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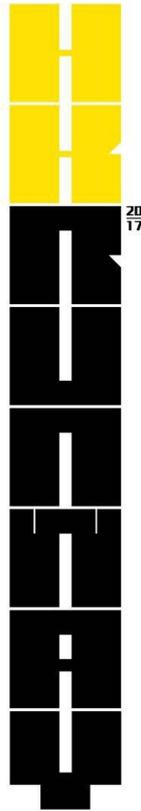
To Arts and Features Editors

PRESS RELEASE

For Immediate Release

Osage Art Foundation presents

HK | Runway!



Osage Art Foundation is pleased to present an unconventional fashion project titled “HK|Runway!” to be held in Osage Hong Kong from 17th to 22nd January 2017. Organised by Osage Art Foundation and Hong Kong Design Institute, HK|Runway! is a multidisciplinary project which experiments with alternative methodologies to present fashion in an artistic, innovative and creative process. Under a multidisciplinary approach which juxtaposes fashion, design, art, dance, architecture and technology, the accustomed way of displaying fashion will be challenged and the categorization of different arts will be morphed into something beyond quotidian experience. In this project, fashion, as a multifaceted concept, will be interpreted by the three programmes artistically as a performance, practically as a business and socially as a community.

Project Fact Sheet

Dates	Fashion as a Performance: 17 Jan 2017 (Limited capacity, by invitation) Fashion as a Business: 18 – 19 Jan 2017 (Limited capacity, RSVP) Fashion as a Community: 20 – 22 Jan 2017
Venue	Osage Hong Kong
Address	4/F, 20 Hing Yip Street, Kwun Tong, Kowloon

Organised by	Osage Art Foundation
Co-organised by	Hong Kong Design Institute
Support Organisation	School of Creative Media, City University of Hong Kong
Media Partner	Milk Magazine
Equipment Sponsor	Epson
Beverage Sponsor	San Miguel

Concept Direction	Agnes Lin
Media Artist and Designer	Tobias Gremmler
Photogrammetry Capture	Benny Woo
Design Curator and Advisor	Anothermountainman (Stanley Wong)
Music Curator and Advisor	Giorgio Biancorosso (Associate Professor, Department of Music, the University of Hong Kong)
Architecture Advisor	Michael Arellanes II
Choreographers	Nina Habulan Gelladuga Proceso Seguismar Gelladuga II
Composer	Chan Sze-Rok
Copy-editor	Giorgio Biancorosso

An alternative model

Fashion week, the semi-annual event where fashion designers showcase their latest collections, has been dominated by the “Big Four”, i.e. New York, London, Milan and Paris. It is about time to present fashion in our region in a unique way that is not confined by any prescribed modes of operation. By creating a dialogue among practitioners from various disciplines, this project brings forth an alternative model to the usual practices in the field of fashion. This exploration for an alternative is an attempt to promote Hong Kong as the world’s top fashion capital and Asia’s creative hub.

The innovative, the creative and the multidisciplinary

HK|Runway! is a 6-day event which consists of an opening performance, a trade show and a marketplace. These programmes seek to experiment with alternative methodologies to present fashion in an artistic, innovative and creative process. Under an artistic and multidisciplinary approach which juxtaposes fashion, design, art, dance, architecture and technology, the accustomed way of displaying fashion will be challenged and the categorisation of different arts will be morphed into something beyond quotidian experience.

Growing the pool of fashion design talents

HK|Runway! is a platform for young fashion design talents to showcase their works in a range of modalities; at once a celebration of the cutting edge, experimental, avant-garde, as well as the ready-to-wear and mass market. The designs will be exposed to a range of audience, from key industry leaders to the fashion conscious

of the general public. HK|Runway! is an opportunity to push, harness, grow, fine-tune and experiment as designers, as well as entrepreneurs. Another mountain man (Stanley Wong), the design curator and advisor, selected ten fashion designers who are graduates of Hong Kong Design Institute from years 2014, 2015 and 2016 and works on the graphic design of the project.

Programmes

The project views fashion as a multifaceted notion and recognizes the different ways in which such notion manifests itself. The three programmes take up the three dimensions of fashion, interpreting it artistically as a performance, practically as a business and socially as a community.

Fashion as a Performance

Fashion as a Performance with scenographic design installation by Tobias Gremmler, photogrammetry capture by Benny Woo, music curated by Giorgio Biancorosso, music composed by Chan Sze-Rok, exhibition design by Michael Arellanes II and choreography by Nina Habulan Gelladuga and Proceso Seguismar Gelladuga II is an opening performance which incorporates mixed media and interactive projections to present the works of fashion designers from Hong Kong Design Institute.

By objectifying the intimate relationship among human skin, material fabric and physical space through an innovative installation, Gremmler's scenographic design constructs an abstract space that both reflects and augments the designers' creations. Contrary to the linear approach of traditional fashion shows in which models appear one after the other within a defined pathway, the performance invites the prolonged contemplation and/or exploration of multiple objects and designs simultaneously. Gremmler employs semi-translucent fabric as partitions and projection screens to contrive a modular, ever-shifting space where performers and models interact and traverse. The use of fabric partitions reminds the audience of the primal role of clothing as both a junction and a threshold between skin and space, thereby making visible its tangible and material quality. The content of the projections is teased out from hundreds of 360-degree photographs recomposed in a balletic animation complete with a custom-made music and sound effects score. Each projection ends theatrically with clothes dissolving into the air, further reinforcing the process of abstraction, at once analytical and beautifying, of the whole design. This performance rejects a precise, if not abrupt, ending and the space will be morphed into a solo exhibition of Gremmler, showcasing his light and visual work and a jamming session among visual, music and dance.

Fashion as a Business

Not only does HK|Runway! explore the artistic and conceptual aspects of fashion, it also regards fashion as an important field of business with a trade show which brings forth an alternative artistic and design space to showcase fashion designers' works to international traders and buyers in a way contrasting to conventional and standardised trade fairs. *Fashion as a Business* features creative booth design fused with artistic and architectural elements that will trigger excitement and lead to new experience of viewing fashion.

Fashion as a Community

Transformed from the booths of the trade show, *Fashion as a Community* is made up of design booths where fashion designers can directly engage the public by showing their fervour and sharing their thoughts through face-to-face interaction. As a platform open to public in which disparate ideas can be exchanged, these stores do not only allow fashion designers to promote their brands but also provide an opportunity to foster a creative atmosphere within the community.

About the Osage Art Foundation

The Osage Art Foundation was established in 2004 with three main goals - Creative Communities, Cultural Cooperation and Creative Capacity and has since played an active role in developing education and training of young people, broadening cultural awareness and participation in artistic endeavours, nurturing creativity and critical thinking and fostering international cultural exchange. The Osage Art Foundation is now widely recognised by the local community and internationally as having initiated many pioneering projects of international calibre.

The current focus of the Osage Art Foundation is on developing deeper discourse in and around the arts in the wider community. We believe that research, analysis, examination and promulgation of issues pertaining to society, contemporary culture and value by artists, writers, critics, curators and commentators will build better understanding of regional perspectives throughout Asia and beyond.

For more information, please visit the website www.oaf.cc.

Media Enquiries

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Please download high resolution images from the following links:

Images of Tobias Gremmler's Scenographic Design Installation for the Opening Performance

Link: https://drive.google.com/open?id=0B98u_vNLh_zgd1F5SlpGNTVPOEE

1. Scenographic design installation: Tobias Gremmler
Photogrammetry Capture: Benny Woo
Dancer: Wong Pui Yi
Designer: Leung Siu Ching, Debbie
2. Scenographic design installation: Tobias Gremmler
Photogrammetry Capture: Benny Woo
Dancer: Wong Pui Yi
Designer: Ip Wai Ha, Kendra
3. Scenographic design installation: Tobias Gremmler
Photogrammetry Capture: Benny Woo
Assisted by: Melody Qin
Designer: Wong Kai Wai, Dorothy

List of and Images of Collections of Fashion Designers from Hong Kong Design Institute:

Link: https://drive.google.com/open?id=0B98u_vNLh_zgYmFac25iTTdhLU0

1. Designer: Leung Siu Ching, Debbie
Collection: Origami
2. Designer: TAI Tung, Edwina
Collection: Within & Without
3. Designer: Tse Siu Shan, Hill
Collection: LOST - the stolen thoughts
4. Designer: Ng Pui Man, MM

Collection: Church

5. Designer: Ng Yee Ping, Pim
Collection: Amen
6. Designer: Wong Kit Mei, Sky
Collection: Miraculous Birds
7. Designer: Tsang Che Fung, Darren
Collection: BEAUTY IN THE WAR
8. Designer: Ip Wai Ha, Kendra
Collection: Geometric Thoughts
9. Designer: Wong Kai Wai, Dorothy
Collection: Constraint
10. Designer: Lai Yan Yuen, Jason
Collection: KIDNAP

List of participating dancers:

1. Amon Abcede
2. Chan Lee
3. Chloé Yates
4. Daniel John Domingo
5. Heidi Yu
6. Iroy Tadosa Abesamis
7. Jamira Uding
8. Janesa De Guzman
9. Lisa Bergstrom
10. Reagan Cornelio
11. Sara Tang
12. Sophia Pan
13. Vonnie Chau
14. Wendell John Frando
15. Wong Pui Yi