

Revitalised Historic Buildings Instagram Photo Competition to launch in April

To celebrate the 10th anniversary of the Revitalising Historic Buildings Through Partnership Scheme (Revitalisation Scheme), the Commissioner for Heritage's Office (CHO) of the Development Bureau announced today (March 21) that a four-week Instagram photo competition on historic buildings under the Revitalisation Scheme will be held from April 5 to May 2.

The Commissioner for Heritage, Mr José Yam, said, "The Revitalisation Scheme aims to preserve government-owned historic buildings and put them to innovative use. By organising a photo competition, we wish to encourage the public to visit these revitalised historic buildings and enhance public understanding of the Revitalisation Scheme. The public is most welcome to take part."

Participants should upload photos of any of the historic buildings from Batches I to III of the Revitalisation Scheme to their Instagram public accounts, with a relevant photo caption and the specified hashtags (i.e. #RschemeHK and #CHO) and tag (i.e. @builtheritage_photocompetition).

The historic buildings from Batches I to III of the Revitalisation Scheme are Savannah College of Art and Design (Hong Kong), Tai O Heritage Hotel, Hong Kong Baptist University School of Chinese Medicine – Lui Seng Chun, Jao Tsung-I Academy, YHA Mei Ho House Youth Hostel, Green Hub, Stone Houses Family Garden, Viva Blue House, Hong Kong News-Expo, the HKFYG Leadership Institute and Haw Par Music Farm.

The competition has two award categories, i.e. "Photos of the Week" (40 prizes) and "Best 11 Photos Award" (11 prizes). "Photos of the Week" will be awarded to the 10 most liked photos among photo entries submitted each week. The winners will receive a stamp gift bag themed on Batch I of the Revitalisation Scheme. The "Best 11 Photos Award" will be awarded to the best photo of each of the historic buildings from all photo entries and will be chosen by a panel of judges formed by members of the Advisory Committee on Built Heritage Conservation. The winners will receive a special prize from the building they have taken a photo of, ranging from free accommodation, courses and workshops to cash coupons. In addition, they will have the chance to participate in a photography exhibition, and the winning entries will be published at various media channels.

For details about the competition, please visit the heritage conservation website (www.heritage.gov.hk/en/whatsnew/events_57.htm) or call 3509 7338.