

Press Release

[For immediate release]

**Hong Kong design force pop up at Bangkok Design Week
presenting original pocket-sized yet ingenious worlds**

- **8 aspiring Hong Kong designers/ brands will showcase their creative and design talents inspired by the compact yet cosmopolitan Hong Kong**
- **Exhibition will take place from 27th Jan to 4th Feb at Lhong 1919 in Bangkok Design Week 2018**
- **Cultural exchange and food jamming workshop was also held on 29th Jan.**

(30.1.2018 Bangkok) Hong Kong, as a buoyant hub for creative talents, is always keen to promote its design worldwide. Being strategic partners of the Belt and Road initiative, Hong Kong and Thailand's design and creative industry joined forces at Bangkok Design Week (BKDW) organized by Thailand Creative Design Centre (TCDC). To strengthen the exchange and collaboration between the cities, **Hong Kong Design Centre (HKDC)**, with the funding support from Create Hong Kong of the Government of the Hong Kong Special Administrative Region, **is pleased and proud to present "DXHK-BANGKOK Pocket Worlds"**, an exhibition at the design week featuring Hong Kong designers, showing a variety of talented designs inspired by the compact yet cosmopolitan Hong Kong. The exhibition is part of the design exchange programme "DXHK", which is a 7-day inspiration trip to Bangkok for Hong Kong young designers to immerse themselves in Thailand's creative economy, and gain insights from in-depth design and cultural exchange with Thai design talents and industry leaders.

HKDC led eight up-and-coming Hong Kong designers to display their inspired creativity with bespoke showcases of their own interpretation of pocket worlds. Professor Eric Yim, Chairman of HKDC, said, *"Since the launch of the Belt and Road Initiative, meaningful cooperation and development opportunities have been springing up from all directions. Not only is Thailand one of the most important partner countries of Belt and Road and a member state of ASEAN, it has always been a strategic trading partner of Hong Kong as well. With that said, the HKSAR Government is planning to set up an Economic & Trade Office in Thailand, in order to facilitate more and more cross-region collaboration in trade, business and other sectors. It is HKDC's pleasure to take the lead in exploring cooperative opportunities with Bangkok, using design as a catalyst for social innovation, economic growth and the betterment of society."*

The curator of DXHK-BANGKOK Pocket Worlds, Professor Alvin Yip explained, "Although Hong Kong is a small, compact, pocket-sized city, we are also diverse, cosmopolitan, and worldly. **The DXHK – BANGKOK Pocket Worlds** unfolds individual creative systems, literally from bags and baggage on the carousel of eight aspiring Hong Kong designers and brands from five different perspectives - Augmented Experience, Co-Creation, Culture Narrative, Material Circular and Placemaking." Participating designers are:

Augmented Experience - *There will be no boundaries or borders in the future of media design. It will drive more interaction and greater experience.*

- Jack Lau, Co-founder and Creative Director, Vision Desire

Co-creation - *The co-creation design goes beyond the social good designs by requiring an active engagement of all actors in the design process in order to create greater value for the community.*

- Kay Chan, Social Designer, Good Day Society

Culture Narrative - *Visual design is no longer about designer's personal expression, but embody culture element into the art form.*

- Uncle, Founder, AfterWorkShop
- Jim Wong, Co-founder, Good Morning Design

Material Circular - *The idea of material circular design is to redefine the product design system and process by improving materials selection and product design to help broaden users' experience and perspective.*

- Xavier Tsang, Founder, BeCandle
- Mui Kinoshita, Director, ASA

Placemaking - *Placemaking is not just about designing functional space. It is how designers humanize the space by taking into account the interrelations between surrounding retailers, vendors, amenities provided, and activities taking place in the space to create greater value for the community.*

- Keikko Lee and Rosetta Lau, Co-founder, Unite Unit
- CM Jao and Ken Cheung, Co-founder, Oft Interiors

In addition to the showcase, a cultural exchange workshop was held on 29th Jan. Eight pairs of Hong Kong X Thai designers had a food jamming session featuring a quintessential Hong Kong traditional food – salted fish. The pairs created a dish of finger food including a creative container. Andy Yang, Michelin-Star Chef and Founder of Rhong Tiam, the first Thai restaurant in the United States to receive a Michelin Star, was also invited as guest judge to facilitate the creation.

DXHK – BANGKOK Pocket Worlds will be opened to the public until 4th Feb 2018. Details are as follows:

Date: 27th Jan to 4th Feb 2018

Opening hours: 11:00am to 9:00pm

Venue: Bowen Hall, B02 Lhong 1919

(248 Chiang Mai Road, Klong San, 10600 Bangkok, Thailand)

Photo Captions



Photo 1: Prof. Eric Yim (centre), HKDC chairman, with the young designers, the curator and HKDC team at DXHK-BANGKOK Pocket Worlds exhibition on the opening day.



Photo 2: Dr. Suvit Maesincee, Minister of Science and Technology of Thailand, Prof. Eric Yim, HKDC chairman, and Mr. Kittiratana Pitipanich, Deputy Managing Director of Thailand Creative & Design Center, at the opening ceremony of Bangkok Design Week 2018 at The Grand Postal Hall, Grand Postal Building on 27th Jan.



Photo 3: Food jamming and cultural exchange workshop where Thai and Hong Kong designers created finger food dish from Hong Kong salted dish on 29th Jan.



Photo 4: Mr. Vira Rojpojanarat, Minister of Culture of Thailand, visited BXHK-BANGKOK Pocket Worlds exhibition at Lhong 1919 on 29th Jan.



Photo 5: DXHK-BANGKOK participating designers visited designer studios, arts space and etc at ChangChui during the inspiration. They also met Mr. Parkin Vatanajyankur, Marketing/Project Manager of ChangChui to learn more about the Thai creative industry.

High-resolution images download link: <https://goo.gl/JdhrJQ>

About Hong Kong Design Centre

The Hong Kong Design Centre (HKDC) is a non-profit organisation and 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 business development and improve the well-being of society in the following directions: CONNECT, CELEBRATE, NURTURE, ADVANCE, ENGAGE.

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

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About DXHK

Funded by Create Hong Kong and organised by Hong Kong Design Centre, DXHK is a pilot design exchange programme starting with Bangkok Design Week, to uphold the mission of HKDC to establish Hong Kong as a centre of design excellence in Asia, and to strengthen our strategic partnership with Belt and Road regions and ASEAN market.

About Create Hong Kong

The Create Hong Kong (CreateHK) is a dedicated office set up by the Government of the Hong Kong Special Administrative Region to spearhead the development of Hong Kong's creative industries. Set up in June 2009, CreateHK co-ordinates the Government policy regarding creative industries, focuses Government's resources catering for the promotion and speeding up of the development of creative industries in Hong Kong, and works closely with the trade to boost the development of creative industries.

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