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Detour 2015

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DETOUR 2015

By Mat Gallagher

When it comes to art and design in Hong Kong, deTour is the heart and soul. Originally launched in 2004 as a side project to the Business of Design Week, the 10-day show now stands very much in its own right, celebrating the city's creative talents as well as those from across the globe. In its run so far it has been hosted in a prison, a police station, it has created a beach in Wan Chai and even turned the city's trams into mobile galleries. In 2014 it returned to PMQ, where it will host once again this year.

The theme of this year's festival is connection, so expect collaborations with various design organisations, including BODW, and a range of special events, from the city's first-ever LEGO workshop to an exhibition with the world-famous charity project The Poverty Line.

Started in 2010 by Stefen Chow and Hui-Yi Lin, The Poverty Line seeks to show in photographic form, the amount of food you can afford per day if your income is on the poverty line. The figures vary between the countries, as does the food on offer – Hong Kong's income level is \$109.65 per day, with \$44.96 available for food, and the photos show a range from roast pork and flower tea to egg tarts and pizza. For this exhibition at PMQ, the entire archive of 1,600 images, from

all 28 countries in the project, will be available to view.

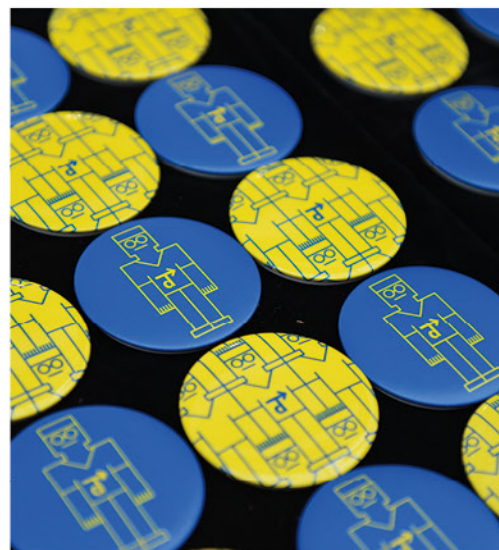
There's a range of interactive experiences on display, including the "Cotton Run". Created by LAAB this is a human-sized hamster wheel for the audience to run in and earn a reward of a candy floss. The Symphony of Sound installation by Allen Ng provides visitors a chance to talk and listen to others through its series of pipes that cross and weave through each other, like a railway network.

On more of a traditional product side, "Sifu of the Day", curated by Micheal Leng, is a directory of Hong Kong's craftsmen, or sifu, created by students and is accompanied by a series of products and furniture, all built in our SAR. "MUJI Compact Life in Hong Kong" is a series of set-ups that explain the company's philosophy and design concepts, while the Europop! pop-up store presents products from European designers and entrepreneurs based in Hong Kong, with the aid of the Dutch, French, German and Swiss chambers of commerce.

As always, all of the exhibitions are free to enter. Some special events and workshops may require reservation.

deTour 2015

November 27th to December 6th
PMQ, 35 Aberdeen St, Central
detour.hk/2015



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There are no straight lines or sharp corners in nature.
Therefore, buildings must have no straight lines or sharp corners.

Antonio Gaudi

La Pedrera - Gaudi's house in Barcelona

