



Hong Kong International

Stationery

香港國際文具展 Fair

The 4th Hong Kong Stationery Award 第四屆香港文具大獎

Winning Entries
得獎作品

7-10/1/2013

Hong Kong Convention and Exhibition Centre
香港會議展覽中心



Organisers 主辦機構：



messe frankfurt

www.hkstationeryfair.com



HKTDC
香港貿發局



Winning Pieces of The 4th Hong Kong Stationery Award 第四屆香港文具大獎得獎作品

The Grand Award 卓越大獎

The Merit Award - Functionality 優異獎 - 實用功能



Title of Entry:

Carbon Hybrid Super Lightweight Conference Table

Company Name:

Zing Cheng Enterprises Co., Ltd.

Booth No.:

5B-E34

作品名稱：

超輕碳纖會議桌

公司名稱：

慶城企業股份有限公司

展位編號：

5B-E34

Design Concept:

The best point of this table is not only light weight, but also saving labor cost when setting-up meetings or parties. Assuming 100 meetings will be held each year, with the traditional conference table, 5 persons are needed for the setting up each time. With our weight-reduced conference table; it might only need 4 workers. That means saving 100 working-days every year.

For 180cm (W) x 45cm (D) x 70cm (H) conference table, traditional table weight about 14kgs; our table weight only 8.75kgs.

設計概念：

這張會議桌不僅輕，而且於設置時，還可以節省勞動成本。假設每年舉行100次會議，傳統的會議桌每次需要5個工人設置。我們這張會議桌減少了重量，可能只需要4個工人，這意味著每年可節省100個工作日的勞動成本。

會議桌尺寸：180厘米(長) x 45厘米(寬) x 70厘米(高)，傳統會議桌重量約14公斤；我們的會議桌只有8.75公斤。

The Merit Award - Design

優異獎 - 設計

The Most Popular Award 最受歡迎大獎



Title of Entry:
Rabbit Pen & Giraffe Pen

Company Name:
Ni Hau Industrial Co., Ltd.

Booth No.:
5B-E20

Design Concept:

The main idea is to create a fun gift item for the market. This is an original design from our company, created by our design team from scratch. The design, mold, and mass production are all Made in Taiwan. The innovative design of these pens make them fun and stylish as a desk top accessory. The retail price is not very high that it can be an affordable novelty gift item for all ages.

設計概念：

主要的想法是創造及供應給市場一些有趣的禮品文具。這兔子筆及長頸鹿筆是由我們公司的設計團隊從頭開始創作的原創設計。由設計、模具以至生產全都是台灣製造。這些筆創新又時尚，他們可用作桌面裝飾品。而且零售價格不是很高，它是一個任何年齡人士也可以負擔得起的禮品文具。

The Merit Award - Innovation

優異獎 - 創意



Title of Entry:
Memo Pad Holder

Company Name:
Ningbo Guangbo Paper Products Co., Ltd.

Booth No.:
5B-B23

Design Concept:

Leaving a fun and lively reminder notes / messages for others in our everyday lives, using a bird delivering a letter as our design concept, it has a function as reminder to take the message.

設計概念：

在日常生活中，給他人留言的一種趣味生活化設計，給他人留言以飛鳥傳信的設計概念，提醒收取留言信息的功能。

The Merit Award - Marketability

優異獎 - 市場潛力



Title of Entry:
Multi Board

Company Name:
WITH CNS Co., Ltd.

Booth No.:
5B-A27

Design Concept:

Clean up desk clutter, helps to store pens and notes, memos, cup, mobile, paper clips etc. Curved-corners tempered glass design was used to give a sense of neatness.

設計概念：

清理凌亂的辦公桌，有助存放筆、便條、杯子、手機、萬字夾等。彎角鋼化玻璃設計給用家帶來一個整潔的感覺。

作品名稱：
兔子筆 及 長頸鹿筆

公司名稱：
銳豪企業股份有限公司

展位編號：
5B-E20

作品名稱：
便條留言夾

公司名稱：
寧波廣博紙制品有限公司

展位編號：
5B-B23

作品名稱：
Multi Board

公司名稱：
WITH CNS Co., Ltd.

展位編號：
5B-A27



Ms Eva Lee

Product Manager – Gift & Stationery, Popular Book Co Ltd

With more than 10-year procurement experience and aiming to meet customers' demand for high quality and innovative designs, Eva broke the confinement of traditional stationery shop, introduced different series of Southeast Asian and local gifts as well as creative stationery so as to promote and showcase the distinctive characteristics of those products to customers. This also provides an opportunity for local and overseas stationery suppliers to gain direct marketing access, introduce their design concepts and product specialties to customers.

李彩霞小姐

大眾書局有限公司 文具部產品經理

藉著10多年採購經驗及針對日益講求質素和品味的顧客需要，李彩霞小姐突破傳統文具店的框框，引入了東南亞及本地不同系列的禮品及創意文具，並特別以專題的方式陳列及推廣，將產品的特性展現於顧客眼前。此舉亦為本地及海外文具產品開發者提供一個最有效接觸普羅大眾的機會，直接將系列的設計概念及用品特式介紹給顧客。



Mr Benedict Leung

Designer, La Jeunesse

Intermedia artist, specialised in photography, drawing, design and literature. Benedict graduated from Chelsea College of Art and Kingston University in London. He founded the creative unit "Sunrise Thunder Storm" in 2006, his first project was a stationery brand "La Jeunesse", which set out to explore and produce stationery which are technically and aesthetically Hong Kong, thus each product was handmade with traditional craftsmanship and mid-century printing and binding machines. A book about the philosophy behind the brand, The Making of "La Jeunesse", was published in 2007. Benedict is also a collector and specialist in the aesthetic history of Hong Kong.

梁譽齡先生

La Jeunesse 設計師

畢業於倫敦的切爾西藝術學院和金士頓大學，修讀藝術。從事攝影、繪畫、設計、文學等創作。著作包括小說《來到了最後》，並致力收藏及研究香港的美學歷史和舊物。二零零六年成立創作社"Sunrise Thunder Storm"，旗下的文具品牌"La Jeunesse"以活版印刷和傳統技術，人手製作深具香港特式的文具，並把創作理念結集成《更美好年代》一書，闡釋文具的意義。



Mr Patrick Ng

Senior Buyer, Stationery & Moving Departments, city'super Limited

Patrick merges his love of art and craft with technologies and connections in a very real world of commerce. He travels around the globe to hunt for interesting products for city'super and LOG-ON stores. Apart from product sourcing, he is responsible for brand development, new store concepts and overseas development. His expertise in consumer psychology helped him in popularising many of the sourcing brands in city'super stores.

At his leisure, he writes a popular blog called "Scription - thoughts on stationery and beyond" (scription.typepad.com), covering in meticulous details reviews of products and unique shops he found from his intensive travel.

吳子謙先生

city'super Limited 文具及禮品部資深採購員

吳子謙先生對藝術和工藝品的熱愛與科技和現實商業社會連接一起，為city'super和LOG-ON前往世界各地搜羅新穎有趣的產品。除了產品採購，吳先生亦從事品牌發展、新商店概念和海外業務發展等工作。他對於消費心理方面的專業知識成功協助推廣一眾代理品牌變成潮流商品。閒暇時，他會撰寫個人網誌 — Scription - thoughts on stationery and beyond (scription.typepad.com)，在這個非常受歡迎的網誌內細緻地描寫及評論他旅遊時看到的產品及到訪過的特別商店。

The 4th Hong Kong Stationery Award is a concurrent event of Hong Kong International Stationery Fair 2013. For more information regarding the event, please visit our official website at www.hkstationeryfair.com.

第四屆香港文具大獎為香港國際文具展2013之活動，如欲查詢詳情，請瀏覽大會網頁www.hkstationeryfair.com。