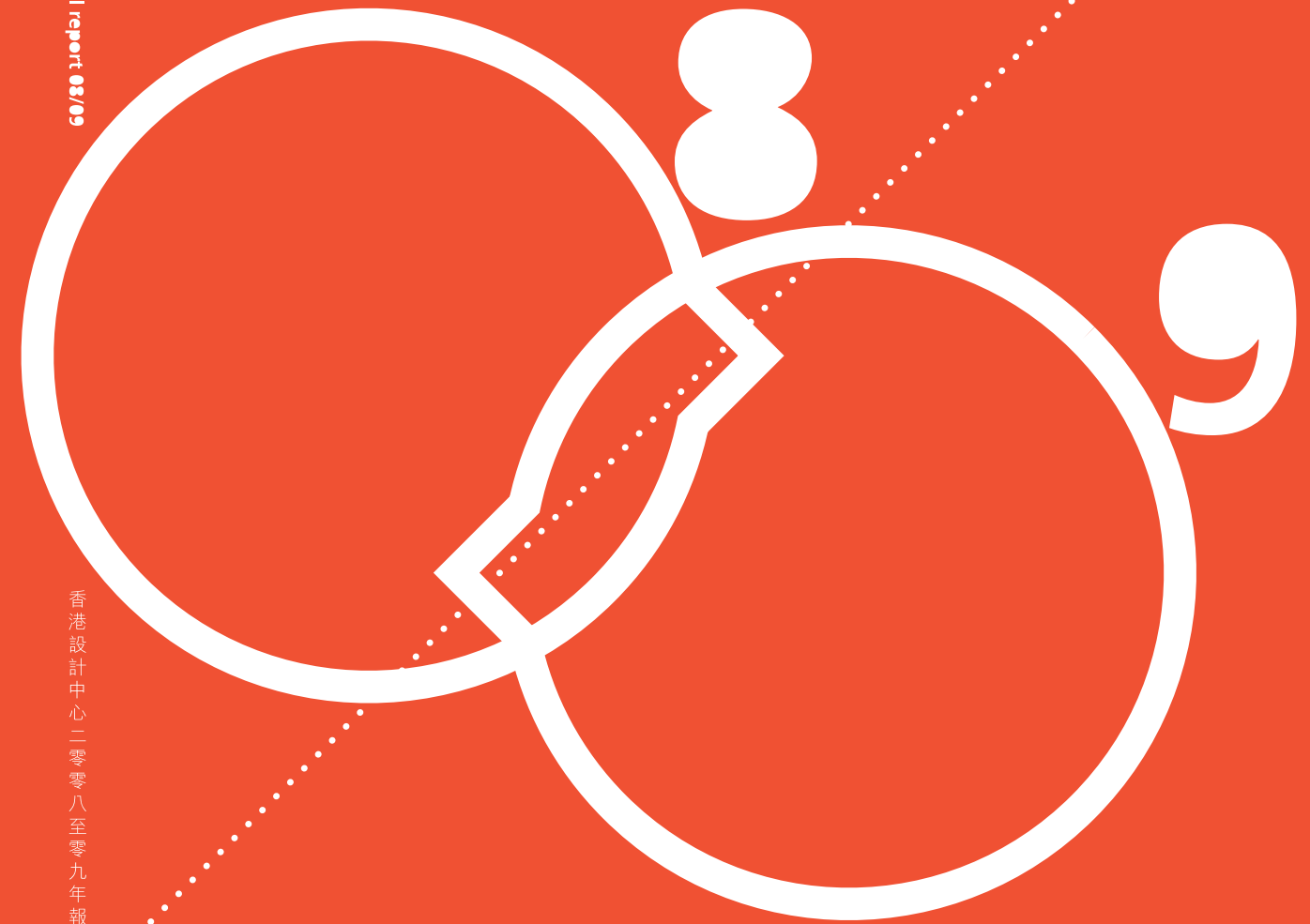


香港設計中心二零零八至零九年報

HONG KONG DESIGN CENTRE annual report 08/09

HONG KONG DESIGN CENTRE annual report



香港設計中心二零零八至零九年報



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ABOUT US 關於我們

Hong Kong Design Centre (HKDC) 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 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 HKDC in 2001. The founding members of the Federation, comprising Hong Kong Designers Association, Interior Design Association Hong Kong, Hong Kong Fashion Designers Association, and the Chartered Society of Designers, founded HKDC to consolidate efforts for a better means of improving Hong Kong design.

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。

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WHAT IS DESIGN

什麼是設計

Committing to an exact, all-encompassing definition of what design is can be tricky, if not a futile exercise. Variance in perspective gives different meaning to its understanding and usage. While the uses for design are truly endless, at HKDC we see it as important to view design from a perspective based on its function to the greater society.

要為設計下一個既確切又全面的定義極為困難，甚至可說白費工夫。觀點的不同造成對設計的意義和用途看法迥異。設計用途固然無窮無盡，然而在香港設計中心，我們認為從對整個社會的貢獻這角度來看設計是特別重要。

DESIGN IS...

設計是...

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。

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。

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。

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

WHAT WE DO

我們的工作

A new focus of design leadership is evolving in the East, with Hong Kong emerging as one of the primary hubs of this activity. Cultural convergence is providing the fuel for this new energy level as new domains are compressed into the cityscape and allow a new sensitivity to surface. The cooperation of government, business and education focused on design will allow the city to become an international design hub.

以設計主導的新焦點在東方逐漸形成，而香港更是此鼓趨勢的中心。文化的薈萃為這新潮流帶來動力，而新的文化元素被納入此城市，促使敏銳的思維得以呈現。政府、企業和教育通力合作關注設計，將使香港成為國際的設計之都。

Bruce Claxton

Senior Director of Design Integration, Motorola
摩托羅拉資深創意整合總監

Global economies are now shifting and moving at unprecedented speeds. To make certain that Hong Kong does not lag behind, comprehensive changes must occur. Hong Kong no longer competes by way of making. Instead, we must adopt a mode of thinking based on design that emphasises the synergy between our modern knowledge-based strengths and our indigenous creativity. The burgeoning Chinese manufacturing and consumer capacity inevitably means opportunities are abound – many Chinese businesses can be persuaded to incorporate design as a strategy for growth. By developing and honing a strategic relationship between design and industry, Hong Kong can potentially play a critical role throughout this process of evolution.

全球的經濟正瞬息萬變。為確保香港不落人後，全面的變革勢在必行。香港靠製造業來保持競爭力的日子已不復再。反之，我們必須採取以設計為本的思維，融合我們現代化知識和本土創意的優勢。中國大陸蓬勃的生產和消費能力，無疑代表著無限商機——我們可說服中國企業，以設計作為企業成長策略。通過設計和行業共同發展相輔相成的關係之時，香港得以在這演變過程扮演舉足輕重的角色。

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)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。

The originality of Hong Kong design has made a quantum leap over the last couple of decades. I can now trace numerous design developments in New York, Paris and London that had their origins clearly in Hong Kong.

香港設計之原創性已自過去數十年突飛猛進。我可追溯到許多紐約、巴黎和倫敦的設計發展，都明顯是源自香港。

Stefan Sagmeister
Founder of Sagmeister Inc.
Sagmeister Inc. 創辦人

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, HKDC has provided professional input to building into the InnoCentre with features suitable for design tenants and incubating design start-ups. Within the 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。

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



MESSAGE FROM CHAIRMAN

主席的話

While the global economic decline has had a seriously detrimental effect, dragging most of the world's people, organisations, and governments into a protracted storm, I reckon that these are opportune times for the design community to step up and take lead. In the private sector, many businesses are rethinking their strategies in order to survive uncertainty. Many are consolidating their businesses, thinking of better ways to manage and operate what they do and how. Sustainability, efficiency, service deployment, systems management, adding value to brand, service and products, and numerous others, are all core design concepts that can no longer be discounted. Businesses and institutions keen for relevance simply must innovate. And, as we all know, design is fundamentally about innovation and change.

Surely, the ability to sow for future success is indicative of strategy that rationalises beyond just the immediate and foreseeable. One of the fruits of our many labours, "Reinventing with Design (ReD) 2008", leveraged on progress left from the previous year and resumed a bold focus on decidedly new-fangled concepts like service design, and user centric innovation, providing local industry with new perspectives to improve what they do. While it is

heartening that terms such as green design, sustainability and service design have become a ubiquitous part of daily vocabulary, their true meaning may remain elusive to most people. This is why events and initiatives like ReD are important platforms; they help bridge design with outside communities.

Towards the Government we maintained a practical dialogue of design with various branches of civil service. This year we introduced a pilot project that tasked design graduate students to study the effectiveness of the Government's user services, and in turn provide valuable design thinking solutions.

Additionally, our working partnerships with a variety of institutions such as The Chinese University of Hong Kong, Hong Kong General Chamber of Commerce, Hong Kong Institute of Marketing, Hong Kong Trade Development Council, and Hong Kong Federation of Youth Groups, to name a few, have strategically helped HKDC organize a copious array of programmes that are aimed at businesses and students respectively.

Our Flagship programme, "Business of Design Week" (BODW), continued to live up to expectations as Asia's most important design event by attracting over 130 globally renowned speakers and more than 50,000 participants. In addition to insightful presentations about global business and design issues, we introduced topical discussions that held a localised perspective. Exploiting the collective wisdom of BODW speakers from around the world and our partner country Holland, our conference included talk of Hong Kong's ambitious West Kowloon Cultural District and Quake Solutions, a multi-day discussion about methods to tackle and solve problems resulting from Sichuan's calamitous earthquakes.

A new initiative for the year was "Hong Kong Brands Week". Created as a fundraising activity with the Hong Kong Ambassadors of Design, this week-long

event was first-of-its-kind that promotes the attributes of design in branding, and encouraged both the development of Hong Kong's local brands and community-wide appreciation from the public.

On the international front, HKDC hosted Hong Kong's first-ever appearance at Milan Design Week. We curated a comprehensive exhibition of Hong Kong design, effectively introducing the verve of our creative output to tens of thousands of daily visitors. Likewise, our travels to London presented another first-ever showcase of Hong Kong design at the venerated Design Museum. Similarly scoped efforts were organised in New York and Seoul respectively. For Hong Kong design to remain relevant on the global stage, a persistent dialogue that travels beyond our borders, stressing our indigenous strengths, will be vitally necessary.

With great encouragement, we reached an agreement with Shenzhen Industrial Design Profession Association to work in alliance towards the betterment of design and industry in both Shenzhen and Hong Kong, contributing to the design / industrial development of the Pearl River Delta region, and more importantly to China as a whole.

As is typical for us, these achievements comprise the stepping stones which will help us arrive at greater heights. Looking ahead we recognise there are plenty of challenges to overcome; however, there will also be many more opportunities to build Hong Kong into a more competitive and attractive place. We will continue to leverage on strategic partnerships to provide local industry, government and designers with up-to-date progressive knowledge for their sustained benefit. I am convinced that when the future is bleak, the best solution forward will materialise by getting creative. And design is unquestionably the best tool for achieving this.

當前全球經濟衰退造成嚴重影響，多國民眾、機構和政府被捲入這場漫長風暴，我認為設計行業應該乘時採取主動，盡量發揮優勢。在私營機構方面，有些企業正調整策略以應付當前不明朗的因素，有些則透過整合業務以改善經營及管理模式。可持續發展、提升效率、安排服務、系統管理、以至為品牌、服務和產品增值等眾多的設計核心概念，不容忽視。企業和機構要與時並進，必須不斷創新，而眾所周知，設計的基本就是創新和改變。

當然，耕耘的成效未可預見，但能否成功卻取決於富遠見之策略。「設計創新機2008」是我們今年其中一項辛勞的成果，承接去年的進展和效應，今年焦點探討服務設計和以用戶為本的創意等嶄新議題，為業界提供有助改進的新觀點。環保設計、可持續發展和服務設計等詞彙漸成為日常用語，無疑令人鼓舞，然而許多人仍然未必清楚了解其真正意義，因此，如「設計創新機」等構思和活動均是設計業和外界溝通的重要平台。

我們亦和政府多個部門就設計保持務實的交流。本年度我們推展了一項試點計劃，委任設計系畢業生研究政府部門的服務成效，從而提供寶貴的設計思維方案。

此外，我們與不同機構攜手合作，包括香港中文大學、香港總商會、香港市務學會、香港貿易發展局及香港青年協會等，因應企業和學生的不同需要，籌辦了豐富多元的活動。

我們的旗艦活動——「設計營商周」是亞洲舉足輕重的設計界盛事。本年度「設計營商周」不負眾望，吸引了逾130位舉世聞名的講者及5萬多人參加。除了有關國際營商和設計議題的精采演講外，我們還舉辦了針對本土發展的專題討論。我們結集各國講者以及合辦國荷蘭的智慧及經驗，安排了不同的專題研討，包括香港大型的西九龍文化區討論，以及一個為期數天的專題——設計與地震，以探討四川地震的災後重建所面對的困難及解決方案。

「香港品牌周」是本年度首次舉辦的籌款活動，此項活動與香港設計大使合作，為期一周，旨在推廣設計在建立品牌中的角色，從而推動本地品牌的發展，以及促進公眾對本地品牌的支持。

在國際層面，香港設計中心首度參展米蘭設計周。我們全面展示了香港的設計，成功地每天數以萬計的參觀者介紹充滿活力的香港創意作品。我們在倫敦著名的設計博物館同樣首度展示香港設計，而類似的展覽亦分別於紐約和首爾舉行。為使香港的設計繼續立足於全球舞台，跨國界的合作和參與以展現香港的固有實力極其重要。

我們很榮幸能與深圳市工業設計行業協會達成協議，攜手促進香港、深圳兩地的設計和工業，為珠三角地區以至全中國的設計和工業發展作出貢獻。

一如既往，這些成果將為我們奠定穩固基礎，有助我們向前邁進。展望未來，雖然充滿挑戰，但正好滿載機會將香港打造成一個更具競爭及吸引力的都會。我們將繼續與策略伙伴保持緊密合作，為本地業界、政府和設計師提供最新資訊，以助其長遠發展。我深信當前路艱峻，創意是解決良方，而設計無疑就是達致這目標的最佳工具。

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



MESSAGE FROM CEO

行政總裁的話

As I indicated a year ago, Hong Kong Design Centre (HKDC) secured in May 2007 a non-recurrent funding of \$100 million from the Government to support our operations for five years. This major commitment has enabled us to shift from a short-term project-by-project operational mode to a more long-term and sustainable mode. We witness in 2008-09 the first fruits of such transformation.

Firstly, we launched two major infrastructural projects in June 2008 which entail ongoing commitments. Those comprise: the Hong Kong Design Directory which provides an online database of local designers and design companies for easy access by potential users of design around the world; and the HKDC Library which houses a varied collection of books and magazines on design, innovation and entrepreneurship.

Secondly, we have taken bolder steps in strengthening our relationship with strategic partners. One notable example in 2008-09 was the signing of a Memorandum of Understanding with Shenzhen Industrial Design Profession Association. Together we will leverage the resources of Hong Kong and Shenzhen to create a common platform for design exchange and business matching and to transform the two cities into the design hub of Asia.

Thirdly, as we forge ahead with our programmes of seminars, exhibitions, conferences, workshops and forums, we widen their project scope and deepen their customer and market

reach. For instance, recognising that the theoretical and methodological competencies in established design capabilities are equally applicable in service as in products, we organised in 2008 a series of Service Design seminars and workshops for private sector senior executives and senior civil servants. We discussed and demonstrated how design could help those in the service sector create a more engaging brand experience and rewarding customer relationships. This was followed by a pilot project undertaken in collaboration with Efficiency Unit of Hong Kong Special Administrative Region Government and The Hong Kong Polytechnic University School of Design. We adopted the user-centred design approach for developing conceptual ideas to enhance the user experience of job seekers patronizing the public employment service and to provide them with a one-stop centre for employment, re-training and social security needs. On the international front, riding on the great success in promoting Hong Kong's design in mainland cities in 2007 through "Project 9707", we made enormous strides in 2008 through a series of overseas promotional programmes showcasing Hong Kong's design. This comprised an array of large-scale design exhibitions, symposia and forums held at prestigious events and venues in Milan, London, New York and Seoul.

As a matter of strategy, in parallel with our continuous drive to improve the quality of our programmes, we ensure that they are current and relevant. For example, in our flagship event "Business of Design Week", we have incorporated in 2008 two very topical forums: (a) Quake Solutions which explored design solutions for the devastating earthquakes of Sichuan and similar natural disasters, and (b) Culture and the City where experts shared their insights into Hong Kong's planned West Kowloon Cultural District Project. On a more general basis as global recession set in, we have been trying hard to help industry turn to creativity and innovation to renew business growth. In our year-round seminars and workshops, we have been emphasising that design has a major and

unique role to play in these efforts, using real cases of business turnaround driven by design and innovation. Similarly, with the planned introduction of the new "334" academic curriculum in local secondary schools, we have embarked on the "Design to Empower" workshop series which addresses the needs of students for 'Other Learning Experience'. These revelatory workshops conducted in a classroom setting at schools offer participants fresh insights into all aspects of design thinking.

Concomitant with the Government's endowment is the stakeholders' raised expectation of HKDC's sound corporate governance and good management practice. During 2008-09, HKDC's corporate governance and administration came under scrutiny by the Audit Commission and the Public Accounts Committee of the Legislative Council. HKDC at just seven years of age is a relatively young and small organisation still probing its way to strive for facilitating the development of the design industries in Hong Kong. A review and audit at this point of its development was timely as it provided the necessary and useful feedback based on which HKDC could improve its administration and management to achieve a higher degree of governance. As the nature of the design industries is fast paced and forever evolving, HKDC has to maintain proper checks and balance while ensuring that the bureaucracy does not inundate it to non-action. This precarious balancing act will be a constant challenge for HKDC.

In closing, I would like to thank the Commerce and Economic Development Bureau, the Innovation and Technology Commission as well as all HKDC partners and stakeholders for their unfailing support to our work. I would also extend my sincere gratitude to the HKDC Board and staff members for their dedication and passion in formulating and implementing HKDC's rich and diversified programmes, which have invariably received very favourable participant feedback.

正如我在去年於年度報告中提過，香港設計中心於2007年5月獲政府一億元非經常性撥款，作為五年的營運經費。這一重大託付使我們得以從短期項目的運作，轉變為較長遠持久的規劃模式。在2008-09年度，我們見證了這種轉變的成果。

首先，我們在2008年6月推出了兩項需要持續投入的基礎建設。其中的香港設計指南，提供關於香港專業設計師和設計公司的網上資料庫，使全球各地的設計用家可迅速便捷地找到香港的設計專業人士。另外是香港設計中心圖書館，館藏包括各種與設計、創新和自行創業相關的書籍與雜誌。

其次，我們積極加強與策略伙伴的關係。一個明顯的例子就是在本年度與深圳市工業設計行業協會簽訂備忘錄。香港和深圳將善用兩地的資源，攜手創造設計交流及業務配對的平台，以打造香港和深圳成為亞洲的設計之都。

第三，在推動各項講座、展覽、會議、工作坊和論壇的同時，我們也擴大了這些活動的範疇，深化它們與客戶的接觸，並拓展市場的領域。舉例來說，因為設計的理論和方法不僅適用於產品設計，也適用於服務設計，我們在2008年為高級公務員及私營機構的高層人員舉辦了一系列的服務設計研討會和工作坊。我們探討和展示如何於服務業中以設計來創造更佳的品牌經驗和客戶關係。然後我們又與香港特區政府效率促進組和香港理工大學設計學院合辦了一項試點計劃。我們採用以用戶為本的設計方法來構思改善待業人士使用公共就業中心的體驗，為他們提供一站式的就業、再培訓和社會保障服務。國際方面，我們延續了2007年「9707項目」在內地城市推廣香港設計的成功，於2008年在海外籍一連串的推廣活動展現香港的設計，包括在米蘭、倫敦、紐約和首爾的設計盛會中，舉行大型設計展覽、研討會和論壇。

在不斷提升活動質素的同時，我們亦有策略地確保活動能掌握時代的脈動並與現實息息相關。例如，我們於「設計營商周」這旗艦活動加入了兩個專題論壇：(甲) 設計與地震——專家們探究如何處理四川大地震以及類似的天災的設計方案，以及(乙) 西九文化與大都會——專家們分享對西九龍文娛藝術區計劃的精闢見解。當前全球經濟衰退，我們致力於幫助企業利用創意和創新來恢復業務增長。在全年所舉辦的研討會和工作坊中，

我們藉著因設計創新而扭轉企業命運的真實案例，強調設計在這方面的重要性。此外，由於本地中學將引進新的「三三四」學制，我們亦著手策劃「創意學習」工作坊系列，以滿足學生對「其他學習經歷」的需求。這些富啟發性的工作坊在學校舉行，讓參加者對設計思維的各個方面有嶄新的體會。

因為香港設計中心得到政府的撥款，相關人士都期待更健全的企業管治和更良好的業務管理。在2008-09年度，審計署和立法會政府帳目委員會就香港設計中心的企業管治和行政管理進行審查。成立僅七年的香港設計中心，是資歷尚淺且規模較小的機構，仍在摸索如何促進香港設計行業的發展。在這發展階段進行檢討和審計，時機恰當，提供了寶貴的意見，讓香港設計中心改善行政管理，以達致更高的管治水平。設計業的特質是步伐快速、不斷演變。香港設計中心若要在這種獨特環境下有效運作，必須制衡得當，同時確保不會被繁瑣程序窒礙，以至無所作為。要在兩者之間取得平衡並不容易，這將是香港設計中心經常面對的挑戰。

我謹藉此機會，感謝商務及經濟發展局、創新科技署，和所有合作伙伴不斷的支持。我也要向香港設計中心董事局和同事表達誠摯的謝意，他們策劃和推動豐富及多元化活動的貢獻和熱忱，使活動深獲好評。

Allan Chiang 蔣任宏 SBS
Chief Executive Officer
行政總裁

OVERVIEW 工作概覽

Our Achievements – A Year in Review

In 2008 – 09, HKDC forged ahead by organising a copious variety of programmes to address a wide spectrum of needs and objectives. We rose above challenges by prudently tailoring the scope and scale of what we do in response to shifting demands from our audiences.

The work achieved can be viewed under these categories: [design for business and public sector](#); [design for designers](#); [design for public](#) and [International Promotion and Relations](#). Through this, we demonstrate just how we have delivered on mandates to service needs in Hong Kong.

APR 08	>	MAY 08	>	JUN 08	>	JUL 08	>	AUG 08	>
<ul style="list-style-type: none"> Entrepreneurship for Design & Creative Business (29 Mar 08 – 14 Jun 08) Creative Hong Kong in Milano at That's Design – Milan Design Week (16 – 21 Apr 08) Chinese Cultural Design Elements in International Limelight (29 Apr 08) Free Intellectual Property Consultation Service (Apr 08 – Mar 09) 		<ul style="list-style-type: none"> International Cultural Industries Fair (16 - 19 May 08) Pecha Kucha Night (27 May 09) Creative Hong Kong in London (28 May – 12 Jun 08) Design to Empower Series (May 08) 		<ul style="list-style-type: none"> Redesigning Healthcare Service – Working with Users (14 Jun 08) Reinventing with Design (16 – 21 Jun 08) Public Talks and Evening Forums (Jun 08) HKDC Library (Jun 08) Hong Kong Design Directory (Jun 08) 		<ul style="list-style-type: none"> Overseas Master Class in Hospitality & Experience Design (1 – 11 Jul 08) Design Your Sac – with a Hong Kong Story (1 Jul – 17 Oct 08) Forum on "From Creative Industries to Creative Economy: The Role of Education" (11 Jul 08) Pecha Kucha Night (22 Jul 09) 		<ul style="list-style-type: none"> Discover Design (3 – 16 Aug 08) Alessi Tea & Coffee Towers Exhibition (19 – 29 Aug 08) Innovating Through Inclusive Design (31 Aug 08) HKDC Awards (Aug – Dec 08) Design to Empower Series (Aug 08) 	

我們的成就 — 年度回顧

2008-09年度，香港設計中心針對廣泛的需求和目標，籌辦多樣化的活動。我們勇於因應服務對象不斷改變的需要，精心調整活動的範疇與規模。我們的服務對象可分為**商界與公營機構**、**設計師**、**公眾**以及**國際推廣和關係**。透過這些工作，我們展現了如何不負使命，服務香港。

SEP 08	>	OCT 08	>	NOV 08	>	DEC 08	>	FEB 09
<ul style="list-style-type: none"> Creative Hong Kong in New York (12 – 18 Sep 08) Pilot Project – User-Centred Design Approach to Public Services (Sep 08 – Feb 09) 		<ul style="list-style-type: none"> Hong Kong Ambassadors' Ball (10 Oct 08) Creative Hong Kong at Seoul Design Olympiad (10 – 31 Oct 08) Chinese Hi Tech Fair (12 – 17 Oct 08) Creative Hong Kong in New York (16 Oct 08) International Creative Industries Exhibition Shanghai (21 – 24 Oct 08) HKDC Website Revamp (Oct 08) 		<ul style="list-style-type: none"> Entrepreneurship for Design & Creative Business (1 Nov – 20 Dec 08) Workshop on Designing the Service Experience (4 Nov 08) Trend Directions 2009 & Beyond (11 Nov 08) Seminar and Workshop on Service Design: User-Centred Design Approach to Services (Nov 08) 		<ul style="list-style-type: none"> Hong Kong Brands Week (1 – 7 Dec 08) Memorandum of Understanding (MOU) with Shenzhen Industrial Design Profession Association (3 Dec 08) Business of Design Week (8 – 13 Dec 08) Pecha Kucha Night (9 Dec 08) DesignEx'08 (9 Dec 08 – 5 Jan 09) GDN Symposium 2008 (10 Dec 08) 		<ul style="list-style-type: none"> GD2D + PD3D – Fresh Air by PureAustrianDesign (5 Feb – 1 Mar 2009) Pecha Kucha Night (25 Feb 2009) Learning to Design Thru Monster (Feb 2009)

Design is that competitive advantage that sets a company apart in the global market. Within the global economy, the highest performing companies see design as a strategic asset. It becomes the core to their businesses. For those companies, design is more than aesthetics – it's competitive intellectual property.

設計使一個立足全球的公司得以擁有競爭優勢。在全球經濟中，表現最好的公司均視設計為戰略資產。設計成為這些企業的核心。對這些企業而言，設計不僅是美學——它是富競爭力的知識產業。

Monika Conway
Founder and Creative Director of
Chalk Designstudio
Chalk Designstudio 創辦人兼創意總監

DESIGN FOR BUSINESS AND PUBLIC SECTOR

商界和公營機構



Reinventing with Design 設計創新機 (16 – 21/6/2008)

First organised in 2006, "Reinventing with Design" (ReD) has become synonymous with helping local industry and designers stay ahead of shifting demands within the business environment. ReD is a weeklong annual event that comprises a series of participatory workshops, a conference, a Design Leadership Forum and cultural events. It seeks to provide in-depth exploration of how design, in varied practices, can help different industries in Hong Kong create value. ReD participants learn how to best utilise the newest methodologies and market information to reinvent their industries through real actions.

「設計創新機」自2006年起每年舉辦，現已成為協助本地商界和設計師掌握營商脈動的指標活動。「設計創新機」是一項為期一周的活動，內容包括互動工作坊、研討會、設計領袖論壇以及文化活動，旨在深入探討設計如何能為香港的各行各業創造價值。「設計創新機」的參加者學習到善用最新方法和市場資訊，以實際行動為其產業創造新機。

The ReD 2008 Conference

Organised by HKDC, in partnership with The Hong Kong Polytechnic University, Hong Kong Design Institute, Domus Academy, Carnegie Mellon University, the Hospitality Industry Training and Development Centre, Köln International School of Design, and the Illinois Institute of Technology, the 2008 Conference, aimed at designers and individuals from industry, education and government, focused on three prime areas, namely, service design, hospitality and experience design, and user-centred innovation and management to reinvent design thinking and strategies. Key speakers, such as Birgit Mager (Professor of Service Design, Köln International School of Design), Patrick Whitney (Director, Institute of Design, Illinois Institute of Technology), Larry Keeley (President and Co-founder of Doblin), Kun-Pyo Lee (Head of Industrial Design and Director of Human-Centered Interaction Design Lab, KAIST) and others, engaged in a revelatory discussion about the use and management of design for success. Key topics of discussion included: Service Design Evolution & Reality; Designing for Customer Experience; and How User Centred Innovation Applies in Asia.

ReD 2008 attracted attendance of 1,476 individuals. All the participants who completed the customer feedback survey rated the conference and workshops as useful.

「設計創新機2008」 研討會

由香港設計中心、香港理工大學、香港知專設計學院、Domus Academy、美國卡內基美隆大學、旅遊服務業培訓發展中心、科隆國際設計學校和伊利諾理工學院合辦的「設計創新機2008」研討會，以三個重點範疇為主，即服務設計、款待及體驗設計、以用戶為本的創新及管理，為設計師、工商、教育界以及政府機構服務的人士提升設計思維和創新策略。主要講者包括Birgit Mager (科隆國際設計學校服務設計系教授)、Patrick Whitney (伊利諾理工學院設計學院院長)、Larry Keeley (Doblin共同創辦人兼總裁)、Kun-Pyo Lee (韓國高等理工學院工業設計系首席教授兼人類交流設計研究院總監)等透過富啟示性的討論探討如何善用設計以獲致成功。主要討論題目包括：服務設計之進階與實況、就顧客體驗而設計以及以用戶為本的創新如何應用於亞洲等等。

「設計創新機2008」吸引了1,476名參加者。所有參與客戶意見調查的參加者均認為上述研討會及工作坊對其有用。



Business of Design Week

設計營商周

(8 – 13/12/2008)

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 achieve business matching, and it is an essential introduction to design for students and the general public.

In its seventh year, BODW 2008 provided a substantial programme of over ten worthwhile and varied events. More than

50,000 participants attended, and 135 prominent international speakers and brand representatives helped highlight the programme as an important platform for creative exchange and stimulation. BODW's billing as a global-calibre event was strengthened with the attendance of more than 240 regional and international journalists, who contributed over 450 pieces of press and broadcast coverage.

As in previous years, BODW 2008 comprised a series of concurrent conferences, exhibitions and outreach programmes. Following the tradition of partnering with a different country every year, BODW partnered with the Netherlands in 2008 to showcase Dutch design throughout Hong Kong. The core event, the BODW forum, featured some of the world's top designers – amongst whom were Rem Koolhaas, Shigeru Ban, Marcel Wanders, Winy Maas, Renny Ramakers and Irma Boom – and witnessed them offer a gamut of insights into Design & New Media; Design & Space; Fashion & Apparel; Culture and the City, a two-session exploration of expert views on Hong Kong's planned West Kowloon Cultural District Project; Design & Communication; Product Design & Technology; and Quake Solutions, a profound multi-session examination of design solutions for the devastating earthquakes of Sichuan and similar natural disasters.

The outreach programme, Detour, was further enhanced to comprise over 40 art, culture and design events aimed at enhancing design awareness amongst Hong Kong's general populace.

The participants who attended BODW Forum 2008 gave an average of 5.17 rating on a 7-point scale on their overall satisfaction towards the event.



我們的旗艦活動「設計營商周」讓全球頂尖的設計師聚首一堂，以設計、品牌及創新為重點，是亞洲首屈一指的國際會議。「設計營商周」著眼於營商與設計之息息相關，而建立一個國際平台讓設計師、專家和企業家得以建立聯繫，交流心得，同時讓學生和一般大眾對於設計能有所了解。

踏入第七年，「設計營商周2008」提供了逾十項極有意義且各有特色的活動，吸引了超過五萬人參加。135位國際知名的講者及品牌代表促進了創意的交流，更讓活動生色不少。逾240位來自世界各地的記者蒞場採訪，超過450篇傳媒的報導，使「設計營商周」的國際級盛會地位更形確立。

一如前數屆，「設計營商周2008」包羅了一系列同期舉行的會議、展覽和外展活動。遵循以往每年與不同國家合辦的慣例，今年「設計營商周」的夥伴國家是荷蘭，讓荷蘭設計在香港隨處可見。而重點活動「設計營商周」論壇則匯聚了世界頂尖的設計師，包括Rem Koolhaas, Shigeru Ban, Marcel Wanders, Winy Maas, Renny Ramakers和Irma Boom。目睹他們對不同議題的精闢見解與方案包括設計與新媒體、設計與空間、時尚與服飾、設計與傳訊、產品設計與技術等，更在文化與城市的兩節討論中，表達了對西九龍文娛藝術區計劃的精闢見解。此外，就四川大地震以及類似的天災，亦提出了以設計因應地震的解決之道。

今年的設計遊外展活動，更舉辦了逾40個有關藝術、文化及設計的活動及項目，務求提升市民對設計的認知。

參加者對「設計營商周2008」論壇的整體滿意程度肯定，在滿分7分中給予5.17分。



The concurrent conferences, building on past achievements, continued a disciplined expansion of diversified focus on design education, brand strategy, intellectual property protection, and product innovation. They included:

延續過往的成功經驗，同期舉辦的各項活動將重點擴展至設計教育、品牌策略、知識產權保護以及產品創新的探討。這些活動包括：

DesignEd Asia

A two-day design education conference co-organised by the School of Design, The Hong Kong Polytechnic University. It was staged for the second year running at the Hong Kong Convention and Exhibition Centre. This year's theme tackled the issue of culture as inspiration with a focus on aesthetics and culture; cultural belief and user behaviour; creativity; innovation and culture; as well as design education and culture. The event attracted more than 500 participants.



designEd
asia
a bodw event
DEC 08

亞洲設計教育會議

此為期兩天的會議是與香港理工大學設計學院合辦，今年第二度於香港會議展覽中心舉行。主題是文化作為設計的靈感，重點包括美學與文化、文化信念與用戶行為、創意、創新與文化，以及設計教育與文化等。會議吸引逾500人參加。

Brand Asia

A two-day brand strategy conference and academic symposium co-organised by The Hong Kong Polytechnic University's Asian Centre for Brand Management. Uniquely created for the business professionals, Brand Asia 2008 explored the different aspects and approaches towards assessment of brand performance using marketing and financial metrics, justifying brand investments, cultivating strong brands with a matching culture, management of brand experience and the creation of brand communities by utilising social media.



brand
asia
a bodw event
DEC 08

品牌管理國際會議

為期兩天的品牌策略會議及學術研討會，是與香港理工大學亞洲品牌管理中心合辦。此會議專為商界專業人士而設，探討企業用以評估品牌表現的不同範疇和方法，包括利用營銷及財務指標評估品牌表現、衡量品牌投資價值、以相應文化培育強勢品牌、品牌體驗管理及利用社會媒體創造品牌社群等。

BIP Forum

For the second year running, Business of Intellectual Property (BIP) Forum provided an insightful platform for Intellectual Property (IP) experts and companies of all sizes, to share critical strategies and situations in the management, deployment and protection of IP in today's highly volatile world of trade and business. Brand owners and legal experts shared real-world examples, demonstrated the uses and benefits of IP to all enterprises regardless of nature or size.



B.I.P.
forum
a bodw event
DEC 08

知識產權管理論壇

此論壇是第二年舉辦，為知識產權專家和各種規模的企業提供一個平台，以分享在瞬息萬變的商貿世界裡，管理、運用與保護知識財產的重要和策略。品牌持有人及法律專家分享其實務經驗，顯示不論企業規模或性質如何，都能使用並於知識產權中獲益。



InnoAsia

This was a one-day technology conference co-organised by the Hong Kong Science and Technology Parks Corporation. World experts unveiled how they innovate and deploy new technology in architecture, transport and renewable materials contributing to the economic development and a better quality of life.



inno
asia
a bodw event
DEC 08

創新科技亞洲會議

此次會議是與香港科技園公司合辦，為期一天。世界級專家揭示他們如何在建築、運輸及再生物料方面發揮創意和應用科技，以促進經濟發展與生活質素。

YIC Forum

Organised in conjunction with the Hong Kong Young Industrialists Council, this was an open dialogue between designers and manufacturers on their experiences of working in Pearl River Delta Regions.



YIC
forum
a bodw event
DEC 08

香港青年工業家協會論壇

此論壇與香港青年工業家協會合辦，讓設計師與製造商互相交流珠三角地區的工作經驗。

DETOUR

This is an outreach programme of BODW that connects with the public by bonding design with the local community. This year, DETOUR introduced over 40 individual programmes and events, ranging from various exhibitions showcasing design work, open forums, fashion show to design parties. They successfully took BODW into the community, inducing a festival-like enthusiasm for creativity throughout the city.



DETOUR
a bodw event
DEC 08

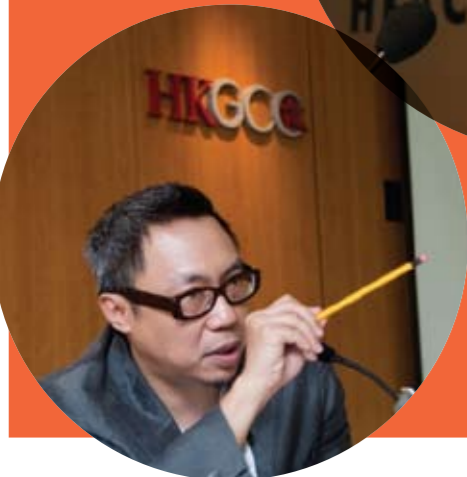
設計遊外展活動

這是「設計營商周」的外展活動，旨在將設計融入社區。今年的設計遊舉辦了逾40個項目及活動，包括設計作品展覽、公開論壇、時裝表演及設計聚會等。這些活動將「設計營商周」成功地帶進社區，在全香港營造了一夥熱愛創意的嘉年華氣氛。

Design as a Value-Creation Tool for Business 以設計為企業創造價值

In partnership with Hong Kong General Chamber of Commerce, Association of Accredited Advertising Agencies of Hong Kong, Civil Service Training and Development Institute, Commerce & Economic Development Bureau, Efficiency Unit of the Hong Kong Special Administrative Region Government, Hong Kong Association for Customer Service Excellence, Hong Kong Institute of Marketing, Hong Kong Productivity Council, Hong Kong Trade Development Council, The University of Hong Kong Asia Case Research Centre, HKDC has been organising seminars and talks to emphasise design as an important tool and critical part of corporate business strategy that creates competitive advantage. A total of 13 seminars were organised in 2008-09.

香港設計中心一直與各大機構合作舉辦研討會和講座，強調設計是企業經營策略的重要工具，亦是企業創造競爭優勢的關鍵。有關機構包括香港總商會、香港廣告商會、公務員培訓處、商務及經濟發展局、香港特區政府效率促進組、香港優質顧客服務協會、香港市務學會、香港生產力促進局、香港貿易發展局及香港大學亞洲案例研究中心。於2008-09年度共舉辦了13個研討會。



Redesigning Healthcare Service – Working with Users 與用戶攜手 — 為醫療服務設計 (14/6/2008)

This is another example of HKDC's sustained efforts to promote both a wider use and the social value of design across different industries and professions. Co-organised with Tuen Mun Hospital, this half-day seminar provided an exploratory look into ways to improve the interaction between health services and patient needs. Using user-centred concepts of design, Elaine Hide, Service Improvement Lead and Associate Director of Clinical Services, Luton & Dunstable Hospital, and Deborah Szebeko, Founder of ThinkPublic, provided an insightful look, through case analysis of hip fracture and stroke patients, and head and neck cancer patients respectively, into methods that can improve the quality of health care.

此項活動再次顯示香港設計中心持續努力，在各行各業推動設計的廣泛應用及社會價值。是次與屯門醫院合辦的半天研討會，探討了如何改善醫療服務與病人需求之間的互動。Luton & Dunstable醫院服務改善小組負責人兼副院長Elaine Hide，以及ThinkPublic創辦人Deborah Szebeko，分別藉著分析髖部骨折和中風病人，以及頭部和頸部癌症病人的案例，以用戶為本設計概念，就如何改善醫療品質提供了獨到的見解。



Innovating Through Inclusive Design 和合設計之創新 (31/8/2008)

Presented as part of the British Council's "48-hour Inclusive Design Challenge", this workshop provided a preparatory exploration into the topic of inclusive design. It helped the participants learn what the approach of inclusive design entailed. Through practical brainstorming and interactive exercises led by Julia Cassim (Senior Research Fellow of the Royal College of Art) and other professional UK designers, the workshop helped participants reconcile the need for aesthetics with function to innovatively design buildings, public spaces, products, services and communications that accommodate the physical and sensory needs of all users, even those with extreme requirements. All the participants who completed the customer feedback survey rated the workshop as useful.

此工作坊為英國文化協會「和合設計48小時設計比賽」的一部分，透過探討和合設計，幫助參加者學習和合設計的方法。藉著英國皇家藝術學院資深研究員Julia Cassim和其他英國專業設計師帶領的集體思考討論和互動練習，參加者得以在美學要求和實用功能上取得平衡，讓應用於建築、公共空間、產品、服務，以及通訊的設計，能照顧到所有使用者生理與觸感的需求。所有參與客戶意見調查的參加者也認為上述工作坊對其有用。



Pilot Project – User-Centred Design Approach to Public Services 設計以用戶為本的公共服務試點計劃 (9/2008 – 2/2009)

In collaboration with the Efficiency Unit, Kaizor Innovation and The Hong Kong Polytechnic University School of Design, this intensive 14-week programme assigned 15 graduate students to critically analyse the services of the Labour Department, Social Welfare Department and Employees Retraining Board with a view to enhancing user experience for job seekers through a one-stop service. Using methods developed from user-centred design, groups of competing students created conceptual ideas to improve productivity, efficiency and service. The results will serve to introduce Service Design as a new discipline that could help improve government services, and to demonstrate that design capabilities traditionally used in products apply equally to services.

此試點計劃與效率促進組、Kaizor Innovation和香港理工大學設計學院合辦。在為期14周的密集活動中，15位研究生詳盡分析勞工處、社會福利署，以及僱員再培訓局的服務，目的在提升待業人士透過一站式服務所得到的協助。分組競賽的學生們應用以用戶為本的設計方法，擬定改善生產力、效率和服務的方針。結果將有助於提倡以服務設計來改進政府服務，並證明傳統觀念裡只用於產品的設計，亦同樣適用於服務。



Seminar and Workshop on Service Design: User-Centred Design Approach to Services 服務設計研討會與工作坊：以用戶為本設計的服務 (11/2008)

Organised in conjunction with the government's Civil Service Training and Development Institute, a seminar and workshop programme was organised from 6 to 7 November 2008 to explore how the delivery of public services can be improved by adopting a customer-centric approach. The seminar, targeted at directorate and senior staff, provided a sharing of the experience of other countries regarding the transformation of public services through a better use of design. This was followed by a workshop customised for senior officers of 24 government departments involved in licensing and related services. The workshop provided hands-on experience and interactive exercises to familiarise participants with service design methodology. A total of 110 participants attended the seminar and workshop. All the participants who completed the customer feedback survey rated the workshop as useful in helping them understand service design.

此研討會及工作坊與政府公務員培訓處合作，於2008年11月6至7日舉行。活動旨在探討公共服務如何能藉以用戶為本的方法來改善。研討會為政府首長級和高級人員，提供其他國家善用設計以改進公共服務的經驗。研討會結束後的工作坊，則專為24個與發牌和有關服務的政府部門之高級人員所開設。工作坊提供實習經驗和互動練習，讓參加者熟悉服務設計的方法。研討會與工作坊共計110人出席，所有參與客戶意見調查的參加者均認為上述工作坊對其有用。



Hong Kong Ambassadors' Ball 香港設計大使籌款晚會 (10/10/2008)

The Ambassadors' Ball is a glamorous fundraising event co-organised with the Hong Kong Ambassadors of Design and the Community Chest of Hong Kong. It attracted over 340 leading designers and influential people from business and media. The evening's theme featured a quaint revisit of Hong Kong art and culture, and its influence on the community. This was creatively visualised through the eyes of local artist/designer Stanley Wong, who custom designed a thematic décor using his signature red/white/blue design motif. Through generous support from distinguished brands and designers, 34 items were donated for auction. Via table patronage, advertisement sponsorship, cash donations and auctions, an amount of about HK\$2.4 million was raised during the event. Its net proceeds will be used by the two organisations for the support of design education and development projects in Hong Kong.

這個炫麗的籌款活動是與香港設計大使合辦，吸引逾340位頂尖設計師、企業和傳媒領袖。當晚的主題是重溫香港藝術和文化，以及它們對社會的影響。本地藝術家兼設計師黃炳培巧妙地運用他著名的紅/白/藍基調設計，作為是活動主題。多位知名品牌和設計師大力贊助，共捐贈了34件作品作拍賣之用。透過餐券認購、廣告贊助、現金捐贈與拍賣，當晚共籌得約港幣240萬元。主辦單位將會把收益用於支持香港設計教育的發展。

Hong Kong Brands Week 香港品牌周 (1 – 7/12/2008)

The inaugural "Hong Kong Brands Week" was a new initiative for 2008 jointly organised by HKDC, the Hong Kong Ambassadors of Design and the Community Chest of Hong Kong. It served multiple purposes, including fundraising, promoting local home-grown brands, as well as raising awareness and appreciation of the importance of invigorating these brands. Starting off as a consumer survey to identify Hong Kong's top lifestyle brands based on design and creativity, the exercise provided valuable advice to help local corporations build their brands, and ultimately, promote brand development in Hong Kong. Throughout the first week of December, consumers were offered incentives to consume products and services from participating Hong Kong brands at a discount. Encompassing a forum on brand management, an on-line charity auction of limited edition design items, and other sustained efforts to promote community-wide acknowledgement of the project, the event was actively supported by more than 20 established brands and successfully raised over HK\$2.1 million. A total of 289 participants attended the forum and 72% of those who completed the customer feedback survey rated the event as useful.

此項活動於2008年首度由香港設計中心、香港設計大使和香港公益金合辦。舉辦「香港品牌周」有多個目的，包括籌款、推動本地品牌以及促進公眾對本地品牌的支持。活動首先以消費者調查找出消費者心目中具創意的最佳品牌，藉此提供本地企業建立品牌需知的寶貴意見，從而促進本地品牌的推廣。於12月的首周，消費者於參與此活動的品牌購物，可享特別折扣優惠。「香港品牌周」還包括品牌管理論壇、限量版設計的網上慈善拍賣，以及其他的社區推廣活動。「香港品牌周」共獲逾20個知名品牌大力支持，成功籌獲超過港幣210萬元。計289人參與論壇，完成客戶意見調查的72%參加者認為上述活動對其有用。



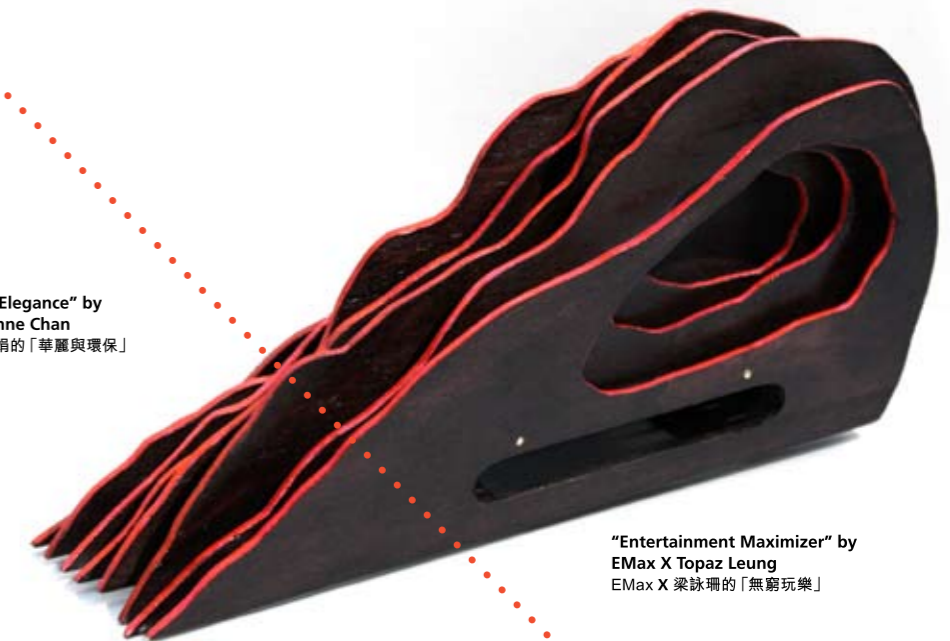
HK
BRANDS
WEEK
香港品牌周



"Agog Vision" by
TurboJET X Leo Heung
噴射飛航 X 向樹興的
「由無形到有形」



"Recycling Elegance" by
Sasa X Dionne Chan
莎莎 X 陳麗娟的「華麗與環保」



"Entertainment Maximizer" by
EMax X Topaz Leung
EMax X 梁詠珊的「無窮玩樂」

"Diamond Cut" by
Chow Tai Fook X Singchin Lo
周大福 X 盧聲前的「鑽石的聯想」

Musical Wheel designed by Kingsley Ng
伍韶勳設計的音樂巨輪



DFA Grand Award – Personal Wooden Radio WR01A-2B
亞洲最具影響力設計大獎 一個人木製收音機WR01A-2B



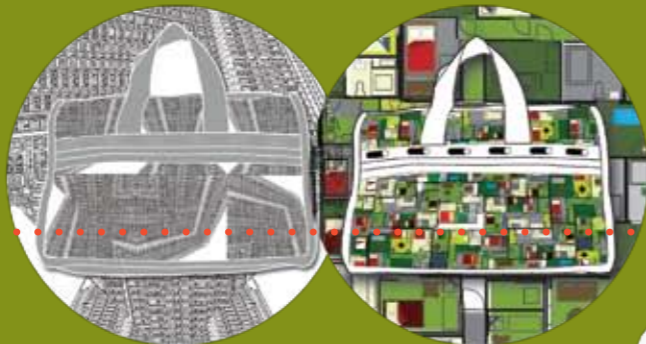
DESIGN FOR DESIGNERS 設計師

Design is the term we use to describe both the process and the result of giving tangible form to human ideas. Design doesn't just contribute to the quality of life; design, in many ways, now constitutes the quality of life.

設計一詞是我們用來形容將人類構思實體化的過程及結果。設計不僅提高生活質素；設計在許多方面構成了現今的生活品質。

Peter Lawrence
Founder of Corporate Design Foundation
Corporate Design Foundation 創辦人

METAPHYS uzu vacuum cleaner by Chiaki Murata
Chiaki Murata設計的METAPHYS uzu吸塵機



"Design Your Sac" – with a Hong Kong Story Graphic Prints Competition winning pieces from Open and Professional Group winner Jen Ng (left) and Students Group winner Fung Yuen Ki (right)
Design Your Sac – 香港故事平面印圖設計比賽公開及專業組優勝者吳宇千作品(左)及學生組優勝者馮煥祺作品(右)



Hong Kong Design Directory 香港設計指南 (www.designdirectory.hk) (6/2008)

The Hong Kong Design Directory (www.designdirectory.hk) was created in June 2008 to provide a comprehensive online database of professional designers and design firms operating in Hong Kong. The first of its kind, it provides a quick and easy interface for potential users of design around the world to identify design service providers from Hong Kong. As at end of March 2009, over 1,175 individual design firms have been registered, and 379,994 page views have been recorded.

香港設計指南(www.designdirectory.hk)於2008年6月設立，是一個香港專業設計師和設計公司的網上資料庫。這個全港首創的設計指南為全球各地的設計用家提供一個搜索香港設計服務供應者的迅速便捷接洽點。截至2009年3月底，名列指南的公司達1,175家，並錄得379,994頁次的瀏覽數字。

Free Intellectual Property Consultation Service 免費知識產權諮詢服務 (4/2008 – 3/2009)

In conjunction with the Federation of Hong Kong Industries, HKDC organised a series of free Intellectual Property (IP) consultation sessions for local design firms and SMEs. This service provided expert advice in areas such as legal protection of original designs and copyrights of new products, software, logos and brand names; tackling IP infringement; and IP lawyer referrals. 92 sessions were held during the year and 106 participants attended the consultation sessions. All the participants who completed the customer feedback survey rated the consultation sessions as useful.

香港設計中心和香港工業總會為本地設計公司與中小企業，聯合舉辦一系列的免費知識產權諮詢活動。此項服務在許多方面提供專業意見，包括原創設計的法律保障、新產品、軟體、商標和品牌形象的版權事宜，對付侵權問題，以及知識產權律師推介等。本年度共舉辦92節諮詢活動，計106人參與。所有參與客戶意見調查的參加者認為上述諮詢服務對其有用。

Shrek by Raman Hui
許誠毅的動畫作品史力加

Image courtesy of Shrek the Third™ & © 2007 DreamWorks Animation L.L.C. All Rights Reserved





Entrepreneurship for Design & Creative Business 志在創業 — 設計與創意工業 (29/3 – 14/6, 1/11 – 20/12/2008)

The first of its kind, this certificate programme for honing designers' business skills is customised to stretch the boundaries of creative and design education to respond to the rapidly changing business environment. Organised in conjunction with the Chinese University of Hong Kong Centre for Entrepreneurship, the multi-module programme comprised a series of intellectually rewarding lectures, experience sharing opportunities and hands-on exercises. It helped design and creative entrepreneurs develop a more comprehensive understanding of critical business issues such as business model design, planning and marketing. In 2008, there were two intakes, with a total of 45 participants most of whom have engaged in a design or creative business start-up with an average of 6 to 10 years in practice. 14 prominent guest speakers including designers and entrepreneurs like Po Chung, Tommy Li, Ed Ng, Dickson Yewn and Douglas Young were invited to share their expert views on how to approach some major aspects of entrepreneurship. 97% of the participants who completed the customer feedback survey rated this programme as useful.

這是首個專為設計師跨足營商領域、提升設計師商業技巧和幫助設計師應付瞬息萬變的營商環境的證書課程。此多單元證書課程與香港中文大學創業研究中心合辦，內容包括講座、經驗分享以及實務練習，幫助創意行業之企業家對重要營商問題，諸如營商模式設計、策劃和推廣工作等，有較全面的了解。2008年共開辦了兩季課程，共有45人參與，他們大多從事創意工作達6至10年。14位著名設計師和企業家，包括鍾普洋、李永銓、伍仲匡、翁狄森、楊志超等應邀與課程參加者分享他們對創業的精闢見解。完成客戶意見調查的97%參加者認為上述活動對其有用。



Chinese Cultural Design Elements in International Limelight 源遠流長的中國設計文化如何融入國際設計舞台 (29/4/2008)

Organised as a prelude to the Beijing Olympic Games, this forum featured a talk by Yao Ying-jia, Lenovo's design chief, otherwise known as the man responsible for the Cloud of Promise – 2008 Beijing Olympic Torch. Naturally, the focus of the forum was on the torch. Regarded as a symbiotic achievement in technology, engineering and cultural design, the torch served to thrust contemporary Chinese design onto the global stage. Supplemented by the guest appearance of Yanta Lam (Professor, School of Design, The Hong Kong Polytechnic University), the forum provided 120 design practitioners and students a glimpse into Yao's design experiences and methodologies, shedding insight into the various cultural inspirations encompassed by the torch's design. 90% of the participants who completed the customer feedback survey rated this forum as useful.

作為北京奧運的序幕，此論壇邀請到聯想創新設計中心總監，亦是2008年北京奧運會祥雲火炬設計師姚映佳蒞臨演講。祥雲火炬不但成為論壇的焦點，更被視為融合了科技、工程以及文化設計的一大成就，將中國現代設計帶上世界舞台。論壇又得香港理工大學設計學院教授林衍堂蒞臨，讓120位在職設計師和學生得以一窺姚映佳設計的經驗與方法，了解祥雲火炬中林林總總的文化靈感。完成客戶意見調查的90%參加者認為上述論壇對其有用。



Overseas Master Class in Hospitality & Experience Design 海外設計大師課程 款待及體驗設計 (1 – 11/7/2008)

In partnership with Domus Academy, this programme provided participants an opportunity to gain inspirations from Italy's creative culture. Comprising ten-day of lectures, studio visits, best practice sharing, workshops and a cultural tour of World Design Capital 2008, Torino, the study tour's 15 participants learned from leading designers and academics how to put theories about hospitality design and experience design into practice.

本課程與Domus Academy合辦，助參加者從意大利的創意文化汲取靈感。為期十天的授課、工作室參觀、經驗分享、工作坊，以及2008世界設計之都杜林的文化之旅，使參加的15位學員得以受教於頂尖的設計師和學者，學習如何將款待及體驗設計的理論付諸實行。

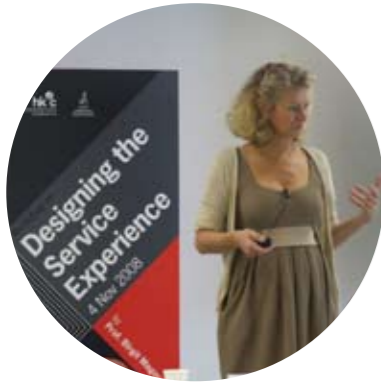


Design Your Sac – with a Hong Kong Story Design Your Sac — 香港故事平面印圖設計比賽 (1/7 – 17/10/2008)

Design Your Sac was a design competition organised in conjunction with LeSportsac for practising designers, students and the general public. Numbering over 400, entries took the form of graphic prints for the design of a LeSportsac Weekender bag. Six winners were awarded prizes ranging from cash, merchandise to a study trip to LeSportsac's office in New York. The winning design from the student category would be adopted for production as a real-world marketable LeSportsac bag.

此設計比賽與LeSportsac合辦，對象為在職設計師、學生和公眾人士。參賽作品需以LeSportsac的Weekender旅行袋系列設計以香港故事為題的平面印圖。大會收到逾400份參賽作品，六名比賽優勝者贏得獎金或獎品，以至參加紐約LeSportsac公司的學習之旅。而學生組的優勝者作品，將被採納並製成LeSportsac旅行袋。





Workshop on Designing the Service Experience 服務體驗設計工作坊 (4/11/2008)

Service design provides a multidisciplinary process that creates a total customer experience by integrating creative thinking and analytical thinking and making use of theoretical and methodological competencies in established design capabilities. Co-organised with the Hong Kong Association for Customer Service Excellence, the workshop was led by Birgit Mager (Professor, Köln International School of Design). It provided valuable insights into service design strategies, thinking, process and methodologies. With an emphasis on innovation and empathy with customers, it helped develop a deeper understanding of the user-centred design approach to services. 44 designers and business executives attended the workshop and 97% of them who completed the customer feedback survey rated this workshop as useful.

服務設計融合了創意思考和分析思考、設計理論和實踐，以創造客戶全方位的體驗。此項活動與香港優質顧客服務協會合辦，由科隆國際設計學校教授Birgit Mager主持，對於服務設計策略、思維、程序和步驟，都提供了寶貴的見解。工作坊的重點在於創新和對客戶的體諒關注，有助更深入了解如何將以用戶為本的設計模式應用於服務行業。工作坊共有44位設計師和企業主管參加，完成客戶意見調查的97%參加者認為此工作坊對其有用。

Trend Directions 2009 & Beyond 2009潮流趨勢 (11/11/2008)

This seminar, attended by 250 participants, provided expert analysis into future fashion trends. Presented by Worth Global Style Network (WGSN) Senior Fashion Editor Sue Evans, who held over 20 years of experience in the fashion industry, the seminar examined key trends affecting fashion for intimate wear and accessories for men, women and kids, covering areas such as colour, material and style. It also examined the latest global retail trends.

這個講座為250位參加者提供未來時裝趨勢的專業分析。講座由Worth Global Style Network(WGSN)高級時裝編輯Sue Evans主講，她在時裝界有逾20年的資歷。會中探討影響男女和兒童內衣和飾品的重要時尚趨勢，包括色彩、物料以及風格，還檢視了全球最新的零售趨勢。



GDN Symposium 2008 2008年度GDN專題研討會 (10/12/2008)

Through the joint efforts of HKDC and the Hong Kong Trade Development Council, the Global Design Network (GDN) and its annual symposium event was organised to address key issues that dominate the agenda of design organisations across the globe. As of March 2009, GDN comprised 37 leading design associations from Asia, Europe and the US.

The theme for 2008: 'Competition and Competitiveness: Defining the Values of Design in the 21st Century' sought to review trends and strategies for organising prominent design competitions. The plenary presentations were given by Nille Sorensen (INDEX: Award) and Julia Chiu (International Design Centre Nagoya). This was followed by three discussion sessions in which members of 22 leading design organisations from Denmark, US, Australia, Spain, Thailand, France, Korea, Italy, and the Mainland exchanged further views on the issues. A notable outcome from this was the expressed desire to establish a new international student award that cultivates cross-disciplinary collaboration. Key members also pledged to work more closely together to enable cooperation, exchange and hosting of roving exhibitions.

由香港設計中心和香港貿易發展局合辦的Global Design Network (GDN)舉行了年度專題研討會，旨在探討全球設計組織最關注的重要議題。截至2009年3月，GDN共由37個來自亞洲、歐洲和美國的主要設計組織所組成。

2008年的主題為“廿一世紀的設計價值 - 競爭與競爭力”，旨在檢討舉辦重要設計比賽的趨勢及策略。會議的主題講者包括Nille Sorensen (INDEX: Award)和邱麗玫(名古屋國際設計中心)，而來自丹麥、美國、澳洲、西班牙、泰國、法國、韓國、意大利和中國大陸等22個主要設計組織的成員，在緊隨的三場討論中交換了對這些議題的心得。與會者均希望設立一個新的國際學生獎項，以加強不同領域間的合作。此外，各主要GDN成員亦承諾更緊密的合作，包括協作、交流及舉辦巡迴展覽等。



Hong Kong Design Centre Awards 香港設計中心設計大獎 (8 – 12/2008)

As in previous years, HKDC conferred awards in 2008 to promote excellence in design and design application, and to recognise notable achievements in the field.

一如往年，香港設計中心在2008年頒發多個獎項，以推廣卓越的設計與設計應用，並表揚業內顯著的成就。



The Design For Asia (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 success through good design that reflects, or has an impact on, the Asian lifestyle. This year, reflecting the Award's continued growth and influence, HKDC received a record number of entries, 633 from 20 different countries/regions. The award was greatly expanded in scope from 4 to 18 categories to better mirror the diversity of excellent designs in Asia. A total of 84 awards were conferred to designs ranging from a primary school built in impoverished China, a Japanese Dental Clinic, a reconstructed courtyard house in Beijing, to Apple's ubiquitous iPhone 3G. It was gratifying to witness as many as 22 Hong Kong design firms/businesses winning the awards this year.

亞洲最具影響力設計大獎旨在推廣卓越的設計，並表揚世界各地公司透過優秀設計達致商業成效，反映或影響亞洲生活時尚。今年香港設計中心共接獲來自20個國家及地區，共633件作品報名角逐獎項，破紀錄的數字反映了獎項的持續成長和影響。亞洲最具影響力設計大獎由4個獎項類別大幅增加至18個，以更適切反映亞洲卓越設計的多樣化。得獎作品涵蓋由中國大陸貧困地區所蓋的一所小學、日本的一間牙醫診所、北京一座重建的四合院，以至蘋果電腦暢銷的iPhone 3G等，合共頒發了84個大獎。今年有多達22間香港設計公司得獎，成果令人欣慰。



Design Leadership Award (DLA) 設計領袖大獎

DLA acknowledges the achievements of strong corporate leaders who have developed and applied design to achieve exceptional business success. First launched in 2004, DLA aims to establish role models within the international business community. This year's winner was Yang Yuan-qing, Chairman of Lenovo Group, the fourth largest PC maker in the world. Regarded highly by his peers in the business community, Yang was acknowledged for his progressive strategies in merging design with business as a strategy for guiding Lenovo's prominent success. Amongst his many achievements, Yang was the first to introduce industrial design to the computer maker. His vision of growth helped establish the company's innovation and design centres, which provides important R & D for Lenovo's increasingly strong lineup of products.

設計領袖大獎旨在表揚企業領袖發展和應用設計所取得的傑出商業成果。此大獎於2004年設立，目的是在國際企業中樹立典範。今年的得主是聯想集團主席楊元慶，該集團是全球第四大個人電腦生產商。楊元慶積極推動將設計與商業結合，為聯想帶來令人矚目的成就，深受業界推崇。楊元慶眾多成就之一乃首創將工業設計用於電腦製造。由於對企業成長有遠見，他設立了該集團的創新設計中心，為聯想研發出更加優秀的產品。

DFA Silver Award – Shopping bag for Classified
亞洲最具影響力設計銀獎 — Classified的購物袋



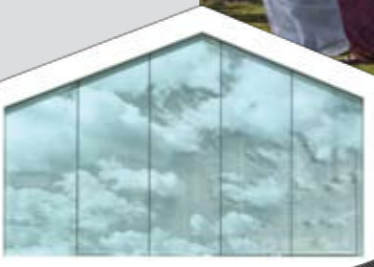
Yang Yuan-qing, 2008 DLA Award Winner
2008設計領袖大獎得主楊元慶



Shrek by Raman Hui
許誠毅的動畫作品史力加
Image courtesy of Shrek the Third™ & © 2007 DreamWorks Animation L.L.C. All Rights Reserved



DFA Gold Award – Hirose Dental Clinic
亞洲最具影響力設計金獎 — 廣瀨齒科診所



Raman Hui, 2008 WOCD Winner
2008世界傑出華人設計師得主許誠毅



DFA Grand Award – iPhone 3G
亞洲最具影響力設計大獎 — iPhone 3G



DFA Silver Award – Business Class seat for Singapore Airlines A380
亞洲最具影響力設計銀獎 — 新加坡航空A380商務客艙座位



Lenovo Tianyi F21 notebook with Olympic Torch-themed cover
聯想天逸F21奧運會火炬典藏版紀念機型



DFA Bronze Award – In-flight tableware for Cathay Pacific
亞洲最具影響力設計銅獎 — 國泰航空機艙餐具



ITC Commissioner and 2008 HKYDTA Winners
創新科技署署長與2008年香港青年設計才俊大獎的多位得獎者



Feed to Grow by Fenris Kau
顧崇熙的作品Feed to Grow



World's Outstanding Chinese Designer (WOCD) 世界傑出華人設計師大獎

WOCD 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. The 2008 awardee was Raman Hui, Animation Director of DreamWorks, who studied graphic design in Hong Kong. Regarded as a pioneering figure and best known for creating the critically successful Shrek series, Hui has helped transform the technical craft of 3D animation into a legitimate art form capable of feature-length storytelling. Profoundly lively and endearing, Hui's immaculately detailed creations have constantly stretched boundaries, blurring the line between fantasy and living reality.

世界傑出華人設計師大獎旨在鼓勵全球華人設計師，讓同根的設計師能共享知識經驗，匯注一流。此獎項表揚對年輕華人設計師具啟迪作用的典範。2008年的得主是曾在香港學習平面設計、現為「夢工場」的動畫總監許誠毅。許誠毅是公認的電腦動畫先驅，他的「史力加系列」廣受好評。他把3D動畫的技巧變成藝術，將故事娓娓道來。他創造的人物栩栩如生，細微處完美無瑕，往往讓人分不清是真是幻。



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

This award aims to nurture promising young design talent. In 2008, a total of 71 entries was received. 9 awards were conferred to both students and practising designers. 7 awardees were given grants to further pursue studies or overseas work attachment programmes while 2 awardees were offered acknowledgement in HKDC Award Yearbook and the opportunity of staging an exhibition for their work in IDT Expo 2008. The award was sponsored by the Innovation and Technology Commission, Gold Peak Industries (Holdings) Limited, Bright Future Charitable Foundation, The Hong Kong Polytechnic University, the Hong Kong Young Industrialists Council, and the Vocational Training Council.

此獎項旨在培養有潛力的青年設計人才。於2008年，合計71人報名角逐，共有9位學生及設計師獲獎。當中7位獲得獎金繼續深造或到海外工作，另外2位則獲香港設計中心大獎年刊表揚，並得以在2008年創新科技及設計博覽中展出作品。此獎項是由創新科技署、金山工業(集團)有限公司、鵬程慈善基金、香港理工大學、香港青年工業家協會以及職業訓練局贊助。

DESIGN FOR PUBLIC 公眾

When people say they don't understand design, it's because they don't get involved in the process.

當有人說他們不懂得設計，那是因為他們未參與其中。

Tom Dair
Co-founder of Smart Design
Smart Design 共同創辦人



Forum on "From Creative Industries to Creative Economy: The Role of Education" 「教育在創意產業及創意經濟的角色」論壇 (11/7/2008)

This forum was organised as follow up to "From Creative Industries to Creative Economy: The Role of Education", a HKDC's commissioned study carried out by the University of Hong Kong's Asia Case Research Centre (ACRC) which examined the role of education in influencing the supply and quality of innovation and creativity. Professor Ali Farhoomand, Director of ACRC, presented his findings and discussed comparisons between the national successes of Spain, Finland and South Korea with a panel of guests who included Ada Wong (Supervisor of Hong Kong Institute of Contemporary Culture), Danny Yung (Artistic Director of Zuni Icosahedron) and Po Chung (Chairman of the Creative Initiatives Foundation). 100 participants including representatives from local universities, design institutions, design industries and the Education Bureau attended the forum.

香港設計中心委托香港大學亞洲案例研究中心進行了一項名為「教育在創意產業及創意經濟的角色」研究，以香港須以創意和創新來克服日趨激烈的競爭為前提，檢視了教育如何影響創新政策的執行及其質素，並舉辦論壇以跟進及發佈研究結果。研究中心主任 Ali Farhoomand 教授在論壇中發表研究成果，並與香港兆基創意書院校監黃英琦、進念·十二面體藝術總監榮念曾、創意行動基金會主席鍾普洋等嘉賓，比較西班牙、芬蘭和南韓三個國家的成功案例。吸引了100位來自本地大學、設計學院、設計界以及教育局的代表出席。

Design to Empower Series 創意學習系列 (5 & 8/2008)

HKDC has, on its own, taken initiatives to promote design and innovation amongst local students. For example, Design to Empower is a series of individual workshops designed for children aged 8 to 14. Led by design practitioners and educators, the workshops sought to encourage creative thinking and problem solving through a playful, open and relaxed approach. Topics of interest tackled by the workshops included teaching participants to design their own jewellery and bags, designing the perfect home, and recycling items for fresh uses. Participating lecturers included Kith Tsang (Associate Professor, The Hong Kong Polytechnic University); Grace Lau (Senior Lecturer, City University of Hong Kong); May Yang (Designer, Maymaking) and others. Four homemaker workshops in May 2008 and nine sessions of kids workshops in May and August 2008 were held. A total of 110 participants attended the workshops.

香港設計中心已主動向本地學生推廣設計和創新，例如為8至14歲的兒童舉辦「創意學習」—孩子工作室。由設計師及教育工作者主持，工作坊藉開放輕鬆的遊戲方式學習以創意思維解決問題，主題包括讓參加者設計自己的珠寶和手袋、設計理想的家居，以及為舊資源尋找新用途等。講者有香港理工大學副教授曾德平、香港城市大學高級講師劉君璧、Maymaking設計師楊美瑋等。本系列於2008年5月開辦了四個住家作、工作室，於5月和8月辦了九個兒童工作坊，共獲110人參與。





Learning to Design Thru Monster 從「設計思維」出發 — 學校協作計劃 (2/2009)

The "Design to Empower" workshops have received positive feedback from participants and subsequently attracted interest from local secondary schools to incorporate the experience into 'Other Learning Experiences' as part of their new senior secondary school curriculum. One such follow-up project, namely "Learning to Design Thru Monster", was co-organised with Hong Kong Federation of Youth Groups. Open to all senior secondary level students, this lively project aimed to introduce into the lives of students and teachers alike the creative world of design. These revelatory workshops offered participants fresh insights into all aspects of design thinking and contemporary design practices.

「創意學習」系列深獲參加者的好評，其後多間本地中學均表示有興趣舉行工作坊，作為學校「其他學習經歷」的一部分。工作坊其中一個跟進項目為「從「設計思維」出發—學校協作計劃」，是與香港青年協會合辦，供全港高中學生參加。這個具活力的項目旨在將設計世界的創造性帶進學生和老師的生活中。這些富啟發性的工作坊，讓參加者對設計思維和當代設計方法有了嶄新的體會。

Discover Design 設計體驗營 (3 – 16/8/2008)

Jointly organised with Shantou University's Cheung Kong School of Art and Design, "Discover Design" is a programme of exchange and discovery between students from Hong Kong and Mainland. 60 students from 11 participating secondary schools in Hong Kong and 30 students from Shantou University experienced different aspects of design through workshops on graphic, 3-dimensional and video game design. They also took part in field trips visiting art museums and printing factories. More than 100 student works, comprising products and artwork were publicly exhibited at the end of the two-week summer camp. 90% of the students who completed the customer feedback survey rated this camp as useful.

此「設計體驗營」乃與汕頭大學長江藝術與設計學院合辦，為香港和內地學生提供交流與認識的平台。來自11所本地中學的60位香港學生和30位汕頭大學學生，藉著平面、立體和視象遊戲設計的工作坊，體驗了不同範疇的設計。他們還參觀了藝術館和印刷工廠。學生們逾100件的設計作品，在為期兩周的夏令營結束前，得以公開展示。90%完成客戶意見調查的學生認為上述「設計體驗營」對其有用。



DISCOVER DESIGN



Public Talks and Evening Forums 公開講座和晚間論壇 (6/2008)

With a view to raising the level of general appreciation of design by the populace, a series of public talks and evening forums were held in June 2008. These free sessions were structured to promote cultural exchange and merge innovation, culture and heritage with design. They comprised The Art of Cheung Yee; Designing The Cultural-Centred Products; Experiment with Food and Eating; Gender and Design and a free public talk by Alberto Alessi of renowned home accessories maker Alessi.

為了提高市民大眾對設計的普遍欣賞能力，我們於2008年6月舉辦了一系列的公開講座和晚間論壇。這些免費的活動旨在促進文化交流，並將創新、文化、傳統與設計相融合。晚間論壇的主題包括「張義的藝術」、「以文化為本的產品設計」、「飲食新體驗」、「性別與設計」和由著名家用品製造商Alessi的Alberto Alessi主講的公開講座。



Alessi Tea & Coffee Towers Exhibition Alessi茶及咖啡具展覽 (19 – 29/8/2008)

Jointly presented by Alessi and HKDC, this exhibition at InnoCentre provided the local audience with a rare viewing of 22 exceptionally unique tea and coffee sets. Inspired by the verve of contemporary architecture, Italian home accessories maker Alessi invited 22 of the world's most celebrated contemporary architects to create their own vision of the tea and coffee ensemble. They included Zaha Hadid, Toyo Ito, Alessandro Mendini and Gary Chang whose works are truly inspirational.

這項由Alessi和香港設計中心合辦的展覽，於創新中心展出了22套難得一見、匠心獨運的茶具與咖啡用具。意大利著名家用品製造商Alessi由現代建築的活力中得到靈感，邀請22位世界最負盛名的現代建築師憑其視野，設計創造他們的茶具和咖啡用具，包括Zaha Hadid、伊東豐雄、Alessandro Mendini和張智強。他們的作品的確極具啟發。





GD2D + PD3D – Fresh Air by PureAustrianDesign GD2D + PD3D – 奧地利設計展 (5/2 – 1/3/2009)

Jointly presented by HKDC and the Austrian Consulate General, this exhibition was curated by Vienna-based design studio JULAND BarcelonaVienna. The exhibition, a combination of graphic design (GD) and product design (PD), was based on the harmonious interplay between the two disciplines. A breathtaking exhibition architecture through the use of air and the use of special spectacles, the 2D (2 dimensional) of graphic design and the 3D (3 dimensional) of product design were shown in an interactive, playful and sensational way. The breadth of diversity and quality of Austrian graphic design presented covered work from corporate branding design, typography, publishing and promotion. A highlight of the product design facet was the focus on chairs, which represented Austria's supreme design discipline. A total of 4,166 people attended the exhibition held at InnoCentre.

由香港設計中心和奧地利駐港領事館合辦，此展覽由維也納著名工作室JULAND BarcelonaVienna策劃。展覽包含了平面設計(GD)和產品設計(PD)，突出兩類設計間和諧的相互關係。展覽使用空氣和特製眼鏡，以互動有趣和官感將平面設計的2D(二維空間)和產品設計的3D(三維空間)呈現出來。此次展出的奧地利平面設計包括企業品牌設計、印刷工藝、出版與商業推廣等。產品設計方面的焦點在椅子，正是奧地利卓越設計的表表者。吸引了4,166人出席於創新中心舉行的展覽。



DesignEx'08 (9/12/2008 – 5/1/2009)

Created by HKDC in partnership with a few Dutch design institutes, "DesignEx'08" was a unique three-in-one public programme aimed at stimulating participants with first-hand experience of contemporary Dutch creativity. With the three components of 'Exhibition, EXchange and EXperience', it provided a total of 7,650 participants the opportunity to not only view works, but also exchange ideas in a forum and a master-class workshop. Works on display at InnoCentre included a provocative collection of ornate deconstructive dresses of the Amsterdam Fashion Institute; Models of Concern and the New Stedelijk Museum; an exhibition of cross-cultural posters by renowned Dutch and Hong Kong designers; and Eindexamen 2008, a collection of graphic, interior and interactive multimedia designs from the Royal Academy of Art, The Hague. Additionally, "DesignEx'08" featured live performances of projected lights and animated motion graphics. Labeled 'Modular Life' this enticing fusion of light, sound and movement was developed and performed by a fresh graduate of the Royal Academy of Art. It uniquely provided visualisation to sound, and reciprocally, enabled sonic rendering of graphics.

香港設計中心主辦並聯同幾所荷蘭的設計學院舉辦的「DesignEx'08」展覽是一個獨特的三合一公眾活動，讓參加者親身體驗當代的荷蘭創意。活動的三部分是「設計展覽、設計交流及設計體驗」，為7,650位參加者提供除了觀賞作品外，並透過論壇及設計工作坊交流心得的機會。在創新中心展出的作品包括：阿姆斯特丹時裝設計學院精彩的時裝系列、新阿姆斯特丹市立博物館的模型、由知名荷蘭和香港設計師共同設計的海報，及海牙皇家藝術學院的平面、室內和互動多媒體設計。此外，一位皇家藝術學院剛畢業的學生表演一項兼具迷人的聲、光、動作效果，名為「Modular Life」的動畫表演。透過現場燈光設計，演出將聲音形象化，同樣也用聲音來呈現圖象。



Pecha Kucha Nights (27/5, 22/7, 9/12/2008 & 25/2/2009)

Working closely with the Hong Kong Ambassadors of Design, "Pecha Kucha Nights" are an important networking initiative that held bi-monthly. Vastly successful in over 100 cosmopolitan cities, "Pecha Kucha Nights" are designed to bring together creative and dynamic members of the community to share thoughts and feelings about design and the arts. Configured in a format of 20/20, speakers present creative ideas through a series of 20 slides using a maximum 20 seconds per slide. "Pecha Kucha Nights" provides participants a fun, casual forum for dialogue and interaction between Hong Kong's creative, design and public communities. During the year, four "Pecha Kucha Nights" in Hong Kong were organised attracting total participation from over 1,200 local creative talents and design lovers.

香港設計中心與香港設計大使緊密合作，每兩個月舉辦「Pecha Kucha Night」，作為設計業人士互相聯絡的重要活動。「Pecha Kucha Night」在全球逾100個都會城市均極為成功，讓創意行業人士分享對於設計及藝術的心得。活動以20/20的形式進行，講者藉著20張投影片來分享構思，每張投影片限時20秒鐘。「Pecha Kucha Night」提供一個輕鬆隨意的平台，讓香港的創意和設計業以及公眾進行對話和互動。在本年度內，香港共計舉辦了四場「Pecha Kucha Night」，吸引逾1,200本地創意人才和設計愛好者出席。

HKDC Library and Website Revamp 香港設計中心圖書館及網站更新 (6 & 10/2008)

The transfer of information and knowledge serves a crucial role in cultivating and inspiring a better informed use of design. Situated on 2/F of Kowloon Tong's InnoCentre, the HKDC Library, launched in June 2008, is a reference library operated by HKDC. Aimed at servicing the unique needs of individuals concerned with design-related issues, the library is stocked with an ever-growing collection of books, periodicals, research documents and reference materials on design, innovation, creativity and entrepreneurship. As at the end of March 2009, the collection comprised a total of 779 books and 66 magazines. To enhance user experiences of HKDC's online resources, the HKDC website was revamped in October 2008, allowing easy access to important design news, publications, research studies and other materials.

要培養並啟發更佳的设计，資訊和知識的傳遞極為重要。成立於2008年6月的香港設計中心圖書館，座落於九龍塘創新中心二樓，是由香港設計中心營運的參考圖書館。針對與設計相關的獨特需求，館內存放與設計、創新、創意和創業相關的書籍、期刊、研究文獻和參考資料與日俱增。截至2009年3月底，館藏共有779冊書籍與66種雜誌。為了便利使用香港設計中心網上資源，香港設計中心網站亦於2008年10月改造更新，讓重要設計新聞、出版物、研究與其他資訊更易獲取。



INTERNATIONAL PROMOTION AND RELATIONS

國際推廣和關係

Creative Hong Kong 創意香港 (4 – 10/2008)

Following previous years' efforts to promote Hong Kong design abroad, HKDC undertook in 2008 another series of overseas promotional programmes showcasing Hong Kong's design through an array of large-scale exhibitions, symposia and forums. Scheduled under the "Creative Hong Kong" brand, these events have engaged global audiences at prestigious events and venues in Milan, London, New York and Seoul. "Creative Hong Kong" has gained widespread success, communicating the diversity and quality of contemporary Hong Kong design. A considerable number of influential media outlets reported on the project and the state of Hong Kong design. These included: CNN, the International Herald Tribune, Reuters, CCTV, the Financial Times and others.

香港設計中心延續一貫海外推廣香港設計的努力，於2008年推出另一系列的海外推廣活動，藉一連串的大型展覽、研討會和論壇來展示香港的設計。在「創意香港」的主題之下，這些活動在米蘭、倫敦、紐約和首爾的盛會中均吸引全球的目光。「創意香港」獲廣泛的成功，向世界傳達了當代香港設計的多元及卓越。大量具影響力的傳媒均對香港的設計和這些活動加以報導，包括美國有線電視新聞網、國際先驅論壇報、路透社、中國中央電視台、金融時報等等。



Creative Hong Kong in Milano at That's Design – Milan Design Week 創意香港在米蘭 — 米蘭設計周 (16 – 21/4/2008)

This promotional showcase capitalises on the massive exposure afforded by Milan Design Week. Representing Hong Kong's first ever appearance at the world's largest design event, "Creative Hong Kong in Milano" was a programme that displayed a broad spectrum of works, encompassing toys, fashion, environment, and communications, by the city's contemporary designers. Highlighted by the ten immaculate crossover products produced out of HKDC's "Project 9707", the exhibition encouraged many from the 20,000 daily visitors to favourably re-evaluate their notion of what Hong Kong design truly can be.

「創意香港」利用米蘭設計周所提供的大量曝光機會，首度把香港設計於世界最大型設計盛會中亮相。「創意香港在米蘭」展示了香港當代設計師各類型的作品，包括玩具、時裝、環境和通訊。展示的重點落於香港設計中心「9707項目」中的十件完美的混合設計。令每天兩萬位參觀者留下對香港設計的良好印象。

Creative Hong Kong in London 創意香港在倫敦 (28/5 – 12/6/2008)

Following the achievements made in Milan, "Creative Hong Kong in London" was an ambitious initiative aimed at generating excitement amongst the business and design communities, as well as the general public in London. A modest exhibition of "Project 9707" products was held at Harvey Nichols department store. A second exhibition, held subsequently at the renowned Design Museum, presented visitors with a comprehensive showcase of contemporary Hong Kong design featuring products, panels and multimedia displays. In partnership with London Business School, the Hong Kong Creative Business Forum was organised to share views on how Hong Kong provides a platform for business opportunities throughout Asia and China. Renowned speakers included: Michael Young, Alan Chan, Sir David Tang, Alan Yau, Kai-yin Lo, Rocco Yim, Chelsia Lau, Freeman Lau, Eric Chan, Lo Chi-wing and Barney Cheng. John Tsang, Financial Secretary of Hong Kong Special Administrative Region, made appearances to help launch "Creative Hong Kong in London".

繼在米蘭獲致成功後，「創意香港在倫敦」是具抱負的計劃，旨在引起倫敦企業、設計業和公眾的興趣。適度的展覽於Harvey Nichols百貨公司展出「9707項目」的作品。另一項展覽則於著名的設計博物館舉辦，全面展示當代香港的設計，包括產品、平面及多媒體設計作品。和倫敦大學商學院合辦的香港創意企業論壇，進一步讓外界了解香港如何作為亞洲和中國商機的平台。著名的講者包括Michael Young、陳幼堅、鄧永鏘爵士、丘策濱、羅啟妍、嚴迅奇、劉家寶、劉小康、陳秉鵬、盧志榮和鄭兆良。香港特區政府財政司司長曾俊華更蒞臨為「創意香港在倫敦」揭幕。





Creative Hong Kong in New York 創意香港在紐約 (12 – 18/9, 16/10/2008)

Similar to the previous engagement in London, “Creative Hong Kong in New York” featured a design exhibition at Sotheby’s New York, a panel discussion and a forum focused on the integration of Hong Kong/Chinese culture and global business. Co-organised with the Industrial Designers Society of America, the panel discussion held in September featured engaging presentations by various Hong Kong designers including Lo Chi-wing, Barney Cheng and Gary Chang. Held subsequently in October in conjunction with Asia Society, the forum ‘Chinese Spirit, Global Design’ featured Hong Kong designers who contemplated the role of Chinese culture in contemporary design. The event was officiated by Carrie Lam, Secretary for Development of Hong Kong Special Administrative Region, and featured Kai-yin Lo, Eric Chan and Calvin Tsao as speakers.

與之前在倫敦的活動類似，「創意香港在紐約」於紐約蘇富比拍賣公司舉辦設計展，還有專題討論和論壇，探討香港/中國文化與全球企業之融合。於9月舉行的論壇與美國工業設計家公會合辦，引人入勝的演講則由包括盧志榮、鄭兆良、張智強等香港設計師主講。接下來10月的“中國風情·寰宇設計”論壇與亞洲協會合辦，由香港設計師探討中國文化在現代設計中的角色。香港特區政府發展局局長林鄭月娥主持開幕儀式，而羅啟妍、陳秉鵬和曹慰祖均受邀演講。



Creative Hong Kong at Seoul Design Olympiad 創意香港在首爾 — 首爾設計奧林匹克 (10 – 31/10/2008)

Organised by the City of Seoul, the Seoul Design Olympiad is a design festival that brings together the world’s top design talents from various countries across the globe. HKDC was invited as a participant of ‘World Design Cities of the Future’, which provided a distinguished platform to showcase and exhibit Hong Kong’s broad design talents. Featuring vigorous involvement from many of the world’s preeminent design cities, the event greatly accentuates Hong Kong’s prominence as an important centre of design.

首爾設計奧林匹克是首爾市主辦的設計盛會，將世界一流的設計人才薈聚一堂。香港設計中心應邀參加“未來世界設計之都”，為香港廣泛的設計人才提供絕佳的舞台。世界各大設計城市均投注心力於此盛會，香港作為設計之都的形象亦大為提高。



HKDC Exhibition in Mainland China 國內展覽 (16 – 19/5/2008) (12 – 17/10/2008) (21 – 24/10/2008)

HKDC participated in the International Creative Industries Exhibition Shanghai (21 – 24 October, 2008) with a showcase comprising an interactive display of the Hong Kong Design Directory and 40 distinctive exhibits of works by Hong Kong designers on Hong Kong’s design development over the past ten years. A creative forum titled “Go China! – Meet design entrepreneurs and consultants from Hong Kong” was held during the exhibition and joined by over 300 participants.

HKDC also participated in the 4th China (Shenzhen) International Cultural Industries Fair (16 – 19 May, 2008), and the Chinese Hi Tech Fair (Shenzhen, 12 – 17 October, 2008).

香港設計中心參加了中國【上海】國際創意產業展覽會(21 – 24/10/2008)，不但以互動方式展示香港設計指南，還展出香港設計師針對過去十年香港的設計演進所設計的40件獨特作品。展覽會中有個極富特色的論壇，名為「中國前進！- 與香港企業家和顧問會面」，共有逾300人出席。

香港設計中心還參加了第四屆中國(深圳)國際文化產業博覽交易會(16 – 19/5/2008)，以及中國國際高新技術成果交易會(深圳，12 – 17/10/2008)。



Memorandum of Understanding (MOU) with Shenzhen Industrial Design Profession Association 與深圳市工業設計行業協會簽訂備忘錄 (3/12/2008)

On 3 December, HKDC and Shenzhen Industrial Design Profession Association signed a MOU. Through maximising the resources of the two cities, this strategic framework agreement formed under the “Shenzhen-Hong Kong Innovation Circle – a strategic framework agreement for Design Industry” seeks to create a common platform for design exchange, business matching, training, and the staging of exhibitions, forums and the formation of a resource information centre to transform Hong Kong and Shenzhen into the design hub of Asia. Directly resulting from this alliance, HKDC lined up a delegation of speakers from Hong Kong and the US to share insights on “Financial Crisis Solution – Remodelling the Manufacturing Industry of Shenzhen Industrial Design” at the forum of Shenzhen Industrial Design on 3 December, 2008. Likewise, different Shenzhen enterprises took up exhibition booths at the Inno Design Tech Expo during “BODW 2008”. Concurrently, a Shenzhen-Hong Kong Roundtable was held with Hong Kong and Shenzhen industrial designers discussing on a range of issues on the key challenges that lie ahead for industrial design communities in the two cities.

香港設計中心與深圳市工業設計行業協會於12月3日簽訂備忘錄。此策略框架協議是在「深港創新圈 - 設計產業的策略框架協議」下達成，透過建立一個共通平台，善用兩地的資源，強化創造設計交流、業務配對、人才培訓、舉辦展覽會、論壇和成立資訊中心，以打造香港和深圳成為亞洲的設計樞紐。就這協議聯盟，香港設計中心組織了一個來自香港和美國的代表團，於2008年12月3日在深圳市工業設計論壇上，就「金融海嘯中的破冰之旅 - 深圳工業設計重塑製造業」與參加者分享看法。此外，深圳企業亦在2008年「設計營商周」期間的創新科技及設計博覽中參展。深圳—香港圓桌會議亦與此同時舉辦，香港及深圳的工業設計師更探討兩地工業設計界所面臨的重大挑戰。

CORPORATE GOVERNANCE 公司管治

As an organisation funded mainly by the Government, HKDC attaches great importance to sound corporate governance and good management practice. In October 2008, the Audit Commission released its report on its investigation into HKDC's corporate governance and administration. HKDC at just seven years of age is a relatively young and small organisation still probing its way to strive for facilitating the development of design industries in Hong Kong. An audit review at this point of HKDC's development was considered timely as it provided an opportunity to take stock of progress, so that HKDC could improve its administration and management to achieve a higher standard of corporate governance.

HKDC accepts all the recommendations made by the Audit Commission and the Public Accounts Committee. It has taken a number of administrative measures to improve its internal control and accounting systems. In particular, the HKDC Board has set up an internal audit function, and established an audit committee to ensure operational effectiveness and efficiency, reliability of internal and external reporting, as well as compliance with the applicable laws and corporate governance policies. Furthermore, the HKDC Board has adopted a two-tier reporting system for declaration of interests by its directors. A register of Board directors' declaration of interests is maintained and is made available for inspection by public upon request.

香港設計中心主要由政府撥款資助，因此高度重視良好的企業管治和優秀的業務管理。在2008年10月，審計署就香港設計中心的管治和運作，發表調查報告。成立僅七年的香港設計中心，是資歷尚淺且規模較小的機構，仍在摸索如何促進香港設計行業的發展。這份審計報告正逢其時，讓香港設計中心有機會評估表現，從而改善行政管理以達致更高的企業管治水平。

香港設計中心接受審計署和政府帳目委員會的一切建議，並已採取一連串的措施以改善內部監控和會計系統。香港設計中心董事局特別設立一個內部審計機制和內部審計委員會，以確保營運的成果和效率、對內和對外報告之準確度，以及對相關法例與管治政策之遵行。再者，香港設計中心董事局已採用了雙層申報制度，供董事們申報利益。董事的利益聲明記錄亦可供公眾索閱審查。

INTERNATIONAL ALLIANCES 國際聯盟

The following are just some of the trans-national organisations that we are affiliated to. They have enabled us to organise a diverse range of quality programmes. Moving forward, we will continue to leverage on such alliances to harness success with greater effectiveness.

以下是一些與本中心密切聯繫的跨國機構，它們的通力合作使我們能夠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 HKDC, 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 37 leading design associations in Asia, Europe and the US.

GDN's missions are:

- To promote 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37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：

- 促進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



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。

ICIA

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

HKDC has become a member of the ICIA which is based in Beijing and taking care of various innovative projects, 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。

icograda IDA

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。

icsid IDA

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。



Since 2004, HKDC has been a member of The Asia-Pacific Design Network (APDN) of the Japan Design Foundation. APDN set up a database of design-related and detailed information covering all of Asia.

香港設計中心自2004年加入了由國際設計交流協會成立的亞太設計網絡(APDN)。該網絡設立了一個擁有與設計相關並覆蓋全亞洲的詳盡資料庫。

OUR ORGANISATION 組織架構

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Chairman 主席



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Director 董事



Kinney Chan
陳德堅
Director 董事



Shirley Chan
陳淑玲
Director 董事
(Appointment since 上任日期 17/4/2008)



Selina Chow GBS, JP
周梁淑怡
Director 董事



Roy Chung JP
鍾志平
Director 董事



Raymond Fung
馮永基
Director 董事
(Appointment since 上任日期 8/4/2008)



Lorraine Justice
Director 董事



Frederick Lam JP
林天福
Director 董事



Maurice Lee
李偉民
Director 董事



Shelley Lee GBS, JP
李麗娟
Director 董事



Shing See Lee GBS, OBE, JP
李承仕
Director 董事



Andrew Leung SBS, JP
梁君彥
Director 董事



Foo Cheung Lo JP
羅富昌
Director 董事
(Cessation on 離任日期 7/4/2008)



Kai Yin Lo SBS
羅啟妍
Director 董事



Daryl Ng
黃永光
Director 董事



Ada Wong JP
黃英琦
Director 董事



Kai Man Wong BBS, JP
黃啟民
Director 董事



Kevin Yeung
楊棋彬
Director 董事



Rocco Yim JP
嚴迅奇
Director 董事



Eddy Yu
余志光
Director 董事
(Cessation on 離任日期 8/4/2008)



Danny Yung
梁念曾
Director 董事



Janet Cheung
張啟秀
Alternate Director 候補董事



Andrew Lai
黎志華
Alternate Director 候補董事
(Appointment since 上任日期 5/2/2009)



Gordon Leung JP
梁松泰
Alternate Director 候補董事
(Appointment since 上任日期 4/2/2009)



Horace Pan
潘鴻彬
Alternate Director 候補董事



Winnif Pang
彭志江
Alternate Director 候補董事
(Appointment since 上任日期 8/4/2008)



Kelly Sze
施家禮
Alternate Director 候補董事
(Cessation on 離任日期 8/4/2008)

Management Team 管理團隊



William To 陶威廉
Project Director
項目總監

Grace Lee 李從美
Marketing Director
市場總監



Amy Chow 周婉美
Design Director and Education Consultant
設計總監及教育顧問



Susanna Pang 彭碧翠
Senior Design Promotion Manager
高級經理(設計推廣)



Maria Lau 劉美怡
Administrative Director
行政總監



OUR ACCOUNTS 中心帳目

Income and Expenditures Account for the Year Ended 31st March 2009
至2009年3月31日止財政年度收支結算表

	Non-Government Funding	Subvention Funding	Design Support Programme			Total
	非政府資助	政府資助撥款	Business of Design Week 2008 設計營商周 2008	Reinventing with Design 2008 設計創新機 2008	Overseas Promotion of HK Design 海外推廣香港設計	總計
	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$
Income						
收入						
Government grant	0	18,482,152	7,686,762	1,339,712	8,362,143	35,870,769
政府資助						
Project income	456,300	1,507,450	3,240,758	425,625	0	5,630,133
項目收入						
Sponsorship / Donation	608,986	661,360	3,676,596	340,000	1,993,928	7,280,870
贊助 / 捐款						
Other income	681	64,390	8,079	2	666	73,818
其他收入						
	1,065,967	20,715,352	14,612,195	2,105,339	10,356,737	48,855,590
Expenditures						
支出						
Project expenses	0	5,319,504	12,729,265	1,963,900	9,419,047	29,431,716
項目開支						
Payroll & related cost	0	12,181,500	1,882,930	132,439	921,690	15,118,559
薪資及相關支出						
Overhead & administration	66,332	3,214,348	0	9,000	16,000	3,305,680
一般營運及行政費用						
	66,332	20,715,352	14,612,195	2,105,339	10,356,737	47,855,955
Operating surplus / (deficit)	999,635	0	0	0	0	999,635
營運盈餘 (赤字)						
Less: Interest expenses	(105,806)					(105,806)
減: 利息支出						
	893,829	0	0	0	0	893,829
Net surplus / (deficit)	893,829	0	0	0	0	893,829
淨盈餘 (赤字)						