



PRESS RELEASE

For immediate release

**1010 presents**  
**“Concert in the Dark 2011”**  
Returns with more music and more artists  
**Anthony Wong, Joey Yung, Sherman Chung, Kary Ng, Endy Chow, Ellen Loo,**  
People Mountain People Sea  
Together with the visually impaired  
Invites you  
To hear the world in total darkness

[Hong Kong, 18 July 2011] 1010 presents “Concert in the Dark 2011”, the world’s first concert held in complete darkness featuring talents of visually-impaired performers as well as participation in stage management.

The second annual concert will take the audience on a musical journey around the world, featuring Anthony Wong who will lead the original cast of Ellen Loo and People Mountain People Sea as well as the highly anticipated Joey Yung, Sherman Chung, Kary Ng and Endy Chow. They will join a group of visually impaired persons, Wakin Chow, Chung King Fai, Dr. Lee Lok Sze, Rebecca, James Tien and other surprise guest performers whose voices will guide you into a world of complete darkness. Breaking through the limits of vision, music alone will take the audience around the world through their ears.

The concert premier in 2010 received an overwhelming response with tickets immediately selling out. Doubling that of last year, a total of 10 shows will be held to ensure more people enjoy this unique music experience on 25-28 August at Rotunda 3, Kowloonbay International Trade & Exhibition Centre.

Concert in the Dark 2011 is a production created by social enterprises, Dialogue in the Dark and Social Ventures Hong Kong, together with People Mountain People Sea. On board for the second year in a row, 1010 Corporate Market has continued its sponsorship to be the sole sponsor of Concert in the Dark 2011. As the premium telecommunication brand in Hong Kong, 1010 knows all too well the power and reliance on speech and listening to communicate with each other. The venue is sponsored by Kowloonbay International Trade & Exhibition Centre with full support from the Hong Kong Tourism Board, HMV, Motion Power, Commercial Radio 2, Harbour City and Times Square.



Concert in the Dark 2011 aims to raise awareness of Dialogue in the Dark and the development of social enterprises in Hong Kong. Proceeds from the concert will go to Dialogue in the Dark (HK) Foundation Limited. The foundation's chairman Mr. Chan Yau Chong is pleased to see the funds making a real impact.

"The funds raised from last year's concert have supported visually impaired persons, giving them the opportunity to partake in professionally recognized courses which support their pursuit of education advancement and career development. The funds have also sponsored underprivileged families to visit Dialogue in the Dark," said Mr Chan.

### **The world of darkness makes us one**

Last year, the love of creativity and challenge drove local music group People Mountain People Sea to successfully break the limits of vision. In a pitch dark environment, the group worked with visually impaired musicians and a visually impaired stage management team to bring together an astonishing performance that was experienced only through sound. For the second time around, the Music Director Mr. Yu Yat Yiu would like the audience to experience the world through music.

"Who says that we need eyes to travel? In a pitch dark setting where you can't even see your fingers, we will take you to different countries using multi-national music, ever-changing sound effects in specially-designed environment," Mr Yu said.

"Guest performers will interact with the audience using their unique musical styles and heighten the other four senses, to lead the audience on a 75-minute musical journey.

### **The voice of support and leadership**

Executive Vice President, Corporate, Wholesale and International, Mr Paul Hodges believes that CSL's premium brand IOIO's, sponsorship of Concert in the Dark and its establishment of an annual partnership with Dialogue in the Dark have demonstrated IOIO Corporate Market's commitment to providing quality society solutions.

IOIO offers a world-class, cutting-edge network that is leading the industry and breaks down communication barriers, bringing people together to unleash the potential of the human network. Paul believes that the values of IOIO align well with Concert in the Dark, which, through voice performance in complete darkness, promotes true communication, with the aim of social inclusion and overcoming all differences to unite the world.

"Every person involved in the concert is a part of something that will change the way a lot of



people experience the world. TOIO is proud to support Concert in the Dark as we see numerous synergies between the two organisations - both providing effective and quality communication channels to all members of the community, without boundaries or limits,” said Paul.

### **Creating Stage Management in the Dark**

Deeply moved by Concert in the Dark 2010, the audience described it as an inspiring and challenging experience. To visually impaired performers and backstage helpers, this too was a new challenge. Through working with visually- able people, they not only had the opportunity to demonstrate their talent and potential, but were valuable members of the backstage crew working as part of Stage Management in the Dark.

Chairman of Dialogue in the Dark, Patrick Cheung believes that Concert in the Dark will be an event to remember.

“Concert in the Dark will not only help more people understand the abilities of the visually impaired, but also challenge their views and stereotypes. The concept has captured the attention of other countries that hope to introduce Concert in the Dark and learn from the experience of Hong Kong’s professional Stage Management in the Dark. Hong Kong’s success has become a model for visually impaired organizations around the world,” Patrick said.

### **A unique, socially inclusive event for all**

Concert in the Dark has made a great impact on Hong Kong.

The organizer of the concert Mr. Francis Ngai, CEO of Social Ventures Hong Kong, said “Concert in the Dark has a very creative concept and idea. Last year marked not only the world premiere of Concert in the Dark, but also the first ever professional Stage Management in the Dark by visually impaired persons, as well as the first time for visually impaired and visually abled musicians to perform on stage in a pitch dark environment. The concert is not only a fund raising event for Dialogue in the Dark (HK) Foundation Limited, but also an opportunity for the visually abled to experience the situation of the visually disabled.”

This socially inclusive event has won recognition and sponsorship from Hong Kong’s leading brands as well as great support from the Hong Kong Tourism Board. Concert in the Dark is set to develop into a unique annual event in Hong Kong.

- Ends-



For media enquiry, photos, or visiting “Dialogue-in-the-dark” Experiential Exhibition Hall to experience complete darkness beforehand, please contact:

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**1010 (logo) Presents**

## **CONCERT IN THE DARK 2011**

**Featuring artists :**

Sherman Chung, Endy Chow Kary Ng, Ellen Loo, Anthony Wong, Joey Yung

**Sound installation & performance :**

People Mountain People Sea, Cedric Chan, Jason Choi, Gaybird, Jing Wong, Yu Yat Yiu

**Voice Navigator :** Brian Leung

**Voice performance :** Special guests

(In alphabetical order)

Venue: Rotunda 3, 6/F., Kowloonbay International Trade & Exhibition Centre

Ticket options: (The performance is about 75 minutes)

Date/ time	25 Aug (Thur)	26 Aug (Fir)	27 Aug (Sat)	28 Aug (Sun)
12:00			HK\$480   Sherman Chung	HK\$480   Ellen Loo
15:30	HK\$480   Endy Chow	HK\$480   Endy Chow	HK\$800   Sherman Chung	HK\$800   Kary Ng
19:30 (Free cocktail will be provided)	HK\$1500   Joey Yung	HK\$1500   Anthony Wong	HK\$1500   Anthony Wong	HK\$1500   Anthony Wong

- Free seating.
- "Concert in the Dark" is restricted to audience aged 12 or above.
- Audience is requested to arrive 30 minutes prior to the Concert. Visually Impaired Welcome Ambassadors will usher you inside the venue in groups.
- No late-comers will be admitted due to special venue set-up.
- Infrared night surveillance system is installed in the venue and security cameras are also in place throughout the show.
- All light emitting devices or fluorescent objects are prohibited. Cloakroom is available.
- "Concert in the Dark" is not recommended for Scotophobia sufferers. There are fresh flowers and plants in the venue which may cause disturbance to allergy sufferers.
- Audience who requires the use of wheelchair or with other special needs please notify the organizers (+852 2310 8610) upon their ticket booking so that appropriate assistance can be arranged.



- Electric wheelchairs cannot be used in the venue but manual wheelchairs can be provided available. Please notify the organizers (+852 2310 8610) for such arrangement.
- Tickets public sales are available from 19 July, 2011. Lost or damaged tickets will not be refunded or replaced.

Ticketing office :

\*"Dialogue-in-the-dark" Exhibition Hall

(Shop 215, 2/F, The Household Centre, Nob Hill, 8 King Lai Path, Mei Foo, Kowloon)

\* HMV Hong Kong Limited (All outlets) :

- 1/F, Style House, The Park Lane, Causeway Bay
- Shop F5-7, 1/F, Telford Plaza I, Kowloon Bay
- Shop 1020 – 1021, Elements, 1 Austin Road West, Tsim Sha Tsui
- Shop UG06, UG Level, iSquare, 63 Nathan Road, Tsim Sha Tsui

Online ticketing : [www.concert-in-the-dark.hk](http://www.concert-in-the-dark.hk) / [www.dialogue-in-the-dark.hk](http://www.dialogue-in-the-dark.hk)

Enquiry Hotlines: + 852 2310 8610 / +852 2310 0833

**DiD. Let's go!**

**Visit "Dialogue-in-the-dark" Experiential Hall, take the challenge of complete darkness and experience the 75-minute unseen journey to explore the scene behind our visual potentials!**



## About Organizers

### “Dialogue-in-the-dark” ([www.dialogue-in-the-dark.hk](http://www.dialogue-in-the-dark.hk))

The 6-million people welcomed worldwide "Dialogue-in-the-dark" has its first launch in Hong Kong. Its design is specially made up of a completely darkness world. The visually impaired professionals will lead you through the unseen 75-minute spectacular journey! Gearing towards role exchange, both visually able and impaired can experience this complete darkness environment and reflect upon their inherently prejudiced bias and role stereotype in the setting.

"Dialogue-in-the-dark" Experiential Exhibition Hall has their specially designed experiential workshops for executives, professionals and CEO in alignment with a series of educational activities in school curriculum. Therefore, students can experience learning outside their classrooms.

This creative and inspiring "Dialogue-in-the-dark" has its provenance from Germany's social venture. Nowadays, it has its extension over 34 countries and 164 cities. Since 1988, "Dialogue-in-the-dark" has been welcomed by 6-million people over the world. Over 6,000 visually impaired worldwide, they can earn a living and gain social recognition by means of "Dialogue-in-the-dark".

### Social Ventures Hong Kong (<http://www.sv-hk.org>)

“Social Venture Hong Kong” was founded by “The 30s Group” in 2007. It is the first social venture fund established in Hong Kong and focuses on the local development of social entrepreneurship. It aims to provide financial, intellectual, and human capital support to the development of social entrepreneurship in Hong Kong. As pioneer of venture philanthropy, a group of committed young professionals would apply a high-engagement approach and creative ideas to create social impact in HK. "Dialogue-in-the-dark" is one of the social enterprise project events in investment and management.

### People Mountain People Sea ([www.peplemountainpeoplesea.com](http://www.peplemountainpeoplesea.com))

“People Mountain People Sea” has its roots in Hong Kong and is stemmed from Hong Kong-based music creation and production company. The members are mainly composed Anthony Wong, Choi Tak Choy, Leung Kai Cheuk, Lee Tuen Han, Al-lion, Yu Yat Yiu, etc. Also, we have contributed to lyrics creation, production and direction for artists from China-Hong Kong-Taiwan which included Lesly Cheung, Faye Wong, Lim, Eason Chan, Hui Chi On,



Miriam Yeung and Sammi Cheng, etc. The subordinate artists include Ellen Loo, Cedric Chan and Jing Wong who have brought a new aura to the world of singers. Besides, “People Mountain People Sea” has been taking a proactive stance in artistic realm by launching the products of pure music and experimental ones. There are a good many of variety in forms and diversified media production in music as, for example, the music production for movies and theatres or even musical dance, etc.

### **Dialogue in the Dark (HK) Foundation**

Dialogue in the Dark (HK) Foundation aims at identifying, incubating and fostering successful persons with visual impairment as role models for the community by providing human and financial resource in showcasing their talents and potential; supporting them in pursuit of education and career advancement; and empowering them to realize their dreams.

Dialogue in the Dark (HK) Foundation is committed to promoting social inclusion, tolerance, respect and appreciation of individual differences by developing partnership programmes with the social enterprise of Dialogue in the Dark; and supporting financially deprived groups to benefit from the educational experience of dialogue in the dark.

### **About 1010**

Launched in 1993, 1010 is the highly regarded premium brand of CSL Limited, the leading mobile operator in Hong Kong. Known for its exclusive award-winning customer services, 1010 also draws on CSL’s network superiority to provide Hong Kong’s professionals and discerning customers with a premium mobile lifestyle service. In 2010, CSL became the first operator in the world to launch a 4G LTE network, and now exclusively offers world-class capacity and speed to 1010 customers, complementing the premium value-added services that set the brand apart.