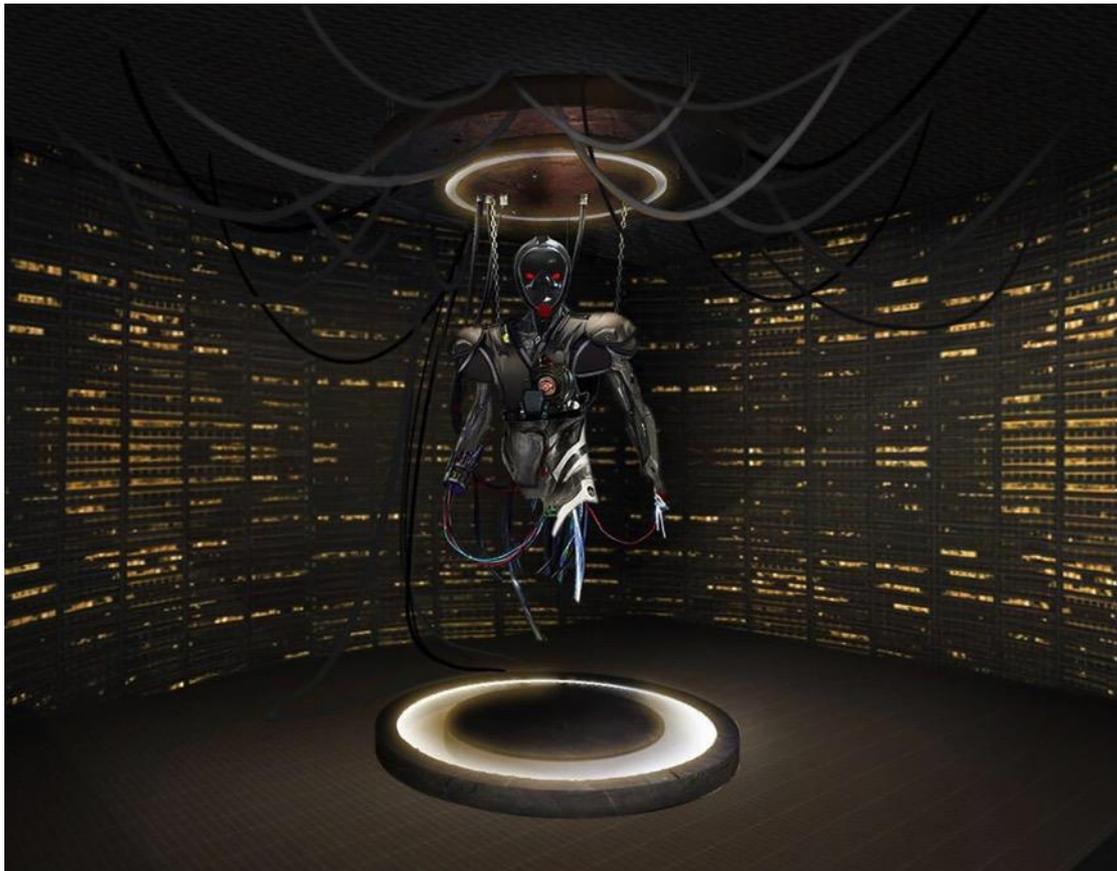


For Immediate Release

Illusionary Fashion Presentation, Heart of Cyberpunk Lands in Sham Shui Po
Local Creative Community Collaborates with Globally Recognised Talents
To transFORM this into a Surreal Cyber City



Caption: Film Set Installation at Heart of Cyberpunk
(The above photo is a conceptual rendering and proposed for illustrative purposes)

(Hong Kong, 21 September, 2020) Brought to you by Hong Kong Design Centre, rolled out in 2018 #ddHK (Design District Hong Kong) is a 3-year Creative Tourism and Placemaking Project. Coming to Hong Kong this October, they are launching the latest initiative for #ddHK2020/21 "transFORM". They are collaborating with shops in Sham Shui Po, local creative units and recognised International experts to design and create different elements, transforming Sham Shui Po into a futuristic metropolis, otherwise known as the Heart of Cyberpunk.

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#ddHK envisions Sham Shui Po as a 3-year pop-up “open-air design district gallery, in hopes of showcasing the local community and visitors the distinct charm of Hong Kong. This year, starting with Sham Shui Po, they will be hosting the *Heart of Cyberpunk* - an Immersive Fashion Experience. The entire Tung Chau Street Temporary Market will be transformed into a surreal sci-fi film set, as well as involving 10 local businesses where they will be housing fantastical installations, allowing the participants to fully immerse themselves in a Cyberpunk world, as soon as they enter into the area.

Voyaging through The *Heart of Cyberpunk*, taking you on an open-air design district gallery tour around Sham Shui Po

Sham Shui Po has always been the centre of fashion and design in Hong Kong. In order for the public and visitors to truly embrace the local cultures and its defining qualities, #ddHK brought on creative partner, Number 2 to manage the event and involve the nearby community. Aside from the main venue at Tung Chau Street Temporary Market, Heart of Cyberpunk is also collaborating with Form Society as the Exhibition Shop, two Fashion Experience Stations and 10 Design Exhibits in shops from around Sham Shui Po.

Chairman of Hong Kong Design Centre Professor Eric Yim says, “Hong Kong Design Centre has always been a big advocate in cultivating local creativity and a keen interest in working with different businesses, allowing creativity to soar to every corner of our city. To allow all the visitors to connect more deeply with Sham Shui Po, the *Heart of Cyberpunk* collaborates with partners in Sham Shui Po, as well as global experts in their fields in creating a fashion event that will make a mark on the International fashion scene.”

Sham Shui Po has no shortage of hidden gems, which is why a host of different activities have been arranged for the *Heart of Cyberpunk*. At one of the most popular spots for the younger crowd, the Form Society will be converted into an ultra futuristic Exhibition Shop decorated like a cyborg transformation factory. This will be a sci-fi haven where people can shop for the cyberpunk themed limited edition designer products.

The fashion event's curator, Mr. Eugene Leung wanted to create a character for the event, thus brought Chris Skinner, a renowned illustrator on board to design Zero. Figure expert Pierre made it real, by creating Limited Edition 3D figurines. The 3D figurines will be clothed with de-

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signs from the 10 designer units, handcrafted by Amus Leung, these figurines are surely a collector's item.

Aside from main event at Tung Chau Street Temporary Market, there will be an exhibition shop at Form Society, two Fashion Experience Stations, as well as 10 Designer Exhibits in Shops, where Cyberpunk installations can be found, inviting the public to go on a scavenger hunt within Sham Shui Po to discover what we have in store. Within the Tung Chau Street Temporary Market, #ddHK partnered up with Think of a Style to bring unique and handmade Cyberpunk products to the Cybermarket. There will also be plenty of workshops opened to the public, please check out #ddHK's social media platforms for information on dates and registration.

Located at Tung Chau Street Temporary Market, the *Heart of Cyberpunk* mimics a spaceship headquarters that just landed in the middle of the city, perfectly illustrating the essence of Cyberpunk. Participants will enter through an abstract tunnel, transporting them into the bedrooms of where people of the future resides. The participants will walk into a laboratory where they will come face-to-face with sci-fi characters clothed in the designer's outfits. Walking through to the final fleet, participants will be led to the Cybermarket that is filled with neon lights, chatter and electronics, completing their *Heart of Cyberpunk* journey. Throughout the space, local artists will be featured, along with experts in their rights, including StreetSign HK, Director Leung Chung Man (梁仲文導演), cultural icon, Tony Wong (黃玉郎), Comic artist Kong Kee (江記). Every corner of *Heart of Cyberpunk* is an Instagram-worthy shot that participants will not want to miss. (Please refer to Appendix 2 for venue renderings and photo spots)

For locals and visitors to truly immerse themselves in the rooted cultures of Sham Shui Po, local social enterprise, Kaifong Tours will be hosting two tour routes - online and offline, the tours will be guided by local residents, showing off the hidden alleys, the secret spots and tell stories of growing up in the area, allowing the participant to truly see Sham Shui Po from a different angle.



Caption: Form Society will be transformed into a cyborg transformation factory, the mini Exhibition Shop for Heart of Cyberpunk, where Limited Edition Designers' Products will be available for purchase.

Connecting international industry leading experts with local talents to create *The Heart of Cyberpunk*

Because Sham Shui Po has so much diversity, besides Chinese descent in Sham Shui Po, there are also residents who are of different cultural backgrounds. To celebrate the diversity, the *Heart of Cyberpunk* has decided to involve both local talents and global experts to curate this year's event. Stemming from fashion design as the base of the event, to other design disciplines, including installation and set designer, Calvin Tsoi, who also took part in creating the sets for "Ghost in the Shell", "Transformers: Age of Extinction" and other International films. Working together to design the incredible Cyberpunk set, Lydia Chan helped transform Tung Chau Street Temporary Market into a surreal film set-like space, allowing participants to fully immerse themselves into the setting. To make the event memorable, Missy from Australia is the show director for the fashion experience. She will be directing or choreographing the performance with the models and dancers to put on a spectacular show, bringing participants a show that is years ahead of its time.

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With an impressive portfolio of working with DC Comics, Disney, Marvel and other major film corporations, the *Heart of Cyberpunk* invited Chris Skinner to design the event visual. Tristan Jalleh from Australia was also invited to create the promo video, allowing viewers to engross themselves even before attending the event. As participants attend the event, they will encounter stunning walls, created by HKWALLS, they worked with four groups of International and local artists to design the impressive permanent murals. (Please refer to appendix 3 for event collaborators)

Creative Visionary and founder of fashion label INJURY as the fashion event's curator and creative director of Heart of Cyberpunk, Eugene Leung says, "I can truly say that our team embarked on something new, pushing ourselves immensely, working together, we planned this event in a total 'Cyberpunk' fashion. As our collaborators are all around the globe, we utilised the technology available to us, we held meetings virtually, and planned the whole event online. I'm confident to say that the outcome of this event is going to be truly astounding."



Caption: Heart of Cyberpunk Futuristic Girls' bedroom



Caption: Cybermarket – Upon entering this space, participants will experience shopping in a sci-fi world

Jam-packed with activities, win Limited Edition prizes at The Heart of Cyberpunk by capturing your perfect photo

The *Heart of Cyberpunk* will be bringing nine days of exciting activities, with the main focus being the Immersive Fashion Experience, where 10 local fashion and accessories designer units will exhibit their extraordinary outfits. These designer units envisioned their idea of “Cyberpunk”, creating memorable designs that will be showcased amongst a mystical backdrop, bringing participants on a multi-sensory journey of the future. This is not all, from October 17-25, there will be numerous events around the *Heart of Cyberpunk*, including Fashion Experience, Exhibition, Exhibition Shop, Cybermarket, Workshops, Talks, Mural Arts, Guided Tours, and other public events, in hopes of transforming Sham Shui Po into a multi-dimensional sci-fi city.

All photos taken at the venue and uploaded to participants' personal Facebook or Instagram page, and follows our photo competition rules, they will have a chance to win a Limited Edition Designers' Product. Additionally, for those who enter our event venue with creative masks at Tung Chau Street Temporary Market, they will have a chance to win a small gift (limited to 30 daily). For more information, please see #ddHK's social media channels.

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Heart of Cyberpunk Event Details

Date*	Media Day	October 16
	Public Open days	October 17 - 25
	Fashion Experience	October 17, 18, 24, 25 [Block 1-3, Tung Chau Street Temporary Market, 269 Tung Chau St, Sham Shui Po, Form Society, Luen Cheong Leather, #Ed Warehouse]
	Cybermarket & Workshop	October 17, 18, 24, 25
	Exhibition	October 17 - 25
	Talks	October 18 16:45-17:30 - View Cyberpunk from the world of films October 21 16:45-17:30 - Hong Kong Cyberpunk: Dragon's Delusion October 24 16:45-17:30 - When Toys Encounter Cyberpunk October 25 16:45-17:30 - Can Cyberpunk be without sign-board?
	Design Exhibits in Shops	October 17- November 8
	Guided Tours	October (see Facebook for schedule)
	Limited Edition Designers' Products	October-November, available at designated shops (see Facebook for schedule)
Venue	Block 1-3, Tung Chau Street Temporary Market, 269 Tung Chau St, Sham Shui Po And nearby shops and community	

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	Exhibition Shop	October 17- November 8 Mon - Fri 13:00 – 19:00 Sat – Sun 12:00 – 19:00
Venue	Form Society, 186 Tai Nan St. Sham Shui Po	
	Mural Arts	October
Venue	Yen Chow Street Underpass & Water Reclamation Facility of Drainage Services Dept. at Yen Chow Street	
Fee	Free Admission (Pre-registration is required for selected events)	

*Due to the current pandemic, the event organiser has the right to cancel or postpone the event to a later date with no prior notice. We apologise for any inconvenience. Stay informed via our #ddHK social media platforms for the latest updates.

For more information about the event, please visit:

Website: www.designdistrict.hk

Facebook: [@designdistricthk](https://www.facebook.com/designdistricthk)

Instagram: [@designdistricthk_ddhk](https://www.instagram.com/designdistricthk_ddhk)

-ends-

About Design District Hong Kong

Design District Hong Kong (#ddHK) celebrates authentic culture and creativity and uses design to liven up the unique “Heung Gong Dei” (a vernacular name of Hong Kong) experience, which embodies our collective local identity and affection for this city made possible by the contribution and perspiration of every Hong Kong citizen.

#ddHK envisions Wan Chai and Sham Shui Po as a 3-year pop-up “open-air design district gallery”. Visitors can explore it through a wide range of creative self-guided routes and year-round free guided tours. Its original multidisciplinary designs and authentic street events are the results of the partnership model with related government department, as well as creatively curated community collaborations, social conversations and participatory design. It aims at elevating existing tourist attractions, reconnecting people with local neighborhoods and bringing new life to ordinary public facilities and underused spaces. It sets to transform the daily experience of tourists and locals alike with a fresh take on Hong Kong’s history, culture and creativity.

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#ddHK envisions a future urban lifestyle by reinventing all sorts of public spaces and facilities you can imagine, from footbridges to fire stations to different types of parks, into the heart of communities and attractive tourist destinations. It collaborates extensively with different design disciplines, including but not limited to Multimedia, Fashion, Accessories and Textile, Architecture, Graphic Design and Visual Communications, Industrial, Furniture, Service, Exhibition and Display, Interior, Spatial and Landscape, Experience, Social Design as well as Design Education.

#ddHK is a 3-year (2018/19-2020/21) Creative Tourism and Placemaking Project presented by Tourism Commission, curated and organised by Hong Kong Design Centre and with Hong Kong Comics & Animation Federation as Lead Strategic Partner of the second year programme related to local comic.

About Hong Kong Design Centre

Hong Kong Design Centre (HKDC) is a non-governmental organisation, and was founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as an international centre of design excellence in Asia. Our public mission is to promote wider and strategic use of design and design thinking to create business value and improve societal well-being, with the aim of advancing Hong Kong as an international design centre in Asia.

HKDC's flagship programmes include Business of Design Week (BODW; since 2002) – Asia's leading annual event on design, innovation and brands; DFA Awards (since 2003) – a well-recognised annual awards that celebrate outstanding designs with Asian perspectives; and Knowledge of Design Week (KODW; since 2006) – an annual thematic programme that gathers the global design community to explore how design can solve complex challenges of our society.

We also manage a Design Incubation Programme and Fashion Incubation Programme (since 2012 and 2016) – 2-year programmes to nurture future design and fashion entrepreneurs; and launched FASHION ASIA HONG KONG (since 2016) – an initiative combining conversations, interactions and cultural exchanges to position the city as an Asian hub for fashion trade and business development.

Learn more about us at www.hkdesigncentre.org

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Download URL: <https://rb.gy/b4tcfD>
Appendix 1 - Heart of Cyberpunk Event Poster:

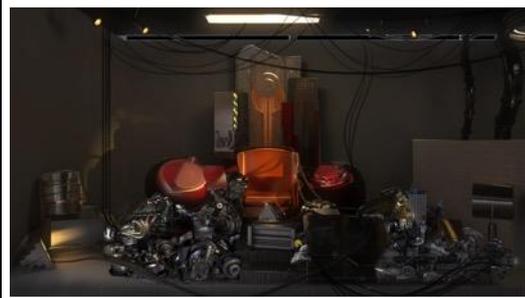


For more
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Appendix 2: Heart of Cyberpunk Installations and Instagrammable photo spots (The below photos are conceptual renderings and proposed for illustrative purposes)



Installation and photo spot at Tung Chau Street Temporary Market, depicting future technology through cyborg transformation



Installation and photo spot at Tung Chau Street Temporary Market, a movie scene that cyberpunk fans must be familiar with



A futuristic girls bedroom at Tung Chau Street Temporary Market



Boys Cyberpunk bedroom at Tung Chau Street Temporary Market



Heart of Cyberpunk's arcade, video games are just as popular in the future, as they are now.



Noodle bar at Tung Chau Street Temporary Market. How can food stalls be missed in cyberpunk scenes?



Top shot of Cybermarket at Tung Chau Street Temporary Market



Heart of Cyberpunk Mini Exhibition Shop at Form Society. A design set like a cyborg transformation factory. The 10 limited edition 3D figurines will also be on displayed, allowing you to discover another way of fashion presentation

*Disclaimer: These above photos are conceptual rendering images and proposed for illustrative purposes. Actual state may vary due to venue restrictions and enhancements.

Appendix 3: Partners and Collaborator Intro

Collaborators	Intro
<p>Number 2 Limited Heart of Cyberpunk Creative Partner</p>	<p>Number 2 Limited was founded by Leo Yau and Xaviour Leung in 2006. The design company offers wide scope of services associated with design and event management. They have helped different brands, films and organisations with their designs and event management. This would cover a diverse spectrum of areas, including art, fashion, music, comics, installations and new media, bringing new concepts to large-scale events and creating new type of cross-media platforms.</p>
<p>Eugene Leung Fashion Curator and Creative Director of <i>Heart of Cyberpunk</i></p>	<p>Eugene Leung is the founder of INJURY, creative director, curator and musician who takes an unorthodox approach in his work. He is known for his holistic approach- that is often created by a multi-disciplinary framework that fuse fashion, spatial design, music, art & sub-culture. Professionally trained as an Architect, Eugene turned his enthusiasm in sub-culture into his own fashion label INJURY, which was found in 2004 in Sydney, Australia. The label has participated in numerous fashion weeks across the globe, including Australia, New York, Beijing and Shanghai. His SS17 and AW16 collections were shown during on-schedule Paris Fashion Week runways.</p>
<p>Think of a Style Market Place and Workshop Management</p>	<p>Urban life is often busy, resulting in us neglecting arts and culture. Think of a Style hopes to reveal the talents of artists around us through visuals and content, at the same time establishing a platform where designers can showcase what they have to offer, giving them a chance for the public to see their art and to purchase them. Think of a Style centres its focus on arts, culture and creation, inspiring creativity and an entrepreneurial spirit. This is all based on information sharing, community, and buy and sell platforms. Through on and offline platforms, this will enable creators and designers to visualise their dreams, at the same time to inject the lost culture back into our daily lives.</p>

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<p>KaiFong Tour Heart of Cyberpunk Guided Tours management</p>	<p>KaiFong Tour is a social enterprise in Hong Kong that provides alternative, experiential learning experience and training workshops catered to primary and secondary schools, higher education institutions and non-governmental organizations. With our guided community tours, training workshops and other community projects, we wish to bring forth a first-person perspective of a local neighbour to our participants. Through interactive engagement, we encourage participants including teachers, students and professionals from different established organizations to open up their imagination, explore local communities and reflect on various social issues.</p>
<p>Lydia Chan Heart of Cyberpunk Set Designer</p>	<p>I think in fashion we spend a lot of time chasing brands, chasing prestige, chasing fame. We want to invest in something that we makes us feel confident and increase our social standing in the external world. I suppose in our capitalist societal model, fashion is a commodity. But for me, fashion is a narrative; objects alone lack life. A beautiful sculpted shoe without a delicate foot dancing in a magical wonderland is just an object without a story, pieces of soft supple leather without a meaning. My name is Lydia and I strive to create the stories and universe that these powerful objects can live in. My work focuses on imbuing meaning to these objects so that you can wear a piece of fantasy when you put on that coat in the morning. I hope that every piece of fashion on your body come together to create an armor of beautiful stories.</p>

<p>Calvin Tsoi Heart of Cyberpunk Set and Installation designer</p>	<p>Calvin Tsoi, a feature film & TV commercial art director & set designer, graduated from Hong Kong Polytechnic University in 2008 in multimedia design. In recent years, he has participated in the productions of many Hollywood movies including "Ghost in the Shell", "Transformers: Age of Extinction", "The MEG", "Contagion" etc., with extensive experience in set & props production. Hong Kong film art design works include "Floating City", "Lost in Hong Kong" and "Beast Stalker". In recent years, he has also participated in TV Commercials art & set design works of many well-known brands, clients including Nike, Adidas, H&M, Beats and Samsung.</p>
<p>Missy@ØFFĒRĪNGŠ Heart of Cyberpunk Show Director</p>	<p>Missy (AKA ØFFĒRĪNGS) is a multi-disciplinary artist who specialises in creating otherworldly spaces, sensory experiments, immersive design and performance art. Her purpose work is full throttle fantasy. Some of her significant past performances includes QVB after Dark, NSW Gallery, MCA, Sydney Contemporary and MONA. °</p>

<p>Chris Skinner Designer of Heart of Cyberpunk poster and Limited Edition Designers' Products</p>	<p>Chris Skinner is an illustrator and motion graphics artist based in Derbyshire, UK. A staple in the poster and limited edition print industry where he creates artwork based on popular film, graphic novels and popular culture.</p> <p>Chris uses a mixture of techniques in his illustration work including traditional media, 2D digital, 3D modelling and digital sculpting. He is well known for capturing perspective and a high level of detail in his illustrations and his work comprises of a mixture of elements created by hand and 3D which blend together to create his distinctive style. He is heavily influenced by Art movements like Art Deco, Film Noir, Science Fiction and artists like Hugh Ferriss, Anton Furst and Ralph McQuarrie to name but a few.</p> <p>Clients include: Marvel, Disney, DC Comics, 20th Century Fox, Studio Canal, Mondo, Infinity Ward, Microsoft, Side-show Collectibles and The Folio Society. Chris regularly exhibits art in pop culture galleries across America, and his limited edition screen prints are highly sought after.</p>
<p>Tristan Jalleh Heart of Cyberpunk official videographer and promo video producer</p>	<p>Tristan Jalleh is Chinese-Malaysian Australian video artist and music video director based in Melbourne and SE Asia. He is also a member of the Sydney based art collective Club Ate formed by Justin Shoulder and Bhenji Ra. Recent commercial clients include Red Bull Music, Boiler Room, Splendour In The Grass Festival, Sugar Mountain Festival and Soft Centre Festival.</p> <p>Jalleh creates immersive virtual environments that situate everyday objects within the abstract, using a process of combining his own photographs with hundreds of images resourced online to construct virtual installations that merge the aesthetics of video games, architectural visualisations and cinema into densely detailed hyper-realities.</p>

<p>Pierre Heart of Cyberpunk Figure Production</p>	<p>Pierre, founder of Octopus Gallery (OPG). Product designer and branding guru, Pierre, gained his name to fame through winning second place in a Vinyl toy restoration/redesign competition in held by RESTORE in Japan. Pierre specializes in coloring vinyl toys, turning them into Art toys that are more like works of art. Pierre pays meticulous attention to detail and experiential pieces can be found on his Instagram account - @octopus.gallery. Discover the fantastic restored vinyl toys that OPG creates, Pierre's private art collection, his collaborations, and his creations of PLAY, WORK and CREATE.</p>
<p>Amus Leung Heart of Cyberpunk Figure Outfit Production</p>	<p>Amus Leung was educated in LONDON, United Kingdom. She is a fashion designer, leather craftsman and seamstress. Amus is particularly interested in examining forms and cuts, light and shadow. She is interested in the idea of using different materials and textures to apply on the human body. Proportion is one of the important design elements for her design.</p>
<p>HKWALLS Heart of Cyberpunk Mural Arts Creator</p>	<p>HKWALLS is a non-profit arts organisation that aims to create opportunities for local and international artists to showcase their talent in Hong Kong and internationally through the mediums of street art and street culture. We celebrate creativity, originality and freedom of expression; actively work on connecting and building relationships with artists, the community and organisations worldwide through high-quality public art, while making the creative process accessible to all. HKWALLS holds an annual street art festival in Hong Kong during Hong Kong's art month each March, as well as year round programming that focuses on artists' career development and raising awareness through the arts.</p>

<p>Streetsign HK Heart of Cyberpunk Talk and Exhibition Partner</p>	<p>Streetsignhk is named after signboard streetscape, referring to the vibrant cityscape shaped by a high density of projecting signboards on streets that is unique in Hong Kong. @streetsignhk is a self-initiated concern group started by 2 architects, Ken Fung and Kevin Mak, in October 2017, aims at promoting street signs as urban cultural heritage through exploring stories behind signboards and related building regulations.</p> <p>Instead of only witnessing and documenting the disappearance of signboards due to change in regulations and consumption habits, the group utilises its professional background to provide consultation to signboard owners, promote conservation policies, and also explore aesthetic and cultural value of signboards. @streetsignhk believes in an environment balanced with safety concerns that would allow Hong Kong's unique signboard streetscape to be sustainable.</p>
<p>Kongkee Heart of Cyberpunk Comic Artist Collaborator</p>	<p>Animation director and comics artist based in Hong Kong, Kongkee works in multiple media: comics, installation, new media, etc. His unique creative vision is manifested in his recent animation projects. In 2015, in collaboration with bripop group BLUR, Kongkee created comic book "Travel to Hong Kong with Blur" for the group's album The Magic Whip, which became a big hit in the scene. Comics Detournements: La littérature de Hong Kong en bande dessinée (Co. Chihoi) also won wide acclaim in the international literary arts circle. In 2018, through social media platforms such as Kickstarter, Kongkee successfully launched a feature-length animation project Dragon's Delusion. Original comic and co-directed animation short "Departure" received the Japan TBS channel "DigiCon6 Asia Gold Mention" in 2017. Kongkee is also invited to the jury for the International Competition at the International Trickfilm Festival, Stuttgart, 2019.</p>