



Fostering change from campus to society

推動社會改變 由校園起步



Watch the video
觀看影片

PolyU launches social innovation festival to make a positive social difference.

理大首辦社會創新節，推動社會正向改變。

PolyU's contributions to civil society were on show from 27 September to 6 October 2013 when the Jockey Club Design Institute for Social Innovation (JCDISI) staged its inaugural 10 Day Fest with the theme of "making a change in 10 days". Staged in and around the recently opened Jockey Club Innovation Tower, the festival featured exhibitions, performances, installations, lectures, seminars and workshops, highlighting the University's commitment to innovation with social impact. Visitors over the ten days met and participated in activities led by local and international designers, artist and researchers.

座落理大的賽馬會社會創新設計院於二零一三年九月二十七日至十月六日期間，舉辦了以「年中十日，參與改變」為主題的首屆「十日」社會創新節，多項精采活動分別在新落成的賽馬會創新樓及理大校園舉行，內容包羅萬有，由本地及國際設計師、藝術家及研究人員籌辦的展覽、表演、藝術裝置到演講、研討會及工作坊等，讓參觀人士目不暇給，貫徹理大致力推動社會創新的使命。

Made possible through funding from The Hong Kong Jockey Club Charities Trust, the event launched with a lively opening ceremony on campus, with the traditional red brick of PolyU framing the sleek, futuristic Jockey Club Innovation Tower in the background. Speaking at the ceremony were Ms Marjorie Yang Mun-tak, Council Chairman of PolyU, Mr T. Brian Stevenson, Chairman of The Hong Kong Jockey Club, Prof. Timothy W. Tong, President of PolyU, and Mr Alvin Yip, Director of the JCDISI. The audience included, among others, Consulate Generals, government officials, district councillors and representatives from fields such as design, architecture, engineering, business, arts and culture, social welfare and the green movement.

Ms Yang captured the essence of the ceremony with a light-hearted but penetrating consideration of what social innovation means to PolyU. "What place", she asked, "does social innovation have at a science and technology university?" She pointed out that this might well have been what any engineers in the audience were thinking, but drew the answer directly from a central tenet of PolyU's mission. "We firmly believe that technology is only of value if it can make a social difference", she said.

As Prof. Cees de Bont, Dean of the School of Design and Chairman of JCDISI Management Committee, commented before the ceremony, design no longer takes a business-led industrial approach, but is now "embracing a social purpose in addition to serving the economy".

Speaking at the ceremony on behalf of The Hong Kong Jockey Club, Mr Stevenson described the festival as "a signature event to demonstrate what can be achieved when all sectors of the community pull together". He also expressed confidence that the festival would inspire participants to devise innovative ideas for the benefit of all. As JCDISI Director Mr Yip put it, social innovation involves "collaborative acts that create the future".

Prof. Tong prefaced his comments about the festival with an explanation of the recently released movie *The Way We Dance*, which follows a group of young dancers as they overcome difficulties and pursue their dreams. The story, said Prof. Tong, was "inspired by the passion of a group of PolyU students" and featured the line "How far are you willing to go for dance?" He asked, in a similar manner, "How far are we willing to go for our dreams, for something we really want to pursue and achieve?" Answering on behalf of PolyU, he said that "we are just like those dancers, going far to live up to our motto 'To learn and to apply, for the benefit of mankind'. It is our mission, our pursuit, our dream – we innovate for social good".

承蒙香港賽馬會慈善信託基金資助，「十日」社會創新節別開生面的開幕典禮，在揉合充滿時代感和未來風格的賽馬會創新樓前舉行，並襯托於理大的傳統紅磚牆背景中。理大校董會主席楊敏德女士、香港賽馬會主席施文信先生、理大校長唐偉章教授及賽馬會社會創新設計院總監葉長安先生分別致辭，出席嘉賓冠蓋雲集，包括外國領事、政府官員、區議員，以及來自設計、建築、工程、商界、文化藝術、社福及環保界別等代表。

楊敏德女士在開幕典禮上致辭時，提到社會創新對理大的意義，她說：「社會創新在一所專注科學及科技的大學所佔的位置是什麼？」她指這可能正是在座工程師一直所想的問題，而她相信答案早已植根於理大使命中。「我們深信科技的價值，在於回應社會需求，帶動正面改變。」

理大設計學院院長兼賽馬會社會創新設計院管理委員會主席方啟思教授，在開幕典禮前表示，設計的角色已由商業主導的工業設計發展至「以社會創新為目的」。

香港賽馬會主席施文信先生在典禮上致辭時，形容首屆「十日」社會創新節為「展現社會各階層群策群力的重要活動」。他深信創新節將可啟發參加者的創意思維，提出有助未來發展的新構思。對賽馬會社會創新設計院總監葉長安先生而言，社會創新是「能建設未來的協作行動」。

理大校長唐偉章教授在致辭開首時，提及近期以一群排除萬難追逐夢想的年青舞者為題的電影《狂舞派》，指出該電影「被一群理大學生的熱情啟發」。唐教授更借用電影的宣傳語句，指出「為了夢想，我們可以去到幾盡？」，他表示「理大同仁就像電影中的舞者，身體力行實踐『開物成務 勵學利民』的理大校訓，這正是我們的使命、追求和夢想 – 為造福社會而力求創新。」

(Photo on left) Opening ceremony of the Social Innovation Festival
(左頁圖片) 社會創新節開幕典禮

(Photo below) Jockey Club Innovation Tower
(下圖) 賽馬會創新樓





Events spanning the social spectrum

As part of the opening ceremony, 17 young local designers staged the exuberant "Ageless Catwalk" fashion show, redefining fashion for the 'silver age'. Twenty-eight models aged up to a spritely 89 presented original outfits on stage. The show aimed to convey an exciting and confident image of the silver age through thoughtful designs.

Also featuring on the festival's first day were installations that symbolized openness and a sense of welcome for visitors. The Dutch visual artist Antoon Versteegde worked with PolyU students to create "The Wheel", a circular bamboo structure that rose over seven metres on campus to symbolize inclusive public participation and celebration. Award winning architect William Lim cooperated with local students to create "Towers". Hundreds of bamboo ladders were tied together using the hand-knotting technique traditionally employed in Hong Kong to form row upon row of welcoming gates.

Once in the Innovation Tower, visitors had the opportunity to learn about some of the recent socially oriented research undertaken at PolyU. One particularly important project in the spotlight was "Hawker Reload". Following the fires at the outdoor hawker stall area in Fa Yuen Street in December 2010 and November 2011, PolyU formed a multidisciplinary team to study Hawker stall arrangements and design. The exhibition featured prototypes of improved hawker stalls, outlining the research process involved.

Time for reflection and action

The focus of the event spread internationally, with the "Happy Summit" asking "How have you changed the city?" Featured speakers Mr Soichiro Takashima, Mayor of Fukuoka in Japan, Mr Jason Chih-chiang Hu, Mayor of Taichung in Taiwan, and others, discussed the steps they have taken to enliven cities and what they will focus on in the future.

Culminating for the public in an open house on 5 October, the festival offered visitors an invaluable opportunity to learn about what the PolyU community is working on that will touch their lives. As PolyU President Prof. Timothy W. Tong remarked during the opening ceremony, JCDISI is encouraging people from all walks of life to "come together to look for solutions to problems, drive positive changes, and bring positive energy to Hong Kong, our nation and our world". The first 10 Day Fest was just a taste of things to come for a better future.

多元活動 各適其適

別具特色的「新耆士時裝秀」是開幕典禮其中一項環節，由包括年屆八十九歲高齡長者的二十八位銀髮模特兒，演繹十七組本地年輕設計師為「銀齡」一族設計的作品，重塑銀齡時裝的新定義。

荷蘭視覺藝術家 Antoon Versteegde 與理大學生合力創作的「摩天輪」，同樣在開幕日首天開始展出。這個高逾七米的竹紮圓型裝置，酷像園遊會摩天輪般的外觀帶有大眾參與和喜慶的氣氛，亦像歡迎參觀者參與盛會。另一方面，得獎建築師林偉而亦與本地學生共同創作名為「梯陣」的藝術裝置，活用香港的傳統竹棚搭建技巧，以繩結技術把數百架竹梯子捆在一起，儼如一排連綿不絕的大門串連成狹長入口迎接來賓。

賽馬會創新樓內亦有展出部份理大近期針對社會問題的研究，「排檔創新：花園街排檔改善計劃」是其中一項重要項目。針對花園街露天排檔分別在二零一零年十二月及二零一一年十一月發生大火，理大遂成立了一支跨學科團隊研究排檔的安排及設計，是次展覽展出了經團隊改良的排檔模型及研究過程的紀錄。



一起反思 付諸行動

創新節的活動亦與國際緊密連繫。其中，「十日・高峰會」討論「你是如何改變都市？」，多位國際講者包括日本福岡市市長高島宗一郎及台灣台中市市長胡志強，分享了他們改變都市的真實個案及對未來的憧憬和計劃。

十月五日舉行的「十日・精華遊」理大開放日，大學藉著展示其創新工作，讓公眾了解如何參與並從中有所得著。正如校長唐偉章教授在開幕典禮致辭時所言，賽馬會社會創新設計院旨在鼓勵社會各階層「集結力量為香港、國家以至世界尋求解決問題的方案，帶來正面的改變和力量。」首屆「十日」社會創新節正是推動未來發展的開端。◆