

“Fame in a Flash – A Tour of AVON Recording Studios” at Hong Kong Pop Culture Festival 2024 to offer 24 additional tours due to high demand (with photos)

This past June, "Fame in a Flash – A Tour of AVON Recording Studios", a highly popular event under the Hong Kong Pop Culture Festival 2024 presented by the Leisure and Cultural Services Department (LCSD), sold out instantly. To allow more members of the public the chance to visit this legendary studio, the LCSD has announced that 24 additional tours will be arranged. Tickets for the additional tours will be on sale from August 2 (Friday).

"Fame in a Flash – A Tour of AVON Recording Studios" is one of the featured programmes of the Hong Kong Pop Culture Festival 2024. The event is curated by AC00 and supported by the Avon Recording Studios.

Founded in 1983, Avon Recording Studios is one of the most esteemed professional recording facilities in Hong Kong, having witnessed the birth of countless classic pop songs. In 2015, it was saved from demise by Mr Hins Cheung who took over the helm and funded its renovation, thus carrying the torch for this "Pop Music Hall of Fame" to safeguard its music archives of cultural value.

Through the guided tour, participants can learn more about the studio's history, its architectural and acoustic designs as well as the many stories behind them. Participants will also be able to take part in a "demo recording" session assisted by professional audio mixers. Each attendee can choose a song from a special playlist, which includes gems from different eras, before recording a one-minute segment of their singing with high-quality equipment. At the end of the tour, each participant will receive a personalised audio record as a memento.

The additional tours are detailed as follows:

Dates: August 10, 17 and 31 (Saturday);

September 7, 14 and 21 (Saturday)

Time: Four tours per day at 1pm, 2.30pm, 4pm and 5.30pm respectively

Venue: Avon Recording Studios (2/F, ACME Building, 22-28 Nanking Street, Jordan, Kowloon)

Language: Conducted in Cantonese

To promote Hong Kong's pop music and to give more people a taste of song recording at a top-tier studio, admission fee for this event is set at \$180. Tickets for the additional tours will be sold through a real-name ticketing system. Persons below 12 will not be admitted, and each person can purchase a

maximum of two tickets. The purchaser must provide in full the English name of the tour attendee, which will be printed on the ticket for checking at the admission point. There will be no ticket transfer, exchange nor upgrade available. The names of the ticket holders cannot be changed upon purchase. Ticket holders are required to bring along the true copy of identity proof with photo, and are advised to arrive at the Avon Recording Studios entrance at least 15 minutes before the tour commences for identity check.

Tickets for the additional tours will go on sale at 10am, August 2 on the URBTIX website (www.urbtix.hk) and its mobile ticketing app URBTIX (Android, HarmonyOS and iPhone/iPad versions). Tickets can be booked through the Internet and mobile app, but not at the URBTIX counter, telephone nor self-service ticketing kiosk. For programme and ticketing enquiries, please call 6689 5735 (AC00) or 3166 1100 (URBTIX), or visit the event webpage at www.pcf.gov.hk/en/programmes/fameinaflash.

Last year, the LCSD presented the first Hong Kong Pop Culture Festival to great acclaim. This year's second edition features "Arts & Action" as its theme, taking audiences on a journey through time to explore the dynamic inheritance, diffusion, integration and breakthroughs within Hong Kong's pop culture. For more information, please visit www.pcf.gov.hk/en.



