



Press Release – For Immediate Release

To: Assignment Editor/Editor of Education, Local News and Cultural Sections

2 June 2025

Photo Story

Annual art & design students' exhibition themed around pseudo-character “弼” (Gone) symbolises how creations are shaped by happenstance

The Department of Art and Design of The Hang Seng University of Hong Kong (HSUHK) organises an annual exhibition showcasing the artwork of over 30 graduands. Themed around the ghost character “弼”, this pseudo-character, born out of mis-transcription, symbolises the creative journeys from inspiration to materialisation, which have always been shaped by happenstance. A departure from the conventional Chinese “read-as-it-appears” approach, this pseudo-character has been given a new interpretation and pronunciation – Gone – symbolising the graduands' imminent departures from university as they set off on their own paths. Although the themes of the annual exhibits vary, the artworks come together to form a new language in the exhibition space. Visitors are invited to come to this serendipitous convergence of inspiration and savour the unique stories behind each graduand's journey.

Details of HSU AAD Annual Exhibition “弼”

Date: 30 May – 14 June 2025

Time: 12:00 PM – 7:00 PM (Monday to Sunday, including public holidays)

Location: N12, Cattle Depot Artist Village, 63 Ma Tau Kok Road, Ma Tau Kok, Kowloon

Event website: <https://aad.hsu.edu.hk/en/aad-annual-exhibition-2025/>

Tickets: Free of charge

-END-



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

Photos:



Photo 1: *SyntaxError: Human*, an interactive installation by Adeline Lam, explores the traditional mindset versus breakouts. Adeline believes that everyone lives within a mold, and those who try to break out of it are often seen as violating traditional mindsets, which can be isolating and punishing, leading to resistance to accepting the new, and numbness to blindly follow established rules.



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



Photo 2: *Animals World 4K*, a video installation by Hailey Wan. Hailey observes how CCTV warning signs on streets vary and are nearly identical. She also realises that many signs primarily function as deterrents, as truly monitored spaces hardly need announcements. Hailey collects various CCTV warning signs and adopts the perspective of a surveillance camera by conducting fixed-point photography in locations where no actual cameras have been installed.



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



Photo 3: *Melted Wax Still Lay In Ruins Serie*, a series of mixed media artwork by Ivo Chan highlights the nature of suffering and encourages audiences to reflect on the issue of clinging to external objects.

Photos Download: [Link](#)



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

About The Hang Seng University of Hong Kong

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university with six Schools (Business, Communication, Decision Sciences, Humanities and Social Science, Translation and Foreign Languages, and Transdisciplinary Studies) and over 6,700 full-time undergraduate and postgraduate students. Adopting the unique “Liberal + Professional” education model, HSUHK aims to nurture young talent with critical thinking, innovative minds, caring attitudes, moral values and social responsibility.

Aspiring to be a leading private university in the region, HSUHK features a primary focus on undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, unique residential college system combining living and learning, interactive small class teaching, very close student-teacher relationship, RGC-funded impactful research, and excellent student development/support services. HSUHK is listed the 7th (overall) in the ASEAN+ region, the 1st in the Greater China region, and the 1st in Employability as per the 2023 AppliedHE ASEAN+ private university assessment by the Singapore-based AppliedHE. It is also listed among the top 200 worldwide on “Quality Education” and “Decent Work and Economic Growth” in the Times Higher Education University Impact Rankings 2021.