



For Immediate Release

K11 Unveils Revamped Art Space with One Eye Exhibition by Korean Artist Ahn Sang-soo

(16 July 2013, Hong Kong) As a pioneer in providing a contemporary art platform for the masses, K11 Art Mall has successfully established itself as a nurturing ground for young creative talents as well as established contemporary artists to showcase their works to the community, fostering a vibrant cultural exchange. In its fourth year of operation, K11 has revamped and expanded its exhibition venue located at B2 of the Art Mall. Upon completion of the enhancement, the multi-purpose venue will be renamed as K11 Art Space with 25% increase in floor area, totalling 234 square metres which will be suitable for hosting exhibitions, workshops, performances, artist talks and more. The Art Space will be unveiled with a new exhibition by Korean artist Professor Ahn Sang-soo. Titled **One Eye**, the exhibition starts from 1 August to 1 September 2013 and will feature Professor Ahn's series of photographs where the subjects covered one of their eyes. In this Hong Kong edition, Professor Ahn has invited some of Hong Kong's prominent figures in the art and culture scene to be part of this project.

Graphic designer and typography maestro Professor Ahn Sang-soo started his **One Eye** conceptual photo project by in 1988, when he was working on a self-portrait for a magazine cover. He found the posture with one eye covered by his own hand fascinating, and started to take similar photos with people he encountered. During the course of shooting his targets with one eye, Professor Ahn realized that seeing the world alone with an eye is sufficient. He believes with another eye masked, people could feel the world with an original sensational mode. Professor Ahn made this an interpersonal project, ambitiously hoping he could capture the life stories, experience attitudes and spirit of his targets.

To date, Professor Ahn has taken over 30,000 photos of quirky portraits with more than 5,000 persons from all walks of life. As an on-going project, Professor Ahn will also be shooting portraits while he is in Hong Kong in late July. He has invited a number of Hong Kong-based artists and cultural figures to participate in **One Eye – Hong Kong Series** with the resulting photos as part of the **One Eye** exhibition at K11 Art Mall.





One Eye

Date: 1 August – 1 September 2013

Time: 10am-10pm

Venue: K11 Art Space (B207)

For enquiries, please contact K11's Customer Service Hotline (852) 3118 8070, refer to the posters in K11 or visit K11's official website: <http://www.k11concepts.com>.

The latest happenings at K11 Art Mall will also be publicised at K11 TV (www.K11TV.com).

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About K11

A global high-end lifestyle brand operator under New World Group, K11 is the world's first original brand to pioneer the blend of three essential elements of Art • People • Nature.

Art - K11 not only displays a permanent collection of local young artists' works, but also allows the public to appreciate different local artworks and performance during shopping and leisure through the provision of various multi-dimensional spaces. This can help enhance the communication and exchanges between local artists and the public, nurture habits of art appreciation, and allow young artists to have more opportunities for showcasing their works so as to foster the development of local art.

People - K11 manages, reorganizes and integrates humanity, history and geography of the adjacent regions from various perspectives in different cities. It revitalizes, regenerates and recreates the humanistic experience, art and culture in the regions so as to create a unique K11 multicultural living area.

Nature - Various green design and technology concepts are taken into account in the interior architecture of K11 projects so as to minimize the negative impacts on the natural environment and upgrade the overall quality of urban public premises. Designed with a garden concept, K11 features a multidimensional natural landscape with a variety of local plants, green roof, vertical greening and urban farming, and creates a perfect integration of natural space and local culture so that visitors feel like indulging in an urban oasis and are inspired to consider the intimate relationship between human and nature.

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