

For immediate release

**Giant ‘Moon Rabbit’ art installation lands in Hong Kong for the first time  
China Hong Kong City and Lee Tung Avenue  
jointly present work of Australian artist Amanda Parer this Mid-Autumn Festival**



This world-class inflatable art installation of Australian artist Amanda Parer will land in China Hong Kong City and Lee Tung Avenue, Hong Kong for the first time in September.

(Hong Kong – 14 August 2018) Get ready for the full moon and some romantic time this Mid-Autumn Festival! This traditional Chinese festival is one of the most celebrated occasions in Hong Kong. Last year, Lee Tung Avenue spent a wonderful Mid-Autumn Festival with the public under an impressive giant moon art installation named “Museum of the Moon”. The fairy-tale romance will continue this year with a new exhibition, the “Moon Rabbit Lumiere”, jointly presented by Lee Tung Avenue and China Hong Kong City. Together with world-renowned Australian artist Amanda Parer, the two venues are going to showcase 10 giant “Moon Rabbits” that have appeared in over 80 cities and 40 international arts festivals and event spaces. Catch a glimpse of these dreamlike giant white rabbits between 19 September and 17 October 2018!

Meanwhile, the iconic lanterns along Lee Tung Avenue make the perfect backdrop for the Mid-Autumn Festival. For the first time, a smart lighting technology equipped with iBeacon transmission will turn the shopping street into the “Avenue of Lights” with over 800 colourful lanterns. With a mobile application, visitors can control the lighting for a truly immersive and interactive experience. With Lee Tung Avenue’s mobile app, in addition, visitors can play the

“Chinese Riddle Hide and Seek” through the app to win surprising rewards.

China Hong Kong City, a glittering gold-colour building that offers a vantage point for viewing the sunset over Victoria Harbour, has been a favourite among photography lovers. During the one-month “Moon Rabbit Lumiere” exhibition, the podium of the mall will be filled with happenings every weekend, from the “Golden Sunset Music Festival” to the “Moon Rabbit Sunset Yoga” and the “Moonrise Picnic Party”. Visitors can take in views of the sun-kissed harbour while basking in the golden rays of autumn on the spacious podium.

### **Look for the illuminated Moon Rabbits! World-class inflatable art installation welcomes the full moon**

The “Moon Rabbit Lumiere” exhibition is a collaboration with renowned Australian artist Amanda Parer, whose inflatable giant rabbits have appeared in over 80 cities in countries including Canada, Finland, France, Germany, Portugal, South Korea, Turkey, the UK and the US, and in over 40 international arts event spaces and festivals, such as the National Gallery Singapore, the Winter Lights Festival in London and the San Francisco Arts Commission Galleries. This world-class art installation has been viewed by as many as six million people worldwide already. The 10 giant illuminated rabbits (five big and five small respectively) to be exhibited in Hong Kong for the first time come in different forms, with the tallest being seven metres tall. China Hong Kong City and Lee Tung Avenue, landmarks in Kowloon and Hong Kong Island and respectively, have been chosen for exhibiting the Moon Rabbits because China Hong Kong City enjoys a 360-degree view of Victoria Harbour, and is in the vicinity of the fast-developing West Kowloon Cultural District, whereas Lee Tung Avenue has earned a reputation for organising campaigns that mix modern and artistic elements with traditional Chinese cultural elements and has become a popular place for festive celebrations. Hence, China Hong Kong City and Lee Tung Avenue will transform into moon palaces this year for the public to celebrate the Mid-Autumn Festival with the Moon Rabbits.

### **LED fire dragon enhances the festivities by blending tradition with environment conservation**

To recreate the vibrant Mid-Autumn Festival celebrations in the old days, Lee Tung Avenue is organising the “Mid-Autumn Celebratory Fair” between 23 and 25 September. The fair features various traditional crafts, including lantern-making, puppetry and sugar-candy blowing, as well as traditional snacks. It will also see the “LED Fire Dragon Fiesta”, which marries the ancient custom of fire dragon dance with environment conservation. The dragon parade team will even invite spectators to join the procession to parade around the giant Moon Rabbits holding traditional lanterns.

This year, the LED fire dragon will make its way to China Hong Kong City on the day of the Mid-Autumn Festival to celebrate the festive occasion with friends in Kowloon next to Victoria Harbour. Families are welcome to bring their lanterns and join the party on the podium. To make more people fall in love with this traditional Chinese festival, the lion and dragon dance masters will also invite visitors to take part in the parade.

### **Lee Tung Avenue brings in smart lighting technology for visitors to create their own lighting show via mobile app**

The luxuriant lanterns along Lee Tung Avenue are in themselves icons for Mid-Autumn Festival celebrations. This year, Lee Tung Avenue is introducing for the first time a smart lighting technology equipped with iBeacon transmission and over 800 colourful lanterns to turn the shopping street into the “Avenue of Lights”. Visitors can control the lighting of the lanterns through the Lee Tung Avenue mobile app (prior registration is required) and create personalised “Avenue of Lights” with their loved ones! Lee Tung Avenue also invites visitors to join the “Chinese Riddle Hide and Seek” mobile game to win exclusive tenant offers and surprises!

### **Series of hip events at China Hong Kong City Podium for public to enjoy the great autumn**

The sunset view it has to offer and the golden colour of its building have made China Hong Kong City one of the 10 hotspots for photo-taking in the city. This Mid-Autumn Festival, the public can enjoy the breezy weather in this public space through a variety of programmes, including the “Golden Sunset Music Festival”, in which bands from Japan and Singapore as well as talented local young musicians will chill out with the spectators in one evening; the “Moon Rabbit Sunset Yoga” for yoga lovers to practice mindfulness against the backdrop of a magnificent view; and the first-ever “Moonrise Picnic Party” in October, an elegant affair that will see fashionistas gathered together to enjoy the sunset, music and good wine.

### **The Moon Rabbit Lumière**

Date:	19 September to 17 October, 2018 * Exhibition period can be adjusted depending on weather conditions
Time:	6:00am to 11:00pm
Venue:	Podium Level, China Hong Kong City & Along Lee Tung Avenue

**Photo Description :**



In collaboration with world-renowned Australian artist Amanda Parer, China Hong Kong City and Lee Tung Avenue jointly present the “The Moon Rabbit Lumière” with a showcase of 10 giant inflatable “Moon Rabbits” art installation.



The 10 giant “Moon Rabbits” have appeared in over 80 cities and 40 international arts festivals and event spaces. This world-class inflatable art installation will land in Hong Kong for the first time in September.

**Please download more photos from following link:**

<https://drive.google.com/drive/folders/16vMBSQCMurF7-AOQ5D7ip8Hp467Fuw9P?usp=sharing>



### **About China Hong Kong City**

Located in the heart of the Tsim Sha Tsui tourist district on Canton Road, this commercial complex includes a comprehensive shopping malls, five office towers that offer spectacular harbour & park views, connected to The Royal Pacific Hotel & Towers. China Hong Kong City is also a transport hub with China Ferry Terminal, bus and taxi terminals and ample car parking facilities. Hong Kong's high-speed rail link to mainland China is due to open in September 2018, The train station is 5- minute walking distance from China Hong Kong City. It is a perfect destination for locals and tourists providing all-in-one shopping experience.

### **About Lee Tung Avenue**

Lee Tung Avenue features a 200-metre tree-lined boulevard on Hong Kong Island. It is home to alfresco cafes, gourmet restaurants and boutiques, offering selected local and overseas brands. Lee Tung Avenue is a convenient urban intersection in south Wan Chai, and connects and revitalises the community. Lee Tung Avenue has won critical acclaims from Hong Kong and international organisations, including '2017 Fiver Stars Shopping Mall' award at Hong Kong Professional Building Inspectors Academy Awards 2017, 'Top 25 Shopping Mall Events' award selected by Hong Kong Economic Times, Gold Winner of 'Best Idea in Design' and 'Best Idea in Public Relations' at MARKies Awards 2018, Gold winner of 'Traditional Marketing' at 2018 ICSC China Shopping Centre & Retailer Award held by International Council of Shopping Centers.

For media enquiry:

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<b>The Moon Rabbit Lumière China Hong Kong City Program Factsheet</b>	
Date:	19-September to 17-October * Exhibition period can be adjusted depending on weather conditions
Time:	6am to 11pm
Location:	Podium Level, China Hong Kong City
<b>Traditional Rabbit Lantern Workshop</b>	
Date:	22 September (Saturday)
Time:	3pm - 4pm
Location:	Exhibition Plaza, PL/F, China Hong Kong City
Details:	From making the lantern frame to decorating the exterior, shoppers will bring home a DIY traditional rabbit lantern.
How to join:	Pre-registration is required. Details will be followed.
<b>Mid Autumn Celebration Lantern &amp; Fire Dragon Party</b>	
Date:	24 September (Monday, Mid-Autumn Festival)
Time:	9pm - 9:30pm
Location:	Podium Level, China Hong Kong City
Details:	To celebrate Mid-Autumn festival, CHKC will conduct an exciting LED Fire dragon dance around the rabbits. The LED fire dragon and modern giant rabbit lanterns are both modernizing the classic celebration of this important Chinese Festival.
How to join:	No registration is required. Bring your favorite lantern for Free admission
<b>Golden Sunset Music Festival</b>	
Date:	29 September (Saturday)
Time:	5pm - 9pm
Location:	Podium Level, China Hong Kong City
Details:	China Hong Kong City has one of the best sunset views in Hong Kong. Music lovers can enjoy good music by international musicians while overlooking the skyline of Hong Kong.
How to join:	Free admission



<b>Moon Rabbit Sunset Yoga</b>	
Date:	7 October (Sunday) & 11 October (Thursday)
Time:	7 Oct: 5:00pm – 6:00pm 11 Oct: 6:00pm – 7:00pm
Location:	Podium Level, China Hong Kong City
Details:	Dickson Yoga will lead a sunset yoga session, yoga lovers get ready and join us on this revitalizing wellness program.
How to join:	No registration is required. Bring your Yoga mat for Free admission
<b>Moonrise Picnic Party</b>	
Date:	13-October (Saturday)
Time:	5pm - 9pm
Location:	Podium Level, China Hong Kong City
Details:	A fresh and creative twist on the typical sunset soiree, TOHK x CHKC's Moonrise party is a chance for guests to enjoy the lunar ascent over good food and good company. Guests are encouraged to dress up elegantly with some rabbit elements to spice things up a little while putting this campaign a happy ending with music and entertainment.
How to join:	Pre-registration is required. Details will be followed.
<b>Redemption</b>	
Promotion Period:	19-September to 17-October
Time:	10am - 10pm
Location:	Concierge, UG/F
Gift:	Campaign Exclusive Moon Rabbit Tote Bag
How to get:	Spend HK\$800 or above by electronic payment at maximum 2 different shops
Gift:	Campaign Exclusive Moon Rabbit Lamp
How to get:	Spend HK\$3,000 or above by electronic payment at maximum 2 different shops
*Redemption is on a first come, first served basis while stock last.	

<b>The Moon Rabbit Lumiere</b>	
<b>Lee Tung Avenue Program Factsheet</b>	
Date :	19 September to 17 October* * Exhibition period can be adjusted depending on weather conditions
Time :	6am - 11pm
Location :	Along Lee Tung Avenue
<b>Avenue of Lights</b>	
Date :	19 September to 17 October* * Exhibition period can be adjusted depending on weather conditions
Time :	Central Piazza: 6:00pm – 7:00 pm, 9:00pm-10pm Daily (Every 30 mins) Johnston Road Entrance: 6:00pm-10pm Daily (Every 30 mins)
Location :	Central Piazza & Johnston Road Entrance
<b>Create your own Lighting Show</b>	
Date :	19 September to 17 October* * Exhibition period can be adjusted depending on weather conditions
Time :	7:00pm – 9:00pm Daily
Location :	Central Piazza, Lee Tung Avenue
How to join:	Pre-registration is required. Details will be followed.
<b>Chinese Riddle Hide and Seek</b>	
Date :	19 September to 17 October* * Exhibition period can be adjusted depending on weather conditions
Time :	10am - 10pm
<b>Mid-Autumn Celebratory Fair</b>	
<b>Mid-Autumn LED Fire Dragon Fiesta LED</b>	
Date :	23 - 25 September
Time :	8:30pm - 9:30pm
Location :	Along Lee Tung Avenue
<b>Traditional Puppetry Show</b>	
Date :	23 - 25 September
Time :	7:00pm - 8:00pm
Location :	QRE Entrance, Lee Tung Avenue
<b>Sugar Candies Blowing Booth</b>	
Date :	23 - 25 September
Time :	4:00pm – 6:00pm
Location :	Central Piazza, Lee Tung Avenue



Traditional Snacks Market and Rabbit Lanterns Workshop	
Date :	23 - 25 September
Time :	4:00pm – 6:00pm
Location :	Central Piazza, Lee Tung Avenue
Moon Rabbit Concert Party	
Date :	21, 28 - 29 September
Time :	21 September : Pipa Performance by Elders: 6pm – 6:45pm  28 September: Deredia Band: 3pm – 4pm Pianist Wong KaJeng: 6:30pm – 7pm  29 September: Chamber Music by Music Lab: 5:30pm – 6pm & 6:30pm – 7pm
Location :	Central Piazza, Lee Tung Avenue
Mid-Autumn Shopping Prizes	
Date :	1 - 23 September
Time :	10:00am – 10:00pm
Location :	Customer Service Centre, Basement, LEE TUNG AVENUE
Details :	Any purchase of HK\$500# entitles the shopper to a complimentary “Lee Tung Avenue” moon cake. Any purchase of HK\$1,500# entitles the shopper to a complimentary “Lee Tung Avenue” moon cake with Tea Gift Box Set. <i>#Redemption can be made with 2 electronic invoices from a maximum of tenants from LEE TUNG AVENUE in one day.</i>