

**Press Release**  
**For Immediate Release**

## **INTRODUCING: BLOHK PARTY 2013**

Curated by Pharrell Williams for i am OTHER Entertainment

[Hong Kong, 10 October, 2013] On 7 December 2013, Hong Kong will play host to one of the largest upscale one-day events in Asia. Taking the concept of the block party (which originated from the streets of New York City) and tailoring it to suit the tastes of Hong Kong – the inaugural **BLOHK PARTY 2013** will take place at the West Kowloon Cultural District (Waterfront Promenade).

Curated by **Pharrell Williams** for i am OTHER Entertainment, **BLOHK PARTY 2013** is an elevated cross-cultural experience bringing together the global community to Hong Kong, enjoying a full day and evening of cultural activities related to music, food, and fashion.

Grammy Award winning musician, **Pharrell Williams**, will headline the event which also features the Ed Banger 10<sup>th</sup> Year Anniversary World Tour including live performances and DJ sets by Paris' hottest crew! **Gaspard** of Grammy Award winning duo **Justice**, **Breakbot**, label boss **Busy P** alongside art director and MTV Award winning **So-Me**. Local acts that are participating include **Edison Chen** with **MC Yan & Chef**, **LMF**, **24 Herbs**, and **Josie & The Uni Boys** and **Skibs the Kid**. There are more to be announced soon in the coming weeks.

With a breath-taking view of Hong Kong Island, the West Kowloon Cultural Arts District (Waterfront Promenade) will be transformed into an urban playground of activities with a large range of offerings from the hippest food establishments in Hong Kong to special fashion areas featuring retail/lifestyle pop-ups by emerging and established brands, providing limited edition and special merchandise only available at the event.

Founded by cultural entrepreneur, Kevin Poon and live events producer, Alex Ng, **BLOHK PARTY 2013** promises to be one of the hottest music-led events of the year. In addition to captivating performances by top class international and local musicians and a plethora of cultural activities, **BLOHK PARTY 2013** will also feature top-grade VIP areas complete with food and drinks that will cater to the most discerning partygoer.

**BLOHK PARTY 2013** takes place on 7 December 2013 at the West Kowloon Cultural District (Waterfront Promenade). Tickets go on sale from 10AM, 11 October 2013 at HK Ticketing's Venue Box Offices, K11 Select and Tom Lee Music Stores. Ticket Purchase Hotline: **31 288 288**, [www.hkticketing.com](http://www.hkticketing.com).

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### **BLOHK PARTY 2013**

Date:      Saturday, 7 December 2013

Time:      12 noon to 10pm

Venue:      West Kowloon Cultural District (Waterfront Promenade)

Tickets:

**VIP: HK\$1,288** (Limited Quota)

*- with exclusive access to VIP covered areas, bars & restrooms*

**Standard: HK\$788 Advance / HK\$888 At the Door on Show Day**

**Student: HK\$600** (Limited Quota)

*- for full-time students aged 15-21 with valid student ID*

**General Admission restricted to age 15 or above**

No replacement for loss of standing tickets

**Available from 10am, 11 October 2013 through HK Ticketing, K11  
Select and Tom Lee Music Stores**

Ticketing hotline: **31 288 288**

On-line ticketing: [www.hkticketing.com](http://www.hkticketing.com)

HK Ticketing applies a customer service fee to all tickets purchased via its network. This fee is additional to the face value of the ticket and is payable upon purchase of tickets.

**BLOHK PARTY** official website: <http://www.blohkparty.com/>

Facebook: <https://www.facebook.com/BLOHKPARTY>

Twitter: <https://twitter.com/BLOHKPARTY>

Instagram: <https://instagram.com/BLOHKPARTY>

YouTube: <http://www.youtube.com/blohkparty>

Weibo: <http://weibo.com/u/3748690102>

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