

Revitalised Dr Sun Yat-sen Historical Trail becomes Hong Kong's latest cultural attraction

The Revitalisation Project of Dr Sun Yat-sen's Historical Trail, taken forward by the Tourism Commission in collaboration with the Central and Western District Council and the Leisure and Cultural Services Department (LCSD), was completed today (April 26). The revitalised Trail, integrating art elements under the theme of "art across time" and in concert with the unique cultural and historical ambiance of Central and Western District, will become Hong Kong's latest cultural attraction.

Under the revitalisation project, nine local artists were invited to create unique artworks to replace the original memorial plaques along the Trail. By integrating the past and the present with art element, the artists interpreted details of history from when Dr Sun Yat-sen was in Hong Kong in art form to provide a rich and brand new travel experience for visitors and locals.

At the launch ceremony, the Commissioner for Tourism, Mr Joe Wong, said, "The Government released the Development Blueprint for Hong Kong's Tourism Industry in October 2017, of which one of the four development strategies is to nurture and develop tourism products and initiatives with local and international characteristics. The Revitalisation of Dr Sun Yat-sen Historical Trail is one of the key projects to take forward this strategy with a view to enriching the contents of cultural and heritage tourism in Hong Kong. Together with the PMQ, the Old Town Central promotion campaign by the Hong Kong Tourism Board and the upcoming Tai Kwun - formerly Central Police Station Compound - Central and Western District will become the focal point of cultural and heritage tourism. Apart from visiting tourist attractions, visitors will be able to experience the cultural and artistic facets of Hong Kong, meeting visitors' quest for in-depth and diversified travel experiences in recent years.

"To make it easier for locals and tourists to appreciate the artworks and historical flavours of the Trail at their own pace, we have added elements of smart tourism into the project by attaching QR codes to all the artworks. Through such codes, visitors can connect to the website of the Trail and the LCSD's mobile application 'iM Guide' through smart phones to know more about related history and the artists' creative ideas."

The nine artists who participated in this revitalisation project are Mr Steven

Chu (curator), Mr Kevin Fung, Mr Ip Ka-wai, Ms Joey Leung, Mr Don Mak, Mr Tang Kwok-hin, Mr Kenneth Tse (curator), Mr Justin Wong and Mr Kacey Wong.

To step up its promotion, the Tourism Commission has set up Facebook and Instagram pages for the Trail. In addition, the former Director of the Hong Kong Museum of History, Professor Joseph Ting, who is also the historic advisor to the project, is featured in three video clips introducing the history of Dr Sun Yat-sen in Hong Kong. The video clips will be uploaded successively to the Facebook and Instagram pages.

Dr Sun Yat-sen Historical Trail was set up by Central and Western District Council in 1996, connecting 15 historic spots related to Dr Sun Yat-sen and an information board based on Hong Kong in the time of Dr Sun Yat-sen, making a total of 16 stations on the Trail.

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