

Press Release

For Immediate Release

**HKDC's Design Incubation Programme Graduation Ceremony
42 Young Design Units Ready to Emerge as Hong Kong Design Force**

(Hong Kong, 8 Mar 2018) - 42 aspiring design start-ups are ready to join force of Hong Kong design industry as they graduated from Hong Kong Design Centre (HKDC)'s Design Incubation Programme (DIP) at the DIP Graduation Ceremony 2018 last Friday, 2 March 2018. Guests and stakeholders at the ceremony witnessed these graduates taking big steps towards successful design-preneurship.

Celebrating with the latest batch of graduating companies in completing their two-year's fruitful journey, the guest of honour, Mr. Victor Tsang, Head of Create Hong Kong (CreateHK) of HKSAR Government joined Prof. Eric Yim, JP, Chairman of Board of Directors; Ms. Janet Cheung & Mr. Ron Leung, Members of Board of Directors; Dr. Edmund Lee, Executive Director; Mr. Frank Leung, Senior Consultant and Chairman of DIP Design Admission Panel of Hong Kong Design Centre; Miss Peggy Law, Senior Manager (Design), and Miss Christina Ho, Manager (Design) of Create Hong Kong, DIP Design Admission Panel members, mentors and attending partners and guests.

Mr. Victor Tsang congratulated the graduates and highlighted the Government's commitments to nurturing design start-ups, "The nurturing of creative talents is an important aspect of CreateHK's work as we believe that investing in talent nurturing is worthwhile and critical to the development of Hong Kong creative industry. **The incubation and talent nurturing programmes are the crown jewels of the project funded by CreateHK. DIP serves to provide support to design start-ups** in the areas of funding, training and mentorship, networking, facilities, marketing and promotion, which were being held to **helping them to meet the challenges during the very critical stage of businesses.**" Prof. Yim, JP, remarked, "As they (incubatees) graduate, **they are better prepared to create good design and do good business in the competitive design industry on both local and international fronts. I strongly believe our graduates will play an important role in helping to strengthen the future of Hong Kong's design and creative industry.**"

In the ceremony, graduate representatives spoke about how DIP facilitated as a platform of exchange for designers. Roy Lo of Create Studio Ltd remarks, "**DIP serves an excellent platform to expand designers' network, which greatly helped in our business development**, especially with the other incubatees under the programme. My company focuses on AR/VR projects. When some clients requested for other services, such as promotion and video support, I can quickly reach out to my neighbouring incubatees and link up collaboration. **Together we explore business opportunities and offer more holistic services to the clients.**"

DIP networking event followed right after the graduation ceremony. Guests from industrial and business sectors have taken this opportunity to greet the graduated companies and to explore business potential with them.

Since the move-in of the first incubatee in 2006, DIP has nurtured approximately 220 design start-ups and offered assistance in various aspects such as office premises, business development support, and a series of tailor-made training programmes and networking sessions with industrial organizations, academic institutes, professional bodies, and potential business partners. Around 95% of DIP Incubatees were still in operation two years after graduated from the Programme. DIP has successfully nurtured a number of renowned Hong Kong design brands, with over 330 intellectual property rights applications and more than 310 local and international awards, including Red Dot Award, IIDA Global Excellence Awards and HKDA Global Design Awards, Golden Pin Awards, etc.

DIP incubation now calls for application. Please visit the website: <http://www.hkdesignincubation.org/> or Contact DIP Secretariat for more information: 3793 8418 / dip@hkdesigncentre.org

High-resolution images can be downloaded here:

Link: <https://www.dropbox.com/sh/uoievy1m42efmmw/AAALu0hLYKyU6HjVIXfzRa7Ja?dl=0>

Password: DIP2018

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Event photos and captions

01/



01/ DIP graduates enjoy their accomplishments in the company of guest of honour, executives and directors of Hong Kong Design Centre (from left, second from left): Mr. Frank Leung, Senior Consultant and Chairman of DIP Design Admission Panel; Mr. Ron Leung, Member of Board of Directors, Hong Kong Design Centre; Ms. Janet Cheung, Member of Board of Directors, Hong Kong Design Centre; Dr Edmund Lee, Executive Director, Hong Kong Design Centre; Prof. Eric Yim, JP, Chairman of Hong Kong Design Centre; Guest of Honour - Mr Victor Tsang, Head of Create Hong Kong of HKSAR Government.

02/



02/ Guests in the ceremony and graduates commemorate the exciting moment of graduation.

The details of the 42 graduating companies of Design Incubation Programme 2018 are as below:

List of 42 graduating design incubation companies:

Company Name	Design Disciplines
All Faith Creation Limited	Fashion
Blackle Kurt Ho Studio	Fashion
Blind Creation Company Limited	Fashion
Cantone Creative Limited	Fashion
Creatique Studio Limited	Fashion
DEMOFASHION	Fashion
Flux	Fashion
Lazy House	Fashion
Made by Scrub	Fashion
Merry Go Round Workshop Limited	Fashion
Methodology Company Limited	Fashion
Mim Mak	Fashion
Percy Lau Studio Limited	Fashion
Vanessa Tao Limited	Fashion
Carmen Chan Company Limited	Jewellery
Dawn Sonata Music Jewelry Company	Jewellery
Hong Kong Oapes	Jewellery
Playback Concept Limited	Jewellery
ATB Auto Art	Product
Comme Ca Projet Limited	Product
Run 2 Tree Studio	Product
SKYHUI WORKS & CREATIONS	Product
UpMug Limited	Product

alonglongtime	Branding / Packaging
Espressu	Branding / Packaging
We Free The Box Limited	Branding / Packaging
Winskey Company Limited	Branding / Packaging
Way of Difference Limited	Visual / Spatial Arts
3D Creative Multimedia (HK) Limited	Media & Communication
Beeline Pro Limited	Media & Communication
Brand News	Media & Communication
Creote Studio Limited	Media & Communication
DIXIC Limited	Media & Communication
FunUp	Media & Communication
Ignite Creation Limited	Media & Communication
The New Office Limited	Media & Communication
Ware Limited	Media & Communication
Fingerprint Studio Limited	Others
Kokonuzz Limited	Others
Duo Dots Design Limited	Interior / Architecture or Product
Ida & Billy Architects Limited	Interior / Architecture
PLOTCREATIVE Interior Design Limited	Interior / Architecture

Design disciplines of around 220 incubatees (From 2006 to end of Feb 2018)

Design Disciplines	Percentage
Product	26%
Visual / Spatial arts	16%
Fashion	21%
Branding / Packaging	10%
Interior / Architecture	8%
Jewellery	7%
Media & Communication	7%
Others	5%
Total (rounded to the nearest digit)	100%

Design Incubation Programme

The Design Incubation Programme (DIP) is a 2-year non-profit making programme receiving funding support from the Hong Kong SAR Government. Throughout this 2-year incubation period, successful applicants (incubatees) will enjoy assistance in many areas including office premises, business development support, and a series of tailor-made training programmes and networking sessions with industrial organizations, academic institutes, professional bodies, and potential business partners.

DIP was first undertaken by Hong Kong Science & Technology Parks Corporation and the first incubatee move-in in 2006. Since 1 May 2012, Hong Kong Design Centre took over the administration and operation of DIP. After drawing on the Hong Kong Science & Technology Parks Corporation's experience, Hong Kong Design Centre aims to optimize the backup supports for the incubatees through the strong network of overseas and local design communities.

www.hkdesignincubation.org

Hong Kong Design Centre

Hong Kong Design Centre (HKDC) is a non-profit organisation founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as a centre of design excellence in Asia. HKDC continues its public mission in using design and innovation to drive value creation of business development and improve the well-being of society, through the provision of diverse innovation-oriented knowledge sharing and exchange platforms, anchored by five major work directions: **CONNECT, CELEBRATE, NURTURE, ADVANCE** and **ENGAGE**.

HKDC's flagship programmes include **Business of Design Week** (since 2002) – Asia's leading annual conference and event on Design, Innovation and Brands; **DFA Awards** (since 2003) – the most recognised design awards from an Asia perspective; **Design Incubation Programme** (since 2012) and **Fashion Incubation Programme** (since 2016) – 2-year incubation programmes to nurture future design and fashion entrepreneurs; **FASHION ASIA HONG KONG** (since 2016) – a new initiative combining conversations, interactions and cultural exchanges to energise the city's image, and positioning it as an Asian hub for fashion trade and business development; **Knowledge of Design Week** (since 2006) – an annual thematic design knowledge sharing platform on how design can solve complex challenges of our society.

www.hongkongdesigncentre.org

Create Hong Kong

Create Hong Kong (CreateHK) is a dedicated agency set up by the Government of the Hong Kong Special Administrative Region (HKSAR Government) in June 2009. It is under the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau and dedicated to spearheading the development of creative industries in Hong Kong. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community.

CreateHK also administers the CreateSmart Initiative (CSI) which provides funding support for projects that are conducive to the development of Hong Kong's creative industries, and the Film Development Fund (FDF) which provides financial support for projects that are conducive to the long-term development of the local film industry.

In addition, CreateHK oversees the infrastructure for promoting design, i.e. the Hong Kong Design Centre, and providing funding support for the Design Incubation Programme and Fashion Incubation Programme. It is also providing one-stop service for location filming in Hong Kong, for both local and overseas films, and is responsible for the regulatory control of special effects materials for film shooting and theatrical performances.

www.createhk.gov.hk