

WE CREATE, WE ARE ARTISANS



JOURNEY INTO YOUR IMAGINATION.

— THE ARTISANAL MOVEMENT

The Artisanal Movement is a cultural vision, a philosophy for living.

In the age of machines, we want to celebrate something more human.

We believe in the power of creativity, and that *making* is an expansive act for a meaningful, lasting and sustainable way of life to kindle the artisan spirit in us.

Through *Collect*, *Connect*, *Collide*, The Artisanal Movement becomes an incubator for ideas, and a channel for audiences to experience them.

The Artisanal Movement

WE CREATE, WE ARE ARTISANS



AIR

The cool perfume of
crisp air fills the atmosphere.
You feel renewed.

The Artisanal Movement amasses the tiny,
fundamental but vital things that you care about,
like fresh air.

A black and white artistic photograph of water droplets and ripples on a dark surface. The image captures the intricate patterns and textures created by water, with several droplets in various stages of formation and reflection. The lighting highlights the glossy, curved surfaces of the droplets and the delicate ripples on the water's surface.

WATER

The basis of life, in the form
of a formless matter.

The Artisanal Movement values and provides
the most intrinsic matters that most take for granted,
like the source of fresh water.



LIGHT

A gentle warm beam,
an art form that dances and
thrives in nature.

Bask in the natural light you'll find in The Artisanal
Movement's projects.

The Artisanal Movement is a cultural vision and a journey of imagination for everyone. It allows people, communities, stories, cultures and varying ideas to connect and collide freely, genuinely. The Artisanal Movement provokes, excites and expands minds; it promotes a way of life that favours not only the sophisticated, but also the fundamental——like air, water and light.



ADRIAN CHENG

Cultural Entrepreneur
Founder of The Artisanal Movement

The brain behind The Artisanal Movement, a new creative undertone of New World Development’s culture, Adrian Cheng is the fourth-generation leader of one of the world’s most prominent families. With his international background and a passion for arts and culture, he’s also leading a cultural change for the next generation.

The Artisanal Movement curates a bespoke and contemporary lifestyle for the millennials and Gen z, injecting a dash of creativity in their everyday life as Adrian believes that innately everyone is an artisan. The motto of the Movement — *Collect. Connect. Collide*—is evident in all of his projects. From K11, the world’s first museum-retail concept, to the wabi-sabi themed residential project The Pavilia Hill, to Eight Kwai Fong, the group’s first artisanal serviced apartment, every touchpoint showcases a culture, a way of life, where every detail and experience is carefully *curated* to bring about a meaningful encounter.



COLLECT

Brilliant minds, inspiring
individuals and rare collectables.

Each with a story to be told, an artisan spirit
to be discovered.

THE FIRST BESPOKE SERVICED APARTMENT

— 8 KWAI FONG

A LIVING MUSEUM

Where collectables are curated not only for one's visual appreciation, but to accentuate a bespoke, artisanal living style novel to Hong Kong.





A MOMENT OF CONVIVIALITY

Amusing chatter and lasting memories of joy are only an icebreaker away here.

Comfort and livability are central to its inception. A timeless collectable by Arne Jacobsen and Flemming Lassen that encourages attentiveness and conversations, the high back also offers a warm, human approach to the modern design.

WHERE IMAGINATION RUNS FREE

Decidedly blurring the line between our reality and Chinese and Western fairy tales, the images tie up memories and narrations, encouraging the viewer to reflect on daily trifle things with a different interpretation.

Eskimo is from a series of Zhao Yang's paintings that show the fundamental conditions of human beings and their basic needs such as hunting animals in nature to survive.

ZHAO YANG
Eskimo
2014
Oil on Canvas
200 × 200cm



COLLABORATIVE
RESTAURANT AND CAFÉ
IN THE QUAIN
NEIGHBOURHOOD OF
SAI YING PUN

— COBO HOUSE & ARTISAN ROOM

CONCOCTING A BOHEMIAN FLAVOUR

Nestled in the endearing neighbourhood of Sai Ying Pun not unlike Notting Hill, where the old and the new blend harmoniously, a restaurant and a café are playing their part in creating a bohemian community. Their design concepts and offerings stay true to the local heritage, while also revitalising it with a touch of artisanship.



FOOD AND ART MELD SEAMLESSLY TOGETHER

Chefs are more than just craftsmen or business persons; they offer patrons scents and flavours that stimulate and surprise; they explore new ways, like artisans, to manipulate food in order to entice.

Helming the chic restaurant in Sai Ying Pun is two-time Best Pastry Chef Janice Wong*, who combines local culture, Hong Kong-grown produces and edible art to lead patrons onto a culinary journey.

*2013 AND 2014 SAN PELLEGRINO ASIA'S 50 BEST



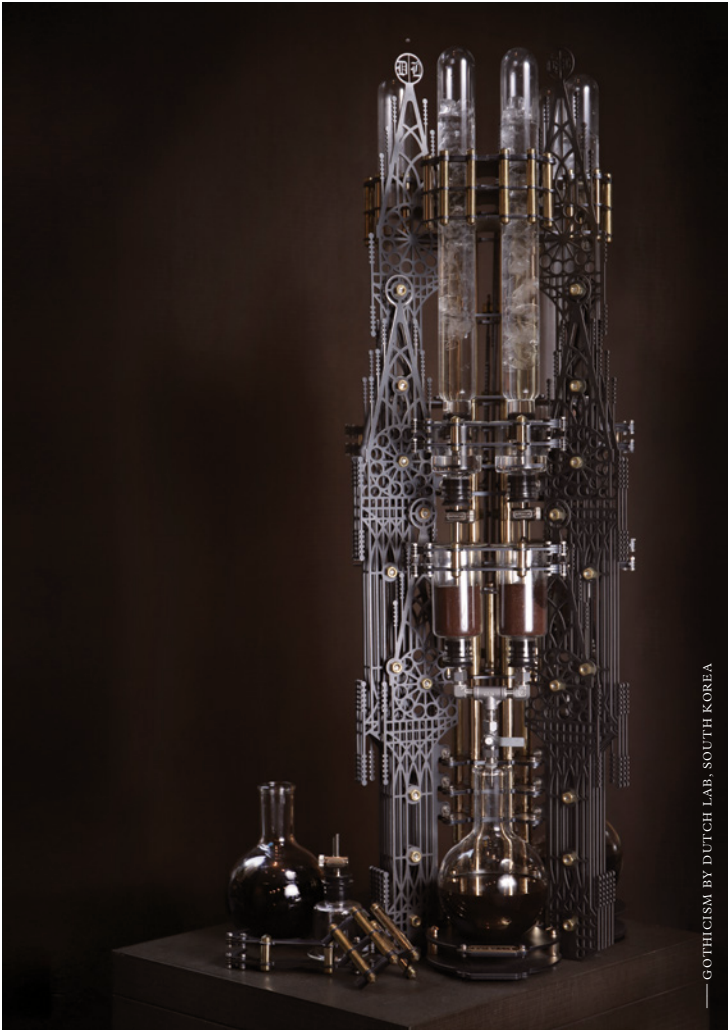
A TOUCH OF HONG KONG'S HERITAGE

Drawing inspiration from the century-old transportation, the chandelier *Ding Ding* at this chic restaurant is named after the iconic sound of the Hong Kong tram, while all lighting rails here are also designed as a tribute to the tram's heritage.

For an extra dose of nostalgia, napkins steeped in traditional Chinese floral water are proffered prior to every meal.

AN EXTRACTION OF ARTISANSHIP

Artisanal coffee, the brown nectar that fuels the creative mind, is now a way of life. At a quaint café in Sai Ying Pun, a new community of coffee aficionados is slowly brewing. Each decanter of coffee from this 3.5 feet ice drip gothic apparatus, designed by a team of baristas, architects, industrial and graphic designers, requires eight hours of dripping. Only 3 were ever built.



— GOTHICISM BY DUTCH LAB, SOUTH KOREA



— JINGDEZHEN BESPOKE COFFEE JUG AND
LIU LI COFFEE GLASS

DRIZZLED WITH AGE-OLD CRAFTS

At this café in Sai Ying Pun, coffee is served in one-of-a-kind ceramic carafes handmade by veteran pottery masters from *Jingdezhen*, China’s porcelain capital.

It is then poured into translucent *liu li* cups—a unique Chinese art form with 3,000 years of history. Its high density minimises the oxidation rate of coffee, preserving its full flavour note for true connoisseurs.

No details are too small—together with the *liu li* cup and carafe, each order is presented on hand-hammered bronze plates, a dying art preserved in *Tiancheng*, Guangzhou.



— BESPOKE HANDCRAFTED BRONZE PLATE FOR ARTISAN ROOM

CONNECT

Differing cultures, distinct
expertise, thought-provoking
nonetheless.

The Artisanal Movement forges unlikely
collaborations and connections that break boundaries.
We do so to stimulate creativity.



SERENITY WITHIN A CITY

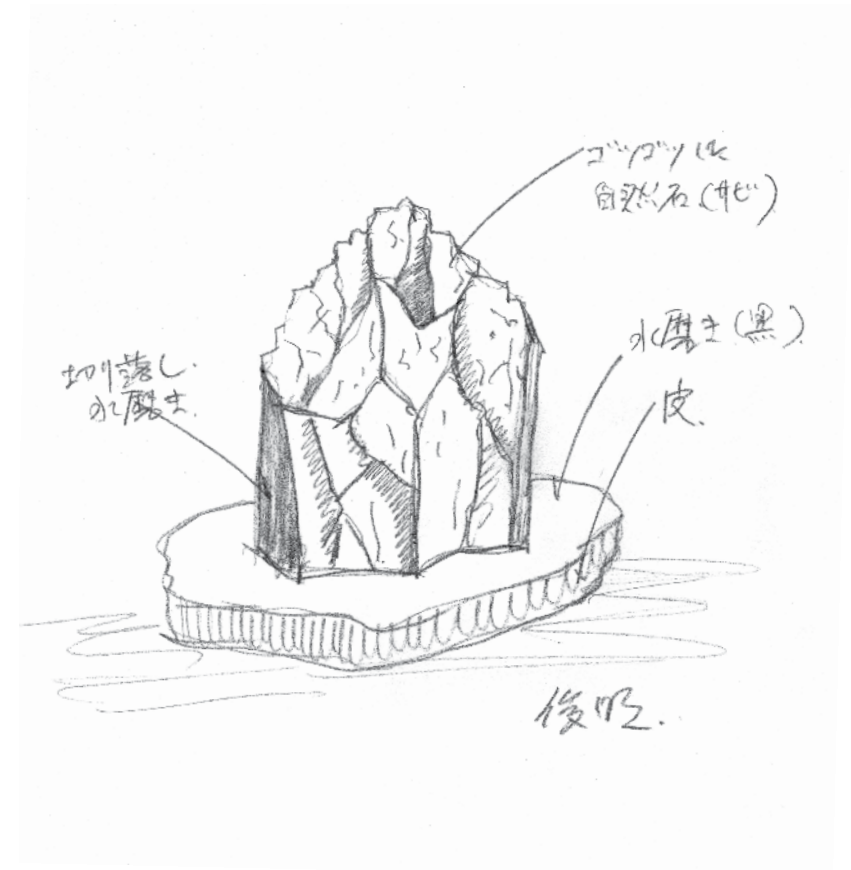
— THE PAVILIA HILL

The Artisanal Movement casted a connection between the Zen priest and the wabi-sabi practitioner who share an affinity with the beauty of nature.

Collaboratively, and with their expression of the mind, they created a residence inspired by the meditative and natural forces of nature.

SHUNMYO MASUNO

Chief Priest, Kenkoh-Ji Temple
President, Japan Landscape Consultants Ltd.
Professor, Tama Art University



AN ETHEREAL PRESENCE

Masuno-san, a radiant and revered figure, skilfully combines nature and contemporary elements with traditional design vernaculars. His stone sculptures and calming landscape design are an expression of his spiritual ideas.

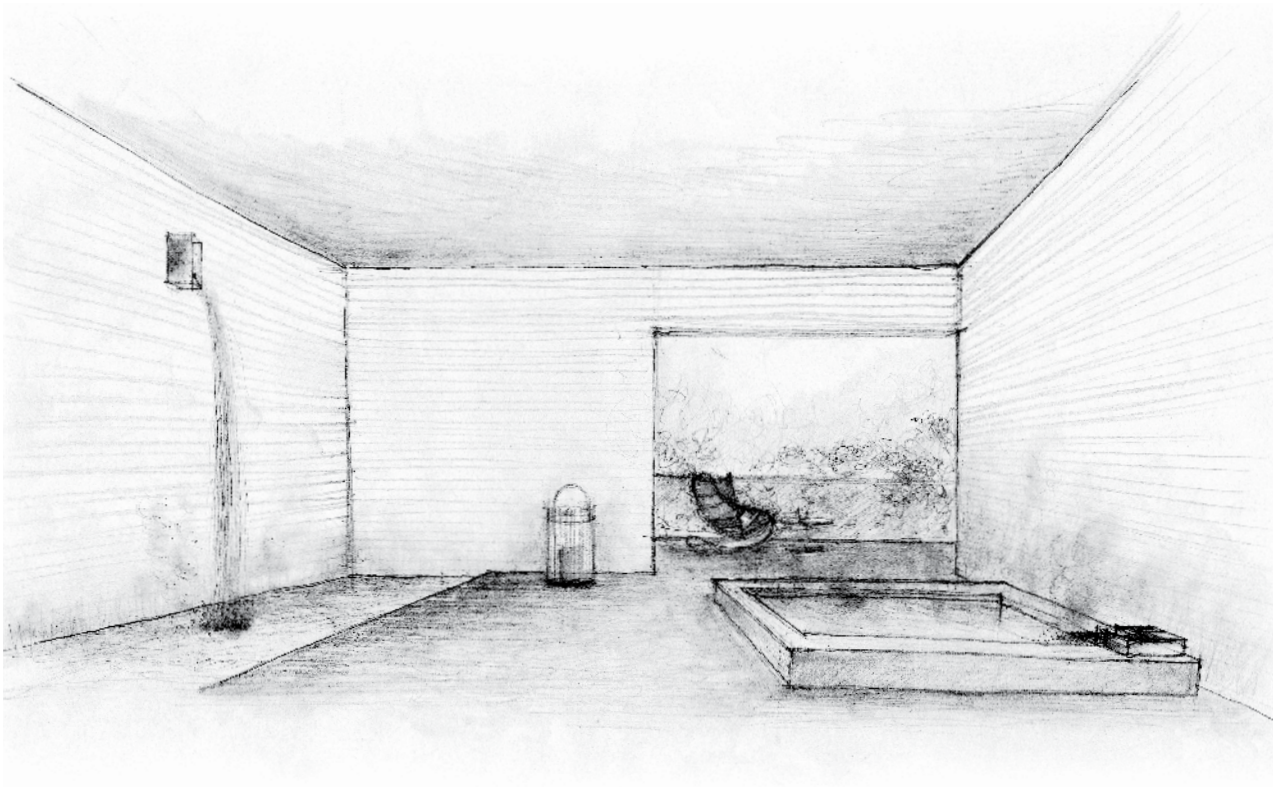
PURSUIT OF THE EPHEMERAL

Influenced by the Japanese philosophy of Wabi-sabi, a concept that celebrates imperfection and the natural decay of life, Ikebuchi-san demonstrates the understated beauty of nature in every detail.

Through his practice in Singapore, Ikebuchi-san’s work intermingles with nature and modernity, inviting nature to our lives.

KOICHIRO IKEBUCHI

Founder of Atelier Ikebuchi Pte Ltd.



KOICHIRO IKEBUCHI
Clubhouse Designer's Impression of the Clubhouse**

EXHIBITING NATURE

— MOUNT PAVILIA

In an unlikely partnership made possible by The Artisanal Movement, four eminent artists with varying backgrounds and crafts, joined hands with an internationally celebrated architect to create the first sculpture park living experience in Hong Kong.

MINSUK CHO

South Korean Architect, Founder of Mass Studies



CREATOR OF DRAMATIC ARCHITECTURE

The 14th Venice Architecture Biennale Golden Lion Award winner has elevated the architectural landscape across the world with his oft-abstract structures of fluidity and high drama.

His sculptural design at the World Expo 2010 has also propelled him to the forefront of contemporary architecture.

ARTISTS AND THEIR SCULPTURES THROUGH MANIPULATION



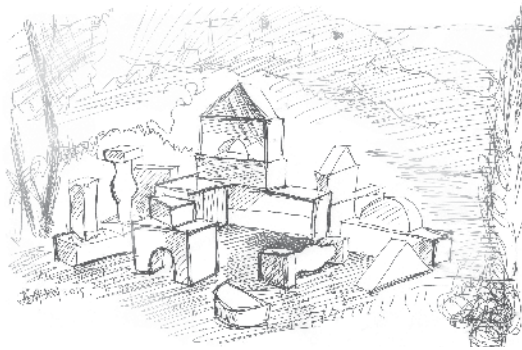
KUM CHI-KEUNG

The Hong Kong artist has used his unique artistic language—birdcages in varying forms—to explore social, cultural and environmental issues. To him, sculpture is an endless source of inspiration and interpretation.



GAO WEIGANG

The Beijing mixed-media artist is a great manipulator of preconceptions; his work, though seemingly simple, challenges the viewer's accustomed visual culture with a sense of humour and an overriding hint of scepticism.



©2015 OTHONIEL / ARS, NEW YORK / ADAGP, PARIS.
JEAN-MICHEL OTHONIEL IN FRONT OF THE BEAUTIFUL DANCES,
VERSAILLES 2015
PHOTO: PHILIPPE CHANCEL



JEAN-MICHEL OTHONIEL

The Parisian is inventing a world with an oeuvre that ranges from drawing to performance. His sculptures take on an architectural dimension that speaks to a large public, while also exploring ideas of transformation and material mutation.

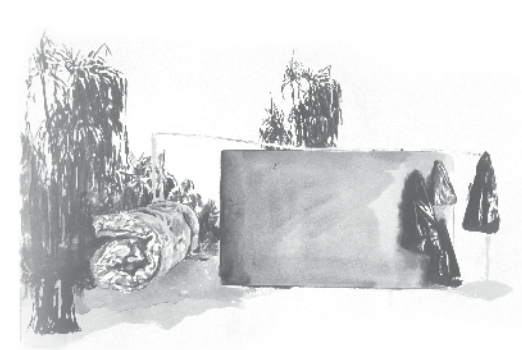


PHOTO: ALASTAIR MILLER COURTESY GALERIE PERROTIN



TATIANA TROUVÉ

Italian-born Trouvé's intricate sculptures exquisitely transform everyday objects into elegant architectural forms. She limns the boundaries between the mental and physical where material form converges with immaterial.



IMAGINE THE AURORA REFLECTION

— SKYPARK

The stark cultural contrast gave rise to an idea connected by light.
A co-living model in the air that breaks boundaries and creates a sense
of community. A Nordic idyll is redefining Mong Kok.



START SMALL, GO BOLD

The Dutch design firm concrete, best known for its boutique hotel
and co-living space designs, was given a mighty task to bring
spaciousness to one of the world's most densely populated districts,
Mong Kok—at 130,000 people per square kilometre. It was a concept
that's completely undreamed of. But one can dream to escape,
and be rewarded.

CONCRETE

Designer of the Citizen M Hotel
Designer of W Verbier Hotel in Switzerland





NORDIC IDYLL —

WHEN NATURE AND COMMUNITY CONVERGE

Under the Aurora Borealis, and the fresh, crisp air of the north, communities come together.

It's the simple pleasure of companionable moments and the subtle connection between human and the colourful nature that make the Nordic gratification covetable.

The question becomes: *“What if this was connected with Mong Kok’s disarray?”*

COLLIDE

The Artisanal Movement
provokes and excites.

When one brilliantly compelling force meets another,
they question, they share and they amalgamate to create
something new and bold.



THE BEGINNING
OF THE PAVILIA SERIES

— THE PAVILIA HILL

A special place where the mind dwells,
a pinnacle of sophisticated living



PHOTOGRAPH TAKEN AT THE PAVILIA HILL ON 22ND APRIL 2017. IT HAS BEEN EDITED AND PROCESSED WITH COMPUTERIZED IMAGING TECHNIQUES.

A MEDITATION HEAVEN

Masuno-san calls it *a garden of imagination*. It is a sanctuary free of burdens of the world.

The Zen garden is shaped by the five bespoke stone sculptures that echo *mountain, water, existence, purity* and *sounds*, handpicked by Masuno-san from Japan.



— PHOTOGRAPH TAKEN AT THE CLUBHOUSE OF THE PAVILIA HILL ON 23RD APRIL 2017. IT HAS BEEN EDITED AND PROCESSED WITH COMPUTERIZED IMAGING TECHNIQUES.



— PHOTOGRAPH TAKEN AT THE CLUBHOUSE OF THE PAVILIA HILL ON 22ND APRIL 2017. IT HAS BEEN EDITED AND PROCESSED WITH COMPUTERIZED IMAGING TECHNIQUES.

THE ART OF WABI-SABI

In the belief that *nothing lasts, nothing is finished, and nothing is perfect*, Ikebuchi-san uses natural materials that will age in their own original and beautiful ways, intentionally preserving the textures to emphasise natural beauty and simplicity.

A contemplative and quintessentially modern space with semi-translucent *shji* screens and natural materials.

Foreign to Hong Kong, the aesthetics of a Japanese onsen creates great communal intimacy. Ikebuchi-san brings nature—the rolling hills, the cascading of water, light and shadows—closer to home at THE PAVILIA HILL.



— PHOTOGRAPH TAKEN AT THE CLUBHOUSE OF THE PAVILIA HILL ON 22ND APRIL 2017. IT HAS BEEN EDITED AND PROCESSED WITH COMPUTERIZED IMAGING TECHNIQUES.

THE EVOLUTION OF THE PAVILIA SERIES

— MOUNT PAVILIA

— PHOTOGRAPH TAKEN AT THE CLUBHOUSE OF MOUNT PAVILIA ON 30TH APRIL 2017. IT HAS BEEN EDITED AND PROCESSED WITH COMPUTERIZED IMAGING TECHNIQUES.

Bask in the breeze,
hear the whispers of art,
embrace a world of living nature

SCULPTURE PARK LIVING EXPERIENCE

The new sculpture park-residence is situated in Clearwater Bay, the back garden of Hong Kong where traditionally a sense of community was lacking. Four statement sculptures themed on the idea of Home were created to encourage interaction.

Each is a site-specific installation to evoke a sense of arrival, sharing and comfort.

GAO WEIGANG
Home
2015
Marble Stone
Dimension Variable



TATIANA TROUVÉ
Waterfall
2013
Painted Bronze, Concrete, Water
175 × 260 × 87cm



JEAN-MICHEL OTHONIEL
Clear Water Bay's Rebounds
2015
Casted Anodized Aluminium
255 × 308 × 203cm



KUM CHI-KEUNG
Share
2015
Paint, Stainless Steel
200 × 400 × 360cm



— FOUR PHOTOGRAPHS OF THE SCULPTURES TAKEN AT MOUNT PAVILIA ON 3RD APRIL 2017 AND 28TH APRIL 2017. IT HAS BEEN EDITED AND PROCESSED WITH COMPUTERIZED IMAGING TECHNIQUES.

WHITE YARD

Inspired by the four sculptures around MOUNT PAVILIA, architect Minsuk Cho devised a sculptural complex—a transformative, mixed-used space—that greets the community of Clearwater Bay.

The White Yard breaks the boundaries of living, art and community.

It is a sculptural monument and a welcoming space. It is the prelude to a sculpture park living experience. It is an art piece yet it sits understatedly within nature.



— PHOTOGRAPH TAKEN AT THE CLUBHOUSE OF MOUNT PAVILIA ON 30TH APRIL 2017. IT HAS BEEN EDITED AND PROCESSED WITH COMPUTERIZED IMAGING TECHNIQUES.

DISSOLVES THE BOUNDARIES OF INSIDE AND OUTSIDE

Its curvaceous glass and brick wall, like a sinuous curtain, brings one closer to the stunning landscaped community.

Here, Cho exhibits nature in its most magnificent glamour, illustrating the essence of a Sculpture Park in every minute detail.

PICNIC IN AURORA DREAMS

— SKYPARK

A NORDIC IDYLL IS REDEFINING MONG KOK

Where Mong Kok's urban fabric *collides* with The Artisanal Movement's desire to create a place for a relaxed co-living culture.

Hong Kong and the live-and-breathe Nordic living style could not be more unlike. Yet, the convergence of the two cultures fashioned a pleasant surprise in the most unexpected of locations.

A kaleidoscope of colours

A *Collision* of cultures

The surprise of an all-new perspective





SKY STAIRS & THE LAWN

A stunning outdoor staircase that transitions to a sky garden atop, from where the flickering lights and clamour of Mong Kok fade into the background.

A place for quiet introspection and social gatherings.



THE AURORA

The *Break the Wall* design concept and the use of Scandinavian design creates both a sense of openness and a jolt of fun in the otherwise swarming Mong Kok.

It challenges the preconception of modern living in Hong Kong.



[#]The address of the website designated by the vendor for the development for the purpose of Part 2 of the Residential Properties (First-hand Sales) Ordinance.

^{*}The opening hours and the use of the Clubhouse and the recreational facilities shown on this advertisement/promotional material are subject to the relevant laws, the conditions of the land grant, the provisions of the deed of mutual covenant of the Development and the actual condition. Fees may be charged for the use of the Clubhouse and the recreational facilities. The Clubhouse and the recreational facilities may not be immediately available for use upon the completion of the Development. The names of the Clubhouse and the recreational facilities herein are for promotional purpose only, and may not be used or provided in the building plans, title deeds or other legal documents. The names may be changed upon or after completion of the Development and no undertaking, representation or warranty has been given by the vendor whether express or implied. The vendor reserves the right to amend the design, user and name of the Clubhouse and the recreational facilities.

THE PAVILIA HILL

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District: North Point

www.mountpavilia.com.hk#

Name of the street and the street number:

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District: Clear Water Bay Peninsula North

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