

For immediate release

The Annual *SummerFest@Central* Kicks Off on July 5

5 Giant *Inflatable Wonders* inspired by AI Artist

Fun Sports Gala with fun runs and new ball games

Over 25 Outdoor Activities Featuring Arts, Music, Sports & Markets

Free Admission



(Hong Kong, June 26, 2024) This year's annual *SummerFest@Central* event will showcase for the first time five giant *Inflatable Wonders* designed by generative AI technology. These huge installations will surely become must-visit landmarks along the Central Harbourfront.



Drawing on the excitement of the upcoming Paris Olympics, the *Fun Sports Gala* series of events will also take place during **SummerFest**. Visitors can join fun runs between the Central and Wan Chai harbourfronts as well as try their hand at a number of newly emerging ball game sports, all of which are set to create a vibrant atmosphere in Central.

Beyond the sports activities, **SummerFest** will also host an impressive line-up of over 25 pop-up events spanning culture, music, and various other themes. These jam-packed events are sure to attract both locals and visitors, making this year's summer even more exciting in Hong Kong.

Organised by Central Venue Management (CVM), the exclusive operator and manager of the 30,000 sq. m. Central Harbourfront Event Space, this year's 8th edition of *Summerfest* runs for 38 days from July 5 to August 11. All events are free admission. The organiser expects that it would attract around a hundred thousand visitors.

Inspired by renowned AI artist @jooooo.ann from Armenia, a major attraction of *Summerfest* will be five large-scale *World Wonders*, including the *Stonehenge* in the UK, the *Easter Island Moai* in Chile, the *Pyramids of Giza* in Egypt, the *Tower of Pisa* in Italy, and the *Arc de Triomphe* in France. The brainchild of @jooooo.ann's highly imaginative concepts and application of innovative generative AI technology, these all-white inflatable installations are designed to truly captivate visitors, with the tallest work soaring over 13 metres. At night, the installations will be illuminated with colourful lighting effect, showcasing the contrast of their beautiful day and evening aesthetics, a definite 'cannot-miss' attraction. Interestingly, the *Stonehenge* installation will also be a bouncy set up, allowing everyone to enjoy the unique experience of bouncing on a true masterpiece of art.



SummerFest also invites everyone to take part in the *Fun Sports Gala* from July 5 to August 11, co-organised by the FunKids Sports Association. Exemplifying the motto - '*An individual runs fast, while a group runs far*' , this event will feature a multiple series of 5-km fun runs

every Friday and Saturday, as well as 2-km family runs every Sunday. Participants will have the opportunity to jog their way past the scenic Central and Wan Chai harbourfront promenades, taking in all the stunning Victoria Harbour views. The finishers will also receive certificates, medals and souvenirs as well.

The *Fun Sports Gala* also offers visitors the chance to take part in a variety of newly emerging ball games, experiential classes, and simulated competitions. These include *tchoukball*, originated in Switzerland as a kind of popular non-contact ball game. There is also *pickleball*, which combines the best of tennis, badminton and table tennis. A unique kind of *dodgeball* that incorporates frisbee skills will be available to try as well as the exciting sport of traditional *rugby*, providing new sporting experiences beyond the conventional ones for people of all ages to test their physical potential while cultivating new sporting interests.

Also at *SummerFest*, visitors can enjoy a series of special pop-up programmes on weekends and other designated days. Activities will include: sports, music and dance, youth culture and parenting programmes, including *My Rhythm Playground*, *Serenade*, *Summer•Dance Companion*, and *GrooveFest. Igniting the Stage with Cool Kids Energy*.

There are also sports-related events to enjoy as well like: *Hong Kong Balance Bike Group Championship 2024*, *Together Hong Kong - Sports.Arts.Leisure Cultural Carnival*, *Summer Cup Rhythmic Gymnastics Tournament*, *InspiringHK Community Sports Promotion Day*, *The Tao Of Enjoyce*, *Baseball5 Sports Day@Summer BaseballFest*, and *Twilight Rhythmics: Summer Fest Rhythmic Gymnastics Extravaganza*.

Special events tailored for hipsters as well as families will include the three-day *Summer Sea Fest*, *HK Camping Festival 2024*, *Hello Summer Carnival*, and *Mermazing Palace Summer Splash*, all of which promise unique summertime experiences.

Event Calendar of SummerFest@Central

中環夏誌 SUMMERFEST @CENTRAL

充氣 INFLATABLE 奇蹟 WONDERS

中環海濱活動空間
CENTRAL HARBORFRONT COURT SPACE

5/7-11/8

免費入場
FREE ENTRY

節目時間表
EVENT SCHEDULE

開放時間 Opening Hours

星期一至五: 3pm - 9pm
星期六、日及公眾假期: 1pm - 9pm
開放時間與節目日期可能有所更改，請留意特別節目時間表。

Mon - Fri: 3pm - 9pm
Sat, Sun & Public Holidays: 1pm - 9pm
Opening hours may change subject to the special events held on the day. Please check the special event schedule.

日期 Date	時間 Time	活動 Event
常規節目 Regular Programmes		
5/7 - 11/8	<p>每日: 3pm - 9pm 星期六、日及公眾假期: 1pm - 9pm</p> <p><small>活動詳情請參閱活動網頁: www.summerfest.hk 查詢電話: (852) 2219 2219 查詢傳真: (852) 2219 2218</small></p>	<p>充氣奇蹟 Inflatables Wonders</p> <p>英國 巨石橋 Stonehenge, UK / 智利 摩艾石像 Easter Island Moai, Chile 埃及 吉薩金字塔 Pyramid of Giza, Egypt / 義大利 比薩斜塔 Leaning Tower of Pisa, Italy 法國 凱旋門 Arc de Triomphe, France</p> <p>中環夏日運動節 Fun Sports Gate</p> <p>50M Fun Run <small>活動日期: 5/7, 11/8 查詢電話: (852) 2219 2219</small></p> <p>20M 親子跑 Family Run <small>活動日期: 5/7, 11/8 查詢電話: (852) 2219 2219</small></p> <p>6/7 - 12/7 足球體驗 Tshouba! Trial Experience <small>7/8 & 11/8 足球體驗課程 (Covers by professional coaches)</small></p> <p>13/7 - 21/7 橄欖球體驗 Rugby Trial Experience <small>7/8, 13/7 & 11/8 橄欖球體驗課程 (Covers by professional coaches)</small></p> <p>22/7 - 31/7 足球體驗 Football Trial Experience <small>7/8 & 11/8 足球體驗課程 (Covers by professional coaches)</small></p> <p>1/8 - 11/8 躲避球體驗 Dodgeball Trial Experience <small>7/8 & 11/8 躲避球體驗課程 (Covers by professional coaches)</small></p>
特別節目 Special Events		
6/7	10am - 6pm	香港平衡單車錦標賽 2024 Hong Kong Balance Bike Group Championship 2024
6/7	2pm - 8:30pm	Mermazing 美人魚夏日戲水 Make a Splash Mermazing Palace Summer Splash - Make a Splash
3/7	2pm - 8:30pm	Mermazing 美人魚夏日戲水 Bubble Troubles Mermazing Palace Summer Splash - Bubble Troubles
3/7	11am - 8pm	Together Hong Kong 運動、藝術、休閒文化嘉年華 Together Hong Kong - Sports Arts Leisure Cultural Carnival
12/7	6pm - 8pm	薩赫羅夜下 Salsade
13/7	1pm - 8pm	HWDAMP 香港國際文化節 2024 • Summer Party 舞 HK Camping Festival 2024 • Summer Party
14/7	1pm - 8pm	HWDAMP 香港國際文化節 2024 • Camping Party 舞 HK Camping Festival 2024 • Camping Party
18/7	3pm - 8pm	2024 夏日舞龍舞獅賽 Summer Cup Rhythmic Gymnastics Tournament
19/7	2pm - 8pm	高麗川 文藝節 - 環保工作坊 Summer Sea Fest - Eco Workshop
20/7	2pm - 8pm	高麗川 文藝節 - 本地藝術家聯展 Summer Sea Fest - Artist Art Jam Sharing
20/7	1pm - 8pm	《運動與健康》社區運動推廣日 Inspiring! Community Sports Promotion Day
21/7	2pm - 7pm	中西國際足球比賽暨足球技巧日 Dodgeball Competition cum Dodgeball Fun Day
21/7	2pm - 8pm	高麗川 文藝節 - 舞蹈舞劇 Summer Sea Fest - Dance Flash Mob
23/7	1pm - 8pm	《茶》「茶」樂 - 開始你的健康之旅 The Tea Of Enjoy - Start Your Health Life
23/7	2pm - 7pm	夏日戲水樂園開幕之 池畔歡樂派對 Hello Summer Carnival - Pool Fun Day
24/7	1pm - 8pm	《茶》「茶」樂 - 出汗解暑 The Tea Of Enjoy - Sweating Day
24/7	12pm - 8pm	夏日戲水樂園開幕之 派對嘉年華大會 Hello Summer Carnival - Kids Get Well!
2/8		特別公告: To be announced
2/8	4pm - 8pm	華語韻律 - 夏季節奏舞龍舞獅賽 Twilight Rhythmic Summer Fest Rhythmic Gymnastics Extravaganza
3/8		特別公告: To be announced
3/8	3pm - 8pm	節奏音樂節 - 節奏音樂節 My Rhythm Play Ground - Pop Rock All
4/8		特別公告: To be announced
4/8	1pm - 8:30pm	節奏音樂節 - 世界音樂狂想曲 My Rhythm Play Ground - World Music Parade
8/8	12pm - 8:30pm	Summer 舞龍舞獅 Summer Dance Competition
10/8	4pm - 7pm	Graveyard: 夏日舞龍舞獅 Summer Dance Competition
10/8	1pm - 8pm	國際文化遺產節 2024 - 創新舞龍 ICH Int'l 2024 - Transformation: from Past
11/8	1pm - 8pm	國際文化遺產節 2024 - 創新舞獅 ICH Int'l 2024 - Transformation: to Present
11/8	1pm - 8pm	夏季棒球賽 - 夏日棒球賽 Summer Baseball Fest

大會服務伙伴 Official Service Partners:



SummerFest@Central

Date: July 5 to August 11

Time: Mondays–Fridays: 3pm - 9pm

Saturdays–Sundays: 1pm - 9pm

(Opening hours are subject to changes due special events held on the day. Please check the special event schedule)

Location: Central Harbourfront Event Space (9 Lung Wo Road)

Admission: Free of charge

High-resolution photos for downloading:

<https://drive.google.com/drive/folders/18-avsNQrdetgysIX4MtdPVH0ZZ-ddorr?usp=sharing>

Relevant programme information:

Facebook <https://www.facebook.com/SummerFest.hk>

Instagram <https://www.instagram.com/summerfesthk>

Website <https://www.summerfest.hk/>

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About @joooo.ann the AI artist

@joooo.ann is an artist from Armenia known for her exceptional creativity and use of generative AI technology in her famous works. She has collaborated with numerous internationally renowned luxury brands, including Gucci, Versace, Marc Jacobs, Valentino, BMW, Oatly, and GCDS, as well as designing a series of works for athletic brands like Nike and Adidas. @joooo.ann's *Inflatable Wonders* series has garnered widespread attention, as she featured renowned landmarks from around the world with the application of generative AI technology.



About Central Venue Management (CVM)

Appointed by the Government through an open tender in 2014 and again in 2016, CVM is the exclusive operator and manager of the Central Harbourfront Event Space (CHES), a premier location showcasing Hong Kong' s iconic skyline and harbour. The CHES has hosted many events such as the Art Central, Lai Yuen Super Summer 2015, Clockenflap Music and Arts Festival, FIA Formula E Hong Kong ePrix, Cirque du Soleil, Dragonland Music Festival, etc.

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Programme List of SummerFest@Central Regular Programme

Inflatable Wonders

Inspired by renowned AI artist @jooooo.ann from Armenia, a major attraction of *Summerfest* will be five large-scale *World Wonders*, including the *Stonehenge* in the UK, the *Easter Island Moai* in Chile, the *Pyramids of Giza* in Egypt, the *Tower of Pisa* in Italy, and the *Arc de Triomphe* in France. The brainchild of @jooooo.ann's highly imaginative concepts and application of innovative generative AI technology, these all-white inflatable installations are designed to truly captivate visitors, with the tallest work soaring over 13 metres. At night, the installations will be illuminated with colourful lighting effect, showcasing the contrast of their beautiful day and evening aesthetics, a definite 'cannot-miss' attraction. Interestingly, the *Stonehenge* installation will also serve as an inflatable trampoline, allowing everyone to enjoy the unique experience of bouncing on a true masterpiece of art.

Fun Sports Gala

SummerFest also invites everyone to take part in the *Fun Sports Gala* from July 5 to August 11, co-organised by the FunKids Sports Association. Exemplifying the motto - '*An individual runs fast, while a group runs far*' , this event will feature a multiple series of 5-km fun runs every Friday and Saturday, as well as 2-km family runs every Sunday. Participants will have the opportunity to jog their way past the scenic Central and Wan Chai harbourfront promenades, taking in all the stunning Victoria Harbour views. The finishers will also receive certificates, medals and souvenirs as well.

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Programme List of SummerFest@Central Special Programme

Hong Kong Balance Bike Group Championship 2024

Date: July 6 (Saturday)

Time: 10am – 6pm

Entrance: Next to Central Pier No. 10

Hundreds of little racers are set to participate in the annual balance bike competition, racing with lightning speed and stylish looks. In addition, balance bikes and protective gear are available for children to try out for free, so they can improve their balance and control abilities.

Mermazing Palace Summer Splash - Make a Splash

Date: July 6 (Saturday)

Time: 2pm – 8:30pm

Entrance: Next to Tamar Park

Mermazing Palace Summer Splash - Bubble Troubles

Date: July 7 (Sunday)

Time: 2pm – 8:30pm

Entrance: Next to Central Pier No. 10

This summer, prepare to welcome a wonderful group of mermaids set to land in Central, offering children the opportunity to become one of these mythical sea creatures. *Make a Splash* features a series of water-themed activities and installations where both kids and adults can have some splashing good fun. Visitors can expect thrilling water battles and refreshing mist-filled displays that will leave everyone suitably soaked but thoroughly delighted. On the following day - *Bubble Troubles* transforms the Central harbourfront into a whimsical bubble-filled wonderland that includes a variety of musical and dance performances that will enchant audiences under the glittering sunlight.



Together Hong Kong - Sports.Arts.Leisure Cultural Carnival

Date: July 7 (Sunday)

Time: 11am - 9pm

Entrance: Next to Tamar Park

Jointly organised by the China Federation of Aesthetic Group Gymnastics, Gymnastics Association of Hong Kong and Rhythmic Gymnastics Ballet Academy, this carnival will introduce rhythmic gymnastics, which combines traditional gymnastics with ballet and contemporary dance through a series of spectacular on-site performances, contests, interactive games plus interesting art and cultural booths.

Serenade

Date: July 12 (Friday)

Time: 6pm - 9pm

Entrance: Next to Tamar Park

The Shinywinds once again will join hands with *SummerFest* this year to perform a concert resonating with romantic themes. Their live music will evoke emotions of love, friendship, and family. Under the soft glow of a starry night and shining moon, visitors can sit leisurely in the outdoor spaces and enjoy familiar, cherished melodies performed by the talented members of Shinywinds. This serene and enchanting musical experience promises to be the perfect way to prepare for the weekend holiday.

HK Camping Festival 2024 • Summer Party

Date: July 13 (Saturday)

Time: 1pm - 9pm

Entrance: Next to Tamar Park

HK Camping Festival 2024 • Camping Party

Date: July 14 (Sunday)

Time: 1pm - 9pm

Entrance: Next to Tamar Park



HK Camping Festival returns once again as a popular programme of *SummerFest*. This year's event offers a diverse series of experiences that celebrate the unique cultural activities surrounding outdoor camping while helping to better connect us all to the distinctive natural treasures found in Hong Kong. A variety of great offerings allows everyone to fully immerse themselves in the joys of camping and appreciate spending time in the great outdoors.

Summer Cup Rhythmic Gymnastics Tournament

Date: July 19 (Friday)

Time: 3pm – 9pm

Entrance: Next to Central Pier No. 10

Aesthetic gymnastics is a wonderful activity that greatly benefits the physical as well as mental growth and development of children. It helps cultivate personal qualities, builds self-confidence, and provides a high level of entertainment value that audiences love. The performance and contest as well as booth games and free workshops are the ideal way to present and appreciate the sport of aesthetic gymnastics.

Summer Sea Fest - Eco Workshop

Date: July 19 (Friday)

Time: 2pm – 9pm

Entrance: Next to Tamar Park

Summer Sea Fest - Artist Art Jam Sharing

Date: July 20 (Saturday)

Time: 2pm – 9pm

Entrance: Next to Tamar Park

Summer Sea Fest - Dance Flash mob

Date: July 21 (Sunday)

Time: 2pm – 9pm

Entrance: Next to Tamar Park



This three-day, large-scale, cross-regional cultural festival brings together more than 250 creative illustration brands from Japan, Taiwan and Hong Kong. The market includes baking, pet products, fashion, original designs booths. There will also be a main stage and DJ music performances, plus art jam interactive installations created by both artists and visitors, and a beer drinking area to cool off!

InspiringHK Community Sports Promotion Day

Date: July 20 (Saturday)

Time: 1pm – 5pm

Entrance: Next to Central Pier No. 10

This event features engaging dodgeball and skateboarding activities designed to bring together children from diverse backgrounds to enjoy sports and foster a more inclusive community.

Dodgeball Competition cum Dodgeball Fun Day

Date: July 21 (Sunday)

Time: 2pm – 7pm

Entrance: Next to Central Pier No. 10

The Central Harbourfront Event Space will serve as the venue for an exciting dodgeball competition and fun day event. These family-friendly activities will feature a range of dodgeball tournaments divided by age groups, as well as various game booths and other activities for all to enjoy for free.

The Tao Of Enjoyce - Start your Healthy Life

Date: July 27 (Saturday)

Time: 1pm – 8pm

Entrance: Next to Central Pier No. 10



The Tao Of Enjoyce - Sweaty Workout

Date: July 28 (Sunday)

Time: 1pm – 8pm

Entrance: Next to Central Pier No. 10

The two-day *Tao Of Enjoyce* invites the public to participate in a variety of free-of-charge wellness activities in an outdoor setting. These include: yoga classes, bodyweight fitness sessions, and Tai Chi workshops all specially tailored to nourish both the body and mind.

Hello Summer Carnival - Pet Pet Cool Cool Run!

Date: July 27 (Saturday)

Time: 2pm – 7pm

Entrance: Next to Tamar Park

Hello Summer Carnival - Kids Get Wet!

Date: July 28 (Sunday)

Time: 12nn – 6pm

Entrance: Next to Tamar Park

The two-day *Hello Summer Carnival* promises to be a delightful experience for both pets and their owners. Designed as a special celebration of the pet-human bond, this event offers a wide array of activities and attractions, including pet run contests, splash games, a swimming pool, pet product markets, and informative talks on pet-related issues together with Hawaiian ukulele performances, lively drumming sessions on wooden cajon boxes, and other live music presentations. These great activities will help create a truly immersive and vibrant atmosphere for all to enjoy.

Twilight Rhythmics: Summer Fest Rhythmic Gymnastics Extravaganza

Date: August 2 (Friday)

Time: 4pm – 8pm

Entrance: Next to Tamar Park



This upcoming event promises to provide audiences with a captivating glimpse into the world of rhythmic gymnastics. Through a combination of live performances and interactive workshops, attendees will have the opportunity to witness the artistry and athleticism of this unique sporting discipline.

My Rhythm Play Ground - Pop Rock Asia

Date: August 3 (Saturday)

Time: 3pm – 9pm

Entrance: Next to Tamar Park

My Rhythm Play Ground - World Music Parade

Date: August 4 (Sunday)

Time: 1pm – 8:30pm

Entrance: Next to Tamar Park

As a highlight event of the Decade of DMRJ Music Education Celebration, *My Rhythm Playground* comprises an immersive two-day festival filled with captivating rhythms and vibrant musical performances. The first day of the event will feature an electrifying on-stage performance by a host of students and instructors showcasing their mastery of the percussive arts. The event's second day will shift the focus to live performances, featuring renowned pop artists and indie bands who will take to the stage for some unforgettable shows.

Summer• Dance Companion

Date: August 9 (Friday)

Time: 12nn – 8:30pm

Entrance: Next to Central Pier No. 10

This brand new dance competition platform promotes popular dance culture to the public, and helps participants understand how important teamwork and a sporting spirit are to great dance performances. It also allows dancers to learn from each other while exchanging ideas and providing opportunities to showcase their talents.



GrooveFest : Igniting the stage with Cool Kids Energy

Date: August 10 (Saturday)

Time: 4pm – 7pm

Entrance: Next to Central Pier No. 10

GrooveFest is all set to provide a captivating summer dance extravaganza, bringing together an array of mesmerising performances, exciting competitions, and engaging interactive experiences for the entire community to enjoy.

ICH Mart 2024 -Transformation: from Past

Date: August 10 (Saturday)

Time: 1pm – 8pm

Entrance: Next to Tamar Park

ICH Mart 2024 - Transformation: to Present

Date: August 11 (Sunday)

Time: 1pm – 8pm

Entrance: Next to Tamar Park

The two-day *ICH (Intangible Cultural Heritage) Mart 2024* will be held at *SummerFest* for the first time. The event showcases Hong Kong's unique history and culture, and connects traditional crafts and intangible cultural heritage particularly for younger generations and overseas tourists. It also helps provide an in-depth understanding of Hong Kong's cultural past and present. Highlights of the programme include unique customs such as the dragon boat race on land, pitch pots, fortune sticks, blending of Chinese herbal teas, as well as local cultural performances such as the dragon dance, lion dance, Hakka unicorn dance, face changing, puppets, and the martial art of Kung Fu.

Baseball5 Sports Day@Summer BaseballFest

Date: August 11 (Sunday)

Time: 1pm – 8pm

Entrance: Next to Central Pier No. 10



Professional coaches will demonstrate and guide the public on the joys of *Five-man baseball*. Special training booths and various games will be set up on site to allow more people to understand and appreciate the growing sport of baseball.