

For immediate release

**Fashion Walk Collaborates with Cultural and Leisure Services  
Committee of Wan Chai District Council for  
“Living it up in Wan Chai!” Art Jamming Event  
Cultivating a New Creative Community**

(Hong Kong, November 27, 2014) Fashion Walk, the distinctive lifestyle destination of Hang Lung Properties in Causeway Bay, will collaborate with the Cultural and Leisure Services Committee of the Wan Chai District Council to hold “Living it up in Wan Chai!” an art jamming event, on November 29 (Saturday). The event is also one of the programs of the “2014 Wan Chai Festival”.

“Living it up in Wan Chai!” aims to promote the artistic atmosphere of Causeway Bay and bring positive energy to the public while strengthening residents’ feeling of belonging within the district. The launch ceremony will be held at 3pm on November 29 outside Hang Lung Centre at Fashion Walk. Present to kick off the art jamming event will be Wan Chai District Council Cultural and Leisure Services Committee Chairperson Ms. Ng Yuen-ting, Yolanda, MH; Wan Chai District Council Vice Chairman Mr. NG Kam-chun, Stephen, MH, JP; Home Affairs Department Liaison Officer-in-Charge (Committees) Mr. AU YEUNG Wai Man, Desmond; famous Hong Kong artist

Ms. Tang Ying Chi; Mr. Norman Chan, Director – Leasing & Sales and Ms. Mary Yan, Assistant Director – Leasing & Management of Hang Lung Properties.

At the launch, a 18-meter canvas will be set up outside Hang Lung Centre and along Paterson Street to allow both professional artists and community members to freely express themselves and capture their collective memories and love for Wan Chai through art jamming. The event will transform the vibrant streets of Causeway Bay into an area filled with different exciting themes, displayed through the artworks on the large canvas.

At the same time, residents can attend Sketch Hong Kong's "Sketch Causeway Bay," a historical tour of the district led by a professional tour guide. The tour will walk through the history of Causeway Bay with participants, who will then be encouraged to show Causeway Bay's historical buildings and interesting events through sketching.

To preserve the artistic output from the event, some artworks will be made into unique environmentally friendly tote bags that will be sold at a charity sale at Fashion Walk on December 13 and 14. A "Community Wall" project will be launched at Fashion Walk's Food Street in January 2015 as the finale to this event to display meaningful artworks filled with memories of Wan Chai.

## About Fashion Walk

In a unique fusion of indoor and outdoor ambiance at the heart of Causeway Bay, encompassed by four vibrant streets – Great George, Paterson, Kingston and Cleveland, Fashion Walk is a distinctive shopping destination that offers the latest in fashion, gastronomy and lifestyle. More and more cutting-edge fashion designers and brands are opening flagship stores here, including adidas Women, Francfranc, Hysteria Glamour, Kurt Geiger, McQ Alexander McQueen, Nike Running Experience Store and H&M, which will make its debut in the summer of 2015. In addition, Fashion Walk features an exciting collection of restaurants with al fresco and indoor seating, including the newly opened simplylife, MINH & KOK and Burgerroom.

Please visit:

Fashion Walk's Website: [www.fashionwalk.com.hk](http://www.fashionwalk.com.hk)

Facebook: <http://www.facebook.com/HK.FashionWalk>

Sina Weibo: <http://weibo.com/hkffashionwalk>

## About Hang Lung Properties

Hang Lung Properties Limited, a constituent stock of the Hang Seng Index and Hang Seng Corporate Sustainability Indices in Hong Kong, is a leading real estate developer in Hong Kong and mainland China. Boasting a diversified portfolio of investment properties in Hong Kong, the Company has

progressively branched out into the Mainland since the 1990s, building, owning and managing world-class commercial complexes in key cities, projects that have earned international acclaim for their exceptional quality of architectural design, services and sustainable features.

Riding on the immense success of its two landmark properties in Shanghai, Plaza 66 and Grand Gateway 66, the Company's footprint has expanded to Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming and Wuhan, with all the Mainland projects carrying the "66" brand. Subsequent to the grand openings of Parc 66 in Jinan, Palace 66 and Forum 66 in Shenyang, as well as Center 66 in Wuxi over the past few years, Riverside 66, another world-class investment property in Tianjin, also came into operation in September 2014. As Hang Lung's business continues to grow, the Company is set to develop into the most admired mega national commercial property enterprise in the market.

### **About Wan Chai District Council**

The fourth term of the Wan Chai District Council (WCDC) has been established since 1 January 2012. Adhered to the past service pledges for the public, WCDC will play the full functions of promoting the communication between the public and the government. Meanwhile, we will also play a vital consultative role in actively advising the government to improve the

well-beings of the local residents. We concern with district works, transport, environmental protection, heritage conservation, community building, food and environmental hygiene as well as cultural and leisure services, etc. with a view to making Wan Chai a better community and sharing a superb sense of belonging with the local residents.

We earnestly invite you to be our partners in building an even better community. Through this homepage, you will gain more information of the work of WCDC. Should you have any opinions on the affairs of Wan Chai District, please contact the councillors of your constituency.

<http://www.districtcouncils.gov.hk/wc/tc/welcome.html>

### **About Cultural and Leisure Services Committee of Wan Chai District Council**

The Cultural and Leisure Services Committee of Wan Chai District Council is dedicated to coordinating the cultural, leisure, sports, arts and festive celebrating activities provided by district organizations and government departments as well as promoting the book fair activities, cultivating reading culture for people in the district, nurturing community spirit, enhancing involvement opportunity and fostering social solidarity.

Through mobilizing the forces of district fellows, we strive to achieve a united community of our own.

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**Media contact:**

Cheung Ka Wing  
Assistant Manager  
Corporate Communications  
(852) 2879-0360  
WingKWCheung@HangLung.com

Sharon Cheung  
Officer  
Corporate Communications  
(852) 2879-6281  
SharonCheung@hanglung.com



**Event Poster:**



### Appendix: Event Details

Activity	Details
Living it up in Wan Chai! Launch Ceremony	Date: November 29, 2014 (Saturday) Time: 3:00pm – 3:30pm Venue: Opposite Hang Lung Centre Guests: Wan Chai District Council Cultural and Leisure Services Committee Chairperson Ms. Ng Yuen-ting, Yolanda, MH; Wan Chai District Council Vice Chairman Mr. NG Kam-chun, Stephen, MH, JP; Home Affairs Department Liaison Officer-in-Charge (Committees) Mr. AU YEUNG Wai Man, Desmond; famous Hong Kong artist Ms. Tang Ying Chi; Mr. Norman Chan, Director – Leasing & Sales and Ms. Mary Yan, Assistant Director – Leasing & Management of Hang Lung Properties
Art Jamming	Date: November 29, 2014 (Saturday) Time: 3:30pm – 5:00pm Venue: Opposite Hang Lung Centre along Paterson Street Participants: Art students and the public
Sketch Causeway Bay	Date: November 29, 2014 (Saturday) Time: 3:30pm – 5:00pm Venue: The Excelsior Hotel Organizer: Sketch HK Quota: 30
Tote Bag Charity Sale	Date: December 13 and 14, 2014 (Saturday and Sunday) Time: 3:00pm – 6:00pm Venue: Fashion Walk Food Street Audience: General Public



Community Wall	Date: January 2015 Venue: Fashion Walk Food Street
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