

PRESS RELEASE

FOR IMMEDIATE RELEASE

Jockey Club “Project Silver” Intergenerational Arts Project: Colouring App

Hong Kong’s first colouring mobile app for elderly users

Inspired by personal stories of life in old Hong Kong



Download hi-res images and promotion video: http://bit.ly/ProjectSilver_ColouringApp

(7 April 2021, Hong Kong) Hong Kong’s first colouring app for elderly users – the **Jockey Club “Project Silver” Intergenerational Arts Project Colouring App** – is now available for download! The mobile app features iconic images for colouring of old Hong Kong created by local youth participants and professional artists that elderly users can resonate with. Paired with elderly-friendly features and two levels of complexity, the app encourages digital inclusion for elderly users of various abilities in a fun and creative way.

The mobile app is a creative programme under the three-year *Jockey Club “Project Silver” Intergenerational Arts Project*. Organised by Hong Kong Youth Arts Foundation and funded by The Hong Kong Jockey Club

Charities Trust, the project offers opportunities for mixed-generation artistic collaborations to help bridge the generation gap in a series of exciting visual and performing arts workshops. By bringing participants of different ages together, the project aims to enrich the lives of elderly participants with enthusiasm and creativity.

Hong Kong's first colouring app for elderly users

Colouring is an excellent way to relax and get creative. While colouring apps provide convenient on-the-go relaxation and creativity experiences, most of them are only designed for the tech-savvy generation in mind. The ***Jockey Club "Project Silver" Intergenerational Arts Project Colouring App*** is the first digitally inclusive colouring app exclusively designed for the elderly community in Hong Kong. Preparations for the app began in 2019. The programme brought together professional artist ayip and 15 students from The Association of Directors and Former Directors of Poi Oi Hospital Ltd. Leung Shing Tak College to design colouring images that elderly users can personally relate to. Participants visited over 10 elderly member of the St. James' Project Care Neighbourhood Elderly Centre and transformed their personal stories of life in old Hong Kong into images for colouring.

Elderly-friendly features with iconic images inspired by old Hong Kong

The mobile app features 21 iconic images inspired by life in old Hong Kong that are divided into four themes – everyday life, popular culture, seasonal festive customs and historical events. Everyday life images include hopscotch, rickshaws and qipao. Popular culture features images of swimming sheds and celebrities, including Teresa Teng and Bruce Lee. Seasonal festive customs show images of lion dance, flower plaques and the Che Kung Temple, while historical events include images inspired by water rationing during the 1960s and more.

The mobile app is exclusively designed to enhance the experience of art and digital technology for elderly users. Users can choose between two levels of complexity, select from different colour palettes and brush sizes and enlarge and decrease the size of the images to explore infinite colouring combinations. Interactive games are also included for users to practice essential touch screen gestures and master the skills needed to use touch screen devices. More images will be uploaded onto the mobile app in the future to continue inspiring creativity among users.

Between May and November 2021, Hong Kong Youth Arts Foundation staff will also provide a series of free-of-charge introduction sessions at elderly care centres and organisations to help residents and visitors learn how to use the app and encourage them to explore their creativity through digital technology. The introduction sessions are available for elderly care centres and organisations to apply on a first come, first served basis. Apply now at http://bit.ly/ProjectSilverColouringApp_Sharing (available in Chinese).

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Following the mobile app's launch, youth volunteers will be invited to help elderly users learn to use the mobile app in over 80 elderly care centres within the next two years of the project period. The programme aims to bridge the generation gap between young and elderly participants through art and digital technology.

The **Jockey Club "Project Silver" Intergenerational Arts Project Colouring App** is now available for download on the App Store and Google Play for free.

NOTES TO EDITORS

Jockey Club "Project Silver" Intergenerational Arts Project: Colouring App

Download now: <http://bit.ly/ProjectSilverColouringApp>

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Jockey Club "Project Silver" Intergenerational Arts Project: Colouring App Introduction Sessions (Suitable for elderly care centers and organisations)

Online registration: http://bit.ly/ProjectSilverColouringApp_Sharing

Please visit www.hkyaf.com or @hkyaf on [Facebook](#) and [Instagram](#) for more details.

Hong Kong Youth Arts Foundation

Hong Kong Youth Arts Foundation (HKYAF) is a charity that provides access to high quality, non-competitive free-of-charge arts experiences for young people aged 5 to 25. Established in 1993 by Lindsey McAlister OBE, JP, HKYAF organises inclusive and inspirational projects that reach out to youngsters of all cultures, backgrounds, languages and abilities, and actively creates opportunities for those who are disadvantaged and underprivileged. Each year, HKYAF reaches over 800,000 people through its projects, exhibitions and performances.

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