

# Hong Kong new film talents shine at Chicago's Asian Pop-Up Cinema

The Hong Kong Economic and Trade Office in New York (HKETONY) is collaborating with the Asian Pop-up Cinema (APUC) in Chicago to present five newly released Hong Kong movies in its spring season film festival, running from March 15 to May 1.

"Keep Rolling", a directorial debut from veteran art director Man Lim-chung, kicked off the Hong Kong series today (March 17, Chicago time). In this documentary, the audience will be able to probe into the idiosyncratic world of Ann Hui, one of the most influential filmmakers in Hong Kong.

Also featured at the festival are "Elisa's Day", directed by Alan Fung, a winner of the Hong Kong's First Feature Film Initiative, "One Second Champion" by Chiu Sin-hang, who is the lead vocalist of a local Hong Kong band, "I Still Remember" by Lik Ho and "Ready O/R Knot" by Anselm Chan.

In her video remarks, the HKETONY Director Candy Nip thanked the APUC and United States audiences for their support to Hong Kong movies. The five selected films showcase the energy and dynamics of Hong Kong's film industry, and the outstanding talents of emerging directors.

To promote the long-term development of the local film industry, the Hong Kong Special Administrative Region Government has introduced various supportive measures, including the First Feature Film Initiative, to provide impetus to Hong Kong cinema. Under the scheme, winning new directors and their film production teams will receive funding from the Film Development Fund to implement their winning film proposals. Since its launch in 2013, the scheme has nurtured many new film talents.

For more information about this season's Hong Kong series at APUC, please visit the HKETONY website:

[www.hketousa.gov.hk/usa/arts-cultural/feature-madeinhk12.html](http://www.hketousa.gov.hk/usa/arts-cultural/feature-madeinhk12.html)