

## PRESS RELEASE

FOR IMMEDIATE RELEASE

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### **A New Star. A New Tomorrow. The New HK Phil.**

**[28 September 2012, Hong Kong]** – The **Hong Kong Philharmonic (HK Phil)** today introduced its new brand identity, heralding a new age with the evening's inaugural performance by its new Music Director.

The new brand celebrates the renewal of one of Hong Kong's pre-eminent creative forces and its foundation of arts and culture by the arrival of the orchestra's new artistic chief and 2012 *Musical America's* Conductor of the Year, Jaap van Zweden. It also recognizes its rapid rise to have become a major orchestral force in Asia, distinguished by a high level of artistic excellence and growing international profile.

The new logo identity incorporates the swinging movements of the baton in the hand of the conductor as if it were a wand in the hand of a wizard, creating and orchestrating magical experiences that are at once elevating, enriching and enchanting.

"From today, the Hong Kong Philharmonic steps into a new tomorrow, and promises new movements in symphonic endeavour," said Mr Y.S. Liu, Chairman of the Board of Governors, Hong Kong Philharmonic Society. "The new brand represents the level of artistry, energy, passion and commitment that is the very essence of this orchestra under Maestro van Zweden."

The brand was developed by the world's top branding consultancy Landor Associates. The rebranding is the largest overhaul of the Hong Kong Philharmonic's corporate image in nearly 30 years, and revitalizes its entire line of visual identity design. A new corporate website will be launched in early December to complete the new branded corporate image.

Note to editors:

The long form of the orchestra name has now become "**Hong Kong Philharmonic**" and the short form "**HK Phil**", replacing "Hong Kong Philharmonic Orchestra" and "HKPO". The new HK Phil website:

[www.hkphil.org](http://www.hkphil.org)

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## Hong Kong Philharmonic

Music Director: Jaap van Zweden

The Hong Kong Philharmonic (HK Phil) is one of Asia's leading orchestras. Enriching Hong Kong's cultural life for over a century, the HK Phil has grown into a formidable ensemble of Chinese and international talents, attracting world-class artists to collaborate on its stage. From the 2012/13 season, Jaap van Zweden has become Music Director of the orchestra. Under his leadership, the HK Phil will continue to develop its reputation for artistic excellence.

From April 2006, The Swire Group Charitable Trust became the HK Phil's Principal Patron. Swire's sponsorship, the largest in the ensemble's history, supports artistic growth and development as the HK Phil takes its place on the world stage, and brings performances of musical excellence to the widest possible public.

The HK Phil annually touches the lives of over 200,000 music lovers through more than 150 performances including its extensive education activities for children and adults alike, and free concerts such as the popular Swire Symphony under the Stars, and regular broadcasts and telecasts, bringing the joy of classical music to the Hong Kong community. Outside of Hong Kong, the HK Phil has made a number of critically acclaimed tours in Asia and Europe.

The Hong Kong Philharmonic is financially supported by the Government of the Hong Kong Special Administrative Region

SWIRE is the Principal Patron of the Hong Kong Philharmonic

The Hong Kong Philharmonic is a Venue Partner of the Hong Kong Cultural Centre