

PRESS RELEASE

FOR IMMEDIATE RELEASE

Standard Chartered Arts in the Park 2020 Online Arts Festival this November Launches Week-long Free-of-charge Arts Activities at Home And Emerging Artist Programme



Photos: <https://bit.ly/2GTdTQe>

(15 October 2020, Hong Kong) – This year, *Standard Chartered Arts in the Park 2020* (AIP) goes online for the first time and presents a week-long online series of AIP at Home programmes and activities inspired by fairy tales from 2 to 8 November. Over 10,000 copies of the first-ever complimentary *AIP at Home Art Pack* – a collection of creative activities complete with online recorded narration and performance videos – *will be available for free* to help children enjoy being creative and explore the fantastical world of fairy tales while social distancing at home amid the pandemic.

Online for the First Time in 20 Years

Organised by Hong Kong Youth Arts Foundation and powered by Standard Chartered Bank (Hong Kong) Limited, *Standard Chartered Arts in the Park* is Hong Kong's largest outdoor youth arts festival and puppet parade. Now in its 20th year, the youth education programme helps young participants develop important life skills through the arts, including creativity, teamwork, problem solving and leadership skills as well as confidence. The free admission festival was traditionally held outdoors every November for two days with giant puppet parades and performances in Victoria Park and Causeway Bay, bringing joy and laughter to over 190,000 visitors.

With the uncertain conditions of COVID-19, this year's programme has been specially devised to take place online between 2 and 8 November 2020 (www.scartsinthepark.com) to ensure the safety of all participants. Inspired by classic fairy tales, the programme features a series of exciting online visual and performing arts events, including storytelling theatre performances, a finger puppet parade, dance performances, a *Paper Imaginarium* experience, a capella performances, an online exhibition from the Emerging Artist Programme and more.

AIP at Home Art Pack Free Giveaway

The 2020 edition of *Standard Chartered Arts in the Park* also features the unique **AIP at Home Art Pack** – a collection of six family-friendly art activities complete with recorded narration and performance videos available online, including shadow puppet theatre and face mask creation, glass painting, origami, storytelling through emojis and complete-the-story activities. The art pack helps children get creative and experience the joy of the arts anytime at home. Packs will be distributed to over 10,000 students from 54 primary schools for free, and as a free giveaway via our Facebook page ([@SCArtsInThePark](https://www.facebook.com/SCArtsInThePark)). Please follow us on Facebook for collection details.



Emerging Artist Programme Supports Youth Employment Opportunities

The pandemic has presented many challenges for young people seeking employment, especially for recent graduates. This year, as a new initiative to support young artists, *Standard Chartered Arts in the Park* also launches an **Emerging Artist Programme** for our next generation of creative talent to develop confidence, endurance and adaptability. The programme is led by local professional artists to provide learning, professional development and career opportunities for 24 young artists to establish their careers.

The programme is subdivided into three strands: **Stained Glass**, **Wearable Art** and **Theatre**. The stained glass strand offers eight graduates from The Hong Kong Academy for Performing Arts (HKAPA) the unique opportunity to work alongside professional artist Wong Yan-yan and develop skills in an art form that is rarely studied in Hong Kong. The wearable art strand, led by Unique Design, a professional organisation producing stage costumes for local productions, offers eight students from the Hong Kong Design Institute and HKAPA the chance to design one-of-a-kind wearable art pieces inspired by fairy tales. The theatre strand is overseen by theatre director Lindsey McAlister and professional actor King Wong, who lead eight passionate theatre graduates to research, write and direct their own solo pieces based on traditional fairy tales.

NOTES TO EDITORS

About *Standard Chartered Arts in the Park*

Standard Chartered Arts in the Park (AIP) is an annual youth education programme through the arts. By providing participants with exciting opportunities, the programme helps them improve their self-confidence and enhance important life skills including creativity, team spirit and leadership. The six-month programme culminates in a two-day free admission festival in November, aspiring to create a positive, family-oriented art carnival in Hong Kong to fill the city with positivity and foster creativity and appreciation of local talent.

Launched in 2001, *Standard Chartered Arts in the Park* first took place at Stanley Plaza. Since then, the event has become the largest outdoor youth arts festival in Hong Kong, moving to its current location in Causeway Bay's Victoria Park in 2008. In 2012, the *Grand Finale Parade* expanded out of the park and onto the streets of Causeway Bay, and in 2013 the very first illuminated *Night Parade* took place. Each year, over 3,500 young people together with local and overseas organisations come together to produce vibrant costumes and giant puppets for spectacular street parades, plus a variety of stage performances and art stalls, attracting over 190,000 visitors annually.

For more information about *Standard Chartered Arts in the Park*, please visit www.scartsinthepark.com or follow us on Facebook [@SCArtsInThePark](https://www.facebook.com/SCArtsInThePark).

About Hong Kong Youth Arts Foundation (HKYAF)

Hong Kong Youth Arts Foundation (HKYAF) is a charity that provides access to high quality, non-competitive free-of-charge arts experiences for all young people aged 5 to 25. Established in 1993 by Lindsey McAlister OBE, JP, HKYAF organises inclusive and inspirational projects that reach out to youngsters of all cultures, backgrounds, languages and abilities, and actively creates opportunities for those who are disadvantaged and underprivileged. Each year, HKYAF reaches over 800,000 people through its projects, exhibition and performances.

About Standard Chartered

We are a leading international banking group, with a presence in 60 of the world's most dynamic markets and serving clients in a further 85. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges.

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the Hong Kong SAR's three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

For more stories and expert opinions please visit [Insights](#) at [sc.com](#). Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).

MEDIA ENQUIRIES

Hong Kong Youth Arts Foundation

Josephine Leung (852) 2877 2625 | josephine@hkyaf.com

Rosata Ching (852) 2214 0266 | rosata@hkyaf.com

Jade Yung (852) 2877 2207 | jade@hkyaf.com