



In partnership with



Venue Sponsor

CALIFORNIA
TOWER

Beverage Sponsor



FOR IMMEDIATE RELEASE

Avenue des Arts Launches the First Pop-Up Cross-Genre Contemporary Art Exhibition in Lan Kwai Fong

- *“Paint Me, I’ m (almost) famous” opens on 25th June in the presence of the famous sarcastic caricature specialist Fox Daniels -*

(Hong Kong – 2nd June, 2015) – As part of the associated program for Le French May 2015, Avenue des Arts Gallery and Lan Kwai Fong are pleased to announce the first pop-up art exhibition which will open on 25th June on the 22nd floor of the newly revamped California Tower in the heart of Lan Kwai Fong.

The group exhibition, which highlights four established contemporary artists, Marcos Marin, Fox Daniels, Tehos and Artheline, has its unique proposition by presenting artworks that transfer artists’ French cultural experiences into contemporary expressions. The combination of paintings and sculptures not only creates a strong visual dynamic but also offers a reflective opportunity for the audience to explore and reinterpret the shared emphasis of vanity, appearance and popularity.

The private VIP Opening Reception on 25th June will be graced by the presence of Fox Daniels, specialist of sarcastic caricatures for an evening of interesting dialogue exchanges with the audience.

“We are very pleased to be the first art gallery selected by the Lan Kwai Fong Group to represent the contemporary French Art movement at California Tower,”

said Jennifer Duval Managing Director, Avenue Des Arts. "This bold, cross-genre art exhibition offers a unique opportunity for people to explore the works of contemporary French artists and at the same time, bring them closer to the playfulness of French culture here in Hong Kong."

By using either well-recognized icons or contemporary subjects, all artists presented in this exhibition deliver pop artworks that can effectively communicate with the viewers of which Fox Daniels' approach of depicting hot topics of modern society through the humorous caricature is eye-catching, fun yet also reflective.

"We are very excited to be partnering with Avenue des Arts for the first time. We want to introduce even more fun and memorable experiences to Lan Kwai Fong this year and onwards," said Jonathan Zeman, Chief Executive Officer. "Paint me, I' m (almost) famous exhibition offers the kind of edgy yet sophisticated experience that Lan Kwai Fong wants to bring to everyone in Hong Kong!"

ABOUT THE EXHIBITION

Never mind who I actually am, just paint me, I am (almost) famous.

Admit it or not, the desire to be famous is secretly buried within each of us. Just like money, we cannot resist the temptation to be rich or influential. What do people do nowadays to reach tons of likes on social media in hope to become famous instantly then? Selfies! Post the stunning portraits (after editing)!

Paint Me, I' m (almost) famous, an exhibition that one cannot find elsewhere features four artists influenced by French culture. The artistic interpretations on contemporary issues of appearances and vanity mark the uniqueness of this exhibition, especially the idea to bring French humorous and somehow sarcastic pop art into the Hong Kong art scene. Each artist has contributed his or her very own creativity to present to you French philosophy and reflection of contemporary society. Along with the wide selection of works that range from paintings to sculptures, the exhibition will certainly provide you an unforgettable visit to the newly opened California Tower located in the heart of LKF.

Opening reception on June 25 from 6.30 PM to 9.30 PM is sponsored by Catangi Limited, Bordeaux wine expert.

Following the private Opening Cocktail on June 25th, the “Paint me, I’ m (almost) famous” exhibition will be opened to the public from June 26th – July 2nd everyone from 12 PM to 10 PM.

For more information: www.californiatower.com/portfolio/

-Ends -

For media inquiries:

Avenues Des Arts

Coralie

Coralie.bekaert@avenuedesarts.org

OR

Lan Kwai Fong Group

Aurelie

aurelie@lkfgroup.com

ABOUT THE ARTISTS

Marcos Marin

Official artist of His Serene Highness Prince Albert II of Monaco, Marcos Marin is an optical artist featuring numerous portraits of celebrities from all over the world. In Marcos’ paintings and sculptures, viewers are encouraged to look at the celebrity icons from a different perspective as implied by the illusionistic optical effects. The idea of walking around the artworks involves viewers to create more interactive dialogues on issues of reputation and fame.





Fox Daniels

Fox Daniels uses bold colors and adopts different economies of painting techniques to create caricatures that mirror the contemporary society. Her subjects could be individuals of prominent personalities from a particular arena, be it politics, industry or society. The perhaps cliché handling of subjects is in fact both humorous and reflective at the same time.

Tehos

Tehos is an artist who chooses to express society issues by mixing mediums that are capable of representing modernity such as collages and acrylic paint. Within his works, the anonymous figures could resemble any audiences who are looking for balances with the materiality of society, as indicated by the crowded surface of canvas.



Artheline

Artheline's unproportionate sculptures evoke playful and naïve emotions from the viewers. The daring colour combinations reflect the dynamic of pop sculptures. Unlike the often-conflicting society, the sculptures are mostly rounded and smooth on the edges that bring a fun visual experience to viewers.

ABOUT AVENUE DES ARTS

Avenue des Arts is a Hong Kong based gallery that provides contemporary art consultancy services for hospitality, property and corporate project's design and specializes in the creation of contemporary art exhibitions and cultural events.

The gallery collaborates with established and emerging international contemporary artists keen to develop their folio in Asia.

Depending on the clients needs, all the artists represented by Avenue des Arts are able to customize unique and original art pieces or produce limited series for various projects and spaces.

Our folio includes worldwide private art lovers and collectors as well as residential & hospitality clients.

Avenue des Arts stays up to date with the latest trends in contemporary art and design and our folio includes different medium: Painting - Wall Painting - Sculpture - Ceramic - Art Objects - Fine Art Photography - Original Print - Serigraphy...

www.avenuedesarts.org

www.facebook.com/AvenuedesartsHK

instagram.com/avenuedesarts_hk/

ABOUT LAN KWAI FONG GROUP

Lan Kwai Fong Group is a dynamic company involved in diverse sectors in Hong Kong as well as major cities in Mainland China and throughout Asia. Its core business includes property acquisition, development, operation and management for commercial leisure & entertainment use. Other businesses include luxury resort & residential property, high-end restaurants and bars, financial investments, movie production & distribution, and beverage production.

The Group is a major property developer of the Lan Kwai Fong district in Hong Kong and owns multiple properties in the area including the fully-revamped California Tower featuring premium dining, international entertainment and creative lifestyle concepts.

The Group's ventures in Mainland China include Lan Kwai Fong Chengdu in Sichuan Province, Mission Hills Lan Kwai Fong Haikou in Hainan Province, Lan Kwai Fong Wuxi in Jiangsu Province and its latest mega project Shanghai DreamCenter. The Group also developed the award-winning Andara Resort & Villas and Andara Signature, a collection of luxury villas and holiday apartments in Phuket, Thailand.

www.lkfgroup.com

ABOUT CALIFORNIA TOWER

Located in the heart of Hong Kong and a convenient three minutes walk from Central Station is Lan Kwai Fong Group's new California Tower. With dramatic high ceilings, huge windows and open terraces on almost every floor, the 27-story new California Tower is one of the top destinations featuring the latest in dining, nightlife, culture, art and fitness. It is a fresh, one-stop destination dedicated to meeting all of your lifestyle needs and desires.

The 27 stories of California Tower offer everything from Pure Fitness (a cutting edge fitness facility complete with all the amenities) to landscaped outdoor terraces to hot new nightclubs like Zentral.

California Tower is the trendiest, most fun spot in town. It represents everything new and exciting happening with LKF and is a shining vision for our future.

www.californiatower.com

Facebook@lankwaifonghongkong

Instagram@lankwaifonghk

ABOUT CATANGI LIMITED

Catangi Limited is a wine importer based in Hong Kong since 2010. Their portfolio includes over 100 wines from Bordeaux, Loire, Alsace, Burgundy, Côtes du Rhône and Languedoc and also offers Champagne and fine sparkling wines. All the selected wines mainly come from small and family-owned wineries. Catangi committed to offering their customers a wide range of high quality French wines at a competitive price and a unique service. All the wines are carefully selected to satisfy all palates from the beginners to the connoisseurs.

<http://www.catangi.com/>

ABOUT LE FRENCH MAY

Established in 1993, Le French May is one of the largest cultural events in Asia. With more than 120 programmes presented across two months, it has become an iconic part of Hong Kong' s cultural scene that attracts approximately 2 million visitors each year.

The objectives of Le French May are to touch everything, to be everywhere and for everyone. To touch everything by showcasing the most diversified art forms: from heritage and contemporary arts, paintings and design, to classical music and hip-hop dance, cinema and new circus.

To be everywhere by bringing performances to various venues and districts, including the unusual and unexpected: from cultural centres and shopping malls, to public spaces, the racecourse and Victoria Harbour.

For everyone because the Festival aims to reach out to the entire community by developing educational programmes, talks, guided tours, workshops and masterclasses, including those that directly benefit the young and less-privileged.

For 22 years, Le French May has been both truly international and distinctly local and wishes to contribute to the unique appeal of Asia' s World City.

Le French May received the "Gold Award for Arts Promotion 2008" from the Hong Kong Arts Development Council.