

Press release

For immediate release

Cyberport x Niio presents Esports Digital Arts Prizes 2019

First art competition featuring esports in town, shortlisted artworks to be showcased at Cyberport campus

Hong Kong, 23 July 2019 – As the pioneer of promoting digital entertainment and esports, Cyberport is partnering with Niio, an innovative digital arts platform, to present the “Esports Digital Arts Prizes 2019”. It is Hong Kong’s first art competition with the theme of esports and is open to professional new media artists and art students from across the globe. Winners will receive fascinating prizes and shortlisted artworks will be showcased at the Cyberport campus, turning the screens at the esports venue and across the campus into “digital canvases”.

Cyberport’s new esports venue, the largest venue of its kind in Hong Kong, was officially launched in mid-July and will hold a number of international and local esports competitions and events. With the launch of the esports venue, the campus has been equipped with large display panels for livestream broadcast. The competition will make use of the indoor and outdoor display panels across the campus to display digital artworks from artists all over the world.

With the theme “Game is Art”, participants of the “Esports Digital Arts Prizes 2019” are required to create an original video and animation lasting not more than 10 minutes under the concept of esports and gaming culture. The artworks must be submitted in HD or Ultra HD format.

Mr Eric Chan, Chief Public Mission Officer of Cyberport, said: “Cyberport is committed to becoming a hot spot for esports and digital entertainment in Hong Kong. In addition to providing a platform for artists around the world to create and display their works, the competition also connects digital arts to the world of esports and gaming, and provides diversified opportunities for young people. At the same time, it shows the versatility of Cyberport’s esports venue as being not only a perfect venue for esports competitions, but also an ideal platform for presenting digital art and holding interactive technology and art exhibitions.”

Mr David Cavenor, Vice President of Niio, said: “With a comprehensive technology ecosystem, Niio is a quality community-building platform and tool in the arts community committed to developing digital media. Niio is delighted to partner with Cyberport to enhance the city’s largest esports venue with digital artworks. We are looking forward to broadening our audience base to the fastest-growing industry in the digital world – esports. Digital media is related to everyone and it enables people to get access to arts through diversified media. With the Niio platform, we hope to inspire people’s art creativity.

“Cyberport has outstanding hardware and software facilities. Its ecosystem brings together companies at different developmental stages, linking companies like Niiio with other digital entertainment startups. The companies collaborate to promote the development of digital technology in Hong Kong.”

“Esports Digital Arts Prizes 2019” is now open for application and welcomes submission from artists all around the globe. The application deadline is 8 August 2019. Digital artworks will be exhibited during August and September at Cyberport’s new esports venue and also on site.

A jury of five professional judges will select the top three place-getters and 10 merit award winners. The first-place winner will receive USD5,000 plus a Niiio 4k Art Player and will be invited to participate in the award presentation ceremony in Hong Kong. The second-place winner will receive USD2,000 plus a Niiio 4k Art Player. The third-place winner will receive USD500 plus a Niiio 4k Art Player. The 10 merit award winners will receive USD200 each.

The jury includes Cyberport Chief Executive Officer Mr Peter Yan and a renowned LED artist Mr Teddy Lo, as well as three top international artists.

Esports Digital Arts Prizes

Application period: now until 8 August

2019 Prizes:

- 1st Place – USD5,000 and a Niiio 4K Art Player (will be invited to the award presentation ceremony in Hong Kong)
- 2nd Place – USD2,000 and a Niiio 4K Art Player
- 3rd Place – USD500 and a Niiio 4K Art Player
- 10 Merit Awards – USD200 each

For details and artworks submission, please visit:

<https://www.niiiolab.com/esports-digital-art-prizes>

Photo Descriptions

Photo 1.



With the theme "Game is Art", artworks "Esports Digital Arts Prizes 2019" are created under the concept of esports and gaming culture. (Artwork credit: ZEITGUISED, Void Season)

Photo 2.



The new esports venue in Cyberport has large LED display walls and panels for showcasing motion picture artworks.

Please download high-resolution photos via this [link](#).



About Cyberport

Cyberport is an innovative digital community with over 1,300 technology companies. It is managed by Hong Kong Cyberport Management Company Limited, which is wholly owned by the Hong Kong SAR Government. With the vision to become a main force in developing the digital tech industry as a key economic driver of Hong Kong, Cyberport is committed to nurturing youth, startups and entrepreneurs to grow in the digital industry by connecting them to strategic partners and investors, driving collaboration with local and international business partners to create new opportunities, and accelerating digital adoption amongst corporates and SMEs.

Cyberport focuses on building five key clusters of digital tech, namely esports/digital entertainment, FinTech, AI/big data, smart city/smart living, and blockchain and cybersecurity solutions, to foster the development of Hong Kong into a "Smart City". With a committed team of professionals providing all- rounded value-added services to support our digital community and an array of state-of-the-art tech facilities, Cyberport is the flagship for Hong Kong's digital tech industry.

For more information, please visit www.cyberport.hk

About Niiio

Niiio integrates high-quality digital arts into life, work and public spaces. As a premium global platform for digital arts, Niiio is applicable to all types of new media art, including photography, videos, interactive media, VR, AR and programming arts. It is trusted by top-tier artists, galleries, museums, curators, collectors and arts organisations from around the world who use Niiio's Art Management professional technology tools to protect, showcase and transform digital arts and display them on digital canvases.

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