



PRESS RELEASE

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**Hong Kong Laureate Forum and Consulate General of France in Hong Kong and Macau
Proudly Present a Unique Virtual Reality Experience
“I Will Sleep When I’m Dead” at the InnoCarnival 2021**

The Council of the Hong Kong Laureate Forum (HKLF) is collaborating with the Consulate General of France in Hong Kong and Macau (CGF) to present a unique virtual reality (VR) experience coined "I Will Sleep When I’m Dead" created by a renowned French artist, Ms Jeanne SUSPLUGAS, at the InnoCarnival 2021 to be held on 23-31 October 2021 at the Hong Kong Science Park.

The VR work is a project based on scientific research that emerges in a sensitive and emotional way, allowing participants to dive into a headful of neurons and synapses, get lost in an infinite labyrinth and cross "thoughts" illustrated by drawings looking like pictograms. It is an excellent example of where science meets art and how the combination of both enriches our understanding of the world. It will be presented in Hong Kong for the first time at the booth of the HKLF at the InnoCarnival 2021.

Prof Timothy W Tong, BBS, JP, Chairman of the HKLF said, “The HKLF has been working closely with the CGF since the launch of HKLF to promote understanding and interests of the young generation in Hong Kong in various disciplines in science and technology. We are excited to collaborate with CGF at the InnoCarnival to further promote the HKLF, French scientific culture, and most importantly, science and technology, to a wider audience and highlight research excellence in neurosciences.”

“The VR experience ‘I Will Sleep When I’m Dead’ is a teaser for the ‘French Science Festival 2021 [BRAIN]STORM’ focusing of French excellence in neurosciences research, which will be held from 5 to 22 November in Hong Kong. “We are proud to join hands with the HKLF to promote French scientific culture. I look forward to seeing participants fully immerse in the unique VR experience we prepared for them, honouring French excellence in neurosciences,” said the Consul General of France in Hong Kong and Macau, Mr Alexandre GIORGINI.

Weibo: <https://www.weibo.com/hklaureateforum>

LinkedIn: <https://www.linkedin.com/company/hklaureateforum/>

About the Consulate General of France in Hong Kong and Macau*

Headed by Consul General Alexandre Giorgini, the Consulate General of France in Hong Kong and Macau is in charge of coordinating and furthering the long-standing cooperation between France and both Hong Kong and Macau and administers the French community in these regions.

As part of its actions, the Consulate General of France and its Department of Culture, Education and Science support the development of French influence and cooperation through science, education, culture and art related projects. Bringing together French and local organisations is one of the principal missions of the Department, which particularly encourages projects leading to long-term exchange programmes (teachers, students, artists, writers), co-production or training programmes in or with France.

Website: <https://hongkong.consulfrance.org/-English->

Facebook and Instagram: @franceinhk

**Information provided by Consulate General of France in Hong Kong and Macau*