

For Immediate Release

4th Asian Film Awards Internationally Renowned Director Mr. Zhang Yimou is Awarded “Outstanding Contribution to Asian Cinema”

[Hong Kong, December 25, 2009] Internationally renowned director Mr. Zhang Yimou is awarded the “Asian Film Award for Outstanding Contribution to Asian Cinema,” one of the highest recognitions at the 4th Asian Film Awards. Renowned for his remarkable directing talent, Zhang’s masterpieces include *Red Sorghum*, *Raise the Red Lantern*, *Not One Less*, *Hero*, and his latest work *A Simple Noodle Story*. In 2008, he amazed the world by directing the truly aesthetic and glamorous opening ceremony of the Beijing 2008 Olympic Games with his unique artistic charm.

The Asian Film Awards (AFA) is committed to honoring filmmakers with outstanding achievements in the field of Asian cinema. Its jury panel is composed of distinguished professionals from around the globe. By recognizing the contribution of remarkable filmmakers, the AFA encourages talents to strive for the development of the Asian film industry.



“Zhang is one of the most distinguished figures in the Chinese filming industry – a true and unique talent and we are proud to further acknowledge his contribution and we hope the Asian film industry, with its vast gifted talents, continues to shine in bringing the world such creativity,” says Shaw Soo Wei, Executive Director of the Hong Kong International Film Festival Society (HKIFFS), the organizer of the AFA .

Evolving from the silent film era to the modern one, the Chinese film industry has never been short of talent. However, Zhang has contributed significantly in positioning the Chinese film industry on the global stage. Zhang portrays the Chinese culture of a dynamic era through his delicate directing style. He has excelled in broadening his works and exploring different attempts to enrich his portfolio. By awarding Zhang, the AFA hopes to further enhance and encourage the development of the Asian film industry. “I am honored to be awarded by the AFA,” says director Zhang Yimou. “As filmmakers, we are committed to the art itself because we believe in it. Art is not only a mirror that reflects reality - we hope that art can also change reality. Thank you for the recognition and I sincerely thank the AFA for the work they have been doing for the Asian filming industry.”

The 4th AFA Presentation Ceremony will take place on March 22, 2010 at the Hong Kong Convention and Exhibition Centre.

About Zhang Yimou

Born in Xian on November 14, 1951, Zhang graduated from the Beijing Film Academy, specializing in Cinematography. Zhang participated in *Yellow Earth* (directed by Chen Kaige) which earned him The 5th Golden Rooster Best Photography Award, the Nantes International Film Festival for Asia, Africa and Latin America: Best Photography Award and the Hawaii International Film Festival Best Photography Award. His



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starring in *Old Well* won him the titles of Best Actor at the 1st Tokyo International Film Festival, Best Actor at the 8th Golden Rooster Awards, and Best Actor at the 11th Hundred Flowers Awards. His remarkable directing career is characterized by numerous award winning movies including *Red Sorghum*, *Raise the Red Lantern*, *To Live*, *The Road Home*, and *Not One Less*. He then directed the outdoor performance in Guilin “*Impression Series: Sister Liu*” and outdoor performance in Hangzhou “*Impression Series: West Lake*” as well as the internationally acclaimed opening ceremony of the Beijing 2008 Olympic Games.

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About the Asian Film Awards

Launched in 2007, the Asian Film Awards (AFA) is a pioneering program honoring filmmakers with outstanding achievements in the field of Asian cinema. A panel of jurors composed of professionals whose experiences and expertise in cinema are internationally recognized will select from among eligible films produced in the region in that year. AFA awards will be presented to outstanding individuals or collective efforts in various categories. The AFA Presentation Ceremony takes place as part of the red carpet and star-studded Entertainment Expo Hong Kong Opening Gala. Eminent filmmakers and superstars from around the world are invited to bestow awards upon winners of each category, making the ceremony an elaborated extravaganza.

Website: <http://www.asianfilmawards.asia>

About the organizer – The Hong Kong International Film Festival Society

The Hong Kong International Film Festival Society (HKIFFS) is a charitable, non-profit, non-government organization dedicated to the discovery and promotion of creativity in the art and culture of film. Through its year-round programmes, the vision of the Society is to strengthen the appreciation of Chinese film culture to the world and to promote inspiring films from worldwide, thus enriching the cultural life of Hong Kong. Committed to the development of a vibrant film culture in Asia, the Society organizes three marquee events: The Hong Kong International Film Festival (HKIFF), the Hong Kong - Asia Film Financing Forum (HAF) and Asian Film Awards (AFA), held annually in March/April in Hong Kong.

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