

Government launches "Budding Winter" to bring arts closer to community (with photos)

The Home Affairs Bureau and four universities in Hong Kong, today (November 24) launched a new large-scale arts programme - "Budding Winter" to nurture budding artists and bring arts to the community.

This two-month long project is the Government's new initiative, which aims to bring arts closer to the community by showcasing art works of budding artists in four popular parks in the territory. It also demonstrates the Government's commitment to nurturing young talent.

Officiating at the opening ceremony, the Secretary for Home Affairs, Mr Tsang Tak-sing, said: "Our young people are the next generation of talented artists and audiences and we are making them the centre stage in 'Budding Winter'. We have engaged more than 180 artists in this project with a total of 90 art displays in Hong Kong Park, Kowloon Park, Sha Tin Park and Tuen Mun Park."

"'Budding Winter' shows us how arts can go beyond the walls of museums and galleries. We are giving our young artists the first opportunity to display works in the public sphere, in the open space where they can experiment with their ideas and through their art, converse with the public. This is also an opportunity for the community to actively and physically embrace the arts in a more lively environment so that they too, can interact."

"We are also exploring the opportunity of bringing some of the student artists and their artworks for display at the Shanghai Expo 2010. We believe this is a fantastic chance to expose and broaden the horizons of our young artists, as well as giving them a presence in an important international event," Mr Tsang added.

"Budding Winter" is one of the initiatives of the Steering Committee on Culture and Creativity set up under the Home Affairs Bureau and the Commerce and Economic Development Bureau. And together with the support from the Education Bureau and the Tourism Board, this programme is able to go into the schools in Hong Kong and reach out to the tourist community. Participating universities have offered a lecture on art appreciation to school teachers. "In the coming two months, we will also organise guided tours for students. Up till now, more than 4,000 students have already registered for participation in about 200 guided tours," Mr Tsang said.

Highlight activities of "Budding Winter" include: (i) "art in the park" which showcases contemporary outdoor artworks from university students and young artists in the parks; (ii) "fun park day" for families to enjoy fun activities; (iii) music and dance performances in parks (iv) free public and school tours to various arts venues; and (v) artist village and art gallery open day guided tours.

Mr Tsang expressed his appreciation to the four universities - the Chinese University of Hong Kong, the Hong Kong Polytechnic University, the City University of Hong Kong and the Hong Kong Baptist University - and all other collaborators for their participation in this project. He also thanked Mr Benny Au, an established designer in Hong Kong, for his effort in the design of the event logo as well as the Hong Kong Comics and Animation Federation for their contribution to the design of the attractive guide map in collaboration with Benny.

"Budding Winter" will become a regular major art event to be partnered between the Home Affairs Bureau and the universities.

Ends/Tuesday, November 24, 2009

Issued at HKT 17:56

NNNN

