



對比色陳設助白內障長者



電動晾衫架方便身型嬌小長者

## 「樂齡安居」家居改善計劃

度身訂造安置戶新居 貫徹改善舊區居民生活

Customised Elderly-friendly Home Design Courtesy of  
the Elderly Home Improvement Community Programme

P.01 - P.03

- 市建局啟動土瓜灣道 / 榮光街發展計劃  
URA Commences To Kwan Wan Road / Wing Kwong Street Development Scheme
- 市建局與華懋集團簽訂中環街市營運合約  
URA and Chinachem Group Sign Operation Contract for Central Market
- 市建局與平民屋宇就重建大坑西新邨簽署合作備忘錄  
URA and HKSHCL Sign Memorandum of Understanding on Tai Hang Sai Estate Redevelopment

資訊摘要  
URA DIGEST

1

P.04 - P.11

專題故事  
COVER STORY

2

- 「樂齡安居」家居改善計劃  
度身訂造安置戶新居 貫徹改善舊區居民生活  
Customised Elderly-friendly Home Design Courtesies of the Elderly Home Improvement Community Programme
- 遺孤承父業 助人回饋社會  
Taking Over the Family Business and Giving Back to Society

P.12 - P.13

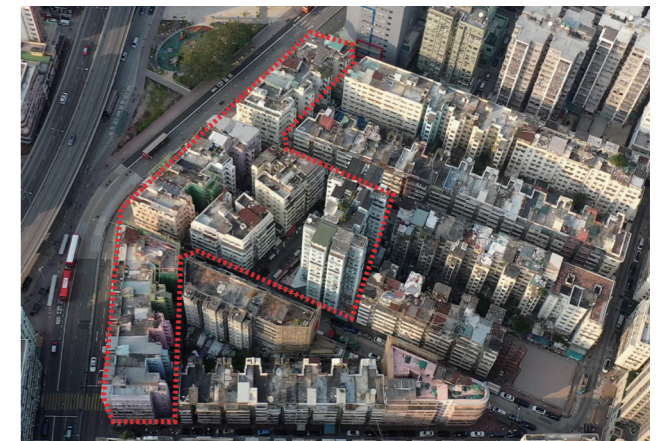
- 嘉咸市集 · 舊墟濃情 設計延續傳承  
派發110,000個「嘉咸」主題口罩 為各界防疫工作打氣  
Inheriting the Legacy with Themed Design at Festive Graham  
Giving Out 110,000 Graham-themed Face Masks to Combat COVID-19

連繫社區  
REACHING OUT

3

# 01 市建局啟動土瓜灣道 / 榮光街發展計劃 URA Commences To Kwan Wan Road / Wing Kwong Street Development Scheme

市區重建局（市建局）啟動土瓜灣道 / 榮光街發展計劃（KC-016項目）並展開法定規劃程序。項目是依據自2016年起採用的地區為本市區更新模式，透過重整及重新規劃項目，及毗鄰已開展的七個項目的土地用途，提供更有效的人車道路網絡，並以較佳的城市設計和更多社區設施，提升該區的宜居性。項目將提供土地空間，興建一條橫跨土瓜灣道的行人天橋及連接至港鐵屯馬線土瓜灣站。市建局將重新規劃項目範圍內的土地用途，包括整條玉成街，以及部分的鴻福街和啟明街，從而提供更多地面空間予行人享用及舉辦活動，營造具活力的社區聚腳點。



土瓜灣道 / 榮光街發展計劃界線（紅線）  
The boundary (red line) of To Kwa Wan Road / Wing Kwong Street Development Scheme

項目涉及約560個業權，估計重建範圍內居住了約830戶家庭及有約90間地舖。市建局已在項目範圍內的樓宇展開凍結人口調查，以確定受影響居民的數目和了解樓宇的使用狀況。項目最終獲得行政長官會同行政會議批准後，市建局會根據屆時的政策，展開物業收購工作和補償 / 安置符合資格的租客。

The Urban Renewal Authority (URA) commences the statutory planning procedures of the To Kwa Wan Road / Wing Kwong Street Development Scheme (KC-016). The project is implemented under the district-based urban renewal approach adopted since 2016, aiming to enhance accessibility and connectivity of the district and the seven other commenced projects in the neighbourhood through restructuring and re-planning the land uses, as well as the pedestrian and road networks. It will also create a more liveable community through enhanced urban design and the provision of more community facilities. The redevelopment will provide space for improved walkability by building a footbridge across To Kwa Wan Road connecting To Kwa Wan Station of the MTR's Tuen Ma Line to the project site. The project also covers the entire Yuk Shing Street, and part of Hung Fook Street and Kai Ming Street. The URA will restructure the site layout to provide more space for the use of pedestrians and community activities, thus creating a communal hub for leisure use and injecting vibrancy to the community, making the area more liveable and sustainable.



市建局總經理（規劃及設計）黃知文（右）及總經理（收購及遷置）鍾建強介紹土瓜灣道 / 榮光街發展計劃詳情。  
The URA's General Manager (Planning and Design), Christopher Wong (right), and General Manager (Acquisition and Clearance), Kelvin Chung, announce the commencement of To Kwa Wan Road / Wing Kwong Street Development Scheme.

The project covers approximately 560 property interests, currently occupied by about 830 households and 90 ground floor shops. The URA has kick-started a freezing survey in the buildings within the project site to verify the number of affected residents and the occupancy status of the properties. The URA will start the acquisition of property interests and make compensation / rehousing offers to eligible tenants, in accordance with the policy prevailing at the time of approval by the Chief Executive in Council.

## 02 市建局與華懋集團簽訂中環街市營運合約 URA and Chinachem Group Sign Operation Contract for Central Market



市建局行政總監韋志成（左）及華懋集團執行董事兼行政總裁蔡宏興在復修保育後的中環街市大樓內主持簽約儀式。

Ir Wai Chi-sing (left), Managing Director of the URA, and Donald Choi, Executive Director and Chief Executive Officer of Chinachem, officiate at the signing ceremony held at the conserved Central Market building.

市區重建局（市建局）與華懋集團簽訂中環街市營運合約，共同營運及管理中環街市。雙方已共同成立管理委員會，制定業務計劃的執行細節。

市建局行政總監韋志成表示：「中環街市在30年代興建時，屬劃時代的建築物，它不論在用料、實用設計風格及市集營運管理模式等方面，在當年來說，均充份體現『創新』的思維和應用。」

市建局在2017年10月從政府接手中環街市，耗資超過港幣5億元為這幢已有80年歷史的建築物進行歷時超過三年的復修及保育。過程中，市建局亦特別應用新

新的復修技術、物料和項目工程管理軟件，提高效率 and 保育成效。

我殷切期待與華懋集團的合作，攜手秉承這『創新』的概念，我樂見華懋集團將致力推動科學、科技、工程及數學 (STEM) 教育，並投放額外資源，支持初創公司在項目中營運，將中環街市打造成21世紀劃時代的建築物和設施，為香港及市民大眾營造一個親切舒適、具活力，以及共融的新地標。」

華懋集團將會透過多元化的餐飲、零售和活動為訪客提供獨特的體驗，打造出市民大眾可以適意享受和進行交流的Playground for All。項目內部分樓面面積將會撥作公眾及社區用途，包括24小時開放的行人通道、洗手間設施及約1,000平方米的綠化休憩空間等。

The Urban Renewal Authority (URA) and Chinachem Group (Chinachem) signed the operation contract for the Central Market Revitalisation Project. Both parties will jointly take up the Project's operation and management. A joint management committee has also been set up to devise implementation details of the business plan.

Ir Wai Chi-sing, the Managing Director of the URA, said, "Central Market was an epoch-making architecture in the 1930s, materialising the spirit of innovation through the pioneering use of construction materials, the functional style of architectural design as well as the operating model of a market at that time.



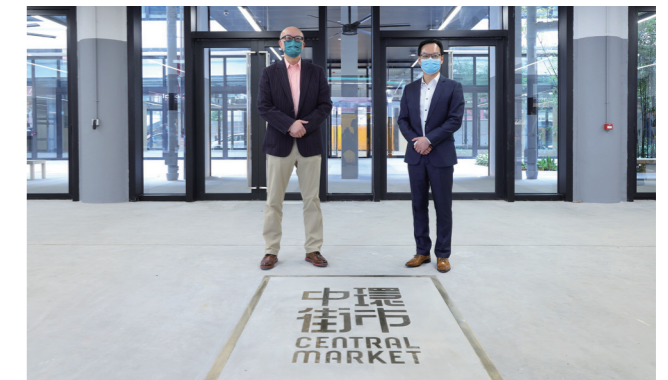
市建局及華懋團隊正共同制定中環街市的業務計劃。  
The URA and Chinachem are jointly formulating the business plan of Central Market.

Since taking up the Central Market building from the Government in October 2017, the URA commenced restoration and preservation work for this 80-year-old building with the application of innovative measures, which included the restoration methods, repair materials, as well as project management software, aiming to enhance both the work quality and efficiency. It took the URA over three years to complete the first phase of rehabilitation and preservation work at a cost of more than HKD 500 million.

I look forward to continuing this innovative spirit in the collaboration with Chinachem, in particular, its initiatives to promote Science, Technology, Engineering and Mathematics (STEM) education, as well as its support with additional resources, to startup companies to run in the Central Market, aiming to make the Central Market an epoch-making architecture and facility of the 21st century, and an energetic and vibrant landmark for Hong Kong."

Chinachem will strive to revitalise Central Market by introducing diversified dining, retailing and activities to shape it as a

"Playground for All", where people from all walks of life can meet, mingle and socialise. A portion of the floor area of the Project has already been earmarked for public and community uses, including a 24-hour public passageway, toilet facilities, and green open spaces totalling about 1,000 square metres.



韋志成（右）及蔡宏興參觀復修後的中環街市。  
Ir Wai Chi-sing (right) and Donald Choi visit the refurbished Central Market.

## 03 市建局與平民屋宇就重建大坑西新邨簽署合作備忘錄 URA and HKSHCL Sign Memorandum of Understanding on Tai Hang Sai Estate Redevelopment

市區重建局（市建局）與香港平民屋宇有限公司（平民屋宇）已正式就「大坑西新邨重建」項目簽署合作備忘錄，為推展項目訂立目標及合作框架，雙方未來將會商討各項細節，以進一步落實方案。市建局亦在擬定項目規劃及設計的總綱發展圖，預計可於今年第三季內完成。項目預計提供約1,300個單位用作重置現有住戶，以及約2,000個「首置」住宅單位，以市場折扣價出售。

The Urban Renewal Authority (URA) and The Hong Kong Settlers Housing Corporation Limited (HKSHCL) signed a memorandum of understanding (MOU) for the "Tai Hang Sai Estate Redevelopment" project. The MOU lays down the goals and cooperation framework and in the meantime, the URA and HKSHCL are working on the next level details of the redevelopment plan. The URA is also developing the Master Layout Plan, which is targeted to be ready in the third quarter this year. The project is targeted to provide about 1,300 units to be used for re-housing existing tenants; and about 2,000 "Starter Homes" units to be sold at a discount to market value.



在運輸及房屋局局長陳帆（後排中）、市建局主席周松崗（後排右）及平民屋宇董事李國章教授（後排左）見證下，市建局行政總監韋志成（前排右）和平民屋宇主席李國寶博士代表簽署合作備忘錄。

Witnessed by the Hon. Frank Chan Fan (centre, back row), Secretary for Transport and Housing, the Hon. Chow Chung-kong (right, back row), Chairman of the URA, and Prof. the Hon. Arthur K. C. Li (left, back row), Director of HKSHCL, Ir Wai Chi-sing (right, front row), Managing Director of the URA, and Dr. the Hon. David K. P. Li, Chairman of HKSHCL, sign the MOU.

# 「樂齡安居」家居改善計劃

度身訂造安置戶新居 貫徹改善舊區居民生活

Customised Elderly-friendly Home Design Courtesy of the Elderly Home Improvement Community Programme



市區更新可以通過大規模的土地規劃和重整、樓宇復修，以至保育和活化，改善地區環境，但對於經常留在家中的長者而言，他們期望享用更優質的社區設施外，亦希望能夠改善家居環境。市區重建局（市建局）貫徹改善舊區居民居住環境的宗旨，在去年以先導計劃形式，推出「樂齡安居」家居改善計劃，旨在協助重建項目內部分有需要的長者，在他們搬遷至安置單位時，協助他們配置合適的家具和增添長者友善的家居設施，改善生活質素。

「市建局替我設計得好好，遷就到我矮細身型，裝修得很美觀，我很滿意！」、「雖然我患有白內障，但現在我看得屋內色彩鮮明的房門和衣櫃，使用時十分方便和安全！」原本獨居於土瓜灣庇利街 / 榮光街發展項目的黃壽齡（黃婆婆）和蔡慶鉛（蔡伯伯），獲安置到公屋單位居住。雖然居住環境大為改善，但新居是「清水房」，亦沒有配置家具和其他長者友善設施，對兩位獨居長者來說，實在不知該如何妥善設計新居，以符合自己的需要。市建局團隊於是與他們在搬遷過程中同行，協助他們打造真正的安樂窩。

掃瞄觀看受惠者故事  
Scan to view the compliments from beneficiaries



## 去年3月推行先導計劃 六安置戶受惠

市建局由去年3月開始，以先導形式推行「樂齡安居」家居改善計劃，為獲編配安置公屋單位的體弱長者，度身設計適切的家居，以配合他們現在的生活狀況以及未來的需要。

計劃同時與多個夥伴機構合作，包括香港聖公會福利協會、其轄下的社會企業錦華設計工程有限公司、及建造業關懷基金綜合服務中心等，務求鎖定最有迫切需要的租戶，深入了解他們的需要，及善用社區內的資源，回饋社會。先導計劃推出至今，已為五個租戶完成設計及裝修新居，目前還有一個單位的工程正在進行。

74歲的黃婆婆是受惠租戶之一，她患有糖尿病，因糖尿上眼導致視力模糊；她身高四呎，比較嬌小，過去在家中拿取雜物時經常要「擒高擒低」，不方便之餘對眼矇的她來說，亦易生危險。

黃婆婆去年9月獲編配到鑽石山富山邨公屋單位上樓。服務團隊在新屋入伙前，首先安排社工及職業治療師，評估黃婆婆的身體狀況及舊居環境，然後與室內設計及裝修工程團隊，商討如何改造其新屋。



在設計及裝修前，團隊與黃婆婆（中）一起到新居視察，並細心聆聽她的起居需要。

Before the commencement of the design and renovation work, the service team visits the new home of Granny Wong (centre) and listens attentively to her daily needs.



服務團隊獲得黃婆婆（左四）的信任。黃婆婆遷入新居後，眾人亦齊齊來家訪。  
The service team gains the trust of Granny Wong (4th from left). The team visits her after she moves into her new home.

配合黃婆婆的嬌小身型，團隊為她的新居加入長者友善元素，包括在客廳安裝具自動升降功能的電動晾衫架，以免她要將身體伸出屋外使用晾衣架；亦為她在大衣櫃內加裝可升降的掛通，以增加衣櫃的空間，及減少「擒高擒低」易生危險的機會；特低床架亦是針對她的身高而特別訂造，各項設計改善了黃婆婆平日的起居生活。

新居的裝修工程需時約兩個月，黃婆婆於去年11月遷入新居。她對公屋單位搖身一變成為實而不華及基本傢俬一應俱全的安樂窩感到興奮，她對各項為她度身訂造的貼心設計，更是感激，黃婆婆說：「感謝市建局及服務團隊，為我把家居打造得很美觀、很方便，還特意遷就我的身型造出多樣設計，我很滿意。」

### 三大貼心設計 方便身型嬌小長者 Three Smart Design Features for a Petite User



- ① **電動升降晾衫架 Electric Clothes Drying Rack**  
方便在家中晾乾衣物，毋須伸出窗外晾衫，減低發生意外的機會
- ② **可升降衣櫃掛通 Movable Wardrobe Hanging Bar**  
善用衣櫃空間，毋須爬高拿取衣物
- ③ **特低床架 Extra Low Bed Frame**  
上落睡床更方便



蔡伯伯（前）感激整個服務團隊對他的關顧，入伙後更大讚「住得好舒服」！  
Uncle Choi (front) thanks the team for their care and has only praise for his new home which he says is very comfortable!

### 鮮明色彩設計 助白內障患者起居生活

73歲的蔡伯伯於去年獲編配到藍田平田邨公屋單位上樓。蔡伯伯患有白內障，視力模糊，平日在家起居生活也面對多種不便。他亦患有肺氣腫，長時間站立或走路後會氣促。

針對蔡伯伯的需要，服務團隊為他的新單位設計了色彩鮮明的門框，減少出入時候碰撞的機會；團

隊亦特別訂造了採用強烈對比顏色的櫃門手抽和門板，蔡伯伯使用時就更為方便及安全；另一項貼心設計是在走廊和客廳裝設自動感應夜燈，蔡伯伯晚間在家中走動，就更加安全。考慮到蔡伯伯的長遠需要，團隊更為他增添了其他長者友善家居設備及輔助器具，包括預留了擺放手杖的位置，以及裝設了床欄及沐浴椅。

### 高心小設計 方便白內障患者 Heartwarming Home Designs that Offer Convenience for Cataract Patient



- ① **對比顏色門框 Door Frame with Contrasting Colours**
- ② **強烈對比顏色櫃門手抽 Cabinet Door Panels and Handles with Strongly Contrasting Colours**
- ③ **自動感應夜燈 Night Light with Sensor**
- ④ **沐浴椅 Bath Chair**

### 度身訂造新居 將「更新」精神帶入屋

負責「樂齡安居」家居改善計劃的市建局社區發展部經理張鈞灝（Howard）及高級主任雷婷婷（Trina）形容，這次計劃的服務理念，是將市建局的「更新」精神，從地區帶入屋。他們說：「市區更新可以改善舊區環境，但對於經常留在家中的長者而言，改善家居環境同樣重要。故此，我們一直探討推行適合的社區計劃，連結夥伴機構的力量，為有需要的長者改善家居環境。」

市建局早於2018年起，已推行「『守望相助』家居維修計劃」，三年來已為約1,000名居住環境較差的長者及基層家庭，提供免費家居維修支援服務，而「樂齡安居」家居改善計劃，旨在深化這份改善有需要人士家居環境的理念，Howard和Trina解釋，「在現行給予受重建影響租戶的補償和安置機制下，合資格租戶可選擇特惠現金津貼，或接受安置安排；選擇接受安置的租戶，如符合入住公屋資格，可獲編配公屋。當受重建影響的租戶獲編配公屋上樓後，市建局的基本安置任務本來可以說是完成，但我們都認為，其實可以多行一步，全面改善舊區居民生活。」



Howard（右一）向受惠租戶講解計劃詳情。  
Howard (1st from right) talks to the beneficiary about the programme details.



團隊與受惠者到新居視察。  
The service team visits the new unit of the beneficiary.



Trina（左一）在計劃中贏得受惠者的信任，感到莫大滿足感。  
Trina (1st from left) feels very satisfied in gaining the trust of the beneficiary.

### 「樂齡安居」家居改善計劃 —— 先導項目流程

Pilot Scheme of Elderly Home Improvement Community Programme

市建局收購及遷置部及社工轉介個案  
Cases referred by the URA's Acquisition & Clearance Division and social workers



服務團隊進行評估，包括到各個案的舊居和新居單位實地了解，探討進行家居改善工程的可行性。  
Assessment by the service team through site visits to the old and new residences of the beneficiaries to evaluate the feasibility of home improvement work.



挑選個案參與先導計劃，由團隊詳細設計長者友善新居，展開裝修工程。  
The team provides detailed design of the elderly-friendly homes for the shortlisted beneficiaries.

驗收單位 入伙大吉  
Final inspection before moving in

### 連結夥伴機構 凝聚助人自助力量

市建局特別與多個夥伴機構合作，包括香港聖公會福利協會、其轄下的社會企業錦華設計工程有限公司、及建造業關懷基金綜合服務中心等，組成跨專業服務團隊，度身設計家居及訂造合適家具，提供「一條龍」服務，令計劃效益更加事半功倍。

### 冀繼續推行計劃 實踐長者友善家居概念

香港聖公會福利協會經理（設計及物業管理）陳詠琳稱，協會其中一項重要工作是為長者進行友善家居設計工程，與市建局以人為本的理念不謀而合，目標都是協助長者改善生活環境，打造切合需要的家。

她說，服務團隊為長者家居度身訂造家具，以迎合他們的需要，如在儲物櫃預留空間供長者日後擺放拐杖之用。團隊明白長者期望盡快搬離原來惡劣的生活環境，因此團隊與市建局盡力協調裝修工程的進度，務求工程得以順利進行及如期完工，讓長者盡快遷入新居。

她期望，這個為期一年的先導計劃結束後，市建局可檢討成效，日後繼續推展這個有意義的計劃，與社區各機構共同實踐長者友善家居概念。



陳詠琳（右一）了解受惠者的需要，與團隊籌劃長者新居的友善設計。  
Chan Wing-lam (1st from right) understands the needs of the beneficiaries to come up with suitable elderly-friendly designs for their new homes.

## 團隊與受助者建立情誼

Howard 和 Trina是整個「樂齡安居」家居改善計劃的幕後功臣，過去一年都全情投入計劃的每一項細節中，協調和聯繫各方的工作，每個大小環節均參與其中，確實付出了不少心血。而經歷各項籌劃工作至最終為各受助人帶來全新的舒適安樂窩，除了工作上的滿足感，二人在心靈上也有意想不到的收穫。

為蔡伯伯設計新居前，二人都多次到訪過他的舊居，以了解他的需要。Howard說：「雖然蔡伯伯的生活條件很差，但他十分熱情及好客，我們每次上門探訪時，蔡伯伯都會為每人準備一支水，令我們很高興。」他憶述陪同蔡伯伯到新居參觀時，他從旁扶持蔡伯伯，而蔡伯伯亦搭着他的手，感覺就猶如兩爺孫，很是溫馨。

Trina也回想初次與黃婆婆見面時的情況：「她最初極抗拒陌生人，直言『無咁大隻蛤蜊隨街跳』！後來，我們向她耐心講解計劃內容，她亦相信我們是真心關懷她的需要，慢慢與她熟絡後，我們的工作亦能順利展開。」Trina更表示，跟合作夥伴訂製家具，聽他們講解工程進度，過程中讓她學會了更多工程知識，笑言是「技能小解鎖」。



Howard (左) 及 Trina (右) 為計劃能幫助到長者感到無比滿足感，更意外地與受助人建立了一份情誼。  
Howard (left) and Trina (right) get great satisfaction from the Project as well as unexpected friendship with the beneficiaries.

## Pilot Scheme Launched in March 2020 Benefiting Six Households

In carrying out redevelopment in various districts, the Urban Renewal Authority (URA) not only aims at revitalising the old neighbourhoods, but also seeks to improve the living conditions of affected residents, especially the elderly. In addition to arranging public housing units for their relocation, the URA launched a pilot scheme called the "Elderly Home Improvement Community Programme" in March last year to customise home design and provide elderly-friendly features to meet the changing needs of the elderly over time.

The URA partners with various organisations, including the Hong Kong Sheng Kung Hui Welfare Council, its affiliated social enterprise Kam Wah Design & Engineering Limited, and the Construction Charity Fund (CCF) Integrated Service Centre, etc. to identify residents with the most urgent need and look into their requirements. So far, five tailor-made units have been completed to create a comfortable space that the beneficiaries can truly call homes. Renovation of one more unit is in progress.

The URA strives to make a home that meets the specific daily needs of each beneficiary. The 74-year-old lady Wong Fui-ling (Granny Wong) is 4-foot tall. She has an impaired eyesight due to complications from diabetes. To minimise the risk from falling down, the team designed and built an electric clothes drying rack in her living room. A movable hanging bar was installed inside her closet so she can get her clothes without having to go up and down. Her bed frame was tailor-made to be low enough to match her height. Granny Wong was excited that an ordinary public housing unit could be transformed into a comfortable home that addressed all her needs. She was especially grateful to the service team for the various designs that were tailor-made for her.

73-year-old Choi Hing-yuen (Uncle Choi) suffers from cataract. The blurred vision has caused him many inconveniences at home. To cope with his situation, the team designed a door frame with contrasting colours in his new flat. Cabinet door panels and handles were also customised with strongly contrasting colours so that it was more convenient and safer for Uncle Choi to use. Another thoughtful design was the installation of night light fitted with an auto-switching sensor in the corridor and the living room, making it safer for Uncle Choi to walk around the flat at night.

Hong Kong Sheng Kung Hui Welfare Council is one of the partners of the Programme. The Council's Manager (Design and Property Management) Chan Wing-lam hopes that with the completion of this one-year pilot scheme, the URA will review its effectiveness and continue to implement the meaningful project in the future to bring about more elderly-friendly homes.

## 遺孤承父業 助人回饋社會

### Taking Over the Family Business and Giving Back to Society



建造業關懷基金綜合服務中心幹事陳浩賢（右）善用他的技能，親力親為幫助長者打造友善設計家居，他更親自教導受助人黃婆婆使用多項貼心設計。  
Chan Ho-yin (right) makes good use of his skills to design elderly-friendly homes. He teaches one of the beneficiaries Granny Wong how to use several thoughtful design features.

市區重建局（市建局）在物色合作夥伴時，希望能善用社區內的資源，發揮最大的社會效益。「樂齡安居」家居改善計劃其中一個合作夥伴——建造業關懷基金（CCF）綜合服務中心，一直致力為建造業意外身故或嚴重受傷工人的家庭提供支援，該中心透過計劃，讓受助者成為助人者，發揮專長，回饋社會。

有份參與計劃的陳浩賢（浩賢）曾受惠於建造業關懷基金。2009年，浩賢的父親經營一間裝修公司，他因工業意外不幸身亡，當年只有20歲的浩賢，本來計劃修讀室內設計，待畢業後可與父親合組「父子檔」，豈料遭逢厄運，一家頓感徬徨。CCF知道浩賢家庭的個案後，向他們發放慰問金，渡過難關，亦讓浩賢可以繼續學業。浩賢有感裝修公司是父親的畢生心血，於是決定接手，展開半工讀生涯。透過基金，浩賢認識了其他不幸的家屬，大家感同身受，互相扶持，走出難關。後來，浩賢亦成為了CCF綜合服務中心的幹事。

浩賢得知有關計劃後，很快便決定主動請纓參與，希望以自己的專長及技能幫助別人，他說：「全賴當年善心人的幫助，今天我能經營一間自己的工程公司。我也希望以我微小的力量，將幫人的精神傳達開去。」這趟是他首次參與市建局的計劃，與不同單位合作，凡事也親力親為的浩賢說：「我們完成工程後與受助人傾談，他們均對新居讚口不絕，看見他們這樣滿意，成功感比完成一個豪宅設計更甚。」

浩賢對於能參與這個計劃感到很開心，滿足感難以言喻，他認為對他個人以至社區都有裨益，他樂意與外界分享更多，鼓勵更多人以自身之力回饋社會，他亦希望與市建局繼續合作，幫助更多有需要的人士。

## 疫情下的工作機會 建造業工人受惠

去年，2019冠狀病毒疫情持續，各行各業也受打擊，不少工人生計大受影響，建築、裝修也是其中一個面對極大挑戰的行業。市建局與CCF綜合服務中心推行計劃時，亦特別找來在疫情下面對開工不足困境的工人來參與，讓他們助人之餘也自助，獲取開工機會及增加收入。

The Construction Charity Fund (CCF) Integrated Service Centre is one of the partners of the Elderly Home Improvement Community Programme. Chan Ho-yin was a beneficiary of the CCF. He now operates a renovation company inherited from his father who passed away due to an industrial accident. He is also working as an officer in the CCF Centre. Ho-yin feels incredibly joyful for participating in this Programme. He said, "With the help and generosity of people from my past, I can now run my own business. I hope in some small way I can contribute to spreading the spirit of goodwill by helping others."

Under the Programme, the URA and CCF Centre hired workers who were underemployed due to the pandemic. It was hoped that the workers could get job opportunities and income while helping others to improve their homes.



市建局物業及土地總監藍志光（右五）與一眾設計師出席活動閉幕禮。  
Bruchi Nam (5th from right), Director (Property & Land) of the URA, attends the closing ceremony together with the participating designers.

## 嘉咸市集·舊墟濃情 設計延續傳承 派發110,000個「嘉咸」主題口罩 為各界防疫工作打氣 Inheriting the Legacy with Themed Design at Festive Graham Giving Out 110,000 Graham-themed Face Masks to Combat COVID-19

中環嘉咸市集已有百多年歷史，隨着市區重建局（市建局）宣布嘉咸街／卑利街重建項目，市建局聯繫市集商販推動市集的活化工作。早前，非牟利團體「同心網絡」獲市建局贊助及支持，舉辦「嘉咸市集·舊墟濃情」活動，集結本港六位著名設計師：林席賢、陳超宏、麥雅端、唐承剛、賴維鈞及易達華，製作以「嘉咸市集」為主題的禮品和口罩，將藝術設計糅合街市文化，延續傳承。

除了超過2,000份與「街市」、「購物」、「飲食」、「生活」等主題相關的紀念品，設計師還製作超過110,000個「嘉咸」主題口罩，透過消費換領計劃，吸引街坊及市民到「嘉咸市集」消費，在面對持續的疫情挑戰下，助商戶把握可持續營運的商機。

「嘉咸市集·舊墟濃情」推廣街市文化活動於2020年12月至2021年1月圓滿舉行，並已舉行閉幕禮。市建局物業及土地總監藍志光說：「今次閉幕禮並非是完結，希望這是一個好的開始，一個美好的延續。」

項目統籌、「同心網絡」秘書長黃晞華在閉幕禮致辭時，感謝市建局、參與項目的販商以及六位本地設計師的信任和支持：「面對疫情的衝擊，希望透過這個計劃能為販商們帶來可持續的商機，支持他們渡過難關。」

主辦單位、販商聯會及設計師代表於活動揭幕時，已率先向街坊派發口罩，鼓勵大家安心購物。販商才哥（肉檔）表示：「疫情影響下，很多人轉到超級市場購物，對販商的生意及營業模式影響很大；而我們在



「嘉咸市集」租戶郭生郭太配戴設計師特別設計的「嘉咸」主題口罩。  
Graham Market store operators Mr and Mrs Kwok wearing Graham-themed face masks.

街市工作，每天都消耗不少口罩，這批特別設計的口罩既有心思又實用。今次活動在關懷販商與街坊之餘，亦希望能帶動消費。」

### 設計源自生活

「我們希望通過藝術創作來喚醒街坊和市民對保育『嘉咸市集』這個擁有超過百年歷史的戶外市場的關注，計劃也是透過這個市集以孕育本地文化的一次嘗試。」黃晞華娓娓道來這次項目的文化意義。設計源自生活，並非高不可攀，這次六位設計師的作品均承載濃厚的人情味，讓人會心微笑。本地品牌Chocolate Rain創辦人麥雅端創作出「貼地」的嘉咸環保食物袋，豆腐、炒麵也能放進去；說起街市，大家自然聯想起紅膠燈、買菜的「竹籬」以及手寫的花碼等，從事品牌定位、包裝設計的设计師唐承剛就透過這些元素製作出包裹東西及食物盒的風呂敷，所有圖案顏色均鮮艷奪人，呈現年輕與活力之感，營造「舊」與「新」之對比張力。



嘉咸風呂敷  
Graham-themed Furoshiki

### 通往回憶的一縷線索

自少踴躍在嘉咸街的香港資深平面設計師及企業品牌形象顧問陳超宏創作出嘉咸媽姐買餸袋，他把長辮、身穿白衣黑褲、手拎餸菜的媽姐刻畫在仿照昔日街市的「雞袋」而創作的環保買餸袋。香港設計師協會、香港插畫師協會全權會員賴維鈞也創造出宛如回憶寶盒的仿藤籃，「小時候，外婆居住在新界，逢星期六她會以藤籃盛載食物或其他東西送給我們。」賴維鈞期盼大家翻開這藤籃時，就會喚醒已封存的回憶。

### 重視人與人、環境之間關係

踏進嘉咸街，不難會瞧見一隻又一隻的貓咪靈活跳躍。本地資深設計師、C01設計學校創辦人林席賢用密集式插圖的形式創作出「嘉咸街市也都有」環保餐具套裝，把「嘉咸市集」的點點滴滴躍然在餐具上，更以貓與人互相依存為題。多年來從事企業形象、品

牌包裝工作的易達華就構思出三隻精靈：小雞（黃色）、海鮮（紅色）、蔬果（綠色），代表嘉咸街供應的各種新鮮食材，以三隻精靈設計的扣針，三組拼湊一起更可組成嘉咸街的標誌性斜路，好比精靈們在市集遊走。

### 文化落區 付諸行動

「同心網絡」總監李偉強多年來專心致志於將「文化落區」由口號實踐為付諸行動。他說由2018年開始構想今次的活動，當中遇到許多始料不及的事情，設計師們的意念也走過了多個春秋，直到今天呈現在大家眼前的禮品和口罩，都全賴設計師們對保育文化的執著才能成事。正如設計師們所言，培養文化並不是一蹴而就的事情，卻是有心人一點一滴地累積延續、傳承發展。



以「嘉咸市集」為主題的紀念品  
Premiums with Graham-themed design

Sponsored and supported by the Urban Renewal Authority (URA), non-profit organisation 2Gather held the campaign "Festive Graham" to promote the century-old Hong Kong market from December 2020 to January 2021. Featuring six renowned local designers, namely Paul Lam, Eric Chan, Prudence Mak, Gary Tong, Gideon Lai and Clement Yick, over 2,000 design premiums inspired by Graham Market and over 110,000 face masks were made and shared with the public. The flavour of the fresh market culture is carried forward through art and design, while the campaign has created new business opportunities for market operators during the pandemic.

Bruchi Nam, Director (Property & Land) of the URA, said at the closing ceremony of the campaign, "I believe this is not an end but a beginning and continuation of something good." Wong Hei-wah, Project Coordinator and Secretary-General of 2Gather, also expressed his gratitude for the trust and support of the URA, the participating market operators and the six local designers. He said, "We hope to raise the awareness of residents in the neighbourhood and the general public about the preservation of Graham Market - an open market with over a hundred years of history. We also treat this experience of running the pop-up store as a trial to nurture the local culture."

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謝謝 Thank you!