

Artist and designer Malou Ko Invited to Represent Hong Kong in Venice Design 2017

Digital illustration series *4 Seconds in Hong Kong* brings vibrant urban moments into the historic Palazzo Michiel during the Venice Biennale

On view from 13th May to 26th November, 2017, four works of digital illustration in the series titled *4 Seconds in Hong Kong* created by The Cabinet's founder Malou Ko are exhibited in Venice Design 2017. Curated by Nina Dorigo, the exhibition invited 49 designers from 25 different countries to be featured, with The Cabinet as the only design studio invited from Hong Kong.

A keen observer of urban life, Malou Ko created the *4 Seconds in Hong Kong* series to translate moments of energy and movement in Hong Kong into designs capturing four seconds of being alive in this vibrant city with a hint of humour. The digital prints vividly illustrate four classic scenes of life in Hong Kong, including a hot pot meal shared among loved ones, an exhilarating day at the horserace, a typical scene on the metro train, and a passionate game of mahjong. The series is produced with lenticular technology to depict the liveliness of these moments, as the images move as the viewers' gaze moves.

"Hong Kong is a tiny, dynamic city bursting with colours and action, with different things happening every second," said artist and designer Malou Ko, "I hope to introduce to the Venice Biennale audience from around the world this bright, vivacious side of Hong Kong, that is deep in our cultural veins but often little known by tourists, offering a glimpse into some of our favourite past-times."

The largest design exhibition running alongside La Biennale di Venezia, Venice Design is organized by the Dutch-based GAA Foundation, and hosted by the European Cultural Center in the historic Palazzo Michiel, facing the Grand Canal in the heart of Venice. Venice Design acts as an international platform for design investigations, contemporary mutations, and innovative creative attitudes through the exhibition of design works in various media and forms, from furniture to new media artworks.

Based in Hong Kong, The Cabinet (thecabinet.hk) is a design studio founded by Malou Ko in 2005, specialising in developing creative ideas and executing design solutions, with the belief that every impressive design requires expert attention to detail, effective research and analysis, and exquisite finishing. Malou Ko's works have a worldwide audience through projects with various organizations, ranging from international corporations to higher education institutions, from global luxury brands to world renowned airlines (thecabinet.hk/thedrawer.html). The Cabinet has an ever-evolving portfolio of various aspects of design, from product to graphic, from system to modelling, and constantly seeks new and exciting design opportunities.

Media and Artwork Sales Enquiries: media@malouko.com

Malou Ko malouko@malouko.com thecabinet.hk





4 Seconds in Hong Kong

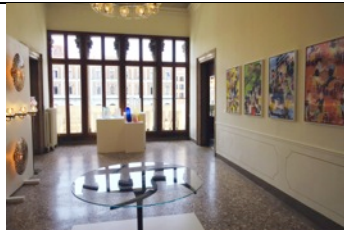
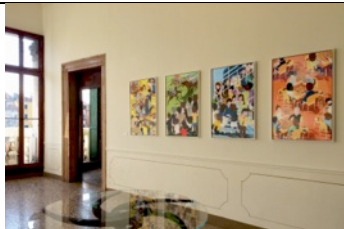
<http://thecabinet.hk/d-4secinhk.html>

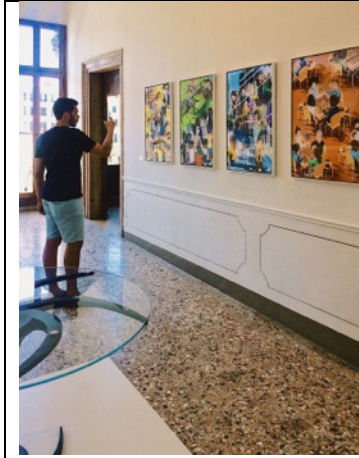
media@malouko.com

Pricing information upon request

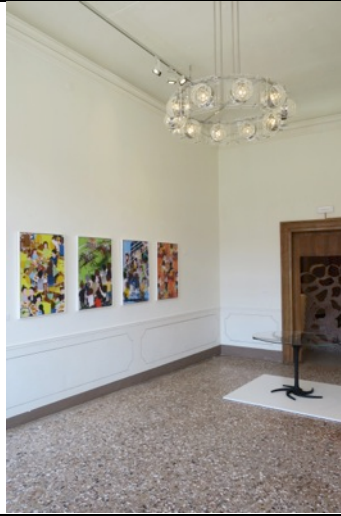
Artworks may be sold individually or as a set of four

			
<p><i>Hot Pot Circle</i> 64cm W x 94cm H Digital printing with lenticular printing 2017 Edition of one</p>	<p><i>Happy Valley</i> 64cm W x 94cm H Digital printing with lenticular printing 2017 Edition of one</p>	<p><i>Metro</i> 64cm W x 94cm H Digital printing with lenticular printing 2017 Edition of one</p>	<p><i>Mahjong Gathering</i> 64cm W x 94cm H Digital printing with lenticular printing 2017 Edition of one</p>

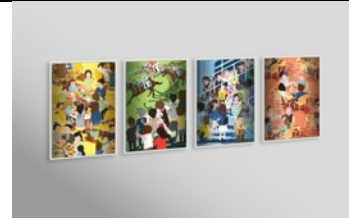
		
<p>Opening party on 11-12 May 2017</p>	<p>Artwork displayed in Palazzo Michiel</p>	<p>Artwork displayed in Palazzo Michiel</p>
		
<p>The illustration series <i>4 seconds in Hong Kong</i></p>	<p>Artwork displayed in Palazzo Michiel</p>	<p>Venice Design 2017</p>



Audiences viewing in Palazzo Michiel



Artwork displayed in Palazzo Michiel



Preview of the illustration series *4 seconds in Hong Kong*

High resolution photos:

<https://thecabinet.box.com/s/5lmh7p0jdljzlx52dx1qyx1etyslxut0>