

Design District Hong Kong (#ddHK) Creative Tourism Project 2023
Vivid Tsuen Wan
Combining Creative Installations and Local Cultural Offerings
to Celebrate a Colourful Summer



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(Hong Kong, 18 August 2023) Design District Hong Kong (#ddHK), a creative tourism project organised by the Tourism Commission of Hong Kong, will be officially relaunched TODAY. This year’s event is curated by Way of Difference and themed “Vivid Tsuen Wan”. From 18 August to 14 September 2023, tourists and locals are welcome to visit seven sets of time-limited art installations by renowned international and local artists at various public venues throughout Tsuen Wan and discover the unique charms of the district. In addition, the public can participate in a series of activities filled with local flavour, such as themed guided tours, intangible cultural heritage workshops, a photo competition, harbour running tours and music performances, making for a colourful and beautiful summer experience.

Seven Sets of Art Installations by International and Local Artists to Become New Photography Hotspots

Seven innovative and unique public art installations at various venues in Tsuen Wan will offer a fascinating visual feast and become popular spots for travelling and photography. Each of them will highlight the distinctive charm of Tsuen Wan to create an enthralling walking route, allowing tourists and locals alike to explore the district's different cultural and creative attractions, local markets, lifestyle malls, cosy cafes, hipster stores and popular eateries, showcasing the vibrant life of the neighbourhood. The seven art installations are briefly described below. For more information, please refer to the attached Appendices 1 to 3.

(Please refer to [Appendix 1](#) for brief biographies, [Appendix 2](#) for art installations of the creative units designed for #ddHK Vivid Tsuen Wan, and [Appendix 3](#) for previous works of the creative units.)

Creative art duo Craig & Karl (USA and UK) *Prismatic (2023)*

The acclaimed design duo Craig & Karl meticulously crafted *Prismatic*, a mesmerising site-specific landscape art installation at the Sai Lau Kok Garden. The installation celebrates the multitude of characteristics found side-by-side in the district, energising and enlivening the minimalist garden, making it the pièce de résistance of the event.



Painter and illustrator Andy Rementer (USA) *Ocean Friends (2023)*

The talented Andy Rementer designed the large-scale maritime-themed sculpture park at Tsuen Wan Park to highlight the neighbourhood's scenic harbour. A 15-metre-long giant whale sculpture that blows intermittently from the top of its head is particularly exceptional. The whale is surrounded by playful and lively ocean friends, bringing tourists and locals a refreshing and joyous experience.



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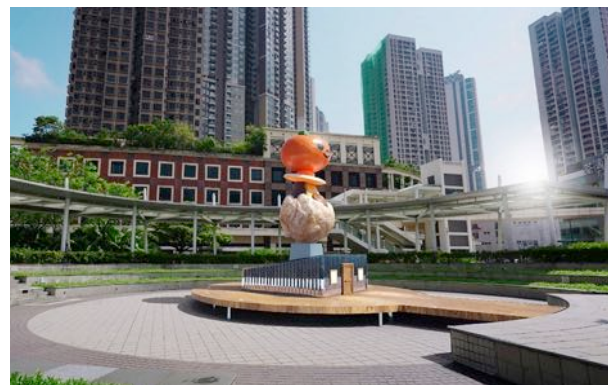
Textile designer Masaru Suzuki (Japan) *Closely Knitted* (2023)

Closely Knitted, installed at the **Tai Ho Road Footbridge** in Tsuen Wan, perfectly complements the neighbourhood’s reputation as the “City of Footbridges”. Renowned for his dynamic textile design, Suzuki artistically captures the uniqueness of Tsuen Wan in his pattern design, creating an exquisite tapestry that transforms a routine pedestrian experience into a vibrant, immersive journey. The artwork also pays homage to Tsuen Wan’s historical significance as a textile hub.



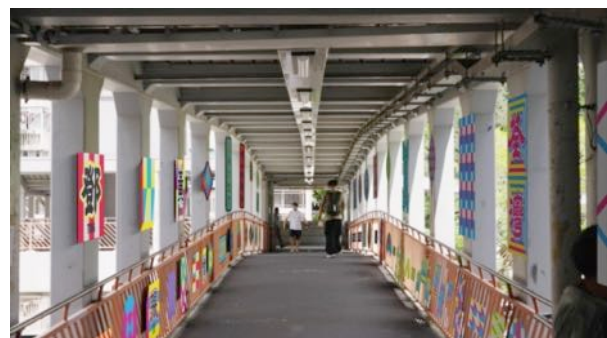
Painter and sculptor Kila Cheung (Hong Kong) *Homeward Bound* (2023)

Located at the **Tsuen Wan Town Hall Plaza**, *Homeward Bound*, created by Kila Cheung, consists of the centrepiece sculpture *Home No. 9, “Taste of The Lost Memory Home”* and *Twinkle Twinkle Little Square* with twinkling figures featured around the plaza. The installation, which exudes a sense of warmth and comfort, reinterprets the daily lives of locals leaving and returning home across Tsuen Wan’s footbridge network and emotionally connects with individuals.



Graphic designer Katol Lo (Hong Kong) *Silver Age* (2023)

Through his unique blend of font design and street art, Katol Lo delivers an immersive experience with a subtle juxtaposition of cutting-edge art style and historical information, transforming the **Tai Chung Road Footbridge** into an artistic time travel tunnel.



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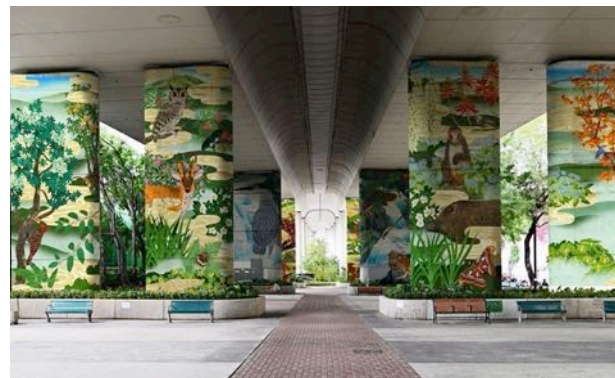
Installation design unit KaCaMa Design Lab (Hong Kong) *Wavy Cyclers (2023)*

The installation at the **Tsuen Wan Waterfront** along the New Territories Cycle Track Network allows participants to enjoy the breathtaking harbour view while engaging in some exercise. The stylish bicycles, designed by KaCaMa Design Lab, will generate the power that inflates the wavy and colourful balloons high above, offering visitors endless fun!



Ecological art and design unit Seika Studio (Hong Kong) *Tsuen Wan: Into the Landscape (2023)*

Located at the **Hoi Shing Garden**, *Tsuen Wan: Into the Landscape* comprises three large murals: *Foggy Mountain*, *Rain and Stream* and *Light Rays Underwater*. By incorporating traditional Chinese painting elements into computer graphics, the installation, designed by Seika Studio, captures from afar and up close the magnificent natural beauty created by the fauna and flora of Tai Mo Shan - the highest peak of Hong Kong, embarking visitors on an incredible journey exploring the mountain's biodiversity.



A Wide Array of Free Activities Showcasing the Characteristics of Local Culture

In addition to showcasing a captivating visual experience, #ddHK has collaborated with different parties to curate a series of activities filled with local flavour. The first activity is the Mountain-to-Sea Festival, a music performance that will be held on 20 August 2023. More activities will be offered in the coming weeks, including themed guided tours, intangible cultural heritage workshops and harbour running tours. All activities are free of charge and on a first-come, first-served basis. Travel programme host and producer Chris Leung, a team of local walking tour experts from Walk in Hong Kong, professional Taiwanese photographer Charles Hu (Instagram@factoryxii), Harbour Runners, the Intangible Cultural Heritage Office, skilled flower board crafting master and skilled paper craft master will be participating in the activities.

Building upon the existing cultural and creative atmosphere in Tsuen Wan, #ddHK also gather information about the music, dance, and cultural exhibitions organised by various arts and cultural units during the

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#ddHK Vivid Tsuen Wan event period. This aims to introduce a more profound artistic experience for tourists and locals.

The curatorial team has uploaded details on the activities and registration to the #ddHK website www.designdistrict.hk. Both tourists and locals are welcome to enjoy Tsuen Wan in brand new ways and experience a different perspective of Hong Kong.

(For more details, please refer to [Appendix 4: Activities & experience for #ddHK Vivid Tsuen Wan.](#))

Lastly, #ddHK Vivid Tsuen Wan has specially created the "Walking Map" for this event. This map introduces this year's seven art installations and various distinctive attractions in Tsuen Wan, including historical landmarks like the Sam Tung Uk Museum, natural beauty spots like the Shing Mun Reservoir Walk and innovation and cultural spots like The Mills, to name a few. The map is available in printed and digital versions, making it convenient for visitors to explore Tsuen Wan and experience its charms in a single-day trip.

#ddHK 2023 Event – *Vivid Tsuen Wan*

Event dates: 18 August to 14 September 2023

Transportation:

MTR

Tsuen Wan Line: Tsuen Wan Station (21 minutes from Mong Kok Station)

Tuen Ma Line: Tsuen Wan West Station (15 minutes from East Tsim Sha Tsui Station and 21 minutes from Hong Kong Station)

BUS

Various franchise bus routes and cross-boundary coach services to and from the Hong Kong International Airport and land boundary control points.

Please stay tuned for more info:

Website: www.designdistrict.hk/home/index/en

Facebook: www.facebook.com/designdistricthk

Instagram: www.instagram.com/designdistricthk_ddhk

#ddHK #DesignDistrictHongKong #VividTsuenWan

For more information, please download here: https://bit.ly/ddHK_PR4

- **High-resolution images & videos**
- **Appendix 1: Brief biographies of the creative units**
- **Appendix 2: Art installations of the creative units designed for #ddHK Vivid Tsuen Wan**
- **Appendix 3: Previous works of the creative units**
- **Appendix 4 : Activities & experience for #ddHK Vivid Tsuen Wan**

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About #ddHK

#ddHK is a creative tourism project that celebrates authentic culture and creativity and, through design elements, enlivens unique local neighbourhoods in Hong Kong. After the success of the events held in Wan Chai and Sham Shui Po between 2018 and 2021, #ddHK returns in 2023 to enrich travel experiences and create immersive and memorable journeys for all.

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