MOTIFX

100 patterns

MOTIFX

Hong Kong Design Institute

Foreword
序言

In light of the rapidly evolving global landscape, the integration of novel cultural heritage represents a pivotal force driving contemporary social and economic advancement. The launch of "Motifx" is intended to address these societal and economic needs. It is hoped that the initiative will facilitate greater engagement and understanding of traditional Chinese culture among the younger generation through innovative approaches.

"Motifx" represents not only a contemporary reinterpretation of historical motifs but also a cultural revival. The initiative encourages younger designers to explore and create, allowing them to integrate Chinese elements into their artistic endeavours. This integration allows for the fusion of tradition with modernity, thereby forming a unique cultural expression. Such practices serve to enhance the diversity of local design, while also enriching Hong Kong's cultural identity. They facilitate the showcasing of the city's distinct cultural characteristics on the international stage.

Furthermore, Motifx serves as a platform for fostering creative exchange and collaboration, cultivating the talents of a new generation of designers, and ensuring that the efforts of young people are duly acknowledged. It aims to establish broader markets, both locally and abroad, positioning the city as a source of artistic innovation and inspiration. This initiative exemplifies not only respect for traditional culture but also a commitment to the future.

在當前全球化迅速發展的背景下，結合創新的文化傳承正是以文化資源作為推動經濟發展所需要動力。「流行紋化」（Motifx）這項目的開展，正是為了回應當前社會經濟的需要，我們希望通過設計的力量，讓年輕一代更深入地接觸，並理解中國傳統文化的魅力。

「流行紋化」（Motifx）這個項目不僅是對歷史紋飾的現代詮釋，更是一次文化的再生。它鼓勵年輕設計師探索和創造，讓他們在設計中融入中國元素，將傳統與現代相結合，形成獨特的文化呈現。這樣的實踐不僅提升本地設計的多樣性，還豐富了香港的文化身份象徵，讓我們在國際舞台上展現獨特的文化特色。Motifx 同時亦提供了一個促進創意交流與合作的平台，培養新一代設計師的才華，也讓年青人的努力被肯定。我們希望在不論本港或海外，開拓更廣闊的市場，讓香港不僅成為中國傳統的守護者，也成為設計創新與靈感的源泉。相信這不僅是對傳統文化的尊重，更是對未來的承諾。

Dr LAM Yee Nee, Elita

Vice Principal of the Hong Kong Design Institute & Hong Kong Institute of Vocational Education (Lee Wai Lee)

林綺妮博士

香港知專設計學院及香港專業教育學院（李惠利）副院長

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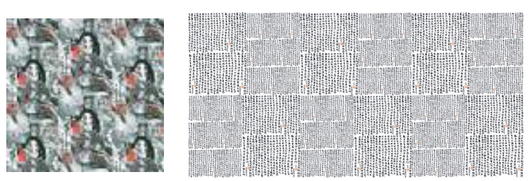

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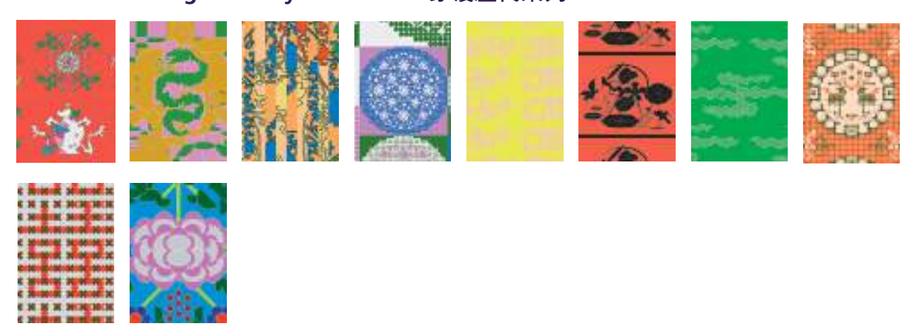

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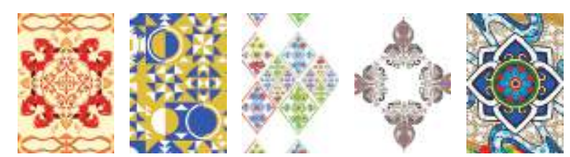

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2024

Pattern Directory

紋飾指南

Shanghai Tang
上海灘

RATIONALE OF PATTERNS
圖案設計的理念

Hide & Seek Chinese Zodiac Pattern
中國生肖捉迷藏圖案

This maximalist print playfully embodies the *joie de vivre* of SHANGHAI TANG with a touch of contemporary *chinoiserie*. Look for the 12 Chinese Zodiac animals camouflaged amidst swirling blooms of floral and paisley.

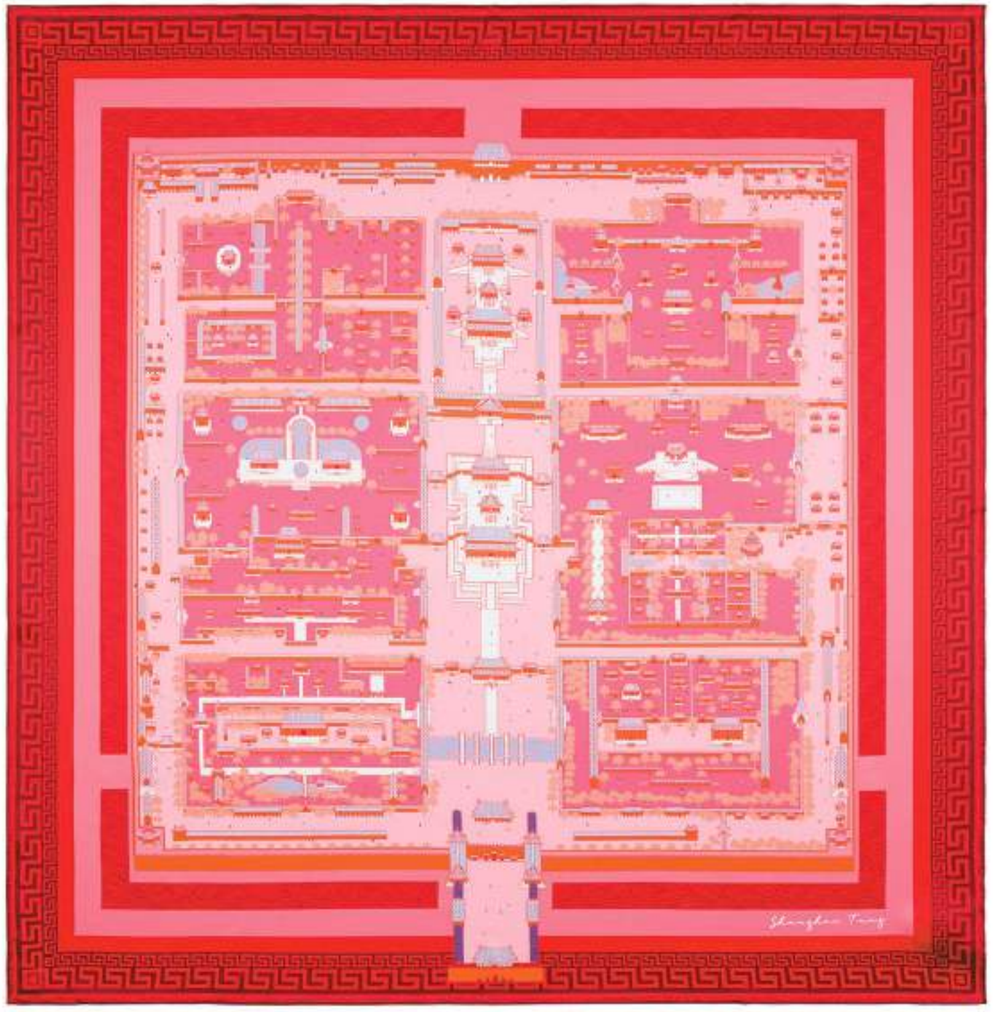
這款極繁主義的印花活潑地體現了上海灘所象徵的生活樂趣，並融入了當代中國風的元素。於旋轉的花卉和佩斯利腰果花紋之中，隱藏著 12 生肖動物的身影。

City of Double Happiness Pattern
雙喜城圖案

Celebrate the timeless elegance of SHANGHAI TANG and its spirit of *joie de vivre* with this Double Happiness pattern. This design combines the traditional Chinese character *Xi*, bestowing the wish for abundant joy, with architectural motifs from the Forbidden City. Geometric forms artfully filled with landscape details, are surrounded by alternating borders of art deco patterns and auspicious waves.

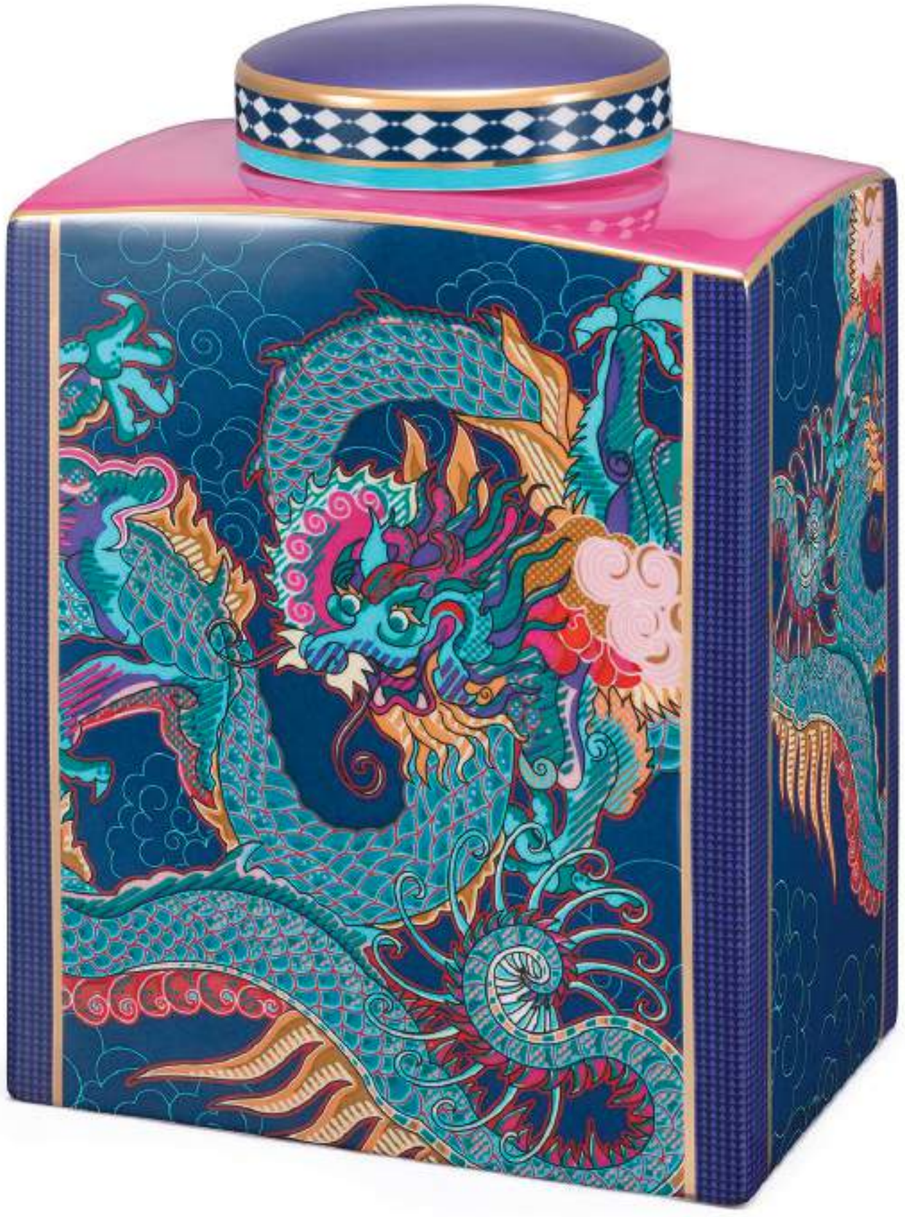
這款雙喜圖案將寓意著喜悅的傳統漢字「喜」與故宮的建築元素巧妙結合，演繹上海灘一貫的優雅風格和生活熱情。幾何設計巧妙地融入了精緻的山水細節，配以裝飾藝術風格的吉祥海浪作為邊框。

24001
Hide & Seek Chinese Zodiac Pattern
中國生肖捉迷藏圖案



24002

City of Double Happiness Pattern
雙喜城圖案



Vivid Dragon Collection Jar
龍系列骨瓷罐

Vivid Dragon Collection Tray
龍系列骨瓷小方盤

Imperial Garden Collection Vase
宮庭花園系列白瓷花瓶

Messy Desk

RATIONALE OF PATTERNS
圖案設計的理念

I seek to rearrange ancient Chinese artifacts and mythical creatures with new colours and the imagination of contemporary art to create a unique visual experience, allowing the audience to reacquaint themselves with and appreciate these cultural legacies.

My aim is to engage the audience through different visual elements and emotional resonances, encouraging them to rethink and feel the charm and wisdom of these ancient stories. Of course, Hong Kong elements are indispensable.

在我的創作中，我尋求將中國古代文物和神獸與當代藝術的色彩與想像力結合，以營造一個獨特的視覺體驗，讓觀眾重新認識和欣賞這些文化遺產。

通過這種創新結合，引起觀眾的情感共鳴，重新思考和感受這些古代故事的魅力和智慧。當然，香港元素是不可或缺的。

24003

24004

Textile Library

布料圖書館

RATIONALE OF PATTERNS
圖案設計的理念

Badu Hemp Embroidery is an ancient folk craft that originated during the Three Kingdoms period (220-280 AD), primarily found in the Badu area of Zhejiang Province. Applied to the woven hemp cloth of commoners, the embroidered designs feature continuous lines symbolising "uninterrupted continuity."

In 2007, this embroidery was listed as an intangible cultural heritage in Zhejiang Province, and in 2011, it was recognised as an endangered craft in Hangzhou. The Textile Library has decided to reinterpret this traditional craft, creating a series of products incorporating the Mahjong-inspired theme.

Pattern 24007 & 24008 feature Mahjong tiles stacked like shards of porcelain.

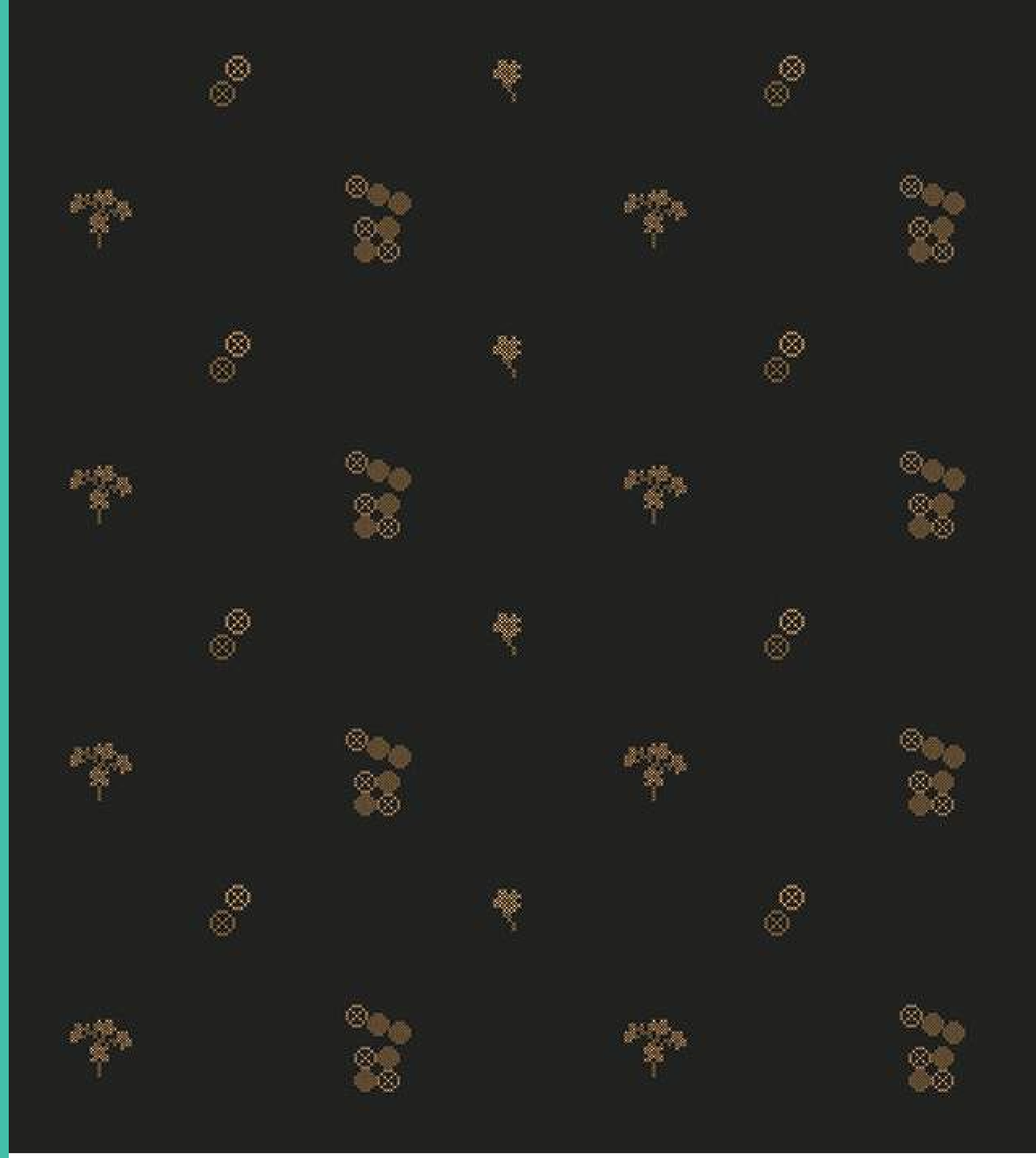
Pattern 24005 & 24006 play with the graphics on Mahjong tiles, presented in Badu iconic cross stitches, portraying a sense of modernity.

八都麻繡是一項具有悠久歷史的民間藝術，起源於三國時期，主要分布在浙江淳安八都一帶。最初，麻繡用於製作日常生活中的漢麻織品。圖案的線條從起針到收針無間斷，象徵著「連綿不斷，九九歸一」。

2007 年，八都麻繡被列入浙江省非物質文化遺產名錄，2011 年被杭州市列為瀕危項目。布料圖書館在訪問當地後，決定對這項傳統技藝進行解讀，並創作出一系列以八都麻繡為靈感的產品，結合麻將，探索圖案、布料及相關衍生品。

圖案 24007 及 24008 是受到麻將桌上堆疊感的啟發，融合中國瓷器的碎片形態進行拼接。

圖案 24005 及 24006 則提取麻將上的「二筒」和「七筒」圖案，並以八都麻繡的「回」繡法進行創作。



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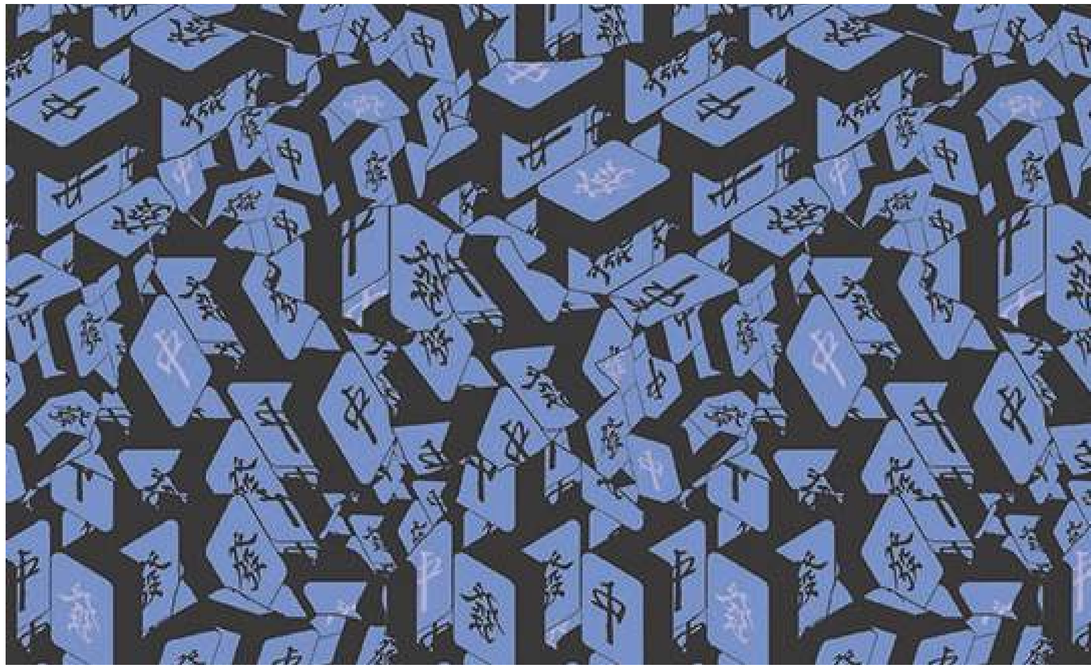
24007



24008

Yat Pit
一丿

RATIONALE OF PATTERNS
圖案設計的理念

Kowloon
九龍

Kowloon, a densely populated area in the heart of Hong Kong, is a transliteration of two Chinese characters meaning ‘nine dragons’. Our dragon motif is an interpretation of the hustle and bustle of Hong Kong.

九龍位於香港境內的地理中心。「九龍」的設計靈感來自其字面意思，由 9 條龍的圖案組合而成，呈現出香港人煙稠密、繁忙喧鬧的特質。

Heart Sutra
心經

The Heart Sutra is a printed classic within the Mahāyāna Buddhist tradition. In Sanskrit, it is known as *Prajñāpāramitāhṛdaya*.

A notable line from the Sutra states: 'Form is emptiness, emptiness is form'.

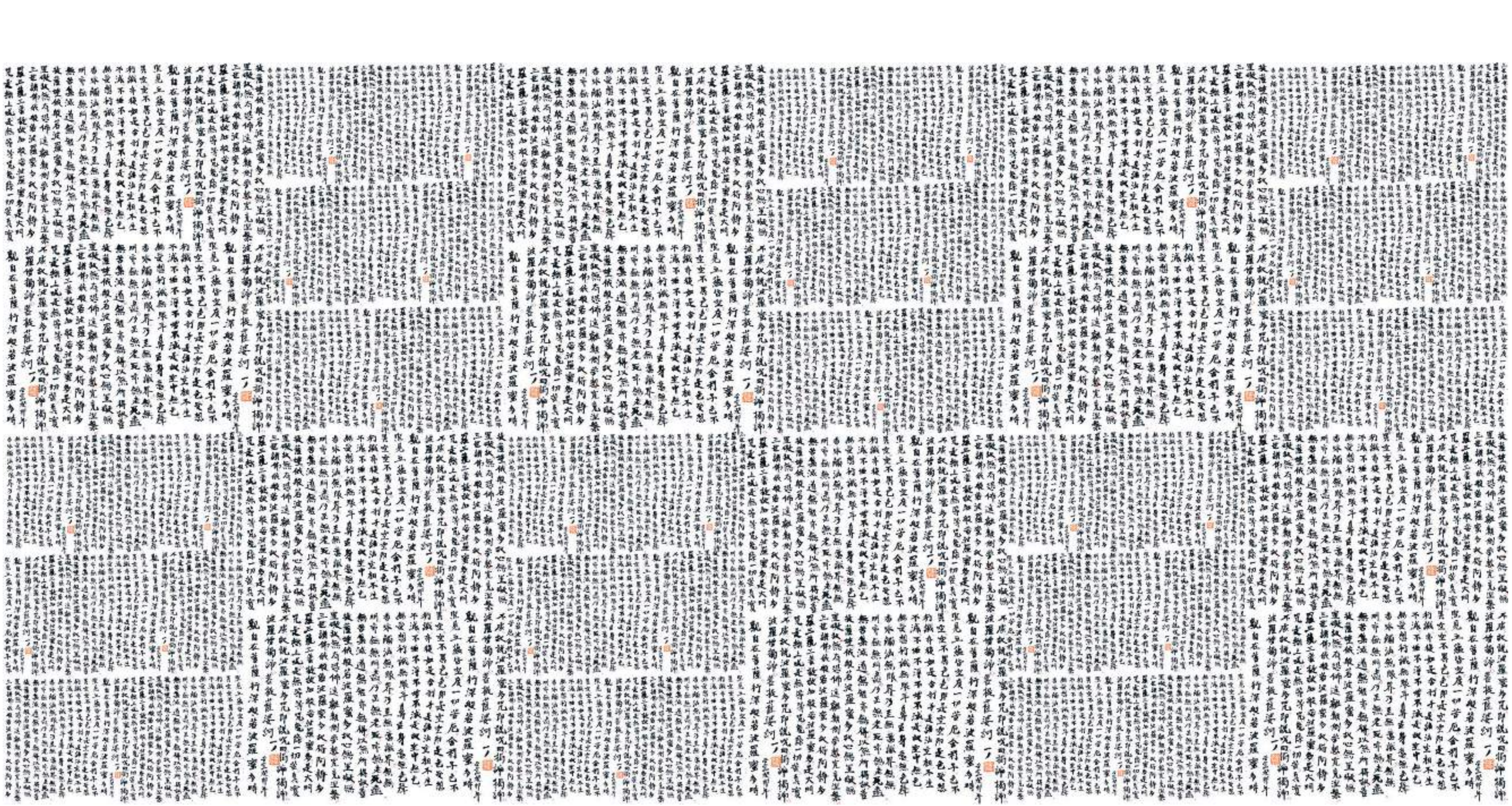
As a form of our creative expression, we seek to infuse our work with spirituality, inspiring our customers to adopt a more discerning approach to fashion consumption.

《心經》是大乘佛教中一部廣受歡迎的印本佛經。 在梵文中，經名譯為「般若波羅蜜多心經」。

該經有句名言：「 色即是空，空即是色」。

作為表達想法的一種形式，我們追求在作品中注入靈性的深度，保持正念，以更多覺察來看待對消費的希求。

24009
Kowloon
九龍



24010

Heart Sutra

心經

A

Auspicious Symbols Reborn Collection
寓意新生系列

YIP Hoi Lam, Alison 葉鎧林

RATIONALE OF PATTERNS 圖案設計的理念

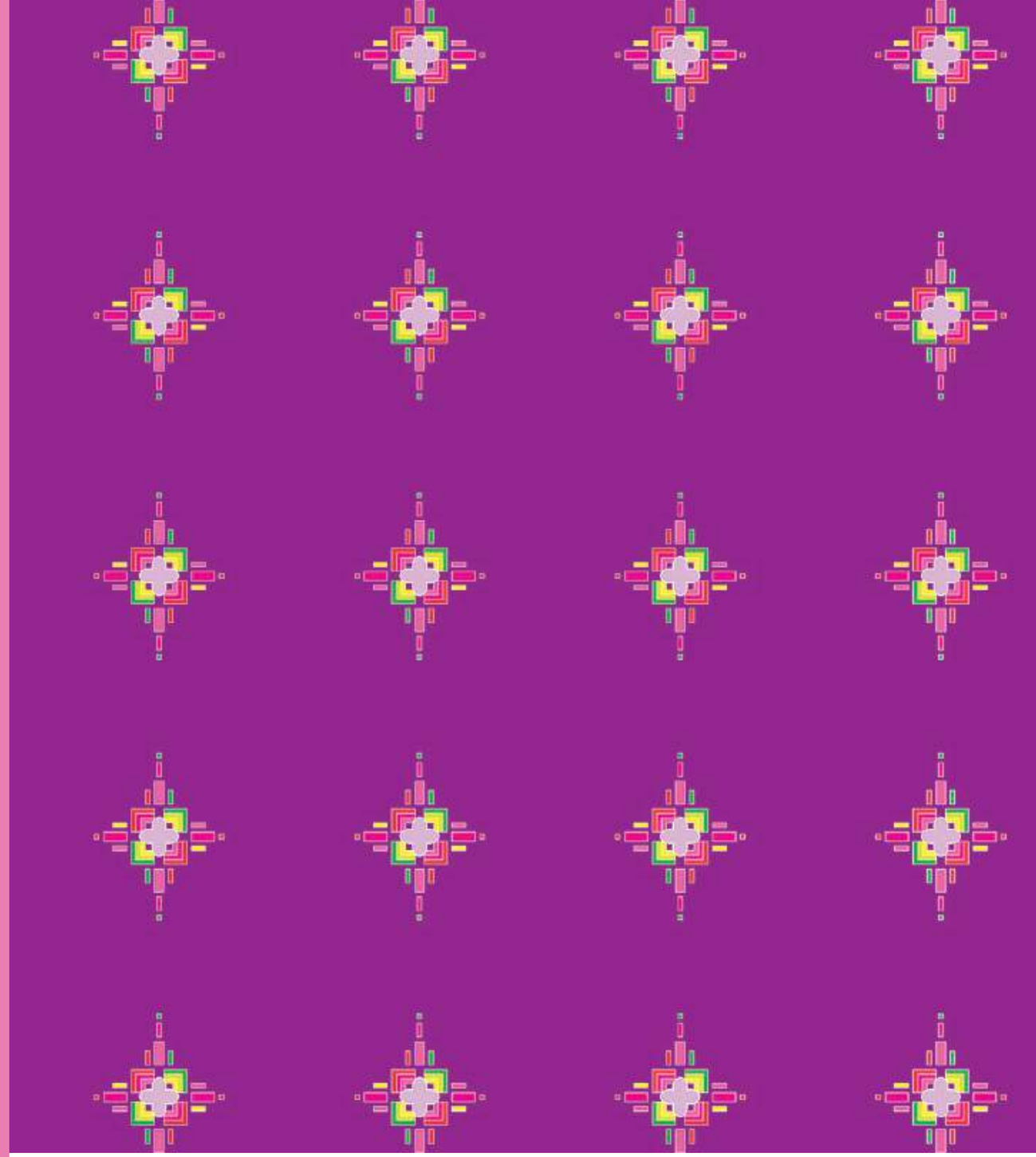
Traditional Chinese patterns convey positive connotations, such as good fortune, wealth, and peace. I have streamlined the patterns and offered a contemporary interpretation.

許多中國圖案都有吉祥、富裕和平安的寓意。我簡化了這些圖案，並以更新奇、更現代的方式來詮釋它們。

PERSONAL PROFILE 個人簡介

In 2021, I launched my own jewellery brand, ALI'AMOUR, with the brand philosophy of "Shine Elegantly, Spark Brilliantly". Everyone has unique brilliance and should never forget that they deserve to blossom into a shining life.

我在 2021 年起創立自己的首飾品牌 ALI'AMOUR。品牌理理念是 Shine Elegantly, Spark Brilliantly（優雅閃耀，綻放光芒）。每個人都有獨特的光芒，並要時刻記著，你值得綻放出閃耀發光的人生。



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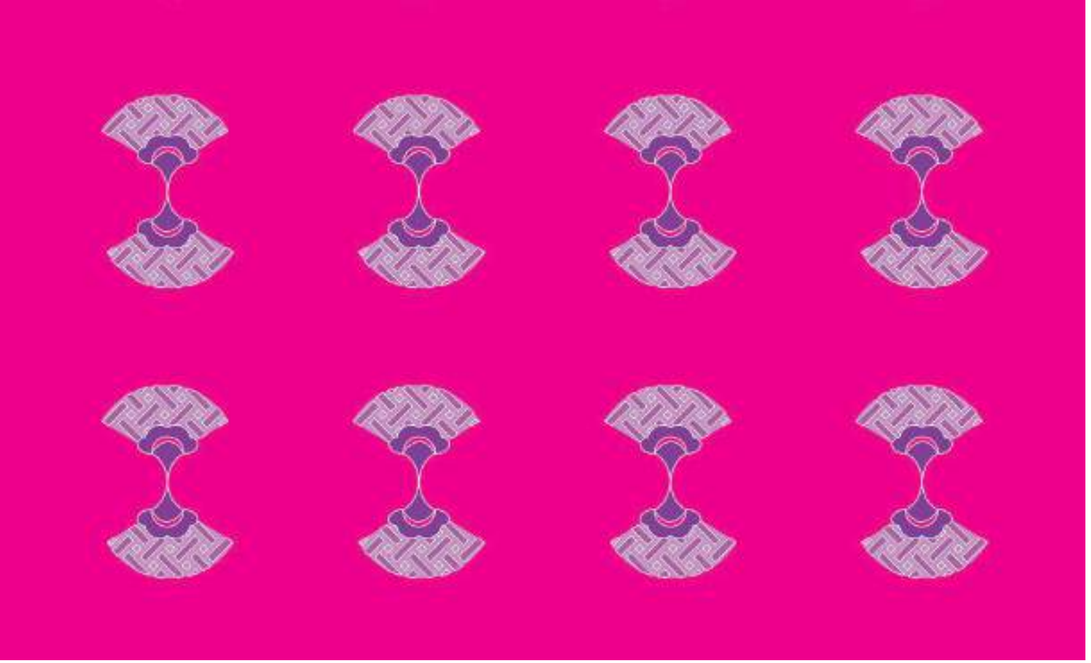

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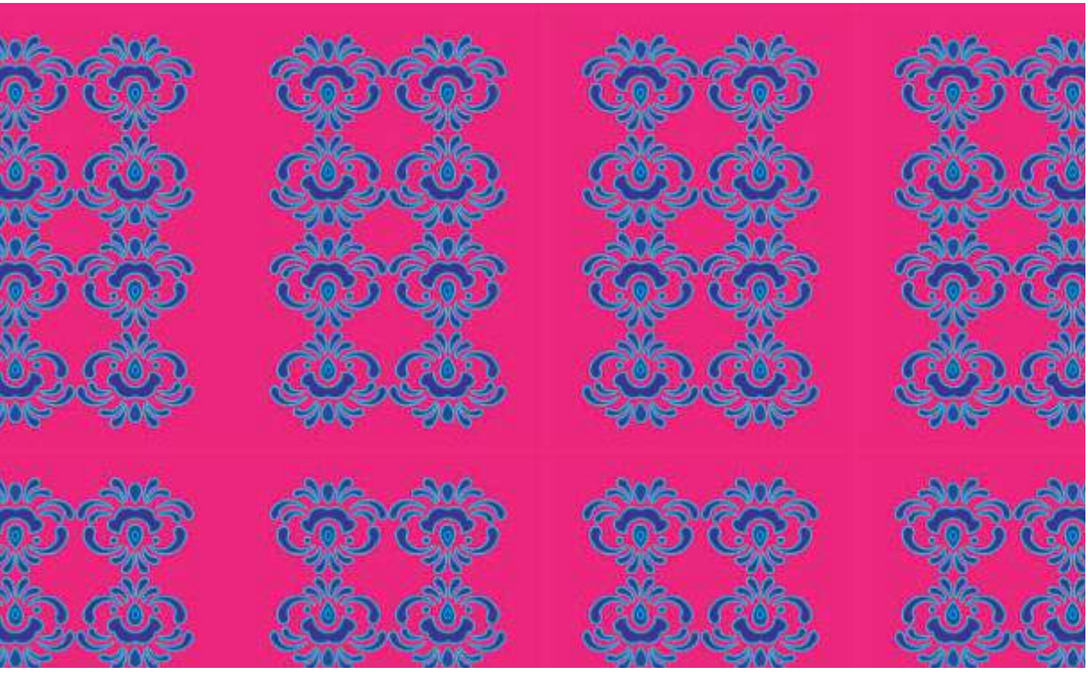

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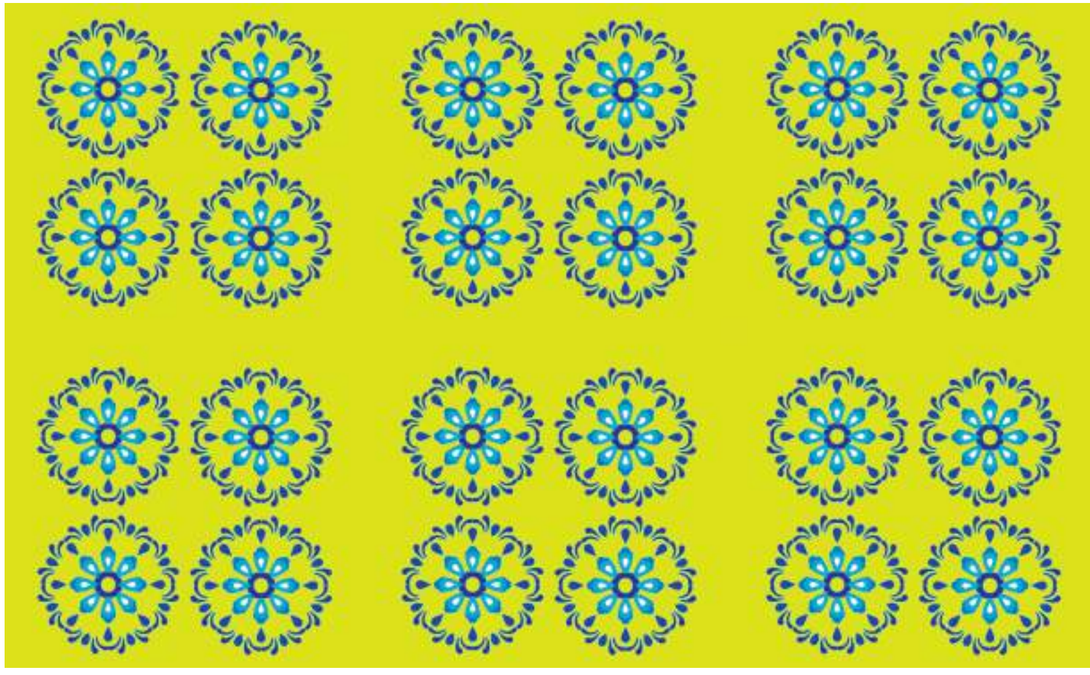

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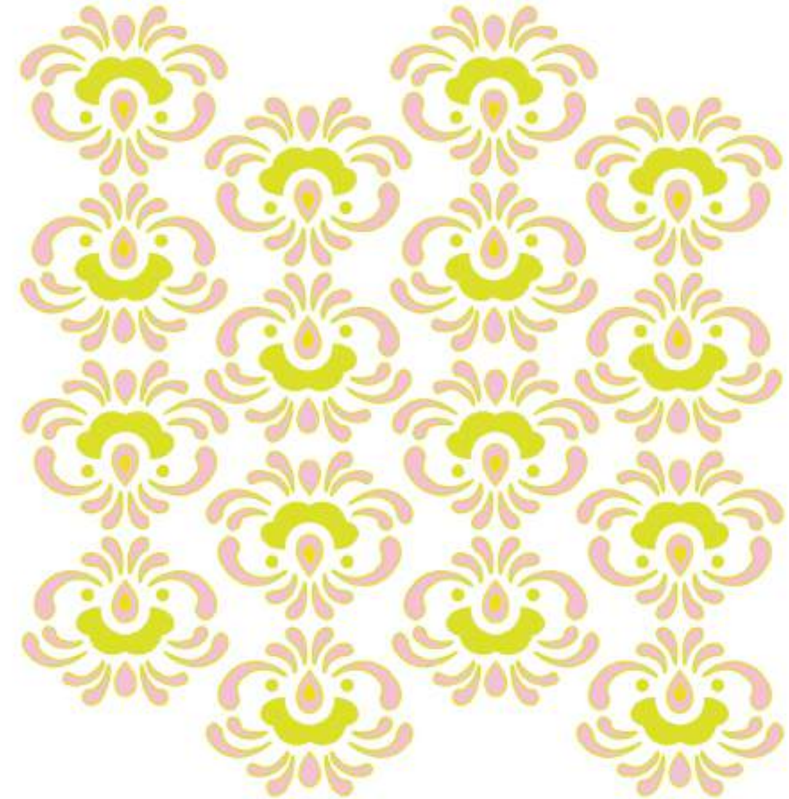

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訪問
Interview

葉鎧林
Alison Yip

Alison Yip 葉鎧林

Alison Yip is a young jewellery designer and brand founder who returned to Hong Kong to study jewellery design after spending a year in France during her secondary school years. Her secondary school placed great emphasis on fostering students' creative thinking and personal development, laying the foundation for her future business venture. The idea of establishing her own brand came to her as early as Form 4, when she was studying. After learning practical jewellery design skills during her studies at the age of 21, she started her own brand, focusing on sterling silver jewellery, and won the first runner-up prize in a jewellery design competition organised by the Trade Development Council.

In her contribution to the Motifx design project, Alison reinterpreted traditional Chinese motifs in a way that blended Eastern and Western concepts. She draws inspiration from traditional motifs such as "Blue and White Porcelai" and "Phoenix in Peony" simplifying complex motifs into imagery and developing graphic concepts into three-dimensional jewellery pieces.

This experience not only deepened her understanding of traditional Chinese culture, but also broadened her design vision. Through studying the works of contemporary Chinese designers, she has learned the importance of preserving traditional characteristics in innovation and aims to create modern works that are instantly recognisable as Chinese.

葉鎧林（Alison Yip）是一位年輕的珠寶設計師及品牌創辦人。中學時期曾到法國交流一年，其後回港修讀珠寶設計。她所讀的中學著重培育學生的創意思維和個人發展，這為她日後創業奠定了重要基礎。早在中四時期，她便萌生了創立品牌的想法。在 21 歲求學期間，學習到實用的珠寶設計技術後，隨即創立了個人品牌，主力設計純銀首飾，更在貿易發展局舉辦的珠寶設計比賽中獲得亞軍。

在參與 Motifx 設計項目時，Alison 以中西合璧為創作理念，將中國傳統圖案重新演繹。她從《青花瓷》和《鳳穿牡丹圖》等傳統圖案汲取靈感，善於將複雜的圖案簡化成意象，並將平面設計發展成立體的首飾作品。

這次創作經驗不僅加深了她對中國傳統文化的認識，更擴闊了她的設計視野。通過研究當代中國設計師的作品，她領悟到在創新中保留傳統特色的重要性，期望日後能創作出既富現代感，又能讓觀眾輕易識別出當中中國元素的作品。

C

RATIONALE OF PATTERNS 圖案設計的理念

This design concept merges the Western style of nature painting with Chinese calligraphy. It features marigolds and orchids, along with butterflies and birds, to symbolise freedom and life with the blend in calligraphy to enrich the theme. This design aims to evoke emotional resonance, expressing a love for life and reverence for nature while fostering understanding and dialogue between Eastern and Western.

此系列的設計概念融合了西方植物寫實畫風格及中國書法。它以金盞花和蘭花等植物以及蝴蝶和鳥類等動物象徵自由和生命，更與書法合體。此設計旨在喚起情感共鳴，表達對生命的熱愛和對大自然的敬畏，同時促進東西方之間的理解和對話。

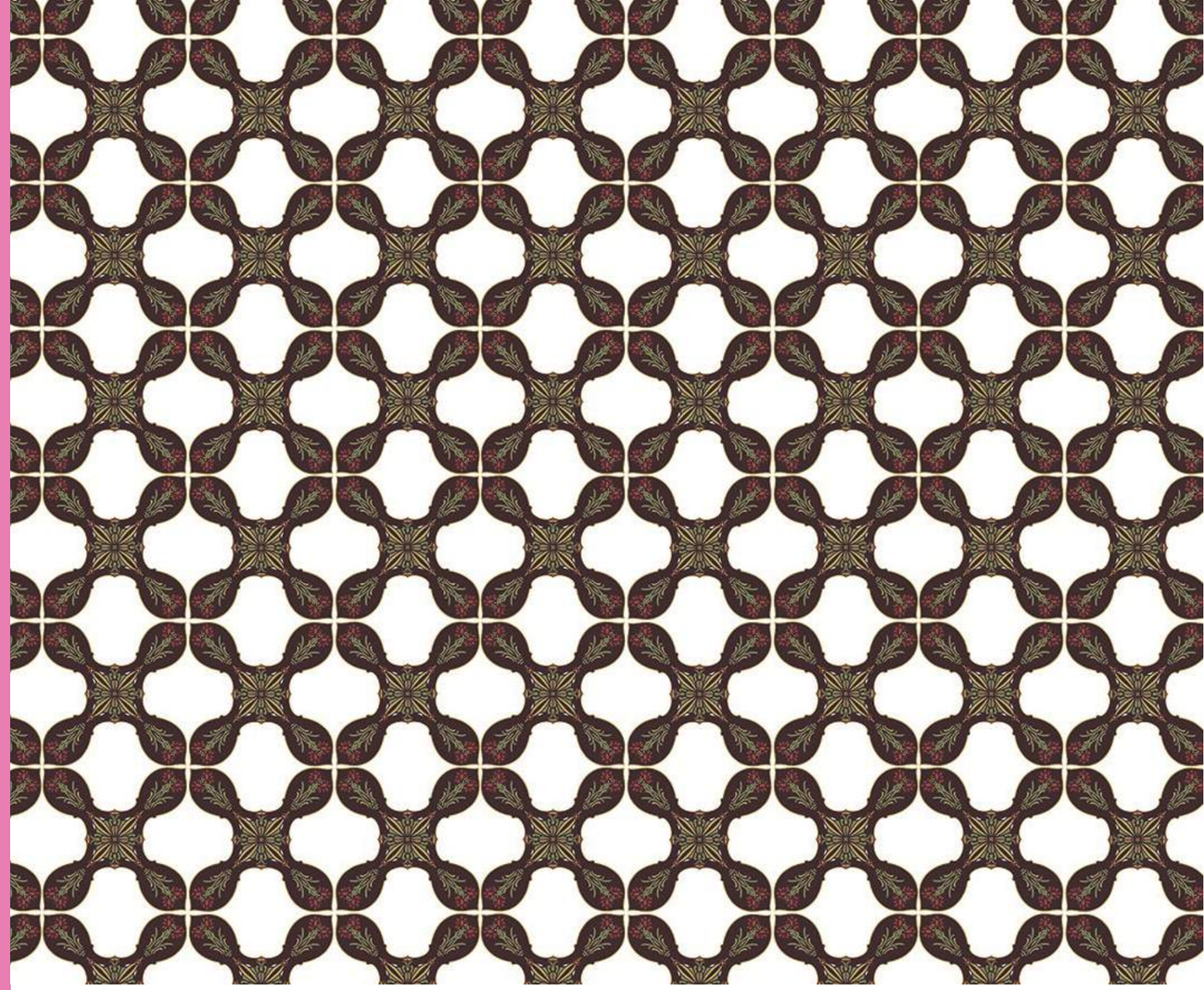
PERSONAL PROFILE 個人簡介

I am currently pursuing a Higher Diploma in Digital Fashion Branding and Merchandising at the Hong Kong Design Institute. Design is more than a visual art form; it is a means of expressing emotions and blending cultures. I am inspired by the natural beauty of flowers and plants and am passionate about incorporating them into my work. I hope my designs can positively impact and promote awareness of nature and culture.

我目前在香港知專設計學院修讀數碼時裝品牌及採購高級文憑。設計不僅是視覺藝術，更是情感的傳遞和文化的融合。我從花草的自然美中汲取靈感，並熱衷於將它們融入我的作品中。我希望我的作品能夠在這個過程中產生積極的影響，促進人們對自然和文化的關注。

Calligraphy Meets Nature Collection
花蝶書法系列

CHIN Ho Ching, Eliz 錢皓晴



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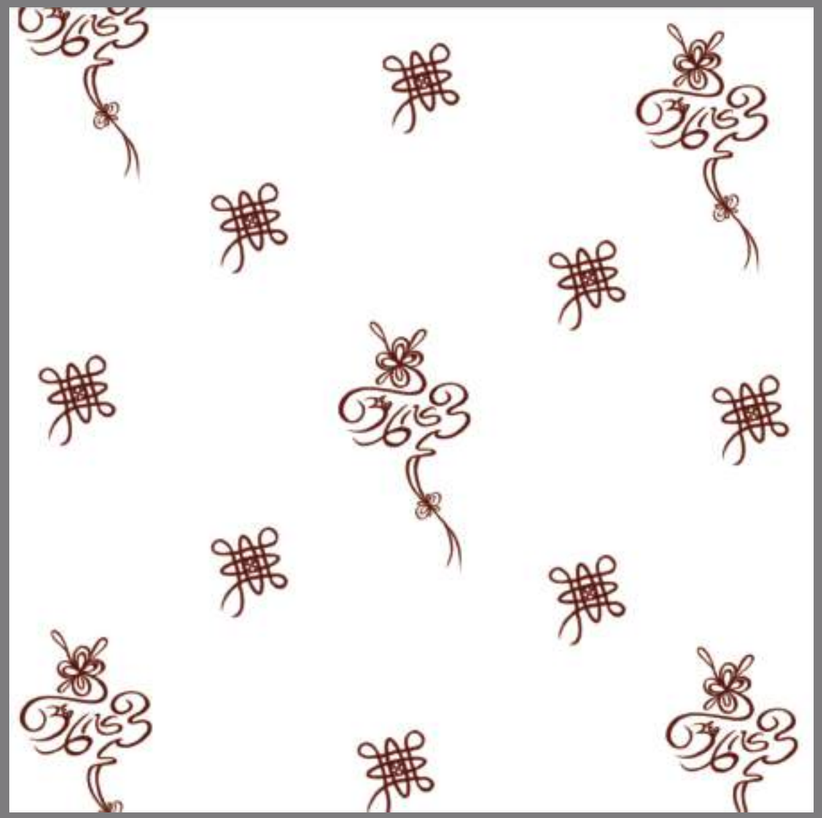

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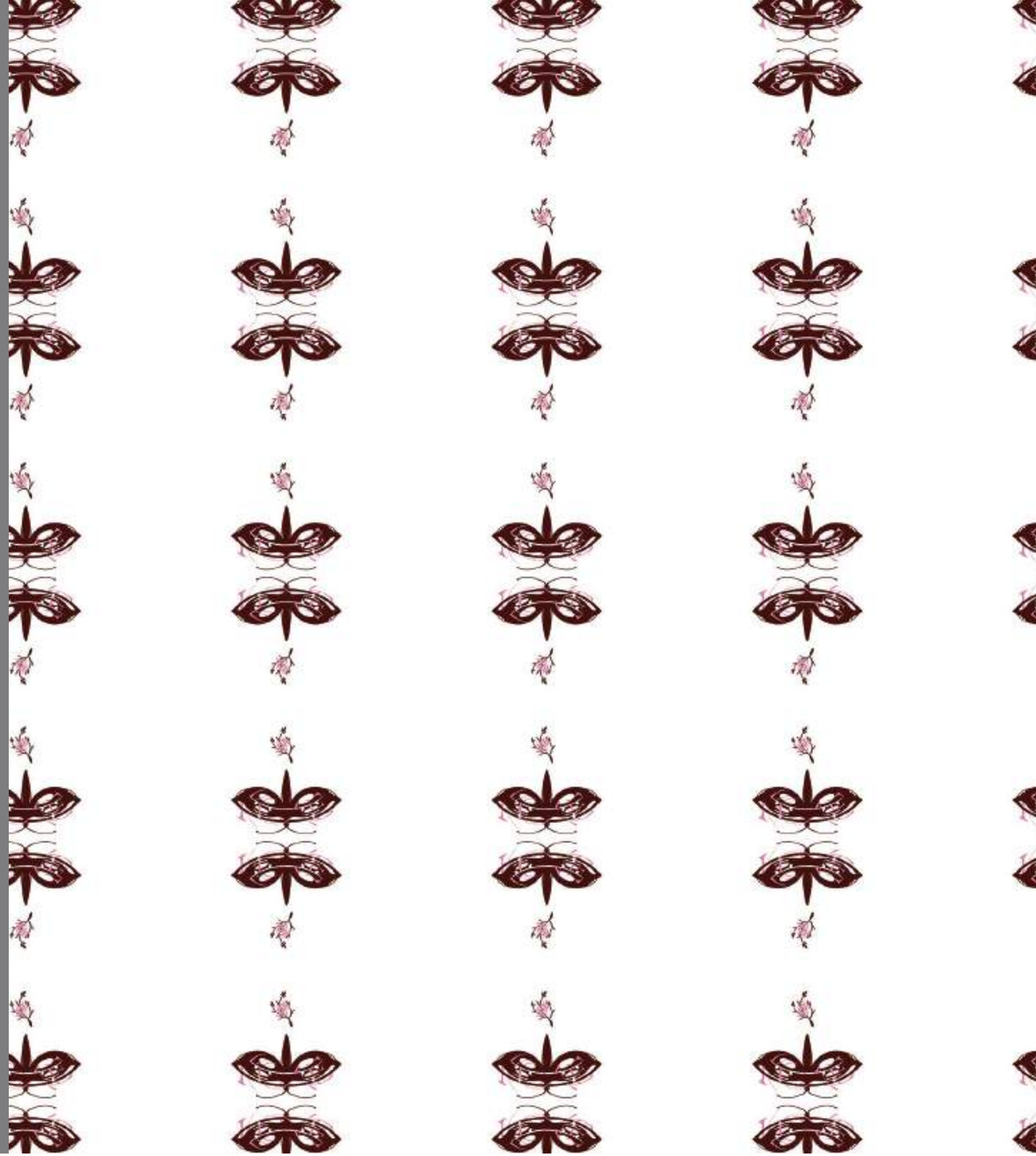

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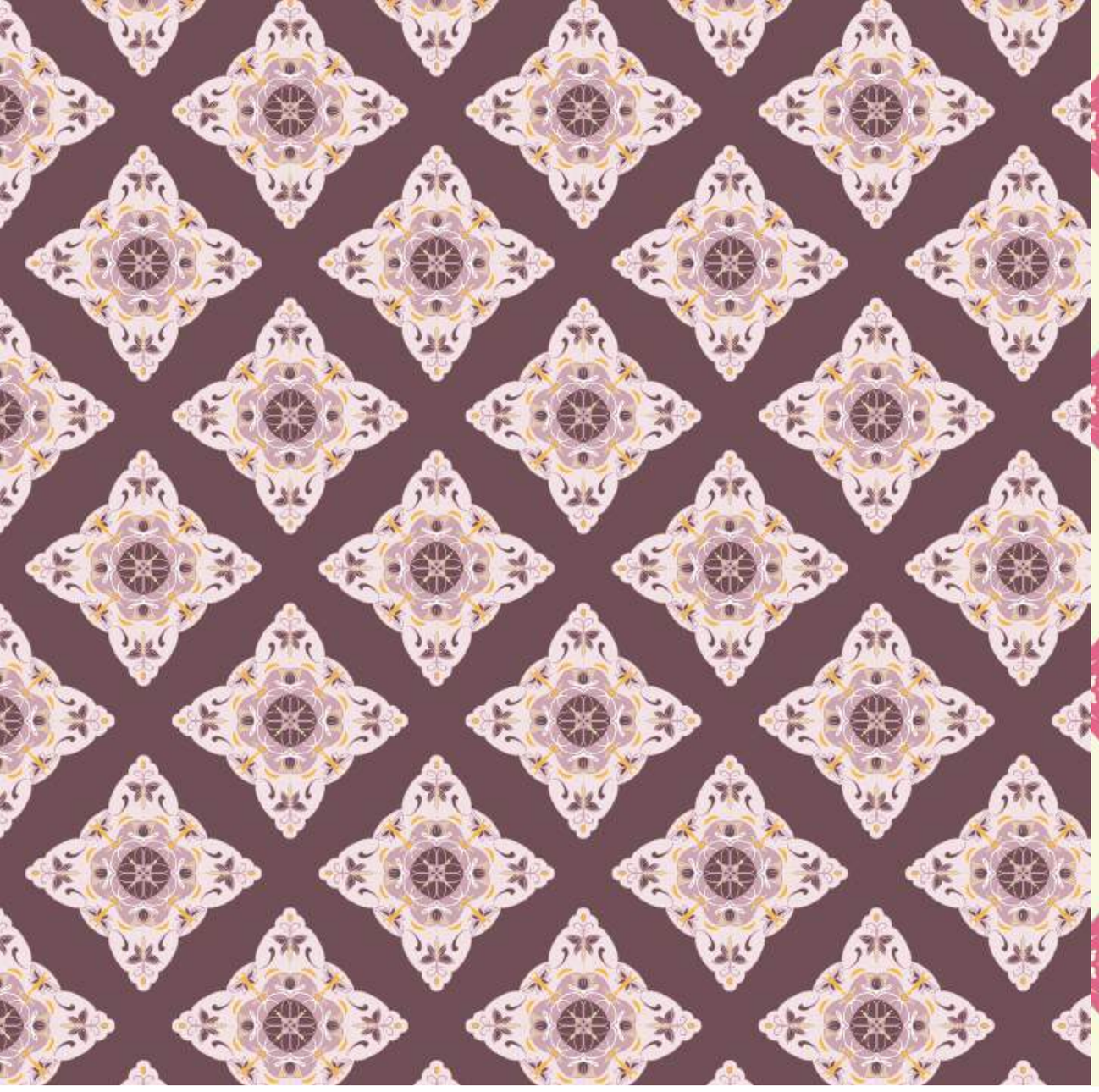

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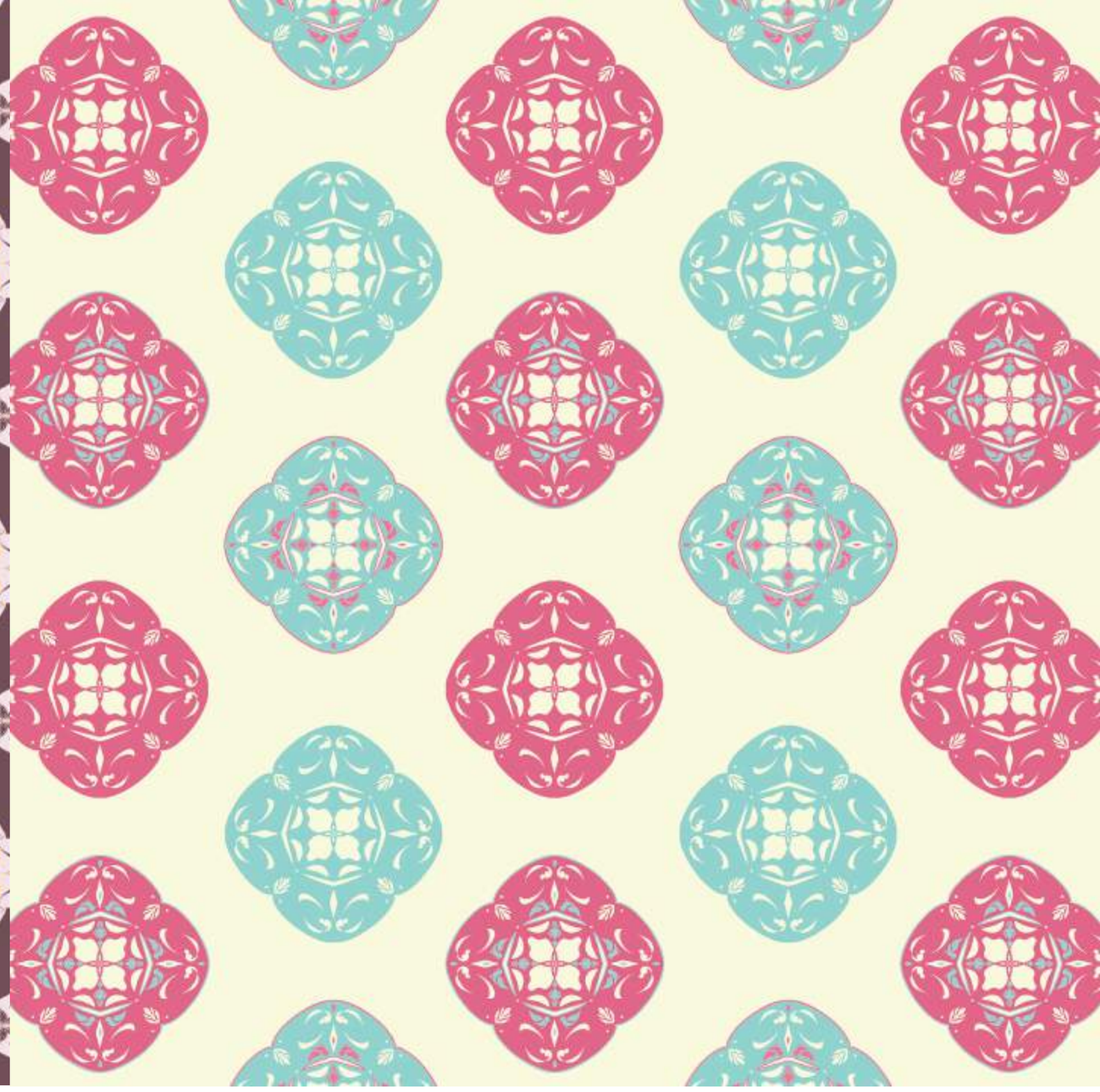

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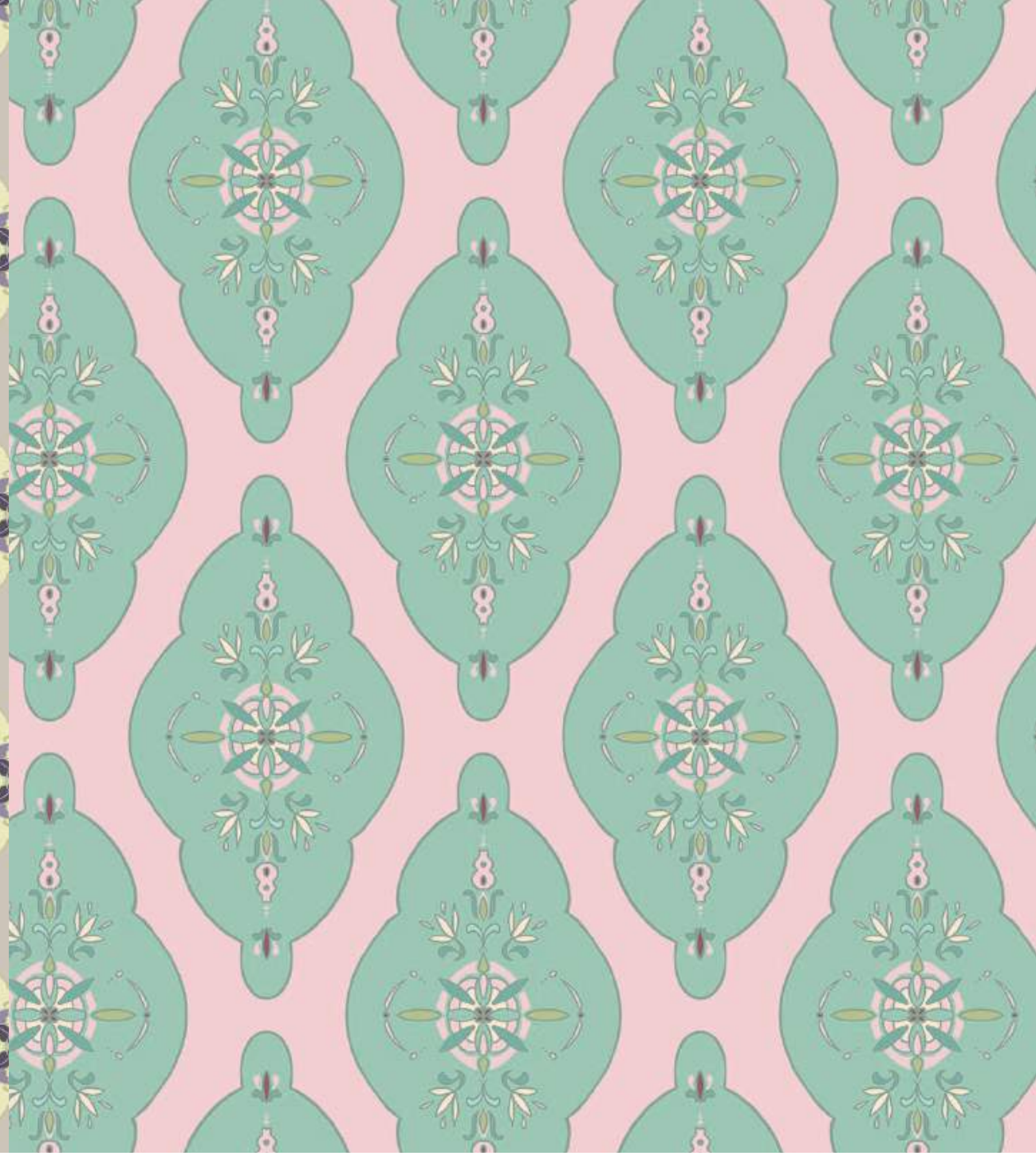

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訪問
Interview

錢皓晴
Eliz Chin

Eliz Chin 錢皓晴

New designer, Eliz Chin Ho Ching, currently studying for a Higher Diploma in Digital Fashion Branding and Merchandising at the Hong Kong Design Institute, states that the Motifx project was the catalyst for her interest in the history and culture of ancient China. Eliz created her **Flower and Butterfly Calligraphy** series by combining Chinese calligraphy with patterns.

In the course of her research, Eliz sought to gain insight into the visual culture of various dynasties in China. She emphasised the design elements of the Tang Dynasty, such as the ornate floral and bird motifs, which served as the basis for her designs. Her objective is to demonstrate the versatility of traditional Chinese art through her contemporary and organic design approach. She particularly values the Ruyi and Begonia patterns from the Tang and Song dynasties, which she believes can be flexibly applied to different pattern designs with infinite variations.

This creative project has provided Eliz with a valuable opportunity to gain new insights. She acknowledges that her studies were primarily focused on Western culture, and that she had limited exposure to traditional Chinese art and culture. This project has allowed her to develop a deeper understanding of Chinese art and culture to recognise the rich cultural connotations associated with traditional Chinese patterns, such as the use of warm colours to symbolise good luck.

新晉設計師錢皓晴（Eliz Chin），目前就讀於香港知專設計學院的數碼時裝品牌及採購高級文憑課程。她坦言，正是因為參與 Motifx 這個創作項目，才激發了她探索中國古代的歷史文化的興趣。她結合中國書法與圖案，創作了她的花蝶書法系列。

在資料搜集的過程中，Eliz 努力了解中國各朝代的視覺文化。她特別提到唐代的設計元素，如華麗的花卉和小鳥圖案，這些都成為了她設計的靈感來源。她希望透過清新自然的設計風格，展現中國傳統藝術的另一種可能性。此外，她更特別欣賞唐宋時期的如意紋和海棠紋，認為這些元素能夠靈活運用在不同的圖案設計中，展現無限變化。

這次創作項目實在令 Eliz 獲得了新的體會。她坦言，在求學時期主要接觸西方文化，對中國傳統藝術文化的了解相對較少。然而，這次項目給了她一個寶貴的機會，讓她開始深入研究中國藝術文化。她更發現，中國傳統圖案不僅僅是裝飾，更蘊含豐富的文化內涵，例如暖色調的運用象徵吉祥如意。

RATIONALE OF PATTERNS 圖案設計的理念

A fresh take on the classic motifs of "The Four Gentlemen" — plum blossom, orchid, bamboo and chrysanthemum. This series transforms the elegant flowers into vibrant patterns, celebrating nature's beauty while seamlessly fitting into today's design aesthetic.

四君子——梅、蘭、竹、菊是中國古典圖案的全新演繹。此系列將傳統優雅的題材以現代簡約風格演繹，鮮明的圖案讚頌自然之活力，將傳統文化和現代生活完美融合。

PERSONAL PROFILE 個人簡介

Kinyan completed his Higher Diploma studies at Hong Kong Design Institute and then his undergraduate studies at Nottingham Trent University. He graduated with a Master's degree from the London College of Fashion. Kinyan founded Genau Studio in 2021, dedicated to the use and promotion of natural dyeing techniques. The following year, he launched his brand, Kinyan Lam, drawing on the techniques and research developed at Genau Studio, with a focus on creating ethically made, high-quality garments.

林健仁在香港知專設計學院完成高級文憑課程，諾丁漢特倫特大學完成本科課程，再於倫敦時裝學院碩士畢業。

2021 年，他創立 Genau Studio，致力於使用並推廣天然染色。翌年，他推出了自己的品牌 Kinyan Lam，該品牌借鑒了 Genau Studio 的技術和研究成果，並專注於以符合道德程序的方式創造高品質的服裝。

The Four Gentlemen Collection
梅蘭菊竹系列

LAM Kin Yan 林健仁

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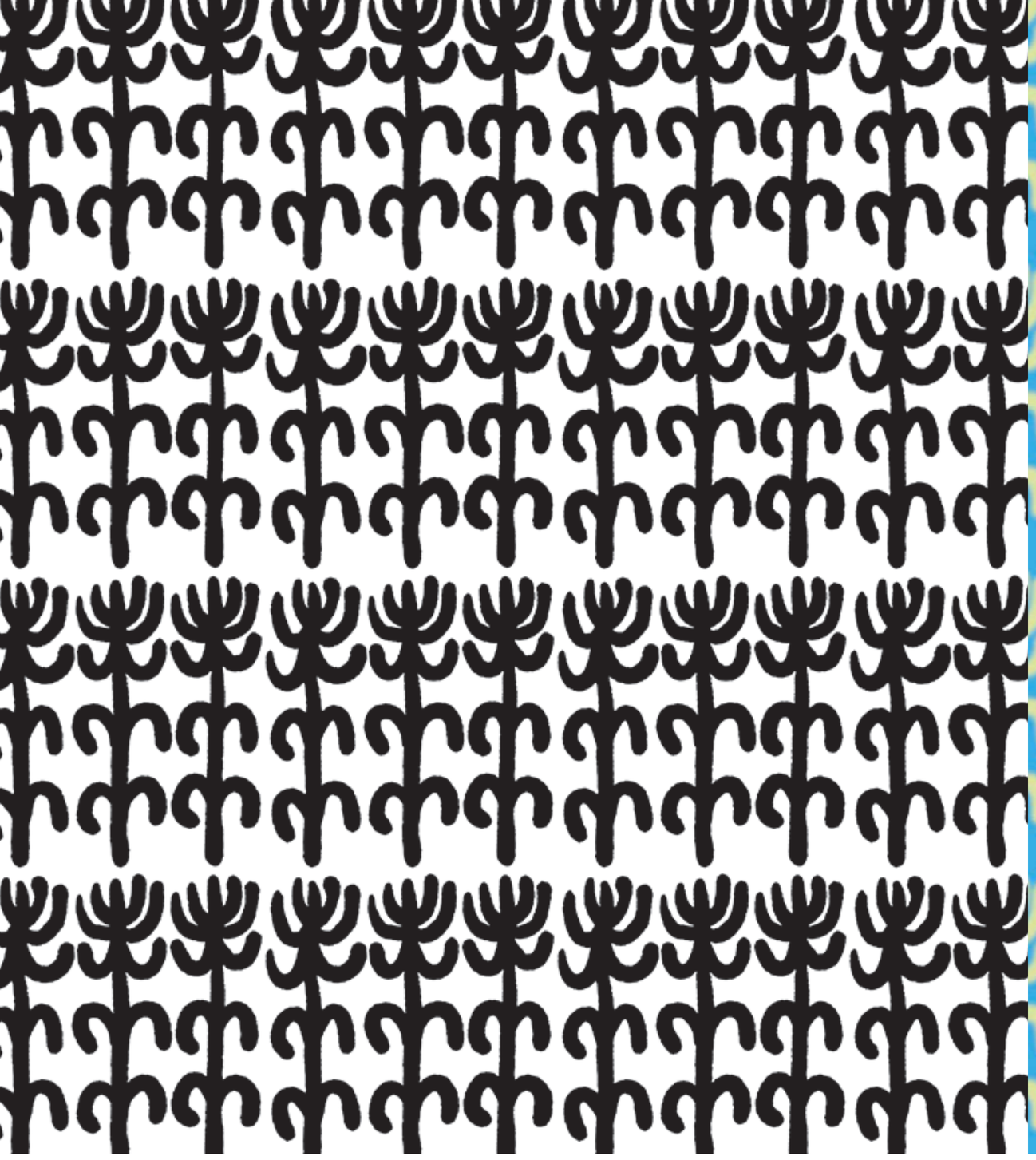

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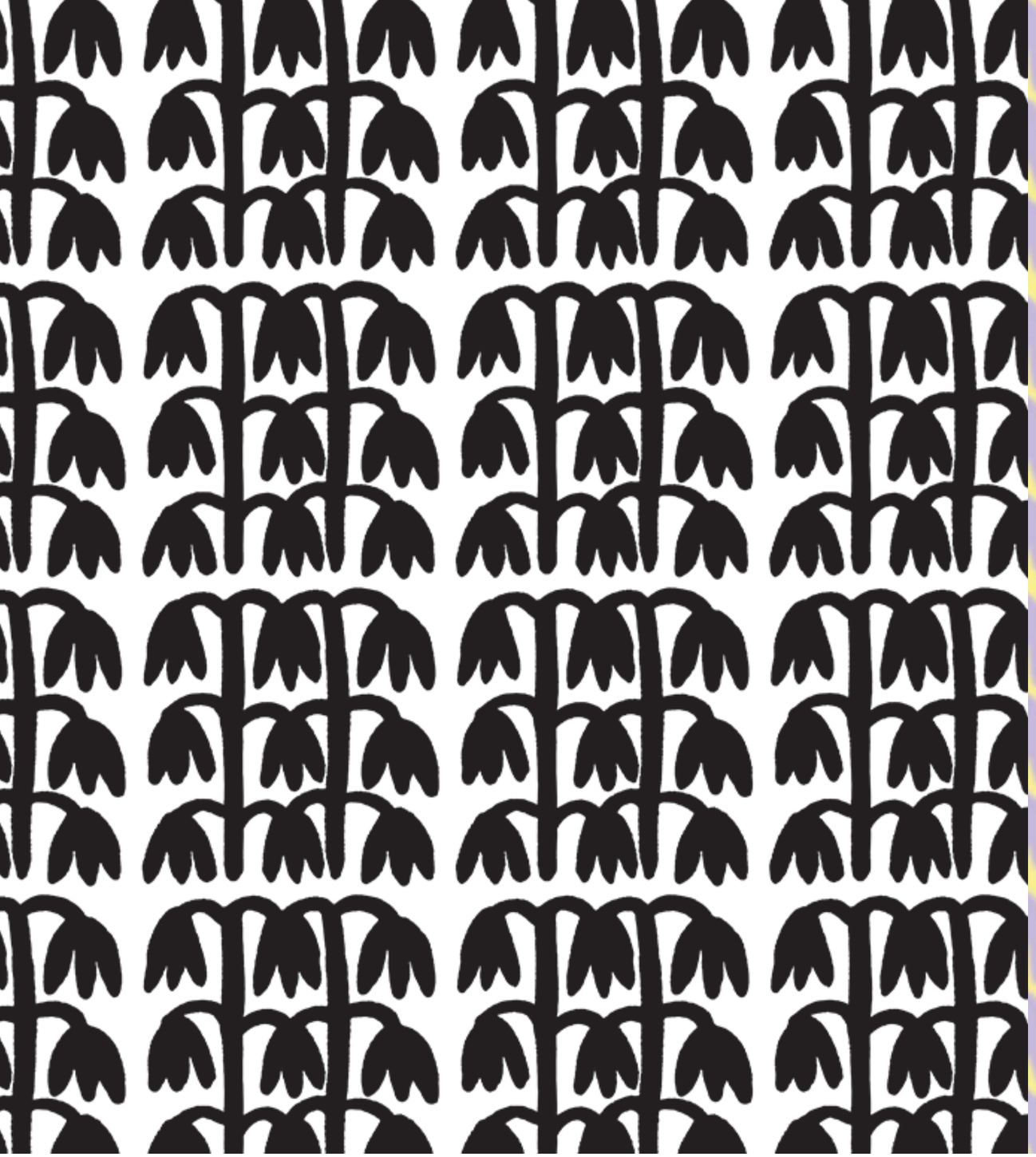

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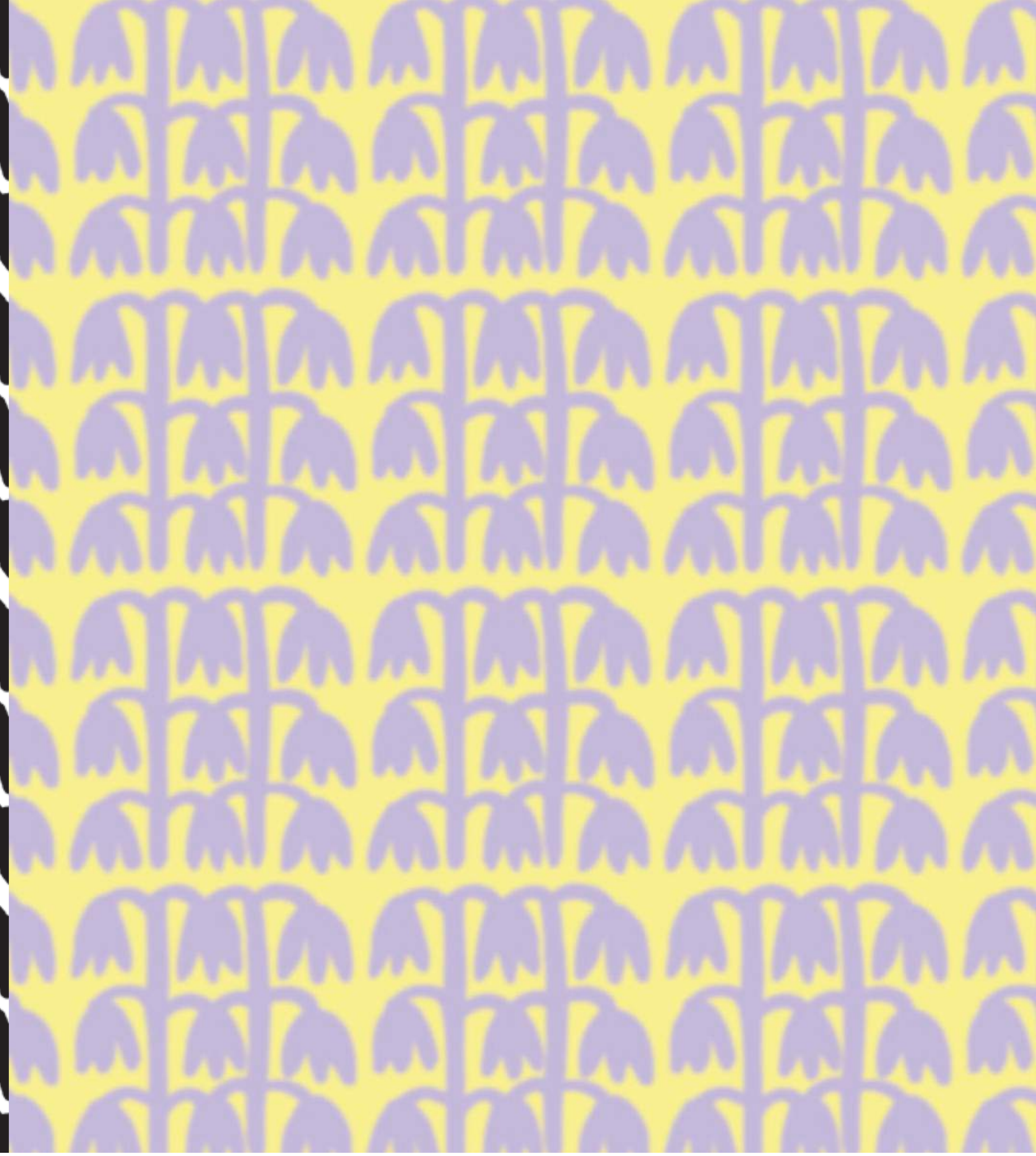

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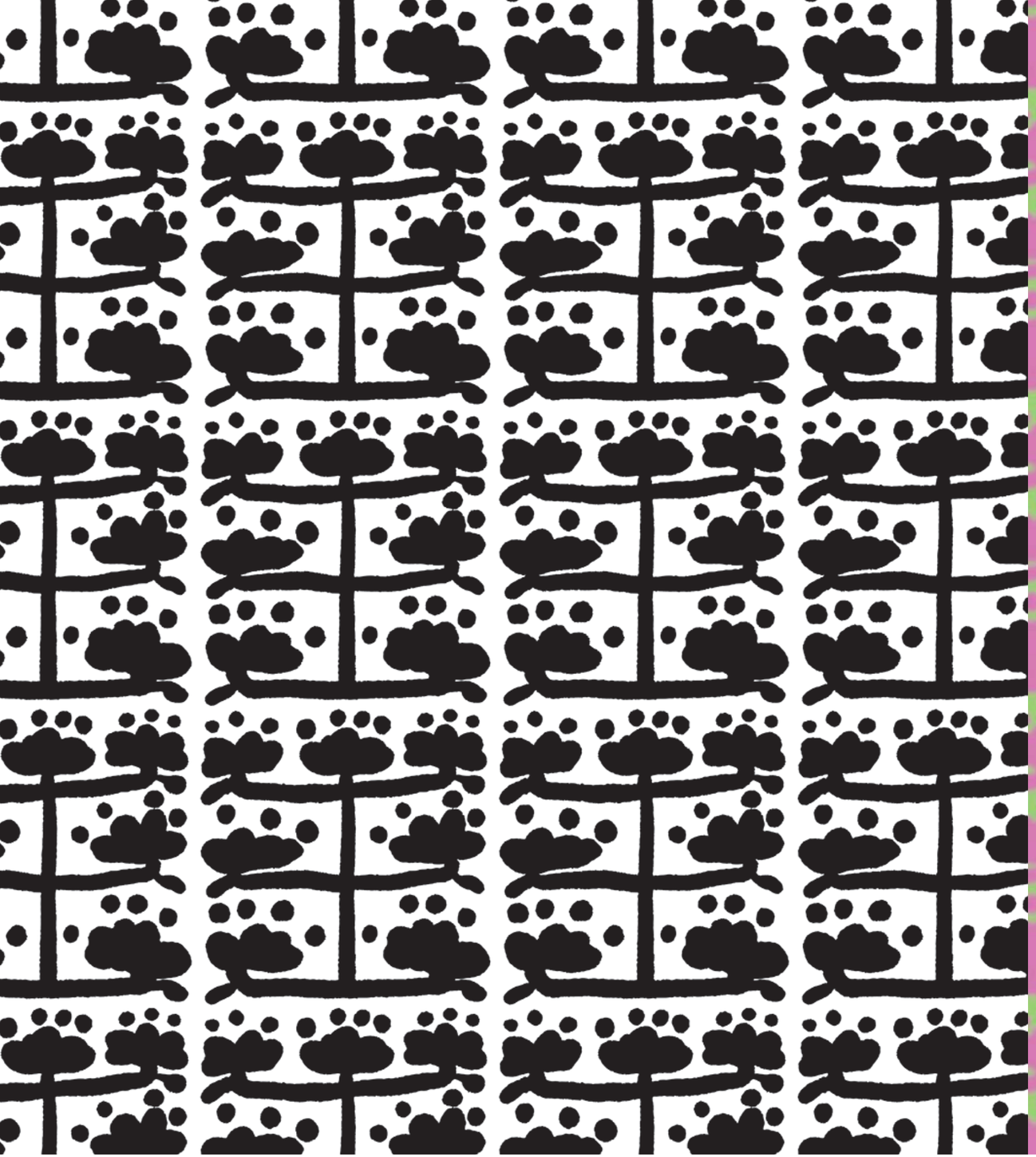

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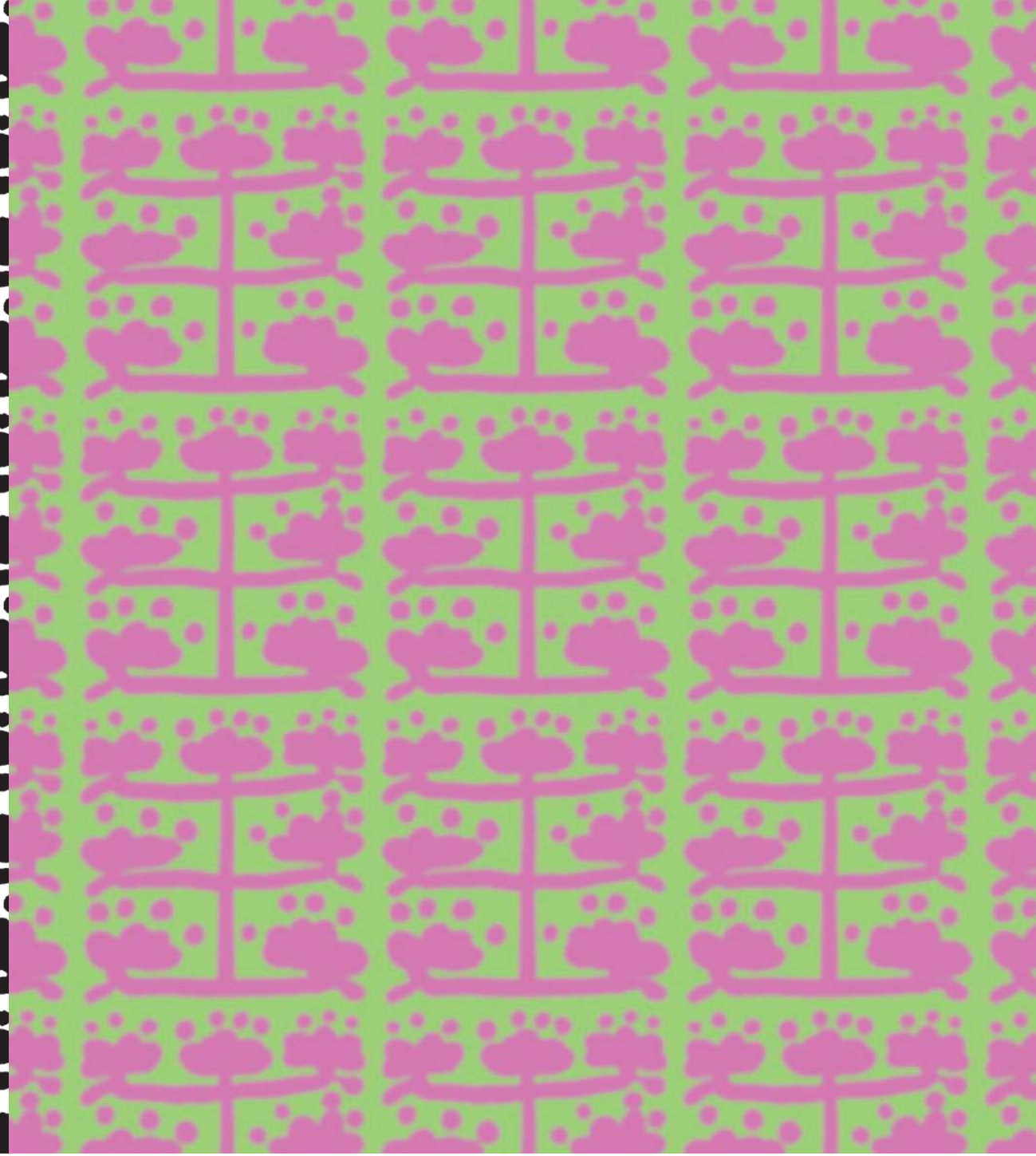

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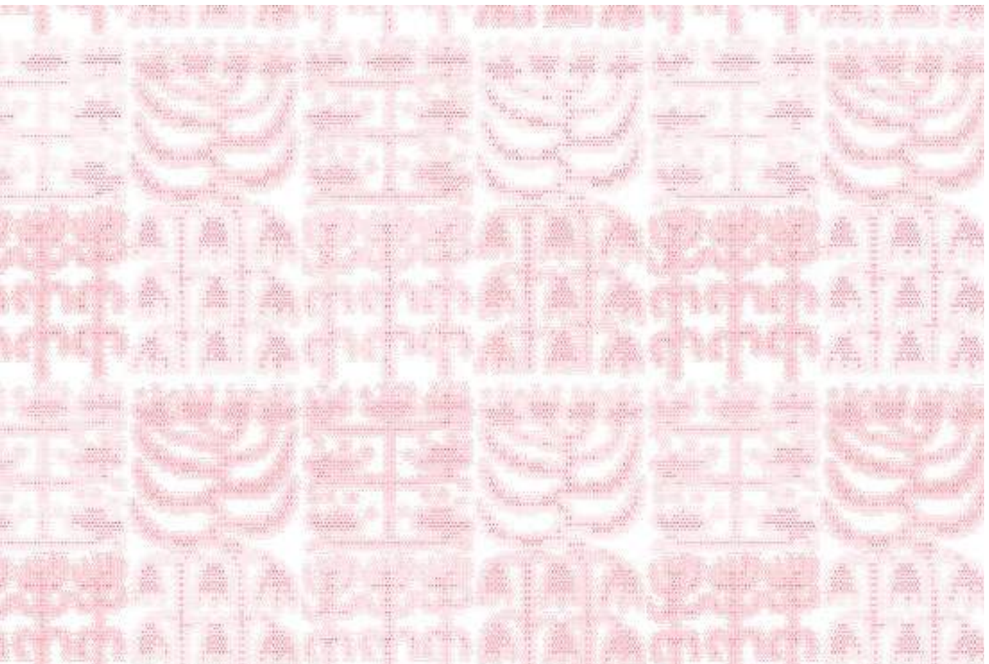

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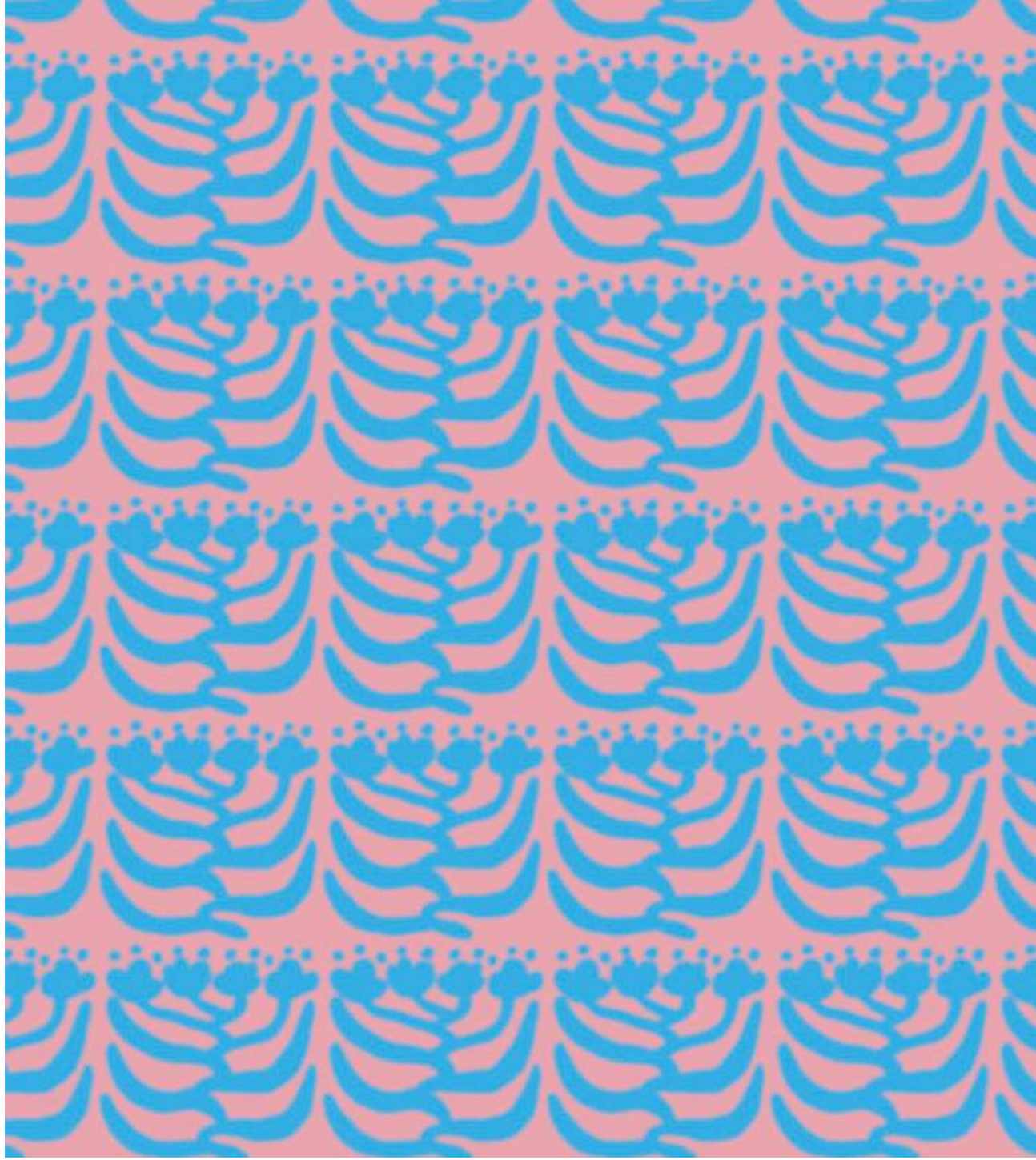

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訪問
Interview

林健仁
Kinyan Lam

Kinyan Lam 林健仁

Fashion designer Kinyan Lam is the founder and designer of Genau Studio. Established two years ago, the studio specialises in the use of natural dyes and traditional craftsmanship in contemporary design. He has also created a brand under his own name, Kinyan Lam, which has been exhibited in Paris and Shanghai, and has recently opened a pop-up shop in Causeway Bay, Hong Kong.

Kinyan Lam places special emphasis on the integration of traditional craftsmanship with modern design. His clothing is designed to be easy to mix and match, incorporating elements of traditional craftsmanship, such as knot stitch and natural dyeing from Guizhou in the Mainland, into simplistic styles. He is currently working with rural villages in Guizhou to utilise local craftsmanship, which not only helps preserve tradition, but also creates economic opportunities for these remote communities.

His latest collection, entitled "I was one of the trees", is inspired by the traditional customs of the Basha Miao village in Guizhou. The village has a custom of planting a cedar tree to accompany a child as he grows up; this tree will eventually become his coffin, with another tree planted in his memory after burial, thus embodying the belief in the cycle of life. Kinyan prefers graphic and childlike patterns, with black-and-white designs drawn in ink. His participation in this Motifx project is a continuation of this series.

Kinyan completed a Higher Diploma programme at the Hong Kong Design Institute before pursuing further studies in England, and after graduation, he completed an internship in Germany.

時裝設計師林健仁（Kinyan Lam）是 Genau Studio 的創辦人及設計師。工作室成立兩年以來，Kinyan 善於將天然染色和傳統工藝融入當代設計，並以自己名字創立品牌 Kinyan Lam。其作品曾在巴黎和上海展出，最近在香港銅鑼灣開設快閃店。

Kinyan 特別重視傳統工藝與現代設計的結合。他的服裝設計注重易於搭配，在簡約款式上加入傳統工藝元素，如貴州打籽繡和天然染色等。目前，他與貴州的農村合作，善用當地工藝，這不僅有助延續傳統，也為偏遠村落創造經濟收入。

他最新的系列以《I was one of the trees》為主題，靈感來自貴州岜沙苗寨的傳統習俗。該村落有種植杉樹陪伴小孩成長的習俗，樹木最終會成為他的棺木，下葬後再種一棵樹以作紀念，體現生命循環的信念。林健仁偏好以平面和童趣的手法創作圖案，以墨汁繪製黑白設計。他是次參與 Motifx 這項目的設計，亦是這個系列的延續。

Kinyan 在香港知專設計學院完成高級文憑課程，隨後前往英國升學，畢業後曾在德國實習。

RATIONALE OF PATTERNS 圖案設計的理念

In today's information-rich era, we receive a myriad of information daily. Through the internet, we can see various traditional Chinese pattern designs. After absorbing this information and gaining knowledge, we filter and refine it, eventually transforming these insights. The entire process is exciting. Therefore, my overall direction and ideas intertwine traditional patterns with digitalisation. By using design to present Chinese traditional patterns through digital lens, I also express the process of reception and transformation.

在今天這個資訊發達的時代，我們每天都接收不同的資訊。我們可以通過互聯網看到各式各樣的中國傳統圖案設計。海量的資訊，經過 過濾、提煉，最終將其轉化，整個過程非常有趣。我嘗試以數位呈現 中國傳統圖案，表達接受與轉化的過程。

PERSONAL PROFILE 個人簡介

Tony Leung is a Hong Kong graphic designer with 10 years of experience specialising in branding, illustration, and motion design. Committed to creating meaningful designs that convey powerful messages, he has collaborated with prestigious clients such as Cathay, Nike China, the Hong Kong Arts Development Council, and K11. Passionate about using unique visual elements, he blends creativity with strategic thinking. He delivering impactful visual solutions that resonate with audiences and elevate brand identities.

梁浩明是一位擁有 10 年經驗的香港平面設計師，擅長品牌設計、插圖和動態設計。他曾與國泰航空、耐克中國、香港藝術發 展局和 K11 等知名客戶合作，喜歡用富有意思的設計傳達令人 印象深刻的訊息。他熱衷於將創意與策略思維結合，以獨特的 視覺元素引起觀眾共鳴，並提升品牌形象。

A Travel Through History Collection
穿梭歷史系列

LEUNG Ho Ming Tony 梁浩明

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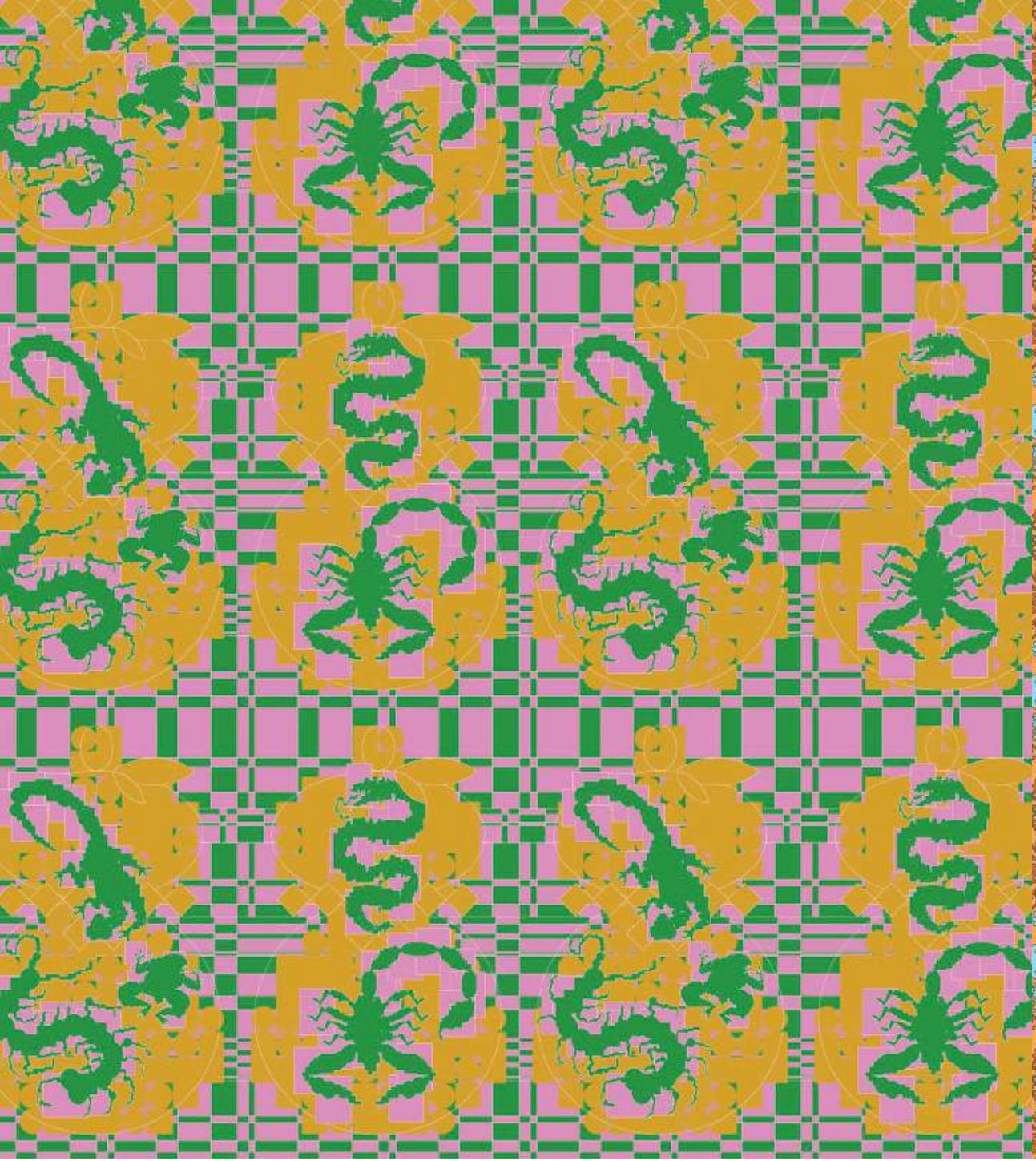

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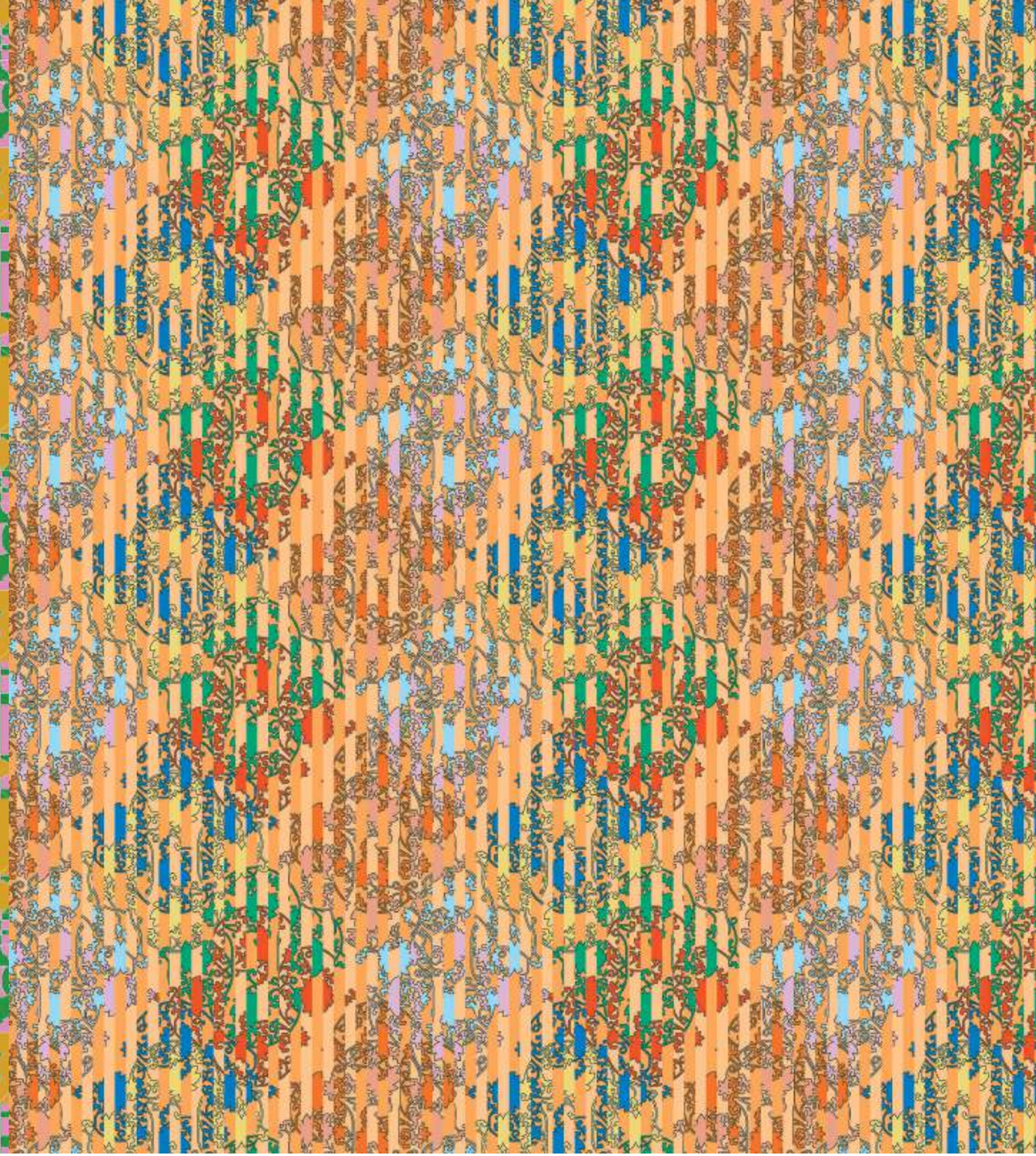

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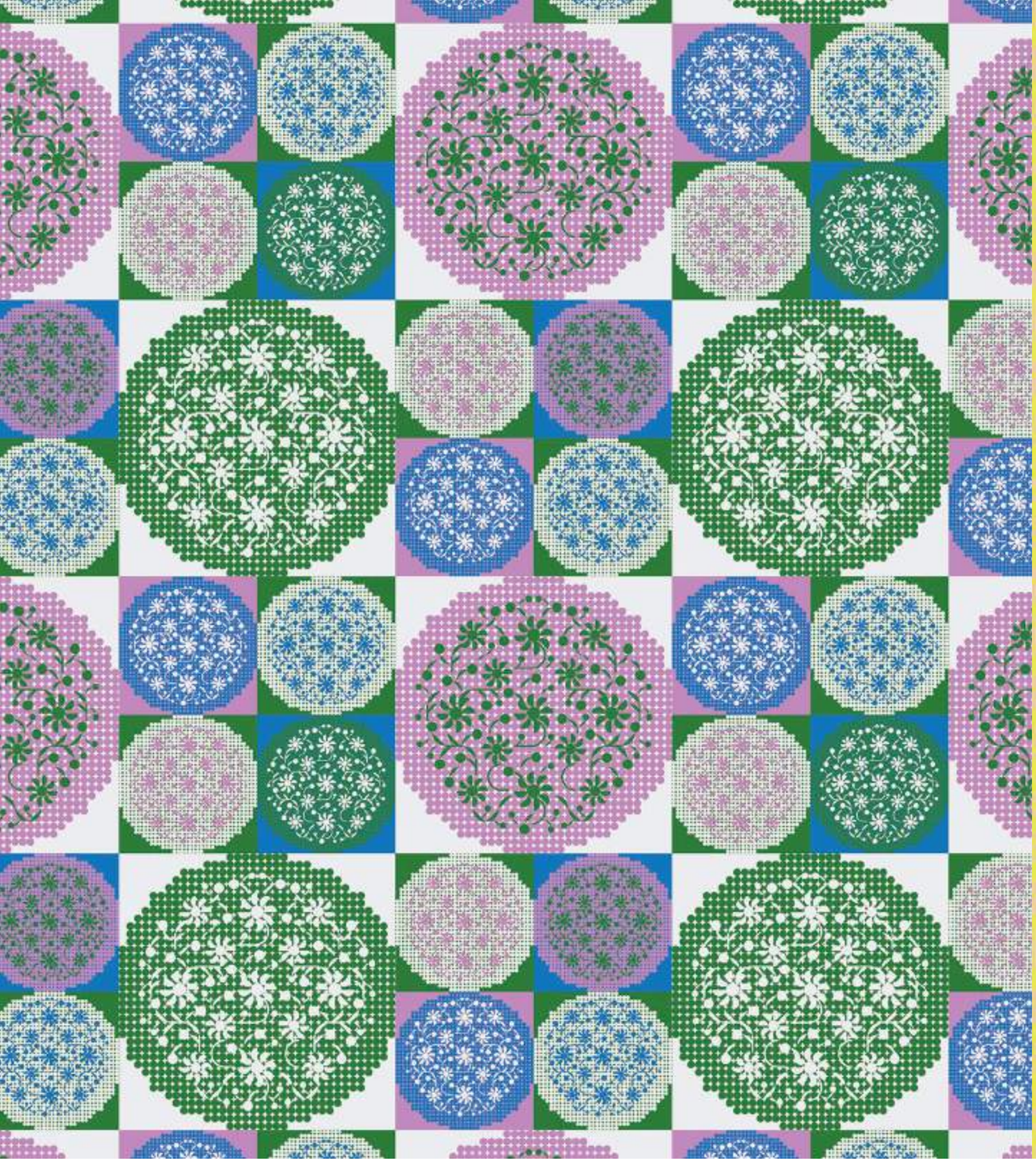

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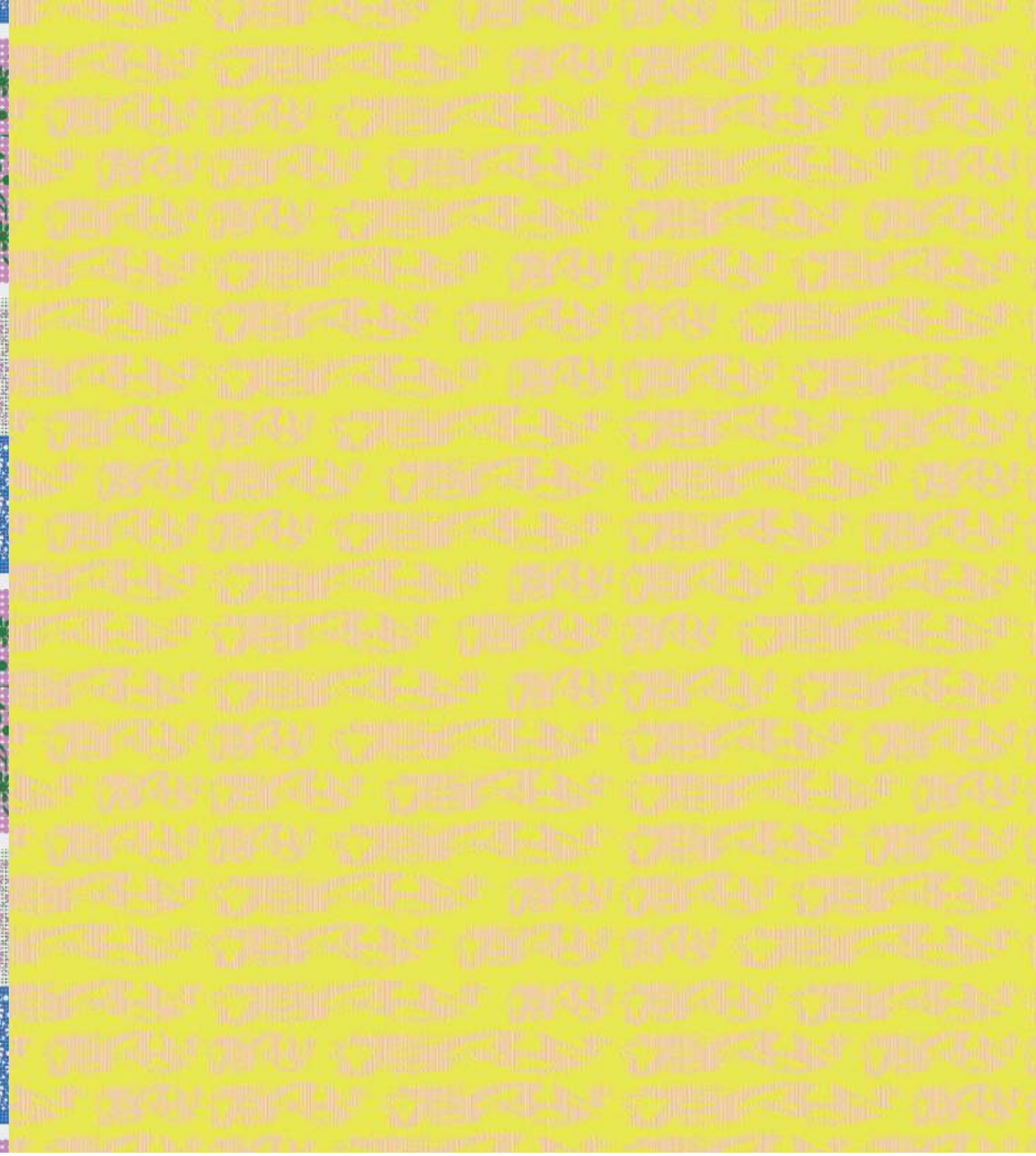

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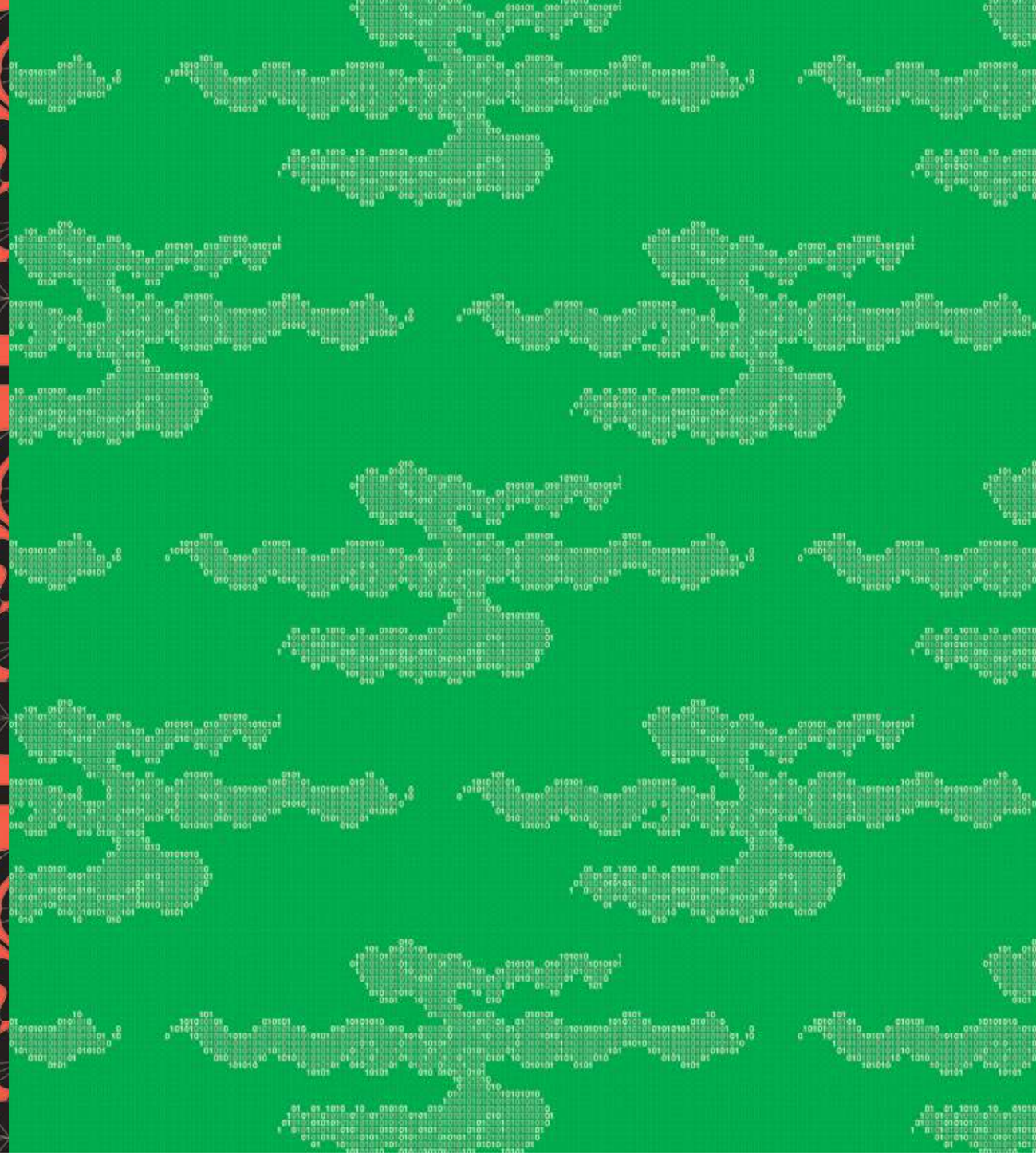

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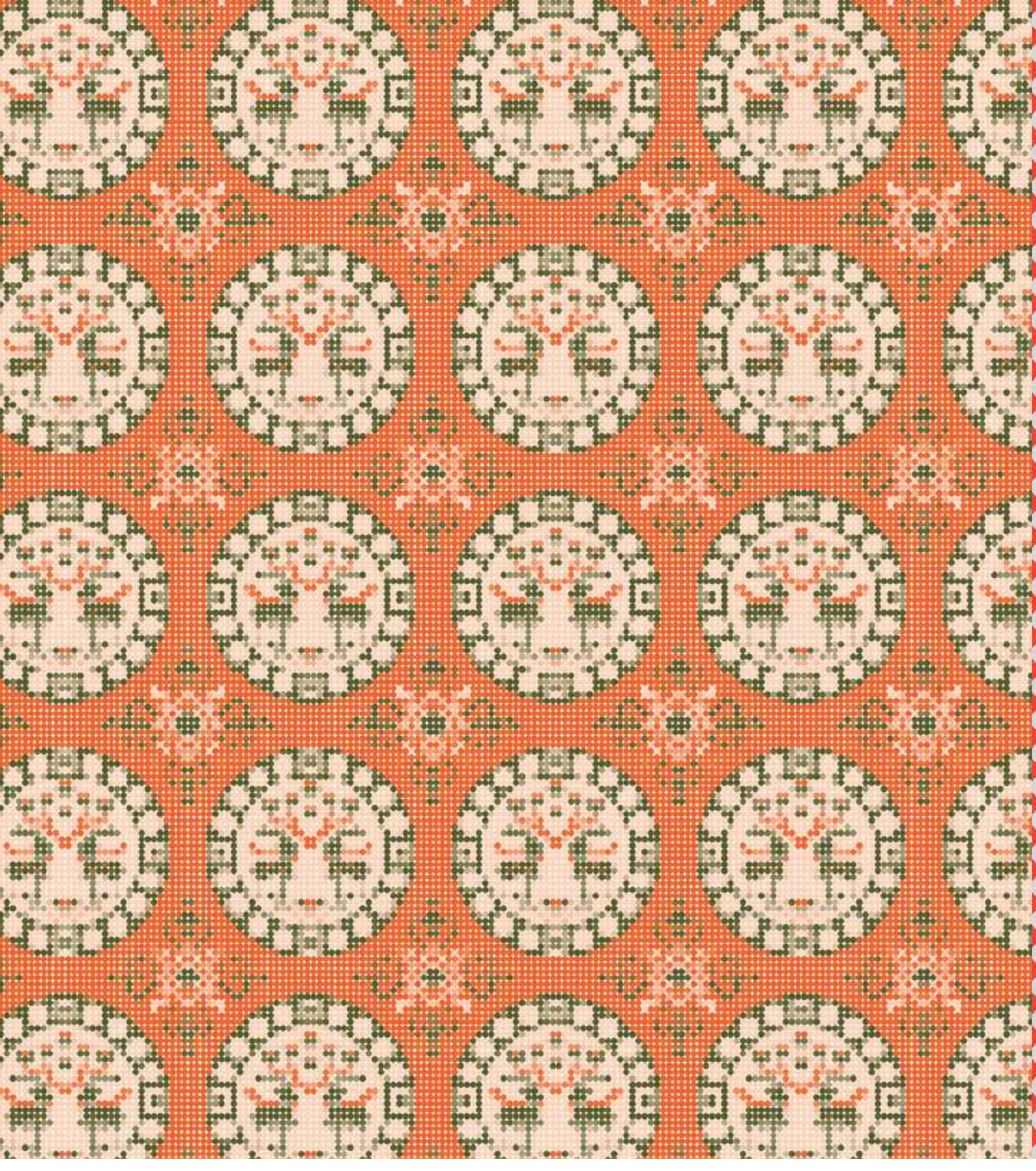

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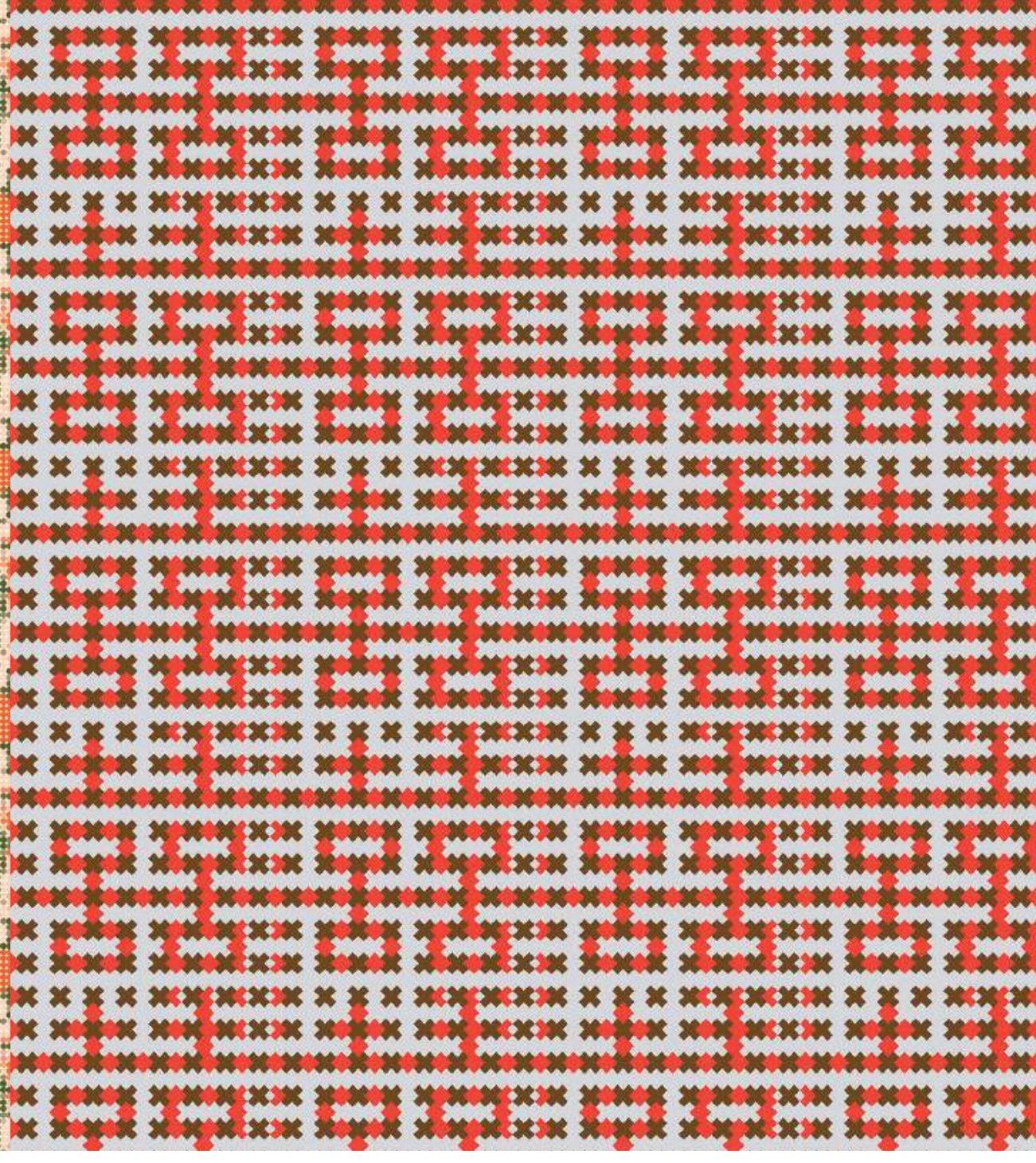

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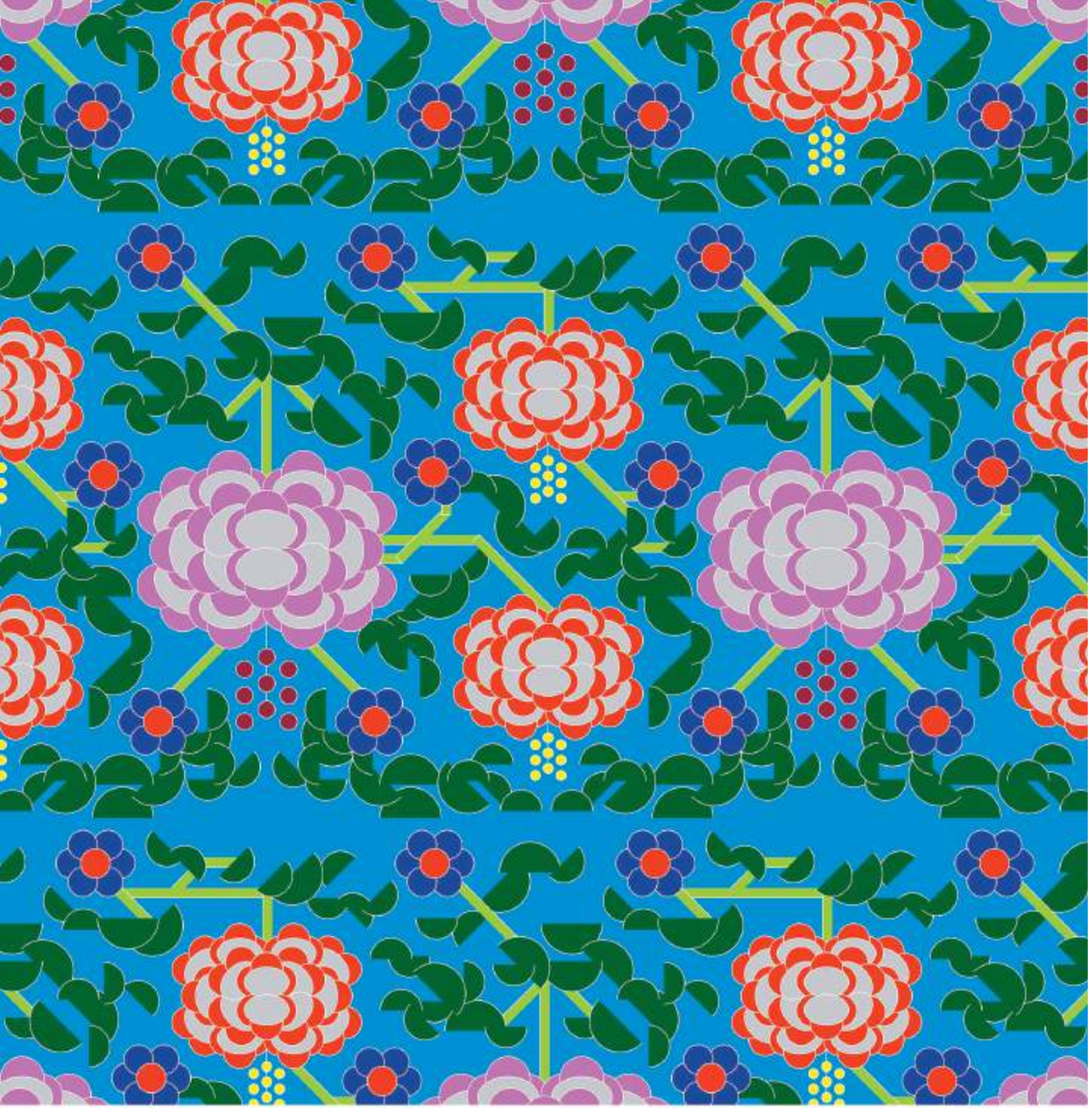

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訪問
Interview

梁浩明
Tony Leung

Tony Leung 梁浩明

Tony Leung has been a graphic designer for a decade. This project marks his first attempt to incorporate traditional Chinese graphic elements into modern design. He has rethought how to combine ancient wisdom with modern design language, aiming to strike a balance between tradition and innovation. The result demonstrates the infinite possibilities of cultural heritage in contemporary design, a notable departure from his previous work.

The series of works submitted for the Motifx project explores the potential for reinterpreting traditional patterns in the digital age. In particular, he highlighted a design based on the cloud pattern, where the traditional cloud pattern is transformed into a contemporary reinterpretation of the binary code “0101” in the digital realm. The design was inspired by the observation of an interesting connection between modern cloud technology and traditional Chinese cloud patterns.

Despite limited familiarity with traditional Chinese cultural elements in the past, Tony found that traditional patterns and culture proved a valuable source of design inspiration through this creative experience. He believes it is important to continue learning and staying connected with traditional Chinese culture, and that this experience has opened up a new creative direction for him, with the potential for further exploration of the modern interpretation of traditional elements in his personal works in the future.

從事平面設計已有十年的梁浩明（Tony Leung），這次首次嘗試將中國傳統圖案元素融入現代設計中。他重新思考如何將古老智慧與現代設計語言結合，在傳統與創新之間找到平衡，展現文化傳承在當代設計中的無限可能，這與他過往的工作的風格有很大不同。

在他的 Motifx 項目提交的系列作品中，Tony 探討了如何在數碼時代重新詮釋傳統圖案。他特別提到了一個以雲紋為主題的設計，正是將傳統雲紋圖案轉化成數碼世界裡二進制代碼「0101」的現代演繹。這個設計靈感來自於他對現代雲端技術與中國傳統雲紋之間有趣連結的觀察。

雖然過去較少接觸中國傳統文化元素，但通過這次創作經驗，Tony 發現傳統圖案和文化是設計靈感的寶貴來源。他認為持續學習和接觸中國傳統文化是十分有意義的，並表示這次的經驗為他開啟了新的創作方向，未來可能會在個人作品中繼續探索傳統元素的現代演繹。

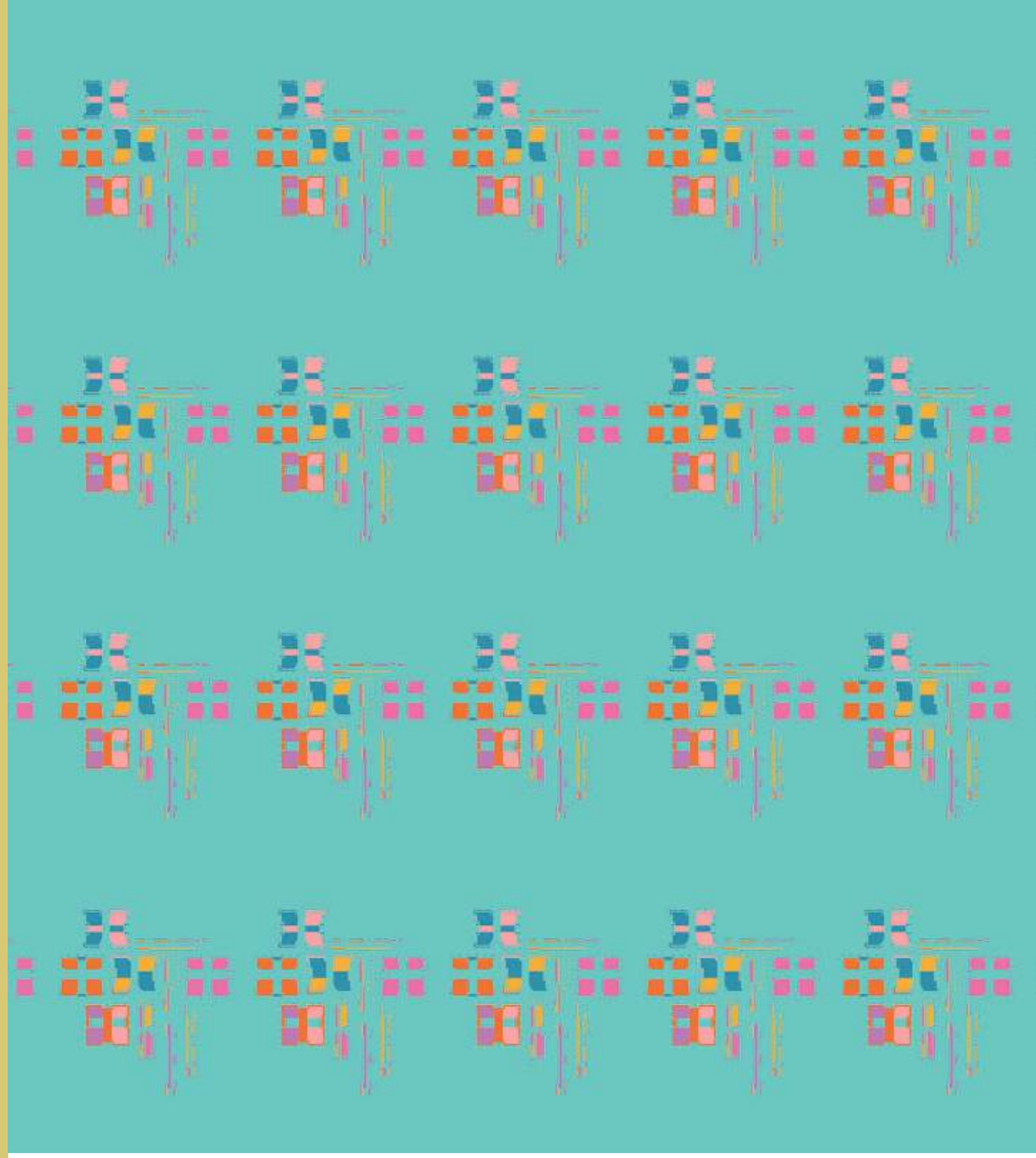
A

Architectural Space Collection

中國建築空間系列

These designs draw inspiration from traditional Chinese living spaces and architectural elements, incorporating vibrant colours to create distinctive, culturally resonant designs.

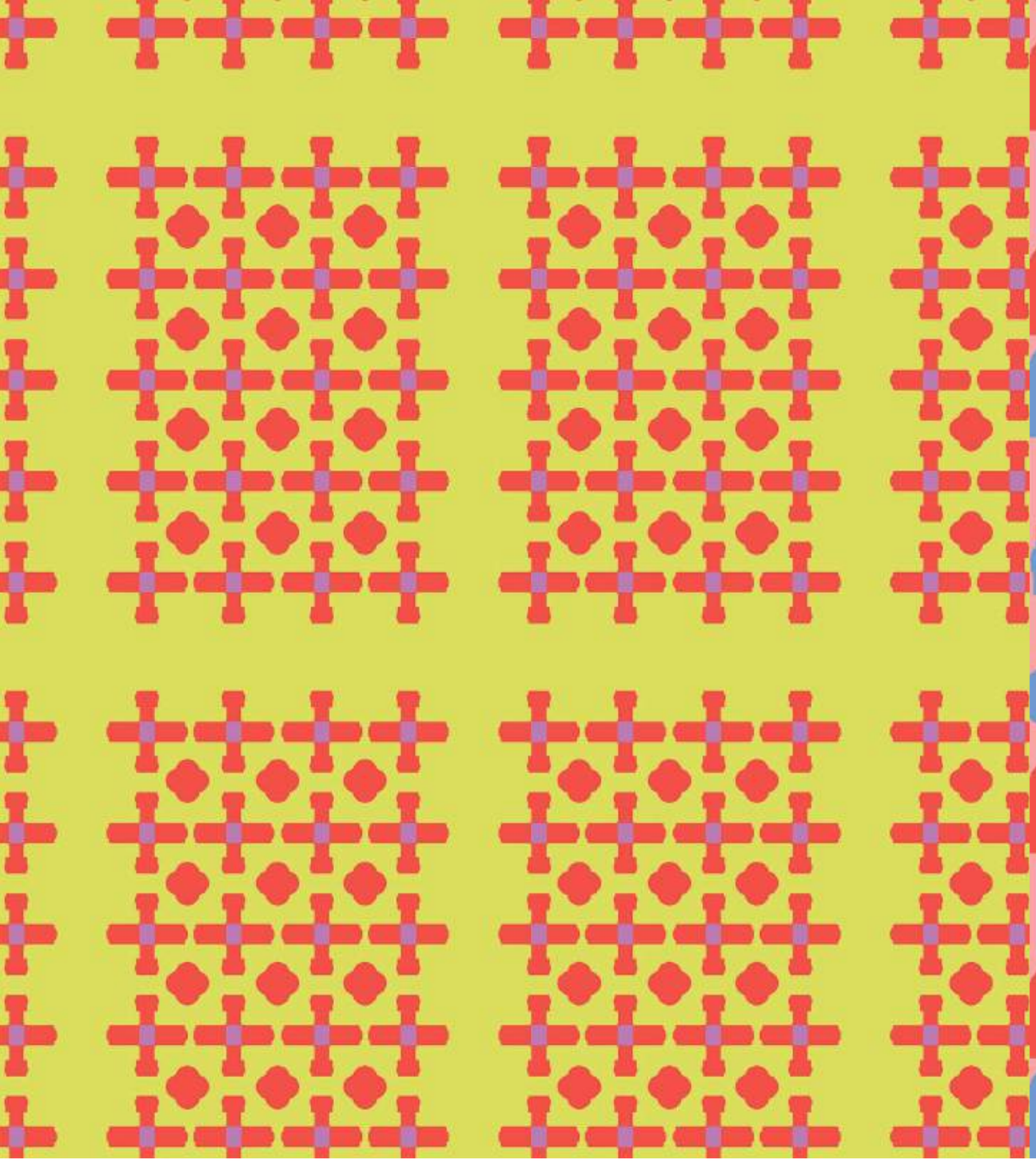
這些設計以中國傳統生活空間特別及建築元素為靈感，融入鮮艷色彩，創造出別具風格和文化共鳴的 設計。



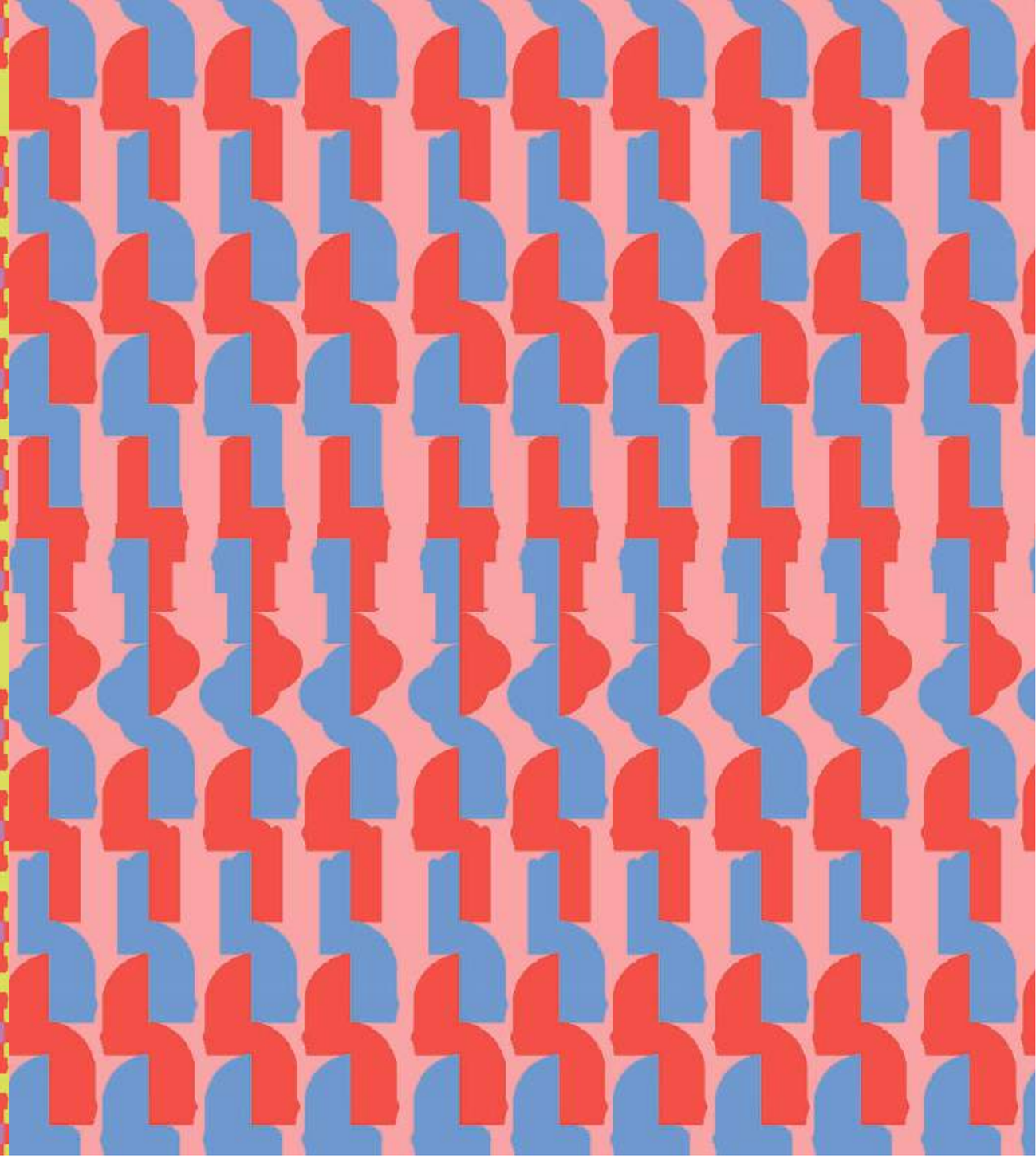
24051

CHAN Kit Yee, Kristin 陳潔儀

#nouveau palette #ancient cities #symmetry #新派調色 #古城 #對稱



24052
CHAN Kit Yee, Kristin 陳潔儀
#nouveau palette #red door #symmetry #新派調色 #紅門 #對稱



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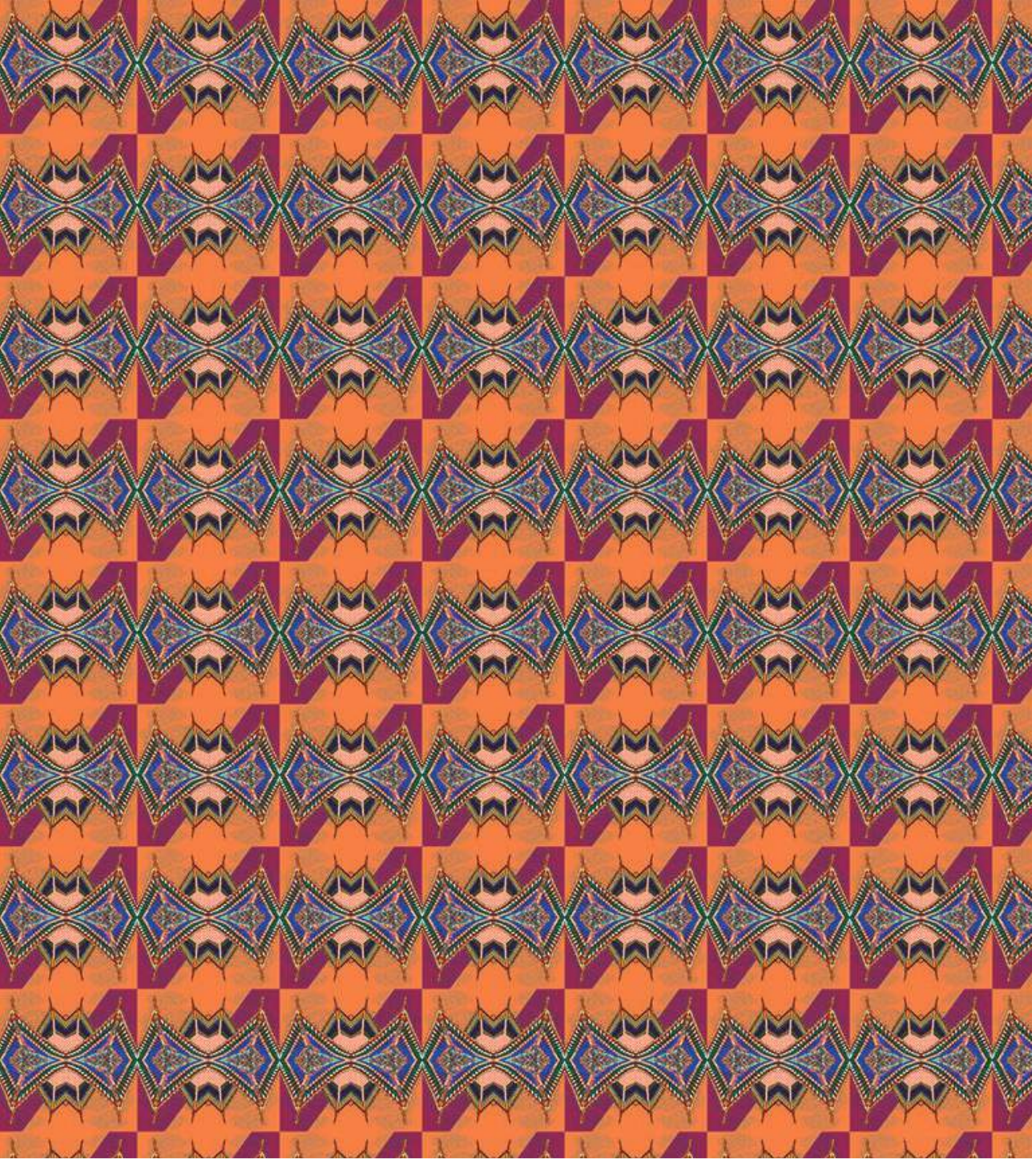
CHAN Kit Yee, Kristin 陳潔儀
#nouveau palette #ancient cities #moon gate #新派調色 #古城 #月洞門



24054

FONG Ying Tung 方映桐

#nouveau palette #graffiti #temple #新派調色 #塗鴉 #寺廟

C

Copper Coin Collection

銅錢系列

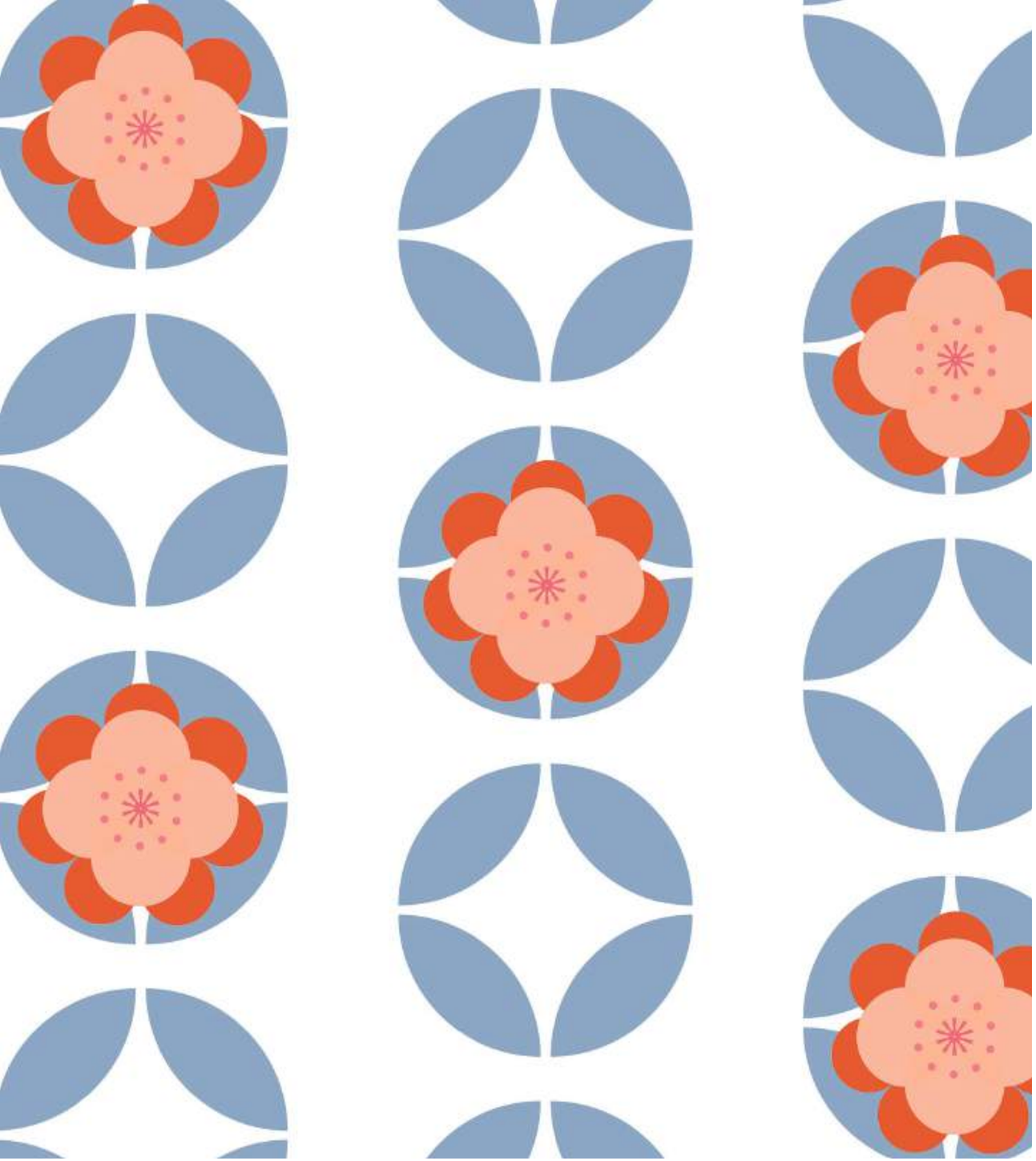
The traditional Chinese copper coin motif has been reinterpreted with a modern simplicity and pop art colour palette, creating a distinctive visual effect.

取材自傳統銅錢紋飾，以現代簡約風及波普藝術色彩重新演繹，帶來不一樣的視覺效果。

24055

CHAN Po Yee 陳宝儀

#nouveau palette #copper coin #auspicious symbol #新派調色 #銅錢 #吉祥圖案



24056
CHAN Po Yee 陳宝儀
#copper coin #plum blossoms #auspicious symbol #銅錢 #梅花 #吉祥圖案

24057
YEUNG Lok Shun 楊樂信
#nouveau palette #copper coin #pop art colour #新派調色 #銅錢 #波普藝術色彩

D

Dunhuang Collection

敦煌系列

The art of Dunhuang has inspired a variety of creative works, while some designs draw inspiration from its colours, others are paired with classic fairy tales. This reflects the rich cultural exchanges along the Silk Road and demonstrates the diverse historical and social influences.

這系列設計以敦煌藝術為靈感，有取其色彩美學，也有結合經典童話故事，反映出絲綢之路沿途豐富的文化交流，展現出多元的歷史和社會影響。

24058

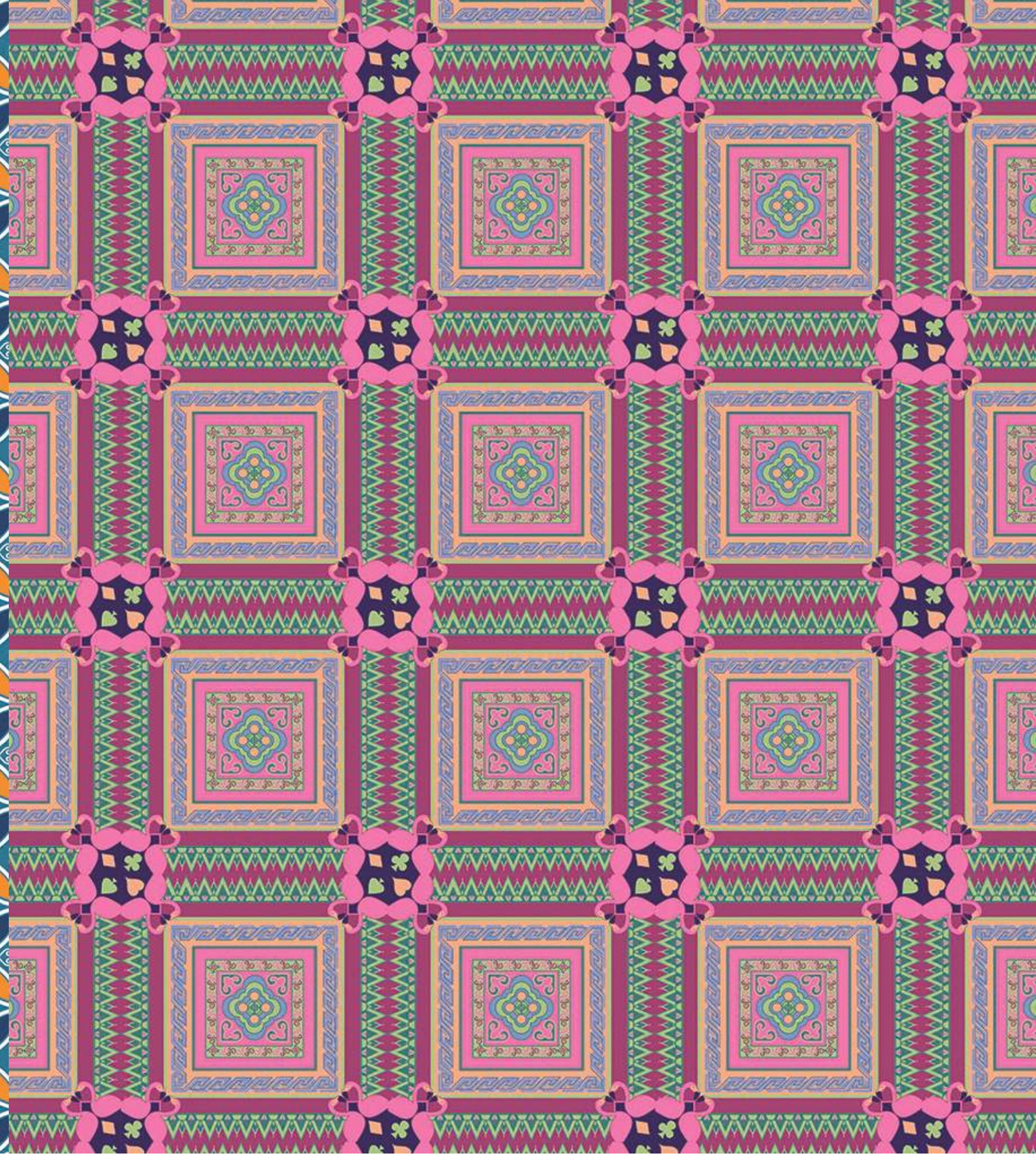
CHEUNG Sum Kin 張琛健

#geometry #Dunhuang #幾何 #敦煌

24059

WONG Chung Man 黃頌文

#geometry #The Nightingale #幾何 #夜鶯



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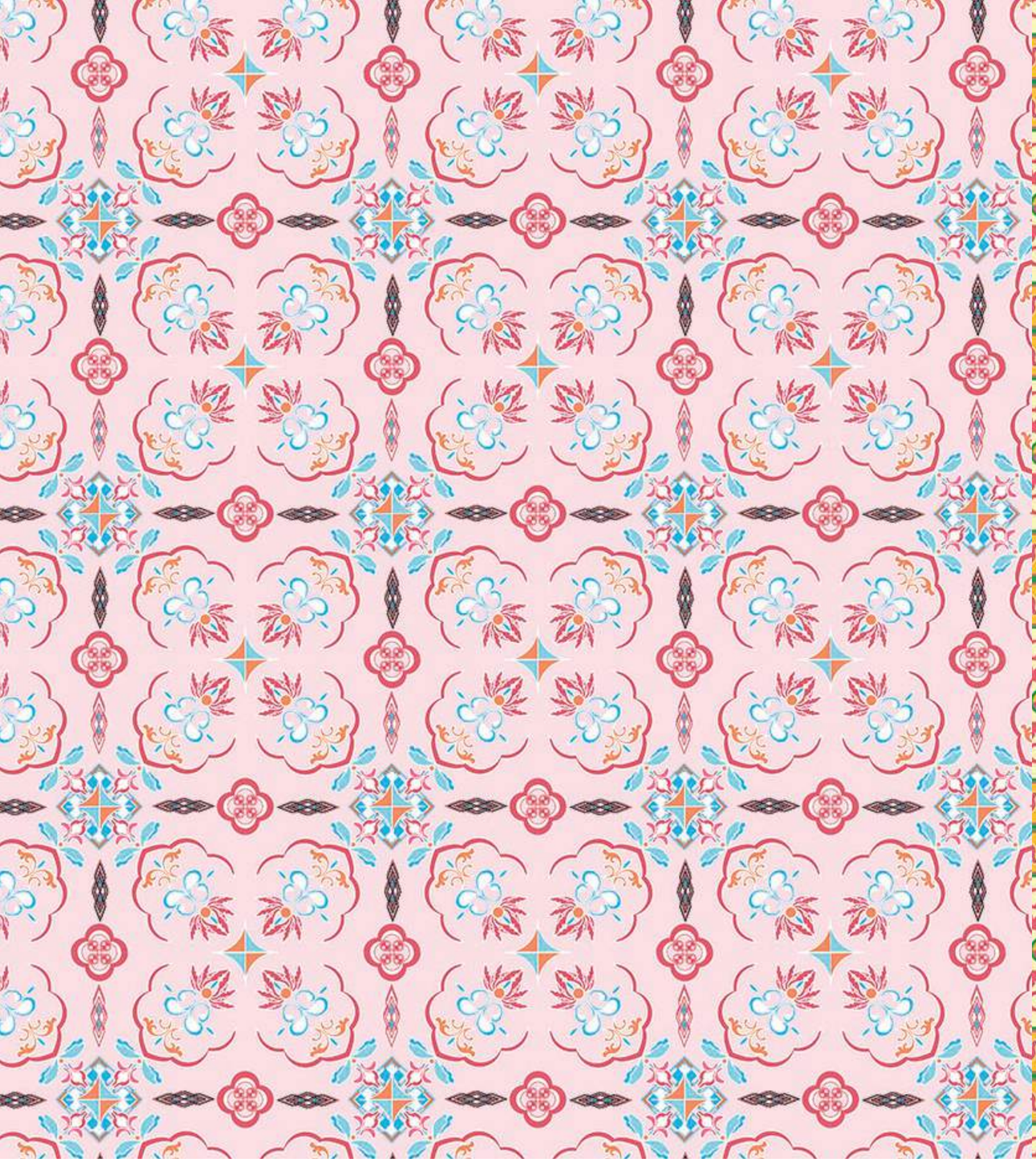
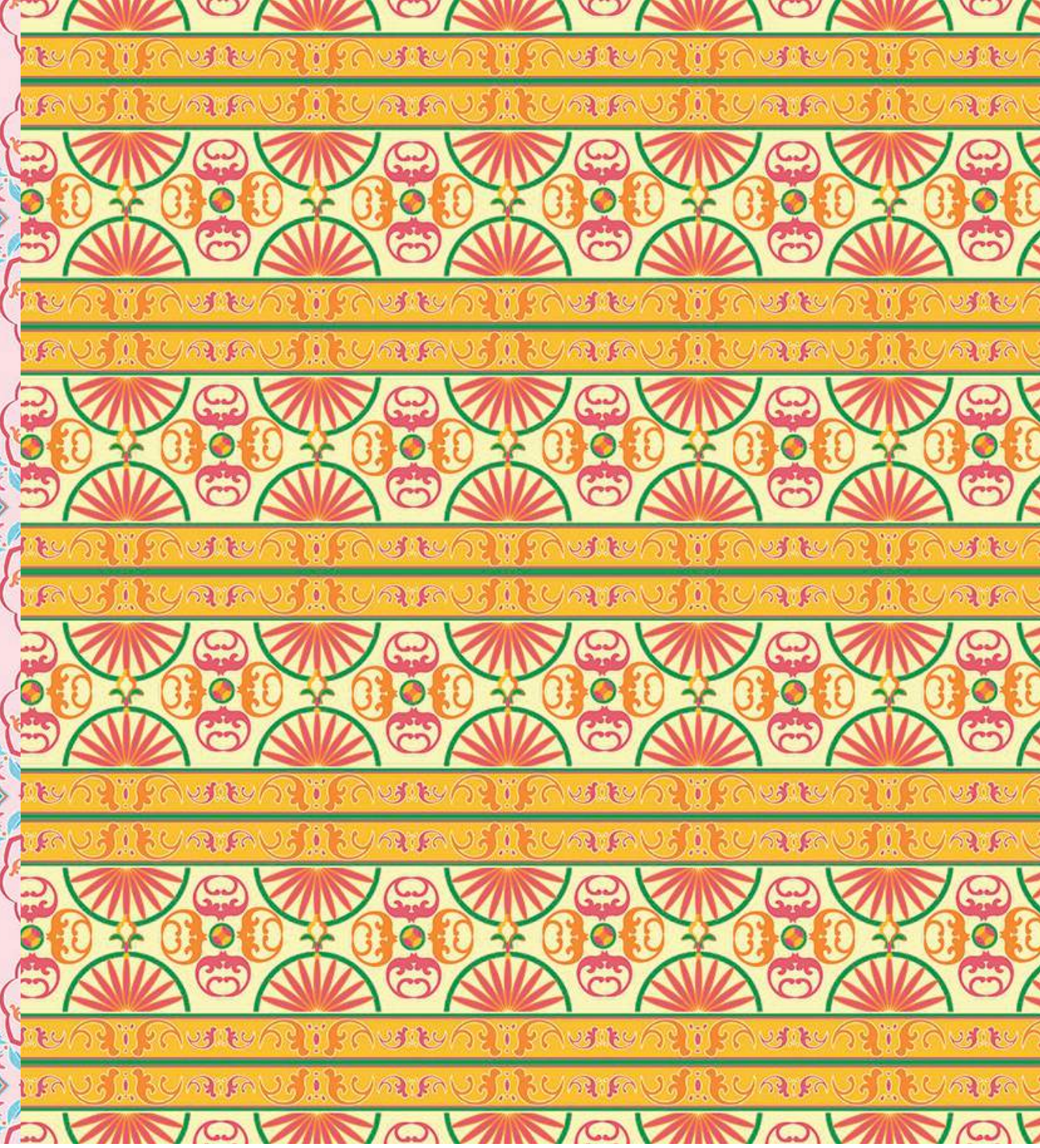
WONG Chung Man 黃頌文

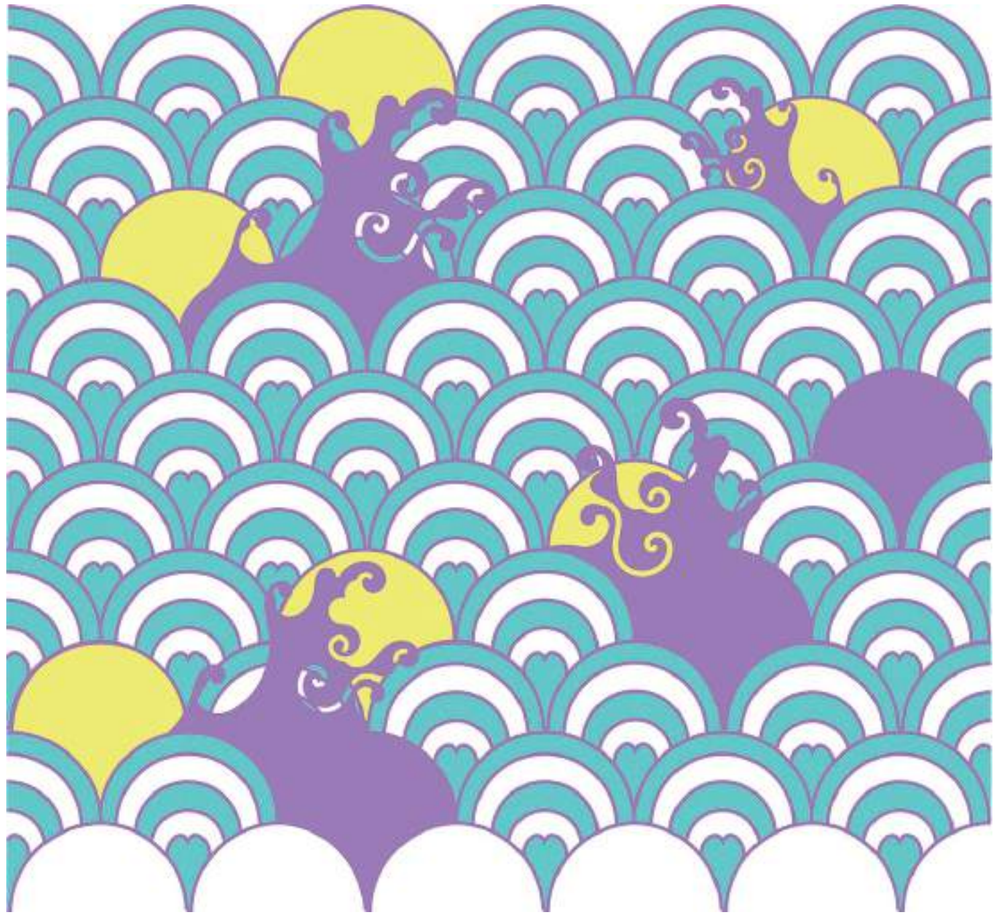
#nouveau palette #Alice in the Wonderland #新派調色 #愛麗斯夢遊仙境



24061
WONG Chung Man 黃頌文
#symmetry #Aladdin #對稱 #阿拉丁



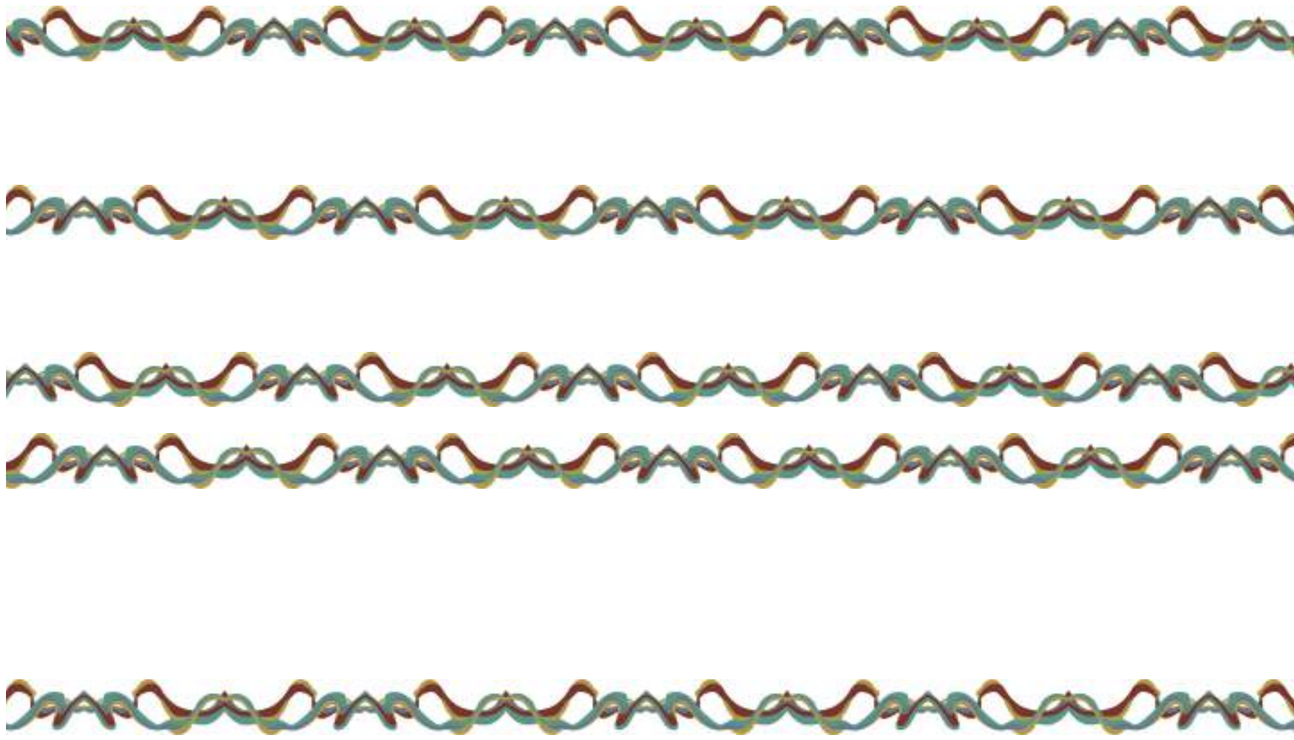
24062
WONG Chung Man 黃頌文
#symmetry #Aladdin #對稱 #阿拉丁



24063

WONG Chung Man 黃頌文

#ocean waves #Pinocchio #波濤 #木偶奇遇記



24064

CHUNG Ka Chun 鍾加進

#symmetry #Flying Apsara's ribbon #對稱 #飛天彩帶

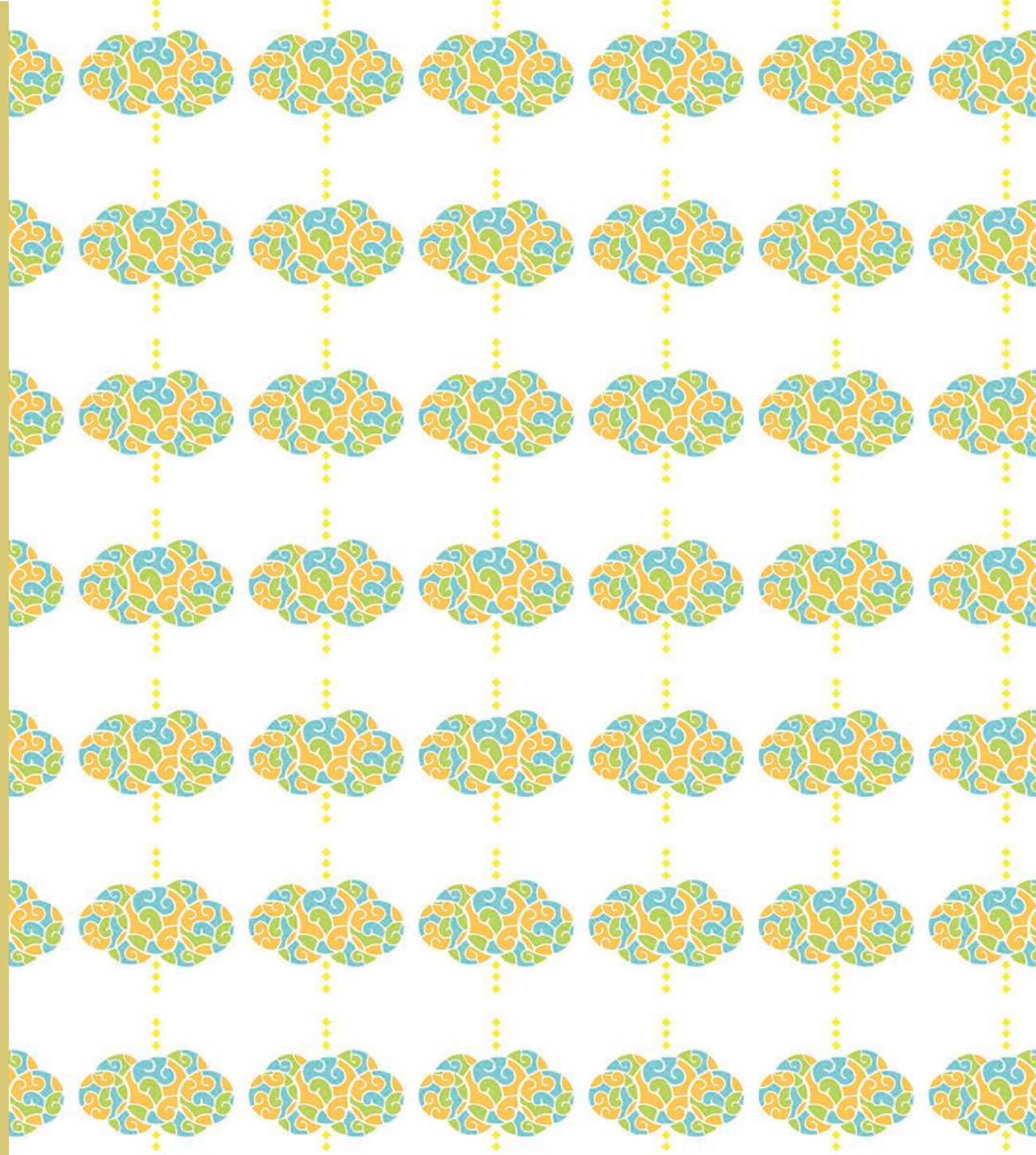
F

Floating Cloud Collection

雲氣系列

The contrasting colours give the cloud pattern a modern and dynamic look, while the sacred image of the cloud in the sky highlights its symbol of power, demonstrating the rich connotations of the traditional elements.

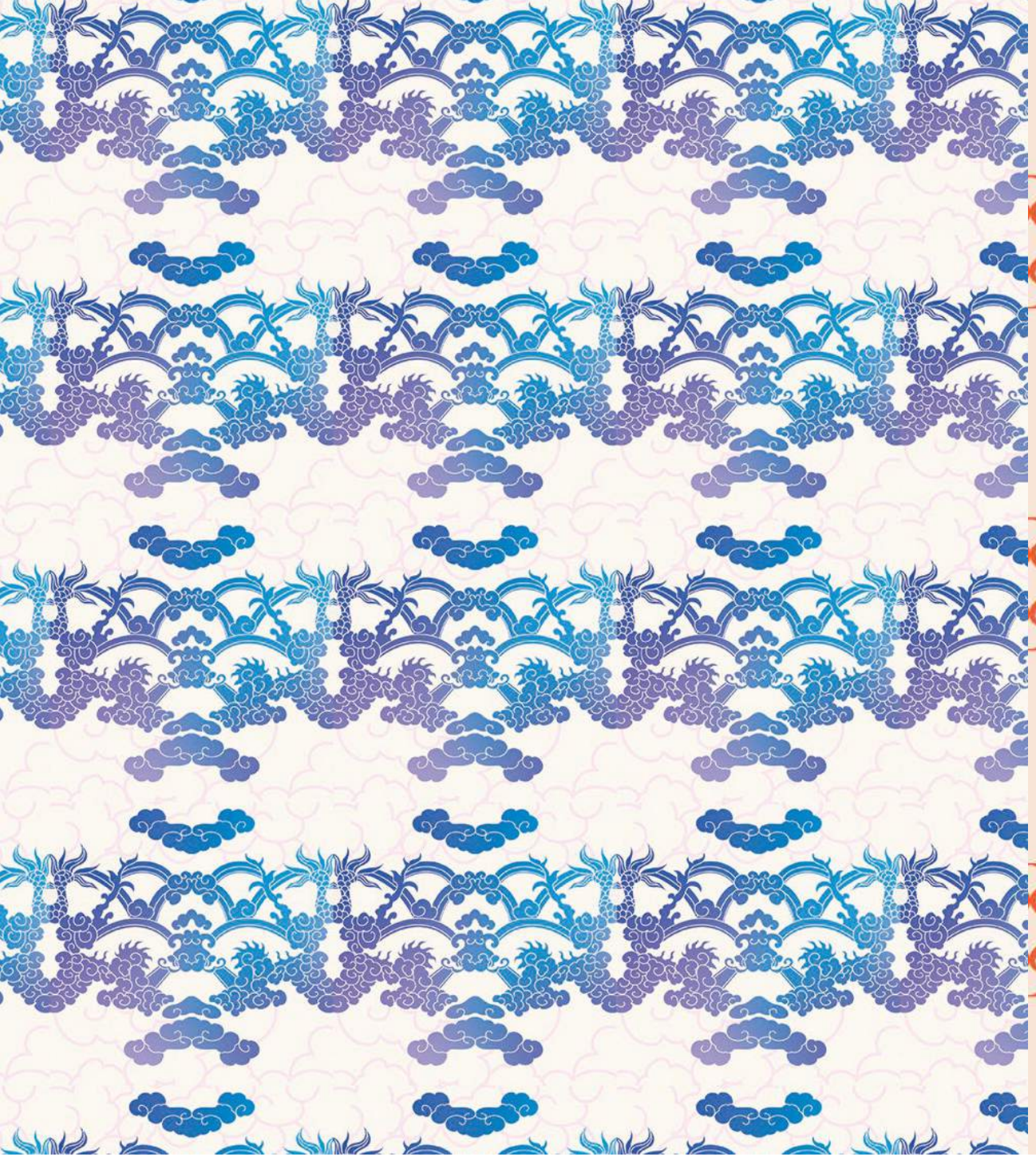
強烈對比的鮮艷色彩賦予了雲紋圖案現代化和動感，雲在高天的神聖意象突出了其權力象徵，展現了傳統元素的豐富內涵。



24065

CHAN Po Yee 陳宝儀

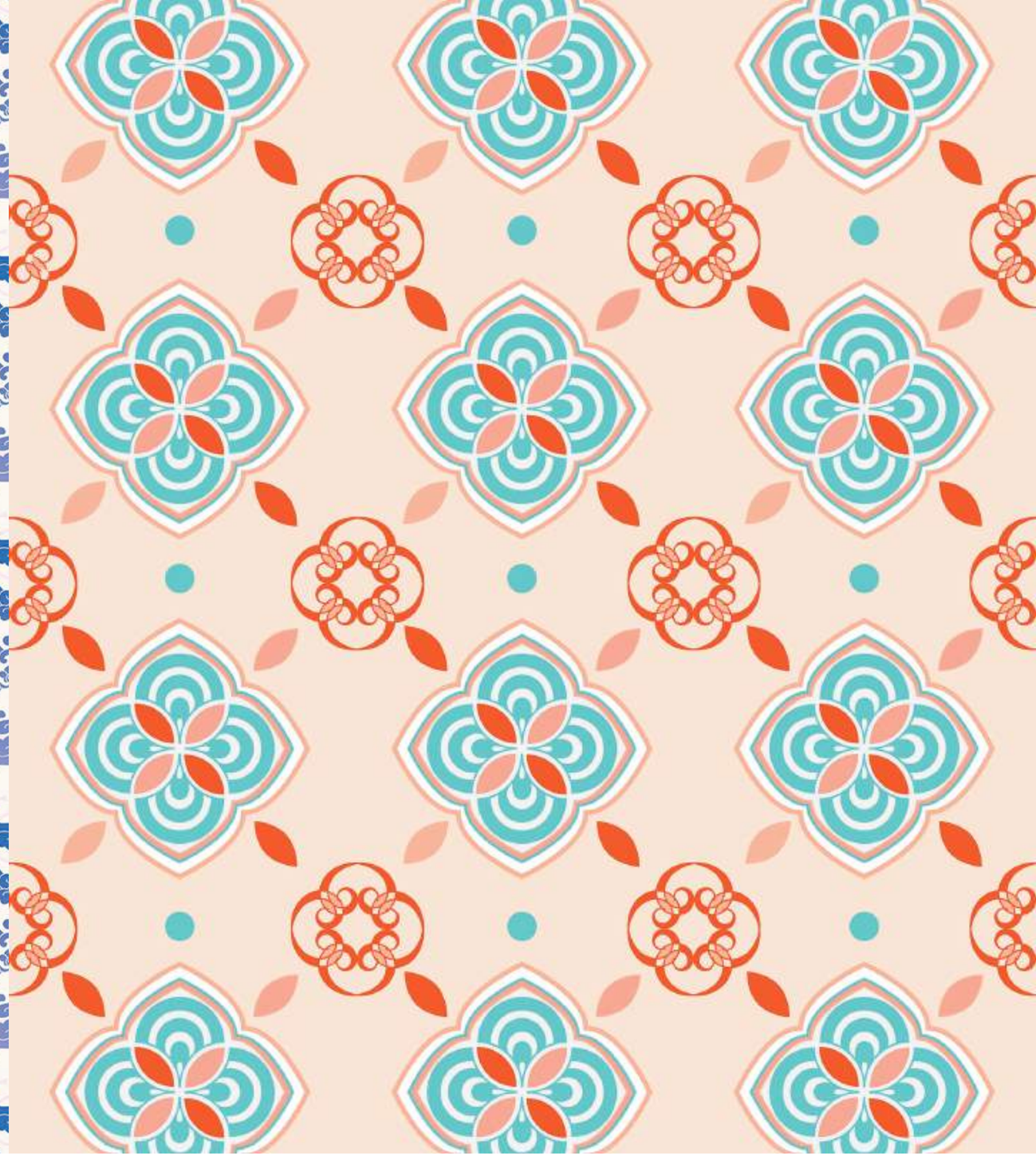
#nouveau palette #dynamic #新派調色 #動感



24066

LI Cheuk In Peko 李卓妍

#symmetry #ocean waves #power #對稱 #波濤 #權力



24067

WONG Chun Man 黃頌文

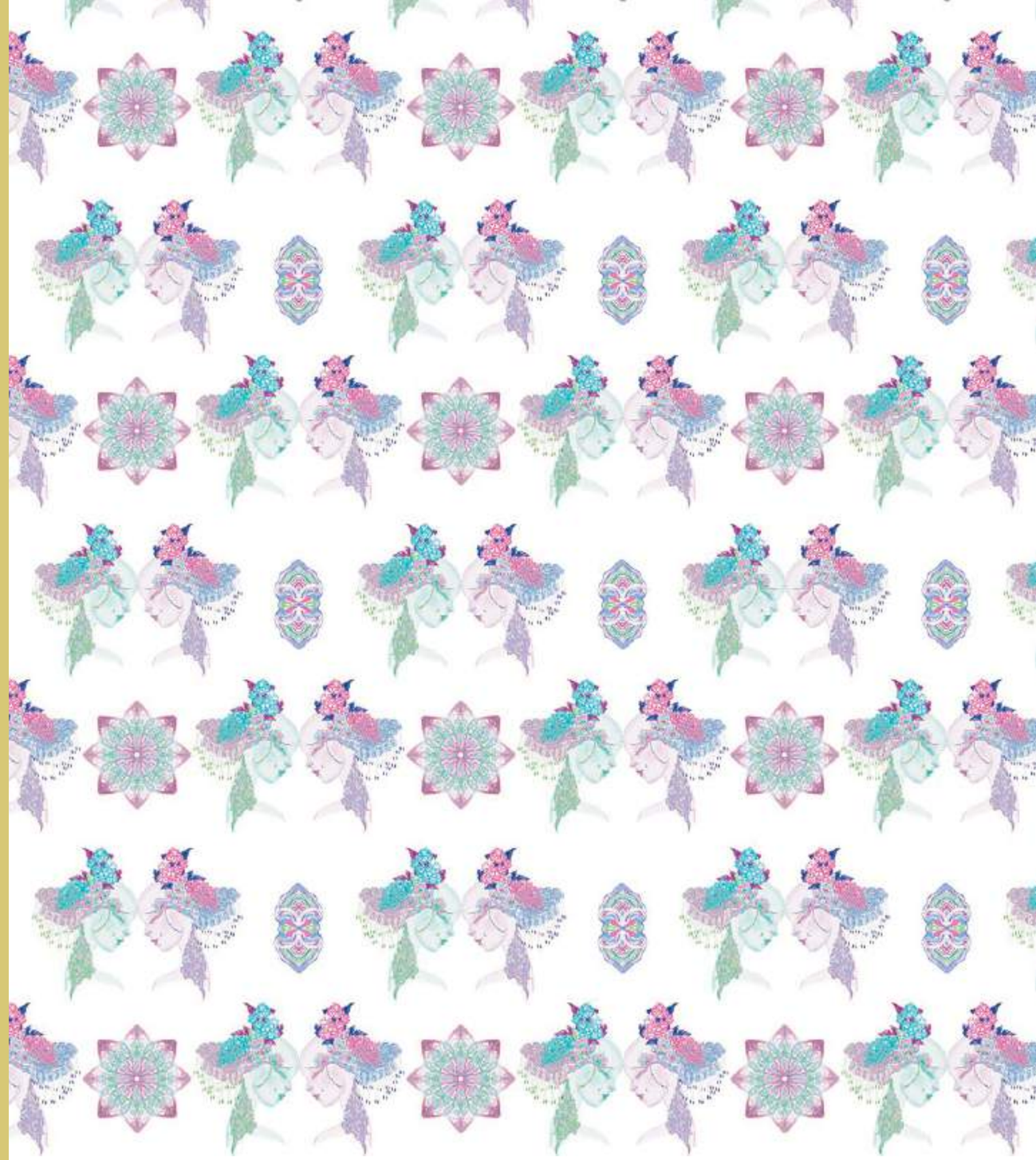
#Cloud turns into flower #Meaning transcended #雲變花 #寓意昇華

Traditional Dress Collection

衣冠系列

Drawing inspiration from traditional decorative elements such as Miao batik and yunjian cloud collar, the works exude an elegant sense of refinement through the use of layering and hand-painted watercolour effect.

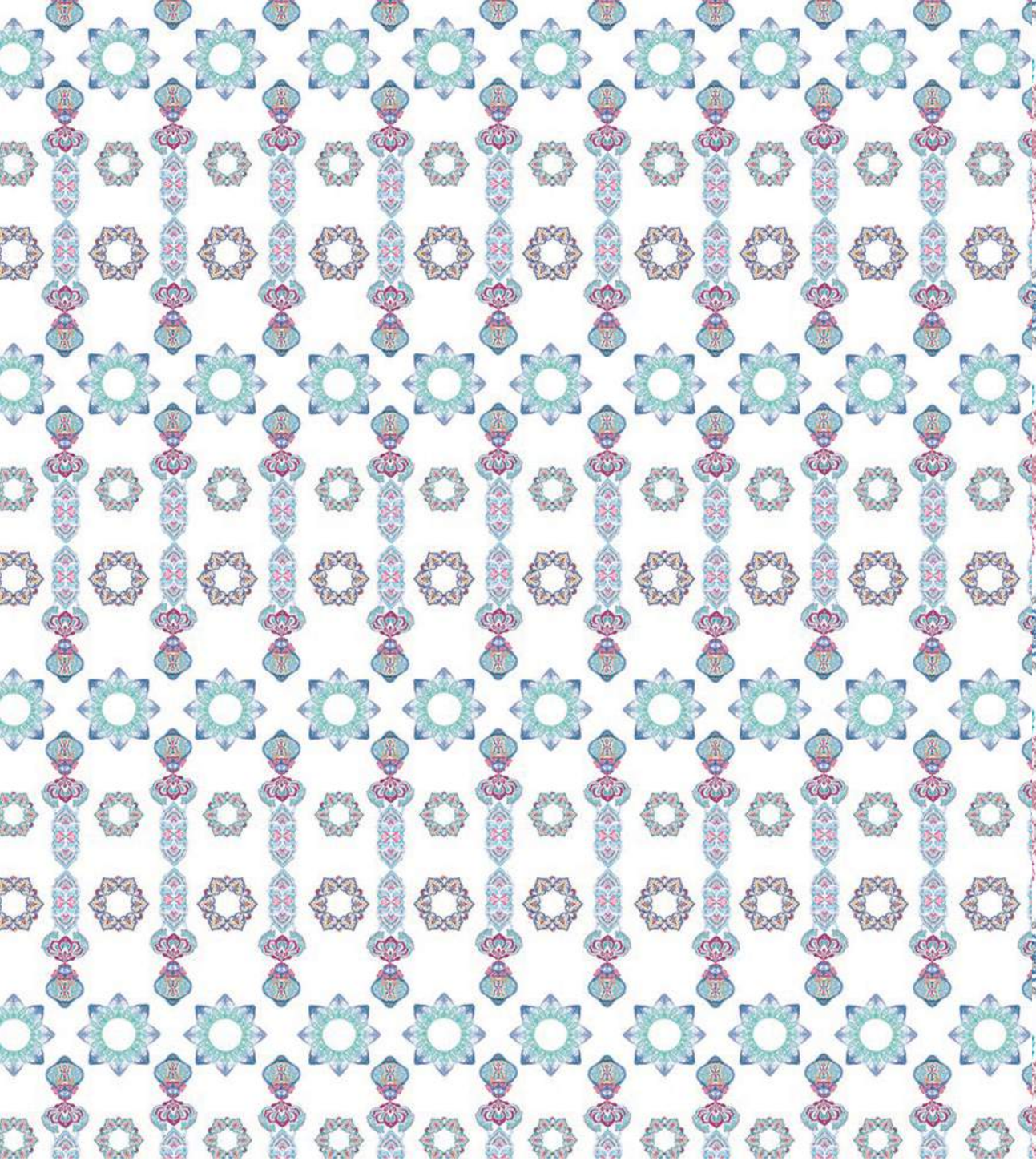
以傳統服飾的裝飾元素，如苗族蠟染與雲肩造型為靈感，透過重疊手法及手繪水彩效果的整理，營造出優雅的精緻感。



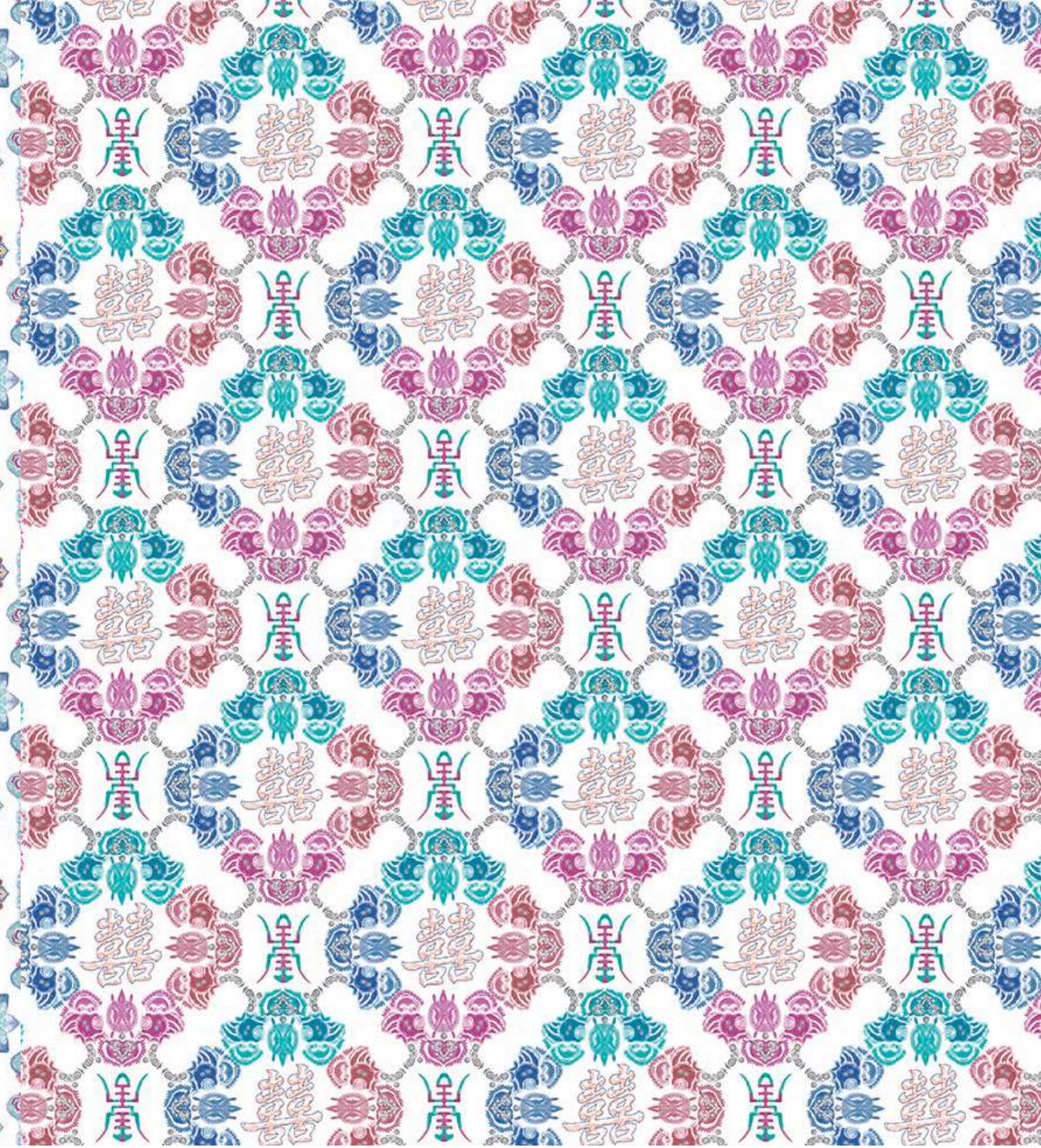
24068

LAM Hiu Yan 林曉鋼

#*yunjian* cloud collar #hair ornaments #雲肩 #頭飾



24069
LAM Hiu Yan 林曉鋼
#*yunjian* cloud collar #auspicious symbol #雲肩 #吉祥圖案



24070
LAM Hiu Yan 林曉鋼
#*yunjian* cloud collar #indigo Batik #雲肩 #藍靛蠟染

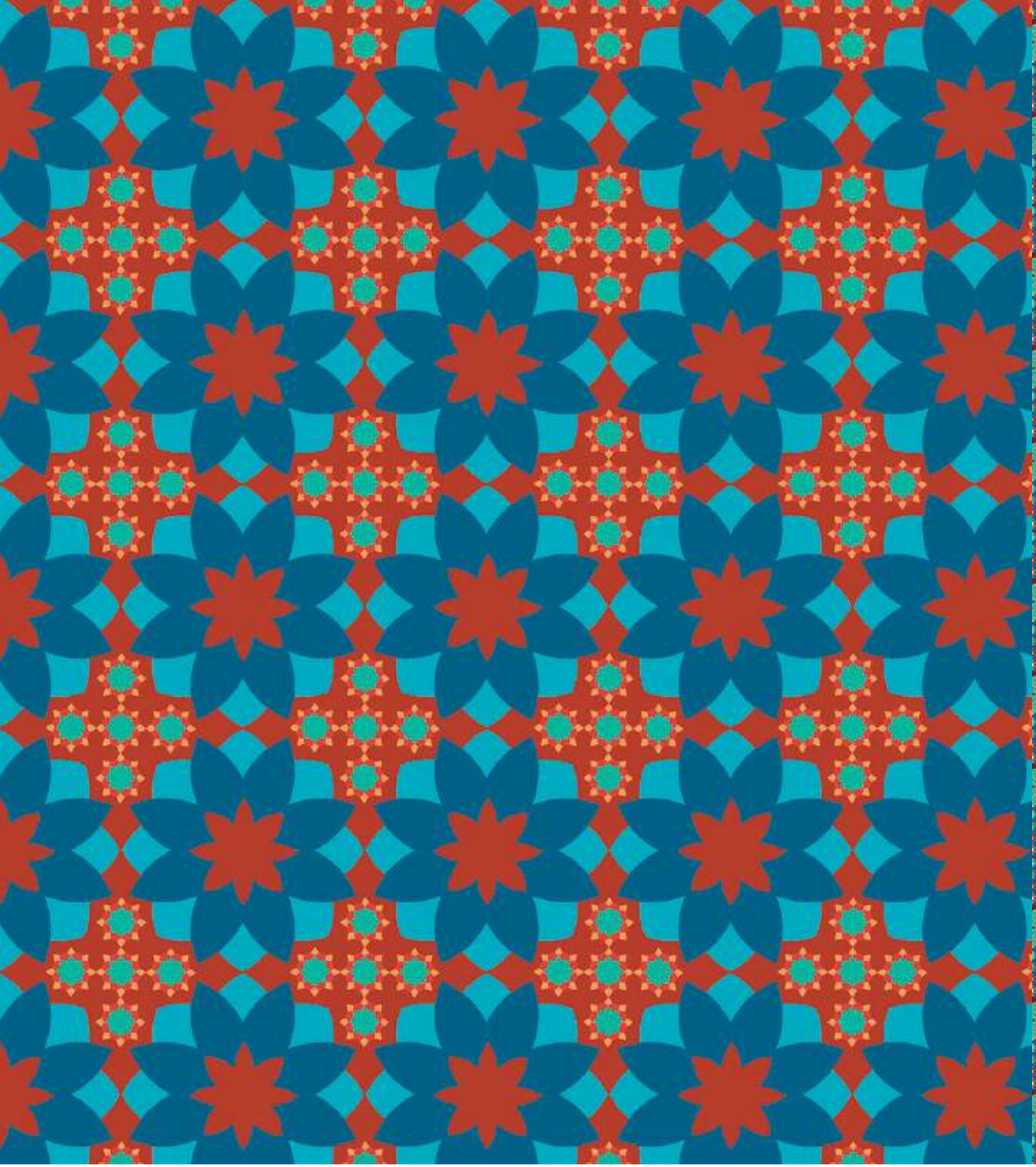
Tang Dynasty Collection

盛唐系列

The designs draw inspiration from the artistic elements of the Tang Dynasty and its cultural richness resulting from exchange with other civilisations. They celebrate the artistic legacy of this era through inclusivity and interaction with foreign cultures, reinterpreting traditional patterns and vibrant colours.

設計取材自唐代的藝術元素，並其因文化交流而產生的豐富內涵。它強調包容性和與中東文化的互動 ，重新詮釋傳統圖案和鮮豔色彩，以讚頌這一時代的藝術遺產。

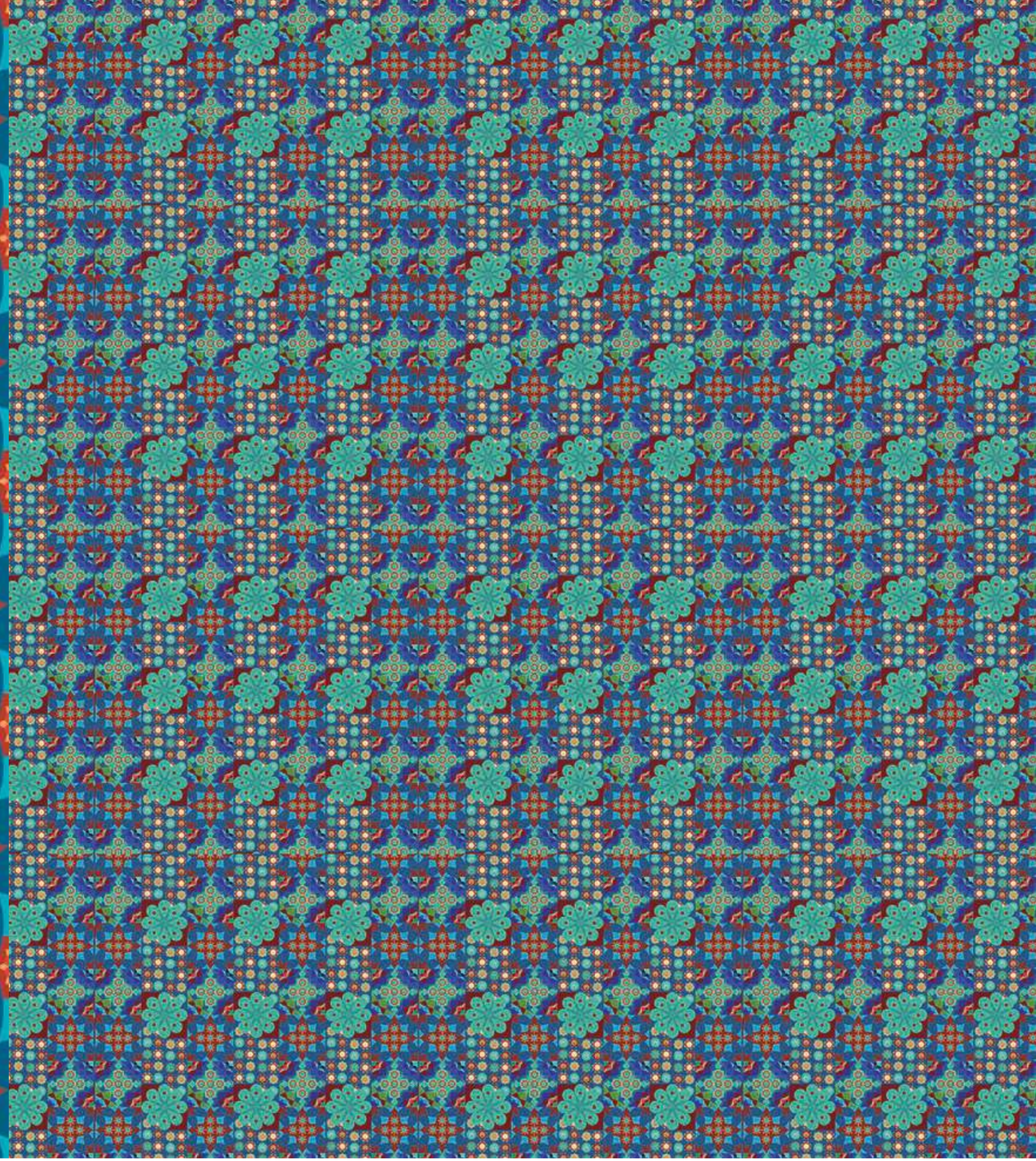
24071
NG Chun Ngai 吳俊毅
#phoenix #鳳凰



24072

NG Chun Ngai 吳俊毅

#Islamic pattern #cultural exchange #伊斯蘭 #文化交流



24073

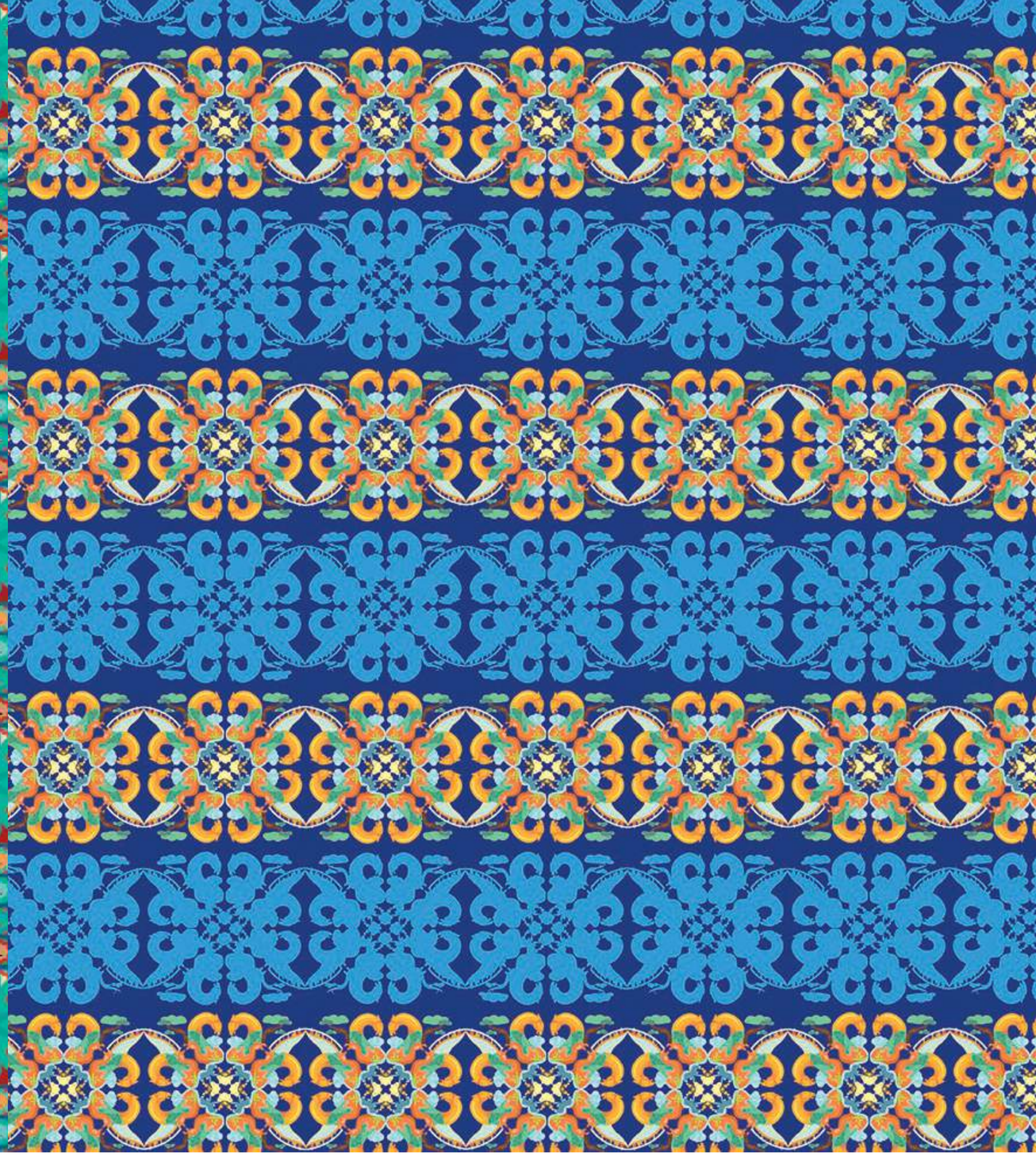
NG Chun Ngai 吳俊毅

#Islamic pattern #cultural exchange #伊斯蘭 #文化交流

24074

NG Chun Ngai 吳俊毅

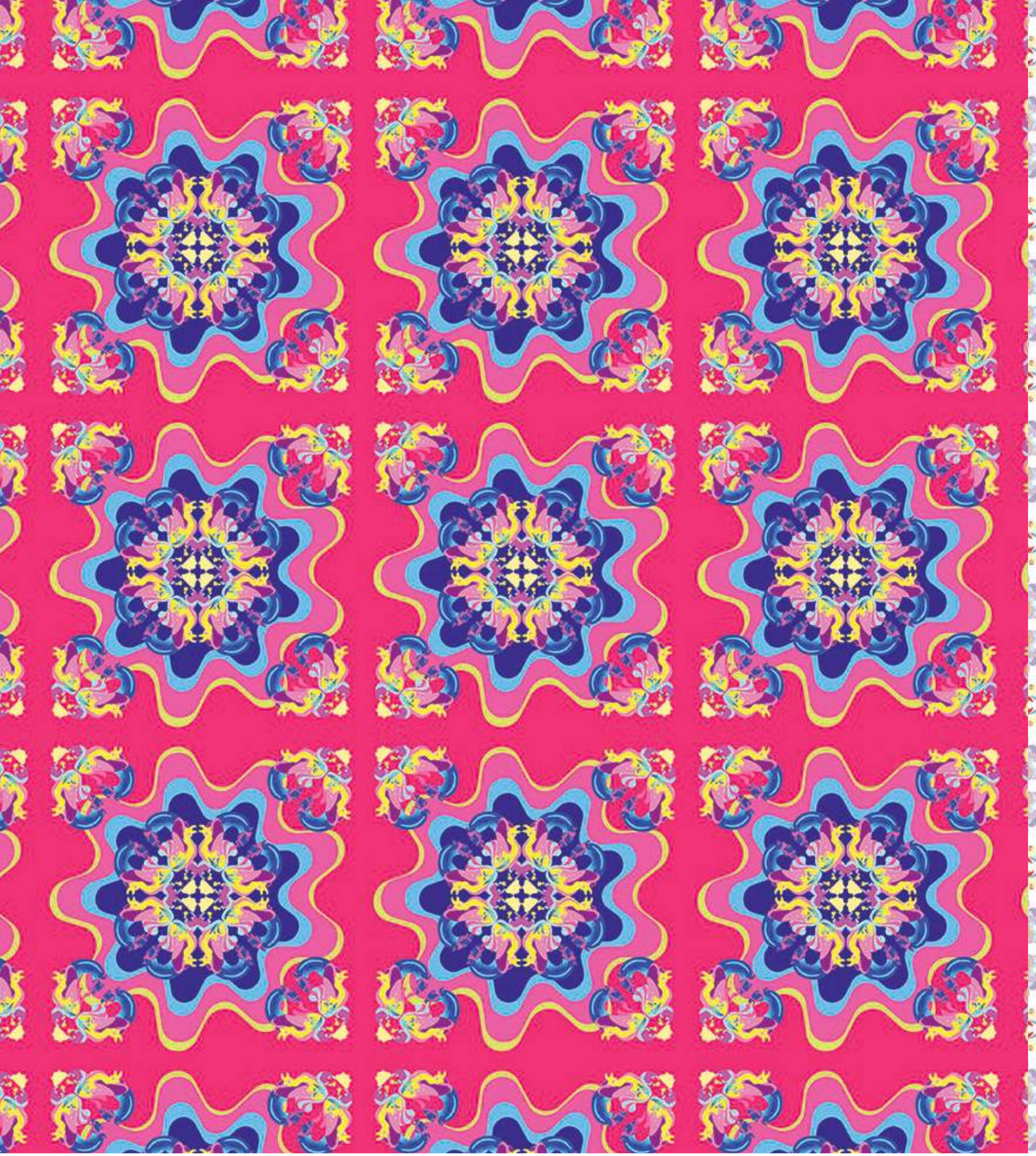
#A deer of Nine Colours #九色鹿



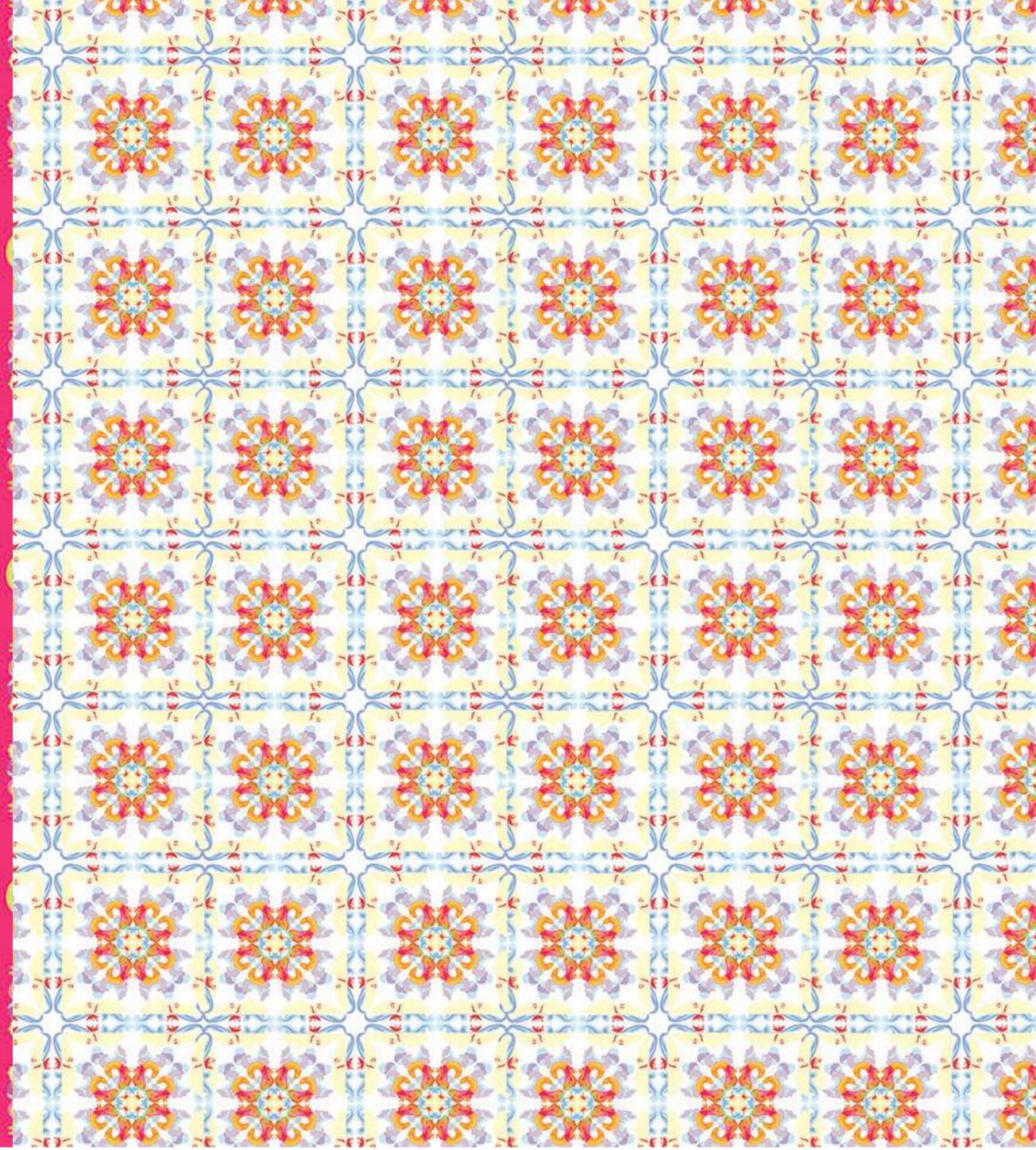
24075

KONG Oi Lam 江藹琳

#*tangsancai* glaze #唐三彩



24076
KONG Oi Lam 江藹琳
#kaleidoscope #*ruyi* #萬花筒 #如意



24077
KONG Oi Lam 江藹琳
#kaleidoscope #camels and boats #萬花筒 #駱駝與船

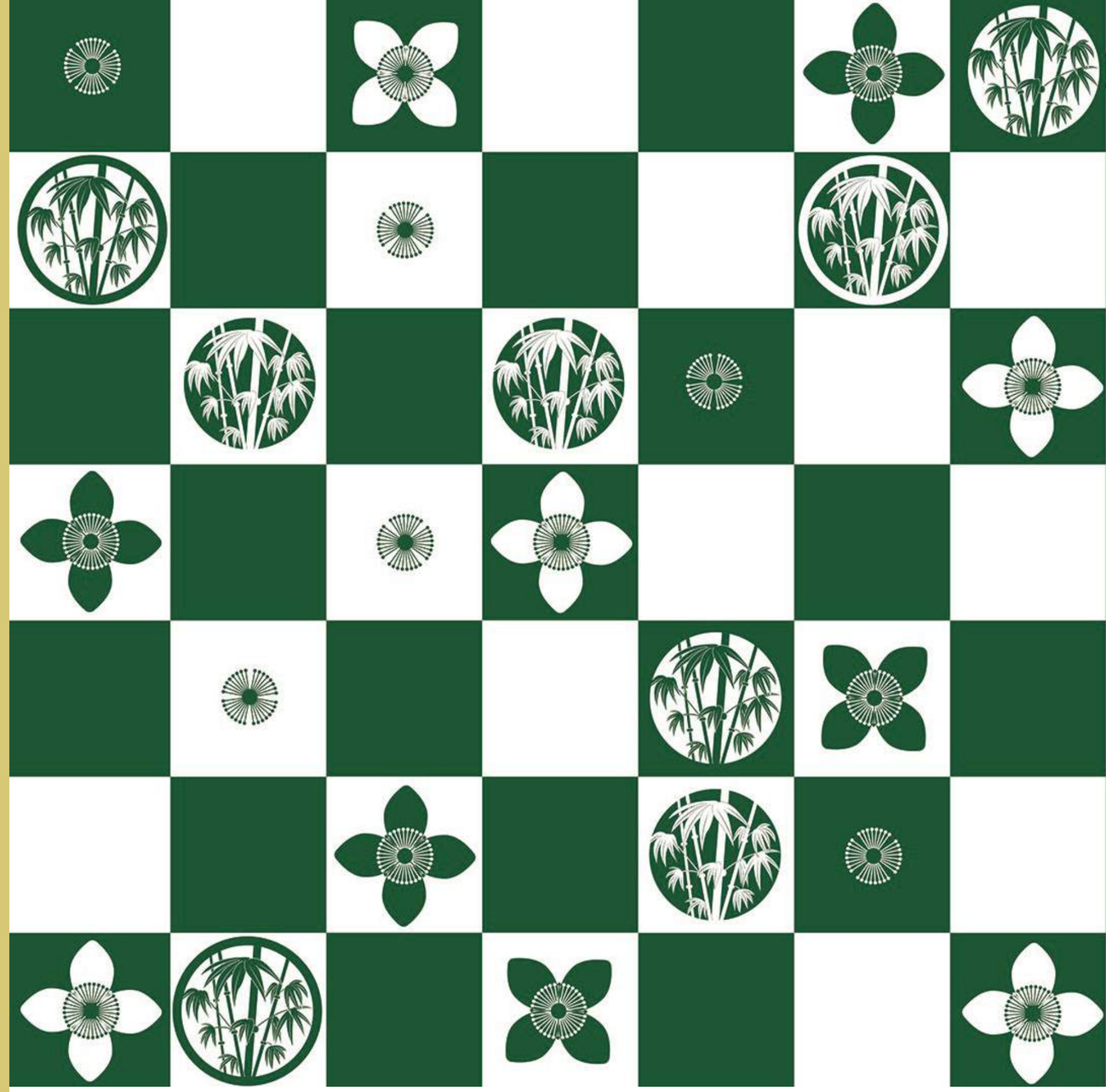
24078
LI Cheuk In Peko 李卓妍
#Pipa #Lady Yang Guifei #琵琶 #楊貴妃

Hong Kong Eco Collection

香港生態系列

The designs are created by combining traditional motifs with plants and animals that are unique to Hong Kong, named after Hong Kong, or commonly found in Hong Kong.

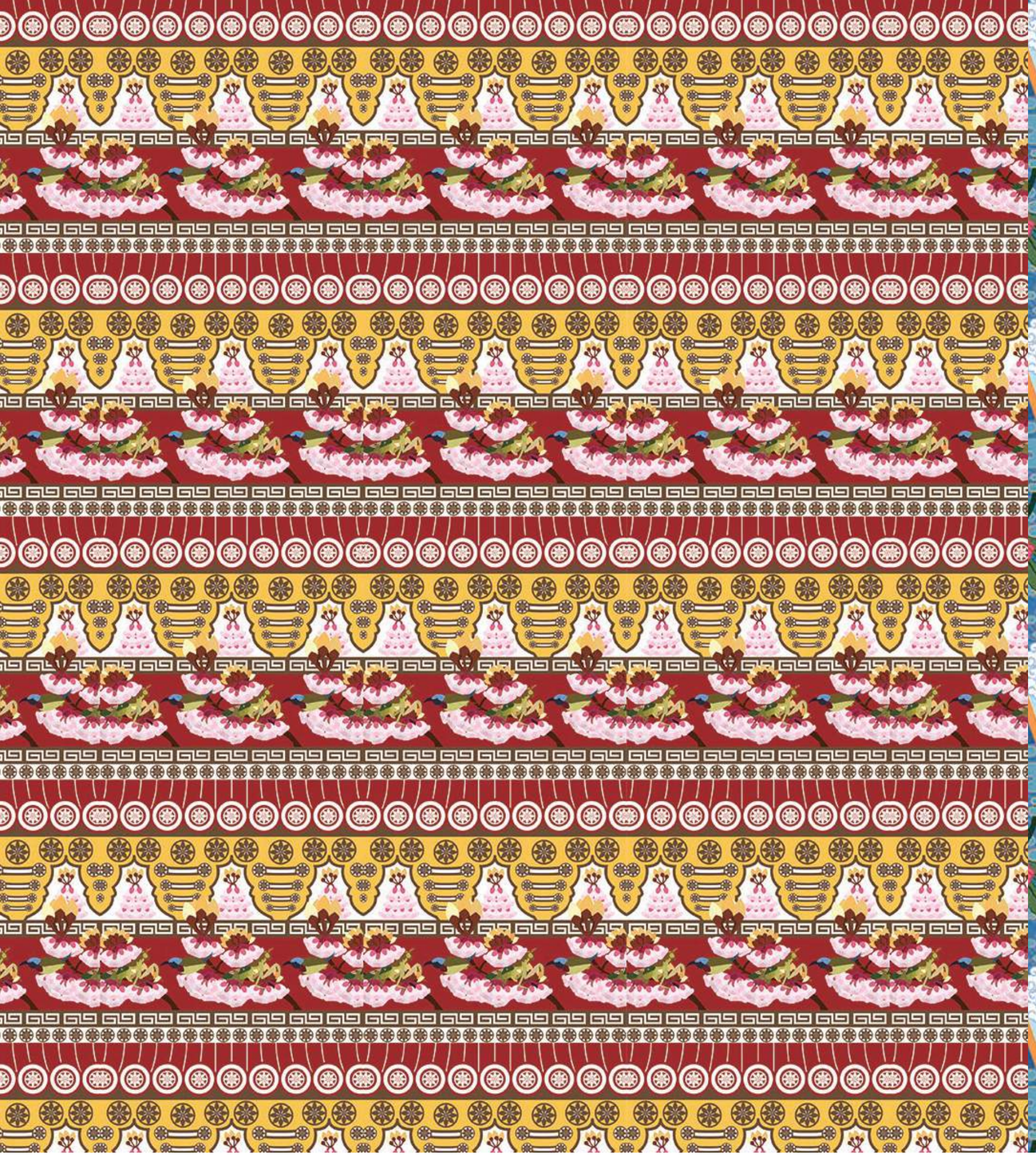
取材自香港獨有、以香港命名又或是本港常見的動植物，結合傳統紋飾，創造出別具一格的設計。



24079

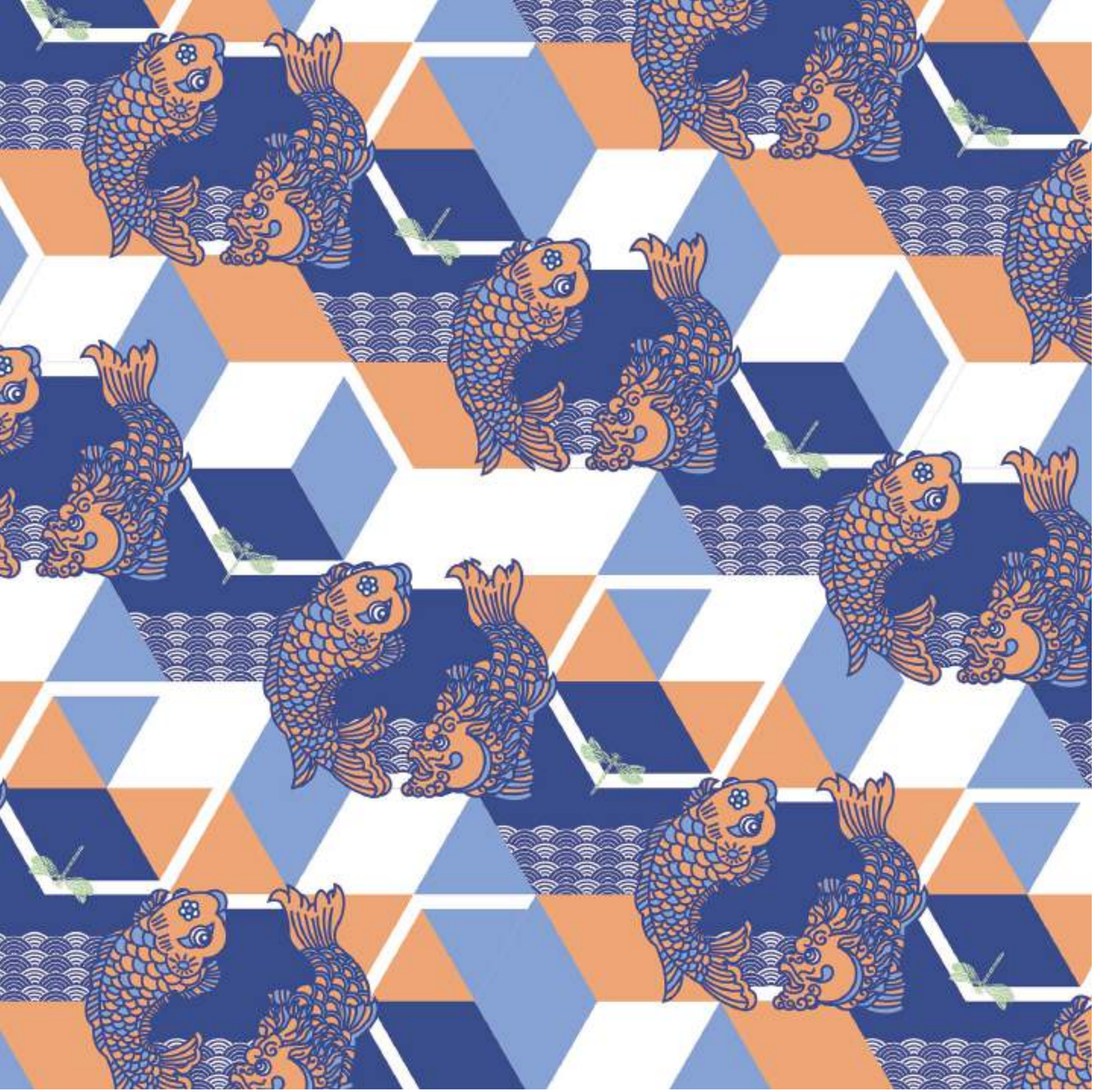
CHEUNG Ka Wing 張嘉穎

#geometry #*shiuying* bamboo #幾何 #秀英竹



24080
CHEUNG Ka Wing 張嘉穎
#geometry #fork-tailed sunbird #幾何 #叉尾太陽鳥

24081
CHEUNG Ka Wing 張嘉穎
#dragon robe #Tuen Mun buffalo #龍袍 #屯門水牛



24082

CHEUNG Ka Wing 張嘉穎

#geometry #*pseudogastromyzon myersi* #幾何 #麥氏吸鰍

P

Patterned Flowers Collection

花花搭搭系列

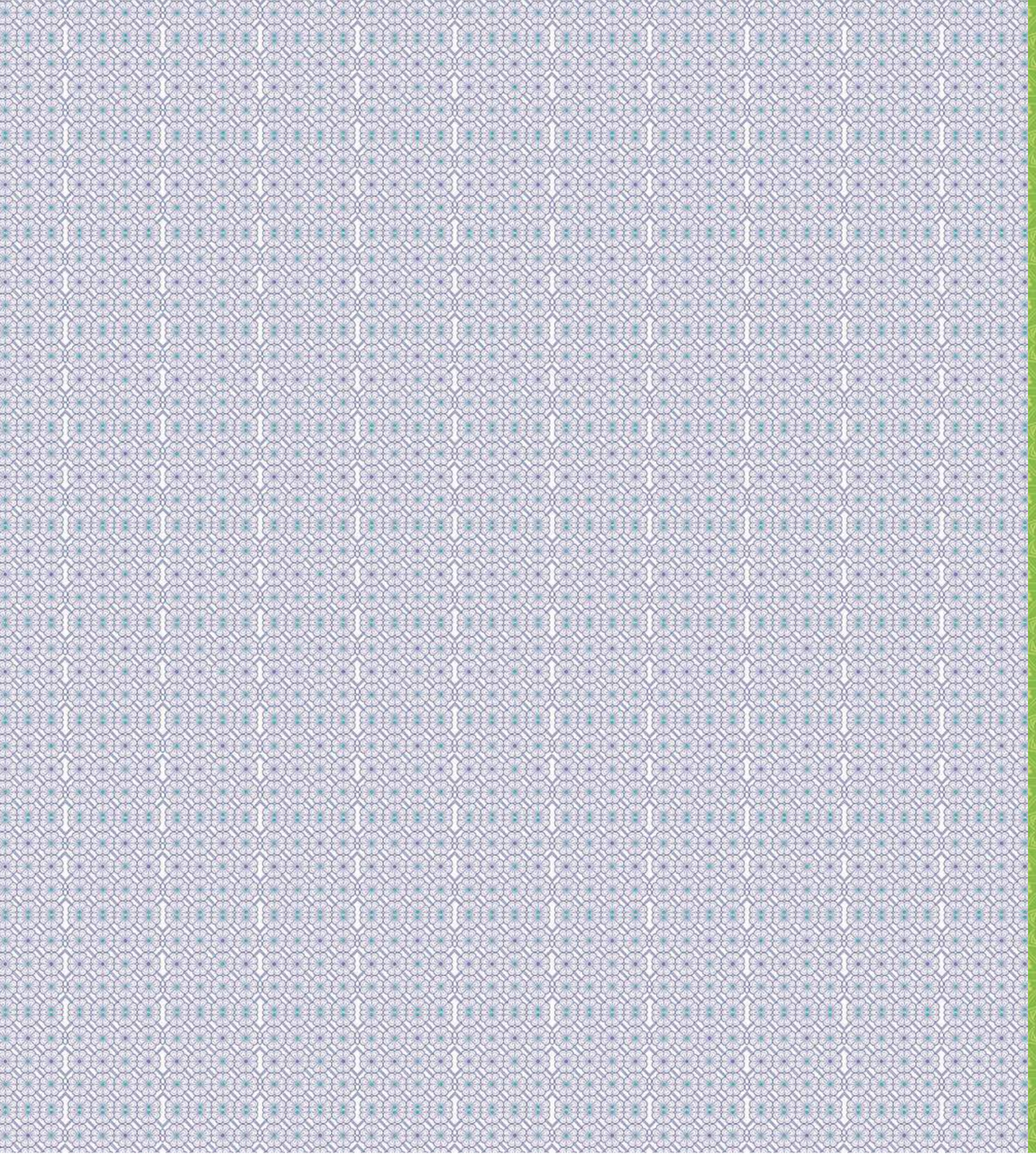
The works are inspired by floral patterns, incorporating traditional crafts such as paper-cutting, embroidery and Huadian makeup, as well as pop art colours, to create a variety of modern and visually striking patterns.

設計以花卉圖案為靈感，或融合傳統工藝元素如剪紙、刺繡和花鈿妝，或配以波普藝術色彩，創造出富現代感和視覺張力的紋飾圖案。

24083

WONG Miu Lam 王妙琳

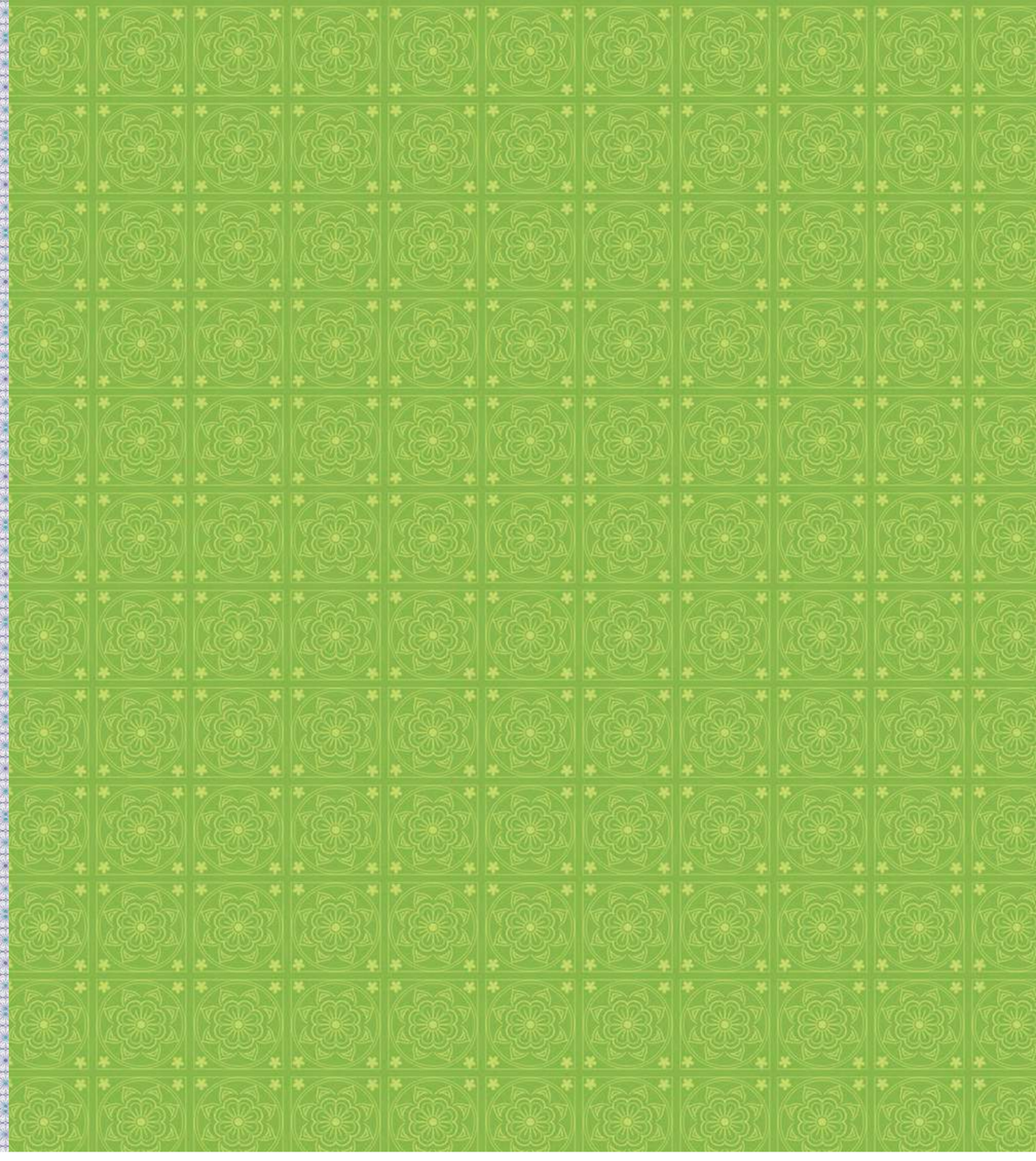
#symmetry #*Bao Xiang* Flower #對稱 #寶相花



24084

LAU Wan Huen 劉芸瑄

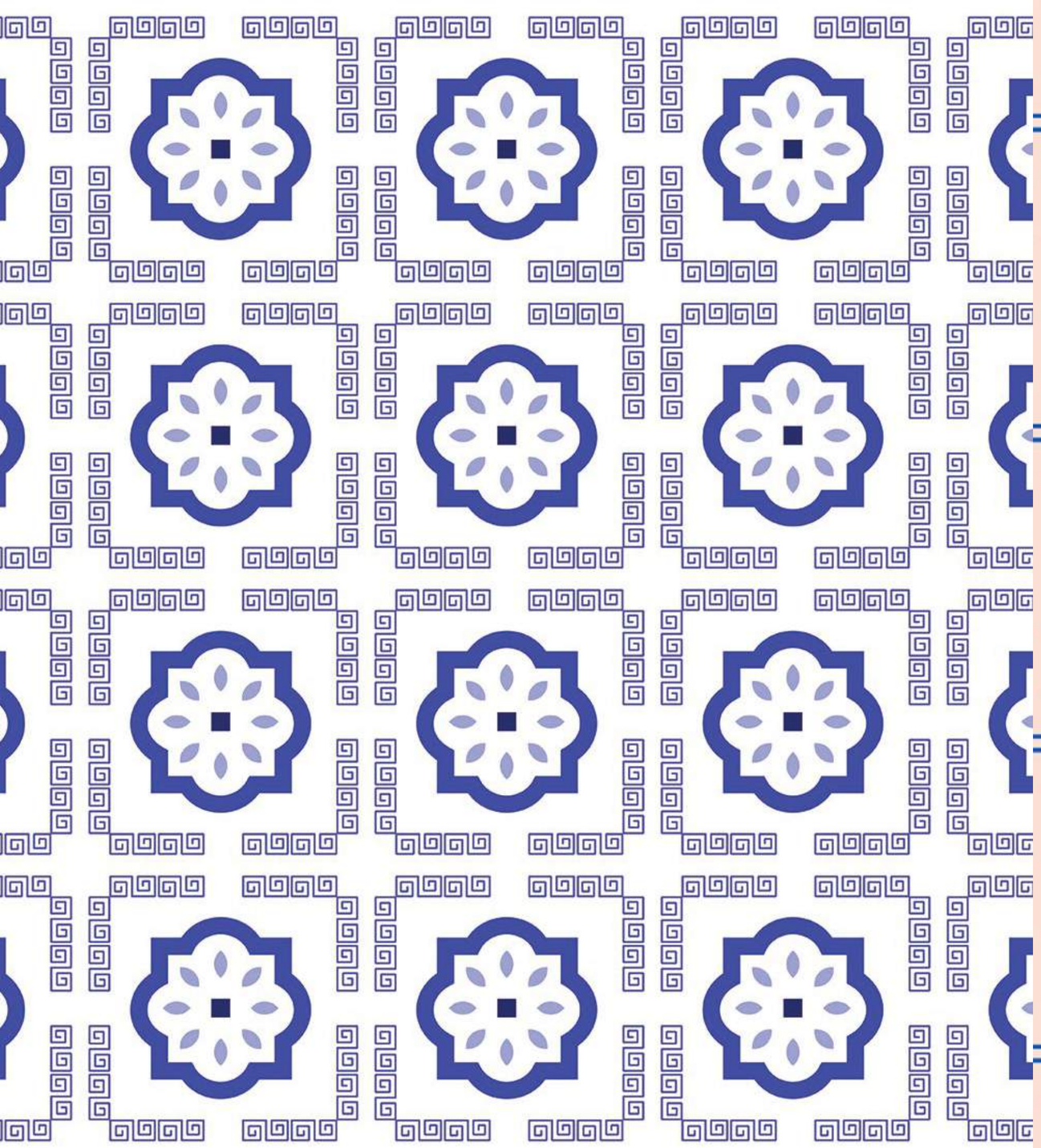
#Chinese paper cutting #embroidery #*Huadian* pattern #剪紙 #刺繡 #花鈿



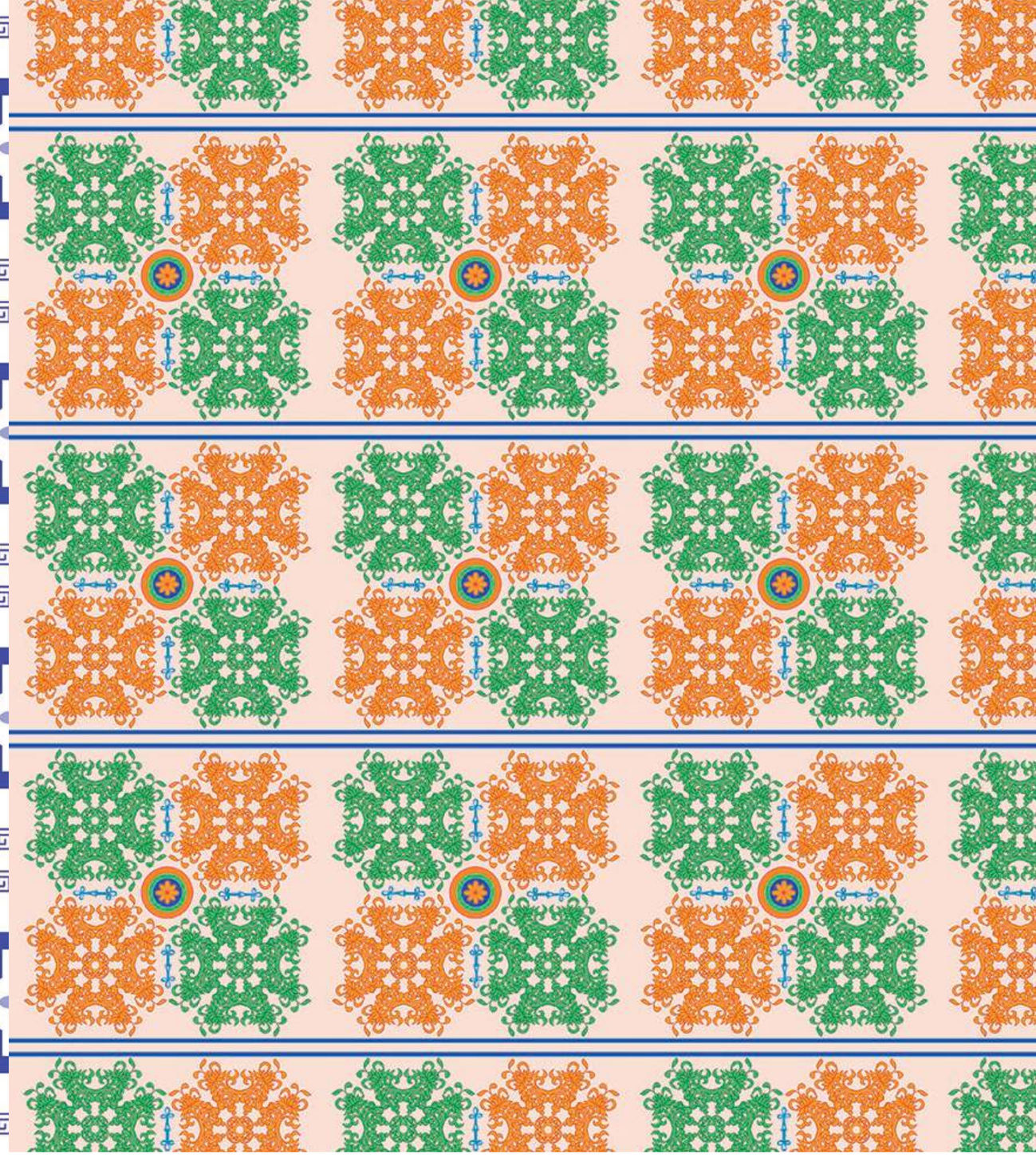
24085

LAU Wan Huen 劉芸瑄

#Chinese paper cutting #embroidery #*Huadian* pattern #剪紙 #刺繡 #花鈿

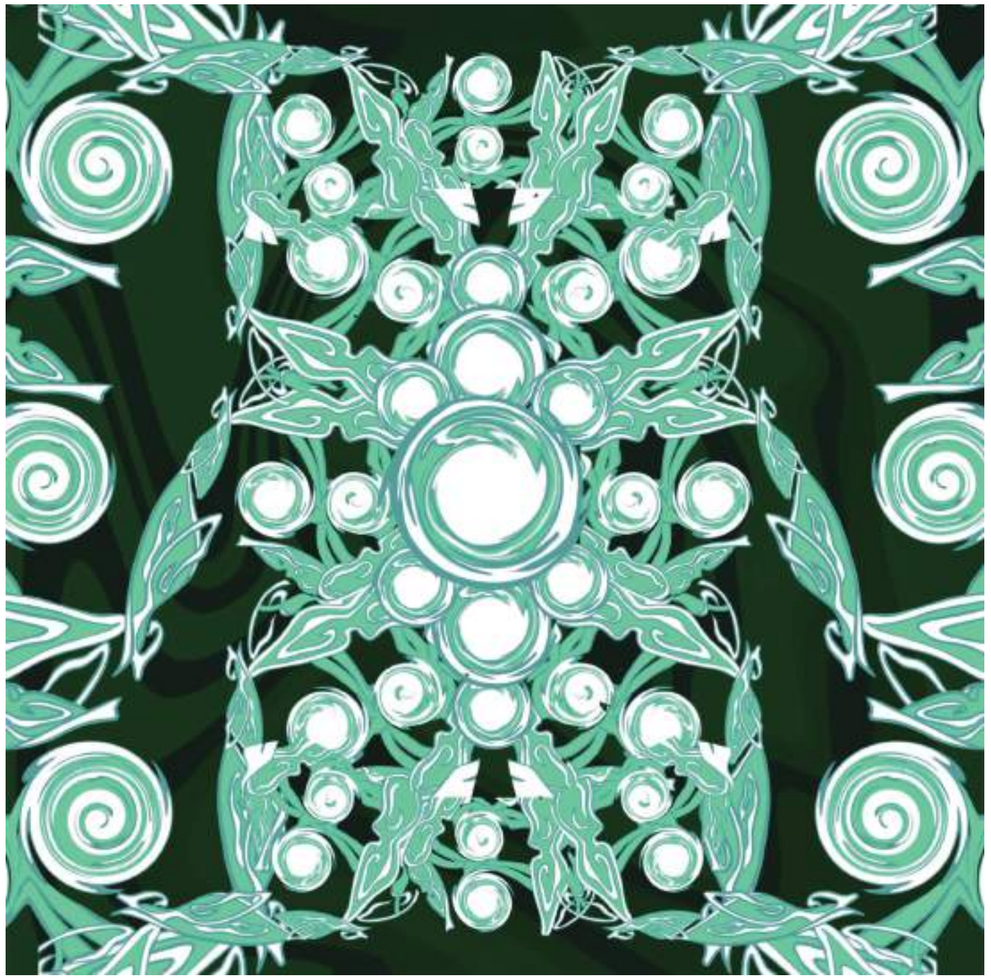


24086
CHAN Po Yee 陳宝儀
#symmetry #plum blossoms #對稱 #梅花



24087
FONG Ying Tung 方映桐
#kaleidoscope #Sea of flowers #萬花筒 #花海

24088
YEUNG Lok Shun 楊樂信
#graffiti #pop art colour #塗鴉 #波普藝術色彩



24089
YEUNG Lok Shun 楊樂信
#kaleidoscope #pop art colour #萬花筒 #波普藝術色彩

24090

LI Cheuk In Peko 李卓妍

#the four seasonal flowers #四季名花

Landscape Collection

山水系列

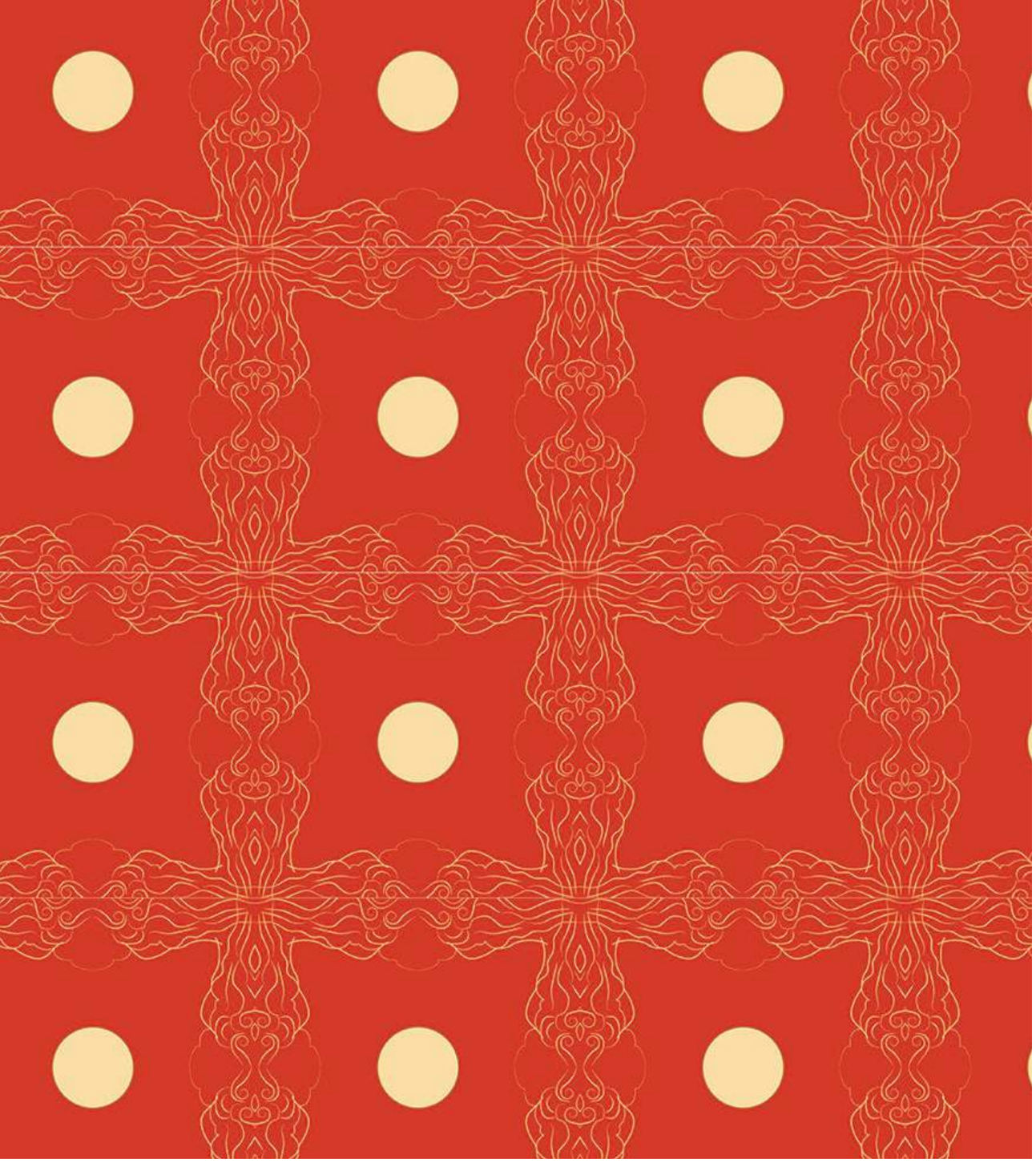
The design concept draws inspiration from Chinese Shanshui landscape painting, emphasising tranquillity and zen abstraction. It creates patterns that reflect the flow of the nature and honour traditional Chinese aesthetics.

設計概念靈感來自山水畫，強調寧靜禪意，創造出尊崇中國傳統美學，思考天地的圖案。

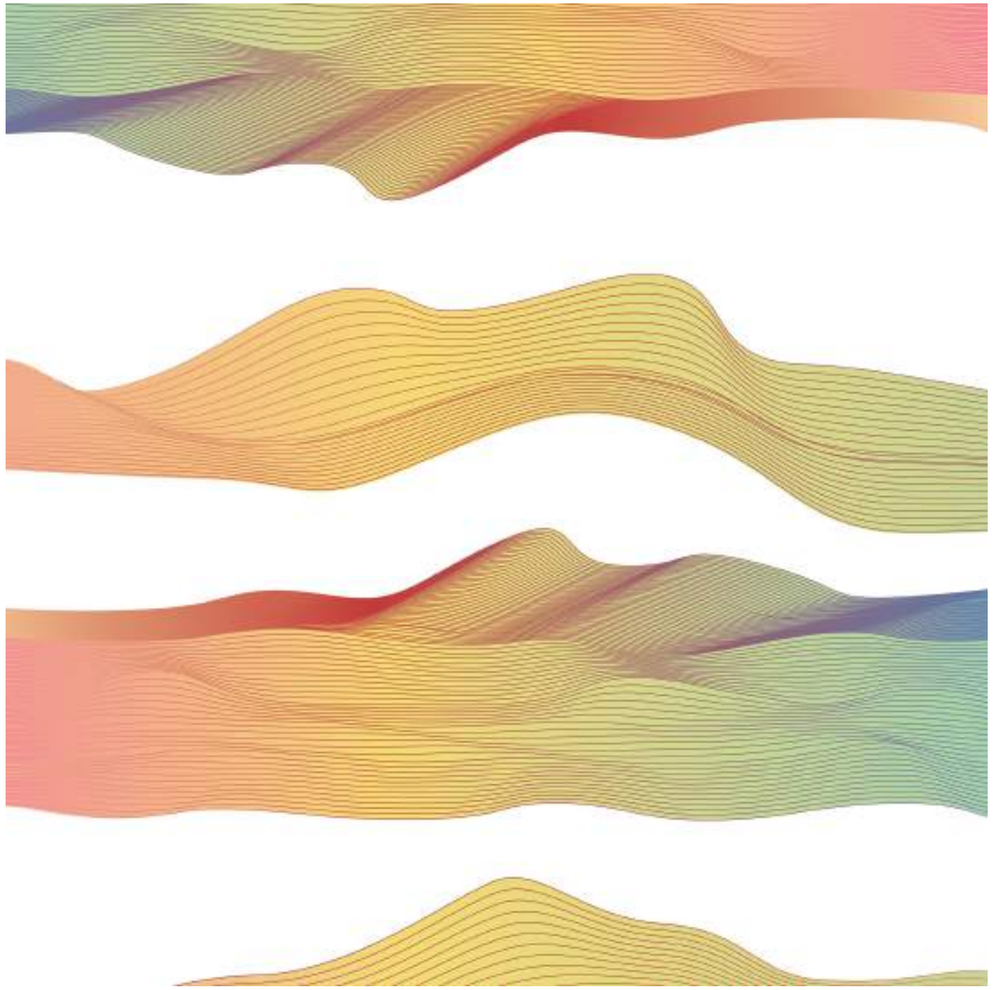
24091

WONG Mui Lam 王妙琳

#*shan shui* painting #zen #山水畫 #禪意



24092
TSANG Yiu Wang Kenny 曾耀宏
#*shan shui* painting #zen #山水畫 #禪意



24093
TSANG Yiu Wang Kenny 曾耀宏
#*shan shui* painting #zen #山水畫 #禪意

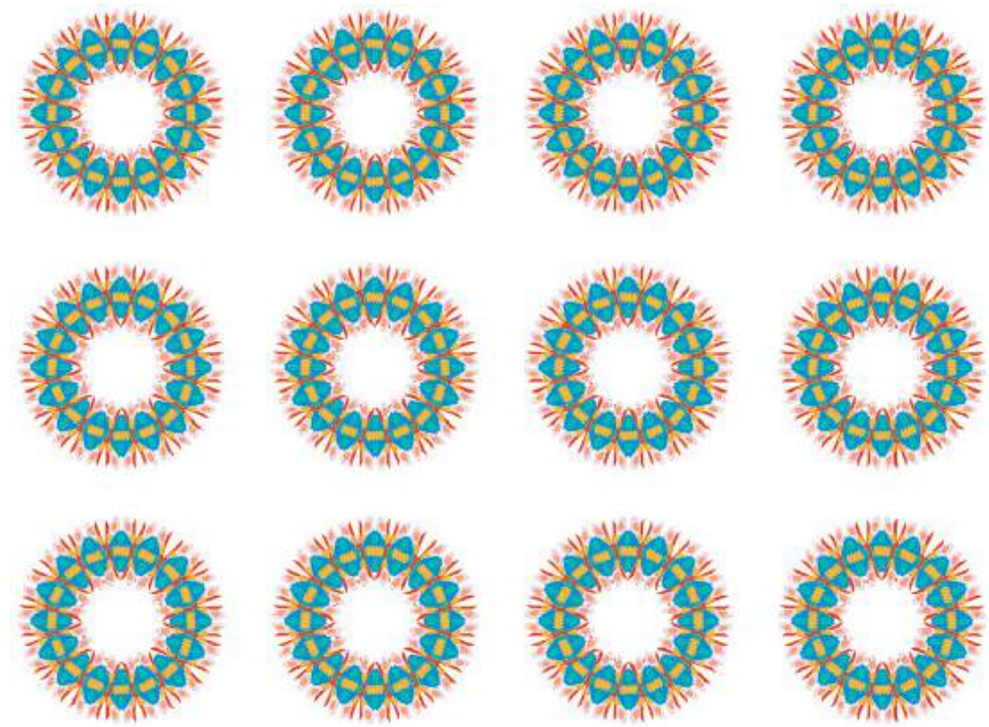
A

Ancient Civilisation Collection

古文明系列

The new archaeological discoveries at the Sanxingdui site in Sichuan are a major archaeological project in China. The excavation of the site has revealed a highly developed ancient culture dating to 12th-11th centuries BC, in the upper reaches of the Yangtze River, especially in the Chengdu Plain, which is the inspiration of this design.

四川三星堆遺址的考古新發現，是中國考古重大項目，三星堆的發掘揭示了公元前 12 至 11 世紀長江上游，尤其是成都平原高度發達的古明文化，本設計便以此作為設計靈感。

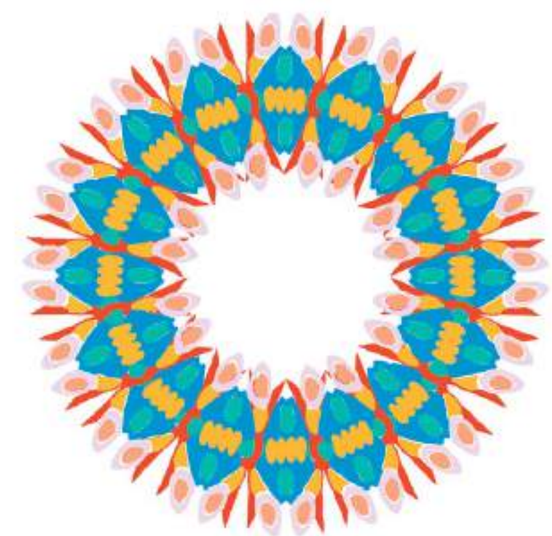


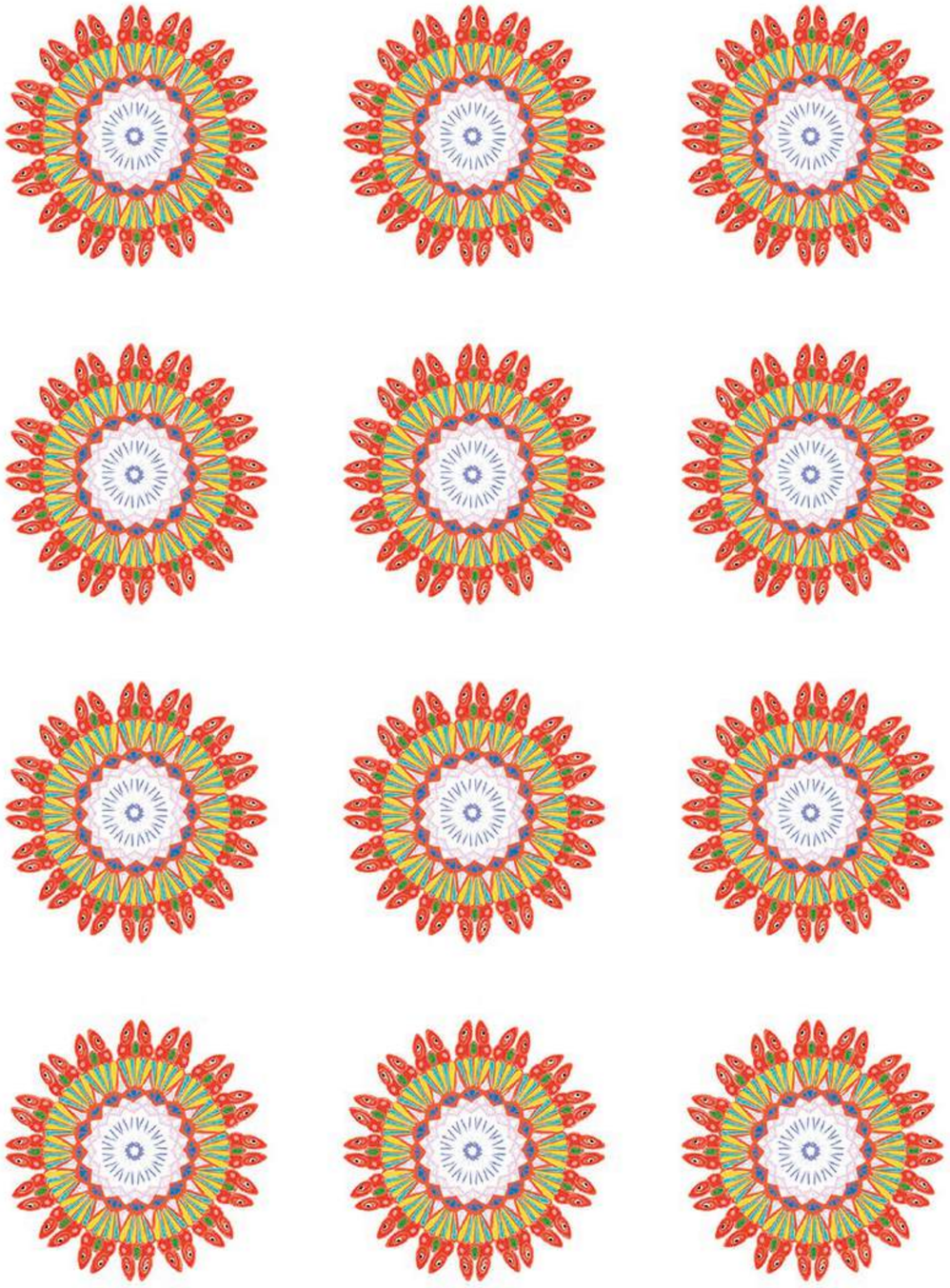
24094

HUANG Jingwen 黃靖雯

#kaleidoscope #*Sanxingdui* excavation

#萬花筒 #三星堆





24095

HUANG Jingwen 黄靖雯

#kaleidoscope #*Sanxingdui* excavation #萬花筒 #三星堆

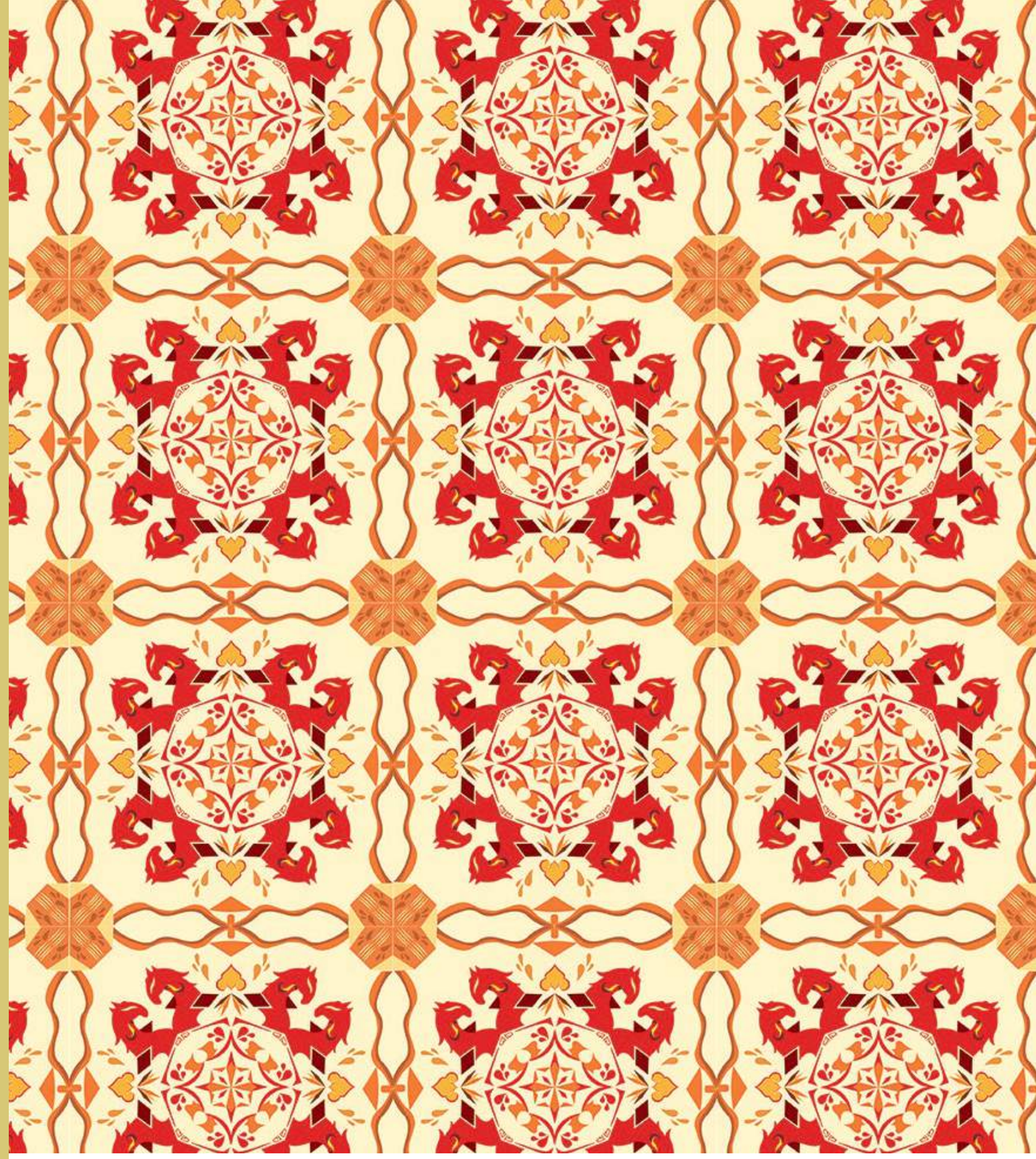
E

Exotics Collection

異域風情系列

Drawing inspiration from traditional patterning of Tibet and Mongolia, the designs feature a palette of strong colours, rich textures, and magnified geometric symbols, creating a visual effect that is both mysterious and primal in nature.

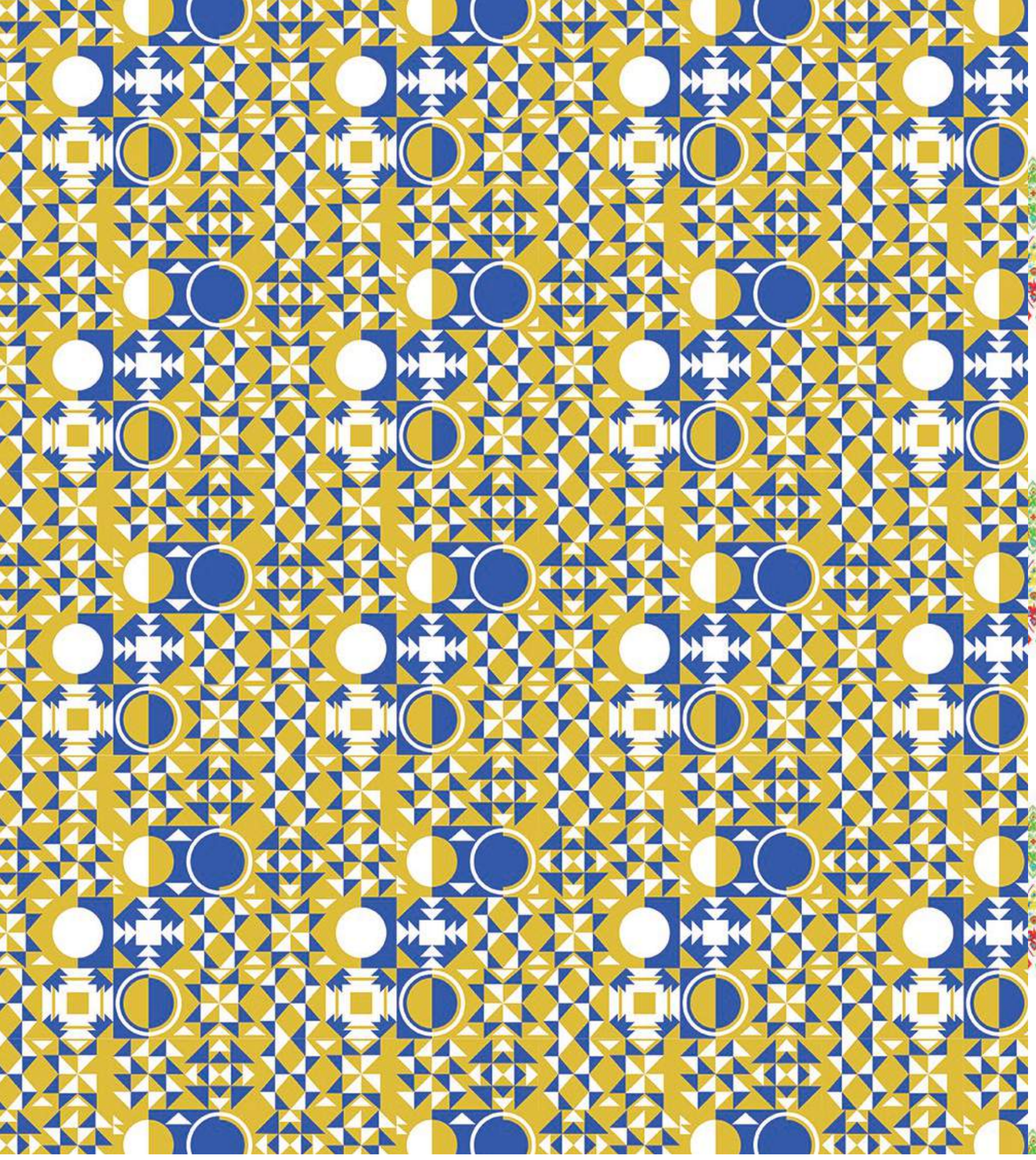
靈感源自西藏和蒙古地區的傳統紋飾。濃烈的色彩、渾厚的質感以及誇大的幾何符號，營造出神秘而富有原始力量的視覺效果。



24096

KONG Oi Lam 江藹琳

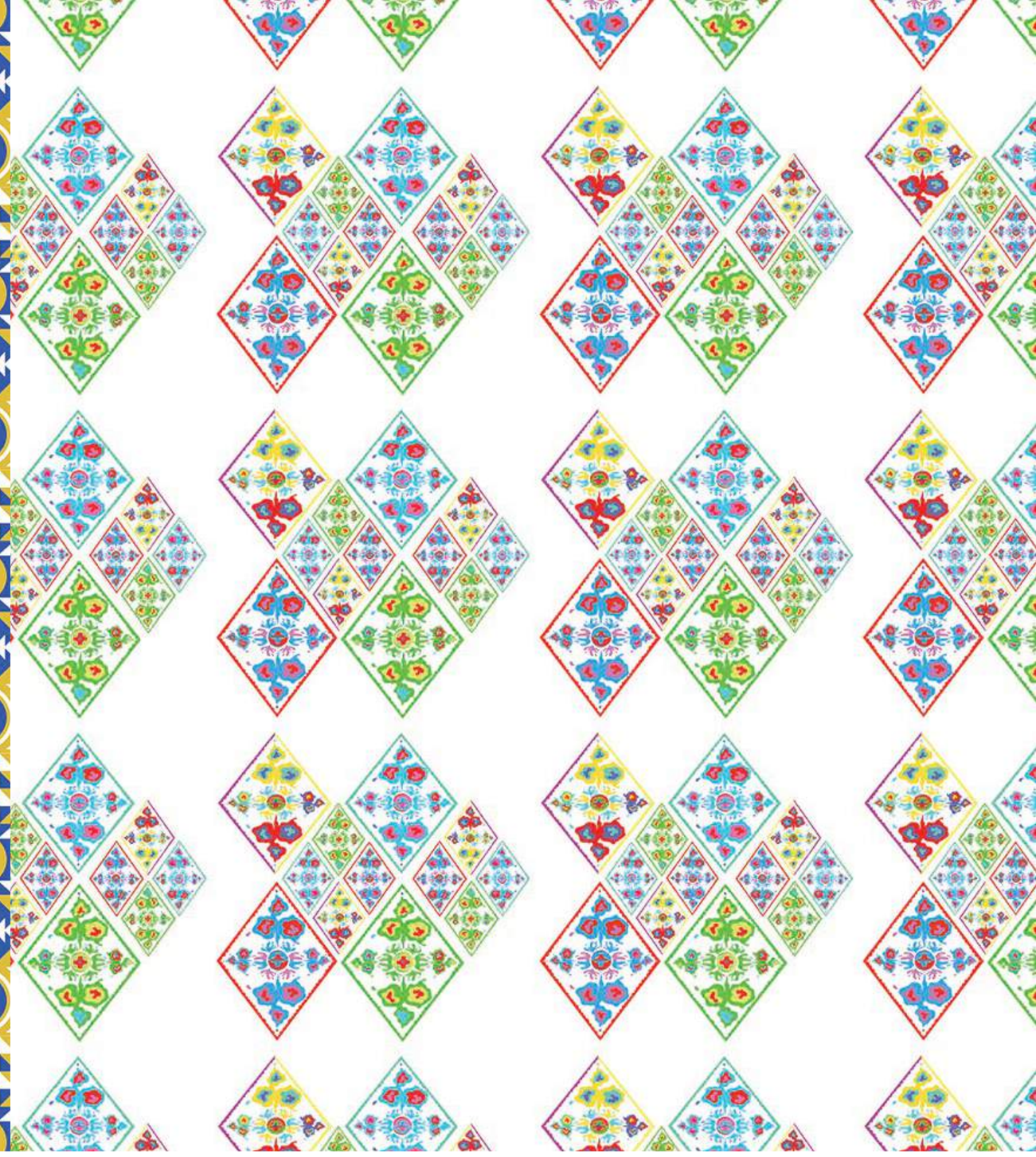
#kaleidoscope #Mongolian yurt #*matouqin* string instrument #萬花筒 #蒙古包 #馬頭琴



24097

WONG Miu Lam 王妙琳

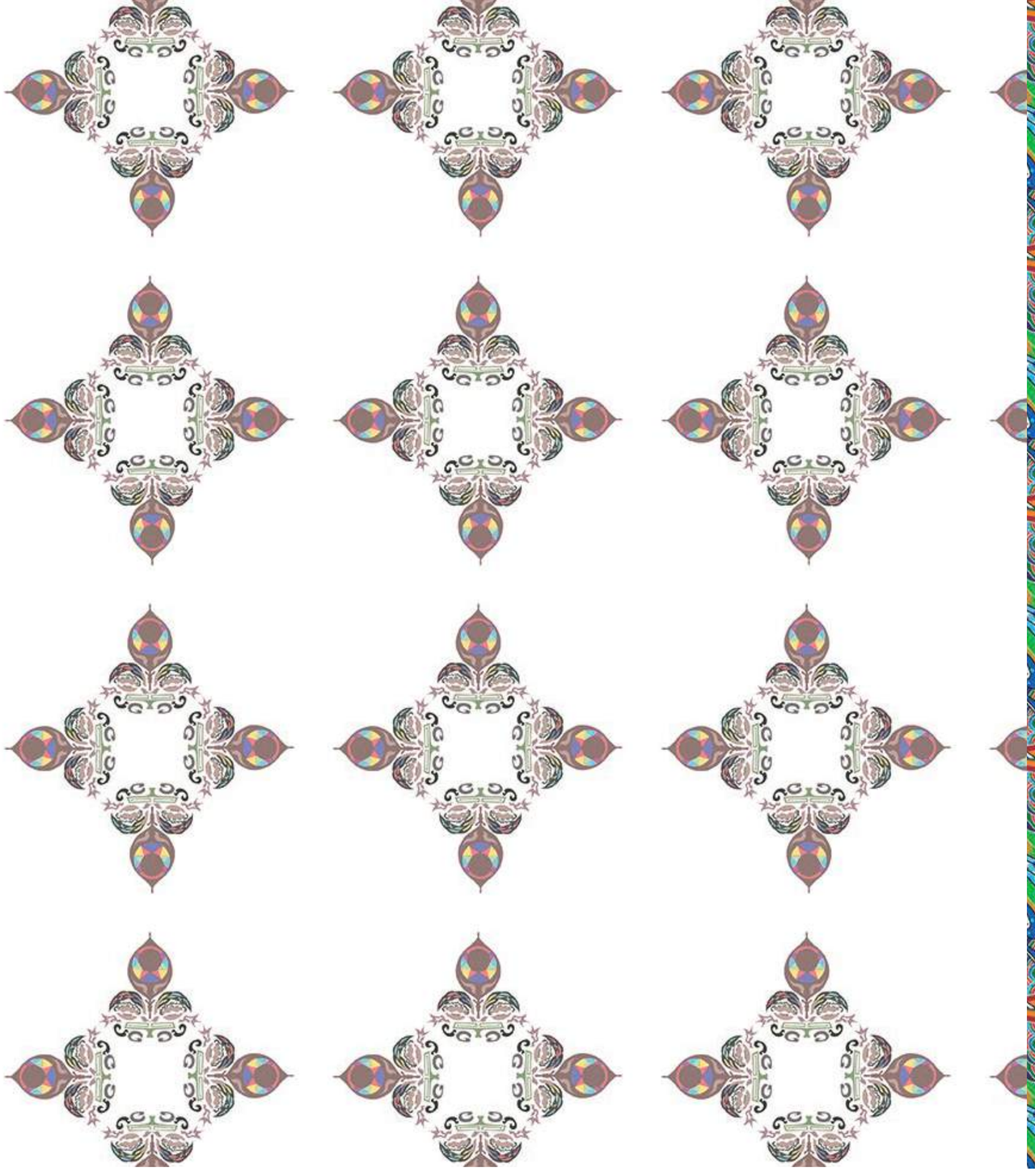
#geometry #ethnic patterns #幾何 #民族紋飾



24098

CHUNG Ka Chun 鍾加進

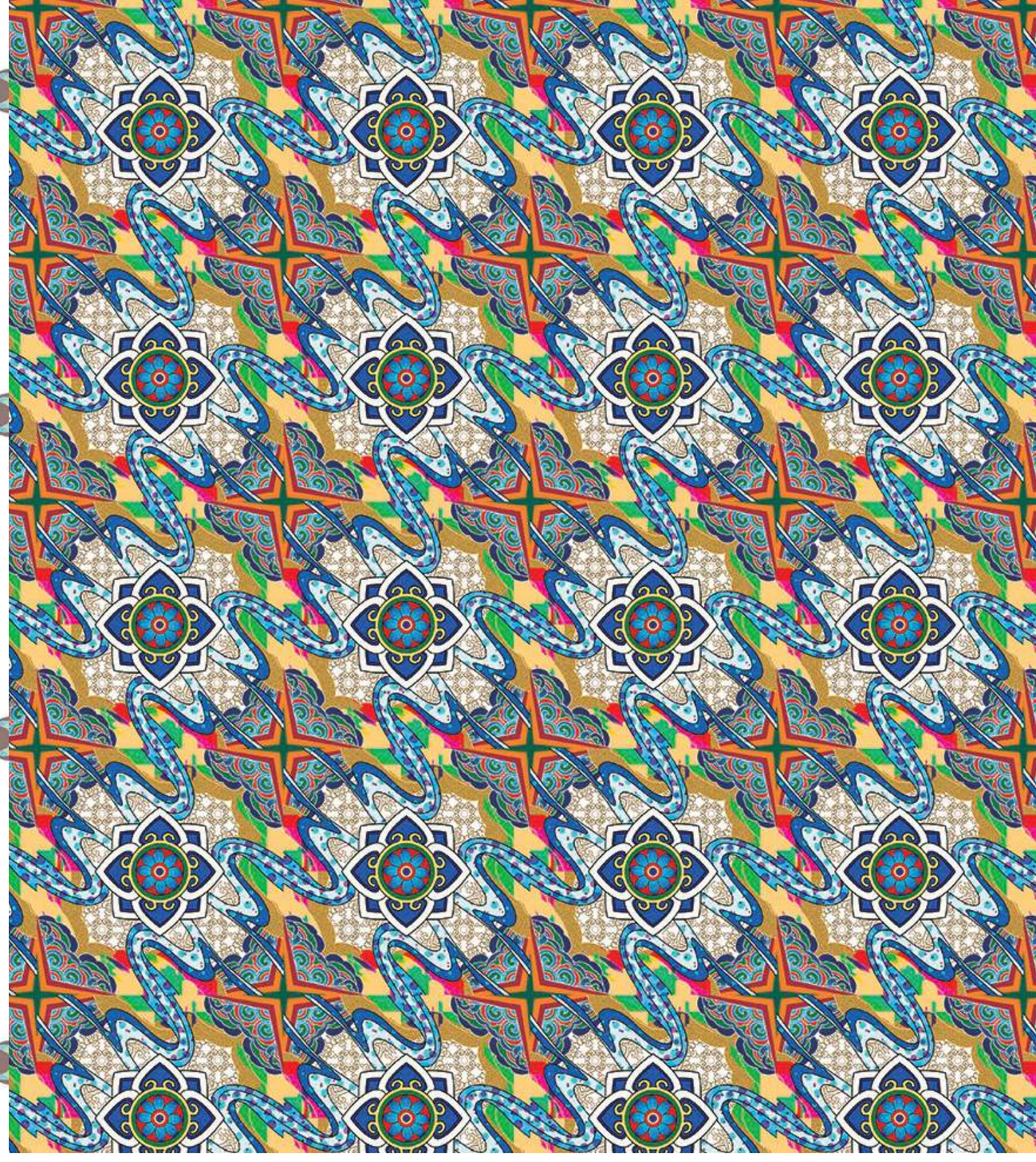
#geometry #Tibetan pattern #幾何 #西藏紋飾



24099

CHUNG Ka Chun 鍾加進

#kaleidoscope #four-leaf clover #totem #萬花筒 #四葉草 #圖騰



24100

FONG Ying Tung 方映桐

#kaleidoscope #folk tales #reincarnation #萬花筒 #民間故事 #輪迴

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香港時裝薈
HONG KONG FASHION FEST

The Hong Kong Design Institute is a member institution of the Vocational Training Council. For more information about the HKDI, please check our website on www.hkdi.edu.hk, or email us at hkdi@vtc.edu.hk

香港知專設計學院 (HKDI) 為職業訓練局轄下學院。如欲了解更多有關香港知專設計學院的資料，請瀏覽我們的網頁 www.hkdi.edu.hk，或電郵至 hkdi@vtc.edu.hk 查詢。

Motifx is organised by Hong Kong Design Institute (HKDI) and sponsored by the Cultural and Creative Industries Development Agency as a programme of the Hong Kong Fashion Fest which is presented by the Government of the Hong Kong Special Administrative Region.

香港知專設計學院主辦、文創產業發展處資助「流行紋化」，作為香港時裝薈的節目之一。香港時裝薈由香港特別行政區政府舉辦。

Cultural and Creative Industries Development Agency
The Cultural and creative Industries Development Agency (CCIDA) established in June 2024, formerly known as Create Hong Kong (CreateHK), is a dedicated office set up by the Government of the Hong Kong Special Administrative Region (HKSAR Government) under the Culture, Sports and Tourism Bureau to provide one-stop services and support to the cultural and creative industries with a mission to foster a conductive environment in Hong Kong to facilitate the development of arts, culture and creative sectors as industries. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, promoting the development of arts, culture and creative sectors as industries under the industry-oriented principle, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community to implement Hong Kong's positioning as the East-meet-West centre for international cultural exchange under the National 14th Five-Year Plan.

文創產業發展處
文創產業發展處於 2024 年 6 月成立，前身為「創意香港」，是香港特別行政區政府文化體育及旅遊局轄下專責為文化和創意業界提供一站式服務支援的辦公室，致力為香港營造有利的環境，促進藝術、文化及創意業界的產業化發展。現時的策略重點為培育人才及促進初創企業的發展、開拓市場、推動更多跨界別、跨文化藝術領域的合作、推動文化藝術和創意業界產業化發展，以及推動香港成為亞洲創意之都，並在社會營造創意氛圍，以落實《十四五規劃綱要》下香港作為中外文化藝術交流中心的定位。

About Hong Kong Fashion Fest
Announced in the Hong Kong Special Administrative Region Chief Executive's 2023 Policy Address, the Hong Kong Fashion Design Week will be organised to consolidate fashion design events for promoting Hong Kong's fashion and textile design brands and reaffirming Hong Kong's position as a prime destination for hosting major cultural and creative events. The Cultural and Creative Industries Development Agency of the Culture, Sports and Tourism Bureau has closely engaged stakeholders to realise the idea, injecting new elements to create synergy for different fashion design activities.

The Hong Kong Fashion Design Week is branded as "Hong Kong Fashion Fest", the first Hong Kong Fashion Fest will be held between November 20 and December 4 at various cultural landmarks and iconic design and fashion locations in Hong Kong, presenting a full agenda of different fashion design happenings. The Government of the Hong Kong Special Administrative Region is committed to making the new flagship Hong Kong Fashion Design Week an annual signature event to develop Hong Kong into a fashion design hub in Asia.

關於香港時裝薈
香港特別行政區行政長官在 2023 年的《施政報告》宣布舉辦香港時裝設計周，匯集不同時裝設計盛事，推廣香港時裝及紡織設計品牌發展及文創盛事化。文化體育及旅遊局轄下的文創產業發展處積極與本地和海內外時裝設計、服裝業界和其他相關持份者，一起商討落實細節，引入嶄新元素，為不同時裝設計活動創造協同效應。

香港時裝設計周以香港時裝薈作為品牌，首屆香港時裝薈會在 2024 年 11 月 20 日至 12 月 4 日期間在香港多個文化地標和設計及時裝焦點場地舉行。匯集不同類型的時裝設計活動，涵蓋範圍廣泛，精彩紛呈。香港特別行政區政府銳意把全新旗艦香港時裝設計周發展為年度盛事，打造香港成為亞洲時裝設計中心。

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Hong Kong Design Institute
香港知專設計學院

The Hong Kong Design Institute (HKDI) is a leading design institution under the VTC Group. It provides high-quality education to cultivate knowledge and professionalism, and produces emerging talents who underpin the creative industries in Hong Kong. With years of experience in design education, HKDI brings together the strengths of four design departments – Architecture, Interior and Product Design, Communication Design and Digital Media, and Fashion and Image Design – to offer over 20 design programmes. Highly flexible in articulation and advanced education, HKDI offers students a three-year university degree pathway from a Higher Diploma to Bachelor degrees offered by reputable universities in the UK. HKDI adopts a "think and do" approach through its contemporary curriculum and active collaborations with local and international academic and industry partners. Students are given opportunities to acquire hands-on experience and participate in global exchange programmes to expand their horizons while enhancing their creative thinking and social sensitivity.

香港知專設計學院 (HKDI) 為職業訓練局轄下學院，致力提供優質教育，建構知識和發展專業，為香港創意工業培育優秀的設計人才。HKDI 擁有多年的設計教育經驗，提供共超過 20 個設計課程，科目涵蓋四主個主要設計學系，並將其優勢融合，包括建築、室內及產品設計、傳意設計及數碼媒體，以及時裝及形象設計。配合靈活升學及高等教育需求，HKDI 學生於修畢兩年制的高級文憑後，可直接升讀由英國著名大學頒授的一年制學士學位課程。HKDI 採取「思考與實踐」的教育方針，開辦與時並進的課程，並積極與國內外的設計學院及業界保持緊密合作。我們為學生提供獲得實踐經驗及參與國際交流計劃的機會，以擴闊學生視野，加強學生的創新思維和社會敏感度。