



## The 17th Le French May Arts Festival

FOR IMMEDIATE RELEASE

### Le French May – More than an arts festival!

Hong Kong, 17 March 2009

Le French May Arts Festival (Le Festival) continues to evolve after 16 years of history in Hong Kong and Macau. In addition to staging the best in performing arts, Le Festival also dedicates itself to arts education and reaching out to the community.

This year France is the country partner for the Business of Design Week 2009 (BoDW) and in cooperation, Le Festival will demonstrate our commitment to the business of design through two major exhibitions:

**Louis Vuitton : A Passion for Creation** at the Hong Kong Museum of Art, Tsim Sha Tsui (launching 21st May, opening to public 22nd May). This exhibition is the first ever organized by the Fondation Louis Vuitton pour la Création outside of France. The program is divided into three parts, the first two of which will pay homage to creativity and talent in design.

The first part emphasizes the long time collaboration between Louis Vuitton and artists such as Takashi Murakami and many others.

The second part of the exhibition presents the architectural model of the Fondation Louis Vuitton pour la Création's building. To be erected in Paris, the building was designed by the renowned architect Frank Gehry.

The third of this significant exhibition will be devoted to contemporary art, which is a selection of works from the Fondation Louis Vuitton pour la Création. It will provide the opportunity for Hong Kong audience to discover important works by twelve major contemporary artists from the US, Europe, and China. In addition, the works of seven young Hong Kong artists will be featured in this exhibition.

**The Golden Age of Couture, Paris and London, 1947 – 1957** at the Heritage Museum of Art (starting 29th May) will showcase an exquisite collection from the Victoria & Albert Museum (V&A). There will be a total of 100 mannequins, with up to 300 exhibits on display (ranging from clothing and accessories to period furnitures and printed materials) covering an area of 1,070 m<sup>2</sup>. Never has Hong Kong hosted an exhibition in haute couture of such scale.

In addition to these two major exhibitions, Le Festival will present the architectural model of the **French Pavilion for the World Expo Shanghai 2010**. The architect of the Pavilion, Jacques Ferrier, will be in Hong Kong on 19th May to present and comment on his project.



### **Performing Arts**

A total of 17 performing arts programmes will be staged this year (see a complete list of programmes on separate sheet). This year, our programmes are more diverse, innovative, and challenging than ever. An example is “The East West Quartet” in which four talented musicians from France, US and China will guide the audience through a wonderful journey in sound by combining the best of eastern and western music. Another example is “Qi Qiao Ban”, a programme in which French artists will cooperate with acrobats from Dalian, China. Also, the City Chamber Orchestra of Hong Kong will be collaborating with glass harmonica player, Thomas Bloch.

### **Community Outreach and Educational program**

This year, we are expanding our community outreach effort by partnering with local arts organization and non-profit companies in order to introduce more varieties into our programmes. For example, we are working with Skyhigh to organise mime workshops. In addition, Le Festival is also teaming up with the Hong Kong Youth Arts Foundation to hold hip-hop workshops with The Hong Kong Academy for Performing Arts students.

### **Education**

As in prior years, Le French May will organise workshops, conferences, master classes, free concerts in various universities around Hong Kong. In addition, we are proud to announce the signing of a cooperation agreement between Le French May and The Hong Kong Academy for Performing Arts, signifying a closer tie between the two organizations and Le Festival's intent to broaden its arts education aim.



## **ABOUT LE FRENCH MAY**

Organized by the Consulate General of France in collaboration with the Alliance Française of Hong Kong, and with the support of the Leisure and Cultural Services Department for the past 17 years, Le French May has grown to become one of the largest French arts festival in Asia. During its history, Le Festival has staged over 500 events of the highest international caliber, covering a broad array of artistic disciplines including the visual arts, opera, classical and contemporary music, dance, new circus, cinema, as well as the culinary arts which we have developed into a stand alone programme entitled GourMay.

The growing number of our audience throughout the years is a testimony to the fact that Le French May has earned a premium spot in Hong Kong's artistic calendar. This phenomenon is attributable to a carefully-crafted schedule of programmes as well as our policy of affordable pricing. Le Festival's interactive website ([www.frenchmay.com](http://www.frenchmay.com)), updated daily, provides our audience an easy access to all our events. Through a 'free events' category on the site, audience can purchase a broad range of tickets at a discount.

We would like to especially thank the following groups for their continuous and generous support of Le Festival:

- Our faithful and generous Sponsors and Friends of Le French May
- The Leisure and Cultural Services Department
- Our numerous partners and local institutions without whom this annual event would not be possible
- Association Culturelle France-Hong Kong Ltd. represented by Chairman Sir Wayne Leung
- The Alliance Française in Hong Kong

### **Press Contacts:**

Miss Vivien LEUNG, [vivien.leung@consulfrance-hongkong.org](mailto:vivien.leung@consulfrance-hongkong.org), Tel 3752 9983

Miss Leona NG, [leona.ng@consulfrance-hongkong.org](mailto:leona.ng@consulfrance-hongkong.org), Tel 3752 9980