五十周年 AYP 50YEARS

For immediate release

AYP & K11 present "Fly me to the Field" Art Exhibition
HRH The Prince Edward, Earl of Wessex, KG GCVO, Trustee and Chairman of International Council presence to officiate the opening ceremony

Encourage the youngsters to challenge themselves
Make life special and exceptional

(Hong Kong, 3 November 2011) The Hong Kong Award for Young People (AYP) collaborates with **K11 Art Mall** to present local artist Margaret Chu ***"Fly me to the Field"*** Art Exhibition to delightedly celebrate the 50th Anniversary of AYP. **HRH The Prince Edward, Earl of Wessex, KG GCVO**, Trustee and Chairman of International Council of The International Award Association, **Mr. Rock Chen Chung-Nin, BBS, JP**, AYP Award Council Chairman and **Mr. Kelvin Chan Ching-Pong**, Assistant General Manager of K11 attended and officiated the opening ceremony today at K11.

In the opening ceremony, 3 honorable guests held the "The Global Bird" sculptures and placed on the base to complete art piece in the exhibition, meaning young people continue to overcome challenges. The exhibition starts from tomorrow till **27 November** in K11 art space (L107) & 18 showcases.

Innovative artworks by local artist feature the spirit of self-challenge

An experienced local artist, Miss Margaret Chu, was invited to design the art exhibition. She used to make good use of the paperboard, plastic bottles and other wasted materials to recreate them as an artwork, conveying the passion for life and the environmental protection message. K11, AYP and Margaret Chu all believe that the "Fly me to the Field" art exhibition can help enable the audience to gain a better understanding of AYP and the art pieces in order to enlighten the teenagers to develop their potential. In celebration of the 50th Anniversary, the art exhibition is themed "Fly me to the Field" which will show AYP spirit through the art creatures.

With the badges and art pieces, the exhibition not only promotes the AYP and cultivates youngsters with perseverance, but also encourage the youngsters to challenge themselves and make their life special and exceptional. The handmade badges illustrating the six "Exceptional" of AYP will be shown through the 18 showcases to allow the shoppers to know the meaning of AYP and "More than an Award" theme development. In the exhibition, all the badges were endorsed by the representatives from AYP to bring out the young, energetic and artistic theme. ***(Please find the details of the images from Appendix 1.)***

To illustrate how the AYP themes of "More than an Award" blended with art, 3 innovative and huge art pieces will be displayed at K11 art space (L107). In "Fly Me to the Sky", Dove and Balloon represent the hope and the boundless sky respectively. "Wigwag to the Color Field" is using the concept of tangram it contains 7 words

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which can compose various possible combinations: Love, Peace, Passion, Care, Creativity, Justice and Responsibility. "Take me to the M-e-r-r-y Merry-Go-Round" encourages us to gather our strength and from the solid core we can go out into the splendid world. ***(Please find the details of the 3 art pieces from Appendix 2.)***

"Fly me to the Field" Art Exhibition

Date: 04-27 November, 2011

Venue & Time: K11 art space (L107) (12:00 – 22:00) & K11 18 Showcases (10:00 – 22:00)

For enquiries, please visit the official website of AYP (http://ayp.org.hk).

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About The Hong Kong Award for Young People (AYP)

The Hong Kong Award for Young People (AYP), formerly known as The Duke of Edinburgh's Award, is one of the active members of The International Award Association. AYP was established in Hong Kong in 1961. To date, we have more than 56,000 young people participating in the Award Scheme in over 600 youth organizations, secondary schools, tertiary institutes, uniformed groups and government departments.

AYP is a programme about challenge, perseverance, enterprise and achievement. With five decades experience in youth development, AYP is the pioneer of Hong Kong non-formal education. It fills the gap left by formal education and encourages young people to achieve whole person development through a unique appreciation system recognized by the society. AYP provides young people (aged between 14 and 25) with chances of facing different challenges and opportunities to utilize their leisure time in a constructive way, to set and achieve personal goals, and to know more about themselves and their community through experiential learning either in groups or in person. There are three levels of the Award, which are Bronze, Silver and Gold. To gain an Award, the participants have to fulfil the requirements of the different sections of activities, namely Service, Expeditions, Skills, Physical Recreation and Residential Project. (Residential Project is an additional section for Gold Award.)

As an internationally recognized award, Gold and Silver Award holders of The Hong Kong Award for Young People are granted merits in the Self-recommendation Scheme of the Joint University Programmes Admissions System (JUPAS) in Hong Kong, listed together with the Olympic Games and Asian Games medal recipients. This proves the identification and importance of the Award Scheme in the society.

The Patron of AYP is The Hon. Donald Tsang, GBM, the Chief Executive of the Hong Kong Special Administrative Region. In Hong Kong, before the re-unification with the Mainland China, AYP was honored to have the Governors to present the Gold Award Certificates. Since 1997, we also have The Chief Executive of the HKSAR to officiate at our Gold Award Presentation Ceremonies. The governing body of AYP is the Award Council, with all its members appointed by the Chief Executive. Our present Chairman of Award Council is Mr. Rock CHEN, BBS, JP.

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About K11 – A Concept of Multicultural Living

K11 : A Harmonious Blend of Art · People · Nature

K11 is the world's first original brand to pioneer the blend of three essential elements of Art · People · Nature. Beginning with an urban multicultural lifestyle, the brand brings unprecedented and unique five-sense experience to the public through the marvelous integration of multidimensional art appreciation and exchange, recreation and reappearance of local humanity, green architectural space and people's daily lives and pulses in mall and public space within the unique district of K11. Since its first opening in Hong Kong, K11 has always gained considerable international media attention on the latest moves.

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.

About Margaret Chu

After getting her bachelor's degree from the Fine Arts Department, The Chinese University of Hong Kong, Margaret Chu has gained in-depth experience in the creative fields, including design, art creation, and art administration. Recently she is busy teaching art to children, making her own sculptures and curating art exhibitions.

Media Enquiry:

The Hong Kong Award for Young People (AYP)

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Appendix 1：" Fly me to the Field" 18 showcases Description

Image	Description
	Exceptional Award (Showcase 1 & 2) "There is no failure but all can achieve in AYP." -- Lai Pui Wing, AYP CEO To provide young people with exceptional opportunities of self-actualization
	The Global Bird (Showcase 3 & 4) The Global Bird sign was adopted as the logo of AYP. The design of Global Bird incorporates longitude and latitude lines of the global as well as shape of a bird. It embodies the universal values, international applicability and a sense of belonging to the world community of the Award. The bird flying upwards symbolizes its personal values, self-improvement, excellence, confidence and pride.
	Exceptional Challenge (Showcase 5 & 6) "We see the opportunity for achievement in every challenge." --The Hong Kong Award For Young People (AYP) Self-challenges make life exceptional

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	More than an Award (Showcase 7 & 9) There is no failure but all can achieve in AYP. Regardless of race, family background or academic result, young people can develop their potentials through participating AYP. With perseverance and effort, participants achieve their self-set goals. The most precious reward for them is more than a piece of certificate or a badge, but the friendship, self-actualization and transformation achieved through overcoming different challenges during their participation of AYP.
	The Hong Kong Award for Young People (AYP) (Showcase 8 & 10) **The Hong Kong Award for Young People (AYP)**, formerly known as The Duke of Edinburgh's Award, was established in Hong Kong in 1961. To date, we have more than 56,000 young people participating in the Award Scheme in over 600 youth organizations, secondary schools, tertiary institutes, uniformed groups and government departments. AYP is a programme about challenge, perseverance, enterprise and achievement. With five decades experience in youth development, AYP is the pioneer of Hong Kong non-formal education. It fills the gap left by formal education and encourages young people to achieve whole person development through a unique appreciation system recognized by the society. AYP provides young people (aged between 14 and 25) with chances of facing different challenges and opportunities to utilize their leisure time in a constructive way, to set and achieve personal goals, and to know more about themselves and their community through experiential learning either in groups or in person.
	Exceptional Experience (Showcase 11 & 12) "A form of fresh youth experience – can "claim the whole man." -- Dr. Kurt Hahn, Educationalist, Forerunner of the Award Experience with heart to arouse passion in life

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	Exceptional Enrichment (Showcase 13 & 14) The foremost task of education is “to look for character first, intelligence second and knowledge third.” -- Dr. Kurt Hahn, Educationalist, Forerunner of the Award Sincere devotion fosters exceptional youth
	Exceptional World (Showcase 15 & 16) “Young people are our future. Developing them to their full potential is a top priority. One practical way to develop this huge reservoir of talent is through participation in the Award.” --Nelson Mandela, Laureate of the Nobel Peace Prize, Patron-in-Chief of The President’s Award in South Africa Get together to explore exceptional worldwide
	Exceptional Patronage (Showcase 17 & 18) “The Award is to help both the young as well as those who are concerned for their welfare." --The HRH Duke of Edinburgh (Prince Philip), Founder of the Award Your support brings exceptional future

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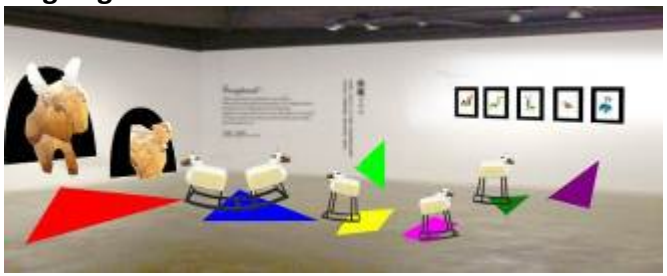
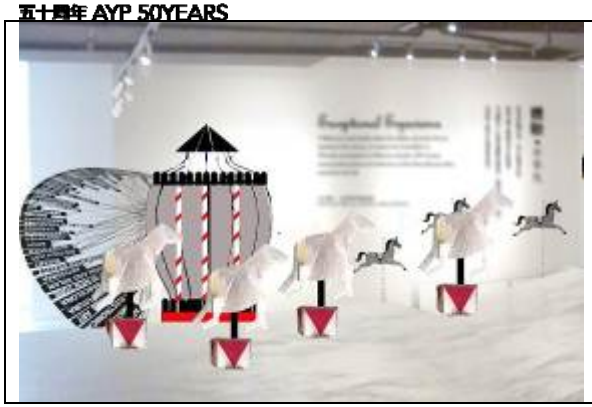
Appendix 1：" Fly me to the Field" K11 Art Space Description

K11 Art Space

Name	Description
Fly Me to the Sky 	Dove and Balloon, represent hope and sky without border. Balloon symbolizes youth and energy, rises lightly into the higher sky. Dove represents mankind who has also the passion for life, with love and hope they fly together with the balloons to the other side of the world. Different national flags in the balloons represent the international perspective that teenagers should embrace. People should love one another and join hands to bring justice, fraternity and peace to the world.
Wigwag to the Color Field 	Life is full of possibilities. Using the concept of tangram it contains 7 words which can compose various possible combinations: Love, Peace, Passion, Care, Creativity, Justice and Responsibility. Color Field lives different kinds of animals, holding different meanings of life. On the journey of life, we live and face all kinds of obstacles, which are also chances for growth and transcendence of self. The Wigwagging sheep is striving for better future, little white rabbit pops its head to the world from its hole, while the firefly twinkles to attract more companies. On this same planet we encounter different people and in relationships we support and accompany each other for the long way ahead.
Take me to the M-e-r-r-y Merry-Go-Round	Merry-Go-Round encourages us to gather our strength and from the solid core we can go out into the splendid world. Horse is gregarious who loves companies, bringing about love, care and courage in fellowship.