

Communication Arts exhibit

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08.15.11

HAB Civic Education Resource Centre interior identity

Environmental Graphics, Education

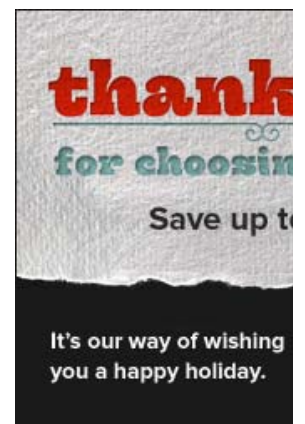
Marc & Chantal Design created this multi-dimensional and layered experience for Hong Kong's Home Affairs Bureau (HAB) Civic Education Resource Centre (CERC), turning it into a welcoming environment to teach youth cultural- and self-awareness, personal responsibility and citizenship. The scope of the project included the graphic identity for the center, the design of a Resource Corner (a library and two small conference rooms) and The Gallery.



The layered identity consists of a die-cut pattern of inspirational words that reflect the overall philosophy and values of both the HAB and the lessons taught at the CERC. The Resource Corner is an energetic and youthful space painted white with splashes of primary hues and sliding glass panels that allow natural light to flow through it. The Gallery, divided into five mini-sets, incorporates a mix of layered patterns and die-cut shapes to create environments symbolic of daily life in Hong Kong. Titled, My Room, My Home, My Neighborhood, My City and My Country, the

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elements of The Gallery encourage students to think for themselves and take ownership of their experiences.

The tour begins in My Room, a bedroom-like environment, where emphasis is placed on the individual. Further on, the My Home zone focuses on the interpersonal issues teenagers face within a family by mirroring a typical family-apartment with playful hints of Hong Kong (traditional mailboxes and Chinese incense pots) created with white-on-white die-cut patterns. Peering through a window from My Home reveals My Neighborhood; focusing on peer relationships and social interaction, it resembles a basketball court in Hong Kong's Victoria Park, with layers of shapes and outlines of mature trees framing the playing area. Finally, My City and My Country encourages visitors to discuss their personal goals and reflect on how they can contribute as individuals to the betterment of their society.

[photo credit: Grischa Rueschendorf, Marc & Chantal Design]

Marc Brulhart, director; Elise Inthavixay, lead graphic designer; Louis Yick/Mankit Kwong/Alison Guyard/Alina Lagarde, graphic designers; Jessica Collins-Grzyb, writer; Seni Limpoon, interior design director; Hing Chiu/Jennifer Yeung/Linda Lu, interior designers; Karman Kar, project manager; Home Affairs Bureau, HKSAR, client.

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