

Immediate Release

Mid-Autumn LED Fire Dragon Fiesta returns to LEE TUNG AVENUE
***Museum of the Moon* debuts in Asia featuring detailed NASA imagery of the lunar surface**



Image download:

<https://drive.google.com/open?id=0B3kQzK2IQP3zWGxiVzJXS0J1Q3c>

【Hong Kong – 29 September】 Celebrating Mid-Autumn Festival, LEE TUNG AVENUE is illuminated by the light of a giant, silver moon courtesy of **UK artist Luke Jerram**'s celebrated touring artwork, *Museum of the Moon*. This giant moon is officially launched last night and Luke was invited to visit LEE TUNG AVENUE to share his design inspiration and challenges. In addition, the **Mid-Autumn LED Fire Dragon Fiesta** has returned to LEE TUNG AVENUE with the 70-foot-long LED fire dragon. The experts of the Traditional Mid-Autumn Market in Wan Chai were also invited to showcase the traditional Chinese handicrafts, such as sugar painting, paper cutting and knotting.



This year, LEE TUNG AVENUE brings the moon closer to the earth with the enchanting *Museum of the Moon* installation, a touring artwork by UK artist **Luke Jerram**. The artwork has been touring to the Netherlands, the UK, France, Ireland and Belgium and the *Museum*

of the Moon will arrive in Asia for the first time, making its debut at LEE TUNG AVENUE. The spectacular installation measures seven metres in diameter and presents detailed NASA imagery of the lunar surface to public, making LEE TUNG AVENUE one of the best photo spot in town.



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The Mid-Autumn LED Fire Dragon Fiesta @ LEE TUNG AVENUE will also make a welcome return, bringing a unique contemporary twist to traditional cultural celebrations and spreading blessings to families and the wider community.



In addition to the combination of local and international arts on offer, LEE TUNG AVENUE will also present a special Traditional Mid-Autumn Market during the festival and has invited a number of Chinese artisans to host public workshops. These include paper lantern making, flour kneading, paper cutting and knotting.



Over a thousand of residents and visitors were attracted to come to take photos.

Museum of the Moon

Date:	28 September to 31 October* * Exhibition period would be adjusted depending on weather conditions ** The exhibition items will be removed within 3 hours before issue of the typhoon signal No. 1 by the Observatory and the exhibition items will be installed within 3 hours after the cancellation of all warning signals by the Observatory
Light up time:	7:00pm – 11:00pm
Time:	Central Piazza @ LEE TUNG AVENUE

Mid-Autumn LED Fire Dragon Fiesta @ LEE TUNG AVENUE

Date:	4 and 5 October (Mid-Autumn Festival and the day after)
Time:	8:30pm – 9:30pm
Venue:	Queen's Road East entrance to Johnston Road entrance, LEE TUNG AVENUE
How To Join:	Free participation

TRADITIONAL MID-AUTUMN MARKET IN WANCHAI

Date:	4 and 5 October (Mid-Autumn Festival and the day after)
Time:	6:00pm – 8:00pm (4 October) 4:00pm – 7:00 pm (5 October)
Venue:	Central Piazza @ LEE TUNG AVENUE
How To Join:	Free participation
Activities:	<p>4 October</p> <ul style="list-style-type: none"> ● Paper lantern making workshop ● Sugar painting performance <p>5 October</p> <ul style="list-style-type: none"> ● Paper lantern making workshop ● Flour kneading performance

	<ul style="list-style-type: none"> ● Knotting performance ● Paper cutting performance 	
Moon Light concert @ LEE TUNG AVENUE		
Date:	5 October (The day after Mid-Autumn Festival)	
Time:	3:00pm – 3:45pm – “Yat Po Singers” 6:30pm – 7:15pm – “Samson Chinese Band”	
Venue:	Central Piazza @ Lee Tung Avenue	
Mid-Autumn Shopping Prizes @ LEE TUNG AVENUE		
	<u>3D printed lunar lamp</u>	<u>Mooncake from Tai Tung Bakery</u>
Date:	15 September to 31 October	15 September to 5 October
Redemption Time:	10:00am – 10:00pm	
Redemption Venue:	Customer Service Centre Basement, LEE TUNG AVENUE	
Details:	<p>Any purchase of HK\$2,800* or more, or a total of 10 stamps^ acquired from 15 September to 31 October will be offered a <u>3D print lunar lamp</u>.</p> <p><i>*Redemption can be made with electronic invoice from a maximum of four tenants from LEE TUNG AVENUE in one day.</i></p> <p><i>^Redemption can be made with copies of invoices from up to four tenants from LEE TUNG AVENUE with a total of HK \$200. A maximum of 3 stamps can be redeemed on 1 invoice.</i></p>	<p>From 15 September to 5 October the shopper will be entitled to a complimentary mooncake from Tai Tung Bakery on any purchase of \$300#.</p> <p><i>#Redemption can be made with electronic invoices from a maximum of four tenants from LEE TUNG AVENUE in one day.</i></p>

About LEE TUNG AVENUE

LEE TUNG AVENUE unveils a 200-metre long, tree-lined walkway on Hong Kong Island. It is home to alfresco cafes, gourmet restaurants, and boutiques offering selected local and overseas fashion brands. LEE TUNG AVENUE is also a convenient urban intersection in south Wan Chai, which connects and revitalizes the community. LEE TUNG AVENUE has been critically acclaimed in the industry since its launch, and has won a number of awards, including the “Gold Winner of MIPIM Asia Awards 2016 for

Best Retail Development”, “Gold Winner of Marketing Magazine’s PR Awards 2016 for Campaign of the Year”, and Silver winner of MARKies Awards for Best Idea in Public Relations”.



This fact sheet was distributed by **Strategic Communications Consultants Limited (SCC)** on behalf of the **Lee Tung Avenue Management Company Limited**. For further media enquiries, please contact:

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