



Press Release – For Immediate Release

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

27 April 2026

HSUHK students showcase innovative IP designs at Hong Kong International Licensing Show

Students from the Art and Design and Cultural and Creative Industries programmes at The Hang Seng University of Hong Kong (HSUHK) have returned to the Hong Kong International Licensing Show for the second consecutive year, presenting five original intellectual property (IP) projects under the Hong Kong Licensing Force Showcase.

Drawing inspiration from everyday life in Hong Kong, the students have transformed familiar observations into culturally resonant design concepts. Through diverse creative media, their works reinterpret local culture, human connections and social phenomena, reflecting the innovative interpretations and unique perspectives of the younger generation.

The five featured projects are:

Mythical Stardust by Jasmine Tsui from the Art and Design programme reimagines Chinese and Western mythical figures — such as the lion dance, the dragon, Pegasus and the unicorn — as four distinctive young female characters. The project explores the theme of “cultural symbiosis”, symbolising the fusion and harmonious coexistence of Hong Kong’s diverse cultures.

Chill Dim Day by Ellie Kwok from the Cultural and Creative Industries programme incorporates iconic Hong Kong-style dim sum and Cantonese elements into board games, stationery and everyday products. The project aims to preserve the cherished traditions of local teahouses while celebrating the unique characteristics of the Cantonese language.

Be Late No More, is a card game created by Kannis Mak, Lorna Chui, Gladys Yu and Chloe Au-Yeung from the Cultural and Creative Industries programme. Inspired by the pressures of Hong Kong’s workplace culture, the game seeks to foster mutual understanding among colleagues and support young professionals in adapting to the workplace.

Kong Nei Town, designed by Tiana Chan from the Cultural and Creative Industries programme, transforms familiar local icons — including red-white-blue plastic bags, pineapple buns and tri-colour taxis — into original IP characters, complemented by a range of merchandise. The project aims to evoke emotional resonance among Hong Kong residents while offering tourists meaningful souvenirs that capture the city’s spirit and stories.

How’s Your Feelings by Vicky Kan from the Art and Design programme uses flashcards to promote emotional awareness and open communication, encouraging users to better understand and express their emotions.



Supervisor Dr Patrick Mok, Assistant Professor in the Department of Art and Design at HSUHK, said, “Organised by the Hong Kong Trade Development Council (HKTDC), the Hong Kong International Licensing Show 2026 serves as an invaluable platform for HSUHK students to interpret local cultural signifiers and translate their lived experiences into creative works that resonate with today’s youth. It is a testament to the vibrant and sophisticated ingenuity of the new generation.”

Organised by HKTDC, the Hong Kong International Licensing Show 2026 will take place from 27 to 29 April at the Hong Kong Convention and Exhibition Centre. As Asia’s flagship licensing event, it features over 600 participating brands and intellectual properties across art and culture, animation, entertainment, brand extension, and fashion, showcasing a vibrant mix of international brands and local creativity.

The dedicated Hong Kong Licensing Force Showcase provides a platform for young local designers and emerging talents to present their work, gain industry exposure, and deepen their understanding of market trends and opportunities.

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Photos:



Photo 1: *Chill Dim Day.*

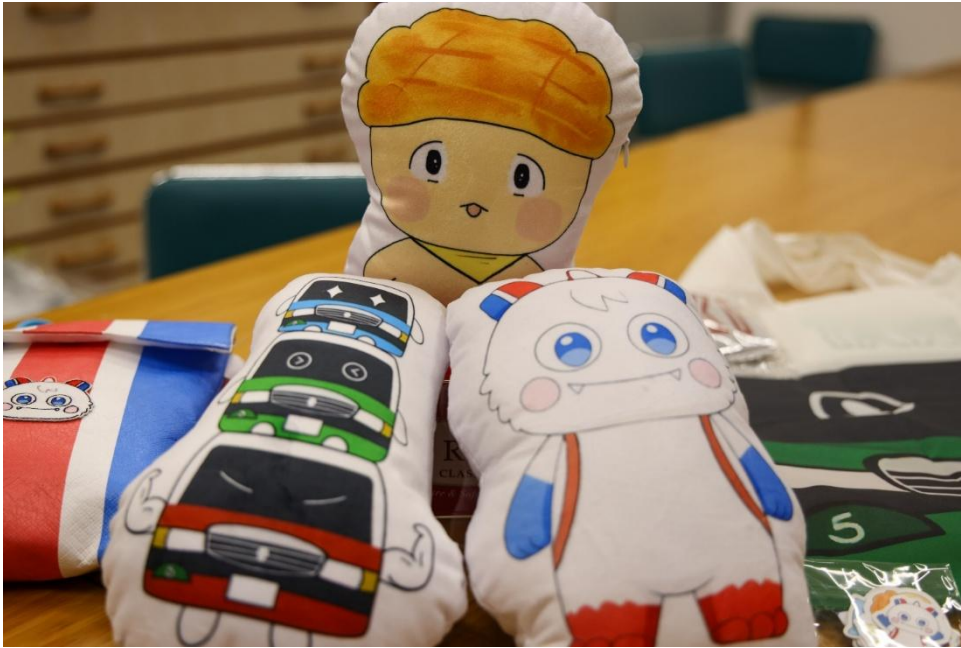


Photo 2: Kong Nei Town.



Photo 3: Professor Desmond Hui (1st from right), Head of the Department of Art and Design visits the exhibition and shows support for HSUHK staff and students.



Photo 4: HSUHK students showcase their works at the Hong Kong International Licensing Show for the second consecutive year

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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 7,000 full-time undergraduate and postgraduate students. With its unique “Liberal + Professional” education model, HSUHK nurtures 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 prioritises stellar undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, a unique residential college system that combines living and learning, interactive small-class teaching, close student-teacher relationships, impactful research, and excellent student development and support services.

HSUHK has earned various international recognitions. In the AppliedHE’s ALL ASIA Private University Ranking 2026, it secured 7th place in China. HSUHK ranked 22nd in Social Sciences and Humanities and 23rd in both Business and Management and Economics and Finance among China’s top universities in the Research.com Top Universities and Top Scientists Rankings 2026. The MSc in Global Supply Chain Management programme achieved 84th place globally in the QS International Trade Rankings 2025. Additionally, HSUHK’s School of Business obtained AACSB International accreditation in 2023, a mark of excellence held by only 6% of the world’s leading business schools. HSUHK was also ranked among the top 200 worldwide on “Quality Education” and “Decent Work and Economic Growth” in the Times Higher Education University Impact Rankings 2021.