Hong Kong International
Visual Arts Education Symposium 2026
香港國際視覺藝術教育研討會

Commendable Award

優異獎

ALCONGA Tiffany Rose, CHAN Ying-lam Ashley, NONO Lindsay Emmauelle
Higher Diploma in Advertising Design
Hong Kong Design Institute
ALCONGA Tiffany Rose、陳映霖、唐嘉詠
香港知專設計學院
廣告設計高級文憑

MK Street War
Advertising Campaign

This is an advertisement campaign which redefines MK style from a new generation perspective, reinterpreting and positively presenting the unique charm of MK style. MK culture's appearance wise, it is quite trendy and a part of many youths' personal wardrobe, but one thing that remains unchanged is the negative attitude associated with the MK culture - leading people to not want to be associated themselves with it. 77% of Gen Z spend their free time offline pursuing creative activities such as drawing, illustrating, or journalling. and What do they all have in common? It all starts with a blank canvas.

Hence, we launched the campaign 'MK Street Wars' - an art feud which captures the rebellious attitude of people using the contents of street art and street culture, transferring MK's attitude and authenticity onto a canvas, taking centre stage, spotlighting Mong Kok's bold, fierce style into the world, getting Gen Z and the locals to appreciate the long misunderstood MK culture and attract tourists and visitors from around the world, turning Mong Kok into a tangible, sharing expression and something worth sparking interests by the global audience.

全球大學傑出設計獎

University Worldwide Outstanding Design Award