



第三屆 **動**畫支援計劃  
The 3<sup>rd</sup> Animation Support Program



主辦機構  
Organizer

主要贊助機構  
Leading Sponsor

執行機構  
Implementation Agent



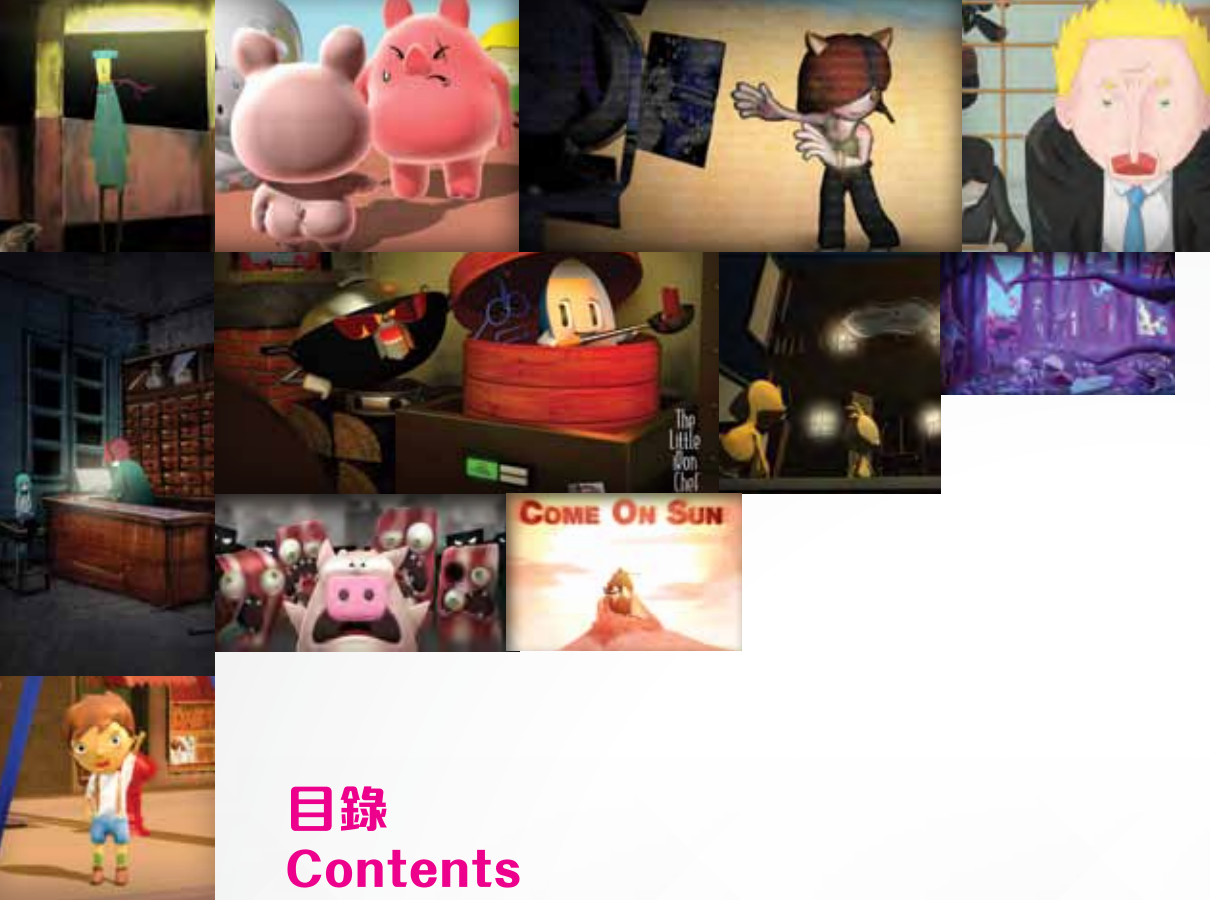
Hong Kong Digital  
Entertainment Association  
香港數碼娛樂協會



CREATEHK



Hong Kong Productivity Council  
香港生產力促進局



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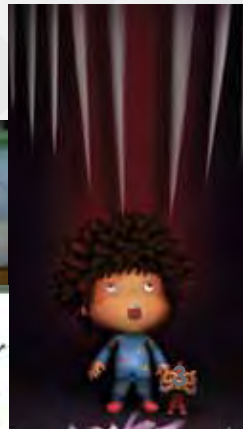
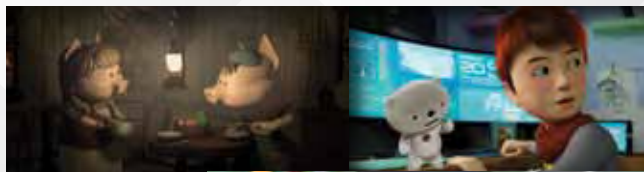
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香港數碼娛樂協會主席

**彭子傑先生**

**Mr. Gabriel Pang**

*Chairman*

*Hong Kong Digital Entertainment Association*

香港數碼娛樂協會很榮幸可以推行第三屆的初創動畫企業的支援計劃。我們很高興第一、二屆計劃獲得豐碩成果，不少參與計劃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。

參與計劃的有不少具有才華的動畫新秀，除了十間初創企業外，第三屆計劃還支援五間小型的動畫企業，為本地的動畫人才提供培訓、創作指導、作品推廣、製作資源以進行動劃創作。他們不單擁有高水準的創作技巧，更具備創作動畫的熱情。計劃支持的十條三分鐘和五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。

我希望這次計劃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。我感謝香港特別行政區政府「創意香港」撥款支持這次計劃，持續支援動畫業的發展。我更加感謝參與計劃的義務導師和評審委員。他們無私地付上不少時間、心力，為計劃審批作品、為學員們提供創作上的寶貴意見。沒有他們的參與，這次計劃不會如此成功。

Hong Kong Digital Entertainment Association (HKDEA) is honored to run the 3rd Animation Support Program (ASP). We are pleased that the 1st and 2nd ASP have brought good results to the industry. After the program, some participating enterprises have won awards in international and local animation awards as well as attaining business development.

The program has attracted many new animation talents to join. Besides 10 animation start-ups, the 3rd ASP helps 5 small animation enterprises with support in training, mentorship, promotion, and production resources to create original animation. These companies are not only highly-skilled, but also possess strong passion in creating animations. From the 10 three-minute and 5 five-minute animations produced by these participating enterprises, 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 of the Government of the Hong Kong Special Administrative Region 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「第三屆動畫支援計劃」。

成功的原創動畫除了講求創意及技術，更要有合適的播放平台及宣傳，讓更多觀眾可以欣賞動畫師的精心傑作。

香港特別行政區政府透過商務及經濟發展局轄下的「創意香港」，資助「動畫支援計劃」，為參與支援計劃的初創及小型動畫企業，提供創作原創動畫所需的資金及技術支援。有關動畫將會在本地電視台及不同的網絡平台上播放，以及在香港國際影視展中展出，藉以為有關企業開拓更多商機。

我樂見曾參與第一及二屆支援計劃的部分動畫企業取得不俗發展，它們的作品更在國際及本地比賽中獲獎，成績令人鼓舞。我相信今屆的作品同樣精彩。

謹祝「第三屆動畫支援計劃」首映禮圓滿成功！

Congratulations to the Hong Kong Digital Entertainment Association on having successfully organised the “3rd Animation Support Program”!

A successful original animation requires not only creativity and technical sophistication, but also appropriate broadcasting platforms and promotion so that more audience will be able to appreciate the work of animators.

The Government of the Hong Kong Special Administrative Region has been sponsoring the Animation Support Program through Create Hong Kong of the Commerce and Economic Development Bureau to provide the necessary financial and technical support to the participating animation start-ups and small animation companies in producing their original animations. To bring more business opportunities to the companies concerned, the animations will also be broadcast in local TV stations and on various internet platforms, and displayed at FILMART.

I am pleased that some of the animation companies which participated in previous editions of the Animation Support Program have achieved remarkable results. Some of their animations have attained international and local awards. I believe that the animations of the current edition will be equally distinguished.

My best wishes also for a successful premiere of the “3rd Animation Support Program”!



# 背景及目的 Program's Background and Objective

## 背景

動畫支援計劃（“支援計劃”）自2012年起推出，旨在發掘本地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。除了提供資金及人才培訓之外，支援計劃亦會舉辦具針對性的商貿宣傳活動，以及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。

在香港特別行政區政府「創意香港」的贊助下，香港數碼娛樂協會舉辦「第三屆動畫支援計劃」（“第三屆支援計劃”）。一如上屆，第三屆支援計劃同時支援初創動畫企業及一些發展已略具規模的小型動畫企業，鼓勵他們製作原創動畫。

## 計劃要點

- 設初創動畫企業及小型動畫企業兩個組別，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「2016香港國際影視展」(FILMART)及其他活動等，並會鼓勵參與計劃的企業參加本地和國際展覽和比賽。

## Background

The Animation Support Program (“ASP”) was firstly launched in 2012 with the aim to support local potential start-ups and small companies in animation sector by providing the participating enterprises 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 the quality of local animations. Apart from providing funding support and trainings, the ASP also tailor-make promotional activities to be implemented via various channels to help the participating enterprises in finding business partners and getting business opportunities from potential clients.

The Hong Kong Digital Entertainment Association (HKDEA) organizes the “3rd Animation Support Program” (“3rd ASP”) under the sponsorship of Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region. Like its previous edition, the 3rd ASP continues to nurture animation startups with potential for further development and to support the small animation enterprises to grow up into larger scale by encouraging them to create original creative animation works.

## Program Highlights

- Provides a maximum of HK\$80,000 / HK\$150,000 respectively to the participating animation start-ups and small animation enterprises according to their category 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 enterprises;
- Provides mentorship by industry professionals;
- Organizes trade promotion program including premiere and press conference, promotion on social media and internet, participating in the Hong Kong International Film & TV Market (FILMART) 2016 and other activities, etc. The support program also facilitates the participating enterprises 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





# 評審委員有感 Comments by Vetting Committee Members



許迅先生 Mr. Eddy Hui

每個動畫都是對生命的幻想，它需要有不同才華的藝術家、演員、設計師、音樂家和作家才能完成，絕非易事。作為導師和觀眾已經三個年頭，很慶幸見到不同動畫師在這個計劃中的進步，從而製作一些更高質素的動畫。這些年我被這個計劃的一些精彩動畫感動過，亦相信觀眾會喜歡它們。

我希望藉此機會祝賀各動畫師，並祝願他們將來“勇於創新，富於創意”。

Every animation is an illusion of life, it isn't easy and it involves numbers of talented artists, actors, designers, musicians and storytellers to craft this masterpiece. Being the mentor and the audience for the 3rd year, it is fascinating to see how animators have been nurtured through this program and how their animation can tell a better story. I am very delighted by some of the animations these years and I do hope the public will love them too. May I also take this chance to congratulate the animators and hope they can "Be creative, be innovative".

葉偉青先生 Mr. Felix Ip



很榮幸第二年以初創動畫企業支援計劃評審的身份去協助業界的動畫人。

製作一個出色的動畫作品絕不容易，除了創意，更需要投入大量資源、時間，還有各方面的技術問題。不過最重要的還是把故事說好。我們盡我所能給予改善意見，但不是要他們跟著我們的意見去做。只希望動畫人思考，令他們作品在有限時間內發揮最好。

I am honored to have chance to participate in the Animation Support Program as vetting committee member and be able to assist animators again.

To make good animation is never easy. It takes creativity, lots of resources and time to produce an outstanding piece, not to mention all kinds of technical challenges in the course of production. But at the end of the day, it's all about story. We will try our best to provide useful comments. Rather than treating them as instructions to follow, the animators shall make good use of the comments to improve their works. I hope they will digest these comments and bring their animations into full potential.



李英洛先生 Mr. Anthony Lee

動畫支援計劃走進第三個年頭，具潛質人材得以發揮所長，成績讓人鼓舞。

It is always a delight to see talent unfolds and the fruit of its labor blossoms on a screen. The 3rd Animation Support Program has been conducted for the 3rd time, delivered such pleasure and satisfaction.

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 have a healthy, 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 always have belief that animators can bring us a better world.





## 盧子英先生 Mr. Neco Lo

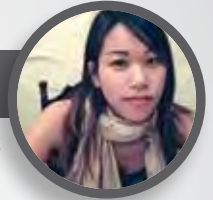
轉眼間動畫支援計劃已完成了三屆，這一年又有十多部動畫短片出爐，盡管題材及風格各異，亦足以反映出當前香港商業動畫創作的水平！

創作從來都是困難的，動畫創作更甚！這個計劃讓參與單位在一個有充分支持的環境下盡情創作，排除萬難，如今作品終於完成，實在可喜可賀！

Animation Support Program has been run for three years. This year, more than a dozen of animations are produced. Although themes and styles are different, they well reflect the current level of Hong Kong's commercial animation!

It has not been easy at all to produce creative works, and creating animation is even more difficult! This valuable program allows participants to create under a fully supportive environment, push aside all obstacles and difficulties so all works are finally accomplished. Congratulations!

## 岑詠雯小姐 Ms. Viola Shum



有幸成為第三屆動畫支援計劃評審之一，心裡總有一份熱血沸騰的感覺。面對一群對動畫充滿熱誠的創作人，從構思，到製作，把他們對動畫的熱愛展示於大眾眼前，從而推動本地動畫產業。創作是一個艱苦的旅程，然而，當作品於大銀幕下放映時，那一份喜悅卻是無限。祝願各創作人繼續努力，創造出屬於自己的無限空間。

It is my honor to be the committee member of the 3rd Animation Support Program in this year. The young talents show us their passions and creativities during the development process. Producing an animation is tough, but also gives them a great sense of achievement, which is irreplaceable.

I hope all the young talents to be successful in their animation careers.



## 黃英先生 Mr. Wong Ying

動畫是電影敘事媒體的一種，如要動聽，除了美術以外，動畫家亦要充分利用電影語言去協助。

本屆的作品在影像處理的功夫是到位的，所需要表達的都能完滿做到，只是劇本的創作仍是最弱的一環，須要改進！

Animation is a type of audio-visual narrative, and telling a good story is its most fundamental requirement. In addition to drawing good pictures, animators must also rely on film language.

In this year's program, the visual design and treatment were well executed among the works. However, the creativity from the scripts were still the weakest link. There is room for improvement!

## 袁建滔先生 Mr. Toe Yuen



動畫支援計劃原委是財政上、技術上支援新成立的動畫公司及新晉的動畫人。它不是比賽，參與者花費數月時間完成的作品，目的是要挑戰自己的極限，盡力去完成一個往往被低估的艱辛任務。

大家能想像參與者過程裡有多痛苦：日以繼夜趕死線、按著進度表分段交貨、面對評審的質問、冒著萬一爛尾要退回全款的風險……其中少不免有人被嚇怕，從此洗手不幹。但我堅信能捱過這驚心動魄過程的參與者，必定獲益良多，希望日後更多動畫人能走過這條奇妙險徑，更上層樓。

Animation Support Program aims to financially and technically support the newly established animation companies and animators. It is not a competition. Participants spend a few months to accomplish the work, the purpose is to challenge their own limits, provide them chance to complete an arduous task that is always underestimated by others.

We can imagine how hard the participants are in the process: working days and nights to catch the deadline, deliver works according to schedule, be challenged by assessors, bear the risk of returning the full subsidy amount in case of unfinished work..... some of them are scared and quit. However, I believe that participants who can overcome this challenging process will benefit. I hope more animators can walk through this wonderful path to higher levels.



## 天元視藝有限公司 Core Studio Limited



🌐 網址 Website: [www.corestudioltd.com](http://www.corestudioltd.com)

### ▶ 馴獅記

《馴獅記》以小朋友和他的玩伴「小獅子」一起對抗惡魔為主要骨幹。開始先以說故事的方式講述惡魔與獅子的關係，把中國的非物質文化遺產——「舞獅」帶入故事裡。之後講述他們如何經過重重難關，以及小朋友如何突破弱小心靈、鼓起勇氣，抓出惡魔的弱點，把它擊退。

### ▶ How To Train Your Lion

《How To Train Your Lion》is a story about a little boy and his friend, the little lion, who fight against the evil together. At the beginning, we introduce the relationship between the evil and the lion by using traditional Chinese storytelling method. Then, the "Lion Dance", the intangible cultural heritage of art performance in China, is introduced into the world of the story and the characters start their journey. After facing various difficulties again and again, the little boy strengthens his willpower and plucks up the courage. Finally, he discovers the evil's point of weakness and beats it with the little lion.

### ⚙️ 關於天元視藝有限公司

天元視藝有限公司創立於2014年，主要從事製作3D動畫、廣告、電影後期、平面設計等。天元視藝的製作團隊龐大、經驗豐富，能製作達國際水平的作品。

### ⚙️ About Core Studio Limited

Founded in 2014 and based in Hong Kong, Core Studio is a multimedia production company. The company provides services in 3D animation, TVC, film effects, product visualization and graphic design with its own professional team. Its experience and excellent skills will absolutely amount to high quality productions. Core Studio ensures that the quality of productions reaches international standard.

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電郵 Email: [sho2019@corestudioltd.com](mailto:sho2019@corestudioltd.com)

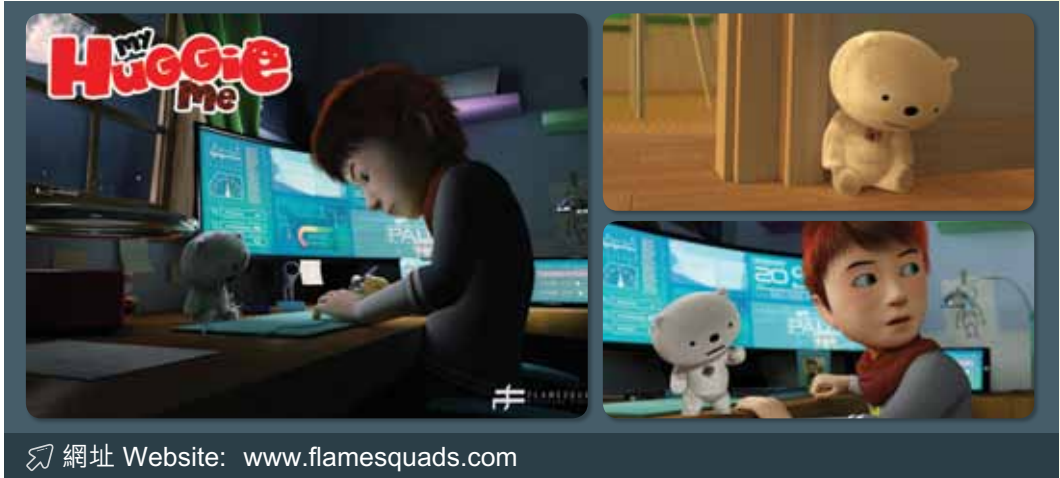
公司地址 Company Address:

香港葵涌生記工業大廈4樓403室

Room 403, Sung Kee Industrial Building, 18-30 Kwai Ting Road, Kwai Chung, Hong Kong



## 火使團創作有限公司 Flamesquads Creative Limited



網址 Website: [www.flamesquads.com](http://www.flamesquads.com)

### 🎬 抱抱熊與我

「抱抱熊與我」是關於十歲男孩哲和他心愛的熊公仔——抱抱熊交換身體的故事。哲是一個天才兒童，沉迷於研究高科技和太空，可是哲卻與妹妹的關係不親密。

有一天哲與抱抱熊意外地交換了身體，從熊公仔的角度看世界，又憶起兒時與最愛的媽媽相處的點點滴滴。這一切提醒了哲，原來自己一直被愛包圍，只是一直不察覺。

### 🎬 My Huggie Me

“My Huggie Me” is a story in which a 10-year-old gifted boy, Jet, swaps bodies with his favorite teddy bear, Huggie. Jet is a gifted child and is addicted to technology and astronomy. However, he does not share an intimate relationship with his little sister.

One day he accidentally swaps his body with Huggie and finally sees the world from another point of view. He also recalls the times he had with his beloved Grandma. All these remind him that he is always surrounded by love, just that he never noticed.

### ⚙️ 關於火使團創作有限公司

火使團創作有限公司為客戶提供全方位和高質素的设计及數碼服務，由動畫製作、3D 建模、渲染及至多媒體設計及發展、市場傳訊、品牌傳播等。在過去六年間，為不少跨國企業提供服務，並曾獲得多個獎項。

火使團亦熱衷於創作自己的角色和動畫，希望能將正面和愛的訊息傳遞予觀眾。

### ⚙️ About Flamesquads Creative Limited

Flamesquads Creative Limited offers comprehensive digital support. Its services include animation production, 3D modelling, realistic rendering, multimedia integration and development, marketing communication, branding, identity-building and more. In the past six years, Flamesquads has served many multi-national corporations from different industries and obtained several awards.

Flamesquads is also passionate about developing its own animations and characters with the hope to deliver messages of positivity and love to the audience.

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## Hu-We Animation Studio Limited



網址 Website: [vimeo.com/huwe](http://vimeo.com/huwe)

### 鐵廚小斗

據說在一家唐人餐館的地庫洗衣房裡，小斗每天都過著刻板的生活。不是熨洗餐巾、圍裙，就是熨枱布，天天如是。

有一次，他不小心沾到一塊滿佈鏗菜汁的枱布，令他一嘗何謂味道。

「嘩！這是甚麼？太美味了！」一試難忘的味道驅使小斗到神秘廚房一次，就算媽媽曾千叮萬囑不可，但今次也不能阻止他了！

### 關於 Hu-We Animation Studio Limited

Hu-We 動畫室於2010成立，業務主要包括2D/3D動畫製作、電子玩具、手機遊戲及兒童圖書插圖。長遠目標為建立兒童動畫作品和品牌，並希望 Hu-We 所創造的角色能陪伴大家一起成長。

將來如 Hu-We 能為香港的長篇動畫電影系列添加一部作品，會更珍惜任何一個創作動畫的機會!!!

### The Little Iron Chef

This is the story of a young little iron, who one day discovered his passion for cooking and developed unstoppable desire to become a chef. However, the little iron realized that he was not made for cooking but ironing washed tablecloths. He must prove to his iron-mother and every kitchen appliance that he got what it takes to become an iron chef.

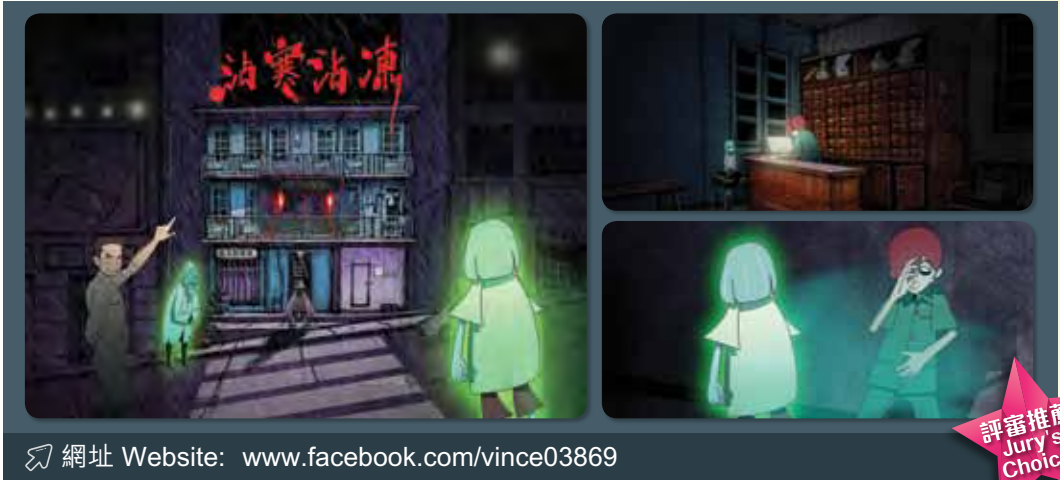
### About Hu-We Animation Studio Limited

Established in 2010, Hu-We Animation Studio Limited is a studio where outstanding, talented 2D & 3D artists collaborate to bring extraordinary entertainment to its clients and audiences. Its creative team helps its clients carry out excellent branding and brings their products to life. Its services include interactive games, animation movies, websites, toy designs, corporate identities and much more.

Quality services aside, Hu-We Animation Studio Limited is determined to create its own unique cartoon properties and character branding. Its ultimate goal is to become a world-class animation studio that touches everyone's heart.



## 奇理夫創作 Mad Keith Workbench



網址 Website: [www.facebook.com/vince03869](http://www.facebook.com/vince03869)

### ▶ 沾寒沾凍

阿宅是一個標準宅男，終日埋首自我世界裡，沉迷電腦、模型和深愛的人偶公仔。

他租下一個舊式唐樓單位，奇幻的事情發生在入伙的那個晚上。他對單位前身是一間中醫館不以為意，並未察覺已身處靈異環境中，這經歷改變了他的一生。

### ▶ Chill and shivering

Taku was a young recluse addicted to computer games, model kits and model figures. He lived alone in his old flat in a tenement house. His magical adventure started on the day he moved into his flat, which used to be an old Chinese medicine shop. He never cared about its creepy past, nor was he aware that the extraordinary experiences in this twilight zone would change his whole life.

### ⚙ 關於奇理夫創作

奇理夫創作熱愛把天馬行空的念頭，以動畫、漫畫、廣告、微電影、平面設計等製作，為客戶提供不一樣的趣味視覺空間，展現其產品和服務的優越之處。動畫製作以2D和3D技術處理前期及後期製作（包括人物設計、動態故事版、3D Modeling 及 Rendering），既有創意，也有娛樂性，帶來不一樣的商機。

### ⚙ About Mad Keith Workbench

Mad Keith Workbench infuses its creativity into animations, comics, advertisements, micro movies and graphic designs. It presents its clients' outstanding products and excellent services through refreshing, amusing visuals. Apart from creating 2D and 3D animations, it also provides pre-production and post-production services (including character designs, storyboards, 3D modelling and rendering). Mad Keith Workbench strives to uncover business opportunities through entertainment and creativity.

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## 小念頭製作有限公司 minimind studio Limited



網址 Website: [www.minimindstudio.com](http://www.minimindstudio.com)

### 唯一的人

多隆是個考古學家，在一次南極考察之旅中，考古團無意中發現了一個冰封多年的古代原始人。原始人被安排送返研究所途中遇到惡劣天氣，意外地從飛機跌出。

原始人醒後發現自己身在現代世界。在多隆還未找到他之前，他「如常」在城市生活，可是他的「古代行為」違反了現代社會的法律而被拘捕。

沒有現代常識的原始人只幹著在他的世界理所當然的事，現代人卻以現代規範處理，這是否正確？

### 關於小念頭製作有限公司

minimind studio 是一間致力創作動畫角色、連載動畫及插畫為主的工作室，作品以香港本地文化特色和迎合本地需求為主。當中受年青人歡迎的連載動畫，包括 Galaman、.hk、Bing Bang Rabbit、Detective Tokuo 等。在創作過程中，minimind studio 希望透過作品帶給社會或人們一些正面的訊息。此外，minimind studio 亦與不同企業合作製作廣告、產品、動畫角色 crossover 等。

### THE ONLY ONE

Dr. Lung is an archaeologist. During a study tour in the South Pole, he discovers a frozen stone age man with his team. Unfortunately, the frozen stone age man is dropped out of the aircraft in an accident.

The stone age man revives shortly. Before Dr. Lung finds him, he lives in a modern city like any other man. However, he is arrested because his primeval behavior violates the law.

Is it right to use modern norms to deal with issues that the stone age man have no idea of, for he just does the 'right' things?

### About minimind studio Limited

minimind studio strives to create popular character design, canned-food animations and illustrations with a touch of localized elements and culture to fulfill the local demand.

Currently there are a few popular characters in the canned-food animation series such as Galaman, .hk, Bing Bang Rabbit, Detective Tokuo, all of which are well-received by teenagers because of the vivid personalities. In addition, the stories also carry a positive message for society and promote positive thinking. minimind studio has worked with several companies and brands on marketing projects with different characters.

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## 怒人製作室 Angry Fxxking Studio



網址 Website: [www.facebook.com/ANGRYFXXKINGSTUDIO](http://www.facebook.com/ANGRYFXXKINGSTUDIO)

### ▶ 碎片

我們可以把往事看成一個個片段，它們只是一堆影像，只是曾發生過的客觀事兒；其實你也有權好好去面對那份感覺，縱然它早已支離破碎。

拾起它也許會割傷你，但它會讓你的生命更完整。

要懂得真正的快樂，我們都要先懂得欣賞碎片的美妙。

### ▶ Pieces of Mine

We can treat the past as a series of images, that they are merely incidents unrelated to us; or we can confront the feelings, even though they were shattered into pieces.

They might hurt us when we pick them up, but they will complete us.

We must all learn to appreciate the beauty of those fragments before realizing what happiness truly is.

### ⚙️ 關於怒人製作室

獨立音樂「怒人」開的怒人音惡室，是一個平民音樂室，提供的服務包括錄音及音樂學習，價錢合理，怒人音惡室的服務主要包括：

1. 音樂錄製、混音
2. 專輯錄製、混音、出品
3. 樂器教學
4. 多媒體設計

### ⚙️ About Angry Fxxking Studio

ANGRY FUXKING STUDIO is a music and design production workshop founded by independent musician "NoYan (Angryman)".

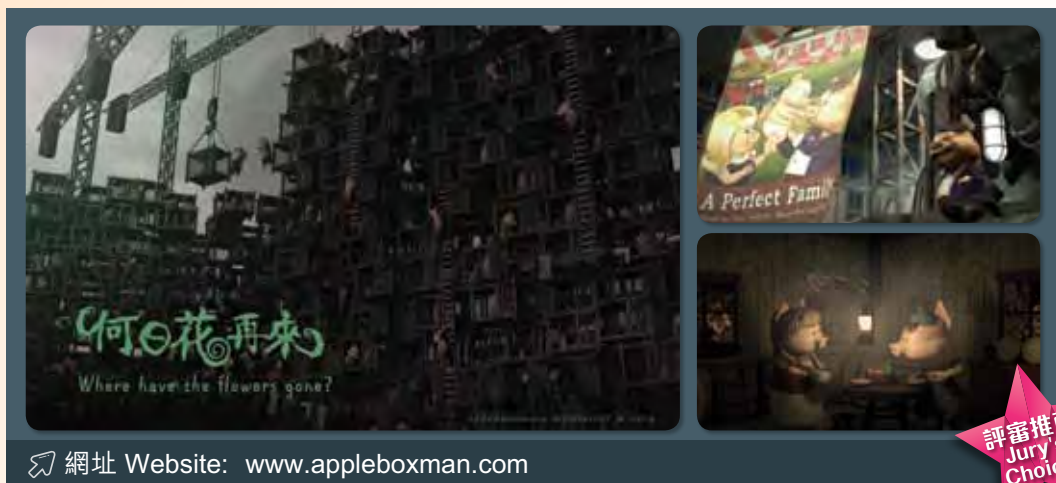
It provides a variety of services with reasonable prices and outstanding quality!

1. Music mixing and recording
2. Album production
3. Instrumental course
4. Multi-media design

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## 蘋果箱人工作室 Appleboxman Workshop



評審推薦  
Jury's  
Choice

網址 Website: [www.appleboxman.com](http://www.appleboxman.com)

### 何日花再來?

這是一個大城市小角色的故事。

故事講述一隻小豬為了賺錢由農村到城裡打工，每天住在冰冷狹窄的籠屋裡，面對如機械一般的工作，漸漸陷入崩潰失常，幸好最後得到救贖。

「何日花再來?」的創作概念源自「大都會」及「摩登時代」等經典電影，當中以十九世紀歐洲的第二次工業革命時代為背景，講述小人物追求夢想，但一切努力在現實壓力下顯得徒勞無功，甚至迷失自我。

作品名稱源自歌曲 Where have all the flowers gone?，原曲借花兒消失，講述人們在戰火中逝去不返，而本作品則寓意小豬在城市中忘卻初衷。

### 關於蘋果箱人工作室

蘋果箱人工作室是香港一間多媒體動畫製作公司，主要為本地及海外客戶製作動畫、動態圖像設計及數碼影像，客戶包括廣告商、玩具設計公司、美容用品公司及電信服務供應商等，希望利用有趣、好玩的方法吸引觀眾，並有效地將訊息傳遞給他們。

提供的專業服務包括：

- 構思意念、繪畫概念圖
- 創作故事劇本及分鏡頭故事板
- 角色及圖像設計
- 平面及3D 動畫製作
- 後期特效製作

### Where have the flowers gone ?

This is a story of a nobody in a big city.

It is about a piggy going to the city from the rural areas to work for money. Every day, he lives in the cold and narrow cage house and works like a machine. As time goes by, the piggy has collapsed, but fortunately he is saved in the end.

"Where have the flowers gone?" has its concept derived from "Metropolis", "Modern Times" and other classic films. The background is 19th century Europe during the second industrial revolution. A young guy pursues his dream, but in reality all efforts seem to be in vain, and the guy may even feel lost.

The title is taken from the song "Where have all the flowers gone?". The original lyrics uses the disappearing flowers to tell the story of people lost in the war. Here it is a symbol of the piggy losing his mind in the city.

### About Appleboxman Workshop

Appleboxman Workshop is a multi-media production house based in Hong Kong. It specializes in the development and production of animations, motion graphics and digital videos for local and overseas clients, such as advertisers, toy design houses, beauty products companies and telecommunications service providers. It uses interesting and amusing ideas to connect the audience with the message.

Professional services :

- Concept Development
- Storyboard
- Character Design
- 2D/3D Animation
- Visual Effects

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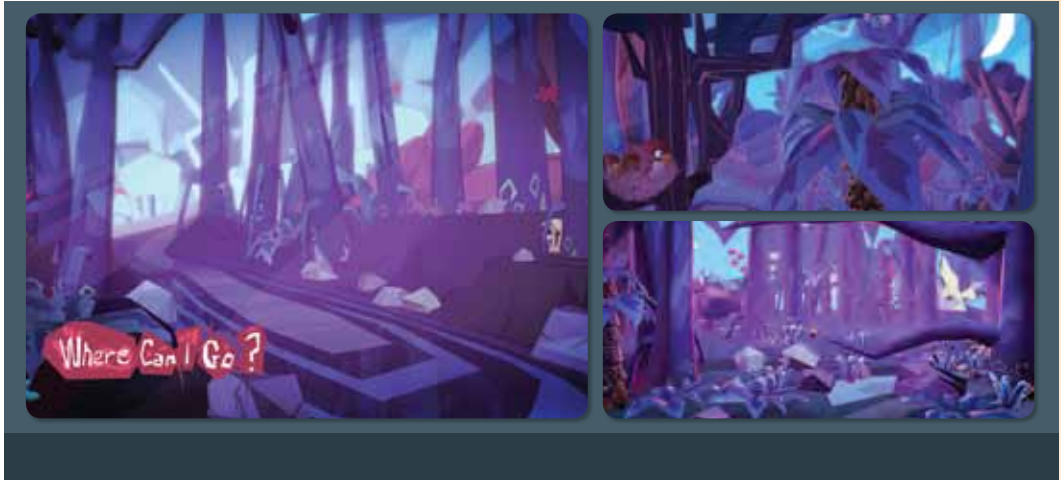
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## 晶體數碼動畫 Creatal Animation



### ▶ 何去何從

「何去何從」為是次作品的題目，我們想向所有動物提出此問題，而不單單是故事的主角。在這故事中，小麻雀的生活因城市發展和現代化而被摧毀。

故事以一隻小麻雀作為主角，其數目是城市的健康指標。麻雀在城市內飛來飛去，尋找居所，但最後……

希望此作品可喚醒我們保護環境的意識。

### ▶ Where Can I go?

We chose "Where Can I go?" as the work's title because we want to ask all animals about this question, not least our main character small sparrow. In this short animation, the sparrows' lives were ruined by urban development and modernization.

We chose a sparrow as our character because the number of sparrows is an indicator of the place's environmental health. The sparrows kept flying in the city, trying to find their shelter. In the end...

We hope that the work can urge the audience to protect the environment.

### ⚙ 關於晶體數碼動畫

Creatal Animation 晶體數碼動畫於2015年成立，希望提供影視行業的廣告設計、平面動畫製作，以及卡通角色品牌宣傳服務。由VFX、2D /3D 動畫和動態圖像，在影視上天馬行空的想法，都能做到。

### ⚙ About Creatal Animation

Creatal Animation was founded in 2015, aiming to provide services related to the film industry, including VFX, advertising, 2D animations, 3D animations, motion graphics, and character design promotion, making one's imagination a reality by constructing and channelling them in the 3D world.



## Kokonuzz Limited



評審推薦  
Jury's  
Choice

網址 Website: [www.kokonuzz.com](http://www.kokonuzz.com)

### ▶ 行走的煙肉

小豬 KINO 在一張醫院病床上醒來，完全失去了記憶。當他離開病房，眼前竟是一個完全超乎想像的世界：一堆殭屍煙肉甦醒了！幸得灰狼 LUPPO 挺身相助，KINO 才得以成功逃至安全地方。

貫徹 KOKONUZZ 的幽默風格，《行走的煙肉》以殭屍電影為靈感，揉合滑稽手法而創造出具有卡通特色的喜劇。

### ▶ The Walking Bacon

KINO the pig wakes up in a hospital room with no memories as to why he is there, how he has come there and for how long he has been there. The initial shock turns rapidly to fear as he exits the room and confronts a new world, a world where the unthinkable has happened: the rise of the Zombie Bacons. Thankfully, he encounters LUPPO the wolf, who explains to him the situation and fights to clear a path to bring KINO to safety.

The Walking Bacon is a fun parody inspired by the undead genre and mixes Kokonuzz cartoon humor with a post-apocalyptic atmosphere.

### ⚙️ 關於 Kokonuzz Limited

KOKONUZZ 是一間電子娛樂開發商和授權商，揉合創意、科技、市場營銷，建立一個環球特許經營品牌；為世界帶來歡樂和色彩的同時，致力成為娛樂與授權行業中的佼佼者。

KOKONUZZ 目前的主要品牌是 Kokonuzz™ (動畫為主) 和 Luke and Mary™ (手機應用程式為主)。授權項目包括商品 (文具、衣服、玩具、生活用品)、宣傳合作、以及裝飾設計。目前正在尋找合作夥伴以在傳統媒介拓展此品牌。

### ⚙️ About Kokonuzz Limited

Kokonuzz Limited is a digital entertainment developer and licensor. It offers a unique blend of creativity, technology and marketing through which it builds a global entertainment franchise. It aims to become a major player in the entertainment and licensing industry while making the world a happier, funnier, and more colorful place.

Its biggest brands to date are Kokonuzz™ (developing mostly animations) and Luke & Mary™ (developing our own app platform). Its licensed projects include merchandise (stationary, apparel, toys, lifestyle), promotional collaborations and decoration projects. Kokonuzz is currently looking for partners to develop its content through traditional media.

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## 地亞高有限公司 Nearko Limited



網址 Website: [www.nearko.com/jts](http://www.nearko.com/jts)

### 糖三藏 甜蜜遊記 之 奇摩豬的誕生

傳說天界有一個糖果國度，住著無數天神和糖果。他們每天都開派對，而每一次派對都會分享酒心巧克力，令所有天神都回味無窮。

但有一天，天神的酒心巧克力無意中落入凡間，而且落在一個豬欄中，結果給一隻懷孕中的豬媽媽吃了。豬媽媽產下一隻巧克力色小豬，但他的外貌與其他兄弟不同，更被其他兄弟排斥...

### 關於地亞高有限公司

NEARKO Limited 一直致力為客人將創意、想法變為現實，服務主要為全方位的創意發展、角色設計及品牌推廣、各類動畫及互動媒體製作。

地亞高對創作和發展動漫品牌經驗豐富，自家卡通品牌「糖三藏」在2015年成為理工大學資助項目。地亞高製作了漫畫、動畫及遊戲，在多個平台播放及供用戶下載，內容深受觀眾歡迎和喜愛。

### Journey to the Sweet : Birth of Kimo.G.Chocopig

In the legendary celestial kingdom of candy, there are countless living gods and candies. Every day they party and share their liqueur chocolate, so that all can have a memorable moment.

One day, a piece of the gods' liqueur chocolate accidentally falls to the mortal world and into a pigsty, where it is eaten by a pregnant pig. Later mother pig gives birth to a pig of chocolate color. His appearance is very different from his brothers, who are mean and exclude the chocolate pig from the group...

### About Nearko Limited

NEARKO Limited has always been committed to bringing creative ideas into reality. Its services focus on all-rounded creative projects, character design and branding, all kinds of animations and interactive media production.

NEARKO is well-experienced in creating and developing animations. Its own cartoon brand "Journey to the Sweet" has become a HK PolyU-funded project in 2015. To support the brand, NEARKO has created comics, animations and games for users to download and play on multiple platforms. All of these are popular and loved by the audience.

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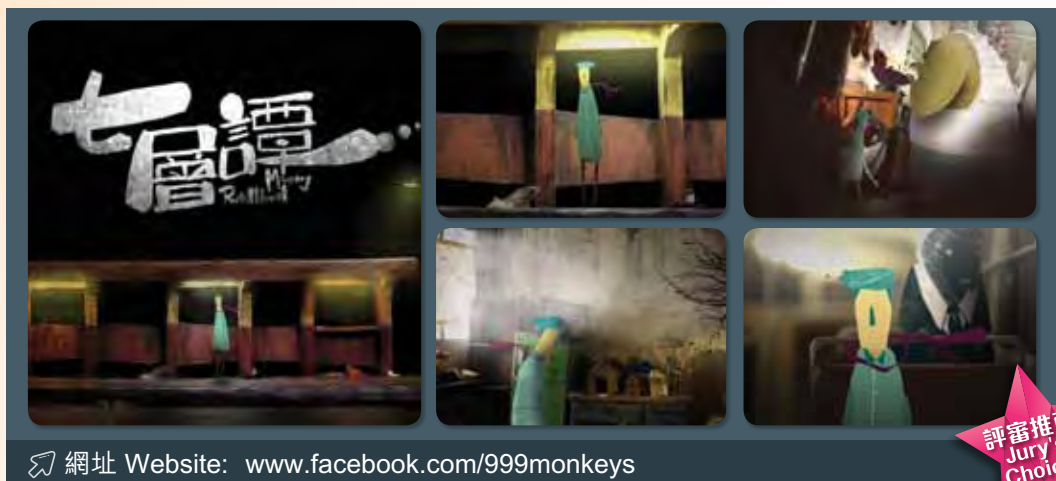
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## 九猴工作室 Nine Monkeys Workshop



評審推薦  
Jury's  
Choice

網址 Website: [www.facebook.com/999monkeys](http://www.facebook.com/999monkeys)

### 七層譚

一個過勞的靈魂，為了找一個家。

登上一輛只存在於記憶的巴士，搖搖晃晃，尋找遺忘的答案。

### Resettlement Memory

A spirit is overloaded with work, only because it wants to find a home.

It jumps on a staggering bus that exists only in memory to look for a forgotten answer.

### 關於九猴工作室

由動畫師李國威於2013年創立，專注動畫及動態影像製作。2009年，李國威憑執導《機甲記事錄》於香港資訊及通訊科技獎及日本TBS Digicon6 Award榮獲多個獎項。近年工作室亦與香港漫畫家江記合作，製作多部動畫片，包括《哈爾移動肥佬》(2012)、《Crazy Pandaman》(2014) 以及《松節油之味》(2015)。

### About Nine Monkeys Workshop

Established in 2013 by animator Lee Kwok Wai, NMW focuses on animations and moving images. In 2009, Lee was awarded the Hong Kong ICT Award and TBS Digicon6 Award as the director of Time To Say Good-bye (《機甲記事錄》2009). In recent years, NMW worked closely with comic artist Kongkee and produced renowned animations, including Howl the Mobile Fatty (《哈爾移動肥佬》2012), Saviour Terebenthine (《松節油之味》2015), and Crazy Pandaman (2014).

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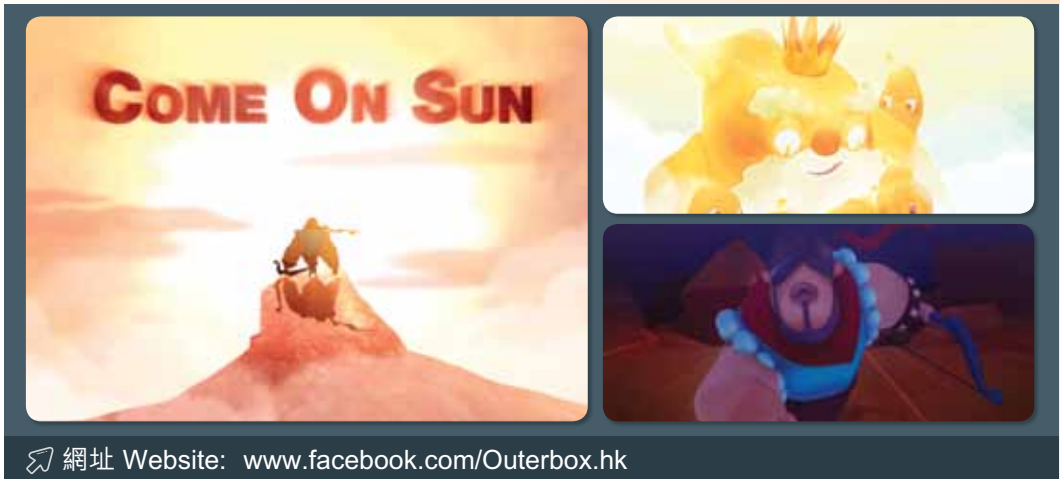
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## Outerbox Creative



網址 Website: [www.facebook.com/Outerbox.hk](http://www.facebook.com/Outerbox.hk)

### ▶ 明日之后·羿

在《后羿射日》神話故事中，大家都聚焦於后羿如何拯救民眾於水深火熱中。但若然太陽也是活生生的角色，他們又有何感受？

我們希望透過另一版本的《后羿射日》，讓觀眾明白到：當大家都各有立場，卻不懂彼此體諒，就會令問題惡化。其實互相理解後，往往能找到一個更理想的解決方法。

### ▶ Come On Sun

Hawkeye saving the suffering people is often the focus in the legend "Hawkeye shooting down the Sun", but what if we look at the story from the Sun's perspective? We hereby present a rewritten version of the legend, hoping to convey a message: if everyone refuses to see in others' perspectives, the situation can only get worse. It is mutual understanding that we should rely on to resolve conflicts.

### ⚙ 關於 Outerbox Creative

OUTERBOX Creative 於2014年成立，是一間香港動畫製作室，由幾位對動畫充滿熱誠的成員創立。OUTERBOX Creative 致力為客戶提供優質的動畫、動態圖像及電腦特效等製作。OUTERBOX Creative 十分看重故事的編排，皆因好的故事才会有好的動畫。

### ⚙ About Outerbox Creative

OUTERBOX Creative was established in 2014. It is an animation studio based in Hong Kong and formed by several passionate animators. OUTERBOX Creative is committed to providing customers with high-quality animations, motion graphics and computer special effects. It also places great emphasis on storylines, because it believes that a good story is the foundation of a good animation.

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## Redpill Studio Limited



網址 Website: [www.redpillstudio.hk](http://www.redpillstudio.hk)

### ▶ 媽媽你在哪？

雞媽媽和她的兩個孩子住在一個郊外農場。一天晚上，雞媽媽的兩個孩子求她讓他們到農場附近的湖邊，他們很想看看這個在晚上會發光的湖。

雖然雞媽媽拒絕了，但孩子們還是等她睡了後偷偷地去了。

他們回來後，卻發現雞媽媽被人帶走了，於是他們決定要不顧一切將媽媽帶回來……

### ▶ Mama where are you ?

Mrs. Hen and her two lovely children lived in a small farm in the countryside. One night, the two children begged Mrs. Hen to let them go to the lakeside. They knew that the lake would glow in the dark and wanted to enjoy the extraordinarily beautiful landscape at night. Though Mrs. Hen refused to let them do so, the two children went to the lakeside secretly after she fell asleep.

After visiting the lakeside, the children got back and found that Mrs. Hen was kidnapped. They decided to try their best to bring Mrs. Hen home...

### ⚙ 關於 Redpill Studio Limited

Redpill Studio 希望成為香港創意工業的領軍先驅。

Redpill Studio 希望在電視、電影和廣告中，透過其動畫、攝影和音樂在社會中帶來正面的影響。

### ⚙ About Redpill Studio Limited

As it aspires to become one of the leaders in advancing local creativity production, RedPill Studio wishes to bring a positive influence to society through its works and to contribute towards the ever-growing market in television, film-making and advertising in the form of 3D animations, motion graphics, cinematography, sound designs and music production.

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## 種子創作室 Seed Explosion



網址 Website: [seedexplosion.com](http://seedexplosion.com)

### ▶ 玩玩具

在香港這個急速改變的城市中，很多事物都滄海桑田，面目全非。

童年是很多人的快樂時光，然而不同年代的小孩有不同的玩具。本動畫由不同年代的玩具作為切入點，表現時代的變遷。本動畫也希望傳遞一種情懷回應時代——「時代變，處境變，情懷未變」。

### ⚙ 關於種子創作室

種子創作室的商標由「種子」和「爆炸」組成，認為每一個想法都是一顆「種子」，希望把這些種子爆開，創造各種無窮無盡的宇宙。

種子創作室的主要業務包括設計、動畫廣告宣傳、宣傳片、短片、拍攝以及電腦合成。

### ▶ TOYS

Our work title is “Toys” as we want to use traditional toys to express the many things in Hong Kong that are changing rapidly. Hong Kong is a quickly-developing city, where many traditional buildings and much culture have disappeared, not to mention toys.

Toys are indispensable to a great childhood, but every generation has their own iconic toys. In the story, we show different toys of different generations to represent the changing times. We hope that our animation can evoke nostalgia among the audience. While time flies by and things change, love still goes on.

### ⚙ About Seed Explosion

The Seed Explosion logo is formed by symbols of the “Seed” and “Explosion”. It represents: every idea is a seed. Seed Explosion hopes its “Idea-Seed” can explode like the Big Bang, that its ideas can spread all over the world and form a limitless universe.

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## The Meaning of Soul



評審推薦  
Jury's  
Choice

### Ⓜ 餓星人

本故事講述三名外星人——H、F和O，他們在回家途中因導航儀沒有電力而被迫降落地球去找電源。三名外星人跌跌撞撞地進入了一間住宅，並成功地為飛碟充電，但卻誤碰搖控而把電視機開著了。電視上的一個烹飪節目把饑餓交迫的外星人看得口水直流，三名外星人決定在屋中廚房化身初級學廚，邊學邊做，運用「起死回生」的超能力將廚房裡的所有廚具食材活化成生動的角色，瘋狂地大搞一場煮食派對。

### Ⓜ HFO (Hungry Flying Object)

This is a story about three aliens, H, F and O, who were forced to land on Earth because their spaceship didn't have enough battery during the flight home. H, F and O had successfully charged their spaceship by sneaking into an apartment, but then accidentally touched the TV remote control and turned on the TV, and the cooking show made them very hungry... So they decided to become little chefs, to watch and learn, and to cook in the kitchen. They used their superpower to bring things to life, including all tableware and food in the kitchen, and started the craziest cooking party.

### ⚙ 關於 The Meaning of Soul

The Meaning of Soul 是一群有衝勁、對動畫充滿夢想的人，齊集專長各領域且志同道合的夥伴，包括導演、編劇、原畫師、美術設計、3D 動畫創作人士。

The Meaning of Soul 深信以全方位的整合能力來成就偉大卓越的動畫。

### ⚙ About The Meaning of Soul

The Meaning of Soul is a group of passionate people with dreams in the animation industry. It brings together friends in different fields that are like-minded, including directors, screenwriters, artists, graphic designers...

The Meaning of Soul believes that together it can make great and awesome animations with an all-rounded strategy.





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☆ 同時為「師友嚮導計劃」導師  
Also as mentor of Mentorship Program



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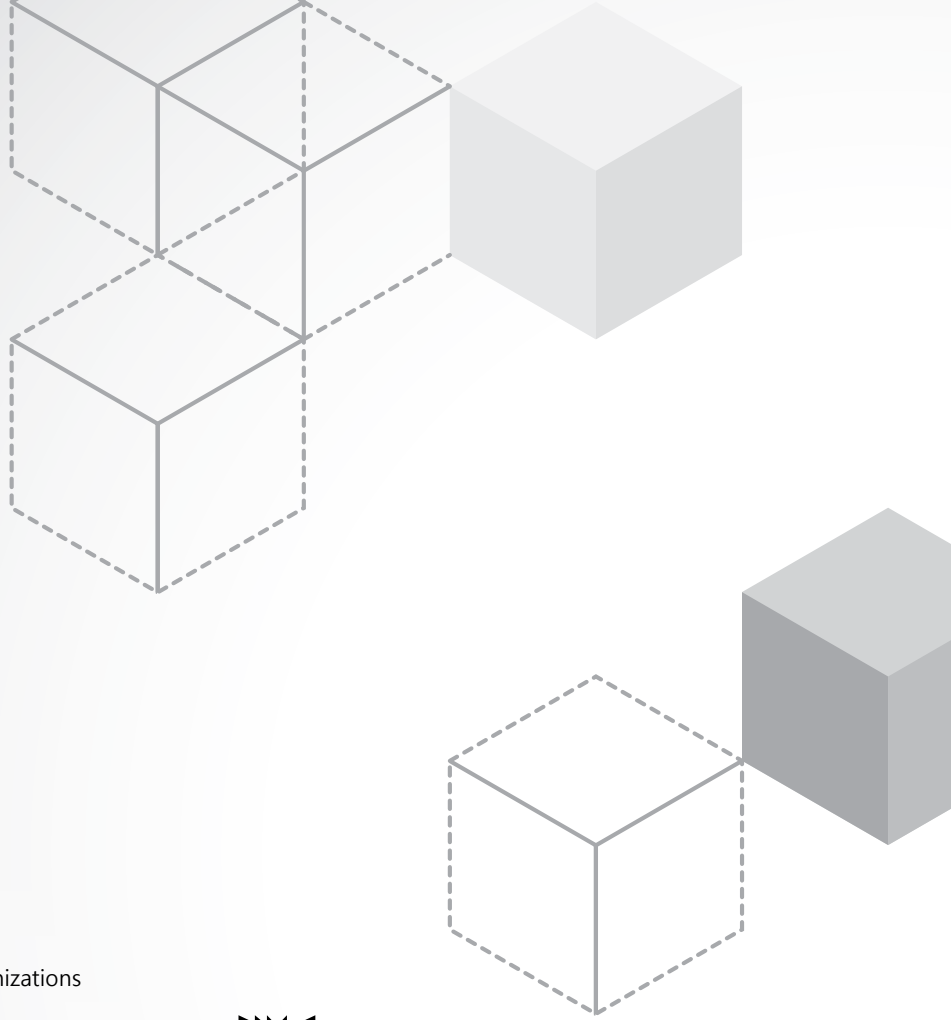
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