



# DAZZLE

HKDI and IVE (Lee Wai Lee) Student Awards Collection

Foreword

The creativity and enthusiasm of Hong Kong’s young designers is an astonishing resource for our city and one that never ceases to amaze me.

The students of the HKDI and IVE (Lee Wai Lee), who come from many different backgrounds, share a capacity to surprise everybody with the depth and range of their ideas.

Albert Einstein once wrote that “Imagination is more important than knowledge,” and the philosopher Karl Popper said that Einstein’s work was, for humanity, like a “light coming on in a darkened room.”

In the work of our students we see imagination and illumination coming together in a way that is dazzling. And just as Einstein made us look at the world in new ways, so do our students, and the teaching staff that lead them, provide us with new perspectives on every aspect of design, from fashion to film.

It’s not surprising that such creativity dazzles others as well, especially the judges of international or industry competitions that continue to confer prestigious prizes on the work of students at HKDI and IVE (Lee Wai Lee).

Within this book we have documented the achievements of these young talents who have a future as bright as their dreams. The collection herein illustrates a diversity of approach, a dedication to ideas and an innovation in design that will further enhance the growing international standing of the HKDI and IVE (Lee Wai Lee) and help propel our lights onto the world stage.



Mr Fung Shung Yu, Alex  
Principal, HKDI



Mrs Poon Lee Sau Lai, Alexandretta  
Principal, IVE (Lee Wai Lee)



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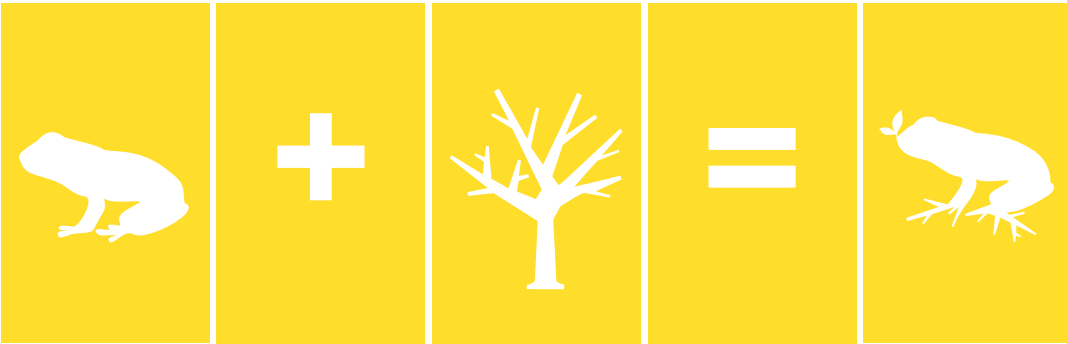
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Sum Wing Kiu  
*You must transform?*  
Student of Visual Communication

**Gold Award and Judges' Choice (Set Theme Category)**  
**Conqueror Identity Design Competition**

The continued deforestation of the planet causes pollution and changes the biology of the Earth. In future trees may no longer be green and creatures like frogs may have a distorted number of limbs. In these pieces, animals and trees have been transformed in shape and colour, with the intention that the user might think about why these changes have taken place and be led to action on improving the earth's environment.





Choi Chun Fai  
Veg Eco  
Student of Graphic Information Design

**Gold Award**  
**Kan Tai-keung Design Award 2010**

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This interactive website uses an engaging story line to introduce people to a vegetarian diet and uses the mechanics of the Internet to disseminate information and provide a format in which users of the site can share it with others.





Ng Wai Fong  
*Who am I?*  
Student of Visual Communication

**Champion**  
**First Greater China Illustration Awards**

This project explores the identity crisis experienced by some young people in Hong Kong when they think about their relationship with citizens of mainland China. The project involves workshops that use a series of illustrated stories featuring current social events in Chinese society. These stories create a context for workshop participants to rethink their relationship with Chinese people living on the Mainland.



Wan On Ki and Wu Heng Ching  
*Your Ideal Hong Kong*  
Students of Advertising, Packaging and Branding

**Silver Award (Public Category)**  
**POAD Tram Shelter Advertising Creative Contest 2010**

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This project will help reveal the creativity of Hong Kong people, who will be asked to create visions of their ideal Hong Kong, which will then be displayed at tram shelters, echoing the mission of HKT and POAD to build a better Hong Kong.





Cheng Wing Shan, Cheung Kok Ning and Siu Suet Ying  
*Tree*  
Students of Digital Animation and Cartoon Character Design

Special Mention  
The 15th Hong Kong Independent Short Film and Video Awards



This animation was inspired by the Sichuan Earthquake of 12 May 2008, a disaster that destroyed many families. The animation expresses the message that a parent's love for their children transcends time and space, providing audiences with a different way to experience parental love.



Choi Hau Ying  
*Switch it on. Switch it off.*  
Student of Visual Communication

Merit Award  
Cast Your Green Wishes Poster Design Competition



This poster campaign uses vivid colours and strident graphics to remind people to turn off electrical appliances after use, thereby saving energy and reducing environmental damage to the planet.





Ng Cho Chun and Poon Hoi Ki

*Feather Duster – Please do not mind the gap*

Students of Advertising, Packaging and Branding

**Merit Award**

**HK4As Kam Fan Student Awards**

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This design provided the feather duster with a flexible structure so that it could be used to clean within gaps and restricted spaces. The design was intended to raise consumer awareness of the effectiveness of the Dust Trapper when it is used properly.



Chan Chi Wah

*Feather Duster – No more dust as we have chicken here*

Student of Advertising, Packaging and Branding

**Merit Award**

**HK4As Kam Fan Student Awards**

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This advertisement used humour to introduce young people to the power of the feather duster. The advertisement copy trades off the chicken feathers used in the duster and by engaging the idea of a wild west gunfighter, suggests that dust runs for cover whenever chickens appear.



Lam Woon Hei  
*Whirlpool*  
Student of Fashion Design and Product Development

**Overall Champion**  
**2011 Remix International Fur Competition**

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This collection was inspired by a spiral staircase, which led to thoughts of whirlpools and seashells, all of which were combined to create a garment that has a strong architectural element.





Chuang Fong Ting  
*Spiral*  
Student of BA(Hons) Fashion Design

**Winner (Fur Combination Category)**  
**2011 Remix International Fur Competition**

The design of this piece uses dark brown and camel mink to create a cape trimmed with knitted cable patterns that produce a spiral reminiscent of a freshly stirred cup of coffee.



Chan King Hei  
*Concrete Jungle*  
Student of Fashion Design and Product Development

**First Runner-up (Fur Combination Category)**  
**2011 Remix International Fur Competition**

This collection is inspired by urban architecture and the stressful circumstances of people who live in a concrete jungle. The silhouette is designed to suggest a sense of constriction and persistent pressure.



Cheung Siu Yan  
*Dark Rain*  
Student of BA(Hons) Fashion Design

**Overall Winner**  
**The Hong Kong Young Fashion Designers Contest 2010**

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This moody collection takes a dark look at nature by using fluid pieces of chiffon and silk in shades of black and grey. The fabric is accessorised with metal beading and chains and each outfit comes with a matching headpiece that provides an illusion of rain. The fabric has been tie-dyed to create a dark raindrop effect.





Yeung Chun Yip  
*Spread*  
Student of Fashion Design and Product Development

**Winner (Party and Evening Group)**  
**The Hong Kong Young Fashion Designers**  
**Contest 2010**

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This collection is inspired by imagining what would happen if the shape of the human body was changed by an alien virus. Three-dimensional beading is used to suggest the triangular shape of the virus, while cashmere, mink and rex fur are used to add a touch of luxury and femininity. The emphasis on volume and the shoulders is a reference to the 1980s when the original Alien movie series was released.



Liu Kwok Wai  
*The New Nude*  
Student of Fashion Design and Product Development

**Champion**  
**Asia Wedding Art and Design Competition**

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This collection avoided silly pranks, breakneck platform heels, scary makeup, or conflicting references. Instead, these designs offer a business like way to maximise the potential of a black-over-nude dress with gradual changes in the nude ruffles creating a fairy-tale effect.



Cheung Yan Yu  
*Break the Mould into Nirvana*  
Student of BA(Hons) Fashion Design

**Grand Prize**  
**Hong Kong Young Design Talent Award 2011**

These designs were inspired by a meditation on the process of decomposition and death, which is so essential to natural ecology, and the spirit's desire to escape bodily constraints and find eternity. In the word "sustainability" the designer found a concept that suggests our ends are another form of beginning. The result was conceptual designs that suggest creative performances and were derived from developing samples into finished pieces, making a gesture toward environmental awareness and sustainable development.



Lai Chi Ho  
*The Flows*  
Student of BA(Hons) Fashion Design

**Champion**  
**The 1st Young Knitwear Designers' Contest 2011**

This knitwear collection was inspired by the flow of blood inside the human body and water inside plants and thus the design details focus on tissue, roots, leaves, bones, muscles and cells. The silhouette of the collection is derived from a rectangle that has been twisted to represent the flow of liquid inside living things. The silhouette is complimented by ruffles, which symbolise the muscles and ribs of human beings or the sharp edges of leaves. Metal trimmings have been used to finish pieces in the collection.





Chan Koon Man  
*The Call of the Snakes*  
Student of Fashion Design and Product Development

**Champion (Ladies’ Shoes and Bags Category)**  
**The 11th Footwear Design Competition**

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In this winning design, snakeskin was used because of its elegant and luxurious appearance. The shoes were crafted to create a mesmerising effect and the project title, The Call of the Snakes, reflects that idea.



Wong Mei Yee  
*Padaung Girls*  
Student of Fashion Design and Product Development

**First Runner-up (Ladies’ Shoes Category)**  
**The 11th Footwear Design Competition**

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In Burma and Northern Thalian women of the Padaung tribe use copper rings to lengthen the neck and legs of young girls, and the rings are seen as a symbol of luxury and wealth. In these shoes the overlapping cloth and buckle symbolises the power of the copper ring tradition and the tall heel suggests the long necks of the young girls.



Liu Kwok Wai  
*Deforming Forest – Deforestation*  
Student of Fashion Design and Product Development

**Grand Award**  
**2010 SDC Hong Kong Regional Textile Design**  
**Competition (The Society of Dyers and Colourists)**

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The rainforests are the lungs of the earth, absorbing pollutants and processing vast quantities of oxygen. Deforestation and the burning of trees release huge quantities of carbon dioxide that have been stored within forests over many decades. The pattern in this textile design represents the process of deforestation and it has been crafted to suggest the barren environment that is left once trees have been removed. The scorched earth of a burnt forest is represented by the colour purple and the motifs in the fabric are designed to suggest the angry eyes of a mourning world.



Li Yuen Tung  
*Chic Wrinkles*  
Student of Fashion Design and Product Development

**Travel Scholarship to Bread and Butter Exhibition**  
**in Berlin**  
**Mustang Denim Competition**

.....

This design mixes a variety of fabrics including denim, mesh and leather to create a wrinkled effect that is modern, trendy and feminine.





Yip Siu Lun  
*Birdgazer*  
Student of Timepiece Design and Branding

**Seal of Distinction**  
**red dot design award**

Birdgazer digital binoculars were developed for bird watching and they include a digital guidebook to the world's birds that allows even novice birdwatchers to identify wild birds with ease. The binoculars have been ergonomically designed with a handgrip that eliminates unnecessary movement and thereby avoids disturbing the birds when they are in their natural habitat.



Chan Ka Yui  
*Green Light*  
Student of Retail and Exhibition Design

**Champion and ECO Design Award**  
**The 4th Hong Kong Lighting Design Competition**

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This light was made by recycled corrugated paper and it conveys the relationship between a healthy environment and a secure future for the next generation. The structure of this object allows light to filter gently from inside to the outer layer and it suggests the way a sunrise makes us feel optimistic about the future.



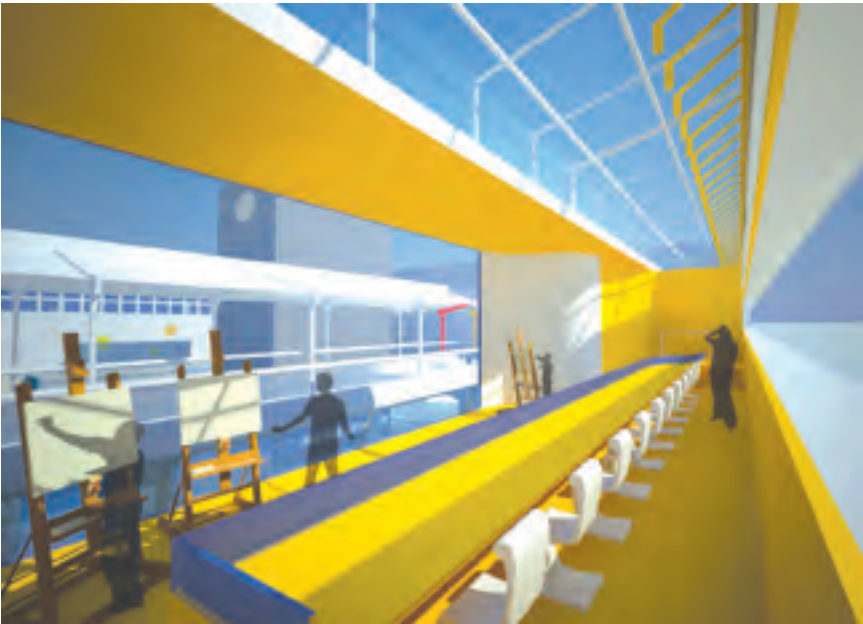


Lo Pak To  
*Redesign Central Market*  
Student of Interior Design

**Winner**  
**Perspective Student Design Competition 2010**

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This project will create an art school for special needs students and a means to display their work and talent to the public. The existing Central Market space would be transformed into an art college through which the public will pass as they make their way from Central to the Mid-Levels escalator. As they move past the college the public will be able to see exhibitions of work by students and glimpse them as they participate in classes. The roof of the Central Market will be transformed into a garden, where students' art will also be on display.



So Yiu Kwok  
*Nude*  
Student of Timepiece and Lifestyle Product Design

**Winning Design**  
**OPUS Design Award 2010**

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This flexible eyewear design is derived from the characteristics of the human body. Like human skin, the frame of the glasses can be changed to different colours. The user can also remove it altogether, like taking off clothes, to make the glasses frameless. These features create eyewear that has many different guises and can be altered to keep pace with new developments in fashion.



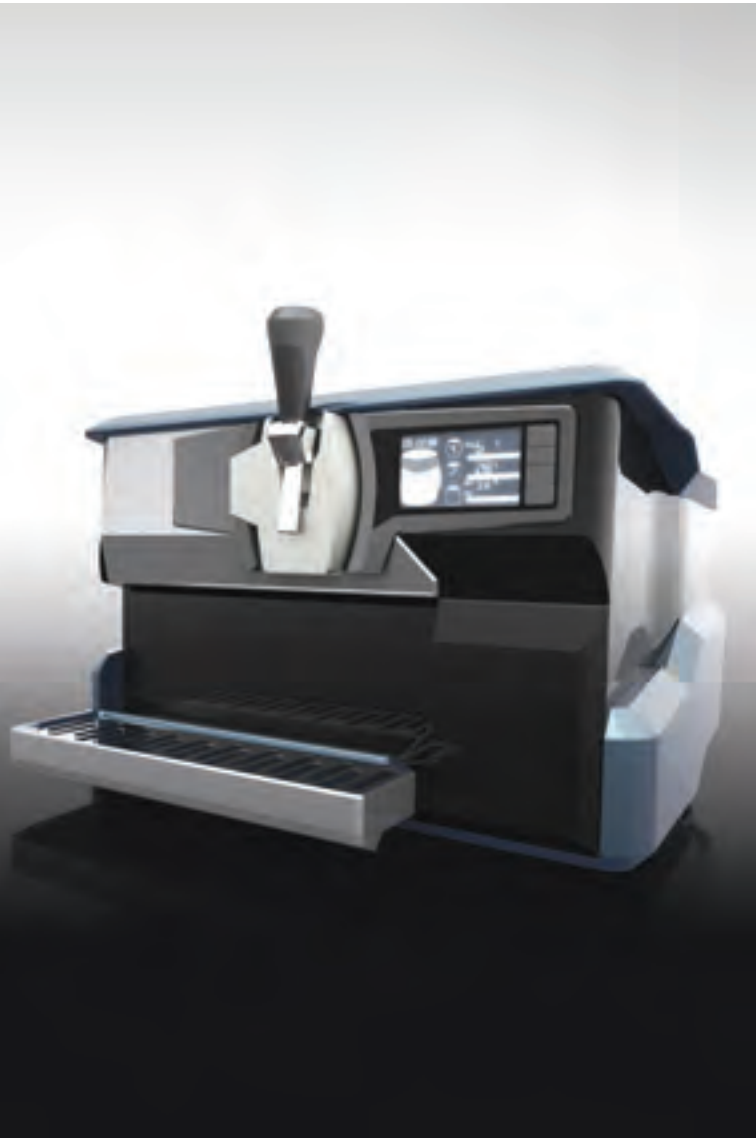


To Tin Long  
*GAMBRINUS Beer Brewing Machine*  
Student of Timepiece Design and Branding

**Champion (Individual Group)**  
**The 12th Hong Kong Household Electrical Appliances**  
**Design and Innovation Competition**



The GAMBRINUS Beer Brewing Machine is a new type of home appliance that allows users to make their own beer within 7 to 10 days. The machine consists of a brewing keg, filtering system, cooling system, and a storage keg. Users can vary the taste of the beer by using different ingredients and they can monitor the brewing process with precision digital technology.



Yue Ka Yee  
*Smart Medicine Chest*  
Student of Timepiece Design and Branding

**First Runner-up (Individual Group)**  
**The 12th Hong Kong Household Electrical Appliances**  
**Design and Innovation Competition**



This high tech medical chest monitors the condition of medicines and warns when they are approaching their expiry date. The chest also maintains the optimum temperature and humidity for any stored medicines and reminds users when they should take their medication. The device includes a medical database that keeps track of users' medical history.



Cheng Oi Yung  
*MIDORI Home Gardening System*  
Student of Timepiece Design and Branding

**Second Runner-up (Individual Group)**  
**The 12th Hong Kong Household Electrical Appliances**  
**Design and Innovation Competition**

The MIDORI Home Gardening System is designed for growing a variety of plants within an urban setting. The system consists of a pot with electronic sensors and a portable monitor. The monitor will provide instructions on when to water and use fertiliser. Even novices can enjoy growing vegetables at home with the MIDORI system and thereby feel closer to nature, even within a city apartment.



Lau Tze Chung  
*Tai O Hostel*  
Student of Interior Design

**Bronze Award**  
**The 18th Asia Pacific Interior Design Award 2010**

This project aims to give new life to the stilt houses of Tai O by adapting eight dwellings into a hip hostel for use by foreign and local visitors, providing an alternative to city centre accommodation for travelers and a means to bring new purpose to the Tai O community.





Ma Lok Yan  
*Violin*  
Student of Product Design and Technology

**Winning Design (Student Group)**  
**The 12th Hong Kong Eyewear Design Competition**

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A violin represents elegance and nobility, and by adapting elements of this graceful instrument to eyewear design it has been possible to create a pair of glasses that have an unusual degree of charisma.



Kin Waily  
*Garden Clock*  
Student of Product, Interior and Exhibition Design (Subject Group)

**Champion (Student Group)**  
**The 27th Hong Kong Watch and Clock Design Competition**

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This timepiece is based upon a green concept that combines a clock with a plant pot and uses solar energy combined with energy from chemical processes in the mud to run the clock. The clock is made from eco-plastic and paint, which are manufactured using processes that cause minimal pollution, and most parts of the clock can be recycled. The clock is packaged with wheatgrass seeds, so the user can grow wheatgrass and make a healthy juice drink.



Yiu Hoi Lun  
*Sakura*  
Student of Jewellery Design and Technology

**Winning Design (Student Group)**  
**The 12th Hong Kong Eyewear Design Competition**

The life cycle of a cherry tree blossom is regarded as passionate, pure, noble and represents fate. These glasses pay homage to the cherry blossom tree's deep symbolism.





Yiu Hoi Lun  
*Dancer*  
Student of Jewellery Design and Technology

**Champion (Student Group)**  
**The 12th Hong Kong Jewellery Design Competition**

Within nature, few creatures represent the rhythm of wind and light better than the jellyfish, as it shimmies upon the currents of a spring tide. The movement of these earrings was inspired by the jellyfish's "dance of the sea."



Tsui Chi Kit  
*The Metamorphosis of Butterfly*  
Student of Jewellery Design and Technology

**Merit Award (Student Group)**  
**The 12th Hong Kong Jewellery Design Competition**

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This piece is derived from the metamorphosis of the butterfly and the power it must use to break free of its cocoon.



Leung Lok Lam  
*Growth*  
Student of Jewellery Design and Technology

**Merit Award (Student Group)**  
**The 12th Hong Kong Jewellery Design Competition**

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Grass is a commonplace plant but it acts like an artery within the ground passing water into the Earth's heart. This piece is a celebration of the life-giving function of grass and the vitality it provides to a healthy planet.





Mok Yuet Wa  
*Eternal Love*  
Student of Jewellery Design and Technology

**First Runner-up**  
**The 8th International South Sea Pearl Jewellery**  
**Design Competition**



This ring represents the love that parents have for their children. The white pearl stands for purity and the way children are spotless in the eyes of their parents. The blackness of the ring emphasises the support it provides for the pearl, in the same way that parents are like a tree, under which children find support and love.



Ho Ho Lam  
*Mother Love*  
Student of Jewellery Design and Technology

**Third Runner-up**  
**The 8th International South Sea Pearl Jewellery**  
**Design Competition**



Pearls form within the protective shell of an oyster, and that is a powerful metaphor for the selfless love of a mother for her offspring as she strives to make her child unique, an idea that inspired this ring, which suggests that a mother's love never goes away.





Student of BSc(Hon) Multimedia and Entertainment Technology

Hong Kong ICT Awards 2011

Hong Kong has a special culture with some unique characteristics. To give people around the world an insight into Hong Kong's idiosyncrasies this 3D stereoscopic animation tells the story of Mongkok's culture through the medium of a teenager with a coin. His adventures – and that of his five-dollar piece – take him beyond Mongkok's shopping malls into a world that is full of mystery and surprises.



# The Last Coin





Chan Wai Hung, Ting Yee, Tsang Hiu Ying and Wong Ting Hei  
*Fantasie Impromptu*  
Students of Computer Games and Animation

**Certificate of Special Mention (Best Digital  
Entertainment Award)**  
**Hong Kong ICT Awards 2011**

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This relaxing game offers a new way to introduce classical music to the public. Players select a character to move around a village and collect musical notes, play different musical keys, select musical instruments to use as a fighting tool and develop musical knowledge to solve puzzles. The game was designed as a 3D Action Role Play platform using Virtools. Players can increase their musical knowledge by playing the game, giving it a strong educational component.



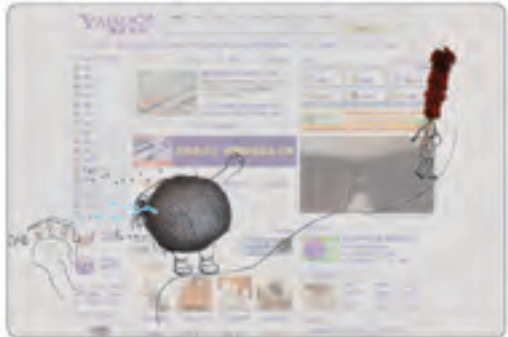


Chan Chun Hang, Cheung Chik Wu, Li Pui Shan and Shek Chung Man  
*Feather Duster* - “帶我走”  
Students of Multimedia Advertising and Visual Effects

**Merit**  
**HK4As Kam Fan Student Awards**

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In this advertising campaign a mote of dust plays the role of a runaway bride, an orphan and a climber in danger. In its various incarnations the dust gets stuck in some dark and miserable places from which it cannot escape until a Feather Duster comes to the rescue. The role-play posters are supplemented with online advertising, web pages and outdoor billboards.

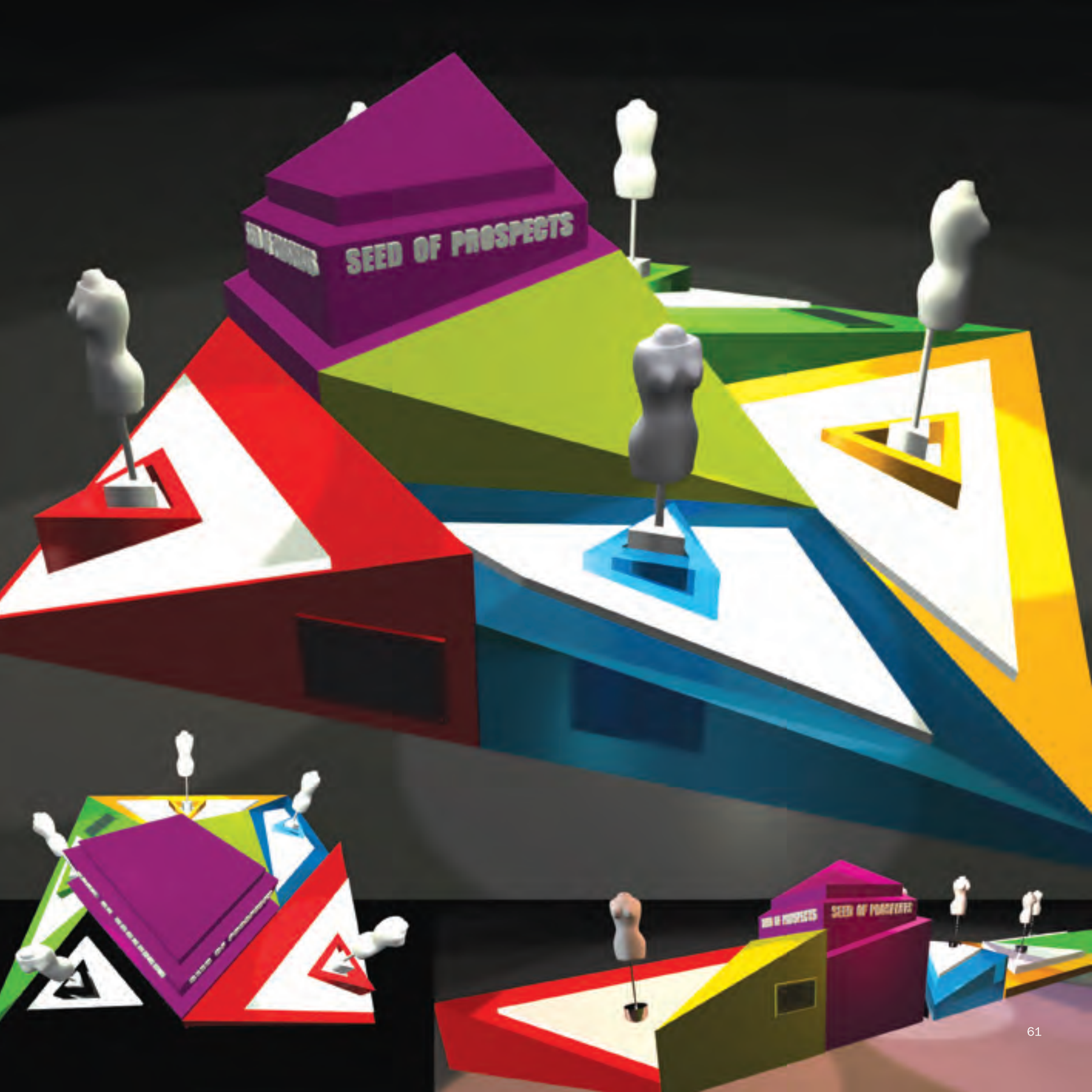
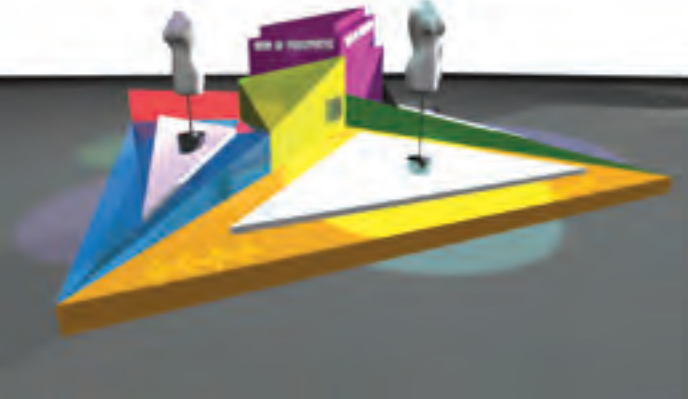


Poon Wing Han  
*A flexible Tangram showcase designed to display stylish products*  
Student of Multimedia Exhibition Design

**First Runner-up**  
**Hong Kong Pavilion (for Mainland Promotions)**  
**Showcase Design Competition**

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This design is based on the seven flat shapes of a tangram puzzle. Like the tangram, which offers an infinite variety of combined shapes, these showcases will be flexible and unique. The variety of combinations in the design will allow products to be displayed in a wide range of creative ways, emphasising the innovative strength of Hong Kong's manufacturers.





Awards List

<b>2010 SDC Hong Kong Regional Textile Design Competition</b> (The Society of Dyers and Colourists)	
Grand Award	Liu Kwok Wai
<b>2011 Remix International Fur Competition</b>	
Overall Champion	Lam Woon Hei
Winner (Fur Combination Category)	Chuang Fong Ting
First Runner-up (Fur Combination Category)	Chan King Hei
<b>The 1st Young Knitwear Designers' Contest 2011</b>	
Champion	Lai Chi Ho
<b>The 4th Hong Kong Lighting Design Competition</b>	
Champion + ECO Design Award	Chan Ka Yui
<b>The 8th International South Sea Pearl Jewellery Design Competition</b>	
First Runner-Up	Mok Yuet Wa
Third Runner-Up	Ho Ho Lam
<b>The 11th Footwear Design Competition</b>	
Champion (Ladies' Shoes and Bags Category)	Chan Koon Man
First Runner-up (Ladies' Shoes Category)	Wong Mei Yee
<b>The 12th Hong Kong Eyewear Design Competition</b>	
Winning Design (Student Group)	Ma Lok Yan
	So Yiu Kwok
	Yiu Hoi Lun

<b>The 12th Hong Kong Household Electrical Appliances Design and Innovation Competition</b>	
Champion (Individual Group)	To Tin Long
First Runner-up (Individual Group)	Yue Ka Yee
Second Runner-up (Individual Group)	Cheng Oi Yung
<b>The 12th Hong Kong Jewellery Design Competition</b>	
Champion (Student Group)	Yiu Hoi Lun
Merit Award (Student Group)	Leung Lok Lam
	Tsui Chi Kit
<b>The 15th Hong Kong Independent Short Film and Video Awards</b>	
Special Mentions	Cheng Wing Shan
	Cheung Kok Ning
	Siu Suet Ying
<b>The 18th Asia Pacific Interior Design Award 2010</b>	
Bronze Award	Lau Tze Chung
<b>The 27th Hong Kong Watch and Clock Design Competition</b>	
Champion (Student Group)	Kin Waily
First Runner-up (Student Group)	Li Tan Ni
<b>Asia Wedding Art and Design Competition</b>	
Champion	Liu Kwok Wai
<b>Cast Your Green Wishes Poster Design Competition</b>	
Merit Award	Choi Hau Ying

<b>Conqueror Identity Design Competition</b>	
Gold Award and Judges' Choice (Set Theme Category)	Sum Wing Kiu
<b>First Greater China Illustration Awards</b>	
Champion	Ng Wai Fong
<b>HK4As Kam Fan Student Awards</b>	
Merit Award	Chan Chi Wah
	Chan Chun Hang
	Cheung Chik Wu
	Li Pui Shan
	Ng Cho Chu
	Poon Hoi Ki
	Shek Chung Man
<b>Hong Kong ICT Awards 2011</b>	
Certificate of Special Mention (Best Digital Entertainment Award)	Chan Wai Hung
	Lee Kien Fa
	Ting Yee
	Tsang Hiu Ying
	Wong Ting Hei
<b>Hong Kong Pavilion (For Mainland Promotions) Showcase Design Competition</b>	
First Runner-up	Poon Wing Han
<b>Hong Kong Young Design Talent Award 2011</b>	
Grand Prize	Cheung Yan Yu

<b>The Hong Kong Young Fashion Designers Contest 2010</b>	
Overall Winner	Cheung Siu Yan
Winner (Party and Evening Group)	Yeung Chun Yip
<b>Kan Tai-keung Design Award 2010</b>	
Gold Award	Choi Chun Fai
<b>Mustang Denim Competition</b>	
Travel Scholarship to Bread and Butter Exhibition in Berlin	Li Yuen Tung
<b>OPUS Design Award 2010</b>	
Winning Design	So Yiu Kwok
<b>Perspective Student Design Competition 2010</b>	
Winner	Lo Pak To
<b>POAD Tram Sheller Advertising Creative Contest 2010</b>	
Silver Award (Public Category)	Wan On Ki
	Wu Heng Ching
<b>reddot design award</b>	
Seal of Distinction	Yip Siu Lun

*Members of VTC Group* VTC 機構成員





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