

Press Release

5 June 2018

Contemporary Designs of the “Cream of the Crop” Showcased at Telford Plaza Under Joint Exhibition of MTR Corporation and Hong Kong Design Institute

A hive of contemporary design is on display at Telford Plaza starting from today (5 June 2018) until 12 June 2018 where visitors will be able to appreciate different design forms such as photography, typographic design, illustration, advertising design, creative media, digital music and media, film and TV as well as animation. The works are being showcased in an exhibition entitled “Cream of the Crop” which is jointly organised by the MTR Corporation and the Hong Kong Design Institute (HKDI). As a prelude to the HKDI annual design show “Emerging Design Talents 2018: CHANCE”, the public can first have a preview of some graduation works.

The innovative designs are the brain child of students from Higher Diploma programmes under the Department of Communication Design and Digital Media of HKDI and the top-up degree programme provided by School for Higher and Professional Education (SHAPE) in collaboration with Birmingham City University and Coventry University.

“We are pleased to celebrate the creativity and innovation of HKDI students for the second year through a joint exhibition,” said Ms Linda So, Corporate Affairs Director of the MTR Corporation. “We promote art and culture on our ‘Community Connect’ platform which offers venue for art-related activities or displays featuring emerging local artists and designers on MTR premises.”

The Corporation’s support for the “Cream of the Crop” exhibition forms part of its wider efforts to connect and contribute to the society on the “Community Connect” platform. The Corporation and HKDI share the common goal of providing exposure for emerging designers and nurturing youth development in Hong Kong.

- End -

About Hong Kong Design Institute (HKDI)

The Hong Kong Design Institute (HKDI) is one of the 13 member institutions of Vocational Training Council (VTC). HKDI was established in 2007 with the mission to be a leading provider of design education and lifelong learning, including foundation design, communication design and digital media, fashion and image design and architectural, interior and product design. With a view to providing professional designers for the creative industries, it promotes the 'think and do' approach and encourages interdisciplinary thinking in its broad range of design programmes. HKDI maintains a strong network with industry and provides its students with essential practical experience enriched with cultural sensitivities and sustainability. Overseas exchanges are actively arranged for students to broaden their international perspective. The campus in Tseung Kwan O provides a creative, inspiring and vibrant learning environment for students. Website: www.hkdi.edu.hk

About MTR Corporation

MTR Corporation is regarded as one of the world's leading railway operators for safety, reliability, customer service and cost efficiency. In its home base of Hong Kong, the Corporation operates ten commuter railway lines, a Light Rail network and a high-speed Airport Express link on which about 5.8 million passenger trips are made on a normal week day. Another 6.5 million passenger trips are made on the rail services it operates outside Hong Kong in the Mainland of China, the United Kingdom, Sweden and Australia. In addition, the Corporation is involved in a range of railway construction projects as well as railway consultancy and contracting services around the world. Leveraging on its railway expertise, the Corporation is involved in the development of transit-related residential and commercial property projects, property management, shopping malls leasing and management, advertising media and telecommunication services.

For more information about MTR Corporation, please visit www.mtr.com.hk.

About "Community Connect"

"Community Connect" is the Corporation's platform for initiatives that aims to support everyone from the young to the old while enhancing the liveability of our city. What all the programmes have in common is that they've been carefully developed to nurture the communities we serve, so that together we can grow and thrive in a sustainable Hong Kong. Specifically,

- We invest in young people as they are our customers, future leaders, innovators, and game changers – supporting their development is an investment in our communities' futures.
- We contribute to making cities more connected and vibrant through staff volunteering, and collaborating with NGOs and social enterprises to address evolving community needs.
- We enhance the travelling experience through integrating art into our station architecture and facilitating artists to stage their art-related activities or displays in our stations and malls.

Photo Caption:

Jointly organised by the MTR Corporation and Hong Kong Design Institute, the “Cream of the Crop” exhibition showcases a wide range of designs in various forms from today (5 June 2018) until 12 June 2018 at Telford Plaza.

