

# CARICATURES WITH THE COLOURS OF MACAO - TURNING MACAO'S COMIC DREAMS INTO REALITY

## 畫出澳門彩虹 | 實踐澳漫之夢 |

Using its popular comics and other peripheral products, Force Publication Limited strives to promote Macao characteristics to overseas markets. 透過旗下廣受歡迎的漫畫和作品，原力出版社務求將澳門特色宣揚海外。

**Opening page:** Force Publication Limited designed mouse pads that incorporate tourists' favourite heritage sites in Macao.

**開頁：**原力出版社推出以澳門世界遺產旅遊景點為設計主題的滑鼠墊。

Since its establishment in 2008, Force Publication Limited has specialised in publishing comics and offprints. Through citizens' love for comic goodies and peripheral products, it hopes to promote Macao's culture into the Chinese and South-east Asian regions. It aims to provide an opportunity for the community of Macao caricaturists to shine as brightly as the colours they use.

### Assimilating Macao characteristics - comic products sustains of the industrys

Macao's small population only provides a narrow demand for comics. To deal with this, Force Publication has racked its brains on how to open up peripheral markets. Using its comics' themes and protagonists, it produces an array of products including T-shirts and mouse pads. With this, they hope to increase

原力出版社一人有限公司自2008年成立以來，一直以出版漫畫雜誌、漫畫單行本為主。除此之外，該公司希望藉著市民對漫畫精品的愛好，以宣傳澳門漫畫文化，並透過漫畫所衍生而來的周邊產品，推廣至中國及其他東南亞地區，讓澳門一眾漫畫家，也有畫出彩虹的機會。

### 結合澳門特色 以產品支持漫畫業

澳門人口少，市場狹窄，因此原力出版經常攪盡腦汁開拓周邊市場，例如出版社現時所推出的周邊產品如T恤、滑書墊等，全部均以旗下漫畫作品的主题和主角，希望藉此能提升漫畫家和插畫家們的知名度和其作品出版的機會，更可將澳門獨特的魅力宣揚至海外。原力出版社社長、澳門漫畫從業員協會會長、澳門知名跨媒體藝術家黃天俊 (Michael Wong)，將遊客們最喜愛的澳門世界遺產旅遊景點，包括大三巴、媽閣廟及東望洋燈塔等作為主角，設計出輕巧便利的滑鼠墊，成功吸引遊客



“For many years now, Force Publication Limited has been turning Macao comic artists’ dreams into reality.

原力出版社多年來為澳門漫畫家實踐了很多不同的夢想。”



This page: A variety of comic books produced by Force Publication Limited.

本頁：原力出版社推出各種的漫畫書。

the prominence of comic artists and illustrators, thus increasing their chances of publication, all the while promoting Macao characteristics overseas. Michael Wong Tin-chon, the head of Force Publication, chairman of the Macao Comickers Association and a celebrated cross-media artist, designed light and handy mouse pads by incorporating tourists’ favourite heritage sites in Macao, such as the Ruins of St. Paul, the A-Ma Temple and the Guia Lighthouse. For this series of quality products, Wong used his “I love Macau” comics as the main concept, displaying Macao’s individuality while maintaining low prices. The results were highly satisfying sales records and these products became one of the most popular souvenirs tourists take home. Adding to its glory, the “I love Macau” series had the honour of being the “2011 Most Talked-about Anime” in the 2011 Top Cartoon Brand Ceremony, hosted by the China Cartoon Industry Forum.

### Maintaining originality - accomplishing Macao’s comic dream

Force Publication released a series of limited edition T-shirts, using Macao Cable TV’s Macao Film Festival production “Alleys” as its theme. Accordingly, it produced a comic book depicting the main protagonists

的注意！這系列精品原來是由其漫畫畫作《我愛澳門》為構思，而且既經濟又別具澳門特色，單是這兩項賣點，已帶動銷售情況十分理想，這些精品亦成為了當時最受歡迎的手信之一；加上《我愛澳門》系列獲得由中國卡通產業論壇舉辦的「2011天下動漫風雲榜頒獎禮」的「2011最受關注動漫作品」殊榮，可謂錦上添花。

### 重視原創 成就澳門漫畫夢

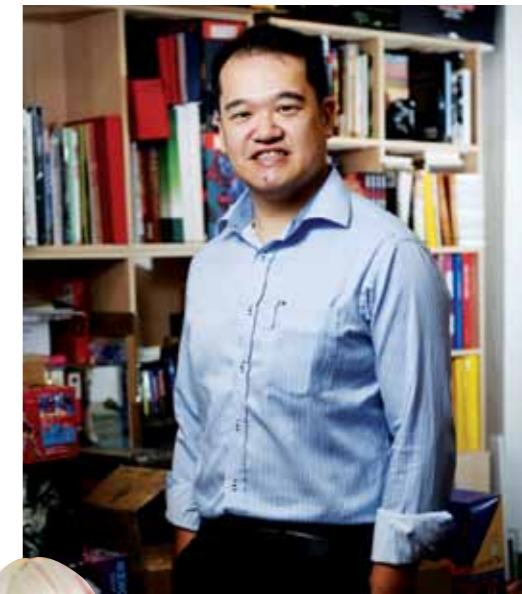
原力出版社早前推出了一系列的限量版T恤，以曾於澳門有線電視台「澳門電影節」中播放的焦點之作《橫街窄巷》作為主題，以主角羅益、葉勝和車王桐，制作成漫畫版並隨新書發佈會期間限量推出多款周邊精品，將當中主角們的難忘場景一一再現眼前；原力出版亦表示，每次所推出的限量版T恤大部份均少量製作以增加收藏價值，在市面上所流通的產品約一百件左右，而且亦十分重視T恤的質料，在選擇場景用作漫畫時，亦經過多重考量，希望將最具代表性的畫面，再一次呈現於觀眾眼前；同時原力亦希望藉著限量推出的策略，提升產品的收藏價值，讓擁戴者穿上時能對該電影及漫畫造成宣傳作用。這齣廣受澳門本土歡迎的電影，由原力帶領之下成績斐然，隨電影漫畫書附贈電影DVD光碟，其受歡迎程度可見一斑！

另一限量版T恤則以澳門著名景點大三巴，加上《黃倉聯婚——婚前準備手冊》繪本中的人物，專為在台灣舉行的第十屆世界漫畫家大會而設計的，當

Law Yik, Yip Shing and Che Wong Tung. During the book launch, they also sold a limited edition series of peripheral products, which showed memorable scenes in which the characters appeared. When making limited edition T-shirts, Force Publication uses the strategy of producing only small quantities to increase their collectible value. They produce only around a hundred or so, ensuring that all are made with fine-quality material. They carefully choose the image to print on the T-shirt, hoping to revive scenes that represent the character most effectively. When fans wear the T-shirts, they help promote the films and comics. Under Force Publication, this popular Macao film has achieved great successes. What’s more, the comic comes with a free DVD of the film and is evidently popular among fans.

Another limited edition T-shirt series features Macao’s landmark Ruins of St. Paul, with characters from the picture book “Pre-Wedding Manual for the Wong-Tsim Marriage”. It was specifically designed for the 10th International Comic Artist Conference held in Taiwan. Wong, the then Macao representative, presented the T-shirts to representatives from other regions as souvenirs during the conference.

For many years now, Force Publication has been turning Macao comic artists’ dreams into reality. Recent comics such as “Master Ring”, “Pre-Wedding Manual for the Wong-Tsim Marriage”, “Alleys”, “Kaleidoscope” and “Macau Comic Book Series - World Heritage: Macao’s Historical Sites”, have earned plaudits from comic fans all over Macao, Hong Kong and China. With “Master Ring”, doing Force Publication proud, they also released a limited 72cm BJD figurine set, completed with accessories such as eye makeup and clothes, which won the support of numerous fans. A set of ten postcards, released by Shanghai’s “Cartoon King” and China’s State Post Bureau, with the collaborative effort of artists from China, Hong Kong, Taiwan and Macao, recorded the spectacular work from “Master Ring”. This allowed supporters from within the country to buy “Master Ring” goodies at affordable prices, while those from different regions can also appreciate the fine work of Macao’s comic artists. M



Clockwise from top: Director Mr Wong; a limited 72cm BJD figurine set from the “Master Ring” comic.

順時針由上起：社長黃先生；漫畫《Master Ring》推出的限量版72cm高的BJD人偶套裝。



時由澳門區代表黃天俊先生把將這款T恤送予其他地區代表作為紀念。

原力出版社多年來為澳門漫畫家實踐了很多不同的夢想。近年廣受中港澳動漫迷歡迎的《Master Ring》、《黃倉聯婚——婚前準備手冊》、《橫街窄巷》、《萬花桐》、《漫畫澳門系列叢書——世界遺產之澳門歷史城區》等，均是其出品當中叫好叫座的漫畫。當中最得意之作《Master Ring》亦乘勢推出限量72cm高的BJD人偶套裝，並附上眼妝及服裝等配件，獲得不少粉絲的大力支持。此外，上海《卡通王》與中國郵政總局合辦推出的一套十張的明信片，由中港澳台四地的漫畫家共同創作，當中收錄了《MASTER RING》（戒大師）作品。讓國內的支持者能夠以廉宜的價格，擁有戒大師的精品，讓不同地區的人士，也能欣賞到澳門一班傾盡全力的漫畫家的作品。M

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