

Business of Design Week 2017 Officially Opened

Hong Kong SAR Chief Executive Carrie Lam was the Guest of Honour at today's opening ceremony for Asia's premier event on design, innovation and brands

#BODW2017

(Hong Kong, 7 December 2017) Asia's leading international event on design, brands and innovation, Business of Design Week (BODW), was officially opened at the Hong Kong Convention and Exhibition Centre. Dignitaries including **The Honourable Mrs Carrie Lam**, GBM, GBS, the Chief Executive of the Hong Kong SAR, **Mr Antonello De Riu**, The Consul General, Consulate General of Italy in Hong Kong and Macau, **The Honourable Edward Yau**, GBS, JP, Secretary for Commerce and Economic Development of the Hong Kong SAR, **Professor Eric Yim**, JP, Chairman of the Hong Kong Design Centre (HKDC), **Mr. Victor Lo**, Chairman of BODW Steering Committee of Hong Kong Design Centre, **Ms. Margaret Fong**, Executive Director of Hong Kong Trade Development Council, **Mr Michele Scutto**, Italian Trade Commissioner of the Italian Trade Commission Hong Kong Office and **Mr Victor Tsang**, Head of Create Hong Kong were among those in attendance to officially open this year's event, the 16th edition of the landmark international summit.

Design & Innovation in Hong Kong

With CreateHK as major sponsor and Hong Kong Trade Development Council (HKTDC) as the co-organiser, BODW aligns with the HKSAR's direction of cultivating design thinking and people-centred innovation, and promoting wider and strategic use of design in the city for problem solving, wealth creation & societal wellbeing. Mrs Carrie Lam, GBM, GBS, the Chief Executive of the Hong Kong SAR, said at the Opening Ceremony today: "Design is among the fastest growing of our creative industries, and my government is committed to supporting and expanding the design sector. We are doing this not only for their economic value, but also because the creative industries open up massive opportunities for our young people. Hong Kong Design Centre, which is our long-term partner, as well as BODW's organiser, will be actively involved in helping to nurture Hong Kong's design talent."

An international exchange

Italy returns as Official Partner Country for BODW 2017, ten years after the global design powerhouse first partnered with the event. Speaking at today's Opening Ceremony, **Mr**

Antonello de Rui, The Consul General, Consulate General of Italy in Hong Kong and Macau, said: “Top Italian creative minds guided by the curatorial theme “**Italy Makes A Difference**”, together with an awesome exhibition curated by prominent architect Dario Curatolo, will enrich Business of Design Week and showcase to the Hong Kong public the best in Italian design philosophy and production.”

The design world looks to Hong Kong

Professor Eric Yim, JP, Chairman, HKDC said: “As a world-class hub in Asia for cultivating enterprising creativity, Business of Design Week attracts the world’s greatest minds in business and design to Hong Kong each year. In one of the world’s great financial metropolises, I am proud that a summit such as Business of Design Week, which places design and innovation at its core, has become one of the most important international events on the city’s calendar.”

Each year, BODW brings to Hong Kong some of the world’s most celebrated design masters, brand leaders and business figures across a number of fields, to inspire an international audience on the merits of good design. The annual event serves as a valuable platform for professionals across sector to network, exchange ideas and explore business collaborations, and represents a world-class hub in Asia for the business communities and creative industries.

BODW 2017 builds on the legacy of previous editions to bring to Hong Kong a star-studded line-up of international masters of design and innovation, with a focus on the world of architecture. Influential thought leaders speaking at this year’s event include **Massimiliano Fuksas** (Studio Fuksas); **Professor Jacques Herzog** (Herzog & de Meuron); **Alberto Meda** (Alberto Meda Design); **Mario Bellini** (Mario Bellini Architects); **Sou Fujimoto** (Sou Fujimoto Architects Inc.); **Marco Balich** (Balich Worldwide Shows); **Dr Paul Thompson** (Royal College of Art); Artist **Edoardo Tresoldi**; **Mitja Borkert** (Automobili Lamborghini S.p.A.); **Oscar Farinetti** (Eataly); **Rocco Yim** (Rocco Design Architects Ltd), and many more.

BODW’s comprehensive scope of programmes celebrates design, innovation and brands from a wide-reaching perspective, covering themes relating to Brands & Innovation, Communication & Design, Product & Design, Design for Asia, Space & Design, and Culture & The City. New programme highlights this year include a session on **Heritage & Design**, an intimate masterclass by iconic architect and designer **Michele De Lucchi**, and a forum on



Cultivating a Future Mindset - Creative Leadership, made its debut yesterday (5 December) to champion the need for design thinking and creative education across disciplines.

Beyond the main programming of BODW, a number of satellite events under the banner of **BODW Satellite Events x deTour** will take place from December onwards to ensure the creative spirit is felt citywide. At HKCEC, the **FASHION ASIA 2017 HONG KONG “Fashion Challenges” Forum** will address the challenges facing the business of fashion today, with an impressive line-up of local and international fashion industry leaders speaking over two days. At PMQ, the **“10 Asian Designers to Watch” Exhibition** will provide a platform for the region’s most promising designers to exhibit their talent and innovation.

More information about this year’s programme and details for ticket purchase can be found at bodw.com.

High-resolution images can be downloaded here:

Link: <https://www.dropbox.com/sh/5achmacz38acrb1/AAByyJ74ylE0T3zgXiBXEOTqa?dl=0>

Password: bodw2017

About Hong Kong Design Centre

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

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

annual thematic design knowledge sharing platform on how design can solve complex challenges of our society.

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