

For Immediate Release:

游艺 M o b A r t

presents

La-La Land

A Joint Exhibition by Jill Tse and Elsie Wong

@ **Gusto**, G/f | 41 Yik Yam Street | Happy Valley | Hong Kong

Opening Reception: 29th April 2010, 6.30pm - 9.00pm | Duration: 29th April – 3rd June 2010

Gallery Opening Hours: Mon – Fri 5.00pm – 1.00am | Sat, Sun, Holidays: 12.00pm - midnight

The stress that everyone experiences from the hectic lifestyle of Hong Kong is suffocating. The long hours of working and commuting, the pollution, the noise – don't you all just want to escape from time to time?

Well, if you possess a kind heart, the gates to <La-La Land> will be wide opened for you. In this world, you will find happiness. There is no such thing as stress, hatred, jealousy or fear. In <La-La Land>, you can let your guards down and be who you are.

Whenever you are tired or upset, all you have to do is close your eyes and take a deep breathe. When you smell the freshness of the grass, hear the harmony of the birds – please open your eyes: Welcome, you have entered the world of <La-La Land>. The endless green land will be there to greet you and the sky filled with rainbow colours will smile at you. This is a land of joy and wonder , it is magical and surreal, yet you will find “reality” in this world, feeling the blood & flesh of every living creature.

You are cordially invited to Jill Tse and Elsie Wong's dinner party at the castle of <La-La Land>, where you will enjoy an evening of splendid, colourful and whimsical surprises.

For price inquiries or more information on the artist, please feel free to contact MobArt at +852-3488 1106 or hello@mobartgallery.com.

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About Jill Tse

Jill Tse was raised and educated in Hong Kong, graduated in Hong Kong Polytechnic University in Visual Communication Design in 2007. She has worked as an illustrator and animator in a Production House for 2 years. She is currently studying a Master in Animation in Bristol, UK. At the same time, she is working as a freelance illustrator and designer.

Jill is interested in illustration, photography and clay modeling. She also likes traveling, which gives her inspiration for creating artwork.

About Elsie Wong

Elsie studied BA (Hons) Visual Communication Design in Hong Kong Polytechnic University and she also spent some time studying illustration and graphic design in Coventry University. Elsie joined MCCM Creations as a book designer after her graduation. MCCM is a Hong Kong based publishing house, specialising in books on art, design and visual culture. She works directly with artists, designers and authors to deliver book projects from conception to publication.

Drawing is her primary creative outlet. She has pursued her love for illustration outside of office hours. Her works have been published in several local cultural magazines in Hong Kong.



About GUSTO

[Gusto] • gus•to • pronounced: goo-stow • definition: taste/zest/passion/pleasure... all things hearty & enjoyable...

GUSTO, opened in mid December 2008, is a neighborhood bar & café that embraces the diversity of Happy Valley. Known for being a self-sufficient residential area with neighborhood charm, Happy Valley has everything from banks to hospitals, wet markets to high-end foreign grocers, pubs to great local Chinese restaurants.

BUZZ Concepts, which also owns renowned nightlife venues such as VOLAR Hong Kong, HALO, and ROXIE, seized the opportunity when approached by ACTS service apartments to fill in the niche by creating a neighborhood café and bar. With great simple food, drinks and charming atmosphere, GUSTO will act as a haven for people to spend a lazy afternoon chatting with friends, surfing the web or just flipping through our magazines. Our guests can always count on having a comforting cup of cappuccino and savoring our hearty dishes or to cool off a summer sweat with our thirst crunching Italian soda while munching on our fresh sandwiches.

Early evening onwards, to unwind a working day's burden, GUSTO's full bar and uncomplicated wine selection might just do the trick. In contrast to VOLAR, HALO and ROXIE, GUSTO's charm is in its simplicity and ease.

Reservations & Private Party Enquiries: Please call 2838 2689 or email info@gustogusto.hk
www.gustogusto.hk

About MobArt

MobArt is an art gallery with a twist. Unlike the traditional art galleries, we don't have a physical space, we are *mobile*. We "pop up" everywhere in the city and may one day appear just round the corner of where you live or work.

Our *Concept* is simple – we utilise urban spaces like restaurants, coffee shops, lounges etc. to curate Art shows.

Our *Goal* is clear – to make Hong Kong a better place for Art. Elevating people's interest and appreciation for Art by making Art an integral part of our everyday life would in turn foster an environment that supports and nurtures young, talented artists.

Join us and become part of the MobArt movement!

www.mobartgallery.com

