

## **Media Briefing**

### **Latest update: New sponsors increase prize money to HK\$ 1 million**

#### **International Competition Launched for the Central Waterfront**

**Hong Kong, 29 May 2007 15:00-** Designing Hong Kong has launched an international urban planning and design competition for the central waterfront.

This competition seeks creativity to assist the government and the city, define the character and identity of the front door to Asia's World City: the Central Waterfront. The site area for the competition runs from the Four Season's Hotel to the Hong Kong Convention and Exhibition Centre.

The competition is intended to support the Central Reclamation Urban Design Study which is currently undertaken by the Planning Department of the Hong Kong Government for the same area. The ideas generated will be made available to the Government, the Town Planning Board, the Legislative Council, the Harbour-front Enhancement Committee and the community at large.

Competition submissions are expected to be innovative, yet practical and feasible. Therefore entries may challenge the existing broad land use and transport plans, as well as the rezoning amendments put forward by Designing Hong Kong this week. However, aspects which divert from the Central and Central Extension Outline Zoning Plans must be duly justified as failure to do so may deem a submission impractical.

Technical advisor is the Urban Design Committee of the American Institute of Architects, Hong Kong Chapter. The competition is supported by the Centre of Urban Planning and Environmental Management and Department of Architecture of the Hong Kong University; the Department of Architecture of the Chinese University of Hong Kong; the Harbour Business Forum; Citizen Envisioning @ Harbour; the Hong Kong Sustainable Development Forum; the Hong Kong Designers Association; and Cities on Water.

The deadline for submissions is 1 September 2007 and the fund for prize money and honorariums stands now at ~~HK\$ 500,000~~ HK\$ 1,000,000. The composition of the jury will be announced in due course.

Designing Hong Kong is an alliance of four individuals, including Ms. Christine Loh, former Legislative Councillor and CEO of the non-profit think-tank Civic Exchange; Mr. Peter H. Y Wong, Chartered Accountant, Chairman of the Business and Professionals Federation of Hong Kong, and member of the Greater Pearl River Delta Business Council and the Executive Committee of the Commission on Strategic Development; Mr. Markus Shaw, Chairman of the Worldwide Fund for Nature, Hong Kong, and member of the Advisory Council on the Environment; and Paul Zimmerman, Executive Director of Jebsen Travel, Convenor of Designing Hong Kong Harbour District and Vice-Chairman of the Coalition on Sustainable Tourism.

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