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Renowned artist Bovey Lee's "Butterfly Bliss" paper cutouts welcome in the Year of the Rabbit at Pacific Place
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The shopping mall collaborates with the internationally renowned paper cutting artist to offer unique, artistic festive decorations for shoppers

The rabbit represents kindness, wisdom and trustworthiness while the butterfly portrays hope, dreams and rebirth. Pacific Place has collaborated with award-winning paper cut artist, Bovey Lee to decorate the shopping mall with "Butterfly Bliss", a unique collection of hand-cut paper cutouts. The exquisite art pieces imbue the spirit of the Chinese New Year and represent the first ever artistic decorations for the festival. They convey wishes of happiness and wealth for shoppers over the new year, which is a time for new beginnings.

Bovey Lee has received worldwide recognition with her distinctive paper-cutouts. Uniting handcraftsmanship and technology, Lee extends the traditional Chinese paper cutting art form with an intriguing contemporary twist. Pacific Place will unite Lee's signature art piece, 'rabbit' and 'butterfly', to bring a dash of artistic culture to the Chinese New Year decorations. Highlighting the theme 'Butterfly Bliss', the bespoke collection features the lively, benevolent rabbit showing appreciation for the dreamy, dancing butterfly and symbolises peace, hope and good fortune on earth and in heaven.

Lee was delighted to have the opportunity to collaborate with Pacific Place on this project: "It is very exciting to introduce my paper cutouts to a wider audience at Pacific Place that combines a mix of modern, sophisticated and international flair. I would like to show that contemporary paper cutting can play a role in fulfilling the medium's traditional celebratory function. I hope the visitors will discover a newfound appreciation for the art form."

To bring the folk art to a wider, international audience, additional masterpieces of Bovey Lee's handmade paper-cutouts, including those inspired the decorations, will also be displayed in the mall for visitors to discover the essence of the original art form.

And that's not all! To make the entry into the Year of the Rabbit even more special, shoppers can redeem exclusive Lai See packets featuring exquisite paper-cut patterns created by Bovey Lee and enjoy spectacular festive performances to ensure that Chinese New Year at Pacific Place is an occasion to remember.

"Butterfly Bliss" Event Programme

Lai See Packets Redemption (20 January – 2 February 2011)

Shoppers that spend HK\$1,800 or above by electronic payment in a single day at Pacific Place will be entitled to redeem a set of Lai See packets (2 versions) featuring exquisite paper-cut patterns created by Bovey Lee.

Grab some good luck while shopping! (While stock lasts.)

Redemption venue: Information Counter, L2

Time: 10:00am – midnight daily



The World of Bovey Lee's Paper-cut Art (20 January – 13 February 2011)

A fabulous chance to discover a newfound appreciation for paper cutting thanks to internationally award-winning artist, Bovey Lee.

Her paper-cutouts contemporise a fading Chinese folk art to bring a touch of modernity to the ancient artistry.

East-meet-West Live Music Performance (28 January – 9 February 2011; except 7 February 2011)

The well-known a cappella troupe "Orange" will be singing Chinese New Year songs and live music performances with western instruments will be staged to spread the spirit of CNY amongst shoppers.

Venue: Garden Court, LG

Time: 3:00pm – 3:20pm (a cappella)

4:00pm – 5:00pm (Trio with Western instruments)

Lion Dance and Eye-dotting ceremony (7 February 2011)

On 7 February, 2011, Monday (the fifth day of Chinese New Year), the festive lion dance eye-dotting ceremony and parade will take place at Pacific Place Garden Court, from 12:30 pm to 5:00 pm, for shoppers to enjoy and wish for good fortune in the year to come.

During the Year of the Rabbit celebrations, Pacific Place will be filled with artistic delights and good luck blessings for shoppers to revel in. It is the only luxury shopping mall to offer so many surprises to entertain its shoppers this Chinese New Year!





Source : Pacific Place / Bovey Lee

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