

Press release

13 July 2018 (Fri)

For Immediate Release (4 pages)

Now open: *UNLESS* by Dimitri de Perrot

Presented by the Hong Kong Arts Centre as part of the *Dragonix Multi-Arts Festival*,
UNLESS takes audiences on an immersive audiovisual journey

Hysan Place, 13/7 – 24/7/2018



Caption: Now Open, *UNLESS* by Dimitri de Perrot at Hysan Place

The Hong Kong Arts Centre (HKAC) today unveils the public installation ***UNLESS*** by Dimitri de Perrot as part of the *Dragonix Multi-Arts Festival*. The immersive and interactive installation will be on display on 1/F Atrium, Hysan Place from Friday 13 July to Tuesday 24 July.

Dragonix Multi-Arts Festival brings together artists from home and abroad to excite and inspire audiences with an array of local arts and cultural activities throughout the city. de Perrot's public sound sculpture *UNLESS*, located in the heart of bustling Causeway Bay, takes the audience on an immersive audiovisual journey as they take a moment to walk, sit or lie down inside the installation and listen to relaxing music. The meditative experience set against the city's hustle and bustle, allows the audience to reflect on their perception of speed and time while treasuring life's seemingly trivial and sacred moments. The installation's walk-through stage, music and cinematographic sound are designed to remind the audience to be mindful of those often overlooked and ordinary moments in daily life.

Swiss-born de Perrot is an internationally awarded artist, musician & director who specialises in narration through and with sound and the exploration of new, trans-disciplinary forms of production between theatre, music and installation. *UNLESS* serves as a prelude to ***MYOUSIC*** (19-

21 July at Shouson Theatre, Hong Kong Arts Centre), a soundscape theatre experience also brought to Hong Kong by de Perrot and Julian Sartorius as part of *Dragonix Multi-Arts Festival*. *MYOUSIC* is a theatre performance combining theatre, sound and light that introduces new perspectives on each of these forms for the audience, bridging the gap between the audience and performers.

Images:



Caption: *UNLESS* by Dimitri de Perrot at Hysan Place is now open, joining the opening ceremony, (left to right) Mr. Andreas Rufer, Deputy Consul General of Switzerland in Hong Kong; Mr. Ricky Lui, Chief Operating Officer, Hysan Development Company Limited; Dimitri de Perrot, artist; Ms. Connie Lam, Executive Director of the Hong Kong Arts Centre and Ms. Linda Lee, Manager of Arts Capacity Development Funding Scheme, Home Affairs Bureau



Caption: Dimitri de Perrot with public art installation *UNLESS*, presented by the Hong Kong Arts Centre

UNLESS Exhibition details:

| | |
|----------|-------------------------------------------------------------|
| Date: | Friday 13 July 2018 - Tuesday 24 July 2018 |
| Time: | 10am to 10pm |
| Venue: | 1/F Atrium, Hysan Place |
| Website: | https://bit.ly/2NKlGhT |

MYOUSIC – Soundscape Theatre Experience details:

| | |
|------------|-------------------------------------------------------------|
| Date: | Thursday 19 July 2018 - Saturday 21 July 2018 |
| Time: | 19-20 July 8pm ; 21 July 3pm |
| Venue: | Shouson Theatre, Hong Kong Arts Centre |
| Ticketing: | \$280 |
| Website: | https://bit.ly/2N5r0er |

The content of this programme/exhibition do not reflect the views of the Government of the Hong Kong Special Administrative Region

END

High-resolution images can be downloaded here:

Link: <http://gallery.sinclaircomms.com/>

Password: talkofthetown

Media Contacts:

For more information, please contact Sinclair at (852) 2915 1234:

Sheriza Wadhvani | sheriza@sinclaircomms.com | (852) 9128 8151

Ridley Cheung | ridley@sinclaircomms.com | (852) 6689 2966

Notes to editor:

Artist Biography

Dimitri de Perrot is an internationally awarded Swiss artist, musician & director. At the core of his research-based work is narration through and with sound and the exploration of new, trans-disciplinary forms of production between theatre, music and installation. His projects and collaborations have been presented around the world in the most renowned venues such as BAM New York, Tinguely Museum Basel, Le Centquatre Paris. In his recent works, the artist is expanding the focus on areas such as fine art and public space. He lives and works in Zurich,

Switzerland. *UNLESS* is his latest creation that premiered on 13 July 2018 at Hysan Place Hong Kong.

About Cultural Masseur

Cultural Masseur is supported by the Springboard Grant under the Arts Capacity Development Funding Scheme of the Government of the Hong Kong Special Administrative Region and sponsored by Anonymous patron and Hysan Development Company Limited. Co-curated with cross-disciplinary artists from Hong Kong, Asia and Europe, the events span across performing arts, installation exhibition, urban exploration, and “chill chats” on arts and artistic creation. The festival is taking the contemporary art experience to the theatre and beyond, traversing the city’s old and unknown corners, a hustling and bustling mall, the harbourfront of lost times, a restaurant, virtual living spaces and the no-trespass zone at the HKAC. The programmes seek to catalyse cross-media creation, foster human interaction, challenge and open up the senses, and reveal the fascinating dynamics between the arts and our day-to-day existence. Both paid and free events are available and full details can be found at <http://culturalmasseur.hk>

About Hong Kong Arts Centre (HKAC)

The Hong Kong Arts Centre is a multi-arts centre that fosters artistic exchanges locally and internationally, bringing the most forward creations to Hong Kong and showcasing homegrown talents abroad. The HKAC stimulates innovation and promotes creativity. Being Hong Kong’s only independent non-profit multi-arts institution, the HKAC offers exhibitions, screenings and performances, connecting the arts of Hong Kong to the rest of the world through programmes and collaborations. Come to the HKAC to experience, appreciate, learn and be inspired by arts.

<http://hkac.org.hk>

About Hysan

Hysan Development Company Limited is a leading property investment, management and development company in Hong Kong with an investment property portfolio of over 4 million square feet of high quality office, retail and residential space. With roots in the district since the 1920s, Hysan is one of the largest commercial landlords in Causeway Bay.

<http://www.hysan.com.hk>