

Updates on Avenue of Stars

星光大道進度匯報



1

Where we are now?

最新進度



Aerial View
(Artist Impression)

鳥瞰圖
(設計師概念圖)



Aerial View (Current)

鳥瞰圖
(實景)



Aerial View
(Artist Impression)

鳥瞰圖
(設計師概念圖)



Aerial View
(Current)

鳥瞰圖
(實景)



AOS
Before
Renovation

翻新前的星光大道

1

Hot

2

Crowded

3

Lack of
Amenities

4

Inaccessible
Edge

AOS Before Renovation

翻新前的星光大道



2

Crowded

3

Lack of
Amenities

4

Inaccessible
Edge

AOS Before Renovation

翻新前的星光大道



3

Lack of
Amenities

4

Inaccessible
Edge

AOS Before Renovation

翻新前的星光大道



4

Inaccessible
Edge

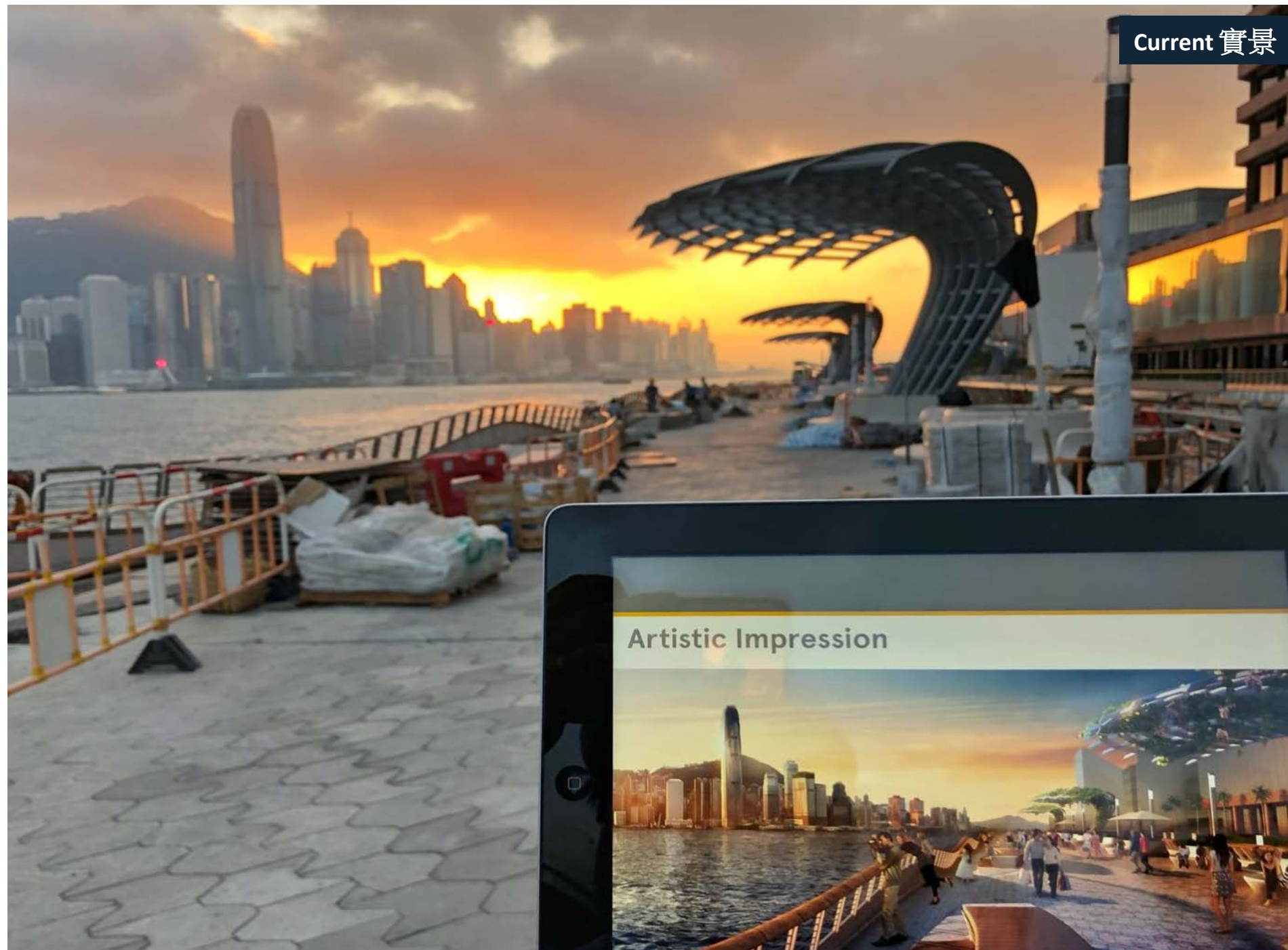
AOS Before Renovation

翻新前的星光大道



Where we
are now?

最新進度





Artist
Impression
設計師
概念圖

Current
實景



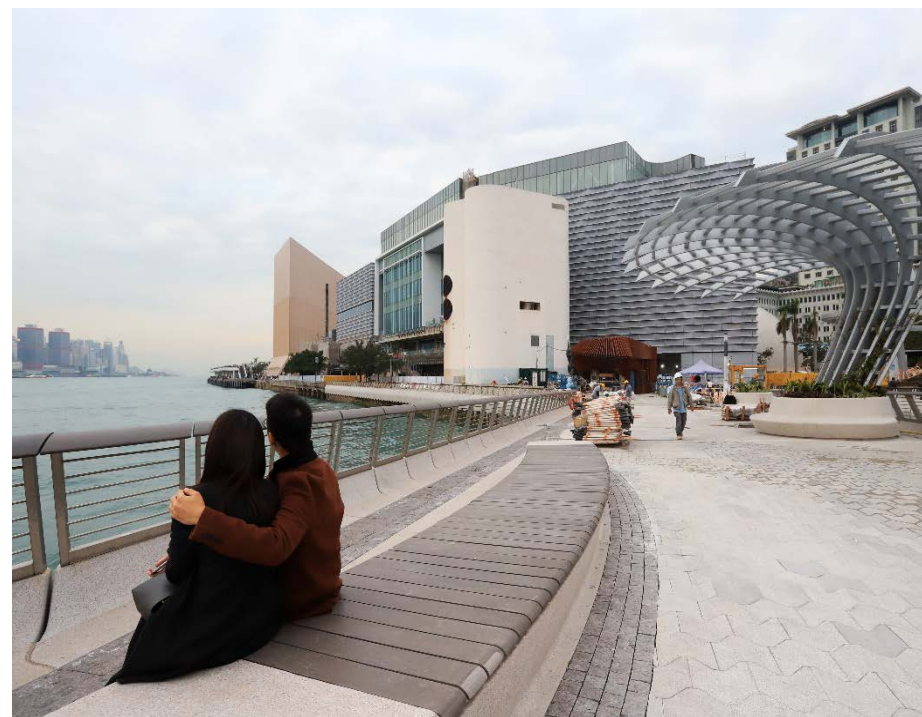
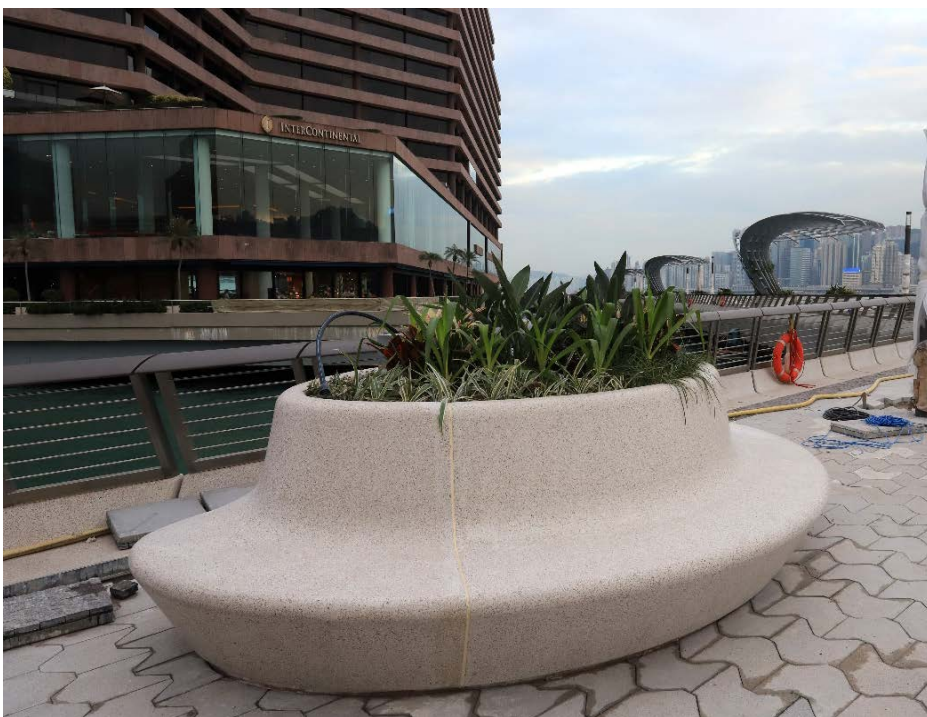
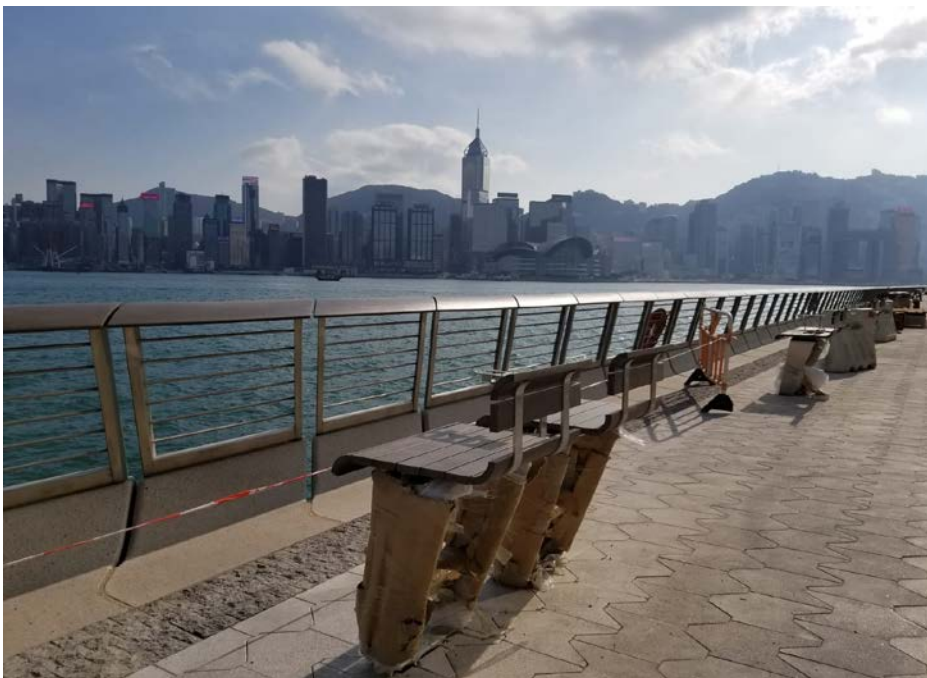


Artist
Impression
設計師
概念圖

Current
實景



Where we
are now?
最新進度



More Provision of Shade, Seating and Greenery

提升遮蔭、座位和綠化比例



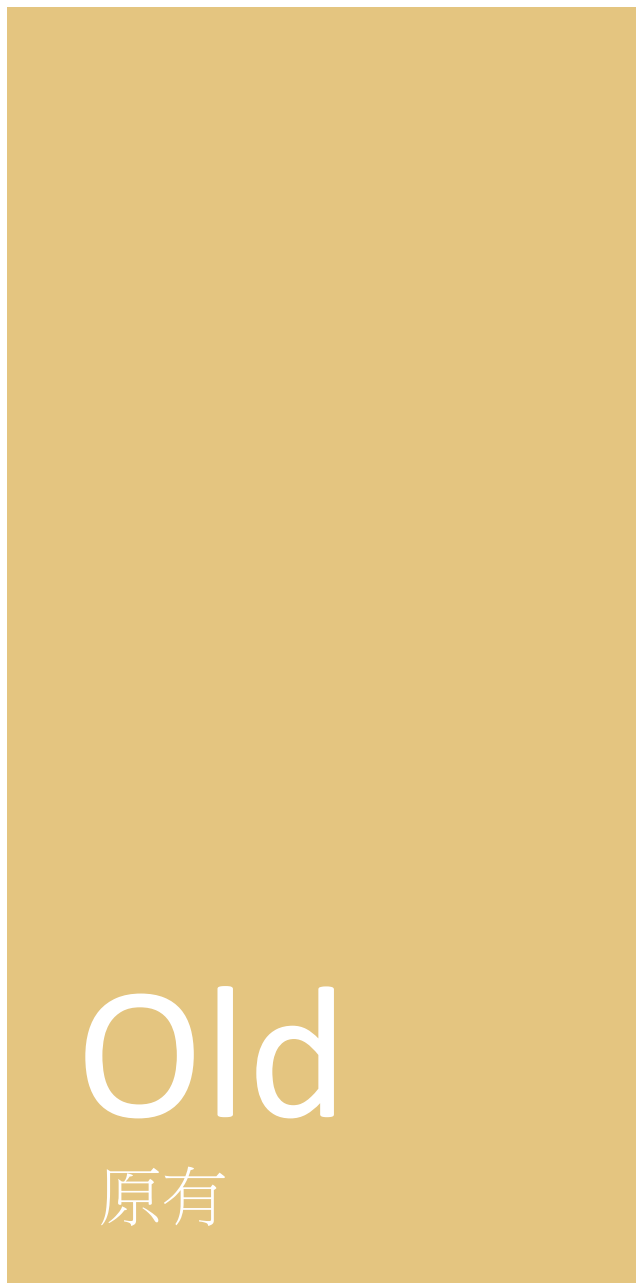
Shade
遮蔭



Seating
座位



Greenery
綠化



Old

原有



New

全新

More Provision of Shade, Seating and Greenery

提升遮蔭、座位和綠化比例



Shade
遮蔭



Seating
座位



Greenery
綠化

Old
原有



New
全新

More Provision of Shade, Seating and Greenery

提升遮蔭、座位和綠化比例



Shade
遮蔭



Seating
座位



Greenery
綠化

Old
原有



New
全新



More Provision of Shade, Seating and Greenery

提升遮蔭、座位和綠化比例



Shade
遮蔭



Seating
座位



Greenery
綠化

Old
原有



New
全新



↑
700%

↑
225%

↑
830%

2

Movie Elements

電影元素



Previous Movie Elements

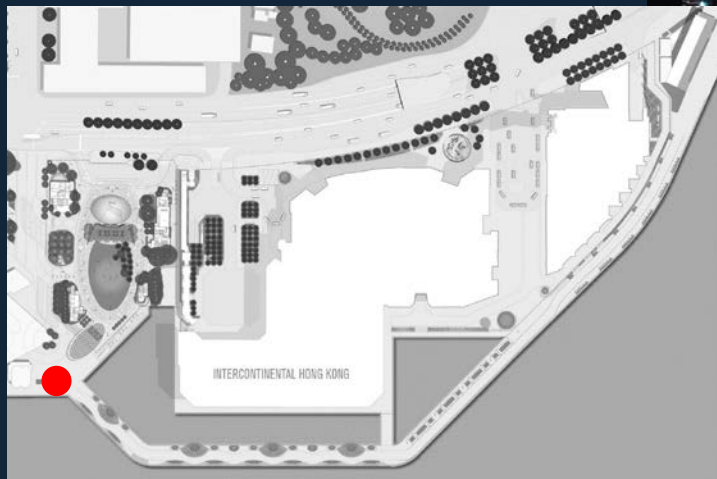
翻新前的電影元素



HKFAA Statue

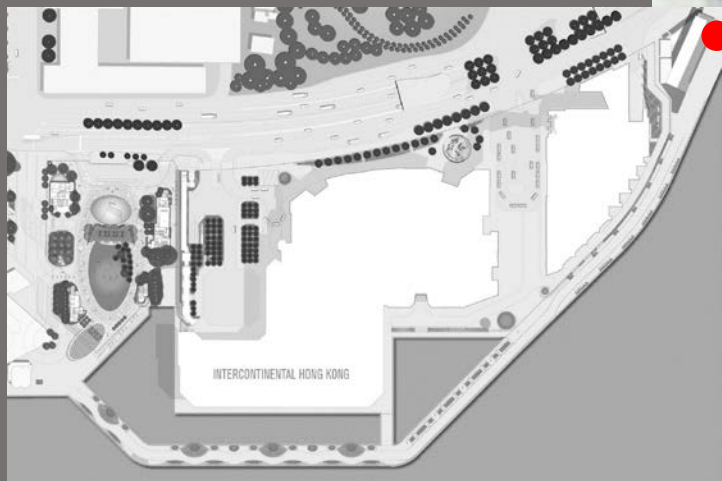
香港電影
金像獎銅像

Light
Installation
燈光裝置



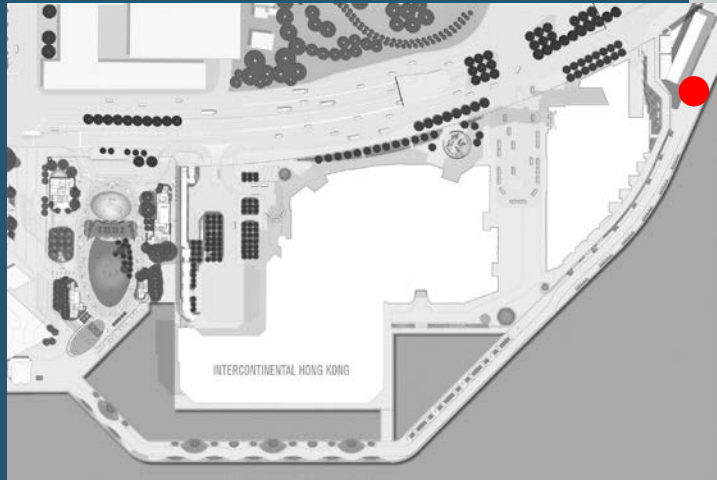
Bruce Lee Statue

李小龍銅像



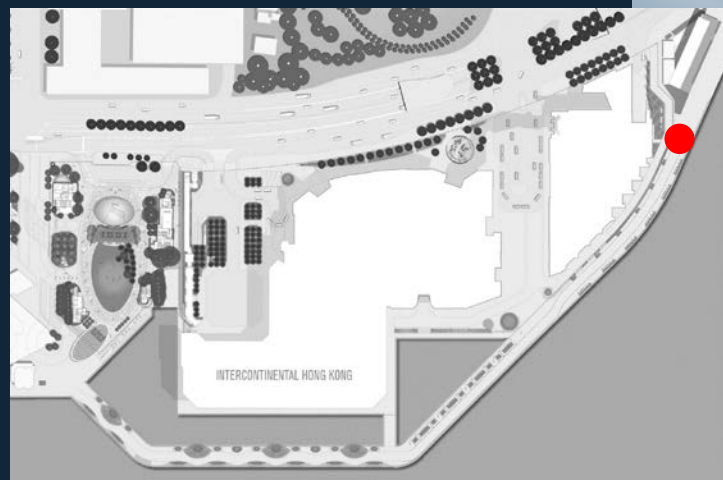
Anita Mui Statue

梅艷芳銅像



Mcdull Statue

麥兜銅像

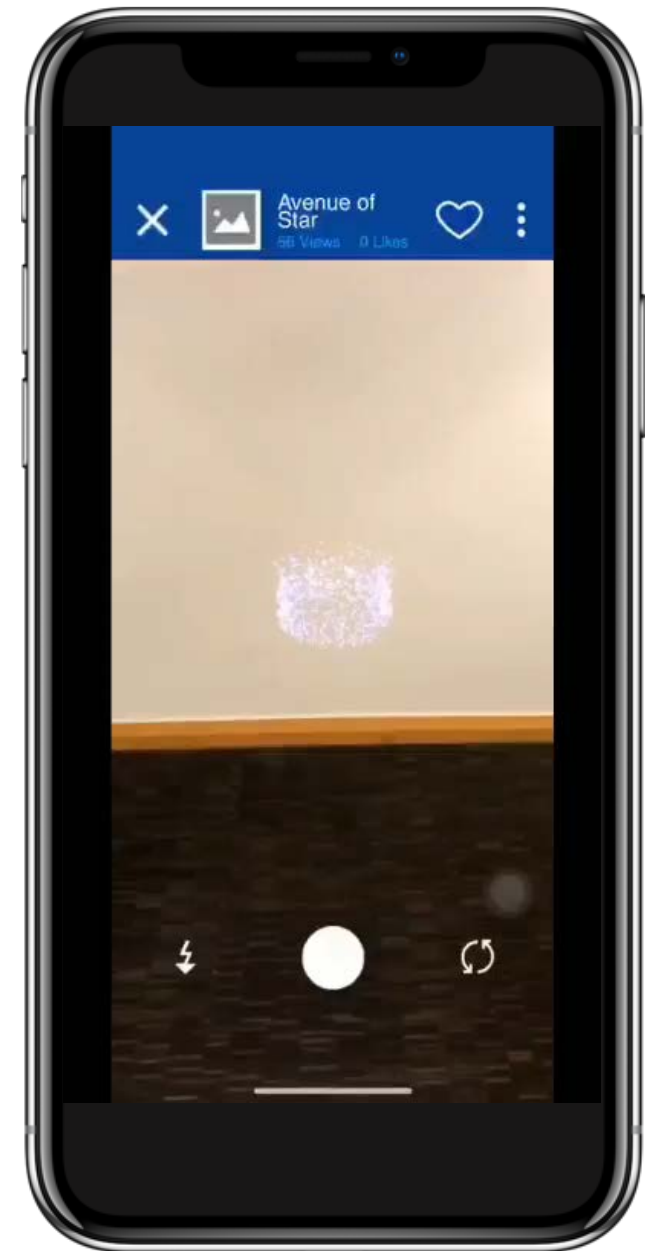


Selfie with Movie Stars via AR

透過AR擴增實境
技術與明星合照

Visitors can take selfies with 2D
version of Anita Mui, Bruce Lee and
Mcdull via AR technology

遊人可透過AR擴增實境技術與2D版
梅艷芳、李小龍及麥兜「合照」



Handprints with Movie Digital Content

星光掌印引入數碼化
電影元素

Featuring movie information
and videos via QR code for
visitors' appreciation

以數碼科技激活掌印，遊人可
利用二維碼觀賞電影工作者的
簡介及電影短片



New Handprints Movie Information and Videos via QR Code

全新星光掌印
以二維碼觀賞電影簡介及短片

Five new handprints (from 107 to 112) will be added and movie industry practitioners will be invited to AOS to make their hand imprints

新增五個星光掌印(由107增至112)，開幕期間將邀請電影工作者到星光大道打掌印

Name list to be confirmed by HKFAA

名單有待香港電影金像獎協會確定

Description
星光簡介

Handprint
星光掌印

QR Code
二維碼

Signature
簽名

Name
姓名



AVENUE
OF STARS
星光大道

The director's works of Wong Kar Wai
王家衛先生導演作品

Movie Walk

電影之旅

- To partner with local community groups to organise Tsim Sha Tsui & AOS movie walks

夥拍本地社區團體舉辦尖沙咀及星光大道電影導賞團

- The movie walks will feature various movie shooting spots in TST such as Chungking Mansions [*Chungking Express* (1994)], Star Ferry Pier [*Cold War* (2012)], Canton Road [*Comrades: Almost a Love Story* (1996)] etc. and explore the stories behind the handprints and statues at AOS

將帶領參加者走訪尖沙咀多個電影拍攝場地如重慶大廈[重慶森林 (1994)]、天星碼頭[寒戰 (2012)] 及廣東道 [甜蜜蜜 (1996)] 等等，亦會探討星光掌印和銅像背後的故事



Movie Cafe

電影咖啡室

- LCSD has conducted an open tender to select the operator of movie café

康文署已進行公開招標挑選電影咖啡室的營運者

- To promote movie, arts and culture
推廣本地電影、藝術和文化

- Will be opened soon after the opening of AOS

將於星光大道開幕後短時間內啟用



3

Operation – Kiosk & Mobile Carts

營運 – 小食亭及流動銷售車



Operation – Kiosk and Mobile Carts

營運 – 小食亭及流動銷售車

- Open tender was conducted to select the operators of kiosk and mobile carts
小食亭及流動銷售車已以公開招標形式選出營運者
- All operators are reviewed and endorsed by AOS Management Committee
獲選營運者均由星光大道管理委員會通過審批
- To support and promote Hong Kong brands and creativity
支持及推廣本地品牌和創意
- Local brands will introduce "Avenue of Stars special edition" souvenirs
本地品牌將推出「星光大道限定版」紀念品



Kiosk – Mei Lok Store

小食亭 – 美樂士多

Mei Lok Store is a nostalgic-style Hong Kong tuck shop, offering various snacks, drinks and toys from local and all over the world to customers for them to retrieve their happy childhood memories.

美樂士多以懷舊香港士多為主題，搜羅本地及各國不同的懷舊零食、飲品和各種兒時玩意，勾起顧客童年快樂回憶。

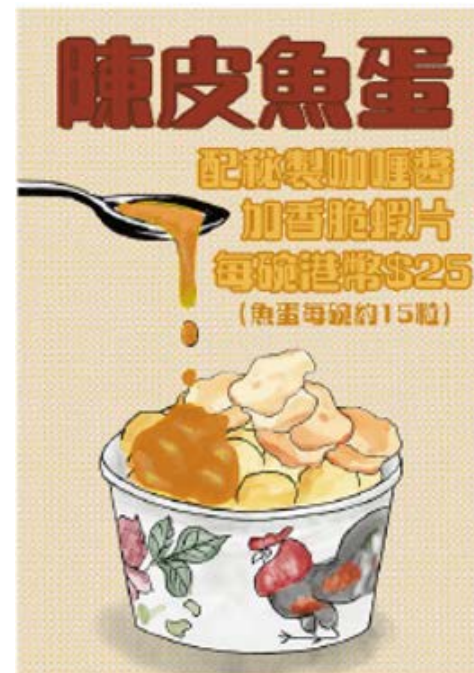


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Mobile Carts

流動銷售車



01 POSTalk

Jointly operated with charity organization Wai Ji Hong Yip, POSTalk features original paper art products centred around Hong Kong's culture and local characteristics - "Designed in Hong Kong, Made in Hong Kong"

原創紙藝精品，產品以香港的文化風貌及特色等為題材，標榜「香港設計・香港製造」，與慈善團體懷智匡業聯合營運





02 Ho Cha 好茶養生

A local start up offers herbal tea and flower and fruity infusions from all over the world, aiming to raising awareness of healthy diets

香港本土品牌，在世界精選各地搜羅優質花草茶材料，主張健康飲食的生活態度

Only assort ingredients of natural, free from additives, artificial colours and preservatives

所有食材都是純天然、零添加，絕無色素及防腐劑



Starry Herbal Tea - "Avenue of Stars special edition"
星光花茶 - 「星光大道限定版」

03 I See I See

Ice pops are 100% locally made in Hong Kong – using and selecting only fresh and quality ingredients with no additives and artificial colours

冰條為100%香港製造，嚴選新鮮高質食材，絕無色素及防腐劑



Ice pops exclusively made for AOS
為星光大道特設的冰條

04 Pop Pop Rangers

Hong Kong local brand Pop Pop Rangers makes the best gourmet popcorn from using only the finest ingredients from US

香港自家品牌爆谷店 Pop Pop Rangers，全部原材料均精挑細選，直接由美國入口



05 TINY 微影

TINY is a Hong Kong toy and model brand, specializing in local model architecture and cars accessories, preserving our memory by recording Hong Kong's typical constructions and facilities

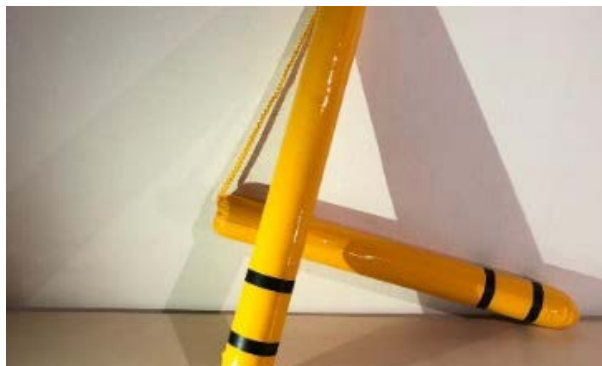
微影是專門設計有香港特色的玩具模型品牌，把本地獨有的建築設計及設施真實地呈現出來，保留屬於香港人的回憶及特色



06 Bruce Lee souvenirs 李小龍紀念品



07 Information Counter & Sustainable Panel 客戶服務中心 及可持續發展 電子屏幕



4

Sustainability
可持續發展



Sustainability – Applied as the First SITES in Hong Kong and Mainland China

可持續發展 — 申請成為香港及中國內地首個獲 SITES 認證項目



Avenue of Stars
星光大道



Design & Planning
設計規劃



Construction
建築



Operation & Maintenance
運營保養



Outdoor equivalence
of LEED and BEAM

認證計劃標準相等於
LEED 及 BEAM

Public Education on Sustainability @ AOS

可持續發展公眾教育
@星光大道

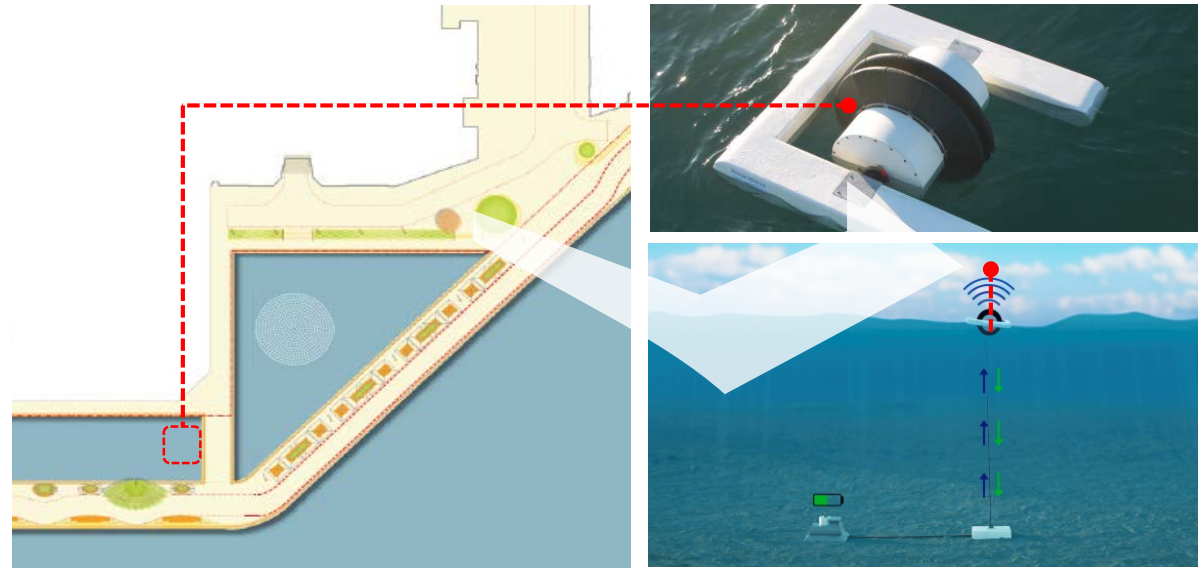
01

First wave energy
demonstrator in
HK & China

香港首個海浪發電試點

Wave energy demonstrator will be
introduced to AOS to raise public
awareness on renewable energy
(capable of outputting up to 300W)

我們將在星光大道引入海浪發電
示範，提升公眾人士對可再生能
源的認識 (發電量為300W)



02

Harbourfront Green Education Tour

海濱環保教育導賞團

Curated and led by local community group to raise awareness among the public and tourists on renewable energy, plants of biodiversity, recycled and environmentally friendly construction materials etc

由本地社區團體策劃和領導，提升市民及遊客對可再生能源、多樣性植物、循環再造環保物料等的認識



03

Sustainable Digital Panel

可持續發展電子屏幕

Four sustainable digital panels will be installed on a mobile cart and certain spots along AOS to showcase live data of energy efficiency, such as solar energy, wave energy and temperature difference under green trellis

將安裝四個可持續發展電子屏幕於流動銷售車及星光大道上數個位置，顯示能源效益的實時數據，包括太陽能發電、海浪發電、遮蔭涼亭下的溫度調降等等

Others Sustainability Highlights

其他環保元素



Bio-based wood substitute
穀糠環保木手柄及座椅



Innovative green trellis design
創意環保涼亭設計



Multi-functional LED lamp post
多功能慳電膽燈柱



No sale of plastic water bottles
不售賣樽裝水



Low solar reflectance paver with
30% recycled glass used

低太陽光反射地磚
含30%回收玻璃



Low water consumption planting
低耗水植物



Prefabrication elements
預製組裝減污染



Waste separation & recycling
廢物分類及回收

Construction and Opening Timeline

工程進度及開幕時間表

Items 項目	Start 工程開展	Finish 竣工
Deck Demolition 平台拆卸	Q2 2016	Q3 2016
Crosshead Reconstruction 橋墩重建	Q1 2017	Q3 2017
Deck Reconstruction 平台重建	Q3 2017	Q2 2018
Precast Cladding Installation 安裝預製覆蓋層	Q1 2018	Q3 2018
E&M, Paving, Lighting, Trellis and Features Installation 機電工程、鋪路、燈光、涼亭及特色裝置安裝	Q2 2018	Jan 2019
Opening 開業		Late Jan 2019

Thank You