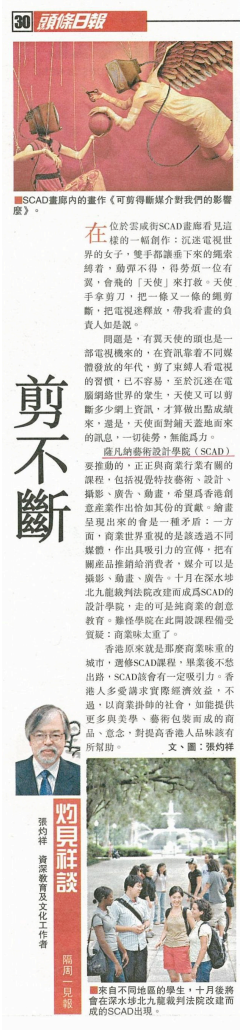
Headline Daily
“Entangled”
March 22, 2010



30 頭條日報

SCAD畫廊內的畫作《可剪得斷媒介對我們的影響麼》。

剪不斷

在位於雲咸街SCAD畫廊看見這樣的一幅創作：沉迷電視世界的女子，雙手都讓垂下來的繩索綁着，動彈不得，得勞煩一位有翼，會飛的「天使」來打救。天使手拿剪刀，把一條又一條的繩剪斷，把電視迷釋放，帶我看畫的負責人如是說。

問題是，有翼天使的頭也是一部電視機來的，在資訊靠着不同媒體發放的年代，剪了束縛人看電視的習慣，已不容易，至於沉迷在電腦網絡世界的衆生，天使又可以剪斷多少網上資訊，才算做出點成績來，還是，天使面對鋪天蓋地而來的訊息，一切徒勞，無能爲力。

薩凡納藝術設計學院（SCAD）要推動的，正正與商業行業有關的課程，包括視覺特技藝術、設計、攝影、廣告、動畫，希望爲香港創意產業作出恰如其份的貢獻。繪畫呈現出來的會是一種矛盾：一方面，商業世界重視的是該透過不同媒體，作出具吸引力的宣傳，把有關產品推銷給消費者，媒介可以是攝影、動畫、廣告。十月在深水埗北九龍裁判法院改建而成爲SCAD的設計學院，走的可是純商業的創意教育。難怪學院在此開設課程備受質疑：商業味太重了。

香港原來就是那麼商業味重的城市，選修SCAD課程，畢業後不愁出路，SCAD該會有一定吸引力。香港人多愛講求實際經濟效益，不過，以商業掛帥的社會，如能提供更多與美學、藝術包裝而成的商品、意念，對提高香港人品味該有所幫助。 文、圖：張灼祥

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隔周一見報

來自不同地區的學生，十月後將會在深水埗北九龍裁判法院改建而成的SCAD出現。

“Entangled”

By Terence Chang, a veteran educator and cultural worker

I recently saw a work at SCAD Gallery on Wyndham Street: a female TV addict was slouching on a chair, with her hands tied up until she met a flying angel who saved her. With a pair of scissors, the angel cut off the robes one after another, and set the TV addict free – said the curator who showed me the painting.

The paradox is, the flying angel herself also has a television doubled as his head. In an era of multimedia boom, people struggle to get rid of television; but with thousands upon thousands of people obsessed with the virtual world of computers, how many robes does the angel have to cut off to make a difference? Or will fighting against the prevailing,

massive information that surrounds us end in vain?

Savannah College of Art and Design (SCAD) is offering programs that train professionals for the commercial sector, such as visual effects, graphic design, photography, advertising, and animation, aiming to contribute to Hong Kong's creative industry. The painting reflects a dilemma: the commercial world exerts to promote consumer products via striking uses of different media, which can be a photo, an animation, or an ad. SCAD will meet the public at the former North Kowloon Magistracy in Sham Shui Po in September. Its programs are criticized for leaning too much to the commercial sectors.

But in a commercial city such as Hong Kong, graduates from SCAD will certainly have a bright future – that is the attraction of SCAD. In a city that prioritizes economic benefits, commercial products and concepts that entail aesthetics and arts, SCAD may help bring the tastes of Hong Kong residents to new horizons.