Work-Integrated Education (WIE)
BA(Hons) in Design
Co-operative Workshop (9 weeks, Semester 1, Year 3)

Mobility and Connectivity in 2020

Collaborator
Energizing Kowloon East Office
Project Tutor
Alvin YIP

Project Description

Design Brief
Students were asked to conceptualise mobility and connectivity in 2020 to energise the Kowloon East Development area and its possible model, structure, strategies, systems and scenarios.

Following observations and interviews, students proposed a campaign incorporating various aspects that they found interesting about the Kwun Tong Bypass/Hoi Bun Road area.

Design Outcome
The research students conducted revealed that inhabitants:
- Use the area’s numerous small walkways and the back alleys between factory buildings to navigate the neighbourhood more efficiently
- Use special landmarks that few people outside the area know
- Are more receptive to taking flyers when waiting in a bus queue

The final proposal resulted in a campaign entitled Back Alley Club, which brings all of these elements together. By injecting purpose into the area’s back alleys, thereby making them landmarks in their own right, the committee will be able to advertise the events held there by handing out wristbands that will lead potential audience members to the events. Encouraging the use of these back alleys will also reduce pedestrian congestion on the area’s main walkways.

The first-person perspective video and straightforward website show how to utilise back alley space for public and personal use. The website can also be used to advertise upcoming events and participating organisations.

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