



**Media Information – For Immediate Release**

**K11 presents *WAWADOLL IS X'MAS DATA*,  
HK's first-ever solo exhibition by the most innovative and promising  
Chinese contemporary artist Tianzhuo Chen,  
an unconventional Christmas celebration**

**K11 continues to incubate young local talents by joining hands with  
local students to launch interactive Christmas Art Showcases**

(Hong Kong, 6 November 2014) – Since its inception in 2009, K11 has been committed to incubating young people and students with artistic talents. Through offering a creative platform for artists, designers and creative entrepreneurs to display their works, K11 provides not only support for the new generation of artists, but also opportunities for the public to combine leisurely shopping with art appreciation. With Christmas drawing near, K11 collaborated with Tianzhuo Chen, hailed as one of the China's most innovative and promising contemporary artists among the post-80s generation, to launch his first solo exhibition in Hong Kong, which will run from 7 November 2014 to 5 January 2015, bringing art lovers an art exhibition that goes beyond the traditional Christmas celebration. As a continuation of the “Encounters 11”, a program committed to nurturing the development of young local artists in Hong Kong, K11 specially invited 7 students from Hong Kong Design Institute to present “**Christmas Dreamland**”, featuring 12 multimedia and interactive installations for public to enjoy an artsy and fun Christmas experience.

**WAWADOLL IS X'MAS DATA – A Solo Exhibition by Tianzhuo Chen**

Post-80s artist Tianzhuo Chen, who once studied art in London, has explored the absurdities of urban youth culture to create parallelisms between the subcultures and the mainstream. Chen excels at using bold and pointed ways to question prevailing cultural values in an attempt to transgress boundaries. Always provocative and sensational, Chen's previous multidisciplinary installations have attracted attention from the international art scene, making Chen one of the most controversial young Chinese artists in recent years. This Christmas, K11 brings Chen's work to Hong Kong for the **WAWADOLL IS X'MAS DATA** exhibition, which is curated by Robin Peckham, Chief Editor of The Art Newspaper Hong Kong edition.

The main character of Chen's exhibition is an avant-garde character named WAWADOLL, which will appear alongside astronauts, stars from outer space and Christmas tree to give the public a Christmas filled with whimsical themes. Suspended over the K11 Piazza will be a gigantic WAWADOLL, which is at once an experimental symbol of the data of mainstream Christmas culture. Possessing extraordinary powers, WAWADOLL can shuttle across different spaces. Her signals are beamed from earth all of the time and reflect off the moon before being bounced back to earth. The exhibition is Chen's attempt to change the mainstream perception of Christmas by provoking public reflection and expressing his admiration for subcultures through the juxtaposition of subcultures and mainstream values – in the process of giving everyone a non-traditional holiday experience.



This is the first time for Tianzhuo Chen to exhibit his work outside the gallery environment, as well as his first time modulating artistic language in a way meant to be read and understood by a much wider audience, making the exhibition an attempt to negotiate its own environment. *“This is my first solo exhibition in Hong Kong, also my first time working with a large-scale installation outside the gallery environment; I am grateful to K11 for the support and the opportunity to let a much wider audience to learn about myself and my work. Through this exhibition and the endearing character of WAWADOLL, I hope to break away from conventions by introducing youth culture and subculture to Hong Kong’s mainstream society. I invite everyone to join this wild party to help change the established conception of Christmas and find fresh personal meaning in Christmas, a holiday season that has been shrouded by consumerism,”* said Chen.

On the designated dates in November and December, K11 shoppers can revel in remixed Christmas carols, complemented with smoke and lighting effects around the giant WAWADOLL. In addition, WAWADOLL will be found throughout every corner of K11. When shoppers arrive at the mall’s main entrance, they will see a giant WAWADOLL glowing through the display window, welcoming everyone to enter a fantastic world of Christmas. Upon entering the ground floor Atrium, shoppers will be greeted by a 6-metre tall Christmas tree, featuring glittering stars and a gigantic WAWADOLL with neon rays beaming from her mouth. After taking photos under the Christmas tree, shoppers can unwind and get into the Christmas spirit at Art Café in the Atrium, where they can enjoy the outer space décor, Belgium chocolates from Frederic Blondeel and coffee, while appreciating the WAWADOLL decorations. On designated dates in December, 11 WAWADOLLS will perform art shows at different locations in K11 in a bid to offer shoppers countless pleasant surprises.

During the Exhibition period, K11 will collaborate with tenants to bring about a whole new series of WAWADOLL merchandises; Klub 11 members can use Klub points to redeem a variety of K11 limited-edition WAWADOLL merchandises, including rugs, tote bags and bookmarks. True to its commitment to drive local creativity through collaborations with local art & design groups, K11 worked with local design brand POSTalk to create the WAWADOLL bookmark, which combines the edgy WAWADOLL with traditional craftsmanship of Paper Art. In the spirit of sharing seasonal joy with others, shoppers can pose for pictures at the giant wall on level B2 while wearing a WAWADOLL mascot head. Shoppers may even win a WAWADOLL gift by uploading photos to social media platforms with the #k11hk hashtag. Furthermore, to send the festive spirit to a fever pitch, shoppers can log into an interactive photo booth on the same level through their Facebook account and be transformed into WAWADOLL as they capture happy moments with their friends. Photo printing is available on the spot.

### **Support Local Design Students for interactive art showcases “Christmas Dreamland”**

Riding on the success of “Encounters 11”, a public art project in collaboration with students from four local schools, K11 will join hands with students from Hong Kong Design Institute once again to launch the interactive art showcases “Christmas Dreamland”, giving the students an opportunity to be involved in the most important holiday decoration for the mall.

**Ms. Rebecca Woo, Hong Kong K11 Art Mall-in-Charge**, said *“Hong Kong K11 has been committed to driving the development of local art by providing young people with a creative platform, cultivating interest and talents in art, and encouraging the new generation to shine in the field of art. We have invited 7 gifted students from Hong Kong Design Institute to create 12 original art installations by the use of creative multimedia. Unlike our previous art exhibitions, this showcase exhibition has incorporated various new interactive technologies that enable audience involvement. We hope these fun interactive programs can arouse audience’s interests to learn more about the artwork created by the students.”*



The preparation for “**Christmas Dreamland**” started in September 2014, involving multiple rounds of selection. The K11 art team eventually picked the 12 most outstanding art pieces to be displayed at the mall’s showcases on G/F, L1 and L2. The exhibition will unleash Hong Kong Design Institute students’ talents in creative multimedia presentation and feature interactive elements, offering the audience a unique Christmas experience with a galore of surprises. Upon the approach of shoppers, part of the showcases will display interactive responses, such as lighting changes or movement of balloons, adding elements of engagement and interactivity with the public.

### **Other Promotions and Activities**

K11 will run a Christmas lucky draw, named “WAWADRAW”, from 27 November 2014 to 4 January 2015. With spending of HK\$1,000 or more, shoppers will have a chance to win grand prizes, which include a 4-day-3-night Singapore & Malaysia Fly Cruise Package on the Royal Caribbean International Quantum of the Seas; a Chow Tai Fook 18K white gold diamond pendant; 2-night stay at pentahotel Hong Kong, Kowloon’s pentagrand room with breakfast and a dinner buffet for two; and other festive treats with a total value of over HK\$220,000. Furthermore, shoppers who made purchases totalling \$1,500 or more will be entitled to take part in “Play to Win”, an interactive lucky draw for a chance to win surprise prizes with a total value of about HK\$1.5 million instantly.

In addition, K11 selected an array of Christmas gifts from tenants as PICK11 recommendation products. During the promotion period, shoppers can join the Klub 11 by spending only HK\$2,400 in total in one day; and Klub 11 members to purchase PICK11 products can earn double Klub points. From 28 November 2014 to 4 January 2015, K11 will also join forces with Dah Sing Bank and China Merchants Bank to offer special prizes, cash coupons and double the chance of winning in the “WAWADRAW” to those who made purchases at specified amounts.



### **K11 Exhibitions and Event Details:**

**WAWADOLL IS X' MAS DATA - A Solo Exhibition by Tianzhuo Chen**

Date: 7 November 2014 – 5 January 2015

Venue: K11 Piazza, Atrium and Art Café

Artist: Tianzhuo Chen

**Artist Presentation: TIANZHUO CHEN**

Date: 7 November 2014

Time: 4pm - 5pm

Venue: K11 art space

Artist: Tianzhuo Chen

**Christmas Dreamland**

Date: 7 November 2014 – 5 January 2015

Venue: K11 Showcases (G/F, 1/F and 2/F)

Participating school : Hong Kong Design Institute (7 students in total)

**X'MAS DATA Moment**

Date: 29 November, 6, 13, 20 – 26 December 2014

Time: 7:30pm and 8:30pm

Venue: K11 Piazza

\*Smoke and lighting effects will be presented at the venue along with Shadow Play remixed Christmas carols

**WAWADOLL Moment**

Date: 13 and 20 December 2014

Time: 4pm, 5pm and 6pm

Date: 24 December 2014

Time: 5pm and 6pm

Venue: K11

\*11 WAWADOLLS will perform art show at different locations in K11

**musiK11 x TimeOut Season Finale Christmas Rock**

Date: 19 December 2014

Time: 6pm – 8pm

Venue: K11 Piazza

**Child Development Matching Fund Carol Singing Festival 2014**

Date: 21, 22 and 23 December 2014

Time: 5pm – 7pm

Venue: K11 Piazza

For enrolment and enquiries of the workshops, please email [k11art@k11.com](mailto:k11art@k11.com) or call (852) 3118 8070. For more details, please refer to the posters in K11 or visit K11's official website: [www.k11.com](http://www.k11.com)

The latest happenings at K11 Art Mall will also be publicised at K11 TV [www.K11TV.com](http://www.K11TV.com)

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### **About K11**

A global high-end lifestyle brand operator under New World Group, K11 is the world's first original brand to pioneer the blend of three essential elements of Art • People • Nature.

Art - K11 not only displays a permanent collection of local young artists' works, but also allows the public to appreciate different local artworks and performance during shopping and leisure through the provision of various multi-dimensional spaces. This can help enhance the communication and exchanges between local artists and the public, nurture habits of art appreciation, and allow young artists to have more opportunities for showcasing their works so as to foster the development of local art.

People - K11 manages, reorganizes and integrates humanity, history and geography of the adjacent regions from various perspectives in different cities. It revitalizes, regenerates and recreates the humanistic experience, art and culture in the regions so as to create a unique K11 multicultural living area.

Nature - Various green design and technology concepts are taken into account in the interior architecture of K11 projects so as to minimize the negative impacts on the natural environment and upgrade the overall quality of urban public premises. Designed with a garden concept, K11 features a multidimensional natural landscape with a variety of local plants, green roof, vertical greening and urban farming, and creates a perfect integration of natural space and local culture so that visitors feel like indulging in an urban oasis and are inspired to consider the intimate relationship between human and nature.

### **For inquiry, please contact:**

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