



THE HONG KONG
POLYTECHNIC UNIVERSITY

DEPARTMENT OF
BUILDING SERVICES ENGINEERING



SPEAKER

Emeritus Professor Peter Chin Wan Fung (Medical Physics)

Honorary Professor
Centre on Behavioral Health
Faculty of Social Sciences
The University of Hong Kong
Hong Kong

Reply to:
Miss Y.Y. Yeung
Tel: 2766 5862 Fax: 2765 7198
E-mail: beelize@polyu.edu.hk
Department of Building Services Engineering
The Hong Kong Polytechnic University
Hung Hom, Kowloon
[Ref: From Brain-based Theory of Beauty to Health Care]

Name (in Full): _____
Company: _____
Tel: _____
E-mail: _____

C P D L E C T U R E

From Brain-based Theory of Beauty to Health Care

Schedule

6:45 pm Registration
7:00 pm Introduction
7:05 pm Talk by Emeritus Prof. Peter
C.W. Fung

- Free Admission -

D a t e

28 August 2015 (Fri)

T i m e

7:00 – 8:00 pm

V e n u e

Room Z211
The Hong Kong Polytechnic University

Organized by

Professor W.K. Chow JP FHKEng
Director, Research Centre for Fire Engineering
Head of Department, Department of Building Services
Engineering
Leader, Former Area of Strength: Fire Safety Engineering
The Hong Kong Polytechnic University

ABSTRACT

During the recent several years, a series of experiments have been carried out (in UK and a few other countries) to measure the brain activities of subjects while they view paintings, listen to music, or read mathematical formulae, using functional magnetic resonance imaging techniques. The important results are: (1) If the subject appreciates the paintings, music, or the mathematical formulae presented, the “reward system” in the brain is automatically activated, and the secretion of dopamine is anticipated. (2) The amount of “award” is proportional to the degree of appreciation. (3) If the subject considers the visual /audio stimulus to be unpleasant/ugly, the centre of “negative emotion” (i.e. amygdala) is activated instead. Professor Fung will review and explain the relevance of this new discovery with emphasis on health care, suggestive cancer prevention, and improvement of life style. No prerequisite knowledge is required to understand the lecture.

Speaker

Professor Fung obtained his Ph. D in 1966 and has been serving the University of Hong Kong since 1970. He was Chair Professor of Physics (Department of Physics) and the first Chair Professor of Medical Physics (Department of Medicine), Director of Centre for Material Science (cross faculties), Honorary Professor of the Department of Medicine, the Department of Electrical & Electronic Engineering, and the Department of Psychiatry. He was entitled Emeritus Professor (Medical Physics) in 2009. At present he is Honorary Professor of the Centre on Behavioral Health (Faculty of Social Sciences). He also served as a Member of the Board of Trustees, New Asia College, Chinese University of Hong Kong (8 years). Professor Fung has researched/taught on a number of disciplines/fields, and has published over 270 peer-reviewed research articles and over 15 text books for science education. He held 5 one-man, around 40 joint exhibitions of painting, and is an amateur pianist.