

Langham Place to display Hong Kong's Largest Ever Public Art Installation in Collaboration with Leading Artists

26 May 2005

Hong Kong - May 26, 2005. Hong Kong's largest ever public art installation at Langham Place in Mongkok. Entitled 'Box - A Hong Kong Exhibition', the Installation is the result of a partnership between Great Eagle and thirty-one leading Asian artists, who were either born in Hong Kong or have a deep connection to this city. Among the celebrated local artists who have been individually commissioned to contribute to this installation are Alan Chan, Craig AuYeung and Wing Shya.

For their commission each artist was provided with an empty canvas in the form of a 'Box' and asked to use it in any way they wanted within the context of it being a metaphor for Hong Kong. The resulting 'Box' commissions explore concepts of living, working, sleeping, eating from and being transported in a 'Box'. Given complete artistic freedom, the artists - whose disciplines range from painting and sculpture to multimedia and graphic art - bring vastly different perspectives to the Installation.

Simon Birch, participating artist and curator of the Installation, commented: "In some ways we are bringing a new meaning to Cubism! Our artists have been able to use boxes as blank canvases in any way they want - whether as completely abstract or representative forms, whether as receptacles or as sculptures, as montages or minimalist pieces. The interpretation was entirely at the whim of each artist, with fascinating results!"

He added: "The Installation itself will resemble a modern day Stonehenge at Langham Place. A piece of art on this scale, with this level of artistic involvement and set in such a busy public space has never been attempted or seen in Hong Kong before. It will be a true spectacle for Hong Kong people."

Dr K S Lo, Deputy Chairman and Managing Director, Great Eagle Holdings Ltd, said: "We are proud to be collaborating with these talented local artists whose close connections to Hong Kong are reflected in their contributions to this Installation. Their work is rarely given the opportunity to be seen by so many people, on such a large scale or in such an unusual and exciting manner as it will be in Langham Place."

Dr Lo continued, "Box - A Hong Kong Exhibition" is our way of supporting Hong Kong artists and the continued development of a lively local arts culture. This exhibition represents the first in a series of ongoing collaborative partnerships between Langham Place and local artists."

The massive exhibition, spanning 15 floors of the Mall and produced at a cost of HK\$3 million, will be showcased at Langham Place for one month from the end of June 2005.

'Box - A Hong Kong Exhibition' will be installed throughout the Mall at Langham Place from 29 June to 31 July 2005. Exhibition hours are 11am to 11pm daily. The starting point of the

Installation can be reached from the Langham Place MTR C3 entrance at basement level 2 of the Mall. Entry is free and a complimentary Art Map will be available to guide visitors through the collection of thirty-one works.

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