

Hong Kong
Design Centre
香港設計中心

2011-12
Annual Report 年報

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Hong Kong Design Centre
香港設計中心



AN
EXPANDING
HORIZON

PROBLEM PROCESS

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AND CARE FOR
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AN EXPANDING HORIZON

創新領域 拓展不斷

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ABOUT US

關於我們

Design for Society is the major undertaking of Hong Kong Design Centre (HKDC). HKDC is a non-profit organisation and a strategic partner of the HKSAR Government in developing Hong Kong as an international design hub in Asia. Since 2002, HKDC has been on a public mission to (i) champion strategic and wider use of design for creating business value and community benefits; (ii) promote and celebrate design excellence; and (iii) educate the professions and the community to be resourceful champions for sustained developments through design and innovation.

向社會推廣設計的精神是香港設計中心主要職責。香港設計中心乃於2002年由業界支持下成立的非牟利機構，擔當政府策略伙伴，以推動香港成為亞洲設計之都為目標。其公共使命為：（一）提倡廣泛及策略地應用設計為企業和社會創造價值；（二）推廣及表揚傑出的設計；以及（三）教育各界專業人士和公眾，讓他們加強透過設計與創新的思維，促進社會各領域可持續發展。

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HONG KONG FEDERATION
OF DESIGN ASSOCIATIONS



CHARTERED
SOCIETY OF
DESIGNERS
HONG KONG



HKDA
香港設計師協會



HONG KONG
FASHION
DESIGNERS
ASSOCIATION



HONG KONG INTERIOR DESIGN ASSOCIATION
香港室內設計協會

WHAT IS DESIGN

什麼是設計

Design 設計是... is.....

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。

The Link between Creativity and Innovation

創新與創意的橋樑

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。

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。

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。

Establish Hong Kong
as a Centre of Design
Excellence in Asia

推動香港成為
亞洲的設計之都

VISION
願景





MISSION

宗旨

Use Design and Innovation
to Drive Value Creation and
Improve the Well-being of Society

善用設計和創新來
創造價值及提升生活質素

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。

WHAT WE DO 我們的工作

1 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

2 Nurturing "Design-preneurs" 孕育「設計企業家」

To enrich the skills of design-preneurs in: 增強設計師營運企業的多元能力：

- Entrepreneurship
- Project management
- Brand-building
- Marketing and communication
- Finance
- 業務管理
- 項目管理
- 品牌建立
- 市場推廣和傳訊
- 財務管理

3 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:

向大眾推廣創意文化在設計及創新的價值：

- Partnerships and public engagement
- Professional advancement and youth programmes
- Awards and exhibitions
- Communication
- 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

4 Building Networks 建立網絡

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

- Networking
- Partnerships
- Exchanges

加強商界及從事與設計相關的專業人士之睿智：

- 網絡聯繫
- 建立伙伴關係
- 交流

5 Celebrating Design Excellence 設計獎項嘉許成就

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

- **Design For Asia (DFA) Award** uniquely recognises outstanding designs that have been most influential across Asia
- **Design For Asia (DFA) Lifetime Achievement Award** signifies the design community's respect for one of those rare individuals who have made major life-long contributions to the profession and to society, especially in 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 (HKYDT) Awards** acknowledge the latent potential of our young design talents
- **Design For Asia (DFA) Student Award** recognises young and creative students in Asia who appreciate cross-disciplinary collaborations

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
- **亞洲設計終身成就大獎** - 表揚在亞洲區終身為設計專業及社會，尤其在亞洲區域方面作出深遠而重大貢獻、鞠躬盡瘁之士，以表設計界的敬仰和尊崇
- **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
- **亞洲最具影響力設計學生大獎** - 表揚亞洲能體會跨界別合作及具創意的青年學生

6 Raising Hong Kong's Profile as a Design Hub 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:

- Project 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

This annual report covers a special and eventful year for Hong Kong Design Centre (HKDC). With "An Expanding Horizon" as the theme, this report highlights our strategic intent and succinctly sums up our portfolio of work and initiatives, from enlightening thinking, sharing design knowledge, promoting design-preneurship, nurturing more creative minds and design talents to further developing Hong Kong's reputation as a regional hub of creativity and design.

Design is the impetus behind all innovations, applicable to all sectors, industries and professions. Good design enhances the functionality, usability and desirability of products and services, as well as user experience. Commercial value aside, design finds its applications in uplifting public service delivery and provision of creative solutions to challenges faced by society in areas from health, education, community development, housing, transportation to environment and sustainable development.

Design is part of the fabric of our city, our living, economy and culture. The "2012 Hong Kong Design Year", launched by the HKSAR Government and organised by HKDC, underscores the universal value of design. Amid an expanding global network of creative and design cities, the year-long programme of more than 60 events, which comes under the theme "A City (Driven) by Design", offers an opportune occasion for Hong Kong's design community to showcase to the public and relevant

stakeholders the creativity of local design talents and broad applications of design across all facets of our lives.

With a wealth of opportunities opening up in Mainland China and Asia, Hong Kong plays a crucial role in shaping economic and social development through design and innovation. Capitalising on the strategic positioning of Hong Kong, HKDC is at the forefront of pioneering design knowledge sharing and learning among experienced executives, design practitioners and professionals. This facilitates them to broaden their horizons and further strengthen their abilities in applying design thinking and management skills.

The Knowledge of Design Week (KODW) represents a good learning opportunity for design practitioners and business executives in Hong Kong and Asia to keep abreast of the latest trends, acquire new techniques and be inspired on how design can be applied for user-centric innovations and experience-based value delivery. The soon to be launched Institute of Design Knowledge (IDK) aims to nurture seasoned corporate executives and future leaders – not only in design but also in other fields – to be resourceful corporate architects and project champions in applying design at a strategic level, as design has already become an intrinsic part of our economy.

As a institution missioned to promote design and innovation, HKDC proudly

hosts programmes and events such as Business of Design Week (BODW). In BODW 2011, we invited world-class design masters and business leaders from Germany, which was partner country for the year, and other design nations to share their experience. The programme inspired more than 98,000 participants – designers, business leaders, brand owners and creators, entrepreneurs, educators and the public – from both local and international communities through its numerous forums, seminars, exhibitions and outreach programmes.

The HKDC Awards 2011 presented prizes to outstanding designers and students from around the world. The annual awards showcase design talents, recognise achievements and offer opportunities for learning and networking. This year we also debuted the Design For Asia Lifetime Achievement Award to pay tribute to renowned design masters who have made a life-long contribution to the design profession and society. This inaugural award substantiates our undertaking to recognise and promote the value of design for business applications, social innovations and society well-being.

2012 marked the 10th anniversary of HKDC. On behalf of our Board of Directors and the design community, I would like to express my heartfelt appreciation to the staunch support

of our partners and friends over the past decade. We will continue to widely engage stakeholders from various sectors to promulgate strategic and wider use of design for value creation and society well-being.

以「創新領域 拓展不斷」為主題，本年報除了記載著香港設計中心既突出又多姿多彩的一年，還闡釋了本中心的發展策略，概括工作成果及最新計劃，勾勒本中心如何啟迪思考、分享設計知識、推廣設計創業、培養更多創意及設計人才，以及進一步提升香港作為亞太區創意及設計都會的地位。

設計能驅動創新，並適用於任何界別、工業和專業。優秀的設計可以加強產品和服務的功能，提升其可用性和吸引力，豐富用家體驗。設計不只具備商業價值，還適用於提高公共服務素質，又可為醫療、教育、社區發展、住屋、交通、環保和可持續發展等各個社會範疇所面對的挑戰，提供創新的解決辦法。

設計與我們的都市、生活、經濟和文化密不可分。由香港特區政府牽頭、香港設計中心籌辦的「2012香港設計年」，正能突顯設計的普世價值。創意設計都會的網絡正在全球不斷擴展，而2012香港設計年以「創意城市（設計）驅動」為題，其60多個活動正為本港設計業界帶來與公眾及相關持份者溝通的上好時機，當中既表彰了本地設計人才的創意，又展示了設計在日常生活每個範疇的廣泛應用。

面對中國和亞洲芸芸的發展機會，香港扮演著以設計和創意驅動經濟及社會發展的關鍵角色。本中心把握了香港的策略性定位，走在前沿推動拓展設計知識的交流和學習，讓資深行政人員、設計從業員和專業人士得以擴闊眼界，並增強應用設計思維及管理技巧的能力。

設計「智」識周正正提供極佳的學習機會，讓本港及亞洲區內的设计從業員和商界行政人員緊貼最新設計潮流，學習新技術，反思如何於用家為本的創新項目上應用設計，以及宣揚用家體驗的價值。即將開辦的設計知識學院，對象不僅是設計業界，同時旨在培訓各行各業的資深企業行政人員和未來領袖，助他們在策略層面運用設計，成為全面的企業建構者和活動籌劃人才。因為現行經濟下，廣泛地善用設計是必不可少的趨勢。

本中心作為設計推廣機構，秉持宣揚設計創新的公眾使命，成功籌辦設計營商周等一系列活動。設計營商周2011邀請本年度的伙伴國 - 德國及其他設計大國眾多世界級設計大師和商界領袖來港分享寶貴經驗，並舉辦多個論壇、研討會、展覽及外展活動，啟發來自本地及海外各行各業逾98,000位參加者，包括設計師、跨國企業和中小企的領袖、品牌掌舵人和創辦人、企業家、教育家和社會大眾。

2011年度香港設計中心設計大獎向全球優秀的設計師及學生頒發了多個獎項。這些年度大獎嘉許設計才俊，對其業界成就予以肯定，並提供學習和建立人際網絡的良機。本年度首次頒發的亞洲設計終身成就大獎，向為設計和社會畢生奉獻的設計翹楚致敬。此獎項印證本會一直致力認可並宣揚設計對商業應用、社會創新及締造社會福祉之價值。

2012年正值香港設計中心成立十周年誌慶。本人謹代表董事會仝人及創意業界，衷心感謝合作夥伴及各方友好過去十年的鼎力支持。本會將繼續與各界持份者緊密溝通，推動更為廣泛兼具策略性的設計應用，日益創造價值，造福社會。



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

Hong Kong Design Centre (HKDC) has worked tirelessly to expand the horizon of the local design scene in the past 15 months. We have rolled out many programmes and events to impart new knowledge and skills to Hong Kong designers, professionals, students and youths, raise public awareness of the role of design in creating business value and improving quality of life, and bolster the city's reputation as a world-class hub of design and creativity.

In support of the SAR Government's initiative "2012 Hong Kong Design Year" (HKDY), HKDC has worked with partners and undertaken to promote a year-long programme to propel further development of Hong Kong as the international design and cultural hub in Asia. With a theme "A City (Driven) by Design", HKDY showcases the achievements of local designers, promote professional and cultural exchanges, and inculcates the message that design is part of the fabric of our city, our living, culture and economy. Through our programming, HKDC has sought to expand the horizon and design knowledge of Hong Kong designers, professionals and executives. In the creative economy, the ability to turn creative ideas into value propositions, products and services hinges on one's ability to work with people across disciplines, sectors and cultures. The Knowledge of Design Week (KODW), which carried the themes "Design for Asia and China" in 2011

and "Designing Change" in 2012, offers design practitioners and professionals an opportunity to learn with design masters and business leaders. Through workshops and seminars, they will draw inspirations on how to capture the growth opportunities in Mainland China and Asia and tackle the myriad of challenges and uncertainties as presented by changing global market conditions.

HKDC attaches great importance to fostering sharing of design knowledge and nurturing design-preneurship. The new InnoDesign Leadership programme under the Institute of Design Knowledge (IDK) established in 2012 offers top executives, design managers and professionals a continuous professional development platform to advance design knowledge. Workshop leaders are drawn from topnotch design institutes from around the world, such as the Institute of Design at the University of Illinois and Delft University of Technology in the Netherlands, and from local institutes.

Other entrepreneurship programmes includes the management of the Design Incubation Programme at InnoCentre which has been transferred from HKSTP to HKDC since May 2012. The programme provides affordable studio space as well as training and networking opportunities to creative professionals and design-preneurs.

The Former Police Married Quarters

on Hollywood Road (PMQ) is also well under way and will be due for soft launch in end-2013. HKDC is a key member of a not-for-profit consortium set up to run it. The PMQ is geared towards nurturing design-preneurs, branding and international business matchmaking. Such projects enable HKDC to leverage on its programming and educational resources to nurture more creative professionals and design-preneurs.

For design to be part of our city fabric and our everyday life, it is important to heighten awareness and appreciation of the value of design among members of the public, and in particular, young people. In March 2012 HKDC debuted the World Design Summer Camp programme which enabled design students at tertiary-level to visit Milan during the Milan Design Week, one of the world's largest design show, and to join a 10-day design camp in Hong Kong in July with 200 students from all over the world. And, to celebrate the 15th anniversary of the return of sovereignty of Hong Kong to China, HKDC joined hands with the Leisure and Cultural Services Department to organise a series of design-oriented initiatives for young people, including a fashion show and an animation and video making competition, inspired by Qin Dynasty terracotta warriors.

HKDC prides itself on its efforts to inject design thinking into the public sector to enhance public service delivery

and user experience. The redesign of the Mongkok Post Office and the Cornwall Street Park in Kowloon Tong underscores the way design that can be deployed at strategic level in public services and works.

As HKDY roars on, HKDC, in celebration of its 10th anniversary in 2012, will step up efforts on communications with stakeholders, facilitate design knowledge sharing and promotion, nurture more local creative and design talents and encourage design-preneurship. In maintaining Hong Kong on the world map of design, we will also be looking for further opportunities to deepen our ties with counterpart organisations locally, in Greater China, across the Asian region and internationally, and hence create more networking and business development opportunities for the design community.

香港設計中心過去十五個月來努力不懈，推動本地設計環境躍進嶄新領域。透過多元化的計劃及活動，讓本港設計師、專業人士、學生及年青人汲取新知識及新技能，市民大眾更了解設計於創造商業價值及提升生活質素的角色，同時鞏固香港作為世界級設計及創意中心的地位。

為響應特區政府呈獻的「2012香港設計年」，本中心與合作夥伴同心協力，推動此為期一年的計劃，進一步促進香港發展成為亞洲首屈一指的國際設計及文化都會。香港設計年以「創意城市(設計)驅動」為題，展示本港設計師的成就，鼓勵專業及文化交流，將設計滲透於都市、生活、文化和經濟的訊息傳播開去。

本中心一直致力透過各項計劃拓展本港設計師、專業人士及行政人員的視野和設計知識。在創意經濟下，要把創意轉化為優勢，融入產品及服務，具備跨行業、領域和文化的工作能力成為致勝關鍵。

設計「智」識周2011及2012分別以「為亞洲及中國設計」和「設計驅動改進」為題，向設計從業員及專業人士提供師從設計大師及商界領袖的機會，透過工作坊和論壇，領悟如何把握中國內地及亞洲經濟增長帶來的機遇，同時應付全球市場變動掀起的重重挑戰和波瀾。

本中心非常重視促進設計知識交流及培養設計企業家。即將於2012年下半年成立的設計知識學院推出全新的 InnoDesign Leadership Programme，為高級行政人員、設計管理人員及專業人士提供專業發展平台，持續進修設計知識。課程導師來自世界各地頂級設計學院，例如伊利諾伊大學 (University of Illinois) 設計學院和荷蘭代爾夫特理工大學 (Delft University of Technology)，亦有本地設計院校師資。

其他創業相關項目包括「設計創業培育計劃」，自2012年5月起，此計劃從香港科技園公司轉交本中心管理，向有志創業的創意業界專才及設計企業家提供價格合宜的設計工作室，還有培訓與交流機會。

此外，荷李活道前已婚警察宿舍現已順利展開活化工程，活化後的「元創方」將於2013年末開放，並由新成立的非牟利機構管理，本中心亦為聯合營辦機構之一。活化後的宿舍將用作培育設計創業者，建立品牌並促進國際商貿配對活動。此標誌性創意中心讓本中心得以善用自身的項目及教育資源，培育更多創意專才及設計企業家。

若要設計融入我們的城市和日常生活，便須令公眾，尤其是年青人更深入了解及欣賞設計的價值。2012年4月，本中心推出「環球設計夏令營」活動，讓本港大專設計學生親至米蘭，參加全世界其中一個最大型的設計展覽 - 米蘭設計周，另將於7月在本港偕200名世界各地學生參加十天設計夏令營。另外，為慶祝香港回歸十五周年，本中心與康樂及文化事務署合作，為年青人籌辦一系列設計相關活動，包括以秦朝兵马俑為靈感的時裝表演和動畫/錄像設計比賽。

為公營機構注入設計概念，可提高公共服務素質，豐富用家體驗，本中心在這方面一直致力驅動，並取得豐碩成果。重新設計旺角郵政局和九龍塘歌和老街公園，成功印證設計在公共服務及項目上擔當著策略性的角色。

隨著香港設計年的推進，加上今年是香港設計中心成立十周年，我們將加強與持份者溝通，繼續促進設計知識交流及推廣，培育更多本地創意及設計人才，並鼓勵支援設計企業家。為使本港於國際設計界保持一席之地，本中心將尋求與本地、大中華地區、亞洲及國際同業機構更緊密合作，為創意業界帶來更多交流及商業發展機會。



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



HKDC Awards
Presentation Ceremony
香港設計中心設計大獎
頒獎典禮

P20

Business of
Design Week 2011
設計營商周

P34

Design Incubation
Programme
設計創業培育計劃

P27

HKDY -
Design, I Say
香港設計年 -
設計, 我話

P51

The Mong Kok
Post Office Project
旺角郵政局計劃

P46

Discover
Design 2011
設計體驗營 2011

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OVERVIEW OF
HKDC's
ACTIVITIES &
PROGRAMMES
年度回顧

700+

Participants
參加者



P. 58 Design Ed-Mart 2011
(Spring Edition)
設計出路 2011 (春季展覽)
(Mar - Apr 2011)



P. 44 Knowledge of Design Week
(KODW) 2011
設計「智」識周 2011

P. 29 Design Mart Training Course
設計創業培訓課程
The M.A.R.T. (Make A Real Talent!)
(Jun & Aug 2011)

P. 66 SZ · HK Design Exhibition 2011
2011 深圳 · 香港設計邀請展



100+

Participating 參展
designers 設計師

P. 29 Design Mart 2011
設計市集 2011

P. 30 Deploying Design and Creativity to
Transform and Upgrade Enterprise:
Business Matching Event
設計及創意促進產業轉型升級：
業務對接會

P. 58 Design Ed-Mart 2011 (Summer Edition)
設計出路 2011 (夏季展覽)



P. 46 The Mong Kok Post Office Project
旺角郵政局計劃
(renovation completed)



98,000+

Participants 參加者

P. 34 Business of Design Week (BODW) 2011
設計營商周 2011
(Nov - Dec 2012)

P. 37 Technology for Design 2011
科技與設計研討會

P. 38 DesignEd Asia Conference 2011
設計教育亞洲會議 2011

P. 38 BrandAsia Conference 2011
品牌亞洲會議 2011

P. 39 Shenzhen Industrial Design Forum
深圳工業設計論壇

3月
MAR

2011

6月
JUN

7月
Jul

10月
OCT

11月
NOV

2011
MAR

5月
MAY



P. 28 The 5th intake -
2011 Entrepreneurship for
Design & Creative Business
Certificate Programme
第五屆「志在創業 -
設計與創意工業」證書課程 2011
(May - Oct 2011)

7月
Jul

P. 67 Memorandum of Understanding
with Taiwan Design Centre
與台灣創意設計中心簽訂合作備忘



P. 56 Discover Design 2011
設計體驗營 2011

176

Students 名參與學生
from 50 50間學校
schools



P. 66 2011 Hong Kong - Shenzhen
Culture & Creative Forum
2011 深港文化創意論壇

9月
SEP



P. 47 A Seminar on: Design for Public
Services - Hong Kong Context from
International Perspective
公營服務之設計研討會 -
從國際角度詮釋香港例子

The Power of Type

P. 43 "Boutique & Lifestyle Hotels:
Creating a Brand Icon through
Design" Hospitality
Design Conference
「精品酒店：以設計創造標誌性品牌」
款待與酒店設計會議

P. 43 White Box Workshop:
"Future Home in China"
白盒工房 - 中國未來的「家」

11月
NOV

P. 65 The Ambassadors' Ball 2011 - Light the Way
香港設計大使籌款晚宴

P. 60 Design To Empower - Design Thinking
Seminar & Workshop
從「設計思維」出發講座及工作坊

Disney Hong Kong ImagiNations -
Presentation Skills Workshop
迪士尼幻想工程 - 演講技巧工作坊

P. 37 DETOUR 2011



P. 62 De Sein: German Graphic Design from
Postwar to Present
De Sein: 從戰後到現代德國平面設計
(Nov - Dec 2011)

2,000+

Visitors 參觀者



P. 41 Education Corner 2011
學生園地 2011

P. 42 Business of IP Asia Forum (BIP Asia)
亞洲知識產權營商論壇



P. 34 HKDC Annual Awards Gala Dinner
香港設計中心周年頒獎晚宴

12月
DEC

P. 22 Design For Asia Award Exhibition
「給亞洲設計」展覽

P. 59 Fashion-Terracotta Warriors Inspired
Fashion Design Competition
「裳·俑」時裝設計比賽
(Mar - Jul 2012)



P. 51 Hong Kong
Design Year @ apm
香港設計年 @ apm

3月
MAR

P. 54 HKDY - Milan Design Study Tour
香港設計年 - 米蘭設計研習之旅



P. 52 HKDY Master Talks:
Design After 3.11
「香港設計年 名師對話」系列:
3.11後的設計

4月
APR

P. 22 Briefing Session - Good Design
2012 & Design For Asia Award 2012
Good Design 2012及亞洲最具影響力
設計大獎 2012 簡介會

P. 53 HKDY Master Talks: The Best
Advice I Ever Heard
「香港設計年 名師對話」系列:
啟迪幻想美學的雋言

P. 22 Design For Asia Award 2012 -
Shenzhen Focus Group
亞洲最具影響力設計大獎 2012 -
深度交流會

P. 22 Beijing Briefing Session -
Design For Asia Award 2012
亞洲最具影響力設計大獎說明會

5月
MAY



P. 47 The Cornwall Street Park Project
歌和老街公園計劃
(Sep 2010 - Aug 2012)

P. 31 HKDC Library
香港設計中心圖書館

P. 31 Hong Kong Design Directory
香港設計指南

P. 64 Friends of HKDC (FOHKDC)
Membership Programme
「香港設計中心之友」會員計劃

持續項目
Ongoing

2012

12月
DEC



P. 36 BODW FORUM
設計營商周論壇

P. 39 Global Design Network
國際設計組織聯席會議



P. 40 HKTDC Inno Design Tech Expo
香港貿發局設計及創新科技博覽

P. 20 HKDC Awards
Presentation
Ceremony
香港設計中心
設計大獎
頒獎典禮

2月
Feb

P. 22 Design For Asia Award - Showcase
of 2011 Winners at PageOne
亞洲最具影響力設計大獎 -
2011 得獎作品雲集 PageOne
(Feb - Mar 2012)

P. 30 Excellent Design & e-Marketing
Opportunity for "Designpreneurs"
郵票設計與網上銷售全攻略



P. 60 The Terracotta Warrior Inspired Design:
Animation / Video Design Competition
Design to Empower - Terracotta
Warriors in my Neighborhood
由兵馬俑啟發設計: 動畫/錄像設計比賽
從「設計思維」出發 - 兵馬俑「在左近」
(Feb - Sep 2012)

102

Entries from
42 schools
隊參賽組別
42間學校

3月
MAR



P. 51 HKDY - Design, I Say
香港設計年 - 設計, 我話
(Mar - Dec 2012)

P. 52 HKDY Master Talks: How A Cultural
Park Works for a City
「香港設計年 名師對話」系列:
文化建設與城市關係



P. 58 Design Ed-Mart 2012
設計出路 2012

5月
MAY



P. 27 Design Incubation Programme
設計創業培育計劃
(Since May 2012)

P. 28 The 6th intake - 2012
Entrepreneurship for Design &
Creative Business
Certificate Programme
第六屆「志在創業 - 設計與創意工業」
證書課程 2012
(May - Sep 2012)

6月
JUN

P. 26 Hong Kong Young Design
Talent Award Exhibition
香港青年設計才俊大獎展覽

P. 53 HKDY Master Talks: The Design of
Change: Reinventing the National
Maritime Museum of
the Netherlands
「香港設計年 名師對話」系列:
設計驅動革新:
重塑荷蘭國立海事博物館



P. 45 Knowledge of Design Week
(KODW) 2012
設計「智」識周 2012

700+

Participants
參加者

DFA Awards
No. of entries
亞洲最具影響力
設計大獎參選作品

728

AN EXPANDING HORIZON

Animation / Video
Design Competition
Design to Empower - Terracotta
Warriors in my Neighborhood
動畫/錄像設計比賽
從「設計思維」出發 -
兵馬俑「在左近」

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2012 Hong Kong
Design Year
2012 香港設計年

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De Sein: German
Graphic Design from
Postwar to Present
De Sein: 從戰後到現代
德國平面設計

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Hong Kong Design
Year @ apm
香港設計年 @ apm

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HKDY
Master Talks
「香港設計年
名師對話」系列

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Knowledge of
Design Week 2011
設計「智」識周 2011

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SHINE
IN
DESIGN





DESIGN FOR
DESIGNERS
設計師

“The capacity of designers to **lead cross-disciplinary teams**, to **understand users**, to **drive creative processes** and to ask questions nobody else would dare to ask, makes the competencies of designers very valuable in **problem solving processes.**”

Kigge Hvid, CEO of INDEX: Design to Improve Life®



Hong Kong Design Centre Awards (HKDC Awards)

香港設計中心設計大獎

Design awards are acknowledged as important tools in promoting design awareness and in helping to develop creativity. In view of this, HKDC runs a diverse and influential awards programme, known as Hong Kong Design Centre Awards, which are supported by CreateHK of the Commerce and Economic Development Bureau, HKSAR. Comprising prizes of Design for Asia (DFA) Award, Design for Asia (DFA) Student Award, Hong Kong Young Design Talent (HKYDT) Award, Design Leadership Award (DLA), World's Outstanding Chinese Designer (WOCD) and DFA Lifetime Achievement Award (DFA LAA), a new category this year, the annual HKDC Awards showcase design talents and business leaders, recognise achievements in the field and present opportunities for learning and networking. The programme is a testament to the dedication of HKDC and the Hong Kong government in supporting the local design industry, and helping to maintain Hong Kong's role as a design hub in the region.

On 1 Dec 2011, the dazzling occasions of HKDC Awards Presentation Ceremony saw the presentation of a total of 155 awards to outstanding designers and students around the world. Over 500

local and international guests shared the joy with the DFA Award, DFA Student Award and HKYDT Award winners, while three celebrated designers and business leaders were awarded DFA LAA, DLA and WOCD in the HKDC Annual Awards Gala Dinner on 2 Dec 2011.

設計獎項被公認為提高社會對設計的關注和培育創意的重要工具。有見及此，香港設計中心主辦深具影響力的「香港設計中心設計大獎」，並獲得香港商務及經濟發展局創意香港贊助。本年度「香港設計中心設計大獎」包括六個獎項類別：「亞洲最具影響力設計大獎」、「亞洲最具影響力設計學生大獎」、「香港青年設計才俊大獎」、「設計領袖大獎」、「世界傑出華人設計師」及新設立的「亞洲設計終身成就大獎」。這些年度大獎嘉許傑出的設計才俊和商界領袖，對業界卓越成就予以肯定，並提供學習和建立人際網絡的良機。同時見證了香港設計中心和香港政府對本地設計界的全力支持，並有助鞏固香港成為亞洲設計之都的角色。

2011年12月1日，冠蓋雲集的「香港設計中心設計大獎頒獎典禮」共頒發了「亞洲最具影響力設計大獎」、「亞洲最具影響力設計學生大獎」、「香港青年設計才俊大獎」的155個獎項予來自全球的優秀設計師和學生。而在12月2日的「香港設計中心周年頒獎晚宴」，本地和海外嘉賓見證了三位著名設計師和商界領袖獲頒授個人獎項榮銜。



Design for Asia Award
2011

DFA Grand Awards 亞洲最具影響力 設計大獎



OLIVE

Special Award for Technology
特別獎 (科技)



**Green-in-Hand Food Bank -
Brand & Packaging Design**
「學生穀粒」糧商號 - 品牌及包裝設計
Special Award for Culture 特別獎 (文化)

Design for Asia (DFA) Award

亞洲最具影響力設計大獎

The judging panel of this year's Design for Asia (DFA) Award had a hard time discerning the best from the very good. The award, which received 728 entries from 25 countries, covered 18 design categories in four areas - apparel and accessory design; communication design; product and industrial design; and environmental design - the winning entries showed overall excellence and a distinct Asian style, while also being a commercial success and creating social impact in the region. This year, a total of 133 awards were presented

including a series of 10 DFA Grand Awards, two Special Awards for Culture and Technology, and 121 DFA Category Awards.

Since 2003, the DFA Award has been a pivotal platform to celebrate the achievements of designers and design companies that have made significant contribution to improve the quality of living in Asia.

從芸芸優秀作品中挑選最出眾的設計，亞洲最具影響力設計大獎的評判團可謂費煞思量。本年度大獎共收到728個來自25個國家

的參選作品，涵蓋18個設計組別，分別屬於四大範疇：服飾設計、傳訊設計、產品及工業設計，以及環境設計。得獎作品充份展現卓越的設計理念，並富有獨特的亞洲風格，既是一項商業成就，同時也為當地社會帶來正面影響力。本年度共頒發133項大獎，包括10個最高榮譽的設計大獎、兩個特別獎（文化和科技）及121項亞洲最具影響力創意組別獎。

自2003年起，亞洲最具影響力設計大獎一直是個舉足輕重的平台，嘉許致力改善亞洲生活質素的設計師和設計公司，表揚他們的重要貢獻。



Musashino Art University Museum and Library

武藏野美術大學美術館及圖書館



Truss-Me



Open Architecture Project

開的建築企劃



Paper Partition System

紙間隔系統



Shang Xia

上下



Yusuvara Wooden Bridge Museum

梅原木橋博物館



Tokyo Fiber Senseware



So..Soap

區區肥皂

**728 entries form
25 countries**

來自25個國家

728 項參選作品

DFA Award - Exhibitions and Roadshows

亞洲最具影響力
設計大獎 -
展覽和推廣活動



“Briefing Session - Good Design 2012 & Design For Asia Award 2012

Good Design 2012及亞洲最具
影響力設計大獎 2012 簡介會
Hong Kong - 4/5/2012
Japan - 15/5/2012

Organisers of the DFA Award and the Good Design Award (G-mark) gave two seminars to introduce the competitions to practitioners and students of design. Around 80 past winners of the DFA Award and participants of Design Incubation Programme attended the session in HK. Five G-mark past winners were present at the session held in Tokyo.

亞洲最具影響力設計大獎與日本 Good Design Award (G-mark)分別在香港和日本合辦兩場簡介會，向設計業界和學生講解參賽詳情。約80名亞洲最具影響力設計大獎歷屆得主及設計創業培育計劃的成員出席香港的簡介會。而五位G-mark的歷屆得主則親臨東京的簡介會分享經驗。

Design For Asia Award - Showcase of 2011 Winners at PageOne

亞洲最具影響力設計大獎 -
2011 得獎作品雲集 PageOne
16/2-12/3/2012

As many as 156,000 members of the public and design enthusiasts visited the in-store exhibition that was held at Page One in Times Square, Causeway Bay. Showcasing designs created by more than 30 winners of the DFA Award 2011, the event allowed visitors to see the creative talent of designers in Asia.

銅鑼灣時代廣場葉壹堂書店內的展覽展出亞洲最具影響力設計大獎2011的30多項得獎作品，讓逾156,000名公眾和設計愛好者感到亞洲設計師的創作天分。

Design For Asia Award 2012 - Shenzhen Focus Group

亞洲最具影響力設計大獎 2012 -
深度交流會
24/5/2012

Held at the Shenzhen Special Zone Press Tower, the session gave an overview of the DFA Award to design associations in the city and media representatives. The occasion also offered a setting for learning about design trends in Shenzhen and Hong Kong.

交流會於深圳報業大廈舉行，向深圳多個設計團體和傳媒代表介紹亞洲最具影響力設計大獎，並講述深圳和香港的設計趨勢。

“Design For Asia Award” Exhibition

「給亞洲設計」展覽
18-26/3/2012

The event featured over 50 winning designs from the DFA Award 2011. Held at Linkbridge in Lincoln House, Quarry Bay, the exhibition provided a source of inspiration for some 19,200 visitors as they appreciated the most outstanding designs in Asia.

展覽於太古坊林肯大廈有蓋行人天橋展示逾50件亞洲最具影響力設計大獎2011的優秀作品，讓19,200名參觀者欣賞亞洲最優秀的設計並從中獲取靈感。

Beijing Briefing Session - Design For Asia Award 2012

亞洲最具影響力設計大獎說明會
31/5/2012

Designers and members of the press found out more about the DFA Award during the session, which took place at the Today Museum in Beijing. The event was co-organised by HKDC and Art and Design Publishing.

此說明會於北京今日美術館舉行，由香港設計中心和藝術與設計雜誌社合辦，參與的設計師和傳媒從中獲得更多亞洲最具影響力設計大獎的資訊。





DFA Lifetime Achievement (DFA LA) Award

亞洲設計終身成就大獎



Newly introduced this year, the DFA LA Award pays tribute to individuals who have made a life-long contribution to the profession and to society. Candidates must have worked with passion and integrity throughout their lives to score superior achievements in the field of design. Kenji Ekuan, the inaugural recipient of the DFA LA Award 2011, is at the vanguard of humanist design. A firm believer that the purpose of design lies in serving people - be they rich or poor - Ekuan has been instrumental in spearheading global design trends. In 1957, he established GK Design, a world-renowned

consultancy in Japan that is the mastermind of notable products and inventions including the Kikkoman soy sauce bottle, Yamaha motorcycles, the Narita NEX express train and the Akita 'bullet' train.

Ekuan is the Chairman of humanitarian organisation Design for the World, and was the President of the Japan Industrial Designers' Association and President of the International Council of Societies of Industrial Design. For Ekuan, design shouldn't be limited to function and form. It has to harness the power of creativity in order to generate social and economic value for the mankind.



Yamaha motorcycles



Kikkoman soy sauce bottle

本年度新設立的亞洲設計終身成就大獎，表揚終身為設計專業及社會作出貢獻的人士。得獎者終其職業生涯均充滿熱誠，並秉持正道，在設計界成就斐然。2011年首屆大獎得主為日本的人本設計先鋒 - 榮久庵憲司。這位引領全球設計風潮的重量級人物深信不管對象富或貧，設計的目的是為人服務。1957年，他一手創辦國際知名的日本顧問公司 GK 設計集團，是多項經典產品和發明的幕後主腦，當中包括萬字醬油瓶子、雅馬哈摩托車系列、成田特快及秋田「子彈」列車等。

榮久庵憲司是人道組織「為世界設計」的主席，曾任國際工業設計社團協會主席、世界設計組織主席等要職。對他而言，設計不應只限於功能和形式，設計應進一步發揮創意的潛能，為人類創造社會和經濟價值。



the Narita NEX express train

Design Leadership Award (DL Award)

設計領袖大獎

The accolade commends corporate leaders who have applied design to achieve exceptional business success. Winning the prize in 2011 was Robert Wu, Founder and Chairman of Eslite Corporation in Taiwan who has been a major force in nurturing a thriving book culture in Taiwan and other Chinese communities. With close to 40 bookstores in Taiwan, Eslite is the largest and most important platform for launching new books in humanities and arts in the territory. About 100 million people visit the bookstores every year.

Eslite has become a cultural phenomenon. Not only does the company offer an array of books and magazines, it also hosts cultural activities such as book launches, forums and art exhibitions. Each bookstore is a landmark in the location in which it opens. In addition to book-cum-lifestyle stores,

the company is involved in tourism, product design and real estate development. Working with architects and designers, Eslite seeks to create a unique interior for each bookstore to reflect the spirit of the community.

此獎項表揚以設計取得非凡商業成就之環球企業領袖。2011年得主是台灣誠品書店創辦人暨董事長吳清友。在他大力推動下，台灣和其他華人社區的閱讀文化愈趨成熟。誠品在台灣有近40家書店，是當地發佈人文和藝術書籍刊物的最大平台。全台書店每年錄得約一億人次。

誠品是一種文化現象。公司不僅提供琳瑯滿目的書籍和雜誌，還主辦各式文化創意活動，如書籍發佈會、論壇和藝術展覽。每家書店都是區內的地標。除了是書籍兼生活文化用品商店，公司也涉足餐旅、產品設計和物業發展等多元範疇。誠品更與建築師和設計師攜手，冀為每家書店營造能反映當地社區精神的獨特環境。



World's Outstanding Chinese Designer (WOCD)

世界傑出華人設計師



Since 2003, WOCD honours designers of Chinese heritage, who display great achievements within their own discipline. Dato' Professor Jimmy Choo, OBE, a Chinese footwear designer from Malaysia best known for his exquisite design and hand-made women's shoes, is a household name in the luxury fashion world. Being awarded WOCD 2011, he was rightfully honoured for his great artistic and creative talent, as well as his contribution to the community. Jimmy Choo, Founder and Creative Director of Jimmy Choo Couture, has battled the odds to build a global empire, producing women shoes known for their perfection and precision. Famed for making shoes for the late Princess Diana, his beautiful creations have adorned the feet of royalty and celebrities. He was the only Chinese shoe designer to have his own English name as the brand in the industry.

Choo is dedicated to giving back to the community. He created the limited edition Pink Ribbon shoes honouring The Breast Cancer Research Foundation.

He organised a fashion show to help Malaysia's Central Charitable Fund. He also funds shoe design courses at universities and offers student internships in his London workshop. Choo is no doubt a perfect role model for future generations of young Chinese designers.

自2003年起，世界傑出華人設計師大獎致力表揚在個人專業成就非凡、致力投身社會服務的華裔設計師。深諳鞋履設計藝術及精巧手藝的馬來西亞華裔鞋履設計大師周仰傑 (Jimmy Choo) 享譽全球時裝界，憑藉藝術創意和對社會的貢獻，獲得本年度世界傑出華人設計師榮譽。周仰傑是 Jimmy Choo Couture 的創辦人 and 創意總監，他克服重重障礙在全球建立鞋履王國，為女士度身訂造風格獨特，並以完美和精準舒適見稱的鞋子，深受皇室成員和名人喜愛，曾是英國已故戴安娜王妃的御用鞋履設計師，是業內唯一擁有以自己英文名字為鞋履品牌的華裔設計師。周仰傑回饋社會不遺餘力，曾創作限量版的粉紅絲帶鞋獻給乳癌研究基金會；也為馬來西亞中央慈善基金會籌辦時裝展覽，並資助大學的鞋履設計課程，並在倫敦工作室為學生提供實習機會。他無疑是所有華人設計師後輩的完美楷模。





Hong Kong Young Design Talent (HKYDT) Awards



香港青年設計才俊大獎

Launched by the Innovation and Technology Commission of the Hong Kong government in 2005, the awards offer local budding design practitioners and design graduates the opportunity to receive training overseas or get involved in the work of renowned design firms. Four grand prizes were given out in 2011.

The DesignSmart Young Design Talent Award went to two practising designers: Chris Cheung, a new media and interaction

designer, and photographer Topaz Leung. The two winners received HK\$500,000 each, sponsored by Create Hong Kong, the Government of HKSAR, and took part in an overseas work attachment experience for at least six months.

Wong Chor-kiu, a graduate of The Polytechnic University of Hong Kong majoring in visual design, won the PolyU School of Design Talent Educational Award. Tse Yan-lamb, who

graduated with a Higher-Diploma in Product Design from the Hong Kong Design Institute, scooped the HKDI Young Design Talent Educational Award. Wong and Tse each received HK\$250,000 sponsorship from PolyU and HKDI in support of their pursuit of design studies overseas. Designers Hamlet Au Yeung, Nicolas Cheng, Jacky Tong and Aries Sin, as well as design graduates Jovi Liu and Frankie Au received the Special Mention Award.

香港青年設計才俊大獎由香港特區政府創新科技署於2005年創立，為新晉本地設計師和設計畢業生帶來難能可貴的良機，前往海外進修或於著名設計公司實習。2011年共頒發了四大獎項。

「設計智優青年設計才俊大獎」由兩位在職設計師奪得，分別是新媒體和互動設計師張翰謙以及攝影師梁詠珊。兩位得獎者分別獲香港特區政府「創意香港」贊助港幣50萬元，年內到海外作為期不少於六個月的實習。

另外，香港理工大學視覺傳意設計畢業生黃楚橋，則獲頒「香港理工大學設計學院青年設計才俊教育大獎」。此外，香港知專設計學院產品設計高級文憑畢業生謝欣霖榮獲「香港知專設計學院設計才俊教育大獎」。二人分別獲香港理工大學設計學院及香港知專設計學院贊助25萬港元，年內到海外的設計學院深造。設計師歐陽韋漢、鄭嘉智、湯文舜和冼美玉，以及設計畢業生廖國威和區卓勳，則獲得優異獎。



Cheung Hon-him, Chris
張翰謙

DesignSmart Young Design Talent Award
設計智優青年設計才俊大獎



Wong Chor-kiu
黃楚橋

PolyU School of Design Talent Educational Award
香港理工大學設計學院青年設計才俊教育大獎



Leung Wing-shan, Topaz
梁詠珊

DesignSmart Young Design Talent Award
設計智優青年設計才俊大獎



Tse Yan-lamb
謝欣霖

HKDI Young Design Talent Educational Award
香港知專設計學院設計才俊教育大獎

“Hong Kong Young Design Talent Awards” Exhibition

香港青年設計才俊大獎展覽

4-6/6/2012

The Covered Piazza of Times Square in Causeway Bay teemed with young people during the period of the exhibition to view the designs by winners of the HKYDT Award 2011 and to enquire about the application process for the awards in

2012. It attracted about 14,000 visitors.

展覽期間，銅鑼灣時代廣場的有蓋中庭吸引大批年青人觀賞香港青年設計才俊大獎2011得主的優秀設計，更可了解2012年度大獎的報名詳情。展覽錄得約14,000參觀人次。



Design for Asia Student Award 亞洲最具影響力設計學生大獎

Young people are blessed with boundless imagination and a flair for experimentation. The Design for Asia Student Award encourages students to combine creativity with informed study of the world, such as the market place, new technologies, the changing political landscape and the environment. All participating students were nominated by the university or design institute they were enrolled in at the time of application. A total of 63 submissions from more than 29 institutes across Asia were received. Twelve teams were shortlisted for the finals in Hong Kong, where they presented to the judging panel consisting of distinguished local and international experts. Ayano Sensui from Tama Art University in

Japan won the award with her work, “the assemblage of irregular pieces - A mimic of nature”. Among the 11 finalist designs were from universities or design institutes in HK, Mainland China, Japan, Taiwan and India.

年青人的想像力無邊無際，有勇於嘗試實踐的天賦。亞洲最具影響力設計學生大獎鼓勵學生以創意結合世界視野，理解例如市場動向、新興科技、政局變化及全球環境與我們的關係。所有參加學生均由就讀的大學或設計學院提名。本年度，逾29所亞洲院校共63個參賽單位呈交了他們的得意之作，其中12支入圍隊伍在香港參與最終選拔，向本地和海外專家組成的評判團闡述設計理念。日本多摩美術大學的泉水綾乃憑藉作品「不規則的碎片組合 - 模仿自然」贏得桂冠。其餘十一支入圍組別分別來自香港、中國、日本、台灣和印度的設計院校。



The Assemblage of Irregular Pieces - A Mimic of Nature (Japan)

不規則的碎片組合 - 模仿自然 (日本)

Ayano Sensui
泉水綾乃

Since 1/5/
2012

Design Incubation Programme

(DIP)

設計創業培育計劃



Many budding Hong Kong designers face the daunting challenge of a lack of all-round support in developing their own creative business. Since 2006, Design Incubation Programme (DIP) aims to promote business startups in design and creative industries and nurture and support resourceful design-preneurs.

The DIP, a two-year non-profit making programme funded by Create Hong Kong of the HKSAR government, was run by the Hong Kong Science and Technology Parks Corporation until HKDC took over its administration from May 2012 to continue to nurture and support resourceful design-preneurs. Participants are drawn from different fields of design, from product, fashion and branding and packaging, to jewellery, visual/spatial arts, media and communication, to interior and architecture.

organisations, academic institutes and professional bodies, as well as potential business partners.

57 incubatees graduated from the DIP between Jan 2006 and the end of April 2012, and 40 incubatees have remained in the programmes with HKDC in the year.

尋覓租金相宜的辦公室或工作室開展創業之路，對很多香港設計師來說是一大挑戰。自2006年推出的設計創業培育計劃，旨在鼓勵設計和創意業界的創業者，培育和支援具潛力的設計企業家。此為期兩年培育計劃由香港特區政府創意香港的資助，自2006年由香港科技園公司營運，香港設計中心從2012年5月起接手管理。參加者均來自不同設計範疇，包括產品、時裝、品牌及包裝、珠寶、視覺或空間藝術、媒體與傳意、室內設計及建築等。

成功申請者（培育公司）在計劃期間將獲得多方面支援，包括可享有辦公室的租金資助、業務發展的支援，以及參與量身而設的培訓課程。他們還可定期參與交流活動加強人際網絡，與業界組織、學術機構和專業團體會面，並接觸潛在的商業夥伴。

自2006年1月至2012年4月底，共57家培育公司完成設計創業培育計劃。香港設計中心接手管理後，本年度此計劃下共有40家培育公司參與。



Throughout the incubation period, successful applicants, or "incubatees", enjoy assistance in various areas. They are provided assistance in office premises, support in business development and the opportunity to attend tailor-made training programmes. They also go to networking sessions regularly where they meet members of industrial

100

Design Companies
Under Incubation
家設計公司接受培育

We believe that **creativity** is the most powerful force in **business**, and that **ideas get sharper** with more minds rubbing against them.





Alumni from Design & Creative Business

設計及創意業界之學員
2008-2011

120+

6/5-22/10/
2011

The 5th intake - 2011 Entrepreneurship for Design & Creative Business Certificate Programme

第五屆 志在創業 - 設計與創意工業證書課程 2011

It takes more than a creative mind to thrive in the creative business. To help sharpen the business acumen of local designers, HKDC organised the 5th intake for the Entrepreneurship For Design & Creative Business Certificate Programme, in collaboration with the Centre for Entrepreneurship of The Chinese University of Hong Kong (CUHK). The Seminar cum Information Session held on 6 May 2011 provided details of the programme to interested parties including designers and creative professionals who had their own business or were planning to start one.

Known as "7+1", this programme is comprised of a series of seven business modules and one full-day field trip to design enterprises in Pearl River Delta (PRD) regions. Entitled "7 steps to Build Your Business", the seven taught modules related to design management methods ranging from brand development and marketing to financial

management, enable participants to gain a deeper understanding of the commercial knowledge. The 20 participants were instructed by Bernard Suen, Project Director of CUHK Center for Entrepreneurship and nine successful designers and entrepreneurs were invited to share experience on managing creative business, such as architect and interior designer Steve Leung, Sunny Kok, GreenTomato and Dewitt Chik, Founder and Project Director of Witt Design Network.

On 22 October, the participants joined the One-Day Visit to Shenzhen top design firms in the city and learnt of the latest development of design in the PRD region. The companies included Kan & Lau Design Consultants and Bi Xuefeng Graphic Design Consultant. They also had the chance to meet Feng Jiamin, Chairman of the Shenzhen Creative Design Intellectual Property Association and the Shenzhen Graphic Design Association.

成功創業和營商不單倚仗創意和點子。香港設計中心與香港中文大學創業研究中心繼續合辦第五屆志在創業 - 設計與創意工業證書課程，冀加強本地設計師的商業思維。首場講座暨課程簡介會率先於2011年5月6日舉行，向已創業或有意創業的設計師和創意專才預告課程的精彩內容。

課程包括七個單元工作坊和珠江三角洲地區企業的一天考察活動，也簡稱為「7+1」課程。為培養全面的設計企業家，多個工作坊將設計管理方法分為七個單元，涵蓋品牌發展、市場推廣及財務管理等，藉此傳達重要的商業洞見。今屆課程共有20名學員報讀，由中大創業研究中心項目總監孫耀先主講，並邀得九位本地傑出設計師及企業家擔任嘉賓講者，分享管理創意業務的成功經驗，包括建築師及室內設計師梁志天、GreenTomato 行政總裁 Sunny Kok 和 Witt Design Network 創始人及項目總監植觀賢等。

另外，於10月22日舉行的深圳一日創意工業考察團，讓學員實地考察深圳頂尖的設計公司，了解珠三角地區設計界的最新發展。他們參觀了靳與劉設計顧問（深圳）有限公司和畢學鋒設計顧問機構，並與深圳市創意設計智慧財產權促進會會長馮家敏以及深圳平面設計師協會交流。



The 6th Intake - 2012 Entrepreneurship for Design & Creative Business Certificate Programme

第六屆 志在創業 - 設計與創意工業證書課程 2012

Following the success of the 5th intake for "7+1" Programme in 2011, HKDC recruited for the 6th intake in 2012. The information session was held on 3 May 2012. In addition to design professionals, the programme attracted individuals with

an entrepreneurial mind and those who were interested in design and creative business opportunities in the PRD region. Launched in June, the 6th intake enrolled 34 participants, in which 14 members are incubatees of Design Incubation Programme.

繼2011年第五屆志在創業 - 設計與創意工業證書課程大獲好評，香港設計中心於2012年推出第六屆課程，並於2012年5月3日舉行課程簡介會。除了設計及創意業專才，課程對象還包括對珠三角地區創意商機有興趣之士。今屆課程於6月展開，共有34名學員報讀，其中14人來自設計創業培育計劃下的設計公司。

3/5-8/9/
2012

29-31/7/
2011

Design Mart 2011 設計市集

InnoCentre in Kowloon Tong turned into a vibrant marketplace during the three days of Design Mart 2011, when more than 100 budding designers launched their works and brands to the public. The event featured 76 stalls showcasing and selling an eclectic range of items, drawing a record of over 5,000 visitors. Vendors had the opportunity to collect immediate feedback from customers, and visitors having chatted with the designers came to appreciate their products even more. Design Mart 2011 was organised by HKDC and its sister organisation, Hong Kong Ambassadors of Design.

為期三天的設計市集2011，令九龍塘創新中心搖身一變成為熱鬧躍動的嘉年華。逾100名新進創意人，共76家設計單位在此向公眾展示自家創作和品類，並售賣林林總總的設計精品，創下逾5,000人次的入場紀錄。參展設計師有機會獲得顧客即時的反饋意見，大眾也藉此可與設計師交流和仔細鑑賞各種創新產品。設計市集由香港設計中心和其姊妹機構香港設計大使合辦。



Design Mart Training Course - The M.A.R.T. (Make A Real Talent!)

設計創業培訓課程

18/6/2011 & 27/8/2011

Design Mart didn't just provide a vending platform for designers to strut their stuff, but also the training to prepare them for a successful start in business. In collaboration with the Center for Entrepreneurship at the Chinese University of Hong Kong, HKDC introduced 2 sessions of training course in June and August 2011 for 20 Design Mart participants to learn the ropes of running a design start-up from

a seasoned coach with experience in the creative, ICT and education industries.

設計市集不僅為設計師提供展示作品的買賣平台，還提供有助他們成功創業的培訓課程。香港設計中心與香港中文大學創業研究中心合作，分別於2011年6月和8月為20名設計市集參加者舉辦兩節培訓課程。由創意、資訊科技界和教育界的資深導師指導學員開辦設計公司的要訣。



5,000+
Visitors
入場人數
66%

Deploying Design and Creativity to Transform and Upgrade Enterprise: Business Matching Event

設計及創意促進產業轉型升級：業務對接會

The event allowed designers who participated in Design Mart to make initial contact with Hong Kong manufacturing companies based in Dongguan that were looking to improve their business, upgrade and transform the industry through innovation and design, a move financially encouraged by the Dongguan Municipal Government. The networking event, which attracted a turnout of 100 Design Mart vendors and 50 potential business partners, was a collaborative effort between HKDC,

the Hong Kong Productivity Council and the Dongguan Foreign Trade & Economic Cooperation Bureau.

在東莞設廠的香港廠家均銳意通過創新和設計來改善業務，升級轉型。東莞市政府更對此類產業轉型提供資助，以示鼓勵。此業務對接會讓設計市集參展單位與東莞廠家初步接觸，有望共同尋找轉型商機。是次對接活動由香港設計中心、香港生產力促進局和東莞市外經貿局合辦，共有100名設計市集的設計師和50名具潛力的商業夥伴參與。

29/7/
2011



18/2/
2012



Excellent Design & e-Marketing Opportunity for "Designpreneurs"

郵票設計與網上銷售全攻略

Knowing how to promote a product to target customers is a skill many designers have yet to master. The free seminar organised by HKDC and the Hongkong Post helped some 100 participants explore business opportunities in stamp design and

showed them how they can make use of the ShopThruPost on-line platform to build their business. The participants also acquired ways to expand product sales and marketing channels both locally and internationally and identify cost-effective distribution channels.

不少設計師都希望進一步掌握推廣產品給目標顧客的要訣。是次免費講座由香港設計中心和香港郵政合辦，助100名參加者探索郵票設計的商機，並介紹如何運用「樂滿郵」網上平台建立事業。參加者也能從中掌握如何擴展本地和國際營銷市場和提高產品銷量，並尋找更具成本效益的分銷渠道。



HKDC Library 香港設計中心圖書館

A series of new initiatives were carried out this past year to improve the services of the HKDC Library. The new "Asia Design Magazine" section houses a vast collection including materials from Hong Kong, Mainland China, Taiwan, Japan, Thailand, Korea and Australia. Meanwhile, the "Book & Publication Feature" section shares the latest titles with library users under various themes such as "International Typography", "Chinese Culture & Design" and "Universal & Inclusive Design".

Library facilities were also enhanced. More space was created for storing books and the computer book search system was upgraded. Electronic resources were expanded to include features such as design videos. The library uses social media platforms to keep users informed of new books and magazines, feature topics, interesting case studies and other information. Over 2000 people are following the library through social

media. The HKDC library has been at the service of design professionals, students and the general public since 2008. By the end of 2011, the library had a collection of more than 1000 design-related books and 84 titles of international design magazines.

香港設計中心圖書館本年度推出的多項措施令服務更臻完善。新設的「亞洲設計雜誌」專區匯聚大量香港、中國、台灣、日本、泰國、韓國和澳洲等地的刊物。此外，新增的「書籍專題」專區向圖書館訪客介紹最新館藏，多元化的主題包括「字體設計」、「中國文化與設計」和「通用及共融設計」。

圖書館的設施今年更為優化，包括藏書空間大大增加，為搜索書籍的電腦系統升級，而且擴充電子資源內容，加入設計影片等資訊。圖書館亦通過社交媒體平台，分享新書、雜誌、專題及有趣的設計案例。目前逾2,000名用戶通過此類平台獲取圖書館的最新消息。香港設計中心圖書館自2008年起一直服務專業設計師、學生及公眾。至2011年底，圖書館收藏超過1,000本設計相關書籍及84種來自世界各地的設計雜誌。

Hong Kong Design Directory 香港設計指南

HKDC is committed to promoting "made-in-Hong-Kong" designs both locally and abroad. The Hong Kong Design Directory is a complimentary online platform that aims to raise the profile of the design industry in Hong Kong, enhance public appreciation of design, build networks among local and overseas design practitioners, and strengthen business connections with users. First-of-its-kind in Hong Kong, the directory boasting 21 design categories was upgraded in March 2012 to offer

worldwide users of design services quick and easy access to information about Hong Kong design companies.

香港設計中心致力於本地和海外推廣「香港製造」的設計。香港設計指南是一個免費的網上平台，旨在提升香港設計界的專業形象，加強公眾對設計的鑑賞能力，促進本地與海外設計從業員之間的聯繫，並加強指南用家與商界之間的聯繫。指南在香港屬首創，涵蓋21個設計類別，在2012年3月推出加強版，讓世界各地的設計服務用家更快地獲取香港設計公司的相關資訊。



www.designdirectory.hk



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BUSINESS
OF DESIGN
WEST 2011

b2w



DESIGN FOR
**BUSINESS
AND
PUBLIC SERVICE**
商界和公營機構

“Whether it is technology, graphics, advertising or merchandising, the **ultimate goal of design** is to **serve people and care for people.**”

Robert Wu Ching-yu, Founder and Chairman of Eslite Corporation



Dieter Rams

German design legendary
德國設計界殿堂人物

Concurrent
events
同期活動

12

Business of Design Week (BODW) 2011

設計營商周 2011

28/11- 3/12/
2011

Design is a planning and development process of turning ideas into new products, services and systems, as well as creating value for business, industries and community, that lead to better living. A society becomes mature only when there is good design.

Since 2002, Business of Design Week (BODW), a flagship event of HKDC, has brought together a high-wattage lineup of local and international designers and business leaders who share their successes and approaches to innovation. An Asia's leading annual event dedicated to design, innovation and brands, BODW attracts people from all walks of life, including designers, business executives, policy makers, academics, students and members of the public. In its 10th

year, the week-long event prominently features BODW Forum, the glittering HKDC Annual Awards Gala Dinner, and an astonishing array of impressive outreach programmes, conferences and exhibitions, totally with 12 concurrent events. It also provides a precious platform for participants to stay abreast of the latest global design trends, know-how to applying design in business in order to generate business opportunities, and stay competitive amidst the ever-changing commercial environment.

The Partner Country concept was introduced in 2004 with the purpose to present the strength of design of partner country and Hong Kong and encourage future collaboration. This year, the partner country was Europe's economic

Participants
參加者

98,000+



powerhouse, Germany, a pioneer in automotive, product and architectural design. In line with the theme "Brand New Germany", Deutschland's most celebrated design masters shared the creative idea behind their works. It also showcased a spectacular lineup of about 113 internationally renowned business and design leaders from all parts of the world.

BODW 2011 attracted over 98,000 participants to learn, share and network. More than 260 regional and international media covered this signature event. It was announced that Denmark will be the partner country of BODW 2012.

設計是籌劃和發展的過程，能把意念轉化為新產品、服務和系統，同時能為業界、工商界和社會創造價值，從而提升生活質素，優良的設計更能促進社會發展。

設計營商周是香港設計中心的旗艦項目。自2002年起，每年薈萃本地及環球最頂尖的設

計大師和商界翹楚來港，分享成功案例和設計方略。作為亞洲區內設計、創新和品牌界別首屈一指的國際盛事，設計營商周匯聚不同領域的參加者，包括設計師、企業家及商界領袖、政策制定者、專業人士、學者、學生和公眾。踏入第十屆，為期一星期的重點活動包括設計營商周論壇、香港設計中心周年晚宴、及連串外展節目、研討會和展覽，共12項同期活動。讓參加者緊貼全球最新設計趨勢，了解於商業上應用設計，從而開拓商機及在瞬息萬變的營商環境保持競爭優勢。

自2004年起，設計營商周推行了夥伴國概念，冀在兩地互相展現夥伴國的設計強項和香港的傑出設計，以及鼓勵雙方未來進一步合作。今年的夥伴國為歐洲經濟龍頭 - 德國，其汽車、產品及建築設計聞名於世。配合主題「全新德國」，一眾德意志殿堂級設計大師聚首香港分享創新洞見。同時，來自全球各地約113位國際級商業及設計領袖雲集香江，展示卓越設計成果。

設計營商周2011成果豐碩，共吸引逾98,000人前來學習和交流聯繫，而且獲逾260家中外媒體報道活動盛況。在家具工藝設計享譽盛名的丹麥將會是設計營商周2012之夥伴國。



Fritz Frenkler

German celebrated industrial designer
德國著名工業設計師



The Guest of Honour, Donald Tsang, Chief Executive of HKSAR (centre), Victor Lo, Chairman, Board of Directors of HKDC (4th from the right), Stefan Kapferer, State Secretary of Germany's Ministry of Economics and Technology (4th from the left), Werner Lauk, German Consul-General in Hong Kong (3rd from the right) unveiled BODW 2011 in the Opening Ceremony with the co-organisers.

主禮嘉賓香港特區政府行政長官曾蔭權(中)聯同本中心董事會主席羅仲榮(右四)、德國聯邦經濟及科技局副部長Stefan Kapferer(左四)、德國駐港領事Werner Lauk(右三)及一眾協辦機構代表及嘉賓，為「設計營商周2011」揭幕。



Heritage & Design
文化承傳與設計

**Shigeru Ban** 坂茂Japanese architecture innovator
日本建築界先驅**Stefan Sielaff**Head of Audi Design
奧迪股份公司首席設計師

BODW FORUM

設計營商周論壇

1 - 3/12/
2011

The BODW Forum covered 2 plenary sessions and eight tracks over three days. They were: Brands & Design; Communications & Design; Space & Design; Automotive & Design; Fashion & Apparel; Product & Design; Culture & The City; and Heritage & Design. "Heritage & Design", a new track to the event that featured speakers from both sides of the straits who explored the issues faced in preserving Chinese traditions.

The Forum featured influential designers and business leaders. Participants brimmed with excitement as industrial design legendary Dieter Rams gave the opening speech in the

Plenary Session. They were equally attentive to other celebrated speakers from Deutschland such as product designer Fritz Frenkler, architect Werner Sobek and Ole Scheeren, and "the godfather of multimedia" Joachim Sauter. The masterminds from renowned German brands including Audi, BMW, Hugo Boss, Jil Sander, Mercedes-Benz, Miele and Porsche Design shed light into nurturing a creative brand management culture. Also featured in the BODW Forum were international masters, such as Antonio Citterio, Bjarke Ingels, and Anthony Lo from RENAULT in France. The forum wrapped up with an inspiring speech by Japanese architect Shigeru Ban.

為期三天的設計營商周論壇，涵蓋兩個重點會議及八個專題討論環節，包括：品牌與設計、傳訊與設計、空間與設計、汽車與設計、時尚與服飾、產品與設計、西九文化與大都會、文化傳承與設計。今年新設的「文化傳承與設計」專題討論，雲集兩岸三地專家探討中國傳統文化的保育議題。

一如既往，論壇邀請多位在國際上極具影響力的設計大師及商界領袖作演講嘉賓。其中，德國工業設計宗師 Dieter Rams 在重點會議上的演講，為論壇揭開序幕，令在場人士雀躍萬分。其他著名講者包括德國產品設計師 Fritz Frenkler、建築師 Werner Sobek 和 Ole Scheeren，以及「多媒體教父」Joachim Sauter 等。另外，從多位德國品牌靈魂人物身上，參加者可了解成功品牌背後的創新管理文化。品牌代表包括奧迪 (Audi)、寶馬 (BMW)、Hugo Boss、Jil Sander、平治 (Mercedes-Benz)、Miele 以及保時捷精品 (Porsche Design) 等。其他擔任講者的設計大師有 Antonio Citterio、Bjarke Ingels 及法國 RENAULT 的羅偉基等。壓軸講者日本建築師坂茂的精彩演講為今年的論壇劃上完美句號。



25/11 - 11/12/
2011

BODW Concurrent Event

設計營商周同期活動

DETOUR 2011

From sculptures made from recycled materials, and exhibitions featuring works of eco art, to workshops showing how to lead a green lifestyle, DETOUR 2011 stimulated thinking about excessive consumerism and advocated sustainable living. Organised by Hong Kong Ambassadors of Design, a not-for-profit group and sister organisation of HKDC, DETOUR aims to increase public awareness and appreciation of the value and beauty of design and to help establish Hong Kong as a creative hub in the region. Detour 2011 was centred on the theme "Use-Less". More than 50,000 people took part in the 17-day programme that comprised more than 100 events including performances, conferences and forums held at the Former Police Married Quarters on Hollywood Road, Central.

設計遊通過回收物料製成的雕塑、環保藝術展覽以及綠色生活工作坊，帶領大家對過度消費作出反思，提倡可持續的生活方式。由非牟利的香港設計大使（香港設計中心姊妹機構）籌辦，設計遊旨在讓公眾更深入認識和鑑賞設計的價值和美感，藉此鞏固香港作為區內創意之都的地位。歷時17天的設計遊2011以「Use-Less」為題，網羅超過100項活動，包括表演、會議、論壇等，於中環荷里活道前已婚警察宿舍舉行，共有超過50,000人參與。



BODW Concurrent Event

設計營商周同期活動

Technology for Design Seminar 2011

科技與設計研討會

Integrating digital technology into their work has become a must for designers and entrepreneurs. With a click of the mouse, consumers pick and choose what they want to buy online, while marketers promote their products and collect feedback from blogs and social media sites. Addressing the timely topic, Hong Kong Design Centre debuted the Technology for Design Seminar under the theme "Digital Marketing for Design and Business". The half-day seminar, attended by over 500 participants, featured Eden Lau, Chief Operating Officer and Co-founder of BRANDTOLOGY in Singapore, who gave an overview of digital marketing, and Ronald Lenz, Co-founder and CEO of Dutch firm 7scenes, whose presentation on the power of mobile marketing strategies offered plenty of

food for thought. On panel discussion, representatives from industries and bloggers examined how digital marketing is shaping marketing trends.

現今的設計師和企業家，每每需要在創作裡融合數碼科技。消費者只消通過一隻滑鼠，在彈指之間便能於網上任擇心頭所好，另一方面營銷人員也藉著網誌和社交媒體網站推廣產品和收集意見。因應這個行內最熱忱的話題，香港設計中心首次主辦半天的科技與設計研討會，主題為「數碼市場學、設計與營商」，共有超過500人參與。來自新加坡的品智網絡科技有限公司首席營運總監兼創辦人劉偉良介紹了數碼市場的概況，荷蘭公司7scenes 創辦人兼首席行政總監 Ronald Lenz 則解構流動通訊在行銷策略中發揮的影響力，啟迪不少與會者。另外，對談討論環節上，業界代表和博客從多角度探討數碼市場推廣如何改變市場推廣的趨勢。

28/11/
2011



29 - 30/11/
2011**BODW Concurrent Event**

設計營商周同期活動

DesignEd Asia Conference 2011**設計教育亞洲會議 2011**

What should students do to move into the design profession successfully? In what ways can practitioners stay on top of industry developments? How can academics turn research into design solutions? These were some of the questions addressed at the DesignEd Asia Conference 2011. Convening under the theme "Education into Industry: Collaboration, Transition, Mutation", the two-day event consisted of a series of presentations, workshops and

panel discussions, and drew over 470 participants. The speakers included Volker Albus, Professor of Product Design at the Karlsruhe University of Arts and Design, Michael Erlhoff, Founding Dean of the Koln International School of Design, and leading Hong Kong designer Kan Tai-keung. The conference was organised by Hong Kong Design Centre, the School of Design at the Hong Kong Polytechnic University and the Hong Kong Design Institute.

畢業生怎樣才能成功投身設計界?從業員又如何走在業界之先?學者怎樣才能把研究轉化為設計方案?這些問題都可以在設計教育亞洲會議2011中找到答案。為期兩天的會議以「從設計教育到實踐:協作、轉變、革新」為題,設有一系列專題演講和工作坊,共有470人參與。講者包括 Karlsruhe University of Arts and Design 產品設計教授 Volker Albus、科隆國際設計學院創院院長 Michael Erlhoff 以及香港資深設計師靳強堯。會議由香港設計中心、香港理工大學設計學院和香港知專設計學院合辦。

**BODW Concurrent Event**

設計營商周同期活動

BrandAsia Conference 2011**品牌亞洲會議 2011**

Under the theme of "Brand Management in Asia", discussions of how to build, grow and sustain a brand in this part of the world took centre stage at BrandAsia Conference 2011. Among the speakers who took stock of the challenges and opportunities of brand management in Asia were Phil McAveety, Executive Vice President and Chief Brand Officer of Starwood Hotels and Resorts Worldwide; David Au, Group Chief Marketing Officer

of Hong Kong-based Trinity Limited; Jean-Michel Dumont, Chairman of Ruder Finn Asia Limited in the United States; and Simon Tye, Executive Director of French company Ipsos in Hong Kong. They spoke about issues such as how the luxury markets in Mainland China and Asia differ and the preferences of Chinese consumers. The conference boasted the participation of more than 470 designers and marketers.

品牌亞洲會議2011以「進軍亞洲的品牌管理」為主題,探討如何在亞洲創建、孕育和持續發展品牌。就亞洲品牌管理的挑戰和機遇發表演說的講者包括喜達屋酒店及度假村國際集團行政副總裁兼首席品牌官麥凱威、香港利邦控股有限公司首席市場推廣總監歐宏基、羅德公共關係亞洲有限公司主席杜麥克、法國公司易普索(香港)資深研究總監鄭文良等。討論的課題包括中國與亞洲的奢侈品市場差異以及中國消費者的喜好。會議有超過470名設計師和市場營銷人員參與。

30/11/
2011

BODW Concurrent Event

設計營商周同期活動

Shenzhen Industrial Design Forum

深圳工業設計論壇

30/11/
2011

Mainland Chinese companies have made leaps and bounds in the world of manufacturing. To help them further unlock their business potential, HKDC and the Shenzhen Industrial Design Profession Association hosted the Shenzhen Industrial Design Forum at Marco Polo Hotel in Shenzhen, in its third year, featuring renowned design companies from Hong Kong, Germany, Finland and the United Kingdom. The one-day event recorded an attendance of 375 participants from mainly small and medium-sized enterprises in

Shenzhen, who were eager to find out how design can help them create new products, generate lucrative opportunities and produce fatter profits.

中國的製造業發展成熟，在世界上傲視同儕，為協助這些企業進一步發揮商業潛能，香港設計中心和深圳市工業設計行業協會第三年合辦深圳工業設計論壇，廣邀香港、德國、芬蘭和英國著名的設計公司代表到深圳馬哥孛羅酒店發表創見。一天論壇吸引375人參加，主要來自深圳的中小企，他們熱切尋求有效途徑，如運用設計協助開發新產品、建立營商良機、以及提高盈利。

BODW Concurrent Event

設計營商周同期活動

Global Design Network (GDN)

國際設計組織聯席會議

1/12/
2011

Collaboration is a buzzword in the design industry these days, and rightly so. It is often when creative minds come together and share ideas then innovation blossoms. Tapping into the power of collaboration, Hong Kong Design Centre and the Hong Kong Trade Development Council arranged the GDN, an international network whose members are design promotion organizations. Stepping into its 7th

years, 120 representatives of more than 38 international design promotion organisations from Hong Kong, China, Taiwan, Japan, Singapore, USA and Europe, etc attended GDN. The meeting consisted of a luncheon entitled "Promoting Strategic Use of Design" and a roundtable on "Advanced International Cooperation". The participants discussed working together on design competitions and exhibitions.

近年「協作」一詞在設計界大行其道，那也是順理成章。每當富創意的人聚首一堂，交流意念，自然能迸發出創新的火花。香港設計中心和香港貿易發展局同樣發揮協作力量，合辦國際設計師聯席會議。這個國際性的網絡，其成員均來自世界各地的設計推廣機構。會議踏入第七屆，邀請了逾38家國際設計推廣機構的120名代表參加，他們分別來自兩岸三地、日本、新加坡和歐美等地。會議安排了午餐會，主題為「推廣運用策略性的設計」；還有圓桌會議，主題則為「進階國際性合作」。參與成員商討了未來的設計比賽和展覽的合作事宜。





1-3/12/
2011

BODW Concurrent Event
設計營商周同期活動

HKTDC Inno Design Tech Expo (IDT EXPO)

香港貿發局設計及創新科技博覽

This year's Expo featured 400 exhibitors from Hong Kong, Chinese mainland, France, Germany, Japan, Korea, Malaysia, Poland, Russia, Taiwan and the Netherlands, and attracted 40,318 visitors. The Trade Hall, open to trade visitors only, covered themes such as Design and Branding, Global Innovation, and Green and Sustainable Development. The Inspiration Hall was open to the public and displayed cutting-edge items at thematic pavilions such as From Art to Design which featured Hong Kong and overseas designs, and the Hong Kong Creative Force which displayed nearly 60 winning projects at international advertising,

architecture and design competitions.

HKDC mounted a pavilion at the Inspiration Hall to present HKDC's services and projects, such as 2012 Hong Kong Design Year, HKDC Awards winning projects and an Education Corner. With Germany as the partner country of BODW 2011, this year's Expo also partnered with Germany to showcase innovative designs, technologies and brand-names under the theme "Brand New Germany". Such as the first "German Design Loft" with the presentation hinges on the idea of highlighting the quality of "made in Germany" products by focusing on the details



of the finishing. As curator and exhibition organiser, the German Design Council invited the renowned architect Jürgen Mayer H. to curate the exhibition.

The 7th IDT Expo was organised by the Hong Kong Trade Development Council in collaboration with HKDC and Hong Kong Science and Technology Parks Corporation for more opportunities in business networking and ideas exchange.





本年度博覽共有400家來自香港、中國內地、法國、德國、日本、韓國、馬來西亞、波蘭、俄羅斯、台灣及荷蘭的參展商。訪客達40,318人次。「貿易館」只開放給業內人士，展館主題包括設計與品牌、環球創意、環保與可持續發展等。「創意館」多個主題展區則展示了最尖端的產品，開放予業內及公眾人士參觀。包括「從藝術到設計」的設計師創意作品，以及「香港創意力量」近60項香港創意業界在國際級廣告、建築及設計專業比賽的得獎作品。

香港設計中心在「創意館」設立展區，重點介紹中心提供的服務及項目，包括2012香港設計年，展出香港設計中心設計大獎的得獎

作品，並設立「學生園地」向學界推廣設計。隨著德國成為設計營商周2011的夥伴國，今年博覽亦與德國合作，以「全新德國」為主題，展示其創新設計、高科技產品及著名品牌作品。其中包括德國設計協會呈獻的第一屆「德國設計展」，精心聚焦「德國製造」產品的細節，以突顯展品的高質量，德國建築設計巨頭 Jürgen Mayer H. 更擔任展覽的監督和設計師。

第七屆「設計及創新科技博覽」由香港貿易發展局主辦，香港設計中心及香港科技園公司協辦，冀締造更多擴闊商貿網絡和交流意念的機會。

1-3/12/
2011

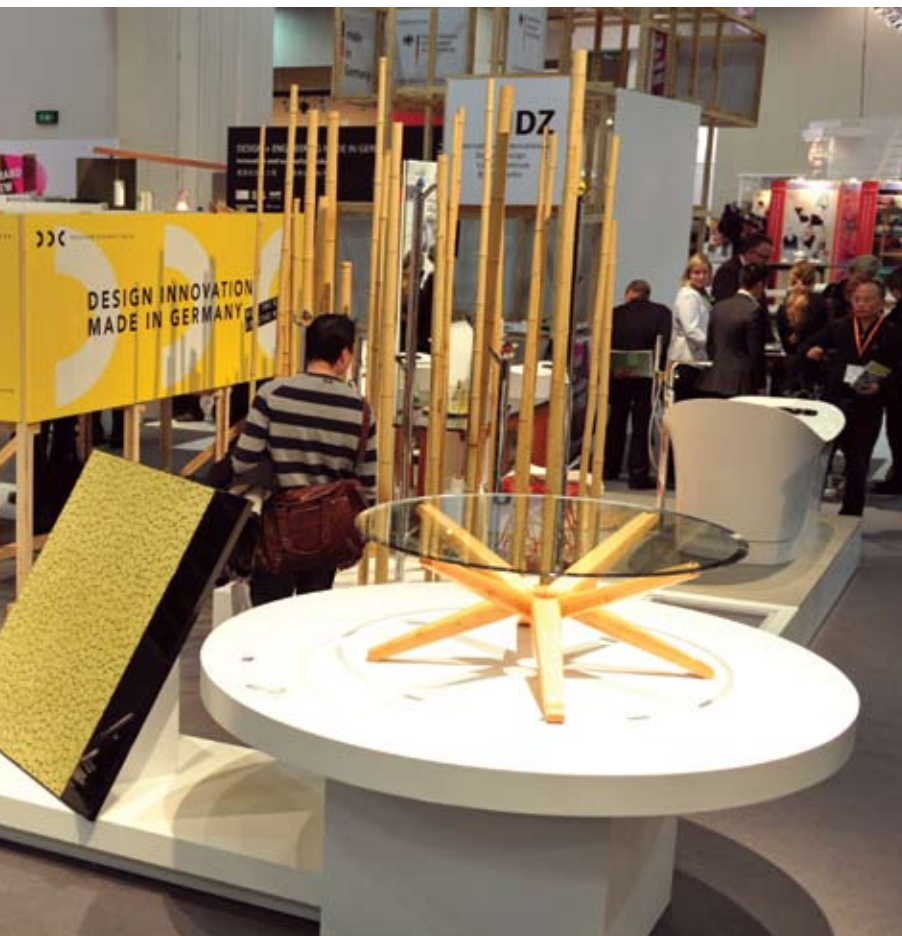
BODW Concurrent Event
設計營商周同期活動

Education Corner 2011

學生園地 2011

More than 600 secondary school students from 39 schools flexed their creative muscles at the three-day workshop, arranged by HKDC, Hong Kong Design Institute and the School of Design at the Hong Kong Polytechnic University. Under the theme "Design for Better Living", youngsters had a taste of what it would be like to become the creator of new products, environments and various forms of visual communication. Their works were displayed at a booth at the HKTDC Inno Design Tech Expo.

來自39所中學的600多名學生在為期三天的工作坊裡盡情發揮創意，活動由香港設計中心、香港知專設計學院與香港理工大學設計學院攜手合辦，本年主題為「設計改善生活」，年青人可一嘗創作滋味，設計新產品、新環境以及不同的視像通訊方式。展品更於香港貿發局設計及創新科技博覽展出。



2/12/
2011

BODW Concurrent Event
設計營商周同期活動

Business of Intellectual Property Asia Forum (BIP Asia)

亞洲知識產權營商論壇

Many designpreneurs and technology practitioners are in the business of creating intellectual property (IP). But some may find the rules and practices associated with IP rather confusing. At the 2011 BIP Asia, jointly organised by HKDC and the Hong Kong Trade Development Council with the support from the Intellectual Property Department of HKSAR Government, highlights included a plenary session, panel discussions,

keynote luncheon and thematic workshops. The participants were all ears when more than 20 experts from all over the world to present the latest trends in IP trading in Hong Kong, the mainland and globally, and offered tips for building a profitable IP portfolio and the role of design in IP protection. The one-day event attracted a turnout of over 700 IP professionals and business leaders from 19 countries and regions.

不少設計企業家及科技從業員的業務均與知識產權息息相關，然而他們未必完全理解知識產權相關法規與實務。香港設計中心與香港貿易發展局合辦的亞洲知識產權營商論壇，得到香港特區政府知識產權署大力支持。通過主題演講、討論環節、專題午餐會、工作坊和商貿配對等活動，匯聚超過20位來自世界各地的演講嘉賓，多角度探討香港、中國以至全球知識產權市場的商機和發展趨勢，並指導與會者如何在知識產權交易中獲得更大盈利。論壇吸引超過700位來自19個國家及地區的知識產權專業人士及商界領袖參與。



BODW Concurrent Event
設計營商周同期活動

2011 Tsinghua - DMI International Design Management Symposium, Hong Kong

清華 - DMI國際設計管理大會·香港

The Symposium 2011, jointly organised by the Tsinghua University, Design Management Institute (DMI) and Hong Kong Productivity Council in concurrence with BODW, featured a series of presentations, paper sessions and in-depth panel discussions on the theme "Design Management: Towards a New Era of Innovation". Renowned experts from advanced technology development enterprises, design research organisations and design strategy were focus on design management in the context of Chinese

and global enterprises, and the future development of design and innovation policies, technologies and cultures.

2011年在香港舉行的「清華 - DMI國際設計管理大會」由清華大學、美國DMI國際設計管理協會和香港生產力促進局聯合主辦，是設計營商周之同期活動。多位來自領先科技產品研發的企業、設計研究組織和設計策略專家，透過一系列專題演講、論文討論和專家對談，圍繞「設計管理 - 創領未來」，針對國內外產業與經濟發展的前沿趨勢，探索未來設計和創新政策、技術與文化的發展路向。

3-5/12/
2011

21/09/
2011

“Boutique & Lifestyle Hotels: Creating a Brand Icon through Design” Hospitality Design Conference

「精品酒店：以設計創造標誌性品牌」 款待與酒店設計會議

Whether it should be glamorous and luxurious, or hip and artsy, the design and style of the perfect hotel is subject to constant debate and discussion. At the “Boutique & Lifestyle Hotels: Creating a Brand Icon through Design” Hospitality Design Conference, six internationally renowned designers shared their visions of hospitality design, using their work at Hotel ICON in Hung Hom as case studies.

The speakers were: renowned architects Rocco Yim and William Lim; remarkable brand designer Tommy Li; fashion

designer Barney Cheng; French botanist and landscape artist Patrick Blanc; and Conran & Partners’ Managing Director Richard Doone. The event was organised by HKDC and the School of Hotel and Tourism Management at the Hong Kong Polytechnic University, in celebration of the opening of Hotel ICON, the university’s teaching hotel, with 200 participants.

應走富麗堂皇路線，還是採取時尚精品的定位？對於何謂完美的酒店設計和風格，各人看法迥異，是值得探討的議題。「精品酒店：以

設計創造標誌性品牌」款待與酒店設計會議邀請了六位蜚聲國際的設計師暢論對款待與酒店業的高見，並以他們在紅磡「唯港薈」酒店的设计實例作為個案研究。講者包括：著名建築師嚴迅奇和林偉而；知名品牌設計師李永銓、時裝設計師鄭兆良、法國植物學家和園景設計師 Patrick Blanc，以及 Conran & Partners 行政總監 Richard Doone。活動由香港設計中心和香港理工大學酒店及旅遊業管理學院合辦，為理工大學教學酒店「唯港薈」正式開幕的致慶活動之一，共有200人參與。

White Box Workshop: “Future Home in China”

白盒工房 - 中國未來的「家」

Home isn’t just a place to live in. It is the source of identity and, for many people, a symbol of security. In recent years, attitudes towards what constitutes a home are changing in Mainland China. Organised jointly by HKDC and Philips Design, the White Box Workshop: “Future Home in China” offered a setting for a dialogue on how designers can cater for the emerging needs. In the morning session, a forum themed “Inspirations Around CHINA Home”, 45 participants listened to the views of speakers including Low Cheaw Hwei, Philips Design’s Global Creative Director for Consumer Lifestyle; John Fu, Industrial Design Program Director, Shanghai Jiao Tong University’s School of Media and Design; Lyndon Neri, Founding Partner of Neri&Hu Design and Research Office in Shanghai; and Hong Kong’s Rocco Yim. In the workshop

entitled “Future Home in China” held in the afternoon session, 4 leaders and 25 participants swapped notes on what drives changes in values and behaviour and the factors shaping home development in Mainland China.

「家」不僅是一個居所，還是一種身份象徵，而對很多人而言，「家」更能賦予安全感。近年，中國民眾對何謂一個家更有一番新的見解。香港設計中心和飛利浦設計共同主辦的白盒工房 - 中國未來的「家」提供一個對話的空間，探討設計師如何滿足這些新的需求。在上午環節，45位聽眾參與了「中國家居新靈感」論壇，講者包括飛利浦設計環球創作資深總監劉昭槐、上海交通大學媒體與設計學院工業設計專業主任傅炯、上海如恩設計研究室創始人郭錫恩以及香港的嚴迅奇。下午環節的工作坊，25位參加者與四位導師共同探討人類價值觀和行為模式等因素，如何影響未來中國的房屋發展。

23/09/
2011

20-24/06/
2011

Knowledge of Design Week (KODW) 2011

設計智識周 2011

In this day when businesses are faced with global economic uncertainty, breakthrough to challenges calls for innovative thinking. KODW is a week-long programme for local industries, design practitioners, business executives and professionals to keep abreast of global trends, learn new design techniques and explore how design can be applied in business and for social innovation.

Launched in 2006, this annual event was previously called Reinventing with Design (ReD). In 2011, it was rebranded to be called "Knowledge of Design Week" (KODW) representing an insightful training platform in Asia for designers and business executives to become more resourceful and knowledgeable in applying design thinking for value creation in an expanding business horizon. A host of insightful events took place in 2011, including a full day of ReD Conferences, 12 workshops and the Design Leadership Forum cum CEO Dinner. KODW 2011, featuring over 20 international masters, was attended by more than 700 participants.

In the 22 June's ReD conferences, with focus on "Design for Asia and China", distinguished design masters and brand experts including Jiang Qiong-er, Artistic

Director of "Shang Xia" by Hermès, China; Andreas Schupp, Director of Innovation Design Centre, Lenovo Group Limited, Hong Kong; Prof. Jan Stael von Holstein, PG Design and Brand Consulting, China; Chen Wen-long, President of Nova Design from Taiwan and Ralph Wiegmann, Managing Director of iF Award, Germany were invited to share their insights on the challenges and opportunities for the design profession and industry in Asian region. The Design Leadership Forum cum CEO Dinner were held on 22 June with keynote speakers including Japanese architectural superstar Shigeru Ban, Hideshi Hamaguchi, Director of Strategy, Ziba Design, USA and Peter Zec, President, red dot GmbH & Co., Germany.

The twelve insightful and educational workshops were held featuring celebrated experts such as Toshiyuki Kita from Japan; Jurgen Bey from The Netherlands; Patrick Whitney, Dean of Illinois Institute of Technology, from the US; Eric Chan, winner of 2010 World's Outstanding Chinese Designer award, as well as design maestros from Marc & Chantal Design, the Royal College of Art and JWT Southeast Asia, and covering topics such as inclusive design; innovative design; brand design; and ergonomics.



環球經濟前景未明，企業更需要以創新思維突破重重挑戰。為期一星期的設計智識周，讓本地商界、設計界和專業人士掌握全球最新趨勢，提升設計技巧和睿智，共同探討設計如何應用於商業和社會創新。

此年度盛事首創於2006年，當時名為「設計創新機」。2011年更名為「設計智識周」，突顯活動為亞洲區內設計師和商界提供一個啟發的學習平台，重點提升設計知識和視野，從而運用設計思維來創造價值，令業務蒸蒸日上。設計智識周2011活動包括「ReD 論壇」、12個專題工作坊和「設計領袖論壇暨 CEO 晚宴」，雲集逾20位國際大師分享設計知識，吸引逾700人參加。

「ReD 論壇」於6月22日舉行，主題是「為亞洲及中國設計」，多位譽滿國際的設計大師和品牌專家，就業界於亞洲地區面對的挑戰和機遇，分享真知灼見。主講嘉賓包括愛馬仕中國品牌《上下》藝術總監蔣瓊耳、聯想集團創新設計中心香港區總監 Andreas Schupp、PG設計及品牌顧問緣詩道教授、台灣浩漢產品設計公司總經理陳文龍和德國iF設計大獎總裁 Ralph Wiegmann 等。另外，日本建築師坂茂、美國 Ziba Design 策略總監濱口秀司，及德國紅點 GmbH & Co. 主席 Peter Zec 為當晚舉行的「設計領袖論壇暨CEO晚宴」作主題演講。

另一重點活動是國際大師親自主理的12個工作坊，教授和前瞻共融設計、創新設計、品牌設計和人體工學等範疇。星級主持包括日本國寶級設計師喜多俊之、荷蘭家具設計鬼才 Jurgen Bey、美國伊利諾理工大學設計學院院長 Patrick Whitney、2010年世界傑出華人設計師得主陳秉鵬，以及來自 Marc & Chantal、皇家藝術學院和智威湯遜（東南亞區）廣告公司等的设计界精英等。





Knowledge of Design Week (KODW) 2012

設計智識周 2012

25-29/06/
2012

Centred on the theme "Designing Change", KODW 2012, featuring over 20 world renowned design masters and business innovators, delved into subject areas including active ageing and inclusive design; industrial design and design management for creation; brand value delivery; and global design strategy. It comprised of "Conference on Ageing and Design: Global Business Perspectives" and Design Education Conference: "Future of Design Education in Asia", in addition to "HKDY Forum: Global Design Strategy", "InnoDesign Leadership Forum cum CEO Dinner", and 13 workshops, with an attendance of over 700 participants.

"Conference on Ageing and Design: Global Business Perspectives" on 28 June 2012 aims to motivate and inspire industrial, commercial, social welfare, healthcare and government organisations to turn the challenges faced by an ageing population into business opportunities. Speakers including Keiji Kawahara, Japan's renowned universal design master;

Onny Eikhaug from Norwegian Design Council; Rama Gheerawo from Royal College of Art the UK; and Sean Donahue from the Art Center College of Design in the US.

"HKDY Forum: Global Design Strategy" on 29 June 2012 presented distinguished international business leaders, namely as Denis Weil from McDonald's Corporation and Andy Cargile from Aviation Studio of Teague and former Director of User Experience of Microsoft Hardware, from the US, as well as design maestros from Illinois Institute of Technology and Godrej and Boyce Industries in India.

Among the interactive workshops, this year, HKDC collaborated with two social enterprises "Dialogue in the Dark" and "Dialogue in Silence" to present the first-ever organised workshops "Design in the Dark" and "Design in Silence", that integrated visually or hearing impaired experience with design practice applications.



設計「智」識周 2012 以「設計驅動改進」為主題，多方面探討如何善用設計創造營商良機，推動以設計思維改善社會和環境。逾20位赫赫有名的設計大師和商界先驅雲集香港，闡述題材包括願年生活與共融設計、工業設計和創意設計管理、品牌價值體現及環球設計策略等。KODW 2012 設有「願年生活設計：開拓商機新視野」研討會、「21世紀亞洲設計教育」研討會、香港設計年論壇：「環球頂尖設計策略分享」、設計與創新領袖論壇暨CEO晚宴以及13個互動工作坊。活動讓逾700位全情投入學習的參加者獲益不少。

「願年生活設計：開拓商機新視野」研討會於6月28日舉行，旨在驅動工商機構、社福組織及政府部門將人口老化的挑戰轉化為商機。講者包括日本殿堂級共融設計大師川原啟嗣、挪威設計協會的 Onny Eikhaug、來自英國倫敦皇家藝術學院哈姆林設計中心的 Rama Gheerawo 和美國藝術中心設計學院的 Sean Donahue。

於6月29日舉行的「香港設計年論壇：環球頂尖設計策略分享」則匯聚國際商界領袖，包括來自美國麥當勞的 Denis Weil、現職 Teague 航空工作室的前微軟公司硬件組用戶體驗總監 Andy Cargile；與及來自伊利諾理工設計學院及印度 Godrej and Boyce Industries 的專家。

互動工作坊方面，香港設計中心更首度與兩家社會企業「黑暗中對話」和「無聲中對話」合作，推出全港首創的「黑暗中設計」和「無聲中設計」工作坊，在設計應用裡融合視障和聽障人士的體驗。

Oct
2011

Hongkong Post User-Centric Design Pilot Project The Mong Kok Post Office

香港郵政用家為本設計之試點計劃 旺角郵政局

The Mong Kok Post Office has gone through a makeover, thanks to an innovative design that has enhanced the look and usability of one of the busiest post offices in Hong Kong. In 2009, Hongkong Post appointed HKDC to manage the Hongkong Post User-Centric Design Pilot Project. The user-centric approach puts users' needs at the core of every design effort. From the clarification of objectives in the initial stage to project evaluation, the programme sought the views of employees and customers and kept them informed of the progress. The project, which also involved the HKSAR Government's Efficiency Unit, Kaizor Innovation and ADO Design and Public Art Consultants (HK), completed in 2011.

In addition to transforming the aesthetics of the post office through the use of a refreshing, lively green colour and modern-looking wavy wall panels, the project succeeded in improving efficiency and creating

better user experience. The staff are provided with more workspace, organised storage space and better equipment, while ergonomical design elements have been put in place to ensure operational safety. Customers bask in the convenience resulting from clearer signage directions, window displays and more space for packing parcels, among other changes. Access for people with disabilities are now available, including tactile strips for the visually-impaired and low-level enquiry counter and writing table for wheelchair users.

Every customer interviewed in an independent survey agreed that services at the redesigned post office were more efficient, while 97 per cent said the renovated interior looked "fresh and professional". More than 90 per cent of customers believed other post offices should take on the new design. Staff members surveyed said they were now happier at work.



全港最繁忙的郵局之一 - 旺角郵政局已煥然一新。創新的設計既改善郵局外觀，也提升了可用性。香港郵政於2009年委託香港設計中心、主理用家為本設計之試點計劃，當中所有設計理念均以用家需要為依歸。從計劃初期釐定目標，到終期的項目評估，本計劃均致力吸納員工與顧客的意見，並向他們匯報項目的進度。本計劃於2011年完成，合作夥伴包括香港特區政府效率促進組、Kaizor Innovation 及 ADO Design and Public Art Consultants (HK)。

生氣盎然的綠色和富時代感的波浪型牆板，均令郵政局的外觀別具一幟。與此同時，本計劃也提升了服務效率，並豐富用家的體驗。重新設計後，郵局職員有更多的工作空間，儲物空間經重新整理，並配合更完善的設備；新設計考慮了人體工程學元素，以確保員工作業安全。另一方面，清晰的指示牌、新的櫥窗、更寬闊的郵包包裹位置等，均令顧客倍感便利。新設的無障礙設施則包括照顧視障人士的凹凸紋膠條，以及較矮的查詢櫃檯和寫字枱，方便坐輪椅的人士。

獨立小組進行的調查顯示，所有受訪顧客均認同重新設計的郵局更具效率，97%受訪者表示新的裝潢「清新而專業」，超過九成顧客認為其他郵局也應採用新設計。受訪員工則稱工作比以前愉快。



Before 翻新前



After 翻新後



Sep 2010 -
Aug 2012

The Cornwall Street Park Project 歌和老街公園計劃

Benches resembling a waterfall made from glazed mosaic tiles, a virtual river composing of stones and pebbles and signage in the shape of a leaf are just a few creative touches that have made a difference to Cornwall Street Park in Kowloon Tong. To enhance the usability and user experience of Cornwall Street Park, the Leisure and Cultural Services Department invited Hong Kong Design Centre to take part in the Park Deco scheme, which entailed the renovation of the park, including the installation of creative furniture and user-friendly signage, and the revamp of other facilities.

Members of the public were involved in the design process. Surveys were carried out to gauge the needs of the park-goers, and designers created in response to the findings. Project curator Thomas Chan Architects redesigned the park based on the theme "Inspirational Flow",

which includes a stone-paved "river" running through the park. Acclaimed local designers produced three sets of park benches to create a relaxing atmosphere. "Dream Falls" by William Lim looks like water flowing down at the back of the benches, while Joshua Lau's "Urbanmat" reminds visitors of a flying rug. "Living Inside-out", a product by Brian Lee and Denise Chan, is inspired by home terraces where family and friends meet and enjoy what nature has to offer. Over 70 per cent of the material used in building "Living Inside-out" came from old tyres, paving stones and debris collected during the renovation of the park. All three sets of benches are equipped with LED lighting. Other changes to the park included new leaf-shaped signage that carry friendly messages, a repaved jogging track, new trees planted and green walls built. The renovation will be completed in August 2012, and re-open to the public in September.

光滑的馬賽克瓷磚組成的瀑布型長椅、石塊和鵝卵石砌成的虛擬河流、樹葉形狀的告示牌，均只是九龍塘歌和老街公園幾道新添的神來之筆。為使歌和老街公園更便於使用，並增進用家體驗，康樂及文化事務署邀請香港設計中心開展「潮裝公園」計劃，為公園換上新裝，包括添置創意家具和更富親切感的告示牌，以及翻新其他設施。

公眾的參與對於公園設計過程起了很大的作用。設計師通過向公園遊人進行調查了解其需要，並因應調查結果而創作。項目負責人周德年建築設計有限公司以「城中流意」為公園的創作主題，當中設計了一道石砌「河流」貫穿整個公園。著名本地設計師創作了三組公園座椅，營造輕鬆寫意的氣氛。林偉而設計的「消愁瀑布」，流水就像從長椅椅背奔流而下；劉柏堅創作的「城中氈」教遊客聯想起飛氈；李宇軒和陳立恒攜手合作的「園中居」，靈感源自家中陽台，盼望帶來如同親友於陽台共聚，欣賞自然美景的美好時光。「園中居」逾七成物料來自公園翻新時所收集到的舊輪胎、石板和碎片。三組座椅均配置了LED燈光。添上的新裝還包括帶有親切提示訊息的葉型告示牌，以及重鋪緩徑、廣植新苗和樹立綠牆。公園的翻新工程於2012年8月完成，並於9月重新開放。

06/09/
2011

A Seminar on: Design for Public Services - Hong Kong Context from International Perspective 公營服務之設計研討會 - 從國際角度詮釋香港例子

Renowned Danish designer Bo Linnemann shared his insights into how to improve the efficiency of public services by transforming their visual identities. Linnemann is known for giving official Denmark a new look by creating the visual identities for Danish national ministries including the Post Denmark and Royal Danish Ministry of Foreign Affairs, as well as institutions such as the Royal Theatre, The Royal Library, The National Museum and the University of Copenhagen. More than 150 participants, half of which were drawn

from the government, attended the talk at InnoCentre and mingled with one another at the networking session held afterwards.


著名丹麥設計師 Bo Linnemann 分享他如何透過改造公共服務的視覺設計來提升效率。Linnemann 曾為丹麥多個公共機構主理視覺設計項目，包括丹麥郵政、丹麥外交部、皇家劇院、皇家圖書館、國家博物館和哥本哈根大學，為丹麥的公共界別帶來全新形象。超過150人親臨創新中心聽講，並互相分享交流，當中逾半數參加者來自政府和公營機構。



(Driven by Design)

2012
HongKong
DesignYear





DESIGN FOR
**GENERAL
PUBLIC**
公眾

“**Good design** offers solutions to elevate people’s daily lives, to **enrich our living experience** and to have a **positive impact on society.**”

Chelsia Lau, Chief Designer, Ford Motor Asia Pacific and Africa

2012 香港設計年

A City (Driven by Design) 創意城市 (設計) 驅動

2012 Hong Kong Design Year

2012 香港設計年

The time has come to celebrate Hong Kong's design achievements. No longer just a financial centre, Hong Kong is also the proud home to a vibrant design community and creative ecologies which have been at the forefront of driving business innovation and improving quality of life.

Cultivating a design vision for Hong Kong, 2012 Hong Kong Design Year (HKDY) advocates design as a driving force to transform Hong Kong into a world-class creative city. Boasting the slogan "A City Driven by Design," the year-long programme is filled with signature events and celebration activities. Targeting both local and international audiences,

including members of the public, business executives and design professionals, as well as tourists, the initiative is presented by the HKSAR government's CreateHK and organised by Hong Kong Design Centre (HKDC). Strategic partners include Hong Kong Trade Development Council, Hong Kong Tourism Board and Hong Kong Ambassadors of Design. HKDY comes under four themes around which the events are organised:

- Nurturing Talent
- Creating Value
- Bettering Life
- Celebrating Excellence

2012年是展示香港設計優越成就的良機。香港，不只是國際金融中心，同時也孕育出充滿活力的設計社群及創意生態，成為推動商業創新和提升生活質素的先驅。

香港設計年 - 為香港成就設計願景，致力以設計驅動香港轉化為世界級創意之都。以「創意城市(設計)驅動」為口號，這項為期一年的計劃推出多項重點節目和慶祝活動，對象橫跨本地和國際，包括公眾、商界和設計界專業人士以及訪港旅客。2012香港設計年由特區政府創意香港呈獻，並由香港設計中心主辦統籌。策略伙伴包括香港貿易發展局、香港旅遊發展局和香港設計大使。整年的活動圍繞四大主題：

- 培育精英
- 提升價值
- 改善生活
- 嘉許成就

60+

Programmes
全年項目



23/3/
2012

Hong Kong Design Year @ apm

香港設計年 @ apm

The event at apm was officiated by Secretary for Commerce and Economic Development Gregory So, JP, and hosted by standup comedian new media designer Vivek Mahbubani and designer Prudence Mak. Five designers such as architect Raymond Fung and brand designer Tommy Li spoke about the uniqueness of Hong Kong design products and services,

and demonstrated to the public how design is related to their everyday life. The occasion also included games with the audience and a fashion parade displaying the works of young designers Mag Choy Mei-yee, Isabella Keung, Holly Lai, Jovi Liu and Mountain Yam Ming Fai, as well as the brand Chew the Cud. A turnout of over 19,400 guests and visitors was recorded.

香港設計年@apm的活動由商務及經濟發展局局長蘇錦樑擔任主禮嘉賓，棟篤笑演員兼新媒體設計師 Vivek Mahbubani 聯同設計師麥雅端擔任司儀。建築師馮永基和品牌設計師李永銓等五位設計師闡述香港設計產品和服務之特色，讓公眾感受設計與日常生活的關係。司儀更與現場觀眾以遊戲互動，介紹香港設計力量，而時裝表演展示多名新晉設計師及品牌的得獎作品。參與活動的嘉賓和公眾逾19,400人。

Mar-Dec
2012

Design, I Say 設計，我話

The question of "What is Design" drew an enthusiastic response from members of the public who scribbled and doodled their answers on Post-it notes and display boards at apm shopping mall in Kwun Tong. The "Design, I Say" campaign has been launched in the Hong Kong Design Year @ apm event. Parts of the ideas collected were later developed into outdoor advertising tools that were then displayed on over 700 Hongkong Post's second pouch mail boxes since June 2012. An online campaign will be launched in the second half of HKDY to enable people all over the globe share their thoughts on design.

「甚麼是設計？」- 這問題引來公眾熱烈回響，大家在記事便條寫上自己所思所想，貼滿了觀塘apm商場的展板。在香港設計年@apm活動中，參與公眾為「設計，我話」揭開序幕，當日收集到的意念語句，部分更製成戶外廣告，自2012年6月起在全港超過700個香港郵政的補給郵箱上展示。「設計，我話」活動於下半年更推出互動網站，讓全球大眾分享對設計的想法，為設計發聲。



HKDY Master Talks

「香港設計年 名師對話」系列

Members of the public have the privilege to learn from great minds in design throughout the year. Featuring masters from around the world to share their views and experiences with Hong Kong people, the HKDY Master Talks were set out to raise awareness of the value of design in different aspects of life and promote Hong Kong as a design hub in Asia. A

Talk 1: Edward Uhler & Cheryl Kent

How A Cultural Park Works for a City

文化建設與城市關係

23/3/2012

The first session of the HKDY Master Talks featured Edward Uhler, Executive Director of Millennium Park Inc. and Cheryl Kent, author of Millennium Park Chicago, who described the challenging process of designing and constructing Millennium Park. For Uhler, drawing input from the public and combining the visions of artists, architects and designers was a key to success. The speakers also suggested ways to make the best use of public outdoor spaces in Hong Kong. The talk attracted a full-house

total of four HKDY Master Talks have been carried out as at June 2012.

「香港設計年 名師對話」系列為大眾提供跟設計大師對話的好機會，邀請世界各地的大師來港，分享設計經驗和洞見，從而加深社會認識設計在生活不同層面的價值，並鞏固香港作為亞洲設計中心的地位。截至2012年6月共舉辦了四場「名師對話」。

of 190 participants, including students, architects, designers, developers and professionals in building management.

首場「名師對話」邀請了芝加哥千禧公園執行董事 Edward Uhler 以及 Millennium Park Chicago 作者 Cheryl Kent，探討設計與建造千禧公園期間所面臨的挑戰。Edward Uhler 指出，千禧公園的成功之處，在於吸納了公眾意見，並結合藝術家、建築師和設計師的視野。講者亦就如何善用香港的戶外公共空間作種種提議。演講全場滿座，共有190名學生、設計師、發展商和物業管理的專業人士參與。

Talk 2: Toyo Ito 伊東豐雄

Design After 3.11

3.11後的設計

20/4/2012

Toyo Ito, a Japanese architect with a social mission, spoke about his project "Home for All", which involved the use of wood in helping to rebuild Kumamoto Prefecture in Japan following the devastating earthquake and tsunami in March 2011. The celebrated architect examined the relationship between buildings and their surroundings and the ways to implement the concept of sustainable development to his architecture. The talk was very well received with more than 190 people attended, ranging from architects, designers, building management



Mar-Jun
2012



professionals, to representatives from the government and non-profit groups and students.

日本當代建築大師伊東豐雄的作品具深邃理念，而且擁有宏大的社會使命。2011年3月，日本飽受地震和海嘯煎熬後，他和團隊實行了「大家的家」重建計劃，運用木材協助重建熊本縣。在第二場「名師對話」他向大眾闡述此計劃和建築設計理念。這名知名建築師探討建築物 and 周遭環境的關係，以及在建築裡實踐可持續發展理念的方法。講座共有190位建築師、設計師、物業管理專才、政府和非牟利組織的代表以及學生出席。



Talk 3: Martin Sklar

The Best Advice I Ever Heard

啟迪幻想美學的雋言

8/5/2012

Martin Sklar was most generous in sharing the nuggets of wisdom he has collected over his 50-year career at Disneyland. The "Disney Legend" and International Ambassador of Walt Disney Imagineering cited the quotes and advice from people he met along the way. Sklar also elaborated on how he applied lessons learnt to lead the Imagineering team to develop theme parks and resorts around the world.

The talk drew over 190 participants, mostly university students and the public.

任職美國華特迪士尼近半個世紀的 Martin Sklar，無私地向公眾分享多年來累積的點滴智慧。這位華特迪士尼的傳奇人物及幻想工程國際親善大使，在事業路上聽過不少精闢見解和啟迪話語。Sklar 也詳述如何應用經驗，帶領幻想工程團隊建設世界各地的主題公園和度假區。講座吸引不少大專學生和公眾入場，共有逾190人參加。



Talk 4: Dr. Willem Bijleveld & Uwe Bruckner

The Design of Change: Reinventing the National Maritime Museum of the Netherlands

「設計驅動革新：重塑荷蘭國立海事博物館」

11/6/2012

Fusing a rich history of more than five centuries with modern day technologies, the National Maritime Museum of the Netherlands is evidence of innovative heritage conservation and contemporary museum design. Dr. Willem Bijleveld, the museum's Director General, and German exhibition designer Uwe Bruckner shared their experience of redesigning the museum with a full house of 102 participants

including representatives from Hong Kong museums, the government and general public.

融合了逾五個世紀的豐富歷史和現代科技，荷蘭國立海事博物館正是結合創新文化遺產保育和當代博物館設計的典範。博物館總監 Willem Bijleveld 博士和德國展覽設計師 Uwe Bruckner 向公眾、香港各博物館和政府代表分享重新設計博物館的經驗，現場座無虛席，共102人參與。





International Design Summer Camp Programme

環球設計夏令營活動

There is nothing more important than nurturing talent as Hong Kong aspires to become a world-class creative capital. The International Design Summer Camp Programme was designed to cultivate in global and local university students an open mind and a think-out-of-the-box approach

to work and life, with an emphasis on interactive learning and cross-cultural exchange. Sponsored by the Hong Kong Polytechnic University and the Hong Kong Design Institute, the programme consisted of two parts: Milan Design Study Tour in April 2012 and World Design Summer Camp in July 2012.

香港要發展成為世界級創意之都，培育人才是不可或缺的一環。環球設計夏令營活動透過互動教學和跨文化交流，旨在拓闊海外和本地大學生的思維空間，鼓勵他們在工作和生活中跳出框框。活動由香港設計中心主辦，香港理工大學和香港知專設計學院協辦，分為兩部分：2012年4月的「米蘭設計研習之旅」，及2012年7月的「環球設計夏令營」。

Apr & Jul
2012



Milan Design Study Tour

米蘭設計研習之旅

17-23/4/2012

Visiting an international design capital may be the dream of many young people. The dream came true for 50 students from the design faculties of four local tertiary institutions who had the chance to go to the Salone Internazionale del Mobile 2012 in the Milan tour, the world's largest design show. They also visited various design zones in Milan and participated in design, arts and cultural events in town, from visiting reputable design studios to exhibitions meticulously presented in shops and stores. The future ambassadors of design were able to soak up the design-rich atmosphere as they learnt about global trends and

concepts of design in other cultures, while also seeing for themselves how even simple, small-scale designs could improve the quality of living.

到訪世界設計之都，可能是不少年青人的夢想。50位來自四所本地大專院校的設計系學生夢想成真，參加全球最大型設計展覽「米蘭家具展」。期間，他們參觀米蘭多個設計區，體驗城中的設計、藝術和文化活動，探訪著名設計師工作室和大小商店悉心佈置的展覽。這群未來設計大使被設計豐腴的氛圍感染，學習全球設計趨勢及多元文化的設計理念，同時領略到簡單細微的設計也能提升生活品質。



2012

Hong Kong DesignYear { Events Overview } { Jan - Jun 活動一覽 }

Event/Programme

"Fashion Visionaries" Exhibition 「時裝·視野」展覽

2012 Hong Kong Awards for Industries (HKAI) - Consumer Product Design and Awards Presentation Ceremony

2012香港工商業獎 - 消費產品設計及頒獎典禮

"TOYS PARADISE - Creativity & Toy Culture of Hong Kong" - Toy Museum Showcase

玩具博物館展覽 - 「玩具天堂 - 香港玩具文化與創意」

MaD 2012 創不同全會2012

Hong Kong International Stationery Fair

The 3rd Hong Kong Stationery Award

香港國際文具展

第三屆香港文具大獎

Hong Kong Toys & Games Fair and Hong Kong Baby Products Fair

Hong Kong Toys & Baby Products Award 2012

香港玩具展及香港嬰兒用品展

香港玩具及嬰兒用品大獎2012

The Burning Edge: Making Space, Activating Form 燃燒邊緣 - 製造空間與激發形式

Hong Kong Fashion Week for Fall/Winter

Hong Kong Young Fashion Designers' Contest 2012

香港時裝節秋冬系列

香港青年時裝設計家創作表演賽

World of WearableArt (WOW) 藝裳奇幻世界

Four Installations in AVIE AVIE裝置展系列

The Hong Kong - Shenzhen Bi-City Biennale of Urbanism and Architecture 2011 2011香港 - 深圳城市 / 建築雙城雙年展

Hong Kong International Jewellery Show

The 13th Hong Kong Jewellery Design Competition

香港國際珠寶展

第十三屆香港珠寶設計比賽

The Terracotta Warrior Inspired Design 由兵馬俑啟發設計

The Second Greater China Illustration Awards 第二屆中華區插畫獎

HKDA Global Design Awards 2011 Presentation Ceremony cum Exhibition

香港設計師協會 - 環球設計大獎2011頒獎禮及展覽

Hong Kong Design Year @apm 香港設計年@apm

Intelligent Computing for Creative Media Symposium 創意媒體與智能計算研討會

Design Ed-Mart 2012 設計出路2012

The EcoChic Design Award Hong Kong 2012 「衣酷適再生時尚設計」香港 2012 大獎

HKDY Master Talks 「香港設計年 名師對話」系列

Lantern Design Competition for Mid- Autumn Festival - Lantern Wonderland 香港中秋節 - 綵燈大觀園綵燈設計比賽展覽

International Design Summer Camp Programme 環球設計夏令營活動

Dialogue with Celebrities - Creativity and Design for the Development of Individuals and Hong Kong

創意與設計對個人及香港發展的重要

"Tian Tian Xiang Shang" Creativity-For-Community and School Development Programme 2012

「天天向上」社區校園創意拓展計劃 2012

2012 Hong Kong and Japan Crossing Partnership in Creativity 香港+日本：創意夥伴

World Interiors Day 2012 "Finding the NEW in the OLD"

2012 Hong Kong Berlin Designers Exchange 2012 香港柏林設計匯

The 1st Hong Kong Photo Book Awards 第一屆香港攝影集比賽

Knowledge of Design Week (KODW) 設計「智」識周

HKDI & IVE (Lee Wai Lee) Design Graduation Show 2012 香港知專設計學院及香港專業教育學院(李惠利)設計畢業展2012



Discover Design 2011 - Discover the Magical Moments

設計體驗營2011 - 設計·奇妙旅程

The senior secondary school students who took part in HKDC's flagship summer youth programme couldn't have asked for a more interesting and inspiring experience. Launched in 2008, Discover Design aims to help young people become better versed in the different types and methodologies of design and instill in them the confidence to apply design thinking in everyday life. Discover Design 2011 partnered with Hong Kong Disneyland and was centred on the theme "Discover the Magical Moments".

In addition to attending Design Workshops and learning the ABCs of design, the 176 students attended Welcome Reception and "Imagineering

Tour" in Hong Kong Disneyland. In "Creative Design Tour", the students visited an array of creative hubs and Innovative Technology spots, including the Hong Kong Science and Technology Parks, InnoCentre, Cyberport, Microsoft (HK) and the Fotanian Open Studios, as well as Tai O and other places where they were captivated by the design possibilities in their surroundings. The "Meet the Designers" session provided students the opportunity to meet celebrated designers such as architect Rocco Yim, Raymond Fung, fashion designer Walter Ma, and Douglas Young, founder of lifestyle store G.O.D. Taking the students to parks, museums, historic buildings and fabric stores,



Meet the Designers - Walter Ma, Fashion Designer
走訪設計達人 - 時裝設計師馬偉明

176 
 Participants 參與學生
 from 50 來自
 schools 50間學校

Design Day
設計實戰



Meet the Designers - Douglas Young,
founder of G.O.D.
走訪設計達人 - G.O.D.
「住好啲」創辦人楊志超



11-31/7/
2011

Creative Design Tour - Tai O
創意悠行 - 大澳

the designers stimulated curiosity and opened their minds to new ideas and new perspectives. The activities culminated in the "Design Day", during which the students created lights and lamps that came in different shapes, such as that of a lotus, an octopus and star. The Closing Ceremony on 29 July 2011 and Design Diary Exhibition drew a perfect finale for the three-week programme.

這項香港設計中心的旗艦青少年暑期活動，讓參與的高中學生有一段既有趣又富啟發性的體驗。始創於2008年的設計體驗營，旨在讓年青人從多角度接觸設計的不同範疇和原理，加強他們在日常生活裡發揮設計思維的信心。設計體驗營2011的合作夥伴是香港迪士尼樂園，主題為「設計·奇妙旅程」。

除了參與「設計基本步」工作坊學習設計技巧，176名高中學生選出席於香港迪士尼樂園度假區舉行的迎新會和「迪士尼幻想工程之旅」。緊接的「創意悠行」活動帶領學員遊走創意文化集中地及創新科技企業，包括香港科學園、創新中心、數碼港、微軟香港、藝術及設計工作室（伙炭）、以及「水鄉」大澳等地，了解各個環境所展現的獨特設計面貌。學員還有機會「走訪設計達人」，與建築師嚴迅奇、馮永基、時裝設計師馬偉明、知名家品店G.O.D.「住好啲」創辦人楊志超等親身接觸。在設計師的導覽下，學生走訪了公園、博物館、歷史建築和布坊，擴闊他們探索全新意念和領域的好奇心。「設計實戰」為活動的壓軸好戲，學員實踐體驗營所學到的設計知識，創作不同造型如蓮花、八爪魚和星星等的燈飾。而7月29日舉行的結幕禮，配合「設計手記」展覽為三星期的設計體驗營劃上完美句號。



Imagineering Tour in
Hong Kong Disneyland
迪士尼幻想工程之旅





Spring Edition
春季展覽:
31/3-2/4/2011
Summer Edition
夏季展覽:
29-31/7/2011

Design Ed-Mart 2011 Showcase for Design and Creative Education 設計出路 2011 - 設計及創意教育博覽

The programme has since 2009 offered a setting for secondary school students and other members of the public to find out what it is like to study and work in the field of design. The event's 2011 Spring Edition consisted of an exhibition of 17 design schools and institutes from Hong Kong, Mainland China, and abroad, as well as six seminars and sharing sessions. The Spring Edition attracted 40 schools and over 2,000 Hong Kong, Mainland China and overseas students and visitors.

The seminars were lively and engaging, featuring 12 renowned speakers from design institutes and creative industry, as well as famous designers including Prudence Mak, founder of design label Chocolate Rain; Raymond Chau, Associate Creative Director of DDB Worldwide Ltd.; and Maxwell Leung, Associate Editorial Director of JMEN by Jessica Magazine, etc., who generously shared their knowledge and experience and commented on topics

such as how to get into a design school and the challenges a designer faces. The seminars attracted a total of 1,457 participants. The Summer Edition was a concurrent event of Design Mart 2011, showcasing the opportunities for further education in the field of or related to design and creative industries.

設計出路於2009年首辦，為中學生和公眾提供一個資訊平台，體會設計業的升學進修和工作實況。設計出路2011春季展覽匯聚17所香港、內地和海外的設計院校參展，共吸引40家學校、逾2,000名本港、內地和海外的學生和訪客參觀。期間更舉辦6場精彩生動的專題講座及座談會，由12位設計學院、創意業界知名人士和著名設計師主持，包括Chocolate Rain創辦人及設計師麥雅端、恆美廣告公司副創作總監周世才、JMEN by Jessica雜誌副編輯總監梁偉強等。他們就設計學校面試攻略及設計師面臨的挑戰等主題，分享知識和經驗，共有近1,500人參與。而夏季展覽則是設計市集2011之同期活動，展示了設計和創意界別的進修途徑。

Design Ed-Mart 2012 Showcase for Design and Creative Education 設計出路 2012 - 設計及創意教育博覽

The students who attended the six seminars of Design Ed-Mart could hardly suppress their excitement as they listened intently to the presentations made by highly acclaimed designers and artists, including world renowned designer Kan Tai-keung; branding expert Tommy Li; David Lo, founder of LOMATTERS; Alex Fung, principal of the Hong Kong Design Institute and multi-media creator Craig Au Yeung. Like past Design Ed-Mart events, the 2012 edition hosted an exhibition of 15 design schools and institutes. But this year offered a beefed up agenda that included three design workshops, in collaboration with School of Design of the Hong Kong Polytechnic University, Caritas Bianchi College Careers and SCAD Hong Kong, showing the 120 participants how to apply design thinking in everyday life and compile an impressive creative portfolio,

while also offering advice on building career success in fashion design. Design Ed-Mart 2012 recorded the participation of 38 schools and over 1,500 students and members of the public.

今年設計出路的6場名人專題講座，邀請多位聲譽卓著的設計師和藝術家擔任講者，包括國際著名設計師靳埭強、品牌專家李永銓、盧永強創作事務所創辦人盧永強、香港知專設計學院院長馮崇裕、跨媒體創作人歐陽應霽等，令出席學生聽得全神貫注，反應熱烈。一如既往，設計出路2012這個全港唯一的設計及創意教育博覽，雲集15所設計院校參展。今年更首辦三場設計工作坊，向120位參加者示範如何在日常生活中應用設計思維，整合出色的創意作品履歷，並就如何踏出時裝設計之路提供指引。工作坊合作夥伴包括香港理工大學設計學院、明愛白英奇專業學校和薩凡納藝術設計學院。設計出路2012共有38家學校、逾1,500名學生和公眾人士參與。

29-31/3/
2012





“Terracotta Warrior Inspired Design” Public Art Programme 「由兵馬俑啟發設計」公共藝術活動

To promote “The Majesty of All Under Heaven: The Eternal Realm of China’s First Emperor” exhibition at the Hong Kong Museum of History, HKDC worked with the Art Promotion Office of the Leisure and Cultural Services Department to host a series of “Terracotta Warrior Inspired Design” Public Art Programmes throughout the “2012 Hong Kong Design Year”, inspiring students and the public about the history of Terracotta Warriors. These activities, solely sponsored by The Hong Kong Jockey Club Charities Trust, include “Design To Empower – Animation & Video Design Competition”, “Discover Design 2012”, “Parents & Kids Workshop – Terracotta Warrior Robots” and “Fashion-Terracotta Warriors

Inspired Fashion Design Competition”. A finale exhibition of participants’ works throughout the year will be held from 16 August to 9 September 2012 at Hong Kong Cultural Centre.

為配合及推廣於香港歷史博物館舉行「一統天下：秦始皇帝的永恆國度」展覽是，香港設計中心與康樂文化事務署轄下的藝術推廣辦事處在「2012香港設計年」期間合辦多項公共藝術活動，從不同層面啟發學生及公眾的創意思維及對秦兵馬俑的體會。這些活動由香港賽馬會慈善信託基金獨家贊助，當中包括「從『設計思維』出發-動畫/錄像設計比賽」、 「設計體驗營2012」、 「秦俑機械人設計親子工作坊」及「裳·俑時裝設計比賽」。全年活動參加者作品於2012年8月16日至9月9日期間假香港文化中心展出。

Mar-Jul
2012

Fashion-Terracotta Warriors Inspired Fashion Design Competition

裳·俑時裝設計比賽

Inspired by the terracotta warriors built in the Qin Dynasty, fashion design students and graduates took a fresh take on Chinese culture and created out of the box fashion. One of the “Terracotta Warrior Inspired Design” Public Art Programme, aimed to cultivate the imagination and creativity of young designers. In cooperation with the Institute of Textile and Clothing of the Hong Kong Polytechnic University, the contest received 172 entries from Hong Kong, Macau and Mainland China. The finalists’ works

will be showcased by models strutting the catwalk and adjudicated by fashion masters at Hotel ICON on 26 July 2012.

秦朝兵馬俑啟發了時裝設計系學生和畢業生的靈感，以全新角度審視中國文化，設計出別出心裁的時裝。這活動是「由兵馬俑啟發設計」公共藝術之一，旨在培養年青設計師的想像力和創意。活動與香港理工大學紡織及製衣學系合辦，共收到172份來自香港、澳門及中國大陸的作品。總決賽於2012年7月26日假香港唯港薈舉行，由時裝模特兒以「貓步」展示各入圍的優秀服飾，並由時裝大師擔當評判。





Design To Empower - Design Thinking Seminar & Workshop
從「設計思維」出發講座及工作坊

The Terracotta Warrior Inspired Design: Animation / Video Design Competition

Design to Empower - Terracotta Warriors in my Neighbourhood

Feb-Sep
2012

由兵馬俑啟發設計：動畫/錄像設計比賽
從「設計思維」出發 - 兵馬俑「在左近」

HKDC launched the Design to Empower programme in 2008, the major design-focused youth programme consisting of a series of interactive workshops and projects aims to introduce the creative world of design to senior secondary students and teachers, and help develop design thinking process to solve problems in their daily lives and its application on a design project. Design To Empower - Design Thinking Seminar & Workshop was held on 7 November 2011. Presented in partnership with Education Bureau, and conducted by Grace Lau, Academic Co-ordinator (Design) of SCOPE, City University of Hong Kong, the three-hour workshop provided training to over 120 secondary teachers and students on the methodologies and processes of design thinking.

Famous Qin Dynasty terracotta warriors strolling around Tai Po and helping to rebuild an abandoned fishing village were

among the ideas featured in short films that entered the Design to Empower - Animation/ Video Design Competition. With the Art Promotion Office of Leisure and Cultural Services Department as the key collaborator for this year's programme, "Design to Empower - Animation & Video Design Competition" was one of the "Terracotta Warrior Inspired Design" Public Art Programmes promoting "The Majesty of All Under Heaven - The Eternal Realm of China's First Emperor" exhibition, hosted by the Hong Kong Museum of History.

To enhance the understanding of students to design thinking, an Animation & Video Design Sharing Session was held on 25 February 2012. John Hsu, General Manager of Walt Disney Studios Motion Pictures Hong Kong, and Rita Chan, Executive Producer of General Programmes Section of Radio Television Hong Kong, two of the experts in video

and animation production shared winning strategies.

From researching the cultural background of the terracotta army, to creating an animation or video fusing inspiration from the warriors and the everyday life of modern Hong Kong, the students who took part in the competition showed an impressive grasp of knowledge and skills in design. The 102 entries, consisted of over 200 students from 42 Schools, which were required to focus on one of the 18 districts in Hong Kong, were assessed by a panel of professionals, as well as being put to a vote on Facebook in June. Prudence Mak, founder of local brand Chocolate Rain, also created a short film about the character "Fatima" and Terracotta Warriors. The film and the finalists' videos were exhibited at viewing kiosks in 18 districts across Hong Kong in summer this year.



102

Entries 隊參賽組別
from 42 來自
schools 42間學校

香港設計中心於2008年首度推出從「設計思維」出發活動，是以青少年為對象的設計教育項目，旨在讓高中學生及教師，透過互動工作坊及合作計劃，培養學生設計思維，應用於排解日常生活的難題及創意項目之上。2011年11月7日，香港設計中心與教育局攜手合辦從「設計思維」出發講座及工作坊，歷時三小時的工作坊，由香港城市大學專業進修學院學術統籌（設計系）劉君璧任教，內容環繞設計思維的原則和過程，訓練了逾120位中學老師和學生。

遐邇聞名的秦朝兵马俑在大埔遷達，協助重建一條被遺忘的漁村……這是從「設計思維」出發：動畫/錄像設計比賽的參賽短片之其中一幕。本年度的從「設計思維」出發：動畫/錄像設計比賽為「由兵马俑啟發設計」公共藝術活動之一。康樂及文化事務署轄下的藝術推廣辦事處是今年活動之主要合作伙伴。為增進學生對設計思維的認識，於2012年2月25日舉辦的動畫及錄像設計分享會，邀請了兩位影像和動畫製作專家，分別為華特迪士尼電影製片（香港）總經理及執行總監徐隆立和香港電台電視部綜合節目組監製陳曼儀，向參加者分享致勝之道。

是次動畫/錄像設計比賽共有102隊參加，分別來自42家中學逾200名中學生，他們從研究兵马俑的文化背景開始，學習製作一段融合古代戰士與現代日常生活的動畫或影片，並須選取香港18區其中一區作主題。製作過程中，參賽者都學以致用，充份發揮設計知識和技巧。各精彩作品經由專家小組評核，並於6月透過Facebook讓公眾網上投票。另外，本地品牌Chocolate Rain 創辦人麥雅端也創作了一段短片，描述其品牌主角“Fatina”和兵马俑的奇遇故事，影片以及入圍學生作品於2012年暑假以流動平台方式在全港18區巡迴展出。



Animation & Video Design
Sharing Session by Grace Lau,
Academic Co-ordinator
(Design) of SCOPE,
City University of Hong Kong
動畫及錄像設計分享會 - 香港城市大學
專業進修學院學術統籌（設計系）劉君璧



Design to Empower - Terracotta Warriors In
Hong Kong x FATINA by Chocolate Rain
從「設計思維」出發 - 兵马俑在香港 x FATINA
by Chocolate Rain



The Most Creative Design Award Champion
"Regain Confidence" (Islands District)
「最具創意設計大獎」冠軍 -
《重拾信心》(離島區)



De Sein: German Graphic Design from Postwar to Present

De Sein: 從戰後到現代德國平面設計

28/11-28/12/
2011

As the saying goes, a picture is worth a thousand words. Likewise, compelling graphic design creates lasting impressions. The De Sein exhibition displayed posters, publications, type designs and corporate identities from Germany that invariably convey their messages effectively. These range from the political to the commercial. Spanning World War II, the Cold War, the fall of the Berlin Wall and the reunification of East and West Germany, the exhibits were supplied by 47 designers, including Helmut Lortz, Kurt Weidemann, Karl Oskar Blasé, Hans Hillmann, Michael

Engelmann and Erik Spiekermann, with several on loan from the German Poster Museum at Museum Folkwang.

Co-curated by He Jian-ping, a renowned Chinese graphic designer based in Berlin; Amy Chow, Project Director of HKDC; and Director of the German Poster Museum Dr. René Grohnert, the exhibition attracted more than 2,000 visitors. A workshop was organised on 30 November. Götz Gramlich, a veteran graphic designer from Germany, presented on the topic "Social Responsibility in Graphic Design" to 45 Hong Kong designers and students.

常言道：「一幅圖片勝過千言萬語」。同樣，撼動人心的圖像設計，總讓人留下深刻印象。De Sein 展覽中，德國的海報、書籍、文字及企業形象設計琳瑯滿目，題材橫跨政治以至商業，全都是有效傳達訊息的模範設計。展覽呈現二次世界大戰、冷戰、柏林圍牆倒下，以至東西德統一等多個時期的平面設計歷程，展品來自47位設計師，包括 Helmut Lortz、Kurt Weidemann、Karl Oskar Blasé、Hans Hillmann、Michael Engelmann、Erik Spiekermann 等。部分更是德國海報博物館的收藏。

展覽由現居於柏林的中國著名設計師何見平聯同香港設計中心項目總監周婉美及德國海報博物館總監 René Grohnert 共同策劃，共吸引逾2,000名訪客。於11月30日舉行的工作坊，德國資深平面設計師 Götz Gramlich 就「平面設計的社會責任」向45名香港設計師和學生分享精闢見解。



6/9/
2011

The Power of Type

Text matters. The use of type - which entails the selection and arrangement of typefaces, point size and line spacing - is one of the fundamental elements of modern communication. Addressing 80 participants from Hong Kong at a seminar, world-renowned Danish type-designer Bo Linnemann drew on a wealth of cases he worked on as he revealed the secrets of

the art of typography and explained how typeface helps promote and consolidate a brand.

文字有價。字體的運用，包括字型、大小及行距的選擇和安排，是當代傳意的基本元素之一。舉世知名的丹麥設計師 Bo Linnemann 親臨香港的研討會，以豐富的案例向80名聽眾揭露了版面設計藝術的奧秘，並解說字型如何有助推廣和鞏固品牌。



Publications

出版刊物

As the pioneer organisation promoting design in Hong Kong, HKDC celebrates the city's design excellence in style and preserves design legacy. In 2011, HKDC launched created publications to document the colourful array of projects and initiatives that the agency introduced during the year. They were:

作為推廣香港設計的先鋒，香港設計中心為表揚香港設計成就及承傳設計文化不遺餘力。2011年香港設計中心出版多本書刊，記錄本中心年內多彩多姿的計劃與活動。它們包括：



1



2



3



4



5

1 Design For Asia - HKDC Awards 2011

The book features 156 winning designs from DFA Award 2011 and profiles the winners of the DFA Lifetime Achievement Award, the Design Leadership Award and the World's Outstanding Chinese Designer.

2 De Sein - German Graphic Design from Postwar to Present

The catalogue commemorates the exhibition "De Sein". The book illustrates the development of German graphic design since World War II using more than 160 design items including posters, publications, corporate logos and typography.

3 Design x Culture Navigator Series: Tsim Sha Tsui & Vicinity

The guidebook from the Design x Culture Navigator series features 84 unique sites of interest in Tsimshatsui, Mong Kok and Yaumatei, and is designed for visitors who are interested in art, design and local culture. The series is part of a research project by the Information Design Lab at the School of Design of The Hong Kong Polytechnic University in collaboration with HKDC.

4 設計之路 - 當代設計創意大師經驗談

27 masters in design, creativity and brand building reveal their secrets to success in blending design and business. They include founder of OMA Rem Koolhaas, president of Pompidou Centre Alain Seban, Moooi's creative director Marcel Wanders, Qeelin's founder Dennis Chan and Dreamworks' Raman Hui.

5 Hong Kong Design Centre Annual Report 2010-11

Themed "Design for Better Living - To Inspired, Be Inspired", the proud publication of HKDC was awarded Silver & Honours (Non-Traditional) at the 26th International ARC Awards, a competition open to organisations producing annual reports. The book was also awarded Honours (Non-Profit Organisation) at the 23rd Galaxy Awards that complimented market communications materials.

1 《給亞洲設計：香港設計中心設計大獎2011》

書中展示了亞洲最具影響力設計大獎2011的156項得獎設計，亦介紹亞洲設計終身成就大獎、設計領袖大獎和世界傑出華人設計師的得主。

2 《De Sein：從戰後到現代德國平面設計》

此書是“De Sein”展覽的紀念特刊，精選逾160項設計作品，包括海報、書籍、企業形象和字體，展示了德國自二次大戰以降的平面設計發展歷程。

3 《Design x Culture Navigator Series: Tsim Sha Tsui & Vicinity》

這本指南屬Design x Culture Navigator系列，介紹油尖旺84個別具一格的熱點，以喜歡藝術、設計和本土文化的旅客為對象。此系列叢書為香港理工大學設計學院信息設計研究室與香港設計中心合作的研究成果。

4 《設計之路 - 當代設計創意大師經驗談》

27位設計、創意和品牌大師透露了以設計融合商業的成功奧秘。他們包括 OMA 創辦人 Rem Koolhaas、龐比度中心主 Alain Seban、Moooi 設計總監 Marcel Wanders、Qeelin 創辦人 Dennis Chan 和夢工場的許誠毅等。

5 《香港設計中心年報2010-11》

以「設計讓生活更美好」為主題，香港設計中心的精心傑作榮獲第26屆國際年報大獎創新設計組別銀獎及優異獎，是項比賽開放給所有出版年報的機構。年報同時獲頒第23屆Galaxy Awards非牟利機構組別優異獎，獎項嘉許優秀的傳訊材料。

INTERNATIONAL PROMOTION AND RELATIONS

國際推廣和關係



Friends of HKDC Membership Programme (FOHKDC) 「香港設計中心之友」會員計劃

HKDC is blessed with the support of the government, the industry and members of the public. The FOHKDC Membership Programme, re-launched in December 2010, is a tightly-knit network of accomplished and aspiring individuals who share HKDC's public mission of DESIGN FOR SOCIETY. Through the programme, HKDC aims

to establish a community consisting of people from various professions and backgrounds who are not only enthusiastic and passionate about design, arts and culture, but who also recognise the role of design in promoting business and bettering the society. The programme has five membership categories:

香港設計中心很榮幸得到政府、業界和公眾人士支持。「香港設計中心之友」會員計劃於2010年12月重新推出，緊密連繫一眾多才多藝、志向遠大的人才，共同肩負香港設計中心的公眾使命——向社會推廣設計的精神。透過此會員計劃，香港設計中心集合了來自不同行業和背景，熱衷設計、藝術和文化的人士，他們均認同設計能推動企業發展，讓社會更美好。會員計劃共設有五類會籍：

Acknowledgement of Patron Members

鳴謝永久贊助會籍之會員 (till 31 March 2012 截至2012年3月31日)

(by alphabetical order of surname 以英文姓氏排序)

Mr Fawaz Abid Bakhotmah

Fawaz Bakhotmah, Arch & Des.

Ms Cheng Wai Kwan, Vivian

鄭慧筠女士

International Liaison Manager,
Hong Kong Design Institute
香港知專設計學院 國際事務經理

Ms Agnes Chiu

趙露文女士

Director, SOHK Ltd.
SOHK Ltd. 總監

Mr Alex Chunn

Vice President - Concept Development,
Techtronic Industries Co. Ltd.
創科實業有限公司 副總裁 - 產品概念開發部

Mr Richard Fung

馮立中先生

Chief Executive,
Hong Kong Standards and Testing Centre
香港標準及檢定中心 總裁

Ms Pansy Ho

何超瓊女士

Managing Director, Shun Tak Holdings Ltd.
信德集團有限公司 董事總經理

Mr Jeremy Hocking

Vice President Asia Pacific, Herman Miller Global
Customer Solutions (HK) Ltd.
赫曼米勒全球客戶服務(香港)有限公司 亞太區副總裁

Ms Kigge Hvid

CEO, INDEX:

INDEX: 行政總裁

Mr Kan Tai-keung, SBS

靳埭強先生

Founder, Kan & Lau Design Consultants
靳與劉設計顧問 創辦人

Mr Kwong Man-hang, Bengie, JP (Aust.)

鄭敬恆先生

President, WKK Technology Ltd.
王氏港建科技有限公司 主席

Mr Lai Man-ting, Edmond

黎文定先生

Director, Much Creative Communication Ltd.
名點創意傳訊有限公司 總監

Dr Michael Lam

林寶興博士

CEO, Hong Kong Quality Assurance Agency
香港品質保證局 總裁

Ms Flora Lau

劉偉婷女士

Design Director, Flora Lau Designers Ltd.
劉偉婷設計師有限公司 設計總監

Mr Freeman Lau, BBS

劉小康先生

Founder, Kan & Lau Design Consultants
靳與劉設計顧問 創辦人

Mr Lau Tai-yum

劉埭欽先生

Dr Edmund Lee

利德裕博士

Executive Director, Hong Kong Design Centre Ltd.
香港設計中心 行政總裁

Dr John Lo, OBE, JP

羅肇強博士

Senior Consultant, Hong Kong Design Centre Ltd.
香港設計中心 高級顧問

Mr Ma Yu-hung, Samuel

馬餘雄先生

Manager Director, Luk Ka Paper Industrial Ltd.
力嘉紙品印刷工業有限公司 董事總經理

Mr Nils Neckel

Director, Designlink

Mr Benson Pau

鮑潔鈞先生

CEO, Wings Trading (HK) Co Ltd.
飛騰行(香港)有限公司 行政總裁

Mr Tsoi Chiu-hang

蔡超恆先生

Executive Director, Lifestyle Centre Holdings Ltd.
時尚生活中心集團 執行董事

Mr Wang Chi-fung

王志峰先生

President, China Energy Technology Holdings Ltd.
中國能源科技集團有限公司 董事長

Mr Peter Wong

黃紹開先生

Mr Xia Qin

夏勤先生

President, Makestream Design Co Ltd.
杭州麥客意識流設計有限公司 負責人

Mr Eric Yim

嚴志明先生

POSH Office Systems (HK) Ltd.
科譽(香港)有限公司

Dr Allan Zeman, GBM, GBS, JP

盛智文博士

Chairman, Lan Kwai Fong Holdings Ltd.
蘭桂坊控股有限公司 主席

colourliving

Shantou University

汕頭大學

TAL Apparel Ltd.

聯業製衣有限公司

Acknowledgement of Corporate Members

鳴謝公司會籍之會員

(by alphabetical order 以英文排序)



Membership Category 會籍類別
Patron Member 永久贊助會籍
Corporate Member 公司會籍
Individual Member 個人會籍
Associate Member 附屬會籍
Student Member 學生會籍



The Ambassadors' Ball 2011 - Light the Way

香港設計大使籌款晚宴 - 照出前程

4/11/ 2011

The fundraising gala event was a roaring success, raising HK\$3.775 million in support of the two organisers, HKDC and its sister organisation, Hong Kong Ambassadors of Design. More specifically, the funds collected would be spent on promoting design and innovation in Hong Kong through community-based projects.

The Ambassadors' Ball 2011 was held at the stylish Hotel ICON, and its confluence of design and art made for the perfect backdrop to the fundraising evening. World

fashion doyenne, Vivienne Tam played an important role as creative director for the Ball. Entitled "Light the Way", this year's festivities revolved around light and lighting. An auction was held on the night, featuring limited edition lighting products designed by some of the most celebrated names in Hong Kong and around the world. Now in its fourth year, the event drew some 350 participants and was officiated by the then Chief Secretary for Administration Stephen Lam and former Chief Secretary for Administration Henry Tang.

籌款晚宴空前成功，為香港設計中心及其姊妹機構香港設計大使共籌得逾三百七十七萬港元。更具意義的是善款將用於各項社區計劃，以推廣香港的設計和創新。

香港設計大使籌款晚宴2011於風格時尚的唯港薈酒店舉行，酒店融合多項設計和藝術元素，與是次晚宴非常配合。而且，世界級時裝大師 Vivienne Tam 更擔任晚宴創意總監此重要角色。「照出前程」為本年度晚宴的主題，每個環節均圍繞光與燈飾設計。席間上演的拍賣會展示多項限量版燈飾藝術品，皆出自香港以及世界各地最著名設計師的手筆。籌款晚宴已踏入第四年，雲集350人共襄善舉，主禮嘉賓分別為時任政務司司長的林瑞麟及前任政務司司長唐英年。



15-26/7/
2011

SZ · HK Design Exhibition 2011

2011 深圳 · 香港設計邀請展

The cultural melting pots of Hong Kong (HK) and Shenzhen (SZ) provide fertile ground for a lively design scene. To celebrate the diversity and quality of designs from the two cities, HKDC and the Shenzhen Graphic Design Association (SGDA) put together the 2011 SZ · HK Design Exhibition, which was held in Hong Kong under the theme "Multicultural Inspiration". The event featured over 40 HK and SZ designers and introduced around 1,500 visitors to an array of exhibits including graphic designs, multimedia projects and installations, many of which were inspired by the intricate relationship between the two places. The co-curators

of the exhibition were Amy Chow, Project Director of HKDC and Kong Sen, Chairman of SGDA, while Benny Au of Amazing Angel was the identity and exhibition designer.

The opening ceremony invited Dr. Louis Ng Chi-wa, Leisure and Cultural Services Department's Assistant Director (Heritage & Museums); Dong Xiaoming, Chairman of the Shenzhen Federation of Literary and Art Circles, and Freeman Lau, Vice Chairman of HKDC as guests of honour. Around 150 people attended the ceremony and the concurrent forum, while 8 guided tours for 200 students were arranged during the exhibition.

香港和深圳 - 兩個融合多元文化的城市，提供豐富的創作土壤，培養躍動的設計環境。為表彰兩地多元化的優質設計，香港設計中心與深圳市平面設計協會共同於香港舉辦「2011深圳·香港設計邀請展」，並以「雙線 - 體會多元文化都市」為主題。展覽重點介紹逾40位香港和深圳的設計師，透過平面設計、多媒體創作和裝置藝術等一系列展品，體現兩地的密切關係，共吸引約1,500名訪客參觀。是次展覽由香港設計中心項目總監周婉美和深圳市平面設計協會主席孔森聯合策展，而Amazing Angel的區德誠則擔任展覽設計師。

開幕式的主禮嘉賓包括康樂及文化事務署助理署長（文博）吳志華博士、深圳市文學藝術界聯合會主席董小明以及香港設計中心董事會副主席劉小康。約150人出席是次開幕式及設計師分享會，展覽期間大會更為200名學生安排了8場導賞服務。

15/7/
2011

2011 Hong Kong - Shenzhen Culture & Creative Forum

2011 深港文化創意論壇

The forum attracted 114 participants who were keen to learn the strategies to further the growth of the design and creative industries in Hong Kong and Shenzhen. Organised by HKDC, Shenzhen Industrial Design Profession Association and Hong Kong Arts Centre, the programme comprised a main forum entitled "Asia Design Cities - Creative · Culture · Policy" and two concurrent symposiums on "Elements in Asia Creative Cities" and

"Development in Shenzhen, Hong Kong and Qianhai". Among the speakers of the main forum were Lee Soon In, President of Seoul Design Centre, Tan Kay Ngee, Principal Architect of Kay Ngee Tan Architects in Singapore and Tony Wong, CEO of Lifestyle Centre Holdings Limited in Shanghai. The session was moderated by Rachel Chan, Founder and Chief Catalyst of InnoFoco. The event was covered by media in both Shenzhen and Hong Kong.

此論壇吸引114位有志學習創新策略，以推動香港和深圳的設計創意產業的參加者。論壇由香港設計中心、深圳市工業設計行業協會及香港藝術中心合辦，內容包括主論壇「亞洲設計城市—創意·文化·政策」，以及兩場專題研討會，主題分別為「亞洲創意都會要素」和「深圳香港雙城·前海發展」。主論壇的講者計有首爾設計中心主席李淳寅、新加坡陳家毅建築師事務所創辦人陳家毅以及來自上海的時尚生活中心集團總裁黃瀚泓，並由總高服務創新顧問公司創辦人陳嘉怡擔任主持。活動獲深港兩地的媒體報導。

Memorandum of Understanding with Taiwan Design Center

與台灣創意設計中心簽訂合作備忘錄

By signing the Memorandum of Understanding (MOU), Taiwan Design Center and Hong Kong Design Center (HKDC) demonstrated their commitment to promote design and collaboration in the two territories. Since endorsing the MOU the two centres have collaborated in the areas of exchange, promotion, research and development, talent cultivation, and consultancy. Below are the key deliverables in the year:

A 32-strong team of representatives of the design industry in Hong Kong attended the 2011 IDA Congress Taipei in October 2011. Sixteen delegates were present at the Taiwan-Hong Kong Design Industries Forum, which was hosted by Taiwan-Hong Kong Economic and Cultural Co-

operation Council. A Taiwanese delegation participated in Business of Design Week and DETOUR the following month, while also meeting with representatives of Commerce and Economic Development Bureau and HKDC.

HKDC was a supporting organisation at the 2012 Taiwan International Design Competition, hosted by the Industrial Bureau of Taiwan's Ministry of Economic Affairs and organised by Taiwan Design Center in April 2012. HKDC was responsible for promoting the event in Hong Kong and encouraging designers in town to join the competition. Taiwan Design Center was the supporting organisation at the Design for Asia Award in 2012.



2011 Taipei World Design Expo

臺北世界設計大展

As Taiwan's largest design event in recent years, the 2011 Taipei World Design Expo featured a variety of innovative designs. HKDC showcased projects that received Design For Asia (DFA) Award at the Nangang Exhibition Hall of the Taipei World Trade Centre. Hailed from Hong Kong as well as other places including Japan, Mainland China, South Korea and Thailand, the designs came under four categories, namely Apparel and Accessory Design, Communication Design, Product and Industrial Design and Environmental Design. The entire Expo attracted around 1.3 million visitors, including 250,633 people who visited the Nangang Exhibition Hall.

Concurrently, the Hong Kong Federation of Design Associations led a 16-strong delegation representing Hong Kong's design and creative industries to attend the Taiwan-Hong Kong Design Industries Forum and 2011 IDA Congress Taipei.

Subsequently, FHKDA and HKDC organised a press briefing on 20 January 2012, the delegation shared their experience in Taiwan and their views of how future collaboration with design professionals in the territory should be carried out, as well as enhancing the interaction and working opportunities.



07/07/
2011

台灣創意設計中心與香港設計中心簽訂合作備忘錄，見證了雙方於兩地共同推廣設計的決心。自簽訂備忘錄以來，雙方於交流、推廣、研究發展、人才培育和諮詢等範疇共同合作，以下是年內的主要合作成果：

香港設計業界於2011年10月，組成32人的代表團參與「2011台北世界設計大會」，當中16人出席由台港經濟文化合作策進會舉辦的「台灣設計產業論壇」。另一邊廂，台灣代表團於11月參與「設計營商周」及DETOUR，並與商務及經濟發展局及香港設計中心的代表會面。

香港設計中心以支持機構名義參與由台灣經濟部工業局主辦及台灣創意設計中心統籌之「2012台灣國際創意設計大賽」，協力於香港的宣傳，並鼓勵本港設計師參賽。另一邊廂，台灣創意設計中心亦擔當「2012亞洲最具影響力設計大獎」的支持機構。

22-30/10/
2011

2011臺北世界設計大展是臺灣設計界近年最重大的盛事，展示了林林總總的創新設計。香港設計中心在臺北世界貿易中心南港展覽館展出了歷屆亞洲最具影響力設計大獎的得獎作品，既有來自香港的創作，也有日本、中國內地、南韓及泰國等地的設計。這些作品劃分為服飾設計、傳訊設計、產品及工業設計，以及環境設計四大組別。設計大展錄得約130萬參觀人次，其中250,633人到訪南港展覽館。

此外，香港設計總會率領來自香港設計及創意業界的16人代表團，到訪台灣參加「台灣設計產業論壇」及「2011臺北世界設計大會」。

香港設計總會和香港設計中心於2012年1月20日合辦傳媒簡報會，分享代表團在台灣的地經驗，並就如何與當地設計產業加強合作發表意見，增加兩地的互動和合作機會。

12-13/5/
2011

SmartHK 升級轉型·香港博覽

As a co-organiser of the event, HKDC hoped to demonstrate how mainland businesses could benefit from working with designers in Hong Kong. Featuring 220 organisations from more than 20 industries in Hong Kong, SmartHK consisted of an exhibition with three pavilions, plenary conference, seminar series, business-matching meetings, and Smart Car parade and showcase. The event was organised by Hong Kong Trade Development Council, the Department of Foreign Trade and Economic Cooperation of the Guangdong Province, and China Council for the Promotion of International Trade Guangdong Sub-Council.

HKDC was an exhibitor in the "Innovation and Design" Pavilion, displaying winning projects from Design for Asia Award and introducing the centre's major programmes. Victor Lo, Chairman of HKDC's Board of Directors, delivered the keynote speech at the event's thematic luncheon, addressing the topic "Business, Creativity and Future Economy". HKDC co-organised two seminars entitled "Interior Design and Management in Commercial Space" and "Fashion, Trendy Products and Branding", which attracted over 350 and 400 participants respectively. HKDC's Executive Director Dr. Edmund Lee was the moderator of the former session. The two-day exhibition and seminars drew more than 10,000 visitors.

作為博覽的協辦機構，香港設計中心期望展示內地企業與香港設計師合作所帶來的裨益。220家來自逾20個產業的香港機構匯聚於廣州，參展首屆升級轉型·香港博覽。博覽設有三大主題展區、主論壇、研討會、商貿配對服務以及Smart Car巡遊及展示，主辦單位為香港貿易發展局、廣東省對外貿易經濟合作廳以及中國國際貿易促進委員會廣東省委員會。

香港設計中心亦是「設計創新展館」主題展區的參展機構，展示亞洲最具影響力設計大獎的得獎作品，並介紹設計中心的主要項目。香港設計中心主席羅仲榮於專題午餐會發表主題演講「營商、創意與未來經濟」。設計中心並協辦兩場主題為「商業空間設計及管理」和「時尚產品及時裝品牌升級秘訣」的研討會，分別有350和400人參與，前者並由香港設計中心行政總裁利德裕博士主持。為期兩天的展覽和研討活動共錄得逾10,000人次參加。

13/9/
2011

Think Asia, Think Hong Kong - Main Symposium

「邁向亞洲 首選香港」主論壇

The role of Hong Kong as the creative capital of Asia and how companies in the United Kingdom could reach out to Asian markets were among the topics delved into at the "Hong Kong: The Creative Capital of Asia" session, which was part of the "Think Asia, Think Hong Kong" symposium held in London, United Kingdom. Victor Lo, Chairman of HKDC's Board of Directors, spoke at the session.

"Think Asia, Think Hong Kong" was the largest Hong Kong promotional

campaign to take place in the United Kingdom. Hosted by Hong Kong Trade Development Council, the day-long event featured more than 50 Hong Kong partners - including HKDC. High-level speakers included then Chief Executive of Hong Kong Donald Tsang and Lord Sassoon, British Commercial Secretary to the Treasury. The event focused on logistics, technology, accountancy, consulting, financing, design, legal services and infrastructure development.



香港作為亞洲創意之都的角色，以及英國公司如何進入亞洲市場，均是「香港：亞洲創意之都」研討會深入探討的題材。研討會是在英國倫敦舉行的「邁向亞洲 首選香港」其中一個環節，香港設計中心董事會主席羅仲榮擔任演講嘉賓之一。

「邁向亞洲 首選香港」是香港於英國最大型的推廣活動，由香港貿易發展局主辦。此活動有逾50個來自香港的合作夥伴，包括香港設計中心。重量級講者包括時任香港特別行政區行政長官曾蔭權和英國財政部商務次官沙遜勳爵。內容圍繞物流、科技、會計、管理顧問、金融、設計、法律服務、基礎建設等範疇。



Visits to HKDC 到訪香港設計中心

HKDC is committed to fostering collaboration with organisations in Mainland China, Taiwan and abroad. In the year 2011-2012, HKDC received 44 official delegations. They included local organisations such as the Efficiency Unit of the Hong Kong SAR Government, Hong Kong Trade Development Council, Hong Kong Young Industrialists Council, students from the School of Design of the Hong Kong Polytechnic University, and UNESCO Hong Kong.

HKDC also arranged visits from the Ministry of Commerce of the People's Republic of China, representatives from

Guangdong Province as well as Shanghai, Hangzhou and Ningbo. Meanwhile, delegations from Asia included the Taiwan-Hong Kong Economic and Cultural Co-operation Council, the Taiwan Chung Hua Institution for Economic Research, the Gyeonggi Provincial Government and the Deagu Gyeongbuk Design Centre in Korea, the Malaysia Design Development Centre and the Japanese Enterprises Delegation. European organisations visited HKDC too, such as the Stockholm Business Region Development, Creative England, the Cisco European Design Center, the Danish Design Council and the Consulate General of Poland.

Communications and Media Publicity 傳訊與媒體報導

HKDC made every effort to provide the general public and the media with up-to-date information of our works and design related programmes. In the year, HKDC maintains close contacts with local and international media through various communication tools. We issued press releases and held press conferences, media briefings and activities during the year to raise public awareness through media network. HKDC also conducted briefings to visiting overseas journalists delegations. Senior Management were arranged to have media interviews to spread the message to the public. Social media platform also acts as an important tool to communicate and interact with the society. Moreover, the e-newsletter highlighted our activities and major progress were sent to subscribers and interested parties.

HKDC's events and programmes have

always attracted widespread media coverage in Hong Kong, Mainland China and abroad. This year's flagship occasion Business of Design Week and its concurrent events attracted 263 media attendance from Hong Kong and overseas and achieved 915 media exposures. The HKDC Awards were featured in more than 400 articles on traditional and online media outlets, while 59 and 55 media coverage highlighted Knowledge of Design Week 2011 and 2012 respectively. The 2012 Hong Kong Design Year generated over 156 media exposures as of June 30 2012. Media reports about HKDC's community engagement and education programmes have helped raise awareness of the value of design. Discover Design 2011 and Design Mart 2011 received 13 and 53 media exposures respectively.

本中心致力向公眾及傳媒提供有關香港設計中心和設計相關的項目的最新資訊，讓公眾

香港設計中心積極與大中華地區及海外的機構加強合作，在2011至2012年度共接待44個官方代表團。當中包括本地機構如香港特別行政區政府效率促進組、香港貿易發展局、香港青年工業家協會、香港理工大學設計學院的學生，以及香港聯合國教科文組織協會。

此外，香港設計中心也為中華人民共和國商務部，以及廣東省、上海、杭州和寧波的代表團安排參觀活動。此外，台港經濟文化合作協進會、台灣中華經濟研究院、韓國京畿道政府和大邱慶北設計中心、馬來西亞設計發展中心和日本企業代表團等亞洲代表均曾到訪；遠道來觀摩的還有歐洲機構，包括斯德哥爾摩商業區發展、創意英國、思科歐洲設計中心、丹麥設計局和波蘭總領事等。



及各界人士明白設計讓生活更美好。我們透過不同的溝通渠道，與本地及國際傳媒保持緊密聯繫，香港設計中心透過發放新聞稿，舉行記者會、傳媒簡報會和活動與媒體保持聯絡，並向訪港的海外媒體代表團介紹設計中心最新動態和香港設計業的發展情況。另外，管理層亦親身接受不同媒體訪問，向公眾提供準確的資訊。我們亦透過社交媒體平台，加強與社區大眾的互動交流。而定期發放的電子通訊，有助推廣設計中心之重點活動及設計相關資訊。

香港設計中心的活動和項目常獲香港和中外媒體廣泛報道。年內的旗艦活動設計營商周及其同期活動共吸引逾263家媒體出席採訪，共有915次報道。香港設計中心設計大獎獲得逾400篇傳統和網上媒體的報道，而設計智識周2011和2012分別獲59和55篇專文介紹。截至2012年6月30日，2012香港設計年共錄得逾156次媒體曝光機會。傳媒對設計中心的社區活動和設計教育項目加以報道，有助促進公眾認識設計的價值。設計體驗營2011和設計市集2011分別被媒體報導13和53次。



CORPORATE GOVERNANCE 企業管治

As a publicly funded organisation, HKDC has over the years continued to strengthen its corporate governance and improve its culture of work to foster accountability, cooperation and collaboration. Apart from regularly reviewing its operation, HKDC appointed in early 2010 an outside audit firm to conduct an internal audit exercise on areas related to projects, finance and administration. Based on the findings and recommendations of the internal audit report completed in June 2010, HKDC had prioritised its follow-up actions, including staff training, to ensure that the operational procedures comply with its own corporate governance.

HKDC has also fully implemented a two-tier reporting system for managing potential conflicts of interest of its directors. 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.

香港設計中心是以公帑資助的機構，多年來一直努力加強企業管治，改善工作文化，以加強問責性和合作性。香港設計中心除了定期檢討其運作外，亦於二零一零年年初外聘審計公司就活動項目、財政及行政等範疇進行內部審計。審計工作已於同年六月完成，設計中心根據內部審計報告的結果和建議，定下跟進工作的優先次序（包括員工培訓），以確保設計中心的運作程序符合其企業管治的原則。

香港設計中心已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外，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。如有人查詢，有關披露亦會公開予公眾人士審察。

HKDC'S BOARD OF DIRECTORS

香港設計中心董事會



Victor Lo, GBS, JP
羅仲榮
Chairman 主席



Roy Chung, BBS, JP
鍾志平
Vice-Chairman 副主席



Freeman Lau, BBS
劉小康
Vice-Chairman 副主席



Cees de Bont
Director 董事
(Appointed since 上任日期 21/05/2012)



Bonnie Chan
陳德姿
Director 董事
(Appointed since 上任日期 20/09/2011)



Selina Chow, GBS, JP
周梁淑怡
Director 董事



Felix Chung
鍾國斌
Director 董事



John Heskett
Director 董事
(Appointed since 上任日期 20/09/2011)
(Retired on 離任日期 31/01/2012)



Joey Ho
何宗憲
Director 董事



Lorraine Justice
Director 董事
(Retired on 離任日期 22/07/2011)



Frederick Lam, JP
林天福
Director 董事



Grace Lau
劉君璧
Director 董事
(Retired on 離任日期 30/04/2012)



James Law
羅發禮
Director 董事



Francis Lee
李躍華
Director 董事
(Appointed since 上任日期 06/05/2012)



Jerry Liu
廖永亮
Director 董事



Joseph Lo
勞建青
Director 董事
(Appointed since 上任日期 26/09/2011)



Kai-Yin Lo, SBS
羅啟妍
Director 董事



Daryl Ng
黃永光
Director 董事



Frank Peters
Director 董事
(Appointed since 上任日期 14/09/2011)



Carrie Willis, SBS, MBE, JP
邱霜梅
Director 董事



Ada Wong, JP
黃英琦
Director 董事



Kevin Yeung
楊棋彬
Director 董事



Danny Yung
梁念曾
Director 董事



Antony Chan
陳志毅
Alternate Director 候補董事



Janet Cheung
張啟秀
Alternate Director 候補董事



Ida Lee
李碧茜
Alternate Director 候補董事



Winnif Pang
彭志江
Alternate Director 候補董事
(Appointed since 上任日期 06/05/2012)



Kelly Sze
施家禮
Alternate Director 候補董事
(Retired on 離任日期 30/04/2012)

MEETING ATTENDANCE

會議出席率

1 April 2011 to 31 March 2012
2011年4月1日至2012年3月31日

MEETING 會議 * [Attendance rate/Total no. of meetings 出席次數 / 會議數目]	Board 董事會	FAC 財務及 行政 委員會	BDC 企業 拓展 委員會	AC 審核 委員會
Board Members 董事會成員				
Dr Victor Lo 羅仲榮博士	6/6	-	7/7	-
Dr Roy Chung 鍾志平博士	3/6	4/4	2/7	1/1
Mr Freeman Lau 劉小康先生 Representative appointed by Hong Kong Federation of Design Associations 香港設計總會代表	4/6	3/4	5/7	-
Representatives appointed by Hong Kong Fashion Designers Association 香港時裝設計師協會代表	3/6	-	2/7	-
Representatives appointed by Hong Kong Designers Association 香港設計師協會代表	5/6	-	6/7	-
Representatives appointed by Hong Kong Interior Design Association 香港室內設計協會代表	1/6	1/4	1/7	-
Representatives appointed by The Chartered Society of Designers 英國特許設計師協會(香港)代表	0/4	-	-	-
Ms Bonnie Chan 陳德姿女士	4/4	-	-	-
Mrs Selina Chow 周梁淑怡女士	4/6	-	-	-
Mr Felix Chung 鍾國斌先生	3/6	-	-	-
Prof John Heskett	1/4	-	-	-
Prof Lorraine Justice	1/1	-	-	-
Mr Frederick Lam 林天福先生	3/6	-	-	-
Mr James Law 羅發禮先生	2/6	-	-	-
Mr Joseph Lo 勞建青先生	1/3	-	-	1/1
Ms Kai-Yin Lo 羅啟妍女士	5/6	-	3/7	-
Mr Daryl Ng 黃永光先生	1/6	-	3/7	-
Dr Carrie Willis 邱霜梅博士	5/6	3/4	-	-
Ms Ada Wong 黃英琦女士	3/6	4/4	-	-
Mr Danny Yung 榮念曾先生	3/6	-	5/7	-
Mr Jerry Liu 廖永亮先生 (Head of Create Hong Kong or his proxy) (創意香港總監或其代表)	6/6	4/4	6/7	1/1

1 April 2012 to 30 June 2012
2012年4月1日至2012年6月30日

MEETING 會議 * [Attendance rate/Total no. of meetings 出席次數 / 會議數目]	Board 董事會	FAC 財務及 行政 委員會	BDC 企業 拓展 委員會	AC 審核 委員會
Board Members 董事會成員				
Dr Victor Lo 羅仲榮博士	1/1	-	1/1	-
Dr Roy Chung 鍾志平博士	1/1	1/1	1/1	-
Mr Freeman Lau 劉小康先生 Representative appointed by Hong Kong Federation of Design Associations 香港設計總會代表	0/1	1/1	0/1	-
Representatives appointed by Hong Kong Fashion Designers Association 香港時裝設計師協會代表	1/1	-	1/1	-
Representatives appointed by Hong Kong Designers Association 香港設計師協會代表	0/1	-	1/1	-
Representatives appointed by Hong Kong Interior Design Association 香港室內設計協會代表	0/1	0/1	0/1	-
Representatives appointed by The Chartered Society of Designers 英國特許設計師協會(香港)代表	0/1	-	-	-
Prof. Cees de Bont	-	-	-	-
Ms Bonnie Chan 陳德姿女士	1/1	-	-	-
Mrs Selina Chow 周梁淑怡女士	1/1	-	-	-
Mr Felix Chung 鍾國斌先生	0/1	-	-	-
Mr Frederick Lam 林天福先生	1/1	-	-	-
Mr James Law 羅發禮先生	0/1	-	-	-
Mr Joseph Lo 勞建青先生	0/1	-	-	-
Ms Kai-Yin Lo 羅啟妍女士	1/1	-	0/1	-
Mr Daryl Ng 黃永光先生	0/1	-	0/1	-
Dr Carrie Willis 邱霜梅博士	1/1	1/1	-	-
Ms Ada Wong 黃英琦女士	1/1	1/1	-	-
Mr Danny Yung 榮念曾先生	0/1	-	1/1	-
Mr Jerry Liu 廖永亮先生 (Head of Create Hong Kong or his proxy) (創意香港總監或其代表)	1/1	1/1	1/1	-

Remarks:

Board – Board of Directors 董事會

FAC – Finance and Administration Committee 財務及行政委員會

BDC – Business Development Committee 企業拓展委員會

AC – Audit Committee 審核委員會

INTERNATIONAL ALLIANCES

國際聯盟

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

以下是一些與本中心密切聯繫的跨國機構，它們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。



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 38 leading design associations in Asia, Europe and the US.

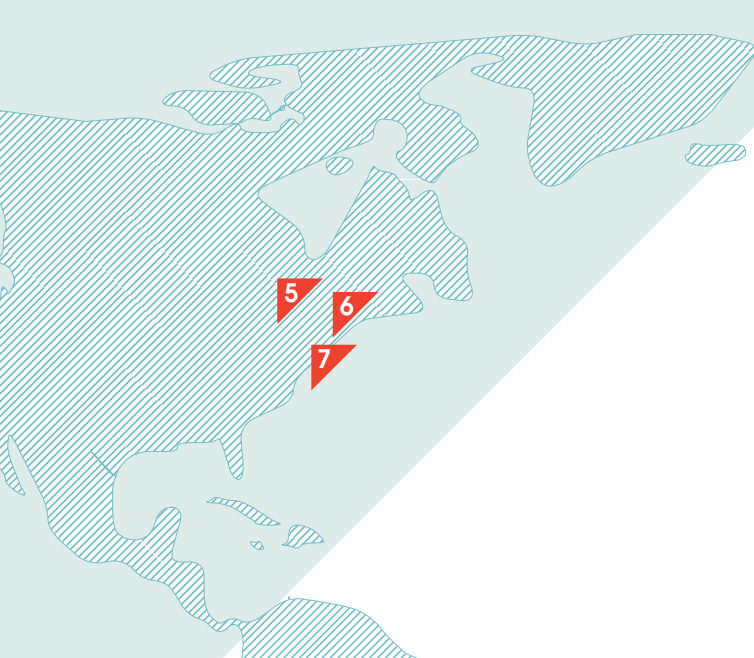
GDN's missions are:

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.

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心議題的網絡。每年的圓桌會議都會設定討論主題。GDN至今已有38個國際頂尖的設計界成員組織，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；及分享跨國大型商業項目的資訊，讓設計業捕捉全球商機。



2

Shanghai Industrial Design Association

上海工業設計協會

The association, whose predecessor was Shanghai Industrial Design Promotion Association, was found in March, 1993. It is a cross-industrial, nonprofit and specialized corporate body which is voluntarily associated by product design enterprises and public institutions and professional designers including industrial designers, the former as the main part. Nowadays, SIDA, with 67 members units and 290 individual members.

上海工業設計協會前身為上海工業設計促進會，成立於1993年3月，是以上海工業系統從事產品設計的企業單位為主體、工業設計工作者等設計專業人員，自願聯合組成的跨行業、非營利和專業性的社會團體法人。協會現有會員單位67家，個人會員290人。

5

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

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。

3



Shenzhen Industrial Design Profession Association (SIDA)

深圳市工業設計行業協會

SIDA, a non-profit community groups, is voluntarily formed by Industrial Design enterprises and Institutions that are able to provide research, manufacturing, sales service on industrial products. SIDA has grown up to with about 200 members of companies. In 2008, HKDC signed a Memorandum of 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」。

6



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，並致力透過設計改善社會、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。



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 Round Table Conference, and Creative Maps. This Alliance serves as a platform for the exchange and promotion of creative businesses from the Mainland, Hong Kong and overseas.

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

4



Taiwan Design Center (TDC)

台灣創意設計中心

To promote the development of the cultural and creative industry, the Taiwan government in 2003 had established Taiwan Design Center, and TDC became officially operational in 2004. TDC has been positioned as an integrated platform to promote creative design. Its main mission is to upgrade original creativity of Taiwanese designers, promote international design exchanges, upgrade market competitiveness of Taiwanese industries, help enterprises build up their own brand, raise value-added of the said industries.

台灣政府為推動文化創意產業發展，於2003年成立台灣創意設計中心，並於2004年正式啟動營運。中心之定位為台灣創意設計發展的整合服務平台，其主要任務為提升設計人才原創能力、促進國際設計交流、加強產業市場競爭力並奠定企業發展自有品牌基礎，提高產業附加價值。

7



Design Management Institute (DMI)

設計管理學院

Founded in 1975, 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。

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