

For Immediate Release

**Hong Kong Design Centre Curates and Presents:  
'Chubby Hearts Hong Kong' Welcomes Over 65,000 Visitors on the First Day,  
with Tourists Comprising Over 20%**

**#CHUBBYheartsHK**



**Hong Kong, 16 February 2024** – 'Chubby Hearts Hong Kong', a public design and art project curated and presented by Hong Kong Design Centre (HKDC) is held from 14 to 24 February 2024. The project aims to spread love and unexpected joy in the city with oversized, heart-shaped design installations conceived by world-renowned designer and artist Anya Hindmarch.

According to CAP Strategic Research Limited, the Strategic Research Partner of Chubby Hearts Hong Kong, the total number of visitors to the four locations on the first day of the project was 65,524, with tourists comprising 20.7%. These locations included Statue Square Gardens in Central, Flower Market in Mong Kok, Lam Tsuen Wishing Square in Tai Po, and Belcher Bay Promenade in Kennedy Town. The results have significantly exceeded expectations.

In addition, according to a report by Brandwatch, a data analytics company, Chubby

Hearts Hong Kong has achieved over 180,000 engagements and 30 million reaches across major social media platforms including Facebook, Instagram and Xiaohongshu within the first two days of the project. Over 97% of netizens have expressed neutral to positive sentiments towards the project. On the launch day, Chubby Hearts Hong Kong has even achieved the highest ranking on Google Trends.

The centre piece at Statue Square Gardens in Central will be on display from now until 24 February, from 1pm to 9pm everyday. Locations and timings of the pop-up Chubby Hearts are announced every morning on HKDC's website ([www.hkdesigncentre.org](http://www.hkdesigncentre.org)) and its official social media platforms (Facebook: [www.facebook.com/hkdesigncentre](https://www.facebook.com/hkdesigncentre) and Instagram: [www.instagram.com/hkdesigncentre](https://www.instagram.com/hkdesigncentre) ).

Photos of the daily pop-up installation will be uploaded within 3 hours after its launch: [https://bit.ly/Pop-upChubbyHearts\\_DailyAnnouncement\\_PressPhotos](https://bit.ly/Pop-upChubbyHearts_DailyAnnouncement_PressPhotos)

## Media Enquiries

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Project Grant



文化藝術  
盛事基金



中華人民共和國香港特別行政區政府  
文化體育及旅遊局  
Culture, Sports and Tourism Bureau  
The Government of the Hong Kong Special Administrative Region  
of the People's Republic of China



## About Hong Kong Design Centre

Hong Kong Design Centre is a strategic partner of the Hong Kong Special Administrative Region Government in leveraging the city's East-meets-West advantage to create value from design.

To achieve our goals we:

- ◆ Cultivate a design culture
- ◆ Bridge stakeholders to opportunities that unleash the value of design
- ◆ Promote excellence in various design disciplines

Learn more about us at [www.hkdesigncentre.org](http://www.hkdesigncentre.org)

## About Mega Arts and Cultural Events Fund (Mega ACE Fund)

The Mega ACE Fund set up by the Culture, Sports and Tourism Bureau of the Hong Kong Special Administrative Region Government aims to attract and support international and large-scale arts and cultural events to anchor in Hong Kong. It targets mega arts and cultural events in Hong Kong organised by the private sector or non-governmental organisations, with a view to developing Hong Kong into an arts and cultural metropolis, providing opportunities for the arts and cultural sector to flourish, as well as fostering Hong Kong's development as an East-meets-West centre for international cultural exchange.

## About Chubby Hearts

Chubby Hearts is a public design project conceived by fashion designer Anya Hindmarch. Giant chubby heart balloons fly over, or are squashed into famous landmarks, as a declaration of love to a city. The project first appeared in London in 2018, reappearing in 2019 and 2022 supported by the Mayor of London, the British Fashion Council and the City of Westminster to spread a little love. For 2024, the project is travelling outside of the UK for the first time to shine a light on the creative and inspiring city of Hong Kong.

Learn more about Anya Hindmarch, Designer of Chubby Hearts:

<https://www.anyahindmarch.com/blogs/experience/about-anya>

## Motion City Partners of Chubby Hearts Hong Kong

Chinachem Group, Chinese Estates Holdings Limited, Emperor Group, Hang Lung Properties, Henderson Land Group, Hong Kong Tramways, Hysan Development, LAWSGROUP, Lee & Man Group, Leisure and Cultural Services Department, MTR Corporation, Nan Fung Group, Sino Group, Wharf Estates Limited and many more.

## Special Thanks of Chubby Hearts Hong Kong

Central and Western District Office, Civil Aviation Department, Chinachem Group, Hang Lung Properties, Highways Department, Hong Kong Maritime Museum, Islands District Office, K.Wah International Holdings Limited, Lam Tsuen Wishing Square, Lands Department, Leisure & Cultural Services Department, Ngong Ping 360, PMQ, Sham Shui Po District Office, Tai Po District Office, Transport Department, Urban Renewal Authority, Yau Ma Tei Temple Street Association of Hawkers and Shop Operators, Yau Tsim Mong District Office.

The Government of the Hong Kong Special Administrative Region provides funding support to the Chubby Hearts Hong Kong only, but does not otherwise take part in it. Any opinions, findings, conclusions or recommendations expressed in the activities (or by members of the grantee's team) are those of the organisers of Chubby Hearts Hong Kong only and do not reflect the views of the Government of the Hong Kong Special Administrative Region.