

Press Release

For Immediate Release

Miele exclusively presents SKETCH Hong Kong Food 2015
The first large-scale sketching event in town
A record of local food culture through arts



Ho Chi Yin' s sketch @ Lei Yue Mun



*Fung Kin Fan' s sketch @Blue House, Wan Chai
(Blue House is listed as a historic building in Hong Kong
- Landmark of Wan Chai)*

1 April 2015, Hong Kong - SKETCH Hong Kong was founded in 2014. With the continued support from the public, it has visited nine locations, recording stories of Hong Kong people and events through the medium of sketches.

SKETCH Hong Kong is honored to have the full support from Miele, the world renowned appliance brand. An exhibition entitled SKETCH Hong Kong will be held at Miele's Private Lounge from April 9 to 10, 2015. More than 30 paintings from selected participants will be featured. With the use of various painting tools, each of the sketchers portrays famous historic landmarks and different cultural lifestyles in a multi-angular view.

SKETCH Hong Kong was established by Arts in Heritage Research (AHR), a local non-profit organisation. It aims at enhancing linkage between communities in Hong Kong through sketching in field trips and cultural tours, so as to raise the public awareness and appreciation towards cultural heritage conservation. In 2014, SKETCH Hong Kong has visited the residence of the Chief Secretary for Administration (Victoria House), Yim Tin Tsai, Causeway Bay, Hollywood Road, Lek Yuen Estate, Sai Ying Pun, Peng Chau, Wan Chai and Lei Yue Mun. Participants came from



different backgrounds, including professionals, students, and retirees. For the coming exhibition at Miele's Private Lounge, sketches on these nine locations with considerable artistic value will be shown, selected by the jury.

To celebrate the evolution of the Sketch HK movement, the next programme will focus exclusively on food in Hong Kong and its cultural significance. Held in partnership with Miele, participants will join guided tours around the territory, sketching out the uniqueness of the internationally renowned Hong Kong food landscape. In this respect we hope to capture and preserve, through art, the collective memories and stories belonging to Hong Kong and its diverse culinary scene.

Bringing arts into life, a collaboration between two organisations

Miele has always been a pioneering company that has strong links to heritage with its long and outstanding history, as well as having a commitment to enhancing the daily lives of its customers with their home appliances. In this respect they are committed to supporting an initiative that has such important links to the community and to the preservation of Hong Kong's food and cooking techniques.

"As a company that prides itself on being present here in Hong Kong, we are incredibly excited at being part of this thought provoking project. Our products are designed for the modern home, with technology at their core, so a project that delves into the traditional techniques of cooking and food is something that has a great connection with us, as these aspects of our culture are so important to recognise and preserve.", said Richard Green, Marketing Director of Miele.

SKETCH Hong Kong Food will be held in 2015 and promises to be a truly unique approach to documenting aspects of Hong Kong's cultural scene. This activity emphasizes on Hong Kong's traditional cuisines. Food is a necessity for everyone, the changes in food culture bear witness to the development of society. SKETCH Hong Kong Food will focus on exploring authentic food cultures and background stories in Yuen Long, Sham Tseng, Cheung Chau, Ping Shan, and Yau Ma Tei.

The Conservancy Association Centre for Heritage, another supporter of SKETCH Hong Kong, will host a cultural walk before the sketching activity. In this one-hour guided tour, participants will deepen their understandings towards the local food culture and history of the location, thus being able to sketch in a more detailed and thorough manner.



The first sketching event by SKETCH Hong Kong Food will be held on May 9, 2015 (Saturday). The first stop is Yuen Long, a traditional old district where tasty cuisines from around the territory can be found. Despite being a modern town in northwestern Hong Kong that is under vast development, Yuen Long retains many traditional restaurants and small food businesses. Yet, its impression towards the public may still remain as the former small fishing village. Therefore, SKETCH Hong Kong Food is going to hold an in-depth visit around this little gourmet paradise. First, participants will enjoy “yum cha” at the famous Yuen Long Tai Wing Wah Restaurant to understand the traditional Hong Kong-style diet. Here, they can taste

different homemade pastries, dim sums, and have a try on “lard rice”, with explanations by the cultural heritage coach. This exciting event is surely not to be missed.

Hong Kong residents who are 15 or above are welcome to join the sketching events, registration for the Yuen Long sketching event will be started at the end of April. Application can be done online through www.sketchhongkong.org.hk. For more information, please contact AHR at 2688 6680 or email to info@sketchhongkong.org.hk.

Supporting Quotes

“The success of SKETCH Hong Kong last year has encouraged us to promote the preservation and documentation of Hong Kong’s cultural landscapes. SKETCH Hong Kong Food offers a precious moment for friends from different communities to savour local cuisines together. Through paintbrushes, we record and promote our unique, authentic cultural heritage.”

Calvin Hui, Founder of Arts in Heritage Research

“The objective of SKETCH Hong Kong Food coincides with Miele’s own belief that our cultural history must be preserved and learnt from in order to enhance our own lives. We look forward to seeing how these artistic impressions of Hong Kong’s food scene develop into a beautiful record of some of our city’s most beloved culinary treasures.”

Richard Green, Marketing Director of Miele, Hong Kong



SKETCH Hong Kong 2014 Exhibition

Date : 9th -10th April, 2015 (Thursday – Friday)

Time : 9th April (10:00am – 7:00pm)

10th April (10:00am – 3:00pm)

Venue : The Private Lounge by Miele (24th Floor, 18 Hysan Avenue, Causeway Bay, Hong Kong)

Enquiry : +852 2688 2208

SKETCH Hong Kong Food @ Yuen Long

Date : 9th May, 2015 (Saturday)

Registration : www.sketchhongkong.org.hk

Enquiry : +852 2688 2208

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About SKETCH Hong Kong



Hong Kong is such a dynamic and ever-changing city that sometimes things are gone before we've had the chance to fully appreciate them. Developing from the small fishing village it once was to the pulsating and prosperous metropolis of today, a significant portion of Hong Kong's cultural heritage has been lost, making the parts that remain all the more important. Sketch Hong Kong is here to conserve these remaining aspects of our heritage within the modern cultural-scape, and to preserve our stories and our memories collectively through the medium of sketches.

Set up in 2014, the first sketching event of SKETCH Hong Kong was held at Victoria House, residence of the Chief Secretary for Administration, supported by Mrs. Carrie Lam Cheng Yuet-ngor, GBS, JP, Chief Secretary for Administration, Hong Kong Special Administrative Region.



About Miele



A global leader in high-quality domestic appliances, Miele was founded over 114 years ago in Gütersloh, Germany. Today, Miele remains a family-owned company with over 16,000 employees worldwide and sales subsidiaries in 47 countries. Miele in Hong Kong was established in 1998 to serve the city's growing demand for high-end household appliances. Miele's unwavering passion for exceptional quality and ongoing innovation, as well as the company's commitment to customer service, has made it one of the most recognizable and highly-regarded premium appliance brands in the world.

About Arts in Heritage Research



Arts in Heritage Research (AHR) is a non-profit organisation which aims to facilitate a better understanding and future development for Hong Kong's arts and heritage environment.

AHR initiates to collaborate with institutions, experts of arts and heritage conservation to build a unique hub and shared platform for carrying out educational and community out-reach programmes in reference to Hong Kong's distinctive arts and heritage.

AHR is seeking to cultivate the existing academic atmosphere across diverse aspects of specific areas to achieve our goals. Major works that AHR focus include heritage education to a mass audience, cultural mapping for recognizing the heritage of a particular place over time with the aim of understanding what has continuing meaning for the local community.

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