



Call for Victoria Harbour Icon Design
維港標記設計徵集

Presentation to Task Force on Harbourfront Developments
in Kowloon, Tsuen Wan and Kwai Tsing

27 July 2011

The Competition

- Co-organized by Development Bureau, Civil Engineering and Development Department and Harbourfront Commission
- Launched in January 2011
- In search for a unique, dedicated and consistent visual identity for Victoria Harbour
- Two groups - Open Group and Student Group
- Open Group winner becomes Victoria Harbour's icon
- An entry selected as Harbourfront Commission's logo
- 800+ entries received (500+ from Open Group, 300+ from Student Group)
- Adjudication of Victoria Harbour Icon by independent multi-disciplinary jury panel led by Mr Michael Miller Yu
- Selection of HC logo by a panel of HC members
- Results announced in prize giving ceremony on 4 July 2011





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Prize Giving cum Launching Ceremony

4 July 2011 (Mon) PM

Sun Yat Sen Memorial Park, Sheung Wan

(上環中山紀念公園)

Officiating Guests:

Mrs. Carrie Lam, GBS, JP, Secretary for Development

Mr. Nicholas Brooke, BBS, JP, Chair of Harbourfront Commission

Mr. Hon Chi-keung, JP, Director of Civil Engineering and Development

Mr. Michael Miller Yu, Head Juror

Attendance: 480+



Prize Giving cum Launching Ceremony





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Prize Giving cum Launching Ceremony



Victoria Harbour Icon

- Designer: Mr Lo Hiu-tang 羅曉騰



VICTORIA
HARBOUR



Harbourfront Commission Logo

- Designer: Mr Wong Shing-him 黃誠謙



Harbourfront Commission

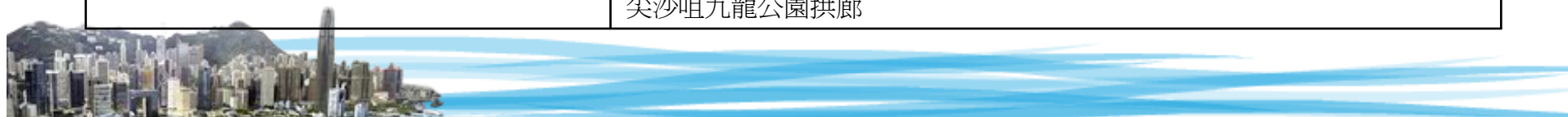
海濱事務委員會



Roving Exhibition

In addition to on-site exhibition at the ceremony:-

Exhibition Date 展覽日期	Exhibition venue 展覽地點
5/7/2011 – 10/7/2011	1/F, Immigration Tower, Wan Chai 灣仔入境事務大樓一樓
11/7/2011 – 17/7/2011	G/F, Revenue Tower, Wan Chai 灣仔稅務大樓地下
18/7/2011 – 23/7/2011	G/F, North Point Government Offices 北角政府合署地下大堂
28/7/2011 – 31/7/2011	MTR Kwun Tong Station 觀塘港鐵站
3/8/2011 – 11/8/2011	The Hong Kong Planning and Infrastructure Exhibition Gallery, G/F, Murray Road Multi-storey Car Park Building, 2 Murray Road, Central 香港中環美利道 2 號美利道多層停車場大廈地下香港規劃及基建展覽館
12/8/2011 – 15/8/2011	1/F Central Terminal Building, Central Pier No. 7 (Star Ferry Pier), Central 中環天星小輪大堂7號碼頭連接大樓一樓
24/7/2011 – 27/8/2011	1/F Fashion World, Wonderful Worlds of Whampoa Garden, Hung Hom 紅磡黃埔花園新天地時尚坊一樓
29/8/2011 – 1/9/2011	Foyer of Hong Kong Cultural Centre, Tsim Sha Tsui 尖沙咀香港文化中心大堂
2/9/2011 – 10/9/2011	Arcade of Kowloon Park, Tsim Sha Tsui 尖沙咀九龍公園拱廊



Application of Victoria Harbour Icon

1. Harbourfront Signage

- Provide directions for visitors to harbourfront destinations
- 6 pilot districts – Central & Western, Wanchai, Eastern, Yau Tsim Mong, Kowloon City, Kwun Tong
- Subject to smooth funding approval, construction will commence in end 2011 for completion by end 2012



Application of Victoria Harbour Icon

2. Promotional tools

- posters, banners and souvenirs



Souvenirs – Distribution Channels

- Prize Giving cum Launching Ceremony (4 July 2011)
- Roving exhibitions (July – Sept 2011)
- **Hung Hom Waterfront Promenade Initial Development Opening Ceremony (3 Sept 2011)**
- Hoi Yu Street Temporary Waterfront Promenade Ground-breaking Ceremony (11 Sept 2011)
- Other future harbourfront-related events



Application of HC Logo

1. Business cards

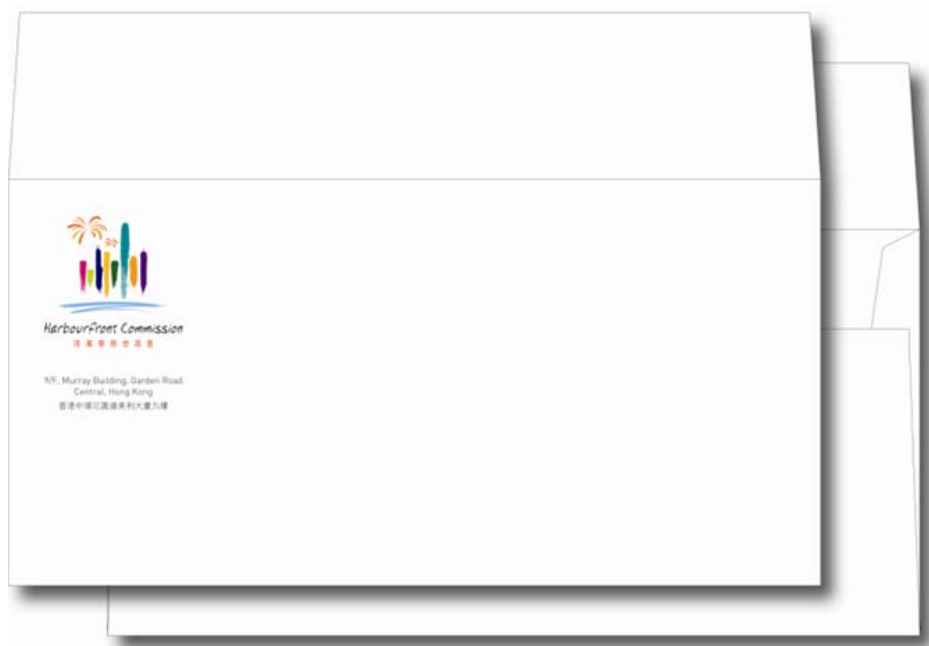




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Application of HC Logo

2. Stationary





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Thank you

*For further details of the competition,
please visit www.eyeonvictoria.hk*

