



Celebrating traditional craftsmanship with a 5-meter tall flower board
Welcome the year of the Rabbit by taking a stroll in the street market
“Ode to Good Old Hong Kong: a Prosperous Lunar New Year Fair by Central Market”

- A street bazaar with numerous time-honored local brands
 - Mini Hong Kong Style Flower Board Workshop
- Hong Kong Society of Illustrators exhibition featuring over 40 local illustrators



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Hong Kong, 12 January, 2023 - Passing on the tradition while waving goodbye to the year of the Tiger, Central Market would like to invite you to the **“Ode to Good Old Hong Kong: a Prosperous Lunar New Year Fair by Central Market”** at the century old vintage building in Central. Featuring traditional Hong Kong-style festive flower boards and “lost but not forgotten” green street stalls,” this is the final boarding call for a blast to the past from Central Market to the old 20s of Hong Kong. Central Market is also proud to present an exhibition and market centering around the theme “Lunar New Year Culture” in partnership with the Hong Kong Society of Illustrators. By blending local creativity, we hope to kick start the year of the Rabbit by passing on Hong Kong culture to the next generation.

Taking a historical stroll among the flower board and green metal stalls to celebrate the Year of the Rabbit

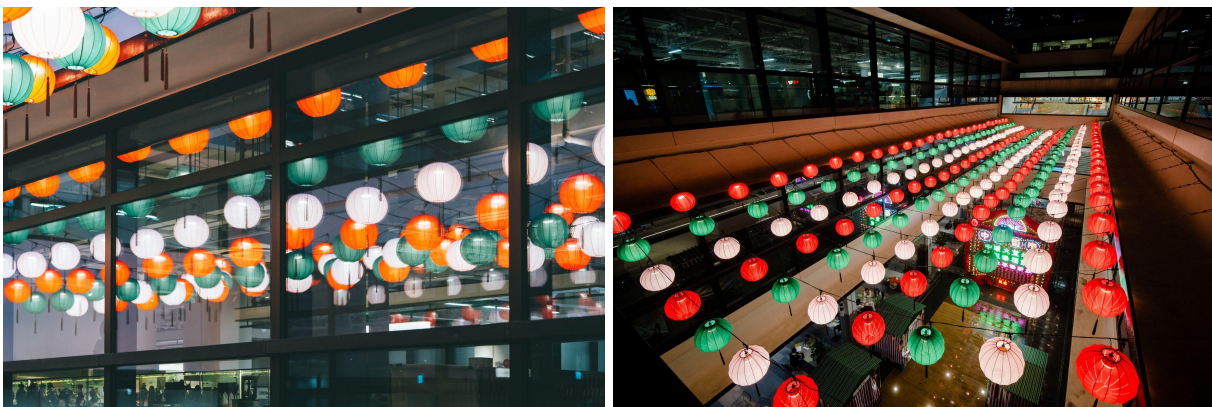


The green metal stalls of Hong Kong street markets are the trademark of a blooming and roaring chapter in the city's history. There are only 2,700 of these green stalls that date back to the 19th century left in Hong Kong today. Hong Kong-style flower boards were once one of the most significant representations of cultural celebration during festive occasions. While it was inducted into the **List of the Intangible Cultural Heritage of Hong Kong** due to its rich historical and cultural value, there are unfortunately only a few flower board companies still in operation today.

To celebrate Lunar New Year and to pass on the legacy of Hong Kong culture, Central Market is decorating the G/F OASIS with green metal stalls and an iconic flower board. Come visit the **“Good Old Hong Kong Street Market”** from 7th to 31st of January, where time-honored local brands and social enterprises including Sun Kee, Kwan Kee Bamboo Noodle, ZeroToOne, Hong Kong Chan Chi Mei, iFlorist and Abalone King will be selling Lunar New Year-exclusive products. Visitors can shop for the festive season while immersing themselves in the unique vigor of old Hong Kong.



Central Market is grateful for the opportunity to commission one of the few existing flower board companies left in Hong Kong (Wing Kei Flower Store), to exclusively produce a 5-meter tall traditional flower board with bamboo scaffolding, adorned with LED lights. The extravagant flower board will be displayed at Central Market G/F Oasis from 7th January to 5th February, welcoming visitors and the Year of the Rabbit with heartfelt greetings in a bold vintage fashion. There will also be two bamboo "Prosperity Walls" that are 3 meters wide by 2 meters tall on both sides of the flower board, where visitors can write and hang Lunar New Year wishes on wooden plates onto the Walls. There will be 1,000 wooden plates available to the public while supplies last.



And the Lunar New Year surprises don't stop here! Central Market will celebrate the Lantern Festival by hanging 450 grand red lanterns at OASIS, basking all visitors in the warm glowing atmosphere of Lunar New Year. Blessing everyone with a prosperous Lunar New Year, the magnificent flower board, Prosperity Walls and grand red lanterns will turn Central Market into an incredibly photogenic attraction for the holiday season.

On specific dates, Central Market will also be handing out a traditional Hong Kong snack, the airplane olive. Both older and younger visitors will have a chance to share the taste and reminisce Hong Kong history together.

Shopping time-honoured local brands for Lunar New Year



Once existed at the Sheung Wan Reclamation Area, which is now the Hong Kong Macau Ferry Terminal, back in the 50s and 60s, there used to be a night market with a large variety of stalls selling street food such as typhoon shelter crab and clams, traditional candy, coconut wraps and hard maltose candy. Featuring various different kinds of performances to entertain the crowd, visitors can also have their fortune told at fortune teller booths. The night market was unfortunately suspended during the 90s due to further reclamation projects in the area.

Rejuvenating Hong Kong culture during this festival of spring, Central Market is proud to bring you the **“Street Market”** from 9th to 13th and from 16th to 21st January at the 1/F of Event Space. Featuring over 30 stalls selling hundreds of vintage and Lunar New Year products like New Year decorations, Japanese hand-drawn artwork, locally-designed Lunar New Year gifts, antique coins and silverware, the occasion will take you back in time to the 80s in





Hong Kong. The stall design of the Market will mirror the vintage green metal stalls and feature Hong Kong's staple red-white-blue bags, adding another layer of nostalgia to the Year of the Rabbit.



During Lunar New Year, vintage toy store **Good Bad Creative** will feature a pop-up store at Central Market. The founder Ricky is passionate about Hong Kong toys from the 60s and 70s, which led to him organizing the first vintage toy exhibition in Sham Shui Po in 2017. Located at the 2/F of Central Market, the pop-up store will feature vintage collectives and toys from Ricky including toys, antiques, magazines, newspapers, etc. The time-limited event will be a valuable opportunity for visitors to experience Hong Kong culture through old-school vintage artifacts.



Everyone will embark on a nostalgic journey to the past down the aisles and up the stairs of Central Market. There will also be 13 stalls from the original wet market, preserving the original design for all visitors to commemorate the initial outlook of Central Market. To celebrate Lunar New Year we'll have special offers for visitors where several local brands will also be selling



their featured products at some of the revived stalls, including Golden Resources Development International, 18 and 22 (Cheongsam store), Elder Shop by Gingko House and YuM Seafood.



To celebrate the Year of the Rabbit while supporting local startups and small businesses, come shop for an extraordinary roster of Lunar New Year-exclusive products at different Central Market tenants, such as Hong Kong Tram Store, Cookieism and Eggroll Queen.

Celebrating the Year of the Rabbit with special performances and workshops

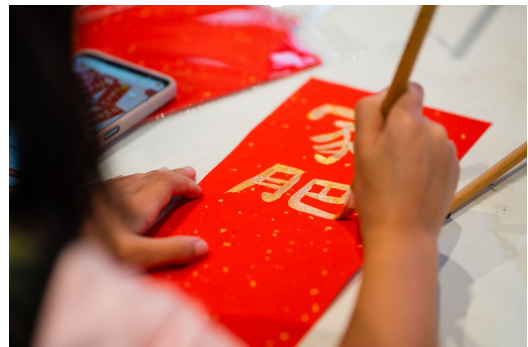


During the weekends of Lunar New Year, Central Market is delighted to entertain the visitors with special seasonal performances “**the Year of the Rabbit Spectacular**,” taking the



“Approachable,” “Energetic” and “Gregarious” initiatives a step further into the New Year. There will also be various performances available, including Chinese Kung Fu, Wing Chun, juggling, Chinese-style jazz dance, etc, making this a marvelous occasion to learn about Lunar New Year and Chinese culture that all visitors should never miss.

Besides performances, Central Market will also organize workshops for parents and kids. The Hong Kong Society of Illustrators will offer illustration activities for children, where professionals will offer free lessons on basic illustration, giving them a chance to express their creativity. There will also be a mini flower board workshop for children to make their own Lunar New Year souvenirs while learning about the mesmerizing craftsmanship in a tangible way to celebrate the Cultural Heritage of Hong Kong.



Crowd shopping for flowers and other festive products at the Lunar New Year Fairs is a Hong Kong seasonal staple during the holiday. Fresh flowers are an important part of the celebration of Lunar New Year as it also marks the festival of spring. Shoppers don't need to go anywhere further than Central Market for a gorgeous variety of Lunar New Year flowers. Central Market will be turning the 1/F into a Lunar New Year Flower Market, bringing you fresh flowers like golden fruits, narcissus, lucky bamboos, dragon claw bamboos, lilies, winter jasmines and many



more. Besides flowers for purchase, there will also be a decorative arrangement of 50 moth orchids, 500 New Year mandarin oranges and 20 peach flowers, forming a sea of spring scenery like no other in the bustling hub of the city.





Supporting local creativity at the Hong Kong Society of Illustrators exhibition and designer market



Central Market is partnering with Hong Kong Society of Illustrations to present an art exhibition and market centering around the theme of “Lunar New Year Culture”. A total of 40 local illustrators have gathered to depict lively scenes across streets and alleys during Lunar New Year, visually representing the traditional Chinese New Year culture from the past.

The Creative Market will be held at the 1/F Event Space for two consecutive weekends, from 7 January to 8 January, and 14 January to 15 January. The market gathers different signature creative works and limited products from more than 40 independent illustrators. Come visit Central Market to interact with local illustrators and select artistic gifts for your friends and family bestowing them with warm wishes in the Year of Rabbit!

In addition, more illustrations are displayed at the art exhibition of “Lunar New Year Culture” in partnership with the Hong Kong Society of Illustrations. Indulge yourself in traditional art culture and share the art work of local illustrators with others!



Exclusive Year of Rabbit feast presented by Nina Hotel Group



This year, Nina Hotel Group is presenting a number of festive foods and beverages to celebrate the Lunar New Year, including traditional pastry, desserts, gift baskets, Poon Choi and a Lunar New Year themed afternoon tea. Nina Patisserie has rolled out 3 different Chinese New Year exclusive cakes and pastries with Good Fortune (Yuzu Mousse Cake), Coconut Mandarin Strawberry Mousse Cake, and Japanese Mandarin Chiffon Cake. Enjoy exquisite desserts to sweeten well wishes for the year! For more auspicious treats to celebrate Lunar New Year, “Fortune Hamper”, “Prosperous Hamper” and “Treasure Hamper” might do the trick. You can explore the signature Nina Palmier Gift Box, French champagne, as well as Chinese New Year puddings and tea bags in our hampers.





Visitors at Central Market can enjoy a curated “Chinese New Year Afternoon Tea” in I-O-N cafe. Take in different savories and sweets like Popcorn Lobster with Garlic Chilli Sauce, Drunken Abalone Slice with Braised Turnip, and Gold Salmon Roe Toast that signifies abundance and affluence in the coming year.

About the Central Market Revitalization Project

As announced in the 2009 Policy Address, the Urban Renewal Authority (URA) was tasked with the revitalization of the former Central Market building to provide a green public open space for diversified uses for public enjoyment. The URA Board has approved the tender award to Chinachem Group (the Group) as the main operator of the Central Market Revitalisation Project for a period of 10 years. The URA and the Group have set up a joint management committee to operate and manage Central Market. The URA will closely monitor the performance and operational effectiveness of the main operator.

The historic landmark, which operated as a market from 1939 to 2003, has been transformed into a vibrant community hotspot that pioneers the “Playground for All” concept by accentuating an Approachable, Energetic and Gregarious appeal. While preserving the collective memory of the city, the rejuvenated landmark is breathing new life into the community with new experiences and vibrancy. Central Market not only pays homage to the building’s long-standing history, but also showcases and leads the future with its creation of a “21st Century Marketplace” through a flexible and interactive design. In addition to promoting local brands and start-ups, Central Market aims to be a next-generation landmark that fosters culture, lifestyle and community building. Central Market completes a “Heritage Triangle” with Tai Kwun and PMQ, two other iconic historical attractions in the district, synergising and connecting communities across multiple projects, creating community spaces that can be shared and enjoyed by the public.

About Wing Kei Flower Board

Choi Wing Kei, who is the owner of the shop, has been exposed to Hong Kong style flower plaque making from his father since primary school. Flower board is an Intangible Cultural Heritage of Hong Kong for more than 100 years, representing Hong Kong traditional craft to the West.

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Appendix



Event List

Events and Activities	Details
Good Old Hong Kong Street Market	Date: 7 January to 31 January 2023 Time: 12-7pm Location: G/F OASIS
Suicide Prevention Services - Zentangle art Pop-up store	 <p data-bbox="561 1297 1027 1394">Date: 7 January to 31 January 2023 Time: 12-7pm Location: G/F OASIS</p>
Street Market	Date: 9 January to 13 January, 16 January to 21 January 2023 Time: 12-7pm Location: 1/F Event Space
Lunar New Year Fairs	Date: 7 January to 21 January 2023 Time: 12-7pm Location: 1/F Inno Expo
Illustration Mini Workshop by Hong Kong Society of Illustrations	<p data-bbox="561 1688 1354 1785">Date: 7 January to 8 January, 14 January to 15 January 2023 Time: 2-3pm Location: G/F Interactive Wall Area</p> <p data-bbox="561 1822 1406 1885">Register on site with limited spaces available. Early registration is available on Central Market mobile app.</p>



Flower Board Workshop by Chan Sing Workshop	Date: 15 January 2023 Time: 4-5:30pm Location: G/F The Atrium (near the bridge) Fee: HK\$200 per person Limited spaces available. Early registration is available on Central Market mobile app.
Creative Market by Hong Kong Society of Illustrations	Date: 7 January to 8 January, 14 January to 15 January 2023 Time: 12-8pm Location: 1/F Event Space Area
“Lunar New Year Culture” art exhibition by Hong Kong Society of Illustrations	Date: 7 January to 21 January 2023 Time: 12-8pm Location: G/F Interactive Wall Area
Fai Chun Creative Performance	Date: 8 January to 14 January 2023 Time: 2-6pm Date: 15 January 2023 Time: 3-5pm Location: by 2/F Main Staircase
Lion Dance for Chinese New Year	Date: 2 February 2023 Time: 2-3pm Location: Along Central Market
Lion Dance for Lantern Festival	Date: 5 February 2023 Time: 7-7:45pm Location: G/F OASIS

Tenant Offers

Tenants	Offers
Hong Kong Tram Store	<p>A series of Lunar New Year products:</p> <ul style="list-style-type: none"> ● Vintage Red Envelope: HK\$38 ● 3D Fabric Cantonese Fai Chun: HK\$38 for 1, HK\$50 for 2 ● Walnut Hardwood Chinese Candy Box: HK\$338 ● Lunar New Year Socks: HK\$138 for 3 pairs
Aqua Green	 <ul style="list-style-type: none"> ● Cherry Tomatoes- Original Price: HK\$27, Discounted Price: HK\$18 ● Fine Garden Mix (200g)- Original Price: HK\$32, Discounted Price: HK\$19
Akina	<ul style="list-style-type: none"> ● 8% off for all products
Imperial Patisserie	 <ul style="list-style-type: none"> ● Buy 3 Lunar New Year gift boxes get 1 free

Cookieism



- Lunar New Year-only flavour cookies
- Lunar New Year gift boxed

Mammy Pancake



- Lunar New Year special White Rabbit Creamy Candy flavoured egg waffles: HK\$38

Slowood

- 90% off for selected Lunar New Year food and snacks
- 15% off for selected culinary tools and cleaning supplies

First To Find

- 30% off for all products

I-O-N



- Lunar New Year special afternoon tea
- Lunar New Year-exclusive dishes: Garlic and Chili Pepper Popcorn Lobsters, Rose Wine Abalones, Golden Toasts with Salmon Eggs

Nina Patisserie



- Nina Patisserie Lunar New Year Palmier Gift Box

Double Chilli



Lunar New Year Special Dishes:

- Mouthwatering Chicken: HK\$88
- Tiger Prawns with Chili Pepper: HK\$248
- Wine Marinated Pig Hands: HK\$88

nap.zzz



- Get a free Lunar New Year gift bag if you purchase HK\$268 worth of individually-packaged muffins.
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- Lunar New Year-exclusive flavours: Red Jujube with Sweet Osmanthus, Chinese Sausage and Shiitake Mushroom with Dried Shrimps and XO Sauce
-
- Lunar New Year Cookies: HK\$15 per piece