The Happiest Bits Exhibition

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Project Description

The project brief from MINI Hong Kong was to create a WOW effect in PR news. The students were asked to create a three-dimensional object that would allow the public to experience MINI in a new way.

What do clients value most? Ideas! Thirteen proposals were presented to MINI at the interim presentation, six weeks after the students received the client brief. Research into the brand and competition, meeting with MINI’s owners and fans, drawing insights from the findings and turning the research into design directions were all completed within the six-week period. Choices were made and non-workable ideas eliminated during the process. Five ideas were chosen for the next round: “Through the eyes of MINI,” “World of MINI,” “The Happiest Bits exhibition,” “Discover the hidden world” and “Powered by fun.”

The students then focused on idea execution by researching exhibition locations and coming up with technical specifications and budget plans for each of the five ideas. As each of the ideas was executed extremely professionally, MINI was faced with the difficult decision of choosing which idea should be carried out first.

The students’ ideas were realised from 14 to 20 April at Festival Walk. The exhibition brought back the “Happiest Bits” of childhood memories.

Photos from the exhibition

Renderings and sketches from the final presentation to the client