

## ***This Happened HK 2013***

With the development of advanced technology, we are all enjoying an easy life through innovative designs immersed in almost all of our surroundings. And the development never ends; artists and designers are using ground-breaking technologies to blend into art concepts and aim to bring remarkably creative, fun yet inspiring experiences to the world.

*This Happened HK* is a platform for people to know more about creativity and life, particularly focused on interactive design. Interactive design is always something look amazing, like magic, we never know how it works. And so, it's time for the magician to reveal the truth; 4 local outstanding interactive designers and artists are invited as guest speakers to share their creative ideas and working progress to the public! They are:

**Daito Manabe**, Japanese artist, programmer and VJ who never ceases to wow us with constant outflow of innovative tech/art experiments; **Ryan Rowe**, Associate Creative Director to the leading interaction design company, frog design. He applied designing solutions for projects across the mobile, web and automotive. **Toshiyuki Sugai** the Interactive Designer from Semitransparent Design, a creative team that operates across boundaries between the latest media technologies and design. **Maurice Benayoun**, respectful international media artist, was the assistant professor at Paris 1 University for more than 15 years, his works are aim to explore the potential of various mass media, and was shown in many significant exhibitions around the globe.

The third *This Happened HK* drives the force from creative talents, and for sure will bring incredible insights to the public through these spectacular presentations. It is open to public and free entrance.

### **About This Happened HK**

*This Happened* was founded in 2007 by Chris O'Shea, Joel Gethin Lewis and Andreas Müller aiming to bring insight to audience for better innovative work in the future. And in 2009 LED artist **Teddy Lo**, founder of LENOVIATION **Andrew Pang**, multi-discipline media artist and co-founder of Videotage **Ellen Pau** and new media artist/interactive web designer and director of pill & pillow **Henry Chu** brought *This Happened* to HK.

# This happened...

For immediate release

*This Happened* is a multi-functional event: it is educational as it raised public concern to interactive design and the creator's effort is acknowledged; it is informational when students interested in pursuing this career will know all the inside stories of the industry; it is also communicational, as artists and designers are able to develop connections with audience and other professionals through *This happened*.

## Speakers



Daito Manabe

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Toshiyuki Sugai



Ryan Rowe

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Maurice Benayoun