

Task Force on Kai Tak Harbourfront Development

For information
on 24 February 2017

TFKT/05/2017

Update on Implementation of Public Creatives in Kai Tak Development

PURPOSE

This paper updates Members on the implementation of Public Creatives in Kai Tak Development (KTD).

BACKGROUND

2. On 16 June 2014, Civil Engineering and Development Department (CEDD) organized a working session with interested members of the Task Forces on Kai Tak Harbourfront Development and on Water-land Interface of Harbourfront Commission to introduce the background and objective of the **“Study on Public Creatives of Kai Tak Development – Visual Identity”**. By using the concept of “Public Creatives”, we plan to develop the branding of KTD to echo its planning vision of creating **“a distinguished, vibrant, attractive and people-oriented community by the Victoria Harbour”**.

3. Public Creatives is an innovative place branding methodology with the aim of fostering a cohesive identity that reflects the core values and personalities of a place. Through different touch points in the public realm, such as public design, public art, public events, Public Creatives could enhance and strengthen a place identity. It helps to communicate the place branding of Kai Tak from simple details such as logos, graphics, design on street furniture items, to the organization of public events which all carry the signature of Kai Tak.

4. During the working session, members of the two Task Forces were briefed on the meaning of “Public Creatives”, based on which the design consultant made use of the concept of “tree” as the metaphor to reflect the core values “Current of Vitality” of KTD. A series of visual identity representing KTD, including logo, fonts, colors, as well as graphics like “DNA Bar” and “Energy Swirl”, were also created for the establishment of a coherent visual identity throughout Kai Tak area. Relevant government departments

have progressively applied the visually artistic “DNA Bar” and “Energy Swirl” graphics, initially to site hoardings of public works projects. **(Annex 1)**

PUBLIC DESIGN – VISUAL IDENTITY

5. With the progress of projects and public facilities within KTD, we have been working with relevant departments and stakeholders to incorporate the visual identity elements of “Current of Vitality” into the architectural design of their projects in order to demonstrate the **visual linkage** with KTD. The visual identity elements and Public Creatives have been employed into the design of a number of KTD projects, such as Kai Tak Fire Station at Cheung Yip Street, temporary seats and toilets at Shing Fung Road, Trade and Industry Tower, sewage pumping station at Prince Edward Road East, etc. Details of application in completed projects are summarized below:- **(Annex 2-1 to 2-6)**

Completed Projects in KTD	Public Creatives Application
Temporary toilets and seats at Shing Fung Road	<ul style="list-style-type: none"> ● Employment of “Tree” concept of “Current of Vitality” for the novelty design of the temporary seats and toilets at Shing Fung Road. ● Adoption of “Energy Swirl” graphic on the entrance façades of the temporary toilets.
Kai Tak Fire Station at Cheung Yip Street	<ul style="list-style-type: none"> ● Employment of DNA bar as graphic element of the folding shutters of the run-in/out of the fire station.
Trade and Industry Tower	<ul style="list-style-type: none"> ● Adoption of “Energy Swirl” graphic on the ceiling panel of the car park entrance as well as “DNA bar” graphic on the way finding systems and the glazing façade of the main entrance.
Sewage pumping station at Prince Edward Road East	<ul style="list-style-type: none"> ● Employment of “soil & minerals” of the DNA bar as graphic element for the boundary fence wall.

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SKH Holy Cross Primary School at Muk Hung Street	<ul style="list-style-type: none">● Adoption of “DNA bar” graphic on the central wall of the open staircase of the school.
Pedestrian Streets at Grid Neighbourhood at the former north apron area	<ul style="list-style-type: none">● Employment of “Energy Swirl” graphic on the paving pattern at the junction of the pedestrian streets and the visual corridor of the adjoining development sites.

PUBLIC ART AND EVENTS

6. Public Creatives in KTD not only aims at creating a coherent atmosphere through the style of design coping with unique functions of the sub-areas in accordance with the city urban planning, but also promotes and encourages public participation throughout the procurement process of public facilities to improve the sense of belongings in KTD. Rather than a top-down approach to apply public design, public art in the government facilities or public space in KTD, various public engagement events had been organized in KTD in the past few years for the prominent development projects. These include the design ideas competition for the Preservation Corridor for Lung Tsun Stone Bridge Remnants, the Kai Tak Fantasy International Idea Competition on urban planning and design, the design idea competition for Kai Tak River, the pedestrian street naming competition for Grid Neighbourhood at the former north apron area, etc. Through the public design process in the various open competitions, the aspirations for creating a distinguished, vibrant, attractive and people-oriented community by the Victoria Harbour were revealed in these public consultations and shared by the community at large.

7. Public engagement activities should not be limited to the preliminary design process of the public works in KTD. They also play important roles in the public space evolution in the post-occupation of the public facilities. Since the opening of the Kwun Tong Promenade on 16 January 2010, apart from providing a new open space for community activities, it has also become an ideal venue for arts display. A number of events, including photo contest, street performance, carnival, bazaar, and more, were held

there. A public art exhibition with the theme – “Cotton Tree” also chose the promenade as a perfect venue to showcase the artworks of several local artists. All these public events not only bring life to the promenade, and most importantly, they transcend the quality of public space hopefully evolving the surrounding fabrics.

KAI TAK BRAND IDENTITY MANUAL AND PUBLIC CREATIVES GUIDELINE

Reference Design

8. Apart from the logo and the graphic elements as mentioned in paragraphs 4 and 5 above, a set of reference design has been formulated by the design consultant for selected street furniture items, with due regard to their roles as communication vehicles of the brand identity of KTD whilst their roles as functional carriers for public facilities will not be compromised. With the “Current of Vitality” as the overarching design theme and the “Tree” as the metaphor, the consultants have further proposed the “leaf” and “twist” as two design languages for the street furniture items on top of the 3D conceptual languages presented in the working session previously.

AAII Approach

9. In addition to the reference design for selected street furniture items, the Kai Tak Brand Identity Manual and Public Creatives Guideline (the Guideline) also set out an implementation framework based on the “Application, Adaptation, Integration and Inspiration (AAII)” method, which is proposed to allow for continuous evolution and ultimate extension of the Current of Vitality into other public realms such as open spaces, Government, Institution or Community (GIC) facilities, etc. The introduction of this approach aims at providing guidance to stakeholders on how they could adopt Current of Vitality through Public Creatives methodology in their projects while maintaining flexibility and creativity in the design.

IMPLEMENTATION

10. The Guideline setting out the framework for the application of various street furniture design features was completed by the design consultant in December 2016 and has been uploaded to the “Kai Tak – Current of vitality” web page:

(http://www.ktd.gov.hk/publiccreatives/en/creatives_in_action.html) Amongst the selected street furniture items in the Guideline, for those items normally procured under infrastructure projects, such as street light pole, street name plate, paver pattern, manhole cover, etc., we would adopt direct application of the reference design with refinement on details subject to management and maintenance departments’ requirements.

11. We will continue collaboration with relevant departments and private service providers to adopt the methodology of Public Creatives for those street furniture items which are under their purview in order to foster the branding of KTD.

12. In parallel, we have kicked off incorporation of the graphic elements of Current of Vitality for pole structures of street lamp, street name plate, etc. and the paver pattern design in accordance with the Guideline into those infrastructure projects which are now under construction at KTD. For the street furniture items to be carried out in conjunction with forthcoming KTD infrastructure projects currently under design, the implementation will be phased in accordance with the programmes of the corresponding projects.

VIEWS SOUGHT

13. Members’ views on the implementation of Public Creatives are welcomed.

**Civil Engineering and Development Department
February 2017**

Kai Tak Identity Graphics on Hoarding Design of Kai Tak Development Sites

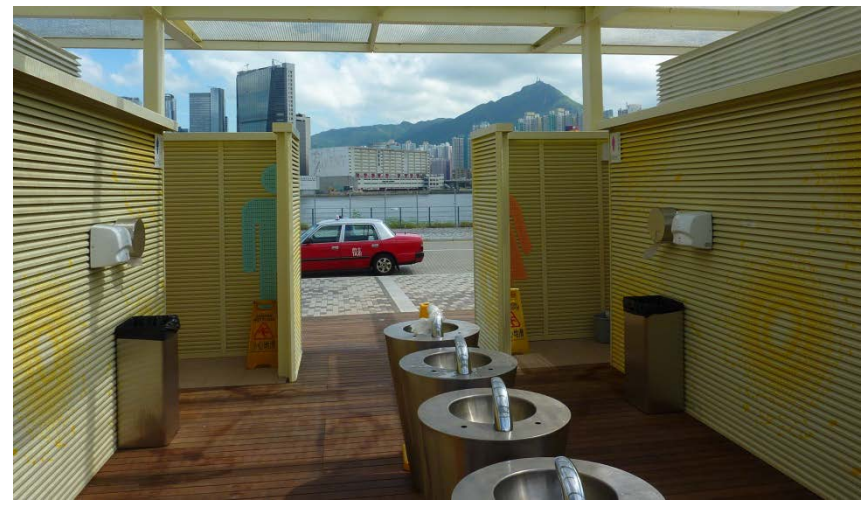


Public Design – Visual Identity

Employment of “Tree Concept” for the design of the temporary seats at Shing Fung Road



Adoption of “Energy Swirl” graphic on the façade of main entrance of temporary toilets at Shing Fung Road Station

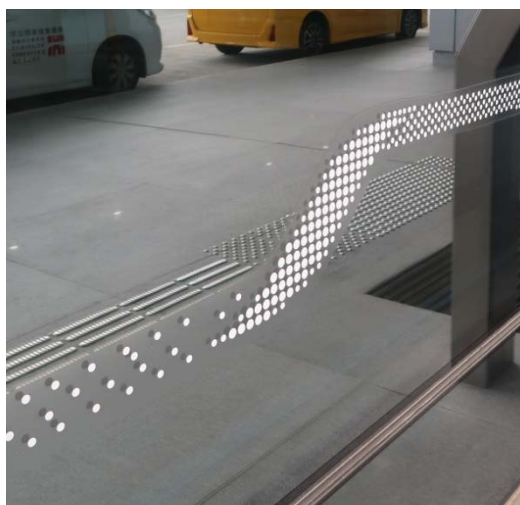


Adoption of Public Creatives graphic pattern on Shutter design of Fire Station



Adoption of “Energy Swirl” graphic on the ceiling panel of car park entrance of the Trade Industry

“DNA bar” graphic on façade and way finding elements



“Soil & Minerals” of the DNA bar graphics on the fence wall design of Sewage pumping station at Prince Edward Road East



“DNA bar” graphic at central wall of SKH Holy Cross Primary School at Muk Hung Street



“Energy Swirl” graphic on the paving pattern at the junction of pedestrian streets and the visual corridor of the grid neighbourhood private lots



“Energy Swirl” graphic on the tree labels at road side amenity areas

