

News Release

For immediate release

Hongkong Land unveils *Central Beyond Vision* exhibition in collaboration with Beyond Vision Projects

Exploring the beauty of Central without boundaries

HONG KONG, 20th March 2018 – Hongkong Land today launched ***Central Beyond Vision*** – a tactile-audio art exhibition that promotes art appreciation for all by enabling both the sighted and the visually impaired to marvel at art that depicts Central’s iconic buildings and scenery. Works also illustrate the pedestrian and transport infrastructure that help make the city accessible to everyone. The exhibition runs from now until 8th April 2018 at The Rotunda, Exchange Square.

As a long-time patron of the arts and a keen supporter of community development, Hongkong Land has partnered with social enterprise Beyond Vision Projects (BVP) to curate this showcase that synchronises tactile painting and audio description to offer an extraordinary opportunity for everyone to experience local arts and culture through multiple senses.

“Hongkong Land is delighted to collaborate with Beyond Vision Projects, who shares the same belief with us that art is for all, and present to the public this collection of inclusive art pieces. This exhibition is empowered by the latest visual accessibility technology, engaging different senses and allowing a wider spectrum of the community to appreciate the beauty of Central and its iconic structures from diverse perspectives. It is about the liberating power of creative arts in action,” said Mr Robert Wong, Chief Executive of Hongkong Land.

“Beyond Vision Projects is thrilled to contribute towards the inclusive art scene in Hong Kong,” said Dr Rico Chan, founder and CEO of Beyond Vision Projects. “Demonstrating our commitment to promote social inclusion, all exhibits have been converted into Tactile-Audio Interaction System (TAIS) panels to deliver visual information for everyone. We believe that art and culture define who we are. Through the use of visual elements, we hope to transcend the language barrier and deliver art and culture for all.”

Central Beyond Vision features tactile paintings of the landmarks, cultural touchpoints and authentic objects of Central. Selected elements have been carefully crafted and converted into TAIS panels, which allow both sighted and non-sighted visitors to touch, hear and feel, providing them with an engaging and memorable multi-sensory visual art experience. These works help audiences develop a deeper connection with the city that they live in and the urban developments that impact their day-to-day living.

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The art pieces were created around four themes as follows:

Central in Hong Kong

- Iconic buildings and landmarks in Central
- Footbridges connecting Central District

Historical Buildings in Central

- Old Supreme Court Building, 8 Jackson Road
- Fringe Club, 2 Lower Albert Road
- Old Central Police Station Compound, 10 Hollywood Road
- St Paul's Church, Glenealy

Public art and iconic buildings in Central

- Water Buffalo I Standing, 1988 and Water Buffalo II Lying, 1987, by Dame Elisabeth Frink, Exchange Square
- Double Oval, 1966, by Henry Moore, Jardine House
- Sir Catchick Paul Chater – Bust, 2009, by Chu Tat Shing, Chater House
- Woman Aflame, 1980, by Salvador Dali, Landmark Atrium
- High Hat Man and High Hat Woman, 1968, by Lynn Chadwick, Alexandra House
- Bronze Lions, by W.W. Wagstaff, HSBC Main Building, 1 Queen's Road Central
- Stone Lions, Bank of China Building, 2A Des Voeux Road Central
- Kowloon Walled City - mural on Graham Street, Alex Croft

Attractions and Transportation in Central

- Bronze statue of Sir Thomas Jackson, 1st Baronet, Statue Square
- The Cenotaph, Chater Road
- Hong Kong Observation Wheel
- Public transport in Central – Minibus, Star Ferry, Peak Tram and Tram

High-resolution photos can be downloaded via this link:

https://drive.google.com/drive/folders/1LY1pkyuf7F40gq1RD_JWDrIYgjymhgbv?usp=sharing

To accompany the exhibition, Dr Rico Chan will be hosting "Touchable Self-portrait Drawing Workshops" for the public on weekends during the exhibition period at The Rotunda. During these free workshops, participants will learn how to draw without relying on sight, helping them connect with their own inner voice and imagination and build mental images through the sense of touch. After a special treatment, the drawings will become "touchable" self-portraits that participants can take home. Seats are limited and will be allocated through pre-registration on a first-come-first-served basis.

RSVP link: <https://goo.gl/7qdAwX>



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Photo caption 1



Mr Kenneth Foo, Executive Director of Hongkong Land (left), and Dr Rico Chan, Founder and CEO of Beyond Vision Projects (right), toast to the opening of **Central Beyond Vision** exhibition at The Rotunda, Exchange Square.

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Photo caption 2



A visitor explores the raised lines of the carefully contoured tactile painting of sculptures, Water Buffalo I Standing and Water Buffalo II Lying.

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Photo caption 3



Sir Thomas Jackson's statue at the Statue Square is savoured by visitor through the sense of touch on its tactile painting.

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Photo caption 4



Visitors' art experience is enhanced by audio description to provide a multidimensional perspective of the iconic buildings and landmarks in Central.

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Photo caption 5



At the exhibition, there are also self-portrait drawings created by both the sighted and the visually impaired who used their sense of touch and imagination to draw self-portrait without relying on their eyesight. The drawings became “touchable” self-portraits after special treatment.

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Beyond Vision Projects

Beyond Vision Projects (BVP) is a social enterprise that enhances quality of life for the visually impaired (VI) and the elderly with low vision by focusing on improving social inclusiveness, accessibility and employment opportunities through Tactile-Audio Interaction System (TAIS) services. TAIS presentations provide multidimensional perspectives of paintings, photographs, graphics, architecture and scenery, even for those with compromised vision. Encouraging results and feedback prove that TAIS can enhance the mental image-building process.

BVP believes that arts and culture inspire us, bring us together, and teach us about who we are and the world we live in despite differences in age, gender, race and physical ability. Arts and culture is for all.

Hongkong Land

Hongkong Land is a listed leading property investment, management and development group. Founded in 1889, Hongkong Land's business is built on excellence, integrity and partnership.

The Group owns and manages more than 850,000 sq. m. of prime office and luxury retail property in key Asian cities, principally in Hong Kong, Singapore and Beijing. Hongkong Land's properties attract the world's foremost companies and luxury brands.

Its Hong Kong Central portfolio represents some 450,000 sq. m. of prime property. It has a further 165,000 sq. m. of prestigious office space in Singapore mainly held through joint ventures, a luxury retail centre at Wangfujing in Beijing, and a 50% interest in a leading office complex in Central Jakarta. The Group also has a number of high quality residential, commercial and mixed-use projects under development in cities across Greater China and Southeast Asia. In Singapore, its subsidiary, MCL Land, is a well-established residential developer.

Hongkong Land Holdings Limited is incorporated in Bermuda and has a standard listing on the London Stock Exchange, with secondary listings in Bermuda and Singapore. The Group's assets and investments are managed from Hong Kong by Hongkong Land Limited. Hongkong Land is a member of the Jardine Matheson Group.

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