



## PRESS RELEASE 新聞稿

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### **HKTB Extends “Hong Kong Neighbourhoods” to Launch “West Kowloon” for Promoting Art and Culture Tourism of the Neighbourhood**

**Members of the media can download the press release and photos from the following links:**

Press release: <https://www.discoverhongkong.com/eng/hktb/newsroom/press-releases.html>

Photos: [https://hktb.filecamp.com/s/2021\\_West\\_Kowloon\\_Neighbourhood/fo](https://hktb.filecamp.com/s/2021_West_Kowloon_Neighbourhood/fo)

“West Kowloon” programme page: <https://www.discoverhongkong.com/westkowloon/en>

The Hong Kong Tourism Board (HKTB) today (9 September) officially launched a West Kowloon neighbourhood promotion, after featuring popular promotions “Old Town Central” and “Sham Shui Po – Every Bit Local” in the “Hong Kong Neighbourhoods” campaign. The “West Kowloon” neighbourhood programme highlighting the district’s rich heritage and vibrant street life in Yau Ma Tei and Jordan along with its two new world-class museums – M+ and the Hong Kong Palace Museum in the West Kowloon Cultural District (WKCD) – which will open in the end of the year and next and become landmarks in art and cultural tourism. As art is inseparable from our life, the West Kowloon neighbourhood promotion builds a bridge between the local life of the bustling communities of Yau Ma Tei and Jordan, which are home to many historical architectures, time-tested stores and traditional craftsmanship, and the artistic lure of the WKCD. Throughout the continuous evolution and revitalisation, the neighbourhood has a lot of astonishing experiences for the public and visitors to uncover. The HKTB expects the campaign to draw people from across the city to rediscover it from new perspectives to drive in-depth local tourism and stimulate economic activities in the neighbourhood.

HKTB Executive Director Mr Dane Cheng said: “Experiential tourism is a rising and inspiring trend, particularly where it blends arts and culture with authentic local life. The HKTB has chosen to launch this large-scale promotion before borders reopen because we want residents to savour the experience first and discover hidden gems in their community, rekindling their enthusiasm and appreciation and creating a harmonious art-life aura in the West Kowloon neighbourhood. We hope Hong Kong people will then share their experiences with friends and relatives outside Hong Kong. Besides, visitors around the world are eager to travel as soon as travel restrictions are eased, and we will be able to capitalise on the opportunities if we are well prepared in advance. We are also encouraging tour operators to create in-depth tours for residents to help them plan ahead for the return of visitors.

“The HKTB believes the West Kowloon neighbourhood programme will not only drive domestic tourism and stimulate consumption, but also spread a positive message and showcase Hong Kong’s new art and cultural travel opportunities to the world and fire up interest in the district among visitors, who are keen to return as soon as borders reopen.”

### **Five thematic walking routes to uncover a rich heritage**

Starting from the beautiful shoreline at the West Kowloon Cultural District, the “West Kowloon” neighbourhood programme extends to Yau Ma Tei and Pitt Street, and spans along Nathan Road to reach streets and paths around Austin Road, Jordan.

To reflect the unique characteristics of each area, the HKTB has devised five thematic walking tours focused on Heritage & Craftmanship, Cultural Arts and Culinary Arts. The routes cover many little-known corners of the city that are often overlooked by residents and visitors alike, such as a bookstore hidden in the Tin Hau Temple, a seafood restaurant transformed into an art hotel, and a condiment store promoting western dishes fused with traditional fermented tofu.

The routes offer recommendations for more than 50 points of interest, shops, and restaurants, and are available as an interactive e-map on the West Kowloon neighbourhood campaign page of the HKTB website. Special offers have been arranged with shops and restaurants in the neighbourhood for people who take part in the walks to encourage spending.

### **Photo spot with spectacular large-scale art installations**

Art is a central theme of the West Kowloon neighbourhood promotion. As well as the M+ and the Hong Kong Palace Museum, the HKTB has teamed up with “FriendsWithYou”, a pop-art duo featuring Samuel Borkson from Florida, US, and Arturo Sandoval III from Cuba, to bring their gigantic art installation and signature pop-art characters to Hong Kong and share the positive vibes to the neighbourhood. The installations will be in the Art Park in the West Kowloon Cultural District from 23 September to 14 October with free admission, giving visitors the opportunity to enjoy international art exhibits and create photo memories.

A variety of areas will be decorated as part of the promotion. The footbridge and subway between the WKCD and Jordan will be transformed into an “Arts Corridor”. Thematic buntings with a programme webpage QR code will meanwhile be displayed around the Yau Ma Tei and Jordan MTR stations and on lampposts along Museum Drive. The HKTB has also made promotional films featuring well-known personalities from the neighbourhood, who guide viewers along the streets and sidewalks and give their first-hand perspectives to viewers worldwide who are currently unable to visit in person.

The Appendix below introduces a series of programme highlights of the “West Kowloon” neighbourhood promotion. For more details, please visit [www.discoverhongkong.com/westkowloon/en](http://www.discoverhongkong.com/westkowloon/en)

### **Photo Caption 1**



Mr Dane Cheng, HKTB Executive Director (second from the left), introduces HKTB’s latest “West Kowloon” neighbourhood promotional campaign in a press conference on 9 September. During the event, Mr Terry Wong, HR Business Partner, Tung Nam Lou Art Hotel (left), Mr Jay Liu, the Fourth-Generation owner of Liu Ma Kee (second from the right) and Mr Michael Kistler, Urban Photographer and Hong Kong Super Fans of HKTB (right) shared the “West Kowloon” from their own perspectives.

### **Photo Caption 2**



Mr Dane Cheng, HKTB Executive Director, visited the century-old shop “Liu Ma Kee” to learn about its stories of traditions and trends.

– Ends –

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## “Hong Kong Neighbourhoods – West Kowloon”

### Boundaries



### Programme highlights: Immersive experiences highlighting unique traditions

#### Century-old shops with witty creations

**Liu Ma Kee**, based in Hong Kong for over a century, keeps its traditional stonemill artistry to make soybean products with its secret family recipes. Liu Ma Kee now offers an array of present-day condiments, and has even invented a **garlic-flavoured fermented tofu paste** exclusively for western pasta dishes and a carbonara recipe fused with the classic taste of fermented tofu.



### **Traditional seafood restaurant transformed into art hotel**

Conveniently situated next to the Yau Ma Tei MTR station, the Tung Nam Lou Art Hotel – described as an urban oasis – opened in 2019. It was previously a traditional seafood restaurant, and is now a hotel with an art gallery and shared space, preserving its nostalgic interior decors. The hotel also hosts workshops and themed exhibitions.



### **Hidden Treasures in Tin Hau Temple**

The Tin Hau Temple in Yau Ma Tei was declared a monument in 2020. The southern chambers were renovated to become The School, Yau Ma Tei. The chambers are now a self-service bookstore offering a selection of books and cultural goods. The chambers were once a private school, and has transformed into a space with a mini banyan tree and photo spots such as a cart noodle kiosk to recreate scenes outside the Temple down the memory lane.



### **Historic shop targets a younger audience**

Cheung Shing Fans Factory is one of the few sandalwood fan makers in Hong Kong still in operation. It is also a producer of incense. Second-generation owner Mr Law and wife returned to Hong Kong to take over the business. Law noted a growing appetite for incense among urban consumers in recent years, and began selling electrical incense burners and incense pots to attract younger customers.



Programme highlights: “Art Like” Top 10 Photo Spots



1) The School, Yau Ma Tei



2) Picky Café,  
Tung Nam Lou Art Hotel



3) Red Brick House,  
Former Pumping Station at  
Shanghai Street



4) Yau Ma Tei Fruit Market  
("Gwo Laan")



5) Mido Cafe



6) The Muse, Hotel Stage



7) Temple Street



8) Neon signs



9) M+



10) Growing Up  
Pavilion

*\*These photos are for marketing and creative purposes only. Please wear a mask and comply with the latest regulations and guidelines issued by the HKSAR Government at all times when visiting the locations.*

**Time-limited exhibition: large-scale art installations**

The HKTB has teamed up with pop-art duo "FriendsWithYou", featuring Samuel Borkson from Florida, US, and Arturo Sandoval III from Cuba to bring their gigantic art installations and pop-art characters to Hong Kong. The installations will be on display between 23 September and 14 October in Art Park, West Kowloon Cultural District.



(Mockup photo)



**Members of the media can download the photos from the following link:**

[https://hktb.filecamp.com/s/2021\\_West\\_Kowloon\\_Neighbourhood/fo](https://hktb.filecamp.com/s/2021_West_Kowloon_Neighbourhood/fo)

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