



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



香港恒生大學
新教學大樓興建計劃

The Hang Seng University of Hong Kong
New Academic Building Project

About The Hang Seng University of Hong Kong | 關於香港恒生大學

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Languages) with a student population of more than 6,000 and 200 full-time academic staff members. Adopting the unique "Liberal + Professional" education model, HSUHK is a residential institution which puts quality teaching and students' all-round development as its highest priorities.

In 1980, Hang Seng School of Commerce (HSSC) held an induction course in September and commenced classes in October with an enrolment of 210 first-year students. HSSC became Hang Seng Management College (HSMC), a non-profit private university-level institution to offer bachelor's and above degree programmes in diversified disciplines in 2010.

On 30 October 2018, HSMC was granted approval by the Government of the Hong Kong Special Administrative Region to change its title from "Hang Seng Management College" to "The Hang Seng University of Hong Kong". HSUHK currently offers 26 four-year bachelor's (honours) degree programmes and 12 master's degree programmes.

香港恒生大學（恒大）是一所非牟利、私立並以博雅教育為主導的大學。恒大現有五個學院，包括商學院、傳播學院、決策科學學院、人文社會科學學院、和翻譯及外語學院，現有逾6,000名全日制學生及約200名全職教學人員。作為一所住宿型院校，恒大採用獨特的「博雅+專業」教育模式，把優質教學和學生的全方位發展訂為最優先目標。

恒生商學書院（恒商）於1980年9月舉行入學導引課程，並於10月正式開課，取錄一年級學生共210人。恒商於2010年改組成為恒生管理學院（恒管），註冊成為非牟利私立專上學院，提供多元化本科及以上學位課程。

於2018年10月30日，恒管獲香港特區政府批准更改其名稱為「香港恒生大學」。恒大現時提供26個四年制榮譽學士課程及12個碩士課程。

Why donate? | 為何捐助

University education today has to fully reckon the impact of visual culture, the wide application of digital technologies and the rise of creative industries in the social, cultural and economic developments of the 21st Century. Print media is replaced by Internet media, especially YouTube, and traditional writing by photo essay and video essay. Thinking has to be not just critical, but also visual. Put simply, we are in a world of moving images, which testifies truth by the experience of sight. For students who grow up in a generation learning not simply from written texts, but also very effectively in a combination with visual images, they are essentially visual in thinking and expression.

As a forward-looking institution in preparing students for the future, HSUHK is committed to providing an education that caters for careers in emerging fields that require multiple skills, especially in audio-visual and artistic production.

Besides, given that the number of students and academic staff have drastically increased over the years, spaces for student teaching and learning such as multi-functional rooms and venues become a pressing need to catch up with the rapid development of HSUHK.

Therefore, HSUHK has decided to embark a New Academic Building Project which will provide sufficient and premium activity spaces for students' diversified development.

Your contribution and participation are welcome in the master plan for the future success of HSUHK.

今天大學教育必須充分考慮視覺文化和數碼技術的廣泛應用，以及創意產業的興起對二十一世紀社會、文化和經濟發展的影響。印刷媒體幾被互聯網媒體，尤其是YouTube取代，而傳統寫作亦同樣深受影像故事和視頻式散文影響。今天的思考方式，不僅要具批判性，還要有視覺性。簡言之，我們正處於動態圖像的世界，通過視覺體驗來證明真理。對於成長在此世代的學生，他們的學習模式，不僅只在書面文本，更要非常有效結合視覺圖像。他們的思維和表達本質由視覺出發。

為了學生的未來及作為具前瞻性的教育機構，恒大致力提供優質教育以迎合不同新興的職業，尤其是培養學生具備視聽和藝術製作的技能。

此外，由於多年來師生人數不斷增加，現時的設施未能趕上恒大的發展，教學空間已不敷應用，亦缺乏多用途室和場地供同學舉辦不同類型的活動。因此，恒大現興建新教學大樓，為同學提供更完善、更充足及更優良的學習及活動空間，配合學生多元發展。

期盼您為是次興建計劃慷慨捐助，一同與恒大為社會培育更多優秀人才。

Introduction of New Academic Building—The Creative Humanities Hub 新教學大樓簡介—「創意人文館」

The new academic building intended for use by the Creative Humanities Hub is planned as a 5-storey environmentally and sustainability-conscious construction located between the oldest section of the campus and the more recent developments, connecting “the old with the new” in both a physical sense and a metaphorical way.

To better serve the society in the 21st century, HSUHK strives to nurture students with outstanding skills in “Digital Storytelling”. Thus, the Creative Humanities Hub will house a Gallery, Multi-Media Editing Lab, Multi-Purpose Digital Studio, Lecture Theatre, which will be equipped with cutting-edge lighting and sound system, animation, computer, graphics, and video editing-production facilities. Academic offices will be resided in the upper two floors where staff can meet with students for in-depth interflow.

「創意人文館」樓高五層，是一座兼顧環保和可持續發展的建築物，位於校園最具歷史部分和新近開發項目之間，貫通校園新舊建築，也同時喻意「新舊」連接起來。

迎合二十一世紀社會需求，大學致力培養學生具備傑出「數碼說故事」技能。因此，「創意人文館」將設有展覽廊、多媒體編輯實驗室、多功能數碼工作室、演講廳，並配備尖端燈光和音響系統、動畫、電腦、圖像和視頻編輯製作設施。學術辦公室將位於「創意人文館」最高兩層，方便教職員工與學生會面，進行深入交流。



Keys 圖例

YUEN CAMPUS 袁炳濤校園

- A : S H Ho Academic Building 何善衡教學大樓
- D : Lee Quo Wei Academic Building 利國偉教學大樓
- M : M Building M座
- N : N Building N座

NORTH CAMPUS 北校園

- B : Lee Shau Kee Complex 李兆基綜合大樓

New Academic Building Facilities | 新教學大樓設施

Gross Floor Area of New Academic Building 新教學大樓樓面面積： Approx.約 3,100 m²

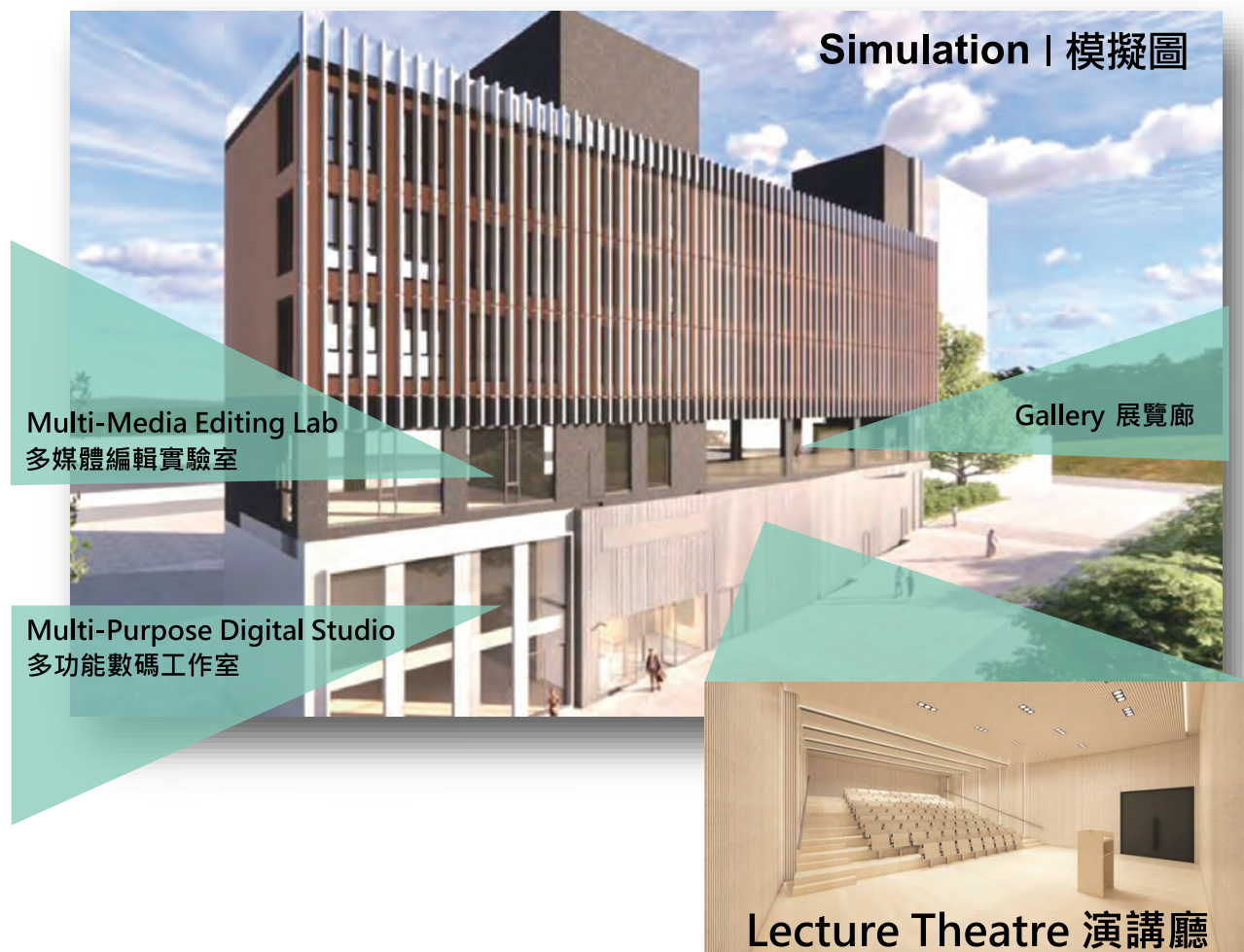
Multi-Purpose Digital Studio & Lecture Theatre 多功能數碼工作室及演講廳： 700 m²

Multi-Media Editing Laboratory & Gallery 多媒體編輯實驗室及展覽廊： 300 m²

G/F: Multi-Purpose Digital Studio & Lecture Theatre 多功能數碼工作室及演講廳

1/F: Multi-Media Editing Laboratory & Gallery 多媒體編輯實驗室及展覽廊

2/F - 4/F: Offices 辦公室



Project Timeframe | 計劃時間表

The construction work started in December 2021. It is expected to be completed in late 2023.

計劃於2021年12月動工，預計2023年尾竣工。

Budget and Fundraising Target | 財政預算及籌募計劃

The total building cost for the new Academic Building Project is estimated to be over HK\$150 million. It will be the generous support from HSUHK students, alumni, staff and friends to make this possible to develop a modern campus where students' needs could be met.

教學大樓的總建築工程費用預計超過港幣1.5億元，此發展計劃有賴一眾恒大師生、校友和友好的慷慨捐助，方能為恒大大同學締造適切的校園及學習環境，讓恒大繼續為社會作育英才。



Staff

Professor Kwok-kan TAM
Dean of School of Humanities and Social Science
人文社會科學學院院長 譚國根教授

As a university, HSUHK needs to provide an all-rounded education to its students, balancing Business studies with Arts, Humanities and Social Science. The new building will provide state-of-the-art facilities for education in creative arts and humanities, which are industry oriented with great contribution to the economy.

作為一所大學，恒大需要為學生提供全面的教育，平衡商業研究與藝術、人文和社會科學知識素質。新教學大樓將提供以業界為本的創意藝術和人文教育最先進設施，對經濟作出巨大貢獻。



Student

TING Cheuk-yin Gianni
Bachelor of Social Sciences (Honours) in Asian Studies, Year 3
亞洲研究（榮譽）社會科學學士課程三年級學生丁焯妍

As an Asian Studies student at HSUHK, I am able to explore a wide range of academic and professional domains, such as Asian literature and politics. The new building is going to be a hub that encourages a lot more cultural exchanges. We will have greater exposure to different Asian and even global cultures through various events held at a more spacious venue like there.

香港恒生大學為我提供探索不同學術和專業領域的優良機會。作為亞洲研究學生，我有機會涉獵亞洲文學和政治等。我相信新大樓將能推動更多文化交流，令恒大大學生在更寬敞的場地，參與各式各樣的活動，接觸更多亞洲甚至全球文化。



Alumnus

Mr Dicky YUEN
Chairman of HSUHK Alumni Association
香港恒生大學校友會主席 袁益霆先生

HSUHK campus development aims to provide advanced teaching and learning facilities to its students. Alumni of HSUHK are cordially invited to play your part in the future of the University. In order to create a better learning environment for our students, I would like to draw the alumni's support to the project and to the development of our Alma Mater.

恒大擴建校園，為學生提供更優質的教學設施。我誠邀恒大的校友們參與學校發展，希望大家都能積極響應，為我們的學弟學妹打造更佳的學習環境，亦讓我們回饋母校的心意一直傳承下去。

