



March 2019

## Design Talents

Follow this and additional works at: <https://repository.vtc.edu.hk/ive-de-signed>



Part of the [Art and Design Commons](#)

---

### Recommended Citation

(2019) "Design Talents," *SIGNED: The Magazine of The Hong Kong Design Institute*: , 44-47.

Available at: <https://repository.vtc.edu.hk/ive-de-signed/vol21/iss21/30>

This Article is brought to you for free and open access by the Design at VTC Institutional Repository. It has been accepted for inclusion in SIGNED: The Magazine of The Hong Kong Design Institute by an authorized editor of VTC Institutional Repository. For more information, please contact [wchu@vtc.edu.hk](mailto:wchu@vtc.edu.hk).



## DESIGN TALENTS BURSTING WITH AMBITION

Every year, the Hong Kong Design Institute produces thousands of graduates across the many faculties it operates, including the Departments of Fashion and Image Design (FID), of Architecture, Interior & Product Design (AIP), and of Communication Design & Digital Media (CDM), to name a few. Among these outstanding design talents, a handful are already creating a name for themselves in the industry through competitions and awards. We asked some recent HKDI graduates what their long-term objectives are as designers. This is what they told us.

### JULIETTE HO LONG SUM

Graduate in  
Fashion Design 2018

Juliette Ho is a fashion designer specialised in Contemporary Evening Apparel. She is the winner of DFA Hong Kong Young Design Talent Award 2018 along with a \$250,000 scholarship. She received an International Exchange Scholarship sponsored by Esprit Cares Trust Fund to study at Designskolen Kolding, Denmark in 2017. She was the winner of The Most Glamorous Award at HKDI Graduation Show 2018, and the first-runner up at the Hong Kong Fur Design Competition 2017.

**What is your long-term objective as a designer?**

Cultural preservation is my design philosophy. My final-year collection titled "Re-Couture" is a new representation of haute couture — experimenting with a mix and match of historical craftsmanship details with the application of modern silhouettes. Stylish, unisex evening-wear is my major direction. I believe that affordable couture is the best weapon against the massive attack of fast fashion nowadays. In the future, my aim is to achieve a luxury-design career and promote cultural fashion through the arts and education.



### SO MAN CHING

Graduate in  
Fashion Design 2018

Winner of the CreateSmart Young Design Talent Special Award at DFA 2018, along with a \$250,000 scholarship, HKDI fashion-design graduate So Man Ching is currently undertaking the Fashion Design BA programme at Hong Kong Polytechnic University. So was also the winner of The Most Stylish Award at the HKDI Fashion Show 2018, Best Women's Wear at the Advance Denim Design Competition 2018, and the Overall Champion at the Hong Kong Fur Design Competition 2018.

**What is your long-term objective as a designer?**

I have always wanted to establish my personal fashion label. My long-term goal is to become an outstanding fashion designer and to operate my own studio in Hong Kong. It is not easy to be a fashion designer in Hong Kong — especially if you do not wish to simply follow the trends. I want to tell my story through garments with a focus on the draping technique of my designs. I'd like people to be able to feel my personality when they see my collections.



### CYNTHIA LAM HIU CHING

Graduate in  
Interior Design 2018

Cynthia Lam Hiu Ching graduated in interior design at HKDI last year and is currently doing a top-up degree at Birmingham City University. She has garnered a clutch of commercial awards including Perspective's A&D Trophy in the student category and the Gold Prize in the AluHouse Design Competition.

**What is your long-term objective as a designer?**

Hong Kong is a mountainous city where the scarcity of flat land is over-populated. One of my long-term goals and ideals is to tackle the social and environmental issues that arise with such population density. By joining extra-curricular activities such as design competitions and international exchange programmes, I can learn various skills such as problem-solving and forward-thinking, and gain a lot of valuable experience, which will be beneficial for my future career. Communicating with partners and consumers is important to designers as we should be able to understand a customer's needs clearly. I would like to be a good listener and an interior designer who is worthy of being trusted.





## FINGER HO

Graduate in  
Digital Film & Television 2012

Finger Ho graduated in digital film and television at HKDI in 2012 and has pursued his dreams in the cinema industry as a screenwriter. His most recent achievement includes the script for *Vampire Cleanup Department*, a Hong Kong horror-comedy directed by Yan Pak Wing and Chiu Sin Hang, which was released in 2017, receiving multiple nominations at the 37th Hong Kong Film Awards.

### What is your long-term objective as a designer?

As a screenwriter making a living in the creative industry, I have been very fortunate to have participated in feature films, television and online works. Moving forward, not only would I like to accumulate more experience through a variety of distributed motion pictures, but I am also interested in exploring different media, not limited to novels and stage performances. My long-term objective is to live by the motto "If there's a story, there's my work"!



## CHEUK KIN CHI

Graduate in  
Graphic-Information Design 2010

A graduate in graphic-information design at HKDI in 2010, Cheuk Kin Chi is the co-founder of Beams Creative, a design studio that offers spatial design services that range from the exhibition, interior, and landscape architecture. Cheuk describes himself as a minimalist that looks to create spaces that are functionally efficient. His studio was recently awarded a Silver A'Design Awards for Interior Space and Exhibition Design in 2018 and was the finalist for an Asia Design Awards 2019 and a Global Design Award 2018.

### What is your long-term objective as a designer?

Eventually, we want to be in a place where we can choose the type of projects that we want to participate in as opposed to taking any challenge that presents itself as we do now. I think every designer hopes to gain enough influence and trust from clients or the general public to be free to roam around and execute things as we imagine or as we please.