**Exhibition information**

HKAC 3rd CCC

Presenter: Hong Kong Arts Centre

Guest curator: 吳達坤 WU DAR-KUEN

日期及時間: Date & Time: 12/3/2015–28/3/2015 (10am–8pm)

地點: 包氏畫廊/ Venue: Pao Galleries

免費入場/ Free Admission

節目查詢/ Programme Enquiries: 2582 0200

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| Key Visual | 8 Jan (1st draft) | 14Jan (Final) |
| Invitation Card | 16Jan (1st draft) | 30Jan (Final) |
| E-invite | 16Jan (1st draft) | 30Jan (Final) |
| Web banner | 16 Jan (1st draft) | 30Jan (Final) |
| Artslink ad | 16 Jan (1st draft) | 30Jan (Final) |
| Poster | 23 Jan (1st draft) | 6 Feb (Final) |
| Lobby sticker | 23 Jan (1st draft) | 6 Feb (Final) |
| Lightbox | 23 Jan (1st draft) | 6 Feb (Final) |
| Small flag banner | 23 Jan (1st draft) | 6 Feb (Final) |
| Leaflet | 23 Jan (1st draft) | 6 Feb (Final) |
| Backdrop | 29 Jan (1st draft) | 12 Feb (Final) |
| Catalogue | 21 Jan (1st draft) | 10 Feb (Final) (need to be earlier?? When will the printing company off during Lunar New Year Holiday??) |

*Specifications for Design Material*

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| Key Visual for ALL Design |
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| Items and description | Outcome Samples |
| Design for Printed Material |  |
| 1. Advertising at “artslink”   Full Page Bleed - 196mm(W) X 236mm(H)  \* Details is attached. | I:\Project\2014\201405_2ndCCC\Documentation\Publicities\magaine&newspaper\artslink_201405_P05.jpg |
| 2. Invitation Card  - Common size. WITH ENVOLPES  - in ENGLISH ONLY  - IMPORTANT text: officiating GUESTS, location MAP, OPENING date and time, LOGOS of HKAC, supporters, collectors’ names, key visual  - See Attachment for the content | C:\Users\sanwong\Desktop\IMG_20150105_130409.jpg  I:\Project\2014\201405_2ndCCC\Documentation\Publicities\others\invitation card front side.jpg I:\Project\2014\201405_2ndCCC\Documentation\Publicities\others\invitation card back side.jpg |
| 3. Catalogue  \*would like to have the same size with the previous year | C:\Users\sanwong\Desktop\IMG_20150105_130314.jpgC:\Users\sanwong\Desktop\IMG_20150105_130330.jpg |
| 4. Light box  - 50 (w) x 75 (h) inch [127cm x 190.5 cm]  - with 1 inch of blank space at the top & bottom for installation  - IMPORTANT text: Exh. time & date, LOGOS of HKAC, supporters, names of collectors & artists, key visual | I:\Project\2014\201405_2ndCCC\Documentation\Publicities\others\lightbox 2.JPG |
| 5. Outdoor Small Banner (TBC)  - 36 (w) x 96 (h) inch [3 (w) x 8 (h) ft ]  - IMPORTANT text: Exh. time & date, LOGOS of HKAC, supporters, key visual | **I:\Project\2014\201405_2ndCCC\Documentation\Publicities\others\Outdoor small banner 2.JPG** |
| 6. Poster  - A1 size - 594mm x 841mm  - Poster mounted on foam board, free-standing on Easel  - Poster used inside Elevators  - IMPORTANT text: Exh. time & date, LOGOS of HKAC, supporters, names of collectors & artists, key visual | I:\Project\2014\201405_2ndCCC\Documentation\Publicities\others\A1 Poster 1.JPGI:\Project\2014\201405_2ndCCC\Documentation\Publicities\others\A1 foamboard.JPG |
| 7. Lobby sticker  Location: Group B UP  M.S.: 3547 mm (W) x 745 mm (H),  D.S.: 3522 mm (W) x 720 mm (H),  出血位為左下  - IMPORTANT text: Exh. time & date, LOGOS of HKAC, supporters, names of collectors & artists, key visual | **I:\Project\2014\201405_2ndCCC\Documentation\Publicities\others\Lobby sticker 1.JPG** |
| 8. Exhibition Backdrop  - IMPORTANT text: Exh. time & date, LOGOS of HKAC, supporters, names of collectors & artists, key visual  - LOGOS in good position for group photo |  |
| 9. Exhibition Leaflet / guide  -8 pages with 4摺  - Cover, exh. time & date, LOGOS of HKAC, supporters, names of collectors & artists, key visual, introduction of the show, floor plan | I:\Project\2014\201405_2ndCCC\Documentation\Publicities\others\CCC-Supplement-A4Brochure-0905-v2-1.jpgI:\Project\2014\201405_2ndCCC\Documentation\Publicities\others\CCC-Supplement-A4Brochure-0905-v2-2.jpg |
| 10. Caption Board  \*no standard design / spec | I:\Project\2014\201405_2ndCCC\Documentation\Publicities\others\caption board.jpg |
| Design for e-publicity |  |
| 1. Web banners (@ www.hkac.org.hk)  - IMPORTANT text: exhibition title, exhibition period, key visual  - 1) Big banner: 598 X 290 pixels.  cid:image001.jpg@01CDC8E6.B3F98580  - 2) Small banner: 480 X 260 pixels  cid:image002.jpg@01CDC8E6.B3F98580 | cid:image003.jpg@01CDC8E6.B3F98580 |
| 2. Mobile banners  - IMPORTANT text: exhibition title, exhibition period, key visual  - 1) Banner: 640 x 940 pixels | I:\Project\2014\201405_2ndCCC\Documentation\Publicities\others\IMG_4526.png |