

Hong Kong designers and artists showcase their creations in Paris, France (with photos)

The Hong Kong Economic and Trade Office in Brussels supported the setting up of a pop-up store in Paris, France, to promote Hong Kong design.

Speaking at the cocktail reception at the pop-up store on March 14 (Paris time) in Paris, the Special Representative for Hong Kong Economic and Trade Affairs to the European Union, Ms Shirley Yung remarked that "Hong Kong is committed to supporting creative industries including arts and design. Nurturing talents and bringing them to the global market is an important part of our efforts in developing Hong Kong as an international cultural hub".

The "Hong Kong Pop-up Design à Paris" is initiated by the Hong Kong Trade Development Council, presenting the works of 11 new Hong Kong designers, ranging from clothing to jewellery and other accessories.

In addition, the store also presented a diversified cultural scene of Hong Kong, with a series of miniature drawings by Lam Yan-kiu, as well as the exhibition of "Wanderers' Land – Cityscapes in Hong Kong" by Pen So, curated by the Hong Kong Arts Centre.

The pop-up store is located in the design area of Paris at 9, rue du Marché Saint Honoré, 75001 Paris and will be open to the public until March 25.



