香港藝術中心節目

Hong Kong Arts Centre Programme

2013極品廣告片Art of Commercials

29/11 ~ 14/12

香港藝術中心舉辦「極品廣告片」已達廿三年，今年的陣容更加鼎盛，除卻一貫來自英國、美國、亞太區、西班牙、拉丁美洲的廣告，今年更增添中東的廣告，實行體驗絕頂創意，爆笑無障礙！

Art of Commercials, ran by the Hong Kong Arts Centre, proudly enters its twenty-third year. This year, on top of ads from the UK, USA, Asia-Pacific, Spain, Latin America, the programme brings to you ads from the Middle East. The programme will surprise you with top-notch creative works!

節目一Programme 1

2013 亞太廣告節精選

Selected from Asia Pacific Advertising Festival (APAF) 2013 (53 mins)

香港本土老店情懷水滾茶靚，內地街坊熟到爭住交出屋企條匙，今時今日真事改編最為離奇！為咗創意，你可以去到幾盡？一班街舞狂人著住Nike用雙腳繪出跨媒體嘅黑夜華麗，毒樂樂不如眾樂樂，呢頭日本素人一人一格真漫畫；嗰頭噴火屁鴨hit到上泰國新聞，但人報你就信咪輸咗囉，唔係個個夠膽係鬧市開咪直斥污水溝平價奶,然後大喊「我是孟買」！廣告唔夠實際？分分鐘救你命三千！新加坡全城推Apps召喚急救隱士搶救路人，成功個案暴增；首爾自殺熱點化成希望之橋，步步窩心帶紙巾呀喂。

An old Hong Kong teahouse brings back the good old days with its nicely brewed hot tea; some mainland folks selflessly offer their home keys to a reliable neighbour, and this is based on a real story! Just how far can you go in the name of creativity? Hip-hop dancers weave waves of light and colour against the darkness using their Nike clad feet, and yeah it’s always much more fun to join the party than be by yourself – here you see real-life Japanese comics featuring one everyday guy per frame, and there you learn about a fire-farting duck hitting headlines in Thailand, but just because they say it’s news doesn’t make it so. Not everybody has the guts to bombard the sewage-diluted cheapo milk and then shout “I am Mumbai”! You think adverts don’t do anything useful? It may very well save your dear life! Singapore promotes an emergency app for summoning first-aiders hidden in the crowd, and the figure of successful rescues shot up; meanwhile the suicide hotspot in Seoul transforms into a heartwarming bridge of hope. Need a tissue?

節目二Programme 2

2013 British Arrows廣告大獎精選

Selected from British Arrows Awards 2013

(Kimi, pls reserve space for this programme)

節目三Programme 3

2013美國AICP廣告大獎精選

Selected from AICP Show 2013 (53 mins)

美國AICP盡顯大將之風，惡搞經典無有怕！全民公審三隻小豬殘殺灰狼奇案，誰是誰非原來掌握喺媒體手上；無頭騎士都被copywriter嘅鬼匠神工寫到死剩個頭，嚇鬼咩！日光日白，幾十個基斯保羅排成連串定格動作控球上籃，完美示範靜態動感，到底係裝置藝術抑或真身拍攝，我覺得呢條片相當有嫌疑……朗拿度慢鏡轉身射個世界波，哎呀！回歸基本步先考真功夫. 富國小孩最憎收唔到wifi、又最憎咬住香口膠飲冰水，第三世界兒童一臉無邪咁嘗試理解佢地眼中嘅世界末日，無須花巧都擲地有聲，呢啲咪大師囉。

American AICP shows just what it means to be the big wig by uninhibitedly parodying all-time classics. The Three Little Pigs face a referendum on their atrocity towards the grey wolf, and justice lies in the hands of the media; the Headless Horseman has to die in the new version, and he is so dead that what is left is just his head! Chris Paul freezes in dozens of still-frames of his slam-dunk, statically demonstrating perfect movement – is it installation art or is it a real shot? Interesting… Ronaldo turns around in slow motion and gets into position for a world-class kick… Oops! And dealing with the basic is often the real challenge – children in wealthy countries can’t stand being cut off from Wifi and drinking ice water with chewing gum in their mouth, while their innocent counterparts in the Third World roll their eyes trying to understand the doomsday in these rich children’s eyes. Simple but profound, and that’s the real thing.

節目四Programme 4

2013西班牙及葡萄牙語系廣告節精選 + 2013中東晶英廣告節精選

Selected from Festival Iberoamericano de Publicidad (FIAP) 2013 +Selected from Mena Cristal Festival 2013 (64 mins)

西班牙及葡萄牙語廣告電影語言破格，明踩暗串荷里活！《天使愛美麗》般法式盞鬼鏡頭下，你阿媽對你嘅一舉一動、一言一行、一喊一笑，都有睇穿睇透嘅超能力，當然，她亦會用同樣異能採購吞拿魚！攝影史上嘅靈魂人物拎住部Leica走過烽火大地，共度纏綿長夜，浪攝過浪攝流。平凡如你我，「卡嚓」片刻同樣組成人生，唔好日夜掛住喺Getty搵相啦，有時間用六頭肌扭住腰打乒乓波好過！瘋狂想像背後，新世代潮流雜誌瞬間拉人返嚟現實，睿智分析社會變化：假亦真時，新亦舊，怪雞已成型格新指標！今時今日連長期失眠病人都俾心理醫生悶到一睡不起！

中東晶英廣告節在2005年創立，是全球首個針對阿拉伯地區嘅廣告節，觀賞機會難逢！古靈精怪玩轉全城，呢邊廂，指揮家、司機、交通督察無啦啦中途離場，雞飛狗走天下大亂，無非想提醒大家國會選舉記得要撐到尾！個邊廂，賣布師傅大曬壓餅手藝、警察查身順便摺埋褲骨，轉行趁早呀老友！當杜蕾斯遇上阿拉伯，品牌大佬都要轉個玩法：有味畫面靜雞雞滲入YouTube，小小鹹多多趣，挑戰當地人嘅想像能力；寶萊塢浮誇歌舞跳到跳樓，最後一秒先話你知係印度假貨！

FIAP Spanish and Portugal language advertisements dare speak the unconventional and satirise Hollywood. With a typically French naughty style (as you would find in *Amélie*), the camera captures the character’s every word, movement, laugh and cry from the perspective of the mum, who can see right through you with the kind of super power only mums have, which she would of course also use when shopping for tuna. And who seems to be an iconic figure in the history of photography spends his day and night across a war zone affectionately with his beloved Leica, and this is about as rambling as a rambling photographer could get. Ordinary people like you and me also have the right to click the shutters to store up moment after moment of our lives, but why not forget about searching for images on Getty for a while and make better use of your time by, say, moving your biceps and triceps and twisting your waist in a game of table tennis? Crazy thoughts aside, a new gen trend magazine brings us back to reality, giving us an incisive analysis of social changes: what is fake may also be real; what is new may also be old, and quirkiness is the new cool factor. In such a time and age, even chronic insomniacs could be bored to a coma by psychiatrists!

MENA Cristal Festival was launched in 2005 as the first advertising festival targeting the Arabian region. Here you see a conductor, a driver and a traffic inspector all suddenly drop everything and walk away regardless of the chaos they leave behind – just to remind everybody to participate in the big National Congress election; there you see a veteran fabric dealer showing off his pastry skills and then a police officer attending to the seam lines of the pants while doing his routine body search – guys, it’s never too late to quit and try something new! And when Durex meets Arabia, even the market leader has to play it subtly: a few suggestive scenes sneak into YouTube, geared not so much for the eyes as for the mind. The pompous Bollywood dance escalates from bouncing to jumping – off the building! And just what’s it all about? Fakes from India!

節目五Programme 5

2012韓國影像廣告節精選 + 2013西班牙及葡萄牙語系廣告節精選

Selected from Korean TVCF Advertising Award 2012 + Selected from Festival Iberoamericano de Publicidad (FIAP) 2013 (70 mins)

韓風繼續吹，隨時隨地嚇你一跳！地鐵隔離位美女著住牛仔褲忽然彈起跳芭蕾，輕盈舞動都市魅力；肌肉型男英勇man抱遇溺女子，想抄底個型男電話以身相許，點知係水警救援熱線！韓國絕技始終都係深情牌，三星相機系列再度溶化萬千國民的心！微笑天使韓孝珠夥拍羞澀男孩李帝勳，畢業典禮上惡搞情敵幅相，大學雞小動作sweet爆鏡頭；long-d傳情即影即send，時刻糖黐異地豆！乾淨的鋼琴伴奏下，鏡頭霧化成一片蒼茫，雪落無聲，失明孩子抬頭傾聽飛鳥拍翼，感受漫天絢麗煙火，閉目微笑按下快門，作品製成一幅幅可觸摸的雕塑，記住心中繾綣一刻。

The Korean storm keeps on bringing new surprises! The pretty lady sitting next to you on the subway suddenly springs up and dances ballet, flaunting her charm effortlessly even though she’s wearing tight jeans. A muscle guy bravely scoops up a drowning girl with his manly arms; she asks for the number and she gets one – not his but the marine police rescue hotline! Korea’s never failing trick, after all, is the appeal to the soft spot and tear glands: the Samsung camera series once again melts the hearts of millions! Smiling angel Han Hyo-ju partners with shy cute boy Lee Je-hoon and parody the photo of an unwanted suitor at their graduation ceremony, filling the screen with honey and sugar with their adorable mature naivety; two long-distance lovers stay a click away all day by sending each other momentous photos. With a tune coming from a sparkly clean piano, the shot gradually fades into an expanse of haze with snow quietly falling down; some blind children raise their heads to listen to the birds flutter and feel the embrace of a mantle of flame and smoke, then they close their eyes and press the shutter with a smile – their works are turned into pieces of carvings that the hands can feel to capture their moments of sentimentality.

**座談會 Seminar**

籌辦：香港藝術中心 Organiser: Hong Kong Arts Centre

合辦：香港互動市務商會 Co-organiser: Hong Kong Association of Interactive Marketing (HKAIM)

日期及時間 Date & Time: 7/12 2:30- 4:30pm

地點 Venue: agnès b. 電影院/ Venue: agnès b. CINEMA

報名Registration: [www.hkaconlineregistration.com](http://www.hkaconlineregistration.com)

（xx月xx日開始登記）

(Registration starts at xx.xx)

每次只限一人登記 Each registration provides a place for one person only.

粵語主講Conducted in Cantonese

**講者 Speakers:**

司徒廣釗 (Ralph Szeto)

香港互動市務商會副主席

Vice Chairman, HKAIM

戚禹聰 (Roni Chik)

CMRS Digital Solutions Ltd.客戶總監

Account Director, CMRS Digital Solutions Ltd.

許迅 (Eddy Hui)

Assistant Professor, Faculty of Design, THEi

香港高等科技教育學院設計學院副教授

羅敏儀 (Alexandra Lo)

香港惠氏營養品數碼營銷經理

Digital Marketing Manager, Wyeth Nutrition Hong Kong

黃偉斌先生 (Penny Wong)

Director, AMAZE Mobile Media

AMAZE Mobile Media總經理

**廣告與數碼平台、流動電話和社交媒體如何接軌**

數碼平台、流動電話和社交媒體逐漸成為大眾生活重要的一環，廣告的發展方向亦在近年間經歷巨大的轉變。眾多品牌傾力在新興媒體發掘市務推廣的可能性，務求在資訊日新月異的年代，以創新的廣告和宣傳策略打動人心。

幾位講者將會分享他們對市務營銷和傳訊策略方面的經驗和見解，並以三種不同的角度︰廣告公司、市務營銷和學術理論，解說大眾使用媒體的習慣正在蛻變，並分析品牌如何能在宏觀環境變幻莫測的情況下，將其最新動態帶到目標觀眾眼前，從而在新媒體廣告的洪流之中脫穎而出。

**When Advertising Meets Digital, Mobile and Social Media**

Digital, mobile and social media have been becoming an important part of our daily life. Advertising has also been passing through tremendous transformation across the world in recent few years. Many brands have been trying ways to deploy various digital, mobile and social media channels and tactics in order to capture the ever-changing media consumption of people in the world.

Speakers of the seminar will share their cases and insights in transforming brand marketing communication approaches and tactics to cope with the evolving media behaviours of their target audiences from the perspectives of agency, marketing and academic.

地點Venue:

agnès b. 電影院 / agnès b. CINEMA

香港灣仔港灣道2號香港藝術中心高層地庫

Upper Basement, Hong Kong Arts Centre, 2 Harbour Road, Wanchai, Hong Kong

票價 Tickets:

$60 / 45 \*

\*全日制學生、六十歲或以上長者及殘障人士票價

Tickets for full-time students, senior citizens, aged 60 or above, and physically challenged individuals.

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節目查詢 Programme Enquiries: 2582 0273

網頁 Website: [www.hkac.org.hk](http://www.hkac.org.hk)

**放時間表 Timetable**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Date\Time | 2:30pm | 4:30pm | 5:30pm | 6:30pm | 7:30pm | 8:30pm |
| 29/11 (Fri) |  |  |  |  | Prog 1 |  |
| 30/11 (Sat) | Prog 2 | Prog 3 |  | Prog 4 |  | Prog 5 |
| 01/12 (Sun) | Prog 5 | Prog 2 |  | Prog 4 |  | Prog 1 |
| 04/12 (Wed) |  |  |  |  | Prog 3 |  |
| 06/12 (Fri) |  |  |  |  | Prog 5 |  |
| 07/12 (Sat) | ● |  | Prog 2 |  | Prog 4 |  |
| 08/12 (Sun) | Prog 1 | Prog 5 |  | Prog 3 |  | Prog 2 |
| 12/12 (Thur) |  |  |  |  | Prog 3 |  |
| 14/12 (Sat) | Prog 1\* | Prog 4 |  | Prog 1\* |  | Prog 5 |

● 2:30pm ~ 4:30pm 座談會Seminar

\* 同場加映2013香港廣告商會金帆廣告大獎精選 Screening with HK4As Kam Fan Awards 2013

主辦 Presenter: (HKAC Logo)

合辦 Co-organiser: (HKAIM Logo)

嗚謝 Special Thanks: (4As Logo), (ADFEST Logo), (British Arrows Logo), (AICP Logo), (FIAP Logo), (MENA Logo), (TVCF Logo),

To Kimi:

For 4A Logo, please use the horizontal one.