

第二屆
動畫
支援計劃

Supports Animation
The 2nd Animation



主辦機構
Organizer

主要贊助機構
Leading Sponsor

執行機構
Implementation Agent



Hong Kong Digital
Entertainment Association
香港數碼娛樂協會



CREATEHK

HKPC[®]

Hong Kong Productivity Council
香港生產力促進局

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主辦機構獻辭 Message from Organizer



香港數碼娛樂協會會長

彭子傑先生

Mr. Gabriel Pang

Chairman

Hong Kong Digital Entertainment Association

香港數碼娛樂協會兩年前推出第一屆初創動畫企業支援計畫，有20間初創企業參與。我們很高興第一屆計畫獲得豐碩成果，不少參與計畫的企業在國際和本地動畫比賽中屢獲殊榮，並在業務上有很好的發展。

第二屆的動畫支援計畫升級了。除了10間初創企業外，還支援5間小型的動畫企業，為本地的動畫人才提供培訓、創作指導、作品推廣、製作資源進行動畫創作。從接近60個踴躍的申請中，反映出計畫獲得業界的大力支持。

參與計畫的有不少具有才華的動畫新秀。他們不單擁有高水準的創作技巧，更具備創作動畫的熱情。計畫支持的3條三分鐘和5條五分鐘的原創動畫中，題材豐富，使用的創作技巧也相當廣泛。主題應有盡有，適合不同觀眾的口味。

我希望這次計畫對這批動畫人才在創作上的能力有所提升，對培養本地動畫人才有所裨益。我感謝創意香港辦公室撥款支持這次計畫，持續支援動畫業的發展。我更加感謝參與計畫的義務導師，和評審委員。他們無私地付上不少時間、心力，為計畫審批作品、為學員們提供創作上的寶貴意見。沒有他們的參與，這次計畫不會如此成功。

The Hong Kong Digital Entertainment Association is pleased to have launched the 1st Animation Start-ups Support Program (1st ASSP) two years ago with participation of 20 local animation start-ups. We are pleased that the 1st ASSP brings good results for the industry. After the program, some participating start-ups have won awards in international and local animation awards as well as good business developments.

The 2nd Animation Support Program (2nd ASP) has enhanced in its scope. Besides 10 animation start-ups, the 2nd ASP helps 5 small animation enterprises with support in training, mentorship, promotion, and production resources to create original animation. With nearly 60 applications, it reflects that the project is greatly received by the animation sector.

The program has attracted many new animation talents to join. They are not only highly-skilled, but also possess strong passion in creating animations. From these 10 three-minute and 5 five-minute animations, you will see their excellent works with various techniques and themes, targeting at different audiences.

I believe this project will help enhance the skills of participating animation professionals, and contribute to nurture local talents for our animation sector. I would like to extend my sincere thanks to Create Hong Kong for their funding and their continuous support to animation sector. Besides, I would also like to thank our program mentors and project committee members, without their generous time spent on numerous project-steering and animation-review meetings, and also the professional and caring advices provided to the start-ups, our project would not be possible and successful like that of today.

香港特別行政區政府商務及經濟發展局局長
蘇錦樑先生, GBS, JP 獻辭

Message from Mr. Gregory So Kam-leung, GBS, JP
Secretary for Commerce and Economic Development
The Government of the Hong Kong Special Administrative Region



香港特別行政區政府 商務及經濟發展局局長

蘇錦樑先生, GBS, JP

Mr. Gregory So, GBS, JP

Secretary for Commerce and Economic Development

The Government of the Hong Kong Special Administrative Region

恭賀香港數碼娛樂協會成功舉辦「第二屆動畫支援計劃」。

動畫是科技與創意的結合，而科技與創意正是推動香港經濟持續發展的動力。香港特別行政區政府致力培育有潛質的本地企業，協助他們在科技與創意領域盡展所長。

創意香港致力促進本港動畫業的發展，連續兩屆資助「動畫支援計劃」，以培育初創及中小型動畫企業，支持他們製作原創動畫作品。我很高興看到參與去屆計劃的動畫企業現已取得不錯的成績，部分動畫作品更在國際及本地大賽中獲獎，顯示香港動畫具有龐大的發展潛力。

謹祝「第二屆動畫支援計劃」首映禮圓滿成功，參與計劃的動畫企業業務蒸蒸日上！

Congratulations to the Hong Kong Digital Entertainment Association on successfully organizing the "2nd Animation Support Program"!

Animation is a combination of technology and creativity, both of which are driving forces of the continuous economic growth in Hong Kong. The Government of the Hong Kong Special Administrative Region attaches great importance to nurturing local talents and helping them reach full potential.

Create Hong Kong (CreateHK) is dedicated to facilitating development of the local animation sector. For the second consecutive year, CreateHK proudly sponsors the Animation Support Program, with the aim to nurture animation start-ups and small and medium enterprises and help them produce original and creative animations. I am pleased that some participants in the last edition of the support program have received awards in major international and local competitions, showing great promise of Hong Kong animations.

My best wishes for a successful premiere of the "2nd Animation Support Program". I also wish participants of the support program every success in their future endeavors.

關於

香港數碼娛樂協會在香港特別行政區政府「創意香港」的贊助下，於2012-13年度成功為初創動畫企業舉辦第一屆支援計劃。今年度，香港數碼娛樂協會再度獲「創意香港」的贊助，舉辦「**第二屆動畫支援計劃**」（“支援計劃”），繼續發掘本地更多具潛質的新晉及小型動畫企業，為他們提供資金和完善的配套計劃，包括技術培訓、人才配對服務及師友嚮導計劃等，鼓勵他們製作更多原創動畫，以展示創意和技術能力，並提升本地動畫製作水準。本支援計劃亦會舉辦具針對性的商貿宣傳活動，透過一連串的支援及推廣，協助參與計劃的動畫企業尋找合作夥伴及爭取客戶。「第二屆動畫支援計劃」除了一如第一屆般支援具潛質的初創動畫企業之外，並增設另一組別，支援一些發展已略具規模的小型動畫企業，讓他們製作時間較長及內容更豐富的原創動畫。

計劃要點

- 設初創動畫公司及小型企業動畫公司兩個組別，按不同組別提供最高港幣 80,000 元 / 港幣 150,000 元的資助，製作不少於 3 / 5 分鐘的專業劇情動畫；
- 提供人才配對，以及動畫製作技術和商業發展方面的培訓和指導；
- 由業界精英支援的師友嚮導計劃；
- 舉辦商貿宣傳活動，向業界及公眾推廣上述專業劇情動畫，包括：首映禮及記者會、在社交媒體和互聯網上的宣傳、參加「2015 香港國際影視展」(FILMART) 及其他活動等，並會鼓勵參與計劃的公司參加本地和國際展覽和比賽。

About

The Hong Kong Digital Entertainment Association (HKDEA) successfully organized the 1st support program for animation start-ups with the sponsorship from Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region in 2012-13. Riding on the success, the HKDEA organizes the “2nd Animation Support Program” (“Support Program”) with the sponsorship from CreateHK again, with the aim to further support local potential animation start-ups and small businesses in animation sector. The Support Program provides the participating companies with resources, training program, professional mentorship and talent matching to produce their original creative animation works that could demonstrate their creativity and technical capability, and to upgrade quality of local animations. The Support Program will also tailor-make promotional activities to be implemented via various channels to help the participating companies in finding business partners and getting business opportunities from potential clients. Like its 1st edition, the “2nd Animation Support Program” continued to nurture animation start-ups with potential for further development. In addition, a new category is added to the 2nd edition to support the small animation enterprises to grow up into larger scale and to create original content of greater length and complexity.

Program Highlights

- Targets at the two categories of animation start-ups and animation SMEs which will receive a maximum of HK\$80,000 / HK\$150,000 respectively for producing an animation work with story line of at least 3 / 5 minutes ;
- Provides talent matching and training program on business and technical skills tailored for animation companies;
- Provides mentorship by industry professionals;
- Organizes trade promotion program including premiere and press conference, promotion on social media and internet, participation in the Hong Kong International Film & TV Market 2015 (FILMART) and other activities, etc. The project will also facilitate the participating companies to take part in local and international exhibitions and competitions.



簡介會
Industry Briefings



動畫製作培訓課程
Animation Production
Trainings



啟動典禮
Launching Ceremony



遴選及評審
Vetting & Judging





許迅先生 Mr. Eddy Hui

成功的動畫除了需要卓越的技術和對大小事物的觀察外，最重要是那股不滅的熱血！今屆的動畫除了多元化及完成度高外，作為評委之一，最欣賞的莫過於參加者的熱情及對動畫的堅持與執著。香港動畫業要再向前行，這些態度缺一不可。希望各參加者能夠從每個挑戰中吸取經驗，繼續利用動畫去觸動我們的喜怒哀樂！

Having excellent production skills and being observant is not enough for success in this animation industry if you aren't passionate about what you're creating! As a judge of the program, I highly appreciate the enthusiasm and persistency that can be seen on participants. These attitudes are indispensable in order for the animation sector to progress. I hope all participants can learn from all the challenges they faced in the process and continue to create animations that can touch our lives!

葉偉青先生 Mr. Felix Ip

「能以自己的經驗為追夢者起跑時推一下，是極有意義的事！」

今年有幸參與第二屆的「初創動畫支援計劃」。相信這是目前為止對動畫業界提供最全面及有效的計劃，就看看今年計劃支援下的十五個工作室製作的十五套動畫作品，絕對能夠感受到他們的熱誠、創意和專業。

"Being able to share my experience with new generations and help them on the starting line is really meaningful!"

I am honored to be able to participate in and contribute to The 2nd Animation Support Program. The program offers the most comprehensive and effective assistance to the young start-ups in animation production. Looking at the works from the fifteen animation studios sponsored by the program this year, we can really see the passion, creativity and professionalism shine through.



李英洛先生 Mr. Anthony Lee

動畫支援計劃是個難得的動畫人才培育計劃。計劃通過遴選機制，選拔了一群具潛質和值得栽培的動畫人，為他們提供資源，協助他們提升創作技巧和製作技術。計劃通過實際的創作和示範，達到栽培和支援人才的目的，以滿足業界需要。我們需要動畫，因動畫是獨特的溝通工具，老幼咸宜，可以引發我們的想像力，值得我們推廣。

The Animation Support Program is a valuable nurturing opportunity for budding animators. It provides resources to the deserving animators being selected, so that they can hone their crafts and artistry. It is a much needed project because it incubates and supports the talented by giving them the opportunity to grow through creation and demonstration. Animation is essential for us because it is a unique communication tool which communicates to both the young and old and could invoke our imagination.

梁曉明先生 Mr. Eddie Leung

所有動畫師都值得擁有一個健康的體魄、美好及被受尊重的生活、可持續發展的職業前景，以及好運氣。因為他們的創作不單是只帶給我們娛樂，動畫可以教育我們，啟發我們，並告訴我們生命是應該什麼樣的。我始終相信，動畫師是可以為我們帶來一個更美好的世界。

All animators deserve to be healthy, have a good and respectable life, a promising career as well as good fortune as they are not just bringing us entertainment, but are educating, inspiring and showing us what life should be through their creations. I have always believed that animators can bring us a better world.





盧子英先生 Mr. Neco Lo

轉眼之間，這個動畫支援計劃已達第二屆，很高興可以看到一眾新進動畫公司於半年多的時間內，從構思、設計、動畫製作以至後期都一一完成，本屆參與公司不少極具潛質，水準極高，有少部分公司起步需要更多的指導，但在大家的努力之下，總算達到了一定的成果。我相信計劃對所有參與公司提升創作和製作能力是有所幫助的。十五部動畫作品，絕對原創，風格題材各異，充分表現了香港動畫創作之特色，希望這批香港動畫產業的新人，能夠以此為起點，將動畫創作推進另一境地！

It has been 2 years since The Animation Start-ups Support Program was first introduced and I cannot be more pleased to see this new batch of animation start-ups accomplished everything from planning, designing, producing to post-productions in just 6 months. Many of them are of high potential and come with great skills. A few companies might have needed more mentoring in the early stage of production; however, after intensive collaboration and team work, they were all able to come up with a satisfying final production. I believe this program has been highly beneficial to all participants, especially in terms of learning how to create and produce quality productions. All 15 animations produced under the program are original works with a variety of styles and themes, reflecting the creativity of Hong Kong animation. I sincerely hope these young talents can bring the creation of animation to the next new level.

馬國樑先生 Mr. Naveen Ma



開心能成為第二屆動畫支援計劃的評審之一。

動畫師們，都在孕育一個小故事。

是過去的童年，還是憧憬的未來；

是辛酸的經歷，還是美麗的夢境。

在動畫師的巧手下，創作出一個又一個天馬行空、千變萬化的世界。

能陪伴一群創意工業的未來支柱，並親歷動畫作品的演化蛻變，實在是我的榮幸。

I am delighted to be one of the judges of the 2nd Animation Support Program.

Each animator has created a memorable story, may it be about their childhood, the future they have been longing for, tough experiences or beautiful fantasies.

Animators create one after another imaginative and ever-changing worlds.

It is my honor to have been able to work side by side with the future pillars of our creative industries and witness the evolution of their animation works.



袁建滔先生 Mr. Toe Yuen

評審對第二屆動畫支援計劃的參加者在創作過程中諸多要求、左修右改，有人會覺得我們（評委和導師）太挑剔、甚至刁難，其實原因很簡單，就是希望大家拼盡全力做出好作品。要知道，這計劃競爭激烈，每批出一個名額，就代表拒絕另一個。我們不能讓參加者入圍以後得過且過，除了有失計劃初衷，最重要的，是對不起被拒絕的企業。作品成敗得失，是作者的，不是評審，希望後來者能謹記。

This year, some participants of 2nd Animation Support Program might have got the feeling that the mentors were being too demanding during their production process. Yes, we admit we were, but why were we? The reason is very simple. This program has been very competitive since day one. By accepting a proposal, we have to turn others down. We have to be fair to those who were turned down by pushing every selected team to their very best. All glory or disgrace belongs to the participant, not the judges. I hope all future animation enterprises joining the scheme will bear this in mind.

盈思動力有限公司

Abacus In Motion Company Limited



●●● 網址 Website: www.abacusinmotion.com

▶ 星光大道

從香港有代表性的人物當中，創作出「星光大道」短片的三位主人翁：大佛、梁小虫和熊貓佳嬌，他們都是波鞋愛好者。一天，三人相約在冰室茶聚。大佛告訴二人，他已經成功競投到傳說中的波鞋「Super Comfort V」，三人都雀躍不已。坐在附近的旺角飛仔偷聽他們的對話，誤會了他們投得了國寶級的寶物（因為「Super Comfort V」的讀音聽起來就像是「超級金佛五」）。飛仔跟蹤三人到港鐵站，計劃乘著貨物交收時搶去寶物。可惜一切不似預期，接連發生意想不到的意外。「星光大道」的故事新奇有趣，動畫風格獨特，希望能夠為香港文化和市民帶來非一般的幽默和新鮮感。

▶ 關於盈思動力有限公司

盈思動力有限公司 (AIM) 成立於 2009 年，以製作及授權電視/數碼媒體動畫為主，提供意念創作至動畫製作的一條龍服務，對象有本地和海外的客戶，當中包括教育界、酒店業、消耗產品、政府部門及媒體等。AIM 團隊是由業界富有 10 年以上經驗的人才組成，特別重視人物角色的創作，因為我們深信，一個角色的成功與否，取決於它和觀眾之間可以產生多少的共鳴，而在過去時間裡，我們已經成功創作出多個角色。AIM 不斷拓展視野，全力創作富有靈魂角色的作品，務求取得更多成功，揚威海外。

▶ Stars Avenue

Based in Hong Kong with three iconic local characters, "Stars Avenue" is a short story about Big Buddha, Bruce Leung, and Panda Guy who all share a love for collecting rare sneakers. Big Buddha met his friends at a typical Hong Kong restaurant to discuss about his successful bidding of a pair of rare golden sneakers called "Super Comfort V". While discussing, their conversation was overheard by a typical Mongkok gangster who misinterpreted the sneakers for an antique golden Buddha (Super comfort is pronounced similar to super golden Buddha in Cantonese). He followed them to the location where they would be meeting the seller and planned to snatch it from them during the transaction. Things however did not turn out as expected and a series of incidents took place. "Stars Avenue" brings humor to its audience while portraying a fresh impression of Hong Kong's culture and its people through this delightful story and unique animation styling.

▶ About Abacus In Motion Company Limited

Abacus In Motion Company Limited (AIM) produces and licenses animated titles for broadcast and digital media platforms. Established in 2009, AIM provides creative development and animation production services to local and overseas clients, such as educational institutes, hospitality businesses, fast moving consumer goods, and government sectors. Our team is made up of highly trained creative professionals with over 10 years' experience in the creative and animation industry. We specialize in the creation and development of characters and believe that the success and failure of a character greatly depends on the level of attachment it can create with its audiences. Over the past years, we have created successful characters for both our clients and ourselves. We will further expand our vision and focus on creating character-based intellectual properties and products that can generate success in the larger overseas market.

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比爾斯工作室 Born To Entertain Studio



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▶ 鐵魂2

動畫電影「鐵童」之序章 - 鐵魂3部曲的第二部，承接「鐵魂1」的理念和介紹了兩位在「鐵童」出現的角色溫迪與里奧，「鐵魂2」將繼續宣揚那鐵一般的鬥志和永不言敗的精神，同時帶出另一位新的「鐵童」- 牙。

▶ Iron Soul 2

This is a trailer of "Iron Child" animation film, the second of the "Iron Soul" trilogy. Based on the story of "Iron Soul 1" and its two characters, Windy and Leo, "Iron Soul 2" will continue to promote strong will and unbeatable spirit together with the introduction of another "Iron Child" - Ya.

▶ 關於比爾斯工作室

比爾斯工作室是一家成立於香港的國際化藝術工作室，由中國首位票房過億之動畫電影導演與國產動畫電影累計票房最高紀錄保持者簡耀宗創立。如今比爾斯工作室已從天才動畫藝術家創作團體成長為一間集動畫創作、視覺概念設計與文化項目前期開發於一身，並且在國內外屢獲殊榮的藝術工作室。比爾斯的工作廣泛滲透在各個領域的影視作品中，與好萊塢的索尼影業、日本手冢製作公司、著名電影導演周星馳、張藝謀等諸多國際客戶均有緊密合作。除了簡耀宗導演執導的中國最受歡迎國產動畫「喜羊羊與灰太狼」系列大電影外，比爾斯還自主開發了「鐵童 (IronChild)」項目，於2013年受邀赴法國參加國際最具份量的Mifa 動畫電影節市場展，大獲好評，並接到來自歐美、日韓等多國發行公司投來的橄欖枝。該項目的動畫電影、TV版動畫劇集，以及衍生的教育與娛樂項目均在緊鑼密鼓地進行當中。

▶ About Born To Entertain Studio

B2ES—BORN to ENTERTAIN STUDIO is an international Animation Studio based in Hong Kong. It was first founded as an informal partnership between a group of talented animators brought together by the famous animation director William Kan, who is the very first Chinese animation film director to have won billions of dollars at the box office and holds the highest box office record in the field of animated movie market in China. B2ES has since then grown into a multi-award winning animation, visual concepts and entertainment design studio. The studio works with a huge diversity of international clients such as Sony Pictures, Tezuka Production Company as well as famous Chinese film directors Yimou Zhang and Stephen Chow. In addition to directing and visual-supervising William Kan's national top awards winning "Pleasant Goat" series of films, B2ES has also successfully developed its very own cartoon movie-TV-education program chain named "IronChild", which has been shown at the Annecy International Animation Film Festival and its Market (Mifa) in 2013 and has received high acclaims from numerous European, American and Japanese companies.

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影陶士媒體創作有限公司 Intoxic Studio Limited



▶ 觀照

「觀照」是一個關於救贖自己的故事。阿舜在成長當中曾經受過傷害，令他對自身價值產生懷疑。人際關係一直都是阿舜生活中的難題。如果可以，他寧願一直隱居著，但奈何現實生活逼使他走進社會。阿舜為求自安，便封閉自己的心靈，與周圍的人保持距離。現代都市人生活緊張，內心容易生病，要懂得自我治療，才能活在當下。我們可以做的，是讓自己的內心沉澱，靜觀世界，以智慧照見事理，看清事物的本質；感受當下的存在，認清生活的方向。

▶ 關於影陶士媒體創作有限公司

影陶士媒體創作有限公司是一間以設計為主導的動畫製作公司。我們的名字解作 - 影像陶醉人士，「製作出讓觀眾及我們都陶醉其中的作品」是驅使著我們不斷努力的理念。

LOGO 設計以六色的方塊組合成一個正在耍醉拳的人，象徵著我們把不同的風格整合在一起，嘗試利用各種風格和手法去重新演繹傳統，創作出創新創意的動畫作品。

商業製作上，我們以動畫和錄像拍攝幫助各品牌及公司與他們的客人聯繫。從概念設計，以至品牌形象的各式影像企劃，我們提供個人化的專業解決方案。我們的創意團隊，具有優秀的美術底子，靈活變通的創作思維，務求為客戶提供最合適的設計方案。

我們專營 2D/3D 動畫、動態圖像及視覺特效。我們的服務包括電視廣告、展覽動畫、網絡影片、音樂錄像、動畫短片及內部影片等。

▶ Behind the Schoolbag

"Behind the Schoolbag" is a story about self-salvation. Having suffered from a miserable childhood, Shaun couldn't help but question his own value. Human relationship has always been Shaun's barrier, sometimes, he wishes he could stay alone, but in reality, Shaun has to re-enter the society. Staying in his own comfort zone, Shaun can do nothing but lock up his heart and distant himself from others.

All the stress and pressure in modern life are driving people insane. We have to learn how to sooth our own emotions so as to survive. We can do nothing but meditate and reflect upon ourselves. We can observe the truth and the essence wisely and feel the presence of now and start living.

▶ About Intoxic Studio Limited

INTOXIC is a design-driven Animation Studio based in Hong Kong. Our name comes from the term "Intoxication", which means "producing works that intoxicates". It is the vision that we are striving for.

Seen in our Logo design is a man playing Drunkard's Boxing. Using six squares of different colors and Kung Fu elements symbolizes our dedication in illustrating "Traditions" via new methods. We hope to bring to Hong Kong creative and innovative animations.

INTOXIC has helped brands and agencies connect with consumers through commercials. From concept development, brand strategy to visual and audio production, we provide a comprehensive and perfectly customized marketing package for our clients. Our strength lies in our ability to maintain the highest level of aesthetics in our works.

We specialize in 2D/3D Animation, Motion Graphic and Visual Effect. Our services include TVC, Event Animation, Online Promo, MV, Short Animation, Game Trailer, Internal Communications, etc.

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合紙製作(香港)有限公司
Paperbox Creations (HK) Limited



●●● 網址 Website: www.paperboxcreations.com

▶ **長不高的孩子**

刻在燈柱上的身高線，盛載著主角阿志於徙置時代的兒時往事。年少輕狂，剛萌芽的愛情，略帶遺憾的住事，霎眼如火花般掠過眼前，再次燃點起那顆埋藏在心底灼熱的童心。

▶ **Shear Marks**

The lines marked on the lamppost, which records the height of Ar Zi, carry his childhood memories in the resettlement years. The frivolousness of youth, the incipient love, the past with few regrets, all flash through his mind, once again lighting up the passionate childlike innocence of his heart.

✂ **關於合紙製作(香港)有限公司**

Paperbox Creations 成立至今致力參與動畫製作，亦曾與不同製作單位及導演合作。過往作品種類包括：動畫短篇、音樂錄像、電影後期製作、遊戲動畫、裝置藝術等等。

✂ **About Paperbox Creations (HK) Limited**

Paperbox Creations is based in Hong Kong, founded by a group of creators who have great passion in animation and CG production, we aim to provide full production services of 3D animation, 2D animation, advertising, motion graphic, graphic design, pre-production, post-production, etc.

Treehouse Studio



●●● 網址 Website: www.treehse.com

▶ 魚之樂

故事講述湖裏的一條魚想追求更好的生活。它決定上岸學習做人類，努力工作，但開始與魚類的家人漸漸疏離。主角工作上算是得到器重，也有多姿多采的生活，但家人已經離主角而去。

▶ FISHY

There once was a fish who wanted to live a better life. By following the delicious fish food, he ended up at the busy human world. Despite his great efforts to think and act like a human, barriers started to emerge between him and his family. Time went by and his hard work slowly gained recognition from clients and his boss, but at the same time, his family was quietly falling apart.

✍ 關於 Treehouse Studio

Treehouse Studio 是一間香港電腦動畫公司，創立於 2012 年。我們為廣告客戶創作高質素的電腦圖像，提供的服務包括前期設計、製作到後期製作。

✍ About Treehouse Studio

Treehouse Studio is a Hong Kong based computer animation company founded in 2012. Treehouse aims at creating high quality graphics for commercial needs by providing services from designs, production to post production.

B20 PRODUCTION



●●● 網址 Website: www.pressabutton.com

▶ 寄居蟹

DON選擇了一個半蟹人的形象，進入了一個名為SIMS-DATING的網上遊戲，結識了美麗的美人魚(JEN)。他們一起於虛擬世界中遊玩，互相分享大家的心事。雖然他們都使用假身份(AVATAR)，但兩人慢慢地發展出真感情。登出前，DON約JEN在現實中見面，但DON在現實世界的身份竟然是一隻寄居蟹。最後，DON和JEN能否開花結果？

現今互聯網世界已經與人生融為一體，我們依賴聊天交友程式與人交流，但我們又是否真的認識在顯示器(MONITOR)另一邊的對方？也許，一隻寄居蟹也能在互聯網的海洋中與你交流。

✍ 關於 B20 PRODUCTION

B20 Production是於2012年成立的一間三維動畫製作公司。

我們團隊主要提供一站式服務包括創作意念，劇本，角色設計和合成聲效等。

我們的製作合適的廣告、舞台特效和背景led影像、MV、三維遊戲內容製作、三維圖像渲染、網頁動態影像及介面設計。

我們希望利用年青的思維和創新的風格為客戶提供突破性的設計。

▶ Hermit Crab

Having chosen a half hermit crab half human avatar for his online game, Sims-DATING, Don met a pretty mermaid called Jen from the game. In this virtual world, they traveled around the world and exchanged heart-felt conversations. Is it even possible to fall in love with someone you have never met before? Before logging out, Don finally built up his courage and asked Jen out on a date in the real world. Can this relationship last?

Nowadays, we communicate with each other through the internet, but how well do you really know the person behind the screen? In the mysterious and vast internet, who are we actually talking to?

✍ About B20 PRODUCTION

B20 Production is a digital media and 3D animation company established in 2012.

We provide a one-stop service including research and brainstorming, storyboard drawing, character design, post-production, sound effect and music.

We create creative and commercial animations for advertising, stage LED motion graphic, MV, 3D game visualization, stills rendering and interactive user interface designs.

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阿芝阿佐工作室 CHATTERBOX STUDIO



▶ 動搖

一位粗魯的鑽油台工人遇上了兩隻飢餓的企鵝，他們在意外中來到了無人踏足過的地底世界，經歷了一次又驚險又怪誕的旅程。而他們在這次歷險過程中更誤打誤撞地改變著世界某些東西……

✍ 關於阿芝阿佐工作室

阿芝阿佐工作室成立於2014年之夏，我們將緊守工作室的使命，決心為觀眾帶來獨立精緻的動畫作品。我們沒有任何製作形式的限制，從傳統手繪，電腦動畫，以致是定格的動畫，致力為觀眾帶來更多不同的動畫體驗。

▶ Shaking

A rude oil rig worker met two hungry penguins which led to his discovery of a totally unexpected underground world. A weird and thrilling adventure soon began, not knowing that at the same time, the world was about to change.

✍ About CHATTERBOX STUDIO

CHATTERBOX STUDIO was founded in the summer of 2014. Our mission is to produce exquisite independent animations. We are passionate and unrestrictive of what we do! We use different production methods like traditional animation, CG animation or stop motion to give our audience a brand new experience every time.

C-major studio



●●● 網址 Website: www.c-majorstudio.com

▶ 怪手

男主角Max是業餘籃球隊成員，因為身型肥胖，笨手笨腳，一直不受教練重用。Max於是決心鍛練自己，無意間一罐運動飲品令他長出了第三隻手來！到底這隻怪手能否令Max成為強勁的籃球員呢？

▶ The Third Hand

Max was a player in an amateur basketball team, but he was never regarded by the coach as a key player because of his chubbiness and clumsiness. Since then, Max started working out in the gym but one day, a third hand started growing inside his body after he gobbled down a sport drink. Could this mysterious hand help Max become an incredible basketball player?

✍ 關於 C-major studio

C-major studio 於2010年成立，以製作商業和獨立的2D動畫為主。所涉及的種類包括電視廣告、音樂錄像、公司宣傳片、電影、電視節目片頭和婚禮短片等。其中動畫短片「link」、「Yim」、「Treble」和「The Room」均在香港的動畫比賽中獲獎。

✍ About C-major studio

C-major studio was founded in 2010. We make commercial and independent 2D animations including TV commercials, music videos, explainer videos, films, TV program opening and wedding videos. Our short films "link", "Yim", "Treble" and "The Room" have won prizes in various competitions in Hong Kong.

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天元視藝有限公司 Core Studio Limited



●●● 網址 Website: www.corestudioltd.com

▶ 呢幾隻野

性格懶惰的 Lee 和他貪吃的寵物長頸鹿居住在一個星球上。他的工作是要用一部放大儀器分類一些物品。一次意外，Lee 誤將他的寵物長頸鹿放進了放大儀器，令牠變得非常巨大。星球將會被長頸鹿完全吃掉？！

▶ Oops

With his greedy giraffe, Lazy Lee lives on a planet and his job is to identify different items by using a magnifying instrument. One day an accident happened. Lee mistakenly put his giraffe into the instrument and it soon turned gigantic. Would the planet be completely engulfed by this greedy giraffe?!

✍ 關於天元視藝有限公司

公司成立於2014年，總部設在香港。Core Studio 是一間多媒體的製作公司，向客戶提供3D動畫製作、TVC、電影後期、產品和圖像設計的專業服務。我們有自己的專業團隊，有能力提供一個高品質的服務，以達到世界各地的標準。

✍ About Core Studio Limited

Founded in 2014 and based in Hong Kong, Core Studio is a multimedia production company that provides services in 3D animation, TVC, film effects, product visualization and graphic design. With our professional team, our talents and technical proficiency, we guarantee production quality that reaches international standard.

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Daruma Production Company



●●● 網址 Website: myojinhiei.wix.com/daruma

宅出一片天

時下年青人欠缺積極及責任心，被標籤為「廢青」。故事主角李加城是一位典型宅男，性格懦弱，做任何事都很容易放棄。有一天，他心愛的 Lily 模型被媽媽奪去，取回的條件是找份工作。可惜禍不單行，隨便找份工作卻引發一連串意外。故事帶出每個年青人都有無限潛能，只要有永不放棄的精神，多探索這個世界，一定能達成夢想，並獲得傑出的成就。

I'M OTAKU, SO WHAT

Nowadays youths lack endurance and the sense of responsibility and are often labeled as “Crippled Youth”. The main character Mr. Lee is a typical “Otaku” with a cowardly character and gives up on everything without even trying. One day, his mother took away his beloved Lily figure and would only return it to him if he could find a job. Unfortunately, a chain of accidents happened when he was searching for a job. Through this story, we hope to bring out the message that young people should try recognize their hidden potentials and with their unbeatable spirit, explore the world and eventually work towards success.

關於 Daruma Production Company

Daruma Production Company 於 2014 成立，是一間多媒體公司，以手機遊戲和 2D 動畫為主。成員亦有創作微电影、3D 動畫、插畫及網頁，希望透過作品娛樂大眾，推動大家注意以及支持香港創意工業。

About Daruma Production Company

Daruma Production Company is a new multi-media company established in 2014, we create 2D animations and illustrations with high quality entertainment. Through animations and interactive mobile games, we aim to be able to bring out messages to our audience or players.

FUNUP



小人物

故事講述一個穿著超人服裝的派傳單打工仔英勇捉賊，正當他沉醉於自己的成功時，才發現一切都是夢境……但天意弄人，他竟然憑一次意外，真的成為了一日英雄。

通常小人物都喜歡發白日夢，但夢想與現實往往有很大落差，很容易平淡過一生，不過機會是會隨時降臨的。

關於 FUNUP

FUNUP 成立於 2014 年，是一間香港註冊的製作公司。我們擁有一班經驗豐富和優秀的團隊，有多年從事電影及電視後期製作的經驗。

本公司以生產高品質的動畫和視覺特效為目標，平台包括電影、微電影、電視劇、廣告、音樂錄影帶、遊戲和應用程式等等。

專業服務包括：

- * 動畫
- * 視覺特效
- * 角色設計
- * 故事板

Nobody

The story is about a man who caught a thief while he was handing out leaflets in a Superman costume. Absorbed in his own success, he was about to find that everything was just a dream…… But fate took a sharp turn and he was given this rare opportunity of being a real hero.

We all enjoy the occasional daydreaming, yet the dreams are often nothing like reality. Life may sometimes get dull and tedious, but exciting opportunities are often right around the corner.

About FUNUP

FUNUP has been established in Hong Kong since 2014. Our team of experienced and talented Computer Graphics Artists has had hands on experience in working on a number of films and commercial productions.

We aim at producing high quality and creative Visual Effects and Animation for Film, Micro film, Drama, TVC, MTV, game and Apps.

Our professional services are:

- * Animation
- * Visual Effects
- * Character Design
- * Storyboarding

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激發創作有限公司 G.V.A. Creative Limited



●●● 網址 Website: www.facebook.com/GVA.Creative

▶ 旋轉的彼方

小女孩的媽媽死去後，她一直悶悶不樂。開唱片店的爸爸為了開解小女兒，給小女兒聽很多不同的唱片。透過音樂，小女孩產生很多幻想，不論喜與悲亦有音樂伴隨。自那時起，爸爸和他的音樂陪伴了女孩大部份人生，女孩成長得非常快樂。隨著時光的流逝，爸爸亦離開了女孩，女孩要展開她人生的新階段。但女孩留戀著過去的日子，不能釋懷，留守著爸爸的唱片店。直到一天，她發現爸爸留下的唱機，靜下來重聽他的音樂，才明白爸爸給她聽音樂的意思……

▶ 關於激發創作有限公司

在2012年，激發創作成立於香港，由一群創作人組成，提供影像導演到視覺特效及動畫製作等的完整服務。激發創作過的作品均受到不同媒體關注，如「關公大戰外星人」、「喪屍血滴子」、「香港將於33年後毀滅」等。

我們致力將數碼特效、美術及真實影像融合製成作品。過去作品曾獲香港鮮浪潮2011本地競賽短片最佳創意獎、2012台北國際數位內容設計競賽數位影片金獎、第14屆TBS DigiCon6 - 香港區第五名、夕張國際奇幻電影節2013評審特別表揚、2013香港資訊及通訊科技獎：最佳數碼娛樂（學生及獨立組別）金獎等等。

▶ Somewhere In Melody

A young girl had been really bumped by her mother's death. Her dad - the owner of a music record store wanted to cheer his daughter up by introducing her to the world of music. Through music, she found a way to not only defeat depression, but was also opened to his new fantasy world music created that gave her strength to overcome all of the hardships in her life. Her life was overwhelmed with happy memories she shared with her dad and the joy music brings her. As time went by, her dad could not live to see her start a family. Unable to let go of the good old days she had with her dad, she struggled to keep the store open until one day, she found a vinyl record player her dad had left. After listening to those music, she slowly realized what her dad really left for her.

▶ About G.V.A. Creative Limited

In 2012, we founded G.V.A. Creative, a creative studio in Hong Kong that provide a thorough visual service from directing to visual production in VFX, Live-Action, 3D and 2D Animation. Over the years, G.V.A. Creative has produced several works that have drawn media attention, like "Gwangong VS Alien", "Zombie Guillotines", "Hong Kong will be destroyed after 33 years" etc.....

We have dedicated our career to producing videos in our own unique style by combining digital technology with live-actions and prop creation.

Our works have been acknowledged by numerous awards including "Fresh Wave 2011 - Best Creativity", "Taipei International Digital Content Awards 2012 - Gold Award", "The 14th TBS DigiCon6 - 5th Prize (Hong Kong Region)", "Yubari Fantastic Film Festival 2013", "Hong Kong ICT Awards 2013: Best Digital Entertainment (Student and Independent Group) Gold Award" etc.....

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洋蔥圈

Onion Studio



●●● 網址 Website: onionstudioltd.wix.com/onionstudio

▶ 小學雞狂戰記

一場常識問答比賽，一個萬能筆盒，即將在小學雞的江湖裡掀起一場風暴！

又是上學的一天，同學們被班長手上一個閃閃發亮的萬能筆盒深深吸引著。

主角基仔看著自己殘破的筆盒和失色的玩具時，揚聲器傳來校長廣播：「成功晉身校際常識問答比賽的代表，可以獲得萬能筆盒作為獎勵！」基仔雙眼發亮，一心要取得獎品；而自認最優秀的班長更不會錯過這個榮譽，對代表之位志在必得。然而，代表之位只有一個……

兩人決定以天下太平來決一勝負。究竟，基仔最後能否贏取萬能筆盒？

這不止是關於一個獎品，更是關於榮譽、信任、友情的一場鬥爭！

✍ 關於洋蔥圈

洋蔥圈是一家新成立的創作團隊。我們一直致力設計出屬於自己的風格，製作令人印象深刻的動畫及短片。團隊成員對創作充滿熱誠，除了製作各媒體廣告，洋蔥圈亦一直進行各式各樣的獨立創作，參與不同類形的設計比賽。

▶ King of the Class

Charlie has always wanted to be the popular kid in class. One ordinary school day, when everyone in class was attracted by the Monitor's mighty pencil case and all Charlie could do was to stare in jealousy.

The upcoming interschool quiz competition may be the solution. The school's representative will win a brand new transformable pencil case. Charlie was determined to do whatever he could to win, even with an unbeatable rival in his way, the all-rounded, perfect-student monitor.

It is a fight for honour, trust and friendship! Will Charlie eventually win?

✍ About Onion Studio

Onion Studio is a newly established Hong Kong based digital media company mainly focused on animation and video production, with particular interest in motion graphic design and character design. With creative minds and an energetic attitude, Onion Studio aims to design original and indelible productions to provide the public with innovative works. The core team that operates Onion Studio has extensive experience in the aforementioned focuses, and has worked with major business clients in producing television commercials & programs, viral promotional videos, as well as character design for commercial products. Currently, Onion Studio is in the works of producing an in-house short animation for international film competitions.

玩想有限公司 Playimagine Limited



●●● 網址 Website: www.facebook.com/playimagine

▶ 走鬼魚蛋

美芳是一名初出道的小販，而小貓「魚蛋」負責把風。一人一貓每天去擺檔。一次走鬼不及，她倆被關進拘留所，遇著「小販神」，美芳從他身上學到小販生存之道。

及後一次又一次的拘捕，美芳沒有完全氣餒，憑她那股永不放棄的精神，成功令自己逃脫管理隊的追捕。

在這勇往直前的路程上，她遇到了眾多馬拉松選手，美芳慷慨地送贈對方魚蛋並一直邁步走向終點。這份人情味感動了一眾馬拉松選手，互相呼應，紛紛前來光顧。

美芳沒有為這意料之外的收穫而沾沾自喜，依舊努力為生存打拚，呼喊全力奔跑著。

▶ 關於玩想有限公司

玩想有限公司於2014年成立，以數碼多媒體製作為主，其中包括動畫、遊戲美術、插畫、平面廣告、互動介面設計等。

團隊成員來自不同界別，包括動畫師、插畫師、編劇及音樂設計。我們將想像帶到現實，熱衷於創作能娛樂大眾之餘亦能感動人心的作品。

▶ Fishball Run

May is a hawker. "Fishball", a little cat, helps her watch out for the Hawker Control Team. They sell fish balls on the bridge every day. One day, May is arrested and is held in a detention house. She meets the God of Hawker. The God teaches her how to be a good hawker. Since then May has been caught by hawker control team for a couple of times but she never gives up and eventually escaped successfully.

On her runaway journey, she meets some of her customers who are also runners on this Marathon day. She cheers for them and touched their hearts by giving out free fish balls. At the finishing line, they meet again, May is now a popular hawker, but she didn't let success carry her away. Today she is still running for her life with a smile.

▶ About Playimagine Limited

Playimagine Limited was established in 2014. We create digital media including animations, game arts, user interfaces, illustrations and graphic designs for advertising purpose.

We are a team of animators, illustrators, script writers and sound designers. We bring imagination to life. Our main will is to create works of entertaining that touches people's hearts.

黃炳動畫廊

Wong Ping Animation Lab



▶ 憂鬱鼻

聽說人類是群體動物，我卻喜歡獨處，究竟是身旁的人們太醜陋令我產生“其實獨處也不錯哦”這個念頭？還是我不是人類呢？鼻子是我最好的朋友，我們每天見面都有著聊不完的話題，當我以為自己可以放棄社交，不再需要其他人，專心和鼻子共渡餘生的時候，才發現每當我憂鬱，它就會慢慢的離我遠一點……我並不知道它是一顆憂鬱鼻，要是我早知道，就會每天強顏歡笑。可惜一切都太遲了。

▶ 黃炳動畫廊

成立於2014年，生活壓抑，唯有發洩於影像，作品曾獲 ifva 動畫金獎，Saatchi & Saatchi 2013 新導演，深圳獨立動畫雙年展“獨立動畫創新獎”和美國年度獨立音樂獎最佳專輯封面等。影像創作於世界各地展出，曾和 WeChat，Art Basel，Videotage 等合作影像計劃。近期亦為第二十屆 ifva 負責製作一整年的宣傳錄像和平面设计。

▶ An emo nose

I heard that humans are colonial animals, but I like to be alone. I am not sure if it is the ugly side of humanity I see from people around me that has given me the impression that "Being alone is actually not a bad idea"? Or am I just different? My nose is my best friend, we see each other all day with endless topics. Just when I thought I could give up my social life and spend it with him instead, I realized he's slowly stepping away from me a little bit more everytime I am feeling low. He is an emo nose. I would have keep on a fake smile every day if I had known earlier. Unfortunately, it was too late.

▶ Wong Ping Animation Lab

Founded in 2014, and having been suppressed for his whole life, Wong Ping is forced to release his emotions through images. His works have been awarded the IFVA Gold animation, Saatchi & Saatchi 2013 new directors, Shenzhen independent animation "independent animation Innovation Award" and the US annual Independent Music Award for best album art etc. His works have been internationally screened and exhibited and the Lab had collaborated with WeChat, Art Basel, Videotage etc. Recently the lab is in charge of the art direction and production of the twentieth IFVA award.

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Hong Kong Famous Animation Movie Director

★ 同時為「師友嚮導計劃」導師

Also as mentor of Mentorship Program

「師友嚮導計劃」 Mentorship Program

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Mr. Jason Lam

專業電影編劇

Professional Screenwriter

盧永強先生

Mr. Lo Wing Keung

著名動畫編劇

Famous Animation Script Writer



CREATEHK

香港特別行政區政府「創意香港」資助以下活動
以推廣香港成為亞洲影視娛樂之都

Create Hong Kong (CreateHK) of the Government
of the Hong Kong Special Administrative Region sponsors the following events
to promote Hong Kong as Asia's entertainment capital



(23-25/3)



(23/3-19/4)

香港電影New Action 2015 –
首部劇情電影計劃

Hong Kong Film New Action 2015 –
First Feature Film Initiative

(23-26/3)

香港動畫及數碼娛樂館
Hong Kong Animation &
Digital Entertainment Pavilion

(23-26/3)

香港國際電影節
HK International Film Festival

(23/3-6/4)

TV WORLD International Forum
電視世界國際論壇

(24/3)

數碼娛樂論壇
Digital Entertainment Summit

(25/3)



(27/3)



頒獎典禮暨首映禮
Award Presentation Ceremony
cum Premiere

(26/3)



頒獎典禮
Award Ceremony

(26/3)



香港電影金像獎
Hong Kong Film Awards
頒獎典禮
Presentation Ceremony

(19/4)

第十一屆香港影視娛樂博覽 11th Entertainment Expo Hong Kong

第十三屆香港亞洲電影投資會 13th Hong Kong - Asia Film Financing Forum

第三十九屆香港國際電影節 39th Hong Kong International Film Festival

電視世界2015 - 國際論壇 TV World 2015 - International Forum

第五屆數碼娛樂論壇 5th Digital Entertainment Summit

香港亞洲流行音樂節2015 Hong Kong Asian-Pop Music Festival 2015

第三十四屆香港電影金像獎頒獎典禮 34th Hong Kong Film Awards Presentation Ceremony

同期舉行活動 Concurrent Events

香港電影New Action 2015 - 首部劇情電影計劃

Hong Kong Film New Action 2015 - First Feature Film Initiative

香港動畫及數碼娛樂館@香港國際影視展 Hong Kong Animation & Digital Entertainment Pavilion@ FILMART

第五屆香港國際流動影片大獎頒獎典禮 5th Hong Kong International Mobile Film Awards Award Ceremony

第二屆微電影「創+作」支援計劃(音樂篇)頒獎典禮暨首映禮

2nd Microfilm Production Support Scheme (Music) Award Presentation Ceremony cum Premiere

上述資料如有更改，恕不另行通知。

The above information is subject to change without further notice.



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支持機構

Supporting Organizations



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