

# London ETO supports cultural exchange between Hong Kong and the UK

The Hong Kong Economic and Trade Office, London (London ETO), sponsored an immersive theatrical live performance, HOME X, involving British and Hong Kong artists at the SPARK, an online festival hosted by the British Council from October 20 to 23 (Hong Kong Time).

Produced by Chinese Arts Now (CAN), an organisation funded by Arts Council England, HOME X offers an interactive theatrical experience combining gaming technology, virtual reality, live music and dance. Audiences enter a virtual world as an avatar that changes and grows as it interacts with this strangely familiar but altered place full of trees, flowers and birdsong. HOME X is a product of collaboration between artists in Hong Kong and the United Kingdom (UK).

Prior to the performance on October 23, the producers and artists of HOME X organised an online panel session on October 21 to explain the creative process and inspiration for the programme.

The Director-General of the London ETO, Mr Gilford Law said, "It is our great pleasure to support CAN's new digital and cultural collaboration between artists from Hong Kong and the UK as well as to bring this new form of performing arts to Hong Kong. HOME X is the perfect example of what SPARK Festival is about, i.e. creating connections across cultures."

He continued, "As announced by the Chief Executive in her recent Policy Address, the Hong Kong Special Administrative Region Government is committed to developing Hong Kong as an East-meets-West centre for international cultural exchange in line with the National 14th Five-year Plan. The London ETO will spare no effort to promote the cultural development of Hong Kong through collaboration and cultural exchanges with overseas practitioners."