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## PRESS RELEASE

Exploring Care and Memory Through Fragrance at 'Emanate'  
An exhibition that uses scent to dissolve stigma, awaken empathy  
and celebrate human connection

(Hong Kong, 28 November 2025) AIDS Concern proudly presents *Emanate*, an evocative exhibition in collaboration with Wyndham Social and supported by a grant of Gilead Sciences.

*Emanate* explores the deep connections between care, memory and lived experience through the medium of fragrance. Funded by Gilead Sciences, the exhibition features 15 bespoke room fragrances and diffusion stone installations, co-created by people living with HIV (PLHIV) and their companions, in partnership with local fragrance artist duo **Slash & Parallel**.

These works tell the unique life stories of beneficiaries supported by AIDS Concern, caregivers and healthcare professionals, affirming that the richness of life cannot be reduced to a diagnosis. This collection celebrates the warmth of care spreading through society like fragrance, symbolizing the triumph of compassion over stigma and fear.

“Stigma around HIV/AIDS continues to marginalize PLHIV,” said **Jerome Yau**, Chief Executive of AIDS Concern. “This discrimination harms their mental health and quality of life — and that of their loved ones.”

With advancements in medicine, HIV is now a manageable condition. An HIV-positive person who adheres to treatment and maintains an undetectable viral load cannot sexually transmit the virus — a fact known as “Undetectable = Untransmittable” (U=U). Yet, stigma persists and remains one of the greatest barriers faced by PLHIV.

As embodiment of “thriving” instead of “surviving”, the 15 participating PLHIV and their companions collaborated with **Slash & Parallel** to create olfactory artworks using a layered approach to scent — top notes, heart notes and base notes — allowing their spirit and resilience to emanate into the community, challenging perceptions, igniting mutual compassion and catalyzing transformations that reach beyond the exhibition walls.

**Cathy Su**, General Manager of Gilead Sciences for Hong Kong, Macau & Singapore, said, “The stigma surrounding HIV prevents high-risk communities from seeking testing and treatment. By supporting initiatives like *Emanate*, we aim to celebrate the resilience and humanity of people living with HIV. Through these efforts, we strive to eliminate stigma, reduce fear of transmission, and ultimately achieve the goal of ending the HIV epidemic for everyone, everywhere.”

In addition to the art installations, visitors can experience fragrance strips printed with the message: “Each wisp of fragrance tells a story, emanating through the space, leaving a faint lingering scent, like a gentle murmur. The breath transforms the room, filling every corner with life, resonating with one another’s emotions and touching the soul.”

To complement the exhibition, **Professor Edmond Choi**, Associate Professor at the School of Nursing, The University of Hong Kong, has conducted a survey on the stigma and psychosocial well-being among PLHIV in Hong Kong.

He noted: “Despite remarkable medical advancements that allow most respondents to achieve an undetectable viral load, the lingering shadow of stigma continues to impact their psychosocial well-being. Breakthroughs like U=U demonstrate that HIV is no longer a death sentence, yet societal prejudice remains a significant barrier for those living with the virus.

“True progress goes beyond medical achievements — it requires building a culture of compassion, understanding, and acceptance. This is a collective responsibility, calling on governments, NGOs, researchers, healthcare providers and communities to unite in breaking down stigma and ensuring that every person living with HIV can thrive in every aspect of their lives.”

Members of the public are invited to visit *Emanate* and purchase limited-edition memorabilia, including a candle and room spray set inspired by one of the exhibition’s 15 scents, and a ceramic art series referencing ancient Chinese erotic paintings, bringing discussions of sexuality from the past into the present.

The exhibition will be open for free public admission at Wyndham Social from 28 November to 6 December 2025, accompanied by a series of community activities, including a Room Spray Workshop, creating personal scents inspired by emotions

and memory, and the “Chakai: Mindful Tea Drinking Experience”, encouraging participants to engage in self-reflection amidst the aroma of tea, promoting connections and tranquillity.

Register now on the event website (<https://aidsconcern.org.hk/en/emanate>) and follow us on social media for details on all public activities.

*Emanate* is supported by community partner Wyndham Social, a hub dedicated to fostering cross-cultural and interdisciplinary conversations through artistic collaboration. The exhibition is made possible through a grant from Gilead Sciences, Inc., which has had no input into the development or content of these materials.

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**Community Partner**



**Sponsor**



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**Media Contact**

Amy Pau  
+852 5122 6132  
[amy.pau@aidsconcern.org.hk](mailto:amy.pau@aidsconcern.org.hk)

**Project Coordinator**

Preston Cheung

**About AIDS Concern**

Founded in 1990, AIDS Concern is a leading health charity specializing in HIV/AIDS

response, community health and inclusion for people of diverse sexualities and genders.

**About Wyndham Social**

Established by Peterson Group in 2022, Wyndham Social is a contemporary platform for collective exchanges. Located at the heart of Wyndham Street, one of Hong Kong's main roads rich in historical and cultural significance, this arts and culture space offers a distinctive hub for individuals and communities to connect, engage and inspire.

Website: [www.wyndhamsocial.com](http://www.wyndhamsocial.com)

**About Peterson Group**

Peterson Group is a private company based in Hong Kong since 1959. The company is a diversified family business with a focus on different real estate asset classes across Asia, North America and Europe. In parallel to growth of the real estate business, the family remains entrepreneurial and has evolved its alternative business from trading to manufacturing, to a full range family office investing in alternative strategies.

Website: [www.petersonhk.com](http://www.petersonhk.com)

**About Gilead Sciences**

Gilead Sciences, Inc. is a biopharmaceutical company that has pursued and achieved breakthroughs in medicine for more than three decades, with the goal of creating a healthier world for all people. The company is committed to advancing innovative medicines to prevent and treat life-threatening diseases, including HIV, viral hepatitis, COVID-19, cancer and inflammation. Gilead operates in more than 35 countries worldwide, with headquarters in Foster City, Calif.

Website: [www.gilead.com/en-hk/](http://www.gilead.com/en-hk/)