

BScCM Final Year Project 2024 – 2025 Phase II Final Report

<< Group Name: A peace of bun; Group No.: 28 >>

<< A peace of bun - Interactive Installation >>

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Phase II Final Report

SM4712B BScCM FYP/GT 2024~25 SEM B

A peace of bun - Group 28

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Introduction

The Cheung Chau Bun Festival is not merely another event in Hong Kong's hectic calendar; it is a vital streak of the city's life. This annual celebration has been a part of the very fiber of life on the island for the past hundred years-a living testimony to the ability of community and tradition to survive through the ages. Yet even in a modern Hong Kong-going where oftentimes the past drowns to the rhythm of relentless progress-the Bun Festival stands at a crossroad trying to balance maintaining its glorious past and being relevant in today's world.

In the heaving core of Hong Kong, a city ever reinventing herself, these cultural treasures that have stood through time will need the spotlight now more than ever. The ancient rituals, coupled with fascinating folklore and exotic culinary delights that surround the Cheung Chau Bun Festival, shine bright as symbols of cultural identity amidst the darkening shadow of contemporary relevance.

Beyond mere information transfer, we aim to ignite that curiosity and that something personal from inside within every viewer-creating that one incredible connection that will guide the viewer through layers of meanings surrounding the Cheung Chau Bun Festival. Unpacking what draws value away from the festival-the historical context, cultural intrigue, and a sense of community revolving around the festival-would be the essence of this initiative. Together with plenty of curated hands-on experiences and educational activities, join us in its exploration!

This search will shed light on tradition, what makes it special in a sense familiar to both the lovers of the tradition and those who have just learned about it, thereby looking at its origins, its traditional practices, and the reasons for which it stands among the communities. Via shared stories, interactive experiences, and a much-needed dusting off of the charms of the tradition through innovative approaches, we aspire for a deeper understanding and propelling a greater involvement in the living practices and celebrations of the festival.

Our joint project is concerned not only with the remembrance of the Cheung Chau Bun Festival but also with the development of active means to protect its heritage for future generations. The report stands as a commitment to the sustenance of cultural preservation, the bonds of community, and protection of this festival and the way of life it supports, which strongly defines an integral part of Hong Kong's cultural heritage.

Objective

Our core objectives are designed to ensure a vibrant future and broader appreciation of the Cheung Chau Bun Festival. We aim to:

Generating Interest: The Bun Festival is a festival that should be in the minds of people everywhere. Therefore, we will reach out through actively generating enticing posts on social media, with associating partners from the local newspapers as well as tourism professionals who can spread the festival's charm and cultural meaning. We will also incorporate a few cultural celebrities and local personalities who can speak from the heart in promoting the festival to their followers.

Promote Cultural Understanding: On our end, we will interpret cultural understanding as going beyond mere understanding. We expect to engage an elaborate learning arrangement towards the festival's historical settings, meaning its origins, changing traditions, and stories sewn into it. In this regard, traditional tools such as brochures and the net would allow for more detailed insights, alongside hands-on workshops with invited experts. Equally important, we will immerse participants in the culture, contrasting vibrant tales against personal accounts from long-standing residents, to illuminate the festival's history.

Accordingly, we'd like to promote local tourism: We see this festival as a great opportunity to introduce even more visitors to Cheung Chau. Attractive tour packages for tourists, especially from the mainland and along the Southeast Asian corridor, must also be conceived, offering special deals toward accommodation, guided tours, and exclusive festival experiences. Additional cultural and natural attractions on the island besides the festival will be featured, encouraging the visitor population to linger on and discover the entire array of offerings in Cheung Chau.

Invigorate Community Spirit: The true spirit of the Bun Festival lies in the community; hence we want to place strong emphasis on ensuring even higher local participation in all aspects, from the preparations to the celebrations. Volunteer programs, workshops, and showcasing of talents and skills during the festival should provide our local community with opportunities to engage and be included. We also want to promote an even deeper local pride by organizing pre-festival events where locals can narrate their histories and share their cultures, reinforcing this sense of collective heritage.

Linking Generations: The older traditions must be handed down to the younger generation. We will build programs whereby older generations will pass down their valuable knowledge and share their experiences with younger generations in programs such as storytelling sessions, mentoring opportunities, and collaborative projects. On the other hand, we will find out what younger audiences want through one of the more current avenues of engagement – such as mobile apps and social media challenges – to create thoughtful ways of engaging them without affecting the essence of our age-old festival.

Sustaining the Future: Looking ahead, we are committed to being environmentally friendly during the festival by reducing waste and using sustainable materials.

Deliverables: Immersing You in the Heart of the Bun Festival

Our project will transport participants into the vibrant world of the Cheung Chau Bun Festival through a unique fusion of interactive gaming and immersive installation art. The core of this experience will be delivered through three key elements:

1. The Animated "Peace Offering" Scaffolding: Imagine the iconic bamboo scaffolding, not just as a static structure, but as a living canvas. Prominently displaying the revered inscription "太平清醮" (Daai Ping Ching Jiu - The Great Offering), this centerpiece will pulse with animated life, seamlessly blending traditional artistry with modern digital aesthetics. But this isn't just for show – we're inviting you to become part of the spectacle! Through interactive technology, you'll have the power to change the colors of the words and the animations, forging a personal connection with the festival's profound cultural heritage. This dynamic structure will serve as both a breathtaking visual focal point and an engaging medium for interactive storytelling, drawing you into the heart of the festival's traditions in an entirely new way.
2. The Living Piu Sik Parade Installation: Prepare to be captivated by the energy and artistry of the Piu Sik Parade brought to life in a dynamic installation. Bursting with vibrant decorations and symbolic representations of the festival's joyful spirit, this exhibit will offer more than just visual delight. It's designed to be an enlightening journey into the cultural significance of this iconic procession. Through interactive elements and compelling visual storytelling, you'll uncover the traditions and symbolism woven into the fabric of the Piu Sik, gaining a deeper appreciation for this key ritual and the rich cultural heritage it embodies. Get ready to immerse yourself in the colorful celebrations and traditions like never before!
3. The Hands-On "Ping On Bun" Game: Step into the role of a traditional baker with our interactive "Ping On Bun" making game! Utilizing cutting-edge Leap Motion technology, this isn't your average video game. You'll physically engage in the process of crafting these iconic "peace buns," experiencing firsthand the artistry and tradition behind this culinary custom. By gamifying the creation process, we aim to entertain and educate you about the cultural importance of this special food. This immersive experience bridges the gap between tradition and modern technology, offering a fun and engaging way to understand and appreciate the festival's unique culinary heritage. Get ready to roll up your virtual sleeves and experience the art of the "Ping On Bun"!

Project Schedule

| Task | Priority | Status | Start date | Dead line | ??? days to work |
|--------------------------------------------------------------------|----------|-----------|-------------|-------------|------------------|
| Project planning - Schedule | P0 | Finished | 2024年7月1日 | 2024年7月6日 | 5 |
| Project planning - Delivery Platform | P0 | Finished | 2024年7月1日 | 2024年7月6日 | 5 |
| Project planning - Project method | P0 | Finished | 2024年7月1日 | 2024年7月31日 | 30 |
| Project planning - Equipment | P0 | Not start | 2024年8月1日 | 2024年8月10日 | 9 |
| Project planning - project space | P0 | Finished | 2024年8月1日 | 2024年8月10日 | 9 |
| Confirm the installation format, setting, project space, equipment | P1 | Finished | 2024年8月1日 | 2024年8月31日 | 30 |
| Game research and confirm the type of game | P1 | Finished | 2024年9月1日 | 2024年9月7日 | 6 |
| Game setup plan | P2 | Finished | 2024年9月8日 | 2024年10月7日 | 29 |
| Installation research and confirm the buying list. | P1 | Finished | 2024年10月7日 | 2024年10月31日 | 24 |
| Game Graphic Design | P2 | Finished | 2024年10月7日 | 2024年11月8日 | 32 |
| Game interface design | P2 | Finished | 2024年10月7日 | 2024年11月11日 | 35 |
| 戲棚 Design | P2 | Finished | 2024年10月7日 | 2024年10月31日 | 24 |
| Game delevement | P3 | Finished | 2024年10月21日 | 2024年12月7日 | 47 |
| 飄色 Hologram Graphic Design | P2 | Finished | 2024年10月21日 | 2024年11月21日 | 31 |
| 飄色 Hologram animation | P3 | Finished | 2024年10月21日 | 2024年12月1日 | 41 |
| 戲棚 Animation | P3 | Finished | 2024年11月1日 | 2024年12月1日 | 30 |
| 飄色 Hologram model ordering | P1 | Finished | 2024年12月1日 | 2024年12月31日 | 30 |
| 戲棚 Ordering | P1 | Finished | 2024年12月1日 | 2024年12月31日 | 30 |
| Game testing and debuging | P1 | Finished | 2024年12月8日 | 2025年2月1日 | 55 |
| Backup production week | P2 | Doing | 2025年4月16日 | 2025年4月21日 | 5 |
| Installation preparation | P2 | Finished | 2025年3月23日 | 2025年4月4日 | 12 |
| 飄色 Build up the bun tower and flower plaque | P2 | Finished | 2025年4月1日 | 2025年4月16日 | 15 |
| 飄色 Hologram testing | P1 | Finished | 2025年4月1日 | 2025年4月16日 | 15 |
| 戲棚 Setup | P1 | Doing | 2025年4月17日 | 2025年4月21日 | 4 |
| Peace of Bun store setup - installation | P2 | Doing | 2025年4月17日 | 2025年4月21日 | 4 |

We are now working on the final stage of the project, and we have already tested all the further game functions and ordered materials for the Piu Sik Parade and bamboo theatre. On 17 April, we will start working on the installation set-up.

Background Research

Unveiling the Rich Tapestry of the Cheung Chau Bun Festival

The Cheung Chau Bun Festival, a vibrant and deeply rooted tradition held annually on the eighth day of the fourth lunar month in Hong Kong, stands as a compelling testament to the city's rich cultural heritage. Recognized as a National Intangible Cultural Heritage, this over-a-century-old festival transcends mere celebration; it embodies the core of Hong Kong's traditional folk beliefs, intricate customs, and the enduring spirit of community unity that binds the island of Cheung Chau together.

In the lead-up to this week-long spectacle, the usually tranquil island transforms into a hive of activity. Residents meticulously craft elaborate paper-mâché effigies of revered deities, painstakingly prepare vibrant costumes, and, perhaps most iconically, bake countless "Ping On Buns" (peace buns). The construction of a towering bamboo structure, adorned with these auspicious buns, signals the imminent arrival of thousands of visitors who eagerly flock to Cheung Chau to partake in the festivities. The air buzzes with anticipation for the diverse array of events, including solemn Taoist ceremonies, the rhythmic sounds of traditional music, a lively and colourful parade, energetic lion dances accompanied by the thunderous beat of drums, and the exhilarating Bun Scrambling Competition. Through these collective efforts and shared experiences, the people of Cheung Chau not only celebrate their unique traditions but also actively reinforce the strong community bonds that are central to the festival's enduring legacy, ensuring its continued vitality for generations to come.

Key Highlights of the Festival:

- **The Iconic Bun Scrambling Competition:** This adrenaline-pumping event, arguably the festival's most recognizable feature, involves participants racing to ascend a towering bamboo structure completely covered in "Ping On Buns." A deeply held belief dictates that the higher the bun snatched, the greater the fortune bestowed upon the climber. The competition's origins trace back to the early 20th century, initially serving as a ritual to express gratitude to the deities for a bountiful harvest. However, a tragic accident in 1978 led to a long hiatus. The event was triumphantly revived in 2005, with a strong emphasis on safety measures and fostering community spirit. Since its return, the Bun Scrambling Competition has reclaimed its position as a central and thrilling highlight of the festival, drawing significant attention and participation.
- **The Enchanting Piu Sik Parade:** This visually stunning procession is a kaleidoscope of colour and tradition, featuring children artfully costumed as deities, legendary figures, or even contemporary celebrities. These young participants are cleverly positioned on concealed steel frames, creating the captivating illusion that they are floating through the air, symbolizing the blessings being bestowed by the gods upon the community. As the parade winds its way through the streets of Cheung Chau, it is believed that the parading deities are inspecting the island and actively dispelling any malevolent spirits. The Piu Sik Parade's roots are deeply embedded in local folk beliefs, where the act of parading deities around the community was a vital practice for seeking blessings and protection. Over time, the inclusion of children transformed the parade, injecting a playful and engaging element that resonates with younger generations. This

evolution has cemented the Piu Sik Parade as a beloved spectacle, fostering a strong sense of pride and connection among both the participants and the enthusiastic spectators.

- **The Solemn Ceremony for the King of the Ghosts (祭大幽):** In contrast to the vibrant celebrations, the festival also includes the reverent Ceremony for the King of the Ghosts, known as 祭大幽 (zai daai yau). This solemn ritual involves the careful preparation and offering of various items, most notably the "Ping On Buns" and other essential provisions, as sacrifices intended to honour the spirits of the deceased and respectfully seek their blessings. This tradition is deeply rooted in Taoist beliefs, which emphasize the importance of respecting ancestors and maintaining a harmonious relationship with the spiritual realm. The act of honouring the King of the Ghosts reflects the community's enduring desire to maintain balance, seek protection from negative influences, and remember their heritage. Over the years, this ritual has become an indispensable part of the festival, serving as a poignant reminder of the interconnectedness between the living and the deceased and the significance of ancestral reverence.

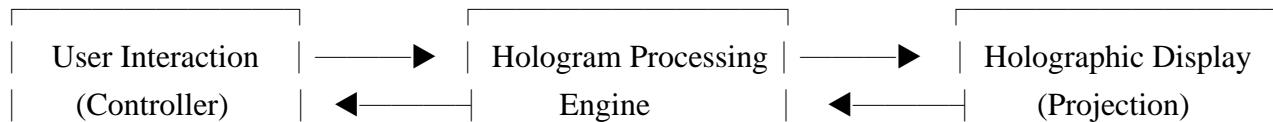
Challenges to Preservation and the Project's Response:

Despite its rich history and cultural significance, the Cheung Chau Bun Festival, like many traditional celebrations, faces contemporary challenges related to preservation and sustained growth. Rapid societal changes and evolving lifestyles have led to a situation where many citizens, particularly younger generations, possess only a superficial understanding of the festival's deeper meanings and lack meaningful personal engagement. This lack of in-depth knowledge and direct experience poses a significant concern, as the festival represents a precious and unique cultural heritage for the people of Hong Kong.

Recognizing this critical juncture, this project aims to actively address these challenges by providing a series of engaging and experiential activities specifically designed to encourage personal participation in various key aspects of the Cheung Chau Bun Festival. By offering these hands-on experiences, particularly targeted towards the younger generation, the project seeks to reintroduce and immerse participants in the charm and significance of traditional culture. The ultimate goal is to deepen their understanding and appreciation of this invaluable intangible cultural heritage, thereby actively promoting its continued inheritance, development, and vibrant future for generations to come.

Framework

Hologram Display System



Interactive Game Machine for Making the "Ping On Bun":

[User Initiation Phase]

1. Start Screen

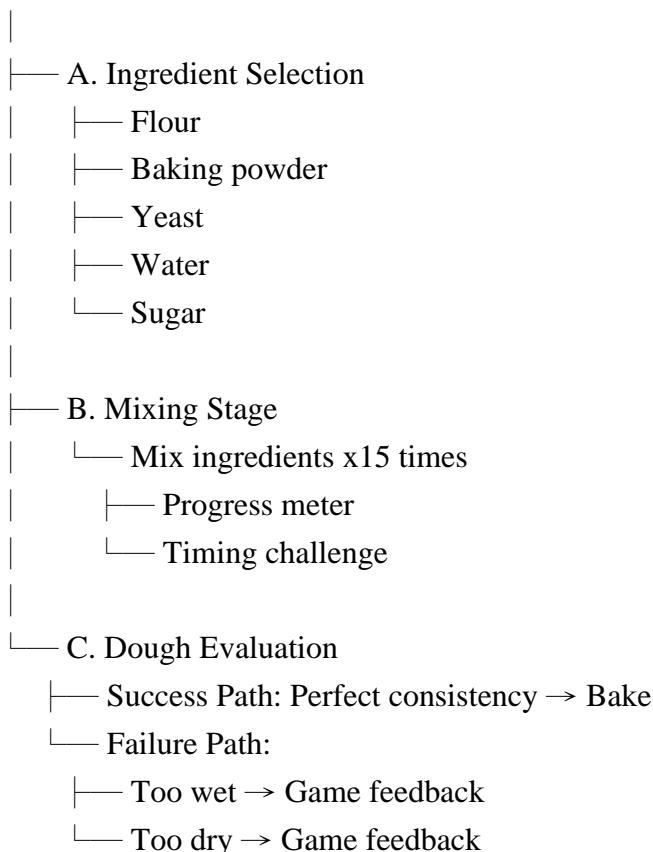
- Entry point with game logo
- "Press Start" button

2. Player Registration

- Enter username
- Take profile photo
- Confirm player identity

[Gameplay Phase]

3. Baking Process



[Display System]

4 Real-time Feedback Display

- └─ A. Instruction Panel
 - └─ Step-by-step guidance
- └─ B. Recipe Dashboard
 - └─ Current ingredient list
 - └─ Quantities
- └─ C. Animation Window
 - └─ Visual demonstration
 - └─ Ingredient visualization
- └─ D. Result Preview
 - └─ Dough status indicator
 - └─ Quality meter

[Outcome Phase]

5. Baking Results

- └─ Successful Bake:
 - └─ Golden bun animation
 - └─ Player score
 - └─ Global ranking
- └─ Failed Bake:
 - └─ Reason analysis
 - └─ Retry option

[System Architecture]

6. Machine Components

- └─ Touchscreen Interface
- └─ Camera Module
- └─ Motion Sensors (for mixing)
- └─ Display Outputs

Methodology

Creating Immersive Experiences of the Cheung Chau Bun Festival

Our project employs a multi-faceted methodology, strategically blending traditional artistic representations with cutting-edge interactive technologies to create engaging and educational experiences centered around key elements of the Cheung Chau Bun Festival. Our approach focuses on active participation, sensory immersion, and the seamless integration of cultural heritage with modern digital innovation. The core of our methodology lies in the design and implementation of three distinct yet interconnected deliverables:

1. The Interactive and Animated Traditional Scaffolding Installation:

This deliverable aims to reimagine the iconic bamboo scaffolding, a quintessential symbol of the Bun Festival, as a dynamic and interactive art piece. Our methodology involves a meticulous process:

- Design Integration: We will collaborate with experienced scaffolding artisans to construct a structure that adheres to traditional forms and dimensions, ensuring its authenticity and visual resonance with the festival. Simultaneously, we will integrate strategically placed projection surfaces and lighting systems within the scaffolding's framework.
- Animation Development: A team of digital artists and animators will create a series of visually captivating animations inspired by the festival's rich iconography, folklore, and historical narratives. These animations will go beyond simple visual displays, incorporating symbolic elements, subtle movements, and dynamic transitions that evoke the spirit of the celebration.
- Interactive Programming: Utilizing motion-tracking technology and custom-designed software, we will enable real-time interaction with the projected animations. Participants will be invited to engage with designated areas of the scaffolding through gestures and movements. This interaction will trigger changes in the animated patterns, allowing them to customize colors, alter the flow of visual elements, and even reveal hidden narratives within the animation sequences.
- User Experience Design: We will prioritize intuitive and user-friendly interaction, ensuring that participants of all ages and technological familiarity can easily engage with the installation. Clear visual cues and prompts will guide interaction, fostering a sense of discovery and playfulness. The goal is to empower participants to actively shape their visual experience of the scaffolding, forging a personal connection with the festival's traditional motifs in a contemporary way.

Demo:



2. The Immersive Piu Sik Parade Installation: A Blend of Hologram and Physicality:

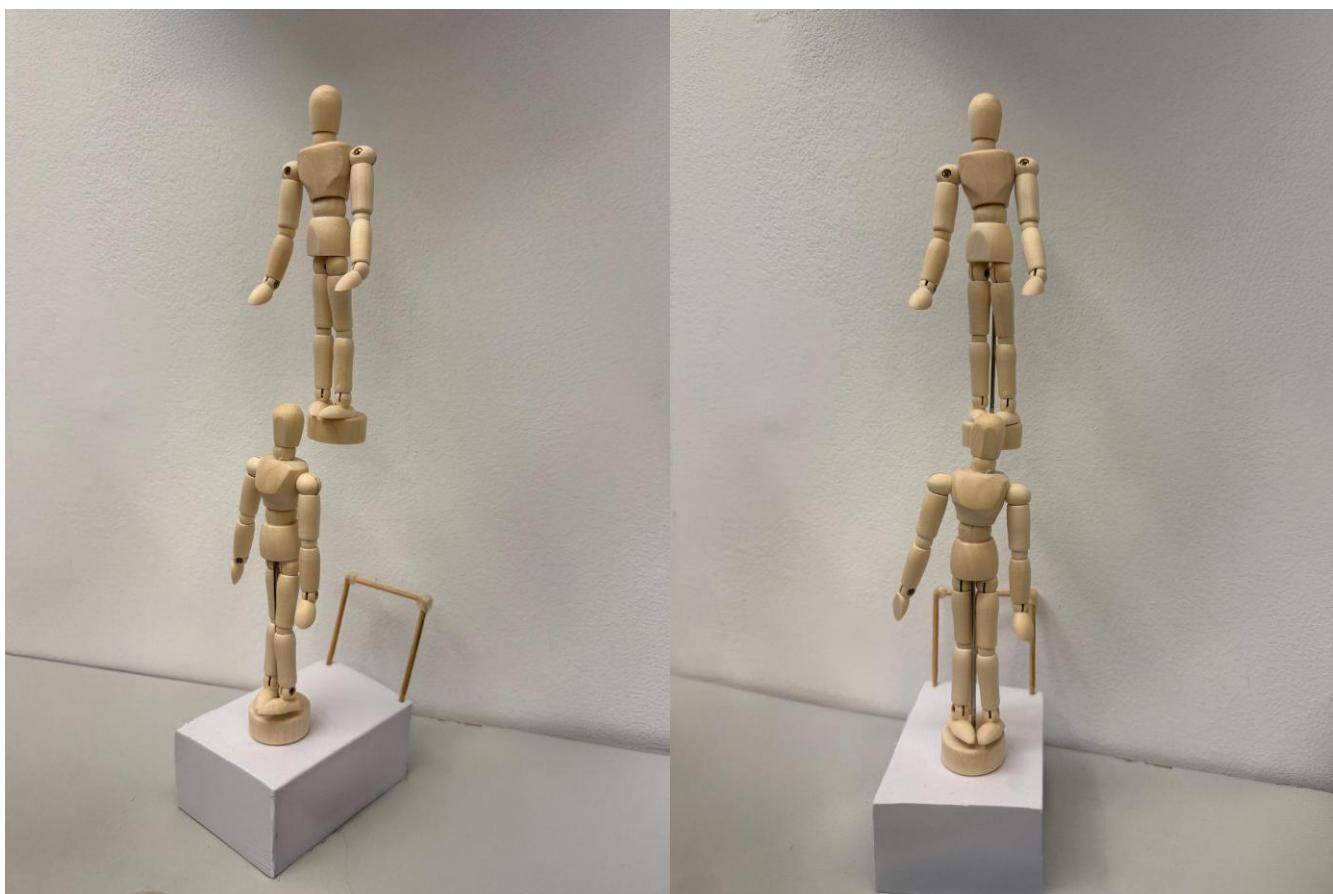
To capture the vibrant essence and cultural significance of the Piu Sik Parade, our methodology combines the tangible presence of physical decorations with the captivating illusion of holographic technology:

- **Physical Set Design:** We will meticulously craft and arrange physical decorations that authentically represent the key visual elements of the Piu Sik Parade. This includes miniature representations of the floats, intricately designed costumes, symbolic props, and festive banners, all arranged to evoke the lively atmosphere of the procession.
- **Holographic Projection Integration:** Strategically positioned within and around the physical set, holographic projectors will display dynamic three-dimensional representations of key moments from the Piu Sik Parade. These holograms will showcase the "floating" children dressed as deities and historical figures, capturing their movements, expressions, and the overall dynamism of the procession.
- **Narrative Sequencing:** The holographic displays will be carefully choreographed to present a narrative flow, guiding attendees through the history and cultural significance of the Piu Sik Parade. Accompanying audio elements, such as traditional music and narration, will further

enhance the immersive experience and provide contextual information about the symbolism and traditions behind the parade.

- **Spatial Immersion:** The combination of tangible decorations and ethereal holograms will create a unique sense of spatial immersion. Attendees will be able to walk around and within the installation, experiencing the Piu Sik Parade from multiple perspectives and gaining a deeper understanding of its scale and artistry. This blended approach aims to bridge the gap between observation and active engagement, allowing attendees to "witness" the parade in an innovative and memorable way.

Demo:



3. The Interactive "Ping On Bun" Making Game Powered by Leap Motion:

Our methodology for the "Ping On Bun" making game leverages the precise hand-tracking capabilities of Leap Motion technology to create a fun, engaging, and educational experience:

- **Game Design and Development:** We will design a game interface that simulates the various stages of crafting a traditional "Ping On Bun," from kneading the dough to shaping and marking it. The game will incorporate a time limit and scoring system to enhance engagement and provide a sense of challenge.

- Leap Motion Integration: The Leap Motion sensor will track the participant's hand movements in real-time, translating them into actions within the virtual game environment. This allows for intuitive and natural interaction, mimicking the physical actions involved in actual bun making.
- Educational Content Integration: Throughout the gameplay, informative prompts and visual cues will highlight the cultural significance of the "Ping On Bun," explaining its symbolism and its role within the broader context of the festival. Successful completion of the bun-making process will be rewarded with virtual achievements and educational insights.
- Iterative Testing and Refinement: We will conduct thorough testing of the game mechanics and user interface to ensure a smooth, responsive, and enjoyable experience. Feedback from test participants will be incorporated to refine the game's difficulty, pacing, and educational content. The goal is to provide a hands-on and immersive learning experience that fosters cultural awareness and appreciation for this unique culinary tradition of the Cheung Chau Bun Festival in a playful and memorable manner.

Through this carefully considered methodology, we aim to create more than just passive displays; we are designing interactive and immersive experiences that actively engage participants, foster a deeper understanding of the Cheung Chau Bun Festival's rich cultural heritage, and leave a lasting impression on their appreciation for this unique Hong Kong tradition.

Demo:





Implementation

Bringing the Cheung Chau Bun Festival to Life Through Technology and Art

The implementation of our project will leverage a carefully integrated suite of technologies and artistic methods to craft an engaging and immersive showcase of the Cheung Chau Bun Festival's key traditions. Our approach prioritizes creating interactive experiences that bridge the gap between cultural heritage and modern digital innovation.

1. The Animated Traditional Scaffolding Installation:

- **Authentic Scaffolding Construction:** We will construct a physical scaffolding structure using traditional bamboo techniques, closely mirroring the impressive towers erected during the actual Cheung Chau Bun Festival. This tangible element will provide an immediate and authentic connection to the festival's visual landscape.
- **Dynamic Hand-Drawn Animation:** Our team of artists will create a series of hand-drawn animations, imbued with the fluid and expressive qualities of traditional art. These animations will depict iconic scenes and customs of the festival, such as a vibrant, mobile dragon weaving through the structure.
- **Integrated LED Lighting:** LED strip lights will be strategically integrated within the scaffolding structure and meticulously synchronized with the projected animations. This dynamic lighting will enhance visual effects, highlight key moments in the animations, and create a captivating interplay of light and motion.
- **High-Definition Projection:** A high-luminosity projector will be precisely positioned to display the hand-drawn animations onto the scaffolding's surface. This will ensure vibrant, crisp, and large-scale visuals, seamlessly merging the traditional structure with the dynamic modern aesthetic of the animation.
- **Interactive Pattern Customization:** We will develop an intuitive interface, potentially controlled via a touch screen or designated interactive zone, allowing participants to select from a curated library of animated patterns and color palettes. This interactive element will empower the audience to personalize their visual experience of the scaffolding, fostering a sense of active engagement and discovery.

2. The Immersive Piu Sik Parade Installation:

- **Captivating Holographic Display:** A state-of-the-art holographic display system will be implemented to showcase a dynamic three-dimensional representation of a Piu Sik character from the iconic parade. This ethereal visual will capture the essence of the "floating" figures, adding a layer of wonder and technological innovation to the installation.
- **Atmospheric Street View Setting:** The physical installation will incorporate carefully crafted scenic elements and projections to evoke the vibrant streetscape of Cheung Chau during the festival. This backdrop will immerse attendees in the authentic atmosphere of the parade route.
- **Interactive Audience Integration:** Utilizing a projector and camera system, we will create an interactive element where attendees' faces can be dynamically projected onto the holographic

Piu Sik character. This playful interaction will allow individuals to become part of the parade spectacle, further enhancing their engagement and creating memorable photo opportunities.

- **User-Controlled Hologram Selection:** An iPad interface will serve as the control hub for this installation. Attendees will be able to browse and select their preferred Piu Sik character or scene via the iPad's touch screen. Upon selection, the system will automatically trigger the corresponding holographic display and potentially synchronized audio elements.
- **Projected Cheung Chau Ambiance:** A separate projector will be dedicated to displaying dynamic visuals of Cheung Chau's bustling streets as a backdrop to the entire Piu Sik installation, further immersing attendees in the festival's environment.

3. The Interactive "Ping On Bun" Making Game Machine:

- **Precise Motion Sensing with Leap Motion:** Leap Motion technology will be the core of the game's interaction. Its advanced hand-tracking capabilities will allow participants to physically mimic the actions involved in making a "Ping On Bun," such as kneading, shaping, and placing the virtual buns.
- **Game Development in Unity:** The game environment and mechanics will be developed using the Unity game engine. This powerful platform will enable us to create a visually engaging and responsive virtual experience, incorporating realistic physics and intuitive controls.
- **Artistic Hand-Drawn Visuals:** To maintain a connection to the festival's artistic spirit, hand-drawn visuals of the ingredients, tools, and the "Ping On Bun" itself will be integrated into the game's design. This will provide a unique aesthetic that blends traditional artistry with modern gaming.
- **Immersive and Educational Gameplay:** The game will guide participants through the steps of bun making, providing visual cues and feedback based on their hand movements. Timers and scoring elements will add an element of fun and challenge, while subtle informational prompts will educate players about the cultural significance and symbolism of the "Ping On Bun" within the Cheung Chau Bun Festival.

Through this carefully orchestrated implementation, we aim to create a multi-sensory experience that not only showcases the visual spectacle of the Cheung Chau Bun Festival but also actively engages participants in its key traditions through interactive technology and artistic interpretation. Our goal is to foster a deeper understanding and appreciation for this unique cultural heritage in an innovative and memorable way.

Evaluation

Measuring the Impact and Ensuring the Future of Our Initiative

Our evaluation framework is designed to comprehensively assess the success and long-term potential of our project in enhancing the Cheung Chau Bun Festival experience and its impact on the community. We will employ a multi-faceted approach, focusing on the following key areas:

1. Assessing Experiential Effectiveness:

We will rigorously evaluate how effectively our interactive installations and game enhanced the engagement and understanding of the Cheung Chau Bun Festival among attendees. This will involve:

- **Quantitative Data Analysis:** We will analyze festival attendance figures, paying particular attention to any increases that may correlate with the presence and promotion of our project. We will also track engagement metrics within the interactive installations themselves, such as usage duration, participation rates, and completion levels within the "Ping On Bun" game.
- **Qualitative Feedback Collection:** Employing surveys distributed to festival attendees, we will gather firsthand accounts of their experiences with our installations. Focus group discussions with diverse participant groups will provide deeper qualitative insights into how the project shaped their perceptions of the festival's traditions, their level of immersion, and whether it successfully raised awareness and fostered a greater appreciation for the cultural heritage.
- **Direct Observation:** Our team will conduct on-site observations to gauge audience interaction with the installations, noting levels of enthusiasm, curiosity, and the overall flow of engagement. This direct observation will provide valuable context to the quantitative and qualitative data.

2. Measuring Community-Wide Impact:

Our evaluation will extend beyond immediate participant experiences to assess the broader economic, cultural, and social impact of our project on the Cheung Chau community:

- **Economic Impact Assessment:** We will collaborate with local businesses to analyze revenue changes during the festival period compared to previous years. This data will help illuminate any potential economic benefits generated by increased visitor interest and engagement driven by our project.
- **Cultural Impact Assessment:** We will gauge shifts in the community's appreciation for traditional customs and heritage through surveys and discussions with long-term residents and cultural stakeholders. We will look for evidence of increased interest in the festival's history, rituals, and symbolism, potentially indicated by increased participation in related events or discussions.
- **Social Cohesion and Pride Measurement:** We will assess any enhancements in community cohesion and pride resulting from the project by exploring feedback related to shared experiences, collaborative participation in project-related activities (if any), and expressions of local pride in showcasing their cultural heritage through innovative means.

3. Gathering Comprehensive Stakeholder Feedback:

A crucial element of our evaluation will involve actively soliciting feedback from various stakeholders to identify both the project's successes and areas for potential improvement:

- **In-Depth Stakeholder Interviews:** We will conduct structured interviews with key stakeholders, including festival organizers, local community leaders, business owners, and cultural practitioners. These interviews will provide valuable perspectives on the project's overall outcomes, its integration with the existing festival, and its perceived impact on the community.
- **Multi-Channel Feedback Mechanisms:** We will implement a range of feedback mechanisms, including easily accessible online surveys, strategically placed comment cards within the installation areas, and active monitoring of social media interactions and sentiment related to the project. This multi-pronged approach will ensure a diverse collection of opinions and insights.
- **Iterative Refinement:** The feedback gathered will be systematically analyzed and used to identify areas of strength and areas requiring further refinement. This iterative process will inform future initiatives and ensure that our efforts are continuously evolving to better meet the community's needs and expectations, fostering a cycle of continuous improvement and deeper engagement.

4. Evaluating Community Engagement and Participation:

We will specifically assess the project's success in fostering genuine community engagement and active participation:

- **Resident Involvement Metrics:** We will track the level of involvement of Cheung Chau residents in any project-related activities, such as workshops, demonstrations, or volunteer opportunities. The number of local participants and their level of contribution will be key indicators of community buy-in.
- **Satisfaction with Festival Experience:** Surveys and discussions will specifically address residents' overall satisfaction with the festival experience, exploring whether the project contributed positively to their sense of belonging and cultural pride.
- **Impact of Collaborative Initiatives:** We will evaluate the effectiveness of any initiatives designed to promote collaboration and interaction among community members during the festival, assessing their contribution to a stronger sense of unity and shared cultural experience.

5. Assessing Long-Term Sustainability and Legacy:

Our evaluation will look beyond the immediate festival period to consider the potential for long-term sustainability and the lasting impact of the project:

- **Identifying Continuation Opportunities:** We will actively explore opportunities for the continued engagement with the project's themes and objectives beyond the current festival. This may involve exploring options for adapting or re-presenting elements of the project in future festival editions or in other community initiatives.
- **Knowledge Transfer and Capacity Building:** We will assess the potential for knowledge transfer and capacity building within the local community through the skills and experiences gained during the project implementation.
- **Legacy and Future Impact Planning:** We will develop strategies to maintain and build upon the project's successes, aiming to ensure its relevance and positive contribution to future iterations of the Cheung Chau Bun Festival, thereby nurturing a lasting legacy of cultural innovation and community engagement.

Through this comprehensive and data-driven evaluation process, we aim to not only measure the immediate impact of our project but also to gain valuable insights that will inform future initiatives and

contribute to the enduring cultural significance and vibrant community spirit of the Cheung Chau Bun Festival.

Discussion

Related to the Project's Impact & Effectiveness:

- **Balancing Tradition and Innovation:** How successfully did the project strike a balance between honoring the traditional aspects of the Cheung Chau Bun Festival and introducing modern technological interpretations? Was there any perceived conflict or seamless integration?
- **Target Audience Engagement:** How effectively did the project engage the intended target audience, particularly the younger generation? Were the interactive elements and technologies appealing and accessible?
- **Depth of Cultural Understanding:** Did the interactive elements truly deepen participants' understanding and appreciation of the festival's cultural significance, or did they primarily serve as entertainment? How can future iterations enhance the educational aspect?
- **Immersive Quality:** How immersive were the installations? Did participants feel transported into the atmosphere of the festival? What aspects contributed most or least to the sense of immersion?
- **User Experience:** How intuitive and enjoyable were the interactive elements? Were there any technical difficulties or points of confusion for participants?
- **Impact on Festival Experience:** Overall, how did the project contribute to the overall Cheung Chau Bun Festival experience for attendees? Did it enhance their visit in a meaningful way?

Related to Community & Cultural Impact:

- **Community Response:** What was the reaction of the local Cheung Chau community to the project? Did they feel it accurately represented their traditions? Was there a sense of pride or concern?
- **Intergenerational Connection:** Did the project effectively bridge the gap between older and younger generations in their understanding and appreciation of the festival? Were there any observed interactions between different age groups around the installations?
- **Economic Benefits:** What were the perceived economic benefits of the project for local businesses during the festival? Did it attract more visitors or encourage longer stays?
- **Cultural Preservation:** To what extent can projects like this contribute to the long-term preservation of intangible cultural heritage? What are the potential benefits and drawbacks of using technology for this purpose?
- **Social Cohesion:** Did the project foster a greater sense of community cohesion or shared experience among festival attendees, both locals and visitors?

Related to Future Development & Sustainability:

- **Scalability and Reproducibility:** Could these types of installations be scaled up or reproduced for future festivals or in other cultural contexts? What are the practical considerations and costs involved?
- **Technological Evolution:** How can future iterations of the project leverage emerging technologies to create even more engaging and immersive experiences?
- **Sustainability of the Installations:** What are the plans for the long-term maintenance and potential reuse of the installations? How can environmental sustainability be considered in future developments?
- **Integration with Existing Festival Structure:** How can future projects be more seamlessly integrated into the existing schedule and flow of the Cheung Chau Bun Festival?

- **Funding and Partnerships:** What are potential avenues for securing long-term funding and establishing sustainable partnerships with local organizations and tourism boards?

Specific to the Deliverables:

- **Animated Scaffolding:** What was the impact of the interactive color-changing element? Did it effectively engage participants and connect them to the "太平清醮" inscription?
- **Piu Sik Parade Installation:** How effective was the combination of holograms and physical decorations in conveying the vibrancy of the Piu Sik Parade? Was the face projection feature well-received?
- **"Ping On Bun" Game:** Did the Leap Motion technology provide an intuitive and engaging way to learn about the bun-making process? What was the perceived educational value of the game?

Limitations

Navigating Constraints in Project Implementation

While we strived for a comprehensive showcase of the Cheung Chau Bun Festival, our project encountered certain limitations that necessitated strategic adjustments to our initial plans.

Primarily, **spatial constraints** led to the difficult decision to cancel the inclusion of a dedicated kiosk machine. This kiosk was intended to provide attendees with in-depth cultural and historical information about the festival through interactive displays. Ultimately, the limited physical space available required us to prioritize the core experiential components of the project: the bamboo theatre installation, the Piu Sik Parade installation, and the interactive "Ping On Bun" game machine.

Furthermore, our initial venue selection of the third floor proved **inadequate for the vertical height required** by our envisioned bamboo theatre structure. Recognizing this early in the implementation phase, we proactively undertook a relocation to the sixth floor. While this move effectively addressed the height restriction and better aligned with our aesthetic goals, we are now actively working to maximize the available space on this new floor to accommodate all project elements comfortably.

These modifications have required us to engage in **creative optimization and strategic problem-solving**. We have had to carefully balance our ambitious goals for the project with the practical realities of the available space and resources. This has involved adapting our designs, streamlining the integration of different components, and making strategic choices to ensure the most impactful and cohesive experience within the given constraints. Despite these adjustments, our commitment to delivering an engaging and insightful showcase of the Cheung Chau Bun Festival remains unwavering.

Interesting findings

Unveiling Unique Aspects of the Cheung Chau Bun Festival

Our exploration into the Cheung Chau Bun Festival has revealed several fascinating and distinctive features that contribute to its unique charm and cultural significance:

The Ingenuity of the Piu Sik Parade:

The Piu Sik Parade, a visual highlight of the festival, showcases remarkable ingenuity in its design. The seemingly floating children, costumed as deities and contemporary figures, are cleverly secured in concealed chairs supported by a sophisticated steel bracket system. This mechanical marvel ensures their balance and stability throughout the procession. Notably, the parade embraces inclusivity by offering participation opportunities to children under the age of four. Their diverse portrayals, ranging from revered legendary deities to popular modern personalities – this year featuring the locally recognized "Mr. Ho and Mrs. Ho" – inject a delightful and contemporary playfulness into the traditional spectacle. Furthermore, organizers thoughtfully prioritize the comfort of these young participants during the lengthy parade by having them wear diapers, allowing parents to fully immerse themselves in the festivities without added worry. These considerate design choices underscore the event's attention to detail and enhance the experience for both the young participants and the captivated onlookers.

The Symbolic Language of the Bamboo Theatre:

The "bamboo theatre," a temporary yet integral structure of the festival, transcends its functional purpose, embodying the essence of traditional Chinese decorative art and the conveyance of auspicious messages. The vibrant flower plaques adorning the theatre are brought to life through a palette of bright, warm colors, instantly establishing a cheerful and celebratory atmosphere. The intricate flowers themselves, often crafted from colorful tin pieces known as antimony paper, possess a unique shimmering quality, resembling reflective blossoms that add a touch of captivating charm. The background hues, frequently employing fluorescent and harmonizing tones, are strategically chosen to accentuate the accompanying text and lucky embellishments. This deliberate combination of vivid colors, intricate craftsmanship, and auspicious symbolism showcases remarkable artistic flair and powerfully underscores the cultural depth inherent in conveying blessings through elaborate visual artistry during traditional Chinese festivities. The bamboo theatre, therefore, serves not only as a performance space but also as a potent visual representation of cultural values and well-wishes.

Closing Remarks

Cultivating a Vibrant Future for the Bun Festival

As we bring this final report on the revitalisation of the Cheung Chau Bun Festival to a close, it is clear that our collaborative journey has been fueled by a deep respect for tradition, a dedication to fostering robust community engagement, and a shared vision for promoting enduring cultural vibrancy. The meticulous planning and thoughtful implementation of our diverse initiatives underscore our unwavering commitment to ensuring the festival's continued relevance and profound significance within the dynamic cultural landscape of Hong Kong. By strategically bridging the rich heritage of the past with the engaging possibilities of the present, instilling a strong sense of local pride and cultural identity, and embracing environmentally sustainable practices, our project stands as a powerful testament to the enduring spirit of cultural preservation and the vital strength of community unity.

In summary, the comprehensive strategy detailed in this final report is designed to inject new vitality into the Cheung Chau Bun Festival by thoughtfully weaving together time-honored traditions with innovative contemporary approaches. Through a carefully curated spectrum of activities encompassing impactful promotional campaigns, enriching educational projects, inclusive community engagement initiatives, and forward-thinking sustainability efforts, this project endeavors to significantly boost tourism, stimulate the local economy, and cultivate a deep-seated sense of cultural identity and robust social cohesion. By strategically leveraging the reach of cultural influencers, delivering insightful educational programs, and adopting an eco-conscious mindset, our collective endeavor aims to weave a compelling narrative of cultural heritage, community solidarity, and resilient tradition that extends far beyond mere metrics. Our ultimate aspiration is to ensure that the Cheung Chau Bun Festival not only survives but thrives as a cherished and enduring representation of Hong Kong's unique artistic and cultural legacy for generations yet to come.

Summary

This project brings the vibrant traditions of Hong Kong's Cheung Chau Bun Festival to life through a blend of physical installations, digital animations, and interactive technology. By merging traditional craftsmanship with modern digital art and gaming, we create an immersive experience that educates and entertains audiences about this iconic cultural event.

Key Components:

1. Traditional Scaffolding & Projection Mapping

- A bamboo structure replicating the festival's bun towers, enhanced with hand-drawn animations and synchronized LED lighting.
- Dynamic visuals (e.g., a moving dragon) projected onto the scaffolding, blending heritage with contemporary digital art.

2. Holographic Piu Sik Parade

- Interactive 3D holograms of Piu Sik parade characters, controlled via iPad for user engagement.
- Projections of audience faces onto performers and Cheung Chau street backdrops for personalization.

3. Motion-Based "Ping On Bun" Game

- A Leap Motion-powered game where players mimic bun-making gestures in an immersive Unity environment.
- Stylized hand-drawn graphics to maintain cultural authenticity.

Objective:

To preserve and reinterpret the Cheung Chau Bun Festival through interactive storytelling, ensuring its traditions remain accessible and engaging for modern audiences.

This project serves as both a cultural exhibit and an innovative tech showcase, bridging the past and future of Hong Kong's intangible heritage.

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