

# 17 food photography from hue will be exhibited in “OISHII ART OISHII DESIGN”

**curated by Alan Chan**

Dates: Oct 20<sup>th</sup> – 28<sup>th</sup>, 2018

Venue: Space 27, Hong Kong

hue inc. is a still and motion production company focusing on the food and beverage industry, conducting all of packaging and advertisement, concept, preparation and execution to provide the complete end-to-end service for transformation of the final food products into “sizzling” visual media. 17 photographs taken by photographers from hue will be exhibited in the exhibition “OISHII ART OISHII DESIGN” organized by Alan Chan Design Company from Oct. 20<sup>th</sup> to 28<sup>th</sup> in 2018.



Furthermore, this exhibition is associated official program of the “Japan Autumn Festival in Hong Kong” which is organized by the Consulate-General of Japan in Hong Kong. The exhibition “OISHII ART OISHII DESIGN” is a collaboration exhibition raised by designer Alan Chan, Topawards Asia and hue inc.

Bountiful of world cuisine is available in Hong Kong. In particular, Japanese cuisine is one of the most popular food accepted by wide range of generations. Apart from the freshness of the ingredients and impeccable food preparation techniques, one of the key elements that differentiate Japanese food culture is the DESIGN. Alan Chan, one of the internationally recognized designers and the curator of the “OISHII ART OISHII DESIGN”, believes that it is the DESIGN of the Japanese cuisine that has a powerful positive effect on Hong Kong food culture.

Coordinated by CEO of GTDI Henry Ho, the “OISHII ART OISHII DESIGN” exhibition in “Space 27” will showcase 100 “Topawards

Asia” outstanding F&B package design and 17 food photographs from hue. In this exhibition, we hope that people of Hong Kong will have more opportunities to enjoy Japanese food culture.

#### ■ Information

Title OISHII ART OISHII DESIGN  
Dates 2018 Oct 20<sup>th</sup> –28<sup>th</sup> , 12pm-8pm  
\*Opening reception: 2018 Oct 19<sup>th</sup> (Fri)  
Venue Space 27 (In Quarry Bay, Hong Kong)  
<https://www.alanchandesign.com/space-27/>  
Photographers Ippei Ishihara / Eri Hosomi / Hiro Ishikawa / Keisuke Kondo / Kamin Kyo / Koki Urano  
Co-organizer Alan Chan Design Company

#### ■ Alan Chan

A designer, brand consultant and artist, Chan and his company have won more than 600 local and international awards during his past 48 years in advertising and design. He is honored with the Hong Kong DFA (Design for Asia) Awards for World's Outstanding Chinese Designer in 2017. His works of art and design have been collected by institutions such as the National Art Museum in China, Hong Kong Museum of Art and Hong Kong Heritage Museum, as well as private collectors in Hong Kong, China, Japan, Italy and the USA.



#### [Message]

17 food photography taken by photographers with their unique style from hue inc. would be exhibited on wall as art print in a gallery, creating a harmony with the 100 exhibiting packaging /product designs and expressing Japanese aesthetics in food, design and art.

I believe hue has delivered highly specialized creative work with its true understanding and unique technique in food design and art, which would be appreciated by both clients and consumers in Japan and global market.

#### ■ Topawards Asia

Topawards Asia is a monthly design award exclusive for packaging sold on the market within Asia. Designs are gathered from around the continent, and are judged by renown design professionals.



#### ■ Henry Ho

#### [Message]

I want to let people in Hong Kong know that the work of hue inc. is not just a commercial, but it's a great sense of Japanese culture, so I invited them to join the exhibition. There will be package designs of three-dimensional and planar (photograph) at the same time in exhibition, and hue inc. will express an artistic part that can not be easily expressed in packages, and I believe that it will become a good balance exhibit.

I think that it expresses a new possibility of food photography by using photographer's sense and new digital technology. I hope that the delicate beauty and realistic power of Sizzle created by hue inc. will spread to Asia and the world more and more.

■ hue

hue inc. is a Tokyo-based still and motion production company with 16 photographers, 5 CGI creators, 10 producers, and 9 kitchen studios, focusing on the food and beverage industry, and conduct all of packaging and advertisement, concept, preparation and execution to provide the complete end-to-end service for transformation of the final food products into "sizzling" visual media. As Japanese food culture is gaining more global attention, hue is extending towards international market.



hue GLOBAL : <http://hue-hue.com/en/>

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**For more information and press images, please contact**

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