

I LOVE SHOPPING!

Shop till you drop?
10AM - 6PM, MONDAYS - SUNDAYS
16 FEB - 2 MAR 2012
at Goethe-Institut Hongkong

Opening of the exhibition 15 FEB 2012 7pm WEDNESDAY
Presented by Goethe-Institut Hongkong
Academy of Visual Arts (Hong Kong Baptist University)
& University of Applied Sciences Trier, Intermedia Design
Participants of the project:

- Cemre Erol
- Chan Ka Fun, KFC
- Cheung Sau Wun, Sharon
- Choi Ting Fung, Mon
- Chow Ka Yee, Candy
- Chow Tsz Tung, Tung
- Fabian Ruf
- Katharina Blagova
- Katharina Ehrles
- Lam Yee Ching, Sui
- Lee Sze Yu, Kristy
- Lisa Schu
- Ma Dicky
- Mo Shuk Man, Nichol
- Ng Sui Yee, Luna
- Philippe Detaille
- Patrick Rucireto
- Pook Yik Lok, Book
- Sabine Simone Neises
- Sandra Isabel Heidenreich
- Sinja Michels
- Stephan Stoffels
- Thomas Caspar Valentin Bauer
- Tsui Tsz Hoi, Bryan
- Viktoria Maria Britz
- Wan Sin Ting, Sandy
- Wong Lee yan, Ester
- Yeung Wai Shan, Vicky
- Yue Ka Wai, Kelvin
- Zenith Yeung

EXHIBITION DATE

2012 February 16 – March 2
Mondays – Sundays / 10am – 6pm

OPENING /

2012 February 15 Thursday / 6 pm

I LOVE SHOPPING!

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A joint exhibition between the Academy of Visual Arts, Hong Kong Baptist University and the Trier University of Applied Sciences, Intermedia Design, presented at Goethe-Institut Hong Kong, from 16.02. till 02.03.2012.

For one semester, students based in Hong Kong and Trier, Germany focused on different aspects of fashion consumerism in a fast moving and connected society.

Nowadays fashion is affordable and since fashion labels like H&M it seems that there is no excuse for being out of fashion. As Coco Chanel says "Fashion is made to become unfashionable". But what will be the effect of that kind of consumption? Is sustainable life and being a trend setter mutually exclusive by its nature? Living in a modern mega city like Hong Kong or Berlin, we are surrounded by malls, international brands and endless shopping opportunities seven days a week. Apart from retail shops, online portals and mobile apps give us the chance to consume over the internet and be a part of the production and design process of the products.

The intercultural group of students analysed existing models of sustainable fashion and it's consumption. Based on their research, they created their individual ideas and visions. A variety of student work in the area of information design and intermedia design will be presented in this exhibition. Information graphics, books, magazines, online-portals, mobile apps and digital media-systems show approaches for giving consumer guidelines and orientation in their daily life.



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