

# Hong Kong Heritage Museum to showcase outstanding contemporary international posters (with photos)

â€‹The Hong Kong Heritage Museum (HKHM) will hold the exhibition for the "Still & Motion – Hong Kong International Poster Triennial 2021" competition from December 15. The exhibition will feature 116 entries to the competition from around the world as well as posters designed by four internationally renowned designers who were the competition panel judges, presenting the diverse culture and creativity of graphic designers around the world in still and motion.

The HKHM and the Hong Kong Designers Association have jointly organised the Hong Kong International Poster Triennial (HKIPT) since 2001. Through competitions, exhibitions and symposiums, the event documents and promotes the development of contemporary international poster design. In addition to calling for printed posters from three categories – "Ideology", "Promotion of Cultural Events" and "Commercial and Advertising" – this is the first year the HKIPT invited designers to submit digital posters with motion features for the "Animated Poster" category. A total of 2 299 entries were submitted from over 50 countries/regions to the competition.

The professional judging panel, which included four internationally renowned designers, namely Mr Bi Xuefeng from Mainland China, Mr Erich Brechbühl from Switzerland, Mr Yukimasa Okumura from Japan and Ms Lisa Pommerenke from Germany, selected 16 distinctive award-winning posters and 100 entries for the exhibition. Also on display are posters created by the judges. The posters featured will become part of the collection of the HKHM.

Addressing the opening ceremony today (December 13), the Assistant Director (Heritage and Museums) of Leisure and Cultural Services, Miss Eve Tam, said, "Today technological advances have enabled poster designers to create motion graphics to convey ideas in an innovative and dynamic way. To keep abreast of this new trend, we have added the 'Animated Poster' category this year to recognise the achievement of designers who enliven their works with animations. With the augmented reality (AR) app on our smartphone, we can visualise how these animated posters are brought to life by technology and talented minds." Other officiating guests today included the Vice Chairman of the Hong Kong Designers Association, Mr Tryde Leung; the Chairman of the Art Sub-committee of the Museum Advisory Committee, Mr Vincent Lo; and the Museum Director of the HKHM, Ms Fione Lo.

The exhibition will run from December 15 until February 28 next year at the HKHM (1 Man Lam Road, Sha Tin). For details of the exhibition and admission arrangements, please visit [hk.heritage.museum/en\\_US/web/hm/exhibitions/data/exid271.html](http://hk.heritage.museum/en_US/web/hm/exhibitions/data/exid271.html), or call 2180 8188 for enquiries.

All persons are required to use the "LeaveHomeSafe" mobile application to scan the venue QR code before they are allowed to enter offices and venues under the Leisure and Cultural Services Department (LCSD), except for exempted persons who are aged below 12 or aged 65 or above and those with disabilities that render use of the app difficult. Exemptions will also be granted to individual persons depending on the actual circumstances. All exempted persons are required to complete a record form to register their personal particulars and the date and time of their visit. As it will take time to verify personal particulars of exempted persons under the arrangement, their waiting time for using public services or entering the relevant venues may be lengthened. The LCSD suggests that members of the public arrive early, and appeals for their understanding. The department also encourages the exempted persons to use the app as far as possible to save time.





