



FOR IMMEDIATE RELEASE

City's First Independent, Community-Founded Festival Calls for Hong Kong to tap into its Creative Reserve

HONG KONG (June 25, 2013) Very Hong Kong, the city's first independent, annual program encouraging a mix of community-founded arts, culture, design and creative events cemented its position on Hong Kong's city calendar today - hosting a launch forum for industry bodies, potential partners and creative collaborators at the Duke of Windsor Building in Wan Chai.

Set to take place from Saturday 7 – Sunday 15th December 2013, across key city hubs including Kowloon East, Central/Admiralty and Hong Kong Island East, the events program aims to raise the bar on the transformation of public spaces in Hong Kong, taking innovation and public expression to a whole new level.

As an independent, non-for-profit foundation, Co-Founders Cassius Taylor-Smith, Chris Law and Margaret Brooke, introduced the Very Hong Kong's vision and specific events planned already and presented a call for action for idea collaboration, the donation of urban spaces and brand partners.

"We are thrilled to bring such an event of creative flare and collaboration to Hong Kong," said Cassius Taylor Smith, Co-Founder and Director. "In tapping into the city's creative, grass root level talent, we hope to offer a new platform from which to re-imagine what is uniquely Hong Kong, re-define otherwise forgotten urban spaces and above all, share ideas."

Good things are already happening in our city, but great things are coming. It's time for Hong Kong to join us on this mission...

To learn more about Very Hong Kong or how to collaborate, please visit www.veryhk.org and/or give us a 'LIKE' (www.facebook.com/VeryHK) to stay up to date on all news. Please refer to information pack for further updates on planned hosted events.

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Co-Founders Cassius Taylor-Smith (left), Margaret Brooke (centre) and Chris Law (right) introduced the Very Hong Kong’s vision, specific events planned and presented a call for action for idea collaboration.



Chris Law joined fellow Co-Founders to present a call for action for idea collaboration, the donation of urban spaces and brand partners.

About Very Hong Kong

Very Hong Kong is the city's first independent, annual program with a mix of community-founded arts, culture, food, lifestyle, sport and design events, held in various public spaces in the city. It will be a celebration of Hong Kong's unique mix of culture, heritage, cosmopolitan lifestyle and urban environment by transforming the city's public space.

About Very Hong Kong Founders

Very Hong Kong is produced by an independent, not-for-profit Foundation, formed by a group of like-minded individuals with experience in promoting the arts, culture, heritage, design and architecture in the public realm. This annual event will bring together the public sector, support from private enterprises and philanthropy to provide a new platform to showcase Hong Kong's native talent and innovation for the benefit of the Hong Kong public and tourists alike. Ultimately, the community – you – are at the core of Very Hong Kong's central vision to create a platform from which the public can express community spirit and individual creativity on a whole new scale.

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