



# KENNEDY TOWN. HONG KONG

## MEMORY MAPPING WITH ELDERLY

### DOCUMENTING LOCAL CULTURE AND LIVING HERITAGE IN KENNEDY TOWN

In rapidly gentrifying Kennedy Town, the history of the community is fading. iDiscover partnered with long-standing local NGO Caritas to organise focus groups discussions and community pop-ups with over 100 residents. Together we articulated the unique identity of Sai Wan people and mapped the neighbourhood's memory of place in the form of a map and a digital app.

A month-long exhibition in a local craft brewery wrapped up the memory mapping exercise; a proud occasion for the local residents to host story telling sessions, craft workshops, walking tours and share their memories of place. Visitors came from the neighbourhood and far beyond, a unique opportunity to connect long-time locals with newcomers, many of them foreigners.

### 6-STEP PARTICIPATORY MAPPING PROCESS

**“KENNEDY TOWN HAS RAISED MY FAMILY’S 4 GENERATIONS. WHEN I WAS YOUNG IT WAS A REMOTE PLACE WITH MESSY MARKETS, NOW THERE ARE MANY SHINY NEW BUILDINGS”**  
- Mr. Chan, Resident.

- 1 **REVEAL** neighbourhood narrative
- 2 **MAP** sites that matter
- 3 **CREATE** content worth sharing
- 4 **DESIGN** artist map
- 5 **SHARE** in the community
- 6 **CONNECT** tech-savvy audience





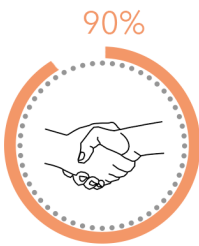
**OUTPUT**



**“IF YOU WANT TO MOBILISE A COMMUNITY, YOU NEED TO RECOGNISE THEIR ROOTS. THE TIME HAS COME FOR THE COMMUNITY TO PRESERVE THE HISTORY OF THE OLD TOWN”**

- Benjamin Sin, Caritas Hong Kong

**IMPACT**



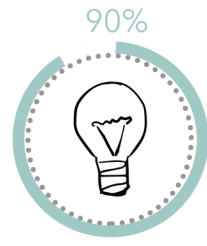
**BUILDING BRIDGES**

Bringing together 10+ partners: social welfare NGO's, young local artists and architects, local restaurant, private developer, and even a brewery!



**COMMUNITY DEVELOPMENT**

Focus groups and community pop-up exhibitions created a positive and happy occasion to link newcomers, mostly expats, with long-time residents, breaking uncomfortable barriers.



**CULTURAL AWARENESS**

Residents are reminded of the rich history and stories hidden in the neighbourhood, thus creating and strengthening the strong sense of pride and belonging of Sai Wan people.

**100+**  
residents joined focus groups

**3,000**  
copies of neighbourhood maps distributed

**5**  
pop-up community exhibitions

**10**  
in-depth interviews with residents and shopowners

**300+**  
engaged people joined during the pop-up community exhibitions

**5,000**  
visitors to the 1-month pop-up community exhibitions

**20**  
tangible and intangible cultural assets mapped

**US\$ 10,000**  
social capital unlocked through event sponsorship

**53,000**  
downloads of iDiscover App

Collaborative Partnership

Funded by

Duration

Budget



Jun 2018 - Dec 2018

US\$20,000