

Immersive screening in London illuminates Hong Kong culture (with photos)

The Hong Kong Economic and Trade Office, London (London ETO) supported the Chinese Cinema Project in staging an immersive screening of "In the Mood for Love" at the Garden Cinema in London, the United Kingdom (UK), on February 3 (London time) to showcase Hong Kong's unique culture.

The Director-General of the London ETO, Mr Gilford Law, addressed the audience before the screening of the film. "Director Wong Kar-wai's legendary career stands as a shining example of 'Hong Kong story', a narrative where talents from around the globe find opportunities to thrive in Hong Kong. Through his lens, Director Wong has masterfully promoted Hong Kong's unique East-meets-West culture, capturing the essence of the city's vibrant identity."

Mr Law stressed that the Hong Kong Special Administrative Region Government is committed to supporting Hong Kong's role as an East-meets-West centre for international cultural exchange as underpinned by the 14th Five-Year Plan as well as promoting the filming and creative industries, for instance through the injection of HK\$4.3 billion to the Film Development Fund and other relevant initiatives. He also encouraged the audience to visit the "modern Hong Kong", in addition to immersing in the charm of "old Hong Kong", and choose from a wide variety of international events of different natures hosted by the city.

As regards the Chinese Cinema Project, it is dedicated to promote the work of Chinese filmmakers in the UK via regular screening and cultural promotion. The immersive screening of "In the Mood for Love" greeted over 100 guests and unveils the Year of the Dragon edition of the programme. Before the screening of the film, local audience enjoyed a night of cultural experience, including cheongsam exhibition, Mahjong trial session, and theatrical recreation of classic scenes of the movie.



