**HONOR Brings Beauty of Art and Technology to Life at   
HONOR Talents Global Design Competition Art Exhibition**

*International diplomats and artists gather to appreciate creative artwork from   
young talents around the world*

**[BEIJING, China, April, 2023]** Global technology brand HONOR recently teamed up with the United Nations Industrial Development Organization Investment and Technology Promotion Office (Beijing, China) to host the HONOR Talents Global Design Awards Art Exhibition. Featuring over 50 outstanding artworks from young designers around the world, the exhibition explores the key themes ofDiscovery, Sustainability and Cultural Identity. Through the exhibition, young artists from the likes of France, Germany, the UK, Italy, China and Malaysia were delighted to be given such a large platform to exhibit their art to the world.

In attendance were Mr. Siddharth Chatterjee, the United Nations Resident Coordinator in China; Mr. Sanmugan Subramaniam, the Deputy Chief of Mission and Minister of the Embassy of Malaysia in China; Prof. Wu Yabin, the Head of UNIDO ITPO Beijing; and Xiao Hui Wang, a renowned crossover artist, who marveled at the young artists’ beautiful works while exploring the intersection between technology and art.

一群人站在一起

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图片包含 建筑, 火车, 地板, 站

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一群人站在建筑前

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“Young people are the leaders of tomorrow,” said Mr. Siddharth Chatterjee, the UN Resident Coordinator in China. “Platforms such as today’s exhibition provide a valuable opportunity for youth to give voice to their aspirations whilst offering more effective solutions to the world’s challenges… As the UN in China, we will continue to advocate for youth development and empowerment to create the best possible conditions for the next generation to unlock and reach their full potential.”

穿着西装笔挺的男子与配字

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“We are delighted that global leading companies like HONOR are actively collaborating with the United Nations agencies to actively contribute to a brighter future,” said Prof. Wu Yabin, the Head of UNIDO ITPO Beijing. “Many of the Sustainable Development Goals (SDGs) are integrated into the excellent artworks in this exhibition, and I believe HONOR has demonstrated a great example for us.”

男人拿着手机

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"HONOR is a forward-looking brand, and HONOR Talents shares the same vision as my artistic pursuits in providing a better stage and more opportunities for young artists,” said Xiao Hui Wang a world-renowned crossover artist. “Young people are the future, and it is our responsibility to contribute to the future and humanity.”



冰箱上贴着许多海报

低可信度描述已自动生成

Award-winning artwork "Endangered Animals", calling for the protection of biodiversity through the form of art.

**Empowering Global Youth and Showcasing the Beauty of Human-centric Technology**

HONOR is renowned for infusing art and technology with humanity. This year, in addition to the traditional graphic design categories, HONOR also introduced a new category focusing on interactive augmented reality (AR) art installations. In doing so, HONOR offered a more diverse and inclusive platform while looking towards the future of art, technology, and humanity.

From over 7,000 entries, over half of the competitors were students from 164 universities worldwide, who benefited from HONOR's youth empowerment platform. It was the first time for HONOR Talents to be launched in over 40 markets around the world. In Malaysia, HONOR Talents collaborated with five local universities and produced nearly 500 pieces of artwork, of which six of them have won global awards. These award-winning art pieces have been widely applied to HONOR's products and have received positive market feedback.

图形用户界面

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The three designers of “In the Heart of Nature”, champion of Open Designs Track, are students from Universiti Tunku Abdul Rahman in Malaysia.

From left to right: Sheanne Chin Seng Wei, Yeoh Hui Qi, and Hoh Sheng Yue, Universiti Tunku Abdul Rahman, Malaysia.

“Dedicated to exploring new forms of excellent artwork, HONOR Talents is a platform that puts emphasis on the integration of technology and art and empowers creative young talents,” said Wang Chenhao, champion of the art interactive installation category with his piece “Ensemble.” “Not only does HONOR Talents provide me with the opportunities to showcase my creative ideas to a wider group of audience, but it also enables me to receive real feedback from experts across different fields, bringing enormous benefit to my creative journey in the future.”

电视萤幕画面

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Wang Chenhao appreciates artwork at the exhibition with Lu Yingying, his mentor from the Central Academy of Fine Arts.

In 2023, HONOR Talents will be advanced as part of HONOR’s Global Youth Program in two major categories – Technology Aesthetics and Technology Innovation. The program aims to empower talented young people from various fields around the world to explore cutting-edge design and technology concepts, demonstrating the potential of youth.



**About HONOR Talents**

HONOR Talents Global Design Awards is committed to bringing together top young talents, mobilizing the rich resources of the HONOR brand to support, empower and incubate more original forces. The project also carries out global discussions about art design, mobile design experience and new expressions of design. Its vision is to continue bringing better art design concepts to HONOR's technology products and incorporating them into daily life, enabling consumers to experience the innovative integration between technology and art.

**About HONOR**

HONOR is a leading global provider of smart devices. It is dedicated to becoming a global iconic technology brand and creating a new intelligent world for everyone through its powerful products and services. With an unwavering focus on R&D, it is committed to developing technology that empowers people around the globe to go beyond, giving them the freedom to achieve and do more. Offering a range of high-quality smartphones, tablets, laptops and wearables to suit every budget, HONOR’s portfolio of innovative, premium and reliable products enable people to become a better version of themselves.

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