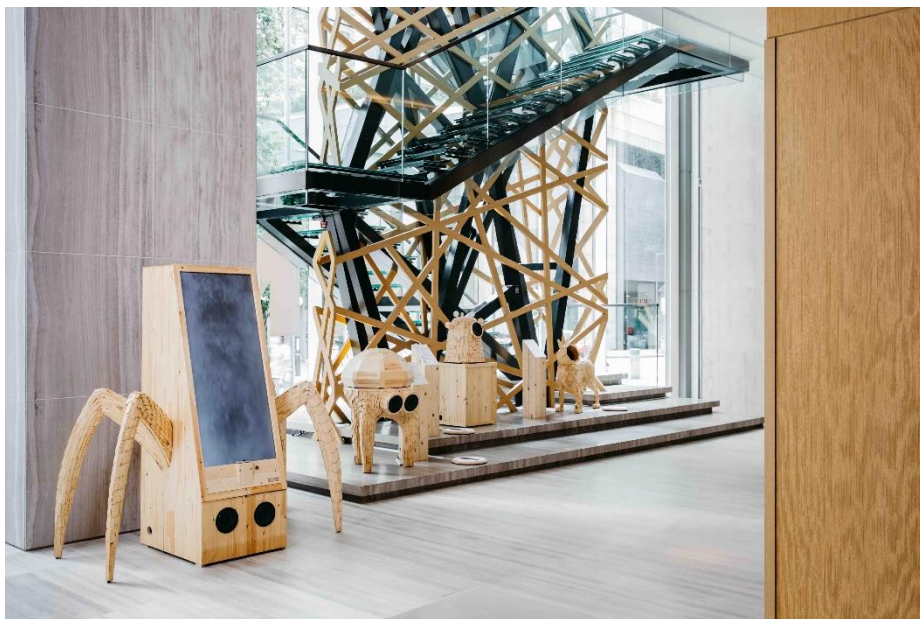


Press Release – FOR IMMEDIATE RELEASE

EAST Hong Kong presents Art at EAST: City Symphony

*The interactive installations that invite the community to discover
the sounds of the neighbourhood*



(Hong Kong, 6 August 2021) – Inspired by the passion for creativity, community and urbanism of EAST, ‘Art at EAST’ is EAST’s art programme that explores questions of urban living and sustainability through artistic expression. This year, EAST Hong Kong launches an interactive exhibition entitled City Symphony, providing guests an opportunity to explore the Taikoo neighbourhood through an art installation comprised of sounds and imaginative sculptures.

Urbanites surrounded by the hustle and bustle often become too familiar with their daily living environment, tuning out and becoming inattentive to their surrounding sounds. City Symphony is an art installation inspired by sounds recorded around the neighbourhood that reveal the city’s underscoring identity. Joining hands with interactive design & tech studio The Collective, independent music producer Edmund Leung, eco-design studio KaCaMa Design Lab and woodwork artists Screw Up Studio, EAST Hong Kong introduces five ‘sound monsters’ - **Doggy**, a visual and audible imitation of artist and sculptor Anne Ross’ ‘The Meeting’, which features three life-sized animal sculptures and is on display at Taikoo Park; **Waterfall Spider**, the sound sculpture that

east

東隅 HONG KONG

plays sounds of the waterfall at the main entrance of EAST Hong Kong; **Mr. Bench**, the monster inspired by the sounds made from the benches that can be found across the neighbourhood; **The Rotator**, the sculpture based on the exercise machines at Taikoo Park; and **Lady Wild Card**, which plays a collection of sounds coming from different elements in the Taikoo neighbourhood. Guests can interact with the five sculptures by activating the sound monsters individually to hear each unique sound or by engaging all the 'sound monsters' together to compose a full City Symphony.

The exhibition is open to the public from 5 August to 29 September at the lobby of EAST Hong Kong.

-END-

About EAST Hong Kong

EAST Hong Kong is a stylishly designed lifestyle hotel that offers 345 guest rooms, including 6 suites. The hotel boasts a bustling eatery FEAST (Food by EAST) that features international cuisine with fresh flavours; Domain, a café and co-working space which serves freshly baked pastries and handcrafted coffees; an award-winning rooftop bar Sugar, offering signature cocktails; BEAST (Body by EAST), our fitness centre featuring a 24-hour gym and heated swimming pool.

Managed by EAST Hong Kong, EAST Residences is our serviced apartments offering 106 studios, one or two-bedroom suites and penthouses, fully equipped with kitchen, laundry facilities, guest lounge, 24-hour gym and access to the hotel's pool. MR & MRS FOX, the neighbourhood restaurant on the ground floor, offers a variety of surprises to feed guests' senses featuring tantalising European delicacies and hand-crafted cocktails.

Both located in the heart of Hong Kong Island East, EAST Hong Kong and EAST Residences are within a 10-minute walk away from each other and easily accessible from key transport links.

About EAST

EAST by Swire Hotels are lifestyle hotels located in Hong Kong, Beijing and Miami where bright ideas meet boundless energy. Whether guests are travelling for work or pleasure, there's a real emphasis on working playfully and playing productively at EAST. From bustling cafes, lively neighbourhood restaurants, sleek outdoor decks and big, buzzing workspaces, to quietly calming bedrooms, EAST gives guests their very own volume controller. Our locations in key commercial and lifestyle districts means EAST brings all the cities' happenings right to our guests.

east

東隅 HONG KONG

About The Collective

The Collective is a cross-discipline design & technology studio, which creates digital and living art forms, ranging from installation to stage performance. Merging art and technology, their works combine varying disciplines including lighting, animation, interaction design, and sculpture. Their approach puts human experience at the centre of technological development, with a strong visual impact and unique bespoke technologies created in-house.

About Edmund Leung

Founder of The Interzone Collective, Edmund is known for mix traditional and newly invented musical instruments to create music that combines old and new. He writes songs for some of Hong Kong's most popular singers before moving to lead the local independent music scene and creates his own music and acting as producer for many independent groups.

About KaCaMa Design Lab

KaCaMa Design Lab excels in sustainable design and exploration of new design strategies that foster positive community and environmental values. They carry out novel product and service design through community driven intervention, brand building, event curation and projects for enabling cultural development. In recent years, they established certain numbers of community cooperation programmes and projects for the enhancement of local public space in which meaningful interaction between diversified communities and environmental issues are addressed.

For more information, please contact:

Frances Mak

Head of Communications

EAST Hong Kong

Tel: (852) 3968 3838

Email: francesmak@swirehotels.com

Selina Tang

Assistant Communications Manager

EAST Hong Kong

Tel: (852) 3968 3839

Email: selinatang@swirehotels.com

Follow us on Social Media:



EASTHongKongHotel



easthk



EASTHKG_香港东隅



east

東隅 HONG KONG



Lady Wild Card – Squeeze one of the ears to activate



Mr. Bench – Tap the chair to activate



EAST Hong Kong is joining hands with local artists and designers to introduce Art at EAST: City Symphony