

To: Editor of Feature Division

Press Release

For Immediate Release

Cyberport's Weekend Market – Best Autumn Treat

Hong Kong – 24 October 2011 – Cyberport Weekend Market will be back on the first week of November (5-6 November)! You'll find the popular flea market at the lush green lawn at The Podium of Cyberport again, together with arts & crafts, family friendly activities, shopping spree and leisure delights will mark an unforgettable autumn weekend full of fun and excitement.

Island South's Speciality

Cyberport Weekend Market attracted over ten thousand people in both September and October. Visitors enjoyed the leisurely environment with friends and loved ones at Cyberport – the peace-of-mind in a busy city. The Weekend Market is truly an amusement at Hong Kong's Island South.



Weekend Shopping Spree

We have delicately selected many different products and gadgets to join the Weekend Market, come and explore over 40 bazaar booths! All the creations showcased are one-of-a-kind and unique in style, most of them are rare finds or those that are yet to be in store – a great place indeed for treasure hunters!



Ignite Artistic Talent

Ever thought of unleashing your inner artistic talents by art jamming on a gigantic white location map? Here is the chance! Join us at the art installation project “Pin-a-Color@Cyberport” where children can decorate the pin with vivid colours and imaginations. To continue with the fun, parents can



join their little artists in our **Creative Painting Workshop**, paint with the colours that make you happy and put on a beautiful show! Hurry and get your painting brush out, seats are limited and on a first-come-first-served basis.

Dancing on the Lawn



Energetic youths from **Friends Junction Dance** will join in the fun at the Weekend Market. Bringing KPOP dance all the way from Korea with a twist in the steps will surely give audiences a refreshing yet exciting experience. Audiences can relax on the lawn with a close-up of the dancers, if that's not enough, why not join in and dance the day away.

The One and Only Outdoor Cinema in Hong Kong

Brought to you by **Classical in Cinema - Outdoor**, the world's top classical music programme on the big outdoor screen will return in the evening at the Podium. We'll be showing "AIDA", the most successful opera to date and performance by Simon Bolivar Youth Orchestra of Venezuela on 5 & 6 November respectively. Not to miss event



for all opera and classical music lovers! Tickets are now available at HK Ticketing, Tom Lee Music and the Customer Service Counter at The Arcade, Cyberport. Viewers can also order tickets together with hot meal and drink for a fulfilled and unforgettable night under the starry sky!

Attachment 1: Product highlights of bazaar booths

Attachment 2: Programme details

The upcoming December Cyberport Weekend Market will be held on 31 December and 1 January, stay tuned for a bright new year with new excitement.

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Kindly download photos of the October and November programmes from the below links:

[https://www.dropbox.com/gallery/44477045/1/Weekend Market Highlight?h=7d4c2c](https://www.dropbox.com/gallery/44477045/1/Weekend_Market_Highlight?h=7d4c2c)

[https://www.dropbox.com/gallery/44477045/1/Nov Weekend Market Product Highlight?h=e3d1ba](https://www.dropbox.com/gallery/44477045/1/Nov_Weekend_Market_Product_Highlight?h=e3d1ba)

For enquiry: 3166 3111

Facebook: www.facebook.com/arcade.cyberport

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About The Arcade, Cyberport

The Arcade, situated in the core zone of Cyberport, is a 27,000 m² retail and entertainment complex with an international mix of a supermarket, restaurants featuring fine cuisines, a variety of retail shops carrying designer brands, and a state-of-the-art cinema. It is a one-of-a-kind, high-end shopping arcade in the Southern District of Hong Kong.

The Arcade's innovative design and unique architecture integrate nature and technology with retail, entertainment and education/exhibition activities. It offers unparalleled experience for visitors, and provides the community with a place to meet, relax, refresh and do business. In addition, The Arcade is equipped with avant-garde multimedia facilities and Open Wi-Fi, through which visitors can access information at any time and stay connected.

About Cyberport

Cyberport is a creative digital community with a cluster of technology and digital content tenants. It is owned and managed by Hong Kong Cyberport Management Company Limited which is wholly owned by the Hong Kong SAR Government. With a vision to establish itself as a leading information and communications technology (ICT) hub in the Asia-Pacific region, Cyberport is committed to facilitating the local economy by nurturing ICT industry start-ups and entrepreneurs, driving collaboration to pool resources and create business opportunities, and promoting ICT Adoption through strategic initiatives and partnerships. Equipped with an array of state-of-the-art ICT facilities and a cutting-edge broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, and a retail entertainment complex.

For details, please visit www.cyberport.hk

For more information, press only:

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Attachment 1: Product highlights of bazaar booths

ANGEE W.



Bejewelled Bespoke Designs



Little Local



Funny House



QtipiWorkshop



DaGrits & Grits GlitZ



Attachment 2: Programme details

Description			
Programme	Weekend Market	Pin-a-Color@Cyberport	Classical In Cinema•Outdoor
Date	First Weekend of November (5-6 November 2011)		
Time	11:00 am – 6:00 pm		7:00 pm
Venue	The Podium, Level 4, Cyberport 2		
Details	<ul style="list-style-type: none"> Over 40 unique bazaar booths offering exotic handcrafts and locally-designed creative gadgets with art-and-craft workshops, great for families! 	<ul style="list-style-type: none"> Project initiated by renowned multi-media artist, Jo Yiu CHENG. Inspired by the Google map “location pin”, dozens of 1.2m tall white colour giant pin fixtures made of fiberglass installed on The Podium’s green lawn. Visitors can have a chance to explore their creativity and imagination to decorate these pins with colouring pack provided. 	<ul style="list-style-type: none"> The outdoor theatre at The Podium features world-class classical music concerts and operas. Programmes: <ul style="list-style-type: none"> 5 November: AIDA (performing at the water stage) 6 November: Simon Bolivar Youth Orchestra of Venezuela Comfortable bean bags will be provided.
Admission	<ul style="list-style-type: none"> Free 	<ul style="list-style-type: none"> Customers spending HK\$300 at The Arcade or paying a HK\$500 entry fee (all proceeds will go to charity) can participate. 	<ul style="list-style-type: none"> Tickets are available at HK Ticketing, Tom Lee Music and at the Customer Service Counter at The Arcade, Cyberport. Price: \$130 / \$190 (Hot meal and drink included). \$30 discount for children and senior
Special Programme : (for November)			
5/11 (Sat)	3:00-5:00 pm	Creative Painting Workshop (Customers spending HK\$200 at The Arcade or paying a HK\$100 entry fee (all proceeds will go to charity) can participate.)	
	3:00-3:30 pm	KPOP dance performance	
	From 7:00 pm	Classical In Cinema•Outdoor: AIDA (Tickets required)	
6/11 (Sun)	3:00-5:00 pm	Creative Painting Workshop (Customers spending HK\$200 at The Arcade or paying a HK\$100 entry fee (all proceeds will go to charity) can participate.)	
	3:00-3:30 pm	KPOP dance performance	
	From 7:00 pm	Classical In Cinema•Outdoor: Simon Bolivar Youth Orchestra of Venezuela (Tickets required)	

* Details of Special Programmes for December will be announced soon. Please stay tuned.