

# Hong Kong Trip

GUEST SPEAKERS II



Guest Speaker

*Doris Luey*

Ambassador of Chai Wan Cultural Walk

Doris is currently the general manager of Youth Square and an inhabitant of Chai Wan since she was born. She now has more than 20 years of experience in Marketing and Communications, and served an impressive portfolio of multinational companies during while working at at Grey Advertising, Leo Burnett and Simon Marketing Inc; where she has built her business exposure in F&B retail since the 1990's. She was an international fellowship student at Epcot Centre of Disney World in Orlando Florida and an award winner at McDonald's Restaurants Asia for Creativity of Regional Family Marketing.



Guest Speakers

*Lofai Lo*

Creative manager

Born in Hong Kong in the 1970's. Graduated from Oxford University as a Chevening Scholar. Major in Sociology. Focus on Mass Motivation and Signaling Theory. Started his creative career at a radio station. Wrote for the entertainment industry for some times then Lofai joined the advertising circle at a local creative boutique, CTWCM. After a few years fun in his home town, he later moved to Shanghai to join Wieden+Kennedy, an independent creative-led communication company, and worked for Nike. He then joined the global creative team in the London office which producing campaigns for Nokia. After London, he went to Apple and worked as their Creative Director. This year he married to a beautiful woman and moved back to Hong Kong.



Guest Speakers

*Nana Seo*

Curator

Hong Kong based curator. After her Chinese language and cultural studies in Shanghai, Nana Seo has been working at various international projects in museums, creative art spaces, and art festivals. Most highlighted her working experiences are on 52nd La Biennale di Venezia, Shanghai eArts Festival 2007, the 3d Guanzhou Triennial 2008, LOOP Video Festival 2009 in Barcelona, Asia Art Archive "Backroom Conversation" at ARTHK09 and Octoer Contemporary in Hong Kong. Now she is actively working on cultural and art development projects through exchange programmes between different citites around East Asia, Europe.