



Standard Chartered Arts in the Park Mardi Gras 2014 Defying Gravity

First started in 2001, *Standard Chartered Arts in the Park Mardi Gras* is an annual youth arts education programme that lasts for six months and climaxes in a two-day fiesta in November.

Being one of the largest community arts carnivals in Hong Kong, the November event features parades with giant puppets (8-12 feet tall), costumes and dances, alongside 16 hours of non-stop youth performances and free art stalls in Victoria Park.

Organised by the Hong Kong Youth Arts Foundation and sponsored by Standard Chartered Bank (Hong Kong) Limited, *Arts in the Park* provides a unique opportunity for thousands of young people to showcase their artistic talents and creativity as well as to develop their self-esteem. The event, themed differently each year, features two iconic parades: the *Night Parade* and the *Grand Finale Parade*, where thousands of young people working with professional local and international artists to create visual art (giant puppets, parade costumes and rod puppets) and dance. This year, the first-ever *Twilight in the Park* nighttime celebration will also be held, allowing visitors to enjoy a truly mesmerizing experience in arts.

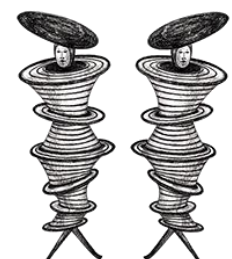
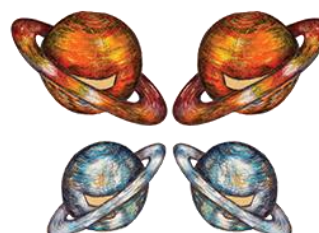
A major focus of *Arts in the Park* is to promote diversity and inclusion. Ethnic minorities have been invited to create costumes and take part in the *Grand Finale Parade*. Members of underprivileged and special needs groups will also take part in arts stalls and stage performances, as well as attend a special preview of the *Night Parade*.

Objectives of the Event

- To develop the Hong Kong youth through arts education.
- To promote diversity and inclusion by creating opportunities for ethnic minorities and underprivileged groups to participate and showcase their talents.
- To raise the profile of Hong Kong as a creative capital by presenting a unique event that attracts overseas visitors and infuses positive energy into the city.

Theme and Creative Inspiration

This year, the theme of the *Arts in the Park* is "Defying Gravity". Local artists and choreographers work with over 3,500 young people to draw inspiration from the synergy of art and science to create visual and performing art works. Together, they will display their creations at *Arts in the Park* on site, on stage and in the parades.



DEFYING GRAVITY: SCIENCE AND THE ARTS

Four Sub-themes	Science Topic	Artform
Perfect Creatures	Robotics	Steampunk: A sub-genre of science fiction featuring steam-powered machinery in fantasy settings
To Infinity and Beyond	Time Travel	Optical Art: A visual art style that uses precise, mathematical compositions to create various types of optical illusions
Where the Wild Things Are	Biology of Plants and Animals	Biophormism: Artistic design elements inspired by naturally occurring patterns or shapes found in living organisms
Across the Universe	Space	Fantastic Art: A genre that explores the absurd, bizarre, imaginary, grotesque and "out of this world", often in a representational, naturalistic or graphic style



Details of the Event: Standard Chartered Arts in the Park Mardi Gras 2014

Organiser : Hong Kong Youth Arts Foundation
 Sponsor : Standard Chartered Bank (Hong Kong) Limited
 Admission : All activities are free-of-charge, no ticket required
 Website : www.hkyaf.com/AIP2014
 Facebook : [hkyaf](https://www.facebook.com/hkyaf) / [standardcharteredhk](https://www.facebook.com/standardcharteredhk)
 Instagram : #ArtsinthePark

Art Fun in Causeway Bay: Night Parade and Grand Finale Parade

Organiser : Hong Kong Youth Arts Foundation
 Co-organiser : The Cultural and Leisure Services Committee, the Wan Chai District Council
 Sponsor : Standard Chartered Bank (Hong Kong) Limited

Standard Chartered Arts in the Park Mardi Gras 2014

Venue: Central Lawn, Victoria Park

Date	Time	Attractions
15 November 2014 (Saturday)	10:00am – 5:00pm	<ul style="list-style-type: none"> • Non-stop stage performances by 70 youth groups • Over 20 free art stalls • 1,000 Seeing is Believing artworks
	5:00pm – 7:00pm <i>Twilight in the Park</i>	<ul style="list-style-type: none"> • <i>Mad Science Hunt</i>, where audiences receive sparkling gifts • Nighttime celebration performances including sand painting and light juggling • UV glow face-painting • Creative photo challenge
	7:00pm - 8:00pm <i>Art Fun in Causeway Bay - Night Parade</i>	<ul style="list-style-type: none"> • 17 illuminated giant puppets, rod puppets and costumes created by UK art group Lantern Company and professional local artists
16 November 2014 (Sunday)	10:00am – End of the <i>Grand Finale Parade</i> (approximately 4:30pm)	<ul style="list-style-type: none"> • Non-stop stage performances by 70 youth groups • Over 20 free art stalls • 1,000 Seeing is Believing artworks
	3:00pm - End of the <i>Grand Finale Parade</i> (approximately 4:30pm) <i>Art Fun in Causeway Bay – Grand Finale Parade</i>	<ul style="list-style-type: none"> • Over 600 young people and professional artists showcase over a thousand dramatic costumes, gigantic walking puppets, rod puppets, alongside original dance works

Event Background

- Since 2001, Standard Chartered Hong Kong has supported Hong Kong Youth Arts Foundation's annual community arts event *Arts in the Plaza*. From 2008, the event was moved from Stanley Plaza to Victoria Park, and was re-named *Standard Chartered Arts in the Park Mardi Gras*. In 2009, the event was expanded into a two-day weekend fiesta and became one of Hong Kong's key outdoor art events, putting the city's vitality and diversity on display.
- In 2012, with the support from the Cultural and Leisure Services Committee of the Wan Chai District Council, the event was taken into the main streets of Causeway Bay with *Art Fun in Causeway: Grand Finale Parade*.
- Last year, the event featured the first-ever *Night Parade*, with illuminated art pieces by the UK art group Lantern Company and local artists lighting up the streets of Causeway Bay.
- This year, visitors will be taken on a truly mesmerizing journey through the science and the arts at the newly created nighttime celebration *Twilight in the Park*. This event includes the *Mad Science Hunt* and the bewitching *Night Parade*, alongside spectacular performances and a creative photography challenge.
- Each year, over 3,500 young people take part in the event. Their participation includes making giant puppets, parade costumes and props; creating over a thousand art pieces based on the four scenes; and performing in the parade dance routine. In addition, 70 youth group teams will perform on stage and in the parades across the two days.

Fun Facts

Youth participants (parade and stage performance groups)	3,500 people
Young people participants (parade only)	600 people
Participating local and overseas artists	31 artists
Preparation time (creation of visual artworks and dance performances)	20,180 hours
Parade art pieces	1,050 pieces
Seeing is Believing artwork	1,000 pieces
Volunteers	800 people

Standard Chartered Arts in the Park Mardi Gras Event Highlights

Twilight in the Park	<ul style="list-style-type: none"> • Features the <i>Mad Science Hunt</i> and the bewitching <i>Night Parade</i>, alongside spectacular performances specially designed for nighttime celebration.
Night Parade	<ul style="list-style-type: none"> • UK-based art group Lantern Company and local artists present 17 enormous illuminated art pieces alongside original dance performances.
Grand Finale Parade	<ul style="list-style-type: none"> • Local artists guide students to create over 1,000 artworks. • Artworks include 11 giant puppets up to 12-feet tall, plus over a thousand parade costumes and rod puppets. • The parade will be accompanied by the rhythms of four choreographed dance routines.
Overseas artists and volunteers	<ul style="list-style-type: none"> • UK art group Lantern Company creates five illuminated giant puppets and costumes for the <i>Night Parade</i>. • Eight master students from the University of Melbourne work with local artists to guide the public in creating parade artworks at the event.

Arts Education	<ul style="list-style-type: none"> • 23 artists from the Hong Kong Youth Arts Foundation have guided over 3,500 students to create art pieces for giant puppets and parade costumes, using an unorthodox approach to help them learn more about art and science.
Diversity and inclusion	<ul style="list-style-type: none"> • Over 60 members from ethnic minorities, disadvantaged groups and Wan Chai residents work together to make parade costumes and will take part in the <i>Grand Finale Parade</i> wearing their own creations. • Exclusive preview of the <i>Night Parade</i> and special guided tour of the event are arranged for over 150 young people and members of disadvantaged groups on 14 and 15 November, including the Little Life Warrior Society, the Enlighten Action for Epilepsy, and the St. James' Settlement Rehabilitation Service Artspiration Academy. • To showcase and celebrate the talents of different groups in the community, members from 10 disadvantaged organisations, including the Hong Kong Society of the Deaf, the ADA Angels' Children's Choir and the Hong Kong Red Cross John F. Kennedy Centre, have been invited to perform on the main stage.
70 performing youth groups	<ul style="list-style-type: none"> • Youth groups will perform live on stage over the two days of the event, providing a variety of entertainment that showcases their talents and creativity. • Performances will include traditional dance, jazz, hip-hop, modern dance, fancy rope skipping, a marching band, magic, acrobatics, choirs and more.
20 free art stalls	<ul style="list-style-type: none"> • Visitors can create their own handicrafts such as masks, headdresses and simple costumes, take part in balloon twisting, and have their faces painted. • There will be a Drum Circle of 30 African drums, pounding out festive rhythms.
Elaborate event setting	<ul style="list-style-type: none"> • The Central Lawn of Victoria Park will be transformed into a spectacular outdoor fantasy world, including: <ul style="list-style-type: none"> - 11 giant puppets up to 12 feet tall. - Over 1,000 Seeing is Believing art pieces created by students will be used to decorate the entire venue and promote awareness of avoidable blindness.
iButterfly	<ul style="list-style-type: none"> • The public can also participate in the carnival through iButterfly, an augmented reality mobile entertainment platform. • From 1-16 November, butterflies will be fluttering around Hong Kong and delivering interesting science facts related to the theme of the event. Participants who have successfully collected all nine <i>Standard Chartered Arts in the Park 2014</i> butterflies will have a chance to win a fabulous prize at the Standard Chartered booth in Victoria Park.