

## Mentor Profile

When would you like to participate as Mentor? (Select all that apply)

- ✓ Pilot round (Starting March 2022)      ✓ Later in 2022      ✓ Starting in 2023

Name	Chan Yiu Hung
Title	Managing Director
Firm/Institution	Hong Kong Cultural Imaging Workshop
City, Country	HKSAR
LinkedIn/website	www.culture.com.hk
Best channel for the apprenticeship to contact you (email, Whatsapp, etc):	WhatsApp

Biography (Add your short biography for Mentor Profile, including relevant UNESCO Heritage Awards-winning projects that may be relevant to the proposed Apprenticeship)

Hung A is a Photographer and an Architectural conservationist of Cultural Imaging Workshop. He loves the beauty of diverse cityscape and heritage. He was a UNESCO award winning director of HKSAR revitalization scheme of Tai O Heritage hotel. He introduced "Heritage Branding" on sustainable development. He participates La Biennale di Venezia 2008 as a exhibitor questioning about "The power mapping of Hong Kong cityscape". Besides, he collaborated with AIA New York (Center for Architecture, NYC) produce the photo exhibition/Seminar of "Hong Kong at 15: Expanding the Public Realm". He also interested on Hong Kong history, researched and directed the film "The Battle of Hong Kong" of the University of Hong Kong and plays a role as tutor of common core course "Property Rights, Built Heritage and Sustainable Development in Hong Kong."

Hung A was graduated from the School of Design, Hong Kong Polytechnic University and obtained the BA in Photographic Design in 1994 with first class honors. He continued his study and obtained MA in Literary and Cultural Studies in 1998, MSc (Conservation) in Architectural Conservation Programme (ACP) in 2009, PDAS Professional Diploma of Architectural Design in 2013 and PhD in film and Heritage Conservation. He is a member of Hong Kong institute of Architectural Conservationist (HKICON), Hong Kong Institute of Professional Photographer (HKIPP), Hong Kong International Photo Festival and the honorable chairman of VTC Design Alumni Association.

**Architectural Conservation Project**

2021-present	Kong Ha Wai Conservation project, Henderson Development , UNESCO submission consultant
2021-present	Central Market Conservation project, Chinachem Group, awards submission consultant
2021-present	State Theatre Conservation project, New World development, Heritage Documentation consultant
2018-present	Central H-18C, Wing Tai Properties, interpretation video Director
2017	Fanling Magistracy, HKFYG, UNESCO submission consultant, gamer developer and video Director
2016-2017	Photographic Museum, UNESCO submission consultant, video Director
2016	Jao Tsung-I Academy, UNESCO submission consultant, video Director
2015-17	VIVA Blue House, St. James' Settlement, UNESCO submission co-ordinator
2015-17	The Mills, Nan Fung Group, heritage branding consultant, video Director
2015-17	Tai Kwun - the Central Police Station (CPS) UNESCO submission video director
2015	Ventris Road church - Photographic survey and Heritage Documentation
2015	The Warwick Mill, Manchester heritage video documentation, video director
2014	The Pottinger Hotel, heritage branding Consultant
2014-2016	The 27 Lugard Road Heritage Hotel, Conservation Consultant
2013	Mei Ho Estate (YHA) – Heritage Visual Branding
2011-13	"The Battle of Hong Kong", The University of Hong Kong, Video Director
2010	Hong Kong Heritage Tourism - Access Heritage, Development Bureau, Interpretation video production director
2010	Lui Seng Chun - Photographic survey and Heritage Documentation
2010	St, Joseph College photographic exhibition - Heritage Documentation
2008	Heritage Branding – A photographic Exhibition of Helena May
2009-2015	Tai O Police Station Boutique Hotel conservation project – Research and Documentation (Interpretation video and Photography)
2009	UNESCO Asia-Pacific Heritage Awards Exhibition (13 Winners)– Interpretation video Production Director
2009	20 Hing Hon road - Heritage Documentation
2009	Tung Chung Fort - Photography survey (for AMO)

Specify the project(s) you are working on or are in the process of developing that will be the focus of this Apprenticeship (project name, brief description, current status of project):

Kong Ha Wai Conservation project, program development status, public engage  
 Central Market Conservation project, program development status, public engage  
 Central H-18C, Wing Tai Properties, program development status, public engage

Explain the role of Apprentice in the specific project(s) that they will be working on:

Research, public engagement, co-develop and implement.

What skills do you require from the apprentice?

Communication technique, Historical and cultural knowledge and conservation understanding

What language(s) is/are required by the apprentice?

English

Will the Apprenticeship be online or on-site?

- Fully Online       Fully On-site       Either one       Both/hybrid

If you selected Both/Hybrid, please Explain here the breakdown (e.g. 3 sessions on-site):

Will your apprentice need to apply through any additional process within your organization?

Nil

In what field would the mentorship be provided?

Culture and Creative Industries CCIs

In addition to the assigned tasks, what opportunities for personal interaction would you provide for your Apprentice? (One-on-one meetings to review progress, career advice, invitations to join networking events, etc.)

- 1) One-on-one meetings to review progress; 2) career advice; 3) invitations to join networking events

Please specify any kind of support you can provide to the Apprentice, if any (e.g. transportation, housing, research stipend, etc.)

Nil

I understand the agreement will be made between myself and the apprentice, subject to mutual understanding. I understand that UNESCO will facilitate the matchmaking process and is not liable nor responsible for the agreement made between myself and the apprentice.

- Yes

9<sup>th</sup> December 2021

Date

Chan Ylu Hung

Name of Mentor



Signature