

For Immediate Release

Hong Kong Palace Museum Signs Collaboration Agreement with Chow Tai Fook Jewellery Group to launch “Chinese Gold Craftsmanship Heritage Education Programme”

The initiative aims to foster youth awareness and appreciation of Chinese gold artistry and preserve traditional Chinese gold craftsmanship

(3 October 2024, Hong Kong) The Hong Kong Palace Museum (HKPM or the Museum) and Chow Tai Fook Jewellery Group (Chow Tai Fook Jewellery) are pleased to announce the signing of a collaboration agreement, marking the launch of the “Chinese Gold Craftsmanship Heritage Education Programme” (the Programme). With a generous sponsorship of HK\$10 million from Chow Tai Fook Jewellery, the HKPM will introduce a five-year Programme (2024–2029) dedicated to showcasing the outstanding artistic and technical achievements of Chinese goldsmithing, with a goal of preserving and perpetuating China’s rich cultural heritage.

The launching ceremony of the “Chinese Gold Craftsmanship Heritage Education Programme” was held at the HKPM today. Officiating at the ceremony were Cheuk Wing-hing, Deputy Chief Secretary for Administration of the Hong Kong Special Administrative Region (HKSAR); Lin Zhan, Deputy Director-General of the Department of Publicity, Cultural and Sports Affairs of the Liaison Office of the Central People’s Government in the HKSAR; Tsang Tak-sing, Vice Chairman of the HKPM Board; Sonia Cheng, Vice-chairman of Chow Tai Fook Jewellery Group; Betty Fung, Chief Executive Officer of the West Kowloon Cultural District Authority (WKCDA); Kent Wong, Managing Director of Chow Tai Fook Jewellery Group; and Dr Louis Ng, Museum Director of the HKPM. A highlight of the ceremony was an expert’s sharing session in which Dr Raphael Wong, Associate Curator of the HKPM, shed light on the development of Chinese gold craftsmanship through the Museum’s collection, and Wei Jian-feng, General Manager, Gold Jewellery Product Management of Chow Tai Fook Jewellery Group presented on Chinese gold techniques and innovations in jewellery artistry.

The “Chinese Gold Craftsmanship Heritage Education Programme” is designed to enhance recognition of the development, history, artistic features and cultural significance of Chinese gold craftsmanship among the younger generation. It aims to foster their understanding and appreciation of the Chinese gold artistry, leading them to thereby contribute to the preservation of Chinese culture and nurture a sense of national pride. The Programme, expected to benefit at least 50,000 individuals over the next five years, will feature a diverse series of activities and learning resources focusing on Chinese goldsmithing, gold artefact design and related cultural exchange initiatives, covering thousands of years of Chinese gold craftsmanship. Including:

- **Masterclasses:** These sessions will delve into the development of Chinese gold craftsmanship, exploring how contemporary artisans and designers have inherited, improved upon and applied ancient craftsmanship and design techniques in their work.
- **Goldsmithing Workshops:** The workshops will cover the properties of metal materials and the characteristics of Chinese goldsmithing techniques, teach fundamental skills, and guide participants in creating their own pieces with innovative reinterpretations of the traditional artistry.
- **Mainland Study Tours:** Dedicated tours to gold manufacturing industrial parks in the Mainland will provide practical insights and an in-depth understanding of how the modern gold manufacturing industry leverages advanced technology to drive innovation. Participants will learn directly from master goldsmiths.
- **Learning Resources:** Educational materials will be developed for students of various ages to introduce the features of gold craftsmanship and guide them in appreciating the diverse designs and cultural significance of gold artefacts. The Programme will also include engaging online experiential games to facilitate effective learning through play.

Cheuk Wing-hing, Deputy Chief Secretary for Administration of the HKSAR, said, “The National 14th Five-Year Plan has expressed clear support for Hong Kong to develop into an East-meets-West centre for international cultural exchange. One of our important missions is to promote, inherit and spread the traditional Chinese culture, so as to enhance citizens’ cultural confidence and national identity. With rich resources, the Hong Kong Palace Museum is an important platform for achieving the goal of making Hong Kong a centre for international cultural exchange and well placed to enable members of the public to experience the Chinese culture. Chinese gold craftsmanship has a long history and exceedingly high level of artistry. Making use of Chinese gold craftsmanship for cultural education not only raises public understanding of and interest in Chinese history, culture and art, but also grooms our next generation to be inheritors of the splendid Chinese culture and enriches the content of our cultural industry.”

Dr Louis Ng, Museum Director of the HKPM, said, “The HKPM houses one of the world’s most important collections of ancient Chinese gold artefacts. These precious treasures are not only showcased in the Museum’s exhibitions but also serve as invaluable resources for academic research and cultural heritage education. With the generous sponsorship of Chow Tai Fook Jewellery, we will be launching the five-year ‘Chinese Gold Craftsmanship Heritage Education Programme’ – the first partnership between the two parties. This initiative will greatly enrich the Museum’s educational resources dedicated to Chinese goldsmithing. Together, we will organise activities that encourage the public, especially the younger generation, to explore the immense riches of Chinese culture and elevate the magnificent artistry of Chinese gold craftsmanship to new heights.”

Sonia Cheng, Vice-chairman of Chow Tai Fook Jewellery Group, stated, “We are deeply honoured that the Hong Kong Palace Museum has placed its trust in us. Through these educational initiatives, we aim to equip the next generation with skills in jewellery-making and design, fostering creativity and pride in Chinese artistry. Our collaborative efforts signify a meaningful investment in preserving artefacts that are deeply rooted in our rich heritage. As



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Chow Tai Fook Jewellery celebrates 95 years of masterful Chinese gold craftsmanship, this partnership marks a significant milestone. It reflects our commitment to showcasing China's beauty to the world through our jewellery, fuelling a newfound appreciation of Chinese traditions.”

On the day of the event, Chow Tai Fook Jewellery displayed more than 30 gold craft treasures, allowing participants to fully appreciate the pinnacle of Chinese craftsmanship. These treasures showcase traditional gold craft techniques such as toreutics, filigree and hammering. A notable highlight was the “Gods Birthday Celebration on Pure Gold Dragon Boat”, designed based on the cultural relic “Ivory Carving Dragon Boat” from The Palace Museum’s collection, which was awarded the gold award in the “Baihua Cup Crafts Competition” held by the China Arts and Crafts Association. Assembled from 128 components, the pure gold dragon boat showcased Chow Tai Fook Jewellery's proficiency in hammering, toreutics and filigree techniques, with exceptional craftsmanship evident in both the overall design and intricate details. For more information about the gold craft treasures, please refer to the appendix.

Details of the “Chinese Gold Craftsmanship Heritage Education Programme” will be announced on the HKPM website in due course.

Photos / Captions



Officiating guests attended the launching ceremony of the
“Chinese Gold Craftsmanship Heritage Education Programme” at the Hong Kong Palace Museum (HKPM)

(From Left)

- Dr Louis Ng, Museum Director of the HKPM;
- Tsang Tak-sing, Vice Chairman of the HKPM Board;
- Lin Zhan, Deputy Director-General of the Department of Publicity, Cultural and Sports Affairs of the Liaison Office of the Central People’s Government in the Hong Kong Special Administrative Region (HKSAR);
- Cheuk Wing-hing, Deputy Chief Secretary for Administration of the HKSAR;
- Sonia Cheng, Vice-chairman of Chow Tai Fook Jewellery Group;
- Betty Fung, Chief Executive Officer, West Kowloon Cultural District Authority;
- Kent Wong, Managing Director of Chow Tai Fook Jewellery Group



Officiating guests viewed the gold craft treasure
“Gods Birthday Celebration on Pure Gold Dragon Boat”.



Representatives of the Hong Kong Palace Museum and Chow Tai Fook Jewellery Group signed the “Chinese Gold Craftsmanship Heritage Education Programme” collaboration agreement at the HKPM

(From Left)

- Sonia Cheng, Vice-chairman of Chow Tai Fook Jewellery Group;
- Kent Wong, Managing Director of Chow Tai Fook Jewellery Group;
- Dr Louis Ng, Museum Director of the HKPM;
- Tsang Tak-sing, Vice Chairman of the HKPM Board



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Purchase Tickets via WestK's websites:

Hong Kong Palace Museum website: <https://www.hkpm.org.hk>

WestK website: <https://www.westk.hk>

WestK App:



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About the Hong Kong Palace Museum

The Hong Kong Palace Museum aspires to become a leading institution on the study and appreciation of Chinese art and culture while advancing dialogue between world civilisations. The Hong Kong Palace Museum is a collaborative project between the West Kowloon Cultural District Authority and the Palace Museum and is funded by The Hong Kong Jockey Club Charities Trust with a donation of HK\$3.5 billion for its establishment, as well as some of the annual exhibitions and education programmes in 2023–2031.

Embracing new curatorial approaches, the Museum combines a Hong Kong perspective with a global vision to present precious artefacts from the Palace Museum and other important cultural institutions around the world. Through research, exhibitions, and educational and professional exchange programmes, the Museum aims to build international partnerships and position Hong Kong as a global hub for art and culture. At heart a resource that belongs to the

local community, the Museum strives to inspire community engagement, foster dialogue, and promote creativity and interdisciplinary collaboration.

<https://www.hkpm.org.hk/>

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About the West Kowloon Cultural District (WestK)

WestK is one of the largest and most ambitious cultural projects in the world. Its vision is to create a vibrant new cultural quarter for Hong Kong on 40 hectares of reclaimed land located alongside Victoria Harbour. With a varied mix of theatres, performance spaces, and museums, WestK will produce and host world-class exhibitions, performances, and cultural events, providing 23 hectares of public open space, including a two-kilometre waterfront promenade.

<https://www.westk.hk>

About Chow Tai Fook Jewellery Group Limited

Chow Tai Fook Jewellery Group Limited (the “Group”; SEHK stock code: 1929) was listed on the Main Board of The Stock Exchange of Hong Kong in December 2011. The Group celebrates its 95th anniversary this year and forges ahead into a new chapter of success, guided by a vision: “To be the leading global jewellery brand that is a trusted lifetime partner for every generation”.

Founded in 1929, the Group’s iconic brand “CHOW TAI FOOK” has become an emblem of tradition, celebrated for its bold designs and an unwavering attention to detail. Building upon a rich heritage and a foundation of trust, the Group is not only widely recognised for honouring traditions but also for fostering deep, meaningful connections with a diverse customer base through its exquisite jewellery. The Group’s long-standing commitment to innovation and craftsmanship has been integral to its success over time and has become synonymous with excellence, value, and authenticity.

As a leading Chinese jeweller, the Group believes in blending contemporary cutting-edge designs with traditional techniques to create jewellery that can be passed down from generation to generation. Every collection is thoughtfully conceived and crafted to reflect the stories of our customers, celebrating the special moments in their lives. Committed to growing



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alongside our customers, the Group embraces a spirit that aspires to inspire and captivate generations to come, weaving the story of CHOW TAI FOOK into the fabric of their lives.

Offering a wide variety of products, services and channels, the Group's brand portfolio comprises the CHOW TAI FOOK flagship brand with curated retail experiences, and other individual brands including HEARTS ON FIRE, ENZO, SOINLOVE and MONOLOGUE.

The Group is committed to delivering sustainable long-term value creation for its stakeholders by enhancing the quality of earnings and driving higher value growth. With an extensive retail network of around 7,500 stores across China as well as multiple locations globally, and a growing e-commerce business, the Group is implementing targeted online-to-offline ("O2O") strategies to strengthen its competitiveness in today's omni-channel retail environment.