Project Description
The Swire Hotels Group is another recurring co-operative client of the BAI(Hons) in Digital Media Programme. This project involved designing an eye-catching display for a vertical flat screen positioned next to the lift in the lobby of East Hotel. The project team took the opportunity to introduce Hong Kong to visitors. The music in the video they created is only a temporary track. The hotel will eventually supply its own music as part of its ambient sound design for the space.