



Avenue des Arts

Contemporary Art Gallery



URBAN HACKING

For immediate release

Group show: NASTY, Hopare, Pure Evil, Marc Allante

Soundwill Plaza II - Midtown and Avenue des Arts Gallery invite top Street Art talent from France and Europe to create a site-specific installation and exhibition in the heart of Causeway Bay. With over 4000 sq.ft. of space, the artists including Nasty, Hopare, Pure Evil and Marc Allante will reinterpret the definition of Street Art at this unique pop-up space on the 17th floor for 1 month. The public will be able to witness these unique creations in a free exhibition from 30/5 to 29/6/2014. To leave with a piece of this place as a souvenir and to support the work of street artists, some original artworks will be on sale.

Organised as an associated project of the Consulate General of France in Hong Kong and Macau, Le French May aims to present a whole range of events and offers a selection of the best of French creativity. With more than 120 events spanning two months, it is the most diversified festival in Asia: it is a cultural platform that showcases the finest art forms and cultural exchanges.

Opening Reception:

Friday, May 30th from 6pm – 10pm

Midtown POP, 17/F Soundwill Plaza II - Midtown, Causeway Bay

****For the opening night, the artists will be there, along with live performances by DJ YAO, magician Stuart Palm and street dancers supported by Studiodanz.*

Beverage Sponsor
for Opening Cocktail:



Music Equipment Sponsor:



Exhibition Period: May 30th to June 29th 2014

Opening hours: Every day 12PM – 8PM

*Free Admission***Venue: Midtown POP, 17th Floor**

Soundwill Plaza II- Midtown

1 & 29 Tang Lung Street

Causeway Bay, Hong Kong

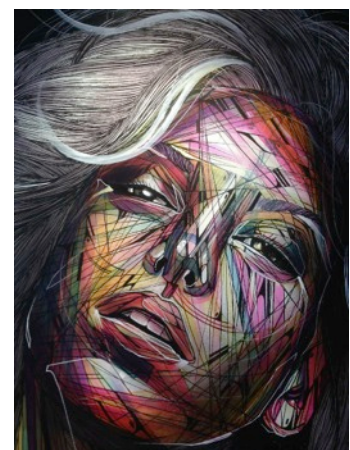
About the Artists:

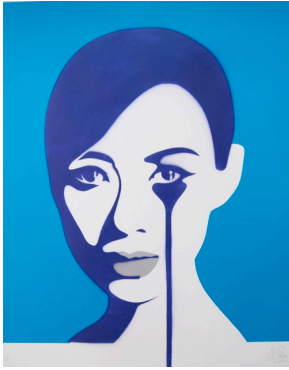
Alexandre Hildebrand, aka **NASTY**, was born in 1974 in Paris. He distinguished himself as a prolific subway painter in Paris with his use of bright colors in wildstyle and old school block letters. His underground activity has made him a reference for current generations. In parallel, he has participated in numerous advertising projects (1664 beer, Mercedes, BNP Paribas, Coca-Cola, Bic, Nestlé...) or in the world of "artoyes" with Kidrobot and Toy2R in Hong Kong.



Hong Kong born artist **Marc Allante** has carved a niche online presence selling his work internationally through both commissions and through his online gallery. Merging traditional Chinese and Japanese inks with European watercolour and pen techniques in a contemporary style, his creative process reflects the fusion of his Chinese-French ancestry and brings it into a modern context.

Hopare is the pseudonym of French artist Alexandre Monteiro. In just a few years he has managed to take the European art scene by storm. Hopare's work embraces a mix of the figurative and the abstract with colourful work that dramatically contrasts with the grey streets against which it is often displayed. Although just 24 years old, Hopare has already gained a modest amount of fame. His work can be found in the city of Amsterdam as well as other prominent establishments throughout Europe.





Charles Uzzell-Edwards is a graffiti artist known by the moniker "**Pure Evil**" and is a stablemate of Banksy. He is also the son of Welsh painter John Uzzell Edwards.

As an artist in the past 5 years Pure Evil has exhibited worldwide in China, Russia, Mogolia, Brazil, USA and all over Europe. He lives in London where he produces a monthly radio show and regularly gives workshop and participates in lecture about Street Art.

About Avenue des Arts Gallery

Avenue des Arts opened its first gallery in Hong-Kong in December 2013.

Located on the 12th floor of the Hollywood Centre, in the heart of Sheung Wan, the gallery showcases solo exhibitions of emerging and established artists from all over the world.

About Soundwill Plaza II – Midtown / Midtown POP

To support local art and promoting the community culture, Soundwill Group continues to be committed in its contribution to art activities and exhibitions. We aim to provide local and international artists opportunities to showcase their talents to the public through art exhibitions and public art installations at Soundwill Plaza II - Midtown. To increase awareness and present world-class art events in Hong Kong, **Midtown POP**, a multi-purpose venue located on the 17th floor will launch this May to provide a pop-up creative space.

Midtown POP is to become a platform for local arts and cultural development, and to be a pioneer in bringing world-class visual arts, performing arts and culture through various types of activities for art appreciation and enjoyment in the metropolitan. The first world-class art event to be held in **Midtown POP** is Apocalypse Postponed, an Art Bar Installation presented by Absolut, a partner of Art Basel.

Located in the centre of visitor flow and consuming power within Causeway Bay's golden triangle, the 31-storey 「Soundwill Plaza II – Midtown」 will be the new home to renowned international brands, and will offer an unprecedented shopping experience thanks to its unique design, retail concept, superb location, impressive views over Victoria Harbour and the city skyline.

About Le French May

Created in 1993, Le French May is one of the largest cultural events in Asia. Dedicated to the cultural exchanges between Hong Kong and France, the festival has attracted over 5 million participants since its inception. With more than 120 events in two months encompassing exhibitions, performances, cinema and gastronomy, Le French May is a platform to discover the finest of French culture from the purest classical to the latest contemporary creations.

Press Preview

Press preview for URBAN HACKING with the presence of the artists:

Friday May 30th 2014 from 4 to 6 pm at Midtown POP, 17/F of Soundwill Plaza II - Midtown

Public Relation / Avenue des Arts Contact

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Monday to Friday from 11am to 7pm / Saturday from 11am to 6pm / Sunday by appointment only

Information about Midtown POP and Programming

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