



Press Release

Immediate Release

DFA Hong Kong Young Design Talent Award Exhibition Kick Started at Hong Kong Polytechnic University Showcasing the Creative Force of Hong Kong Design Talents

(27 April 2017, Hong Kong) DFA Hong Kong Young Design Talent Award (DFA HKYDTA) Exhibition, has kick started. Supported by the Hong Kong Polytechnic University, 42 awardees of DFA HKYDTA showcase their projects at the Jockey Club Innovation Tower. Professor Eric Yim, Chairman of the Hong Kong Design Centre, gave a welcome speech and shared his joy in seeing the potential in Hong Kong young designers. Awardees, Him Ng and Nelson Leung, who had completed the overseas placement, shared their amazing experience at the Guest Preview. The exhibition will open to public for free from 27 April to 12 May.

Organised by Hong Kong Design Centre (HKDC) and funded by Create Hong Kong, DFA HKYDTA aims to nurture local design talents by providing financial sponsorship up to a half-million Hong Kong dollars for them to work in overseas famed design firms or study in renowned design institutes for 6 to 12 months. Through the experience, awardees can unleash their talents and develop their skills, so to contribute Hong Kong's design industry and maintain the city's competitiveness upon their return.

Professor Eric Yim, Chairman of HKDC, remarked, "I am very proud to see the potential and passion in our Hong Kong young design talents. Their projects are all very creative and inspiring. And with the help of the Award, it has further developed their skills and unleashed their potential. I look forward to their return and seeing more of their creative works in Hong Kong soon."

Him Ng, awardee of CreateSmart Young Design Talent Award 2014, said, "Thanks to the DFA HKYDTA, I had the opportunity to work in the Iskos-Berlin Design in Denmark. The experience inspired me, I can see in many ways in using what I learned to contribute to the Hong Kong design industry."

Nelson Leung, awardee of CreateSmart Young Design Talent Award 2014, said, "The experience in working in Jason Wu Studio in the United States was one of my best life experience! I can see Hong Kong has full potential comparable to the international design market."

With the support of Hong Kong Design Institute (HKDI), the exhibition will relocate to the Experience Centre of HKDI from 19th May to 28th May.



DFA Hong Kong Young Design Talent Award Exhibition

Date: 27 April - 12 May 2017

Time: 10:00am – 7:00pm

Venue: Innovation Gallery, Jockey Club Innovation Tower, The Hong Kong Polytechnic University, Hung Hom

*open to public for free

Note to Editor:

The DFA Hong Kong Young Design Talent Award (DFA HKYDTA) 2017 is now open for application.

Online Application Details

Date: 20 April - 28 June 2017

Submission: www.ydta.dfaawards.com

Application Requirements

Hong Kong permanent residents aged 35 or below who are either designers with relevant working experiences, or design graduates of Higher Diploma, Associate Degree or Bachelor Degree from local educational institutions or Master Degree obtained from local or overseas educational institutions in 2017 with nomination from industry organisations or professionals are eligible for the application.

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About DFA Hong Kong Young Design Talent Award (DFA HKYDTA) (www.ydta.dfaawards.com)

Established in 2005, DFA Hong Kong Young Design Talent Award (DFA HKYDTA) as one of the programmes of DFA Awards organised by the Hong Kong Design Centre (HKDC), aims to support and cultivate local up-and-coming designers and design graduates aged 35 or below. Awardees may receive sponsorship to undergo overseas work attachment in renowned design companies or study in overseas institutes to unleash their potential and contribute to Hong Kong's design and creative industry development upon their return.

Organiser (www.hkdesigncentre.org)

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 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 design awards from an Asia perspective; **Design Incubation Programme** (since 2012) and **Fashion Incubation Programme** (since 2017) – 2-year incubation programmes to nurture future design and fashion entrepreneurs; **FASHION ASIA HONGKONG** (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.

Event Photos

For high resolution of photos, please visit: <http://www.hkdc.hk/download/awards/HKYDTA0427.rar>

<p>Photo 1</p> 	<p>Photo 2</p> 	<p>Photo 3</p> 
<p>Professor Eric Yim, Chairman of HKDC, was giving a welcome speech at the guest preview of DFA Hong Kong Young Design Talent Award Exhibition.</p>	<p>Him Ng, the awardee of CreateSmart Young Design Talent Award 2014, product and industrial designer, was sharing his overseas working experience in the Iskos-Berlin Design in Denmark.</p>	<p>Nelson Leung, awardee of CreateSmart Young Design Talent Award 2014, fashion designer, was sharing his overseas working experience in Just In Case in Taiwan and Jason Wu Studio in the United States.</p>
<p>Photo 4</p> 	<p>Photo 5</p> 	
<p>Awardees were introducing their projects to the guests.</p>	<p>42 awardees' projects of DFA Hong Kong Young Design Talent Award 2014, 2015 and 2016, as the creative force for positive change in society, from Apparel and Accessory, Communication, Product and Industrial as well as Environmental design fields are showcased.</p>	