

Third Hong Kong Pop Culture Festival opens today (with photos)

The opening ceremony of the third Hong Kong Pop Culture Festival (PCF) was held today (April 4) at the Grand Theatre of the Hong Kong Cultural Centre (HKCC). Organised by the Leisure and Cultural Services Department, the PCF this year is themed "More Than Joy". Audiences can appreciate how pop culture can be transmitted and transformed, and how integration and breakthroughs are possible in addition to joy and laughter.

The Acting Secretary for Culture, Sports and Tourism, Mr Raistlin Lau; the Director of Leisure and Cultural Services, Ms Manda Chan; and an actor of the opening film "The Banquet" (1991), Mr Eric Tsang, officiated at the opening ceremony.

The opening programme, "Silhouette Resonance x The Banquet (1991)", began after the ceremony. Pop singer Alfred Hui, a cappella choral theatre company Yat Po Singers, and beatboxer Heartgrey (Eric So) together with a live band performed songs from classic comedy films with fresh arrangements by renowned musician Ng Cheuk-yin. The digitally restored version of "The Banquet" (1991) was screened following the performance. Blending entertainment with cultural artistry, the audience was offered a fresh and inspiring perspective on the vibrancy of Hong Kong's pop culture.

Another highlight programme that kicks off the PCF is outdoor music carnival "ImagineLand 2025" to be held tomorrow (April 5) and on Sunday (April 6) at the HKCC Piazza, and the Central Lawn & Event Trellis of Salisbury Garden, the Avenue of Stars free of charge. Supported by the Cultural and Creative Industries Development Agency, "ImagineLand 2025" features both daytime and evening programmes, encompassing music, films, comics, and more.

During "ImagineLand 2025", "Go Beyond Concert", "Comics Fun Experience Gallery" and "Funarts Corner" will be available during the day, while film programme "Movie Under the Stars" will be held at night. Over 35 musicians and artists from Hong Kong and eight countries and regions including the Mainland, Japan, Korea, the United States, Australia, France, the United Kingdom and Ukraine will perform on the three stages of "Go Beyond Concert", showcasing boundless possibilities of music across the performances. Major line-ups of local artists include Ivana Wong, Joey Tang, Yatfung, Cloud, Ashley Lin, Pandora, Wan Pin Chu and more, performing mesmerising popular songs and original works.

At "Comics Fun Experience Gallery", Hong Kong comics and animation from different eras will be displayed to highlight the creativity of local artists with immersive photo-taking opportunities. The exhibition also features the works of local humourist cartoonists and explores how comics intertwine with the city's pop culture. Workshops on art, music, and crafts will be available

for the public at "Funarts Corner". In the evenings, two comedies, "Table For Six" (2022) and "Forbidden City Cop" (1996)", will be screened at "Movie Under the Stars" tomorrow and on Sunday respectively, allowing audiences to enjoy outdoor films while relaxing on the lawn.

Other highlights include the "Laughter Double Bill: Hong Kong Comedy Film Spectacular" film screening programme; exhibitions "Comic Fun for All: The Magic of Hong Kong Comedy Comics" and "Legends of HK Film Comedies, 1980s and 1990s"; concerts "The 2025 Fiesta of Music Office Bands, Choirs and Orchestras-Bands 'The Animated Melodies – Our Nostalgic Memories'", "Ko Shan Fest" and "Music & Laughs", and more. To support the PCF's theme of "More Than Joy", the Hong Kong Public Libraries will also organise book displays and subject talks in a series of activities under the theme of "Happy Reading".

Several industry partners are also offering a range of events as part of the festival, which are not to be missed.

Hong Kong's pop culture has drawn inspiration particularly from humour, a constant trendsetter that has left a deep footprint on many aspects of the city's rich and colourful pop cultural landscape. The PCF 2025, with more than 20 programmes, not only delights audiences with exciting performances and works but also offers insight into the development paths of Hong Kong's pop culture along the line of "happiness". By participating in these activities, audiences will be able to discover their own happiness.

For more details, please visit the website: www.pcf.gov.hk, or call 2601 8703.



