

Barbican's 'Digital Revolution' **Celebrates Computing Creativity at WF CENTRAL Beijing** *An immersive exhibition of art, design, film, music and videogames*

Beijing, 12th January 2018 – WF CENTRAL today held a press conference and special 'sneak peek' media preview to officially launch *Digital Revolution*, a major digital arts exhibition presented by the internationally renowned Barbican Centre in Asia for the first time.

As one of the most comprehensive presentations of digital creativity ever to be curated, *Digital Revolution* at WF CENTRAL, which opens to the public on Tuesday 16th January, explores and celebrates the transformation of the arts through digital technology since 1970. The exhibition brings together a range of artists, filmmakers, architects, designers, musicians and game developers who are pushing the boundaries of their fields using digital media.

Enjoyed by more than a third of a million people in exhibitions across Europe since its London debut in 2014, it represents the first major arts exhibition to be presented at Beijing's new retail and lifestyle destination which is currently in its initial soft-launch phase before fully opening later in Q1 2018.

The 'first-look' preview was attended by acclaimed Chinese multi-media artists Wu Juehui and Feng Mengbo, who both unveiled their work which will feature at the *Digital Revolution* WF CENTRAL Beijing exhibition. Wu Juehui showcased his specially commissioned 'Neo's Eye' of surreal spaces, inspired by the film 'The Matrix'. Multi-media artist Feng Mengbo presented his recent work, 'Trueman Fight', a holovision game show.

A Showcase of Global Creative Minds

Visitors to *Digital Revolution* will experience stunning immersive and interactive art works alongside exhibition-based display across seven specially-themed installation zones set within WF CENTRAL. The interactive exhibition, curated by Barbican International Enterprises, embraces over 140 art works from a wide array of global creative minds and showcases the works of world-famous musicians and entrepreneurs including will.i.am of the Black Eyed Peas, Paul Franklin, visual effects designer for the Oscar-winning movie Inception and Chris Milk, music video director for music stars such as the Chemical Brothers, U2 and Kanye West.

Special archive exhibits include the world's first ever video game, 'Pong', which first appeared in 1972 and went on to revolutionize the fledgling video gaming industry, as well as the highest grossing arcade game of all time 'Pac-Man', allowing visitors to relive the thrills of the 1980's, being chased by the hungry 'ghosts' as you hunt for power pills.

An installation of suspended robotic arms, ‘Petting Zoo’ by Minimaforms is a generative robotic installation that responds to human engagement. Using a real-time camera-tracking system that can locate people and detect gesture and activity, each ‘pet’ has can process data to learn and explore different behaviours by interacting with the public and each other.

Digital Wizardry and Ground-breaking Special Effects

Other interactive artworks also on display include Dev Art’s ‘Wishing Wall’, where your whispered ‘wish’ will transform digitally into a beautiful butterfly. Sci-Fi fans can marvel at the digital wizardry behind the ground-breaking special effects of 2013 space epic ‘Gravity’ and visit the ‘Light box’ which created the film’s incredible sensation of being in space.

Globally-renowned recording artist and technology entrepreneur will.i.am, in collaboration with artist Yuri Suzuki, presents ‘Pyramidi’, an immersive and multisensory installation. will.i.am has composed a series of songs which are brought to life through three robotically animated instruments and accompanied by an animated visual backdrop.

Digital Revolution also features filmmaker and artist Chris Milk’s major work, ‘The Treachery of Sanctuary’, a three-screen shadow-play installation which explores life, death and rebirth through a moving onscreen narrative in which visitors are invited to interact. Milk has been honoured with top industry awards for his music video and commercial work, including the Grand Prix Cannes Lion, the D&AD Black Pencil, the Grand Clio, and SXSW’s ‘Best of Show’, as well as multiple Grammy® nominations, MTV Moon Men, and the UK MVA Innovation Award.

WF CENTRAL - Curating World-class Art and Cultural Experiences

“We are delighted to officially open this dynamic exhibition, presented in collaboration with the Barbican, one of the most significant and internationally recognised art centres in Europe,” said Mr Raymond Chow, Executive Director of Hongkong Land.

“WF CENTRAL is fulfilling its aim of curating world-class art and cultural experiences in its role as a wholly unique retail and lifestyle destination, providing a stimulating community of dynamic experiences for both Beijingers and international visitors to Beijing.”

Mr Neil McConnon, Head of Barbican International Enterprises and project commissioner said: “We are thrilled to be in Beijing to present this internationally acclaimed exhibition to the people of Beijing. **Digital Revolution** is unique in its celebration of creative pioneers who continue to push artistic boundaries across the arts using digital media.

“This exhibition has been curated to appeal to everyone, young or old, whether they are digital enthusiasts, gamers, movie fans, art or music aficionados and families alike. I have no doubt this showcase of international artists, designers, filmmakers and musicians will inspire and delight visitors to WF CENTRAL.”

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Digital Revolution, supported by the British Council, is located on B1 and Level 1 in WF CENTRAL from 16th January to 20th May 2018, and opens from 10am-10pm daily (closed Mondays) with last admission 60 minutes before close. Weekday tickets excluding public holidays and all day ticket costing RMB 100 and RMB 150. Weekday tickets (excluding public holiday) costing RMB 100; all day weekend and public holiday tickets costing RMB 150. Tickets can be purchased on the official WF CENTRAL WeChat site (WeChat ID: WFCENTRAL) and at the WF CENTRAL ticket office on Level 1.

In addition, visitors can browse a wide selection of special souvenirs at the Digital Revolution gift shop, powered by Particle Fever, which opens on 20th January and is located at WF CENTRAL on Level 1. Established in 2015, Particle Fever takes an eccentric approach to sportswear, rethinking what a piece of sportswear can be, both technically and aesthetically. Founded by Zoe Liu, Lin Hai and Renata Wang, Particle Fever sits at the intersection of the Internet, technology, art and fashion.

WF CENTRAL is a premium lifestyle retail destination, a world-class, 150,000 sq. m. retail, fine dining and hospitality hub in Wangfujing, in the centre of Dongcheng District, Beijing. It sets a new benchmark for retail and lifestyle through its FIVE Core categories. Each category offers unmatched experiences namely: Luxury; Fashion; World-class Gastronomy; Lifestyle & Wellness; and Art & Culture.

To discover more about WF CENTRAL and to receive our latest news and information on upcoming events, follow us on our Sina Weibo account and our WeChat account at “WF CENTRAL”.

APPENDIX:

Digital Revolution embraces over 140 art works, set within seven specially-themed areas and is specially curated to appeal to visitors of all ages, whether families, kids or adults:

- *Digital Archaeology* rediscovers the key moments of digital creativity that are in danger of becoming lost for ever owing to the rapid developments in hardware and software since the 70s.
- *We Create* examines the increasing shift of web audiences from content consumer to creative content producer and participant, using readily available digital tools which are often free to use.
- *Creative Spaces* demonstrates how conventional notions of time, space and narrative can be re-imagined using digital tools.
- *Sound & Vision* examines the digital musical revolution and introduction of digital technologies has come to influence not only the sounds we hear but the style in which we see them, changing the look and feel of music for ever.
- *Our Digital Futures* presents a selection of some of today's most experimental and future-focused artists working with communication technologies, virtual and augmented realities, and high-performance textiles. The projects span the worlds of cyborg and wearable technologies, drones, artificial intelligence, warfare and big data.
- *DevArt* challenges what code can be, and what art can be. When developers use code to push the possibilities of creativity and technology, the result is a new type of art. It's called DevArt and it's made by a new type of artist.
- *Indie Games Space* looks at videogames that have been created with generally little or no direct support from a videogame publisher. Often consisting of no more than a coder, sound and graphics artist, independent games now span many genres.

Please download the hi-res images at:

https://www.dropbox.com/sh/niuez7vr5ko424f/AADjQ6JVh_hn3Xv7DpZo9Ll6a?dl=0



Ms Shirley Lam, Vice President of China Commercial Property of Hongkong Land, was joined by Mr Neil McConnon, Head of Barbican International Enterprises and project commissioner, and acclaimed Chinese multi-media artists Wu Juehui and Feng Mengbo at the media press conference of Digital Revolution to announce the official launch of the Digital Revolution WF CENTRAL Beijing exhibition.



Ms Shirley Lam, Vice President of China Commercial Property of Hongkong Land, was joined by Mr Neil McConnon, Head of Barbican International Enterprises and project commissioner at the media 'sneak preview' of Digital Revolution at WF CENTRAL, which opens to the public on Tuesday 16th January.



Acclaimed Chinese multi-media artists Feng Mengbo shared the creative process and artistic expression of his work Trueman Fight with the audience. He also encouraged everyone to experience the fun of art that integrated games and digital technologies.



Acclaimed Chinese multi-media artists Wu Juehui shared his inspiration and analysis of his work *Neo's Eye* in the preview. The art piece integrates the past and future and challenges the audience's imagination to discover the truth of "The World".



WF CENTRAL is Hongkong Land's leading premium lifestyle retail destination in Beijing, China.

It offers an authentically-new Beijing lifestyle experience by bringing together an unparalleled range of Luxury, Fashion, Lifestyle & Wellness, World-class Gastronomy and Art & Culture experiences.



Digital Revolution is an immersive and multi-dimensional exhibition that explores the transformation of art, design, film, music, and video games.

This international traveling extravaganza has showcased at global cultural centres, including London, Stockholm, and Istanbul, and is now making its Asia debut in Beijing China, at prestigious lifestyle destination - WF CENTRAL.

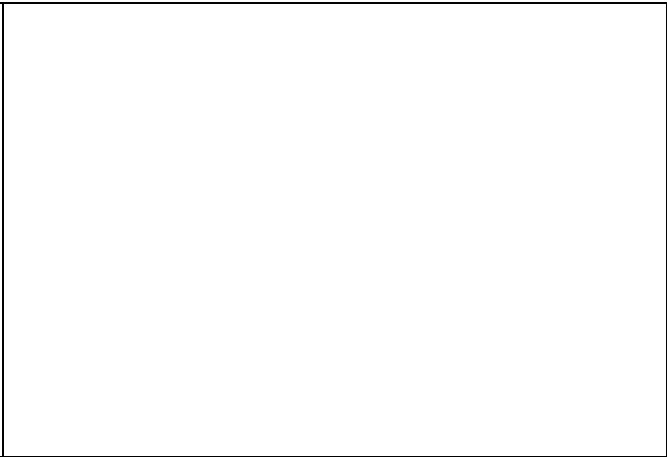
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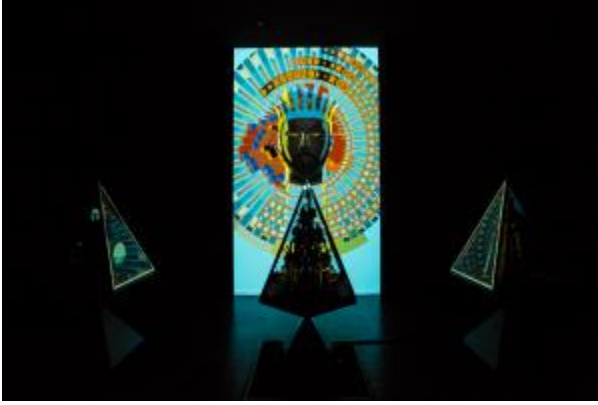




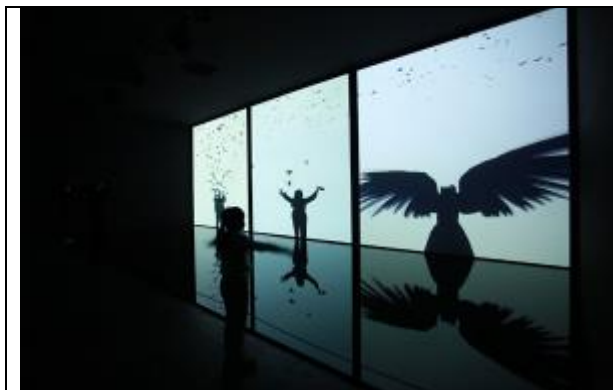
王府中環
WF CENTRAL



10 'Must See' Exhibits at *Digital Revolution*:

	<p>Pac-Man, 1980 <i>Toru Iwatani, Namco</i></p> <p>Pac-Man is the highest-grossing arcade game of all time. By creating an entirely new gaming genre that appealed to both sexes, Pac-Man became a cultural icon, demonstrating the potential of characters in video games.</p>
	<p>Minecraft, 2009 <i>Markus "Notch" Persson, Mojang</i></p> <p>This sandbox type game can be played as a simple game of survival wherein blocks are broken and placed to build structures which protect the player against the horrors of the night.</p>
	<p>Gravity, 2013 <i>Dir. Alfonso Cuarón</i></p> <p>VFX Supervisor: Tim Webber, Framestore</p> <p>With only a fraction of the final film as live-action footage, the rest computer generated imagery (CGI), Gravity is one of the most ambitious and ground-breaking films to have ever been made using visual effects.</p>

	<p>Pyramidi, 2014 <i>will.i.am and Yuri Suzuki</i></p> <p>In visual collaboration with Pasha Shapiro and Ernst Weber, this is an immersive sonic and visual installation. Housed in octahedron shaped cases three robotic instruments, a set of drums, a Rhodes piano, and a guitar, are automated to play along to a series of newly commissioned songs by will.i.am.</p>
	<p>Wishing Wall, 2014 <i>Varvara Guljajeva & Mar Canet</i></p> <p>What if you could magically turn a spoken wish into a butterfly? For this piece, Guljajeva and Canet have used code to turn spoken words into cocoons which will then undergo a state of metamorphosis and transform into beautiful butterflies for the world to see.</p>
	<p>Petting Zoo, 2013 <i>Minimaforms</i></p> <p>In the form of suspended robotic arms Petting Zoo (2013) is a generative robotic installation that responds to human engagement. Using a real-time camera-tracking system that can locate people and detect gesture and activity each pet can process data to learn and explore different behaviours by interacting with the public and each other.</p>



The Treachery of Sanctuary, 2012

Chris Milk

The Treachery of Sanctuary is inspired by the aura of primal human experiences with technology as felt in the prehistoric paintings on the walls of the caves of Lascaux. The piece is an interactive triptych whereby the stories of birth, death and spiritual transfiguration are played out on the giant white panels and reflected on the mirrored surface of the water.



Trueman Fight, 2010

Feng Mengbo

Mortal Kombat is an interactively large-scale virtual scene based on a freeze-frame fighting game of the same name. Artists together with their friends and relatives are main characters of the scene. All characters are indicated by their authentic identity, and their respective personality and sense of humor can be fully revealed through violent fights.



Neo's Eye, 2017

Wu Juehui

In the Matrix, Neo finally discovers the truth of "The World". "The World" is just a super program and "the reality" is the visual appearances of real time rendering. Take one of the AR helmets with the assistance of an exhibition staff member and begin to discover the world through Neo's Eye and question what the 'real world' is.



Together, 2014

Universal Everything

The artwork is a bespoke web app that presents the audience with a minimal shape and colour palette to prompt inventive responses from a limited toolkit, encouraging them to create short animated loops.

WF CENTRAL

WF CENTRAL is Hongkong Land's leading premium lifestyle retail centre in China at the commercial and political heart of the capital city, with the design and scale to both respect and revitalise the historic fabric of the Wangfujing area. Occupying a prime site of approximately 21,000 sq. m. on Wangfujing Street in Dongcheng District, Beijing, WF CENTRAL is bringing the community a total of 150,000 sq. m. gross floor area – including a 74-room Mandarin Oriental hotel. The property offers 50,000 sq. m. of retail space.

Bringing together an unparalleled range of Luxury, Fashion, World-class Gastronomy, Lifestyle & Wellness, and Art & Culture experiences, WF CENTRAL is set to offer an authentically-new Beijing lifestyle experience by providing the opportunity to find inspiration, enjoy culture and be part of a new global perspective.

Located on the prosperous Wangfujing Street, WF CENTRAL is only a stone's throw away from the Forbidden City and the Central Business District of Beijing. It will provide 660 carpark spaces and is well served by the capital's public transportation and metro networks.

Hongkong Land

Hongkong Land is a listed leading property investment, management and development group. Founded in 1889, Hongkong Land's business is built on excellence, integrity and partnership.

The Group owns and manages approximately 800,000 sq. m. of prime office and luxury retail property in key Asian cities, principally in Hong Kong and Singapore. Hongkong Land's properties attract the world's foremost companies and luxury brands.

Its Hong Kong Central portfolio represents some 450,000 sq. m. of prime property. It has a further 165,000 sq. m. of prestigious office space in Singapore mainly held through joint ventures, and a 50% interest in a leading office complex in Central Jakarta. The Group also has a number of high

quality residential, commercial and mixed-use projects under development in cities across Greater China and Southeast Asia, including a luxury retail centre at Wangfujing in Beijing. In Singapore, its subsidiary, MCL Land, is a well-established residential developer.

Hongkong Land Holdings Limited is incorporated in Bermuda and has a standard listing on the London Stock Exchange, with secondary listings in Bermuda and Singapore. The Group's assets and investments are managed from Hong Kong by Hongkong Land Limited. Hongkong Land is a member of the Jardine Matheson Group.

About Barbican International Enterprises

BIE produces and tours a dynamic mix of ground-breaking contemporary art and popular culture, architecture, design, fashion and photography exhibitions. The team develops and tours a broad range of major international art exhibitions. Internationally touring exhibitions including *Designing 007: 50 Years of Bond Style*, *Into The Unknown: A Journey Through Science Fiction*, *Mangasia: Wonderlands of Asian Comics* and *Game On*. BIE are committed to bringing challenging and accessible exhibitions to as wide an audience as possible, touring to some of the world's leading venues.

About the Barbican

A world-class arts and learning organisation, the Barbican pushes the boundaries of all major art forms including dance, film, music, theatre and visual arts. Its creative learning programme further underpins everything it does. Over 1.5 million people pass through the Barbican's doors annually, hundreds of artists and performers are featured, and more than 300 staff work onsite. The architecturally renowned centre opened in 1982 and comprises the Barbican Art Gallery, a second gallery *The Curve*, Barbican Hall, the Barbican Theatre, the Pit, Cinemas One, Two and Three, foyers and public spaces, a library, Lakeside Terrace, a glasshouse conservatory, conference facilities and three restaurants. The City of London Corporation is the founder and principal funder of the Barbican Centre. The Barbican is home to Resident Orchestra, London Symphony Orchestra; Associate Orchestra, BBC Symphony Orchestra; Associate Ensembles the Academy of Ancient Music and Britten Sinfonia, and Associate Producer Serious. Our Artistic Associates include Boy Blue Entertainment, Cheek by Jowl and Michael Clark Company. International Associates are Royal Concertgebouw Orchestra of Amsterdam, New York Philharmonic, Los Angeles Philharmonic, Gewandhaus Orchestra Leipzig and Jazz at Lincoln Center.

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