



PRESS RELEASE

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STAR FAIRY : Hong Kong in Venice

Hong Kong Arts Development Council takes part in the 52nd International Art Exhibition La Biennale di Venezia with presentations of artists from Hong Kong, China.

STAR FAIRY : Hong Kong in Venice, a playful, critical and engaging project initiated by Norman Ford, features the works of three experienced international artists Amy Cheung, MAP Office (Gutierrez + Portefaix) and Hiram To.

Under the curatorial direction of arts veteran Norman Ford, **STAR FAIRY** sets out to ask questions on how Hong Kong shows itself to the world. In the curator's words, cities create and employ representational strategies in promotion of a particular identity. The city's motivations are primarily a promotional, income-generating exercise. But it is also about making meaning. It empowers real-world intervention into the state of a city's culture and, importantly, influences how that culture is produced, then packaged and consumed (how it is perceived) internationally. This process is the focus of **STAR FAIRY**'s critique. The projects questions this process, where a city seeks fame, purposefully engaging with the various strategies a city might use to represent itself.

STAR FAIRY offers some playful and engaging responses to these questions. Amy Cheung's project "Devil's Advocate" consists of an elegant ferris wheel like structure with frozen figures. Map Office presents "Concrete Jungle / Parrot's Tale", an oyster shells built island with talking parrots peppering visitors with humorous, critical questions. Lastly, Hiram To's elaborate installation "I Love You More Than My Own Death" plays with a multi-layered references to present Hong Kong's fascinating relationship with fame.

The exhibition site is located at Arsenale, Campo della Tana, Castello 2126, 30122 Venice.

Starting from 10 June onwards till 21 November, the exhibition is open from 10:00 am to 6:00 pm (closed on Tuesdays).

The ADC has been taken part in the Biennale di Venezia with presentations of artists from Hong Kong, China since 2001. The total number of visitors of the past three exhibitions amounts to 100,000.

Biographies of curator and artists are per attached. For further information please visit <http://www.venicebiennale.hk>.

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