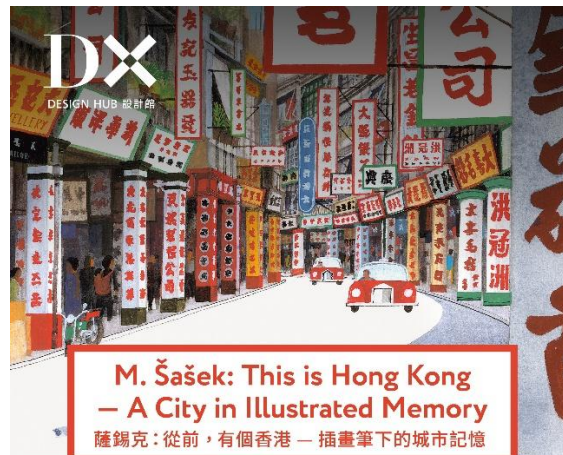


Immediate Release

Hong Kong Design Centre Presents
'M. Šašek: This is Hong Kong' Exhibition
Rediscover the city's past through the Czech artist's whimsical and imaginative lens



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Hong Kong, 10 June 2026 – Hong Kong Design Centre (HKDC), supported by the Cultural and Creative Industries Development Agency (CCIDA) as lead sponsor, in collaboration with the Consulate General of the Czech Republic in Hong Kong, the Miroslav Šašek Foundation, international publisher Baobab, Bookazine, and the Hong Kong International Literary Festival, proudly presents a new exhibition, '**M. Šašek: This is Hong Kong**'. On view from now until 6 July 2026 at The Annex, 2/F, DX design hub, the exhibition centres on the celebrated children's book *This is Hong Kong* and the wider *This Is...* series by the late Czech author, illustrator and architect **Miroslav Šašek**. Through his playful and imaginative illustrations, Šašek captures Hong Kong's cityscape of a bygone era, using warm and vivid visual storytelling to guide audiences into a shared collective memory of the city.

Ms. Rainy Chan, Executive Director of Hong Kong Design Centre, remarked: 'We are honoured to collaborate with the Consulate General of the Czech Republic in Hong Kong and the Miroslav Šašek Foundation to present this meaningful cross-cultural exhibition, which underscores HKDC's longstanding mission to foster international cultural exchange. Through Šašek's whimsical illustrations, we hope to inspire audiences of all ages to rediscover Hong Kong's diverse character and cultural charm from a fresh and imaginative perspective.'

Mrs. Klára Jurčová, Consul General of the Czech Republic in Hong Kong and Macao, said, ‘We are delighted to partner once again with HKDC to share Czechia’s internationally influential cultural and creative achievements with audiences. We hope this exhibition will not only resonate with local visitors, but also further promote exchanges between Czechia and Hong Kong in the fields of design and visual culture, strengthening our cultural ties and collaborative relationship.’

Rediscovering Hong Kong through the Eyes of a Czech Artist

Born in Prague in 1916, Miroslav Šašek was one of the most distinguished creators of children’s picture books in the 20th century. His renowned *This Is...* travel book series has received numerous international awards since its debut in 1959, and has been translated into multiple languages, selling millions of copies worldwide. First published in 1965, *This is Hong Kong* documents a rapidly transforming city, featuring scenes of the bustling Victoria Harbour, neon signs, street markets, and newly built high-rises. Rendered in a style that blends curiosity with gentle humour, his illustrations remain strikingly vibrant even today. This exhibition pays tribute to Šašek while inviting audiences to revisit a familiar city through the eyes of an observer, retracing the traces of shared memories.

In addition to viewing original works from *This is Hong Kong* at The Annex, selected illustrations from the series are also featured in the concurrent exhibition ‘From Memory to Horizon: The Visual Language of Hong Kong Tourism’ at The Design Museum on the same floor, offering audiences a multi-layered exploration of Hong Kong as depicted through Šašek’s lens.

From Interactive Experiences to In-depth Dialogues

Beyond showcasing illustrations, the exhibition incorporates interactive elements to bring Šašek’s world to life. Visitors can take photos at an AI photo booth with Šašek-inspired backgrounds, bringing home a personalised artistic keepsake. A reading and colouring zone is also available, featuring a selection of Šašek’s books for on-site browsing, where parents and children can relax and engage in colouring activities.

A series of talks will be held during the exhibition period, including a thematic talk titled ‘The Timeless Illustrations of Miroslav Šašek’ by internationally renowned illustration scholar Professor Martin Salisbury, as well as a seminar ‘This is Hong Kong — Design and Illustration Collide’. These programmes will explore Šašek’s work from multiple perspectives and examine how design and illustration can carry stories and cultural narratives. Further details will be announced on HKDC’s official website and social media platforms.

Coming Soon: ‘Digital Emotions — From Electric Pulse to Human Touch’

Another exhibition co-organised by HKDC and the Consulate General of the Czech Republic in Hong Kong, ‘Digital Emotions — From Electric Pulse to Human Touch’, will open on 19 June 2026 at The Gallery, 1/F, DX design hub. Continuing HKDC’s commitment to cross-cultural exchange, the exhibition explores how digital design transcends geographical boundaries, connects diverse cultures, and inspires new creative possibilities.

Exhibition details:

Exhibition Name:	M.Šašek: This is Hong Kong
Exhibition Period:	Now - 6 July 2026
Opening Hours:	Monday, Wednesday to Sunday: 11:00 - 19:00 (Open on Public Holidays) Closed on Tuesdays (except Public Holidays)
Venue:	The Annex, 2/F, DX design hub, 280 Tung Chau Street, Sham Shui Po, Kowloon

Social Media Hashtags:

#HKDesignCentre #HKDC #MiroslavŠašek #thisishongkong #CSTB #CCIDAHK #CCIDA
#consulategeneralczhk

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About Miroslav Šašek

Miroslav Šašek was born on the 16 November 1916 in the Prague district of Žižkov. He was an architecture graduate and studied drawing and painting with Czech landscape artist Otakar Blažiček, and after completing his studies he provided drawings for newspapers and illustrated a large number of books, as well as designing puppets in collaboration with his first wife, Jindřiška.

In 1947, he moved to Paris to study at the École des Beaux Arts. He earned a living as a graphic artist (in advertising) and architect, and from 1951 he was employed in the Czech section of Radio Free Europe in Munich. In 1959, his children's illustrated guide *This is Paris* was published and succeeded by similar books on London (also 1959), Rome (1960), New York (1960), Edinburgh (1961), Munich (1961), Venice (1961), San Francisco (1962), Israel (1962), Cape Canaveral (1963), Ireland (1964), Hong Kong (1965), Greece (1966), Texas (1967), the United Nations (1968), Washington D.C. (1969), Australia (1970) and historical Britain (1974). The books from the *This is...* series have earned their author a large number of awards over the years, including an entry in the IBBY (International Board on Books for Young People) Honour List for 1979. Besides his work in books, Miroslav Šašek was also a painter throughout his life. Miroslav Šašek died in Switzerland on 28 May 1980. Since the year 2000, his books have seen reeditions in America, France, and Germany.

About Miroslav Šašek Foundation

The Miroslav Šašek Foundation, based in Prague, Czechia, continues to preserve the legacy of internationally renowned Czech illustrator Miroslav Šašek while fostering innovation in contemporary children's literature and illustration.

Established in 2011 by the heirs of Šašek's copyrights, the foundation was created to ensure that his work reaches new global audiences and inspires future generations. Its mission includes encouraging the international dissemination of Šašek's work and promoting the creation of high-quality children's books by contemporary authors. Through its programmes, the foundation provides grants, artist residencies, workshops, and competitions for illustrators and writers. It also supports publishing initiatives, organises exhibitions, and develops educational activities for children and schools.

Today, the Miroslav Šašek Foundation carries his legacy forward by combining preservation efforts with forward-looking initiatives, contributing to the global landscape of illustration and children's publishing.

About Bookazine

Established in 1985, Bookazine is a beloved family-run bookstore chain in Hong Kong. Known for its friendly atmosphere and extensive selection, Bookazine offers a wide range of English-language books, magazines, stationery, cards, gifts, toys, and sweets. With six locations across the city, including prestigious spots like IFC Mall and Prince's Building, Festival Walk, Tai Kwun, Lyndhurst Terrace and The Repulse Bay, Bookazine is a favourite destination for book lovers and gift shoppers.

As a proud Hong Kong company, Bookazine offers one of the largest ranges of Hong Kong-related products, from books written about this amazing city to artworks featuring iconic local scene designs and more. Bookazine also frequently hosts cultural events, workshops, and book clubs that celebrate Hong Kong's rich heritage and contemporary culture.

About DX design hub

Operated by Hong Kong Design Centre, DX design hub in Sham Shui Po nurtures emerging design talents and fashion designers, fostering creativity and collaboration. Showcasing the synergy between design disciplines, it serves as a vibrant platform for community engagement and creative tourism. The Hub offers exhibition spaces, activity spaces, and a retail area for designers to gain hands-on experience. It functions as a central workstation for HKDC and design-related Associations, leading initiatives to promote fashion and diverse design projects. With a mission to inspire creativity and innovation, we aim to enable the Hub to become the creative anchor in Hong Kong with various specialized zones including The Square, The Fashion-Pop, The Box, The Gallery, The Design Museum, The Annex, The Steps, The Lounge, The Barn and The Fashion Spotlight.

The construction work of the Hub is undertaken by the Urban Renewal Authority (URA), ensuring a state-of-the-art facility that supports our vision. The Cultural and Creative Industries Development

Agency of the Government of the Hong Kong Special Administrative Region is responsible for strategy formulation, coordination, and supervision, guiding the Hub's initiatives to align with industry needs and aspirations.

About Hong Kong Design Centre (www.hkdesigncentre.org)

Hong Kong Design Centre is a strategic partner of the HKSAR Government in leveraging the city's East-meets-West advantage to create value from design.

The major programmes include Business of Design Week, DFA Awards, Fashion Asia Hong Kong and BODW In the City. Since 2024, we have also been operating the DX design hub in Sham Shui Po, dedicated to fostering emerging design talents and facilitating collaborations and exchanges in the design industry, as well as providing visitors an immersive experience through innovative exhibitions, fashion showcases and cultural events.

To achieve our goals, we:

- Cultivate a culture of design
- Bridge stakeholders to opportunities that unleash the power of design
- Promote excellence in various design disciplines

About Cultural and Creative Industries Development Agency (www.ccidahk.gov.hk)

The Cultural and Creative Industries Development Agency (CCIDA), formerly known as Create Hong Kong (CreateHK) since 2009, was established in June 2024. CCIDA is a dedicated office under the Culture, Sports and Tourism Bureau of the Government of the Hong Kong Special Administrative Region (HKSAR Government) to provide one-stop services and support to the cultural and creative sectors with a mission to foster a conducive environment in Hong Kong to facilitate development of the arts, culture and creative sectors as industries. CCIDA's strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and multi-disciplinary collaboration, promoting industrialisation of the arts, culture and creative sectors under the industry-oriented principle, and fostering a creative atmosphere in the community, thereby reinforcing Hong Kong as Asia's creative capital and our positioning as the East-meets-West centre for international cultural exchange.

Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to some of HKDC's activities/projects only, and does not otherwise take part in such funded activities/projects. Any opinions, findings, conclusions or recommendations expressed in this publication and relevant materials/events (or by members of the project teams) are those of HKDC only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, the Cultural and Creative Industries Development Agency, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.