

For Immediate Release

**HKIFF46 ANNOUNCES AUGUST REBOOT,
AARON KWOK RETURNS AS AMBASSADOR**



Photo by Wing Shya



22 April 2022 (Hong Kong) – The Hong Kong International Film Festival Society announced today that the 46th Hong Kong International Film Festival (HKIFF46) would take place over 17 days from 15 to 31 August 2022, connecting with audiences again through cinemas and online platforms.

The Society also welcomed the return of Aaron Kwok as its festival ambassador for the fourth consecutive year, coinciding with the launch of HKIFF46's key visual.

Initially set to commence on 31 March, HKIFF46 was postponed when the Hong Kong government imposed stringent social distancing measures to combat the rising Omicron outbreak since the beginning of 2022. The Cine Fan Summer International Film Festival, which usually takes place around the same time, will make way this year for HKIFF46 and return in 2023.

Kwok re-united with internationally-acclaimed visual artist Wing Shya for a series of photographs to promote HKIFF46 – the two had collaborated previously in 2018 for HKIFF43. Kwok said he was honoured to be the ambassador again, and he was keen for the festival to do well after its success last year. "There is no better platform for the Hong Kong public to reconnect with the best cinema offers," he said.

"The last two years have been challenging for everyone because of the COVID-19 pandemic, not least for those who work in the film industry. It is important to stay positive and, with productions resuming gradually, I am seeing signs of a recovery, despite the recent setback with the Omicron outbreak."

Meanwhile, renowned local graphic designer Frank Chan revisited his iconic avian motif in creating the new festival key visual. After his popular design last year featuring a barn swallow, Chan has adopted the common Eurasian tree sparrows for the HKIFF46 campaign.

"Sparrows are sprightly and charming, and they can be found in Hong Kong throughout the whole year," Chan explained. "They are just like us Hongkongers, busily flying around, from day to night, striving for a better life and reaching out for our dreams."

Like last year's HKIFF45, the hybrid festival will feature in-person and online screenings and events. The Society will announce HKIFF46's complete programme in July.

To download more information:

https://usercontent.hkiff.org.hk/Press/HKIFF46/Press_Release

– The End –

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About Frank CHAN

Born and raised in Hong Kong, graphic designer and art director Frank Chan is a diehard cinephile and music lover. Throughout his career in design, he has created numerous poster artworks for 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, and helped to promote local performing art activities and brand images.



About Wing Shya

Wing Shya is an acclaimed visual artist, photographer, and filmmaker. He founded the illustrious design studio *Shya-la-la Workshop* and has garnered over 60 international awards. His collaboration with renowned director Wong Kar-Wai on *Happy Together*, *In the Mood for Love* and *2046* received international recognition. His ventures into filmmaking have produced *Heroes in Love*, *Hot Summer Days*, and *Love in Space*. He has staged exhibitions in many world-class venues and events, including Mori Art Museum Tokyo, Art Basel Miami and V&A Museum, London. In 2017, Shya published his first photo album, *WINGSHYA*.



About The Hong Kong International Film Festival

The Hong Kong International Film Festival (HKIFF) is one of Hong Kong's most significant cultural events annually. It is Asia's longest-running platform for filmmakers, film professionals, and filmgoers worldwide to launch new work and experience outstanding films. HKIFF introduces world cinema to local audiences to enrich and deepen the understanding of Hong Kong moviegoers. Committed to discovering new talent, HKIFF premieres the breadth of Chinese cinema and showcases Asian talent. Festival-goers can enjoy world-class films, attend seminars hosted by leading filmmakers from around the world, visit film exhibitions, participate in receptions and parties, and more. HKIFF draws extensive coverage from the local and international media and has grown in importance as one of the premier platforms for launching 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 art and culture. It organises the annual Hong Kong International Film Festival (HKIFF) and the Hong Kong - Asia Film Financing Forum (HAF). Another highlight is the Cine Fan Summer International Film Festival (SummerIFF), held every August. In 2013, HKIFF introduced the repertory HKIFF Cine Fan Programme to enrich and deepen Hong Kong moviegoers' experience through a monthly programme of contemporary, retrospective, and thematic showcases. In 2021, HKIFFS restructured its film industry services and set up HKIFF Industry to promote and support non-mainstream film industry development through co-production and festival strategies and overseas distribution (HKIFF Collection).

Official website: www.hkiff.org.hk

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