

# Launching ceremony of Art March 2024 held today (with photos)

The launching ceremony of Art March 2024 was held at the Hong Kong Museum of Art today (February 22), highlighting a series of mega arts and cultural events that will take place in Hong Kong and introducing the brand "Art March 2024". The launching ceremony was officiated by the Secretary for Culture, Sports and Tourism, Mr Kevin Yeung; the Director of Leisure and Cultural Services, Mr Vincent Liu; representative of the Mega Arts and Cultural Events Committee Ms Yolanda Ng, and the representatives of organisers of the events.

Mr Yeung said, "Every March in Hong Kong, art lovers and visitors enjoy the many international and local arts and cultural events converged in the city. My bureau, the Culture, Sports and Tourism Bureau (CSTB), has been pulling together the hard efforts of the arts and cultural sectors to enrich the ambience of mega arts and cultural events in Hong Kong. And this year for the first time, we launch "Art March" as a brand to promote multiple events organised, funded, or supported by the Government. We hope that everyone could enjoy an unforgettable experience immersed in the artistic vibe of Hong Kong during March every year."

The extensive coverage of activities in Art March 2024 ranges from arts and culture, pop, as well as TV and film. Various happenings including art exhibitions, film events, a cultural summit and a fashion show welcome all walks of life. Apart from the well-received events in the past, the new event brands which are to be held in Hong Kong for the first time will make the city's vibrant cultural landscape more colourful.

Mr Yeung said that the Government's another aim is to manifest the economic benefits of the mega arts and cultural events to the fullest. Tourism-related industries, such as hotels, retail and catering, were encouraged to join hands with the arts and cultural sectors in polishing the brand of "Art March" to provide citizens and visitors with an enriched artistic journey.

A TV Announcement in the Public Interest themed "Art March" will begin airing today. The CSTB will also arrange free ice cream distribution, tram rides and Star Ferry rides at different times in March to promote "Art March" and its programmes. Details will be announced in stages in March.

The activities of Art March 2024 are detailed on the website of the CSTB ([www.cstb.gov.hk/en/policies/culture/art-march.html](http://www.cstb.gov.hk/en/policies/culture/art-march.html)).

