



THE AMBASSADOR OF HAPPINESS

打造澳門 | 歡樂大使 |

Chief illustrator shines a light on how three pandas light up Mandarin's House project
主筆筆下的梳打熊貓三兄妹，讓鄭家大屋等推廣項目，更顯趣味

While Hong Kong comics enjoyed their heyday in the 1980s, the industry in Macao was still in its infancy.

The staggering growth in tourism brought about by the rise of the gambling industry and has helped comic artists disseminate their works through commercial products. Soda Panda is one of the success stories at the core of this souvenir frenzy. The comic heroes are highly prized by travel guidebooks as must-have souvenirs.

Inspired to create

The success of Soda Panda has given a boost in confidence to aspiring artists. In the past, artists interested in producing comic strips could only create on a part-time basis. But rapid growth of the tourism industry has helped turn art and culture into one of the pillar industries. Mavis Lam, chief illustrator of Soda Panda, says: "In 2009, mainland China gave Macao a pair of giant pandas, Kai Kai and Xin Xin, and that inspired me to create a panda-

每個國家或地區都有屬於當地的漫畫人物。香港漫畫業在上世紀80年代進入黃金盛世，澳門的漫畫界亦發展迅速。可是，礙於市場有限，澳門漫畫業始終未能有所發揮。時移世易，今日的澳門經濟起飛，旅遊業發達，令手信業乘勢而起，一些創作人藉着製作精品及禮物，把自己的創作推廣至不同階層、角落，而梳打熊貓正好是成功例子之一。這位可愛又調皮的漫畫主角獲不少澳門旅遊天書推薦為必買產品，不但成為澳門首個具代表性的漫畫角色，亦獲得世界各地人士的認同和愛戴。

文創代表 肩負社會責任

梳打熊貓的成功，為澳門有志從事創作的人士帶來極大的鼓舞。以往許多對繪製漫畫有濃厚興趣的畫家都只能以兼職形式進行創作，隨着旅遊業令市場擴大，文創頓時成為澳門重要的本土產業。產品設計主筆楊林鳳說：「2009年，中國內地贈送了熊貓開開及心心予澳門，因此我便構思以熊貓作為創作主角，加上澳門以前有『梳打埠』之稱，所以我取了『梳打』這項元素，與熊貓結合，便成為梳打熊貓的雛型。」楊林鳳更為梳打熊貓注入人物性格，讓他們展現出調皮、搗蛋、窩心、環保

Opposite: The illustrated guide to Mandarin's House features the three Soda Pandas touring the house.

對頁：《梳打熊貓遊覽鄭家大屋》由三兄妹齊齊介紹大屋內的歷史點滴，不愛看文字的人也能樂在其中。



Clockwise from above left: Stationaries, cushion and apparel with Soda Panda prints

順時針由左上起：印有梳打熊貓圖樣的文具、攬枕及服飾

themed comic. I combined it with the old-fashion moniker of Macao as the 'soda city' to create the prototype of Soda Panda."

Lam gave Soda Panda mischievous, naughty, tender and eco-conscious traits. She wants to spread positive messages and happiness through Soda Panda.

In just five years, Soda Panda became a phenomenon that was extended from 2D comic strips to merchandise. Lam owes the successful "evolution" to governmental support. At present, Soda Panda merchandise is small and portable. The brand participates in many initiatives promoting Macao. "We collaborated with the Mandarin's House, one of the world heritage sites in Macao, in a publication project which depicts the three pandas in a tour around



等不同面相，其中以沐浴來沖走負能量的性格尤為鮮明。楊林鳳希望藉着梳打熊貓傳遞出健康正確的信息，並為所有人送上歡樂。

在短短五年間，梳打熊貓已由平面漫畫演進成可放於櫃檯出售的產品，能夠成功「進化」，楊林鳳認為澳門政府的支持絕對是重要的契機。現時，梳打熊貓的產品均以體積小、易攜帶為主，亦參與了很多推廣澳門的項目。

楊林鳳表示：「我們與世遺景點之一的鄭家大屋合作推出了一本名為《梳打熊貓遊鄭家大屋》的刊物，在活潑可愛的梳打熊貓三兄妹的帶領下，以風趣幽默的手法展示大宅內的結構及設計，讓大家輕鬆認識鄭家大屋的歷史和其深遠的文化意義，而且更有動畫輔助，是近年非常有意思的作品」。她對於梳打熊貓能夠擔綱此推廣項目，亦深感榮幸，這亦是她最喜愛的創作之一。



“Mavis Lam wants to spread positive messages and happiness through Soda Panda.

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輕鬆帶走梳打熊貓

既然獲不少澳門旅遊天書推薦為必買產品，梳打熊貓當然有其獨特魅力。創作團隊深知，到訪澳門的旅遊人士大多以家庭旅遊為主，所以在設計產品時均以色彩豐富、實用為原則。楊林鳳補充說：「例如在T恤方面，分別備有成人及小朋友尺碼，適合喜歡穿親子裝的家庭。此外，由於熊貓本身造型可愛，在設計產品時我們也特別在這方面多點着墨，譬如梳打熊貓三兄妹的攬枕及童裝服等，都讓人愛不釋手」。見證着旅客們帶梳打熊貓回國，讓世界各地人士認識來自梳打埠的三兄妹，這對主筆楊林鳳而言是莫大的鼓舞。M

the house," Lam says. "The pandas help readers learn about the architectural structure and design inside, as well as the history and cultural values of it. There is also animation to go with it, making this one of the most meaningful projects we've got in recent years." Lam is proud that Soda Panda played a leading role in a project which is her favourite creation.

Colourful approach

As an essential souvenir recommended by guidebooks, Soda Panda merchandise has a special flair. Guided by an understanding of Macao as a family destination, the creative team takes a colourful design approach.

"For T-shirts, we offer adult's and children's sizes. We pay extra attention to bring out the loveliness of our characters, especially via cushion and childrenswear, and that is highly popular," Lam says. She is encouraged by the sight of tourists taking Soda Panda products home with them, as they will get to know the three pandas better. M



Above: The apparel collection is one of the specialties in the Soda Panda series. Left: Mavis Lam, chief illustrator of Soda Panda illustrations

上：服飾成為梳打熊貓系列的特色產品之一。左：梳打熊貓插畫主筆楊林鳳

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