

**For information on
7 April 2017**

LanDAC PRP SC Paper No. 02/2017

**LANTAU DEVELOPMENT ADVISORY COMMITTEE
PUBLIC RELATIONS AND PROMOTION SUBCOMMITTEE**

Logo Design Competition for Development and Conservation of Lantau

PURPOSE

This paper aims to brief the Public Relations and Promotion Subcommittee (PRP SC) of the Lantau Development Advisory Committee (LanDAC) on the Logo Design Competition for “Development and Conservation of Lantau” (the Competition).

BACKGROUND

2. We proposed in the PRP SC meeting on 29 July 2016 that promotion activities on development and conservation of Lantau would be held. It was hoped that through such activities, the public would realise the principles and the work involved in balancing development and conservation of Lantau, as well as understand the importance of such developments to the long-term strategic growth and sustainable development of Lantau and Hong Kong as a whole. Such activities include the Competition.

**LOGO DESIGN COMPETITION FOR DEVELOPMENT AND
CONSERVATION OF LANTAU**

3. With the theme of “Development and Conservation of Lantau”, the Competition was held to convey the message, by means of logo designs, that creating an ideal living space for Lantau, while emphasizing and strengthening conservation of the natural environment and maintaining ecological balance.

4. Commenced in November 2016, the Competition aimed to collect creative and appealing logo designs that can accurately and clearly convey the theme of the Competition while raising the public awareness and understanding of the planning vision of Lantau. In addition, the Competition provided an opportunity to recognize locals for their design talents. The winning entries might be used in the publicity and promotion activities on development and conservation of Lantau.

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CATEGORIES OF AWARDS

5. There were two categories of awards, namely Open Group and Student Group, with the former being targeted at Hong Kong permanent residents and the latter open to the secondary and primary students of Hong Kong only. Each participant was allowed to enter either group and submit no more than two entries.

JUDGING PANEL AND JUDGING CRITERIA

6. The competition was well received by the public, with 278 entries submitted under the Open Group and 81 entries under the Student Group. A meeting was held on 13 February 2017 for adjudication of all entries by the Judging Panel. The composition of the Judging Panel was as follows:

Mr LAM Sai-hung, JP	Director of Civil Engineering and Development
Mr HA Wing-on, Allen	Chairperson of the PRP SC of the LanDAC
Mr LEUNG Kwan-kong, Ron	Chairperson of The Hong Kong Designers Association
Dr LEE Pui-yuen, Vincie	Assistant Professor (Advertising Design), School of Design, The Hong Kong Polytechnic University
Dr NG Cho-nam	Associate Professor, Department of Geography, The University of Hong Kong

7. The judging criteria adopted by the Judging Panel for selecting winning entries included the accuracy and clarity of the theme message, creativity and uniqueness as well as attractiveness of the entries. One Grand Prize and ten Merit Prizes were eventually selected each from Open Group and Student Group. Awards included \$50,000 for the Grand Prize and \$5,000 for each of the Merit Prizes in the Open Group; and \$5,000 for the Grand Prize and \$1,000 for each of the Merit Prizes in the Student Group.

AWARD PRESENTATION CEREMONY

8. The award presentation ceremony was held at the City Gallery in Central on 18 March 2017, in which results were announced and prizes were awarded. A list of the winners and their entries is detailed at **Annex 1**. Photos of the award presentation ceremony are at **Annex 2**.

ROVING EXHIBITIONS OF WINNING ENTRIES

9. The roving exhibitions of the winning entries were organised from 20 March to 30 April 2017 at six locations, namely City Gallery in Central, Queensway Government Offices, Tung Chung Safe and Healthy City Community Library

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Resource Centre, Tsuen Wan Government Offices, North Point Government Offices and Central Pier No. 6. For details, please visit the Competition's website (www.landac.hk/logo_competition).

CONCLUSION

10. Members are invited to note the brief on the Competition.

**Civil Engineering and Development Department
April 2017**

Winners and Winning Entries

**Open Group
Grand Prize
(One Only)**



LAU Ka Kiu



**Open Group
Merit Prize
(Ten)**



MA Po Shan



WONG Ming Yan



Development and
Conservation
of Lantau

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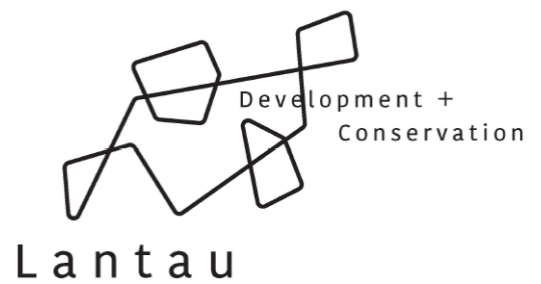
YIN Si Yun Antony



LO Yee Cheung
Adrian



LAU Kin Hei



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YIP Shek Lin



Development
and Conservation
of Lantau

NGAN Lun Yi

LANTAU ISLAND



CHAN Wai



發展及保育
大嶼山

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HUNG Cheung To



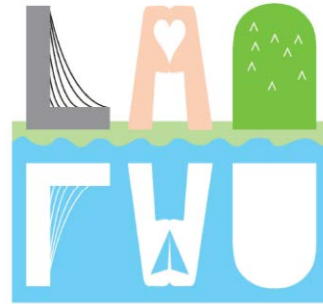
NG Chung Wa



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**Student Group
Grand Prize
(One Only)**

Yoshi KOMURA



**Student Group
Merit Prize
(Ten)**

CHEUNG Ka Yan



WONG Anna Pek



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KWOK Hiu Tung



KWOK Tsz Him



TSE Yung

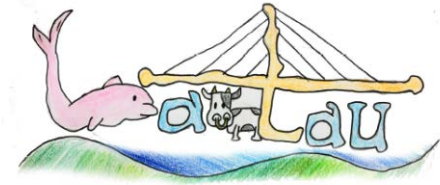


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WONG Tsz Ki



SO Tsz Yin



LIU Chit Yan



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KONG Wing Ki



HO Chung Wai



Photos of the Award Presentation Ceremony



Photo 1: Mr CHOW Yuk-tong (left), the Chairman of the Islands District Council and Non-official Member of the Lantau Development Advisory Committee, presenting the grand prize for the Open Group to the winner.



Photo 2: Dr CHU Ting-kin, Kenneth (left), the Deputy Chairperson of the Public Relations and Promotion Subcommittee of the Lantau Development Advisory Committee, presenting the grand prize for the Student Group to the winner (by representative).

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Photo 3: The officiating guests (front row, from fourth left) Mr MAK Shing-cheung, Vincent, the Deputy Secretary for Development (Works); Dr CHU Ting-kin, Kenneth, the Deputy Chairperson of the Public Relations and Promotion Subcommittee of the Lantau Development Advisory Committee; Mr CHOW Yuk-tong, the Chairman of the Islands District Council and Non-official Member of the Lantau Development Advisory Committee; Mr LEE Kui-biu, Robin, JP, the Project Manager of the Hong Kong Island and Islands Development Office of the Civil Engineering and Development Department; and Dr LEE Pui-yuen, Vincie, the Assistant Professor (Advertising Design), School of Design, The Hong Kong Polytechnic University, with the winners.