



元創方

Oct 16, 2014

For immediate release

## **Gear up for non-stop Halloween parties in Central at “PMQ Spooky Chic Halloween”**

PMQ, the new creative landmark in Hong Kong, is to mark its first Halloween with a “PMQ Spooky Chic Halloween” festival comprising a spook-tacular series of Zombie Dance flash mob attack, award-winning Beatboxer Heartgrey performances and a week-long PMQ Halloween Gourmet Market held from Oct 26 to Nov 1 to bring you gourmet delights, other chic products and the “Angel and Demon” make-up cum face painting service brought to you by the Department of Fashion & Image Design, Hong Kong Design Institute. Besides, a range of restaurants offering western and Chinese cuisines at PMQ are ready to bring you fabulous gourmet and party treats. To enjoy Halloween fully, make your first stop at PMQ, pamper yourself with good food and beverages, and get fully prepared with the look and mood for non-stop Halloween hauntings and parties in Central.

Also not-to-be-missed is exploring the unique products as well as Halloween interiors and display at various studio units at PMQ to give you enhanced excitement. You are invited to cast your vote from Oct 17 to Nov 1 on PMQ facebook for your favorite Halloween interior display at PMQ to give the designer your support.

What is more, “Jack the Ripper in Hong Kong- 5D Halloween Experience” will be staged at PMQ from Oct 18 to Nov 9, daily from 5-11pm. Organised by Eventasy with stories adapted from the legendary “Jack the Ripper” serial murder cases in London, this 45-minute thriller theatre invite you to uncover the truth of horrific murder through clues at various scenes and encounter the characters back in the context of London, 1888. To play a part in this adventurous theatre, book your tickets now. For details, please visit : [www.jack-the-ripperinhk.com](http://www.jack-the-ripperinhk.com) or [www.facebook.com/jacktheripperinhk](http://www.facebook.com/jacktheripperinhk) .

Public interested in enjoying a Spooky Chic Halloween at PMQ can visit PMQ web site at [www.pmq.org.hk](http://www.pmq.org.hk) or [www.facebook.com/PMQHK](http://www.facebook.com/PMQHK) for details. For public enquiries, please call our customer service hotline at 2870 2335.

## PMQ Spooky Chic Halloween – Program Schedule

Date in 2014	Time	Venue	Program	Details
Friday Oct 17 - Saturday Nov 1	1pm-8pm	Various design studio, café, restaurants at PMQ (please refer to PMQ Facebook from Oct 17 - Nov 1 for full listing)	PMQ Spooky Chic Halloween Interiors & Display – Public Voting	Get inspired by the unique interpretation of Halloween by various PMQ designers by visiting their units. Cast your vote on PMQ Facebook from Oct17- Nov1 for your favorite design to give the designer your support.
Saturday Oct 18 - Sunday Nov 9	5pm-11pm (extended hours from 3pm-11pm on Oct 25- 26, Nov 1,2,8,9)	Staunton 7/F, Block A, PMQ, 35 Aberdeen Street, Central	“Jack the Ripper in Hong Kong” 5D Halloween Experience	Organised by Eventasy based on the legendary “Jack the Ripper” serial murder cases in London, this 5-D Halloween 45-minute thriller theatre invite to uncover the truth of a horrific murder through clues at various scenes and encounter characters back in the context of London, 1888.  Tickets from HK\$78 to 188 available for booking at <a href="http://www.Jack-the-ripperinhk.com">http://www.Jack-the-ripperinhk.com</a> ; event updates are available on <a href="http://www.facebook.com/jacktheripperinhk">www.facebook.com/jacktheripperinhk</a> .
Friday Oct 24 - Saturday Nov 1	1pm-8pm	Various units at PMQ (please refer to on-site posters for location list)	PMQ Trick or Treat	Kids are welcomed to visit designated PMQ units to collect free candies or snacks to enjoy PMQ Halloween Trick or Treat.

Date in 2014	Time	Venue	Program	Details
Oct 26 - Nov 1	Oct 26 & Nov 1 12pm-11pm	Courtyard, G/F, PMQ, 35 Aberdeen Street, Central	PMQ Halloween Gourmet Market	<p>Free admission.</p> <p>Gourmet exhibitors include: PMQ's Sofofama, and first in Hong Kong 洪瑞珍三明治 (忠孝店) Taipei Sandwich, first at PMQ Market are Be Belgie , Café Life, MaMa's Private Kitchen (媽媽私房菜), Room 28, &amp; Xiao Tian Gu (小甜谷);</p> <p>Chic Halloween props &amp; costumes sales;</p> <p>"Angel and Demon make-up cum face painting" especially presented by the Department of Fashion &amp; Image Design, Hong Kong Design Institute for you to choose the images you like.</p> <p>Pumpkins photo corners and Selfie Photo Contest.</p> <p>Non-stop music and Zombies rampage.</p>
	Oct 27 to Oct 30 5pm-11pm			
	Friday Oct 31 5-10pm			
Sun Oct 26, Wed Oct 29, Thur Oct 30, Fri Oct 31, Sat Nov 1	630pm, 730pm, 830pm, 930pm.	Courtyard, G/F, PMQ, 35 Aberdeen Street, Central	PMQ Halloween Gourmet Market ( <i>Entertainment</i> ) – PMQ Zombie Dance Flash mob	<p>Free admission.</p> <p>A dozen Zombies in old English looks to bring you Spooky Chic Halloween dance flash mob at PMQ.</p>
Sunday Oct 26,	4pm 6pm	Courtyard, G/F, PMQ, 35 Aberdeen Street, Central	PMQ Halloween Gourmet Market ( <i>Entertainment</i> ) – "Beatboxer Heartgrey"	<p>Free admission.</p> <p>Beatboxer Heartgrey, a Hong Kong legendary artist who became beatboxer by self-learning, is the Champion at Chinese Beatbox Battle 2012 and one of the Top 8 at the Grand Beatbox Battle 2014 held in Switzerland. Have a memorable &amp; interactive time jiving with the upbeat music and sound delivered by Beatboxer Heartgrey in his unique hip style.</p>
Friday Oct 31	7pm 8pm			



元創方

### **About PMQ**

PMQ is part of the government's "Conserving Central" initiative and also one of the heritage conservation and revitalization projects under the Development Bureau. Awarded with the operating rights after an open invitation for proposals, the Musketeers Education and Culture Charitable Foundation Ltd ("Musketeers Foundation") set up a non-profit-making social enterprise to run the project, in collaboration with Hong Kong Design Centre, the Hong Kong Polytechnic University, and the Hong Kong Design Institute of the Vocational Training Council (VTC), namely PMQ Management Co. Ltd. Not only a new address for the Hong Kong creative industries, PMQ also promotes "enterprising creativity" and sets out to nurture more local designers.

END.

### **Press Enquiries:**

Name: Wendy Chu

Contact: (852) 2811 9891

Email: [wendychu@pmq.org.hk](mailto:wendychu@pmq.org.hk)

Name: Cheuk Yiu Wong

Contact: (852) 2811 9891

Email: [cywong@pmq.org.hk](mailto:cywong@pmq.org.hk)