傳者®



Developed by FIMMICK®

關於傳耆
About Eldage

傳承耆智
Inheriting Cultural Wisdom

傳耆成立於2016年，是香港數碼營銷公司FIMMICK旗下的一家社會企業。我們的使命是傳承耆智，希望把老一輩的智慧傳承下去。我們致力揉合傳統智慧、現代元素和數碼營銷策略，以O2O (Online to Offline)形式弘揚傳統文化。

我們透過報導傳統工藝及工匠的故事、舉辦工作坊及導賞團、提供網店平台推廣傳統與創新結合的產品，以新的角度呈現及傳承手工藝，讓大眾認識上一代的智慧及手工藝。

為了讓傳統手工藝能持續發展，我們承諾會將超過65%的利潤用作推廣傳統手工藝文化或慈善用途。

Founded in 2016 by Hong Kong's leading digital marketing agency FIMMICK, Eldage is a social enterprise promoting local cultures and integrating traditional wisdom with modern knowledge and digital marketing strategies through the O2O (Online to Offline) business model.

By means of discovering local masters in craftsmanship, curating stories of handicrafts, co-organising workshops and guided tours with craftsmen and supporting retail activities of handcrafted goods online, we are dedicated to promoting traditional wisdom and crafts from a new perspective and bringing new ideas and thus
energy into tradition.

Committed to a sustainable future of traditional cultures in Hong Kong, we promise to contribute over 65% of revenues for its promotion or charitable purposes.



















尚待傳承的智慧 The Unseen Wisdom

今天繁華的香港有賴上一代用手工藝與汗水一點一滴建立起來，隨時代發展，曾撐起這座城市的雙手靜靜地退了下來，隱於社區之中；但傳者深信他們的智慧到現在仍然寶貴，所以盼望以社企身份，就以下三個社會議題著手探索生機：

The prosperity of Hong Kong today is blessed by a generation of great craftsmen and their devoted works. Over time, these people with unique crafts or crafting techniques have subsided into the city's rapid development. Nevertheless, we at Eldage see the values in their traditional wisdom and hope to address the three social issues below in the position of a social enterprise:

失傳的手工藝
Lost Craftsmanship

今天大部分依賴人手和經驗的傳統手工藝已被機器取代，也因後繼無人而逐漸失傳，但它們背後的民間智慧、人情味與獨特性是無可取替的，因此我們希望以數碼形式，將本來限於線下的傳統手工藝，透過線上記錄及呈現，延續生命。

Most of the traditional handicrafts that were used to be done by hand are currently done by machines due to a lack of apprenticeship, yet the folk wisdom, stories and originality of a handmade craftwork are irreplaceable. In this respect, we record to preserve and represent traditional craftsmanship in digital formats, continuing their life which was limited to offline forms to an online showcase that will last.

被遺忘的老師傅
Forgotten Craftsmen

隨著舊時代退位，老師傅漸漸被社會淘汰和遺忘，但他們獨有的匠人精神和社會經驗，正是今天社會需要重視及值得重拾的價值；因此我們希望與師傅合作，帶來新的商業模式，幫助他們以擅長的手工藝重新投入社會，重拾衝勁。

In the subsidence of the old times, craftsmen have lost their position and importance in the society gradually. Still believing in their unique artisan spirit and life experience as great assets to today's society, we work closely with craftsmen in developing new business solutions that help them re-enter the market with what they are best at doing and a new momentum.

兩代的數碼鴻溝
Digital Divide

由於老師傅們未必認識及活用數碼媒體，難以將手工藝品和知識推廣至年輕一代。因此我們希望成為連繫兩代人的橋樑，利用科技把值得弘揚的人事物廣傳，並希望建立網上平台活化傳統工藝市場，強化傳統文化產業。

Due to the lack of familiarity and utilization of digital media among the master craftsmen, it is difficult to promote traditional crafts and knowledge to the younger generation. Therefore, we hope to become a bridge that connects two generations by using technology to widely disseminate valuable cultural elements. We also aim to establish an online platform to revitalize the traditional craft market and strengthen the traditional cultural industry.

傳承要素 Inheritance elements

地
Place

尋找製作工藝的工房/ 場地
Searching for workshops/venues for crafting

具
Tools

搜集工藝會用到的工具/器材
Collecting tools/equipment used in craftsmanship

人
People

尋覓傳統手工藝師傅
Looking for traditional craftsmen

要做到真正的傳承，
單靠信念並不足夠，
我們認為必須有這六大要素

To achieve true heritage preservation,
mere belief is not sufficient.
We believe that this six elements
are necessary

商
Business

透過各樣合作推動工藝發展
Promoting craftsmanship through various collaborations

知
Knowledge

整合及介紹工藝的文化與知識
Integrate and introduce the culture and knowledge of craftsmanship

證
Certificate

工藝水平的保證
Guarantee of craftsmanship

創辦人心聲 Founders' Voices

我關注不同社會議題和出席社企活動，在各方面的啟發下，一直希望FIMMICK可以籌辦文化相關的項目，繼而創立傳耆。傳耆成為了FIMMICK管理上的「文化骨幹」，連繫了社會、公司和同事；未來寄望傳耆繼續帶來積極正面的影響，感染年輕的同事，從而成為公司的文化代表與見證。我希望傳耆作為社企能成為表彰，得到商界認同，鼓勵其他公司在有能力和盈餘的情況下，能關注及支援其他社會議題，長遠促進社會和諧。

傳耆創辦人及行政總裁
FIMMICK創辦人及主席
姚金鴻先生

I have been attentive to different social issues and active in social enterprise activities. Inspired by these endeavors, I have always held the hope that FIMMICK would undertake a cultural project one day. This aspiration gave rise to the idea of establishing a social enterprise — Eldage. In the past five years, Eldage has been the "cultural backbone" in the management of FIMMICK, connecting the company and our colleagues to the society. Moving forward, it is hoped that Eldage will continue to bring positive influence and inspire young colleagues to be the company's cultural representatives and a witness to its social responsibility. I look forward to Eldage's success in social entrepreneurship and recognition by the business sector so that other companies with abilities and resources will be encouraged to pay attention to social issues and contribute to Hong Kong's social harmony in the long run.

Mr Kenny Yiu
Founder & CEO, Eldage
Founder & Chairman, FIMMICK

過去數年，大家可曾試過看到老店即將關門的消息後，趁著關門大吉前去拍照打卡，紀念一番。陪伴著我們成長的歷史文化遺產，為何要待臨別依依，一去不復返時，大家才懂得緬懷珍惜。人們常說生命要活在當下，同樣地文化傳承的拯救工作也著實刻不容緩！傳統手工藝給現代社會淘汰，所缺所失，正正是我們可以補足的專長—拍攝短片宣傳、營運社交媒體、構建電商網站平台、籌辦線上線下工作坊。縱然艱辛，「傳耆」逐漸建立起一個自負盈虧的可持續生意模式，一邊樹立起商社共生的榜樣；另一邊傳承「耆」智，使我們的文化遺產活下來，繼續在實體與數碼的平行宇宙中發光發亮。

傳耆創辦人及業務總監
FIMMICK聯合創辦人及行政總裁
賴志偉先生

In recent years, have you ever checked in and taken photos in any long-established shops to save the last piece of memory before they shut down their business? For the historical and cultural heritage that contributes to a great part of us, do we have any other choice than feeling too late for the loss? It is said that we should live in the present. The job of cultural inheritance is just the same with no time to delay! In the process of losing traditional craftsmanship over modern society, we have found out how we can provide with our expertise – conducting video promotion, running social media, setting up an e-Commerce platform, and organising online and offline workshops. Although the job is tough, Eldage has built a sustainable self-financing business model and has been a role model in business for social good. On the other hand, we focus on passing traditional wisdom on and reviving local cultures so that they will continue to shine in the parallel universe of the physical and digital worlds.

Mr Willy Lai
Founder & Business Director, Eldage
Co-founder & CEO, FIMMICK

傳耆做甚麼 What We Do

「數」說故事 | Telling Digital Stories

為記錄及傳揚香港傳統文化，我們以網上平台的方式，透過社交媒體發佈各類與傳統手工藝及香港文化相關內容，和新生代分享即將失傳或已被遺忘的傳統文化。除了文字及圖片分享，我們也拍攝短片紀錄不同傳統手工藝師傅的故事，內容主要分為三大主題：香港文化、傳統手工藝及人物訪問，題材豐富多樣。

To record and share traditional Hong Kong cultures with the new generation, Eldage leverages its online platform and social media to publish all kinds of contents related to traditional cultures that are at the risk of vanishing or being forgotten. In addition to texts and photos, we also produce short videos featuring stories of craftsmen under three main themes: Hong Kong cultures, traditional craftsmanship and interview stories.

【 香港文化 Hong Kong Cultures 】

從日常生活、廣東話、建築等多角度出發，深入淺出地介紹香港文化

An in-depth introduction from everyday life, Cantonese to architecture and other different aspects



為何叫做雞尾包？
Why is it called "cocktail bun"?



凍飲為何要加兩蚊？
Why are cold drinks charged with $2 extra?



三碗細牛□麵一百碟？
廣東話九聲六調
Cantonese intonation in "saam1 wun2 sai3 ngau4 naam5 min6 jat7 baak8 dip9"



「街井」顏色代表什麼？
What do the colours of fire hydrant mean?

【 傳統手工藝 Traditional Craftsmanship 】

帶你細看不同傳統手工藝的精粹

A closer look into the essence of different traditional crafts



欣賞多姿多彩的廣彩瓷器
Appreciating
Guang Cai Porcelain



只需數剪的入門剪紙工藝
A few cuts away from the art of
Chinese paper cutting
for beginners



讓香港成為
「東方之珠」的絕學
The ultimate craft that makes
Hong Kong
"Pearl of the Orient"

【 人物訪問 Interview Stories 】

拜訪隱於大街小巷的小店和傳統手工藝師傅，發掘背後鮮為人知的故事

A discovery of small shops and craftsmen hidden in alleys and their untold stories



成興隆糧油雜貨
Shing Hing Loong
Grocer's Shop



獅頭紮作
Lion-head Chinese paper crafting
(Zhizha)



手雕國粹
Carving as the
Chinese quintessence

成功引起大眾關注香港事物

Successfully arousing public awareness to local affairs

46,000+

追蹤人數 FACEBOOK Followers

14,300+

追蹤人數 INSTAGRAM Followers

短片觀看次數 Video Views

立即掃描以上QR Code，來一趟香港文化之旅！ Scan the above QR codes to discover Hong Kong cultures!

傳承工藝 | Preserving Craftsmanship

傳者與本地傳統手工藝師傅合作舉辦工作坊，讓大眾有機會親身體驗及製作傳統手工藝，從中了解手工藝的歷史、背後的工匠精神及技巧，促進跨代交流。

By co-organising workshops with local craftsmen, we facilitate an opportunity for the public to experience traditional handicrafts personally and learn about the history, artisan spirits and crafts, encouraging cross-generational exchanges.



手寫小巴膠牌｜麥錦生師傅

Minibus Sign Calligraphy | Master Mak Kam-sang

花鈕｜李植之老師

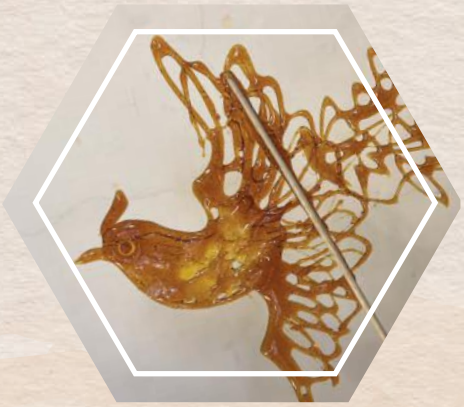
Dough Modelling | Master Shirley Lee





港式奶茶｜金茶王

Hong Kong-style Milk Tea | KamCha



糖畫｜ 王三明師傅

Sugar Painting | Master Wong Sanming

花牌紮作｜黃乃忠師傅

Mini Flower Plaque | Master Wong Nai-chung





剪紙｜李云俠老師

Chinese Paper Cuttig Art | Master Li Yun-xia



手雕麻雀｜張順景師傅

Mahjong Carving | Master Cheung Shun-king

吹糖｜鍾彩雲(糖姨)

Sugar Blowing Art | Master Chung Choi-wan





木器雕刻｜郭一邊師傅

Wood Carving | Master Kwok Yat-bin



霓虹燈｜胡智楷師傅

Neon Sign｜Master Wu Chi-kai

廣彩｜鮑明虹老師

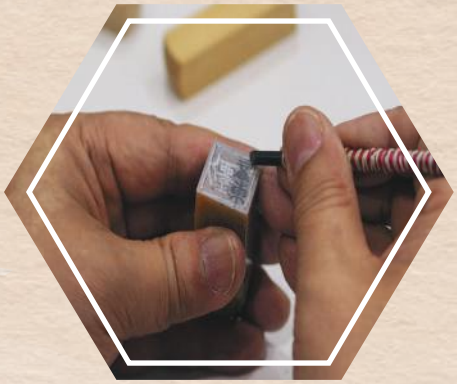
Guang Cai Porcelain Painting｜Master Cheung Kam-ping





雨傘維修｜甘維俊師傅

Umbrella Repairing｜Master Joseph Kam



圖章雕刻｜吳錦泉師傅

Seal Carving｜Master Ng Kam-chun

紅白藍袋｜華藝帆布

Red-White-Blue Nylon Bag｜Wah Ngai Canvas





金繼｜王森先生

Kintsugi｜Master Enders Wong



活字印刷｜任偉生師傅

Letterpress Printing｜Master Yam Wai-sang

獅頭紮作｜許嘉雄師傅

Lion-head Chinese Paper Crafting (Zhizha)｜Master Hui Ka-hung





鐵皮鑿字｜文錫師傅

Iron Plate Stencilling｜Master Man Shek

讓傳統文化及智慧得以薪火相傳

Passing on traditional cultures and wisdom from generation to generation

40+ 位

合作的傳統工藝師傅 Craftsmen

500+ 個

舉辦的工作坊 Workshops

8,000+ 位

參加者 Participants

匠心設計 | Promoting Ingenious Design

傳者設有網店平台，為不太熟悉數碼營銷的師傅們開創網上銷售渠道，好讓本地及海外人士可以隨時隨地選購他們的手工藝產品，支持匠人精神。除了師傅們現成的手工藝品，我們也推廣客製化的產品，例如自訂文字的小巴牌及霓虹燈等，從中鼓勵師傅們把創意注入傳統手工藝，推出更貼合大眾喜好及與時並進的產品。同時我們也致力推動本地設計，為香港文化創意產品提供宣傳及銷售平台。

Eldage provides an online platform for craftsmen who are not so familiar with digital marketing, opening up sales opportunities on the online shop and allowing traditional handicrafts to reach local and overseas customers anytime, anywhere. Besides standard or ready-made handicrafts, customisation such as adding customised texts to minibus and neon signs is also available as to inspire creativity to the traditional art forms and cope with the changing expectations of the society. Meanwhile, we are also keen on promoting local design and supporting its publicity and sales on the platform.



胡智楷師傅將霓虹燈招牌化為客製化的家居裝飾，將獨一無二的霓虹燈文化帶到室內。

Master Wu Chi-kai customises neon signs into home decors, bringing the culture and a unique atmosphere into interior design.



麥錦生師傅積極創新，在傳統小巴膠牌寫上潮語及祝福語，並製成不同商品，引起大眾對正在式微的「紅van」文化的興趣。

Master Mak Kam-sang has been actively innovating his works of minibus sign calligraphy with Cantonese slangs and greetings; and drawing public attention to the vanishing “red van” culture of Hong Kong.



本地設計師以懷舊香港為創作靈感，以不同形式呈現香港文化。

Local designers get inspired by the nostalgic Hong Kong, presenting its cultural characteristics in different styles.



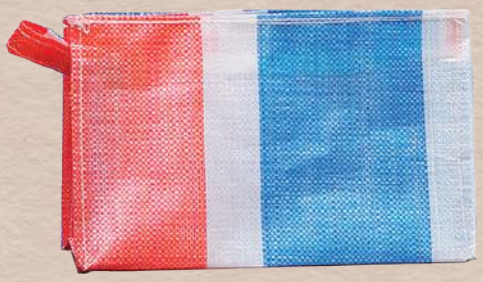
張順景師傅精雕細琢的手雕麻雀，可訂造圖案及文字，將麻雀變為送禮自用皆宜的精品。

Master Cheung Shun-king uses his delicate crafts of Mahjong carving skill to carve personalised words or pictures onto Mahjong tiles, creating perfect gifts for customers or entertainment purposes.



香港小食化身成得意盞鬼的文創產品，讓大家從另一個角度「回味」香港味道。

Local street food or snacks has been transformed into creative designer goods that allow us to "taste" Hong Kong flavours from a new perspective.



華藝帆布將充滿香港特色的「紅白藍」帆布，人手製作成一系列小型帆布袋，讓這懷舊產品更貼近年輕人的需要。

Wah Ngai Canvas has designed the symbolic red-white-blue nylon bags of Hong Kong into a series of small, handmade bags that better fit the needs of young people.

售賣超過
Selling goods of over

25+ 位

傳統工藝師傅及香港設計師的產品
craftsmen and local designers

除了幫助師傅的手工藝品再次亮眼市場，傳者網店也成為了大眾直接支持師傅的橋樑！

Besides paving a way for traditional handicrafts to re-enter the market, the online shop of Eldage has also become a bridge for the public to support craftsmen and designers directly!

萬事起頭難 No Beginning Is Easy

當初籌辦傳耆就如在人跡罕至的路上默默耕耘，即使當中的困難多不勝數，
我們也沒有放棄，屢敗屢試———

The journey of Eldage down the road less travelled by is full of obstacles,
but we relish challenges and will always keep trying———

逐家逐户尋訪師傅，卻不容易……

It is not easy to scout around for craftsmen door to door...

當初如何找到師傅及小店合作？

How did we connect with craftsmen and small shops in the first place?

我們主要以街上尋訪、他人推薦和師傅自薦三種方式尋找合作機會，當中以街上尋訪最為困難。初期我們專程到油麻地、佐敦及深水□等舊區尋覓師傅和小店，也有拜訪曾被媒體報導過的師傅，不過因為部分師傅曾有過不愉快的合作經歷，也怕我們只是三分鐘熱度，因此我們也「食唔少檸檬」！

We discover cooperation opportunities with craftsmen through scouting around the city street by street, referral and self-recommendation. Among the three methods, scouting around is most challenging. In the early days, we visited old districts like Yau Ma Tei, Jordan and Sham Shui Po to locate craftsmen and small shops, as well as others which have been covered by the media. However, we were often rejected and questioned due to unpleasant experiences that some craftsmen had previously.

“ 呢度咁細冇嘢俾人睇㗎啦…… ”

This place is too small to show off...

2017年，我們透過與香港浸會大學的專題合作，接觸到製作霓虹燈的胡智楷師傅，希望可以邀請他開班講解及示範霓虹燈的製作過程　　，但師傅聽到後卻直接拒絕！原來師傅覺得自己的工場簡陋，也不認為現今還會有人想學過時的霓虹燈，但見我們盛意拳拳，便答應嘗試一次。誰知道，首個霓虹燈製作導賞團只是推出了短短9分鐘就迅速滿額，等候名單更有一千多人，看到來自各方認真學習的參加者，甚至招牌設計師合作，胡師傅漸漸重拾自信，也願意開班給公眾認識霓虹燈。



Through a project with Hong Kong Baptist University in 2017, we met Master Wu Chi-kai and invited him to deliver talks and demonstrate neon sign making at workshops. We were rejected right away as Master Wu believed that his studio was too small, and no one would be interested in learning about his outdated craft. However, our passion changed his mind and he agreed to give it a try. Out of everyone's expectations, the first guided tour to Master Wu's studio was fully signed up in 9 minutes with a long waiting list of more than 1,000 interested parties, including people who were serious about learning the craft and designers who sought cooperation. From there, Master Wu has regained confidence and become eager to share his knowledge with the public.

“望咩呀？唔會有人買嫁啦！

Go away! No one would buy it anyway! ”



有次我們經過深水埗華藝帆布，無意中看到店內擺放著數個用紅白藍帆布縫製而成、市面上未曾見過的產品，有化妝袋、環保袋、證件套等，創意十足，於是我們向店主李小姐提出將產品放上網店售賣。她一開始對銷情不樂觀，但當我們找了兩位年輕人為紅白藍袋拍攝時尚產品相，再放於社交媒體推廣後，這些產品在年輕人之間的反應極好，證明上一代的手工藝有其價值，只是還待重新包裝，讓更多人看見！在持續向李小姐入貨的情況下，她漸漸相信自己的產品是有市場價值及需求的，後來更主動製作新產品；把產品送到我們手上的時候，她的臉上多了一分從前未見的光彩。

When we visited Wah Ngai Canvas in Sham Shui Po, a few interesting items, including makeup pouches, recycle bags and card holders, handmade from red-white-blue nylon bags caught our attention. We then suggested the owner Miss Lee to put them online. She was not optimistic at first, but she started to see light after we arranged product shooting by two young men and promoted her goods on social media. Her goods received excellent response among young people after rebranding and being made available online! Now with regular orders from Eldage, Miss Lee could not be happier as she has come to realise the market value and demand of her goods, which has in return motivated her to expand her design series continuously.

大家最想學哪一項傳統手工藝？

Which traditional handicrafts would you like to learn?

傳耆一路走來，十分感謝不少有心人提出建議和幫助。我們不時於社交平台諮詢公眾意見，除了啟發我們聯繫不同師傅，也帶來意外收穫。曾有人於我們的貼文留言，表示想學修補瓷器，該留言更引起過百位網友讚好，更令鑽研金繼（日本修補陶瓷工藝）多年的王森先生主動聯繫我們，促成了往後的合作。這次經歷讓我們發現傳耆就如一道橋樑，連繫了大眾和師傅，也令我們更有使命感去發掘和傳承不同手工藝。

Eldage values every piece of advice and support that we receive through consultation on social media. The activity inspires us to make connections with craftsmen of different areas and achieve unexpected results. There was once a comment to our post, expressing a wish to learn porcelain repairing. The post did not only attract over 100 likes, but also attracted contact from Master Enders Wong who is experienced in Kintsugi (the Japanese art of repairing broken pottery) and facilitated our future cooperation. This experience has acknowledged the role of Eldage as a bridge between craftsmen and the public and given us a purpose to continue our discovery of different craftsmanship and pass it on.



師傅願意開班後，難題卻接踵而來……

After craftsmen agreed to deliver workshops, problems came one after another…

“要打造「架生」始終靠的是師傅原始的觸感和判斷，
高端的科技也無法媲美。

Creating a crafting tool relies a great deal on craftsmen’s primitive sense of touch and judgement, which high-end technology cannot match.”



「工欲善其事，必先利其器」，大部分傳統手工藝都會用到特定的工具，當中不少更是師傅親手打造的，例如手雕麻雀師傅張順景師傅（景叔）使用的雕刻刀，便是他用鋼條打磨出來的。由於造刀過程費時及容易受傷，若要景叔以一人之力預備十多把雕刻刀作開班之用，實在為難。後來有幸得到於大學做物料研究的姚柏文博士幫忙，花了數月與景叔不斷研究和試驗，最後成功造出一批令景叔滿意的雕刻刀，

“To do a good job, an artisan needs the best tools.” Most traditional crafts require a specific set of tools mostly prepared by craftsmen themselves. The set of Mahjong carving knives used by Master Cheung Shun-king (Master King) is a good example as they are handmade with steel bars. The making process is time consuming and prone to injury. It would also be difficult for him to prepare over 10 carving knives on his own for one workshop. Fortunately, we received kind help from Dr. Pakman Yiu, PhD. who conducts material research in university. After several months of researching and experimenting with Master King, he managed to create a batch of carving knives that satisfied Master King’s requirements finally and the Mahjong carving workshop was successfully held.

看看我們的尋刀
Story behind the scene

港台電視 香港故事 – 民間，集氣！
「留住工藝的溫度」
RTHK Hong Kong Stories – Folks, Gather!
“Preserve the Warmth of Handicrafts”

“感恩身邊很多力量令我們堅持下去。

Powered by great support that keeps us going. ”

跌跌撞撞地走了五年，我們由當初摸著石頭過河，到現在成功舉辦了數百場工作坊，全賴公眾、商界、學界及社福界的關注和認同。有賴有心人支持，我們成立了「傳人」羣組，招募義工協助採訪師傅及舉辦工作坊，一起為傳承手工藝出一分力。

此外，讓我們最為滿足的是看到師傅的笑顏。於2017年，我們榮獲南華早報提名入選香港精神獎，在談及我們和不同師傅的合作之際，報章也認同並一併提名手寫小巴牌的麥錦生師傅。雖然麥師傅最後和獎項失之交臂，但他在頒獎禮現場拍了一張照片與我們分享，說到：「衣香鬢影，與有榮焉」。想不到一個簡短的介紹能造就推廣師傅的機會，就如漣漪效應般，微小的舉動也能帶來意想不到的影響。麥師傅的這份喜悅也讓我們感受良多，令我們更有動力堅持下去。




CITY

SPIRIT OF HONG KONG AWARDS

Mak Kam-sang says although he has no plans to retire, he is looking for someone to train in calligraphy. Photo: K.Y. Cheng

Minibus signs reflect changing times

Calligrapher behind them wants to pass on skills to younger generation

Heyling Chan
heyling.chan@scmp.com

In Yau Ma Tei, the walls of a shop run by Mak Kam-sang are covered in his calligraphy signs.

Passers-by stop and peer into the store, curious about what it is, because it is so different from other outlets in the area.

Mak is the last calligrapher in Hong Kong responsible for the red and blue signs that tell passengers where minibuses are going.

At 66, he has been in the business since 1978, when he first opened his shop to serve businesses such as restaurants and others looking for gifts.

But he moved his store to a street where he remains. "When we moved here, there was a minibus station in front of my shop. The drivers told me to do some signs for them, so I started the minibus signboard business," he recalled.

"In 1984, the government approved air conditioning for minibuses. At that time, Hong Kong had a total of 4,350 minibuses. They needed to replace all the big business for us. It earned about HK$3 million to HK$4 million in those few years."

In the hi-tech age, Mak said the calligraphy business was not what it used to be. "Computers are too convenient. It's really easy to pick a font, so no one cares for hand-writing, but I love it."

However, instead of fighting technology, he has embraced it. Mak uses Facebook to tell people about the calligraphy workshops he runs. He said 50 per cent of his business now comes from the social network.

"I teach eight times a month. I have a workshop where students can learn how to write," he said.

"Also, universities invite me to teach. Some of the young guys have potential, but they've got no time to do this. Now the signboard business is a sunset business."

THE 5th SPIRIT of HONG KONG AWARDS 2017

This is why Mak has also expanded into souvenirs, which now make up 80 per cent of his sales. He sells key chains with mini handwritten signs to white-collars, and is often asked to attend exhibitions and toy fairs.

The calligrapher wants to use any means possible to teach young people about the tradition and how to value it.

His efforts to keep calligraphy alive earned him a nomination in the South China Morning Post Spirit of Hong Kong Awards in the Cultural Preservation category.

Although he has already "no plans to retire", Mak is looking for someone to train – just as he was trained in his younger days by a calligraphy master before he started his own shop.

"Handwriting requires potential, not everyone can do it, trying my best to find someone to pick this up," he said.

We have experienced five bumpy years in business, from trial and error at first to the current success in delivering hundreds of workshops. This can only be achieved with the awareness and recognition from the public as well as the business, academia and social welfare sectors. Under the strong support, we have created a Facebook group to recruit volunteers for the preparation of interviews and workshops, so that anyone can take part in the preservation of traditional cultures.

Furthermore, we are most pleased with the smiling face of craftsmen. In 2017, we were nominated for the Spirit of Hong Kong Awards of the South China Morning Post. In an interview with the newspaper regarding our partnership with craftsmen, the newspaper also acknowledged the cultural achievements of Master Mak Kam-sang and his minibus sign calligraphy and nominated him to the award. Even though Master Mak did not make it to the finalist, he shared with us a photo that he took at the ceremony and said, “Being part of the event, the glory is shared; and the honour is mine.” A small act of sharing created an unexpected opportunity to promote a craftsman to a bigger stage. Being grateful for the ripple effect and sharing Master Mak’s happiness, we are encouraged to keep going with our mission.

見證著傳者由零開始走到現在，再回顧沿途的點點滴滴，縱使艱辛，
依然值得，即使時光倒流，我們還是會展開這趟旅程。

Witnessing Eldage from 0 to 1 and looking back at memories of this journey,
every pain is a gain, all worthy. Even if time could be reversed,
we would still make the same decision to start Eldage.

傳者服務 Services

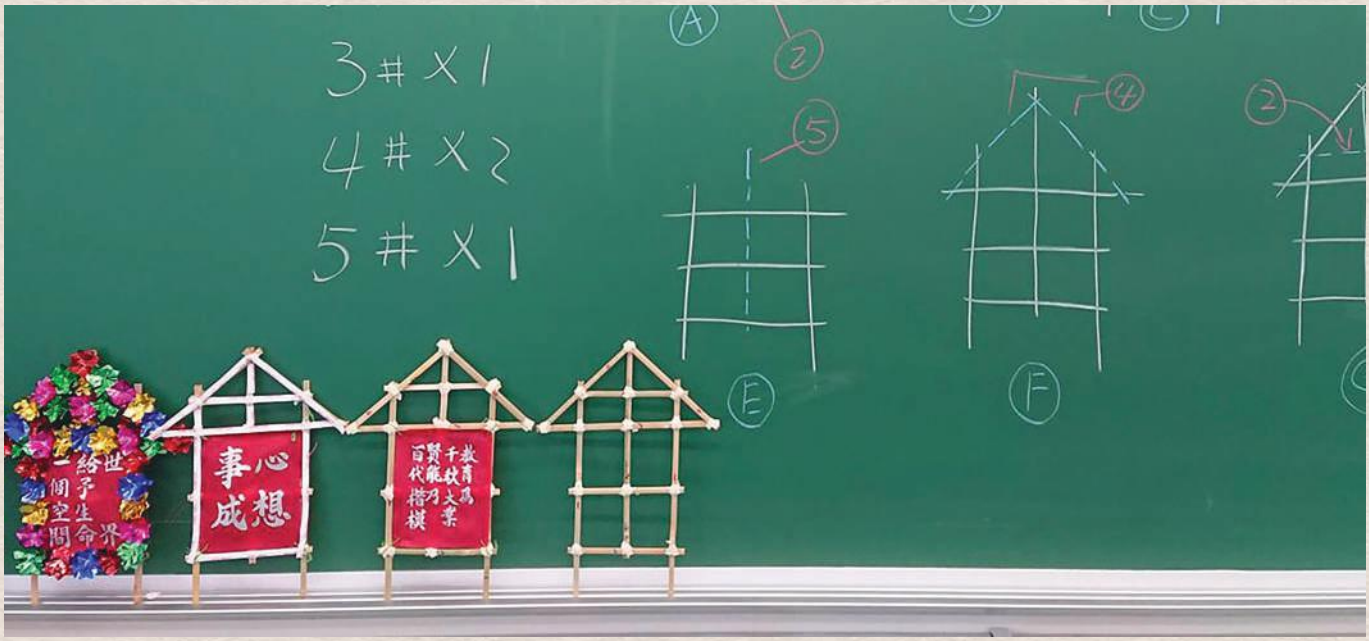
工作坊 Workshop

與本地傳統手工藝師傅合作舉辦工作坊及導賞團，將傳統文化及智慧薪火相傳，讓大眾能親身製作手工藝品及認識其背後的故事，真正做到我城文化的「傳」與「承」！

We have worked hand in hand with craftsmen to deliver workshops and guided tours, allowing the public to experience handicrafts personally and learn about the history for a complete “give-and-take” cultural exchange.



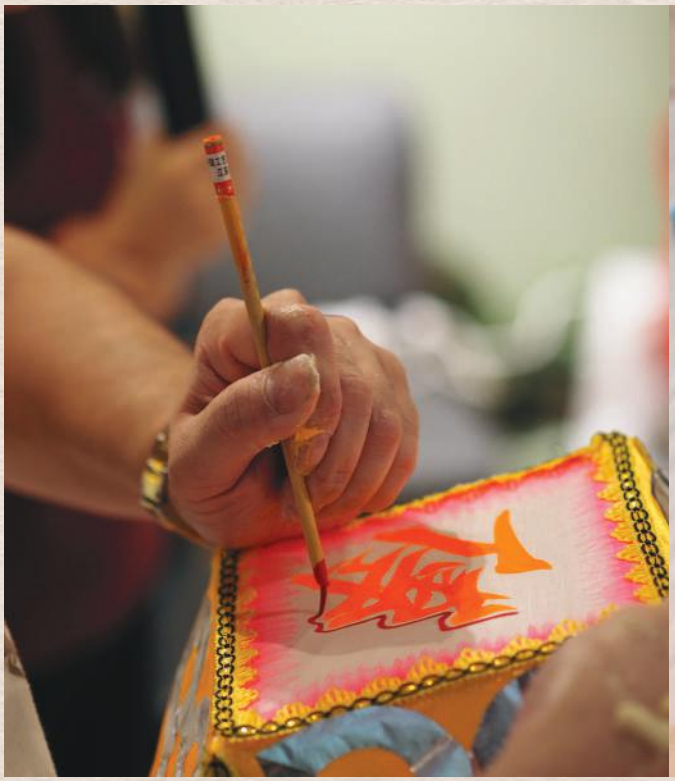
為社聯舉辦迷你花牌及手寫小巴牌工作坊，為安老院舍前線保健員及護理員打氣！
Mini flower plaque and minibus sign calligraphy workshops were organised for the Hong Kong Council of Social Service as a token of appreciation to frontline health and eldercare workers in elderly homes!



視藝科及中文科的老師於工作坊學習手工藝，再教授自己的學生。
Visual Arts and Chinese teachers learned crafts of traditional cultures and passed them on to their students.



國際科技公司Arrow Electronics的員工與子女一起發揮創意，製作一系列傳統手工藝，場面十分溫馨！
Employees of Arrow Electronics and their family members had great fun in a workshop jamming creativity in the making of traditional handicrafts!



與誠品生活合辦傳統紮作工作坊，讓參加者重温童年回憶，紮作獨一無二的六角燈籠。
Co-working with eslite spectrum, we delivered a Chinese paper crafting (Zhizha) workshop that let participants revisit the childhood memory of unique hexagon lanterns.



花牌紮作不但難不到長者中心的公公婆婆，更勾起了他們成長回憶，個個搶著分享呢！
Mini flower plaque crafting was a piece of cake for those at the elderly home. The activity even reminisced about their childhood memories that they could not wait to share!

企業合作 Business Collaboration

為企業開辦傳統手工藝工作坊，讓員工透過一起體驗及創作，培養團隊精神，共享饒有趣味和意義的時光。我們亦積極連繫師傅與商界作出不同合作，如製作商務禮品、出席活動、拍攝廣告等，創造共贏的局面。

We have provided traditional handicraft experiences to corporate organisations through workshops, encouraging creativity and team spirits in a fun and meaningful way. We have also lined up cooperation between craftsmen and the business sector in the production of corporate gifts, events, and advertising, etc. for a win-win business synergy.









01 香港貿發局「一帶一路高峰論壇」請來高曉明師傅即場表演糖畫工藝，場面非常熱鬧！
The Hong Kong Trade Development Council invited Master Ko Hiu-ming to perform his sugar painting technique at the "Belt and Road Summit", gaining a great atmosphere and exciting applause.

02 香港興業國際的員工化身親善大使，與香港小童羣益會的小會員一同製作傳統小食，實踐企業社會責任。
Employees of HKR International became cultural ambassadors, making traditional snacks together with young members of the Boys' and Girls' Clubs Association of Hong Kong to realise corporate social responsibility.

03 為八達通「一嘟撐里」小店推廣企劃發掘各行各業的特色小店，並拍攝訪問影片，齊齊撐起小店。
For Octopus' "NeighbourDOOD" project, we discovered characteristic small shops of different business categories and created interview videos as a support to the local community.

04 匯豐銀行PayMe將商標融合設計，製作霓虹燈招牌，支持香港工藝！
PayMe from HSBC made its business logo into a neon sign to show support to local craftsmanship!











05 黃金時代基金會請來手寫小巴牌師傅麥錦生出席活動，即席揮毫寫下特色小巴牌。
Golden Age Foundation invited Master Mak Kam-sang to their event and improvised his signature calligraphy on minibus signs.

06 瑞士名錶品牌 Roger Dubuis 以霓虹燈為創作靈感，並邀請霓虹燈師傅胡智楷分享他對香港霓虹燈的不滅熱情。
Swiss watchmaking brand Roger Dubuis took inspiration from neon light and invited Master Wu Chi-kai to share his endless enthusiasm on Hong Kong's unique street view with neon signs.

07 廣彩師傅張錦平出席銀行客户活動，即場教授參加者繪畫大雞瓷畫，喜迎新年！
Master Cheung Kam-ping attended a bank's customer event and demonstrated how to paint a rooster on porcelain with Guang Cai to celebrate the Chinese New Year!

展覽及活動 Exhibition & Events

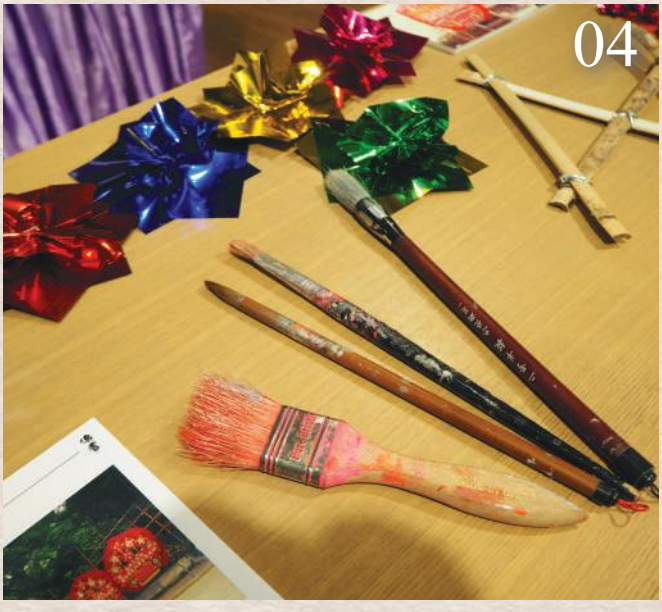


與不同機構合作舉辦展覽及展銷活動，展示出師傅們的匠心工藝，讓大眾認識日漸式微的傳統手工藝，更有幸可以「傳」出香港，讓其他地區的人士從中認識香港。

With the successful launch of exhibition and trade fairs, we have showcased craftsmen's magnificent works and their vanishing crafts to the public as well as people from other regions, spreading traditional cultures out of Hong Kong.







01 與社企The Project Futurus合辦展覽，展出四位不同行業的傳統手工藝師傅的人物專訪及作品。
In an exhibition co-organised by The Project Futurus and Eldage, interviews and traditional handicrafts of four craftsmen were exhibited.

02 在香港貿發局舉辦的「DesignInspire創意設計博覽」中，於網上展示獅頭紮作師傅許嘉雄、圖章雕刻師傅吳錦泉及鐵皮鑿字師傅文錫的作品。
In the event of "DesignInspire" organised by the Hong Kong Trade Development Council, Chinese paper crafting (Zhizha) works of Master Hui Ka-hung, seal carving works of Master Ng Kam-chun and iron plate stencilling works of Master Man Shek are exhibited on the official website.

03 被台中市政府邀請參與台灣最大型的社企活動，與當地的社企交流，並展示香港傳統手工藝品及香港文化創意產品。
Invited by the Taichung City Government, Eldage was honoured to take part in one of the biggest social enterprise events in Taiwan, exchanging experiences with local social enterprises while showcasing Hong Kong's traditional handicrafts and innovative cultural goods.

04 於裕華國貨的「懷舊生活展」展出師傅們舊日的工具及珍藏。
Yue Hwa Chinese Products Emporium's "Hong Kong Classics" exhibition showcased the old tools and collections of craftsmen.

學界合作 School Activities

文化與智慧的傳承，在於跨代的人共同參與。傳者與不同大專院校合作，啟發學生認識傳統手工藝，思考如何為傳統手工藝尋求新出路，並與師傅們共同創作融合傳統技術及創意的新產品；從而鼓勵跨代交流，傳承文化和智慧。

The inheritance of culture and wisdom lies in the joint participation of people across generations. Eldage has joined hands with different colleges and universities, inspiring students to understand traditional craftsmanship, think of new applications for traditional handicrafts, and work with craftsmen for new creations that integrate traditional crafts and creativity in order to increase cross-generational exchanges.



01



02



03









04

01 一班傳播系學生發揮創意，與傳統手工藝師傅共同創作新產品，包括由香港老店「京華招牌」刻上人生格言的招牌燈箱。
Communication students expressed creativity in designing handicrafts with craftsmen, including engraving life mottos to the lightbox of Hong Kong's long-established shop "Jinhua Signboard".

02 與香港浸會大學傳理學院合作，以專題介紹及工作坊，帶大眾認識已被逐漸遺忘的傳統手工藝。
In a series of feature projects and workshops with the School of Communication of Hong Kong Baptist University, forgotten craftsmanship was presented to the public.

03 學生加入傳者團隊實習，親力親為傳承文化。
Students joined Eldage's internship programme, gaining first-hand experience in cultural inheritance.

04 與過百位來自香港及海外的市場系學生合作，創作出富有心思的外語小巴牌，期望將本地手工藝推廣得更遠！
Over 100 marketing students from Hong Kong and overseas created thoughtful minibus signs in foreign languages so that the traditional culture can spread around the globe.



01



02

經驗分享 Experience Sharing

我們喜獲各界的邀請介紹傳者的工作及師傅的故事，盼能加深社會大眾對傳統手工藝的認識，分享營運社會企業所面對的挑戰及困難，從而鼓勵有心人勇於創業、堅持理念。

We have received warm invitations from different sectors requesting for an introduction of Eldage and experience sharing sessions with craftsmen. In addition to enhancing public understanding of traditional cultures, we have also shared the challenges and difficulties we face as a social enterprise, hoping to inspire people to start up their business and have faith in their beliefs.



03



04



05

01 於豐盛學堂分享透過數碼營銷去營運傳者的經驗，讓不同發展階段的社企可以從中參考。
At FSES Gathering, we shared our experience in applying digital marketing to the business model of Eldage as a reference to other social enterprises in different development stages.

02 受K11 Kulture11 邀請，與南豐紗廠、六廠基金會及香港教育大學的代表，一同分享守護工藝的歷程和前景。
Invited by K11 Kulture11, representatives from the Mills, MILL6 Foundation, the Education University of Hong Kong and Eldage shared the mission and vision of preserving traditional craftsmanship.

03 參與由香港賽馬會及芝加哥大學合辦的社企培訓課程，提升營運社企的能力，與創投人士分享傳者的理念。
We participated in the social entrepreneurship training programme run by the Hong Kong Jockey Club and the University of Chicago to increase our social enterprise management ability and share our mission with investors.

04 獲邀參加賽馬會「伴妳飛」婦女就業創業計劃擔任導師，與一眾有志創業的婦女分享心得及數碼營銷的要訣。
Invited to be a speaker of the Jockey Club NOW PLUS project, we shared insights and tips of digital marketing with a group of aspiring women.

05 跟香港城市大學公共政策及管理碩士課程的學生，分享如何善用社交媒體討論政策及社會議題。
In a sharing session with students from the MA Public Policy and Management Programme of the City University of Hong Kong, we shared how to use social media as a means of discussing public policies and social issues.


01


02

社創基金 SIE Fund

傳耆希望能透過推廣傳統飲食的文化，讓金齡人士品味以前的味道，並讓年輕一代認識地道懷舊菜，加深兩代人的相互認識及交流。傳耆以此意念，參加了香港社會服務聯會舉辦的「耆創無窮—優化銀齡生活創新大賽2018」，並有幸脫穎而出，運用此次資助，尋覓一眾老師傅，舉辦不同家鄉菜及傳統小食等菜宴。

Through promoting traditional food cultures, Eldage hopes to encourage cross-generation exchanges and bring back the tastes of the past for the golden age. From this idea, Eldage participated in the "Silver Innovators Competition 2018" organised by the Hong Kong Council of Social Service and won the award. Making use of the provided funding, we continued to discover master chefs and hold banquets of different hometown dishes and traditional snacks.


03



04

01 品嚐傳統客家手工菜宴，認識地道懷舊菜。
Tasting traditional Hakka dishes at the banquet, we understood the local flavours of the past.

02 設宴迎新年，共享「屏山傳統盆菜」的圍村「九大□」！
We celebrated the Chinese New Year with a banquet serving traditional "Pingshan Poon Choi", which represents a big feast in the culture of walled villages.

03 製作經典小食柴火缽仔糕及雞屎藤茶果，一起回味昔日情懷！
Through the experience of making classic Hong Kong snacks Put Chai Ko (red bean pudding) and Chinese Feverine Cha Kwo with firewood, we enjoyed a nostalgic taste of the old Hong Kong.

04 舉辦傳統順德菜宴，講解傳統菜式的特色與典故，更有師傅的分享，讓大家從舌尖上認識香港的文化。
A traditional Shunde banquet with the chef's sharing was held to explain the characteristics and stories of Shunde cuisine so that people could taste the culture from the tip of the tongue.

媒體報導

傳者獲不同報章、雜誌、電視台及電台邀請受訪，藉此希望讓更多人認識傳統手工藝，鼓勵大眾一同傳承文化！



日本雜誌 Concierge
「傳者」香港傳統工藝 向資深工匠學習！
Japanese magazine Concierge
Eldage promotes Hong Kong's traditional craftsmanship and pays a tribute to craftsmen!



時光（誠品編印）Vol.19
「傳者」竹篾與紙交織的藝術
Times (Edited by eslite) Vol.19
Eldage: The Arts of Bamboo Stripes and Papers





港台電視
香港故事 — 民間，集氣！「留住工藝的溫度」

獎項 Awards

傳者有幸得到不同界別的認可，鼓勵我們繼續傳承文化，成為我們堅持下去的動力！

Eldage is honoured to earn recognition from different sectors and thus our mission of cultural inheritance has been greatly motivated!



Media Coverage

Eldage has been invited to many media interviews by different newspapers, magazines, TV and radio stations. Through the narration of Eldage, we hope to increase public awareness of traditional cultures and encourage more public participation!



U周刊
訪問擁有50年手雕麻雀經驗－張順景師傅
U Magazine
An interview of 50-year Mahjong carving experience with Master Cheung Shun-king

《知識》雜誌 2019 十月號
香江故事
Knowledge Magazine Vol.10 2019
Hong Kong Story

RTHK
Hong Kong Stories – Folks, Gather!
"Preserve the Warmth of Handicrafts"

Asia Social Innovation Award

香港區得獎者，
亞洲社企創新獎2017

Regional Winner,
Asia Social Innovation Award
2017

SIE FUND 社創基金

IMPACT INCUBATOR

耆創無窮 － 優化銀齡生活創新大賽2017-18

Silver Innovators Competition 2017-18

HONG KONG ICT AWARDS 2018 香港資訊及通訊科技獎

銅獎，香港資訊及通訊科技獎：
智慧市民獎（智慧樂齡）2018

Smart People (Smart Ageing)
Bronze Award,
Hong Kong ICT Awards 2018

HONG KONG ICT AWARDS 2020 香港資訊及通訊科技獎

銅獎，香港資訊及通訊科技獎：資訊科技初創企業獎（社會貢獻）2020

Start-up (Social Impact)
Bronze Award,
Hong Kong ICT Awards 2020

一直想將木雕手藝傳承下去，有幸能與傳者一同合作！開班後，十分欣喜能遇到不少對木雕很有熱誠的人，希望未來能繼續合作，一起傳承木器雕刻！

I always wanted to pass on the tradition of wood carving, and I am lucky to have the chance to partner with Eldage. By delivering workshops, I have had many delightful encounters with people who are passionate about wood carving. I sincerely hope that this partnership will continue and the art of wood carving will last!

木器雕刻｜郭一邊師傅

Wood Carving | Master Kwok Yat-bin

偶爾在電視節目及Facebook留意到傳者透過社交媒體及舉辦工作坊來推廣藝術文化，對傳者印象非常正面，願意將幾乎失傳的手藝，運用不同方式推廣給下一代。後來在機緣巧合下受到邀請，就毫不猶疑地與傳者合作。希望能繼續合作，愈做愈好，令推廣手藝的道路愈來愈廣闊，更上一層樓，亦期望更多人能了解剪紙手藝。

Occasionally on television and Facebook, I learnt about Eldage and their job to promote cultures through social media and workshops. I feel very positive about this social enterprise as they are eager to pass the almost-discontinued crafts on to the next generation through various approaches. Later when they invited me to work with them, I agreed without a second thought. I look forward to continuous cooperation and advancement with Eldage so that the art of Chinese paper cutting will be open to more public exposure and a more popular future.

剪紙｜李云俠老師

Chinese Paper Cuttig Art | Master Li Yun-xia

若然沒有

傳者令更多人認識到霓虹燈工藝，和傳者合作後，讓我能接觸更多不同的人，在此希望傳者能繼續幫助那些默默耕耘卻鮮為人知的老師傅，和他們合作。

Eldage has helped the neon sign craftsmanship known to more people. After co-working with them, I have gained great connections with people from all walks of life. I hope Eldage will continue to help our folks – hardworking but unseen craftsmen and offer cooperation opportunities.

霓虹燈｜胡智楷師傅

Neon Sign | Master Wu Chi-kai

感謝傳者讓我感覺到我們的行業，仍然有很多人關心，讓我感到非常榮幸，我想對傳者說的是：努力加油，永不放棄，大家一起努力！

Eldage has made our industries – our works and us – feel attended and appreciated. Feeling greatly honoured, I have a few words for the team: Keep going, never give up and let's work hard together!

圖章雕刻｜吳錦泉師傅

Seal Carving | Master Ng Kam-chun

從來傳統手作，給人印象是承習前人留下之手藝蕭規曹隨，代代相傳，自己亦不例外，回望在紅VAN這行業呆了40個年頭，其實之前35年都是閉門造車。慶幸在2016年得傳者菁萊可以成為傳者旗下其中一位匠人。得以步出框框，面向廣大對小巴歷史有興趣的朋友，我認為傳者賦與我及紅VAN行業一個重生的曙光，讓我等夕陽匠人可以注入新的生命元素得以延續及發展，期待往後的無數個五年，傳者團隊可以帶領我等老師傅再創高□，令更多香港年輕人關注及參與本土手藝文化傳承。

The making of traditional handicrafts has been associated with an outdated impression that we follow established techniques from previous masters and pass them on. I am no exception. Being in the "red-van" (minibus) industry for 40 years, I spent the first 35 years working alone, repeating the same practices in a closed working space until Eldage invited me to become one of their partner craftsmen in 2016. I then started to walk out of my comfort zone and reach out for more people who share the same interest in the local minibus history. I believe that the collaboration opportunity between Eldage and me means a great turning point for vanishing local cultures like "red vans" and for craftsmen like myself to revive with new ideas. In the next five years and many more to come, I hope Eldage will lead us to further advancements, increasing awareness and participation of local craftsmanship and its inheritance among the young generation.

手寫小巴膠牌｜麥錦生師傅

Minibus Sign Calligraphy | Master Mak Kam-sang

傳者

If Not Eldage

起初對舉辦工作坊沒有信心，亦不太習慣教授學生，但有感於時代的變遷，知道手藝亦需要與時並進，後來在傳者的多番邀請下，決定和傳者合作並相信傳者是一個值得信賴的伙伴。合作後，讓我有機會認識更多不同的人，性格亦變得比較正面和開朗，透過接觸年輕一代，自己的心境亦變得年輕。

I had no confidence at first and was not used to teaching. However, knowing that it is a must for my craft to evolve with time, I decided to accept the invitation of Eldage; I trust it as a reliable partner. Thanks to the connection and cooperation opportunities that follow, I have met people with different backgrounds and also discovered a positive and cheerful side of me through interactions with the young generation especially.

手雕麻雀｜張順景師傅

Mahjong Carving | Master Cheung Shun-king

傳者能做到很多我做不到的事，例如市場推廣，亦感恩傳者在推動本地文化遺產上功不可沒，又協助一班民間藝術工作者，增加收入和發展，在此再次感謝傳者上下同工，為社會大眾貢獻良多，不勝感銘！

Eldage is capable of many things that I do not know how to do, like marketing. I appreciate their business support as well as its great effort in promoting local cultures. Eldage has helped us, local craftsmen, increase income and develop our business. Here, I would like to thank every member of Eldage again, for your contribution to the society!

麵粉公仔｜羅仲文師傅

Dough Modelling | Master Law Chung-man

當初在網上看到關於傳者的報導，知道他們一直用心地將不同手藝介紹給大眾，所以主動跟傳者提出合作，一起推廣金繼。傳者每次開辦工作坊都非常認真和注重細節，讓我十分欣賞。願往後能一同成長，在未來再創新機！

I came across a news story about Eldage on the Internet one day and learnt that they are committed to the spread of traditional cultures to the public. Therefore, I introduced myself and proposed to work together for promoting the art of Kintsugi. Every time we hold a workshop, I am deeply impressed by how seriously and delicately Eldage takes the job. I hope to make progress with Eldage and continue to create new opportunities in the future.

金繼｜王森先生

Kintsugi | Master Enders Wong

看到傳者一直積極推廣傳統手工藝及非遺項目，頗有效果；一起合作後，更促成不少我此前未曾想像過的合作機會，把傳統紮作提升至另一層次。祝願傳者未來能走到50年，除工作坊外，共創更多可能，繼續協助獅頭紮作再創高峰，共造雙贏。

We found Eldage's projects promoting traditional handicrafts and intangible cultures quite effective. After working together, I am glad to have received many unexpected collaboration opportunities that bring Chinese paper crafting (Zhizha) into the next level. I wish Eldage 50 years of success ahead. Apart from workshops, I look forward to co-creating more possibilities, pushing the art of lion-head Chinese paper crafting (Zhizha) forwards to new milestones.

獅頭紮作｜許嘉雄師傅

Lion-head Chinese Paper Crafting (Zhizha) | Master Hui Ka-hung

我非常認同傳者背後的理念，將快要式微的手工藝記錄下來，再去包裝，然後讓更多人認識，是一件非常有價值和意義的事；特別是保留本地工藝，和我的理念不謀而合。合作了四年，一起走來，傳者可以說是我的同行伙伴，與我一同成長。在我的糖畫生涯中，傳者為我帶來一份很有份量的幫助，我亦有幸能親眼見證傳者茁壯成長。

I greatly appreciate the philosophy behind Eldage and agree that we should make timely documentation of cultures in decline and re-package them to reach more people. This is particularly important and meaningful in preserving local craftsmanship. Sharing the same belief and working together for four years, Eldage has been a great business partner growing with me and a powerful source of support to my sugar painting career. I am honoured to have witnessed its incredible achievements along the journey.

糖畫｜ 高曉明師傅

Sugar Painting | Master Ko Hiu-ming

傳者作為一間社企，具有提供不同工作坊予院校和公司的豐富經驗，讓參加者探索香港的傳統手工藝文化。師傅們透過工作坊教育下一代，包括教授傳統手工藝的技術、分享背後的歷史文化以及和學生交流傳統文化的傳承。傳者和我們的合作符合預期和達到教學目標。我們希望日後能一同舉辦更多工作坊。

Eldage is a social enterprise who is experienced in designing programmes for schools and company members to explore the traditional and cultural sides of Hong Kong. In the workshops, masters not only taught the skills of a handicraft, but also shared a lot about the origin, history and culture of it. They also exchanged views with students on how to inherit the culture as to pass on their knowledge to the next generation. The collaboration met our expectations and goals, and we are interested in co-organising more workshops soon.

香港都會大學
Hong Kong Metropolitan University

為了推動學生學習欣賞及認識傳統文化，我們在這兩年間與傳者合作，安排了不同類型的工作坊，例如傳統紮作、小巴牌製作及圖章設計等，學生從經驗豐富的師傅身上學習到傳統文化的精粹，以及尊重傳統文化的精神。師傅鼓勵學生不要怕出錯，要勇於嘗試，從文化傳承到價值觀的交流，就像我們人生中，總會經歷很多挑戰，努力嘗試，磨練出堅毅的意志。

To foster our students with an appreciation and knowledge of traditional cultures, we have been working with Eldage for two years in arranging different workshops, such as Chinese paper crafting (Zhizha), minibus sign calligraphy and seal carving. Through the interaction with experienced craftsmen, students have learnt about the essence of traditional cultures and how to appreciate artisan spirits. Craftsmen often encourage students to try and not be afraid of making mistakes, just like how they should keep trying and learn to be persistent when facing challenges in their lives. From cultural inheritance to the exchange of life values, the lesson is priceless.

伍婉文老師 | 香港神託會培基書院
Ms Joyce Ng | Stewards Pooi Kei College

就沒有這樣

平日在生活中常常看到傳統手藝品，但親手做就真是第一次。能有機會親手做一個迷你版花牌，學習當中原理，好有特色！此外，剛剛看到同學們透過傳統手藝品向身邊親友送出祝福，也是挺有意義的！隨社會變遷，有很多有特色的事物也需要有心人傳承。希望你們繼續努力將文化傳承下去。

We can often see traditional handicrafts in our life, but it is a rare and special opportunity to be able to make one on our own. We had fun making a mini flower plaque and learnt about its principles. The experience in the workshop is particularly meaningful as students could send messages to their family and friends through their creation. In this changing society, there are many characteristic cultural substances that need someone to preserve. I hope that Eldage will carry on their job of cultural inheritance.

吳老師 | 中學老師
Mr Ng | Secondary School Teacher

傳者作為每年我校「Campaign Planning」課程的合作伙伴，從來沒有令我失望。2017年，傳者帶領我的學生走進社區，認識到擁有豐富經驗的師傅，讓他們有機會運用「策略規劃」及「故事營銷」的技巧，設計活動推廣傳統手工藝。學生們採訪師傅細聽他們的故事、認識製作傳統手工藝的技術，並發掘與本地設計師合作的機會，從而活化傳統手工藝。學生們於過程中能實踐課堂所學，取得寶貴的實戰經驗之外，也學懂欣賞逐漸被遺忘的傳統手工藝。香港側重商業和科技發展，令傳統藝術不再受重視。願意傳承傳統手工藝的年輕人變得寥寥可數，相關行業也逐漸消逝。我們與傳者合作這個項目，除了讓傳統藝術文化得以復興，也保留了屬於香港的集體回憶。

On a yearly quest for partnership opportunities with community partners for my course “Campaign Planning”, our collaboration with Eldage has never disappointed me. In 2017, our students stepped into the neighbourhoods to meet veteran craftsmen and implemented advertising campaigns that make use of strategic planning and storytelling. Students interviewed the craftsmen, listened to their stories, learned about the skills and looked for opportunities to work with local designers for ideas in the revitalization of traditional handicrafts. During the process, students gained hands-on experience in developing advertising campaigns and appreciation on the traditional handicrafts that are gradually fading into oblivion. Hong Kong is losing taste for traditional arts as the city embraces new business and technologies. Fewer young people choose to learn the craft leaving the industry dying. The project helps revive traditional arts and culture and keep the collective memory of Hong Kong alive.

梁雪茵博士 | 香港浸會大學
Dr. Vivienne S.Y. Leung | Hong Kong Baptist University

參加了由傳者舉辦的手寫小巴牌工作坊後，同事們反應也非常正面，亦了解到傳統手工藝背後，原來有很多不為人知的小故事，如小巴牌上用到的顏色，也有不同意思，十分有趣！在工作坊進行中，同事們能感受傳統文化之餘，也能減低工作壓力，他們更表示如果有機會，也想與家人分享！

After participating in the minibus sign calligraphy workshop organised by Eldage, our colleagues have expressed positive feedback and found it interesting to learn about the unknown stories behind the art, e.g. the reasons why certain colours are used on a minibus sign and what they mean respectively. In the workshop, not only did our colleagues experience traditional cultures, but it is also a good way to release stress at work. If chances allow, they would love to share the experience with their family!

感謝傳者透過互動方式增加我們對傳統手工藝的興趣，讓這些傳統文化以新穎方式展現出來，希望傳者可以舉辦更多活動去宣傳傳統文化。

I appreciate Eldage's effort to increase our interest in traditional handicrafts through interactive activities and new representations. I hope that Eldage will organise more activities to promote traditional cultures.

參加者
Participant

傳承
If Not Eldage

中信國際電訊(信息技術)有限公司
CITIC Telecom International CPC Limited

我們近年積極推廣「能工巧匠」企業文化，鼓勵同事在工作上精益求精，著目細緻之處，發揮創意。這和傳者所推廣的傳統手工藝文化及工匠精神有異曲同工之處。透過師傅深入淺出的講解、精湛技藝的演範、同事親身的體驗，雖然只是短短的兩小時，但已經加深同事對傳統工藝文化的了解。傳者舉辦的工作坊完全超出期望，不論是導師精湛的技藝，或者是寶貴的人生經歷，都有許多地方值得同事借鑑和學習的地方。

In recent years, we have been committed to promoting the "MasterCraft" corporate culture, encouraging our colleagues to strive for excellence, meticulousness and creativity in work. This matches with the artisan spirits of traditional craftsmanship that Eldage promotes. Through the craftsmen's in-depth sharing and skilful demonstration, as well as the practical session for our colleagues, the two-hour Eldage workshop exceeded our expectations by providing all participants with a deeper understanding of traditional handicrafts. From the master crafts to the precious life experience of the craftsmen, there is a lot that we can relate to and reflect on.

香港中華煤氣有限公司
The Hong Kong and China Gas Company Limited

當初對小巴文化感到非常有興趣，希望能讓來自不同國家的同事們，認識具有代表性的香港本土文化；而碰巧在網上看到傳者舉辦手寫小巴牌工作坊，就決定與傳者合作，希望藉此舉辦團隊建立活動，也讓同事們共同完成一件事，以及製作出獨一無二的小巴牌，一次過滿足三個願望！

Derived from an initial interest in the minibus culture, we hoped to introduce the symbolic local culture to our international colleagues. In our search on the Internet, we discovered Eldage's service in delivering minibus sign calligraphy workshops and decided to join it. The workshop turned out to be a successful team building activity, allowing our colleagues to accomplish a task together and create unique minibus signs of our own styles. It was a fruitful experience with all "wishes" fulfilled.

Target Global Sourcing Limited

透過和傳者合作，我們能夠連繫到各位有經驗的老師傅舉辦工作坊，而且因為傳者和各師傅之間有充份的溝通和良好的合作關係，在活動安排上也給予不少建議，令工作坊能在愉快和輕鬆氣氛下順利進行。所謂學技不如學藝，年輕的參加者透過參與工作坊，除了聽到每位老師傅關於手藝上的分享，更重要的是感受到老師傅身上對自己事業上的追求和熱愛，令年輕人獲益良多。

Through the cooperation with Eldage, we are connected to experienced craftsmen and manage to hold different workshops with them. Thanks to good communication and a great partnership between Eldage and craftsmen, we receive useful advice on the arrangements to facilitate successful workshops held in a cheerful and relaxing atmosphere. It is said that learning a skill is less than learning knowledge. In the workshops, our young fellows enjoy craftsmen's sharing about their handicrafts, but more importantly they can feel their passion and aspiration towards their career, and this is a valuable lesson.

香港傷健協會賽馬會沙田青少年綜合服務中心
Hong Kong PHAB Association Jockey Club
Shatin Integrated Service Centre for Children and Youth

旅程新一頁

Future Aspirations

啟航至此，當中經歷了大大小小的難關。
傳者堅持至今，除了因為毋忘初心，更有賴沿途上各路有心人的支持和鼓勵。

Coming that far in the journey of countless challenges,
Eldage has shown great strength of persistence and faith under the encouraging support of many.

未來，我們會繼續努力：

In the future, we will continue to:

- 創建文創平台，以科技協助進行合作配對並加強企業與文創單位之間的交流
  Creating a tech-driven platform to facilitate collaboration and enhance exchanges between enterprises and cultural units
- 傳播傳承的種子到學校，提倡STEAM，在STEM教育中加入文化藝術（Arts and Culture）的元素，培育學生的文藝細胞，學會欣賞傳統文化手藝甚至成為徒弟
  Plant the seed of cultural inheritance in schools and promote STEAM — introducing arts and cultural elements to the STEM education and fostering related qualities in students so that they know how to appreciate traditional craftsmanship and even become an apprentice
- 秉持「聚焦本土，放眼海外」的理念，把香港的傳統手工藝和文化以不同方式推廣至海外，加強跨地域的交流
  Live out the philosophy of "We start small with a local focus, we aim high with a global vision" and strengthen cross-regional exchanges to promote traditional Hong Kong cultures overseas
- 加強與商界合作，推動工藝合作計劃，讓手藝得以廣傳，做到真正傳承
  Enhance collaboration with the business sector and promote craft cooperation programs to facilitate the widespread transmission and authentic preservation of traditional craftsmanship.

路漫漫其修遠兮，未來還要走更長的路、
到達更多的目的地、遇見更多的人，成就一趟獨一無二的旅程。

On and on this challenging journey will go.
We are excited to go further, achieve more milestones and
influence more people to make it a unique journey of a lifetime.

未來傳者的發展還需要「你」的支持，
歡迎不同界別一起合作，為傳承者智出一分力！

The future development of Eldage needs your involvement. We welcome cooperation opportunities with any sector who hopes to be a part of the job of cultural inheritance!

學界 Academia

參與到校工作坊及導賞團等，讓學生能親手體驗傳統手工藝，並向有豐富人生閱歷的師傅學習
Join our in-school workshops and guided tours which provide students a personal experience with traditional handicrafts and a chat with experienced craftsmen

透過專題研習及實習，讓學生有機會為傳統手工藝提供新意念及發掘將手藝傳承的可能性
Participate in our research projects and internship programme which inspire students to generate new ideas and discover new ways to preserve traditional craftsmanship

企業 Enterprise

參與工作坊、邀請傳統手工藝師傅於同樂日示範或舉辦攤位遊戲，為員工活動增添一份意義
Enrol in workshops and enrich corporate events by inviting craftsmen for experience sharing, handicraft sales and game booths

與師傅合作，如內容營銷、製作產品、出席活動、拍攝廣告等，於產品設計及宣傳上加入本地元素
Propose collaboration projects with craftsmen in content marketing, product manufacturing, events, advertising and so on

為企業度身訂造有關手藝傳承或傳統文化相關的計劃或展覽
Tailor-made programs or exhibitions related to the preservation of craftsmanship or traditional culture can be developed for businesses

個人 Individual

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如有任何傳承香港文化及手藝的想法，或認識一些尚待發掘的師傅及設計師，歡迎聯絡我們！
If you would like to make suggestions about our job or recommend craftsmen or designers, please feel free to inbox us!

enquiry@eldage.com

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