

Hang Seng Bank Chinese Youth Film Contest

恒生銀行華人青年短片創作大賽



Expressing values through film

Visual media has become increasingly popular with the Internet. Not only is creating easier, but so too is sharing one's creative talents with other people.

With the sponsorship of Hang Seng Bank, the HKFYG launched the first Chinese Youth Film Contest, inviting Chinese youth from around the world to share their visual depictions on love and the perseverance in spite of frustration. With a newly established repository called the Values Video Library, this project enables schools and other youth related organisations to have access to positive values through these films.

Along with a three day-two night youth film camp, the premiere of "Fly Again Into the Sky" featuring the life story of Paralympic swimmer Yeung Siu-fong and a prize presentation ceremony, more than 1,000 young people from Mainland China, Taiwan, Macau, Singapore and Hong Kong were involved.

Website: values.u21.hk



以影像宣揚正向人生

視覺媒體隨著互聯網日益普及。不僅製作過程變得簡便，與其他人分享自己的創意潛能也同樣容易。

青協於2011年首次舉辦由恒生銀行冠名贊助的華人青年短片創作大賽，以「身邊的一點愛」及「挫折之後」為主題，廣邀全球華人青年參與。與此同時，創建首個網上價值教育短片平台，期望透過青年親自製作的短片，引發觀眾思考人生價值，供學校及非牟利機構作教育之用。

比賽活動還包括為期三日兩夜的青年短片創作營，翁偉微導演《再飛的天空》首映暨比賽啟動禮，以及邀請中、港、台、澳門、新加坡等地的參加者出席頒獎禮暨價值教育短片庫成立，參與總人數接近1,000人。

網址：values.u21.hk



"Hang Seng Bank has been dedicated to the development of young people, encouraging them to build positive values. Made with passion, heart and a lot of creativity, these young people have made videos with courage to express their ideas. We hope they enjoy the process, gain a new understanding of themselves as they reflect on life, and move people with their works."

Mr. Nixon Chan, Head of Retail Banking and Wealth Management, Hang Seng Bank

「恒生銀行一直積極推動青少年發展，鼓勵他們建立正確價值觀。在今次的比賽中，我們看到不少用心之作，反映出年青人的創意思維與敢於表達的特質。希望他們享受創作過程之餘，更以不同角度去重新認識自己，反思人生，用作品去感動身邊的人。」

恒生銀行零售銀行及財富管理業務主管
陳力生先生

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“Film-VIVA” 2011 Young Filmmaker Scheme

「青·熱·戲」2011錄像培訓計劃

Neighbourhood though the eyes of youth

How much do you know about your neighbourhood? With things always changing, some 50 young people recorded their community for posterity, with moving images and sounds.

“Film-VIVA” is a scheme which provides all-round training for youth who are interested in film making. Focusing on the technicalities of the process, young participants

learn about personal development and team building, as well as modern culture.

Eight video-making teams visited different districts in order to record the unique aspects of each locality. In addition to capturing the changes, the short films also made linkages between people and the communities in which they lived, expressed in thoughts and reflections.

Awards were given for outstanding artwork and the winners' shorts were screened at the Awards Presentation Ceremony and via online platforms.



青年鏡頭下的鄰舍光影情

你對你的社區有多了解？在這個瞬息萬變的城市，50多個青年人決定透過聲光，把他們的社區故事娓娓道來，留傳後世。

「青·熱·戲」旨在為熱愛電影製作的青少年，提供全面的創意媒體藝術培訓，同時透過工作坊、歷奇體驗、實地探訪和其他活動安排，帶領青年認識自我、建立團隊精神，並加強對社會時事和文化的關注。

八支青年拍攝隊伍走進不同社區拍攝，尋找鄰舍特色及文化。他們不僅運用鏡頭拍下社會變遷中的點滴，更在當中表達對鄰舍內人和事的情感，展現青年對鄰舍的關懷、思考及啟發，散發正能量。

精彩的作品除在頒獎典禮中獲得嘉許，也於當日和其他網上平台播放。



“While making the videos, we visited to a number of places and learnt how to look at them with a new perspective. The evolution of Hong Kong has really resulted in opportunities and challenges to traditional cultures.”

Yu Chun-lok, F.3 Student, Chong Gene Hang College

「拍攝過程中，我們走訪了不同地方，以另一角度重新認識社區，了解社會進步帶來的改變，對傳統文化的衝擊。」

張振興 佺儷書院中三學生 余俊樂



- Co-organiser Hong Kong Design Institute
- Project Sponsor Lee Hysan Foundation
- 合辦機構 香港知專設計學院
- 贊助機構 利希慎基金

HKFYG Jockey Club Media 21

香港青年協會賽馬會Media 21媒體空間



Connecting with youth in the digital world

After school, Chris first logged on to a social networking app to check out the updates of his friends. Then he watched an online video and wrote a commentary on his blog. After that, he did his homework, using resources found on the Internet, before sending his work to his professor via email. Finally, before dinner, he finished creating an online album to display his latest holiday photographs.

The Internet and new media have become an integral part of youth life in Hong Kong. Understanding that connecting with young people through these new channels is far more effective and influential than using traditional channels, the HKFYG envisions a digital, multimedia, interactive community platform in **Media 21 (M21)** that would equip young people with up-to-date technologies and related ethics so they can be a responsible master of new media.

M21 will serve as a community based and comprehensive new media hub for youth with three interconnected and mutually facilitating core functions: creativity, education, and service. It will offer media training programmes and facilitate creative productions; offer media literacy training for the community, and to support it for issues associated with Internet use and digital media. M21 will also serve as the nerve centre to connect, support and facilitate the HKFYG's service network in 18 districts.



M21 will be established with the Hong Kong Jockey Club Charities Trust at the vacant Shek Pai Wan Carpark to also include an Interactive Media Counselling Centre (IMCC) with support from the Lotteries Fund. Main facilities will comprise an auditorium, a multi-function theatre, an inter-school broadcasting room, video and audio recording rooms and a media lab.

M21 would be a collaborative effort between youth, youth workers, the media industry as well as the community contributing to the new milestone for youth work.



在數碼世界連繫新一代

一放學，阿文立即登錄社交網絡，看看朋友的近況更新。接著，他看了一齣線上影片，還在博客上發表評論。之後，他參考電子資源完成作業，以電郵發送給教授。晚飯前，他製作了一本網上相片冊，分享上個周末的旅遊照片……

現今香港青少年視互聯網和新媒體為生活不可或缺的一部分，以新媒體聯繫他們比用傳統媒介更有效。因此，青協與時並進，成立集數碼、多媒體和互動元素於一身的「**Media 21媒體空間**」(M21)，旨在讓青少年在學習新科技的同時，也能做個負責任的數碼新主人。



M21是一個社區綜合多媒體中心，三大服務範疇互相協作，分別是：教育、創意、服務。除舉辦多媒體課程，協助青少年發揮創意，也會推行活動增進老師、家長及學生的資訊素養，協助社區建立健康的網上文化，並會以多媒體科技支援青協的18區服務。

M21獲香港賽馬會慈善信託基金支持興建，選址香港仔石排灣邨，由空置停車場改建；當中並包括由獎券基金撥款支持的媒體輔導中心。設施包括電影院、多用途演講廳、聯校廣播室、錄影室、錄音室、電腦室等。

M21由青少年、社工、伙伴、數碼媒體合作發展，將是新媒體青年服務的里程碑。

"I look forward to the set up of M21 very much! I am glad that by participating in media work, I have got in touch with a much bigger world behind the lens. With a spacious venue, professional facilities and equipment, as well as comprehensive information, M21 will definitely help materialise the creativity and passion of young people which will never cease."

Maggie Yip, Volunteer Host of u21 Website

「非常期待M21的成立！參與傳媒活動讓我在鏡頭內看到世界之大。M21的地方更廣、設備更專業、資訊更全面，進一步實現青年人的創新想法和熱誠。」

u21網站義工主持 葉菁

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