

For Immediate Release

**HKIFF45 UNVEILS NEW KEY ART
AARON KWOK RETURNS AS AMBASSADOR**



Photo by KAON



22 January 2021 (Hong Kong) – The Hong Kong International Film Festival today confirms the return of multi-talented actor Aaron KWOK as its ambassador for the third consecutive year and unveils a new key art to mark its 45th anniversary.

Scheduled between 1 and 12 April for 12 days, HKIFF45 will be the first hybrid edition in the festival's history, featuring screenings and audience-engagement events simultaneously in physical and online formats.

Aaron KWOK, a Hong Kong Film Awards Best Actor nominee last year for *I'm Livin' It* and a past winner, is one of Asia's premier artists. He recently won plaudits for staging a free live-streamed concert to support dancers struggling for work under the COVID-19 pandemic.

While taking part in an HKIFF45 photoshoot, KWOK reflects on what has been a challenging year for everyone and hopes that film production could soon resume.

“I am privileged to be making some contributions towards the embattled entertainment industry,” KWOK said. “Given what we have gone through last year, I am hopeful that audiences would be keen to return to the cinema, with the hybrid HKIFF45 providing the perfect platform. I am pleased to lend my support once again to promote the Hong Kong International Film Festival as its ambassador.”

Well-known fashion photographer KAON was behind the camera for this year’s shoot. A regular collaborator, KAON has worked with KWOK on his 2016 concert poster and many fashion editorials and magazine cover photo shoots.

HKIFF45’s key art is by the acclaimed local graphic designer Frank CHAN, who has previously created key arts for films by Johnnie TO, TSUI Hark, JIANG Wen, Wilson YIP and the late Benny CHAN. It features two distinctive design elements: a barn swallow and a boom microphone – often associated with filmmaking – slanted at a 45-degree angle.

“Barn swallows are common in Hong Kong and migrational by nature. After spending the winter in the southern hemisphere, they would always return in March and April to breed,” explained CHAN. “I hope the key art would convey an uplifting message that, like the homing birds, film lovers in Hong Kong would return to the cinema with a renewed sense of hope after a year of loss and desperation. It is very much their homecoming.”

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About Frank CHAN

Hong Kong-born and raised, graphic designer and art director Frank CHAN is a diehard cinephile and music lover. Over an illustrious career spanning 20 years, he has created more than a hundred poster key arts working alongside many of Hong Kong's most iconic filmmakers of this generation.

In recent years, Frank has collaborated with local arts organisations, including the Hong Kong Arts Festival and the Hong Kong Chinese Orchestra, to promote their brand images and performances.



About CHAN KAON

KAON began his career in 2001 as a freelance photographer's assistant before establishing his studio, R Workshop, in 2008. Besides Aaron KWOK, KAON has photographed numerous other artists such as CHOW Yun-fat, Tony LEUNG Chiu-wai, Andy LAU, Joan CHEN, ZHANG Ziyi, Michele REIS, SHU Qi, and Cherie CHUNG. His extensive portfolio includes works for advertisements, magazines, and music album. In 2012, KAON travelled to Shandong and photographed civilians and patients as a volunteer for ORBIS.



About The Hong Kong International Film Festival

The Hong Kong International Film Festival (HKIFF) is one of Asia's oldest and most reputable platforms for filmmakers, film professionals and filmgoers from all over the world to launch new work and experience outstanding films. The Festival is the largest cultural event in Hong Kong. It introduces world cinema to local audiences with the aim to enrich and deepen the experience of Hong Kong moviegoers. Committed to discovering new talent, the Festival premieres the breadth of Chinese cinema and showcases Asian talent. Festival-goers have the opportunity to enjoy world-class films, attend seminars hosted by leading filmmakers from around the world, visit film exhibitions, participate in receptions and parties, and more. The Festival draws extensive coverage from the local and international media. It continues to grow in importance as one of the premier platforms to launch films in Asia.

About The Hong Kong International Film Festival Society Limited

The Hong Kong International Film Festival Society Limited (HKIFFS) is a charitable, non-profit and non-governmental organisation dedicated to discovering and promoting creativity in film's art and culture. It organises the annual flagship, the Hong Kong International Film Festival (HKIFF) and the Hong Kong - Asia Film Financing Forum (HAF) in March and April. Another annual highlight is the Cine Fan Summer International Film Festival (Summer IFF) held every August. Launched in 2013, the repertory HKIFF Cine Fan Programme aims to enrich and deepen Hong Kong moviegoers' experience through a monthly programme of contemporary, retrospective and thematic showcases. In 2017, HKIFFS set up the Film Industry Services Office (FIS) to promote non-mainstream film industry development through co-production and support of festival strategies and overseas distribution (HKIFF Collection).

Official website: www.hkiff.org.hk

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