



To editors:

For immediate release

**“Co-Creation” at DETOUR 2014
Hong Kong’s Annual Creative Festival Hosted by PMQ**

(November 28, 2014, Hong Kong) **DETOUR** 2014, Hong Kong’s annual creative festival and concurrent event of Business of Design Week, will take place at the iconic Former Hollywood Road Police Married Quarters (PMQ) from November 28th to December 7th this year. This year, alongside partnering country Sweden, PMQ will unveil over 70 different onsite and more than 50 satellite events for **DETOUR** 2014, including events held by Hong Kong Art Gallery Association (HKAGA), Arts with the Disabled Association Hong Kong (ADAHK), Royal Institute of British Architects Hong Kong Chapter (RIBA), Ambassador of Design, Japan (AODJ), Yahoo Hong Kong and the showcase of numerous Swedish signature designs. This year’s event will also bring together emerging local and international creative talents, including Jimmy Ming Shum, Elaine Ng, LAAB collaborating with Allan Au + Chailie Ho, Droog Design, and Pimpin’ Dutch to co-create their innovative works with the local community while acting as the welcoming event for PMQ as the anchor site of **DETOUR** in the future.

DETOUR 2014’s theme “co-creation” will represent artistic design, innovation and sustainability, displayed through various forms of creativity and culture. One of the major installations featured is ***Fermata*** by LAAB collaborating with Allan Au + Chailie Ho, a co-created piece that aims to liberate people from their hectic urban life by offering them a precious pause. The installation is a combination of light, music, and mechanical transformations that fit together to make a steady tempo that slows down to provide serenity and a calm atmosphere.

With Sweden as this year’s partnering country, **DETOUR** 2014 will be host to various Swedish design exhibitions, pop-up stores, workshops, and dialogues. World-renowned eye-wear designer ***Anna Karin Karlsson***, whose products are popular amongst celebrities like Lady Gaga and Usher, together with famous fashion designers ***Greta Mode*** and ***Sophie by Sophie*** will launch a



pop-up store at **DETOUR** 2014. Using nature as his muse, Swedish photographer **Richard Von Hofsten** will display his “The Imaginarium of Carl Linnaeus” exhibition focusing on showing viewers the floral world come to life into dreamy visions. Other Swedish events include Sweden Architect round table, Stockholm Company pop-up shop, InnoVentum “Giraffe” installation, Creative Swedes shop and more.

Renowned new generation photographer **Jimmy Ming Shum** will introduce **DETOUR** 2014 visitors to a new side of Hong Kong with his latest photography collection at Yahoo Flickr x Jimmy Ming Shum “Hong Kong Girls” Photo Exhibition. Resonating similar themes as his world famous “Tokyo Girls” collection, Jimmy aims to showcase the natural beauty of local girls through truthful, sweeping images set against the backdrop of Hong Kong’s busy metropolis. Jimmy Ming Shum will also work together with Japanese photographer Shun Kawakami to hold a design dialogue and personally reveal his collection at **DETOUR** 2014 @ PMQ.

On a thought-provoking note, **DETOUR** 2014 will include several interactive dialogues, including a session hosted by **ADAHK** members. Each skilled in a distinct creative medium, the participating ADAHK artists will lead a stimulating discussion on the ability of art to transcend boundaries and perceived human limitations with the overall theme of “IMperfect Creativity”. Internationally recognized architectural organization **RIBA** will join hands with the American Institute of Architects Hong Kong Chapter (AIA) and Hong Kong Institute of Architects Heritage and Conservation Committee (HKIA) to co-create **DETOUR** 2014 by holding “Learning from Completed Heritage Revitalisation Progress in Hong Kong” dialogue.

DETOUR 2014 audience will also have the chance to participate in unique workshops, “The Material Playground,” hosted by material artist, **Elaine Ng Yan Ling**. Founder of “THE FABRICK LAB”, Elaine is a British-Chinese artist whose works have been exhibited at art and design museums throughout the world, including major cities such as London, Toronto, Paris and Beijing. “The Material Playground” is the first workshop in her “Nature Tech” series and it focuses on examining colours and dyes. Elaine’s workshops at **DETOUR** 2014



are accessible for people of all ages.

The School of Design and Crafts, University of Gothenburg (HDK) will further bring community involvement to **DETOUR** 2014 by holding “Growing With Design” workshops that target involving the younger generation of our community. **HDK** believes that exploring design from different perspectives, from within a child’s eyes to various social changes, will push the overall development of design, arts and culture in the contemporary world.

Other highlights of the 10-day festival include From Ordinary to Extraordinary exhibition by Raffles, 2nd edition of Hong Kong Art Gallery Week held by HKAGA, "The Circle of ____." interactive installation by Mobart, Ambassadors of Design Japan “ART IN DESIGN” Exhibition, and Droog Design Exhibition.

Featuring a luminescent lightshow by **AXO** at the opening ceremony, **DETOUR** 2014 launched at PMQ on the 28th of November. With Swedish pop-up shops, two weekends of Creative Mart, numerous activities to engage the local community, and exhibitions by artists from all over the world, this creative festival aims to foster young talents, and bring innovation and creativity to the local community. Individuals of all ages are encouraged to participate in this event and enjoy the multi-dimensional beauty of design, arts and culture. For more details, please visit www.detour.hk.

About DETOUR

Conceived in 2004 as a concurrent event of the Business of Design Week, DETOUR has become an annual programme showcasing Hong Kong as an international creative hub and featuring inspiring designs from young and emerging creative talents. DETOUR consists of a series of events and programmes incorporating the most original, bold and stimulating ideas from both Hong Kong and across the globe. It created a knowledge network of young talents, emerging designers/artists, local as well as international, to exchange ideas and experiences. This is designed to engage the larger population and let the entire city come together to celebrate the creative ventures around town.



About PMQ

PMQ is part of the government's "Conserving Central" initiative and also one of the heritage conservation and revitalization projects under Development Bureau. Awarded with the operating rights after an open invitation for proposals, the Musketeers Education and Culture Charitable Foundation Ltd ("Musketeers Foundation") has set up a non-profit-making registered charitable organisation to run this project, in collaboration with Hong Kong Design Centre, the Hong Kong Polytechnic University, and Hong Kong Design Institute of the Vocational Training Council (VTC), namely PMQ Management Co. Ltd. Not only to build this iconic design hub for the Hong Kong creative industries with the design community, PMQ also promotes "enterprising creativity", creativity manifestation, and sets out to nurture more local designers.

DETOUR 2014 @ PMQ

The former Hollywood Road Police Married Quarters played host to DETOUR 2009 and 2011; so it is most fitting for the newly opened PMQ to host this year's event; bringing international content onto our premises, mixing them in and interacting with our local design tenants to create opportunities for inspiration, connection and collaboration.

A wide variety of events in the form of creative workshops, design dialogues, installation; gallery week, opening, etc. will take place and open to public participation (free of charge) from November 28th – December 7th.

Theme: Co-creation

As an important concurrent event of Business of Design Week, Detour 2014 intends to engage wider participation, including designers at PMQ, overseas and local designers and local community to join force to bring awareness and value to design, arts and culture. Utilizing PMQ as the anchor site, young creative talents are free to express themselves in different forms and medium. Commercial operators in the neighborhood and other communities are encouraged to promote and celebrate creativity in design, arts and culture.