

# CREATING THE BALANCE OF VALUE



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## ABOUT US 關於我們

Design for Society is the major undertaking of the Hong Kong Design Centre (HKDC) – a publicly-funded, non-profit organization established in 2001 with the support of the design industry in (i) promoting and celebrating design excellence, (ii) championing strategic and wider use of design for creating business added value and community benefits; and (iii) educating the professions and the community to be resourceful and champions for sustained developments through design and innovation.

The long-term success of HKDC requires continued feedback and staunch support from the community and different professions across various design fields, education, commercial, voluntary and public sectors.

向社會推廣設計的精神是香港設計中心主要職責。香港設計中心於2001年由業界支持下成立的非牟利機構，並獲政府撥款營運，其工作宗旨在於（一）推廣及表揚傑出的設計；（二）提倡廣泛及策略地應用設計為企業和社會創造價值；以及（三）教育與設計相關的專業人士和社會大眾，讓他們加強透過設計與創新思維，達致可持續發展。

香港設計中心的長足發展全賴社會及各界包括來自不同設計領域、教育界、商界、志願團體、公共機構和專業人士的鼎力支持。

# WHAT IS DESIGN?

## 什麼是設計?

There are numerous definitions of design floating around, and it is a term open to a multitude of interpretations. American designer, Charles Eames, once said design is a plan for arranging elements in such a way as best to accomplish a particular purpose. We realise the difficulties in proposing an all encompassing description of design, but at Hong Kong Design Centre the particular purpose we strive to accomplish is to promote and champion the different functions of design and the significant benefits it brings to society.

設計的定義多而廣，不同人對設計的意義和用途看法迥異。要為設計下一個既確切又全面的定義並不是輕而易舉的事。美國設計師 Charles Eames 認為設計是一個計劃，將不同元素精心巧妙地安排組合以成就某個特定目的。香港設計中心深深明白設計的涵義並非三言兩語便可道盡，但我們為成就一個重要目的而努力，就是推廣及強調設計多樣的功能，以及它對社會帶來的重大貢獻。

# DESIGN IS...

## 設計是...

**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。

**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，由生產製造到服務業如銀行、旅遊、交通和物流。通過優質設計，企業不單純在產品設計上，而是在服務、環境和溝通各方面皆可創造一個更吸引的品牌經驗和更有價值的客戶關係。

**Multi-disciplinary**  
跨界別

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。更好的設計能達致更佳的效果。

**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.

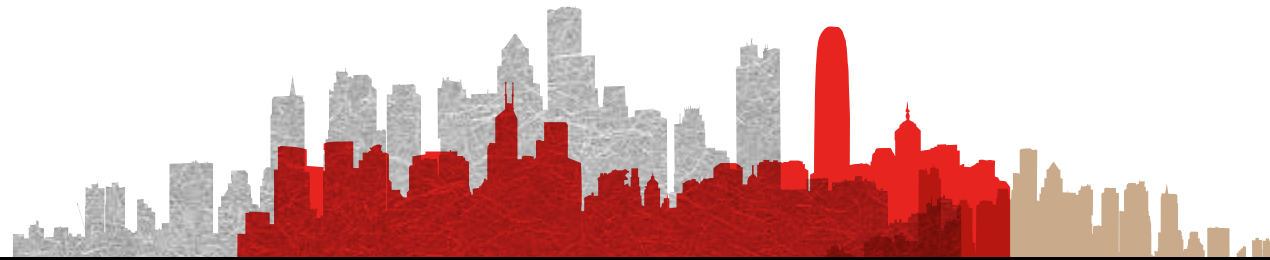
Design has increasingly become a critical part of the overall corporate business strategy. Designers are natural innovators by virtue of their empathy, visual literacy and lateral thinking skills. More and more companies are tapping into the expertise of designers to create innovative business models, 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、並具水平思考能力，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和質素，令生活更寫意、安全和愉快。



# VISION 願景

**Establish Hong Kong as a centre of design excellence in Asia**

推動香港成為亞洲的設計之都

# MISSION 宗旨

**Use design and innovation to drive value creation and improve the well-being of society**

利用設計和創新來創造價值及改善生活質素

# WHAT WE DO?

## 我們的工作

HKDC holds a wide diversity of programmes comprising design-related seminars, exhibitions, conferences, workshops, forums, publications and awards, through which we aim to strengthen Hong Kong as a prime regional centre of design knowledge and attain sustainable competitiveness, economic prosperity and overall well-being of society through the strategic use of design.

香港設計中心舉辦廣泛及多元化的活動，包括與設計相關的研討會、展覽、會議、工作坊、論壇、刊物、獎項及其他項目。希望透過多元化的項目和活動，使香港成為設計知識的匯聚點，並策略地運用設計來維持競爭力，達致經濟繁榮及社會安泰。



### INJECTING DESIGN INTO BUSINESS

#### 營商注入設計

To encourage business to embrace design thinking for value creation

To advance design knowledge and business practices

鼓勵企業善用設計思維作為創造價值的要素

提升設計知識及商業營運方略



### NURTURING "DESIGN-PRENEURS"

#### 孕育「設計企業家」

To enrich the skills of design-preneurs in:

- entrepreneurship
- project management
- brand-building
- marketing and communication
- finance

增強設計師營運企業的多元能力：

- 業務管理
- 項目管理
- 品牌建立
- 市場推廣和傳訊
- 財務管理



### BUILDING NETWORKS

#### 建立網絡

To enhance the resourcefulness of business executives and practitioners of design-related industries through:

- Networking
- Partnerships
- Exchanges

加強商界及從事設計相關的專業人士的睿智：

- 網絡聯繫
- 建立伙伴關係
- 交流



### ENHANCING COMMUNITY-WIDE APPRECIATION OF DESIGN

#### 加強社會對設計的認知及參與

To promote a creative culture with wide understanding of the value of design and innovation through:

- partnerships and public engagement
- professional advancement and youth programmes
- awards and exhibitions
- communication

向大眾推廣創意文化在設計及創新的價值：

- 社會共融
- 專業發展及青少年項目
- 設計獎項和展覽
- 資訊傳播



### 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 (DFAA)**

uniquely recognises outstanding designs that have been most influential across Asia

##### **Design Leadership Award (DLA)**

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

##### **World's Outstanding Chinese Designer (WOCD)**

recognises the achievement of Chinese designers from across the globe

##### **Hong Kong Young Design Talent Awards (HKYDTA)**

acknowledge the latent potential of our young design talents

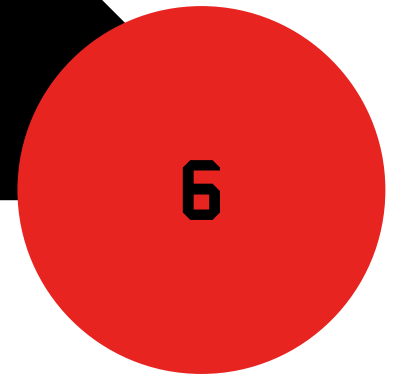
要建立一個強勢的設計社區，嘉獎和同儕鼓勵十分重要。我們設有下列獎項表彰優質設計：

**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不同設計領域的貢獻。

**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。



### RAISING HONG KONG'S PROFILE AS A DESIGN HUB THROUGH CREATIVITY AND INNOVATION

#### 藉創意及創新提升香港為設計之都

To promote Hong Kong's design-related industries and creative ecologies through:

- Projects and engagement
- Design promotion and education
- Partnerships and networks

香港設計中心透過下列渠道推動香港設計相關行業及創意生態：

- 舉辦各類設計相關活動項目及鼓勵積極投入參與

- 推廣設計的精神及設計教育

- 建立伙伴合作關係及網絡



# MESSAGE FROM CHAIRMAN

## 主席的話



Design is an integral part of all businesses and involves every aspect of life. The power and value of design as a turnaround tool for value creation and maintaining the competitive edge is of significant importance for business and society. Many local businesses harnessed the power of design to weather through financial storms as the world experienced economic downturns and market competitions.

The SAR Government recognises the importance of the creative industries and had identified it as one of six essential pillars for economic development. In 2009 the Government established Create Hong Kong to coordinate the development of creative industries, as part of Hong Kong's drive towards a creative economy. Emphasis is also placed on the economic integration with the Mainland market, particularly the Pearl River Delta region, to inject new impetus into the local economy.

In alignment with the Government's vision and objectives, we organised several programmes including the Reinventing with Design (ReD) 2009 with the theme of "Reinventing Industries in the Pearl River Delta" – From "Made in PRD" to "Created in PRD". The objective of ReD 2009 was to inspire small and medium-sized enterprises in Hong Kong and across the border to transform traditional industries through creative design and innovation. A series of insightful conferences and workshops with distinguished international

speakers and brand representatives was organised by us to provide the necessary impetus that helped to transform Hong Kong's traditional industries, using the latest design intelligence, into globally competitive, progressive entities that are more innovative, robust, efficient, and appealing. The week-long ReD 2009 attracted hundreds of managerial professionals and senior management employees of SMEs in diverse businesses, design industry and the education sector to participate. As part of the programme, HKDC had organised the Design Ex'09 Exhibition whereby the works of students from six design academies in Mainland China had been showcased at the InnoCentre, highlighting China's efforts in nurturing a new generation of designers.

To strengthen closer cooperation with our immediate neighbour, Shenzhen, we organised a Shenzhen seminar during ReD 2009 in June. In addition, we had jointly organised with Shenzhen Industrial Design Profession Association "Shenzhen Industrial Design Forum" in December. We had also participated with the Hong Kong Trade Development Council in a series of seminars on branding and creativity in the PRD during the year. We will continue to work closely with cities in the PRD on design-related projects and initiatives and forge new partnerships with professional associations and organisations. With Hong Kong's edge in design and its closer economic integration into PRD's development on all fronts, HKDC has a leading role to play in deepening our collaboration with the PRD cities.

Debuted in 2002, the Business of Design Week is now recognised as Asia's leading annual event on design, innovation and brands. France was the partner country of BODW 2009. The international event brought together design masters, business leaders and creative legends in the field of design and innovation from France and other countries. They engaged the participating designers, business leaders, educators, SMEs and the public in a series of exhibitions, forums, outreach and networking programmes. More than 50,000 participants, with 100

prominent international speakers, and over 270 regional and international journalists attended the week-long event.

To further put Hong Kong's designs onto the world stage, we have embarked, in a partnership with the SAR Government, on a multi-faceted programme - "Hong Kong: Creative Ecologies – Business, Living, Creativity" to promote the energy, style, innovation and branding power of Hong Kong's designers and businesses at the Shanghai Expo 2010 from May to October 2010.

Design also has a social value. Better design contributes to better living. HKDC will continue to organise large-scale events to raise the public's awareness of the strategic role design plays in business value creation and generating community benefits. Efforts in this area included the "Antoine Manuel Graphic Village Exhibition" which boasted a record number of more than 100,000 visitors. The "Social Energy – Contemporary Communication Design from the Netherlands" exhibition featured 300 contemporary designs by 11 founders and trailblazers in various fields of communication design from the country.

Nurturing Hong Kong's precious human capital and creative talents is key to ensuring sustainable development in the design and creative industries. To achieve this objective, we enhanced the scope and enriched the contents of various flagship youth programmes such as Design to Empower and Discover Design. They are designed to instill in secondary students the knowledge on creative thinking and problem solving skills through deploying design processes in their everyday lives.

Looking ahead, HKDC will continue to actively engage and foster closer partnerships with local and overseas design-related organisations, professional associations and academics to maximize the impact and value of our work, expand reach and strive to improve the quality delivery of our programmes.

設計是各行各業中不可缺少的部份，亦涉及生活不同層面。設計是升級轉型的工具，其力量能為商業及社會創造價值，是保持競爭優勢的重要元素。在經濟衰退及市場激烈競爭的夾擊下，許多本地企業均憑藉設計的力量，成功渡過金融風暴。

香港特區政府了解創意產業的重要性，將它納入六大新支柱產業，銳意發展。2009年，香港政府成立了「創意香港」，隸屬商務及經濟發展局，旨在推廣設計和創意；同時又推出了「創意智優計劃」，促進創意產業的發展。這是政府一項扶植創意產業發展的長遠計劃，協助香港邁向多元化面向高增值的經濟道路。此外隨著香港內地經濟日趨一體化，特別是跟珠江三角洲各城市的緊密合作和交流，能為本地經濟注入新動力。

為配合政府的願景和目標，我們舉行了幾項活動，包括以「珠三角工業的再創造——從『珠三角製造』到『珠三角創造』」為題的「設計創新機 2009」。它旨在鼓勵香港，甚至內地的中小企業，通過創意設計和創新，推動傳統工業轉型。香港設計中心亦舉辦了一系列具前瞻性的會議和工作坊，廣邀傑出的國際演講者和品牌代表參與，分享如何以設計，推動香港傳統工業的發展，加強香港於國際舞臺上的競爭能力，打造香港成為一個更創新、更穩健、更具效率和更具吸引力的城市。為期一周的「設計創新機 2009」吸引了數以百計來自各中小型企業，設計業和教育界專業人士和高層管理人員參與。與此同時，內地設計教育近年有長足的發展，香港設計中心舉辦的Design Ex'展覽，於創新中心內

展出了中國內地六大設計院校學生的作品，突出中國培育新一代設計師的努力及成果。

為加強我們毗鄰深圳之間的緊密合作，我們於2009年6月「設計創新機 2009」舉行期間與深圳市工業設計行業協會合辦了一場研討會。此外我們於12月與他們合辦了「深圳工業設計論壇」。同時我們更與香港貿易發展局巡迴珠三角多個城市參與有關品牌和創意的講座。我們會繼續與珠三角的城市緊密合作，進行有關設計的項目，並積極與更多專業協會和組織建立新的夥伴合作關係。憑着香港設計產業的優勢，配合其經濟上跟珠三角的緊密發展，香港設計中心將擔當更重要的角色，促進香港跟各個珠三角城市的合作。

「設計營商周」於2002年首次亮相，它在設計、創新和品牌管理領域中被視為亞洲區一年一度的旗艦活動。法國是2009年度「設計營商周」的夥伴國家。是次活動匯集了法國及世界各國的設計名師、企業領袖以及設計與創新領域的精英。「設計營商周」讓設計師、企業領導人、學者、中小企和大眾人士參與一系列的展覽會、研討會、外展項目和交流活動。為期一周的「設計營商周」成績斐然，超過100位國際知名講者出席，吸引超過50,000人參與，有超過270位地區性和國際性記者廣泛報導。

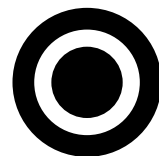
為了讓香港設計進一步走進世界舞臺，我們正籌備一個多元化的展覽項目——「香港：創意生態—商業、生活、創意」，於2010年5月至10月上海世博會期間舉行。

設計有其社會價值。好的設計能創造優質的生活。香港設計中心舉辦大型活動，讓公眾深入認識設計如何創造商業價值和為社群帶來裨益，例如「Antoine +Manuel 平面設計展覽」，這個活動參觀人數錄得10萬。另外「社會能量—當代荷蘭設計展覽」精選了300件來自荷蘭當代11位不同傳訊領域的創始人和開拓者的作品。

培育香港創意人才是確保本地設計和創意產業持續發展的重要元素。為此我們更積極籌辦以年輕人為對象的設計教育項目，並豐富其內容，如「從『設計思維』出發」和「設計體驗營」。這些活動鼓勵中學生在日常生活中多利用設計，從而培養他們的創意思維和增強解決問題能力。

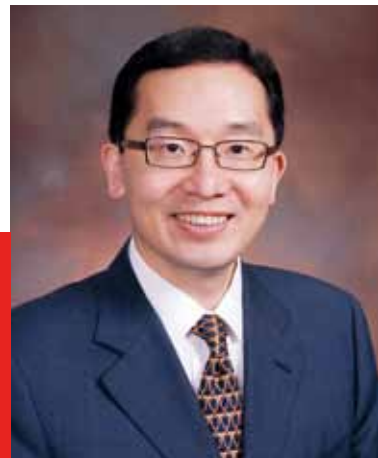
展望來年，香港設計中心會繼續積極跟本地及海外的相關設計組織、專業協會和學者等，建立緊密的夥伴關係，務求擴大香港設計中心的工作成效和影響力，並繼續努力不懈完善各項目，以達致高質素為終極目標。

Victor Lo 羅仲榮 GBS, JP  
Chairman, Board of Directors  
董事會主席



# MESSAGE FROM EXECUTIVE DIRECTOR

## 行政總裁的話



Design as a business turnaround tool was a core direction of the business at Hong Kong Design Centre (HKDC) for the past year. The financial crisis brings both challenges and opportunities to enterprises. A key element of our public mission is to encourage corporations of all sizes and the general public in Hong Kong to embrace design thinking and be aware of the power of design. During business transformation, corporations need to equip themselves with design management knowledge and strategies for deploying design as part of their business. By harnessing the power of creativity and design, corporations would stand a better chance to survive and achieve sustainable development.

HKDC helps corporations to understand that design is a crucial strategic component in their overall product or service delivery from concept. Design helps differentiate products and services from competitors through value, functionality, quality and user experience. HKDC encourages local businesses to be more creative and resourceful in brands and design, design management, protection and use of intellectual properties. The international flagship programme of Business of Design Week (BODW) and country partner of the programme provide ample opportunities for sharing

with international design masters and business leaders through forums and exhibitions. More learning and exchange opportunities are provided through Reinventing with Design (ReD) forums and workshops where design practitioners and business executives are taken through ways on how design could be deployed to solve identifiable problems or create business value.

The "Design for Designers" programme aims to help designers and design professionals advance their professional knowledge, be more knowledgeable as entrepreneurs and be informed of latest market trends. The HKDC Awards provide a platform for designers and business leaders to celebrate design excellence and design leadership. HKDC also provides a Design Directory for design practitioners and consultants to connect with those in search of design or consultancy expertise. The public service programme aims to work with government agencies to deploy design thinking and design with the purpose of achieving better public service delivery. Through pilot cases, HKDC aims to help develop design-based user-centric methodologies on public projects for reference by government agencies or the public sector.

Furthermore, HKDC has initiated many outreach programmes to promote design in the community. The DETOUR programme organised by the Hong Kong Ambassadors of Design, a sister organisation of HKDC, has embraced a rich mix of creative programmes engaging the public through exhibitions, design markets, workshops and social networking functions. HKDC has also embarked on programmes to inspire secondary school students with creative thinking. Design to Empower is a showcase initiative whereby students learn through designing their monsters and other creative learning experience. Design is part of our everyday life and the ultimate goal is to boost creativity and innovation in our society.

In pursuit of its public mission, HKDC counts on the support from the SAR Government, business sector and the community. In the past year, we continued to expand reach and strengthen our cooperation and collaboration with a host of government agencies, design-related, professional and industrial organisations both locally, on the mainland and abroad.

Operating on government funding, HKDC is obliged to make good use of its resources in a responsible and prudent manner. We have taken measures to progressively strengthen our corporate governance and improve our culture of work to foster accountability, cooperation and collaboration. We will continue to strengthen delivery of our programmes for quality, relevance to industry development and impact. We will also strengthen the identity and positioning of HKDC as a unique organisation to influence creative industry development through design and innovation. Our flagship programmes and linkages with mainland China and the rest of the world will continue to place Hong Kong as an international design centre in Asia.

With great enthusiasm, I look forward to fostering closer cooperation with our diverse stakeholders and developing HKDC as a cradle of inspirations to advance creative industry development and society progress through projects, fellowship, events and communication.

過去一年，香港設計中心的活動是以推廣設計作為企業轉型升級的策略工具為主要方向。金融海嘯為企業帶來極多挑戰，但亦為他們製造轉型的契機。香港設計中心公眾使命其中的重要一環是鼓勵各大小企業及香港大眾擁抱設計思維及明白設計的龐大力量。面對營商模式的轉變，企業需要裝備更多的知識，更周詳的戰略，並深化運用設計以加強本身的睿智和持續競爭優勢。

香港設計中心讓企業了解到在提升整體產品或服務質素的過程中，設計是關鍵的策略元素。設計不單是有關外觀美感，它亦能在價值、功能、質素及用家經驗方面發揮優勢，讓產品和服務於芸芸競爭對手脫穎而出。香港設計中心鼓勵本地企業在品牌、設計管理及知識產權的創造和保護方面發揮創意和訂下策略。每年的「設計營商周」及其伙伴國家的多項活動，包括研討會和展覽等，為國際設計大師及商界領袖提供促進交流和合作的機會。此外，設計從業員和企業行政人員可藉著我們舉辦「設計創新機」之研討會及工作坊了解如何利用設計解決實務問題及為企業創造新價值。

針對設計師範疇，我們所舉辦的項目旨在增強本地設計師的睿智、豐富他們的專業知識，讓他們掌握環球市場的最新動態，以培養出一眾設計師成為富創意與商業知識的設計企業家。另一方面「香港設計中心大獎」為設計師及商界領袖提供平台，以表揚傑出的設計成就及企業領袖對設計的推崇。在促成設計業與商界合作方面，香港設計中心所提供的設計指南網上平台讓企業尋找合適的設計及顧問服務。在公共服務層面，我們與政府部門合作展開公營服務設計項目，推動其採用設計思維，讓公營機構為社會大眾提供更優質的服務。透過參與「以用家為本」的設計先導計劃，香港設計中心將有關的寶貴經驗供其他政府部門及公營機構作為參考。

香港設計中心亦積極展開多項設計推廣外展活動，例如與我們的姊妹機構「香港設計大使」合辦之「設計遊」，讓大眾投入參與一連串別具創意的節目，包括展覽、設

計市集、工作坊及交流活動等，藉此把設計的意識融入社區生活當中。此外，香港設計中心亦舉辦針對青少年的設計教育活動，以鼓勵中學生多運用創意思維，這包括以設計怪獸為主題的「創意學習系列—從『設計思維』出發」項目。設計是我們日常生活的一部份，而香港設計中心最終目標是加強社會大眾的創意和創新。

香港設計中心在履行公眾使命的過程中，有賴政府、商界和社會的鼎力支持，以推動相關項目。過去一年，我們跟本地、內地及海外的設計組織，以及各政府部門和專業協會緊密合作。各界的支持，讓我們舉辦的活動能發揮最大效用和取得佳績，同時讓所有參與組織及機構獲得裨益。

作為一間受政府資助的機構，香港設計中心必須以審慎和負責任的態度運用一切資源。我們採取措施加強管理，以鞏固企業管治。我們亦深化了企業文化，進一步提高各項活動和項目的質素及影響力，期望香港設計中心能建立良好企業形象，工作獲得設計業界的廣泛認同。藉著我們的旗艦項目和工作，以及與中國內地和國際的聯繫，香港將繼續作為亞洲區內重要的國際設計中心。

我熱切期待跟不同組織建立更緊密的合作關係，同時亦期望香港設計中心能發展成為創意搖籃，透過各項計劃、聯繫合作、活動及不斷溝通，以加強創意產業的進一步發展及提升其在社會上的影響力。

**Dr Edmund Lee 利德裕博士**  
Executive Director  
行政總裁



# OVERVIEW OF HKDC'S ACTIVITIES AND PROGRAMMES

## 年度回顧



### MAR 2009

First Session of "Design as a Turnaround Strategy" Roundtable Luncheon Series

### APR 2009

Free Intellectual Property Consultation Service (apr 2009 - mar 2010)

### MAY 2009

Second Session of "Design as a Turnaround Strategy" Roundtable Luncheon Series

### JUN 2009

Entrepreneurship for Design and Creative Business Programme (jun - sep 2009)

Seminar for Intellectual Property Culture Series (I)

Reinventing with Design (ReD)

### JUL 2009

Discover Design (jul - aug 2009)

Overseas Master Class in Shoes and Accessories Design

DesignEd Mart

### AUG 2009

Social Energy - Contemporary Communication Design from the Netherlands

Design Forum on "Energize Your Life with Art and Design"

Forum on Creative Entrepreneurship

Seminar for Intellectual Property Culture Series (II)

Pilot Project of User-Centric Approach Design with Hongkong Post (aug - oct 2009)

### SEP 2009

Third Session of "Design as a Turnaround Strategy" Roundtable Luncheon Series

Design for Asia Awards Lecture Series (I)

Hong Kong and Shenzhen Design Exhibition (sep - nov 2009)

Design to Empower Project on - Learning Design thru Monster (sep 2009 - apr 2010)

### OCT 2009

Seminar for Intellectual Property Culture Series (III)

Design for Asia Awards Lecture Series (II)

Ready to Go? Saturdays in Design Series I - Eco Saturdays: Bridging Sustainability to Life

### NOV 2009

The Ambassadors' Ball

Building Asia Brick-by-Brick 2009 - My Cultural City

Creative Hong Kong Exhibition  
DMI Workshops Series by Peter Philips

DETOUR (nov - dec 2009)

Public Lecture by Antoine Andiau and Manuel Wąrosz

Antoine + Manuel Graphic Village Exhibition (nov 2009 - feb 2010)

Business of Design Week (BODW) (nov - dec 2009)

### DEC 2009

Brand Asia

DesignEd Asia

InnoAsia

Shenzhen Industrial Design Forum

Business of Intellectual Property Forum

Global Design Network

IDT Expo

HKDC Awards Presentation Ceremony

Media Launch of "Design Cities" TV Series

Ready to Go? Saturdays in Design Series II - Heritage x Art x Design (dec 2009 - jan 2010)

Design Ex'09 (dec 2009 - jan 2010)

Other Learning Experience (dec 2009 - jan 2010)

### MAR 2010

Ready to Go? Saturdays in Design Series III - Design to Make Taste: Rediscovering Senses through Design



# DESIGN FOR DESIGNERS

設計師



## Communicating Benefits

Design is more than meets the eye. Design is about communicating benefits. Design is not about designers. Design is not an ocean it's a fishbowl. Design is creating something you believe in.

設計不只限於外觀美；設計是關於傳遞它產生的裨益。設計不是關於設計師。設計亦不是深奧如汪洋，它是可公開讓大眾欣賞和理解的東西。設計是創造出你堅信的東西。

Chuck Green, LogicArts Corporation  
Principal 總裁

## Free Intellectual Property Consultation Service

免費知識產權諮詢服務  
(4/2009 – 3/2010)

**IP Seminar Service 2009**  
In cooperation the Federation of Hong Kong Industries (FHKI), Hong Kong Design Centre (HKDC) continued to arrange free intellectual property consultation service for local designers,

design firms and SMEs. The service's objective was to help these companies and designers to legally protect original designs and copyrights of new products, computer software, company logos and brand names against counterfeiting. This year a total of 96 sessions were conducted for 187 SMEs and design companies. A consultant from FHKI was invited to each session to answer questions on intellectual property from clients.

香港設計中心繼續與香港工業總會合作，為本地設計師、設計公司和中小型企業提供免費知識產權諮詢服務。服務目的是協助這些公司和設計師以法律途徑保護自己的原創設計和新產品的版權、電腦軟件、公司標誌和品牌名稱等，以打擊假冒及侵

權的商業活動。今年度，香港設計中心為187間中小型企業和設計公司提供合共96節諮詢服務，由香港工業總會的顧問即場解答知識產權上的疑難。



## Intellectual Property Culture Series

知識產權文化系列  
(3/6, 8/8 and 15/10/2009)

HKDC, the Federation of Hong Kong Industries (FHKI) and Hong Kong Coalition for Intellectual Property Rights jointly initiated this series of seminars on intellectual property. Dr Alex Lau from the Intellectual Property Centre of the FHKI was invited to conduct the

seminars. The topics of the seminars were: Trade Mark Design Management; Registered Design and Copyright Protection; and Brand Management and Franchising/ Licensing. The three seminars attracted a total of 209 participants.

這個關於知識產權的研討會系列，由香港設計中心、香港工業總會和香港知識產權保護協會聯合舉辦，來自香港工業總會知識產權中心的劉帥賢博士獲邀主持。主題包括：商標設計管理、註冊設計與版權保護和品牌管理與特許加盟/許可使用合同。三場研討會共吸引209位參加者。





## DESIGN FOR DESIGNERS

以設計師為對象的項目

## Entrepreneurship for Design & Creative Business Programme 2009

志在創業  
設計與創意工業 2009  
(26/6 – 18/9/2009)



This certificate programme accepted its 3rd intake in 2009, following the success of the two intakes

the previous year. Comprising seven taught modules and a one-day visit to companies and establishments in a cluster of cities in the Pearl River Delta, the course otherwise simply known as “7+1” programme was jointly organised by HKDC and the Chinese University of Hong Kong's Center for Entrepreneurship. The programme aimed to stretch the boundary of creative and design education in Hong Kong to respond to the rapidly changing business landscape and to enhance and empower designers and operators of companies in the design and creative industries with a wide array of business and commercial knowledge and skills. 30 entrepreneurs in design or creative business enrolled and joined “What's Up in China: One-day visit to Shenzhen and Shunde” on 31 October 2009.



They were able to meet the government officials and people in the design and manufacturing industries in Pearl River Delta. HKDC launched the first full-day hands-on workshop on Accounting for Design Professionals in March 2009 to deepen designers' knowledge on business subject. This was an extended programme based on one of the modules in the 7+1 programme. An experience-sharing session took place in May in which Prof Bernard Suen of Center for Entrepreneurship at CUHK, Winnif Pang, Chairman of Hong Kong Designers Association and Walter Ma, Chairman of Hong Kong Fashion Designers Association, had an insightful discussion on the developments of the creative industry in the Pearl River Delta region.

延續前兩年的成功，這個由香港設計中心與香港中文大學創業研究中心聯合舉辦的證書

計劃在2009年展開第三次招生。計劃包括七個學習單元，和珠江三角洲城市企業的一天考察團，可簡稱為「7+1」課程。課程旨在擴大香港創意和設計教育的範疇，以應對瞬息萬變的營商環境，並提高和增強設計師和設計創意營商者，在業務和商業方面的知識和技能。30位參加課程的設計企業家，於10月31日參加了一天考察團，獲安排參觀順德及深圳創意園和訪問在當地從事創意及設計業務的公司。此外，香港設計中心於2009年3月首次推出一天實用工作坊，並以「志在創業—設計師學會會計」為題，深化設計師對營商的知識。這是「7+1」課程的一個延伸學科。另外，5月舉辦了一個經驗分享環節，香港中文大學創業研究中心項目總監孫耀先教授，香港設計師協會副主席彭志江，和香港時裝設計師協會副主席馬偉明，精闢地分享了珠三角創意工業的發展。

## Overseas Master Class in Shoes and Accessories Design: Designing Detail to Create Icons

海外設計大師班—  
鞋履及配飾設計：  
以細緻設計創建圖標  
(13 – 24/7/2009)

In collaboration with Domus Academy in Milan in Italy, HKDC organised this advanced design training course to provide participants an opportunity to gain inspirations from Italy's fashion

culture. The course focused on fashion accessories, including footwear, handbags and leather goods. During the ten-day programme comprising lectures, studio visits, professional practice sharing sessions and workshops, participants learned from the leading designers and academics the secrets of putting theories about fashion accessories design into practice. They also had the chance to experiment with innovative design methodologies and acquire comprehensive knowledge in areas of fashion accessories, such as new materials, new shapes and new trends. Upon completion of the course, participants who met the conditions set by HKDC and Domus Academy were awarded a Certificate of Attendance each by the academy.

香港設計中心跟意大利米蘭的多姆斯設計學院合作，舉辦一項設計進階課程。讓學員在感受意大利時尚文化的同時，能獲得創作的靈感。課程側重於時裝配飾，包括鞋履、手袋和皮革製品。為期十天的課程包括講座、參觀工作室、專業人士實踐經驗分享會和研討會。參與者跟著名設計師和學者學習，從而了解實踐時裝配飾設計理論時的竅門。他們可以嘗試運用創新設計方法，也能從課程中掌握到全面的時裝配飾知識，例如最新的材料、形狀和趨勢。完成課程的學員，又同時符合香港設計中心和多姆斯設計學院訂立的條件，便會獲發修業證書。



## Hong Kong Design Centre Awards (HKDC Awards)

香港設計中心  
設計大獎  
(8 – 12/2009)

The HKDC Awards are conferred annually to acknowledge the outstanding achievements of excellent design practitioners, business leaders and commercial entities that have made significant contributions in developing design, or enhancing the standard of living through the application of design. The HKDC Awards Presentation Ceremony in 2009 took place at a Gala Dinner on 4 December at Hong Kong Convention and Exhibition Centre.

每年，香港設計中心設計大獎都會頒贈獎項予優秀的設計從業員，商界領袖和商業機構，以肯定他們以設計創造價值方面的傑出成就。他們在設計發展上作出了重大貢獻，亦通過設計，提高了人們的生活水平。2009年香港設計中心設計大獎頒獎典禮，於12月4日在香港會議展覽中心的周年頒獎晚宴上舉行。

Conof. Shredder  
DFA 2009 Grand Award winner  
2009 亞洲最具影響力設計大獎得獎作品



Dolphin (Vegetable Slicer)  
DFA 2009 Bronze Award winner  
2009 亞洲最具影響力設計銅獎得獎作品



The Grand Forbidden City: The Imperial Axis  
大紫禁城—王者的軸線  
DFA 2009 Grand Award winner  
2009 亞洲最具影響力設計大獎得獎作品



## Design for Asia (DFA) Award

### 亞洲最具影響力設計大獎

The DFA Award is presented to excellent designers and companies from around the world in recognition of the significant impact on the Asian lifestyle made by their commercial projects. First launched in 2003, the DFA Award has credited over 100 outstanding innovative designs that have remarkably re-shaped the course of Asia's development in the past seven years. In 2009, the DFA Award highlighted the growing trend of eco-consciousness. A total of 495 entries from 14 countries were submitted. Among all entries, many echoed the eco-conscious theme and offered viable solutions to the pressing global environmental issues. The judging panel, which consisted of internationally renowned experts, selected 63 superb

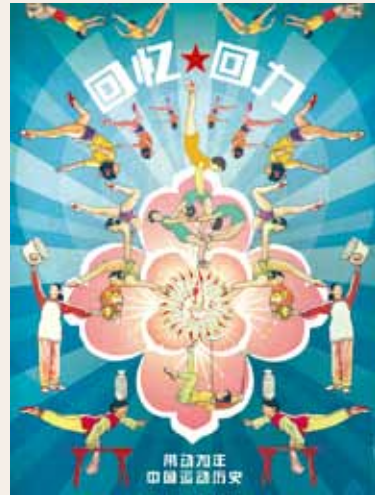
and innovative designs, ranging from bio-degradable tableware, a hybrid-electric vehicle, a wind-powered lamp to a school in northern India, and honoured them with a DFA Award each.

亞洲最具影響力設計大獎 (DFA Award) 的設立，旨在鼓勵世界各地優秀的設計師和公司，表揚他們能善用反映或影響亞洲及其生活風尚的卓越設計，還有創造的商業成就。大獎於2003年設立以來，超過100個優秀創新設計已獲嘉許，這些設計在過去7年，顯著地塑造出亞洲發展的新方向。2009年的DFA突顯了全球關注環境生態的趨勢。來自14個國家的參賽者共提交了495項參賽作品，當中許多以環保意識



WASARA  
DFA 2009 Grand Award winner  
2009 亞洲最具影響力設計大獎得獎作品

為主題，為迫在眉睫的全球環境問題提供可行的解決方案。由國際知名專家組成的評審小組選出63個精湛和創新的設計，評選為DFA大獎得主，當中包括可被生物分解的餐具、混合動力電動汽車、風力發電燈和一所建於印度北部的學校。



AMG's Project 'Re:Born' - Huiyi-Huili  
奧邁思再生再來計畫-回憶回力  
DFA 2009 Grand Award winner  
2009 亞洲最具影響力設計大獎得獎作品

## Design Leadership Award (DLA)

### 設計領袖大獎

Introduced in 2004, this award recognises a business leader who has applied design to achieve impressive commercial success. Past DLA winners were all significant leaders representing different business domains and had contributed to the advancement of human lifestyle in one or more aspects. The winner of DLA 2009 was Higge Hvid, CEO of INDEX: a not-for-



profit design promotional organisation in Denmark. Since assuming her current role in 2002, Hvid has helped INDEX: position itself in the global design sector. INDEX: organises the INDEX: Award, encourages, celebrates and drives the implementation of the "Design to Improve Life" strategy among a fast-growing network of designers, business and political leaders, academic thinkers and design students in 78 countries. Meanwhile the organisation operates year-round international programmes to integrate design process into education, business and political settings. DLA is organised by the Commerce and Economic Development Bureau of the Hong Kong SAR Government along with HKDC.

自2004年設立的设计領袖大獎 (DLA)，旨在表揚以設計實現卓越成就的商業領袖。過去的得獎者皆為不同商業領域中傑出的領導者，亦對人類的生活方式作出貢獻。2009年設計領袖大獎的得獎者是丹麥 INDEX: 公司的行政總裁 Higge Hvid 女士。INDEX: 乃丹麥一個非牟利設計推廣組織。Hvid 於2002年重新任職 INDEX: 成功地令 INDEX: 在全球設計界中佔一席位。由 INDEX: 主辦的「INDEX: 大獎」旨在鼓勵來自78個國家的設計師、商界與政界領袖、學術界思想家和設計系學生，推行「以設計改善生活」這個策略。同時，組織全年也會舉辦國際性項目，讓設計能整合於教育、商業和政治環境之中。設計領袖大獎由香港特別行政區政府商務及經濟發展局與香港設計中心聯合舉辦。



## World's Outstanding Chinese Designer (WOCD)

### 世界傑出華人設計師

The WOCD was first presented in 2004. The awardees have to be successful and respected designers of Chinese descent and devoted to serving as a role model inspiring Chinese designers of the next generation. The 2009 WOCD went to Ma Ke, fashion designer and founder of Wuyong Studio in China. In 2007, she was invited to present her collection at Paris Fashion Week 2007. Ma was also the first Chinese designer invited to show her designs at the Paris Haute Couture Week in 2008. In 2006, she was named "Best International Chinese Fashion Designer of 2006" by Modern Weekly,

and in 2007, named "Best Asian Fashion Designer" by ELLE Style Awards 2007 in Hong Kong. Her designs were exhibited at the V & A Museum and Design Museum in London. Throughout her career, Ma has been dedicated to spreading the message of environmental consciousness, world peace and harmonious co-existence between mankind and all species that inhabit the world through her creative works. WOCD is co-organised by the Commerce and Economic Development Bureau.

世界傑出華人設計師大獎 (WOCD) 於2004年設立。得獎的華裔設計師必須有出眾的成就，在華人社會中備受推崇，並致力於鼓勵中國新一代設計師，成為他們的榜樣。2009年獲嘉許為世界傑出華人設計師的馬可女士，是一名時裝設計師和中國無用工作室的創辦人。2007年，她獲邀參加巴黎時裝周2007，首次展示她的作品「無用之土地」。馬可亦是首位被邀請到 Paris Haute Couture Week 2008 發佈其新作的華人時裝設計師。2006年，她被《週末畫報》評為2006全球傑出華裔時裝設計

師，以及2007 ELLE Style Awards 亞洲最具風格時裝設計師大獎。她的設計曾在倫敦 V&A 博物館和倫敦設計博物館內展出。在她的職業生涯中，馬可一直通過自己的創作，帶出環保意識、世界和平的訊息，以及提倡人類和世上不同物種和諧共存的理念。世界傑出華人設計師大獎由香港設計中心與商務及經濟發展局聯合舉辦。



## Hong Kong Young Design Talent Awards (HKYDTA)

### 香港青年設計才俊大獎

Organised since 2005, the main objective of the Hong Kong Young Design Talent Awards is to identify and encourage up-and-coming young local practising designers and design students to undergo training or work attachment at reputable organisations abroad. While overseas, they play the role of ambassadors to promote Hong Kong's design sector. They are expected to return to Hong Kong to contribute to society with their enhanced knowledge and enriched experience. This year, four practising designers and two design students received a sponsorship each. Six other outstanding candidates were each credited with a merit award. The sponsors of the HKYDTA included

Commerce and Economic Development Bureau, Create Hong Kong, Domus Academy in Italy, Hong Kong Polytechnic University and Vocational Training Council's Design Education Fund.

香港青年設計才俊大獎 (HKYDTA) 自2005年設立以來，一直鼓勵積極進取和傑出的本地青年設計師和設計系學生，贊助他們到海外進修、接受培訓或到信譽良好的機構實習。於海外實習期間，得獎的青年設計才俊肩負起設計大使的使命，推廣香港的設計業。回港後，他們憑藉豐富的知識和經驗回饋社會。今年，四位青年設計

師和兩名設計系學生獲得大獎和贊助；另外有六位優秀青年設計才俊獲頒發優異獎。香港青年設計才俊大獎贊助單位包括：香港商務及經濟發展局創意香港、意大利多姆斯設計學院、香港理工大學和職業訓練局設計教育基金。





## DESIGN FOR DESIGNERS

以設計師為對象的項目

### Design for Asia Awards Lecture Series

亞洲最具影響力  
設計大獎講座系列  
(18/9 and 7/10/2009)

To tie in with the promotion of the Design for Asia Awards, HKDC held a lecture series with two sessions. The first session was conducted by Kelley Cheng, creative director of the Press Room Publishing Consultancy of Singapore. She spoke on the topic "Design on Asian Perspective". The second session was jointly hosted by Michel de Boer, creative director of Studio Dumbar in the Netherlands who discussed "Suspicion! Democracy!", and Mark Dytham of Klein Dytham Architecture in Japan who explored "4P- Projects, Paint, Phones and Pecha Kucha". Each session attracted 150 participants.

為推廣亞洲最具影響力設計大獎，香港設計中心舉辦了兩場系列講座。第一場講座由新加坡The Press Room Publishing Consultancy的創作總監鍾玲玲主講，題目為「亞洲設計前景」。第二場講座由荷蘭Studio Dumbar的創意總監Michel de Boer和日本Klein Dytham建築事務所的Mark Dytham共同演講。前者探討「懷疑！民主！」，後者則探討「四'hua'—計劃、繪畫、電話、閒話」。每場講座吸引150人參加。



### DMI Workshop Series 2009

DMI 工作坊系列 2009  
(13 and 14/11/2009)

This specialised workshop series engaged 35 designers, design managers and design professionals in a two-day event which aimed to equip them with the essential tactics and skills to transform design and innovation into high-value business resources. The series was organised by HKDC and Design Management Institute (DMI). The session on Day 1 focused on "Creating the

Perfect Design Brief" and Day 2 was on "Making the In-House Design Function a Strategic Competency". The speaker Peter Philips of DMI is an internationally recognised expert. He shared the tips about how to develop a well-crafted design brief. He also explained how the process could stimulate creative thinking, shorten the completion time for a project and practically guarantee expedient approval for a design solution. The workshop also gave participants ideas about how design functions could restate their added business value to the organisation in a clear and concise way. Meanwhile it took a fresh look at the present role design functions play in the organisation as many businesses were being downsized.

工作坊系列由香港設計中心和美國設計管理學會合辦，為期兩天的工作坊吸引35位設計師、設計經理和設計專家參與，加強將設計和創新思維轉化為高價值商業資源的戰略和技巧。第一天的工作坊主題是「創造完美的設計綱要」；第二天的主題為「如何發揮設計部門的策略性職能」。工作坊由國際知名專家、設計管理學會的Peter Philips主持，他向參加者分享製作精妙設計綱要的竅門，並闡釋如何在過程中激發創意思維及縮短項目的完成時間，還有保證設計方案能被採納的方法。參加者亦可認識到如何利用設計的功能，明確和簡潔地彰顯自己在機構中所注入的商業價值。同時，在現今企業規模緊縮的情況下，展示出設計功能所發揮的嶄新作用。



### Hong Kong Design Directory

香港設計指南



Hong Kong Design Directory ([www.designdirectory.hk](http://www.designdirectory.hk)) was created in 2008. The main objective of the design directory is to provide a comprehensive online database of professional designers and design firms in Hong Kong. The first of its kind, the design directory is a quick and easy interface for potential users of design service available from Hong Kong and around the world. To increase the awareness of the directory among target users, HKDC initiated a series of promotional activities throughout the year. For instance, HKDC promoted the directory at the "Creativity in Business Forum in PRD" organised by the HKTDC. As of March 2010, over 1,900 individual design firms were registered to the service. More than 30,000 monthly regular visits and more than 300,000 monthly click rate were recorded.

香港設計指南 ([www.designdirectory.hk](http://www.designdirectory.hk)) 於2008年啟用。其主要目標是提供一個全面的網上資料庫，方便用家尋找香港專業設計師和設計公司。香港設計指南是同類服務中的始祖，提供了一個簡潔的平台，讓世界各地的用家，能尋找香港和世界各地的設計服務供應商。為了讓更多的目標用戶認識設計指南，香港設計中心展開了一連串宣傳活動，例如在香港貿易發展局主辦的「香港•創意•品牌」珠三角研討會系列上推廣設計指南。截至2010年3月，超過1,900家來自20個設計類別的香港設計公司已註冊了這項服務，每月超過30,000人次定期到訪網站；而每月點擊率更超過30萬次。



[www.designdirectory.hk](http://www.designdirectory.hk)

### A Study on Hong Kong Design Index

香港設計指標研究

Further to the Baseline Studies in Creative Industries of Hong Kong in 2003, HKDC has initiated a study to develop and construct an index to measure the dynamics of the local design industry. The study aims to construct a framework which mapped the current dynamics of the design industry and identify areas of strength and deficiencies. It may assist various parties for the future development of design-related education, training and

deployment of design in mainstream industrial or business process. The focus of the index is on the factors unique to Hong Kong and critical in nurturing a design culture. It also draws on the concepts from world's best practices from the UK, USA and Australia. Elements such as hard and soft infrastructure and external environmental factors such as social and cultural factors critical to nurturing a design culture are also reflected in the index.

繼2003年香港創意產業參考基線研究後，香港設計中心開展了一項研究，為香港設計業建立和製訂一個客觀基準指標。研究目的在於反映目前設計業的動態，並識別出當中的強弱之處。指標可協助各界制訂未來設計教育和培訓的發展方向，以及協助在主流工業或商業流程中引入設計元素。這次研究參考了世界各地相關項目的傑出概念，例如英國、美國和澳洲。而指標著重香港獨有的因素和設計文化的培養，有效反映本地基建項目的軟、硬件和不同的外圍因素，例如培育社會設計文化時不可或缺的社會和文化因素。



# DESIGN FOR BUSINESS AND PUBLIC SERVICE

商界和公營機構



## Design as Strategic Asset

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.

設計是讓企業能在國際市場傲視同儕的競爭優勢。在全球化的經濟環境中，表現最突出的企業往往將設計視為策略性的重要資產。

Monika Conway, Chalk Designstudio  
Founder and Creative Director 創辦人及創作總監

## Reinventing with Design

設計創新機  
(16 – 21/6/2009)



The week-long annual Reinventing with Design (ReD) programme was first organised in 2006. The main objective of the event is to enhance professional knowledge and skills as well as the creativity and innovation among the design and business community. The three-day ReD 2009 featured conferences, a networking luncheon, master classes and interactive workshops to help create an open dialogue in design

and innovation. It attracted close to 700 managerial professionals and senior management people of SMEs in diverse businesses, design industry and the education sector. Meanwhile more than 400 people attended 13 workshops focusing on six main sectors, namely Product, Furniture and Lighting Design; Fashion Accessories; Green Design; Product Design; Furniture Design; and Fashion and Trends Design. ReD 2009 was co-organised by Hong Kong Polytechnic University School of Design, Hong Kong Design Institute, Japan Industrial Design Promotion Organisation (JIDPO) and London College of Fashion.

ReD 2009 also featured a full-day programme titled "ReD 2009 – Shenzhen Forum" organised by HKDC in conjunction with Shenzhen Industrial

Design Profession Association (SIDA) on 16 June, which comprised a half-day seminar, followed a workshop in the afternoon. 200 people attended the seminar. Two workshops were also held in Shenzhen and each attracted 50 participants.

為期一周的「設計創新機」是年辦活動，始於2006年。活動宗旨在於提升設計群體及商界人士的專業知識、技巧、創意與其創新能力。「設計創新機 2009」透過研討會、社交午餐會、大師講習班和互動工作坊，展開一連串關於設計與創新的對話。是次活動吸引接近700位管理階層的专业人士和來自各行各業的中小企、設計工業、和教育組別中的高級管理人員。同時，超過400人參與了13個工作坊，當中包括六個專題範疇：一)產品、家具與燈飾設計；二)時裝配飾；三)綠色設計；四)產品設計；五)家具設計；六)時裝及潮流設計。「設計創新機 2009」由香港理工大學設計學院、香港知專設計學院、日本工業設計振興會和倫敦時裝設計學院聯合舉辦。

「設計創新機 2009」還有一個重點節目名為「設計創新機 2009—深圳座談會」。這個由香港設計中心和深圳市工業設計行業協會(SIDA)合辦的座談會於6月16日舉行。它提供了半天的專題研討會，和一個下午的互動工作坊予參與人士。專題研討會的出席人數共200人。下午的兩場工作坊於深圳舉行，每場工作坊皆吸引50人參與。



## The ReD 2009 Conference 「設計創新機 2009」研討會 (17/6/2009)

The conference broadened its scope to cover the Pearl River Delta region and revolved around the theme "Reinventing Industries in Pearl River Delta – From "Made in PRD" to "Created in PRD"". The event highlighted innovation through creativity, the importance of leveraging the PRD for growth, the transformation and re-invention of traditional industries and expert analysis on how to overcome challenges and sustain business. The conference contained two main sessions. The morning session focused on "State-of-the-Art Design Practices and Innovation Management" designed for designer directors and senior designers. The afternoon session was on "Reinventing the World Factory" catering to CEOs and senior managers. The total number of participants for the Forum was 261.

研討會涵蓋範圍更擴大至珠三角地區，它以「珠三角工業的再創造—從『珠三角製造』到『珠三角創造』」為題。活動突出不同主題：以創意進行創新，讓珠三角的發展配合業務增長，傳統工業的轉化和改造。當中還有專家就如何面對挑戰和維持業務方面提出方案。研討會分開兩部分，早上圍繞主題「新一代產品設計概念和創新管理」，並以設計總監及高級設計師為對象；下午主題則為「以創造改造世界」，以行政總裁及高級管理層為對象。參與論壇人數共有261人。







### Business of Design Week

#### 設計營商周

(30/11 – 5/12/2009)



Recognised as one of the most significant events on the international design calendar, Business of Design Week (BODW) is

Asia's leading annual event on design, innovation and brands organised by HKDC since 2002. BODW brings together the best of the global design world to encourage the business community to unleash the power of design by focusing on the vital relationship and complex interplay between design and business. This HKDC's flagship event included conferences, exhibitions, forums, outreach programmes and networking opportunities for designers, business leaders, educators, SMEs and the public to exchange ideas and address the challenges of the 21st century.

To bring into focus the unique designs of different cultures, BODW forms alliance with a different country every year. With France as the partner country, BODW 2009 highlighted the best of the French design, such as effective branding strategy, art and culture

promotion and industrial design. Elite design luminaries from France, including Patrick Blanc, Matali Crasset, Pierre-Alexis Dumas, Patrick Jouin, Jean-Marie Massaud and Jean Nouvel, addressed important design issues with other international speakers, such as Ben van Berkel, David Butler, Toyo Ito, Calvin Tsao, and Zhu Pei. They were also joined by representatives from leading brands, including Jean Paul Gaultier, Prada, Pylones, Perrier, Evian, W Hotels and Wallpaper\*. In addition to the plenary sessions of the BODW Forum, seven specialist sessions took place in which participants shared ideas. The sessions were: Fashion & Apparel, Product & Design, Business of Intellectual Property (B.I.P.) Forum, Brands & Design, Space & Design, Culture & the City, Communications & Design.

The strong attendance of BODW is a testament to its enduring success. More than 50,000 participants, nearly 100 prominent international speakers, and over 270 regional and international journalists attended the weeklong event. BODW generated over 460 media exposures in traditional and online media. The participants who attended BODW Forum 2009 gave an average of 5.32 rating on a 7-point scale on their overall satisfaction towards the event.

被視為國際上最矚目的設計盛事，「設計營商周」是香港設計中心自2002年開始舉辦的亞洲重要年度活動，以設計、創新和品牌為重點。「設計營商周」匯聚世界頂尖的設計師，鼓勵營商群體留意設計與營商之間息息相關的關係，讓設計能脫離

束縛，發揮力量。這個香港設計中心的旗艦活動，內容包括研討會、展覽會、座談會和外展活動。讓設計師、企業領導者、學者、中小企的管理人員和大眾有機會聯繫，能自由地交流意見和討論如何面對二十一世紀的挑戰。

為了讓不同文化的獨特設計也能成為焦點，「設計營商周」每年會與不同國家聯盟。隨著法國成為伙伴國，「設計營商周 2009」也展示了法國設計的精髓，例如有效的品牌戰略、藝術、文化推廣和工業設計。來自法國的設計精英，包括Patrick Blanc、Matali Crasset、Pierre-Alexis Dumas、Patrick Jouin、Jean-Marie Massaud和Jean Nouvel，和其他國際級講者如 Ben van Berkel、David Butler、Toyo Ito、Calvin Tsao、Zhu Pei，一起提出設計上林林總總的重要問題。知名品牌如 Jean Paul Gaultier、Prada、Pylones、Perrier、Evian、W Hotels 和Wallpaper\*的代表亦有參與。「設計營商周」論壇除了有全體會議外，還進行了七個專題會議，包括時裝與服飾、產品與設計、知識產權營商論壇、品牌與設計、空間與設計、文化與城市，和傳訊與設計。

「設計營商周」參與人數之多印證活動的成就。這個為期一周的活動，吸引50,000多名參加者，還有近100位國際知名講者，及超過270名來自不同國家和地區的傳媒工作者出席，並獲得傳統和網絡媒體逾460次報道。而參加者為「設計營商周 2009」論壇評分時，在整體滿意程度中，以7分為滿分，獲得平均分5.32。

### BODW Concurrent Event 「設計營商周」同期活動

#### Brand Asia

品牌管理國際會議  
(1/12/2009)

**BRAND ASIA** 1/12 The Fifth International Conference on Brand Management provided a vital platform for world-class brand management experts from the academic and business sectors to share cutting-edge information on the current trends in brand management and innovation. Co-organised with the Hong Kong Polytechnic University's Asian Centre for Brand Management, the conference featured presentations addressing issues at the forefront of corporate strategy and branding, including branding through integration of brand, design and innovation, innovative branding techniques for the China market, dialogue with executive on challenges and issues of branding in China, and innovative brand communication technique using social media.

第五屆品牌管理國際會議提供了一個重要的平台，讓來自學術界和商界的世界級品牌管理專家，分享當前的品牌管理趨勢和創新方面的最新資訊。與香港理工大學亞洲品牌管理中心合辦的會議，主要探討企業及品牌策略等前瞻性議題，包括利用創

新管理方法整合品牌設計、管理與價值、設計和創新、為中國市場而設的品牌建立技巧、與高級行政人員談論中國在建立品牌上存有的問題和挑戰，以及利用社交網絡作創新品牌的傳播。



### BODW Concurrent Event 「設計營商周」同期活動

#### Business of Intellectual Property Forum

知識產權營商論壇  
(3/12/2009)

The BIP Forum featured world-renowned intellectual property (IP) experts and highlighted local successful examples in managing and protecting IP. In its third edition, the annual forum established a platform for IP experts and companies of all sizes to share critical strategies and case studies in the creation, management, deployment and protection of IP rights in today's highly competitive world of trade and

business. They also presented the latest trends and development and shared valuable experience and insight on the opportunities to innovation and I.P., particularly amidst new developments in the Pearl River Delta. B.I.P. Forum was funded by Create Hong Kong, Commerce and Economic Development Bureau.

知識產權營商論壇集合世界各地知名的知識產權專家，分析本地管理和保護知識產權的成功例子。這個第三屆的年度論壇提供一個平台，讓知識產權專家和不同規模的企業，透過分析創新、管理、部署和保護知識產權的案例，分享如何在競爭激烈的商貿世界中部署關鍵策略。專家在論壇上亦介紹知識產權管理的最新趨勢和發展，並特別就珠江三角洲有關創新與知識產權的發展機會分享寶貴的意見。論壇由商務及經濟發展局—創意香港撥款籌辦。





## DESIGN FOR BUSINESS AND PUBLIC SERVICE

以商界和公營機構為對象的項目

**BODW Concurrent Event**  
「設計營商周」同期活動

### DesignEd Asia

設計教育亞洲會議  
(1 – 2/12/2009)

**DesignEd ASIA**  
1-2/12

“Forget the Future. What Are Today’s Design Education Issues?” was the theme of the DesignEd Asia Conference 2009. In its fifth year, the two-day event brought together international design educators and professionals who shared views, knowledge and experience through presentations, discussion and paper presentations. Four specialised areas were featured in the conference. They were Industrial Design Education; Design + Innovation Management; Academic Exchange; and Global Design Network. HKDC organised the event in cooperation with the School of Design of Hong Kong Polytechnic University and the Hong Kong Design Institute of the Vocational Training Council.



會議踏入第五屆，由香港設計中心、香港理工大學設計學院和職業訓練局轄下的香港知專設計學院聯合舉辦。2009年設計教育亞洲會議的主題為「忘記將來：面向當代設計教育問題」，會議分為四個不同環節及議題，包括工業設計教育、設計及創新管理、學術交流及Global Design Network。在為期兩天的活動中，來自世

界各地的設計教育工作者和專業人士，藉着演講、討論和論文發表，分享意見、知識和經驗。



**BODW Concurrent Event**  
「設計營商周」同期活動

### Education Corner

學生園地

An important educational component of BODW, the Education Corner featured a series of Creative Workshops designed to encourage secondary school students to experience the design process. The co-organisers of Education Corner were the Hong Kong Polytechnic University and the Hong Kong Design Institute. During the workshops, students were given the opportunity to explore their design and creative talents. Completed works were exhibited at the exhibition hall.

「學生園地」是「設計營商周」的重點教育項目，由香港理工大學和香港知專設計學院合辦。「學生園地」設有一系列創意工作坊，旨在鼓勵中學生體驗設計過程，參加者有機會發掘自己的設計和創意才能，完成的作品有機會在展覽廳中展出。

**BODW Concurrent Event**  
「設計營商周」同期活動

### InnoAsia

創新科技亞洲會議  
(1 – 2/12/2009)

**INNO ASIA**  
1-2/12

Titled “Sustainable City, Transportation & Energy”, the InnoAsia Conference was organised by the Hong Kong Science and Technology Parks Corporation. The conference was designed as a platform for the local academia, scientists, entrepreneurs and the business community to gain knowledge and insights from world experts on how they innovate and deploy technology for market and product development. Participants also exchanged views and took the opportunity to form business collaboration. The conference also featured the “Science Park

Applied Research Commercialisation” (SPARC) Forum, which connected local researchers and innovators with venture capitalists and the business community to facilitate the commercialisation of viable R & D projects.

由香港科技园公司舉辦的創新科技亞洲會議以「可持續發展 城市、運輸及能源」為主題，邀請世界知名的專家分享，如何在

市場和產品發展方面運用創新及科技，為本地學者、科學家、企業家和商界提供一個學習和交流的平台，亦可互相分享心得和發掘商業合作機會。會議其中一個環節「科技應用研究商業化」論壇，聯繫本港研究人員、創新者、投資者和商界，促使研發項目的商品化出路。



**BODW Concurrent Event**  
「設計營商周」同期活動

### Global Design Network 2009

(02/12/2009)

**Global design network**

HKDC collaborated with the Hong Kong Trade Development Council to initiate the Global Design Network (GDN) and organised its annual symposium to address key issues that dominated the agenda of design organisations across the globe. The theme of GDN 2009 was “Fostering an Entrepreneurial

Mindset in Today’s Creative Graduates”. The event provided a variance of perspective and practical guidance for designers to develop appropriate models of creative entrepreneurship. It also helped foster international design collaboration and networking with 37 leading design associations from Asia, Europe and the Americas. The symposium featured two sessions: the morning session focused on presentations by GDN members while the afternoon session was a forum attended by over 300 GDN members and participants. GDN was inaugurated in 2005 as an annual roundtable event held concurrently with the BODW and IDT Expo in Hong Kong.

香港設計中心聯同香港貿易發展局發起環球設計網絡(GDN)，每年舉辦專題座談會，並提出全球設計機構所面對的關鍵問題。環球設計網絡2009的主題為是「為當今富有創意的畢業生培養企業家理念」。活動為設計師提供不同的觀點和實用指導，讓他們建立適合自己的創意企業模式。參加者能接觸來自亞洲、歐洲和美洲37個知名的設計協會，從而增強人際網絡，促進國際間的設計合作。專題座談會分為兩部分：上午的環節由環球設計網絡的成員演說；而下午的環節有超過300位環球設計網絡成員和其他界別的人士參與。GDN於2005年成立，是一項跟香港「創新科技及設計博覽」和「設計營商周」同期舉辦的年度圓桌會議。





## DESIGN FOR BUSINESS AND PUBLIC SERVICE

以商界和公營機構為對象的項目



### BODW Concurrent Event 「設計營商周」同期活動

## IDT Expo

創新科技及設計博覽  
(3 – 5/12/2009)

HKTDC  
INNO  
DESIGN  
TECH  
EXPO  
3-5/12

In its fifth year, the Inno Design Tech (IDT) Expo has become one of Asia's leading international events for innovation and creativity. It was organised by Hong Kong Trade Development Council (HKTDC) and co-organised by HKDC and Hong Kong Science and Technology Parks Corporations (HKSTPC). Highlighting Hong Kong as a city of design excellence, IDT Expo gathered and showcased the best designs solutions and technologies for upgrading brand and business. The Expo consisted of two exhibition areas. Bringing together 345 exhibitors from Hong Kong and abroad, the Trade Hall was a trade platform to introduce innovative designs and technological solutions. The hall was divided into the following themed areas: Communication Design; Design and Branding; Global Innovation; Green and Sustainable Development; Innovation and Applied Technology; and Research and Development. The Inspiration Hall showcased local, overseas and French

designs as well as innovation, and the works by HKDC Awards winners. The Expo's Trade Hall recorded 13,600 trade visitors. Together with the Inspiration Hall, there were a total of 30,900 visits by both trade and public. According to the findings from a survey conducted at the Expo, exhibitors considered the event useful for promoting their company image and obtaining the latest market information. Visitors were also satisfied by the technology and design solutions presented at the Expo.

踏入第五屆，由香港貿易發展局主辦、香港設計中心和香港科技園公司協辦的「創新科技及設計博覽」已成為亞洲備受矚目的創新與創意國際盛事。為突出香港設計城市這個主題，博覽匯聚和展示優質的設



計方案和技術，協助品牌和業務的升級。博覽劃分為兩個展區：貿易館匯集了345個來自香港和海外的參展商，是一個展示創新設計和技術方案的貿易平台。當中再分以下主題區域：傳播設計、設計與品牌、環球創意、環保及可持續發展、創新和應用科技及研究與發展。而創意館則展示本港、海外和法國的設計及創新作品，還有榮獲香港設計中心設計大獎的作品。

貿易館吸引超過13,600名業內人士入場，連同創意館的企業和公眾入場人數，整個博覽合共有30,900人參觀。根據博覽期間進行的一項調查顯示，參展商認為博覽是推廣企業形象及獲取最新市場資訊的有效渠道。另外，參觀人士也對會上展示的應用科技和設計方案感到滿意。



### BODW Concurrent Event 「設計營商周」同期活動

## Shenzhen Industrial Design Forum

深圳工業設計論壇  
(2/12/2009)

SHENZHEN  
INDUSTRIAL  
DESIGN  
FORUM

Under the Memorandum of Understanding signed by HKDC and Shenzhen Industrial Design Profession Association

(SIDA) in December 2008, an industrial design forum was held in Shenzhen on 2 December 2009 as a concurrent event of BODW. SIDA also brought a 50-member delegation to participate in BODW 2009 in Hong Kong.

The objectives of this concurrent one-day event were to strengthen cooperation, seize development opportunities and benefit from complementary advantages of Hong Kong and Shenzhen in the use of design and creativity. Design experts, business leaders and creative legends in the field of design and innovation provided their insights in strengthening the competitive edge through industrial

design, promoting industrial upgrades and effectively responding to the challenges of economic crisis. Around 400 design practitioners, educators and business executives took part in the forum.

香港設計中心和深圳市工業設計行業協會(SIDA)於2008年12月簽署諒解備忘錄。工業設計論壇乃「設計營商周2009」同期舉行之活動，12月2日在深圳舉行。SIDA也率領一個50人的代表團到港參與「設計營商周2009」活動。

這個為期一天的活動，目的是要加強香港和深圳的合作，讓兩地能把握發展機遇，在設計和創意的層面上，互惠互利。創意設計和創新領域中的設計專家、商界領袖和創意界的傳奇人物，都分享了自己對工業設計，促進工業升級，和如何有效應對經濟危機的真知灼見。約400名設計從業員，教育工作者和企業高管層參與論壇。



### BODW Concurrent Event 「設計營商周」同期活動

## DETOUR

設計遊  
(26/11 – 9/12/2009)

DETOUR  
26/11-9/12

Anchored at the Former Police Married Quarters on Hollywood Road in 2009, DETOUR featured more than 50 satellite events, including exhibitions, guided tours, seminars, concerts, and parties held in various locations in Hong Kong. DETOUR was first conceived in 2006 as the outreach programme for BODW to cultivate the connection between

design and the local community. This year's DETOUR was organised by the Hong Kong Ambassadors of Design. All activities incorporated the most original, bold and stimulating ideas from designers both in Hong Kong and abroad to capture the attention of the public and celebrate the creative aspects of our city. More than 12,000 individuals participated in the exhibitions and activities at over 20 satellite sites across the city.

由香港設計大使籌辦的「設計遊」在2006年首次舉辦，是「設計營商周」同期舉行的一項外展活動，讓設計和本地社區更加親近。2009年「設計遊」以前荷李活道已婚警察宿舍為主場地，同時協辦及支持超過50個在香港不同地點舉行的活動，包括展覽、導賞團、講座、音樂會和派對。活動揉合了香港和國外設計師最原始、大膽、刺激的想法，以引起大眾的注視，亦同時表現出城市富創意的一面。展覽和活動在全城20多個活動點舉行，吸引超過12,000人參與。





## “Design as a Turnaround Strategy” Roundtable Luncheon Series

「智營設計」  
午餐會系列  
(11/3, 20/5 and 30/9/2009)

In partnership with Hong Kong General Chamber of Commerce (HKGCC), HKDC organised a roundtable luncheon series to help HKGCC members upgrade their businesses through strategic design management. The series in the form of three luncheons attracted over 80 participants. The themes of the series were: Design x Innovation = Transformation and Upgrading; Effective Partnership between Design & Business; and Creating an Innovative Business through Better User Experience Design. A brochure on “Design as A Turnaround Strategy” with mini cases will be published.

香港設計中心與香港總商會合辦的午餐會系列，旨在讓香港總商會會員認識及透過策略性設計管理，協助業務升級轉型。整個系列包括三個主題：(一)設計 X 創新 = 轉型升級；(二)伙伴設計人才 強化營商競爭力；(三)結合用家體驗 設計創新業務。午餐會系列吸引超過80人參與，設計中心將會印製一本小冊子，記載不同類型的「智營設計」個案。



## Step-by-step Guide “Look for Designer”

「尋找設計師」指南

HKDC has created a user-friendly guide book with the Hong Kong Designers Association. The guide book is a reference tool for SMEs and business people to understand how to work with designers and the benefits. It is also a guide for designers to pass to their working partners to facilitate a smooth creative process.

香港設計中心與香港設計師協會聯合製作了一本實用的指南。指南讓中小企和商界人士了解如何跟設計師合作和運用設計的效益。設計師也可將此指南轉贈合作夥伴參考，令當中的創作過程更為順暢。

## Design for Public Service Pilot Project – Hongkong Post

與公營機構合作提供設計服務

試點計劃—香港郵政  
(8-10/2009)

香港設計中心連同顧問公司 Kaizor Innovation 為香港郵政展開一個試點計劃。目的是透過用家為本的設計概念，研究如何提升公共服務的效率，及為用家提供良好的服務經驗。試點計劃率先將概念應用於旺角郵政局，希望了解用家包括使用郵政服務的大眾和郵局的工作人員的需要，並加強用家體驗和運作效率。香港設計中心和顧問公司為香港郵政舉辦了研究匯報工作坊和設計策略工作坊，並希望透過此試點項目鼓勵商界和公營服務機構運用設計發展創新意念，協助轉型。

HKDC initiated a pilot project for the Hongkong Post together with contracting consultant Kaizor Innovation. The main purpose of the project was to adopt the user-centric design research approach to public services. Through applying the concept to the Mongkok Post Office, the project sought to understand user's needs and to enhance user's experience and the operational efficiency. The users included customers and post office staff. A Research Debrief Workshop and a Design Strategy Workshop were held for Hongkong Post. The project was part of HKDC's effort to encourage and promote the use of design to generate ideas for innovative approach to business and service transformation.





# DESIGN FOR GENERAL PUBLIC

公眾



## Relating to People

The only important thing about design is how it relates to people

設計關鍵之處是如何與大眾產生聯繫

Victor Papanek  
Designer and design educator 設計師及設計教育家

## Design to Empower - Project on Learning to Design Thru Monster

創意學習系列－從「設計思維」出發  
(9/2009 – 4/2010)

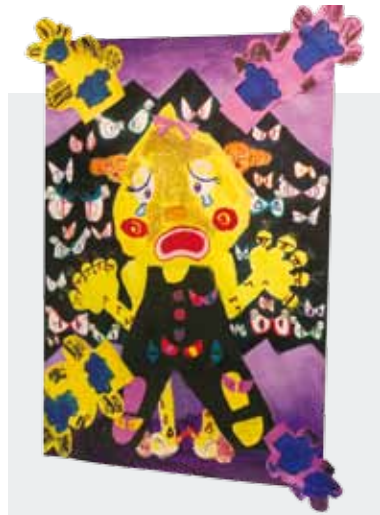


DESIGN TO EMPOWER

“Learning to Design Thru Monster” was the theme of Design to Empower programme in 2009, with the belief that the process of overcoming fear of monsters through design could stimulate students’ creativity and lead them to look at things in a different perspective. This represented a collaborative effort with local teachers to unlock the creative thinking power of local students and to encourage them to apply creativity to their studies and their everyday lives. The programme provided teachers with the training needed to maximise the full potential of their students, particularly in the areas of integrated creative thinking using lateral and critical thinking processes. Through workshops and use of comprehensive training materials, the participating teachers became better equipped to lead their students to think like a “designer”. Ms Grace Lau and Mr Gabriel Tsang were design consultants for this project, hosting a total of 30 workshops and sessions for more than 32 teachers and 558 junior secondary students from 16 schools. The first student presentation day was held on 5 December 2009 with more than 120

teachers and students participating. The awards of “Most Creative Monster” and “Best Team” were presented to Lam Tai Fai College and Kwok Tak Seng Catholic Secondary School respectively.

從「設計思維」出發旨在培養學生的創意思維。學生透過設計怪物，既要克服恐懼，同時也在刺激創意，讓他們學習以多角度觀察事物，排難解紛。參與計劃的本地教師，在活動中除了協助學生釋放創意思維，亦鼓勵學生於學習和日常生活中運用創意，充份發揮教師在學生之間的協作力量。教師亦有機會接受培訓提升技巧，引導學生釋放創意潛能，特別是創造性思維中的側面思維和批判性思維。透過教師工作坊和完備的培訓教材，教師能有效裝備自己，並帶領學生建立「設計師」的思維模式。此活動邀請了劉君壁小姐和曾學誠先生擔任項目顧問，二人為來自16所學校，超過32位教師和558名初中學生，主持30個工作坊。首次學生報告日於2009年12月5日舉行，有120多位師生參與，同場頒發了「最具創意Monster大獎」，得主為林大輝中學，而「最佳團隊」獎得主為天主教郭得勝中學。







## Discover Design

### 設計體驗營

(18/7 – 1/8/2009)

**DISCOVER DESIGN** Over 2,000 students, teachers, parents and designers, including 33 students from Cheung Kong School of Art and Design, Shantou University, took part in this 2-week programme in the summer. Following the success of the previous year's programme, Discover Design 2009 sought to continue arousing students' interest in design and to inspire them to get prepared for further studies or career in the design field through participation in a series of lectures, projects, presentations and exchanges. 30 partners and 22 designers supported the programme by giving the students the experience of what education and work were like in the design and creative professions. One



of its highlight activities was the "Meet the Designer" held from 25 to 31 July 2009, where 130 students from 36 local schools visited 22 local designers in small groups to get a glimpse the real lives of designers and learn more about their daily work and work environment.

HKDC also organised the "DESIGN. LIVES" seminar with British Council on 27 July 2009, inviting local and international designers and creative professionals to speak on the subject of inclusive design theory and explore how user-centric design can improve life and social conditions. As a concurrent event from 25 to 28 July, DesignEd Mart, provided a platform for 18 local educational institutes to introduce their design-related courses and programmes to the public who were interested in furthering their studies and improving their careers in the design and creative arenas. More than 1,000 people visit this 4-day information rich educational event.

二千多名學生、教師、家長及設計師參加了這個為期兩星期以設計為主題的夏令營，當中包括33名汕頭大學長江藝術與設計學院的學生。設計體驗營2009舉辦一系列的講座、習作、演講和交流活動，喚起學生對設計的興趣，讓年青人為進修設計和從事與設計有關的行業做好準備。活動獲得30家夥伴機構和22位設計師支持，他們讓學生了解關於設計和創意行業中的教育和工作實況。其中一項重點活動是2009年7月25日至31日舉行的「走訪



設計達人」。來自36所本地學校的130名學生，分組走訪了22位本地設計師，窺探設計師的真實生活，進一步了解他們的日常工作環境和實況。

此外，香港設計中心與英國文化協會於2009年7月27日舉辦一場專題講座，名為「設計點生活」，邀請了本地及國際設計師和創意專業人士，就和合設計理論發表意見，探討「以用家為本」的設計理念如何改善生活和社會質素。另外，由7月25日起開始一連四天舉行的「設計出路2010」展覽是設計體驗營的同期活動，為18家本地教育機構提供平台，向有志於在設計和創意領域進修和發展事業的學生及在職人士，介紹相關設計課程，吸引1000多人到場參觀。

## Design Forum on "Energize your Life with Art and Design!"

### 設計論壇－設計與藝術啟動「社會能量」

(6/8/2009)

This design forum on Contemporary Communication Design from the Netherlands was held after the opening ceremony of the Social Energy exhibition. Four speakers, including the exhibition curators, Jiang Hua and Li Degeng of OMD (Beijing), contemporary Dutch designers Peter Bilak of Typotheque in The Hague, and Mark Klaverstijn of Machine Studio in Amsterdam shared their insights with more than 250 participants. They explored the topics of how design energises the society through their work and how design can change the conventional images of things that stimulate our naked senses, things such as food, music, services, publications and buildings.

這個有關荷蘭當代傳訊設計的論壇，於「社會能量－當代荷蘭設計展覽」開幕式後舉行。四位講者，包括來自北京OMD當代設計中心的展覽策劃人蔣華和李德庚，來自海牙Typotheque的當代荷蘭設計師 Peter Bilak和阿姆斯特丹Machine Studio的Mark

Klaverstijn，跟超過250位參加者分享他們的真知灼見。論壇中，他們探討設計如何讓社會變得更有活力，還有設計如何改變傳統事物，例如食物、音樂、服務、出版刊物和建築物的形象，以增加接觸者的感官刺激。



## Social Energy – Contemporary Communication Design from the Netherlands

### 社會能量－當代荷蘭設計展覽

(7/8/09 – 30/8/09)

This exhibition featured 300 contemporary designs by 11 founders and trailblazers in various fields of communication design in the Netherlands. Participating designers and design studios included Studio Dumbar, the world-renowned visual branding agency, Machine, a design studio specialising in popular culture, and other forefront design experts, including Irma Boom, NLXL, Niessen & de Vries, Lust, Peter Bilak, Mevis & van Deursen, Mooren & van Velden, Karel Martens and Catalogtree. The exhibition was jointly presented by the HKDC and OMD Contemporary Design Terminal Beijing and supported by various organisations, including Netherlands China Arts Foundation, Mondriaan Foundation and Embassy of the Kingdom of the Netherlands. Held at the InnoCentre, the exhibition promoted the integration of traditional graphic design with music, writing, sociology, media linguistic,

information technology, popular culture and product development. A total of 2456 visitors attended the exhibition.

300件由荷蘭不同傳訊設計領域的創始人和先驅所設計的當代作品於此次展覽中展出。作品涵蓋了不同社會領域，從平面設計、畫冊設計、多媒體、資訊與識別系統、地圖，以至動畫卡通片都包括在內。參展的設計師和設計工作室包括世界著名視覺品牌代理公司Studio Dumbar；主打流行文化的設計工作室Machine；與其他設計界前驅，包括Irma Boom、NLXL、Niessen & de Vries、Lust、Peter Bilak、Mevis & van Deursen、Mooren & van Velden、Karel Martens和Catalogtree。是次展覽由香港設計中心和北京的OMD當代設計中心聯合主辦，更獲得不同組織的資助，包括荷中藝術基金會、Mondraain基金會和荷蘭大使館。展覽於創新中心舉行，促進了傳統平面設計與音樂、寫作、社會學、媒介語言學、資訊科

技、流行文化和產品開發的融合，吸引2456人參觀。





## DESIGN FOR GENERAL PUBLIC

以公眾為對象的項目

### Forum on Creative Entrepreneurship

「志在創業－設計與創意工業」創意論壇  
(8/8/2009)



In collaboration with the British Council Hong Kong, HKDC organised a creative entrepreneur forum where successful young entrepreneurs from Hong Kong, UK, Thailand and the Mainland China shared their experiences with their Hong Kong counterparts, as well as with potential young entrepreneurs from both creative and business sectors. The overseas speakers provided insights into the ways of connecting creativity

and business. They had an interesting dialogue with the local speakers and facilitators to apply the overseas experience to Hong Kong's market. The forum attracted 170 participants.

香港設計中心聯同英國文化協會合辦了一個充滿創意的企業家論壇。來自香港、英國、泰國和內地的成功年輕企業家，向香港創意業和商界具潛質的年輕企業家分享

經驗。海外講者就如何融合創意和商業、善用兩者產生的協同效應提出獨特見解。他們與本地講者和設計推動者展開了具建設性的對話，研究香港市場套用外國經驗的可能性，論壇吸引170人參加。

### Ready to Go?! Saturdays in Design

## Series I : Eco Saturdays – Bridging Sustainability to life

系列一：「環保」設計 • 星期六  
(10 – 31/10/09)

United to make everyday things "Greener", 109 people participated in workshops and visits revolving around eco-design on four Saturdays. The workshops featured four themes and were led by specialist companies. The first one was "Recycle: Banners" and it was hosted by Bannerbag. The 2nd Saturday workshop focused on "Recycle: Paper" which was conducted by Na: Pac and Antalis. The 3rd workshop was on "Organic Farming: Organic Life" and the activities were led by Yin Yang Restaurant. The 4th Saturday was dedicated to "Better Lighting: Better Life" and representatives from Megaman were the workshop leaders.

為了讓綠色生活融入日常生活中，109位參加者一連四個星期六參加關於「環保」設計的工作坊。四個工作坊由不同的專業機構主持，帶領參加者探討不同主題。第

一個工作坊是由Bannerbag主持的「循環再用：橫額」；第2個星期六則環繞主題「循環再造：紙」，由Na: Pac和近利(香港)主持；第三個工作坊由鴛鴦飯店創辦人帶領參加者走進農場進行「有機耕作：有機生活」；而第四個星期六則由曼佳美®的代表帶領參加者認識「優質照明：優質生活」。



### Ready to Go?! Saturdays in Design

## Series II : HAD Saturdays – Heritage x Art x Design

系列二：  
港文化 • 港創意  
(12/2009 and 1/2010)

In collaboration with Hulu Culture, HKDC launched this second series of Saturday creative workshops to revitalise Central and Sheung Wan. 15 local professional designers took up the role as workshop leaders to inspire 300 local design students divided into groups to develop products or services by finding a solution to take root in their respective localities. 80 pieces of coursework were selected for display at an exhibition held at the Former Police Married Quarter in

Central from 23 January to 15 March 2010.

香港設計中心與文化葫蘆合辦了「設計•星期六」創意工作坊系列二，並以活化中環和上環區為活動宗旨。300位本地設計系學生分成小組參與工作坊，由15位本地

專業設計師作導師，鼓勵學生合力開發產品或服務，以解決各區根深柢固的問題。完成工作坊後，從學員的設計專案中選出的80件作品，由2010年1月23日至3月15日於中環荷里活道前已婚警察宿舍內展出。



### Ready to Go?! Saturdays in Design

## Series III : Design to Make Taste: Rediscovering Senses through Design

系列三：「設計在飲食」  
(6 – 27/3/2010)



This series comprised four workshops exploring the decisive role of design in such fields as food retail and consumption. Nearly 100 participants joined this series and worked on projects which revolved around the theme of Food in Design and allowed

them to discover how food with a touch of design can stimulate their senses in daily lives. The series kicked off with the workshop "Food in Design: Food Styling" which featured stylist Bonnie Yves, who runs Yves Kitchen Country House. The 2nd workshop was

on "Brand in Design: A Brand for Tea Civilisation" and was conducted by tea master Vivian Mak. The 3rd workshop was themed "Taste by Desire: Pairing Tea with Food" and Mak was the workshop leader. The last one was on "Taste by Design: Food Jamming" and it also featured Yves. Meanwhile HKDC invited a food designer from the Netherlands, Marieke van der Bruggen to share her candy project "Garden of Delight" on 29 March 2010 at InnoCentre. 80 participants attended to see, feel, smell and taste the delight of food design.

本系列透過四個工作坊，讓參加者探索設計在食品零售業和消費中所扮演的重要角色。近100位參加者需以「設計在飲食」為題材製作專案，從中發現為食物加添設計元素，更能刺激他們日常生活的官感。由經營 Yves Kitchen Country House 的生活創藝家張葆瑜小姐主持的工作坊「設計在飲食：食物造型」為活動揭開序幕。第二和第三個工作坊由品茶大師麥蕙蘭主持，分別以「品牌•設計：品茗與生活實驗」和「創意•味道：茶與食品配對」為題。最後一個工作坊再次由Bonnie Yves帶領參加者感受「創意•味道：食品設計」。香港設計中心亦於2010年3月29日邀請荷蘭食品設計師 Marieke van der Bruggen女士，於創新中心舉行座談會，分享以糖果作裝置藝術 Garden of Delight 的設計心得，吸引80名參加者以視覺、感覺、嗅覺和味覺，感受食品造型設計帶來的喜悅。



## Public Lecture by Antoine Audiau and Manuel Warosz

Antoine Audiau  
與 Manuel Warosz  
公開講座  
(27/11/09)

The world-renowned French design duo Antoine Audiau and Manuel Warosz shared their interesting design stories, from graphic design to furniture design and exhibition design and their creative inspiration, artistic interpretations of the world through design and the relationship between graphic design and advertising. Antoine and Manuel owe their creativity and inspiration to the surroundings, the environment, the people and things they come into contact with on a daily basis.

Belonging to the first wave of graphic designers to work naturally with computer-generated imagery, the French designers impose their own radically innovative style, creating their typography and illustration from collages and photographed three-dimensional models using markers, felt pen and vectorial graphics software. Held at

the Theater of Hong Kong Heritage Museum, the lecture boasted a full-house attendance of 350 people.

法國著名二人平面設計組合 Antoine Audiau 與 Manuel Warosz 向觀眾分享他們有趣的設計和當中的故事，從平面設計，到家具設計和展覽設計，一一細訴自己的創作靈感，及他們眼中平面設計與廣告之間的關係；他們甚至把設計從一個藝術性角度詮釋這個世界。Antoine 和 Manuel 表示身處的環境與日常生活中接觸到的人和事，激發了他們的創意和靈感。這兩位設計師率先利用電腦圖像作設計，以粗頭墨水筆，水彩筆和矢量圖形軟件創造自己的排版插圖、拼貼畫和拍攝三維模型，創造了自己的字體和插畫，並加入創新風格。講座於香港文化博物館劇院舉行，全院 350 個座位，全無虛席。



## Antoine + Manuel Graphic Village Exhibition

Antoine + Manuel  
設計村展覽  
(28/11/09 – 17/2/2010)

French design duo Antoine Audiau and Manuel Warosz also gave a new definition to the relationships between

graphic design, furniture design and illustration at an exhibition. More than 100,000 visitors attended the exhibition held at the Hong Kong Heritage Museum, conjured up an architectural journey of houses, monuments and sculptures covered and decorated with whimsical graphic designs. Inside these structures, a huge selection of drawings, graphic and typographic works were presented to the viewers in a playful and cheerful way with the use of rich and vibrant colours. It was not only an inspirational experience for the professional eye, but also an educational and pleasurable activity for emerging designers, students and families. The exhibition was a partnership project of the Hong Kong Heritage Museum of the Leisure and Cultural Services Department and received support from

the Consulate General of France in Hong Kong and Macau, and Les Arts Decoratifs in France.

除了講座，這對巴黎設計雙雄 Antoine Audiau 與 Manuel Warosz 在展覽上為平面設計、家具設計與插圖之間的關係賦與一個嶄新定義。展覽於香港文化博物館舉行，參觀人數共 10 萬人次，仿如帶大家經歷一個集房屋建築、歷史遺跡和雕塑於一身的旅程。作品加入了天馬行空的平面設計，當中的圖畫、圖形和字型都富有活力色彩，營造出活潑和愉快的效果。展覽不但為專業設計師帶來啟發性的體驗，也為新晉設計師、學生和家庭帶來有趣的教育活動。展覽由香港設計中心和康樂及文化事務署轄下的香港文化博物館合辦，同時得到法國駐港總領事館及法國裝飾藝術中心支持。



## Design Ex'09 (3/12/2009 – 10/1/2010)



Under the theme "That's The New Age", the Design Ex'09 Exhibition showcased more than 200 pieces of graduation work

by the students of six design academies in Mainland China. The event held at the InnoCentre was designed to highlight the recent development and standard of design education in China. It also helped build a deeper understanding of the creative minds of a new generation of young art students and emerging designers. The exhibition highlighted their passion for and interpretations of contemporary arts and design amid the social and cultural repercussions brought forth by China's economic development. The featured works were in a broad range of areas, including product and industrial design, communication design, interior and installation design. Many incorporated multimedia. Over 30 guided tours and sharing sessions with professional associations and local tertiary and secondary schools took place, attracting over 8,000 participants. The six participating academies were: Academy of Arts and Design of Tsinghua

University; Guangzhou Academy of Fine Arts; College of Fine Arts of Shanghai University; Nanjing Arts Institute; China Academy of Art; and Cheung Kong School of Art and Design of Shantou University.

Design Ex'09 主題為「新青年：中國內地六大設計學院學生作品展」，展出超過二百件學生畢業作品，參展的六所設計學院包括清華大學美術學院、廣州美術學院、上海大學美術學院、南京藝術學院、中國美術學院，以及汕頭大學長江藝術與設計學院。是次活動於創新中心舉行，旨在讓大眾了解中國近年在設計教育方面的成果和未來的發展方向，也讓公眾有機會深入了解內地新一代藝術學生和新晉設計師的創意頭腦。中國的經濟發展，影響了其社會與文化，新一代的藝術家透過展覽，演譯當代藝術和設計，作品亦同時散發出他們對藝術與設計的熱誠。展品內容多元化，包括工業產品設計、傳訊設計、室內設計及裝置藝術設計等，當中為數不少是別具創意的多媒體作品。展覽為期一個月，同期舉辦的活動包括 30 多個導賞團和分享會，當中分享會以專業協會和本地中學及大專院校為對象，活動一共吸引超過 8000 人參與。



"Village Exhibition" in December 2009 and January 2010. Students gained valuable information from these guided tours. They also worked on a worksheet to express their thoughts on the art pieces after the visits. 180 students and teachers took part in the two guided exhibition visits.

香港在 2009 年開始推行新高中課程，「其他學習經歷」為必修課程，當中的「藝術發展」是其中一個重要範疇。香港設計中心透過舉辦展覽導賞團，讓學生可以於輕鬆環境下，通過欣賞、創作、表演和反思，學習藝術和設計。「其他學習經歷」的目的是向所有高中生提供一些豐富且具意義的藝術學習體驗。因此，香港設計中心特為兩個展覽安排導賞團，分別是 2009 年 12 月的「Antonie + Manuel 設計村展覽」。透過導賞員的講解，學生得到寶貴的資訊，並在特備的工作紙上表達自己對藝術品的想法。兩場展覽導賞團共有 180 名師生參與。

## Other Learning Experience 其他學習經歷 (18/12/2009 – 8/1/2010)

"Aesthetic Development" is one of the essential components in the Other Learning Experience programme. Through guided tours to exhibitions, students can learn the arts and design in a more relaxing way through appreciating, creating, performing and reflecting. Other Learning Experience aims to provide all senior secondary students with rich and meaningful arts learning experiences. HKDC conducted two guided exhibition visits to "DesignEx 2009" and "Antonie + Manuel Graphic



## INTERNATIONAL PROMOTION AND RELATIONS 國際推廣和關係

### The Ambassadors' Ball

香港設計大使籌款晚宴  
(6/11/2009)

HKDC and its sister organisation, the Hong Kong Ambassadors of Design co-organised this highly-anticipated event of the local art and design



sector. The event was supported by the Liaison Office of the Central's People Government in Hong Kong SAR and the Y. Elites Group. Marking the 60th anniversary of the establishment of the People's Republic of China, the organisers revolved the ball around the Red China-inspired "Serving the People" theme. World-renowned Hong Kong designer Alan Chan was invited to be the event designer and he dazzled the 300-plus guests with his interpretation

of Red China's unique aesthetics. The fun continued after the gala dinner as guests moved on to the "Comrades, Well Done!" after-party. Together with the proceeds from the table sales, after-party and auction, the Ambassadors' Ball 2009 raised over HK\$1.8 million to support its essential work in promoting local design and cultural education programmes.

香港設計中心與其姊妹機構香港設計大使合辦的「香港設計大使籌款晚宴」，是本地藝術界和設計界的年度盛事。2009年第二屆晚宴，得到中央人民政府駐香港特別行政區聯絡辦公室和Y. Elites Group的支持。為慶祝中華人民共和國成立60周年，主辦單位為晚宴揀選代表洋溢喜興的中國紅為設計主調色彩，並帶出「為人民服務」的主題。大會邀請了香港著名設計師陳幼堅擔任活動設計總監，他演繹出中國紅色的獨特美感，讓300多名來賓讚嘆不已。籌款晚宴完結後，隨即舉行「同志們，辛苦了！」盛大派對，讓來賓延續歡樂的氣氛。整個晚宴的門券和贊助，加上宴後派對和拍賣會的收益，合共籌得超過港幣180萬港元，用作推廣本地設計和文化教育項目。



### Building Asia Brick-by-Brick 2009 – My Cultural City

一磚一瓦建亞洲  
2009—我的文化城市  
(7 – 8/11/2009)

This educational programme was centred around the upcoming West Kowloon Cultural District project. The programme played host to 400 primary four to six students aged from 9 to 12 from 19 schools. They were grouped in 20 teams. A pre-event workshop was organised in September by the HKU's Faculty of Architecture to teach the participating teachers the basic architectural design and knowledge. These teachers would then pass on this knowledge and tips of being creative to the students at their respective schools. At Central Atrium, Olympian City II, West Kowloon on 7 November 2009, the students applied what they had learnt and worked together to build their ideal cultural city on a giant West Kowloon map with 200,000 LEGO bricks. The participating students were helped to develop a sense of structural concepts, an awareness of city development, and skills in creative problem solving, communication and teamwork. The 20 individual communities were later merged to form a 13-metre by 5-metre miniature



of the West Kowloon Cultural District, which was displayed at Olympian City the following day. The event was co-organised with Hong Kong Ambassadors of Design and the Hong Kong Federation of Youth Groups and supported by the Faculty of Architecture, the University of Hong Kong.

這項教育活動以西九龍文娛藝術區項目為中心，吸引來自19所學校，400名小學四至六年級學生參加，並分為20支隊伍。香港大學建築學院先在2009年9月主持活動前工作坊，向參與學校的教師講解基本設計及建築知識。然後，教師便把這些知識和創意秘訣傳授予校內參與活動的學生。於2009年11月7日的活動日，一班小學生齊集西九龍奧海城二期主題中庭，他們

在20多萬件樂高積木組成的巨型西九龍立體地圖上，運用自己所學所想，一起建立理想的文化城市。活動能培養學生的建築概念，令他們更關注城市的發展，並且學習以創意解決難題，訓練溝通技巧和團隊合作精神。最後，大會將20隊的作品，合併為一個13米乘5米的小型西九龍文娛藝術區，並於翌日在奧海城展出。是次活動由香港設計大使和香港青年協會聯合舉辦，並得到香港大學建築學院全力支持。

### Pecha Kucha Night

(17/6, 24/9, 28/11, and 5/12 2009 and 23/2/2010)



First introduced in 2008, this bi-monthly event has become an important networking occasion for local designers and design enthusiasts. HKDC worked closely with Hong Kong Ambassadors of Design to organise this event. At "Pecha Kucha Night", speakers must use the 20/20 format. They presented their creative ideas through a series of 20 slides, with a maximum of 20 seconds allowed to elaborate on each slide. "Pecha Kucha Night" helped increase the dialogue and interaction between members of the local design and creative community. The event also showcased talented individuals and their works to the larger Hong Kong community. During the year, five "Pecha Kucha Nights" were organised at various venues in Hong Kong, attracting

the participation by about 1200 local creative talents and design lovers.

Pecha Kucha Night自2008年起引入香港，由香港設計中心協助香港設計大使籌辦，這個每兩個月一次的活動，成為本地設計師和設計愛好者擴闊圈子的重要橋樑。Pecha Kucha Night的特別之處是每名參與的演講者必須運用20/20的演講形式，即是運用20張幻燈片，在每張幻燈片最多20秒的闡述時間內表達創意。Pecha Kucha Night加強本地設計群體與創意社群的溝通和交流。不同背景的設計師或創作人透過活動介紹其作品或創作意念，接觸更多的香港社群。2009年的Pecha Kucha Night於香港不同地點舉行了五次活動，合共吸引約1200位本地創作人和設計愛好者參與。



## Hong Kong & Shenzhen Design Exhibition

融薈：深圳・香港設計邀請展  
(29/9/09 – 30/11/09)

Held concurrently with the official Art & Design Show of the 11th China National Art Exhibition, this exhibition focused on the outstanding works of design from

Hong Kong and Shenzhen. Not only did the exhibition showcase designs by individual designers, it also presented masterpieces from a city's collective



perspective, highlighting the different design cultures of the two cities. The curator of the exhibition was Amazing Angle Design Consultant and it was co-organised by HKDC, Shenzhen Creative Culture Centre, and Shenzhen Graphic Design Association. The venue of the exhibition was the Gwan Shan Yue Art Gallery in Shenzhen.

與「第11屆全國美術藝術設計展」同期舉行的「融薈：深圳・香港設計邀請展」，以展示香港和深圳的優秀設計作品為重點。展覽除了展示設計師的個人作品，同時展示出一系列標誌港深兩地不同文化的作品。展覽於深圳關山月美術館舉行，由策展人 Amazing Angle Design Consultant 與香港設計中心、深圳創意文化中心和深圳市平面設計協會共同籌辦。

## Creative Hong Kong Exhibition

創意香港展覽  
(12 – 16/11/2009)

Halled as Hong Kong's biggest design crossover project, "Creative Hong Kong" showcased 10 masterpieces which were the results of the collaborative efforts of 10 distinguished Hong Kong-based designers and 10 internationally-renowned brand names to produce 10 products of superb quality around a Chinese theme. The designers included Vivien Tam, Freeman Lau, Alan Chan, Kai-Yin Lo and Michael Young. "Return" was a predominant theme conveyed through the masterpieces, which were originally designed around the concept to celebrate the 10th anniversary of the return of Hong Kong's sovereignty to China. The other meaning of the exhibition was to mark the return of the exhibits to Hong Kong following a series of successful overseas exhibitions to promote Hong Kong's design excellence in Europe

and the United States. "Creative Hong Kong" was an unprecedented union between Hong Kong designers and international brands. It demonstrated the viability of collaboration between commercial entities and designers who play a strategic, increasingly important role in value creation in today's business activities. The exhibition was held at the Dome Atrium of Olympic City II.

是次展覽於奧海城二期舉行，向公眾展示出香港最大型的跨界別設計合作項目－「創意香港」，十位香港知名設計師包括譚

燕玉、劉小康、陳幼堅、羅啟妍和Michael Young等，以中國為題，為十個國際著名品牌設計十件創意非凡的作品。十件大師級創作以慶祝香港回歸十周年為概念，作品包含「回歸」這個元素。「創意香港」較早前曾在海外如歐、美等地作巡迴展覽，推廣香港的設計卓越成就，這次重回香港展覽，正好印證展覽的成功。「創意香港」亦代表著香港設計師與國際品牌的聯繫，並體現出商業社會和設計師之間的協同合作關係。同時突顯在現今營商環境中，設計師以設計創造價值的角色愈趨重要。



## RTHK TV Series – "Design Cities"

港台電視節目－「設計城市」

(Every Saturday from 19/12/2009 – 6/2/2010 on TVB Jade)  
(19/12/2009 - 6/2/2010 期間，逢星期六於無線電視翡翠台播出)



and elements, such as historical heritage, design culture, government-led initiatives, education, and use of public space. The series gained 21 editorial exposures in local media. On average 63,000 viewers were recorded for each episode and the series obtained eight international awards. The episode on Kyoto won the Award of Excellence in Cinematography in the Accolade Competition. The episode on Berlin was awarded the Award of Merit: Feature Documentary. Design Cities – Copenhagen and Kyoto won the 31st Annual Telly Awards – Bronze in Educational and Cultural Categories respectively. In the Hugo Television Awards 2010, Design Cities – Copenhagen and Sao Paulo received the Certificates of Merit – Educational Programme. The episodes on Berlin and Sao Paulo both received Certificates of Merit in 2010 Chicago INTERCOM Competition.

Following the successful TV series on Chinese overseas designers in 2007, HKDC and Radio Television Hong Kong co-operated again to produce another 8-part TV series titled "Design Cities". Presented by nine young Hong Kong designers and artists, the series looked at eight cities, including Copenhagen, Kyoto, Barcelona, London, Bangkok, Berlin, Sao Paulo and Shenzhen, to examine the relationship between city and design and the many facets of design cities. They also explored the unique characteristics



繼2007年「志在设计－海外華人設計師」電視系列大獲好評後，香港設計中心和香港電台再度攜手合作，攝製一連八集電視節目「設計城市」。九位來自不同範疇的年青香港設計師與藝術工作者，走訪了深圳、哥本哈根、京都、巴塞隆納、倫敦、曼谷、柏林、聖保羅，八個以發展設計聞名的城市，闡述城市與設計之間的關係，並以不同角度分析設計城市。他們還了解當地設計的特色和元素，包括歷史文物、設計文化、政府倡議的項目、教育和公共空間的運用。「設計城市」播出後獲本地媒體注意及廣泛報道，而每集平均有超過六萬三千名觀眾收看。該系列更獲得八個國際性獎項。京都特輯於優秀製作大賽中，榮獲傑出攝製獎；柏林特輯奪得了專題紀錄片系列的優異作品獎；另外，哥本哈根和京都篇分別獲得第三十一屆美國特勒電視節教育類別銅獎和文化類別銅獎；而於2010年芝加哥國際電視節上，哥本哈根和聖保羅篇也分別獲頒教育節目系列優異獎；柏林和聖保羅特輯，亦在芝加哥國際傳播影視展獲得優異獎。

## Visits to HKDC

到訪香港設計中心



HKDC has spared no effort to seek opportunities to form mutually beneficial alliances with professional associations in the Greater China region

and abroad. To build strategic networks with organisations in the Mainland and overseas in the area of design, HKDC collaborated with Guangdong Industrial Design Association, Shenzhen Industrial Design Profession Association (SIDA) and Taiwan Design Centre. HKDC also continued its cooperation with a range of Mainland and overseas government officials, consulates, design, education and business institutions, to promote Hong Kong design and build rapport. In 2009-2010, HKDC received 37 official delegations which included the Economic & Trade Commission of Guangdong Province, Trade Commission of Zhongshan Municipal Government, Ministry of Economy, Trade and Industry of Japan, Japan External Trade Organisation, Seoul Metropolitan Government, Savannah College of Art and Design, and Design Center Busan,

amongst numerous other universities and design organisations.

香港設計中心一直致力與大中華區或海外的專業協會組成聯盟，達致共贏。為了與內地及海外機構建立策略性的設計網絡，香港設計中心已跟深圳市工業設計行業協會和台灣設計中心合作，並持續對內地和海外的政府官員、領事館、設計、教育和商業機構推廣香港設計，並建立緊密聯繫、合作平台和交流網絡。今年度共有37個本地、國內和海外的政府組織及設計相關機構到訪香港設計中心，當中包括廣東省經濟和信息化委員會、中山市經濟貿易委員會、日本經濟產業省、日本貿易振興機構、首爾市政府、美國撒凡納藝術設計學院及韓國釜山設計中心，並與多間大學和設計團體交流。



# CORPORATE GOVERNANCE

## 企業管治



### Corporate Governance

To ensure that the operational procedures of HKDC comply with its own corporate governance, an outside audit firm has been appointed to execute an internal audit programme covering areas related to projects, finance and administration.

HKDC has fully implemented a two-tier reporting system for managing potential conflicts of interest of its directors since 2009. Apart from reporting their potential conflicts of interest at board or committee meetings, directors are now also required to disclose their general interests, direct or indirect, pecuniary or otherwise, on appointment to the board of HKDC. Their declarations are also available for inspection by members of the public upon request.

### 企業管治

為確保香港設計中心所有運作程序均符合企業管治的原則，設計中心委任了一名顧問負責就項目、財政和行政進行內部審計。

香港設計中心於2009年全面實行兩層匯報機制，以防董事出現利益衝突。除了在董事會以及委員會會議匯報利益衝突，董事在被委任加入董事會時亦須披露其直接或間接、金錢與非金錢的一般利益。有關披露亦須公開予公眾人士審察。

# OUR ACCOUNTS

## 中心帳目

INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 31ST MARCH 2010

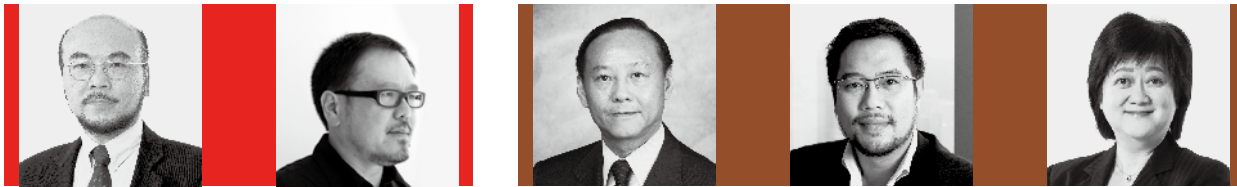
至2010年3月31日止財政年度收支結算表

	Non-Government Funding 非政府資助		Design Support Programme 設計支援計劃			Total 總計
	HK\$	Subvention Funding 政府資助撥款 HK\$	Business of Design Week 2009 設計營商周 2009 HK\$	Reinventing with Design 2009 設計創新機 2009 HK\$	Design in Progress 3rd Series 志在設計 系列三 HK\$	
<b>Income 收入</b>						
Government grant 政府資助	0	19,435,551	9,282,618	1,070,482	2,900,000	32,688,651
Project income 項目收入	435,257	1,450,578	2,638,976	346,575	0	4,871,386
Sponsorship 贊助/捐款	0	81,500	2,265,576	543,825	0	2,890,901
Other income 其他收入	10,172	1,304	731	2	0	12,209
	<b>445,429</b>	<b>20,968,933</b>	<b>14,187,901</b>	<b>1,960,884</b>	<b>2,900,000</b>	<b>40,463,147</b>
<b>Expenditures 支出</b>						
Project expenses 項目開支	19,810	5,076,675	12,320,186	1,841,202	2,900,000	22,157,873
Payroll & related cost 薪資及相關支出	71,548	12,330,713	1,850,215	111,182	0	14,363,658
Donation 捐款	318,172	0	0	0	0	318,172
Overhead & administration 一般營運及行政費用	46,562	3,561,545	17,500	8,500	0	3,634,107
	<b>456,092</b>	<b>20,968,933</b>	<b>14,187,901</b>	<b>1,960,884</b>	<b>2,900,000</b>	<b>40,473,810</b>
Operating surplus / (deficit) 營運盈餘 (赤字)	(10,663)	0	0	0	0	(10,663)
Less: Interest expenses 減：利息支出	(14,254)					(14,254)
	(24,917)	0	0	0	0	(24,917)
<b>Net surplus / (deficit) 淨盈餘 (赤字)</b>	<b>(24,917)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>(24,917)</b>



# HKDC'S BOARD OF DIRECTORS

## 香港設計中心董事會 2009 - 2010



**Victor Lo, GBS, JP**  
羅仲榮  
Chairman 主席

**Freeman Lau, BBS**  
劉小康  
Vice-chairman 副主席

**Eddy Chan, JP**  
陳育德  
Director 董事  
(Retired on 離任日期  
1/6/2009)

**Kinney Chan**  
陳德堅  
Director 董事  
(Retired on 離任日期  
6/1/2010)

**Shirley Chan**  
陳淑玲  
Director 董事  
(Retired on 離任日期  
11/3/2010)



**Janet Cheung**  
張啟秀  
Alternate Director 候補董事

**Joey Ho**  
何宗憲  
Alternate Director 候補董事  
(Appointed since 上任日期  
6/1/2010)

**Andrew Lai**  
黎志華  
Alternate Director 候補董事  
(Retired on 離任日期  
1/6/2009)

**Ida Lee**  
李碧茜  
Alternate Director 候補董事  
(Appointed since 上任日期  
22/3/2010)

**Winnif Pang**  
彭志江  
Alternate Director 候補董事



**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

**Lorraine Justice**  
Director 董事

**Frederick Lam, JP**  
林天福  
Director 董事



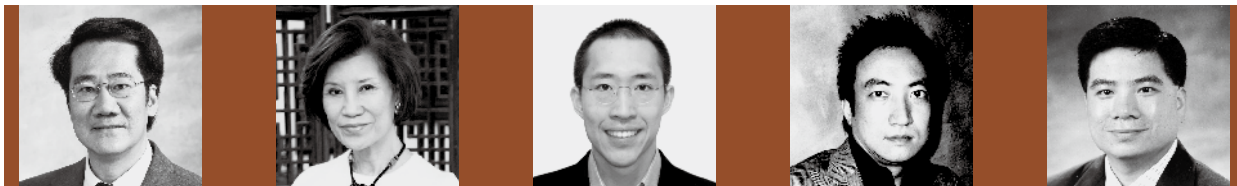
**James Law**  
羅發禮  
Director 董事  
(Appointed since 上任日期  
12/3/2010)

**Maurice Lee**  
李偉民  
Director 董事  
(Retired on 離任日期  
11/3/2010)

**Shelley Lee, GBS, JP**  
李麗娟  
Director 董事  
(Retired on 離任日期  
11/3/2010)

**Lee Shing-see, GBS, OBE, JP**  
李承仕  
Director 董事  
(Retired on 離任日期  
11/3/2010)

**Andrew Leung, SBS, JP**  
梁君彥  
Director 董事  
(Retired on 離任日期  
11/3/2010)



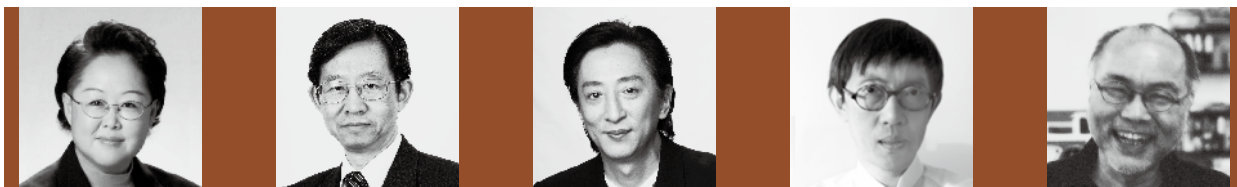
**Jerry Liu**  
廖永亮  
Director 董事  
(Appointed since 上任日期  
22/3/2010)

**Kai-Yin Lo, SBS**  
羅啟妍  
Director 董事

**Daryl Ng**  
黃永光  
Director 董事

**Horace Pan**  
潘鴻彬  
Director 董事  
(Appointed since 上任日期  
6/1/2010)

**Alan Siu, JP**  
蕭如彬  
Director 董事  
(Appointed from 任期  
1/6/2009-22/3/2010)



**Ada Wong, JP**  
黃英琦  
Director 董事

**Wong Kai-man, 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  
(Retired on 離任日期  
11/3/2010)

**Danny Yung**  
榮念曾  
Director 董事

### Meeting Attendance Rate 會議出席率

1 April 2009 to 31 March 2010 2009年4月1日至2010年3月31日

BOARD MEMBERS 董事會成員	MEETING 會議 (Attendance rate / No. of total meetings 出席次數/會議數目)			
	Board of Directors 董事會	Finance and Administration Committee 財務及行政委員會	Business Development Committee 企業拓展委員會	Audit Committee 審核委員會
Mr. Victor Lo 羅仲榮先生	8/8	-	4/4	-
Representative appointed by Hong Kong Federation of Design Associations 香港設計總會代表	6/8	2/4	4/4	-
Representative appointed by Hong Kong Fashion Designers Association 香港時裝設計師協會代表	5/8	-	3/4	-
Representative appointed by Hong Kong Designers Association 香港設計師協會代表	7/8	-	1/4	-
Representative appointed by Hong Kong Interior Design Association 香港室內設計協會代表	2/8	0/4	0/4	-
Ms. Shirley Chan 陳淑玲女士	5/7	-	-	3/3
Ms. Selina Chow 周梁淑怡女士	4/8	-	-	-
Mr. Roy Chung 鍾志平先生	8/8	2/2	4/4	2/3
Ms. Lorraine Justice	5/8	-	-	-
Mr. Frederick Lam 林天福先生	6/8	-	-	-
Mr. James Law 羅發禮先生	1/1	-	-	-
Mr. Maurice Lee 李偉民先生	2/7	3/4	1/4	-
Ms. Shelley Lee 李麗娟女士	5/7	-	1/4	-
Mr. Lee Shing-see 李承仕先生	5/7	3/4	-	-
Mr. Andrew Leung 梁君彥先生	6/7	-	-	-
Ms. Kai-Yin Lo 羅啟妍女士	6/8	-	3/4	-
Mr. Daryl Ng 黃永光先生	7/8	-	4/4	-
Ms. Ada Wong 黃英琦女士	6/8	4/4	-	-
Mr. Wong Kai-man 黃啟民先生	3/8	2/4	-	3/3
Mr. Rocco Yim 嚴迅奇先生	4/7	-	-	-
Mr. Danny Yung 榮念曾先生	5/8	-	1/4	-
Mr. Eddy Chan 陳育德先生 (Commissioner for Innovation and Technology 創新科技署署長)	1/1	1/1	1/1	1/1
Mr. Jerry Liu 廖永亮先生 Mr. Alan Siu 蕭如彬先生 (Head of Create Hong Kong or his / her proxy 創意香港代表)	7/7	3/3	3/3	1/2



# 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 such alliances to harness success with greater effectiveness.

### Global Design Network (GDN)



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 developments in the globe;

To encourage multidisciplinary cooperation between designers and other professionals such as artists, psychologists and cultural thinkers across nations; and

To share information about major commercial projects in which business opportunities for the design sector could be identified across borders.

以下是一些與本中心密切聯繫的跨國機構，它們通力合作使我們能夠舉辦如此多姿多彩的活動。展望未來，本中心希望能繼續與各機構攜手合作，精益求精。

由香港設計中心倡議成立，GDN旨在建立一個讓各成員機構更有效探索共同關切議題的網絡。每年的圓桌會議都會設定討論主題。GDN至今已擁有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：  
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；及

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 (ICIA) 北京國際文化創意產業聯盟



HKDC is 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 Roundtable 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 Roundtable 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。

Beijing  
北京

Shenzhen  
深圳

Hong Kong  
香港

### Shenzhen Industrial Design Profession Association (SIDA) 深圳市工業設計行業協會



SIDA, a non-profit local community group, is voluntarily formed by Industrial Design enterprises and institutions that are able to provide research, manufacturing, sales service for industrial products. SIDA has grown to have about 200 member companies. In 2008, HKDC signed a Memorandum of Understanding with SIDA to strengthen strategic collaboration and embark on design-related initiatives and projects.

深圳市工業設計行業協會，由深圳市從事工業設計的企業及提供工業產品研發、生產及服務的企業單位，自願組成的地方社會團體，屬於行業性、非盈利的行業組織。協會自2008年成立以來，會員達到近200家。2008年，香港設計中心與協會分別代表深港雙方簽訂了「深港創新圈—深港設計戰略框架合作協議」。

### International Council of Graphic Design Associations (ICOGRADA) 國際平面設計社團協會



ICOGRADA 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 communication 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。

### Design Management Institute (DMI) 設計管理學院



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。

### International Council of Societies of Industrial Design (ICSID) 國際工業設計社團協會



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。協會現有超過150名會員，遍及逾50個國家，代表約150,000名設計師。

Montreal  
蒙特利爾

New York  
紐約