

What's Your Brighter Living



GREEN LIVING FOR A BETTER LIFE

Wheelock Properties is devoted in providing a green living as well as a supporter of integrating local arts and culture with a fuller life.

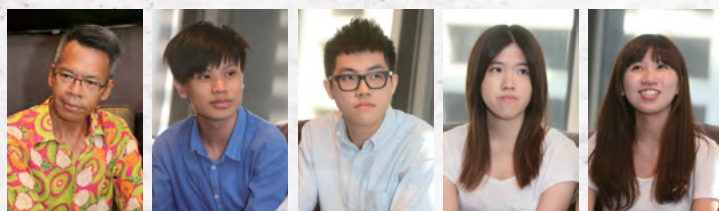
Thus, Wheelock Properties invited students in Advertising Design Faculty from the reputable Hong Kong Design Institute of Communication Design and Digital Media Department, to participate in the design of hoarding at their new residential project “The Parkside” in Tseung Kwan O. Using “What’s your Brighter Living?” as the theme, students were given a platform to showcase their talent.

We are honored to be granted an interview with the course lecturer and the students to share with us on the ideation and process of this project. This includes how designs were made to compliment the surroundings by fusing the arts and green living, providing an ideal life of a green living culture.



WHEELOCK
PROPERTIES

HONG KONG
DESIGN INSTITUTE



- CW:** Club Wheellock editor
T: Mr. Thomas Kan
 Senior Lecturer
 Department of Communication Design and Digital Media
 Hong Kong Design Institute
V: CHAN Wai Ying, Vivien (Student)
M: WONG Po Yan, Mo Mo (Student)
K: LAM Man Kei (Student)
J: LEE Chun Chak (Student)

CW: Can you share your thoughts on the theme, 'Brighter Living' and why did you participate in this competition?

M: "Brighter Living" is an interesting concept, it brings positivity to the community. Therefore throughout the design process, I had to keep filling my mind with wonderful images.

V: I think this concept will inject a new life for Tseung Kwan O. The positivity it brings seems to emit a happy and warm energy.

K: I feel the same, the theme "Brighter Living" is really broad without much restrictions. It allows us to have the freedom to express our ideas.

J: The "Brighter Living" concept does not restrict the designer in a traditional framework, allowing us to play around with different ideas. This is probably why many are participating in the competition.

CW: We have seen the design and the standard is really high, it is amazing. Could each of you give an introduction to your design?

M / V: Our work is named "Good Morning Bread", as the proverb goes: An hour in the morning is worth two in the evening. We believe enjoying breakfast at the comfort of home injects positivity throughout the day, improving our efficiency. The breakfast staple, bread, is usually round in shape and a little mundane. To break this traditional concept, we have mold the bread into the words 'Good Morning' in attempt to bring out the alacrity in words such as 'Hello, hello, good morning'.

K / J: Our work is based on the concept of "Green Living", using green as the primary colour. Besides being soothing to the eyes, green is used because Tseung Kwan O has been focusing on going green. Also, we have used some quirky and joyful expressions to indicate 'Brighter Living', hoping that residents could be away from the hustle and bustle of big cities.

In addition, it is fitting to the theme as well.

CW: Thomas, what does the school think of the results? Will it continue to give its support to such activities in the future?

T: We are honored to work with Wheelock Properties for this competition, it gives our students an opportunity to apply what they have learnt. The enthusiasm and design works from the students are both applaudable. Through their work, they are able to express their vision and attitude towards life. As for 'The Parkside' project, ten of our works were on display, this is an outstanding achievement.

As long as Tseung Kwan O is involved, the school is keen to take on any sort of activities. We are glad be of aid in the development of Tseung Kwan O with our creative skillset and look forward to more of such opportunities in the future.