

For Immediate Release

Hong Kong Design Centre Presents ‘Chubby Hearts Hong Kong’
Giant Hearts Captivate Hong Kong to Spread Love
Mega Arts and Cultural Events Fund’s first mega event in 2024
Brightening Hong Kong’s iconic skyline with love from 14 to 24 February

#CHUBBYheartsHK



Hong Kong, 26 January 2024 – As the city of Hong Kong prepares to embrace the season of love, it welcomes a breathtaking spectacle from the skies – the ‘Chubby Hearts Hong Kong’ project conceived by renowned designer Anya Hindmarch, curated and presented by the Hong Kong Design Centre (HKDC).

Floating majestically above the city’s iconic skyline, these oversized, heart-shaped balloons are more than just a creative marvel; they are a declaration of love. The project is financially supported by the Mega Arts and Cultural Events Fund (Mega ACE Fund) under the Culture, Sports and Tourism Bureau of the Hong Kong Special Administrative Region Government. It is also the first project launched by the Mega ACE Fund in 2024.

From 14 to 24 February 2024, in a first-ever Asian showcase following its resounding success in London, Chubby Hearts Hong Kong will turn the city’s urban canvas into a

creative expression.

As the city embraces its East-meets-West heritage while flirting with delightful design installations, the Chubby Hearts project heralds a celebration of love and bridging the East and West cultures throughout the Valentine's Day to the Chinese Valentine's – Lantern Festival.

The largest piece in the Chubby Hearts collection will be unveiled for the first time in Hong Kong, with a diameter of approximately 12 meters – four times larger than the London version. Visitors and the public can visit the biggest Chubby Hearts centre piece at the Statue Square Gardens in Central for 11 days.

In addition, pop-up Chubby Hearts will give special surprise to visitors everyday at iconic landmarks and scenic spots across the city including the Flower Market in Mong Kok, the Lam Tsuen Wishing Square in Tai Po, the Belcher Bay Promenade in Kennedy Town and many more. Each measures approximately 3 metres in diameter. With a commitment to sustainability, some of the installations from London will be reused for the Hong Kong edition, while the installations made specifically for Hong Kong will become a part of Chubby Hearts permanent collection for flying again somewhere around the world in the future.

These charming design installations will grace Hong Kong attractions each day, inviting locals and tourists alike to embark on a heart-filled adventure and create heartwarming memories in the city. Locations and time of the pop-up Chubby Hearts will be announced every morning from 14 to 24 February 2024 on HKDC's website (www.hkdesigncentre.org). Let Chubby Hearts leave its mark across the different landmarks that make Hong Kong truly a city to fall in love with.

HKDC reserves the right to cancel, postpone or change the date, time, venue and format of the Chubby Hearts Hong Kong project without prior notice due to weather or other factors. Please stay tuned to HKDC's website and social media for the latest news.

Download photos at:

<https://drive.google.com/drive/folders/1RE1MWL26Jn2qrl1OODHskVNvDyLTAqWq?usp=sharing>

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About Hong Kong Design Centre

A non-governmental organisation registered in 2001 and established in 2002, Hong Kong Design Centre is a strategic partner of the Hong Kong Special Administrative Region Government in advancing 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.

Learn more about us at www.hkdesigncentre.org

About Mega Arts and Cultural Events Fund (Mega ACE Fund)

The Mega ACE Fund set up by the Culture, Sports and Tourism Bureau of the Hong Kong Special Administrative Region Government aims to attract and support international and large-scale arts and cultural events to be held in Hong Kong. It targets mega arts and cultural events in Hong Kong organised by the private sector or non-governmental organisations, with a view to developing Hong Kong into an arts and cultural metropolis, providing opportunities for the arts and cultural sector to flourish, as well as fostering Hong Kong's development as an East-meets-West centre for international cultural exchange.

About Chubby Hearts

Chubby Hearts is a public design project conceived by fashion designer Anya Hindmarch. Giant chubby heart balloons fly over, or are squished into famous landmarks, as a declaration of love to a city. The project first appeared in London in 2018, reappearing in 2019 and 2022 to spread a little love. For 2024, the project is travelling outside of the UK for the first time to shine a light on the creative and inspiring city of Hong Kong.

Learn more about Anya: <https://www.anyahindmarch.com/blogs/experience/about-any>

The Government of the Hong Kong Special Administrative Region provides funding support to the Chubby Hearts Hong Kong only, but does not otherwise take part in it. Any opinions, findings, conclusions or recommendations expressed in the activities (or by members of the grantee's team) are those of the organisers of Chubby Hearts Hong Kong only and do not reflect the views of the Government of the Hong Kong Special Administrative Region.