

FOR IMMEDIATE RELEASE

19/6/2014

This happened...

Date: MONDAY, July 7

Opening Reception: 7:00pm

Time: 7:30pm - 9:00pm

Venue: K11 18 Hanoi Road, Tsim Sha Tsui, Kowloon, Hong Kong

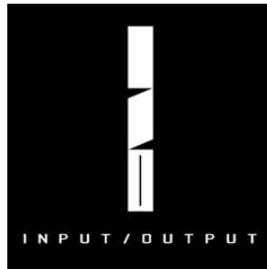
Free admission to public

RSVP: thishappened2014@gmail.com

Since 2009 until now, *This Happened HK* has been organized for 3 times and provided a platform to promote interaction design. To the fourth time, Input/Output (I/O) in collaboration with K11 again to present *This Happened HK*. 3 talented artists and interactive designers from Hong Kong and Japan are invited as guest speakers to share their creative ideas and working progress to the public in order to bring incredible insights to the public through their spectacular presentations.

Alan Kwan, Hong Kong new media artist, who works at the intersection of cinema and new media. His works blend film, video game and emerging technologies such as life-logging devices and brainwave sensors. **Visionaries 777 Ltd.** is a multidisciplinary studio co-founded by Frantz Lasorne and Nicolas Guyon. They consistently created and designed pioneering interactive experiences using Augmented Reality, Mobile Applications, Interactive Installations, Interactive Lighting and Audio Reactive Visuals. **Yuki Tazaki**, creative director of **WOW inc.**, he and his creative team operate across boundaries between the latest media technologies and design.

The fourth *This Happened HK* drives the force from creative talents, and for sure will bring incredible insights to the public through these spectacular presentations. It is open to public and free entrance. For media enquiries, please contact Ms. Zita Szeto at +852 3105 1127 or by email kaki@inputoutput.tv



About *This Happened HK*

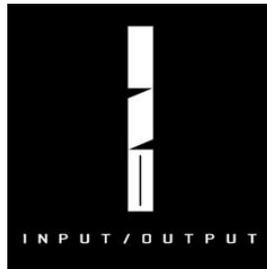
This Happened was founded in 2007 by Chris O'Shea, Joel Gethin Lewis and Andreas Müller aiming to bring insight to audience for better innovative work in the future. And in 2009 LED artist **Teddy Lo**, founder of LENOVIATION **Andrew Pang**, multi-discipline media artist and co-founder of Videotage **Ellen Pau** and new media artist/interactive web designer and director of pill & pillow **Henry Chu** brought *This Happened* to HK.

This Happened is a multi-functional event: it is educational as it raised public concern to interactive design and the creator's effort is acknowledged; it is informational when students interested in pursuing this career will know all the inside stories of the industry; it is also communicational, as artists and designers are able to develop connections with audience and other professionals through *This happened*.

About the Speakers:

Alan Kwan is an independent film director and an artist who works at the intersection of cinema and new media. His recent projects, which blend film, video game and emerging technologies such as life-logging devices and brainwave sensors, have been shown at exhibitions around the world, including the Ars Electronica Festival in Austria, ZKM Centre for Art and Media in Germany. Recently, he received the Hong Kong Arts Development Council Award for Young Artist (Media Art) and the Asian Cultural Council Fellowship.

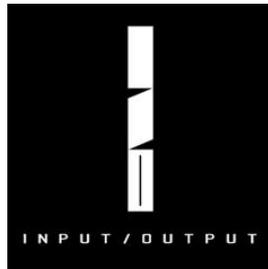
Visionaries 777 Ltd is founded in 2010 and based in Hong Kong, Visionaries 777 is a multidisciplinary studio established by two creative minds, Frantz Lasorne and Nicolas Guyon. The group has a vision to enhance the design of innovative interactive experiences based on emerging technologies that enhance the perception of the physical world through Augmented Reality; Involve a specific part or the entire human body through natural user Interfaces; react with physical space through Interactive installations. Moving forward, they will maintain a philosophy and desire to continually explore and push the boundaries of these technologies ongoing research, experimentation, and prototyping.



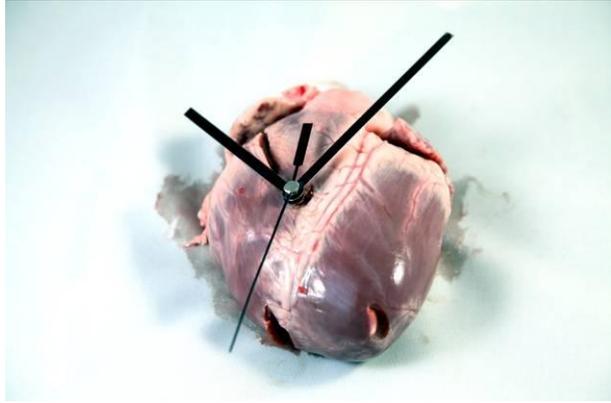
Yuki Tazaki used to be a member of "Surface to Air" as Art Director and full in charge of New Zealand vodka brand "42Below" global branding promotion "ONEDREAMRUSH". Yuki joined WOW inc. as the creative director, working for Nike Japan, Sony and WOW's original project "aikuchi". aikuchi project is an international collaboration project for making "KATANA" in order to pioneer new perspective of Japanese super craftsmanship. He also committed in art field such as "ARTSAT: Art and Satellite Project" which utilizes a satellite orbiting the earth as a "medium that connects everyday life to the universe". Now they are participated in exhibition at Museum of Contemporary Art in Tokyo.

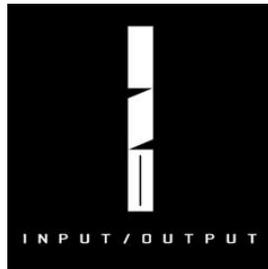
About Input/Output

Established in 2009, Input/Output (I/O) has brought forth cutting edge technology to Hong Kong in the form of media arts. I/O is a media art consultancy and gallery that provides project management services including curatorial, artist management, production and organizing exhibitions and performance. Our new space IOW will act as a showroom to feature various forms of media arts to art lovers and collectors alike.

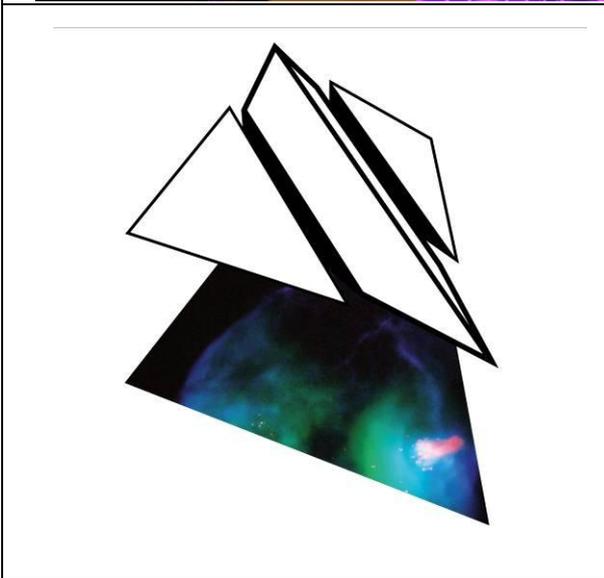


Photos Documentation:

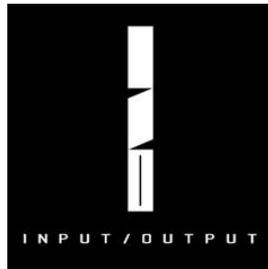
 A photograph of a man with dark hair, wearing a white shirt, looking to the left. He is wearing a head-mounted display (HMD) with a colorful, pixelated pattern on the front. The background shows a blurred outdoor setting with buildings and trees.	<p>Alan Kwan</p>
 A photograph of a person lying in a hospital bed, covered with a white blanket. The person is wearing a dark cap and has several medical tubes and wires connected to their chest and head. The room is dimly lit with a strong orange-red glow.	<p>Wake, 2014</p>
 A photograph of a human heart, shown in a realistic, anatomical style, with three black clock hands. The heart is set against a light blue, smoky or misty background.	<p>Beating Clock, 2011</p>



Visionaries 777 Ltd.
Frantz Lasorne and Nicolas Guyon



Visionaries 777 Logo



	<p>Yuki Tazaki</p>
	<p>Nike Tech Pack Box Tokyo, 2013</p>
	<p>Art and Satellite Project</p>

For hi res images, feel free to download at: <https://www.sendspace.com/file/bikbsu>

請在此下載高解析度圖像：<https://www.sendspace.com/file/bikbsu>