
Date : 30 November 2012
Publication : Hong Kong Commercial Daily
Page : A16

Design workshops and exhibition venues will be launched next year, CreateHK will help cross-border cooperation in the animation industry

(30 November 2012 – Hong Kong) Nowadays, digital animation is widely used in product and image promotions, including some large-scale events such as London Olympics Games. Hong Kong government will rebuild former Hollywood Road Police Married Quarters to 130 design workshops, and the government will also revitalize the old building at Mallory Street, Wanchai into a Comix Home Base by end of 2013.

CreateHK, funded by Hong Kong government, has invested HK\$55 million in the promotion of Hong Kong Digital Entertainment, providing animation courses with with the Hong Kong Comics and Animation Federation and helping the enterprise, which less than 10 people, in promoting animation, since its establishment. CreateHK is now discussing the cooperation with the institutions for the internship of the creative industry, continue to work with TDC in matching the Hong Kong start-ups and the Mainland users.

The comic and animation industry cooperates with the merchants in achieving a win-win situation. For example, The home made Mudull series have already broadcasted in Japan, Korea and France. The Mudull series was awarded in the world film festival, the jury commented that the animation was different from Europe, USA and Japan, it has presented an unique Hong Kong style. “Mudull” cooperates with many organizations and enterprises, such as souvenir of 7-ELEVEN stores convenient store, Octopus card, credit card, government’s recycling promotion, hygiene of the swimming pool and promoting Hong Kong tourism.

Digital technology is widely used throughout these years. Apart from the Beijing Olympic Games, Chinese companies also got involved in making the digital graphic effects of London Olympic Games.