



For Immediate Release

**Prologue of K11 Art Month: “2013/14 Art Nova 100 Hong Kong New Faces New Works”
Presenting the “Understandable” Contemporary Art**

(29 April 2014, Hong Kong) Since its inception in 2010, K11 Art Foundation (KAF) has steadily gained momentum through its myriads of art exhibitions and initiatives dedicated to nurture young contemporary artists in China. In sync with the enthralling artistic ambiance that unfolds every May, KAF is pleased to collaborate with the Chinese Contemporary Art Promotion Centre and Art Nova 100 Committee and to present “2013/14 Art Nova 100 Hong Kong” with a theme of “New Faces New Works” starting from May 9 at Hong Kong K11 art space. The exhibition aims to promote the “understandable” Contemporary Art and show the new and dynamic young contemporary art in K11, only in Hong Kong!

Art Nova 100 annually highlights 100 emerging Asian artists and provides platform to showcase their work, by way of organizing large scale exhibitions and seminars in major Chinese cities, as an encouragement and support of youth arts development. In the Hong Kong station tour at K11 in May, Art Nova 100 Committee has selected 60 young Asian artists from China, Hong Kong, Macau, Taiwan and Korea and will showcase nearly 70 selected artworks in various areas of the mall, encompassing installations, paintings, sculptures, photography and mixed media works. Talks and workshops will also be hosted during the exhibition to present the "understandable" contemporary art to Hong Kong people by series of exquisite artworks and activities.

One of the highlight pieces is a giant art installation “Iron Panda” by Beijing artist Bi Heng standing at K11 Piazza. Standing at 6m and weighing over 5 tons, the oriental panda is in the western steel armor. The design combines elements of the east and west, popular culture and traditional values. It implicates the relationship between industrial technology development and natural ecological should be smooth rather than rush.

The youth of today is the main source of creation for contemporary art, and their creations are believed to be positive toward the future. Contemporary Art in Asia had developed step by step from the past learning from its Western counterpart. Nowadays, the youth’s creation has taken the advantage of traditional culture and thoughts, and changed to the real experiences. KAF identifies itself as an incubating force in the global ecosystem of art and are thrilled to support its local art community as well as international art organizations to form partnerships that continue to be innovative, catalytic and inspiring to artists and the public.

The development of art and culture would not be sustainable without venue, patron and creator. K11 hope that, they can emerge more diverse and rich artistic experience to the public through many exciting exhibitions they bring to the K11 community, and to gain public awareness and understanding on art in favour of Hong Kong art and culture development.



Art Nova 100 Hong Kong Station – New Face, New Art

Date: 9 May – 6 July 2014

Venue: Piazza, Atrium, K11 art space (B207)

K11 Art Mall, 18 Honai Road, Tsim Sha Tsui, Kowloon, Hong Kong

In addition to the exhibition, seminars and workshops will be held as part of the programme.

Seminars

Conversation 1

“Art and Patronage” – The Establishment of Young Collectors’ Collection System Workshop

Date & Time: 4:30pm – 6pm, 9/5/2014 (Fri)

Moderator: Ms Montiza Tornow-Siu, Chief Executive Officer, CCAP

Speakers: Mr Adrian Cheng, Chairman, K11 Art Foundation

Professor Zhao Li, Academic Director, Art Nova 100

Conversation 2

Eco-environment of Asian young artists

Date & Time: 4:30pm – 6pm, 10/5/2014 (Sat)

Moderators: Isaac Han, Curator, Planning Department, Art Nova 100

Gary Mok Wai Hong, Curator, CCAP

Artists Speakers: Tao Na, Meng Zhigang, Bi Heng, Meng Baishen, South Ho, Cam Hong, Ivy Peng

Workshops

Workshop 1

“Shoot Slowly – Photography”

Instructor: South Ho (Hong Kong)

Date & Time: 4pm – 6pm, 7/6/2014 (Sat)

In this workshop, South Ho, local photographer will share basic features and operation of the traditional View camera. And he would like to give a precious opportunity for participants to experience and have fun with the large-format camera. Participants will also get an instant photo of the event by taking photo using the camera. Moreover, South will also demonstrate how to transfer the image onto papers through some simple printing techniques.

Workshop 2

“The Landscape Architecture”

Instructor: Eric Fok (Macau)

Date & Time: 4pm – 6pm, 21/6/2014 (Sat)

The Macau artist Eric Fok will introduce how to sketch out the representative landmarks in Hong Kong by utilizing the lines in simple perspective approach; also, he will present the outline of the buildings and



structures clearly. The workshop does not only enhance participants' observational skills and increase their awareness of the architectural design, but also help them realise the architectural evolution of style and fashion.

Workshop 3

“Images on and on”

Instructor: Cam Wong (Hong Kong)

Date & Time: 4pm – 6pm, 5/7/2014 (Sat)

The images that we capture are frozen at the moment; only for that very specific moment can be cherished like forever, but how about the time before or after that moment, those fruitful imaginary spaces? The local artist will create the magic moments with participants by using cell phones, so come and let the tinkle spray!

For enquiries, please contact K11's Customer Service Hotline (852) 3118 8070, refer to the posters in K11 or visit K11's official website: www.K11.com.

The latest happenings at K11 Art Mall will also be publicised at K11 TV (www.K11TV.com).

-END-

About K11

A global high-end lifestyle brand operator under New World Group, K11 is the world's first original brand to pioneer the blend of three essential elements of Art • People • Nature.

Art - K11 not only displays a permanent collection of local young artists' works, but also allows the public to appreciate different local artworks and performance during shopping and leisure through the provision of various multi-dimensional spaces. This can help enhance the communication and exchanges between local artists and the public, nurture habits of art appreciation, and allow young artists to have more opportunities for showcasing their works so as to foster the development of local art.

People - K11 manages, reorganizes and integrates humanity, history and geography of the adjacent regions from various perspectives in different cities. It revitalizes, regenerates and recreates the humanistic experience, art and culture in the regions so as to create a unique K11 multicultural living area.

Nature - Various green design and technology concepts are taken into account in the interior architecture of K11 projects so as to minimize the negative impacts on the natural environment and upgrade the overall quality of urban public premises. Designed with a garden concept, K11 features a multidimensional natural landscape with a variety of local plants, green roof, vertical greening and urban farming, and creates a perfect integration of natural space and local culture so that visitors feel like indulging in an urban oasis and are inspired to consider the intimate relationship between human and nature.

For further information, please contact:

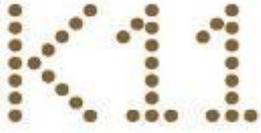
K11 Concepts Limited

Ms Monica Suen

Partnership Marketing & Communications, Marketing Department

Tel: (852) 3723 0058 / (852) 6777 0354

Email: monicasuen@K11.com



Website: www.K11.com

Ms Clara Ho

Partnership Marketing & Communications, Marketing Department

Tel: (852) 3723 0055

Email: claraho@K11.com

Website: www.K11.com