



MEDIA RELEASE

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“Sparkle!” exhibition series launched at Oi!

The “Sparkle!” exhibition series organised by the Art Promotion Office (APO) under the Leisure and Cultural Services Department (LCSA) brings together seven young curators and designer partner Karr Yip, who will use the LCSA’s Oi! art space as a springboard and a platform for planning and staging exhibitions and other events. The exhibition series starts with the “Sparkle! Art for the Future” exhibition, to be held from tomorrow (September 27) until January 12 next year at Oi! The exhibition will showcase the guest curators’ ideas on the relationship between contemporary art and life and explain how they can engage and empower the public with this exhibition project.

Many great ideas begin from a tiny spark of inspiration. The “Sparkle!” exhibition series seeks to ignite these creative sparks by creating an open and experimental platform for curators and artists to present to the public a new direction of art development. With the further aim of facilitating and encouraging different forms of creative activities, the exhibition series hopes to bring unbound thoughts to life and encourage people to get together as public members of Oi!

Individual exhibitions by the participating curators will run throughout 2014 and 2015. Each of the curators will use their specific perspective to narrate the relationship between art and the community. Kwok Ying encourages public participation and discussion by enrolling them as members of her “Collector Club”, in order to explore the meaning that lies behind the act of collection and the value of art. Orlean Lai’s “Zoo as Metaphor” uses the zoo as a reference point for art collection and to question this method of exhibition. She sets out to challenge the different possibilities by asking “what is art?” Lee Chun-fung’s “Notice Board for ‘WHAT IF’ Artist Village” looks at the power of artists and art organisations to create art when faced by the challenges and deadlocks posed by the “manufacture” art for consumerism. In “I Wanna Eat! Yummy! Yummy!”, Janet Fong invites art practitioners and food and

beverage workers of different ages, backgrounds and experiences, to embrace and explore each other's lives and thus create a boundless feast of art filled with images, impressions and flavours. "Regarding Lightness - The Weight of Lightness: Bio-gravity" by Yeung Yang and her curatorial team members Susi Law, Wong Chun-hoi, Joao Li and So Wai-lam provides another portal for artists' self-discovery through the writing of personal profiles. In Vivian Ting's "When Art Becomes Attitude ...", artists will go into the community to meet with different groups of people, so as to explore the public's artistic imagination and demystify the seemingly vague and distant connection between art and the public. Gum Cheng, in his "After One Hundred", invites artists working in different media to visit Oi! Here they will be asked to take note of the changes or lack of changes in their surroundings, and to create art with the aim of sharing their thoughts with the public.

Oi! is open from 10am to 8pm from Tuesdays to Sundays and on public holidays, and from 2pm to 8pm on Mondays. It closes at 5pm on Christmas Eve and Chinese New Year Eve, and is closed on the first two days of Chinese New Year. Admission is free.

For more details of the exhibition, please visit the APO website: www.lcsd.gov.hk/apo, or contact the Community Art Team of the APO at 2512 3007 or 2512 3008.

Ends/Thursday, September 26, 2013

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In his exhibition project "After One Hundred", Gum Cheng invites participating artists to take notes and create artworks at specific sites around the Oi! art space. The project seeks to observe "changes" and produce "insights" through involvement. Photo shows "Painting like an Artist: Plein Air" by one of the participating artists, wen yau.



In the exhibition project “Collector Club”, Kwok Ying invites the public to join as members of the Club. Those who join the Club will be offered the chance to gain an understanding of the values of art and its particular market system through activities.



The "Sparkle! Art for the Future" exhibition opened today (September 26) at Oi!, an art space of the Leisure and Cultural Services Department. Photo shows the guest curator Gum Cheng (back row, fourth left) and participating artists burying time capsules at Oi! to mark the opening of the exhibition.