

2024-2026

JERRY LOO ARTWORK 2026

PRESENTED BY
JERRY LOO

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Modern Day Rapunzel (Tai Kwun 2026)



MODERN DAY RAPUNZEL

Produced and Directed: Jerry Loo VFX: Sze Hang Lo Music: Bryan Leung Sound effects: Kyle Li

Neon Throttle

Habroure Crossing Light

(Hong Kong Design Centre Luminous Neon 2025)



Neon Heroes: Illuminated Dreams (PMQ 2025)



**致那些點燃並延續光輝的人：
To Those who kept the fire going:**

Master Wong 黃錦華	Kitty Wong
小龍	Dorothy Loo
蔡耀輝	陳志榮
蔡耀輝	吳衛光
莊國怡	Eric Luk
陳煥康	Chris Wong
吳寶賢	Ityald Chao
Hannel Chan	Piet Lee
Sprinkle Lee	Sky Advertising Limited
Ivan Zee	D&C Advertising & Productions Ltd.

**霓虹 當代霓虹藝術展覽
Neon Heroes Illuminated Dreams
Contemporary Neon Art Exhibition**

Artist: Jerry Loo 盧浩天

6.29 - 7.7.2025 | PMQ • 35 Aberdeen Street Central

**衷心感謝您的支持與參與，
讓展覽得以順利呈現**
Sincere gratitude for your support and participation in
making this exhibition a reality



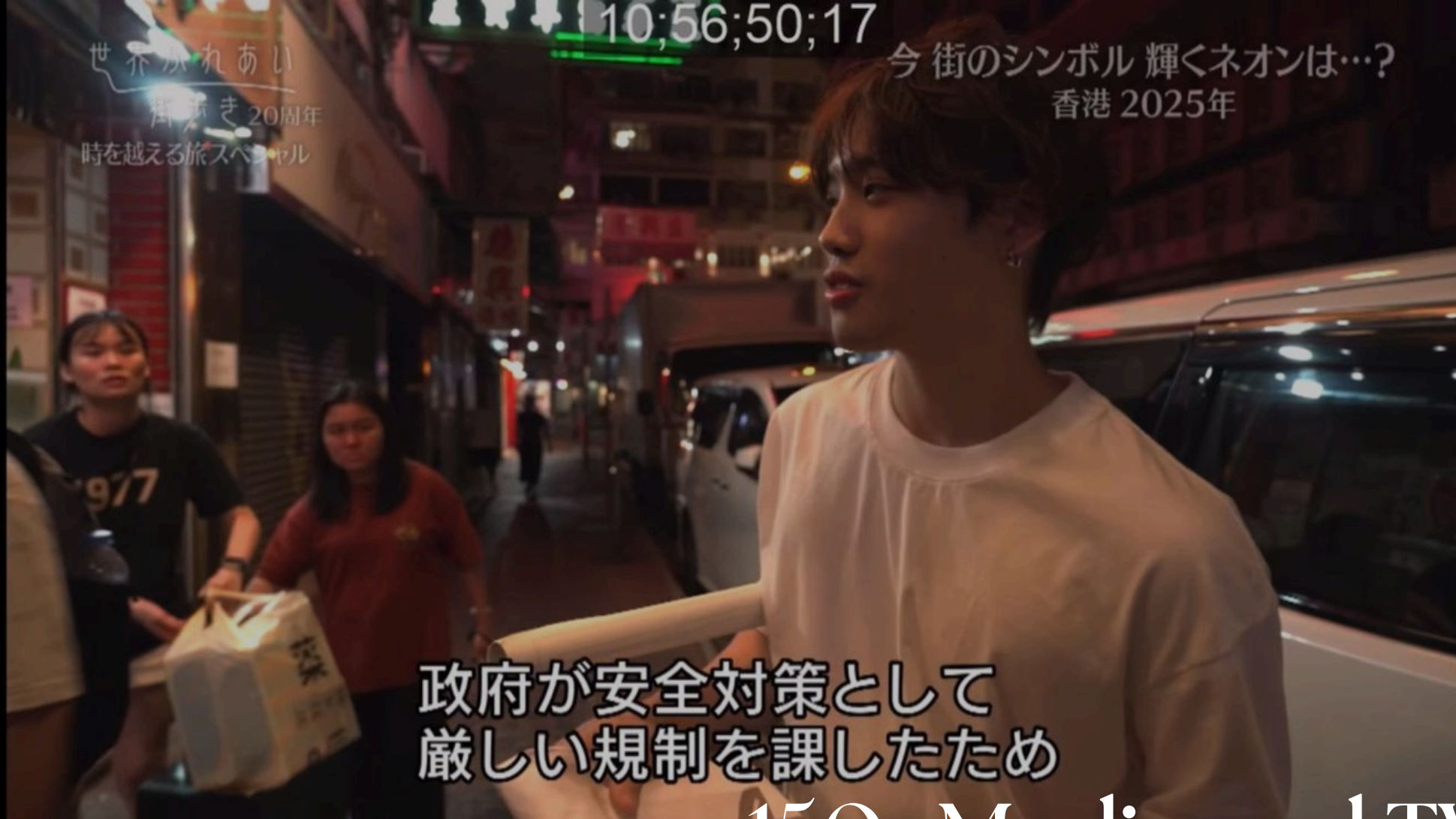
The Dragon within
Deep thoughts Ice Cold

Reach For the Stars
The Luminious

Eternal Glow: Legacy In Neon
Superhero Landing



Jailhouse Follies (Tai Kwun 2024)



150+ Media and TV Coverages



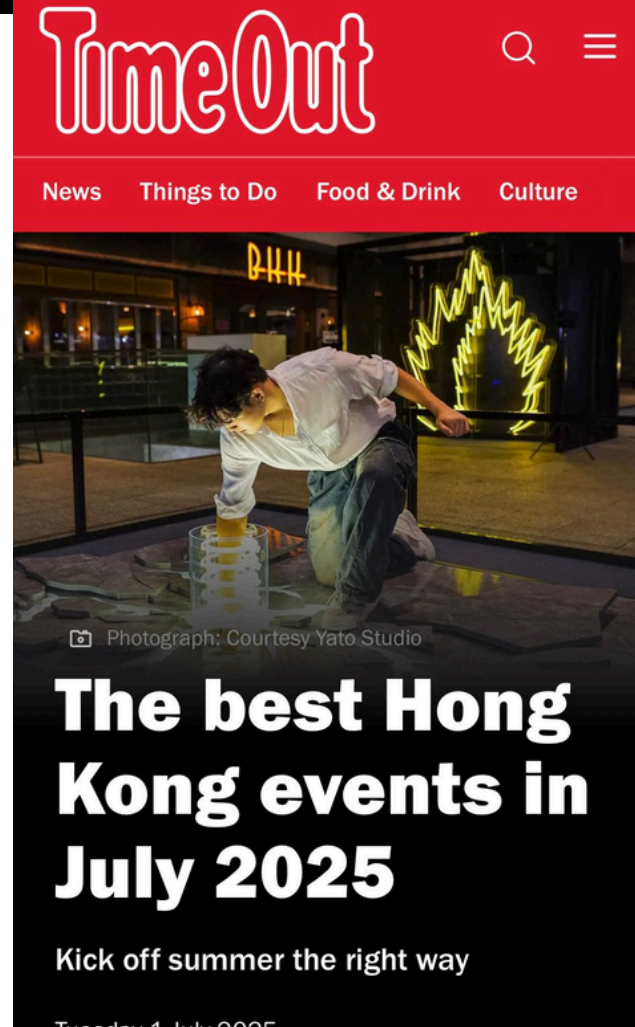


「霓虹」招牌除了照亮了香港夜色外，也可交織出獨特的光影藝術。今個夏天，全新展覽「霓虹英雄」以當代霓虹燈藝術，將中環PMQ元創方的 Courtyard & Marketplace 化做一個光影交織的舞台，透過香港標誌性的霓虹文化，重新詮釋多個經典英雄時刻。這場創新的戶外展覽將於6月29日至7月7日舉行，展出六組互動式霓虹雕塑，融合傳統工藝與現代藝術，向香港獨特的文化與藝術傳承致敬。

「霓虹」展覽由本地新晉藝術家盧浩天（Jerry）與其外祖父——香港資深霓虹工藝師黃建華師傅攜手合作，締造出橫跨三代的創作結晶。藝術家以超級英雄與超能力為靈感，重新詮釋香港獨特的霓虹美學，邀請觀眾反思自身，喚醒內在的力量。這場融合敘事藝術、文化保育與精湛工藝的創作，觸動大眾對霓虹文化的情懷，同時鼓勵觀眾發掘內心的英雄，勇敢邁步追尋夢想。

「霓虹」邀請不同年齡層的觀眾走進展覽，擺出英雄姿勢，與作品拍照互動，沉浸於由六組當代霓虹雕塑構成的展覽路線之中。每件作品皆受到不同超能力或英雄蛻變時刻的啟發，從充滿爆發力的《Superhero Landing》，象徵內在力量與自我修煉的《The Dragon Within》，閃耀著我們心中所擁有的《The Luminous》，鼓勵勇敢追夢的《Reach for the Stars》，致敬霓虹技藝的《Eternal Glow: Legacy in Neon》，以至沉靜內省的《Deep Thoughts Ice Cold》，不僅帶來視覺震撼，更激發觀眾內在的自信與勇氣，為展覽注入青春與創意的火花。

此外，壓軸作品為動畫短片《Neon Waltz》，講述黃師傅從早來港學藝，到成為霓虹大師的歷程，真切地呈現他如何在香港霓虹業的輝煌年代留下深刻足跡，值得細味。



Photograph: Courtesy Yato Studio

Loo is one of them and he has the talent to continue the craft. He has made an impression on the city, most notably during InnerGlow 2024, at Tai Kwun in Central, which saw walls of the former prison turned heritage arts centre illuminated with artists' work.

For the event, Loo – representing his Yato studios – created *Jailhouse Follies*, a four-minute animation about a group of clumsy inmates.

Loo says he feels privileged to have clear personal ties to the craft and is aware of how significant it is to Hong Kong's DNA. Neon-drenched streets are an important part of the city's identity, which was shown at the prestigious Venice International Animation Festival in Venice, the world's biggest animation event.

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Photograph: Courtesy Yato Studio

Head over to PMQ for a stunning reinterpretation of Hong Kong's beloved neon aesthetic. Innovative outdoor exhibition "Neon Heroes: Illuminated Dreams" runs until July 7 at PMQ in #HongKong. Showcasing six interactive #neon sculptures by local artist Jerry Loo and his grandfather Wong Kin-wah – one of the city's most senior neon craftsmen, the exhibition reimagines #heroism through the city's iconic neon heritage. (Andy Chong/China Daily)

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ON OUR RADAR

Neon Heroes

A grandfather-grandson exhibition celebrates the former's contribution to the Hong Kong cityscape's luminous heydays

For decades, neon signs lit up Hong Kong, casting vivid hues across the urban jungle. But as government regulations continue to tighten, most of those glowing tubes have been replaced with LEDs.

To celebrate the city's neon heritage, artist Jerry Loo has collaborated with his grandfather, Master Wong Kin-wah, one of Hong Kong's few remaining neon masters, to transform PMQ into a luminous outdoor exhibition inviting the public to explore and interact with a dying art form once synonymous with our city.

Running from today to July 7, the "Neon Heroes: Illuminated Dreams" exhibition is a collaboration between two generations of talent. The interactive display will feature six neon sculptures that blend Master Wong's 65 years of experience with Loo's contemporary artistic vision and his love for superheroes.

"This project is not just about neon lights, it's about legacy," says Loo. "It's a tribute to my grandfather and to all the unsung heroes who continue to make Hong Kong glow."

The sculptures themselves are playful yet poignant. *Superhero Landing*, with its cracked earth base, channels

Glowing tributes

Revered neon master Wong Kin-wah and his grandson Jerry Loo have teamed up for an exhibition to honour the "hero" of the disappearing craft

Hong Kong neon master Wong Kin-wah is back in the city, lighting up the neon scene. In this spirit, the exhibition becomes a childhood and reflects the light we carry within ourselves.

Speed and precision are needed to install the neon tubes before they are filled with the gas that makes them glow. "Wong says his studio in the Kowloon neighbourhood of Mong Kok, where he has worked for the past 50 years.

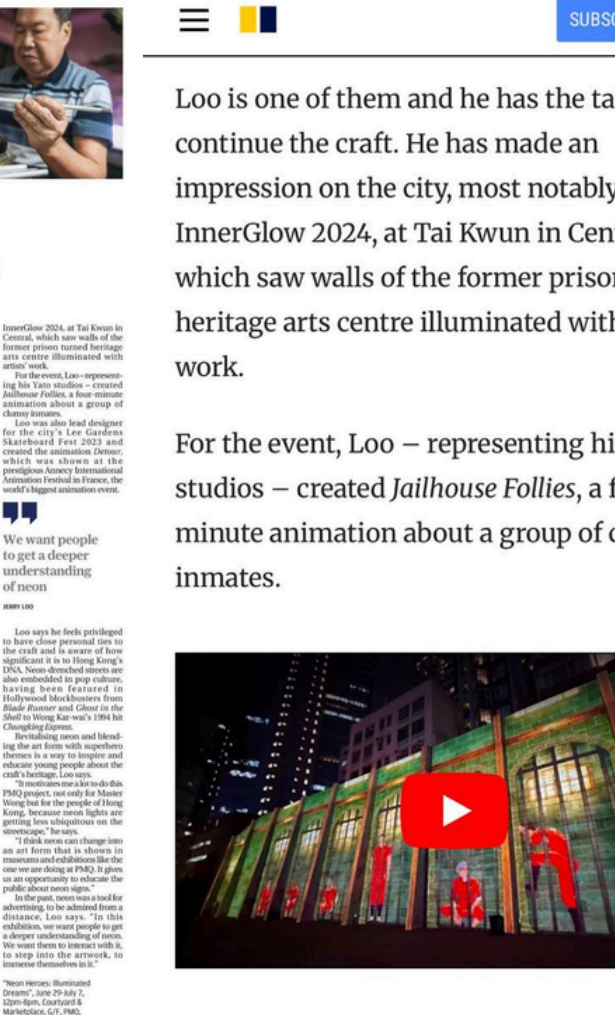
Wong, 86, is one of the city's last neon craftsmen. He began learning his craft at 17 years old, after moving to Hong Kong from Guangdong province in 1957.

Like many, Wong was working a hard job after China's civil war in 1949. He found it in the neon industry, which was booming in Hong Kong at the time.

Wong's grandson, Jerry Loo, is a contemporary artist who has spent his childhood in the neon industry. He has worked with his grandfather on various projects, including the neon sculpture "Reach for the Stars" at PMQ in Central.

The exhibition, "Neon Heroes: Illuminated Dreams," is a collaboration between the two generations. It features six interactive neon sculptures that blend Master Wong's traditional craftsmanship with Jerry Loo's contemporary artistic vision.

The exhibition is a tribute to the former's contribution to the Hong Kong cityscape's luminous heydays. It is a celebration of the craft and the people who have made it what it is today.



Loo was also lead designer for the city's LED



Local artist Jerry Loo shares his vision for the neon art form



Neon Craftsmen: Forging Contemporary Poetry

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