




Work Creatively: Facilitating Knowledge Transfer in Arts & Cultural Sector

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Introduction

- ***In Light of Visual Arts*** – co-organized by Academy of Visual Arts, Knowledge Transfer Office & MEGAMAN®
- Aim: to facilitate knowledge exchange of “eco-philology of light” through:
 - ♦ arousing the awareness of eco-lighting in arts & cultural industry, i.e. museums & galleries
 - ♦ exchanging experiences in visual communication, art appreciation & practical lighting solutions for artists, light designers & technicians
 - ♦ passing the message of sustainable development to the artistic community as well as the general public



Background of MEGAMAN®

- A global brand
- Leading designer, manufacturer and marketer of innovative light solutions and equipment
- Pioneering work on innovative designs of Compact Fluorescent Lamp (CFL) and Light Emitting Diode (LED)
- Offering a way of life that substantially benefits consumers as well as the environment
- Emphasizing a high priority in reducing environmental impact




Objectives

1. To enhance student’s ability in the use of lighting in visual arts communication
2. To facilitate knowledge transfer in art between art practitioners & light manufacturer

⇒ ***Through workshops, seminars, store visit, artwork creation & exhibition***


⇒ ***Develop cross-disciplinary art learning***



Objectives

3. To give insights & make impact of “eco-philosophy of lights” through visual arts, research & documentation


➔ ***To raise the public awareness for suitable lighting design, which could be achieved through exhibition and publication***



Challenges

Academy of Visual Arts Facing:


- Visual Arts students in Hong Kong are lacking knowledge on lighting
- No related education materials
- No specific courses of the use of lighting for displaying artworks
- In Hong Kong, lighting and sonic art fall into the disciplines of performing arts or interior design
- The outcome of the project will be education materials for the use of AVA and other schools



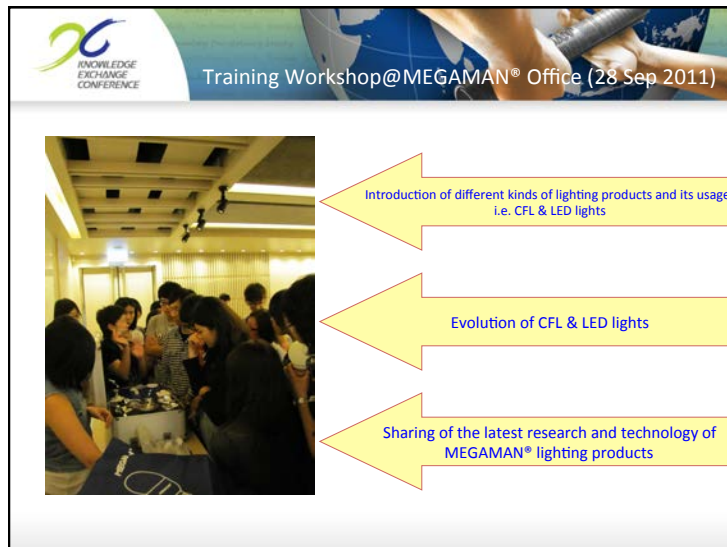
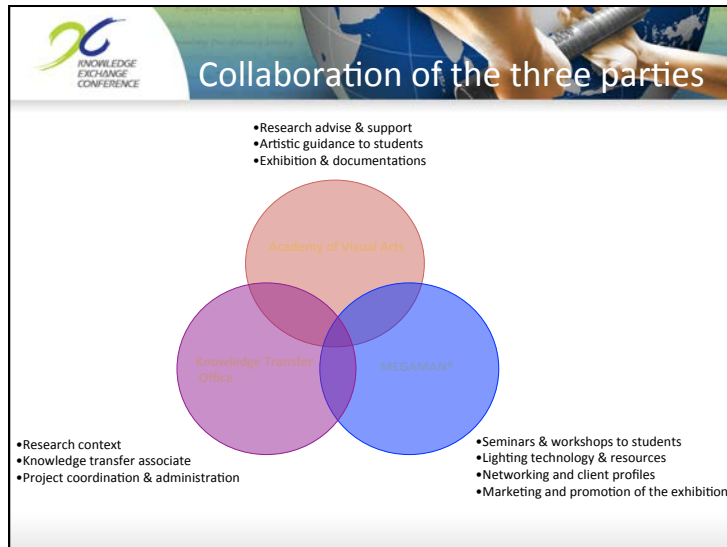
Challenges

MEGAMAN® Facing:

- General public in Hong Kong is less concerned with lighting and environmental sustainability
- Taking more social responsibility



Challenges lead to collaboration



Knowledge Exchange Conference Seminar@MEGAMAN® Office (12 Oct 2011)



- Basic concept of lights
i.e. function & color of light, color temperature, color rendering index (CRI)
- Different lighting effects and application
i.e. diffused lighting, wall washer, back lit...
- Lighting and shadowing
How it can characterize an environment & change perceptions
- Shadow art appreciation

Knowledge Exchange Conference MEGAMAN® Concept Store Visit (16 Nov 2011)



What are these labels?

Labels tell you the energy consumption, efficiency, color temperature, lumen

Hands-on experience of each model of light bulbs

On-site consultation with MEGAMAN® lighting designer



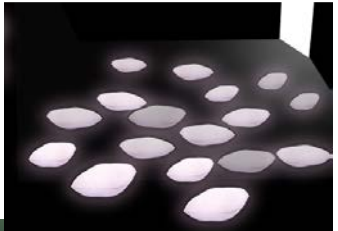
Knowledge Exchange Conference Individual Consultation (17 Nov 2011)

Discussion on the feasibility and improvement

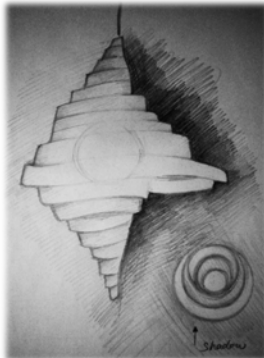



Students brought their proposals and discussed with AVA instructor

Knowledge Exchange Conference Student Artwork sketches (21 Nov 2011)



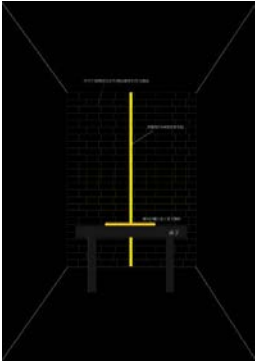
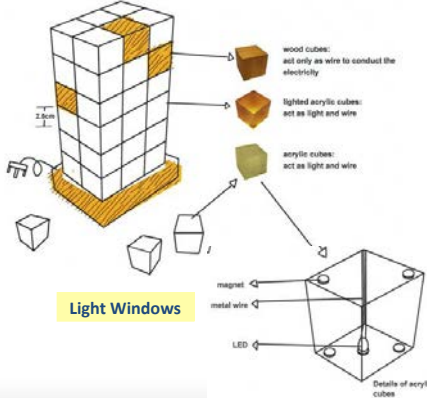
A Light Tick Tac Pillow



Emotions of lighting

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Student Artwork sketches (21 Nov 2011)

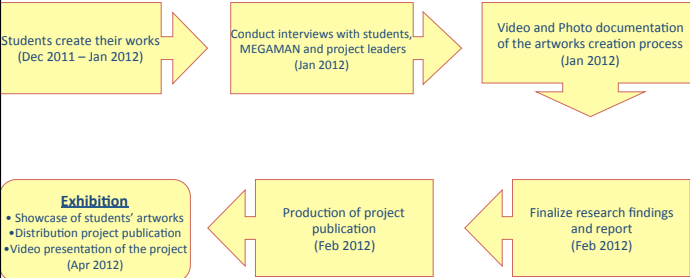



Light Windows

鑿壁偷光

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What next?



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    graph TD
      A[Students create their works  
(Dec 2011 – Jan 2012)] --> B[Conduct interviews with students,  
MEGAMAN and project leaders  
(Jan 2012)]
      B --> C[Video and Photo documentation  
of the artworks creation process  
(Jan 2012)]
      C --> D[Finalize research findings  
and report  
(Feb 2012)]
      D --> E[Production of project  
publication  
(Feb 2012)]
      E --> F[Exhibition  
• Showcase of students' artworks  
• Distribution project publication  
• Video presentation of the project  
(Apr 2012)]
    
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Benefits

For AVA & students

- Gain experience & knowledge of **articulating arts with technology & social issue**
- Interdisciplinary education for students
 - i.e. project management & light technology
- Explore **potential courses & activities** for students about environmental issues
- Consolidating and nurturing our strengths and knowledge in arts, and beyond

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Benefits

For MEGAMAN®

- The knowledge on art appreciation
- Obtaining **research findings (by AVA)** on the **use of light in art industry** of Hong Kong
- Learning more about market needs, i.e. the arts sector
- Transferring **knowledge of eco-lighting** to public by exhibiting work by student artists, publication and DVD documentation

