

WOMEN'S FESTIVAL 2022 EVENT REPORT

WOMEN'S | 20
FESTIVAL | 22
HONG KONG

A WOMB DIALOGUE

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12 | 13 | 14 | 20 | 21

Title Sponsor 大會贊助

 bowtie × 

womensfestival.hk
Eaton HK, 380 Nathan Road, Jordan

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TITLE SPONSOR



ARTISTRY SPONSOR

FENTY BEAUTY
BY RIHANNA

MAJOR SPONSORS

INTIMINA



Patisserie La Lune | 望月



SPONSORS



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Ping



B.Y.O.B.



ZERO
YET—
—100

本木序
THE PREFACE

A woman with voluminous, curly hair in shades of red and yellow is lying on a bed. The bed is covered with a light pink sheet and has several large, fluffy white pillows that resemble clouds. The woman is wearing a light pink, draped garment. The background is a solid, light pink color. Overlaid on the image is large, bold, white text that reads "ABOUT WOMEN'S FESTIVAL".

**ABOUT
WOMEN'S
FESTIVAL**

ABOUT WOMEN'S FESTIVAL

Since 2018, Eaton HK, Sally Coco and Reel Women Hong Kong have joined hands to bring you the Women's Festival, the first and only festival in Hong Kong dedicated to celebrating the power and beauty of women!

In the past 3 years, inspired by the life experience and perspectives of women, we curated 3 Women's Festivals, aiming to promote gender awareness and equality in society, to assist participants enjoy and appreciate womanhood (and beyond) by exploring a range of medium and art forms, and to help incorporate both sex-positivism and art into their daily life.

Apart from arts and culture and gender awareness, WFHK is also dedicated to promote equality and social change. In the past years, we have been partnered with different women and gender related NGOs, and have been donating all net proceeds to Rainlily, ACSVAW and other local NGOs to support their continuous efforts in serving the marginalized and creating positive change in society. By becoming a charitable organization WFHK Foundation Limited, the Festival is also moving to a new stage in our work.

Ultimately, through appreciating and embracing our bodies and emotions positively, we hope that people of all genders, orientations, ethnicities, abilities, age, and many more, may recognize and celebrate the strength, beauty and freedom of being yourself!

ORGANISERS

Vera Lui
Sonia Wong
Chantal Wong

PROGRAMME COORDINATORS

Donald Cheung
Lisa Wan

PUBLIC RELATIONS

Hyman Hui

WFHK'S BIRTH MOTHERS

SONIA WONG

Based in Hong Kong, Sonia Wong now teaches gender and culture-related subjects at the Gender Studies Programme of the Chinese University of Hong Kong. Her research interests include lesbian identity, female sexuality, film, and new media.

She is the founder of Reel Women Hong Kong, the first and only independent film festival in Hong Kong devoted to the promotion of female-created films and artworks, as well as gender equality and awareness, in society. In 2018, she co-founded the Women's Festival with Chantal Wong from Eaton HK and Vera Lui from Sally Coco.

Apart from being a community organiser and advocate, she is also a writer and visual artist.

VERA LUI

As the founder of Sally Coco since 2010, Vera Lui was determined to bring the first female-friendly intimate lifestyle store to people of Hong Kong. Born and raised in this sex taboo city, she has experienced herself and witnessed others suffer from the lack of sex education. In 2012, she started an unstoppable movement with her sex education channel on YouTube, which now has 79K subscribers and 17 million views. After years of face-to-face conversations with women from all walks of life, she has realized self-love is truly the key to happiness.

With the passion of spreading her message, she has partnered with Eaton Workshop to bring you a new kind of women's festival. Together, they wish to create an open platform for women to explore many topics from body positivity, mental and physical wellness, motherhood to spirituality and sensuality. It's a festival inspired by all women for all women.

CHANTAL WONG

Chantal Wong is the former Director of Culture, Eaton Workshop Hong Kong, a new global hospitality brand for travellers and locals seeking inspiration, innovation and social and environmental impact. She is the co-founder of charities, Things that can happen, an art-space set up in response to the Umbrella Movement connecting art to its socio-political environment, and Learning Together that creates opportunities for young refugee and asylum seekers to access better education and career opportunities through scholarships, internships and leadership programmes.

Previously, she was the Head of Strategy at Asia Art Archive, a non-profit research centre dedicated to facilitating the writing of Asia's changing art history from 2011-2017 and prior to that Director of Development at Outset Contemporary Art Fund (London) from 2009-2012. She was a member of Global Shapers HK hub, a global network set up by the World Economic Forum bringing young people driving dialogue, action and change together.



WOMEN'S FESTIVAL 2022 A WOMB DIALOGUE

Women's Festival 2022 is an exploration of the many understandings of the notion of "womb" --- as an organ, a possibility of life-creation, a space of nurturance, our common origin, a site of contest.... and many more.

We will be looking at the power and possibilities of wombs, as well as the challenges that undermines the choices and well being of individuals and communities whose existences and fates are intertwined with it.

How do we relate to the womb?
What is your womb story?



WFHK Co-founders Vera and Sonia along with this year's ambassador Lezlie Chan and illustrator Canaan Fong (Gigi Fong).

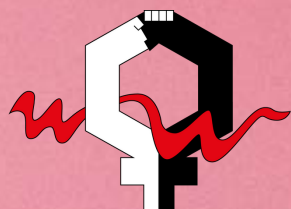
OUR BENEFICIARIES



The Bethune House Migrant Women's Refuge

THE BETHUNE HOUSE MIGRANT WOMEN'S REFUGE

Bethune House Migrant Women's Refuge Ltd. is a temporary shelter registered as a charitable institution in Hong Kong. Established in 1986 under the Mission for Migrant Workers to provide a safe refuge and social counselling to Asian women migrant workers in distress as they seek justice.



香港婦女勞工協會
Hong Kong Women Workers' Association

HONG KONG WOMEN WORKERS' ASSOCIATION

Hong Kong Women Workers' Association (HKWWA) was founded in 1989. HKWWA is composed of women workers, social workers and concern academics.

Our mission is to empower women workers to participate and make positive change in the community through collective effort. Our aim is to support women to tackle their problems, to develop awareness among women workers of their needs, difficulties, skills and contribution to society. We also nurture the support network and develop the awareness among women workers about their own resources, strengths, qualities and contribution to society. HKWWA seeks to provide a platform for women to participate in the policy planning and advocate for policy change.



青躍
Teen's Key

TEEN'S KEY HONG KONG

Established in 2011, Teen's Key Hong Kong is the first recognized young women-led charitable institution under S88 of the IRD (#91/14605) committed to helping young women – no matter their situation or circumstance – gain access to the information, services, and support they need.

We focus on addressing young women's sexual and reproductive health, and to providing holistic treatment for young women in crisis, including those who work in the sex industry.



KEY FIGURES

HKD raised for our beneficiaries

80,000

919 tickets purchased /
donated to beneficiaries

UNDISCLOSED
10.37%

OTHERS
4.18%

FEMALE
79.83%

MALE
5.62%

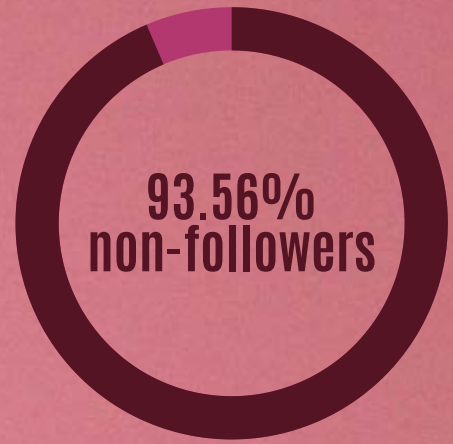
31 programmes organised
25 sponsors & partners

moon bags sold
for fundraising

249

49,230

social media reach



218,234 total impressions

12,468

Instagram profile visits

10,109

website traffic

84.8% female



15.1% male



age group distribution

18-24

17.9%

25-34

49.1%

35-44

20.2%

45-54

5.9%

25 media coverages*

ELLE

marie claire

JESSICA

藝文青
by Emma Ho Tin



TATLER



WOMEN IN WORK



MING'S



* Excluding features on event websites. For the full list of media clippings:
<https://docs.google.com/spreadsheets/d/1GyHirWmubVA9fnn2-XhVHkz5h4xD64Tpx0nAT2M4tml/edit?usp=sharing>



EVENT HIGHLIGHTS

WFHK'22 LIST OF EVENTS

Thanks to the support of our sponsors and friends from all walks of life, we were proud to present 31 diverse programmes this year, including excitable workshops, earnest sharings, informative talks, academic seminars, as well as screenings and exhibitions. Over 900 tickets were sold or donated to beneficiaries and gender-related parties. Counting in Eaton HK's guests that visited our Festival during their stay, we estimated there were over 1,000 visits to Women's Festival this year.

Date	Programme Title	Format
12 Aug	ifva Short Films Selection: "Desire of Egg"	Screening
	La Lune Presents: 5-year Giving Birth Celebration: Opening Party	Party
13 Aug	Reconnecting with Your Womb: A Sound Healing Circle	Workshop
	Reconnecting with Senses: Chocolate Meditation	Workshop
	Honest Mothers: What They Have Not Told You About the Reality	Sharing
	Historical Review of Feminist Movement in Hong Kong	Talk
	There is No Textbook Feminists: Real Faces of Feminists	Panel
	What If I Hate My Womb? A Playback Theatre Experience	Workshop
14 Aug	Womb Jamming: Jam-making Workshop (2 sessions)	Workshop
	Bowtie x Merck Presents: Understanding Your Moon Cycle through Chinese and Western Medicine	Talk
	Do We Matter? Radical Re-evaluation of Marginalized Labor	Panel
	Dove Presents: "I Think Nobody Wants Me Because of My Body": An Exploration on Body Anxiety	Sharing
	ifva Short Films Selection: "My Body is My Battlefield"	Screening
	Dove Presents: "Dear Marvelous Beauty" Shooting Workshop	Pop-up
	Fenty Beauty Presents: Shade Matching Pop-up	Pop-up

Date	Programme Title	Format
20 Aug	The Taboo Body: Representations and Imaginations of Pregnant Bodies	Talk
	A Holistic Approach to Menopause: A Natural Change of Life	Talk
	The Choice Is Not Yours: Institutional Limitations on Body Autonomy and Life Possibilities of Women	Talk
	I am ___ but I Still Wanna Have Sex: A Speakout by Desexualized People	Sharing
	Bowtie x Merck Presents: Bloody Moon Party: Unleashing Your Moon Power	Party
	Fenty Beauty Presents: Beauty Touch-up Station	Pop-up
21 Aug	Bowtie x Merck Presents: Let's Get Physical on "Down There": A Pelvic Floor Exercise Workshop	Workshop
	Bowtie x Merck Presents: Everything You've Always Wanted to Ask an OB/GYN	Talk
	What Would a Non-sexist City Look Like? Accessibility and Female Bodies	Panel
	Bowtie x Merck Presents: How to Build an Inclusive Company Culture: A Dialogue with Progressive Business Leaders	Sharing
	Different Kinds of Mothers: Expanding the Notion of "Mothering"	Sharing
	Pacha Care Presents: A Womb Dialogue: A Collective Sharing	Sharing
On-going	Bowtie x Merck Presents: Moonlight Select Pop-up	Pop-up
	INTIMINA Presents: Menstrual Adventure: An Interactive Exhibition	Exhibition
	Pacha Care Presents: Moon Stories Wall	Exhibition

For detailed information of each programme, please visit womensfestival.hk

For event photos, please visit:

<https://drive.google.com/drive/folders/1KX-hHV-2V0qEnXF4dr0Y3py84eeq5DJm?usp=sharing>

TITLE SPONSOR bowtie

As our title sponsor this year, Bowtie x Merck has been supporting Women's Festival beyond monetary donations, but poured their resources into designing programmes and products specifically for our crowds. We cannot thank them enough for allowing us great autonomy in planning the Festival, and lending their medical and business expertise into creating engaging programmes for our festival-goers.



Understanding Your Moon Cycle through Chinese and Western Medicine



Everything You've Always Wanted to Ask an OB/GYN



How to Build an Inclusive Company Culture: A Dialogue with Progressive Business Leaders



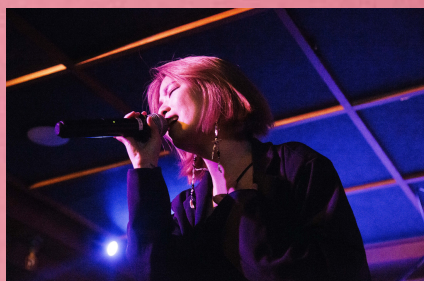
Let's Get Physical Down There a Pelvic Floor Exercise Workshop



Moonlight Select Pop-up



Bloody Moon Party: Unleash Your Moon Power



MAJOR SPONSOR

INTIMINA™

INTIMINA has been a staunch supporter of Women's Festival. In addition to sponsoring products for our three-tier moon bags, they collaborated with interns from the Gender Studies Programme, The Chinese University of Hong Kong to set up "Menstrual Adventure: An Interactive Exhibition", explaining period science and culture to menstruators old and new.

We are especially grateful that they translated their famed "Wondergirls Guide Book", a storybook centering on the experiences of five girls who just had their first periods, into Traditional Chinese. The book is well-appreciated by guests who seek ways to open conversations with menstruators in their lives.



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Menstrual Adventure: An Interactive Exhibition



愚昧的人類們最愛互相傷害！
讓我用迷信和羞辱，將月經的
知識抹除！哈哈……

禁忌

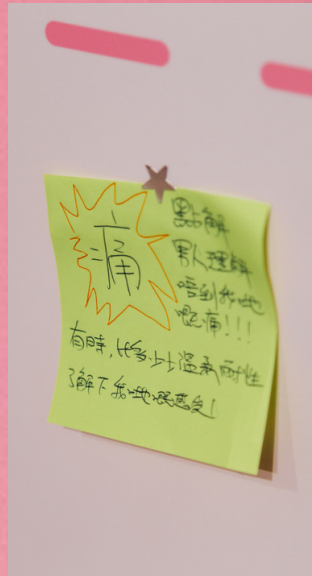
SHARK WEEK 不健康
TABOO 污糟
DIRTY 真噁
SHAME 羞恥
EMBARRASSMENT 尷尬

月經羞辱

矮化 言語指摘月經不潔、很令人尷尬等，對敵人造成 50 點精神傷害。

此路不通 拒絕來經者使用某些設施，例如廁所、水井甚至廚房。

杖打一百 以武力懲罰不守月經習俗、不將月事產品收藏起來的人，對敵人造成 50 點物理傷害。



去這邊分享
經痛應對貼士

可愛又可恨的同伴

經前綜合症 (PMS) 和經痛真的
很煩人！雖然牠們每個兩週都來
弄我們一下，但牠們不是魔鬼，
而是正常的生理現象囉！細心
觀察牠們的話，還可以發現牠們
會告訴我們身體的微小變化。
學習聆聽牠們，也是月經探險的
重要歷程！

經痛

月經來前約 48 小時，體內的許多化學物質會劇烈波動，令子宮
內膜的血管收縮，從子宮內壁剝離，帶血塊脫離子宮。
子宮收縮時會分泌一些化學物質，這些化學物質會刺激神經，
引起疼痛。部分女性經期的疼痛量較多，因此她們特別容易感到
痛苦。使用宮內避孕器 (IUD) 的月經者可能感到更劇烈的疼痛。
經痛亦有可能由其他疾病引起，請諮詢醫生意見。

相處方式

- 適量運動可以釋放許多多巴，是天然的止痛藥，也會令心情愉快。
- 用熱水沖、熱水袋、熱水浴或熱敷。
- 用熱水沖或暖水袋，促進血液循環。
- 輕力打圈按摩下腹。
- 戒煙。
- 營養均衡，維持正常神經運動。
- 服用止痛藥（請諮詢醫生意見）。

相處方式

- 保持運動。
- 戒煙。
- 均衡飲食。
- 避免過度飲酒。
- 服用止痛藥（請諮詢醫生意見）。

MAJOR SPONSOR



Heralding the belief of embracing all bodies with confidence, Dove sponsored our sharing session on body anxiety, featuring plus-sized model Lezlie Chan and body-positive illustrator Canaan Fong (Gigi Fong). The session was one of the most sought after programmes in the Festival by both our patrons and the press. We are deeply thankful of Dove's collaboration which generated much media coverage for our Festival and all stakeholders.

Dove's pop-up photo booth was a graceful bonus to our festival-goers, many of whom were aware of their body shape, and might need encouragement to do photo shoots in their daily lives. Dove also created an online pledge for their customers to donate directly to Women's Festival, which gave us flexibility in allocating resources.





I Think Nobody Wants Me Because of My Body: An Exploration on Body Anxiety



MAJOR SPONSOR

Patisserie La Lune | 望月

Patisserie La Lune has been a stalwart ally of Sally Coco and Women's Festival for years. This year, we are grateful for their sponsorship of mooncakes with red bean paste and mandarin peel for both our moon bags and the Opening Party, which they sponsored as well. Their mooncakes were an early Mid-Autumn blessing to our guests and our beneficiaries, who were able to distribute surplus mooncakes to their service users.

5-year Giving Birth Celebration: Opening Party



MAJOR SPONSOR



As a purpose-driven female hygiene company, Pacha's mission to tackle stigmas around menstruation particularly echoed with the theme of Women's Festival this year. Their generous sponsorship of period pads and panty liners to our moon bags were well-received by our patrons, and saved our founder Vera, who experienced her first period since her last childbirth, in a pinch.

Pacha also sponsored the Moon Stories Wall installation in Eaton's lobby for all hotel guests to see, seeking to rid menstruation of its associations with shame and guilt.

A Womb Dialogue: Story Sharing



Moon Stories Wall



ARTISTRY SPONSOR

FENTY BEAUTY
BY RIHANNA

As our artistry sponsor, Fenty Beauty participated in various stages of the planning of Women's Festival 2022. It was with their expertise that we developed this year's key visual featuring plus-sized model Lezlie Chan, a testament to the inclusivity of Fenty Beauty's brand mission.

They were one of the generous sponsors of our moon bags, and set up a shade-matching pop-up and a beauty touch-up station during our Festival, to the excitement of our patrons and party-goers.



A woman with voluminous, curly hair dyed in shades of red and yellow is lying on a bed. She is wearing a light purple, off-the-shoulder dress. The bed is covered with a pink sheet and has white, fluffy clouds scattered around her. The background is a solid pink color. The word "ACKNOWLEDGEMENT" is written in large, white, bold, sans-serif capital letters across the center of the image.

ACKNOWLEDGEMENT

ACKNOWLEDGEMENT

This is the third year of Women's Festival held under the COVID-19 pandemic. With government restrictions largely still in place, and with our dear friends and patrons emigrating away from Hong Kong, we had been asking year after year whether it is feasible to organise another Festival.

Despite all the concerns, we found ourselves striving to create new events and platforms for all those who are invested in women's issues in Hong Kong. As the city's climate changes, our dedication to serve women and all interested parties in local communities remain constant, providing a platform for all to experience diverse yet embracing femininities.

We could not have done this without the support of our sponsors, speakers and patrons. We are deeply grateful of our title sponsor Bowtie and Merck, as well as our major sponsors INTIMINA, Dove, Patisserie La Lune, Pacha Care (in random order), and our artistry sponsor Fenty Beauty. Not only have they offered financial support to the Festival, but went out of their way and participated in the process of tailoring programmes to empower women from all walks of life.

Thank you to our sponsors # by Camel, The Preface, Nelles Gemmes, Vanish, factiv, CHOKOHOOD, IMADA, Ping, Okamoto, OLLY, Welspring, EC Says, Skin Need, B.Y.O.B, YES, Zero Yet 100 and Taboocha, who did not hesitate to pledge themselves to our Festival this year, introducing our festival-goers to various dimensions of self-care and empowerment.

Not to mention our dearest speakers and workshop instructors, many of whom have been staunch supporters of Women's Festival for years, who poured their hearts and expertise into eye-opening programmes that amaze participants regardless of how knowledgeable they are in women's issues. We are honoured to provide them with a platform to voice out their passion and visions.

We would also like to thank the Gender Studies Programme, The Chinese University of Hong Kong for partnering with us to provide internship opportunities for their undergraduate students again this year. The interns' input was instrumental to the smooth operation of the Festival.

Last but not least, we thank our patrons, new and recurring, for joining us this year. We wish that you had enjoyable experiences and new perspectives from our Festival. We hope to see you all next year.



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