

For Immediate Release

HKIFF45 ONLINE to showcase nearly 60 international films

16 March 2021 (Hong Kong) – The Hong Kong International Film Festival will go hybrid for the first time in 45 years with both in-theatre and online screenings this year, connecting audiences and filmmakers in the physical and virtual cinematic worlds.

Taking place from 1 to 12 April, the 45th Hong Kong International Film Festival (HKIFF45) will feature nearly 60 films through the HKIFF45 ONLINE platform in addition to over 190 titles that the audience could watch conventionally in a cinema on the big screen.

“HKIFF45 ONLINE offers flexibility and convenience to our audiences like never before,” said Geoffrey WONG, HKIFFS Director of Programming. “We bring the joy of cinema directly to our audiences. They can now watch the films at the time and place of their choice.” Each online programme would be available for viewing for 72 hours, from 00:00 on Day One to 23:59 on Day Three.

“Once it begins, patrons will have not more than 24 hours within this period to finish the viewing,” WONG added. “All online content is available for viewing only in Hong Kong during the festival period.”

The HKIFF45 ONLINE platform offers a convenient and user-friendly one-stop solution for ticket purchase and film viewing. By creating an account on HKIFF45 ONLINE, a patron can buy an Online Pass or tickets with a credit card and access purchased or reserved content according to the screening schedule.

The holder of an Online Pass, which will be available in limited quantity, is entitled to access all HKIFF45 ONLINE programmes. “Each programme on the HKIFF45 ONLINE platform has a capacity quota, available on a first-come, first-served basis,” WONG said. “We advise patrons to purchase and reserve their favourite online programmes as early as possible as we expect many of the popular titles would sell out quickly.”

From 10 am on 18 March, the public can purchase tickets online (www.hkiff.org.hk) or through all URBTIX outlets for screenings at Cultural Centre, City Hall, Arts Centre and Tai Kwun. For screenings at the K11 Arthouse, tickets are available for purchase only at its box-office or through MCL Cinema’s website (www.mclcinema.com) and mobile ticketing app. Those opting for the

online experience can purchase Online Passes or tickets through the HKIFF45 ONLINE platform. Cinephiles wanting to enjoy the best of both worlds can buy the Hybrid Pass, admitting them to all screenings at Cultural Centre and City Hall and the full HKIFF45 programme. The Hybrid Pass is available for purchase at all URBIX outlets.

HKIFF45's full line-up is now available on our official website (www.hkiff.org.hk), where details of HKIFF45 ONLINE's Terms of Use and other ticketing information are also available.

To download information:

FTP: <ftp://hkiff.mtel.ws>
Folder: HKIFF45/Press Releases
Log In: Press
Password: HK1FFPress

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Media Enquiry

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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 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 media coverage from local and international press members and 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/Society) 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 (SummerIFF) 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 the non-mainstream film industry's development through co-production and support on festival strategies and overseas distribution (HKIFF Collection).

Official website: www.hkiff.org.hk

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