

**For Immediate Release**

**HKIFF47 LAUNCHES KEY VISUAL,  
KWOK RETURNS AS AMBASSADOR**



**1 February 2023 (Hong Kong)** – The countdown to the 47<sup>th</sup> Hong Kong International Film Festival (HKIFF47) begins today with the announcement of Aaron Kwok's return as the festival ambassador and the launching of a new key visual.

Reverting to its traditional dates in 2023 after last year's postponement, HKIFF47 will take place from 30 March to 10 April for 12 days, featuring in-person theatrical screenings and events and a bespoke online programme. It will also mark the return to Hong Kong of overseas filmmakers largely absent from the festival after 2019.

HKIFF47 will reveal its entire lineup in early March in a special media event.

Aaron Kwok re-united with internationally-acclaimed visual artist Wing Shya for a series of photographs to promote HKIFF47. Reprising his role as the festival ambassador for the fifth year, Kwok said he was keen to reconnect with overseas peers during HKIFF47. 'Personal interaction is the best form of communication with the audience and among members of the filmmaking community,' he said.

An upbeat Kwok opined that 2022 was a fruitful year for Hong Kong cinema, with films by

many emerging talents performing well commercially and critically. 'I am delighted that the industry is on its feet again,' Kwok said. 'As the world moves beyond the pandemic, cinema plays an important role in keeping our hopes high. Let's keep rolling!'

Meanwhile, top local graphic designer Frank Chan has adopted the iconic egret for the eye-catching HKIFF47 key visual, completing a three-year cycle for the festival featuring avian species commonly found in Hong Kong. The series started in HKIFF45 with the barn swallow, followed by the tree sparrow for HKIFF46.

'Egrets are elegant and noble birds, always yearning for a beautiful and natural habitat,' Chan explained. 'They are also a symbol of good fortune.'

### **Media accreditation opens today**

Online application for HKIFF47 media accreditation will commence today until 10 March 2023. Accredited media and reviewers will receive a press pass allowing them to attend non-sold-out screenings during the festival or to access the HKIFF47 Guest & Media Centre (4<sup>th</sup> Floor, Hong Kong Cultural Centre Administration Building) to view selected films from the HKIFF47 programme. For media accreditation and opening hours of the HKIFF47 Guest & Media Centre, please click the [link](#) here.

### **To download more information:**

[https://usercontent.hkiff.org.hk/Press/HKIFF47/20230201\\_Key\\_Art&Ambassador\\_Announcement/](https://usercontent.hkiff.org.hk/Press/HKIFF47/20230201_Key_Art&Ambassador_Announcement/)

### **Media Enquiry**

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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, festival strategies, and overseas distribution (HKIFF Collection).

Official website: [www.hkiff.org.hk](http://www.hkiff.org.hk)

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