

A BRIGHTER LIVING A BRIGHTER FUTURE

Creative Video Campaign 2015

WHEELOCK
PROPERTIES

HONG KONG
DESIGN INSTITUTE



Always With You

LEUNG Tsz Kin, AU Kwun Hei,
WONG Cheuk Man, CHOW Yan Shing
(Advertising Design)



Beethoven On Screen

AUYEUNG Kin Chi, CHAN Tsz Hong,
HO Ka Yan, PANG Yee Man
(Advertising Design)



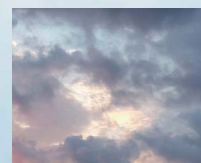
I Dare, I Do

NG Ka Yui, CHEUNG Ka Wai,
SIU Chin Lam, HO Chun Wai
(Advertising Design)



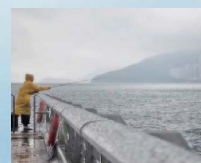
Journal

CHUNG Yuen Yi, NG Lai In,
TSE Mei Kam, WONG Sze Ki
(Creative Media)



Release & Relax

YIP Pak Hong, LEE Ka Lok,
CHAN Tsz Him, KWOK Fei Yeung
(Film and Television)



Sun and Sea, Home Sweet Home

YAM Chung, LAI Kwok Leung,
SO Tsz Kin
(Film and Television)



Wild

YEUNG Cheuk Him, LEE Ching Nam,
WAN Iong Hin Alex, CHIM Kwan Ho
(Film and Television)



Sports

HONG Chun Kit, FONG Yiu Chung,
CHOW Hoi Wai, TSUI Wai Hin
(Film and Television)



12 Horoscopes in Touch With Nature

HUNG Ling Fung, FUNG Sau Man,
CHOI Yu Leung, LEUNG Tsz Yin
(Advertising Design)



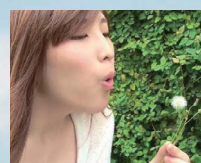
Sea Shore Scene

LUI Ching Wa Prudence, SUEN Ka Wai,
WONG Man Wai
(Creative Media)



Giggle, Chuckle, Laugh

CHEUNG Shin Wing, CHAN Ka Yi,
LO Chuk Ying, WONG Ka Yi, HON Ning
(Advertising Design)



Back To Simplicity

CHONG Wing Tung, YU Wai Fung,
WONG Pak To, CHAN Yuen Sin
(Advertising Design)



Change

MAK Sin Yi, WONG Hei Man Michael,
HO Kai Pun, TO Yip Hung
(Film and Television)



Beautiful Words, Beautiful Things

YU Hoi Tung, CHAN Chin Fung,
LI Kai Wa
(Advertising Design)



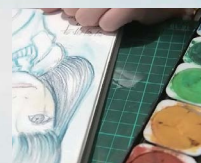
Slow Down · Your Pace

CHOI Ka Yan, LO Ka Lok,
FUNG Chun Wai, NG Wing Yee,
TSANG Chun Lai
(Advertising Design)



Support You

CHAN Yuk Yi, KWOK Tsz Kwan,
LAW Ka Man
(Advertising Design)



Live Your Own Way

IP Wing Yo, CHAN Ngai Tung,
LEUNG Lik Kin, LEE Tsz To
(Advertising Design)



Happiness in Ordinary Way

CHAN Pak Yin, CHAN Sum Nok,
CHEUNG Lai Yan, CHEUN Wai Hei,
Yuen Ka Lai
(Advertising Design)

INTRODUCTION

Art and culture plays an important role in Wheelock Properties' vision of promoting quality living. We are committed to integrating art into everyday life, supporting local art and culture happenings and providing a platform that fosters innovation, enriching the community life with art essentials.

As a continuation of the 2014 hoarding design for residential development in Tseung Kwan O - The Parkside, Wheelock Properties again invited Hong Kong Design Institute (HKDI) students from Advertising Design, Creative Media, and Film & Television Departments to participate in a creative video campaign on "A Brighter Living, A Brighter Future", showcasing students' talents and revealing their ideal life with hopes for the future.

AWARD PRESENTATION CEREMONY

Among the 45 submissions, 21 of them entered the finalist and their works were exhibited in "Emerging Design Talents 2015: SOAR". The videos demonstrated impressive techniques in elaborating "A Better Living" philosophy with positive message and spirit carrying forward.

To recognize the achievements of "A Brighter Living, A Brighter Future" finalists, Wheelock Properties and HKDI together hosted an award presentation ceremony to announce the winners of The Outstanding Creative Video Award and The Best Creative Video Awards Champion, First Runner-up and Second Runner-up. We were honored to have Mr. Ricky Wong, Managing Director of Wheelock Properties, to present the prizes. Mr. Lam Wai Keung, Academic Vice President of HKDI, specially thanked Wheelock Properties for offering students an opportunity to apply what they have studied for a more fulfilling learning experience.



The Best Creative Video Awards — Second Runner-up



《 Coffee or Tea 》
HO Hin Fan, LEUNG Ka Chun,
NG Ka Kit, TSE Tak Hong
(Creative Media)

A cup of coffee and some cookies were placed on a wooden table. The breakfast scene was shot in stop motion animation, depicting a relaxing lifestyle.



1 : The video intended to portray a relaxing and carefree atmosphere, that’s why we used a coffee table – relax, and enjoy the great coffee and breakfast time.

2 : It was hard to find a wooden table during shooting; instead we found a background of wooden paint on web; the result was unexpectedly satisfactory. This was a stop motion animation and we took about 900 photos, most of which were taken in the school and some at the nearby waterfront.

3 : Enjoy the casual and relaxing lifestyle right at the moment. It’s like the main actor in the movie sometimes, all work-related troubles were gently wiped away. Don’t worry too much about the future. Live in the moment and stay worry-free, is ideally a “Brighter Living” in our mind.

Lecturer's Message

Club Wheelock Editor :

How do you find the quality of the participating students this time?

Lecturer Viola: Their quality exceeded my expectation. And Wheelock Properties offered students a lot of flexibility to perform their best.

Lecturer Leo: Of course, there is still room for improvement compared with professional standards in the industry, but still a great opportunity for students to handle clients directly, understand the requirements, think and work out the creative solutions accordingly.

The lecturers concluded the theme of “Brighter Living” also inspired the students to broaden their horizons, to see things from different perspectives, to be able to develop stories in richer layers. In addition, most of the video scenes took place in the school or nearby places, to stimulate familiarity with the community. The lecturers also encouraged students to fully engage with the environment, think deeply about how to build an ideal community life.

Once again, on behalf of HKDI, the lecturers thanked Wheelock Properties for the valuable collaboration opportunity, allowing students to apply their knowledge and gain practical experience.



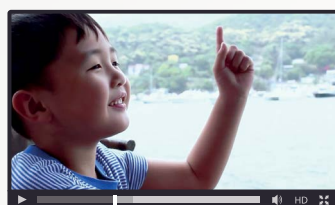
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1 Champion - WONG Chui Shan, TANG Hei Nga, TSANG Yeung, LEE Hiu Wing,
2 HKDI Lecturer - Viola Shum, Leo Pang
3 First Runner Up Team - Ma Yan Yin, Wong Ka Ying

Club Wheelock Editor:

1. Please explain the concept behind the video.
2. Any interesting things happened during the production?
3. What is “Brighter Living” in your mind?

The Best Creative Video Awards - Champion



《 Home is Where My Parents Are 》

LEE Hiu Wing, WONG Chui Shan,
LO Pei Pei, TANG Hei Nga,
HO Ka Wai, TSANG Yeung
(Advertising Design)

A child had been collecting pieces of materials from the street and built a paper boat with heart. He then sat on it and dreamt about taking his parents around the world in a boat trip. To him, the brightest place in the world is where his parents are.



1 : We would like to bring out the message that wherever we go, we feel at home with parents around. Even after grow up, to be together as a family is what “Brighter Living, Brighter Future” means to us.

2 : It took us three days for shooting and we went to places close to the comforting nature. The boat could also symbolize the idea of environmental protection as it was made with recycling materials found nearby. Environmental awareness is also an important part of a “Brighter Living”.

3 : There is nothing like home where we can relax after work. Building and creating everything for a dream house is what we long for. Follow your heart, feel free to express, that’s the ideal way.

The Best Creative Video Awards — First Runner-up



《 Bring Light to the City 》

WONG Ka Ying, CHEUNG Pak
Cheung, TANG Louis Tin Ao, TANG
Yui Eri, MA Yan Yin
(Advertising Design)

In the beginning, the world was presented in a black & white tone to reflect the darkness of the city. A group of youngsters sliding on skateboards appeared, adding liveliness to the surroundings. With lightbulbs on body, every street they passed through was filled with light, cheering up the city and its people.



2 : Some of us are good at skateboarding. When we were practicing and slide down the ramp near the tunnel in Tseung Kwan O, we got injured on knees. Then it came to actual shooting, our dynamic movements and lightbulbs on body attracted the pedestrians around. (Are those pedestrians real?) Yes, they were delighted by our shooting. Some of them even initiated conversations and took photos with us. We were glad to truly bring happiness to our neighborhood!

3 : Doing things that we love whilst bringing joy to others. A stable, harmonious family life, slowing down to enjoy some private moments amid the hustle city life in Hong Kong. Live a better tomorrow, stay positive in time of setbacks. “Brighter Living, Brighter Future” is always there for us.