



HONG KONG

COMMUNITY MAPPING ALONG COASTAL TRAIL

DOCUMENTING PLACES OF INTEREST ALONG HIKING TRAIL

From Dec 2020 to Jan 2021, during a Christmas holiday more than 1,000 participants took part in a community mapping event along the newly established Hong Kong Island Coastal Trail that connects small pathways and existing trails in the urban area. The aim was to walk the trail, identify the bottlenecks and document favourite places and stories on the way. For this, the 65km trail was divided into 8 stages, from easy to moderate in difficulty.

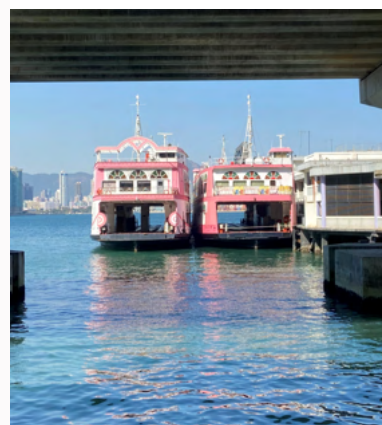
Jointly organized by Designing Hong Kong, TrailWatch, iDiscover and the Dutch Chamber of Commerce in Hong Kong the event culminated in a community-created map&app that includes experiences, stories and points of interests along the Coastal Trail. A key element to brand and promote the trail and improve its wayfinding, it now forms the basis of an annual HK Island Coastal Trail Challenge.

6-STEPS PARTICIPATORY MAPPING PROCESS

**“HONG KONG IS A
MAGICAL CITY THAT
NEVER FAILS TO
IMPRESS. I’VE
DISCOVERED SO MANY
PLACES I’D LIKE TO
REVISIT AND I’M GLAD
I CAN DO SOMETHING
FOR THE COMMUNITY.”**

- Jasmine, shatin

- 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 

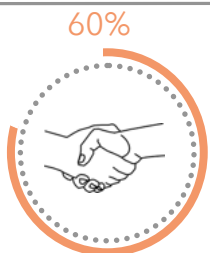




“AMAZING EDUCATIONAL AND SENSATIONAL EXPERIENCE. SUCH A GREAT INITIATIVE FOR ME TO BE MESMERIZED BY THE BEAUTY OF MY HOME TOWN WHICH I HAVE NEVER SEEN BEFORE.”

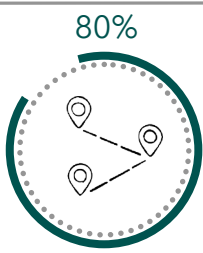
- Silva, Hung Hom

IMPACT



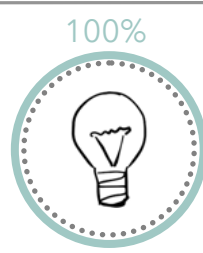
DESTINATION BRANDING

Increased exposure of the Coastal Trail as a destination in its own right as a basis for future wayfinding and branding projects.



COMMUNITY DEVELOPMENT

The Points of Interest not selected by experts but by members of the public, especially families and youth.



CULTURAL AWARENESS

Connecting different paths and trails, opening people's eyes to the beauty in their own backyard.

1,300 event participants



3,654 photos submitted



150 hand drawn illustrations

65km route around Hong Kong Island



1 co-curated illustrated map



3 collaborating NGO's

6,000 copies of the map distributed



10 articles in local media



40 tangible and intangible cultural assets mapped