

The Beauty of Green Buildings *Through the Lens of Architects*

**Marketing Promotion Materials
June 2025**

Hosted by



Venue Partner
 太古地產
SWIRE PROPERTIES

Supporting Partner
 HKGBC
香港綠色建築議會

Supporting Organizations
 AIA Hong Kong
A Chapter of The American Institute of Architects



香港建築師學會
The Hong Kong Institute of Architects



RIBA HONG KONG
Royal Institute of British Architects
Hong Kong Chapter



大灣區碳中和協會
GMA Carbon Neutrality Association

A Programme of

HKGreenWeek
香港綠色周

About The Campaign

Introduction:

Curated by renowned architectural photographer Jeff TUNG, and proudly partnered with Hong Kong Green Building Council (HKGBC), supported by AIA Hong Kong, RIBA Hong Kong Chapter, The Hong Kong Institute of Architects HKIA and GBA Carbon Neutrality Association, with Archify as the media partner, **“The Beauty of Green Buildings Through the Lens of Architects”** photography campaign aims to highlight the significance and aesthetic appeal of LEED / BEAM Plus-certified buildings, showcasing their environmental and functional contributions.

A prominent exhibition will be hosted to celebrate the winning works of this campaign, taking place at 1/F, Two Taikoo Place during Hong Kong Green Week 2025 (September 8 to 14).

Visit beautyofgb.com to learn more and sign up for photo submission.



Jury Members



Jeff Tung
A Registered Architect in Hong Kong;
A Fellow Member and Council Member of
Hong Kong Institute of Architects



Andy To
Managing Director, North Asia,
USGB & GBCI



Jing Wang
Vice President, North Asia,
USGB & GBCI



Ivan Fu
Director, Hong Kong Green Building
Council
Director, IWK + Partners



Bernard Chang
Founder, Actrice Bernard Chang



Julia Lau
President,
The Hong Kong Institute of Architects;
Director,
Urbantraces Ltd. & Tracophos Ltd.




Dennis Ho
Chair RIBA HK Chapter




Dennis Wu
Founding President,
Greater Bay Area Carbon Neutrality
Association;
CEO, AEC Group

Promotions on LEED Social Channels

Welcome to repost



**LEED in North Asia**
3,302 followers
1d • Edited •

The Beauty of Green Buildings Through the Lens of Architects – Call for Submissions Now Open!

Organized by **#USGBC** North Asia, this photography exhibition invites architects to capture the beauty of **LEED / BEAM Plus-certified buildings** in Hong Kong — through their eyes, and through their lens.

If you're an architect with a passion for green building, we invite you to share your unique visual story. Awarded works will be exhibited at Two Taikoo Place as part of Hong Kong Green Week 2025.

Submission Deadline: July 31st, 2025
Evaluation Period: August 2025
Award Winners Announced: September 8th, 2025
Photography Exhibition: September 8th–14th, 2025, during Hong Kong Green Week 2025
Submit your work: <https://lnkd.in/g/QTj9-RQ>


[About the campaign]
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A prominent exhibition will be hosted to celebrate the winning works of this campaign. The showcase will take place at 1/F, Two Taikoo Place during Hong Kong Green Week 2025 (September 8 to 14).

Learn more: <https://lnkd.in/g/xbXCsmc>
Let's spotlight the power and elegance of sustainable design—through your lens.



#BeautyOfGB #GBThroughLens #ArchitectsXBeauty #GreenArchitecture #PhotographyExhibition #LEED #HKGBC #SustainableDesign #ArchitectsPerspective







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Green building for everyone within a generation. #LEED #USGBC
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beautyofgb_official关注了





**LEED在中国** 已关注

建筑师镜头下的绿色之美 | 摄影征集开始啦!
如果你热爱建筑，也关注绿色可持续，千万别错过这个特别的机会!

由LEED北亚区主办的摄影展《The Beauty of Green Buildings Through the Lens of Architects》现正公开征集作品。

只要你是香港注册建筑师，就可以用镜头记录LEED / BEAM Plus认证的香港绿色建筑，展现你眼中的绿色之美!

建筑是光影流动的立面？还是隐藏在城市角落的可持续细节？这次，我们想看到的，是你眼中的绿色建筑故事。

征集时间：即日起至7月31日
评审时间：8月
获奖公布：9月8日
线下展览：9月8–14日，香港太古坊二座

获奖作品将于香港太古坊二座一楼举办展览，作为2025香港绿色周的重点环节之一（展期为9月8日至14日）。

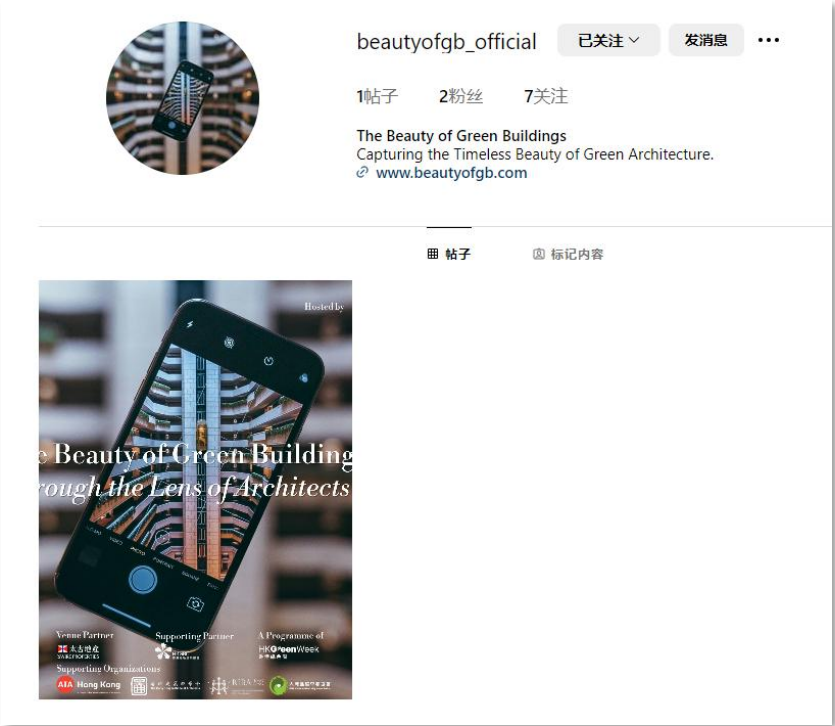


Campaign Specific Instagram & YouTube Channel

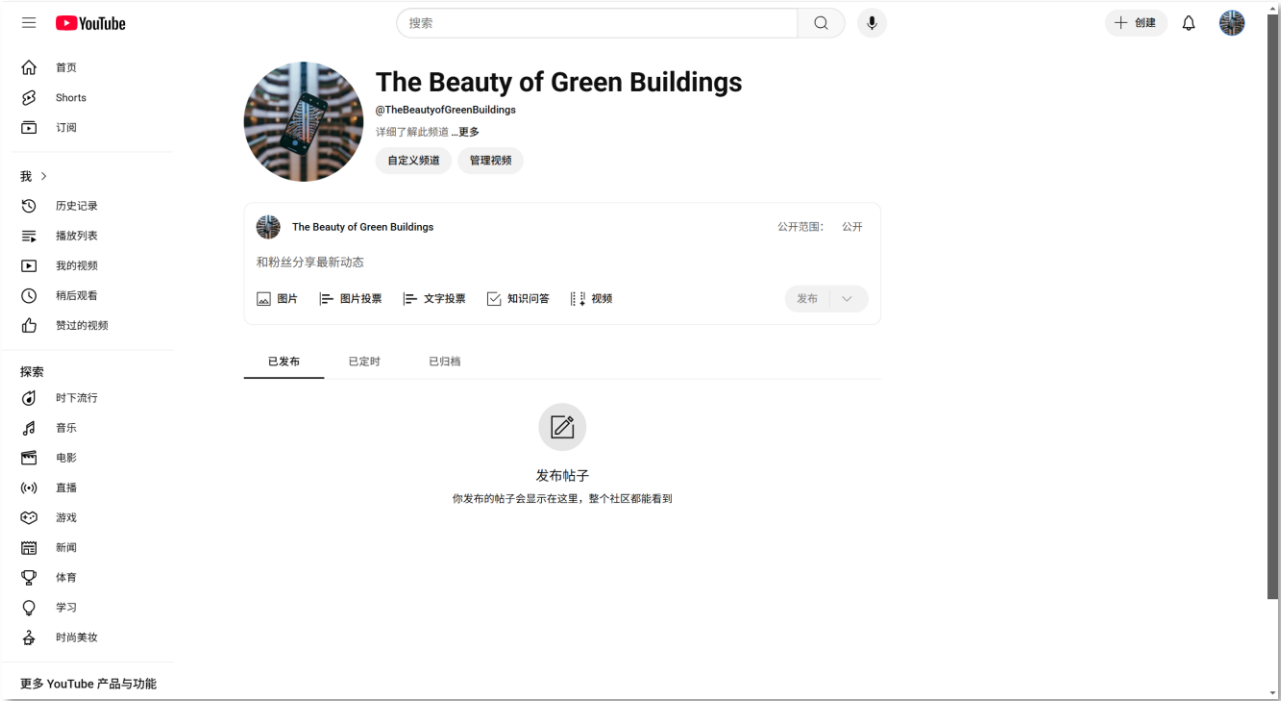


Your interview videos will also be featured on it!

https://www.instagram.com/beautyofgb_official/



<https://www.youtube.com/@TheBeautyofGreenBuildings>



Useful Tool List

Official Website	https://www.beautyofgb.com/
Submit the Photo	https://www.beautyofgb.com/login
List of all 162 LEED-certified and BEAM Plus-certified projects	https://www.beautyofgb.com/download/Hong%20Kong%20Green%20Buildings_As%20of%20April%202025.pdf
Campaign KV in different formats (Facebook/Instagram/LinkedIn Red Note/X)	https://drive.google.com/drive/folders/1UxfIRsLzxEEhY9pyCRZf20zJYg0vLyDa

Communication Strategies



- Final submission day

July 31st, 2025

May 2025

- www.beautyofgb.com goes live
- Social media promotions

June 18th, 2025

- **Call for submission**
- Social media promotions
- E-mail distributions (USGBC to LEED professionals; AIA HK, RIBA HK Chapter & HKIA to their members)

Aug 2025

- **Evaluate all submissions**
- **Review and discuss** shortlisted entries
- **Select award winners** through a fair and collaborative process
- **Confirm and endorse** the final shortlist for public announcement

Sep 8th, 2025

- **Exhibition** opening ceremony
- Announcement of top 3 awardees
- 7-10 days exhibition duration
- Media exposure

