

THE PENINSULA

HONG KONG

24 July 2009

THE PENINSULA HONG KONG APPRECIATES THE ART OF LOVE *SHOPPING ARCADE ADDS NEW CREATIVE STUDIO FOR ART EXHIBITIONS*

The Peninsula Hong Kong adds an artistic dimension to its shopping arcade, offering guests the chance for a new experience that combines art appreciation with shopping. As Hong Kong's iconic heritage hotel, The Peninsula supports local art and is proud to announce the opening of the gallery of world-renowned cross media illustrator and artist Alice Chan.

Born and raised in Hong Kong, Alice has established her own brand, *Asteria*, and impressed the world with her unique style and ideas. Her gallery in the basement of The Peninsula's shopping arcade debuts on 1 August and, for three months, guests will have the chance to see creativity at work as Alice paints and designs in her feminine and stylish gallery. She will also showcase her work for guests to purchase.

To echo the hotel's focus on celebrating love, the talented young Alice has created a series of Peninsula-themed illustrations that will be featured on premium products sold at The Peninsula Boutique located in the basement of The Peninsula Hong Kong, with a portion of the profits set aside in support of local charities. In addition to the series of packages The Peninsula has created for its guests that celebrate love and significant moments, the celebration of love now expands to our community.

"This is a very meaningful opportunity to work with The Peninsula, and to spread love and hope to Hong Kong by adding a charity element to our partnership. I am very excited to incorporate one of the most representative icons of Hong Kong in my illustrations. It is especially encouraging to discover an historic hotel that is eager to support young artists and to introduce local Asian art to guests from around the world".

"You will find a lovely bear in my illustrations, which I have created for the very first time especially for The Peninsula. While the hotel is famous for its Pagebear, the bear that I created is

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holding a heart and pops out from a magician's hat as I wanted to emphasize the magic of this love-themed partnership," said Alice.

About Alice Chan

Alice is an internationally acclaimed cross media illustrator and designer. She has created her own brand, *Asteria*, and website at www.asterialand.com. The main character in the brand *Asteria* is associated with star-shapes and shining diamonds, with a pair of sparkling eyes and 360-degree eyelashes; delivering warmth, hope and wishes for dreams to come true.

Alice has been invited to contribute to many large-scale creative projects for key global brands, including FENDI, Sportmax (Max Mara), Anna Sui, Göessele, Colette, Levi's, Canon, MTV, DoCoMo, Coca-Cola, Galleries Lafayette and the 2008 Olympic Games. With her growing popularity, Alice has been invited to participate in a range of local and worldwide exhibitions, either solo or as a co-exhibitor. She and her work have also been widely covered in the media.

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