

# BROWNBOOK

HONG KONG

Kowloon Islamic Centre + Danielle Huthart + Rad Hourani + Wan Chai



HONG KONG TOURISM BOARD



# UNFOLDING CREATIVITY

Founder of Hong Kong based creative agency White Space, Danielle Huthart is a self-appointed cultural ambassador at the forefront of Hong Kong's creative art scene. With a multi-national background, Huthart advises brands on how to be successful in this cosmopolitan city



In an urban centre where the art scene is defined by small pockets in a number of districts, Danielle Huthart and her creative design team went about mapping the city using the creative community as a reference point. The project Creative City acted as a guide curated by creatives for creatives. 'The best way to find out what's going on is to tap into the dynamic community that makes up the art scene here,' she says. 'Hong Kong is a culturally unique place just waiting to be explored.' Coming from a mixed background of an English father and a Chinese mother, Huthart was immersed in diverse cultures from a young age. 'My father instilled a sense of adventure, curiosity and wonder for the natural world in me, while my mother gave a sense of courage, independence and freedom to follow my dreams as an artist and designer.'

Fortunate enough to be well travelled, Huthart says she has an appreciation of both Western and Eastern design and, when she started her own branding studio White Space, she made the most of this knowledge. She has had much success. 'Our goal is to be a leading agency in Asia that offers strategic branding, design solutions and interactive services,' she says. The physical

notion of white space characterises her design work, which is clean and simple, relevant in local context and maintains an international sensibility.

The White Space agency is located in the creative hub of Sheung Wan, a thriving area that gives them access to all levels of the corporate community. 'We have a French bakery next to a Michelin-Star Chinese restaurant next to a local laundromat and European shop,' she explains. Eclectic and cool, Huthart chose the district as it 'attracts creative types since it's a less developed landscape, which still has a sense of rawness about it.' A leading light for the Hong Kong creative scene, Huthart has been praised by the likes of Lane Crawford, a well established fashion atelier, for 'pioneering the creativity' and is paving the way for others to follow. But she admits that with plans underway to develop West Kowloon Cultural District as well as the Police Married Quarters and Central Police Station, into design studios with a focus on heritage and contemporary art, her job leading the way is becoming easier. 'With the growth of Art Hong Kong and the arrival of several bluechip galleries such as White Cube and others, the

city is now considered one of the thriving and expanding international capital art markets.'

She admits that the Middle East has a lot of similarities when compared it to Hong Kong. '[Dubai] is similar to Hong Kong in the sense that the city is dominated by finance and property businesses, yet there is a strong creative scene emerging', she tells us. 'There is a group of people who are leading the way for more diversity and dialogue for art and culture. Being able to understand both western and eastern cultures enables us to produce work that has a cross cultural appeal.'

Huthart's recommendations when visiting Hong Kong are places such as Sin Sin, a local atelier; Blindspot Gallery, a contemporary art space promoting photography, and Saamlung, a commercial gallery and project office space, all of which hold regular exhibitions.

'In a city that has a highly developed arts and creative scene, such as London, Paris or New York, it can be more inspiring but also more challenging to be seen or heard among the crowd. We're excited to be a part of the changes that are taking place, and also to contribute as much as we can in the ways we know how - by being creative.'

