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Students shine with creativity as Disney Imaginations Hong Kong Design Competition re-introduced for Hong Kong youth

Over 300 students compete for top prizes to get closer to their dreams

(HONG KONG, June 17, 2022) – This year, over 300 students from a list of Hong Kong tertiary institutions vied for the top spots at the Disney Imaginations Hong Kong 2022 Design Competition. The competition allows a diverse group of students to use their imaginations and showcase their creativity and talents, with the champions team eligible for six to eight weeks of work experience for Walt Disney Imagineering Asia at Hong Kong Disneyland Resort.

As part of this year’s conceptual project, students demonstrated their creativity by introducing the wonders and beauty of the Earth to off-planet alien tourists, so as to make them feel sincerely and warmly welcomed. The project received 92 submissions from 13 education institutions in total. Nine submissions joined a workshop and mentoring sessions after being selected for the final stage, proving their originality and innovation. This year has seen more submissions from teams being formed by students from different tertiary institutions.

At today’s ceremony, the winners received their awards from Edward Yau, Secretary for Commerce and Economic Development of the Government of the Hong Kong Special Administrative Region, who joined as the Guest of Honor.



Yau said, “With our continuous efforts to foster a creative atmosphere in Hong Kong with leading edge in industries like film, television, music, design, architecture, advertising, digital entertainment, printing and publishing, creative industries have become one of the most popular professions among young people.” He added that Disney Imaginations Hong Kong Design Competition is a solid platform to



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stimulate our youth's creative minds and inspire them to think beyond boundaries, with guidance from professional Disney Imagineers.

Michael Moriarty, managing director at Hong Kong Disneyland Resort, said: "This competition is important for us to give opportunities to upcoming talents and encourage them to explore their creativity. Since the competition was launched in 2011 locally, almost 2,500 students have joined the program. Some of our past winners have even gone on to work for Walt Disney Imagineering Asia, so we really do see this as a springboard for the next generation to step into the next chapter of their careers. The projects and ideas on display this year have been inspiring in showcasing not only the students' creativity, but also their positivity, inclusivity and storytelling capability that matches with the values here at Disney."



Created in 1991 Imaginations is a design competition created and sponsored by Walt Disney Imagineering (WDI) in the United States with the purpose of seeking out and nurturing the next generation of diverse Imagineers. With the continued success of the competition, Hong Kong Disneyland Resort was the first international site to bring the competition from the United States to Hong Kong in 2011. Entitled Disney Imaginations Hong Kong Design Competition, participants from selected tertiary institutions use their technical, artistic and creative skills to propose hypothetical concepts for an immersive experience. This is a great opportunity for participants to showcase their talents for integrating innovative and globally diverse ideas with a passion for Disney.



Winning teams of Disney Imaginations Hong Kong 2022 Design Competition

	Group Name	Student Name	Education Institution	Design Brief
Champion	Wowing Street	Kam Long Yin	The Hong Kong Polytechnic University	Being the first place aliens visit on the Earth, a terminal located on the Pacific Ocean is designed for the entry and departure of aliens. Besides transportation, the terminal is an enormous theatre to showcase the dynamic beauty of the Earth and human world. Aliens reach the terminal by the high speed rail that connects the four zones and the station on the Earth.
		Mak Ho Lam		
		Li Ka Man		
		Yeung Chin Ho		
First runner-up	Timaheus	Hui Wing Sze	Chu Hai College of Higher Education	Concept of Design: Water Cycle We imagined each visitor to be a water droplet, entering the water cycle as a journey! The adventure includes the natural wonders of the Earth. By going along the resort, visitors can feel the way that water flows through the Earth!
		Ning Qian, Tehilla		
		Tang Shun Hei		
		Tang Chun Yu		
Second runner-up	Azure Serein	So Mei Wan	The Hong Kong Polytechnic University	In the 22 nd century, efforts were made to restore the ecological balance of the Earth. Humans invited alien visitors and designed nature travel routes for them. However, some unexpected accidents happened. The aliens tried their best to rejuvenate natural creatures' vitality together. It is a story about natural rebirth, mutual help between aliens, humans and animals and is full of kindness and hope.
		He Jia Jie		
		Li Wing Ting	Hong Kong Institutes of Vocational Education	
		Chu Ka Chun	The University of Hong Kong	

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.



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About Hong Kong Disneyland Resort

Hong Kong Disneyland Resort offers unforgettable, culturally distinctive Disney experiences for guests of all ages and nationalities. In the magical kingdom theme park—filled with your favorite Disney stories and characters—explore seven diverse lands that are home to award-winning, first-of-a-kind 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 well-being, Hong Kong Disneyland spreads its magic through community services programs that help families in need, boost creativity among children and youth, encourage the protection of the environment and inspire healthier living.

Mobile app gives the latest updates



The Hong Kong Disneyland mobile app keeps guests informed of all the excitement at Hong Kong Disneyland Resort, from operating hours to entertainment schedules. Use the GPS-enabled map to find your way around the park or make reservations for park 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.

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