

ADD VIBRANT COLOURS TO LIFE WITH ARTS

The poet Ferreira Gullar said, 'Art exists because life is not enough'. Art is essential to human life.

As ongoing, evolving and creative endeavours, the arts enliven daily life with artistic spirit and cultural richness – whether you create your own art works or admire and derive inspiration from others' creativity.

For young people, the arts are also a driving force that connects them to the world and builds their capability for self-expression and communication. Through enriching arts experiences, they are more prepared to engage in their local, national and global communities, and they understand that they have the power to act and influence the world around them.

With the goal of creating an arts hub for youngsters, The Hong Kong Academy for Performing Arts provides a platform for them to pursue their passions and for the community to enrich its arts experience. In addition to diverse activities, we offer one-of-a-kind souvenirs that showcase the charm of the performing arts and add vibrant colours to life.

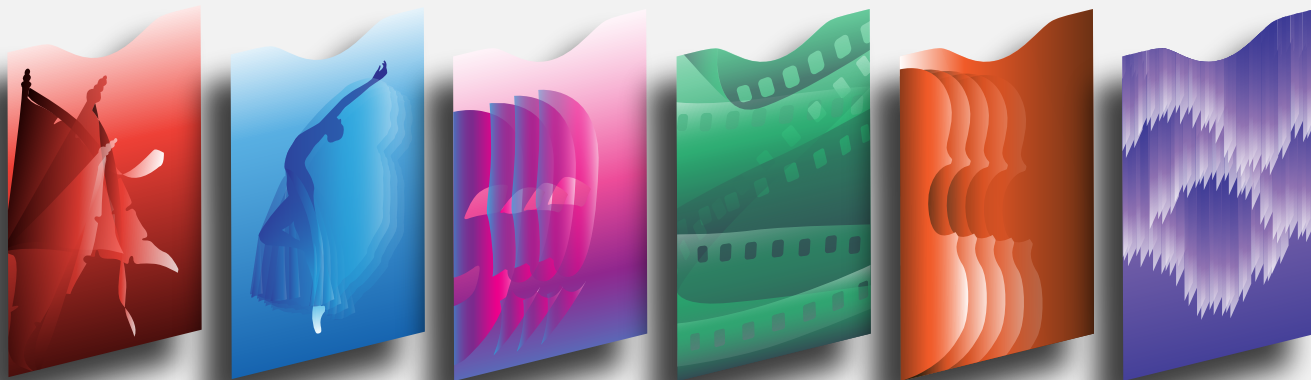
EXCLUSIVE PINS FOR YOUNG FRIENDS OF THE ACADEMY

Among the personal accessories favoured by young people, pins are often used as a form of creative expression. Inspired by the six performing art forms of the Academy, which are Chinese Opera, Dance, Drama, Film and Television, Music, and Theatre and Entertainment Arts, we have designed a series of pins exclusively for members of Young Friends of the Academy to embark on their creative journey.

Featuring the characteristics of the six performing art forms, the pins not only capture the their spirit but also mirror the artistic minds of youth, creating a sense of belonging that brings young people together to carve out a creative vision for the arts and life.



RFID CARD HOLDERS



Technology brings myriad changes to our life. Some of us worry that human life will be dominated by the coldness of technology, at the cost of the pursuit of excellence in the arts. However, we should feel confident that a community so rich in artistic talent can help everyone nurture creative minds and enable the arts to flourish in a dynamic digitalised society.

We recently merged technology and art by devising a set of card holders that combine the impact of artistic design with RFID blocking material to protect personal data. The six art forms are the spirit of this design, and they visually come alive to share the beauty of the performing arts.

With these pretty and functional card holders, you can savour the uniqueness of each performing art form that enlightens your life.

ABOUT THE DESIGNER



The designer of these amazing souvenirs is a fan of performing arts. She is a graphic designer who excels at paper arts. She has also practiced ballet and Chinese dance for years. Her arts background inspires her to create products that celebrate the performing arts. Serving as a visual communicator in the Student Recruitment and Community Engagement Office, she cherishes the opportunity to communicate her ideas to the public.

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