INVITATION TO EXHIBITORS
FOR EXPRESSION OF INTEREST OF
HONG KONG EXHIBITION AT VENICE BIENNALE
INTERNATIONAL ARCHITECTURE EXHIBITION 2010

The Hong Kong Institute of Architects [HKIA] hereby invites (termed in short as "Invitation") interested individuals or group ("the Party") to express interest in serving as the exhibitor ("Exhibitor") for the Hong Kong Exhibition at the Venice Biennale 12th International Architecture Exhibition ("the Project").

Table of Contents of this invitation brief-

1. PROJECT OBJECTIVES
2. BACKGROUND OF THE BIENNALE
3. EXHIBITION THEME
4. EXHIBITION VENUE AND PROGRAM
5. FEE
6. SUBMISSION OF EXPRESSION OF INTEREST
7. ENQUIRIES

APPENDIX 1 – Location map, floor plan and photos of venue in Venice

* There is no commitment on both the Organizer and the EOI parties in this exercise
1. PROJECT OBJECTIVES

The Hong Kong Institute of Architects (HKIA) and Hong Kong Arts Development Council (HKADC) collaborate as “Organizer” of the Project with aims -

- to present a biannual exhibition of Hong Kong architecture and urban development in the highest standard;
- to promote the creative industry of Hong Kong in an international arena;
- to encourage artistic and intellectual dialogues between artists, architects and curators from around the world;
- to create favourable environment for the research, design and/or making of visionary architectural works in an exhibition scale;
- to disseminate knowledge gained from VB2010;
- to organize a series of Roadshow Exhibitions in selected Mainland cities to promote Hong Kong architectures to the Mainland;
- to organize a Response Exhibition to arouse wider public interest in art, architecture and city development in Hong Kong and Mainland cities under planning.

2. BACKGROUND OF THE BIENNALE AND HONG KONG EXHIBITION

In parallel with the Venice Art Biennale and Venice Film Festival, Venice Architecture Biennale is one of the most prestigious, spectacular and influential cultural meetings in the world. Every two years, the Biennale attracted tenths of thousands of visitors, over 3,000 accredited journalists, and more than fifty exhibiting countries and regions around the world to showcase the latest developments in cities and architecture.

With generous support from the Hong Kong Government funding and other private sponsors in 2006, HKADC and HKIA had joined hands and made a successful Hong Kong debut at the Venice Architecture Biennale. Our exhibition titled “VICE VERSA: displacing Acts, Lives and Thresholds of a Hyper City” had received over 70 local and international media citations. Also as part of the exhibition inauguration, we had held in Venice the forum titled “Making of the Hong Kong Exhibition and the Making of Hong Kong” while curators and exhibitors from Hong Kong had presented side by side.
side with 15 well-known architects and critics from around the world, debating on the unique character and urban aesthetics of Hong Kong. Year 2006 also marked the first national pavilion of China at the Venice Architecture Biennale, while the Hong Kong Exhibition had constructed a reciprocal dialogue on the art of building Chinese modernity and Chinese cities. While in 2008, our exhibition title was “Fabrica Cultura (Culture Fabricate): Hong Kong in Venice”. Six sub-themes namely Object, Landscape, Building, City, Media and Text, were located into six zones within the exhibition venue in Venice.

To continue with the tradition to “respond” to the Venice Biennale, the Project would be reformatted and made appropriate to exhibit in Hong Kong for the general public. In 2006, the Hong Kong Response Exhibition was held in Bank of China Tower, Central, as well as in 2008, at the Heritage Discovery Centre, Tsim Sha Tsui.

It would be our 3rd participation to the Venice Biennale this year in 2010. The Organizer proposes to extend the response in the form selected exhibits in a series of roadshow exhibitions at a number of selected Mainland cities, which tentatively include Beijing, Jilin/ Shenyang/ Shijiazhuang, Xian, Chongqing, Fuzhou and Guangzhou. The final destinations are subject to confirmation by early April 2010 by the Steering Committee of VB2010. The objective is to showcase the creative works of the profession to a broader audience in the Mainland.

Funding application to CreateSmart Initiative is being processed. Subject to the approval of funding support, the project should be put forward as scheduled. Otherwise, this project will be cancelled unless alternative funding source is available.

3 EXHIBITION THEME

3.1 Theme of the Hong Kong Exhibition shall respect and respond to the Venice Biennale 12th International Architecture Exhibition [People Meet in Architecture], titled by the 2010 appointed artistic director Kazuyo Sejima.

3.2 Theme of the Hong Kong Exhibition shall be agreed between the Steering Committee of VB2010. The Steering Committee of VB2010 will be

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composed of representatives from the Organizers and the appointed Curator.

3.3 The Organizer possesses no objection to the Proposal being further developed from prior architectural works, or prior projects of design, research, publication and/or exhibition.

4 EXHIBITION VENUE AND PROGRAM

4.1 The Venice Architecture Biennale will be held from 26 August to 21 November 2010, following by Road Show Exhibitions in the Mainland in February to July 2011 and a Response Exhibition Hong Kong in late 2011.

4.2 The program for the Exhibitions is as follows-

<table>
<thead>
<tr>
<th>Activity</th>
<th>Suggested Timeframe</th>
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<tbody>
<tr>
<td><strong>1st PHASE: Steering Period</strong></td>
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<tr>
<td>• Open invitation for Curatorial EoI</td>
<td>Early Feb 2010</td>
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<tr>
<td>• Briefing and Q&amp;A Session</td>
<td>Early Mar 2010</td>
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<td>• Submission of Detailed Proposal</td>
<td>Late Mar 2010</td>
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<tr>
<td>• Appointment of Curator/Creative Director [after the confirmation of CreateSmart Initiative]</td>
<td>Early Apr 2010</td>
</tr>
<tr>
<td>• Submission of Proposal to Venice Biennale</td>
<td>Apr 2010</td>
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<td><strong>2nd PHASE: Action Period</strong></td>
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<tr>
<td>• Selection of exhibitors and exhibits by the Steering Committee of VB2010</td>
<td>Apr - May 2010</td>
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<tr>
<td>• Submission of Exhibition details for Venice Biennale Official Catalogue</td>
<td>May 2010</td>
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<tr>
<td>• Preparation and shipment of Exhibits</td>
<td>May 2010 – Aug 2010</td>
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<tr>
<td>• Hong Kong press conference</td>
<td>Jul / Aug 2010</td>
</tr>
<tr>
<td><strong>3rd PHASE: Exhibition Period (in Venice)</strong></td>
<td></td>
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<tr>
<td>• Press preview and meeting</td>
<td>26 Aug – 28 Aug 2010</td>
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<tr>
<td>• Opening for Public</td>
<td>29 Aug – 21 Nov 2010</td>
</tr>
<tr>
<td><strong>4th PHASE: Roving Period (in China)</strong></td>
<td></td>
</tr>
<tr>
<td>[Tentative Itinerary]</td>
<td></td>
</tr>
<tr>
<td>• Beijing</td>
<td>15 – 30 Feb 2011</td>
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<tr>
<td>• Jilin / Shenyang / Shijiazhuang</td>
<td>15 – 30 Mar 2011</td>
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<table>
<thead>
<tr>
<th>Location</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Xian</td>
<td>15 – 30 Apr 2011</td>
</tr>
<tr>
<td>Chongqing</td>
<td>15 – 30 May 2011</td>
</tr>
<tr>
<td>Fuzhou</td>
<td>15 – 30 Jun 2011</td>
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<tr>
<td>Guangzhou</td>
<td>15 – 30 Jul 2011</td>
</tr>
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</table>

5th PHASE: Exhibition Period (in Hong Kong)

- Response Exhibition open for public
- Completion of VB2010 report to the satisfactory of the Steering Committee of VB2010 and CreateHK

5. FEE

5.1 Sponsorship shall be available to the selected Exhibitors based on the typology of production and setup:

<table>
<thead>
<tr>
<th>Typology of Production</th>
<th>Sponsorship</th>
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<tbody>
<tr>
<td>Installation Art Display</td>
<td>HK$50,000</td>
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<tr>
<td>Digital Art Display</td>
<td>HK$30,000</td>
</tr>
<tr>
<td>Panel Display</td>
<td>HK$10,000</td>
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</tbody>
</table>

6. SUBMISSION OF EXPRESSION OF INTEREST (EOI)

6.1 Your submission(s) should be a response to this year Biennale titled “People Meet in Architecture”, directed by Kazuyo Sejima;

6.2 Each submission should include a short exhibitor’s statement on “People Meet in Architecture”, its definition opened upon your professional, intellectual and creative interpretation;

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6.3 Each submission should be limited to **TWO A4 page** with content and theme of the exhibit and **ONE A4 page** of personal / corporate information and please state your copyright / credit of works;

6.4 Any party is entitled to 2 submissions for consideration as an Exhibitor;

6.5 The party should be either individual-based, team-based or practice-based;

6.6 EOI in writing should reach the Organizer premises (19/F, 1 Hysan Avenue, Causeway Bay, Hong Kong), by fax (2519 6011) or email (vb2010@hkia.net) on or before **3pm, Monday, 8 March 2010** (“Deadline”). Late submission will not be considered;

6.7 Shortlisted parties might be invited for interview at the HKIA premises;

6.8 The selected Exhibitors shall work closely and immediately with the Curators/Creative Director to prepare the Venice Biennale exhibition, its opening on 26 August, related promotional events, roadshow exhibitions in selected Mainland cities and a response exhibition after at a Hong Kong venue in 2011.

7. **ENQUIRIES**

7.1 The Party should visit regularly the HKIA website at [www.hkia.net](http://www.hkia.net) for updates and further announcement during the course of this Invitation.


7.3 For general administrative enquiries, please contact
HKIA VB2010 Secretariat Fiona KAM
Email vb2010@hkia.net
Tel. 2805 7096 or 2511 6323.

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APPENDIX 1

EXHIBITION VENUE

La Biennale di Venezia
Corderie Arsenale

Ca' di Dio

Ca' di Dio boat station

Campo della Tana

Via Garibaldi

Viale Garibaldi

Biennale Internazionale d'Arte

Giardini boat station

Giardini Biennale boat station
Courtyard showing entrance A, 在庭園望向A入口

Courtyard showing entrance B, 在庭園望向B入口

Main entrance 正門
Room 5, view from room 4, 從4號室望向5號室

Room 4, view from Room 1, 從1號室望向4號室

Courtyard庭園

Room 6, 6號室
Room 2, view from room 3, 遠3號室望向2號室

Room 1 & 3, 1號及3號室