

Avenue of Stars Project Highlights

- Objectives**
- create a new attraction in response to the interest of visitors in Hong Kong movies; and
 - recognize the contribution leading professionals of Hong Kong film industry have made to the film scene both in Hong Kong and worldwide.
- Location** Tsim Sha Tsui waterfront promenade adjacent to the Hong Kong Museum of Art, extending towards Tsim Sha Tsui East (along Waterfront Promenade next to New World Centre). The location offers a superb view of the Victoria Harbour and Hong Kong's skyline.
- Total Length** 440m
- Total Costs** HK\$40 million (solely donated by New World Group)
- Management and Maintenance** New World Group will manage and maintain the project for the first 20 years after the project completion (Expenses to be solely borne by the New World Group, with the Government paying symbolically HK\$1 each year)
- Major Participating Organization**
- Tourism Commission
 - Hong Kong Tourism Board
 - Leisure and Cultural Services Department
 - New World Group
 - Hong Kong Film Awards Association (HKFAA)
- Construction** Construction commenced in June 2003. Avenue of Stars was officially opened for public on 28 April, 2004.
- Facilities and Services**
- Entrance Plaza
 - A stage with a screen and HKFAA sculpture at main entrance
 - Welcoming video introducing the project
 - 3 kiosks offering souvenirs and providing simple food and beverage
 - 9 milestones incorporating interesting facts about the 100-year development history of Hong Kong film industry
 - Mobile service carts, benches, movie-theme sculptures and greenery
 - Special lighting effects to enhance the project's leisurely ambience
 - Around 100 floor plaques for the honoured stars, who were nominated and selected by representatives of HKFAA based on the following criteria: (1) nominees must be top people in Hong Kong's movie industry; (2) nominees must have made a great contribution to the development of the local movie industry; and (3) nominees must be esteemed people with a long history of service to the movie industry. As at the date of this information sheet, 73 outstanding film industry professionals have been honoured
 - As the project's manager, New World Group will regularly organize activities to enhance the project's attractiveness

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