

主辦機構 Organizer



主要贊助機構 Lead Sponsor



























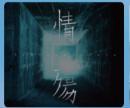


















主辦機構獻辭 Message from Organizer



香港特別行政區政府商務及經濟發展局局長 邱騰華先生, GBS, JP 獻辭 Message from Mr. Edward Yau Tang-wah, GBS, JP Secretary for Commerce and Economic Development The Government of the Hong Kong Special Administrative Region



背景及目的 Background and Objectives



搜影 Gallery



評審及導師的話 Message from Judges and Mentors



廣告製作公司·歌手資料及作品介紹 Advertising Production Companies · Singers' Information & Synopsis



鳴謝 Acknowledgement



查詢 Enquiry



Participating Advertising Production Companies · Singers' Information & Synopsis



原點映畫 Back To The Basics Visuals



伯特製作有限公司 Bert Production Limited



Good JuJu Films Limited



菲與飛工作室 Goodnight Production





























(以廣告製作公司英文名稱排序) (Listed in alphabetical order of advertising production companies)



香港互動市務商會會長

司徒廣釗先生 Mr. Ralph Szeto

Chairman,
Hong Kong Association of Interactive Marketing



本計劃已經踏入第五屆,我們在此特別感謝香港特別行政區政府「創意香港」(創意香港)的 贊助,以及國際唱片業協會(香港會)的鼎力支持。

微電影「創+作」支援計劃(音樂篇)目標,是培養數碼廣告製作人才,與及推廣本地歌手。每年,計劃已經成為業界的重要活動之一。我們喜見計劃在培養創意人才方面,卓有成效。在計劃之後,不少微電影導演在跨界別,包括影視廣告、音樂錄像、電視製作、甚至電影方面有很好的發展。我們非常高興,歷年來合共有三位曾參與計劃的導演,後來在「創計」及香港電影發展局的「首部劇情電影計劃」中勝出。而不少歌手在參與計劃之後也有演出和製作電影、電視,廣告、舞臺劇等的機會,為香港的創意業界增添動力。

第五屆微電影「創+作」支援計劃(音樂篇), 為本地新晉廣告製作公司和導演提供培訓、作 品推廣和製作資源。我很高興看到在資深電影 和廣告製作人的指導和分享下,18 套微電影已 順利誕生。我在此恭賀所有導演、製作人和歌 手,製作出 18 套很高水準的微電影,並預祝 大家在計劃之後,繼續在創意業界和樂壇有好 的發展。

最後,相信你會跟我一樣,喜歡欣賞這 18 套 微電影作品,並在社交媒體上分享你喜歡的微 電影! The Scheme has entered into its fifth edition. Here, we would like to hereby extend our gratitude to Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region for the sponsorship and the IFPI (Hong Kong Group) for their countless support.

The aim of the Microfilm Production Support Scheme (Music) is to nurture talent for digital advertising production and to promote singers. Each year, the Scheme has become a key activity of the industry. We are pleased to see the Scheme has borne fruitful results in nurturing talent. After joining the Scheme, many microfilm directors have cross-sector developments such as in advertising, music videos, television and even film productions. We are proud to have three directors participated in the Scheme so far further won in the "First Feature Film Initiative" (FFFI) of CreateHK and Hong Kong Film Development Council (HKFDC). Besides, many singers have other performing and production opportunities in TV commercial, TV and Film and Drama after the Scheme. All these have added new forces to our dynamic and vibrant creative industries.

The 5th edition of the Scheme provides local advertising production startups and new directors with trainings, promotional opportunities and production resources. I am excited to witness the birth of the 18 microfilms produced under the Scheme with the guidance of and sharing by veteran film and advertisement producers. I would also like to take this opportunity to congratulate all directors, producers and singers for producing 18 marvelous microfilms, and wish them every success in the industry!

Last but not least, I believe you will appreciate these 18 microfilms as much as I do and share your favorite ones on the social media!

香港特別行政區政府商務及經濟發展局局長 邱騰華先生, GBS, JP 獻辭



Message from Mr Edward Yau Tang-wah, GBS, JP Secretary for Commerce and Economic Development The Government of the Hong Kong Special Administrative Region

香港特別行政區政府商務及經濟發展局局長

邱騰華先生, GBS, JP

Message from Mr Edward Yau Tang-wah, GBS, JP

Secretary for Commerce and Economic Development
The Government of the Hong Kong Special Administrative Region



我衷心恭賀香港互動市務商會及國際唱片業協會(香港會)再次成功合辦「微電影『創+作』支援計劃(音樂篇)」(支援計劃)。

支援計劃自 2013 年首辦以來,連續五屆獲政府透過「創意智優計劃」的資助,至今成功培育了 66 間新成立的本地廣告製作公司及其新晉導演,製作原創微電影。部分微電影除了在本地獲獎外,更獲國際殊榮或入圍海外影展,可見在支援計劃下製作的微電影達到國際水平。

支援計劃同時亦為免費參與有關微電影演出 的本地歌手,提供更多幕前演出及曝光機 會,是一個成功的跨界合作例子。

「創意智優計劃」獲政府注資 10 億港元,以 資助更多的新項目,同時可優化成功的項 目,例如支援計劃,以推動香港創意產業的 持續發展。我們衷心期盼繼續與香港互動市 務商會及國際唱片業協會(香港會)攜手, 推出不同的項目,支援廣告業與音樂業的發 展。

我藉此機會恭賀「第五屆最佳微電影製作大獎」的所有得獎者,並祝願第五屆支援計劃 的首映禮圓滿成功。 Congratulations to the Hong Kong Association of Interactive Marketing (HKAIM) and the International Federation of the Phonographic Industry (Hong Kong Group) (IFPI(HKG)) on successfully organizing the "Microfilm Production Support Scheme (Music)" (the "Support Scheme") again.

Since its inception in 2013, the Support Scheme has been sponsored by the Government through its CreateSmart Initiative (CSI) for five editions in a row. To date, a total of 66 local advertising production start-ups and their directors have been nurtured under the Support Scheme to produce their original microfilms. Some of these microfilms not only attained local awards, but also international awards or are nominated for overseas film festivals. These achievements clearly prove that the microfilms produced under the Support Scheme are on a par with international standards.

The Support Scheme also provides more performance and exposure opportunities for the local singers who participate in the microfilms on a voluntary basis. This is an excellent testimony of cross-sector collaboration.

The Government has committed to injecting HK\$ 10 billion to the CSI with a view to launching more new initiatives through CSI support, and enhancing the existing projects with proven success, such as the Support Scheme. We look forward to continuing our cooperation with the HKAIM and IFPI(HKG) to launch more programmes that could support the growth of advertising and music sectors.

On this occasion, I would like to congratulate all the winners of the "5th Microfilm Best Microfilm Production Awards" and wish the premiere of the 5th Support Scheme every success.

支援計劃簡介 000

香港互動市務商會於 2013 至 2016 年間先後獲香港特別行政區政府「創意香港」的資助,舉辦了四屆的「微電影『創 + 作』支援計劃(音樂篇)」("支援計劃"),為新成立的本地廣告製作公司及其新晉導演,提供製作資金、專業指導、培訓和宣傳等,讓他們製作原創微電影,以展示創意和才能與另一方面,支援計劃亦邀請了本地歌手參與上述微電影的演出,並提供其歌曲在有關微電影中使用,藉此為他們提供更多幕前演出及宣傳機會。

承接過去四屆支援計劃的成功,以及業界的 鼎力支持,今屆支援計劃繼續為十八間本地 的廣告製作公司提供最高港幣八萬八千元的 資助作為製作資金。

支援計劃要點 | | | |

- 為每間參與公司提供最高港幣八萬八千 元的資助,以製作片長至少四分鐘及不 多於八分鐘具故事性的微電影作品
- 提供微電影製作上的培訓,內容包括編 劇、導演、美指及後期製作等
- 為參與公司安排進度和專家指導會議
- 頒發「最佳微電影製作大獎」金、銀、 銅獎、「最佳微電影攝影獎」、「最佳微 電影編劇獎」、「最佳微電影男主角」 金、銀、銅獎、「最佳微電影女主角」 金、銀、銅獎,以及「最受歡迎微電影 獎」獎項,以表揚支援計劃下的優秀微 電影作品
- 有關微電影同時會獲推薦參加與微電影或短片相關的國際比賽
- 提供全面的宣傳活動,包括舉辦頒獎典 禮暨作品首映、交流活動、在電視、互 聯網、社交平台頒獎典禮暨作品首映、 社交平台及計劃網站播放及推廣支援計 劃下的微電影作品

Introduction to the Support Scheme

The Hong Kong Association of Interactive Marketing ("the Organizer") was sponsored by Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region to organize four editions of the "Microfilm Production Support Scheme ("Music") ("Support Scheme") from 2013 to 2016 to provide subsidy, training, mentorship and promotional opportunities for local advertising production start-ups and their aspiring directors to produce original creative microfilms that will showcase their creativity and technical capability. The Support Scheme also invited local singers to perform and offer their songs for use in the microfilms, with a view to providing more performance and exposure opportunities to them.

Riding on the success of the last four editions and overwhelming support from the industry, the 5th edition of Support Scheme continues to provide a maximum subsidy of HK\$88,000 each for the 18 participating local advertising production start-ups to produce their microfilms under the Support Scheme.

Highlights of Support Scheme

- Provides a maximum of HK\$88,000 subsidy for each of the participating advertising production start-ups to produce a microfilm with story line of at least 4 minutes and not more than 8 minutes
- Provides training programmes on microfilm production, including script writing, directing, production designing and post-production
- Provides mentorship by industry professionals to the participating companies
- Organizes the "Best Microfilm Production Awards"
 Competition with Gold, Silver and Bronze Awards and
 the "Best Cinematography Award", the "Best Microfilm
 Screenplay Award", the "Best Microfilm Actor Award"
 Gold, Silver and Bronze Awards, the "Best Microfilm
 Actress Award" Gold, Silver and Bronze Awards and
 the "Most Popular Microfilm Award", with the aim to
 recognize the outstanding microfilm works produced
 under the Support Scheme
- Recommends the said microfilms to participate in international microfilm or short film-related competitions
- Organizes various promotional events, including an "Awards Presentation Ceremony cum Premiere", networking event and alike, and arranges broadcasting, internet platforms, social media, and the project website, to promote the said microfilms









配對會及微電影製作啓動禮 Microfilm Production Matching & Launching Ceremony





微電影製作培訓課程 Microfilm Production Training Courses









方保僑先生 Mr. Francis Fong

計劃已經踏入第五屆,很高興見證多位新晉導演與歌手藉著參與這個計劃後有更好的發展,希望各位繼續努力,期待 看到你們更多的作品。

The Scheme is now in its 5th year, I am pleased to witness many new directors and singers have better development after joining this scheme. I wish you can continue to work hard and look forward to seeing more innovative works from you in future.

陳盈盈小姐 Ms. Natalie Chan

今年微電影作品的主題多樣化,有科幻亦有言情。有些作品概念有趣,惜未能完整呈現在劇本之中。希望無論是製作團隊或 是歌手都能藉著支援計劃好好合作互相學習,將來帶更多好作品及觀眾!

This year's works have a wide variety include sci-fi and love stories. Some have interesting concepts, yet they are not fully realized production. I hope directors and singers can collaborate to bring excellent works for audience and song lovers.



張家誠先生 Mr. Alan Cheung

本屆有不少新晉導演都能拍出高質素的微電影作品。作品除了富有創意和故事內容吸引之外,同時亦能令觀眾對歌手及歌曲有更深刻的印象,達到多贏局面。

Many excellent microfilm works have been produced this year. They are not only attractive and creative stories, but also manage to promote singers and the songs well. They are impressive and all stakeholders can benefit from it.

蔡靄兒小姐 Ms. Joycelyn Choi

安徒生説過 "where words fail music speaks"。影像與音樂如能互相配合,就能帶出一股難以文字 形容的 magic! 不少今年參與計劃的團隊都流露出創作熱誠,配合不同風格的歌手產生出煥然一新的 化學作用,當中有些更打破了我們對歌手的固有印象,絕對值得支持和鼓勵!

Hans Christian Andersen once said "where words fail, music speaks". If visual and music can complement each other, it will bring out magic that words cannot deliver. Many production teams this year showed their creative passion to promote singers of various styles with new dynamics and chemistry. Some of them even brought new changes of our conception of singers and definitely deserve support and encouragement!





何威先生 Mr. Ho Wai

計劃已經舉辦五屆了,許多作品都充滿創意和帶給觀眾無比驚喜。寄望每年發掘更多的年青才 俊,為香港未來發展籌集濟濟創意人才。

In its 5th edition, the Scheme brings us many creative works that can bring audience surprises. I wish the Scheme can discover more creative talents for the future of Hong Kong.



一齣成功的微電影對技術領域上的追求,從不比故事描述重要,而我慶幸每年仍然見到美學,技巧及 故事性並重的作品。

Compared to technical proficiency, storytelling is way more crucial for a successful microfilm. We are pleased to have all rounded works in aesthetics, technique and story every year in this Scheme.





劉淑芬小姐 Tania Lau

從第一屆微電影創作大賽至今,非常欣喜見證本地網上影音創作於五年間的蜕變及質素提升。 擁抱科技力量,今年的參賽者大膽跳出傳統框框,用不一樣的技術手法通過音樂及歌手互動配合,講出一個又一個鼓舞人心的故事。再次恭賀今屆各得獎者,其創意無限的思維大大推動了 本地影音製作,使業界蓬勃發展。

From 1st to 5th edition of this Scheme, I am very pleased to witness the changes and the quality of audiovisual productions have been improving during the past 5 years. Embracing technology, contestants this year have made bold and new attempts with singers, telling compelling stories. Once again, my congratulations to all winners. Their creativity has made great advancement of our industry.

評審及導師的話

Message from Judges and Mentors





李英洛先生 Mr. Anthony Lee

我很高興和榮幸能夠參加第五屆計劃的評審,過程中我看到一些幕前幕後的參加者,創意非凡、深具潛質。另外,我感謝主辦單位,各團隊成員,導師和評委的辛勤工作,加上香港特別行政區政府「創意香港」的大力支持及資助,使這次人才發掘,再次成果豐碩。最後,我衷心祝願是次計劃能夠承接往年佳績,為今年得獎者開啟更多事業機會。

I am delighted and privileged to be able to participate in the 5th Microfilm Production Support Scheme and have witnessed some very creative and promising talents both in front of and behind the camera. Thanks to all the hard works from the organizer, team members, other mentors and judges and along with the relentless support and sponsored by Create Hong Kong of the Government of the Hong Kong Special Administrative Region, we have gotten to see yet again the fruits of this round of discovery for talents. I sincerely hope this time as always, will open more career opportunities for the winners of this year's awardees.

吳浩然先生 Mr. Chris Ng

微電影就是「短」・要以非常精煉的方法去説故事・用最短的時間去感動觀眾實是不易・因此每部作品也值得重視。

創作路卻很「長」,卻不見得較容易,過程就是要不停創造新意,為每位一同在路上的創作者喝采。

Microfilm is "short" and it requires a refined approach in storytelling. It is not at all easy to touch audience in a shortest span of time. Therefore, every piece of work is worthy of attention.

The creative way is "long", however, it is not at all less difficult, the process has to constantly create new ideas. Cheers for everyone who works along the way.





蕭潮順先生 Mr. Siu Chiu Shun, Patrick

今年的參賽作品水準不俗,創意別具一格,當中更有一、兩部令我留下深刻印象,希望參賽者明年繼續努力,甚至在將來把微電影變成大製作。

The entries this year are generally good and fabulously creative. A few of them are outstanding and impressive. I hope the participants will continue their hard work and we can see more excellent pieces next year, and some even make big productions in future.

黃啟聰先生 Mr. Manfred Wong

將 18 組醉心電影拍攝的新一代與知名流行歌手作配對,成功發酵其作用,碰出來的創作機遇就如一 秒間閃出的靈光。

Matching 18 groups of new generation movie-making talents with well-known pop singers brings forward synergies and sparkling creativity, like a flashlight of inspiration.



黃子榮先生 Mr. Peter Wong

所有作品都具獨特的製作手法,節奏及時代感。計劃確實提升了本地微電影製作水平。

All works are unique in production, rhythm and sense of time. The Scheme has indeed raised the very standard of our local microfilm productions.

黃英先生 Mr. Wong Ying

要拍5至8分鐘的故事並不容易,因為當中只有少量時間和篇幅去起承轉合,亦要為歌手、樂隊做 內容,但又不是 MTV,所以值得為計劃的參加者鼓掌。

It is not at all easy to make a microfilm in 5 to 8 minutes, as there is only limited time to tell a story with a good plot of twists and turns, and promote singers and bands as the main subject, without turning the piece into a MV. Let's applaud for the participants of this Scheme who has achieved the very aim of this Scheme well.





葉子文先生 Mr. Man Yip

我很榮幸可以參與是次計劃,不少創作團隊均能利用音樂及歌手創作出富故事性的微電影,這 點令我驚嘆不異,同時這些作品都能擴闊的我眼界和創作思維。

I'm so honored to be a judging member of this Scheme. Combining music and singers, many teams have produced creative microfilms with impactful stories. These works are awesome and have widened my horizons and creative thinking.



Advertising Production Company • Singer Information & Synopsis



◄)) 第七感

作曲: Kellyjackie 填詞: Kellyjackie

編曲: Mark Wong 監製: Kellyjackie/Mark Wong

20XX 年,香港學生自殺率依然高企,教育局束手無策,決定以學校的自殺率作排名,自殺率過高的學校將會被停辦,而自殺率低的學校則成為家長追捧的「名校」.....

In 20XX, student suicide rate in Hong Kong remained high. As a result, the Education Bureau decided to rank schools according to their students suicide rates. Schools with high suicide rates would be closed and those with low rates became popular among parents.

原點映畫

原點映畫是 2017 年成立的媒體製作公司,提供全方位創意服務,包括概念設計、藝術指導、劇本創作、故事板、拍攝、編輯、動畫與視覺效果。

Back To The Basics Visuals

Established in 2017, Back To The Basic Visuals is a media production company which offers a full range of creative services including conceptualization, art direction, script writing, storyboard, filming, editing, motion graphics, animation and visual effects.



導演 Director

導演 Director 聯絡人

: 馮偉倫 Dennis Fung

Contact Person

: 馮偉倫 Dennis Fung

電話 Tel

: 9048 3425

電郵 E-mail

: dennis.bttbvisuals@gmail.com

地址 Address

觀塘鴻圖道 55 號幸福工業大廈 10G 10G, Winner Factory Building, 55 Hung To

Road, Kwun Tong



環星音樂國際有限公司

Worldstar Music International Limited

網址 Website: http://www.wsmmusic.com/







美哉 Escape

◄) 美哉

作曲: 迪子 填詞: 阿檸

編曲: Kelly.C 監製: Kelly.C / 迪哥

迪子的丈夫簽了一項協議,將自己的意識賣給一個太空探索組織,去世後意識就會轉交探索組織。丈夫死後,迪子偷去他的腦袋,嘗試上傳他的記憶到人造人,希望利用人造人令丈夫死而復生。不過,迪子同時面對組織派來的特工追捕。

Tik Chi's husband signed a contract and sold his consciousness for a space exploration agency to collect after he died. Tik Chi wanted to resurrect her late husband by uploading his memories onto a clone. At the same time, the agency sent mercenaries to retrieve the stolen consciousness.

伯特製作有限公司

伯特製作有限公司希望運用影片為客戶帶來最大效益,為 不同中小企業度身訂造創意影片,建立整體品牌形象,推 廣客戶訊息。除此之外,伯特製作亦會提供文字創作、平 面設計等服務。

Bert Production Limited

Bert Production Limited specializes in branding and visual communication. Our mission is to create inspiring and engaging visual contents that align with clients' marketing goals and establish their brand images. We also provide other services such as editing, color grading, motion graphics and line producing.



Contact Person

導演 Director

導演 Director : 梁冠堯 Albert Leung 聯絡人 スプロスキャッ・・

電話 Tel : 9160 3144

電郵 E-mail : bertproduction@outlook.com 網址 Website : www.bertproduction.com

: 梁冠堯 Albert Leung

歌手 Singer 迪子 TikChi

三木貓工作室 Saam-Mook-Meow Workshop



Advertising Production Company • Singer Information & Synopsis



有用之人 Cage

■1) 脱困 (暫名)

作曲: 梁鈞喬@享樂團 填詞: 黃綺琳

編曲:享樂團

監製: Goro Wong / Adrian Chan / 享樂團

學生時期的旨呈常遭同學欺負,父親於是教他拳擊自強,成就多年後他拳擊界明日之星。不過,萬眾期待的亞洲拳擊冠軍賽將至,旨呈過去文靜軟弱的一面逐漸浮現,旨呈的自我更在擂台上向他討債……

When Ching was a teenager, he was bullied by his classmates because of his introversion and timidity. His father taught him boxing for self-protection. Years later, Ching became a boxing star. However, when in the ring, his old self emerged and memories came back to haunt him...

Good JuJu Films Limited

Good JuJu Films 成立於 2016 年,主力發展及製作本地精良紀錄片與劇情片,同時也提供廣告和其他影像製作服務。JuJu 取自非洲古語,意指萬物所蘊藏的正負能量。能量無時無刻推動世界運行,左右人類每個決定。我們深信透過觀察和思考萬事萬物的景象來創作能反照心靈,使人向自己內心學習。

Good JuJu Films Limited

Founded in 2016, Good JuJu Films is specialized in developing and producing quality documentaries and fiction films, along with providing video production services across a wide range of media. JuJu means energy in an ancient African language; it refers to the positive and negative energy forces around us that charge our decisions. We believe in the importance of being observant and wish to delve into new stories that are worth telling by observing the world.



導演 Director

導演 Director 聯絡人

:朱凱濙 Chu Hoi Ying

Contact Person

:朱凱濙 Chu Hoi Ying

電話 Tel

: 5309 8126

電郵 E-mail

: nicolehychu@gmail.com

網址 Website

: www.facebook/goodjujufilms



Advertising Production Company • Singer Information & Synopsis





唔准跟住嚟 Follow Me

◆)) 十萬個激嬲我的理由

作曲 : 駱胤鳴

填詞: 駱胤鳴/MC 國敬

編曲: Jimmy Fung

監製 : 駱胤鳴 / Jimmy Fung

「你只可以惹怒真正在乎你的人。」

家豪經常惹怒駱駱,可能只因駱駱對家豪太緊張、太在 乎…… "The ones who anger you are the ones who care about you."

Lok Lok often scolded Ka Ho, but the reason behind might be her love and care

菲與飛工作室

菲與飛工作室從事影像及文字創作,主要工作包括創作及 拍攝微電影、音樂影片、廣告等媒體,另外亦參與電視與 電影劇本創作。成員參與作品包括《女士復仇》(電影/ 編劇)、《孤島》(香港電台電視劇/編劇)、《熱戀 100 天》 (奇妙電視電視劇/編劇)、《和每天講再見》(音樂影片 / 副導演及原創故事)、《光環》(音樂影片/ 副導演及剪 接)等等。

Goodnight Production

GOODNIGHT PRODUCTION is committed to filmmaking and writing. Our major works range from short films, music videos, television and film scriptwriting, advertisements and other creative productions. Works by our team include Husband Killer (feature film/screenwriter), Lone Island (RTHK television drama/screenwriter), 100 Days of Love II (Fantastic TV series/screenwriter), Everyday Goodbyes (music video/assistant director and original story), Halo (music video/assistant director and editing), etc.



導演 Director

導演 Director

:楊兩全 Yeung Leung Chuen

聯絡人 Contact Person

:楊兩全 Yeung Leung Chuen

Contact Ferso

. with I roung Loung

電話 Tel

: 9840 3193

電郵 E-mail : goodnightproductionhk@gmail.com



環球狂熱文化控股有限公司

GME Holdings Ltd.

網址 Website: http://www.gme-holdings.com/info



Advertising Production Company • Singer Information & Synopsis



急行跳躍

√) Stay with me

作曲: Kenix Cheang / 填詞: 作詞: 楊熙 Jovin Lee English Lv

English Lyrics: Kenix Cheang Rap 詞: Cavan@ReVe"

編曲: Kenix Cheang

監製: 舒文 @Zoo Music/Kenix Cheang

有時候,友誼比一切重要。

軒、輝、妍是好朋友。學界田徑比賽在即,跳高好手軒卻因傷 無法出賽而大受打擊。不愛運動的妍得知軒自暴自棄後,咬緊 牙關練習跳高,希望身體力行,告訴軒不可輕易放棄。

輝不理解妍的用意,妍向他解釋箇中原因:原來軒曾說過,若 果三人中有誰出事,另外二人都要幫忙。

遠處的軒聽到後感動不已,慶幸自己迷失的時候,摯友願意伸 手把他從低谷拉回來。

HKDY Creations Limited

HKDY Creations Limited 由麥曦茵於 2016 年創立,目標是守護一眾新人演員,開展藝人管理工作。旗下藝人包括:演員林耀聲、岑珈其、黃溢濠、梁曉豐、盧鎮業、歌手曹震豪和樂隊 The Bright Lights。HKDY Creations Limited同時亦是製作公司。業務包括廣告、音樂影片微電影製作等等。

Friendship comes before everything.

Hin, Fei and Yin were best friends. Hin was good at high jump but was unfortunately injured before a match. It made him despair of the future. Yin tried training for high jump to cheer him up. Fai misinterpreted Yin's intention. Yin explained to Fai that they once promised each other "no one would let one another down."

Hin was moved by Fai and Yin's effort in encouraging him.

HKDY Creations Limited

HKDY Creations Limited was established in 2016 and founded by Heiward Mak. We aim to protect new artists in the industry and to help them develop their careers. Our core businesses are production services and talent management. The company is also engaged with film and music video production, advertisement, etc. Moreover, Sing Lam, Kaki Sham, Yatho Wong, Anjo Leung, Wallis Cho and The Bright Lights are under the management of HKDY Creations Limited



導演 Director

導演 Director

: 岑珈其 Kaki Sham

聯絡人 Contact Person

: 陳松誼 Anna Chan

電話 Tel

: 9512 6127

電郵 E-mail

: hkdumbyouth@gmail.com

地址 Address

: 葵涌工業街 23-31 號美聯工業大廈 19A1 室 Unit 19A1, Mai Luen Industrial Building, 23-31 Kung Yip Street, Kwai Chung, N.T., Hong Kong



Gen Entertainment Limited

Advertising Production Company • Singer Information & Synopsis





十年後,再一次輸入中 Typing.

◆)) 愛了算了

作曲 : Josh Yeuna 填詞: 可嵐 編曲: Josh Yeung 監製: 謝杰

很多人都認為中學的友情是一生一世,可是 Colleen、 Jenny、Ivy 畢業後因緣際遇愈走愈遠,十多年來的聯繫只 留下「生日快樂」和「謝謝」。

一天, Colleen 看到 Jenny 在 WhatsApp「輸入中……」, 但又遲遲沒有收到對方的訊息。雖然腦海浮現很多疑問, 卻因為尷尬而放棄追問。

不過, Colleen 隔天執拾房間時發現一份中學時期簽訂的 「合約」,這時才恍然大悟,決定要找回惜日好友以履行 承諾……

Ho Ho Siu Production Limited

[好好笑製作] 致力參與不同類型的影片拍攝製作,如電視 廣告、網絡電影廣告短片、音樂特輯、旅遊節目、現場直 播等。「好好笑製作」亦曾與香港多間廣告公司、國際品 牌和藝人單位合作,並為多個政府部門和慈善團體製作宣 傳影片,其中多個作品更獲擁有超過百萬網上點擊率。

Did vou get a "BFF" in secondary school?

Colleen, Jenny and Ivy used to be best friends; however, they drifted apart for various reasons after secondary school.

Years passed. The exchange among them was limited to "Happy Birthday" and "Thank you".

One day, Colleen saw Jenny "typing..." on WhatsApp, but didn't receive any messages from her. She wanted to find out why but had no idea how to start.

A few days later, Colleen found a "Friendship Contract" between them made in secondary school. She finally understood. After that, she contacted her friends and acted on the fading promise...

Ho Ho Siu Production Limited

Ho Ho Siu Production LTD (HHS) is devoted to various types of video production, such as TVC, online micro-films and advertising videos, music videos, travel programs, live shows, etc. Meanwhile, HHS is experienced in working with local advertising agencies, international brands and artists. HHS also collaborates with government departments and charities. Many HHS videos has garnered over a million click rates.



導演 Director

導演 Director

: 何笑 HoSiu

聯絡人

Contact Person : 何笑 HoSiu

電話 Tel

: 9207 3543

雷郵 E-mail

: info@hohosiu.hk

地址 Address

觀塘開源道 47 號凱源工業大廈 12 樓 G 室

G, 12/F, High Win Factory Building, No.47 Hoi Yuen Road, Kwun Tong, Hong Kong

手 Singer 可嵐 Colleen Lau

萊維亞國際(香港)有限公司 Laurie International (HK) Company Limited



Advertising Production Company • Singer Information & Synopsis



再一次好嗎 Again

■1) 沉淪

作曲:張祖誠

填詞: Fatcat

編曲:張祖誠

監製: William Lau

陽光男孩阿安滿心期待與女友家琪約會,誰知家琪久未出 現。他失意流落街頭時,家琪卻現身眼前,阿安激動地上 前相擁,卻被告知大家已分手多時。安不願接受這事實, 直至發現家琪手上的訂婚戒指,才漸漸憶起往事……

On looked forward to the date with his girlfriend Kiki, but she didn't show up. While On wandered around, Kiki appeared. He ran over and held her in his arms, only to be told that they had finished long ago.

On could not face the truth, but his memories returned when he saw the wedding ring on Kiki's hand...

HOAH

HOAH 是一間工作室,提供創意概念,擅於以動人的敍事 手法和引人注目的影像, 敍述不同的創意概念。

HOAH

HOAH is a creative solution boutique aiming to be an original storyteller with engaging stories and beautiful visual effects to narrate creative concepts.



導演 Director

導演 Director

: 陳俊興 Chan Chun Hing

聯絡人 Contact Person

陳俊興 Chan Chun Hing

電話 Tel

: 6338 6183

電郵 E-mail

: tonychan@hoahoah.com

網址 Website

: www.hoahoah.com

地址 Address

: 九龍灣宏通街啟福工業中心 B 座 703 Unit 3, 7/F, Kai Fuk Industrial Centre, 1 Wang Tung Street, Kowloon Bay



Song Entertainment Ltd.

網址 Website: http://www.songhk.co/



編曲: sp'ACE





假如你的人生可改變,真的會變得更好嗎?

◆) 找片天空接收我們

阿吉是熱愛音樂的青年,卻因技術和天分都不如別人便想 放棄。失意的阿吉看見一部可以交換人生的遊戲機,不過 經過幾次轉換後,阿吉發現原來每人風光背後也有辛勞一 面,而最美好的人生是靠自己編製的。

地平製作有限公司

地平製作延續幾位理工學生的畢業作品《地平説》,致力創 作突出的故事和影像,運用創新元素為觀眾留下深刻的印 象。地平製作運用各式專業拍攝手法與技巧,集合多元專 才,配以嚴謹製作態度,完成別樹一格的影視作品。

If you could change your life, would it go the way you wanted?

監製: sp'ACE

Gut was a music lover giving up his dream for he had not the talent and technique. One day, he found a machine which could exchange a user's life with others. After several attempts in exchanging identities, he realized that everyone had their own challenges behind the screen and came to understand that the best things in life were always the results of one's choices.

Horizon Creative Ltd.

Horizon Creative is a continuation of the short film Horizon by several graduates of Hong Kong Polytechnic University. We hope to impress audiences with creative, innovative stories and videos. Horizon Creative crafts unique videos with a rigorous attitude, a wide range of skills and expertise, along with professional shooting styles and techniques.



導演 Director

導演 Director

: 江嘉嶢 Rony Kong

聯絡人 Contact Person

: 江嘉嶢 Rony Kong

電話 Tel

: 6034 5511

電郵 E-mail

: info@horzioncreativehk.com

網址 Website

: horizoncreativehk.com



星娛樂 (環宇) 有限公司

Star Entertainment (Universe) Limited

網址 Website: http://www.starentertainment.com.hk/



Advertising Production Company • Singer Information & Synopsis



AI - GF

■1) 空氣草

作曲: Percy Wong 填詞: Percy Wong 編曲: Gordon Yick, FATT 監製: Percy Wong

著名作曲家 Issac 的起居由超仿人工智能機器人助理 Venus 照顧。日子漸長, Venus 被 Issac 的才華吸引,可 惜 Issac 不為所動。其後 Issac 結識了女朋友 Yu, Yu 逐 漸取締 Venus。當 Issac 以為自己已擁有一切時, Yu 的一 個「小意外」卻徹底粉碎 Issac 的幸福美夢……

Renowned composer Issac was tended by Venus, an artificial intelligence robot assistant. Day after day, Venus became attracted by Issac's talent but the feeling was not returned. Later, Issac had a new girlfriend, Yu, who gradually took over Venus's duties. When Issac thought he was the happiest person in the world, something happened with Yu and destroyed his life of a dream...

樂涂策劃有限公司

樂途策劃有限公司是充滿活力的影片製作公司,團隊成員 都對創作充滿熱誠,各人均擁有豐富經驗,曾製作多項旅 遊和資訊電視節目、音樂特輯等。樂途會繼續堅持「樂觀 積極,燃亮人生旅途」的信念,為合作夥伴製作更多精彩 作品。

Lovely Tour Company Limited

Lovely Tour Company Ltd is a young and energetic video production house. Our team is enthusiastic about and creative in video production. Lovely Tour's members are experienced and have worked on numerous travel videos, television shows, music videos, etc. Lovely Tour adheres to the belief "Life is a tour, live positively" to establish beneficial relationships with business partners.



導演 Director

導演 Director 聯絡人

: 水一易 Vincent Tong

電話 Tel

: 水一易 Vincent Tong

Contact Person

: 9632 3285

電郵 E-mail

: vincenttong@lovelyplus.hk

網址 Website

地址 Address

: lovelyplus.hk 香港九龍觀塘興業街 16-18 號美興工業大廈 B 座 4 樓 07A 室 Rm07A, 4/F, Mai Hing Industrial Building Block B, 16-18 Hing Yip Street, Kwun Tong, Kowloon, Hong Kong



我的創意製作有限公司

Wode Creative Production Company Limited

網址 Website: https://www.wodecreative.com/

Advertising Production Company • Singer Information & Synopsis





泛美 98 PANAM 98

Ooh la la

作曲 : 林宏龍 Justin Lim 填詞: 林宏龍 Justin Lim 編曲: 林宏龍 Justin Lim 監製: 林宏龍 Justin Lim

故事發生在 1998 年,二副機師 Justin 愛上了髮廊女泛美。 Justin 打算向泛美表白時,才發現她已經回到家鄉上海。 Justin 得知泛美有機會回來,於是決定飛往 31 個航點, 收集各地的幻燈片給她一個驚喜。

一天, Justin 從第 31 個航點回來, 天空下著大雨, 然後 他發現.....

城市文化製作有限公司

香港城市文化有限公司主要根據客戶對影片和市場推廣的 需要,提供一站式多媒體解決方案,整個製作過程、廣播 與市場推廣等各範疇均運用專業技術,配合創意思維,設 計合適方案,提高客戶影片的效益,應對競爭激烈的商業 環境。

另外,香港城市文化有限公司更推出《夢者舞台 DStage》 計劃 (www.dstagehk.com), 為年輕追夢者提供盡展所長 的平台,鼓勵更多香港人鼓起勇氣和熱誠,實踐自己的夢 想。

"Panam98" was set in 1998. Justin, a Second Officer, fell in love with Panam, a girl who worked in a barber's shop. When Justin wanted to confess his love to Panam, he found that she had returned to her hometown Shanghai. As Justin learnt that Panam might return, he flew to 31 destinations to collect boxes of film slides from different places to prepare a surprise for Panam.

In a rainy day, Justin returned from his 31st destination and realized that

Metropolitan Production Ltd

Metropolitan Production Limited is a multimedia solutions provider which provides tailor-made solutions tending to clients' needs. Services offered range from preproduction and production to post-production, broadcast and marketing. Our team members combine professional techniques with creativity to provide effective solutions in competitive industries.

Moreover, Metropolitan Production Limited established a creativity campaign "DStage" (www.dstagehk.com), a platform for dreamers to display their talents to the public. The campaign encourages and inspires Hong Kong people to fight for their dreams with passion.



導演 Director

導演 Director

: 李平山 Lee Ping Shan, Jimmy

聯絡人

: 孫小姐 Ms. Suen

Contact Person

: 3611 5908

電話 Tel 雷郵 E-mail

: info@metroproduction.com.hk

網址 Website

: www.metroproduction.com.hk

地址 Address 香港新界葵涌青山公路 313 號天際中心 3 樓 301 工作室 301 Workshop, 3/F, The Galaxy, 313 Castle Road,

Kwai Chung, N.T., H.K.



Green Step Limited



Advertising Production Company • Singer Information & Synopsis







初一十五 a One and a Fifteen

■1) 小器鬼

作曲 : 張家誠 編曲 : 張家誠 填詞: 陳耀森

監製 : 張家誠

若轉換身份,你看的世界會否不同?

鄉村少女陳十五的父母意外身亡,留下一間士多,可惜十五經營不善,被業主逼遷。十五最後決定輕生,幸得李初一及時發現及阻止。不過,過程中二人竟意外調換了身份……

If you could switch your identity, would you see things differently?

Fifteen Chan, a village girl whose parents had died in an accident, tried to run her family's store. However, her poor management failed to sustain it. Therefore, she decided to commit suicide. Luckily, One Lee witnessed the incident and stopped her, but their bodies were switched in the process...

微想工作室有限公司

微想工作室一直致力創作及拍攝微電影、電視廣告與宣傳 策劃等。主創人呂達榮憑著短片作品《1米》榮獲「美麗香港·人情事」短片拍攝計劃 2017 最佳導演獎項與公開組 冠軍。

Mission L Workshop Co.Ltd

Mission L Workshop mainly creates and produces microfilms, TVC, promotional campaigns, etc. Matt Lui, the founder of Mission L Workshop, has won the Best Director Award with his work 1M in the short film competition "Beautiful Hong Kong People", in which 1M also garnered the Gold Award.



導演 Director

導演 Director

: 呂達榮 Matt Lui

聯絡人 Contact Per<u>son</u> : 呂達榮 Matt Lui

電話 Tel

電郵 E-mail

: 3611 0611 / 9273 4596

地址 Address

: matt@missionl.com.hk

香港新界荃灣灰窰角街 6 號 Dan 6 , 18 F 室 Unit F 18th Floor , Dan6 , 6 Fui Yiu KokStreet , Tsuen

Wan , NT. HK.



無極巨星娛樂有限公司 Big Star Entertainment Limited

Advertising Production Company • Singer Information & Synopsis





謊你會死 Tell lies and die

◄) 筷子

作曲: 張家誠 編曲:張家誠 填詞: 林若寧

監製: 張家誠

Ivan 夢想成為歌手,卻要維持生計而轉行推銷保險。有次 Ivan 向程人富推銷保險,親眼看見説謊的人逐一身亡,二 人嚇得挑回家中。

程人富發現 Ivan 寫下了很多夢想,當中包括「成為歌手」。 此夢想喚起 Ivan 與前度的回憶,於是 Ivan 決定重新出發, 追求夢想和前女友。

Pomato Production

Pomato 小薯茄是網絡媒體創作公司,專門創作網上熱播 的小短片,希望透過 Facebook、Youtube 和 Instagram 等網絡力量,踏進電影圈!

Though aspired to be a singer, Ivan became an insurance agent to make a living. When he was promoting an insurance plan to Ching one day, people around them died one by one after lying. Frightened, they went home immediately.

Ching saw a memo where Ivan wrote down a lot of goals, one of which was to become a singer. Ivan thought about the memo and his ex-girlfriend. Ching persuaded Ivan to face his own self and to achieve his goal. At the end, Ivan decided to chase the dream and to get back the one he loved.

Pomato Production

Pomato Production is an online production media mainly producing funny short films, which are uploaded onto Facebook, Youtube, Instagram and other online platforms. Pomato hopes to enter the film industry through these online platforms.



導演 Director

導演 Director 聯絡人

: 高江凌 Ko Kong Ling

Contact Person

: 高江凌 Ko Kong Ling

電話 Tel

: 6106 0356

電郵 E-mail

: info@pomato.hk

網址 Website 地址 Address

: www.pomato.hk

新界荃灣白田霸街 46-48 號理想集團廣場 804 室 804, Ideal Plaza, 46-48 Pak Tin Par Street, Tsuen Wan,

NT, Hong Kong



星娛樂 (環宇) 有限公司

Star Entertainment (Universe) Limited

網址 Website: http://www.starentertainment.com.hk/



Advertising Production Company • Singer Information & Synopsis



Confession

(1) Confession

作曲 : 楊智遠

填詞: Gloria Ha

編曲 : 楊智遠 監製 : 楊智遠

她準備離開,他卻仍在等待……

Rose 小學四年級已赴英國讀書,那時她與森約定,每年都要見一次面。今年他們依舊見面,森以為 Rose 畢業後會回港發展,Rose 卻表示打算留在英國。此時,他們遇上街頭唱作歌手,歌手為他們即席創作屬於二人的主題曲。這夜短暫,卻刻骨銘心。

後期製作

後期製作主要拍攝紀錄片、劇集及電影。當中包括香港電台的中國故事系列之《一席之地》、《大師》和《地盡頭》、電視劇集《拜月戀人》和第四屆「首部劇情電影計劃」(專業組)獲獎作品《滄海遺愛》。

She's leaving, but he's still waiting.

Rose had been studying in the UK since primary four. Rose and Sam promised each other to meet up once a year. They continued to keep their promise this year. While Sam thought Rose would return to HK after she graduated, Rose wanted to stay in the UK. At this moment, they came across a street singer who wanted to write a song for them. The night was brief but unforgettable.

Post-Wave Production Ltd

Post-Wave Production mainly produces documentaries, television dramas and feature films. Some examples of Post-Wave works include: *The Stage of Their Own, The Master* and *Land, Dead End* in the "China Stories" series by RTHK, the TVC *Moon Pavilion Lovers*, and *Elisa's Day*, the winning entry in the Professional Group of the 4th "First Feature Film Initiative".



導演 Director

導演 Director 聯絡人 : 馮智恒 Fung Chi Hang Alan

^{聯絡人} Contact Person : 馮智恒 Fung Chi Hang Alan

電話 Tel : 6302 6643

電郵 E-mail

: alanfoxmulder@yahoo.com

地址 Address : 九龍觀塘巧明街 99 號 7 樓 E9 室

Rm E9, 7/F, 99 How Ming Street, Kwun Tong, HK



Advertising Production Company • Singer Information & Synopsis





錯誤落體 To Earth

Earth

作曲 : Jimmy Fung 編曲 : Jimmy Fung 填詞: 鍾銘熙

監製: Alvin Leong

一位熱愛研究天空宇宙的少女被攝影展 — To Earth 吸引而前往觀賞,因而認識了為自殺者拍自殺照的攝影師。她對他的作品十分感興趣,因此她跟隨他去不同地方為不同的人拍攝,卻發現原來現實與她想像的並不一樣。

A young girl who is passionate about astronomy was attracted by the title of the photography exhibition, "To Earth". She met a photographer in the exhibition. She was fascinated by his work – series of photographs for suicides. Then she followed him to the photography journey in different places for different people, but she discovered that the reality was not as fascinating as she imagined...

行人路電影製作公司

行人路電影製作公司成立旨意從行人路發掘生活題材,創 作與這個地方有關的電影。

Sidewalk Movie Production

Sidewalk Movie Production established to explore the theme from daily life and hopes all movie is related to this place.



導演 Director

導演 Director

: 梁浩倫 Riley Leung

聯絡人 Contact Person

:梁浩倫 Riley Leung

電話 Tel

: 9529 8855

電郵 E-mail

: info@sidewalkmovie.com

網址 Website 地址 Address : www.sidewalkmovie.com

: 香港新界沙田香港科學園集成電路開發中心 2 樓 212C 室 Unit 212C, 2/F IC Development Centre, Hong Kong Science Park, Sha Tin, N.T, Hong Kong

歌手 Singer
Fabel

神馬音樂有限公司 WhatsUp Music Limited

網址 Website: http://www.whatsupmusic.com.hk/



Advertising Production Company • Singer Information & Synopsis



觀看禁止 Watch forbidden

◀)) 愛不是懷疑

作曲 : TABI

填詞: TABI

編曲: TABI

監製 : TABI

靈探三人組炳、君、昌得悉小花的靈魂在一所荒廢學校陰 魂不散,決定到學校探靈,希望替小花解除怨念。他們到 達現場,卻發現小花的靈力遠超預期,而且靈異事件不斷 發生,情況更開始失控。這時炳終於驚覺,原來替小花解 脱的關鍵一直藏於禮堂內 Ping, Kwan and Cheung learnt that Fa's spirit was stranded inside an abandoned school. They decided to make a visit and save her from the curse. However, Fa was much more powerful than they had expected and things were getting out of control. At the same time, Ping realized that the key to end the curse was hidden inside the hall...

Sober Production

三個熱血青年組成小型製作公司,希望將熱情和感性注入 毎個創作和作品。

Sober Production

TNA Music Ltd.

A small production house set up by three youngsters hoping to infuse passion into their works.



導演 Director

導演 Director 聯絡人 : 陳健朗 Chan Kin Long

Contact Person

: 陳健朗 Chan Kin Long

電話 Tel

: 6278 3317

電郵 E-mail 地址 Address : thesoberproduction@gmail.com

: 觀塘工業大廈一期 8 樓 G

Flat 8G, Kwun Tong Industrial Center, Phase One



Advertising Production Company • Singer Information & Synopsis





有情人 Dear to

◀)) 沒有你什麼都沒有

作曲 : 歌莉雅 填詞: 歌莉雅

編曲 : Tommy Chan/Gloria Tang 監製 : 何鈞源

女司機 Gloria 聖誕夜於山邊接載到男鬼乘客 Johnee, Johnee 要求 Gloria 載他回到市區,原來 Johnee 希望見 一見尚在人間的爸爸。雖然 Gloria 與 Johnee 在旅程中交 談不深,但一人一鬼卻得到最佳的聖誕禮物。

Gloria, a female driver, picked up a ghost customer, Johnee, on Christmas night. Johnee asked Gloria to drive him back to town to visit his father. Although their conversation during the journey was brief, they received the best Christmas gift from each other.

星空天使製作有限公司

星空天使製作公司成立於 2017 年,主要拍攝新店開張、 周年晚會、婚禮喜宴等活動花絮,現下擴展業務到企業品 牌短片服務。

Star Angel Production Company Limited

Established in 2017, Star Angel Production Company Limited specializes in filming services for events such as opening ceremonies, annual dinners, wedding days, etc. Star Angel is currently expanding to accommodate needs for brand-building videos.



導演 Director

導演 Director

: 黃天城 Wong Tin Shing

聯絡人

: 黃天城 Wong Tin Shing

Contact Person 電話 Tel

: 9774 9706

電郵 E-mail

: starangelstudeio@gmail.com

地址 Address

九龍灣宏照道 6 號鴻力工業中心 B 座 10 樓 B6 Rm B6, 10/F, Blk B, Proficient Industrial Centre, 6 Wang Kwun Road, Kowloon Bay



環星音樂國際有限公司

Worldstar Music International Limited

網址 Website: http://www.wsmmusic.com/



Advertising Production Company • Singer Information & Synopsis



情殤 Schizophrenia

■1)《自療》

作曲 :徐浩 , Charles Lee

編曲: 徐浩

監製 : 徐浩,周錫漢

填詞: 鍾穎儀

一段關係的磨合階段往往最為痛苦。

當中的精神折磨可以令我們變成自己也不認識的人,我們偏偏又繼續活在痛苦中,妄想幻想會變成現實。

Pain is inevitable during periods of adjustment and coordination in relationships. Sometimes, the mental burden may turn us into someone unfamiliar. However, we may choose to keep on torturing ourselves, waiting for fantasies become reality.

頻閃製作

頻閃製作一直希望能在影像創作上突破自己,透過光影紀 錄世界,利用影像反映社會現實,從而啟發觀眾。

strobomotion

Hoping to better ourselves in visual production, Strobomotion aims at inspiring audiences by recording the reality and society through our videos.



導演 Director

導演 Director 聯絡人 :余震豐 Jeff Yu

Contact Person

: 余震豐 Jeff Yu

電話 Tel

: 6200 0466

電郵 E-mail

: jeff@strobomotion.com

網址 Website

: www.strobomotion.com

地址 Address : 嘉時工工廠大大廈 19 樓 1910B 室 1910B 19/F Galaxy Factory Buldg



熱鍋娛樂有限公司

Hotpot Entertainment (HK) Limited

網址 Website: https://www.hotpot-ent.com/









朝 9 晚 9 9A.M. to 9P.M.

YES YES YES

作曲: Wendvz Zheng 鄭嘉嘉

填詞: Margaret Xu 徐蒝

編曲 : Wendyz Zheng 鄭嘉嘉 /Morton Wilson 監製 : Morton Wilson

做自己喜歡的工作叫理想;做自己不愛的工作叫打工。

嘉嘉跟大多都市人一樣,每天都面對朝九晚九的工作,最 渴望的就是放假。不過,走到老闆房間必須跨過重重關卡, 嘉嘉最終可否得償所願呢? It is an ideal job that people want, not merely working for a boss.

Like most people in the city, KaKa worked from 9 to 9 and craved a vacation. However, to request one from her boss, she must overcome numerous obstacles. Will KaKa's dream come true?

The Sumerian Studio

2012 年 Dick 與 Kathy 正式成立 The Sumerian Studio, 其後一直參與不同的拍攝工作,執導作品包括鮮浪潮短片 競賽 2011 作品《重讀生》、ViuTV 旅遊節目《站站停》和 《不甘示弱》音樂影片等。錄像攝影作品包括謝安琪音樂 影片《最好的時刻》和《山林道》,以及 ViuTV 節目《阿美 尼堅素食飯堂》等。

The Sumerian Studio

Dick and Kathy set up The Sumerian Studio in 2012. The Sumerian has directed works such as the Fresh Wave Movie Contest 2011 entry *Repeater*, ViuTV travel program *Station Stories*, and Shiga Lin music video *Unwilling*. Besides, video photography works by the studio include Kay Tse music videos *The Best Moment and Forest Road*, ViuTV program *American Vegan Program* and more.

導演 Director

導演 Director

:黃文威 Dick Wong Man Wai

聯絡人 Contact Person

: 黃嘉淇 Wong Ka Ki

電話 Tel

: 6243 0243

電郵 E-mail

: thesumerianstudio@gmail.com

網址 Website 地址 Address : https://vimeo.com/thesumerian

九龍龍觀塘鴻圖道 59 號鵬光大大廈 10 樓 10/F, Pang Kwong Industrial Building, 59 Hung To

Road, Kwun Tong, KLN



Schtung Music Limited



遊選及評審委員會 Vetting Committee and Judging Panel

方保僑先生 Mr. Francis Fong

香港互動市務商會創會及榮譽會長 Founding & Honorary Chairman, Hong Kong Association of Interactive Marketing

陳盈盈小姐 Ms. Natalie Chan

MOOV 內容拓展經理 Content Development Manager, MOOV (Hong Kong) Limited

張家誠先生 Mr. Alan Cheung

監製及作曲家 Producer & Composer

MOViE MOViE 頻道總經理 General Manager, MOViE MOViE

₩ 何威先生 Ho Wai

香港影評人協會榮譽會長 國際創意及科技總會副會長

Chairman, Hong Kong Film Critics Association Director, International Federation Of Creativity And Technology

許迅先生 Mr. Eddy Hui 香港設計師協會榮譽秘書

Honorary Secretary, Hong Kong Designers Association

劉淑芬小姐 Tania Lau

市場及傳訊部高級總監 雅虎香港有限公司 Senior Director, Marketing and Communication Yahoo! Hong Kong Limited

香港電影導演會副會長

Vice President, Hong Kong Film Directors' Guild

吳浩然先生 Mr. Chris Ng

導演 Director

蕭潮順先生 Mr. Siu Chiu Shun

好合拍集團董事總經理 Managing Director, Wellfit Multi-Media Group Limited

黃啟聰先生 Mr. Manfred Wong

Headlines 雜誌總編輯 Chief Editor, Headlines Magazine

黃子榮先生 Mr. Peter Wong

POSE21 媒體製作節目監製 TV Producer, POSE21

黃英先生 Mr. Wong Ying

特技監製 / 電影編劇 Visual Effects Supervisor / Screenwriter

葉子文先生 Mr. Man Yip

VIU TV 監製 Executive Producer, VIU TV

香港浸會大學電影傳理學院 課程主任 (電影主修) Programme Director (Film Major) Hong Kong Baptist University, School of Communication

徐寶懌小姐 Ms. Roxane Tsui

香港藝術中心 ifva 節目經理 Programme Manager, ifva, Hong Kong Arts Centre

潘恒章小姐 Ms. Raphael Poon

ViuTV 藝員部 總經理 Manager, Artiste Management, ViuTV

○ 同時為「師友嚮導計劃」導師 Also as mentor of Mentorship Program

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TV WORLD International Forum 電視世界國際論壇

(20/3/2018)



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同期活動 **Concurrent Events**

(21/3/2018)



Participation in Hong Kong International Film & TV Market (FILMART)



5th Microfilm Production Support Scheme (Music) Award Presentation Ceremony cum Premiere

(21/3/2018)

大灣區夢工場 - 論壇 Dream Factory in Bay Area -

Symposium (20/3/2018) HONG KONG SHOFT FILM NEW ACTION EXPRESS 香港短片新里程

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HONG KONG SHOFT FILM

NEW ACTION EXPRESS 港短片新里程



5th Microfilm Production Support Scheme (Music)





Secretariat Office of the Support Scheme 聯絡人 Contact Person:張小姐 Miss Pansy Cheung

> 電話 Tel: 3594 6723 傳真 Fax: 3594 6720

電郵 Email: pansycheung@nhms.com.hk

地址 Address:

香港上環蘇杭街 19-25 號永昌商業大廈 21 棲 B 室 Flat B, 21/F, Wing Cheong Commercial Building, 19-25 Jervois Street, Sheung Wan, Hong Kong





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