

Immediate Release

**Lee Tung Avenue Showcasing the Classic Vespa
Precious Photos Freezing the City's Beautiful Times with Italian Romance**



Image download:

<https://drive.google.com/drive/folders/1YBmi7xhu8gXD1nJXOE2unovvDrGo33yG?usp=sharing>

(24 May 2018, Hong Kong) 'Vespa The Hong Kong Story' photo exhibition held in Sai Ying Pun last month, received a substantial amount of overwhelming response from the media and public. A new series of exhibition will be extended at **Lee Tung Avenue** from 25 May to 3 June 2018, collaborating with the photo exhibition organizer, Hong Kong's First Vintage Vespa Showroom and full-service shop, Hong Kong 2Stroke. the public not only can enjoy the precious historical pictures but also can take a closer look at the authentic Vespa scooters on this occasion and get to know the specially designed vintage models. In case cars and bikes are Greek to certain public, they can simply take some nice selfies with the colourful cute scooters. People may now take a sip of Cappuccino in the Lee Tung Avenue alfresco cafés while



listening to some Italian music and have a taste of Italian romance as if they were in the classic film 'Roman Holiday'.

'Vespa The Hong Kong Story' **In Honour of the First Local Vespa Agent**

On the bustling roads of Hong Kong in the 1960s, it is common to see stylish, elegant scooters buzzing around the streets. The Italian brand had been a cultural icon of the city from 1950s to 1970s, and witnessed a period of Hong Kong history. 'Vespa The Hong Kong Story' photo exhibition is being extended to **Lee Tung Avenue**, not only promoting Vintage Vespa's golden period in Hong Kong, but also paying tribute to the first local Vespa agent – 'Bowrington Motors' which was located in the Wan Chai neighbourhood.

Experience Hong Kong in the 1950s with the Vespa Classics

Public can take a closer look at the vintage Vespas, sit on them and even portray wedding photos with them at Lee Tung Avenue during the exhibition period.

Enter the World of 'Roman Holiday' and Become Part of the Classic

One of the most iconic movie scenes in the last century, would have been Audrey Hepburn and Gregory Peck touring Rome with a Vespa scooter in the classic 'Roman Holiday', which made Vespa go viral across the world in the 1950s, and now, this cinematic Italian romance is reliving at **Lee Tung Avenue!** The public can now remake their own movie stills in our photo spots simulating the classic movie scenes, with the specially made Vespa shooting props and the European style architectures along **Lee Tung Avenue** as the perfect backdrop.

Party for Vespa Lovers on Italy's National Day

An alluring street party in Italian style will be held on Italy's national day - 2 June. **Lee Tung Avenue** cordially invites Vespa collectors to dress up in 1950's outfits, drive their Vespas to the boulevard and join our party at 5pm on this special 'Italian Day'. You can enjoy a cup of coffee with Italian music and have a chat with other Vespa lovers. Don't worry if you don't have a Vespa, come and join the party in your 1950's outfits and share the bliss!



Picture shown 2 Vespa cruising on the road side by side. The one on the right is actually a side-car. Back in the days, driving instructor would take their students on a simulated excursion to let them experience the busy road. Picture background is the intersection of Queen's Road East and Hennessey Road in Wan Chai in the 1950's.



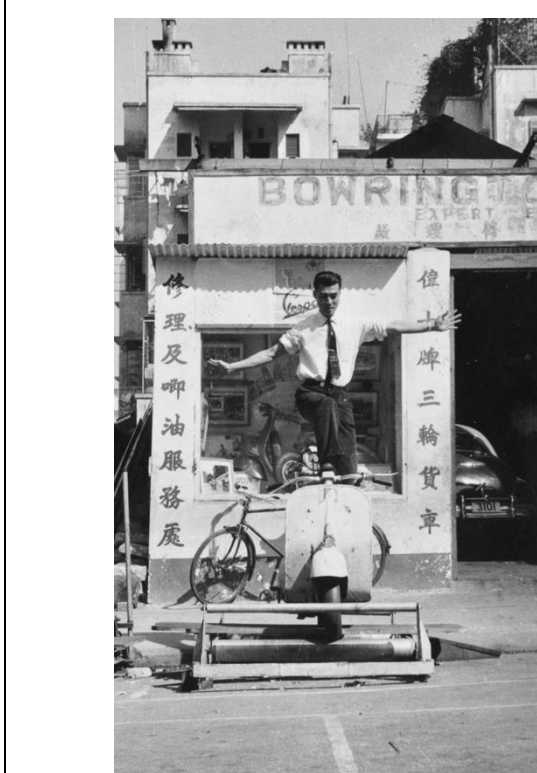
Vespa race clubs were popular in Hong Kong and in Macau.



Vespa was once used as patrol cars in the police force before the introduction of Japanese motorcycles in the 1970s.



Those who wished to learn to drive a Vespa would first practice some basic techniques on a balance machine.



During the training stage, learners were asked to first ride the Vespa on this treadmill like spinning platform to practice balancing. After that, they could start their practice on the road. The person in the picture is the designer of this “treadmill”, founder of the Bowring Motors, Mr. Albert Chu

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About Vespa

In light of the destruction during the WWII which made the road uneven and bumpy, Italian vehicle manufacturer Piaggio unveiled Vespa - an innovative mode of transport with a light, brilliant design, in April 1946. The first model Vespa 98 had become the earliest scooter ever. Vespa went viral in Italy and across the globe after its appearance in the movie ‘Roman Holiday’ in 1953, and later seen on roads in Hong Kong, which had become the vehicle of the police force, government officials and public organizations. The simplicity of its design is beloved by enthusiasts and riders of delivery services, and was once remodelled to an ice cream hawker car.

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 acclaim 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.

Lee Tung Avenue website: <http://www.leetungavenue.com.hk>

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