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**DESIGN
FOR
BETTER
LIVING**



Design, Reaching Far and Beyond Touches All Walks of Life

設計 • 觸動多元領域
無遠弗屆

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ABOUT US 關於我們

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

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

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

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

Founding Members 創會成員



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Design is... 設計是...

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

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

WHAT IS DESIGN 什麼是設計

THE LINK BETWEEN CREATIVITY AND INNOVATION 創新與創意的橋樑

Design is a planning and development process, transforming abstract ideas into desirable objects and services. It harnesses consumer insights, technological feasibility and business viability. Design is much broader than aesthetics. It is linked to functions, ease of manufacturing and delivery, sustainability, reliability, quality and productivity.

設計是計劃和發展的過程，能轉化抽象的意念成為理想的產品和服務。設計能駕馭消費者的眼光、技術可行性和商機。因此設計超越純粹的美學，它跟功能、生產、運輸、可持續發展、可靠性、品質和生產力都息息相關。

AN INTEGRAL PART OF ALL BUSINESSES 與所有業務不可分割

The value of design stretches across all industries and sectors – from manufacturing to services, such as banking, tourism, transport and logistics. Firms can create a more engaging brand experience and rewarding customer relationships through better design, not just in products, but also services, environments, and communications.

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

MULTI-DISCIPLINARY 跨界別

Design should function at multiple levels. It requires more than simple collaboration amongst the different design disciplines. Participation from areas, such as consumer research, engineering, technology, strategic planning, business management, marketing, psychology, anthropology and sociology are crucial to attaining better design. And better design equals better results.

設計要於不同層次和其他學科發揮功能，不但要結合設計本身的各種學科，還要結合其他領域包括消費者研究、工程、科技、策略計劃、商業管理、市場推廣、心理學、人類學和社會學等。更好的設計能達致更佳的效果。

A VALUE CREATION TOOL 創造價值的工具

Design brings value to businesses by reducing costs, improving profitability and increasing brand equity.

Design has increasingly become a critical part of the overall corporate business strategy. Designers are natural innovators by virtue of their empathy, visual literacy and lateral thinking skills. More and more companies are tapping into the expertise of designers to create innovative business models, products, services to meet the latent and unfulfilled needs of customers.

Design also has a social value. Better design means better living. It brings tangible and sustainable improvements to our living environment, making it easier, safer and more enjoyable.

設計對營商的價值在於能夠降低成本、增加盈利和提高品牌價值。

設計已日漸成為整體企業營商策略的重要一環。設計師善於製造共鳴、富有審美眼光、並具水平思考能力，是與生俱來的創造者。越來越多公司善用設計師的專業知識，來創造別具新意的商業模式、產品和服務，以滿足客戶的潛在需要。

設計還有社會價值。優質設計就是優質生活，能具體和持續地改善我們的生活環境和質素，令生活更寫意、安全和愉快。

宗旨

Mission



Establish **Hong Kong** as a Centre of
Design Excellence in Asia
推動香港成為亞洲的設計之都

Vision

願景

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

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

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

WHAT WE DO

我們的工作

1 INJECTING DESIGN INTO BUSINESS 營商注入設計

To encourage business to embrace design thinking for value creation

鼓勵企業善用設計思維作為創造價值的要素

To advance design knowledge and business practices

提升設計知識及商業營運方略

2 NURTURING "DESIGN-PRENEURS" 孕育「設計企業家」

To enrich the skills of design-preneurs in:

- ▲ Entrepreneurship
- ▲ Project management
- ▲ Brand-building
- ▲ Marketing and communication
- ▲ Finance

增強設計師營運企業的多元能力：

- ▲ 業務管理
- ▲ 項目管理
- ▲ 品牌建立
- ▲ 市場推廣和傳訊
- ▲ 財務管理

3 BUILDING NETWORKS 建立網絡

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

- ▲ Networking
- ▲ Partnerships
- ▲ Exchanges

加強商界及從事與設計相關的專業人士之睿智：

- ▲ 網絡聯繫
- ▲ 建立伙伴關係
- ▲ 交流

4 ENHANCING COMMUNITY-WIDE APPRECIATION OF DESIGN 加強社會對設計的認知及參與

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

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

向大眾推廣創意文化在設計及創新的價值：

- ▲ 社會共融
- ▲ 專業發展及青少年項目
- ▲ 設計獎項和展覽
- ▲ 資訊傳播

5 CELEBRATING DESIGN EXCELLENCE 設計獎項嘉許成就

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

Design For Asia (DFA) Award uniquely recognises outstanding designs that have been most influential across Asia

Design Leadership Award (DLA) celebrates strong corporate leaders who have applied design to achieve exceptional business success

World's Outstanding Chinese Designer (WOCD) recognises the achievement of Chinese designers from across the globe

Hong Kong Young Design Talent (HKYDT) Awards acknowledge the latent potential of our young design talents

Design For Asia (DFA) Student Award recognises young and creative students in Asia who appreciate cross-disciplinary collaborations

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

亞洲最具影響力設計大獎—嘉許對亞洲最具影響力的出色設計

設計領袖大獎—表揚善用設計獲取商業成就的企業領袖翹楚

世界傑出華人設計師—肯定華人設計師在全球不同設計領域的貢獻

香港青年設計才俊大獎—嘉許有潛質成為優秀設計師的青年

亞洲最具影響力設計學生大獎—表揚亞洲能體會跨界別合作及具創意的青年學生

6 RAISING HONG KONG'S PROFILE AS A DESIGN HUB THROUGH CREATIVITY AND INNOVATION 藉創意及創新提升香港為設計之都

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

- ▲ Project and engagement
- ▲ Design promotion and education
- ▲ Partnerships and networks

香港設計中心透過下列渠道推動香港設計相關行業及創意生態：

- ▲ 舉辦各類設計相關活動項目及鼓勵積極投入參與
- ▲ 推廣設計的精神及設計教育
- ▲ 建立伙伴合作關係及網絡

MESSAGE FROM CHAIRMAN

主席的話



Hong Kong Design Centre pursues a worthy public mission. This reporting year has been productive, with major milestones to mark our achievements and progressively strong support received from the design community, private sector and the public.

Design is by people and for people. "Design for Better Living" represents the strategic framework for the programmes we planned or co-created with our stakeholders in the design and business communities and the academia. As a publicly-funded, non-profit agency to promote wider and strategic use of design for value creation and societal progress, we made conscious efforts to inspire developments and encourage active participation through programmes, actions and communications.

At Hong Kong Design Centre, we increasingly invest much of our efforts in nurturing design-preneurs. The going programme on Entrepreneurship programme continues to provide a business learning and experience sharing platform for entrepreneurial creative and design professionals. As a strategic move, HKDC is now a member of a non-profit consortium – encompassing the Musketeers Education and Culture Charitable Foundation, The Hong Kong Polytechnic University and Hong Kong Design Institute – responsible for transforming the former Police Married Quarter (PMQ), a heritage site on Hollywood Road in Central, into an international creative quarter in Asia. Due for operation in 2014, PMQ will become a cradle to nurture a new generation of creative entrepreneurs and design talents, bring up local design brands, and foster community-wide engagement in appreciating design.

Equally important is our responsibility to help advance design knowledge across professions and among business leaders, and to promulgate design thinking as a fundamental catalyst for value creation and business upgrading. Through conference and workshops, our Reinventing with Design 'master-class' programme continues to provide a productive platform for design knowledge exchange and sharing.

There is no better way to promote Hong Kong's design excellence and vibrant creative ecologies through participation in international events such as the Expo 2010 Shanghai. Curated by Hong Kong's leading jewellery designer and Chinese culture historian Ms Kai-yin Lo (as Chief Curator), HKDC staged a six-month exhibition on "Hong Kong: Creative Ecologies – Business, Living, Creativity" in Shanghai. Through an exhibition, workshops, forums and cultural exchange programmes, we received widespread participation from the design and business community and from the public, and have created business opportunities for Hong Kong designers and companies to expand their reach. A response programme was also organised in Hong Kong to allow the public to appreciate the power of design and learn more about our vibrant creative and design scene.

With our myriad of platforms aiming to advance design industry development, Hong Kong Design Centre gladly serves as an ambassador to link up with counterpart organisations on the mainland to facilitate exchange. For example, we have signed Memorandum of Understanding with the Shanghai Industrial Design Association and Dongguan Foreign & Economic Cooperation Bureau to facilitate cooperation between the design community and the industries through design and innovation.

Looking ahead, we will continue to further develop our flagship international programmes, such as Business of Design Week and Design For Asia Awards. With expanding market opportunity in China and Asia, we will further develop our programmes of conferences and workshops to facilitate design knowledge sharing. We will also further develop our increasingly popular youth programmes, namely, Design to Empower and Discover Design, to promote creativity and use of design thinking among students.

Design is relevant to our everyday life. Let's all work together to make Hong Kong a creative city and a better place to live, work and play.

香港設計中心一直朝著饒富意義的公眾使命邁進。本年度豐碩的成果是我們發展的重大里程碑，同時印證了我們獲得設計業界、商界及市民大眾更多的支持和認同。

設計從人而來，亦為人所應用。無論是我們策劃的活動，或我們與設計界、商界及學術界共同籌辦的項目，均以「設計讓生活更美好」的理念作為策略框架。香港設計中心作為政府撥款營運的非牟利機構，致力推動社會更廣泛及策略地應用設計來創優增值，達致社會進步，並藉著舉辦各種活動、項目及資訊傳播，鼓勵公眾積極投入參與和促進社會發展。

香港設計中心銳意加強孕育「設計企業家」。現行的「志在創業—設計與創意工業」證書課程持續為富創業精神的創意和設計專才，提供商業學習及經驗分享的平台。本年度，香港設計中心更踏出了策略性的一步，與香港同心教育文化慈善基金會、香港理工大學及香港知專設計學院合組非牟利聯營團體，負責活化中環荷里活道前已婚警察宿舍，將這幢歷史建築打造成亞洲區內的國際創意中心。重新命名為「原創坊」的前已婚警察宿舍預計於2014年正式營運，日後將化身為孕育新一代創意企業家及設計精英的搖籃，致力建立本土設計品牌，並加強社會大眾對設計的認知和參與。

我們的另一重責是協助提升不同界別的專才和商界領袖的設計知識，讓他們了解設計思維是創造價值和促使業務升級轉型的重要元素。因此，我們繼續透過「設計創新機」的大師級論壇和工作坊提供交流及分享設計學問的平台，藉此迸發新商機。

能夠參與上海世博會2010這類大型國際盛事，絕對是推廣香港的設計成就和其蓬勃創意生態的有效途徑。香港設計中心邀請了香港知名珠寶設計師兼中國文化歷史學家羅啟妍女士擔任總策展人，策劃為期六個月於上海舉行的「香

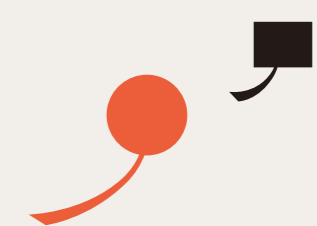
港：創意生態—商機、生活、創意」大型設計項目。在上海世博會期間舉辦的展覽、工作坊、論壇及文化交流活動，吸引設計界及商界以至公眾的廣泛參與，為香港設計師及設計公司締造不少商機，擴闊他們的客戶網絡。此大型項目隨後移師香港舉行，讓本地大眾也得以感受香港設計的力量，並加深了解香港充滿生氣的創意及設計面貌。

香港設計中心建立了多元化的平台以加強設計產業的發展，我們非常高興能成為聯繫國內相關組織的大使，促進兩地的互動交流。例如，我們與上海工業設計協會及東莞市對外貿易經濟合作局簽訂備忘錄，希望通過設計及創新，促進設計界與工業界的合作。

展望未來，我們會進一步發展旗艦級的國際盛事，例如「設計營商周」及「亞洲最具影響力設計大獎」。與此同時，隨著國內及亞洲的商機日增，我們會優化各項活動包括論壇及工作坊，推動設計學問的交流。另外，我們會投放更多資源，發展愈來愈受歡迎的青少年項目，包括「從『設計思維』出發」及「設計體驗營」，向學生推廣創新意念，教導他們靈活運用設計思維。

設計與我們的生活息息相關，就讓我們攜手合力共建創意城市和更宜居的香港，締造更美好的生活及工作環境。

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



MESSAGE FROM EXECUTIVE DIRECTOR

行政總裁的話



Design connects human and economic activities, influences people from all walks of life and drives societal advancement and innovation. We have a well defined public mission to promote wider use of design and design thinking as a strategic vehicle for value creation across professions and industries and for nurturing a new generation of creative talents.

With “Design for Better Living” as our theme, we focused on a number of areas to enhance awareness, inspire developments and progressively maximise the impact of our mission:

- celebrating and promoting Hong Kong’s design excellence and vibrant creative ecologies on local and international fronts
- nurturing our future creative league and cultivating design-preneurs
- fostering closer and multilateral partnerships across professions and
- creating value through community engagement

During the Expo 2010 Shanghai and with full backing of the Hong Kong SAR Government, we organised a large-scale, six-month exhibition in Shanghai on “Hong Kong: Creative Ecologies – Business, Living, Creativity”. The exhibition showcased to the mainland and rest of the world the multi-facets of Hong Kong’s creative scene through business use of design, local urban culture, brand innovators and young and international design talents. Together with a response exhibition at Hong Kong Heritage Museum, the whole programme attracted nearly 360,000 visitors and participants, generating widespread media coverage and publicity.

In parallel to our efforts in strengthening our flagship programmes such as Business of Design Week (BODW) and HKDC Awards, we have enriched our “Entrepreneurship – Design and Creative Business” programme for creative and design professionals through case study and experience sharing by Hong Kong’s leading designers and business leaders.

Our design education programmes for youths, namely Design to Empower and Discover Design, also had a successful run with strategic partnerships with Ocean Park and Disneyland. The programmes set to enlighten secondary students through the design thinking process and encourage them to apply the acquired knowledge for problem solving. Supported by the Education Bureau, an exhibition jointly organised with Ocean Park was held to showcase the winning designs from the Design to Empower programme. The overall programme was very well received by schools, parents and teachers, and attracted over one million visitors in two months.

Hong Kong Design Centre supports the Government’s commitments to conserve and revitalise some of Hong Kong’s heritage buildings and sites with historical value, as well as to create a conducive environment to advance development of Hong Kong’s creative industries. We gladly joined forces with the Musketeers Education and Culture Charitable Foundation, The Polytechnic University of Hong Kong and Hong Kong Design Institute to turn the Former Police Married Quarters (PMQ) on Hollywood Road in Central into an international creative quarter in Asia. Due for operation in 2014, PMQ will serve as a platform for upcoming designers and design brands. The PMQ will also serve as a cultural hotspot in the city with exhibitions, forums and facilities like bookshops, design shops, cafes and restaurants for food culture and open spaces for enjoyment by the public.

Beyond the local front, we continue to foster exchanges with industry associations, organisations and government agencies within and outside Hong Kong, especially with cities in the Pearl River Delta on mainland China.

“Design for Better Living” succinctly narrates our intent. Looking ahead, Hong Kong Design Centre, as the government’s strategic partner in advancing design industry development, will continue to inspire development and promote wider adoption of design thinking in business and society for value creation through proactive engagement, actions and dialogues.

設計連繫各種人類與經濟活動，影響日常生活每個層面，無遠弗屆，更能推動社會進步及創新。香港設計中心肩負明確的公眾使命，以推動社會更廣泛應用設計為己任，提倡以設計思維作為策略工具，為各行各業創造價值，並致力培育創意新一代。

本年度香港設計中心以「設計讓生活更美好」為主題，專注發展以下多個領域，藉此提高外界對設計的關注，並促進其發展，讓我們的使命發揮更大的影響力：

- 表揚及推廣香港的卓越設計成就，向本地和國際社會展示香港活力非凡的創意生態
- 培育新一代的創意團隊及孕育「設計企業家」
- 促進不同專業界別建立緊密多邊的合作夥伴關係
- 透過社區參與來創造價值

2010年上海世博會期間，香港設計中心獲得香港特區政府全力支持，於上海舉辦了長達六個月的大型展覽「香港：創意生態—商機、生活、創意」。展覽透過設計的商業運用、本地都市文化、品牌革新、香港的年青設計才俊及國際級設計精英等專題，向內地以至全球展示香港多元化的創意景觀。此展覽更載譽回歸香港，移師香港文化博物館舉行。兩地的展覽和同期活動共吸引近36萬人參與，並引起媒體廣泛報道及公眾關注。

除了重點發展旗艦活動，如「設計營商周」及「香港設計中心設計大獎」，我們同時加強「志在創業—設計與創意工業」證書課程的內容，邀請香港著名設計師及商界領袖與創意及設計專才分享經驗，並透過個案研究讓學員充份了解市場實況。

另一方面，本中心為青少年而設的設計教育活動亦非常成功。本年度「從『設計思維』出發」及「設計體驗營」分別獲得香港海洋公園和香港迪士尼樂園度假區成為策略伙伴。這些重點活動旨在啟發中學生的創意和設計思維，並鼓勵他們學以致用，運用設計思維解決難題。其中「從『設計思維』

出發」更獲得教育局全力支持，我們更與海洋公園在園內合辦學生設計比賽得獎作品展覽，活動深受學校、家長及老師歡迎，引起廣泛迴響，兩個月來吸引超過一百萬人次參觀。

香港政府積極保育及活化香港具歷史價值的建築和場所，亦允諾營造有利環境來促進香港的設計產業發展，香港設計中心對此全力支持。我們很榮幸能與香港同心教育文化慈善基金會合作，聯同香港理工大學及香港知專設計學院，把中環荷李活道前已婚警察宿舍，活化為亞洲區國際級的創意產業新地標「原創坊」。此創意中心將於2014年營運，屆時將為新一代設計師與設計品牌提供不同的創作和交流平台。「原創坊」亦會成為城中的文化熱點，除了用以舉辦展覽及論壇，並設有書店、設計商店及反映飲食文化的咖啡室和餐廳等設施，同時亦為社區提供公共休憩空間。

除支持本地設計界，我們亦將繼續加強與香港及海外的行業協會、組織及政府部門的互動交流，而位處中國珠江三角洲的城市更是我們的重點對象。

「設計讓生活更美好」正正道出香港設計中心的宗旨。展望未來，作為政府發展創意設計產業的策略伙伴，香港設計中心將繼續透過積極的參與、行動和對話，促進設計業茁壯成長，並推動商界和社會大眾更廣泛運用設計思維，致力為香港創造更高價值。

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



2010

Mar

“ONE” Exhibition

“ONE” 設計展覽

(Mar – May 2010)

Apr

DesignEd Mart 2010 Spring Edition

設計出路 2010 春季展覽

Entrepreneurship for Design and Creative Business Programme

「志在創業 — 設計與創意工業」證書課程

(Apr – Sep 2010)

May

“Hong Kong: Creative Ecologies – Business, Living, Creativity” The Shanghai Edition

「香港：創意生態 — 商機、生活、創意」上海站展覽

(Mar – Oct 2010)

Jun

Design For Asia Award Dialogue with GZ/SZ Designers

Design For Asia Award 對話廣州／深圳設計師

Reinventing with Design (ReD)

設計創新機

Open Forum on Design Education

設計教育公開論壇

Jul

Intellectual Property Culture Series “Intellectual Property Issues in Design Industry”

知識產權文化研討會系列「設計行業中的版權問題」

Design To Empower – Project on Learning to Design Thru Monster Exhibition

從「設計思維」出發 – 學校協作計劃展覽

Discover Design

設計體驗營

(July – Aug 2010)

Design for Asia Award Public Lecture Series 1

亞洲最具影響力設計大獎講座系列 1

Aug

MINI-DESIGN MART

設計市集

DesignEd Mart 2010 Summer Edition

設計出路 2010 夏季展覽

Design for Asia Award Public Lecture Series 2

亞洲最具影響力設計大獎講座系列 2

Sep

Exhibition Design Seminar

展覽設計研討會

The Ambassadors’ Ball

香港設計大使籌款晚宴

Intellectual Property Culture Series “Creating Brand Strategy in Motion Pictures, Advertising & Images”

知識產權文化研討會系列「創建品牌策略 – 影視、廣告、肖像」

2010 Shenzhen-Hong Kong Design Forum

2010 深港設計座談會

The Cornwall Street Park Project

歌和老街公園計劃

(Sep 2010 – Feb 2012)

Oct

The Ambassadors of Design Open Academy 2010 Exhibition

The Ambassadors of Design 公開設計比賽 2010 展覽

Home Fish Home Design to Empower – Learning Design thru Marine Conservation “Train-the-Trainers” Workshops

給「魚」一個家 從「設計思維」出發 – 關懷海洋生態「導師培訓計劃」工作坊

Free Intellectual Property Consultation Service

免費知識產權諮詢服務

(Oct 2010 – Mar 2011)

The Mong Kok Post Office Project

旺角郵政局計劃

(Oct 2010 – Oct 2011)

Nov

PMQ Project Press Conference

原創坊 PMQ 記者會



01



02

“Hong Kong: Creative Ecologies – Business, Living, Creativity” The Shanghai part of Exhibition
「香港：創意生態 – 商機、生活、創意」上海站展覽

No. of Participants
參加人數 100,000



06

MINI-DESIGN MART
設計市集

No. of Visitors
參觀人數 4,500



03



04



05

OVERVIEW OF HKDC'S ACTIVITIES AND PROGRAMMES 年度回顧



07

Business of Design Week
設計營商周

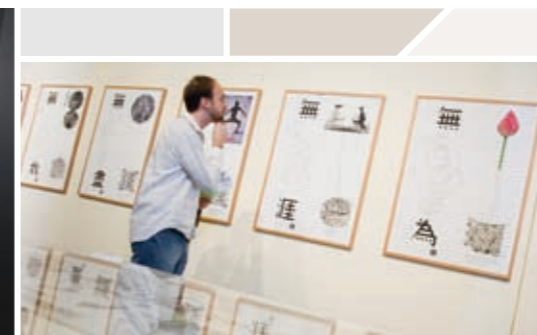
No. of Participants
參加人數 95,000+



09

Design For Asia Award
亞洲最具影響力設計大獎

No. of Entries
參賽作品數目 650



11



08



10



Home Fish Home
“Student Design Competition” Exhibition
給「魚」一個家
學生設計比賽得獎作品展覽

No. of Visitors
參觀人數 1,000,000+

Design and Branding Forum – Accelerating Business Transformation and Enhancing Entrepreneurial Resourcefulness

品牌與設計圓桌論壇：
加快升級轉型與提升企業睿智

Intellectual Property Culture Series “Business Environment for Creative SMEs”

知識產權文化研討會系列「中小企創意營商環境觀」

Hong Kong and Pearl River Delta-Roundtable

香港及珠江三角洲圓桌會議

Business of Design Week (BODW)

設計營商周

(Nov – Dec 2010)

InnoAsia

創新科技亞洲會議

DETOUR

設計遊

(Nov – Dec 2010)

DesignEd Asia

設計教育亞洲會議

(Nov – Dec 2010)

Dec

Brand Asia

品牌管理國際會議

Global Design Network 2010

全球設計網絡 2010

Shenzhen Industrial Design Forum

深圳工業設計論壇

BODW Forum

設計營商周論壇

IDT Expo

創新科技及設計博覽

Ink and Design Beyond Poster Exhibition I

「書法 • 設計」海報及創作展覽 I

Business of Intellectual Property Forum

知識產權營商論壇

East Gathering Tri-city Forum: Culture & Space

東區三城論壇：文化與空間

HKDC Awards Presentation Ceremony

香港設計中心設計大獎頒獎典禮

Re-launching of Friends of HKDC Membership Programme

「香港設計中心之友」會員計劃啟動

2010 SZ HK Cultural Creative Forum

2010 深港文化創意論壇

Design Extravaganza Japan

日本設計新視野展覽

Ink and Design Beyond Poster Exhibition II

「書法 • 設計」海報及創作展覽 II

(Dec 2010 – Jan 2011)

2011

Jan

Home Fish Home Design to Empower – Learning Design thru Marine Conservation “Student Design Competition” Exhibition

給「魚」一個家 從「設計思維」出發 – 關懷海洋生態 學生設計比賽得獎作品展覽

(Jan – Mar 2011)

Feb

“Hong Kong: Creative Ecologies – Business, Living, Creativity” The Hong Kong Edition

「香港：創意生態 — 商機、生活、創意」香港站展覽

(Feb – May 2011)

Design For Asia Award – Showcase of 2010 Winners at PageOne

亞洲最具影響力設計大獎 – 2010 得獎作品雲集PageOne

(Feb – Mar 2011)

Forum on “A Study on the Framework of the Hong Kong Design Index”

《香港設計指數初階發展報告》論壇

Mar

Creative Business Sharing & Networking

創意商貿交流會

《CODE》Posters Exhibition

《密碼 – CODE》海報大賽獲獎作品展

“HK: Creative Ecologies” Exhibition in Berlin

「香港：創意生態」柏林站展覽

(Mar – Dec 2011)

“Hong Kong: Creative Ecologies” – The ONE Exhibition

THE ONE「香港：創意生態」展覽

(Mar – Apr 2011)

DESIGN FOR DESIGNERS

設計師



Design for Asia Award promotes good design and business success through design. Featured here is 601 Artbook Project 2008, a 2010 Grand Award winner from South Korea.

亞洲最具影響力設計大獎致力表揚優秀的設計和以設計取得商業成就的設計師和企業。南韓 601 Artbook Project 2008 是2010 亞洲最具影響力設計大獎得獎作品之一。

HONG KONG DESIGN CENTRE AWARDS (HKDC AWARDS)

香港設計中心設計大獎

The influential annual HKDC Awards are part of HKDC's continuous effort to celebrate excellence in design and design applications and nurturing design talent. The Awards recognise the outstanding achievements of excellent design practitioners, business leaders, commercial organisations and students that have made significant contributions to design development, or enhancing the standard of living through design. Supported by Create Hong Kong of the Commerce and Economic Development Bureau, HKSAR, the HKDC Awards 2010 featured five

independent awards programmes and the Awards Presentation Ceremony took place on 3 December at the Hong Kong Convention and Exhibition Centre.

為表彰卓越設計和成功的設計應用，並栽培設計專才，香港設計中心頒發深具影響力的香港設計中心設計大獎，表揚傑出的設計師、商業領袖、商業機構和學生為設計業發展作出的重要貢獻。2010年香港設計中心設計大獎由香港商務及經濟發展局「創意香港」辦公室贊助，共頒發五類獎項，頒獎典禮於12月3日在香港會議展覽中心舉行。



Tenjin-Bayashi Specially Brewed Sake
DFA Gold Award 2010 winner
2010 亞洲最具影響力設計金獎得獎作品



eneloop Universe
DFA Grand Award 2010 winner
2010 亞洲最具影響力設計大獎得獎作品

Green School
DFA Grand Award & Special Award Sustainability 2010 winner
2010 亞洲最具影響力設計大獎及可持續發展特別獎得獎作品



DESIGN FOR ASIA (DFA) AWARD

亞洲最具影響力設計大獎



Debuted in 2003, DFA Award recognises

design excellence achieved by designers and companies that have generated business success through design and design applications which reflect or have an impact on the Asian lifestyle. The submission entries are in 18 individual design categories, including industrial/product design, communication design, environmental design and fashion and accessories.

In 2010, DFA Award drew a record number of 650 entries from countries across Asia, Europe and America. It reflects that the DFA Award has achieved considerable

recognition and is highly regarded by the design professionals both locally and abroad. A total of 108 awards were presented, including nine Grand Awards, Gold, Silver and Bronze Awards and three Special Awards for Culture, Technology and Sustainability that gave recognition to design projects featuring outstanding contributions to the three domains. The winning designs combine creativity, style and functionality integrated with eco-friendly concepts.

設立於2003年的亞洲最具影響力設計大獎，旨在表揚透過設計或應用設計來反映或影響亞洲生活面貌，從而取得商業成就的設計師和企業。參與作品分為四大設計範疇：工業 / 產品設計、傳訊設計、環境

2010 Local & Global Entries

2010 年本地及全球參賽作品

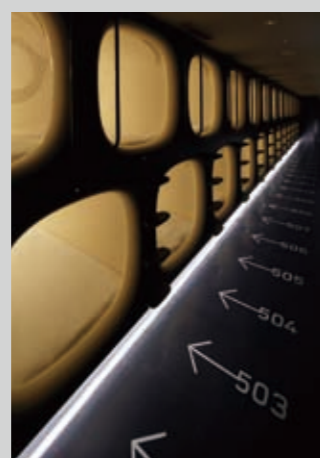
▲ 30%

設計以及服飾設計，當中再分為18個設計組別作評審。

2010年的「亞洲最具影響力設計大獎」共收到650份來自亞洲、歐洲和美洲的參賽作品角逐殊榮，數量為歷年之冠，反映此大獎之接受性與日俱增，深受本地和世界各地設計專才的重視。今年總共頒發了108個獎項，包括九個大獎，金、銀、銅獎，以及三個亞洲最具影響力設計特別獎，嘉許分別為文化、可持續發展和科技領域作出特殊貢獻的設計作品。今年的得獎作品將環保理念與創意、風格、和實用性合而為一。



Mokuzai Kaikan 木材會館
DFA Grand Award 2010 winner
2010 亞洲最具影響力設計大獎得獎作品



nine hours
DFA Grand Award & Special Award Culture 2010 winner
2010 亞洲最具影響力設計大獎及文化特別獎得獎作品



Visual Circus 視覺馬戲團
DFA Gold Award 2010 winner
2010 亞洲最具影響力設計金獎得獎作品



Moonbird
DFA Gold Award 2010 winner
2010 亞洲最具影響力設計金獎得獎作品

DFA Award Public Lecture Series

亞洲最具影響力設計大獎講座系列
(29/7 and 25/8/2010)

To further promote the DFA Award, HKDC and the Design Council of Hong Kong at the Federation of Hong Kong Industries co-organised a public lecture series comprising two sessions in which past award winners shared their experience and insights with the audience. Over 340 participants attended the lecture series.

為進一步推廣亞洲最具影響力設計大獎，香港設計中心與香港工業總會轄下的香港設計委員會合辦兩場講座系列，邀請歷屆得獎設計師分享品牌和產品設計的獨到見解，共有超過340人參加。

DESIGN LEADERSHIP AWARD (DLA)

設計領袖大獎



Sir James Dyson, founder and CEO of

Dyson Ltd in the UK, was honoured with DLA 2010. Dyson is revered as the quintessential archetype of the design-led businessman whose approach is driven by invention, ingenuity, and design. Dyson is also committed to inspiring a new generation of designers and

engineers through the annual James Dyson Award which encourages students from around the world to engineer solutions to everyday problems. Since 2004, DLA has been giving accolades



to visionary business leaders who have achieved commercial success by demonstrating corporate leadership and sustaining impressive growth through design excellence. DLA also aims to recognise role models within the international business community and inspire the public to share a better future for society.

2010年設計領袖大獎的得獎者為英國 Dyson 的創辦人暨行政總裁James Dyson 爵士。被公認為以設計為本之商業領袖中的典範，Dyson 的策略以發明、精妙和設計為大前提。Dyson 還同時透過一年一度的 James Dyson Award，激勵新一代的設計師和工程師，鼓勵世界各地學生為日常生活疑難尋求解決方案。設計領袖大獎自2004年設立以來，一直表揚善用卓越設計配合企業領導才能，推動企業持續增長來達至商業成就的具創見的企業領袖。大獎也致力於表彰全球商界的典範，啟迪公眾共建美好社會。

WORLD'S OUTSTANDING CHINESE DESIGNER (WOCD)

世界傑出華人設計師



The World's Outstanding Chinese Designer 2010

was Eric Chan, industrial designer and president of ECCO Design in New York. Born in Guangzhou and raised and educated in Hong Kong, Chan established ECCO in 1989. Chan explores humans, their behaviour, trends, materials, and how these can be balanced to attain better design. His priority in thinking examines how functions can be implemented to better complement and enhance the usage for a given product, service or even an entire system, such as public transport. ID Magazine named Chan as one of the 40 most influential designers in the US. His designs have been featured in numerous international publications and in the permanent collections of museums worldwide, including the Museum of Modern Art in New York. Since 2004, WOCD has honoured designers of Chinese

heritage who have made great contributions within their own discipline and demonstrated outstanding devotion to furthering design through education, professional organisations and social commitment.

2010年獲嘉許為世界傑出華人設計師的紐約 ECCO Design 主席、工業設計師陳秉鵬，出生於廣州，在香港長大並接受教育，於1989年成立 ECCO。陳秉鵬致力於探索人類行為、潮流趨勢、設計物料及如何取其中庸之道來做出更好的設計。他的前瞻思維重點在於研究如何融合不同功能，相輔相成，以加強產品、服務甚至整個系統（例如公共交通）的使用經驗。美國權威設計雜誌《I.D.》稱陳秉鵬為美國40位最具影響力設計師之一。他設計的作品得到多本國際刊物報道和介紹，同時亦被全球多家博物



館列為永久收藏，包括紐約的現代藝術博物館。設立於2004年的世界傑出華人設計師大獎表揚在個人專業範疇上成就顯赫，並致力透過教育、專業機構和社會服務推動設計發展，並創立非凡成就的華人設計師。



HONG KONG YOUNG DESIGN TALENT (HKYDT) AWARD 香港青年設計才俊大獎



The objective of the HKYDT Award, introduced in 2005, is to support and cultivate up-and-coming designers who are eager to explore the international design horizon and reward them with sponsorships to undergo overseas study or work attachment to fully realise their potential. The awards are in two categories: practising designers and design graduates. Two designers won the DesignSmart Young Design Talent Awards, sponsored by Create Hong Kong, the Government of HKSAR. Each winner received HK\$500,000 to undergo work attachment abroad

for a minimum of six months. In the design graduate category, the HKDI Young Design Talent Educational Award was sponsored by the VTC Design Education Fund and the PolyU School of Design Young Design Talent Educational Award sponsored by the Hong Kong Polytechnic University. Each of these awards offered the winner a sponsorship up to HK\$250,000 to take design or design-related overseas degree courses.

香港青年設計才俊大獎設立於2005年，目的是支持和培養熱切於探索國際設計領域的新晉設計師，並贊助他

們前往海外進修或實習，以全面發揮他們的潛能。獎項分為兩類別：在職設計師獎項和設計畢業生獎項。年內兩位設計師獲得「設計智優青年設計才俊大獎」。得獎者分別獲香港特別行政區政府設計智優計劃贊助港幣五十萬元，到海外作不少於六個月的實習。在設計畢業生獎項類別下，設有VTC設計教育基金贊助的「香港知專設計學院青年設計才俊教育大獎」，以及由香港理工大學贊助的「香港理工大學設計學院青年設計才俊教育大獎」。每位得獎者最多可獲得港幣二十五萬元獎學金，用以修讀設計或與設計相關的海外學位課程。



HK HONEY
Michael Leung
DesignSmart Young Design Talent Award '10
梁志剛
設計智優
青年設計才俊大獎 '10



"G.O.D. - Good Old Days" Project
Clara Ho
HKDI Young Design Talent Educational Award '10
何穎欣
香港知專設計學院
青年設計才俊教育大獎 '10



HKDI Graduation Collection
Octo Cheung
PolyU School of Design Young Design Talent Educational Award '10
張恩渝
香港理工大學設計學院
青年設計才俊教育大獎 '10



"Show Me Your Love" Collection
Matthew Hui
DesignSmart Young Design Talent Award '10
許業朗
設計智優
青年設計才俊大獎 '10

DESIGN FOR ASIA (DFA) STUDENT AWARD 亞洲最具影響力設計學生大獎



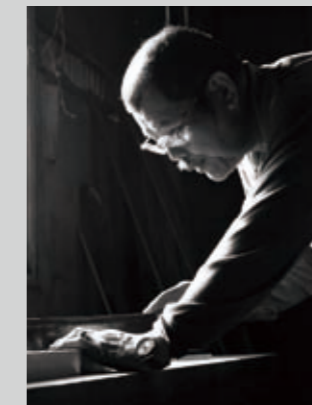
The DFA Student Award was launched in 2010 to recognise students in Asia whose works have shown that cross-disciplinary creative collaborations are essential to innovation. Outstanding students' projects are those reflecting teammates' ability to learn and understand each other's perspective; explore the impact of design on commercial and societal success; and integrate knowledge through motivation, creativity and interaction.

Entrants of the award are individual tertiary students or recent graduates of undergraduate course at

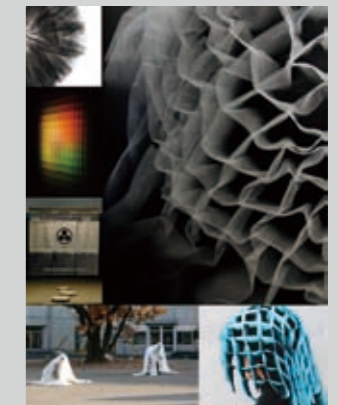
any education institute in Asia between 18 and 30. A total of 150 submissions from 40 universities and design institutes across Asia were received. Thirteen projects were shortlisted in the final round.

本年度新設立的亞洲最具影響力設計學生大獎，表揚能善用跨界別的創意合作，以達致創新理念的亞洲青年學生。優秀的學生作品能反映參賽隊員之間互相學習和理解的能力；探索設計如何促進商業和社會成就；並在製訂目標、創新和互動的過程中應用相關知識。大獎參加者必須為年齡介乎18至30歲，亞洲區教育院校的大專生或剛畢業的學生。年內中心共收到150件來自亞洲40所大學和設計院校的提名作品，其中13份作品入圍最後階段評選。

2010 Winners 得獎作品：



Lost Memories (Taiwan)
失落的百工 (台灣)



Tokyo Next Design Project '08 & Graduation Works (Japan)
日本



ENTREPRENEURSHIP FOR DESIGN AND CREATIVE BUSINESS PROGRAMME 2010

「志在創業 — 設計與創意工業」證書課程 2010
(4 – 9/2010)

Also known as “7+1”, this is a continuous multi-module certificate programme organised by HKDC in collaboration with the Center for Entrepreneurship at The Chinese University of Hong Kong (CUHK). Through a combination of seven taught modules in brand management, marketing, financial management and one full-day field trip to design enterprises and establishments located in the Pearl River Delta cities, this programme aims to stretch the boundary of creative and design professional education in Hong Kong to keep pace with the rapidly changing business landscape. Meanwhile, experience-sharing and networking opportunities and hands-on activities were organised to maximise the impact. The “7+1” programme was in its fourth intake with 25 students in 2010. The taught modules featured acclaimed local designers, including Freeman Lau, David Lo, Horace Pan, and Prudence Mak. The students also participated in a one-day visit to companies and organisations in Shenzhen, held in association with the Shenzhen Industrial Design Profession Association on 25 September 2010. Companies visited included Kan and Lau Design Consultants (Shenzhen);



Shenzhen FIYTA Holdings Ltd; and Newplan Design. A full-day Accounting Workshop for Design and Creative Business, an extended programme of “7+1”, was held on 11 March 2010 and attracted over 30 individuals to participate. Meanwhile HKDC supported CUHK

in organising a seminar attended by design professionals, a public seminar attended by over 100 participants and a press conference.

這是香港設計中心與香港中文大學創業研究中心合辦的多單元證書課程，也簡稱為「7+1」課程。本課程通過結合七個涵蓋品牌管理、市場推廣及財務管理等商業單元和參觀珠三角地區企業的一天考察活動，旨在為本港的創意及設計教育開拓更廣闊領域，以應對瞬息萬變的商業環境。同時課程還安排了經驗分享、聯誼交流和實習機會以加強學員對營商技巧的認知。2010年第四屆「7+1」課程的收生人數為25人，由備受青睞的本地設計師講授，其中包括劉小康、盧永強、潘鴻彬和麥雅端。2010年9月25日，學員還參加了香港設計中心和深圳市工業設計行業協會合辦的一天考察團，前往深圳參觀當地的公司和企業，其中包括靳與劉設計顧問（深圳）、深圳飛亞達（集團）股份有限公司、嘉蘭圖設計有限公司。另外，「7+1」課程於2010年3月11日舉行的延伸活動「設計師學會計」一天工作坊共吸引逾30人參加。香港設計中心還支持香港中文大學創業研究中心舉辦為設計專才而設的研討會、以公眾為對象的研討會以及記者招待會，吸引逾百名參加者及多家傳媒機構出席。

design & creative industry alumni

來自設計及創意業界之歷屆學員達

100



INTELLECTUAL PROPERTY CULTURE SERIES 2010

知識產權文化研討會系列
(14/7, 29/9, 23/11/2010 and 23/2/2011)

In association with the Federation of Hong Kong Industries (FHKI), HKDC continued to hold a series of

intellectual property culture seminars to further enhance and update the local design industry on the



knowledge in this area. The themes of the seminars were “Intellectual Property Issues in Design Industry”, “Creating Brand Strategy in Motion Pictures, Advertising & Images”, “Business Environment for Creative SMEs” and “First Step to Successful Financing for Intellectual Property” respectively. Dr Alex Lau of the Intellectual Property Centre of FHKI conducted the seminars, which attracted over 120 participants in total.

為加深本港設計業界對知識產權的認識，香港設計中心繼續與香港工業總會合辦一系列關於知識產權文化的研討會。主題分別為「設計行業中的版權問題」、「創建品牌策略—影視、廣告、肖像」、「中小企創意營商環境觀」及「踏上創意融資第一步—中小企如何用知識產權籌集資金」。研討會由香港工業總會知識產權中心的劉帥賢博士主持，有超過120人參加。

FREE INTELLECTUAL PROPERTY CONSULTATION SERVICE

免費知識產權諮詢服務
(10/2010 – 3/2011)

HKDC continued to provide Free Intellectual Property Consultation Service to local designers, design firms and SMEs, in conjunction with the Federation of Hong Kong Industries (FHKI). An IP consultant from FHKI was present to answer questions from designers and design companies and advised them on the legal protection of original designs and copyrights of

new products, computer software, company logos and brand names against counterfeiting. An IP lawyer referral service was also offered. A total of 38 sessions of Free Intellectual Property Consultation Service took place throughout the year. Over 55 designers and SMEs benefited from the service.

香港設計中心繼續與香港工業總會攜手合作，為本地設計師、設計公司以及中小企提供知識產權免費諮詢服務。香港工業總會轄下的知識產權中心顧問即場為本地設計師或設計公司解答疑難及提供法律建議，協助他們以法律途徑保護原創設計和新產品、電腦軟件、公司商標和名稱的版權，以防假冒侵權行為，同時還提供知識產權律師中介服務。年內，香港設計中心提供了38次知識產權免費諮詢服務，惠及超過55名本地設計師、設計公司和中小型企業。

HONG KONG AND PEARL RIVER DELTA-ROUNDTABLE

香港及珠江三角洲圓桌會議
(26/11/2010)

In order to create more opportunity for networking and experience sharing in the creative business, HKDC organised a roundtable on “Hong Kong Design Industry in Pearl River Delta” together

with the Federation of Hong Kong Design Association. Over 30 representatives from 10 local institutions and organisations participated in the event.

為了創造更多機會，促進創意企業之間聯繫和共享經驗交流，香港設計中心與香港設計總會舉辦了一個有關「香港設計業在珠三角發展」的圓桌論壇，共有來自本港10家機構和團體的30多位代表出席。

"A STUDY ON THE FRAMEWORK OF HONG KONG DESIGN INDEX"

《香港設計指數初階發展報告》
(2/2011)



HKDC completed the first stage of a government-funded design research project on "A Study on the Framework of Hong Kong Design Index" in February 2011. Through extensive research, data mining, a series of workshops and

interviews, HKDC developed 51 indicators in the index framework, embracing seven dimensions to reflect the vitality, dynamics, competitiveness, and favourable social and cultural environments of the design sector. The seven dimensions are: human capital; investment; industry structure; market demand; social and cultural environment; intellectual property rights environment; and general conditions for business environment. Case studies from the interviews had also been included in the report titled "A Study on the Framework of Hong Kong Design Index" which was launched on 24



February 2011. An industry forum was held to coincide with the launch of the report, which was joined by the project's international advisors, Edna dos Santos – Duisenberg, Chief, Creative Economy Programme of United Nations Conference on Trade and Development (UNCTAD), and Dr. Liou Wei-gong from Department of Sociology, Soochow University, Taiwan. Over 30 designers, academics, researchers and media representatives attended the forum.

2011年2月，香港設計中心完成政府贊助的設計研究項目《香港設計指數初階發展報告》的研究。研究人員透過廣泛研究、資料探勘，以及舉辦一系列工作坊和訪談活動，為設計指數的大綱建構51個指標，其中包含可反映設計業活力、動力、競爭力、有利的社會文化環境的七個層面。該七個層面包括人才、投資、產業結構、市場需求、社會文化環境、知識產權環境及營商環境的一般條件。報告同時列有訪談個案研究並於2011年2月24日舉行的一個業界論壇中發表，出席的國際顧問包括聯合國貿易和發展會議的創意產業計劃主任 Edna dos Santos-Duisenberg 及台灣東吳大學社會學系的劉維公博士。論壇共有30多名設計師、學者、研究人員以及新聞媒體參加。

"DESIGN AS A TURNAROUND STRATEGY"

《智營設計》小冊子
(12/2010)

HKDC collaborated with the Hong Kong General Chamber of Commerce to publish the business cases leaflets to promote adoption of the best practices focusing on the value of design for SMEs. This publication was to share the precious experiences from the speakers of "Design as a Turnaround Strategy" Roundtable Luncheon Series 2009 as mini cases, including the collaboration between Yip Design Ltd and Life Power Health Ltd, the projects developed by Zanif Design Consultancy together with Silicone

Zone International Ltd; and the joint project between Kaizor Innovation and GoAnimate Inc.

香港設計中心與香港總商會合作出版刊載善用設計營商個案的小冊子，藉此向中小型企業及設計師推廣以設計作為核心商業策略的營商之道。小冊子記錄「智營設計」午餐會系列2009出席嘉賓的寶貴經驗，包括葉智榮設計有限公司與生命動力(香港)有限公司之合作個案、Zanif Design Consultancy與矽領域國際有限公司合作發展之專案及高介原創與GoAnimate Inc的聯合專案。



HONG KONG DESIGN DIRECTORY

香港設計指南

The Hong Kong Design Directory provides a vital online database of local designers and design companies for easy access by potential users of design in Hong Kong and around the world. The directory was launched by HKDC in June 2008. To sustain the interest of the target users, HKDC made continued promotional efforts for the directory, such as the introduction of the iPad/iPhone version in December 2010. By end of March 2011, over 1,600 design firms had registered, with an average monthly click rate of more than 700,000.

「香港設計指南」由香港設計中心於2008年6月推出，是一個彙列本地設計師和設計公司資料的網上資料庫，為本港及全球的設計服務使用者提供簡單快捷的搜尋路徑。為繼續吸引目標使用者，香港設計中心持續推廣該指南，例如在2010年12月推出了設計指南的 iPad/iPhone 版本。截至2011年3月底，已有超過1,600家設計公司在指南上註冊登記，而指南的每月平均點擊率已超過70萬。

www.designdirectory.hk



HKDC LIBRARY

香港設計中心圖書館

The reference library has been at the service of design professionals, students and the general public since 2008. As of end of 2010, it had a collection of over 880 design-related

books and 78 titles of international design periodicals. The opening hours are from 10 am to 6pm, Monday to Saturday.

自2008年起，香港設計中心圖書館一直為專業設計師、學生及公眾提供服務。至2010年底，圖書館共收藏了超過880本設計相關書籍及78份國際設計期刊。開放時間為星期一至六，上午十時至下午六時。



DESIGN FOR BUSINESS AND PUBLIC SERVICE

商界和
公營機構



Hailed as Asia's leading event on design, innovation and brands, **Business of Design Week 2010** boasted a 3-day forum (2 to 4 Dec) and 12 concurrent events engaging more than 160 international speakers and more than 96,000 participants across professions and industries.

「設計營商周2010」被譽為亞洲設計界盛事，匯聚全球最優秀的設計、創新和品牌領域精英，為期3天的論壇（12月2至4日）及12個同期活動，雲集逾160名國際知名嘉賓講者，吸引逾95,000名來自不同專業界別和行業人士參加。

BUSINESS OF DESIGN WEEK (BODW)

設計營商周
(29/11 – 4/12/2010)

Business of Design Week (BODW) is HKDC's flagship annual event. Since its launch in 2002, BODW has won the recognition as the key international event in Asia dedicated to design, innovation and brands. This idea exchange and inspirational platform brings together leading experts in a diverse range of design fields, who interact with entrepreneurs, innovators, business leaders, policy makers and academics from around the world. BODW Forum has established itself as the most important design conference in Asia. The glitzy HKDC Annual Awards Gala Dinner and an array of innovative outreach programmes, concurrent conferences and exhibitions complement the annual BODW.



“Incredibly impressive and enormous, fantastic attendance”
“能參與這個規模龐大、精采的活動，令人非常難忘”

Tony Chambers
Editor-in-chief 主編
Wallpaper* Magazine

Since 2004, BODW has formed an alliance with a different country to bring into focus its unique design culture. This strategic alliance also helps the audience build a better understanding towards design and its conspicuous correlation to culture and business. Japan was the partner country for BODW 2010, marking the event's first collaboration with an Asian country. Through this close collaboration, BODW succeeded in highlighting the best of Japan, including branding, spatial design, fashion, art and culture promotion, architecture, interiors, and industrial design. BODW Forum from 2 to 4 Dec featured preeminent designers and business leaders from Japan, including Naoto Fukasawa, Kenzo Takada, Fumie Shibata, Kengo Kuma and Toshiyuki Kita,

“The forum, created a good platform to discuss the underlying design philosophy, was very meaningful.”
“論壇營造了良好平台，讓大家討論設計的深層哲學，是很有意思的活動”

Kengo Kuma 隈研吾
Founder 創辦人
Kengo Kuma & Associates 隈研吾建築都市設計事務所

who shared their insights with the audience. Also featured in BODW were international masters, such as Jurgen Bey, Henrik Holbaek, Claus Jensen, LV Yong-Zhong, Ari Wiseman and Yu Zheng (chief exhibition designer of the China Pavilion at the Expo 2010 Shanghai and project director of the “animated” Riverside Scene at the Qing-ming Festival). BODW Forum covered seven tracks: Fashion and Apparel; Product and Design; Brands and Design; Space and Design; Culture and the City; Communications and Design; and Interactive and Multi Media Design. Nearly 100 prominent international speakers and brand representatives contributed to BODW 2010 which attracted more than 95,000 participants. Over 200 regional and international journalists covered BODW 2010. Germany will be the partner country for BODW 2011.

香港設計中心之年度旗艦活動「設計營商周」於2002年首次舉行，被譽為亞洲區內最重要的國際設計界盛事，以設計、創新和品牌為主題。這個交流意念及刺激創意的上佳平台，讓不同範疇的設計菁英聚首一堂，並與世界各地的企業家、創意大師、商界領袖、決策人和學者互動交流。為期一周的「設計營商周」，主要活動包括亞洲區內最重要之設計研討會「設計營商周論壇」，還有「香港設計中心周年頒獎晚宴」、一連串專題研討會、設計外展活動及展覽等。

自2004年起，「設計營商周」每年與不同國家聯盟，以展現不同文化的獨特設計更讓觀眾進一步了解設計與文化密不可分的关系。「設計營商周2010」更首次與亞洲國家合作，邀請日本為伙伴國家。藉著彼此緊密合作，「設計營商周2010」得以突顯日本設計的精髓，包括有效的品牌

“This forum aims to establish partnership and cooperation between participants, very effective.”

“這個會議旨在讓人建立伙伴和合作關係，我認為很有效”

Dai Fujiwara 藤原大
Creative Director 設計總監
Issey Miyake



Henry Tang, Chief Secretary for Administration of HKSAR (centre), Victor Lo, Chairman, Board of Directors of HKDC (5th from the right), Yuji Kumamaru, Consul-General of Japan in Hong Kong (5th from the left) unveiled BODW 2010 in the Opening Ceremony with honorable guests and co-organisers.

政務司司長唐英年(中)聯同本中心董事會主席羅仲榮(右五)、日本駐港總領事隈久優次(左五)及一眾協辦機構代表及嘉賓，為「設計營商周2010」揭幕。

策略、空間設計、時裝設計、藝術文化推廣、建築設計、室內設計及工業設計。「設計營商周論壇」更邀請了一眾日本設計名師及商界領袖與參加者分享洞見，包括深澤直人、高田賢三、柴田文江、隈研吾及喜多俊之等。此外，國際頂級設計大師如 Jurgen Bey、Henrik Holbaek、Claus Jensen、呂永中、Ari Wiseman，以及2010年上海世博會中國館展覽總設計師及電子動態版《清明上河圖》的項目總監于正，同時擔任論壇講者。為

期三日的「設計營商周論壇」於12月2至4日舉行，涵蓋七個主題：時尚與服飾、產品與設計、品牌與設計、空間與設計、西九文化與大都會、傳訊與設計、互動媒體設計。

近百位國際知名講者及品牌代表出席「設計營商周2010」，吸引超過95,000人參加，逾200名地區及國際記者出席報導是次盛事。德國將會是「設計營商周2011」之伙伴國家。

將創意轉化為商機之時，能切實保護知識產權，成功兌現巧思，升級轉型。多位本地及國際知識產權專家在論壇上探討最新行業發展趨勢，並就改革創新和知識產權分享真知灼見，特別是珠江三角洲地區發展的啟思。倫敦King's College知識產權法教授 David Llewelyn等國際知名專家更親臨分享創見。逾100名來自商界和設計界的人士出席是次論壇。



in the Pearl River Delta. Among internationally recognised experts was Professor David Llewelyn, Intellectual Property Law, King's College London. More than 100 participants from business and design industry attended the forum.

第四屆知識產權營商論壇以「設計創富」為主題，藉有效管理創作過程，讓設計企業家、創意工業和商業管理人員

BODW Concurrent Event
「設計營商周」同期活動

BUSINESS OF INTELLECTUAL PROPERTY (BIP) FORUM
知識產權營商論壇
(3/12/2010)

Catering for designpreneurs, creative industry practitioners, and business executives, this fourth edition of BIP Forum carried the theme “Cashing-in on Design” to enhance their resourcefulness in harnessing value through effective managements of creative process, protection and commercialization of design and brands. In this half-day forum, international and local IP experts presented the latest trends of development, and shared valuable experience and insights in the opportunities for innovation and IP, particularly amidst new developments

BODW Concurrent Event
「設計營商周」同期活動

INNOASIA
創新科技亞洲會議
(24 – 26/11/2010)



The theme of this year's InnoAsia was “Innovate for a Sustainable World”. The three-day event encompassed conferences, forums, workshops and business matching functions. It served as the platform

for the local academia, scientists, entrepreneurs and the business community to gain knowledge and insights from world renowned experts on how they innovated and deployed technology for market and

product creation. The event featured a total of 40 industry experts from around the globe and speakers representing world renowned organisations, including BMW Group, Foster + Partners, Fuji Electric, Honda and Move About. InnoAsia was co-organised by the Hong Kong Science & Technology Parks Corporation, The Hong Kong Polytechnic University, The Chinese University of Hong Kong and HKDC.

今年會議主題為「創新科技，締造可持續發展世界」。為期三天的活動包括會議、論壇、工作坊和商貿配對，為本地學者、科學家、企業家和商界人士提供平台，汲取世界各地專家的知識和洞見，了解他們如何創新和使用科技來拓展市場和開發產品。會議共邀請40位來自全球各地的業內專家及國際知名機構代表擔任講者，參與機構包括：BMW集團、Foster + Partners、富士電機、本田汽車，以及電動車公司Move About。創新科技亞洲會議由香港科技園公司、香港理工大學、香港中文大學、香港設計中心合辦。

BODW Concurrent Event
「設計營商周」同期活動

DETOUR
設計遊
(26/11 – 12/12/2010)

Developed to enhance the engagement of the wider community in the thriving design development, DETOUR is a unique outreach programme of BODW immersing the entire city to celebrate the synergy of local and international creative ventures. Organised by Hong Kong Ambassadors of Design, the sister organisation of HKDC and fully supported by HKDC, the 2010 version featured multiple events held at its anchor site, the Victoria Prison on Old Bailey Street, Central. In addition, over 40 satellite events, including exhibitions, guided tours, seminars, concerts, and parties, were held at various locations throughout Hong



Kong and together they attracted more than 45,000 participants. All activities incorporated original and stimulating ideas from local and overseas designers to capture the imagination of the public.

「設計遊」乃「設計營商周」之外展活動，旨在讓市民大眾參與其中，帶動全城一同體會本地與國際創意企業的協作效應。「設計遊」由香港設計中心

的姊妹機構香港設計大使主辦，並獲香港設計中心全力支持。是屆活動除了以中環奧卑利街域多利監獄作主要場地外，還在全港不同地點舉辦了四十多項活動，包括展覽、導賞團、研討會、音樂會、派對等，參與人數逾45,000人。所有活動融合了本地及海外設計師之原創意念，激發全城的想像力。

BODW Concurrent Event
「設計營商周」同期活動

DESIGNED ASIA CONFERENCE 設計教育亞洲會議

(30/11 – 1/12/2010)

The DesignEd Asia Conference has become a practical platform facilitating the sharing of views, knowledge and experiences among international design educators and professionals since its launch in 2004. Centring on the theme “Asian Culture: Preserve the Past, Create the Future”, the two-day DesignEd Asia 2010 included panel discussions and paper presentations. The conference featured five sessions: “Transition: Preserve the Past”, “Create the Future”, “Implementation”, “Ethnic Cultural Projects” and “Academic Exchange and Anticipation”.

DesignEd Asia was organised by the Hong Kong Design Institute and School of Design of The Hong Kong Polytechnic University and co-organised by HKDC.

自2004年起，「設計教育亞洲會議」已成為國際設計教育家和專業人士交流意見、知識和經驗的平台。2010年會議以「亞洲文化：承傳歷史，創造未來」為主題，為期兩天，設有小組研



討和論文發表環節。會議設有五個專題，分別是「轉變：承傳歷史」、「創造未來」、「實踐」、「民族文化項目」及「學術交流和展望」。會議由香港知專設計學院和香港理工大學設計學院主辦，香港設計中心協辦。

BODW Concurrent Event
「設計營商周」同期活動

INTERNATIONAL CONFERENCE ON BRAND MANAGEMENT (BRAND ASIA) 品牌管理國際會議

(1/12/2010)

Brand Asia brought together world-class brand management experts from academia and the business sector to share information on cutting-edge brand management and innovations under the theme “Brand Sustainability”. The objective

of the conference was to help participants learn about the diverse methods of growing and maintaining a brand over time – especially in response to demographic, geographic, and macroeconomic changes and challenges, such as



the aging population, increased global competition, and a turbulent macroeconomic environment. Specific topic areas addressed by the academic and industry keynote speakers included: Strategies for Brand Sustainability; Sustaining Brand Portfolios; Sustaining Lifestyle Brands; Internationalising Chinese Brands; and Strategies for Sustaining Brands in Turbulent Times. The conference was organised by the Asian Centre for Brand Management at The Hong Kong Polytechnic University in collaboration with HKDC.

今年會議以「成功品牌的持續發展戰略」為主題，匯聚來自學術界及商界的世界級品牌管理專家，交流品牌管理及創新方面的最新資訊。會議重點探討企業如何因應地域、人口結構及宏觀經濟的變遷和挑戰，例如面對人口老化、全球競爭加劇，以及動盪不安的經濟大環境，來制訂創建及孕育品牌的長遠策略。會議上多位學術界及商界主講嘉賓就以下專題發表演說和討論：「品牌組合的持續發展」、「生活時尚品牌的發展」、「向國際進軍的中國品牌」及「在多變環境下的品牌持續發展戰略」。會議由香港理工大學亞洲品牌管理中心主辦，香港設計中心協辦。

BODW Concurrent Event
「設計營商周」同期活動

SHENZHEN INDUSTRIAL DESIGN FORUM 深圳工業設計論壇

(1/12/2010)

The second edition Shenzhen Industrial Design Forum was held across the border in Shenzhen during BODW 2010, co-organised by HKDC and Shenzhen Industrial Design Profession Association. It was also a concurrent activity of China Shenzhen International Industrial Design Festival. The forum promoted exchanges of ideas on industrial design and communication across different professions, and more importantly, fostered international cooperation and networking between Shenzhen, Hong Kong and overseas participants and speakers. Celebrated speakers from international brands and consultancies, such as Jongkil Kim, Director of Korea Association Industrial Design and CEO/Chief Designer of Design LAK Korea/

China, Lawrence Chong, President of Designers Association Singapore and the Chief Executive of Consulus, and Michael Young, the Founder of Michael Young Design in Hong Kong, shared their precious experiences in the industrial design development of China. The one-day event attracted more than 400 participants from the business and design communities.

第二屆深圳工業設計論壇在「設計營商周2010」期間於深圳舉行，由深圳市工業設計行業協會及香港設計中心合辦，同



BODW Concurrent Event
「設計營商周」同期活動

GLOBAL DESIGN NETWORK (GDN) 2010 (1/12/2010)

This one-day symposium, aimed to foster mutual understanding and collaboration among organisations in Asia and the rest of the world through design, was co-organised by HKDC and the Hong Kong Trade Development Council. With a

focus on the relationship of design industry with trade and society, the symposium provided an opportunity for participants to discuss and share experience on how design-led solutions delivering value to businesses and the society could



時亦是「中國(深圳)國際工業設計節」的同期活動。論壇帶動工業設計意念之交流及不同專業的溝通，更促進深圳、香港與海外參加者及講者的跨境合作。論壇講者均來自國際知名品牌及顧問公司，包括韓國工業設計協會理事及Design LAK Korea/China總經理兼主設計師金鐘吉、新加坡設計師協會主席兼Consulus總裁張福強及著名英國設計師兼Michael Young Design創辦人Michael Young等，向參加者分享中國工業設計發展的寶貴經驗。吸引超過400名設計界及商界人士參加。

be generated through innovation, creativity and cooperative use of resources. The symposium featured nine speakers from countries, including China, Australia, France, Germany, Sweden and United States. The moderators were Julia Chiu, president-elect, Icograda, and Professor Edward Ng Yan-yung, School of Architecture, The Chinese University of Hong Kong. The event attracted over 60 delegates from 28 international design organisations.

GDN會議由香港設計中心與香港貿易發展局合辦，旨在透過設計加強亞洲與世界各地機構的互相理解和合作。今屆會議側重探討設計與商貿及社會的關係，並讓與會者討論、交流經驗及研討以設計方案來達至創新、創意及共用資源，為企業和社會創造價值。會議邀請九位來自世界各地的講者，包括中國、澳洲、法國、德國、瑞典及美國。主持人為國際平面設計協會聯合會(Icograda)候任主席邱麗玫，以及香港中文大學建築學院吳恩融教授。共吸引逾60名來自28個國際設計組織的代表參加。

BODW Concurrent Event
「設計營商周」同期活動

INNO DESIGN TECH EXPO (IDT EXPO)

創新科技及設計博覽
(2 – 4/12/2010)

The sixth Inno Design Tech (IDT) Expo centred on the theme of “Ideas for Business”. It was organised by Hong Kong Trade Development Council and co-organised by HKDC and Hong Kong Science and Technology Parks Corporation. Designed to provide a total solution for manufacturers, brand-owners, retailers and business sectors in general, the expo gathered under one roof 383 exhibitors, from various countries and regions including Hong Kong, Mainland China, France, Germany, Italy, Japan, Korea, Malaysia, Taiwan and Thailand, together with commercial design consultancies and companies specialising in business-focused technologies. The Trade Hall featured themed zones: Design and Branding; Global Innovation; Green and Sustainable Development; Innovation and Applied Technology; New Media; and Research and Development. In addition, the Inspiration Hall welcomed both trade visitors and

members of the public to admire some of the best designs and successful brands at thematic pavilions. For instance, the “From Art to Design” pavilion featured Hong Kong and overseas designer brands, and the “Hong Kong Creative Force” pavilion displayed 46 winning projects at international advertising, architecture and design competitions.

The HKDC Pavilion showcased the winning designs of HKDC Awards and included the “Ink and Design Beyond Poster Exhibition”. Meanwhile, HKDC, in collaboration with the Japan Ministry of Economy, Trade and Industry, Japan External Trade Organisation and Japan Industrial Design Promotion Organisation (JIDPO) staged three design exhibitions: “Kansei Design Showcase”, “The JAGDA Exhibition 2010: Romance”, and “The JIDPO: JAPAN DESIGN 2010”, to showcase Japanese design and innovation expertise in architecture, interiors, branding, industrial design, and latest technologies. The 2010 Expo’s Trade Hall and Inspiration Hall recorded a total of 40,165 visitors.

第六屆「創新科技及設計博覽」由香港貿易發展局主辦、香港設計中心及香港科技園公司協辦，主題為「設計與科技



助業務躍飛」，匯聚383家商業設計顧問公司及商業科技應用公司，為生產商、品牌企業、零售商及各行業提供全面的解決方案。參展商來自香港、中國內地、法國、德國、意大利、日本、韓國、馬來西亞、台灣、泰國。貿易館分為六個主題區：設計與品牌、環球創意、環保與可持續發展、創新及應用科技、新媒體和研究與發展。

此外，創意館則開放予業內及公眾人士參觀，主題展區展示多款優秀設計及成功品牌，例如展示香港及海外設計師品牌的「從藝術到設計」展區，以及「香港創意力量」展區，展出香港創作人在廣告、建築及設計國際大賽中的46項得獎作品。

香港設計中心展區亦展出香港設計中心設計大獎的得獎設計，及「書法·設計」海報及創作展覽。與此同時，香港設計中心與日本經濟產業省、日本貿易振興機構及日本產業設計振興會合作舉辦三個展覽，包括「感性價值設計展」、The JAGDA Exhibition 2010: Romance及The JIDPO: JAPAN DESIGN 2010，展示日本在建築與室內設計、品牌策略、工業設計及創新科技等方面的實力。今屆博覽會，貿易館和創意館共錄得四萬多參觀人次。



BODW Concurrent Event
「設計營商周」同期活動

EDUCATION CORNER

學生園地
(2 – 4/12/2010)

Organised by HKDC, The Hong Kong Polytechnic University and Hong Kong Design Institute, this creative workshop enabled secondary school students to experience the design process and inspire them to develop their creative talent under the theme “Lost and Found”.



這個創意工作坊由香港設計中心、香港理工大學及香港知專設計學院合辦，今年以“Lost and Found”為主題，讓中學生體驗設計過程，引發創意潛能。

DESIGN AND BRANDING FORUM

品牌與設計圓桌論壇
(19/11/2010)

As a satellite event of BODW, this forum focused on promoting the understanding of design as a strategic component in the small and medium-sized enterprises (SMEs) and business community under the theme “Accelerating Business Transformation and Enhancing Entrepreneurial Resourcefulness”. Speakers included Dr Cheung-wing Hui, founder and chairman of A-Fontane; Chan Ka-yin, vice-president of marketing and project development of German Pool Group Co Ltd; Chan Man-lee, founder of WSZSPA; and So

Man-ying, business development manager of odm. Organised by HKDC, together with The Design Council of Hong Kong of Federation of Hong Kong Industries, the CEO Club of The Hong Kong Polytechnic University, and Hong Kong Brand Development Council, the forum was also supported by four local designers’ associations and SMEs organisations with a total of 119 participants.

此論壇為設計營商周的衛星項目，主題是「加快升級轉型與提升企業睿智」，旨在推廣以設計作為中小型企



業和商界的策略元素。講者包括雅芳婷集團創辦人兼主席許章榮博士、德國寶集團有限公司董事兼市場推廣及項目發展副總裁陳嘉賢、WSZSPA創辦人陳漫莉和odm業務拓展經理蘇漫瑩等。論壇由香港設計中心、香港工業總會轄下的香港設計委員會、香港理工大學總裁協會及香港品牌發展局合辦，更得到四個本地設計師協會與中小企組織支持，共有119人出席。

CREATIVE BUSINESS SHARING & NETWORKING

創意商貿交流會
(11/3/2011)

Hong Kong has evolved from OEM (Original Equipment Manufacturer) to ODM (Original Design Manufacturing) and further to OBM (Own Brand Manufacturing). Design and creativity have become a key success element to increase the competitive edge. This networking event was organised by HKDC to cater for the needs of SMEs. It was a free platform designed for members from the business community, manufacturers, investors

and professional services providers to meet with a select group of designers to build better mutual understanding and explore the possibilities for future strategic business partnerships and cooperation. About 270 participants attended this event.

香港已走出代工時代(OEM)，邁向原設計生產(ODM)，甚至自有品牌生產(OBM)。設計及創意已成為新時代的競爭優勢，關乎企業成敗。針對中小



企之需要，香港設計中心舉辦是次交流會，提供一個自由交流的平台，讓企業、廠家、投資者及專業服務供應商，與設計師及創意公司對接認識，開拓日後的商業合作機會，活動約有270人參與。

REINVENTING WITH DESIGN (ReD)

設計創新機

(21 – 25/6/2010)



Under the theme “Expand Your Vision – Unleash the Boundless Business Possibility”, the annual week-long Reinventing with Design (ReD) 2010 highlighted innovations through creativity by focusing on the business areas of Active Ageing Design, Inclusive Design, Hospitality and Service Design, Restaurant and Retail Design, and Green Design. Acclaimed experts in these fields shared with the audience their insights into how companies could improve the living environment through design while generating lucrative business opportunities. Participating international speakers included Thomas Heatherwick, designer of the UK Pavilion at the Expo 2010 Shanghai and founder of Heatherwick Studio, and Patricia Moore, an internationally renowned gerontologist and designer in the US.

ReD 2010 event featured two conferences, nine workshops and networking luncheon. The first conference on “Active Ageing

and Inclusive Design” was a half-day session held on 21 June which attracted 114 participants. Among the speakers was Kohei Musha from Japan who explained how “Color Universal Design” could be employed to make the lives of 200 million colour blind individuals in the world easier and barrier-free. The other full-day conference took place on 23 June, with the theme of the morning session being “Hospitality and Service Design” and that of the afternoon session being “Restaurant and Retail Design”. One of the speakers on Hospitality and Service Design was Lyndon Neri, a founding partner of Neri&Hu Design and Research Office and the designer of The Opposite House, a boutique Luxury Hotel in Beijing. The two sessions attracted more than 360 participants in total.

The nine interactive workshops were conducted by experts from a variety of design disciplines aimed to enhance design management knowledge and upgrade the technique of design professionals. Latest design approaches, critical knowledge, methods and theories were thoroughly explored and discussed. The workshops attracted a total of 256 design professionals, design instructors, design students and business executives.

為期一周的年度活動「設計創新機2010」以「拓闊設計視野，發掘無限商機」為主題，重點探討積極頹年設計、無障礙設計、款待及服務設計、餐飲體驗及零售設計、環保設計等多個業務範疇，展示如何以創意進行創新。多名業內備受推崇之專家與參與者分享見解，暢談公司如何透過設計改善生活環境，並從中發掘龐大商機。國際知名嘉賓講者包括：2010年上海世博會英國館之設計師及Heatherwick Studio創辦人Thomas Heatherwick，以及來自美國的國際知名老年學專家及設計師Patricia Moore。

「設計創新機2010」活動包括兩場研討會、九個工作坊及午餐會。首場研討會於6月21日舉行，以「積極頹年及無障礙設計」為主題，參加者逾110人。講者包括來自日本的武者廣平，解釋如何利用色彩通用設計，使全球二億色盲人士生活無阻。另一場研討會於6月23日舉行，上午部分的主題為「款待及服務設計」，講者包括曾參與設計北京精品酒店瑜舍(The Opposite House)及如思設計研究室創辦人之一的郭錫恩。下午論壇的主題為「餐飲體驗及零售設計」。兩節研討會共吸引逾360人參加。

而九個互動工作坊由不同設計領域之專家主持，旨在增進參加者的設計管理知識及提升設計技巧，並可全面體驗及討論最新之設計趨勢、重要知識及理論，共吸引250多名專業設計師、設計導師、設計學生和商界行政人員參加。



Design for Public Service – Pilot Projects through User - Centric Approach

以公營機構為對象的項目：用家為本設計之試點計劃

THE MONG KOK POST OFFICE PROJECT

旺角郵政局計劃
(10/2010 – 10/2011)

In August 2009, Hongkong Post appointed HKDC to conduct a user-centric design research study on Mong Kok Post Office. Upon completion of the Phase 1 research by the contracting consultant Kaizor Innovation, HKDC was appointed in October 2010 to manage the second phase of this project and oversee ADO Design & Public Art consultants (HK) Ltd., the appointed design firm through a public tendering process, to execute the design and renovation of the project. Based on an in-depth understanding of user's needs, the concept was developed to enhance the user's experience and improve the operational efficiency. The project underlines HKDC's efforts in encouraging



and promoting the use of design to generate innovative ideas for business transformation and better public service delivery. The project is scheduled for completion in October 2011.

香港郵政於2009年委託香港設計中心展開研究，以用家為本的設計方法為旺角郵政局提升公共服務效率，計劃的第一期，由顧問公司高介原創完成相關研究。第二期計劃於2010年

10月展開，由香港設計中心監察旺角郵政局的相關工程。經過公開遴選，設計公司 ADO Design & Public Art Consultants (HK) Limited 被委託為旺角郵政局設計及翻新，並根據第一期研究結果，落實以用家為本的設計概念，增進用家的服務體驗，同時提升郵政局的營運效率。此項計劃見證了香港設計中心致力鼓勵和推廣運用設計來發展創新意念，以助業務發展，提升公共服務水平。第二期計劃預計於2011年10月完成。

THE CORNWALL STREET PARK PROJECT

歌和老街公園計劃
(9/2010 to 8/2012)

HKDC was invited by the Leisure and Cultural Services Department to participate in the Cornwall Street Park Project as one of the Project Steering Committee Members and the Project Coordinator in September 2010. Featuring a holistic design-oriented approach to the park's renovation, including signage and furniture, the several organisations carried out the project with a view to establish a set of

design principles for application to other public parks in Hong Kong in the future. The project started in March 2011 and is targeted for completion by August 2012.

2010年9月，香港設計中心應康樂及文化事務署邀請參與歌和老街公園計劃，出任計劃督導委員會的成員暨統籌者。此項計劃全面地以用家為本設計主導的方式來翻新公園，包括園內的指示標誌和設施，各參與組織期

望可藉此訂立一套日後可供其他公園應用的設計原則。計劃於2011年3月展開，預期於2012年8月完成。



DESIGN FOR GENERAL PUBLIC

公眾



A large scale one-year public exhibition programme – **Hong Kong: Creative Ecologies – Business, Living, Creativity** held in Shanghai and Hong Kong profiled the city's creative industries and established and emerging designers, attracting a total of 360,000 visitors and participants.

為期一年的大型設計項目「香港：創意生態 — 商機、生活、創意」，分別於上海及香港舉行，展示香港傑出及新晉設計師的創意，彰顯香港創意產業力量，參與人數達36萬。

Special Project 特別項目

HONG KONG: CREATIVE ECOLOGIES – BUSINESS, LIVING, CREATIVITY

香港：創意生態—商機、生活、創意
(5/2010 – 5/2011)



Sponsored by the Hong Kong SAR Government and organised by HKDC, this one-year multi-faceted programme staged in Shanghai and Hong Kong showcased Hong Kong's creative industries and design power while celebrating our established and emerging designers as well as the city's creative DNA. The whole programme attracted a total of 360,000 visitors.

“Hong Kong: Creative Ecologies” consisted of two distinct legs: the Shanghai part ran from May to October 2010 and the part in Hong Kong from February to May 2011. The exhibition showcased the iconic works of Hong Kong's leading designers and creative disciplines, encompassing various fields such as fashion and luxury goods, spatial design and service systems. The exhibition's chief curator was world renowned jewellery designer Kai-yin Lo and the other curator was Danny Yung of Zuni Icosahedron.

The exhibition featured three thematic zones. The first zone “Creative Ecologies” was a visual, iconic and conceptual introduction to the creative ecologies that had contributed to the city's vibrancy, including the creative environment, entrepreneurship and connections. The second thematic zone “The Creative Landscape” provided

a macro overview of the brightest of Hong Kong design. This zone was categorized into six sections to feature the innovative design by established designers and Hong Kong enterprises. In the third zone “A Better Tomorrow – The Future Generation”, more than 50 emerging Hong Kong designers presented their creative

interpretations of identical 3D sculptures “Tian Tian Xiang Shang” created by Danny Yung. The installation conveyed an expression of youthful energy and inventing spirit.

獲香港特區政府資助，香港設計中心於上海和香港舉辦這項為期一年的多元化大型活動，全面探索香港的創意及設計產業的潛力，並表揚本地傑出及新晉設計師，彰顯本港的創意發展基因，參與人數多達36萬。

「香港：創意生態」分兩站舉行：首站於2010年5月至10月在上海舉行，第二站則於2011年2月至5月在香港舉行。是次展覽展示了香港首屈一指的設計師和創意人的代表作，從時裝及奢侈品，以至空間設計及服務系統，包羅萬有。展覽的總策展人羅啟妍為世界知名的珠寶首飾設計師，另一位策展人為進念•二十面體的藝術總監榮念曾。

是次展覽分為三個主題。第一部分「創意生態」以影像概括陳述、勾劃及展示香港的創意生態，當中包括其創意環境、創意企業精神及優越的樞紐地位等；第二部分「創意景觀」是香港設計傑作之薈萃。展品歸納為六個範疇，展示香港優秀設計師和企業運用創新設計的一面；第三部分「創意新一代」，邀請了五十多位香港設計界新星在榮念曾設計、喻意「天天向上」的立體模型上發揮創意才思，表達出新一代的活力、理想和創意。

THE SHANGHAI EDITION

上海站展覽

(15/5 – 31/10/2010)

The Shanghai edition of the Creative Ecologies was part of the Hong Kong SAR official programme at the Expo 2010 Shanghai. The exhibition was located at the creative cluster Bridge 8 Phase III. Parallel activities included forums, seminars, workshops, and networking programmes, such as experiential Shanghai cultural tours for design students and practising designers. The six-month programme attracted close to 100,000 visitors and participants.

To encapsulate the essence of the exhibition and preserve its legacy, HKDC and the Hong Kong Trade Development Council co-published a bilingual commemorative publication called *"Hong Kong: Creative Ecologies – The Shaping of a Design Culture"*. The book covers the themes of Hong Kong creative ecosystem, designer landscape, design companies and the future generation. It also features insightful essays on the evolution of Hong Kong design, design business and culture, contributed by the luminaries



Emerging designers showcased their creative ideas and inventing spirit through "Tian Tian Xiang Shang" figurines.
年青設計師在「天天向上」立體模型發揮創意才思。

in the city's business, cultural and design communities.

「創意生態」上海站展覽是香港特區政府在上海世博會2010的官方活動之一。展覽設於上海8號橋創意園區第三期，內容還包括論壇、講座、工作坊和公眾及業界交流活動等，例如供修讀設計的學生和在職設計師參加的上海文化體驗團。這個為期半年的項目共吸引近10萬名參加者。

為了傳承「香港：創意生態—商機、生活、創意」的精神和內容，香港設計中心及香港貿易發展局特意聯合出版中英對照的紀念版藏書《香港：創意生態—設計文化的塑造》。此書描繪香港創意生態系統、設計師創作環境、設計公司及未來新一代等多個主題。此外，多位在兩岸三地均甚具影響力的商界、文化及設計界人士，更為此書撰寫見解獨到的文章。



The book launch of *"Hong Kong: Creative Ecologies – The Shaping of a Design Culture"* was held in Shanghai on 17 Oct 2010.

《香港：創意生態—設計文化的塑造》之新書發佈會於2010年10月17日在上海舉行。



"A Better Tomorrow" thematic show and workshops highlighted young creative talents and entrepreneurs from Hong Kong and Mainland China.

"A Better Tomorrow" 特色主題展和工作坊展示香港及中國新一代創意精英及企業家的創新力量。

THE HONG KONG EDITION

香港站展覽

(5/2 – 11/5/2011)

The Hong Kong part of the Creative Ecologies was an extension of the Shanghai programme. As a partnership project with the Hong Kong Heritage Museum of the Leisure and Cultural Services Department, the exhibition was staged in the museum in Shatin. In addition, five design workshops, five guided tours, and two public forums were held. The

two forums featured Kai-yin Lo and other design experts and business leaders exploring a diverse range of issues on sustainable design and ways to enhance the competitiveness of enterprises while meeting the social needs.

Meanwhile an exhibition was held at The ONE shopping mall in Tsim Sha

Tsui from 31 March to 5

Apr 2011 and a seminar featured four young designers who shared their experiences in collaborating with local and international designers, artists and enterprises. The Hong Kong Edition recorded more than 260,000 participants.

「創意生態」展覽在上海取得完滿成功後載譽回歸香港，香港設計中心與康樂及文化事務署合作，展覽



Local young designers created interactive experience with participants in Design Workshops.

由本地年青設計師主持的「設計工作坊」引發參加者多角度的互動體驗。

在沙田香港文化博物館舉行，期間還舉辦了五個設計工作坊、五個導賞團和兩個公眾論壇。當中，著名設計師羅啟妍與其他資深設計師，以及一眾商界領袖，探討一系列與可持續設計相關的議題，確保增強企業的競爭力之餘亦能配合社會需要。

部分展覽還同時於2011年3月31日至4月5日移師尖沙咀The ONE商場舉行，並由四位年輕設計師分享與本地及國際設計師、藝術家和企業的合作經驗。「創意生態」香港站展覽吸引超過26萬人次參與。

Public Forum I

公眾論壇（一）
(20/3/2011)

Speakers:

- Mary Chan, founder of MCCM Creations;
- Dr Raymond Choy, founder and President of Toy2R; and
- Tommy Li, Creative Director of Tommy Li Design Workshop

講者：

- MCCM Creations 創始人陳麗端
- Toy 2R 創始人及主席蔡漢成博士
- 李永銓設計有限公司創意總監李永銓

The Concluding Public Forum:

Creative Hub – Design, Innovation, Business
壓軸論壇：創意集中地 – 設計、創新、商機
(30/4/2011)

Speakers:

- John Brunner, founder of Direct Design International and Native Union;
- Steve Jones, founder of Innermost; and
- Tony Wong, founder of Lifestyle Centre.

講者：

- Direct Design International 及 Native Union 創始人 John Brunner
- Innermost 創始人 Steve Jones
- 上海8號橋創意園區創始人黃瀚泓



EXHIBITION IN BERLIN

柏林站展覽

(25/3 – 9/12/2011)

Co-organised by HKDC and Hong Kong Economic and Trade Office, Berlin (HKETO Berlin), the exhibition profiled the latest developments of Hong Kong's cutting-edge creative industries. It manifested the iconic works of Hong Kong's leading designers, with a selection of exhibits from the exhibition at Shanghai Expo 2010. Fully supported by the Hong Kong SAR government, this mini-exhibition is a part of HKDC's

international promotion initiative of Hong Kong's creative scene. It was staged in the reception hall of HKETO-Berlin office and open to the general public. As a pre-event of Business of Design Week (BODW) 2011, this exhibition paved the way to the yearend event BODW 2011, with Germany as the partner country.

展覽由香港設計中心及香港駐柏林經濟貿易辦事處（駐柏林經貿辦）合辦，



從2010年上海世博會中的「香港：創意生態——商機、生活、創意」設計展覽，精心挑選一系列香港傑出設計師的代表作，展示香港頂尖創意工業的最新發展。展覽於德國的駐柏林經貿辦事處舉行，開放予公眾參觀，獲香港特區政府全力支持，為推廣香港創意產業至國際舞台的重要一環。德國是設計營商周2011的伙伴國，此展覽同時是其前哨活動。

DISCOVER DESIGN

設計體驗營
(26/7 – 13/8/2010)



This summer youth design learning programme consisted of multiple activities developed around the theme “Becoming an Active and Creative Learner”. Targeting senior secondary school students, Discover Design aimed to strengthen their creative and design thinking and self-learning skills. The participants were also expected to get useful career and education information and experience various facets of a design career through interaction with design practitioners. The programme included design workshops, seminars, mini projects, “Meet the Designers” sessions and “Design and Cultural Tours”. A total of 146 students, including 12 from Shantou University, three from Hunan Province in China and one from Singapore, joined the programme.

The “Meet the Designers” sessions allowed the students to experience the daily work routines of designers in an engaging and interactive manner. Veteran designers, including Tommy Li, Stanley Wong, Raymond Choy and Benny Au, participated in the sessions. The Hong Kong Disneyland supported the “Imagineering Tour” as part of the “Design and Cultural Tours”

and held a guided tour for the students to explore how the popular theme park was created and the design process through which all whimsical ideas and fantasies had come into reality. In addition, the students toured local art and design studios and popular hangouts for Hong Kong’s design and creative professionals. The finale of the programme was the “Design Conference” held on 13 August. Vivian Cheng, International Liaison Manager of Hong Kong Design Institute, Theron Skees, Director of Creative Development and Show Quality at Walt Disney Imagineering, Yan Yan Mak, a film director, and Tommy Li, Creative Director of Tommy Li



“Benefited a lot, especially in design thinking”
“獲益良多，特別明白到設計思維”

A participant of Discover Design
設計體驗營參加者

Design were the speakers of the conference, and they shared their experiences with the audience on how design and creative thinking helped the students overcome their everyday challenges.

這個青少年設計暑期學習計劃以高中學生為對象，主題環繞「成為積極創新的學習者」，希望透過設計來提升學生的創意及設計思維以及自學能力。參與學生能與現職設計師交流，獲得實用的就業及教育資訊，從中體驗設計行業實況。活動包括設計工作坊、研討會、設計習作、「走訪設計達人」及「創意悠行」環節，共有146位學生參加，其中12位來自汕頭大學，3位來自湖南省，一位來自新加坡。

學生於「走訪設計達人」環節親身接觸設計師，包括資深設計師李永銓、黃炳培（又一山人）、蔡漢成和區德誠等，體驗他們日常工作的流程。今年，活動獲得香港迪士尼樂園度假區全力支持，協辦「幻想工程之旅」作為「創意悠行」其中一站，學生透過導賞團認識樂園背後的设计意念，探索如何令種種奇妙幻想化成真實。學員更參觀多個本地藝術和設計工作室及創意集中地。壓軸活動是8月13日舉辦的「論盡設計」專題講座，香港知專設計學院國際事務經理鄭慧筠、華特迪士尼幻想工程創意發展及演出質量總監施志宏、電影導演麥婉欣及Tommy Li Design Workshop Limited創意總監李永銓，向參加者分享親身經驗，討論如何應用設計及創意思維面對日常生活的挑戰。



“Students can understand the design landscape of design industry from designers.”
“各設計師悉心介紹設計行業令學員了解更多”



A participant of Discover Design
設計體驗營參加者

MINI-DESIGN MART 2010

設計市集 2010
(13 – 15/8/2010)

It was organised as a seasonal event by HKDC and Hong Kong Ambassadors of Design, following the success of the first Design Mart held during DETOUR and Business of Design Week in 2009. The objective was to provide a platform for the emerging creative talents in Hong

Kong, including designers, artists and graduates from all creative disciplines, to promote their original design works and innovative products in an open market setting. Over 80 local designers showcased their works in 66 exhibition stalls and attracted over 4,500 visitors.

繼2009年於設計遊及設計營商周期間首次舉辦設計市集後，香港設計中心及香港設計大使再度攜手合辦MINI-DESIGN MART，旨在為香港新晉創意人，包括設計師、藝術工作者及不同創意領域的畢業生提供平台，以公眾市集形式推廣他們的原創設計及創新產品。今屆共有66個創作單位參加，展出逾80名本地設計師作品，為期三天的活動吸引超過4,500人入場參觀。



“HOME FISH HOME” DESIGN TO EMPOWER – LEARNING DESIGN THRU MARINE CONSERVATION

給「魚」一個家
從「設計思維」出發 — 關懷海洋生態
(10/2010 – 3/2011)



Being a major design youth programme of HKDC, this year, HKDC joined forces with Ocean Park Hong Kong to organise a series of workshops in Ocean Park for visual arts and design and technology teachers at local secondary schools. Known as “Train-the-Trainers” programme, this year’s workshops were centred on the theme “Home Fish Home” and aimed to raise awareness of marine conservation. Held in October, the workshops were developed to enhance the methodologies of teaching design thinking and process. The 36 participating teachers learned about how to apply the design thinking process to problem solving and design projects. Upon the completion of the training, each teacher in turn trained their students and prepared them to enter the “Student Design Competition” with over 2,000 secondary students participating.

The open competition entrants were asked to apply the “design thinking” principles to create an ingenious “home” for fish or marine life to express their ideas of marine conservation. The first phase of the competition with nearly 300 entries was held from October to December 2010 where the students presented their design concepts through drawing their homes for marine animals. After the judging

and public online voting, 14 finalists were selected for the second phase and they were asked to create unique 3D artworks based on their drawings. Well-known local designers, Stanley Wong (Another Mountainman), Prudence Mak (Chocolate Rain Designer) and young designer Otto To, supervised the finalists and helped them fine-tune their design concepts, select materials and coached them on their technical skills. Ocean Park also organised workshops in which the finalists met with the company’s marine conservation experts. An exhibition of the finalists’ 3D artworks and art pieces by the three designers

was staged at Aqua City in Ocean Park from 30 January to 15 March 2011, attracting by more than 1 million visitors.

「從『設計思維』出發」是香港設計中心的重點青少年活動，今年，香港設計中心與香港海洋公園合作，以「給『魚』一個家」為主題，希望喚起大眾對海洋保育的關注。並為中學視覺藝術、設計與技術科的教師籌辦新項目「導師培訓計劃」，於10月在海洋公園舉行一系列培訓工作坊，加強及完善教師的教學法，教導學生如何應用創意思維解決難題。參與計劃的36位教師完成培訓後再指導學生參加全港公開學生設計比賽，受惠學生超過2,000人。

第一階段比賽於2010年10至12月舉行，參賽學生需運用設計思維為魚類或其他海洋生物創作別出心裁的「家」，以平面設計展示創意及表達他們對海洋保育的意念。大會共收到近300份參賽作品。經過評審及公眾網上投票，挑選出14份優異作品進入第二階段比賽，學生需根據早前的平面設計創作獨一無二的立體作品，更得到本地著名設計師黃炳培（又一山人）、麥雅端（Chocolate Rain 創辦人）及年輕設計師杜學明指導設計概念、選材運用及傳授設計技巧。海洋公園亦舉辦工作坊，由海洋保育專家向學生講解環保知識。入圍的學生立體作品及三位設計師的創作，更於2011年1月30日至3月15日，在海洋公園「夢幻水都」公開展出，觀賞人次逾100萬。

The Most Creative Design Award
最具創意設計大獎



Champion – Harmony
冠軍 — 和諧 (諧) 共存
Tsang Kwok-leung
(TWGHs Lui Yun Choy Memorial College)
曾國亮 (東華三院呂潤財紀念中學)



First runner-up – Coral Shelter
亞軍 — Coral Shelter
Au Sze-wai Janis & Ho Fei-wan
(St. Paul’s Co-educational College)
區斯惠、何飛雲 (聖保羅男女中學)



Second runner-up – NeverPlanet
季軍 — NeverPlanet
Cheung Tsui-wa Clara & Lo Yee-ning Elaine
(Buddhist Wong Fung Ling College)
張翠樺、盧漪寧 (佛教黃鳳翎中學)



“Design To Empower - Project on Learning to Design Thru Monster” 2009 edition finished its second term in 2010. Students applied the creative skills learned by designing their monsters, and shared their design process in the Presentation Day and exhibition from 8 to 26 July 2010. Clara Cheung from Buddhist Wong Fung Ling College and Ho Mei-ying from The Church of Christ in China Ming Yin College were awarded the “Most Creative Monster”, while the “Best Team” and the “Best Visual Presentation” were presented to Buddhist Wong Fung Ling College.

前一屆的從「設計思維」出發—學校協作計劃，第二學期於2010年完成，學生運用創意設計心目中的「怪獸」，並於7月8至26日的學生匯報日和展覽中展示創作歷程。佛教黃鳳翎中學的張翠樺及中華基督教銘賢書院的何美英榮獲「最具創意MONSTER大獎」，佛教黃鳳翎中學同時獲「最佳團隊獎」及「最佳展示學校獎」。

DESIGNED MART 2010 設計出路 2010 (1 – 3/4 and 13 – 15/8/2010)

This exhibition served as a platform showcasing further education opportunities for the design, creative and innovative industries available in local and overseas institutes. It also helped to connect the institutions with prospective students. The Spring and Summer Edition of DesignEd Mart targeted secondary students, educators, parents, and individuals interested in creativity. The Spring Edition also featured seminars and panel discussions in which prominent speakers shared their views and experiences in their careers including David Lo, founder of LOMATTERS Creative Studio; Sisi Chan Hoi Sze, director of Kube (Hong Kong) Design Communications Ltd; and Graphic Airlines, designer duo and street art stalwarts. 17 institutions participated in the event and more than 1,500 students and teachers

attended the Spring Edition, while over 4,500 visitors and 16 design institutes were attracted to the Summer Edition.

此活動旨在設立平台，展示本土及海外教育機構所提供與設計及創意產業相關的進修機會，同時讓機構與有志投身設計創意行業的學生接觸。「設

計出路」設有春季和夏季展覽，以中學生、教育工作者、家長及對創意有興趣的人士為對象。春季展覽還舉辦由知名設計師主持的座談會，包括盧永強創作事務所 (LOMATTERS) 創辦人盧永強、扭計式 (香港) 設計有限公司總監陳凱詩，還有二人街頭藝術家組合Graphic Airlines在會上分享設計及創作行業的工作實況和經驗。春季展覽參展機構共有17家，參與師生逾1,500人；夏季展覽則吸引逾4,500名參觀者及16家設計教育機構參加。



WAN CHAI DESIGN X CULTURE NAVIGATOR

(12/2010)

A guidebook to illustrate the lively design and cultural scenes in Wanchai, this pilot book in "The Design x Culture Navigator" series of publications was a joint project by HKDC and School of Design of The

Hong Kong Polytechnic University. The Wanchai area was chosen in this student pilot project with the aim to help the public to explore the vibrant creative ecologies in Hong Kong. Other districts including Tsim Sha Tsui, Mongkok, Yau Ma Tei,



Central and Sheung Wan would be considered for feature in this series.

此刊物是香港設計中心與香港理工大學設計學院合辦的學生試驗項目，以灣仔區為主題，介紹區內的设计及文化景點，目的是帶領大眾探索香港朝氣蓬勃的創意生態。繼灣仔區後，香港設計中心計劃出版同一系列的書籍，讓讀者探索尖沙咀、旺角、油麻地、中環及上環等地區的设计和文面貌。

EXHIBITION DESIGN SEMINAR

展覽設計研討會
(9/9/2010)

Riding on the vibe of the Expo 2010 Shanghai, HKDC held a special public seminar to provide insights and share experiences about how to develop unique exhibition designs as the integral part of branding of countries, non-governmental organisations and corporations.

Speakers at the seminar were Tony Sin, an expert on exhibition design; and Alvin Yip, leader of Research In Competition and Exhibition Laboratory (RICE Lab) at School of Design, The Hong Kong Polytechnic University. They drew on the unique design features of some country

pavilions at the Expo 2010 Shanghai as the case studies in the discussions. The seminar was attended by 174 participants.

香港設計中心響應上海世博會2010的主題，舉辦了一場特別的公眾研討會，講者包括展覽設計學專家線成功，以及香港理工大學設計學院競賽及展覽研究室負責人葉長安。與會者互相交流及分享經驗，以上海世博會展覽設計的精妙之處及各國展館作為案例，討論如何為不同國家、非政府組織及私人企業創作獨特的展覽設計，藉此建立品牌形象。研討會共有174人參加。



INK AND DESIGN BEYOND POSTER EXHIBITION

「書法•設計」海報及創作展覽

(First period 第一站: 2-4/12/2010)

Second period 第二站: 21/12/2010 - 5/1/2011)



The theme revolved around the idea that "Nothing" becomes "something" in the creative process, and an entire exhibition of Ink and Design arose. The four co-curators collected items of contemporary design-related objects and artworks on Chinese calligraphy from their native lands and created a multimedia experience of different

cultures with about 80 items from our contemporary life.

This exhibition explored the relationship between Chinese calligraphy and design. It was jointly presented by HKDC and Zuni Icosahedron. Four designers: Professor Kan Tai-keung, Dean of Cheung Kong School of Art and Design, Shantou University; Katsumi Asaba, Founder of Asaba Design Co Ltd in Japan; Chen Jun-liang, General Manager of Freemage Design Co in Taiwan; and Han Jiaying, Founder of Han Jiaying Design & Associates Ltd in Shenzhen were the exhibition's co-curators who created original works inspired by Taiwanese master calligraphy artist Tong Yang-tze's Chinese calligraphy series: X beyond O.

The exhibition was first staged at the IDT Expo as a BODW 2010 concurrent event. It was later moved to Hong Kong Central Library and continued until early January 2011. Over 31,000 visitors viewed the exhibitions. Two public forums were held on 2 and 30 December. The speakers included the four co-curators, and Stanley Wong, Founder of 84000 Communications and Wang Tian-de, Dean of School of Visual Communication, Shanghai Institute of Visual Art, Fudan University. Around 350 individuals attended the forums.

展覽由香港設計中心及進念•二十面體合辦，探討中國書法與設計之間的關係，策展人為汕頭大學長江藝術與設計學院院長靳埭強教授、日本淺葉設計有限公司創辦人淺葉克己、自由落體設計總經理陳俊良和深圳韓家英設計有限公司創辦人韓家英。他們各自根據對台灣著名書法家董陽孜「無中生有」書法系列的詮釋，重新創作，組合出這個別開生面的設計展。四位設計師並從中港台日台收集與中國書法相關的當代設計及藝術品，大約80件展品均體現不同地區的文化，帶給參觀者豐富的多媒體和跨文化體驗。

第一站展覽於「設計營商周2010」的同期活動「創新科技及設計博覽」中展出；第二站移師到香港中央圖書館，兩個展覽合共吸引逾31,000人參觀。配合展覽主題的兩場公開論壇分別於12月2日及30日舉行，演講者包括四位策展人，以及復旦大學上海視覺藝術學校傳達設計學院院長王天德及八萬四千溝通事務所創辦人黃炳培（又一山人），參加者約有350人。



"ONE" EXHIBITION

"ONE" 設計展覽

(25/3 - 30/5/2010)



"ONE" was the very first exhibition at the HKDC Library which provided a rare glimpse of the early works of more than 40 leading Hong Kong graphic designers including Alan Chan, Freeman Lau, David Lo, Kan Tai-keung, So Man-ye, and Stanley Wong. The exhibition enabled the visitors to observe how the design techniques, subjects and aesthetics of these well-known designers had

transformed over the years. HKDC invited miniminigallery as the guest curator of this exhibition and three guided tours for over 120 students were conducted.

「ONE」是香港設計中心圖書館啟用以來的首個展覽，由陳幼堅、劉小康、盧永強、靳埭強、蘇敏怡和黃炳培等40多位著名的本土平面設計師，破天荒展出早期的珍藏作品，與公眾回顧設計大師多年來在技巧、題材及美學上的演變。香港設計中心邀得miniminigallery策劃此展覽，期間舉辦三場導賞團吸引逾120名學生參加。

DESIGN EXTRAVAGANZA JAPAN 2010

日本設計新視野展覽
(7 - 29/12/2010)



In collaboration with three leading design organisations in Japan: Japan Industrial Designers' Association (JIDA), Japan Graphic Designers Association Inc. (JAGDA) and

Japan Industrial Design Promotion Organisation (JIDPO), HKDC organised this extension event of BODW. DESIGN EXTRAVAGANZA JAPAN 2010 featured three design

exhibitions. The JAGDA Exhibition 2010: Romance showcased 87 JAGDA members' 30-second motion graphics pieces. JIDA Exhibition displayed members' product designs and students' entries of an eco design competition. The JIDPO: JAPAN DESIGN 2010 showcased latest Japanese designs in IT and electrical appliances, among other consumer lifestyle products. Over 2,000 participants visited the exhibitions.

是次展覽為香港設計中心與日本工業設計師協會 (JIDA)、日本平面設計師協會 (JAGDA) 及日本產業設計振興會 (JIDPO) 合辦的「設計營商周2010」延伸活動。展覽分為三個部分：The JAGDA Exhibition 2010: Romance 展示了87位協會成員以浪漫為主題的30秒動畫作品；JIDA Exhibition 展示多位成員的產品設計及日本設計學生於環保概念設計比賽的參賽作品；The JIDPO: JAPAN DESIGN 2010 則展出日本最新設計的科技與電器產品及其他生活精品。參觀者逾2,000人。

《CODE》POSTER EXHIBITION

《密碼 - CODE》海報大賽獲獎作品展
(28 - 30/3/2011)

Over 70 award-winning posters that helped shape the identities of seven UNESCO Cities of Design – Berlin, Buenos Aires, Kobe, Montréal, Nagoya, Shanghai and Shenzhen – were displayed at the 《CODE》Poster Exhibition, jointly presented

by HKDC, Shenzhen Creative Culture Centre and Shenzhen City of Design Office. The 《CODE》Opening Forum – “Design & Creative industry in Hong Kong and Shenzhen” was held on 28 March. Providing their views on the developments of the



creative industry in Hong Kong and Shenzhen, the forum's speakers included Sun Zhen-hua, Director of Shenzhen Public Arts Center; Kong Song, Chairman of Shenzhen Graphic Design Association; and Professor Kan Tai-keung, Dean of Cheung Kong School of Art and Design, Shantou University. More than 500 people visited the exhibition.

香港設計中心與深圳市「設計之都」推廣辦公室及深圳市創意文化中心在香港合辦《密碼 - CODE》海報展覽，展出逾70幅來自德國柏林、阿根廷布宜諾斯艾利斯、加拿大蒙特利爾、日本神戶和名古屋、中國上海和深圳這七個聯合國教科文組織認可的「設計之都」之獲獎海報作品。另於3月28日舉辦《密碼 - CODE》開幕論壇「親近港深設計及創意」，邀請了深圳市公共藝術中心主任孫震華、深圳市平面設計協會主席孔森及汕頭大學長江藝術與設計學院院長靳埭強教授任嘉賓講者，解讀香港及深圳如何發展其創意城市的面貌。是次展覽參觀人數逾500人。

TRANSFORMATION OF FORMER POLICE MARRIED QUARTERS SITE ON HOLLYWOOD ROAD INTO CREATIVE INDUSTRIES LANDMARK

將荷里活道前已婚警察宿舍改造為標誌性的創意中心

In a joint effort with the government and the local design community to nurture emerging local creative talents and provide more incubation opportunities for design entrepreneurs, HKDC supported the revitalisation project of the Former Police Married Quarters site on Hollywood Road, Central to become a hub of creative industries by participating as one of the co-applicants along with The Hong Kong Polytechnic University and the Hong Kong Design Institute of the Vocational Training Council, while Musketeers Education and Culture Charitable Foundation Ltd is the main applicant. The application was accepted by the government, with the landmark unveiled to be known as “PMQ” to the public on 15 Nov 2010.

Upon the completion of the revitalisation project, the heritage site will become a design cluster for creative industries talents and small and medium-sized creative enterprises. It is expected to provide a platform for local and international artists, designers and creative professionals for creation

and collaboration. After renovation, PMQ will provide more than 130 studios for local and overseas talents to create, sell and display distinctive brand products. The architectural improvements such as i-Cube, a 600-square meters multifunction hall, are expected to provide an additional weatherproof open space underneath the elevated structure and a rooftop garden. The revitalised site is expected to feature an underground historic site interpretation area with a re-created foundation stones of the former Central School. The PMQ project will be completed for operation in 2014.

為培育本地新晉的設計精英和創意新一代，並為設計企業家提供更多創業機會，香港設計中心與政府及本地創意業界攜手推動中環荷李活道前已婚警察宿舍的活化項目，務求將其打造為香港創意產業的匯聚之地。此項目由香港同心教育文化慈善基金會（同心基金）聯同本中心、香港理工大學及職業訓練局機構成員香港知專設計學院聯合申辦。政府並於2010年11月15日舉行新聞發佈會宣布同心基金獲選為項目的營運者，新地標將命名為「原創坊」。



活化工程完成後，該址將成為雲集創意產業人才及中小型創意企業的設計基地，可望成為本地及國際藝術家、設計師及創意產業專才互相交流及舉行展覽的平台。改建後，「原創坊」將提供逾130個設計工作室，並會加建面積達600平方米的多功能會堂「i-Cube」，額外提供一個樓底特高的全天候開放空間及天台花園。另外，計劃在前中央書院的地基之間重新建造一條走廊，開闢出的「中央書院地基遺址體驗館」將會是「原創坊」的一大特色。此項目預計於2014年正式營運。



INTERNATIONAL PROMOTION AND RELATIONS

國際推廣和關係

FRIENDS OF HKDC (FOHKDC) MEMBERSHIP PROGRAMME

「香港設計中心之友」會員計劃



In December 2010, HKDC re-launched the Friends of HKDC Membership Programme, which represents a network of accomplished and aspiring

individuals who share HKDC's mission of "Design for Society" and are willing to be actively engaged in developing and promoting new ways of thinking about value creation and society advancement. HKDC welcomes business leaders, professionals, and individuals from various design fields as well as commercial, voluntary and public sectors. Five membership categories suit design lovers from different backgrounds.

2010年12月，香港設計中心重新推出「香港設計中心之友」會員計劃，匯聚設計界中不同範疇的精英，以及商界、志願機構和公營機構的領袖、才俊、設計愛好者和支持者。他們共同肩負著香港設計中心「設計服務社會」的使命，積極建構和推廣以設計創造價值、實現人類理想及推進社會發展的新思維。會員計劃設有五類會籍，供背景各異的設計愛好者選擇。

Membership Package 會籍類別	No. of Members (till 31 March 2011) 會員數目 (截至2011年3月31日)
Patron Member 永久贊助會籍	11
Corporate Member 公司會籍	10
Individual Member 個人會籍	6
Associate Member 附屬會籍	16
Student Member 學生會籍	14
Total 總數	57

Acknowledgement of the Patron members

鳴謝永久贊助會籍之會員

(by alphabetical order 以英文姓氏排序)

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Mr Lai Man-ting, Edmond, Director 黎文定先生, 總監 Much Creative Communication Ltd. 名點創意傳訊有限公司	Mr Eric Yim 嚴志明先生 POSH Office Systems (HK) Ltd. 科譽 (香港) 有限公司	

Acknowledgement of the Corporate Members

鳴謝公司會籍之會員

(by alphabetical order 以英文排序)



THE AMBASSADORS' BALL

香港設計大使籌款晚宴
(16/9/2010)

A highly anticipated annual fund-raising event, the Ambassadors' Ball 2010 attracted more than 500 generous art and design enthusiasts who made donations to support the development of design-related activities and programmes in Hong Kong. Organised by HKDC and its sister organisation, the Hong Kong Ambassadors of Design (AOD), the Ambassadors' Ball raised over HK\$3.38 million in its third edition. The ball was officiated by Henry Tang, Chief Secretary for Administration of HKSAR at The Mira Hong Kong. Local leading designer and founder of Goods of Desire (G.O.D.), Douglas Young was the Creative Director of the ball. He infused the ball with his signature, distinctively local design elements under the theme "A Chair beyond Compare", thus creating a strongly expressive indigenous flavour to accentuate the grandeur of the event. The event reached to the climax with a charity auction



of designer chairs, including some from the absolute top names in the world, such as Ron Arad, Thomas Heatherwick, Kelly Hoppen, Charles & Ray Eames, Timothy Oulton and Zaha Hadid.

The Ambassadors of Design Open Academy 2010 Competition attracted a great number of entries of art pieces revolving around the theme of chairs, with Keith Tse Chi-kuen as the champion, Chow Hang-yi first runner-up and Joseph Ng Sheung-yi second runner-up. Selected artworks were displayed alongside with the works of the

world renowned designers at the ball venue. A selection of entries were also on display at the AOD Open Academy Exhibition at InnoCentre from 29 October to 1 November 2010.



萬眾期待、一年一度的「香港設計大使籌款晚宴」吸引各方善長人翁慷慨解囊，為支持及推動本地設計業的發

展出一分力。籌款晚宴今年踏入第三屆，由香港設計中心及其姊妹機構香港設計大使合辦，獲超過500位愛好設計及藝術的嘉賓出席支持，並成功籌得超過港幣380萬元善款。籌款晚宴假座九龍尖沙咀 The Mira Hong Kong 圓滿舉行，並獲政務司司長唐英年太平紳士親臨主禮。今年大會邀得住好啲 (G.O.D.) 創辦人楊志超擔任晚宴的創意總監，以「A Chair Beyond Compare」為主題，以其獨特的設計風格，為晚宴場地注入濃厚的本地文化色彩。重頭節目是慈善拍賣一系列出自國際頂尖設計師手筆的椅子，包括Ron Arad、Thomas Heatherwick、Kelly Hoppen、Charles & Ray Eames、Timothy Oulton 及 Zaha Hadid 等。

配合籌款晚宴舉行的 The Ambassadors of Design 公開設計比賽 2010 徵集了以椅子為題的當代藝術創作。最後謝志權、周杏儀及伍尚怡分別獲得比賽的金、銀、銅獎，他們的作品更於晚宴中與其他設計大師的作品同場展出。而入圍作品亦於2010年10月29日至11月1日假九龍塘創新中心公開展出。

2010 SHENZHEN-HONG KONG DESIGN FORUM

2010 深港設計座談會
(30/9/2010)

HKDC organised an experience and idea exchange forum in Shenzhen. A group of 14 designers from Hong Kong and representatives from HKDC shared their insights and experiences on the development of Qianhai of Shenzhen with 12 representatives from the Shenzhen Industrial Design

Profession Association, design companies in Shenzhen and government officials from relevant departments.

這個在深圳舉行的經驗分享座談會，由香港設計中心率領14位本港設計師與12位來自深圳市工業設計行業協



會、深圳設計公司的代表，以及深圳市政府官員，對在內地設計業及前海規劃發展交換意見。

MEMORANDUM OF UNDERSTANDING WITH SHANGHAI INDUSTRIAL DESIGN ASSOCIATION

與上海工業設計協會簽訂諒解備忘錄
(17/10/2010)

HKDC signed a Memorandum of Understanding with Shanghai Industrial Design Association to establish a platform to strengthen interactions between the creative industries in both cities and facilitate information exchange and collaboration. The association sent delegation led by the Secretary General Wang Ri Hua from Shanghai to participate in BODW 2010 and

Global Design Network Symposium in Hong Kong.

香港設計中心與上海工業設計協會簽訂諒解備忘錄，以設立合作平台，加強滬港兩地創意產業的互動交流，並促進資訊互通與合作。而上海工業設計協會秘書長王日華率領代表團來港參加「設計營商周2010」及Global Design Network 會議。



MEMORANDUM OF UNDERSTANDING WITH HONG KONG PRODUCTIVITY COUNCIL AND DONGGUAN FOREIGN TRADE & ECONOMIC COOPERATION BUREAU

與香港生產力促進局及東莞市對外貿易經濟合作局簽訂合作備忘錄
(24/2/2011)

HKDC, the Hong Kong Productivity Council and Dongguan Foreign Trade & Economic Cooperation Bureau entered into a Memorandum of Understanding to support an initiative to help Hong Kong small

and medium-sized enterprises (SMEs) in Dongguan to strengthen their competitiveness by innovating and upgrading their operations and business models through design. The ultimate goal of the MOU was to

enhance the overall productivity of Hong Kong's SMEs for better product and service delivery.

香港設計中心與香港生產力促進局及東莞市對外貿易經濟合作局簽訂合作備忘錄，協助東莞的港資中小企創新和升級轉型，以提升競爭力。最終目標是希望透過設計創新來加強香港中小企之生產力，提升其產品質素及服務水平。

VISITS TO HKDC

到訪香港設計中心

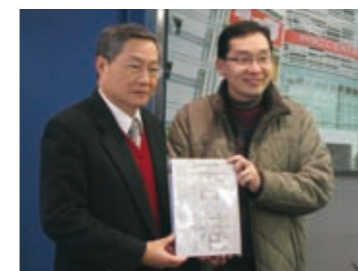
HKDC continued to cultivate collaboration with a range of Mainland China, Taiwan and overseas government organisations, consulates, and design, education and business institutions in order to build multilateral strategic networks in the design area. In the year 2010-11, HKDC received 35 official delegations, including the Commerce and Economic Development Bureau of the Hong Kong SAR, the Hong Kong Trade Development Council, Invest HK, Ministry of Commerce of the People's Republic of China, the



China Council for the Promotion of International Trade, Shanghai Industrial Design Association, Industrial Design Society of Shunde, Taiwan Hong Kong Economic and Cultural Co-operation Committee and Urban Renewal Council of Singapore, and many other universities and design professional organisations in Asia, Europe and America.

設計、教育及商業機構合作，在設計領域上建立多邊的策略性網絡。本年度，香港設計中心接待了35個官方代表團，包括香港特別行政區商務及經濟發展局、香港貿易發展局、香港投資推廣署、中華人民共和國商務部、中國國際貿易促進委員會、上海工業設計協會、佛山市順德區工業設計協會、港台經濟文化合作協進會、新加坡市區重建局，以及亞洲、歐美多所大學和來自設計及不同界別的专业團體。

香港設計中心繼續積極與內地、台灣及海外的政府機構、領事館、



MEDIA COVERAGE

媒體報道

HKDC's events and programmes always attract a lot of media attention, with comprehensive editorial coverage in leading local and international newspapers and magazines as a result. For example, HKDC's flagship event BODW 2010 and its concurrent events received more than 311 exposures in traditional and online media in the areas of business, design, innovation and technology. ReD achieved 21 media exposures while the HKDC Awards alone attracted 113 exposures in local, Mainland and overseas media. Other outreach programmes which generated extensive media coverage included the Hong Kong: Creative Ecologies exhibition (764 exposures) and Ink and Design exhibition (18 exposures). Media coverage of HKDC's design education programmes helped raise the awareness of students, teachers

and parents about the value of design and its impact on society. For instance, Discover Design and Design to Empower received 11 and 16 media exposures respectively in local English and Chinese newspapers, magazines and online media. The latter project also had the radio programme Teen Power of RTHK as its media partner, which helped heighten the interest of Hong Kong youngsters in the project through its online and radio coverage.

香港設計中心多元化的活動及項目引起不少媒體關注，本地及國際主要報刊均有廣泛報道。本年度香港設計中心之旗艦活動「設計營商周2010」及其同期活動，在商業、設計、創意及科技等傳統及網上媒體中，共有超過311次報道。「設計創新機」共有21次報道；香港設計中心設計大獎則獲本地、內地及海外媒體逾110次報道。其他外展項目亦吸引傳媒注意，其



中包括「香港：創意生態」展覽(764次報道)及「書法·設計」海報及創作展覽(18次報道)。設計教育項目方面，傳媒的報道亦有助學生、老師及家長更深入認識設計的價值及對社會的影響力。例如，「設計體驗營」與「從『設計思維』出發」分別獲本地中英文報章、雜誌和網上媒體報導11及16次。後者更獲香港電台節目Teen Power作為傳媒伙伴，透過網上及電台報道，提高本港年青人對活動的興趣。

GUANGDONG INDUSTRIAL DESIGN EXPO 2010 "CHANGE • INNOVATION"

2010廣東工業設計展“改變·創新”
(9 - 11/12/2010)

HKDC participated in the exhibition, part of The 5th Guangdong Industrial Design Week organised by the Guangdong Provincial Government, as a supporting

organisation to showcase selected winning industrial product designs by Hong Kong designers from Design for Asia Award at the Poly World Trade Expo Center in Guangzhou.



Organised by the Hong Kong Productivity Council under the theme of "Guangdong - Hong Kong Cooperation", the exhibition showcased exemplifying Hong Kong product design excellence and the creative ideas

generated through the collaboration between enterprises in Hong Kong and Guangdong. The design week attracted more than 30,000 visitors, including manufacturers and enterprises in the Pearl River Delta.

由廣東省人民政府主辦的「第五屆廣東工業設計活動周」於廣州保利世貿博覽館舉行，香港設計中心獲邀成為同期活動「廣東工業設計展」的支持機構，挑選多件香港設計師的工業設計產品，包括「亞洲最具影響力設計大獎」得獎作品，於香港生產力促進局籌辦的「粵港合作」展區中展示，突顯香港出色的產品設計及粵港企業合作併發的創意和火花。活動周吸引不少珠江三角洲地區的廠商和企業觀摩，參觀人數逾30,000人。



HKDC'S BOARD OF DIRECTORS

香港設計中心董事會 2010 – 2011

MEETING ATTENDANCE RATE 會議出席率

1 APRIL 2010 TO 31 MARCH 2011
2010年4月1日至2011年3月31日



BOARD MEMBERS 董事會成員	MEETING 會議 (Attendance rate / No. of total meetings 出席次數/會議數目)			
	Board of Directors 董事會	Finance and Administration Committee 財務及行政委員會	Business Development Committee 企業拓展委員會	Audit Committee 審核委員會
Mr Victor Lo 羅仲榮先生	7/7	-	4/4	-
Dr Roy Chung 鍾志平博士	6/7	4/4	3/4	1/1
Mr Freeman Lau 劉小康先生 Representative appointed by Hong Kong Federation of Design Association 香港設計總會代表	6/7	4/4	3/4	-
Representatives appointed by Hong Kong Fashion Designers Association 香港時裝設計師協會代表	4/7	-	2/4	-
Representatives appointed by Hong Kong Designers Association 香港設計師協會代表	7/7	-	4/4	-
Representatives appointed by Hong Kong Interior Design Association 香港室內設計協會代表	3/7	2/4	1/4	-
Mrs Selina Chow 周梁淑怡女士	5/7	-	-	-
Mr Felix Chung 鍾國斌先生	4/5	-	-	-
Ms Lorraine Justice	4/7	-	-	-
Mr Frederick Lam 林天福先生	1/7	-	-	-
Mr James Law 羅發禮先生	3/7	-	-	-
Ms Kai-Yin Lo 羅啟妍女士	5/7	-	2/4	-
Mr Daryl Ng 黃永光先生	3/6	-	3/4	-
Dr Carrie Willis 邱霜梅博士	4/5	1/2	-	-
Ms Ada Wong 黃英琦女士	1/6	4/4	-	-
Mr Wong Kai-man 黃啟民先生	4/7	-	-	1/1
Mr Danny Yung 榮念曾先生	2/6	-	1/4	-
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)	7/7	4/4	4/4	1/1

 Victor Lo, GBS, JP 羅仲榮 Chairman 主席	 Roy Chung, BBS, JP 鍾志平 Vice-chairman 副主席	 Freeman Lau, BBS 劉小康 Vice-chairman 副主席	 Selina Chow, GBS, JP 周梁淑怡 Director 董事	 Felix Chung 鍾國斌 Director 董事 (Appointed since 上任日期 11/6/2010)
 Raymond Fung 馮永基 Director 董事 (Retired on 離任日期 10/4/2010)	 Joey Ho 何宗憲 Director 董事 (Appointed since 上任日期 26/1/2011)	 Lorraine Justice Director 董事	 Frederick Lam, JP 林天福 Director 董事	 Grace Lau 劉君璧 Director 董事 (Appointed since 上任日期 10/4/2010)
 James Law 羅發禮 Director 董事	 Jerry Liu 廖永亮 Director 董事	 Kai-Yin Lo, SBS 羅啟妍 Director 董事	 Daryl Ng 黃永光 Director 董事	 Horace Pan 潘鴻彬 Director 董事 (Retired on 離任日期 26/1/2011)
 Carrie Willis, SBS, MBE, JP 邱霜梅 Director 董事 (Appointed since 上任日期 8/6/2010)	 Ada Wong, JP 黃英琦 Director 董事	 Wong Kai-man, BBS, JP 黃啟民 Director 董事 (Retired on 離任日期 12/3/2011)	 Kevin Yeung 楊棋彬 Director 董事	 Danny Yung 榮念曾 Director 董事
 Antony Chan 陳志毅 Alternate Director 候補董事 (Appointed since 上任日期 26/1/2011)	 Janet Cheung 張啟秀 Alternate Director 候補董事	 Ida Lee 李碧茜 Alternate Director 候補董事	 Winnif Pang 彭志江 Alternate Director 候補董事 (Retired on 離任日期 10/4/2010)	 Kelly Sze 施家禮 Alternate Director 候補董事 (Appointed since 上任日期 10/4/2010)

INTERNATIONAL ALLIANCES

國際聯盟

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

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



GLOBAL DESIGN NETWORK (GDN)

Initiated by HKDC, the GDN intends to provide a network for member organisations to explore and discuss issues of shared interest. A theme is set out to facilitate a productive discussion at the annual roundtable. With the multitude of international participation in the network, GDN currently encompasses 37 leading design associations in Asia, Europe and the US.

GDN's missions are:

- To promote the awareness of reviewing the role of design and design organisations in the cultural, economical, social, educational and environmental developments in the globe;
- To encourage multidisciplinary cooperation between designers and other professionals such as artists, psychologists and cultural thinkers across nations; and
- To share information about major commercial projects in which business opportunities for the design sector could be identified across borders.

由香港設計中心倡議成立，GDN旨在建立一個讓各成員機構更有效探索共同關心議題的網絡。每年的圓桌會議都會設定討論主題。GDN至今已有37位國際頂尖的設計界成員，遍及亞洲及歐美等地。

GDN的宗旨：

- 促進全球重新檢討設計及設計組織在文化、經濟、社會、教育及環境發展等方面的定位；
- 鼓勵設計師與藝術家、心理學家及文化研究員等專家無分國界的跨領域合作；及
- 分享跨國大型商業項目的資訊，讓設計業捕捉全球商機



ICIA
International Creative Industries Alliance Beijing
北京國際文化創意產業聯盟

1 INTERNATIONAL CREATIVE INDUSTRIES ALLIANCE BEIJING (ICIA)

北京國際文化創意產業聯盟

HKDC is a member of the ICIA which is based in Beijing and taking care of various innovative projects, viz., Beijing Creative Plaza, Creation Salon & Resources Bank, Creative International Round Table Conference, and Creative Maps. This Alliance serves as a platform for the exchange and promotion of creative businesses from the Mainland, Hong Kong and overseas.

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

上海工业设计协会
Shanghai Industrial Design Association

2 SHANGHAI INDUSTRIAL DESIGN ASSOCIATION

上海工業設計協會

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

Nowadays, the association, with 67 members units and 290 individual members, has five specialized committees including transportation vehicles, equipment manufacture, ceramic design, furniture design and young designers specialized committee.

上海工業設計協會前身為上海工業設計促進會，成立於1993年3月，是以上海工業系統從事產品設計的企業單位為主體、工業設計工作者等設計專業人員，自願聯合組成的跨行業、非營利和專業性的社會團體法人。協會現有會員單位67家，個人會員290人。分設交通工具、裝備製造、陶瓷設計、傢俱設計、青年設計師共五個專業委員會。

SIDA
Shenzhen Industrial Design Profession Association

3 SHENZHEN INDUSTRIAL DESIGN PROFESSION ASSOCIATION (SIDA)

深圳市工業設計行業協會

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

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

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

4 INTERNATIONAL COUNCIL OF GRAPHIC DESIGN ASSOCIATIONS (ICOGRADA)

國際平面設計社團協會

ICOGRADA is the world body for professional communication design. Founded in 1963, it is a voluntary assembly of associations concerned with graphic design, visual communication, design management, design promotion and design education. ICOGRADA promotes communication designers' vital role in society and commerce and unifies the voices of graphic designers and visual communicators worldwide.

國際平面設計社團協會是國際平面設計和視覺傳達的專業協會組織。協會成立於1963年，由眾多平面設計、視覺傳達、設計管理、設計推廣和設計教育等相關領域的專業協會自願聯合而成。協會致力提升視覺傳達設計師在社會和商界的角色，並讓世界各地的平面設計師和視覺傳達設計師共同發表意見。

icsid
IDA
International Council of Societies of Industrial Design
A Partner of the International Design Alliance

5 INTERNATIONAL COUNCIL OF SOCIETIES OF INDUSTRIAL DESIGN (ICSID)

國際工業設計社團協會

ICSID is a global non-profit organisation that promotes better design around the world. Founded in 1957, ICSID aims to advance the discipline of industrial design at an international level and strives to create a world where design enhances our social, cultural, economic and environmental quality of life. ICSID currently has over 150 members in more than 50 countries, representing an estimated 150,000 designers.

國際工業設計社團協會乃國際性非牟利組織，於全球推廣優質設計。協會於1957年成立，宗旨是於國際上提倡工業設計，並致力透過設計改善社會、文化、經濟及環境層面的生活質素。協會現有超過150名會員，遍及逾50個國家，代表約150,000名設計師。

dmi
Design Management Institute

6 DESIGN MANAGEMENT INSTITUTE (DMI)

設計管理學院

Founded in 1975, DMI is the world's leading professional organisation dedicated to design management. Today, DMI is an international authority on design management with members in 44 countries. The institute conducts research, publishes a quarterly magazine, produces teaching cases with the Harvard Business School, provides career advancement workshops, and produces four conferences on three continents.

於1975年成立的設計管理學院，是致力於設計管理的全球專業組織。協會是當今設計管理的國際權威，會員遍及44個國家。學院的工作包括研究、印製季刊、與哈佛管理學院設計教學案例、舉辦求職晉升工作坊及在三大洲舉行四個大型會議。