From the Chairman

The 1st Executive Committee meeting was held on 23 April 2010 at School of Design and a new slate of Executive Committee for year 2010–2013 was elected during the Annual General Meeting on 9 April 2010 and the full slate of our Executive Committee is as follows:

Chairman: Samuel Yau
Vice Chairman: Sin Tze-kong
Honorary Secretary: Maria Lau
Honorary Treasurer: Paul Ng
Ex-com Member: Fung Ho-yin, Fung Tak-Wing, Frances Huang, Creamy Shieung, Calvin Tang

I wish to take this opportunity to thank you all in advance for your support in the future and SDAA will only work well with your active support of its Executive Committee Members and of course, the participation of our members in providing ideas and support of our many activities.

During my chairmanship within a short period of time, we had participated several events which including:

• The Hong Kong Polytechnic University Homecoming Carnival, 14 March 2010.
• President’s Dinner, 22 April 2010.
• Lunch with Ms. Lorraine Justice on 13 May 2010.
• Interview of SDAA Outstanding Graduate Award, 24 May 2010.
• The 4th School of Design Student’s Association Inauguration, 28 May 2010.
• School of Design Graduation Show at Inno Centre, 3 June 2010.
• Casual visit with Ms Lorraine Justice, 22 June 2010.
• Dinner party, 23 July, 2010.

For the coming future, we are planning to have events and programmes as follows:

• Quarterly e-newsletter
• Annual exhibition for past graduated
• Educational programme
• BBQ event in Autumn

Best Regards,
Samuel Yau
Letter from the President of Hong Kong Polytechnic University

12 May 2010

Mr Samuel Yau
Chairman
The Hong Kong Polytechnic University School of Design Alumni Association
Flat C, 1/F, Block 17
Wonderland Villas
9 Wah Kung Hill Road, N.T.

Dear Samuel,

I was delighted to learn that you have been elected Chairman of The Hong Kong Polytechnic University School of Design Alumni Association recently.

As you well know, our University has always been committed to the development of a close relationship with our alumni and our alumni associations have been playing a very vital role in this area. I am very glad that you have shown your support for your alma mater by taking the leadership role in the development of the Association.

I have every confidence that with your wise and energetic leadership, as well as the concerted efforts of all members of the Executive Committee, the Association will go from strength to strength in the years ahead. If there is any way in which we could help to facilitate your Association’s development, please do feel free to contact my colleagues at the University’s Alumni Affairs and Development Office.

Last but not least, I wish your Association every success in your future endeavors.

With warmest regards,

Sincerely,

Timothy W. Tong, Ph.D.
President

*Prof. Kenneth Pang, President of the Federation of PolyU Alumni Associations
Mr. Sidney Wong, Acting Director of Alumni Affairs and Development, PolyU
Miss Anita Law, Departmental Alumni Liaison Officer, School of Design, PolyU*
New SDAA Ex-com 2010–2013

Samuel Yau
Chairman
Fellow member of Chartered Designer Society.
Allied member of American Society of Interior Designer.
Associate member of AIA HK – A Chapter of the American Institute of Architects

He worked for several architect and design firms before starting his partnership company for five years. After he started his partnership company, he emigrated his family to Canada at 1988 and started another page in his career. After three years of experience and exploration in architecture and interior design, he moved back to Hong Kong.

He continues to work and expends his partnership company. Meanwhile he participated an evening lectureship in Hong Kong Polytechnic University and Lee Wai Lee Technical Institute in 1993 – 1997. He also takes up some guest lectures at SPACE of University of Hong Kong, part time evening lecturership 2007 – 2009 IVE at Shatin and student adviser in the Polytechnic University mentorship programme.

TK Sin
Vice Chairman
H-Dip 81, MA in Des 97

Everybody knows it is almost impossible to finish the project, to find the new concept… Yet we need to keep searching before our time runs out. I keep searching for over 30 years…

大家都知道，去完成每一個設計專項，不斷能夠找到新的意念，都是幾乎不可能的……但我們還是要不斷搜尋，直到時間終結。我已搜尋了三十多年……
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Maria Lau,
Honorary Secretary

Having diverse interests that lead to various professions – being a fashion practitioner since graduated from PolyDesign ages ago, a part-time singer for some years in the pre-karaoke era, and now a freelance translator for jobs in selective and interesting topics — Maria never leaves the field of fashion. Currently she also returns to studying the Mdes in SD. This delightful experience is the start of her journey to re-explore the meaning of design to her career and life as well as in its broad sense. Joining the SDAA is an opportunity that draws her into closer link with design in its various disciplines, and more importantly, an honor to be part of a grand vision to build a solid stronghold for SD alumni.

Paul Ng
Honorary Treasurer

After studying in Hong Kong Polytechnic, Paul further his study in USA specialized in Computational Design.

Besides running his own design business for many years, Paul also teaches in different tertiary educational institutions including HKUST and HK PolyU, from time to time. Back to a few years ago, he had also served as an assessment panel member of the DesignSmart Initiative Program of CreateHK. Currently, he is one of hosts of the design talk show “Design In-house” of Radiodada online.

When Paul is free, he will experiment with digital photography and develop software to generate graphic and jewellery design.

Fung Ho Yin
Ex-com Member

Graduated from the product design programme of the then Hong Kong Polytechnic in the 1980’s, Fung Ho-Yin is now serving the local design industry through working as an assistant professor at the School of Design of the Hong Kong Polytechnic University. His specialisms are visual communication design, printmaking and photography — especially the alternative processes.

In the recent years, Ho-Yin has developed the interests in the application of photo images from various formats onto media. His art work has been exhibited internationally and collected by local and international museums.

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Creamy Shieung
Ex-com Member

Frances Huang
Ex-com Member

After practising in the field of Interior Design and Management for nearly two decades, Frances has dramatically switched her field to Insurance for nearly a decade.

Frances manages to enhance her present career with her basic knowledge and experience well established in her heart from the Interior World.

To her, taking the first step to be an Ex-com member is already a mission accomplished.

It’s time to show her gratitude to HK PolyU, the school that nurture the hearts and souls.

Fung Tak-Wing,
Ex-com Member

當年78–82於理工生活，樂在其中！

如今仍是產品設計師，做數碼樂器。

Calvin Tang
Ex-com Member

Being a product designer in electronic and electrical appliance field after graduated from Swire School of Design, Hong Kong Polytechnic in the 80’s. Calvin is now working as a lecturer at Hong Kong Design Institute, department of product and interior design. Calvin’s expertise is in CAID and curriculum development. It’s Calvin’s pleasure and honour to be elected to server in the SDAA.

Creamy Shieung
Ex-com Member

平面設計師、攝影師

愛貓、愛吃、愛看、愛睡覺、
愛攝影、愛繪畫、愛尋根究底、
愛主。
Biennial PolyU Alumni Homecoming Carnival was held on the 14th of March 2010 (Sunday). I was appointed to organize the event this year. There was quite a great pressure owing to three reasons: first, the date clashed with our AGM; second, I was on business trip last year so I didn’t know much about the event last time; last, we were the best booth design champion that year!

The purpose of the PolyU Alumni Homecoming Carnival is to gather the spirit of the PolyU Alumni and to showcase it to the public. We, the School of Design alumni, share the same objective — the spirit of PolyU Design is to create a better and joyful life for people.
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SDAA「搞狗新意：新意久久」創作室主角是一隻小唐狗「亞金」
For this year, the trend of the figurines is our inspiration. 「搞狗新意；新意久久」創作室 is the banner of our booth. Taking it through in role play and elections of pet characters, and further adding other popular cultural elements we are able to enrich the contents of our DIY workshops.

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SDAA会员及SD同辈指导参加者进行模型创作

SDAA创作室参加者的部份心血创作

参加SDAA创作室者大多数为亲子搭档，过程非常温馨
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理大校長Professor Timothy Tong在SDAA的攤位逗留了一段時間，與參加DIY創作室的朋友交流創作心得並和大家合照

前任會長Grace為我們頒獎
現任會長Samuel擔任親善大使
輪到Ah Sin頒獎啦！
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SDAA NEWS 2010 / 07

• SD Exhibition
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Once again, we won the championship in best booth design.

Having accomplished our mission within tight schedule and budget, I would like to thank all the committee members of the alumni for their effort and support to the event.

搞搞新意，心意搞狗；心儀狗狗，新意久久

Anita及時趕到！

SDAA奪得攤位最具創獎

大合照，理大校友嘉年華SDAA「搞狗新意；新意久久」創作室圓滿結束！
The last Annual General Meeting of SDAA proceeded on 9 April in the Staff Club Restaurant, Hong Kong PolyU at 6:30 pm with 18 people participated including members, advisors, former staffs and friends. Other than the attendants of the meeting, ten valid proxy forms were received. This is not only a great occasion to meet our fellow old boys and girls but also the moment to support the alumni affairs.

After the warm welcome addressed by Grace Lau, the former Chairman of SDAA, the formal procedures of the meeting were carried out accordingly. The Chairman’s annual report was first presented and came next the financial report by Samuel Yau, then Vice Chairman; both report were approved by the members.

Grace Lau, the last Chairman of SDAA gave her annual report.

Grace Lau presented a gift to Anita Law as the compliments for her help to SDAA.

Bonnie Chan was having a good time and told us many funny stories in those good old days.

Members expressed their gratitude to Nancy for her contribution in all these years with a big applause.
As there was no further question, the meeting proceeded to the election of new executive committee members for the next term. Once all the members had voted, Beam Leung helped us to count the ballot and then announced the list of new executive committees of SDAA 2010–13.

Even though many of us are from different background and different generations, we all were having a good time chatting, laughing and enjoying our food. Everyone felt like home again.

"Thanks for all your support, I'll try my best," said Samuel Yau after he was elected as the new Chairman of SDAA.

If you would like to share such a great moment with the other alumni, don’t miss the SDAA AGM next year!

An Sin, our new Vice-chairman, said that he would like to invite some of the former Ex-com members to be our advisors while Calvin was performing the “deconstruction” of steak next to him.
President’s Dinner

Samuel Yau
Chairman, SDAA

An annual event for the president of Hong Kong Polytechnic University to have a dinner gathering with alumni leaders from different schools and faculties which was organized by the Alumni Affairs and Development Office at the Hotel Nikko Hong Kong on 22 April, 2010. The aim for the dinner is to have a close fellowship among our President and most of the alumni leaders through the dinner gathering, and also to enhance the relationship among some of the staff from Hong Kong Polytechnic University and the alumni leaders.

The dinner was a successful one and I look forward to participate the next year President’s Dinner with SDAA Ex-com members.
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President Timothy Tong shared his short experience in Hong Kong Polytechnic University

Group photo of the members of the Board of the Federation
与設計學院院長
Lorraine Justice 女士午膳
文：Creamy Shieung

五月十三日，新一屆理工大學設計系舊生會執行委員誕生。及後，委員們提議相約理工大學設計學院院長 Lorraine Justice 女士，來個午間小聚，暢談近況。

當日，我們假座尖沙咀洲際酒店中菜廳共進午膳，是次午膳目的主要是介紹新成員予 Lorraine Justice 女士認識，了解設計學院的最新動向及匯報舊生會近期發展。大家聚首一堂享用豐富美食，談談天，說說笑，可說是整天最愉快的時光。組員們都珍惜這次小聚的每時每刻，更藉此機會分享舊生會的新思維，新理念。其間，舊生會會長提出多項建議，冀能幫助更多在學或畢業的舊生們，並協助推廣理工大設計系讓社會各界認識。

再訪 Lorraine Justice
文：Paul Ng

自月前與 Lorraine Justice 進餐後，六月二十二日我們又再次與她小聚，而今次則是我們前往理工設計學院拜會她。

當日話題包括多項與舊生會有關的事項，特別值得高興的是對於舊生會提議的設計課程計劃，Lorraine 不但樂意支持，還建議我們與校方有關的負責人商討。此外會長 Samuel 亦向 Lorraine 表示希望在未來落成的創意中心中設置舊生會辦事處的想法。除會務外，亦提及待 Lorraine 休假完畢，舊生會將安排一個燒烤大會，以便大家聚舊聯誼。不覺間已到下班時候，離開時，感覺在 Lorraine 的支持下，來年 SDAA 將有更佳的發展。
SDAA Scholarships

The SDAA Scholarships is a yearly program granting support and recognition to outstanding design graduates. This year quite a few best students were nominated by their program or discipline leaders to compete for the scholarships. On 24th May, five alumni, including Tommy Li, Sin Tze-kong, Samuel Yau, Alan Yip and me, joined together and formed the judging panel to decide who should get the respective awards.

After hours of interviews and discussions, we ultimately finalised the list of winning candidates:

**Freeman Lau SDAA Outstanding Graduate Award**

Prize: HK$5,000 & SDAA life membership  
(Value: HK$1,000)

Awardee: CHOW Cho Yeung, Joe  
BA (Hons) in Design (Advertising)

**Alex Fung SDAA Scholarship 2010**

Prize: HK$5,000 & SDAA life membership

Awardee: CHENG Ki Ki  
BA (Hons) in Design (Visual Communication)

**Zaha Hadid SDAA Scholarship 2010**

Prize: HK$5,000 & SDAA life membership  
(Value: HK$1,000)

Awardee: WONG Shun Yin, Frankie  
BA (Hons) in Design (Environment & Interior)

Joe Chow BA (Hons) in Design (Advertising), the awardee of Freeman Lau Outstanding Graduate Award, presented his work to Samuel Yau, Tommy Li and Paul Ng (from left to right).
Judges Awards

Prize    SDAA life membership
(Value: HK$1,000)

Awardee YIP Hiu Ying, Yvonne
BA (Hons) in Design (Advertising)

MA Ka Yan, Jessie
BA (Hons) in Design (Visual Communication)

CHAN Wai Sang, Vincent
BA (Hons) in Design (Industrial & Product)

Students who presented their work did show their different strengths, potential and directions in their future goal. We do believe some of them would be a contender in our industry one day. Nevertheless, what impressed us most is a student who told us that it is education, not any other current hot topics when answering the question — “What do you consider the most critical issue in Hong Kong.”
理大設計年展二〇一〇
Show中有蘇
文：Paul Ng

今屆理大設計年展二〇一〇以“Food for Thought“為題，於六月三日至十七日假座創意中心展出。
既以食為題，今次請來「入厨多過做設計」的蘇絲黃作開幕的主禮嘉賓，大家經常看到阿蘇在電視中教人煮食，面對一大羣設計師，難道教我們設計美食不成？做慣主持的阿蘇，三言兩語便令到現場的氣氛極為高漲。她以慣常的攪笑、市井、粗粗地的方式給畢業生們再上一課。

她說：「我有兩個戒條一定要你哋塞咗入你哋嘅袋喺嘅。如果你哋嘅到做到咁樣嘅，你啲嘅嘅成功到不得了。」

阿蘇的兩大原則其實就是希望學生們Humble和勤力，要努力學識Learn and Unlearn，不停學習與改進。

「出嚟做嘅，千祈不要駁咀駁舌⋯⋯因為啲朋友始終係出糧俾你嘅人！」

阿蘇還講品牌之道，叫大家特別留意她的“So far so goods”後面有個 “s”，以備終有一日有自已的產品，現在先來部署一番。

「出嚟做嘅，千祈不要駁咀駁舌⋯⋯因為啲朋友始終係出糧俾你嘅人！」
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Business完畢後，便是頒發多項獎學金的時間。其中亦包括SDAA Scholarship的三個獎項，由於有關獎項的贊助人都未能出席，故由兩位正副會長及我代為頒發。

頒獎完畢後便由Lorraine Justice與阿蘇舉行切燒豬儀式，登時掌聲雷動，已經過了下午茶的時候，這一刻，想像出來的Food for Thoughts總要變成可以入口的Food for Stomach才令人有充實與幸福感。
正當大家蠢蠢欲動食指之際，主持請各位嘉賓上台來個大合照，當眾嘉賓站定以後，一羣小朋友徐徐上台送上超大牛油一件給各人做紀念品，捧著它，只有令人想快快吃到在傍邊供候的大塊燒肉！

終於到了Food for the Stomach的時刻了，正好與忙中有閒的Lorraine拍照留念。由左至右：Ah Sin、Samuel Yau、Lorraine Justice與Paul Ng
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揭幕儀完畢後，我趁着空檔觀摩一番，發覺來自不同學科的畢業生們各自挖進心思，多樣的設計佳餚把整個展場填得滿滿，展品雖然不能果腹，卻令人大飽眼福，非有特大脾胃，不足以消化這麼富盛的設計料理。只得走馬看花，匆匆繞場一週後，便跟着兩位新任會長到在會場樓上Ah Sin的辦公室開會，商討如何安排SDAA來年的活動，兩位新任會長都充滿幹勁，請大家拭目以待，來年必有更多活動和大家分享。
SDAA成都展

圖文: Ah Sin

 於七月三日，Samuel 與我代表SDAA出席了在成都舉行，由成都市人民政府及香港家私協會聯合主辦的2010香港「國際」家具節。我們以支持單位的身分，主持了開幕儀式，參加了香港成都名室內設計師展（展出作品的校友還有Freeman和Vincent），並參與了「2010香港成都設計師之夏」論壇。

 一別成都三十年……我第一次到成都，是於1980年與理工設計系的同學（九男女）：包括Ah Fung (Ho-Yin)、Sherman、Ivy、Ringo、Yu Sir……等等，是否還有Ah Bird及其他同學，請指正……我們一起登峨嵋；探大佛……還有超大盤的成都美食，填滿了當時渴望着「為十億人民服務」的身心。

 Ah Sin代表SDAA主持了開幕儀式
艱苦（開放）的三十年過去了，相信很多校友都會有在祖國發展設計服務的不快樂經驗。大家要明白，搞好設計，要有大市場，要有懂得享受設計與消費的用家，還有最重要的是一個文明國家。從前的祖國，進步得慢，肯定沒有這些。但到了現在，上述的元素，已漸趨成熟……就看你是否還有那一個紅火的心！
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- 與設計學院院長Lorraine Justice女士午膳／再訪Lorraine Justice
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SDAA NEWS 2010 / 07

SDAA將會繼續努力協助會員發展不同的市場和關係，希望大家積極互動參與！
SDAA NEWS
2010 / 07

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SDAA Reunion Party
Text and Photo: Paul Ng

To enhance the interaction between alumni of different generations, Creamy Shieung, our youngest executive member, had organised a SDAA Reunion Party on 23 July at 50s Restaurant in Lan Kwai Fong. Surrounded by walls of photos from Elvis to MJ while soaping in the music of Doors and Rolling Stones, we enjoyed our meals and had bottom up two bottles of red wine treated by Samuel. Around the tables, we did share a wonderful night!
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SD Exhibition

SDDA is planning for a series of exhibitions that would invite alumni from different decades to participate. Besides enhancing the interactions between alumni of different ages, this event also providing an opportunities for them to gain exposure as well as promoting quality design. The program is currently taking care by a sub-committee of SDAA and the details will be announced once it is ready.

New Members

More outstanding young designers have joined us lately thought the SDAA scholarship program. We would like to express our warmest welcome to these young blood and hope that both the new members and SDAA can support each other in future.

CHOW Cho Yeung, Joe
BA (Hons) in Design, Advertising

CHENG Ki Ki
BA (Hons) in Design, Visual Communication

WONG Shun Yin, Frankie
BA (Hons) in Design, Environment & Interior

YIP Hiu Ying, Yvonne
BA (Hons) in Design, Advertising

MA Ka Yan, Jessie
BA (Hons) in Design, Visual Communication

CHAN Wai Sang, Vincent
BA (Hons) in Design, Industrial & Product
Dear members,

According to the following reasons, SDAA is planning to run some design courses in the near future:

1 To assist the PolyU to promote our school of design, we are the best!
   協助理大設計，宣傳設計正中！

2 To disseminate the real design professional to the society.
   把真正專業的設計帶到社會之不同層面裡。

3 To develop a more stable source of income for the Alumni Association
   為校友會開源。

4 To provide a more suitable room for the alumni who are professional educators.
   為搞教育的校友多添一個真正的教授點。

In stage one, the 4th quarter of this year (2010), we are planning to launch the following courses:

- Diploma of Attainment in Design Study for Contemporary Teacher
  當代教師設計學修業文憑

- Certificate/Diploma of Attainment in Contemporary Furniture Design
  當代傢俱設計學修業證書 / 文憑

And, courses proposed to be promoted in early next year (2011) are:

- Diploma of Attainment in Chinese Consumer Product Design
  大中華消費產品設計修業文憑
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Diploma of Attainment in Spatial and Furniture Design
空間及傢俱設計修業文憑

We have already invited the following organizations to be our co-organiser or supporting organiser:

- School of Design, The Hong Kong Polytechnic University
  香港理工大學設計學院
- Institute of Enterprise, The Hong Kong Polytechnic University
  香港理工大學企業發展院
- Mode of Design Alliance, Hong Kong
  香港設計文化協會
- The Chinese Manufacturers' Association of Hong Kong
  香港中華廠商聯合會
- Hong Kong Furniture Trade Association
  香港家俬業協會

We are looking forward to hear the comments from all of you. Please contact any committee member or me if you have interest in any part of the program or just wanted to share your ideas.

Cheers,

TK Sin
Chairman of Sub-committee of SDAA (Educational Programs)
Vice chairman of SDAA
9661 4466