



## Maya Prophecy New Media Design

### 吳鋒霖 Ng Fong Lim, Nelson New Media Designer

Category: New Media Design Designer and Planner: Nelson Ng Fong Lim Organizer: The Cultural Affairs Bureau of the Macao S.A.R. Government Event: Parade through Macao Latin City 2012 Theme: Maya Prophecy (末日預言) Multi-Media Performance Date of show: 20th Dec, 2012 Creativity of script, content shooting, character animation design and production, music and sound effects production, choreography, stage design and lighting design. The Parade was once again held under the slogan 'Peace, Love and Cultural Integration' in the commemoration of the 13th Anniversary of Macao's Handover to China on Dec 20th, the day of marking the establishment of the Macao S.A.R. The event facilitates residents and tourist's involvement and enjoyment. It attracts viewership of over one hundred thousand including the audience present at the parade. The Parade itself is a joyful and carnival style. However, to add the excitement to the finale, I utilised the theme 'Maya Prophecy' as the day after the event is the END OF THE WORLD date in MAYA PROPHECY. The destructive design of the event trigger a real-time audio and visual effects of 4 huge irregular LED screen, dynamic lighting effects, on stage skeleton interactive dancing, laser lighting show, dynamic audio effects, the surrounding buildings as the canvas of the performance. The whole performance enhance the ability of interaction from the audience that were immersed in the multi-senses experience. BY such destructive design, it lays the foundation of the main idea LOVE, PEACE and CULTURAL INTEGRATION.

Nelson Ng has been working in Advertising Field over 28 years. He has started Touches Limited since 1987 and Digit-Digit Limited since 1995 and has edited over thirty thousand TV Commercials. He has been awarded in many different honors not only in Hong Kong and Asia but also over the world. On the other hand, he is always invited as the jury in numerous prizes such as CIO Award, Ad-Fest in Thailand & China Times Advertising Awards.

