

Hong Kong Design Centre
香港設計中心

hk^dc
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HONG KONG DESIGN CENTRE Annual Report 2013-2014

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香港設計中心二零一三至二零一四年年報



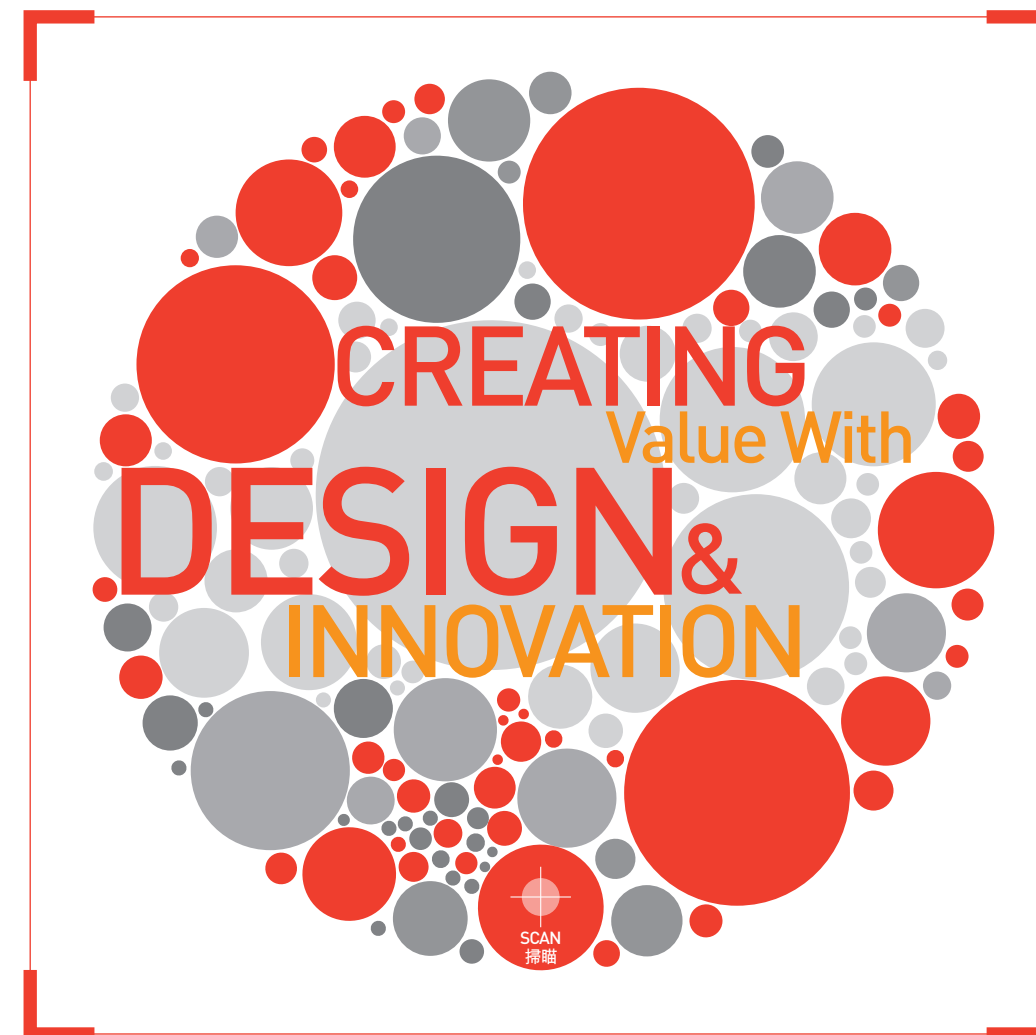
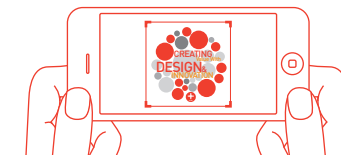
2013-2014
Annual Report 年報





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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 2002, HKDC has been on a public mission to (i) champion strategic and wider use of design for creating business value and community benefits; (ii) promote and celebrate design excellence; and (iii) educate the professions and the community to be resourceful champions for sustained developments through design and innovation.

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



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Founding Members 創會成員



Contents 目錄

Overview of HKDC's Activities and Programmes 年度回顧

Who We Are 關於我們

Vision and Mission 願景與宗旨

Major Work Directions 我們的工作

Message from Chairman 主席的話

Message from Executive Director 行政總裁的話

Fostering International Design Promotion and 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 and Designpreneurs 孕育創意人才和設計企業家

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

Championing Public Design and Communications 推動公共設計和溝通

Corporate Governance 企業管治

Our Accounts 香港設計中心帳目

HKDC's Board of Directors 香港設計中心董事會 2013-2014

Our People 我們的團隊

International Alliances 國際聯盟

Inside front
封面內頁

02

04

06

08

10

24

38

50

60

77

78

80

82

84

Vision

願景

Mission

宗旨

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**

Message from Chairman 主席的話

As HKDC proudly enters its second decade, we have set our public mission to foster wider and more strategic use of design to enhance Hong Kong's competitiveness in the region and promote design appreciation in the city.

Carrying forward the "City Driven By Design" spirit in post-2012 HKDY, we have made "Designing Change" our pitch to create a prosperous future. At HKDC, we believe design mindfulness must be a major attribute of future leadership and citizenry. Our role is to work in support of government policy to foster an innovation culture in Hong Kong that thrives on design, innovation and technology.

In the last decade, Hong Kong has made steadfast progress along our path to becoming a design city. The ecosystem which embraces design, innovation, technology and business has become more dynamic and exciting since the launch of the revitalised former Police Married Quarters (PMQ) on Hollywood Road, which HKDC is proudly associated with.

PMQ is a great public endeavour blossoming from the government's "Conserving Central" initiative and revitalisation of a heritage site. Together with three other consortium members steering its development, PMQ offers a new creative address in the city for our designers to advance their entrepreneurship and brands. PMQ also provides ample business development, networking and exchange opportunities for them, and enjoyment for the public.

Nurturing young design talent and entrepreneurs remains at the heart of our public mission. Through the Hong Kong Young Design Talent Award and the Design Incubation Programme at InnoCentre, HKDC has stepped up our mentorship and training efforts, nurturing them with eye-opening learning experiences, business knowledge, and support for technology development, prototyping, marketing and communications.

To better cultivate an innovation culture and prepare future leaders and designers, we place great emphasis on design education, especially executive education. With that in mind, our goal is to develop our Institute of Design Knowledge (IDK) into a premier provider of executive education in design and innovation for our policy makers, decision makers and creative executives.

Innovation requires a creative mindset, sensibility to design and culture, and the ability to realise value across vast domains of knowledge and value chains. We have been blessed with strong government support over the past decade. We need continued investment in education and design mindfulness for all in the community.

Through years of fostering international partnerships and enhancing knowledge exchange through our annual flagship programmes, such as Business of Design Week (BODW), Knowledge of Design Week (KODW) and Design For Asia Awards (DFA Awards), we have made great strides in placing and maintaining Hong Kong on the world map of design cities.

Facing acute competition, Hong Kong cannot rest on its laurels. We need enterprising creativity and an innovation culture across different policy areas to effect change. Our neutral positioning and broad array of programme platforms have enabled us to serve as an integrator of local resources. Our portfolio provides rich sources of inspiration for our policy makers, brand owners and creators, designers and students, as well as for the public, who appreciate good design and the power of design for social good.

As a small but substantive design promotion institution, HKDC will continue to build on its influence and advocacy through stronger programming, partnerships and communication on our way forward.

We have accumulated invaluable experience working with so many local, regional and international partners. We need strong research and communication capability in trend spotting, cross-sector policy research and exchange, and dissemination of insight from our knowledge bank of design and innovation.

Without doubt, HKDC has been very ambitious in delivering such a mix of programmes and activities connecting diverse stakeholders. The challenges facing our partners, management and colleagues have been relentless. I would like to thank them wholeheartedly for their creativity, dedication and valued contribution.

With vision, leadership and a shared mission, HKDC is well poised to champion further development and work with our partners to contribute to the growing design vibe in our city.

隨着香港設計中心踏入第二個十周年，我們本着公共使命促進更廣泛的策略性設計應用，加強香港在區內的競爭力，並在本地推廣對設計的認知和欣賞。

延續2012香港設計年的「創意城市•設計驅動」精神，我們以「設計驅動改變」來推動改進，建設更繁華的未來。香港設計中心相信對設計的關注，在將來對領導層和市民來說都是不可或缺的。我們的任務，是配合政府的政策，共同竭力培養香港的創意文化，成就設計、創新和科技相結合的活力面貌。

過去十年，香港以堅實的步伐前進，邁向成為設計城市的康莊大道。香港的設計業態懷抱設計、創意、科技和商業元素，在元創方(前荷李活道已婚警察宿舍)活化並開幕後，將會變得更加活潑、更具生氣。

元創方是政府「保育中環」計劃的其中一環，屬於歷史建築活化，在公共層面上非常成功。除了香港設計中心的參與外，元創方還涉及三個合作單位；香港設計中心和他們攜手主導元創方的發展，在香港市內為本地設計師帶來嶄新的創意集散地，協助他們創業和發展品牌。同時，元創方亦為他們提供充足的業務發展、拓展網絡和交流的機會，並促進大眾參與，與眾同樂。

一直以來，培育青年設計才俊和企業家都是我們的核心公共使命。透過香港青年設計才俊獎和創新中心的設計創業培育計劃，香港設計中心強化了輔導和訓練項目，以豐富的學習體驗、營商知識和技術發展、原型製作、市場推廣和溝通交流等的配套來培育設計師，擴闊他們的視野。

為了養成創意文化和裝備未來領袖和設計師，我們十分重視設計教育，尤其是行政課程。為此，我們將把設計知識學院打造成頂尖學府，為決策官員、決策管理層和創意行政人員提供設計及創新的行政課程。

創新講求創意思維、對設計和文化的敏感度，以及在不同知識領域和價值鏈階段實現價值的能力。十分感謝政府在過去十年的大力支持，我們需要持續的資金支持，以投入於教育和提升大眾對設計的關注。

多年來，我們一直通過各個年度旗艦活動促進國際性合作和強化知識交流，包括設計營商周、設計「智」識周和亞洲最具影響力設計獎。經過長年的努力，香港得以留在全球設計城市的版圖裡，成為名符其實的設計城市。

面對激烈的合作競爭，香港不能滿足於現有成就。我們需要在各個政策範疇裡建立創意和創新文化，從而促成改變。我們中立的定位，加上範疇廣泛的項目，使我們可擔負起結合本地資源的工作。我們的項目為

決策官員、品牌持有人和創辦人、設計師、學生及欣賞設計的市民大眾提供豐富靈感，並帶出使社會受惠的設計力量。

香港設計中心規模雖小，在設計推廣工作上卻相當實在；我們將繼續通過強大的項目、合作和溝通交流，加強香港設計中心的影響力，深化設計倡議。

我們過去與眾多區域性及國際性的合作夥伴攜手合作，積累了不少珍貴的經驗。我們在未來所需要的，是強大的研究和溝通交流以洞悉業界潮流、跨界別的政策研究和交流，以及傳播我們對設計和創新意念的獨到見解。

毫無疑問，香港設計中心滿有抱負，致力提供範疇廣泛的項目和活動，聯繫不同的持份者。我們的合作夥伴、管理層和同事所要面對的嚴峻挑戰層出不窮，在此我僅致以萬分謝意，感謝他們的創意、熱誠付出和無私奉獻。

香港設計中心本着信念，在領導層的帶領下懷抱共同的使命，全體人員已準備就緒迎接挑戰作進一步發展，並與合作夥伴共同努力，在香港締造更強烈、更具活力的設計氛圍。

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

Design is part of the fabric of our city, our economy, our culture and our lives. That is why HKDC is committed to further promoting the wider and more strategic use of design in our community. In a changing world, embracing vulnerability, uncertainty, complexity and ambiguity, design serves as an ever more important linchpin and knowledge agent to bridge creativity and innovation.

The past year signified our continued efforts to carry forward the spirit of "A City Driven by Design" set out in the 2012 Hong Kong Design Year. The "Belgian Spirit" featured in our annual international Business of Design Week (BODW) 2013 has filtered into the minds of participants at this flagship event as regards Belgium's enterprising creativity and design power in blending art, design and tradition, as well as in experience design.

BODW remains a strong content-driven platform fostering design mindfulness and business-of-design partnerships across different design disciplines, city and the culture, technology, design education, innovation management, branding, application and commercialisation of intellectual property.

HKDC celebrates good design in Asia and recognises design leadership, lifetime achievement and acclaimed Chinese designers. The DFA (Design For Asia) Awards programme enjoys growing recognition in Asia for its vast array of good quality submissions and an impartial judging mechanism. It reflects our commitment to further grow the brand and its influence. Legacy is important, and we have made painstaking efforts to produce a high quality design awards publication.

A notable development during the year for HKDC was our participation in the revitalisation of the former Police Married Quarters (PMQ) project, along with three other consortium members. PMQ is due for launch at the end of June 2014. Our involvement, from supporting tenant recruitment to the overall steering of organisation development, underpins our dedication to fostering enterprising creativity, nurturing design talent, accelerating design entrepreneurship, and brand building.

As a new creative landmark in the city, PMQ also bears witness to how design, when deployed at the strategic level, can turn a derelict site into a cultural hotspot for both designers and the public. Together with our Design Incubation Programme (DIP) at InnoCentre and Hong Kong Young Design Talent Awards (HKYDTA) programme, we are committed to nurturing more designer founders and young design talent, and exposing them to opportunities, new knowledge and useful networks.

In Knowledge of Design Week (KODW) 2013, we enriched the programme content by working with the Helen Hamlyn Centre For Design (HHCD) of the Royal College of Art (RCA). By bringing the Include Conference to Asia, KODW 2013 brought home expertise and insight sharing on inclusive design as part of Design For All.

To enhance the relevance of our programming, the theme for KODW 2014 will be Service Future for Retail & Hospitality. As such sectors are major contributors to our economy, KODW aims to inspire industry players to adopt new business models, and experience-driven, user-centric development of products, services and brands to generate empathy, customer engagement and loyalty.

HKDC is action-driven. After our successful re-design of the Mongkok Post Office and Cornwall Street Park, HKDC stepped up our advocacy efforts, including the training of civil servants on Public Service Design, in partnership with the HHCD of the RCA. The training is rendered through a visionary initiative of the Institute of Design Knowledge (IDK), established last year.

To better integrate design into business, the IDK underpins our emphasis on continuous professional development and executive education for our decision makers, MBAs and creative executives. By working with faculty and industry experts from top design schools from around the world, the IDK provides an environment akin to the Stanford d.school style of learning through small class, cross disciplinary, interactive workshops.

We fully support the government policy of promoting a creative and innovation culture. Amid the global pursuit of a creative, knowledge-driven economy, Designing Change represents our pitch to change for a better future. We are well aware of how design and innovation can raise Hong Kong competitiveness across different sectors.

HKDC, as a design promotion agency, is a catalyst, integrator, platform operator and collaborator. We must work harder to expand our reach and influence through new knowledge, advocacy, projects and networks. We must also cultivate stronger partnerships with the public and non-profit sectors, media, and business, education and professional communities.

More importantly, we must invest more effort in promoting good design and our design talent locally and overseas. HKDC is planning to host an exhibition called "Hong Kong: Constant Change" for international promotion of our design scene, our designers and their designs during Milan Design Week in April 2014.

I am greatly impressed by our Board and teams for their relentlessly unselfish efforts in steering development and in delivering the overall portfolio of work respectively. Given that we are not a big organisation, our yearly programme delivery and quality output positively reflect our passion, aspirations, and commitment for excellence and public mission.

Designing Change is our pitch to change for a better future. Our special thanks go to all our partners, our Board, and the government for continued funding and support. We are so proud to be able to contribute to the growing design vibe in our city and a better Hong Kong.

在香港，設計是城市脈絡、經濟、文化乃至生活的一部分。正因如此，我們致力在香港社區進一步推廣更廣泛的策略性設計應用。世界瞬息萬變，既脆弱複雜又模糊不清，且充斥着變數；設計的角色因而更為關鍵，作為知識形態來充當創意和創新發明之間的橋樑。

今年的活動見證我們的努力，延續2012香港設計年的「創意城市・設計驅動」精神。以我們的年度國際性旗艦活動為例，設計營商周2013打着「比利時精神」的旗號，透過比利時那結合藝術、設計和傳統並帶出獨特設計體驗的創意和設計力量，深深影響和感染參加者。

設計營商周繼續成為以活動內容為本的強大平台，培育合作性設計中的設計和營商思維，涵蓋各個設計範疇，包括城市與文化、科技、設計教育、創新管理、品牌定位，以及知識產權的商業化應用。

香港設計中心懷抱出色的亞洲設計，並表揚設計領袖、終生成就及知名華人設計師。有賴優秀設計師的積極參與和不偏不倚的評審機制，亞洲最具影響力設計獎在亞洲的認受性越來越高，反映我們進一步發展這個獎項計劃的抱負，致力擴大其影響力。承傳非常重要，我們因而竭盡所能為業界帶來優質的設計獎項計劃。

元創方（前已婚警察宿舍）的活化項目是香港設計中心今年其中一項重點發展項目，由我們和其他三個合作單位聯手打造，在2014年6月底正式登場，成績有目共睹。從招租階段的支援到整體的主導組織發展，我們對元創方的投入和參與，都顯示出我們致力培養創意思維、培育設計人才、協助設計企業家創業和品牌的建立。

元創方作為城中的新創意地標，見證了策略性的設計應用如何能把一片廢棄之地改頭換面，化身為匯聚本地設計師和社會大眾的文化熱點。除了元創方外，我們還在創新中心開辦設計創業培育計劃和策劃香港青年設計才俊獎，竭力培育更多青年設計才俊，讓更多設計師成功創業，並為他們帶來各種機會、新知識和網絡拓展。

2013設計「智」識周的節目比往年豐富，我們與英國皇家藝術學院海倫・哈姆林中心合作，把共融設計會議首度引進亞洲，得以在「為民設計」的主題下為香港帶來共融設計的專業知識和見解分享。

零售及款待業是本港經濟命脈之一；有見及此，2014設計「智」識周將以「設計・服務・將來」：零售及款待業的發展機遇為主題，務求使內容更貼近業界行情，為設計從業員帶來嶄新業務模型，並介紹體驗主導、用家為本的產品、服務及品牌開發，啟發他們如何能加強顧客同感、歸屬感和忠誠度。

香港設計中心重視實踐。繼成功改造旺角郵政局和哥和老街公園後，我們更進一步，繼續推行倡議性質的工作，包括在去年成立的設計知識學院與英國皇家藝術學院海倫・哈姆林中心合作籌辦為公務員而設的「公共服務設計」訓練課程。

為了更有效地把設計融入營商之中，設計知識學院為決策管理層、工商管理碩士和創意行政人員提供持續專業進修與行政課程。通過與世界各地頂尖設計學府的學院和業界專家合作，設計知識學院所提供的學習環境非常貼近史丹福設計學院的模式，同樣以小班教學、跨學科課程和互動式工作坊見稱。

我們全力支持政府推廣創意及創新文化的政策。全球各地現在都追求以知識主導的創意型經濟；在這個大環境下，「設計驅動改變」代表我們尋求改變，迎接更美好的將來。我們很清楚設計和創新如何能在各個界別中提升香港的競爭力。

香港設計中心不僅提供了平台，更催化發展和匯聚各界。我們定必加倍努力，透過帶來新知識、倡議、項目和網絡來拓展受眾範圍、深化影響力和強化使命的作用。我們亦定會與大眾、非牟利界別、媒體、商界、教育界及其他專業群體建立更鞏固的合作關係。

更重要的，是我們必須付出更多的努力，在本地乃至海外推廣卓越設計和本土設計師。香港設計中心計劃於2014年4月在米蘭設計周舉辦《香港：變不停》設計展覽，把香港設計業界、本地設計師和他們的設計帶到國際舞台，藉以推廣香港設計。

董事會成員在帶領香港設計中心的發展上不遺餘力，而我們的團隊則努力把各個項目做到盡善盡美；他們的無私奉獻，使我深受感動。我們雖然不算是個大機構，但每年推動的項目無論在執行或成果上都達卓越水平，充分反映我們的熱情、抱負、追求和公共使命。

「設計驅動改變」代表我們尋求改變，迎接更美好的將來。在此，我特別感謝所有的合作夥伴、香港設計中心董事會，以及持續支持和提供資助的香港政府。能夠貢獻我城，成就更具活力的設計氛圍並攜手創建更美好的香港，實是我們的驕傲。

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



SCAN
掃瞄



FOSTERING
INTERNATIONAL
DESIGN
PROMOTION &
EXCHANGE

國際設計 推廣與交流合作



100

INTERNATIONAL
SPEAKERS
全球知名嘉賓講者



100,000

PARTICIPANTS
參加者



12

CONCURRENT EVENTS
同期活動

BODW 2013

BODW is an annual flagship event organized by HKDC since 2002. In 2013, the event comprised the BODW Forum, concurrent events cover brands, design, technology, city and culture, aimed to inspire the participants about the power of design in building a better tomorrow.

首辦於2002年，設計營商周為香港設計中心主辦的年度旗艦項目。2013年，活動包括設計營商周論壇、多個涵蓋品牌、設計、科技、文化，令參加者感受設計的廣泛應用之餘，亦領略到設計如何能為我們創造出更美好的未來。

Business of Design Week (BODW) 2013

設計營商周

Business of Design Week (BODW) 2013 continued to play a vital role in underpinning the value creation of design in our economy and society, and displaying Hong Kong's design influence in Asia and the world.

Entering its 12th year, this annual flagship event on design, innovation and brands brought to Hong Kong many of the world's most outstanding designers and influential business figures, who inspired over 100,000 visitors on creative thinking and design management, and provided a premium platform for networking, exchanging ideas and exploring partnerships.

Building on the "Belgian Spirit", the theme of our partner country, which has long impressed the world with its gifted ability in blending art, design and tradition, we had the pleasure of listening to some of Belgium's most celebrated design experts, including architect Oliver Bastin, industrial designers Xavier Lust & Alain Gilles, fashion

brand designer Anne Chapelle and interior designers Ruud Belmans & Maxime Szyf, share their design philosophy with a wide audience from Asia, Europe and the United States.

Featuring over 100 world-renowned business leaders and designers, the six-day event allowed participants to hear business executives from prominent brands share their global marketing experience. Internationally acclaimed design experts from Belgium, China, France, Italy, Japan, the Netherlands, Poland, Spain, South Korea, Sweden, Switzerland, Taiwan and the United States offered 30-minute "Power Talks" during the three-day BODW Forum from 5 to 7 December.

Hong Kong's design culture left its mark on BODW, thanks to a group of budding local designers, such as Catherine Mui, Simpson Tse, Rony Chan, Mike Mak, Kingsley Ng, Celesty Lee, Ajax Law, Virginia Lung, Jeff Wan and Kit Lee, who shared their innovative ideas and products in the "Designed by Hong Kong: Meeting the Young Design Talents".

Sweden will be the partner country of BODW 2014.



比利時素以完美融合藝術、設計和傳統而聞名海外。本年度我們有幸與比利時合作，在比利時精神(Belgian Spirit)的主題下，邀得多名比利時最享負盛名的設計大師，包括建築師 Oliver Bastin、工業設計師 Xavier Lust & Alain Gilles、時裝品牌設計師 Anne Chapelle 及室內設計師 Ruud Belmans & Maxime Szyf，與來自亞洲和歐美的參與者，分享他們的設計心得。

為期六天的同期活動，雲集超過 100 位商界精英及設計大師。著名品牌的企業管理於活動中分

享了他們推行全球營銷的心得。多名國際設計大師於 12 月 5 日至 7 日的設計營商周論壇，主持三十分鐘的 Power Talks 講座，設計師分別來自比利時、中國、法國、意大利、日本、荷蘭、波蘭、西班牙、南韓、瑞典、瑞士、台灣和美國。

設計營商周成功推動香港獨特的設計文化，特別鳴謝一眾嶄露頭角的本地設計師於 "Designed by Hong Kong: Meeting the Young Design Talents" 講座中分享了他們的作品及設計意念，設計師包括：梅傲雪、謝達輝、陳凱納、麥雋永、伍韶勁、李明燕、羅靈傑、龍慧祺、尹仲昇及李雅菁。

我們在未來將繼續針對設計知識、網絡擴展及商業機會拓展以內容為本的活動項目，從而推廣香港設計師和設計。我們亦將在中國內地舉辦新活動，通過與合作伙伴的全面合作，我們將利用電子渠道來擴充地區覆蓋範圍、加強已有項目及重整項目設計的內部流程。

屢獲殊榮、在香港土生土長的室內設計師 Joyce Wang 表示：「活動有很多出色的講者，演講亦有啟發性。」

來自英國的國際知名創意設計城市發展領導者 Charles Landry 表示：「(設計營商周) 擴闊了關於設計的討論空間，讓設計不只限於有形之物。我認為整體設計思考概念已經深深嵌入在設計營商周這個活動之中。」

2014 設計營商周的夥伴國是瑞典。

Going forward, we will continue to build on our content-driven programme Knowledge, Network and Opportunities to promote Hong Kong designers and designs. We will also organise new sessions in the mainland China in holistic collaboration with our partners, embrace digital opportunities to expand our reach and enhance our legacy, and re-engineer our internal processes for digital design.

Home grown award winning interior designer Joyce Wang said "I think there were a lot of amazing speakers; it was a very inspiring week."

Renowned British opinion leader in creative design Charles Landry said, "I feel (BODW has) broadened the scope of the discussion about design, so it is not only about tangible things. I think the whole design thinking concept has become much more embedded in BODW."

2013 設計營商周再一次讓社會大眾認識設計創意對於本地經濟和社會的價值，同時呈現香港設計於亞洲以至世界的影響力。

設計營商周為香港設計中心主辦的年度旗艦項目，踏入第十二屆，設計營商周活動涵蓋設計、創意及品牌。全球各地最出色的設計大師，富影響力的商業大亨，均到臨香港，參加這一年一度的設計界盛事。他們曾啟發數十萬計人的創意思維及設計管理，並提供難得的平台和網絡，讓設計師交流心得和探求合夥的可能。

100,000+
Participants
參加者

100+
International
Speakers
全球知名
嘉賓講者

12
Concurrent
Events
同期活動



DETOUR 2013

BODW Concurrent Event
設計營商周同期活動



29 Nov–8 Dec 2013

The use of movement proved to be an effective promotional strategy for DETOUR 2013. The annual event found a new identity, as a city-wide campaign embodying the concept “Curating the City, Performing the City” reached a million viewers, with a fleet of specially fitted and decorated trams displaying Hong Kong’s architectural settings.



The 10-day DETOUR event provided a glimpse of the former Police Married Quarters, which was rebranded PMQ in April 2014, with a series of educational workshops, including a three-day eco-design workshop specially curated for architecture and design students, in the city’s newest and hippest creative address.

This year we picked The Hennessy, a Wanchai eatery decorated with a transparent red staircase and a ceiling with a curved flat screen, which provided the perfect backdrop for a slew of modern art pop-ups with live folk group performances.

DETOUR 2013帶出「動」也可以是一件賞心樂事。本年度DETOUR以嶄新形式舉辦此項全城活動，展示「策展香港，演繹香港」此概念。一系列特別裝演過的電車車隊，穿梭於香港的特式建築之間，吸引超過100萬人觀賞。

為期十天的DETOUR讓參與者一睹活化後的前已婚警察宿舍。2014年4月，前已婚警察宿舍以元創方(PMQ)之名重新開放，舉辦一系列的教育工作坊，其中包括專為建築及設計學生而設，為期三天的環保設計工作坊。

本年度我們特別揀選了The Hennessy。這間位於灣仔的食肆，內部裝潢匠心獨運，紅色的透明階梯，流麗的天花屏幕曲平有致，四周佈置了不少現代藝術快閃展銷，還有民歌樂隊現場表演。

Technology for Design Seminar

科技與設計研討會

BODW Concurrent Event
設計營商周同期活動



2 Dec 2013

Four renowned technology experts gave a three-hour talk on the next big thing, 3D Printing, with the theme "3D Printing — Driving Design over the Edge". The four keynote speakers — Eric Brockmeyer (of Disney Research) from the US, François Brument from France, Ofer Shochet from Israel and Bart van der Schueren from Belgian 3D printing company Materialise shared their insights on the various 3D printing applications and provided in-depth view of this future trend in a holistic approach to creating new business value.

今年的主題為「3D立體打印 — 驅動設計超越極限」。研討會邀得四名國際知名的業內專家主講三小時的講座，包括來自美國迪士尼研究院的Eric Brockmeyer、來自法國的François Brument、來自以色列的Ofer Shochet和比利時3D打印公司Materialise的Bart van der Schueren，討論有關各種3D立體打印技術在不同範疇的應用，深入探討如何利用未來趨勢創造新的商機。

DesignEd Asia Conference 2013

設計教育亞洲會議

BODW Concurrent Event
設計營商周同期活動



For nine years, the DesignEd Asia Conference, co-organised with Hong Kong Polytechnic University and the Hong Kong Design Institute, has consistently provided an excellent platform for design professors from local and international universities to exchange insights with both seasoned and upcoming designers.

In the two-day conference, entitled "Delimitation: Creating with Constraints", British academic and design researcher Nigel Cross and Belgium KASK School of Arts Ghent lecturers Dirk van Gogh, Bram Jaspers and Marina Yee led the discussion on how designers should learn to trust their instincts and intuition to improve their ventures.

我們與香港理工大學及香港設計學院聯辦的「設計教育亞洲會議」，已踏入第九屆。一直以來，設計教育亞洲會議為本地及海外大學的設計系教授提供平台，與老青兩代的設計師交流心得。

本年度會議主題為「定位：限制下創作」。英國設計研究學者Nigel Cross，聯同比利時根特大學美術學院KASK講師Dirk van Gogh，Bram Jaspers和Marina Yee於兩天的會議中領導討論，探討設計師如何信任直覺，提升自己的嘗試。

Brand Asia Forum

品牌亞洲論壇

BODW Concurrent Event
設計營商周同期活動

Three hundred and fifty designers, business executives and academics participated in a forum delivered by world-class brand-management experts.

Samsung's Yongil, Samsonite's Tim Parker and Lee Kum Kee's Linda Ho shared their success stories of how they effectively marketed their brands amid the ever-changing economic, geographical and societal challenges.

品牌亞洲論壇由國際知名品牌管理專才主持，與會者包括三百五十名設計師、企業家及學者。

三星的安鏞日，Samsonite的Tim Parker和李錦記的何婉霞分享了他們的成功之道，講解在這個瞬息萬變的經濟體系之中，他們如何克服經濟地域及社會的挑戰，有效推廣品牌。



HKTDC Inno Design Tech Expo

香港貿發局設計及
創新科技博覽

BODW Concurrent Event
設計營商周同期活動

For eight years, our joint expo with the Hong Kong Trade Development Council (TDC) has been one of Asia's premiere trade shows, featuring hundreds of talented exhibitors and start-ups touting their innovative products and services to some 15,000 visitors.

From futuristic bicycles to post-modern home accessories and cutting-edge fashion apparel, attendees were able to see, touch and appreciate a wide array of products and services, and more importantly, hear success stories that incorporated great design and business knowledge.

Hong Kong Design Centre Pavilion

To show the dynamic relationship between design, economy, social innovation and our daily lives, we organised an array of educational activities in the Hong Kong Design Centre Pavilion.

The Central Display delivered the organisation's public mission of driving the city's sustainable development through design. The HKDC Awards 2013 Exhibition also showcased more than 120 influential, award-winning designs across Asia, including the most creative designs by the city's young design talent.

Education Corner

To expose students to the realm of design through activities in the hope of fostering their creativity, we organised creative workshops, design and technology seminars, and "Inno Talks and Open Forums" on commercial design, branding strategies and the latest international design trends.

We also invited a group of secondary students to attend the expo, offering them first-hand experience in hearing pitches and product ideas directly from exhibitors.



我們跟香港貿發局聯辦的「設計及創新科技博覽」已經踏入第八屆，是亞洲區首屈一指的貿易展覽會。展覽會展出數以百計優秀設計師和初行人士的創意產品和服務，吸引了15,000人參觀。

展品包羅萬象，有未來腳踏車，後現代的家品，以至最新潮的時尚服飾。參觀人士得以欣賞甚至親身體驗這些產品和服務，更可以認識一些關於企業設計的成功故事和商業知識。

香港設計中心展館

我們在香港設計中心展館舉辦了一系列的教育活動，讓大眾了解設計與經濟發展、社會創新和日常生活的緊密關係。

主要展區圍繞香港設計中心的理念，以設計推動城市的可持續發展。另一展區「香港設計中心設計獎」則展出2013年優秀得獎作品，包括逾120項亞洲最具影響力的出色設計和香港年青設計師的作品。



學生園地

我們舉辦了創意工作坊、設計與科技講座及創意論壇，讓學生認識商業設計、品牌策略及國際設計的最新趨向，期望透過這些活動，啟發學生的創意，對於設計有更深入的了解。

我們亦邀請了一班中學生參加展覽會，讓他們親身聆聽參展者闡釋創作意念。

Global Design Network (GDN)

國際設計組織聯席會議

BODW Concurrent Event
設計營商周同期活動

For seven years, Global Design Network, co-organised by Hong Kong Federation of Design Associations (FHKDA), has been instrumental in facilitating communication and collaboration among designers of different countries to explore cross-border opportunities in major commercial, cultural and infrastructure projects.

At the roundtable entitled “Global Design Intelligence — aggregation, consolidation and design forces”, three keynote speakers, including Barbara Sylvester of Masion de Design (Belgium), Daker Tsoi of Lifestyle Centre (Shanghai) and Kajsa Bengtson of Minc (Sweden), shared their insights on old configurations and new challenges.



我們與香港設計總會聯辦的「國際設計聯席會議」已經踏入第七屆。過去七年，會議讓設計跨越疆界，各地設計師得以互相交流合作，參與主要的商業、文化及基建項目。

今年的圓桌會議，以「解構環球設計 — 匯聚及鞏固設計力量」為主題，三位講者包括來自比利時Masion de Design的Barbara Sylvester、上海Lifestyle Centre的Daker Tsoi以及來自瑞典Minc的Kajsa Bengtson，分享他們如何看待設計的固有框架及迎接新世代的挑戰。



BODW 2013: User Experience & Industrial Design Forum (Shenzhen)

設計營商周：用戶體驗與工業設計論壇(深圳)

BODW Concurrent Event
設計營商周同期活動

For five years now, Hong Kong designers have gone across the border to Shenzhen for BODW 2013 to attend a forum co-organised with the Shenzhen Industrial Design Profession Association (SIDA) during the China Shenzhen International Industrial Design Festival.

Attracting an audience from business and design communities from all over the world, the forum provided a platform for world-renowned speakers from international brands to multinational consultancies to share their experience in industrial design development in China, and facilitated greater bi-lateral co-operation between Hong Kong and overseas design professionals.

今年已是活動第五年，2013設計營商周期間，香港設計師跨境到深圳，參與由深圳市工業設計行業協會聯辦的論壇，論壇亦是中國國際工業設計大展的同期活動。

論壇吸引世界各地的設計精英和商界領袖等專業人士聚首一堂。來自國際品牌及顧問公司的知名講者分享他們在中國工業設計發展上的寶貴經驗。論壇亦促進了香港及海外的設計合作和交流。



Business of IP Asia Forum (BIP Asia) 2013

亞洲知識產權營商論壇

BODW Concurrent Event
設計營商周同期活動

5-6 Dec 2013



For the third year, BIP Asia, jointly organised with the HKSAR Government and the Hong Kong Trade Development Council, brought together intellectual property (IP) professionals and business leaders from all over the world to discuss the latest developments in the IP world and to explore business opportunities.

The spotlight in this year's forum was on the trade aspects of IP, especially buy-sell, monetisation and licencing, through a special programme designed to connect IP professionals.

我們與香港特區政府及香港貿易發展局聯辦的亞洲知識產權營商論壇已經踏入第三屆。論壇讓全球一眾知識產權業者及商界精英匯首，討論業界最新發展趨勢和尋找商機。

本年度論壇的重點是透過特備活動，聯繫知識產權業者，探討知識產權的貿易方面，尤其是知識產權買賣、知識產權授權及商業化。

SmartHK Guangzhou 2013

轉型升級 • 香港博覽 廣州

BODW Concurrent Event
設計營商周同期活動

For the third year, SmartHK Guangzhou, co-organised with Guangdong Province's Department of Foreign Trade and Economic Cooperation, the Promotion of International Trade Guangdong Sub-Council and the Hong Kong Trade Development Council, returned to Guangzhou for the two-day event.

Officiated by HKSAR Financial Secretary Mr John Tsang Chun-wah, and Ms Chen Xiaochuan, Vice Chairman of the Guangdong Provincial People's Congress Standing Committee, the twin city event displayed various design promotion programmes and projects, including the award-winning designs of the Design for Asia Award, highlights of Business of Design Week and its design incubation programme.

During the event, we held a seminar on "Branding and Marketing" with Triangle Worldwide Group's Rodney Tam, famous fashion designer Dorian Ho and Karen Tam of Harbour City, moderated by HKDC's Executive Director, Dr Edmund Lee.

由廣東省外經貿廳、國際貿易促進委員會廣東省委員會及香港貿易發展局攜手合辦的第三屆「轉型升級 • 香港博覽 廣州」本年度回歸廣州，舉行了一連兩天的活動。

大會邀請了香港特別行政區財政司司長曾俊華及廣東省人大常委會副主任陳小川擔任主禮嘉賓。活動展出各行各業的設計推廣計劃，包括亞洲最具影響力設計大獎的得獎設計，設計營商周的重點活動及其設計培育計劃。

活動期間，我們舉辦了品牌及市場推廣「智」勝研討會。由香港設計中心行政總裁利德裕博士主持，並邀得香港世顯市場策劃公司的譚業文、國際著名時裝設計師何國鈺及海港城的譚嘉瑩出席。

10,000
Visitors
到訪人次



Hong Kong - Shenzhen Culture and Creative Forum 2013

深港文化創意論壇

KODW Concurrent Event
設計智識周同期活動



4 Jul 2013



我們與香港設計總會及深圳市工業設計行業協會聯合主辦的深港文化創意論壇，期望利用港深相鄰之便，促進兩地跨境合作及發展更多商機。

本年度論壇見證了港深線上資源平台的開展，亦有各種聯辦項目落實推行，包括設計培育計劃及探訪科譽的 POSH Network Centre。

未來，香港設計中心將繼續開拓中國市場，推廣香港設計師和設計。我們未來的首要任務，是看齊價格制度並針對活動內容及觀眾作策略性規劃。

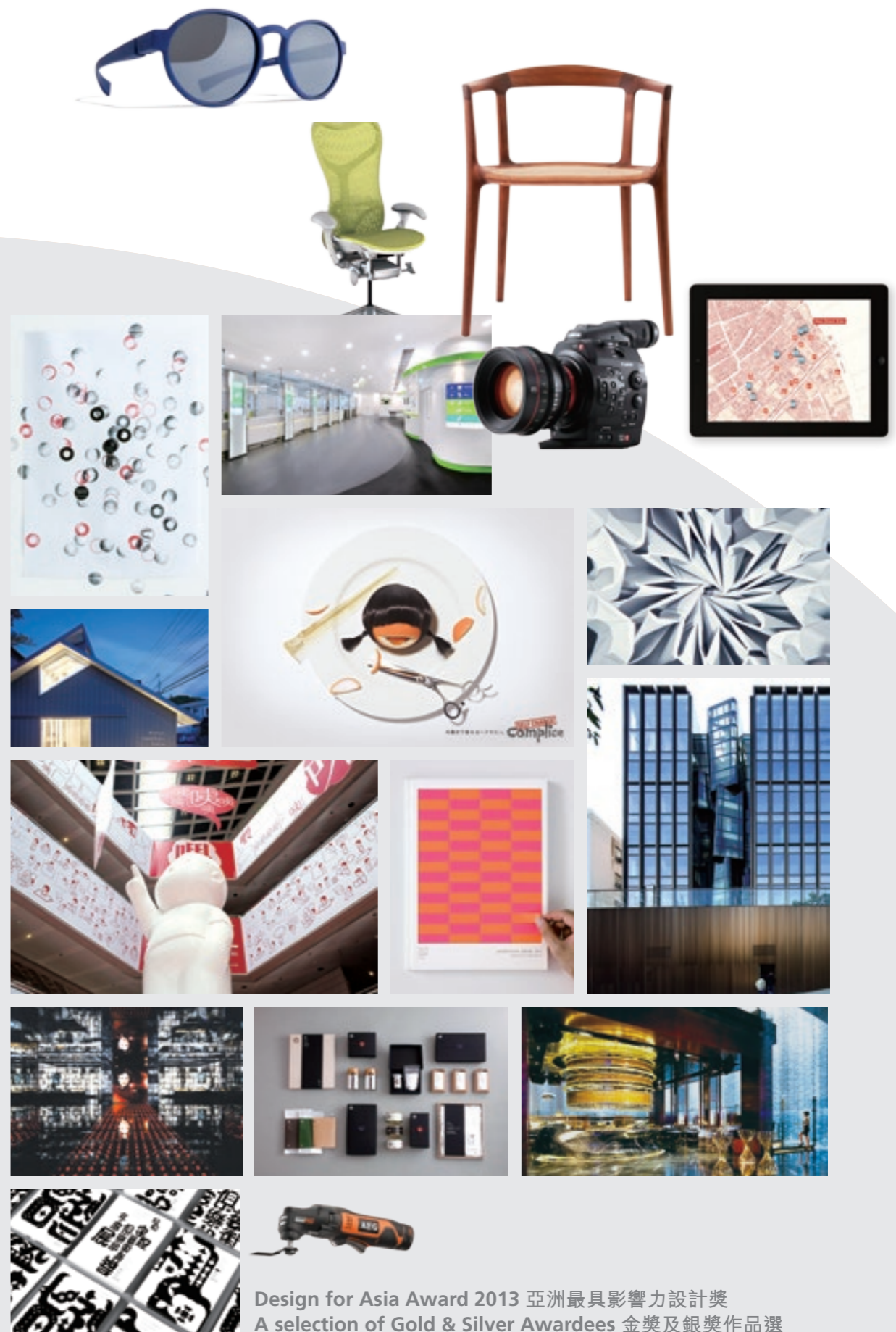
Leveraging our geographical proximity to Shenzhen, we co-organised the Hong Kong - Shenzhen Culture and Creative Forum 2013 with Hong Kong Federation of Design Associations (FHKDA) and Shenzhen Industrial Design Professional Association (SIDA) to facilitate more cross-border exchanges and develop more business opportunities.

This year's forum witnessed the launch of the Hong Kong-Shenzhen online resources platform, together with a variety of joint initiatives, such as Design Incubation Program and a visit to POSH Network Centre.

For the foreseeable future, HKDC will continue to reach out to the mainland market, promoting HK designers and designs. Our new priority is to align the pricing hierarchy and strategise the contents and audiences at the programme level.

CELEBRATING DESIGN EXCELLENCE

嘉許 卓越設計成就



Design for Asia Award 2013 亞洲最具影響力設計獎
A selection of Gold & Silver Awardees 金獎及銀獎作品選

Awards and Recognition to Design Excellence

嘉許卓越設計成就



Ms. Susie Ho (left), Permanent Secretary for Commerce and Economic Development Bureau (Communications & Technology) poses with all the winners of Grand Award and Special Award of Design for Asia Award 2013.
商務及經濟發展局常任秘書長(通訊及科技)何淑兒女士(左一)與2013「亞洲最具影響力設計大獎」及「亞洲最具影響力特別獎」得主合照。

Hong Kong design is well known not just for generating community benefits, but also for creating business value. Our design ranks high in Asia, amid some of the world's fastest-growing economies, because of its great potential for the consumer market.

In 2003, we launched our diverse and influential annual awards programme to honour and recognise distinguished Asian design gurus, excellent design projects and potential young design talent for their important contribution to the quality and vibrancy of life in Asia.

This year we awarded 132 prizes for design excellence in five different award programmes:

1. The Design for Asia Lifetime Achievement Award;
2. The Design Leadership Award;
3. The World's Outstanding Chinese Designer;
4. The Design for Asia Awards; and
5. The Hong Kong Young Design Talent Award.

We were pleased to see the growing attention and recognition for the awards, evidenced by the increasing number of nominations and entries, and the increased amount of media coverage. We believe the awards give the international design and business industries the opportunity to experience the beauty of Asian designs, thereby promoting our local creative industries and creating more business opportunities.



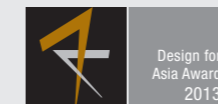
Design for Asia Lifetime Achievement Award
亞洲設計終身成就獎



Design Leadership Award
設計領袖獎



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



Design for Asia Award
亞洲最具影響力設計獎



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

香港設計的過人之處，在於既能貢獻社區，又能創造商業價值。正因如此，香港設計在亞洲可謂首屈一指，在這個因其極具潛力的消費市場於全球發展最快的經濟體中享負盛名。

於2003年，我們設立了多元化、具影響力的設計獎項計劃，藉以表揚亞洲區內的設計精英、優秀設計項目及青年設計才俊，提升亞洲社會的生活質素及活力。

今年，我們舉辦了五個設計獎項計劃，共頒發132個獎項表揚卓越設計。這五個設計獎項計劃為：

1. 亞洲設計終身成就獎
2. 設計領袖獎
3. 世界傑出華人設計師
4. 亞洲最具影響力設計獎
5. 香港青年設計才俊大獎

這些獎項計劃的提名人數、參賽作品數量及傳媒報導的覆蓋都在逐年遞增，反映我們舉辦的獎項計劃越來越受重視和認可。我們相信這些獎項計劃能製造機會，讓國際設計界及商界體驗亞洲設計的優美，從而推廣本地創意產業，締造更多商機。

Design for Asia Lifetime Achievement Award

亞洲設計終身成就獎



This award signifies the design community's recognition of one of those rare individuals who has made a major life-long contribution to the design profession and to the society, especially in Asia. The award winner this year was the Late Professor John Heskett, a world acclaimed design educator and researcher with a background in economics.

Professor Heskett had worked with passion and integrity throughout his life, and was recognised for his superior achievement in the field of design education. His work had touched on many important areas, including design theory, history of design, design policy and business applications for design. He had also emphasised how design can create economic value, and its role in economic and social changes which had had such a significant impact in Asia and the world.

Throughout his life, his consultancy experience in design had influenced governments, universities and design companies around the world. Having spent 16 years at the University of Hong Kong in various capacities before taking over as Chair Professor, Professor Heskett returned from retirement in July 2011 to take up the post of Acting Dean and Chair Professor of the School of Design at The Hong Kong Polytechnic University. His published titles include "Industrial Design", "German Design 1870-1918", "Phillips: A Study in Corporate Design", "Design" and "Toothpicks & Logos: Design in Everyday Life".



Prof. John Heskett
(1937-2014)
Design Educator
設計教育學家

The Late Professor John Heskett, Design Educator (right) receives "DFA Lifetime Achievement Award 2013" from Guest of Honour, Mr. Gregory So Kam-leung, GBS, JP, Secretary for Commerce and Economic Development.
已故的設計教育學家 John Heskett 教授(右)接受主禮嘉賓商務及經濟發展局局長蘇錦樑先生, GBS, JP 頒發「亞洲設計終身成就獎」。



1987, Opening of 'Images of Quality' Exhibition in London curated by Professor Heskett.
1987年, Heskett教授在倫敦為其策展的「Images of Quality」展覽致辭。

亞洲設計終身成就獎表揚終身為設計專業及社會在亞洲作出重大貢獻、並受設計業界推崇的人士。已故的 John Heskett 教授是今年的大獎得主，他是世界知名的設計教育學家，具有經濟學研究的背景。

Heskett 教授一生都熱衷於設計教育工作，他在這個領域的超卓成就廣獲讚譽。他的工作觸及多個重大範疇，包括設計理論、設計歷史、設計政策和設計商業應用，並強調設計如何能創造經濟價值、設計對經濟和社會變革所起的作用，為亞洲及全球帶來重大影響。

回顧他的職業生涯，他豐富的設計顧問經驗對全球各地的政府、大學和設計公司都帶來影響。他曾服務香港大學16年，擔任各種要務及首席教授；2011年7月，他在退休後重回教育界，於香港理工大學設計學院出任署理院長及首席教授。他曾出版多本著作，包括《工業設計》、《1870-1918年的德國設計》、《Phillips: 企業設計研究》、《設計》及《牙籤與商標：日常生活的設計》。

Design Leadership Award 設計領袖獎



Mr. Horst Pudwill

Chairman and Founder
of Techtronic Industries
創科實業主席及創辦人

Mr. Horst Pudwill, Chairman and Founder of TTI (left), receives "Design Leadership Award 2013" from Guest of Honour, Mr. Gregory So Kam-leung, GBS, JP, Secretary for Commerce and Economic Development. 創科實業主席及創辦人Horst Pudwill先生(左)接受主禮嘉賓商務及經濟發展局局長蘇錦樑先生, GBS, JP 頒發「設計領袖獎」。

This award recognises strong corporate leaders who have applied design to achieve exceptional business success on a global scale. The award winner this year was Mr. Horst Pudwill, founder of Techtronic Industries (TTI), a Hong Kong company, where he started manufacturing cordless rechargeable products in 1985.

Mr. Pudwill has been granted many patents, which have already had an impact on the DIY market in Europe and North America, and outside Japan. Starting in the late 1990s, TTI transformed itself from an original equipment manufacturer (OEM) to a brand-name manufacturer by acquiring a portfolio of major international brands through acquisitions, starting with VAX in 1999, a European floor-care company, then Ryobi, a Japanese power tool maker between 2000 and 2002, Homelite in 2002, Dirt Devil and Royal in 2003, Milwaukee and AEG in 2005, and Hoover in 2007.

本獎項計劃表揚以設計在環球取得出色商業成就的企業領袖翹楚。今年的設計領袖獎得主為創科實業創辦人Horst Pudwill先生，他於1985年在香港成立了創科實業，專門生產無線充電產品。

Pudwill先生多年來設計出多項獲批註冊專利的成功產品，對歐洲、北美及日本以外的DIY市場影響深遠。自20世紀90年代起，創科實業不再是代工製造商，透過陸續收購多家主要國際品牌成功轉型，包括歐洲地板護理公司VAX(1999)、日本電動工具製造商利優比(2000-2002)、Homelite(2002)、Dirt Devil(2003)、Royal(2003)、Milwaukee(2005)、AEG(2005)及Hoover(2007)。



TTI's M12 Fuel 1/2" Hammer Drill/Driver
創科實業M12燃料1/2" 鎚鑽

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



This award recognises the achievements of Chinese designers from across the globe, particularly Chinese designers who have exceptional track records for quality and success in their work. The winner in 2013 was Lenovo Group Vice President and Chief Designer Mr. Yao Yingjia.

Mr. Yao was the Chinese computer giant's first design professional hired for the newly set-up Industrial Design Centre, after having witnessed China's transition from an industrial powerhouse to an economy that stresses innovation. Mr. Yao is dedicated to implementing superior design to deliver a meaningful user experience for Lenovo's wide range of products, including desktop and laptop computers, smartphones, tablets and smart TVs. Product innovation through design at Lenovo has never stopped, and the company is expanding into various categories to meet user demand in the world market.

這個獎項計劃肯定華人設計師在全球的貢獻，得獎者均為表現出色的華人設計師，作品質素廣獲肯定，成就非凡。去年獲頒世界傑出華人設計師的是聯想集團副總裁兼首席設計師姚映佳先生。

聯想集團是中國電腦業巨擘，姚映佳先生是新創立的工業設計中心(IDC)的首位設計專家，見證中國從工業時代過渡至創新時代的轉變。姚映佳先生致力應用卓越的設計，為聯想的全線產品帶來豐富的用戶體驗，包括桌上電腦、筆記型電腦、智能手機、平板電腦及智能電視。聯想產品設計開發的創新意念從不間斷，公司正不斷擴充產品類別，以迎合國際市場上的用戶需求。

Mr. Yao led the Lenovo design team in designing the 2008 Beijing Olympic Torch 姚映佳先生帶領聯想團隊設計的2008北京奧運祥雲火炬



Mr. Yao Yingjia

Vice President and
Chief Designer of Lenovo
聯想集團副總裁、首席設計師

Mr. Yao Yingjia, Vice President and Chief Designer of Lenovo Group, (left) receives "World's Outstanding Chinese Designer 2013" from Guest of Honour, Mr. Gregory So Kam-leung, GBS, JP, Secretary for Commerce and Economic Development. 聯想集團副總裁、首席設計師姚映佳先生(左)接受主禮嘉賓商務及經濟發展局局長蘇錦樑先生, GBS, JP 頒發「世界傑出華人設計師」。



Design for Asia Award 2013

亞洲最具影響力設計獎



The Design for Asia Award is a prominent annual international award programme held in Asia. Launched in 2003, the programme celebrates and showcases excellent design projects in Asia that preserve their unique cultural heritage, promote sustainability and produce social benefits through the use of design and technology.

This year we were pleased to receive a record-breaking 970 entries from 28 countries and regions, and gave out 119 awards, including 10 Grand Awards, 3 Special Awards for Culture, Technology and Sustainability respectively, 11 Gold Awards, 25 Silver Awards, 35 Bronze Awards and 35 Merit Recognitions.

The entries came from Australia, Austria, Belgium, Bhutan, Canada, China, Czech Republic, Denmark, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Korea (South), Macau, Malaysia, Netherlands, the Philippines, Singapore, Sweden, Taiwan, Thailand, the United Arab Emirates, the United Kingdom, the United States, and Vietnam.

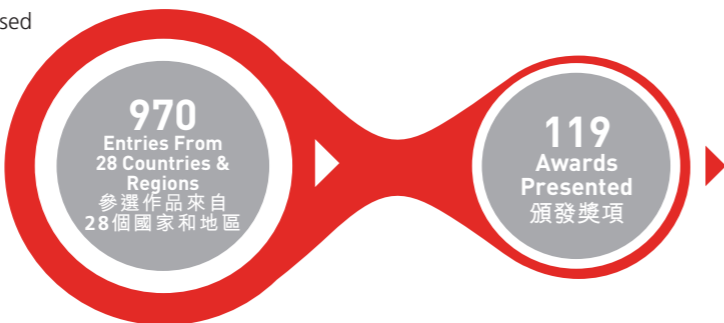
To raise awareness of the Award, we organised forums in six different cities in March 2014, namely Beijing, Shanghai, Xian, Guangzhou, Taipei and Osaka, which attracted a total of 871 design professionals and journalists.

亞洲最具影響力設計獎致力表揚及展示保育獨特文化遺產、推廣可持續發展及通過科技應用造福社會的亞洲優秀設計項目。自2003年創辦以來，這個亞洲獎項一直是國際性的年度獎項盛事。

今年，我們共收到來自28個國家及地區、破紀錄的970份參賽作品，並頒發119獎項，包括10個大獎及3個特別獎（文化、科技類別和可持續發展），以及11個金獎，25個銀獎，35個銅獎及35個優異獎。

參賽作品來自多個國家及地區，包括澳洲、奧地利、比利時、不丹、加拿大、中國、捷克、丹麥、法國、德國、香港、印度、印尼、意大利、日本、南韓、澳門、馬來西亞、荷蘭、菲律賓、新加坡、瑞典、台灣、泰國、阿聯酋、英國、美國及越南。

為進一步提高亞洲最具影響力設計獎的認知度，我們於2014年3月在六個城市（北京、上海、西安、廣州、台北及大阪）舉行巡迴座談會，吸引共871名設計專才及傳媒到場參與。



Design for Asia Award 2013 Grand and Special Award List

亞洲最具影響力設計獎
大獎及特別獎名單



Grand & Special Award for Culture
大獎及文化特別獎

West Kowloon Bamboo Theatre 2013
西九大戲棚2013
(Hong Kong 香港)



Grand & Special Award for Technology
大獎及科技特別獎

Toyota Automated Guided Container Transport System
豐田自動指導貨櫃運輸系統
(Japan 日本)



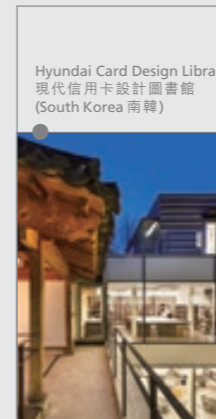
Special Award for Sustainability
可持續發展特別獎

Waku No. 7
瓦庫7號
(China 中國)

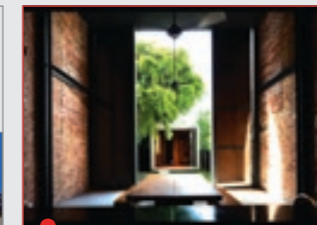
Grand Award 大獎:



Design Republic Design Commune
設計共和設計公社
(China 中國)



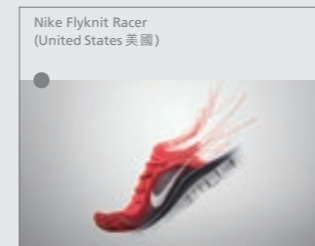
Hyundai Card Design Library
現代信用卡設計圖書館
(South Korea 南韓)



Lucky Shophouse
Lucky店屋
(Singapore 新加坡)



METAPHYS suiu
METAPHYS 日本清酒
可疊容器
(Japan 日本)



Nike Flyknit Racer
(United States 美國)



Ong Shunmugam
(Singapore 新加坡)



Shibuya Hikarie
(Japan 日本)



OSORO
(Japan 日本)

Hong Kong Young Design Talent Award

香港青年設計才俊大獎



Since 2005, the Hong Kong Young Design Talent Award (HKYDTA) has been instrumental in supporting and cultivating up-and-coming local design talent under the age of 30, allowing the awardees to further develop and elevate their versatility, resourcefulness and professional knowledge through sponsorships for overseas work attachments or studies in renowned design companies or institutes. These HKYDTA ambassadors will return to Hong Kong after completing their work or study and contribute to the development of Hong Kong's design and other creative industries.

This year, there were twice as many entries from both design practitioners and design graduates as in the previous year. Six outstanding winners of the HKYDTA received financial support worth up to HK\$2 million in total for overseas work attachments at renowned design companies, while four young designers received merit recognitions.

From 2005 to 2013, a total of 72 design practitioners or graduates have received an award, of whom 48 received financial support for overseas studies or work attachments.



One of the participants presents her portfolio during the judging session.
一位青年設計才俊在評審團前介紹作品選輯。



Group photo of HKYDTA winners.
—眾香港青年設計才俊大獎得主合照。

自2005年設立以來，香港青年設計才俊獎一直大力支持及培育30歲以下的本地新晉設計師，資助得獎者遠赴海外著名設計公司實習或到海外知名設計學院進修，進一步發展並提升其多元才能及專業知識。這些香港青年設計才俊獎大使在完成實習或學業後，將回港為香港設計及創意產業的發展作出貢獻。

今年，在職設計師和設計畢業生的參賽數字為去年的兩倍，令人鼓舞。六位獲獎的香港青年設計才俊獲得合共高達港幣200萬元的贊助遠赴知名海外設計公司實習，另外四位青年設計才俊則獲優異獎的殊榮。

在2005至2013年期間，香港青年設計才俊獎共表揚了72名設計師或設計畢業生，其中48名獲資助到海外進修或實習。

HKYDTA 2013 (Award List)

香港青年設計才俊大獎 (得獎名單)



CreateSmart Young Design Talent Award 2013

- Awardee: TSE Tek Fai, Simpson
- Design Category: Communication Design
- Grant: up to HK\$500,000 financial support

創意智優青年設計才俊大獎

- 得獎者：謝達輝
- 設計範疇：傳意設計
- 獲高達港幣50萬元的贊助



CreateSmart Young Design Talent Award 2013

- Awardee: CHAN Hoi Nap, Rony
- Design Category: Product and Industrial Design
- Grant: up to HK\$500,000 financial support

創意智優青年設計才俊大獎

- 得獎者：陳凱納
- 設計範疇：產品及工業設計
- 獲高達港幣50萬元的贊助



CreateSmart Young Design Talent Special Award 2013

- Awardee: LAI Yee Hung, Soilworm
- Design Category: Product and Industrial Design
- Grant: up to HK\$250,000 financial support

創意智優青年設計才俊大獎

- 得獎者：黎意雄
- 設計範疇：產品及工業設計
- 獲高達港幣25萬元的贊助



PolyU School of Design Young Design Talent Award 2013

- Awardee: LAU Ka Lo, Carol
- Design Category: Environmental Design
- Grant: up to HK\$250,000 financial support

香港理工大學設計學院青年設計才俊大獎

- 得獎者：劉家璐
- 設計範疇：環境設計
- 獲高達港幣25萬元的贊助

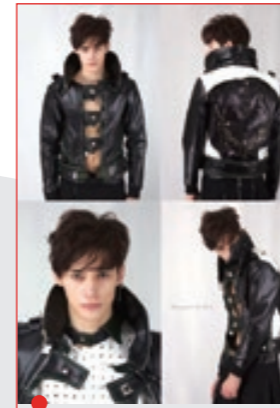


CreateSmart Young Design Talent Special Award 2013

- Awardee: LEE Ming Yin, Celesty
- Design Category: Communication Design
- Grant: up to HK\$250,000 financial support

創意智優青年設計才俊特別獎

- 得獎者：李明燕
- 設計範疇：傳意設計
- 獲高達港幣25萬元的贊助

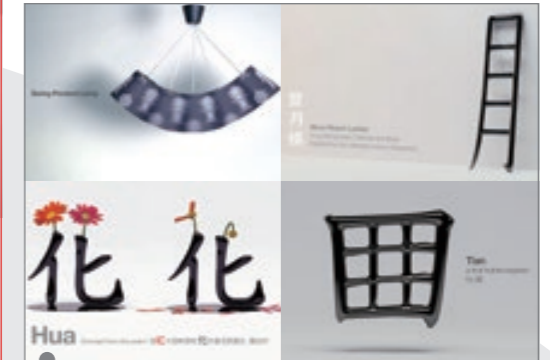


HKDI Young Design Talent Award 2013

- Awardee: YEUNG Man Fung, Tristan
- Design Category: Apparel and Accessory Design
- Grant: up to HK\$250,000 financial support

香港知專設計學院青年設計才俊大獎

- 得獎者：楊文豐
- 設計範疇：服裝及配飾設計
- 獲高達港幣25萬元的贊助

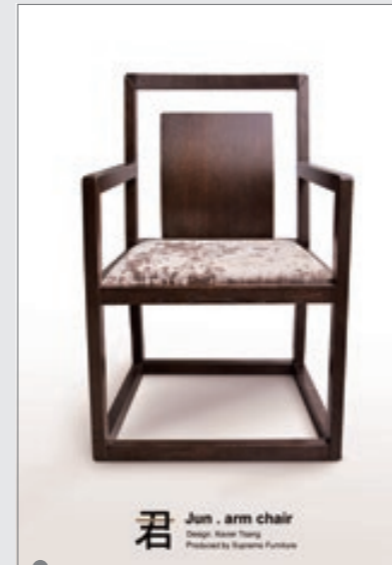


Young Design Talent Special Mention Award 2013

- Awardee: MAK Tsun Wing, Mike
- Design Category: Product and Industrial Design

青年設計才俊優異獎

- 得獎者：麥尚永
- 設計範疇：產品及工業設計



Young Design Talent Special Mention Award 2013

- Awardee: TSANG Sau Yin, Xavier
- Design Category: Product and Industrial Design

青年設計才俊優異獎

- 得獎者：曾首彥
- 設計範疇：產品及工業設計



Young Design Talent Special Mention Award 2013

- Awardee: TSUI Chun Shing, Chris
- Design Category: Environmental Design

青年設計才俊優異獎

- 得獎者：徐浚誠
- 設計範疇：環境設計



Young Design Talent Special Mention Award 2013

- Awardee: TSUI Yat Sing, Angus
- Design Category: Apparel and Accessory Design

青年設計才俊優異獎

- 得獎者：徐逸昇
- 設計範疇：服裝及配飾設計



NURTURING
**CREATIVE
TALENTS &
DESIGN-PRENEURS**

孕育 創意人才和
設計企業家

Design Incubation Programme (DIP)

設計創業培育計劃

This programme provides a platform for emerging design talent to realise their dreams. It is fully supported and funded by CreateHK and was set up to help design start-ups meet various challenges during the critical early stage of business development.

The two-year programme helps develop local creative talent and nurture a new generation of design-preneurs. It provides a conducive learning opportunity for participants to develop the “soft-skills” of business knowledge, enrich their experience, and establish a well-balanced network of businesses connections.

Over the course of a two-year period, participants from a wide spectrum of design areas — such as product design, fashion design, branding/packaging, jewellery design,

visual/spatial arts, media and communication, interior design and architecture — can receive funding support on a reimbursement basis. Expenses up to HK\$500,000 can be claimed for office rental, general operations, training courses, marketing promotion or product development.

The DIP also offers an array of tailor-made training and network building programmes, such as the Entrepreneurship for Design and Creative Business Certification Programme (also known as “7+1”, a basic business training course), Business of Design Week (BODW), and Knowledge of Design Week (KODW). One-on-one consultation sessions with mentors are organised on a weekly basis, and networking gatherings for participants and alumni with investment firms and other business organisations are held quarterly.

Since the launch of DIP at the end of 2005, we have nurtured a total of 148 design start-ups, with a 95% survival rate, measured in terms of the number of graduates which are still in business two years after completing the programme. These 148 start-ups together

created 600+ full-time and part-time jobs; and filed nearly 200 intellectual property rights applications (4 patents, 22 registered designs and 168 trademarks) during the incubation period.

DIP incubatees and graduate companies received a total of 118 awards or other forms of public recognition, including the prestigious iF Product Design Award and Red Dot Design Award, which are the epitome of the Programme’s achievement.

Since May 2012, we have offered around 150 mentorship sessions and around 50 milestone meetings for the incubation companies and hosted nearly 40 visits for more than 600 representatives from corporations in Hong Kong and the rest of the world.



44
Incubatees
培育公司

94
Graduate
Companies
已畢業公司

Looking forward, we will explore expanding the Programme and further enhancing collaboration with other incubators, such as Hong Kong Science and Technology Parks Corporation (HKSTPC) and Hong Kong Cyberport Management Company Limited (HKCMCL), since we all have the same aim: to better prepare incubatees for business success.

設計創業培育計劃由創意香港全力支持及資助，為新晉設計人才提供實現夢想的渠道，通過不同形式的支援服務讓他們順利渡過創業初期的各項重大挑戰。

計劃為期兩年，旨在持續推動本地創意人才的長遠發展，並培育新一代設計企業家。培育計劃為剛起步的設計企業提供學習機會，協助他們培養營商知識的「軟技能」、提升經驗，並建立商業網絡。

設計創業培育計劃涵蓋多個設計產業，包括產品設計、時裝設計、品牌創建／包裝、珠寶設計、視覺／空間藝術、媒體及傳播和室內設計／建築。在兩年的培育期內，每一家新晉企業可以發還款項的形式取得資助，最高資助額為港幣50萬元，補貼辦公室租金、日常營運、培訓課程、市場推廣或產品開發等費用。

同時，設計創業培育計劃也提供一連串度身設計的培訓及聯誼活動，如「志在創業—設計與創意工業證書課程」(「7+1」基礎商務訓練課程)、「設計營商周」和「設計智識周」。計劃期間每周更有一對一的商業輔導諮詢服務，而每個季度則有聯誼活動供現屆培育公司、已畢業公司、投資公司與商業機構等參與。



Design Focus of Incubation Companies 培育公司的設計領域

Percentage (Number)
所佔百分比(數目)



自2005年年底設計創業培育計劃推出以來，我們已培育了148家新晉設計企業，當中成功率(計劃完成後兩年仍繼續營運的公司數目比率)高達95%。這148家參與計劃的設計企業在培育期間累計創造了600多個全職及兼職職位，並申請了近200項知識產權的註冊登記(包括4項專利、22項註冊外觀設計和168個商標)。

參與設計創業培育計劃的設計企業及已完成培育計劃的公司屢獲殊榮，共贏得118個獎項及公眾嘉許，包括享負盛名的iF產品設計大獎及紅點(Red Dot)產品設計大獎，足證設計創業培育計劃的卓越成就。

自2012年5月，我們為培育公司提供了約150節的師友輔導服務和50次評核，也接待了近40次參觀，招待了逾600位來自香港及國際企業的參觀者。

展望將來，我們會繼續積極推行設計創業培育計劃，並進一步加強與香港科技園公司及香港數碼港管理有限公司合作，協助有志創業的公司取得成功。



Entrepreneurship for Design & Creative Business Certificate Programme 2013 - 7th Intake

第七屆 志在創業 - 設計與創意工業證書課程

For seven years, we have organised the Entrepreneurship for Design & Creative Business Certificate Programme, in collaboration with the Center for Entrepreneurship (CfE) of the Chinese University of Hong Kong, to complement local creative and design education and to equip local designers and creative professionals with entrepreneurial insight.

Known as "7+1", this is a 7-module programme focusing on design management issues, such as the current landscape of Hong Kong creative industries, and basic skills in accounting, marketing, customer relationship building and cost structuring.



我們連續七年與香港中文大學創業研究中心合辦志在創業—設計與創意工業證書課程，與本地的創意與設計教育互補，全面裝備本地設計師和創意專才，協助學員建立企業家視野。

此課程簡稱為「7+1」課程，針對設計管理提供七個單元課程，內容包括香港創意產業近況、基本會計技巧、市場推廣、客戶關係建立和成本結構。

Design Mart 2013 @ K11 設計市集 @ K11

More than 120,000 visited the highly-praised Design Mart at K11 Art Mall during the programme period.

Co-organised with K11 Art Mall, the three-day event served as a launching platform for enterprising designers to showcase their unique designs to the public. Under the theme "Embracing Design • Embracing Life", the 54-stall Design Mart 2013 @ K11 also featured a thematic showcase from four local design units: ATB Auto Art Co Ltd, KaCaMa Design Lab, Kevin Cheung and So...Soap. We also organised three other concurrent design workshops, "Soap Making Fun!", "Upcycling Badge Making" and "Pop up Onion Dyeing" to demonstrate how waste-materials can be reused.



在設計市集舉行期間，超過十二萬人齊集K11購物藝術館參與這項廣獲讚譽的年度盛事。

一連三天的設計市集由香港設計中心和K11購物藝術館攜手合辦，為本地設計企業提供向廣大市民推廣其獨特設計的銷售平台。設計市集以「抱抱設計•抱抱生活」為主題，除了設置54個設計攤位外，更在主題區展示四個本地人氣創作單位的展品，包括ATB Auto Art Co Ltd、KaCaMa Design Lab、Kevin Cheung及So...Soap；同場還有三場設計工作坊「繽紛肥皂樂!」、「綠升級襟花製作」及「勿惹染染」，展示如何把廢物升級改造成有用之物。



4-6 Oct 2013



54 Participated Design Units 設計攤位

120,000 Visitors 到訪人次

36 Enrolled Participants 參加者



15 Jun-7 Sep 2013

The Splendours of Royal Costume: Qing Court Attire - Public Design Programmes

「國采朝章 - 清代宮廷服飾」展覽：公共設計教育活動

Capitalising on “The Splendours of Royal Costume: Qing Court Attire” exhibition, the largest of its kind ever launched by The Palace Museum outside mainland China, HKDC organised a series of public design education programmes on the theme “Discovering Qing”.

A Qing court attire-inspired fashion design competition organised for local fashion students and graduates attracted a good range of participants. As part of the “Design Student Fellowship Programme”, we selected four top students to work with the exhibition design team.

We also offered a “Parent-Child T-shirt Design Workshop” for 20 families, showing the participants how to apply the symbolic meaning behind the patterns and designs of the Qing court attire to design their own T-shirts.

Jun-Aug 2013



《國采朝章 - 清代宮廷服飾》展覽是故宮博物院在內地以外舉辦的最大規模的服飾展；乘着這股熱潮，香港設計中心特別推出一系列名為「認『清』設計」的公共設計教育活動。

其中以清代宮廷服飾為題的時裝設計比賽反應熱烈，廣受本地時裝設計學生及畢業生歡迎。至於「設計學生體驗計劃」，則選出四位學生，讓他們跟隨展覽設計團隊工作，為學生提供難得的實習體驗機會。

另外，我們亦為二十個家庭帶來「親子T-Shirt設計工作坊」，應用清朝服飾上的圖案設計背後的象徵意義，親手創作屬於自己的獨特T-Shirt。

113,755
Design
Exhibition
Participants
設計展覽參與人次

161
Fashion Design
Competition Entries
服裝設計
比賽作品



World Design Summer Camp

環球設計夏令營

Riding on the momentum of the previous year's success, the second World Design Summer Camp attracted over 124 student participants from 18 universities and design institutes in 11 countries for cultural and design knowledge exchange. Rich, interesting programmes were organised, ranging from plenary sessions, seminars, workshops and discussions to field trips, group excursions and a special study tour of the Pearl River Delta.

繼去年的首個環球設計夏令營取得空前成功，我們今年再次舉辦夏令營，吸引來自11個國家18所大學及設計院校的124多位學生參與，進行文化交流及設計知識分享。第二屆環球設計夏令營節目有趣豐富，包括各類型設計會議研討會、設計工作坊、本港實地考察及中國珠三角地區考察等活動。

124
Participated
Students From
11 Countries
來自11個國家的
參與學生

19
Activities
活動



27 Jun-11 Jul 2013

Discover Design 2013

設計體驗營

30 Nov–14 Dec 2013



Discover Design, our annual flagship youth education programme, offers local full-time senior secondary school students the opportunity to meet with industry practitioners to gain a deeper understanding of the creative industry.

We took students to Hong Kong Disneyland Resort, whose “Imagineering” Team demonstrated how they applied design thinking in the renowned theme park. To challenge students with the power of design thinking, we invited two young talented designers, Choi Kim-hung and Thomas Siu, to lead a three-day design workshop through games and interactive activities. We also offered a special study tour DETOUR 2013 to explore the most original and stimulating designs and creative ideas from Hong Kong and around the world.

48
Participants
參加者



設計體驗營是我們的年度旗艦青少年教育活動，為全日制高中學生提供難得的機會，親身接觸業界設計師之餘，亦能更深入了解創意產業。

我們帶領學員考察香港迪士尼樂園度假區，由幻想工程師親身解釋他們如何把創意思維融入這個舉世知名的樂園之中。為了讓學員領略設計思維的力量，我們特意請來兩位才華橫溢的年輕設計師蔡劍虹及蕭劍英主持為期三天的設計工作坊，通過遊戲及互動練習增加學員對設計的認識。除此以外，學員更通過特別研習考察活動參與2013 DETOUR，探索本地及國際原創和新穎精彩的设计意念。



ADVANCING
DESIGN
KNOWLEDGE &
LEADERSHIP

提升 設計知識及
行政專才領導才能



idk

Institute of Design Knowledge (IDK)

設計知識學院

300+
Senior Business Executives & Design Professionals Enrolled
高級行政人員和設計專才報讀

15
Modules Completed
完成課程



Fuelled by the ambition of enhancing the competitiveness of the local creative industries and propelling Hong Kong into the forefront of the international design scene, the Institute of Design Knowledge (IDK) provides executive education and facilitates the transfer of highly advanced design knowledge relevant to innovation and design management for strategic users of design, design management and design practitioners.

Following the runaway success of its 2012 debut, IDK's InnoDesign Leadership Programme (IDL) continues to provide local talent with interactive, educational

workshops by leading industry practitioners who not only have an extensive background in their respective fields, but also possess the unique ability to transfer design knowledge for personal and professional development. Conducted effectively in small groups, the executive training workshops are expertly tailored to suit both local designers and business leaders at the post-Master level.

The IDLP programme has been a roaring success. During the year, a total of 453 design professionals and senior business executives from 141 corporate and public entities enrolled in 26 of the 33 modules.

設計知識學院本着遠大抱負，致力提升本地創意業的競爭力，並把香港帶到國際設計舞台；其行政課程專為策略性設計用家、設計管理人員及設計從業員而設，促進有關創新和設計管理的高程度設計知識的傳授。

設計知識學院於2012年首度推出「創新設計領袖課程」，取得空前成功後今年再下一城，繼續為本地人才提供互動教學工作坊。這些工作坊的講師均為首屈一指的设计從業員，不僅在其專業領域裡擁有豐富經驗，更擅長於傳授設計知識以推動學員的個人及事業發展。以小組形式進行的行政訓練工作坊成效顯著，為本地設計師和商界領袖提供度身訂造的專業碩士程度以上的課程。

「創新設計領袖課程」成就超卓，年內已成功展開全數33個學習單元中的26個，吸引來自141家企業和公營機構的453位專業設計人士和高級行政人員報讀。





M14 單元十四

Module 14, “Branding and Innovation”, held on 14–15 Sept 2013, was a crash course on branding and positioning, which offered an overview of a wide variety of brand-driven innovations. Participants had a chance to practise the general principles of designing a coherent cross-media, brand-driven product, service or combination with Jeroen van Erp, one of the founders of Fabrique in Delft University of Technology in the Netherlands.

「單元十四：品牌形象及創新設計」是有關品牌形象與定位的速成班，扼要介紹形形色色由品牌主導的創新設計。在2013年9月14至15日的工作坊中，學員在荷蘭代爾夫特理工大學Fabrique設計工作室創辦人之一Jeroen van Erp的帶領下親身實踐，應用一般準則來設計以品牌為本、連貫一致的跨媒介產品、服務或產品服務組合。

M16 單元十六

Conducted by Chris Conley, executive director of Gravity Tank and research professor at the Institute of Design, Module 16, “Six Principles for Innovation and Design Thinking”, exposed participants to the culture and practises of innovative organisations. A seminal lecture on culture, with a behind-the-scenes video of Pixar Animation Studio, illustrated the values, beliefs, and operations of an innovative organisation.

「單元十六：創意及設計思維的六大原則」由Gravity Tank執行總監兼伊利諾理工學院設計學院研究教授Chris Conley主持，教導學員欣賞創意製作機構的文化和工作模式。講座以研討會的形式探索創意文化，透過彼思動畫製作室的幕後花絮影片，帶出創意機構的價值、信念和運作。

M21 單元二十一

On 25–26 May 2013, Peter Vink — a professor specialising in comfort design, interior design, and design processes involving end-users — was invited to share his insights on “Human Factors & Design” for Module 21. Professor Vink demonstrated the interrelationship between design and human factors, comfort and performance holistically, using as examples successful industrial products — seats (Ahrend), hand tools (Bahco), car interiors (BMW) and aircraft interiors (Boeing), to name a few.

Peter Vink是一位精通舒適設計和室內設計的教授，對牽涉到用家的設計過程瞭如指掌；在於2013年5月25至26日舉行的「單元二十一：人性因素與設計」中，他與學員分享獨到見解，通過一系列成功的工業產品，包括Ahrend座椅、Bahco手工工具、BMW汽車內飾和波音飛機室內設計，全面展示設計、人性因素、舒適感和性能表現之間如何相輔相成。



M23 單元二十三

Held on 22–23 Jun 2013, Module 23, “Contextmapping”, comprised three parts: a theoretical introduction (an explanation of the context mapping steps of planning, preparation, data-gathering, analysis, communication and conceptualisation), a practical exercise adopting the workbook-and-interview technique and a lecture on industrial cases. The course was conducted by Pieter Jan Stappers, who switched to Industrial Design Engineering at TU Delft after an education in experimental physics (MSc 1984) and followed a research path which led from human perception, spatial imagery and virtual reality (PhD in 1992) to design tools and participatory design techniques.

「單元二十三：文脈建構」於2013年6月22至23日分三階段舉行：理論簡介（詳盡解說文脈建構的各個步驟：規劃、準備、收集數據、分析、溝通、概念化）、應用「記錄與採訪式」技巧的實踐練習，以及介紹工業設計案例的講座。主理是次工作坊的講師是Pieter Jan Stappers，他於1984年完成實驗物理學理學碩士後轉到荷蘭代爾夫特理工大學修讀工業設計工程，及後研究人性感知、空間成象和虛擬現實，並於1992年取得哲學博士學位，專門設計工具和參與性設計技巧。

M24 單元二十四

On 6–7 July 2013, Module 24, “Discover Customer Needs: Setting the Context”, a foundation course for Module 30 and Module 33 workshops, was conducted by Rama Gheerawo, deputy director of the Helen Hamlyn Centre for Design, and Sean Donahue, principal of Los Angeles-based Research Centered Design. The module introduced techniques for “observation” and “interviews” — two fundamental methodologies forming the core of human-centred design thinking.

「單元二十四：探索顧客的需要—設定文脈背景」是單元三十和單元三十三工作坊的基礎課程，於2013年7月6至7日舉行，由海倫·哈姆林中心副總監Rama Gheerawo和洛杉磯Research Centered Design校長Sean Donahue主講，教授人本設計思維核心的兩大基本原則「觀察」和「採訪」的技巧。

M26 單元二十六

Module 26, “New Product Marketing”, addressed critical factors for success or failure in new product development, with a special focus on the role of marketing. Erik Jan Hultink, a professor of New Product Marketing at the Faculty of Industrial Design Engineering at Delft University of Technology, delved into the topic with case studies drawn from recent innovative product introductions.

「單元二十六：新產品市場推廣」把焦點集中在市場推廣所擔當的角色，探討新產品開發(NPD)的成敗關鍵。由荷蘭代爾夫特理工大學工業設計工程學院新產品推廣科教授Erik Jan Hultink主持，講座以近期創新產品的發佈推廣為案例，大談新產品開發。



M30 單元三十

Conducted by Rama Gheerawo, deputy director of the Helen Hamlyn Centre for Design, Module 30, “Customer-centric Innovation Tools and Methods”, held on 31 Aug–1 Sept 2013, highlighted the process of ideation and creative problem solving, methodologies applicable not only to the field of creative design, but also to the design of business models and services.

「單元三十：以客為本的創意工具和方法」於2013年8月31日至9月1日舉行，由海倫·哈姆林中心副總監Rama Gheerawo帶領探討創作的構思過程和解決問題的創意手法。這些方法不僅可套用於創意設計，經營模式和服務設計亦同樣適用。

M31 單元三十一

Conducted by Henri Christiaans, associate professor of Applied Ergonomics in Design Group, of the School of Industrial Design Engineering, Module 31, "Retail Design", covered fundamentals of retail design, brand equity in retail, light architecture and sustainable retail design.

「單元三十一：零售設計」由工業設計工程學院應用人類工程學設計組副教授Henri Christiaans主講，涵蓋零售設計原理、零售品牌權益、輕建築及可持續性零售設計。

M32 單元三十二

In Module 32, "Systems Thinking and Designing Services", the principal of Research Centred Design, Sean Donahue, addressed the increasing importance of service design for products which are entirely service-based, or which are a combination of an artefact and service. In addition to the design of services, the workshop looked at methods and techniques employed in the service design process.

在「單元三十二：系統思維與服務設計」中，洛杉磯 Research Centered Design 校長 Sean Donahue 講述日趨重要的服務設計，當中的產品既可全然以服務為本，也可是人工製品與服務的組合。除了服務設計外，工作坊還探討了服務設計過程中所應用的方法與技巧。



M33 單元三十三

On 5–6 Oct 2013, Module 33, "Convincing the Board: Demonstrating Design Value to Clients and Colleagues", equipped learners with the tools and knowledge to become "design ambassadors" to share and spread the value of design. The course, conducted by deputy director Rama Gheerawo of the Helen Hamlyn Centre for Design, focused on the value of inclusive, human-centred design.

「單元三十三：說服大會一向客戶和同事展示設計價值」於2013年10月5至6日舉行，透過工作坊內容使學員具備「設計大使」的手段和知識，從而與他人分享和傳播設計的價值。是次課程由海倫·哈姆林中心副總監 Rama Gheerawo 講授，集中探討和合設計和人本設計的價值。

M35 單元三十五

In Module 35, Larry Keeley, a strategist with over 30 years of experience in developing effective innovation methods, introduced the latest version of "Ten Types of Innovation". Using a selection of recent cases from the American, European and Asian markets, participants built up their innovation mindset systemically from the configuration of "the innermost items in the business system" to "core product and services" and "customer-facing elements".

策略家 Larry Keeley 具有超過30年開發具效用的創新方法的經驗，他在「單元三十五：創新十法」中介紹了十種最新的創新方法，精選美洲、歐洲和亞洲市場的近期案例，讓學員從「營運系統的要點」至「核心產品及服務」和「面對顧客的元素」，有系統地建立創新思維。

M40 單元四十

In Module 40, "Embracing Complexity through Chaordic Leadership", held on 27–28 Apr 2013, celebrated creative consultant and advisor Simon Kavanagh, of Kaospilot, shared with participants his 'learn-by-doing' problem-solving approach, while delving into creative leadership.

「單元四十：在混序領導中擁抱錯綜複雜的元素」於2013年4月27至28日舉行，Kaospilot 裡享負盛名的創意顧問 Simon Kavanagh 與學員分享「寓實踐於學習」的解決問題方法，大談創意領導力。

M42 單元四十二

In Module 42, "Valuing Design", held on 26 Oct 2013, Professor Po-Chi Wu — a venture capital investor, entrepreneur, business development executive, scientist and educator — led learners to a clearer awareness and understanding of how design is valued. It began with self-awareness, a sometimes unflattering look at who we really are, followed by an exploration of the unfamiliar perspectives of investors and business people in general.

吳葆芝教授既是創業投資者，又是企業家、業務拓展專員、科學家和教育家；他在2013年10月26日舉行的「單元四十二：評價設計」中向學員傳授設計的價值，使他們能更清楚地意識和了解到該如何評價設計。課程始於自我意識，坦率地審視自我，繼而探索一般投資者和商家不為人知的觀點角度。



M44 單元四十四

Tim Stock, assistant professor at Parsons the New School for Design, conducted Module 44, "Brand and Mapping Culture", on 19–20 Oct 2013, providing an in-depth look into the Framework for a New Era of Brand Management through a mix of lectures, case studies, interactive exercises and hands-on workshops.

IDK will continue to promote a learning culture among design professionals and encourage collaborative learning by widening the use of design thinking, and cultivating design, culture and innovation in leadership.

在2013年10月19至20日，帕森設計學院助理教授 Tim Stock 為學員帶來「單元四十四：品牌與建構文化」，透過一系列的講課、案例、互動練習和實踐工作坊，深入探討品牌管理新紀元的框架。

未來，設計知識學院將通過擴闊設計思維的應用和培育設計、文化及創新的領袖力，繼續懷抱針對專業設計人士的學習文化和鼓勵協同學習。

Knowledge of Design Week (KODW) 2013

設計「智」識周

Now in its 8th year, Knowledge of Design Week (KODW) again proved to be one of Asia's leading annual design conferences, raising the bar for world-class design conventions by presenting a premiere roster of forum presentations and interactive workshops. Welcoming a total of 964 participants, the 2013 edition shed light on industry trends, innovative ventures and services, and design methodologies, with a stellar line-up of 30-plus speakers from China, Denmark, England, Hong Kong, Japan, South Korea, Taiwan and the United States.

For the first time, KODW organised an "Include Asia" Conference, an offshoot of a global design conference held in London, thanks to the joint efforts of the HKDC, the Royal College of Art (RCA) in the United Kingdom, and the School of Design of Hong Kong Polytechnic University.

Renowned speakers at KODW included Chu Ping, founder of global beauty brand Aveda, and Tom MacTavish, who divides his time between teaching at Chicago's IIT Institute of Design and providing consulting services at consulting firm Interaction Design Strategies. Also speaking in our Asian Culture Forum were Xu Bing, one of the most internationally renowned artists in artistic calligraphy and a wide range of other media, Ahn Sang-Soo, head of Korea's Paju Typography Institute, and Zhu-Zhi Wei, design director for Font Product Division in Beijing.

We will create a new face for KODW as a content-driven learning platform to attract more industry practitioners. With integrated programming and communication, we aim to build an exchange platform for trends, insight and inspiration.

設計「智」識周已踏入第八個年頭，一如既往成為亞洲最頂尖的年度設計論壇之一，並透過一連串首度登場的論壇式演講和互動工作坊，再一次提升國際級設計會議的標準。設計「智」識周匯聚30多位來自中國、丹麥、英國、香港、日本、南韓、台灣和美國的星級講者，一同探討業界潮流、創新投資與服務及設計方法，共吸引964位參加者參與是次盛會。

今年，共融設計亞洲會議更首度登陸香江。共融設計亞洲會議源自英國倫敦；多得香港設計中心、英國皇家藝術學院和香港理工大學設計學院的共同努力，這個國際設計會議才能移師到香港舉行。

多位知名人士獲邀於設計「智」識周論壇擔任講者，包括環球美容品牌Aveda肯夢創辦人朱平，以及芝加哥伊利諾理工學院設計學院副教授兼互動設計策略顧問公司(Interaction Design Strategies)創辦人Tom MacTavish。至於亞洲文化論壇，則請來活躍於書法藝術及其他藝術媒介的國際知名藝術家徐冰、南韓PaTI設計學院(Paju Typography Institute)主管安尚秀，以及北京字模事業部字體設計總監朱志偉。

未來，我們將為設計「智」識周帶來全新面貌，打造成以內容為本的學習平台，吸引更多業內專業人士。透過綜合活動及交流項目，我們致力把設計「智」識周造成交流設計潮流、獨到見解和創作靈感的平台。



2-6 Jul 2013



964
Participants
參加者





hk^dc
Hong Kong Design Centre
| 香 | 港 | 設 | 計 | 中 | 心

CHAMPIONING
PUBLIC
DESIGN &
COMMUNICATIONS
推動公共設計和溝通

“Hong Kong Designer Chairs Salon: Seats with a View” Art Basel Hong Kong 2013

香港巴塞爾藝術展

We curated an exhibition at the first edition of Art Basel Hong Kong, featuring innovative designer chairs by nine top designers — Barrie Ho, Freeman Lau, James Law, Lee Chi Wing, Dan Lee, Steve Leung, Ed Ng, Kelvin Ng and Douglas Young — and showcasing the collective power and vibrant horizons of Hong Kong design.

Participating in an event where the world’s most influential galleries came together and contributed to the booming art and design scene in Asia allowed us to introduce a strong line-up of design works, which provided a snapshot of the richness and diversity of Hong Kong design talent and reinforced the position of Hong Kong as the design hub of Asia.

我們於首屆香港巴塞爾藝術展，展示由九位香港頂尖設計師設計的創新椅子項目，包括何周禮、劉小康、羅發禮、利志榮、李遠基、梁志天、伍仲匡、吳紹棠及楊志超，向大眾展示香港設計的集體力量，呈現香港設計界的廣闊視野。

23–26 May 2013



國際頂級的巴塞爾藝術展，匯聚全球最具影響力的畫廊，聯繫區內蓬勃發展的藝術和設計行業。是次展出的多元化設計作品，顯示香港擁有跨界創新的設計人才，鞏固香港作為亞洲設計樞紐的地位。

60,000
Exhibition
Visitors
展覽到訪人次



Hong Kong Design Book Mart

香港設計悅閱月

We presented the first Hong Kong Design Book Mart at PageOne bookstore in Times Square to showcase the best of design books from local design talent.

Highlighting design publications, with design management titles selected by the Institute of Design Knowledge and inspirational seminars, this event offered an unparalleled opportunity for readers and design lovers to explore and understand how the use of design and creative thinking can facilitate sustainable development across different disciplines.

We also hosted two seminars by local designers and writers, such as Barrie Ho, Clifton Leung, Alex Fung and Lelia Chan, allowing them to share creative tips with readers face-to-face.

7 Sep–5 Oct 2013

香港設計
悅閱月



70,735
Visitors
到訪人次

我們舉辦第一屆「香港設計悅閱月」，於時代廣場葉壹堂書店展示本地設計師出版的書籍。

是次活動為公眾呈獻多本設計著作，激發靈感的講座，以及由設計知識學院精選有關設計管理的經典著作，讓讀者及設計愛好者接觸優秀設計，從而領略設計與我們生活息息相關，以及如何透過設計與創新思維，促進社會各領域可持續發展。

我們亦舉辦了兩個講座，由本地設計師及名人主講，講者包括何周禮、梁顯智、馮崇裕和陳曉蕾，親身與讀者分享創作心得。



Designing Change Roundtable Series - 3rd Roundtable: Design · City · Sustainability

設計驅動改變圓桌論壇系列第三場 - 設計 · 城市 · 可持續發展



In line with our mission to promulgate design and innovation advocacy for Hong Kong, Designing Change Roundtable Series aims to convene leaders whose works are dedicated to the development of culture, economy, strategies and policies, and provide a platform through which they can share their views and insights on a series of carefully selected topics.



The views gathered from the roundtable discussion are documented and compiled into a design-focused opinion paper distributed to key stakeholders, decision-makers and influencers in the business, government, professional and academic communities to advance their appreciation and understanding of the key role design plays in the process of strategy and policy-making, and in propelling Hong Kong's economy to become one of the most creative and progressive in the region.

Ten top opinion leaders — Antony Chan, Patrick Bruce, Ada Fung, Andrew Lam, Edmund Lee, Francis Lee, Bernard Lim, Peter Smith, Ester van Steekelenburg and Marisa Yiu — addressed the importance of public education and community engagement for Hong Kong to nurture a creative culture and the creative utilisation of public space in the urban environment. They proposed that an effective bottom-up public consulting mechanism would be put in place for Hong Kong's cultural development.

我們一直致力推動本土設計及創意發展，「設計驅動改變圓桌論壇系列」亦旨在提供平台，雲集一群文化、經濟、策略和政策相關的業界精英和領袖，就一系列精挑細選的設計相關課題，發表各自的意見和見解。

圓桌論壇中所累積的意見會記錄在案，並匯編成一份以設計為主題的意見書，發給商界、政府、專業界別和學界的主要持份者、決策者以及具影響力的人士，讓他們了解和認識設計在推動香港成為區內一個創意經濟體的過程中，所擔當的重要角色。

與會者包括陳志毅、布路施、馮宜萱、林筱魯、利德裕、李躍華、林雲峰、Peter Smith、Ester van Steekelenburg 及姚嘉嫻，強調要在香港孕育創意文化，必先從公眾教育著手，讓社區參與其中，並多利用市區的公共空間。他們倡議制定一個自下而上的公眾諮詢系統，以推動香港的文化發展。



Designing Change Roundtable Series - 4th Roundtable:

The Role of Design in Creative Place Making

設計驅動改變圓桌論壇系列第四場 - 設計創建創意社會

In the fourth roundtable, David Kester, former CEO of the UK Design Council, shared UK's success cases showing the remarkable impact of design thinking on social innovation, business and policy making. Participants discussed ways to nurture creative thinking from educational and social perspectives, and the importance of championing design leadership at corporate, social and governmental levels.

5 Nov 2013



前英國設計協會行政總裁David Kester於第四屆圓桌會議分享了英國的成功例子，講解如何將設計概念擴展至社會創新、商業以至政策擬定等範疇。與會者亦有討論如何在教育及社會層面孕育創意思維，同時強調設計領袖於企業、社會及政府所擔當的重要角色。



HKDC Library

香港設計中心圖書館



Boasting over 4,000 items, including more than 1,600 design books and 100 titles of international design magazines, HKDC Library is dedicated to the promotion of design knowledge and the enhancement of public interest in design. HKDC Library provides a dynamic platform for sharing and discussing design knowledge.



With one of the best collections of design publications in Hong Kong, HKDC Library engages the general public through book features and social media. We launched an online book-sharing campaign called "Together We Share, Knowledge of Design" which reached over 409,000 people.

圖書館館藏超過4,000冊，其中設計書籍逾1,600本，國際設計雜誌超過100種。圖書館致力傳播設計新知，提高公眾對設計的興趣，為讀者提供一個分享和探討設計知識的平台。

作為全港其中一個最佳設計刊物收藏者，香港設計中心圖書館運用書籍及社交媒體加強與公眾的互動。我們發起網上書籍分享活動「樂享設計•分享閱讀」，參與者超過409,000人。



Publications

出版刊物

“Design, We Say” 《設計，我地話》

Our record of Hong Kong Design Year 2012. An essential part of Hong Kong's design legacy. Various different programmes of “2012 Hong Kong Design Year” offered a unique opportunity for the design industry to showcase their design leadership in the region and the positive effect design can exert on the Hong Kong's economy, tertiary industries and society.

《設計·我地話》於香港的设计傳承非常重要，記錄了2012香港设计年的各項活動，讓设计界向公眾展示他們在亞洲地區的領導地位，同時闡釋设计如何為香港的商業經濟、服務行業以至社會帶來正面的影響。



“Design Entrepreneurship - Eight Lessons for Designers” 《志在創業 - 設計師創業8堂必修課》

To summarise the cases and insights collected from the 7+1 programme, we invited the course presenter, Mr Bernard Suen, Project Director of CUHK's Center for Entrepreneurship, to edit the materials and compile a new book entitled “Design Entrepreneurship – Eight Lessons for Designers”.

我們邀得香港中文大學創業研究中心項目總監孫耀先生擔任「志在創業」課程講者，以及將課程材料編寫新書《志在創業—設計師創業8堂必修課》，以總結7+1課節中探討過的實例及啟發。



Park Déco Legacy 「潮裝公園」特刊

To tap into the power of design and putting it into a real outdoor experience, we participated in the Cornwall Street Park renovation project in Kowloon Tong, the second pilot programme of the Park Déco project, led by the Leisure and Cultural Services Department.

This project set itself apart from many park refurbishments by incorporating a user-driven approach, which successfully enhanced the user's experience in the park and improved the quality of public services.

康樂及文化事務署開展一個名為「潮裝公園」試驗計劃，九龍塘歌和老街公園的潮裝工程為試驗計劃第二個試點項目。我們參與潮裝歌和老街公園項目，期望利用設計的力量，給遊人全新的戶外體驗。

歌和老街公園以用家為本為主導以作潮裝工程，有別於其他公園的翻新工程。通過利用設計的力量，整個項目成功地改善了用戶的體驗，同時提高公共服務的質素。



Hong Kong Design Directory 香港設計指南

Since 2008, we have offered a complimentary electronic design service directory for Hong Kong designers and design firms locally and abroad.

With the mission of raising the profile of Hong Kong's design industry and strengthening the network of local and overseas design practitioners, Hong Kong Design Directory featured 21 design categories in the reporting year.

我們於2008年開發了免費的電子設計服務指南，為香港設計師及本地和海外设计公司提供資訊。

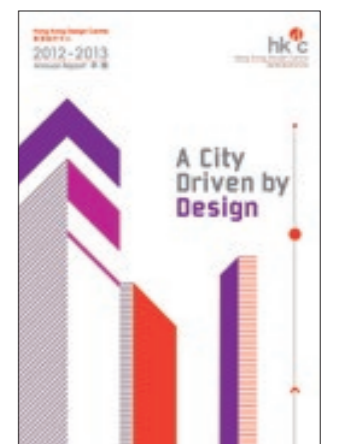
此網上指南旨在提升香港设计界的專業形象，促進本地與海外设计從業員的聯繫。本年度的香港设计指南涵蓋21個设计類別。



“HKDC Annual Report 2012-13” 《香港設計中心年報2012-13》

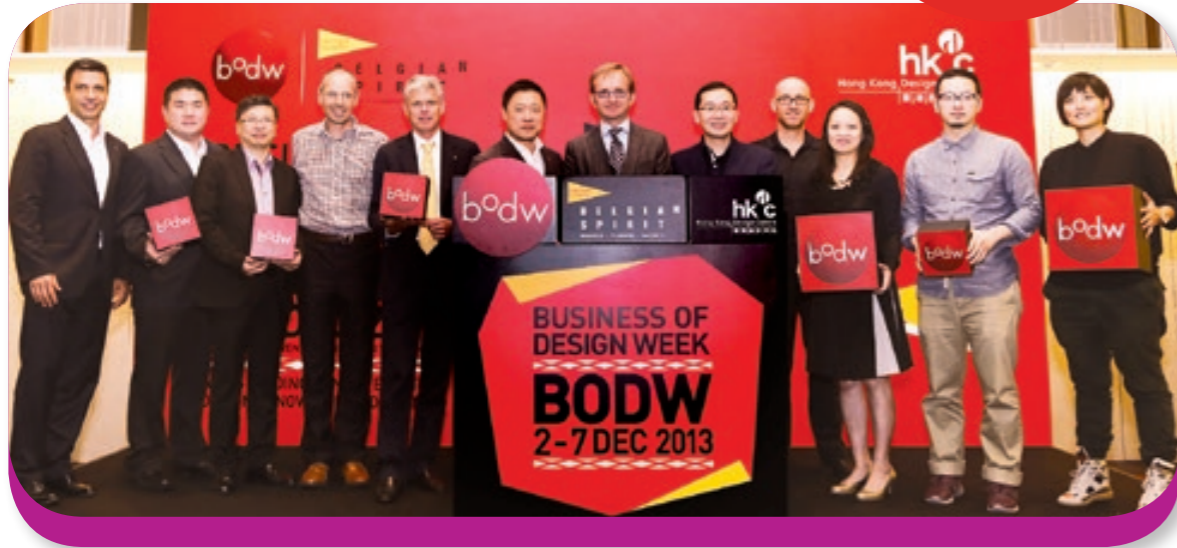
2012 was an important standpoint of development for HKDC. 2 landmark events were celebrated and embraced by all sectors across Hong Kong — Hong Kong Design Year 2012 and HKDC's 10th anniversary. Looking back on our achievements and impact in society and venturing into new aspiration, people from all walks of life got inspired through their engagement in and participation of HKDC's programmes geared towards turning Hong Kong into a better place for living, working and playing by making changes, hence the theme “A City Driven by Design and A Community Embracing Design”. The publication had received Bronze Award “Annual Reports — Traditional: Hong Kong” of 2014 Galaxy Awards.

2012年為香港設計中心發展的重要立足點。香港各界齊慶祝和擁抱2個具有里程碑意義的事件—2012香港设计年與香港设计中心成立十週年紀念。回顧我們的成就和對社會的影響，我們進軍新的抱負，來自各行各業的人通過他們參與香港设计中心的活動，旨在透過改變令香港成為一個更美好的居住、工作和娛樂地方—「創意城市設計驅動 為香港成就设计願景」。此年報榮獲2014 Galaxy Awards「傳統年報：香港」銅獎。



Communications & Media Publicity

傳訊與媒體報導



To reach the public through various communication channels, we made every effort to provide the general public and the media with up-to-date information on our work, including design-related programmes. Throughout the year, we maintained close contact with local and international media through various communication channels, such as organising press conferences, briefings and guided tours for visiting overseas journalist delegations, and conducting media interviews with senior management to inform the public about our activities and message.

Our events have always attracted widespread media coverage in Hong Kong, mainland China and abroad. This year, our programmes generated over 40 million media value, which helped raise public awareness of the value of design. The coverage drew good results, with an advertising expenditure for the year of approximately 5 million.

To raise public awareness of our work and programmes, we publish a newsletter called "Design Vibe" and issue e-blasts and bi-weekly e-newsletters to highlight our activities and major progress. Increasingly, we are moving to social media platforms as an important tool to communicate with society, by providing updates on our project development and interacting with the public through our Facebook fan page, Weibo and online video channels.

我們向公眾及傳媒提供中心最新的資訊及設計相關節目的消息，力求社會從不同的通訊媒介認識我們。過去一年，我們與本地及海外傳媒保持緊密接觸，除了舉辦新聞發佈會及簡介會，我們亦為海外記者準備導賞團，安排高層接受傳媒訪問，期望將活動和訊息傳達給社會各界。

我們的活動備受香港、內地以及海外傳媒關注。本年度，我們的活動被多家傳媒報導，加深大眾對設計價值的認識。本年度的廣告費用約500萬元，報導的媒體價值達4千萬元以上。

我們出版《設計動曆》通訊，並發行電子信函及雙周電子報，介紹我們的活動和發展，以讓大眾更了解我們的工作。隨著社交平台越益流行，我們亦視之為與社會溝通的重要工具。我們利用Facebook粉絲專頁、微博及網上視訊頻道與公眾互動，分享項目的最新發展。

Visits to HKDC

到訪香港設計中心

As part of our commitment to enhancing the understanding of design and fostering collaboration with stakeholders from mainland China, Asia and other regions, we received around 60 official delegations from government officials, enterprises, professional organisations and students during the year.

We were privileged to receive the Consulate Generals of Sweden, Mexico and Greece, and HKSAR Government officials from the Hong Kong Economic and Trade Office in Brussels, as well as delegates from Belgium, Italy, Finland, Australia and the United States.

From the Asian region, we hosted delegations from Taiwan, Japan, Korea, Indonesia and China, strengthening our communication and networking with our counterparts, such as the Taiwan-Hong Kong Economic and Cultural Co-operation Council, Taiwan Design Centre, government officials and representatives from the Japan Electronics and Information Technology Industries Association. During the year, we also received official visits from mainland China, including Macau, Shenzhen, Shanghai, Nanjing. Through these visits, these delegations not only acquired a good understanding of Hong Kong Design Centre but also experienced Hong Kong's vibrant design scene.



本年度我們接待了來至中國內地、亞洲以至世界各地約60個官方代表團，其中包括政府官員、企業家、專業機構及學生。我們期望讓各持份者對設計有更深入的了解，鞏固彼此合作的橋樑。

我們有幸接待來自瑞典、墨西哥和希臘的總領事館以及香港駐布魯塞爾經濟貿易辦事處的政府官員。此外，我們亦有招待比利時、意大利、芬蘭、澳洲及美國的代表團。

我們亦有接待亞洲國家的代表團，分別來自台灣、日本、韓國、印尼和中國，以加強我們與夥伴之間的聯繫，例如台港經濟文化合作協進會、台灣創意設計中心、政府官員和日本電子情報技術產業協會。在這一年中，我們亦有幸得到來自中國各地的代表團到訪，包括澳門、深圳、上海和南京。通過這些訪問，代表團不僅能加深對香港設計中心的了解，而且體驗到香港充滿活力的設計意念。

Partnership and Collaboration

合作夥伴

Without the encouragement and backing of our partners, collaborators and supporting organisations, it would be impossible to promote our design promotion programmes and projects so widely in the society. We would like to extend our heartfelt gratitude to all the organisations and people who facilitate our role to fulfil our public mission to create a better living through design and innovation.

In the reporting year, we co-organised various programmes with our partners and collaborators to promote the wider use of design and innovation. With the dual purpose of promoting design in the community and nurturing creative talent, we supported more than 58 design- and innovation-related programmes by external parties from the design community to government bodies, also from the business and education sectors, encouraging cross-disciplinary collaboration.

Going forward, we will further strengthen collaboration among our networks in Hong Kong, the mainland and overseas to capture opportunities arising from the increasing awareness of the value of design and innovation.

我們衷心感謝我們的夥伴、合作單位以及所有曾予以支持的團體。全賴他們的協助，我們才得以成功舉辦這些活動，向社會推廣設計，利用設計和創意，給大眾營造更美好的生活環境。

本年度我們與夥伴及合作單位聯辦了多項活動，推廣設計與創意的應用。活動不僅讓我們在社區宣傳設計意念，也可孕育創意專才。我們亦有參與超過58項由其他機構主辦的設計及創新項目，包括設計界團體、政府部門，以至商業及教育界舉行的相關活動，以求推動各界跨域合作。

展望將來，我們將繼續擴展本地、中國內地，以至海外的網絡，加強與各方合作，期望在社會越益重視設計和創意價值的环境下，開拓更多發展空間。



Our Partners

我們的合作夥伴

(in alphabetical order)
(以英文排序)

Aedas	AIA Hong Kong	AMPASIO	archi lovers	archi products	art4d
ARTMAP 藝術地圖	art plus a+	香港設計大使 Ambassadors of Design HONG KONG	Asia Society Hong Kong Center	BELGIAN SPIRIT	BRAND
CREATEHK	gaga	CreativeHome ^x	ESIGN 2.0	designboom	360°
DM-Asia	搜狐艺术 www.sohu.com	鳳凰網 時尚 fashion.ifeng.com	HONG KONG DESIGN INSTITUTE 香港知專設計學院 Member of VTC Group VTC 成員機構	HKTDC 香港貿易發展局	香港經濟日報 HONG KONG ECONOMIC TIMES www.hket.com
HOME JOURNAL REVIEW	香港特別行政區政府知識管理 The Government of the Hong Kong Special Administrative Region Knowledge Management Office	InvestHK	IdN	INDESIGNLIVE.HK	Ipsos
KEF	milk	MKE Law Foundation Limited 匯業法律文化發展基金會有限公司	LIGHTHOUSE CREATE IMPACT	OPTILED 國明鏡	OVO
人民網 people www.people.com.cn	perspective	PHILIPS	Asia Society Hong Kong Center	W HOTELS WORLDWIDE	VOO ^{RO} Premier Design Review
SWIRE PROPERTIES	Design	surface	Time Out Hong Kong	U 周刊	vtech
视觉同盟 www.visionunion.com	Wallpaper*	腾讯·大蜀网 www.qq.com	SCMP South China Morning Post		

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 our mission of "Design for Society". Through this membership programme, we aim to build a cluster of resourceful people from various professions and backgrounds who not only are enthusiastic and passionate about design, arts and culture, but also champion the values and benefits that design can bring to businesses and the community. It is an excellent platform to support the development of the design industry, enabling its members to gain invaluable knowledge and inspiration from design masters from around the world and promoting exchanges within the design community.

Acknowledgement of Patron Members

鳴謝永久贊助會籍之會員

(till 31 March 2014, in alphabetical order)
(截至2014年3月31日，以英文姓氏排序)

Mr. Fawaz Abid Bakhotmah
Fawaz Bakhotmah Arch & Des.

Mr. Michael Cheung
張志立先生
Director, Zincere Ltd.
先時有限公司 總裁

Ms. Agnes Chiu
趙露文女士
Director, SOHK Ltd.
SOHK Ltd. 總監

Mr. Alex Chunn
Vice President — Concept Development,
Techronic Industries Co. Ltd.
創科實業有限公司 副總裁 — 產品概念開發部

Dr. Richard Fung
馮立中先生
Chief Executive, Hong Kong Standards and
Testing Centre
香港標準及檢定中心 總裁

Ms. Pansy Ho
何超瓊女士
Managing Director, Shun Tak Holdings Ltd.
信德集團有限公司 董事總經理

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

Ms. Kigge Hvid
CEO, INDEX:
INDEX: 行政總裁

Dr. Kan Tai-keung, SBS
靳埭強教授
Founder, KL & K Design
靳劉高設計 設計顧問創辦人

Mr. Kwong Man-hang, Bengle, JP (Aust.)
鄺敏恒先生
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.
名點創意傳媒有限公司 總監

FOHKDC welcomes all design enthusiasts and supporters of our mission. 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及志向遠大的多元人才，共同肩負香港設計中心「設計服務社會」的使命。

我們希望透過會員計劃，集合來自不同行業和背景，熱心設計、藝術和文化的人士，肯定設計為企業和社會帶來的價值和優勢。

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：

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, KL & K Design
靳劉高設計 創辦人

Mr. Lau Tai-yum
劉球欽先生

Dr. Edmund Lee
利德裕博士
Executive Director, Hong Kong Design Centre Ltd.
香港設計中心 行政總裁

Mr. Leung Wai-fung
梁偉峰先生
Founder & CEO, Artemis Digital Ltd.
衍盛數碼有限公司 創辦人及行政總裁

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. Lu Lam, Leslie
盧林先生
Principal, Hong Kong Design Institute and
Institute of Vocational Education (Lee Wai Lee)
香港知專設計學院及香港專業教育學院
(李惠利) 校長

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. Ng Man-wai, Danny
吳文偉先生
Director, 4N Architects
四目建築設計事務所 董事

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

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

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

Mr. Jeremy Vinson
Design Partner, Tandem Design

Mr. Wang Chi-fung
王志峰先生
President, China Energy Technology Holdings Ltd.
中國能源科技集團有限公司 董事長

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

Mr. Eric Yim
嚴志明先生
CEO, POSH Office Systems (HK) Ltd.
科響(香港)有限公司 行政總裁

Mr. Leon Yoong
翁國樑先生
Vice President Techronic Design, Techronic
Industries Co. Ltd.
創科實業有限公司 副總裁

Dr. Allan Zeman, GBM, GBS, JP
盛智文博士
Chairman, Lan Kwai Fong Holdings Ltd.
蘭桂坊控股有限公司 主席

2B Square
colourliving
Fringebacker Ltd.

Shantou University
汕頭大學

TAL Apparel Ltd.
聯業製衣有限公司



Acknowledgement of Corporate Members

鳴謝公司會籍之會員
(till 31 March 2014, in alphabetical order)
(截至2014年3月31日，以英文排序)

	alonglongtime			
	Brandnews			
				Flux
				JMI ASSOCIATES LIMITED
	WOUF	Mipow Limited		MY FASHION DESIGN COMPANY
			Sykes Picture House Ltd.	

Service Innovation and Implementation: A Series of Two - Day Modules

在服務中創新：兩天課程

3-4 Oct 2013 and 10-13 Jan 2014



In two-day interactive workshops organised for the Civil Service Bureau, a global design expert showed a group of Hong Kong civil servants how to improve their creative logic and improve public services.

In each interactive workshop, Rama Gheerawo, Deputy Director of Britain's Helen Hamlyn Centre for Design, quizzed participants, mainly from middle management with very limited design knowledge, came up with a series of solutions for reducing fire-related hazards in an overcrowded public market space and for making a web-based driver's licence application more user-friendly.

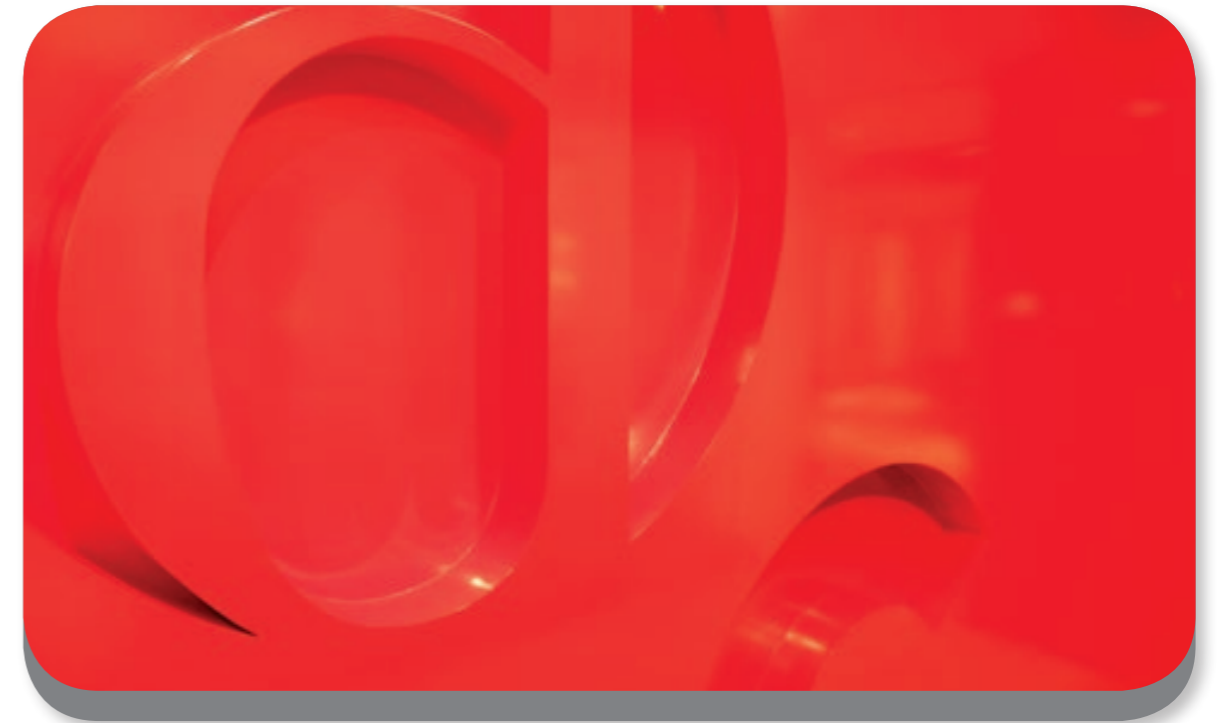
Feedback from the participants was overwhelmingly positive. They were extremely inspired because the content was applicable to their line of work. They also enjoyed participating in the workshop case studies because they were "convincingly realistic and thought provoking".

由香港公務員事務局主辦的兩天互動工作坊，國際設計大師親身教授，讓參加的一眾公務員認識如何刺激創意思維，改善服務質素。

互動工作坊的參加者大多為中層公務員，對設計所知甚微。工作坊期間，英國Helen Hamlyn Centre for Design副總裁Rama Gheerawo要求參加者思考如何防範人流過多的鬧市中發生火警，以及簡化網上申請駕駛執照的程序。

工作坊得到參加者的一致好評。參加者表示工作坊內容貼合工作需要，讓他們從中得到啟發。參加者形容工作坊的範例分析「具說服力、實際及引人深思」。

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 external 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。

Our Accounts

香港設計中心帳目

INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 31ST MARCH 2014
至2014年3月31日止財政年度收支結算表

	Non-Government Funding 非政府資助		Government Funding 政府資助撥款			CreateSmart Initiative 創意智優計劃					Other Government Funding 其他政府資助撥款		Total 總計			
	HK\$	HK\$	HK\$	HK\$	HK\$	Knowledge of Design Week 2013 設計智識周	Knowledge of Design Week 2014 設計智識周	Institute of Design Knowledge 設計知識學院	Overseas Promotion of HK Design 海外推廣香港設計	World Design Summer Camp 環球設計夏令營	Y2K x Design-TV Programme Y2K x 設計-電視節目	HK Young Design Talent Award 2011 香港青年設計才俊大獎		HK Young Design Talent Award 2012 香港青年設計才俊大獎	Hong Kong Design Year 2012 香港設計年	HK\$
Income 收入																
Government grant 政府資助	0	19,370,408	9,385,390	3,389,381	10,098,397	1,688,369	24,000	1,236,253	5,507,769	1,419,833	11,000	429,655	1,475,062	336,819	54,372,336	
Project income 項目收入	649,241	3,945,212	2,810,996	1,051,175	813,033	459,492	0	864,414	0	16,000	0	0	0	0	10,609,563	
Sponsorship 贊助 / 捐款	0	957,700	3,079,370	495,147	0	1,203,641	0	558,520	300,000	1,050,000	0	0	0	0	7,644,378	
Other income 其他收入	181	510	1,001	0	45,153	36	0	15	213	6	0	5	38	0	47,158	
	649,422	24,273,830	15,276,757	4,935,703	10,956,583	3,351,538	24,000	2,659,202	5,807,982	2,485,839	11,000	429,660	1,475,100	336,819	72,673,435	
Expenditures 支出																
Project expenses 項目開支	7,121	6,629,348	14,000,674	4,315,388	9,597,195	2,897,662	0	1,992,280	5,477,033	2,092,622	0	429,660	1,260,900	321,819	49,021,702	
Payroll & related cost 薪資及相關支出	16,044	13,922,398	1,268,233	612,465	1,348,388	443,876	24,000	666,922	330,949	383,217	0	0	214,200	0	19,230,692	
Donation 捐款	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Overhead & administration 一般營運及行政費用	19,000	3,722,084	7,850	7,850	11,000	10,000	0	0	0	10,000	11,000	0	0	15,000	3,813,784	
	42,165	24,273,830	15,276,757	4,935,703	10,956,583	3,351,538	24,000	2,659,202	5,807,982	2,485,839	11,000	429,660	1,475,100	336,819	72,066,178	
Operating surplus / (deficit) 營運盈餘 / (赤字)	607,257	0	0	0	0	0	0	0	0	0	0	0	0	0	607,257	
Less: Interest expenses 減：利息支出	(9,027)														(9,027)	
Net surplus / (deficit) 淨盈餘 / (赤字)	598,230	0	0	0	0	0	0	0	0	0	0	0	0	0	598,230	

HKDC's Board of Directors 2013-2014 香港設計中心董事會



Victor Lo
羅仲榮, GBS, JP
Chairman 主席



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



Freeman Lau
劉小康, BBS
Vice-Chairman 副主席



Cees de Bont
Director 董事



Frederick Lam
林天福, JP
Director 董事



James Law
羅發禮
Director 董事



Felix Chung
鍾國斌
Director 董事



Frank Peters
Director 董事



Jerry Liu
廖永亮
Director 董事



Joseph Lo
勞建青
Director 董事



Ada Wong
黃英琦, JP
Director 董事



Kai-yin Lo
羅啟妍, SBS
Director 董事



Francis Lee
李躍華
Director 董事



Janet Cheung
張啟秀
Alternate Director
候補董事



Alex Lee
李建明
Alternate Director
候補董事



Cheng Wai-fung
鄭慧鳳
Alternate Director
候補董事



Antony Chan
陳志毅
Alternate Director
候補董事



Winnif Pang
彭志江
Alternate Director
候補董事



Selina Chow
周梁淑怡, GBS, JP
Director 董事



Joey Ho
何宗憲
Director 董事



Bonnie Chan
陳德姿
Director 董事



Victor Tsang
曾昭學
Director 董事



Eric Yim
嚴志明
Director 董事



Leslie Lu
盧林
Director 董事



Kevin Yeung
楊棋彬
Director 董事

Meeting Attendance 會議出席率

1 April 2013 to 31 March 2014
2013年4月1日至2014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 財務發行政委員會	BDC 企業拓展委員會	AC 審核委員會
Board Members 董事會成員				
Mr. Victor Lo 羅仲榮先生	5/5	-	5/5	-
Dr. Roy Chung 鍾志平博士	3/5	4/4	2/5	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	4/5	3/4	2/5	-
Representatives appointed by Hong Kong Fashion Designers Association 香港時裝設計師協會代表	3/5	-	1/5	-
Representatives appointed by Hong Kong Designers Association 香港設計師協會代表	4/5	-	1/5	-
Representatives appointed by Hong Kong Interior Design Association 香港室內設計協會代表	3/5	-	0/5	-
Representatives appointed by The Chartered Society of Designers 英國特許設計師協會(香港)代表	2/5	-	-	-

MEETING 會議 (Attendance rate/Total no. of meetings 出席次數/會議數目)	Board 董事會	FAC 財務發行政委員會	BDC 企業拓展委員會	AC 審核委員會
Board Members 董事會成員				
Prof. Cees de Bont	3/5	-	3/5	-
Ms. Bonnie Chan 陳德姿女士	4/5	3/4	3/5	-
Mrs. Selina Chow 周梁淑怡女士	3/5	-	2/5	-
Mr. Felix Chung 鍾國斌先生	3/5	-	0/5	-
Mr. Frederick Lam 林天福先生	0/5	-	-	-
Mr. James Law 羅發禮先生	5/5	4/4	-	-
Mr. Joseph Lo 勞建青先生	2/5	-	-	2/2
Ms. Kai-yin Lo 羅啟妍女士	4/5	-	3/5	-
Mr. Leslie Lu 盧林先生	4/5	-	2/5	-
Mr. Victor Tsang 曾昭學先生	4/5	-	4/5	-
Ms. Ada Wong 黃英琦女士	2/5	4/4	-	-
Mr. Eric Yim 嚴志明先生	3/5	-	4/5	-
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)	5/5	4/4	4/5	2/2

Remarks:
Board – Board of Directors 董事會
BDC – Business Development Committee 企業拓展委員會

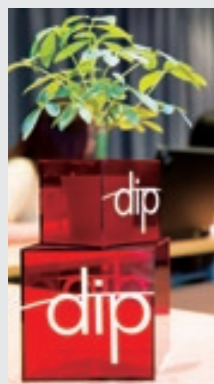
FAC – Finance and Administration Committee 財務及行政委員會
AC – Audit Committee 審核委員會

Our People

我們的團隊



PROGRAMME TEAM
主要項目組



DESIGN INCUBATION PROGRAMME TEAM (DIP)
設計創業培育計劃項目組



PARTNERSHIP, MARKETING & COMMUNICATIONS TEAM
夥伴拓展，市場推廣及傳訊組



International Alliances

國際聯盟



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

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



1. **International Council of Graphic Design Associations (ICOGRADA)**
國際平面設計社團協會
2. **International Council of Societies of Industrial Design (ICSID)**
國際工業設計社團協會
3. **Design Management Institute (DMI)**
設計管理學院
4. **Seoul Design Foundation**
首爾設計基金會
5. **National Design Centre (NDC)**
6. **Shanghai Industrial Design Association (SIDA)**
上海工業設計協會
7. **Taiwan Design Centre (TDC)**
台灣創意設計中心
8. **Shenzhen Industrial Design Profession Association (SIDA)**
深圳市工業設計行業協會



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

Initiated by HKDC, 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. HKDC is working closely with FHKDA which plays an increasingly proactive and leadership role in fostering GDN's development.

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至今已擁有39位國際頂尖的設計界成員組織，遍及亞洲及歐美等地。香港設計中心與香港設計總會緊密合作。後者在推動GDN的發展上，扮演一個更主動和領袖的角色。

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。

