

For Immediate Release

**HKIFFS NAMES KARENA LAM AS AMBASSADOR
UNVEILS HKIFF48 AND HKIFF INDUSTRY PROJECT MARKET MAIN VISUALS**



24 January 2024 (Hong Kong) – The Hong Kong International Film Festival Society (HKIFFS) has named Karena Lam as the ambassador for the 48th edition of its festival (HKIFF48), which is scheduled from 28 March to 8 April 2024.

Alongside today's announcement, HKIFFS has also unveiled the main visuals for HKIFF48 and HKIFF Industry Project Market, set to take place from 11 to 13 March 2024 during the Hong Kong FILMART.

Lam, a recipient of multiple Hong Kong Film Awards and Golden Horse Awards, will succeed Aaron Kwok, who held the position of HKIFF ambassador for the past five years. Additionally, Lam will serve as one of the three jury members for the Firebird Awards' Young Cinema Competition (Chinese Language) this year.

"Films have had a significant role in my life since childhood. When the Society approached me to become their ambassador, I was thrilled and honoured," expressed Lam. "As the ambassador of the longest-running international film festival in Asia and one of Hong Kong's most important cultural events, I am excited to join the audience in watching films from around the world and share my viewing experiences with them."

The Hong Kong-based Trilingua Design conceived the two main visuals with the creative use of artificial intelligence. Both visuals complement each other thematically and stylistically.

The key visual for HKIFF48, entitled *A Portal to Another World*, presents a vibrant and visually captivating screen that dominates the bustling, neon-lit streets of a re-imagined Hong Kong. It invites viewers to embark on a cinematic journey through space and time. The iconic portal also features prominently in the HKIFF Industry Project Market visual, titled *Behind-the-Screen*, conceptualising film professionals who develop and nurture ideas and thoughts.

To download more information:

https://usercontent.hkiff.org.hk/Press/HKIFF48/20240124_Key_Art&Ambassador_Announcement/

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About Trilingua Design

Trilingua Design, a design studio located in Hong Kong, is known for its multidisciplinary approach. Established in 2010 by Adonian Chan and Chris Tsui, the studio specializes in uncovering hidden value through storytelling. From the tiniest details to creating immersive spatial experiences, Trilingua excels in various areas such as graphics, wayfinding, strategy, cultural studies, identity, communication, exhibition, installation, digital, and motion design. Their self-initiated project "BeiweiZansyu," focusing on type design and cultural research, has gained widespread recognition within the local and international design community. Additionally, Trilingua takes on the role of co-curators for Hong Kong's prominent design festival, "deTour 2020" & "deTour 2021."

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 (www.hkiff.org.hk)

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).

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