

Immediate Release

The 7th Projection Mapping Festival **Organised by Hong Kong Design Centre**

Driving STEM Education Through Projection Mapping Design:
Leading Students to Engage and Interact with the Community and the Public

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Hong Kong, 3 May 2025 - The **Hong Kong Project Mapping Festival** returns with great acclaim and is held on 3 May 2025 (Saturday). Now in its seventh edition, the festival is organised by the **Hong Kong Design Centre**, co-organised by the **Sham Shui Po District Office of Home Affairs Department** and **ICT-in-Physical Education Foundation**. It showcases projection mapping works created by primary and secondary students utilising artificial intelligence (AI). The festival promises to be not only a visual journey but also an innovative platform that promotes STEM education through the creative design of projection mapping.

This year's Hong Kong Projection Mapping Festival embraces the theme "Inclusion, Building Together, A Vibrant Community." Participating students apply their STEM knowledge and thinking skills to create innovative works, transforming their ideas into stunning visual designs. They construct their projection mapping performances live on-site, showcasing their talents and creativity in real time. In an exciting addition, the festival also premieres two musical films produced by local students that integrate AI with extended reality (XR) technology. Titled "Let Her Land" and "The Earth," these films explore concepts of "Parent-Child Conflicts" and "A Story of Sham Shui Po from Past to Present". The event takes place for the first time in the public space under the flyover on Tung Chau Street in Sham Shui Po. It includes interactive booths and projection mapping experience activities, allowing the public to personally engage with the blend of creativity and technology.

Dr. Wallace Lam, Director - Strategic Development at the Hong Kong Design Centre, stated: "The integration of design and technology is increasingly vital, yet creativity must be deeply intertwined with societal needs to foster more human-centred design. By hosting this year's Hong Kong Projection Mapping Festival in the public space across from the DX design hub, we aim to embrace the hub's mission as a centre for design and fashion inspiration, bringing young people closer to their community. This initiative not only connects youth with their surroundings but also fosters relationships through their hands-on creations, revitalizing the area with energy and innovation. Through this endeavour, we aspire to ignite a collective conversation that highlights creativity's transformative role in shaping our shared environment."

Projection Mapping is a unique performance art form that seamlessly blends design, art, and technology. It employs professional projection techniques to precisely project images onto a variety of three-dimensional objects, such as buildings or creative design installations, infusing static objects with life and dynamism. This technology is widely used in theme parks, tourist attractions, advertising, concerts, and various exhibitions. The diverse expressions of projection mapping not only enhance students' design thinking and technological skills but also improve their teamwork and communication abilities. More importantly, it fosters empathy, creativity, entrepreneurial instincts, and taste among students. In light of the recent trend of widespread AI technology application, the youngest participant this year is just in Primary 2! Performance Schools include: Good Hope Primary School Cum Kindergarten, Hong Kong Baptist University Affiliated School Wong Kam Fai Secondary and Primary School, Catholic Mission School, Tai Po Old Market Public School, Sau Mau Ping Catholic Primary School, Cheung Sha Wan Catholic Secondary School and tertiary student production team.

The Projection Mapping Festival is free and open to the public, inviting the public to enjoy the hard work of young creators while voting for their favourite projection mapping works on-site. The creative booth activities start at 1 pm, followed by the opening ceremony at 2 pm. The winners of each award are announced during the awards ceremony, based on evaluations by judges and public voting. Following the ceremony, street performances extend the festive atmosphere until 7:00 PM.

The 7th Projection Mapping Festival

Date	3 May 2025 (Sat)
Time	1pm to 7pm
Venue	Tung Chau Street Under Bridge Activity Space, Sham Shui Po (Facing to DX Design Hub)
Organiser	Hong Kong Design Centre
Co-organiser	Sham Shui Po District Office of Home Affairs Department, ICT-in-Physical Education Foundation
Highlight	Projection Mapping Showcase, Voting, Interactive Experience Zone, Award Presentation

Appendix 1: List of Performance Schools and Project Mapping Works

School Name	Projection Mapping Works
1. Good Hope Primary School Cum Kindergarten	The Zoo
2. Hong Kong Baptist University Affiliated School Wong Kam Fai Secondary and Primary School	Life and the World
3. Catholic Mission School	Rise of Hong Kong

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| 4. Tai Po Old Market Public School | Panda's Little Universe |
| 5. Sau Mau Ping Catholic Primary School, | AI Inclusive Sports Universe |
| 6. Cheung Sha Wan Catholic Secondary School | Perseverance and Resilience |
| 7. Tertiary student production team | Fashion Design in Projection Mapping |

END

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About DX design hub

Operated by Hong Kong Design Centre, DX design hub in Sham Shui Po nurtures emerging design talents and fashion designers, fostering creativity and collaboration. Showcasing the synergy between design disciplines, it serves as a vibrant platform for community engagement and creative tourism. The Hub offers exhibition spaces, activity spaces, and a retail area for designers to gain hands-on experience. It functions as a central workstation for HKDC and design-related Associations, leading initiatives to promote fashion and diverse design projects. With a mission to inspire creativity and innovation, we aim to enable the Hub to become the creative anchor in Hong Kong with various specialized zones including The Square, The Fashion-Pop, The Box, The Gallery, The Design Museum, The Annex, The Steps, The Lounge, The Barn and The Fashion Spotlight.

The construction work of the Hub is undertaken by the Urban Renewal Authority (URA), ensuring a state-of-the-art facility that supports our vision. The Cultural and Creative Industries Development Agency of the Government of the Hong Kong Special Administrative Region is responsible for strategy formulation, coordination, and supervision, guiding the Hub's initiatives to align with industry needs and aspirations.

About Hong Kong Design Centre (www.hkdesigncentre.org)

Hong Kong Design Centre is a strategic partner of the Government of the Hong Kong Special Administrative Region in leveraging the city's East-meets-West advantage to create value from design.

To achieve our goals we:

- Cultivate a design culture
- Bridge stakeholders to opportunities that unleash the value of design
- Promote excellence in various design disciplines

About Cultural and Creative Industries Development Agency (www.ccidahk.gov.hk)

The Cultural and Creative Industries Development Agency (CCIDA) established in June 2024, formerly known as Create Hong Kong (CreateHK), is a dedicated office set up by the Government of the Hong Kong Special Administrative Region (HKSAR Government) under the Culture, Sports and Tourism Bureau to provide one-stop services and support to the cultural and creative industries with a mission to foster a conducive environment in Hong Kong to facilitate the development of arts, culture and creative sectors as industries. Its strategic foci are nurturing talent and facilitating startups, exploring markets, promoting cross-sectoral and cross-genre collaboration, promoting the development of arts, culture and creative sectors as industries under the industry-oriented principle, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community to implement Hong Kong's positioning as the East meets-West centre for international cultural exchange under the National 14th Five-Year Plan.

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