



PMQ Management Co. Ltd.

Appendix IV

Creativity at a New Address in Hong Kong - PMQ x Five of Hong Kong's Multidisciplinary Design Outfits presents "PMQ: Co-creation" Exhibition

Situated at the revitalised former Police Married Quarters, PMQ sets out to be the design hub for the Hong Kong creative industries. Being its very first time, PMQ has teamed up with the experimental design collective CoLAB and five multi-disciplinary design units in Hong Kong to present "PMQ: Co-creation" exhibition from 6-8 December during the "Business of Design Week 2012" at the Inspiration Hall, HKTDC Inno Design Tech Expo, Hong Kong Convention and Exhibition Centre, Wan Chai. The Exhibition will highlight PMQ as the future platform for creating business opportunities for local designers, giving the public an overview of PMQ as the new address for creative industries under one of the revitalising historic buildings projects.

As the city's new iconic hub for creative industries, PMQ manifests the mission of conservation and revitalising historic buildings, and its development model will be a focal point for the public. "PMQ: Co-creation" will feature five distinctive installations that illuminate the spirit of co-creation, and the co-existence of creativity and entrepreneurship. The five multi-disciplinary design units include the following:

1. Shoe Artistry: A new craftsman brand blending contemporary design with traditional shoemaking craftsmanship
2. KaCaMa: Eco-friendly and sustainable design of products created from upcycling and small-scale production.
3. Milk Design: Reviving used objects and materials through product design and local production.
4. HK Farm: Building the pastoral city with rooftop farming through the economic use of space and communal engagement.
5. Daydream Nation: Wearable story telling through the fusion of fashion design, scriptwriting, diversified workshops and performance art.

At the Exhibition, the five design units will showcase their unique design in five individual, custom-made mobile carts. The mobile cart is a quintessential symbol of Hong Kong's retail industry and the "can-do" spirit of Hong Kong entrepreneurs. The owner of mobile cart has always been striving to open their own shops, therefore mobile cart is also a simulation of the 130 studio units at PMQ. For further insights into the five design units, there will be videos on show during the Exhibition to illustrate their design philosophy and mission. Five workshops will also be conducted for public participation during the three-day Exhibition. The interaction among designers and the public will further exemplify the philosophy of a space for co-creation in the community. For more information on the videos and workshops, please go to www.facebook.com/PMQHK.