

Towngas Launches “Street Art x Pit Cover Design Contest”
Unleashing Creative Powers Vitalising Street Art in Town

(3 February 2012, Hong Kong) Towngas has launched Hong Kong’s first pit cover design contest with its “Street Art x Pit Cover Design Contest”, encouraging the people of Hong Kong to unleash their creative powers with the designing of their own pit covers. The winners will receive cash prizes of up to HK\$20,000 and their designs may be chosen to become real Towngas pit covers. To join, contestants can visit the official website at streetart.towngas.com to sign up for the event, which will bring colour and added vigour to the city’s streets and surroundings.

Pit Covers as Creative Platforms

Beautifying pit covers as part of the street art scene has been a growing trend in Asia, the US and Europe. Many memorable pieces of art have been created on pit covers to become major urban art attractions.

Whether artist, student or normal Hong Kong citizen, the “Towngas Street Art x Pit Cover Design Contest” welcomes everyone’s participation, whatever they do and whatever their walk of life in the community. The winning designs also have the opportunity to be turned into real Towngas pit covers for installation across the territory.




Pit covers serve an important purpose – they mark the position of gas valves, providing easy access for inspectors and facilitating their regular monitoring and maintenance of the gas supply system.

With the launch of the “Towngas Street Art x Pit Cover Design Contest”, Towngas has taken the lead in promoting this street art culture in the city. With the full support of Hong Kong Education City, the Contest is calling for people to decorate their own pit covers with vivid colours and graphics, to highlight Hong Kong’s unique culture.

Awards/Prizes

There are three contest categories: An Open Group, Primary Student Group and Secondary Student Group. Cash prizes will be awarded to winners in each group. The Grand Prize in the Open Group will be worth HK\$20,000!

Prize	<u>Primary Student Group</u>	<u>Secondary Student Group</u>	<u>Open Group</u>
Champion	HK\$10,000 + certificate	HK\$10,000 + certificate	HK\$20,000 + certificate
1st Runner-up	HK\$5,000 + certificate	HK\$5,000 + certificate	HK\$10,000 + certificate
2nd Runner-up	HK\$3,000 + certificate	HK\$3,000 + certificate	HK\$8,000 + certificate
Most Supportive School Award	Trophy	Trophy	--

		
<p>Photo 1: Towngas has invited Maria, the 903 HK DJ to design her own pit cover design for public reference.</p>	<p>Photo 2: Towngas has launched the “Towngas Street Art x Pit Cover Design Contest”, providing a creative platform for the people of Hong Kong to decorate Towngas pit covers with vivid colours and graphics.</p>	<p>Photo 3: The “Towngas Street Art x Pit Cover Design Contest” invites the people of Hong Kong to make full use of their creativity. The aim is to add colour and inject energy into Hong Kong’s streets with the design and decoration of Towngas’ pit covers.</p>

903 DJ Maria Shares Her Story through her Pit Cover Design

Kicking off the Contest, Towngas invited Maria, the DJ from 903 Commercial Radio, to demonstrate her tailor-made Towngas pit cover design. Using the Contest theme “Warmth, Laughter and Joy”, Maria filled her pit cover with lovely pink blossoms, illustrating the spirit of spring, warmth and felicity.

Submission Themes

When making their submissions to the “Towngas Street Art x Pit Cover Design Contest”, participants can choose one of the three following themes for their entry: (1) Hong Kong Story, (2) Warmth, Laughter and Joy, and (3) Low Carbon Footprint. Demonstrating how these themes can be used, six sample designs are provided below.



Theme: Hong Kong Story

Street food, commercial buildings, together with a lively lion-dance, outline an unique Hong Kong Story.



Theme: Hong Kong Story

Hong Kong’s fish balls and steamed rice rolls provide an excellent representation of the local food culture!



Created by Maria, 903 DJ

Theme: Warmth, Laughter and Joy

Flourishing spring flowers illustrate joy, hope and felicity.



Theme: Warmth, Laughter and Joy

Using the “save the kitten” story to show Hong Kong’s loving & caring spirit.



Theme: Low Carbon Footprint

Please switch off your idling computer!
Together we can conserve energy and save our planet!

Theme: Low Carbon Footprint

Due to global warming, Mr Earth is melting like an ice-lolly. Join our Low Carbon Action! Save our beautiful world for the next generation!

James Y C Kwan, Executive Director and Chief Operating Officer, The Hong Kong and China Gas Company Limited commented, “On the streets of Hong Kong, Towngas pit covers appear in the thousands under our feet. Living in this hectic city, Hong Kong people have little time to pay attention to this important facility. Launching Hong Kong’s first pit cover design competition, the “Towngas Street Art x Pit Cover Design Contest” aims to not only introduce this interesting street art culture to Hong Kong, but also to add life to our busy streets with more energy and colour. It also provides an ideal opportunity for us to “meet and greet” our pit covers, which have been servicing us quietly for decades!”

Maria, DJ from 903 Commercial Radio Hong Kong added, “As a DJ, I always pay close attention to the most up-to-date trends in town, sharing them with my audience. I am thus delighted to be able to participate in the “Towngas Street Art x Pit Cover Design Contest” which is bringing this unique form of street art to the people of Hong Kong. This growing trend, to use art to beautify street pit covers, is prevalent in many cities around the world and many of these pit covers, emerging from the vivid imaginations and magic hands of street artists, have become major urban art attractions. Towngas is taking the lead in bringing this new street art platform to Hong Kong. It is sure to be an interesting and innovative experience.”

anothermountainman (Stanley Wong), Renowned Designer/Artist and member of the Contest’s judging panel said, “I am very honoured to be one of the judges in this Towngas Contest. The most touching designs usually reflect our everyday life. With the opening up of this special design platform for the public to create their own unique street art, I am very much looking forward to this new “street revolution” in town!”

Easy-to-use Design Tool

Interested contestants can activate the “Easy-to-use Design Tool” at the contest’s official website streetart.towngas.com. This interactive design tool provides themed graphics, matching them with a fabulous colour palette. Contestants can thus submit their own ideal pit cover design, simply, quickly and in a fun and entertaining fashion!

The professional judging panel includes anothermountainman (Stanley Wong), Renowned

Designer/Artist whose “Red, White and Blue Series” made his name in Hong Kong and won him both Asian and International design awards. Additional judges include **Alex Fung, Principal**, Hong Kong Design Institute (HKDI), **Prof Lee Tak Chi, Associate Dean (External Relations)**, School of Design, The Hong Kong Polytechnic University, as well as **James Y C Kwan, JP**, Executive Director and Chief Operating Officer, The Hong Kong and China Gas Company Limited.

For further information, please visit streetart.towngas.com.

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