

**JUST LIVE**  
喜愛現場

幻在香港  
玩在 *Just Live*



# JUST LIVE

喜愛現場

a one-of-a-kind urban cultural space

Here,  
you will immerse yourself in the endless charm of top-tier illusion  
and dance performances from around the world,  
and enjoy intimate interactions with internationally renowned magician stars.

Just Live  
is more than an astonishing live performance venue  
It's also an entertainment carnival  
that combines gourmet food, merchandise, and artistic exchanges.

Master illusionist Franz Harary has crafted this event with his unparalleled expertise  
joining forces with an international star team to perfectly ignite the city  
and become a breathtaking Hong Kong cultural event.

We cordially invite you to join us for this feast of visual and spiritual delights!





## Company Profile

# SHOW+

## Background

Show Plus (Hong Kong) Investment Limited ("Show Plus") is a dynamic entertainment company, complemented by a wealth of international production experience.

Our strong team, based in Hong Kong, is dedicated to curating high-quality entertainment performances from around the globe, drawing inspiration from previous successful projects.



## Company Profile

# SHOW+

## Current Situation

Despite the post-pandemic economic challenges, Show Plus remains optimistic about Hong Kong's potential.

After careful consideration, we have strategically chosen Hong Kong over Singapore for major investments, including the groundbreaking "Just Live" project and the highly acclaimed equestrian dance performance, "Cavalia," which is set for a triumphant return.

## Company Profile

# SHOW+

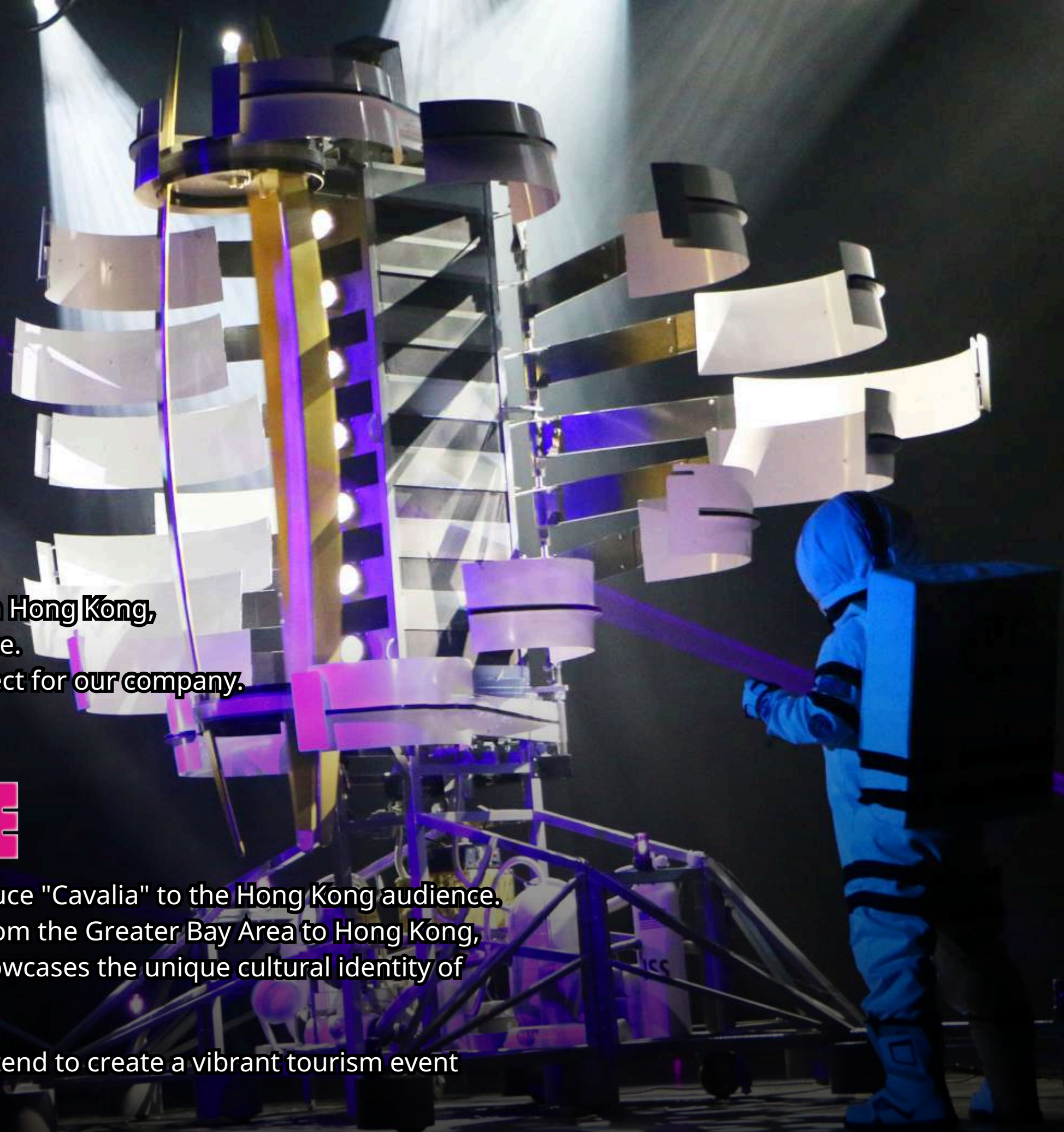
## Strategic Goals

Over the last two years, we aim to build a robust team in Hong Kong, enriched by over 20 years of stage production experience. Our goal is to establish "Just Live" as a cornerstone project for our company.



Should this initiative prove successful, we plan to introduce "Cavalia" to the Hong Kong audience. We aspire to attract international tourists and visitors from the Greater Bay Area to Hong Kong, transforming "Just Live" into a signature festival that showcases the unique cultural identity of the region.

By leveraging our established domestic networks, we intend to create a vibrant tourism event that resonates with both locals and visitors.





Company Profile

**SHOW+**

**Community Engagement  
through  
Education and Culture**

This initiative prioritizes local educational and cultural development in Hong Kong. We've partnered with a consulting firm to integrate educational content into our promotional activities, reaching 1,200 primary and secondary schools and kindergartens.

To enhance outreach, we'll send magicians to perform at schools, providing engaging experiences that educate students about the arts. We will also develop educational materials that support school curricula. By collaborating with educators and cultural institutions, we aim to nurture the next generation of performers and arts enthusiasts, ensuring our events contribute meaningfully to Hong Kong's cultural and educational landscape.

Company Profile

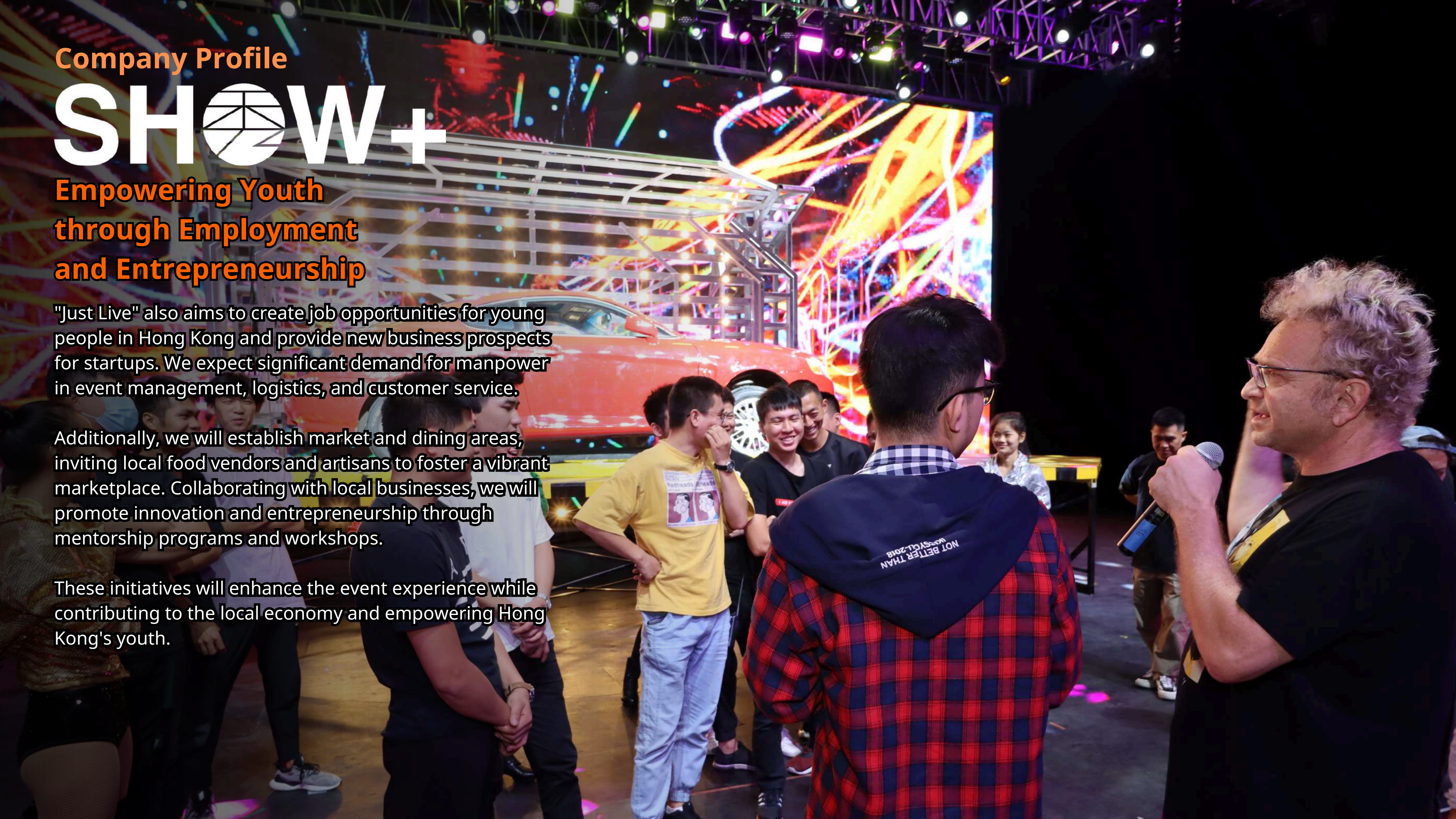
# SHOW+

**Empowering Youth  
through Employment  
and Entrepreneurship**

"Just Live" also aims to create job opportunities for young people in Hong Kong and provide new business prospects for startups. We expect significant demand for manpower in event management, logistics, and customer service.

Additionally, we will establish market and dining areas, inviting local food vendors and artisans to foster a vibrant marketplace. Collaborating with local businesses, we will promote innovation and entrepreneurship through mentorship programs and workshops.

These initiatives will enhance the event experience while contributing to the local economy and empowering Hong Kong's youth.





Company Profile

# SHOW+

Community Commitment  
through Arts and Inclusivity

In terms of community development, "Just Live" is committed to making a positive impact. We have reached out to charities focused on stage and youth education to donate 3% of ticket sales for community and charitable purposes.

We aim to invite volunteers, individuals with disabilities, and underprivileged families to experience the joy of our events. Additionally, we plan to offer special workshops and behind-the-scenes access to these groups, allowing them to engage more deeply with the arts.

By fostering inclusivity and support for underrepresented communities, we hope to create a memorable experience that enriches the lives of all participants and strengthens community ties.



# Venue Introduction

## PROJECT LOCATION

Hong Kong Wan Chai Harbourfront Event Space, adjacent to the Hong Kong Convention and Exhibition Centre / Golden Bauhinia Square

## OPERATION PLAN

# 12.2024-4.2025

## VENUE SIZE

# 13,300

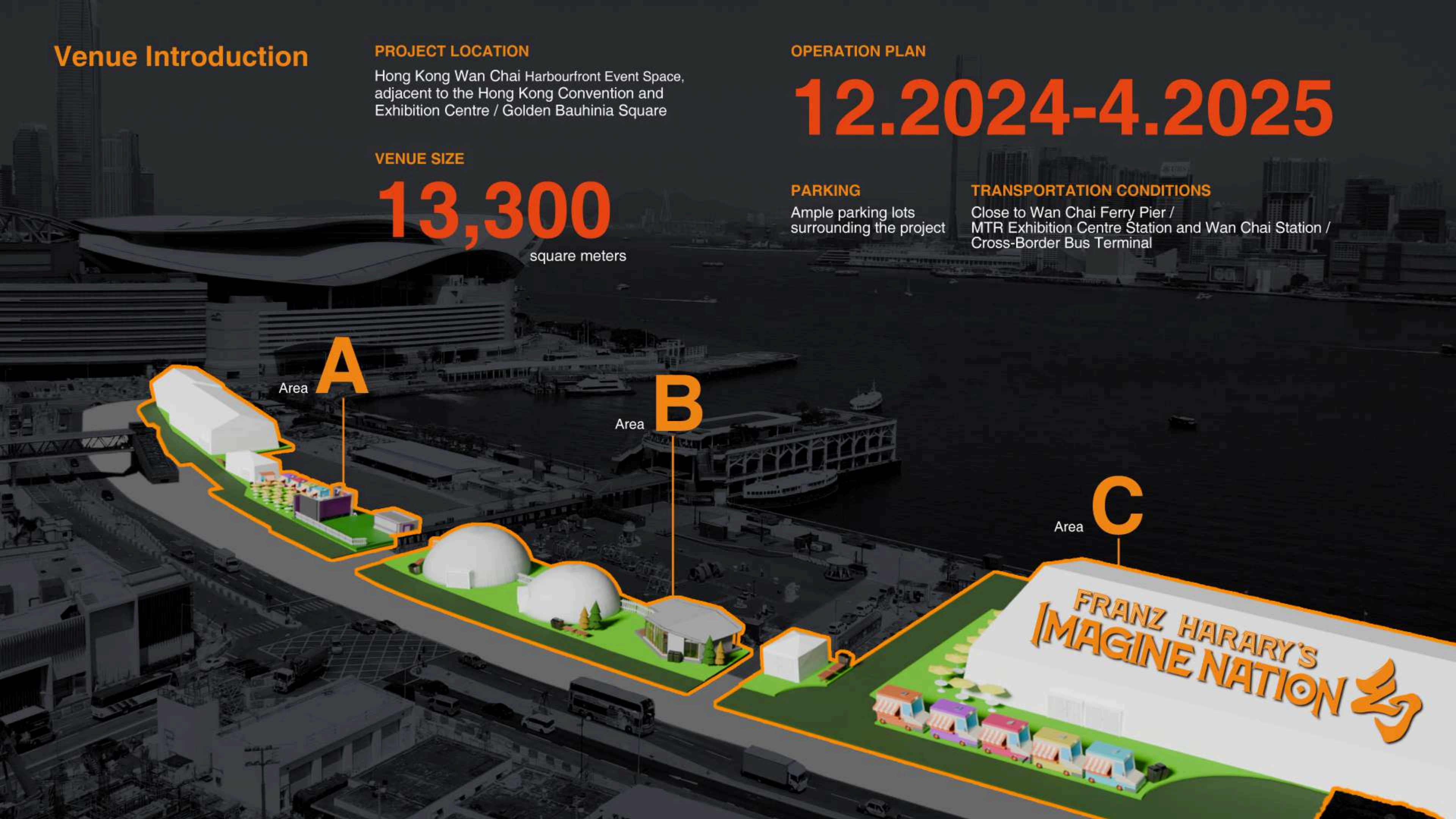
square meters

## PARKING

Ample parking lots surrounding the project

## TRANSPORTATION CONDITIONS

Close to Wan Chai Ferry Pier / MTR Exhibition Centre Station and Wan Chai Station / Cross-Border Bus Terminal



Area **A**

Area **B**

Area **C**

FRANZ HARARY'S  
IMAGINE NATION 

# JUST LIVE 喜愛現場 LIVE Area A

## Cultural Feast

## Immersive Art Space for Diverse Experiences

A multi-artistic type venue for activities, including classic dance performances, art exhibitions, artistic competitions, art training, art charity events, global popular brand activities, conferences and forums, interactive music performances, and commercial support facilities.

At night, the dazzling lighting effects elevate the atmosphere to a climax, filled with joy and blessings.

The audience can immerse themselves in the infinite charm of performing arts in a multi-scene interactive space, experience the beautiful life of culture and art

Making this place a trendy cultural destination that young people aspire to visit.



# JUST LIVE 喜愛現場 Area B

## Victoria Harbour Romance A Meeting Room Combining Art and Business

A seaside city meeting room,  
adjacent to the unique scenery of Victoria Harbour,  
composed of a VIP club and a gourmet restaurant.

**It perfectly integrates art exhibitions, artistic  
exchanges, and business networking**

infusing the unique romantic ambiance of the seaside  
into urban hospitality scenes, offering an unprecedented  
sensory enjoyment and social experience.

Additionally, this venue is suitable for hosting a variety  
of events such as media press conferences, business  
meetings, business banquets, corporate team-building,  
birthday parties, and more.



# JUST LIVE 喜愛現場 LIVE Area C

## Amazing Performances

## Experience the Magic of "IMAGINE NATION"

"IMAGINE NATION" is a production by the world-class illusion artist and grand-scale magic creator Franz Harary, offering a highly sensory impact that will present audiences with an extraordinary visual feast of illusion.

"IMAGINE NATION" is the pinnacle of Franz Harary's work **a collection of his most successful large-scale magic pieces over the years** taking you into a fantastical and astonishing world with the most wondrous superpowers!

In the hands of the artist, the ordinary moments are transformed into miracles. With exceptional skill, every movement is a visual feast. Each performance is a heart-pounding surprise. The legendary figure in entertainment, Franz Harary, leads the trend of grand-scale magic with his unique charm and endless creativity, allowing audiences to wander in amazement. He is the weaver of dreams, making the impossible possible in his productions. Let every show become an unforgettable memory for you!

**FRANZ HARARY'S**  
**IMAGINE NATION** 幻

**Witness the Masters of Magic!**

## Area C Performance Overview

"IMAGINE NATION," the international magic performance, is a spectacular production created by the omnipotent master of space and time, Franz Harary. This show features a collaboration of top international artists, showcasing a blend of grand magic, visual effects, music, dance, and interactive comedy.

The performance is visually stunning and impactful, masterfully incorporating advanced sound and lighting technology along with stage effects. It creates a Broadway-style atmosphere that is both innovative and futuristic.

Audiences can expect an unprecedented and dreamlike magic experience, offering an incredible illusion entertainment journey.



## Main Creator Introduction

The renowned grand illusion producer & director

# Franz Harary

credited with integrating high technology into large-scale magic performances, has been dubbed "the Edison of the magic world" by the Associated Press; CNN has called him "the greatest illusionist of our time," and his performances have been described as "one of the largest-scale magical spectacles in the world"; The New York Times has commented: "In Asia, Franz Harary has become a star in his own right." With his unique talent and creativity, he has won countless fans around the globe who adore his work.

## The Legendary Life of a Grand Illusionist

Throughout his illustrious career spanning over three decades, Franz Harary has used his unique psychological illusion skills to simplify the complex, making massive mechanical devices vanish in an instant. His productions effortlessly transport skyscrapers, flying airplanes, and even magnificent landmarks beyond the reach of the audience's sight, as if building a bridge between reality and dreams. For him, magic is not just a performing art; it is a profound artistic life.

Michael Jackson, after accidentally watching a performance video of Franz, was amazed by his extraordinary artistry and commercial potential, and immediately decided to collaborate with the then 21-year-old genius. The spark between the two dazzling superstars ignited the passion and anticipation of countless audiences. Franz levitated Jackson in the center of the stage, walking his iconic moonwalk, and then impaled his body with 50 javelins, creating one mysterious and stunning moment after another, bringing the globally acclaimed "Historical" tour to its brilliant peak. After that, more superstars were "dominated" by Franz's illusions. His name became associated with the likes of Madonna, Justin Bieber, Janet Jackson, and Aeriath Gainsborough, among many top-tier celebrities. Moreover, Franz Harary has collaborated with entertainment giants such as Disney, Universal Studios, Steven Spielberg's studio, and MGM, integrating his astonishing illusions into classic entertainment projects, continuing to write his own legendary story.

A close-up profile of Franz Harary, a man with curly hair, looking intently at his right hand. His hand is held palm up and is glowing with a bright, ethereal light. The background is dark and filled with vertical chains, suggesting a stage or performance setting. The lighting is dramatic, highlighting the contours of his face and the texture of his hair.

FRANZ HARARY'S  
IMAGINE NATION



**Q&A**

**SHOW+**



*Thank you*

**SHOW+**