

FOR IMMEDIATE RELEASE

**Record-breaking: Over 60,000 Visitors to
Life is Only One: Yoshitomo Nara Exhibition in Asia Society Hong Kong Center**

(Hong Kong, July 28 2015) The first major solo Hong Kong exhibition of Yoshitomo Nara “*The Hong Kong Jockey Club Presents – Life is Only One: Yoshitomo Nara*” organized by Asia Society Hong Kong Center (ASHK), which closed on July 27, attracted over 60,000 visitors, placing it as ASHK’s the most visited exhibition. Since its opening in March, 2015, the exhibition received critical acclaim from media, and it was astoundingly successful in attracting crowds from Hong Kong and beyond. To return overwhelming support from the public, ASHK extended the exhibition for one day, and organized a special celebration event “SayoNARA” on July 27 featuring National Youth Orchestra of USA to bid Sayonara (“Goodbye”) to the exhibition.

New Attendance Record Set

The exhibition was lasted for nearly 5 months and drew over 60,000 visitors including celebrities, actors, DJs and style connoisseur. In addition, tours of the exhibition which foster a deeper understanding of contemporary art through the works of Yoshitomo Nara were provided to over 2,000 peoples from schools and NGOs. The unique exhibition memorabilia especially made for the exhibition also received popular demand.

Celebration for the Great Success with LIVE MUSIC performance

The exhibition was concluded with a special event “SayoNARA” on July 27. Mr. Ronnie C. Chan, Co-chairman of Asia Society and Chairman of Asia Society Hong Kong Center welcomed the visit by National Youth Orchestra of USA that performed three famous songs -- *Moonlit Night on the Spring River* wind quintet, *First movement of the Beethoven wind octet, Op. 103*, and *Head Talk* percussion quintet for drum heads by American composer Mark Ford – to celebrate the success of the exhibition, and foster cultural exchange between Hong Kong and the US.

ASHK dedicatedly arranged one Cantonese and one English docent-led tour for the public on the last exhibition day providing visitors in-depth knowledge of Nara art pieces.

Promote the arts with the business partner

Supported by The Hong Kong Jockey Club Charities Trust, the exhibition and its accompanying education programs were provided to the public free of charge. Furthermore, ASHK got Hang Lung Properties as the outreach partner to stage workshops and mini exhibition, and share the information of the exhibition at Kornhill Plaza, Fashion Walk and The Peak Galleria. The education and outreach programs enabled more members of the public to be inspired by Nara's work.

You may also connect with Asia Society Hong Kong Center on social media:

Facebook: www.facebook.com/Asiasocietyhongkong

Twitter: <https://twitter.com/AsiaSocietyHK>

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Organizer:



Hong Kong Center

Exclusive Sponsor:



香港賽馬會慈善信託基金
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About Asia Society

Founded in 1956 by John D. Rockefeller 3rd in New York, The Asia Society is a leading not-for-profit, non-government educational organization dedicated to promoting mutual understanding and strengthening partnerships among peoples, leaders, and institutions of Asia and the United States in a global context. Across the fields of arts, business, culture, education, and policy, The Asia Society provides insight, generates ideas, and promotes collaboration to address present challenges and create a shared future.

About Asia Society Hong Kong Center

As one of the eleven centers of The Asia Society, Asia Society Hong Kong Center (the “Hong Kong Center” or “ASHK”) was established in 1990 by a group of Hong Kong community leaders, led by the late Sir Q.W. Lee, the honorary chairman of Hang Seng Bank.

In February 2012, the Hong Kong Center established its new permanent home in Admiralty at the Old Victoria Barracks, Former Explosives Magazine site. Steeped in history, cultural significance and natural beauty, the site was originally built by the British Army in the mid-19th century for explosives and ammunition production and storage. Through careful conservation, restoration and adaptive re-use, this heritage site was successfully transformed into a cultural, artistic and intellectual hub. ASHK warmly welcomes the public to visit the Center, to join the programs and view the exhibitions organized by ASHK and its partners.

As the leading regional knowledge-based platform for furthering the understanding of the countries and cultures of Asia and global issues that impact the region, Asia Society Hong Kong Center boasts extensive regional and international networks of leaders and scholars, and offers a broad variety of programs in the form of lectures, performances, film screenings and exhibitions to the community.

Asia Society Hong Kong Center was established entirely with local funding and is supported through membership dues, fundraising events, and contributions from individuals, corporations and foundations that work together to support and advance its mission.

About The Hong Kong Jockey Club

Founded in 1884, The Hong Kong Jockey Club is a world-class horse racing operator and Hong Kong’s largest community benefactor, as well as one of Asia’s most prestigious membership clubs. Operating as a not-for-profit organisation, the Club allocates its surplus funds for charitable and community projects. In 2013/14, its donations reached a record \$3.6 billion, and in the last decade alone it supported over 1,275 projects. The Club is also Hong Kong’s largest single taxpayer, contributing a record HK\$19.58 billion in 2013/14. With about 70% of its revenue given back to society every year through donations and tax contributions, The Hong Kong Jockey Club delivers a significantly higher return to the community than any other racing and/or sports betting organisation in the world. As a socially responsible organisation, the Club helps Government combat illegal betting and advocates responsible gambling. The Club is also one of Hong Kong’s largest employers with over 24,800 full-time and part-time staff. Committed to global excellence and giving back to society, the Club is always “riding high together for a better future” with the people of Hong Kong. Please visit 130.hkjc.com.

About Hang Lung Properties

Hang Lung Properties Limited, a constituent stock of the Hang Seng Index and Hang Seng Corporate Sustainability Indices in Hong Kong, is a leading real estate developer in Hong Kong and mainland China. Boasting a diversified portfolio of investment properties in Hong Kong, the Company has progressively branched out into the Mainland since the 1990s, building, owning and managing world-class commercial complexes in key cities, projects that have earned international acclaim for their exceptional quality of architectural design, services and sustainable features.

Riding on the immense success of its two landmark properties in Shanghai, Plaza 66 and Grand Gateway 66, the Company's footprint has expanded to Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming and Wuhan, with all the Mainland projects carrying the "66" brand. Subsequent to the grand openings of Parc 66 in Jinan, Palace 66 and Forum 66 in Shenyang, as well as Center 66 in Wuxi over the past few years, Riverside 66, another world-class investment property in Tianjin, also came into operation in September 2014. As Hang Lung's business continues to grow, the Company is set to develop into the most admired mega national commercial property enterprise in the market.

Media Enquiry

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