

New York ETO and Chocolate Rain crossover to promote Hong Kong-United States cultural exchange (with photos)

â€‹The Hong Kong Economic and Trade Office, New York (HKETONY), proudly hosted the "Hong Kong Meets America – Pop Art Exhibition" at the American Dream Mall in East Rutherford, New Jersey, on October 11 to 13 (New Jersey time). This vibrant event successfully promoted cultural exchange between Hong Kong and the United States (US), drawing in art lovers and families alike.

Curated by the beloved Hong Kong creative brand Chocolate Rain, the exhibition showcased a dazzling array of exhibits featuring iconic landmarks and culinary delights from both Hong Kong and New York. Visitors enjoyed giant inflatables of Hong Kong's signature pineapple bun with butter, egg tarts, fish balls, and milk tea, alongside whimsical 3D figurines of New York's Statue of Liberty, Empire State Building, and classic yellow cabs.

At the opening ceremony on October 12, the Director of the HKETONY, Ms Maisie Ho, spoke about the exhibition's unique blend of tradition and contemporary aesthetics.

"The exhibition's title, 'Hong Kong Meets America' truly reflects our mission to celebrate the colorful cultural exchange between Hong Kong and the US. The American Dream Mall has transformed to an immersive showcase of iconic landmarks and culinary delights from both sides," she said.

Ms Ho also highlighted the Hong Kong Special Administrative Region Government's commitment to advancing the city's arts, cultural, and creative industries, with the aim of positioning Hong Kong as an East-meets-West hub for international cultural exchange.

She also took the opportunity to invite audience to visit Hong Kong and experience its dynamic metropolitan charm, rich cultural heritage, and a full calendar of events year-round.

"In the first eight months of this year alone, nearly 30 million visitors explored our dynamic city. The colorful exhibits you see here are just a glimpse of what awaits you in Hong Kong. We warmly invite you to experience its lively metropolitan charm, rich cultural heritage, and a calendar filled with exciting events throughout the year," she added.

The exhibition not only featured stunning art installations but also offered a variety of engaging activities, including seven DIY workshops conducted by the founder of Chocolate Rain, Prudence Mak, and her team over the three days. Participants had the opportunity to unleash their creativity and take home complimentary Hong Kong Meets America-themed souvenirs.

