

London ETO supports guest lecture by world-renowned art director from Hong Kong at British Museum (with photos)

The Hong Kong Economic and Trade Office, London (London ETO) supported the "Golden empire to silver screen – Using China's ancient past to reimagine culture and film" guest lecture by Mr Tim Yip, a world-renowned art director from Hong Kong, held at the British Museum on September 8 (London time).

Mr Yip, best known for his work on the British Academy Film Awards and Oscar-winning film "Crouching Tiger, Hidden Dragon", shared with the audience his creative process and his passion on interdisciplinary work across film, theatre, contemporary art, fashion, photography and literature. Several costumes from the hands of Mr Yip were showcased at the lecture, leading audience to reflect on how the ancient past including the Chinese heritage could influence present culture.

Mr Gilford Law, Director-General of the London ETO, addressed the guests at the post-lecture luncheon in celebration of the remarkable achievements of Mr Yip. "Master Yip's artistic life on the global stage best exemplifies Hong Kong's unique heritage and diversity as a melting pot of Eastern and Western cultures. The presence of such creative talents is the key for Hong Kong's development as a centre for international cultural exchange as underpinned by the National 14th Five-Year Plan. We extend a warm invitation to all to experience the cultural vibrancy of Hong Kong," he said.

The lecture was well-attended by more than 300 guests and more than a thousand from British Museum live streaming to watch. It featured discussions between Mr Yip and experts from the British Museum. Mr Yip also interacted with the audience in the Q&A session.



