

Press Release [21 November 2018]

**Hong Kong Creative Tourism Project “Design District Hong Kong” (#ddHK)
Three Key Highlights: Telling Authentic Hong Kong Stories by Design**

- **“#ddCommissionedWork” 3D AR Digital Design Project “BeHere” Recreating Old Times of Hong Kong Memories during the 1940s-70s**
- **“#ddCreativePlacemaking” and “#dd24” Revitalising Public Spaces in Wan Chai by Local Creative Designs and 24-Hour Non-stop Creative Activities**
- **“#ddInMotions: FASCINATION STREET Fashion Parade” Transforming Mundane Street of Sham Shui Po into a Surreal Fashion Runway**

(21st November, 2018, Hong Kong) Presented by the Tourism Commission and organised by the Hong Kong Design Centre and having the Hong Kong Animation & Comic Federation as a strategic partner (for programme or work related to local comic only), “Design District Hong Kong” (*going by the trending moniker #ddHK/ 設計#香港地 in Chinese*) is a 3-year Creative Tourism Project aiming at establishing Wan Chai and Sham Shui Po as Design Districts of Hong Kong. In co-creation with local creative forces and community groups, #ddHK will bring to tourists and locals a unique experience to appreciate Hong Kong’s creativity and the area. “Design District Hong Kong” aims to present the collective culture of Hong Kong people, their recognition and love for this place. It includes the sweat and hard work of every Hong Kong citizen in the past, and the common growth of the community. The hard work of all walks of life, and even the prosperity of the city, is the common language of the three generations of the old, middle-aged and young people. #ddHK is not only an event, but also a combination of Hong Kong culture and creative spirit. This year, the theme of #ddHK is **“Connected City: Hong Kong Stories”**. From 1st December, through a series of creative designs, public space creations and creative activities to delineate the regional culture that resonates with Hong Kong people with design, lead tourists to enjoy the authentic local designs with footsteps and let visitors and the public experience different places in Hong Kong with creative navigation.

The Hong Kong Design Centre held a media briefing today to announce #ddHK’s various creative projects, including “#ddCommissionedWork: HKACTION! Act 1 BeHere”, in cooperation with Osage Art Foundation; “#ddCreativePlacemaking” and #dd24 with One Bite Design Studio and many local creative units that reshape the public spaces of Wan Chai. The creative momentum will also extend to the Cheung Yee Street, Sham Shui Po on 1st December with “#ddInMotions: FASCINATION STREET Fashion Parade”.

Professor Eric Yim, Chairman of the Hong Kong Design Centre, said: “Hong Kong Design Centre shares the same mission and concepts with the policy address by Hong Kong government. We hope to boost tourist attractions in Wan Chai and Sham Shui Po by a series of creative designs and provide a blueprint for tourists and public to explore the city, and demonstrate our mission of using design and innovation to drive value creation and improve the well-being of society and establish Hong Kong as a centre of design excellence in Asia. Through this fantasising ‘Design District Gallery’, we will bring together different form of creative designs, placemaking, educational program, guided tour etc. and turn Wan Chai into ‘Design District’ to lift community livability and attract more tourists to Hong Kong. In Sham Shui Po, the project will promote the district to become a new fashion and design base in Hong Kong by organising an annual major fashion event. We hope to showcase the community’s creativity through the #ddHK project, which roll tourism, placemaking, history, innovation, technology and culture into one, and hope to attract tourists from all over the world to visit Hong Kong and discover the different facades of the city. In the meantime, #ddHK will synergise with Hong Kong Design Centre’s annual event ‘Business of Design Week’ and the brand new ‘BODW City Programme’ filling ‘design’ in the air.”

Ms. Sam LAM, Project Consultant of Hong Kong Design Centre, said: “#ddHK is not only a well-designed ‘District Design Gallery’ project, but it is also a ‘love letter’ to Hong Kong, telling the story of Hong Kong by the creative design work and festivals in the two districts. Story began from the old Wan Chai coastline in the 1840s, from south to north and east to west, original design concepts, traditional crafts, unique architecture and street scenes and installations with rich regional stories connect different ‘authentic’ attractions in the district, covering different design areas, through a series of residential, cultural and creative community groups and organisations, designers and artists, achieving the goal of ‘placemaking’ and boost local creative tourism. Sham Shui Po will be transformed to a surreal ‘FASCINATION STREET’. Fashion units will be inspired by ‘Connected City: Hong Kong Stories’ and retell the stories through a fashion parade showcasing local fashion designs using materials from the district.”

#ddCommissionedWork HKACTION! Act 1 BeHere Recreating the 1940-70s old Hong Kong Memories

The Hong Kong Design Centre and the Osage Art Foundation announced “#ddCommissionedWork” at the media briefing today, inviting new media artist Masaki Fujihata to present his new design HKACTION! Act 1 BeHere, which will be exhibited for the first time integrating Augmented Reality (AR) technology into old Hong Kong memories. Masaki Fujihata has been inspired by many local photographers and archives, and the oral history of the old residents of the area. He also directed different actors to explore the memories of the past, reimagining and reshaping different scenes of Hong Kong. Different scenes from the 1940-70s such as food stalls, street haircuts, etc. were made alive using 70 connected cameras, through stereoscopic augmented reality and photogrammetry. The high level of finesse and resolution means that we can even read the words on the newspapers that the characters in the 3D figures are reading. BeHere interweaves history, design and technology to lead people to experience a time-spaced journey in real life.

With the support and sponsored by School of Theatre and Entertainment Arts, Hong Kong Academy for Performing Arts, School of Creative Media, City University of Hong Kong, Hong Kong Baptist University and Tokyo University of the Arts, from 1st December to 30th April, the public can find these AR images and 3D figures at 10 BeHere actual locations in Wan Chai. Each site will have 3 to 6 3D figures to choose from. You may use these figures to compose with different backgrounds for taking photos. The BeHere sites include: Blue House, Stone Nullah Lane Garden, Wan Chai Gap Road Playground, Old Wan Chai Post Office, Lee Tung Street, Tai Wong Street East Sitting-Out Area, Lun Fat Street Sitting-out Area, Kwong Ming Street Children's Playground, Sun Street and Dominion Garden.

The reason why Masaki Fujihata chose to set up the BeHere site in Wan Chai is because Wan Chai has a unique pattern of urban development model in which the north and the south side of the Queen's Road East display a disparate history, presenting a vantage point to look at our community. The north, an area mainly reclaimed in the past 70 years, is more modern and commercialised, while the south, located at the bottom of the hills, retains more of an old culture. The public may walk from one location to another and travel back and forth across Queen's Road East to see a contrast between old and new street life, residential and commercial buildings, and the past and the future.

Masaki Fujihata said: “‘BeHere’ is a virtual lens to bring people from the past back into the present. The project becomes a platform to convey memories to the next generation where people can participate to remember, reconstruct memories from the past and create new memories as an archive for the future.”

(Please refer to Appendix 1 for HK ACTION! Act 1 BeHere Fact Sheet)

#ddCreativePlacemaking: Pavement Painting Works at Stone Nullah Lane and Southorn Playground Exposed

At the same time, the Hong Kong Design Centre has teamed up with One Bite Design Studio to present “#ddCreativePlacemaking” with a plethora of creative and cultural design catalyst. The creative team has

selected a number of spots in major streets of Wan Chai to realise placemaking ideas, not only wish to give fresh visual surprises to the public, but to improve mobility and the living environment of the district, to make Hong Kong more livable through small changes, and trigger public to rethink the function of public spaces and building harmonic community.

At today's media briefing, One Bite Design Studio announced two of the placemaking designs, including the designs at the junction of Queen's Road East and Stone Nullah Lane, and outside the Southorn Playground (the junction of Hennessy Road and Luard Road). The designs were created by the alumni of the Hong Kong Art School, presenting different Hong Kong stories of the two locations.

The designers believe that the folding dining table and items on the table are rich in Hong Kong's authentic flavours, marking the spirit of the neighborhood of Stone Nullah Lane and its nearby old district, and the paving outside the Southorn Playground used figures that are carrying out different activities, including ball games, work, and dining, to express the daily life of the Wan Chai community and exert a sense of belonging.

One Bite Design Studio's Design Director Sarah Mui said: "People's daily activities in the community are spontaneous. For us, that is 'Community Building', while 'Placemaking' goes another level deeper. It is the process of placing design thinking in urban space. We will consider the needs of the community through the communication with community stakeholders, so as to design amenities to the public space and facilitate further 'Community Building' to grow."

#ddTour&Walk: #ddWalkers and #ddStory, Multi-angle Insight into Wan Chai District's Design and Stories of People and History

In order to let the public understand the whole community from multiple angles, the Hong Kong Design Centre will hold "#ddWalkers" and "#ddStory" guided tours on most of the Saturdays from 1st December to 26th January. "#ddWalkers" will lead participants to visit the historical sites in Wan Chai, such as 7 Mallory Street, Blue House, Pak Tai Temple, Old Wan Chai Post Office, etc., as well as sites of #ddCreativePlacemaking and BeHere, each with different forms of experiential activities that allow the public to discover Wan Chai architectural gems and explore city design; "#ddStory" will lead participants to learn about stories of people and history from local design and crafts, such as visiting Yeung Chun Lui Herbal Tea, Oi Kwan Hair Salon, Tai Yuen Street, Foo Tak Building and so on.

#ddInMotions: #dd24 – Explore Wan Chai day and night in 24 hours

"dd24" is another highlight of #ddHK. Riding on the theme of "Discover a Different Hong Kong by Design", #ddHK will line up different local design creatives and organise an array of diversified and fun experiences at 7 Mallory Street and adjacent areas on 7th December from 6 pm onwards for 24 hours non-stop, so that the public can have a first-hand taste of "one space, multiple experiences", further exploration of spaces, activities, time and the relationship between human beings.

This 24-hour event is headed by the "Happy Friday" happy hour session, and then the venue will transform into a space for people to go through a self-discovery journey through sounds. At dawn, it will become a space for morning exercises and parenting activities. Finally, this wonderful 24-hour journey will end with a mini concert.

The Hong Kong Design Centre aims to open a dialogue on public placemaking with #dd24, stimulating people to reimagine and reinvent public spaces as a platform for embodying common values.

#ddInMotions: Fashion Parade “FASCINATION STREET” Transforming Mundane Street of Sham Shui Po into a Surreal Stage of Fashion

Apart from Wan Chai, the #ddHK event will also be extended to Sham Shui Po District, inviting the founder of fashion brand INJURY and a frequent guest in international fashion weeks Eugene Leung as Curator and Creative Director of “#ddInMotions: FASCINATION STREET”. The event will call on a group of popular local fashion designers to hold a special ceremony at Cheung Yee Street in Sham Shui Po on 1st December (Saturday) to transform the traditional fabrics and fashion accessories paradise into a fashion show combining fashion, music and stage design, to interpret different Hong Kong authentic stories. The fabulous fashion styling photos will also be exhibited at 7 Mallory Street in Wan Chai from 1st December until 9th December.

In addition to the highlights announced today, #ddHK will bring a number of creative tourism and local projects and activities in Wan Chai and Sham Shui Po in these three years to create a creative and dynamic design community. Please stay tuned for further details from the Hong Kong Design Centre .

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#ddHK information:

#ddInMotions: #ddFashionParade FASCINATION STREET

Date: 1st December 2018 (Saturday)*

Time: 3pm-8pm (Fashion showcase & public event)

6:30pm-7:30pm (Fashion Parade)

Location: Cheung Yee Street, Sham Shui Po (MTR Lai Chi Kok Station Exit D2)

*Fabulous fashion styling photos will be exhibited from 1st - 9th December at 7 Mallory Street in Wan Chai.

#ddCommisionedWork: HKACT! Act 1 BeHere

Date: 1st December 2018 to 30th April 2019

Locations: Blue House, Stone Nullah Lane Garden, Wan Chai Gap Road Playground, Old Wan Chai Post Office, Lee Tung Street, Tai Wong Street East Sitting-Out Area, Lun Fat Street Sitting-out Area, Kwong Ming Street Children's Playground, Sun Street and Dominion Garden.

How to use: “BeHere_HKACT!” Smartphone application will be available for public to download at App Store or Google Play from 1st Decemeber. Scan the “Location ID Marker” by the app at the above locations. User can then place 3D figures into the scene for photo taking. *

*In order to let the public to have a deeper understanding of BeHere, complimentary guided tour will be provided from 1st to 9th December at 10:30am, 2:30pm, 4:00pm, 4:30pm, 5:00pm; from 10th December to 30th April 2019, one guided tour will be arranged every week. For details and registration, please visit #ddHK website.

** BeHere_HKACT! App can be downloaded through the free WiFi at Blue House

*** To save time and hassle, participants are suggested to download the BeHere_HKACT! App at App Store or Google Play in advance

#ddCreativePlacemaking

Date: From now to February 2021 (Every item differs)

Location: *Fleming Road Garden, Kong Wan Fire Station, *Footbridge from Wan Chai MTR station to Immigration Tower, *O’Brien Road Tram Station, Junction of Queen’s Road East & Stone Nullah Lane (Paving), Entrance of Lee Tung Avenue (Paving) (Facing Queen’s Road East), *Luard Road Tram Stop, Entrance of Southorn Playground (Paving) (Facing Hennessy Road), Front entrance of Hong Kong Arts Centre (Paving)

*Creative works will be coming in 2019 and 2020.

#ddWalker

Date and time:

Cantonese tours	Mandarin Chinese Tours	English Tours
1 st December 2018 10am-1pm	29 th December 2018 10am-1pm	15 th December 2018 2pm-5pm
5 th January 2019 2pm-5pm	26 th January 2019 2pm-5pm	19 th January 2019 2pm-5pm

For details and registration, please refer to #ddHK website

#ddStory

Date and time:

Cantonese tours	Mandarin Chinese Tours	English Tours
5 th January 2019 10am-1pm	15 th December 2018 10am-1pm	22 nd December 2018 10am-1pm
26 th January 2019 10am-1pm	12 th January 2019 10am-1pm	19 th January 2019 10am-1pm

For details and registration, please refer to #ddHK website

#ddInMotions: #dd24

Date: 7th - 8th December 2018

Time: 6pm to 6pm next day

Location: 7 Mallory Street, Wan Chai

More details of particular activities, please refer to #ddHK website.

#ddHK website: <https://www.designdistrict.hk/>

About Design District Hong Kong

Design District Hong Kong (#ddHK) is a 3-year Creative Tourism Project presented by Tourism Commission, organised by Hong Kong Design Centre (HKDC), with Hong Kong Comics & Animation Federation (HKCAF) as Strategic Partner on programme related to local comic. #ddHK is a vibrant hub of creativity in the heart of the city. It is a fantastic blueprint for the visitors and public to explore the city in a brand new way, it also aligns HKDC's public mission to promote future betterment of the society and community resilience through design. In 2018, the theme is **"Connected City: Hong Kong Stories"**.

About Hong Kong Design Centre

Hong Kong Design Centre (HKDC) was founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as centre of design excellence in Asia. HKDC continues its public mission to promote wider and strategic use of design and design thinking to create business value and improve societal well-being. Our initiatives are anchored by five major work directions: **CONNECT, CELEBRATE, NURTURE, ADVANCE and ENGAGE.**

HKDC's flagship programmes include Business of Design Week (since 2002) – Asia's leading annual conference and event on Design, Innovation and Brands; DFA Awards (since 2003) – a widely recognised design awards that celebrates outstanding designs with Asian perspectives; Design Incubation Programme (since 2012) and Fashion Incubation Programme (since 2016) – 2-year incubation programmes to nurture 4 future design and fashion entrepreneurs; FASHION ASIA HONGKONG (since 2016) – a fashion initiative combining conversations, interactions and cultural exchanges to energise the city's image, and position it as an Asian hub for fashion trade and business development; Knowledge of Design Week (since 2006) – an annual thematic design knowledge sharing platform that explores how design can solve complex challenges of our society.

For media enquiries, please contact Dynamic Duo PR (DDPR):

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Eric Yim, Chairman of the Hong Kong Design Centre speaking at the “Design District Hong Kong” (#ddHK) Press Briefing today to announce a series of creative designs and street events under the project.



Ms. Sam Lam, Project Consultant of Hong Kong Design Centre introduced the scope of #ddHK at “Design District Hong Kong” (#ddHK) Press Briefing today.



Group photo of officiating guests at “Design District Hong Kong” (#ddHK) Press Briefing. (From left) Fashion designers Mr. Yeung Chin & Ms. Jessica Lau; Ms. Sam Lam, Project Consultant of Hong Kong Design Centre; Ms Agnes Lin, Director of Osage Art Foundation; Mr. Masaki Fujihata, Artist / Director of #ddCommissionedWork: BeHere; Professor Eric Yim, Chairman of the Hong Kong Design Centre; Ms. Sarah Mui, Founder and Design Director of One Bite Studio; Mr. Walter Ma, Advisor of FASCINATION STREET; Fashion designers Mr. Angus Tsui, Mr. Derek Chan.



Group photo of officiating guests at “Design District Hong Kong” (#ddHK) Press Briefing. Second Row (From left) Ms. Sam Lam, Project Consultant of Hong Kong Design Centre; Professor Maurice Benayoun of the School of Creative Media, City University of Hong Kong; Ms Agnes Lin, Director of Osage Art Foundation; Professor Gillian Choa, Dean of the School of Theatre and Entertainment Arts of The Hong Kong Academy for Performing Arts; Mr. Masaki Fujihata, Artist / Director of #ddCommissionedWork: BeHere; Professor Eric Yim, Chairman of the Hong Kong Design

Centre; Ms. Sarah Mui, Co-Founder and Design Director of One Bite Studio; Mr. Walter Ma, Advisor of FASCINATION STREET; Ms Poon Lai Ming and Ms. Wong Yuk Chun, Wan Chai old residents.
Front Row (From left) Ms. Luana Kwok, Assistant Architect of One Bite Studio; Fashion designers Mr. Yeung Chin, Ms. Jessica Lau, Mr. Angus Tsui, Mr. Derek Chan; Mr. Alan Cheung, , Founder and Managing Director of One Bite Studio and Ms. Ivy Ma, Lecturer/ Programme Coordinator, Hong Kong Art School.



New media artist Masaki Fujihata presented #ddCommissionedWork: HKACT! Act 1 BeHere, which is exhibited for the first time integrating Augmented Reality (AR) technology into old Hong Kong memories.

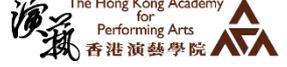
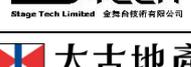


#ddCreativePlacemaking creative partner, Ms. Sarah Mui (right) and Mr. Alan Cheung (middle), Founders and Directors of One Bite Design Studio and Ms. Ivy Ma (left), Lecturer and Programme Coordinator of Hong Kong Art School presented one of the placemaking designs (Junction of Queen's Road East & Stone Nullah Lane), a showcase to recall the spirit of harmonic neighbourhood in the good old times.



#ddCreativePlacemaking creative partner, Ms. Sarah Mui (left 2) and Mr. Alan Cheung (left 4), Founders and Directors of One Bite Design Studio and Ms. Ivy Ma (left 3), Lecturer and Programme Coordinator of Hong Kong Art School presented one of the placemaking designs outside the Southorn Playground (the junction of Hennessy Road and Luard Road).

Appendix 1 : HKACT! Act 1 BeHere Fact Sheet

Artist / Director	Masaki Fujihata	
Technical Director	Takeshi Kawashima	
3D Modelling	Koki Sone Yasutaka Fukuda	
Presenter	Tourism Commission	
Organiser	Hong Kong Design Centre	
Commissioner	Design District Hong Kong (#ddHK)	
Producer	Osage Art Foundation	
Platform	HKACT! (Hong Kong Art Culture and Technological Innovation)	
Sponsors	School of Theatre and Entertainment Arts, Hong Kong Academy for Performing Arts	
	School of Creative Media, City University of Hong Kong	
	Hong Kong Baptist University	
	Tokyo University of the Arts	
Supporters	Wan Chai District Council Cultural and Leisure Services Committee	
	Hopewell Holdings Limited	
	Lee Tung Avenue Management Company	
	Leisure and Cultural Services Department	
	Stage Tech Limited	
	Swire Properties Limited	
	Viva Blue House, Revitalisation of the Blue House Cluster of St. James' Settlement	
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<p>Photogrammetry Production Team and Actors/ Actresses</p>	<p>Annie Yim Jerman Chu Lina Lee Tracy Giu Zora Lai Albert Lu Annika Lu Carson Chung Chan Tsan For Cheung Chung Man Cheung Lin David Yeung Florence Kwok Fung Yui Yin Hui Kin Ming Ina Guianela Abejero Jamie Chan Jonathan Lee Kacey Wong Lam Sau Man Lee Ying Chun Li Wai Foon Lam Cheuk Hung Lo Cheuk Wing Pennie Leung Remedy Chiu Veronica But Wong Hoi Yin Wong Ting Hin Yiu Lok Man Zhang Tsz Man</p>
<p>HKACT! Curatorial Advisors</p>	<p>John Aiken Kurt Chan Charles Merewether Jeffrey Shaw</p>

HKACT! Advisors	Maurice Benayoun Lewis Biggs Colin Fournier Roger Garcia Yuko Hasegawa James Law Leon Tan Tony Tang
Special thanks	Hong Kong Christian Service St. James' Settlement Chau Kwan Ying Gillian Choa Kwok Mang Ho (Frog King) Kwong Kam Lam Leung Ka Sing Leung Wai Kwun Leung Wing Hong Mathias Woo Poon Lai Ming Stanley Wong (anothermountainman) Wong Yuk Chun Xuan Simei