

FOR PRESS RELEASE

ART EXHIBITION AT NEW ART PLATFORM HONG KONG

**The Maiden and the Hare (Interactive work and prints)
by HENRY CHU**

31st May – 30th Jun 2014

Address: 12 Tai Ping Shan Street, Sheung Wan

Opening hours: Tue-Sat, 11am-7pm

Sun, 12-6pm

Mon, closed

Opening reception:

31st May 2014

2pm-5pm

Address: 12 Tai Ping Shan Street, Sheung Wan

A.Style Gallery proudly presents “The Maiden and the Hare”, the latest interactive work and prints by HENRY CHU.

ARTIST STATEMENT

In The Art of War, Sun Tzu uses the phrase “be as calm as a maiden, and as quick as a scurrying hare” to describe an army: silent and unmoving while waiting for the time to strike; swift in action in the right moment. Staying still, their movements are hardly noticeable, but when they act, they are extremely quick.

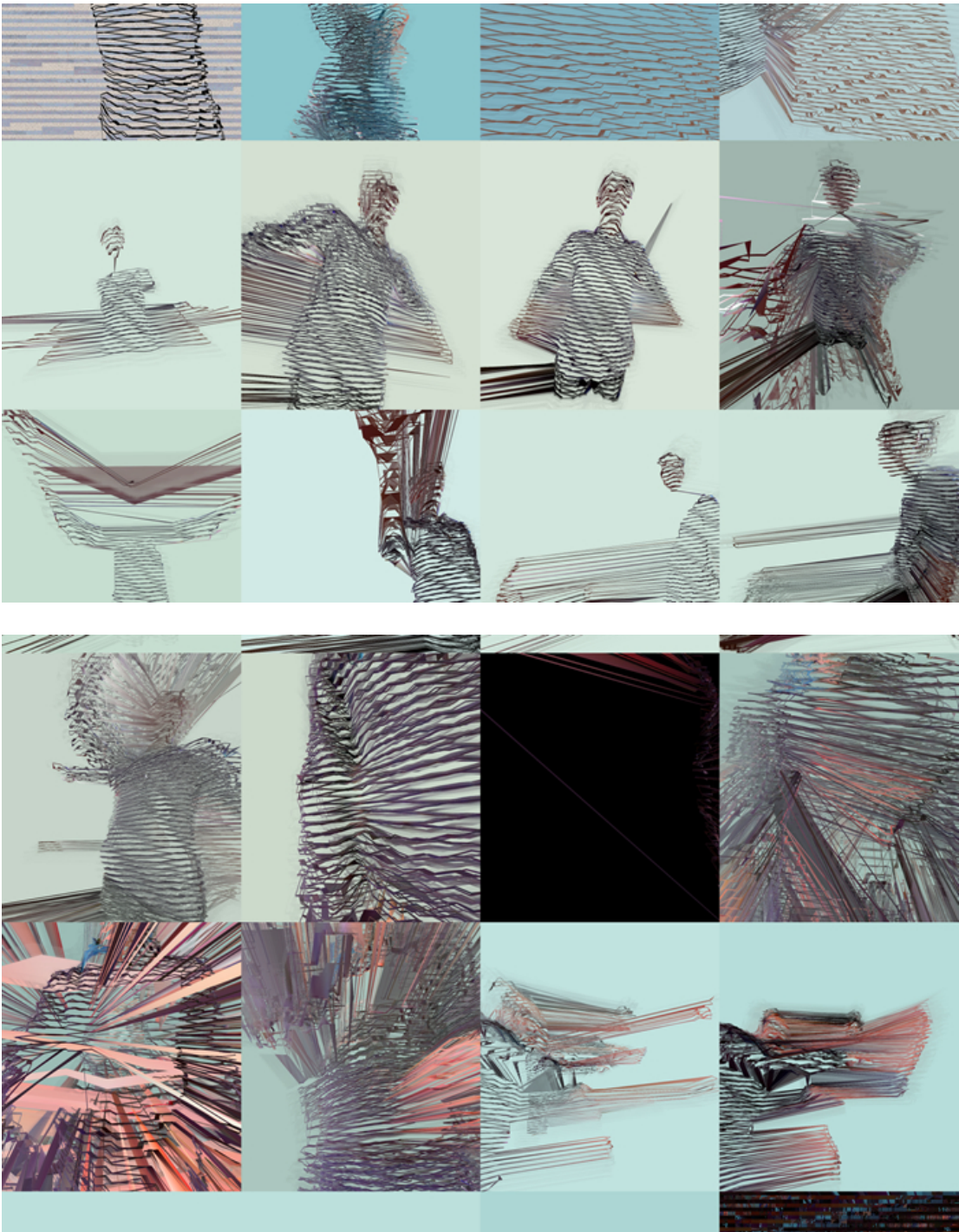
When the viewer stand in front of a tripod and move their body to react with the work, their upper body will be captured by a kinect 3D sensor that interprets their gestures to visualize the idea of the ‘maiden’ and the ‘hare’.

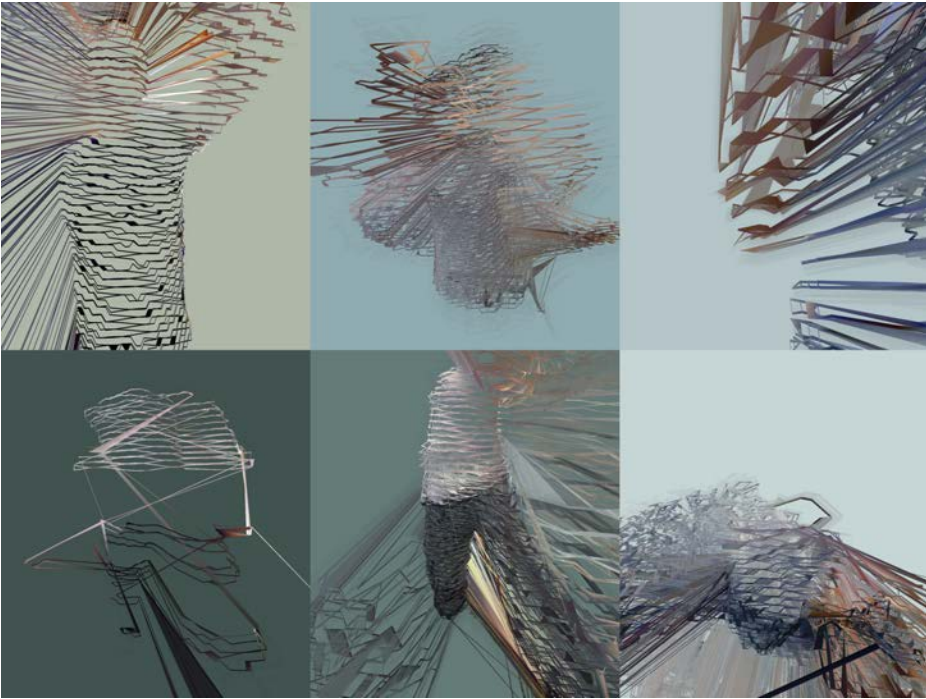
<http://vimeo.com/89582289>

ABOUT ARTIST

Born in Hong Kong in 1976, Henry Chu obtained his degree in Electronic and Electric Engineering from The University of Auckland, New Zealand. Specialising in interactive web design, he started his own design studio Pill & Pillow in 2004. He is not only a designer, but also a software engineer and new media artist. He is currently a member of the executive committee of the Hong Kong Designers Association and of the board of directors of Videotage as well as a judge for the Favourite Website Awards. He works with a wide range of talented individuals from different sectors from the retail and corporate sectors to education and the creative industry. His works are well received locally and overseas and have picked up over a hundred awards, including the Favourite Website Award, awards from the Hong Kong Designers Association and from the Cannes Lions International Festival of Creativity, the HK4As Kam Fan Award and the London International Gold Award, and he has also earned recognition as one of Cutout magazine’s “10 Best Interactive Agencies for Ideas”. His iPad

Music app Squiggle was exhibited at the Museum of Modern Art in New York, while SoundYeah was selected for the Louis Vuitton Digital Discoveries website. He was also selected as one of the “Ten Outstanding Designers” and “25 Hong Kong designers you need to know” by Timeout.





ABOUT A.STYLE GALLERY

Besides a hub for living and lifestyle, A. STYLE is now providing a space for all forms of art from both regional and international artists. We are keen to explore new aspect of art through regular exhibitions in our shop at Tai Ping Shan Street, an upcoming art and cultural area in downtown Hong Kong.



ABOUT A.STYLE

In A.Style we believe that the aspect of art can be easily transformed into part of a lifestyle. We showcase products that inspire and encourage customers to bring art, style and quality into their home.

We collect trendy designs all over the world, focusing on emerging British designers for home products that are stylish and unique alongside with masterful craftsmanship. A.Style will be your destination to find the right pieces of furniture and home accessories with a personal touch.

Our product selection ranges from vintage-inspired furniture to quirky and playful home accessories. No matter you want to transform your current living space or impress guests with distinct art works, A.Style is full of inspiration for you.

For more about A.Style, please visit our website at: <http://www.astyle.com.hk>



For more information or any inquiry, please reach us at:

Contact Person: Jade Ngai (Marketing Manager)

A.STYLE

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