



## **Soundwill Plaza II – Midtown Introduces new cultural and artistic hotspot “Midtown POP”**

[24 April 2014 – Hong Kong] To support local and overseas artists, and to spread the knowledge and joy of art, Soundwill Group is proud to introduce the opening of **Midtown POP**, a new cultural and artistic hotspot in 17/F Soundwill Plaza II – Midtown, Causeway Bay. Boasting a vast floor area of approximately 7,000 sq. ft., the multi-purpose exhibition platform will cater an array of upcoming art events.

Soundwill Group is committed in promoting local art activities and community culture, and has been actively organizing various exhibition and events. **Midtown POP**, a new multi-purpose exhibition space in 17/F Soundwill Plaza II – Midtown, is situated in the heart of Causeway Bay and is in close proximity to the famous shopping boulevard of Russell Street and the array of elite consumers and international brands its attracts.

**Midtown POP** means “art and creativity beyond boundaries”. The Group anticipates **Midtown POP** to become a unique platform to promote the development of local art through various enjoyable activities. The first world-class event to be held at **Midtown POP** is “Apocalypse Postponed”, an art bar installation presented by Absolut, a partner of Art Basel.

### **“Art Bar Installation” – Presented by Absolut, a Partner of Art Basel**

“Apocalypse Postponed”, an art bar collaboration between Absolut and Hong Kong-based installation artist Nadim Abbas, will be opened to the public daily between 13 May and 17 May at Soundwill Plaza II – Midtown. Together with renowned animator Wong Ping (黃炳) and composer Steve Hui, a surreal and otherworldly creative experience will be delivered to guests.

Date: 13 May – 17 May 2014 (Tue – Sat)

Opening times: 17:00PM - 02:00AM

Remarks: Free admission to all visitors / Cocktails @ HK\$100 / Art Basel VIPs will receive 2 complimentary cocktails

### **“Urban Hacking” – A Modern and Contemporary Art Exhibition**

Soundwill Plaza II – Midtown and Avenue des Arts Gallery has invited talented street artists from France to create a site-specific installation and exhibition in the heart of Causeway Bay. With over 4,000 sq. ft. of space, artists including Nasty, Mac Allante,



Hopare, and others will reinterpret the definition of Street Art at 17/F Soundwill Plaza II – Midtown. The public can witness these unique creates in a free exhibition from 30 May 2014 to 29 June 2014.

To support local street art, some of the original artworks will be available for sale.

Date: 30 May – 29 June 2014 (Fri – Sun)

Opening times: 12:00 - 8:00 PM (Mon – Sat) / 12:00 - 6:00 PM (Sun)

Remarks: Free admission to all visitors

### **About 「Soundwill Plaza II – Midtown」**

「Soundwill Plaza II – Midtown」 is a 31-storey building, with a gross lettable area of approximately 218,000 sq. ft. and will become the new iconic landmark of Causeway Bay. Located in Causeway Bay and adjacent to the famous shopping boulevard of Russell Street, the development boasts an unparalleled geographic advantage, with stunning views of Victoria Harbour and Causeway Bay's bustling metropolitan landscape. 「**Soundwill Plaza II – Midtown**」 aims to deliver the utmost shopping experience with its diverse range of shopping and entertainment choices. The ground floor to 2/F features 35,000 sq. ft of retail space with open dining areas. The ground floor to 2/F is approximately 11,000 – 12,000 sq. ft. per floor; standard floor areas range from 6,800 – 8,600 sq. ft. per floor offering flexible layout designs. With an ingenious architectural design and professional management team, the development will definitely become the destination of choice in Causeway Bay for international brands and popular restaurant chains.

### **About Soundwill Holdings Limited**

Established in 1978 and listed on the Main Board of the Hong Kong Stock Exchange in 1997, Soundwill Holdings Limited is principally engaged in old building assembly and acquisition, commercial leasing and property development.

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This press release is issued by Soundwill Holdings Limited.

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