

Press Release  
For Immediate Release

## **Cyberport’s “Tech x Arts – Beyond Imagination” Digital Art Show Promotes NFT and Tech in Art and Supports Sustainable Development for Artists and Environment**

**Hong Kong, 7 September 2021** – Cyberport is committed to promoting the application of digital technologies in many fields, including the arts sector. With the aim of facilitating cooperation between the arts and the innovation and technology sector, and of raising public awareness of the use of technologies in the arts, Cyberport and community start-ups have co-organised the "**Tech x Arts - Beyond Imagination**" digital art show. The event will feature an exhibition of illustrations and photographs, tokenised by Non-Fungible Token (NFT) technology, from local post-90s illustrator Vivian Ho and several local photographers, as well as painted speakers that combine artwork with sound technology. In addition, Cyberport will host the "**Art x Tech - Master Series**" livestreamed sharing sessions with NEXXCREATE, inviting artists working in different media to share arts technologies with Cyberport’s start-ups on three consecutive Thursday evenings, beginning on September 9. At the first session, musician **Hanjin Tan** will share his experience of selling music NFTs in order to encourage further collaboration and explore new models for cooperation between artists and the innovation and technology industry.

### **Technology Enhances Space for Creativity**

**Eric Chan, Chief Public Mission Officer of Cyberport**, said: "The government has vigorously promoted the development of Art Tech in recent years, leveraging on Hong Kong’s position as an international Cultural and Arts hub. Technologies such as extended reality (XR) and holograms can provide artists with new forms of expression, enhance interaction with their audiences and enhance their space for creativity. Digital technology, such as Non-Fungible Token (NFT) using blockchain technology, also provides artists with more publishing channels. NFT not only protects artists’ copyright; it also allows them to share in the economic benefit from artworks which appreciate in value, supporting sustainable development in the arts and culture industry."

### **Digital Arts Exhibition: NFT Supports Artists’ Sustainable Development**

With start-up companies including ArticoIn, KaChick and Digital Oasis, Cyberport has co-organised a digital art exhibition on the theme of "Tech x Arts - Beyond Imagination", which will be held at the Cyberport with free admission from now until the end of December. The exhibition features over 70 illustrations and photographs by local illustrator Vivian Ho and six award-winning local photographers (Daphne Wong, Francis So, Harimao Lee, James Kwok, Anthony Lau and Vincent Cheng) on the theme of passion for Hong Kong, ecosystem and the urban environment, sharing a message of sustainable urban development.

These illustrations and photographs have been tokenized with blockchain technology. With its traceable and non-tamperable features, blockchain protects the copyright on digital paintings, musical works, etc. in the virtual world. And, with its smart contracts function, artworks can be purchased and their creator can share in the profits from each transaction according to the contract conditions.

Local illustrator Vivian Ho said: "A sustainable and stable creative environment is very important to artists. The emergence of NFT technology is still a very new concept in the arts, but I am delighted to see that more channels are now provided for artists to publish their work, and in turn to benefit from each transaction."

Larry Lam, Founder of ArticoIn, said: "Visitors to the exhibition will learn how NFT promotes digital art trading, protects copyright and popularises art collecting. ArticoIn also aims to share the message of sustainable development by exhibiting artworks related to life in Hong Kong, relationship between people and urban and the natural environment."

### **Visual and Auditory Enjoyment**

At the exhibition, Cyberport start-up Digital Oasis displays painted speakers which use patented surface vibration technology. While Hong Kong's living spaces offer limited space to install art pieces, the combination of painting and audio gear can allow people to enjoy their favourite music and art at the same time without taking up too much space. The technology turns a speaker into a unique work of art which reflects the owner's taste.

### **Artists and Start-ups Share Thoughts on Arts and Technology Integration**

To foster exchanges between the innovation and technology sector and the arts and culture sector, Cyberport will host the "**Tech x Arts - Masters Series**" livestreamed sharing sessions on three consecutive Thursdays from 6 p.m. to 7 p.m., starting this Thursday (9 September). Local artists from multiple industries including the music industry, visual effects, etc. are invited to exchange ideas with Cyberport community start-ups ArticoIn, Alphabrain and Syzygy on how to integrate technology such as virtual reality (VR), hologram and more into artworks. During the first sharing session, musician Hanjin Tan will share his experience of selling music NFTs, and explore how NFT can support continuous development for artists. Live and Review modes are available on Cyberport's [Facebook](#) page and [NEXXCREATE](#)'s page.

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**“Tech x Arts - Beyond Imagination” digital art show**

Date :	From now – 31 December 2021*
Time :	8am – 8pm HKT
Venue :	Unit 403, L4, Cyberport 3, 100 Cyberport Road, Hong Kong (opposite to Starbucks)
Cyberport Start-ups :	ArticoIn · Kachick and Digital Oasis
Artists :	Local illustrator, Vivian Ho and six local award-winning photographers, Daphne Wong, Francis So, Harimao Lee, James Kwok, Anthony Lau and Vincent Cheng

\*The exhibition will not be open on 12<sup>th</sup> – 14<sup>th</sup> September (Sun - Tue).

**“Tech X Arts - Masters Series” live streamed sharing sessions**

Date	Time	Theme	Guests
9 September (Thursday)	6pm – 7pm	Non-Fungible Token (NFT )	Musician Hanjin Tan Start-up : ArticoIn
16 September (Thursday)		Music Tokenisation	Musician Miss Yellow and Kavemura (Yuen Yuen) Start-up : Alphabrain
23 September (Thursday)		Digital Art & AI	Film director for visual effects Victor Wong Start-up : Syzygy

Live and Review modes are available on Cyberport’s [Facebook](#) page and [NEXXCREATE](#)’s page.

For high resolution photos, please download via [this link](#).



The "Tech x Arts - Beyond Imagination" digital art exhibition features over 70 illustrations and photographs by local illustrator and six award-winning local photographers to share the message of sustainable development.



Eric Chan, Chief Public Mission Officer of Cyberport, says Non-Fungible Token (NFT) technology using blockchain technology allows artists to share in the economic benefit from artworks which appreciate in value, and supports sustainable development in the arts and culture industry.



Cyberport start-up Digital Oasis displays painted speakers which use patented surface vibration technology, visitors can play the music via Bluetooth and enjoy visual arts.



Local illustrator Vivian Ho says that the emergence of NFT technology provides more channels for artists to publish their work and in turn to benefit from each transaction.



Cyberport invites local artists from multiple industries to exchange ideas with Cyberport community start-ups on how to integrate technology into artworks. During the first sharing session, musician Hanjin Tan will share his experience of selling music NFTs.

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](http://www.cyberport.hk)