



Media Information - For Immediate Release

**K11 presents the Hong Kong's FIRST
ART.FAB.LAB – an exhibition and a laboratory
from digital fabrication to the new model of “Made in Hong Kong”**

(26 March 2015, Hong Kong) K11 Art Mall is a pioneer with the blend of three essential elements of Art · People · Nature. From now till 17 May 2015, K11 proudly presents the Hong Kong's first digital fabrication lab together with a new media exhibition – **ART.FAB.LAB**, co-organized with Dimension+ for the first time, successfully breaking the boundaries of the geographical space – same place, same time but with 10 fabrication artists worldwide to showcase their skills and works, to share the background, variety and characteristics of digital fabrication to the public. There are workshops every day and Artist-in-LAB every weekend. Everyone is welcome to experience the journey of local production, to succeed the new model of “Made in Hong Kong”.

ART.FAB.LAB is an exhibition itself as well as a laboratory. It is the first time that a laboratory is brought together with an exhibition to encourage interactivity between artists and audience to know more about digital fabrication. It created 4 possibilities: Digital Sculpture, Big Data Physicalization, Interactive Fabrication and Wearable Fabrication. It's not a trend of art, it is, itself, a form of art. The first part of ART.FAB.LAB exhibits a series of artworks created by 10 artists from Hong Kong, France, the United Kingdom, Spain, Austria, Korea and Taiwan by digital fabrication, while the second part is the FAB LAB with tools and machines for the public to create. Some designs are opened for re-creation, creating the “Open Space”, let public join in and involve in the creative process. With the technology advancement, 3D Printer is becoming more popular in use, we can create product directly without using the mold. Laser Cutter is in high accuracy for laser engraving, the laser beam is directly in touch with the material for cutting without moving it nor pressing it, leaving a permanent mark on the surface. Besides exhibitions and seminars, there are daily and weekend workshops hosted by Artist-in-LAB. Both workshops allow the public to try on the commonly known fabrication: Laser Cutter and 3D Printing, to create the products that is “Made in Hong Kong.” At the same time, “World FAB MAP” displays the information, reference, videos and works from FAB LAB worldwide, a roadmap to let the public know more about the idea of digital fabrication and art.





Ms. Rebecca Woo, Mall-in-Charge of K11 Art Mall said, *“K11 incubates local young artists and provides them an open platform for art creation; at the same time, we allow the public to appreciate art and design through the exhibitions. This ART.FAB.LAB project, we share a dynamic and comprehensive picture of digital fabrication, in addition to the commonly used 3D printing and Laser Cutter. Through the first part of the exhibition, we let people know more about digital fabrication, while at the second part, we have you to create your own artwork. In this open space, we unleash your creativity and turn it to art creation.”*

Mr. Keith Lam, the Co-organizer of ART.FAB.LAB exhibition and Founder of Dimension+, expressed, *“We appreciate the support from K11 in organizing the first digital fabrication exhibition plus laboratory. ‘You Can Make (almost) Anything!’ - it is a quote from Professor Neil Gershenfeld of MIT, who talked about Fab Lab plan – a low cost laboratory for people to make object with digital and analog tools. From hardware of digital fabrication, the space, how it turns into a workshop of artist, the process of how Artist-in-LAB making artwork, meeting different people: these all are part of the exhibition – an experience brought by the age of digital fabrication.”*

ART.FAB.LAB

Date: 14 March 2015 - 17 May 2015

Time: 12nn - 10pm

Venue: B207, K11 art space, K11 Art Mall

- End -

To media, please download photos using the following link:

<https://www.dropbox.com/sh/hi4sk203wm88p3z/AADNloq4nfzb0hrzeC2s2d0ba?dl=0>





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.

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