

POP MIDTOWN

金朝陽集團為支持藝術活動、推動社區文化，多年來積極舉辦各項藝術展覽及活動。為了讓本地及海外藝術家提供展出作品機會，並使公眾獲得更多機會認識和了解本地及國際的藝術創作，集團在金朝陽心二期 - Midtown 17 樓全層特設一個面積達7千平方呎之視覺藝術及多用途表演活動場地，並命名為 **Midtown POP**，並於2014年5月正式啓用。而首個在 **Midtown POP** 舉行的世界級展覽是 "Apocalypse Postponed" - 一個由 Absolut 作為巴塞爾藝術展的合作夥伴而設計的藝術酒吧裝置。

To support local art and promoting the community culture, Soundwill Group continues to be committed in its contribution to art activities and exhibitions. We aim to provide local and international artists opportunities to showcase their talents to the public through art exhibitions and public art installations at Soundwill Plaza II - Midtown. To increase awareness and present world-class art events in Hong Kong, **Midtown POP**, a multi-purpose venue located on the 17th floor will launch this May to provide a pop-up creative space. The first world-class art event to be held in **Midtown POP** is Apocalypse Postponed, an Art Bar Installation presented by Absolut, a partner of Art Basel.