

## 創意媒體畢業生憑互動藝術裝置 獲國際及本地獎項

### Creative media graduate wins international and local awards

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香港城市大學（城大）創意媒體學院2007年創意媒體榮譽文學士畢業生蔡志聰，憑互動藝術裝置作品《魚池》，分別奪得本年度國際性「W3獎」網頁錄像類別的銀獎，以及「香港設計師協會獎2007」新媒體類別的優異獎。此作品亦獲商業機構垂青，把它融入店舖設計中。

《魚池》是蔡志聰修讀創意媒體學院時的創作，意念來自城大中國花園的魚池。作品獨特之處是將虛擬和現實連貫一起，運用投影機把地面幻化成一個虛擬錦鯉魚池，當參與者進入池內，錦鯉便會作出反應，產生互動效果。參與者更能透過PDA電子手帳來餵飼錦鯉及增添錦鯉數目。

「W3獎」表揚富創意的網頁設計、網上市場推廣及網頁錄像，是首個供網頁設計界角逐的全球性獎項，由國際視覺藝術組織International Academy of the Visual Arts的成員擔任評審，今年收到逾2700件參賽作品。蔡志聰把《魚池》的製作過程及與參與者的互動情況製作成網頁錄像而獲獎。

香港設計師協會獎由香港設計師協會舉辦，自1975年起表揚香港以至亞太地區的出色設計，是亞太地區最大型的設計獎項。該獎項由全球著名設計師擔任評委，涵蓋多個設計界別如平面、產品、空間及新媒體。今年協會從逾1700件參賽作品中選出250件得獎作品。

對於接連獲獎，蔡志聰表示十分興奮。「這顯示新媒體藝術愈來愈受到社會的認同和重視，」蔡志聰說。此作品亦曾於創意媒體學院畢業展以及第12屆香港獨立短片及錄像比賽單螢幕互動媒體組作品展中展出，吸引了不少參觀人士，更引起商業機構的興趣。現時澳門一間餐廳已把這互動裝置融入店舖設計中。

蔡志聰一直醉心於媒體設計，2004年於城大專上學院修讀數碼視覺設計副文學士課程後，便於城大創意媒體學院修讀創意媒體榮譽文學士，主修新媒體及互動學。他表示創意媒體學院課程的內容非常實用，讓他吸取了全面的專業知識，當中以圖像處理技巧使他獲益至深。

「創意媒體學院的課程除了啟發我的創意和藝術觸覺外，更讓我掌握實踐設計所需的媒體製作技術，」蔡志聰說。他又表示創意媒體學院與本地及國際的業界人士保持緊密的聯繫，為學生提供很多機會與業界交流，讓他充分掌握業界的最新發展。

蔡志聰認為創意媒體學院對他的專業發展幫助很大，使他得以學以致用，發揮所長。畢業後他在香港創新中心協助下與朋友成立了一間新媒體設計公司，從事新媒體項目策劃及產品設計。

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Tomy Choi Chi-chung, a 2007 graduate of BA (Hons) in Creative Media from the School of Creative Media at City University of Hong Kong (CityU), garnered awards from overseas and the territory this year. His interactive installation artwork "Meta-fishpond" won him a Silver Award in web video from the international W3 Award, and an Award of Excellence in the new media category of the 2007 Hong Kong Designers Association Award. It has also attracted the interest of one of the commercial corporations to install it as part of its interior design.

Tomy created the "Meta-fishpond" when he studied in the School of Creative Media, with his inspiration coming from the fishpond located at the Chinese Garden of CityU. He builds a virtual fishpond of carps on the floor making use of a projector, creating a unique combination of the virtual world and reality. When visitors step into the pond, the carps will follow their movements, triggering an interactive effect. They can even feed the carps or add carps into the pond by using PDAs.

The W3 Award is the world's first major competition for website designs, with the objective of recognising outstanding works of creative website design, internet marketing and web video. With members of the International Academy of the Visual Arts as the adjudicators, the competition received 2,700 entries this year. Tomy won the award with his web video that showed the production process of his fishpond and the interaction between visitors and the "fish".

The Hong Kong Designers Association Award has been organised by the association since 1975 to honour outstanding design work in Hong Kong and the Asia Pacific Region. As one of the most important design awards in the region, world-renowned designers have been invited as adjudicators for categories including graphic design, product design, spatial design and new media. From more than 1,700 entries this year, only 250 outstanding works received awards.

Tomy was very excited to be amongst the winners. "This demonstrates new media art is being more recognised and valued by society," Tomy said.

The installation art work was once on display at the Graduation Show of the School of Creative Media and at

#### Other media coverage :

##### Newspapers

3-12-2007 *Wen Wei Po* 《文匯報》, *Ming Pao Daily News* 《明報》, *Metro Daily HK* 《都市日報》, *Ta Kung Pao* 《大公報》, *The Sun* 《太陽報》, *Oriental Daily News* 《東方日報》

##### Website

2-12-2007 *Sina.com* 《Sina新聞中心》

##### Other works (or related links):

CityU Institutional Repository  
<http://dspace.cityu.edu.hk/handle/2031/4878>



the Single-Screen-Based Interactive Media Work Exhibition of the 12th Hong Kong Independent Short Film and Video Awards, where it attracted visitors' attention and the interest of commercial corporations. A Macau restaurant has incorporated this interactive installation in its interior design.

Tomy has a dedicated passion for media design. After completing his Associate Degree in Digital Visual Design at the Community College of City University, he continued his study of BA (Hons) in Creative Media at CityU's School of Creative Media, concentrating on New Media and Interactive Studio. He was grateful to the School of Creative Media for equipping him with comprehensive professional knowledge. He said the programme in the School was very practical and he specifically benefited from the image processing technique he learnt.

"The programme of the School has not only inspired my creativity and arts sensibility, but also helped me master the media production skills necessary for design works," Tomy said. He added the School of Creative Media provided opportunities for students to foster links with industry as it had good connections with both local and international professionals. It helped Tomy to keep abreast of the latest trends in the field.

Tomy was pleased that he could apply his knowledge and skills in the workforce. After graduation, he and his friend set up a new media design company to provide services of new media project management and product design, with the assistance of Hong Kong InnoCentre. He feels the School of Creative Media has been a great help to his career development and has enabled him to fully utilise his potential.