《怪獸公司》爲題 話劇匯報

迪士尼設計賽 薩凡納生奪冠

迪士尼樂園首度在香港舉辦「迪士尼幻想工程挑戰賽」，吸引七十支來自九所大專院校的隊伍發揮創意，設計自己理想中的迪士尼樂園。比賽最終由薩凡納藝術設計學院香港分校的隊伍勝出，三名女隊員結合歡樂和迪士尼卡通人物，期望把進場的遊客帶回童年時代，加上別出心裁的話劇式匯報，獲得評判青睞。冠軍隊伍將於明年一月到美國加州迪士尼幻想工程總部參觀，並有機會到香港迪士尼樂園實習。

記者 黃柏薇

冠軍隊伍由三名學生高釧、陳曉蕊和梁嘉詠組成，她們就讀薩凡納藝術設計學院香港分校二年級，分別修讀平面設計、廣告和插畫藝術學士課程。三人自言是「迪士尼迷」，更形容參加比賽是「夢想成真」，把自己一直於腦海中幻想的迪士尼樂園化成真實。

派餐牌玩具車印象深

參賽者須以香港迪士尼樂園爲基礎，設計一項新的娛樂項目。冠軍作品名爲「Monstorpolis」，高釧表示，作品是樂園內一個小區，以歡笑和迪士尼電影《怪獸公司》爲主題，設有過山車、蹤蹤車、4D影院等，「在電影中，主角一開始以爲尖叫聲是能量來源，但後來發現笑聲的能量更大。我們便以此爲主題，希望通過笑聲可以產生正能量」。

三人自六月起開始製作整個項目，除園區模型外，更製作三維動畫，介紹新園區內的各項設施。爲了讓評判留下深刻印象，她們在決賽匯報當中，花盡心思令評判有如親歷其境，「我們介紹餐廳時，把真實的餐牌分發給評判，又帶了真實的玩具車，即場玩『蹤蹤車』，逗得評判哈哈大笑」。

評判之一的華特迪士尼幻想工程創意發展及演出質量總監施志宏(Theron Skees)指，得獎隊伍的作品設計完整，在向評判匯報時，表現淡定，能展示出計畫內的詳盡細節，令評判留下深刻印象。冠軍隊伍將於下月到美國迪士尼幻想工程總部參觀，並於暑假到香港迪士尼樂園實習。

迪士尼幻想工程挑戰賽於美國已有二十年歷史，今次是首度於美國地區以外舉辦。施志宏表示，近年東南亞主題樂園發展迅速，於香港舉辦比賽的目的，是希望發掘有潛能的學生，讓他們了解「幻想工程師」的工作。

■薩凡納設計藝術學院香港分校三名學生（左起）高釧、陳曉蕊、梁嘉詠，奪得「迪士尼幻想工程挑戰賽」冠軍，並將於下月到美國迪士尼總部交流。 司徒華冠攝

比賽吸引七十支隊伍參加，來自九所大專院校的設計學院。亞軍和季軍分別由理工大學和香港知專設計學院學生奪得。

Sing Tao Daily News
"SCAD students win the Disney ImagiNations Hong Kong Design Competition: Used drama to present their 'Monsters, Inc.' designed theme area"
Dec. 13, 2011

The Disney ImagiNations Hong Kong Design Competition attracted 70 creative teams from nine universities, designing their own ideal Disneyland. The three young women from the winning team are students of SCAD Hong Kong. They wanted to create a themed attraction that would bring visitors back to their childhood by incorporating the joy and happiness brought by Disney characters. The winning team impressed the judging panel with their outstanding theatrical presentation. They will visit the Walt Disney Imagineering headquarters in California in January 2012; the team also gained internship opportunities at Hong Kong Disneyland Resort.

Winning team members include of Chase Ko, Gogo Chan and Leung Ka Wing, all of whom are students from SCAD. They are second year undergraduate students studying graphic design, advertising and illustration. All of them are fans of Disney, and they described this competition as a "dream come true" as this opportunity allowed them to turn their imaginative Disneyland into reality.

Judging panel impressed by menu and toy cars

Candidates were asked to design a new themed attraction area in Disneyland. The winning design, "Monstropolis," utilized the film "Monsters, Inc." as a theme, and offered facilities such as a roller coaster, bumper cars, and 4D cinemas. "In the movie, the main character at first thought energy resources were generated from screams, but eventually learned that laughs generate more energy," said Ko. The three students began preparing their project six months ago. Other than the model of the attraction site, they also produced a 3D animation to introduce the facilities inside the park. In order to impress the judges in the final presentation, they made the judges feel as if they had been transported into their creative scene. "We gave the judges real menus when we introduced the restaurant, and we brought toy cars to demonstrate bumper cars, which really entertained the judges." One of the judges, Theron Skees, Hong Kong Disneyland's director of creative development and show quality standards for Walt Disney Imagineering, said that the winning team project was complete, and team members showed great confidence and articulation in their presentation.

Disney ImagiNations has been held in the U.S. for 20 years. Skees said that theme parks in Southeast Asia have developed dramatically in recent years, and holding this competition in Hong Kong helps them to engage with local young talents, and to let students know more about the job nature of an Imagineer.

The competition attracted 70 creative teams from nine design institutes. The first and second runner-ups are teams from Hong Kong Polytechnic University and Hong Kong Design Institute, respectively.

Photo caption:
Three students from SCAD Hong Kong (from left), Chase Ko, Gogo Chan and Ka Wing Leung won the Disney ImagiNations Hong Kong Design Competition, and will travel to the Walt Disney Imagineering headquarters in California next month.