

For Immediate Release

Science and Art Collide to Create an Incredible Community Carnival at the Standard Chartered Arts in the Park Mardi Gras 2014

***Over 3,500 young people and professional artists proudly showcased
their creativity and vitality through the arts***

[16 November 2014, Hong Kong] – Tens of thousands of local and overseas visitors witnessed the collision of science and the arts in Victoria Park at the *Standard Chartered Arts in the Park Mardi Gras 2014*. The annual event, aimed to promote youth development through art education, is organised by the Hong Kong Youth Arts Foundation and sponsored by Standard Chartered Bank (Hong Kong) Limited.

This year, under the theme “Defying Gravity: Science and the Arts”, over 3,500 young people and professional artists ignited their imagination and drew inspiration from topics ranging from time travel and astronomy to wildlife and robotics.

The carnival reached its climaxes at the *Night Parade* and the *Grand Finale Parade*, featuring the most vibrant giant puppet and rod puppet showcases in Hong Kong. At today’s *Grand Finale Parade*, over 600 young people and professional artists roamed through Victoria Park with 11 gigantic puppets up to 12-feet tall, 60 rod puppets, and over a thousand spectacular costume pieces all created by the students and artists themselves. The parades, co-organised by the Cultural and Leisure Services Committee of the Wan Chai District Council, also featured over 125 dancers performing original choreography created by professional choreographers and the dancers themselves.

In addition to the parades, the two-day event included numerous exciting activities such as the first-ever *Twilight in the Park* nighttime celebration which invited the public to learn fun science facts through visual arts, performing arts and interactive games. Also, over 20 free arts stalls and workshops were hosted at the event, allowing visitors of all ages to engage themselves in activities such as handicraft-making, drum-jamming, face-painting and balloon sculpting.

First started in 2001, *Standard Chartered Arts in the Park Mardi Gras* is an annual youth art education programme that lasts for six months and climaxes in a two-day fiesta in November. Each year, over 3,500 students from 150 schools and youth organisations in Hong Kong participate in the activities and create the highly dramatic art pieces and dance routines for the parades under the guidance of professional local artists and art teachers.

By giving these youngsters opportunities to develop skills in arts, creativity, performance, team building and leadership training, the programme strives to contribute to the long-term development of Hong Kong's youth, as well as the community at large. It also offers many skill development and idea exchange opportunities for professional artists.

For more information about the event, please visit www.hkyaf.com/AIP2014 and Facebook ([hkyaf](https://www.facebook.com/hkyaf) / [standardcharteredhk](https://www.facebook.com/standardcharteredhk)).

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An eclectic mix of robots, aliens, exotic plants and a space shuttle roam through Victoria Park at *Standard Chartered Arts in the Park Mardi Gras 2014*, receiving praises from tens of thousands of thrilled spectators.



Over 70 youth groups performed live on stage over the two days of the event, providing a variety of entertainment that showcased their talent and vitality.



Notes to Editors

About Standard Chartered Arts in the Park Mardi Gras

Standard Chartered Arts in the Park Mardi Gras is an annual six-month youth art development programme organised by the Hong Kong Youth Arts Foundation, sponsored by Standard Chartered Bank (Hong Kong) Limited. The climax of the event is the carnival in November, featuring one of Hong Kong's largest giant puppet parades. Each year, over 3,500 young people from 150 schools and youth organisations participate in the event. By giving them opportunities to develop skills in arts, creativity, performance, team-building and leadership training, the programme is contributing to the long-term development of Hong Kong's youth, as well as the community at large.

The event was first started in 2001 in Stanley Plaza. In 2008, it was expanded and renamed to become *Standard Chartered Arts in the Park Mardi Gras* and moved to Victoria Park. In 2012, the parade was taken into the busy streets of Causeway Bay for the first time, and the *Night Parade* was inaugurated in 2013. This year, the first-ever *Twilight of the Park* nighttime celebration is introduced.

About Hong Kong Youth Arts Foundation (HKYAF)

Hong Kong Youth Arts Foundation (www.hkyaf.com) is a charity that provides access to high quality, non-competitive free-of-charge arts experiences for all young people aged 5 to 25. Established in 1993 by Lindsey McAlister OBE, JP, HKYAF organizes inclusive and inspirational projects that reach out to youngsters of all cultures, backgrounds, languages and abilities, and actively creates opportunities for those who are disadvantaged and underprivileged. Each year, HKYAF reaches over 800,000 people through its projects, exhibition and performances.

About Standard Chartered

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Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the Hong Kong SAR's three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

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About Wan Chai District Council

The fourth term of the Wan Chai District Council (WCDC) has been established since 1 January 2012. Adhered to the past service pledges for the public, WCDC plays the full functions of promoting the communication between the public and the government. Meanwhile, WCDC also plays a vital consultative role in actively advising the government to improve the well-beings of the local residents. WCDC concerns with district works, transport, environmental protection, heritage conservation, community building, food and environmental hygiene as well as cultural and leisure services, etc, with a view to making Wan Chai a better community and sharing a superb sense of belonging with the local residents.

We earnestly invite you to be our partners in building an even better community. Through the homepage of WCDC, you will gain more information of the work of WCDC. Should you have any opinions on the affairs of Wan Chai District, please contact the councillors of your constituency.

<http://www.districtcouncils.gov.hk/wc/en/welcome.html>

Through mobilizing the forces of district fellows, we strive to achieve a united community of our own.