

## ***Road to AFA and People's Choice Awards open doors to the 6<sup>th</sup> Asian Film Awards***

**Hong Kong, 13 February 2012** – The **Hong Kong International Film Festival Society (HKIFFS)** today announced details of *Road to AFA*, a behind-the-scenes video series on Asian cinema to be screened in the run-up to the 6<sup>th</sup> Asian Film Awards (AFA). *Road to AFA* offers an inside view of Asia's burgeoning film industry and the nominees for this year's awards. HKIFFS also launched the People's Choice Awards today, giving the public the chance to participate directly in this year's AFA. Both programmes are aimed at introducing the AFA to more people and territories throughout the region.

### **Road to AFA**

The first ever such video series created for the AFA, *Road to AFA* is one of the big build-up campaigns to the Asian Film Awards Presentation Ceremony. It is a video series of approximately 18 episodes of three minutes each featuring renowned filmmakers, nominees behind the scenes footage, and look at the film industries of selected regions including Hong Kong, China, Taiwan, Japan, Korea, and Southeast Asia (Thailand, Indonesia and the Philippines). The series will provide greater insight into the films and filmmakers that the AFA celebrates and help to raise public awareness of the awards.

Interviewees include directors HOU Hsiao-hsien, Teddy SOERIAATMADJA and Brillante MENDOZA, actors Donny DAMARA and KO Chen-tung, actresses Eugene DOMINGO and GWEI Lun-mei, cinematographer CHIN Ting-chang and editor Lee CHATAMETIKOOL among many others.

The episodes will be available to view on the AFA website (<http://www.asianfilmawards.asia>) and will be screened on various broadcast television and online channels in the region, including CCTV-6 (China Movie Channel), Phoenix TV, STAR Chinese Movies, STAR World, StarHub, Yahoo! and many more in the lead-up to the 6<sup>th</sup> Asian Film Awards Presentation Ceremony, which will be held on 19 March 2012.



### **People's Choice Awards**

The People's Choice Awards are open to public voting, enabling audiences from all overseas countries to have their voices heard at Asia's leading celebration of the film industry by voting for the nominee in the Best Actor and Best Actress categories that they feel most deserve recognition for their work in 2011. Previous winners include CHOW Yun-fat, JEON Do-yeon, WANG Xueqi, and LI Bingbing.

Voters who correctly pick one or both winners of the People's Choice Awards will be entered into a lucky draw to experience the star-studded 6<sup>th</sup> Asian Film Awards Presentation Ceremony.

Participating Hong Kong residents have a chance to win ten admission tickets to the 6<sup>th</sup> Asian Film Awards Presentation Ceremony. Overseas voters (non-Hong Kong residents) have a chance to win a Hong Kong travel package for two, including two roundtrip economy class air tickets, two nights hotel accommodation stay in Hong Kong from 18–20 March 2012, and two admission tickets to the Asian Film Awards Presentation Ceremony. Five winners will be drawn from Hong Kong entrants, and five from overseas.

The voting period runs from today to 5 March 2012 (12:00 noon HKT) on the official AFA website (<http://www.asianfilmawards.asia>). Log on today to register your vote and for a chance of rubbing shoulders with the stars of Asian cinema!

For nominees of the 6<sup>th</sup> AFA People's Choice Awards, refer to Appendix (1).

For high-resolution behind-the-scenes photos of *Road to AFA* and nominees of the 6<sup>th</sup> AFA People's Choice Awards, visit: <https://picasaweb.google.com/6thAsianFilmAwards>

### **About the Asian Film Awards**

The AFA Presentation Ceremony takes place as part of Entertainment Expo Hong Kong. Since 2007, the Asian Film Awards (AFA) has sought to highlight the best in Asian cinema to the world, and to promote Asian film culture both regionally and internationally. Eminent filmmakers, distinguished guests and acclaimed talents from around the world are invited to bestow awards upon the winner(s) of each category, making the Ceremony a dazzling extravaganza as well as an influential cultural event that helps position Hong Kong as the hub of Asian cinema. Each year, the AFA makes presentations in a range of categories such as Best Film, Best Director, Best Actor, Best Actress, in recognition of artistic achievements in the cinemas and film industries of the Asian region. The 6<sup>th</sup> AFA is one of the Opening Gala events of Entertainment Expo Hong Kong and takes place with two other flagship events of the HKIFFS: the 36<sup>th</sup> Hong Kong International Film Festival (HKIFF), and the 10<sup>th</sup> Hong Kong – Asia Film Financing Forum (HAF).

For more information about the Asian Film Awards, please visit: [www.asianfilmawards.asia](http://www.asianfilmawards.asia).

### **About Hong Kong International Film Festival Society Limited**

#### **Uniting the World through Film**

The Hong Kong International Film Festival Society (HKIFFS) is a charitable, non-profit, non-government organisation dedicated to the discovery and promotion of creativity in the art and culture of film.

Through its year-round programmes, the mission of the Society is to strengthen global appreciation of Chinese film culture and to promote inspiring films from around the world, enriching the cultural life of Hong Kong.

Committed to the development of a vibrant film culture in Hong Kong and Asia, the Society organises three annual flagship events in March and April: The Hong Kong International Film Festival (HKIFF), the Hong Kong-Asia Film Financing Forum (HAF) and the Asian Film Awards (AFA).

Passionately believing in the power of films to unite cultures and generations, the HKIFFS is devoted to giving thousands of film lovers around the region direct access to the world's most inspired films all year round.

Website: [www.hkiff.org.hk](http://www.hkiff.org.hk)

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APPENDIX (1). 附件 (一)

**6<sup>th</sup> ASIAN FILM AWARDS**  
**THE PEOPLE'S CHOICE AWARDS**  
**NOMINATION LIST**




**第六屆亞洲電影大獎**  
**我最喜愛的男女主角**  
**提名名單**

**My Favourite Actor**  
**我最喜愛的男主角**

	Nominee 候選人	Film Title 電影名稱	Country / Territory 國家 / 地區
1	 CHEN Kun 陳坤	<i>THE FLYING SWORDS OF            DRAGON GATE</i> 《龍門飛甲》	Hong Kong / Mainland China 香港 / 中國大陸
2	 Donny DAMARA	<i>LOVELY MAN</i> 《爸爸離家企街去》	Indonesia 印尼

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**第六屆亞洲電影大獎**  
**我最喜愛的男女主角**  
**提名名單**

	Nominee 候選人	Film Title 電影名稱	Country / Territory 國家 / 地區
3	 Andy LAU 劉德華	<i>A SIMPLE LIFE</i> 《桃姐》	Hong Kong 香港
4	 PARK Hae Il	<i>WAR OF THE ARROWS</i> 《弓》	South Korea 南韓
5	 YAKUSHO Kôji 役所廣司	<i>CHRONICLE OF MY MOTHER</i> 《母親紀事》	Japan 日本

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**第六屆亞洲電影大獎**  
**我最喜愛的男女主角**  
**提名名單**

**My Favourite Actress**  
**我最喜愛的女主角**

	Nominee 候選人	Film Title 電影名稱	Country / Territory 國家 / 地區
1	 Vidya BALAN	<i>THE DIRTY PICTURE</i> 《絕代豔姬》	India 印度
2	 Michelle CHEN 陳妍希	<i>YOU ARE THE APPLE OF MY EYE</i> 《那些年，我們一起追的女孩》	Taiwan 台灣

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**NOMINATION LIST**

**第六屆亞洲電影大獎**  
**我最喜愛的男女主角**  
**提名名單**

	Nominee 候選人	Film Title 電影名稱	Country / Territory 國家 / 地區
3	 Eugene DOMINGO	<i>THE WOMAN IN THE SEPTIC TANK</i> 《化糞池的女人》	The Philippines 菲律賓
4	 Leila HATAMI	<i>NADER AND SIMIN, A SEPARATION</i> 《伊朗式分居》	Iran 伊朗
5	 Deanie IP 葉德嫻	<i>A SIMPLE LIFE</i> 《桃姐》	Hong Kong 香港