

SPECIAL PROMOTIONAL FEATURE

SUCCESSFUL CLOSE OF BUSINESS OF DESIGN WEEK 2015

By on Dec 23, 2015 in Lifestyle - Special Promotional Feature



Business of Design Week 2015, the annual flagship program on design, innovation and brands in Asia presented by the Hong Kong Design Centre (HKDC), drew to a successful close after a week of thought-provoking programs exploring business, design and cities of the future in Hong Kong with BODW's first-ever Partner City Barcelona.

Business of Design Week (BODW) 2015 welcomed an exceptional line-up of over 75 business leaders and creatives to speak on design, innovation and brands during December. Speakers from 15 cities and countries joined together to showcase a world of inspiration and offer insight into their design and business success.



Mr. Victor Lo, Chairman of Board of Directors, HKDC, said, "By bringing together design masters and influential business figures, BODW is able to provide a significant platform for idea exchange in Asia, year after year. BODW 2015 has once again put Hong Kong at the heart of design in the region and offered an invaluable opportunity to network and explore creative and business cooperation."

"BODW 2015 was an exceptional experience," added artist Mr. Jaume Plensa of the Plensa Studio Barcelona and a speaker at BODW 2015. "There are few other such opportunities to meet a wide range of figures from diverse professions and learn about the relevance of design to their field, be it fashion, sculpture or technology."

BODW speaker, Mr. Ross Lovegrove, Industrial Designer of Ross Lovegrove added, "What's unique about BODW is the calibre of the speakers and the sessions. I've had the chance to network and engage in creative exchange with world-renown designers, artists and business leaders. That kind of idea sharing is essential to charting the designs of the future and producing globally sustainable ideas."



2015 also marked the event's first-ever partnership with a city – Barcelona. Community-driven and forward thinking, design and business talents from Barcelona shared their thoughts, ideas and expertise on how good design helps create cities of the future, under the BODW 2015 theme 'Design. Cities. Future.'

BODW is co-organised by Hong Kong Trade Development Council and sponsored by Create Hong Kong. Next year, BODW will welcome Chicago as its BODW 2016 Partner City, under the theme Chicago Made. This partnership will open exciting opportunities for idea exchange on innovative design, urban business leadership and the power of art in creating a sense of place.

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