

CNY Event Update

Lee Tung Avenue' s Lunar New Year Presents
Butterflies of Hope · Blessing Lanterns
World' s 1st AI Butterfly Illuminating Installation + Traditional Red Lanterns
Continuation of Love & Hopes in the Year of the Ox



Download images & video : <http://bit.ly/3nVELOP>

【Hong Kong – 22nd January 2021】To welcome a new year full of hope and challenge, Lee Tung Avenue, the largest outdoor pedestrian street in Hong Kong, continues to cheer for everyone in the new year. From 29 January to 2 May 2021, a brand-new art installation “Butterflies of Hope · Blessing Lanterns” , which integrates both Chinese and Western aesthetics, will be at LTA and destined to be the next popular check-in spot in town! As well, there will be traditional red lanterns and the newly built AI program shining upon the boulevard. May everyone have a blissful, fruitful and bright future.

Blessing Lanterns celebrate the new year of the Ox

LTA wishes the Lunar New Year will be a good start to the year. To welcome the year of the Ox with happiness and auspice, the world' s 1st AI butterfly light and shadow art installation last Christmas will be recreated to celebrate Lunar New Year with you! The use of AI

innovates the installation with festive music and lightings. There will also be traditional Chinese red lanterns hanging on the entire boulevard, which adds harmony, auspice and blessings to the whole installation.

According to William Chan – the Centre General Manager of Lee Tung Avenue Management Company Limited, it normally takes a great deal of time to innovate such a large-scale installation. However, thanks to the integration of AI technology, Butterflies of Hope can shift in a short time from a pure Western-style winter atmosphere to a decoration full of both Chinese festivity and Western aesthetics. Better yet, the innovation at the same time reduces waste, in line with the concept of eco-friendly upcycling.

A blend of Hope & Harmony, and Chinese & Western styles

Wish everyone a desired and auspicious new year

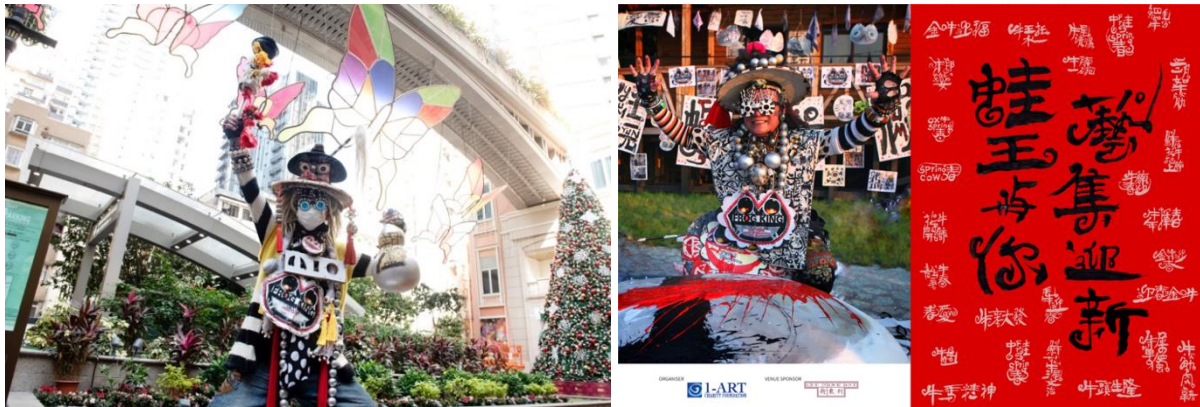
The new “Butterflies of Hope · Blessing Lanterns” is created by Victor Wong, a local visual effects director and 2019 MARTELL Artist of the Year. Just as butterflies are a living embodiment of hope, lanterns are a symbol of harmony and auspice. Blending Chinese and Western styles is not simply adding traditional Chinese lanterns. The shape and lines of the butterflies are also designed to imitate some traditional Chinese auspicious patterns, which merges Chinese and Western aesthetics in a more sophisticated fashion. Coupled with AI-powered lighting and music that match the festive ambience, such as the constant change of butterfly shapes, the installation transforms LTA into an urban village of Lunar New Year joys. The use of Art Tech must bring everyone a new surprise. It is definitely the perfect place for families to check in at the Lunar New Year!

World’ s first AI butterfly light art installation,

Art Tech shines a ray of hope to our brighter future

With the advance of technology, the integration of art and technology innovation sets the new trend of art development – Art Tech. “Butterflies of Hope · Blessing Lanterns” is a case in point. Victor takes butterfly as the theme, symbolizing beauty, love, hope, positivity, happiness, and revival. The installation features a 7-meter stained glass butterfly and over 350 little illusion glass butterflies shattering holiday cheer all over the atrium and boulevard. Victor and LTA hope that by the butterfly’ s uniqueness, viewers can feel the regeneration and vitality of life and face the future hopefully and positively. May everyone have a happy Lunar New Year with positive vibes!

Frog King celebrates Lunar New Year with you at Art Market



Alongside the hopeful and auspicious “Butterflies of Hope · Blessing Lanterns” brought by Victor, there will be “Frog King” – Kwok Man Ho, “kiwusual” the art stones and a group of artists writing spring couplets (Fai Chun) for everyone to bring happiness and blessings back home on 30-31 January. Frog King has engaged in painting, sculpture, installation, conceptual, improvisation, performance art, and other creations in more than 3,000 activities during his 40-year-long artistic career. Every time he shows up, he brings vocal objects, glasses, a rope, and bamboo, all of which are his instrument to get along and have fun with everyone. Besides Fai Chun, several of Kwok’ s original artworks will be displayed on site. The event is also co-hosted with 1-art Foundation to raise funds through a charity sale, including some kiwusual and limited edition masks designed by Frog King. As well, some Fai Chun will be given away to visitors for free, hoping to spread happiness extensively to more people.

In 2011, Frog King represented Hong Kong to participate in the "54th Venice Art Biennale" in Italy. His solo exhibition “Frogtopia Hongkornucopia” was a big hit. His elaborate and constantly growing artwork dominated the entire exhibition hall, attracting 70,000 visitors and successfully entering the mainstream. His artwork has also been displayed at 2018 Art Basel.

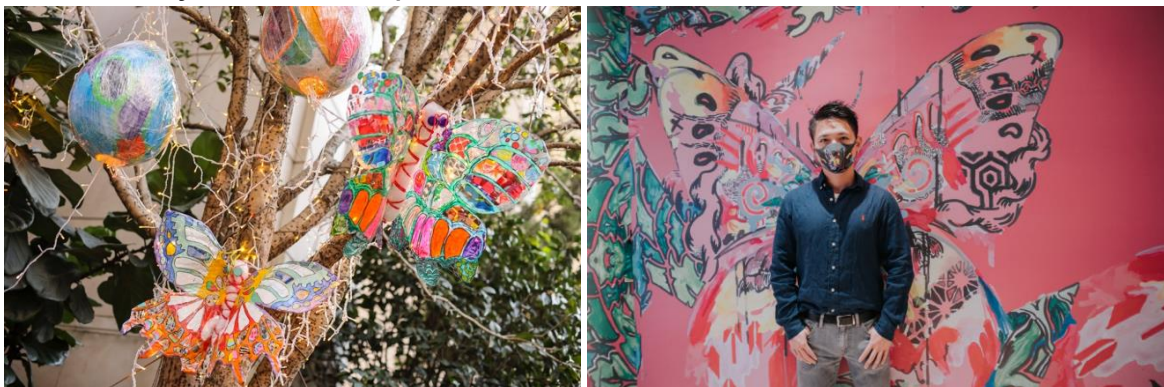
Lunar New Year Limited Member Spending Rewards



To help everyone have a good start of the year, LTA specially prepares a new year limited member spending reward so that everyone can back home fully loaded. From today onwards to 12 February, a same-day spending of HK\$300* with electronic payment at any merchant in LTA can redeem the limited Butterflies of Hope red packet set*. Moreover, spending HK\$800 from today onwards to 28 February, you can receive both a HK\$50 dining coupon and a HK\$50 shopping discount coupon*!

*Redemption activities are subject to relevant terms and conditions. For details, please refer to Lee Tung Avenue's official website.

Kids Butterfly-themed Art Space




LTA is teaming up with the local young artist Josh Tang and the child art education Center "Colourful Kids" to organize a butterfly-inspired child art space. Josh lived in the UK for 20 years and graduated from the University of Kingston and the University of Reading. He is currently working as an art instructor at Colourful Kids, at which students are creating multiple handmade artworks with a butterfly theme. Their artworks will pour vibrancy and

creativity all over the boulevard. Further, some of their artworks will be selected and sold online for charity (<https://bit.ly/3g0xxqE>), with part of the proceeds being a charitable donation to “Soap Cycling” . Josh even created a butterfly art painting named "FLY" for LTA. Displayed on the basement floor at Exit D of Wan Chai MTR station, the painting shows the transformation of the butterfly and its hopeful and vigorous form. The rich use of colors allows viewers to feel positive and joyful hope.

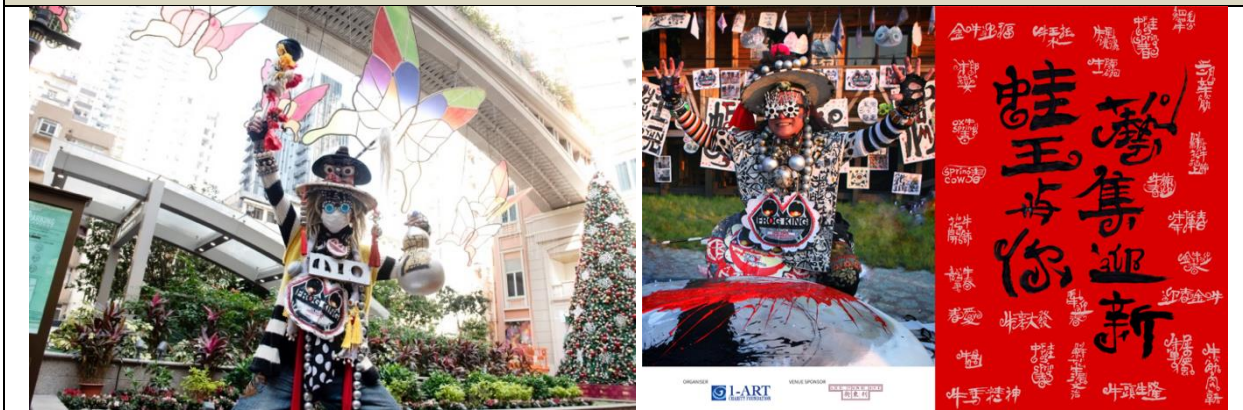
Soap Cycling DIY – Spreading the fun of Eco-Friendliness



LTA shows full support to the Asian first soap recycling charity “Soap Cycling” in the festive event. This time Soap Cycling will make unique butterfly-themed soaps for charity sales. A series of recycled materials will be exhibited at the same time. Meanwhile, local artist Agnes Pang is specially invited for decoration design and conception. Agnes advocates the idea of “taking what others discard” and excels in making good use of life resources, turning the "garbage" in people's eyes into useful materials for creations. Based on the symbol of beauty and happiness – “butterflies” , Agnes has made flowers with round plastic bottles and fruit wrapping nets. She meticulously transforms ordinary butterflies into flying "flower butterflies", so as to bring joy, creativity, and positive energy to everyone. Wish everyone shine and enjoy life even in adversity. Besides, DIY kits will go to the charity sale on weekends, with the series of soaps limited to Lunar New Year only! Hopefully, the promotion of environmental protection will make this new year more lovely and meaningful.

Lunar New Year Presents: “Butterflies of Hope · Blessing Lanterns”	
	
Date :	2021.01.29-05.02
Time :	5pm – 11pm^ (Illuminated) ^ According to the government's anti-pandemic measures, the lighting will be shortened to 10 pm. For the latest schedule, please check the Lee Tung Avenue website.
Venue :	Along LTA
Activity Details :	<p>The world’ s 1st AI butterfly light and shadow art installation last Christmas will be recreated to celebrate Lunar New Year with you! The use of AI innovates the installation with festive music and lightings. There will also be traditional Chinese red lanterns hanging on the entire boulevard, which adds harmony, auspice and blessings to the whole installation.</p> <p>Victor and LTA hope that by the butterfly’ s uniqueness, viewers can feel the regeneration and vitality of life and face the future hopefully and positively. May everyone have a happy Lunar New Year with positive vibes!</p>
Lunar New Year AI Light & Music Symphony	
Date :	2021.01.29-03.31
Time :	6pm – 9:30pm (Run at random time)
Venue :	Along LTA
Activity Details :	During the Lunar New Year, LTA will use AI programs to enhance the festive atmosphere with the coordination of Chinese New Year music and lighting.

Art Market with Frog King



Date :	2021.1.30-31
Time :	11am – 6pm
Venue :	LTA Atrium & Next to Customer Service Center on Basement 1 floor
Activity Details :	<p>"Frog King" – Kwok Man Ho and a group of artists writing spring couplets (Fai Chun) for everyone to bring happiness and blessings back home. The event is also co-hosted with 1-art Foundation to raise funds through a charity sale, including some "kiwisual" the art stones and limited edition masks designed by Frog King. As well, some Fai Chun will be given away to visitors for free, hoping to spread happiness extensively to more people.</p>

Soap Cycling DIY & Charity Sales





Date :	Today to 2021.03.28
Time :	12 noon – 9pm
Venue :	LTA entrance at Queen' s Road East
Activity Details :	<p>Soap Cycling will make unique butterfly-themed soaps for charity sales. A series of recycled materials will be exhibited at the same time. On weekends, DIY kits will go to the charity sale, with the series of soaps limited to Lunar New Year only! Hopefully, the promotion of environmental protection will make this new year more lovely and meaningful.</p> <p>Charity Sales Time & Venue :</p> <p>Time : 10am – 10pm</p> <p>Venue : LTA Customer Service Center on Basement 1 floor</p>

Kids Butterfly-themed Art Space	
Date :	Today to 2021.03.31
Time :	5pm – 10pm (Illuminated)
Venue :	LTA entrance at Johnston Road
Activity Details :	Students at Colourful Kids will create multiple handmade artworks with a butterfly theme from local young artist Josh Tang' s inspiration. Selected artworks will be selected and sold online for charity (https://bit.ly/3g0xxqE), with all proceeds being a charitable donation to "Soap Cycling" .

* The event is subject to change according to the government's anti-pandemic measures. For details, please visit the official website of Lee Tung Avenue.




To welcome the Lunar New Year, many shops on Lee Tung Avenue have brought different limited privileges and new year products to delight everyone in the Year of the Ox!




Lunar New Year Limited Sale (Promotion Period : Today to 28 February 2021)			
Shop	Location	LNy limited products & promotion	Photos for Reference
CATALO	B37	An adorable desk calender of 2021 upon any purchase (from today to 31 January 2021)	
Cocolo	B36	4 Mont Blanc cakes of any flavor in HK\$100	


Emack & Bolios	G09-10	One single scoop upgrade voucher for every purchase of New Year Ox ice-cream	
Passion by Genard Dubois	G11,12 & F12A	LTA limited French pastry - Cannele Bordelais	
PizzaExpress	G31+F31A	Early-bird offer: 10% off in Lunar New Year set meal (from today to 31 January 2021)	
Shan Shau Jok	G08	Lunar New Year Boxset (Assorted Peanuts/ Assorted Sesame/ Assorted Popular) in HK\$90 (original price HK\$118)	

SP Dance	G37	Tea Poetry Moment in HK\$268	
THERMOS	B40	THERMOS Limited lucky bag in HK\$599 (original price HK\$1784)	
YOKU MOKU	G07	Buy 2 get 1 free offer in Lunar New Year's assorted cookies and egg roll gift box	

In addition to varied New Year limited products and special offers, Lee Tung Avenue also brings you new stores full of surprises to meet different needs!

New Merchants			
Shop	Location	Introduction	Photos for Reference
G.O.A.T. Barber Shop	B33	G.O.A.T Barbershop embodies the traditional haircut culture and modern men's styling, creating a professional image for guests.	
Gentlemen' s Grooming by G.O.A.T	B10	Gentlemen' s Grooming by G.O.A.T brings a unique retail experience to guests. Being a one-stop men's grooming service provider, we also provide professional advice and comprehensive styling services.	
Cocolo	B36	Cocolo is made in-house manually. No additives. Japan's leading refrigeration technology is also utilized.	

Logitech Pop-up Store	G18-20	Logitech has been the leading brand of computer peripheral products in the world. Lately, it has been actively developing various fields, focusing on user experience, and improving every detail in daily life. Further, Logitech continues to innovate its appearance design, launching different styles and multi-color products to break the stereotype for customers.	
ABURI-EN	G02-03	Specialty store of Japanese grilled donburi. It carefully selects high-quality ingredients to bring a refreshing gourmet experience for every diner.	
Fueki	G14-15	Fueki is a Japanese brand of "Fueki Industry Co., Ltd." with a century-old history. Its first overseas concept store now opens at Lee Tung Avenue, bringing a variety of "Japan-limited" and "Hong Kong-limited" popular stationery, skin care products, anti-epidemic products, specialty foods	

		and other peripheral products for its Hong Kong fans!	
Shan Shau Jok	G08	Shan Shau Jok is a crunchy candy brand established in 2016. Currently, more than 20 products, such as nut crunchy, nougat and cookies, are all "Made in Hong Kong" products. It strictly selects high-quality ingredients from all over the world, including some quality local crops. With its own low-temperature baking technology, the products break the old-fashioned notoriety of candies - sugar-rich, oil-rich, and fat-rich. On the contrary, its candies retain the original nutrition and aroma of ingredients, being delicious at the same time.	

* The above offers are subject to relevant terms. In case of any dispute, Lee Tung Avenue Management Company Limited and above merchants reserve the right of final decision.



About Lee Tung Avenue

Lee Tung Avenue brings a new 200-meter-long, tree-lined pedestrian walkway to Hong Kong Island. The avenue is home to sidewalk cafes, gourmet restaurants, and local and overseas fashion outlets. It is also gaining fame for its large variety of lifestyle activities. Lee Tung Avenue is conveniently accessible from downtown via all forms of transport. Lee Tung Avenue prides itself on its close connection with local communities and revitalizing traditional Wan Chai, while becoming a focal point of Wan Chai South.

Lee Tung Avenue has won critical acclaims from Hong Kong and international organizations, including Glod winner of “Best Media Event” , “Best Use of Venue” and “Best Event – Corporate Social Responsibility” at Marketing Magazine Marketing Event Award 2020, Glod winner of “Best Use of Experiential Marketing” at Loyalty & Engagement Award 2020, Gold winner of “Sales Marketing & Event” at 2019 ICSC China Shopping Centre & Retailer Award held by International Council of Shopping Centers and more.

Lee Tung Avenue’ s Official Website : <http://www.leetungavenue.com.hk>

Follow LTA Instagram: [@leetungavenue](https://www.instagram.com/leetungavenue)

#leetungavenue #LTACNY #ButterfliesofHope #BlessingLanterns

This press release is prepared by Oasis Brand Communications Company Limited. (OBC) on behalf of Lee Tung Avenue Management Company Limited (LTAML). For any enquiries, please contact:

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