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## Disney Imaginations Hong Kong Design Competition 2024 Embraces Creativity Without Boundaries

*Resort expands program to more cities and institutions in the Greater Bay Area,  
and creative students across all disciplines*

**HONG KONG, January 31, 2024** – Hong Kong Disneyland Resort (HKDL) today announced the winners of the Disney Imaginations Hong Kong Design Competition 2024. This year, HKDL opened the competition to more institutions and cities in the Greater Bay Area as part of its commitment to nurture talent across boundaries, and for the first time, students with a creative flair from across any and all disciplines were encouraged to apply.



The winning team, Lost and Found, distinguished itself among almost 100 teams and more than 300 students from Hong Kong, Guangzhou, Zhuhai, Shenzhen, and Macau. The team has earned a

HK\$25,000 cash award, a familiarization trip to one other Disneyland Park for a learning exchange, and a three-month internship at Walt Disney Imagineering Hong Kong office, collaborating with Disney Imagineers who will share valuable insights. This opportunity has historically opened doors for many past winners to pursue an Imagineering career.



This year's challenge was centered around themes of sustainability and inclusion, with a focus on conservation. It invited participants to create an educational experience that showcases and helps preserve cultural heritage at risk of being forgotten.

Officiating the ceremony was Secretary for Culture, Sports and Tourism of the Government of the Hong Kong Special Administrative Region and guest of honor, Kevin Yeung. "I am delighted that this competition has been extended to the Greater Bay Area this year, attracting almost 100 teams of young talents from institutions in Hong Kong, Guangzhou, Shenzhen and Macau. This is also the first time the competition open to students from all disciplines, elevating it to be an amazing platform for youngsters with different backgrounds to showcase their boundless creativity and exchange views."

"Creativity and innovation continue to be the cornerstones of all we do at Disney, and storytelling has the power to connect us all," said Michael



Moriarty, managing director, Hong Kong Disneyland Resort. “This competition holds a very special place at HKDL. It fuels innovative storytelling, a core Disney value, while championing youth development. It offers young talent a platform to express their creativity and learn from top industry professionals.”

Created in 1991, Imaginations is a design competition created and sponsored by Walt Disney Imagineering in the United States. In 2011, HKDL became the first international site to bring the competition outside the United States. Titled Disney Imaginations Hong Kong Design Competition, participants from selected institutions combine their technical, artistic and creative skills to propose hypothetical concepts for an immersive experience, showcasing their ability to integrate innovative and diverse ideas with a passion for Disney.

The Disney Imaginations Hong Kong Design Competition is part of [Disney Future Storytellers](#), the company’s initiative to empower the next generation of storytellers and innovators. Applications for Disney Imaginations Hong Kong Design Competition 2025 open in June 2024. More details will be announced soon.

**Winning teams for Disney Imaginations Hong Kong Design Competition 2024:**

Group Name	Student Name	Discipline of study	Educational Institution	Design Brief
<b>Champion:</b> Lost and Found	Cheng Lok-yiu	Early Childhood and Family Studies	The Education University of Hong Kong	Lost and Found invites guests to explore a mysterious, magical realm where the long-lost culture of Shui Shu can summon water, the wellspring of life in this land, which can be used to manage everything from daily tasks like cooking, to vital duties like providing medical care.
	Chan San-kai	Creative Media	City University of Hong Kong	
	Cheuk Man-yuk	Visual Arts	Hong Kong Baptist University	
<b>1<sup>st</sup> runner-up:</b> Pomelo Dreamers	Hau Sze-chai	Architectural Studies	The University of Hong Kong	Pomelo Dreamers created an experience based on a self-written short story that brings out the message that Traditional Chinese Medicine is not as ineffective as people think. The findings of our
	Yeung Hoi-ling			
	Chung Yuen-yee			

				ancestors can be fused with top-notch AI technology and their findings spread across the world.
<b>2<sup>nd</sup> runner-up:</b> Starlight	Wendy Liu	Communications	Beijing Normal University-Hong Kong Baptist University United International College (locate at Zhuhai)	Starlight created an experience – The Twenty-Eight Lunar Mansions – where guests can partake in six activities, each of which helps them appreciate the heritage. They can even see The Twenty-Eight Lunar Mansions at night as the entire building is constructed using glass.
	Ledyard Shen	Graphic Design		
	Yvonne Qian	Illustration		
<b>Merit:</b> cam4	Sun On-nei	Creative Arts and Culture	The Education University of Hong Kong	The story begins with a legend about a village that has disappeared from the map due to urban development. The adventurer team unintentionally hears an old man telling a story about the Shek Pik Heung valley treasure under an ancient tree, and are captivated by the story and place, and decide to explore the mysterious power of the ancient stone carvings.
	Yip Yan-tung			
	Tam Lok-man			
	Lam Sing Hok			

**Other finalist teams:**

Group Name	Student Name	Discipline of study	Educational Institution	Design Brief
Gutschemy	Zhu Linghui	Architecture Design	The Hong Kong Design Institute	Gutschemy created a story where their protagonist develops new, environmentally friendly materials which make alchemy more popular, and creates an experimental learning space. A mixed-reality
	Tsang Yong-zhi			

				experience allows the audience to immerse themselves in time and space while exploring the mysteries within.
CMYK	Kenny Lambert Fung	Computing and Interactive Entertainment	Hong Kong Metropolitan University	Visitors take on the role of the protagonist, venturing into the Kowloon Walled City to find missing memory fragments and items related to them, such as a community group photo representing human warmth, or a family film strip representing collective memories. They then bring these items back to a specific room inside the city to set the walled environment free.
	Chan Chun-wai			
	Lau Siu-chun			
	Lam Man-hei			

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### **About Walt Disney Imagineering (WDI)**

Walt Disney Imagineering is the creative force that imagines, designs and brings to life all Disney theme parks, resorts, attractions and cruise ships worldwide. Founded in 1952 as WED Enterprises to design and build Disneyland in California, Walt Disney Imagineering is where imagination and creativity combine with cutting-edge technology to create unforgettable experiences. These experiences are brought to life by a diverse array of talented Imagineers from around the globe who work collaboratively to enhance and expand on Disney's legacy of immersive storytelling.

### **About Disney Future Storytellers**

Disney Future Storytellers is The Walt Disney Company's commitment to empowering the next generation of storytellers and innovators. Through social investments and programs that provide inspiration and hands-on experience, we're increasing access to careers in media, entertainment, technology, and hospitality, and helping ensure that our storytelling reflects the lives and experiences of the many communities we serve. From arts and STEM education for school-age children, to scholarships, mentoring, and creative and technical skill-building for teens and young adults, Disney is helping today's youth dream about their future, build their talents and skills, and become who they imagine they can be.

### **About Hong Kong Disneyland Resort**

Hong Kong Disneyland Resort offers unforgettable, culturally distinctive Disney experiences for guests of all ages and nationalities. Filled with your favorite Disney stories and characters, Hong Kong Disneyland offers guests the opportunity to explore eight diverse lands that are home to award-winning, unique attractions and entertainment. Complete your adventure with stays at the resort's luxurious Disney hotels. The magic doesn't end at our doorstep; as a dedicated member of the local community that cares deeply about societal wellbeing, Hong Kong Disneyland Resort spreads its magic through community service programs that help families in need, boost creativity among children and families, encourage the protection of the environment and inspire healthier living.

### **Mobile app gives the latest updates & helps plan your visit**



The Hong Kong Disneyland mobile app keeps guests informed of all the excitement at Hong Kong Disneyland Resort, from operating hours to entertainment schedules. Reserve your park visit and get Disney Standby Pass to meet Disney friends inside the park. Use the GPS-enabled map to find your way around the park or make reservations for park and hotel restaurants, and make every moment count with wait times for each attraction. Magic Access members can also view block-out calendars and membership privileges, designed to make your visit even more magical.

Download the Hong Kong Disneyland mobile app for free:

iOS users: <https://itunes.apple.com/app/id1077550649>

Android users: <https://goo.gl/ZbHHbP>

### **Media Enquiry**

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