

# HKMoA gallery turned into fashion store to display four core collections (with photos)

A unique art exhibition entitled "NOT a fashion store!" will be held at the Hong Kong Museum of Art (HKMoA) from tomorrow (March 19). The exhibition showcases 76 sets of artworks related to fashionable and traditional clothing, shoes and accessories from various eras curated from the four core collections of the HKMoA, namely Chinese Antiquities, Chinese Painting and Calligraphy, China Trade Art, and Modern and Hong Kong Art. The exhibition is to inspire visitors' thoughts on personal image and fashion and culture when appreciating the works of art.

The exhibition venue located at The Wing on the first floor of the HKMoA will be transformed into a one-of-a-kind "fashion store". The "store" showcases men's and ladies' fashions, trendy shoes, vintage pieces and accessories as well as an XXL corner plus the studio and a wonderland. Allowing visitors to stroll around and enjoy the works of art from a new perspective. The mirrors in each department feature questions that one might ask when one is shopping: does one have a set perception of what men and women can wear? Does one have a special fondness for certain types of clothing? What about colours? Is one a dedicated follower of fashion? There will also be questions on fashion elements such as types, colours, styles, craftsmanship, materials, patterns, trends, etc. While admiring the unique creativity of the artworks on display, visitors can enter a virtual dialogue with the artists and reflect with them on the issues they present, the aesthetic elements of their works and cultural trends, as well as exploring the meanings of the works.

In the "fitting room", visitors can gain an understanding on the museum collection while exploring their self-image. Other than an exhibition magazine, an educational magazine "Fashion Plus" introduces the skills of colour selection and matching from artists, the evolution of beauty standards that changes with the times, as well as the skills of storage and preservation of different materials of the clothes.

In addition, two local artists, Keith Lam and Kevin Fung are commissioned to create the wonderland in The Wing on the ground floor, enabling visitors to step inside this incredible space. The work "Landscape of cloud" by Keith Lam, is inspired by the cloud of the Internet. The work, combining real-time digital and interactive elements, involves visitors' participation through social media engagement and provokes them to play along the borders between the virtual and reality. "Playground series" by Kevin Fung looks like a playground, bringing the message how a playground is there to prepare people for what life offers.

The exhibition will run from tomorrow until January 5 next year at the

HKMoA (10 Salisbury Road, Tsim Sha Tsui, Kowloon). According to the Prevention and Control of Disease (Requirements and Directions) (Business and Premises) Regulation (Cap. 599F), visitors are required to scan the "LeaveHomeSafe" QR code or register their name, contact number and the date and time of visit before being allowed to enter museums for necessary contact tracing if a confirmed case is found. Appeals are made to members of the public to download the "LeaveHomeSafe" mobile app in advance and scan the QR code with the app before entering. Members of the public who opt for registering their personal information at the scene are reminded to arrive earlier to avoid delaying their visits as longer time is required for such registration.

In view of the latest situation of COVID-19, the museum will apply a quota to limit visitor flow. Visitors to the museum will need to use hand sanitiser and will be subject to temperature checks before admission. They also need to wear their own masks. Children under 12 will only be allowed to enter the museum and exhibition facilities when accompanied by an adult. For details of the exhibition and the admission arrangements, please visit the website at [hk.art.museum/en\\_US/web/ma/exhibitions-and-events/not-a-fashion-store.html](http://hk.art.museum/en_US/web/ma/exhibitions-and-events/not-a-fashion-store.html) or call 2721 0116 for enquiries.



