

## Summer International Film Festival 2011 kicks off

**Festival Ambassador: Miriam YEUNG**

**Opening Film: *You Are the Apple of My Eye***

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**22 July 2011 (Hong Kong)** – The Hong Kong International Film Festival Society (HKIFFS) announced today a host of activities and sizzling hot action to help celebrate the Summer International Film Festival 2011 (9 – 23 August), which was announced at a kick off today.

The film festival, an annual film extravaganza with much anticipated titles from Asian and World Cinema as well as the latest award-winning films, promises a summer of fun with SIFF ambassador Miriam YEUNG, a well-known actress, singer and entertainer, helping to launch the event at Harbour City today.

“As a film buff myself, I understand the enthusiasm people will have over this festival as there are many film fans who enjoy good, quality movies. I am delighted to be given the chance to help support such a meaningful event and will do my best to help promote it,” she said.

The SIFF will kick off the action with the international premiere of the Taiwanese movie, *You Are the Apple of My Eye* starring KO Chen-Tung, Michelle CHEN and Ao-Chuan.

The first feature directed by prolific Taiwanese writer Giddens KO (also known as “Nine Knives” who is featured at the Hong Kong Book Fair this month), the film tells of the bittersweet romance between a cocky schoolboy and a model student Chia-Yi. It’s Giddens KO semi-autobiographical debut about youthful love and its unmistakable ambivalence that is sure to appeal to film fans for its cheeky humor and youthful love. Giddens KO and actor KO Chen-Tung will be in Hong Kong for the opening.

Renowned comedian/director Woody ALLEN closes the festival with his latest work, *Midnight in Paris* starring Owen WILSON, Rachel MCADAMS and Marion COTILLARD. *Midnight in Paris* was the opening film at the 2011 Cannes Film Festival and it’s only fitting that the SIFF will close with this romantic comedy by one of Hollywood’s most loved directors.

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ALLEN put together a stellar cast for his biggest box-office hit in 25 years. The city of Paris is captured in all its romance and splendor by famed cameraman Darius KHONDJI, *Midnight in Paris* tells of an inspiring novelist who is traveling to Paris with his materialistic fiancée but finds romance when he wanders in the streets of Paris after midnight. The film also includes a cameo appearance by the French first lady herself, Carla BRUNI.

Animation truly comes to life with a Cosplay Event incorporated into the screening of *Ninja Kids!!!* and a live action version of the animation of the same title on 10 August at the Hong Kong Science Museum.

Cosplayers can register between 6pm and 7pm at the Piazza, outside the Hong Kong Science Museum, and the first 15 registered participants will be given one ticket each for the first screening of *Ninja Kids!!!*. The latest work directed by famed Japanese maverick MIKE Takashi, the film is based on the popular newspaper comic "Ninja Rantaro Flunks Again" by AMAKO Sobei and serialized on Asahi Children's Newspaper for over 26 years.

Before the screening, cosplay participants will dress up as their favourite ninja characters and have their photos taken by HKIFFS staff at the foyer of the theatre. Photos will be posted on the HKIFFS website and Facebook for public voting and the top 2 participants with the highest number of votes win a prize! Winners will be announced on the HKIFFS website and Facebook on 20 August.

"Film goers will have a chance to dress up and become part of the live action which will be a truly fun event we can all look forward to," said Miriam. "It's a chance for film fans to get into the action and relive their favorite part of the movie."

Mr. LI Cheuk-to, Artistic Director of The Hong Kong International Film Festival Society, welcomed the prospect of another summer film festival, calling on all members of the public to support the event and enjoy all the activities.

"We sincerely hope the SIFF can attract a younger audience and broaden their film interest. That is our goal. And we are proud to provide good, quality films for the younger generation when they are having summer holiday. We are

hopeful that this year's festival will be among our most successful. I would like to take this opportunity to thank all our supporters and partners for making the event an even bigger success," said Mr LI.

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Festival highlights include the screening of a number of Japanese comedies, plus film tributes on acclaimed French director Claude CHABROL, a pioneering member of the French New Wave group, who first came into prominence in the 1950s, and TAKAMINE Hideko, one of Japan's most celebrated screen actresses, whose talents for comedy is highlighted in the two *Carmens*.

The SIFF 2011 runs from 9 August to 23 August 2011. A full list of film titles can be viewed online at [www.hkiff.org.hk](http://www.hkiff.org.hk). Tickets for the SIFF 2011 is now available at URBTIX (please see Appendix 1).

### About the Hong Kong International Film Festival Society (HKIFFS)

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.

Summer International Film Festival 2011 Official Website: [www.hkiff.org.hk](http://www.hkiff.org.hk)

###

- Appendix 1 The SIFF 2011 Ticketing Information
- Appendix 2 The SIFF 2011 Programme booklets distribution location
- Appendix 3 Sponsors and Partners of the SIFF 2011

**To download event photos:**

Link:

<http://www.flickr.com/photos/47659546@N07/sets/72157627096951481/with/5949263253/>

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**To download SIFF 2011 materials:**

Server: <ftp://www.hkiff.org.hk>

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E-mail: [chris\\_cheuk@hkiff.org.hk](mailto:chris_cheuk@hkiff.org.hk)

**Appendix 1**

**The SIFF 2011 Ticketing Information**

All SIFF screening tickets are open to public sales from 22 July 2011 onwards at URBTIX

Counter Booking: URBTIX Outlets

Online Booking: [www.urbtix.hk](http://www.urbtix.hk)

Credit Card Booking: +852 2111 5999

Ticket price: HK\$65

40% Discount to Full-time Students, Senior Citizens Aged 60 or above, Persons with Disabilities and CSSA Recipients

**Screening Venues**

Hong Kong Science Museum

Hong Kong Space Museum

Hong Kong Arts Centre

The Grand Cinema

UA Langham Place

## Appendix 2

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### The SIFF 2011 Programme booklets distribution location

| Kowloon  | Address   |
|--|---|
| <b>Hong Kong Cultural Centre</b>                   | 10 Salisbury Road, Tsim Sha Tsui                                      |
| <b>Hong Kong Space Museum</b>                      | 10 Salisbury Road, Tsim Sha Tsui                                      |
| <b>Hong Kong Science Museum</b>                    | 2 Science Museum Road, Tsim Sha Tsui East                             |
| <b>The Grand Cinema</b>                            | 2/F, Elements, Kowloon Station, 1 Austin Road West                    |
| <b>UA Langham Place</b>                            | L8-11, Langham Place, 8 Argyle Street, Mong Kok                       |
| <b>Tom Lee Music</b>                               | G/F, 1-9 Cameron Lane, Tsim Sha Tsui                                  |
| <b>Tom Lee Music</b>                               | Shop 516-518, Telford Plaza 2, Kowloon Bay                            |
| <b>Tom Lee Music</b>                               | Unit 2-20, Level 12, MegaBox, 38 Wang Chiu Road, Kowloon Bay          |
| <b>Tom Lee Music</b>                               | Shop G02, Olympian City 3, 1 Hoi Wang Road                            |
| <b>Tom Lee Music</b>                               | Shop 1108-1110, 1/F, Podium Food Square, Lok Fu Plaza, Wang Tau Hom   |
| <b>Tom Lee Music Academy</b>                       | Shop 4-5, Site 10, Whampoa Garden, Hung Hom                           |
| <b>Happy Sound Music Ltd.<br/>Mong Kok Branch</b>  | G/F, Shop 17, Yee On Court, 124A Argyle Street, Mong Kok              |
| <b>HKICC Lee Shau Kee<br/>School of Creativity</b> | 135 Junction Road   |
| <b>Jockey Club Creative Arts<br/>Centre</b>        | Level 1, 30 Pak Tin Street, Shek Kip Mei                              |
| <b>Ngau Chi Wan Civic Centre</b>                   | 2/F, 11 Clearwater Bay Road   |
| <b>agnès b.- Sun Arcade</b>                        | Shop G02, The Sun Arcade, 28 Canton Rd, Tsim Sha Tsui                 |
| <b>Sun Arcade SPORT B.</b>                         | Shop B15, The Sun Arcade, 28 Canton Rd, Tsim Sha Tsui                 |
| <b>agnès b. - K11</b>                              | Shop G10, K11, 18 Hanoi Rd, Tsim Sha Tsui                             |
| <b>agnès b. - Miramar<br/>Shopping Centre</b>      | Shop G38 & G40, Miramar Shopping Centre, 132 Nathan Rd, Tsim Sha Tsui |

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**agnès b. - Ocean Centre** Shop 216 & 217, Level 2, Ocean Centre, Harbour City, Tsim Sha Tsui

**agnès b. - Festival Walk** Shop LG1-40, Festival Walk, Kowloon Tong

**agnès b. - apm** Shop C8 & C10, Concourse Level, apm, Millennium City 5

**Hong Kong Island** Address

**Hong Kong Arts Centre** 2 Harbour Road, Wanchai

**Hong Kong City Hall** Lower Block, City Hall, 5 Edinburgh Place, Central

**Queen Elizabeth Stadium** 18 Oi Kwan Road, Wanchai

**Sheung Wan Civic Centre** 345 Queen's Road Central, Sheung Wan

**Hong Kong Film Archive** 50 Lei King Road, Sai Wan Ho

**Tom Lee Music** 2/F, City Centre Building, 144-149 Gloucester Road, Wanchai

**Tom Lee Music** G/F - 2/F, East South Building, 29 Percival Street, Causeway Bay

**Tom Lee Music** Shop B16, Home World Provident Centre, North Point

**Tom Lee Music** Shops 2-3 and 5, 2/F, Site 2, Aberdeen Centre, 7-11 Nam Ning Street, Aberdeen

**Tom Lee Music** Shop 410, Cityplaza 1, 1111 King's Road, Quarry Bay

**The Japan Society of Hong Kong** 2nd Floor, Fung House, 19-20 Connaught Road, Central

**agnès b.'s LIBRAIRIE GALERIE** 1/F, 18 Wing Fung St, Wanchai

**agnès b. LA LOGGIA** Shop 3089-3097, Podium Level 3, ifc Mall, Central

**agnès b. - Pacific Place** Shop 110, Pacific Place, Admiralty

**agnès b. - Kingston Street** Shop 1& 2A, No.2-4 Kingston St, Fashion Walk, Causeway Bay

**agnès b. - Time Square** Shop 321, Times Square, Causeway Bay

**agnès b. - World Trade Centre** Shop G001-005 & P101, wtc more, Causeway Bay

**agnès b. - Cityplaza** Shop 292, Cityplaza, Taikoo Shing

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| New Territories                  | Address  |
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| <b>Sha Tin Town Hall</b>         | 1 Yuen Wo Road, Shatin                                       |
| <b>Kwai Tsing Theatre</b>        | 12 Hing Ning Road, Kwai Chung                                |
| <b>Tom Lee Music</b>             | Shop 2063-2066A, Level 2, Metro City Plaza II, Tseung Kwan O |
| <b>Tom Lee Music</b>             | Shop 303, L3, HomeSquare, Shatin                             |
| <b>agnès b. - New Town Plaza</b> | Shop 329, Level 3, New Town Plaza, Shatin                    |
| <b>Cable TV Tower</b>            | 9 Hoi Shing Road, Tsuen Wan                                  |

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