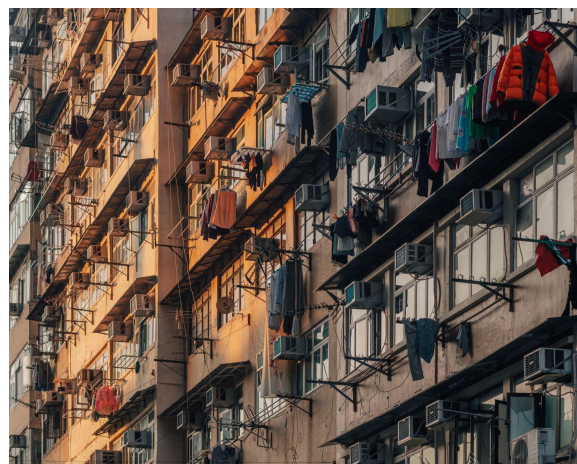
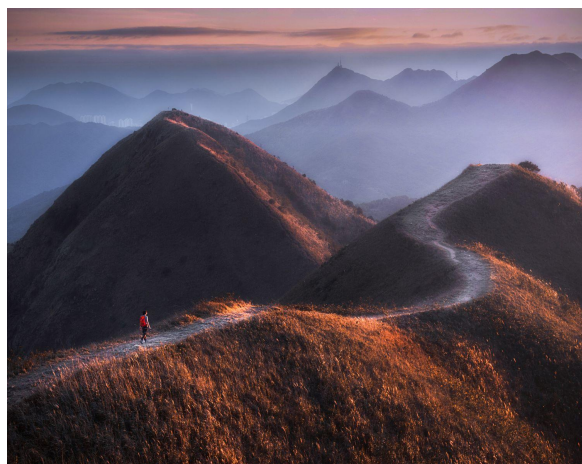




## Bamboo Scenes Begins New Chapter with Exciting New Concept and Exhibition

*Photographic art print brand launches revamped concept to help art lovers around the world connect with Hong Kong's art scene*



[Hong Kong, 1 June 2021] Bamboo Scenes, a **Hong Kong-based curator of photographic art prints**, embarks on its next chapter today, officially launching an elevated brand concept and exciting new exhibition in an incredible Central location overlooking the city. With a highly curated and personalized format, Bamboo Scenes will allow international art enthusiasts to discover Hong Kong through the eyes of local artists, with the aim of creating a tightly-knit art community with global reach.

Founded by Dutch native Madelon de Grave, Bamboo Scenes is a progressive photography art concept that uses the city as its gallery. With a focus on discovering Hong Kong's best artists and making their works accessible to all, Bamboo Scenes allows art aficionados to easily explore the works of exceptional local photographers and acquire exclusive photographic art prints that speak to them.

While Hong Kong is the focus, Bamboo Scenes aims to create a fun, inclusive, global community where individuals around the world can discover art in a way that makes sense for them. In doing so, Bamboo Scenes plans to reframe the "gallery" concept, offer new methods of exhibition, and change the way people experience art.

### A New Chapter for Bamboo Scenes

Today, Bamboo Scenes begins a new chapter with an elevated brand concept that will offer a highly curated art experience that places the emphasis firmly on quality and value. Leading the charge for the revamped Bamboo Scenes is a collective of just eight artists that represent the most exciting photographers in Hong Kong, including 2020 International Landscape Photographer of the Year **Kelvin Yun**, researcher-turned photographer **Jeremy Cheung**, and urban visual artist **Elaine Li**. In

collaboration with the Bamboo Scenes team, each artist has developed an exclusive collection of photographic art prints that tell their personal stories of Hong Kong through their unique artistic style.

As Bamboo Scenes begins its new chapter in June, the brand will debut **a new art experience** at bambooscenes.com as the first in a series of exciting launches that will set the tone for the elevated brand concept. The website will host a virtual art concept that immerses viewers into Hong Kong's rich art scene. Specially crafted written content will tell the stories behind the artworks and take readers on a deep-dive into the world of photography with compelling, insightful stories. An ongoing series of exclusive videos will take viewers on a journey through each artist's story and version of Hong Kong and also showcase the craftsmanship that goes into creating each piece of art. By creating an emotional connection between art enthusiasts, the artists, and the artwork, Bamboo Scenes aims to build **a vibrant artistic community centered in Hong Kong but with a global reach**.

To truly appreciate art, you have to go beyond the visual. So, to give people the chance to really connect with its photographic art collection, Bamboo Scenes will also host regular in-person events and interactive experiences. The first of these will be *Hong Kong Contrasts*, an immersive five-day exhibition where visitors will be able to meet like-minded art lovers, connect with artists, and participate in hands-on initiatives. After this, exhibitions will pop-up at different locations across Hong Kong, transforming the city into a moveable gallery that continually brings new art experiences to the city.

Another pillar of Bamboo Scenes' commitment to **offering the highest quality and value** is the presentation of its photographic art prints. Each art print is made using certified Hahnemühle Fine Art Paper and an exceptional printing method, creating museum-quality artworks. Bespoke options are built into the Bamboo Scenes DNA, and customers have plenty of choices for customizing their chosen pieces. Available in three colors (Black, White, and Natural Wood) and two quality types (Premium or Museum), custom frames are handmade to order **by the best craftsmen in town**. Whether purchasing online or in-person at their carefully curated exhibition events, Bamboo Scenes ensures that each artwork creates a personal connection with its owner. And, with worldwide shipping, art lovers around the world can engage with the Hong Kong art scene and Bamboo Scenes' customization process wherever they happen to be.

### ***Hong Kong Contrasts: A New Style of Exhibition***

To introduce the elevated brand concept to art enthusiasts in Hong Kong, Bamboo Scenes will present a new photographic art collection that will run **from June 10-14**. In a full-circle moment, the *Hong Kong Contrasts* exhibition will be held at **Loft@22** in Lan Kwai Fong, the same special location where Bamboo Scenes officially launched in 2017.

Celebrating Hong Kong and the local art scene, *Hong Kong Contrasts* is a curated collection of photographs that showcase the city's unique scenes and stories through the eyes of Hong Kong's most exceptional photographic artists. In highly personal pieces, each Bamboo Scenes artist captures the magic of the city in their own distinctive style. Expect to see artistic panoramas of Hong Kong's natural side from 2020 International Landscape Photographer of the Year **Kelvin Yuen**, story-driven images from researcher-turned-photographer **Jeremy Cheung**, transformative photos from **Gideon de Kock**, and architecturally arresting photographs from **Kevin Mak** and **Vivien Liu**, both of who channel their backgrounds in architecture through their photography.

During the exhibition, Bamboo Scenes will also be offering special promotions for visitors who decide to purchase their very own photographic art print. Purchases made in person at the exhibition will enjoy free delivery and installation in Hong Kong, while those who buy their art through the Bamboo Scenes website between June 9-14 will benefit from free delivery within Hong Kong.

*“I’m very excited to embark on this next chapter and share the stories of our artists and their works.” says Madelon de Grave, Founder of Bamboo Scenes. “Our elevated brand concept will offer a new, more accessible way for art enthusiasts around the world to engage with Hong Kong’s vibrant art scene and see the city through the eyes of the best local photographers. We want to push the boundaries of what people think ‘art’ and ‘galleries’ can be to create a truly international art brand that peels back the layers of Hong Kong—and the other cities we will eventually expand into.”*

*Hong Kong Contrasts*, presented by Bamboo Scenes, will be open to the public. Tickets for the exhibition can be reserved now through Eventbrite.

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#### **Note to editors**

High-res images [here](#)

#### ***Hong Kong Contrasts, Presented by Bamboo Scenes***

June 10-14,

Loft 22, 22/F, California Tower, 30-34 D’Aguilar Street, Lan Kwai Fong, Central

More information is available on the [Facebook event page](#). Ticketing through [Eventbrite](#).

IG: [@bambooscenes](#)

FB: [www.facebook.com/bambooscenes](http://www.facebook.com/bambooscenes)

#### **For media enquiries:**

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#### **About Bamboo Scenes**

Founded in 2017, Bamboo Scenes is a curator of exceptional local photographic art. With its collection of exclusive photographic art prints, art enthusiasts around the world can discover Hong Kong through the eyes of local artists. In doing so, Bamboo Scenes aims to build a progressive, global community that makes art inclusive and accessible. Placing an emphasis on quality and value, the brand’s photographic art prints are created by the city’s finest local craftsmen using only premium materials. But, understanding that art is a personal experience, Bamboo Scenes brings the artworks to life by sharing the stories of the artists behind them, allowing viewers to build a personal connection with each art print. This, along with the customization options that Bamboo Scenes offers, allow art aficionados to create a piece that is truly their own.