



Edward LI 李居明 (b. 1955)

Publicist, Screenwriter

Born Li Hong-wah, Li is a native of Heshan, Guangdong and was born in Hong Kong. He graduated from the Department of Communication at Hong Kong Baptist College (now Hong Kong Baptist University) in 1977. He first worked as a newspaper editor, and later joined Studio Triple A Limited for film promotion. In 1981, he joined Intercontinental Film Distributors (HK) Ltd. and worked on marketing foreign movies.

In 1980, at the early establishment of Cinema City, Li promoted their films on freelance basis. He officially joined the company as the head of marketing in 1983. Besides newspaper advertisements and movie publications, he undertook promotions through television and radio campaigns. Under his leadership, he set up the fan club 'Friends of Cinema City'; he also came up with the idea of putting up posters on busy avenues and successfully created a promotion spectacle.

Li was also the screenwriter behind *The Occupant* (1984), *For Your Heart Only* (co-written with Raymond Fung and Clifton Ko Chi-sum, 1985), *The Family Strikes Back* (1986) and *Always Yours* (1987), among others. In 1986, he left Cinema City's marketing department and served briefly at the creative department. After the split of company's productions into three groups, he became a member of Dean Shek's group. Owing to limited development, he slowly drifted away from the company and worked as a freelance screenwriter instead, penning such works as *Eighth Happiness* (co-written by Raymond Wong, Philip Cheng and Ng Man-fai, 1988).

Since the mid- to late 1980s, Li started to provide feng shui and fortune-telling services. During the early 1990s, he published magazines and hosted television programmes. He also produced and starred in *The Supernormal* (1992) and *The Supernormal II* (1993), which were produced by Wong's Mandarin Films Ltd. In the 2000s, apart from hosting television and radio programmes, he successively produced and starred in the Chinese New Year films *The Supernormal III* (2018) and *Lucky Year of Pig* (2019)

In 2010, Li founded the Prime Splendor Theatrical Troupe and was active in Cantonese opera playwriting and production. He has been running the Sunbeam Theatre since 2012 and renewed the tenancy in 2016 for another six years.