



# Preserving Indigenous Culture

Re-vitalising Local Essence

Stimulating Community Creativity

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## Introduction

Over the past two decades, the world has experienced rapid changes in economy, urban development, as well as in arts and culture, and these changes have greatly affected people's welfare and lifestyles. We have to adjust our strategies of living, to seek more fountains of wisdom, and to try stabilising our society, so that everyone can lead meaningful lives, enjoy themselves, and feel the vitality and joy of Hong Kong.

Tradition, local culture, and arts should be closely tied to the daily lives of common people, but in the process of globalisation, society would often pursue a single model for urban economic development, to the negligence that traditions could be renewed, could have a significance pertaining to our times, and could be endowed with human core values, so that people might feel that they have roots here in Hong Kong, instead of this being just a place for goods import-export and for services. When the urban development focus is off-balance, much of our precious cultural heritage, both in terms of traditions and in actual assets, are disappearing steadily. Therefore, the "conservation" of traditional and local culture is all the more urgent and crucial.

HULU Culture is a Hong Kong non-profit organisation to promote local culture, and we pay keen and dedicated attention to encourage a diversified development of local culture. We believe that through the participation and sharing of people from different social strata, through a convergence of the community, and through the provision of opportunities for people to use their talents, we can advance the development of social culture in Hong Kong. We believe that everyone has equal rights to take part in arts and cultural development. We also share a common dream – to protect traditional cultural heritage, to study historical changes, to explore the meaning of our times, and to continue the humanistic spirit, so that future generations will have a more convenient approach to enjoy local culture, to appreciate the collective wisdom of common people, to be able to revitalize our culture, and to maintain its inheritance.

## Purpose and Background

Some years ago, we observed that locally there were quite a few creative works of a textual or pictorial nature that have substance, but were unable to get published due to various reasons. HULU Concept, a predecessor, was therefore founded in 2004 to assist local authors in the publication of their work. At the same time, HULU Concept held various large and small exhibitions and seminars, with community culture as their themes, and invited artists, scholars and students to participate and share their expertise. Local residents responded well, and after winning their approval, such audience residents even became participants and shared in the process and the outcome of the exhibitions. HULU Concept also hoped that such exhibitions and seminars would promote local culture and arts to outsiders, and let people from different places in the world know that we were in fact living in the interesting and multi-faceted metropolis of Hong Kong.

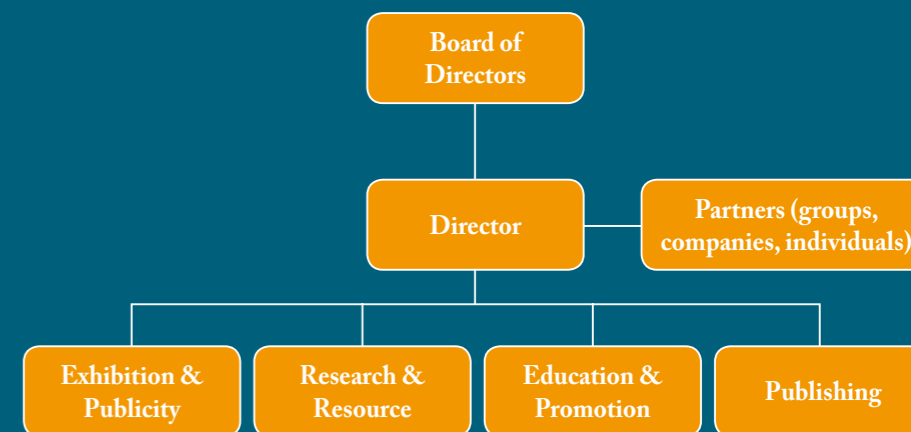
In recent years within the community, there is a heightened awareness for local culture and its conservation. After accumulating the experience from many exhibitions, research and publication projects, the HULU Concept team decided to establish a non-profit organisation in 2009, dedicated to local culture, and this organisation was named "HULU Culture" ("Hulu" means "gourd", used by Chinese in the old days as a bottle for wine or as a vessel for various substances).

The people behind HULU Culture have for years took active parts in community research and studies, collected a variety of indigenous folk artefacts, and compiled oral histories to bear witness to Hong Kong's livelihood and history through the different era. We hope to organise the materials and experiences systematically and to disseminate them, making these first-hand local items be available to academic institutions and to the public for research. We will continue to develop new areas of study, to hold exhibitions and educational activities, so as to promote the continuance of our cultural heritage.



We believe everyone can be a bearer of culture and history, to extend the spirit of humanity, and to be a contributor to future generations.

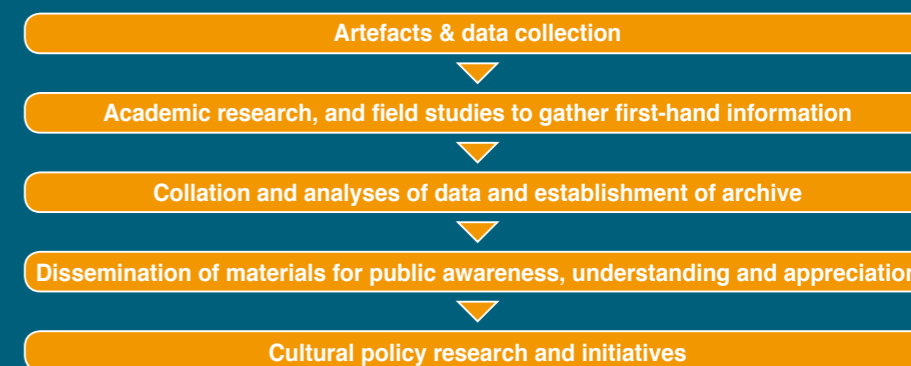
## Organisation Chart



## Board Members

- Mr. NG Chun-Hung (Chairman)
- Mr. POON Kai-Tik (Vice-chairman)
- Mr. Andrew LAM Siu-Lo (Treasurer)
- Mr. HO Wai-Chi (Secretary)
- Mr. Oscar HO Hing-Kay
- Mr. CHIN Wan (Advisor)

## Local Culture Conservation and Promotion - Workflow



## Specific Work Plans

### 1. Organising exhibitions

HULU Culture will hold exhibitions dwelling on specific themes or pertaining to particular locations. After careful research and meticulous fact gathering, the exhibitions will use artistic and multimedia materials to convey the uniqueness of local culture through words and images.

**HULU Culture has held many such exhibitions in the past, including:**

- “NTKL Open Rice – Nine-Course Banquet of Resettlement Estate Life” (2009). Gathering the talents of nine creative artists who have a passion for local culture, the exhibition used photos, illustrations, sounds, installation art, words and such diverse media, to present the indigenous lifestyle and spirit of the Lower Ngau Tau Kok Estate. This gave local young people and new emerging artists a platform to share their work. While the exhibition was on-going, a charity auction was also held to raise money for helping poor elderly residents relocate, which demonstrated mutual caring in the community.
- “Orchestration – Hong Kong Old Shops” (2007) – Photographs by Simon Go. An exhibition of more than 100 precious photos of various old shops and street stalls in Hong Kong and Kowloon, leaving behind a record of the steadily disappearing images peculiar to Hong Kong. The attendance and the frequency of media coverage of this exhibition were record-breaking.
- “Proprietary Chinese Medicine” (2002). An exhibition held at the School of Design, the Hong Kong Polytechnic University, employing actual artefacts combined with juxtaposed images to deliver a visual tour through old and new packaging styles for Hong Kong Chinese proprietary medicine, demonstrating their aesthetics and traditions.
- “Happy Hong Kong” (2009). A photo gallery by C.W. Fu, capturing the funny moments of Hong Kong life with his perceptive camera lens.
- In the exhibitions “Dialogue with the Bed” (2009) and “Hong Kong People Cheer the Lions” (2009), installation artist Tim Li used the folding bed as his lingo in expressing creativity.
- “Hong Kong Britain – Photos by Ken Wong Kan-Tai” (2007). Through journalistic photos, post-colonial Hong Kong social culture was illustrated.

g. “Orchestration 2 – Hong Kong Old Shops” (2008) is an exhibition of works by Simon Go and Stella So. Mixing black-and-white photos with colourful drawings in a brand new crossover medium, the exhibition left behind a trail of lively and warm images of the old shops, as something to cherish, traditional scenes which were soon to fade away.

HULU Culture will continue to organise exhibitions based on “themes” or “locations” of Hong Kong. For example, there could be exhibit themes related to ordinary households, portrait photo studios, folk handicrafts, and some such general lifestyle topics; and exhibitions for specific locations such as Central & Sheung Wan, Yau Ma Tei, and Sham Shui Po, showing life and culture criss-crossed with a community rhythm. HULU Culture also plans to hold virtual exhibits online to let the public enjoy the highlights of past exhibitions, and to maintain and extend the community’s cultural essence through the internet.

### 2. Establishing a research and online resource centre

HULU Culture believes that academic research and field work constitute the basic groundwork, which is as important as the promotion and continuance of local arts and culture. Therefore, HULU Concept plans to turn the fruits of research into virtual exhibitions uploaded to its web pages, so that the public, the artists, the cultural workers, as well as the younger generation, may have more opportunity to get in touch with local community culture, to understand the concepts and ideals held by HULU Culture, and to let the research, the exhibits and the arts be extended through the far-reaching network. An online resource centre can provide ideal teaching materials for general education courses in understanding community history and culture, which in the long run will be a significant tool in preserving the legacy of local culture.

### 3. Holding seminars and workshops

HULU Culture will invite scholars periodically to speak on local culture academic topics, and will actively hold workshops and guided cultural tours as community events, leading the public back into the roots of the community, so that they may discover the essence of their own community culture. They can gain experience, knowledge, understanding and appreciation of their own local culture, and can elevate their awareness to recognise that one’s own local culture requires to be conserved. As an example, HULU Culture’s exhibition “NTKL Open Rice” included the rich and diverse activities of guided cultural tours, academic seminars, and community interactive projects. In future, we will continue in our objectives “to protect traditional cultural heritage, to extend the humanistic spirit, and to contribute to the next generation”, and bring culture and arts into the livelihood of Hong Kong people.

### 4. Promoting local culture and arts through education

HULU Culture regards local culture as an integral part in the curriculum of general education. To let the public and our youth develop a deeper understanding of local culture, and to place a higher importance on its conservation, HULU Culture will strengthen its ties with local educational bodies, by providing text and graphics related to community culture, holding online virtual exhibits, running culture seminars and community workshops, aiding different organisations to plan general education syllabus, producing a series of teaching materials, and furthering the union of local arts and culture to youth education, so as to allow local culture the room for healthy growth.

### 5. Publishing of books

HULU Culture has published numerous collection of works by local photographers and artists, to support local art education and promotion on the one hand, and through these books to leave an important record of local culture on the other hand, so that the fruits from HULU Culture’s research may be shared with the public. For example, “Neighbourhood Old Shops” has about one hundred black-and-white photos showing lifestyles in the 60’s and 70’s, revealing the aesthetics of seemingly chaotic street scenes. “Funny Hong Long” is a book recalling us to the sometimes forgotten joys of local life. “Dialogue with the Bed”, “Themeless Parks”, and “Mandala Afterdark” are books exploring the relationship between art and humanity. “Buried Alive: Victoria”, “Heaven King, Earth Queen”, the set of four photo books in “The Hong Kong Photographer Series”, as well as “Hong Kong Walled City”, are not only personal journals for the respective photographers, but present an integrated image of Hong Kong in its indigenous culture and social visage.

The 2001 publication of HULU Culture, “Hong Kong Apothecary : A Visual History of Chinese Medicine”, which focused on traditional packaging of Chinese proprietary medicine, received the Gold Medal in the “Hong Kong Print Award” in the same year. Two years later the book also had an English version published in the United States.

With a rich experience based on past works, HULU Culture will continue to provide local artists and cultural workers with more publishing opportunities, as well as to let the public have the chance to be nourished by the nutrients of local culture from reading the books, so as to propagate and carry forward such local essence.

