

Tang, Tse Shang Denise, Shih Hsin University, Taiwan

Branding Satire: Queer Representation in the works of Yuen Pui-Man

A shorts program titled Hong Kong Lesbian Shorts was screened at the Hong Kong Lesbian and Gay Film Festival (HKLGFF) in 2004, which was comprised of five independent video productions addressing lesbian sexualities and erotic desires. Curated by Yau Ching, film director of *Ho Yuk: Let's Love Hong Kong* (2002/China/87 min/35mm), the videos were arranged chronologically to counter popular belief of local lesbian media representation as non-existent, and to further create a digital archive of films and videos concerning Hong Kong queer sexualities. In my former role as HKLGFF director and currently a researcher on Hong Kong lesbian sexualities, it is evident that there is a lack of systematic analysis on Hong Kong independent video ethnography focusing on gender and sexualities.

I came upon independent media artist Yuen Pui-Man's videos in my early attempt to chart Hong Kong independent media productions addressing sexualities. An arts educator and frequent recipient of the Hong Kong Independent Video & Short Film Awards, Yuen often used satire and sarcasm to portray an alternative sensibility concerning broader issues of human rights, environmental rights, vegetarianism and sexualities, hence calls for a further need to understand Hong Kong sexual culture in a broader scale. This paper examines Yuen Pui-Man's digital arts portfolio in the historical context of Hong Kong independent video arts scene and examines her videos in relation to cultural identities and gender politics in the city.