



## **East-meets-West Weekend Market Landing in Cyberport Unleashing Your Innate Artistry \*\* Discovering the World Classics**

Hong Kong – 26 August, 2011 – Presented by Cyberport, the East-meets-West Weekend Market cum modern-classic art fiesta will be staged at the lush green lawn at The Podium of Cyberport.

Flea market or outdoor market is very popular and well received by public in the western world. To offer the similar experience to Hong Kong general public, Cyberport will launch the Weekend Market in the fall for families and outdoor lovers to enjoy.

With a spacious and relax environment, over 40 unique bazaar booths will be offering a comprehensive list of products for shoppers including exotic handcrafts and locally-designed creative gadgets. For the East-West fusion delight, the Weekend Market will also showcase a rich variety of Chinese-style live performances and art-and-craft workshops. What's more, the "PIN-a-Color @ Cyberport", presented by a renowned multi-media artist, will splash more colors onto the bazaar experience! Springing from the Google map "location pin" idea, giant pin fixtures will be decked across the green lawn where visitors can swiftly become artists and unleash their creativity to decorate the pins – an absolute crossover of IT element with art! When the night begins to fall, The Podium will transform itself into the first outdoor theatre featuring the "World Class Classical Music Concerts and Operas".

The Cyberport Weekend Market will be held every first weekend from September to November 2011 and will offer you a perfect spot with fantastic blend of art, shopping and leisure experience. A great weekend getaway for families and tourists!

### **The Weekend Market on the Green**

Cyberport Weekend Market starts from 11am to 6pm at the Podium. The bazaar booths, run by foreign and local artists & craftsmen, will showcase different creations and collectables, ranging from clothing, accessories, handicrafts, furniture to photographic works and food. All goods are unique in style, aesthetic and handmade. Some booth vendors are local young start-up entrepreneurs from Labor Department's "Y.E.S. Youth Employment Start" Scheme, offering goodies that are innovative and dainty which represent Hong Kong's living culture and artistic talents.

Ms. Rhyan Yeung, a young paper carving master from Hong Kong Paper Art Association, will host paper art workshops and teach kids to make cute pencil box, photo frame, candy box and money bank. Workshops are free and on a first-come-first-served basis with limited seats. While experiencing the serenity in paper art, you can also explore a more active side of art in Chinese Kung-fu! On 3 September, award-winning martial artists from New Martial Hero Magazine will demonstrate their skills. Master Yung Kwok Wing will showcase his powerful Wing Chun to public as well. On 4 September, Master Susan Gu will demonstrate another Kung-fu art - Tai Chi. East-West mix, tranquility and action are all in one place!

## **PIN-a-Color @ Cyberport**

Cyberport Weekend Market is also the home of the art installation project “Pin-a-Color @Cyberport” by renowned multi-media artist, Jo Yiu CHENG. Inspired by the Google map “location pin”, dozens of 1.2m high white color giant pin fixtures made of fiberglass will be covering The Podium’s green lawn. Visitors can have a chance to explore their creativity and imagination to design and paint these pins with coloring pack provided. The best piece in each session will be selected and displayed in the upcoming exhibition.

The project master, Jo Yiu CHENG, is a well-known multi-media artist. His works, with a focus on the correlation between digital language and reality, have been exhibited in France and various cities in China, including Hong Kong & Shenzhen Bi-City Biennale of Urbanism\Architecture 2009.

Customers spending HK\$300 at The Arcade of Cyberport or paying a HK\$500 entry fee (all proceeds will go to charity) can have one supersized pin for coloring. Customers can even take photos and share their personalized masterpiece on Facebook or Weibo with their friends in real time - pairing art with technology!

## **Classical In Cinema under the Starry Sky**

When the night draws near, The Podium will become an outdoor theatre to play the classical music extravaganza on the Big Screen. Audiences can enjoy the breathtaking shows on the grass lawn under the starry sky with comfort and peace. Hot meals and drinks can also be ordered together with the tickets. A perfect indulgence for the eyes, ears, and taste!

Featured programmes include Aida, Karajan and Simon Bolivar Youth Orchestra - the best picks from top-notch maestros of the time. A must-see event for all classical music lovers!

Tickets are now available from HK Ticketing, Tom Lee Music and at the Customer Service Center at The Arcade, Cyberport.

[Click here](#) to view the Programme details.

## **Media Arrangement**

Cyberport welcomes members of the press to have on-site tour in order to collect more information of the above events. Guided tours introducing details of the each programme can be arranged on the first day of the Weekend Market (3 September).

-The End-

## **About The Arcade, Cyberport**

The Arcade, situated in the core zone of Cyberport, is a 27,000 m2 retail and entertainment complex with an international mix of a supermarket, restaurants featuring fine cuisines, a variety of retail shops and fashion outlets carrying designer brands, and a state-of-the-art cinema. It is a one-of-a-kind, high-end shopping arcade in the Southern District of Hong Kong.

The Arcade's innovative design and unique architecture integrate nature and technology with retail, entertainment and education/exhibition activities. It offers unparalleled experience for visitors, and provides the community with a place to meet, relax, refresh and do business. In addition, The Arcade is equipped with avant-garde multimedia facilities and Open Wi-Fi, through which visitors can access information at any time and stay connected.

### **About Cyberport**

Cyberport is a creative digital community with a cluster of technology and digital content tenants. It is owned and managed by Hong Kong Cyberport Management Company Limited which is wholly owned by the Hong Kong SAR Government. With a vision to establish itself as a leading information and communications technology (ICT) hub in the Asia-Pacific region, Cyberport is committed to facilitating the local economy by nurturing ICT industry start-ups and entrepreneurs, driving collaboration to pool resources and create business opportunities, and promoting a digitally inclusive society through strategic initiatives and partnerships. Equipped with an array of state-of-the-art ICT facilities and a cutting-edge broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, and a retail entertainment complex.

For details, please visit [www.cyberport.hk](http://www.cyberport.hk)

### **For more information, press only:**

#### **Obediwise Communications:**

Boey Cheng

Tel: 2345 7727/ 9323 0976

email: [boey@obediwise.com](mailto:boey@obediwise.com)