

# Reaching Out



Artists work at the exhibition gallery in Citywalk.



Showcase of hip-hop dance and beat box after a series of workshops for young people.



Residents in Wan Chai participate in local community art jamming sessions.



Video making workshop for Tokwawan community.

## An artistic brush in urban renewal

The URA believes that arts and culture could, if positioned and managed properly, provide an innovative way for the URA to improve the quality of living in old urban areas.

The URA Board decided in August 2011 that integrating arts and cultural elements in urban renewal was worth further exploration as this would help improve the quality of living in old urban areas.

In the past 12 months, the URA had pioneered into a new horizon in its work in support of arts and culture in old urban areas:

- Supported seven arts organisations through our Pilot Scheme of Arts and Cultural Partnership Programme, benefitting over 70,000 residents in old urban areas.

- Licensed Hong Kong Arts Centre to use one of our acquired blocks on Wing Lee Street for its artist-in-residence programme.



Number 5 Wing Lee Street houses the artist-in residence programme.

- Licensed New Life Psychiatric Rehabilitation Association to use our acquired shop on Prince Edward Road West for running a social enterprise involving the Association’s beneficiaries with art and culture theme with support of local artists.



Creative workshop and art projects for display and sale at the ground floor shop, 192 Prince Edward Road West.

- Supported over 20 events in Oasis Gallery, a temporary event venue in Central Market.



Exhibitions and activities by local artists at Oasis Gallery.

- Staged arts and cultural events in commercial areas of our developed projects.



Dance performance and art exhibition at Citywalk of the Tsuen Wan Town Centre project.



An experience of the dilapidated living conditions in old urban areas in the Urban Renewal Exploration Centre.



Teachers attend briefing sessions on the education kits.



Education kits for primary schools.

## In touch with students

Engaging the community, especially students, forms part of our mission to regenerate our city. With a proper understanding of the problem of urban decay and sharing of our vision in improving the quality of living in urban areas, we can maximise our efforts and impact in our work.

Last year, we

- upgraded our Urban Renewal Exploration Centre, a dedicated platform for showing the dilapidated living conditions in old urban areas and URA's mission in regenerating our city.
- produced printed and multi-media versions of education kits for primary and secondary students.
- launched special programmes for secondary school students to get first-hand information and experience of the dilapidated living environment in old urban areas, as well as URA's efforts in tackling the problem.
- organised territory-wide competitions to facilitate members of the public to explore different facets of the old districts. They included a video competition for secondary schools and a drama competition for community organisations.



A group photo with the winning teams of the video competition for secondary schools.

## Serving residents' needs under one roof

The first Urban Renewal Resource Centre (URRC), set up by URA in Tai Kok Tsui, began its one-stop-shop service with its opening in April 2012. The user-friendly and conveniently located Centre is able to provide a holistic service for residents in need of our redevelopment and rehabilitation services.

Measuring 10,000 square feet in area, the Centre contains interactive multi-media games, e-kiosks, a mediation centre and meeting rooms and facilities for meeting, talk, conference for urban renewal and related community activities.

## Volunteering to serve

Our volunteers are committed to serving those in need and supporting a wide variety of community services, from visiting elderly homes to helping clean up shelter homes. Volunteerism and community services are encouraged by and organised by our Staff Club. In recognition of our work, we were again awarded as a Caring Organisation by the Hong Kong Council of Social Services for three consecutive years.



URA staff explains the flat-for-flat scheme.



Visitors explore an interactive multi-media game in the Centre.



URA volunteers participate in an event by Hong Chi Association in support of their projects for people of intellectual disabilities.



URA Chairman Mr Barry Cheung and URA's volunteer service team to clean up a beach on Lamma Island.