

“Quotidian Architectures” Venice Biennale Response Exhibition

April 30th to June 25th 2011

Former Central Police Station Compound, 10 Hollywood Road, Central, Hong Kong.

Press Release

QUOTIDIAN ARCHITECTURES VENICE BIENNALE RESPONSE EXHIBITION OPENS IN HONG KONG TODAY

Hong Kong, 30 April 2011 – Following participation in the internationally acclaimed Venice Biennale 12th International Architecture Exhibition, Quotidian Architectures Venice Biennale Response Exhibition opens in Hong Kong today.

Jointly organized by the Hong Kong Institute of Architects (HKIA) and the Hong Kong Arts Development Council (HKADC), the exhibition is a continuation of the Hong Kong Pavilion of 2010 Venice Biennale 12th International Architecture Exhibition which was held in Italy late last year attracting around 44,000 international visitors. The organizers are now bringing the response exhibition to its home audience in Hong Kong.

An Opening Ceremony was held at the Former Central Police Station Compound today to mark the inauguration of the exhibition, with Miss Elizabeth Tse, Permanent Secretary for Commerce and Economic Development (Communications & Technology) as the Officiating Guest and Ms. Alessandra Schiavo, The Consul General of Italy as the Guest of Honour.

At the Opening Ceremony, Ms. Juan Du, Co-Curator of the exhibition, announced the official opening of the exhibition featuring cross-disciplinary design projects that are inspired by the creativity and intelligence of daily life in Hong Kong. Following the ceremony, guests and visitors were led by curators through the exhibition, ending with a reception of popular local street treats. A discussion forum was also held after the ceremony which celebrates the opening of the exhibition by focusing on two important aspects of everyday life – clothing and food. The discussion forum included Hong Kong and overseas guest speakers from diverse backgrounds of design, literature, fashion, art and architecture.

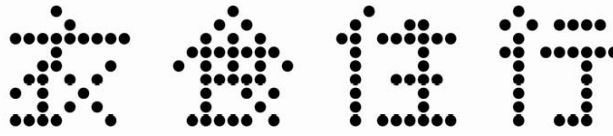
Ms. Alessandra Schiavo, The Consul General of Italy, said, “The contribution that Hong Kong gave last year – for the third time in a row – to the ‘Biennale di Architettura di

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Venezia' was precious, lively and original. It reflected the unique character of Hong Kong people, who evolve fast in a very fast environment and are very creative. It also showed the convergence of the quest of many architects, coming both from Hong Kong and from Italy – a country with outstanding architectural traditions – for new designs and new projects, capable of satisfying the lifestyles and needs of the XXI century."

Mr. Dominic Lam, President of HKIA said: "HKIA is very delighted to co-organize the Biennale with HKADC for the 3rd time to showcase our architectural arts in this world-renowned event. To ride on the success of the première in Venice in last autumn, the Response Exhibition will provide an opportunity for local general public to enjoy the exhibition. Visitors will find architecture and design which demonstrate their creativity and innovation by engaging to the unique urban environment and the ecology of the city."

Speaking on behalf of HKADC, Mr. Wilfred Wong, SBS, JP, Chairman said: "As its co-organiser, we not only provide the exhibition with a strategic venue in Venice; we also offer our experience at previous biennales to assist with its planning, coordination and implementation. Our past three years at the architecture exhibition have been a proven success, attracting a total of around 100,000 visitors."

Quotidian Architectures explores inventive ideas and responsible practices of architecture for everyday living. With twelve core exhibits, the exhibition focuses on six core necessities: clothing, food, dwelling, transport, education & leisure and examines through each how architecture can make a meaningful difference in the urban environment through learning from the daily life of Hong Kong. For the Response Exhibition, socially conscious projects from both the local and international design communities are also showcased through the format of four bi-weekly rotating exhibitions.

The Quotidian Architectures Venice Biennale Response Exhibition is open to the public from 30th April, 2011 – 25th June 2011 at the Former Central Police Station Compound, 10 Hollywood Road, Central, Hong Kong. Throughout the exhibition period, there will

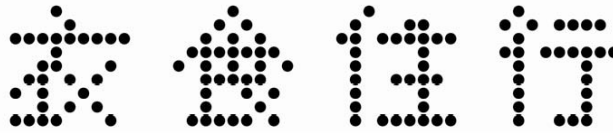
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be a series of Rotating Exhibitions as well as Forum Discussions. Opening hours from Tuesdays through Sundays are 10am to 6pm (Mondays closed). Free Admission. The event is funded by Create Hong Kong and the West Kowloon Cultural District Authority and sponsored by Sino Forest Corporation, Orient Overseas Container Line, Faculty of Architecture of the University of Hong Kong and Rising Aerial Platform.

For details and event schedule of the Quotidian Architectures Venice Biennale Response Exhibition in Hong Kong, please visit our website: www.venicebiennale.hk/vb2010

Headed by Juan Du and Chad McKee, the curatorial team includes Mary Chan and Giulia Foscari. The steering committee is composed of Franky Choi, Stephen Ho, Errol Patrick Hugh, Anna Kwong, Joshua Lau, Betty Mak, Ellen Ngan, Winnie Yip and Franklin Yu.

To find details on each exhibitor, please refer to the enclosed exhibitors list.

For high-resolution photos, please download them here:
www.creativegp.com/QAVB/Opening_EventPhotos.zip

For editors:

Established in 1895, the Venice Biennale is one of the most influential cultural institutions for promoting new directions in art and design. The 2010 Venice Biennale 12th International Architecture Exhibition was held last fall in Italy and marks the third time Hong Kong has participated in this prestigious event. Having successfully attracted around 44,000 international visitors in Venice, the 2011 Venice Biennale Response Exhibition brings the Quotidian Architectures Exhibition to its home audience in Hong Kong.

Jointly organized by the Hong Kong Institute of Architects (HKIA) and the Hong Kong Arts Development Council (HKADC), the Quotidian Architectures Venice Biennale Response Exhibition displays collaborative works of Hong Kong architects and visionaries.

For further information, please contact:

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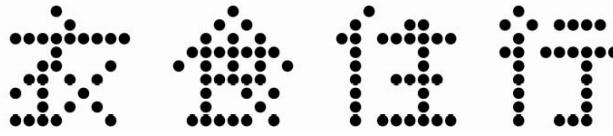
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List of Exhibitors

Group	Exhibit Name	Creators
CLOTHING	1. Clad	dauidclovers + C.E.B. Reas
	2. Underwear	Map Office+ Sun Hing Industries Holding Ltd
FOOD	3. Open Rice Box	Urban Rethink Tank + Craig Au Yeung
	4. Rural-Urban Ecology	Joshua Bolchover + John Lin + Community Project Workshop, Faculty of Architecture, University of Hong Kong + Kadoorie Farm
DWELLING	5. Harmony in Dense City	Hong Kong Housing Authority + Michael Wolf
	6. Serial Systems	Ocean Consultancy Network + C:A+D (Carlow Architecture and Design) + Rocker-Lange Architects
TRANSPORT	7. Elastic Streetscape	William Lim + Philip Yung
	8. Thermallmeter	Adam Snow Frampton, Jonathan Solomon, Clara Kar Wing Wong + Clean Air Network
EDUCATION	9. Our Creative “Way”	Rocco Design Architects Ltd + HKICC Lee Shau Kee School for Creativity
	10. Compact Campus	The Office for Metropolitan Architecture (OMA) + Chu Hai College
LEISURE	11. The Landscape of Wetland Park	Urbis Ltd + MET Studio Design + Wildfowl & Wetlands Trust (Consulting) Ltd
	12. Demolition as Construction	RAD + Greg Girard

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香港建築師學會
The Hong Kong Institute of Architects



香港藝術發展局
Hong Kong Arts Development Council

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