



For immediate release

The Annual *SummerFest* at the Central Harbourfront from June 26
FREE Admission for Over 25 #TimeOff #Chill Out #PowerOn Activities
Mega Attractions: *Monet Garden*, *Living Art Space* and *SUMMOJI*

(Hong Kong, June 6, 2021) The annual *SummerFest* will be held at the Central Harbourfront Event Space (CHES) from June 26 to August 6. This large-scale summer event lasting over a month will provide more than 25 wide-ranging activities with the themes #TimeOff, #ChillOut and #PowerOn at the core of Central. Hongkongers are welcome to enjoy this extraordinary summer experience for FREE in this outdoor, open-air event space in Hong Kong.

Returning for the fifth year, *SummerFest* attracts hundreds of thousands of participants each summer. Its organiser, Central Venue Management (CVM), the exclusive operator and manager of the CHES, is confident that the event will be attractive to local young people and families, who will be able to enjoy some much-needed fun in light of the improving epidemic situation in Hong Kong.

To comply with the prevention and control of disease regulations, a series of strict precautionary measures will be put in place, including thorough disinfection and cleaning of facilities, body temperature check and provision of hand sanitisers at all entrances, as well as regulation of number and flow of visitors.

Immersive Experience at *Monet Garden*

Inspired by the work of the master of Impressionism Claude Monet, *Monet Garden* is one of the many key attractions at *SummerFest*. In addition to immersive art appreciation, visitors can participate by re-creating Monet's masterpieces "Waterlilies" and "Sunset" with the artists with disabilities. Other exciting events include French flower arrangement courses, face painting sessions and the first-ever showing of large-scale installation *Hug the K* created by Hong Kong-based French artist Nicolas Lesaffre.

***SUMMOJI* – Virtual Smileys Come to Life**

In the neighbouring *SUMMOJI* area, visitors will find a brand new series of 3D smileys specifically designed for this summer by the local multi-media creator Calix. Alternatively, visit the *Light/Shadow Maze*, where visitors can lose themselves in the intricate maze under the dance of shimmering sunlight and shadow whilst enjoying the impressive views of the Victoria Harbour.



All Things Artsy in the *Living Art Space*

Another key attraction *Living Art Space* will be held from July 17 to August 6, with each of the four zones has something unique to offer. There will be close-up, interactive performances and on-stage dance, puppet shows, sports demonstrations as well as multisensory performances. Visitors can try out sports equipment and the artistic musical instrument “Beat of Table and Stool” for a more hands-on experience and complete the day by visiting the art fair with all things artsy.

Doggie Paradise at Central Harbourfront

Seize the unique chance to spend a fun day out with your dogs in the heart of the business district. From July 29 to August 6, *SummerFest* is open to the furkids in your family. Visitors are encouraged to bring pets to the *Home Sweet Woof! Festival*, where doggies can tire themselves out in the spacious obstacle playground or train with a professional dog trainer. Other activities include face painting sessions, handicraft workshops and a bazaar. There is something for everyone in the family.

#ChillOut and #PowerOn with a series of Special Events

In addition to these attractions, there are a series of special programmes to be held this *SummerFest*. The #ChillOut series is designed to help you melt away stress and relax. Activities include African drums, ukulele, busking, symphony orchestra, and other light music performances and workshops, as well as green and inclusion-themed events guaranteed to generate positivity.

SummerFest's #PowerOn series will appeal to the more dynamic individuals. Programmes featuring tennis, baseball, street dancing, orienteering, balance bikes, rhythmic gymnastics, ballet and more are available for visitors of all ages. Large-scale fitness training or yoga practice *Beat the Heat Fitness Night* are also available on three consecutive Friday evenings.

High-resolution images can be downloaded at:

<https://drive.google.com/drive/folders/1npvRg3ekiHNI6jYgUJ0Ufj3eH37v8Va2?usp=sharing>

For more information:

Facebook <https://www.facebook.com/CentralHarbourfrontSummerFest/>

Instagram https://instagram.com/summerfesthk?utm_medium=copy_link

Website <https://www.summerfest-centralharbourfront.hk/>

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About Central Venue Management (CVM)

Appointed by the Government through an open tender in 2014 and again in 2016, CVM is the exclusive operator and manager of the Central Harbourfront Event Space (CHES), the premier location showcasing Hong Kong's iconic skyline and harbour. The CHES has hosted many events such as the Art Central, Lai Yuen Super Summer 2015, Clockenflap Music and Arts Festival, FIA Formula E Hong Kong ePrix, Cirque du Soleil, Dragonland Music Festival, etc.

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