

Hong Kong Heritage Museum to display outstanding international posters showcasing infinite boundaries of creative imagery (with photos)

The Hong Kong Heritage Museum (HKHM) will stage the exhibition "Multiverse – Hong Kong International Poster Triennial 2024" starting tomorrow (December 7). The exhibition will feature 155 award-winning and selected poster design works from designers around the world, as well as works by the international judges, traversing the infinite boundaries of creative imagery with the audience.

The Hong Kong International Poster Triennial is now in its eighth edition since its debut in 2001. The theme of this Triennial is "Multiverse", exploring how the function of posters as a medium for conveying messages can be extended in an era where digital, technological, and multimedia techniques are widely used. The Triennial invited designers worldwide to unleash their creativity to pioneer new fields that are diverse and interdisciplinary. The Triennial is divided into four categories, namely "Thematic: Multiverse", "Promotion of Cultural Programmes", "Commercial and Advertising" and "Animated Poster". From a worldwide call held last year, a total of 3 189 entries from 55 countries and regions were received. Prominent international designers and an expert team formed judging panels and selected 155 entries to be featured in the exhibition.

The opening and awards presentation ceremony of the exhibition was held today (December 6). Addressing the ceremony, the Director of Leisure and Cultural Services, Ms Manda Chan, said that the cultural industries in Hong Kong have been given a boost of confidence by the National 14th Five-Year Plan, which leads to unflinching support to Hong Kong's development into an East-meets-West centre for international cultural exchange. To capitalise on this opportunity, the Triennial will, as always, serve as a platform for promoting professional exchange in poster design and strengthening Hong Kong's connection with the international design circle. This year, the Leisure and Cultural Services Department (LCSD) is delighted to see many designers integrate the rich heritage of cultural narratives into their works or incorporate such themes as Chinese solar terms and historical elements into contemporary representations as a vivid demonstration of their unique and diversified cultural identities and the art trends. This diversity not only enriches the exhibition, but also promotes the integrated development of arts and culture.

Other officiating guests included Executive Committee member of the Hong Kong Designers Association Miss Kristie Ip; the Chairman of the Art Subcommittee of the Museum Advisory Committee, Professor Desmond Hui; and the Museum Director of the HKHM, Mr Brian Lam.

The exhibits include 18 distinctive award-winning entries and 137 selected entries, as well as individual creative works contributed and donated by the international judges. The winner of the Gold Award in the "Thematic: Multiverse" category is "MULTIVERSE" by Chen Yuese from Mainland China. The perfect combination of the Chinese character "Wu" and Taijitu on the poster reflects the breadth and depth of Chinese culture. The Gold Award in the "Promotion of Cultural Programmes" category is awarded to WePlayDesign from Switzerland. Its poster, "Festival Filmar 2020", was designed for a film festival. The visual identity was inspired by Mayan languages. The selected glyphs represent hands, symbolising actions integral to filmmaking such as framing, shooting, and composition. The winner of the Gold Award in the "Commercial and Advertising" category is "The Beautiful and the Useful" by Sandy Eddie Tommy Associates from Hong Kong. The poster showcases the texture and beauty of paper products, using three basic geometric forms, i.e. square, triangle and circle to illustrate a cardboard inner tray, a wooden spatula and a shallow dish. The Gold Award in the "Animated Poster" category is awarded to "Cyberpunk Experience" by Götz Gramlich from Germany, with an animated design featuring water droplets on the screen to explore the interpenetration and mutual influence of natural and technical realities, and the contradiction occurred.

To tie in with the exhibition, the HKHM will hold a talk and panel discussion from 3pm to 5pm on December 7 at the 1/F Museum Theatre. Furthermore, visitors can enjoy the award-winning entries of the "11th China International Poster Biennale" held in Hangzhou, Zhejiang, in 2023, on the digital screen outside the Thematic Gallery during the exhibition period.

The exhibition is presented by the LCSD and the Hong Kong Designers Association, organised by the HKHM. For details of the exhibition and special programmes, please visit hk.heritage.museum/en/web/hm/exhibitions/data/hkipt2024.html, or call 2180 8188 for enquiries.



