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 HKDC 香港設計中心
 香港設計中心

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Hong Kong Design Centre
香港設計中心

2012-2013
Annual Report 年報


hkdc
Hong Kong Design Centre
香港設計中心

HONG KONG DESIGN CENTRE Annual Report 2012-13

香港設計中心二零一二年至一三年年報

A City
Driven by
Design



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Who We Are

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 its inception in 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。

www.hkdesigncentre.org

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Founding Members 創會成員



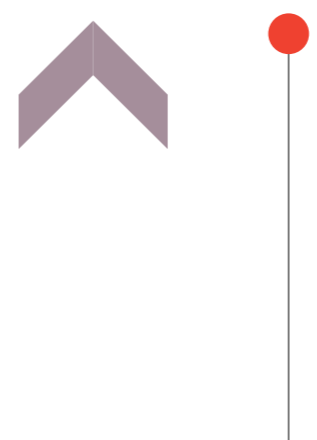
VISION 願景

Establish Hong Kong as a centre of **design excellence in Asia**
推動香港成為 **亞洲設計之都**



Use design and innovation to **drive value creation and improve the well-being of society**
利用設計和創新來 **創造價值及改善生活質素**

MISSION 宗旨



Major Work Directions

我們的工作



Fostering International
Design Promotion & Exchange
國際設計**推廣與交流合作**



Celebrating **Design Excellence**
嘉許**卓越設計成就**



Nurturing **Creative Talents & Designpreneurs**
孕育**創意人才和設計企業家**



Advancing Design
Knowledge & Leadership
提升**設計知識及行政專才領導才能**



Championing
Public Design & Communications
推動**公共設計和溝通**

Message from Chairman

主席的話



The Year of 2012 marked the 10th anniversary of Hong Kong Design Centre. On behalf of our Board of Directors and the design community, I would like to express our heartfelt appreciation to the staunch support from our partners and friends over the past decade.

Through 63 programmes in the "2012 Hong Kong Design Year", HKDC continued to work with its partners to communicate to the public the creativity of local design talent and the broad applications of design. This initiative has successfully heightened public awareness about the power of design, which is a vital part of the fabric of our city, our living, culture and economy.

As a small not-for-profit organisation with strong government support, HKDC has come a long way to become an internationally regarded design promotion institution in Asia. Our programming and efforts are geared towards enlightening thinking, inspiring change and creating value through design and innovation across industries and professions, and connecting people from different professional and cultural backgrounds.

Amidst the expanding global network of creative and design cities, several of our flagship programmes have helped to put Hong Kong on the world

map of design which thrives on creativity, design excellence, design knowledge sharing, cultural exchanges and international partnerships. To help nurture creative talent, HKDC has stepped up its efforts in continuing professional development. The visionary InnoDesign Leadership programme in Asia for top executives, design managers and professionals under the new Institute of Design Knowledge was unveiled in 2012. This programme offers modular courses on design management and innovation taught by market-oriented faculties from internationally reputed design schools in the US and Europe. To advance economic and cultural development, InnoDesign Leadership is a major initiative by HKDC to cultivate our future leaders in the corporate, public and non-profit sectors with design thinking, innovation leadership and enterprising creativity.

We have also seen the government's steadfast commitment, in collaboration with HKDC, to cultivating local design-preneurship through the Design Incubation Programme (DIP). It aims to provide design start-ups with not only financial subsidies but also support services, training and mentorship in business development, technical development and networking. The PMQ project (the former Police

Married Quarters on Hollywood Road due for opening in spring 2014) has continued to be the focus of attention of the local and international design communities. Envisioned as a new address for creative businesses, PMQ is geared towards advancing design entrepreneurship, branding and international cooperation.

To sustain the momentum for the public engagement and communications, we have started the "Designing Change Roundtable Series" towards the end of 2012 HKDY. The series aims to capture views from society leaders, industry captains, practitioners and the public on the wider use of design for creativity, economic developments, urban and cultural enrichment and societal progress. We will continue this initiative to help inform policy making, refine our development directions, strengthen our programming and augment our evidence-based advocacy through research and collective views.

Totally committed to our unique public mission, HKDC will continue to engage widely with stakeholders to promulgate strategic and wider use of design for value creation and social well-being and help to catalyse further use of design at strategic level in public services and works.

2012年是香港設計中心成立十周年誌慶。我謹代表香港設計中心全體董事及設計界全人衷心感謝各位合作夥伴和朋友在過去十年的鼎力支持。

透過「2012香港設計年」的63項活動，本中心與合作夥伴攜手向公眾推廣本地設計人才的創意，並宣揚設計如何在各範疇受廣泛應用，這項目成功加深市民大眾了解設計的力量，明白到設計是城市、生活、文化和經濟不可或缺的一部分。

本中心是一個獲政府大力支持的小型非牟利組織，經過了漫長的努力，現已成為備受國際認可的亞洲設計推廣機構。我們舉辦的項目以及進行的種種工作，目的都是透過跨界別的設計與創新，來啟發思考、驅動改變、創造價值，並促進不同專業及文化背景人士互相連繫。

全球創意及設計都會網絡現正不斷擴張。本中心強調嶄新的創意、優秀的設計、設計知識的共享、文化交流及國際合作的重要性，建立多項旗艦活動，成功協助香港置身國際設計界版圖。為了培育創意人才，本中心進一步加強持續的專業培訓。2012年，新成立的设计知識學院 (Institute of Design Knowledge) 便推出了前所未有的創新設計領袖課程。它專為亞洲的高級行政人員、設計管理和專業人士而設，提供有關設計管理及創新的單元課程，並由國際知名的歐美設計學院派員授課。創新設計領袖課程是本中心的重點項目，旨在為公私營企業和非牟利機構培養未來企業領袖，讓他們具備設計思維、創意及設計管理知識，從而推動經濟發展。

與此同時，政府一直與本中心合作，透過設計創業培育計劃栽培本地設計企業家。

此計劃不但為設計企業家提供財政資助，還透過支援服務、培訓及導師計劃，協助他們發展業務和建立人際網絡。此外，荷李活道的元創方 (由前已婚警察宿舍改造而成的創意項目，於2014年春季啟用) 將繼續成為本地及國際設計界的焦點。元創方是所有創意企業以設計創價的新地標，讓設計企業家創建品牌，進行國際商業配對活動。

為持續推動公眾參與和保持溝通，本中心在「2012香港設計年」踏入尾聲時開展了「設計驅動改變圓桌論壇」，圍繞設計對於促進創意、經濟發展、都市及文化素養及社會創新各範疇關係，藉著這討論平台收集社會和產業領袖、業界人士及公眾的意見。論壇將繼續作為本中心的重點項目，為政府研究及制定推動設計的政策發揮作用。

本中心將一如既往地秉持獨特的公共使命，持續與各界持分者溝通，提倡廣泛及策略地應用設計，以創造價值和改善民生，並鼓勵在公共服務和項目層面上善用設計。

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

Message from Executive Director

行政總裁的話



“A City Driven By Design and A Community Embracing Design”: design has become part of our living, culture and the fabric of Hong Kong. HKDC embraces this spirit with passion and vision. Over the past decade, we have provided the impetus behind Hong Kong’s growing influence as the design city on the global platform. We have contributed to the high degree of recognition for Hong Kong’s efforts in advancing the role of design regionally and internationally.

In our ongoing support of Hong Kong SAR Government’s “2012 Hong Kong Design Year”, HKDC continued engaging a broad spectrum of stakeholders. We aim to eventually pave the way for our involvement in evidence-based advocacy for policy formulation and dissemination of cutting-edge industry information. In the second half of 2012, we continued our work in promoting design excellence and community engagement as well as nurturing design thinking among the younger generation through a plethora of exhibitions and programmes such as Business of Design Week, HKDC Awards, the World Design Summer Camp. These events highlight the power and value of design and its significance for Hong Kong’s socio-economic and cultural developments. Design is not only

a serious business and a source of creativity; it is also the vital enabler linking creativity with innovation. We have continued to promote use of design in businesses, cross-disciplinary collaborative innovations and enterprising creativity. We also utilise public service design to engage the community. A case in point is the Park Deco @ Cornwall Street Park. Emblematic of collaborative innovations and the power of co-creation, this project showcases a human-centric design approach to creating new user experience.

As part of our public mission, we advocate design knowledge, leadership and management and enterprising creativity. We have engaged thought leaders in our society, executives and practitioners across many disciplines to acquire design knowledge and appreciate the power of design. One example is the Institute of Design Knowledge (IDK) that aims to advance design knowledge among CEOs, MBAs and seasoned creative professionals. Through small-group learning, IDK inspires cross-disciplinary co-creation that will help shape Hong Kong as an innovation hub. It also helps to foster a game-changing mindset and enables top executives to instil a culture of design and innovation in their organisations.

In cultivating enterprising creativity, HKDC has assumed management responsibility of the Design Incubation Programme in May 2012. The programme is funded by the government and administrated by HKDC to provide a platform for young design-preneurs to establish their creative businesses. Apart from receiving rental subsidies to office accommodations, the participants also benefit from mentorship and subsidy for technical and marketing support that help enhance their business knowledge and strategic thinking for business development.

We anticipate the soft launch of the PMQ (former Police Married Quarters on Hollywood Road) in spring 2014. HKDC is proud to be a collaborator of this exciting project. It provides a unique platform for championing enterprising creativity. Through exchanges with other businesses and design practitioners at local, regional and international levels, PMQ will become a new address for creativity, design and innovation.

Amidst global design-led transformation and creative city making, it is vital for Hong Kong to stay ahead of competition. HKDC advances its design advocacy with a range of impactful

initiatives. The “Designing Change Roundtable Series” represents our first step in fostering positive engagement and dialogue with key stakeholders across sectors in society, with a focus on instigating positive change for Hong Kong to go forward as a smart city through design and innovation. It paves the way for evidence-based research, supporting policy and industrial developments.

HKDC will continue to advocate design leadership and enterprising creativity. Together with our partners and the design and business community, we will continue to elevate Hong Kong’s position as a regional and international design hub in Asia, through design promotion, education and international collaborations across professions, industries and societies. We will also step up efforts to promote our designers and good design, enhancing our design influence in Asia.

「創意城市設計驅動，為香港成就設計願景」：設計已融入我們的文化和生活，成為香港不可或缺的一部分。這既是香港設計中心熱切擁護的信念，也是我們銳意發揚的精神。過去十年，我們致力推動香港成為設計之都，使這都市在國際設計舞台上的影響力與日俱增；今天，香港設計師在亞太區和全球的設計獲高度認可，我們樂見香港設計中心的推廣工作取得一定的成效。

2012至13年度，本中心繼續支持香港政

府主辦的「2012香港設計年」，並持續與眾多持分者合作。我們的目標是以實證為本，推動政策發展，並推廣尖端的设计資訊。2012年下半年，我們繼續推廣優秀設計和推展社區參與，舉辦「設計營商周」和「香港設計中心設計獎」又舉辦環球設計夏令營等不勝枚舉的展覽和活動，從而培養新一代的設計思維。這些活動彰顯設計的力量和價值，亦展示了設計對香港經濟、社會及文化發展的重要性。設計不只是一項重要的產業，也不單是創意的泉源，更是創意和創新之間極其重要的連繫。我們一直推廣商用設計、推動跨界創新和「設計企業家精神」，又透過公共服務設計，讓社區從中參與。「歌和老街潮裝公園計劃」就是一個好例子，它不單標誌著跨界創新和共同協作的力量，還印證以人為本的设计如何創造和豐富用家體驗。

推廣設計的知識、領導才能、管理能力和設計企業家精神，均是本中心的公眾使命。我們致力聯繫本港意見領袖、各界行政人員及從業員，讓他們認識設計，體會設計的力量。例如，於本年度創立的设计知識學院，目標便是提升企業領袖、工管碩士和資深創意產業從業員的设计知識。學院採用小班教學模式，鼓勵跨界協作創新，目的是推動香港成為創新之都，並帶動革新思維，鼓勵高級行政人員為企業注入設計和創新的文化。

在培育設計企業家方面，本中心於2012年5月開始管理「設計創業培育計劃」。該計劃由政府資助，為年輕的设计企業家提供一個打造創意企業的平台。參加者不但可以獲得辦公室租金資助，亦可獲得技術及市場推廣方面的支援，還可從導師身上學習，提升營商知識，加強企業發展所需的策略性思維。

元創方（荷里活道前已婚警察宿舍）計劃於2014年春季試業，本中心很榮幸能參與這項振奮人心的計劃。元創方是一個發揚創意及設計企業家精神的獨特平台，希望透過本地、亞洲地區和國際企業及設計從業員互相交流，晉身成為創新和设计的新地標。

設計主導轉型，創意城市的發展建設正席捲全球，香港必須努力求進，才能保持競爭優勢。為此，本中心致力推展具社會影響力的活動，第一步是舉辦「設計驅動改變圓桌論壇系列」，讓社會各界的主要持分者積極投入參與，互相對話，務求通過設計和創新，推動香港作出各種正向的轉變，成為世界最前沿的時尚之都。是項活動亦為研究、政策支援及產業發展奠下紮實的基礎。

本中心將會繼續發揚設計領袖才能及設計企業家精神。我們會與合作伙伴、設計行業和商界同心協力，透過設計推廣、教育以及跨界別、跨國的協作計劃，提升香港作為亞洲及國際設計之都的地位。我們會更努力推廣本地設計師及其優秀創作，增強香港在亞洲設計界的影響力。

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

OVERVIEW OF HKDC'S ACTIVITIES AND PROGRAMMES

年度回顧



Discover Design
設計體驗營

P 48-49



Business of Design Week (BODW) 2012
設計營商周2012

P 20-29



Creative Ecologies+
創意生態+

P 64-65



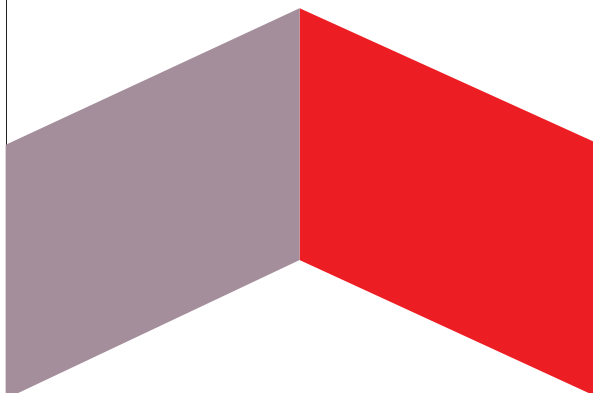
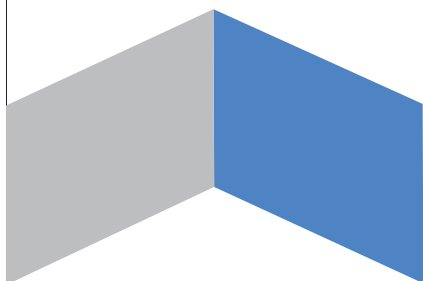
International Design Summer Camp Programme – World Design Summer Camp
「環球設計夏令營」活動

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HKDC Awards
香港設計中心設計大獎

P 34-41





**Park Déco @
Cornwall Street Park**
潮裝歌和老街公園
P 60-61



**Terracotta Warrior Inspired
Design Exhibition**
由兵馬俑啟發設計展覽
P 47



2012 Hong Kong Design Year
2012 香港設計年
P 74-81

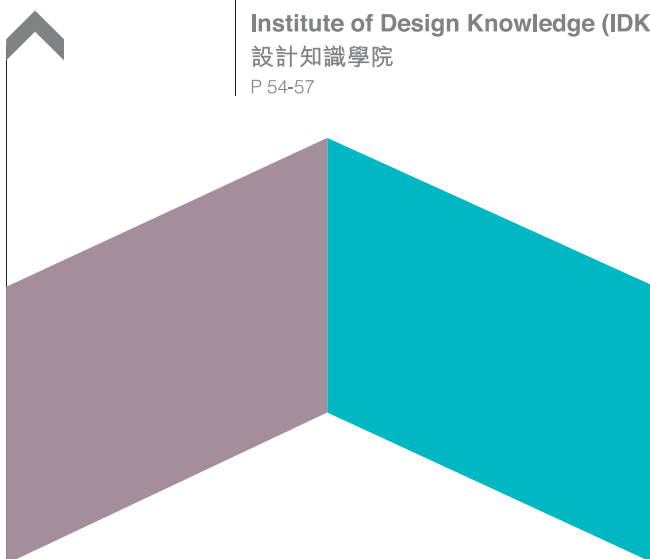
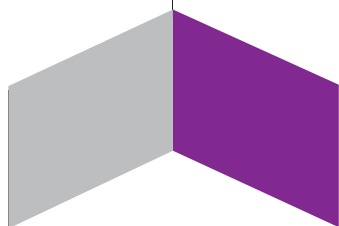
A Community Embracing Design



DESIGN MART 2012 @ K11
設計市集 2012 @K11
P 46



Institute of Design Knowledge (IDK)
設計知識學院
P 54-57



2013

ONGOING



HKDC Library
香港設計中心圖書館

Hong Kong Design Directory
香港設計指南

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

3,200 +
Design Books & Magazine 設計書刊數量

MAR



Designing Change Roundtable Series – 2nd roundtable on Design and Economy
設計驅動改變圓桌會議系列 - 設計 • 經濟

APR

"Ink & Design" Book Talk
「生活在書法與設計中」新書講座

ONGOING



Design Incubation Programme (DIP)
設計創業培育計劃
(May 2012 -Mar 2013)

40
Incubation under DIP 新創設計公司參與

2013

JAN



International Museum Day 2013, Hong Kong Design To Empower – Mascot Design Competition
香港國際博物館日 從「設計思維」出發—吉祥物設計比賽
(Jan – May 2013)

"Ink & Design"
《書法與設計》
(Published in Jan 2013)

"Design Walk Across Hong Kong"
《香港城區設計散步》
(Published in Jan 2013)

"Design Walk Across Hong Kong" Book Launch Seminar
《香港城區設計散步》新書發佈講座

284
No. of Entries 參賽作品

DEC



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

Education Corner 2012
學生園地2012

Business of IP Asia Forum (BIP Asia) 2012
亞洲知識產權商論壇2012



HKDC Awards cum 10th anniversary Gala Dinner
香港設計中心設計大獎暨十周年頒獎晚宴

Memorandum of Understanding with Seoul Design Foundation
與首爾設計基金會簽訂合作備忘錄

2012 Hong Kong Design Year 2012香港設計年



HKDY – DESIGN JAM PARTY

2,600,000 +
Total Participants 全年參與人次

DEC

BrandAsia Conference
品牌亞洲論壇

Shenzhen User-Experience & Industrial Design Forum
深圳用戶體驗與工業設計論壇

YIC Design Exchange
青年工業家協會論壇



BODW FORUM
設計營商周論壇



Global Design Network (GDN)
國際設計組織聯席會議

DFA Award 亞洲最具影響力設計獎



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

70 +
World-renowned speakers 全球知名講者

832
No. of Entries 參賽作品

NOV

DETOUR 2012 (Nov – Dec 2012)



HKDY - Design, I Say@DETOUR 2012
設計，我話@DETOUR 2012 (Nov – Dec 2012)

The Ambassadors' Ball 2012
香港設計大使籌款晚宴 2012

DEC



Business of Design Week (BODW) 2012
設計營商周 2012

Technology for Design Seminar
科技與設計研討會

DesignEd Asia Conference 2012
設計教育亞洲會議 2012

100,000 +
Participants 參加人數

NOV

HKDY Master Talks - Talk 5
「香港設計年 名師對話」系列



Creative Ecologies+
創意生態+
(Nov 2012 – Jan 2013)

Designing Change Roundtable Series – 1st roundtable on Design · Culture · Society
設計驅動改變圓桌論壇系列 - 設計 • 文化 • 社會

2012 HKDY-Design Bus Tour
2012香港設計年 — 巴士設計遊 (Nov – Dec 2012)

32,000
Visitors 參觀人次

OCT



DESIGN MART 2012 @K11
設計市集

American Express Hong Kong Wine and Dine Month 2012 x 2012 HKDY
美國運通香港美酒佳餚月 x 2012 香港設計年：
巨型酒瓶藝術裝置
(Oct –Nov 2012)

157,000
Visitors 到訪人次

AUG



SmartHK Hangzhou
轉型升級 • 香港博覽

SEP

Hong Kong Taiwan Cultural Cooperation Forum - Second Edition
第二屆港台文化合作論壇

TV Programme “DIY2K”
(Sep – Dec 2012)

JUL



Ingenuity Follows Nature: A Poster Exhibition of Asian Designers & Tong Yang-Tze's Calligraphy (HK Edition)
「妙法自然」—「董陽孜 x 亞洲海報設計暨文創跨界創新展」
(香港站)
(Jul – Aug 2012)

2012 HKDY@Hong Kong Book Fair 2012

2012香港設計年@香港書展 2012

2012 3rd SZ-HK Culture Creative Forum
第三屆深港文化創意論壇

AUG



InnoDesign Leadership Programme under Institute of Design Knowledge (IDK)
(Launched in Aug 2012)

HKDY – “Design, I Say” Launching of Website
香港設計年—「設計，我話」網頁啟動
(Mar – Dec 2012)



Terracotta Warrior Inspired Design Exhibition
由兵马俑啟發設計展覽
(Aug –Sep 2012)

100 +
No. of Events/Activities 行活動及專人負責項目

2012

JUN



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
(Jun – Oct 2012)

2012 HKDY x Yahoo! Emotive Design

2012香港設計年 x Yahoo! 感情設計
(Jun – Aug 2012)

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

JUL



International Design Summer Camp Programme – World Design Summer Camp
「環球設計夏令營」活動



Discover Design
設計體驗營

Parents and Kids Workshop - Terracotta Warrior Robots
秦俑機械人設計親子工作坊
(Jul – Aug 2012)

150 +
No. of Alumni 歷屆學員

100
Participants 參與學生

2012



HKDC 10th Anniversary

香港設計中心十周年誌慶

Since its establishment in 2002, HKDC's commitment has been to make contributions in advancing Hong Kong into "A City Driven by Design and A Community Embracing Design". Its efforts have helped deepen the understanding among various stakeholders in society, across professions as well as the general public that design provides the strategic thrusts for creativity and innovation, and is an integral part of our city's fabric covering culture, living and economy.

A non-profit organisation, HKDC is the strategic partner of the Hong Kong SAR Government in its drive to develop Hong Kong into an international design hub in Asia. HKDC aims to fulfil this public mission through various work directions: championing the strategic and wider use of design to create business value and community benefits; promoting and celebrating design excellence; and educating the professions and the community to be resourceful champions for sustained development through design and innovation. To achieve these objectives, HKDC has spearheaded multiple initiatives. Its flagship event "Business of Design Week" has gained the reputation as the 'must attend' networking

platform for the global creative and business communities. The "HKDC Design Awards" programme has won global recognition and attracted top-quality entries from around the world. The "Knowledge of Design Week" inspires creativity and unveil design trends through sharing and learning design knowledge while the Institute of Design Knowledge advocates advanced design knowledge management and instill creative innovation on a professional and management level. The "Entrepreneurship for Design and Creative Business Programme" helps cultivate design-preneurs. Hong Kong's younger generation has been engaged in the exploration of design thinking through such programmes as "Discover Design" and "Design to Empower".

To celebrate its 10th anniversary, HKDC organised the "HKDC Awards cum 10th Anniversary Gala Dinner" on December 7, 2012. As a major highlight of BODW, the event was also the platform to honour the winners of 2012 HKDC Awards. Celebrating design excellence with HKDC at this glittering evening were approximately 1,000 guests, including policy makers, business leaders, design masters, opinion leaders, design practitioners,

professionals and friends of HKDC from Hong Kong and overseas. The evening's Guest of Honour, Susie Ho, JP, Permanent Secretary for Commerce & Economic Development (Communications & Technology), presented trophies to winners of the Design Leadership Award, World's Outstanding Chinese Designer Award, and the DFA Lifetime Achievement Award. The evening reached its most exhilarating high point as Ho and guests made a toast for HKDC 10th Anniversary on stage. Another highlight was the premiere screening of the 10th Anniversary Video which provides a summary chronicling HKDC's developments and contributions to Hong Kong's design industry in the past ten years, enriched with images and footages of pervious events and extracts from interviews with individuals close to HKDC. Current developments and future aspirations of HKDC - Innodesign leadership (e.g: IDK & DIP), resourceful design champions, entrepreneurship and design for social innovation are also featured in the video.

10th
anniversary
Hong Kong Design Centre



In addition to the 10th Anniversary Video, HKDC marked this important milestone through other promotional channels and items. The 10th Anniversary Souvenir is a gift set with the "Tin Tin Xiang Shang" figurine and a booklet on HKDC's major milestones. It was presented to every guest at the Gala Dinner on 7 Dec 2012. Meanwhile, the 10th Anniversary advertorials were published in 3 major local newspapers and copies were distributed at the Gala Dinner. The 10th Anniversary Panel showcased HKDC's major milestones and 10th Anniversary video to the public at HKDC booth during the IDT Expo from 6 to 8 Dec 2012.

自2002年成立以來，香港設計中心致力朝向「創意城市設計驅動 為香港成就設計願景」的目標邁進，讓社會持份者，各界工商專業人士和公眾深入體會到設計能為創意和創新提供策略性推動力，並同時與我們的城市、文化、生活和經濟息息相關，環環相扣。

香港設計中心是非牟利機構，擔當政府策略夥伴，以推動香港成為亞洲設計之都為目標，並通過三大工作目標達成推動為社會而設計的公共使命：提倡廣泛及策略地應用設計，為企業和社會創造價值；推廣及表揚傑出的設計；並教育各界專業人士和公眾，加強運用設

計與創新思維，促進社會各領域可持續發展。為達到這些目標，香港設計中心推展一系列活動。旗艦活動「設計營商周」已是全球創意業和商界公認不容錯過的國際交流平台；「香港設計中心設計大獎」備受國際推崇，雲集世界各地最頂尖的參賽作品；「設計智識周」以知識啟迪無限創意及學習和分享設計發展趨勢；「設計知識學院」則向專業人士和企業管理層教授高階設計管理知識和啟發創新思維。「志在創業——設計與創意工業」課程培育了不少設計企業家；「設計體驗營」和「從『設計』思維出發」等活動讓香港年青一代深入探索設計思維。

香港設計中心於2012年12月7日籌辦「香港設計中心十周年暨頒獎晚宴」，歡慶成立十周年紀念。晚宴是設計營商周的重點節目，亦是香港設計中心表揚香港設計中心設計大獎得主。是夜冠蓋雲集，共有約1,000名來賓一同表揚傑出設計領袖，來賓包括決策官員、商界領袖、設計大師、意見領袖、設計從業員、專業人士及香港設計中心本地和海外的各方友好。香港特區政府商務及經濟發展局常任秘書長（通訊及科技）何淑兒太平紳士擔任主禮嘉賓，頒發設計領袖大獎、世界傑出華人設計師及亞洲設計終身成就大獎。主禮嘉賓與眾賓客在台上為香港設計中心十周年互相祝酒慶賀，成為當晚之亮點。另一項重點環節是十周年影片首映，它概述了香港設計中心過去十年的發展，並包含過往成就及對推動香港設計的貢獻，內容包括香港設計中心夥伴的訪問和歷年活動和項目的片段精華。



The 10th Anniversary Souvenir "Tin Tin Xiang Shang" 為紀念香港設計中心成立十周年製作的「天天向上」模型

影片亦介紹了香港設計中心最新項目和預視機構未來發展，包括領導創新設計（例如設計知識學院和設計創業培育計劃）、善用設計策略，並以社會創新為目標推廣設計和企業家精神。

除了十周年影片，香港設計中心還通過其他推廣渠道和珍藏品紀念這個重要里程碑。十周年紀念套裝包括「天天向上」模型像和刊載香港設計中心歷來重要里程碑的紀念冊，同樣於12月7日的周年晚宴送贈予每一位來賓留念。與此同時，香港設計中心十周年專題特輯亦刊登於三份主要本地報章，並於周年晚宴上派發。12月6至8日的設計及創新科技博覽會上，香港設計中心特別設計十周年展版，與及播放十周年影片，詳盡展示香港設計中心的發展里程。



10th Anniversary Video highlights major milestones of HKDC in the past ten years 香港設計中心十周年影片紀錄了中心走過十年的重要里程碑

Fostering International Design Promotion & Exchange

國際設計
推廣與交流合作





INDEX
DESIGN
TO IMPROVE
LIFE®

HKDC leverages its global networks and connections to forge and strengthen collaborations among players in the design, business, professional and academic sectors through various platforms on local and international fronts.

香港設計中心透過全球網絡及聯繫，驅動本地和國際設計、商界、專業界別及學術界利用多元化平台促進交流和合作。

Business of Design Week (BODW) 2012

設計營商周2012



3 - 8 Dec 2012

Corporations around the world have increasingly harnessed design to create value, reduce costs, elevate profitability and brand equity. Into its eleventh year of putting Hong Kong in the limelight in Asia, HKDC's annual flagship event BODW has been the premium platform for idea exchange among Asia's foremost innovative design thinkers and business leaders. Dedicated to design, innovation and brands, the event was also the finale of "2012 Hong Kong Design Year". Over 70 world-renowned business leaders and designers were featured in this year's BODW. They shared insights on a wide array of topics, ranging from "How to Explore Technology and Design" to the "Latest Global Brand Management Strategy". Through an unrivalled series of forums, seminars, exhibitions and outreach programmes, BODW has inspired dialogue and idea exchange among designers, business leaders, policy makers, educators, SMEs, and the public. The week-long BODW encompassed a total of 14 concurrent events. BODW has

helped update the participants on the emerging global design trends and the latest know-how to applying design in business in order to sharpen competitive edge.

To promote the closer collaboration between Hong Kong and prominent design hubs around the world, BODW introduced the partner country concept in 2004. Denmark, recognised worldwide for its unique design ethos, was the partner country this year. Under the theme "Design Society Denmark", leading design masters from the country shared their inspirational ideas and insights in a diverse range of disciplines, including furniture, household products, architecture and designs for social innovations. In collaboration with INDEX: Design to Improve Life, this year's BODW featured the new programme track "Design for Society" to spotlight how design was used to improve living.

Ron Arad
Acclaimed product designer & architect in UK
英國傑出產品設計師暨建築師

Over 100,000 individuals took part in BODW 2012 to share insights and experience, get inspired and network. The signature event also attracted more than 260 media participants from around the world. The impressive attendance and enthusiastic responses generated by BODW have reaffirmed its status as one of Asia's most significant international events. Belgium is the partner country for BODW 2013.



Denmark was the partner country of BODW 2012, His Royal Highness Crown Prince Frederik and Her Royal Highness Crown Princess Mary participated in the annual Asia's leading event on design in Hong Kong.

丹麥是「設計營商周2012」之夥伴國，丹麥王儲費雷德里克王子和瑪麗王妃親臨香港出席此年度設計盛事。

14
concurrent
events
同期活動



世界各地的企業愈趨重視和善用設計，藉此創造價值，減低成本，提升盈利能力和品牌資產。香港設計中心的旗艦項目設計營商周踏入第十一年，致力把全球設計、創新和品牌創見聚焦香港，這個亞洲矚目設計盛事，是讓亞洲最卓越、最富創意的設計思考家與商界領袖交流的平台。今年度，它更是「2012香港設計年」的壓軸項目，雲集超過70位舉世知名的商界領袖和設計師任嘉賓講者，圍繞多元化的議題分享經驗和獨到見解，包括「探討在網絡開展集思廣益的新機遇」及「了解全球最新品牌管理策略」等。透過一系列口碑載道的論壇、研討會、展覽和外展活動，設計營商周讓設計師、商界領袖、政策制定者、教育家、中小企以及公眾互动交流，引發創意。本年度共有14項同期活動，除了設計營商周論壇，還有冠蓋雲集的香港設計中心設計大獎暨十周年頒獎晚宴等。多項精彩活動讓參加者緊貼全球最新設計趨勢，了解設計在商業上的最新應用，從而加強競爭優勢。

為促進香港與全球設計之都更緊密協作，設計營商周自2004年起推行夥伴國概念。本年夥伴國是設計理念別出心裁的丹麥，緊扣其一直秉承的「丹麥設計社會」之理念，多位丹麥設計大師分享不同專業領域的創新洞見，包括家具、家庭用品、建築以至社會創新設計。而且，更與丹麥的 INDEX: Design to Improve Life 合作，於設計營商周論壇增設全新專題討論環節「為社會設計」，展示設計如何改善生活。



Thomas Heatherwick
Celebrated cross-disciplinary UK designer
英國著名跨界設計師

設計營商周2012吸引逾100,000人參與、分享經驗和啟發新思維。同時獲逾260家中外媒體報道。參與人數創歷年新高，而且引起熱烈迴響，設計營商周已發展成為亞洲區內的年度國際設計盛事。設計營商周2013的夥伴國為比利時。

100,000+
participants
參加者



Daniel Libeskind
Internationally renowned architect
國際知名建築大師



The Honourable guests Leung Chun-yan (4th left), Chief Executive of HKSAR and Prince Frederik (4th right), Crown Prince of Denmark, unveil the BODW 2012 with Dr Victor Lo, Chairman, Board of Directors of HKDC (3rd left), Freeman Lau, Vice-chairman, Board of Directors of HKDC (3rd right) and representatives of co-organisers and Hong Kong design associations.

主禮嘉賓香港特別行政區行政長官梁振英（左四）、丹麥王儲費雷德里克王子（右四）聯同本中心董事會主席羅仲榮博士（左三）、董事會副主席劉小康（右三）及一眾協辦機構和香港設計組織代表，為「設計營商周2012」揭幕。

BODW Forum

設計營商周論壇



6 – 8 Dec 2012

Andrew Grant
UK landscape architecture pioneer
英國景觀設計先驅

A glittering line-up of prominent design leaders was featured in the BODW 2012 forum. It consisted of 2 plenary sessions and 8 tracks, including "Brands & Design", "Space & Design", "Fashion & Apparel", "Product & Design", "Design for Society", "Asian Design & Culture", "Culture & the City", and "Communication & Design".

and missions of Denmark, the partner country of BODW 2012. Acclaimed product designer and architect Ron Arad in the United Kingdom, and industrial designer Richard Sapper from Germany, shared their insights and experiences in formulating cutting-edge designs.

The plenary session of day 2 was opened with such heavyweights as Andrew Grant of Grant Associates in the UK, a leading light of landscape architecture within sustainable development. From the Netherlands, Winy Maas, founder of architecture and urban planning firm MVRDV, and Daniel Libeskind of Studio Libeskind in the United States, captivated the audience with their visions of contemporary architecture.

The 3-days BODW Forum gathers many design influencers to share inspiring ideas, such as Thomas Heatherwick, the designer of 2012 London Olympic Cauldron and the award-winning UK Pavilion at the Shanghai World Expo 2010. Recognised as an important voice in new generation of architects, Ma

Yan Song, founder of MAD Architects and from the Mainland China also conducts a creative speech. Architect Kazuyo Sejima, founder of SANAA in Japan and one of the winners of the Pritzker Architecture Prize 2010, ended the forum on a high note as its closing speaker.

設計營商周2012論壇雲集多位聲譽卓著的設計領袖。活動涵蓋兩個重點會議及八個專題討論環節，包括「品牌與設計」、「空間與設計」、「時尚與服飾」、「產品與設計」、「為社會設計」、「亞洲設計與文化」、「西九文化與大都會」以及「傳訊與設計」。

由多位舉足輕重的丹麥設計領袖任演講嘉賓的重點會議，為論壇揭開序幕，其中包括 INDEX: Award 的 Kigge Hvid 和丹麥設計中心的 Nille Juul-Sørensen，均概述了設計營商周2012夥伴丹麥的設計創見和使命，為論壇提綱挈領。而英國傑出產品設計師暨建築師 Ron Arad 以及德國現代工業設計大師 Richard Sapper 則分享構思頂尖設計的智慧和經驗。

第二天的重點會議同樣雲集重量級講者，由英國 Grant Associates 的景觀建築設計及可持續發展先驅 Andrew Grant 率先主講。荷蘭 MVRDV 建築及城市規劃公司創辦人 Winy Maas，與及負責規劃多項世界知名建築，包括紐約世貿中心遺址 Ground Zero 的 Daniel Libeskind 大談對當代建築的卓見，令聽眾讚嘆萬分。

三天的論壇均匯聚全球當時得令的設計翹楚，包括2012年倫敦奧運會聖火台、上海世博英國館設計師 Thomas Heatherwick；來自中國的新世代建築師馬岩松等。壓軸講者為2010年普立茲克獎得主之一的日本 SANAA 創辦人暨建築師妹島和世，其閉幕演講為論壇劃上完美句號。



Kazuyo Sejima 妹島和世
Japanese renowned architect
日本當代名建築師

BODW Concurrent Event

設計營商周同期活動

DETOUR 2012



30 Nov – 16 Dec 2012

The historic building, the former Wan Chai Police Station, and Wan Chai Police Married Quarters were transformed into an exhibition hub and the starting point for artists from around the world to experiment with their artistic interventions, like sparkling insects, into the public realm. Under the theme "DETOUR 2012: Design Renegade", co-curators John Bela of Rebar in the

United States and independent curator Justine Topfer collaborated with artist and creative director Aidan Li in Hong Kong to develop the exhibition. Featuring Wan Chai as the backdrop, the event aimed to engage an international team of artists and designers in exploring the usage of space against limited resources and to optimise public well-being through the use of public space.

Organised by the Hong Kong Ambassadors of Design, a not-for-profit sister organisation of HKDC, this year's DETOUR was the biggest ever, drawing over 60,000 participants to a diverse range of events, including art installations, workshops, Hong Kong Designers' Exchange, Maker's Fair, seminars and screenings.

香港重要的歷史地標之一——前灣仔警署，搖身一變為展覽集中地，讓世界各地的藝術家和設計師在此公共空間發表作品。DETOUR 每年均為大眾帶來驚喜，2012年以「非常——瞬變公共空間」為主題，美國創作單位 Rebar 主腦 John Bela 及獨立策展人 Justine Topfer，聯同本地藝術總監李家焯攜手策劃展覽。活動以灣仔為背景，邀請來自五湖四海的藝術家和設計師以有限資源，探索如何活化公共空間，提高市民的生活質素。DETOUR 由香港設計大使（香港設計中心姊妹機構）主辦，本年度多項嶄新節目在主要場地前灣仔警署及前灣仔已婚警察宿舍登場，包括裝置藝術、工作坊、Hong Kong Designers' Exchange、Maker's Fair、講座和電影放映會等，參與人次創60,000人新高。



BODW Concurrent Event

設計營商周同期活動

Technology for Design Seminar

科技與設計研討會



3 Dec 2012

New media and advanced technologies have helped corporations and designers explore new frontier and expand business opportunities. This year's Technology for Design Seminar was organised by HKDC

in collaboration with the Swedish media cluster Media Evolution. Under the theme "Kickstarting Collaborative Innovation Online – Getting your fans involved and even fund your next project", world-class experts discussed cutting-edge know-how and the newest trends in crowdfunding and crowdsourcing with

the participants. Keynote speakers flew in for the occasion from around the world. They included Jeremy Fisher of Wander from the United States, Martin Thörnkvist of Media Evolution and Hanna Sköld of Tangram Film,

both from Sweden, Kohei Nishiyama of CUUSOO.com in Japan, and Nicholas Wang of Makible.com in Hong Kong. The half-day seminar attracted 200 international and local participants from various professional backgrounds, including educators, designers, technology and research as well as senior management executives.

新媒體和先進科技能讓企業和設計師開拓新領域，探索新商機。本年度的科技與設計研討會由香港設計中心和瑞典媒體組織 Media Evolution 合辦，主題為「網絡集思新機遇」。多位國際專家與參加者暢談網絡群眾集資及集體創作的最新和最新趨勢。主題講者來自世界各地，包括美國 Wander 之創辦人 Jeremy Fisher、瑞典 Media Evolution 的 Martin Thörnkvist 和 Tangram Film 的 Hanna Sköld、日本 CUUSOO.com 創辦人西山治平，以及香港 Makible 網站的 Nicholas Wang。半天的研討會吸引來自海外和本地逾200名專業人士參與，包括教育家、設計師、科研以至高層管理行政人員。

BODW Concurrent Event

設計營商周同期活動

DesignEd Asia Conference 2012

設計教育亞洲會議2012



4 - 5 Dec 2012

Design is at the forefront of cross-disciplinary development. Knowledge and expertise from such diverse disciplines as computer science and psychology have profoundly influenced a broad range of design applications, encompassing digital games and public spaces. In its 8th edition, the conference features presentations, panel discussion, paper presentations to disseminate insights from leaders in various fields under the theme "Incorporating Disciplinary Dynamics

into Design Education". The organisers were the School of Design, The Hong Kong Polytechnic University and the Hong Kong Design Institute of VTC Group. HKDC was the co-organiser. The conference was organised by the School of Design, The Hong Kong Polytechnic University and the Hong Kong Design Institute of VTC Group and co-organised by HKDC. This year, foremost Danish educators were featured prominently in the line-up of speakers as Denmark was the partner

country of BODW 2012. They included Elsebeth Gerner Nielsen, rector of Kolding School of Design and Vinay Venkatraman, founding partner of Copenhagen Institute of Interaction Design. Over 410 individuals attended the event, ranging from design educators, design researchers, trend analysts, practising designers to design-related professionals and students.

在跨學科發展中，設計往往走在最前沿。不同領域的專業知識均對設計應用有深遠的影響，就如電腦科學以至心理學，大大改變電子遊戲的發展和公共空間之設計。設計教育亞洲會議踏入第八屆，不同界別的領袖透過專題演講、圓桌討論和論文發表，圍繞本年主題「進入設計教育」發表獨特見解。會議由香港理工大學設計學院和職業訓練局轄下的香港知專設計學院主辦，香港設計中心協辦。設計營商周2012的夥伴國丹麥也有多位著名教育家擔任講者，包括Kolding設計學院院長Elsebeth Gerner Nielsen和哥本哈根互動設計學院聯合創辦人Vinay Venkatraman。逾410人參與會議，包括設計教育家、設計研究員、趨勢分析師、執業設計師、設計相關專才和學生。

BODW Concurrent Event

設計營商周同期活動

Brand Asia Forum

品牌亞洲論壇



5 Dec 2012

The diverse approaches to beefing up the brand management and brand-building capabilities in Asia were explored at this forum. Organised by HKDC, the forum featured two sections: "CEOs and Brands" and "Brands in Asia". There were over

350 participants, including those from the design and creative industries, education, and executives of brands and marketing and senior management. They learned about diverse methods of building, growing and sustaining a brand over time – especially in response to demographic, geographic, and macroeconomic changes. The participants also received insights from the leading experts. They included Suzanne Santos of Aesop in Australia who discussed the issue of brand integrity under pressure to conform; Stephen Fairchild of Pandora in Denmark who shared his experience in building the emotional connection through design; and Mads Ryder of Royal Copenhagen in Denmark, who looked at the

simultaneous design revitalisation and turnaround of the 237-year-old company.

是次論壇探討在亞洲區內強化品牌管理和品牌創建能力的多種方法。論壇由香港設計中心主辦，分為兩部分：「CEO與品牌管理」及「品牌在亞洲」。參與人次逾350人，分別來自設計、創意產業和教育界，亦有品牌和市務行政人員和管理高層參加。他們體會建立、發展和長遠維繫品牌的各種竅門，尤其是應對人口、地理和宏觀經濟變遷之道。參與者還能向多名專家取經——澳洲Aesop的Suzanne Santos講解在潮流壓力下如何維持品牌的完整性；丹麥Pandora的Stephen Fairchild分享通過設計來建立感性連繫的經驗；丹麥Royal Copenhagen的Mads Ryder則探討其具237年悠久歷史的公司如何活化和蛻變。

BODW Concurrent Event

設計營商周同期活動

Shenzhen User-Experience & Industrial Design Forum

深圳用戶體驗與工業設計論壇



5 Dec 2012

Design is an important element in helping manufacturers in Mainland China to move up the value chain. The Shenzhen Industrial Design Profession Association continued to organise the Shenzhen User-Experience & Industrial Design

Forum to update the local trade on the new global trends. The event attracted over 400 individuals from the design and business communities. At the morning "High-end Forum", addressing the issue of positive design impact was Daniel Szuc of

Apogee in Australia. Jonas Sverdrup of Seidenfaden Design in Denmark shared his thoughts on branding from the perspective of cultural differences between China and Europe. Mikkel B. Rasmussen of ReD Associates in Denmark discussed how making insights could drive winning strategies. Five workshops were held in the afternoon, including "design x media" and "personal products x corporate products".

善用設計是助中國製造業進一步升級轉型的關鍵要素。深圳市工業設計行業協會再度主辦深圳用戶體驗與工業設計論壇，讓本地產業認識全球的最新趨勢。活動吸引逾400位設計和商界精英。在上午的「高峰論壇」，澳洲Apogee Usability Asia的Daniel Szuc談論了何謂積極的設計效力；丹麥Seidenfaden Design的Jonas Sverdrup從中國和歐洲的文化差異角度，闡述對品牌化的創見；丹麥創新公司ReD Associates的Mikkel B. Rasmussen則探討如何以洞察力帶來致勝策略。下午舉行了五場工作坊，內容包括設計與媒體、個人與企業產品設計等。

BODW Concurrent Event

設計營商周同期活動

YIC Design Exchange

青年工業家協會論壇



5 Dec 2012

A new concurrent event of BODW, this exchange was designed as a platform for leading companies to share their successful cases of using designs to create value. It was also a match-

making occasion aimed at increasing the networking opportunities for industrialists and designers to forge business partnerships and develop creative products and ideas together.

The event's organisers were the Hong Kong Young Industrialists Council and HKDC. The debut event drew an enthusiastic audience of over 80. The case sharing session featured Giormani's co-founder Kelvin Ng and its designer Jane Tong, Danny Fang of Fang Studio Ltd, and Moiselle's Harris Chan and the company's designer Sekino Keisuke.

這是設計營商周首次舉辦的同期活動，亦是一個全新的平台，讓優質企業分享通過設計來創造價值的成功營商個案。同時提供了一個商業配對的良機，讓工業家和設計師聚首一堂，建立商業夥伴關係，共同發揮創意，開發創新產品。論壇由香港青年工業家協會和香港設計中心合辦，首屆活動吸引逾80人踴躍參加。分享個案的包括茲曼尼創辦人之一兼總設計師吳紹業、方設計室的Danny Fang、慕斯國際創作總監陳柏熹等。

BODW Concurrent Event
設計營商周同期活動

HKTDC Inno Design Tech Expo

香港貿發局設計及創新科技博覽



6 – 8 Dec 2012

Design and creativity could enhance business value and competitiveness via professional design, technology and IP trading services. This is the notion promoted through the HKTDC Inno Design Tech Expo 2012, organised by the Hong Kong Trade Development Council and co-organised by HKDC and the Hong Kong Science and Technology Parks Corporation. The expo is one of Asia's premier design and innovation events and an international marketplace for professional design services, business technology solutions and IP trading. BODW's partner country Denmark worked closely with the expo to showcase an array of inspiring activities and presentations designed to connect

the participants with innovative ideas. Under the umbrella theme "Design Society Denmark", 45 Danish companies showcased their products and solutions underway bettering lives. Celebrated brands as LEGO, Fritz Hansen, Georg Jensen, Bang & Olufsen and Pandora were represented at the Danish pavilion. The expo brought together exhibitors from Hong Kong, mainland China, Germany, Japan, Korea, Macau, Philippines, Switzerland, Taiwan and the Netherlands. A total of 351 exhibitors displayed their latest offerings at the expo.

Highlights of the Inspiration Hall, which was open to the public, included the "Hong Kong Creative

Force" section displaying more than 150 award-winning or recognised works by local creative companies. New elements included crossover projects showcased under the "upcycling" theme. Meanwhile HKDC introduced to the visitors its services and projects at a special pavilion. The HKDC pavilion featured the HKDC 10th Anniversary, 2012 Hong Kong Design Year, HKDC Award-winning projects, an education corner and a book corner.

It also featured "Porous City: Opening the Tower", a joint project between HKDC, The Why Factory and MVRDV. It was an ongoing research project focusing on the design of skyscrapers. In the HKDC



Pavilion, 9 LEGO® towers completed this year at the TU Delft and another 101, which students of Hong Kong universities and practicing architects produced during a workshop, were showcased.

The Trade Hall displayed the holistic solutions for manufacturers, brand owners and business sector provided through commercial design solutions, business technologies and IP trading consultancies. A combined total of 39,247 individuals from the trade and the general public visited the Trade and Inspiration Halls during the 3-day expo.

通過專業設計、科技和知識產權貿易服務，可進一步發揮設計和創意的潛力，提升商業價值和競爭力。這正是香港貿發局設計及創新科技博覽所推廣的信念。由香港貿易發展局主辦，

香港設計中心及香港科技園有限公司協辦，博覽會是亞洲首屈一指的设计和創新盛事，也是專業設計服務、商業科技方案和知識產權的國際貿易平台。設計營商周夥伴丹麥與博覽會緊密合作，通過一系列富啟發性的活動和演說，為參加者送上源源不絕的創新概念。

以「丹麥設計社會」為主題，45家丹麥公司展示其產品和方案，著名品牌如樂高、Fritz Hansen、Georg Jensen、Bang & Olufsen 和 Pandora 均有參展。博覽匯聚了香港、中國大陸、德國、日本、韓國、澳門、菲律賓、瑞士、台灣和荷蘭等地共351家參展商，展示最新設計。

其中「創意館」內的「香港創意力量」展區展示由本地設計師創作、逾150項備

受推崇或揚威海外的獲獎作品。本年度更引入新元素「升級再造」(upcycling)概念的協作項目。同時，香港設計中心設有專題展區，透過與公眾互動交流，介紹其多元化服務和項目，內容包括香港設計中心十周年回顧展、2012香港設計年、香港設計中心設計大獎得獎作品，還有學生園地和Book Corner。

此專題展區亦展示由樂高積木組成的「Porous City: Opening the Tower」模型，由香港設計中心、The Why Factory和MVRDV協力呈獻，是一項探討摩天大樓理想設計的持續研究項目。這次共展出於2012年完成的9座樂高摩天大樓模型，另包括由香港多家專院校的學生和建築師合力建造的101座大樓模型。

「貿易館」則展示一站式商業設計、科技和知識產權交易諮詢服務，為廠家、品牌持有人和商界提供整全的解決方案。為期3天的博覽，共有39,247名業界和公眾人士參觀貿易館和創意館。



BODW Concurrent Event
設計營商周同期活動

Education Corner 2012

學生園地2012

Over 700 Form 3 and above secondary school students from 33 local schools got a taste of creating new products, environments and visual communications. By doing so, they experienced how "Design Advances Living", which was the theme of this annual programme. A total of 35 workshops were organised for the participating students to tap their design and creative talent. Their completed works were on public display at the exhibition booth. Recognised as a leading design education programme, Education

Corner was organised by HKDC, in collaboration with the Hong Kong Polytechnic University's School of Design and Hong Kong Design Institute. To give the participants an immersive experience, they were taken on a guided tour of design, brand and innovation exhibits at the Inspiration Hall at the IDT Expo.

來自33所本地中學的700多名高中學生學生園地一嘗設計的滋味，創作多項新產品、環境及視覺傳訊作品，從中體驗本年度主題「設計讓生活昇華」。學生在35個工作坊裡盡情發揮設計和創作天分，作品更有機會即場展覽。是項



6 – 8 Dec 2012

廣獲好評的設計教育活動由香港設計中心主辦，香港理工大學設計學院及香港知專設計學院協辦。大會更安排設計及創新科技博覽導賞團，觀摩創意館的設計、品牌和創新展品，進一步增進學生的體驗。

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



6 Dec 2012

Under the theme "DESIGNING CHANGE - the Making of Creative Cities and Creative Citizenry", this year's GDN let the gathered design thought leaders from Asia and around the world further deepen their mutual understanding and explore the opportunity for future collaboration. The event was kicked off with a luncheon themed "Designing Change for Society Well-being" which aimed

to promote design leadership in the government, business, public and non-profit sector. Sharing their thoughts with the participants were Freeman Lau, Vice-

Chairman, Board of Directors of HKDC; Nille Juul-Sørensen, CEO of Danish Design Center; Soon-in Lee, president of Seoul Design Center; and Tony Chang, CEO of Taiwan Design Center. A total of 69 participants attended the luncheon.

Immediately following the luncheon was the closed-door roundtable "Designing Change for Business, Living and Creativity". The participants were 26 representatives

from 15 design promotion organisations, including those from Australia, Canada, China, Denmark, Germany, Hong Kong, South Korea, Malaysia, Singapore, Taiwan, and the United States. They explored policies to promote the wider application of design for value creation and benefit for society.

以「設計驅動改變——塑造創意城市和創意公民」為主題，本年度的聯席會議雲集亞洲和環球的设计先驅聯繫交流，並探索未來的合作機會。會議由香港設計中心和香港貿易發展局合辦，首個環節是以「設計驅動改變，促進社會福祉」為題的午餐會，內容圍繞加強政府、商界、公營和非牟利組織的設計領導力。討論嘉賓有香港設計中心董事會副主席劉小康、丹麥設計中心行政總裁Nille Juul-Sørensen、韓國首爾設計中心主席李淳寅，以及時任台灣創意設計中心執行長的張光民。共有69人參與午餐會。緊接的圓桌會議「設計驅動改變：商機、生活和創意」邀請了15家來自澳洲、加拿大、中國、丹麥、德國、香港、南韓、馬來西亞、新加坡、台灣和美國的設計推廣機構共26名代表參加，探討推動社會更廣泛應用設計的策略，藉以創造價值，造福人群。

BODW Concurrent Event

設計營商周同期活動

Business of IP Asia Forum (BIP Asia) 2012

亞洲知識產權營商論壇2012



7 Dec 2012

Focusing on the new developments of the IP trade, especially buy-sell, monetisation and licensing, packed the agenda of this annual forum. Nearly 40 influential trade practitioners from 10 countries shared their insights and

expertise in several panel discussions, covering such topics as "Global IP Business: Trends and Strategies", "IP in the 21st Century: Trading Out of the Box" and "How Much is Your IP Worth?". IP application in such industries as traditional Chinese medicine

and biotechnology was explored. Organised by the Hong Kong Trade Development Council and HKDC, the forum was an ideal platform that helped forge the connections of IP owners, buyers and sellers, R&D professionals, finance and legal intermediaries, design and technology

practitioners from all over the world. This year over 1,400 professionals from over 23 countries participated in the full-day event.

本年論壇環繞知識產權貿易的最新發展，尤其是知識產權買賣、套現和授權。共有來自10個國家的40位業界資深人士參與，分享創見和經驗，涵蓋的議題廣泛，包括「環球知識產權業務：趨勢與戰略」、「二十一世紀的非傳統知識產權交易模式」和「知識產權估值」等。此外，還涉獵傳統中藥業及生物科技業的知識產權應用。論壇由香港貿易發展局和香港設計中心合辦，是讓世界各地的知識產權持有人、買家與賣家、研發專才、金融和法律中介人、設計及科技人才互相聯繫的理想平台。本年度共有逾1,400名來自23個國家的專業人士參與。

BODW Concurrent Events

設計營商周同期活動

Asian Design: Histories, Collecting, Curating

亞洲設計：歷史、收藏與策展



3 Dec 2012

Organised by M+ Museum for Visual Culture, this event presented a series of inspiring talks and panel discussions featuring leading international scholars and curators of Asian

design. They explored the shifting parameters and the conceptual and methodological implications of historicising, collecting and curating Asian design.

此活動由M+視覺文化博物館主辦，內容包括一系列富啟發性的演講和座談會，講者均是蜚聲國際的亞洲設計學者和策展人，共同探討亞洲設計多變的定義，以及背後對歷史、收藏與策展的概念和研究方法的影響。

Pure Land: Inside the Mogao Grottoes at Dunhuang

人間淨土：走進敦煌莫高窟

The ethereal beauty of the murals, statues and unique architectural features of the world-famous Mogao Grottoes at Dunhuang came alive, thanks to a pioneering Virtual Reality technology. Pure Land was produced by the CityU Applied Laboratory for Interactive Visualization and Embodiment (ALiVE) in partnership with the Dunhuang Academy China and the Friends of Dunhuang Hong Kong.

由香港城市大學互動視覺及體現應用研究室 (ALiVE)、敦煌研究院及香港敦煌之友聯合製作。利用虛擬實境技術，莫高窟舉世知名的壁畫、佛像及建築遺跡得以活現觀眾眼前。

German Design Standards From Bauhaus to Globalisation

德國現代設計百年



6 Dec 2012 – 4 Mar 2013

Organised by the Hong Kong Design Institute & Hong Kong Institute of Vocational Education (Lee Wai Lee), the unique German design aesthetic and excellence were celebrated in this exhibition by showcasing over hundred pieces of design works spanning over a century.

展覽由香港知專設計學院及香港專業教育學院 (李惠利) 合辦，透過展示過去一個世紀逾百件設計作品，宣揚德國獨特的設計美學和設計成就。



6 – 11 Dec 2012

Memorandum of Understanding with

Seoul Design Foundation

與首爾設計基金會簽訂合作備忘錄



4 Dec 2012

To co-operate for mutual benefits and development for the design communities in Hong Kong and Korea, the Seoul Design Foundation signed a Memorandum of Understanding (MOU) with HKDC. Mr Jong Won Baik, Chief Executive Officer of the Seoul Design Foundation and Dr Edmund Lee, Executive Director of HKDC endorsed the MOU in Hong Kong on 4 December 2012. According to the agreement, the two organisations will co-operate on a strategic basis in the areas including knowledge exchange, promotion and marketing of design programmes and initiatives to foster closer ties and advance collaboration.

為加強合作，互惠互利，並促進香港和韓國設計業的發展，首爾設計基金會與香港設計中心簽署合作備忘錄，並由首爾設計基金會總裁白鍾元與香港設計中心行政總裁利德裕於2012年12月4日在香港簽署落實。根據協定，兩家機構會在知識交流及設計項目和活動推廣等策略性項目上尋求合作機會，以加強聯繫和共同協作。

SmartHK Hangzhou

轉型升級 • 香港博覽



30 - 31 Aug 2012

HKDC is committed to reaching out to enterprises on the Mainland through exhibitions. In collaboration with more than 20 organisations and government departments, including the Hong Kong Trade Development Council and the Hangzhou Municipal Government, HKDC participated in the "SmartHK" event in Hangzhou, Zhejiang Province that attracted delegates from more than 200 Hong Kong enterprises in the service industry. As the first ever expo of such large scale held in Eastern

China to promote the strengths of Hong Kong's service industry, the event showcased a plethora of professional service areas, such as entrepreneurial management, design, branding and marketing, as well as environmental protection and

information technology. The main objective was to help mainland enterprises to upgrade their businesses, create business opportunities and promote collaboration between enterprises in both places.

HKDC exhibited in the "Innovative, Design and Marketing" Pavilion to introduce the centre's key work areas and various design promotion programmes and projects, including the display of award-winning designs of Design for Asia Award, highlights of Business of Design Week, as well

as 2012 Hong Kong Design Year. The Expo featured various forums, seminars, workshops, professional service consultation sessions, and cross-disciplinary collaborative activities. Mr Gregory So, Secretary for Commerce and Economic Development of the Hong Kong SAR Government officiated at the opening ceremony. The two-day event attracted more than 10,000 visitors.

香港設計中心致力通過展覽與內地企業建立聯繫。本中心與香港貿易發展局和杭州市政府等逾20個機構和政府部門合作，參與於浙江省杭州市舉辦的「轉型升級 • 香港博覽」。共有超過200家來自香港服務業的企業參展。博覽旨在推廣香港服務業的優勢，展示香港不同的專業服務，範疇包括企業管理、設計、品牌、市場推廣、環保和資訊科技等等。此類關於香港專業服務的大型博覽首度於華東舉辦，主要目標是協助內地企業的產業升級、創造商機以及推動兩地企業共同協作。

香港設計中心於「設計創新及市場推廣展館」參展，介紹主要工作和各式設計推廣活動及項目，包括展示亞洲最具影響力設計大獎得獎作品，以及設計營商周和香港設計年2012的精華片段。博覽設有多場論壇、研討會、工作坊、專業服務諮詢環節以及跨產業協作活動。香港商務及經濟發展局局長蘇錦樑先生親臨主持開幕禮，博覽為期兩天，共有逾10,000人參與。

The Ambassadors' Ball 2012

香港設計大使籌款晚宴2012—玩轉空間



30 Nov 2012

In its fifth year, the Ambassadors' Ball continued to raise funds in support of the development of design and innovation projects, and experiential and educational programmes aimed at benefiting the wider Hong Kong community. The event was co-organised by the Hong Kong Ambassadors of Design and HKDC at Central Plaza. Curated by the fundraiser's creative directors – famed design duo Lyndon Neri and Rossana Hu – this year's Ball took on the theme "Between: Time, Space

and People", with a focus on the living space and the abstract dimensions between things and their interactions with people. As a tradition, the auctions of exceptional and limited edition works of art, furniture and decorative objects donated by celebrities in the international art and

design circles and influential Hong Kong designers took the event to a climax. The total fund raised for 2012 reached HK\$ 4.7 million. Widely regarded as a great success, the Ball attracted many cultural and creative stakeholders, patrons and supporters of design and the arts, including Mrs Carrie Lam Cheng Yuet-ngor, Chief Secretary of the HKSAR Government, who officiated at the Ball as Guest of Honour.

踏入第五年，香港設計大使籌款晚宴繼續為支援設計與創新項目發展，及造福廣大香港市民的試驗與教育計劃籌募經費。晚宴於中環廣場舉行，由香港設計大使和香港設計中心聯合主辦。著名設計搭檔郭錫恩和胡如珊擔任晚宴的創意總監，以「Between: Time, Space and People」為主題，探索起居空間裡各種物品抽象的一面，以及它們與人類之間的互動。一如既往，國際藝術設計名人及本地設計名師捐贈了罕有的限量版藝術品，進行慈善拍賣，掀起晚宴高潮。2012年晚宴共籌得善款470萬港元。活動盛況空前，多位文化和創意界代表，以及設計和藝術的贊助者和支持者蒞臨參與，更榮獲香港特區政府政務司司長林鄭月娥出任主禮嘉賓。



2012 3rd SZ-HK Culture Creative Forum

第三屆深港文化創意論壇



5 Jul 2012

This annual forum on cross-border design and creativity collaboration attracted the participation of over 500 creative and cultural elites in Mainland China, Hong Kong and Taiwan. Design professionals from Taiwan had been invited to the forum for the first time. The forum was organised by Shenzhen Industrial Design Association, Hong Kong Federation of Design Associations

and HKDC. Under the theme "World's Design Capital – a City of Culture and Creativity", the cultural and creative leaders and business elites put forward their strategies for sharpening the competitive edge of Hong Kong (HK) and Shenzhen (SZ) from a cultural perspective.

Major speakers included the Head of Create Hong Kong of HKSAR, Jerry Liu; Lin Yin Bao of the international exchange group at the Taiwan Design Centre; and Chen Jin Hai from the promotional office of City of Design, SZ. Focusing on "design for future", the forum encouraged the enthusiastic exchanges of views on the information platform of SZ and HK, the HK and SZ Bi-city Biennial of Urbanism/Architecture, and the preparatory committee for the development of the

Qianhai economic zone. They mapped out the development of the SZ HK design centre in Qianhai and proposed strategies to elevate SZ's infrastructure as a city of design and creativity.

論壇由深圳市工業設計行業協會、香港設計總會與香港設計中心主辦，於深圳馬哥孛羅好日子酒店舉行，以「世界設計之都 - 文化創意城市」為主題，分為主題演講及專題研討，吸引500多名文化創意精英出席。主辦單位首次邀請台灣參與，與深港的文化創意領袖、商界才俊從文化角度為深圳增強城市競爭力獻計獻策。

香港特區政府創意香港總監廖永亮、台灣創意設計中心國際交流組林森保、深圳市設計之都推廣辦公室陳金海等作主題演講。大會以「設計著眼未來」開展專題研討，就深港資訊平台、深港設計雙年展和前海籌備委員會三大設計項目分享和交流，並聚焦前海深港設計中心建設，籌劃兩地未來策略合作，規劃深圳創意城市發展之路。

Hong Kong Taiwan Cultural Cooperation Forum

2nd Edition

第二屆港台文化合作論壇



13 - 14 Sep 2012

To further strengthen the idea exchange among designers in Hong Kong (HK) and Taiwan (TW) and to encourage more cross-border and crossover collaboration, Freeman Lau, Secretary General of FHKDA and Vice-chairman of Board of Directors of HKDC, led a delegation of 25 design practitioners and academia to the forum. The delegates included HKDC's Executive Director, Dr Edmund Lee, representatives from Design Council of Hong Kong; Hong Kong Designers Association; Hong Kong Design Institute; PolyU's Design Institute for Social Innovation; and Hong Kong Interior Designer Association, etc.

and TW in the cultural and creative industry development, exhibition, competition and awards; the crossover cooperation between brands and designers; collaboration to develop and penetrate the Mainland market; and the future exchange among teachers and students at cultural and creative design institutes in HK and TW. The participants identified the main directions for development and mapped out the concrete details of future cooperative plans.

In December 2012, a delegation from Taiwan-Hong Kong Economic and

Under the theme "cultural cooperation", over 100 design elites from HK and TW shared their thoughts on nine cultural and creative aspects. The discussions delved into the collaboration between HK

Cultural Co-operation Council visited HK and participated in Business of Design Week 2012 and HKDC Awards Presentation Ceremony. The visit reinforced the networking between design & culture industries in HK & TW.

為加強香港與台灣設計界交流合作及鼓勵兩地跨領域、跨界合作，香港設計總會秘書長暨香港設計中心董事會副主席劉小康率領25名香港設計界代表，包括香港設計中心行政總裁利德裕博士、香港設計委員會、香港設計師協會、香港知專設計學院、香港理工大學賽馬會社會創新設計院、香港室內設計師協會等代表，出席在台北舉行的「第二屆港台文化合作論壇」。


論壇主題為「文化合作」，逾百名台港兩地文化創意產業精英，圍繞九類文創業和教育之領域討論，深入探討（一）台港兩地文創業活動、展覽、競賽、獎項的合作；（二）品牌與設計師的跨界融合；（三）合作發展大陸市場，及（四）文創相關學科的師生交流等相關議題，確認後續合作的方針與執行計劃。

另外，台港經濟文化合作策進會文化合作委員會代表團，於2012年12月到訪香港出席設計營商周2012及香港設計中心設計大獎頒獎典禮等活動，進一步加強兩地設計文化界的交流。

Celebrating Design Excellence

嘉許卓越設計成就





It is essential to recognise good designs that improve the quality of life, address social innovation and preserve cultural heritage value through award presentations to design talents and leaders of enterprises.

傑出的設計可改善人類生活水平，為社會創新及承傳文化價值。透過獎項，嘉許優秀設計人才及利用設計的企業領袖，表揚他們對社會的貢獻和成就。

HKDC Awards

香港設計中心設計獎



Not only do design awards promote the public awareness of design, they also encourage and spur the creativity of designers through acknowledging their contributions. Upholding the spirit of design and recognition of good designs, HKDC launched a diverse and influential awards programme in 2003, with the support from CreateHK of the Commerce and Economic Development Bureau, HKSAR. The HKDC Awards programme celebrates its 10th anniversary this year. It has been developed into a highly regarded international platform for commending and honouring distinguished designers. The awards programme

has attracted top quality entries by established designers from Hong Kong and abroad.

As 2012 was designated the "Hong Kong Design Year", the presentation of the HKDC Awards on December 6, 2012 was the highlight event of the year. The Ceremony was a memorable event celebrating great achievements in design. A total of 8 Grand Awards for DFA were presented, along with three Special Awards in culture, sustainability and technology and many gold, silver, bronze prizes and merit recognitions. It also honoured

winners of the HKYDT Award and the DFA Student Award. Over 300 guests attended the event.

At the 10th Anniversary Gala Dinner on December 7, three world-renowned designers and business leader received the DFA LAA, DLA and WOCD. Sharing their joy were over 1,000 guests, including policy makers, business leaders, design masters, opinion leaders, design practitioners, professionals and friends of HKDC from Hong Kong and overseas.

- Design for Asia (DFA) Award
- DFA Lifetime Achievement Award (DFA LAA)
- Design Leadership Award (DLA)
- World's Outstanding Chinese Designer (WOCD)
- Hong Kong Young Design Talent (HKYDT) Award
- Design for Asia (DFA) Student Award



How does good design influence our daily lives & social progress?

優秀設計對我們的生活和社會發展有何影響？



設計獎項不僅能引起社會大眾關注設計，還能通過嘉許設計師，鼓勵和激發他們發揮更多創意。為了維護設計精神，表揚優秀設計，香港設計中心早於2003年便推出多個深具影響力的獎項，並獲香港商務及經濟發展局轄下的創意香港贊助。本年度香港設計中心大獎踏入十周年，已發展成為加許優秀設計的國際平台，參賽的均是中外名師最高水平的作品。

香港設計中心設計獎頒獎典禮於2012年12月6日舉行，是2012「香港設計年」的重點節目，嘉獎年內各項重大的設計成就，令人難忘。當天共頒發了8項亞洲最具影響力設計大獎最高榮譽大獎，以及3項特別大獎（文化、可持續發

展、科技），還有多項金、銀、銅及優異獎。同場還頒發了香港青年設計才俊大獎和亞洲最具影響力設計學生大獎。超過300名賓客出席頒獎禮。

在12月7日舉行的頒獎晚宴，三位譽滿全球的設計師和商業領袖獲頒發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，並獲全場1,000名賓客熱烈祝賀，他們包括來自中外的政府決策者、商界領袖、設計大師、意見領袖、設計從業員、專業人士以及香港設計中心各方友好。



HKDC Awards Exhibition in InnoDesign Tech Expo
設計獎得獎作品於「設計及創新科技博覽」展出

- 亞洲最具影響力設計大獎
- 亞洲設計終身成就大獎
- 設計領袖大獎
- 世界傑出華人設計師
- 香港青年設計才俊大獎
- 亞洲最具影響力設計學生大獎



Design for Asia (DFA) Award 2012

亞洲最具影響力設計獎2012

Asia's economic prowess and its impact on the world have been on the rise, so has its distinct design sensibility. Also because Asia accounts for over half of the world's population, an increasing number of designers and enterprises across the globe take into their considerations the continent's unique characteristics. The Design for Asia Award honours and acknowledges new design projects that have the potential to elevate the quality and vibrancy of life in Asia and create globally sustainable ideas. It also helps raise the awareness among corporations that design is an essential component in business success in diverse products and services, including four major categories: apparel and accessory; communication; product and industrial; and environment. Through the DFAA's platform, the participants share their experience to further enhance the vitality of Asia's lively design scene.

This year, out of a total of 832 entries from 27 countries and regions, a panel of distinguished Asian design experts selected the recipients for a total of 123 awards including 8 DFA Grand Awards, three Special Awards and 112 DFA Category Awards.



亞洲經濟實力以及全球影響力正與日俱增，其獨特的設計觸覺也同樣備受關注。再者，亞洲人口佔全球泰半，全球愈來愈多設計師和企業均以亞洲特色為重。亞洲最具影響力設計大獎嘉許和肯定各項既能提升亞洲生活質素和活力，又兼顧全球可持續發展的新設計項目。它亦有助提升企業意識，讓它們了解設計是各種產品和服務業績優異的先決條件。獎項涵蓋四大範疇：服飾設計、傳訊設計、產品及工業設計、環境設計。通過亞洲最具影響力設計大獎這個平台，各參與者可互相分享經驗，令亞洲的設計舞台更為生機勃發。2012年度設計獎徵集了來自27個國家和地區共832項作品，並頒發123項大獎，包括8項最高榮譽的設計大獎、3項特別大獎及112項亞洲最具影響力創意組別獎。

832

Entries from 27
Countries & Regions
參選作品
來自27個國家和地區



DFA Grand Award 2012

2012亞洲最具影響力設計大獎



**Ingenuity Follows Nature –
A Poster Exhibition of Asian Designers & Tong Yang-tze's Calligraphy**
妙法自然—董陽孜X亞洲海報設計展覽 | Taiwan 台灣



Panyaden School
尼德雙語小學 | Thailand 泰國



Raas Jodhpur
焦特布爾 Raas 酒店 | India 印度



Ricoh GXR | Japn 日本



Pacific Place
太古廣場 | Hong Kong 香港



Daikanyama T-SITE
代官山 T-SITE | Japan 日本



Gardens by the Bay
濱海灣花園 | Singapore 新加坡
Grand Awards & Special Award
for Technology
大獎及科技特別獎



Palace Hotel Tokyo Chapel
東京王宮酒店紀念禮堂 | Japan 日本



Asia Society Hong Kong Centre
亞洲協會香港中心—活化前英軍軍火庫 |
Hong Kong 香港
Special Award for Culture
文化特別獎



Soil Cave House
為西部農民改造設計土窖洞 | China 中國
Special Award for Sustainability
可持續發展特別獎

DFA Lifetime Achievement Award 2012 (DFA LAA)

亞洲設計終身成就大獎2012



This award signifies the design community's respect for an individual's life-long contributions to the profession and the society, especially in Asia. It honours the visionary's works that have helped redefine elements of design in one or more fields and thus leaving a legacy with impact on the region and globally.



Henry Steiner is the recipient of DFA LAA 2012, who founded Steiner & Co in Hong Kong in 1964. The company has been one of the world's leading branding design consultancies. His firm's designs have become part of the daily life of Hong Kong and Asia. They include the city's bank notes, the iconic HSBC logo in 1984 and the Hong Kong Jockey Club's insignia in 1997. Other multinational corporations that have sought out Steiner's expertise in brand identity include IBM, Hyatt Regency, Hilton Hotels, Dow Jones and Unilever.

Born in Austria, educated at Sorbonne in Paris and Yale in the United States, and deeply influenced by Asian arts, Steiner exhibits distinctive cross-cultural sensitivity. Throughout his career spanning over 50 years, he has embraced the principles of "analysing the ideas", "form follows function", "distinct ideas" and "context and content". He eschews the individual style of designers. Instead he emphasises client's design and uses style and new elements to enhance the design. For him, client and the solution are first and foremost. And this notion is reflected in his timeless designs.

此獎項表揚終身為設計專業及社會，尤其是亞洲區作出重大貢獻、鞠躬盡瘁之士。得獎者深具遠見的作品為個別或多元範疇的設計元素賦予全新定義，其不朽之作在地區以至全球得以承傳，造成廣泛迴響。

石漢瑞是亞洲設計終身成就大獎2012得主，他於1964年在香港創辦設計公司Steiner & Co，其後發展成為全球首屈一指的设计顧問公司。這家公司的設計成了香港和亞洲人日常生活的



一部分，香港鈔票、匯豐銀行1984年沿用至今的商標以及香港賽馬會1997年推出的會員身份佩章均是其代表作。IBM、凱悅酒店、希爾頓酒店、道瓊斯和聯合利華等國際知名品牌亦曾邀請他塑造品牌形象。

生於奧地利，先後於法國索邦大學和美國耶魯大學接受教育，並深受亞洲藝術所啟發，石漢瑞富有獨特的跨文化觸覺。在跨越半世紀的職業生涯，他一直秉持四大原則：意念分析、形式以功能為依歸、不同意念應涇渭分明，以及文化背景和內涵並重。他認為設計師不應有既定的風格，反而強調為客戶設計，並以客戶的風格和新元素來優化設計。對他來說，客戶和解決方案是最重要的，其永不過時的设计正反映了這些设计理念。

Design Leadership Award 2012 (DLA)

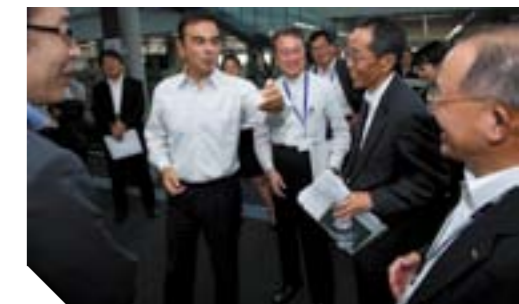
設計領袖大獎2012



This award pays tribute to a global business leader that has capitalised on design to sharpen a company's competitiveness. CEO of the Renault-Nissan Alliance, Carlos Ghosn is honoured with the DLA 2012. He joined Nissan when it was on the brink of bankruptcy in the 1990s and has

turned it into one of the most profitable and innovative car producers in the world. The phenomenal corporate success is attributable to Ghosn's staunch support for design. He has substantially expanded the company's automotive design team to more than 900 and credits its financial turnaround to design. Embracing design and innovation, he believes design success is measured by a car company's ability to appeal to the totality of a driver's senses and that results in new and repeat customers. Among his new project is the world's first line-up of electric cars.

此獎項嘉許善用設計來加強企業競爭力的環球商業領袖，本年得主是雷諾——日產汽車有限公司行政總裁卡洛斯·戈恩(Carlos Ghosn)。他於1990年代加入瀕臨破產邊緣的日產汽車，並把它轉型為一家全球盈利最高及最創新的汽車生產商。此等令人矚目的商業成就得歸功於戈恩先生堅持重視設計。他大幅擴充了公司的汽車設計團隊至多達900人，並視設計為公司轉虧為盈的功臣。他大力推崇設計和創新，相信汽車公司的成功設計準則在於能全面取悅車主的各種感官，從而吸引新顧客以及舊客重複光顧。他的其中一個新項目是推出全球首批電動車。



World's Outstanding Chinese Designer 2012 (WOCD)

世界傑出華人設計師2012



This award recognises the outstanding achievements of a designer of Chinese origin and his/ her ongoing contributions to advancing design through educational activities, participation in professional organisations, and social commitment. The recipient of WOCD 2012 is car designer Anthony Lo, who is a vice president of exterior design at Renault. A Hong Kong native, Lo attended the Polytechnic University of Hong Kong

and London's Royal College of Art. Lo has been associated with top carmakers, including Audi, Mercedes-Benz, Saab and General Motors. He thinks designers should look at the biggest design picture possible and specialist car exterior designers need to find a theme to inject the shapes, surfaces, and sculptures. Design strategy is a complex process that stretches all the way from initial benchmarking through conceptual and architectural phases to final execution. To be truly successful, designs must immediately "impact customers by showing them details and proportions they have never seen before," he says.

此獎項表揚成就非凡的華裔設計師。得主致力投身教育、專業機構及公益社會服務，為推廣設計而努力不懈。本年度的得主是汽車設計師羅偉基，他是雷諾汽車廠外型設計副總裁。

羅偉基在香港土生土長，先後就讀香港理工大學和倫敦皇家藝術學院。他曾任職於奧迪、平治、紳寶和通用汽車等多家頂尖車廠。他認為設計師應儘量先宏觀整個設計藍圖，而專業的汽車外型設計師應找尋一個主題，再注入車子的形狀和表面，融入汽車的雕塑當中。他說制定設計策略包括從一開始的同業評比，到構思和建構的階段，以至最後執行，是一個複雜的過程。他指出真正成功的設計師，能即時「以前所未見的細節和比例來打動顧客」。





Hong Kong Young Design Talent (HKYDT) Award 2012

香港青年設計才俊大獎2012

Budding designers and outstanding design graduates are supported with sponsorships for overseas work attachment at prestigious design companies through HKYDT Award. With their enhanced capability and professional knowledge, the awardees are expected to contribute to Hong Kong's design and creative industries after the completion of their internship. Launched by the Innovation and Technology Commission of the Hong Kong Government in 2005, HKYDTA is supported by the Hong Kong Polytechnic University School of Design and Hong Kong Design Institute.

Recipients of CreateSmart Young Design Talent Award are Hamlet AuYeung Wai-hon and Calvin Kwok Yum-tsung. AuYeung's 'Hong Kong: Creative Ecologies' visual identification system was displayed at World Expo 2010 Shanghai. His works convey Hong Kong's dynamism, style and innovative strength. Graphic designer Kwok has collaborated with fashion label Diesel for a limited edition capsule collection. He has established his own design studio, Lazehero Visionary Duo, and began visual arts experiments in such fields as design, music and fashion.

The CreateSmart Young Design Talent Special Award went to Quai Chan Wing-kei and Fiona Lau Wein-sie. Chan's passion for design has not only helped establish her aesthetic sense but also enables her to better master the basics of design. Lau is the co-creative director and head designer of her own fashion

label, ffiXXed which was selected as Hong Kong's only representative brand at Busan Fashion Week. Lau has also been named as one of the 'Magnificent Seven' top new designers by the New York Times.

Winner of PolyU School of Design Young Design Talent Educational Award is Key Chow Ka-wa. He has received accolades for adding unique personal flourishes to his knitwear designs.

Sonic Lam Wai-keung is the winner of HKDI Young Design Talent Educational Award. Because Lam grew up surrounded by greenery, his designs reflect a particularly strong feeling for the environment and nature.

The recipients of YDT Special Mention Awards are Evelyn Fung Ka-yin, Lee Tak-shing, Yung Sai-chun.

通過香港青年設計才俊大獎，新晉設計師和設計畢業生可獲贊助前赴海外著名設計公司實習，加強設計能力和專業知識，並於完成實習後回饋香港的設計和創意產業。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，並由香港理工大學設計學院和香港知專設計學院支援。

「設計智優青年設計才俊大獎」由歐陽韋漢和郭蔭宗奪得。歐陽韋漢的「香港：創意生態」視覺識別系統曾於2010上海世博展出，表現了香港的活力、風格和創新力量。平面設計師郭蔭宗與時裝品牌Diesel合作，推出限量版膠囊收藏系列。他成立了自家的設計工作室Lazehero Visionary Duo，並在設計、音樂和時裝等範疇展開各種視覺藝術實驗。

「創意知優青年設計才俊特別獎」的得主分別是陳穎琦和劉慧詩，陳穎琦對設計的滿腔熱誠，助她建立了美感和掌握設計的基本功。劉慧詩是其創立的時裝品牌ffiXXed之共同創作總監和首席設計師，ffiXXed也是金山時裝周唯一的香港品牌代表。劉慧詩更獲《紐約時報》提名為七大新晉設計師之一。

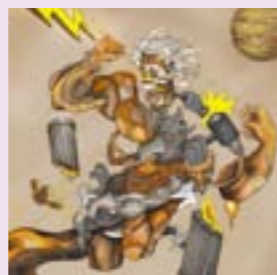
「香港理工大學設計學院青年設計才俊教育大獎」得主為鄒家華。他為其設計的針織衣物加上獨特的個人修飾，贏得讚譽。

林偉強是「香港知專設計學院青年設計才俊教育大獎」得主。他的成長離不開綠化地帶，其設計反映了他對環境和大自然的強烈感覺。「青年設計才俊優異獎」得主分別是馮嘉賢、李德誠和翁世俊。



Hamlet AuYeung Wai-hon

歐陽韋漢
設計智優青年設計才俊大獎
CreateSmart Young Design Talent Award



Calvin Kwok Yum-tsung

郭蔭宗
設計智優青年設計才俊大獎
CreateSmart Young Design Talent Award

Design for Asia Student Award 2012

亞洲最具影響力設計學生大獎2012



Asia needs bright young talent to sustain its dynamic design scenes. The award recognises individual or team of students in Asia who have made outstanding achievements by harnessing the power of creative collaboration and reaching across disciplines to fully realise their innovative genius. Students from over 50 design institutes in 10 countries and regions in Asia submitted nearly 220 projects to compete for the top prizes. The winners are Ishita Jain of the National Institute of Design in India, whose entry is "Design for Change: the Languishing Craft of Glass"; and Jinyoung Sunwoo of LaSalle College of the Art in Singapore, whose entry is "Daily Korean". "Design for Change" focuses on the unique craft of bangle making among the glass workers of

the tiny town of Purdlingar. It not only helps conserve extraordinary artistry found only in one tiny area, it also redefines such artistry's relevance to the present and future generations by bringing Purdlingar's gorgeous wares to a wider audience. "Daily Korean" helps beginners of Korean language study to attain fluency more easily. Its innovative systems integrate interactivity, engaging elements, and graphic designs and they are developed to make mastering Korean a much simpler and enjoyable experience.

亞洲需要才華洋溢的年青一代，助設計界繼續茁壯成長。此獎項的得主均為亞洲的學生或學生組別，他們發揮共同創新的力量，取得卓越成就，並善用跨界別方式，來充分發揮其創新潛能。遍佈10國、逾50家設計學院的學生共提交近220項參賽項目，爭奪最高殊榮。大獎得主為來自印度National Institute of Design的Ishita Jain，作品為Design for Change: the Languishing Craft of Glass；以及來自新加坡LaSalle College of the Art的Jinyoung Sunwoo，作品為Daily Korean。Design for Change以小鎮Purdlingar玻璃工匠獨特的手鑄製作工藝為主題。作品不只希望保育這項難得一見的非凡技藝，並藉著推廣Purdlingar精巧的製品，為下一代尋回這些作品在當代的藝術價值。Daily Korean協助韓語初學者更輕易說得一口流利的韓語。其創新的系統融合了互動而有趣的元素和圖像，令學習韓語更為輕鬆愉快。



Design for Change: the Languishing Craft of Glass

Ishita Jain
The National Institute of Design | India 印度



Daily Korean

Jinyoung Sunwoo
LaSalle College of the Art | Singapore 新加坡



Quai Chan Wing-kei

陳穎琦
The CreateSmart Young Design Talent Special Award
創意智優青年設計才俊特別獎



Key Chow Ka-wa

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



Fiona Lau Wein-sie

劉慧詩
The CreateSmart Young Design Talent Special Award
創意智優青年設計才俊特別獎



Sonic Lam Wai-keung

林偉強
HKDI Young Design Talent Educational Award
香港知專設計學院
青年設計才俊教育大獎

Nurturing Creative Talents and Design- entrepreneurs

孕育創意人才和
設計企業家





The young generation is the future driving force of social development. HKDC devotes to inspire creative thinking of youngsters, nurture creative talents and design-preneurs, as well as enhance designers' expertise to help achieve their potential.

年青人是未來經濟和社會發展的重要動力。我們致力啟發新一代的創意思維，培育創意人才和設計新進，並增強其創意自信心。

Design Incubation Programme (DIP) 設計創業培育計劃



To assist the Hong Kong Government's initiative to sustain the long-term development of the city's creative talents and enterprises, HKDC takes a key role in the nurturing of design start-ups locally. HKDC took over the administration and operation of DIP at InnoCentre from the Hong Kong Science and Technology Parks Co Ltd (HKSTPC) in May 2012. Based on the funding agreement with the government, HKDC would recruit 60 incubatees in three years from 2012 while continuing its incubation services for those previously recruited by HKSTPC until the completion of their individual incubation programmes.



DIP provides a holistic programme of nurturing and assistance to design startups from an array of design disciplines, including product, fashion, branding/ packaging, jewelry, visual / spatial arts, media & communications and Interior/

architecture. Hence, the startups can meet the challenges during the critical early stage of business development. Each incubatee receives funding support over the two-year incubation period to cover various expenses, including office rental, overheads and business promotion and development. Training programmes tailored to their needs are offered, including an Entrepreneurship for Design and Creative Business Certificate Programme (aka 7+1 Entrepreneurship programme) and select programmes available during the Business of Design Week and Knowledge of Design Week. One-on-one business consultation is provided through the collaboration with the Center for Entrepreneurship of the Chinese University of Hong Kong. The incubatees receive on-site coaching and mentoring consultancy services. Their individual business operations are also reviewed in this programme. Other forms of support for the incubatees include networking opportunities with potential business partners and angel investors, and experience sharing sessions by business experts and veterans. HKDC also operates an "entrepreneur-in-residence" programme to offer business advice to the incubatees on a weekly basis.

As of the end of March 2013, 40 incubatees were under DIP, of which 23 were admitted by the

HKDC and 17 were recruited by the HKSTPC. Since HKDC took over DIP, 20 incubatees recruited by the HKSTPC have successfully completed incubation. Since the DIP launch in 2006, the survival rate of the incubatees, which is measured in terms of the number of graduated incubates that remain in business two years after graduation from the programme, is 93.5%.

為協助香港政府持續推動本地創意人才和企業的發展，香港設計中心在培育本地新晉設計公司方面承擔起重要的角色。2012年5月起，香港設計中心接替香港科技園公司，管理設計創業培育計劃，三年內將培育60家新公司，並繼續協助原本由香港科技園公司取錄的設計公司完成此計劃。



設計創業培育計劃全面培育和協助新晉設計企業，涵蓋產品、時裝、品牌創建及包裝、珠寶、視覺及空間藝術、媒體及傳播、室內設計及建築等產業，讓它們順利過渡創業初期的各種重大挑戰。在兩年的培育期內，每一家新晉企業可獲資助，應付租金、營運、商業推廣和發展等多項開支。參與計劃的設計企業獲提供商業營運的培訓，如「志在創業——設計與創意工業證書課程」，以及「設計營商周」和「設計智識周」的精選課程。

本計劃更與香港中文大學創業研究中心合作，為設計師提供一對一的商業諮詢服務。新晉企業還可獲實地指導以及個別導師的諮詢服務，企業的商业運作也會接受個別的专业評估。其他支援包括安排與工商業界和天使投資者交流及專家分享營商經驗環節。香港設計中心亦安排了「駐點企業家」計劃，每周一次為新晉企業指點迷津。

截至2013年3月底，共有40家新晉公司加入設計創業培育計劃，其中23家由香港設計中心取錄。自香港設計中心接管以來，20家原本由香港科技園有限公司錄取的新晉公司已成功完成培育計劃。自2006年設計創業培育計劃成立以來，參與企業的成功率（定義為完成計劃兩年後仍繼續營業）為93.5%。

2012 Entrepreneurship for Design & Creative Business Certificate Programme (7 + 1) 第六屆 志在創業——設計與創意工業證書課程2012



16 Jun - 22 Sep 2012

The essential elements of a successful enterprise include creativity, a brilliant mind as well as excellent business management skills. To help local designers and creative professionals enhance their business acumen and resourcefulness, HKDC held the 6th Intake – 2012 Entrepreneurship for Design & Creative Business Certificate Programme, in collaboration with the Center for Entrepreneurship of the Chinese University of Hong Kong (CUHK CfE). The programme aimed at complementing local creative and design education and helping the participants better navigate the rapidly changing business landscape and develop entrepreneurial insights. Launched in 2008, the programme targets locally trained designers and creative professionals who own their businesses or are planning to establish their enterprises.

Known as "7+1", the programme consisted of three parts: information session on 3 May, 2012; the 7-module programme held on every other Saturday from 16 June to 12 September, 2012; and a 2-day visit to design enterprises and trade

organisations in Guangzhou, Pearl River Delta on 21 and 22 September, 2012.

A total of 34 individuals enrolled at the programme called "7 Steps to Build Your Success". Conducted by Bernard Suen, Project Director of CUHK CfE, the seven taught modules focused on design management covering such topics as "current landscape of Hong Kong creative industries", "creating and selling a hot design approach", and "business model designs". The programme also touched upon the basics of accounting, human resources, and marketing. Seven established designers and entrepreneurs were invited to share their insights and experience in setting up and managing a creative business. They included: Charles Ng, director of Maxi Communications Ltd and Prudence Mak, founder & designer of Chocolate Rain Jewellery & Design Co Ltd. The field visit to several enterprises and professional organisations in PRD, attracted 28 participants.

創意、精明頭腦和卓越的商業管理技巧，均是成功企業的必要元素。為加強本地設計師和創意專才的商業思維和睿智，香港設計中心與香港中文大學創業研究中心合辦第六屆志在創業——設計與創意工業證書課程，與本地的創意與設計教育互補，協助學員應付瞬息萬變的商業世界和建立企業家的視野。課程創立於2008年，對象為自行創業或準備創業的本地設計師和創意專才。

此課程簡稱為「7+1」課程，由三個部分組成：2012年5月3日的課程簡介會；6月16日至9月12日的七個單元課程；以及9月21日至22日為期兩天的珠三角與廣州設計企業和商貿考察活動。

本屆共有34名學員參與由中大創業研究中心總監孫耀先主講的「成功創業七部曲」，當中的七個

單元涵蓋了「當前香港創意產業之景觀」、「締造及推銷嶄新的設計手法」和「營商模式設計」等設計管理需知。課程亦傳授會計、人力資源和市場推銷的基本功。七位傑出的設計師和企業家應邀分享他們創立和管理創意企業的智慧 and 經驗，其中包括MCL品牌顧問有限公司總裁吳秋全，以及Chocolate Rain Jewellery & Design Co Ltd創辦人暨設計師麥雅瑞。考察活動探訪了數家珠三角的企業和專業團體，共有28人參加。

150+
Alumni from Design
& Creative Industries

來自設計與創意業界之
歷屆學員





3 - 8 Dec 2012

DESIGN MART 2012 @K11

設計市集 2012 @K11

The bustling hub of Tsim Sha Tsui brimmed with the creativity of entrepreneurial designers at Design Mart 2012 @ K11. HKDC and K11 Art Mall joined forces to organise this four-day event as a launching platform for enterprising designers to showcase and sell their unique designs to the public. This was the first time Design Mart had taken place outside InnoCentre. As part of the "2012 Hong Kong Design Year" series of events, Design Mart aimed to promote awareness and appreciation for original designs among the locals while allowing the designers to gain exposure to their target customers to deepen their understanding of market needs and develop business collaborations. Apart from the 4-day exhibition, the event included the "Vendor Briefing Session", a networking event that

welcomed over 220 designers and such potential buyers as business owners, and the "Design-preneurs Training Course" by the Center for Entrepreneurship of the Chinese University of Hong Kong (CUHK CfE) for 50 participating designers. Featuring 81 stalls with 120 designers, the Design Mart 2012 @ K11 attracted a total of over 157,000 visitors and generated extensive coverage by local media.

一眾設計創業家齊集於K11舉行的設計市集2012，為尖沙咀的繁華鬧市添上無窮創意。此

項為期四天的盛事，由香港設計中心與K11購物藝術館攜手舉辦，為設計創業家提供平台，向市民大眾展示及銷售充滿特色的設計作品。作為「2012香港設計年」活動之一，是次設計市集首次衝出創新中心，旨在讓本地公眾認識和欣賞原創設計，並讓設計師接觸目標顧客，加深了解市場需要及建立商業合作。

同場，還設有「參展商簡介會」，讓超過220位設計師與潛在買家例如企業老闆建立網絡；以及由香港中文大學創業研究中心為50名參與設計師舉辦的「設計創業培訓課程」。本屆設計市集集雲81個參展單位和120位設計師，吸引逾157,000人到訪，並獲本地媒體廣泛報道。



157,000

visitors

到訪人數

Parents and Kids Workshop Terracotta Warrior Robots

秦俑機械人設計親子工作坊

These workshops were part of the public arts programme series organised to further raise public interest in the "The Majesty of All under Heaven: The Eternal Realm of China's First Emperor" exhibition. Under the guidance of specialists at PolyU Industrial Centre, a total of 102 parents and their children



from 36 local families learned about how modern product design technologies could support creativity. Each participating family digitally composed a terracotta warrior-inspired miniature toy figure from pre-defined parts. The process enabled them to exercise their design freedom and creativity by mixing and matching parts, reshaping, and adding colours to their figure designs. The workshops were co-organised by the Art Promotion Office of the Leisure and Cultural Services Department together with HKDC. The Hong Kong Jockey Club Charities Trust was the sole sponsor of the workshops.



7 Jul - 11 Aug 2012

親子工作坊為「一統天下：秦始皇的永恒國度」展覽的公共藝術活動系列之一。在香港理工大學工業中心的專家指導下，來自36個本地家庭共102名家長及其子女，體會到如何在創作中運用現代產品設計科技。每個參與家庭均以預設的零部件，以秦俑為靈感，設計一具迷你玩偶——「秦俑機械人」，過程中他們可發揮創意，自由組合和配對不同組件、重新設計形狀，並為「秦俑機械人」塗上顏色。工作坊由康樂及文化事務署轄下的藝術推廣辦事處與香港設計中心合辦，香港賽馬會慈善信託基金獨家贊助。

Terracotta Warrior Inspired Design Exhibition

由兵馬俑啟發設計展覽



16 Aug - 9 Sep 2012

The Terracotta Warrior sculptures are important artifacts signifying China's cultural heritage. This exhibition held at the Hong Kong Cultural Centre was the finale of the "Terracotta Warrior Inspired Design" Public Art Programme, showcasing the creative works by the participants of four related events: the "Design to Empower - Animation/Video Design Competition", "Discover Design 2012", "Parents & Kids Workshop - Terracotta Warrior Robots" and "Fashion - Terracotta Warriors Inspired Fashion Design Competition". The programme series aimed to raise public awareness of "Design Thinking" and

promote further interest in the Chinese cultural icon through the display of the participants' completed works in diverse media and incorporating traditional crafts-making techniques or cutting-edge technology.

A total of nearly 125,000 visitors came to the exhibition to admire the designs, thanks to a

large-scale mobile, online and print media promotional campaign. The awards presentation ceremony on August 16 drew over 180 participants. The exhibition also generated extensive media coverage. Presenters of this exhibition were the Leisure and Cultural Services Department and the Shaanxi Provincial Cultural Relics Bureau, China. Sole sponsor was the Hong Kong Jockey Club Charities Trust and the venue sponsor was the Hong Kong Cultural Centre. The co-organisers were Hong Kong Museum of History, Shaanxi Cultural Heritage Promotion Centre, HKDC and LCSD's Art Promotion Centre.

兵馬俑是中國傳統文化遺產的代表之一。是次展覽是「由兵馬俑啟發設計」公共藝術活動系列的最終篇，在香港文化中心向公眾展示參與者的創意成果。作品來自四項公共藝術活動：「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」和「裳·備時裝設計比賽」。此一系列活動旨在增進公眾對「設計思維」的認識，並通過不同媒體展示參與者的創意設計，以及把傳統工藝技巧融合尖端科技，加深公眾對中國文物的興趣。

配合手機、互聯網和印刷媒體的大型宣傳活動，展覽獲媒體廣泛報道，共吸引近125,000名訪客前來參觀。8月16日的頒獎典禮共有逾180人出席。此展覽由康樂及文化事務署和中國陝西省文物局主辦，香港賽馬會慈善信託基金獨家贊助，場地贊助為香港文化中心。合辦機構包括香港歷史博物館、陝西省文物交流中心、香港設計中心和康樂及文化事務署轄下的藝術推廣辦事處。





3 - 28 Jul 2012

Discover Design

設計體驗營

HKDC's flagship summer youth programme innovatively linked inspiring design education with an important cultural event. Capitalising on the exhibition "The Majesty of All under Heaven: The Eternal Realm of China's First Emperor" at the Hong Kong Museum of History, HKDC organised the "Discover Design 2012" around the theme

"Rediscovering Terracotta Warrior Legacy" in collaboration with the Leisure and Cultural Services Department of HKSAR.

Targeting local senior secondary school students interested in design, Discover Design was launched in 2008. For its 2012 programme, participants were encouraged

to design a product by applying "Design Thinking" based on the cultural elements of the Terracotta Warrior sculptures. One hundred students from 55 schools enrolled in the programme consisting of five activities. After attending the "Briefing Session, Design Lecture and Welcome Reception, the students went on a series of immersive "Creative Design Tours". In cooperation with the Hong Kong Disneyland Resort, HKDC organised the "Imagineering Tour" featuring a seminar and a visit guided by the resort's Imagineering Team to demonstrate how to apply design elements and design thinking in the world-famous theme park. The "Local Cultural Tour" took participants to important cultural sites in Cheung Chau to help them appreciate the connection between culture conservations and design. On the "Innovative Tour" students were exposed to cutting-edge technological applications to design as they toured in Cyberport, Hong Kong Science & Technology Parks

"Meet the Designers" – Architect Raymond Fung
走訪設計達人—建築師馮永基



"Meet the Designers" – Tommy Li
走訪設計達人—李永銓

and Phoenix TV. On the "Creative Hubs Tour" they gained a better understanding of the creative works by design firms and art studios in such places as InnoCentre and Fotan Industrial Estate.

The participating students had enthusiastic dialogues with 17 acclaimed local designers invited for the "Meet the Designers" sessions, including Raymond Fung, Tommy Li and Prudence Mak. The students visited the designers' studios to

ceremony held on 16 August, 2012 at the Hong Kong Cultural Centre, where all the completed products went on display at the Terracotta Warrior Inspired Design Exhibition.

香港設計中心的旗艦青少年暑期活動結合了富啟發性的設計教育和萬眾矚目的文化盛事。配合香港歷史博物館的「一統天下：秦始皇帝的永恆國度」展覽，香港設計中心與康樂文化事務署以「點解」兵馬俑為主題，合辦「設計體驗營2012」。始創於2008年的設計體驗營，專為對設計有興趣的本地高中學生而設。2012的體驗營鼓勵參與同學取材兵馬俑的文化元素，

100
Participants from
55 schools
參與學生來自
55家中學

的形式了解他們的日常工作和事業。學員參加為期六天的「文化產品設計」工作坊了解設計過程的重要階段，包括搜尋靈感、實驗、研發、分析和修訂。並以秦朝的歷史文化為創新靈感，設計一項產品。同時，所有學員均須撰寫視像日誌，記錄工作坊內的各項有趣見聞。

設計體驗營的閉幕頒獎禮於2012年8月16日假香港文化中心舉行，學員的創作成品在「由兵馬俑啟發設計展覽」中展出。

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



"Creative Design Tour" – Cheung Chau
創意悠行—長洲

learn more about their daily work and professional life in an engaging and interactive manner.

The six-day themed design workshop "Cultural Product Design" taught the students the important design process encompassing idea exploration, experiment, research and development, analysis, and refining. The students were then complete a product design inspired by the Qin Dynasty heritage. Meanwhile, all participants were required to keep a visual diary to record interesting insights in the activities held throughout the programme. The students' summer design journey culminated with the closing and award presentation

發揮「設計思維」設計一件作品。本屆設計體驗營包括五項活動，合共有100名來自55家中學的學生參加。

學生參與「簡介會、設計入門教室及迎新會」後，便展開一系列體驗設計的「創意悠行」——香港設計中心與香港迪士尼樂園度假區合辦了「幻想工程之旅」，內容包含講座及由樂園的幻想工程師帶領的導賞團，展示這著名的主題公園如何運用設計元素及設計思維；「本地文化遊」帶領學生遊覽長洲的重要文化景點，認識文化保育與設計的關連，並參加製作手工藝品的小型工作坊；「創新科技遊」帶領學生走訪了數碼港、香港科學園和鳳凰衛視；「創意集中地」讓學生參觀創新中心和火炭工業邨的設計公司和藝術創作室，認識不同的創意作品。

在「走訪設計達人」環節，參與學員與17位知名本地設計師如馮永基、李永銓、麥雅瑞等交流和分享，並參觀他們的工作室，以有趣及互動





Jan - May 2013

International Museum Day 2013, Hong Kong Design To Empower – Mascot Design Competition

香港國際博物館日 從「設計思維」出發——吉祥物設計比賽

HKDC's flagship design-focused youth programme "Design to Empower" increased its impact and expanded its scope by aligning itself with Hong Kong's "International Museum Day" (IMD) this year. For this special cultural event, the Hong Kong Museum of History and the Leisure and Cultural Services Department organised a series of public art programmes under the theme of "Museums (Memory + Creativity) = Social Change" from January to May 2013. The main objective was to encourage people from all walks of life to participate and to enhance their understanding of local history, culture and arts with greater interest in museums. HKDC aligned the focus of its "Design to Empower – Mascot Design Competition" to this theme to engage secondary school students to create an IMD mascot by applying their "Design Thinking". The winning Mascot design was used on IMD souvenirs and other promotional materials for free distribution to the public on various event days.

A Design Thinking talk and competition briefing session were

held on 19 January to explain to 127 prospective entrants on the judging criteria and regulations. To further raise awareness of the competition, a Special Promotion Roadshow was held on 2 February and successfully attracted 300 participants. A total of 284 entries were received and the list of the 23 finalists was released on the competition's official web site in March. Meanwhile, the "Guess the Winning Mascot Contest" was launched on Facebook to further stimulate public interest in the event. A total of 637 individuals entered their guesses.

In the second phase of the competition, the 23 finalists joined the Museum Design Workshop held on 27 April and 4 and 11 May to exchange creative ideas among themselves and formed groups to collaborate on a museum-related design project by applying "Design Thinking".

Under the guidance of architect Allen Poon Ho-lun, adjunct lecturer of School of Architecture, Chinese University of Hong Kong, architect Lau Pak-kin, and Susanna Siu, Chief Curator of the Hong Kong Museum of History, the



The Deputy Director (Culture) of Leisure and Cultural Services Department, Ms Cynthia Liu presents awards to the winners of DTE - Mascot Design Competition. "Muse" designed by Fung Yat-sum (1st right) was the champion mascot.

康樂及文化事務署副署長(文化)廖昭蕙頒發證書予吉祥物設計比賽得獎者。由學生馮一芯(右一)設計的「阿妙」獲選為冠軍吉祥物。

finalists developed a new themed museum. Through the creation of the model of an exhibition hall in this themed museum, they learnt how to apply "Design Thinking" and interpret social changes through the integration of creativity and memory. An Award Presentation Ceremony for the "Design to Empower – Mascot Design Competition" was held on 19 May 2013 at the Hong Kong Museum of History. The "Design to Empower" programme was first launched in 2008.

本屆青少年旗艦設計活動「從『設計思維』出發」聯同「國際博物館日」攜手引發公眾的迴響。香港歷史博物館和康樂及文化事務署以「博物館(回憶+創意)=社會變遷」為「國際博物館日」主題，於2013年1月至5月推出一連串公共藝術活動，主要目標是鼓勵不同層面的市民參與，讓他們加深了解本地的歷史、文化和藝術，並增進市民對博物館的興趣。「從『設計思維』出發——吉祥物設計比賽」亦配合這個主題，邀請中學生運用「設計思維」，為「國際博物館日」設計吉祥物。冠軍作品獲採用製作國際博物館日的紀念品及其他宣傳刊物，於活動期間免費派發予市民。

設計思維講座暨比賽簡介會於2013年1月9日舉行，向127名參賽者講解評選準則和比賽規則。為進一步推廣吉祥物設計比賽，2月2日

更舉行特備宣傳路演，吸引300人參與。比賽共收到284份參賽作品，其中入圍決賽的23份作品於3月上載到比賽的官方網站，讓公眾投票心目中的冠軍作品，共有637人透過社交媒體facebook專頁參與「競猜吉祥物冠軍」的遊戲。

比賽第二階段，23名入圍者參加4月27日、5月4日和5月11日舉行的博物館設計工作坊，互相交流創意，並分成小組。香港中文大學建築學院客席助理教授暨建築師潘浩倫、建築師劉柏堅和香港歷史博物館總館長蕭麗娟攜手指導入圍者構思一個新的主題博物館。通過創作主題博物館展覽廳的模型，入圍者學到如何運用「設計思維」、融合創意和回憶，來演繹社會變遷。「從『設計思維』出發」創辦於2008年，本年度活動的頒獎典禮於2013年5月19日假香港歷史博物館舉行。



Museum Design Workshop
博物館設計工作坊

No. of Entries
參賽作品數目
284

Advancing Design Knowledge and Leadership

提升設計知識
及行政專才
領導才能





Design knowledge is a crucial and core competence for entrepreneurs and corporate leaders to create innovative and creative business solutions and maintain organic business growth.

面對瞬息萬變的營商環境，設計知識對企業領袖不可或缺，增強和善用設計睿智，以創新思維突破挑戰，可使業務持續增長和發展。

Institute of Design Knowledge (IDK)

設計知識學院



Launched in Aug 2012

A ground-breaking design-oriented executive educational initiative by HKDC, the Institute of Design Knowledge is committed to the dissemination of advanced design knowledge for senior business executives and corporate leaders through interactive exchange, intensive learning and experience sharing in small group setting. The scope of the knowledge encompasses innovation and design management for the strategic design users, design management and design practitioners. IDK was established to address a lack of quality design management programmes in continuing design education for executives as Hong Kong has been striving to become Asia's centre of design excellence.

IDK debuted its programme "InnoDesign Leadership Programme" in August 2012, supported by the CreateHK of the Hong Kong SAR Government. Advocating the importance of advanced design

knowledge at professional level, the programme targets business and design professionals and executives with a minimum of five-year work experience in brand management, engineering, marketing, product development and strategic planning as well as designpreneurs and leaders in the creative industries, innovation and design management, design practitioners and educators.

The programme's primary objective is to nurture a new generation of design leaders by deepening their perspectives and broadening their scope as they advance in their entrepreneurial endeavours or careers. It also aims to infuse the local business environment with a design culture. Updated consistently to reflect the current market needs and emerging trends, the evolving programme's curriculum has been designed to match the new requirements arising from the industries in Hong Kong and the Asia Pacific region. The

programme serves as a part-time intensive modular learning platform. It focuses on the sharing of knowledge of best practices by prominent design academics from internationally reputed design institutes and commercial insights from corporate leaders with the learners. In addition, global industry experts and advocates share their wisdom, knowledge and insights through lectures within theoretical frameworks and interactive workshops.

A high degree of flexibility and an emphasis on learners' engagement and interactivity are among the unique features of the programme. Each module is conducted in workshop mode to facilitate active learning in a small-class environment and maximise the interactive participation of the learners and the faculty. The built-in flexibility enables the learners to tailor their learning schedules to their specific needs.



100+
Senior Executives &
Design Professionals
enrolled

高級行政人員和
設計專才報讀

This world-class programme was co-developed by HKDC with its strategic partners, including the Institute of Design at Illinois Institute of Technology in Chicago, the United States and the Industrial Design Engineering Faculty at Delft University of Technology in the Netherlands. It is supported by Helen Hamlyn Centre for Design at Royal College of Art in the United Kingdom and the School of Design of the Hong Kong Polytechnic University.

As at end March 2013, a total of 108 senior executives and design professionals from 55 corporate and public entities have enrolled in 10 modules. They are in the design industry, manufacturing and technology sector, retail and servicing, and government, public service and non-governmental organisations.

設計知識學院是由香港設計中心籌辦的全新學院，以設計為導向，以行政人員為對象，通過小組形式的互動交流、經驗共享的精華課程，致力加強商界高級行政人員和企業領袖的設計知識水平。傳授的知識範疇涵蓋創新和設計管理，為策略性設計用家、設計管理者和設計從業員而設。在香港致力成為卓越的亞洲設計中心之際，香港卻缺乏優質的設計管理課程，讓行政人員持續進修設計知識，設計知識學院的成立填補了這片空白。

設計知識學院於2012年8月推出首項計劃「創新設計領袖課程」，香港特別行政區政府創意香

港為協辦單位。課程針對商業及設計專業人士，強調高階設計知識對專業發展的重要。學員必須在品牌管理、工程、市場推廣、產品發展或策略規劃等方面擁有最少五年工作經驗，並必須是從事創意產業的設計企業家或領袖、創新和設計管理層、設計從業員或教育工作者。

本課程的主要目標是加深和擴闊學員的設計管理知識領域，以培育新一代具創新思維的設計領袖。為本地商界注入設計文化亦是課程宗旨之一，所教授的內容與時並進，持續更新，以反映時下市場需要和最新趨勢，配合香港和亞太區各行各業的新需求。課程採用兼讀和密集的學習模式，細分為多個單元，主要邀請國際知名設計學院的傑出設計學者、企業領袖和先驅與學員分享最佳實務經驗。此外，通過以理論框架為本的課堂和互動工作坊，共享睿智、知識和創見。

課程結構富彈性，學員可按需要和興趣報讀個別單元。每個單元均以工作坊形式進行，務求在小班教學的環境裡促進主動學習，並加強學員之間與導師的互動分享和交流。這種彈性安排讓學員可按自己的步伐和興趣範疇來完成課程。

此國際級課程由香港設計中心及其策略夥伴共同設計，包括美國芝加哥的伊利諾理工學院設計學院和荷蘭代爾夫特理工大學工業設計工程學院，並獲英國皇家藝術學院哈姆林設計中心和香港理工大學設計學院支持。

直至2013年3月底，共有來自55家企業和公營機構的108位高級行政人員和設計專業人士報讀10個學習單元。他們分別從事設計、製造、科技、零售和服務，或任職於政府、公共服務和非政府機構。

Highlights of the modules

學習單元概覽

M01 單元一

Module 01 “Design Planning 1” took place on 4 – 5 Aug 2012. Led by Professor Vijay Kumar at the Institute of Design of Illinois Institute of Technology in the US, the course presented an overview of the key principles driving the “Design Innovation Planning” and the structured planning process.

Design Planning 1 於2012年8月4至5日由美國伊利諾理工學院設計學院Vijay Kumar教授講授。此單元簡介了「設計創新規劃」背後的主要原則，以及結構性的規劃過程。

M02 單元二

Mark Kidd, associate director at Ipsos Hong Kong, one of the city's largest market research companies, conducted Module 02 “Understanding Consumer Behaviour”, on 11 Aug 2012. This module engaged the learners in the experimental learning of qualitative market research as a way to stimulate designers' understanding of what could be learnt about the consumers.

Ipsos是全球最大的市場研究公司之一，其香港區聯席董事Mark Kidd主講2012年8月11日的單元二：Understanding Consumer Behaviour。此單元帶領學員進行質化市場研究的實驗，讓設計師了解到從消費者身上可以得到哪些重要訊息，作為市場定位決策以及產品、服務和品牌開發的基礎。

M03 單元三

At the Module 03 “User-centred Design for Innovation” on 8 – 9 Sep 2012 Jasper van Kuijk of Delft University of Technology led the participants in the discovery of in-depth insights into the principles and drivers of user-centred product innovation.

User-centred Design for Innovation 於2012年9月8至9日舉行，荷蘭代爾夫特理工大學的Jasper van Kuijk帶領學員深入洞察以用戶為本產品創新背後的原理和推動力。



M04 單元四

Responsible for digital strategy, digital marketing and CRM at L'Oreal, Ray Fok conducted Module 04 “Digital Media for E-marketing” on 22 Sep 2012. He provided the learners with a strategic overview of e-marketing with an emphasis on using digital media. The course equipped the learners with practical knowledge on e-marketing process, analytics framework and business measurement.

於2012年9月22日舉行的單元四：Digital Media for E-marketing 由主責歐萊雅企業的數碼策略、數碼營銷和客戶關係管理的霍道昌講授，他傳授以數碼媒體作電子營銷的策略性精要。此單元賦以學員電子營銷過程的實務知識、分析框架和業務量度指標。

M06 單元六

Conducted by Tom MacTavish of Institute of Design of Illinois Institute of Technology, the class of Module 06 “Observing Users” on 20 - 21 Oct 2012 introduced the theory and methods of behavioural observation, description and analysis. Through the integration of reading and theory with observational fieldwork exercises, the participants learnt to use a variety of techniques derived from social and behavioural psychology and anthropology to develop useful and powerful approaches to solving modern design and business problems.

Observing Users 由美國伊利諾理工學院設計學院Tom MacTavish於2012年10月20至21日講授，他簡介了行為觀察的理論和方法。此單元結合書本理論和實地考察，學員從中學會從社會和行為心理學以及人類學擷取的大量技巧，為當代設計和商業議題提供效果顯著的解決方案。

M08 單元八

Jan Carel Diehl led the learners at the Module 08 “Design for Sustainability” on 10 - 11 Nov 2012. An assistant professor for the Design for Sustainability (D4S) programme at the Faculty of Industrial Design Engineering at Delft, Diehl introduced to the participants in a practical way to the different levels of D4S approaches, based on the Design for Sustainability Manual for the United Nations Environment Programme.

Jan Carel Diehl於2012年11月10至11日主講單元八：Design for Sustainability。Diehl是荷蘭代爾夫特理工大學工業設計工程學院可持續發展設計課程的教授，他從實務出發，以聯合國環境計劃的可持續發展設計手冊為藍本，向學員介紹可持續發展設計模式的不同層面。

M10 單元十

At Module 10 “Design for Emotion”, 1 – 2 Dec 2012, Pieter Desmet, associate professor at the faculty of Industrial Design Engineering at Delft, gave an overview of the cutting-edge ‘emotion-driven design’ knowledge and techniques and the strategies to apply these in design practice. Professor Desmet discussed and demonstrated the principles on how products evoked emotions and on the ways that some tools and instruments could be used to objectify consumer emotions.

Design for Emotion 於2012年12月1至2日舉行，荷蘭代爾夫特工業設計工程學院教授Pieter Desmet概述最先進的「情緒驅動設計」新知和技巧，以及其應用於設計的策略。Desmet教授討論和示範了產品引發情緒的原理，以及能將消費者情緒物化的工具和設備。

M12 單元十二

At Module 12 “Decision Making: Product and Portfolio Planning” on 12 – 13 Jan 13, Matt Mayfield of the Institute of Design of Illinois Institute of Technology, presented a structured method for making design decisions at each phase of a project. The students learnt the tools for decision making as well as how to manage and lead the process.

Decision Making: Product and Portfolio Planning於2013年1月12至13日舉行，美國伊利諾理工學院設計學院的Matt Mayfield教授展示在項目每個階段用作決策之一套結構嚴密的方法。

M18 單元十八

The Module 18 “Experience Design” on 23-24 Feb 2013 was conducted by Paul Hekkert, full professor of form theory and research coordinator of the Industrial Design Engineering Faculty at Delft. The course introduced to the students the underlying processes that determined how human attributes, such as concerns and sensitivity, and product attributes like materials and form, together shaped the way we experienced everyday objects.

Experience Design於2013年2月23至24日舉行，由荷蘭代爾夫特工業設計工程學院的形式理論教授以及研究統籌Paul Hekkert指導。此單元向學員介紹人類情感特徵如關心和感性，以及產品特徵如物料和形式，如何產生情感作用，影響我們對日常事物的體驗。

Knowledge of Design Week (KODW) 2012

設計「智」識周 2012

In the fast-changing business environment continuously driven by innovation and knowledge, it is important for businesses and organizations to formulate the right strategies not only to sustain competitiveness in their own fields, but also steer to expand into new markets. Under the theme “Designing Change”, KODW 2012 featured over 20 world renowned design masters and business innovators from Hong Kong, Denmark, Japan, Norway, The Netherlands, United Kingdom and

United States to shed their insights in the thought-provoking “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 small-group interactive workshops, illustrating how creative design thinking can enhance the well-being of society while generating lucrative

business opportunities. The 5-day-programme focuses on the latest design engineering, inclusive design applications and design strategies approaches, aims to provide continued design education and learning for design practitioners, business professionals and SMEs. The 700-plus participants get a unique opportunity to meet face-to-face with global design gurus to advance their knowledge and technique.

身處瞬息萬變的營商環境，無論工商界、政府、社福界或專業人士，若能把握先機善用設計思維，循以人為本的角度來制訂商業和服務策略，可能是致勝關鍵。設計「智」識周2012以「設計驅動改進」為主題，逾20位來自丹麥、日本、挪威、荷蘭和英美等地的設計大師及商界領袖雲集香港，分享設計知識，共同推動以設計思維改善生活，為各行業創造營商良機。為期5天的設計「智」識周之精彩活動包括「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個互動設計工作坊。焦點涵蓋最新的感性工學、共融設計應用及設計策略部署等，為設計業、工商界及專業人士提供進修設計知識的機會，向全球頂尖設計及商界精英學習。活動讓逾700位參加者獲益不少。



25 - 29 Jun 2012



Championing Public Design and Communica- tions

推動公共設計和
溝通

hk c

HK DESIGN COUNCIL

設計驅動改變
designing change

roundtable series



HKDC injects innovative design into public service to help enhance user's experience while advocating the value and impact of design across sectors and professions through various communication platforms and initiatives.

設計融入生活，讓公眾了解設計的價值。透過創新設計，提高公共服務素質及豐富用家經驗，令大眾體驗設計的力量，並藉不同項目、宣傳渠道及倡議活動，提供設計相關的動態和資訊，推動社會各界廣泛應用設計。



Urbanmat
城中氈

Accomplished in August 2012

Park Déco @ Cornwall Street Park

潮裝歌和老街公園

Brimming with imagination and innovative elements, this project is a fine example of how a public recreational area in a bustling neighbourhood has been transformed into an inviting venue for the public to unwind and enjoy themselves. Park Déco @ Cornwall Street Park is a collaborative project by the Leisure and Cultural Services Department, the Architectural Services Department and HKDC. This public park in Kowloon Tong was renovated and modernised from a curatorial perspective by project curator Thomas Chow Architects Ltd. with new furniture and signage system created by five local designers.

Amidst the lush greenery and open space, the park's Inspirational Flow is a virtual stream flow of stone pavement linking the water feature at the park's 'upstream' to three sets of furniture. "Dream Falls" by William Lim are visually dramatic steps surrounding flower beds. Ceramic mosaics in graduating white, grey and black have been arranged to create the visual effect of water cascading down a waterfall blended into its surroundings. "Urbanmat" by Joshua Lau features brightly coloured creations in organic forms that invite people to get relaxed



Living Inside-out
園中居



Dream Falls
消愁瀑布



on them in whatever ways they like. "Living Inside-out" by Brian Lee and Denise Chan explores the idea of bringing one's home furniture into a public park. This large installation imitating an outdoor home features solar-powered LED lighting and recycled materials, such as old tires, tiles and pebbles. In keeping with the creative spirit of the furniture sets, Christopher Lau developed the "Urban Oasis" signage system in the form of leaves as enhanced spatial decorations.

At the park launch ceremony on 4 September, 2012, the Permanent Secretary of Home Affairs of HKSAR Government, Raymond Young; Executive Director of HKDC, Dr Edmund Lee; Chairman of the Sham Shui Po District Council, Jimmy

Kwok and the Director of Leisure and Cultural Services Department of HKSAR Government, Betty Fung, officiated the opening of the renovated park. The designers shared their creative concepts with the audience. HKDC has conducted research, surveys and interviews with visitors to the renovated park to gauge their level of satisfaction with the new facilities and suggestions for improvement. A report on the survey results and recommendations has been produced.

通過豐富的想像力和創新元素，繁忙鬧市的公共休憩空間也能搖身一變，成為市民放鬆身心好去處。潮裝歌和老街公園是康樂及文化事務署、建築署和香港設計中心的合辦項目。五位本地設計師創作了富有藝術元素的新家具和告示牌，令位於九龍塘的歌和老街公園煥然一新。

項目策展人周德年建築設計有限公司以「城中流意」為公園整體之設計意念。在翠綠開闊的空間，「城中流意」是一條模擬河流的石砌小徑，由公園上游的水源連結到三組設計獨特的座椅。「消愁瀑布」由建築師林偉而創作，精心排列的馬賽克磚鑲嵌成梯級形狀圍繞花床，創造瀑布流水至四周空間的視覺效果。「城中氈」是劉柏堅的作品，一組線條流暢、色調奪目的座椅，可讓遊人隨意躺坐。「園中居」由李宇軒、陳立恒設計，把家具帶到公園之中，讓遊人享受「家庭之樂」。座椅設有太陽能二極管燈，七成以上建造物料來自回收的舊輪胎、在公園美化工程中更換的舊地磚和碎石。「都市綠洲」告示牌與這些家具的創新精神如出一轍，由劉志昌設計的葉形告示，令這片空間更添美感。

公園開展禮於2012年9月4日舉行，民政事務局常任秘書長楊立門、香港設計中心行政總裁利德裕博士、深水埗區議會主席郭振華及康文署署長馮程淑儀親臨主禮，並由設計師向公眾分享創作理念。其後，香港設計中心向訪客進行調研和訪問，評估他們對新設施的滿意程度，並尋求改進建議。有關調研結果和建議的報告亦已發表。



Guests of the Launching Ceremony gain a refresh experience in the "Living Inside-out" of the Cornwall Street Park.
一眾開展禮嘉賓在歌和老街公園的「園中居」獲得全新體驗

Ingenuity Follows Nature:

A Poster Exhibition of Asian Designers & Tong Yang-tze's Calligraphy
(Hong Kong Edition)

妙法自然 — 董陽孜 x 亞洲海報設計暨文創跨界創新展 (香港站)



7 Jul - 3 Aug 2012

One of the highlight events of "2012 Hong Kong Design Year", this exhibition aimed to inspire contemporary graphic design by promoting the art of Asian calligraphy and nurture young local creative talents. The original edition in Taiwan was initiated by internationally renowned Taiwanese artist/calligrapher Tong Yang-tze in 2011. The Hong Kong Edition was jointly organised by HKDC and the Asian Culture and Arts Development Association at ArtisTree in TaiKoo Place, Quarry Bay. The co-curators were Tong, Hong Kong's leading designer Freeman Lau and famous Taiwanese graphic designer Chen Jun-liang.

Under the theme of Laozi's ideology – Ingenuity Follows Nature, this Hong Kong- edition of the exhibition showcased 24 original calligraphy scripts by Tong and 240 posters created by 40 Asian design masters



inspired by her art. It also introduced new design perspectives by displaying more than 30 new posters created by local young designers. The new posters were developed after the designers attended four workshops in May hosted by Chen Jun-liang, Professor Lu Jing Ren from Tsinghua University, Han Jia Ying, and Shinnoske Sugisaki from Japan respectively.

Over 150 guests joined the Opening Ceremony on 6 July 2012. Guest of Honour James S. Chu, Director General, Taipei Economic and Cultural Office, Jerry Liu, Head of CreateHK, HKSAR Government, Calligrapher Tong Yang-tze and two Co-Curators unveiled the exhibition. To deepen public interest in and understanding of calligraphy and design, a public forum was held on 7 July which attracted over hundred participants.

The five speakers shared how social, cultural and modern lifestyles impact on design and calligraphy in their home countries. They included Mitsuo Katsui and Ken Miki from Japan, Xiao Qing-yang from Taiwan, Wu Yong from Mainland China and Kan Tai-keung from Hong Kong. A total of 16 guided tours were organised which attracted nearly 300 participants. Almost 11,000 individuals visited the exhibition and a total of 45 local and overseas press reports were generated.



本展覽是「2012香港設計年」的重頭戲之一，旨在推廣亞洲書法藝術和培育本地創意人才，為當代平面設計帶來新啟迪。原有的台灣版本由國際知名的台灣藝術書法家董陽孜於2011年策展，香港版則由香港設計中心及亞洲文化藝術發展協會合辦，於鯉魚涌太古坊ArtisTree展出。董陽孜、香港著名設計師劉小康和台灣平面設計師陳俊良為聯合策劃人。

以老子哲學「妙法自然」為主題，香港版的展覽不僅展示董陽孜24帖原創書法字，以及40位亞洲設計大師受董陽孜藝術啟迪而創的240幅海報，還展出了本地新晉設計師30幅新海報，突顯嶄新設計意念，背後靈感均源自他們於五月參加的四場工作坊，工作坊由陳俊良、清華大學呂敬人教授、韓家英及杉崎真之助主持。

逾150位賓客出席2012年7月6日的開幕禮，由台北經濟文化辦事處處長朱曦、香港特區政府創意香港總監廖永亮以及兩位聯合策展人擔任主禮嘉賓。為加深公眾對書法設計的興趣和認識，7月7日舉行的公眾論壇，由五位講者分享他們所屬地區的社會、文化和當代生活風格對設計和書法所帶來的衝擊。講者包括日本的勝井三雄及三木健、台灣的蕭青陽、中國大陸的吳勇以及香港的新埭強。展覽期間合共舉辦16場導賞團，參加人次近300人。是次展覽有近11,000人參觀，並錄得45次本地和海外媒體報導。

Asian Museum Network Conference (MUSCON) 2012 Hong Kong

亞洲博物館網絡會議 2012 香港

In the context of Asia and Asian people, this conference explored the latest developments of Design Museums and Museum Designs. MUSCON was jointly organised by Vitra Design Museum in Germany, HKDC and the Hong Kong Polytechnic University, with the support from the Leisure & Cultural Services Department of HKSAR Government. The conference consisted of a welcome reception, a network conference, a public conference and field visits. MUSCON facilitated the exchange of information on new projects, opportunities and knowledge. It also spurred new thinking on the contemporary developments of new museum concepts, collections and exhibitions beyond the classic model of modern art museums. This 4-day event also succeeded in engaging the public in providing ideas on concepts for new design museums and introducing local design culture

to overseas delegates through visits to museums and exhibitions. Over 500 individuals participated in MUSCON.

本會議以亞洲和亞洲人為本，討論設計博物館和博物館設計的最新發展。2012年的會議由德國Vitra設計博物館、香港設計中心和香港理工大學合辦，香港特區政府康樂及文化事務署協

辦。活動包括歡迎會、人際網絡會議、公眾會議和實地考察。亞洲博物館網絡會議促進與會者就各種新項目、機遇和知識交流討論，並為博物館的新理念、收藏品和展覽的內容發展帶來新思維，跳出典型現代藝術博物館的框框。此項為期4天的活動收集了博物館設計的各種新概念，並通過參觀博物館和展覽，向海外來賓介紹了本地設計文化。共有逾500人參加。



20 - 23 Sep 2012

TV Programme "DIY2K" 電視節目「DIY2K」



25 Sep to 18 Dec 2012
on TVB Jade

In pursuit of their dreams, many in Hong Kong's design industry are faced with a lot of challenges. This is the central theme of the 13-episode TV drama series "DIY2K" co-produced by HKDC and RTHK under the Government's CreateSmart Initiative funding scheme. It depicts the trial and tribulation of 7 local designers who strive to become design-preneurs. The series aims to raise public awareness of the important contributions made by the local design industry in sustaining the city's economic development. For the purpose of research and story development, the producers conducted two consultation sessions with Hong Kong's major design associations and design education institutes and interviewed 33 local designers. The TV series boasted an average of 15 rating points per episode and attracted a total of 12.5 million TV viewers for the whole series. It also received substantial press coverage.

香港設計產業在實踐夢想之餘，也面臨很多挑戰。在政府的創意智優計劃資助下，香港設計中心和香港電台以此為主題，合製13集電視節目《DIY2K》。節目描述七位本地設計師在創業過程裡的跌蕩起伏，旨在讓公眾加深認識本地設計師對香港經濟持續發展所作的重要貢獻。製作單位為進行資料搜集和創作劇情，曾與香港的主要設計組織及設計教育機構展開了兩場諮詢會，並訪問了33位本地設計師。節目每集平均錄得15點收視率，整個系列共有1,250萬人次觀賞，並獲媒體廣泛報導。



DIY2K actors and designers promote the programme in a Fotan industrial building which houses many design studios. 劇中演員和設計師在設計工作室雲集的火炭工業大廈宣傳DIY2K節目



2 Nov 2012 – 2 Jan 2013

creative ecologies+ 創意生態+ 展覽

Ever since Hong Kong entered a period of fast industrial and economic growth in the 1960s, the local design industry has been playing a pivotal role. It has witnessed the city's developments and reflected its societal changes. The "creative ecologies+" exhibition chronicled Hong Kong's creative evolution in time and space and explored how internal and external forces had impacted the design industry's growth since the beginning of the 20th century. The exhibition's co-curators were Freeman Lau, Kai-yin Lo, Danny Yung and Amy Chow. Through exhibits in four key themes, "Design Promotion History in Hong Kong", "Creative Cities in Asia",

"Design, Brands, Business & Society", and "Growing Creative Forces", the exhibition showcased Hong Kong's landmark design projects to illustrate how the city's creative ecologies were transformed since the 1970s. It also presented a comparative overview of the creative scenes in 12 Asian cities alongside Hong Kong.

A continuation of the highly acclaimed "Hong Kong: Creative Ecologies – Business, Living, Creativity" exhibition at the Expo 2010 Shanghai, the "Design, Brands, Business & Society" section showcased how designers, brands, enterprises and businesses

collaborated to create new value and opportunities for society.

Providing a glimpse of the industry's future direction, the exhibition showcased representative and recent works by a diverse group of both established and up-and-coming designers. The exhibition and a series of activities engaged the public and deepened their understanding of Hong Kong's design industry in relation to its development in the city and across Asia, the important role of design in economic, cultural, and social development, as well as how design led to value creation in business and contributed to better living for people.



In the Opening Ceremony of creative ecologies+, Guest of honour Mrs Carrie Lam, GBS, JP, (4th right) Chief Secretary for Administration of HKSAR, Dr Victor Lo (centre), Chairman of Board of Director, HKDC, unveil the exhibition with co-curators and guests from various sectors.

主禮嘉賓香港特別行政區政務司司長林鄭月娥太平紳士(右四)聯同本中心董事會主席羅仲榮博士(中)、展覽聯合策展人和一眾嘉賓為《創意生態+》展覽揭幕。



The Opening Ceremony and a media tour were held on 5 November with 114 participants. The exhibition was unveiled by Guest of Honour Mrs Carrie Lam, GBS, JP, Chief Secretary for Administration of HKSAR Government, Dr Victor Lo, Chairman of Board of Directors, HKDC, and the co-curators. Two workshops on design, culture and society were organised to provide the participants an opportunity to interact with five award-winning local young design talents on 12 and 13 December. By doing so, the 95 participants gained diverse perspectives unique works in different design disciplines.

creative ecologies + was one of the featured events for the "2012 Hong Kong Design Year" and was organised by HKDC in partnership with the Hong Kong Heritage Museum of the Leisure and Cultural Services Department. The exhibition also coincided with the 10th anniversary of HKDC. Almost 32,000 individuals attended the exhibition and 580 visitors joined the guided tours.

香港工業和經濟自60年代高速增長，期間本地設計業扮演著重要角色。「創意生態+」展覽按時間和空間，記錄香港創意產業的演變，並探討自20世紀初香港的內在及外在因素如何推動本地設計產業的發展。展覽的聯合策展人為劉小康、羅啟妍、榮念曾和周婉美，共分為四大主題：「香港設計推進的歷史」、「亞洲創意城市」、「設計、品牌、商業與社會」和「創意新世代」，當中不乏標誌性的香港設計項目，刻劃了香港創意生態自70年代起的變革。展覽同時綜觀12個亞洲城市的創意生態。以2010年於上海世博會舉辦之「香港：創意生態——商機、生活、創意」展覽為藍本，「創意生態+」展覽的「設計、品牌、商業與社會」展區展示了設計師、品牌、企業與商界如何協作，為社會創造新的價值和機遇。

展覽亦展出了多位著名和新晉設計師的代表作和新作，以預視產業的未來發展方向。本展覽以及連串活動均致力讓公眾參與，使大眾深入認識香港設計產業與香港和亞洲地區發展的關係，了解設計在經濟、文化和社會發展中扮演的重要角色，以及設計如何為商業創造價值，締造更美好的生活。

開幕禮暨媒體導賞於11月5日舉行，共114人參與，主禮嘉賓為香港特區政府政務司司長林鄭月娥太平紳士、香港設計中心董事會主席羅仲榮博士以及各聯合策展人。12月12至13日舉辦的兩場設計、文化及社會工作坊，吸引95名參加者與五位得獎的本地新晉設計師互動，從中擴闊視野，認識設計界的不同專業。

創意生態+是「2012香港設計年」的重點活動之一，由香港設計中心與康樂及文化事務署轄下的香港文化博物館合辦，亦是標誌香港設計中心成立十周年的活動。為期兩個月的展覽共有近32,000人次參觀，580人參與導賞團。

32,000
Visitors
參觀人次



During the exhibition, many visitors join the workshops on design, culture and society held by a few Hong Kong young design talents.

展覽期間，多位香港年青設計師主理工作坊，讓參加者了解設計、文化和社會的關係。



Designing Change Roundtable Series

設計驅動改變圓桌論壇系列

1st roundtable on Design • Culture • Society

設計 • 文化 • 社會



17 Nov 2012

On an ongoing basis, HKDC gathers the views and ideas on design from local thought leaders in such areas as culture, social and economic developments, and policy-making, to perpetuate the underlying essence of "2012 Hong Kong Design Year". A series of 'Designing Change' roundtables has been initiated to fulfil this purpose.

At the debut session held in the Hong Kong Heritage Museum, leading academics, design professionals and cultural opinion leaders attended and shared their insights. They were: Chiu Kwong-chiu, Director of Design and Studies Cultural Workshop Ltd; Joey Ho, Vice Chairman (local affairs) of Hong Kong Interior Design Association; Dr Edmund Lee, Executive Director of HKDC; Francis Lee, Chairman of Hong Kong Designers Association; Lui Tai-lok, Professor and Head of Sociology Department, University of Hong Kong; Yau Lop-poon, Chief Editor, Yazhou Zhoukan; Kevin Yeung, Chairman of Hong Kong Fashion Designers Association; and Danny Yung Ning-tsun, Artistic Director, Zuni Icosahedron. Freeman Lau, Secretary General of Hong Kong Federation of Design Associations

cum Vice Chairman of HKDC was the moderator. They explored a broad range of topics, including the role of design in Hong Kong since the 1970s, how to spotlight the unique cultural features of Hong Kong through design, and how Hong Kong could position its cultural development in the face of competition from other Asian countries using the creative industries to bolster their economic growth.

HKDC disseminates the views and ideas collected in these roundtables to the administration and other key stakeholders in private and public sectors across industries and businesses through the publication and distribution of discussion summaries.

香港設計中心重視社會各界和領袖的創見，著力收集本地文化、社會經濟發展和決策領袖對設計的真知灼見，以延續「2012香港設計年」的精神。為此，設計中心舉辦了一系列的「設計驅動改變」圓桌論壇。

多位頂尖學者、專業人士、資深文化界代表應邀出席在香港文化博物館舉行的第一場論壇。包括：設計及文化研究工作室總監趙廣超、香港室內設計協會副主席（本地事務）何宗憲、香港設計中心行政總裁利德裕博士、香港設

計師協會主席李躍華、香港大學社會學系教授呂大樂、亞洲周刊總編輯邱立本、香港時裝設計師協會主席楊棋彬和進念·二十面體藝術總監榮念曾。香港設計總會秘書長暨香港設計中心董事局副主席劉小康為會議主持人。他們探討一連串議題，包括設計自70年代起在香港扮演的角色、如何通過設計突顯香港獨特的文化特色，以及面對亞洲各國均以創意產業作為經濟發展的新亮點，香港的文化發展方向應如何定位。

香港設計中心通過出版和派發研討摘要，把圓桌論壇的嘉賓觀點和構思發放給政府和公私營界別各產業的主要持分者。

2nd roundtable on Design and Economy

設計 • 經濟



23 Mar 2013

The participating thought leaders at this roundtable examined the close relationship between design and the economic developments in the city. The participants were: Antony Chan, Chairman, Hong Kong Interior Design Association; Francis Lee, Chairman, Hong Kong Designers Association; Karen Chan, Executive Director of German Pool Group; Toby Chan, Founding Chairman of Asian Licensing Association; Stanley Chu Yu-lun, Honorary Life President, Hong Kong Exhibition and Convention Industry Association; Dr Roy Chung Chi-ping, Chairman of Federation of Hong Kong Industries; Desmond Hui Cheuk-kuen, Managing Director of Culture and Development

Consultancy Ltd; Lee Jark-pui, Chairman, the International Chamber of Commerce - Hong Kong and Freeman Lau, secretary general of Hong Kong Federation of Design Associations cum Vice Chairman of HKDC. Executive Director of HKDC, Dr Edmund Lee and Project Director, Center for Entrepreneurship, CUHK, Bernard Suen co-moderated the roundtable. The experts also threw light on the ways for value addition in the manufacturing sector through enhancing design. The interaction between the design sectors in Hong Kong and overseas was analysed and new opportunities from licensing were identified. The participants also discussed the advantages and

challenges for Hong Kong brands to penetrate into the market in Mainland China and shared their insights into the future developments of the local design and creative industries. Various problems in the city's design education were identified at this roundtable.

是次圓桌會議探討了設計與香港經濟發展之間的緊密關係。與會的思想領袖包括：香港室內設計師協會主席陳志毅、香港設計師協會主席李躍華、德國寶集團有限公司執行董事陳嘉賢、亞洲專利授權業協會創會主席陳立邁、香港展覽會議業協會名譽會長朱裕倫、香港工業總會主席鍾志平博士、文化發展顧問有限公司執行董事許焯權、國際商會-中國香港會長李澤培和香港設計總會秘書長暨香港設計中心董事會副主席劉小康。香港設計中心行政總裁利德裕博士和香港中文大學創業研究中心項目總監孫耀先共同主持論壇。他們討論如何通過改善設計來為製造業增值，並分析了香港與海外設計界的互動，以及授權所帶來的新機遇。亦談論香港品牌進入內地市場的優勢和挑戰，並對本地設計和創意產業未來發展作前瞻性的分析。是次圓桌會議亦涉獵本地設計教育問題。

Hong Kong Design Directory

香港設計指南

This online directory is set to promote design solutions offered by Hong Kong designers and design firms locally and abroad. Its latest advanced version went live in August 2012. First of its kind in the territory, the Hong Kong Design Directory is a complimentary electronic design service platform developed and operated by HKDC. Also available through AppStore, it offers quick and easy access to essential information on design-related business for users worldwide. The directory aims to raise the profile of Hong Kong's design industry, enhance the public's appreciation of design, strengthen the network among local and overseas design practitioners, and enhance the business connection between Hong

Kong design service providers and corporate users worldwide. Featuring 21 design categories, the directory attracts average 800,000 hits every month in the reporting year.

此網上指南旨在推廣香港設計師和設計公司提供的設計方案。最新的優化版於2012年8月啟用。此專屬設計的免費電子服務平台為本港首創，由香港設計中心開發和營運，指南也可於蘋果AppStore下載，它能快捷地為世界各地的設計服務用家提供必要的資訊。主要目標是提升香港設計界的專業形象，加強公眾對設計的認知，促進本地與海外設計從業員的聯繫，與及本地設計師和設計公司與全球企業用家之商業聯繫。指南涵蓋21個設計類別，本年度每月平均錄得800,000次點擊率。



www.designdirectory.hk

Publications

出版刊物

HKDC is dedicated to celebrating the city's design excellence in style and preserves design legacy. In 2012-13, HKDC's diverse publications document the fruitful array of projects and initiatives. In collaboration with publishers, HKDC strengthens the dissemination of design knowledge and culture to the public.

香港設計中心一向致力表揚香港設計成就及承傳設計文化和知識。2012至13年度，香港設計中心出版不同類型的刊物，記錄多元化的計劃與活動，並透過與出版社合作，進一步向公眾傳遞設計知識和價值。



1 Design Walk Across Hong Kong 《香港城區設計散步》

Although many neighbourhoods in Hong Kong may appear unremarkable at first glance, they contain interesting design inspirations when people care to pay closer attention. In this book published by HKDC and the Commercial Press, 17 local designers lead readers on discovery tours to various districts in the city and select their favourite design elements indigenous in each district. In this age of information overload on the internet, the book urges readers to go out and get inspired by establishing the connection with different neighbourhoods.

At the book's launch held at the Commercial Press in Tsim Sha Tsui on 19 January 2013, designers Grace Lau, Kate Li, Benny Au and David Lo, shared their views about the book and the design elements in various districts in Hong Kong. The launch was jointly organised with the Commercial Press.

香港各個社區驟眼看來似是毫不起眼，但仔細探索，其實充滿有趣的設計意念。香港設計中心與商務印書館找來17位本地設計師，帶領讀者遊歷不同區域，挑選最喜愛的地道設計元素。在這個訊息爆炸的互聯網年代，本書鼓勵讀者出外走一走，與不同社區建立聯繫，並從中取得靈感。

與商務印書館合辦的新書發佈會於2013年1月19日假尖沙咀商務印書館舉行，設計師劉君璧、李蕙英、區德誠及盧永強分享他們的讀後感想以及香港各區的設計元素。



2 Design for Asia - HKDC Awards 2012 《給亞洲設計 - 亞洲最具影響力設計大獎2012》

This book features all the DFAA winning masterpieces and their respective creative individuals or teams with detailed design descriptions, interviews with prominent international designers, essays, information charts and a roundtable discussion participated by the award judges.

本書介紹2012年度「亞洲最具影響力設計大獎」的得獎作品及其創作團隊；同時收錄優秀國際設計師的訪談；特別刊載設計大獎十年回顧文章及圖表，並摘錄國際評審團的圓桌會談，探討全球化下地域設計的需要，以及亞洲設計浪潮的現況和未來發展。

3 Ink & Design 《書法與設計》

Published by HKDC and ET Press in Jan 2013, this book features the unique viewpoints and artworks by 9 prominent calligraphy artists and designers in Greater China, Japan and Korea. The book explores how calligraphy has been applied to design in Asia and how design closely reflects the developments in various societies and cultures. It presents classic examples of calligraphy integrated into commercial design. The book also explains the rules in traditional calligraphy. The artists and designers share their perspectives of the value of calligraphy in today society. The book helps readers rediscover the beauty of this traditional art form and its evolving integration with contemporary design.

On 20 April, 2013, a book talk titled "Life in the Midst of Calligraphy and Design" and based on "Ink & Design" was co-organised at eslite in Causeway Bay by HKDC and ET Press. Designers Kan Tai-keung, Stanley Wong, Benny Luk, and Han Jia-ying discussed their observation of the beauty of the integration of calligraphy into our everyday life and dissected the relationship between calligraphy and design.

此書由香港設計中心與經濟日報出版社於2013年1月聯合出版，集合兩岸三地、日本及韓國九位頂尖書法家和設計師的獨到觀點和作品，探索亞洲書法如何應用於設計，以及設計如何緊密反映各地社會和文化的變遷。書中輔以融合書法和商業設計的典型例子，並解釋傳統



書法的規則。各書法家和設計師亦暢談了書法在今天社會的價值。本書有助讀者重新發掘這種傳統藝術之美，以及其與當代設計不斷融合的過程。

在2013年4月20日，以《書法與設計》為基礎的「生活在書法與設計中」新書講座於銅鑼灣誠品書店舉行，由香港設計中心及經濟日報出版社合辦。設計師靳埭強、黃炳培、陸國賢和韓家英暢論了書法與日常生活共融之美，並剖析書法與設計的關係。

4 Designing Public Services

A legacy of Hongkong Post User-Centric Design Pilot Project – Mong Kok Post Office 《香港郵政用家為本設計之試點計劃——旺角郵政局》特刊

The Hongkong Post "User-centric Design Pilot Project" implemented by HKDC for the Mong Kok Post Office emphasises an innovative approach to the experience of customers in using public service facilities. To share its insights in this pioneering project, HKDC published a legacy in September 2012 that comprehensively chronicles the details of the project, from the initial user-centric research to interior construction with lots of pictorial illustrations. The legacy also includes the findings on the Post-implementation Evaluation of this project conducted by an independent third-party body to measure users' appraisals on the deliverable effectiveness in February 2012.

In August 2009, the Hongkong Post invited HKDC to manage the

re-designing and improvement of the Mong Kok Post Office. The pilot project heavily involved the users who provided their input in the enhancement of the space and facilities they frequent. HKDC successfully completed the project in 2011. Many aspects of the post office have been enhanced for better user's experience. The project highlights HKDC's commitment to promoting design as a means to inspire creative and innovative ideas to improve public service delivery.

香港設計中心推行香港郵政「用家為本設計之試點計劃」，重新設計旺角郵政局，務求通過各種創新，增進顧客使用公共服務設施的體驗。為分享這項嶄新計劃的獨特創見，香港設計中心於2012年9月出版特刊，全面記錄項目細節，包括最初的用家為本研究和翻新工程，圖文並

茂。特刊亦刊載獨立第三方機構於郵局翻新後，在2012年2月進行的評估，收集了用家對服務效率的評價。

香港郵政於2009年8月委託香港設計中心主理旺角郵政局的重新設計和改善工程，積極邀請用家參與，就經常使用的空間和設施提供改進的意見。計劃於2011年完成後，郵局裡裡外外均煥然一新，帶來更佳的用户體驗。並突顯了設計中心致力推動以設計來啟發創新意念，藉以改善公共服務。



5 Hong Kong Design Centre Annual Report 2011-12 《香港設計中心年報2011-12》

Themed "An Expanding Horizon", the Annual Report has won the Gold Award (Dual Language Reports) of 2013 Astrid Awards to honor its outstanding design communications approach and rich contents. The design concept of "Circular Ripples"

was developed to signify the impact of design expanding like ripples to a new frontier, and represent HKDC's tireless endeavours to promote wider and strategic use of design to the society through different platforms and initiatives.

以「創新領域 拓展不斷」為主題，此年報榮獲美國「2013 Astrid Awards」金獎（雙語年報），表揚其優秀的設計和內容。年報以「漣漪」之設計概念象徵設計的影響力擴展至創新領域，同時代表香港設計中心致力透過不同平台推動社會大眾策略地應用設計來創造價值，達致社會創新。

HKDC Library

香港設計中心圖書館



An advanced version of online catalogue system was launched in 2012 to make searching library resources more convenient.
2012年推出全新網上圖書目錄，方便讀者查閱圖書館館藏資源

2012 was the year in which the library substantially enriched its content and made itself more accessible to the public. Its inventory of books rose 11.4% to 1,251. The Asian Design Magazine Section was expanded with new titles. Total inventory including design-focused books, magazines, DVDs and CDs hit 3,200 copies by the end of March 2013. More limited edition items were acquired. To make its inventory more accessible to the public, the library launched a new advanced version of its Online Catalogue system in 2012. It is open to the public with the commitment to enhancing public's understanding of design and providing a dynamic platform for the sharing and discussion of design knowledge. Inclusive & Universal Design and Design Management were the key areas to feature in 2012, with a selection of titles, overseas case

studies from various industries and reference materials promoted to the public and library users. Situated on the second floor at InnoCentre, the library was established by HKDC in 2008.

香港設計中心圖書館於2012年豐富了館藏，並讓公眾更便於使用。藏書量增加了11.4%至1,251冊，「亞洲設計雜誌」類別也加入了新書目。截至2013年3月，包括設計專書、雜誌、DVD和CD在內的總館藏達3,200項。圖書館亦網羅更多珍藏版專書。為了讓公眾更易查閱館藏資料，圖書館在2012年推出進階版本的網上圖書目錄。圖書館座落九龍塘創新中心二樓，由香港設計中心於2008年創立，開放予公眾，致力

加深他們對設計的認識，並作為一個商討和共享設計知識的動態平台。2012年圖書館以「共融設計及通用設計」及「設計管理」兩個專題，精選相關書種、來自世界各地不同產業的個案研究和參考資料等，向公眾和圖書館使用者宣傳和介紹。



3,200+
Design books & Magazine
設計書刊館藏



Communications & Media Publicity

傳訊與媒體報導

HKDC made every effort in providing the general public and the media with up-to-date information of our works and design-related programmes. Throughout the year, HKDC maintained close contact with local and international media through various communication tools. We issued press releases and held press conferences, media briefings and other media activities. HKDC also conducted briefings to visiting overseas journalists' delegations. Media interviews with senior management were scheduled to spread the messages to the public.

HKDC's events and programmes have always attracted widespread media coverage in Hong Kong, Mainland China and abroad. This year's flagship event Business of Design Week and its concurrent events attracted 260 media participants from Hong Kong and overseas. The 2012 Hong Kong Design Year generated over 1,000 media reports. Media coverage about HKDC's community engagement and education programmes has helped raise public awareness of the value of design.

HKDC publishes newsletter "Design Vibe" and Annual Report, as well as issuing bi-weekly e-newsletter to highlight our activities and major progress. Social media platform has also been utilised as an important tool to communicate and interact with the society.

香港設計中心致力向公眾及傳媒提供有關本中心和設計相關項目的最新資訊。年內本中心透過不同的溝通渠道，如發放新聞稿，接受媒體訪問，舉行記者會、傳媒簡報會和其他傳媒活動，與本地及國際傳媒保持緊密聯繫。香港設計中心亦向訪港的海外媒體代表團介紹香港設計業的動態。

香港設計中心多元化的活動和項目一直吸引本地和中外媒體廣泛報導。年內的旗艦活動設計營商周及其同期活動共吸引逾260家本地和海外媒體出席採訪。2012香港設計年共獲得逾1,000次媒體報導。同時，傳媒對本中心的社區活動和設計教育項目的相關報導，有助促進公眾認識設計的價值。

另外，出版季刊《設計動曆》和年報，與及定期發放的電子通訊，有助向公眾介紹本中心的重點項目和發展。我們亦視社交媒體為一項重要的溝通平台，藉此與市民保持互動。



Visits to HKDC

到訪香港設計中心

HKDC is committed to enhancing the understanding of design and fostering collaboration with stakeholders and organisations in Mainland China, Taiwan, Asia and other regions. In the reporting period, HKDC received 33 official delegations, including HKSAR Government officials from the Commerce and Economic Development Bureau, the Hong Kong Economic and Trade Office (HKETO) in London, HKETO Sydney and HKETO Berlin, as well as local professional organisations and students from local institutes.

HKDC also played host to delegates from Mainland China, such as from Zhejiang, Jiangsu, Nanjing, Guangdong province, Tsing Hua University, China Academy of Space Technology. Meanwhile, delegations

from other regions in Asia, including the Taiwan-Hong Kong Economic and Cultural Co-operation Council, Taiwan Design Center and designers, tertiary students from Singapore, helped strengthen communication and connections with HKDC. Other visits were made by government officials, professionals and students from Denmark, Finland, Germany, the Netherlands, UK, Mexico, Italy and Australia. Through these visits, the delegations increased their understanding of HKDC and experienced Hong Kong's vibrant design ecologies.

香港設計中心積極與大中華地區、亞洲和其他地區的持份者和機構加強合作，增進彼此認識。本年度，設計中心共接待33個官方代表團，包括香港特區政府商務及經濟發展局、駐倫敦經濟貿易辦事處、駐悉尼經濟貿易辦事處和駐



柏林經濟貿易辦事處的政府官員，以及本地專業團體和本地學院的學生。

中國代表團包括來自浙江、江蘇、廣東省、北京清華大學和中國空間技術研究院等的官員和專業人士。此外有來自亞洲其他地區，包括台灣經濟文化策進會、台灣創意設計中心和設計師、新加坡專上院校的學生等，他們的到訪均加強與香港設計中心的溝通和聯繫。丹麥、芬蘭、德國、荷蘭、英國、墨西哥、意大利和澳洲的政府官員、專業人士或學生，亦在年內到訪，藉此加深對香港設計中心的認識，並體驗香港生機勃勃的設計生態。

Friends of HKDC Membership Programme

香港設計中心之友會員計劃

The Friends of HKDC Membership Programme (FOHKDC) is a tightly knit network of accomplished and aspiring individuals who share HKDC's mission of "Design for Society". Through its membership programme, HKDC aims to build a cluster of resourceful people from various professions and backgrounds who are not only enthusiastic and passionate about design, arts and culture, but also champion the values and benefits that design can bring to businesses and the community. The programme is an excellent platform to support the development of the design industry. It enables

its members to gain invaluable knowledge from and get inspired by design masters from around the world and promotes exchanges within the design community. FOHKDC welcomes all design enthusiasts and supporters of HKDC's cause. The programme features five membership categories:

「香港設計中心之友」會員計劃匯集了多才多藝、志向遠大、不同專業和背景的多元人才，共同肩負著香港設計中心「設計服務社會」的使命。他們不只對設計、藝術和文化充滿熱誠，並堅信設計能為商界和社會帶來價值和效益。此計劃是支援香港設計發展的一個優秀平台，會員可在參與活動過程中從世界各地的設計大師



身上獲得寶貴知識和啟迪，並促進設計業界的交流。「香港設計中心之友」會員計劃歡迎所有設計愛好者及支持香港設計中心使命的人士加入。本計劃共設有五類會籍：

- 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

Acknowledgement of the Patron Members

鳴謝永久贊助會籍之會員 (till 31 March 2013 截至2013年3月31日)
(by alphabetical order 以英文姓氏排序)

Mr Fawaz Abid Bakhotmah
Fawaz Bakhotmah, Arch & Des.

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鄭慧筠女士
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香港知專設計學院 國際事務處經理

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Ms Agnes Chiu
趙靄文女士
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SOHK Ltd. 總監

Mr Alex Chunn
Vice President – Concept Development,
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創科實業有限公司 副總裁 – 產品概念開發部

Dr Richard Fung
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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

Dr Mr Kan Tai-keung, SBS
靳埭強教授
Founder, Kan & Lau Design Consultants
靳與劉設計顧問創辦人

Mr Kwong Man-hang, Bengie, JP (Aust.)
鄺敏恆先生
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
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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 International Ltd.
力嘉國際集團 董事總經理

Mr Nils Neckel
Director, Designlink

Mr Benson Pau
鮑潔鈞先生
Founder and Managing Director, Wings Trading (HK) Co. Ltd.
飛騰行(香港)有限公司 創辦人及董事總經理

Mr Tsoi Chiu-hang
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Executive Director, Lifestyle Centre Holdings Ltd.
時尚生活中心集團 執行董事

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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 Danny Wong
黃偉程先生
Executive Director, Wiseman International Digitech Ltd.
華冕國際數碼技術有限公司 行政總裁

Mr Peter Wong
黃紹開先生

Mr Xia Qin
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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
CEO, POSH Office Systems (HK) Ltd.
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Mr Leon Yoong
翁國樑先生
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Dr Allan Zeman, GBM, GBS, JP
盛智文博士
Chairman, Lan Kwai Fong Holdings Ltd.
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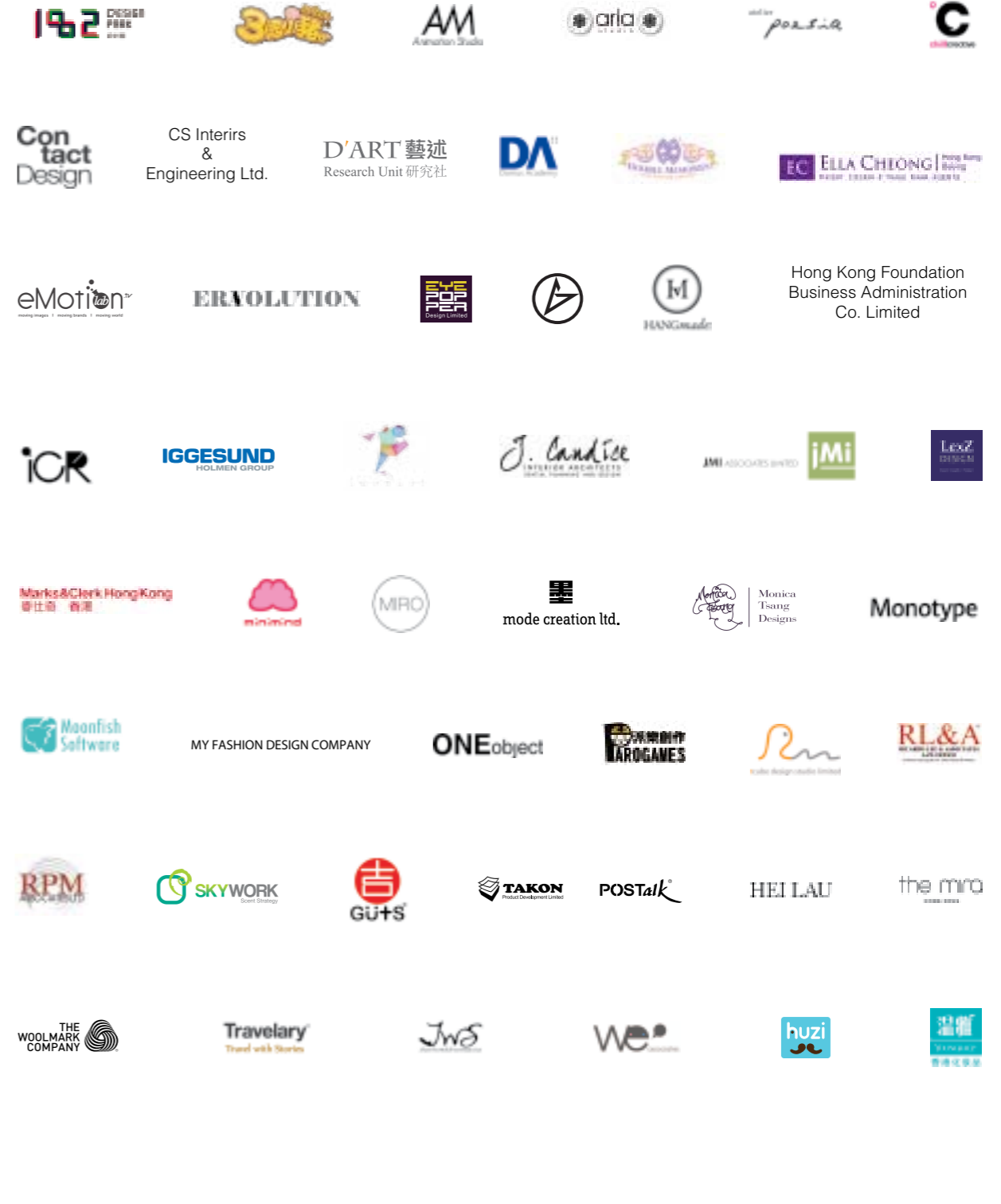
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Acknowledgement of Corporate Members

鳴謝公司會籍之會員 (till 31 March 2013 截至2013年3月31日)
(by alphabetical order 以英文排序)



2012 Hong Kong Design Year

2012香港設計年



Great momentum has been built for Hong Kong's transformation into a progressive and world-class creativity city. As the catalyst for this transformation, the Hong Kong Government initiated the 2012 Hong Kong Design Year (HKDY) to engage the entire community in realising the vision "A City Driven by Design". Defined by four specific themes: "Nurturing Talents", "Creating Value", "Bettering Life", and "Celebrating Excellence", HKDC organised a total of 19 programmes and events and helped co-organise 44 activities with

strategic partners, including Hong Kong Trade Development Council, Hong Kong Tourism Board and Hong Kong Ambassadors of Design.

Throughout a 12-month period, a total of 63 programmes and activities were held, attracting over 2.6 million participants. The innovative mix of HKDY programmes successfully engaged many members of the general public. They spanned across architecture, urban design, public space, education, business, branding, intellectual property,

fashion and interior design, jewellery, toy and industrial design, technology, illustration art, tourism, and sustainable development. A diverse range of formats was employed to maximise the interaction and engagement with the participants, covering master talks, conferences, forums, design competitions, summer camp for students, exhibitions, design marts, community arts, and online voting campaigns targeting the public.

香港正蓄勢待發，演變成世界級的先進創意城市。為推動這項轉化工程，香港政府發起了2012香港設計年，鼓勵全民參與，共同實現「創意城市（設計）驅動」的願景。以「培育精英」、「提升價值」、「改善生活」、「嘉許成就」為四大主題，香港設計中心主辦了19項活動和盛事，並與其他策略夥伴包括香港貿易發展局、香港旅遊發展局和香港設計大使，共同籌辦了44項活動。

長達12個月的香港設計年合共舉辦了63項活動，參加人次逾260萬。其別開生面的活動組合，吸引廣泛的公眾參與。參與人士橫跨建築、都市設計、公共空間、教育、商業、品牌、知識產權、時裝和室內設計、珠寶、玩具和工業設計、科技、插畫、旅遊和可持續發展等多項專業。活動的形式多姿多彩，包括名師對話、會議、論壇、設計比賽、學生夏令營、展覽、設計市集、社區藝術和以公眾為對象的網上投票活動，務求增進互動，加強市民的參與程度。

2,600,000+
Total participants

全年參與人次

Aimed at encouraging the public to express their thoughts and ideas on design, the "Design, I Say" campaign launched in March 2012 left its footprint throughout the 18 districts in Hong Kong. The ideas from hundreds of individuals scribbled on Post-It notes were collected. Some were subsequently developed into outdoor advertising materials and then went on public display on over 700 Hongkong Post's boxes in various

Design, I Say

設計，我話



Mar - Dec 2012

neighbourhoods. Started from August 2012, the public also expressed their views via a dedicated 'Design, I Say' website and a dedicated app for mobile devices to encourage sharing views and feelings about design. A total of over 2,400 Post-It notes with design ideas were collected during the campaign.

為鼓勵公眾發表對設計的想法，名為「設計，我話」的全民活動於2012年3月在全港18區展開，收集數以千計填寫了公眾對設計感受的告示貼。部分意念語句更獲製成戶外廣告，展示在大街小巷逾700個香港郵政的補給郵箱上。自2012年8月起，公眾亦透過「設計，我話」專屬網站表達意見，10月更設有流動應用程式，鼓勵大眾隨時隨地分享對設計的所思所想。活動期間共收集到逾2,400張載有設計主意的告示貼。

Design, I Say@DETOUR 2012 The Five Elements of an Ideal City

設計，我話@DETOUR 2012
理想城市的五行



30 Nov-16 Dec 2012

The Five Elements (Wu Xing) is a traditional Chinese cosmic philosophy explaining the formation and evolution of our universe. All of us, and the city we live in, are under the influences of the Five Elements.

Inspired by this traditional concept, this interactive exhibition made a contemporary interpretation of the "five elements" of an ideal city and invited the public to express their views. The participants were asked

that in the design of an ideal city, which of the "five elements" they considered the most important. The elements were: Metal (Economic Development and Progressiveness), Wood (Education, Nurturing Talent and Cultural Development), Water (Mobility and Transparency), Fire (Passion and Life Force) or Earth (Green Living and Sustainability). Of the total 20,174 ballots casted, the "Earth" element tops the list.

五行是中國傳統的宇宙觀，解釋宇宙如何形成和演變。我們所有人以至居住的城市都受五行影響。是次互動展覽引用這套傳統觀念，以現代手法演繹理想城市的「五行」：金（經濟發展、革新）、木（教育、樹人、文化發展）、水（流動、開放）、火（熱情、生命力）和土（環保、可持續發展）。活動邀請DETOUR的參加者表達意見：理想的城巿設計，應以「五行」的哪一項居首？結果共有逾二萬人投票，當中最多的人認為「木」代表的「教育、樹人、文化發展」最為重要。



The "Design, I Say" website encourages the public to express their views on design.
「設計，我話」網站鼓勵公眾積極發表對設計的想法



2012 HKDY x Yahoo! Emotive Design

2012香港設計年 x Yahoo!感情設計



22 Jun - 31 Aug 2012

To create synergy in a crossover campaign with HKDY, HKDC and Yahoo! jointly launched the "2012 Hong Kong Design Year x Yahoo! Emotive Design Awards" on 22 June. In the event, members of the public were invited to vote for their favourite 'emotive designs'. The awards consisted of two categories: the "50 Emotive Designs" and "People's

Choice". With a total of 171,636 votes cast, the result was announced in a prize presentation ceremony held on 31 August 2012. The ubiquitous "red-white-blue bag" garnered the highest number of votes in the "50 Emotive Designs" part and won in the "Hong Kong Creation" category, as well as the "People's Choice". Other winners included Octopus smart cards,

cartoon figures McMug and McDull, the Hong Kong International Airport, and the classical package of Garden Life Bread.

配合香港設計年鼓勵全城參與的精神，香港設計中心與Yahoo!於6月22日合辦了「2012香港設計年x Yahoo!感情設計大獎」，讓公眾投票選最喜愛的「感情設計」。大獎分為「50個感情設計」及「全民之選」兩部分。共有171,636人投票，結果於2012年8月31日的頒獎禮上公佈。在港人生活中無處不在的「紅白藍袋」在「50個感情設計」中獲得最高票數，在「香港創意」組別中稱冠，並贏得「全民之選」大獎。其他優勝設計包括八達通智能卡、卡通角色麥兜和麥兜、香港國際機場以及嘉頓生命麵包的經典包裝。



63
Programmes
throughout the year
全年活動

International Design Summer Camp Programme – World Design Summer Camp

「環球設計夏令營」活動



1 - 10 Jul 2012

This 10-day programme gathered a total of 210 students of design discipline at tertiary level from Hong Kong and around the world. Encouraging the interaction and idea exchange among local students with those from other countries, 108 local students

participated together with 102 students from other Asian countries or regions, Europe and the United States. All the students immersed in the intellectual and cultural exchanges, as well as the sharing of first-class design experience with world-class speakers, under 4 track programmes: Hospitality & Tourism; Leisure /Entertainment /Digital Media; Active Ageing, Public Design and Universal Design; and Retail / Fashion. The programme also featured field trips around Hong Kong to study local culture first-hand, and an expedition to the Pearl River Delta to witness the industrial, commercial and cultural developments of South China.

210位來自世界各地的設計學系大專學生參加了為期10天的夏令營。為鼓勵本地與海外學生

互動交流，夏令營匯聚了108名本地學生和102名來自亞洲地區、歐洲和美國的學生。他們進行了學術及文化交流，並向世界級設計大師汲取極寶貴的設計經驗。活動分四類：款待與旅遊；休閒/娛樂/數碼媒體；健康頤年、公共設計和通用設計；以及零售/時裝。夏令營期間，學生亦到訪香港各處實地考察，親身體驗本地文化，並前往珠三角體驗華南地區的工商業和文化發展。



2012 HKDY@Hong Kong Book Fair 2012

2012香港設計年@香港書展2012



18 - 24 Jul 2012

HKDY featured a special booth at Hong Kong Book Fair. It was the first time ever that all the design books by renowned designers in Hong Kong had been presented in one dedicated exhibition area, under the "2012 Hong Kong Design Year" brand. The books for sale included limited edition titles, collective publications by associations, books that were not distributed in Hong Kong before, as well as new releases which were exclusively available at HKDY booth. The booth attracted over 7,000 visitors. Two seminars were organised under the HKDY brand on 20 July featuring three local designers, Danny Yung, Dr Kan Tai-keung and Chan Hei-shing. They shared their design philosophies with 180 participants.

香港設計年首次參與香港書展，以「2012香港設計年」為品牌開設展位介紹香港知名設計師的設計典籍，並售賣包括限量版作品、各大協

會的結集、未曾在香港發行的作品以及新書目，其中部分新作更是於香港設計年展位獨家發售，展位共吸引逾7,000訪客。香港設計年亦於7月20日舉辦了兩場講座，邀得樂念曾、靳埭強博士和陳曦成三位本地設計師和文化人與180名參加者分享其設計哲學。



American Express Hong Kong Wine and Dine Month 2012 x 2012 HKDY

美國運通香港美酒佳餚月x 2012香港設計年：巨型酒瓶藝術裝置



19 Oct - 30 Nov 2012

At this collaborative project with Hong Kong Tourism Board, a total of 30 giant wine bottles being the works of 11 Hong Kong renowned designers went on public exhibitions for locals and tourists to appreciate Hong Kong designs, during the American Express Hong Kong Wine and Dine Month 2012. The exhibitions were staged in West Kowloon Waterfront Promenade; Park Lane; Avenue of Stars; Langham Place; The East (Wanchai); Paterson Street; and Stanley Plaza. The invited designers included Dr Kan Tai-keung, Freeman Lau, Benny Au, Eric Chan, Choi Kim Hung, Hung Keung, Hong Ko, Fanny Ng, Stanley Wong, Tony Wong, and Clement Yick.

本活動與香港旅遊發展局合辦，於美國運通香港美酒佳餚月展出由11位本地設計名師設計的30個巨型酒瓶作品，藉此向本地市民和遊客介紹香港設計。展品先後於西九龍海濱長廊、尖沙咀栢麗大道、尖沙咀星光大道、旺角朗豪坊、灣仔The East、銅鑼灣百德新街和赤柱廣場展出。參與的設計師包括靳埭強博士、劉小康、區德誠、陳超宏、蔡劍虹、洪強、高少康、吳慧嫻、黃炳培、Tony Wong及易達華。



HKDY Master Talks

Talk 5

「香港設計年 名師對話」系列



2 Nov 2012

Creative director and founder of Mecanoo Architecten in Delft, the Netherlands, Francine Houben, hosted this talk in eslite Causeway Bay bookstore. Being one of the most prolific architects in Europe, Houben is highly acclaimed for her concept of the aesthetics of mobility

as a new instrument for country and city planning. In November 2012, she launched the book "Dutch Mountains", which offered a fascinating perspective on her experience as a global architect. In this talk, she presented her vision and the philosophy behind her works,

illustrating her points through her increasingly international portfolio featuring the award-winning La Llotja Theatre and Congress Centre in Lleida, Spain (2010), Library of Birmingham, integrated with the REP Theatre in the UK (2013), and the Wei Wu Ying Centre for the Arts in Kaohsiung, Taiwan.

荷蘭代爾夫特市Mecanoo Architecten創作總監兼創辦人Francine Houben於銅鑼灣誠品書店主持了是次講座。貴為歐洲最多產的設計師之一，Houben因善於把行動美學作為鄉郊和城市規劃的新工具而享負盛名。2012年11月她推出了新書《荷蘭人造山》，分享了地作為世界級設計師的精彩角度和經驗。她解說了她的建築願景及哲學，並以她日趨國際化的建築項目作為示例，包括獲獎的西班牙列伊達市La Llotja劇院及會議中心(2010)、英國的伯明翰圖書館——與REP劇院融為一體(2013)以及台灣高雄市衛武營藝術文化中心。

2012 Hong Kong Design Year – Design Bus Tour

2012香港設計年 — 巴士設計遊



24 Nov, 1 Dec, 8 Dec 2012



An open-top bus took design enthusiasts directly to themed exhibitions free of charge. This was the first-ever complimentary bus services for the public with point-to-point connections to visit HKDY signature exhibitions including Tian Tian Xiang Shang; creative ecologies+; Colours of Asia; DETOUR; and German Design Standards.

一群設計愛好者乘坐開篷巴士直達各主題展覽，這是香港設計中心首次為公眾提供「點到點」免費接載巴士服務，帶領市民參觀香港設計年的重點展覽，包括天天向上、創意生態+、亞洲色彩、DETOUR和德國現代設計百年展。

DESIGN JAM PARTY

The finale for HKDY, this event celebrated the success of over 60 design events organised in 2012 Hong Kong Design Year. 香港設計年的壓軸活動，慶祝香港設計年2012的60多項設計盛事圓滿結束。



15 Dec 2012

DESIGN JAM : Be a Designer in 60 minutes!

DESIGN JAM : 60分鐘成為設計師!



DESIGN JAM PARTY

It was a one-of-a-kind DESIGN X MUSIC party and gig in Hong Kong stage a celebration of DESIGN for people from all walks of life. The event featured live music and gigs by local design students, professors and professional performers. They were from Hong Kong Design Institute, City University of Hong Kong, The Hong Kong Polytechnic University, Lee Shau Kee School of Creativity and Caritas Bianchi College of Careers. CLOrk, a group of creative media students experimented with new elements to music – using laptops to jam music. Street performing group Buskic showed off the power of street music. Other performers included

Under the inspiring guidance by Grace Lau (programme leader of the Bachelor of Design of SCOPE, City University of Hong Kong), around 100 participants learned to develop their design thinking, explore design process and experience the life of a designer in 4 simple steps: "Observe", "Develop", "Discover"



and "Solved". By going through the process, the participants finally realised that "design is part of our daily life". The participants were split into groups to work on their artworks. Three awards were presented for the categories of "Most Passionate", "Most Efficient" and "Most Visionary". Secretary for Commerce and Economic Development Greg So was the Guest of Honour at the event.

約100名參加者通過四個簡單步驟——「觀察」、「發展」、「發現」與「解決」，來探索設計過程，體驗設計師的生活，並啟發自我的設計思維。在香港城市大學SCOPE設計學術主任劉君璧的啟迪和指引下，他們分組創造藝術作品，優勝者分別獲頒「最具設計熱情」、「最具設計效益」和「最具設計遠見」獎項。活動獲得商務及經濟發展局局長蘇錦樑任主禮嘉賓。

singer and songwriter Endy Chow, Bob Mocarisky Organics, and Guy Le Claire Trio Show. Hundreds of invited guests and students enjoyed fun with the public.

這是獨一無二的设计x音樂派對，齊集各行各業人士一起頌揚設計，活動包括由本地設計學生、教授和專業藝人演出現場音樂會，他們分別來自香港知專設計學院、香港城市理工大學、香港理工大學、兆基創意書院和明愛白英奇專業學校。創意媒體學生CLOrk善於實驗新的音樂元素，他們用手提電腦來作即興演奏。街頭表演

團體Buskic展現了街頭音樂的澎湃力量。其他演出者包括創作歌手周國賢、Bob Mocarisky Organics和Guy Le Claire Trio Show。共有數百位來賓和學生與公眾一同分享設計的樂趣。



Events Overview

全年活動一覽

2012
Hong Kong
Design Year

JAN – JUN 2012

“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

2011-12 Hong Kong & Shenzhen Bi-City Biennale of Urbanism and Architecture
2011-12 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

JUL – DEC 2012

2012 Hong Kong Denmark Designers Exchange 2012 香港丹麥設計匯

Ingenuity Follows Nature – A Poster Exhibition of Asian Designers & Tong Yang-Tze's Calligraphy Hong Kong Edition
「妙法自然 — 董陽孜 X 亞洲海報設計暨文創跨界創新展」香港站

D&AD Awards 2012 – Winners 英國D&AD設計及廣告大獎2012 - 得獎作品展

Hong Kong Watch & Clock Fair (The 29th Watch & Clock Design Competition) 香港鐘表展 (第29屆香港鐘表設計比賽)

Hong Kong Design Legacy and Beyond 香港設計傳承跨越

Asian Museum Network Conference (MUSCON) 2012 – Hong Kong 亞洲博物館網絡會議 2012 - 香港

Designer Fashion Night & PopUp

AGI Open 2012 HK 國際平面設計聯盟公眾論壇2012香港

Hong Kong Design · Design Hong Kong 香港設計 · 設計香港

ATypl Hong Kong 2012 國際文字設計協會香港研討會2012

American Express Hong Kong Wine and Dine Month 2012 x 2012 Hong Kong Design Year
美國運通香港美酒佳餚月 x 2012 香港設計年

Hong Kong International Lighting Fair (Autumn Edition)(Hong Kong International Lighting Products Award 2012)
香港國際秋季燈飾展 (香港國際照明產品大獎2012)

DESIGN MART 2012 設計市集2012

2012 Inter-school Anti-drug Fashion Design Competition 2012 聯校禁毒時裝設計比賽

TEDxCUHK - Celebrating Creativity & Entrepreneurship 設計教育與創業會議

Nurturing Future Interior Design Talent

Creative Ecologies+ 創意生態+

Colours of Asia 亞洲色彩

Hong Kong Optical Fair (The 14th Hong Kong Eyewear Design Competition)
香港眼鏡展 (第十四屆香港眼鏡設計比賽)

2012 Hong Kong Design Year – Design Bus Tour 2012香港設計年 — 巴士設計遊

DETOUR 設計遊

Design, I say @ DETOUR 2012 - The Five Elements of an Ideal City
設計·我話 @DETOUR 2012 — 理想城市的五行

Asia Pacific Interior Design Awards 2012 亞太區室內設計大獎二零一二年

NODEM 2012 Hong Kong Future Culture: [In]Tangible Heritage | Design | Cross Media

Business of Design Week (BODW) 設計營商周

The HKDC Awards Presentation Ceremony and Awards Gala Dinner
香港設計中心大獎頒獎禮及晚宴

German Design Standards - From Bauhaus to Globalisation 德國現代設計百年

Inno Design Tech Expo 設計及創新科技博覽

The World's Greatest Catwalk 2012 Hong Kong 世界時尚天橋2012香港

DESIGN JAM : Be a Designer in 60 Minutes! DESIGN JAM : 60分鐘成為設計師!

DESIGN JAM PARTY

Launch of “FASHIONALLY.COM” – The Fashion Design Community
香港時裝設計力量匯聚 FASHIONALLY.COM登場

The 13th Venice Biennale International Architecture Exhibition (Hong Kong Response Exhibition)
第十三屆威尼斯國際建築雙年展 (香港回應展)

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2012至13



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



Bonnie Chan
陳德姿
Director 董事



Selina Chow, GBS, JP
周梁淑怡
Director 董事



Felix Chung
鍾國斌
Director 董事



Joey Ho
何宗憲
Director 董事



Frederick Lam, JP
林天福
Director 董事



James Law
羅發禮
Director 董事



Francis Lee
李耀華
Director 董事



Jerry Liu
廖永亮
Director 董事



Joseph Lo
勞建青
Director 董事



Kai-Yin Lo, SBS
羅啟妍
Director 董事



Leslie Lu
盧林
Director 董事



Daryl Ng
黃永光
Director 董事



Frank Peters
Director 董事



Victor Tsang
曾昭學
Director 董事



Carrie Willis, SBS, MBE, JP
邱霜梅
Director 董事
(Retired on 離任日期 11/03/2013)



Ada Wong, JP
黃英琦
Director 董事



Kevin Yeung
楊棋彬
Director 董事



Eric Yim
嚴志明
Director 董事



Danny Yung
榮念曾
Director 董事
(Retired on 離任日期 11/03/2013)



Antony Chan
陳志毅
Alternate Director 候補董事
(Appointed since 上任日期 17/09/2012)



Ivanhoe Chang
蔣志豪
Alternate Director 候補董事
(Appointed since 上任日期 17/09/2012)
(Retired on 離任日期 06/12/2012)



Cheng Wai-fung
鄭慧鳳
Alternate Director 候補董事
(Appointed since 上任日期 06/12/2012)



Janet Cheung
張啟秀
Alternate Director 候補董事



Ida Lee
李碧茜
Alternate Director 候補董事
(Retired on 離任日期 29/08/2012)



Winnif Pang
彭志江
Alternate Director 候補董事

Meeting Attendance

會議出席率

1 July 2012 to 31 March 2013
2012年7月1日至2013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	4/4	-	3/3	-
Dr Roy Chung 鍾志平博士	3/4	3/3	3/3	2/2
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	4/4	3/3	2/3	-
Representatives appointed by Hong Kong Fashion Designers Association 香港時裝設計師協會代表	3/4	-	0/3	-
Representatives appointed by Hong Kong Designers Association 香港設計師協會代表	3/4	-	1/3	-
Representatives appointed by Hong Kong Interior Design Association 香港室內設計協會代表	1/4	0/3	1/3	-
Representatives appointed by The Chartered Society of Designers 英國特許設計師協會(香港)代表	0/4	-	-	-
Prof. Cees de Bont	1/4	-	-	-
Ms Bonnie Chan 陳德姿女士	3/4	-	-	-
Mrs Selina Chow 周梁淑怡女士	3/4	-	-	-
Mr Felix Chung 鍾國斌先生	1/4	-	-	-
Mr Frederick Lam 林天福先生	3/4	-	-	-
Mr James Law 羅發禮先生	2/4	-	-	-
Mr Joseph Lo 勞建青先生	1/4	-	-	2/2
Ms Kai-Yin Lo 羅啟妍女士	2/4	-	3/3	-
Mr Leslie Lu 盧林先生	-	-	-	-
Mr Daryl Ng 黃永光先生	0/4	-	0/3	-
Mr Victor Tsang 曾昭學先生	-	-	-	-
Dr Carrie Willis 邱霜梅博士	2/4	2/3	-	-
Ms Ada Wong 黃英琦女士	0/4	3/3	-	-
Mr Eric Yim 嚴志明先生	-	-	-	-
Mr Danny Yung 榮念曾先生	0/4	-	2/3	-
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)	4/4	3/3	3/3	2/2

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 39 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39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



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。

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



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 160 members in more than 60 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160名會員，遍及逾60個國家，代表約150,000名設計師。



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 46 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年成立的设计管理學院，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46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。



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。



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 over 260 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，會員逾260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」。



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, The association has 104 members units and over 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104家，個人會員逾290人。

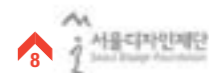


Taiwan Design Centre (TDC)

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。



Seoul Design Foundation

首爾設計基金會

Established in 2009 for the purpose of promoting local design industry, Seoul Design Foundation is a non-profit organization fully funded by the Seoul Metropolitan Government to promote Seoul's design industry and culture. It is in charge of the management of Dongdaemun Design Plaza at Dongdaemun History & Culture Park.

為推廣韓國首爾的設計產業和文化，首爾設計基金會於2009年成立，是首爾市政府資助成立的非牟利機構。基金會由位於東大門歷史及文化公園內的東大門設計廣場負責營運。