

Hong Kong's first Creative Tourism Project - Design District Hong Kong (#ddHK)

"#ddPlace" - Designs to inspire creativity in the city at every turn

*A place to connect and empower local creative groups, and
discover an enlivened facet of Hong Kong's rich history in Wan Chai District*

From now until 2021
#designdistricthk #ddHK

Design District Hong Kong (#ddHK) is a 3-year creative tourism project (2018/19-2020/21) curated as an "open-air design district gallery" to boost Wan Chai and Sham Shui Po as the vibrant hub of creativity in the heart of the city. Through a series of creative designs and street events, the project familiarises visitors with an authentic experience of Hong Kong with their original design concepts, traditional craftsmanship, distinct architecture, district characteristics and unique stories presented by a cluster of creative modes along the old Wan Chai coastline in the 1840s that spreads from south to north, east to west. The project also has a focus on promoting Sham Shui Po as a fashion and design base of Hong Kong.

Presented by Tourism Commission and organised by Hong Kong Design Centre (HKDC), with Hong Kong Comics & Animation Federation (HKCAF) as Strategic Partner (on programme or work related to local comics), #ddHK is a fantastic blueprint for 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. The key deliverables include: #ddSpecial, #ddPlace and #ddMotion.


The initial phase of the project kicked off late 2018 and today #ddHK revealed 6 brand new **#ddPlace** ideas under the theme 'Pop! Get Inspired at Every Turn', with over 50 designs and artworks, three walking routes and various themed guided tours. #ddHK will be active until 2021 and aims to inspire Hong Kongers and visitors to discover a different Hong Kong whilst appreciating creative design collaborations with deep-rooted connections in the community, as well as encouraging multi-functional use of public spaces through a series of artistic design forms.


For updates about #ddHK, please visit: www.designdistrict.hk


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#ddHK Details



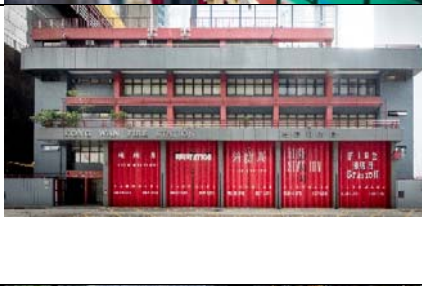

#ddPlace	Design Partners and Supporters	Design Concept	Image
<p>#ddExperience at Fleming Road Garden 27 March – 31 May 2019</p>	<p>One Bite Design Studio</p>	<p>Consisted of 5 pieces in the shape of the project name “#ddHK”, the interactive pavilion #ddExperience is designed to connect people with the public space through functional and artistic installation pieces.</p> <p>Each piece of the pavilion aims to inspire user to explore the “differences”. “#” allows people to discover a different Hong Kong by learning the programme initiative through information panels; “d” features curved mirrors which inspire users to view things differently; the second “d” is designed with a winding pathway which encourages users walking differently; the bench in the middle of the “H” is movable and users rearrange it for seating differently; lastly, “K” is a performance stage allowing people to explore new ways to interact with one another by playing differently. The installations are in various designs and combinations to attract tourists and local residents to visit, as well as to encourage existing users to be creative and enjoy public space in a fun way.</p>	



<p>"#ddGathering" at Fleming Road Garden 27 March – 31 May 2019</p>	<p>One Bite Design Studio</p> <p>Department of Architecture of the Hong Kong Design Institute</p> <p>Breakthrough Art Studio</p>	<p>In collaboration with the Department of Architecture of the Hong Kong Design Institute, the participating students and lecturers have reinterpreted the beauty of Chinese characters by repurposing the shapes found in Chinese strokes into 10 pieces of functional public furniture.</p> <p>The furniture are decorated by weaving pieces that was created by a public engagement workshop led by Breakthrough Art Studio. These pieces with traditional weaving techniques created a bridge between traditional culture and daily life, making the public furniture more colourful and experiential for visitors.</p>	
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<p>“#ddWalk” at O’Brien Road Footbridge 27 March – 23 June 2019</p>	<p>One Bite Design Studio &dear</p>	<p>O’Brien Road Footbridge is one of the Hong Kong’s busiest passageway. #ddWalk draws reference from Hong Kong’s seasonal changes to create a colourful and vivid experience along the footbridge, bringing nature closer to urban landscape, encouraging visitors to slow down from their daily pace to feel and appreciate our nature. Moreover, the reimagined space adds a new dimension for viewers and visitors to engage with during their everyday commute.</p> <p>The main design elements highlighting Hong Kong’s seasonal changes are local plants and animal species, such as Black-faced Spoonbill (Platalea minor), Silver Eared Mesia, Bauhinia, Hong Kong Azalea, etc.</p> <p>Some landmark buildings and distinct city elements are hidden within the designs, for example Blue House, Wan Chai Market and Hong Kong Convention and Exhibition Centre, to remind us the proximity of the nature and Wan Chai.</p> <p>Moreover, the creative team has integrated some popular and humorous jargon in the work, in the hope of bringing joy and positivity to the hustle and bustle of the city.</p>	
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<p>“#ddSmile” at Luard Road and O’Brien Road Tram Stop 27 March – late September 2019</p>	<p>One Bite Design Studio</p>	<p>In partnership with Hong Kong Tramways, “#ddSmile” at the O’Brien Road and Luard Road tram stops is a set of smiley-face stickers that direct passenger the queue direction. In this instance, design is being leveraged in a light-hearted manner as a way to aid and support activities of daily living.</p>	
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<p>“#ddFresh” Johnston Road Tram Lane 27 March – late April 2019</p>	<p>One Bite Design Studio</p>	<p>In partnership with Hong Kong Tramways, “#ddFresh” covers a section of East bound tram lane in Johnston Road with green paint, adding to the city’s vibrancy and promoting road safety for drivers and pedestrians.</p>	
<p>“#ddPaintHKWALLS” in Wan Chai 23 March 2019 – February 2021</p>	<p>HKwalls Local and overseas artists</p>	<p>In partnership with HKwalls, #ddHK presents “#ddPaintHKWALLS” in collaboration with a roster of highly acclaimed local and overseas mural artists to create over 30 mural painting on the walls of public and private buildings in Wan Chai, including Morrison Hill Swimming Pool, Tang Shiu Kin Victoria Government Secondary School, VTC Tower and more. <u>Please refer the full artist list to Appendix 2.</u></p> <p>An art work has been placed on three panels of the O’Brien Road tram stop, featuring a Triptych of Dragons from today till 31 March 2019. The “Dragon” has long been a totem for traditional Chinese culture and is integral to Hong Kong culture, as seen in the Tai Hang Fire Dragon Dance. Inspired by the temples and “dragon culture”, Rich Phipson, a tattoo artist from South Africa, creates his signature glyph icon by simplifying the outlines and merging in his distinctive tattoo style for the mural.</p>	

		<p>Kui Wong, also known as The Plumber King, was invited to specially design a tram that showcases his distinctive calligraphy in the city. Viewers can find terms like “Unclogs drains” and “Scaffolding-free” that are commonly seen in his advertisements on the tram design. The terms are accompanied with two sets of numbers, “03230331” and “077543”, which refers to the date of HKwalls Street Art Festival and a popular Mandarin phrase “Guess who I am” that links to phone fraud interactions. The tram is open to public service from now on until 26 April, allowing people to discover design inspiration at every turn and experience the local historic and cultural stories.</p>	 
<p>“#ddDoodles” Kong Wan Fire Station Today till February 2021</p>	<p>One Bite Design Studio Adonian Chan Calvin Kwok Choi Kim Hung Renatus Wu Mak Kai Hang</p>	<p>Five local typography designers designed 5 sets of “fire station” in bilingual fonts on the red folding gates to represent Hong Kong’s unique characteristic of East meets West and to pay respect to the firemen of Hong Kong.</p>	
<p>“#ddDoodles” Today till February 2021</p>	<p>One Bite Design Studio Hong Kong Arts Centre</p>	<p>1. Front Entrance of Hong Kong Arts Centre - Wong Man Ching, Maggie By using abstracted 3D representations taken from the surrounding environment, Maggie WONG proposed a colourful design for the paving outside the Hong Kong Arts Centre building. The north part of Wan Chai is normally perceived as a more business and formal area. But when one observes the different architectural facades of each building along Harbour Road and the geometrical abstraction on the Hong Kong Arts Centre building</p>	

		<p>designed by acclaimed architect Tao Ho, you could find a vibrant changing pattern and materials. WONG captured this richness of changing pattern and re-interpreted into the paving design to represents a different quality of the North Wan Chai.</p>	
		<p>2. Lee Tung Street (facing Queen's Road East) (G/F) - Li Pui Hei, Antoine Lee Tung Avenue is place with collective memory for different generations. Antoine LI reinterpreted the multiple identities and the historical evolution of the place through her design by layering elements like the existing manhole covers, the shade of a long-gone tree and signage of the place. LI wants to bring out the characters of the location, a collective memory, a place which stays in everyone's heart with time.</p>	
		<p>3. Stone Nullah Lane (Road junction of Queen's Road East and Stone Nullah Lane) (G/F) - Yao Cheuk Ni Good at capturing living environment, designer YAO Cheuk Ni attempted to transform the paving at the junction of Queen's Road East and Stone Nullah Lane into a homey neighbourhood, welcoming visitors to join her at a home dining table. YAO smartly played with distorted perspective effect to deal with the manholes spreading all over the site. YAO also include the paving blocks as part of the daily elements found at home. YAO hopes to remind people the fundamentals of daily life in modern busy Wan Chai, a good meal with families and friends around the dining table.</p>	

		<p>4. Entrance of Southorn Playground (facing Hennessy Road) (G/F) - Loix Fung</p> <p>Loix FUNG is interested in daily and ordinary signage symbols and often use them in his creative works. FUNG has picked the well-known stick figure as the major element of this creative paving at the Southorn Playground's entrance. Lay at the heart of Wan Chai, the location is always busy day and night. FUNG got the inspiration from the human activities around the playground. The design captured the hustle and bustle with a team of stick figures occupied by all sorts of urban activities and run around a tree, hoping to bring smile to the busy people whom pass by.</p>	
<p>"#ddSpecial"</p>	<p>Design Partners and Supporters</p>	<p>Design Concept</p>	<p>Image</p>
<p>"HKACT! ACT 1 BeHere" in Wan Chai 1 December 2018 – late May 2019</p>	<p>New media artist Masaki Fujihata Osage Art Foundation</p>	<p>Designed by Japanese new media artist Masaki Fujihata, "HKACT! Act 1 BeHere" integrates Augmented Reality (AR) technology to recreate the 1940-70s old Hong Kong. Public can view these AR images and 3D virtual characters through a mobile app at 10 BeHere actual locations in Wan Chai including Blue House, Stone Nullah Lane Garden, Wan Chai Gap Road Playground, Old Wan Chai Post Office, Lee Tung Avenue, Tai Wong East Street Sitting-out Area, Lun Fat Street Sitting-out Area, Kwong Ming Street Children's Playground, Sun Street and Dominion Garden. BeHere interweaves history, design and technology to lead people to experience a time-spaced journey in real life.</p>	