



Maria Hassabi

Project Proposal

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Artist Introduction

(A) Maria Hassabi

Maria Hassabi is a New York-based performing artist. Over the years, she has been focusing on choreography and performing art, after having a BFA from the California Institute of the Arts. She has developed a distinct choreographic practice involved with the relation of the body to the image, defined by sculptural physicality and extended duration.



Her works are exposed in festivals, theatres, museums, galleries and public-spaces internationally, such as MoMA (NY), Stedelijk Museum (Amsterdam, Netherlands); Vienna Art Fair (Austria); Australian Centre for Contemporary Art (Melbourne, Australia) and much more.

(B) “Plastic”



Our project is mostly inspired from Hassabi’s choreography work, called “PLASTIC”, which draws the strength from the tension between the human subject and the artistic object, it also plays with the idea of extended duration, which means the performer will act very slowly in order to play with the concept of sculptural physicality, the stillness versus physical body. The

artistic object can be anything involved in a certain spatial area or environment. Not only the performer, her/himself is one of the critical elements of the whole piece of artwork, but also, more importantly, the bystanders, passengers and the space also make the whole artwork more meaningful, in the sense that they are inter-influential.

Staircase is deemed only a transition from one place to another. Passengers, normally, would just walk by the staircase without thinking too much, doubting and questioning, if there is any alternative of its functionality. Thus, this work tries to bring out a question that, “Are there any new possibilities in today’s world?”

(C) Why Maria?

This idea of the work, “PLASTIC”, has inspired us to further develop a similar, but a more radical and controversial artistic approach of “PLASTIC”, so as to adapt the idea in the context of Hong Kong.



Utilitarianism is one of the most common and prominent characteristics of Hong Kong society. People in Hong Kong are often rush into the road, the street, the bridge and the staircase only to achieve their goals, without thinking too much of other new possibilities of the functionality of the “transition space”. Thus, asking Maria Hassabi to perform in the staircase in the busy district or central business district, e.g. Central, Admiralty, Tsim Sha Shui, Mongkok etc., will be quite interesting and inspiring or even controversial. Although it maybe a controversial art project, it is good to arouse people attention and stir up discussion around the society to rethink and question about their the way of existence and the way of life in Hong Kong. This project is also echoing to the heated cultural and political issue – the usage of public area/public space, in Hong Kong recently.

Project Details

Theme

It is proposed that our project theme is “Different Space, the same mobility”. The concept is from a quote of Karl Marx “the only thing does not change is change itself”.

Even though the events would be executed in different space, it maintains the same fluidity. Hence, this project emphasizes that the society always maintain the same mobility.



Objectives



It is suggested that this project aims to reconsider the usage of the public space and the rhythm of our urban life. As generally agreed that, Hong Kong is a packed city and the citizens used to live in a rapid speed of life. In other words, there is a lack of discussion regarding public space. However, public space is important when it comes to relaxing the stress among member of the public. Hence, it is sensible to advocate that the citizens should recapture the rhythm of their own lives.

Vision

From the above discussion, it is suggested that this project has the following four main vision:

- Attract awareness regarding this project among the young generation
- Boost interest concerning the public space and speed of urban life
- Arouse desire to seize the own rhythm of life

Change the inherent value of life

Content of Events

We proposed a series of events to execute our objectives and idea of the projects.

(A) Workshop

To begin with, it is suggested that we organize a workshop with School of Creative Media in City University of Hong Kong. School of Creative School includes two compulsory courses related to performing art, which are SM1701 contemporary & New Media Art and SM2703 Creative Media Colloquium. It is sensible to invite the students from these two courses to participate the 2-days workshops with the artist.



The objective of this event is to enhance the interaction between the artist and students and enrich the knowledge and concept toward the public space. As mentioned before, the art work of Maria aims at studying and displaying the issue of public space. It would be a good academic topic among local students.

Our target audience is young adults and teenagers. The first part of the events would be a 3-hour lecture given by Maria. The lecture would be conducted in a flexible and free style way. Thus, the lecture could provide a platform for Maria and the students to communicate and share their thoughts. It would be efficient and effective way to educate the new generation by giving a two-way discussion rather than teaching in a single way.

The following is the event details:

- Date: 14th October, 2016
 - Venue: CMC 3017
 - Audience: SCM students
- Duration: 3 hours

(B) Flashmobs

The main idea of the event is to promote the concept of public space and Increase the interaction between the public and the artist. We can see that the art pieces of the artist are mainly live performances, so we decided to have flash mobs as a part of our event.



Flash mob is the most suitable medium to express the idea of reconsidering the public space. Through flash mob, we can occupy every space that we are. The space is fully controlled by the performers. The Application of space is redefining the meaning public space and critiquing the usage of the people nowadays. Also we will prepare some T-shirts with some Chinese characters like like : 公共空間(public area)、突破 (breakthrough)、重建(recreate)、節奏(rhythm)、空間(space)、步伐 (pace). These words are use to provide opportunity for public to think about the environment that surround us.



Date: 23th October

Venue: Central and Hong Kong station, Mei Foo station, Tsim Sha Tsui and East Tsim Sha Tsui Station

Participant: Maria Hassbi, SCM students

Duration: 1 hrs

(C) Exhibition

After the workshops and flash mobs, we will gather all the materials and display the collection of the whole event at the exhibition. We make the exhibition as a platform, the public, students and artist can communicate with each other. This is a good opportunity for students to interact with the audiences. The exhibition will show different types of media, like photos that displayed the photos regarding the events of Maria Hassabi in the past; also we have videos that show the footages taken during the “Flash mobs”, apart from that we also set up a installation that exhibit the T-shirts wore during “Flash mobs”. The participants can take photos with the t-shirts and share to the social media. We engaged in communicating with public, at the exhibition we also provide a wall for the visitors to leave comments. By collecting the feedbacks from them, the student can improve their activities if them have the next event.

Date: 23th October

Venue: Central and Hong Kong station, Mei Foo station, Tsim Sha Tsui and East Tsim Sha Tsui Station

Participant: Maria Hassbi, SCM students

Duration: 1 hrs

Contingency Plan:

Situation:

The performers are driven by the security guards inside the MTR stations.

- We will use the subway in Tsim Sha Tsui at the exit E. This exit has a high pedestrian volume; we can achieve the result similar as we perform at the MTR station.

Marketing and Promotion

(A) Social Media

Create accounts on different social media platforms (Facebook, Instagram and twitter) and post our “events” on the social media, as to engage and interact with the users.

Target audiences of different social media platforms:

Facebook & Instagram: local users

Twitter: International users

Date	Events	Media platform
September	Create social media account	Facebook/Instagram/Twitter
	Create “event”	Facebook
22 October	Post about event update	Facebook/Instagram/Twitter
Within a month	Update about Maria’s work	Facebook/Instagram/Twitter

(B) Media Pitching

We will send press invitations and release before exhibitions to different media.

The main Newspapers that we are going to cooperate:

- South China Morning Post (SCMP)
- Art Plus
- Apple Daily
- Ming Pao

Working Schedule

Four colleagues will be working together to organize this event, including the curator, two administrators and one publicity.

Period of Preparation

Date	Events	Remarks
2016 May	Proposals Approval	Curator
	Send formal invitation to artist	Admin A
	Contact venue provider to make reservation	Admin B
	Venue decoration first draft	Publicity
	Promotion materials first draft	Publicity
June	Confirmation of artist	Curator
	Contact Creative Media for workshops arrangement	Admin A
	Application of event permission (exhibition)	Admin B
	Confirmation of hotels and flight	Admin A
July	Preparation for flash mobs materials	Admin A / B
	Follow up promotion materials	Publicity
August	Launch of promotion campaign	Publicity
September	Recruitment for participants in university	Admin A
	Promotion campaign	Admin B
	Media pitching	Admin A
October		
14 Oct (Friday)	University work shop #1	Curator
22 Oct	Artist Arrival / Pick up artist	Admin A/B
24 Oct	University work shop #2 : Flash mobs	Curator
26-31 Oct	Exhibition	Curator
November	Follow up media enquiries	Publicity
	Follow up venue decoration	Admin A

Artist Schedule

Duration : 22Oct – 27 Oct (6 Days)

Date	Details	Remarks
22 Oct	Pick up the artist	Venue: HK Airport Time: 5:30pm
	Check in the Hotel	Venue: SoHotel
	Confirm the plan of exhibition	
	Confirm the schedule with artist	
23Oct	- Free time for sightseeing - Visit Flash mobs venue - Meet the Creative Media students	
24Oct	Flash mobs	Venue: - Central/ Hong Kong Station - Mei Foo Station - Tsim Sha Tsui/ East Tsim Sha Tsui Station
25Oct	Exhibition preparation	Venue: Run Run Shaw
26Oct	Opening ceremony	Creative media Centre 3/F (CMC Gallery)
27Oct	Back to New York	

Budget

Item	Details	Expenditure
Air Ticket + Accommodation	Round-trip ticket (including tax) SoHotel – 6 nights	HKD \$ 15,000
Artist fee	-	-
Working Visa	No working visa is needed	-
Insurance	-	HKD\$700
Materials	Tee shirts for flash mobs (50pcs) Exhibition poster and leaflets (1000pcs)	HKD\$5000
Venue Fee	CMC	HKD\$0
Venue decoration		HKD\$8000
Meals and Transportation	Artist's meal and transportation	HKD\$5000
Opening Fee	Food and Beverage	HKD\$300
Marketing and Publicity		HKD\$2000
Documentation	-Photographer -Camera man	HKD\$0 (Student Volunteer)
		HKD\$4,000
Total		HKD\$40,000

Appendix

(A). Air Travel

Your Trip to Hong Kong

21 Oct 2016 - 27 Oct 2016 | Total price: **HK\$9,530⁹⁰** (Only 2 rooms left at this price!)

Flights

21 Oct 2016 - Departure	1 stop	Total travel time : 19h 40m
New York JFK 01:35 China Airlines 11 Economy/Coach (L)	Taipei TPE 05:30 + 1 day Arrives on 22 Oct 2016	15h 55m
Stopover: 1h 55m		
Taipei TPE 07:25 China Airlines 601 Economy/Coach (L)	Hong Kong HKG 09:15 Arrives on 22 Oct 2016	1h 50m

27 Oct 2016 - Return

Hong Kong	Taipei	Total travel time : 18h 15m
HKG 14:00 China Airlines 910 Economy/Coach (L)	TPE 15:55	1h 55m
Stopover: 1h 35m		
Taipei TPE 17:30 China Airlines 12 Economy/Coach (L)	New York JFK 20:15	14h 45m

Hotel

22 Oct 2016 - 27 Oct 2016 **5 nights**

Sohotel
★★★★☆
Hong Kong
Classic Room
Show room information ▾
✔ Free Breakfast ✔ Free Wireless Internet

3.9 out of 5
(291 reviews)

Getting to and from your hotel

Trip Summary

New York to Hong Kong

21 Oct 2016 - 27 Oct 2016
Departure: Arrives on 22 Oct 2016. Your hotel check-in reflects this arrival.
1 Ticket: 1 Adult

Sohotel
22 Oct 2016 - 27 Oct 2016
1 Room: 5 nights

Flight + Hotel **HK\$10,972.80**
Your Savings **-HK\$1,441.90**

Total: HK\$9,530⁹⁰

All prices include taxes & fees and are quoted in Hong Kong dollars

✔ **No Expedia Booking Fees**
Expedia doesn't charge booking fees of any kind.

Important Trip Information

We want you to know this trip has the following restrictions regarding your flight and hotel.

- Tickets are **non-refundable** and **non-transferable**. Name changes are not allowed.
- The airline may charge additional fees for checked baggage or other optional services.
- Airlines may change flight schedules and terminals at any time.
- Correct travel documents are required. It's your responsibility to check your documents before you travel.
- This hotel reservation is **non-refundable** and cannot be changed or cancelled.

(B) Accommodation

Sohotel is located in Sheung Wan District and easily accessible by public transport, including buses and metro lines (MTR Sheung Wan Station A2 exit). The Hong Kong International Airport is 1 hour's drive away only. We choose this hotel for Maria Hassabi because of it is close to the art space and galleries in Sheung Wan and Central.



(C) Tee Shirt

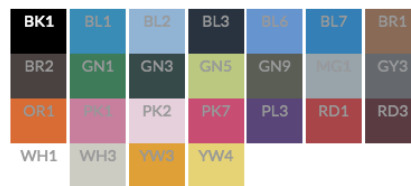
22eventTEE		<i>1-10pcs</i>	<i>11-20pcs</i>	<i>21-50pcs</i>	<i>51-100pcs</i>	<i>100+pcs</i>
<i>Plain Tee</i>		\$42	\$37	\$32	\$27	\$22
<i>By Silk Screen Print (A4 size / ONE Color)</i>		--	--	\$47	\$39	<i>Negotiable</i>
<i>By Silk Screen Print (A4 size / TWO Colors)</i>		--	--	\$54	\$45	<i>Negotiable</i>
<i>By Silk Screen Print (A4 size / THREE Colors)</i>		--	--	\$61	\$51	<i>Negotiable</i>



22EVENTEE - MALE
\$42.00

suitable for all events
as low as HK\$22 each!

- 100% Ring Spun Cotton
- Fabric Weight 160gsm
- Single Jersey Tubular Knit (No Side Seams)
- Taped Neck and Shoulders
- Thickness: **
- 25 colors



You will love the classic 100% cotton, comfortable style this tee

(D) Posters and Flyers

產品屬性：(宣傳單張)

類別：

呎吋：

印刷數量：

單位：

款數：

產品備註：
宣傳單張
4C+0(單面) 4C+4C(雙面)

報價選項：

請選擇聯系入：

聯系入手機：95575354

使用語言：

後加工：

對摺 荷包摺

十字摺 對門摺

對摺再對摺 荷包摺再對摺

風琴摺2條骨 風琴摺2條骨再對摺

豬腸摺5條骨 對摺再風琴摺3條骨(橫)

風琴摺3條骨再風琴摺3條骨(橫) 風琴摺7條骨

用戶備註：

價格：

印刷費用： HK\$ 280

後加工費： HK\$ 0

總價格： HK\$ 280

產品屬性：(宣傳單張)

類別：

呎吋：

印刷數量：

單位：

款數：

產品備註：
宣傳單張
4C+0(單面) 4C+4C(雙面)

報價選項：

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後加工：

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荷包摺 十字摺

對門摺 對摺再對摺

豬腸摺3條骨 對摺再風琴摺2條骨

荷包摺再對摺 風琴摺2條骨

風琴摺3條骨 風琴摺4條骨

風琴摺2條骨再對摺 豬腸摺5條骨

對摺再風琴摺3條骨

用戶備註：

價格：

印刷費用： HK\$ 590

後加工費： HK\$ 0

總價格： HK\$ 590