

Project Organiser



Project Sponsor



## Press Release

### **Large-scale community arts project Draw HK concludes with flying colours inspiring creativity in 18,000 visitors**

(Hong Kong: 13 March 2019) Organised by Hong Kong Youth Arts Foundation and sponsored by China CITIC Bank International Limited ("CNCBI"), *Draw HK* inspired 18,000 local and overseas visitors to pick up the pen for the fun of drawing. The project concluded yesterday.

A large-scale community arts project comprising primarily a series of artist-in-residence programmes and workshops, an exhibition and an event day, *Draw HK* aimed at supporting students from underprivileged backgrounds to discover their artistic talents, helping them to raise their self-confidence and creativity through drawing while promoting art to the wider public.

The artist-in-residence programme provided drawing activities, exercises and collaboration opportunities for about 700 student participants especially those from an underprivileged background to get acquainted with innovative creative approaches and the fun of drawing. The students, teachers and artists together created 13 groups of drawings including Creative Zentangles, Crazy Hair Portraits, Infographics x City and Travels Around Wah Fu, which were on display at PMQ from 1 to 12 March, alongside large-scale commissioned artworks created by professional local artists such as Wong Tin Yan, Flying Pig and Brainrental in addition to live drawing demonstrations by other local artists.

The highlight of the project – the *Draw HK: Event Day* was held at PMQ and across nearby locations within the vicinity on 10 March 2019, featuring 12 free drawing workshops including a sketching tour led by the Wahayeah Sketch Group during which the participants explored nearby historic streets and architecture and learned to sketch out a cityscape. Another tour, which was facilitated by art group Dirty Paper and illustrator Human Ip took the participants to the herbal garden at the Hong Kong Museum of Medical Sciences for some quick sketches and to try their hands at creating illustrations inspired by the museum's bacteriology display. The event day was successfully held with the support of a team of CNCBI corporate volunteers.

In celebration of the success of *Draw HK*, a ceremony was officiated by Mr Mingqiang Bi, President and Chief Executive Officer of China CITIC Bank International with the Bank's Corporate Social Responsibility Committee Chairperson Ms Zoe Lau, and Ms Lindsey McAlister OBE, JP, Founder, Hong Kong Youth Arts Foundation. Mrs Susanne Wong, JP, District Officer, Central and Western District Office, Mr William To, Executive Director,

PMQ Management Company Limited and Dr Mak Wai-ping, Board Chairman, Hong Kong Museum of Medical Sciences also attended the ceremony and received certificates of appreciation for their respective organisations' support for *Draw HK*.

“Convinced that knowledge changes the future and that today’s education shapes tomorrow’s society, CNCBI has always focused its CSR efforts on supporting education and all-round development for children and youths. The inaugural large-scale community arts project *Draw HK* aimed at supporting primary and secondary school students especially those from an underprivileged background to discover their artistic talents, raise their creativity and self-confidence while promoting art to the wider public. The project was met with great enthusiasm. We are looking to continue to promote art and creativity to the community in the future and develop *Draw HK* into an annual main event for Hong Kong,” said Ms Zoe Lau.

*Draw HK* concluded on 12 March. About 30 education organisations joined the art tours while the number of visitors exceeded 18,000.

**Photos:**

**Image 1:**



(From left to right) Ms Lindsey McAlister OBE, JP, Founder, Hong Kong Youth Arts Foundation at the eye dotting ceremony with Mr Mingqiang Bi, President and Chief Executive Officer and Ms Zoe Lau, Chairperson, Corporate Social Responsibility Committee, China CITIC Bank International Limited

Image 2:



(Back row, left to right) Mrs Susanne Wong, JP, District Officer, Central and Western District Office; Ms Lindsey McAlister OBE, JP, Founder, Hong Kong Youth Arts Foundation; Mr Mingqiang Bi, President and Chief Executive Officer and Ms Zoe Lau, Chairperson, Corporate Social Responsibility Committee, China CITIC Bank International Limited; Mr William To, Executive Director, PMQ Management Company Limited; together with Dr Wai-Ping Mak, Board Chairman, Hong Kong Museum of Medical Sciences, show their support for the *Draw HK: Event Day*



Image 3:



Mr Mingqiang Bi (6<sup>th</sup> from right), President and Chief Executive Officer with Ms Zoe Lau (5<sup>th</sup> from right), Chairperson, Corporate Social Responsibility Committee and members of the Management Committee and Corporate Social Responsibility Committee from China CITIC Bank International Limited at the *Draw HK: Event Day*

**Image 4-9:**

Event highlights













## Notes to Editors:

### About Draw HK



*Draw HK*, a large-scale community arts project organised by Hong Kong Youth Arts Foundation and sponsored by China CITIC Bank International Limited, aimed at supporting primary and secondary school students especially those from underprivileged backgrounds to discover their artistic talents, raise their creativity and self-confidence while promoting art to the wider public. The project comprised three components:

1. Artist-in-residence Programme and workshop series

The artist-in-residence programme and workshop series from September 2018 to February 2019 put around 700 primary and secondary students especially those from underprivileged backgrounds in touch with a colour array of innovative creative approaches through special drawing activities, exercises and collaboration processes designed to facilitate the fun of drawing and help discover their untapped artistic talents.

2. Exhibition

Held at PMQ from 1 to 12 March 2019, the exhibition showcased 13 groups of drawings created by the participating students and teachers of the artist-in-residence programme. These included *Creative Zentangles*, *Crazy Hair Portraits*, *Infographics x City* and *Travels Around Wah Fu*, alongside large-scale commissioned artworks created by professional local artists in addition to live drawing demonstrations by other local artists.

3. Event Day

The *Draw HK: Event Day* was held on 10 March at PMQ and across nearby locations, including Hong Kong Museum of Medical Sciences and Sun Wui Commercial Society School featuring 12 free drawing workshops, including Zentangle drawing, chalk drawing, sketching and illustration, in addition to live drawing demonstrations and a display of large-scale commissioned artworks created by local artists.

Visit the *Draw HK* Facebook page ([@DrawHongKong](https://www.facebook.com/DrawHongKong)) for highlights of the project.

### **About Hong Kong Youth Arts Foundation**

Hong Kong Youth Arts Foundation (YAF) is a charity that provides access to high quality, non-competitive free-of-charge arts experiences for all young people aged 5 to 25. Established in 1993 by Lindsey McAlister OBE, JP, YAF organises inclusive and inspirational projects that reach out to youngsters of all cultures, backgrounds, languages and abilities, and actively creates opportunities for those who are disadvantaged and underprivileged. Each year, YAF reaches over 800,000 people through its projects, exhibition and performances.

### **About China CITIC Bank International Limited**

China CITIC Bank International Limited ("CNCBI") is 75%-owned by CITIC International Financial Holdings Limited ("CIFH"), which in turn is a wholly-owned subsidiary of China CITIC Bank Corporation Limited ("CNCB"). The remaining 25% of CNCBI are owned by Tian Yuan Trading Limited, Hong Kong Guansheng Investment Co., Limited, Anxin Trust Co., Limited, Clear Option Limited and Elegant Prime Limited.

By providing value-creating financial solutions to define and exceed both wealth management and international business objectives of Greater China and overseas customers, CNCBI aspires to be "the best overseas integrated financial services institution", with the highest international standards and capabilities.

CNCBI's footprint in Greater China includes 31 branches in Hong Kong, as well as branches and presence in Beijing, Shanghai, Shenzhen and Macau. CNCBI also has overseas branches in New York, Los Angeles and Singapore. More information about CNCBI can be found on its website at [www.cncbinternational.com](http://www.cncbinternational.com).

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