

TRADITION IN THE FUTURE

GAFA Cultural Innovation Design Exhibition

傳統在未來——廣州美術學院文化創新設計展

Collaborating with the Guangzhou Academy of Fine Arts (GAFA), the “Tradition in the Future - GAFA Cultural Innovation Design” exhibition aims to promote close academic cooperation between the two institutes and facilitate insightful exchanges and mutual learning. The exhibition features a selection of around 42 sets of innovative designs and cultural projects from the Guangzhou Academy of Fine Arts, including graphic design, product design, animation and IP design, interactive design, digital media and art design. This collection of works showcases the development of the design scene: it all starts from the research on cultural lifestyles to the celebration of the diverse global culture in the post-pandemic world, and shifts towards the exploration of the challenge and opportunity brought about by the innovation of smart technology and its integration into the human civilisation. It encompasses culture in relations with craftsmanship, life and technology, while reflecting on the trajectory of culture and human civilisation, thereby inspiring the creative vitality of the Lingnan culture and synthesising the “Y Art Exhibition” series into the contemporary era.

香港知專設計學院與廣州美術學院合辦的《傳統在未來——廣州美術學院文化創新設計》展覽，旨在展開兩間學院的緊密學術合作，促進兩地學生就設計專科進行深度交流及互相學習。展覽精選了來自廣州美術學院約42組創新設計和文化專案，包括平面設計、產品設計、動畫與IP設計、交互設計、數字媒體及藝術設計等項目。由文化生活方式研究，到疫情後立足於多元國際生態的文化思考，再而轉向技術革新帶來的智能技術，與人類文明智慧融合所帶來的挑戰與探索——將「粵享粵美」系列融入時代的洪流中，從文化與工藝、文化與生活、到文化與智能科技，並回溯文化與人類文明走向的思考，激發嶺南大地上文化的創造性和生命力。

Visiting Info 參觀資料

26 Jan -
29 Apr 2024

10am – 8pm

Closed on Tuesdays 逢星期二休館

Experience Centre

MTR Tiu Keng Leng
Station Exit A2

港鐵調景嶺站A2出口

Free
Admission

免費入場



Exhibition Website
展覽網站

1. Visual Graphics and Images

This session focuses on four main themes, namely “Visual Culture Design”, “Digital Creative Design”, “Social Innovation Design”, and “Publication Design”. “Visual Culture Design” showcases the innovative fusion of traditional culture and modern symbols. “Digital Creative Design” promotes integrations with local industries. Students can strengthen their practical skills as well as build up Chinese brands that meet commercial demands. “Social Innovation Design” makes use of the resources provided by local communities and the school to boost village redevelopment. Using Dongping Da’ao Fishing Village as a real-life example, it aims to push forward the social and ecological transformation through designs. “Publication Design” takes on an unconventional path and anchors on Lingnan culture as a research subject, exploring design ideology under the influence of new media and stimulating thoughts on the current conditions and the development of culture.

Projects: *Listen to a Song* × *Buy a Fresh One*, *Hello, sea.*, *Chaoshan Blessing Express*, *Talked Different Dialects*, *A Letter Home*, *Legend of the White Snake in the Cantonese Opera and the Movie*

2. Creative Products

This session revolves around “Creative Project Planning and Design”, “Innovations of Guangzhou Embroidery” and “Creative Jewellery Design”. “Creative Project Planning and Design” emphasises on a point that innovations start with cultural awareness. It explores cultural innovation in the Lingnan region and its related dissemination through multi-dimensional analyses and research. “Innovation of Guangzhou Embroidery” is dedicated to revitalising Guangzhou embroidery in the present, preserving its unique domestic sentiments and regional characteristics to realise the dynamic inheritance of intangible cultural heritage. “Cultural Creative Jewellery Design” combines the cultural resources of the Greater Bay Area to explore the representation of intangible cultural heritage in contemporary accessories design, and promote the inheritance and sustainability of such culture.

1. 視覺圖形

主題圍繞「視覺文化設計」、「數位文創設計」、「社會創新設計」及「出版物設計」。「視覺文化設計」展示傳統文化與時代符號的嶄新融合；「數位文創設計」則與地方產業合作，提升學生實踐能力，結合商業需求打造中華品牌；「社會創新設計」整合院校地區兩方資源來促進鄉村振興，以東平大澳漁村為實踐案例，通過設計推動社會和生態變革；「出版物設計」突破傳統形式，以嶺南文化為研究內容，探索新媒體下的設計形態，引導思考文化現狀與創新。

作品包括：《聽首歌仔 × 買條新鮮》、《來討海嘍 × 冇得談》、《興嘢順嘢，潮汕祈福快遞》、《南腔北調》、《家書》、《戲影白蛇》

2. 文創產品

主題圍繞「文創專題策劃與設計」、「廣繡的創新實踐」及「文創首飾設計」。「文創專題策劃與設計」強調以文化認知作為實踐創新的起點，通過多維度分析與實地調研，探索嶺南文化之創新與傳播路徑；「廣繡的創新實踐」致力將廣繡於當代生活中推陳出新，保留獨特民間情韻與地域特色，實現非遺的活態傳承；「文創首飾設計」結合大灣區文化資源，探索非遺主題在當代首飾藝術中的呈現方式，推動文化的動態傳承與其可持續發展。

Projects: *Canton Porcelain* × *Emoji New Century Creative Pattern Design*, *Guo Fan - Flowing across the ocean: The installation and jewellery innovation design from Chaozhou gold lacquered wood carving to overseas Chinese remittance culture*, *A Lie Ya Luo - The Tanka songs cultural and creative jewellery design*, *Search for the Qilin*, *Growing - Lamp Design*

3. Digital Art

This session is about “Projection Artistic Design” and “Digital Morphology Design - Digital Lingnan”. The “Projection Artistic Design” discusses the characteristics, production processes, and artistic applications of light projection, and particularly introduces 3D mapping to the project. The artworks are centred around Chinese traditional culture and classical components, and, through offline teaching, demonstrate the results of this arrangement. “Digital Morphology Design - Digital Lingnan” combines parametric design with the intangible cultural heritage in the Lingnan region, exploring the possibilities of the design of form. Through experiments, students can explore the boundless possibilities between computer programming and nonlinear modelling.

Projects: *Lion Dance to the East*, *Danqing Lingnan*

4. Animation and Entertainment

Animation serves as a perspective for observing the world and expressing art, it is also a medium for cultural dissemination. With the aid of digital art and artificial intelligence, “GAFA Animation: Film and Television Animation” and “GAFA Animation: Games and Digital Entertainment” both study the integration of the distinctive cultural characteristics of the Greater Bay Area and the developments of the new era, from which a new art form is derived. These projects leverage new technologies such as animation, IP design, and digital media to present the Greater Bay Area in a new light to the audience.

Projects: *Persimmon*, *Small Plane*, *The Song of Time*, *Fallen to Mortal World*, *The Kapok*, *Red Silk*, *Continue*, *Fish Lantern*, *Ancient and Modern Litchi Sweet Honey*, *Xian Gang*, *The Youthful Colours of Super Engineering*, *Bing Dwen Dwen Folk Series*, *Bing Dwen Dwen Aerospace Series*, *Southern Blot*, *LION.CN*, *SEA U*, *Red Cork*, *Fantasy - Three Generations of “Ming God” Concept Design*

作品包括：《廣彩 X emoji 新世紀創意圖案設計》、《過番 - 從潮州金漆木雕到僑批文化的裝置與首飾創新》、《啊咧呀囉 - 壹家咸水歌文化創意首飾設計》、《尋鱗記》、《生·長 - 燈具設計》

3. 數位藝術

主題圍繞「光影藝術設計」及「數位形態設計—數位嶺南」。「光影藝術設計」專題探討光投影藝術特徵、製作流程和藝術應用，並特意引入立體光雕(3D Mapping)設計項目。作品圍繞中國傳統文化與古典元素設計，通過線下教學展現藝術應用的成果；「數位形態設計—數位嶺南」結合參數化設計和嶺南非遺文化，探討形態設計的可能性。學生運用電腦程式設計和實驗非線性造型，從實驗性過程探索兩者之間的無限可能。

作品包括：《獅舞東方》、《丹青嶺南》

4. 動漫遊戲

動畫是一種觀察世界與表達藝術的視角，也是文化傳播的載體。「廣美動畫·影視動畫」和「廣美動畫·遊戲與數字娛樂」通過數位媒體藝術和人工智能科技，重點探索把大灣區特色文化與新時代發展相互結合的嶄新藝術形式。專案設計運用動畫、IP設計、數字媒體等新技術，讓大灣區以嶄新的面貌呈現在觀眾眼前。

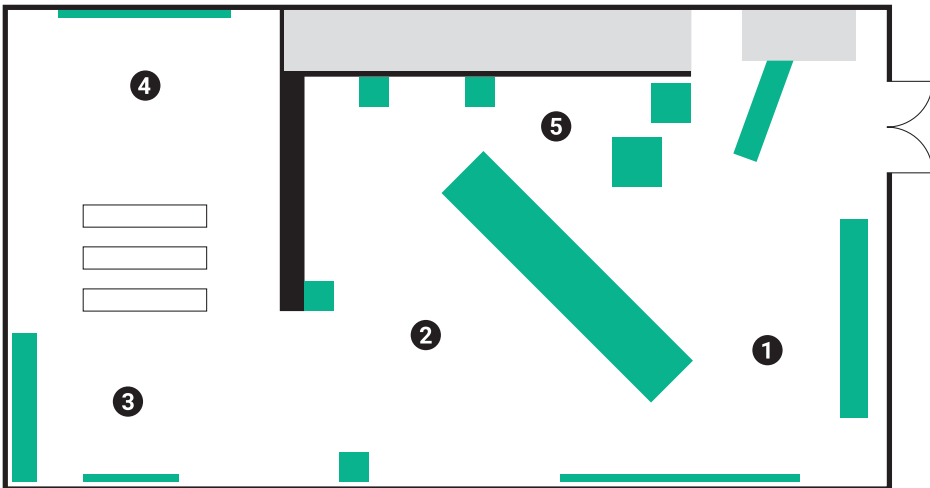
作品包括：《柿子樹》、《小飛機》、《流·聲》、《落凡塵》、《虹·棉》、《紅網》、《長香續》、《魚燈》、《古今荔枝甜蜜蜜》、《覓岡·僑心記》、《超級工程的青春色彩》、《冰墩墩民俗系列（冰墩墩賀年+糖話冰墩墩之冬奧精神）》、《冰墩墩航太系列短片（火星篇+天宮篇）》、《南方印迹》、《醒·獅》、《海裡路亞》、《火丁》、《(國語) 幻想志——三代「明神」概念設計》

5. Culture Research Workshop

Lingnan martial arts is renowned as a gem of Lingnan culture. It is regarded as an important branch of Chinese martial arts culture, and serving as a gangplank through which other countries understand Chinese culture. Invited by the Guangzhou Intangible Cultural Heritage Protection Centre, teachers and students from GAFA extensively studied three renowned styles of Guangdong martial arts - Miji Wang Wing Chun, Beisheng Cai Li Fo boxing and Huadu Hongquan for over six months. Their research yielded comprehensive reports with meticulous details. From this research, they also created animation IP, creative products, interactive designs, etc, which were exhibited at the Guangzhou Cultural Hall and well-received by the public.

Projects: *Lingnan Martial Art IP Design - Wingchun Family*, *Lingnan Martial Art IP Design - Beisheng Choy Li Fut Family*, *Lingnan Martial Art IP Design - Legend of Wingchun*, *Lingnan Martial Art IP Design - Mi Gei Wong WingChun Family*, *Martial Arts Photography*, *Martial art IP Design - HongShi Juvenile*, *Guangdong Martial Arts Research Report*, *Wing Pu*, *Lingnan Wushu - Digital Chae Lee Foo Boxing*, *Lingnan Martial Arts - Digital Wing Chun*, *Bridge Hunting*

Exhibition Floor Plan *Map for reference 展覽平面圖 *平面圖只供參考



5. 專題工作坊

嶺南武術有著「嶺南文化奇葩」的美譽。它不僅成為中華武術文化的一個重要分支，更是其他國家認識中國文化的重要視窗之一。受廣州市非遺保護中心的邀請，廣州美術學院師生團隊對廣州米機王咏春拳、廣州北勝蔡李佛拳、和廣州花都洪拳三種拳法進行了半年多的調研，形成了詳實的研究報告。並基於此，創作了動漫IP、文創產品、交互設計作品等，在廣州市文化館面向社會公眾發佈並展覽，獲得了廣大市民的好評與喜愛。

作品包括：《武術IP設計之咏春家族》、《武術IP設計之北勝師徒》、《武術IP設計之蛇鶴傳說》、《武術IP設計之米機王咏春》、《武術紀實攝影》、《武術IP設計-洪獅少年》、《嶺南武術專題調研報告》、《咏譜》、《嶺南武術·數字蔡李佛拳》、《嶺南武術·數字咏春拳》、《尋橋》

About Hong Kong Design Institute 關於香港知專設計學院

Hong Kong Design Institute (HKDI)

Hong Kong Design Institute (HKDI) is a member of VTC Group. HKDI was established in 2007 with the mission to be a leading provider of design education and lifelong learning, including architecture, interior and product design, communication design, digital media, and fashion and image design. With a view to providing professional designers for the creative industries, it promotes the “think and do” approach and encourages interdisciplinary synergy in its broad range of design programmes that cultivates students’ cultural sensitivities and sense of sustainability. HKDI maintains a strong network with industry and provides its students with essential practical experience. Overseas exchanges are actively arranged for students to broaden their international perspective.

HKDI Gallery

Affiliated to HKDI, HKDI Gallery dedicates to present the exposition of cutting edge international exhibitions and contemporary issues on design. In addition, HKDI Gallery aims to support HKDI as one of the centres of design education in the region and promote design culture in Hong Kong. HKDI Gallery engages with parties at home and abroad. Recent top-notch exhibitions include large-scale arts and technology exhibition *Hylozoism, Look: The Graphic Language of Henry Steiner, Waste Age: What Can Design Do?* by the Design Museum, London, exhibition for Zaha Hadid Architects, the retrospective for the Pritzker Prize-winning Spanish architect Rafael Moneo, the solo exhibition for the renowned Japanese designer Dai Fujiwara, the solo exhibition for the Oscar-winning artist Tim Yip, etc.

香港知專設計學院

香港知專設計學院（HKDI）為 VTC 機構成員。HKDI 於 2007 年成立，旨在成為卓越的設計院校，提供具國際水平的設計教育及持續進修課程，包括建築、室內及產品設計、傳意設計、數碼媒體，以及時裝及形象設計，為創意工業培育優秀的設計人才。學院採取「思考與實踐」的教學理念，透過多元化的設計課程，加強學生對文化及環保的觸覺，促進跨學科的融匯交流，以啟發學生的創作思考。學院與業界保持緊密聯繫，透過與設計業界合辦的項目及實習計劃，讓學生獲取工作經驗，同時積極為學生提供海外交流的機會，拓闊國際視野。

HKDI Gallery

HKDI Gallery 隸屬香港知專設計學院（HKDI），致力展示最前沿的國際設計展覽，推廣設計文化，同時貫徹 HKDI 成為設計教育重鎮的使命。HKDI Gallery 歷年跟海內外不同單位合作，近期重要展覽包括大型藝術科技展《萬物有靈》、《石漢瑞的圖語世界》、倫敦設計博物館的《廢棄時代》、扎哈·哈迪德建築事務所所展覽、西班牙國寶級建築師拉斐爾·莫內歐回顧展、日本知名設計師藤原大個展、奧斯卡獎得主葉錦添個展等。

About Guangzhou Academy of Fine Arts (GAFA) 關於廣州美術學院

Guangzhou Academy of Fine Arts

Guangzhou Academy of Fine Arts (GAFA), located in Guangzhou, Guangdong Province, is the only higher fine arts institution in South China approved by the Ministry of Education and one of the eight fine arts academies in China.

The School of Visual Arts Design at GAFA

The School of Visual Arts Design was established in September 2010 through the merger of the Decoration Department, which had a long tradition, and the emerging Digital Art Design Department. In November 2018, the Art and Technology Program was incorporated into the school. Currently, the school offers four undergraduate programs: Visual Communication Design, Animation, Digital Media Art, and Art and Technology. The school has 77 staff members, including 63 full-time teachers, 8 professors, 23 associate professors, 26 PhDs, and 12 PhDs in training. The student body comprises 1,120 undergraduates and 183 graduates.

School of Innovation Design, GAFA

The School of Industrial Design was established in September 2010 and currently offers seven undergraduate programs: Industrial Design, Product Design, Intelligent Interaction Design, Art Design, Dyeing and Weaving Art Design, Clothing and Apparel Design, and Clothing Design and Engineering. Its teaching and research framework consists of five departments: Industrial and Interaction Design, Product Design, Art Design, Dyeing and Weaving Art Design, and Clothing Design, along with four research institutes: Furniture Design, Design Perception, Design Psychology, and Human Factors Engineering.

廣州美術學院

廣州美術學院，位於廣東省廣州市，是經國家教育部批准成立的中國華南地區唯一一所高等美術學府，中國八大美院之一。

廣州美術學院視覺藝術設計學院

成立於 2010 年 9 月，由廣州美術學院具有悠久傳統的裝潢系和新興的數碼藝術設計系聯合組建而成，2018 年 11 月，藝術與科技專業併入學院。目前學院設有視覺傳達設計、動畫、數字媒體藝術、藝術與科技 4 個本科專業。教職員 77 人，其中教授 8 人，副教授 23 人，博士 26 人，在讀博士 12 人。在校學生 1200 餘人。

廣州美術學院工業設計學院

成立於 2010 年 9 月，目前開設有工業設計、產品設計、智慧交互設計、藝術設計學、染織藝術設計、服裝與服飾設計、服裝設計與工程七個本科專業（方向）。學院設立 5 個系：工業與交互設計系、產品設計系、藝術設計學系、染織藝術設計系、服裝設計系；4 個研究所：傢俱設計研究所、設計感知研究所、設計心理學研究所、人因工程研究所。

傳統在未來

廣州美術學院文化創新設計展

TRADITION
IN THE FUTURE
GAFA CULTURAL INNOVATION
DESIGN EXHIBITION

