



[Press Release: For Immediate Release]

To: General News/Feature/Culture and Arts – Assignment Editors/Editors/Reporters

**French May Arts Festival 2022 & Chinachem Group Jointly Present
Interactive Digital Sculpture *INTRaverse* by French Artist Ophelia Jacarini and
French Traditional Gourmet Market by French GourMay
Unboxing Arts and Sensation in the Community**

(20th May 2022, Hong Kong) French May Arts Festival joins hands with Chinachem Group again, presenting a unique interactive dance performance by French artist Ophelia Jacarini, which will be shown at Central Market and NINA MALL. Alongside the French Traditional Gourmet Market, one of the highlights of the 13th of the French GourMay Food and Wine Festival, French May invites Hong Kong residents to unbox arts and sensations in the community.

Intraverse is an interactive digital sculpture produced between the physical and the Metaverse by French artist Ophelia Jacarini. Performing her dance in the physical world of historic Central Market stairs, *Intraverse* captures the motion of her performance in virtual reality, and brings it back to the physical world with an interactive touch.

In addition, *Intraverse* offers an interactive experience to viewers by transforming viewers' motion into a reaction to the digital sculpture. With Instagram Story Effect, viewers can even capture and take *Intraverse* along everywhere in the physical world and extend the reality. The digital sculpture *Intraverse* invites viewers and people of Hong Kong to live the moment, move with it and experience the bridge between verses.

Living in Hong Kong for over 7 years, this work of Ophelia Jacarini is an outcome of the accumulation of her time in the city influenced by the authenticity and culture of Hong Kong. She takes her dance performance to the historic Central Market staircase for several reasons. As the expression of constant movement happening in Central Market for many years, the staircase reflects the heritage of Hong Kong from the very center of the city. With the scene of the staircase, *Intraverse* attempts to connect the heritage and the past with the present. Ophelia Jacarini also pays tribute to renowned Hong Kong photographer Fan Ho, whom has a remarkable work capturing this iconic stairs.

Apart from the display of *Intraverse*, French Traditional Gourmet Market will also be presented by French GourMay and Chinachem Group at Central Market and NINA MALL, offering visitors a memorable journey of French culture and delicacies.

The "Marché" (traditional outdoor market) is deeply rooted in French "art de vivre" (lifestyle). What is the beauty of weekend markets in France? Abundant choices of local produce, friendly vendors in the neighborhood, and enjoyable grocery shopping beyond time limit...Voilà. French Traditional Gourmet Market will give you a break from the hustle and bustle of the citylife in



Hong Kong.

Besides Côtes du Rhône wines, visitors will discover all kinds of French delicacies, such as cheese, cold cuts, pâtés, fruit jams, foie gras, caviar, cakes and juices, as well as French lifestyle-inspired products, e.g. bouquets, accessories, organic cosmetics. Accessories and crafts made of recycled Côtes du Rhône wine bottles will be great souvenirs to commemorate our love of wine and to raise environmental awareness.

Don't forget to visit the photobooth with your loved ones, capturing a moment of your virtual journey to Côtes du Rhône.

The 13th edition of French GourMay, with Hong Kong Tourism Board as supported organisation, will celebrate the theme of *Rhômantic Bistronomy* with Côtes du Rhône as Wine of Honour. From 1 to 31 May 2022, French GourMay will unbox the art on the plate with more than 100 partners in Hong Kong and Macau by creating dedicated Rhômantic Bistronomy menus, wine tastings, promotions and workshops on Côtes du Rhône wines.

Event Details:

Chinachem Group celebrates French May:

» Intraverse – Interactive Digital Art Installation (Free admission)

19 May – 30 June · Interactive Wall - G/F, Central Market, Central

26 May – 30 June · NINA MALL 1, Tsuen Wan

» French Traditional Gourmet Market (Free admission)

11am to 8pm, 19 -22 May · VR ZONE - 1/F Central Market, Central, Côtes du Rhône

Masterclass will be held at 2:30 - 3pm and 3:30 - 4pm on 22 May.

11am to 8pm, 26-29 May · Atrium - NINA MALL 1, Tsuen Wan

“Intraverse and French Traditional Gourmet Market” Photo Caption:

Photo 1



Interactive digital artwork “Intraverse” by French artist Ophelia Jacarini, captures the motion of her dance in the Metaverse using Virtual Reality Technology.

Photo 2



Interactive digital sculpture “Intraverse” will be shown on Interactive Wall on G/F, Central Market from 19 May to 30 June, 2022 and NINA MALL 1 from 26 May to 30 June, 2022.

Photo
3a



French artist Ophelia Jacarini dances in VR headset.

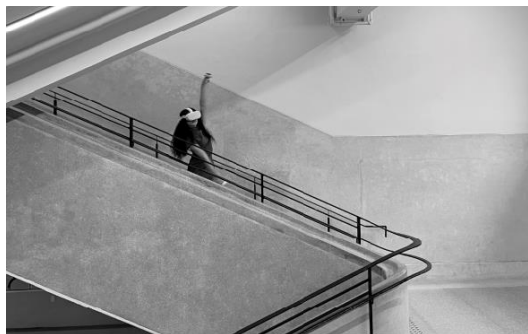
3b



3c



3d



3e



Photo

4a



French Traditional Gourmet Market will be presented at Central Market and NINA MALL, offering visitors a memorable journey of French culture and delicacies.

19 -22 May · VR ZONE - 1/F Central Market

26-29 May · Atrium - NINA MALL 1

4b



4c

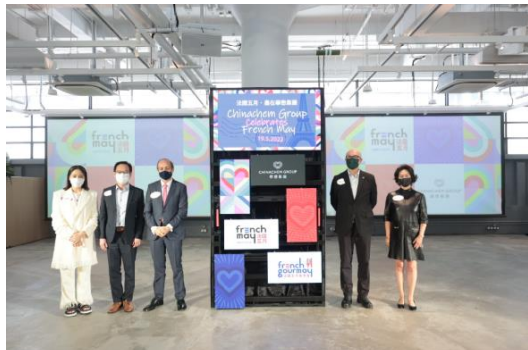


Photo 5



(From left to right) Ir. Wai Chi Sing, Managing Director of the Urban Renewal Authority, Ms. Pansy Ho, Co-Chairman of the Board of French May Arts Festival, Mr. Alexandre Giorgini, Consul General of France in Hong Kong and Macau, Mr. Donald Choi, Executive Director & CEO of ChinachemGroup, Ms. Karena Lam, French May Arts Festival Ambassador, and Dr. Andrew Yuen, Chairman Emeritus of French May Arts Festival kicked off the French Traditional Gourmet Market of French Gourmay.

Photo 6



(From left to right) Ms. Karena Lam, French May Arts Festival Ambassador, Ir. Wai Chi Sing, Managing Director of the Urban Renewal Authority, Mr. Alexandre Giorgini, Consul General of France in Hong Kong and Macau, Mr. Donald Choi, Executive Director & CEO of ChinachemGroup, and Ms. Pansy Ho, Co-Chairman of the Board of French May Arts Festival attended the French Traditional Gourmet Market activity.

Photo 7



(From left to right) Ms. Karena Lam, French May Arts Festival Ambassador, Mr. Donald Choi, Executive Director & CEO of ChinachemGroup, Mr. Alexandre Giorgini, Consul General of France in Hong Kong and Macau, and Ms. Pansy Ho, Co-Chairman of the Board of French May Arts Festival, holding props of French gourmet and culture.

Photo 8



(From left to right) Dr. Andrew Yuen, Chairman Emeritus of French May Arts Festival, Ms. Karena Lam, French May Arts Festival Ambassador, Ir. Wai Chi Sing, Managing Director of the Urban Renewal Authority, Mr. Alexandre Giorgini, Consul General of France in Hong Kong and Macau, Mr. Donald Choi, Executive Director & CEO of ChinachemGroup, French artist Ophelia Jacarini, Ms. Pansy Ho, Co-Chairman of the Board of French May Arts Festival, Mr. Xavier Mahé, General Manager of French May Arts Festival, Sylvia Chung, Chief Business Impact Officer of Chinachem Group, and Mélanie Gaudin, Director of Business France Hong-Kong Office in front of the interactive digital art installation "Intraverse".

High-resolution photos: <https://bit.ly/37yHYBV>

Please refer to the Appendix for **Participating Merchants of French Traditional Gourmet Market**.



For more details, please check,

French May Arts Festival: www.frenchmay.com

French GourMay Food and Wine Festival: www.frenchgourmay.com



merci

About French May Arts Festival

Established in 1993, French May is one of the largest cultural events in Asia. With about 100 programmes presented across 2 months, we showcase the most diversified art forms: from heritage and contemporary arts, paintings and design, to classical music and hip-hop dance, cinema and circus. It has become an iconic part of Hong Kong's cultural scene reaching out to 20 million visitors since its inception.

French May brings the arts to everyone, not only in cultural venues, but also in public spaces, shopping malls and more, inviting everyone across Hong Kong to enjoy art in their daily lives.

In the aim of promoting accessible-arts for all, French May places a strong emphasis on education through outreach programmes, guided tours, workshops, masterclasses and free performances.

The festival strives to reach the widest possible audience and contribute to the education of the young and less-privileged, working closely with over 50 local institutions and organisations to establish barrier-free arts access.

About French GourMay Food & Wine Festival

French GourMay is the one and only major festival in Hong Kong and Macau dedicated to gastronomy à la française, organized by Business France - French Trade Commission under the umbrella of French May Arts Festival. French cuisine is one of the few UNESCO-listed culinary cultures. Each year, we celebrate the unique culinary treasure in collaboration with one French region.

For media enquiry, please contact **Mention PR Consultants Ltd.:**

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Appendix - Participating Merchants of French Traditional Gourmet Market

【19-22 May @CentralMarket】

Booth	Introduction
Beeswine	Beeswine is the unique platform for combining wine with winery life, for the wine lovers to share, to taste and to experience the wine from the unique vineyard selected and owned by the family and its partners. Beeswine believes that wine is a culture, to share, to explore and connect.
	Exhibiting Products: wines from Côtes du Rhône and other parts of France
Cheese Club	On a mission to satisfy Hong Kong foodies' cravings for top-notch artisan cheese and European gourmet foods. Cheese club selects their products among the best farmers and producers, to make you travel to France in one bite. Enjoy quality products at the best prices, straight from French farms to your doorstep.
	Exhibiting Products: cheese, cold cuts and Côtes du Rhône wines
Chef's Market	Chef's Market is an epicurean's paradise for those who love great food and fresh ingredients. From fresh cut meats & deli to seasonings & sauces, from fine wines & cheese to gourmet salads, and other gastronomic delights - can satisfy all your festive culinary needs to be a master chef.
	Exhibiting Products: red and white wines from Côtes du Rhône and French snacks
Fleur de la Vie	Fleur de La Vie team are artists with strong passion in working with the nature. They surprise customers with artistic skills and traditional technique on every single flower creation. We enjoy working with customers individually and groups in various flower design workshops. They offer creative ideas to clients celebrating life events by transmitting their messages into the beautiful language of flower design.
	Exhibiting Products: flower creation
Frenchie Toquee	Frenchie Toquee is an online French patisserie, reinventing traditional cakes into modern and elegant desserts. High quality products are used to create our delicious pastries. They don't have recipes but stories that makes a difference!
	Exhibiting Products: Côtes du Rhône wines, French pastries and desserts
Kanny's Living Art Studio	When combined with a wide range of materials, recycled glass can be made into your very own piece of art using techniques such as carving, baking, crushing and mosaic.

	Exhibiting Products: glass bottle upcycling and recycled glass accessories
Les Vergers de la Silve	Les Vergers De La Silve introduces a new concept of unforgettable apple juices produced from premium harvests of eco-responsible family orchards in Anjou. Exceptional flavour is from the juice of only smallest apples on the trees, meticulously picked by hand at the precise moment they reach maturity, with no added sugar, preservatives or colouring for 100% natural, lively and unfiltered finish. The brand has been adopted as a non-alcohol alternative to Champagne at elite Paris functions from the Chinese Business Club and Salon du Luxe to Fashion Week Paris.
	Exhibiting Products: assorted juice
Lillet	Pernod Ricard is one of the leading wines and spirit sellers in the world. It was founded 46 years ago by Paul Ricard. Today, Pernod Ricard has built a unique portfolio of Premium International Brands, one of the biggest in the wine industry.
	Exhibiting Products: "Lillet Spritz" wine-based aperitif
Maison Argaud	Maison Argaud was founded by two brothers in a farm near south France Pyrenees Mountains. They started to grow corn and raise free range ducks to make premium "Foie Gras" and premium artisan delicacies. All products are made using 100% natural and local ingredients & with no preservatives.
	Exhibiting Products: foie gras and terrine products
MCCAYLAA	MCCAYLAA firmly believes that every fashion minded lady possesses her personal preferences. They select hair jewellery and other accessories from France to enable customers to express their individual chic styles, from carefree to classical, elegant to passionate. All their hair jewellery are painstakingly designed and produced by skilled French craftsmen.
	Exhibiting Products: hair jewellery
Monsieur CHATTE	Monsieur CHATTE is the oldest traditional French Gourmet shop and caterer in HK: Artisan French Cheeses, smaller producers wines, cold cuts and authentic cuisine freshly made by our chef. We will serve the hot melting raclette cheese poured straight from the wheel, one of a kind in Hong Kong.
	Exhibiting Products: artisan Cheeses, wines, cold cuts, saucissons, authentic French products directly selected from artisans and small producers in France

Nina Patisserie	Nina Patisserie, a new pastry brand bringing signature sweet treats to the Hong Kong “must-try” list. Guests can order signature products such as Nina Palmier and Nina Napoleon Cake series, while other seasonal specialities and holiday creations await to impress throughout the year.
	Exhibiting Products: Palmier gift box, tea gift box, chocolate gift box
One of A Kind	The One of Kind customer is eclectic and multi-dimensional. Their DIY section allows for more creatively-driven clients to work their own visions into totally one-of-a-kind and personalised pieces. Customers become the designer, the creator, in this space.
	Exhibiting Products: personalised accessories
Penticton	Penticton celebrates innovation and the craft of winemaking while featuring French wine labels that can’t be found anywhere else in Hong Kong. The shelves are stocked with small-batch bottles sourced directly from top-notch artisanal producers, including female winemakers and love-green collections for everyone in the wine-loving community and connoisseurs looking for something different.
	Exhibiting Products: Château de Ruth wines
Plantin Kaviari	Plantin Kaviari is the HK branch of two worldwide renowned French gastronomy houses: Plantin, truffle experts since 1930, and Kaviari, committed family Caviar house serving the Chefs for 40 years. Since 2009, they provide fine dining, Michelin-Starred restaurants, and luxury hotels in Hong Kong and Macau with premium food ingredients. With home delivery service, they bring chef’s ingredients to one’s very own kitchen.
	Exhibiting Products: caviar, white asparagus, truffle delicacies, cold cuts, dry mushrooms, jams, chocolate, fruit juice
Propolia	Located in the heart of Hérault, right next to the magnificent natural site of Lac du Salagou, Propolia has been working for more than 40 years to promote the work of bees from conception to shipping, including production and packaging.
	Exhibiting Products: propolis, royal jelly, honey
Purality	The story of Purity began when the founder, Nicolas de Klebnikoff, delved into his family archives and learned about one of his ancestors – a botanist called Alexis Levchine. In 2020, Nicolas decided to draw on this discovery to create Purity. By using unique green biotechnology, the powers of adaptogenic plants are captured in a natural, "Adapto-biotics" ingredient to restore the skin's natural ability to defend itself.
	Exhibiting Products: "Adapto-biotics" skincare products

Royal Caviar Club	If you find yourself in Hong Kong craving some of the finest Caviar look no further than the Royal Caviar Club. The Royal Caviar HK Club specializes in providing caviar along with the luxury accessories needed to fully enjoy the experience. Even better, The Royal Caviar Club will deliver the caviar to you within the bounds of Hong Kong. The Royal Caviar Club prides itself on the finest selection of caviars it can provide.
	Exhibiting Products: Caviar
Vines and Terroirs	Vines and Terroirs was founded by Charles Soulis Plou and Valentin Maurel, both heirs of expert winemaker families in France. Vines and Terroirs is naturally specialized in French wines from Loire and Provence, and carefully expand their list through their connections with winemakers from other regions of France and across countries in Europe.
	Exhibiting Products: French wine

【 26-29 May @NinaMall1 】

Booth	Introduction
Bonne Maman	Always crafted in the French village of Biars, BONNE MAMAN is an exceptional “savoir faire” born of a long tradition. And the secret of BONNE MAMAN Preserves is simple: its ingredients - only 100% all-natural ingredients. Bonne Maman Preserves are prepared with only the finest fruits, carefully selected and gently cooked.
	Exhibiting Products: assorted jams
Cheese Club	Beeswine is the unique platform for combining the wine with the winery life, for the wine lovers to share, to taste and to experience the wine from the unique vineyard selected and owned by the family and its partners. Beeswine believes that wine is a culture, to share, to explore and connect.
	Exhibiting Products: cheese, cold cuts and Côtes du Rhône wines
Club France Hong Kong	Club France Hong Kong is an e-commerce store specialising in French gourmet food products, committed to bringing the charm and joy of enjoying exquisite French gourmet food to more people in Hong Kong. They are here to connect with people who share their love for the French culture and French way of life.
	Exhibiting Products: Alain Milliat juices, nectars and jams, black truffle olive oil and sea salt, Néo Gourmets chocolate, chocolate cookies, granola and chocolate spread, foie gras and duck confit.

Kanny's Living Art Studio	When combined with a wide range of materials, recycled glass can be made into your very own piece of art using techniques such as carving, baking, crushing and mosaic.
	Exhibiting Products: recycled glass accessories
Les Vergers de la Silve	Les Vergers De La Silve introduces a new concept of unforgettable apple juices produced from premium harvests of eco-responsible family orchards in Anjou. Exceptional flavour is from the juice of only smallest apples on the trees, meticulously picked by hand at the precise moment they reach maturity, with no added sugar, preservatives or colouring for 100% natural, lively and unfiltered finish. The brand has been adopted as a non-alcohol alternative to Champagne at elite Paris functions from the Chinese Business Club and Salon du Luxe to Fashion Week Paris.
	Exhibiting Products: assorted juice
Lillet	Crafted since 1872 in the region of Bordeaux in the South of France, Lillet still presents a unique character representative of its French heritage.
	Exhibiting Products: Lillet Summer Blanc bottle
Maison Argaud	Maison Argaud was founded by two brothers in a farm near south France Pyrenees Mountains. They started to grow corn and raise free range ducks to make premium "Foie Gras" and premium artisan delicacies. All products are made using 100% natural local ingredients & with no preservatives.
	Exhibiting Products: foie gras and terrine products
Nina Patisserie	Nina Patisserie, a new pastry brand bringing signature sweet treats to the Hong Kong 'must-try' list. Guests can order signature products such as Nina Palmier and Nina Napoleon Cake series, while other seasonal specialities and holiday creations await to impress throughout the year.
	Exhibiting Products: Palmier gift box, tea gift box, chocolate gift box
Penticton	Penticton celebrates innovation and the craft of winemaking while featuring French wine labels that can't be found anywhere else in Hong Kong. The shelves are stocked with small-batch bottles sourced directly from top-notch artisanal producers, including female winemakers and love-green collections for everyone in the wine-loving community and connoisseurs looking for something different.
	Exhibiting Products: Chateau de Ruth wines

Propolia	Located in the heart of Hérault, right next to the magnificent natural site of Lac du Salagou, Propolia has been working for more than 40 years to promote the work of bees from conception to shipping, including production and packaging. The possibilities offered by the beehive and nature are endless and we are committed to offering you all the benefits, without compromise.
	Exhibiting Products: propolis, royal jelly, honey
SOMM Wine Cellar	SOMM wine cellar is the brainchild of 2 serial entrepreneur with close to 30 years' experience in the alcoholic beverage industry. Their passion for wines and their frustration on the difficulties faced by consumers when buying wines has led them to create a new concept to incorporate both wine retail and wine enjoyment into a single platform - SOMM Wine Cellar.
	Exhibiting Products: Rhône Valley wines and other selections from France
Vines and Terroirs	Vines and Terroirs was founded by Charles Soulis Plou and Valentin Maurel, both heirs of expert winemaker families in France. Vines and Terroirs is naturally specialized in French wines from Loire and Provence, and carefully expand their list through their connections with winemakers from other regions of France and across countries in Europe.
	Exhibiting Products: French wine