

Student Work

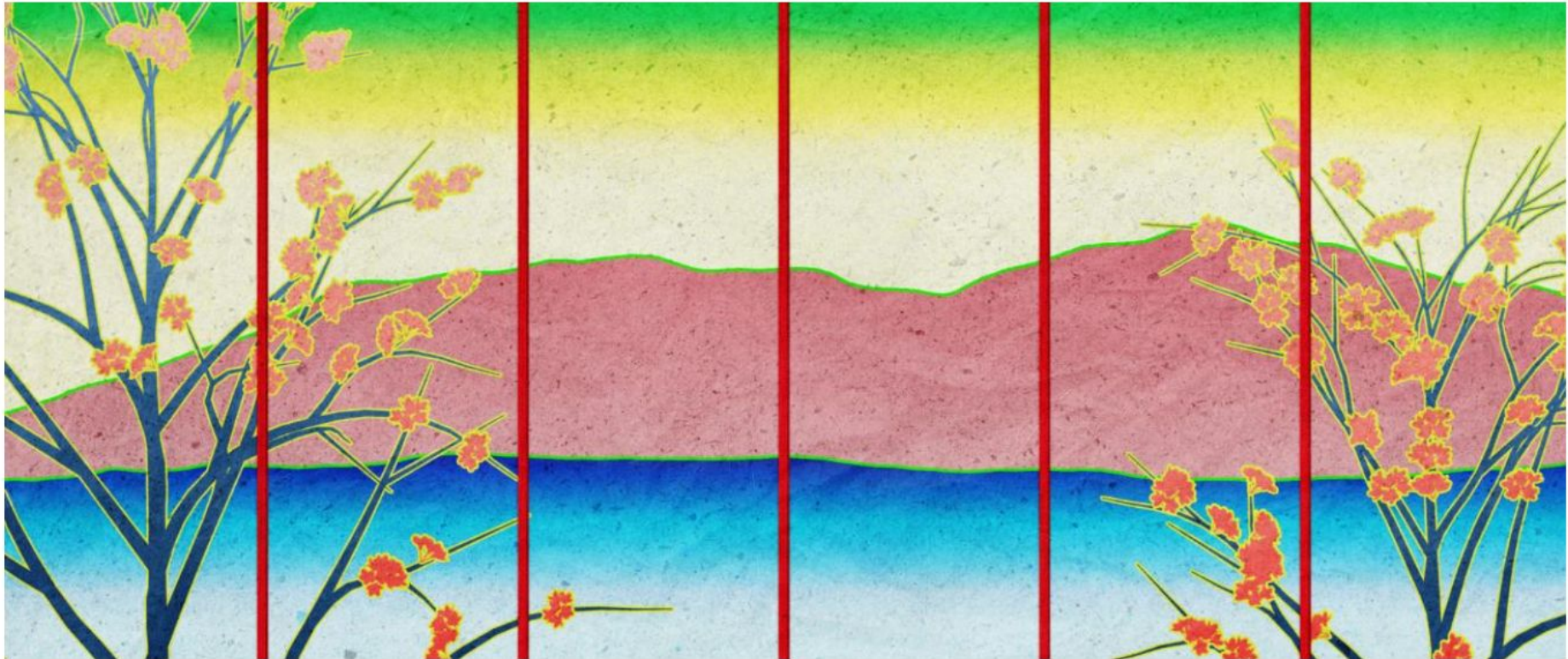
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Scott R. McMaster

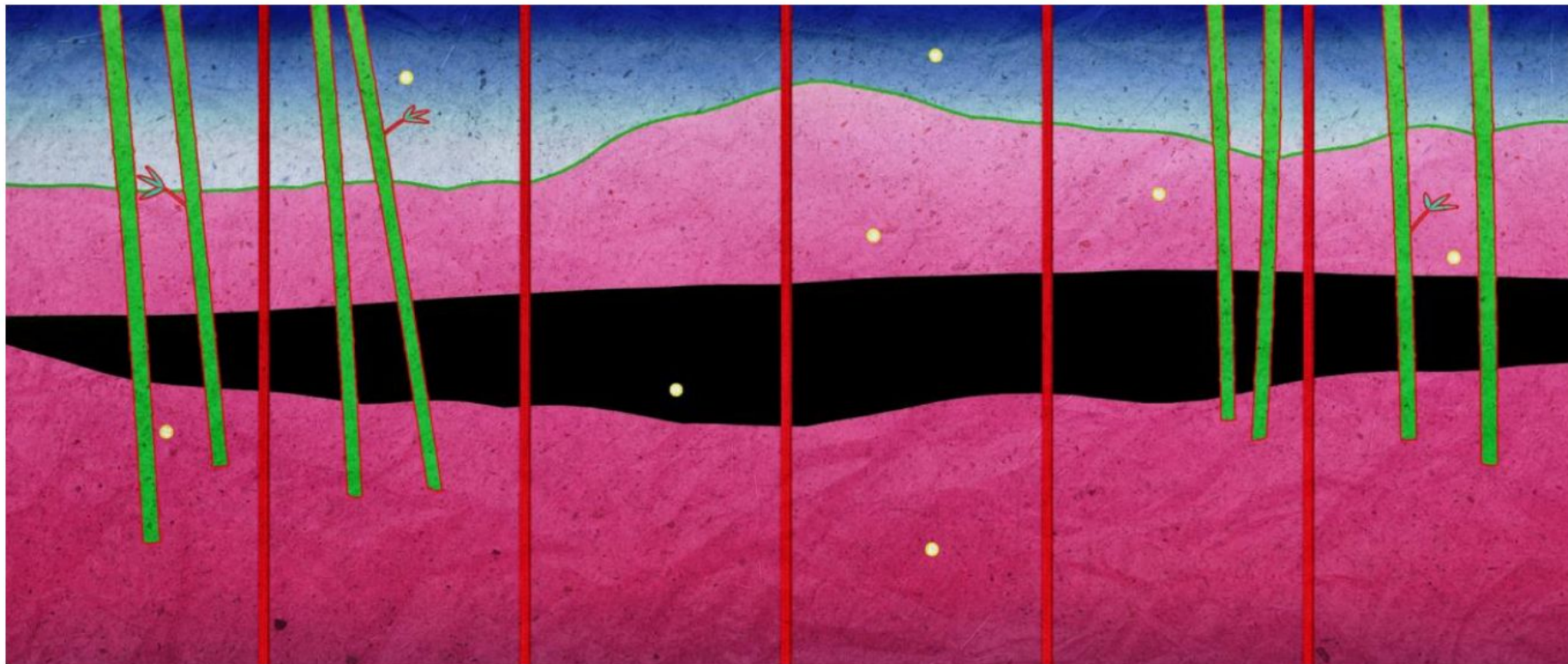
“Wabi-Sabi” - digital paint/3D modeling (VAC6003)

This project focused on the two major traditional Japanese aesthetics: Wabi and Sabi. These aesthetics have a long history and deeply affect Japanese culture, and the people. Many of the art creations have a sense of these aesthetics, for example literature, painting, performant art, music, etc. This project will research on Japanese literature in order to understand how seasonal topic and Kigo (季語, season word) be an important part of those aesthetics. The classic Japanese literature Makura no Sōshi (枕草子, The pillow book) and the poetry form Haiku (俳句) will be studied. Besides the research on theme and topic, there were visual case studies on the Edo-period Ukiyo-e (浮世絵) and contemporary Japanese animation, Mononoke (モノノ怪).

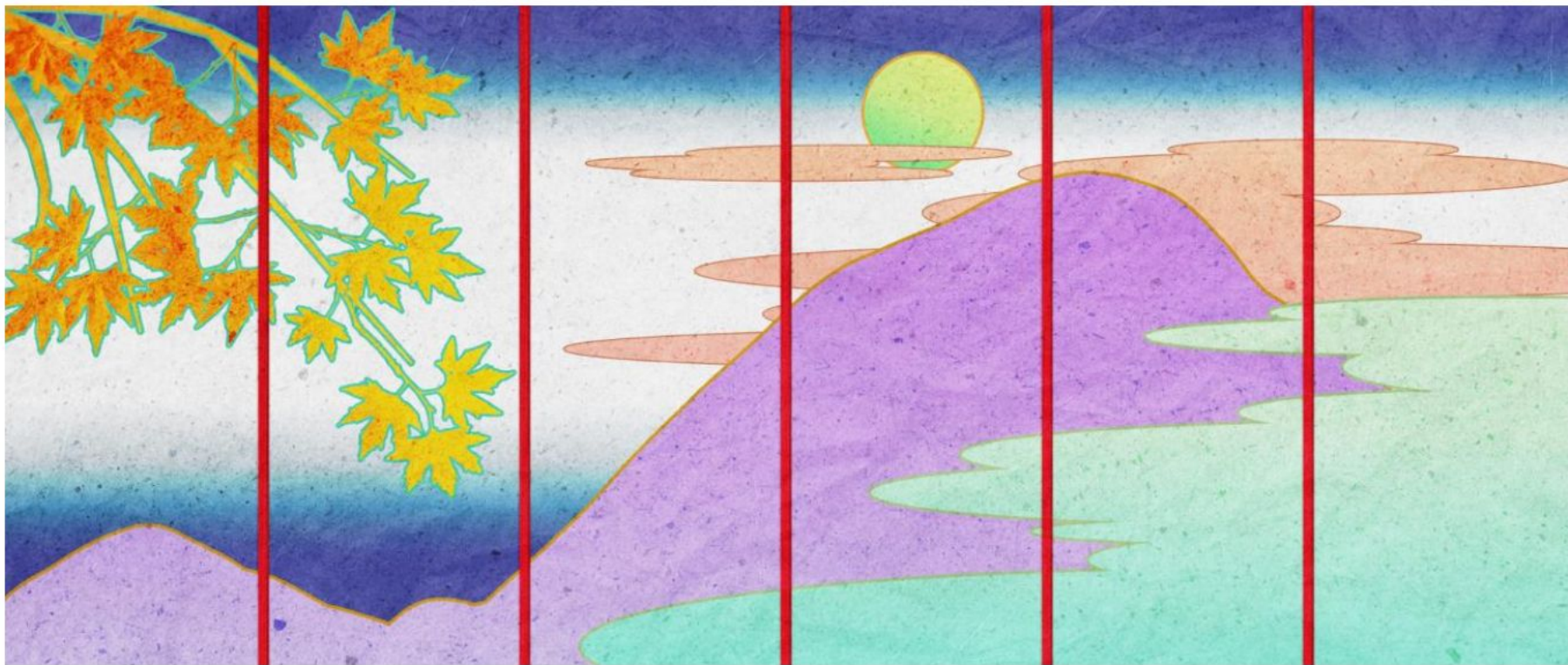
“Spring”



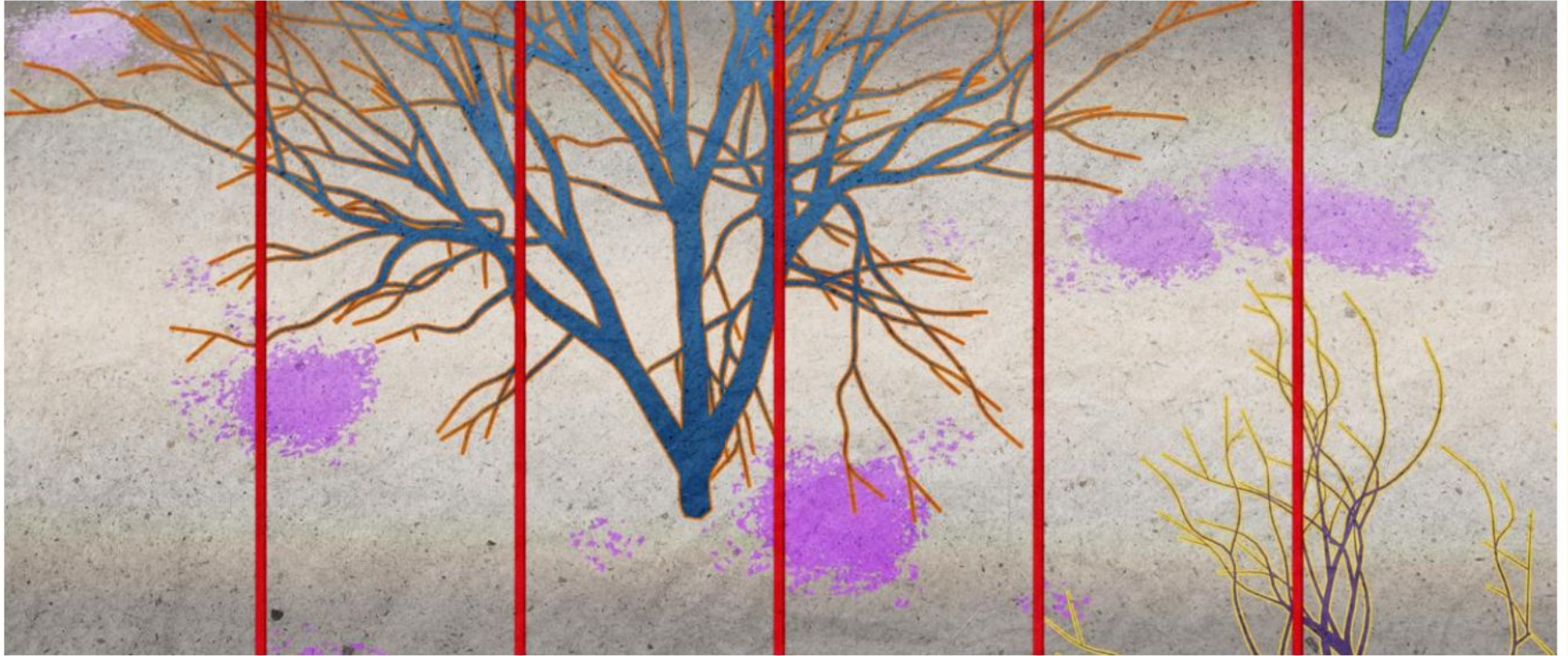
“Summer”



“Autumn”



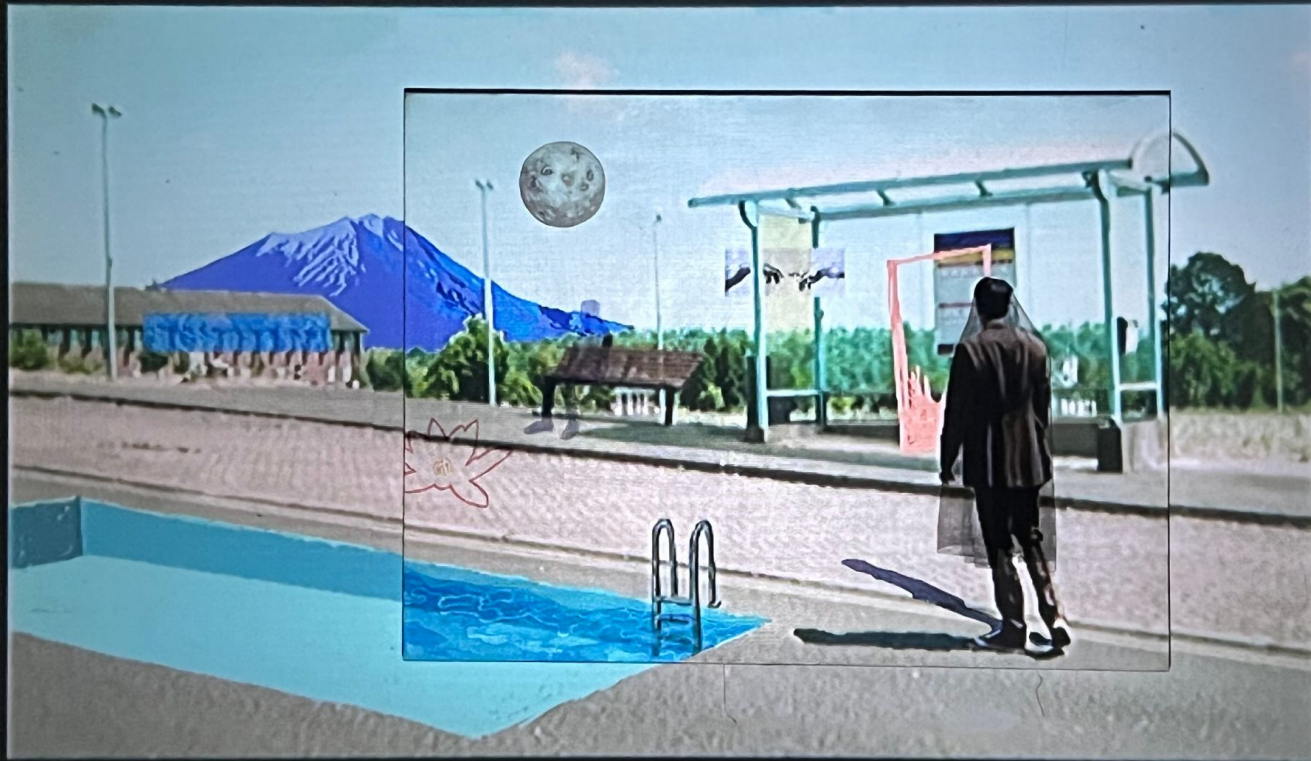
“Winter”



“Understanding the Qualities of Digital & Physical Art” -mixed media (VAC6003)

NFTs are driving the art market and there's great demand for digital art right now. A craze has formed and everyone wants to own a piece of it. While the demand for digital art has increased, some are worried that it could also cause an adverse effect on some artists that make physical artwork. There is an illusion in the art world that digital art and physical art are mutually incompatible. For this research, I focused on the study of the qualities of digital paintings and physical paintings. I would like to explore a suitable way to create a piece of art which integrates the qualities of the two mediums. It is believed that there is always an alternative way for physical and digital artists to adapt to the dynamic contemporary world.

“Lights Out”



“Lights On”



“Meta Neon” -mixed media/3D hologram (VAC6003)

In order to preserve the visual culture of Hong Kong's neon signs, in this design, I conducted a field survey on the streets of Hong Kong, photographed and recorded the existing neon signs in Hong Kong, and finally took the neon signs as visual elements in the parallel world of the meta-universe. It reproduces the prosperity of neon lights on the streets of Hong Kong and reproduces the visual effects of neon lights in reality by using 3D holographic projection technology. In the future, when we enter the parallel universe, we will still feel the disappearing neon culture, as if we were there. Cyberpunk also belongs to future science and technology and is one of the manifestations of the meta-universe. Cyberpunk and visual culture highlight the analysis of aesthetics and media, which have formed this branch since the late twentieth century.

“Meta-neon” (entrance)



“Meta-neon” (detail)



“The New Century” -final project (ART2199)



“Sleepless City”-featured in Art Macau (ART2199)



“2050?” Poster Design anti-plastics campaign (CAC3011)

2050?



THERE WILL BE MORE PLASTIC THAN FISH IN OUR OCEANS BY 2050
WE NEED TO TAKE ACTION NOW. VISIT WWF.PANGLAB.CN



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Art & Culture Map” -graphic design (CAC3011)

SHAM SHUI PO 深水埗藝文地圖

ART & CULTURE MAP

Sham Shui Po is located in West Kowloon of Hong Kong. It is a special place that has many heritage buildings and historical site that attracts many arts and culture lovers to visit. We recommend 6 good places where you should go and visit.

SCAD HONG KONG
292 Tai Po Road, Sham Shui Po
SCAD Hong Kong is located in Sham Shui Po, a district characterized by a mix of residential buildings with government, educational and community facilities. SCAD revitalized the historic North Kowloon Magazine building, a former courthouse, into the leading site for the study of art and design in Asia, while honoring the structure's historic and cultural significance. (from SCAD official site)

Yen Chow Street Hawker Bazaar
373 Lai Chi Kok Road, Sham Shui Po
The other name of this covered market in Hong Kong is which was established in 1978. The market is known for selling fabrics, textiles, and other fashion related paraphernalia. The market has been popular with craft enthusiasts, design students, and professionals in the fashion industry for decades.

Yu Chau Street
Exit A2 of Sham Shui Po MTR station
Looking to make your shopping? You may visit the crowded street where ribbons, balloons and other crafting or sewing supplies are found. It is also called Bead Street, there the shops gather together and attract designers go there for collecting goods. However, most shops are closed on Sunday so remember to plan before going.

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YHA Mei Ho House Youth Hostel
Block 41, 70 Serwick Street, Shek Mei Estate, Sham Shui Po
With an aim to promote heritage conservation and rejuvenate historic buildings, Mei Ho House is one of the historic buildings revitalize through Partnership Scheme. It is now operating as youth hostels under Hong Kong Youth Hostels Association (HKYHA). Mei Ho House was one of the first eight Shek Mei Estate blocks, which marked the commencement of Hong Kong's public housing programme. The building witnessed the development of Hong Kong's public housing and the evolution of the residents' living environments since 1954. Mei Ho House is the only surviving Mark I. It shaped resettlement block in Hong Kong and the first design for public housing of the same category. (from official site)

Jockey Club Creative Arts (JCCAC)
30 Pak Tin Street, Shek Kip Mei
JCCAC is housed in an award winning architectural conversion from the former Shek Kip Mei Factory Estate, which was a stronghold for cottage industries half a century ago. Opened in 2006 and operating as a self-funded, registered charity, JCCAC is positioned as a multidisciplinary arts village and arts centre, providing studio facilities for the arts community and a relaxed environment for the public to experience arts and culture. Visitors are welcome to spend around freely during opening hours to discover for themselves the creative spirit of the place. JCCAC strives to support arts development in Hong Kong by helping to nurture young talents and generally promote arts and culture through the provision of space (arts studios and display venues) for creative work. (from official site)

Form Society
186 Tai Nan Street, Sham Shui Po
Wang Tefan is an artist and the founder of Form Society, which he determined to develop a creative space not to resemble a gallery. He thought that Sham Shui Po had chosen him to do this meaning thing. He loves Sham Shui Po because there are different culture and tradition. He would like to gather various working classes and people to visit this place. Currently, there are artists will set pop-up studios, stores, and exhibition. You may found changes of the exhibition every month.

Final Project- 3rd&4th year undergraduate (ARTE352)

