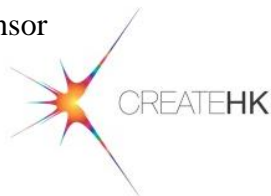


Organiser



Lead Sponsor



24<sup>th</sup> April 2019

[Press Release – Event Listing]  
For immediate release

## Knowledge of Design Week 2019 Designing Digital Futures



With ever-changing digital technology catalysing smart cities of the future, the key to creating a smart yet liveable city lies in the application of human-centred design thinking. Hong Kong Design Centre (HKDC) is featuring “**Designing Digital Futures**” as the theme of its annual Knowledge of Design Week (KODW) this year under the sponsorship of Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR Government). Building on the theme “Design for Liveability” last year which captured the attention of the industry and the general public, KODW 2019 will continue to inspire new ideas and discussion, looking into how human-centred design serves as a bridge between “digital technology” and “humanity” as we explore future design and urban developments. The theme also echoes the HKSAR Government’s vision of turning Hong Kong into a world-leading smart city.

KODW 2019 is a week-long curated programme organised by HKDC with CreateHK as the lead sponsor, and will be held from 17<sup>th</sup> to 21<sup>st</sup> June this year. KODW fosters cross-disciplinary learning and exchange through 3 thematic forums, 7 interactive workshops, an InnoDesign Leadership CEO Forum and a Roundtable focusing on public service innovation, providing an invaluable knowledge-sharing platform that connects global field experts, policy makers, industry leaders and forward-thinking minds. It engages different stakeholders in a multi-level dialogue on how design can solve complex challenges of our society.

Internationally-renowned industry experts and business leaders from around 10 cities across 4 continents will gather together in Hong Kong to explore the three cornerstones of future urban life: “**Liveable Smart City**”, “**Future Retail & Lifestyle**” and “**Digital Health**”. The forums and workshops feature a stellar speaker line-up including Ms **Di-Ann Eisnor**, CWeO

cities at The We Company (formerly known as WeWork), who previously incubated new urban systems at Google's Area 120; Mr. **Ren Yee**, creative team member from UNStudio/UNSense, the archtech company behind the planning of space design in Brainport Smart District, the “smartest neighbourhood in the world” in the Netherlands; Mr. **Tommy Campbell**, digital designer with SPACE10, IKEA’s research & design lab; Mr. **Low Cheaw Hwei**, Head of Design for Philips ASEAN Pacific; Mr. **James Law**, JP, Hong Kong architect and Chairman & CEO of James Law Cybertecture and Mr. **Rama Gheerawo**, director of the Helen Hamlyn Centre for Design, Royal College of Art; Mr. **Clive Grinyer**, co-founder of design consultancy Tangerine; and Mr. **Javier Mariscal**, one of Spain’s foremost designers and the designer of Cobi, the mascot for the Barcelona 1992 Olympic Games, to name a few.

Based on a human-centred design approach, KODW 2019’s speakers will discuss how digital and technology can transform the challenges the world is facing into opportunities, enhance our quality of life, and make Hong Kong a more dynamic, inclusive, innovative, sustainable and liveable city. The event promises to inspire limitless possibilities, and outline the future utopia we can envision and co-design together.

### More details about “Knowledge of Design Week 2019”:

Date: 17<sup>th</sup> – 21<sup>st</sup> June 2019

Time: 09:00-18:00

Venue: Hotel ICON, 17 Science Museum Rd, Tsim Sha Tsui (Forums – 19<sup>th</sup> & 20<sup>th</sup> June)  
Eaton Hotel Hong Kong, 380 Nathan Road, Kowloon (Workshops – 17<sup>th</sup>, 18<sup>th</sup> & 21<sup>st</sup> June)

Website: <https://www.kodw.org/pr>

Tel: 2522 8688

KODW 2019 welcomes design practitioners, brand leaders, business executives & professionals, government & policy makers, academia and anyone who has an interest in innovation, including participants from Hong Kong, the Mainland, Southeast Asia and beyond. For more details about the programme and ticketing, please visit the official website (<https://www.kodw.org/pr>). Enjoy 30% off early bird discount on the tickets till 17 May 2019.

Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau, CreateHong Kong, the CreateSmartInitiative Secretariat or the CreateSmartInitiative Vetting Committee.