

ITC Design Seminar

Seminar Topic: Belt & Road lead the way to rising culture - What does China's national costume look like in your mind

Date: April 13

Time: 2:00 pm – 3:30 pm

Language: Mandarin

Location: QR512, Hong Kong Polytechnic University

Guest Speakers:

Ms. Gong Fang founded the Hong Kong National Clothes Cultural Exchange Promotion Association in 2015. Her national costume show teams have been to Australia, South Korea, Canada and Japan to give the show and received praises from local media and audiences. She is currently the president of the Hong Kong National Clothes Cultural Exchange Promotion Association and dean of the China National Costume Research Institute, the vice president of the Hong Kong China Chamber of Commerce.

Ms. Zhang Xiaoqing established Wenwuhui Education Center. Ms. Zhang developed the Chinese Costume Cultural Association together with young talents in HK in 2016, hoping to connect traditional costume culture with modern life, to create a harmonious and diverse national culture, to achieve a boarder stage for Chinese costumes. The Chinese Costume Cultural Association has held several events during traditional Chinese festivals like Mid-autumn, Lantern Festival and Dragon Boat Festival, ranging from parties, lectures and social service. The Association encourages members to serve the community with their own resources and capabilities, and engage in public welfare activities.

Content Abstract:

National clothing represents a country's typical clothing and culture. Japan's national clothing is kimono, Korea's national dress is Hanbok, Vietnam has Ao Dai, while Saree represents India. They all display the charm of a country with their strong national style and striking national characteristics. In today's China, we are dressed in western-style suits and are being fully westernized and have not yet confirmed our national dress.

The Hong Kong National Clothes Cultural Exchange Promotion Association plans to hold the First International National Costume Festival at the end of 2018, including the 1st National Costume Design Contest. We will also invite experts who are widely recognized and have authority in professional fields to share their experience and ideas on national costume. Winners will be rewarded with prize and certificates. The purpose of this event is precisely to inherit and innovate the traditional Chinese costumes to promote the standardization of Chinese clothing.

主題：「一帶一路·文化飛揚」——在您的心目中，中國的國服是什麼樣子

日期：4月13日下午2:00-3:30

語言：普通話

地點：香港理工大學 QR512

主講者：

鞏芳女士，2015年創辦香港國服文化交流促進會，其國服秀團隊曾經在澳洲、韓國、加拿大、日本等多個國家進行展演，得到當地各大媒體好評。現任香港國服文化交流促進會會長，中國國服文化研究院院長，香港華商會副會長。



張曉慶女士，香港文舞滙教育機構創辦人，於2016年創建了中華服飾文化協會，冀以中華傳統文化豐富現代生活，和諧多元民族文化，為傳承中華傳統服飾文化創造廣闊的舞台。中華服飾文化協會曾舉辦「全港青年菁英迎中秋旗袍街拍及派對」、「元宵喜樂會「願·圓」、「陽光天使義工」活動「粽有您關懷」等，讓高尚的旗袍文化走進普通人的生活中，更將公益的精神與中華服飾相結合。

內容摘要：

國服是代表一個國家的典型服飾及文化意義。日本的國服是和服，韓國的國服是韓服，越南有奧黛，印度有紗麗等服裝。他們都以其濃郁的民族風或醒目的國家特點展示了一個國家的魅力。而當今的中國，我們身著洋裝西服，正在被全面西化，至今還沒有確認自己的國服。香港國服文化交流促進會擬定於2018年年尾舉辦「首屆國際國服文化藝術節」，其中包括首屆國服設計大賽，邀請社會廣泛認同並在專業領域具有權威的專家和學者進行研究和評審，給予參賽者頒發證書和獎金。此次活動的目的正是為了傳承和創新中華傳統服飾文化，推動中國國服的標準化。