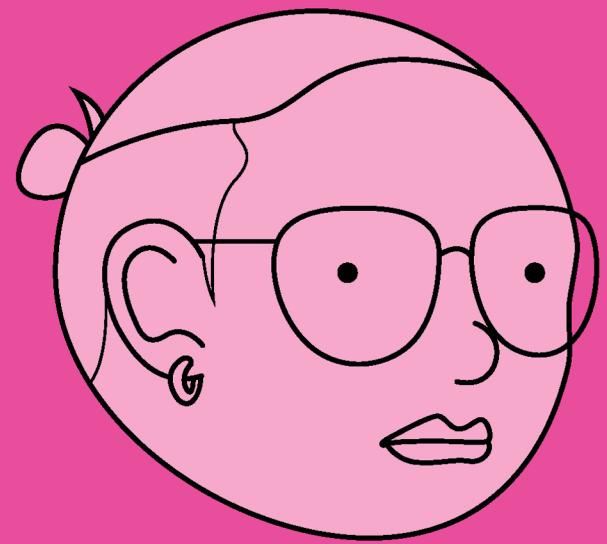


who?



My name is Andy, I am currently working at a community college here in Hong Kong. I mainly enjoy creating logos and character design work, I keep updated with new work and all but my main influence would be all things POP and cartoons from the 90s.

I moved out with my fiancee a couple years ago. I sing for a band (recently reformed) named Ream, enjoy music, movies, collecting books and toys, and would consider myself Buddhist while I do believe in aliens.

what?

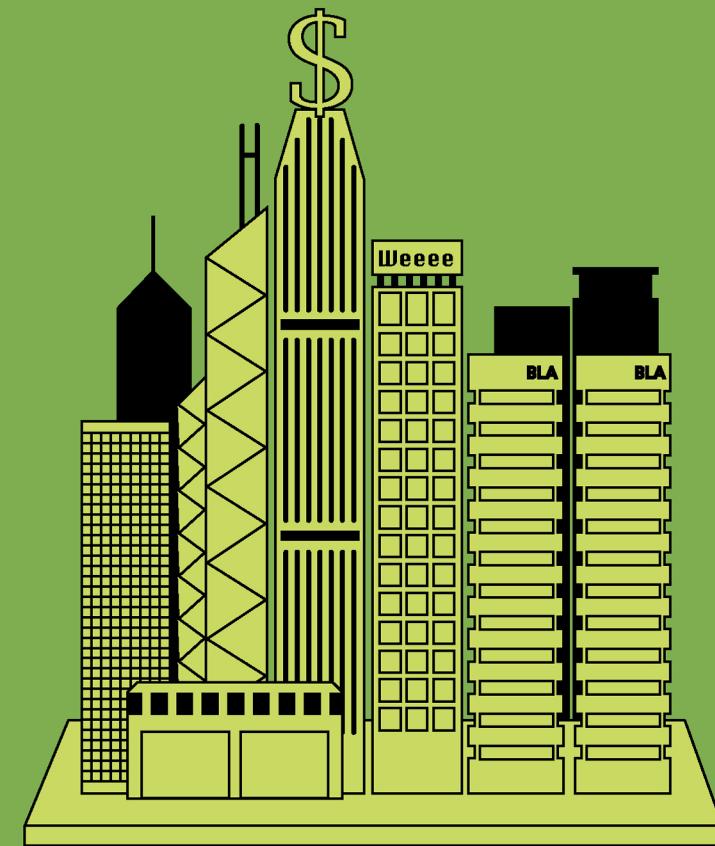


I worked freelance for around 7 years since I earned my degree here in Hong Kong, and is now working as a teaching assistant at a community college. My proudest moment would be seeing the 18/19 higher diploma students graduate.

Otherwise, an upcoming t-shirt project i'm working on with a couple o' friends. After years of "trying to be cool", we are set to make something that's going to aim for "funny" while trying our best not to offend anyone.

Bak Tee Jai (白T仔) in Cantonese translates into English meaning Little White T-shirt, it's pronunciation is very close to the Cantonese word Bak Chi Jai (白痴仔), which is a common tease meaning "stupid boy"

where?



Hong Kong is small and money driven, the problem with the creative industry in general is that business owners rely on data, the data runs through marketing departments, then to the bottom of the food chain : Designers.

Now that business owners are constantly whining about a shortage of money, then all budget that used to go into ads, events and mall displays have met a decline, directly impacting the quality and creativity; the limited amount of money now goes to KOLs and their blogging on social media.

There are good things about a small city though, everything is at arms length and it's nice to have internet everywhere we go. Having been a British colony, heavy influences from Japan and Korea, I'd say we have access to a lot of inspiration, but designers, musicians, film makers alike are hoping for a better economic atmosphere, or something that could put creativity back on an a better place.

why?



There is no doubt graphic design = visual communication. As a 3X year old having practiced here in Hong Kong for more than 10 years I used to take graphics REAL seriously: it's business, it has to look cool, it's nothing to joke about.

But having stepped out and teaching at a school (for now), I have found a peace of mind. I still take my work seriously and my stuff still has to look cool, but now I joke around a lot more, finding out what Hong Kongers want is something quick and would give them relief, and now with the "t-shirt project", it feels good to put a smile on people's faces in a stressful environment like this.