

Immediate Release

The very first self-rotating GAIA Debut in Lee Tung Avenue!
Artwork by Luke Jerram To appreciate the Earth as it were from the Moon!

A wide range of inspirational environmental-friendly activities not to miss
Inspirational original music by award-winning composer Yusuke Hatano



Video and images to be downloaded at: <https://bit.ly/2SWWINE>

#lovetheearthhk #LTAlovestheearth #LTAart #EarthArtwork #Citywalklovestheearth

(19 March 2019, Hong Kong) To echo with the Hong Kong Arts Month, Lee Tung Avenue, a joint project between Urban Renewal Authority, Sino Land Company Limited and Hopewell Holdings Limited and Citywalk, a joint project between Urban Renewal Authority and Sino Land Company Limited bring in the world renowned UK artist, Luke Jerram's latest touring artwork, GAIA to Hong Kong. This will be the very first self-rotating GAIA in his world tour.

The breathtaking 7 -meter artwork features 120dpi detailed NASA imagery of the Earth' surface taken in 1972 and has been touring in England, Ireland and Taiwan. Attended by **representatives**



from Urban Renewal Authority, Sino Land Company Limited and Hopewell Holdings Limited, Mr. Shun Chi-ming, JP, Director of the Hong Kong Observatory, Mr. Leung Wing-mo, Former Assistant Director of the Hong Kong Observatory, *GAIA* Artist Luke Jerram and others, the *GAIA* Lighting Ceremony signifies the official opening of the public roving exhibition of almost two months.

To celebrate *GAIA*'s first landing in Hong Kong, Luke has tailored-made a self-rotation masterpiece. The first self-rotating Earth is 360 times faster than our real planet (one rotation every four minutes). "I hope the artwork provides the opportunity to imagine what the Earth looks like from space. To see the Earth as an isolated, precious and fragile island of life. I hope to create a renewed sense of responsibility for taking care of the environment," says Luke Jerram.

A roving exhibition that vibrates visitors' heart

GAIA is 1.8 million times smaller than the real Earth. Each centimeter of it equals to 18km of the Earth's surface. By standing 211m away from the artwork, the public will be able to see the Earth as it appears from the Moon. The installation creates a sense of the Overview Effect. Common feature of the experience for astronauts feeling of awe for the planet, a profound understanding of the interconnection of all lives, and a renewed sense of responsibility for taking care of the environment.

Whether it is presented in day time or night time, *GAIA* never let appreciators down. The public are generally blown away by the first encounter with *GAIA*, realizing the ultra-beauty of our planet Earth from the artwork. The mighty Ocean conceals many secrets and mysteries while the magnificent land preserves life records of all animals and plants. All of the above brings impressive effects and meanings to visitors. Not only that the general public will be truly amazed by the fascination of *GAIA*, but more importantly, the exhibition aims at arousing awareness and concerns from public towards environmental protection and issues alike. The masterpiece and a whole series of educational activities followed will encourage public to reflect on their life style to preserve and love the environment and the Earth.

<i>GAIA</i> , The Earth Exhibition at Lee Tung Avenue and Citywalk		
Date:	19 March – 7 May 2019	19 April – 19 May 2019
Time:	8am – 11pm	10am – 10pm
Venue:	Central Piazza, Lee Tung Avenue	Open Piazza, Citywalk

Luke has specially curated an audio clip for Lee Tung Avenue visitors to understand the inspiration and message through the artwork. Scripted by former **Director of the Hong Kong Observatory Mr. Lam Chiu-ying** as well as **Mr. Leung Wing-mo, Former Assistant Director of the Hong Kong Observatory** and recorded by Leung , there will be an another audio clip to introduce 10 interesting facts of the Earth. Scan the QR code along the avenue and download Lee Tung Avenue mobile app to discover more!

Photo captions



Photo 2: Eye-opening installation 'GAIA" by famous UK artist Luke Jerram debut in Lee Tung Avenue!



Photo 3: To celebrate GAIA's very first landing in Hong Kong, Luke Jerram has tailored-made a self-rotation masterpiece.



Photo 4: Redeem an 'Sugarcane Fiber straws' or 'Silent Party – Dance in Nothing' experience packs upon purchases of HK\$800 to HK\$1,500 by electronic payment at any Lee Tung Avenue Merchants on designated period.

Special thanks

A great gratitude to Virgin Atlantic, our official airline partner for sponsoring artist Luke Jerram in visiting Hong Kong to make the ceremony and exhibition more meaningful.

About Lee Tung Avenue

Lee Tung Avenue, a joint project between Urban Renewal Authority, Sino Land Company Limited and Hopewell Holdings Limited 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.

Enquiry hotline: 3791 2304
Website: www.leetungavenue.com.hk

Instagram : @leetungavenue
#lovetheearthhk #LTAlovestheearth #LTAart #EarthArtwork

About Citywalk

Citywalk, jointly developed by Urban Renewal Authority and Sino Land, is a dining, shopping and entertainment landmark in Tsuen Wan that taps into the innovative architectural concept where nature and leisure trends converge. It is Hong Kong's first 'Green Shopping Mall' awarded with Platinum Standard Certificate by the Hong Kong BEAM Society thanks to its 40,000-sqm Citywalk Piazza and 7,000-sqm Vertical Garden, making up a green space that occupies over 30% of its total outdoor area, where natural ambience and style co-exist in harmony. Easily accessible through various transportation means, Citywalk houses a potpourri of almost 200 diversified merchants including fashion and accessories, beauty and cosmetics, audio and electronic appliances, lifestyle goodies, trendy gadgets, international restaurants and entertainment options, providing a one-stop leisure experience of extraordinary originality.

Enquiry hotline: 3926 5708 / 2614 3887
Website: www.citywalk.com.hk

Facebook : @citywalk.hk
Instagram : @citywalkhk
#lovetheearthhk #Citywalklovestheearth #EarthArtwork
Weibo : @citywalkhk
WeChat : @荃灣荃新天地 (Tsuen Wan Citywalk)

Programs and Happenings at Lee Tung Avenue

Environment-related Events	
1) Show your love to the Earth	
Lee Tung Avenue invites everyone to make a pledge to love the Earth and commitment to act! For every support received, HK\$1 will be donated to World Wide Fund For Nature Hong Kong (WWF) from Lee Tung Avenue!	
2) Earth Hour	
To support this year's Earth Hour, Lee Tung Avenue will symbolically switch off the lights for one hour on 30 March, 2019 at 8:30pm to promote the message of loving our planet, with a focus on ditching single-use plastics. The public is also welcome in participating the 'Yoga and Meditation in the Dark' experience co-organized by Lee Tung Avenue, Mind Hong Kong and Mindful Movement. A mind-refreshing experience beneath the 7-meter GAIA.	
Date:	30 March 2019
Time:	8:30pm – 9:30pm
Venue:	Central Piazza, Lee Tung Avenue
How to join:	Free admission, pre-registration is required
Registration Venue :	Customer Service Centre, B1/F, Lee Tung Avenue
3) WWF-Hong Kong 'Treasure the Earth' Earth Day Village and Charity Sales	
Collaborating with WWF-Hong Kong, the 'Treasure the Earth' Earth Day Village and Charity Sales will be held in Lee Tung Avenue. Proceeds from the sales will go to charity.	
Date:	19 – 22 April 2019
Time:	12noon – 6pm
Venue:	Central Piazza, Lee Tung Avenue
How to join:	Free admission, No registration is required
Art & Culture Events – Music	
1) Award-winning composer Yusuke Hatano Composed "Sky, Ocean, Forest- Music Avenue"	
2017 Hong Kong Film Awards - Best Original Film Score Award - winning composer, Yusuke Hatano, was commissioned to compose an Earth themed original music inspired by the GAIA Artwork. 'Sky, Ocean and Forest' inspired Yusuke to use 3 main themes in his music and allow visitors to experience a magnificent art journey with sight, sound and enjoyment. The acoustic music can be enjoyed on-site at Lee Tung Avenue from with speakers provided by BANG & OLUFSEN (B&O) or in Lee Tung Avenue Mobile app.	
Date:	19 March – 7 May 2019

Time:	8am - 11pm
Venue:	Alone Lee Tung Avenue
Powered by:	BANG & OLUFSEN (B&O)
How to join:	<ol style="list-style-type: none"> 1. Loan of a 'B&O' Beoplay H4 Headphone' upon purchase of HK\$300 by electronic payment at any Lee Tung Avenue merchants. Music from Yusuke Hatano is embedded in Lee Tung Avenue Mobile App 2. Under B&O Beoplay M3 Speakers, admire GAIA with the music in Lee Tung Avenue

2) Silent Party – Dance in Nothing

Without noise curfews, Lee Tung Avenue creates a mobile dancing street. Let's dance together once put on the headphone! Let's enjoy this silent party!

Date:	13 April 2019
Time:	6pm – 8pm
Venue:	Central Piazza, Lee Tung Avenue
How to join:	<ol style="list-style-type: none"> 1) From now to 12 April, redeem 2 experience pack tickets of 'Silent Party – Dance in Nothing' upon purchases of HK\$1,500 by electronic payment at any Lee Tung Avenue Merchants. 2) Upload your selfie with GAIA onto Instagram with #leetungavenue, #EarthArtwork and #LTAlovestheearth, the top 10 Instagrammers receive the most "Likes" can win 2 experience pack tickets of 'Silent Party – Dance in Nothing'!

Art & Culture Events – Art

3) Hong Kong Art School Alumni Art Installation

Lee Tung Avenue collaborates with Hong Kong Art School Alumni to create art pieces, which are inspired by the GAIA Exhibition along the Avenue! The creativity of the participating local artists, HEUNG Kin Fung Alex, Ryan SAN and WONG Yan Yan are truly amazing. Catch and capture every makeover walls in Lee Tung Avenue and experience artists' interpretation of the Earth.

4) Wan Chai Art Tour

Explore the special charm and beauty of Wan Chai district, where you can feel the tranquility and historical traces of the district with us! Mocha Mok, who is active in drama and theatre education, will lead us for the tour.

Date:	6 April 2019
Time:	4pm - 5pm
How to join:	Free admission, 15 quotas for the session, pre-registration is required.
Registration:	Customer Service Centre, B1/F, Lee Tung Avenue

Art & Culture Events – Culture		
5) Yoga and Meditation Experience		
Lee Tung Avenue ,Mind Hong Kong, Mindful Movement and Ms. Vivian Kan, Yoga Teacher join hands in organizing relaxing yoga and meditation workshops beneath the 7 meter installation. A great gateway for participants to keep the mind peaceful and clear, relieve stress and improve overall well-being.		
Date	Time	Venue
31 March 2019	5pm - 6pm/6pm - 7pm	Central Piazza, Lee Tung Avenue
7 April 2019	6pm - 7pm	
How to join:	Free admission, pre-registration is required.	
Registration	Customer Service Centre, B1/F, Lee Tung Avenue	
Lee Tung Avenue Shopping Rewards		
Sugarcane Fiber Straw		'Silent Party – Dance in Nothing' experience pack tickets
From now to 7 May, redeem a pack of 'Sugarcane Fiber straws' upon purchases of HK\$800 by electronic payment at any Lee Tung Avenue Merchants.		From now to 12 April, redeem two experience pack tickets of 'Silent Party – Dance in Nothing' upon purchases of HK\$1,500 by electronic payment at any Lee Tung Avenue merchants.
Time:	10am - 10pm	
Location:	Customer Service Centre, B1/F, Lee Tung Avenue	
*Customers have to present a maximum of 2 same-day receipts by electronic payment together with the original payment stub for redemption. Purchase of cash voucher is not applicable to the above redemptions. The above redemptions cannot be used in conjunction. Redemption is on a first-come, first-served basis, available while stock lasts and is subject to change without prior notice. In case of dispute, Lee Tung Avenue Management Company Limited reserves the right to make the final decision.		
<u>Selfie with GAIA and win a prize!</u>		
Upload your selfie with GAIA onto Instagram with hashtags #leetungavenue, #EarthArtwork and #LTAlovestheearth, the top 10 Instagrammers receive the most "Likes" can win 2 experience packs of 'Silent Party – Dance in Nothing'!		
Date:	19 March - 12 April 2019	
Venue:	Central Piazza, Lee Tung Avenue	

-End-



About Luke Jerram

Luke Jerram's multidisciplinary practice involves the creation of sculptures, installations and live arts projects. Living in Bristol, UK but working internationally, Jerram has created a number of extraordinary art projects over the last 21 years which have excited and inspired people around the globe.

Jerram is known worldwide for his large scale public engagement artworks. His artwork the Museum of the Moon is one of Luke's newest arts projects that has caught the public's imagination which is currently touring. Experienced by more than 2 million people worldwide, the artwork has recently toured India with the British Council, been presented at the Commonwealth Games in Australia and exhibited in Aarhus, Denmark for the European Capital of Culture.

Jerram's ongoing research of perception is fuelled by the fact that he is colour-blind. He studies the qualities of space and perception in extreme locations, from the freezing forests of Lapland to the sand dunes of the Sahara desert. New ways of seeing and new artworks emerge from these research field trips. Works such as 'Retinal Memory Volume', Sky Orchestra and his Glass Microbiology series have emerged from Jerram exploring the edges of perception. Published by The Watershed, 'Art in Mind' is a book written by Jerram that tracks much of his perceptual research. Luke Jerram lives in Bristol UK with his wife and two children.

About WWF-Hong Kong

WWF is a leading global conservation organization, with a network active in more than 100 countries. WWF's mission is to build a future in which humans live in harmony with nature. WWF-Hong Kong has been working since 1981 to deliver solutions for a living planet through conservation, footprint and education programmes, with the aim of transforming Hong Kong into Asia's most sustainable city. wwf.org.hk

About Earth Hour

WWF's Earth Hour is the world's largest grassroots environmental movement, inspiring individuals, communities, businesses and organizations in more than 188 countries and territories to take tangible action for climate change. The movement recognizes the role of individuals in creating solutions to the planet's most pressing environmental challenges and harnesses the collective power of its millions of supporters to build a sustainable future for all. EarthHour.hk

About Hong Kong Arts Centre

HKAC is a multi-arts centre that fosters artistic exchanges locally and internationally, bringing the most forward creations to Hong Kong and showcasing homegrown talents abroad. HKAC stimulates innovation and promotes creativity. Being Hong Kong's only independent non-profit multi-arts institution, HKAC offers exhibitions, screenings and performances, connecting the arts of Hong Kong to the rest of the world through programmes and collaborations. Come to HKAC to experience, appreciate, learn and be inspired by arts.

About Hong Kong Art School

Hong Kong Art School (HKAS), founded in 2000, is a division of the Hong Kong Arts Centre (HKAC). HKAS is an accredited institute staffed by a group of dedicated artists and art educators, who are active and distinguished practitioners in the field. The School's award-bearing curriculum focuses mainly in the area of Fine Art (Ceramics, Painting, Photography and Sculpture). Its scope covers programmes with academic levels ranging from Higher Diploma to Bachelor Degree and Master Degree. The short programmes and the outreach projects of the School that run parallel to the award-bearing curriculum span a wide variety of artistic disciplines, and genuinely bridge art and the community.

Media Enquiries

Impact Communications
Cindy Chung
Tel : 9166 0827/3590 5846
Email : cindy.chung@impact-cc.com

Carmen Poon
Tel : 9077 2790/ 3590 4775
Email : carmen@impact-cc.com