

MTR “roving art” Extends its Reach and Transforms into Sustainable Fashion Runways to Welcome the Year of the Goat

Sustainable fashion takes centre stage at selected MTR stations this Lunar New Year with a stylish and thought-provoking “art in mtr-roving art” exhibition that opened today (5 February 2015) at Sai Wan Ho and Tiu Keng Leng stations, marking the first extended “roving art” exhibition to be held simultaneously in two different MTR stations. By increasing the scale of the “roving art” exhibitions, more artists and organisations will be able to participate in the programme and showcase more works from their art collections across a wider audience, increasing the reach of art to passengers travelling in the MTR.

In the first extended exhibition, passengers can view 21 outstanding sustainable fashion pieces from The EcoChic Design Award 2014/15, a competition organised by Hong Kong charity, Redress, that challenges Asian and European emerging fashion designers to cultivate their creativity and adopt environmentally sustainable design techniques. Designers used zero-waste¹, up-cycling² and reconstruction³ techniques to reuse and transform an array of textile waste, including surplus and damaged textiles and clothing waste into attractive and stylish clothing. Designers came from nine regions including Hong Kong, Mainland China, Taiwan, Singapore, Malaysia, the United Kingdom, France, Sweden and Denmark. Their designs were critiqued by a high-profile judging panel including internationally renowned designers such as UK sustainable fashion designer Ms Orsola de Castro and Hong Kong fashion designer Mr Dorian Ho, as well as Shanghai Tang’s Creative Consigliere, Mr Raffaele Borriello.

“Hong Kong is a great place to showcase sustainability in fashion as it is a leading centre of global fashion and has a major influence on international fashion trends and designs. As MTR stations have a high passenger flow, they are ideal locations to shine a spotlight on great sustainable fashion whilst spreading environmental consciousness in the wider community,” said Ms Christina Dean, Founder of Redress, a charity that promotes environmental sustainability in the fashion industry and organisers of The EcoChic Design Award competition.

“We are excited to see our ‘art in mtr-roving art’ exhibition platform turned into a fashion runway to promote sustainability. Indeed, our own mission at MTR is to provide a sustainable railway for our future generations,” said Ms May Wong, General Manager – Corporate Relations of MTR Corporation. “The Chinese New Year is also good timing to raise awareness on environmental sustainability as this is the traditional time for throwing out the old and bringing in the new. Rather than throwing out old clothing, perhaps our passengers will be inspired to make new use of them.”

The exhibitions will run at Sai Wan Ho and Tiu Keng Leng stations until 8 March before moving on to Tin Hau and Sheung Wan stations from 13 March to 19 April (please see Appendix).

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“art in mtr – roving art” is an on-going initiative featuring temporary art exhibitions at different MTR stations. About 10 exhibitions are held each year to promote artistic talent and the public’s appreciation of art. Interested artists and organisations may call the MTR Hotline on 2881 8888, or submit their proposals to the MTR Corporation direct.

- 1. A design technique that eliminates textile waste at the design stage.*
- 2. Recycling of waste materials or useless products into new materials or products of higher quality or for better environmental value.*
- 3. The process of making new clothes from previously worn garments or preformed finished products.*

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Sustainable Fashion Designer	Region	Station of Exhibit	Display period
Kévin Germanier (1 st Prize)	UK	Tiu Keng Leng	5 Feb – 8 Mar
		Tin Hau	13 Mar – 19 Apr
Victor Chu Shing-hong (2 nd Prize)	Hong Kong	Tiu Keng Leng	5 Feb – 8 Mar
		Tin Hau	13 Mar – 19 Apr
Cher, Carman Chan (Finalist)	Hong Kong	Tiu Keng Leng	5 Feb – 8 Mar
		Tin Hau	13 Mar – 19 Apr
Noëlla Tapasu Koy (Finalist)	France	Tiu Keng Leng	5 Feb – 8 Mar
		Tin Hau	13 Mar – 19 Apr
Kirstine Marie Hansen (Finalist)	Denmark	Tiu Keng Leng	5 Feb – 8 Mar
		Tin Hau	13 Mar – 19 Apr
Laurensia Salim (Special Prize)	Singapore	Sai Wan Ho	5 Feb – 8 Mar
		Sheung Wan	13 Mar – 19 Apr
Veronica Lee Hsiao-huei (Finalist)	Malaysia	Sai Wan Ho	5 Feb – 8 Mar
		Sheung Wan	13 Mar – 19 Apr
Yvonne Tsai Tien-chun (Finalist)	Taiwan	Sai Wan Ho	5 Feb – 8 Mar
		Sheung Wan	13 Mar – 19 Apr
Amandah Andersson (Finalist)	Sweden	Sai Wan Ho	5 Feb – 8 Mar
		Sheung Wan	13 Mar – 19 Apr
Aya Qi Xiaoting (Finalist)	Mainland of China	Sai Wan Ho	5 Feb – 8 Mar
		Sheung Wan	13 Mar – 19 Apr
Hill Tse (Semi-finalist)	Hong Kong	Sheung Wan	13 Mar – 19 Apr

Photo Captions:

1. The latest “art in mtr – roving art” exhibition entitled “The EcoChic Design Award 2014/15” is on show at MTR Tiu Keng Leng (left) and Sai Wan Ho (right) stations from today (5 February 2015) to 8 March and from 13 March to 19 April at Tin Hau and Sheung Wan stations.



2. The prize winning piece by Second Prize Winner Mr Victor Chu Shing-hong from Hong Kong.



3. The prize winning piece by Special Prize Winner Ms Laurensia Salim from Singapore.

