

Hong Kong's flagship pop music festival “HKT x WESTK POPFEST” returns in November 2024



Special guests, singers and artists joined the press conference to announce the second edition of the “HKT x WESTK POPFEST”

(29 August 2024, Hong Kong) The West Kowloon Cultural District Authority (the Authority or WKCD) and HKT join together to proudly present Hong Kong's flagship pop music festival “HKT x WESTK POPFEST” (POPFEST), which will be staged from 31 October to 3 November 2024 at the West Kowloon Cultural District (WestK). With HKT as title sponsor and the WKCD Performing Arts Division as curator and producer, the second edition of POPFEST will present a stellar line-up of pop talent over four consecutive days, featuring the hottest local idols and groups including Anson Lo from MIRROR, COLLAR, Jeffrey Ngai, Phoebus from P1X3L and Yan Ting, as well as popular overseas artists including Jorja Smith, MONDO GROSSO, Hikari Mitsushima, Colde and SHOU. More than 60 programmes will be staged across WestK's diverse venues, including Wonderland, Freespace, Art Park, M+ and Lau Bak Livehouse.

The second edition of POPFEST will continue to blend pop culture with artistic creativity, with the award-winning UK immersive art light installation **Submergence**

featured at WestK's Harbourside Lawn, and **HKT x WESTK POPFEST: "Submerged Paradise" – Harbourside Installation Dance**, the city's largest-ever music and dance party. Curated by renowned dance director Shing Mak and joined by local pop artists and dancers including Stanley from MIRROR and *King Maker V* Champion Lyman Heung, POPFEST will offer music fans a one-of-a-kind multi-dimensional experience.

Jat Sew-tong, Chairman of the WKCDA Performing Arts Committee, said, "POPFEST showcases the forward-looking approach of WestK as a cultural landmark, testifying to our commitment to fostering the development of Hong Kong's performing arts industry. For the second edition of POPFEST, we are excited to offer audiences a one-of-a-kind music festival experience in indoor and outdoor venues spanning across the District. We are grateful to HKT, the title sponsor of POPFEST for the second year, and our other sponsors and partners, for their staunch support. We look forward to welcoming music fans and arts and culture enthusiasts from Hong Kong, Mainland China and overseas to join POPFEST, one of the best musical extravaganzas in Hong Kong."

Susanna Hui, HKT Group Managing Director, said, "HKT has always connected people and enriched their lives through creativity and innovation. We are delighted to collaborate once again with WestK and join hands with a group of talented musicians and dancers to create 'HKT X WESTK POPFEST'. By blending popular music with various art forms, we hope everyone in Hong Kong can enjoy a brand-new music and art experience, promoting the development of local art and culture, while also attracting more tourists to feel the vibe of Hong Kong as an international event hub."

POPFEST is also supported by American Express, POPFEST's Payment Partner; Cathay, WKCDA's Travel Partner.

Headliners from Hong Kong and overseas perform for two nights on the Wonderland stage

HKT x WESTK POPFEST: Popnorama – the major highlight of POPFEST – will take over the iconic outdoor stage Wonderland at WestK on 2 and 3 November, featuring 10 top-notch pop acts from Hong Kong and around the world. The first evening (2 November) will present a stellar line-up of local idols, while the following evening (3 November) will spotlight hitmakers from the UK, Japan, Korea and Taiwan, promising to take POPFEST to new heights. Among those appearing over the two nights are:

2 November (Saturday):

- **Anson Lo** from MIRROR;
- Girl group **COLLAR**;

- **Jeffrey Ngai;**
- **Phoebus** from P1X3L;
- **Yan Ting**

3 November (Sunday):

- UK R&B singer and Brit Awards “Best British Female Artist” 2019 **Jorja Smith;**
- Japanese singer **Hikari Mitsushima** in a crossover with Japanese producer **MONDO GROSSO;**
- Korean R&B singer-songwriter **Colde,** and
- Taiwanese singer-songwriter **SHOU**

Independent music producer J3M1 collaborates with local singers for “Celestial Unboxed”

HKT x WESTK POPFEST: Celestial Unboxed takes place at The Box at Freespace on 2 and 3 November, featuring local independent music producer J1M3 – a close collaborator with various popular singers and bands – as music director together with four local singers each with a distinct personal style. Embracing the explorative spirit of Freespace, the concert’s concept draws on the four astrological elements, Fire, Earth, Water and Wind, to present pop music works and arrangements with contrasting lighting and video that embody the passionate intensity of fire, the stability and solidity of the earth, the fluidity and sensitivity of water, and the ever-changing nature of wind. The featured artists are:

- **Jaime Cheung** from girl group Beanies (Wind);
- **Kendy Suen** (Earth);
- **Zelos Wong** (Fire), and
- **Zeno Koo** (Water)

Innovative cross-disciplinary collaboration blending pop music, dance and visual arts

As a cultural and artistic landmark in Hong Kong, WestK is dedicated to promoting cross-disciplinary collaborations across different art forms and genres, fostering the development of the local arts and culture scene. This year’s POPFEST will take an innovative approach to integrating elements of dance and the visual arts, offering audiences a unique outdoor music festival experience.

Submergence, a massive immersive light installation created by internationally acclaimed UK artistic team Squidsoup, will be staged at Harbourside Lawn East from 1 to 3 November. This award-winning installation has been exhibited in more than 70

countries and regions, including Belgium, the Netherlands, the United States, the UK and Argentina and received widespread acclaim.

Against the backdrop of *Submergence*, an outdoor music and dance party, **HKT x WESTK POPFEST: “Submerged Paradise” – Harbourside Installation Dance**, will be held over three consecutive nights (1 to 3 November). Renowned Hong Kong choreographer Shing Mak and beatboxer DJ Heartgrey will join forces to curate and host the party that will feature a dizzying array of dance genres, including city pop, urban, jazz funk, hip hop, tap dance, Latin dance and contemporary ballet, alongside street dance battles and parkour displays. Resident dancers from the Hong Kong Dance Company will perform contemporary Chinese dance, with different special guest artists joining each night to take the festival experience to new heights. The artist line-up includes:

- **Stanley Yau** from MIRROR;
- **Fatboy** from ERROR;
- **Lyman Heung**, Champion of *King Maker V*;
- **KC**;
- **Tsoul**;
- **Ben Chiu** and more

Audience can wander freely among the dazzling, colourful strands of light and experience the energetic festival vibe. Admission to ***Submergence*** and the “**Submerged Paradise**” Dance Party is free. Details will be announced in due course.

Apart from the ticketed programmes, a variety of free music programmes and events will take place from 31 October to 3 November on multiple WestK stages during POPFEST, including the Art Park Great Lawn, Harbourside Lawn East and West, M+, and Lau Bak Livehouse. Details will be announced in late September.

1010, csl, The Club, HKT Enterprise Solutions, HKT Home Phone, 1010 HOME, NETVIGATOR, Now TV, Tap & Go and FWD Insurance are the co-sponsors of HKT x WESTK POPFEST.

POADmedia is the outdoor media partner of HKT x WESTK POPFEST; Commercial Radio 2 is the media partner of HKT x WESTK POPFEST.

Information on ticketing and other programmes

- Tickets for the POPFEST ticketed programmes will be available for sale from 10am on 13 September 2024 on Cityline. Visit the Cityline website at cityline.com or call the telephone booking hotline at (+852) 2111 5333.
- Payment Partner American Express offers its eligible Cardmembers exclusive priority booking and ticketing privileges for HKT x WESTK POPFEST: Popnorama from 3pm on 2 September 2024 till 11:59pm on 12 September 2024, with up to 15% savings on regular-priced tickets. This offer is subject to availability and the organiser reserves the rights of final decision in case of any disputes.
- For the latest programme and ticketing details, please refer to the WestK website: <https://www.westk.hk/en/popfest>.

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*All activities and performances are subject to cancellation and/or modification by the organiser. Dates and times for activities and performances may change from time to time; please refer to the organiser's official announcements for the latest information. HKT shall not be liable for any cancellations and/or modifications of activities and/or performances.

About the West Kowloon Cultural District (WestK)

WestK is one of the largest and most ambitious cultural projects in the world. Its vision is to create a vibrant new cultural quarter for Hong Kong on 40 hectares of reclaimed land located alongside Victoria Harbour. With a varied mix of theatres, performance spaces, and museums, WestK produces and hosts world-class exhibitions, performances, and cultural events, providing 23 hectares of public open space, including a two-kilometre waterfront promenade.

About The Performing Arts Division of West Kowloon Cultural District Authority

The Performing Arts Division of the West Kowloon Cultural District Authority (the WKCDA Performing Arts Division) strives to establish the District as a focal point for vibrant arts performances in Asia and beyond. Led by the vision of amplifying Hong Kong's creative potential and transcending boundaries in the performing arts, the Performing Arts Division curates an exciting and innovative annual programme that spans across dance, music, theatre and Chinese opera in a range of artistic styles and traditions, presented through major arts and music festivals, as well as new, original commissions by local and international artists. The District provides a growing portfolio of world-class performing arts venues, including the Xiqu Centre and Freespace

opened in 2019, and the Lyric Theatre Complex under construction, attracting top artists and arts groups from around the world for cross-cultural and disciplinary collaborations which fuel artistic advancements for the city and the region.

About HKT

HKT is a technology, media, and telecommunication leader with more than 150 years of history in Hong Kong. As the city's true 5G provider, HKT connects businesses and people locally and globally. Our end-to-end enterprise solutions make us a market-leading digital transformation partner of choice for businesses; whereas our comprehensive mobile communication and smart living offerings enrich people's lives and cater for their diverse needs for work, entertainment, education, well-being, and even a sustainable low-carbon lifestyle. Together with our digital ventures which support digital economy development and help connect Hong Kong to the world as an international financial centre, HKT endeavours to contribute to smart city development and help our community tech forward.

For more information, please visit www.hkt.com.

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