

“In Time Of Food” from Nan Fung Group
Explores Local Dining Culture and Agricultural Stories in Cultivating a Resilient Community



(Hong Kong, 28th June 2022) – The **“In Time Of”** community initiative was launched by Nan Fung Group (the Group) in 2021 to strengthen the links between local communities through various themed campaigns and activities. The aim is to encourage the public to rediscover the connection between humanity and the natural environment while promoting diverse and sustainable lifestyles to build a more resilient future for the city.

As the Chinese saying goes, "Food is the paramount necessity of the people", and as Hong Kong is also known as a food paradise, this year, the theme for the **“In Time Of”** programme will be **“In Time Of Food”**.

With a focus on cultivating a food resilient future in the city, **“In Time Of”** has collaborated with several social stakeholders, including the local agricultural education group **Sangwood KidsClub**; the **Sustainable Ecological Ethical Development Foundation (SEED)**; the **SOWGOOD! Positive Education Centre** and a group of local artists to produce a series of projects related to “Food” which will be held throughout the Group’s cultural landmark and shopping malls.

The projects will encourage the public to understand local farming culture and the stories behind it from multiple perspectives, while exploring the inter-relationship between food and life. The idea is to provoke people’s imagination and explore the possibilities for friendly eating in symbiosis with the world in the future.

Him Lo, the Chief Curator of Nan Fung’s “In Time Of” Initiative said: “Culture is our way of life. It is formed by the activities in our everyday lives, emotions, and stories which record our past and present times and help us to envision the future. So, when we look into eating habits in Hong Kong, it all begins with culture.

Compared with the past, the definition of “eating well” under the pandemic has changed. We used to measure food by price in the past, but now we pay more attention to food sources, food safety, food justice and other issues. These reflections give us space to understand how to use food as a medium to deconstruct the concept of resilient life, evolve from “eat well” to “know what to eat”, adjust our daily eating habits, and contribute to the sustainable development of the earth.

“The Store In Time” – The First “In Time Of” Concept Store Featuring Stories of Daily Life



Stories of daily life provide us with limitless space for imagination and inspiration. In line with this year’s theme, **“In Time Of Food”**, which raises concerns over different aspects of “Food”, the programme opened its first daily life story concept store **“The Store In Time”** at The Mills. This presents a series of cultural and community projects focused on **“local farming · seed · ingredients · stories”** starting from **15th June**.

By cooperating with artists from different fields, the Store curates’ campaigns through various topics and creative artworks to unveil local food stories from within the community and lead the public to reflect on the relationship between food and our daily lives.

Since ancient times, food and utensils have been intricately intertwined. Utensils are like food's clothing; while the seasons and ingredients change, so do the utensils. They also act as another interpretation of the relationship between food producers, the land, and humans.

“The Store In Time” presents its first project **“Rituals of Dining”** and invites us to reflect on the dining essentials of plates and bowls. The Store invited local ceramist **Yiu Chun Wa (Yiu Wa)**; bamboo artist **TAKENEKO**; bamboo craft brand **Yi Wooo**; Guangcai creative group **QKKGGoats**; premium wooden utensils brand **Islandoffer**; **Ms Wah from the Wan Chai Kai Fong Chateau**; **Old Old Maru** and the healthy food shop **Very Ginger** to be project partners.



Yiu Wa and **TAKENEKO** have also specially crafted a series of food utensils with local materials collected from around Hong Kong. Along with pop – up shop displaying unique utensils made of different materials and interactive

workshops, the Group hopes to foster a better understanding of nature and encourage the public to explore more of our fascinating local food culture.

Soil is the root of fine food as it provides the foundation for the growth of the seedlings that become the fresh ingredients on our dining table. By collecting soil from local fields, shores, and pond edges and mixing it with clay to create various type of utensils, **Yiu Wa's** creation "**Origin 2022**" has transformed natural soil into something we can use every day, brought us closer to the land and brought out the other side of the inconspicuous soil with art.

After working with local clay, **Yiu Wa** was encouraged to pay closer attention to the ground and he discovered that soil has a wide range of colours and properties depending on the environment. For example, on **Tai Mo Shan**, the highest mountain in Hong Kong, the soils collected from the edge of the mountain are mixed with sand and are more red. Conversely, the coastal area of **Sai Kung**, located in the southeast of the New Territories, has many bays and creeks in addition to rolling hills, and the soil characteristics are much more diverse.

There is a lot of mud and sand on the side of the mountain, the mud on the shore is heavy with salt, while the mud in the streams is sticky. The combination of mud with different characteristics in the two places is like the multi-directionality produced by two people of different classes walking together. The works themselves convey their own experiences.



TAKENEKO's Hong Kong founder was inspired by the natural environment around Lantau Island and developed a deeper understanding of the nature of Hong Kong Bamboo. He also began exploring the possibilities of using it for bamboo weaving and for telling the story of the life of the islanders through bamboo craftsmanship. Hong Kong bamboo is relatively fragile, so **TAKENEKO** does not do much complicated processing. He just weaves simple and practical designs that demonstrate the uniqueness of bamboo and extend the life of Hong Kong bamboo utensils. He also talks about local bamboo and the artist's story.

In addition to visiting the pop-up shop, the public can also participate in the **local pottery clay workshop** and the **old-fashioned rattan workshop** during July. In the workshops, they will experience nature's contribution to human life. In line with the "**In Time Of**" vision of sustainability, the storefront, workshops and all the display racks used pop-up shop are upcycled with old materials previously used by The Mill's.

"Farming Diaries" Promote Local Farming with Comics and Documentary



"In Time Of Food" recently launched the "Farm Diaries Vol. 1 & 2". The programme invited local illustrators to discuss the importance of local farming through online 4-frame comics. For the second part of the Farming Diaries, "Hong Kong Agriculture 3.0" under SEED created an 8-episode documentary titled "Agri-Soul" which records the daily life of farmers through videos and tells the fascinating story of the heirs of agriculture.

The artists of Vol. 2 were also inspired by it and have created comics based on the documentary. From July to August, all of the documentaries and comics will be displayed at "The Store In Time", to give the public deeper understanding of the local farming industry, unique farming methods, and the connection between traditional and modern farming through the oral stories by farmers.

The "Captain Veggie" Interactive Board Game Helps People Understand the Challenges Facing Local Farmers



Other than soil, the weather is also a critical element for planting. "In Time Of" collaborated with the **SOWGOOD! Positive Education Centre** and the **SangWood KidsClub** to launch the "Captain Veggie" board game. Each square is based on the "24 solar terms" in the traditional Chinese calendar which was used to guide farmers. It shows exciting stories about cultivation, production, packaging, transportation and the sale of fruits and vegetables. The public is welcome to learn and have fun through the interactive games, understand the sources and methods of local food production, and the vital importance of the 24 solar terms reflecting the rhythms of nature and the changes of the four seasons for agricultural output.



Apart from distributing to designated non-profit organisations to target audiences, the board game will also be available at designated stores, details will be announced at a later stage. During Q4 of this year, "**Captain Veggie**" will also be displayed in the atrium of the Group's Tseung Kwan O Plaza in the form of a live-action game, along with an exhibition and a festive market for the public to learn through playing.

More plans and activities for "**In Time Of Food**" will soon be announced. Keep abreast of the latest information by visiting the "**In Time Of**" official website and social media platforms.

-END-

To find out more about "**In Time Of**" and "**In Time Of Food**", please visit the official website and follow the social media platforms below.

Website: <https://www.intimeof.com/>

Facebook: <https://www.facebook.com/InTimeOf>

Instagram: <https://www.instagram.com/intimeofhk/>

High Resolution Images:

<https://www.dropbox.com/scl/fo/rt53o2x2p1vqifx1pco1h/h?dl=0&rlkey=b7zlw4h2s095nlj1p6sl61cr4>

Media Enquires:

Chance Communications

Jeff Chan / Chloe Hung

E: jeff@chancecomm.com / chloe@chancecomm.com

T: +852 2509 3308

Nan Fung Group

Amanda Lee

E: Amanda.lee@nanfung.com

T: +852 2825 7342

About "In Time Of"

The "**In Time Of**" programme is a community initiative launched by the **Nan Fung Group** that engages society on multidisciplinary levels ranging from culture and arts to social design and sustainable development. Inspired by the global "Resilient Cities" concept that refers to cities with the resilience to absorb, recover from and prepare for future shocks in different areas of society including economic, environmental, social, infrastructural, and institutional. The programme aspires to empower the community to accumulate social capital in neighbourhoods, advocating sustainability, and reshaping a continuous relationship that bridges humanity and nature.

The Group will partner with a diversity of social stakeholders including non-profit organisations, social enterprises and community designers through the "**In Time Of**" programme to develop sustainable community programmes including exhibitions, seminars, workshops, and guided tours, realise social empowerment and improve the efficiency of resource utilisation in the hope of creating a more resilient future for local neighbourhoods.

世界之約
IN TIME OF



南豐集團
NAN FUNG GROUP

About Nan Fung Group

Nan Fung Development Limited is a subsidiary of the Nan Fung Group, one of the largest privately held conglomerates in Hong Kong with global interests in real estate development and investment. It holds a well-diversified and substantial financial investment portfolio. The Group was founded in 1954 and has a track record spanning over 50 years with over 165 projects including residential, commercial and industrial buildings. The Group also strategically focuses on first-tier cities in mainland China and recognises attractive opportunities for development and investment overseas, including New York and London.

In recent years, the Group has expanded its investment focus to ICE (Innovation, Creativity and Entrepreneurship), exemplified by its signature project, The Mills, a revitalisation of its legacy yarn factories into a hub promoting techstyle (intersection of technology and style) and an integrated destination housing an experiential shopfloor, startup incubator and interactive gallery. The Group has also made significant progress in investments related to life sciences in the US via Pivotal; and in Mainland China via an affiliate, New Frontier, which focuses on healthcare, elderly care, education, and new technology.