



ISCM SEMINAR

14 Aug 2015 (Fri)

Creative Marketing: From Hide & Seek to Giant Rubber Duck, and from Doraemon to 1600 Pandas

Dear ISCM Members and Practitioners,

You are cordially invited to join ISCM Seminar on “Creative Marketing: From Hide and Seek to Giant Rubber Duck, and from Doraemon to 1600 Pandas” on 14 Aug 2015.

Our speaker, **Mr. SK Lam, Creative Director & Curator of AllRightsReserved (ARR)**, is one of the most creative and stylish hipsters in Hong Kong.

ARR always reaches out to wherever creativity springs. In 2014, in collaboration with the French artist, Paulo Grangeon, they curated “1600 Pandas World Tour in Hong Kong: Creativity meets Conservation”, in which the 1600 pandas were toured to more than 12 landmarks in Hong Kong to spread the message of conservation & sustainability. In 2013, “Rubber Duck Project - HK Tour”, the first public art exhibition ever curated in Hong Kong’s Victoria Harbour, attracted international and local attention with overwhelmingly positive feedback.



SK Lam
AllRightsReserved

His Secrets to Creativity

Always open your five senses to anything happening in the world, and adding also the sixth: the sense of humour. It’s essential to create something that interests people.

But, how?

Seminar Fees

ISCM Members: HK\$ 60 Time: 7:00-8:30pm
Non-Members: HK\$150 Venue: TBC

[Download Registration Form](#) (deadline: 7 Aug)

Enquiries

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Kind Regards
Institute of Shopping Centre Management 商場管理學會

Supporting Organisation

