

27 September 2022

## CLP Power Stages First Artwork Exhibition on Distribution Box Beautification Project Encourage the Public to Adopt Green Lifestyle

CLP Power Hong Kong Limited (CLP Power) invited students and young artists to beautify distribution boxes. The designs integrate art and community development, aiming to promote green lifestyles and brighten up neighbourhoods. To showcase the beautified distribution boxes, an artwork exhibition is being staged from 29 September to 2 October at the B1 Atrium in Mira Place 1, Tsim Sha Tsui. The exhibition is free of charge. Members of the public are welcome to visit the exhibition during the National Day holiday this weekend.

The CLP Distribution Box Beautification Project has the theme ‘Together We Power Up the Community’ and aims to connect people through art and innovation and inspire them to work together towards a greener and more sustainable future. It was launched in 2021 in Hung Hom, Sham Shui Po, Tsuen Wan, and Tuen Mun and has now been extended to the other 10 districts in the CLP Power’s supply area. This project is an endorsed programme of the HKSAR 25<sup>th</sup> anniversary celebration.

CLP Power this year partnered with the **Technological and Higher Education Institute of Hong Kong (THEi)** under the Vocational Training Council to invite design students and local artists to bring a splash of contemporary colour to selected distribution boxes. The designs featuring district landmarks, cultural highlights and green elements reflect the project’s theme through the creativity and perspectives of young people and add vibrancy to the community. The exhibition includes a CLP Photo Studio booth where visitors can create their own WhatsApp stickers with their favourite distribution box design.

CLP Power Managing Director Mr T K Chiang said: “CLP Power has served Hong Kong for more than 120 years and is committed to sustainable development and promoting public education about energy and conservation. This project encourages young people to explore their communities and use their creativity to produce distribution box designs that capture the rich local culture. It also enhances their understanding of energy and conservation and encourages them to embrace low-carbon lifestyles. Members of the public are welcome to visit the exhibition to appreciate the artwork designs created by young people.”

Following on from the exhibition, CLP Power will launch a Community Power Journey in Tsim Sha Tsui, Sham Shui Po, Yuen Long and Tung Chung from October onwards. Schools and community groups can join the guided tour and learn about the history, culture and landmarks, as well as energy saving and the relationship between electricity and communities. People can also learn about low carbon living and energy saving through an interactive game on Instagram by scanning the QR code on the sides of distribution boxes. For more details, please visit the project website at: [clp.to/distributionbox](http://clp.to/distributionbox)

### **About CLP Power Hong Kong Limited**

CLP Power Hong Kong Limited (“CLP Power”) is the Hong Kong utility subsidiary wholly owned by CLP Holdings Limited, a company listed on the Hong Kong Stock Exchange and one of the largest investor-owned power businesses in Asia. CLP Power operates a vertically integrated electricity supply business in Hong Kong, and provides a highly reliable supply of electricity and excellent customer service to more than six million people in its supply area.

### **Attachment: Fact Sheet of CLP Distribution Box Beautification Project**

#### **Photo captions:**

#### **Photo 1**



CLP Power is staging a **Distribution Box Beautification Project Artwork Exhibition** at the B1 Atrium in Mira Place, Tsim Sha Tsui, from 29 September to 2 October, which is open to the public free of charge.

## Photo 2



The exhibition will feature artwork on beautified distribution boxes in the 14 districts of CLP Power's supply area, among which some are designed by THEi students. The Yau Tsim Mong's is one of the student's works.

## Photo 3



The exhibition includes a CLP Photo Studio booth where visitors can create their own WhatsApp stickers with their favourite distribution box design.

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## **Fact Sheet: CLP Distribution Box Beautification Project**

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### **A. Project Objectives**

- With the theme 'Together We Power Up Our Community', CLP Distribution Box Beautification Project aims to inspire the community through art and innovation for a greener and sustainable future.
- This project is an endorsed programme of the HKSAR 25<sup>th</sup> anniversary celebration.

### **B. Project Scope**

- This project covers the 14 districts of CLP Power's supply area in Kowloon, the New Territories, and outlying islands.
- This project was launched in Hung Hom, Sham Shui Po, Tsuen Wan, and Tuen Mun in 2021 and extended to the other 10 districts of CLP Power's supply area in 2022.

### **C. Design and Concept**

- This year, CLP Power partnered with more than 30 design students from the Technological and Higher Education Institute of Hong Kong (THEi) under the Vocational Training Council to beautify selected distribution boxes in 10 districts.
- The designs were developed along the theme 'Together We Power Up Our Community'. Students were teamed up to conduct extensive community research and create unique art pieces from their perspectives by blending local landmarks and green elements. Their artworks also inject a splash of colour and vibrancy to the community.
- The artworks were then selected by a panel of judges comprising management of CLP Power and Vocational Training Council. Each awarded team received a scholarship of HK\$10,000.

### **D. Diversity of Activities**

The following activities are organised for the public:

#### **(1) Artwork Exhibition**

An artwork exhibition will be held to showcase the beautified distribution boxes to members of the public:

- Dates: 29 September to 2 October
- Opening hours: 11:00am - 10:00pm
- Location: B1 Atrium, Mira Place 1, Tsim Sha Tsui
- Admission: Free

#### **(2) Instagram Filters Combining Art and Technology**

- The Project combines art and technology through an immersive gaming experience on Instagram. Members of the public can scan a QR code on

the sides of the distribution boxes to enjoy an interactive experience and learn about decarbonisation and energy saving.

### **(3) Community Power Journey**

- Guided tours for schools and community groups will be held in Tsim Sha Tsui, Sham Shui Po, Yuen Long and Tung Chung from October 2022 until March 2023. Besides visiting the distribution boxes and district landmarks, participants will have the opportunity to visit shops to taste their idiosyncratic foods and learn about the local culture and history by chatting with owners and employees, as well as discovering more about the relationship between electricity and the development of Hong Kong community.
- In partnership with the MTR Corporation Limited, the Community Power Journey in Tung Chung will invite business and community leaders to act as tour guides and share stories about the community's history, culture, arts, and ecological conservation, in addition to a tour to the beautified distribution box.

### **(4) Map of the Beautified Distribution Boxes**

An online [map](#) lists the locations of the beautified distribution boxes in detail and encourages people to tour around the city and find out more about electricity and energy conservation, as well as the distinct culture and history of each district.

#### **Programme Information and Enquiries:**

Project Webpage : [clp.to/distributionbox](http://clp.to/distributionbox)

Email : [distributionbox@clp.com.hk](mailto:distributionbox@clp.com.hk)