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ENTERPRISING

DESIGN

年报
ANNUAL REPORT
2017-18

Cover Design Concept : EnterPRISING Design

The sun represents the design industry with its colourful myriad of talents and specialties, rising gradually to a bright and promising future. Like sports play planning using crosses and lines, Hong Kong Design Centre is uniquely positioned to promote enterprising design.

封面设计概念：设计企业家精神

灿烂旭日冉冉升起，象征着香港设计界前景一片光明。旭日绚烂多彩的线条代表着本地创意百花齐放，各行各业跨界共融。四周星罗棋布的点与线，正如香港设计中心缜密筹划的发展策略，将创意设计与各行各业相互联结。



ABOUT US 关于我们

Hong Kong Design Centre (HKDC) is a strategic partner of the HKSAR Government in establishing Hong Kong as a centre of design excellence in Asia. Since 2001, HKDC has been on a public mission to use design thinking and innovation to drive value creation of business development and improve the well-being of society.

香港设计中心乃于2001年成立，担当香港特别行政区政府的策略伙伴，透过设立多元化的交流平台，以推动香港成为亚洲设计之都为目标；使命是利用设计思维和创新精神，为业界创造价值及改善生活质量。

FOUNDING MEMBERS 创会成员



MAJOR WORK DIRECTIONS

我们的工作

VISION 愿景

Establish Hong Kong as a
centre of design excellence in Asia
推动香港成为亚洲设计之都

MISSION 使命

Use design and innovation to drive value creation
and improve the well-being of society
利用设计和创新来创造价值及改善生活质量

CONNECT 联系业界

all industry practitioners and thinkers, foster exchange and
collaborations among designers, businesses and academia
为设计师、商界、学术界及有梦想的人提供交流和合作平台

CELEBRATE 弘扬人才

talents and good designs that improve quality of life,
address social innovation and preserve cultural heritage
嘉许为改善生活质量、社会发展、文化保育有所贡献的人才和优秀设计

NURTURE 启蒙创业

creativity and entrepreneurship among students,
budding design-preneurs and design-driven start-ups
为未来设计企业家拓宽创业之路, 培养创意和创业精神

ADVANCE 突显专业

expertise and knowledge to promote innovation and
growth within Hong Kong's design community
提升业界及设计专才的素质和专业技能, 带动创新和发展

ENGAGE 融入社会

the society by sharing industry news, knowledge and
insights with the press as well as the public
推动各界互联, 积极与传媒和大众分享行业信息和知识

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MESSAGE FROM THE CHAIRMAN

主席的话

The future of Hong Kong's creative and design sector is bright and on a continuing uptrend. 2017-18 marked another important year for the local industry, as the Chief Executive's 2017 Policy Address described design as "a powerhouse that will drive the economy, add value and make Hong Kong a more attractive international city". With the continuous support of the HKSAR Government and generous funding from CreateHK, the goal of Hong Kong Design Centre (HKDC) is to help local design talent and business take advantage of opportunities in this era of creativity.

This leads us to the theme of this year's annual report, "Enterprising Design". We define enterprising design as a strategic and systematic approach that allows design to be replicated and scaled to provide more value and positive impact for society through a human-centred focus. This concept may surprise those who think of design as purely subjective, but we know it as a discipline firmly rooted in facts and evidence, with great potential to improve people's lives and communities. It is HKDC's objective to nurture an enterprising spirit among designers and design talent and encourage them to create positive change. In part, this also means reassuring them that commercial success is a good indicator of the power of their design and the value it has created, not just for them but for stakeholders and users. In promoting enterprising design, we also want to do it in a sustainable way, so that its positive impact can be passed on to future generations.

Hong Kong has an incredibly gifted pool of young creative talents to work with, but designers are not generally trained with the necessary entrepreneurial or business skills, nor prepared for the ways of an enterprise, which require working with diverse people. To nurture our designers' enterprising spirit, HKDC has organised the Design Incubation Programme (DIP) since 2012 – a proven, comprehensive training programme on how to do business as a designer, which offers studio space, networking opportunities and mentorship to design start-ups. As of March 2018, DIP designers have received 49 international and 209 local awards, submitted applications for 3 patents, 235 trademarks and 40 registered designs, and created 695 job opportunities. In 2015, this initiative was expanded to the fashion sector through the launch of the Fashion Incubation Programme (FIP), an advanced incubator providing customised support to more experienced designers such as expert technical and business advice and cross-sector collaboration.

Enterprising design also requires a concerted effort to create exposure and networking opportunities for our design talent. Good design never appears in a confined environment: designers need to expand their horizons by being subjected to different creative and cultural influences in the real world. This is why we invite design leaders from around the world to Hong Kong to share and exchange insights through initiatives like our flagship programmes, Business of Design Week (BODW), Knowledge of Design Week (KODW) and FASHION ASIA HONGKONG. This year, we built on this agenda with a new project for Hong Kong designers called DeX Design Exchange in order to foster design dialogue with other ASEAN and Asia Pacific economies and work in line with the Belt and Road Initiative. As a result, we have invited a total of 16 local design units on inspiration trips to Bangkok and Melbourne in the first quarter of 2018, which provided valuable opportunities for the participants to widen their cultural perspectives and understand global trends. In addition, our DFA Hong Kong Young Design Talent Award helps practising designers develop their enterprising spirit and gain valuable international insights through 6 to 12 months of overseas work or study experience.

We also cultivate design thinking in enterprise and the general public, because a successful system of enterprise requires the support of a design-driven market that understands the value of design in all aspects of our lives. HKDC promotes design thinking, not only to inspire potential talents but to educate the public on good design and the use of design as a problem-solving tool, as stated in the Chief Executive's Policy Address. I'm pleased to have shared my point of view on this issue personally this year when co-hosting a biweekly radio programme series called "Good Life, Good Design" on Metro Radio launched in October 2017. Through interviews and experience sharing of notable design and business leaders, I believe the programme has provided some enlightening insights to the public and the design world.

In conclusion, enterprising design affects not just the design sector, but our society as a whole. The creative economy is thriving, and it offers great opportunities for us to move forward and make a positive impact on our communities. With your staunch support, we will continue to advocate for the wider use of design and design thinking in society, inspiring everyone to work together toward an innovation-driven and human-centred future.

香港创意设计产业不断发展, 迈向光明未来, 在2017至2018年度再次建立新的里程碑。行政长官在2017年《施政报告》中指出, 设计产业是“一股能带动经济、增值和使香港成为更富吸引力的国际城市的多元产业”。在香港特别行政区政府的持续支持与创意香港的赞助下, 香港设计中心将继续全力协助本地设计专才及企业紧抓创意时代的机遇。

本年度报告的主题为“设计企业家精神”, 其概念是以具策略性和有系统的方式进行设计, 遵循“以人为本”的方针, 让创作成果得以应用于社会不同的层面, 从而创造价值与带来正面影响。对一直将设计视为主观创作的人而言, 这一概念无疑是别开生面的。我们深明设计是一门建基于事实与证据的学科, 在提升人们生活质量和社区整体方面具有巨大的发展潜能。因此, 香港设计中心以培养设计师及设计专才的企业家精神为目标, 鼓励他们带动社会求变创新, 并让设计师们明白到无论对他们、持份者还是使用者而言, 设计的影响力及价值确实与市场成功有一定的关联。此外, 在宣扬设计企业家精神的同时, 我们也注重可持续发展, 期望这股积极力量可以生生不息。

事实上, 香港不乏年轻创意菁英, 可惜他们大多未曾接受过创业及营商技能培训, 以致未能掌握如何与不同行业专才协调合作。有鉴于此, 香港设计中心自2012年起举办“设计创业培育计划”, 为设计初创企业提供工作空间、合作机会及启导支持, 为设计师提供营商知识与技能等全方位培训, 实践“设计企业家精神”, 成果备受肯定。截至2018年3月, “设计创业培育计划”的毕业培育公司已共赢得49个国际奖项及209个本地奖项, 提出3项专利、235个商标及40项注册设计申请, 并创造了多达695个职位。2015年, 我们进一步将培育计划拓展至时装界, 推出“时装创业培育计划”, 为具有一定经验的设计师提供量身订造的专业技术及商业咨询, 以及开拓跨界合作的机会。

在宣扬“设计企业家精神”的道路上, 我们必须与各界同心协力, 为设计精英提供更多展示作品及与各界人士交流的机会。优秀设计总是讲求突破条条框框, 要拓宽创作视野, 必须多接触不同的创意与文化, 与更辽阔的现实世界接轨联系。香港设计中心因此积极通过“设计营商周”、设计“智”识周、“FASHION ASIA HONGKONG”等旗舰项目, 邀请来自世界各地的设计领袖与本地设计专才分享交流真知灼见。本年度我们还推出了全新“DeX 设计交流计划”, 促进本地设计菁英与东盟国家及亚太地区专才交流, 同时响应“一带一路”倡议, 加强与沿线国家的合作。

在2018年第一季度, 我们邀请了合共16个本地设计单位分别前往曼谷及墨尔本考察, 帮助他们拓展文化视野、紧贴国际发展趋势。此外, 新进设计师也可通过竞逐“DFA 香港青年设计才俊奖”, 赢取6至12个月的海外工作或深造机会, 了解全球设计产业发展趋势, 培养设计企业家思维。

另一方面, 我们也注重培养企业及公众的设计思维, 因为仰赖市场的支持, 让公众意识到设计对生活各方面的价值, 才能成功创造由设计主导的市场。香港设计中心致力宣扬设计思维, 不仅是为了启迪新一代设计人才, 更是为了让公众理解何为优秀设计, 以及响应行政长官《施政报告》的提倡——以设计作为“解难”工具。而在本年度, 我们荣幸与新城知讯台合作, 推出“生活就是设计”系列电台节目, 自2017年10月起每两周播出一集。我很高兴可以担任节目主持, 邀请设计名家与商界翘楚分享经验心得, 互相讨论交流, 期望借此为公众及设计界带来具启发性的远见卓识。

总括而言, “设计企业家精神”不仅会为设计界带来影响, 更可以推动整个社会。当前创意经济蓬勃发展, 为我们提供了绝佳机遇, 鼓舞我们奋发向前、贡献社会。在社会各界的大力支持下, 我们将继续弘扬设计应用与设计思维, 带领大家携手迈向以创意为力量、以人为本的崭新未来。

Prof. Eric C. Yim, JP 严志明教授
Chairman
Board of Directors
Hong Kong Design Centre
香港设计中心董事会主席



MESSAGE FROM THE EXECUTIVE DIRECTOR

行政总裁的话

The theme of this year's annual report is Enterprising Design, or taking the human-centred, empathetic approach to design and making its impact scalable in order to create sustainable, people-centred solutions for us all. In 2017-18, Hong Kong Design Centre (HKDC) continued building a thriving creative ecosystem by advancing our five major work directions — Connect, Celebrate, Nurture, Advance and Engage — through forums, exhibitions, classes, exchange tours and award programmes. These activities aimed at reaching beyond the creative and design industries to engage and benefit all sectors of industry and society, because design is not just for the creative sector: its transformational power belongs to us all, from decision makers to end-users and everyone in between. Through nurturing good design and design thinking, we create talents that are future-ready.

Our advocacy for promoting design that generate value for society has led to one of our greatest achievements this year: the Chief Executive fully embraced design as a new competence for Hong Kong. The 2017 Policy Address advocated for the reinforcement of the city's status as a vibrant centre for design excellence in Asia, which will capitalise on existing infrastructure and the foundation HKDC has helped to lay through a range of strategic programmes that create greater value not just for the design industry, but Hong Kong as a whole.

To reach society, we have to engage society, by promoting good design through activities like our annual DFA Design for Asia Awards and roving exhibitions, Knowledge of Design Week (KODW), FASHION ASIA HONGKONG, public activities and BODW Satellite Events x deTour which aim to expand the creative horizons of the general public. These events spread the spirit of creativity throughout the city, sparking direct communication between brands, designers and society, as well as the exchange of ideas and the opportunity to build networks. In December 2018, we will expand the BODW City Programme with more satellite activities to engage even more businesses and brands across sectors. Through programmes such as these, HKDC acts as a catalyst for the dissemination of design knowledge, bringing fresh perspectives and global innovation and design trends to Hong Kong.

From the local community, we reach out to the international market, taking our designs to the global stage and bringing the eyes of the world back to Hong Kong. Along with the launch of new design exchange

tours like DeX Design Exchange that build a strong global design platform for Hong Kong, our annual flagship programme, Business of Design Week (BODW), aims at cultivating a healthy culture and spirit of enterprising design through active exchange with other global design and business communities. Every year, BODW connects with a partner city or country; in 2017, that partner was Italy, under the theme "Italy Makes a Difference". We look forward to working with Melbourne, Australia in 2018, and furthering HKDC's mission of helping to connect creative and business minds locally and worldwide.

We also set a goal of cultivating widespread awareness and use of design thinking through our design thinking workshops by our Institute of Design Knowledge (IDK), including collaboration with the Chief Executive's Award for Teaching Excellence Teachers Association (CEATEA) and numerous workshops and talks dedicated to civil servants, healthcare leaders and decision makers. In the second half of 2018, we are planning to introduce a design thinking public education programme, so that more people can become aware of the power of design thinking. Programmes like these help create a positive environment for good design to flourish and grow across different sectors, thus improving our competitiveness on the global stage.

As we move forward, HKDC will continue to build on our past efforts while looking ahead for new opportunities to expand the impact and reach of our programmes. We will organise more diverse activities with different partners to engage more members of the public in appreciating good design. We have already confirmed plans for establishing a public-facing base by accessing some exhibition spaces and No. 7 Mallory Street in Wan Chai (as a base to showcase creative local talent and design excellence and foster collaboration), Design District Hong Kong (#ddhk) (a creative tourism project presented by the Tourism Commission and organised by HKDC), Sham Shui Po Design and Fashion Project, and many other initiatives in the year ahead, as we promote the power of enterprise design in society.

Last but not least, I would like to extend my gratitude to CreateHK, all our sponsors and partners for their unfailing support, and our team for their hard work and dedication to our mission. Together, we can reach further and spread the power of design to keep our city at the forefront of this growing movement.

本年度报告以“设计企业家精神”为主题，宣扬以人为本、富同理心的设计理念，创造出有助于可持续发展、以人民为中心的设计方案，为社会带来正面影响。在2017至2018年度期间，香港设计中心通过举办论坛、展览、课程、交流团及奖项计划，推动五大核心工作范畴，包括联系业界 (Connect)、弘扬人才 (Celebrate)、启蒙创业 (Nurture)、突显专业 (Advance) 及融入社会 (Engage)，继续致力构建欣欣向荣的创意生态。上述活动旨在联系创意设计界及各行各业，启发各界社群发掘创意设计力量，共享机遇与成果。我们深明由设计而生的革新力量，是属于每一位持份者的，包括决策者、使用者，以至不同的社会人士。因此，我们不断宣扬优秀设计和培养设计思维，藉此培育为未来作好准备的创意精英。

一直以来，我们坚持推动设计，为社会创造价值。本年度，我们的努力取得了重大成果，很高兴得到行政长官的认同，成功让创意产业成为香港未来发展重点之一。《2017年施政报告》提出要巩固香港作为亚洲设计之都的地位，而香港设计中心所举办的一系列策略性项目不仅为设计界乃至香港创造更多价值，更为达成该目标奠定稳健的基础。

为联结社会各界，我们推行了一系列公众活动，包括“DFA亚洲最具影响力设计奖”及巡回展览、设计“智”识周、“FASHION ASIA HONGKONG”，以及“BODW x deTour 城区活动”等，藉此宣扬优秀设计与拓宽公众创意视野，启动全城创新精神，并为品牌、设计师以及公众搭建沟通的桥梁，促进各界创意交流，建立合作网络。我们已计划于2018年12月，扩大“BODW 城区活动”的规模，推出更多活动，鼓励来自不同行业的企业与品牌参与。通过这些活动，香港设计中心积极与各界分享设计知识，引领香港紧贴全球设计趋势，为香港带来崭新创意视角。

在活跃于本地小区的同时，我们也全力迈向国际市场，带领本地设计登上全球舞台，并致力将世界目光聚焦香港。我们在本年度既推出了全新“DeX 设计交流计划”，推广本地设计，为香港搭建强大的国际平台，也举办了年度旗舰盛事“设计营商周”，积极促进与全球设计精英及企业的交流，塑造健康创意文化，提倡“设计企业家精神”。“设计营商周”每年均携手不同的伙伴城市或国家共同举行，在2017年，我们搭档意大利，以“意大利 = 非同凡响”为主题，而在2018年，我们会与澳大利亚墨尔本合作，继续跟本地乃至全球的创意人才与企业保持紧密联系，贯彻香港设计中心的使命。

此外，我们也以推动与启发公众了解设计思维为目标，通过设计知识学院举办一系列设计思维工作坊，当中包括与行政长官卓越教学奖教师协会合办的工作坊，以及专为公务员、医疗界别领袖及决策者而设的多个工作坊及讲座。在2018年下半年，我们计划推出全新设计思维公众教育项目，让更多体会设计思维的力量。通过以上工作坊及教育计划，我们致力为香港创造有利于卓越设计发展的环境，将创意思维植根于不同行业中，提高香港在国际市场上的竞争力。

展望未来，香港设计中心将继续往开来，建基于现有成果，开拓未来机遇，致力让各项计划为更多人带来深远的影响，创造更骄人的成就。在各方合作伙伴的支持下，我们将于下一年度推出更多不同的活动，全力向社会各界宣扬卓越设计。目前我们已确定多项工作计划，包括于湾仔茂萝街7号打造设计基地，推广本地创意人才与优秀作品，促进各界交流合作；另外由香港设计中心主办、旅游事务署呈献的创意旅游项目“设计 # 香港地”正在如火如荼地筹办当中；而深水埗设计及时装基地等多个项目也会相继落实。藉由打造面向公众的设计基地与展览空间，我们期望社会大众可以进一步认识设计企业家精神的价值与力量。

最后，我希望藉此机会感谢创意香港与一众赞助者和合作伙伴的鼎力支持，并感谢香港设计中心团队的不懈努力，帮助我们实践使命。我衷心期望来年可以与大家继续并肩前进，提升与宣扬设计力量，宏扬香港闻名国际的创意竞争力。



Dr Edmund Lee 利德裕博士
Executive Director
Hong Kong Design Centre
香港设计中心行政总裁



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OVERVIEW OF ACTIVITIES AND PROGRAMMES



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年度回顾

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APR 四月 2017

MAY 五月 2017

JUN 六月 2017

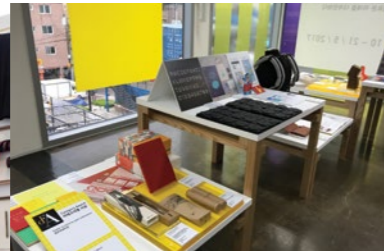
AUG 八月 2017

OCT 十月 2017

DEC 十二月 2017

JAN 一月 2018

MAR 三月 2018



10 – 21/5/2017
DFA Awards Exhibition (Seoul)
DFA 设计奖展览首尔站

6 – 28/6/2017
Confluence · 20+ Exhibition
International Tour (Hong Kong)
“Confluence · 20+”设计展香港站

17/8/2017
DIP and FIP Incubation Centres
Grand Opening Ceremony
DIP 及 FIP 设计培育中心开幕典礼



1/12/2017 – 15/2/2018
Good Life, Good Design Exhibition
@HKDC Studio
“生活就是设计”展览
@ 香港设计中心工作室

4/12/2017
Leadership Forum on Design Education



8/12/2017
M+ Matters Keynote: Miracle of the Benesse Art Site Naoshima
M+ 思考《焦点谈》
“共生共鸣：倍乐生艺术场直岛”



3 – 4/2018
DXHK – MELBOURNE
DeX 设计交流计划墨尔本站



11 – 21/5/2017
DFA Awards Exhibition (Hong Kong)
DFA 设计奖展览香港站

4 – 16/4/2017
Confluence · 20+ Exhibition
International Tour (Milan)
“Confluence · 20+”设计展米兰站



18 – 29/5/2017
DFA Hong Kong Young Design Talent Award
Exhibition (Hong Kong)
DFA 香港青年设计才俊奖展览香港站

6 – 16/6/2017
DFA Awards Exhibition (Shanghai)
DFA 设计奖展览上海站

18 – 20/8/2017
HKTDC x HKDC Presents: Fashion Workshop Series
@HKDC Studio
HKDC X HKDC 呈献：时尚“原创”坊系列
@ 香港设计中心工作室

14/10 – 4/11/2017
Confluence · 20+ Exhibition
International Tour (Chicago)
“Confluence · 20+”设计展芝加哥站



2/3/2018
DIP Graduation Ceremony
DIP 毕业典礼

13 – 29/4/2017
DFA Awards Exhibition (Tokyo)
DFA 设计奖展览东京站

20/4 – 12/6/2017
DFA Awards Exhibition (Tainan)
DFA 设计奖展览台南站



20/4 – 12/6/2017
DFA Awards Exhibition (Tainan)
DFA 设计奖展览台南站

6 – 16/6/2017
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@ 香港设计中心工作室

14/10 – 4/11/2017
Confluence · 20+ Exhibition
International Tour (Chicago)
“Confluence · 20+”设计展芝加哥站

4 – 9/12/2017
Business of Design Week 2017
设计营商周 2017

4 – 9/12/2017
Business of Design Week 2017
设计营商周 2017

23/11/2017 – 28/2/2018
BODW Satellite Events x deTour
BODW X deTour 城区活动

5/12/2017
WORKTECH17 HONG KONG

7 – 8/12/2017
Business of IP Asia Forum
亚洲知识产权营商论坛

27/1 – 4/2/2018
DXHK – BANGKOK
DeX 设计交流计划曼谷站

24/3 – 17/5/2018
Art, Design and Beyond Exhibition
@HKDC Studio
“艺术、设计、之外”展览
@ 香港设计中心工作室

26/4 – 12/5/2017
DFA Hong Kong Young Design Talent Award
Exhibition (Hong Kong)
DFA 香港青年设计才俊奖展览香港站

12 – 16/6/2017
Knowledge of Design Week 2017
设计“智”识周 2017

26/8 – 16/9/2017
Confluence · 20+ Exhibition International Tour (Seoul)
“Confluence · 20+”设计展首尔站

23/11/2017 – 28/2/2018
BODW Satellite Events x deTour
BODW X deTour 城区活动

6 & 8/12/2017
DFA Awards Presentation Ceremony
DFA 设计奖颁奖典礼

- Ongoing 持續進行
- Design Incubation Programme (DIP)
 - Fashion Incubation Programme (FIP)
 - IDK Workshops
 - Communications & Media Publicity (DMatters, Design Post, radio programme, media interviews, etc.)
 - Local/Overseas Visits to HKDC
 - Friends of HKDC Membership Programme
 - “设计创业培育计划”
 - “时装创业培育计划”
 - 设计知识学院工作坊
 - 传播及传媒推广 (DMatters, Design Post, 电台节目、媒体访问等)
 - 本地及海外考察代表团到访香港设计中心
 - 香港设计中心之友会会员计划

CO



Connect all industry practitioners and thinkers, foster exchange and collaborations among designers, businesses and academia

为设计师、商界、学术界及有梦想的人提供交流和合作平台

CONNECT

联系业界



BUSINESS OF DESIGN WEEK (BODW) 2017

设计营商周 2017

Bringing Together the Design World's Brightest Minds 汇聚全球设计专才



As Asia's premier annual event on design, innovation and brands since 2002, Business of Design Week (BODW), organised by HKDC, co-organised by the Hong Kong Trade Development Council (HKTDC) and sponsored by CreateHK, brings some of the world's most outstanding design masters and influential business thought leaders to Hong Kong. This flagship event provides a valuable platform for business and creative leaders to exchange ideas, network, and explore new business opportunities.

“设计营商周”由香港设计中心与香港贸易发展局(香港贸发局)合办,并获得创意香港拨款支持。这项旗舰活动于2002年首度举办,至今已成为亚洲设计、创新及品牌的年度瞩目盛事,吸引全球顶尖设计师和商界先锋云集香港,为企业和创意领袖提供一个交流意见、建立网络及探索新商机的平台。

GET INSPIRED WITH ITALIAN INSIGHTS

Ten years after first partnering with BODW, Italy returned as the event's official partner country, under the theme "Italy Makes a Difference". From 4-9 December 2017, some of the most influential and inspirational designers, brands, thought leaders and business figures from Italy and around the world came to Hong Kong to share their insights, create connections, and inspire the next generation at this prestigious international event. A total of 12 sessions were held at the Hong Kong Convention and Exhibition Centre, covering themes relevant to the latest trends and fast-changing economy.

源自意大利的灵感分享

继十年前首度合作后,本届“设计营商周”再次携手意大利,以“意大利=非同凡响”为主题,于2017年12月4日至9日在香港会议展览中心举行了12场主题论坛及大师班,吸引来自意大利及世界各地的重量级设计师、品牌代表、创意领袖及商界名人同聚香港,分享真知灼见,剖析行业发展趋势与瞬息万变的经济环境,并藉此机会促进各界联系,为新生代设计专才带来启发。

PLENARY SESSIONS: WORLD-CLASS TREND-SETTERS TAKE THE STAGE

Once the heart of a mighty empire, later the birthplace of the Renaissance – in one form or another, the world has been talking about Italian designs for over two millennia. At our plenary sessions, the unique strengths of modern Italian design were at the forefront. Among those attending were a number of the greatest design masters of our generation, such as Massimiliano Fuksas (Studio Fuksas), who has transformed landscapes from Strasbourg to Shenzhen; Prof. Jacques Herzog (Herzog & de Meuron), a Pritzker Prize-winning architect whose work includes Beijing's National Stadium (2008); leading Japanese architect Sou Fujimoto (Sou Fujimoto Architects Inc.), the youngest architect to design the annual Serpentine Pavilion in London (2013); and Marco Balich (Balich Worldwide Shows), a leading executive producer of major events, including the Olympics ceremonies.

THEMED TRACKS: NEW HORIZONS DELIVERED WITH NEW THEMES

New programme highlights this year included a session on Heritage & Design, and an intimate masterclass by iconic architect and designer Michele De Lucchi. Also making its debut was a forum on “Cultivating a Future Mindset - Creative Leadership”, to champion the need for design thinking and creative education across disciplines. The comprehensive programme line-up celebrated design, innovation and brands with a wide-reaching perspective, covering themes relating to Brands & Innovation, Communication & Design, Product & Design, Design for Asia, Space & Design, and Culture & The City.



70+ Speakers from 17 countries/regions
位来自 17 个国家及地区的演讲嘉宾

250+ Media attendees
位媒体代表

150,000+ Participants
位参加者

重点论坛：举世瞩目的星级演讲阵容

意大利曾是罗马帝国的核心，也是文艺复兴的发源地，两千多年来，一直在全球设计潮流中稳占领导地位。本年度的主题论坛请来多位国际级设计及创意巨擘，包括作品遍布法国斯特拉斯堡、中国深圳等地的 Massimiliano Fuksas (Studio Fuksas)、普利兹克建筑奖得主兼北京 2008 年奥运国家体育场“鸟巢”建筑师 Jacques Herzog 教授 (Herzog & de Meuron)、於 2013 年成为设计伦敦 Serpentine Gallery 年度夏日展亭的最年轻建筑师藤本壮介 (藤本壮介建筑设计事务所)，以及曾为奥林匹克开闭幕式等大型活动担任首席执行官制作人的 Marco Balich (Balich Worldwide Shows) 等，与参加者一起讨论当代意大利设计的独特魅力。

主题演讲：全新主题开拓全新视野

本年度新增的焦点活动包括有探讨“传承与设计”的论坛，以及请来建筑及设计大师 Michele De Lucchi 举办的工作坊，与参加者亲身交流互动。另一个全新项目“Cultivating a Future Mindset - Creative Leadership 论坛”，旨在培养跨学科的设计思维，促进创意领袖与教育的发展。此外，“设计营商周 2017”还举办了“品牌与创新”、“传意与设计”、“产品与设计”、“DFA: 给亚洲设计”、“空间与设计”和“文化与大都会”等主题论坛，带领大家聚焦优秀设计、非凡创意与卓越品牌，从更全面的角度了解企业设计生态。

Special Acknowledgements 特别鸣谢

Lead Strategic Partner
首席策略伙伴

Debbie Lo
Creativity Foundation

Strategic Programme Partners
策略伙伴

HONG KONG DESIGN INSTITUTE
香港设计学院
Member of VTC Group VTC 成员

HONG KONG FEDERATION
OF DESIGN ASSOCIATIONS
香港设计协会

PolyU Design
元創方

PMQ
元創方

Platinum Sponsor
白金赞助商

太古地產
SWIRE PROPERTIES

LOOKING DOWN UNDER FOR 2018

The official theme for BODW 2018 is “Think · Collaborate · Create”, and Melbourne will become the first city in the southern hemisphere to partner with the event. Named the world's most liveable city for seven years in a row by The Economist Intelligence Unit, Melbourne is rapidly emerging as a global creative capital and one of the world's most diverse and progressive centres of design and innovation.

放眼 2018

“设计营商周 2018”将以“思考·合作·创新”为主题，并首次与南半球城市合作，邀请墨尔本作为伙伴城市。墨尔本曾连续七年获经济学人智库评为全球最宜居城市，是国际知名的新兴创意与设计之都。



BODW CONCURRENT EVENTS & PARTNER PROGRAMMES

“设计营商周”同期活动及合作计划

BODW 2017 consists of a host of concurrent events & partner programmes that spread the innovation and design spirit of BODW throughout the city, including:

- FASHION ASIA 2017 HONGKONG (see page 20 to 21)
- DFA Awards Presentation Ceremony 2017 (see page 27)
- deTour 2017 (see page 22)
- BODW Satellite Events x deTour (see page 22)
- DesignInspire (see page 23)
- Business of IP Asia Forum 2017 (see page 24)
- GDN Networking Cocktail (see page 24)
- Leadership Forum on Design Education (see page 25)
- WORKTECH17 Hong Kong (see page 25)
- M+ Matters Keynote: Miracle of the Benesse Art Site Naoshima (see page 25)

为启动全城创新与设计精神，“设计营商周 2017”另推出了一系列同期活动及合作计划，包括：

- “FASHION ASIA 2017 HONGKONG” (详见第 20 至 21 页)
- “DFA 设计奖 2017”颁奖礼 (详见第 27 页)
- “deTour 2017” (详见第 22 页)
- “BODW X deTour 城区活动” (详见第 22 页)
- “DesignInspire” (详见第 23 页)
- “亚洲知识产权营商论坛 2017” (详见第 24 页)
- “国际设计联盟交流酒会” (详见第 24 页)
- “设计教育领袖论坛” (详见第 25 页)
- “WORKTECH 17 Hong Kong” (详见第 25 页)
- M+ 思考(焦点谈)“共生共鸣：倍乐生艺术场直岛” (详见第 25 页)



FASHION ASIA 2017 HONGKONG

Where Creativity and Business Collide 融会创意与商业



Billed as one of the most important and prestigious fashion conferences in the region, FASHION ASIA 2017 HONGKONG is organised by HKDC and sponsored by CreateHK. This event provides insights into the inner workings of the fashion ecosystem in Asia and beyond, reinforcing the city's position as the Asian hub for fashion trade and business development.

由香港设计中心主办的“FASHION ASIA 2017 HONGKONG”是区内备受瞩目的时尚盛事。这项活动在创意香港资助下，深入探讨亚洲乃至全球的时尚生态系统的营运之道，巩固香港作为亚洲时尚贸易及商业发展枢纽的地位。

INSPIRING TOMORROW'S FASHION CREATIVES

Following the success of its inauguration in 2016, FASHION ASIA 2017 HONGKONG returned from 5 – 12 December 2017 with over 40 world-class international and local speakers from all sectors of the industry. The event consisted of a forum and exhibition that highlighted Asian creative talents who are making a name for themselves on the world stage. With a strong focus on both the creative and commercial sectors, this holistic programme aimed at fostering and inspiring the creatives of tomorrow through a series of thought-provoking talks and discussions.

启迪未来创新时尚

“FASHION ASIA HONGKONG”继2016年首度举行取得空前成功后，于2017年12月5至12日载誉归来，邀请逾40位海内外不同界别的时尚精英举行论坛，并筹办各类展览活动，带领亚洲创意设计专才冲出国际。此项活动全面兼顾创意与商业发展，通过一系列的演讲和研讨会，启蒙设计界及商界生力军。

“10 ASIAN DESIGNERS TO WATCH” EXHIBITION

This week-long exhibition attended by approximately 10,000 visitors put an international spotlight on emerging design talents from across Asia, including Hong Kong's Yat Pit and The World is Your Oyster, Japan's Christian Dada, Sulvam, and Sirloin (which also includes members from Sweden), and from the Mainland of China, Helen Lee, Masha Ma, SHUSHU/TONG, Simon Gao, and Ximon Lee. Along with generating business opportunities and publicity for buyers, international media and industry practitioners, as well as providing participants exposure through pop-up spaces throughout the exhibition, a dedicated showroom was set up to highlight the specific talents of Hong Kong's fashion creatives.

“FASHION CHALLENGES” FORUM

A holistic examination of the fashion ecosystem aimed at both brands and individuals navigating the industry's ever-changing landscape, this two-day forum, held on 6 – 7 December 2017 at the Hong Kong Convention and Exhibition Centre, brought together experts and creative leaders from different fields covering every corner of the industry, including designer Vivienne Tam, footwear and fashion designer Datuk Jimmy Choo, OBE; Margaret Zhang, Photographer/Director/Consultant; and LVMH Fashion Group's Fashion Ventures Senior Vice President Sophie Brocart. Among other timely topics, the forum explored issues such as sustainability, digital commerce, cross-industry collaboration, and the growing influence of China, to provide participants with innovative ideas and actionable insights.

“10 ASIAN DESIGNERS TO WATCH” 时装展览

为期一周的“10 Asian Designers to Watch”时装展览吸引来自全球约10,000名观众，展出了新锐亚洲设计师及设计团队的作品，当中包括来自香港的Yat Pit和The World is Your Oyster、日本的Christian Dada和Sulvam、日本和瑞典团队Sirloin，以及中国内地的Helen Lee、Masha Ma、SHUSHU/TONG、Simon Gao和Ximon Lee。藉着是次活动，这些设计菁英得以接触不同时尚买手、国际媒体及时装从业者，开拓崭新商机。展览中更设有Pop-Up Space主题陈列室，专门展出香港设计师的优秀作品。

“FASHION CHALLENGES”论坛

为期两天的“Fashion Challenges”论坛于2017年12月6至7日在香港会议展览中心举行。论坛汇聚来自不同时尚领域的设计专才及创意领袖，探索品牌与独立设计师的时尚业生态系统，剖析多变的行业环境。出席嘉宾包括时装设计师Vivienne Tam、鞋履及时装设计师Datuk Jimmy Choo OBE、摄影师/总监/顾问Margaret Zhang，以及LVMH时装企业资深副总裁Sophie Brocart。除了行业相关的热门话题外，论坛还围绕可持续发展、电子商务、跨行业合作，以及中国崛起等议题进行探讨，分享创新见解和务实建议。



DETOUR & BODW SATELLITE EVENTS x DETOUR



DETOUR 及 BODW X DETOUR 城区活动

Connecting the Public with Creative Communities 让公众走进创意社群



deTour：拥抱设计的创作过程

2017年12月1日至10日，获CNN誉为“最令人兴奋的香港文化节”之一的deTour再度于香港创意产业的重要基地——元创方举行，吸引超过110,000人前去参加这为期十天的创意盛会。本年度deTour以“和糜”为主题，鼓励大众聚焦创作过程，通过由本地及国际知名设计师创作的互动艺术装置，发掘设计背后的想象构思，同场还设有多个展览、工作坊、设计讲座及公众导赏团，向大众展示创意业界前卫多元的设计意念。

城区活动：全城投入“设计营商周”的创意氛围

“BODW x deTour 城区活动”于“设计营商周2017”首次登场，汇聚不同知名品牌、机构及学院策动一系列多元化创意活动，将设计的精神和力量渗透全城。

2017年11月至2018年2月期间，一连串同期周边活动在香港各区先后举行，包括交流酒会、讲座、展览及工作坊等，将“设计营商周”的设计企业家精神和创意融入普罗大众的生活空间之中。为了让公众领略到设计与创新的价值，活动携手54个企业单位、本地设计学院及香港品牌，藉此拉近设计与大众的距离，同时促进企业与各界设计人才的合作，触发全城创意灵感。



A Vintage Design Delight 复古设计巡礼

Open to the general public, the Italian Classic Car Exhibition held on 9 December 2017 at the Design Boulevard of the Hong Kong Design Institute offered vintage car lovers the exciting opportunity to view Italy's famously stylish automobiles, all from the 1960s - 1990s.

在2017年12月9日举行的“意大利老爷车展览”中，多辆1960至1990年代生产的意大利老爷车于香港知专设计学院设计大道同台展出，让公众欣赏跨越时光的意式经典设计。

DETOUR: GETTING THE CITY TO EXPLORE THE CREATIVE PROCESS

PMQ, an important Hong Kong creative hub, hosted the return of deTour from 1 - 10 December 2017, with the theme “Harmonious Chaos”. Described by CNN as “one of the most exciting events on Hong Kong's cultural calendar”, more than 110,000 participants attended this festival for the design process and the imaginative practices behind it, to view innovative and interactive installations from renowned local and international designers, and to take part in exhibitions, educational workshops, dialogues, tours and seminars from forward-thinking minds in the industry.

SATELLITE EVENTS: TAKING BODW'S CREATIVITY OUT INTO THE CITY

First introduced during BODW 2017, BODW Satellite Events x deTour brought a large number of widely celebrated brands and institutions together to advance the enterprising spirit of design through a range of new initiatives.

Between November 2017 and February 2018, a variety of satellite events throughout the city, such as networking receptions, seminars, exhibitions and workshops, brought the enterprising creativity of BODW to the general public. Aimed at engaging and educating people on the value of design and innovation, this series of collaborative events with 54 businesses, local design institutions and brands, also gave businesses the opportunity to engage directly with designers.



DESIGNINSPIRE

Experiencing Inspirational International Design 集结环球设计 激发创意灵感



300+ Global designers 位国际设计师

620+ Design objects & projects 件设计作品和项目

220+ Exhibitors 个参展商

28,000+ Visits by trade members and the public 业内人士及公众访客人次

A three-day international event that provides an exchange and inspiring platform for global design creatives, brands, associations and institutions, the first DesignInspire was organised by the Hong Kong Trade Development Council (HKTDC) and co-organised by HKDC, and held concurrently with BODW on 7 - 9 December 2017. Featuring an array of interactive installations, novel ideas, design products and projects, the event hosted the thematic pavilion “Urbanovation” presenting the integration of design and urban life; “INNOTALKS” seminars exploring hot-button topics and global design trends; the “Hong Kong Creative Force” pavilion showcasing innovative local designs fusing practicality, lifestyle and aesthetics; and the HKDC Pavilion, made up of four sections. Visitors could also view the works of DFA Award winners and DIP and FIP designers, demonstrating the excellence of creative elites selected from HKDC programmes.

由香港贸易发展局主办、香港设计中心协办的首届“DesignInspire”于2017年12月7日至9日顺利举行。作为“设计营商周”的同期活动，这个连续三天举办的创意设计博览为全球创意精英、潮流品牌、设计协会及学院提供交流平台，通过各种创新互动装置、新颖意念，以及优秀的设计产品和项目，展示来自全球的创意灵感。大会涵盖多个焦点项目，其中“城创新活：创造乐活都市”主题馆为如何把设计融入城市生活提供创意方案；“INNOTALKS 创意论坛”探讨了多个热门题目及环球设计趋势；“香港创意力量”展区则展示了集实用、生活文化与美学于一身的本地原创设计。同场还设有“香港设计中心”、“DFA 设计奖”、“设计创业培育计划”及“时装创业培育计划”、四个主题展区，展出了部分“DFA 设计奖”的获奖作品和两个创业培育计划的设计成果，让公众欣赏来自香港设计中心的优秀设计。



“Italy Makes a Difference” “意大利 = 非同凡响”

This exhibition exemplified the design excellence of this year's partner country, Italy, and presents Italian architect Dario Curatolo, who has curated more than 130 products of distinctive Italian design, including the latest Lamborghini Aventador S Roadster which was first showcased in Hong Kong and the Ducati motorbike.

意大利是本次活动的伙伴国家，大会邀请了意大利著名建筑师 Dario Curatolo 担任主题展馆的策展人，搜罗超过130件顶尖意大利设计作品，包括首次在香港展出的最新兰博基尼 Aventador S 开篷跑车，以及 Ducati 摩托车等，呈现意大利独特的设计色彩。

BUSINESS OF IP ASIA FORUM (BIP ASIA)

亚洲知识产权营商论坛

Innovative Ideas on Intellectual Property 汇聚创新知识产权理念



Inaugurated in 2011, BIP Asia has grown into a major annual event for promoting the global IP trade. Jointly organised by the HKSAR Government, Hong Kong Trade Development Council (HKTDC) and HKDC, the two-day forum held on 7 – 8 December 2017 and entitled “IP & Innovation: Propelling Change, Growth and Connectivity” featured more than 80 speakers in three plenary sessions: “Evolving IP Policy in the Innovation Era”, “Crafting a Comprehensive IP Strategy for the New World Order” and “The Revolution of Artificial Intelligence”. It brought together IP professionals and business leaders from around the world to discuss new developments in the field, share industry insights at a series of breakout sessions, and explore collaborative business opportunities.

“亚洲知识产权营商论坛”自2011年举办首届以来，至今已成为促进全球知识产权贸易的年度盛事。2017年12月7日及8日，为期两天的论坛再度回归，围绕多个议题展开更深入的讨论。本次论坛由香港特别行政区政府、香港贸易发展局及香港设计中心联合举办，以“知识产权与创新：推动革新、增长与联系”为主题，云集超过80位演讲嘉宾围绕“创新世代之下的知识产权政策发展”、“世界变局中的全方位知识产权策略”以及“环球科技峰会——人工智能的变革”三大主题发表演讲。来自世界各地的知识产权专业人士及商业领袖齐聚一堂，共同探讨知识产权的最新发展趋势，在一系列分组专题讨论中互相分享真知灼见，探索合作商机。

90+ Exhibitors
个参展商

2,500+ IP professionals and business leaders from 35 countries and regions
位来自35个国家及地区的知识产权专业人士及商界领袖

GLOBAL DESIGN NETWORK (GDN)

NETWORKING COCKTAIL

国际设计联盟交流酒会

A Toast to Creativity 向创意力量致敬



GDN Networking Cocktail, held on 7 December 2017, fostered networking and communication among GDN members, including design masters from leading design associations from around the world, industry practitioners, and representatives from related industry groups. Organised by HKDC in collaboration with the Hong Kong Federation of Design Associations (FHKDA), the event focused on the exchange of ideas and understanding of each other's unique perspectives.

于2017年12月7日举行的“国际设计联盟交流酒会”由香港设计中心以及香港设计总会合办，旨在促进业界交流，了解行业人士间不同的视角与观点，并为一众联盟会员，包括来自全球领先设计组织的设计专才、行业从业者及相关行业代表等，搭建交流与沟通平台，推动各方协同合作。

LEADERSHIP FORUM ON DESIGN EDUCATION

设计教育领袖论坛

Enterprising Education in a Changing World 促进教育创新 应对环球变化



The Leadership Forum on Design Education on 4 December 2017, a full-day event jointly presented by the Hong Kong Polytechnic University School of Design, Hong Kong Design Institute (member of VTC Group) and HKDC, invited design leaders and educators to discuss and debate the future of design education in an era of tremendous change both locally and worldwide. More than 180 people registered for the event to explore solutions to major challenges in this area.

“设计教育领袖论坛”由香港理工大学设计学院、香港知专设计学院(职业训练局辖下学院)及香港设计中心联合举办，于2017年12月4日举行，设计界精英及专业教育工作者相聚一堂，探讨设计教育在本地及全球瞬息万变的环境下的未来发展方向。本次论坛共有超过180名观众登记参加，就设计教育领域的重大挑战共同探索应对之策。



WORKTECH17 HONG KONG

Converging Forces to Reshape the Workplace 凝聚各方力量 革新工作环境

The future of work and the workplace, technology and real estate was the focus of WORKTECH17 Hong Kong, a conference held on 5 December 2017 featuring sessions that covered digital, flexible workspaces, workplace strategy and innovation for enterprise value. The conference attracted corporate professionals, thought leaders and innovators to explore issues such as best practices and share their expertise on keeping a business at the cutting edge of the digital revolution.

“WORKTECH 17 Hong Kong”于2017年12月5日举行，重点聚焦未来工作与环境、技术及地产的范畴，围绕数码化、灵活工作空间、工作场所策略及基于企业价值进行革新等专题展开讨论。会议吸引了众多企业专才、思想领袖以及创新引领者参加，集思广益寻找最佳务实方案，针对如何让企业在数码变革中保持优势交流专业意见。

M+ MATTERS KEYNOTE: MIRACLE OF THE BENESSE ART SITE NAOSHIMA

M+ 思考〈焦点谈〉“共生共鸣：倍乐生艺术场直岛”

Thought-provoking Design and Dialogue 以设计引起共鸣 以对话促进联系



International thinkers and key players in the fields of visual art, design, architecture and film came together at M+ Matters, a series of public dialogues exploring critical issues through influential projects that define the contemporary cultural landscape. The keynote event held on 8 December 2017, entitled “The Miracle of the Benesse Art Site Naoshima”, reflected on a cultural project that explores connections between art, nature, architecture and local communities on three islands in western Japan.

来自全球各地的思想家以及视觉艺术、设计、建筑与电影界的知名人士云集“M+思考焦点谈”系列公众论坛，围绕对塑造当代文化景观具有重大意义的项目分享意见，审视有关领域的重要议题。其中于2017年12月8日举行的论坛以“共生共鸣：倍乐生艺术场直岛”为题，剖析了位于西日本的一个文化项目，探究项目中三座岛屿在艺术、自然、建筑和地方社群之间的联系。

CELE



BRATE

Celebrate talents and good designs that improve quality of life, address social innovation and preserve cultural heritage



嘉许为改善生活质量、社会发展、文化保育有所贡献的人才和优秀设计

DFA AWARDS 2017

DFA 设计奖 2017

Where Design is the Star 表扬设计精英 致敬创意势力



Launched in 2003 by HKDC and sponsored by CreateHK, the DFA Awards honours the excellence and social impact of Asian design, providing a platform to recognise and nurture emerging talent and foster the innovation necessary to shape the future of Asia.

“DFA 设计奖”2003年成立，由香港设计中心主办，创意香港为主要赞助机构，从亚洲的角度，表扬卓越及具影响力的设计，对新锐设计菁英给予肯定，致力培育设计新势力，激发推动亚洲未来发展的创新理念。

SHINE WITH INNOVATIVE IDEAS

As the influence of Asian design grows, so too has the role of the DFA Awards and the spotlight it offers to designers and creatives. Each year, more designers enter their work for consideration in the awards, and more media outlets bring their winning works to the eyes of local and international businesses.

Over 200 creative talents and innovative design projects were celebrated at the DFA Awards presentation ceremony on 6 December 2017, while the three most distinguished accolades: the DFA Lifetime Achievement Award, DFA Design Leadership Award and DFA World's Outstanding Chinese Designer were presented during Business of Design Week (BODW) Gala Dinner on 8 December.

照耀亚洲创意

亚洲设计崛起，“DFA 设计奖”也越来越备受关注，参赛作品数量每年递增，更获多家媒体争相报道，成功为设计专才和创作人士筑起连接国际舞台的桥梁，提升亚洲人才在环球设计界的曝光率。

于2017年12月6日举行的“DFA 设计奖”颁奖典礼上，超过200位创意设计人才及优秀设计项目获颁予奖项。其后于2017年12月8日举行的“设计营商周”(BODW)晚宴更是星光熠熠，颁发了“DFA 设计奖”最高荣誉的三大奖项：“DFA 亚洲设计终身成就奖”、“DFA 设计领袖奖”及“DFA 世界杰出华人设计师”。

DFA LIFETIME ACHIEVEMENT AWARD 2017

DFA 亚洲设计终身成就奖 2017

THE FIVE AWARDS

The DFA Awards recognises the achievements of distinguished Asian designers and top young talents through five major awards:

五大奖项

“DFA 设计奖”特设下列五大奖项，嘉许亚洲设计翘楚与新进菁英的骄人成就：



YOHJI YAMAMOTO

山本耀司



© Photo by Kazumi Kurigami

GRACING FASHION RUNWAYS AROUND THE WORLD 拓环球时尚的天之骄子

Renowned for his avant-garde style and distinctly Japanese aesthetic, fashion designer Yohji Yamamoto made his debut in Tokyo in 1977. By 1981, he was presenting his first collection in Paris, and in 2002, he was appointed creative director of Y-3. Yamamoto's dedication to the fashion industry has garnered him many accolades and awards, including Commander of the Order of Arts and Letters, France's greatest honour in arts and culture.



© YOHJI YAMAMOTO Femme Autumn Winter 1981-82 Paris Collection

日本时装设计大师山本耀司风格前卫独特，其作品1977年首度于东京亮相，之后逐步进军国际市场，早在1981年在巴黎推出首个时装系列，2002年更获知名品牌Y-3邀请担任创意总监。多年来，山本耀司对时装界贡献良多，屡获国际嘉许，更荣获法国艺文界最高荣誉“法国艺术与文化勋章”。

THE AWARD

The DFA Lifetime Achievement Award (DFA LAA) recognises esteemed individuals whose professional achievements have had a significant and lasting impact on the design industry and helped to promote a better understanding of the potential of design for society.

奖项简介

“DFA 亚洲设计终身成就奖”旨在表扬成就卓越的设计翘楚，他们对设计界的贡献影响深远，让公众认识到设计对社会发展的重要性。



DFA DESIGN LEADERSHIP AWARD 2017

DFA 设计领袖奖 2017

ADRIAN ZECHA



REDESIGNING LUXURY AND CULTURAL STAYS 重塑华文化旅游新定义

A famed hotelier with a career spanning more than 45 years, Adrian Zecha founded the internationally renowned Amanresorts in 1987, dedicated to celebrating and preserving the culture of the countries in which they are located. The chain now includes some of the world's most distinctive and highly awarded luxury hotels and resorts. An industry visionary, Zecha has not rested on his laurels. In 2017, he launched the hotel brand Azerai to offer a new standard in affordable luxury.

Adrian Zecha 是知名酒店企业家，驰骋商场已经超过 45 年。1987 年，他创办了蜚声国际的安缦度假酒店品牌，以保育当地文化为经营理念，至今业务已遍布全球，旗下多家豪华酒店与度假村屡获奖项。素来走在行业最前的 Adrian Zecha，并没有因此停下创新的步伐，2017 年他创立全新酒店品牌阿瑟莱，为轻奢旅游服务树立全新的标准。



THE AWARD

The DFA Design Leadership Award (DFA DLA) pays homage to an accomplished global business leader who has integrated strong corporate leadership with superb design.

奖项简介

“DFA 设计领袖奖”嘉许能善用设计，兼具商业领袖风范的国际企业领袖翘楚。



DFA WORLD'S OUTSTANDING CHINESE DESIGNER 2017

DFA 世界杰出华人设计师 2017

ALAN CHAN



陈幼坚

LEADING DESIGN PHILOSOPHY FROM EAST TO WEST 开创融汇东西方的设计哲学

From his humble beginnings as an advertising industry apprentice in 1970, Alan Chan has risen to become an esteemed designer, brand consultant and artist. Over the course of his career, he and the company he founded have received more than 600 local and international awards, and launched a design philosophy that has influenced generations of designers that followed.

As a young apprentice, Chan worked day and night, taking an evening school design course to deepen his understanding of the field. In the 1980s, he was starting his own company, Alan Chan Design Company, whose work embodies his design philosophy, “Oriental Passion, Western Harmony” — the integration of art and culture, and the translation of cross-cultural experiences into inspiration.



陈幼坚的设计创作事业始于 1970 年，从广告界学徒做起，如今已成为知名设计师、品牌顾问及艺术家，更拥有自己的公司，荣获了超过 600 个海内外奖项。这一路走来，他凭借自成一格的设计哲学开拓一片天地，并启发了无数设计界后起之秀。

在担任学徒时，陈幼坚还报读了夜校设计课程，日以继夜投入学习设计与创作。到了 1980 年代，他成功创办陈幼坚设计公司，将“东情西韵”的设计哲学融入工作中，交会艺术与文化，将跨文化体验化作灵感，演绎出备受推崇的独特创作。

THE AWARD

The DFA World's Outstanding Chinese Designer (DFA WOCD) Award recognises an established designer of Chinese origin with significant design achievements and a strong social conscience, who has used their expertise and international acclaim in the academic or practical pursuit of advancing design.

奖项简介

“DFA 世界杰出华人设计师”表扬于全球设计界获得非凡成就的华裔设计师，得奖者热衷于回馈社会，并能善用其专长和国际知名度，通过学术研究或实践应用推动设计发展。



DFA DESIGN FOR ASIA AWARDS 2017

DFA 亚洲最具影响力设计奖 2017

Giving Asian Designs a Platform to Excel 向世界展示亚洲设计的非凡实力

Launched in 2003 by HKDC with CreateHK as the major sponsor, the goal of DFA Design for Asia Awards is to raise awareness of good design and its role in improving the quality of life. The Awards evaluates design projects on their impact in Asia, their use of technology, their commercial and social success, and their overall excellence, elevating the profile of regional talents on the international stage.

“DFA 亚洲最具影响力设计奖”于 2003 年成立，由香港设计中心主办，创意香港为主要赞助机构，旨在突显优秀设计对生活素质的重要性，带领亚洲设计专才走向国际。评审准则分为四大范畴：对亚洲的影响力、科技的应用、商业及社会上的成就，以及整体卓越表现。



The 2017 awards included 12 Grand Awards, 4 Grand Awards with Special Mention, and 170 Category Awards from 26 categories, organised under the disciplines of apparel & accessory design, communication design, environmental design, and product & industrial design.

In 2017, Mainland China topped the leaderboard, followed by the Hong Kong and Japan, with overall submissions increased by around 14% over the previous year. This reflects the growing prestige and influence both of the DFA Design for Asia Awards and of Asian design on the world stage. In its 15th year, the Award continues to offer both established and emerging talents a powerful platform upon which to demonstrate their creativity.



“DFA 亚洲最具影响力设计奖 2017”共颁发 12 个大奖、4 个大奖优异作品以及 170 个组别奖项。组别奖的作品来自“服饰设计”、“传讯设计”、“环境设计”及“产品及工业设计”四大范畴之下的 26 个组别，藉此表扬众多领域中的卓越亚洲设计元素。

2017 年的整体参加作品数目比去年增加 14%，足见“DFA 亚洲最具影响力设计奖”的卓着声誉和举足轻重的影响力，印证亚洲雄厚的设计力量。参加作品当中以来自中国内地的作品数目居首，香港及日本则紧随其后。设计奖踏入第 15 届，也将继续表扬设计领袖和新进专才的杰出作品，发挥向国际展示亚洲创意设计的重要使命。



GRAND AWARD 大奖



Vibram Furoshiki The Wrapping Sole
Vibram S.P.A (Italy 意大利)



The Edible Business Card
Geometry Global Japan (Japan 日本)



Open House at Central Embassy / Thailand
Klein Dytham architecture (Japan 日本)



Agri-Chapel / Japan
Momoeda Yu Architecture Office (Japan 日本)



Kaleidoscopic ivy – SOGETSU 90TH ANNIVERSARY AKANE TESHIGAHARA SOLO EXHIBITION “HANA SO” - / Japan
nendo + onndo (Japan 日本)



Redefining the District –Thailand Creative & Design Center / Thailand
Thailand Creative & Design Center (Thailand 泰国)

DFA HONG KONG YOUNG DESIGN TALENT AWARD 2017 DFA 香港青年设计才俊奖 2017

Where Rising Stars Get a Successful Head-start 新星踏上成功之路

GRAND AWARD 大奖



Mobike Classic
Mobike (Mainland China 中国内地)



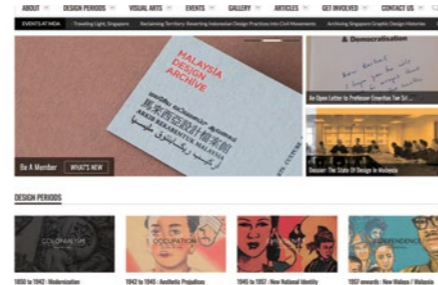
YEV
Yamaha Corporation (Japan 日本)

GRAND AWARD & GRAND AWARD FOR TECHNOLOGY 大奖及科技大奖



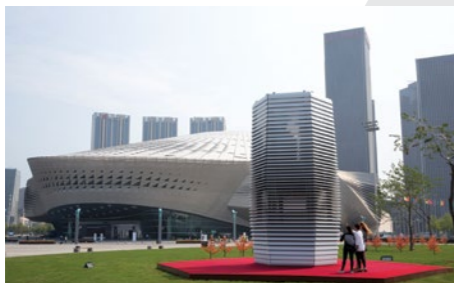
Xperia Touch
Sony Mobile Communications Inc. & Sony Corporation (Japan 日本)

GRAND AWARD FOR CULTURE 文化大奖



Malaysia Design Archive
Malaysia Design Archive (Malaysia 马来西亚)

GRAND AWARD FOR SUSTAINABILITY 可持续发展大奖



Smog Free Project / Mainland China
Studio Roosegaarde (The Netherlands 荷兰)

The DFA Hong Kong Young Design Talent Award (DFA HKYDTA) nurtures emerging talents, offering rising stars aged 35 and younger the chance of international recognition for their outstanding work.

“DFA 香港青年设计才俊奖”旨在培育新进创意专才，对本地 35 岁或以下设计新星的卓越才华予以肯定，藉此建立知名度，在国际舞台上大放异彩。



CULTIVATING THE NEXT GENERATION OF DESIGNERS

This year, DFA HKYDTA received about 250 applications – a 9% increase in submissions compared with the previous year.

With financial support from CreateHK, the Hong Kong Design Institute and the School of Design of the Hong Kong Polytechnic University, a combined total of HK\$5,000,000 was awarded to 13 winners to fund 6 to 12 months of overseas work experience or study, so they can better contribute to Hong Kong's growing creative industries.

PAYING IT FORWARD

To raise the public profile of DFA HKYDTA, 9 promotional events, consisting primarily of sharing sessions, were held between April and June 2017 at various institutes around Hong Kong, where past awardees shared their experiences with graduates and design practitioners. Alumni also shared their overseas experiences at the DFA HKYDTA Alumni Gathering on 30 October 2017.

培育设计新势力

本年度“DFA 香港青年设计才俊奖”共收到近 250 份申请，报名人数比去年多出 9%。

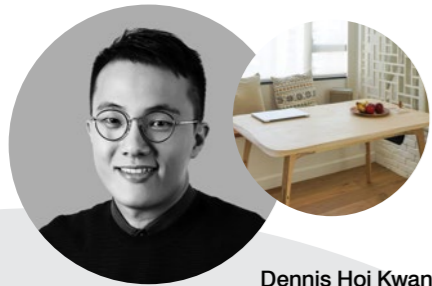
在创意香港、香港知专设计学院及香港理工大学设计学院的支持下，13 位得奖者共获得高达港币 500 万元的赞助，赢得于海外进行为期六至十二个月实习或进修的机会。奖项为本地设计的未来发展积极装备，成就创意产业人才。

将设计力量薪火相传

为加深公众对“DFA 香港青年设计才俊奖”的认识，香港设计中心在 2017 年 4 月至 6 月期间，于香港多间学院举行了九次简介会，邀请了往年获奖者向设计毕业生及在职设计师分享经验和心得。2017 年 10 月 30 日，多名“DFA 香港青年设计才俊奖”往届得奖者也聚首一堂，互相交流海外工作或留学的成果和生活点滴。

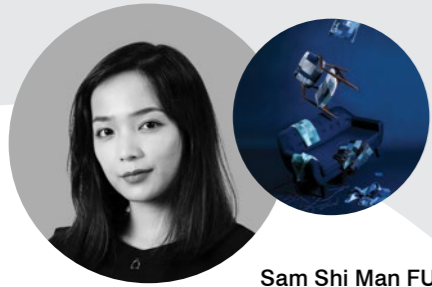


CREATESMART YOUNG DESIGN
TALENT AWARD
创意智优青年设计才俊奖



Dennis Hoi Kwan CHEUNG
Architect

张凯琨
建筑师



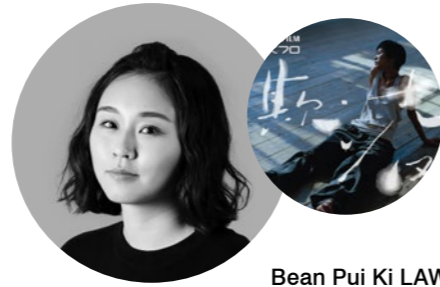
Sam Shi Man FU
Community Designer

符士汶
小区设计师



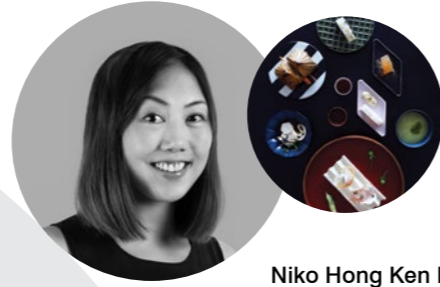
Terry Chi Hin LAW
Social Designer / Entrepreneur

罗治轩
社会设计师 / 企业家



Bean Pui Ki LAW
Art Director

罗佩琪
美术指导



Niko Hong Ken LEUNG
Designer / Artist

梁康勤
艺术家 / 设计师



Celia Wai Man LEUNG
Communication Designer

梁慧雯
传意设计师



Joshua Pak Kei NG
Communication Designer

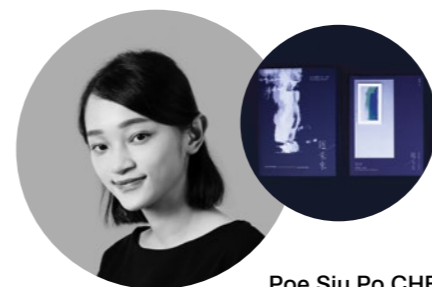
伍栢基
传意设计师

CREATESMART YOUNG DESIGN TALENT SPECIAL AWARD
创意智优青年设计才俊特别奖



Wing Chun CHENG
University of Lincoln – BA Architecture

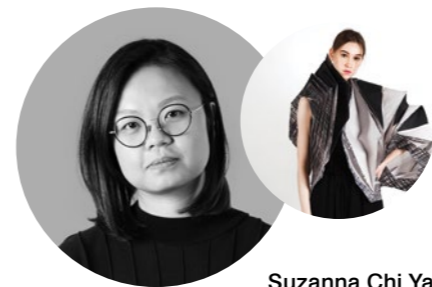
郑颖臻
林肯大学 | 建筑



Poe Siu Po CHEUNG
The Hong Kong Polytechnic University –
BA Communication Design

张少宝
香港理工大学 | 传意设计

HKDI YOUNG DESIGN
TALENT AWARD
香港知专设计学院青年设计才俊奖



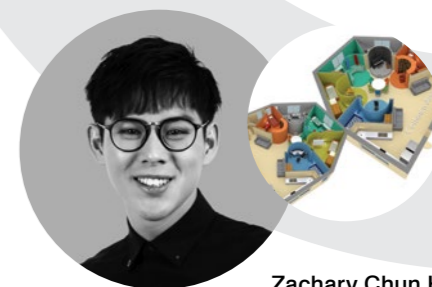
Suzanna Chi Yan YU
Hong Kong Design Institute –
Higher Diploma in Fashion Design

余志欣
香港知专设计学院 | 时装设计



Daniel Hoi Lam CHU
Hong Kong Design Institute –
Higher Diploma in Fashion Design

朱海林
香港知专设计学院 | 时装设计



Zachary Chun Hei WONG
The Hong Kong Polytechnic University –
BEng Product Analysis and
Engineering Design

黄俊希
香港理工大学 | 产品分析及
工程设计

POLYU SCHOOL OF DESIGN
YOUNG DESIGN TALENT AWARD
香港理工大学设计学院青年设计才俊奖



Matthew Cheuk Wai KAM
The Hong Kong Polytechnic University –
BA Communication Design

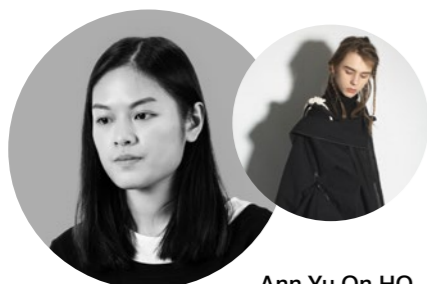
金卓玮
香港理工大学 | 传意设计

DFA AWARDS EXHIBITIONS

DFA 设计奖展览

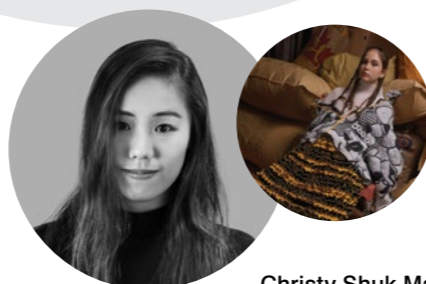
Putting the Spotlight on Design Excellence 聚焦卓越设计

YOUNG DESIGN TALENT SPECIAL MENTION AWARD 青年设计才俊优异奖



Ann Yu On HO
Hong Kong Design Institute –
Higher Diploma in Fashion Design

何裕安
香港知专设计学院 | 时装设计



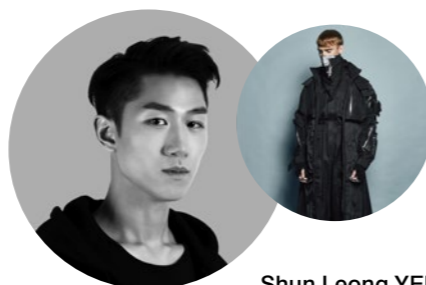
Christy Shuk Man LEE
The Hong Kong Polytechnic University –
BA Scheme in Fashion and Textiles

李淑文
香港理工大学 | 服装及纺织



Gary Hew Fung HON
Architect

韩晓峯
建筑师



Shun Leong YEUNG
Hong Kong Design Institute –
Higher Diploma in Fashion Design

杨舜量
香港知专设计学院 | 时装设计

The DFA Awards exhibitions showcase the works of top creative talents from Hong Kong and around the world, putting design excellence on display while enabling visitors and investors to experience firsthand how innovative ideas become practical products, services and even enterprises through the efforts of designers.

“DFA 设计奖”展览展出香港及世界各地顶尖设计师的杰出作品，荟萃卓越创意和非凡设计，让观众及投资者亲身见证如何将创意注入产品、服务甚至企业当中。

REGIONAL PROMOTIONS: ELEVATING BRILLIANT IDEAS TO INTERNATIONAL PLATFORMS

Between April and June 2017, promotional activities in 7 cities, from trade show visits and media events to seminars on design and exhibitions, were staged to raise interest in the DFA Awards abroad in Tokyo, Tainan, Beijing, Seoul, Bangkok and Shanghai, as well as in Milan in Italy, the partner country of BODW 2017. These events highlighted the DFA Awards to audiences and potential new entrants, with judges, design experts and previous winners on-hand to share their thoughts on design.

LOCAL DISPLAYS: INSPIRING HONG KONG'S CREATIVE MINDS AND BUSINESSES

In Hong Kong, HKDC again partnered with the MTR Corporation to present the DFA Design for Asia Awards Exhibition at ELEMENTS from 11 – 21 May 2017, a free-of-charge exhibition offering selected winners of the 2016 awards the opportunity to have their work seen by more potential business contacts and giving the public the opportunity to appreciate their award-winning designs.

The DFA Hong Kong Young Design Talent Award (DFA HKYDTA) Exhibitions were also open to the public from 26 April to 12 May and from 18 to 29 May 2017 with support from School of Design of the Hong Kong Polytechnic University and Hong Kong Design Institute, where 42 award recipients from 2014 – 2016 showcased their projects at the two campuses.



海外巡展：出众创意闪耀世界

2017年4月至6月期间，香港设计中心先后远赴七大城市，包括东京、台南、北京、首尔、曼谷、上海，以及2017年“设计营商周”伙伴国家意大利的城市米兰，通过推广考察、媒体活动、研讨会及展览等形式宣扬“DFA 设计奖”。这些活动请来专业评审、设计翘楚及历届得奖者分享他们在设计上的真知灼见，藉此引起海外观众的关注，吸引更多设计专才参加“DFA 设计奖”。

本地展览： 激发香港创新 启动创意产业

2017年5月11日至21日期间，香港设计中心再次搭档港铁公司在圆方举办“DFA 亚洲最具影响力设计奖”展览，展出2016年得奖者的优秀作品，让公众免费入场。本次展览在推广设计创意同时，也令得奖设计师有机会接触潜在投资者。

此外，于2017年4月26日至5月12日以及5月18日至29日，“DFA 香港青年设计才俊奖”展览也在香港理工大学设计学院及香港知专设计学院举行，与公众分享42位2014至2016年得奖者的卓越设计。

NURTURE

启蒙创业

Nurture creativity and entrepreneurship among students, budding designers and design-driven starts-ups

为未来设计企业家拓宽创业之路，培养创意和创业精神

DESIGN INCUBATION CENTRES GRAND OPENING CEREMONY

设计培育中心开幕典礼

Turning Today's Design Start-ups into Tomorrow's Successful Enterprises
培育新进设计公司 成就辉煌创意产业



On 17 August 2017, HKDC staged an official opening for its new incubation centres for its Design Incubation Programme (DIP) and Fashion Incubation Programme (FIP), which provide local design start-ups, ardent fashion talents and up-and-coming brands with the space, resources support and network necessary to realise their potentials. Located in Wong Chuk Hang and at the Clothing Industry Training Authority (CITA) Kowloon Bay Training Centre respectively, these centres offer Hong Kong's creative talents a nurturing incubation environment in which to thrive.

Both centres were unveiled with ribbon-cutting ceremonies, attended by Prof. Eric Yim, Chairman of HKDC, and Guests of Honour Mr Edward Yau, Secretary for Commerce and Economic Development and Mr Jerry Liu, Head of CreateHK. CreateHK is the major sponsor of the two programmes, with Herman Miller, Haworth, Kvadrat, and Technogym Asia being sponsors of the two new centres' facilities.

About DIP and FIP
关于“设计创业培育计划”及“时装创业培育计划”

HKDC offers two incubation programmes tailored to designers of different disciplines and experience levels, providing expert advice, assistance, training and opportunities to nurture the next generation of local design talents. For more information, see Pages 42 to 45.

香港设计中心旗下的“设计创业培育计划”及“时装创业培育计划”，为不同领域和资历的设计师提供专业意见、业务发展支持、培训及与业界交流和拓展网络的机会，致力培育新一代本地设计人才。有关两大计划详情，请阅览第42至45页。

2017年8月17日，香港设计中心为旗下“设计创业培育计划”及“时装创业培育计划”而设的全新培育中心举行了开幕仪式。两项计划旨在为本地设计初创公司、新进时装专才以及新兴品牌提供工作空间、资源支持以及营商网络，使其充分发挥潜能。随着位于黄竹坑以及九龙湾制衣业训练局的两家培育中心开幕，将为本地创意人才提供更完善的培育平台，实现创业梦想。

在两间培育中心的剪彩仪式中，香港设计中心主席严志明教授、主礼嘉宾商务及经济发展局局长邱腾华先生，以及创意香港总监廖永亮先生均出席致词。创意香港为两项设计培育计划的主要赞助机构，而 Herman Miller、Haworth、Kvadrat 及 Technogym Asia 则为新中心提供设备赞助支持。

DESIGN INCUBATION PROGRAMME (DIP)

设计创业培育计划

A Strong Nurturing Ground for Design Start-ups 支持设计初创企业展翅翱翔



Thanks to ongoing sponsorship from CreateHK, HKDC's Design Incubation Programme (DIP) has nurtured companies in product design, visual/spatial arts, fashion design, branding/packaging, interior/architecture, jewellery & accessories, media & communication, etc. DIP was launched in 2006, and has been managed by HKDC since 2012.

在创意香港的持续赞助和支持下，“设计创业培育计划”已培育出众多设计企业，业务范畴涵盖产品、视觉与空间、时装、品牌创建与包装、室内与建筑、珠宝及配件、媒体与传播等。此计划于2006年创办，自2012年起由香港设计中心着手管理。

Design Incubation Programme is a two-year programme that helps design start-ups face the challenges they meet in the critical early stages of development. Designers in the programme each receive financial subsidies of around HK\$500,000, ready-to-use office spaces, and opportunities to network and work with industrial and academic organisations, investment angels, professional bodies and other potential business partners.

SERVING INSPIRATION

A number of special events were held just for DIP designers, such as outreach activities to meet, communicate and collaborate with other designers in the programme, workshop on major business

为期两年的“设计创业培育计划”旨在为设计初创公司提供全方位支持，协助其应付创业初期的挑战。此项计划除了为每家培育公司提供约港币50万元的资金资助和设备完善的工作空间，更为其搭建推广与合作平台，与业内和学术组织、天使投资者、专业团体以及其他业务合作伙伴探索商机。

启迪灵感

“设计创业培育计划”为培育公司专门举办了一系列活动，包括促进设计师之间沟通、交流和合作的外展活动，有关会计、社交媒体等重要营商议题的工作坊，以及邀请国际著名鞋履设计大师周仰杰教授 OBE、香港艺术家黄炳培等设计界名匠进行的

topics such as accounting and social media, and design master seminars to give them the chance to meet major players like Prof Jimmy Choo OBE and Stanley Wong. The designers were also treated to a visit to InnoSpace, and were invited to participate in an exhibition in Tainan, Taiwan.

7+1 ENTRENEURSHIP FOR DESIGN & CREATIVE BUSINESS CERTIFICATE PROGRAMME

Co-organised by HKDC and the Centre for Entrepreneurship at the Chinese University of Hong Kong, this programme, held between 29 June and 17 August 2017, helps those seeking to start a design business to gain the necessary skills and knowledge for success. It comprises 7 courses taught by experienced instructors on topics such as the business ecosystem in the current regional landscape, customer development, and market positioning. Participants also got to go on a study trip to the Greater Bay Area to observe creative industry developments in the mainland of China.



GRADUATING IN STYLE

On 2 March 2018, a graduation ceremony celebrated the 42 design start-ups leaving DIP and taking their rightful place as design-preneurs in the competitive world of local and international design. Guests and stakeholders were present to celebrate the graduates' achievements and anticipate their future triumphs and positive contributions to the creative and design industry.

156+ Designers graduated
位设计师通过计划毕业

340 Intellectual property rights applications
项知识产权申请

~95% Start-ups still in operation after two years
初创企业已持续营运超过两年

310+ Local and international awards
个本地及国际奖项

1000+ Jobs created by incubation companies
个培育公司创造的职位

Till 31 March 2018
截至2018年3月31日

分享会。此外，培育公司还获邀到 InnoSpace 实地考察，以及到台南参与设计展览，学习领先的设计理念并借鉴成功之道。

“7+1 志在创业—设计与创意工业”证书课程

此课程由香港设计中心与香港中文大学创业研究中心合办于2017年6月29日至8月17日期间举行，为有意创业的创意工业人才传授务实技能和知识，助其踏上创业成功之路。课程由经验丰富的导师教授七大单元，涵盖香港与周边地区的创意产业现状、客户资源拓展、市场定位等核心主题。除了课堂学习，学员还前往粤港澳大湾区考察，审视中国内地创意产业发展。

毕业耀扬 迈向未来

在于2018年3月2日举行的“设计创业培育计划”毕业典礼上，42家设计初创公司正式毕业，整装待发应对本地与海外设计界市场的挑战。一众嘉宾和持份者也出席了典礼，向毕业初创公司寄予祝福，期望他们未来迈向更高成就，为创意及设计产业带来积极影响。

FASHION INCUBATION PROGRAMME (FIP)

时装创业培育计划

Advancing the Hong Kong Fashion Industry 推动香港时装界长远发展



Under the sponsorship of CreateHK, the Fashion Incubation Programme (FIP) gives Hong Kong's next generation of local fashion talents the support they need to grow and promote their brands, develop valuable networks, explore opportunities and strengthen the position of Hong Kong's fashion industry on the international stage.

“时装创业培育计划”获创意香港全力赞助及支持，为本地新一代时装专才提供全面支持，帮助其发展及推广自家品牌，建立营商网络，探索更多商机，藉此巩固香港在全球时尚业界的领先地位。

Fashion Incubation Programme is an advanced two-year programme that helps nurture new talents and promote the local fashion scene by providing participants with services such as access to studio space, marketing activities and support, seed funding for co-creation projects, empowerment programmes, mentoring and more, with assistance from 11 supporting organisations and 25 mentors.

为期两年的“时装创业培育计划”集合 11 家支持机构及 25 位导师，通过为参与计划的设计师提供工作空间、市场推广支持、协作项目所需的种子基金、企业培训及启导等全方位协助，培育新锐设计专才，促进本地时装业的发展。



FIP DESIGNERS

During the five admission panels held between April 2017 and March 2018, seven designer brands were admitted to FIP.

FIP 设计师

培育计划于 2017 年 4 月至 2018 年 3 月期间进行了五次遴选及评审，共选出七个设计品牌加入“时装创业培育计划”。



CYNTHIA & XIAO



MODEMENT



FFIXED STUDIOS



aogp



L I I I M 碌
L I I I P 碌



ANGUS TSUI



YEUNG CHIN

DeX 2018 DESIGN EXCHANGE

设计交流计划 2018

Encouraging Young Designers to Take on the World 鼓励年轻设计菁英迈向世界



In 2018, as part of our vision to establish Hong Kong as a centre of design excellence in Asia, HKDC launched DeX 2018, a pilot design exchange programme to introduce young Hong Kong design talents to the Asia Pacific region and ASEAN market. With funding from CreateHK, 16 young design talents were staged in Bangkok Design Week and Melbourne Design Week alongside inspiration trips to gain first-hand information of the current design landscape in the two cities.

香港设计中心于2018年推出“DeX 2018”设计交流先导计划，带领香港年轻设计才俊面向亚太地区及东盟市场，藉此实践香港设计中心“推动香港成为亚洲设计之都”的愿景。在创意香港的鼎力赞助与支持下，16位年轻设计师远赴泰国及澳大利亚，在“曼谷设计周”与“墨尔本设计周”参展，并出席各交流活动，亲身了解当地设计业界现况。

DXHK-BANGKOK: COMMUNICATING THROUGH DESIGN AND FOOD

As strategic partners of the Belt and Road initiative and members of Global Design Network, Hong Kong joined Thailand at Bangkok Design Week (BKDW), organised by the Thailand Creative Design Center (TCDC), from 27 January to 4 February 2018, to present “DXHK-BANGKOK Pocket Worlds”, an exhibition featuring 8 Hong Kong designers inspired by their compact city’s cosmopolitan qualities. The seven-day inspiration trip included visits to highlighted events of BKDW, local design studios

DXHK 曼谷站：以设计与美食作为沟通的桥梁

为促进与“一带一路”沿线策略伙伴及“国际设计联盟”成员的交流，八位香港设计师于2018年1月27日至2月4日参加了由泰国创意设计中心举办的“曼谷设计周”，进行“DXHK-BANGKOK Pocket Worlds”展览，阐释香港既“小”且“大”（地方细小却又是大都会）的创意主题。在为期七天的交流活动中，一众香港设计师还参加了“曼谷设计周”的其他焦点活动，并参观了当地设计工作室、展览厅、全新创意

and showroom, newly launched creative space, design associations and more. A food jamming and cultural exchange workshop was organised to foster the cultural exchange between the two cities, at which Hong Kong designers paired off with Thai designers to reimagine the presentation of a quintessential Hong Kong delicacy, salted fish, as a finger food in a creative container.

DXHK-MELBOURNE: BRINGING RISING TALENTS TO AN INTERNATIONAL MARKET

Another 8 emerging Hong Kong designers from the fields of fashion, fashion accessories, product design, and communication design journeyed to Melbourne, the BODW 2018 partner city, to showcase their work at Melbourne Design Week alongside NGV Triennial from March to April 2018. A dedicated Hong Kong pop-up named “DXHK – MELBOURNE Pocket Worlds” with a selection of design works were retailed at the famous National Gallery of Victoria (NGV) design store. A six-day inspiration trip to the highlights of Melbourne Design Week, visits to design schools, design factory, studios and hottest design shops were curated for the designers. The trip ended with a cuppa jamming and cultural exchange workshop, in which Hong Kong designers paired off with Melbourne designers to contrive creative drinks with Chinese tea and Australian coffee.



空间、设计协会组织等。此外，香港设计师还与泰国设计师配对组队，进行了一场集合美食、创作与文化交流的工作坊，合力将香港传统美食咸鱼打造成特色小吃，并特别为其设计一款创意容器。

DXHK 墨尔本站：带领新锐设计师踏上世界舞台

八位来自时装、配饰、产品设计及传意设计等不同领域的香港设计新星远赴2018年“设计营商周”伙伴城市墨尔本，参与“墨尔本设计周”及同期进行的维多利亚国立美术馆三年展，并于2018年3月至4月期间，在美术馆内设计专卖店设立名为“DXHK-MELBOURNE Pocket Worlds”香港展区，让参展香港设计师展销创意作品。旅程中，香港设计师还参与了“墨尔本设计周”的其他精彩活动，并参观了设计院校、设计工厂、工作室以及设计名店。之后，在文化交流工作坊中，香港设计师与墨尔本设计师组队合作，混搭中国茶叶与澳洲咖啡，以创意饮料交流两地文化，为这次旅程画上圆满句号。



ADVANCE

Advance expertise and knowledge to promote innovation and growth within Hong Kong's design community

提升业界及设计专才的质量和专业技能, 带动创新和发展



KNOWLEDGE OF DESIGN WEEK (KODW) 2017

设计“智”识周 2017

Applying Inclusive Design to Everyday Challenges 通过共融设计应对社会挑战



CALLING CREATIVE MINDS FOR BIG CHALLENGES

Knowledge of Design Week (KODW) was held on 12 – 16 June 2017, with the theme “Include 2017: Tackling Big Challenges through Design”. Co-organised by HKDC and the Helen Hamlyn Centre for Design at the Royal College of Art (UK), with CreateHK as the major sponsor, the annual flagship programme explored creative ways that we as a society can deal with challenging issues, through a future-facing approach with the application of design thinking and inclusive design to everyday challenges, so as to open up new business opportunities and experiences for participants.

With a spotlight on inclusive design, the forum focused on people-centred creative thinking and its integration with new development and trends in technology, such as big data, artificial intelligence and virtual reality. The aim was to accelerate the adoption of design thinking approaches that promote an inclusive society, and generate business and social value for the widest demographic possible.

Many internationally acclaimed experts shared their experiences and projects at KODW 2017, among

汇聚非凡理念 拆解重大挑战

由香港设计中心及英国皇家艺术学院海伦·哈姆林设计中心联合举办, 创意香港为主要赞助机构, 设计“智”识周于2017年6月12日至16日顺利举行。本次年度旗舰盛事以“实践共融设计·迎接社会挑战”为主题, 通过设计思维和共融设计放眼未来, 共同探讨应对社会重大挑战的策略, 藉此让参加者拓展全新视野, 发掘崭新商机。

大会论坛以共融设计为核心, 聚焦以人为本的创新思维, 探究将其融合大数据、人工智能及虚拟实境等技术的最新发展趋势, 旨在促进运用设计思维, 构建共融社会, 创造让广泛大众受惠的商业及社会价值。

本年度的设计“智”识周邀请了众多国际知名专家分享他们的真知灼见, 其中包括英国皇家艺术学院海伦·哈姆林设计中心总监 Rama Gheerawo、美国德克萨斯州大学奥斯汀分校健康设计学院行政总监 Stacey Chang、挪威保守党高级政治顾问 Astrid Nøklebye Heiberg、丰田汽车公司丰田小型汽车公司项目总设

them Rama Gheerawo, Director of the Helen Hamlyn Centre for Design, Royal College of Art; Stacey Chang, Executive Director of Design Institute for Health, University of Texas at Austin; Astrid Nøklebye Heiberg, Senior Political Advisor, The Conservative Party of Norway; Takeshi Go, Project Chief Designer of Toyota Compact Car Company, Toyota Motor Corporation; Jonah Houston, Portfolio Lead, IDEO; and Gary Chang, Founder & Managing Director of EDGE Design Institute Ltd.

EXCHANGE OF INSPIRING AND INNOVATIVE IDEAS

This five-day event offered design professionals and social leaders the opportunity to expand their understanding of the role of design knowledge in society and business, through thematic forums and workshops as well as a special seminar series and a roundtable discussion.

Invited speakers discussed a myriad of ways inclusive design can have social impacts while also creating business value in themed forums entitled “Living”, “Connecting”, and “Moving”. Meanwhile at the event’s workshops, participants explored global trends and ways to catalyse innovation through research, case studies, and experiential activities, such as the application of the LEGO® SERIOUS PLAY® method to corporate and leadership training at the workshop hosted by Trivium’s Per Kristiansen.

Through the “In Conversation with Design Masters Series”, homegrown design master Gary Chang, Founder and Managing Director of EDGE Design Institute Ltd. took the audience on a journey of creativity, revisiting the nuanced relationship between design, space and the people inhabiting the space. Themed “Design Challenges for New Futures in Health and Mobility”, the InnoDesign Leadership CEO Forum sought to explore innovative approaches to translating design and innovation for business potential and, more importantly, a vision for the future of business.

For the city’s major players, influencers and academics, the by-invitation-only Ecosystem Roundtable, themed “Designing Public Services: Living Well in the City”, offered a place to exchange ideas and address the most critical challenges facing our city.

20+ Speakers 位演讲嘉宾 700+ Participants 位参加者

3 Forums with case studies 场论坛连案例分析 6 Workshops 场工作坊

1 In Conversation with Design Masters Series session 个与设计大师对话系列环节

计师乡武志、美国 IDEO 流动性项目总监 Jonah Houston, 以及 EDGE Design Institute Ltd 创办人及执行董事张智强等。

交流创新思维 启发灵感互通

为期五天的设计“智”识周提供了难能可贵的平台, 让设计专业人士及社会领袖透过专题论坛、工作坊、系列研讨会及圆桌会议, 深入了解设计知识对社会及企业的影响。

论坛特邀的演讲嘉宾围绕“生活”、“连系”及“流动”三大主题, 探讨共融设计如何传递社会成效及创造商业价值。在不同的工作坊上, 参加者通过研究、案例分析及实践活动剖析全球大趋势, 激发创新思维, 其中在来自 Trivium 的 Per Kristiansen 主持的工作坊上, 分享了如何将 LEGO® SERIOUS PLAY® 应用于企业及领袖培训。

在“与设计大师对话系列”环节中, 本土设计大师、EDGE Design Institute Ltd 创办人及执行董事张智强引领观众踏上一场创意探索之旅, 重新发现设计、空间与生活之间的微妙关系。此外, “设计及创新领袖论坛”则以“未来健康与流动中的设计挑战”为题, 探求以设计和创意力量激发商业潜力的创新之路, 启迪对未来商业发展的崭新构想。

于创好生活圆桌会议—“想象公共服务设计”中, 香港各界知名和具影响力的人士及学者互相交流远见卓识, 共同探究应对香港重大挑战的策略。



The Institute of Design Knowledge (IDK) specialises in the sharing of highly advanced knowledge in the areas of innovation and design management. In 2012, it launched the unique InnoDesign Leadership Programme (IDL), a modular learning platform for executives and business leaders, featuring a mix of interactive workshops covering a wide variety of design practices and management issues.

Chaired by industry leaders and advocates, these small-group workshops are tailored to the dynamic needs of the market and the participants. Developed under the Chinese University of Hong Kong’s EMBA programmes, “Design Planning” and “Experience Design” are two such specialised modules, which have aided executive-level decision makers in honing their competitive edge, and assisted design practitioners in directing their skills towards personal and professional development. This combination of industry expertise, small-group focus and customised subject matter helps attendees learn to create value more effectively through innovation.

设计知识学院一直致力于传授创新及设计管理领域的专业知识。2012年, 学院首度推出“创新设计领袖课程”, 为行政人员及企业领袖提供单元式课程, 通过涵盖多元设计实务和管理议题的互动工作坊, 掌握最新知识与技能。

小组工作坊邀请了业界领袖和设计先驱分享远见卓识, 以迎合不同学员的学习需求, 应对瞬息万变的市场环境。其中, “设计企划”及“体验设计”两个学习单元开设于香港中文大学行政人员工商管理硕士课程之中, 协助行政人员及业务决策者提升竞争力, 并让设计界人士掌握有利于个人及专业发展的技能。此课程融合业界专业知识、小组教学及度身订做议题三大优势, 让学员能够更有效地通过创新创造价值。

700+ Professionals and senior business executives enrolled 位专业人士及高级行政人员报读

35 Course modules offered 个学习单元



DESIGN THINKING PROGRAMMES FOR THE PUBLIC SECTOR

The Innovative Leadership Programme (ILP) is an integrated leadership development programme organised for the Civil Service Training and Development Institute to provide Hong Kong's civil servants with the innovation strategies for service excellence.

One of ILP's core modules, "Service Innovation and Implementation: A Series of Two-Day Modules", challenges participants to apply design thinking through case studies, experience-sharing and group discussions for a broader perspective on what constitutes service excellence. It covers four key elements of the curriculum: innovation, communication, teamwork and leadership. The programme also features interactive workshops, led by Rama Gheerawo, Director of the Helen Hamlyn Centre for Design at the Royal College of Art, and Dr Edmund Lee, Executive Director of HKDC, that highlight diversity, innovation and resilience while encouraging participants to apply creative logic in pursuit of solutions.

公务员设计思维培训课程

“创意领袖培训计划”是一个专为公务员培训处筹办的综合领袖发展计划，旨在为香港公务员提供创新策略，提升公共服务素质。

计划其中一个核心单元为“创新服务与执行：两天课程”，要求参加者将设计思维运用于案例分析、经验分享及群组讨论之中，藉此加深及拓展对卓越服务的认识。课程内容涵盖四大元素：创新、沟通、团队合作及领导才能，并邀请了英国皇家艺术学院海伦·哈姆林设计中心总监 Rama Gheerawo 及香港设计中心行政总裁利德裕博士主持互动工作坊，鼓励参加者运用创新思维制订解决方案，促进组织中的多元特色，培养创新精神和提升应变能力。

iii 530+ Civil servants participated
位公务员参与

DESIGN THINKING AND CREATIVE LEADERSHIP WORKSHOPS

IDK promotes the strategic use of design thinking in order to equip Hong Kong's thought leaders and decision makers with a people-centric approach to tackling challenges, so that the solutions they create are not just innovative, but have a meaningful impact on the community.

At these workshops designed for professional staff and senior-level management, design thinking methodologies that encourage participants to identify innovation opportunities through insight-led discovery are introduced, along with creative leadership skills to foster an innovative culture within groups.

Bespoke workshops and seminars have been conducted for various organisations and government departments, including CLP Power Hong Kong Limited, Kerry Properties Limited, the Jockey Club School of Public Health and Primary Care of the Chinese University of Hong Kong, Police College, and Leisure and Cultural Services Department.

设计思维与创意领袖工作坊

设计知识学院致力推动有策略地运用设计思维，让香港各界领袖及决策者得以因应各种挑战制订以人为本的应对方法，以创新角度解决问题之余，更能为社会带来积极影响。

工作坊为专业人士及高级管理人员而设，旨在培养参加者的设计思维和创意领导才能，通过深入洞悉和探索发掘崭新机遇，营造群体合作之间的创新氛围。

学院曾举办多场工作坊及讲座，针对不同机构及政府部门的需要，参与单位包括中华电力有限公司、嘉里建设有限公司、香港中文大学赛马会公共卫生及基层医疗学院、香港警察学院，以及康乐及文化事务署。

iii 120+ Senior managers participated
位高级管理人员参与



GAGE

EN

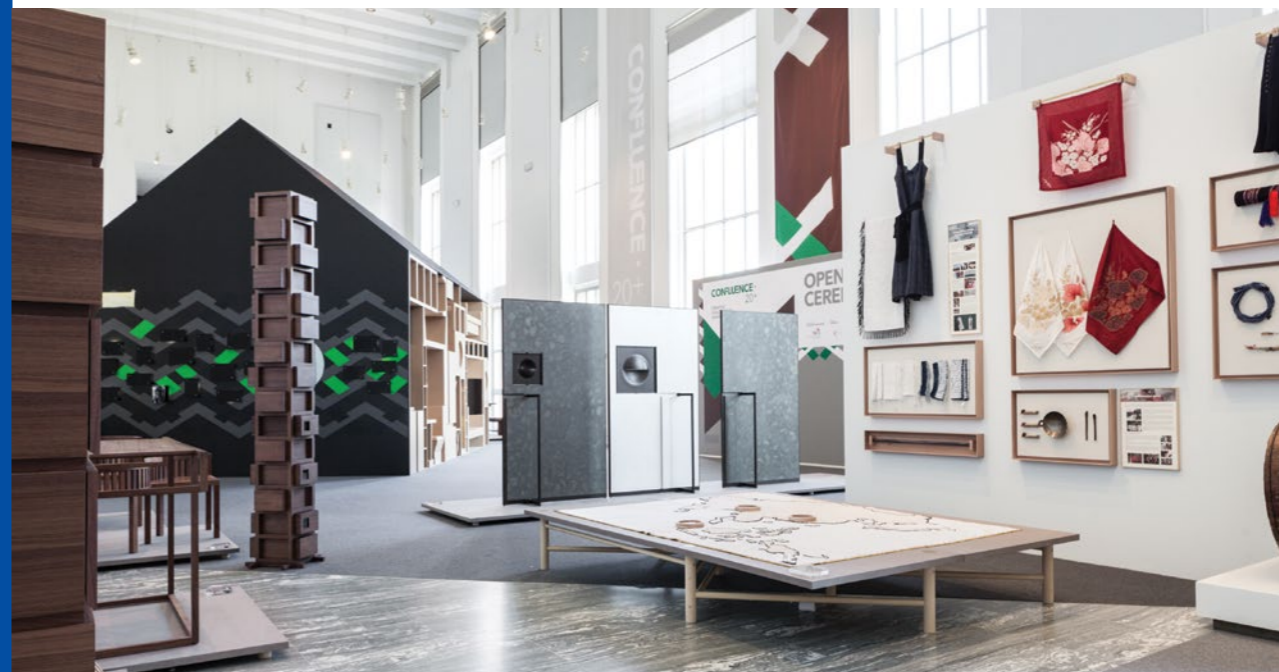
Engage the society by sharing industry news, knowledge and insights with the press as well as the public

推动各界互联，积极与传媒和大众分享行业信息和知识



CONFLUENCE • 20+

Celebrating a Milestone for Hong Kong and the Design Sector 见证香港设计界的又一里程碑



The Confluence • 20+ exhibition international tour was an accredited event commemorating the 20th anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR). Named for the point at which things merge – in this case, the convergence of ideas, interaction and innovation – this was the third in an ongoing exhibition series celebrating Hong Kong’s co-evolving creative ecologies, following the Hong Kong: Creative Ecologies – Business, Living, Creativity exhibition held at EXPO 2010 Shanghai and the Creative Ecologies+ exhibition in 2012. Organised by HKDC, the event was staged in Milan (4 – 16 April 2017), Hong Kong (6 – 28 June 2017), Seoul (26 August – 16 September 2017) and Chicago (14 October – 4 November 2017) through the collaboration of 20 design units from different disciplines, each in its own way showcasing the vitality and achievements of Hong Kong’s design industry and creative ecosystem.



“Confluence • 20+”世界巡回设计展是为庆祝香港特别行政区成立20周年而举办的一项盛大活动，是由香港设计中心策划的同系列展览的第三部曲，而首两个分别为2010年上海世博“香港：创意生态—商机、生活、创意”及2012年“创意生态+”展览。本次则以“Confluence”为主题，意指海纳百川，旨在颂扬香港融合多元文化、互动与创新的创意生态。展览期间，来自不同行业的20个设计单位先后于米兰（2017年4月4日至16日）、香港（2017年6月6日至28日）、首尔（2017年8月26日至9月16日）及芝加哥（2017年10月14日至11月4日）四大城市，通过不同形式展示本地设计界与创意生态的活力与成就。

The exhibition offered a dynamic design spectacle from start to finish, from its mix of veteran designers and up-and-coming talent, to works fusing tradition and technology, alongside engaging public programmes such as guided tours, workshops and forums. Among the renowned local and international designers invited to participate were Nicol Boyd & Tomas Rosén, Alan Chan, Samuel Chan, Gary Chang, Lu Lu Cheung, Chiu Kwong Chiu, C.L. Lam, Freeman Lau, James Law, Lee Chi Wing, Lo Chi Wing, Lo Kai Yin, Lo Sing Chin, Sharon de Lyster, Elaine Yan Ling Ng, Kingsley Ng, Sammy Or, Julie Progin & Jesse Mc Lin, Otto Tang and Stanley Wong. The events drew approximately 175,000 visitors and garnered positive feedback from the press and the public.

设计展涵盖多项丰富的活动，既汇聚了设计大师与新锐才俊，又糅合了传统与科技，还举行了公开导赏团、工作坊及论坛等，吸引公众参与。众多海内外著名设计师也应邀出席，包括 Nicol Boyd & Tomas Rosén、陈幼坚、陈维正、张智强、张路路、赵广超、林纪桦、刘小康、罗发礼、利志荣、卢志荣、罗启妍、卢声前、曾思朗、吴燕玲、伍韶劲、柯焯坚、Julie Progin & Jesse Mc Lin、邓晓滔及黄炳培。展览共吸引约 175,000 名观众入场，备受公众及各大媒体赞誉。



HKDC STUDIO 香港设计中心工作室

Enlightening the Creativity of the Public 点燃公众创意火花



香港设计中心工作室成立于2016年5月，是一个位处于元创方的社区学习和展览空间。这个实验性项目肩负着凝聚社会各界人士的重任，借着更有策略地运用设计来造福经济、社会及民生，实践香港设计中心提倡创新的使命。2017至2018年期间，香港设计中心工作室举办了一系列多元活动，包括 HKTDC X HKDC 呈献：时尚“原创”坊系列、“生活就是设计”展览以及“艺术、设计、之外”展览。此外，通过由本地设计师带领的实践活动，公众有机会围绕设计相关的议题展开交流和讨论，彰显创意力量。

HKDC STUDIO was established in May 2016 as an experimental learning and exhibition space at PMQ to engage the community and reach out to a diverse audience as part of HKDC's mission to advance the strategic use of design for the community's well-being. Between 2017 and 2018, a wide array of events was organised, including the *HKTDC x HKDC Presents: Fashion Workshop Series*, the *Good Life. Good Design Exhibition* and the *Art, Design and Beyond Exhibition*. HKDC Studio is a pilot endeavour that showcases the power of design through hands-on activities headed by local designers, offering the public the opportunity for open discussion of topical issues.



COMMUNICATIONS & MEDIA PUBLICITY 传播及传媒推广

Designing a Creative Media Approach 开拓全面的设计推广方案

Broadening the public's understanding of design, design thinking and their social value requires a comprehensive approach to media communications, particularly new media. To reach the widest possible audience, HKDC shares news on industry developments, organisation activities and more through various communication methods, and regularly evaluates its communication policies to ensure both integrity and efficacy in its dealings with the media.



Along with popular new media outlets, such as social media presences on Facebook, WeChat and Instagram, and the *DMatters* monthly e-newsletter, HKDC has also maintained a strong presence in traditional media, through print in publications like *Design Post*, a special collaborative issue with *City Magazine*, and widely distributed media interviews and conference coverage, as well as a new radio programme *Good Life Good Design* and local and international media partnerships on events.

为加深公众对设计与设计思维的认识，并宣扬设计对社会的价值，必须制定综合而广泛的媒体推广策略，针对渗透新兴媒体，务求扩大宣传覆盖面。因此，香港设计中心一直通过多元宣传渠道发布行业动态、中心活动以及其他信息，并定期检视媒体沟通方案，以确保宣传工作能全面而有效地推行。

除了于 Facebook、微信、Instagram 等流行社交媒体平台，以及通过电子月刊《DMatters》发布信息外，香港设计中心还活跃于传统大众媒体，包括出版《号外》随刊别册《Design Post》，接受媒体专访与论坛采访等，本年度更推出全新电台特辑“生活就是设计”。此外，我们还积极与海内外媒体合作，宣传推广各类活动。



METRO RADIO PROGRAMME

In October 2017, HKDC collaborated with Metro Radio to air *Good Life Good Design*, co-hosted by Prof. Eric Yim, Chairman of HKDC, and Ms. Audrey Yip Wing-see. Broadcasted every other Thursday as part of the *Doors to the World* show, the hour-long programme shared good design and design thinking with the audience and encouraged the evolution of enterprising design. Prominent guests, noted for their exceptional creativity and design-thinking skills, were invited to share their creative journey, insights and experience with listeners.

The first series, "Living & Design", which finished airing in December 2017, featured renowned designers and design brand representatives and focused on the connection between good design and lifestyle. The second, "Business & Design Thinking", which began in January 2018, brought in industry leaders from different sectors to look at the application of design thinking to running a business. With its third series due to begin in August 2018, the programme has received considerable positive feedback from the industry and audience alike.

新城知讯台节目

香港设计中心自2017年10月起，与新城知讯台合作于《世界随意门》节目中推出“生活就是设计”特辑，每两星期于周四播放一次。这个时长一小时的节目由香港设计中心主席严志明教授联合叶泳诗女士主持，与听众分享卓越设计及设计思维，提倡企业化设计，并请来著名创意精英及设计思维领袖分享创作点滴，细说个人设计观点与经历。

节目首个系列以“生活与设计”为主题，邀请著名设计师及设计品牌代表共同探讨优秀设计与生活方式的联系，并已于2017年12月圆满结束。而紧接推出的第二个系列“营商与设计思维”于2018年1月开播，请来不同领域的行业领袖剖析如何将设计思维应用于商业营运中。节目自推出以来广受各界好评，已拟于2018年8月载誉推出第三个系列。



PUBLICATIONS

To promote a deeper understanding of design and keep the public informed of important design events on Hong Kong's calendar, HKDC has issued both regular and special publications and distributed them to the public through email, the media, at events and by other channels.

DMATTERS

Design professionals, practitioners and enthusiasts can stay abreast of the latest industry news, design events, and HKDC announcements through our monthly e-newsletter, *DMatters*. It also offers insights into Hong Kong's design community, with regular spotlights on local designers and creative talents.

《DMatters》是香港设计中心每月发送的电子通讯，为设计专才、业内人士及设计爱好者提供最新行业信息、活动回顾以及香港设计中心动向等丰富内容。此外，《DMatters》还会定期介绍本地设计师及创意专才，让读者掌握香港设计社群的发展。

出版刊物

为加深公众对设计的认识并宣传推广香港的主要设计活动，香港设计中心会出版定期及特别刊物，并通过电子邮件、各大媒体、活动以及其他渠道向公众发布。

DESIGN POST

In partnership with *City Magazine*, HKDC publishes the quarterly magazine *Design Post* to discuss good design, design thinking, and design trends in the city and around the world. Alongside news on innovative products and design events, the magazine features interviews with industry insiders and leaders.

香港设计中心与《号外》携手出版《Design Post》设计季刊，提供设计产品及盛事信息，并刊登设计行内专才及大师的专访，共同探讨香港乃至全球的优秀设计、设计思维及设计潮流。

KODW DIGEST 2017 设计“智”识周 2017 文摘

For Knowledge of Design Week (KODW) 2017, HKDC joined *City Magazine* in publishing a KODW Digest, *Design. Societies. Inclusivity.*, summarising and addressing the topics raised during the week-long event, with an emphasis on the importance of inclusive design and design thinking. Case studies are featured, as well as interviews and discussions on design and business strategy.

香港设计中心与《号外》联合出版设计“智”识周2017文摘——《设计能令社区更共融吗?》，收录及探讨设计“智”识周上的热门话题，聚焦共融设计与设计思维，并涵盖案例分析、设计及企业策略专访与研讨等内容。



BODW 2017 PROGRAMME BOOK 设计营商周 2017 节目总览

This programme book contains a comprehensive schedule of BODW 2017 Asia's premier annual design event, biographies and celebrated projects of the invited speakers, and more.

“设计营商周 2017”参与者均可获发《设计营商周 2017 节目总览》，以浏览活动时间流程、特邀演讲嘉宾履历和具代表性的项目等，全情投入这项年度亚洲设计界盛事。



DESIGN FOR ASIA: DFA AWARDS 2017 给亚洲设计 — DFA 设计奖 2017

The winners of the DFA Awards 2017 are honoured in a special book published for the event, offering readers a look at the winning entries in order to spark discussion on Asian design and give the talented young designers a platform to showcase their creativity to the world.

《给亚洲设计—DFA 设计奖 2017》特刊表彰“DFA 设计奖”得奖者，不仅为年轻设计菁英提供向世界展现创意的宝贵平台，更可吸引读者关注与讨论亚洲设计。



CONFLUENCE · 20+ CATALOGUES

To celebrate the successful Confluence · 20+ exhibition international tour, HKDC published two books on the event, sharing the stories behind the exhibitions and interviews with exhibitors. The books serve as both a legacy of the exhibitions and an opportunity for those who missed the event to experience it vicariously.

CONFLUENCE · 20+ 目录册

为庆祝“Confluence·20+”世界巡回设计展圆满举行，香港设计中心特别出版两本目录册，分享展览背后的花絮故事，以及参展者的专访内容，藉此进一步推广本地设计，并让错过展览的人也有机会体验该盛大活动的魅力。

HKDC ANNUAL REPORT 2016-17 香港设计中心年报 2016-17

HKDC reports to its stakeholders each year on its initiatives, programmes, developments and financial performance. The 2016-17 Annual Report received bronze awards in both the Cultural Organization and Design Industry Association categories of the ARC Awards.

香港设计中心每年均会以年度报告的形式向持份者汇报过去一个年度的工作动向、活动项目、发展计划及财务表现。2016-17 年度报告更获颁发 ARC 年报大奖“文化机构”组别及“设计行业协会”组别铜奖。



PUBLIC RESOURCES

公共资源

Gateway to Design Resources 为公众提供设计资源

The key to promoting social innovation is to change the perception of design by providing valuable online resources and on-site channels – a gateway for the public to learn about and get involved in the design community.

推动社会创新，关键在于拉近设计与人们的距离。通过提供丰富的网上资源和实体渠道，可让公众深入认识及接触创意社群，令设计不再遥不可及。

DESIGN DIRECTORY

HKDC provides a design directory on its website that allows businesses and the public to easily search for the design expertise they need. By creating a comprehensive, user-friendly platform for interaction between designers and the public, this sector-specific directory helps Hong Kong-based creative talents raise their professional profiles.

HKDC LIBRARY

Founded in 2008 at InnoCentre in Kowloon Tong, this special library is dedicated to improving the public's understanding of and interest in design by providing a comprehensive list of local and international titles to share and promote design knowledge. The library boasts around 6,000 items, including over 2,000 design books and 3,700 international design magazines, with regular new acquisitions.

香港设计指南

由香港设计中心提供的网上设计指南，让企业及公众轻易搜索到所需的专业设计服务，为促进设计专才与公众的交流联系提供一个全面而便捷的平台，本地创意人才更可藉此展现专业履历和提升知名度，缔造更多商机。

Find out more
了解更多



香港设计中心图书馆

香港设计中心图书馆位于九龙塘创新中心，自2008年成立成立以来致力于推广设计知识，网罗海内外书籍刊物，以提升公众对设计的了解和兴趣。目前，图书馆藏书约6,000本，其中包括逾2,000本设计书籍及逾3,700本国际设计杂志，并将不断增加新书目。



FOSTERING EXCHANGE WITH LOCAL AND OVERSEAS VISITORS

加深各地人士对香港设计界的认识

Welcoming the World to Hong Kong's Design Hub 向国际展示香港作为设计之都的地位



An important mission of HKDC is to build an extensive international network and communication platform, so that local creative talents can find new opportunities to collaborate and participate on the world stage. In 2017-18, HKDC received delegations from industry leaders, media, education institutions and more, from Hong Kong and the mainland of China to the UK, US, Austria and Singapore. Delegates came to understand the latest developments in Hong Kong's design scene, local support for design entrepreneurs, concepts and applications of design thinking, and to build valuable connections within and beyond the local design ecologies.



香港设计中心的其中一项重要使命是构建广阔的环球网络与交流平台，让本地创意精英得以与世界接轨，开拓新机遇。在2017-18年度，香港设计中心接待了本地以及来自中国内地、英国、美国、奥地利和新加坡等地的考察代表团，与海内外行业领袖、传媒、教育组织等密切交流。各界代表团成员在考察访问期间，探索香港设计界的最新发展，借鉴本地支援设计企业家的方案，了解香港设计中心如何推广设计思维及其应用，同时藉此机会与香港设计界各方建立紧密连系。

FRIENDS OF HKDC MEMBERSHIP PROGRAMME

香港设计中心之友会员计划

Staying Connected to the Design Community 连结各界的设计社群

For those who understand the value of design and wholeheartedly support HKDC's mission of establishing Hong Kong as a centre of design excellence in Asia, there is the Friends of HKDC Membership Programme.

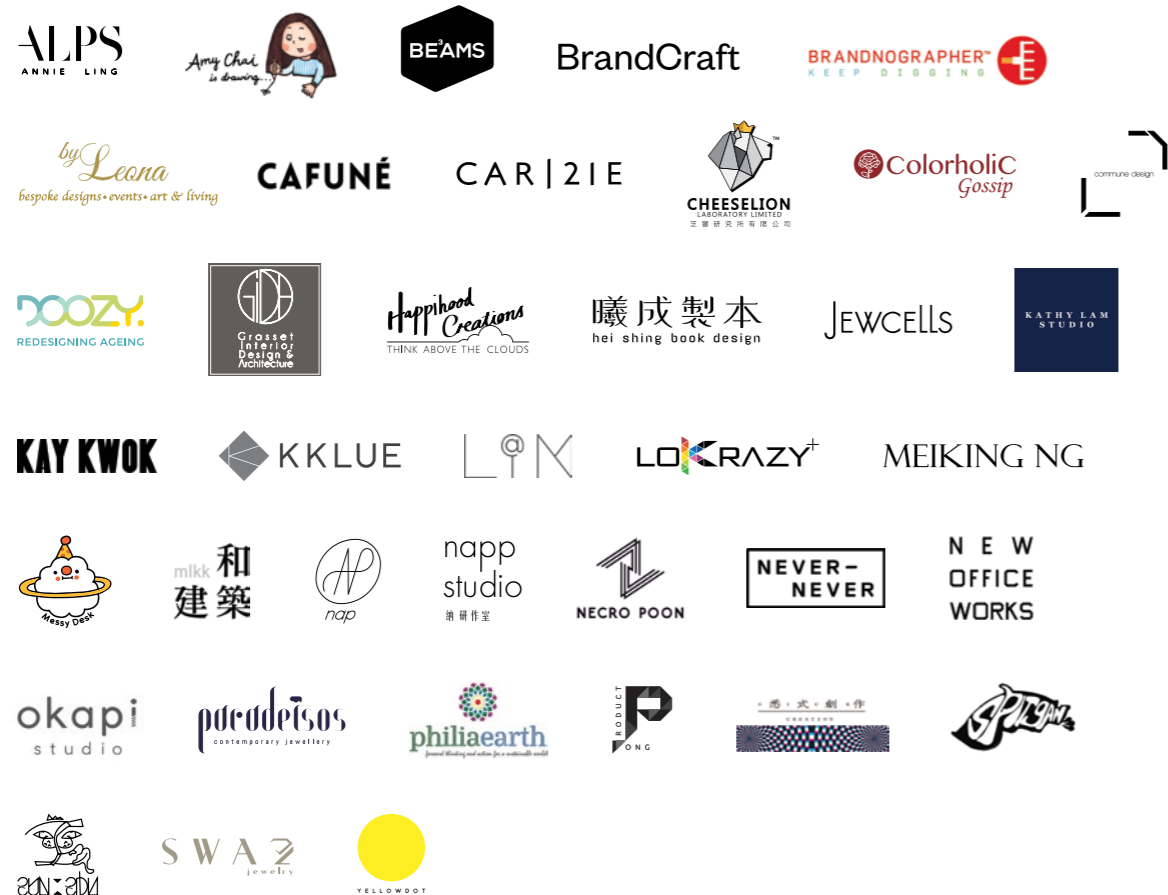
Bringing together visionary organisations and individuals from various professions and backgrounds, the programme champions sustainable development through design and innovation for the betterment of society, the local community and the business sector. It offers members opportunities to connect, collaborate and deepen their design knowledge, up-to-date news on design-related programmes, and priority invitations to HKDC and HKDC partner events headlined by design leaders worldwide.

“香港设计中心之友会员计划”汇聚各方力量，广结深明设计价值的同路人，全力支持香港设计中心实现“推动香港成为亚洲设计之都”的愿景。

此计划云集来自不同领域和背景的组织及人士，通过设计与创新推动可持续发展，为社会、本地社群及商界带来积极影响。此外，计划还提供众多合作机会，促进会员之间的联系和沟通，互相交流和增进有关设计的专业知识与行业动向。会员更可优先参与由香港设计中心及其伙伴机构举办的活动，与全球设计领袖一同探索设计未来。

ACKNOWLEDGEMENT OF CORPORATE MEMBERS 鸣谢公司会籍的会员

(From 1 April 2017 to 31 March 2018, in alphabetical order 由 2017 年 4 月 1 日至 2018 年 3 月 31 日，按英文字母排序)



ACKNOWLEDGMENT OF PATRON MEMBERS 鸣谢永久赞助会籍的会员

(Till 31 March 2018, in alphabetical order by surname 截至 2018 年 3 月 31 日，按姓氏英文字母排序)

Mr Fawaz Abid Bakhotmah
Architect & Designer,
Innovative Culture Friendship

Mr Michael Cheung
張志立先生
Director, Zincere Limited
先时有限公司总裁

Ms Agnes Chiu
赵福文女士
Lee Kum Kee Co Ltd
李锦记(香港)有限公司

Mr Alex Chunn
Executive Consultant,
Techronic Industries Co. Limited
创科实业有限公司执行顾问

Prof. Richard Fung
冯立中教授
Chief Executive,
Hong Kong Standards and Testing Centre
香港标准及检定中心总裁

Ms Pansy Ho
何超琼女士
Group Executive Chairman and
Managing Director, Shun Tak Holdings Limited
信德集团有限公司集团行政主席兼董事总经理

Mr Jeremy Hocking
President, Herman Miller International

Ms Kigge Hvid

Dr Kan Tai-keung, SBS, BBS
新雄强博士
Founder, KL & K Creative Strategies
靳刘高创意策略创办人

Dr Kwong Man-hang, Benge, JP (Aust.)
邝敏恒博士
President, WKK Technology Ltd.
王氏港建科技有限公司总裁

Mr Lai Man-ting, Edmond
黎文定先生
Director, Much Creative
Communication Limited
多点创意设计有限公司总监

Dr Michael Lam
林宝兴博士
CEO, Hong Kong Quality Assurance Agency
香港质量保证局总裁

Ms Denise Lau
刘惠蔚女士
Chief Executive Officer, COLOURLIVING
COLOURLIVING 行政总裁

Dr Flora Lau
刘伟婷博士
Founder, Flora Lau Designers Ltd
刘伟婷设计师有限公司创办人

Mr Lau Siu Hong Freeman, BBS
刘小康先生
Founder, KL & K Creative Strategies
靳刘高创意策略创办人

Mr Lau Tai Yum
刘耀钦先生

Dr Edmund Lee
利德裕博士
Executive Director, Hong Kong Design Centre
香港设计中心行政总裁

Dr Harry Lee, SBS, JP
李乃熿博士
Chairman, TAL APPAREL LTD.
聯業製衣有限公司主席

Mr Leung Wai-fung
梁伟峰先生
Founder & CEO, Artemis Digital Limited
衍盛数码有限公司创办人及行政总裁

Dr John S.K. Lo
罗肇强博士

Mr Lu Lam, Leslie
卢林先生
Principal, Hong Kong Design Institute and
Institute of Vocational Education (Lee Wai Lee)
香港知专设计学院及香港专业教育学院
(李惠利) 院长

Mr Ma Yu Hung, Samuel
马余雄先生
Managing Director,
Luk Ka Paper Industrial Limited
力嘉纸品印刷工业有限公司董事总经理

Mr Ng Man Wai, Danny
吴文伟先生
Director, 4N design
四目建筑设计事务所董事

Mr Neckel Nils
Director, Designlink operated by
Design & Distribution Link Limited

Mr Benson Pau
鲍洁钧先生
Founder and CEO,
Wings Trading (HK) Co. Limited
飞腾行(香港)有限公司创办人及行政总裁

Mr Tsoi Chiu Hang
蔡超恒先生
Executive Director,
Lifestyle Creating Holding Limited
时尚创建集团有限公司执行董事

Mr Wang Chi Fung
王志峰先生
Director, China Energy Technology
Holdings Limited
中国能源科技集团有限公司董事长

Mr Ben Wong
黄志奇先生
Director, Sure Profit Holdings Ltd.
利保集团有限公司董事长

Mr Danny Wong
Executive Director,
Wiseman International Digitech Limited
华冕国际数码技术有限公司执行董事

Mr Peter Wong
黄绍开先生

Mr Qin Xia
夏勤先生
President, Makestream Design Co. Limited
杭州麦客意识流设计有限公司负责人

Prof. Eric C. Yim, JP
严志明教授
Chairman, Hong Kong Design Centre
香港设计中心主席

Mr Leon K L Yoong
翁国梁先生
Vice President, Techtronic Design,
Techtronic Product Development Ltd

Dr Allan Zeman
盛智文博士
Chairman, Lan Kwai Fong Group
兰桂坊集团主席

2B Square

4M Industrial Development Limited

FringeBacker Limited

Play Concept Limited

Shantou University
汕头大学

深圳市易讯天空网络技术有限公司

Tandem Design

CORPORATE GOVERNANCE

企业管治

Implementing Best Governance Practices 恪守原则 展示实务典范

As a publicly funded organisation, HKDC has continuously strengthened its corporate governance and improved its workplace culture over the years to foster accountability, cooperation and collaboration. In addition to regular reviews of its operation, HKDC conducts regular staff training to ensure that operational procedures comply with its own corporate governance principles.

HKDC has also implemented a two-tier reporting system for managing potential conflicts of interest for its directors. Apart from self-reporting potential conflicts at board or committee meetings, directors are now also required to disclose their general interests, direct or indirect, pecuniary or otherwise, on appointment to HKDC's board. Their declarations are also available for inspection by members of the public upon request.

香港设计中心作为一家获政府拨款资助的机构，多年来一直致力加强企业管治及改善职场文化，以维持高度的问责性及深化内部协作。除了定期检讨日常运作，香港设计中心还定期提供雇员培训，确保营运程序符合其企业管治原则。

此外，香港设计中心还实行两层通报机制，以处理董事的潜在利益冲突。除了向董事会或委员会自行申报外，董事在获委任加入香港设计中心董事会时，也须披露所有直接或间接、金钱或非金钱的一般利益。如有需要，有关披露的信息也会公开予公众人士查阅。

OUR ACCOUNTS

香港设计中心账目

Income and expenditure statement for the year ended 31 March 2018

截至 2018 年 3 月 31 日止财政年度收支结算表

		HKDC Basic Activities 香港设计中心基本营运	Design Incubation Programme 设计创业培育计划	Supporting the Implementation of the Fashion Initiatives 提供支持落实时装业发展措施	Design Incubation Programme (Phase II) 设计创业培育计划 (第三期)	Fashion Incubation Programme 时装创业培育计划	Fashion Asia Hong Kong 2017	Business of Design Week 2017 设计营商周 2017	Business of Design Week 2018 设计营商周 2018	Knowledge of Design Week 2017 设计智识周 2017	Knowledge of Design Week 2018 设计智识周 2018	DFA Awards 2016 DFA 设计奖 2016	DFA Awards 2017 DFA 设计奖 2017	DFA Awards 2018 DFA 设计奖 2018	HK Young Design Talent Awards 2014 香港青年设计才俊大奖 2014	HK Young Design Talent Awards 2015 香港青年设计才俊大奖 2015	HK Young Design Talent Awards 2016 香港青年设计才俊大奖 2016	HK Young Design Talent Awards 2017 香港青年设计才俊大奖 2017	Hong Kong Creative Ecologies: The Plurality of Visions in Design (tbc) 香港创懿生态：越界传承	DeX 2018	Exhibition on "Hong Kong Creative Ecologies: The Plurality of Visions in Design" in Milan, Seoul and Chicago	Total 总计
Income 收入	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$
Government grant 政府资助	0	18,916,097	3,817,347	5,766,876	10,725,093	1,647,185	6,936,953	8,388,187	35,667	1,732,659	37,784	1,406,224	3,279,716	53,223	627,282	792,282	3,165,351	386,111	7,088,341	1,279,933	6,437,573	82,519,884
Project income 项目收入	110,900	2,042,885	340,082	0	105,870	81,600	112,469	1,168,971	0	293,959	0	1,607	1,896,613	0	0	0	0	0	0	0	89,250	6,244,206
Sponsorship 赞助 / 捐款	1,172	4,391,104	0	0	0	0	2,692,774	3,954,851	0	730,500	0	373,766	916,514	0	76,646	109,246	138,956	83,000	0	0	0	13,468,529
Other income 其他收入	249	1,149	15,796	1,238	1,192	454	709	330	0	27	0	23	325	0	10	124	293	95	480	23	599	23,116
	112,321	25,351,235	4,173,225	5,768,114	10,832,155	1,729,239	9,742,905	13,512,339	35,667	2,757,145	37,784	1,781,620	6,093,168	53,223	703,938	901,652	3,304,600	469,206	7,088,821	1,279,956	6,527,422	102,255,735
Expenditures 支出	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$
Project expenses 项目开支	7,160	7,859,695	2,938,098	480,474	8,300,731	831,892	8,750,531	11,194,019	35,667	2,388,639	37,784	1,422,088	5,148,930	53,223	703,938	213,824	3,160,400	432,239	4,828,393	1,116,062	6,507,422	66,411,209
Payroll & related cost 薪资及相关支出	7,000	12,326,428	1,221,927	4,559,146	2,518,824	885,347	972,374	2,298,320	0	358,506	0	339,532	944,238	0	0	687,828	144,200	36,967	2,260,428	163,894	0	29,724,959
Donation 捐款	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Overhead & administration 一般营运及行政费用	26,500	5,165,112	13,200	728,494	12,600	12,000	20,000	20,000	0	10,000	0	20,000	0	0	0	0	0	0	0	0	20,000	6,047,906
	40,660	25,351,235	4,173,225	5,768,114	10,832,155	1,729,239	9,742,905	13,512,339	35,667	2,757,145	37,784	1,781,620	6,093,168	53,223	703,938	901,652	3,304,600	469,206	7,088,821	1,279,956	6,527,422	102,184,074
Net surplus 净盈余	71,661	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	71,661

Non-Government Funding
非政府资助

Government Funding
政府资助

CreateSmart Initiative
创意思智计划

Other Government Funding
其他政府资助拨款

HKDC BOARD OF DIRECTORS

香港设计中心董事会

CHAIRMAN 主席



Eric Yim 严志明

VICE CHAIRMAN 副主席



Bonnie Chan 陈德姿



David Lo 卢永强

DIRECTOR 董事



Cees de Bont



Patrick Bruce



Viveca Chan 陈一枋



Barney Cheng 郑兆良



Benson Cheung 张本善



Janet Cheung 张启秀



Felix Chung 钟国斌



Roy Chung 钟志平



Joey Ho 何宗宪



Freeman Lau 刘小康



James Law 罗发礼



Ron Leung 梁昆刚



Steve Leung 梁志天



Jerry Liu 廖永亮¹



Joseph Lo 劳建青



Kai-yin Lo 罗启妍



Victor Lo 罗仲荣



Leslie Lu 卢林



Victor Tsang 曾昭学²



Raymond Yip 叶泽恩

ALTERNATE DIRECTOR 候补董事



Antony Chan 陈志毅³



Tom Grey



Fiona Lam 林惠冰



Kevin Yeung 杨棋彬



Karr Yip 叶小卡



Louisa Young 杨苏苏

MEETING ATTENDANCE/TOTAL NUMBER OF MEETINGS

会议出席次数 / 会议数目
(1/4/2017 – 31/3/2018)

	Board of Directors 董事会	Finance and Administration Committee 财务及行政委员会	Business Development Committee 企业拓展委员会
Eric Yim 严志明	5/5	-	4/4
Bonnie Chan 陈德姿	3/5	3/4	2/4
David Lo 卢永强	4/5	2/4	4/4
Cees de Bont	3/5	-	3/4
Patrick Bruce	3/5	4/4	-
Viveca Chan 陈一枋	0/5	-	3/4
Barney Cheng 郑兆良	1/5	-	1/4
Felix Chung 钟国斌	1/5	-	1/4
Roy Chung 钟志平	2/5	2/4	-
James Law 罗发礼	1/5	-	2/4
Steve Leung 梁志天	2/5	-	0/4
Joseph Lo 劳建青	1/5	-	-
Kai-yin Lo 罗启妍	3/5	-	2/4
Victor Lo 罗仲荣	3/5	-	0/4
Leslie Lu 卢林	5/5	-	4/4
Victor Tsang 曾昭学	2/4	3/3	-
Raymond Yip 叶泽恩	3/5	-	-
Head of CreateHK 创意香港总监	5/5	4/4	4/4
Representative appointed by Hong Kong Federation of Design Associations 香港设计总会代表	4/5	2/4	1/4
Representative appointed by Hong Kong Fashion Designers Association 香港时装设计师协会代表	1/5	-	3/4
Representative appointed by The Chartered Society of Designers 英国特许设计师协会(香港)代表	5/5	-	-
Representative appointed by Hong Kong Designers Association 香港设计师协会代表	5/5	-	-
Representative appointed by Hong Kong Interior Design Association 香港室内设计协会代表	1/5	2/4	1/4

Remarks

¹ Jerry Liu resigned as Director on 22 September 2017

² Victor Tsang was appointed Head of CreateHK on 1 November 2017

³ Antony Chan resigned as Alternate Director on 19 January 2018

注释

¹ 廖永亮于2017年9月22日辞任董事

² 曾昭学于2017年11月1日获委任为创意香港总监

³ 陈志毅于2018年1月19日辞任候补董事

INTERNATIONAL ALLIANCES

国际联盟

Joint Design Force across Disciplines and Borders 跨越创意疆界 联结设计力量

HKDC's wide range of quality programmes was produced in part with the support of our global affiliates with a shared vision, who together form the Global Design Network (GDN).

有赖各跨国伙伴的支持，香港设计中心得以举办一系列多元活动，借着彼此通力合作，凝聚国际设计联盟各会员的力量，为实现共同愿景连成一线。

GLOBAL DESIGN NETWORK (GDN)



Launched in 2005 by HKDC and the Hong Kong Trade Development Council (HKTDC), GDN is a Hong Kong-based extensive collaborative network whose members encompass leading design associations worldwide. Since 2013, the Hong Kong Federation of Design Associations (FHKDA) has produced the GDN Symposium with CreateHK as the major sponsor, facilitating communication among GDN members and the exchange of ideas about all aspects of the design industry with industry peers across nations.


















国际设计联盟

由香港设计中心与香港贸易发展局于2005年共同创立的“国际设计联盟”，是一个以香港为中心的庞大合作网络，会员来自全球各地的顶尖设计协会。为加强联盟会员之间的沟通联系，香港设计总会自2013年筹备国际设计师联席会议，由创意香港为主要赞助，让环球相关行业人士打破地域界限，针对设计业不同领域交流意见。

Australia 澳大利亚	 
Austria 奥地利	
Barcelona 巴塞罗那	  
Belgium 比利时	  
Canada 加拿大	 

China 中国	 
	 
	中国工业设计协会 China Industrial Design Association
	  
	 
	 
	  
Denmark 丹麦	 
	

France 法国	
Germany 德国	    
Hong Kong 香港	                                 
Hungary 匈牙利	

India 印度	 
Indonesia 印度尼西亚	  
Japan 日本	
Korea 韩国	 
Macau 澳门	 
Malaysia 马来西亚	
Portugal 葡萄牙	 
Singapore 新加坡	
Spain 西班牙	 
Sweden 瑞典	    
Taiwan 台湾	  
Thailand 泰国	
United States 美国	    

(and expanding 合作网络持续扩展)







香港设计中心
Hong Kong
Design Centre

香港九龙塘达之路七十二号
创新中心一楼
1/F InnoCentre
72 Tat Chee Avenue
Kowloon Tong, Hong Kong
Telephone +852 2522 8688
Facsimile +852 2892 2621

Facebook	HKDC 香港设计中心
Youtube	HK Design Centre
Instagram	hk_design_centre
Wechat	香港设计中心HKDC
Weibo	香港设计中心
Twitter	HK Design Centre

www.hkdesigncentre.org