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**Creative Tourism Project “Design District Hong Kong #ddHK”
Explore Authentic Hong Kong Stories and Unique Local Popular Culture
“#ddCityMania” Lead You on a Thrilling Journey
of Discovering Unconventional Playspace**

(Hong Kong, 7 January 2020) Organised by the Hong Kong Design Centre with the support of Hong Kong Comics and Animation Federation as the strategic partner for all programmes related to local comics, 3-year creative tourism project Design District Hong Kong (#ddHK) has been enthusiastically received by tourists and locals since it was kicked off in 2018. The project has been injecting surprises to the cityscape of Wan Chai by pepping up underused public spaces such as thoroughfares, fire station gates and tram stop, etc. Tourists and locals can now follow the routes curated by #ddHK to explore this “open-air gallery” or join free guided tours led by trained docents to discover Wan Chai district from different angles. Encompassing placemaking, tourism, history, technology and culture, the routes and tours will take you on a creative adventure to see Hong Kong anew.

Prof Eric Yim, Chairman of the Hong Kong Design Centre, said, “It has been the Hong Kong Design Centre’s mission to use design to drive value creation and improve the well being of society. Design District Hong Kong (#ddHK) uses design to break the conventional function of the public space in Wan Chai while linking up and elevating the attractions and landmarks in the neighbourhood of the district. Through multifarious creative works, it showcases Hong Kong’s unique culture to both tourists and locals and develops itself into a widely loved tourism and placemaking project. This time, leading in with Hong Kong Ani-com and local popular culture shaped by East and West influences, we have transformed Wan Chai into a fun-filled districtwide playspace. Many corners in the district have been turned into amusement facilities to challenge the function of public space so that adults and children alike can find fun everywhere. Tourists and locals can also get inspired by our newly curated self-guided walking routes to embark on their own urban explorations.”

New self-guided routes for cruising the “Bay” of animation and pop culture

#ddHK has launched 2 new installation under 2019/20 yearly theme “Pop! Get Inspired at Every Turn” and a new series of self-guided walking routes for the public to experience authentic Hong Kong from different perspectives. Adding to these are free #ddCityMania guided tours taking place from 8 January to 2 February which will lead participants to discover the evolution of Hong Kong popular culture. (Please refer to appendix 1 for the details of the 2 installation projects.)

Pulsing with life at the day and night, Causeway Bay is the hub of entertainments in Hong Kong and the unsurpassable leader of pop culture. #ddHK presents an all-new guided tour to bring you to the heart of Hong Kong's popular culture and experience the local-culture-themed #ddHK projects sprawled from Causeway Bay. You will marvel at our Ani-com Tram Stops carrying our beloved local comic characters at different times, get invited to the spectacular "Walala Playspace", and discover "#ddPaintHKWALLS" art murals on street. And we will also set off to explore the waves of pop culture in this multifaceted community; be it the popular hits in the 60s, the living ritual from the 70s, or the transforming cityscape in the 80/90s. And of course, a visit to signature architectures is not to be missed. (Please refer to appendix 2 for the details of the guided tours.)

Whether joining guided tours or taking self-guided walks in Causeway Bay, tourists and locals will find 2 adorable characters roving about the district like them. They are "Victor" from London and "Ria" from Hong Kong. The heart-warming stories of the duo's encounter and exchange reflect the cultural exchange between the United Kingdom and Hong Kong. Both of them live in a Gloucester Road, but the homonymous streets have over 9,000 kilometres between them. Despite the distance, the resemblance of their cultures has maintained their friendship.

"Victor" dreams of visiting Hong Kong to get to know the place where "Ria" grew up. He wants to board a historic tram with her to take in Hong Kong's cityscape; and mosey in Victoria Park, chatter on a bench, enjoy afternoon tea on the lawn with her. That's why his plan to visit Hong Kong on 8 January is set in place... To know more about what will happen when Victor arrives Hong Kong, you will just need to scan the QR codes at the designated spots in Wan Chai with your smartphone and you will be able to see how their stories unfold through Augmented Reality (AR).

Two self-guided walking routes for exploring the "Open-air Design District Gallery"

In addition to the "#ddCityMania" guided tours, #ddHK has designed 2 self-guided walking routes connecting the project's works and district landmarks to cater to different interests. "The Newold Wan Chai" route starts at Hong Kong's former coastline in the 1840s and guides city explorers to walk from Wan Chai South to the north and observe the transformation of Hong Kong through architecture. Along the way, you will see "#ddSharing@Story of Wan Chai" creative paving works and the "#ddDoodles@Kong Wan Fire Station" bilingual typographic works, as well as numerous architectural landmarks in the district, including Blue House, Old Wan Chai Market, Old Wan Chai Post Office and Lee Tung Street. Participants can trace the steps through which Hong Kong transformed from a fishing village into an international metropolis.

If you are an art lover or a culture buff, the “Pop! Get Inspired at Every Turn” route is for you. Starting at Tung Wah Centenary Square Garden and the Oi Kwan area, the route features a series of “#ddPaintHKWALLS” murals and major art and cultural spots in the district, such as 7 Mallory Street, Lockhart Road, Foo Tak Building, etc. Follow this route to immerse in the design vibe of Wan Chai and find surprises at every turn! (Please refer to the details of the routes in appendix 3.)

- The End -

Stay tuned to Design District Hong Kong #ddHK:

Website: www.designdistrict.hk

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About Design District Hong Kong

Design District Hong Kong (#ddHK) celebrates authentic culture and creativity by spicing up our city with design. Locals and tourists are invited to explore creative works in the streets and experience a unique “Heung Gong Dei” (vernacular name of “Hong Kong”). The name “Heung Gong Dei” is an embodiment of our collective local identity and affection for this piece of land, which is made possible by the contribution and perspiration of every Hong Kong citizen.

Presented by Tourism Commission, #ddHK’s vision is to create an “open-air design district gallery” in Wan Chai and Sham Shui Po, where public design works can be found all across the areas during the 3-year project period. These works will appear at different spots and change from time to time. They are the epitome of community collaborations, social conversations and participatory design. These original multidisciplinary designs, traditional craftworks and authentic street events will link up and elevate the tourist attractions and landmarks in the neighbourhood. They will enrich the daily experience of locals and tourists with a fresh take on local history and creativity.

In the first year (2018/19), #ddHK took the old Wan Chai coastline back in the 1840s as the starting point. From south to north, west to east, design works were installed all across Wan Chai, collating a love letter for the city “Connected City: A Love Letter to Hong Kong”. The scattering works formed a poetic visual vanish point showcasing the evolution of Hong Kong’s urban landscape. In the second year (2019/20), #ddHK is focusing on pop culture under the theme “Pop! Get Inspired at Every Turn”. Visitors can savour the surprises and inspirations in streets and alleys. Tourists and locals can also follow the specially planned self-guided routes and explore this “open-air design district gallery”.

About Hong Kong Design Centre

Hong Kong Design Centre (HKDC) is a non-governmental organisation, and was founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as an international centre of design excellence in Asia. Our public mission is to promote wider and strategic use of design and design thinking to create business value and improve societal well-being, with the aim of advancing Hong Kong as an international design centre in Asia.

HKDC’s flagship programmes include **Business of Design Week (BODW;** since 2002) – Asia’s leading annual event on design, innovation and brands; **DFA Awards** (since 2003) – a well-recognised annual awards that celebrate outstanding designs with Asian perspectives; and **Knowledge of Design Week (KODW;** since 2006) – an annual thematic programme that gathers the global design community to explore how design can solve complex challenges of our society.

We also manage a **Design Incubation Programme** and **Fashion Incubation Programme** (since 2012 and 2016) – 2-year programmes to nurture future design and fashion entrepreneurs; and launched **FASHION ASIA HONG KONG** (since 2016) – an initiative combining conversations, interactions and cultural exchanges to position the city as an Asian hub for fashion trade and business development.

Learn more about us at www.hkdesigncentre.org

This press release is distributed on behalf of the organiser by The Sparkling Code. For any enquiries, please contact:

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Appendix 1: Design District Hong Kong #ddHK's new installation works

1. “#ddSpecial — Hop-on Hop-off” (Exhibition Period: 8/1/2020-3/2/2020)



“#ddSpecial — Hop-on Hop-off” brings together over 30 Ani-com characters from Ani-com Park@Harbour”FUN” to turn 2 trams running on Hong Kong Island and 2 tram stops on Paterson Street (westbound) and Foo Ming Street into “amusement rides” in theme parks. Passengers, regardless of their ages and backgrounds, are invited to hop on the trams to explore a different side of Hong Kong on a jolly journey.

2. “#ddMotion — Walala Playspace” (Exhibition Period: 8/1/2010-9/2/2020)



London designer Camille Walala uses British pop culture elements to create this large-scale installation *Walala Playspace*. She has turned the verdant Central Lawn of Victoria Park into whimsical and playful *Walala Mansion* which is a fun-packed interactive playground for all.

Victoria Park has also been slicked up by local creativity — Hong Kong creative partner Hattrick Creative, has created the design installation *Hearty Rendezvous* with AR interactive experience for the park. The innovative public art experience hopes to evoke the public's echoes of the East-meet-West culture in Hong Kong and prompt them to explore Causeway Bay with play.

Appendix 2: Timetable of “#ddCityMania” Guided Tours

Date	Time	Meeting Point
Chinese Tour		
08/01/2020	10:00am – 12:30pm	Clock Tower at Times Square
11/01/2020 (Chinese Mandarin)	11:00am – 1:30pm	Clock Tower at Times Square
12/01/2020	11:00am – 1:30pm	Clock Tower at Times Square
18/01/2020	11:00am – 1:30pm	Clock Tower at Times Square
01/02/2020	11:00am – 1:30pm	Clock Tower at Times Square
English Tour		
11/01/2020	10:00am – 12:30pm	Clock Tower at Times Square
12/01/2020	10:00am – 12:30pm	Clock Tower at Times Square
19/01/2020	11:00am – 1:30pm	Clock Tower at Times Square
28/01/2020	11:00am – 1:30pm	Clock Tower at Times Square
02/02/2020	11:00am – 1:30pm	Clock Tower at Times Square

Appendix 3: Suggested elf-guided walking routes by Design District Hong Kong #ddHK

	Location
#ddCityMania	
C1	Canal Road Flyover
C2	Ani-com Tram Stop @ Foo Ming Street Tram Stop (105) 8.1.2020-3.2.2020
C3	Lee Theatre Plaza
C4	Jardines Crescent
C5	Ani-com Tram Stop @ Paterson Street Tram Stop (48W) 8.1.2020-3.2.2020
C6	St. Mary Church
C7	#ddPaintHKWALLS@ Tai Hang Resident's Welfare Association Today till 02.2021
C8	#ddPaintHKWALLS@ Shelter Street Footbridge Today till 02. 2021
C9	Hearty Rendezvous@ Water Fountain Plaza, Victoria Park 8.1.2020-9.2.2020
C10	Walala Mansion@ Central Lawn, Victoria Park 8.1.2020-16.1.2020
The Newold Wan Chai	
N1	Blue House
N2	#ddSharing @ Entrance of Stone Nullah Lane (Paving) Today till 02.2021
N3	Old Wan Chai Market
N4	Old Wan Chai Post Office
N5	Hopewell Centre

N6	#ddSharing @ Entrance of Lee Tung Avenue (Paving) Today till 02.2021
N7	Lee Tung Avenue
N8	Woo Cheong Pawn Shop (The Pawn)
N9	#ddDoodles @ Kong Wan Fire Station Today till 02.2021
N10	#ddPaintHKWALLS @Tai Fat Hau Footbridge Today till 02.2021
Pop! Get Inspired at Every Turn	
P1	#ddPaintHKWALLS @ Tung Wah Centenary Square Garden Today till 02.2021
P2	#ddPaintHKWALLS @ Tang Shiu Kin Victoria Government Secondary School Today till 02.2021
P3	#ddPaintHKWALLS@ Morrison Hill Swimming Pool Today till 02.2021
P4	Oi Kwan Barber
P5	7 Mallory Street
N9	#ddDoodles @ Kong Wan Fire Station Today till 02.2021
P7	#ddSharing @ Front entrance of Hong Kong Arts Centre (Paving) Today till 02.2021
P8	Lockhart Road
P9	Foo Tak Building

