

THE HONG KONG ILLUSTRATION AND CREATIVE SHOW 2019



4 - 5 MAY 2019

INNOCENTRE, HONG KONG

SHOW REPORT

<https://illustrationcreativeshow.com/>

• SHOW OVERVIEW •

DATE / VENUE / ORGANIZER / MEDIA PARTNER /

COOPERATIVE / SCALE / CATEGORIES

FLOOR PLAN

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VISITOR CHART

• PROGRAM •

ARTJAM

SPECIAL MANUSCRIPTS GALLERY

SEMINARS

INTERNATIONAL FAN MEETING

NETWORKING PARTY

SPECIAL SELFIE ZONE

AWARD

• PROMOTION •

MOBILE APP

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OFFLINE PROMOTION

PRINTED MATERIAL

• EXHIBITION GALLERY •

[SHOW OVERVIEW]

The first edition of HKICS is a driving force exhibition behind the Hong Kong's illustration and creative industry. It is a communication platform as well as a business launch pad for illustrators and artisans to showcase their works and network with commercial clients.

With the theme “**Show Off Your Power**”, the show has gathered hundreds of powers from different artisans and opened a gateway to the illustration industry, handcrafts industry and the public who enjoy art and creativity successfully.



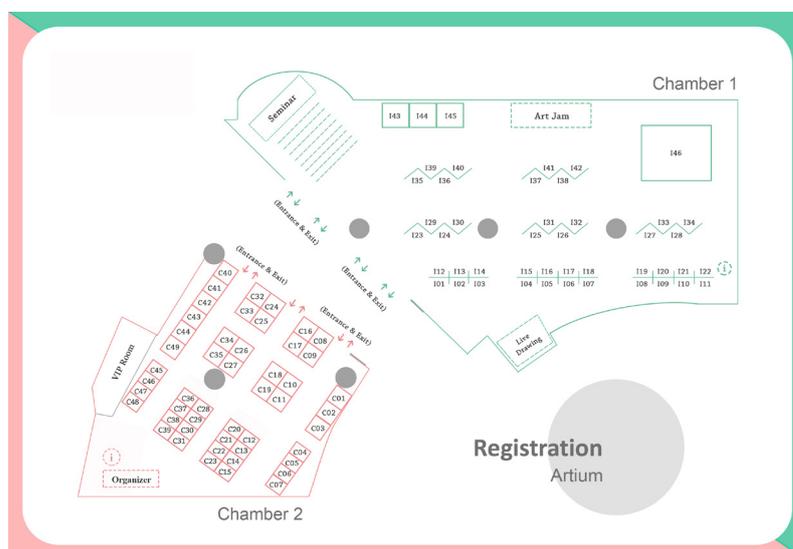
| DATE 4 - 5 MAY 2019 (2 DAYS)
| VENUE Chamber 1 & 2, InnoCentre Hong Kong
| ORGANIZER HKHands
| MEDIA PARTNER HKCreate
| COOPERATIVE QUIRE LTD. MAK'S BEER

| SCALE [Exhibitor] 112 Brands/95 Booths ; [Visitor] 2198 visitors
 Total 1,221 sq.m

| CATEGORIES [Illustration Zone]
 Illustration, Character Design, Picture Book, Painting, Graphic Design, Calligraphy, Independence Publication

[Creative Zone]
 Fashion & Accessory, Home Decor, Paper Craft, Embroidery, Leather Design, Stationery, Handmade Beer, Personal Care, DIY

[FLOOR PLAN]



[EXBITIOR CHART]

112 BRANDS 95 BOOTHS

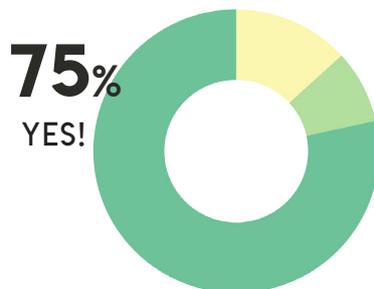
5 Countries & Regions:

(Hong Kong, South Korea,
Taiwan, Singapore, Thailand)

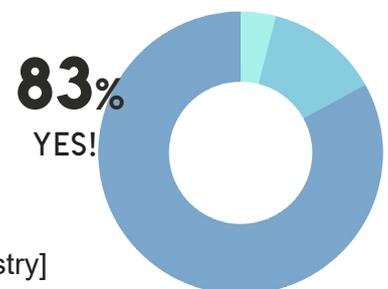
46%
CREATIVE
ZONE



54%
ILLUSTRATION
ZONE



[Can you feel
the exhibition
is different from
a popup market?]



[Do you
think HKICS can
support the industry]

[VISITOR CHART]

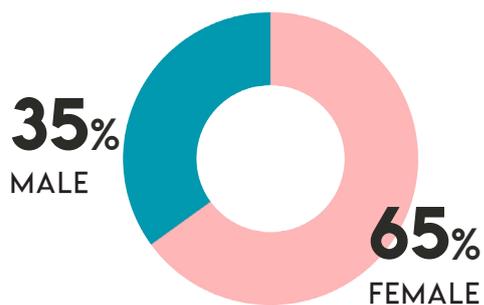
2,198

TOTAL VISITOR
(2 DAYS SHOW)

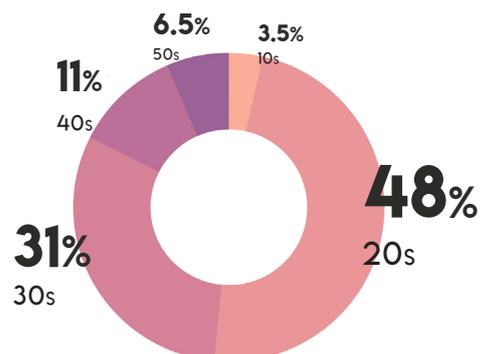
8 Countries & Regions

(Hong Kong, China, Macau, Taiwan, Japan, South Korea, Singapore, USA)

[Gender]



[Age]



[PROGRAM - ARTJAM]

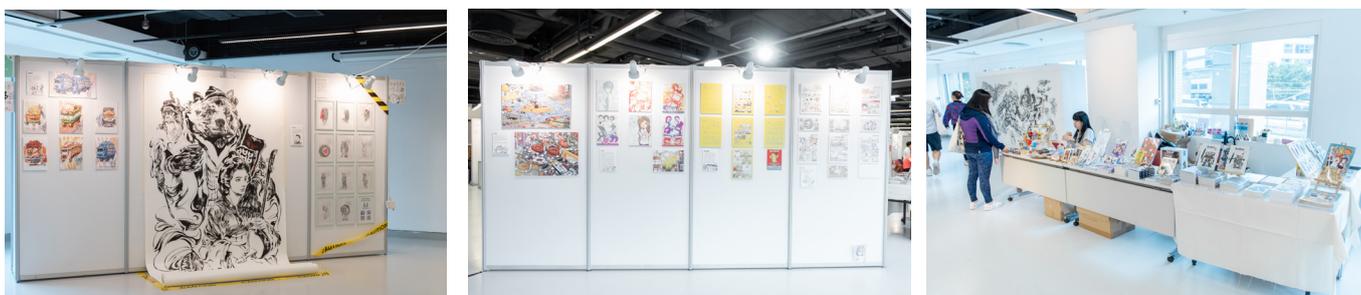
Artist Felix Yip, Man 僧 and 牛奶井 were using “Animal” as the theme to create an 3m(W) x 2m(L) artwork in 5 hours.



[PROGRAM - SPECIAL MANUSCRIPTS GALLERY]

This is a cooperated project with Hong Kong individual publisher <Quire Ltd.>. 7 professional local comic artists shown their manuscripts in the exhibition.

Artists: 草日, 黎達達榮, Felix Yip, 阿柱, Man 僧, 肥佬, 牛奶井



[PROGRAM - SEMINARS]

In 2 days event, 6 seminars covering both illustration and handcraft industry have been hold. The speakers share their experience and thinking to inspire the listeners who have interest in the creative path.

[Day 1]

16:30 - 17:30

「漫畫、動畫，創作大不同」

草日、黎達達榮

18:00 - 19:00

「讓水泥融入生活」

Sharon@Shabisheep Workshop



[Day 2]

13:00 - 14:00

「Illustration and Books Publishing Industry in Korea」

Cho Soojin

14:30 - 15:30

「自己漫畫自己做! 獨立出版及海外參展」

周小某

16:00 - 17:00

「本地手工啤: 麥子的品牌故事」

阿波

18:00 - 19:00

「是但管理學-圖文作家的自我管理」

阿柱



[PROGRAM - INTERNATIONAL FAN MEETING]

The exhibition has invited Taiwanese illustrator <鬼門圖文 Ghost Door> who has over 800k fans in the SNS platform to have his first Hong Kong fan meeting. In the 2 hours event, close to 200 fans were gathered. All of the them have recieved little gifts, photo time and name singing from Ghost Door.



[PROGRAM - NETWORKING PARTY]

After the first day show, the organizer prepared a networking party for the exhibitor refreshment and let them to communicate with other artists.



[PROGRAM - SPECIAL SELFIE ZONE]

Illustrator <Pandahoyori 熊貓日和> has specially designed a double side illustration for the exhibition Selfie Zone. The concept is Hong Kong traditional Yum Cha (dim sum) culture.



[PROGRAM - AWARD]

To encourage and thank you the hardworking of the artist decorating their booths, the exhibition had a <Best Booth Award>. 3 prizes of each zone are honored. All of winning artists will have a free chance to present their brands again in next year edition.

[Winner of Illustration Zone]

1st: Grape Chan Artworks (HK)



2nd: Isatisse Studio (HK)



3rd: HEYBACI (South Korea)



[Winner of Creative Zone]

1st: Headman Studio (Thailand)



2nd: Florantiques (HK)



3rd: Aifeld Handmade (HK)



[MOBILE APP]

An innovative mobile APP <HKHands> is developed for the show. It is available on both Apple iOS and Android devices. Visitor can check the latest information of the show on hand in everywhere at anytime.

Besides, visitors can enjoy the function to redeem different kinds of benefits, such as fan meeting session pre-registration, free gifts redemption. Moreover, using e-payment thru the APP. As a result, cash payment and exchange can be eliminated in the show.



FRONT PAGE



SHOW MENU



COUPON REDEMPTION



e-WALLET



COUPONS



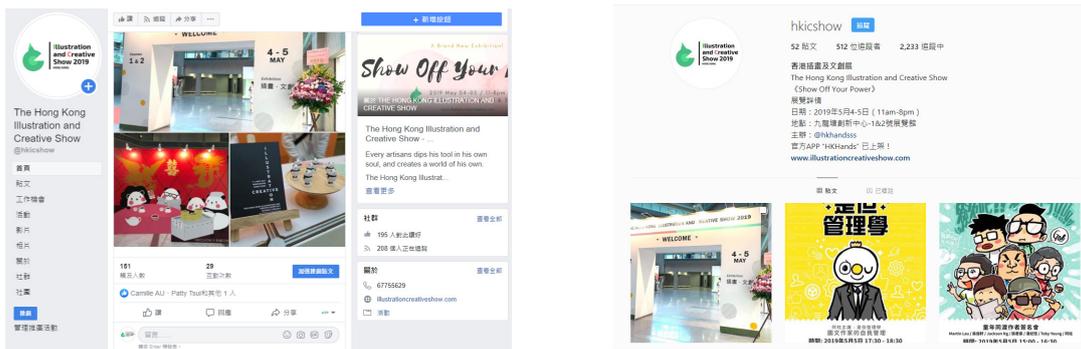
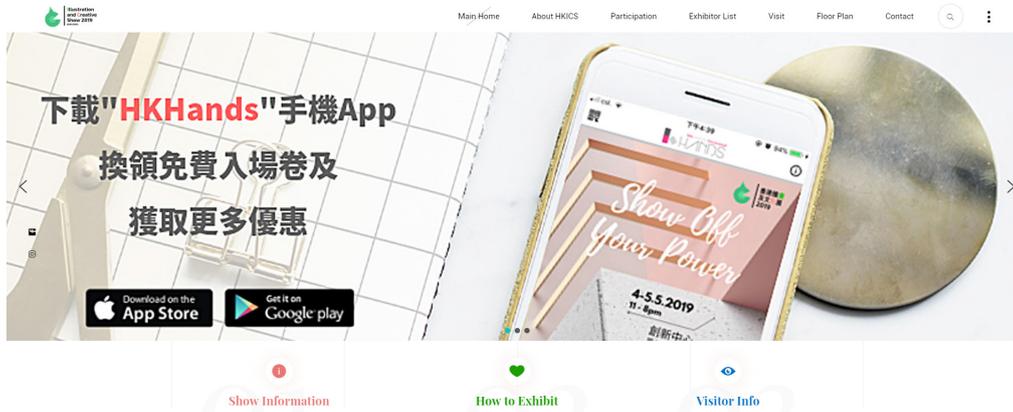
LOGIN PAGE



[ONLINE PROMOTION]

• Official Media

- Official Website [https://illustrationcreativeshow.com/]
- Facebook [https://www.facebook.com/hkicshow/]
- Instagram [https://www.instagram.com/hkicshow/]



• EDM

Exhibitor Recruitment edm is in 4 languages (Chinese, English, Korean and Japanese).
Visitor promotion edm is in 2 languages (Chinese, English).



[ONLINE PROMOTION]

• Public Media (News Articles)

頭條日報



MSN 生活



Yahoo! News



eatnplay.hk



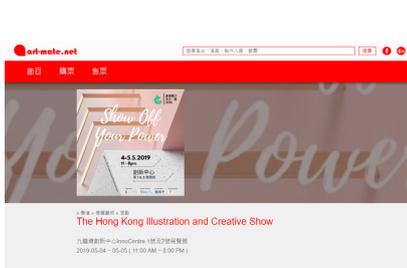
timable.com



RTHK 純粹繪作



art-mate.net



nearsnake.com



feed1x.com



• Public Media (Video)



[OFFLINE PROMOTION]

- KMB 九巴 Bus Body Advertisement (4 weeks, 6 Buses)
Super Side (8.5mW x 0.8mH)
Super Rare Plus (2.27mW x 1.13mH)



[OFFLINE PROMOTION]

- Sing Tao Culture 星島副刊 - ArtCan 藝文薈 News Articles (頭版)



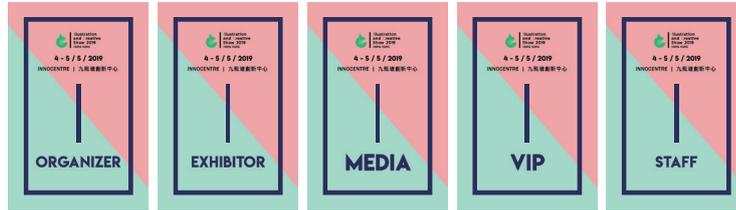
[PRINTED MATERIAL]

- Entrance Bracelet



[PRINTED MATERIAL]

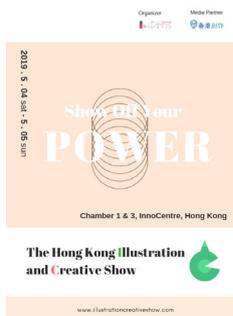
• Admission Pass (Organizer, Exhibitor, Media, VIP, Staff)



• Show Directory



• Brochure & Leaflet



• Souvenir





[EXHIBITION GALLERY]





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HKHands

Tel: +852 6775 5629

info@illustrationcreativeshow.com/

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