



吳鋒霖

Ng Fong Lim, Nelson

新媒體設計師 New Media Designer

跨媒體 跨年代 跨國界
CREATIVITY BEYOND BOUNDARY



Nelson Ng 吳鋒霖這名字在廣告界迄立了三十年，他早在1987年創立的Touches及1995年的Digit Digit後期製作公司，正好參與及見證了香港廣告業的黃金年代。數得出的經典廣告都由Nelson操刀剪接，而他的幾間製作公司亦一直穩佔翹楚地位。

Nelson 不拘小節，廣交天下朋友的性格亦令他的觸角遍及創作的每一部分，今日Digit Digit已發展至跨媒體創作，投入國際性的大型盛事，戶外投影，巡演，展覽及舞台設計等項目；引入最高質素的表演製作技術，在主題的創意，視覺藝術，音效燈光及各式特技都已掌握得爐火純青。

2008年 Nelson 帶領Digit Digit 參與了北京奧運開幕式的視覺製作部分；2014年Nelson 更被澳門文化局邀請，任命為澳門回歸祖國十五周年文藝晚會的總統籌，該晚表演乃全國直播，分秒必臻完美，結果取得空前成功。

今年，Nelson榮獲香港傳藝節2015十大傑出設計師大獎，他對將來的抱負是永不言休，繼續在不同媒體啟發最新創意，培養更多新一代跨界人才。而多年來他屢次被邀，出任國際創大賽評審，包括世界級的Clio及Adfest等，同時亦奔波於國內外工作與交流，足見他對創意及製作的熱誠是30年不變的。

Mr. Nelson Ng is one of the most recognisable names in the advertising industry for the last 30 years. He is the founder of two renowned post production companies in Hong Kong – Touches, established in

1987, and Digit Digit in 1995. Over the years, he has contributed and witnessed the Golden age of the Hong Kong advertising industry. Countless classic commercials were meticulously edited by Nelson. And his companies have always been at the forefront of excellence.

His uninhibited and ultra-friendly qualities have inspired his creativity in every aspect. Nelson has also taken his company Digit Digit to the next milestone of cross-platform media production, creating international mega productions, outdoor projections, touring concerts, exhibitions and stage production designs. Integrating state-of-the-art technology for stage production in terms of creative themes, lighting, visual and sound designs, their work has been innovative and raising the bar for the performance arts.

In 2008, Nelson and Digit Digit participated in the visual production of the Beijing Olympics Opening Ceremony. In 2012, they were invited by the Macao Cultural Affairs Bureau to head the production of the handover celebration. Nelson was to return again as the Project Director for the 2014 handover celebration. The results have been highly praised.

This year, Nelson was awarded Ten Outstanding Designers Selection 2015 in Hong Kong Art & Design Festival. His dedication will never cease as he continues to inspire new innovations in the media arts and nurturing a new generation of talents. Over the years, he has been repeatedly invited to be a part of the judging panels in several international creative awards including the world renowned Clio and Adfest, etc. At the same time, he has been constantly exploring and working abroad. His passion for the creative arts and production has been peerless for 30 years.