



COLONIAL HONG KONG AND MODERN CHINA

Interaction and Reintegration

Edited by Lee Pui-tak

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Hong Kong University Press thanks Xu Bing for writing the Press's name in his Square Word Calligraphy for the covers of its books. For further information, see p. iv.

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The image shows the Chinese characters for '香港大學' (Hong Kong University) written in a highly stylized, square-format calligraphic style. The characters are arranged vertically from top to bottom: '香', '港', '大', '學'. Each character is contained within a square frame, and the overall composition is balanced and aesthetically pleasing.

Hong Kong University Press is honoured that Xu Bing, whose art explores the complex themes of language across cultures, has written the Press's name in his Square Word Calligraphy. This signals our commitment to cross-cultural thinking and the distinctive nature of our English-language books published in China.

“At first glance, Square Word Calligraphy appears to be nothing more unusual than Chinese characters, but in fact it is a new way of rendering English words in the format of a square so they resemble Chinese characters. Chinese viewers expect to be able to read Square Word Calligraphy but cannot. Western viewers, however are surprised to find they can read it. Delight erupts when meaning is unexpectedly revealed.”

— Britta Erickson, *The Art of Xu Bing*

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