

Londoners enjoy Hong Kong movies at open air cinema in Leicester Square (with photos)

Hundreds of Londoners and visitors enjoyed an afternoon and evening of great Hong Kong movies in Leicester Square, central London on July 28 (London time) with support from the Hong Kong Economic and Trade Office, London (London ETO) and CreateHK. Organised by the London East Asia Film Festival (LEAFF) last weekend (July 27 – 28), the Open Air Screenings showed a total of eight movies over the two days, including two Hong Kong movies on Sunday: "A Lifetime Treasure" (2019), followed by a Q&A session with Director Albert Mak and actor Bob Lam; and Wong Kar-wai's award-winning classic "In the Mood For Love" (2000).

The Director-General of the London ETO, Ms Priscilla To said: "It is our great pleasure to support the first ever open air film screenings organised by LEAFF at Leicester Square, which is London's major centre for entertainment, and its cinemas regularly host red-carpet film premieres. Situated right next to London's Chinatown, the Square will be familiar to Hong Kong people based in London as it regularly hosts events for Chinese New Year celebrations.

"Hong Kong's film industry has become world-famous in the 100 years or so since it first started. Now Hong Kong is one of the world's largest film production bases, and many of our actors, directors, cinematographers and producers have become household names in the world."

"And the Hong Kong Government is committed to supporting the industry to showcase and promote the brand of 'Hong Kong Films'. At the end of last year the government announced it would inject another HK\$1 billion into the Film Development Fund to nurture local talent, enhance local production, expand markets and build audience." Ms To added.

LEAFF was first launched in 2015 to champion the growing collaboration and diversity in East Asian film-making. With the support of London ETO, Hong Kong films have all along played an important part of LEAFF.



