

## **“Hong Kong Film New Action 2018 - Nova Power” Features 10 Aspiring Artistes from Past FFFI**

Organized by Create Hong Kong (CreateHK) of the Commerce and Economic Development Bureau, the First Feature Film Initiative (FFFI) is supported by the Film Development Council (FDC) with funding made available by the Film Development Fund (FDF) for winning new directors and their production teams to produce their first featured films, aiming to support budding filmmakers to make their first feature films on a commercial basis in order to nurture talents for the local film industry. The 5<sup>th</sup> edition of FFFI is now open for application.

The 5th FFFI, as in the 4 previous editions, is divided into a Higher Education Institution Group and a Professional Group. There will be two prizes in the Higher Education Institution Group and one prize in the Professional Group. The director of each participating team shall not have previously shot any commercial film of 80 minutes or above. The Film Development Fund will provide funding for the winning teams to implement their film proposals and make their first commercial feature films. The level of grant for each winning team for the Higher Education Institution Group is HKD 3.25 million and that for the Professional Group is HKD 5.5 million.

In fact, the past editions of FFFI not only supported new directors but also brought up a new force of young new performers. Therefore, CreateHK and Film Development Council is co-organizing “Hong Kong Film New Action 2018” with Hong Kong Design Centre, Hong Kong Film Arts Association, and the Hong Kong Association of Motion Picture Post Production Professionals (AMP4) with “NovaPower” as the main theme. It extends FFFI’s reach from discovering new directors to promoting the new generation of film artistes as well as encouraging cross-sectorial collaboration between the film industry and the fashion & design industry.

Through various industry events, such as having the “NovaPower” exhibition set up during this year’s Hong Kong International Film and TV Market (FILMART), producing and distributing the “NovaPower” commemorative booklet, etc., “Hong Kong Film New Action 2018” is featuring 10 up-and-coming artistes who starred in winning projects of previous editions of FFFI. They are Hedwig TAM, Sing LAM (“Weeds on Fire”), Rachel LEUNG, Zeno KOO, Kyle LI, Omi KWONG (“Somewhere Beyond the Mist”), Jennifer YU (“In Your Dreams”), Sofiee NG, Yoyo FUNG (“Love@TheSquare”) and Will OR (“Love@TheSquare” and “Weeds on Fire”).

Tina LIU is the Project & Creative Director of the “Hong Kong Film New Action 2018 - Nova Power” campaign. She is an art director and assistant director of numerous films as well as a professional image consultant. Being the Vice-Chairperson of Hong Kong Film Arts Associations, LIU is serving as the image director for the 10 featured artistes. Based on the personalities and uniqueness of each, LIU has designed for them new images with great personality. In the form of interviews, the 10 actors and actress were introduced in the “NovaPower” commemorative booklet with information provided also on the FFFI winning features they starred in and their upcoming moves and directions. Aside from distributing the “NovaPower” booklet at FILMART 2018 and various industry events, the organizers are also posting contents of the booklet, the artistes’ styling images, some promotional clips and event photos on their Facebook pages to allow people from different sectors to get to know the “NovaPower” new force!

On 15 April 2018, the ten “NovaPower” artistes will be dressing up in formal attire designed by some up-and-coming fashion designers and attend the 37<sup>th</sup> Hong Kong Film Awards’ “Red Carpet Walk”.

About “Hong Kong Film New Action”

First launched in 2008 by the Hong Kong Film Development Council (FDC), “Hong Kong Film New Action” is a project aiming to promote Hong Kong films and its servicing sectors so as to enhance the sustainable development of the Hong Kong film industry. To cater for the development needs of the film industry, a series of promotional activities with different themes are organized each year.