



Chill Creative Portfolio

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Branding the First E-Waste Treatment Facility in Asia

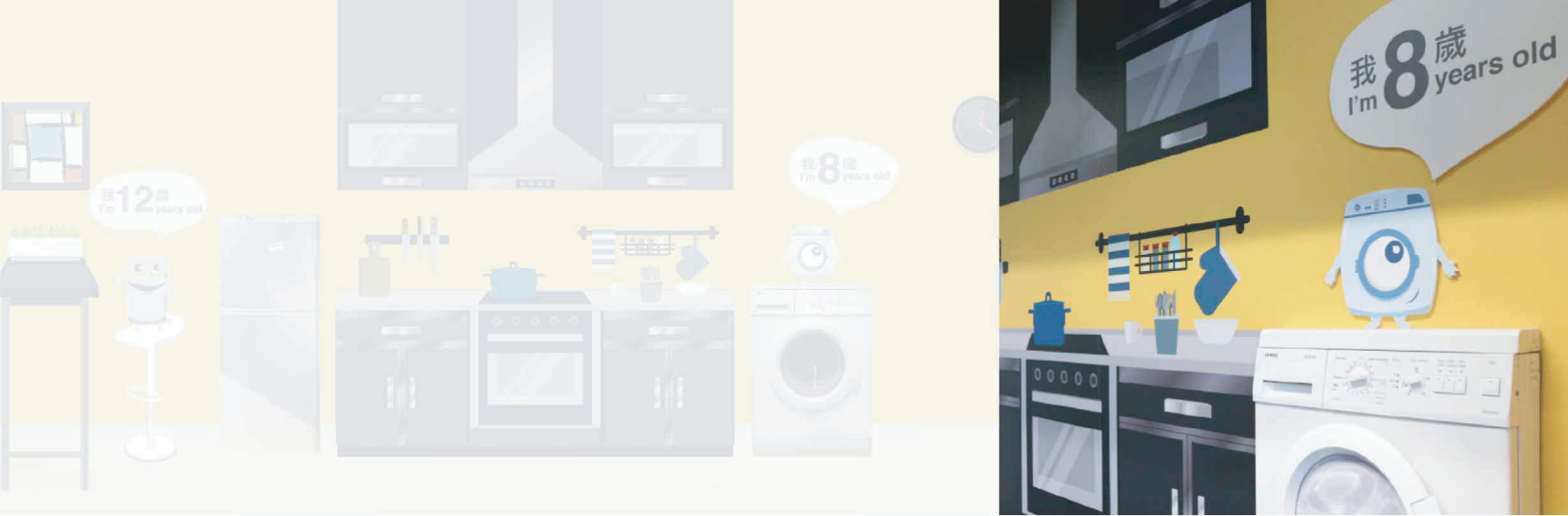
Building a brand experience through an interactive education centre.

Client

Hong Kong Environmental Protection Department & ALBA Integrated Waste Solutions (HK) Ltd.

Scope

- Brand audit and analysis
- Brand strategy
- Brand logo design
- Brand identity and style guides
- Brand experience design
- Interactive design
- Wayfinding design
- Interior wall graphic design
- Data and information analysis
- Story board creation
- Custom illustration and data visualisation
- Motion graphics video animation
- Programming
- Interactive games



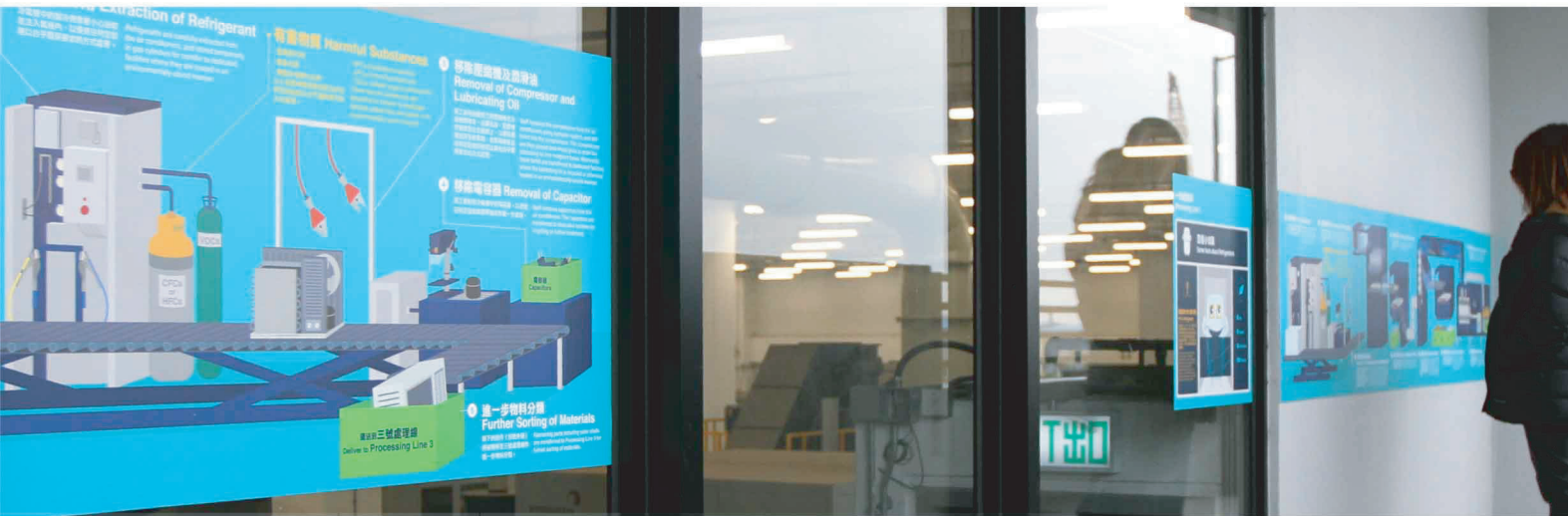
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WEEE·PARK

A government-led project, WEEE·PARK is the only site in Hong Kong that collects and processes e-Waste such as used computers and electronics. Our challenge was to develop an experience-based exhibit along with marketing materials that communicate WEEE·PARK's key messages in distinctive ways, while also complying with government themes.

Education Centre

We created a linear experience exhibit in a long, narrow space in three sections, illustrating how appliances are responsibly processed. The first introduced the Park and its core concepts; the second presented various products that were being processed onsite; the third section displayed real-time data such as the number of devices that had been processed and how much raw material was salvaged.



Mascots

While creating the interface for the exhibit, we developed six original mascots to provide a slice of interaction, entertainment and education. The mascots starred in a motion graphics video that we created.



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