Cyberport and LCSD host Arts x Tech Meetup@Cyberport: Arts Groups Experience and Interact with New Technologies in Performances, Installations, Exhibitions and Media Art

Hong Kong, 31 August 2021 – With the aim of encouraging the application of digital technology to the arts and culture sector, Cyberport has joined forces with the Leisure and Cultural Services Department to organise "**Arts x Tech Meetup@Cyberport**", a two-day event which begins today. This event will showcase how the combination of digital technology and artistic creation can offer unprecedented experiences for audiences. In addition to over 300 members from the arts and culture sector, 11 start-ups from the Cyberport community were invited to introduce their digital solutions and explore opportunities for collaboration with their fellow participants. At the opening ceremony, Caspar Tsui, Secretary for Home Affairs of Hong Kong, honoured the event with his presence, exchanging ideas with representatives of the arts and culture sector and the innovation and technology sector.

Art Tech Backed by the SAR Government

"At the event, Cyberport start-ups illustrated potential applications of technology in the arts, such as holoportation for installation art and virtual reality-empowered interactive exhibitions. Technology can take the arts to the next level," said the **Secretary for Home Affairs, Caspar Tsui**. "The integration of arts and I&T has become a new trend in arts development. The Chief Executive has indicated in the Policy Address that the Government has set aside a total of $100 million to promote Art Tech, and the Home Affairs Bureau leads an inter-departmental Task Force on Arts Technology comprising representatives of the Innovation and Technology Bureau, the Commerce and Economic Development Bureau and the Education Bureau. I am delighted to see Cyberport dedicating resources to supporting the development of Art Tech and providing platforms to showcase its achievements. Cyberport also connects the innovation and technology sector with the arts sector for collaboration in Art Tech."

Peter Yan, Chief Executive Officer of Cyberport, said: "Digital technologies provide artists with new palettes and materials, enabling them to express their ideas in ways never seen before. They can also enjoy enhanced interaction with audiences, which in turn will ignite their drive to create new experiences. Digital technologies are also effective in providing new circulation channels for the art community, allowing artworks to become more accessible. This not only supports further penetration of the arts in the public sphere, but also provides digital arts trading methods and facilitates the development of the arts, culture and creative industries."

Blending Technologies with Performing Arts

As one of the most direct forms of artistic expression, live performance benefits from real-time exchanges with audiences, yet it is also constrained by the venue, stage setup, props and geographic limitations. This is where technologies come into play, providing a variety of ground-breaking elements. For example, Cyberport community start-up **GameSpace** has applied extended reality (XR) technology to stage performance, blending digital media and performing arts to enrich the audience experience. Performers are also able to interact with their audiences through technological channels. As a showcase for XR technology, GameSpace has previously presented the aesthetics of Chinese paintings via an XR stage.

Syzygy, another Cyberport startup, specialises in hologram technologies which can capture performers' actions in the finest detail and transmit the images to remote locations via 5G networks. As a result, audiences can appreciate performances in the form of 3D holograms, and performers located in different regions can perform together.

Strengthening Audience Participation

Participatory art is an increasingly popular form of artmaking in which the artist engages directly with the audience throughout the creative process, allowing them to become co-authors of the work. This is also a process that digital technologies can facilitate. For example, XR technology expert **XR Dom** enables artists to create 3D paintings against real-life backgrounds, and to generate an extended 4D space in which participants can view and participate in the creation with a mixed reality (MR) headset.

In yet another form of interactivity, **ICE Production** offers solutions for interactive exhibitions which utilise MR technology. Visitors equipped with MR headsets can take pleasure in an immersive experience, as well as interact with the artworks.

Digital Technologies as New Carriers of Art

Apart from infusing new elements into current artistic forms, digital technologies can also become new carriers of art, allowing artists to work with new media. For example, **MatrixSense**'s hologram technology can be a new form of installation art that allows expression through pure holograms, or even a mix of holograms and reality, significantly expanding the imaginative space available to artistic creators.

Dedicated to digitising stage performances, **Redspots Creative** enables real-time performance capture and automatically animates characters. Performers can still experience real-time reactions from audiences, and can interact with them. In addition, **ConnectAR** allows artists to create with augmented reality (AR), in which the artworks can blend into or even change with the display environment, offering viewers a variety of experiences.

Enhanced Artwork Accessibility Nurtures a Sustainable Creative Environment

While supplying new tools for artistic creation, digital technologies also play a role in enhancing artworks' circulation. For instance, **Animoca Brands**, a Cyberport unicorn

enterprise, has been successful in tokenising artworks into non-fungible tokens (NFTs). A fast-paced platform has also been established to facilitate digital artwork trading. With the help of blockchain technologies, artists can find ways to monetise works that appreciate in value, creating a sustainable environment for artistic creation.

Tech and Art Sectors Join Forces
Looking forward, Cyberport will continue to support the tech enterprises and start-ups in its community and to encourage their partnerships with the arts and culture sector, with the aim of promoting the application of advanced technologies within multiple artistic genres. Pairing services will also be provided so that artists can identify the optimal technological solutions for their work. In addition, Cyberport plans to organise an exhibition of NFTed artworks, as well as events that feature the fusion of Art and Tech, in order to foster exchanges and enhance public awareness of Art Tech.

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Caspar Tsui, Secretary for Home Affairs of Hong Kong, attends the opening ceremony of "Arts x Tech Meetup@Cyberport" to show the HKSAR government's support for Art Tech development.

Peter Yan, Chief Executive Officer of Cyberport, believes digital technologies enable artists to express their ideas in new ways, and expand communication channels for the art community. This not only supports further penetration of the arts in the public sphere, but also creates a sustainable environment for artists to continue their work.

During the two-day period, "Arts x Tech Meetup@Cyberport" attracts over 300 attendees from the arts and culture sector.

11 Cyberport Start-ups illustrate how their technologies can support artistic creation and facilitate the circulation of artworks to those in the arts and culture sector.

Media associates interested in interviewing the participating start-ups, please contact:

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About Cyberport

Cyberport is an innovative digital community with over 1,700 start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, which is wholly owned by the Hong Kong SAR Government. With a vision to be the hub for digital technology thereby creating a new economic driver for Hong Kong, Cyberport is committed to nurturing a vibrant tech ecosystem by cultivating talent, promoting entrepreneurship among youth, supporting start-ups on their growth journey, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in the public and private sectors.

For more information, please visit www.cyberport.hk