

Supporting Organisation:



Project Partners:



EPFL

Funding Organisation:

創新科技署
Innovation and Technology Commission

FLY ME 瞬間 展航 THERE

3D IMMERSIVE GATEWAY TO SPECTACULAR
CULTURAL HERITAGE SITES ACROSS ASIA
3D沉浸式航班飛往亞洲壯麗文化遺產

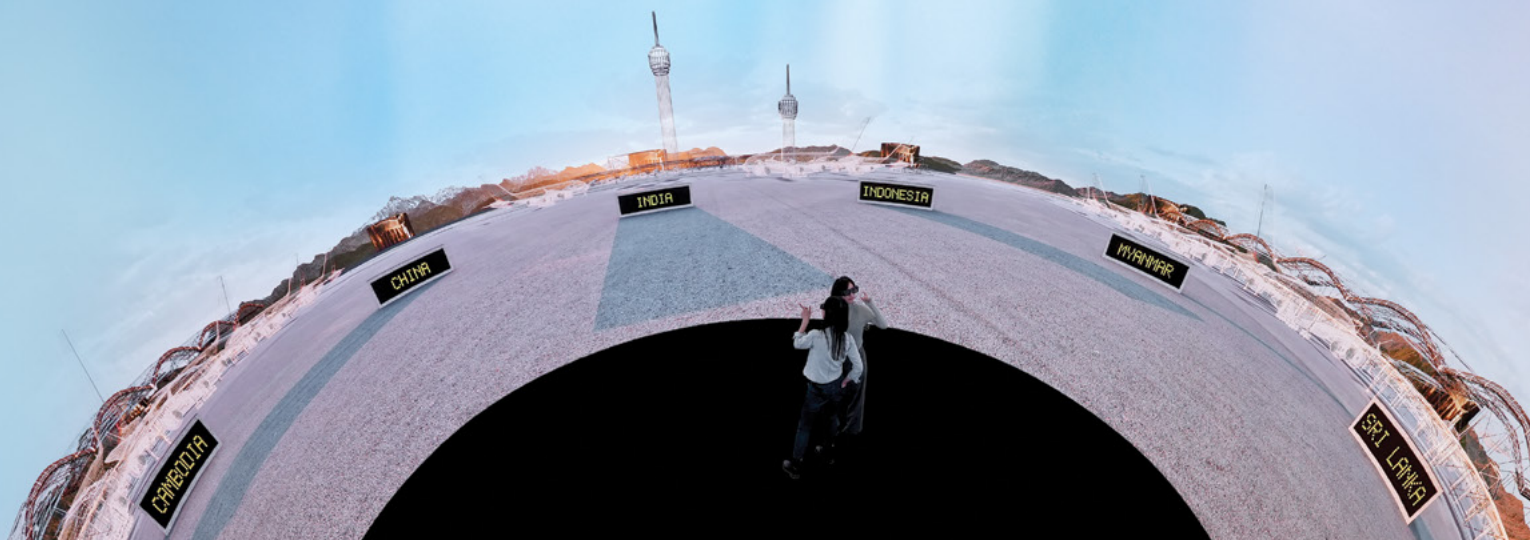
Exhibition Period 展期

18.12.2024 - 26.2.2025

Venue 地點

End of Check-in Aisle L, Departures Level (L7), Terminal 1, Hong Kong International Airport
香港國際機場一號客運大樓離港層(L7)L行段後

Free Admission 免費入場



THE NEW WAY TO TRAVEL THE NEW WAY TO EXPERIENCE

Immerse yourself in a groundbreaking fusion of art and technology inside the world's first 360-degree 3D interactive LED cinema. Virtually take off from Hong Kong International Airport (HKIA) and find yourself instantly amidst the breathtaking cultural heritage sites of China, Cambodia, India, Indonesia, Myanmar, Thailand, Turkey and Sri Lanka. The high-resolution 3D panoramic photography is so vivid that, you'll feel as if you're truly there soaring through the clouds on an awe-inspiring VR flight.

This world-premiere experience is brought to life by top artists and scientists from three universities in Hong Kong and Switzerland, funded by the Innovation and Technology Commission of the HKSAR Government. Don't miss your chance to experience this incredible attraction at HKIA!

Credits

Concept, design and panoramic photography: Jeffrey Shaw, Sarah Kenderdine

Application software: Alejandro Rodriguez and HKBU Visualization Research Centre

nVis 360-degree LED visualisation system: HKBU Visualization Research Centre and Immersive Unlimited Limited (Hong Kong)

Project partners: City University of Hong Kong and EPFL Switzerland

Original photographic field work supported by: Australian Research Council Linkage Project LP150100318 and the Borusan

Contemporary Art Collection

"FLY ME THERE" is a "Future Cinema Systems: Next-Generation Art Technologies" project funded by the Innovation and Technology Commission of the HKSAR Government, and supported by the Hong Kong International Airport.

The venue of 'FLY ME THERE' is sponsored by Hong Kong International Airport.

鳴謝

概念、設計及全景攝影：邵志飛、Sarah Kenderdine

應用軟件：Alejandro Rodriguez及浸大視覺化研究中心

nVis 360度LED視覺化系統：浸大視覺化研究中心及 Immersive Unlimited Limited (香港)

項目伙伴：香港城市大學及瑞士洛桑聯邦理工學院

原創實地攝影支持：澳洲研究理事會連接計劃LP150100318 及 Borusan Contemporary Art Collection

「瞬間展航」是獲香港特別行政區政府創新科技署資助的「未來影院系統：下一代藝術科技」

項目之一，由香港國際機場全力持。

「瞬間展航」場地獲香港國際機場贊助。

全新旅遊精彩體驗

誠邀您在這全球首個360度3D互動LED影院中，體驗一場藝術與科技的革命性融合！從香港國際機場虛擬起飛，瞬時遊歷中國、柬埔寨、印度、印尼、緬甸、泰國、土耳其和斯里蘭卡的壯麗文化遺產。高解像度的3D全景影像大大增加虛擬實境飛行的真實感，讓您彷彿置身其中，隨著雲朵翱翔。

這項全球首創的體驗獲香港特別行政區政府創新科技署資助，由三所香港及瑞士大學的頂尖藝術家和科學家共同創建。立即探索這場感官盛宴 - 就在香港國際機場啟航！

PANORAMIC WONDERS OF ASIA AT YOUR FINGERTIP



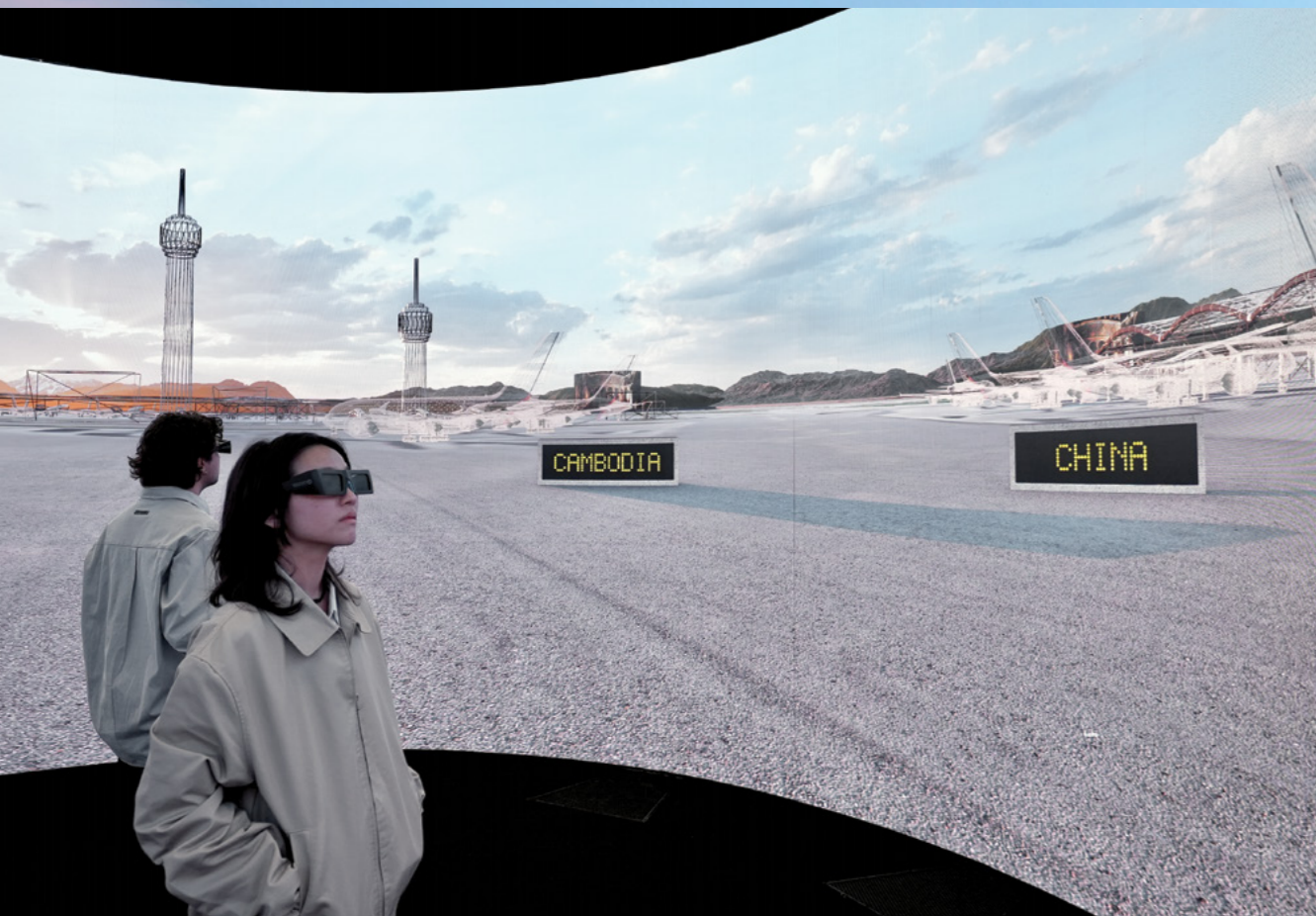
瞬間展航

是「未來影院系統」項目之一

香港浸會大學與瑞士洛桑聯邦理工大學和香港城市大學合作，推出了一項尖端的計劃 - 發展「未來影院系統：下一代藝術科技」。這個綜合系統旨在協助藝術家和創意行業，滿足需求日益增長的嶄新互動沉浸式文娛和教育體驗。此項目獲香港特別行政區政府創新科技署轄下的「創新及科技支援計劃」撥款港幣3,540萬元。

FLY ME THERE IS A “FUTURE CINEMA SYSTEMS” PROJECT

In collaboration with École Polytechnique Fédérale de Lausanne (EPFL) in Switzerland, and City University of Hong Kong (CityU), Hong Kong Baptist University (HKBU) has launched a cutting-edge initiative to develop “Future Cinema Systems: Next-Generation Art Technologies” (FCS). FCS is a next-generation platform for artists and the creative industries to meet the growing demand for new interactive immersive forms of cultural entertainment and education experience. The FCS project is awarded HK\$35.4 million by the Innovation and Technology Support Programme (ITSP) under the Innovation and Technology Commission of the HKSAR Government.



SPECTACULAR CULTURAL HERITAGE SITES IN EIGHT ASIAN COUNTRIES

亞洲八國壯麗文化遺產

CHINA 中國



Lingyin Temple
靈隱寺

Yong Dong
Tianhou Temple
甬東天后宮

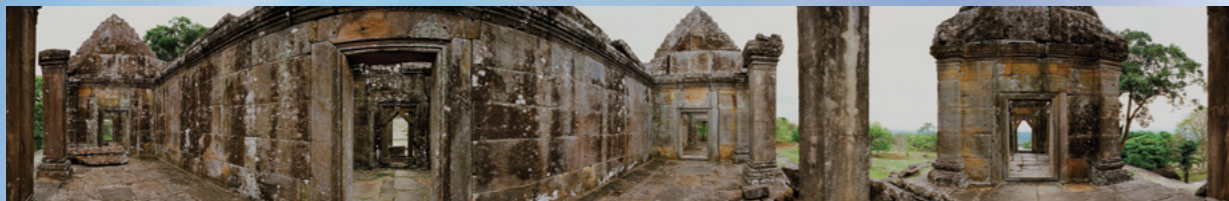
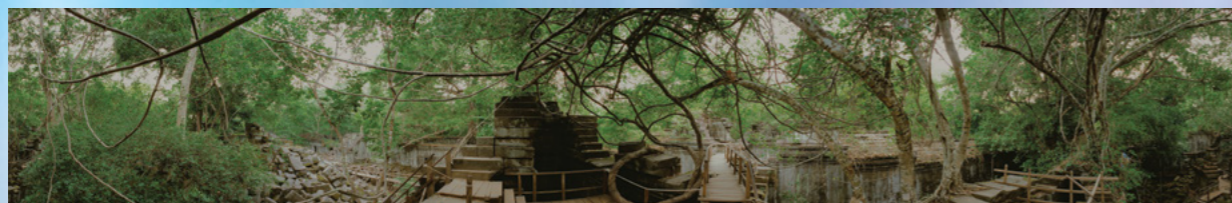


Tiantong Temple
天童寺

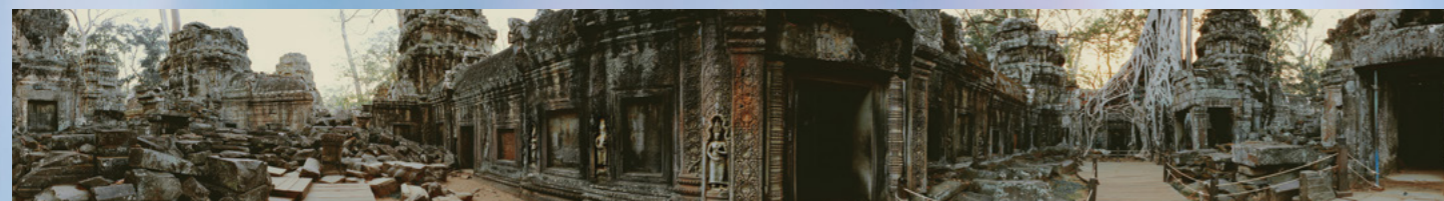
CAMBODIA 柬埔寨



Beng Mealea Temple
崩密列



Temple of
Preah Vihear
柏威夏寺



Ta Prohm Temple
塔布龍寺

INDIA 印度



Adholoka Maha-Chaitya
(Sannati Village), Gulbarga District
古爾伯加瑪哈大佛塔

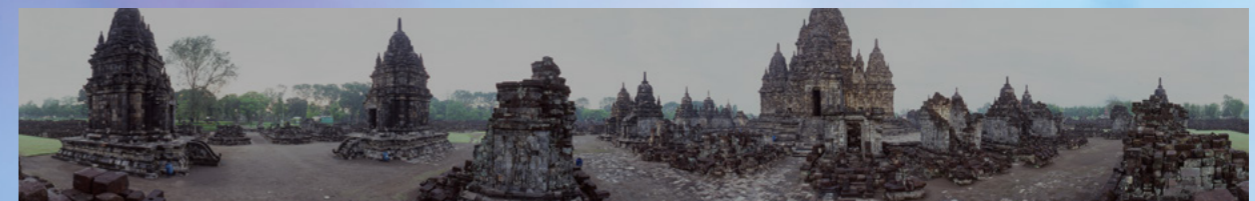


Ajanta Caves,
Aurangabad District
奧蘭卡巴阿旃陀石窟

Chetiyaigiri Vihara,
Sanchi
桑吉大佛塔



INDONESIA 印尼



Sewu Temple
塞烏寺

Borobudur Temple
婆羅浮屠寺



Plaosan Temple
普羅山寺

VISIT PLACES YOU HAVE DREAMED ABOUT

遊歷你的夢想之地

MYANMAR 緬甸



Foot of Mount Zwegabin
茲章卡賓山腳



Mahamuni Buddha Temple
馬哈穆尼寺



Shwedagon Pagoda, Yangon
仰光大金寺 (雪德宮大金塔)

THAILAND 泰國



Wat Mahathat
瑪哈泰寺



Wat Traphang Ngoen
銀池寺



Wat Mahawan Wanaram (interior)
瑪哈旺寺(室內)

TURKEY 土耳其



Cappadocia Ballooning
卡帕多奇亞熱氣球



Kılıç Ali Pasa Camii
(Kilic Ali Pasa Mosque)
奇力克阿里帕夏清真寺



Sanliurfa Balıkgölü (Pool of Abraham), Sanliurfa
尚勒烏爾法聖魚池 (亞伯拉罕池)

SRI LANKA 斯里蘭卡



Abhayagiri Dagoba,
Anuradhapura
阿努拉德普勒無畏山佛塔



Polonnaruwa Vatadage
(The Stupa House),
Polonnaruwa
波隆納魯瓦塔達吉



Nissanka Malla's Throne Hall, Polonnaruwa
尼桑卡馬拉宮

LAUNCH OF "FLY ME THERE"

「瞬間展航」開幕儀式 18.12.2024



The launch was held at Hong Kong International Airport and officiated by Professor Alex Wai, President and Vice-Chancellor of HKBU; Mr Steven Yiu, Executive Director, Airport Operations of Airport Authority Hong Kong; Professor Terence Lau, Interim Chief Innovation Officer of HKBU; Professor Andreas Kratky, Director of Academy of Visual Arts of HKBU and Professor Jeffrey Shaw, Chair Professor of the Academy of Visual Arts and Director of the Visualization Research Centre of HKBU. HKBU is dedicated to advancing innovative research, development, and application to foster growth in innovation and technology development, as well as the cultural and creative industries in Hong Kong and across the Nation.

開幕儀式在香港國際機場舉行，主禮嘉賓包括浸大校長衛炳江教授、機管局機場運行執行總監姚兆聰先生、浸大暫任首席創新總監劉樂庭教授、浸大視覺藝術院總監Andreas Kratky教授，以及浸大視覺藝術院講座教授兼視覺化研究中心總監邵志飛教授。浸大一直致力推動創新研發和應用，為香港和國家的創新科技、文化創意產業發展出一分力。



(From left) HKBU representatives Professor Andreas Kratky, Director of Academy of Visual Arts; Professor Terence Lau, Interim Chief Innovation Officer; Professor Alex Wai, President and Vice-Chancellor; and Professor Jeffrey Shaw, Chair Professor of the Academy of Visual Arts and Director of the Visualization Research Centre, along with AAHK representatives Mr Steven Yiu, Executive Director, Airport Operations; Mr Wing Yeung, Acting Deputy Director, Airport Operations; Miss Karen Ng, General Manager, Corporate Branding and Marketing; and Mr Chris Au Young, General Manager, Terminal and Passenger Experience, officiate the opening of the "Fly Me There" exhibition.

(左起)浸大視覺藝術院總監Andreas Kratky教授、暫任首席創新總監劉樂庭教授、校長衛炳江教授，以及視覺藝術院講座教授兼視覺化研究中心總監邵志飛教授，聯同機管局機場運行執行總監姚兆聰先生、署理機場運行副總監楊達榮先生、企業品牌及市場推廣總經理吳亦勤小姐，以及客運大樓及旅客體驗總經理歐陽顯宏先生，為「瞬間展航」展覽主持開幕儀式。



MEDIA COVERAGE 媒體報道

The media coverage of "Fly Me There" was highly successful, attracting over 20 local and mainland Chinese media outlets as well as a wide coverage of social media. Their reports, both online and in print, highlights the innovative blend of art and technology that the exhibition showcased.

「Fly Me There」由超過20家本地及內地的媒體報導，更在社交媒體廣泛流傳。這些線上線下的報道帶出了是次展覽中藝術與科技的創新結合。



HKIA LinkedIn



浸大機場合辦「瞬間展航」全景展覽
訪客走進這個沉浸式大型裝置並戴上3D眼鏡，猶如置身身航的飛機，從香港國際機場出發，隨雲彩翱翔，穿梭到土耳其，欣賞在卡帕多奇亞上空漫遊的熱氣球(圖)。
浸大與機場局合作推出「瞬間展航」展覽，昨起至明年2月15日在香港國際機場一號客運大樓7樓L行段，朝九晚六開放。裝置運用全景沉浸式360度的3D LED屏幕，帶領訪客欣賞中國、柬埔寨、印度、土耳其等8個國家逾40個文化遺產，浸大盼「重新定義人們與珍貴文化遺產的接觸和互動方式」。(浸大提供)

HKIA to 'teleport' you to 40 destinations

Citizens and visitors can take a virtual tour of more than 40 cultural heritage sites in Asia at the new exhibition Fly Me There which opened at Hong Kong International Airport yesterday.

The exhibition, organized by Hong Kong Baptist University and the Airport Authority, features a 360-degree three-dimensional interactive LED cinema, providing a 12K panoramic ultra-high-definition viewing experience.

"Upon entering this immersive large-scale installation and putting on 3D glasses, visitors will feel like they are on a plane taking off from Hong Kong International Airport, soaring with the clouds and exploring more than 40



cultural heritage sites," the university said in a statement yesterday.
These sites are located in eight Asian countries, such as the Lingyin Temple in China, Ajanta Caves in India, the Istanbul Chora Church and the hot air ballooning in Cappadocia in Turkey.
The exhibition is free of charge and will last until February 15 next year at Level 7 in Terminal 1 at the airport.

360度3D互動 沉浸式未來影院 機場「瞬間展航」穿梭8國文化遺產

機場管理局和浸會大學合作，即日起至明年2月15日，在香港國際機場舉行名為「瞬間展航」的展覽，運用360度3D互動LED影院，帶領訪客在機場經歷一個虛擬文化之旅，以高解像度的全景視覺，沉浸式欣賞中國、柬埔寨、印度、土耳其等8個亞洲國家共逾40個的文化遺產，體驗藝術與科技的結合。
獲創新科技署資助的「未來影院」未來影院系統，設於機場一號客運大樓7樓L行段，參觀費用全免。
訪客走進這個沉浸式大型裝置，戴上3D眼鏡，猶如置身身航的飛機，從香港國際機場出發，穿梭於中國、柬埔寨、印度、印尼、緬甸、斯里蘭卡、泰國和土耳其共40多個文化遺產，包括寺廟、佛塔和石窟等。影院把這些珍貴的文化遺產的外觀和內部面貌呈現於訪客眼前，令他們猶如身在其中，被影像完全包圍。
展覽昨在機場舉行開幕儀式，主禮嘉賓包括浸大校長衛炳江、機場管理局執行總監姚光聰、浸大前任首席創新總監劉樂庭、視覺藝術院總監Andreas Kratky，以及浸大視覺藝術院講座教授兼視覺化研究中心總監邵志飛。
衛炳江致辭時表示，浸大支持香港發展成為「中外文化藝術交流中心」，以及為旅遊業作出貢獻。
姚光聰表示，機場局一直積極投資將科技融入機場，讓旅客享有獨特及愉快的體驗。



Sing Tao Daily 星島日報

「瞬間展航」 虛擬文化之旅

香港浸會大學與香港機場管理局合作，昨日起至明年2月15日，在香港國際機場舉行名為「瞬間展航」的展覽。

浸大夥機管局 機場沉浸式展覽

該展覽運用360度3D互動LED影院，帶領訪客在機場經歷一個虛擬文化之旅，以高解像度的全景視覺，沉浸式欣賞中國、柬埔寨、印度、土耳其等8個亞洲國家共逾40個壯麗的文化遺產，體驗藝術與科技的無縫結合。

「瞬間展航」是獲創新科技署資助的「未來影院系統：下一代藝術科技」項目的成果之一，由浸大視覺藝術院講座教授兼視覺化研究中心總監邵志飛，以及瑞士洛桑聯邦理工學院 (EPFL) 教授兼浸大計算機科學系訪問教授 Sarah Kenderdine 共同策劃和設計，並與香港城市大學創意媒體學院電影及媒體藝術講座教授艾明宏合作。展覽呈現出科技為文化創意產業所締造的無限可能。

HKET 香港經濟日報

浸大3D全景屏幕 沉浸式觀賞文化遺產



【大公報訊】記者郭如佳報導：香港浸會大學與香港機場管理局合作，在香港國際機場舉行虛擬文化遺產展覽，透過高解像度的3D全景相片技術，讓訪客沉浸式欣賞多個世界文化遺產。展覽昨日(18日)在香港國際機場舉行開幕儀式，浸大校長衛炳江、機場管理局執行總監姚光聰等人擔任主禮嘉賓。衛炳江表示，本次展覽展示了創新科技和文化創意產業的結合，冀通過促進藝術、文化和創意產業的發展及中外交流，進一步推動香港發展成為「中外文化藝術交流中心」；姚光聰表示，聖誕假期是旅客出境的高峰，預計每日會有7至8萬人經機場離港，期望每日有過萬人參觀今次展覽。
本次展覽名為「瞬間展航」，使用全球首個全景沉浸式的360度3D LED屏幕，觀眾可完全被影像包圍。展覽時間由昨日(18日)起至明年2月15日，在機場一號客運大樓7樓L行段展出，參觀費用全免，亦無須預約，開放時間為上午9時至下午6時半。
「瞬間展航」由浸大與機場局合辦，是獲創新科技署資助的「未來影院系統：下一代藝術科技」項目的成果之一，資助金額為3540萬港幣。
本次展覽是項目的研究成果首次在本港大型公共場地作展示，訪客到場後只需要戴上3D眼鏡，揀選國家名稱後，畫面就會像飛機啟航那般，帶領訪客穿梭到中國、柬埔寨和土耳其等八個亞洲國家，欣賞逾40個文化遺產，包括中國靈隱寺、印度桑吉大佛塔。
浸大視覺化研究中心總監邵志飛表示，訪客不需要乘搭幾個小時飛機，只需10多秒時間就能透過360度3D影院系統，置身於多個壯麗世界文化遺產中。

TaKungPao 大公報



About Hong Kong Baptist University

關於香港浸會大學

HKBU is committed to the pursuit of excellence in education, research and service to the community. As one of Asia's finest institutions, HKBU's seven faculties and schools offer a wide array of programmes across a diverse range of disciplines, from the arts, business, communication, and social sciences to science and technology, Chinese medicine and sport. HKBU offers an environment that fosters technological progress to push the envelope of human imagination in the arts and cultural sphere.

浸大一直在教育、研究及社會服務上追求卓越。作為亞洲最優秀的高等教育學府之一，浸大設有七個學院，為學生提供多樣化的學科選擇，由藝術、工商管理、傳理、社會科學以至科技、中醫及體育等等。浸大提供一個培育科技進步的平台，同時利用科技不斷開拓人類在藝術和文化的想像空間。

About Institute for Innovation, Translation and Policy Research, HKBU

關於浸大創新、轉化及政策研究院

The Institute for Innovation, Translation and Policy Research (ITPR) is dedicated to driving innovations, research and development, technology translation, and applications to enable HKBU to respond to emerging challenges and opportunities nationally and globally. We strive to bridge the gap in technology readiness between academic innovation and industry applications in order to bring HKBU's innovations for the well-being of the society.

創新、轉化及政策研究院（ITPR）致力推動創新、研發、技術轉化和應用，使浸大能夠應對國家以至全球出現的挑戰和機遇。我們致力彌合學術創新和行業應用之間的技术成熟度差距，令浸大的創新科技可以造福社會。

About HKBU's Visualization Research Centre

關於浸大視覺化研究中心

HKBU's Visualisation Research Centre is the home to the world's first 360-degree immersive LED Visualisation Cinema and the 180-degree iDome Cinema. It provides innovative platforms for theatre, dance, music and sports, and transforms multimedia archives into post-cinematic encounters that people can explore and experience.

浸大視覺化研究中心設有全球首個沉浸式「360度LED視覺化影院」與「180度iDome影院」，為戲劇、舞蹈、音樂與體育建立嶄新平台，並將多媒體檔案轉化為後電影體驗，讓人進一步探索與欣賞。

About Immersive Unlimited Limited - HKBU Art Tech Startup

關於Immersive Unlimited Limited - 浸大藝術科技初創

Immersive Unlimited Limited (iU) is founded by Professor Jeffrey Shaw, Chair Professor of Academy of Visual Arts, HKBU. iU leverages the narrative power of new media technology to explore its creative use in the fields of expanded cinema, virtual and augmented reality, 360-degree 3D visualisation environments, navigable cinematic systems, and interactive narrative.

Immersive Unlimited Limited (iU) 由浸大視覺藝術院講座教授邵志飛成立，公司利用新媒體技術的敘事力量，發掘擴展電影、虛擬及擴增實境、沉浸式可視化環境、導航式電影系統和互動敘事之創新應用。

Funding Organisation 資助機構:


π 創新科技署
Innovation and Technology Commission


Disclaimer

Any opinions, findings, conclusions or recommendations expressed in this material/event (or by members of the project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Innovation and Technology Commission or the Innovation and Technology Fund Research Projects Assessment Panel.

Contact us 聯絡我們

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