

## Dim It : A Project on the Best Use of Light Resources

Friends of the Earth (Hong Kong)

The use of lighting reflects one's taste and sophistication in lifestyle. The Pearl of the Orient will be more beautiful if more care and cherishment is displayed instead of battling for the resplendence, which causes nuisances to the residents and shrouds the sky. It is unfortunate that we have become indifferent towards the depletion of energy and being ignorant of the haziness of the Pearl under the heady pace of growth.

"Dim It" project uses photos, reports, city tours etc as the means to examine the culture of lighting and life values. The close-up scrutiny of the Pearl of the Orient aims to reinterpret its image other than the one of economic prosperity.

### Project Objectives

- Educating the public the severity of light pollution problems in Hong Kong;
- Urging the Government to review the impact and degree of light pollution and propose remedies to the problems; and
- Encouraging the public to come out and report cases of light trespassing.

### Activities and progress

#### April 2008

- "Dim it" tour: an unconventional photo exhibition brings the lives of Hong Kong people to light
- "Dim it" web: discussing that nowadays, the natural beauty of the Pearl has been replaced by the glamour sustained for pomposity with the commotion of glowing colors fixed on all sorts of commercial and residential buildings. We also welcome the public recording what they see, posting their responses and interacting with one another.
- Vote for lights out online: elect your most-wanted building to black out.

#### May 2008

- Book "Dim It": the Symphony of Lights won the Guinness World Record as the largest light and sound performance. What turned the gray concrete jungle into a machine of light pollution?
- FoE (HK) took Audrey Eu, Leung Man Tao, Michelle Loo, Christine Loh, Chris Wat, Lam Chiu-ying (Director of Hong Kong Observatory), etc on a stroll on Nathan Road, the earliest road in Hong Kong to have electricity, and showed them how it had been turned into a lawless hotbed of light pollution.



#### June 2008

- Light tour of the city : lead the public to discover the glaring city with a stroll down Nathan Road.
- "Dim It" photo contest : hope the public telling their Pearl of the Orient with photographs.
- Dim It! 6.21 Lights Out event : includes experience-sharing and performances along the theme of "Dim it" in order to provide an opportunity for members of the public to rethink the relationship between energy use and our lifestyles.

《6.21 夠照·熄燈》啟動儀式  
"Dim It! 6.21 Lights Out Event"  
kick-off ceremony

#### October 2008

- "Dim It" teachers' workshop: the objective of general education is to initiate discussions and stimulate student's thinking. Light pollution is a good topic for discussion. We hope the teachers could bring "light pollution" as an agenda into the schools.