



研究香港的「玩具故事」 RESEARCHING HONG KONG'S "TOY STORY"

劉智鵬教授剛完成一個為期一年的饒富趣味的知識轉移項目。他受香港歷史博物館委託，研究有關「香港製造」的玩具歷史。

劉智鵬教授的研究結果，以展覽形式呈現出來。展覽名為「香港玩具傳奇」，由香港歷史博物館發起，香港玩具協會和香港玩具廠商會聯合籌劃，展期由3月2日至5月15日，為期三個月，共展出約二千件香港製造或香港人熟悉的玩具。

劉教授與他的「香港與華南歷史研究部」團隊訪問了超過二十家本地玩具製造商。這些玩具製造商在上一個世紀成功建立了自己的品牌，以品質優良和低成本為賣點，打進海外市場。他們當年的一些創意產品包括：換裝紙娃娃、推土機、小黃鴨、芭比娃娃，是很多不同年代孩子的珍貴回憶。

像劉教授以往進行的口述歷史項目一樣，這次他與玩具製造商的訪談過程，全部紀錄下來，作為在香港歷史博物館展覽的重要參考資料。劉教授說：「接受訪問的傳奇製造商，與我們分享了許多有趣的故事。他們當年進入玩具業時，大部分都是從零開始；經過多年後，成功開發所有的技術知識。」

劉教授補充說：「玩具業是一個非常獨特的產業，因為它涉及很大範圍的工業知識。例如，生產芭比娃娃的工業家，需要掌握上塗料及製造衣服的技術。香港的玩具製造商習慣了採用極高的安全標準；在80年代，當他們紛紛把工廠遷移到內地後，幫助了中國確立國際標準。」

「香港玩具傳奇」展覽除了讓香港人有機會回憶他們童年時代的幻想；玩具的演變亦展示了香港孩童生活的改變，以及反映過去這些年來城市的社會面貌和經濟發展。

劉教授對不同形式的香港歷史遺產進行過研究，他認為這個有關玩具歷史的項目是其中一個最有意義和趣味性的計劃，為香港人帶來集體回憶。劉教授說：「這是一次既歡樂亦令人興奮的體驗。本地工業家將香港打造成玩具王國，他們的創意令我感到驚訝。」

本地玩具業曾經是香港重要的經濟大動脈，劉教授認為今次就玩具業蛻變進行的研究，為他教授香港工業發展提供了不少資料，亦有助學生了解香港文化的形成。

Commissioned by the Hong Kong Museum of History, Prof Lau Chi-pang has recently completed another interesting Knowledge Transfer project on the history of toys “made in Hong Kong”.

Prof Lau’s research output was translated into a special exhibition “The Legend of Hong Kong Toys” initiated by the Hong Kong Museum of History. Thanks to the collaboration of the Hong Kong Toys Council and the Toys Manufacturers’ Association of Hong Kong, around 2,000 kinds of toys familiar to Hong Kong people or made locally were showcased in the three-month exhibition from 2 March to 15 May.

Working with his team at the Hong Kong and South China Historical Research Programme, Prof Lau interviewed with over 20 local senior toy manufacturers who built up their own brands and tapped into overseas markets with their high-quality and low-cost products in the past century. Their creative products include dress-up paper dolls, atomic bulldozers, yellow rubber ducks, Barbie dolls, and many other childhood treasures from different generations.

As in other oral history projects Prof Lau carried out in the past, conversations with toy manufacturers were documented and shared with the Hong Kong Museum of History as an important resource for their exhibition. “The legendary manufacturers we interviewed with had a lot of interesting stories to share. Most of them started from scratch when they entered the industry and successfully developed all

the technical know-how over the years,” said Prof Lau.

“The toy industry is unique because it encompasses a large spectrum of industrial knowledge. For example, the industrialists had to know how to apply paint and manufacture clothes if they wanted to produce Barbie dolls. Accustomed to very high safety standards, they also helped set the international standard in Mainland China when they relocated their factories there in the 80s,” added Prof Lau.

Apart from giving a chance for Hong Kong people to relive their childhood fantasies, the exhibition on the evolution of toys revealed the changes that have occurred in Hong Kong children’s lives and reflected the development of the city’s social and economic landscape over the years.

Having researched different forms of Hong Kong heritage in the past, Prof Lau sees the toy history project as one of the most meaningful and interesting initiatives, stimulating the collective memories of Hong Kong people. “It’s a joyful and exciting experience. I was amazed by the innovation of local industrialists, who transformed the city into a ‘toy kingdom,’” said Prof Lau.

As the toy industry was once a primary economic artery in Hong Kong, Prof Lau believes that his research will definitely inform his teaching of Hong Kong’s industrial development and help students understand the city’s social-cultural formation.

