

PRESS

RELEASE

April 12th, 2012

The Government of the Hong Kong
Special Administrative Region
Design Association NPO

Hong Kong + Japan Crossing partnership in creativity

**Collaboration of 130 Hong Kong and Japanese designers and artists
From May 15th (Tue) to May 20th(Sun), 2012 Venue: Maru Cube in Marubiru**

Dear Sirs and Madams,

The Hong Kong Economic and Trade Office (Tokyo) of the Government of the Hong Kong Special Administrative Region (Location : Hong Kong Economic and Trade Office Building, 30-1 Sanban-cho, Chiyod-ku, Tokyo 102-0075, Japan Principal Representative: Sally Wong) in collaboration with Design Association NPO and Hong Kong's art association Zuni Icosahedron will proudly hold "Hong Kong + Japan crossing partnership in creativity" (Japanese title: HK Designers Week) event.

The Government of the Hong Kong Special Administrative Region has designated 2012 as "Hong Kong Design Year". Various events targeting design professionals and general public will be held in Hong Kong and overseas. "Hong Kong + Japan crossing partnership in creativity" is one of such events.

At Hong Kong Designers Week, an exhibition featuring the statue of "Tian Tian Xiang Shang" (TTXS), meaning "making progress every day" created by leading Hong Kong artist Mr. Danny Yung, will be held. TTXS statues designed by designers and school children from Hong Kong and Japan will be displayed at the exhibition. Mr Yung will hold an art workshop at a school in Rikuzentakata, Iwate prefecture to guide the students to create their own TTXS statue for the exhibition. A forum will be held where speakers from the creative industry in Hong Kong and Japan will be invited to have exchanges with some 300 participants.

At Hong Kong Designers Week, we hope to strengthen the close partnership between Hong Kong and Japan in design as the slogan "Think Partnership, Think Hong Kong" suggests.

<Exhibition details>

■Venue : Maru Cube in Marubiru (1F 2-4-1 Marunouchi Chiyoda-ku, Tokyo)

■Period: May 15th (Tue)-May 20th (Sun), 2012

■Opening Time: 11:00-21:00 * Admission free

■Outline :

- A 5 m tall TTXS statue (as seen on the right) by Mr. Danny Yung, a leading artist from Hong Kong
- Artworks of blank TTXS statues customized by 130 designers and artists from Hong Kong and Japan
- Artworks created by children at an art workshop at a school in Rikuzentakata and the artworks by the children of Hong Kong.



*Please stay tuned for updates regarding participating designers and artists as the details become available.

<Creative Asia Forum Details>

■Venue: Marubiru Hall (7F 2-4-1, Marunouchi Chiyoda-ku, Tokyo)

■Date: May 15th (Tue) in 2012 14:00-18:00

■Outline: A panel discussion is held where people from creative industries in Hong Kong and Japan are invited to discuss future of creative industries, cultural promotion, education, partnership etc.

***Detail of speakers will be announced once available.**

<Art Workshop >

■Venue : Takata Elementary School at Rikuzentakata-shi, Iwate Prefecture

■Date : April 24th (Tue), 2012

■Outline: Tian Tian Xiang Shang workshop by Mr. Danny Yung. In the workshop, children will customize the 12cm miniature TTXS figures based on a story created through dialogues with family members, school teachers, Mr Yung and coordinators from Hong Kong.

■Aim : To enable the participating school children to experience international cultural exchange initiated by the artworks produced by Mr. Danny Yung

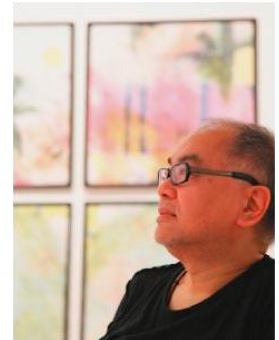
To demonstrate how children's creativity will shape the future of Japan and the international community. To establish a new partnership between Hong Kong and Japan through the creative works of Hong Kong and Japanese children.

*Mr. Miki Watanabe (Chairman CEO of Watami Co., Ltd.), who is an advisor to Rikuzentakata-shi may participate in the workshop.

*Reference materials

<Danny Yung Profile>

Born in Shanghai 1943 Danny Young grew up in Hong Kong. At the age of seventeen, he moved to America to study architecture at Berkeley in California and computer science, city-architecture and -planning at Columbia University in New York. In 1979, he returned to Hong Kong and showed his one-man-cartoon-exhibition at Hong Kong Art Centre. Here he also presented his first structuralist theatre play "Broken Record #1". In 1982, Yung founded the art association "Zuni Icosahedron", which works with performing art, press events, art education and youth festivals nationally and internationally. Yung is also paying close attention to the local education. He is currently the member of the board of the HKICC Lee Shau Kee School of Creativity. The Hong Kong based multi-artist Danny Yung is one of the most dynamic cultural figures in Hong Kong.



<About Tian Tian Xiang Shang>

The Chinese phrase "天天向上-Tian Tiang Xiang Shang" means making progress every day. In the 1950s, when Yung was a primary school student, he would scribble little boy caricatures on his textbooks and all around his place when he felt bored and lonely. Throughout the years the scribbling gradually evolved into a series of conceptual comics, and the caricature has taken a minimalistic form of looking up with a finger pointing up. In the 70s, he returned to China. He was surprised to find the phrase "Tian Tian Xiang Shang" written on the wall of every primary school, in bold and outrageous form.

He was so intrigued by the expression, ironic, at the same time intellectually stimulating, that he borrowed it as the title for his cartoon drawings. And the boy character naturally took the name *Tian Tian*.



< About Hong Kong Economic and Trade Office (Tokyo)>

As the representative office of the Hong Kong Special Administrative Region Government in Japan, the office seeks to promote closer economic and trade ties, understanding and co-operation, as well as cultural and tourism exchange between the two places. It provides a focal point of contact for Japanese people and organisations interested in Hong Kong. Apart from organising promotional and cultural activities in Japan, the office also facilitates senior level visits of individuals and delegations between the two places.

<About Design Association NPO>

Design association NPO is a driving force of a movement where companies, designers, schools, embassies and media with interests in the promotion of design and art in lifestyle participate beyond genre and nation through our design and art event, “Tokyo Designers Week” and our TV show “Tokyo Designers Week.tv”

<Contact info for press enquires on the event >

Hong Kong + Japan crossing partnership in creativity PR Office Platinum, Inc. Contact

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