

Hong Kong Design Centre Annual Report

香港設計中心年報

2007 – 08

About Us

關於我們

The Hong Kong Design Centre is a non-profit organisation dedicated to helping local designers and businesses realise their full potential. We take a leadership role engaging in a proactive dialogue that preaches to government, industry, business partners, educational institutions and private organisations about design as a strategic, value-enhancing constituent of business. Towards the wider public audience, we tirelessly seek to inculcate a greater appreciation of the ways design contributes to a better quality of life.

The Hong Kong Federation of Design Associations established the Hong Kong Design Centre in 2001. The founding members of the Federation, including Hong Kong Designers Association, Interior Design Association Hong Kong, Hong Kong Fashion Designers Association, and the Chartered Society of Designer, founded the Hong Kong Design Centre to consolidate efforts for a better means of improving Hong Kong design. The Hong Kong Design Centre was and remains to be the only organisation in Hong Kong dedicated to encouraging, inspiring, supporting, and facilitating the best use of design as an instrument for the sustainable competitiveness, economic prosperity and overall well-being of society.

香港設計中心乃非牟利機構，致力協助本地設計師和企業充份發揮潛能。我們積極與政府、業界、商業夥伴、教育及私營機構等保持連繫，令他們理解設計是產業不斷增值的策略性要素。我們也努力不懈地提升廣大市民對設計的鑒賞能力，以期公眾明白設計如何為他們優化生活。

香港設計總會於2001年成立香港設計中心。香港設計總會的創會會員，包括香港設計師協會、香港室內設計協會、香港時裝設計師協會及香港特許設計師協會，成立香港設計中心的目的是希望能更好地整合和鞏固香港設計界努力的成果。香港設計中心是香港至今唯一機構，致力推動設計來促進香港的持續競爭力、經濟繁榮和社會安康。

www.hkdesigncentre.org

1/F, InnoCentre, 72 Tat Chee Avenue,
Kowloon Tong, Hong Kong
香港九龍塘達之路七十二號創新中心一樓
Tel: (852) 2522 8688
Fax: (852) 2892 2621

Founding members 創會成員:



Content

目錄

1	About Us 關於我們 A New Chapter 新的一頁	3 – 5
2	Messages from Chairman and CEO 主席及行政總裁的話 From the Chairman, Board of Directors 董事局主席的話 From the CEO 行政總裁的話	6 – 7 8 – 9
3	What is Design 什麼是設計	10 – 11
4	Mission 宗旨 Vision 願景	12 13
5	Overview 工作概覽 Our Achievements – A Year in Review 我們的成就 一年度回顧 Design for Business and Public Sector 企業及公營機構 Design for Designers 設計師 Design for Public 公眾	14 – 17 18 – 19 20 – 27 28 – 35 36 – 42
6	Our Organisation 組織架構 Board of Directors 董事局 Management Team 管理團隊	43 44
7	International Alliances 國際聯盟	45
8	Our Accounts 中心帳目	46

A New Chapter 新的一頁

We staunchly support the Hong Kong Design Centre, which we believe to be our industry champion of design excellence.

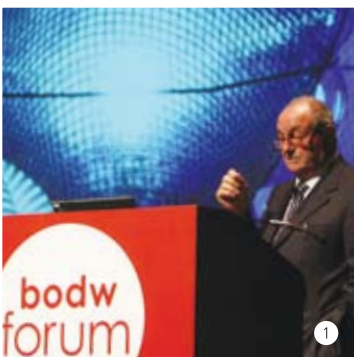
我們堅定支持香港設計中心，它一直為香港高舉優質設計的大旗。

Donald Tsang

Chief Executive, Hong Kong SAR Government
香港特別行政區行政長官 曾蔭權

Hong Kong My Love — A Creation 9707 Product
創作9707作品 — 愛香港





In its six years of existence, the Hong Kong Design Centre has attained many accomplishments. Physically, we had our first permanent office established in a heritage building at 28 Kennedy Road Central in 2002. We have the ambition, in collaboration with HKSAR Government and Hong Kong Science and Technology Parks Corporation, of turning Hong Kong into a hub of design and innovation in Asia. As a step forward to create a cluster of designers under one roof for better collaboration and generation of innovative design ideas, we relocated our base to the InnoCentre at Kowloon Tong in 2006. Over the years, we have engaged countless captains of industry and instilled in them the importance of design for brand, product and service differentiation. Our unrelenting desires to bridge the chasm between business and design have displayed remarkable results. Our Business of Design Week, an annual event since 2002, has gathered the world's greatest minds in business and design. This world-caliber event has shed invaluable insight, as well as cast Hong Kong onto the world stage.

Together with countless events, seminars, conferences, workshops, publications, exhibitions and others, our efforts have not gone unnoticed. HKSAR Government's growing desire to use design as an important driver for economic sustainability is highly encouraging, and perhaps reflects the fruition of our evangelical work. In his Policy Address 2006 – 2007, Mr. Donald Tsang, Chief Executive of HKSAR Government, announced, "HKSAR Government will earmark \$100 million over five years for the Hong Kong Design Centre to further assist our trades and industries to make full use of their designs and build their brand names." Effective from July 2007 to 2012, this five-year funding arrangement will support our continual efforts to organise and develop programmes for the betterment of Hong Kong design. This investment from the Government is a heartening vote of confidence. The Government's continual support denotes a strong interest in our agenda, and more importantly, its acknowledgement of design's core role in enhancing Hong Kong's overall competitiveness.

香港設計中心成立六年以來，成績有目共睹。我們於2002年在中環堅尼地道28號的歷史建築物成立首個固定的辦事處。透過與香港特區政府和香港科技園公司的協作，我們肩負起將香港發展成亞洲創新和設計樞紐的抱負。2006年我們再向前邁進，將辦事處搬到九龍塘創新中心，目的是建造一個設計社群，更有效地協助和啟發創新的設計思維。多年來，我們接觸過無數企業領袖，向他們灌輸設計足令品牌、產品以至服務脫穎而出的理念。我們努力不懈，令商業和設計水乳交融，成效顯著。自2002年起，一年一度的「設計營商周」雲集了世界各地的設計精英和商界領袖。這項世界級盛事迸發了不少寶貴創見，亦令香港登上國際舞台。

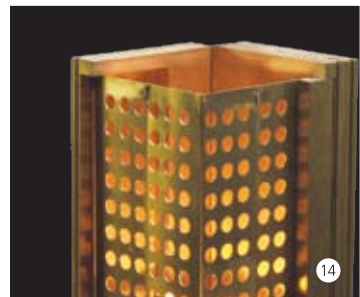
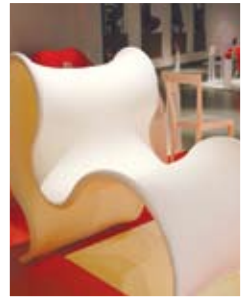
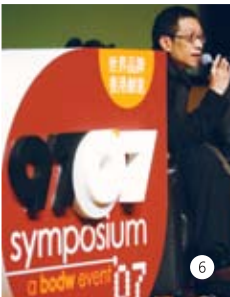
過往我們舉辦了無數的活動、講座、研討會、工作坊、展覽及編印刊物等，這些努力已得到認同。香港政府現已越益希望創意產業能成為香港經濟持續發展的動力，取態令人鼓舞，或許這正是我們積極宣傳的成果。香港特別行政區行政長官曾蔭權先生在2006至2007年度的施政報告中宣佈：「香港政府通過一筆為期五年的一億元撥款，資助香港設計中心，協助各行各業善用設計和建立品牌。」由2007年7月至2012年，這筆五年期的撥款將會支持我們繼續舉辦各項活動，以推動香港設計。這筆投資不僅是政府對我們投下信心一票，更重要的是肯定了設計在提升香港整體競爭力中，扮演著不可或缺的角色。

1 Ernesto Gismondi speaking at Bodw
設計營商周講者Ernesto Gismondi

2 Katsumi Asaba speaking at ReD Conference
設計創新機會講者淺葉克己

3 Kai-jin Lo & Raphaelle le Masne de Chermont at Creation 9707 Symposium
羅啟研及Raphaelle le Masne de Chermont出席創作9707論壇

- 4 Zaha Hadid speaking at BODW
設計營商周講者Zaha Hadid
- 5 Flora Banquet — A Creation 9707 Product
創作9707作品—華宴
- 6 Alan Chan at Creation 9707 Symposium
陳幼堅出席創作9707論壇
- 7 Gary Chang & Danilo Allata at Creation 9707 Symposium
張智強及Danilo Allata出席創作9707論壇
- 8 SAR Chief Executive, Donald Tsang, visiting Hong Kong Design Centre
特區行政長官曾蔭權參觀香港設計中心
- 9 Ray Chen at ReD Conference
陳瑞憲出席設計創新機會會議



- 10 Kan Tai Keung & Soren Nielsen at Creation 9707 Symposium
新球強及Soren Nielsen同為創作9707論壇之演講嘉賓
- 11 Takaharu Tezuka & Yui Tezuka speaking at BODW
手塚貴晴及手塚由比齊於設計營商周中分享經驗
- 12 Allan Zeman & Marc Gobé at ReD Conference
Allan Zeman及Marc Gobé出席設計創新機會會議
- 13 Chen Jan-Liang at ReD Conference
陳俊良出席設計創新機會會議
- 14 Treasure Box — A Creation 9707 Product
創作9707作品—百寶匣
- 15 A Master Class on Accessories Design at Domus Academy, Italy
於意大利Domus Academy舉行的配飾設計深進班

Messages from Chairman and CEO 主席及行政總裁的話

From the Chairman,
Board of Directors
董事局主席的話



When looking back over the past year, time seems to fly. We have had our busiest year to date, working around the clock to organise a cornucopia of diverse programmes. We are a relatively small organisation, but we often have big intentions. Our efforts, as manifested through these programmes, assert the Hong Kong Design Centre's resolve to establish a mechanism of change based on the union between business and design. Many leading regions around the world, including the UK, Scandinavia, the Netherlands, S. Korea, Taiwan, Singapore and increasingly, India and the Mainland, have already acted to invest heavily in design as a strategic economic device. The Hong Kong Design Centre has been, since its inception in 2001, blazing trails along this path. Our Government's decision to finance the Hong Kong Design Centre's operations for the next five years is evidence of our success – and Hong Kong's astute desire to be a leader in the use of design. Our work in planning, organising and deploying design will gain added significance as we build on this strategic relationship with the Government.

A continual willingness to work with external parties has given us a unique perspective and position in the world. Business of Design Week 2007 (BODW) has once again achieved very impressive growth. Featuring over 12 substantial events and over 100 internationally prominent speakers, BODW attracted a record number of design professionals and business leaders from across the globe – rendering this six-year-old event into one of the world's biggest annual design events in 2007. This world-class event was made possible with support and help from numerous organisations and institutions. Our partner country for 2007, Italy, whose various organisations in trade, commerce and design, has worked tirelessly to enrich our programme with arguably the most important ever assembly of Italian design talents outside of Italy.

Reflecting our efforts to commemorate the historic occasion of Hong Kong's tenth anniversary of Reunification, we came up with an idea to bring Hong Kong design to the world. In realising this vision, we connected ten of our local designers with ten internationally renowned brands to produce ten unique real-world products as limited editions. This formed the basis of Project 9707, which eventually expanded to include two other projects: a project of T-shirts designed by 10 world masters, and a book about the past ten years of good design in Hong Kong. Collectively, Project 9707 serves as an ambassador of design showcasing the verve and ingenuity of works from Hong Kong. Throughout the year, the Project has traveled across numerous cities and territories to engage discussions and open new perspectives on what Hong Kong design truly is. The collaboration of internationally renowned names and brands has prompted overwhelming response from the global audience. Our SAR Chief Executive, Donald Tsang cited the project as an important symbol of Hong Kong's ability to share its creative visions to the world, "I am especially excited knowing that consumers of Salvatore Ferragamo, Herman Miller, Georg Jensen, Alessi, Royal Copenhagen and others, will have the opportunity to experience and enjoy the uniqueness of designs and sensibilities from our most accomplished Hong Kong designers," he commented.

In its ambassadorial role, the Project has successfully delivered our "designed in Hong Kong" message to a global audience – proving both the viability and possibilities that exist in Hong Kong design. I believe the future is bright for Hong Kong. Our all-encompassing initiatives have paved the way for future opportunities, and more importantly, continue to guide Hong Kong towards a trajectory of economic prominence and sustainability.

時間飛逝，轉眼一年過去。香港設計中心去年非常忙碌，日以繼夜籌辦多項不同的活動。我們規模雖小，但懷著遠大的抱負。我們透過各項活動致力將商業和設計融會貫通，為香港營商帶來新氣象。環顧一眾先進地區如英國、北歐、荷蘭、南韓、台灣、新加坡，甚至後起的中國及印度等，都致力投資推動設計業的發展，務求以設計業作為經濟動力。香港設計中心由2001年創立至今，一直朝著這個方向努力不懈。香港政府宣佈撥款資助香港設計中心未來五年的經費，除了肯定我們的往績，亦表明了香港決意要進一步發展本地的設計領域。我們得到政府的鼎力支持，在未來籌辦設計活動將會事半功倍。

我們一直積極與其他組織合作，既擴闊了我們的國際視野，也提升了香港設計中心在國際舞台上的地位。「設計營商周2007」一如以往，成績斐然，十二場大型活動及逾百位主講嘉賓，吸引了不少設計精英及商界領袖參與，人數為歷屆之冠。「設計營商周」雖然只辦了六屆，但已成為環球設計界全年最矚目的盛事之一，它的成功實在有賴各組織和機構的支持和協助。「設計營商周2007」的協辦夥伴國是意大利，該國多個商貿及設計組織積極參與支持，令活動生色不少。在意大利千里之外的香港，竟雲集了一眾意大利設計精英，實在難能可貴。

去年適逢香港回歸中國十週年，我們希望在世界舞台展示本地設計。為此，我們邀請了十位本地設計師和十個國際知名品牌，創作了十件別出心裁的限量產品。這正是「9707」項目的原意，其後再衍生兩個項目：由十位國際級大師設計T恤，以及推出一本專著，細說十年來香港的優秀設計作品。整個「9707」項目就如同形象大使，展現了香港設計的精神面貌。過去一年，「9707」項目在多個國家及城市巡迴展覽，引發了世界各地對香港設計的好奇與討論，與國際著名品牌合作更令全球矚目。香港特別行政區行政長官曾蔭權先生更指出：「這項項目表明香港的創意能令世界驚艷。每當我想起Salvatore Ferragamo, Herman Miller, Georg Jensen, Alessi, Royal Copenhagen 等品牌的顧客，將體驗到香港優秀設計師的精闢設計時，我都會感到無比興奮。」

「9707」項目作為宣傳大使，成功向全球展示「香港設計」的生氣和潛能，我對香港的設計在未來發展充滿信心。香港設計中心的活動廣泛而全面，不但有助我們把握未來良機，更會帶領香港經濟持續邁向繁榮。

Chairman, Board of Directors 董事局主席
Victor Lo 羅仲榮

From the CEO
行政總裁的話



Although 2007 – 08 is the first year for which we publish a formal annual report, the Hong Kong Design Centre has been operating since 2001 as a non-profit organisation devoted to the development of design to enhance Hong Kong's competitiveness. Since our inception, we have been the Government's main partner in promoting design. We collaborate with local, Mainland and international industry and business partners as well as design and educational institutions to enhance a wider use of design in business processes, raise designers' professional standards, and promote a greater appreciation in the community of how design contributes to a better quality of life.

We aim to cultivate a more strategic use of design in the community whereby design goes beyond form and aesthetics to function, process, communications, and strategy. We seek to instill a new thinking that design is as relevant to product as to environment, communications, services and customer experiences; that design and design management skills have to be augmented in order to be competitive; that designers have to work more closely with other professionals in providing strategic and customer-centric solutions to clients, and that the public sector has a key role to play in the wider use of design.

In 2007 – 08, we had held a record number of year-round programmes comprising design-related seminars, exhibitions, conferences, workshops, forums, study tours, master classes, publications and others. These programmes and activities were intended to position Hong Kong as a prime regional design hub; promote design excellence and awareness; showcase Hong Kong's design talent; educate designers and members of the business and public service community; nurture design start-ups; and network internationally. All had helped to reinvent thinking on design and the city of Hong Kong, with regard to its progressive talents and abilities, internationalism, and dynamism.

2007 – 08 was a watershed year for Hong Kong Design Centre. Hitherto, our programmes were largely funded by the Government and other sources on a relatively short-term project-by-project basis. In May 2007, the Government secured from the Finance Committee of the Legislative Council a non-recurrent funding of \$100 million to support the operations of the Hong Kong Design Centre over five years to promote the importance of design and innovation. Since July 2007, we have been operating under this new funding arrangement. This major commitment is a clear indication of the recognition from the Government and the Hong Kong community of the contributions made by us in the past. No less importantly, it enables us to continue our work with greater confidence and on a more long-term and strategic basis.

Looking ahead, we will stay focused on a balanced and broad spectrum of events, activities and initiatives to enable and equip Hong Kong with the best possible design knowledge, expertise and solutions. We will continue to build our brand and revenue-generating capability to ensure our long-term sustainability.

In closing, we would like to thank the Commerce and Economic Development Bureau, the Innovation and Technology Commission as well as other stakeholders and partners (far too many to list) for their unrelenting support to our mission. Finally, I would like to salute our team of dedicated Hong Kong Design Centre staff (past and present), who have shown incredible resilience and determination in pursuit of the impossible – at least that's what outsiders say.

香港設計中心早於2001年便已註冊為非牟利團體，致力促進本地設計行業，提升香港競爭力。這些年間，我們與政府攜手推廣設計，並與本地及海內外的設計團體、工商業夥伴及教育機構等合作，推廣工商業應用設計、提升設計師的專業水平以及培養廣大市民對設計的鑒賞能力，令公眾明白設計如何促進優質生活。

我們致力讓公眾明白設計並不單單是一種形式美學，亦能用以加強功能、程序、溝通及策劃。我們也努力重塑大眾思維，令公眾明白：設計對諸產品、就如環境、溝通、服務及顧客體驗等一樣重要；要保持競爭力，就必須強化設計及設計管理；設計師需與其他專業人士更緊密合作，共創以客為本的方案；公共機構亦需廣泛應用設計。

在2007至08年度，我們舉辦了歷來最多的活動，包括設計講座、展覽、會議、工作坊、論壇、遊學團、深造課程以及出版刊物等等，進一步鞏固香港亞洲設計之都的地位。除此之外，我們致力推廣優質設計；展示香港的設計才能；為設計師、商界及公共服務團體提供培訓；扶助新興設計企業；並在國際間加強業界之間聯繫。凡此種種，均令大家對香港及設計人才與技能、國際視野及動感活力刮目相看。

2007至08年度是香港設計中心的分水嶺。此前，中心的項目都只是按個別計劃形式逐次獲得政府撥款及其他資助。但在2007年5月，政府經立法會財務委員會撥款一億元，以資助香港設計中心未來五年推動香港設計的不同項目。從2007年7月開始，我們便已在新撥款安排下運作。這筆長期撥款肯定了我們的往績，令我們的信心更為堅定，長遠的規劃可以展開。

展望將來，我們會繼續舉辦各式各類活動，進一步加強香港的設計知識、能力及方案。我們會努力不懈，確保長遠發展。

我謹藉此機會，感謝商務及經濟發展局、創新科技署、各合作伙伴及各方支援（數目眾多，未能盡錄），對我們一直支持。最後，容我向現職或曾任職香港設計中心的成員致敬，他們驚人的決心和毅力，把外人眼中不可能的任務都一一實現。



Chief Executive Officer 行政總裁
Allan Chiang 蔣任宏

設計是...

What is Design 什麼是設計

There are numerous definitions of design floating around, indeed far too many for our comfort. At the Hong Kong Design Centre we realise the difficulties in proposing an all-encompassing description of design. However, we see it as important to view design from a different perspective: one based on its function to the greater society.

設計的定義人言人殊。在香港設計中心，我們深深明白設計的涵義並非三言兩語便可道盡。但我們認為有一個角度特別重要：就是從對社會的貢獻來看設計。

DESIGN

1

The Link Between Creativity and Innovation 創意與創新的橋樑

Design is a planning and development process, transforming abstract ideas into desirable objects and services. It harnesses consumer insights, technological feasibility and business viability. Design is much broader than aesthetics. It is linked to functions, ease of manufacturing and delivery, sustainability, reliability, quality and productivity.

設計是計劃和發展的過程，能轉化抽象的意念成為理想的產品和服務。設計能駕馭消費者的眼光、技術可行性和商機。因此設計超越純粹的美學，它跟功能、生產、運輸、可持續發展、可靠性、品質和生產力都息息相關。

IS...

2

An Integral Part of All Businesses 與所有業務不可分割

The value of design stretches across all industries and sectors – from manufacturing to services, such as banking, tourism, transport and logistics. Firms can create a more engaging brand experience and rewarding customer relationships through better design, not just in products, but also services, environments, and communications.

設計的價值橫跨各行各業 — 由製造到服務業如銀行、旅遊、交通和物流。通過優質設計，公司不只在產品上，而是在服務、環境和溝通上皆可以創造一個更吸引的品牌經驗和更有價值的客戶關係。

3

Multi-disciplinary 跨學科

Design should function at multiple levels. It requires more than simple collaboration amongst the different design disciplines. Participation from areas, such as consumer research, engineering, technology, strategic planning, business management, marketing, psychology, anthropology and sociology are crucial to attaining better design. And better design equals better results.

設計要於不同層次和其他學科發揮功能，不但要結合設計本身的各種學科，還要結合其他領域包括消費者研究、工程、科技、策略計劃、商業管理、市場推廣、心理學、人類學和社會學等。更好的設計相等於更佳成果。

4

A Value Creation Tool 創造價值的工具

Design brings value to businesses by reducing costs, improving profitability and increasing brand equity.

Design has increasingly become a critical part of the overall corporate business strategy. Designers are natural innovators by virtue of their empathy, visual literacy and lateral thinking skills. More and more companies are tapping into the expertise of designers to create innovative business models, products, services to meet the latent and unfulfilled needs of customers.

Design also has a social value. Better design means better living. It brings tangible and sustainable improvements to our living environment, making it easier, safer and more enjoyable.

設計對營商的價值在於能夠降低成本、增加盈利和提高品牌價值。

設計已日漸成為整體企業營商策略的重要一環。設計師善於製造共鳴、富有審美眼光、又會水平思考，是與生俱來的創造者。越來越多公司善用設計師的專業知識，來創造別具新意的商業模式、產品和服務，以滿足客戶的潛在需要。

設計還有社會價值。優質設計就是優質生活，能具體和持續地改善我們的生活環境，令生活更寫意、安全和愉快。

Mission

宗旨

USE DESIGN AND INNOVATION TO
DRIVE VALUE CREATION AND IMPROVE
THE WELL-BEING OF SOCIETY

利用設計和革新來推動價值創造及改善人類生活

Vision

願景

ESTABLISH HONG KONG AS A CENTRE OF DESIGN
EXCELLENCE IN ASIA

將香港打造成為亞洲的設計之都

Overview 工作概覽

The influence and example set by Hong Kong is inspirational. It is the place for the future of design in Asia. If Hong Kong can channel all the resources available and create solutions for the challenges ahead, and I believe it can, then dreams and visions are sure to become a reality. What an exciting place to be!

香港的影響及樹立的榜樣均富有啟發性，她肩負了亞洲設計的未來。若香港能夠匯集各方資源，為未來的種種挑戰尋找出路——我相信她一定辦得到——那麼各種夢想和願景都會成真。這是一個多麼讓人興奮的地方！

Co-founder of The Network with a Silver Lining
銀線聯盟共同創辦人
Jan Stael von Holstein

Hong Kong can no longer compete by way of making. We must adopt a mode of thinking that is based on design and the appreciation of our indigenous creativity. The burgeoning Chinese manufacturing capacity inevitably means opportunities are abound – many Chinese businesses can be persuaded to incorporate design for financial success. By developing and honing a synergy between our local design talent and industry, Hong Kong has the potential to play a critical role throughout this process of evolution.

香港單靠製造業來保持競爭力的日子已不再，我們需要調整思維，以設計為本，以原創為喜。中國大陸蓬勃的生產力無疑為我們帶來大量機會——我們可說服中國企業，藉設計來提升盈利。通過提升香港本地設計人才和產業之間的協同效應，香港有充分空間可以在這充滿變革的時代中扮演關鍵角色。

WHAT WE

我們的工作...

3

Nurturing “Design-preneurs” 孕育「設計企業家」

The InnoCentre is a purpose-use facility where design and innovation are centralised within a backdrop teeming with vibrant activities that stimulate growth. Through joint efforts with Hong Kong Science & Technology Parks Corporation, the Hong Kong Design Centre has provided professional input to building into InnoCentre with features suitable for design tenants and incubating design start-ups. Within InnoCentre, we have a “Design Incubation Programme” providing a nurturing and supportive environment for young creative entrepreneurs.

創新中心一個充滿創新設計的設施，目的是通過集中各種活動來激發創意。透過與香港科技園公司協作，香港設計中心憑藉其專業知識，為創新中心增添了各種元素，以協助中心內的租戶和新晉設計公司。創新中心更設有「設計創業培育計劃」，支持和培育年青的創意產業企業家。

2

Upgrading design skills and building networks 提升設計技能和 建立網絡

A unique selling proposition for Hong Kong designers is their appreciation and experience of Eastern and Western cultures. From both a creative and commercial level, our local designers uniquely form a natural link between these two global business communities. Staying ahead of the shifting demands of business is, however, essential. Apart from upgrading designers with better design skills, we also equip practitioners with the language of the business world – in finance, marketing, management and more. Networking is an essential part of what we do. Social or business-tailored events create an open forum to share ideas, encourage partnerships and build new business opportunities. To achieve this, we organise a year-round programme of seminars, workshops and conferences.

香港設計師的一大優勢，是能同時領悟並欣賞中西文化。不論在創意和商業層面，本地設計師都是中西方的自然橋樑。與此同時，設計師必須走在瞬息萬變的市場之先。除了提升設計技巧，香港設計中心會協助設計師掌握商界(財經、營銷、管理等等)的語言。建立網絡也是我們的工作重點。我們的社交或商業活動是一個開放的平台，讓大家互享經驗、建立關係、共創商機。因此，我們全年都舉辦連串的研討會、工作坊和會議。

1

Injecting Design in Business 營商注入設計

We are passionate about raising the profile of design as a strategic part of every company's core business. In our work we encourage business owners and managers to think like designers and invest in strengthening their design capabilities. We provide information, research, case studies, best practice guidelines and business contacts to facilitate greater bonds between business and design.

我們積極提升設計在每家公司的核心業務中的所佔策略性地位。我們鼓勵營商者像「設計師」一般思考，並不斷提高公司的設計能力。我們提供資訊、研究報告、案例、業界最佳典範和聯繫方法，促成營商者與設計師互相認識和了解。

DO...

Looking at Hong Kong from a designer's perspective, I can't help but think about the enormous potential this unique place has got: small geographical area, limited population, long history, East meets West, skilled people, unique mixed culture, international scope and substantial economic power. If the world has got a place that can stand out for creating big thoughts and ideas – and make them real – this is the place.

身為設計師，我不得不說香港真是得天獨厚：彈丸之地、人口有限、歷史悠久、東西交匯、人才濟濟、文化融爐、國際視野和經濟穩健。若世上真有地方能創造偉大意念一旦能令其實現——這裏就是了。

Director of Kontrapunkt
Kontrapunkt 總監
Bo Linnemann

4

Enhancing community-wide design appreciation 加強社會欣賞設計

Hong Kong's potential as a regional design centre will only be realised when appreciation and understanding of the value of design are embedded within the community. We actively promote public engagement via community-focused seminars, exhibitions and media programmes to link like-minded design-passionate people. To ensure that the progressive message of design is echoed across society, we also work closely with the Government and educational institutions on design-related policy and issues.

香港如要成為亞洲設計中心，社會必先深信設計的價值。通過社區為本的研討會、展覽和傳媒節目，我們鼓勵公眾積極投入和參與，並凝聚了一群對設計充滿熱誠的人士。同時，我們會向政府和教育機構就設計相關的政策和事宜提供意見，確保設計為要的訊息傳遍社會。

5

Celebrating Design Excellence 設計獎項嘉許成就

Recognition and peer acknowledgement of success is an important tool in building a stronger design community. We run a design awards programme that celebrates excellence in the following areas:

Design For Asia Award uniquely recognises outstanding designs that have been most influential across Asia

Design Leadership Award celebrates strong corporate leaders who have applied design to achieve exceptional business success

The World's Outstanding Chinese Designer Award recognises the achievement of Chinese designers from across the globe

Hong Kong Young Design Talent Awards acknowledge the latent potential of our young design talents

要建立一個強勢的設計社區，嘉獎和同儕鼓勵十分重要。我們設有下列獎項表彰優質設計：

亞洲最具影響力設計大獎嘉許對亞洲最具影響力的出色設計。

設計領袖大獎表揚那些善用設計獲取商業成就的企業領袖翹楚。

世界傑出華人設計師肯定華人設計師在全球的貢獻。

香港青年設計才俊大獎嘉許有潛質成為優秀設計師的青年。

6

Raising Hong Kong's profile as a design hub 提升香港為設計之都

We are dedicated to putting Hong Kong firmly on the international design map. We believe in promoting Hong Kong as a vibrant, creative and engaging location for design talents and professionals. Through well-deployed strategies and initiatives, Hong Kong's reputation in design excellence is steadily gaining prominence. These include:

- Widening our international network of design experts, firms and institutions, allowing for greater professional interaction and business development
- Organising roadshows at cities to spread awareness of Hong Kong's design abilities
- Showcasing Hong Kong's vibrant and varied design community through the publication of books and case studies
- Hosting large-scale conferences, which attract design talents and business leaders from around the world to share insights into issues relating to design and business

我們致力鞏固香港在國際設計舞台上的地位。我們深信香港的活力、創意和魅力是設計專才發展事業的理想基地。通過以下的精心策劃和部署，香港的設計優勢越見名聞遐邇：

- 擴大我們的國際網絡，聯繫世界各地的設計專才、公司和學院，以期加強專業交流和拓展商機
- 舉辦世界巡迴路演，宣傳香港設計才能
- 通過出版書刊和發表個案研究，展示香港多姿多采和充滿活力的設計社群
- 舉辦大型會議，吸引世界各地的設計人才及商界領袖共同分享有關創意與商業的見解

Our Achievements – A Year in Review 我們的成就 — 年度回顧

As expressed in this report, our work in design is truly multifaceted. And it should be. Design is indeed a complicated subject. The work completed by the Hong Kong Design Centre covers a wide spectrum of objectives. This year, we followed examples set forth from previous years, and have risen to challenges by aggressively broadening the scope and scale of our varied programmes.

The work achieved can be viewed under three broad target categories: **design for business and public sector**; **design for designers**; and **design for public**. Through this, we demonstrate just how we have delivered on mandates to service needs in Hong Kong.

正如本報告所言，我們對設計所作的努力是多方面的——本該如此，因為設計本來就是複雜的，所以香港設計中心的工作範圍極廣。今年我們立足於往年成功的先例上，不懼挑戰，積極擴大了各項活動的種類與規模。

我們的工作對象可以分為三大類別：**企業及公營機構**、**設計師**、**公眾**。透過不同活動展現了我們如何履行使命，服務香港。





NOV /07

- **Service Design Seminar**
1 Nov 2007
- **Italian Way of Seating**
16 Nov – 16 Dec 2007
- **Fashion Design Seminar and Workshop for Art and Design Teachers**
17 Nov 2007

JAN /08

- **Workshop on Law and Business of Licensing**
23 Jan 2008
- **Information Design Workshops**
Jan – Mar 2008

MAR /08

- **CEO Knowledge Management Symposium: Creating Value Through Innovation, Knowledge and Design**
5 Mar 2008
- **Public Sector Reform Conference**
27 – 28 Mar 2008
- **Breakfast with Sir George Cox**
28 Mar 2008
- **Public Service Design: Design for Olympic Cities – An Experience Sharing Session**
28 Mar 2008
- **Entrepreneurship for Design & Creative Business**
29 Mar – 14 Jun 2008

DESIGN FOR BUSINESS AND PUBLIC SECTOR

企業及公營機構

Design, as I see it, is arguably the number one determinant of whether a product – service – experience – brand proposition stands out... or doesn't; has integrity... or doesn't; connects... or doesn't. Furthermore, it's 'one of those things' that few companies put – consistently – on the front burner.

設計，在我看來，就是決定產品 — 服務 — 經驗 — 品牌能否突圍而出……或是否完整無缺……或是否緊密聯繫的決定性因素。可是，能始終如一認同設計是當務之急的公司，卻只屬少數。

Tom Peters

Writer and expert on business management practises
企業管理專家及作家 **Tom Peters**



Reinventing with Design 設計創新機 (11-16 / 6 / 2007)

Reinventing with Design (ReD) is a weeklong event comprising a series of participatory cultural events, workshops, conference and a CEO dinner.

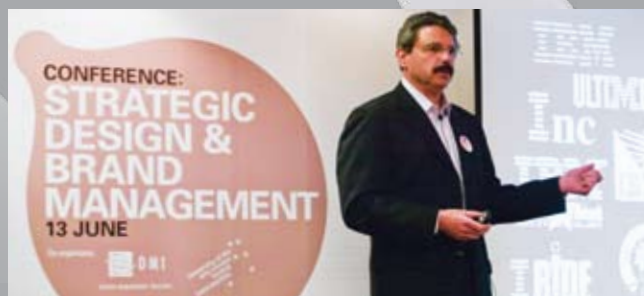
設計創新機的活動為期一周，包括了各項文化節目、工作坊、會議及CEO晚宴。

The ReD Conference

In partnership with the Design Management Institute (DMI) and University of the Arts London, Central Saint Martins College of Art and Design, the conference, focused on design strategy and brand management, attracted an attendance of over 200. Key speakers, such as Cressida Granger (Managing Director of Mathmos Ltd), Lee Green (Vice President, Worldwide IBM Brand and Values Experience), Dr. Thomas Lockwood (DMI President) and others, engaged in a revelatory discussion about the use and management of design for success. Key topics of discussion included: Making Design a Core Strategic Business Competency; Selling Strategic Design Up the Corporate Ladder; and How to Achieve Success: An Insight into How Hong Kong Companies can Make the Move from OEM to OBM.

設計創新機會議

由香港設計中心與美國設計管理學院 (Design Management Institute) 及英國倫敦藝術大學中央聖馬丁藝術與設計學院 (Central Saint Martins College of Art and Design, University of the Arts London) 合辦，重點討論設計策略和品牌管理，吸引了超過200人參加。主要講者包括：Cressida Granger (Mathmos Ltd. 董事總經理)、Lee Green (Worldwide IBM Brand and Values Experience 副總裁)、Dr. Thomas Lockwood (DMI總裁)等人士，他們跟參加者探討設計的運用及管理如何帶來成功。重點討論包括：設計如何成為營商的核心能力；向企業推銷策略設計；以及如何達致成功：深入探討如何由原設備生產模式轉型至自創品牌生產模式。





Business of Design Week 2007 設計營商周 2007 (10-15 / 12 / 2007)

Bringing the best of the global design industry to Hong Kong, our flagship event Business of Design Week (BODW) is Asia's leading international conference dedicated to design, brand and innovation. Uniquely focused on the intricate relationship between business and design, BODW is an international platform for designers, experts and entrepreneurs to network and share ideas, and business matching, and it is an essential introduction to design for students and the general public.

Now in its sixth year, this year's BODW proved to be a biggest and best yet, with many declaring it the largest design gathering of 2007. BODW 2007, a weeklong celebration of design and innovation, provided a substantial programme of 12 worthwhile and varied events. More than 50,000 participants attended, and over 100 prominent international speakers and brand representatives helped to highlight the programme. More than 190 international journalists attended BODW 2007 and generated more than 260 pieces of press coverage; total readership reached 58.9 million, equivalent to HK\$13 million worth of media coverage.

Similar to previous renditions, BODW 2007 comprised a series of concurrent conferences, exhibitions and outreach programmes. Picking up from previous years' example, we have partnered with Italy to showcase and unveil the secrets of Italian design. The core event, the BODW forum, gathered some of the world's top designers – amongst them are Mario Bellini, Marc Newson, Zaha Hadid, Tom Dixon and Massimo Vignelli – and witnessed them offer a gamut of insights into Mobility & Design; Brands & Design; Product, Technology & Design; and Communication Design & Branding.

設計營商周(BODW)是亞洲區內首屈一指，以設計、品牌及創新為重點的國際級盛會，讓全球頂尖的設計師聚首一堂，是香港設計中心的旗艦活動。設計營商周著重帶出設計與營商息息相關的關係，並締造了一個國際平台，讓設計師、專家及企業家可藉此機會建立聯繫、交流心得；它也是讓學生及群眾認識設計的重要盛事。

踏入第六年，本屆設計營商周的規模及成效均是歷屆之冠，甚至被譽為2007年度最受矚目的設計界盛事。設計營商周2007為一星期的活動，是設計及創意界的盛事。當中包括12項不同類型的活動。今年，超過5萬人參加及逾100名國際知名的講者及品牌代表出席。此外，設計營商周2007亦吸引了超過190名來自世界各地的記者採訪，逾260篇的傳媒報導。總閱讀人數達5890萬，相等於港幣\$1300萬的媒體報導。

一如既往，設計營商周2007包含一系列同期舉行的會議、展覽和外展活動等。根據往年模式，本屆邀請了意大利作為協辦夥伴，為大家揭示意大利設計的秘密。其中的重點活動國際論壇，雲集國際頂尖的設計師，包括Mario Bellini、Marc Newson、Zaha Hadid、Tom Dixon及Massimo Vignelli並分享他們在汽車及運輸和設計、品牌和設計、產品、技術和設計及傳播設計和品牌等方面的精闢見解。



The concurrent conferences, built on past successes, continued a disciplined expansion of focus on design education, brand strategy and product innovation. The concurrent events held in BODW 2007 included:

參考往年的成功經驗，同期舉行的多項會議將重點擴展至設計教育、品牌策略和產品創新的探討。設計營商周 2007 同期舉行的活動包括：

Inno Asia – a one-day technology conference co-organised by Hong Kong Science & Technology Parks Corporation. World experts unveiled how they innovate and deploy technology in lifestyle products, architecture, mobility, illuminations and materials – to achieve growth in business. It attracted some 600 audience, generating a 35% growth from previous year.



創新科技亞洲會議 — 是次會議與香港科技園公司合辦，為期一天。會議匯聚世界級專才，講述他們如何將創新意念及科技適當地應用於時尚產品、建築、流動通訊設備、照明及相關產品，以達致業務增長。此會議吸引600多名參加者，比對上一年增長百分比之三十五。

DesignEd Asia – a two-day design education conference co-organised by The Hong Kong Polytechnic University. It was staged for the first time in the Hong Kong Convention and Exhibition Centre. This year's theme tackled the issue of cultural preservation in the context of education and design which attracted more than 780 participants, an increase of 300% from previous year.



設計教育亞洲會議 — 是次會議與香港理工大學合辦，為期兩天。今年首次在香港會議展覽中心舉行，主要探討設計及教育在文化保育方面的角色。參加人數逾780名，比對上一年增長三倍。

Brand Asia – a two-day brand strategy conference and academic symposium co-organised by The Hong Kong Polytechnic University and the Asia Centre for Brand Management. Uniquely created for the business sector and business students, Brand Asia 2007 explored the different aspects and approaches toward brand experiences that enhance brand and customer equity. Academics, practitioners, and brand consultants congregated to share real-life case studies and strategies on brand management. Participation exceeded 650, a growth of 4% from last year.



品牌管理國際會議 — 由香港理工大學及亞洲品牌管理中心合辦的品牌策略會議及學術研討會會議，為期兩天。此會議專為商界及商科學生而設，探討品牌經驗的各種問題和處理方法，從而能增強品牌和顧客的資產價值。學者、設計界人士及品牌顧問在活動中聚首一堂，分享有關品牌管理的真實個案研究和策略。參加者逾650人，比對上一年增長百分比之四。

A new element of BODW 2007 was the inaugural I.P. Asia, a high-level platform developed for senior executives, designers, IP professionals and consultants to share experiences and views on critical strategies in the exploitation, deployment and protection of intellectual property. 17 overseas and 11 local experts were engaged to discuss the subject matter for the first time.



知識產權管理亞洲論壇是設計營商周2007的新環節，旨在建立一個高層次平台，讓高級行政人員、設計師、知識產權的專業人士及顧問就發掘、運用及保護知識產權的關鍵策略上，分享經驗及意見。今年是首次有17名海外及11名本地專家參與討論。

**bodw
forum**

07



Business Consultation Services (8 / 2007 – 3 / 2008)

As part of our ongoing commitment to instilling business expertise in designers, a series of around 40 free consultation sessions were offered at InnoCentre. Organised in conjunction with Hong Kong Productivity Council and the Federation of Hong Kong Industries, key issues including the commercialisation of technology, branding, intellectual property, and eco-design were addressed.

香港設計中心一直致力向設計師灌輸商業知識。為此，一系列約40節的免費諮詢服務在創新中心舉行。是項諮詢服務與香港生產力促進局及香港工業總會合辦，涵蓋技術商品化、品牌建立、知識產權和環保設計等重要議題。

Getting Help on Business Issues Workshop (24 / 9 / 2007)

Co-organised with the Chinese University of Hong Kong, this workshop offered its undergraduate students opportunities to synergise with InnoCentre incubatees on real business issues. The workshop served as a platform kick starting a collaboration that lasted about one and a half months.

工作坊與香港中文大學合辦，讓大學生有機會與創新中心的培育公司互相切磋商業問題。工作坊發揮其平台功能，為雙方開展了一個為期個半月的共同合作。

Service Design Workshop (30 – 31 / 10 / 2007) and Seminar (1 / 11 / 2007)

This three-day training workshop and seminar, with Hong Kong Association for Customer Service Excellence and the HKSAR Government as our strategic partners, examines and explores the role of service design. Led by Live/Work Founder and Managing Director Chris Downs, over 250 participants were presented with key methodologies to transform knowledge of customer needs into real business opportunities. A creative approach, characterised by convergent and divergent thinking, visualisation, user observation, iteration and prototyping, was proposed to help participants assess, analyze and/or utilise service design with greater aptitude.

以香港優質顧客服務協會及特區政府為策略伙伴，為期三天的工作坊暨研討會主要探討服務設計的角色。由Live/Work的創辦人及常務董事 Chris Downs 帶領，向超過250名參加者介紹怎樣將顧客需求轉化為商機的方法。通過集中及分散思維、影像化、用家觀察法、反覆操作及原型建構等創新方式，幫助參加者評估、分析及更大幅度採用服務設計。





GDN Roundtable: Influence of Design on Culture, and the Role of Design Museums (11 / 12 / 2007)

Every year, the Global Design Network (GDN) organises a roundtable event, running concurrently with the Business of Design Week, to address key issues that dominate the agenda of design organisations from across the globe. Under the theme of "Influence of Design on Culture, and the Role of Design Museums", this year's discussions focused on examining the strategic role of design museums and their development. The keynote presentations were addressed by world leading museum directors, Deyan Sudjic of Design Museum in London and Alexander von Vegesack of Vitra Design Museum, and attracted a participation of over 300. It was followed by three concurrent sessions in which GDN member associations and leaders of design organisations from Greater China, Asia-Pacific, Europe, and North America gathered to propel discussions and form strategies on the issue. As this Roundtable discussion had generated further insights to the project of West Kowloon Cultural District in Hong Kong, the proceedings of the event were subsequently disseminated to relevant policy makers, design practitioners, museum curators and major stakeholders to seek their attention and interest on the issue.

每年，Global Design Network(GDN)都會在設計營商周期間舉行圓桌會議，探討全球設計組織關注的問題。今年以設計對文化的影響及設計博物館的作用為主題，集中討論設計博物館的發展及策略。全球主要設計博物館館長，包括倫敦Design Museum的Deyan Sudjic及Vitra Design Museum的Alexander von Vegesack，均為此會議作主旨發言，吸引了超過300名參加者。而GDN會員及大中華地區、亞太及歐美設計組織領袖均應邀於緊隨的三個並行會議中參與共建策略及討論，集思廣益。由於圓桌會議為西九龍文娛藝術區發展引起了進一步的理解，是此討論的記錄隨後已分發有關決策者、設計從業員、博物館館長及其他相關人士，就問題尋求他們的關注。

Workshop on Law and Business of Licensing (23 / 1 / 2008)

To better equip the design community, this workshop helped introduce the fundamentals of IP protection, licensing techniques, and practical licensing strategies critical for branding success.

工作坊為設計界而設，旨在介紹保護知識產權、特許使用的技巧及實際的特許使用策略等基礎知識，令業界人士能成功建立品牌。



ABC Guide to Design for SMEs (28 / 2 / 2008)

Co-organised with the Federation of Hong Kong Industries, this interactive workshop aimed to help Hong Kong SMEs unlock the potential of design, as a tool for innovation. This revelatory workshop helped to transform perceptions of design. Some 30 participants learned about the value of thinking beyond form and aesthetics, to reinvent their businesses using key design strategies and methodologies.

與香港工業總會合辦，工作坊旨在協助香港的中小企業開發設計的潛力，並使之成為創新的工具。是次研討會啟發30多名參加者重新認識設計，明白如何在思想上突破形體與美學的界限，利用重要的設計策略和方法，令業務煥然一新。



CEO Knowledge Management Symposium: Creating Value Through Innovation, Knowledge and Design (5 / 3 / 2008)

Hosted by the Hong Kong General Chamber of Commerce, this symposium uniquely engaged over 120 corporate leaders from diversified industries to advance the role of knowledge management and design in value creation. Key business and renowned design leaders, including Gary Chang and Tommy Li, were lined up by the Hong Kong Design Centre in forming the symposium's panel of experts.

研討會由香港總商會主辦，其對象為企業領袖，逾120名來自不同行業的企業領袖參與，以提升知識管理水平及設計在創造價值所起的作用。香港設計中心負責此研討會的專家講者安排，包括資深的商界及設計領袖張智強及李永銓。



Public Sector Reform Conference (27 – 28 / 3 / 2008)

Organised by the Government's Efficiency Unit, the conference is regarded as strategically vital in influencing government policy and direction. The Hong Kong Design Centre advised to help shape the conference's March 28 afternoon session on design. Hong Kong Design Centre provided valuable input concerning selection of speakers and the topics of discussion.

研討會由政府效率促進組主辦，被認為能影響政府的政策及方針。香港設計中心為三月二十八日下午有關設計的環節提供協助，並對講者人選及討論題目提供了寶貴的意見。

Breakfast with Sir George Cox (28 / 3 / 2008)

Over 80 senior executives from different industries and businesses attended this breakfast-cum-seminar with Sir George Cox (former Chairman of UK Design Council) focused on how design can be used to benefit industry and the economy. This event was targeted towards top-level executives in private and public sectors, as well as local academics.

這個早餐暨講座由Sir George Cox (英國設計協會前主席)主持，逾80位來自不同行業及工商界的高級行政人員出席，討論設計如何為業界及經濟帶來裨益。這個活動的對象為公私營機構的領導層及本地學術界人士。



Public Service Design: Design for Olympic Cities – An Experience Sharing Session (28 / 3 / 2008)

Eleanor Fawcett is a designer currently working on plans for the 2012 Olympic Games in London. Her work also involves the development of the Olympic zone and surrounding areas. Co-organised with the Hong Kong Institution of Engineers, this experience sharing session followed the exploits of her forward-thinking work, which will eventually create a vibrant new quarter for London, to examine how we can design and build for the future in a city. Joined by local structural engineer, Michael Kwok, who is in charge of Arup's major Olympic projects in Beijing, this interactive discussion attracted a group of 30 participants, ranging from the fields of planning, engineering, architecture and design.

設計師講者 Eleanor Fawcett，正為2012年倫敦奧運提供設計，包括奧運發展區及周邊地方，其設計會為倫敦營造一個充滿活力的新天地。這經驗分享會與香港工程師學會合辦，以其具前瞻性的作品為對象，分析如何才能設計及建造出一個明日之都。本地建築工程師郭家耀先生，亦於會上分享他作為奧雅納工程顧問為北京奧運主要項目建築工程師的經驗。此互動的討論會吸引了30名不同範疇的參加者，包括計劃、工程、建築及設計。



Entrepreneurship for Design & Creative Business (29 / 3 – 14 / 6 / 2008)

Built on a highly interactive format, the programme helps equip designers with the necessary skills and understandings of key business issues. The programme is the first of its kind customised to meet the needs of local design and creative entrepreneurs. Organised in conjunction with the Chinese University of Hong Kong's Centre for Entrepreneurship, 26 participants develop and grow their businesses through a series of intellectually rewarding lectures, experience sharing opportunities and hands-on exercises. The adopted seven-session model together with a company visit initially provides participants with the fundamentals of business to impart advanced methodologies, enabling them to become highly competent entrepreneurs.

這個與香港中文大學創業研究中心合辦的課程，以互動的方式，協助設計師了解商業運作技巧。這是首個特別為配合本地設計及創意企業家需要而開辦的課程。26名參加者不但能在授課中得到相關知識，更有分享經驗和實戰的機會。這七節的基礎課程配合公司參觀，幫助參加者踏上營商的階梯，為成為出色的企業家作好準備。



DESIGN FOR DESIGNERS

設計師

Designers must find new ways of working that enable them to apply their skills where they are most needed – to tackle problems such as chronic health care, climate change and an ageing population.

設計師必須革新工作模式讓其所識能配合需求—解決長期病患、氣候轉變和人口老化等問題。

Senior Design Strategist, UK Design Council
英國設計局高級設計策略師
Jennie Winhall



ReD Cultural Workshop and Forum (11, 12, 15/6/2007)

In line with a desire to explore the cultural elements of design, workshops and forums were held on Chinese Calligraphy, Communication Design, and Food Culture and Restaurant Design. Four renowned overseas speakers, including Katsumi Asaba, Chen Jan-Liang, Tong Yang-Tse, Ray Chen, and seven local design experts, including Benny Au, Kan Tai-Keung, Craig Au Yeung, Simpson Kwan, Tommy Li, William Lim and Calvin Yeung, brought together key practitioners and cultural personalities to imaginatively expose new views on culture, design, and daily living.

為探索設計的文化元素，香港設計中心開設了有關中國書法、通訊設計、飲食文化及餐廳設計的工作坊和論壇，匯聚了業界和文化界知名人士。當中四位知名的海外講者，包括淺葉克己、陳俊良、董陽孜、陳瑞憲及七名本地設計師，包括區德誠、靳埭強、歐陽應霽、關順發、李永銓、林偉而及楊家弘，共同開拓在文化、設計及日常生活上的創新思維。

Italy Cultural Tour (9–14/7/2007)

The tour proposed a unique opportunity for participants to discover Italy from the perspective of design, fashion and culture. Throughout the eight-day guided tour, 28 participants visited a plethora of fashion, museum, gallery and exhibition venues between Venice, Milan and Florence. Highlights of tour included visits to the 52nd Venice Biennale International Art Exhibition, Fondazione Roberto Capucci and the factory of Braccialini.

此文化體驗之旅讓二十八名參加者有機會從設計、時裝及文化的角度去認識意大利。八天中走訪威尼斯、米蘭及佛羅倫斯的時裝中心、博物館、畫廊及展覽場。這旅程的主要部分是參觀第五十二屆威尼斯雙年展、Fondazione Roberto Capucci及Braccialini工房。





Design of May Yang
May Yang設計的手挽袋



Overseas Workshops in Accessories Design (16 – 27 / 7 / 2007)

Following the Master Class Seminars in Brand Management and Innovation Strategies Design from June's Reinventing with Design, 24 design practitioners and educators took the opportunity to travel to Milan, Italy to undergo an intense workshop programme. Running in tandem by the Domus Academy, two workshops provided students with opportunities to develop vital understanding and skills in either bags & belt or bijoux creation.

繼六月「設計創新機」的Master Class Seminars in Brand Management and Innovation Strategies後，二十四名設計學員及教育家隨即前往意大利米蘭參加Domus Academy的工作坊進行深造。學員在兩個工作坊中學習到手袋及腰帶或精美小配飾的製作技巧。



Master Class in Accessories Design

Jointly orchestrated by the Hong Kong Design Centre and the Domus Academy, the Master Class explored the role of history, culture and trend, design strategy and technology in the fashion-accessories industry. Directed by key thinkers, practitioners and academics, the Master Class provided a vital understanding that served as the foundation to further studies and development (the programme comprised a module running from June to November with seminars, a cultural tour of Italy, workshops and exhibitions).

本深造課程由香港設計中心及Domus Academy合作開辦，探究在時裝配飾業內，歷史、文化與潮流、設計策略以及新科技所扮演的角色。由主要智囊、業界人士及專業學者指導，課程為有志持續進修或發展的人士打下基礎(課程由六月至十一月舉行，包括講座、意大利文化體驗之旅、工作坊及展覽。

Seminars in Brand Management and Innovation Strategies (14 – 16 / 6 / 2007)

This is a seminar programme with an original mix of lectures and contributions by experts from the design and business management fields. The seminars provide a wide spectrum of contributions from brand identity and management of design-driven companies, to trend of the fashion field and fashion-related products, interior and retail design. With expertise speakers from related fields of specialties, including Emilio Genovasi, General Director and respective directors from the departments of Fashion, Architectural, Research and Consulting of Domus Academy; Prof. Antonio Catalani of Bocconi University, and Fabiana Orlandi of Lineapelle, the programme attracted a total of 160 participants.

本課程講座由設計業及工商管理的專家講解及授課。講座探討的題目廣泛，包括品牌認同、以設計為主導的公司管理、以至時裝業及相關產品的潮流，室內及零售業設計。專家講者來自不同相關專業的界別，包括 Domus Academy 的總監 Emilio Genovasi及多位來自時裝、建築、研究及諮詢部門總監、Bocconi University的 Antonio Catalano教授及Lineapelle Antonio Catalani的 Fabiana Orlandi教授。此活動共有160人參加。

Design of Agnes Siu
蕭美芝一系列袋的創作





Design of Liz Ko
Liz Ko的設計演繹

Prototyping Workshop (14–15/9/2007)

Using concepts and drawings developed at the Domus Academy in Milan, students continued their projects by developing prototypes in Hong Kong. With guidance from two project leaders, Daniel Puppa and Brunella Caccaviello, students completed finalised creations during the workshop.

學員把在米蘭Domus Academy構思的創作概念和繪圖帶回港後，續在Domus Academy的導師Daniel Puppa及Brunella Caccaviello指導的兩個工作坊中，完成原型製作。

Evening Lectures with Two Italian Masters in Accessories Design (14/9/2007)

This evening forum with Daniella Puppa and Brunella Caccaviello from Domus Academy explored the connection between contemporary accessories design and traditional jewellery and product design.

意大利Domus Academy的Daniella Puppa及Brunella Caccaviello大師舉行晚上論壇，探討了當代配飾設計和傳統珠寶產品設計的微妙關係。

Post-Master Class Exhibition – Accessories Design Re-mastered (18/10 – 7/11/2007)

24 participants of the overseas master class showcasing their wide range of final products, from handbags, knapsacks, earrings to brooches, at InnoCentre for a group exhibition namely, Accessories Design Re-mastered. This three-week exhibition entertained an impressive audience of over 1,000 general public.

24位曾到海外的學員在創新中心以「Accessories Design Re-mastered」為題，集體展出他們不同類型的作品，由手袋、背包、耳環以至胸針。這三星期的展覽吸引了超過1,000名市民參觀。



Design of Charis Ng
Charis Ng設計的頸鍊飾物

Workshop with Ross Lovegrove (11 / 9 / 2007)

From opportunities cultivated from Business of Design Week, renowned industrial designer Ross Lovegrove was invited to share with local design students his thoughts on design and the process of creation. This half-day workshop, which took place at The Hong Kong Polytechnic University, presented over 100 students with a rare opportunity to get up-close-and-personal with one of the world's most influential designers – and have their work critiqued.

香港設計中心把握了設計營商周帶來的機會，邀請工業設計大師 Ross Lovegrove 與本地設計學生分享他的設計心路歷程。半日的工作坊在香港理工大學舉行。這不但給超過100名學員與世界知名的設計大師見面交談的機會，更難能可貴是大師對學員的作品亦作點評。





Information Design Workshops (25 / 1 – 29 / 3 / 2008)

This series on information design offered participants intense hands-on understanding of the discipline. Framed within four independent workshops, the training programme disseminated the versatility of information design in four key areas by a group of expertise from the UK: Digital Design by Matthew Maxwell of Twenty-Six London, Advertising by Chris Aldhous and Peter Hodgson of Fuel London, Publishing Design by Jeremy Leslie of John Brown Group, and Public Service Design by Eleanor Fawcett of Design for London. Co-organised with Creative Connexions, the workshops contributed to broadening creative senses and enhanced professional knowledge, while engendering a re-evaluation of the subject. The four workshops had attracted a total of 120 participants from various sectors, including marketing and strategic consultancies.

這一系列的工作坊讓參加者深入理解資訊設計，透過四個獨立的課題和一群來自英國的專家，包括由 Twenty-Six London 的 Matthew Maxwell 主講的數碼設計、Fuel London 的 Chris Aldhous 與 Peter Hodgson 主講的廣告設計、John Brown Group 的 Jeremy Leslie 主講的出版設計及 Design for London 的 Eleanor Fawcett 主講的公共服務設計等介紹這四大範疇上的多面應用。工作坊與「創意連接」合辦，除了能擴闊創作觸覺和提升專業技能，工作坊亦刺激參加者重新評估資訊設計的影響。四個工作坊共吸引了120位來自不同界別，包括市場推廣及策略顧問等。



HKDC Awards 香港設計中心設計大獎 (12/12/2007)



Design For Asia Award (DFA Award) 亞洲最具影響力設計大獎

The DFA Award is dedicated to promoting design excellence and is uniquely presented to companies from around the world that have generated business success through good design that reflects, or has an impact on, the Asian lifestyle. This year, reflecting the Award's persistent growth and influence, we received a record number of entries, 588. We expanded our efforts and have traveled throughout Asia, to experience first-hand the scope and quality of Asian design. A total of 17 awards were given to designs, ranging from bras and a secluded resort in the Himalayas to a groundbreaking kindergarten in Japan.

「亞洲最具影響力設計大獎」旨在表揚以優良設計來反映或影響亞洲生活風尚，從而達致商業成功的企業。隨著獎項越來越備受注目，今年我們收到588個參賽提名，為歷屆之冠。我們加倍努力，走遍亞洲各地，親身體會各種亞洲設計的獨運匠心。今屆頒發了17個獎項，作品從精美胸罩、至喜瑪拉雅山幽靜的渡假區及日本的破格幼稚園。



Design Leadership Award 設計領袖大獎

The Design Leadership Award acknowledges the achievements of strong corporate leaders who have developed and applied design to achieve exceptional business success. This year's winner was Tadimitsu Matsui, President of Japanese retailer MUJI. Matsui was acknowledged for his abilities to lead MUJI by striking a difficult balance between sound business practices, outstanding design, and an exceptional focus on quality and affordability.

「設計領袖大獎」旨在表揚致力發展及應用設計以達致卓越商業成就的企業領袖翹楚。今年的得獎者是日本零售商無印良品的主席松井忠三。在松井忠三的領導下，無印良品既能在優化業務及傑出設計之間取得平衡，亦能兼顧品質和價格，殊不容易。



DFA Grand Award Winner (from left to right)
Banyan Tree Lijiang, Cubic Floater, The Organic Pharmacy Hong Kong Store
「亞洲最具影響力設計大獎」得獎作品 (由左至右)
麗江悅榕莊、Cubic Floater、The Organic Pharmacy 香港店

2007 DLA Winner –
Muji President, Tadimitsu Matsui
2007「設計領袖大獎」得獎者 –
無印良品主席·松井忠三



Jewellery creation by Kai-yin Lo
羅啟妍的珠寶創作



The World's Outstanding Chinese Designer 世界傑出華人設計師

The World's Outstanding Chinese Designer award aims to reach out to Chinese designers across the globe, creating a pool of shared knowledge and experience based on common origins. The award recognises role models who inspire young Chinese designers wherever they may be. Years of dedication in jewellery design and academic work on Chinese culture makes Kai-yin Lo a fitting recipient of this year's award. It is Lo's unwavering ability to fuse traditional forms with an awareness of contemporary trends that establishes her success on the international stage.

「世界傑出華人設計師」大獎旨在包含所有全球華人設計師，希望成立一個平台，讓同根同源的设计師分享經驗和交流知識。同時亦希望為下一代的華人設計師樹立典範，啟發他們努力求進，打造璀璨的未來。羅啟妍女士多年來對珠寶設計及中國文化精心鑽研，今年得獎的確實至名歸。羅女士特別善於在傳統形式上注入當代流行元素，令她在國際舞台上享負盛名。



Hong Kong Young Design Talent Awards 香港青年設計才俊大獎

This year, we were handed the reins to run the Innovation and Technology Commission's Hong Kong Young Design Talent Awards. This annual award competition rewards promising young talents through grants for studies or work attachment programmes. With sponsorship from Innovation and Technology Commission, Gold Peak Industries Group, Bright Future Charitable Foundation, The Hong Kong Polytechnic University, the Hong Kong Young Industrialists Council, and the Vocational Training Council, six awardees were selected in 2007, three were design students and three were practising designers.

今年，我們被委任負責統籌創新科技署一年一度的香港青年設計才俊大獎。透過資助，這個獎項讓潛質優厚的青年設計師到海外進修或實習。今年的贊助機構包括創新科技署、金山工業集團、鵬程慈善基金、香港理工大學、香港青年工業家協會及職業訓練局等。6位得獎者中，3名是修讀設計的學生，3名是在職設計師。



2007 WOCD Winner –
Kai-yin Lo
2007「世界傑出華人設計師」得獎者 –
羅啟妍

2007 HKYDTA Winners
2007「香港青年設計才俊大獎」的多位得獎者

DESIGN FOR PUBLIC

公眾

Creativity is now as important in education as literacy, and we should treat it with the same status.

創作於教育，一如識字於教育般重要。
我們應對它們同等看待。

Expert on innovation and creativity
創意及革新專家
Sir Ken Robinson



Project 9707 (22 / 6 – 12 / 12 / 2007)

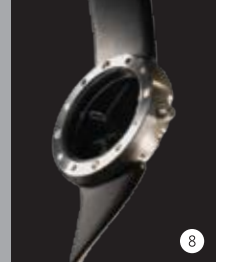
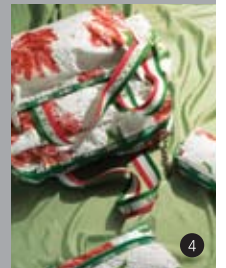
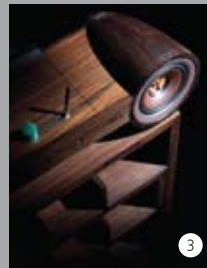
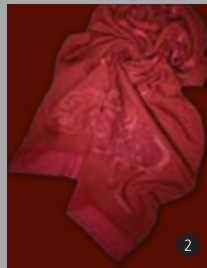
2007 marks Hong Kong's first decade of reunification with China. In celebration of this historic milestone, the Hong Kong Design Centre initiated Project 9707. Comprising three components, namely Creation 9707, Image 9707 and Design 9707, Project 9707 highlights Hong Kong's design achievements and abilities to rise to challenges. Together these three components demonstrate how Hong Kong's special history and culture has played a central role in shaping sensibilities and providing boundless inspiration to its designers.



2007年是香港回歸祖國十週年。在這標誌性的歷史時刻，香港設計中心特別策劃了9707項目(包括創作9707、印象9707和設計9707)，彰顯香港設計業十年來的成就和發展，從中可見香港獨特的歷史文化怎樣陶鑄出香港設計師的感悟力，並為他們提供了源源不絕的創作靈感。

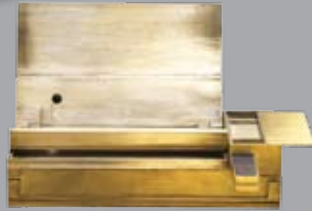


- 1 'Flora Banquet' by Kan Tai Keung x Royal Copenhagen
靳埭強 x Royal Copenhagen – 華宴
- 2 'Life Force Infinity Knot' by Kai-yin Lo x Shanghai Tang
羅啟妍 x 上海灘 – 靈之氣 永恒結
- 3 'Stringless Pleasure' by Lo Chi Wing x KEF
盧志榮 x KEF – 沒弘樂
- 4 'Brilliant Beauty' by Barney Cheng x LeSportsac
鄭兆良 x LeSportsac – 華采
- 5 'Hong Kong My Love' by Alan Chan x Ferragamo
陳幼堅 x Ferragamo – 愛 · 香港
- 6 '85' by Vivienne Tam x Georg Jensen
譚燕玉 x Georg Jensen – 85
- 7 'Chairplay' by Freeman Lau x Life of Cirde
劉小康 x Life of Circle – 椅子戲
- 8 'Euclide' by Michael Young x o.d.m.,
Michael Young x o.d.m. – Euclide





'ECCO 9707' by Eric Chan x Herman Miller
陳秉騰 x Herman Miller – ECCO 9707



'Treasure Box for Urban Nomads'
by Gary Chang x Alessi
張智強 x Alessi – 城市浪人的百寶匣

Creation 9707 創作9707

Creation 9707 brings together ten world-renowned brands with ten accomplished Hong Kong designers to produce ten creative products of superb quality, craftsmanship and distinctiveness. This unprecedented union expounds the possibilities of using partnerships as a conduit to convey the sheer depth of creativity that is present in Hong Kong.

The ten designers have applied outstanding craftsmanship to develop highly unique products that integrate elements and sensibilities from Hong Kong design into the essence of coveted brands. Through this endeavour, Creation 9707 proves unequivocally that designs from Hong Kong are not only distinctive, but also fully capable of representation on the global stage, with a distinction of being "World Class."

Participating designers and brands included: Kai-yin Lo x Shanghai Tang, Freeman Lau x Life of Circle, Gary Chang x Alessi, Michael Young x o.d.m., Kan Tai Keung x Royal Copenhagen, Lo Chi Wing x KEF, Eric Chan x Herman Miller, Vivienne Tam x Georg Jensen, Barney Cheng x LeSportsac, and Alan Chan x Ferragamo. The resulting ten products, along with the participants of this unprecedented union have helped form traveling symposiums and exhibitions about Creation 9707. These events have engaged audiences in Hong Kong, Beijing, Shanghai, Toronto (Design Exchange), Milan (Milan Design Week), London and others, with intimate understanding into product creation, branding and the creative and commercial potential of designs from Hong Kong.

創作9707結合了十個世界著名品牌與十位香港設計師，共同創造出十件不論在品質、工藝及原創性均出類拔萃的作品。這次合作計劃史無前例，印證了以伙伴式的合作，能突顯香港深度的創作力。

十位香港傑出設計師以精湛工藝，揉合名牌設計精髓及香港特色創作出獨樹一幟的精品。創作9707證明了香港的設計不但別具一格，在國際舞台上亦足穩佔一席。

參加此項目的設計師和品牌包括：羅啟妍 x 上海灘、劉小康 x Life of Circle、張智強 x Alessi、Michael Young x o.d.m.、靳埭強 x Royal Copenhagen、盧志榮 x KEF、陳秉騰 x Herman Miller、譚燕玉 x Georg Jensen、鄭兆良 x LeSportsac及陳幼堅 x Ferragamo。這十件製成品先後在世界各地巡迴亮相，包括香港、北京、上海、多倫多 (Design Exchange)、米蘭(米蘭設計周)及倫敦的座談會及展覽，吸引無數訪客駐足觀賞，讓公眾得以深入理解產品創作、品牌建構，以及香港設計的創意及商業潛力。



Tommy Li –
Go Civilization = Go Shopping?
李永銓 –
購物之旅=文明之旅?

榮念曾 –
天天向上
Danny Yung –
Make Progress Everyday

Image 9707 印象9707

Image 9707 creatively captures the vibrant and energetic qualities of Hong Kong through the perception of famed international designers. Led by globally recognised Hong Kong designer Vivienne Tam, the ten Image 9707 designers have produced ten T-shirts, each featuring personal impressions of Hong Kong. Idiosyncratic sketches and designs by Ross Lovegrove, Zaha Hadid, Zandra Rhodes, Tommy Li, Jimmy Choo and others, explicate and underline the city's profile as an inspiring creative hub. An exhibition of the ten T-shirts has traveled across continents helping to engage the public from numerous regions.

印象9707透過國際著名設計師的眼光，捕捉了香港活力充沛的一面。由世界知名的香港設計師譚燕玉策劃，邀請了十位設計師每人設計一款T恤表達各自對香港的觀感。Ross Lovegrove, Zaha Hadid, Zandra Rhodes, 李永銓, Jimmy Choo等設計師通過別開生面的素描設計，描繪了香港這個創意之都的不同面貌。十款T恤已在世界各地作巡迴展覽，成為香港的宣傳大使。



Zaha Hadid –
山頂，香港，1982-83
Zaha Hadid –
'Blue Slabs' the Peak,
Hong Kong, 1982-83



徐冰 –
香港-新英文書法
Xu Bing –
Hong Kong – Squarewood Calligraphy





Design 9707 設計9707

Design 9707 is a book jointly published by the Hong Kong Design Centre and the Hong Kong Trade Development Council. Titled "Very Hong Kong: Design 1997-2007", this volume offers an eclectic and diverse look at some of the best examples of design – in a multiplicity of sectors, disciplines and incarnations – that have been realised during the past ten years. Numbering 87 cases from large scale projects, such as the Hong Kong International Airport to toy products like the Picooz Helicopter – the world's smallest flying helicopter – this book provides fresh interpretations about the role of design in contributing to the cultural evolution of Hong Kong.

香港設計中心和香港貿易發展局聯合編寫《非常香港：設計1997-2007》一書，藉以回顧香港設計業過去十年來豐富多采的設計案例。此書的87個案例，上至香港國際機場等大型建設，下至全世界最細的玩具飛機Picooz Helicopter，為設計對香港文化演進的貢獻提供了新的詮釋。

The unprecedented nature of Project 9707 has attracted over 200,000 participants at the 16 activities held in Hong Kong and the mainland. An extensive coverage from over 100 international media outlets, notably CNN, the International Herald Tribune, Reuters, CCTV and the Financial Times etc. Traveling exhibitions and symposiums throughout China, Hong Kong, Toronto (Design Exchange), Milan (Milan Design Week), London and others have successfully engaged and intrigued many from and beyond Hong Kong's borders. In Beijing and Shanghai respectively, the 1st China (Beijing) International Cultural & Creative Industry Expo provided the Project an audience of more than 200,000 people, while Shanghai International Creative Industry Week gathered over 150,000 visitors. Requests for further collaborations from overseas and business referrals from mainland enterprises have been generated. Interest in this project has opened new perspectives on design from Hong Kong, helping to pave the way for future global opportunities and enhance the city's image with respect to design, creativity and innovation.

9707是前所未有的創舉，透過在香港和國內16個活動，吸引了超過20萬公眾，同時亦引起了逾百世界傳媒的關注，CNN、International Herald Tribune、路透社、中國中央電視台及Financial Times等知名媒體亦有報導。在中國各地、香港、多倫多(Design Exchange)、米蘭(Milan Design Week)、倫敦等地的巡迴展覽和座談會，更吸引了不少海外人士參與。首屆中國北京國際文化創意產業博覽會及上海國際創意產業活動週更分別吸引了逾20萬及15萬名觀眾入場，亦掀起一些海外合作的查詢及國內企業轉介的機會。這項目令全球對香港設計另眼相看，有助香港將來在國際上贏得更多機會，並提升了香港在設計、創意及革新等領域的形象。

Metamorphosis – From Awareness to Creativity

(9 – 30 / 6 / 2007)

Highlighting the work of four passionate professionals, this unique exhibition uncovers the passion and creativity resulting from designers who have made a transition from one practised discipline to the art of jewellery making.

這是個獨特的展覽作品來自四位充滿熱誠和創意的設計師，展現了他們由外行人投身珠寶藝術創作的蛻變過程。



Very Hong Kong Exhibition and Forum

「非常香港」展覽暨論壇

(12 – 25,
20 – 24 / 9 / 2007)

Accompanying the release of “Very Hong Kong”, evening forums and a roving exhibition were organised to present an unhindered look into Hong Kong design. A total of 750 public audiences attended forums hosted by renowned local designers, architects and educators at the InnoCentre.

在《非常香港》一書出版後，創新中心邀請了一些知名設計師主持晚間公眾論壇，並舉辦了巡迴展覽，讓超過750位來自建築及教育界的人士盡情體味香港設計。



Radio Television Hong Kong's "Designers Abroad – Chinese Designers Series"

香港電台「志在設計－海外華人設計師系列」
(7/10 – 2/12/2007)

Jointly produced by the Hong Kong Design Centre and Radio Television Hong Kong, "Designers Abroad" aims to promote the close relationship between design and our daily lives. The eight-episode television series documents the success stories of eight Hong Kong designers who have attained international fame. Focus is paid to their educational background, career development, local and international achievements, and views on the current and future development of design in Hong Kong. Participating designers include Edwin Chan, Raman Hui, Eric Chan, Lo Chi Wing, Chelsia Lau, Garson Yu, Luk Chi Cheong, and Lesley Chan.

由香港設計中心及香港電台聯合製作，「志在設計－海外華人設計師系列」旨在拉近設計和日常生活之間的距離。一連八集的電視節目每次訪問一位在國際享負盛名的香港設計師，探視他們的教育背景、奮鬥歷程以及海內外的傑出成就，同時亦藉此機會探討香港設計的現狀和未來。受訪設計師包括陳日榮、許誠毅、陳秉鵬、盧志榮、劉家寶、余志雄、陸智昌及陳永基。



Italian Way of Seating 意式雅座 (16/11 – 16/12/2007)

Organised in conjunction with the Italian Ministry of Foreign Affairs, the Autonomous Region of Friuli Venezia Giulia, and the Italian Consulate General of Hong Kong, this InnoCentre exhibition highlights Italian chair design beginning from the second half of the twentieth century, showcasing the history of a product dominated by Italy's unrivalled leadership throughout the world. Displayed in chronological order, the iconic chairs – about seventy – help narrate the developmental history of Italian design between 1950 and 2000. Over 3,400 people visited the exhibition, with guided tours specially arranged for schools and students to facilitate their visits and appreciations.

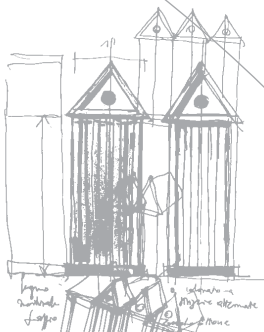
是次展覽由意大利外交部、Friuli Venezia Giulia自治區和意大利領事館協辦，於創新中心舉行。展出20世紀後半期的椅子設計，闡述了意大利座椅自二十世紀下半部分在全球家具業稱雄的輝煌成就。70多把富有象徵意義的椅子按時序排列，述說1950至2000年這半個世紀意大利的設計史。活動有超過3,400人參觀是次展覽，包括特別為學校安排的參觀團。



Fashion Design Seminar and Workshop for Art and Design Teachers (17/11/2007)

Fashion designers were invited to speak and share knowledge during this one-day seminar and workshop event. With support from the Hong Kong Society for Education in Art, the event was delivered to help art and design teachers gain better understanding of the issues faced by today's practising fashion designers.

為期一天的研討會及工作坊特邀時裝設計師分享經驗及心得。獲香港美術教育協會支持，活動讓美術及設計教師更清楚現今時裝設計師所面對的各種課題。



Maestri Design Italiano 意大利設計大師展 (2-30 / 12 / 2007)

Staged at InnoCentre in conjunction with AR.CH.IT Architetti Associati, this exhibition features a selection of objects taken from La Triennale di Milano's Permanent Collection to celebrate some of Italy's greatest figures in design, and has attracted visits from 3,600 people and students. From Bruno Munari and Ettore Sottsass to Achille Castiglioni and Gaetano Pesce, the inspiring exhibition reveals the richness and strength of Italian design, notably focusing on the creativity of those designers who have reinvented views, tested innovative approaches, devised new relationships between form and function, while remaining committed to instilling beauty to everyday life.

是次在創新中心的展覽由AR.CH.IT Architetti Associati籌辦，從米蘭三年展的永久收藏品中精心挑選出多位意大利設計大師的代表作，吸引了超過3,600名市民及學生參觀。Bruno Munari、Ettore Sottsass、Achille Castiglioni、Gaetano Pesce等多位設計大師，攜手展現了意大利設計的豐姿與內涵。展覽突顯了設計家的創造力；他們善於改變傳統設計、試驗創新技術，作品兼重形式與實用，令日常生活變得更有品味。



HKDA Design Exhibition 2007: Design No Junk Food 香港設計師協會獎2007： 「設計求精 拒絕行貨」 (12-15 / 12 / 2007 8-30 / 1 / 2008)

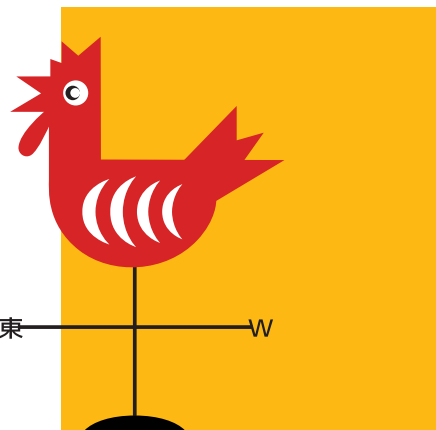
Co-organised with Hong Kong Designers Association (HKDA), this exhibition showcases the winning entries of HKDA design competition. Held during the IDT Expo at the Hong Kong Convention and Exhibition Centre and subsequently at the InnoCentre, the exhibition continues both HKDA and the Hong Kong Design Centre's commitment towards promoting and improving design in Hong Kong. 90 winning designs covering disciplines in graphic, product, spatial and new media categories, were on display which drew the interest of over 35,000.

是次展覽由香港設計中心與香港設計師協會合辦，於香港會議展覽中心及創新中心展出了2007年度的香港設計師協會大獎的得獎作品，見證了兩個主辦機構對推廣及改善香港設計的不遺餘力。90件得獎作品分別屬於平面設計、產品設計、空間設計及新媒體設計等四個類別，吸引了超過35,000名觀眾參觀。

Chinese Design Everyday 當代中式設計展 (8/2-13/4/2008)

An exhibition featuring an intriguing mixture of traditional Chinese and Western components was displayed at Toronto's Design Exchange, a leading design museum in Canada. The event attracted 3,000 visitors and 30 media. Hong Kong design was demonstrated to be playing a leading role in the visual arts of the Chinese-speaking region.

此展覽在加拿大多倫多著名設計博物館 Design Exchange 展出了大量有趣的中西合璧作品，並吸引了3,000名觀眾與30間傳媒參觀。這活動突顯香港設計於華人社區的視覺藝術界所佔的領導地位。



Our Organisation

組織架構

Board of Directors
董事局

Chairman 主席



Victor Lo
羅仲榮

Vice-Chairman 副主席



Freeman Lau
劉小康

Vice-Chairman 副主席

Kelvin Koo
古志強
Resigned on 離任日期
7/1/2008

Directors 董事



Eddy Chan
陳育德
Appointed since 上任日期
30/11/2007



Kinney Chan
陳德堅



Selina Chow
周梁淑怡



Roy Chung
鍾志平



Lorraine Justice



Frederick Lam
林天福



Maurice Lee
李偉民



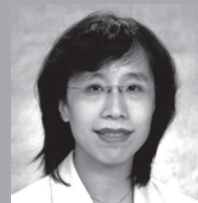
Shelley Lee
李麗娟



Shing See Lee
李承仕
Appointed since 上任日期
17/9/2007



Andrew Leung
梁君彥



Esther Leung
梁悅賢



Foo Cheung Lo
羅富昌



Kai-yin Lo
羅啟妍



Daryl Ng
黃永光



Ada Wong
黃英琦



Anthony Wong
王錫基
Resigned on 離任日期
30/11/2007



Kai Man Wong
黃啟民



Kevin Yeung
楊棋彬



Rocco Yim
嚴迅奇



Eddy Yu
余志光



Danny Yung
榮念曾

Carlos Genardini
鄭德年
Resigned on 離任日期
18/5/2007

Management Team
管理團隊



- 1 Chairman 主席**
Victor Lo 羅仲榮
- 2 Vice-Chairman 副主席**
Freeman Lau 劉小康
- 3 Chief Executive Officer 行政總裁**
Allan Chiang 蔣任宏
- 4 Administrative Director 行政總監**
Maria Lau 劉美怡
- 5 Design Director and Education Consultant 設計總監及教育顧問**
Amy Chow 周婉美
- 6 Overseas Promotion Director 海外推廣總監**
Anita Tsang 曾舜恩
- 7 Project Director 項目總監**
William To 陶威廉
- 8 Senior Design Promotion Manager 高級經理(設計推廣)**
Susanna Pang 彭碧翠

International Alliances

國際聯盟

The following are some of the trans-national organisations that we lead or belong to. It is via these partnerships, plus others, that have enabled us to achieve the impossible – organising a staggering array of programmes. Moving forward, we will continue to leverage on such alliances, to harness success with greater efficiency.

以下是一些與本中心合作的跨國機構，若非得到它們的通力合作，我們根本無法舉辦如此多姿多采的活動。展望將來，本中心希望能繼續與各機構攜手合作，精益求精。



Initiated by the Hong Kong Design Centre, the GDN intends to provide a network for member organisations to explore and discuss issues of shared interest. A theme is set out to facilitate a productive discussion at the annual roundtable. With

the multitude of international participation in the network, GDN currently encompasses over 20 leading design associations in Asia, Europe and the US. GDN's missions are:

- To arouse the awareness of reviewing the role of design and design organisations in the cultural, economical, social, educational and environmental development in the globe;
- To encourage multidisciplinary cooperation between designers and other professionals such as artists, psychologists and cultural thinkers across nations;
- To share information about major commercial projects in which business opportunities for the design sector could be identified across borders.

由香港設計中心提倡，GDN旨在建立一個讓各成員機構更有效探索共同關心議題的網絡。每年的圓桌會議都會設定討論主題。GDN至今已有多位國際頂尖的設計界成員，遍及亞洲及歐美等地。

GDN的宗旨是：

- 喚起全球重新檢討設計及設計組織在文化、經濟、社會、教育及環境發展等方面的定位
- 鼓勵設計師與藝術家、心理學家及文化研究員等專家無分國界的跨領域合作
- 分享跨國設計商務計劃的資訊，讓設計業捕捉全球商機



International Creative Industries Alliance Beijing
北京国际文化创意产业联盟

The Hong Kong Design Centre has become a member of the ICIA which is based in Beijing and oversees various innovative projects in the years to come, viz., Beijing Creative Plaza, Creation Salon & Resources Bank, Creative International Round Table Conference, and Creative Maps. This Alliance will serve as a platform for the exchange and promotion of creative businesses from the Mainland, Hong Kong and overseas.

香港設計中心加入了北京國際文化創意產業聯盟。聯盟的總部位於北京，負責來年的各項創意計劃，包括 Beijing Creative Plaza, Creation Salon & Resources Bank, Creative International Round Table Conference，以及創意地圖。聯盟是促進創意產業研究及交流的平台，推動內地與香港及國際間的合作。



International Council of Graphic Design Associations
A Partner of the International Design Alliance

The International Council of Graphic Design Associations is the world body for professional communication design. Founded in 1963, it is a voluntary assembly of associations concerned with graphic design, visual communication, design management, design promotion and design education. Icograda promotes communicating designers' vital role in society and commerce and unifies the voices of graphic designers and visual communicators worldwide.

國際平面設計社團協會是國際平面設計和視覺傳達的專業協會組織。協會成立於1963年，由眾多平面設計、視覺傳達、設計管理、設計推廣和設計教育等相關領域的專業協會自願聯合而成。協會致力提升視覺傳達設計師在社會和商界的角色，並讓世界各地的平面設計師和視覺傳達設計師共同發表意見。



International Council of Societies of Industrial Design
A Partner of the International Design Alliance

The International Council of Societies of Industrial Design (Icsid) is a global non-profit organisation that promotes better design around the world. Founded in 1957, Icsid aims to advance the discipline of industrial design at an international level and strives to create a world where design enhances our social, cultural, economic and environmental quality of life. Icsid currently has over 150 members in more than 50 countries, representing an estimated 150,000 designers.

國際工業設計社團協會乃國際性非牟利組織，於全球推廣優質設計。協會於1957年成立，宗旨是於國際上提倡工業設計，並致力透過設計來改善於社會、文化、經濟及環境層面的生活質素。協會現有會員人數超過150名，遍及逾50個國家，代表約150,000名設計師。



DESIGN MANAGEMENT INSTITUTE

Founded in 1975, Design Management Institute (DMI) is the world's leading professional organisation dedicated to design management. Today, DMI is an international authority on design management with members in 44 countries. The Institute conducts research, publishes a quarterly magazine, produces teaching cases with the Harvard Business School, provides career advancement workshops, and produces four conferences on three continents.

於1975年成立的設計管理學院，是致力於設計管理的全球專業組織。協會是當今於設計管理的國際權威，會員遍及44個國家。學院的工作包括進行研究、印製季刊、與哈佛管理學院設計教學案例、舉辦求職晉升工作坊及在三大洲舉行四個大型會議。

Our Accounts

中心帳目

Income and Expenditures Account for the Year Ended 31st March 2008
至2008年3月31日止財政年度收支結算表

	Non-Govt Funding 非政府資助	Subvention Funding (Note) 政府資助撥款 (備註)		Design Support Programme 設計支援計劃			Total 總計
		1/4/07–30/6/07	1/7/07–31/3/08	Business of Design Week 2007 設計營商周2007	Project 9707 項目9707	RTHK – "Designers Abroad: Chinese Designers Series" 香港電台 – 「志在設計：海外華人 設計師系列」	
	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$
Income 收入							
Government grant 政府資助	0	3,137,914	15,009,898	8,923,542	3,932,460	2,232,000	33,235,814
Project income 項目收入	918,350	1,151,824	1,888,053	3,950,566	0	0	7,908,793
Sponsorship / Donation 贊助 / 捐款	239,970	0	0	3,948,029	300,000	268,000	4,755,999
Other income 其他收入	174,093	45,151	243,502	91,663	18,972	0	573,381
	1,332,413	4,334,889	17,141,453	16,913,800	4,251,432	2,500,000	46,473,987
Expenditures 支出							
Project expenses 項目開支	1,510,958	1,603,663	7,455,608	15,320,867	4,089,726	2,500,000	32,480,822
Payroll & related cost 薪資及相關支出	70,150	1,954,108	7,638,564	1,575,633	151,706	0	11,390,161
Overhead & administration 一般營運及行政費用	67,840	777,118	2,047,281	17,300	10,000	0	2,919,539
	1,648,948	4,334,889	17,141,453	16,913,800	4,251,432	2,500,000	46,790,522
Operating surplus / (deficit) 營運盈餘 (赤字)	(316,535)	0	0	0	0	0	(316,535)
Less: Interest expenses 減：利息支出	(147,601)						(147,601)
	(464,136)	0	0	0	0	0	(464,136)
Net surplus / (deficit) 淨盈餘 (赤字)	(464,136)	0	0	0	0	0	(464,136)

For the first three months from 1st April, 2007 to 30th June, 2007, the funding was from the Innovation and Technology Commission of the Government of the Hong Kong Special Administrative Region under the InnoCentre Programme of the DesignSmart Initiative which had been ended on 30th June, 2007. On 25th May, 2007, the Finance Committee of the Legislative Council approved a funding up to a maximum of HK\$100 million which will cover a period of five years starting from 2007/08 for supporting Hong Kong Design Centre to continue developing and organising (a) professional education and training; (b) design-related exhibitions, seminars and workshops; (c) events and activities for networking among design professionals and user industries; and (d) design-related resource centre such as design library of InnoCentre. With effect from 1st July, 2007, the operating costs of Hong Kong Design Centre will be supported by this new funding of HK\$100 million.

2007年4月1日至6月30日的三個月，資助來自香港政府創新科技署「設計智優計劃」下對創新中心的資助，是項資助於2007年6月30日完結。2007年5月25日，立法局財務委員會通過撥款不多於一億元，作為香港設計中心自2007/08年開始五年內的資助，資助用作發展及籌劃(a)專業教育及訓練；(b)與設計有關的展覽、研討會及工作坊；(c)為設計專業人員及設計用家提供交流聯繫的聚會及活動；(d)提供與設計相關的資源中心，例如創新中心的香港設計中心圖書館。由2007年7月1日開始，香港設計中心的營運開支來自此一億元的新撥款。

