

For Immediate Release

**HKIFF INDUSTRY PROJECT MARKET COMPLETES LINEUP
WITH NEW ANIMATION AND INDONESIAN SHOWCASES**



Hong Kong, 17 February 2025 - The Hong Kong International Film Festival Society (HKIFFS) has completed its 2025 HKIFF Industry Project Market lineup by unveiling eight additional titles today. This brings the total number of featured projects to 48, the highest in recent years.

The new additions include six feature projects for its inaugural animation showcase, including works by Liu Jian (*Art College 1994*) and Toe Yuen (*My Life as McDull*), and two projects in a unique Indonesian showcase, further expanding the scope of the 2025 HKIFF Industry Project Market. These projects join the 40 in-development projects and works-in-progress previously announced for the Hong Kong - Asia Film Financing Forum (HAF).

The HKIFF Industry Project Market will be held from 17 to 19 March 2025 at the Hong Kong Convention and Exhibition Centre, alongside the 29th Hong Kong International Film & TV Market (FILMART).

According to HKIFFS, there has been a 60% surge in animation submissions since last year, reflecting the industry's rapid growth in the region. Three works-in-progress are among the six feature projects shortlisted for the inaugural animation showcase.

"Outstanding animated projects from previous HAF editions, such as Liu Jian's second Berlinale entry, *Art College 1994*, and Yee Chih-yen's Golden Horse Award winner, *City of Lost Things*, have instilled in

us the conviction to showcase and promote promising talents and projects through this new animation initiative," said Jacob Wong, Director of HKIFF Industry.

Meanwhile, the HKIFF Industry Project Market will collaborate with Jakarta Film Week (JFW) to launch a new section titled Jakarta Film Week Projects, showcasing the in-development projects of two emerging Indonesian filmmakers.

According to JFW Festival Director Rina Damayanti, Indonesian cinema has flourished recently, garnering awards and acclaim on the international festival circuit.

"Through this collaboration with HKIFF Industry, we hope to enhance the visibility of Indonesian projects on the international stage and help them find production and investment partners and global distribution opportunities," she said.

ANIMATION HIGHLIGHTS

Three of the six selected animation feature projects are works-in-progress. They will participate in HAF's WIP Open Pitch Session on 17 March 2025 at Starlight Theatre, Hong Kong Convention and Exhibition Centre.

- ***A Mighty Adventure*** by Toe Yuen is about three tiny insects - a grasshopper, a spider, and a butterfly - who dare to break boundaries and choose their future. Hong Kong director Yuen shot the entire film live in Taiwan, with 90% of the computer animation performed in Malaysia. Yuen is best known for *My Life as McDull*, the best film winner at France's Annecy International Animation Film Festival in 2003.
- ***MIN*** by Li Jiajia chronicles the struggles of a 40-year-old woman trapped in a mundane marriage who must make an important decision about her future before she is past her childbearing age. Li, born in Hangzhou, is a professor at the School of Animation and Games of the China Academy of Art. Award-winning director Liu Jian, whose *Have a Nice Day* and *Art College 1994* were both in competition in Berlin, serves as producer.
- Inspired by his childhood summers spent with his brother, ***Wildheart*** by Marceau Nakayama is a coming-of-age drama about two young orphans who rely on one another while searching for their families in 1960s Tokyo. Nakayama, a Tokyo-born art director and concept artist now based in France, grew up in post-bubble Japan before moving abroad. Justin Ambrosino serves as the producer.

Three projects currently in development complete the animation showcase:

- ***Cloud of the Unknown*** by Gao Yuan follows two dreamers as they share secrets about their strange worlds, ultimately questioning their own existence. Kunming-born Gao is an artist and animation creator who has exhibited her works internationally. Her eponymous animated short film premiered at Locarno in 2020, where it received the Arte Laguna prize. Isabelle Glachant serves as the producer.

- Triparna Maiti's *The Tale of the Holy Beast* recounts the journey of the captivity and lost childhood of a four-year-old elephant trained to be a circus performer before becoming a star temple elephant bound by heavy chains. The project was previously selected for Mifa Pitches at the Annecy International Animation Film Festival. Mumbai-based Maiti's previous works include *Water* in 2022, her diploma film that screened in Anifilm and Monstra.
- *Light Pillar*, directed by Xu Zao and produced by actor-director Da Peng, is a romantic comedy-drama about a film studio's janitor who navigates a romantic relationship with a woman in the virtual world, unaware that she is a 10-year-old boy in the real world. Xu's 43-minute animation, *No Changes Have Taken in Our Life*, won the Golden Dove at DOK Leipzig.

INDONESIAN BUZZ

- *First Breath After Coma*, by Jason Iskandar, follows three Chinese Indonesian siblings torn between their dilemmas and family obligations as their father lies in a coma in the late 1990s, during Indonesia's political transition. Jason is a Jakarta-born Chinese Indonesian filmmaker whose first feature, *Akhirat: A Love Story*, was the 15th highest-grossing film in Indonesia in 2021.
- *Fly!* by Pelixiano is an animated family adventure that follows a young boy on a mystical journey to the afterlife, where he befriends a spirit creature in his quest to find his late father. Pelixiano has 18 years of experience in game development.

GUEST AND MEDIA ACCREDITATION

Investors, festival programmers, and other industry professionals can now register as guests through <https://Industry.hkiff.org.hk/guest-registration>. Upon successful accreditation, all guests can arrange individual meetings with filmmakers to discuss their projects. Media registration details can be found here: <https://www.hkiff.org.hk/accreditation/media>.

For more up-to-date information about the HKIFF Industry Project Market, please visit our official website at <https://industry.hkiff.org.hk> or our Facebook page at <https://www.facebook.com/hkiffindustry>.

To download information:

<https://usercontent.hkiff.org.hk/Press/@HKIFFIndustryProjectMarket>

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HKIFF Industry Project Market

Inaugurated in 2024, the HKIFF Industry Project Market incorporates the long-running Hong Kong - Asia Film Financing Forum (HAF), the biennial HKIFF Industry - CAA China Genre Initiative (HCG), and the new Animation section added in 2025.

The new setup continues HAF's mission to create a supportive ecosystem for filmmakers with working projects for co-production ventures. Attracting more than 1,000 filmmakers and financiers from at least 35 countries and regions, around 25 in-development projects (IDP), 15 work-in-progress projects (WIP) and five animation projects are selected annually to participate in the three-day event. The HKIFF Industry Project Market occurs during FILMART, Asia's largest film market, with over 8,000 professionals in attendance.

Official website: <https://industry.hkiff.org.hk>

The Hong Kong International Film Festival Society Limited

The Hong Kong International Film Festival Society Limited (HKIFFS) is a charitable, non-profit and non-governmental organisation dedicated to discovering and promoting creativity in film art and culture. It organises the annual Hong Kong International Film Festival (HKIFF) and the Hong Kong - Asia Film Financing Forum (HAF). Another highlight is the Cine Fan Summer International Film Festival, held every August. In 2013, HKIFF introduced the repertory HKIFF Cine Fan Programme to enrich and deepen Hong Kong moviegoers' experience through a monthly programme of contemporary, retrospective, and thematic showcases. In 2021, HKIFFS restructured its film industry services and set up HKIFF Industry to promote and support non-mainstream film industry development through co-production, festival strategies, and overseas distribution (HKIFF Collection).

Official website: www.hkiff.org.hk

Appendix 1: Full list of the HAF Animation projects

* First feature projects

^ HAF Film Lab projects

A1. *^ *Cloud of the Unknown*, Hong Kong, France

Director: Gao Yuan

Producers: Isabelle Glachant, Camille Li

Production Companies: Chinese Shadows, Shasha & Co Production

A2. * *Light Pillar*, Mainland China

Director: Xu Zao

Producers: Da Peng, Lu Xiaowei

Production Company: Fengduan Film (Shanghai) Co., Ltd.

A3. * *The Tale of the Holy Beast*, India

Director: Triparna Maiti

Producer: Bejon K Vinod

Production Company: FAEM

A4. *A Mighty Adventure*, Taiwan, Hong Kong, Malaysia

Director: Toe Yuen

Producers: Chen Yi-Ching, Wee Meng Hee

Production Companies: ZERO ONE FILM, Flystudio

A5. * *MIN*, Mainland China

Director: Li Jiajia

Producer: Liu Jian

Production Company: School of Animation and Games, China Academy of Art

A6. * *Wildheart*, France, Belgium, Japan

Director: Marceau Nakayama

Producers: Matteo Paolini, Justin Ambrosino

Production Companies: Keytales, Forerunner Films

Appendix 2: Full list of Jakarta Film Week (JFW) Projects

* First feature projects

J1. ***First Breath After Coma***

Director: Jason Iskandar

Producers: Florence Giovani Chandra, Shanty Harmayn

Production Companies: Studio Antelope, BASE Entertainment

J2. * ***Fly!***

Director: Pelixiano

Producer: Ellen Xie

Production Company: ArtCodeStory