



Press release

Press release

“The Wishing Stars” Made with 1M Gleaming Beads Illuminate Lee Tung Avenue Light Corridor & Giant Star Glow in Rainbow Colours at Night to Spread Hope
Enjoy a Fun-Filled Christmas with Wishing Stars Handcraft Workshops, Every Night Snow Show till 1 Jan, Complimentary Postcards, Social Media Promotion & Spending Rewards

Please download high-resolution photos here: <https://shorturl.at/axIW9>



(Hong Kong, 5 December 2023) On every Christmas tree a special place is reserved for the star, which encapsulates the original spirit of the festival. Inspired by this symbol of love, hope and miracles, Lee Tung Avenue has invited acclaimed cross media artist Victor Wong to create **“The Wishing Stars” art installation**, which will be exhibited from 5 December 2023 to 14 January 2024. In his second collaboration with Lee Tung Avenue, the multiple-time winner of the best visual effects award in the Hong Kong Film Awards and the Golden Horse Awards has used over one million acrylic beads to construct the **“Corridor of Wishes”** along the 200-metre-long pedestrian walkway at Lee Tung Avenue and a five-metre-wide **mega Christmas star** above the Central Piazza, along with other decorations. During daytime, the colourful beads reflect daylight and glitter like jewels; at night, the art installation glows in the colours of rainbow, another symbol of hope. Whatever time of the day, “The Wishing Stars” is a beautiful sight to behold and a source of joy, hope and festivities.

In addition to basking in the radiance of “The Wishing Stars”, the public will get to enjoy an array of enriching cultural and entertainment programmes, including the Finnish Christmas market taking place this weekend (9 & 10 December 2023) that will offer a taste of the holiday traditions, food and craftsmanship of the Nordic country. As part of its efforts to introduce different forms of art and cultures to the community, Lee Tung Avenue has invited local artists specialising in bamboo weaving, origami and string art to host wishing star ornament making workshops. The “Let It Snow” artificial snow show will also return, while the public can send postcards from Lee Tung Avenue to their loved ones, share photos on social media to win prizes and enjoy limited-time-only offers at various merchants.

A monumental installation made with over 1 million acrylic beads

“The Wishing Stars” installation, which will be exhibited at Lee Tung Avenue from 5 December 2023 to 14 January 2024, is the creation of local cross media artist Victor Wong, and one of the satellite events of BODW CityProg. Wong is the visual effects director behind many films, including *Fearless*, *CJ7*, *Initial D* and *Let the Bullets Fly*, and has won the Best Visual Effects Award in the Hong Kong Film Awards and Taiwan’s Golden Horse Awards more than once.

In recent years, Wong has been experimenting with digital art and exploring different possibilities of combining modern technology with traditional art.

His portfolio includes the invention of “A.I. Gemini”, the first-ever artificial intelligent (AI) ink artist in the world, and participation in the production of FINAL FANTASY, one of the world’s bestselling games. Back in 2020, Wong collaborated with Lee Tung Avenue for the first time and created the world’s first large-scale AI butterfly light art installation “Butterflies of Hope”. This year, the two are teaming up again to spread hope and magic through “The Wishing Stars”.



Made with over a million acrylic beads, “The Wishing Stars” is an intricate work. As soon as visitors step into the “Corridor of Wishes”, which stretches along the 200-metre-long tree-lined pedestrian walkway, they will be transported to a dazzling world of hope and happiness, away from the humdrum of day-to-day life. Wishing stars and snowflakes hanging above shimmer to add a touch of magic to the surroundings. Once visitors reach the Central Piazza, they will be greeted by a fantastical sight: a five-metre-wide mega Christmas star, surrounded by iridescent clouds and shooting stars of varying sizes. Throughout the hours, the art installation transforms, reflecting sunlight to sparkle like jewels, while at night, lighting effects illuminate the structures with colours of the rainbow. Regardless of the time, “The Wishing Stars” captivates viewers, providing inspiration and a sense of bliss.



Wong sees the rainbow as a miracle performed by nature and a symbol of good luck. The seven colours of the rainbow are believed to represent different positive qualities: red for love, orange for creativity, yellow for wisdom, green for health, blue for truth, indigo for loyalty and purple for royalty. They inspire people with hope and optimism in times of difficulties. Wong hopes that when people pass by Lee Tung Avenue and see the giant wishing star, they will be given hope and strength to pursue their dreams and realise their wishes.



LEE TUNG AVE
街東利

Victor Wong said: “When I first collaborated with Lee Tung Avenue in 2020 to create the ‘Butterflies of Hope’ AI light art installation, my intention was to bring hope to people. This year, we find ourselves working together again to create ‘The Wishing Stars’, a Christmas art installation. I hope like the previous work, it will inspire people with joy and positive energy by creating a visually striking experience that will captivate its viewers and make them forget their worries in this festive time of year.”



On 5 December 2023, Lee Tung Avenue held “The Wish Stars” Switch-on Ceremony to kick off its highly anticipated winter campaign. The officiating guests of the ceremony included Ms Winnie Koo, Director (Property and Land) of the Urban Renewal Authority (third left); Ms Bella Chhoa, Director of Asset Management of Sino Group (third right) ; Mr Stanley Kwok, Leasing Deputy Chief Officer of Hopewell Holdings Limited (second left); Ms Louise Bergholm, Consul General of Consulate-General of Sweden to Hong Kong and Macau (second right); Mr Mika Finska, Consul (Trade & Investment) of Consulate General of Finland in Hong Kong and Macao (far left); and Victor Wong, the artist of “The Wishing Stars” art installation (far right).



Stepping in December, a large number of people visited Lee Tung Avenue to enjoy the festive atmosphere.

Wishing stars in different forms: bamboo weaving, origami & string art workshops

From 23 to 26 December 2023, Lee Tung Avenue will collaborate with local artists to host workshops introducing three different art forms, namely traditional bamboo weaving, origami and string art. Using bamboo strips, paper and strings, the participants will be guided to make wishing star ornaments, which they can keep as mementos or offer as unique gifts.

Lee Tung Avenue members can redeem a spot in one workshop with 200 e-points (membership registration is free). Alternatively, interested parties can donate HK\$200 to Make-A-Wish Hong Kong between 8 and 21 December 2023 to obtain one spot in one of the special charity sessions. All proceeds generated from the workshops will be donated to Make-A-Wish Hong Kong to make the wishes of children with critically illnesses come true. Quotas apply. Spots are redeemable on a first-come, first-served basis.



LEE TUNG AVE 街東利

[“Let It Snow!” from 6 December 2023 to 1st January 2024](#)

Christmas is so much more special when it snows. From 6 December 2023 to 1st January 2024, Lee Tung Avenue will bring back “Let it Snow” – an artificial snow show – by popular demand. During specific hours, Lee Tung Avenue will become a magical place out of a fairy tale as snow falls gently and “The Wishing Stars” art installation glows.



[Take a snap to win delicious treats](#)

Photos turn precious moments into lasting memories, and in some cases, delicious treats! From 5 and 31 December 2023, Lee Tung Avenue members who upload photos of themselves with “The Wishing Stars” art installation to Facebook or Instagram (posts/accounts must be set to public) with the hashtag #LeeTungAvenue and #LTAXMAS will have the chance to win festive food and drinks including mulled wine from Dan Ryan’s Chicago Grill, chocolate beverage from After You, muffins from The Baker & The Bottlemann, and gelato from Crêpe Delicious. From 23 to 26 December, those who also follow Lee Tung Avenue on social media can enjoy free photo printing service during specific time.



[Experience Nordic cosiness and spread hope at “Finnish Northern Light” Christmas market](#)

On 9 & 10 December 2023, the “Finnish Northern Light” Christmas market will present typical Finnish food, Nordic-themed Christmas ornaments made by Hong Kong artisans and workshops on Christmas wreath making and beginning Finnish to offer an experience of Finland’s Christmas celebrations. Part of the proceeds from the event will be donated to Make-A-Wish Hong Kong to share the Nordic cosiness with children having critical illnesses.





“Send Your Wishes” postcard delivery service

Christmas is a time to share happiness and connect with loved ones. To encourage people to send thoughtful, handwritten holiday greetings to their families and friends, Lee Tung Avenue will release a limited edition postcard collection themed on “The Wishing Stars”, and mail the written postcards out for free, whether domestically or internationally.

Between 5 December 2023 and 14 January 2024, Lee Tung Avenue members can redeem one abovementioned postcard by spending HK\$100 on the same day, while tourists can do so by presenting a valid passport with record of entry to Hong Kong. Only a limited number of postcards are available on a first-come, first-served basis. All collected postcards will be sent out by Lee Tung Avenue at the end of the promotion period.

Lee Tung Avenue invites everyone to enjoy all the spectacular activities and shopping and dining offers and to fully soak in the blissful sparkles of “The Wishing Stars”!

- End-

About Lee Tung Avenue

Lee Tung Avenue brings a 200-metre-long tree-lined pedestrian walkway to Hong Kong Island. Home to sidewalk cafes, gourmet restaurants, and local and international brands, the avenue is gaining fame for its large variety of lifestyle activities. Conveniently accessible from downtown via all forms of transport, Lee Tung Avenue is a focal point of Wan Chai South. It prides itself on its close connection with local communities and constantly injects vitality into the traditional district.

Lee Tung Avenue has won critical acclaims from Hong Kong and international organisations. It has won a gold award in “Best Public Event” at Event Marketing Awards 2023, gold awards in “Best Media Event”, “Best Use of Venue” and “Best Event – Corporate Social Responsibility” at Marketing Magazine Marketing Event Award 2020, a gold award in “Best Use of Experiential Marketing” at Loyalty & Engagement Award 2020, and a gold award in “Sales Marketing & Event” at the 2019 ICSC China Shopping Centre & Retailer Award organised by International Council of Shopping Centres, among others.

Official Website: <http://www.leetungavenue.com.hk>

Follow Lee Tung Avenue on [Facebook](#) / [Instagram](#): @leetungavenue

#leetungavenue #利東街 #LTAXMAS #TheWishingStars

For further media enquiries, please contact:

Agnes Chang

Tel: 2640 9018

Email: agneschang@leetungavenue.com.hk

Kat Pang

Tel: 2640 9190

Email: pangman@leetungavenue.com.hk



2023 Christmas Programmes at Lee Tung Avenue

“The Wishing Stars” Presented by Lee Tung Avenue	
Date	5 December 2023 to 14 January 2024
Time	10am to 11pm* (Lights on from 5pm) *The closing time will be extended to midnight during 23-26 Dec and 30 Dec 2023 to 1 Jan 2024. *The exhibition dates and hours may be affected by weather conditions. For the most up-to-date information, please refer to Lee Tung Avenue’s website and social media pages.
Location	Lee Tung Avenue, Wan Chai
Contents	This Christmas will see Lee Tung Avenue collaborating with local multi-media artist Victor Wong again, this time presenting “The Wishing Stars”, which features the “Corridor of Wishes” and a five-metre-wide mega Christmas star above the Central Piazza. The installation, crafted with over a million acrylic beads, promises to not just elevate the festive atmosphere but also infuse the community with a sense of hope, joy, and wonder.
“Finnish Northern Light” Christmas Charity Market	
Date	9 & 10 Dec 2023
Time	12nn to 7pm
Location	Central Piazza, Lee Tung Avenue
Contents	The charity market will showcase Finnish delicacies as well as Christmas ornaments like Northern light and reindeer made by Hong Kong artisans, and include different Finland-themed workshops. Visitors can make a donation to Make-A-Wish Hong Kong at the venue and earn a spot in one of the workshops (on a first-come, first-served basis). The proceeds from the market after deducting costs will also be donated to Make-A-Wish Hong Kong to help realise the wishes of children with critical illnesses.
“The Wishing Stars” Handicraft Workshops	
1. Bamboo weaving	
Date	23 & 24 December 2023
Time	23 Dec: 1:30pm, 2:15pm & 3pm 24 Dec: 3:30pm, 4:15pm & 5pm (30 minutes per session)
Location	Central Piazza, Lee Tung Avenue
Contents	The technique of weaving is used in many crafts in the Scandinavia. In this workshop, the instructor will introduce the art of bamboo weaving and demonstrate various traditional techniques of the art, before guiding the participants to create a unique Christmas star ornament using dyed bamboo strips.
2. String art	
Date	25 & 26 December 2023
Time	2pm & 3pm (45 minutes per session)
Location	Central Piazza, Lee Tung Avenue
Contents	In addition to the traditional method of weaving strings on a wooden board with nails, the instructor will demonstrate new techniques used in string art. With the help of modern tools and materials, the participants will make their own wishing stars with colourful strings.
3. Origami	
Date	25 & 26 December 2023
Time	2pm, 3pm & 4pm (45 minutes per session)
Location	Central Piazza, Lee Tung Avenue



Contents	The instructor will explain the differences between traditional and modern origami art, which involve mathematic principles and folding techniques. The participants will learn the magic of turning flat paper into 3D wishing stars.
<p>How to join the workshops: Lee Tung Avenue members can redeem a spot in one workshop using 200 e-points. Alternatively, the public can donate HK\$200 to Make-A-Wish Hong Kong via the link below between 8 and 21 December 2023 to obtain a spot. Donation website: https://bit.ly/3GmCDLJ Quotas apply. First come, first served.</p>	
“Let It Snow!” Artificial Snow Show	
Date	From 6 December 2023 to 1 January 2024
Time	7pm, 8pm & 9pm (15 minutes per session)
Location	Central Piazza, Lee Tung Avenue
Contents	The “Let It Snow!” artificial snow show is a popular programme in Lee Tung Avenue’s annual winter promotion. During the time specified above, visitors will find snow falling gently onto the Central Piazza. With the snow and the mesmerising light of “The Wishing Stars” art installation, visitors will be transported to a romantic Nordic town.
“Send Your Wishes” postcard delivery service	
Date	5 Dec 2023 to 14 Jan 2024
Location	Customer Service Centre, Basement 1/F, Lee Tung Avenue
Contents	Lee Tung Avenue will release a limited edition postcard collection themed on “The Wishing Stars”. It will also provide free mailing service for the public to send the postcards to friends and families living in Hong Kong and aboard.
How to redeem postcards and enjoy postal service	<ul style="list-style-type: none"> ▪ To redeem one postcard, Lee Tung Avenue members are required to spend HK\$100 at Lee Tung Avenue on the same day with an e-payment method, while tourists are required to present a valid passport and record of entry to Hong Kong. Limited stocks are available on a first-come, first-served basis. ▪ In addition to festive greetings or other personal messages, senders should include the recipient’s name and address on the postcard, before dropping it in the special posting box located at the Customer Service Centre on Basement 1/F. Lee Tung Avenue will mail all the collected postcards for free.
“The Wishing Stars” Social Media Promotion	
Redemption period	5 to 31 December 2023
Redemption hours	10am to 10pm
Redemption location	Customer Service Centre, Basement 1/F, Lee Tung Avenue
Contents	Upload a photo taken with “The Wishing Stars” art installation to social media for the chance to win delicious treats including mulled wine from Dan Ryan’s Chicago Grill, chocolate beverage from After You, muffins from The Baker & The Bottlemann, and gelato from Crêpe Delicious.
How to take part	From 5 and 31 December 2023, Lee Tung Avenue members who upload photos of themselves taken with “The Wishing Stars” art installation to Facebook or Instagram (posts/accounts must be set to public) with the hashtag #LeeTungAvenue and #LTAXMAS can present the social media posts at the Customer Service Centre to redeem one Christmas food coupon. Each member is entitled to one redemption throughout the



	promotion period. A limited number of coupons are available on a first-come, first-served basis.
Instant Photo Printing Service	
Date	23 – 26 December 2023
Time	6pm to 10pm
Location	Near the Johnston Road entrance of Lee Tung Avenue
Contents	Enjoy free photo printing service by uploading a photo taken with “The Wishing Stars” art installation to Instagram with the hashtag #LTAXMAS and following Lee Tung Avenue on Instagram / Facebook.

Please visit the Lee Tung Avenue website for more information.

Lee Tung Avenue Christmas Dining & Shopping Offers

Tenant	Offer	Period	Photo
Dan Ryan's Chicago Grill Shop G40	Dan Ryan's Christmas Set Menu and Festive Beverage Menu	1 Dec 2023 to 2 Jan 2024	
Silk Shop G39	Winter Special Drink: Hot Chocolate with Burnt Marshmallow and Panna Cotta	1 Dec 2023 to 31 Jan 2024	
SP Dance Shop G37	Wishes of Love - Christmas Spices & Raspberry Dark Sugar Comfort Cake with Preserved Festive Flower Ball X'mas Moment - Uji Matcha Chocolate, Red Beans & Mochi Comfort Cake My Dear - Red Rose, Chocolate & Raspberry Floral & Fruity Comfort Cake	1 to 31 Dec 2023 Early bird discount: 1 to 19 Dec 2023	
YOKU MOKU Shop G07	Buy-2, get-1-free on Holiday Seasonal Assortment 26 pcs	From now until stocks last	

LEE TUNG AVE
街東利

<p>Hallmark Shop B05-06</p>	<p>20% off on selected Boxed Christmas Cards</p>	<p>1 to 31 Dec 2023</p>	
<p>Les Halles Shop G18-20</p>	<p>Redeem 1pc of LAP0243 Iberian Ham Hand Sliced In Vacuum Pack (Cured For 52 Months) 70g for HK\$299 upon any spending</p>	<p>1 to 31 Dec 2023</p>	
<p>Wine Library Shop G21</p>	<p>Bellenda Vino Spumante Brut Gold Metal Coated/ Bellenda Rose Vino Spumante Brut Pink Metal Coated at special price of HK\$188/bottle</p>	<p>1 to 31 Dec 2023</p>	
<p>Passion Shop G11-12</p>	<p>Buy-1-get-1-free on Passion Fruit Flavor Macaron</p>	<p>1 to 31 Dec 2023</p>	

LEE TUNG AVE
街東利

<p>POP MART Shop G35</p>	<p>Complimentary random Figurine, Badge or Keychain upon single spending of HK\$199</p> <p>Complimentary DIMOO Special Shaped Tableware Set or a Sweet Bean Christmas Frosted Sugar Cookie Figure upon single spending of HK\$699</p>	<p>1 to 30 Dec 2023</p>	 <p>POP MART 聖誕禮遇</p> <p>單筆消費滿 HK\$199 即可獲得 歡樂派對系列</p> <p>單筆消費滿 HK\$699 即可獲得 SWEET BEAN聖誕系列</p> <p>單筆消費滿 HK\$699 即可獲得 DIMOO聖誕系列</p>
<p>Shan Shau Jok Shop G09-10</p>	<p>10% off on SSJ Crunchy Series</p>	<p>15 to 28 Dec 2023</p>	
<p>Carpenter Tam Shop B40</p>	<p>Complimentary gift upon spending of HK\$398 or above on regular priced items</p>	<p>1 to 31 Dec 2023</p>	

*Please refer to website of Lee Tung Avenue for details. The program is subjected to change without prior notice. Lee Tung Avenue Management Company Limited and the above tenants reserve the right of making the final judgement on the program.