



PRESS RELEASE
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Standard Chartered Arts in the Park 2023

Hong Kong's largest outdoor youth arts festival

Spectacular giant puppets and colourful costumes in Causeway Bay attracts nearly 100,000 visitors

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Photo 1:

Officiating at the Standard Chartered Arts in the Park 2023 Grand Finale Parade launch ceremony were Mr Benjamin Hung (Left), Chief Executive Officer, Asia, Standard Chartered, Ms Mary Huen (Right), Chief Executive Officer, Hong Kong, Standard Chartered and Ms Lindsey McAlister (Middle), the Founder of Hong Kong Youth Arts Foundation, who showed their support for the development of local youth arts and the 400-people strong parade team.



Photo 2:

Standard Chartered Arts in the Park 2023 Grand Finale Parade took place today in Causeway Bay. Highlights included 10 spectacular four-metre-tall puppets, and over 250 unique carnival costumes and parade artworks created by professional artists and local students.



Photo 3:

Taking inspiration from Saint-Saëns' *The Carnival of the Animals*, Standard Chartered Arts in the Park 2023 incorporated a colourful spectrum of artistic styles and cultural elements from around the world. These styles included bright Mexican-inspired patterns, African tribal art, Asian paper folk art designs, a metallic cyberpunk style and a monochromatic design, showcasing youth's creativity.



Photo 4 (1&2):

The two-day free carnival, held on 2 and 3 December, featured a colourful Giant Puppet Parade with 400 participants, as well as 18 interactive art stalls, and captivating stage performances by 70 talented youth groups. The fabulous experience showcased the results of 20,000 hours of combined creative work.



Photo 5:

In Victoria Park, 18 interactive art booths offered adults and children the opportunity to experience face painting and balloon twisting, create headdresses and costumes, and try their hand at a variety of handicrafts.



Photo 6:

Live Storytelling: The Legend of Anansi the Spider brought audiences to enchanting flights of fantasy.



Photo 7:

Local artist Paul Chan awed the crowd with his vibrant giant Pufferfish puppet. The giant pufferfish was brought to life with cutting-edge technology and AI software, and decorated with colourful, handsewn Mexican-inspired patterns.

(3 December 2023, Hong Kong) **Standard Chartered Arts in the Park** – Hong Kong’s iconic annual outdoor youth arts carnival – was successfully concluded today (Sunday). Returning to Victoria Park in Causeway Bay, the fun two-day carnival attracted nearly 100,000 local and international visitors, and closed with a spectacular **Grand Finale Parade** – showcasing the work of over 400 creative talented primary and secondary school students and local artists, and generating great excitement in the park and surrounding city streets. Mr Benjamin Hung, Chief Executive Officer, Asia, Standard Chartered, Ms Mary Huen, Chief Executive Officer, Hong Kong, Standard Chartered and Ms Lindsey McAlister, the Founder of Hong Kong Youth Arts Foundation (HKYAF) officiated at the finale ceremony, supporting participating students and artists.

Ms Mary Huen said: “We’re thrilled that the Standard Chartered Arts in the Park, Hong Kong’s largest outdoor youth arts festival, has once again returned to Victoria Park since 2018 with its well-received Giant Puppet Parade traversing the lively streets of Causeway Bay, delighting nearly 100,000 local and overseas visitors. As the title sponsor of the Standard Chartered Arts in the Park for over two decades, Standard Chartered Hong Kong is honoured to have partnered with HKYAF on this youth education programme which provides a platform for young individuals to grow and learn as well as showcase their talents through the arts. With the support of the Hong Kong Tourism Board, the programme also offers the public and the tourists an opportunity to be a part of an amazing annual artistic event, and boosting the cultural vibrancy of the city.”

With a history of more than 20 years, **Standard Chartered Arts in the Park** is organised by HKYAF, sponsored by the Standard Chartered Community Foundation, powered by Standard Chartered Bank (Hong Kong) Limited, and supported by the Hong Kong Tourism Board. This year’s festival took inspiration from French composer Saint-Saëns’ classic work **The Carnival of the Animals**. The two-day, free-of-charge event brought together over 5,000 young participants, 350 volunteers, and 42 local arts groups, who together dedicated over 20,000 hours of creative preparation. Throughout the weekend, visitors of all ages enjoyed 18 interactive art stalls, non-stop stage

performances by 70 talented youth groups, immersive storytelling, African drum jamming, and an exhibition of over 6,000 artworks.

For more information on **Standard Chartered Arts in the Park 2023**, please visit www.scartsinthepark.com or follow us on Facebook [@SCArtsInThePark](https://www.facebook.com/SCArtsInThePark).

NOTES TO EDITORS

About Standard Chartered Arts in the Park

Standard Chartered Arts in the Park is an annual youth education programme through the arts. The six-month programme provides participants with exciting opportunities that help improve their self-confidence and enhance important life skills such as creativity, team spirit and leadership. Every year, the programme culminates in a two-day, free admission family-oriented arts carnival that nurtures positivity, creativity and appreciation of Hong Kong's talented youth.

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 Victoria Park in Causeway Bay 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. In 2020, a week-long online programme was launched to help children get creative at home. Each year, over 3,500 young people come together with local and overseas organisations 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 each year.

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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, exhibitions and performances.

About Standard Chartered

Standard Chartered is a leading international banking group, with a presence in 52 of the world's most dynamic markets and serving clients in a further 64. 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.

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