

Press Release

For Immediate Release

**Lee Tung Avenue and First Initiative Foundation Presenting
World-renowned Artist's Dove Installation *Feathered Ascent*
along with *The Spirit of Christmas* from London
Wishing Hong Kong a Christmas of Perfect Harmony**



Download Images:

https://drive.google.com/open?id=1x31zeZfVdxbGDhBob9_Tlk9CNs3hSzlG

【Hong Kong – 13th November, 2019】 To support Art development in Hong Kong, **Lee Tung Avenue** has kicked off the *Wings of Christmas* project with First Initiative Foundation to spread a message of perfect harmony this Christmas. *Feathered Ascent* created by Nicholas Cheung, an award-winning international Multimedia and Lighting Installation artist, will be displayed at **Lee Tung Avenue**. This installation with a flock of fifty dove mobile sculptures which marries science with creativity, will shine in the sky of **Lee Tung Avenue** in winter. To delight the festival, the world-renowned *Spirit of Christmas* light scheme by The Crown Estate's Regent Street is also returning to **Lee Tung Avenue** to bring everyone a magical festive celebration. The joyous atmosphere will be further enriched with Christmas Food Carts to deliver festive refreshments

and performances from different organizations. Join us for a spectacular celebration and happy holidays.



Lee Tung Avenue x First Initiative Foundation – Showcasing Unique Local Culture on World Stage

Lee Tung Avenue has always endeavored to promote the development of arts and culture, introducing local talents and their outstanding works to the world. Sharing the same vision, it is partnering with First Initiative Foundation for the very first time, along with Nicholas Cheung, an award-winning international multimedia and lighting installation artist, to present a spectacular Dove-themed art installation – *Feathered Ascent*.

Feathered Ascent is a flock consisted of 50 doves, previously showcased at First Initiative Foundation’s “Stars in Harmony” Charity Gala on 10 November 2019. The installation will now be flying in unison at Central Piazza of **Lee Tung Avenue** embracing lightness as well as symbolizing peace.

Dynamic Flapping Wings Powered by Green Energy – Illuminating with Brightness

Artist Nicholas explains the purpose of *Feathered Ascent* is to spread brightness, harmony and advocate peace among the world. Nicholas believes spontaneity and live interaction are essential to an unforgettable sensational discovery.

This new media art installation by Nicholas Cheung skillfully demonstrates the use of robotics, electronics and advanced materials to create a much-needed icon for our times.

The dove’s reflective material was originally invented for scientific experiments to capture the most elusive and yet abundant particles in the universe. The space-age material of the doves



reflects 99.95% of visible light, and it is folded into origami patterns to mimic 'feathers' that scatter light in all directions.

Each dove has twenty-two Photovoltaic panels; providing green energy to dynamically flap its wings and illuminate LEDs to portray beacons of hope.

Wings of Christmas – Spreading Harmonious Holiday Spirits

The theme of the 2019 Christmas Celebrations is *Wings of Christmas* to spread a message of perfect harmony. Together with *Feathered Ascent*, Lee Tung Avenue is partnering with The Crown Estate's Regent Street for another year to bring the world-renowned "Spirit of Christmas" light scheme back to **Lee Tung Avenue** for a magical and festive celebration.

Christmas Carols Spreading Holiday Cheer Food Carriage Bringing Warmth

Different organizations are about to sing Christmas carols or perform on selected dates and time to invite all of us to this jubilation. **Lee Tung Avenue** is spreading holiday spirits by hosting a series of festive activities such as Joyful Food Carriage, bringing you heart-warming snacks in wishing you Merry Christmas!

Limited Christmas Rewards!

To celebrate the Holiday Seasons, starting 20th November 2019, customers can redeem a selected Christmas-edition Ms B's CAKERY Taster^ upon purchases of HK\$1,200* by electronic payment at any **Lee Tung Avenue** Merchants. Customers must present a maximum of 2 same-day receipts by electronic payment together with the original payment stub for redemption.

Lee Tung Avenue VIP Club Member Exclusive Offer – members can collect 1 electronic stamp upon a single purchase of HK\$300* by electronic payment at any **Lee Tung Avenue** Merchants. A selected Christmas-edition Ms B's CAKERY Taster^ is redeemable with the collection of 3 electronic stamps.

*Purchase of cash voucher is not applicable to the above redemptions. *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 and participating merchant reserve the right to make final decision.

To celebrate Christmas and share love, Lee Tung Avenue's merchants are offering seasonal offers^ and Christmas limited edition products, including:

Benefit (G34B)
Christmas-edition Packages



CATALO (B37)
30% up Discount on Christmas-edition Packages



Cha Long (G39)
Kyoto Matcha Milk Cap Red Bean
Fresh Milk Roasted Oolong Cha
(Promotion Period: 2019.12.15 –2020.01.01)



Chong Qing Liu Yi Shou Hotpot (G32A &F30A)
Christmas Wagyu Supreme Set



Emack & Bolio's (G09-10)
Reindeer Ice Cream



Kosyuen Café by BROOKS (B14)
Christmas-edition Coffee & Sencha Gift Set



Mr Simms Olde Sweet Shoppe (G27)
Complimentary Christmas Pick and Mix Candies (50g) upon spending over HK\$100

Ms B's CAKERY (G26A)
Enjoy a Complimentary Taster upon purchase of every 5 Tasters



(LTA VIP Club Special)
(Promotion Period: 2019.12.09– 12.26)



Passion by Gerard Dubois (G11-12 & F12A)
Raspberry Yule Log
(Promotion Period: 2019.12.01– 12.31)



PizzaExpress (G31 & F31A)
Christmas Special Menu
(Promotion Period: 2019.12.03– 2020.01.01)



STAEDLER (G33)
Christmas Stationery Set



THERMOS (B40)
500ml Vacuum Insulated Bottle at
Promotional Price HKD298
(Retail Price HKD500)



^ Lee Tung Avenue Management Company Limited (LTAML) and the participating merchants reserve the right to adjust, change or terminate the promotion program (including the terms

and conditions) without prior notice. In the case of any dispute, Lee Tung Avenue Management Company Limited and the participating merchants reserve the right to final decision.

Lee Tung Avenue Christmas Programmes :

Wings of Christmas	
Date:	20 November 2019 to 31 December 2019
Time:	8am to 11pm
Venue:	Along Lee Tung Avenue
Details:	Lee Tung Avenue is partnering with First Initiative Foundation, along with Nicholas Cheung, an award-winning international multimedia and lighting installation artist, to present a spectacular Dove-themed art installation – <i>Feathered Ascent</i> . It is a work that marries science with creativity to represent hope and harmony this Christmas. Together with <i>Feathered Ascent</i> , the world-renowned “Spirit of Christmas” light scheme is also returning to Lee Tung Avenue for another year to bring visitors a magical and festive celebration.
The Sound of Christmas	
Date:	8, 14-15, 20-22 and 24-26 December 2019
Venue:	Central Piazza @ Lee Tung Avenue
Details:	Different organizations are about to sing Christmas carols or perform on selected dates and time to invite all of us to this jubilation. Partner organizations: Child Development Matching Fund, The Salvation Army, Jean M. Wong School of Ballet and more.
Joyful Food Carriage	
Date:	21-25 December 2019
Time:	4pm to 6pm
Venue:	Along Lee Tung Avenue
Details:	Joyful Food Carriage is bringing you heart-warming snacks in wishing you Merry Christmas!
Christmas Shopping Rewards	
Date:	20 November 2019 – Stocks Last
Time:	10am to 10pm
Redemption Location :	Basement 1/F Customer Service Centre @ Lee Tung Avenue
Redemption Methods:	Redeem a selected Christmas-edition Ms B’s CAKERY Taster [^] upon purchases of HK\$1,200* [^] by electronic payment at any Lee Tung Avenue Merchants. Customers must present a maximum of 2 same-day receipts by

	<p>electronic payment together with the original payment stub for redemption.</p> <p>Lee Tung Avenue VIP Club Member Exclusive Offer – members can collect 1 electronic stamp upon a single purchase of HK\$300* by electronic payment at any Lee Tung Avenue Merchants. A selected Christmas-edition Ms B’s CAKERY Taster^ is redeemable with the collection of 3 electronic stamps.</p> <p>*Purchase of cash voucher is not applicable to the above redemptions. ^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 final decision.</p>
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Feathered Ascent, a new installation art by Nicholas Cheung is featured as **Lee Tung Avenue’s** major attraction of 2019.



Feathered Ascent is a flock consisted of 50 doves, previously showcased at First Initiative Foundation’s “Stars in Harmony” Charity Gala. The installation will now be flying in unison at Central Piazza of **Lee Tung Avenue** embracing brightness as well as symbolizing peace.



Lee Tung Avenue is partnering with Regent Street for again to bring The Spirits of Christmas to visitors for a magical and festive celebration.



During the promotional period, season offers will be available from a variety of merchants. E.g. Redeem a selected Christmas-edition Ms B's CAKERY Taster upon purchases of HK\$1,200 by electronic payment at any Lee Tung Avenue Merchants.

-The End-

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 revitalizes the community. Lee Tung Avenue has won critical acclaims from Hong Kong and international organizations, 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 Official Website: <http://www.leetungavenue.com.hk>

About First Initiative Foundation (FIF)

Established in 2011 by Chairman Michelle Ong, First Initiative Foundation (FIF) engages in a variety of projects that are beneficial to the Hong Kong community. FIF supports and organizes social and charitable initiatives to benefit the arts, education, community welfare and promotion of Hong Kong's unique culture on the world stage. FIF's current initiatives include: music scholarships for outstanding Hong Kong students both locally and abroad, mentorship-based projects for Hong Kong students of all ages and educational outreach programmes. The

foundation has established scholarship programmes with the Manhattan School of Music in New York and renowned pianist Lang Lang. FIF sponsors master classes and performances with internationally iconic artists and the support of socially positive youth groups in Hong Kong. FIF's efforts in supporting cultural development and musical performances have been recognized worldwide with Ong being included in Forbes' annual Heroes of Philanthropy list in 2017.

FIF Official Website: <https://fif.org.hk/>

About Nicholas Cheung

Graduated from The Bartlett UCL Faculty of The Built Environment, Nicholas has been involved in different genres such as urban planning, interior design, new media art installation and lighting art. Nicholas creates artworks that invite playfulness. If we instinctively engage with our surroundings, then these emotive experiences become unforgettable memories. Nicholas uses a palette of light to paint spaces; sound to stir the soul and interactive technologies to create shared social experiences. His work often involves digital technologies that are situated in public spaces, however, unlike mobile devices, his work aims to enrich human experiences by using powerful phenomena to awaken our senses. The narrative in Nicholas Cheung's work hopes to appeal to the positive aspects of humanity, perhaps prompting moments of considered contemplation.

Nicholas Cheung Website: <https://www.nicholascheung.com/>

This press release is prepared by C3 Project Management Limited (C3) on behalf of Lee Tung Avenue Management Company Limited (LTAML). For media enquiries, please contact: **C3 Project Management Limited (C3)**

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