

deTour Nxt 2018 Future Creative Generations Fostering a courageous spirit of “Trial and Error” in youngsters

(15 November 2018, Hong Kong) Behind every design is the great spark of creativity. Young minds, in particular, have the potential to go far and wide with their boundless imagination, driven by their curiosity. **deTour**, PMQ’s annual creative festival sponsored by CreateHK, is an occasion for local and international design industry talents to showcase and exchange their creative expressions. This year’s installment, themed “Trial and Error”, will be held from 30 November to 9 December at the PMQ. Building on the festival’s mission, deTour is launching its first edition of “**deTour Nxt**” this year to inspire and nurture the next generation of creative minds.

A mentorship programme and creative workshops are organised for secondary and primary school students between the ages 6 and 18 respectively. Under the guidance of industry experts, secondary school participants get to learn about and apply creative thinking, experiencing the design process from concept to finish. Primary school programme offers an opportunity for students to experience creative education outside of their usual school curriculum, stimulating creativity while building their creative confidence from an early age. In the spirit of this year’s theme, “Trial and Error”, participating students are encouraged to actively confront and learn from their mistakes, a process that is fundamental and inevitable in design. The process and achievements of the mentorship programme and works created by the primary school participants will be exhibited at the PMQ during deTour. In addition, a series of workshops and sharing sessions will be held to share creative inspiration with the public.

Secondary School Programme: Learning from Four Design Professionals

Secondary school participants will take part in a mentorship programme. Professionals from the design industry are invited to be mentors to secondary school students to inspire and stimulate their creative thinking process. The line-up includes Renatus Wu, founder of Edited and Mosses Bookshop, Chan Hei-shing, founder and designer of Hei Shing Book Design, Cesar Jung-Harada, founder of MakerBay, and STICKYLINE, a paper art design team. Under professional guidance, students will work collaboratively on their creative projects. And in response to the students’ creations, these mentors will simultaneously produce their own works, which will be exhibited alongside their students’ masterpieces at deTour.

Cesar Jung-Harada: Design. Invent. Change.

As an inventor, MakerBay founder Cesar Jung-Harada puts the spirit of this year's theme, "Trial and Error" into his daily routine. He is experimenting all the time, and tries to incorporate elements of art, design, engineering and science in his creations. He works his imagination into inventions that have the potential to transform our society and the environment. His TED Talks have been translated in more than 35 languages and viewed over 2 million times.

"The question is more valuable than the answer," this was what Cesar tells students who took part in deTour Nxt. As a mentor of this year's programme, Cesar leads students on a journey of self-discovery while inspiring them to imagine the future. Through asking students to look back on their biggest mistakes in life and to visualise the impossible, Cesar awakens students' creativity. He encourages them to make bold moves with their designs, to embrace the bumpy process of discovery, and make what is considered impossible a reality.

Renatus Wu: Binding books and readers through design

Designer Renatus Wu loves to read. He believes that the visual appearance of a good book is just as important as its content. He hopes to present the contents of the book through a real design. In addition to his role as art director for the bookstore kubrick, he founded Edited, a design studio, Mosses, an independent publishing house and his own bookstore, Book B, taking the helm in all aspects from designing, curating to editing.

In this mentorship program, Renatus encourages students to actively express their feelings about books they've read, before conceptualising their thoughts into designs. He constantly brings in fresh, interesting ideas to class. From unique bookbinding tactics to advanced concepts such as aesthetic ideologies, he broadens students' horizons with his experience and erudition of the industry. Creativity doesn't have to be irrelevant and unpractical. Renatus inspires students to combine creativity and design thinking as a way to communicate with others and interact with our society.

Chan Hei Shing: Design with a human touch

"Practice makes perfect" is the creative philosophy that drives the works of book designer Chan Hei Shing, and a key takeaway he hopes participants of this mentorship program will gain. In 2016, he founded the design studio Hei Shing Book Design and currently teaches publication design and publishing courses at the Hong Kong Polytechnic University. Hei Shing's works have won several international and local design awards.

As part of this mentorship program, Hei Shing led students to design their own books. Before that, Hei Shing took students on a tour around the old districts of the city to explore local aesthetics and integrate them into the theme of the book, making the product more realistic. He believes that graphic designers should value the idea as much as its craftsmanship. He is a firm believer that design and aesthetic skills can be acquired and cultivated through training and practice. He hopes participants of the programme can experience the real design process and better understand what it takes to become a good designer.

STICKYLINE: The infinite possibilities of paper craft

A single piece of paper can be crafted into endless forms in the hands of paper art design team STICKYLINE. With a focus on paper engineering and structure development, STICKYLINE's paper art creations transcends the boundaries between two-dimensional and three-dimensional designs through the alternating process of folding and creasing, deconstructing and reconstructing. STICKYLINE's art has been featured in various forms, including installation art, stage production, window design, lighting design and fashion.

In this mentorship program, STICKYLINE engages with each student based on their own personality traits, allowing them to boldly express ideas, engage in discussions, and build confidence in the creative process. STICKYLINE believes that there is no right or wrong when it comes to creativity, so they encourage students to be as adventurous as they can: to think further, try harder and develop a mode of thinking that is uniquely theirs. This will help set a clear creative vision that stretches a future career far and wide.

Primary School Programme: Observing the minutiae of everyday life

Dynamic creative workshops programmed for primary school students aim to stimulate creativity while building their creative confidence. Participants will be guided by teams of experienced design educators and industry veterans. In these mind-stimulating workshops, students will become artisans to their own creativity by taking part in hands-on activities like building tailor-made chairs with a maker mindset and creating sculptures with metal wire. They will also study a seemingly mundane household object, such as a broomstick, before creating their own custom-made designs. Some of their works will be displayed at deTour creative festival, giving the visitors a chance to adore these children's unlimited creativity.

Workshops and sharing sessions explore the possibilities for design education

In addition to viewing the works by students and their mentors at the festival, visitors can take part in a series of workshops to learn more about creative education and engage in conversations with education experts, parents and designers to explore the possibilities for design education from multiple perspectives.

deTour Nxt 2018 - Event Details

Date: 30 November - 9 December 2018

Time: 11am - 8pm (opening hours on 30 November: 11am - 4pm)

Venue: PMQ, 35 Aberdeen Street, Central

Facebook: <https://www.facebook.com/detournxt/>

Instagram: @deTourNxt

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About deTour Nxt

Behind every design is the great spark of creativity. Young minds, in particular, have the potential to go far and wide with their boundless imagination, driven by their curiosity.

deTour, an annual creative festival held at PMQ, is an occasion for local and international design industry talents to showcase and exchange their creative expressions. Building on the festival's mission, deTour is launching its first edition of "deTour Nxt" this year to inspire and nurture the next generation of creative minds.

A mentorship programme and creative workshops are organised for secondary and primary school students between the ages 6 and 18 respectively. In the spirit of this year's theme, "Trial and Error", participating students are encouraged to actively confront and learn from their mistakes, a process that is fundamental and inevitable in design. The public will be invited to appreciate the showcase of their achievements, and to participate in series of themed creative workshops as well as sharing sessions at deTour creative festival.

About deTour

Every year deTour offers a variety of programmes, featuring innovative designs from young and emerging talents to more advanced creative professionals, to inspire creativity and foster exchange of ideas. As an important partner programme of the Business of Design Week (BoDW) since 2008, deTour is now curated and organised by PMQ, a creative hub located in the heart of Hong Kong.

About PMQ

Located in the heart of Hong Kong's SoHo, PMQ is the landmark of creative industries in Asia's World City. PMQ has been revived into a creative hub since 2014, housing over 100 Hong Kong Designers, showcasing workshops and studios featuring lifestyle, fashion and accessories, architecture, gifts & premium, homeware and a wide range of other designer goods. Today, PMQ has become the creative platform in supporting up and coming creative talent as well as fostering a community of patrons and lovers of creativity, design and heritage. It is also the hottest venue in town for international arts and cultural events from Hong Kong and all around the world.





About Create Hong Kong

Create Hong Kong is a dedicated agency set up under the Commerce and Economic Development Bureau on 1 June 2009 to lead, champion and drive the development of the creative economy in Hong Kong. It co-ordinates Government policy and effort regarding creative industries, focuses Government's resources catering for the promotion and speeding up of the development of creative industries in Hong Kong, and works closely with the trade to boost the development of creative industries.

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Appendix: Photos of deTour Nxt

Please download photos here: <https://goo.gl/o7ExZe>

	<p>[Secondary School Programme]</p> <p>Product design mentor Cesar Jung-Harada poses with his students.</p>
	<p>[Secondary School Programme]</p> <p>Adhering to his “maker” spirit, Cesar Jung-Harada instructs students to use various tools to bring their designs to life.</p>
	<p>[Secondary School Programme]</p> <p>Product design mentor STICKYLINE poses with students.</p>
	<p>[Secondary School Programme]</p> <p>STICKYLINE teaches his students to create three-dimensional structures using paper as a medium, while learning about paper design and production.</p>



[Secondary School Programme]

Communication design mentor Chan Hei Shing with his students.



[Secondary School Programme]

Through learning about the process of book designing, Chan Hei Shing's students are shown what it takes to be a book designer.



[Secondary School Programme]

Communication design mentor Renatus Wu poses with his students.



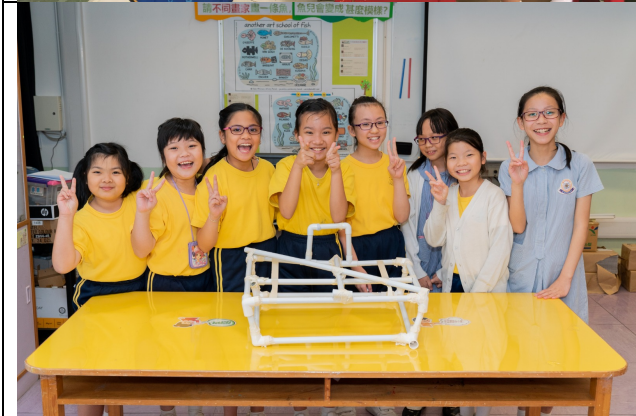
[Secondary School Programme]

Renatus Wu meets with his students every week, and allow them to take part in the complete design experience from concept to finish. Their works will be displayed in the form of a bookstore.



[Primary School Programme]

At this one-of-a-kind design workshop, led by birdintree creative studio, young students are led to make observations on the colours and structure of different types of broomsticks, before painting their own.



[Primary School Programme]

At MakerBay Foundation's "Kids Make Chair" workshop, young participants made creative chairs of varying functions using PVC pipes.



[Primary School Programme]

At Bizzie Bee's "Drawing in Space" workshop, students worked their imagination into three-dimensional wire sculptures.