



## Press Release

For immediate release

# 1881 Heritage, Consulate General of France in Hong Kong and Macau and Avenue des Arts Gallery presents “No other future but the future – *Aurèle*” Exhibition

(10 April, 2014, Hong Kong) The “No other future but the future – *Aurèle*” Exhibition will be held at 1881 Heritage from 1 May to 31 August, 2014 by Avenue des Arts Gallery, Consulate General of France in Hong Kong and Macau, and sponsored by 1881 Heritage, a Hong Kong cultural and shopping landmark located in Tsim Sha Tsui. It will showcase sculptures of two giant dogs by Aurèle Ricard aka Aurèle, one of the foremost post-industrial plastician artists in the world.

The eye-catching exhibits of this exhibition: LostDog CO2 and the yellow LostDog illustrate Aurèle’s creative purpose of raising awareness and inspire people to live a better life. In cooperation with the French May 2014, Aurèle uses a living wall to create a giant dog sculpture measuring 3.8M (13ft.) high. He works with the theme of sustainable development and “new” environmental technologies used in urban areas, resulting in the creation of a giant dog sculpture covered with a selection of air-filtering plants (LostDog Co2). This canine bio-filter will be made of a dense jungle of ferns, ivy and other vines that have the ability to neutralize harmful chemicals in polluted air-perfect for any city. Such green sculptures purify at the same time as they serve as a prototype for a new generation of art that is aesthetic and that truly works to beautify the environment around it.

The yellow LostDog is the first character of Aurèle’s LostDog creation series in mid 80s. Measures 2.9M high, it will share the positive message of caring and love together with LostDog CO2. “It’s a metaphoric image of our own lives lost among pollution, epidemics, wars...This LostDog is you, it’s me, it’s the next generation. And with my work I would like to raise awareness to give our children a better future”, said Aurèle. His work does not cease to spread and include every conscience that it touches in its progression.

The exhibition area at 1881 Heritage will bring the visitors a relaxing environment by creating an atmosphere of formal French garden, inspired by the garden of the Château de Versailles and parisian parks as Parc Monceau and Jardin des Tuileries.

In addition to the exhibition at 1881 Heritage, a selection of Aurele’s works will be on display at Avenue des Arts Gallery in Sheung Wan.

First collaboration between Aurele and Dimitri Lorin, founder, in 2013, of the Avenue des Arts Gallery, the show preludes a monumental monography that will be published end of 2014 at the editions La Difference.

Details of the exhibition are as follow:

### **Exhibition period**

Period: 1 May to 31 August 2014

Aurèle | LostDog Monumental Sculptures  
1881 Heritage Grand Piazza  
2A Canton Road, Tsim Sha Tsui  
Tel: (+852) 2926 8000  
www.1881heritage.com  
Open every day for free 10am -10pm

Aurèle | Solo Exhibition  
Avenue des Arts Gallery  
Unit 06, 12/F Hollywood Centre  
233 Hollywood Road, Sheung Wan  
Tel: (+852) 2744 6699  
contact@avenuedesarts.org  
www.avenuedesarts.org  
Mon to Fri 11am – 7pm  
Sat 11am – 6pm



Avenue des Arts

Contemporary Art Gallery



### **Press Information**

#### **Press Interview Opportunities**

- 5 May (Mon) afternoon 3 -4 pm

#### **Community Outreach activity**

Local children will draw together with the artist Aurèle on the yellow LostDog

Date: 5 May, 2014 (Mon)

Time: 4:00pm -6:00pm

Venue: 1881 Grand Piazza

Participated organisation: Kids Gallery

#### **Opening Cocktail**

- 5 May (Mon) evening (6:30 – 8:00pm)

### **About 1881 Heritage**

Located in the heart of Tsim Sha Tsui, the Former Marine Police Headquarters have been rejuvenated and re-integrated into the urban fabric of the surrounding area. The 120 year-old historical development has been revitalized and transformed into a cultural and shopping landmark in Hong Kong – “1881 Heritage”.

Following extensive renovation and conservation works by Cheung Kong (Holdings) Limited, “1881 Heritage” now features luxury shops, fine dining establishments and hip bars, a heritage hotel, and a Heritage Hall which allows visitors to discover the history of the site.

With the prime location on Canton Road, “1881 Heritage” is at the centre of the Tsim Sha Tsui cultural and shopping hub. It is only steps away from Hong Kong Cultural Centre, Hong Kong Space Museum and Hong Kong Museum of Art. “1881 Heritage” can be conveniently reached by various modes of public transport, including by MTR, ferry and bus.

1881 Heritage Address:

2A Canton Road, Tsim Sha Tsui, Kowloon

[www.1881heritage.com](http://www.1881heritage.com)

### **About Aurèle**

In 1986 when Aurèle met Andy Warhol he came across a small poster about a stray dog “Bob, The Lost Dog.” Aurèle recalls the moment when he spotted the poster and in that instant, found a motif that would become an ongoing source of inspiration for his art.

Aurèle’s work is also inspired by a range of sources including Pop Art, New Realism, Arte Povera, Dadaism and more.

He does not aspire to denounce but to announce: his position, in this sense, is one of a true educator. His work is a battle field, where shapes rise as a concrete solution and a reminder of the individual’s power on the ecosystem. His work does not cease to spread and include every conscience that it touches in its progression. When planetary conscience and selfless love for the other threaten to disappear for good, Aurèle ignites a light for us in the night.

Born in 1963, Aurèle is now one of the foremost post-industrial plastician artists in the world. Near the end of the 80’s Aurèle burst onto the art scene and since then has exhibited in every capital city’s contemporary art museums in locations such as Paris, Tokyo, New York and Shanghai.



**About Le French May ([www.frenchmay.com](http://www.frenchmay.com))**

Organised by the Consulate General of France in Hong Kong and Macau, Le French May has attracted over 5 million visitors since its inception in 1993.

With more than 120 events spanning two months, Le French May is the most diversified festival in Asia: from exhibitions and performances to cinema and gastronomy, the Festival is a cultural platform that showcases the finest art forms and cultural exchanges.

Le French May aims to present a whole range of events, from dance and design to cinema and paintings, covering classical and contemporary genres: the Festival offers a selection of the best of French creativity.

Le French May wishes to spread this creativity everywhere: from concert halls to public spaces, from the streets to shopping malls, and from museums to the racecourse.

Le French May is conceived for everyone, to reach the widest audience while pursuing actions towards art education: from guided tours to master classes, from students' tickets to public lectures, it brings art to the entire community.

As a bridge between East and West, Le French May actively collaborates with the local arts scene to create specific programmes featuring the best blend of our cultural differences.

**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. The majority of artists that we represent are French, but we also include pieces from American, Brazilian and New Zealand artists. We are offering you a chance to discover artists who work with various forms of media, from oil paintings, to sculptures, and photos. Amongst them are works by Marcos Marin, Aurèle Lostdog, Nathalie Decoster, Gregory Berben, Nasty, Rubem Robierb, Mozart Guerra, Paul Milburn and Jeff Callec.

For media enquiry, please contact:

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