

LCSD's Pop Culture Festival "Fame in a Flash – A Tour of AVON Recording Studios" tickets on sale from May 14 (with photos)

The Hong Kong Pop Culture Festival 2024, organised by the Leisure and Cultural Services Department (LCSD), will present "Fame in a Flash – A Tour of AVON Recording Studios" in June. Through the guided tour, participants will be able to unveil the mystery of this legendary studio and experience the thrill of being a singer, with the help of professional audio mixers and high-quality sound equipment. Tickets will be on sale from May 14 (Tuesday).

Founded in 1983, the Avon Recording Studios is one of the most esteemed professional recording facilities in Hong Kong, bearing witness to the birth of countless classic pop songs. Luminaries of the music scene, such as Danny Chan, Leslie Cheung, Anita Mui, and Roman Tam, as well as 1990s superstars like Aaron Kwok, Leon Lai, Sandy Lam, and Faye Wong, have graced the studio. In the new millennium, Cantopop icons like Joey Yung and Eason Chan, along with recent popular idols Ian Chan and Keung To, have also recorded their music in this studio.

This "Pop Music Hall of Fame" is a repository of many precious materials relating to Hong Kong's pop culture. With its highly practical acoustic design, the studio boasts a \$1 million mixing console, premium-quality microphones, and antique audio equipment sourced from around the world. Its nostalgic decor is also unique to itself in many ways. During the guided tour, which lasts approximately 75 minutes, participants will not only learn about the design details and captivating stories of the recording studio, but will also have the opportunity to take memorable photos in different spots. In addition, each participant will have the chance to take part in a "demo recording" session, where they can choose a song from a special playlist featuring around a dozen titles from different eras, and record a one-minute segment of their singing like a superstar. At the end of the event, each participant will receive a personalised audio record as memento so that they may recall this music journey anytime they like.

"Fame in a Flash – A Tour of AVON Recording Studios" has altogether 16 sessions – four sessions each on June 8, 15, 22 and 29 (four consecutive Saturdays). Tickets are priced at \$180; a maximum of two tickets can be purchased in each transaction, and persons below 12 will not be admitted. Tickets will go on sale on May 14 at the URBTIX website (www.urbtix.hk) and its mobile ticketing app URBTIX (Android, HarmonyOS and iPhone/iPad versions). Tickets can be booked through the Internet and mobile app, but not at the URBTIX counter, telephone nor self-service ticketing kiosk. For programme and ticketing enquiries, please call 6689 5735 (Core Workshop Limited/AC00) or 3166 1100 (URBTIX), or visit the webpage at

www.pcf.gov.hk/en/programmes/fameinaflash.

The LCSD presented the first Hong Kong Pop Culture Festival last year to great acclaim. This year's second edition features "Arts & Action" as its theme, taking audiences on a journey through time to explore the dynamic inheritance, diffusion, integration and breakthroughs within Hong Kong's pop culture. The 2024 festival lineup offers a wide range of formats including thematic exhibitions, film screenings, stage performances and outreach activities. Its rich content spans across literature, various art forms and martial arts, clearly showcasing how Hong Kong's vibrant and diverse pop culture stands out from the rest. For more information, please visit www.pcf.gov.hk/en.

