

Spotlighting on Architainment Lighting
聚焦建築娛樂一體化照明

- Date 日期 : 29 / 10 / 2024 (Tuesday 星期二)
 Time 時間 : 11:00am – 11:45pm 上午 11 時正至上午 11 時 45 分
 Venue 地點 : the STAGE, Hall 10, AsiaWorld-Expo
 亞洲國際博覽館 10 號展館 the STAGE
 Language 語言 : English (Simultaneous interpretation service in Putonghua)
 英語 (設普通話即時傳譯服務)
 Remark 備註 : Free Admission (Please click [HERE](#) to register online) 免費入場 (「[按此](#)」登記)

Time 時間	Programme 程序
10:45am – 11:00am	Registration 登記
11: 00am – 11:05am	Souvenir Presentation and Photo Session 致送紀念品及拍照
11:05am – 11:25am	<p><u>The Trend and Culture of Hong Kong Festive Lighting</u> 香港節慶燈飾的趨勢和文化</p>  <p>Speaker 講者: Mr Bun Chun-Yip Chan – Managing Director, CO-RAY Technology & Construction (ASIA) Ltd. 安達科技工程(亞洲)有限公司 總經理 陳駿業先生</p> <p>Question & Answer Section 問答環節</p>
11:25am – 11:45am	<p><u>Victoria Harbour Maritime Parade of Lights</u> 藝術啟航・維港燈光藝術盛典</p>  <p>Speaker 講者: Mr Samuel Lam – CEO, X Social Group Holdings Ltd. X Social Group 控股公司 董事長 林漢源先生</p> <p>Question & Answer Section 問答環節</p>

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Organiser 主辦機構:

About the Speakers 講者簡介

Mr Bun Chun-Yip Chan – Managing Director, CO-RAY Technology & Construction (ASIA) Ltd.

安達科技工程(亞洲)有限公司 總經理 陳駿業先生

Bun Chan has over ten years of experience in festive lighting. He serves as the Chairman of the 28th Innovative Entrepreneur Awards of JCI City, Chairman of the BUNC Art Foundation, Founder of BUNC Productions Limited and General Manager of CORAY Technology and Construction (ASIA) Ltd.

Bun has actively promoted local creative development through various outdoor festive lighting projects, offering unique experiences for both residents and visitors. He is dedicated to sustainable artistic production, enabling individuals from diverse backgrounds to engage with art and express their creativity.

In his upcoming talk, “The Trend and Culture of Hong Kong Festive Lighting,” Bun will explore the fusion of Eastern and Western cultures and the current state of Hong Kong’s festive economy, aiming to collaborate with industry peers for new artistic possibilities.

陳駿業 (Bun Chan) 在節日燈飾領域擁有超過十年的豐富經驗。他是城市青年商會第 28 屆創意創業大賞籌委會主席、必駿藝術基金會主席，必駿製作有限公司 (BUNC) 創辦人及創作總監，及安達科技工程有限公司總經理。

Bun Chan 多年來積極推動本地創意發展，創作了多個戶外節日燈飾項目，為市民和遊客帶來獨特的節日氛圍。此外，他也致力於推廣可持續發展的藝術製作，讓不同界別的人士都有機會接觸藝術，發揮創意。

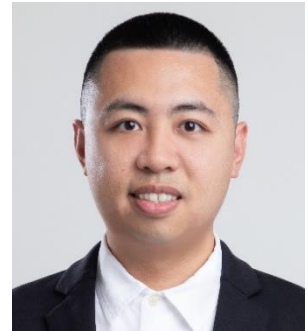
在此次分享中，Bun Chan 將探討“香港節慶燈飾的趨勢和文化”。他將以中西文化的交融及香港當前的節日經濟發展為主題，與業界朋友共同探索香港燈飾及藝術發展的新可能性。

Presentation Abstract

CORAY has been rooted in Hong Kong for 30 years, providing a one-stop service for the creation and installation of diverse festive lighting effects for shopping malls, government entities, and brand clients. Hong Kong, a melting pot of Eastern and Western cultures, requires various techniques to achieve the appropriate atmosphere for its numerous festivals and brands. CORAY excels in utilizing different lighting materials to craft stunning outdoor festive displays.

The effectiveness of lighting must evolve with the times, maintaining freshness while ensuring stability, making the choice of materials crucial.

Additionally, Hong Kong’s lighting effects serve as a benchmark for neighboring

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Organiser 主辦機構:

countries and regions, fostering a spirit of mutual inspiration and collaboration.

演講摘要

CORAY 植根香港 30 多年，透過創作及安裝一站式服務為商場、政府及品牌客戶創作不同節日燈飾效果。香港是中西文化薈萃之地，各個節日和文化以及品牌均需要運用不同技巧達致適當的氣氛。CORAY 善長運用不同燈光物料達到戶外節日燈飾創作。

燈飾效果必需與時並進，保持新鮮度同時不減穩定性，而當中所運用的物料致關重要。香港的燈光效果亦是鄰近國家或地區的學習對象，互相交流。

Mr Samuel Lam – CEO, X Social Group Holdings Ltd.

X Social Group 控股公司 董事長 林漢源先生

Samuel Lam is the CEO of X Social Group Holdings and Visiting Lecturer for the MSC in Metaverse Technology of PolyU, has spearheaded numerous innovative art-tech initiatives that have elevated Hong Kong's global standing as an arts and culture hub. Possessing a strong entrepreneurial spirit, he has played a pivotal role in the development of the art-tech industry in the city, curating groundbreaking projects such as the Hong Kong Arts Festival Metaverse Theatre, hosting mega art event for the Belvedere Museum Vienna in HK; Victoria Harbour drone light shows and the Victoria Harbour Sailing Event Parade of Lights.



林漢源是香港與藝術科技界企業家，他於 2012 年創立了 X Social Group 控股公司，近年帶領公司參與多個創新性的香港藝術科技項目，包括香港藝術節的元宇宙劇院、奧地利美景宮美術館在香港的展覽活動策劃、維多利亞港無人機燈光秀以及維港帆船巡遊表演等。



林漢源是藝術科技論壇的演講的常駐講師，現任香港理工大學元宇宙科技碩士課程兼職講師、香港中華廠商聯合會創科委員會召集人、香港總商會創科委員會幹事、香港理工大學總裁協會理事、香港浸會大學基金會幹事及擔任文化領袖論壇 2023 香港藝術科技界講師。林漢源創辦的企業獲得超過 50 個國際營銷及創業獎項獎。個人獎項包括香港市務學會年度營銷風雲人物 2024、Campaign Asia 雜誌亞太區廣告界風雲人物及香港商報大中華傑出企業家大獎等。

Presentation Abstract

The Victoria Harbour drone light show and sailboat parade showcase the innovative artistic and cultural charm of Hong Kong. This grand performance utilizes advanced technologies, integrating artistic IP to create an awe-inspiring visual feast. The event resonates with local audiences and attracts international visitors, becoming an effective tool for city marketing and branding. This cultural and artistic event provides an immersive cultural experience, promoting Hong Kong's tourism resources. Such

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Organiser 主辦機構:

large-scale performance events bring significant value and commercial returns to brands, fully demonstrating Hong Kong's innovative spirit and unique charm as an international metropolis.

演講摘要

維多利亞港無人機燈光秀和帆船巡遊活動展現了香港城市的創新藝術與文化魅力。這場壯觀的演出充分利用先進的無人機和燈光技術，融合藝術 IP，創造出令人讚嘆的視覺饗宴。活動不僅引起了本地觀眾的共鳴，也吸引了大量國際遊客參與，成為有效的城市營銷與品牌推广工具。

對國際遊客而言，這項文化藝術活動提供了一個沉浸式、具有深度的文化體驗有助於推廣香港的獨特旅遊資源。從商業角度來看，此類大型演藝活動為品牌帶來了顯著的價值和商業回報。整場活動充分展現了香港城市的創新精神，彰顯了這座國際都會的獨特魅力。

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