

[Press Release]

“MELBOURNE DESIGN WEEK SHOWCASES HONG KONG EMERGING DESIGN TALENT”

Melbourne, (13th March, 2018) – Eight emerging Hong Kong designers will have the opportunity to showcase their work under the theme “Pocket Worlds – where Big Things Happen in Small Spaces” as part of the **Hong Kong Design Centre’s (HKDC), Business of Design Week (BODW)** initiative. From the fields of fashion, product design and fashion accessories, their works have been selected to display and market at the National Gallery of Victoria (NGV) design store as part of the internationally-acclaimed Melbourne Design Week in Australia, from March 16th and will run until mid-April 2018.

DXHK – MELBOURNE, the showcase of Hong Kong talent in Australia is the second leg of “DeX”, a pilot design exchange programme that aims to uphold HKDC’s vision to establish Hong Kong as a centre of design excellence in Asia. The first leg was held in Bangkok at the end of January 2018. DXHK – MELBOURNE is the first lead-in programme of BODW, which HKDC partner with Creative Victoria, Melbourne is the partner city this year. As HKDC’s BODW initiative, DXHK – MELBOURNE aims to kick-start the exchange and open up the dialogue with Melbourne starting from the younger generation.

“2018 is a year of exchange between Hong Kong and Melbourne. The rich cultural heritage of Melbourne, combined with progressive innovation has shaped this unique creative spirit that is genuine and powerful. Hong Kong, not unlike Melbourne, has been pushing the boundaries of design and innovation. Being at the heart of Asia, and a melting pot for East and West, we have always embraced diversity. We hope to flourish and deepen the relations with our partner city from the conference level to the community. The DXHK-MELBOURNE is not only to introduce Hong Kong emerging designers, but also to share ideas, exchange insight, forge new business connection and explore collaboration opportunities with Melbourne. We look forward to continuing the dialogue with designers and industry experts in both cities and interact with the global design community at BODW 2018.” said Professor Eric Yim, Chairman of the HKDC.

This talented group of Hong Kong based emerging designers represents the core of HKDC’s mission, where great design improves lives and transforms businesses. The showing talents including awardees of DFA Hong Kong Young Design Talent Award, top 40 design talents under the age of 40 in Asia by Perspective Global, 100 outstanding Chinese designers (under 30), Red Dots, iF, German Design Award etc. The creative minds ranging from 100% Hong Kong trained designers to multinational background. The Participating designers include:

Polly Ho, Chan Po Fung, Ricky Lai, Jackie Luk, Max Lam, Joe Kwan, Nelson Leung and Raft Wong.

Melbourne Design Week runs from March 15 to March 25, 2018 and features a 10-day celebration of talks, showcases, design tours, workshops, industry events and networking opportunities. DXHK – MELBOURNE Pocket Worlds will be prominent throughout the 10-day event and will continue on display at NGV design store until mid-April 2018.

- End -

About HKDC

Hong Kong Design Centre (HKDC) is a non-profit organisation founded in 2001 as a strategic partner of the HKSAR Government to establish Hong Kong as the 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 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 Asian design awards; Design Incubation Programme (since 2012) and Fashion Incubation Programme (since 2017) – 2-year incubation schemes to nurture aspiring design and fashion entrepreneurs; FASHION ASIA HONGKONG (since 2016) – a new initiative combining talks, interactions and cultural exchanges to burnish 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 in our society.

Business of Design Week (BODW) 2018 will take place from 3rd – 8th December in Hong Kong.

About DXHK - MELBOURNE

Funded by Create HK, DeX is a pilot design exchange programme 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 & Road and the Asia-Pacific region. DXHK - MELBOURNE is the second leg of the project that two participating cities: Bangkok (ended) and Melbourne. Comprises an international showcase at Melbourne Design Week together with a 6-day trip

for the young designers to gain in-depth design and cultural exchange with their Australian counterparts, to test the market and develop business network in Melbourne, as well as to bring back valuable inspiration and experience to benefit the local creative industry.

For general information:

Meiping Lam

meiping.lam@hkdesigncentre.org

www.hkdesigncentre.org.hk

FB: @hkdesigncentre

IG: @hk_design_centre

Youtube: HK Design Centre

For Press enquires:

International

Mary Covatta

M: +852 93180518

E: mary@covattacommunications.com

Hong Kong

Rachel Mok

T: +862 3118 7380

E: rachel@covattacommunications.com

Disclaimer:

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