

Macau Creations strives to introduce the world to Macao's culture and creativity

澳門佳作矢志將澳門的文創產品推廣至世界各地

ACCESSIBLE ART

實踐創意 | 開拓藝術天地 |

Macau Creations offers a platform for local artists to share their work in the form of everyday products and souvenirs

澳門佳作為本地藝術家提供平台，將他們的作品包裝成為日常用品或精美手信

Without an audience, creative expression can be futile. Wilson Lam, CEO and creative director of Macau Creations, envisions establishing a platform through which creative minds and artists in Macao can stage a debut and take advantage of the city's economic windfall, while also helping to write a new chapter in local cultural development. This idea has been gradually realised since 2006, when Macau Creations first took shape.

Spotting talent

A veteran design professional, Lam returned to Macao from Canada in 2009. The lack of exhibition opportunities and the financial hardships experienced by local artists inspired Lam's concept of Macau Creations, with a view towards relaunching artistic creations in the market after adding commercial elements.

創作，就如一場表演，若沒有觀眾支持的話，也只是一台獨腳戲。澳門佳作有限公司行政總裁兼創作總監林子恩自2006年起開始構思及實踐「澳門佳作」這一元化交流平台，讓不同的創作人或藝術工作者藉其踏出第一步，令作品有機會展示，同時分享經濟成果，為澳門翻開文化藝術的新一頁。

發掘藝術人才 開拓更廣闊市場

在設計行業打滾多年的林子恩於2009年從加拿大回流到澳門，眼見澳門可供本土藝術工作者展示作品的渠道不多，單以藝術維生甚為艱難，遂形成創辦澳門佳作的念頭，以多年的經驗將恰當的商業元素注入藝術作品之中，讓其以另一種姿態進入市場。他說：「雖然澳門的旅遊業非常興盛，但大部份手信均以食品為主，甚少以文化藝術為出發點。因此我便開始構想，不妨結集一眾藝術工作者，把他們的作品與一些實用產品結合，成為具有特色而又能推廣到各界的產品。就以水杯為例，這裏有數十款印有不同圖案的水杯出售，客人只要仔細一看，便會發現它們其實是不同畫家、插畫師、

Right: Functional products like bookmarks embed elements of original artworks.
Below: The exquisite postcards are the result of the creative collaboration between Macau Creations and local artists.

右：像書籤等的實用產品，設計取材自本地創作。下：將不同的作品與明信片融為一體，成為澳門佳作與本地藝術家共同創造的結晶品。

“Although Macao has seen rapid development of tourism, souvenirs on offer are confined mainly to foodstuffs. Cultural and artistic products are largely marginalised. So I started to nurture the idea of drawing local artists together and creating functional products with elements from their original artworks, as a way to introduce the world to Macao’s culture and creativity,” Lam says.

“Take glasses as an example - we have dozens of glasses printed with different creative motifs. Look closer, and you will know the works are from different painters, illustrators and photographers. These tangible objects offer an accessible way to



own a work of art, as opposed to genuine paintings or photo books.”

Lam also places a slip of paper containing the artist’s biography into each glass. “Customers can get to know more about local artists. It is in fact a win-win solution.”

Unique compositions

Macau Creations’ guiding principle is to deliver artistic expressions through a constantly renewed line of products. It is collaborating with some 40 local creative forces, whose works are documented in the company’s archive. The creative team refers to the archive for new product development. All T-shirts sold at Macau Creations are born from this practice.


Lam says: “There are many photo enthusiasts in Macao. We will digitise their images, furnish them with design elements and turn them into T-shirt prints as a way to promote their works.”

Using his skills in graphic design, Lam has also worked out a series of designs depicting Macao’s Unesco World Heritage Sites to be used in a scarf collection. The store’s staff say the series is one of the most popular at Macau Creations. 



攝影師的作品。把作品形象化，打造成產品後，價值就有所不同。相對畫作及相冊，顧客更容易接受這類產品，又能從中認識到澳門的藝術工作者，達到雙贏的局面」。林子恩更於每款水杯中放入一張寫有畫像創作者資料的單張，讓喜愛該產品的人士能對創作者有更多的認識。

糅合攝影與設計 演化獨特圖案

透過改善或更新產品形態，讓客戶更能瞭解創作人的心思，是澳門佳作的重要守則。現時，澳門佳作大約與40位創作人合作，把他們的作品置於澳門佳作的檔案庫中，每當計劃推出某項新產品時，團隊便會從中選取合適的素材，然後推出市面。而澳門佳作所出售的T恤，概念亦由此而來。「澳門本土有不少熱愛攝影的人士，我們把他們的作品圖像化後，再運用一些設計技巧，把它們變成一幅適合T恤的圖案，讓更多人對產品感興趣」。林子恩自己亦有參與設計，對平面設計別具心得的他以世遺景點為主題圖案，設計了多款絲巾予客戶選購。據前線人員所述，此類型的產品銷情十分理想，亦為本土藝術工作者注入了強心針。 

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Above: Cups printed with local artworks are sold for an affordable price, making them an ideal gift.
Left: Wilson Lam, CEO and creative director of Macau Creations Limited

上：印有本土藝術工作者畫作的水杯價格相宜，送禮自用均可。
左：澳門佳作有限公司行政總裁兼創作總監林子恩

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