

To: News/Culture/Feature Editors

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JCCAC website re-launch

The JCCAC re-launches the website today at www.jccac.org.hk. In addition to the new look and design, the website also has some new features allowing people to get familiar with JCCAC and the artists and groups at the Centre with ease.

Orange and Red – the warm colour and black are the main colour tones of the new website. The website enriches the content including the introduction of every artist and art group at JCCAC, and also information on the events and activities that had happened or happen soon at the Centre.

The newly-built section 'artists and groups at JCCAC' consists of updated information of the studios and artists. These information, in the form of text descriptions, statements, artwork images, courses and exhibition details, are provided by artists and groups. By doing this, artists are showcasing and leading the public to a pilgrimage of their creative journey. Contact information is also available for contact with artists directly. Moreover, a search feature enables simple searching process – to find out a specific art medium, artists or activities by just a click. In the light of this, the website is not merely providing the information, but also becomes a platform linking artists, JCCAC and the public.

The event information is also very comprehensive and handy under the new website. Public could also find out a single event with an interactive calendar, or by artist, date or keyword search. Events for searching include JCCAC events and activities, JCCAC artists' exhibitions, courses and performance, and the programme of external parties held at JCCAC.

In addition to artists and activities, the website will also reveal the *former and present life* of the building. It will explore the story of the JCCAC project, and how the 70s Shek Kip Mei Factory Estate was being transformed to a complex creative hub accommodating diverse artists' studios. Besides, it will also feature the interviews of the project related personnel, as well as precious old photos of the building.

Other features include information of venue hiring, where the public can obtain the facts and figures and the application form of the venues; a photo gallery shares the highlights of events and activities, and a platform provided for displaying the artworks of the artists at JCCAC.

The 'artists and groups' section, information on JCCAC and venue information are now available, The event section, the story on the building & JCCAC, photo gallery and also the Chinese version will be available shortly. Please visit www.jccac.org.hk now for the whole new experience. To check out your interested art medium and look for an art master!

Please feel free to express your view on the new website by e-mailing us at info@jccac.org.hk.

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