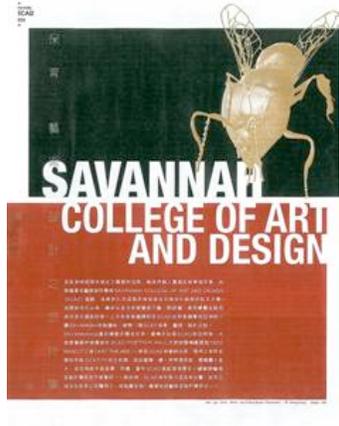


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SAVANNAH COLLEGE OF ART AND DESIGN

THE HISTORY OF SAVANNAH

THE ARCHITECTURAL STYLE

HISTORIC & HERITAGE ARCHITECT

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shopSCAD

SCAD SAVANNAH

PUTTIN HALL

MORING HALL



UPPER TEA ROOM

INDUSTRIAL CENTER FOR INDUSTRIAL AND FURNITURE DESIGN

MONUMENT HALL

THEATRE THEATER

JON LIBRARY



Savannah College of Art and Design

As the North Kowloon Magistracy Building in Sham Shui Po has been marked as a land renewal and conservation project by the government, the long-vacated court building has opened its doors for the renowned American art and design school Savannah College of Art and Design (SCAD) and this fall will become the first private university to make use of revitalized heritage sites in Hong Kong.

Since the beginning of this revitalization project, stakeholders and the general public have voiced their doubts about faculty caliber, expensive tuition fees and the success of revitalization. Last month, I was invited to a tour of conservation, art and

design at SCAD Savannah in Georgia. Savannah is also well known for her output of honey, which makes the honeybee the perfect talisman for SCAD. The bee sculpture hanging at SCAD's Poetter Hall is referred to as the "Bee Mascot" or "Art the Bee". Since its founding, SCAD has adopted gold and black for its colors, as those hues are largely associated with the bee. Bees defy their own disproportionate body-span structure to take to the air, just as SCAD defied the odds of building an art and design university in the historic township. Today, SCAD is flying high after years of buzzing workmanship and is recognized as one of the world's most extensive and acclaimed art and design schools.

The History of Savannah

In 1733, British general James Oglethorpe chose Savannah in the southeast of Georgia, United States, for his migrant settlement plans. It is today one of the most scalable cities on American soil. Historic architectural structures still stand in Savannah, and the city has proudly earned the label of "The Hostess City of the South" for its success as a popular tourist spot. The unique urban structure of Savannah encompasses 24 squares. Historic pictures present angular jigsaws with the deliberate designation of public spaces in the center of a square with residential, commercial and government structures neatly erected on these deliberate grids. It's been suggested that the settlements were intended to enable infantry logistics, mobilization and defense at times of confrontation.

The Architectural Style

Commercial chains like McDonald's dominate our general impression of American cities, along with modern infrastructure and gridlock. Savannah is an entirely separate landscape, consisting of colonial buildings with traces of European heritage. Shops and residences converted from old buildings are common. Savannah is one-fifth the size of Hong Kong but is no less rich in terms of storytelling materials. Everything in Savannah has a tale or two of its own. Varying architectural styles that prevailed in the 18th and 19th-century American streets can still be seen, with colonial minimalism, medieval cathedral-influenced architecture, and Victorian pragmatism to name a few. Celebrated craftsmanship of local blacksmiths gave birth to ornate works in many iron balconies, window grills and fences. Jeff Eley, professor of architectural history at SCAD, took us through downtown Savannah via a scenic circuit from Forsyth Park to Savannah City Hall, with unending sights of old architecture.

Jeff Eley, Professor of Architectural History

Jeff Eley specializes in modern architecture in Europe and the United States, as well as colonial architecture. He earned a Bachelor of Fine Arts degree from Virginia Commonwealth University and a Master of Architectural History degree from the University of Virginia. His areas of interest include domestic architecture and interiors of England from the Renaissance through the mid-19th century as well as the Arts and Crafts and Aesthetics movements. He has taught at SCAD since 1983 and has also served as the director of off-campus programs, dean of international studies, and vice president for academic services.

Historic & Heritage Architecture

City Hall

City Hall was the first building constructed by the citizens of Savannah. Built in 1799, it has housed the City Exchange, the Custom House, a post office, and newspaper offices, only to be razed in 1904. During the administration of Mayor Herman Myers, Savannah Contracting Company was given the contract to rebuild City Hall. Designed by Savannah architect Hyman W. Witcover, the new building became a Renaissance Revival structure with a granite and limestone exterior. Re-opened in 1906, it has continuously served as City Hall. The original copper dome was first gold leafed in 1987.

Waving Girl statue

The statue is Savannah's own Amah Rock (translator's note: Amah Rock is a Hong Kong landmark where a naturally shaped rock depicts a lady with a baby on her back seemingly longing the return of the husband) which was made in honor of Florence Martus – known for being a lonely lady. Legend has it Florence wanted to be the first to meet her husband as he returned to port and she greeted the passing ships that went to the Savannah Port by waving a handkerchief during the day, and she used a lantern during the night. She began waving in 1887 and waved for forty years. It was said that she never missed a ship. After her death, the Altrusa Club had the statue made in her honor in 1972. She is buried in Laurel Grove Cemetery.

City Market

Two market buildings originally located at River Street served as the meeting place where farmers and the fishermen would bring their wares to market. The first two market buildings were destroyed by fire in 1788 and 1820 and a third was torn down during the Civil War. The fourth building was built in 1872 with Romanesque arches, circular windows, and included an ornate brick design. But when the old Market was dismissed as a "relic", plans were made to tear it down and replace it with a parking garage. In 1954, after years of heated debate, the grand old market building was knocked down, but not without a proper farewell by the locals. The City Market was rebuilt and is thriving today. The former warehouse complex is now a hub for art workshops and galleries, live performances and exhibitions alike, and a place with an artistic aura.

Historic Savannah Foundation

The non-profit Historic Savannah Foundation (HSF) conservation organization was established in 1955 as part of a grass-root campaign. HSF works closely with the Chamber of Commerce, private properties and SMEs to advocate heritage revitalization and conservation in Savannah. As CEO of HSF, Daniel G. Carey has 25 years of experience in work associated with conservation and redevelopment of old buildings and heritage. As he points out, the operation of HSF is funded by a revolving fund that finances the purchase of old buildings which are then renovated for the market of conservation-conscious buyers who are willing to take the revitalization further. "We have successfully preserved over 400 buildings, yet we

face a number of challenges, funding being first and foremost of these. Managing tourism also puts pressure on our work to protect our resources – despite the fact that more than 7 million tourists come to Savannah each year, they also pose a problem,” says Carey.

Movies

As Savannah does not lack in historic relics and heritage, it is also the set for many films, including *Treasure Island*, *The General's Daughter*, *Glory*, *Boogeyman* and *The Last Song*. *The Conspirator* will hit screens this year and is directed by Robert Redford, who personally went on set in Taylor Street, Savannah. Redford's love for the place can be seen in his earlier release, *The Legend of Bagger Vance*, which also has a story based on Savannah. The best-known Savannah movie is probably *Forrest Gump*, which sets its opening scene in the old town of Savannah. The scene where Tom Hank's character Gump waits for the bus on the bench with a box of chocolate delivering the famous line, "Life is like a box of chocolates, you never know what you're going to get," was shot in Chippewa Square. The bench that appeared in the scene has since gone to Savannah's history museum and remains on exhibit.

Rumors

One should experience the supernatural side of the place as they tour Savannah! As Savannah was ravaged by war and plagued by disease, the city saw carnage and was forsaken for a period of time. With all the ancient buildings and Spanish moss that gets on most trees, going out at night in Savannah can be an eerie affair. Hearse is the only limo company in Savannah that offers a haunted tour. One can prove their mettle with an overnight stay in one of the haunted houses. The American Institute of Parapsychology named Savannah "America's Most Haunted City".

SCAD in Savannah

I've talked about the interesting history, background and architecture of Savannah. Let us now talk about SCAD's place in Savannah. Apart from being the famous art and design school, SCAD is known for its expertise in conserving and revitalizing old architecture. In Savannah, there are about 70 revitalized buildings that illustrate SCAD's expertise in conservation. Savannah probably would not be the same today if it were not for the restoration efforts of SCAD.

As much as I learned about their teaching practice during the SCAD visit, the trip was also a history museum visit. Their vision and direction in education, the infrastructure investment, and the revitalized main campus building and the collision of innovation and heritage provides inspiration to anyone's education in this town, resulting in the abundance of artistic and creative talents. We took a tour to see the landmark buildings of the campus and to hear about it from the faculty members themselves.

Poetter Hall

Designed by William G. Preston as the Savannah Volunteer Guards Armory, the Romanesque Revival-style building features deep arches, massive corner towers and ornate wrought iron balconies overlooking beautiful Madison Square. The building, which originally contained a drill hall, ballroom, large company rooms and a club for the guards, now houses the SCAD welcome center, the departments of admission and graphic design, shopSCAD and the May Poetter Gallery. The historic significance of the structure was recognized by its nomination for inclusion in the National Register of Historic Places. "Graphic design has expanded from its print premise to the online virtual space; web applications and digital technology are now compulsory disciplines for students. They are required to be equipped with skills related to web design, moviemaking and animation," According to John Waters, chair of graphic design at SCAD.

John Lowe, Dean of the School of Communication Arts

John Lowe has been dean of the School of Communication Arts since 2008. He earned a Bachelor of Fine Arts degree from the University of Tennessee and a Master of Fine Arts degree from SCAD. Lowe taught sequential art at SCAD beginning in 2001, and became chair of the department in 2002. During his tenure as chair, he created the award-winning annual SCAD sequential art anthology and wrote the book "Working Methods: Comic Creators Detail Their Storytelling and Artistic Processes." He has served as an illustrator for such respected clients as DC Comics, Marvel Comics and Archie Comics, and his illustrations have been published by Dark Horse Comics, the Cartoon Network and Warner Brothers Animation.

John Waters, Chair of Graphic Design

John Waters served as president and creative director of Waters Design Associates in New York for 25 years. He worked for such clients as American Express, James River, IBM, the Wall Street Journal and the United Nations, among many others. He held a professorship of visual communications at the School of Visual Arts, Pratt Institute and Syracuse University. He has juried shows for ADC, SPD, AIGA and D&AD Global.

shopSCAD

A gallery store next to Poeter Hall, shopSCAD was founded in 2003 by President Paula Wallace, conceptualized and executed by shop director Amy Zurcher and alumna Katie Runnels with the aim of creating a brand new retail space and unconventional gallery. It houses the creations of the students, alumni, faculty and staff of SCAD. An online store (www.shopscad.com) was opened in 2005 and a second concept store opened in September 2006 in Atlanta.

shopSCAD director Amy Zurcher has a keen eye for creative talents and acts as a curator of creative works. Heeding to feedback and demands from customers, her buying decisions are based upon understanding and forecasts of market trends coupled with a supply of unique creations from SCAD artists and student opportunities. A close working relationship with SCAD Working Class Studio is also in place to design products for the marketplace.

Morris Hall

Standing behind Poetter Hall, Morris Hall was designed by John S. Norris and was originally a private residence. This Italianate structure has a second-floor balcony with intricate ironwork and an unsupported spiral staircase that leads to a cupola. It survived the Civil War, fires, earthquakes and floods. Morris Hall houses the illustration department, which purchased 40 professional illustration boards to stay ahead of technological advancements in the market. SCAD Illustration Chair Alan Drummond thinks that “digital illustration is a compulsory subject where students must be able to showcase their work *with*, not limited to, free hand skills. Illustration designers can progress to a wide range of careers, including art direction, graphics design, publishing or games design.”

Allan Drummond, Chair of Illustration

Allan Drummond is chair of SCAD's illustration department. He worked as a journalist before studying graphic design at the London College of Printing, and illustration at the Royal College of Art. His clients have included the New Yorker, the Times and the Daily Telegraph, as well as design groups in the United States, Europe and Japan. He also designed and produced the murals for Holborn Station, a London Underground interchange.

Gryphon Tea Room

Opposite Poetter Hall is a former pharmacy turned Gryphon Tea Room, originally built in 1926. Today, it serves as a relaxing teahouse allowing customers to admire the antique furnishings. Fourteen original stained glass windows with a mortar and pestle (translator's note: original Chinese suggested the meaning of “military cannon” for the word “mortar”) motif to convey the original purpose of the shop. Spanning half the room is a beautiful hand varnished wooden counter that was built by SCAD to recreate the sensation of a typical English tearoom. A ceiling done completely in fabric adds a strikingly novel touch, both by past and present standards, to enliven the room. The half-lion half-eagle Gryphon motif is subtly repeated throughout as well.

Gulfstream Center for Industrial and Furniture Design

The Gulfstream Design Center was an industrial warehouse built in the 18th century. It underwent renovation to be retro-fitted with industry-standard studio and production facilities. For the past two years, students from the industrial design department have collaborated with cordless telephone company VTech located in Hong Kong. Of the students who have participated in the collaborative project, five have been offered an internship or full-time employment.

David Ringholz, Chair of Industrial Design

David has more than a decade of teaching and design experience. He was a university research associate at the Center for Universal Design, where he published extensively in the fields of user-centered product development and design for

diversity, which include graphic design, web development, product design, commercial interior design. He joined the SCAD industrial design faculty in 2008. He supports sustainability and diversity in the classroom. He was most impressed by the design work his students did for the community, "Take the Haiti earthquake for example, five groups of students supported the disaster relief programme by designing an economic operation pattern, mobile toilets and even fundraising t-shirts to help rebuild their homes."

Montgomery Hall

This former carriage factory is now the facility that serves as the college's digital media center, featuring high-end film and animation production technology and is also headquarters for the animation, motion media design, interactive design and game development, and visual effects departments. It houses 800 computers in its classrooms and labs, in addition to La Galerie Bleue and Byte Café. Showcasing historic brick and wooden beam structural elements, the modern usage and archaic features of the building is a sparkling combination of new and old.

Jose Silva, Professor of Animation

Jose Silva was raised in Mexico. He is an independent animator who is deeply into traditional art. Silva earned a Titulo de Licenciatura en Disenrafico from La Universidad del Bajio and a Master of Fine Arts degree from SCAD. His work has been featured in numerous forums in Mexico and the United States. In 2000, he won first place in "The Art that Moves Us," a national competition sponsored by Daimler-Chrysler. And in 1999, his work received honors in "Protect Our Cultural Heritage," an international competition for UNESCO.

Trustees Theater

This theater opened as the Weis Theater in the midst of the post-World War II construction boom, offering live performances and screening films of interest to the Savannah community. The theater seats 1,105 people. Its façade has a neon marquee, and the repaired lotus columns and cove ceilings revive the theater's original glamour. SCAD managed to restore many of the original attributes of the theater, including salvaging and reupholstering most of the original seats. The crowning touch is the mural in the lobby, which was conceived and executed by SCAD's historic preservation graduate Robert MacGregor. The mural is inspired by the imperious years of "Henry V" and invokes the post-World War II spirit. The theater operates year-round as a large venue for the film and television and performing arts departments, among others. It also offers lectures, live performances, and is the hub of SCAD's annual Savannah Film Festival.

I was lucky to have been at the SCADemy Award Films ceremony, an annual event that recognizes the year's graduate films. An important fixture for SCAD, the ceremony has a rundown mirroring the real Oscars and features professional graduate pieces.

Peter Weishar, Dean of the School of Film, Digital Media and Performing Arts

Peter Weishar is the dean of the School of Film, Digital Media and Performing Arts at SCAD. He has been an art director and animator for more than 20 years has been dubbed the "On-screen Genius". His work has appeared in Newsweek and U.S. News, Disney's EPCOT Center, and at the SIGGRAPH Electronic Theater. Before joining SCAD, he served as director of the new media and computer animation programs at New York University's Tisch School of the Arts. Weishar is the creator for the Strata 3D Pro Video Series and is also author of the innovative texts "CGI: The Art of the Computer Generated Image" and "Blue Sky: The Art of Computer Animation"

Jen Library

Built during the 1890s, the structure has housed at least five different businesses in its lifetime, including Levy and Maas Brothers department stores. The building was acquired by SCAD in 1996 and was transformed from its original purpose into one of the largest art and architecture libraries in the United States. The library is named in honor of SCAD benefactors Jim Jen and Lancy Jen.

York Hall

This Mediterranean-style building was constructed in 1906 and originally housed the U.S. Marine Hospital. The history of Marine hospitals dates back to a 1798 act that provided for the care of sick and injured seamen. The Marine Hospital Service was reorganized in 1870 and expanded to include the treatment of infectious diseases. The Savannah hospital was converted into a clinic in 1969. In recent years, the building also housed the Westside Urban Health Center. Today, York Hall serves as SCAD Savannah's center for academic services administration.

Tom Fischer, Chief Academic Officer

Tom Fischer is currently professor of photography and Chief Academic Officer at SCAD. Having taught at SCAD for over 20 years, he applies modern technology and techniques to traditional processes and philosophies. He is one of the world's most renowned photographers. With an impressive photography career, he has worked as a professor of photography and an author of published photographic works and has also been an active member of the photography community for almost two decades.

Fischer learned and worked with famous landscape/nature photographer Ansel Adams for four years. After Adams' death in 1984, he continued to work at his workshops in Yosemite and Carmel. Fischer's work is deeply influenced by Adams, from whom he learned important insights that led him to develop his own style. His influenced work includes his large-format black and white images that are held in numerous public and private collections and have been shown in more than 60 exhibitions in galleries and museums in the U.S., Europe and Asia. His most recent publication is *Paradise/Paradox*.

In the past 30 years, Fischer has received numerous awards and honors including: NEA (National Endowment for the Arts) fellow selection; listing in Who's Who in

American Art; he has been nominated three times for the U.S. Professor of the Year. He recently showcased his work in Hong Kong's SCAD Gallery.

Clarence Thomas Center for Historic Preservation

The Clarence Thomas Center for Historic Preservation is a former convent of the Franciscan Sisters of the Immaculate Conception. The handsome Greek Revival building was constructed in 1908. The Center is named after Supreme Court Justice Clarence Thomas, who studied at the adjacent school. The building, which now bears his name, has been fully restored by SCAD. It is now the preeminent site for the study of historic preservation.

The state-of-the-art facility houses a conservation laboratory, a restoration workshop, an outdoor work pavilion, lecture and drafting classrooms, a computer lab, exhibition space and a lecture hall. Being an art and design school, SCAD established its historic preservation curriculum at its inception to train conservation specialists. Faculty chair Jeanne Lambin has a degree in anthropology and used to work at the National Trust for Historic Conservation. She joined SCAD three years ago. "A Conservation course is much needed, students can apply their skills in conservation, urban revitalization and horticulture and landscaping to run different conservation projects," according to Jeanne, who led students on a research trip at SCAD Lacoste. She thinks that the success of heritage revitalization lies in drawing interaction at the community level. SCAD's Chief Academic Officer Tom Fischer revealed plans to start a historic preservation program in Hong Kong in 2-3 years to groom local talents.

Savannah Bee Company

Walking down a street in Savannah, I came across Savannah Bee Company, a honey specialist. The much-talked about Savannah honey and SCAD's own story reflecting the bee's unlikely ability to soar gave me reason enough to nose into the world-famous honey emporium.

Founder Ted Dennard learned "beesiness" from an old veteran beekeeper called Roy Hightower and started to cultivate his interests in bees and honey extraction. After college, he joined the Peace Corps and was sent to Jamaica to offer his beekeeping skills to the locals to enhance their livelihoods. He began to extract his own honey and sell his products in retailers' shelves in Savannah in 1999. Ted's honey can now be found in over 1,000 stores.

Dennard established his own shop in downtown Savannah in 2008. Praise abounds for Savannah bees and honey: "Savannah bees are European, through extraction, we can identify the honey and ascertain which flower it comes from by its colour and flavour. Most of our honeies are hand-extracted and packed in Savannah. Various types and flavours of the extracted honey can be used in different catering purposes, for multiple food and beverages," explained Ted. Savannah Bee Company worked with SCAD and Leopold' Ice Cream Shop to launch the Honey Almond flavour in celebration of SCAD's 30th anniversary.

SCAD New Alumni Festival 2010

Savannah's tourism peaks in May and June as final-year students complete their graduate projects and busy themselves with the annual exhibition that brings friends and families, artists and designers flocking in for the graduation-cum-vacation. Since 2004, SCAD has hosted the SCAD New Alumni Festival in Forsyth Park as congratulations for four years of hard work by students. Each year at the Festival, Indie rock becomes the highlight for SCAD's students, faculty and staff, as they enjoy themselves with music and dancing, drinks and picnics--like Woodstock. This year's lineup included Crash Kings, Galactic, G. Love and Special Sauce.

SCAD Annual Show & Graduation Show

SCAD faculties organize their graduation shows to showcase student talents. This important annual community event is hosted at different spots, keeping visitors busy all day getting to different parts of Savannah.

Graduation Ceremony

Graduation takes place the morning after the annual SCAD New Alumni Festival, where outstanding students and professors are also awarded. The event marks a new page for the creative journey of graduates.

Interview with Scott Ross

Executive Advisor, SCAD School of Film

M: When did you first get into visual effects?

S: I was first in touch with visual effects back in the late 70's. It was a time of manual productions and films. In the early 80's, I worked for a company in filming post-production and later joined Lucasfilm's Industrial Light and Magic (ILM). I put my hands on CG productions for the first time in the late 80's.

M: Hollywood productions often advocate "big cast and big budget for great box revenue". What's your view on this?

S: I would say there's the need for "big budget and striking visual effects for success". I have noticed an interesting phenomenon in recent years: out of the top 20 box office in the U.S., only one film stars a top-tier actor (Johnny Depp in Pirates of the Caribbean). The rest do not have the luxury of top cast, yet very impressive visual effects. I think visual effects is the key to box office guarantees in this era.

M: Some say that visual effects should take an auxiliary role and should not dominate a film. Many films are completed with "Green Screens" technology and viewers pay to see "Green Screens". What value do visual effects hold in today's film industry?

S: Consumers want to see unseen things, spurring the use of visual effects. Mega productions have a goal in bringing visuals unprecedented and unforeseen to viewers. The Day After Tomorrow and 2012 are fine examples. Striking images with astonishing visual effects.

M: What is the future trend for visual effects? Will there be a full application of 3D production?

S: Trends change. If you have a reason to use 3D, use it. The latest 3D fad is a result of Avatar's success. Filmmakers think that 3D can drive movie-goers in theater. I reckon the novelty of 3D productions will gradually fade as fashion recycles, but people can still make some 3D films for now.

M: If visual effects did not reach the stage we have today, what do you think the film industry would be like now?

S: The industry is driven to invent "new things" in order to satisfy viewers with the creation of excitement. Producers continue to innovate and R&D for new and exciting concepts. Something else will be conceived in replacement if we didn't have visual effects. A great story is still the hardest part.

Interview with John Paul Rowan Vice President of SCAD Hong Kong

After serving at SCAD in Savannah and Atlanta for over 8 years, Rowan was named vice president for SCAD Hong Kong and is responsible for the oversight of the new Hong Kong campus. John played an important role on the executive team responsible for the development plan for SCAD Hong Kong. He also served in various leadership roles during the formation and ongoing operations of SCAD Atlanta and in operations at SCAD Savannah.

M: Is there a different strategy for courses offered in SCAD Hong Kong compared to the main campus?

J: Enrollment in Hong Kong is not limited to Asian or Hong Kong students. We aim at getting the most talented art and design students internationally. Applications we have received so far come from Hong Kong, Asia, the US, Europe and India. We are different from other courses offered at Hong Kong institutions, as we are a dedicated art and design school and not just a department or program: everything we do is related to art and design, including our extracurricular activities. Students at our Hong Kong campus will find themselves having the option to expand their studies at other SCAD locations or take internships. This is a relatively mobile and truly international educational undertaking.

M: Does SCAD Hong Kong offer any programs that are specially designed for Hong Kong or Asia?

J: Of course we cater to the local culture and interests and implement programs accordingly. We also have bespoke programs in art and design history, culture and film studies, to enable a special learning experience for students.

M: What are the main programs on offer in SCAD Hong Kong?

S: Graphics Design, Advertising, Animation, Illustration, Visual Effects, Motion Media, Game Design and Photography. There will be more to offer in the future, and we will gradually expand the campus space just like we did with SCAD Savannah.

M: As we all know, SCAD Hong Kong is a private university. How would you give confidence to the public?

S: Good question. As I have mentioned, we hope to seek out the best art and design talents internationally. We have in place very generous scholarships and we offer them to students with top grades and outstanding academic performance. Some students are hesitant with their applications because of the tuition fees. I say for those who want to get in to just show us the best you've got! We groom talents and provide the best education and career preparation to our students, and we will help you attend as long as you make your case to show us that we want you.

Interview with Bob Dickensheets Preservation Specialist

Bob Dickensheets is the director of construction and preservation, SCAD Hong Kong, and manages the conservation and adaptive rehabilitation of the historic North Kowloon Magistracy Building. During his long association with SCAD, he has served as public service coordinator and preservation specialist, European director of special projects and a historic preservation professor. Most recently, he supervised the university's rehabilitation of SCAD Atlanta's historic Ivy Hall. He also has overseen award-winning conservation projects in Savannah and Sapelo Island, Ga., and Lacoste, France.

M: A lot of architecture in Savannah has a long history. Does the relatively young North Kowloon Magistracy Building present an easier revitalization task?

S: Although it is only half a century old, it is a massive building. We hope to preserve as much of the features, its outlook and the building structure as possible. This is a very intricate project as some features are overly obsolete and conceptually too difficult to protect or renovate. But we will make our best attempt and will improve areas such as electronics and ventilation in compliance with guidelines from the construction department, making it a compliant work and study environment.

M: Having worked in various conservation projects for SCAD, can you tell us about some of their differences?

S: Different cities and environments pose their own problems. SCAD Lacoste has a problem of ancient buildings, with one of them having 800 years of history. (M: 800! How do you even start with that?) That's exactly the problem. Many original architectural elements disappear with time. Savannah is a perfect little museum and you try your best to keep things perfect. For the Atlanta project, there was only one building standing at the end and the rest of them had to be demolished. Only the Ivy Hall built in 1885 remains. The North Kowloon Magistracy Building is Hong Kong's first heritage conservation project.

M: In Hong Kong, money matters above history and heritage, where the government usually sells them to private developers.

S: Every city faces this same issue and this is a point at the development process a city reaches in different decades. Whether or not something stays, the public will get

involved, discuss and witness. Heritage conservation is a new discipline to Hong Kong and it takes time to build its premise.

M: Do you think Sham Shui Po will follow the development of Savannah and expand the campus space of SCAD?

S: This is a wonderful problem to have. Every city has its own cycle; Hong Kong was a small town only decades ago. No telling if Sham Shui Po will be another Savannah. We all notice Sham Shui Po evolving. The Jockey Club Creative Arts Center (JCCAC) is nearby, and we are joining them to fuel a positive change in the community. Savannah had the same experience. And now? The place is filled with vitality. I see the creative energy of Sham Shui Po and I expect SCAD to come in and add to that positive energy.

SCAD Hong Kong will be offering 14 non-local courses of study in fall 2010, and courses will include advertising, animation, graphic design, illustration, interactive design and game development, motion media design, photography, and visual effects.

Undergraduate admission requirements include the following:

- The Hong Kong Certificate of Education Examination (Form V) completed with at least five subject areas passed is the equivalent of a diploma from a U.S. high school.
- Demonstration of English proficiency for students whose first language is not English will need to acquire one of the followings:
 1. Test of English as a Foreign Language (TOEFL) minimum scores:
 - a. 550 on the paper-based test
 - b. 85 on the Internet-based test with minimum subject scores
 2. International English Language Testing System (IELTS) minimum score of at least 6.5.
 3. Scholastic Aptitude Test (SAT) minimum score of at least 500 on the critical reading portion.

For other enquires and to apply online, please visit www.scad.edu/apply.