

Hong Kong citizens welcome to participate in Housing Authority 50th Anniversary Photo Contest (with photos)

The following is issued on behalf of the Hong Kong Housing Authority:

The Hong Kong Housing Authority (HA) celebrates its 50th anniversary this year and is organising the HA 50th Anniversary Photo Contest to invite the public to appreciate the designs and features of public housing from various perspectives through aspects such as light and shade, showcasing the unique charm of these housing estates.

The call for entries for the photo contest is open today (June 27) until August 6. With the themes of "Public housing vistas" and "Buildings and design aesthetics of public housing", there are three submission categories: "Open Group", "Resident Group" and "Staff Group". For each category, there will be a champion, first runner-up, second runner-up and 10 merit awards. Participants must submit their work to the contest webpage: HA50PhotoContest.com. Details of the photo contest are also available on the webpage.

"The public housing estates under the HA not only provide residents with a safe place to live but also create a pleasant living environment. Many estates have become photography hotspots for local leisure travellers. We hope the photo contest will help people to better understand public housing and appreciate the unique cultures of different housing estates," said a spokesman for the HA.

"The HA's public housing estates carry many treasures by way of architecture, art, and cultural life. We have specifically launched the "Blueprint x Footprint" Treasure Hunting self-guided tour of housing estates and uploaded the information on the portal for the HA's 50th anniversary: hos.housingauthority.gov.hk/50A/TreasureHunt/en/index.html. There are three themes for the self-guided tour: "Architecture x Aesthetics", "Arts x Living", and "Landscape Garden", exploring the unique charm of different housing estates. We hope these initiatives will be the source of inspiration for the participants' works," the spokesman added.

The supporting organisations of the photo contest include local professional organisations and photographic societies, namely the Construction Industry Council, the Hong Kong Institution of Engineers, the Hong Kong Institute of Housing, the Hong Kong Institute of Architects, the Hong Kong Institute of Planners, the Hong Kong Institute of Surveyors, the Hong Kong Institute of Landscape Architects, the Photographic Salon Exhibitors Association, the Hong Kong Cameras Club Ltd, the Chinese Photographic Association of Hong Kong Ltd, the Photographic Society of Hong

Kong and the United Artist Photographic Association.

The theme of the HA's 50th anniversary is "Carving for the Future". "Carving" symbolises the HA's persistent efforts over the years to partner with stakeholders from all walks of life to build better homes for Hong Kong residents. "Future" signifies the HA's unswerving commitment to lead the development of subsidised housing for overcoming the challenges ahead. In the future, the HA will organise a series of celebratory activities, including a basketball tournament, local dialogue series and a public exhibition, etc. The public is invited to join in.

The HA was established in April 1973 to provide affordable and quality public housing for those in need. The spokesman said, "We are grateful to Hong Kong people who have been walking hand in hand with the HA over the past half century in building better homes. As we move on towards a new milestone, the HA will continue to promote the healthy development of public housing and make every effort to enhance its speed, quantity, quality and efficiency, for creating blissful and high-quality homes for Hong Kong people."

