

Press Release

27 April 2015

For Immediate Release

**Discovery Bay x French Graffiti Artist Ceet Fouad**  
**Offer the *Frenchiest* Experience**  
**with DB's First Participation in Le French May Arts Festival**

Great news for street art lovers! Discovery Bay is staging a series of crossover activities with French graffiti artist Ceet Fouad as part of the programmes of this year's Le French May Arts Festival. Compton Art Gallery at DB North Plaza will feature Ceet's artwork and you are welcome to experience his boundless imagination between colours and mediums. If you are looking for a rare opportunity to watch him paint up front, you shouldn't miss his live mural performance at D'Deck. And don't forget to get more *Frenchy* experience at the DB Sunday Market and Le Marché Gourmet Discovery Bay to be held in mid-May!

**1. Discovery Bay Presents "Invaders" Art Exhibition by Ceet Fouad And Ceet's Live Mural Performance on 10 May**

From 9 May till 6 June, Compton Art Gallery will be hosting the "Invaders" Exhibition, showcasing Ceet's paintings, sculptures and graffiti artworks. In addition to bringing more artistry elements to the picturesque and multi-cultural Discovery Bay, a platform to support art development in Discovery Bay is also created. This world-renowned French graffiti artist has long been highly regarded in the international art scene and his works have been exhibited in numerous international graffiti and street arts shows. Ceet has also been an art ambassador to global brands such as Adidas, Airbus, Ecko, Loewe and Prada.

The humanised chickens created by Ceet depict so much emotions and personalities. Through various approaches, he criticises the society for shaping people to go adrift and stay obscure and dull. He experiments with a variety of mediums; murals, sculptures, graphic design and canvases, through which he bares his hopes, failures and opinions to his audience. Apart from the exhibition at Compton Art Gallery, Ceet will also perform live mural painting on 10 May at D'Deck. No graffiti fanatics should miss that! For more information on Ceet's "Invaders" Art Exhibition, visit the official website of Le French May:

<http://www.frenchmay.com/programmes/event.aspx?name=CEET>

**2. Giant Easter Egg Upcycled to Limited-Edition Designer Products by Handcrafters**

Earlier in April, Ceet had designed a chicken-themed 15-metre tall inflatable Easter Egg for Discovery Bay. The giant egg, a popular photo backdrop for many families during Easter, had become one of the hottest topics in town. After the giant egg was dismantled, a few handcrafters

were invited to ride on this environmentally friendly idea by upcycling the materials into different kinds of designer products, such as tote bag, pencil bag, etc, for charity sale at DB Sunday Market on 10 May. Hong Kong Resort Company Limited will donate the exact amount of the selling prices to The Neighbourhood Advice-Action Council (NAAC) for every product sold. Each product is truly unique! Please do come and support the environment and our community!

### **3. Le Marché Gourmet Discovery Bay Calls Out All Connoisseurs to Taste the Best of France**

Who could possibly miss out some exquisite French wine and delicacies while enjoying the French art festival? Over 30 French wine and delicacies stalls will gather at DB Plaza on 17 May to introduce you to the authentic French taste and please your taste buds!

#### **Frenchy Discovery Bay Programme Schedule**

9 May - 6 June	Ceet Fouad's Solo Exhibition at Compton Art Gallery, DB North Plaza
10 May	- Ceet Fouad's Live Mural Painting Performance at D'Deck - DB Sunday Market Charity Sale of Limited-Edition Handmade Products
17 May	Le Marché Gourmet Discovery Bay

#### **About D'Deck, the Renowned Oceanfront Alfresco Dining Destination at Discovery Bay, Hong Kong**

Situated next to Discovery Bay Pier, D'Deck is Hong Kong's renowned oceanfront alfresco dining destination with numerous thematic restaurants along the promenade beside Tai Pak Beach.

With spectacular 180° sea views and nightly Disneyland fireworks, D'Deck offers a wide selection of international cuisine at First Korean Restaurant (Korean), Kiraku Tei Japanese Restaurant (Japanese) and Koh Tomyums (Thai) for Asian cuisine; Solera (Spanish), Café Duvet (Tapas), Berliner (German), Sopranos (Italian) and McSorley's Ale House (Irish Pub & Indian) for European tastes; and Caramba Mexican Cantina (Mexican) and Hemingway's by the Bay (Caribbean) for a flavour of Central America.

Other specialty restaurants include Life Café serving globally inspired organic vegetarian and gluten free food; 22° North boasting a large selection of classic French recipes; Dymocks Books & Café merging the culture of bookstore and Café; and last but not least ZAKS, which serves



international cuisine with alfresco seating area of 5,000 sq. ft. in resort style.

D'Deck is easily accessible, just 25 minutes away from Central by ferry or 15-20 minutes away from Tung Chung or Sunny Bay MTR Stations by bus.

Enjoy free ferry ride<sup>1</sup> back to Central simply by spending HK\$120 or more at any of the 14 designated D'Deck restaurants<sup>2</sup> and present your transaction receipt at the "D'Deck Free Ferry Service Counter"!

### **About DB North Plaza**

DB North Plaza, spread over 186,000 sq. ft. at the Yi Pak Bay area, was opened in 2010. It is a new retail mall serving as the second social hub for Discovery Bay residents and visitors. Offering two shopping arcades, two office buildings and an open piazza, DB North Plaza is adjacent to Auberge Discovery Bay Hong Kong, the deluxe resort hotel opened in Spring 2013. This seaside mall not only serves Discovery Bay residents, hotel guests and visitors from neighbouring districts with great selection of shopping and dining establishments, but also convenient and free transportation connections for shoppers, such as the Free Express Shuttle Buses<sup>3</sup> plying between DB North Plaza and DB Plaza at the DB Pier and Bus Interchange Discount<sup>4</sup> when departing from DB North Plaza. Urban and Lantau taxis can now reach Yi Pak (DB North) area directly through Discovery Bay Tunnel to pick up and drop off at designated zone.

## About Ceet Fouad



Always the entertainer, Ceet can often be found telling an animated tale to a crowd of wide-eyed listeners. The ending is always the same as the audience doubles over in laughter, and a big grin emerges from the face of the world's leading graffiti and contemporary artist, Ceet Fouad. Ceet's voracious appetite for life began in Toulouse, France, where he was born 40 years ago to parents of North African origin. He spent his early years painting graffiti on any and all inanimate surfaces in his home town with his street crew.

His graffiti style reflects his energetic personality and approach to life. Largely based on interplay of colors and wild style lettering, the finished product is controlled and mechanically executed, yet sophisticated in the design style and finish. Ceet is not one to sugar coat the truth, and his work often reveals a brutal honesty about experiences from his own life. He has experimented with a variety of mediums; murals, sculptures, graphic design and canvases, through which he exposes his hopes, failures and opinions with his audience.

Since the mid-80s, he has focused on his canvas work through a mixed use of acrylic, oil and spray paint. Striving for perfection, Ceet pays meticulous attention to each canvas detail and uses every inch of space to reveal his expressions on life. The quality of his creations have not gone unnoticed, as invitations from galleries, contemporary art shows and lifestyle brands have confirmed his place on the international stage of contemporary artists to watch and follow. In 2003, Ceet left France to share his talents and passion for contemporary art with China. Since 2003, he's been very active in China with diverse exhibitions, events and artistic performances. Advertising companies and lifestyle brands also call on his talent and has been an art ambassador to global brands such as Adidas, Airbus, Ecko, Loewe and Prada.

## **About the Handcrafters**

PIX & Crafts Co. Ltd – Specialised in designing and customising handcrafted products, PIX & Crafts helps to turn every precious moment into all types of quality goods.

Betty Mak - Retired in 2011, Betty has since begun pursuing her own career in handcrafting. Betty collects different quality fabric and sews them into colourful environment bags. Her designs are simple yet practical and have been seen in various handmade markets including the Taipei Market, JCCAC handmade market, Hong Kong Bookfair, Kowloon City Book Festival, etc.

Helen King Handmade Bag – Helen has been an ordinary homemaker ever since she was diagnosed with serious illness. She then started handcrafting to pass the time and bring some joy in her everyday life. She loves to share her happiness with others through handcrafting.

## **Remarks**

1. The D’Deck complimentary ferry ride offer is valid for dinner consumption (6pm -11:45pm) from Monday to Friday, and lunch/dinner consumption (12 noon – 11:45pm) on Sat/Sun/public holiday. The free ferry ride is only valid on the same day of the transaction, and for the following schedules only: Mon-Fri: 7:30pm-12:00am and Sat /Sun /public holiday: 1:00pm-12:00am.
2. The 14 designated D’Deck restaurants are 22° North, Berliner, Café Duvet, Caramba Mexican Cantina, Ebenezer's, First Korean Restaurant, Hemingway’s by the Bay, Kiraku Tei Japanese Restaurant, Koh Tomyums, Life Café, McSorley’s Ale House, Sopranos, Solera and ZAKS. “D’Deck Free Ferry Service Counter” is located beside the escalator near the bus stop at DB Plaza.
3. Free Express Shuttle Bus is available every half hour at 00 minutes and 30 minutes at the DB Bus Terminus to DB North Plaza with a journey time of around 8 minutes.
4. Visitors can enjoy bus interchange discount at DB North Plaza. Simply tap an Octopus Card against the “Fare Save Station” next to Welcome Supermarket and use the same Octopus Card to travel on any buses leaving DB North Plaza within 45 minutes to enjoy a \$4 discount for the bus ride.

-Ends-

This press release is issued by HKR International Limited. For media enquiries, please contact Ms Alberta Ng at 2238-1064.

**Press Photos:**

Photos 1 and 2 – Ceet Fouad will have his “Invaders” Exhibition at Discovery Bay from 9 May to 6 June. Ceet will also be performing live mural painting in DB on 10 May.



Photos 3 and 4 – Environmental Designer Bag made by handcrafters. Hong Kong Resort Company Limited will donate the exact amount of the selling prices to NAAC for every bag sold.



Photos 5 and 6 - Over 30 French wine and delicacies stalls will gather at DB Plaza on 17 May to introduce you to the authentic French taste.

