

HK Toy Museum @ The Link



For the first time ever, The Link has partnered with famous movie director Oxide Pang to present a permanent Toy Museum at Lok Fu Plaza. The Toy Museum is the biggest ever in Hong Kong, boasting an exclusive selection of over 10,000 valuable toys from Pang's private collection, including debut exhibitions of limited editions and out of production toys from around the world. No entrance fee is required for the Toy Museum, where Pang, who will serve as the Honorary Curator, will be present occasionally to meet the public. To celebrate the 3rd anniversary of Lok Fu Plaza, The Link will roll out a series of toy-themed activities, making Lok Fu Plaza a prime destination for toy lovers.

Pre-Opening Activities

“HK Toy Museum @ The Link” Micro Movie Workshop

Hosted by famous director Oxide Pang, who shared his filmmaking skills and techniques, including lighting, shooting methods, the use of different scenes and the development of screenplay ideas during the workshop. Q&A session is available for the audience to interact with this famous director.

Date: 21 February 2014 (Friday)
Time: 7 pm to 8 pm
Venue: 3/F, Zone A, Lok Fu Plaza (Exit A of Lok Fu MTR Station)
Fee: Free
Speaker: Famous movie director Oxide Pang



“HK Toy Museum @ The Link” Micro Movie Competition

Using toys as the main theme, participants have to film a video of more than 1 minute and upload it to the activity website. Videos will be selected by judging panels to win the awards “The Best Micro Movie”, “Favourite Micro Movie”, and “Most Innovative Micro Movie”. Winners will receive the latest cameras from SONY, worth over HK\$30,000 in total.

Enrolment Dates: 1 March 2014 – 31 March 2014

Deadline of Submission: 11 April 2014

Enrolment Method:

Individuals or groups can apply through email or by post. The movie can be submitted online or by post.

- Online Submission: Application form can be downloaded from The Link Customer Website (www.thelink.com.hk) and submitted via email. Relevant movie submission details will be sent upon receipt of the emailed application.
- By Post: Application form can be downloaded from The Link Customer Website (www.thelink.com.hk). The movie and completed form can be submitted together to Flat H, 12/F, Phase 4, Kwun Tong Industrial Centre, Kwun Tong, Kowloon. Please specify “Hong Kong Toy Museum @ The Link” Mini Movie Competition on the envelope. For mailed materials, the deadline is a postmark deadline.

“Favourite Micro Movie” Public Voting Date: 17 April 2014 – 24 April 2014

Results Announcement: 30 April 2014

Announcement Method: Results will be announced on the Facebook page (HK Toy Museum at The Link) and The Link Customer Website (www.thelink.com.hk). Winners will be notified individually.

Enquiries Hotline: 2770-2370 (Ms Man / Ms Wong) or 6113-2730 (Ms Man)
(Office Hours: 10 am to 6 pm, Monday to Friday)

Awards:

“The Best Micro Movie” (one winner): Sony HDRPJ790VE Digital Video Recorder (HK\$12,980)

“Favourite Micro Movie” (one winner): Sony NEX7 DSLR Digital Camera (HK\$8,990)

“Most Innovative Micro Movie” (two winners): Sony α5000 DSLR Digital Camera (HK\$4,490)

Assessment Criteria:

Content, Innovation, Overall Effect & Filming Technique

Kick-Off Activities

“HK Toy Museum @ The Link” Opening Ceremony

Date: 19 March 2014 (Wednesday)

Time: 2:30pm

Venue: Food Square, Zone A, Lok Fu Plaza (Exit A of Lok Fu MTR Station)

Showcasing local innovation and power of toy fans, the “Dream Chariot” will challenge the Guinness World Record of the world’s largest remote toy brick car. The chariot is specially made by local toy group “Dr. Bricks” under The Link’s invitation, to celebrate the opening of “Hong Kong Toy Museum @ The Link”, and it was assembled over a two week period, using 200,000 pieces of toy bricks and taking 300 hours to complete. Oxide Pang, the museum’s Honorary Curator, will introduce his signature toys and limited edition toys of the museum.

“HK Toy Museum @ The Link” (Opening Details)

Date: 19 March 2014 onwards (after Opening Ceremony)

Venue: 3/F, Zone A, Lok Fu Plaza (Exit A of Lok Fu MTR Station)

Entrance Fee: Free

Website: www.thelink.com.hk

Facebook : HK Toy Museum at The Link

Post Activities

“Favourite Hong Kong Toy” Photo Competition

In cooperation with SONY, participants can take toy photos, upload them to the Facebook page of the “HK Toy Museum at The Link” and share them with friends. Judges will select the winners from among the entries while photos with most “Likes” will receive a special prize. Amazing prizes include the latest cameras from SONY and cash coupons worth over HK\$20,000.

Photo Submission Date: 26 April 2014 – 25 May 2014

Enrolment Method: Upload photo to the Facebook page and share the photo with friends. Each participant can upload up to 5 photos with photo caption of no more than 50 words for each photo.

*First 30 participants will receive 2 Starbucks cash coupons (worth HK\$20 each).

Results Announcement: 30 May 2014

Announcement Method: Results will be announced on the Facebook page (HK Toy Museum at The Link) and The Link Customer Website (www.thelink.com.hk). Winners will be notified individually.

Enquiries Hotline: 2770-2370 (Ms Man / Ms Wong) or 6113-2730 (Ms Man)
(Office Hours: 10 am to 6 pm, Monday to Friday)

Awards:

Champion (1 winner): Sony NEX7 DSLR Digital Camera (HK\$8,990) & Cash Coupon of HK\$1,000

First Runner Up (1 winner): Sony α5000 DSLR Digital Camera (HK\$4,490) & Cash Coupon of HK\$500

Second Runner Up (1 winner): Sony HX50V Digital Camera (HK\$3,490) & Cash Coupon of HK\$500

Merit (5 winners): Cash Coupon of HK\$500

Assessment Criteria:

Content, Photography Skills, Innovation & Originality, Picture Composition & Aesthetics

Terms and Conditions apply. Details please refer to Facebook page (HK Toy Museum at The Link) and The Link Customer Website (www.thelink.com.hk)

Paper Toy Model Exhibition

Using toys as the main theme, various special toy models made of folded paper will be exhibited.

Date: 26 April 2014 – 25 May 2014

Venue: “HK Toy Museum @ The Link”, 3/F, Zone A, Lok Fu Plaza (near UNY)

Paper Folding Model Workshop

Upon spending HK\$200 or above# at Lok Fu Plaza between 26 April 2014 and 18 May 2014 with a maximum of 2 electronic invoices, shoppers can participate in the workshop for once. Participants will receive one set of paper model and can fold unique paper toys with instruction from the workshop tutors. Limited quota available.

Date: 26 – 27 April, 3 – 4 May, 10 – 11 May, 17 – 18 May (every Saturday & Sunday)

Time: 2pm – 8pm

(60 minutes per session, 8 quotas per session)

Venue: Zone A, 3/F, Zone A, Lok Fu Plaza (near to UNY)

Enrolment Method: Interested customers can make registration with the invoices at the above date and time

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