

KWUN TONG PUBLIC PIER
觀塘公眾碼頭

HONG KONG CULTURAL MAPPING IN KWUN TONG

MAPPING LOCAL CULTURE & HERITAGE IN INDUSTRIAL KWUN TONG & LEI YUE MUN

Partnering with a local NGO Christian Family Service Centre (CFSC), iDiscover facilitated a series of cultural mapping workshops and guided site visits with over 200 elderly (aged 50+), to identify and document tangible and intangible heritage. Together, they mapped 48 sites through interviews and photographs. Walking routes are co-designed to ensure an interesting and aged-friendly itinerary.

The mapping workshops are part of Jockey Club Aged Friendly City Programme, which aims at enabling health and wellbeing of elderly in Kwun Tong District. The easy and fun neighbourhood routes are to encourage elderly to take that first step to walk and exercise, CFSC even trained elderly walk leaders to take groups around, with over 600 elderly have tried out the routes and reconnected to their neighbourhood.

6-STEPS PARTICIPATORY MAPPING PROCESS

“THE RETAINING OF INDUSTRIAL BUILDINGS AND OFFICES, UNIQUE TO KWUN TONG, MAKES IT A LIVELY PLACE.”

- Mrs Chan, workshop participant

- 1 REVEAL neighbourhood narrative
- 2 MAP sites that matter
- 3 CREATE content worth sharing
- 4 DESIGN artist map
- 5 SHARE in the community
- 6 CONNECT tech-savvy audience



OUTPUT



“I’VE LEARNT MORE ABOUT MY NEIGHBOURHOOD AND DISCOVERED HIDDEN SECRETS WITH SOME RETIRED FRIENDS ”

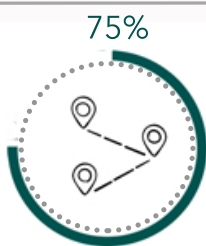
- Wah Jei, participant

IMPACT



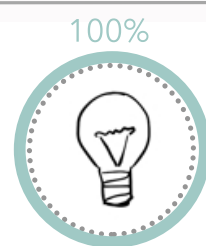
BUILDING BRIDGES

Elderly in this neighbourhood were connected through the mapping workshops and developed deep friendships throughout the process.



COMMUNITY DEVELOPMENT

Participants developed a sense of belonging in a rapidly changing urban area. Moreover, elderly are motivated to walk and exercise by following the routes.



CULTURAL AWARENESS

Locals learnt about Kwun Tong’s history from each other’s sharing and through interviews with shop owners and residents in the neighbourhood.

200
participants



600+

elderly took their first step to exercise in their locality



65

average age of participants

48

tangible and intangible cultural assets mapped



6

interesting & aged-friendly walking routes co-designed with elderly



600+

local community encounters

5,000

copies of neighbourhood maps distributed



53,000

downloads of iDiscover App



1st

collaboration with different elderly groups

Collaborative Partnership

Funded by

Duration

Budget