



Media Information - For Immediate Release

**K11 Christmas Lucky Draw “WAWA DRAW”
Rewards Customers with Prizes over \$1.5 Million
Win the Newest and the Most Exciting “WOW” Voyage with
Royal Caribbean International Quantum of the Seas Fly Cruise Package!**




(Hong Kong · 18 November 2014) — Christmas is approaching! K11 will run a Christmas lucky draw, named “WAWA DRAW”, from **28 November 2014 to 4 January 2015** to reward its customers. With spending of HK\$1,000 or more, shoppers will have a chance to win grand prizes, which include a Royal Caribbean International Quantum of the Seas 4 days 3 nights Singapore & Malaysia fly cruise package; a Chow Tai Fook 18K white gold diamond pendant; 2-night stay at pentahotel Hong Kong, Kowloon’s pentagrand room with 1-night dinner buffet and daily breakfast at eatstreet for two and other festive treats. Furthermore, shoppers who made purchases totalling \$1,500 or more will be eligible to enter “Play To Win”, an interactive lucky draw for a chance to win surprise prizes instantly with a total value of about HK\$1.5 million including a 1-night stay at Hyatt Regency Hong Kong, Tsim Sha Tsui; 1,000,000 Klub points; K11 Design Store cash vouchers and more.

K11’s “WAWA DRAW” offers great prizes, which includes the first prize of a Royal Caribbean International Quantum of the Seas 4 days 3 nights Singapore & Malaysia fly cruise package. The winner will enjoy a “WOW” sea holiday by embarking on a “WOW” cruise vacation to Singapore and Malaysia by travelling with Quantum of the Seas which will begin its first voyage in Asia in 2015. The extravagant cruise not only provides a series of “WOW” and first-ever sea experience including the North Star observation capsule, the first sky-diving simulator on cruise – RipCord by iFly, and the largest indoor active space at sea – Seaplex, but also equipped with many new facilities that go with diverse entertainment options, world-class performances and international cuisine. The Quantum of the Seas cruise package offers a wonderful holiday to enjoy every moment of the breath-taking scenery.


In addition, K11 selected an array of Christmas gifts from tenants as PICK11 product recommendation. 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. With the Klub points, Klub 11 members could redeem a variety of K11 limited-edition WAWADOLL merchandises, including tote bags, glasses and bookmarks, or place a bid on WAWADOLL rugs at the Auction 11 to get crossover products by Tianzhuo Chen immediately. 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 “WAWA DRAW” to those who made purchases at specified amounts.



WAWADRAW Grand Prizes:

<p>First Prize</p>	<p>Royal Caribbean International Quantum of the Seas 4 Days 3 Nights Singapore & Malaysia Fly Cruise</p> 	<p>Total Value: HK\$65,400</p>
<p>Second Prize</p>	<p>Chow Tai Fook 18K White Gold Diamond Pendant (excluding necklace)</p> 	<p>Total Value: HK\$50,000</p>
<p>Third Prize</p>	<p>2-night stay at pentahotel Hong Kong, Kowloon's pentagrand room with 1-night Dinner Buffet and Daily Breakfast at eatstreet for two</p> 	<p>Total Value: HK\$10,886</p>



Fourth Prize	Palm Island Weedend Family Package & Round Trip Service Arrangement for Six (2 sets) 	Total Value: HKD10,360
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WAWADOLL IS X'MAS DATA - A Solo Exhibition by Tianzhuo Chen

This Christmas, K11 brings Tianzhuo Chen's work to Hong Kong for his first solo exhibition outside the gallery environment named **WAWADOLL IS X'MAS DATA**, which is curated by Robin Peckham, Chief Editor of The Art Newspaper Hong Kong edition, bringing art lovers an art exhibition that goes beyond the traditional Christmas celebration. 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. 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.

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, including a giant WAWADOLL glowing through the display window at the mall's main entrance, a 6-metre tall Christmas tree featuring glittering stars and a gigantic WAWADOLL and an outer space themed Art Café in the ground floor Atrium.



K11 Exhibitions and Event Details:

WAWADOLL IS X'MAS DATA - A Solo Exhibition by

Tianzhuo Chen

Date: From now till 5 January 2015

Venue: K11 Piazza

Artist: Tianzhuo Chen



Christmas Dreamland

Date: From now till 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 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



WAWADOLL Photo Booth

Date: From now till 5 January 2015

Venue: K11 Level B2

Content:

1. Shoppers can pose for pictures at the giant wall on level B2 while wearing a WAWADOLL mascot head and get a chance to win a WAWADOLL gift by uploading photos to social media platforms with the #k11hk hashtag.
2. 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.



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



Ukulele Decoupage Workshop

Date: 30 November 2014

Time: 2pm – 4pm

Venue: K11 Art Space (B207)



Hong Kong Upcycling Design Crossover Project: From Design to Living

Date: 20 November – 2 December 2014

Venue: K11 3/F Sky Village

Co-organizers: Hong Kong Trade Development Council

Content: Designers from different sectors join forces to transform abandoned bicycles and rain gear into brand new furniture, lighting decorations, house furnishings and more. Through combining creativity, environmental protection concepts and commercial elements, this workshop aims to practice the spirit of “Upcycling”.



For enrolment and enquiries of the workshops, please email 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

The latest happenings at K11 Art Mall will also be publicised at K11 TV www.K11TV.com

Please follow us on:

Website: www.k11.com

Facebook: www.facebook.com/k11artmall

Instagram: <http://instagram.com/k11hk>

Weibo: www.weibo.com/k11hk

YouTube: www.youtube.com/user/k11hongkong

To media, please download photos using the following link:

<https://www.dropbox.com/sh/5vrz7tnsifv1gqb/AAADa1IB9IqFFG2kPKq9rbSsa?dl=0>



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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:

K11 Concepts Limited

Fei Yip
Partnership Marketing & Communications,
Marketing Department
Tel: (852) 3723 0058 / (852) 6777 0354
Email: feiyip@k11.com

Monchi Lau
Partnership Marketing & Communications,
Marketing Department
Tel: (852) 3723 0055 / (852) 9268 0976
Email: monchilau@k11.com

Weber Shandwick

Shanice Wong
Tel: (852) 2533 9911 / (852) 9219 0007
Email: shawong@webershandwick.com

Cindy Leung
Tel: (852) 2533 9912 / (852) 9517 7089
Email: cleung@webershandwick.com