

For Immediate Release

**Creative Tourism Project “Design District Hong Kong #ddHK”
TransFORMing Hong Kong with the “Heart of Cyberpunk”
10 Local Designer Units featured in Immersive Fashion Event in Sham
Shui Po**



Caption: Renowned illustrator, Chris Skinner's interpretation of Sham Shui Po Cyberpunk Metropolis, also capturing hidden works from the ten designer units.

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(Hong Kong, August 25, 2020) Brought to you by Hong Kong Design Centre, established in 2018 #ddHK (Design District Hong Kong) is a 3-year Creative Tourism and Placemaking Project. Coming to Hong Kong this October, they are launching the latest initiative for #ddHK2020/21 “transFORM”, a forward-facing plan that embraces the richness of the Wan Chai and Sham Shui Po, while transforming the place with the community, flowing positive vibes throughout the district. This starts with Sham Shui Po, launching the *Heart of Cyberpunk* - an Immersive Fashion Experience, which will be in the city from October 17-25, the cross-disciplinary design and fashion event will be held at Tung Chau Street Temporary Market in Sham Shui Po, featuring a wide range of activities which shall truly captivate the hearts of the local community and visitors alike.

“We are extremely excited to be hosting *The Heart of Cyberpunk*, an event that sheds light to Sham Shui Po’s roots, as well as the embedded cultures that this district encompasses. This reveals a brand new blueprint of Sham Shui Po that I hope would impress those who visit,” expresses Sam Lam, Director of Business Development & Projects, Hong Kong Design Centre and Chief Curator & Project Director of #ddHK.

Inspired by the year 2019 and 2020, a number of iconic science fiction movies, such as *Blade Runner* and *Ghost in the Shell*, have depicted stunning futuristic Cyber cityscapes that was heavily influenced by Hong Kong and are based on the director’s perception of what the distant future is like, making 2020 the Year of Cyberpunk. While many Cyberpunk scenes are inspired by Hong Kong for its aesthetics, these are actually based off of Sham Shui Po and Mong Kok for its saturated neon lights, metropolitan high-rises and street vendors, marking Sham Shui Po and Mong Kok as the backdrop of Cyberpunk films.

This year, #ddHK has invited Eugene Leung, Creative Visionary and founder of fashion label INJURY as the fashion event’s curator and creative director of *Heart of Cyberpunk*. “We have dedicated our efforts to re-create Tung Chau Street Temporary Market, showcasing our idea of the *Heart of Cyberpunk*. We have arranged a host of different performing art, set design, exhibitions, tours as well as involved nearby shops and community to create a mini cyber city, inviting guests on a futuristic yet surreal cinematic journey of the sci-fi world.”

Working with 10 local up-and-coming fashion and accessories designer units, they sourced their materials from Sham Shui Po, each creating three Cyberpunk-themed outfits. Eugene continues, “These spectacular designs reveal the characters in our story, the story of searching for the *Heart of Cyberpunk*. Renowned illustrator, Chris Skinner’s event poster acts as a teaser for our story. Inspired by fashion,

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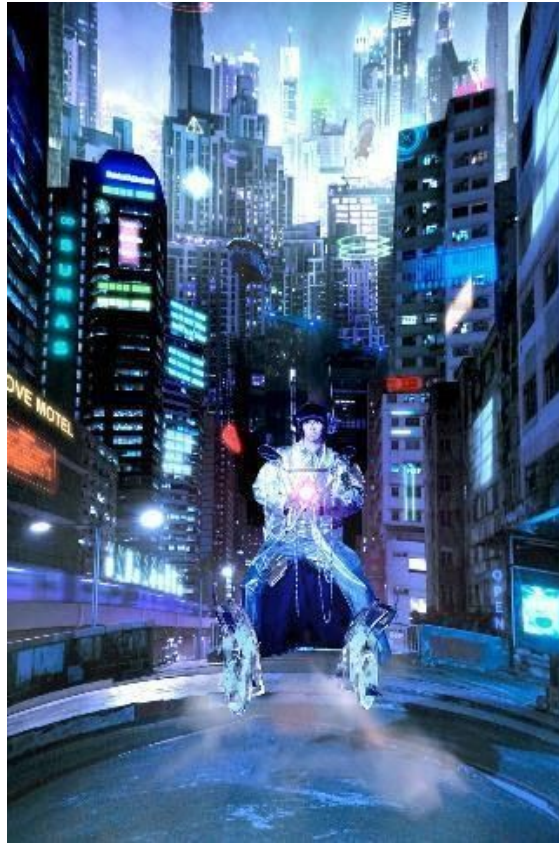
the event tells the story using a multi-disciplinary design medium, crossing over different areas of design, including illustration, photography, comic book, exhibition, mural art, installations, immersive fashion performances and 3D figurines, bringing the story to life."

TransFORMing Sham Shui Po into a cyber city, discover the *Heart of Cyberpunk*

Right from the start, Sham Shui Po was a bustling town. After enduring through years of changes and challenges, this particular district has developed its own unique identity, its own culture, historical buildings and community. It is a district that is known for offering an abundant source of beautiful fabrics, accessories, electronics and other raw materials, and in recent years, Sham Shui Po has been known for its small concept boutiques, all under the vibrant backdrop of the spectacular neon lights. Inspired by Cyberpunk, #ddHK embraces the richness and familiarity of the area, and transforms the event venue into a sci-fi utopia, inviting participants to step into a cyberpunk world, allowing them to walk through a surreal journey of that alter-world, experiencing a futuristic side of Hong Kong, undoubtedly known as *the Heart of Cyberpunk*.

The *Heart of Cyberpunk* event has engaged 10 local fashion and accessories designer units to create designs depicting their interpretation of what Cyberpunk entails, along with the transformation of the venue, participants will be beamed to a multi-sensory fashion experience. With lots in store from October 17-25, #ddHK has prepared a host of exciting events to take place, including a Cybermarket, Exhibition, Talks, Fashion Performance, Workshops, Guided Tours and other public engagement programmes.

Visitors will be submerged into a Cyberpunk world. Whether guided through the streets of dystopia in the heart of Sham Shui Po, or wandering through the weekend Cybermarkets, the event shall illustrate what that world looks like.



Fashion Designer: Calvin Chan & Joyce Kun
Photographer: Not Simon
Photoshoot Art Director & Stylist: Inggrad Shek

10 Local designer units scavenges Sham Shui Po, in search for cyber-driven designs

Sham Shui Po has always been the place for local fashion and design, known for its uniqueness and abundance in choices of fabrics and accessories. It also nurtures numerous local creative individuals and boutiques, shaping the area into a new inspirational heart of fashion and design. With its vividness and uniqueness, Sham Shui Po is frequently known as part of the futuristic aesthetics in cyberpunk films and is undoubtedly the “Heart of Cyberpunk”. As a designer, Christian Fung puts it; “(Sham Shui Po) blends the new and the old, giving it the feeling of cyberpunk”. Engaging with the community of Sham Shui Po, the designers were invited to source the depths of Sham Shui Po to create these stunning masterpiece series.

Calvin Chan “explores alleys and small streets” to find a specific piece of material, while Nick Leung loves visiting Ap Liu Street, “it has knick-knacks, electronics, fabrics and people from all walks of life, these are all inspirations for my creations.” This statement by Reo Ma

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resonates fantastically, saying “You will realise that there is no place like Sham Shui Po.”

The designer units for Heart of Cyberpunk poured their hearts into designing these creations, designs that represent their idea of cyberpunk, melding the high-tech modernity with urban grit.

Ten of these stunning masterpieces have been made into Limited Edition Designers’ Products. These collectibles are very exclusive and only 100 pieces have been handmade in Hong Kong and available for purchase at the Cybermarket at the event, as well as selected shops while stocks last.

The *Heart of Cyberpunk* Immersive Fashion Experience features fashion and accessories designer units includes (in no particular order): Calvin Chan & Joyce Kun, Christian Fung, Cyrus Wong, Felix Tai, Kenax Leung, Key Chow & Jarno Leppanen, Nick Leung, Reo Ma, Rex Lo & Elly Cheng and Yeung Chin. (See appendix for designer profiles)



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Happenings in Sham Shui Po for the *Heart of Cyberpunk*

The engaging experience will feature a range of different activities throughout the 9 days, including immersive Fashion Performances based on the designers' thoughtfully created outfits, Exhibition, an Exhibition Shop, Limited Edition Designers' Products, weekend Cybermarket, Workshops, Talks by enthusiasts, Mural Arts, Design Exhibits in Shops and Guided Tours, showcasing the hidden gems of the district, turning the whole area into a future metropolis.

"The Heart of Cyberpunk is located at the Tung Chau Street Temporary Market, however, the event will involve all of the surrounding areas, making the immersive experience so much more engaging." Eugene Leung, fashion event's curator and creative director of Heart of Cyberpunk says. He continues, "We've curated the event so that even before the event starts, the attendee is already in the right mindset of the sci-fi world. He/she will walk through our space, visualising how cyberpunk is interpreted in their minds, exiting the event to walk into a real-life cyberpunk, which is Sham Shui Po."

Welcome to the "Heart of Cyberpunk"!

Heart of Cyberpunk Event Details

Date*	Media Day	October 16
	Public Open days	October 17 - 25
	Fashion Performance	October 17, 18, 24, 25
	Cybermarket & Workshop	October 17, 18, 24, 25
	Exhibition	October 17 - 25
	Talks	October 17 – 25 (see Facebook for schedule)
	Design Exhibits in Shops	October 17- November 10
	Exhibition Shop	October 17- November 8
	Guided Tours	October (see Facebook for schedule)
	Limited Edition Designers' Products	October-November, available at designated shops (see Facebook for schedule)
	Mural Arts	October

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Venue	Block 1-3, Tung Chau Street Temporary Market, 269 Tung Chau St, Sham Shui Po And nearby shops and community
Fee	Free Admission (Pre-registration is required)

*Due to the current pandemic, the event organiser has the right to cancel or postpone the event to a later date with no prior notice. We apologise for any inconvenience. Stay informed via our #ddHK social media platforms for the latest updates.

For more information about the event, please visit:

Website: www.designdistrict.hk

Facebook: [@designdistricthk](https://www.facebook.com/designdistricthk)

Instagram: [@designdistricthk_ddhk](https://www.instagram.com/designdistricthk_ddhk)

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About Design District Hong Kong

Design District Hong Kong (#ddHK) celebrates authentic culture and creativity and uses design to liven up the unique “Heung Gong Dei” (a vernacular name of Hong Kong) experience, which embodies our collective local identity and affection for this city made possible by the contribution and perspiration of every Hong Kong citizen.

#ddHK envisions Wan Chai and Sham Shui Po as a 3-year pop-up “open-air design district gallery”. Visitors can explore it through a wide range of creative self-guided routes and year-round free guided tours. Its original multidisciplinary designs and authentic street events are the results of the partnership model with related government department, as well as creatively curated community collaborations, social conversations and participatory design. It aims at elevating existing tourist attractions, reconnecting people with local neighborhoods and bringing new life to ordinary public facilities and underused spaces. It sets to transform the daily experience of tourists and locals alike with a fresh take on Hong Kong’s history, culture and creativity.

#ddHK envisions a future urban lifestyle by reinventing all sorts of public spaces and facilities you can imagine, from footbridges to fire stations to different types of parks, into the heart of communities and attractive tourist destinations. It collaborates extensively with different design disciplines, including but not limited to Multimedia, Fashion, Accessories and Textile, Architecture, Graphic Design and Visual Communications, Industrial, Furniture, Service, Exhibition and Display, Interior, Spatial and Landscape, Experience, Social Design as well as Design Education.

#ddHK is a 3-year (2018/19-2020/21) Creative Tourism and Placemaking Project presented by Tourism Commission, curated and organised by Hong Kong Design Centre and with Hong Kong Comics & Animation Federation as Lead Strategic Partner of the second year programme related to local comic.

About Hong Kong Design Centre

Hong Kong Design Centre (HKDC) is a non-governmental organisation, and was founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as an international centre of design excellence in Asia. Our public mission is to promote wider and strategic use of design and design thinking to create business value and improve societal well-being, with the aim of advancing Hong Kong as an international design centre in Asia.

HKDC's flagship programmes include Business of Design Week (BODW; since 2002) – Asia’s leading annual event on design, innovation and brands; DFA Awards (since 2003) – a well-recognised annual awards

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that celebrate outstanding designs with Asian perspectives; and Knowledge of Design Week (KODW; since 2006) – an annual thematic programme that gathers the global design community to explore how design can solve complex challenges of our society.

We also manage a Design Incubation Programme and Fashion Incubation Programme (since 2012 and 2016) – 2-year programmes to nurture future design and fashion entrepreneurs; and launched FASHION ASIA HONG KONG (since 2016) – an initiative combining conversations, interactions and cultural exchanges to position the city as an Asian hub for fashion trade and business development.

Learn more about us at www.hkdesigncentre.org

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Download URL: <https://bit.ly/3gpars>

Appendix 1 - Heart of Cyberpunk Event Poster:



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Appendix 2 – 10 Fashion and Accessories designers

Photographer: Not Simon

Photoshoot Art Director & Stylist: Inggrad Shek



Fashion Designer:
Calvin Chan & Joyce Kun from THE
WORLD IS YOUR OYSTER



Fashion Designer:
Key Chow & Jarno Leppanen from KA WA
KEY



Fashion Designer:
Christian Fung from CHRISTIAN STONE



Fashion Designer:
Cyrus Wong from IDISM

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Fashion Designer:
Reo Ma from REO MA



Fashion Designer:
Kenax Leung from FROM ANOTHER PLANETS
(FAPS)



Fashion Designer:
Nick Leung from NICI HARMONIC



Fashion Designer:
Felix Tai from POMCH




Fashion Designer:
Rex Lo and Elly Cheng from SOMEWHERE
NOWHERE



Fashion Designer:
Yeung Chin from YEUNG CHIN

Appendix 3 – Fashion and Accessories designer profiles

Designer	Profile	Design Concept
<p>Calvin Chan and Joyce Kun Label: The World is Your Oyster</p> 	<p>Established in 2014 by design duo Calvin Chan and Joyce Kun, THE WORLD IS YOUR OYSTER is a Hong Kong-based contemporary menswear label. Calvin graduated from the Hong Kong Design Institute, while Joyce from the Hong Kong Polytechnic University.</p>	<p>For this cyberpunk project, Calvin and Joyce re-explored one of the most significant movies in history, <i>The Matrix</i> trilogy. The film series has provided our generation with a completely new perspective of what it could be like in a dystopian future with the fall of humanity and the rise of self-conscious artificial intelligence. Taking references from the characters, scenes and vibes of the movie, the designers re-created a new series of outfits for the characters using various metallic materials and hardware, giving it a touch of rebellious attitude.</p>

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Christian Fung
Label: Christian Stone






Christian Fung is a graduate of Central Saint Martins College of Art and Design in 2017 with a Bachelor degree in fashion design womenswear with First Class Honours and the founder of CHRISTIAN STONE. He has previously worked as Design Assistant at Christian Dior Couture in Paris and Designer at Hood By Air in New York.



Inspired by and designed for Rachael from the movie *Blade Runner*, this design is based on Christian's imagination of what she would wear today. It is also his version of a 1980's-inspired power suit.



Inside the jacket is a human skeleton-inspired zip-up top made of metallic mesh with fabric strips wrapping around the bodice, and sleeves highlighted by ribbons sewn in as little taps. This top can be worn from front to back and the zip can be closed in the front or the back. The outfit becomes a night out party look when the jacket comes off.

The trousers are made of wool with flare legs. Drawstring bags are incorporated right under the knee highlighted by silver buckles on both sides for adjusting the bag openings. The look is finished with a pair of Christian Stone's signature backpack boots.

<p>Cyrus Wong Label: IDISM</p> 	<p>Cyrus Wong graduated from Central Saint Martins College of Art and Design and was trained under renowned fashion designer Huishan Zhang before returning to Hong Kong. He co-founded ID-ISM in 2016 as Creative Director of the brand, which debuted in Paris Fashion Week Spring Summer 2017.</p>	<p>Cyberpunk is often described as “high tech, low life” and Hong Kong is often used as the backdrop of the dark, sprawling metropolis. This collection intends to focus on the “low life” aspect of the theme by transforming objects that are easily found in Sham Shui Po and daily life into cyborg characters. These characters are built based on occupations commonly found in the district and those who live under psychedelic neon lights.</p>
<p>Felix Tai Label: POMCH</p> 	<p>Felix Tai was born in 1988 and graduated from the Hong Kong Polytechnic University School of Design majoring in industrial and product design. He founded POMCH in collaboration with a university classmate in 2011. In 2014, their first store was opened at PMQ, Hong Kong. Retail points were also set up in different parts of Hong Kong later on.</p>	<p>This collection is inspired by “cyber protection”. It has two elements. For an industrial designer like Felix, Sham Shui Po is a place to buy electronic products and parts. It feels cyber just to be there so electronic parts are used in the design, such as LED lights, etc. The second element is “protection”. Felix grew up in Sham Shui Po and his home used to be there. Being at home feels protected, so he used protection as an inspiration.</p>

<p>Kenax Leung Label: From Another Planets</p> 	<p>Hong Kong-born designer Kenax Leung established his namesake label in 2012 shortly after graduating from the Hong Kong Polytechnic University with a Master's degree in fashion design. In the same year, Japan's <i>SOEN Magazine</i> named him as one of the "NEWCOMERS". In 2019, Kenax renamed his label with a new, cosmically travelling-like DNA name FROM ANOTHER PLANETS.</p>	<p>The growing cross-pollination between the virtual world and reality has blurred the line. To establish the aesthetics of digital culture and play with the virtual traveller concept, the trend of costumes has inspired more stylish gamer looks, fashion for plus sizes and new utility features. Early digital artworks inspired the glitches, blurred and pixelated textures, panels and layers of colour.</p>
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<p>Key Chow & Jarno Leppanen Label: Ka Wa Key</p> 	<p>Key Chow was born in Hong Kong and graduated from the Royal College of Art in London with a Master's degree in Fashion Menswear in 2015. He is working in J.W. Anderson. Finland-born Jarno Leppanen has a cross-artistic background and holds a Master's degree in Arts. The designers co-founded London-based gender-fluid label, KA WA KEY.</p>	<p>The collection is an exploration of gender-fluidity, LGBTQIA+ and subculture in cyberpunk. Key and Jarno have created a cyberpunk storyline with characters from POSE, a drama series about LGBTQ and the gender-nonconforming ballroom culture, and RuPaul's Drag Race.</p> <ol style="list-style-type: none"> 1. CYBER Elektra BITCH A transgender government leader and a drug cartel chief who care only about money and power and love chaos and pain. 2. CYBER Plastique Guuuurllll A beautiful humanoid sex robot which possesses a micro-chip containing data of impeccable sex skills. 3. CYBER Detox GENDERFUCK An alien killer in "genderfuck" style, employed by Elektra to kill Plastique to protect the future of humanity.
<p>Nick Leung Label: NICI HARMONIC</p> 	<p>After graduating from the Hong Kong Institute of Vocational Education with a Higher Diploma in Printing and Computer Imaging, Nick Leung has worked in the printing and advertising industry for nearly a decade. He launched his hat brand NICI HARMONIC in 2011.</p>	<p>To Nick, everyone is special. No matter which era or planet one lives in, one has unique characters. Headpieces are the most distinctive accessories for those living in this cyberpunk city.</p>

<p>Reo Ma Label: Atelier Reo Ma</p> 	<p>Since graduating from Kingston University's BA Fashion Design programme, Hong Kong designer Reo Ma has enjoyed some enviable industry attention with his namesake label, REO MA.</p>	<p>Reo expands his conceptual approach to tailoring and craftsmanship with yet another aptly dystopian collection. If we were to choose an armor to mirror our bleak political reality right now, REO MA's erosive-toned garment might just be it.</p>
<p>Rex Lo & Elly Cheng Label: Somewhere Nowhere</p> 	<p>The creative duo behind SOMEWHERE NOWHERE, Rex Lo and Elly Cheng, studied fashion design at the Hong Kong Design Institute and the Clothing Industry Training Authority respectively. They met when studying at the London College of Fashion in 2009. After graduating in 2012, they founded SOMEWHERE NOWHERE and moved back to Hong Kong in 2015.</p>	<p>Rex and Elly have created three "Fluffs", namely Pinkie, Bubble and Loot, inspired by the cause and aftermath of the dying planet Earth. Pinkie, who loves to expose its body but needs a lot of protection and care, wears a fluffy outfit made of detachable protection pads and attached with electronics parts for monitoring its body. Bubble features a ninja-style full head mask and a sky blue faux fur overall with pipes connecting its body to simulate substance transfer and purification. The design suggests that humans would eventually suffer from the pollutants they made in the past. Loot, the scavenger of the group, wears a fur worker dungaree with multiple pockets and carries a basket which stores and displays its loots.</p>

Yeung Chin

Label: Yeung Chin



An ex-student and member of Alternatif Fashion Workshop, Yeung Chin graduated with a MA Fashion Design from the University of Westminster. He is now a guest lecturer at the Hong Kong Design Institute and has opened the first concept store of his eponymous fashion brand, YEUNG CHIN, at PMQ.

After 6 months of research on Miao ethnic culture, Yeung Chin found that the crossover of Miao and cyberpunk has never happened in fashion before. That inspired him to explore the combination of Miao costume silhouettes and cyberpunk details such as using punk studs to highlight the unique Miao colours and patterns. This is a new opportunity for him to find an unprecedented aesthetic in fashion.

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