

SFETO celebrates Hong Kong cinema at CAAMFest Forward (with photos)

Five Hong Kong movies are in the line-up of CAAMFest Forward, a newly reimagined and mostly virtual film festival presented by the San Francisco-based Center for Asian American Media (CAAM). The festival, which is running from October 14 to 18 (San Francisco time), includes a drive-in experience and an on-demand channel. Close to 50 films are available on demand.

CAAM, in partnership with the Hong Kong Economic and Trade Office, San Francisco (SFETO), is celebrating Hong Kong cinema at the festival by showcasing five feature films from Hong Kong filmmakers. Ann Hui's "A Simple Life" and Norris Wong's "My Prince Edward" were included in the drive-in programme at Fort Mason, San Francisco, on October 15, and "A Simple Life" is featured in the on-demand programme as well.

The Director of the SFETO, Ms Jacko Tsang, appeared at the drive-in theatre via a recorded video. She welcomed the audience and thanked CAAM for identifying two different movies by two talented Hong Kong female filmmakers of two different generations for the drive-in programme.

"A Simple Life" by veteran filmmaker Ann Hui is a heart-warming movie about caring and gratitude. "What a perfect time to watch this award-winning movie, as taking care of each other and ourselves takes on a whole new meaning in this challenging time," Ms Tsang noted.

"My Prince Edward" is director Norris Wong's feature directing debut. It is also one of the successful projects funded through the First Feature Film Initiative, launched in 2013 by the Hong Kong Special Administrative Region (HKSAR) Government to nurture the young and talented.

"The initiative takes the form of a competition of screenplay and production proposals. Funding is provided to the winning new directors and their film production teams to make their first feature films," Ms Tsang said.

To further encourage the development of the Hong Kong film industry, the HKSAR Government recently launched the Directors' Succession Scheme, in which established directors will team up with young filmmakers to co-produce films, with subsidies granted.

"We hope that the new Directors' Succession Scheme will help realise some great projects that we can also bring to the Bay Area audience soon," Ms Tsang said.

The drive-in experience at Fort Mason offered the audience a different way to enjoy Hong Kong cinema. "How strange it is that as we try to adapt to this new normal, we find this classic way of enjoying movies practical

again," she said.

Beyond the drive-in programme, four Hong Kong movies are included in the festival's on-demand platform. "A Simple Life", "Napping Kid" by Amos Why, "The Grand Grandmaster" by Dayo Wong and "The Great Detective Sherlock Holmes: The Great Jail-Breaker" by Matthew Chow and Toe Yuen are available on demand through October 18.

