

# UNUSUAL HONG KONG

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-Cultural travel with local artists-

Kwansei Gakuin University

Nanako Tatsumi

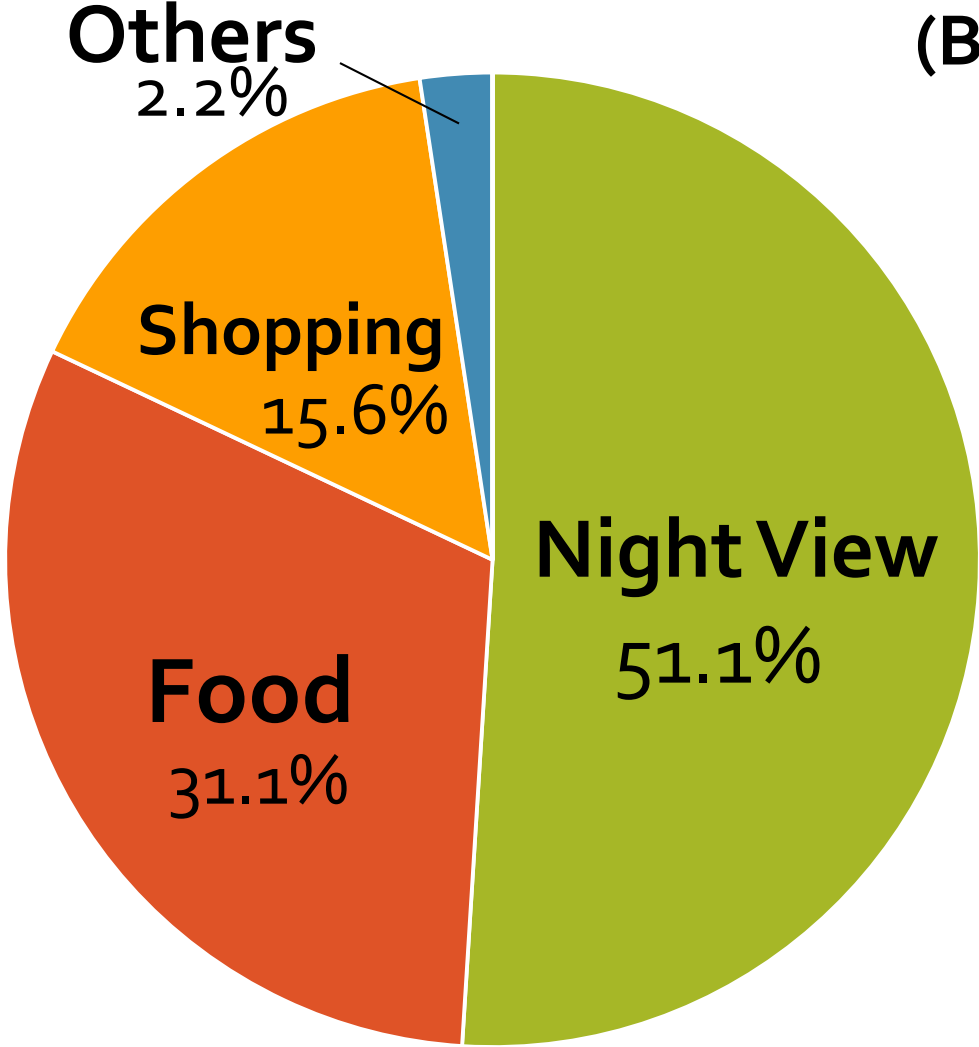


# HONG KONG

# Results of my survey

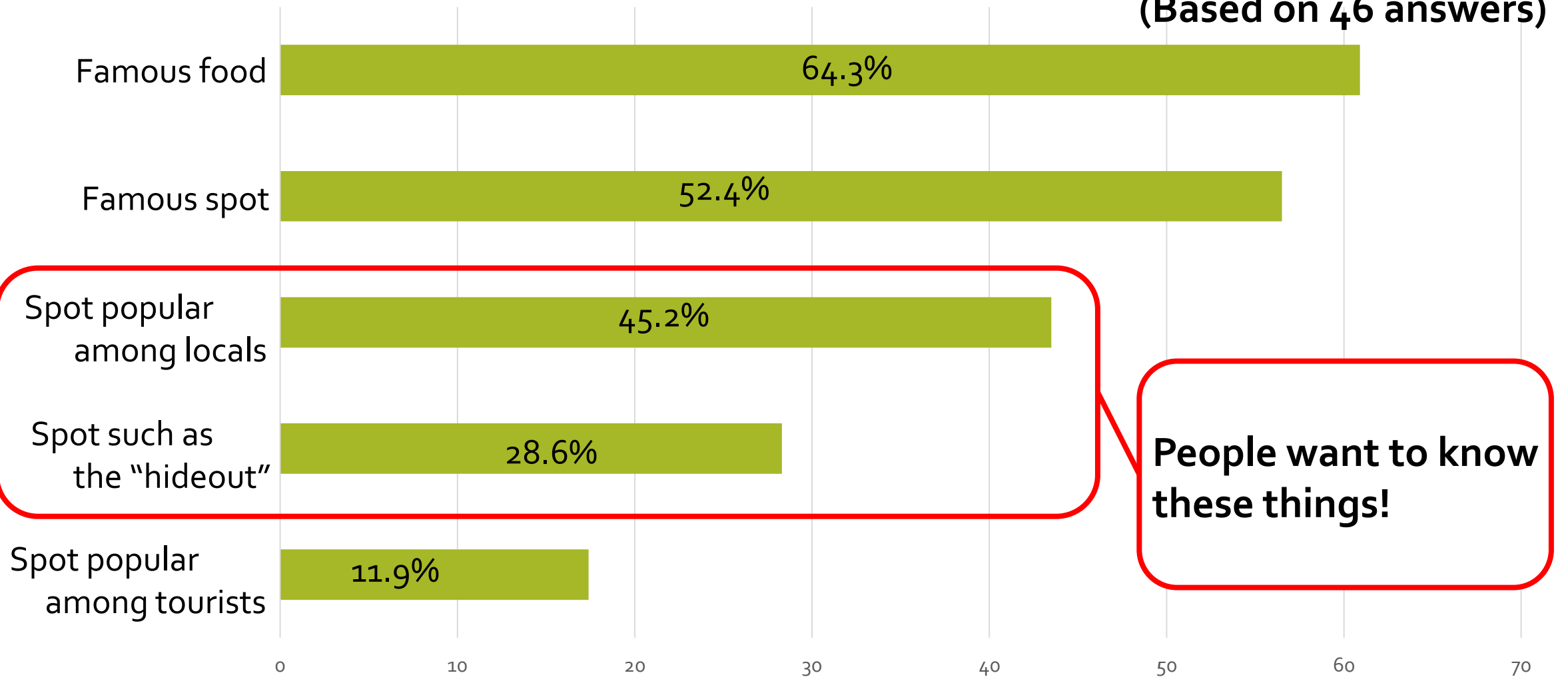
# What is your impression of Hong Kong ?

(Based on 45 answers)



# What do you want to know about your travel destinations?

(Based on 46 answers)



Therefore,  
**UNUSUAL  HONG KONG!**

*The unusual sides of Hong Kong × Local people*



The image is a collage with a light green background. It features three main visual elements: a gallery of classical paintings on the left, a fashion show runway with models in yellow dresses at the bottom, and a concert crowd with hands raised in the air on the right. The text 'The unusual sides of Hong Kong' is at the top, and 'ART', 'MUSIC', and 'FASHION' are overlaid on their respective images in large white letters.

The unusual sides of Hong Kong

ART

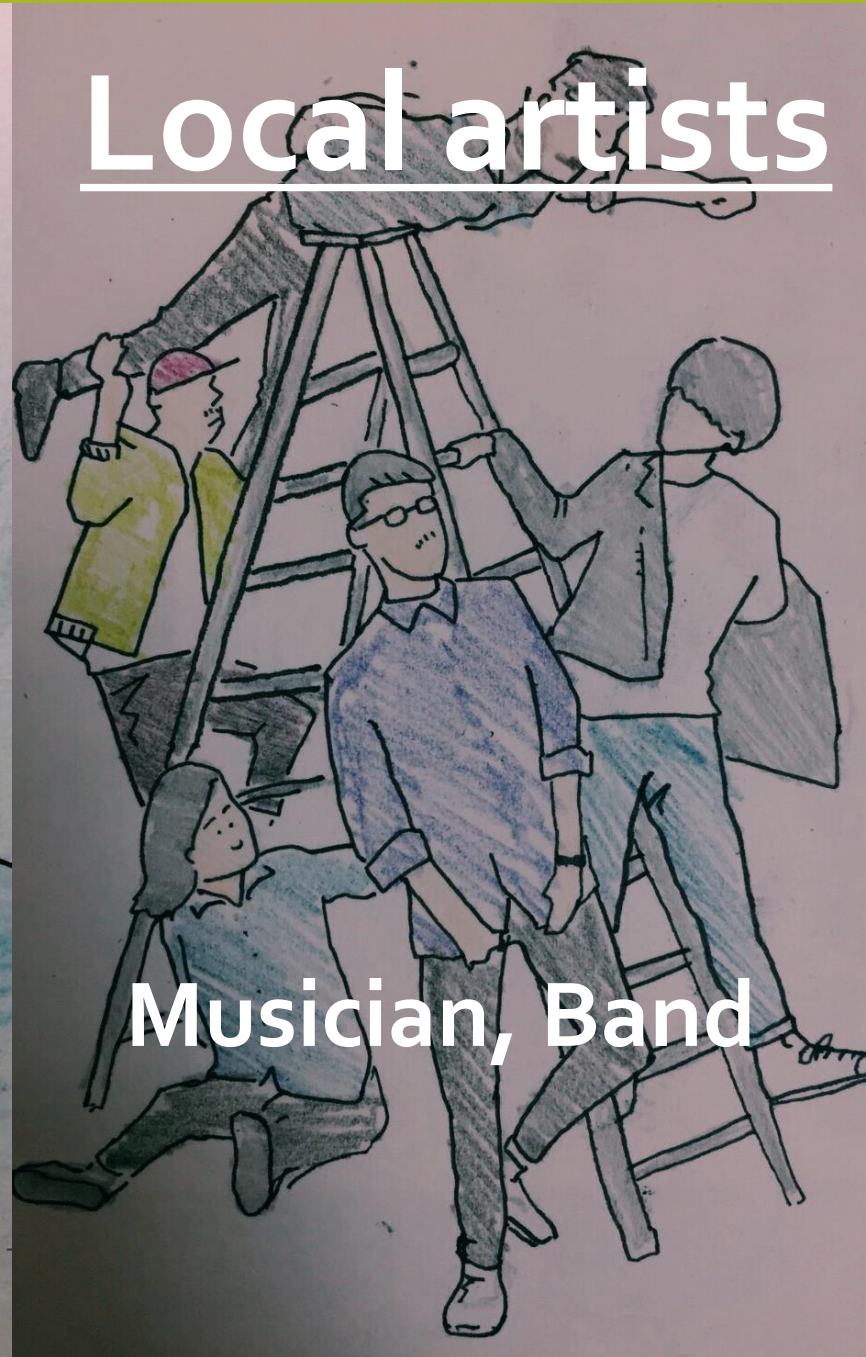
MUSIC

FASHION





Curator, Illustrator



# Local artists

Musician, Band



Fashion designer



# PROGRAM OVERVIEW

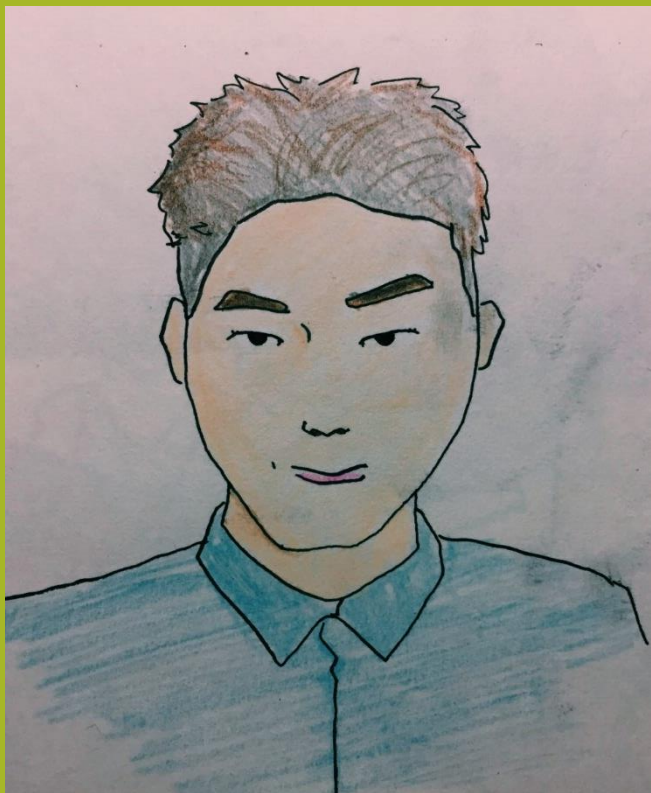
① Opening (3 minutes)

② First spot introduction (13 minutes)

③ Second spot introduction (13 minutes)

④ Ending (1 minutes)

# THE FIRST PROGRAM - ART



Concierge

Curator, Illustrator



First spot

**Above Second**

Address : 9 First St, Sai Ying Pun



Second spot

**Spring Workshop**

Address : 3/F, Remex Centre,  
42 Wong Chuk Hang Rd,  
Aberdeen



# THE SECOND PROGRAM - MUSIC



Concierge

**Musician, Band**



First spot

**Hidden Agenda**

Address : 2A, Winful Industrial Bldg, 15-17 Tai Yip St, Kwun

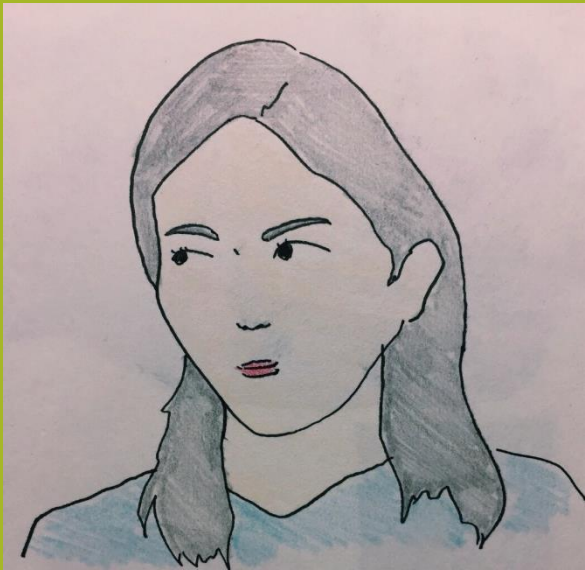


Second spot

**Fringe Club**

Address : 2 Lower Albert Rd, Central

# THE THIRD PROGRAM - FASHION



Concierge

Fashion designer



First spot

Hong Kong fashion week  
(香港會議展覽中心HKCEC)

Address : 1 Expo Dr, Wan Chai



Second spot

KniQ

Address : 4B, Vienna Mansion, 55  
Paterson St, Causeway Bay



# CONTENTS OF SPOT INTRODUCTION

Spot information

Recommendations on how to enjoy

Things only locals know

Memories of the place

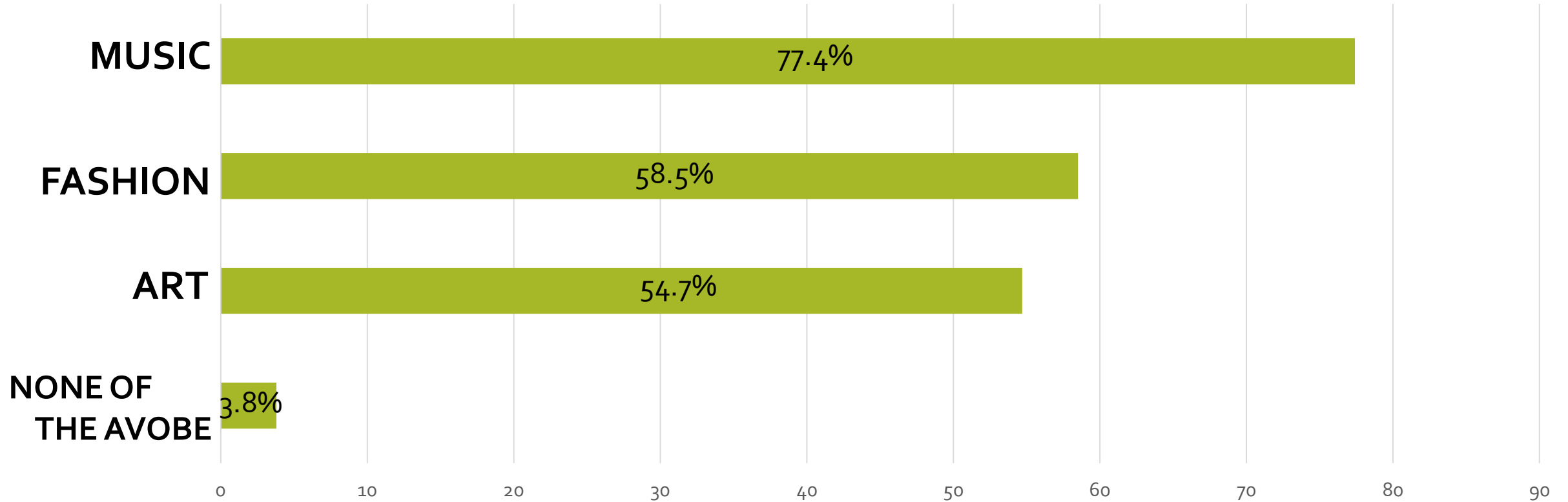
etc...

**Why will this program attract  
Japanese?**

**Many Japanese people are interested  
in Art, Music and Fashion!**

# Which of the following are you interested in?

(Based on 53 answers)



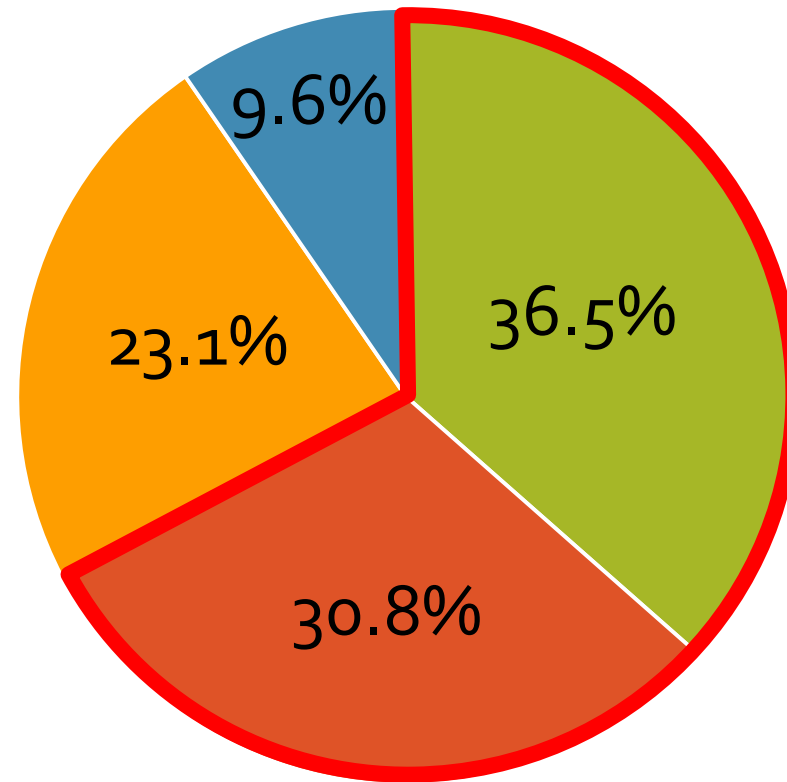


**Japanese people who are interested  
in these will visit Hong Kong !**

# Do you want to go to the places that are related to what you are interested in?

ABROAD

(Based on 52 answers)



Want to

If anything, want to

If anything, not want to

Not want to

# Pictures cited

Hong Kong flower mark(pp.1, 2, 7)

[https://commons.wikimedia.org/wiki/File:Hong\\_Kong\\_bauhinia.svg](https://commons.wikimedia.org/wiki/File:Hong_Kong_bauhinia.svg)

The earth(pp.2)

[http://free-photos.gatag.net/tag/%E5%9C%Bo%E7%90%83?ssort=\\_reaction\\_buttons\\_1-pm&sdir=desc](http://free-photos.gatag.net/tag/%E5%9C%Bo%E7%90%83?ssort=_reaction_buttons_1-pm&sdir=desc)

Fringe club①(pp.2)

<https://www.flickr.com/photos/johnnyleung/6847140997>

Hong Kong market(pp.2)

<https://www.timeout.com/hong-kong/shopping/best-markets-hong-kong>

Art(pp.2,8)

<http://free-photos.gatag.net/tag/%E5%8D%9A%E7%89%A9%E9%A4%A8-%E7%BE%E8%A1%93%E9%A4%A8>

Music(pp.2,8)

<http://free-photos.gatag.net/tag/%E3%83%A9%E3%82%A4%E3%83%96-%E3%82%B3%E3%83%B3%E3%82%B5%E3%83%BC%E3%83%88>

Fashion show(pp.2, 8, 13)

<http://publicdomainq.net/fashion-show-0005704/>

Above second(pp. 11)

<https://carmenbatkaman.wordpress.com/arts/street-art-in-hong-kong/>

Hong Kong fashion week(pp.2, 8, 13)

<http://blog.travelshopa.com/2016/07/14/hong-kong-fashion-week-for-spring-summer/>

Hidden agenda(pp.12)

<http://www.as-tetra.info/archives/2013/130105183000.html>

Fringe club②(pp.12)

<http://www.hkfringeclub.com/en/about/>

Spring workshop(pp.11)

<http://artasiapacific.com/Magazine/WebExclusives/Duilian>

KniQ(pp.13)

<http://www.beeweb.hk/shop-98.htm>

Hong Kong flag(pp.21)

<http://www.abysse.co.jp/world/flag/other/hongkong.html>

Japan flag(pp.21)

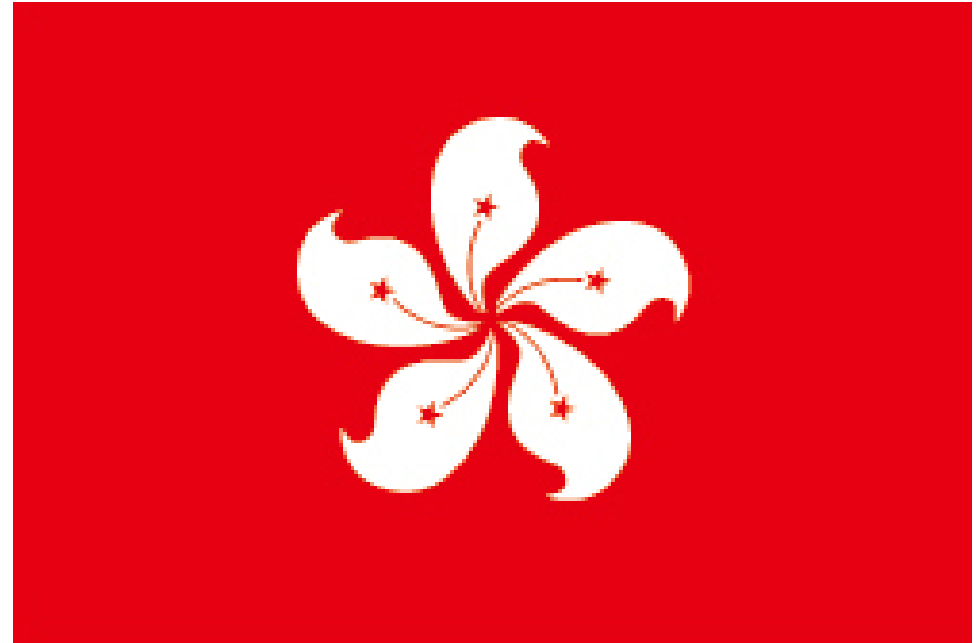
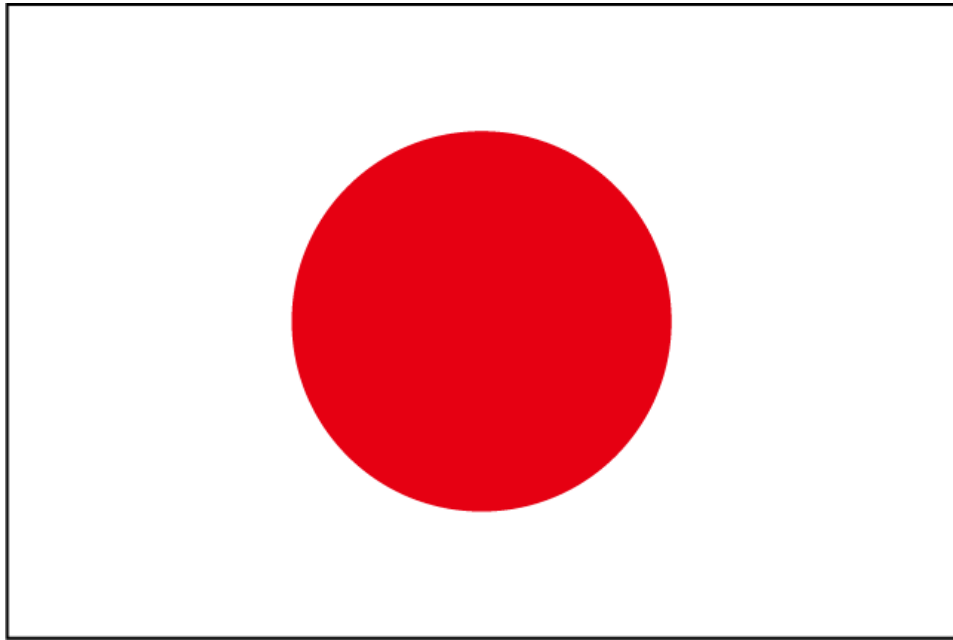
<http://www.civillink.net/sozai/kakudai/sozai2648.html>

Other pictures

I took them when I visited Hong Kong

Other illustrations

I illustrated by myself



**THANK YOU FOR LISTENING !**