



新世界發展有限公司

New World Development Company Limited

## 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 of the film industry promoting Hong Kong as a destination locally 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)
- Total Length** 440m
- Total Costs** HK\$40 million (solely donated by New World Group)
- Management & Maintenance** 20 years (solely donated by New World Group)
- Design** Dennis Lau & Ng Chun Man Architects & Engineering (HK) Ltd
- Construction** Commencing in June 2003 with expected completion in the second quarter of 2004
- Facilities**
- Entrance Plaza
  - Stage with a screen and a HKFAA sculpture at main entrance
  - Welcoming video showing site
  - 3 kiosks offering souvenir and providing simple F&B
  - 9 milestones incorporating interesting facts about the 100-year development of Hong Kong film industry
  - Seating benches and greenery
  - Mobile carts
  - Floor Plagues (around 100 in total) showcasing the personality nominated by the Hong Kong Film Festival Association
- Major Participating Organisation**
- Tourism Commission
  - Hong Kong Tourism Board
  - Leisure and Cultural Services Department
  - Yau Tsim Mong District Council
  - New World Group
  - Hong Kong Film Festival Association



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