**Director’s Statement**

Buddhist scriptures state that all things in the world are the corollaries of reincarnation. Life is like a circle; everyone is simply experiencing different points and moving around in the circle. In the end, no one can escape from it. But I think this is merely a fatalistic theory. Just like the protagonist of the story, he doesn’t know what he is going through, or what will happen to him. Since he always thinks and behaves the same way in his life, he will continue to enter reincarnation. However, as bystanders, it is clear to us that since we are the one who draws the circle, we are the one who can jump out of the circle.

**Synopsis**

The time is 11:50. Zhongxi Jin (Jerry Chih-wei Huang) is wandering on the street in his car and accidentally hits and kills a man. He finds a hotel room key when he buries the body, and at the same time sees a “valuable” text message on the man’s cellphone. He decides to explore the hotel but doesn’t realize that this trip will never end.

**Production Notes**

It was an “accident” that I will never forget.

We spent a week for preparation, and we had two days to shoot. Usually the time was sufficient for a short film between 10-20 minutes, however since nighttime of Shanghai in summer was less than 8 hours, this meant we had to finish shooting in 16 hours. It seemed like an impossible task.

We have developed three different run downs to deal with all kinds of possible incidents. The shooting began at 8 p.m. on August 10, and we thought that there would be no problem.

However, in reality, any “accident” could happen on set.
At 12 a.m. on August 11, we had been shooting for four hours. I was explaining to actors about a scene in the hotel hallway. The scene has the protagonist leaving the room, only to find out three men whispering at the end of the hall and looked like they are going to find his trouble.

My habit was to act out the scene and the blocking first before discussing the scene with the actors. Just as I looked down the hallway from the wall, I found two producers and cinematographers whispering and glancing at me from time to time. They looked like they have immersed into the scene deeper than me. Next second, I realized that they were not acting, but something actually happened.

The cinematographer told me that the first memory card was broken for no reason. This meant we had to reshoot everything that we did in the first four hours! Our shooting schedule was tight already, and this bad news was a heavy blow on all of us.

Almost all of our crew members worked without pay, including our star, Mr. Jerry Chih-wei Huang. Everyone trusts each other as we pursue the ideal together. At this time, Mr. Huang came to comfort me and said that it was okay. He could do it all over again. Undoubtedly, his words greatly encouraged me. Accidents always happen. What I need to do now is to cheer everyone up and tell everyone that we can do it.

But could we do it? I was not sure at all.

I had a brief 15-minute discussion with the producer and the assistant director. Due to the constraints from all parties, we could not have one more day to shoot, nor could we shorten other scenes. Unfortunately, I could only delete two segments of the original film to ensure that the film is at least complete in the final presentation.

The shooting restarted at 12:45 a.m. on August 11. Because we happened to be in the hallway on the second floor of the hotel, we started filming the parts that took place there. The first scene was when the protagonist stepped on the second floor of the hotel. He found it more bizarre than the first
He slowed down and looked around vigilantly. I watched in front of the monitor, eyes following Mr Huang’s performance who was slowly exploring the strange hotel. Suddenly, a bat passed behind the camera and flew quickly towards the face of the protagonist. At this moment, all the people held their breath and thought too bad that the shooting would be interrupted by an unexpected accident again!

But Mr Huang reacted quickly. He turned around and dodged the bat. Most importantly, he did not stop acting! He turned around and then walked forward slowly. After the bat flew out of the frame right, it entered the frame again. This time, it flew behind Mr. Huang and then flew out from left to right. “Cut!” I shouted excitedly behind the monitor.

This was an unexpected but perfect shot!

Every staff member applauded before they realized for Mr. Huang’s performance, for the unexpected "accident" and ourselves.

“Bat” is the homophonic to "happiness" in Chinese and symbolizes luck and happiness in Chinese culture. It is commonly seen in the sculptures in Royal palaces, and for us, it symbolizes a blessing in disguise. After that, the shooting went on smoothly. At 5 a.m. on August 12, the daybreak came, and our shooting ended as scheduled. Although there were many regrets, each shot became more wonderful because of these "accidents", and so did life.
导演
陈一虢，1986年3月出生于上海，80后新锐广告导演代表人物之一。曾执导2015年阿里巴巴集团宣传片，2016年蚂蚁金服集团宣传片，“笑傲江湖”第二季开场片，网商银行首部品牌片，百度世界大会形象片等，先后为诸多知名品牌拍摄广告。陈一虢的作品具有很强的影像风格，同时融入个人在生活中的细腻感悟，叙事结构以及影像节奏的把控能力非常强。

《11:50》主创介绍

Director
Yiguo Chen, born in Shanghai in March, 1986, is one of the leading emerging commercial directors in China. He has worked for the 2015 promo video for Alibaba Group, the 2016 promo video for Antfin, the trailer for the nation-wide aired Comedy Show Laughter Summit Season 2, first promo video for MYBank, and the promo video for Baidu World Conference, along with a lot of other top-notch brands. Strongly stylized, Yiguo Chen has a strong control over story structure and visual rhythm, and tends to weave personal experience and sensibilities into storytelling.

主演

Lead Actor
Jerry Chih-wei Huang, born in Taipei on April 10, 1981, is an actor from China Taiwan. He graduated from the Department of Civil Engineering, Southeast Institute of Technology. In 2002, Jerry won the championship of China’s New Silk Road Model Competition and entered the entertainment industry. In the same year, he starred in his first TV drama "I Love My Wife". In 2003, he appeared in the idol drama "The Rose". He then starred in the costume mythology drama "The Legend of Sword and Fairy III" (2009), idol drama "Meteor Shower" (2009), "In Time with You" (2011). In 2013, he starred in the movie "True Love 365".

摄影指导
席冰毕业于传统的格拉西莫夫国立电影学院（vgik）电影摄影系师从Вадим Иванович Юсов.从电视记者转变成为电影摄影师的过程，应该是源于内心对光影和光阴的沉迷。拍过大大小小的广告，短片，也拍过有趣的纪录片，更拍过暂未上映的剧情长片。每一个镜头，都尽我所能的雕刻，也渴望，她们能被您所见。

Director of Photographer
Xi Bing graduated from the traditional Gerasimov Institute of Cinematography (VGIK) and studied Cinematography under Vadim Ivanovich Yusov. Formerly a television reporter, Xi becomes a cinematographer because of his deep interest in light, shadow and time. His works include various advertisements, short films as well as interesting documentaries. He has also filmed unreleased feature films. He always tries his best to sculpt every shot and hopes that they can have a chance to be seen.

**Sheldon Larry**  
Consulting Producer  
Lead Instructor of ShanghaiTech-USC SCA Directing Masterclass  
Sheldon Larry has had a distinguished thirty-eight year career in film, television and theater having directed and/or produced more than fifteen plays and twenty-five films. He accumulated more than 300 credits with the British Broadcasting Corporation. His indie film musical, Leave It on the Floor was embraced by more than eighty film festivals, including Toronto International Film Festival, Berlinale, Los Angeles Film Festival and Chicago International Film Festival. His most recent film, Dangerous Company, has been sold both domestic and internationally and he is currently working on Beautiful Lady.