



For immediate release

## **The Unveiling of the “United in Memory: AIDS Memorial Quilt Exhibition”**

*Working Together to Create a World Free of HIV, Stigma and Discrimination*

Hong Kong, 6 November 2023 –Gilead Sciences, the Hong Kong AIDS Foundation, and Eaton HK today announced the opening of the "United in Memory: AIDS Memorial Quilt Exhibition" to commemorate four decades of HIV care in Hong Kong. The exhibition, taking place from 6 November to 3 December at Eaton HK, showcases local and overseas AIDS Memorial Quilts to invite the public to reflect on the impact of HIV and the journey that Hong Kong has gone through since the first case of HIV is identified.

The AIDS Memorial Quilt originated in 1985 from HIV/AIDS activist Cleve Jones who created the first panel in memory of his friend. Today, the AIDS Memorial Quilt is recognized as one of the most extensive community arts projects globally. These visually compelling and emotionally impactful quilts continue to pay tribute to the lives lost — and those still being lost — to HIV/AIDS around the world. Multiple canvases are put together to create each quilt to memorialize those who have passed away from AIDS. These quilts are often handmade by loved ones of the deceased and act as a collective memorial and a space of mourning, reminding the community of the large number of human lives taken away by AIDS.

The four-week exhibition will feature AIDS Memorial Quilts from Hong Kong AIDS Foundation and exclusive digital display of AIDS Memorial Quilts from the archive of The National AIDS Memorial in the United States and a unique black box experience area enabling the public to rethink the issue of HIV/AIDS stigmatization.

The event is also one of the highlights of the “Colors of Life” campaign jointly presented by Gilead Sciences and the Gay Games 11 Hong Kong 2023, which promotes a culture of diversity and inclusion in Hong Kong and across Asia through the stories of remarkable individuals that embody the spectrum of diversity, equity, and inclusion.

### **Rethinking HIV/AIDS Stigmas through Art**

Dustin Haines, Vice President and General Manager Asia, Middle East, and Turkey of Gilead Sciences said, “With World AIDS day just around the corner, it’s timely to remember the big impact that AIDS has had on all of us, our families, and the community right here in Hong Kong. Gilead is bringing together art and sport with an exhibition in line with the Gay Games Hong Kong. We share the same belief—Unity in Diversity. Only by fully embracing diversity, equity, and inclusion every step of the way can we win this hard-fought battle.”

At the opening panel, Joseph Chen King-yuen, Director of Culture at Eaton HK talked about how the AIDS Memorial Quilt is a tool to connect “HIV and Art”, as a way in bringing together the community to remember the people being impacted by HIV.

Lisa Lam, Co-Chair of the Gay Games 11 Hong Kong 2023 shared how sports and arts activities can help to promote diversity, equality and inclusiveness in the community. She hoped the public will be inspired to embrace differences across minority groups and be engaged



in the conversations. The other panel, titled "Destigmatization of AIDS" brought together health care professional and people living with HIV to share how HIV impacted every parts of his life since the day of diagnosis.

Dr. Wilson Lam, Co-Vice Chairman of the Hong Kong AIDS Foundation, who was one of the four healthcare providers selected as the champions for the "Me and My Healthcare Provider" campaign 2023 organized by the International AIDS Society (IAS), pointed out that stigma is still in the way to end the epidemic of HIV. De-stigmatization is crucial to every stage of HIV care, from testing, linkage to care to treatment retention. He encouraged the public to show support to those living with HIV by building an inclusive community.

Award-winning stand-up comedian Vivek Mahbubani, who participated in the voice-over of the exhibition and the "Colors of Life" Campaign, said "One change I'd like to see after 40 years of HIV in Hong Kong, is a better understanding and respect for this issue. Instead of seeing it as something wrong or bad, why not see it as a hill to have to climb and with everyone's help, we can get to the other side and even enjoy the better view that life has to offer from that angle."

### **Highlights of the "United in Memory: AIDS Memorial Quilt Exhibition"**

The exhibition is divided into four zones.

**Zone 1: Rose (Love)**, introduces AIDS Memorial Quilts and displays historic quilts from home and abroad, allowing the public to reflect on the past four decades of HIV in Hong Kong through the AIDS Memorial Quilts.

**Zone 2: Camellia (Courage)**, demonstrates international solidarity in the fight against AIDS and showcases a digital display of AIDS Memorial Quilts from the archive of The National AIDS Memorial in the United States. The public can view the quilts from around the world through a slideshow, revisiting self-confessions and heartfelt testimonials of AIDS patients and individuals from all walks of life. In addition, they can scan the QR code to download images of quilts to commemorate those who have passed away from AIDS.

**Zone 3: Daffodils (Hope)**, four locally-made quilts from the early days of Hong Kong's battle against HIV/AIDS are on display. Members of the public can witness Hong Kong's 40-year war against AIDS as they take inspiration from the quilts that have transcended over decades or choose to scan the QR code to listen to the insights of people from different walks of life.

**Zone 4: Clover (Rebirth)**, features a black box experience area for the public to rethink the issue of AIDS stigmatization and how to build a more inclusive community for people living with HIV/AIDS.

Exhibition details:

Date: November 6 (Monday) – December 3 (Sunday), 2023

Venue: Lobby, Eaton HK, 380 Nathan Road, Jordan



## **About Gilead Sciences**

Gilead Sciences, Inc. is a biopharmaceutical company that has pursued and achieved breakthroughs in medicine for more than three decades, with the goal of creating a healthier world for all people. The company is committed to advancing innovative medicines to prevent and treat life-threatening diseases, including HIV, viral hepatitis, COVID19, and cancer. Gilead operates in more than 35 countries worldwide, with headquarters in Foster City, California.

Gilead has been a leading innovator in the field of HIV, driving advances in treatment, prevention and cure research. Today, millions of people living with HIV globally receive antiretroviral therapy provided by Gilead or one of the company's manufacturing partners. Gilead is committed to continued scientific innovation to provide solutions for the evolving needs of people affected by HIV around the world. Through partnerships and collaborations, the company also aims to improve education, expand access and address barriers to care, with the goal of ending the HIV epidemic for everyone, everywhere.

## **About The Hong Kong AIDS Foundation**

The Hong Kong AIDS Foundation has long been dedicated to enhance public awareness of the HIV/AIDS epidemic and educate the general public about HIV/AIDS.

The Foundation provides vast range of services to support people living with HIV/AIDS, it includes counseling helpline services, free and confidential HIV testing services, etc. The Foundation also organizes seminars and workshops to enhance their health knowledge for improving their quality of life.

## **About Eaton HK**

Eaton HK is Eaton Workshop's original hometown location in Kowloon, Hong Kong. It is inspired by the neon-lit nostalgia that defines its neighborhood of Jordan made iconic in so many Hong Kong films. Our design references the gritty romantic appeal of Wong Kar Wai's 1990s arthouse films shot in our neighborhood, while music and cultural programming provide outlets for creativity and communion. Eaton HK offers a cinema auditorium, radio station, members workspace, music venue, cocktail bar and terrace, two-story food hall, art gallery, event space, Michelin-starred Chinese restaurant, curated retail shop, and a rooftop pool. Eaton Hong Kong is the ultimate cultural hub and inclusive sanctuary for hotel guests and Hong Kongers interested in art and culture, music, community, food and beverage, and more.

## **Media contacts**

Marina Watt  
Brandstorm Communications  
Tel: (852) 6172 6123  
Email: marina@briantstormcontent.com

Agnes Lau  
Gilead Sciences  
Tel: (852) 9551 9987  
Email: agnes.lau5@gilead.com

