



Opera Hong Kong launches into its 15th anniversary with new chairman and commitment to reaching younger audiences

KL Wong takes the lead as the non-profit opens a permanent educational space and undertakes a complete digital overhaul

(Hong Kong, 28 February 2018) Opera Hong Kong (OHK) has announced a new chairman, Mr KL Wong, the appointment of whom marks the beginning of a dynamic anniversary year. As Hong Kong's leading champions of opera, OHK will in its 15th year place renewed emphasis on reaching younger audiences with a permanent educational space in Wan Chai and a new digital strategy that encompasses a new website design and strengthened outreach across social media.

Mr KL Wong was unanimously elected new Chairman and is well-placed to steer OHK through its 15th year, having been a director and member of the organisation's Executive/Finance Committee since 2009 and co-Chairman of OHK's Development Committee since 2011.

Mr Wong takes the lead as OHK implements a new strategy for its anniversary year that will maintain the high standards of OHK productions, as set by the most recent production of *Aida*, and the continuous effort to nurture local vocal talents while developing initiatives that specifically aim to reach younger audiences. OHK will be expanding its Education & Outreach efforts with a brand new music centre and scaling up the Jockey Club Opera Hong Kong Young Artist Development Programme throughout the year. Alongside, OHK will implement a complete digital overhaul that includes a new website which is more stylish, direct and intuitive, and which supports 'Discover Opera', a body of content that will enhance readers' knowledge of opera, from its history to the mechanics of a staged production. Combined with a re-energised social media offering, these digital efforts will work to educate and nurture a new generation of opera lovers in Hong Kong.

Mr KL Wong, Chairman of OHK, commented, 'It is a privilege to be steering Opera Hong Kong through its 15th anniversary and beyond as Chairman – we are eager to roll out a considered strategy that we believe will create an upsurge of interest and understanding among millennials and younger society members.'

This new emphasis on engaging Hong Kong's younger audiences comes as OHK formally opens its first permanent educational space, Opera Hong Kong Atelier Lyrique. This new space will become a talent nurturing base for Hong Kong's youngsters, and will allow OHK to expand its curriculum to include pre-school curriculum to include pre-school classes, drama, theatre art and more advanced vocal training. The new premise in Wan Chai will also be home to the OHK Children's Chorus which trains throughout the year culminating in an annual concert and an outdoor show.

OHK's new website and social media offering will be unveiled in May and will complement a distinguished 15th anniversary programme for 2018 which will include fully staged productions of *Carmen* (16 – 20 May) and *Turandot* (10 -14 October), a semi-staged production of *The Magic Flute* (25 – 26 August) and also the semi-staged production sung by the ten local young artists under the Jockey Club Opera Hong Kong Young Artist Development Programme (tentatively scheduled in September).

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Caption: Opera Hong Kong has announced a new chairman, Mr KL Wong, the appointment of whom marks the beginning of a dynamic anniversary year.



Caption: Mr KL Wong performed at Opera Hong Kong Gala Fundraising Concert 2018.



Caption: Mr KL Wong performed *La donna è mobile* by Giuseppe Verdi and *I love you, China* by Zheng Qiufeng.

High-resolution images can be downloaded here:

Link: gallery.sinclaircomms.com

Password: talkofthetown

About Opera Hong Kong

Opera Hong Kong is the first opera company to have been established in Hong Kong. The company was formed in July 2003 as a non-profit organisation. Since its inception, Opera Hong Kong has become a firmly established part of Hong Kong's cultural scene. The artistic director of Opera Hong Kong is Warren Mok and productions to date include *The Barber of Seville*, *Otello*, *Tosca*, *La Traviata*, *Turandot*, *Carmen*, *The Marriage of Figaro*, *Roméo et Juliette*, *Aïda*, *Werther*, *Don Carlo*, *The Magic Flute*, *Poet Li Bai*, *Manon*, *La Bohème* and many others.

Opera Hong Kong (OHK) is committed to the mission of enhancing the appreciation of the art of opera in Hong Kong and promoting local musical talents. In 2015, OHK has launched *The Jockey Club Opera Hong Kong Young Artist Development Programme* (the Programme), a 3-year opera training programme funded by The Hong Kong Jockey Club Charities Trust, to nurture ten professional young local artists. The Programme is the first-ever intensive professional opera training project in Hong Kong accompanied by a series

of outreach activities. Mr. Gong Dongjian, a famous bass and an experienced vocal coach, is the Programme Director of the Programme.

In addition to staging operas and concerts, opera school tours, summer camps and master classes are held regularly to reach the young population. Opera Hong Kong Chorus and Opera Hong Kong Children Chorus were established in 2004 and 2008 respectively and are becoming recognised forces in the local choral scene.

About KL Wong

KL Wong has been a director of Opera Hong Kong (OHK) and a member of its Executive/Finance Committee since 2009. He was co-Chairman and since 2011 Chairman of OHK's Development Committee. KL Wong is also Vice Chairman of the Board of Trustees of New Asia College, the Chinese University of Hong Kong (CUHK). He is a director of CUHK Medical Centre Ltd and a member of the Hospital Governing Committee of the Prince of Wales Hospital. In addition, he is an independent non-executive director of several companies listed in Hong Kong, Shanghai and Singapore. He was the Head and then Chairman of Asia Investment Banking Group, Merrill Lynch (Asia Pacific) Ltd. He was formerly a member of each of the Advisory Committee and Real Estate Investment Trust (REIT) Committee of Securities and Futures Commission in Hong Kong.

KL Wong received his B.A. degree in 1972 and an Honorary Fellowship in 2014 from CUHK and a Ph.D. degree from Leicester University, England in 1977.

About Atelier Lyrique

Opera Hong Kong has reached a milestone in its education and outreach endeavour by establishing Opera Hong Kong Atelier Lyrique, a new music centre in Wan Chai inaugurated in September 2017. Apart from serving as a permanent venue for classes of Opera Hong Kong Children Chorus, the centre also offers various training courses including pre-school class, vocal classes, drama classes, theatre art and more advanced vocal classes with an aim to provide a holistic training for youngsters aged 3 or above.

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