

藝術電車：夢幻遊樂場設計比賽

ArTram: Fantasy Playground Design Competition

比賽章程 Competition Guidelines

1 合辦機構 Co-organisers

香港藝術發展局 Hong Kong Arts Development Council
 香港電車有限公司 Hong Kong Tramways Limited
 K11 藝術基金有限公司 K11 Art Foundation Limited

2 藝術顧問團及評審 Arts Advisors and Assessment Panel

黃國才 視覺藝術家 Kacey Wong Kwok Choi, visual artist
 江康泉 漫畫家 Kongkee, animation artist
 李香蘭 插畫家 Rainbow Leung, illustrator

3 目的 Objectives

我們希望藝術大使們能透過比賽及展覽：

Through the competition and exhibition, we hope that arts ambassadors can:

- 向同學和朋友推廣藝術的樂趣
Promote the joy and fun of arts to their fellow schoolmates and friends ;
- 鼓勵藝術大使帶領其他同學一同創作，發揮合作精神
Learn the importance and value of team work ;
- 與公眾分享他們的作品，以及創意和想像力
Share their creativity, imagination and artwork with members of the public

4 參賽資格 Eligibility

- 所有參與「第三屆校園藝術大使計劃」的學校均可參加；
All participating schools in the 3rd Arts Ambassador-in-School Scheme can sign up for the competition;
- **參賽學校的名額不限，唯每間學校只可派出一隊參賽；**
Only one team from each school shall apply for the competition;
- 參賽隊伍必須包括該校的校園藝術大使，與校內同學組成一個**不多於5人的小組**，代表學校參加；
A participating team must consist of **no more than five students**, and it must include the school's Arts Ambassador;
- 比賽分為小學組及中學組，特殊學校可選擇加入其中1個組別。
The competition is divided into the Primary School category and the Secondary School category, and special schools may choose one of the categories they wish to participate in.

5 比賽日程 Schedule for the Competition

事項 Item/Event	日期 Date	內容 Details
遞交報名表格 Submission of application forms	2010年11月30日或之前 30 November 2010 or before	有興趣參加的學校隊伍，請填妥報名表格（可於本計劃網頁： www.aais.hk 下載），連同藝術大使的提名表格，一併於截止日期前，郵遞或親自提交至香港藝術發展局辦事處。 School teams interested in joining the competition should fill in the application form (which can be downloaded from the Scheme's website: www.aais.hk), together with the nomination form of the Arts Ambassador and submit them to the Hong Kong Arts Development Council office by post or in person.

創作講座 Creative Arts Seminar	2011 年 1 月至 2 月 January and February 2011	參賽隊伍將獲邀出席由藝術顧問團主講的創作講座，參賽隊伍應盡量出席講座，瞭解比賽細則後始開始創作。講座日期及詳情容後公佈。Participating teams will be invited to attend the Creative Arts Seminar given by the Art advisors. Teams are encouraged to attend this seminar to acquaint themselves with the competition details and guidelines before they begin working on their artworks. Details of the seminar will be announced in due course.
提交作品照片 作首輪評分 Submission of photographs of artworks for first round assessment	2011 年 5 月 3 日 3 May 2011	參賽隊伍請將以下項目送交香港藝術發展局辦事處： Participating teams are required to submit the following to the HKADC office: 1. 參賽作品照片：以電子檔案方式儲存，連同創作意念的文字檔案，燒錄於同一光碟內。其他參賽規則，請參考本文件第 7 項；A DVD containing photographs of the entry, stored electronically, and a word document file on the entry's creative concept. (Please refer to Section 7 of this Guideline for the other rules of the competition); 2. 填妥並已簽署之「作品提交表格」。A duly completed and signed Entry Submission Form.
公佈結果 Announcement of results	2011 年 6 月底前 End of June 2011	本局將於校園藝術大使計劃網頁公佈結果，網址：www.aais.hk The HKADC will announce the results on the website of the Arts Ambassador-in-School Scheme (www.aais.hk).

6 創作主題 Themes of Entries

玩具和遊戲，是每個人童年時不可或缺的東西，有著無限的喜悅和無法抗拒的吸引力。是次比賽以「**夢幻遊樂場**」為主題，希望藉此啓發同學們的想像力、創造力和創意。參賽隊伍必須從以下**兩個創作主題中選擇其一**，提交一件作品參賽。Children love toys and games and find them irresistibly attractive and at the same time bringing them boundless joy and fun! The theme of this competition is **Fantasy Playground**, which aims to inspire students' imagination and creativity. Participating teams must choose **one of the two themes below** for their entries.

- 創作主題 A
Theme A:

舊日新玩意 New Toys of Old
問問你的父母、祖父母小時候有什麼玩意？從他們的口述經驗，加入你的新意念，以創意或環保物料，重新呈現一件獨一無二的玩具。Ask your parents and grandparents what toys they had when they were children. Based on what they tell you, you may incorporate new ideas, using creative or eco-friendly materials to make a new and unique toy.
- 創作主題 B
Theme B:

原創遊樂場 Original Playground
你就是遊樂場的設計師和工程師，請你創作一個夢寐以求的遊樂場，讓大小朋友樂而忘返。You are the designer and engineer of a new playground. It is your task to create a fantasy playground of every child's dream.

7 參賽規則 Rules of competition

- 作品必須切合並反映所選的創作主題，詳見本文件第 6 項；
Entries must fit and reflect the chosen theme (for details, please refer to Section 6 of this Prospectus);
- 參賽作品可運用各種視覺藝術形式及媒介創作（例如繪畫、攝影、版畫及電腦繪圖）；
Entries can be in the form of various visual art genres and media (e.g. painting, photography, lithography and computer graphics);
- 參賽作品可以是**平面作品**或**立體作品**。作品尺寸有以下規定：Entries can be in the form of **two-dimensional** or **three-dimensional works**, dimensions of which are as follows:
 - 平面作品：不可大於 50 釐米 x 75 釐米，毋須裝裱；
Two-dimensional works: No larger than 50 cm x 75 cm (mounting is not necessary);
 - 立體作品：不可大於 30 釐米 x 30 釐米 x 30 釐米，請列明主要物料，素材不限，但應避免使用在運送作品過程中容易毀壞的物料；
Three-dimensional works: No larger than 30 cm x 30 cm x 30 cm (there is no limitation on the types of source material used, but the main material of the artwork should be identified and materials that are easily damaged during transportation should be avoided);

- 參賽作品必須為參賽隊伍的構思及創作，並未經公開發表；
Entries must be original creations and have never been published before;
- 未能符合參賽規則的作品，將會被取消參賽資格。
Entries that do not comply with the competition's rules will be disqualified.

8 提交作品 Submission of Entries

- 所有參賽隊伍必須於 2011 年 5 月 3 日前，將以下項目燒錄於同一光碟內，連同「作品提交表格」*呈交至香港藝術發展辦事處，以供評審進行第一輪評分。All participating teams must submit a DVD containing the following items and the Entry Submission Form* to the Administration office of the Hong Kong Arts Development Council for the first round assessment before 3 May 2011.

創作主題 Chosen Theme	提交項目 Items to be Submitted
主題 A：舊日新玩意 Theme A: New Toys of Old	<ol style="list-style-type: none"> 作品照片/圖片：提交不多於 10 張圖片或照片，圖像檔案最少 1MB，以 .JPG 檔案格式儲存，部份照片須紀錄你正在玩玩具的情形；Photographs/Images of the entry: Submit not more than 10 images or photographs of the entry. The size of the images must be at least 1 MB and saved in .JPG format. Part of the photographs must depict team members playing with the toy. 創作意念：中文或英文，字數不多於 50 字，以 .DOC 檔案格式儲存；Explanation of the creative concept: In less than 50 words (in Chinese or English) and saved in .DOC format. 作品描述：請以插圖和文字，描述玩具的玩法，以 .DOC 檔案格式儲存。Entry description: Using illustrations and text, describe how the toy is played. It must be saved in .DOC format.
主題 B：原創遊樂場 Theme B: Original Playground	<ol style="list-style-type: none"> 作品照片/圖片：提交不多於 10 張圖片或照片，圖像檔案最少 1MB，以 .JPG 檔案格式儲存；照片必須從不同角度拍攝，以顯示遊樂場的每一個部份；Photographs/Images of the entry: Submit not more than 10 images or photographs of the entry. The size of the images must be at least 1 MB and saved in .JPG format. Photographs must be taken from various angles and show every part of the playground. 創作意念：中文或英文，字數不多於 50 字，以 .DOC 檔案格式儲存。Explanation of the creative concept: In less than 50 words (in Chinese or English) and saved in .DOC format.

* 作品提交表格將於稍後另致函各參賽學校。

The Entry Submission Forms will be posted to participating schools in due course.

- 第一輪評分無須提交實物作品，評審會先根據參賽作品的照片進行評分；For the first round assessment, **it is not necessary to submit the actual artwork**. The assessment panel will assess the artworks based on the photographs submitted.
- 本局將個別通知入圍作品的學校，於指定評審日期前，將實物作品提交至本局辦事處，以便進行評審會議；The HKADC will inform the schools whose teams are shortlisted to submit the actual artworks to the HKADC Administration office before the date of the final assessment.
- 所有提交的光碟將不會退還參賽隊伍。All DVDs submitted will not be returned to the participating teams.

9 評審準則 Assessment Criteria

- 主題
Theme : 能否緊貼及配合主題；
: Whether the entry can fit and give expression to the chosen theme.
- 美感
Aesthetics : 色彩及造型、整體外觀；
: The colours, composition and overall look and feel of the entry.
- 創意
Creativity : 原創性、意念傳達；
: Originality of the entry and how it conveys meaning.
- 表現手法
Expression : 物料及技巧運用。
: The use of materials and techniques.

評審團作出的比賽結果為最終決定。The decision made by the assessment panel will be the final decision.

10 獎項 Prizes and Awards

小學組及中學組分別設以下獎項：

The following prizes and awards are given out in the Primary School and Secondary School categories:

- 大獎： 「舊日新玩意」及「原創遊樂場」每個主題各設大獎最多三名，每隊得獎隊伍獲獎金 HK\$1,500 及獎狀。 A maximum of three Grand Prizes will be awarded for each of the two themes, “New Toys of Old” and “Original Playground”. Each winning team will receive HK\$1,500 and an award certificate.
Grand Prizes:
- 優異獎： 小學組及中學組各設優異獎最多十名，得獎隊伍將獲發獎狀。
Merit Prizes: A maximum of 10 Merit Prizes will be awarded in each of the two categories, Primary School and Secondary School. Each winning team will receive an award certificate

11 公佈結果 Announcement of Results

- 暫定於 2011 年 6 月底前發信通知學校，比賽結果並將上載至校園藝術大使計劃網頁。
The announcement of results is tentatively set at the end of June 2011. Letters will be sent to the schools and the results will be uploaded onto the Arts Ambassadors-in-School Scheme website.

12 展覽及頒獎禮 Exhibition and Award Presentation Ceremony

- 比賽得獎作品將有機會於電車車身及 K11 購物藝術館內展出；得獎作品的數碼圖像，將於本計劃網頁（www.aais.hk）內展示；Winning entries will be featured on the exteriors of Hong Kong Tramways trams and in K11. Their digitalised images will be featured on the Scheme's website (www.aais.hk);
- 頒獎禮及作品展覽日期將稍後公佈。 The dates of the award presentation ceremony and exhibition will be announced in due course.

13 藝術作品之原創性 Originality of Entries

所有參賽學校及參賽同學必須知悉及同意以下各項：

All participating schools and students must be aware of and agree with the following conditions:

- 任何侵犯知識產權的作品將不被接納。若因參賽作品侵犯知識產權而導致本比賽的主辦機構，或任何相關機構面對任何法律行動、要求及申索開支，參賽者須負全責，並賠償主辦機構，及任何相關機構的一切損失；
Any work that infringes on intellectual property rights will not be accepted. If a submitted entry infringes on intellectual property rights and subjects the competition's organisers or any other related organisations to legal action, demands and claims for costs, the participants involved must bear all liabilities and indemnify the organisers and any other related organisations for all losses.
- 參賽作品之版權歸創作者所有，惟主辦機構有權使用、編輯、修改、複製、出版及派發全部或部分參賽作品作展覽、教育及推廣用途。 Copyright of the submitted entry belongs to the participants, but the organisers reserve the right to use, edit, modify, reproduce, publish and distribute all or part of an entry for exhibition, educational and promotion purposes.

14 查詢 Contact Us

地址 Address 香港英皇道 979 號太古坊和域大廈東翼 14 樓
14/F East Warwick House, Taikoo Place, 979 King's Road, Hong Kong

電話 Tel 2820 1039 (小學 Primary Schools)
2820 1095 / 2820 1062 (中學/ 特殊學校 Secondary/Special Schools)

電郵 Email aais@hkadc.org.hk

網頁 Website www.aais.hk

合辦機構 Co-Organisers :



藝術顧問 Arts Advisors

黃國才

黃國才的實驗性作品探討人與其生活空間的意義。黃氏於 1970 年在香港出生，2003 年獲香港藝術發展獎授予香港藝術新進獎及優秀藝術教育獎項。美國康奈爾(大學建築系學士，英國卻爾西大學雕塑碩士，澳洲皇家墨爾本理工大學藝術博士。現為香港理工大學環境及室內設計系之助理教授。曾策劃及展出多個與空間和城市為主題的展覽：屋企(1999)、我的摩天大樓(2000)、都市空間(2001)、遊離都市(2001,2002)等。自 2000 年開始其遊離都市攝影系列，穿著摩天大樓衣服扮演大廈角色於世界各地尋找烏托邦。其設計的一人居所三輪車屋流浪家居於 2008 年獲選代表香港參加「義大利威尼斯建築雙年展」。2010 年更於「香深圳城市建築雙城雙年展」中駕駛他的漂流家室號小型屋在香港維多利亞港上漂浮。

Kacey Wong Kwok Choi

The experimental works of Kacey Wong Kwok Choi, born in Hong Kong in 1970, explore the meaning of man and his living space. In 2003 he received the HKADC's Rising Artist Award and Outstanding Arts Education Award. Kacey Wong was awarded a Bachelor of Architecture degree by Cornell University in the US and a master's degree in Fine Arts by Chelsea School of Art and Design in the UK. He obtained his Doctor of Fine Arts degree from Royal Melbourne Institute of Technology. Currently, he is an assistant professor with the Department of Environment and Interior Design in The Hong Kong Polytechnic University. Kacey curated many art exhibitions exploring issues of space and city: Home (1999), Personal Skyscraper (2000), City Space (2001), and Drift City (2001, 2002) and exhibited both local and internationally. Kacey started his Drift City photo series since year 2000, dressing up as a skyscraper traveling from cities to cities in search for utopia. His mobile home tricycle project "Wandering Homes" was selected to represent Hong Kong in the 2008 Venice Architectural Biennale in Italy. In 2010 he steered his floating house Padding Home in Victoria Harbour at the Hong Kong and Shenzhen Bi-City Biennale of Urbanism and Architecture.

江康泉

江康泉，又叫江記。1977 年生，在香港創作漫畫及錄像。2003 年出版首本黑色童話漫畫《瑕疵鞋》。作品充滿諷刺題材及黑色幽默，描繪日常生活的瘋狂面。2008 年出版及於不同媒體發表《飯氣》系列漫畫，如 Ma 屎熊、企鵝丁丁，2010 年出版漫畫《Pandaman》等。江記亦活躍於其他視覺藝術媒介的創作，錄像作品《胡眉的名字》獲得 2005 年「香港獨立短片及錄像比賽(ifva)」特別表揚，及入選「2005 年香港藝術雙年展」。2007 年，作品取「ANIMAX 動畫大獎：亞洲動漫創意競賽」香港區首名。2009 年起與創作人羅文樂成立動漫製作室：Penguin Lab。

Kongkee

Born in 1977, Kongkee works in comic as well as video imaging in Hong Kong. In 2003 he published his first comic, a dark-city-fairy tale Imperfect Shoes. In his comic works, there are senses of humor & crazy imagination. And he loves to express the ironic situation of ordinary life. His Comic collections Ricegas & Pandaman started publishing in 2008 and 2010. Kongkee is also active in the local visual art scene; he loves to use his work to question about the city life. His video Name of Wu Mei received a Special Mention by the ifva Short Film Festival 2005 and was one of the selected works in the Hong Kong Art Biennial Exhibition 2005. In 2007 his work was the Regional Champion in the ANIMAX Awards: Pan-Asia Animation Competition. Since 2009, Kongkee and artist Lawman setup their Comic & Animation creation company Penguin Lab.

李香蘭

李香蘭，原名梁曉文，曾在香港理工大學設計學院修讀設計課程，後畢業於香港城市大學創意媒體系。李氏於 2009 年憑第二屆年輕作家創作比賽出版《上·下禾輦》繪本，記述於禾輦村成長的人和事。李氏喜歡畫人，捕捉人臉上的動態，被畫的人會大叫救命，圍觀的人卻捧腹大笑。現從事藝術創作及於《明報》副刊星期生活「尋人啓事」專欄內發表圖文作品，作品亦可散見於其他報章雜誌。

Rainbow Leung

Lee Heung Lan, whose real name is Rainbow Leung, did a design course at The Hong Kong Polytechnic University's Design School and graduated from the School of Creative Media at City University of Hong Kong. In 2009 Lee published her comic book Wo Che Village under the auspices of the 2nd Young Writers' Debut Competition. The book chronicles the people and events she encountered when she was growing up in the village of Wo Che. Lee likes drawing people and capturing their facial dynamics. The person being drawn is crying for help but others around are holding their sides laughing. Currently, she is an artist and she has an illustrated column in the Sunday lifestyle section of Ming Pao. Her works can also be found in other newspapers and magazines.