

CANVAS :

LIFESTYLE BRAND CANVAS UNVEILS ASIA-WIDE MEMBERSHIP PROGRAMME CANVAS BELONG

*Canvas Belong Gathers Like-Minded Citizens to Exchange Original Thought
through Curated Experiences across the Region*



(Hong Kong, 29 January 2019) Canvas, a lifestyle brand created to connect people, ideas, experiences and destinations, unveils its innovative concept with the launch of its Asia-wide membership programme, Canvas Belong. Launched in Hong Kong on 23 January, Canvas Belong aims to gather global citizens seeking deeper experience and interactions, by offering an array of exclusive benefits to enhance unconventional living and travel experiences.

Under this programme Canvas members – also known as Citizens - will enjoy a range of benefits from exclusive stays at Canvas Place resorts in Bali and Hua Hin, curated cultural experiences across the region, to enriching 'once-in-a-lifetime' events with influential CEOs, entrepreneurs, designers, wellness and sports champions from around the world. Apart from being a passport to unique experiences and journeys, the Canvas Belong membership also offers Canvas Citizens one-to-one sessions with a life coach, followed by lifestyle offerings in dining and wellness across Hong Kong, Bangkok, Jakarta, Shanghai, and Singapore.

Curated experiences encompass exciting lifestyle events to connect with other Canvas Citizens across Hong Kong, Bangkok, Shanghai and Singapore. These experiences range from cocktails with Canvas founder Carl Gouw, one-on-one bespoke design by luxury jeweller Andrea Buccelatti in Hong Kong, insightful sharing by world's leading architect Bryant Lu, and intimate lunches with Violet Lim of Lunch Actually. According to Canvas Founder Carl Gouw, "Canvas strives to be a multi-layered platform for global citizens to gather and connect through the common interest of

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creating meaningful experiences. Through exclusive, exceptional cultural initiatives, we hope to spread our vision to discerning creative individuals and travellers in Asia and worldwide.”

Joshua Ng, Co-Founder of Canvas Belong and Chief Operating Officer of Canvas, adds, “With Canvas Belong we strive to build cultural bridges and enable our Citizens to share their journeys with fellow members in different Asian cities. We hope to inspire Canvas Citizens and witness interaction between travellers and locals, and educate them on the importance of global issues and sustainability.”

Since its launch in December, Canvas has welcomed a growing number of ambassadors from the region as founding members of the brand. These include: Esther Sham, Founder of Maison Es; Dickson Yewn, Jeweller and Creative Director of YEWN; Bryant Lu, Vice Chair of Ronald Lu & Partners; James Chau, Journalist and United Nations Good Will Ambassador, and Ray Ng, Founder of Volar.

Following the launch in Hong Kong, the membership programme will open in Bangkok and Shanghai in February. To register as a Canvas Citizen, please visit Canvas official website (www.the-canvas.com) or email canvasbelong@the-canvas.com.

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About Canvas

Canvas is a lifestyle brand committed to challenging conventions and exploring connections. Launching under the ACTS Group in 2019, Canvas subverts the traditional role of developers by focusing on strengthening networks, enhancing communities and exploring unique experiences. The brand was born out of Founder Carl Gouw’s desire to connect people through space, design and neighbourhoods. Comprising a membership programme, hotel and residential developments and cultural initiatives, Canvas seeks to develop inspiration and strives to nurture the connections between people and cultures. Every Canvas product conveys the uniqueness of its location and strives to propel local art, culture, cuisine and commerce into new realms. Drawing people together on a physical, creative and cultural journey, Canvas is individual, progressive and contemporary, providing a new framework for what it means to connect in today’s world.

About Carl Gouw

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A serial entrepreneur and property developer, Carl Gouw has had a passion for real estate since childhood and launched his career when he was eighteen. With his hands-on experience in project creation and management, and a vision to explore new markets, in 2005 he founded ACTS Group, a property developer and construction enterprise. His wealth of insights and tenure in crafting successful property and hospitality ventures and appreciation for communities sparked the idea for Canvas, a lifestyle brand launching in 2019. With Canvas, Carl envisions to connect and nurture people, ideas, experiences and places through a platform that delivers purposeful experiences through a membership programme, hotel and residential developments.

Carl is also the Managing Director of Goldig Investment Group, an organisation involved in real estate investment since the 1970s who was substantial shareholder of a Hong Kong-listed Guangzhou developer. Committed to enhancing the community and nurturing cultural activities, he is an active member of the Entrepreneurs' Organisation and a former member of its Asia-Pacific Regional Council, a member of PMQ's Assessment Panel, a founding member of the Hong Kong Ambassadors of Design, and founding Chairman of Culture Care (Hong Kong). He is an advisor to the Hong Kong Church Network of the Poor, and a board member of Hope of the City Foundation. Having written pieces on cultural issues and the business of design, Carl's work has been featured in publications such as *Baccarat* and *Capital Entrepreneur*. In 2014, he was included in *Perspective* magazine's prestigious '40 under 40' list.

About Joshua Ng

Joshua is the Co-Founder of Canvas Belong and Chief Operating Officer of Canvas, a lifestyle brand that seeks to connect and nurture people, experiences, ideas and places through a membership programme, hotel and residential developments. A natural extrovert, Joshua's innate ability to connect to unique opportunities and unveil the extraordinary led him to Canvas where he co-founded Canvas Belong, the brand's membership programme. Canvas Belong aims to be an open platform to create shared experiences with discerning members and travellers across the region. Prior to joining Canvas, Joshua spent over 10 years in investment banking where he co-founded and was the Head of Securities Finance Trading at Jefferies Financial Group in Asia, and served on the Equity Management Committee for Asia Pacific regions. Joshua has also worked in various senior roles at UBS, Nomura and Lehman Brothers.

About ACTS Group

ACTS Group is a multi-dimensional property investor, developer and construction enterprise founded by entrepreneur Carl Gouw in 2005. ACTS Group has managed over 100 award-winning projects in Asia, spanning the hospitality, residential and cultural sectors. Committed to diversity and inclusivity, ACTS Group and its parent company Goldig Investment Group, who has been involved in real estate investment since the 1970s, bring over 35 years of experience to the industry. Overseeing every stage of a project, from concept and design to project management and execution, ACTS Group adopts a 360-degree approach while seeking new opportunities within the Asia-Pacific region and beyond. In 2019, ACTS Group will launch Canvas, a lifestyle brand delivering purposeful experiences through a membership programme, hotel and residential developments. Through Canvas, ACTS Group aims to develop a strategic footprint in new regions, strengthen relationships in the communities and carefully consider its impact on the broader culture.