



FOR IMMEDIATE RELEASE

## **Very Hong Kong Announces Headline Events amid Fresh Call for Creative Ideas**

**HONG KONG (August 23, 2013)** – Last night saw the city’s first independent, community-founded festival, Very Hong Kong, announce its much anticipated headline events during “A Very Hong Kong Sketch Night”; bringing together the public, creative industry bodies, partners and potential collaborators at The Space Gallery, Sheung Wan.

Set to take place from Saturday 7 – Sunday 15 December this year across key city hubs - including Kowloon East, Central/Admiralty and Hong Kong Harbour Front, guests were encouraged to tap into their creative reserve and ‘sketch’ bold, innovative visions to transform Hong Kong’s urban spaces.

The festival itself will comprise of two complementary event programs; headline events and installations administrated by the founding parties, and collaborative events proposed by the public, community groups and a diverse range of performing and visual artists for the public.

“The evening proved the perfect setting in which to celebrate the announcement of our headline events with sponsors, friends of the foundation and local artists – it was great to see such enthusiasm and support towards driving creativity,” said Co-Founder Cassius Taylor-Smith, “With over 40 collaborative entries already, we continue to urge the public to get involved and submit ideas; our primary goal is to encourage people to redefine the city’s unique, urban spaces with creative events and, above all, share ideas.”

The eclectic mix of headline events – to include street fashion shows dedicated to emerging designers, a major public art project by artist Antony Gormley and open air cinemas at ferry terminals – will be supported by a bold outdoor creative awareness campaign. Guests were treated to a sneak preview, with further announcements to come.

A dynamic mix of collaborative events submissions to date was also announced, with confirmed events to be announced shortly. To learn more about Very Hong Kong or how to collaborate, please visit [www.veryhk.org](http://www.veryhk.org) and/or give us a ‘LIKE’ at [www.facebook.com/VeryHK](https://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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## Event Highlight

- 'Event Horizon' by Antony Gormley



### IMAGE CREDITS

Antony Gormley  
EVENT HORIZON, 2007  
27 fibreglass and 4 cast iron figures  
189 x 53 x 29 cm (Each element)  
Installation view Hayward Gallery, London, 2007  
A Hayward Gallery Commission

- Street fashion catwalk for emerging HK designers
- Moon Street Flower Market & Folk Music
- Sun Street Food Market
- Art in the Park, Dominion Garden
- Very Hong Kong Electro Music Event
- Kai Tak Water Sports Festival
- Pop Up Harbour Pavilion, cinema and arts space



### IMAGE CREDITS

Eddie Chan, Susan Siu, Kuo Jze Yi

- Ferry Pier Cinemas



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Eddie Chan, Susan Siu, Kuo Jze Yi

- Street Equestrian Event
- Public Design Symposium 'HK Urban Futures'
- Star Ferry Short Film Cinema

**Press Photos:**



Image 01: Very Hong Kong presents the “Very Hong Kong Sketch Night” on 21 August 2013 at The Space, unveiling an exciting series of headline events set to kick-start the festival in December



Image 02: (From left) Mr. Christopher Law, Mr. Cassius Taylor-Smith, and Ms. Margaret Brooke, Co-Founders of Very Hong Kong presented a diverse lineup of headline events at the “Very Hong Kong Sketch Night”



Image 03: (From left) Ms Margaret Brooke, Mr. Christopher Law and Mr. Cassius Taylor-Smith, Co-Founders of Very Hong Kong, joined collaborators, sponsors and artists in sketching their creative vision for the city



Image 04: Potential collaborators, partners, local artists, media and public sketched their creative ideas in the “Very Hong Kong Sketch Night”



Image 05: Guests were encouraged to Instagram to #veryhk to see their creative ideas projected onsite during the “Very Hong Kong Sketch Night”



Image 06: A member of the public sketches his creative vision for Hong Kong’s urban spaces during the “Very Hong Kong Sketch Night”



Image 07: The “Very Hong Kong Sketch Night” brings together the public, creative industry bodies, partners and potential collaborators at The Space Gallery, Sheung Wan.



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### **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.

For media enquiries, please contact:

Sarah Edwards  
Ogilvy Public Relations  
Tel: (852) 2884 8611  
Email: sarah.edwards@ogilvy.com

Wini Lam  
Ogilvy Public Relations  
Tel: (852) 2884 8566  
Email: Wini.Lam@ogilvy.com