




CHINACHEM GROUP

華懋集團

“Creating Places With Heart – Chinachem Group’s 60 Years of Progress” Exhibition

Eight Exhibition Zones

Zone	Content	Photo
<p>Forging ahead to a New Future: Brand rejuvenation marks a new milestone</p>	<p>A review of Chinachem Group’s milestones over 60 years, from making its roots in Hong Kong to moving to the real estate sector, then witnessing the development of industrial and commercial premises, and later modern hotel construction.</p> <p>As it embarks on the next six decades, the Group has adopted a rejuvenated brand DNA “Places with Heart”, complementing its “Triple Bottom Line” approach whereby it commits to bringing positive impacts to People, Prosperity and Planet through all its operational and decision-making processes.</p>	
<p>Shaping a Liveable City: Embedding sustainable development in construction</p>	<p>A projection mapping installation demonstrates how the novel design and technological applications in three of the Group’s projects, namely Nina Tower, One Hennessy and University Heights, are creating positive impact to their surrounding environment, communities and tenants. The Group takes pride in contributing to improving the quality of life of Hong Kong people and the liveability of the city.</p>	

T 2739 8811 | F 2311 3080

35–38/F, Nina Tower, 8 Yeung Uk Road, Tsuen Wan, N. T., Hong Kong

香港荃灣楊屋道8號如心廣場35至38樓

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60 Years of Progress:

Chinachem Group and Hong Kong

One might wonder why Chinachem Group has the abbreviation of the word “chemistry” in its name.

The Hong Kong and South China Historical Research Programme at Lingnan University Hong Kong can help us solve the puzzle: the word “chem” came from China United Chemical Corporation Limited in Shanghai founded by Wang Din Shin, importing industrial chemicals, medicine and paint. Its business was then expanded to Hong Kong later.

In the 1960s, an influx of migrants from the mainland took Hong Kong’s population past three million. In view of the huge housing demand, Wang Din Shin and his son Wang Tak Fai founded Chinachem Investment Company Limited, moving to the real estate market. Over the past six decades, the Group’s portfolio has diversified to cover real estate development, investment, property management, hotels, food and beverage and the entertainment business.



Reviving Collective Memories:

A journey of images

Augmented Reality (AR) will bring you back to the past where you can take photos of scenes from different places in old Hong Kong.



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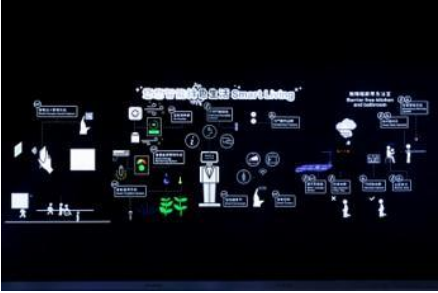


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<p>Time-travelling to the Future: A multimedia exhibition in a time tunnel</p>	<p>As you enter the time tunnel, architect Tsz-wai So's work "E-Motion-AI City" will walk you through his imagination of the impact of future technologies and reflections on the digitisation of urban development – how Artificial Intelligence is replacing human intelligence at a point in time that experts have termed "technological singularity"</p> <p>This short video will be premiered at the 17th Venice Biennale of Architecture.</p>	
<p>Creating our Future Home: Smart home living enabled by cutting-edge technologies</p>	<p>Technology can also be warm and human when it is designed with heart.</p> <p>In 20 years' time, the number of people aged 65 or above will increase to one-third of the total population.</p> <p>In response to this ageing population trend, Chinachem Group has created the first "community for all ages" residential project in Hong Kong, Mount Anderson.</p> <p>At this exhibition, visitors can understand how smart home technologies can make our daily life more comfortable and convenient.</p>	
<p>Evolving from Scratch: Short video featuring the transformation of Tsuen Wan West</p>	<p>A time-lapse video illustrates the transformation of reclaimed land to Nina Tower, the tallest skyscraper in the New Territories and a landmark in Tsuen Wan.</p>	
<p>Inspiring Through Timeless Artefacts: Nina Park (Wood Fossil Park) Preview</p>	<p>The exhibit of a 25 million-year-old wood fossil is an advance glimpse of Nina Park in Tsuen Wan West. The first-of-its-kind theme park designed by Chinachem Group will offer the edutainment experience of exploring the mysteries of fossilised wood.</p>	

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