

PRESS RELEASE

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Standard Chartered Arts in the Park 2024

Hong Kong's largest outdoor youth arts festival

A diverse cultural showcase: *Around the World in Eighty Days* in Causeway Bay attracts over 100,000 visitors



Photo 1: Officiating at the *Standard Chartered Arts in the Park 2024 Grand Finale Parade* launch ceremony were Ms Alice Mak SBS, JP (middle), Secretary for Home and Youth Affairs; Ms Mary Huen, JP (left), CEO, Hong Kong and Greater China & North Asia, Standard Chartered; and Ms Lindsey McAlister OBE, JP (right), Founder of Hong Kong Youth Arts Foundation, who showed their support for the development of local youth arts and the 500-strong parade team who delivered a vibrant arts festival for locals and tourists to enjoy together.



Photo 2: The *Standard Chartered Arts in the Park 2024 Grand Finale Parade* took place today in Causeway Bay. Highlights included 10 spectacular four-metre-tall giant puppets and over 300 unique carnival costumes and parade artworks created by professional artists and local students.



Photo 3: *Standard Chartered Arts in the Park 2024* took inspiration from Jules Verne's popular adventure novel *Around the World in Eighty Days*, bringing the characters and stories from the adventure to life and demonstrating the creativity of Hong Kong's youth.



Photo 4: In Victoria Park, 15 interactive art stalls 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 5: Local artist Jimmy Hsieh worked his magic again this year, presenting a giant puppet of Phileas Fogg dressed in a steampunk-style suit decorated with cogs and clocks. Each detail on the puppet highlights different elements of Mr Fogg's adventure.

(1 December 2024, Hong Kong) **Standard Chartered Arts in the Park** – Hong Kong’s iconic annual outdoor youth arts carnival – concluded successfully today (Sunday). The fun two-day carnival took place in Victoria Park in Causeway Bay, and attracted over 100,000 local and international visitors. The event closed with a spectacular **Grand Finale Parade** – showcasing the work of over 500 creative talented primary and secondary school students and local artists, and generating great excitement in the park and surrounding city streets. Ms Alice Mak SBS, JP, Secretary for Home and Youth Affairs, Ms Mary Huen, JP, CEO, Hong Kong and Greater China & North Asia, Standard Chartered and Ms Lindsey McAlister OBE, JP, Founder of Hong Kong Youth Arts Foundation (HKYAF), officiated at the finale ceremony, showing their support for participating students and artists.

Launched in 2001, **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 writer Jules Verne’s adventure novel *Around the World in Eighty Days*. The two-day, free-of-charge event brought together over 1,500 young participants, 300 volunteers, and 44 local arts groups, who together dedicated over 13,000 hours of creative preparation. Throughout the weekend, visitors of all ages enjoyed 15 interactive art stalls, non-stop stage performances by 70 talented youth groups, immersive storytelling, African drum jamming, and an exhibition of over 1,000 artworks.

For more information on **Standard Chartered Arts in the Park 2024**, please visit www.scartsinthepark.com or follow us on Facebook [@SCArtsInThePark](https://www.facebook.com/SCArtsInThePark).

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

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