

“Hong Kong Pop 60+” Exhibition

Audio Tour Script

Inaugural issue of *THE TABLOID* **1976**

A magazine may be closely related to a city’s development, leading to some people remarking that a city’s magazine is akin to a name card representing that city’s culture. *City Magazine*, founded in 1976, is known as the name card of Hong Kong culture. By analysing and critiquing the more than 500 issues of *City Magazine* published to date, we can objectively explore the magazine’s era, and so track the development of Hong Kong’s culture.

When *City Magazine* was first published, Hong Kong was undergoing rapid socio-economic and cultural development. The government promoted urban construction, leading to sustained economic growth, improved people’s livelihoods, and population growth. The government began implementing several policies to establish public order. At the time, the main media were the television, newspapers and magazines, which had the most profound influence on the formation and establishment of social values.

Among these media, the orientation of *City Magazine* proved especially noteworthy. Its readers are college students and middle-class people, and its contents include fashion, food and drink, music, film, technology, design, and architecture. *City Magazine*, founded by John Chan and a group of college graduates from the elite education system in the 1960s, boasted of being an “intellectual magazine”. The editorial team emphasised lifestyle and cultural literacy, and hoped to be independent in thinking and life, while establishing an attitude to life different from the general public. Especially in the 1980s and 1990s, the middle-class lifestyles and image influenced generations of Hong Kong people.

This is the first issue of *City Magazine*, which appeared in the form of a newspaper in September 1976. Please note that the cover design is *THE TABLOID*. In February 1977, the publication was changed to a magazine. It was decided the publication’s English name would be changed to *City Magazine*, which shows the founders’ original intention and determination.

At the time, *City Magazine* introduced a new cultural attitude and lifestyle, with its own design. The words and images published in the magazine have become classics, after years of preservation.