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Hong Kong International Film Festival Society Celebrates The first JCCA Educators Workshop Graduation

22 June, 2011 (Hong Kong) – The Hong Kong International Film Festival Society (HKIFFS) announced today the first graduation ceremony of the Jockey Club Cine Academy (JCCA) Educators Workshop held on 18 June 2011. As one of the seven programmes under Jockey Club Cine Academy (JCCA), a 3-year film education programme funded by The Hong Kong Jockey Club Charities Trust, JCCA Educators Workshop is Hong Kong's first series of workshops for educators to learn the basics of film literacy, using the moving image as an educator's teaching tool.

The Workshop consists of one course of 12 classes running on a bi-weekly basis, held twice a year for two different groups of educators. The ceremony on 18 June 2011 recognised graduates in the landmark first course that was held from January to June 2011. Mr. Li Cheuk-to, Artistic Director of the Hong Kong International Film Festival Society, and Ms. Wong Ain-ling, Programme Director of the JCCA Educators Workshop officiated at the graduation ceremony.

"We strongly believe that we should put more resources and effort into nurturing the next generation of film-makers and film goers. Both groups are equally important for the development of our film culture and film industry. The film-going experience is important in the appreciation of film culture but with the growth in different forms of digital delivery, our young people are no longer regular visitors to the cinema," said Roger GARCIA, Executive Director of the HKIFFS. "With the JCCA Educators Workshop, a wide range of experienced educators have been able to watch films and learn about the cinema from dedicated critics and scholars. They have been equipped to introduce film education in the school system, and can help plant the seeds of passion for film in our young generation at an early stage."

"The workshop participants are passionate about cinema and devoted to education," said WONG Ain-ling, Programme Director of the JCCA Educators Workshop. "I am confident that they will bring this passion to their students, and pass it on to the next generation."

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The Workshop provides a broad introduction to the study of film as an art form. Participants explore the concepts of film form, aesthetics and style, while remaining attentive to the cultural and historical context in which a work is produced and seen. The course also examines closely the construction of sight and sound through various modes of organising these core elements. In each session, a film is shown in full after the initial lecture, followed by discussions with dedicated critics and scholars.

Educators Workshop 2011 Class B will be held from July to December 2011 and the application period for 2012 Class A would be from 15 August to 7 November 2011.

Comments from participants:

"It enables me to introduce films to my students during art classes.

Some of the clips are very good for demonstration to students."

- Cheung Lai Shan

"From the workshops, I was inspired in how teachers can introduce the world to the students through humanities."

- Cheung Pui Shan

"I can appreciate more about cinematographic language and aesthetics of film, which enrich the content of my discussion with students."

- Cheung Yee Ling

"In-depth and thorough film readings from tutors and critics make the course knowledge intensive."

- Joyce Kwok

"The workshop is both erudite and interesting, this is what teachers need in Hong Kong."

- Tam Hoi Wai

JCCA official website: <http://jcca.hkiff.org/index.php?lang=eng>

Photos download: <http://www.flickr.com/photos/47659546@N07/sets/72157626879073137/>

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About WONG Ain-ling

Film critic and researcher. Previously Head of Film Programming at the Hong Kong Arts Centre (1987-1990), Programmer of Asian Cinema at the Hong Kong International Film Festival (1990-1996), and Research Officer at Hong Kong Film Archive (2001-2009). Her publications include *Xi Yuan* (2000), *Fei Mu - Poet Director* (ed., 1998), *The Cathay Story* (ed., 2002), *The Shaw Screen: A Preliminary Study* (ed., 2003), *The Hong Kong-Guangdong Film Connection* (ed., 2005), *The Glorious Modernity of Kong Ngee* (ed., 2006), *Zhu Shilin: A Filmmaker of His Times* (ed., 2009) and *Fei Mu's Confucius* (ed., 2010), among others.

Details of the JCCA are attached in Appendix 1.

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About the Jockey Club Cine Academy

Established in 2010, Jockey Club Cine Academy (JCCA) is a 3-year film education programme presented by The Hong Kong International Film Festival Society (HKIFFS) and funded by The Hong Kong Jockey Club Charities Trust, with the aim to foster film literacy among the youth in Hong Kong.

Jockey Club Cine Academy Programmes

The Jockey Club Cine Academy (JCCA) consists of seven programmes:

Master Class

The JCCA Master Class features world-class filmmakers as well as the very best film creators and innovators from around the world. The JCCA Master Class offers an unforgettable opportunity of a life-time to interact with distinguished filmmakers from around the world. In the 35th Hong Kong International Film Festival (HKIFF), acclaimed Mainland director JIA Zhangke was featured.

Face to Face

With an acclaimed history of filmmaking in Hong Kong, the JCCA Face to Face features a renowned filmmaker from Hong Kong sharing his/her insights on film, art and life, along with a complimentary bi-lingual publication on the filmmaker for all participants. In the 35th HKIFF, WAI Ka-fai was featured and *WAI Ka-fai, Filmmaker in Focus* was published.

Festival Tours

Held during the annual Hong Kong International Film Festival (HKIFF), Festival Tours aims to engage participants through active dialogue on techniques, aesthetics and literacy values, social and historical relevance of film. Notable film critics, scholars and filmmakers will become personal tour guides for 20 groups of 10-15 participants, with each group attending five different HKIFF screenings.

Educators Workshop

Educators Workshop is Hong Kong's first series of workshops for educators to learn the basics of film literacy, using the moving image as an educator's teaching tool. The Workshop consists of one course of 12 classes, held twice a year for two different groups of educators. Held in (A) January-June 2011 and (B) July-December 2011, classes are conducted on a bi-weekly basis.

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The Short Film Competition supports the production and re-invention of the short film, a form with its own formal, aesthetic and expressive qualities distinct from those of the feature film. Approximately twenty films of different genres (fiction, documentary, animation, experimental), each not exceeding 15 minutes in duration are selected by the HKIFFS, and a jury of three renowned personalities would select the winners for the Grand Prize and Jury Prize presented at the annual HKIFF Awards Gala.

Joint Universities Programme

The Joint Universities Programme provides a global stage for students to showcase their best work at the annual Hong Kong International Film Festival (HKIFF). The Hong Kong Academy for Performing Arts, Baptist University, City University of Hong Kong, the Hong Kong Institute of Vocational Education and The Hong Kong Polytechnic University select the very best student films from the past year for public appreciation.

Youth Volunteer Programme

Young volunteers will have the opportunity to better understand both the film industry and arts administration by participating in “behind-the-scenes” of the annual Hong Kong International Film Festival (HKIFF). Volunteers will be trained in transferable skills in three key departments: Programming, Operations and Marketing. Volunteers will be rewarded with a wealth of film knowledge, unique experiences and a chance to make some great friends.

Jockey Club Cine Academy Partners

Educational Institutes

- Academy of Film, Hong Kong Baptist University
- Department of Communication Design and Digital Media, Hong Kong Design Institute
- School of Creative Media, City University of Hong Kong
- School of Design, The Hong Kong Polytechnic University
- School of Film and Television, The Hong Kong Academy for Performing Arts

Film Organisations

- Hong Kong Film Archive
- Hong Kong Film Critics Society

Non-governmental Organisations

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- Agency for Volunteer Service
- Aberdeen Kai-fong Welfare Association Social Service Centre
- Evangelical Lutheran Church Social Service - Hong Kong
- Hong Kong Children & Youth Services
- Hong Kong Playground Association - Jockey Club North Point Integrated Service Centre For Children & Youth
- Hong Kong Sheng Kui Hui Welfare Council
- Senior Members Service Group
- The Neighbourhood Advice-Action Council
- The Salvation Army
- Yang Memorial Methodist Social Service-Homantin Integrated Centre for Youth Development

About Hong Kong International Film Festival Society

The Hong Kong International Film Festival Society (HKIFFS) is a charitable, non-profit and non-governmental organisation dedicated to the discovery and promotion of creativity in the art and culture of film.

Through its year-round programmes, the mission of the Society is to strengthen global appreciation of Chinese film culture and to promote inspiring films from around the world, enriching the cultural life of Hong Kong.

Committed to the development of a vibrant film culture in Hong Kong and Asia, the Society presents three annual flagship events in March and April: The Hong Kong International Film Festival (HKIFF), the Hong Kong-Asia Film Financing Forum (HAF) and the Asian Film Awards (AFA).

Passionately believing in the power of films to unite cultures and generations, the HKIFFS is devoted to giving thousands of film lovers around the region direct access to the world's most inspiring films all year round.

About The Hong Kong Jockey Club

Founded in 1884, The Hong Kong Jockey Club has become one of Hong Kong's best known and respected organisations, providing the public with world-class sporting entertainment as well as being the city's major non-Government community benefactor, now donating more than HK\$1 billion a year to charitable and community projects. It has

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been part of Hong Kong through good times and bad, sharing the city's growth and development with its people, and is dedicated to enhancing the quality of life for future generations.

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