

2004 - 05

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### Father of HK Design showcases his masterpieces in HKBU exhibition

Henry Steiner, the father of Hong Kong's graphic design and corporate identity industry, is to be awarded the honorary degree of Doctor of Social Sciences from Hong Kong Baptist University (HKBU) to acknowledge his contributions to the design profession and to Hong Kong's education, society and economy in general. A public seminar and an exhibition will be held this week to showcase Mr. Steiner's vision and achievement.

Henry Steiner is a man of exceptional talent who has exerted great influence in his profession and to Hong Kong's economic development. Many of Hong Kong's most popular brand names have acquired their striking images due to Mr. Steiner's ingenious designs. His designs have tremendously benefited Hong Kong's business expansion as well. (For details, please visit <http://video.hkbu.edu.hk/departments/cpro/henrysteiner0a93.aspx>.)

Henry Steiner, Hong Kong's graphic design guru would rather have people known him as a branding consultant. Many of the most popular corporate identities we see daily in the street are the works of him, such as HSBC, the Jockey Club logos and the banknotes of Standard Chartered Bank, etc. Henry Steiner's long list of clients reads like a corporate roll of honor, and it is almost a shame for a large company not to be included.

Henry Steiner was born in Austria. He graduated from Hunter College, New York and obtained his Master of Fine Arts degree in Graphic Design from Yale University. In the following year, he received a Fulbright Fellowship to study at the Sorbonne University in Paris. In 1960, when *The Asia Magazine* began publishing in Hong Kong, it brought Mr. Steiner here as the magazine's Design Director. At that time, there were not many professional designers around. Henry Steiner was quick to take advantage of the wide open market and established his own design firm Graphic Communication Ltd. in 1961. His works were so outstanding and he was such a sought-after designer, he became a brand: it resulted in changing the name of his company to Steiner & Co. in 1964.

Over the years Mr. Steiner's works have been honored with overseas and local awards, so numerous are his international awards that it would not do him justice to cite only a few. He has also been praised in many elite professional journals. In his works, Henry Steiner often portrays strongly the contrast and blending of Eastern and Western cultures. He has authored a book entitled *Cross-Cultural Design* in which he gives an in-depth discourse on this approach and illustrates his points forcefully through examples of his design works.

With his many successes and reputation for excellence in the design and advertising field, Henry Steiner was elected a Fellow of the Society of Industrial Artists and Designers, London. Besides, he has also served as Chairman of the Hong Kong Designers Association, President of the Oriental Ceramics Society of Hong Kong, and President of the exclusive Alliance Graphique Internationale etc. The Hong Kong Government also took advantage of Mr. Steiner's expertise by appointing him as Adviser of the Obscene Articles Tribunal, Member of the Postal Stamp Advisory Committee and Film Censorship Advisor of the Television and Entertainment Licensing Authority.

Mr. Steiner is dedicated and supportive of local educational institutions in their efforts in mounting design courses and relevant training programmes. He served as Chairman of the Design Advisory Committee of the Hong Kong Polytechnic Swire School of Design in 1973-85. Since 1981, he has

been Adviser to the Lee Wai Lee Technical Institute. He continues to be instrumental in promoting design as a subject of advanced study. Throughout the past decades, Mr. Steiner not only served as an advisor in local institutions, he also spared valuable time to teach in classrooms.

To celebrate HKBU Honorary Doctorate Recipients, a series of activities for the public will be held on campuses from 5 to 11 November to commemorate the occasion. Public can grab this opportunity to know more about Henry Steiner and his brilliant masterpieces in a public seminar and an exhibition sponsored by Standard Chartered (Hong Kong) Limited. Details of the specific events are listed as follows:

**Seminar: Persistence of Vision versus Design Entropy**

Date: 5 November 2004 (Friday)

Time: 5:30 pm - 6:30 pm

Venue: Y.C. Cheng Lecture Theatre, Level 5, Cha Chi-ming Science Tower, HKBU Ho Sin Hang Campus, Waterloo Road, Kowloon Tong  
(The seminar will be conducted in English.)

**Opening Ceremony of Exhibition: Persistence of Vision**

Date: 5 November 2004 (Friday)

Time: 7 pm

Venue: Student Common Room, 4/F, Sir Run Run Shaw Building, HKBU Ho Sin Hang Campus, Waterloo Road, Kowloon Tong  
(The exhibition will run from 6 - 13 November 2004, 10 am - 8 pm)

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Media is invited to cover the events. For media enquiries, please contact Ms. Jasmine Lau of Communication & Public Relations Office at 3411 7828 or 7472 2122.