

DESIGN CAN

# DC

HKDC Annual Report  
香港设计中心年报  
2021—22

Design for  
Sustainable Community  
设计 · 构建可持续社区



# 2021 —22

# About HKDC

## 关于香港设计中心

A non-governmental organisation registered in 2001 and established in 2002, Hong Kong Design Centre is a strategic partner of the Hong Kong SAR Government in advancing Hong Kong as an international centre of design excellence in Asia.

Our public mission is to promote wider and strategic use of design and design thinking to create business value and improve societal well-being.

香港设计中心是一个于2001年注册，并于2002年成立的非政府机构，与香港特别行政区政府建立战略合作伙伴关系，以推动香港成为亚洲区享誉国际的设计之都为目标。

我们的公共使命是推动社会更广泛和具战略性地运用设计及设计思维，为业界创造价值，改善社会福祉。

### Founding Members

#### 创会成员



HONG KONG FEDERATION OF  
DESIGN AND CREATIVE INDUSTRIES  
香港設計及創意產業總會



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DESIGNERS  
• HONG KONG •



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香港設計師協會



HKFDA  
HONG KONG  
FASHION  
DESIGNERS  
ASSOCIATION  
香港时装设计师协会



HKIDA  
HONG KONG INTERIOR DESIGN ASSOCIATION  
香港室内设计师协会

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## 2002

2002

- Hong Kong Design Centre (HKDC) established  
香港设计中心成立

2002

- Business of Design Week (BODW) launched  
推出首届“设计营商周”



2003

- DFA Awards launched  
推出首届“DFA 设计奖”
- First edition of DFA World's Outstanding Chinese Designer and DFA Design for Asia Awards launched  
推出首届“DFA 世界杰出华人设计师”及“DFA 亚洲最具影响力设计奖”

2004

- First edition of DFA Design Leadership Award launched  
推出首届“DFA 设计领袖奖”

2005

- First edition of DFA Hong Kong Young Design Talent Award launched  
推出首届“DFA 香港青年设计才俊奖”



## 2012

2006

- HKDC was relocated to InnoCentre  
香港设计中心迁址至创新中心

- Knowledge of Design Week (KODW) launched (formerly known as Reinventing with Design Forum)  
推出首届“设计智识周” (前身为“设计创新机”)



2011

- First edition of DFA Lifetime Achievement Award launched  
推出首届“DFA 亚洲设计终身成就奖”



2012

- Design Incubation Programme (DIP) launched  
推出“设计创业培育计划”

- Institute of Design Knowledge (IDK) established  
成立“设计知识学院”



2016

- Fashion Asia Hong Kong (FAHK) launched  
推出首届“Fashion Asia Hong Kong”

- Fashion Incubation Programme (FIP) launched  
推出“时装创业培育计划”



2017

- Design Incubation Programme (DIP) and Fashion Incubation Programme (FIP) incubation centres opened  
“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开幕

2018

- BODW City Programme launched  
推出“设计营商周城区活动”

- Design District Hong Kong (#ddHK) launched  
推出“设计#香港地”

- Unleash! Empowered by Design Thinking launched  
推出“Unleash! 设计思维·无限可能”



2019

- Design Spectrum launched at 7 Mallory Street  
推出“设计光谱”，设于湾仔茂萝街7号

- HKDC was relocated to The Mills  
香港设计中心迁址至南丰纱厂



## 2020

2020

- HKDC goes digital during the pandemic: BODW, KODW and FAHK became virtual and hybrid to reach a wider global audience  
疫情时代下香港设计中心走向数码转型：“设计营商周”，“设计智识周”及“Fashion Asia Hong Kong”转型以线上线下融合模式，推广至世界各地



2021

- bodw+ launched  
推出全新设计知识数码平台“bodw+”

2024

- A new design and fashion base operated by HKDC will open in Sham Shui Po  
香港设计中心将于2024年落户深水埗，建立崭新的设计及时装基地



# A Day with the Chairman and the Executive Director

谈设计、迎未来：专访香港设计中心主席与行政总裁

Even as the ups and downs of the Covid-19 pandemic continue into 2021-22, Hong Kong Design Centre (HKDC) is looking at a bright future driven by new opportunities for design. We spoke with Prof. Eric Yim, Chairman and Dr Joseph Wong, Executive Director of HKDC about the future work and direction of HKDC – and got a sneak peek into the exciting plans for HKDC's upcoming new base in Sham Shui Po!

尽管新冠疫情在 2021 至 2022 年间持续，时有起伏，香港设计中心仍能从中发现设计新机遇，展望美好将来。我们邀请了香港设计中心主席严志明教授与行政总裁黄伟祖博士，为各位介绍香港设计中心的未来工作及动向，并揭示香港设计中心深水埗新基地的发展大计！

Prof. Eric Yim 严志明教授

Chairman of HKDC 香港设计中心主席

“We encourage designers, who are skilled in design thinking, to look at the pain-points in our post-pandemic society, and think about the power of design for tackling problems.”

“我们鼓励设计师运用他们擅长的设计思维，审视后疫情社会的痛点，从而思考设计可发挥的解难力量。”



**As the design industry undergoes a big reset in the new normal, how do you see HKDC's role evolving?**

HKDC has always been trying to develop awareness about design as being more than beautification; it shapes users' experiences and brings commercial value. Since the pandemic, we began to focus more on how design and innovation can help us stay relevant and be used to address the major challenges of our times. Covid-19 has changed the way we live, work, play and interact. We encourage designers, who are skilled in design thinking, to look at the pain-points in our post-pandemic society, and think about the power of design for tackling problems. With more human-centred design, industries and our society will be able to better thrive through change, and succeed.

**How has the new normal reset the design world, and has it created new opportunities in designing for a sustainable community?**

The pandemic has opened our eyes to the impact of human activities on the environment, which prompted us as well as designers to recognise the importance of prioritising environmental sustainability and social wellbeing in everything we do. The idea of sustainability is not new to designers, but it has become a hot topic of concern these days. Since Covid-19 revolutionised the way we travel and work, it has opened a window of opportunity for designers to create new experiences in these areas, such as by minimising touch surfaces and using materials that are less detrimental to the environment.

**As a designer and architect, what does great design thinking mean to you? Why and what do you think needs to be done to promote design thinking in our society?**

When we talk about architecture, it's not just the building – we also have to think about the spaces around it and how people interact with them. Design thinking can help us understand users' needs and provides a viable approach for talking to different stakeholders such as developers and government departments, to arrive at the best solution for everyone. With the right government policies, building regulations and environmental planning, we can make better use of spaces around buildings to provide more enjoyable outdoor living spaces; or better lay-by and loading/unloading provisions to minimise curbside stopping or waiting that create bottlenecks which in turn prevent free flow of traffic; or proper facilities to support waste separation and recycling. There are so much more that designers, the private and public sector can do with design thinking.

**How do you see HKDC fulfilling its goal of strengthening Hong Kong's position as a design hub, in view of the upcoming base in Sham Shui Po?**

Our new facilities in Sham Shui Po will help us further our work of promoting design through our 5 strategic directions: Connect, Celebrate, Nurture, Advance and especially, Engage. With our office and multi-functional spaces all under one roof, we can stage exhibitions, conduct workshops and events, and co-host initiatives with different partners from across industries and regions throughout the year. Our new base will make it easier for the public to see and understand the work we do. It can also serve as a test bed for innovative ideas, with the goal of remaining 'future-proof' and agile in an ever-changing world, to support the government's objective of positioning Sham Shui Po as a creative tourism district.

在新常态下，设计产业经重塑后发展出新的格局，香港设计中心的角色有什么转变？

香港设计中心一直致力推广设计：除了美化事物外，设计更具备塑造用户体验，创造商业价值的功能。自发生疫情以来，我们加强关注设计和创新怎样帮助公众因时制宜，应对当前的重大挑战。疫情改变了我们生活、工作、娱乐和交流互动的方式。我们鼓励设计师运用他们擅长的设计思维，审视后疫情社会的痛点，从而思考设计可发挥的解难力量。通过人本设计，推动各行各业以至社会在变动中稳步前行，迈向成功。

新常态如何重塑设计界？它能否带来更多以设计理念来构建可持续社区的机会？

这场疫情让我们了解人类活动对环境的影响，促使我们和设计师在各方面均以环境可持续发展和社会福祉为先。可持续发展的概念过往并非不在设计师的考虑范围内，只是近年成为更备受关注的热门议题。疫情彻底改变了我们旅游和工作等生活方式，进而在日常生活的不同领域为设计师开拓重塑崭新体验的机遇，例如：日常活动中尽量减少手部接触的表面，或是多用环保物料等。

做为设计师与建筑师，你可否分享善用设计思维的例子？你又认为如何更有效促进社会各界运用设计思维？

当我们讨论建筑时，所指的不只是建筑物，也要考虑四周的空间，以及人与空间的互动。设计思维有助我们了解用户需求，与发展商及政府部门等不同利益攸关方沟通，从而寻求切合众人所需的最佳解决方案。通过合适的政府政策、建筑法规及环境规划，我们更能善用建筑物周围的环境，创造更舒适的户外生活空间；或更好的避车处和上下客货规例，以减少由于路旁停车而引起的堵塞，疏导交通；或增加有助于废物分类回收等设施。不论是设计师、私营和公营机构都可以多加运用设计思维，成就更多美事。

香港设计中心即将进驻深水埗建立设计及时装基地，这将如何提升香港做为设计枢纽的地位？

深水埗的新设施将有助于我们进一步加强五大领域的推广工作，包括联系业界、弘扬人才、启蒙创业、突显专业，更重要的是实践融入社会的目标。新基地集办公室及多功能空间于一身，全年可举办各式各样的设计展览、研讨会及活动，与来自世界各地不同行业的伙伴合办跨界别的创新项目。我们期望新据点能让公众随时体验和认识优秀的设计，更深入体会我们的工作，让我们做出更多崭新尝试，借此在瞬息万变的世界着眼未来，保持灵活应变，以支援政府把深水埗打造成为创意旅游社区的目标。



Dr Joseph Wong 黄伟祖博士

Executive Director of HKDC 香港设计中心行政总裁

‘What we want to get across is that design can improve and build sustainable communities, and HKDC has many different programmes that help to do just that.’

“我们希望公众领会到设计能够改善和构建可持续社区，而香港设计中心一直筹办各式各样的项目，推动各界向这个目标前进。”

**2022 is the 20th anniversary of HKDC. What is the theme for this year, and the message you would like to deliver about design?**

Our theme for this year is 'Design for Sustainable Community'. We want to spread the message that design is not about luxury products or exhibits in a museum, but is in fact all around us – a social process that creates communities and affects all our wellbeing. The face masks we wear and the furniture we sit on did not just happen; they were designed by someone to meet a specific purpose. What we want to get across is that design can improve and build sustainable communities, and HKDC has many different programmes that help to do just that.

**Please tell us the impacts of Covid-19 pandemic on HKDC's programmes in 2021/22 in terms of its 5 strategic directions: Connect, Celebrate, Nurture, Advance, Engage.**

As world renowned architect Thomas Heatherwick said, 'Design is about change.' While our programmes used to be face-to-face with design experts being flown in from around the world, they have now become hybrid to reach a much broader audience around the world. For BODW 2021, we joined hands with a local TV broadcaster to produce a high quality programme suited for live television. We also ventured into new online content, like virtual showrooms and a Fashion Asia Digital Series to attract wider viewership. Despite the pandemic, BODW CityProg pushed forward a new Design In Action programme to help primary and secondary students learn more about design as a career. The pandemic has forced us to break old moulds for sure, and we will continue to embrace change as a constant and maintain new ways to engage the community and stakeholders in going forward.

**2022 年适逢香港设计中心成立 20 周年志庆，今年的主题是什么？你希望传达怎样的设计信息？**

香港设计中心今年以“设计·构建可持续社区”做为庆祝主题。设计并非只指奢侈品或博物馆展品，它其实就在我们身边，是一个可以构建社区、影响人类福祉的社会进程，而这正是我们希望传达给公众的信息。就像我们平日所戴的口罩、所用的家具都不是凭空出现，而是为实现特定目的设计出来。我们希望公众领会到设计能够改善和构建可持续社区，而香港设计中心一直筹办各式各样的项目，推动各界向这个目标前进。

**就着联系业界、弘扬人才、启蒙创业、突显专业和融入社会五大工作领域，你能否讲述疫情对香港设计中心 2021/22 年度计划所带来的影响？**

正如世界知名建筑师 Thomas Heatherwick 所说：“设计关乎改变。”以往，我们广邀世界各地的设计专家来港出席活动，进行面对面交流；现在则混合线上线下形式，让更多环球观众参与。我们在举办设计营商周 2021 时，与本港一家电视台携手制作优质直播节目，也尝试开发全新的线上内容，例如增设线上展厅和 Fashion Asia 数码系列，以广纳观众群。另外，疫情的冲击无阻设计营商周城区活动推出全新计划“设计好改变”，帮助中小學生探索设计的职业路向。疫情促使我们突破旧有模式，我们将持续变革，并以崭新方式凝聚社区及所有利益攸关方迎接未来。

**What was your most memorable thing in 2021/22 in terms of great design ideas that have benefitted business or society?**

Hong Kong is blessed with an abundance of design talents. One striking example of good design is the 'Waterhall' in Cambodia, created by Orient Occident Atelier, a young design team in our Design Incubation Programme. They used local technology and sustainable materials to produce a community hall which provides the local people with access to clean water supply. This humanistic approach to achieve sustainable development goals through design has won them both the Grand Award and Grand Award for Sustainability in our DFA Design for Asia Awards 2021. While it may not be a 'great design' in the commercial sense, it was a good manifestation of design thinking and exemplifies the community spirit that we are looking for in young designers.

**What advice can you give rising design talents in terms of the kind of design we need now and how they can best equip themselves for the future?**

While designers are taught to be unique and creative, they must also remember that design is about improving people's lives. My advice to young designers is to empathise with users and think about sustainability – this should be in the forefront of their minds whether they are designing a product, a garment or a space. They have to consider the entire process and the whole ecology, from materials sourcing, manufacturing, operations, to disposal. This holistic thinking should form the foundation of how they approach design.

**在 2021/22 年期间，哪个设计理念让你留下最深刻的印象？它如何为商务或社会带来裨益？**

香港的设计人才辈出，其中一个令人赞叹的设计例子来自我们旗下“设计创业培育计划”的年轻设计团队东西建筑，在柬埔寨负责的净水项目“水堂”。他们结合当地技术和可持续物料建造一个社区会堂，为当地居民提供清洁用水。这个重视人本精神与融合自然的项目赢得 DFA 亚洲最具影响力设计奖 2021 的大奖和可持续发展大奖。虽然在商业层面，这未必算是“成功”的设计理念，但它充分发挥设计思维，体现我们乐于在年轻设计师身上看到的社群精神。

**你为新晋设计人才提出什么建议？请你分享社会现正需要哪些设计类型，以及现今设计师应如何装备自己？**

虽然设计师的所学所做都讲求创意与独特，但他们必须紧记：设计的原起是为了改善人们的生活。我希望给年轻设计师的建议是，设计时要多运用同理心，从用家的角度出发；无论是设计产品、服装或空间，都应把可持续发展视作首要考虑因素之一。他们需要综观全局，考虑和顾及原材料采购、制造、运营到用后处置的整个过程，设计之道应以全局思维为本。






# 01

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## Dialogue to Co-creation

交流 × 共创

- 1 Business of Design Week  
设计营商周
- 2 Knowledge of Design Week  
设计智识周
- 3 Fashion Asia



# The Future, Reimagined: The Significance Of The Global Design Reset

环球设计重启下的未来构思

The post-pandemic era has become a time when game-changing questions are being asked of the creative minds and the visionaries of the business world. Business of Design Week (BODW) 2021 explored trends across sectors within the context of the global reset that, in so many ways, were accelerated by the pandemic. BODW 2021 looked at how the forerunners in industries like branding, technology, healthcare, architecture and many more are rising to the opportunity to answer some important questions for the world. Under the theme of *Global Design Reset*, BODW 2021 was about rethinking and resetting our world and the way it works through the transformative power of life-centred design, and the imperative of designing for a sustainable future.

BODW 2021 identified 8 main topics that have significant impacts on how people live, work, play and stay healthy into the future: *Brand Rejuvenation, Connected Health & Wellbeing, Creative Mindset and Innovation Leadership, Culture & The City, Designing an Intelligent Future, Hospitality with Purpose, New Urban Models, and Phygital Reality.*

#### 关于设计营商周

“设计营商周”自2002年举办以来，是亚洲设计界的年度盛事，全面探索设计、创新及品牌趋势，汇聚香港以至海外顶尖设计大师、品牌领袖和企业精英，促进对设计价值及创新的讨论，激发全球观众的灵感，探索新商机。

#### About BODW

Launched in 2002, Business of Design Week (BODW) has become Asia's premier annual event on design, innovation and brands, gathering some of the world's foremost design masters, brand leaders and entrepreneurs from Hong Kong as well as overseas. It drives discourse on the value of design and innovation to inspire global audiences and explore new business opportunities.

创意精英及商界领袖均把握后疫情时代带来的最佳时机，反思如何突破常规，改变格局，为世界重启新篇章。在这个大前提下，设计营商周2021深入探讨各界最新趋势，综览品牌推广、科技、医疗保健、建筑等行业的创意先驱如何破旧立新，抓紧机遇。活动以“环球设计 创意重启”为题，通过了解设计以生命为本的变革力量，以及实现可持续未来的当务之急，让我们反思现状，重置世界运作方式。

设计营商周2021围绕人类对生活、工作、娱乐和健康的未来愿景，定下并探讨八大相关议题，包括：品牌活化、幸福未来、创意思维与创新领袖才能、文化与都市、设计智能未来、款客旅游新思维、新都市模式，以及实体数字化世界。

● Consumers are increasingly mindful of their own roles in the goals of sustainable living, diversity, equity, and inclusion. A brand's success will depend on its leaders' abilities to adapt to consumers' expectations while it aligns with their own values. On How Design Changes the World, world-renowned design guru Bruce Mau said, 'Most cities are designed to push nature out. We have to get to a better place [...] We need to think about the welfare of all of life. A process that puts life, not humans, at the centre,' stressing the importance of life-centred design to reset how we do things, in order for the planet – all living things – to heal. The post-pandemic era has accelerated an awareness of safeguarding public health, and this has brought opportunities for new digital tools designed for improving our physical and mental wellbeing, and fostering healthy ageing. BODW 2021 explored how design and technology is rapidly transforming the future of healthcare.

## Creativity and Design in Brand Growth, Healthcare and Leadership

创意与设计助益品牌成长、医疗保健及领导力

● 随着世界朝向可持续生活、多元共融、公平社会的目标迈进，消费者日渐意识到自身所担当的重要角色。品牌领导者必须在贯彻自身价值的同时，又能兼顾消费者的期望，才让品牌取得成功。正如主题演讲“设计如何改变世界？”中，国际知名设计大师 Bruce Mau 提到：“大多数城市规划均抗拒大自然。我们必须设计更好的城市……我们需要兼顾所有生命的福祉——这是一个以生命而非人类为中心的变革过程。”以生命为本的设计正是重启之道，有助于地球复生机。另一方面，受到后疫情时代影响，社会保卫公众健康的意识日渐加强，新式数字工具应运而生，专为促进身心健康、健康老龄化而设；因此设计营商周 2021 也探讨了设计与创新科技两者如何加速医疗保健的未来转型。



● To welcome the next generation of community stakeholders, urban planners and cultural advocates are taking the opportunity to co-create experiences that weave together our most cherished legacies, collective human values and innovations that will adapt with the evolving social landscape. The reset in urban design thinking is perfectly exemplified by Thomas Heatherwick CBE. His work on Rewilding Urban Space brings nature back into the city, as he observed that 'the pandemic has re-clarified the importance of emotion and our feelings. Cities are these amazing places that bring us together. Nature, if used well, can be a counterpoint; it can be about change'. BODW 2021 also shed light on how environmental awareness and sustainability have become priorities for hotel and restaurant businesses, and how designers can create spaces and services that have sustainable purpose. As consumers, the concept of mindful dining is one way Richard Ekkebus believes we can make a difference: 'Every single person on this planet will need to make significant sacrifices in the years to come, in order to safeguard the future for the generations to come'.

## Rethinking Urban Design and Purpose, Mindful Travel and Dining

从反思探寻城市设计、正念旅游和饮食

● 不少城市规划师及文化先锋掌握机会，将文化遗产、人类集体回忆与创新思维结合，共同创造全新体验，以适应不断变化的社会大气候，为未来的社会利益攸关方做好准备。至于重启城市设计思维方面，殿堂级建筑师 Thomas Heatherwick CBE 在另一个主题演讲“绿化城市空间”中做出了完美解读。他的作品将自然带回城市，因为他留意到“疫情重新阐明了人们情感的重要性，而城市是一个将我们情感联系在一起的地方。如果大自然能与城市互相呼应，则可以带来改变。”设计营商周 2021 也揭示了环保意识 and 可持续发展如何成为酒店与餐饮业的首要行动项目，而设计师如何打造符合标准的空间与服务。知名酒店厨艺总监 Richard Ekkebus 认为，正念饮食能为世界带来转变，他指出：“地球各人都要在未来数年做出重大牺牲，以保护下一代的福祉。”



● The greatest creative minds of our generation are using AI, 5G and blockchain technology to form better and more meaningful human relationships even as we transition to live in the digital world. Famous technology entrepreneur Yat Siu explained how we can unlock the full potential of the metaverse for a better future: 'What's amazing to see is that the next step is creating one that's deeper and more immersive. Probably the sum total of your digital experience is already more than your physical experience.' The boundaries between physical reality and the virtual world are rapidly blurring, and the advent of the metaverse and the worlds of gaming, entertainment and blockchain technologies are setting the stage for our new digital reality.

## An Intelligent, Integrated Future

潜入多元智能未来

● 鉴于人类生活不断迈向数字化，当代最优秀的创意精英矢志通过人工智能、5G 和区块链技术建立更美好、更有意义的人际交流。科技界巨擘萧逸分享元宇宙如何为现实世界突破更多可能性：“下一步，元宇宙将为我们创建更深入、更身临其境的体验……或许我们用于虚拟世界的时间已多于现实世界。”正当真实与虚拟世界之间的界线愈趋模糊，元宇宙、游戏世界、娱乐和区块链技术的出现，正为我们的新数字时代奠定基础。

The week-long BODW summit, held from 29 November to 4 December 2021, saw over 80 local and international speakers from 13 countries joining in the big conversation, with over 30 simulcast sessions online, on ViuTV, social media and partner locations including PMQ, reaching over 800,000 viewers from around the world. BODW 2021 was presented jointly with Strategic Partners UK and ViuTV, and produced in a hybrid format, which is available on-demand on bodw+.

为期一周的设计营商周峰会于 2021 年 11 月 29 日至 12 月 4 日举行，汇聚来自 13 个国家，超过 80 多名杰出创意领袖，在线上、ViuTV 以及 PMQ 元创方等合作伙伴地点实时播放超过 30 场专题论坛，吸引全球超过 80 万名观众。今年的设计营商周与英国及 ViuTV 结为策略伙伴，混合线上线下形式进行，并在设计知识数码平台 bodw+ 上提供免费重温。

# What's Next For Service Design In The New Economy?

新经济下的服务设计：  
下一步该怎样走？



## About KODW

Knowledge of Design Week (KODW) is an annual thematic event that gathers the global design community in workshops, forums, and a high-level networking event. It offers an opportunity for industry practitioners to join in the big conversation on how design can solve the complex challenges that society faces today.

## 关于设计智识周

“设计智识周”是香港设计中心的年度旗舰活动之一，透过举办工作坊、论坛及业界联谊活动，汇聚全球设计社群，带动业界讨论设计如何解决现今社会面对的复杂挑战。

在新常态下，优秀的服务设计如何让企业维持领先地位？以人为本的设计如何改变新经济？设计智识周 2021 做为一个独特的跨领域学习和交流平台，以设计、商业原则和同理心，为客户解决业务难题，共创双赢成果，开辟新天地。

设计智识周 2021 以“服务设计 创新经济”为主题，活动探讨服务设计如何重塑生活，汇聚来自零售、酒店、智慧生活和共融设计等范畴的真知灼见，为参加者带来既互动又充实的资讯节目。活动举办了 10 场实时直播的专题论坛，以及 8 场线上及实体工作坊，云集众多品牌专家、商界领袖、教育工作者及设计师，分析最新趋势，探索创意解决方案及革新局面的意念。全球 60 多个国家和地区的观众都能通过 ViuTV 及线上直播平台收看节目。

设计智识周 2021 为全球开启对话的良机，以设计引领我们解决各种复杂的社会难题。主要演讲者包括英国皇家艺术学院服务设计主管 Clive Grinyer，他强调业界必须迎合服务设计趋势。另外，美国 scenarioDNA 联合创始人及合伙人 Tim Stock 则概述一些设计方案，以回应后疫情发展路向的迫切需要；更有 Wunderman Thompson Intelligence 全球总监 Emma Chiu 分享品牌在构思未来时需要注意的最新形势。

在“新常态”下，服务设计如何帮助企业保持领先地位？以人为本的设计如何改变新经济？知识设计周 (KODW) 2021 创建了一个独特的跨学科学习和交流平台，以设计、同理心和商业严谨性为灵感，提供能够吸引客户并帮助企业共同创造有意义成果的创新解决方案。

以“重新想象服务经济”为主题，KODW 2021 是一场令人兴奋、引人入胜且极具信息量的活动，探索了服务设计如何真正重塑我们的生活。活动展示了来自零售、酒店、智能家居和包容性设计等领域的最佳头脑的视角。通过 10 场小组讨论，以及 8 场虚拟和线下工作坊，品牌战略家、商业领袖、教育工作者和设计师分享了他们对趋势分析、创意解决方案和改变游戏规则的创新见解。活动吸引了来自 60 多个国家和地区的参与者，他们通过 ViuTV 和直播观看了活动。

KODW 2021 为全球社区提供了一个参与对话的机会，探讨设计如何帮助我们解决日益复杂的社会挑战。关键演讲者包括 Clive Grinyer，皇家艺术学院 (UK) 服务设计主管，他强调拥抱服务设计的关键趋势的重要性；Tim Stock，scenarioDNA (US) 联合创始人兼管理合伙人，概述了设计解决方案，以回答我们最紧迫的关切，包括后疫情时代的未来；Emma Chiu，Wunderman Thompson Intelligence 全球总监，分享了关于品牌需要关注的最新趋势的见解，以及他们如何重新想象未来。

● KODW 2021 explored key trends in service design, with speakers such as hotelier Adrian Zecha of Azerai Resorts (Singapore), who shared his definition of luxury, and his visionary journey in hospitality design. Attendees also explored new horizons in human-centric hospitality design with Joyce Wang, Principal, Joyce Wang Studio (HK). Eric Gnock Fah, Co-Founder and COO, Klook (HK), imparted his valuable wisdom on the future of travel, and the importance of forging creative partnerships.

## The Design of Travel and Hospitality

### 旅游及款待业设计前瞻

● 服务设计新趋势也是讨论焦点之一，演讲者阵容包括新加坡酒店 Azerai Resorts 大亨 Adrian Zecha，他分享了对奢华的独特见解，以及对酒店服务设计发展的远见；另外，香港 Joyce Wang 设计事务所总监 Joyce Wang 探讨以人为本的旅游酒店体验新趋势；香港客路联合创始人及总裁王志豪分享他对旅游业发展前景的宝贵建议，以及建立创意合作关系的重要性。

● The fast-changing landscapes in the media world have seen exciting innovations in recent years. Lofai Lo, Former Director & General Manager, ViuTV (HK), shared his expertise on deploying creativity and innovation in television and Yat Siu, Chairman, Animoca Brands (HK), predicted that as people live in a digital fueled society of blockchains and NFTs, creative media will become increasingly significant for companies to drive success and innovations.

## Future Trends in Media and Television

### 媒体与电视台的未来趋势

● 媒体世界急剧转变，近年更兴起一股创新热潮。香港前 ViuTV 董事和总经理鲁庭晖分享他如何凭借创意思维及崭新点子，为电视界出谋献策，制作精彩的电视节目。另外，香港 Animoca Brands 主席萧逸则预测，社会正处于由区块链及同质化代币 (NFT) 带动的数字化浪潮，创意媒体在推动企业成功与创新方面将担当更重要的角色。



● Reinier de Graaf, Partner, OMA (The Netherlands), spoke on shaping the future of health and care through integrated solutions, services, and products that bring dignity, inclusivity, and wellbeing. Jeremy Myerson, Helen Hamlyn Chair of Design, Royal College of Art (UK), defined 'inclusive design', and how to make service design relevant to society at large.

## Looking Ahead to the Future of Community Healthcare

### 未来社区医疗重视关怀与共融

● 医疗和护理行业的未来发展面貌如何？荷兰知名建筑事务所 OMA 合伙人 Reinier de Graaf 谈及如何重塑未来医疗健康产业的综合解决方案、服务和产品，从而为社会带来尊重、包容及福祉。英国皇家艺术学院 Helen Hamlyn 设计系主任 Jeremy Myerson 则讨论什么是“包容性设计”，以及服务设计如何回应社会需要。

Want to get the latest news and insights on design trends, and learn from international creative leaders and design visionaries?

The BODW team has launched its own interactive knowledge platform with year-round content! bodw+ features content from BODW and KODW and unites the world of design with engaging livestreamed events, on-demand content, case studies, podcasts, feature stories, interviews, event listings, programme archives, and much more. As Asia's leading design portal, bodw+ is the place for the international design community to join in and get involved with what's new and what's next in the design world.

想了解更多设计的最新趋势及消息，向国际创意领袖和设计大师学习？

设计营商周团队推出设计互动知识数码平台 bodw+，全年无休发放精彩内容，紧贴设计营商周及设计智识周的最新动向之余，还可通过直播活动、节目重温、案例研究、播客、专题故事及人物访问、活动分享、节目存档等深入了解设计世界。作为亚洲领先的线上设计知识网站，bodw+ 广结国际设计社群，共同探索新潮流，以设计洞见未来。

# What's On:

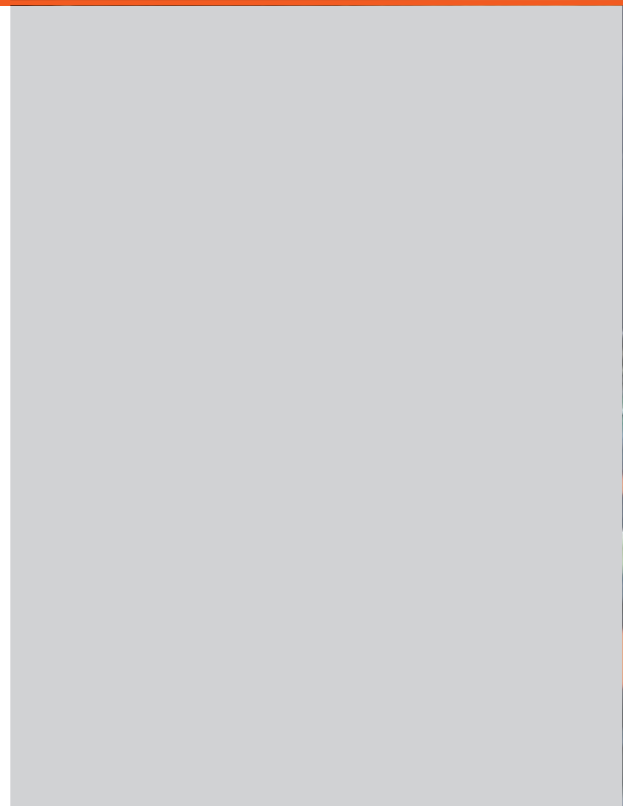
## Fashion Asia

The glamorous, fast-moving world of fashion was not spared the disruptions of the Covid-19 pandemic, but this did not dampen the passion and ceaseless creative energy of all the stakeholders in the Asian fashion industry. Facing increasing pressures on business performances, shifting consumer behaviours, accelerating industry trends, and the need for sustainability, the Asian fashion market is emerging with fresh perspectives and new priorities for the future. **Fashion Asia Hong Kong (FAHK)** provides platforms for everyone in the industry to get together, examine and exchange updates on the hottest topics in the fashion world.

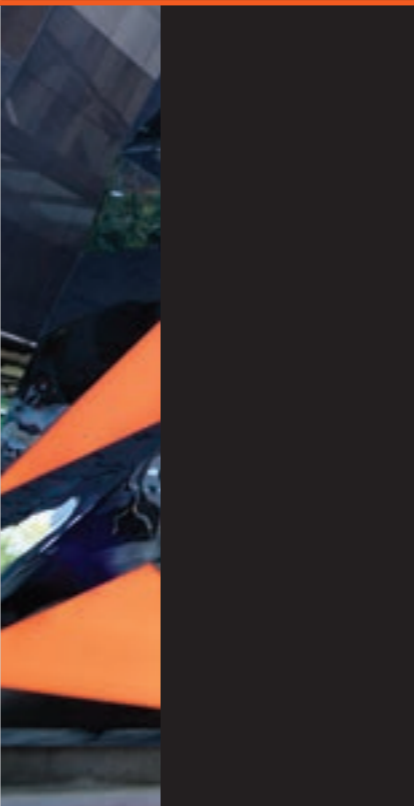


# Fashion Asia

## 焦点活动



不少行业都受到新冠疫情所影响，华丽多变的时装界也不能幸免。虽然面临重重挑战，亚洲时装业界利益攸关方仍然充满热情，创意灵感更是源源不绝。面对日益增加的业务压力、消费者行为的转变、瞬息万变的市场趋势，加上对可持续设计的需求渐增，时尚业界以崭新的视野与态度，勇敢迎战未来。Fashion Asia Hong Kong (FAHK) 为时装界提供平台，共同探讨最热门的议题，交流最新产业信息。



### About Fashion Asia Hong Kong

Fashion Asia Hong Kong (FAHK), an initiative of the Hong Kong SAR Government, is a dynamic programme that unites designers, academics, leaders and professionals from the fashion industry to inspire collaboration, creativity and dialogue. Through a combination of insightful conversations, engaging events and cultural exchanges, FAHK reinforces the city's position as the Asian hub for fashion trade and business development.

### 關於 Fashion Asia Hong Kong

Fashion Asia Hong Kong (FAHK) 是由香港特別行政區政府倡議的一項大型多元時尚企劃，將時裝界中的領袖、專家、設計師及學者匯聚起來，促進協同合作及交流對話，藉以提升整個行業的創造力。Fashion Asia 致力帶來深入的業界對話、推行精彩活動，增進文化交流，以鞏固香港作為亞洲時裝貿易和商務發展中心的地位。

# 1

## Top Names in Fashion Explore the Ongoing Transformations in The Industry Fashion Challenges Forum 2021

FAHK's annual flagship event, Fashion Challenges Forum 2021 brought together industry leaders, designers, entrepreneurs in a series of engaging networking events, interactive workshops and timely discussions that dived deep into the current issues facing the fashion industry. The hybrid Forum gathered these global fashion leaders in combined physical and virtual events that were broadcast live to audiences on-site and around the world. Key topics covered in the Forum included Fashion in the Metaverse, The E-Commerce Shift, Driving Impact in China: KOLs and KOCs, Fashioning Sustainability, and Being Hong Kong: Design Identity.

Industry luminaries who were speakers and moderators at the Forum included opening keynote speaker Alain Li, Regional Chief Executive, Richemont Asia Pacific, who discussed how Asia is poised to become a hub of innovation and influence for the luxury world; Gabriela Hearst, Creative Director, Chloé, who spoke on fashion sustainability; Tomo Koizumi, who, as one of Japan's most top international fashion designers, delved into the topic of going global; Kim Leitzes, Managing Director APAC, Launchmetrics, who covered the KOLs and KOCs that are driving impact in China; and Paris Jackson, actress, model and recording artist, who examined inclusivity and change in the fashion world.

### 汇聚时装界星级人物 探讨产业转型新动向 2021 时尚未来论坛

Fashion Asia 年度旗舰级活动“2021 时尚未来论坛”汇聚了产业领袖、设计师和企业，通过连串精彩的交流活动、互动工作坊与研讨会，深入探讨时尚产业的重要议题。活动结合了线上线下形式，通过现场及网上直播进行，让现场和全球观众同时参与。论坛内容丰富，涵盖“Fashion in the Metaverse”、“The E-Commerce Shift”、“Driving Impact in China: KOLs and KOCs”、“Fashioning Sustainability”和“Being Hong Kong: Design Identity”等主题。

论坛邀请了多位业界知名人士担任讲者及主持，包括开幕主题讲者历峰亚太有限公司亚太区首席执行官 Alain Li，分享亚洲如何准备在奢侈品市场发挥影响力，成为创新中心。Chloé 首席创意官 Gabriela Hearst 细谈时装业的可持续发展；日本顶尖的国际时装设计师之一 Tomo Koizumi 展开关于品牌迈向国际的对话；Launchmetrics 亚太区执行董事 Kim Leitzes 介绍带动中国潮流的网红和关键意见消费者，而演员、模特儿兼唱片歌手 Paris Jackson 则探讨时尚界的共融议题及转变。



[fig.1]

fig.1

Alain Li, Regional Chief Executive, Richemont Asia Pacific discussed how Asia is poised to become a hub of innovation and influence for the luxury world  
历峰亚太有限公司亚太区行政总裁 Alain Li 讨论了亚洲将如何成为奢侈品世界创新和影响力的中心



[fig.2]

fig.2

Renowned stylist Mayao, and Derek Chan, designer and founder of cult label DEMO, sat down with Digital Series host Alex Lam to discuss genderless fashion

知名形象设计师马天佑及中性时尚品牌 DEMO 的创始人陈俊杰与 Digital Series 主持林德信一同讨论无性别时尚的新趋势

fig.3

Former president of Kering Asia Pacific, Mimi Tang, shared her experience as a power woman and her new journey beyond

前 Kering 集团亚太区行政总裁邓婉颖以她作为职场女性代表分享在职及人生体验



[fig.3]



# 2

## Bringing the Latest Trending Topics in the Fashion Industry to Your Fingertips Fashion Asia Digital Series 2021

Staying in-the-know about the direction of trends is of paramount importance in the shifting fashion landscape, helping industry practitioners get 'the big picture', respond to what's new, and plan for what's next. With a regularly updated menu of online videos and podcasts, Fashion Asia Digital Series gathers industry leaders and brand experts to provide insightful, innovative and practical knowledge for everyone in the fashion industry. The 2021 Fashion Asia Digital series features 6 episodes covering trending topics, including 'The Next Frontier of Marketing', 'Fashion in Metaverse' and 'Unravel the Genderless Dresscode' and more. So don't miss out on what everyone is talking about!

### 时装界最新形势一手在握 2021 Fashion Asia 数码系列

在变幻难测的时尚格局中，了解潮流动态至关重要，有助于业界人士掌握大局，应对新形势和规划未来。Fashion Asia 数码系列广邀产业领袖和品牌专家，通过视频或播客形式，分享时尚见解、创新意念及实用知识。2021 系列共有 6 集，涵盖多个热门话题，例如：“市场营销新世代”、“时尚超元域”及“拆解无性别时尚风”等，不容错过！

10 Asian Designers to Watch Exhibition 2021  
2021 亚洲十大焦点设计师时装展览

A satellite event of the Fashion Challenges Forum, the ground-breaking '10 Asian Designers to Watch' (10ADTW) is a curated exhibition that presents the creativity of the best and brightest upcoming talents in the Asian fashion world to an international audience. Handpicked by a panel of esteemed industry experts, the 10 designers and labels for 2021 were: GIA STUDIOS, GOOMHEO, KARMUEL YOUNG, KEH FORME, PRIVATE POLICY, SAMUEL GUI YANG, SHUTING QIU, SUPRIYA LELE, SUSAN FANG and WILSONKAKI. Through strategic partnerships, the exhibition employed a mix of creative and dynamic formats to maximise the exposure of the designers' work to buyers, media and customers.

For the first time in 2021, the exhibition also travelled to Shenzhen, at the MixC shopping mall. There, it joined up with LABELHOOD which provided a valuable platform that stimulated further dialogues between the winning designers and visitors.

“亚洲十大焦点设计师时装展览”是“时尚未来论坛”的卫星活动，通过策划突破性的时装作品展览，向全球展示亚洲时尚界顶尖设计新星的创造力。2021年展览的10位设计师和品牌由一众知名时尚界领袖精心挑选，分别是：GIA STUDIOS、GOOMHEO、KARMUEL YOUNG、KEH FORME、PRIVATE POLICY、SAMUEL GUI YANG、SHUTING QIU、SUPRIYA LELE、SUSAN FANG 及 WILSONKAKI。展览以战略合作项目形式进行，结合创新与动态元素，让更多时装买家、媒体及顾客可以欣赏设计师的精心杰作。

展览更于2021年首次登陆深圳万象城，并与 LABELHOOD 蒂虎携手构建一个重要平台，推动获奖设计师和参观者之间深度交流。

November 30 — December 7, 2021  
at Pacific House, 20 Queen's Road Central, Hong Kong  
11月30日至12月7日假中环太平洋举行

December 3 — 19, 2021  
at The MixC, Qianhai, Shenzhen  
12月3日至19日假深圳万象前海举行

GIA STUDIOS

Vietnam 越南



KARMUEL YOUNG

Hong Kong 香港



SUPRIYA LELE

India 印度



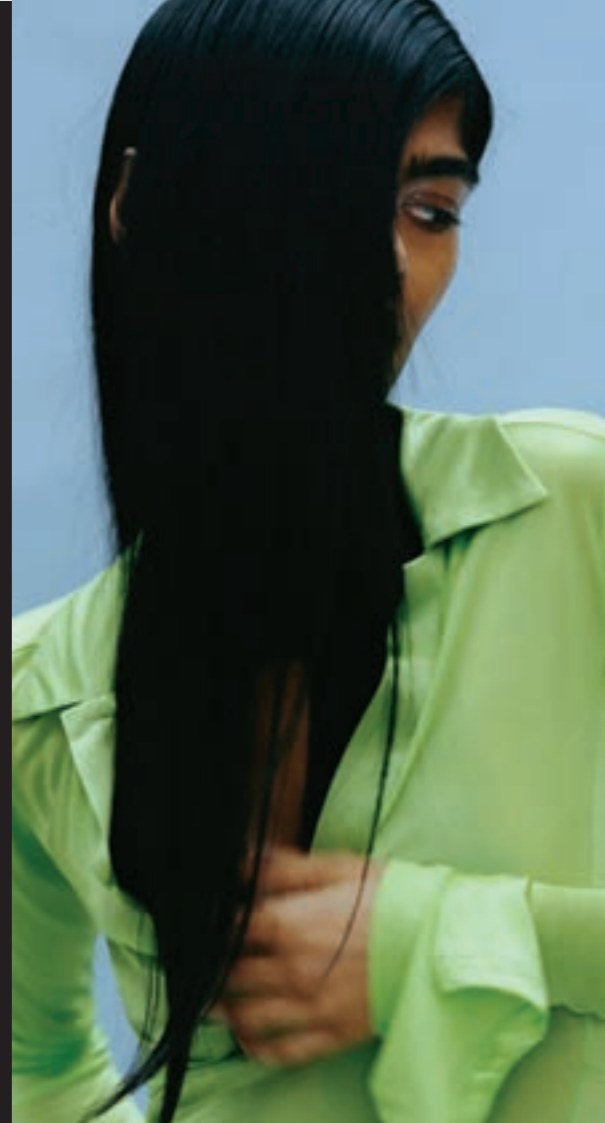
GOOMHEO

Korea 韩国



KEH FORME

Mainland China 中国内地







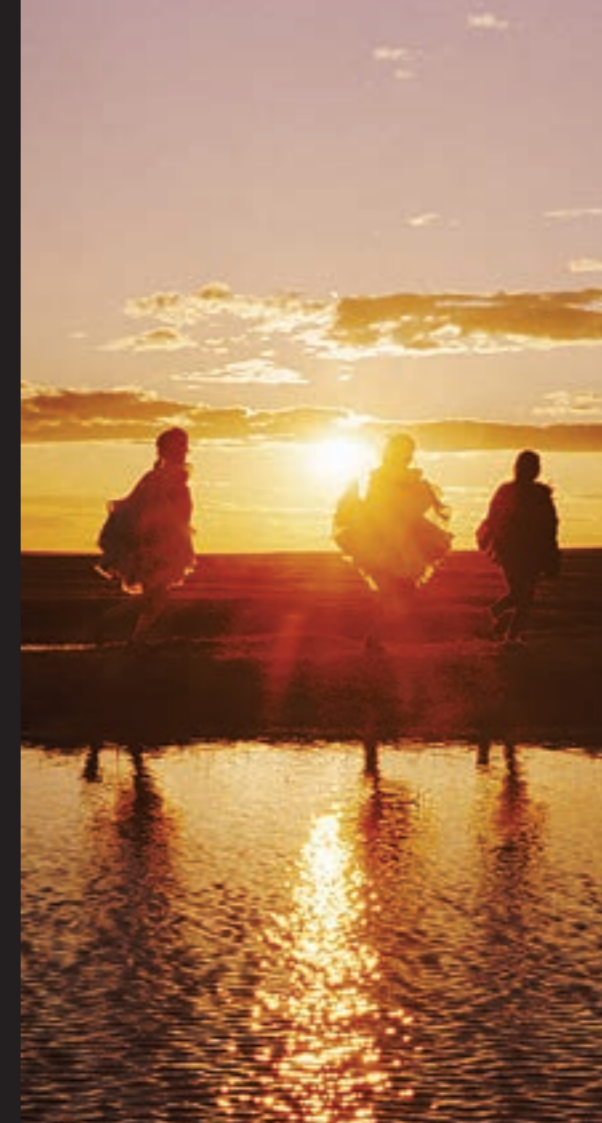
## PRIVATE POLICY

Mainland China 中国内地



## SHUTING QIU

Mainland China 中国内地



# Hong Kong Showroom & Pop-Up Spaces

FAHK staged a 'Hong Kong Showroom' and 'Pop-Up Spaces' as part of its 10 ADTW exhibition 2021. The 'Showroom' featured creations by local design talents including PONDER.ER, SOMEWHERE NOWHERE, and CHRISTIAN STONE, all of whom were also part of the Fashion Incubation Programme and Design Incubation Programme run by HKDC to nurture the rising stars of tomorrow. The 'Pop-up Spaces' highlighted the work of outstanding fashion graduates and students from prestigious local schools including Hong Kong Design Institute, Hong Kong Polytechnic University, Technological and Higher Education Institute of Hong Kong and Caritas Bianchi College of Careers.

Fashion Asia 另于“2021 亚洲十大焦点设计师时装展览”同场设有 Hong Kong Showroom 及 Pop-up Spaces。Hong Kong Showroom 呈献来自本地设计单位包括 PONDER.ER、SOMEWHERE NOWHERE 及 CHRISTIAN STONE 的作品；他们分别为时装创业培育计划及设计创业培育计划成员，计划由香港设计中心举办，旨在培育时装界的明日之星。而 Pop-up Spaces 则展出来自本地知名设计院校的优秀毕业生及学生作品，包括香港知专设计学院、香港理工大学、香港高等教育科技学院及明爱白英奇专业学校。



## SAMUEL GUÌ YANG

Mainland China & Sweden  
中国内地及瑞典



## WILSONKAKI

Hong Kong 香港



## SUSAN FANG

Mainland China 中国内地



# 02

## Design to Cultivate 设计 × 培育

- 1 Design Incubation Programme  
设计创业培育计划 (DIP)
- 2 Fashion Incubation Programme  
时装创业培育计划 (FIP)
- 3 DFA Hong Kong Young Design Talent Award 2021 DFA  
香港青年设计才俊奖 2021
- 4 DFA Lifetime Achievement Award 2021  
DFA 亚洲设计终身成就奖 2021
- 5 DFA Design Leadership Award 2021  
DFA 设计领袖奖 2021
- 6 DFA World's Outstanding Chinese Designer 2021  
DFA 世界杰出华人设计师 2021
- 7 DFA Design For Asia Awards 2021  
DFA 亚洲最具影响力设计奖 2021

# A LAUNCHING PLATFORM TO INFINITE POSSIBILITIES: DIP & FIP'S YOUNG TALENTS AIM FOR THE TOP

创业平台成就无限可能：  
DIP 及 FIP 年轻设计师迈向登峰之路 创造更好

## INTRODUCTION

Over the years, we have seen that when talent is nurtured, mentored, and empowered, amazing things can happen. With the support of HKDC's two-year **Design Incubation (DIP)** and **Fashion Incubation (FIP) Programmes**, young Hong Kong designers receive business skills training, mentorship and networking opportunities to help them sharpen all the skills they require and aim for the pinnacles of success.

Here we introduce several **DIP** and **FIP alumni** and **incubatees**, and delve into how the programmes, through nurturing ambitions and providing access to timely opportunities, have been instrumental in launching design careers. We also asked DIP designers to show us around their everyday workspace; and FIP designers to show us their marvelous creations when given the opportunity to shine.

多年来，我们深明如果人才获得充分培育、指导和启迪，便能成就美事。在香港设计中心为期两年的设计创业培育计划 (DIP) 及时装创业培育计划 (FIP) 的支持下，一众本地年轻设计师有机会学习营商技巧，接受指导和获得交流机会，有助于他们琢磨各种必要技能，步向登峰之路。

以下是我们与数位 DIP 及 FIP 的毕业生和培育公司的对谈，深入了解本计划如何支持满怀抱负的设计师，提供适当的机会，全力帮助他们开展设计事业。此外，我们更邀请 DIP 设计师带领各位参观日常的工作空间；并让 FIP 设计师展示他们精心创造的佳作，发光发亮。



# FROM 1 TO INFINITE: A PIVOTAL MOVE

关键一步：  
由1走到无限

Making the decision to become a designpreneur takes hard work, courage and determination. Ian Hau, founder of XLMS; and Arnold Yok Fai Wong and Tat Lai Wong, co-founders of ARTA Architects, share their experiences as DIP incubatees, their journeys as entrepreneurs, their inspirations, and their advice for young designers who wish to start their own businesses in Hong Kong.

要踏出成为设计企业家的第一步，需要努力、勇气及坚定意志。参加设计创业培育计划 (DIP) 的 XLMS 的始创人侯毅刚 (Ian)、ARTA 凝态建筑设计的联合始创人黄鏊晖 (Arnold) 及黄达礼 (Tat)，与各位分享成为企业家的历程及创业的经验，并为有意创业的年轻设计师提出一些建议。

**A** 我们绝对有同样的感受。每天都有新的挑战要面对，而身为首席执行官，不论是工作量、处理难题，或是管理团队，我们发现所承担的责任远超想像。DIP 提供大量的支援，让我们可以向拥有创业经验的前辈学习。此外，办公空间及配套设施让团队可以安心投入工作，全心全意处理建筑项目与发展业务。

**Arnold**，你们是否跟 Ian 有同样的感受？

**X** 由一个从事创作的人员，晋身成为一家公司的首席执行官和管理层，在转换角色的同时也需要灵活运用另一种思维，可说是创业后面临的一大挑战，但这也是成功发展业务的关键。即使是公司始创人，也要意识到自己是整个团队的成员之一，与大家为共同目标努力。幸好这些都是可以通过学习来提升的技能。DIP 提供各种培训课程、活动和工作坊，丰富设计师对行业的认知，使他们可建立新的人脉网络，引进新思维，并提升业务管理技能。

**A** 两年前，我们任职于相同的建筑公司，并一起搭档参加一项设计比赛。比赛期间，我们经常工作至通宵达旦，周末也忙过不停，合作的过程中发现我俩其实是很好的搭档。我们都醉心于建筑，惺惺相惜，之后一起参加了更多比赛，并取得佳绩，这无疑为我们注射了一支强心针，在去年决定跨出重大一步，正式成立 ARTA。

**X** 建筑是展现价值观的绝佳方法，因为我们的建造方式正好反映我们的生活模式。自从毕业于悉尼科技大学建筑系后，我分别加入了悉尼、伦敦、杜拜和香港的数家知名国际建筑设计公司。在这段时间，我接触到不少大型市区重建及地标项目，我自此开始有意愿成立属于自己的公司。就在 2015 年，我创办了 XLMS。

先谈谈是什么因素驱使你投身建筑行业？可否分享你的创业故事？

To begin with, what inspired you to get into architecture? Tell us about how you started your own businesses.

**X** Architecture provides a fascinating way to express our values, because the way we build is a reflection of the way we live. After my graduation from architecture school at the University of Technology Sydney, I worked for several leading international architectural design agencies in Sydney, London, Dubai, and Hong Kong. It was during this time that I was exposed to significant urban redevelopment and landmark projects, and from this I thought that someday, I would lead my own firm. In 2015, I established XLMS.

**A** We were both working at the same architecture firm two years ago, when we decided to join a design competition together. During that competition, we worked late at night and over weekends, and that made us realise we were a great team. We bonded over our immense passion for architecture, and together we took part in a few more competitions and scored more successes along the way. So we decided to take the leap, and formally established ARTA last year.

After starting your own business, what would you say has been the biggest challenge you have faced so far?

**X** Learning how to move one's mindset from a single creative person to being a CEO and people manager is challenging, but it is also the key to growing a successful business. Conflicts are bound to happen, but how can I help our team understand each other and communicate better? You may be the founder, but it's critical to remember that you're still part of a team, working toward a common goal. Fortunately, this is a skill that can be learned. DIP provides a variety

DIP Current Incubatee (2021-23)  
DIP 应届培育公司 (2021-23 年度)

ARTA Architects  
凝态建筑设计 — A

Co-Founder 共同创办人  
Arnold Wong 黄鏊晖

DIP Current Incubatee (2021-23)  
DIP 应届培育公司 (2021-23 年度)

ARTA Architects  
凝态建筑设计 — A

Co-Founder 共同创办人  
Tat Lai Wong 黄达礼

DIP Graduate Incubatee (2016-18)  
DIP 毕业培育公司 (2016-18 年度)

XLMS — X

Founder 创办人  
Ian Hau 侯毅刚

参加设计创业培育计划任似乎对你有帮助不少，你可以分享更多感受吗？

**A** 成立公司初期，我们决定申请加入DIP，因为我们确实缺乏资源，也没有资金。在申请的过程中，我们需要仔细思考和呈交一份可行的业务计划。就在数周前，我们刚好重温了当时呈交的计划，发现目前的业务发展步伐大致符合原有蓝图，并超越了当时定下的所有目标。我们从DIP获得不少支援，无疑对业务发展起了重大作用。

很高兴你的业务走上轨道！人们常说，通过交流会建立稳健的人脉商网，有助于公司实现更宏大的目标。你是否同意这个说法？

**A** 当然同意，DIP举办的交流活动为我们带来很多分享公司理念的实战机会。我们也通过DIP结交了不少设计界的朋友，包括非常乐意与我们分享经验的DIP毕业生。此外，DIP工作团队的支持和鼓励，也一直为我们注入信心！

相信DIP在制定业务战略方面也为你提供帮助？

**X** 绝对有。DIP的确帮助我们了解“设计业务”。营商知识是该计划的重点部分，DIP让我们接触来自多个不同行业 and 界别的成功人士。这些导师传授有关经营设计业务的知识，包括会计及财务、运营、营销、战略，以及法律事务，全部都是我从这个计划学到的重要知识。

最后，对于有意在港创业的设计师，你有什么建议？

**A** 一直对自己保持信心，以坚定积极的心态克服障碍。不过，最重要的还是努力。我们相信，努力始终能够获得回报，尽管放胆去做吧。

**X** 设计师必须全面掌握和了解所经营的业务，并相应调整商业计划，配合市场的需要。

‘DIP really helped us to understand the business of design.’

“DIP 的确帮助我们了解设计业务。”



Office Design Project by ARTA Architects  
由凝态建筑设计负责的办公室设计项目



Mountain Court Apartment Design Project by XLMS  
由 XLMS 负责的文豪阁住宅设计项目



of training programmes, events, and workshops that enrich designers' industry knowledge, bring in new connections and ideas, and enhance their business management skills.

Running a business is definitely not easy; it requires a lot of determination and learning. What about you, Tat and Arnold? Do you feel the same as Ian?

**A** We can totally relate to Ian. Every day presents new challenges and as CEOs, we realise that we have to carry a lot more on our shoulders than what we may have thought, whether it is workload, dealing with crises or managing staff. DIP has provided great support to fall back on, where we can seek advice from people with invaluable start-up experience. Also, having an office space with support facilities gives us and our staff a sense of security. That allows us to fully focus on working on our projects, and developing our business.

Sounds like joining DIP has helped you a lot with your business. Could you tell us more about it?

**A** Early on in our business, we had decided to apply to join DIP, as we literally had no resources and no financial backing. The process of applying to DIP made us think deeply and come up with a viable business plan. Just a few weeks ago,

we happened to look back at our business plan, and we were pleasantly surprised that the trajectory of our business had actually gone more or less how we had planned it, and that we had surpassed all the targets that we had set. The support we received from DIP has undoubtedly played a large part in our development.

It's good to hear that your business is on the right track! They say that building healthy business relationships and connections through networking can help a company achieve more. Would you say this is true?

**A** Yes, the DIP networking sessions were great practice on how to pitch for our company. We have also gained many connections within the design community through DIP, including previous graduates who have all been very willing to share their experiences with us. And the support and encouragement of the DIP staff has always filled us with confidence!

And I believe that DIP has helped you with your business strategies as well?

**X** That's true. DIP really helped us to understand the 'business of design.' Business exposure is a big component of the programme, and DIP gives us direct access to successful mentors from many diverse sectors and

disciplines. The mentors shared their knowledge on various aspects of running a design business, from accounting and finance to operations, marketing, strategy, and legal matters. These are some of the important things I learned from the programme.

Last question – what advice would you give to designers who want to start their own business in Hong Kong?

**A** Be confident in yourself, maintain a strong and positive mentality to overcome obstacles, and most importantly – work hard. We believe that you will always get your reward in the end by working hard. Don't be afraid, and just go for it.

**X** Designers need to really know their market, and adjust their business plans accordingly.

# Work Space Disclosed

## 走访设计师工作日常

To give you a fascinating glimpse into the everyday life of a design practitioner, we asked 10 Design Incubation Programme (DIP) companies to show us around their diverse workspaces. Graphic design studio **Third Paragraph Limited** specialises in book and print design; Accessories brand **Lifansze** creates meaningful, functional daily essentials; **The Hong Kong Type Foundry Limited** is a Chinese type/font design studio; **Athenaeum Studio** is a mid-luxury womenswear designer brand for daily occasions; **MOODLABBYLORRAINE** experiments with colours that express moods and personalities; **Nilmance Studio** integrates technology and day-to-day wardrobes; **Hari Studio Limited** creates lifestyle products, premium gifts and souvenirs; **O&O Studio Limited** provides architecture, interior and furniture design services; **Arto Wong Studio** focuses on knitwear design and **Louise Castle Company** is a bespoke men's tailor.

我们邀请了 10 家“设计创业培育计划”公司，带领各位参观其多元化的工作空间，窥探设计师的日常。平面设计工作室 **Third Paragraph Limited** 专门从事书籍及印刷设计；配饰品牌 **Lifansze** 打造别具意义和实用的日常饰品；香港活字有限公司是一家中文字型设计工作室；**AthenaeumStudio** 是轻奢女装设计师品牌，服饰适合日常穿搭；**MOODLABBYLORRAINE** 探索以颜色表达各种感受和个性；**Nilmance Studio** 将科技融入日常服装；点引工作室有限公司热衷于创作生活精品、礼品及纪念品；一持工作室有限公司提供建筑、室内和家具设计服务；**Arto Wong Studio** 专营针织设计，而 **Louise Castle Company** 则专门提供男装量身定制服务。

Photographer Elvis Tang



**Third Paragraph Limited**  
Pursue the Perfection on Bespoke Design & Printing Craftsmanship.

### Third Paragraph Limited

Graphic Design and Art Direction 平面设计及美术指导

|                |                       |
|----------------|-----------------------|
| Founder 创办人    | William Tsao          |
| EST. Year 创办年份 | 2021                  |
| Website 网站     | www.thirdparagraph.co |
| Instagram      | @thirdparagrah        |



# Lifansze

Practical Ornaments that  
make our Souls Blossom.



## Lifansze Jewellery Design 珠宝设计

|                |                  |
|----------------|------------------|
| Founder 创办人    | Fiona Li         |
| EST. Year 创办年份 | 2021             |
| Website 网站     | www.lifansze.com |
| Instagram      | @lifansze        |



## The Hong Kong Type Foundry Limited Type Design 字体设计

|                |                      |
|----------------|----------------------|
| Founder 创办人    | Hui Hon Man (Julius) |
| EST. Year 创办年份 | 2021                 |
| Website 网站     | www.kowloontype.com  |
| Instagram      | @kumincho_           |

The Hong Kong  
Type Foundry Limited  
Provide Typefaces to the World  
from our Hong Kong Roots.

# Athenaeum Studio

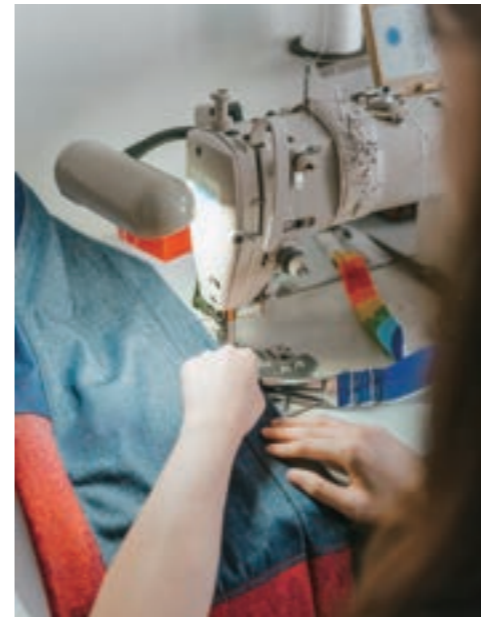
Reconstruct Modern Romance in Poetry.



## Athenaeum Studio

Womenswear Design 女装设计

|                |                       |
|----------------|-----------------------|
| Founder 创办人    | Maness Ko, Doris Chan |
| EST. Year 创办年份 | 2020                  |
| Website 网站     | www.athenaeum-m.com   |
| Instagram      | @athenaeum_m          |



## MOODLABBYLORRAINE

Knitted Accessory Design 针织配饰设计

|                |                           |
|----------------|---------------------------|
| Founder 创办人    | Lorraine Tam, Eugene Kan  |
| EST. Year 创办年份 | 2020                      |
| Website 网站     | www.moodlabbylorraine.com |
| Instagram      | @moodlabbylorraine        |



Express your mood through the stories around us.

# MOODLABBYLORRAINE

Clothing that Balances the Conceptual Nature,  
Practicality and Wearability of Design.



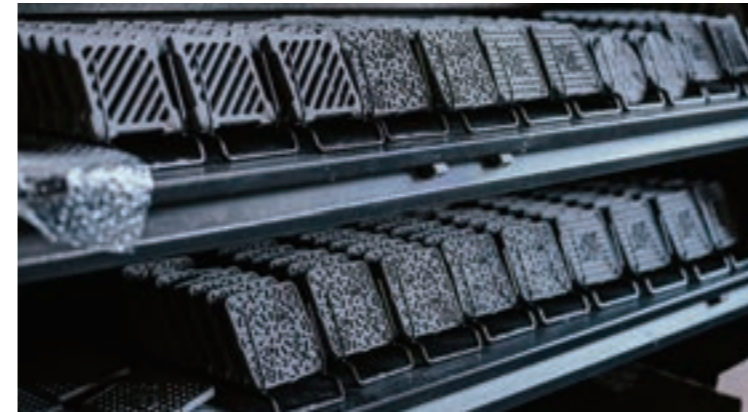
## Nilmance Studio Menswear Design 男装设计

|                |  |
|----------------|--|
| Founder 创办人    | Mike Yeung   |
| EST. Year 创办年份 | 2017   |
| Website 网站     | <a href="http://www.nilmance.com">www.nilmance.com</a> |
| Instagram      | @nilmance  |



## Hari Studio Limited Product Design 产品设计

|                |  |
|----------------|--|
| Founder 创办人    | Jarvis Chin  |
| EST. Year 创办年份 | 2021   |
| Website 网站     | <a href="http://www.concretology.cc">www.concretology.cc</a> |
| Instagram      | @concretology  |





# O&O Studio Limited

Originate – As We Envision, Originate – As We Create.



## O&O Studio Limited

Architecture and Interior Design 建筑及室内设计

|                |                       |
|----------------|-----------------------|
| Founder 创办人    | Eric Chan, Suzanne Li |
| EST. Year 创办年份 | 2018                  |
| Website 网站     | www.oandostudio.com   |
| Instagram      | @o_and_o_studio       |

**Arto Wong Studio**  
Let's be Bright, be Energetic,  
be Alive through Colours and Knitwear.



## Arto Wong Studio

Knitwear Design 针织设计

|                |                      |
|----------------|----------------------|
| Founder 创办人    | Arto Wong            |
| EST. Year 创办年份 | 2017                 |
| Website 网站     | www.artoofficial.com |
| Instagram      | @artoofficial        |

# Louise Castle Company

Impress Every Customer with Passion.



## Louise Castle Company

Menswear and Accessory Design 男装及配饰设计

|                |                      |
|----------------|----------------------|
| Founder 创办人    | Lubee Chak           |
| EST. Year 创办年份 | 2019                 |
| Website 网站     | www.louisecastle.com |
| Instagram      | @bowtieshophk        |

## DIP Incubation Companies DIP 培育公司

|  |                       |                                  |                                     |                                |                         |
|--|-----------------------|----------------------------------|-------------------------------------|--------------------------------|-------------------------|
| 01                                       | 02                    | 03                               | 04                                  | 05                             | 06                      |
|  | FEMANCE               |                                  |                                     |                                |                         |
| Dress Green Ltd/P                        | Femance/P             | Green One Lab Ltd/P              | HARI Studio Ltd/P                   | Sapiens Design Ltd/P           | Xplor Ltd/P             |
| 07                                       | 08                    | 09                               | 10                                  | 11                             | 12                      |
| athenaeum(m.)                            | Charlotte Ng Studio   | <b>CODA</b>                      | FORME DE FLUIDITÉ                   | KARMUEL YOUNG                  | <i>Lapeewee</i>         |
| Athenaeum Studio/F                       | Charlotte Ng Studio/F | CODA CLOTHING CO./F              | FORME DE FLUIDITE LTD/F             | Karmuel Young Studio/F         | Lapeewee Creative Co./F |
| 13                                       | 14                    | 15                               | 16                                  | 17                             | 19                      |
| ora era                                  | <i>voyage</i>         | Houston™                         |                                     |                                | ART A ARCHITECTS        |
| Ora Era Ltd/F                            | VO-YAGE/F             | Houston Collective Ltd/B/P       | Pure Studio/B/P                     | Agape Design Ltd/I/A           | ARTA Architects Ltd/I/A |
| 19                                       | 20                    | 21                               | 23                                  | 23                             | 24                      |
|  | AVE                   |                                  | Lifansze                            |                                |                         |
| Studio of SAI Ltd/I/A                    | AVE Creative/M&C      | D Land Creation Ltd/M&C          | Lifansze Co./J                      | OH Design & Creation Co. Ltd/J | Designer Port Ltd/O     |
| 25                                       | 26                    | 27                               | 28                                  | 29                             |                         |
|  |                       |                                  |                                     |                                |                         |
| Land and Civilization Compositions Ltd/O | MOODLABBYLORRAINE/O   | The Hong Kong Type Foundry Ltd/O | Third Paragraph Ltd/O               | BEGGs Studio/O                 |                         |
| P — Product 产品设计                         | F — Fashion 时装设计      | B/P — Branding/Packaging 品牌创建/包装 | I/A — Interior/Architecture 室内/建筑设计 |                                |                         |
| M&C — Media & Communication 媒体及传播        | J — Jewelry 珠宝及配饰     | O — Others 其他                    |                                     |                                |                         |



Cafune / PF22 / Double-C Cardholder



CAR21E / PF22 / Best Foot Forward



Tomorrow by Dayderam Nation / Calvin Klein Jeans Reimagined Denim Collection



ALPS Annie Ling / BIND



KEVIN HO / SS22 / Chiaroscuro 明暗对照法



Tak L. / AW22 / SEASON VI

# REMEMBER YOUR PASSION, FIND YOUR OWN VOICE AND UNIQUENESS

无忘对创作的热诚，  
寻找个人的表达方式  
及独特之处

The fashion industry is a very collaborative, interactive and interpersonal one, but the pandemic has brought significant challenges and shifts in consumer preferences. Nevertheless, many designers, undaunted, continue to push their boundaries with inspiring new designs and ideas. Fashion Incubation Programme (FIP) offers opportunities, expert mentors and support for aspiring young designers to follow their dreams. FIP alumni Derek Chan of DEMO, and current FIP incubatees Queenie Fan and Day Lau of Cafuné share their insights and how the programme has helped them transform their dreams into reality.

时装界是一个非常强调协作、互动和交流的行业，然而疫情带来无比挑战，消费者的喜好也不断转变。虽然如此，许多设计师仍勇往直前，继续以具启发性的新设计和意念，突破自我界限。FIP 为有抱负的年轻设计师提供机会、专家指导及支援，帮助他们追随梦想。计划毕业培育公司 DEMO 的设计师陈进杰，以及来自现届培育公司 Cafuné 的设计师范煦龄和刘淞泠分享观点，细说这个计划如何帮助他们梦想成真。

I would like to start by asking what made you venture into fashion? Did you always envisage yourself running a studio or a company?

**D** When I was young, I always enjoyed design and art-related subjects and hobbies like drawing and sketching, which helped develop my creative thinking. Fashion is interesting and explorative and that's why I chose to become a fashion designer. I have always envisaged myself having my own brand and studio.

**C** It started with my love of handbags when I was a child! This passion led me from becoming a handbag designer to building a handbag brand. After working at international labels like COACH, 3.1 Phillip Lim and Rag & Bone, I've gained the confidence to launch Cafuné and am still learning as we go along.

It's good to see your passion come to life! So, from having your own brands, can you tell us the difference between pursuing fashion as an interest, and pursuing fashion as a business?

**D** The important thing is not to lose your passion even when you make fashion your business, because there will be many commercial considerations hindering your creative direction. Customers are always looking for something new, and your passion will always make your brand interesting.

**C** Fashion as a business is something that is a lot harder and yet a lot more interesting! We have to have our customers in mind in every decision. The fun part is seeing customers wear our products, and connecting with them over our designs. It's also thrilling and a great honour to see our designs worn by top international celebrities such as Lady Gaga, Natalie Dormer, Lucy Boyton, and others.

**D** 在起步阶段，有导师从旁协助绝对是件好事。FIP 为设计师定下非常明确的里程碑，推动我们向前迈进，并提供额外支援以实现目标。做为 FIP 的毕业生，我经常获得宝贵的机会参与崭新的时装合作企划和其他设计工作。另一方面是财务资助，除了提供补贴外，FIP 也教导我们如何明智理财，并运用资金来建立品牌。

这些不同之处绝对对发人深省。起初你们为什么决定参加 FIP，这两年的计划对你来说有何最宝贵之处？

**C** 要经营时装事业当然加倍困难，但同时亦更为有趣！我们必须在每个商业决定中，将顾客考虑在内。看到顾客拿着自己的作品，我们能通过作品与顾客建立联系，实在充满乐趣。不少国际星级名人如 Lady Gaga、Natalie Dormer、Lucy Boyton 等也有选用我们的手袋，让我们深感振奋及荣幸。

**D** 时装设计变成一门事业之后，有很多商业因素的因素考虑或会左右创作方向，但紧记不要失去你的热情，顾客总是希望找一点新意，所以要记得拥抱热情，才可为品牌添加趣味。

看到你们把兴趣转化为事业，着实高兴！现在你们已建立个人品牌，可否分享把时装设计当作兴趣和事业之间的分别？

**C** 我自小便对手袋着迷！这股热诚驱使我为手袋设计师，继而踏上建立手袋品牌之路。我先后在 COACH、3.1 Phillip Lim 和 Rag & Bone 等国际品牌公司工作，累积经验，逐渐建立创办 Cafuné 的信心，至今仍在学习。

**D** 年少时，我很喜欢设计和艺术相关的科目和嗜好，例如绘画和素描，这些都有助于培养我的创意思维。时装充满趣味，从中探索无限可能，正因如此我选择成为一名时装设计师。我一直以来都梦想成立个人品牌和工作室。

首先我想问的是，什么因素驱使你投身时装界？你是否一直有志成立个人工作室或公司？

FIP Graduate Incubatee (2018-20)  
FIP 毕业培育公司 (2018-20 年度)

DEMO — D

Founder 创办人

Derek Chan 陈进杰

FIP Current Incubatee (2020-22)  
FIP 应届培育公司 (2020-22 年度)

Cafuné — C

Founder 创办人

Queenie Fan  
范煦龄

C IPD 为设计师提供全面的课程，培育我们的创意及营商思维。对于我们这个电子商务品牌，数字营销尤其重要。我们通过与合作专家，制定数字营销战略。另外，我们更从 WGSN 举办的创意培训讲座中，获得很多业界洞见及知识。

IPD 确实为有意创业的设计师提供了一个绝佳的培育平台。对于年轻设计师来说，你们认为时尚界的竞争是否激烈？可否分享你曾经面对的最大挑战，而 IPD 如何为你装备应对挑战？

D 竞争的确颇大，所以最大的挑战是，如何令作品更与众不同，突围而出。IPD 帮助我们连系制造商、供应商和买家，在我们不熟悉的相关范畴提供支援，例如法律和商贸事宜等。至于导师计划和工作坊则帮助我们从小消费者的角度分析个人品牌，例如设计独特性和卖点。

C 时尚界是一个竞争非常激烈的行业。我们为电子商务品牌，最大挑战之一是如何弥合虚拟与实体销售渠道之间的距离，与顾客互动。IPD 为我们带来于实体店展示产品的机会，例如早前位于铜锣湾的“kapok X FIP The Female Edit”快闪店，又为我们安排《Vogue 香港》的采访。这些曝光率对我们的品牌来说难能可贵。



MÉTIER by DEMO  
DEMO MÉTIER 服装系列



Stance Bag & Stance Wallet by Cafuné  
Cafuné 的 Stance Bag 及 Stance Wallet 系列

这些支援对创业的设计师实在可贵。新晋时装设计师和品牌要在现今市场生存，需要具备什么技巧或战略？

D 厘清个人设计风格与其他设计师有何区别，并如何填补市场缺口。听取专家的意见，因为他们拥有不少能够有助于品牌发展的深入洞见。同时打造鲜明风格，让人看到某个细节或设计时，一眼便知道是你的品牌。最后，你需要时常构思并将目标具体化，以鞭策自己。

C 对于新晋时装设计师，我的建议是对准目标，心无旁骛。每个品牌都有其独特的故事，因此你需要寻找个人表达方式及独特之处。同时，保持与顾客交流，了解他们为何喜欢你的产品。

在此感谢受访者的有趣分享及独到见解。我们一众才华横溢的 IPD 设计师已成长蜕变，不断拓展业务，让香港品牌得以扬名本地及国际时尚界。香港设计中心有幸在这些设计师和企业家的发展路上出一分力。祝他们一切顺利，在各自的道路上大放异彩。

“FIP 为设计师定下非常明确的里程碑，推动我们向前迈进，并提供额外支援以实现目标。”



provides us assistance with other considerations which we may not be familiar with, such as legal and trading issues. Its mentoring programmes and workshops help us analyse our brands from the consumers' perspective, like our design uniqueness and selling points.

C Fashion is a very competitive industry. As an e-commerce business, one of our biggest challenges was to find ways to bridge the gap between our online and physical presence to connect with customers.. FIP helped us find opportunities to showcase our products in physical retail stores, such as kapok X FIP The Female Edit pop-up in Causeway Bay, and lined up an interview for us with Vogue Hong Kong. The exposure was very valuable for our brand.

That is invaluable support indeed. Can you share any tips or strategies for how an emerging fashion designer and brand can increase their chances of survival in today's world?

D Be clear on how your design styles differentiate you from other designers, and how it can fill any market gaps. Listen to the experts, because many of them can provide perceptive insights that will be helpful for your brand development. Have a signature style so when people look at a certain detail or design, they can tell right away it is from you. Lastly, always visualise what you want to achieve to spur yourself on.

C My advice for emerging fashion designers would be to stay on track and not get distracted. Every brand has their unique story, so you need to find your own voice and uniqueness. At the same time, keep talking to your customers and find out what they like about your products.

We thank the interviewees for their very interesting and insightful sharing. Our talented FIP designers have evolved and are growing their businesses from strength to strength, making their marks on the local and international fashion scene with Hong Kong's homegrown brands. HKDC is proud to have played a part in their journeys as designers and entrepreneurs, and we take this opportunity to wish them all the very best in the future. May they enjoy great success in their chosen paths!

‘FIP sets very clear milestones to help designers progress, and provides the extra hands to help you achieve your goals.’

That difference is definitely something to bear in mind. Why did you decide to join FIP, and what did you find most valuable during the two years?

D It is always good to have a mentor when you start out. FIP sets very clear milestones to help designers progress, and provides the extra hands to help you achieve your goals. As a FIP alumnus, I am often given opportunities to take part in new fashion collaborations and other design work. The other thing is financial support – apart from providing subsidies, FIP also teaches you how to plan and use your money wisely in brand-building.

C FIP provides designers an all-rounded programme that nurtures creativity as well as a business mindset. Digital marketing plays a critical role, especially when our business is an e-commerce brand. We were able to craft a digital marketing strategy by working with specialists. We also gained a lot of industry insights and knowledge from the creative sessions organised by WGSN during our time in FIP.

FIP does provide a great platform for designers thinking of starting their own businesses. Would you say that fashion is a competitive career for young designers? Tell us about one of your biggest challenges and how FIP equipped you to face it.

D Yes definitely, so the challenge is how to differentiate yourself. FIP helps link us up with manufacturers, suppliers and buyers. It also



Christian Stone / AW22 / Dysdopeya



Kay Kwok / AW22 / Chapter 1





KKLUE / 2022 / ILLUME 追光系列



UNSUIKYO / SS22 / M.Shimmer\_RD

|    |        |                                  |
|----|--------|----------------------------------|
| 01 | Cafuné | Established in 2015 / 成立于 2015 年 |
|----|--------|----------------------------------|

# CAFUNÉ

Cafuné is a modern fashion brand founded by lifelong friends Queenie Fan and Day Lau. Cafuné accessories are designed for independent and creative women who celebrate individuality. Exploring new possibilities and unconventional materials in unique ways, Cafuné balances modern and classic elements to create distinctly iconic and timeless designs.

现代时尚品牌 Cafuné，由一对挚友设计师范煦龄 (Queenie) 和刘渐冷 (Day) 于 2015 年共同创立，专为追求创意及独立个性的女士精心打造。为了探索无限的可能性，Cafuné 以独一无二的设计搭配创新物料，将摩登与经典元素完美融合，打造出备受瞩目又值得收藏的时尚之作。

[www.ca-fune.com](http://www.ca-fune.com)

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| 02 | CAR 2IE | Established in 2016 / 成立于 2016 年 |
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# CAR|2IE

Founded by designer Carrie Kwok, CAR|2IE celebrates the joy of dressing up. Bringing together feminine design details, graphic elements and traditional tailoring with a twist. Crafted with fine fabrics, every piece is designed to possess a permanence that can be styled to reflect the season and the personality of its wearer.

CAR|2IE 由设计师郭家利 (Carrie) 创立，以歌颂时尚造型的无限趣味为宗旨。产品融合了女性化的设计细节、图案元素，及经过重新演绎的剪裁，创造出率性自然的设计。每件永恒经典的作品，均采用精緻物料精製而成，可因应季节需要与穿着者的个性来互相搭配。

[www.car2ie.com](http://www.car2ie.com)

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| 03 | TOMORROW BY DAYDREAM NATION | Established in 2018 / 成立于 2018 年 |
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Founded by designer Kay Wong, Tomorrow by Daydream Nation is a Hong Kong-based fashion label with a global mindset. TOMORROW's fashion line is about giving castaways a second chance at life through ecologically-intelligent design and lovingly hand-crafted details.

Tomorrow by Daydream Nation 由设计师黄琪 (Kay) 创立，是一家以香港为基地并拥有国际视野的时尚品牌。TOMORROW 的时装透过环保设计及精湛的手工细节，为被弃置的旧衣赋予重生机会。

[www.tomorrow-by-daydreamnation.com](http://www.tomorrow-by-daydreamnation.com)

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| 04 | ALPS Annie Ling | Established in 2015 / 成立于 2015 年 |
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Driven by the desire to unite fashion, technology and craftsmanship, designer Annie Ling founded ALPS Annie Ling. Inspired by a new age of active living and cutting-edge textile innovations, the brand is committed to designing enduring clothing that supports wellbeing. ALPS pieces are practical, effortlessly stylish and wearable every day.

由设计凌宝珊 (Annie) 创立的 ALPS Annie Ling 品牌，以融合时装及科技元素作为创作理念。採用创新的科研物料配合严谨细致的手工艺，为追求品味生活的活跃新世代呈献充满简约时尚的实用衣饰。

[www.annieling.com](http://www.annieling.com)

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| 05 | KEVIN HO | Established in 2015 / 成立于 2015 年 |
|----|----------|----------------------------------|



KEVIN HO is grounded in an appreciation for structure and femininity. Focused on womenswear, the designs express individuality and modernity through striking silhouettes and bright, contrasting colours that capture the uniqueness of the wearer.

KEVIN HO 的设计师何灼霖 (Kevin) 专注于女装设计，以彰显时装结构和女性气质为宗旨，透过引人注目的轮廓和明亮的对比色调，呈献独具一格的现代时尚个性。

[www.kevinho.com.hk](http://www.kevinho.com.hk)

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| 06 | Tak L. | Established in 2018 / 成立于 2018 年 |
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Founded by designer Tak Lee, Tak L. is known for its uniquely complex cuts and garment constructions, which use natural dyes and fabrics. The label draws inspiration from traditional craftsmanship techniques to create distinctly contemporary silhouettes. Celebrating artisanal skill and valuing sustainability, both in the creation process and the longevity of each individual piece, every design is effortlessly timeless.

由设计师李德诚 (Tak) 推出的香港设计师品牌 Tak L.，擅长採用天然植物染及布料，造出独特的複杂剪裁和服装结构。作品结合传统含蓄的工匠文化和当代美学。每一件衣物均体现了布料与身体之间的互动与平衡，在有形与无形之间与穿着者的个性相融合。

[www.taklee.studio](http://www.taklee.studio)

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| 07 | Christian Stone | Established in 2018 / 成立于 2018 年 |
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Christian Stone is a brand with a penchant for cultural subversion. Inspired by internet, pop and digital culture and identity, designer Christian Fung bridges physical and virtual elements in pieces that exist as a commentary on modern life, identity and escapism. The label's distinctive, bold and playful style comes to life in wild silhouettes and futuristic forms.

Christian Stone 是一个热衷于颠覆文化的时尚品牌。设计师冯子华 (Christian) 以互联网、流行文化与数码文化的特性为灵感，把真实和虚拟的元素融合在作品中，抒发对现代生活、身份认同和幻想主义的见解。品牌以独特和趣味盎然的风格，把狂野的线条轮廓和充满未来感的形态呈现眼前。

[www.christianstone.net](http://www.christianstone.net)

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| 08 | KAY KWOK | Established in 2013 / 成立于 2013 年 |
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# KAY KWOK

Hong Kong-born designer Kay Kwok, driven to fill a gap in the world of fashion, launched his eponymous label in 2013. The brand is boldly and unapologetically avant-garde and futuristic. Circumventing style conventions and abolishing stereotypes, Kay Kwok designs are genderless, experimental and confronting in their artistry and aesthetic.

于香港土生土长的设计师郭子锋 (Kay)，2013 年在伦敦男装週推出同名的时装品牌，以大而无畏的精神，展现前卫及充满未来感的设计风格。为了打破时尚常规，摒除固有观念，Kay 运用出类拔萃的手工与美学，创造出无分性别、具实验性质及叛逆不羁的时装系列。

[www.kaykwok.com](http://www.kaykwok.com)

|    |       |                                  |
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| 09 | KKLUE | Established in 2017 / 成立于 2017 年 |
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# KKLUE

Motivated by the femininity and fierceness of modern women, KKLUE is a Hong Kong-based fine jewellery brand founded by Kellyn Zhou. With a focus on 18K gold and diamonds, KKLUE brings together softness and boldness in collections. Guided by the philosophy of 'Empowering Her Vision & Voice', KKLUE inspires women to express themselves and shine together.

灵感源自现代女性温柔与强悍俱全的特性，设计师周兰华 (Kellyn) 创立了香港高级珠宝品牌 KKLUE。品牌擅长以 18K 黄金缀以精緻鑽石，将柔和与刚劲的气质融合，设计出一系列以巧手精製的珠宝。KKLUE 以激励女性开阔视野，启发她们勇于表达真我，共同发光发亮。

[www.kklue.com](http://www.kklue.com)

|    |          |                                  |
|----|----------|----------------------------------|
| 10 | UNSUIKYO | Established in 2017 / 成立于 2017 年 |
|----|----------|----------------------------------|



Inspired by the beauty of natural Japanese forest scenes in Shiratani Unsuikyo, UNSUIKYO eyewear is handcrafted to evoke appreciation for the natural world. Created by designer Chan Ho Yin, Brian, the award-winning designs use natural materials including sedimentary rock and wood, in frames inspired by classic and vintage eyewear. UNSUIKYO's timeless aesthetic offers comfort, fit and a unique way of looking at the world.

UNSUIKYO 的设计灵感源自日本白谷云水峡的自然森林美景，所有眼镜均以手工制作。品牌的幕后主帅为眼镜设计师陈浩然 (Brian)，他擅长採用天然石材和木材，创造出经典复古风格的眼镜框。UNSUIKYO 以永不过时的美学，为佩戴者提供独特的视图，尽情观赏世界。

[www.unsuikyo.com](http://www.unsuikyo.com)

In the old days, as the saying goes, teachers could change lives with chalk and blackboards. The tools of our trade are the essential items that facilitate our daily work and practice. We talked to the winners of the DFA Hong Kong Young Design Talent Award 2021 to find out what some of their go-to gadgets were – what are some items that are indispensable to their daily work? From a school junkyard rescue item to a calligraphy pen, to a treasured pair of tailoring scissors that once belonged to a grandfather, their answers provide us a glimpse into the everyday life and creative processes of a designer.

# Designers' Go-To Gadgets

## 设计师必备工具

古语云：“工欲善其事，必先利其器”。昔日，粉笔及黑板便是老师用作春风化雨的工具。我们与 DFA 香港青年设计才俊奖 2021 的得主进行访谈，了解他们爱用的小工具。什么是他们日常工作不可或缺的工具？无论是学校垃圾房里拾来的工具、书法笔具，或是传承自祖父的珍贵裁缝剪刀，我们可从各位得奖者的答案窥探设计师的生活片段和创作过程。



### 1 Kevin Cheung 张玮晋

I found this record vice from the junkyard of a secondary school in Kwai Hing. After the school discontinued its Design and Technology course, piles of high quality woodworking tools were abandoned. The record vice is a helpful tool for my practice and soon became an indispensable item among the tools in my workshop.

这台虎钳是我从葵兴一所中学的垃圾房救回来的，由于该中学取消了“设计与应用科技”课程，大批优质的木工器材也随之被搁置。这台虎钳自此成为工作室不可或缺的工具。

### 2 Daniel So 苏健行

Notion is an all-in-one tool that combines to-do lists, note taking, work folders, bookmarks and many more. It enables me to jot down inspirations on the go, whether a video or a text, and organise them for easy retrieval. Give it a try to boost your productivity!

Notion 汇集待办清单、笔记、工作文件夹及书签等多种功能于一身，让我随时随地以短片或文字记录灵感，更可分门别类，便于查阅。这工具有助于提升工作效率，试试看！

### 4 Muji Sketchbook 无印良品速写本

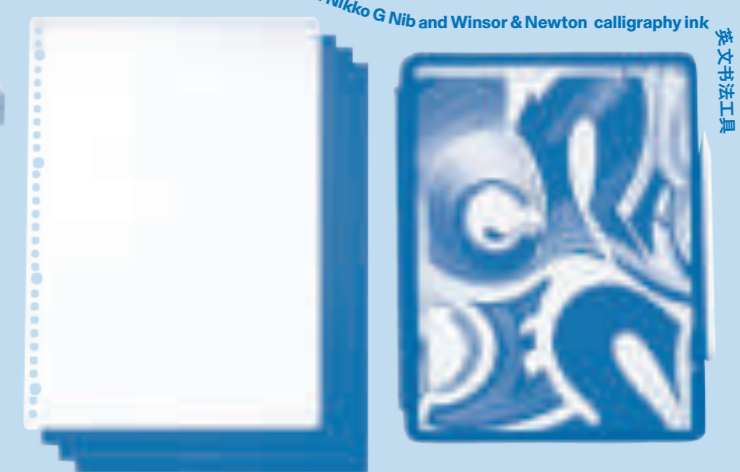


### 3 Lee Hoi Yee 李凯仪

With my digital drawing board, I can easily visualize the ideas imagined in my mind, and even sometimes create collages with photos, and present my design concept more realistically to the design team or client. I also use it to create complex illustrations and animations to enrich my creative projects.

电子画板让我可以把脑海的构思可视化，有时我会在画板拼合一些照片，将设计概念更实在地呈现给设计团队或客户。我也会用它来制作插画和动画，丰富我的创意项目。

### 5 Oblique pen holder with Nikko G Nib and Winsor & Newton calligraphy ink 英文书法工具



### 6 KEF MU3 true wireless earphones KEF MU3 无线耳机



### 7 Ergonomic Mouse 'the Iron' 直立式鼠标“熨斗”



### 5 Yick Ying Lin, Audrey 易颖琳

My practice of hand-lettering and typeface design is underpinned by regular calligraphy practice. It lets me experiment, and shows me how different analogue tools can influence the shapes of letters. At the moment I am using an oblique pen holder with the Nikko G nib that is designed for beginners.

我恒常练习书法，不但为手绘美术字创作和字体设计打好基础，也可借此试用不同的非电子笔具，勾画字母的万千形态。现在，我使用初学者适用的英文书法花体斜头笔杆及日本 NIKKO 漫画书写钢笔字。

### 6 Seth Yeung 杨骏业

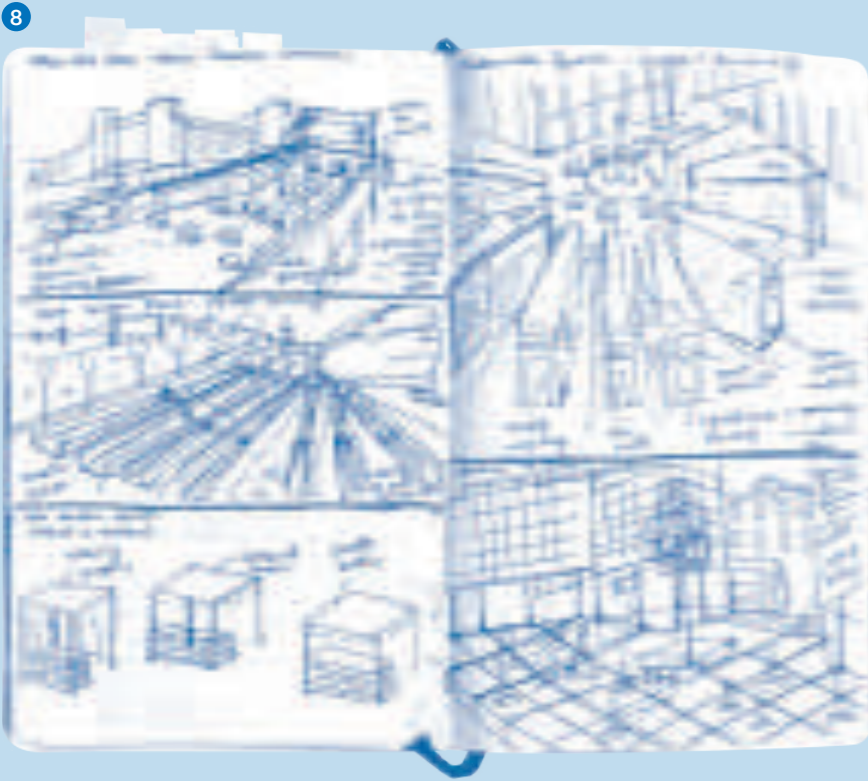
I believe there is beauty in almost anything, and music gives me the right energy and mood to seek inspirations from everywhere and at anytime. My wireless earphones designed by the visionary Ross Lovegrove do just the trick. They have fabulous sound quality with an ultra-sleek touch. It is my little secret weapon to tackle my designer life.

我相信一切事物都有美感，而音乐的情绪能量启发我去探索这种可能性。由大师 Ross Lovegrove 设计的无线耳机拥有出色的观感，使我可以无时无刻畅享优美音质带来的美妙聆听体验，这是我应对设计师生活的秘密武器。

### 7 Melody Siu 萧乐闻

Architects have moved from having multiple tools for drafting and modelling to relying almost solely on the computer and mouse. My best work buddy is an ergonomic mouse, 'the Iron'. It's been with me since I was a master student, and now as a professional through many sunrises and sunsets, it still protects my wrist when I work.

电脑和鼠标成为了建筑师的日常。我的最好战友是一只直立式鼠标“熨斗”。自我念书以来，它一直陪伴我渡过多个昼夜，现在依然默默地看护着我脆弱疲劳的手腕。



Sketchbook 速写本

8 Nesia Cheung 张柏妍

I like to sketch out my intuitive thoughts as a progression of realising my projects from conceptualisation to reality. Because what we have on our minds may not always work out in real life, simple sketches are the best way to kick start a creative process.

我喜欢在速写簿勾画我的直觉想法，记录我为设计项目和绘画作品进行思考的演化过程。我们脑中的想法未必能够在现实生活中实现，因此简单的草图是展开创作过程的最佳方式。

9 Lee Pui Kwan, Cady 李沛钧

The Liquify function is one of my indispensable digital tools for conveying surrealist visions. In creating distorted prints and shapes, garments can be made in unexpected forms with a reversed methodology. Throughout the Liquify process, static items can become 'alive' and change into a fluid state which aids me in investigating silhouettes and forms.

液化功能是我创作时不可或缺的工具之一，它让我能呈现代表超现实主义的关键元素。在设计印花和形状时，我会使用旋转扭曲模式，对素材作扭曲处理，创造意想不到的效果。液化功能可以令静态素材变得生动，有助我研究各式各样的轮廓和形式。



Liquify function in Procreate Procreate 中的液化功能

10 Hana Li 黎钰娴

My aunt gave me grandpa's tailoring scissors when I started studying Fashion Design. It has been with me since the beginning of my design journey. I feel the blessing and spirit of my grandpa whenever I pick up his tailoring scissors for work.

在我学习时装设计之初，姨姨便把外公流传下来的裁缝剪刀交给了我。自此以后，这把裁缝剪刀便一直伴随着我进行创作。每当我手握着它，便犹如感受到外公对我的祝福与期盼。

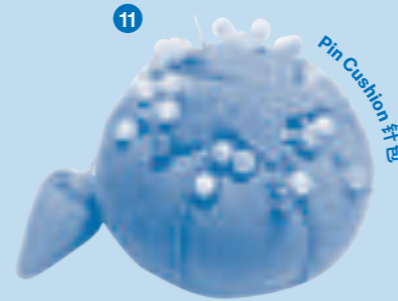


Grandpa's Tailoring Scissors 外公的裁缝剪刀

11 Yuen Xin Chan, Melissa 陈菟善

I have been using this pin cushion since I started studying fashion and it has always been my inseparable companion. It holds all the essential needles and pins that I need to draft patterns and mock-ups for my outfits.

自我开始修读时装以来，这个针包一直是我不可缺少的同伴。它是我放置所有手缝针和别针的地方，对草拟服装纸样和样版的过程十分重要。



Pin Cushion 针包

13 Chan Brun 陈思晴

Working as an art director and stylist, I am on set all the time. Having a functional tool bag is very important for me. The tool bag is customised for my daily work - it is just the right size and material, with compartments that hold essential tools such as scissors, sewing kits and measuring tape.

做为一位美术指导与造型指导，我经常需要在拍摄现场。因此，一个实用的工具包对我来说十分重要。工具包是专为我的日常工作模式而设计的，内部间隔方便摆放不同的工具，包括剪刀、针线包和软尺。

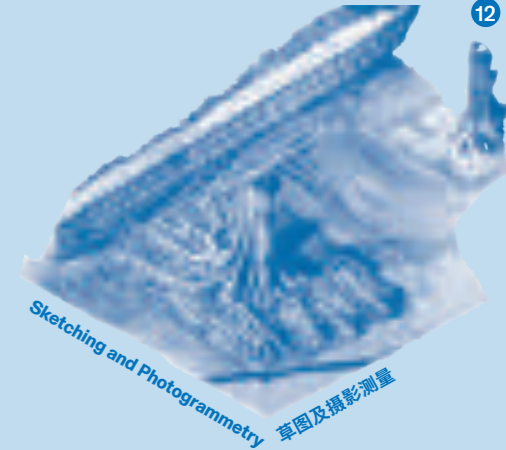


Self-made Tool Bag 自制的工具包

12 Lo Wai, Ciara 卢玮

I usually use a variety of methods to get inspiration and generate ideas. Especially in the research phase, I prefer to do photogrammetry in addition to taking pictures. It helps to document more comprehensive and detailed spatial qualities. My design ideas always come from sketching.

我喜欢通过各种方法来获得灵感和主意。特别是在研究阶段，除了拍照，我更倾向于做摄影测量，它有助我记录更全面的空间细节。然后我会开始画草图，倾注我的设计意念。



Sketching and Photogrammetry 草图及摄影测量



Apple Magic Mouse Apple 妙控鼠标

14 Hannah Lee 李瀚娜

My Apple Magic Mouse is a great facilitator in my design practice and work routine. It allows me to quickly create, shape, and generate designs with its sensitivity to flexible gestures and touch. The pace of my thoughts can match the pace of my work - making it a lot easier to get things done.

无论是设计创作或日常工作，Apple 精妙滑鼠都是我的好搭档。这款滑鼠可以灵敏感应每个触控手势，有助加快创作步伐，令设计迅速成形和面世。达致手脑同步，工作更得心应手。

15 Bodin Hon 韩文镛 (韩天)

Having a personal 3D printer allows me to refine the design with a few more iterations in-house before sending the design out. We let the printer operate overnight, and the print is finished when we arrive at the office the next morning. It always feels exciting to start the day with a new design in my hand!

拥有一部 3D 打印机可以让我在发送设计稿前作多番修订。我们通常在离开办公室前启动打印机，让它整夜运作，翌日早上便完成打印。以收到新成品来展开新的一天总是令人振奋！



Office 3D printer 办公室 3D 打印机

## CreateSmart Young Design Talent Award 创意智优青年设计才俊奖

Kevin CHEUNG Wai Chun  
张玮晋



Product and Industrial Design  
产品及工业设计

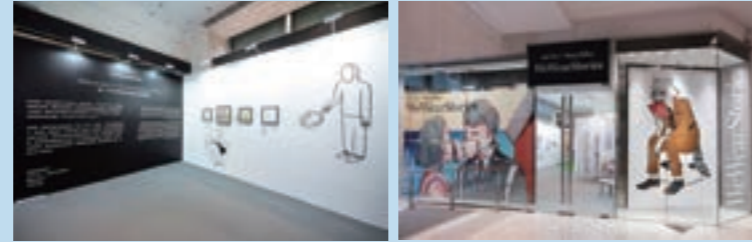


Rice Bell  
饭铃

Alice LEE Hoi Yee  
李凯仪



Communication Design  
传讯设计

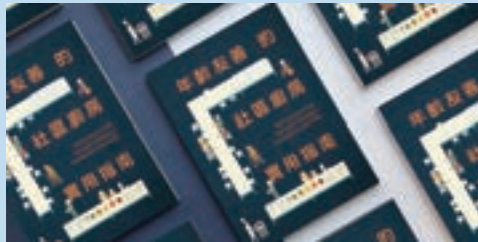


WeWearStories pop-up art store and exhibition site  
WeWearStories pop-up 艺术店与展览

Melody SIU Lok Man  
萧乐闻



Environmental Design  
环境设计



'The Toolkit for the Age-friendly Community Kitchen'  
“老年社区厨房工具包”

Daniel SO Kin Hang  
苏健行



Communication Design  
传讯设计



Hong Kong Breast Cancer Foundation fundraising event  
“Pink Together” 香港乳癌基金会筹款活动“乳健同跃步”

Seth YEUNG Chun Yip  
杨骏业



Apparel & Accessory Design  
服饰设计



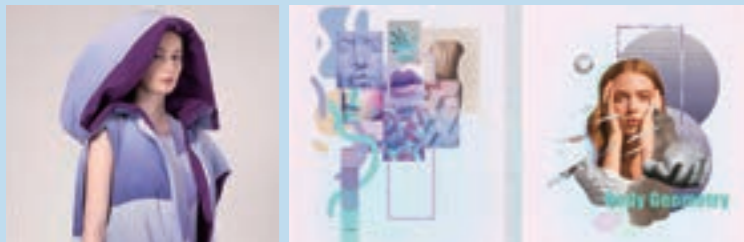
WHITE collection  
“WHITE”系列

## HKDI Young Design Talent Award 香港知专设计学院青年设计才俊奖

Melissa CHAN Yuen Xin  
陈苑善



Apparel & Accessory Design  
服饰设计



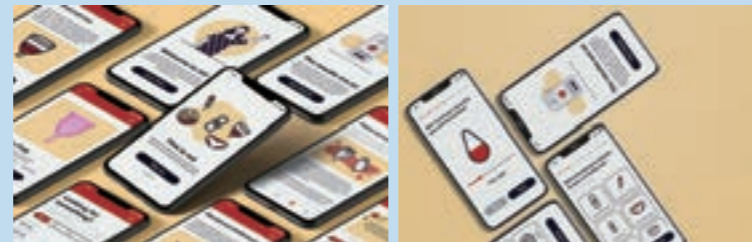
Sustainable athleisure collection Body Geometry  
可持续运动休闲系列 Body Geometry

## 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

Hannah LEE  
李瀚娜



Communication Design  
传讯设计



mii - a personalised menstrual health app  
mii —— 个人化生理健康应用程序

## CreateSmart Young Design Talent Special Award 创意智优青年设计才俊特别奖

Elaine CHAN Ching Ling  
陈菁铃



Communication Design  
传讯设计

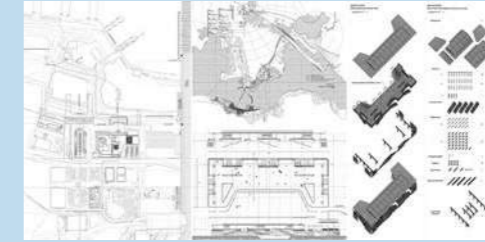


Deathnival

Nesia CHEUNG Pak Yin  
张柏妍



Environmental Design  
环境设计



Dis-a-pier | Re-a-pier: Reconstruct Queen's Pier;  
Reflect on Hong Kong's Culture of Disappearance  
Dis-a-pier | Re-a-pier : 重建皇后码头:  
反思香港的消失文化

Cady LEE Pui Kwan  
李沛钧



Apparel & Accessory Design  
服饰设计



Emotion: The Shift Of The Self  
情感：自我的转变

Hana LI Yuxian  
黎钰娴



Apparel & Accessory Design  
服饰设计



within the water; within the waves

Ciara LO Wai  
卢玮



Environmental Design  
产品及工业设计



Symbiotic Wrap: Architecture as Biological Entity  
环境设计共生包裹：建筑为生物实体

Audrey YICK Ying LIN  
易颖琳



Communication Design  
传讯设计



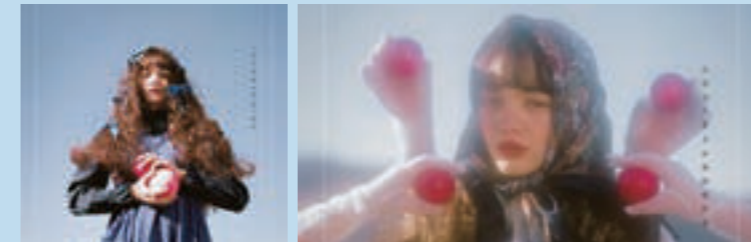
Letters To And From

## Young Design Talent Special Mention Award 青年设计才俊优异奖

Brun CHAN Sze Ching  
陈思晴



Apparel & Accessory Design  
服饰设计



2019 All Season Collection - ALICE  
2019 跨季时装系列“ALICE”

Bodin HON Man Cheong  
韩文锵 (韩天)



Product and Industrial Design  
产品及工业设计



Bubbling Dome



### About DFA Hong Kong Young Design Talent Award

Established in 2005, the DFA Hong Kong Young Design Talent Award supports Hong Kong's up- and-coming designers and design graduates aged 18 to 35 to gain immersive experiences and unleash their potentials by providing them with overseas work or study opportunities.

### 关于“DFA 香港青年设计才俊奖”

“DFA 香港青年设计才俊奖”于 2005 年设立，旨在嘉许及栽培 18 至 35 岁的香港设计师及设计毕业生，为他们提供负责海外工作和进修的机会，助他们开拓国际视野，尽展潜能。

# Design Master Minds

非同凡响的设计领军人物

The prestigious DFA Lifetime Achievement Award, DFA Design Leadership Award and DFA World's Outstanding Chinese Designer honours the role of exceptional designer leaders that contribute to our aspirations of a better society. In the post-pandemic era, people are re-evaluating the way they live, work and connect with others. Leading the way in how we will achieve these transformations are design leaders who, through exemplary creative leadership and innovation, are instigating new mindsets and changes that will create a brighter future.

In 2021, Patrick Whitney, Min-Liang Tan, and Freeman Lau were the recipients of the DFA Lifetime Achievement Award, the DFA Design Leadership Award, and the DFA World's Outstanding Chinese Designer respectively. We take a look at how these designers and thinkers are pushing the boundaries in their fields and, through their vision and dedication, have demonstrated how design can make an impact on communities and improve lives for people in Asia and beyond.

享负盛名的 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每年都会挑选杰出的设计领袖，表扬积极为社会做出重大贡献的人士。疫情过后，公众反思生活、工作和人际交往的方式，而设计先驱也不断努力，运用崭新思维和革新技术，领导社会各界转型，激发群众思考未来，开创美好前景。

2021 年，Patrick Whitney、陈民亮及刘小康分别获得 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殊荣。让我们看看他们如何在自身领域做出突破，通过实现愿景和无私奉献，彰显设计的社会意义，提升亚洲和其他地区的生活水平。

# L A A



The DFA Lifetime Achievement Award recognises individuals who have made lifelong contributions to the design profession, education and society, especially in Asia. The 2021 winner, Patrick Whitney, is the professor in residence at Harvard T.H. Chan School of Public Health. Over the course of his career, he has created a greater awareness for the appreciation of the complexity of social, cultural, and behavioural problems in today's world, making vast contributions to the design industry through strategic development and education programmes.

## Patrick Whitney

Professor In Residence,  
Harvard T.H. Chan  
School of Public Health

哈佛大学  
陈曾熙公共卫生学院  
常驻教授

DFA 亚洲设计终身成就奖表扬终身为设计专业、教育及社会，尤其是为亚洲区做出深远和重大贡献、鞠躬尽瘁的人士。2021 年获奖者 Patrick Whitney 是哈佛大学陈曾熙公共卫生学院常驻教授，在其职业生涯中，他成功引起公众对现今社会、文化和行为等复杂问题的关注，并通过战略发展和教育计划为设计行业做出重大贡献。

# Patrick Whitney



FutureDesignDays

FutureDesignDays

DFA Life Achievement Award 2021



“这场疫情让我们反思，现在大众过着的生活或许并不是我们真正想要的生活。”

**An Emphasis on Human-Centred Design as a Solution**

Whitney believes in emphasising human-centred design, and explores how design frameworks and methods can be used in healthcare. For example, in a study conducted by Joanne Mandel, a student of his at the the Illinois Institute of Technology's Institute of Design, where Whitney was dean, cardiovascular patients who need to manage underlying heart conditions were foregoing their doctors' advice to eat healthily and slipping back into less healthy eating habits, especially when they ate with family members. It was discovered that when patients ate with family members, they wanted it to be an enjoyable experience, and any restrictive regimen seemed incompatible with joy. The solution was an easy-to-use cookbook with healthy recipes that allow family members to create delicious dishes without sacrificing taste or happy moments.

Since 1985, Whitney has worked extensively to bring about positive changes to how things are done, and his insights have provided cities in Korea, India, Thailand, Japan, Mainland China as well as Hong Kong more strategic, innovative, and human-centred approaches to design thinking.

**以人为本的设计方案**

Whitney 强调以人为本的设计，以设计框架做为研究方法，从而探索医疗方面的应用。数年前，Whitney 担任伊利诺理工学院设计学院院长，其中一位学生 Joanne Mandel 进行了一项研究，发现心血管病人需要依照医生指示控制饮食，才可保持心脏机能正常运作，可是当他们和家人一起时，便会重拾不太健康的饮食习惯。根据设计学院团队的研究，心脏病康复者与家人进餐时，都十分渴望能够度过愉快的时光；他们认为医生的建议和叮嘱是局限。因此，设计团队从患者的角度出发，设计了一本简易食谱，让家庭成员可以按照食谱烹调健康美味、适合心脏病康复者享用的菜肴，共度愉快的用餐时光。

自 1985 年以来，Whitney 努力为社会带来正面转变，他的洞见提供了更创新、更具策略性和以人为本的设计方法，影响力遍及韩国、印度、泰国、日本、中国城市及香港。

‘The pandemic has taught us that the life we are currently living may not be the life we want to lead.’

# D L A



The DFA Design Leadership Award recognises business leaders who create exceptional, sustainable and successful businesses through the strategic and innovative use of design. Min-Liang Tan, the 2021 winner, has pushed the boundaries of the gaming industry, driving innovation through great design. Under Tan's strategic and creative direction, Razer Inc. has gone from a two-man startup to an internationally recognised, market-leading brand that was honoured on Fortune Magazine's 2015 'Unicorn List' of private companies valued at US\$1 billion or more.

Min-Liang Tan 陈民亮

CEO & Co-Founder,  
Razer Inc.

雷蛇  
行政总裁兼联合创始人

DFA 设计领袖奖嘉许能够以创新和战略方式善用设计，取得持续和卓越商业成就的企业领袖翘楚。2021 年的获奖者陈民亮突破游戏行业的界限，通过出色的设计推动创新。在他的战略及创意领导下，雷蛇公司从一家只有两名员工的初创企业发展成国际知名的市场领先品牌，并荣登《财富》杂志 2015 年“独角兽排行榜”内估值 10 亿美元以上的私营公司。

# Min- Liang Tan

陈民亮



From gaming mice and laptops to wearables and reusable straws, Razer has never ceased to innovate and expand into new niches. What distinguishes Tan from other CEOs is how he attributes his achievements to his loyal following, and reciprocates their love and trust by making important business decisions that keep the gamer at the centre of all he does. The message is clear: nobody should ever feel excluded. To him, design is about making things work for everyone. He sums up his design philosophy in his own words: 'Design is more than just business'.

Tan takes his company's role as the world's leading lifestyle brand for gamers seriously, and attributes its success to staying true to its roots.

In the midst of the Covid-19 pandemic, Tan dropped practically everything he was doing and prompted Razer to adapt its manufacturing facilities to produce safe and reliable medical-grade masks. Razer has donated over a million masks to frontline workers around the world so far. Razer's many innovations and industry-leading practices will improve the quality of life not only for gamers, but for all of us.

由游戏滑鼠到电竞笔记型电脑，从穿戴设备到环保吸管，雷蛇持续扩展新的小众市场业务。陈民亮与其他 CEO 的不同之处在于他将成就归功于其忠实支持者，坚持以“始于玩家，赋予玩家”的信念做出重要的商业决策，并以“设计远比生意重要”来总结其设计理念。

陈民亮让游戏玩家成为一切的核心，将公司定位为全球领先的玩家生活潮流品牌，并将其成功归因于善用设计的本源。

在疫情所带来的动荡不安中，陈民亮几乎放下手上的所有工作，把雷蛇部分生产设备改为生产安全及可靠的医用级口罩。迄今为止，雷蛇已向全球前线工作人员捐赠了超过一百万个口罩。各种创新和领先业界的壮举，不但改善了游戏玩家的生活素质，也惠及社会大众的福祉。

'Design is about making things work for everyone.'

“设计的意义是让产品在每一个人身上都能发挥作用。”



# WORLD CD



Freeman Lau 刘小康

Founder, KL&L Creative  
Strategics

靳刘高设计创办人

“DFA 世界杰出华人设计师” 颁予在全球取得显著设计成就、国际知名的华裔设计师。2021 年 DFA 世界杰出华人设计师获奖者刘小康是靳刘高设计的创办人，在香港设计界享誉盛名。他的设计专业涉猎多个领域，包括书籍、平面设计、海报和商业产品。他的贡献备受社会的广泛认可，并对亚洲创意文化有着深远的影响。

**DFA World's Outstanding Chinese Designer** acknowledges international designers of Chinese origin who have attained significant design achievements and global recognition. The 2021 winner is Freeman Lau, founder of KL&L Creative Strategics, who has long been a key figure on the Hong Kong design scene. Lau possesses a cross-disciplinary design prowess that spans commercial design, public art, community building, graphic design, packaging design, and fine arts. His contributions have been widely recognised across society, and have had a lasting creative cultural impact in Asia.

# Freeman Lau

# 刘小康



共生  
Symbiosis

'I was inspired by many of the teachers and great design masters, and this laid a solid foundation for my career as a designer.'



“我有幸获得多位前辈的启发，  
为我的设计之路奠定重要的基础。”

#### Promoting Discussions on Culture Through Collaborative Design

Lau prefers to get down to the essentials, unravelling the complexities of design, and tease out discussions about function and form. He is well-known for designing the award-winning Watson's water bottle, whose distinctive, easy-to-carry shape became an iconic one with visitors to Hong Kong remembering its design long after their visit to the city. Equally iconic is his Chairplay series, which articulated his views on universal human and social relationships. To him, chairs serve as artefacts, equipment or works of art, as well as an ongoing negotiation between Chinese and Western design and culture.

When Lau was a student in the 1970s, Hong Kong was awash with local ideologies and creativity. Of this he said: 'I was inspired by many of the teachers and great design masters, and this laid a solid foundation for my career as a designer.' To this day, he still believes that designers can promote local cultures through collaboration and exchange projects, and enjoys being stimulated by fellow creatives who share his vision of making the world a richer and more interesting place.

#### 通过合作与交流项目推广本地文化

刘小康喜欢深入事物的本质，以抽丝剥茧的方式拆解设计的复杂性，激发有关功能与形式的讨论。他为屈臣氏设计的蒸馏水瓶屡获殊荣，其独特和便于携带的标志性设计，让访港旅客在离港后依然印象难忘。他的“椅子戏”系列也是卓越的作品，反映他对人类与社会之间关系的观点。对他来说，椅子不但是手工艺品、日常用品或艺术品，更是树立中西文化交流、文明互鉴的典范。

1970年代，香港爆发本土创意思潮，刘小康当年仍是学生。他回忆说：“我有幸在那时获得多位前辈的启发，为我的设计之路奠定重要的基础。”他深信设计师可以通过合作与交流项目推广本地文化；同时，他十分享受与其他创意工作者交流，互相擦出火花，携手让世界变得更丰富有趣。

An Eye  
on  
Asia  
Designs

An Eye  
on  
Asia  
Designs

An Eye  
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Designs  
An Eye  
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Designs

An Eye  
on  
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Designs

见证亚洲非凡设计意念

每年，DFA 亚洲最具影响力设计奖表彰充分体现亚洲美学及文化精髓的卓越设计，嘉许作品背后一众设计才俊及创意人才，对这些有助于提升生活素质，并启发亚洲及全球未来设计方向的作品给予肯定。DFA 亚洲最具影响力设计奖——大奖是所有奖项类别当中的最高殊荣，分别有大奖、文化大奖、可持续发展大奖及科技大奖；今届评审团对得奖项目所展示的非凡创意、宏图大志及整体卓越设计，均留下深刻印象。

DFA Design for Asia Awards  
DFA 亚洲最具影响力设计奖



Each year, the DFA Design for Asia Awards celebrates the talented and creative minds behind outstanding design projects that epitomise the spirit and character of Asian aesthetics and culture. The Awards recognises projects that improve the quality of life as well as inspire and lead the way for future generations of designers in Asia and across the world. DFA Design for Asia Awards - Grand Awards are the highest accolades given across all categories; these include the Grand Award, Grand Award for Culture, Grand Award for Sustainability and Grand Award for Technology, which impressed the judges with their remarkable originality, purpose and overall design excellence.

An Eye  
on  
Asia  
Designs

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Designs

### Grand Award 大奖

#### Design Trust Futures Studio: Transformation of Yi Pei Square Playground 信言设计大使“未·共研社”： 二陂坊游乐场改造

Hong Kong 香港

Design Trust, An Initiative of The Hong Kong  
Ambassadors of Design  
信言设计大使

The project in Tsuen Wan district connected a linear walkway between older buildings into a colourful open park with children's playground equipment and exercise facilities for elderly users, giving the neighbourhood a multi-purpose space for people of all ages to enjoy and call their own and encouraging intergenerational interactions.

这个项目位于荃湾区，将旧楼之间狭长的行人道改造为色彩缤纷的公园，设有儿童游乐场及长者运动设施，为街坊提供一个老少咸宜的多用途空间，让不同年龄人士自得其乐，鼓励跨代交流。



#### Farewell Platform

Japan 日本

YU Momoeda Architects  
百枝优建筑设计事务所

Farewell Platform is an elegant building which houses a funeral hall across the tracks from Kami-Ainouna Station in Nagasaki Prefecture. With its wooden folded-plate roof and gables that allow light to shine into the hall, this project is an exquisite reflection on the shared human experience of saying goodbye to our loved ones.

Farewell Platform 位于日本长崎县佐世保市上相浦站站旁，是一座外型优雅的殡仪馆。大楼的木制风琴式屋顶形成的“山墙窗”，让光线从高处照进大厅，象征深刻反思人类道别挚爱的共同经历。



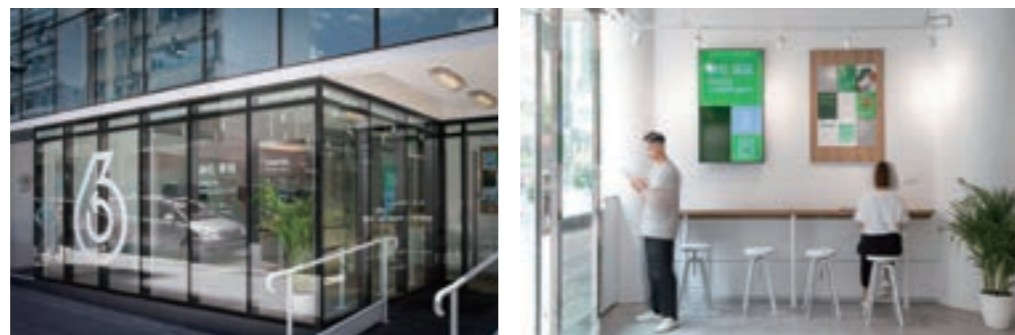
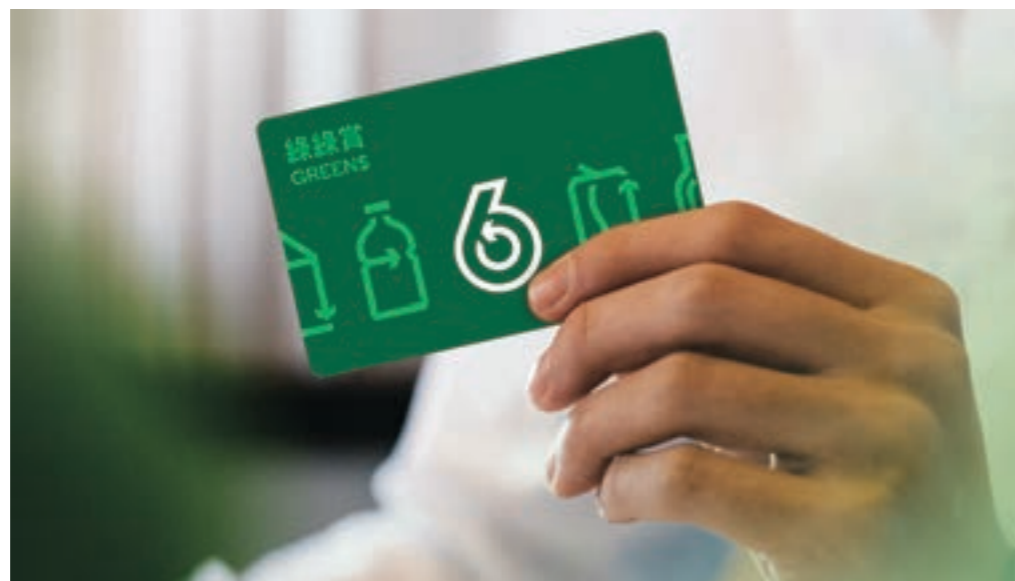
## Grand Award 大奖

### GREEN @ COMMUNITY – Recycling Stores 绿在区区——回收便利点

Environmental Protection Department, The Government of the Hong Kong SAR  
香港特别行政区政府环境保护署

This project rebranded the network of recycling centres across all 18 districts in Hong Kong and gave it a standardised, attractive, and well-organised identity. It enhances the HKSAR government's initiatives to sustain, widen and promote a circular economy, as well as increase community participation in waste reduction efforts.

这个项目重塑全港 18 区的社区回收网络，设计成功令品牌形象更一致和突出，系统更为标准化。全新形象有助于政府维持、扩阔和促进循环经济，支持社区实践减废回收。



### Kumamoto Castle Reconstruction Observation Path 熊本城特殊游览通道

Japan 日本

Nihon Sekkei, Inc.  
株式会社日本设计

This timber-and-steel observation path is an architectural showpiece that curves gracefully over the fortifications at historic Kumamoto Castle, which was damaged in a 2016 earthquake, and allows visitors to witness restoration works in progress. The aerial observation walkway was built to last 20 years, until the eventual reopening of the castle.

这条架空行人特殊游览通道由木材和钢制成，建造时特意绕过在 2016 年因地震受严重破坏的熊本城，令游客可以不分昼夜见证城堡的重建工程。这条空中步道的结构可以维持 20 年，直至城堡重新开放。



## Grand Award 大奖

### A New Newspaper in Education 美感智能阅读计划

Agenda for Art and Design Education  
美感与设计课程创新计划

A New Newspaper In Education, a print newspaper delivering educational content for students, offers coverage and analysis about the world today beyond the confines of a textbook. Each issue is an enjoyable roadmap for discovery, and answers the challenge of getting teenagers to read more, conveying information through infographics, maps, visuals and games.

美感智能阅读计划是新一代教学用报章，精选教科书以外的世界新闻与生活议题并加以分析，运用有趣的设计编排引导青少年发掘知识，又把资讯转化为图表、地图、插画和游戏，鼓励青年人多阅读。



## Grand Award 大奖 Gold Award 金奖

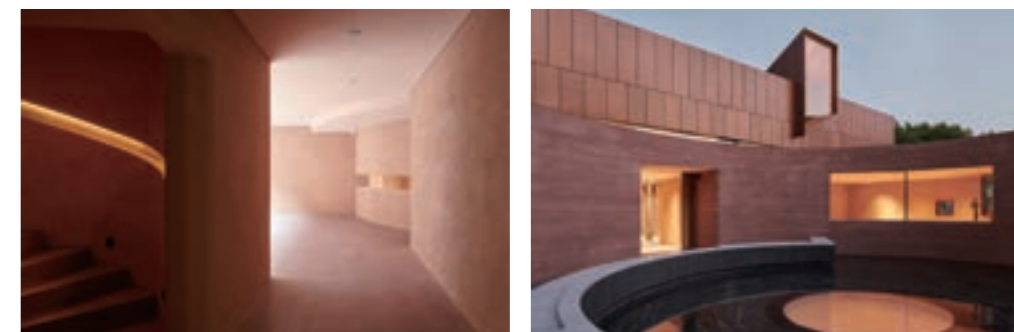
### The Relic Shelter – Fuzhou Teahouse 福州茶馆

Mainland China 中国内地

Neri&Hu Design and Research Office  
如恩设计研究室

With a sloping copper roof that echoes the Hui-style rooflines of the past, an elegant modern teahouse shelters a beautiful but fragile wooden structure that was once a high-ranking Qing Dynasty official's residence, preserving its ornamental carvings and intricate joinery for future generations to behold and admire.

这幢优雅的现代茶馆位于福建福州一座清代高级官邸，其倾斜的铜制屋顶与大宅独特徽派屋顶线互相呼应。虽然古宅的木结构较为陈旧，但仍保留装饰雕刻及精巧复杂的木工工艺，让世人保存和欣赏。



**Grand Award 大奖**  
**Grand Award for Sustainability**  
可持续发展大奖

**WaterHall Project**  
“水堂”

Cambodia 柬埔寨

Orient Occident Atelier | OOA  
东西建筑

In Sneung Village, Battambang, Cambodia, the WaterHall is a circular rainwater collection funnel that doubles as a community hall. The project team used in-situ concrete and perforated brickwork, and built the structure with a team of local craftspeople. The WaterHall provides a low-cost solution to the community's hitherto unreliable or contaminated water sources.

建于柬埔寨马德望的 Sneung 村，“水堂”的漏斗形屋顶能收集和过滤雨水供村民饮用，而内部空间可用作社区会堂。项目团队使用现浇混凝土及穿孔砖，并与当地工匠合作建造“水堂”，至今仍继续为该社区带来可靠及无污染的水源。



**Grand Award 大奖**  
**Gold Award 金奖 z**

**ZOZO, Inc., Head Office Building**  
ZOZO 总部办公室大楼

Japan 日本

Hiroshi Nakamura  
&NAP/TAKENAKA CORPORATION

An airy, open structure that houses shops, preschools and eateries open to the public year round, the architectural design of the ZOZO Head Office building reflects its corporate philosophy that welcomes businesses and the community under its roof. The building features a sweeping, pillarless roof made entirely of timber from sustainable forests in Japan.

ZOZO 新设立的总部办公室大楼具有通风及开放式设计，其商店、幼儿院及食堂全年开放予公众使用，更为商业及社区活动提供场地，贯彻企业文化理念。建筑风格方面，其无柱屋顶向上延伸，原材料均取自日本可持续发展森林。



**Grand Award 大奖**  
**Grand Award for Culture 文化大奖**  
**Gold Award 金奖**

**The Painted Screen: Past and Future**  
画屏——传统与未来

Phoenix Publishing House  
凤凰出版社

Featuring a collection of works from a major exhibition at the Suzhou Museum, the design of The Painted Screen pays homage to the extraordinary craftsmanship that reached its zenith in the Ming and Qing dynasties. Instead of one huge volume, the designer adopted a 'books within a book' format, conjuring up images of the beautiful thread-bound Chinese classics of yesteryear.

《画屏——传统与未来》是记录苏州博物馆某个屏风展览的作品图册，向明清时期登峰造极的非凡画屏工艺致敬。有别于一般的大装书籍，设计师特意采用“书中有书”的设计，让人联想昔日美丽的线装中国经典古籍。



**Grand Award 大奖**

**YDS-150**

Yamaha Corporation  
雅马哈公司

An all-in-one soprano, also, tenor and baritone instrument, the highly portable new Yamaha YDS-150 digital saxophone is revolutionising the choices available to budding musicians with limited resources, allowing them to perform a broader repertoire of pieces using just one instrument.

Yamaha YDS-150 电子萨克斯管设计轻巧，并具有多种功能，能演奏出高音、中音、次中音和上低音等音调，让资源有限的音乐新手只要一支在手，就可吹奏各类曲目。



**About DFA Awards**

In 2003, Hong Kong Design Centre launched the DFA Awards to celebrate design leadership and exemplary designs and projects with impact in Asia, as well as to recognise the rising force of emerging Hong Kong designers via its five major award programmes - DFA Lifetime Achievement Award, DFA Design Leadership Award, DFA World's Outstanding Chinese Designer, DFA Design for Asia Awards and DFA Hong Kong Young Design Talent Award.

**关于“DFA 设计奖”**

香港设计中心自 2003 年开始颁发“DFA 设计奖”，通过五个不同的设计奖项计划——“DFA 亚洲设计终身成就奖”、“DFA 设计领袖奖”、“DFA 世界杰出华人设计师”、“DFA 亚洲最具影响力设计奖”，以及“DFA 香港青年设计才俊奖”，表扬杰出设计领袖和在亚洲区内具影响力的优秀设计项目，同时嘉许香港的青年设计才俊。

03

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# Discovery to Community

探索 × 社区

- 1 BODW CityProg  
设计营商周城区活动
- 2 Design Spectrum  
设计光谱
- 3 Design Spectrum - DS Shop  
设计光谱——DS Shop

# Design × Community Exploring Infinite Possibilities

设计 × 社区——探索无限可能

A Creative Journey of Massive Weaving  
积极展开交织创意之旅

Weaving design into the fabric of a community opens endless possibilities.

Acting as a weave creator, BODW City Programme (CityProg), a community extension of Business of Design Week (BODW),

brings together underutilised resources and cross-disciplinary creative talents and local stakeholders to create a positive social impact with design every year.

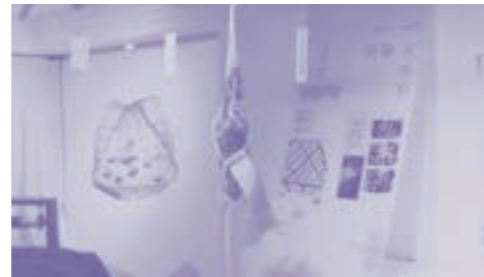


Stepping into HKDC's 20th anniversary, the theme for the 2021 edition of CityProg was '20s: Reflect · Refresh · Reset'. The theme revolves around 'Change'. We believe that good design enables change in behaviour, and empowers designers to influence expectations, values and ultimately steer behaviour of people.

Joining hands with over 100 creative partners, CityProg 2021 ran more than 100 bottom-up design-driven happenings around the city. When we create awareness in the city – whether in creative community, business, sustainability or the youth – about the transformational power of good design, wonderful things happen! Let's take a look at how CityProg empowers the creative business and community, and nurtures a thriving creative ecosystem in Hong Kong.

适逢香港设计中心踏入二十周年，2021年度的城区活动以“二十而立：深思·焕然·一新”为主题，围绕“变化”这个课题。我们深信优秀的设计可以改变行为，让设计师掌握影响公众期望和价值观的力量。

城区活动 2021 与百多个创意伙伴携手合作，策动遍及全港的逾 100 个活动，由下而上以设计起动社区。无论是在创意社群、商业、可持续发展或年青一代的层面，当我们能够让人发现卓越设计带来的改变力量，美事将随之而来！让我们了解城区活动如何起动创意商业及社群，缔造发展蓬勃的香港创意生态。



将设计融入社区有助于交织无限可能。“设计营商周城区活动”(城区活动)把“设计营商周”延伸至社区，发挥“织人”作用，将没有善用的资源、跨界创意人才和本地利益攸关方交织串连，共同运用设计为社会带来正面的影响。

## Co-create Shared Value 创造共享价值

To create shared value through design, make the community a better place and create positive social impact.

携手以设计创造共享价值，营造美好社区，为社会带来正面改变。

## Empowerment 激活起动

To serve as a platform for different sector partners to connect to one another, providing support and opportunities for partners to develop various creative initiatives.

城区活动成为各界伙伴联系交流的平台，并提供支援和机会，以起动多元化的创意项目。

## Creative Synergies 创意火花

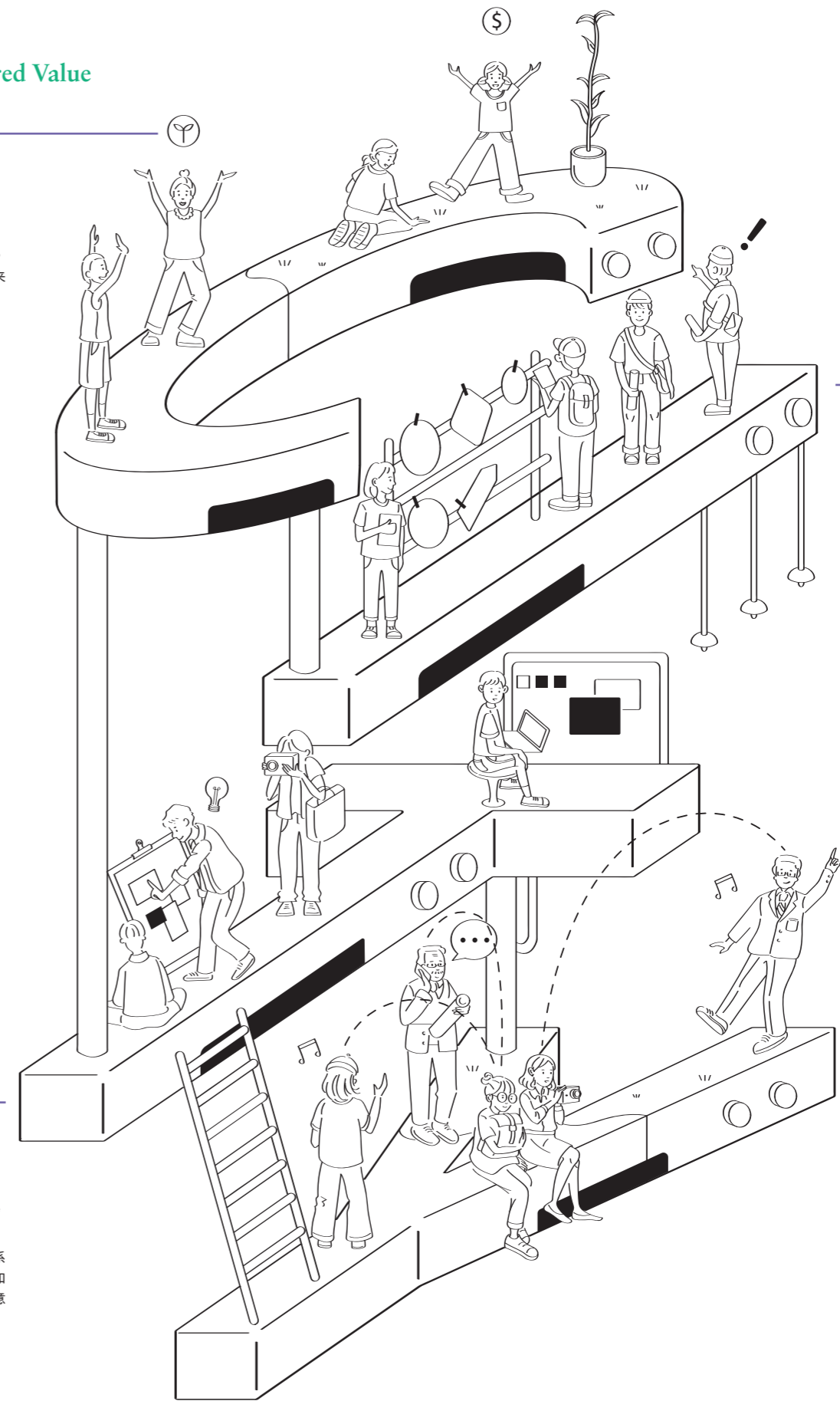
To spark a series of bottom-up design-driven happenings around the city, through three distinct platforms: Anchor Site Festivals, Design EduVation programmes, and Satellite Events & Offers.

三大协作平台包括：“主要伙伴场地创意节”、“公众社区教育项目”和“卫星活动及优惠”，呈献遍及全港的设计活动，由下而上起动社区。

## Massive Weaving 大量交织

To bring together different sector partners, local communities, local government, institutions and business networks, as well as under-utilised resources, cross-disciplinary design talents and local stakeholders.

城区活动汇聚各行各业的合作伙伴、本地社群、政府、机构和商业网络，并集合尚未善用的资源、跨界别创意人才和本地利益攸关方。





## DESIGN × CREATIVE COMMUNITY

## 设计 × 创意社群

## Growing a Creative Community

## 营造创意社群

Where creativity is cultivated and nurtured, like the careful tending of a garden, it inevitably thrives and blossoms in so many unexpected and delightful ways. And in designing a vibrant, creative community, we reap bountiful benefits: positive social changes, a sense of community and empowerment for everyone, and a ripple effect of creativity that extends far beyond our neighbourhoods.

The design-activates-community effect can be seen in CityProg 2021. Take **openground's 'The Fabric Commune'**, which upgraded the 'Material Map' of textile stores in Sham Shui Po created in CityProg 2019, and enlivened the design atmosphere of the neighbourhood through creating new products with four small shops. Over in To Kwa Wan, the creative spirit sparkles with **Making On Loft**, who harnessed the synergies of this fertile creative community in **'Creating as Usual – Cultural and Creative hang out in To Kwa Wan'**, bringing together old and new creative units to unleash the district's design potential.

To engage local audiences with global design events and inspirations, CityProg also launched the **'#WorldDesignMapper'** social media campaign, to celebrate designs from other countries and cultures from around the world.



培育创意有如栽种花草，在深耕润雨下，往往能够绽放惊喜，焕发一番生机勃勃的气象。构建一个充满活力和创意的社区，可以带来多如繁花的好处：既可为社会带来正面改变、加强社群意识、赋能于人，更可结合和延伸社区的创造力，发掘更多可能性。

城区活动 2021 以设计起动社区，其中 **openground** 的“布社”深化了城区活动 2019 所制作的深水埗“买料地图”，加入纺织和配件配饰的商店资料，并联动四家店铺运用布料创作，营造社区的创意氛围。位于土瓜湾的**乐在制造**则举办了“出土文物：土瓜湾文化造物出没”，连结区内多个新旧创意单位，迸发创意火花，携手释放社区的设计潜力。

连串活动旨在鼓励公众从设计角度出发，感受城市的千姿百态，重新探索不同社区的历史和生活故事。城区活动更推出“**#WorldDesignMapper**”社交媒体系列，分享来自全球各地的精彩设计，带领大家跟随文字与图像游历世界。

## Messages from our creative partners

## 创意伙伴的话

## Ms Johanna Karanko

Consulate General of Finland in Hong Kong and Macao

驻香港及澳门芬兰总领事

What's Up Finland Week 2021 focuses on Innovation, Talent Acquisition and Cultural Collaboration between Finland and Hong Kong, and working with CityProg is a great way to expose events to the community. We hope that all participants enjoyed our two seminars and the art tour, and got a new insight into the themes we value.

## Mr Per Augustsson

Consulate General of Sweden in Hong Kong

瑞典驻香港总领事馆总领事

This was the second year for the Swedish Consulate to join BODW CityProg and an opportunity to launch our campaign 'A Taste of Sweden – Swedish Winter Edition'. Through CityProg we successfully created a platform for locals to experience Swedish food and lifestyle products by visiting different Swedish shops and restaurants in Hong Kong. We look forward to further collaboration with CityProg around events and activities related to green initiatives and sustainability!

What's Up Finland Week 2021 以芬兰与香港之间的创新、人才引进和文化合作为重点，而通过城区活动合作更能与社区和广泛的受众分享活动。我们希望所有参加者都喜欢两次研讨会和艺术徒步之旅，对我们重视的主题有新的见解。

这是瑞典领事馆第二年加入城区活动，我们把握这个机会举行“A Taste of Sweden——爱上瑞典冬日”活动。通过城区活动，我们成功为本地市民建立平台，藉由到访香港各家瑞典商店和餐厅，体验瑞典食品和生活产品。我们期待与城区活动进一步合作，举办环保和可持续发展相关的活动！

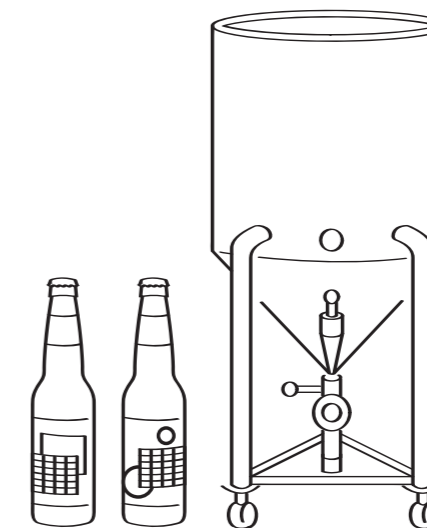
## DESIGN × BUSINESS

## 设计 × 商业

Design matters to our lives, and the business value of design is immense beyond imagination. In Hong Kong, design helps solve many everyday problems that people face, and this results in good outcomes for business and the economy.

Taking a bottom-up approach, where smaller units unite to drive the business ecosystem forward, **Foody**, a restaurant and gathering space for local designers and creatives in Fo Tan, curated **'Made in Hong Kong 2.0'** to promote Hong Kong brands. A celebration of past and present designs, the event showcased emerging creatives and their works to the public, and created new business opportunities.

Across Hong Kong, vibrant initiatives by CityProg 2021's corporate partners also testify how design empowers businesses. **'The Ninja Villa'** by **D2 Place** and **LAWSGROUP** embodied the concept of CSV (Create Shared Value) and supported local creative talents and craftsmen. **'WeWeave 2021'** at **The Mills** fused together the elements of art, culture and music of Hong Kong's communities. The atrium at **Nina Mall** was transformed into a Finnish winter wonderland, along with a pop-up Christmas market for all to enjoy.



## Designing for Business Opportunities

## 设计开拓商机

设计是生活中不可或缺的一环，其商业价值更远超想像。做为解决许多日常生活问题的良方，设计能为我们开拓营商之路，带动香港的经济展。

设计世界海纳百川，大小企业都能投入其中。位处火炭的**餐厅伙食工业**是本地设计和创意人才的汇聚点，其推办的“**香港制造 2.0**”创意节连结多家小型企业，由下而上推动创意经济发展，向公众展现香港品牌的潜力。项目展示了过往及现今的本地设计，并介绍新进创意人才及其作品，在过程中创造新商机。

由城区活动 2021 伙伴举办的创意活动遍布全港，处处可见以设计起动商业的丰硕成果。**D2 Place** 联同**罗氏集团**呈献“**荔忍山庄**”，体现“创造共享价值”的概念，支援本地创意人才和手艺人。**南丰纱厂**举办的“**WeWeave 编织生活节**”，集艺术、文化和音乐元素于一身。**如心广场**中庭化身芬兰冬日梦幻乐园，设有期间限定的芬兰圣诞市集，与众同乐。

## Messages from our creative partner

## 创意伙伴的话

## Ms Sylvia Chung 钟慧敏

Chief Business Impact Officer of Chinachem Group

华懋集团企业体验总监

Chinachem Group fully supports CityProg. Apart from being the venue sponsor of the opening ceremony held at Central Market, the Finland Wonderland at Nina Mall's Nina Club was one of the Anchor Site Festivals. With Hong Kong Design Centre stepping into its 20th Anniversary, Chinachem Group will continue to support CityProg and strive to make a positive impact to the community by doing 'Business for Good'.

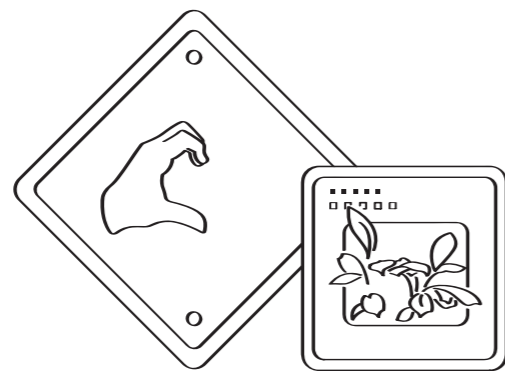
华懋集团全力支持城区活动，除了为在中环街市举行的揭幕礼提供场地赞助外，位于如心广场 Nina Club 的 Finland Wonderland 也是主要伙伴场地创意节的项目。适逢香港设计中心踏入二十周年，华懋集团将继续支持城区活动，发挥以商为善的精神，为社会带来正面及积极的影响。

## DESIGN × SUSTAINABILITY

设计 × 可持续发展

A sustainable community addresses different human needs, from access to the basic necessities of life, health and wellbeing, economic opportunities, a welcome place to live, work and play, to environment and heritage conservation and many more. Design helps us preserve what is important to our communities, and ensure that adequate resources are available for future generations.

Partnering with CityProg 2021, **Thy Lab** investigated the evolution of local Chinese typography and signboards with **'Memory Lane 1921-2021'**. Thy Lane, a reclaimed back alley in Sham Shui Po, was turned into a living museum documenting this wonderful history. Another design-driven project, **'Signage Lab'**, was jointly presented by **Milk Design** and **Kennifstudio**. Adopting a design thinking approach, participants were invited to create signages that help enhance the wellbeing in the community. The discovery of the Bishop Hill Reservoir – and the desire to preserve our city's heritage – inspired **Orient Occident Atelier (OOA)**. They invited the public to reflect on the reservoir's value and potential through VR simulation in **'Between Hither and Hill - VR and the Bishop Hill Underground Service Reservoir'**.



## Enhancing Wellbeing and Developing Sustainable Community

改善社会福祉及推动可持续社区

可持续社区能够满足人们的各种需求，涵盖日常生活基本所需、健康与福祉、经济机遇、工作及玩乐的环境，以及大自然与文物保育等。设计有助于我们保留对社区重要的事物，并确保有充足的资源供下一代使用。

吴视听实验室 (**Thy Lab**) 与城区活动 2021 合作策划 **"Memory Lane 1921-2021"** 项目，将一条平平无奇的深水埗后巷改造为“吴里”，以巷子博物馆的形式展示“字体设计”和“香港招牌”的演变过程。由 **Milk Design** 及 **Kennifstudio** 合办的“街牌实验室”邀请公众运用设计思维创作街牌，体会如何以设计构建更美好的社区。主教山配水库重见天日，启发东西建筑策划“浸入深水‘保’——主教山配水库保育与 VR 虚拟实境”，以创新的方式保育本地文化遗产。公众可以通过虚拟实境技术一睹配水库的风貌，同时探索其可能性和价值。

## Messages from our creative partners

创意伙伴的话

**Mr Magic Kwan & Mr Kenrick Wong**  
关镇升、黄君诺

Design Principals of OOA

OOA 东西建筑共同创办人

We joined CityProg for the first time this year and launched the 'Between Hither and Hill - VR and the Bishop Hill Underground Service Reservoir' to collect opinions about conservation from different stakeholders. We found that the bottom-up approach is effective in stimulating the public's creative thinking, leading to fruitful discussion on future directions for conservation.

我们在今年首次参与城区活动，举办了“浸入深水‘保’——主教山配水库保育与 VR 虚拟实境”，收集不同利益攸关方对保育的意见。我们发现这种由下而上的方式，能够有效吸引公众发挥创意，共同探讨未来保育方向。

## DESIGN × YOUTH

设计 × 年青力量

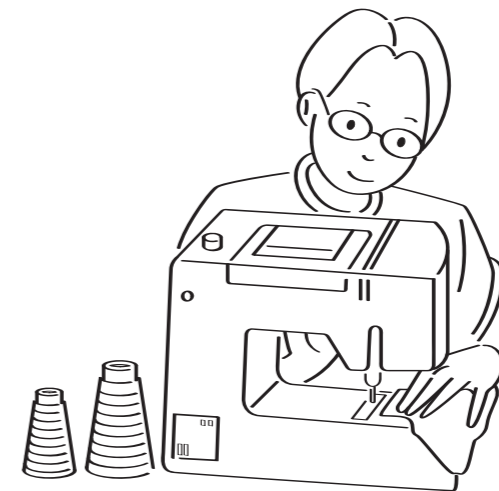
## Empowering our Future Generations

培育未来新一代

Franklin Roosevelt once said: *'We cannot always build the future for our youth, but we can build our youth for the future.'*

Design can unleash the boundless creativity of the young people of Hong Kong, and plays an important role in cultivating the city's creative ecosystem. CityProg 2021 organised **'Warehouse Playground – Creativity Ignition Lab' at The Warehouse Teenage Club** in the former Aberdeen Police Station, to celebrate the spirit of play. Participated youngsters are empowered to understand content through multiple perspectives and develop a sense of empathy. They turned the history of Aberdeen into some intriguing games for public enjoyment through a series of design thinking workshops.

In **'Gwaden – Made in Hong Kong'** by **2x2 Studio**, students were introduced to the fascinating techniques of traditional indigo textile dyeing. In addition to learning about sustainable materials, the youngsters gained practical knowledge on green design and living, and the time-consuming process provided valuable lessons on patience and perseverance. The dyed garments were later distributed to homeless people in Sham Shui Po, giving participants deeper insights into the importance of giving back to their communities.



富兰克林·罗斯福说：“我们不能总是为年青人构建未来，但我们能为了未来培育新一代。”

设计可以引领年轻一代发挥无限创意，推动香港创意生态发展。为传播设计和创意的种子，城区活动 2021 为年轻人策划了不同类型的活动，传授设计知识及设计思维技巧。以旧香港仔警署为基地的蒲窝青少年中心筹划了“蒲窝游乐场——创意引爆实验”，赋能参与活动的青少年理解多元想法、发挥同理心，更通过设计思维工作坊，创作了多个糅合香港仔渔村历史故事元素的游戏，与众同乐。

二次坊则展开“瓜瓜部屋：香港制造”项目，让学员认识蓝染这门传统工艺，以及当中运用的可持续材料，从而了解绿色设计及生活概念。蓝染制作过程绝不轻松，有助于培养年轻参加者的耐性和毅力。学员完成蓝染布艺作品后，更亲手将成员赠予深水埗的无家者，实践“取之社区，用之社区”的精神。

## Messages from our creative partner

创意伙伴的话

**Mr Wan Cho-Leong**  
温祖亮

Unit-in-charge of The HKFYG Tsuen Wan Youth S.P.O.T.

香港青年协会荃湾青年空间单位主任

CityProg connects the community with design thinking, encouraging the youth to explore the possibilities of play in Tsuen Wan with a range of design mediums.

城区活动将设计思维与社区连结，让青年利用不同设计媒体探索荃湾区内更多的玩乐可能性。

# CREATING FOUNDATIONS FOR FUTURE DESIGNERS

## 成就未来设计师 奠下创意根基

HKDC's 20th Anniversary  
Special Initiative – Design In Action  
香港设计中心二十周年特别企划——设计好改变

To excite the imaginations of the next generation of young designers by bringing design concepts and practices to life, Design In Action provided a wonderful opportunity for 200 students from more than 20 tertiary, secondary and primary schools to experience the industry up close. Under the concept of 'Business for Good', Design In Action brought together more than 40 companies and launched two projects – Design Explorer and OpenHouse!HK as part of HKDC's 20th anniversary special initiative, and CityProg 2021's concurrent programme.

Design In Action utilised these companies' resources and professional knowledge for Creating Shared Value, giving the youngsters invaluable industry-insider awareness of design practices, and laying the early foundations for future careers in the design world. Participating companies included supercar brand Lamborghini, world-renowned lighting designer Tino Kwan, leading architecture firm James Law Cybertecture, local venture philanthropic organisation Social Ventures Hong Kong, and more.



② James Law Cybertecture brought the Design Explorer students outdoors for a visit to the group's famous OPod 1. 科建国际集团带领“设计探索号”的学生走到户外，参观集团著名的“水管屋”示范单位。

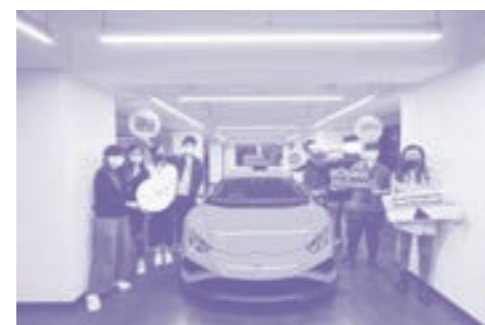
为激发未来年轻设计师的想像力，学习如何实践设计理念和掌握实战技巧，“设计好改变”为来自20多间大、中、小学的约200名学生，带来深入了解设计行业的良机。做为香港设计中心二十周年特别企划及“设计营商周城区活动2021”同期项目，“设计好改变”推广“以商为善”的理念，成功召集40多家本地设计企业，推出“设计探索号”和“HK! 设计开放日”两个项目。

“设计好改变”运用各界创意伙伴的资源和专业知识创造共享价值，与年轻一代分享宝贵的行业知识及工作日常，帮助有志投身设计界的学生尽早装备自己。参与企业包括超级跑车品牌林宝坚尼、世界知名灯光设计师关永权、享誉建筑界的科建国际集团，以及本地创投慈善机构香港社会创投基金等。



① Tino led OpenHouse!HK's participating students to a Japanese restaurant featuring his works and shared his insights with the group.

Tino 带领“HK! 设计开放日”同学们参观一间他参与设计的日本餐厅并作分享。



③ Lamborghini Hong Kong led a group of OpenHouse!HK's participating students to visit the brand's showroom.

林宝坚尼香港带领一众参与“HK! 设计开放日”的大专学生参观品牌展示厅。

I hope that these types of initiatives will help young people understand the complexities of society and the many stakeholders who are involved in it. They can use the power of design to make the world a better place, and become the driving force for it in the future.

我希望举办更多同类活动，让年轻人接触和明白社会的复杂性，其中涉及的多个利益攸关方，发现原来通过设计，他们也可以发挥让世界变得更美好的力量，勇敢做出不同尝试，成为带动未来向前迈进的动力。

**Mr James Law**  
罗发礼

Founder and Chairman of Cybertecture International Group Limited  
科建国际集团有限公司创办人及主席

The most important thing is to make design thinking a habit, and to begin to 'see more'. After meeting with me, many people have developed the habit of looking up at the lights as soon as they enter a room. Look more, and slowly, and you will deepen your appreciation of the beauty of design.

最重要是“多看”，把设计融入习惯。不少人士和我接触后，都养成进入室内后首先抬头观察灯光的习惯。只要多看，慢慢便会培养美感。

**Mr Tino Kwan**  
关永权

Design Director of Tino Kwan Lighting Consultants  
关永权灯光设计有限公司设计总监



When we talk about Chinese clothing, traditional Qipao and Tang Costume are the first things that come to mind. The visit made me realise that it's possible to reimagine traditional Chinese clothing with contemporary fabric like denim, which inspired me to make bolder choices and breakthroughs in my designs going forward.

起初，谈到中式时装和服装时，最先联想到的是传统旗袍和唐装等，配上一些中式的图案式样。不过，完成探访后，看到以牛仔布制作的新颖饰品和中式衣服，才发现原来可以这样做衣服，并且让我以后在设计时敢于尝试更多的突破。

**Fu Chi Yan**  
符之欣

Student of Our Lady of the Rosary College,  
Participant of "Design Explorer" Sessions  
圣母玫瑰书院学生，“设计探索号”活动参加者

From the workshop I learned that design thinking can actually help improve living conditions for people. Designers have a special role to play - they design new houses, clothes, interiors, fashion garments, advertisements, brand image, which can all contribute to the betterment of society.

这次活动让我明白设计思维能在日常生活中帮助一些居住环境欠佳的人士。设计师其实很特别，因为他们设计的新房屋、衣服、室内布置、时装、广告和形象，均能各自为社会带来贡献。

**Tam Hoi Yan**  
谭恺昕

Student of Buddhist Tai Hung College,  
Participant of "Design 101" Design Thinking Workshops hosted by CityProg and Unleash!  
佛教大雄中学学生，城区活动×Unleash! 设计101：设计思维工作坊参加者

#### About Design Spectrum

Design Spectrum is a living showcase of work by some of the most talented designers from Hong Kong and different regions around the world. A pilot initiative of HKDC to promote the appreciation of how design can improve lives and bring communities together, this vibrant and welcoming space is housed in a cluster of refurbished pre-war historic buildings at 7 Mallory Street, Wan Chai. Since its opening, this exhibition venue has become a site where designers can share their stories and conversations with the general public.

#### 關於設計光譜

设计光谱是香港设计中心的一项先导计划，推动大众社会了解及欣赏设计如何改善生活，凝聚社区。设计光谱设于湾仔茂萝街7号一个被评为二级活化历史建筑的战前楼宇内，定期展出香港以至世界不同地区众多充满才华设计师的作品。自开幕以来，这个展览场地已成为设计师分享故事，与公众对话的地方。

# Nurturing Local Creative Talents, Promoting a Flourishing Design Thinking Culture

培育本地创意人才，推广设计思维文化



Design weaves together the fabrics and textures of a community, its activities, traditions, and most importantly, its people. Design is a form of communication, and designers 'speak' to their audiences by creating works that express a hope, an idea, or a question that sparks a discussion.

设计有如一针一线，与社会紧密交织，将其活动、传统，以及最重要的公众，全部连系起来。设计是一种沟通模式，设计师通过他们的作品向大众“说话”，表达一个希望、一个意念，又或是一个能够引发讨论的问题。

## A Tribute to Our Future Selves: 'Brand New Youth' Exhibition 向“未来的我们”致敬： 【后·生】设计展览



The life expectancy of people in Hong Kong has steadily increased over the last 50 years or so, and since 2010, women and men in Hong Kong have topped global life expectancy rankings. But, at a personal level, what does that mean? Is living longer, growing old or managing the challenges of older age something we need to better manage?

在过去 50 多年，香港人的预期寿命稳步增长，而自 2010 年以来，本港女性和男性在全球预期寿命排名上一直名列前茅。然而，对个人来说，这有何含意？我们是否需要更周全应对人口老化及其带来的挑战？

'Brand New Youth' was an exhibition that celebrated the lives of the elder generation through thought-provoking zones, tours and workshops that invite interaction and empathy around the process of ageing. Visitors got the opportunity to revisit traditional stores and classic cinemas from a time that was once familiar to many older Hong Kong people, listen to stories from artisans and craftspeople, as well as participate in activities designed to provide immersive experiences into the lives of the elderly.

【后·生】设计展览运用富启发性的互动形式策划了不同展区、导赏团及工作坊，让参观者体验长者在生活面临的挑战。参观者更可回顾许多老一辈香港人熟悉的传统商店及旧式戏院，聆听工匠和手工艺者的故事，并参与沉浸式体验活动，了解长者的生活。

Curator 策展人  
OHMYKIDS

Co-Curator 联合策展人  
Littleurbanmountain Design 小市山设计

Exhibition Date 展览日期  
13.5.2021 — 18.7.2021



The exhibition featured a showcase of more than 30 products designed for people in their later years. Visitors are encouraged to take part in informative and educational activities including traditional Chinese bib-making workshops, which demonstrated how innovative products can address special needs when it comes to clothing. Led by Mrs Keung, founder of Rhys, which produces care clothing that preserves dignity and hope for the elderly or disabled people, the workshop created awareness of how love and respect can be infused into design. A commissioned work 'Beat of Table and Stool' also illustrated the importance of staying curious about life and the world as we age.



展览也展示了超过 30 款专为长者设计的产品，还提供一连串既精彩又极具教育意义的公众活动，包括唐装旗袍饮食围巾工作坊，充份展示服装创新如何配合用家的特殊需要。工作坊由睿程创办人姜太主持，为长者及残疾人士缝制康健服装，强调将爱与尊重融入特制衣物设计，让他们获得应有的尊严与希望。展览的委约作品《拍檯拍凳》则说明了随着年龄增长，保持对世界和人生的好奇心仍然非常重要。



Happy people enjoy better health, exhibit more creativity and perform better at work, with positive impacts on their self-development as well as their communities. Many designers have tried to create a connection between happiness and their work. But how does good design inspire happiness? Martin Seligman, the father of positive psychology, proposed a scientific theory which suggests a formula of Positive Emotions, Engagement, Relationships, Meaning and Accomplishment to achieve happiness. So from this perspective, 'Delightful Design' is a distillation of works that explore the question around the contexts of 'sense', 'mind', 'ideology' and 'social'.

More than 30 works by outstanding local and global designers from around the world ignited dialogues on how design can inspire and sustain happiness, from individual to societal levels. The interactive installation 'In The Wild', represents how everyone can contribute and participate towards a collective happiness. People choose their own definition of happiness by folding a colourful four-leaf clover, which they then add to a collection of other four-leaf clovers hung from the ceiling, illustrating a simple yet powerful statement of how happiness can be preserved, shared and spread. The exhibition also included multisensory workshops, sharing sessions and a community trip that fired participants' imagination on what it means to be truly happy.

快乐的人通常拥有更健康的体魄、工作效率更佳、创意能力更高，有助于促进个人和群体发展。不少设计师均尝试将设计与快乐连结，但优秀的设计如何带来快乐？正向心理学之父 Martin Seligman 提出一个科学理论，指出如何藉由正向情绪、投入感、人际关系、人生意义及成就感出发，从而实现快乐。“给快乐的设计”展览因此从这个理论角度来进行探索，向大众展示对快乐世界的追求，并以四大面向展述，包括“感官”、“心灵”、“意识形态”和“社会关怀”。

展览共有 30 多件来自本地及全球各地设计师的优秀作品，从个人层面到社会层面，探讨设计如何启迪及导向长久快乐。展览的大型艺术互动装置“山野漫溯”，让各人亲身参与集体快乐创作：参加者组装属于自己的四色四叶草，将其挂上大型装置并成为作品的一部分。整个设计以简单而有力的表达方法，告诉人们如何保存、分享和传播快乐。展览也包括感官体验工作坊、分享会和社区探索活动，激发参加者对真正快乐的想像。



Visit the 'Delightful Design' 360° Virtual Exhibition online  
参观“给快乐的设计”360度虚拟展览

## Can we design a happy life? 'Delightful Design' Exhibition 快乐人生可设计吗？看看“给快乐的设计”展览

Curator 策展人：  
Lee Chi-Wing 李志荣先生  
(Founder & Design Director, Milk Design)  
(Milk Design 创办人兼设计总监)

Exhibition Date 展览日期  
6.12.2021 — 31.3.2022



Sense 感官



Ideology 意识形态



Mind 心灵



Social 社会关怀

# DS SHOP

到访设计光谱的人士更可到 DS Shop 观览一系列精选家居生活用品及潮流时尚配饰。DS Shop 为香港设计中心旗下培育计划的一众新晋本地创意人才、“DFA 设计奖”得奖者提供一个产品销售的商业平台，从而鼓励公众欣赏本土优秀设计。店内的设计商品琳琅满目，蕴含丰富创意和想像力，绝对让你感叹设计的奥妙！



## Enliven Your Life with Creative Designs 从设计出发，点亮多彩生活

Visitors to Design Spectrum can check out DS Shop, a curated collection of contemporary homeware, living accessories and chic fashion apparel. By offering local creative talents from HKDC's incubation programmes and DFA winners a business platform to sell their products, DS Shop champions the appreciation of good design in Hong Kong. The shop welcomes visitors with a wide array of items updated with creative, original twists that are sure to brighten any day!



1

**Evereon Replaceable Plastic Umbrella**  
Evereon  
可换伞面雨伞

A colourful, flexible, yet durable, wind-resistant umbrella with a replaceable fabric canopy and a uniquely-shaped handle for a firm grip.

雨伞色彩丰富，防风耐用，其伞面为可替换设计，形状独特的握柄也方便握稳。

Ca et la International Co., Ltd.



2

**Moonrise Mug**

The item that launched the Moonrise collection, this exquisite mug has clean lines, subtle rim detail and a gracefully curved handle.

这款精致的杯子是 Moonrise 系列的首项产品，设计线条简洁，边缘细节精致，弧形手柄曲线优雅，别具魅力。

HAMA Pottery



3

**The Lingering Scent of Home**  
家的馥香

Five natural essential oils are diffused through knotted reeds to subtly infuse the air with the pleasant scents of home.

由五种天然精油混合而成的绳结家居香薰，能为空气加添家的宜人气味。

ZOEE Limited



4

**The Mills Green Stool**  
沙厂绿凳仔

Woodboard pieces, hung to create a giant floating Christmas tree at The Mills in 2020, have been repurposed as durable items of furniture, with delightful results.

2020年，南丰纱厂曾挂起一棵由不同回收木板拼合而成的巨型悬浮圣诞树，展出后木材再度升级改造为耐用的家具，效果理想。

The Right Stuff Company 有料事务所



5

**Oh! T™**

Oh! T™ is a patent-pending 3-in-1 tea strainer with a magnetic lid that lets drinkers adjust brew strengths by moving the infuser up or down.

Oh! T™ 是一款正在申请专利的3合1滤茶器，其磁吸式杯盖让用户隔着玻璃上下控制滤茶球，从而决定冲泡时间和茶味的浓淡。

Pong Company Limited



6

**Comment Allez-Vous**  
今晚打老虎

Paper decorations designed for the Year of the Tiger, these intricate paper-cuts are hand-composed by local craftspeople, then reproduced individually with a Cricut blade-cutting machine.

这个为虎年设计的精致剪纸装饰由本地设计师以人手制作，再由 Cricut 切割机逐张复制而成。

Tsaoao Design

# 04

## Discourse to Co-learning 共学 × 共进

- 1 Institute of Design Knowledge  
设计知识学院
- 2 UNLEASH! Empowered by Design Thinking  
设计思维 无限可能

# DIVERGENCE

## A Design Thinking Game Kit

Can we learn design thinking through play? **Divergence** is a fun and stimulating game kit that challenges teams on their quick thinking and storytelling skills. Designed by IDK for professionals and young learners, Divergence helps players unleash their imaginations and quickly grasp the process of how innovation works through friendly rounds of gameplay.

寓学习设计思维于玩乐，有何不可？设计知识学院推出的游戏套装 Divergence，让团队发挥快速思考力和叙事技巧，有趣刺激。这套工具专为专业人士及年轻学习者而设，帮助玩家通过节奏明快的对战游戏释放创意，并轻松掌握创新思考的流程。



A print-and-play version of Divergence is downloadable here  
扫描二维码下载体验 Divergence：



'Divergence is very interesting and inspires innovative thinking. I look forward to applying it across different subjects.'

“Divergence 的设计充满趣味，启发创新思维，我希望能把它灵活应用于不同学科。”

Secondary School Vice Principal  
中学助理校长

'It was amazing to see how design thinking could be experienced through games. Having to think quickly gives me more confidence in teaching and leading students to discover their own creativity.'

“想到可以用游戏方式体验设计思维，当中的快速思考体验，让我更有信心在教学中引领学生发挥创意。”

Secondary School Teacher  
中学老师



# DESIGN THINKING, CREATIVITY, AND INNOVATION A PERSPECTIVE FROM MICRO TO MACRO

宏观细察：  
设计思维、创意与创新

Design thinking is an approach concerned with solving problems in a creative and collaborative way through design, which seeks to identify the real problem and arrive at the 'best fit' solution for all stakeholders. The design thinking process involves **discovering** human needs, **defining** a design problem, **developing** possible solutions, then **delivering** the best solution.

设计思维是一种驱动集体创意的解难方法，通过设计找出真正需要解决的问题，并为所有利益攸关方制定最合适的解决方案。过程包括探索人的需求、定义设计问题、构想可能方案，然后执行最佳解决方案。

**'Thinking about design is hard, but not thinking about it can be disastrous'**

— Ralph Caplan, design essayist, professor and consultant

**“思考设计固然困难，但不思考设计或会带来灾难性的后果。”**

——散文作家、教授兼设计顾问 Ralph Caplan

To highlight how design thinking and its applications have brought about positive changes in many sectors such as social welfare, education, and business, **Institute of Design Knowledge (IDK)** has produced a total of 16 inspiring case stories of design thinking-led innovation. They feature local innovators such as **Dr Angelina Lo**, Founder of CreativeKids; **Comma Leung**, Founder of Mosi Mosi Lab; **Tracy Chan**, Executive Director of Ednovators; and **Donald Choi**, Executive Director and CEO of ChinaChem Group.



A good plan today may not work tomorrow—but design thinking is a valuable tool that helps people navigate the future. The Design Thinking Online Workshop Series aims to help business leaders, entrepreneurs and fresh graduates learn to put design thinking in practice. **Buckle Up! Be a Design Thinker** introduces design thinking and its basic concepts and common tools for everyday work. **Get Your Crews On-Board** inspires managers with team-building skills that encourage inputs from all team members, in order to capitalise on the strengths of a diverse team and spur innovation. **Connect to the World** helps strategic decision-makers to come up with game-changing ideas and bring them to life.

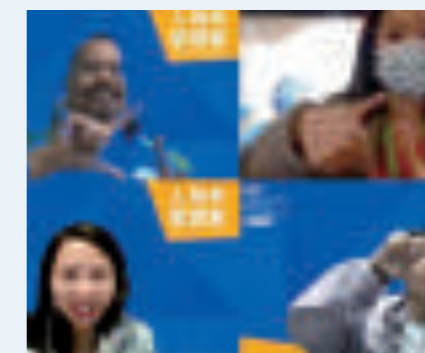
Real-World Insights,  
Inspiring Stories  
应用实例 创新故事

IDK's Design Thinking Online  
Workshop Series: Designing  
Human-Centred Futures  
设计知识学院设计思维  
网上工作坊：  
“人为本·思想家”

设计知识学院呈献 16 个设计思维创新故事，展现设计思维配合应用实践，为社创、教育与商界等多个范畴所带来的正面改变，极具启发性。故事主角包括奇极创作室创始人徐罗国彦博士、无事无事研究所创始人梁雯蕙、教育燃新执行总监陈燕妮，以及华懋集团执行董事兼首席执行官蔡宏兴等本地创新先锋。



Scan the QR code to watch their inspiring videos and read the full articles.  
扫描二维码，收看短片及细读全文。



计划有时赶不上变化，而运用设计思维有助于规划未来的路线图。不论是团队领袖、企业家或社会新鲜人，皆可通过“人为本·思想家”设计思维线上工作坊，了解如何活用设计思维。“**Buckle Up! Be a Design Thinker**”介绍设计思维基本概念及适用于日常工作的工具；“**Get Your Crews On-Board**”让管理层掌握凝聚团队技巧，以鼓励全体成员投入参与及发挥所长，成就多元创新；“**Connect to the World**”则帮助决策者开创新突破思维，并付诸实行。



**Design Thinking Knowledge Base:  
Learning About Design Thinking  
for Everyday Work and Life**

At HKDC, we see an increasing demand from professionals and executives for design knowledge and skills to help them innovate and adapt to change. The IDK Knowledge Base is a publicly accessible collection of bite-sized 'nuggets' of design thinking wisdom from successful creative thinkers and real-life cases. It celebrates the benefits and guides people towards the thinking process, and helps people learn and understand more about this approach. Follow IDK's Design Thinking Knowledge Base on Instagram and Facebook.

**Design Thinking Knowledge Base:  
学习适用于日常工作及生活的设计思维**

香港设计中心有见越来越多专业人士及行政人员希望对设计加深认识，掌握箇中技巧，以谋求创新及应对变化，因此推出 Design Thinking Knowledge Base，汇聚创意思维专家的成功经验及真实案例，与公众分享设计思维的小知识与大智慧。内容简明扼要，引导思考，让大众了解设计思维的好处，从中学习并更深入认识这种思维模式。追踪设计知识学院的 Facebook 和 Instagram，随时获得 Design Thinking Knowledge Base 最新消息。



How can professionals, academics, and everyone else learn and benefit from this collaborative problem-solving approach that can be applied across many diverse aspects of their life, work and study? IDK also organises bespoke training workshops! Through engaging, facilitated sessions, participants are guided through the processes and tools of design thinking tailored to their specific needs, such as some recent workshops we conducted for the Jockey Club School of Public Health and Primary Care of the Chinese University of Hong Kong, the Sino Group, etc. Another training workshop on social innovation was delivered for the Good Seed programme organised by the Jockey Club Design Institute for Social Innovation (J.C. DISI) at the Hong Kong Polytechnic University, aimed to cultivate young people with design thinking knowledge and skills to ideate creative solutions and drive social innovations. We also ran workshops for Ednovators, a Hong Kong educational charity, where we introduced our Divergence game kit to inspire educators to instil design thinking in students' learning journey.



**IDK's Bespoke Design Thinking Training Workshops**  
设计知识学院专题  
设计思维工作坊

从事专业工作、教育或其他行业的人士如何学习这种集体解难方式，并应用于生活、工作和学习等各个层面？量身定制的设计知识学院设计思维工作坊便是不二之选！工作坊内容按参加者的需要而设计，通过别出心裁的辅助活动，逐步教授设计思维过程和必需工具，例子包括为香港中文大学赛马会公共卫生及基层医疗学院及信和集团举办的工作坊。另一个是为香港理工大学赛马会社会创新设计院好荟社设计的社创工作坊，旨在培育年轻人学习设计思维的知识和技巧，以构思创新方案，推动社创。而在慈善教学机构教育燃新的工作坊中，我们为教育工作者介绍设计游戏工具套装“Divergence”，以启迪他们将设计思维融入教学过程。



Most people hardly associate public toilets with design – they are a basic amenity meeting an everyday need. But that doesn't mean there is no room for improving its services. A public design thinking programme, **Toilet Tells: Rediscover Public Toilets** sought to reimagine this social amenity from new perspectives, and develop improvements that benefit different community stakeholders. As the Design Thinking Advisor for the programme, Hong Kong Design Centre supported the design process and collaborated with the project's Design Thinking Consultant, One Bite Design Studio, to deliver eight workshops for the Food and Environmental Hygiene Department and Architectural Services Department in 2021-22. The programme was organised in four stages: Discover, Define, Develop and Deliver, where participants from different sectors and members of the public provided their insights and opinions to achieve more human-centric designs to meet different users' needs, as well as creating roadmaps and design principles for future service innovations.

## REIMAGINING AN EVERYDAY AMENITY WITH TOILET TELLS: REDISCOVER PUBLIC TOILET PROGRAMME

### 重新想像日常便利设施 “请厕教：香港公厕再发现”

公厕与设计字眼看来似乎不太相关。公厕是基本需要设施，但并不代表没有提升服务素质的空间。公众设计思维工作坊“请厕教：香港公厕再发现”从崭新角度出发，重新构思公厕这项社区设施，并提出有利社会不同利益攸关方的改善方案。香港设计中心做为项目的设计思维咨询顾问，支援整个设计过程，并与设计思维顾问一口设计工作室合作，于2021-22年度为食物环境卫生署和建筑署举办八节工作坊。“请厕教”由四个阶段组成，包括探索、定义、构想和执行，让公众和不同界别的人士参与，分享对公厕的见解和意见，构思切合不同用户需要的人本设计，并为提升服务规划路线图及制定设计原则，迈向创新未来。

The exchange of ideas with end-users in the design process has helped the workshop participants to generate user-friendly proposals.

设计过程中，能够和用家交流意见，令工作坊参加者提出的方案都十分切合用家所需。

**Wheelchair User 轮椅用家**

Workshop participants talked about how a good public toilet should give the users the confidence to enter and leave clean. This will become my vision in providing public toilet service to the general public.

工作坊参加者提到好的公厕应令用家有“我有信心清洁地进入，清洁地离开”的信心，这将成为我为市民大众提供公厕服务的理念。

**'Toilet Tells' Project Work Group  
“请厕教”项目工作小组**

Proposals from participants cover more than basic needs, demonstrating a sense of stakeholder empathy.

参加者的方案远较满足基本需要更深入，体现了对利益攸关方的同理心。

**Dr Brian Lee, Associate Professor, School of Design,  
The Hong Kong Polytechnic University  
香港理工大学设计学院副教授李宇轩博士**

By putting people first, designers can build solutions that address the real needs of multiple stakeholders from customers, employees and suppliers to people in the wider community. New feedback and insights gained during the process of design thinking help guide innovative solutions and future improvements. Covering four key areas: Business, Education, Society and New Frontiers, **Unleash! Empowered by Design Thinking** is a programme that helps present design thinking as a valuable skill that enriches the problem-solving capabilities of the next generation.



## Co-Creating A Shared Vision in Design Thinking

运用设计思维 共创共同理念

设计师本着以人为本的精神，可以构建针对不同利益攸关方实际需要的方案，当中包括顾客、雇员、供应商及公众。设计思维过程所收集的新意见及洞见，有助于发展创新方案和促进可持续发展。“Unleash! 设计思维·无限可能”涵盖商业、教育、社会及新趋势四大范畴，展示设计思维做为新世代的重要技能，如何有助提升解难能力。

1

### Learning and Teaching Expo 2021 – Crafting a Student-Centred Future “学与教博览”2021 — 缔造以学生为本的创意教学未来

School closures during the Covid-19 pandemic and the need for online learning caused a certain level of ‘disconnect’ between teachers and students. The Unleash! forum was held at the Learning & Teaching Expo 2021 to explore ideas on how to promote students’ mental wellness and support their learning by empowering design thinking in education. Unleash! also organised interactive workshops that covered techniques for applying the approach in a school setting, which explored the merits of project-based learning that incorporates human-centric problem-solving elements. Teachers learned how to support and encourage students’ individual learning styles, and to ensure that they can reach their full potential.

新冠肺炎疫情肆虐，学校停课令线上学习的需求大增，师生被屏幕所分隔。“Unleash! 教育工作者论坛”于“学与教博览”2021 期间举办，讨论如何在教学中加强实践设计思维，促进学生的心理健康，并为他们提供学习支援。Unleash! 也举办了一系列互动工作坊，分享将设计思维融入教学的技巧，并探讨人本解难方法应用于专题研习的好处。教师从中了解如何支援学习模式各异的学生、因材施教、帮助学生充分发展潜能。



2

### Train-The-Facilitator Programme 辅引师训练课程

Skilled facilitators are paramount in enabling the outcomes of the design thinking process, creating a safe and inclusive space for everyone in the room, while helping them identify pain points, effectively address key challenges, and develop the skills for solving problems creatively. Stemming from the need to build the capacity for design thinking in organisations and groom innovative future leaders, the Unleash! Train-The-Facilitator programme takes a deep dive to the core competencies outlined by the International Association of Facilitators. Through hybrid sessions combined with virtual small-group coaching, participants were given real-life practices on what facilitation entails, and also the tools and tips on how to deploy their new skills.

若要确保在设计思维过程取得成果，专业辅引师的角色举足轻重，不但为参加者营造舒适及共融的空间，更能帮助找出痛点、有效应对主要障碍，以创意方式解决问题。“Unleash! 辅引师训练课程”深入探讨由国际促导师协会所罗列的核心能力，以回应不同机构对增强设计思维能力的需要，并培育未来的创新领袖。通过混合模式课程与线上小组辅导，学员可实践各种辅引技巧，认识有助于运用新技能的工具和窍门。

3

### Starting Students on Their Design Thinking Journey: Design In Action × Unleash! Design 101 Design Thinking Workshops

助学生展开设计思维之旅：  
“设计好改变”联乘 Unleash! 设计  
101 设计思维工作坊



Equipping students with the skills for empathy, creative problem solving, and other key competencies gives them a great head start for the future. A collaboration between Unleash! and Design In Action, a concurrent programme of BODW City Programme – which aims to stimulate students’ interest in design – these design thinking workshops enhance HKDC’s public mission to promote design thinking to student communities. Through games and discussions, more than 70 students from primary and secondary schools who participated in Design Explorer, a design career discovery programme under Design In Action, learned to solve problems for simulated users using design thinking. Primary students designed a life planning app; while the secondary students looked at the problems around subdivided flats in Hong Kong and came up with suggestions to relieve the needs of households. Design is a goal-oriented creation process – and we are excited to see the impacts on the younger generation who can ‘unleash’ design thinking!

学生应培养同理心，兼具创意解难技巧及其他关键能力，才可为未来铺路。Unleash! 与设计营商周城区活动同期计划“设计好改变”合办设计思维工作坊，旨在激发学生对设计的兴趣，进一步实践香港设计中心推动学生群体运用设计思维的公共使命。超过 70 名的中小學生参加“设计好改变”旗下设计职业探索之旅“设计探索号”，通过游戏和讨论，学习用设计思维为模拟用户解决问题。来自小学的学员设计了一款人生规划应用程序，而中学生则探讨香港“劏房”（即分间单位）相关问题，提出缓解住户需要的建议方案。设计是一个目标导向的创作过程，我们期待年轻一代能善用设计思维，带来改变！

# Design Digest — Stay in the Know!

## 设计二三事 —— 你该知道的大小事

Apart from its key programmes, HKDC also presents a kaleidoscope of engaging and informative activities, events and resources for anyone who is interested in design, some with different partners during Business of Design Week (BODW) in November and December. Radio interviews featuring industry forerunners, design-inspired forums, exhibitions and festivals, an online designers directory, collectible design publications – our outreach activities are aimed at igniting imaginations and encouraging everyone to appreciate design for its power in enhancing our living and wellbeing. Through these different media, we hope to bring design thinking into peoples' everyday lives. So what have we been up to this year? Read on and find out!

除了筹办各式重点项目，香港设计中心也为一众设计爱好者带来一系列内容丰富的设计活动及资源，包括于 11 月至 12 月“设计营商周”与不同合作伙伴举行的同期活动。我们的外展活动涵盖专访业界先驱的电台节目、设计论坛、展览及设计节、线上香港设计师指南，以及值得珍藏的设计书刊，旨在启发你的创意想像，鼓励公众欣赏设计在改善生活福祉方面发挥的力量。我们希望通过不同的媒介，将设计思维带进日常生活之中。

Media Publicity  
传媒推广

Metro Radio Programme -  
Good Life Good Design  
新城知识台节目——生活就是设计



Tune in to all the buzz on current topics from Hong Kong's creative trailblazers on 'Good Life Good Design', radio segment that airs once every two months on MetroInfo FM99.7, Metro Radio's 'Doors to the World' programme. First launched in 2017 and co-hosted by HKDC and Metro Radio, this inspirational radio segment has introduced two new seasons 'Creative Crossovers' and 'Creative Tech' to enlighten listeners on what design can do. If you missed some of the episodes, don't worry! You can still read how their designs have shaped the creative scene in books we published in association with Joint Publishing.

收听新城知识台 FM99.7《世界随意门》每两个月播放一次的“生活就是设计”环节，投入香港设计精英畅谈的设计热话。本节目于 2017 年首播，由香港设计中心及新城知识台联合主持，最新两季的主题是“Creative Crossovers”及“Creative Tech”，让听众感受设计的价值所在，别具启发性。若你错过某些环节也不用失望，可细阅香港设计中心与三联书店联合出版的书刊，了解受访设计师的作品如何塑造创作圈的格局。

Design Thinking Column in Graphic Arts  
Association of Hong Kong Bulletin  
设计思维专栏连载香港印艺学会印艺月刊



If you feel like you've heard a lot about design thinking but don't know what it's really about, you can read up on it in GAAHK's monthly magazine. HKDC contributed a series of articles on design thinking to provide a gentle introduction to this trending topic with interesting real-life examples. Co-authored by Prof. Yim, Chairman of HKDC and Institute of Design Knowledge (IDK), it was published in print and online in GAAHK's monthly bulletin from February to July 2022. Readers are welcome to explore this win-win approach to innovation, while also learning more about graphic design.

如果你觉得设计思维既熟悉又陌生，不妨翻阅香港印艺学会印艺月刊。月刊收录香港设计中心一系列有关设计思维的文章，运用有趣的真实例子，让你轻松掌握这个热话的入门知识。专栏由香港设计中心主席严志明教授及设计知识学院合着，刊载于香港印艺学会印艺月刊 2022 年 2 月至 7 月份的印刷版及线上版。读者可一边探索这种双赢的创新思维方式，同时学习更多关于平面设计的知识。

BODW 2021 Concurrent Events  
BODW 同期活动

DesignInspire 2021  
创意设计博览 2021



● **Organiser 主办单位**  
Hong Kong Trade Development Council  
香港贸易发展局

● **When and where 时期及地点**  
Year-round hybrid promotional programme  
全年线上线下推广活动

DesignInspire 2021 has transformed into a year-round creative campaign with comprehensive online-to-offline programmes, featuring designers and projects from all over the world through diversified channels. In the HKDC pavilion at DesignInspire ONLINE, you can explore creative works by Hong Kong designers from our Design Incubation Programme, Fashion Incubation Programme and DFA Awards. Plus: Get all the latest info on HKDC programmes and activities you can get involved with, such as Business of Design Week, Design Spectrum and BODW City Programme.

DesignInspire 已升级成为全年推广活动，并通过全面的线上线下展示平台，从多个渠道推广国际设计师及项目。香港设计中心在 DesignInspire ONLINE 设有线上展馆，让你细赏来自设计创业培育计划、时装创业培育计划及 DFA 设计奖的本地设计师杰作，更可获悉香港设计中心的计划及活动，包括设计营商周、设计光谱及设计营商周城区活动，齐来参与及释放创意。

deTour 2021



● **Organiser 主办单位**  
PMQ 元创方

● **When and where 时期及地点**  
26 Nov - 12 Dec 2021, hybrid event  
2021 年 11 月 26 日至 12 月 12 日，线上线下融合活动

Each year, running concurrently with Business of Design Week (BODW), deTour celebrates the works and ideas of local and overseas designers and creative talents. With the theme of 'Use(fu)less', the 2021 deTour festival staged four main sections of exhibitions with 37 workshops and 12 design dialogues happening simultaneously online and on-ground. It's a not-to-be-missed event for the public as well as design professionals to rethink the fundamental functions of design – so see you at the next deTour!

deTour 每年与设计营商周同期举行，展示本地乃至国际设计师及创意人才的作品，绽放巧思妙想。deTour 2021 以“有(冇)用”为主题，合共举办四大展区主题展览、37 场工作坊，以及 12 场同步直播的实体设计讲座。不论是市民大众或是设计专才，deTour 都是不容错过的活动，让大家重新思考设计的功能。下一场 deTour 我们再见！

Business of IP Asia Forum  
(BIP Asia Forum) 2021  
亚洲知识产权营商论坛 2021



● **Organiser 主办单位**  
HKSAR Government, Hong Kong Trade Development Council, Hong Kong Design Centre  
香港特区政府、香港贸易发展局及香港设计中心

● **When and where 时期及地点**  
2-3 Dec 2021, online forum  
2021 年 12 月 2 至 3 日，线上论坛

A strong intellectual property (IP) market engenders innovation and advances in design. With more than 14,500 viewers from across 45 countries and regions taking part, the 11th Business of IP Asia Forum gathered tech entrepreneurs, manufacturers, brand and IP creators and owners, legal professionals, and academics to explore the latest trends and insights. Discussions included trending topics such as 'Importance of Copyright and Designs in Digital Age' and 'New IP Trends in Cultural and Arts Industries', featuring more than 70 distinguished industry insiders.

强大稳健的知识产权市场能推动设计界破格创新，跨步向前。第 11 届亚洲知识产权营商论坛吸引了来自 45 个国家及地区超过 14,500 名观众参与，汇聚创科企业家、制造商、品牌及知识产权创造者及拥有者、法律专业人士以及学者，共同探讨最新趋势并分享见解。大会邀得超过 70 位业内专家，讨论热门话题如“数码时代下版权及外观设计的重要性”及“文化与艺术产业的新知识产权趋势”。



● **Organiser 主办单位**  
The School of Design,  
The Hong Kong Polytechnic University  
香港理工大学设计学院

● **When and where 时期及地点**  
5-9 Dec 2021, online conference  
2021年12月5至9日，线上会议

Conventional modes of design doing, thinking and application are being increasingly challenged by new trends and ideas. The Ninth Congress of the International Association of Societies of Design Research (IASDR) 2021 sought to define new frameworks, models, methods, products and unexpected outcomes in the questioning of design futures. The intriguing theme of '[ \_ ] With Design: Reinventing Design Modes', brings out Chinese design research potentials to the international arena.

传统的设计、思考和应用模式，正受到新兴趋势和想法的挑战。第九届国际设计研究联合会大会 2021 希冀在探寻设计未来的过程中获得新的启发，定义何谓新框架、新模型、新方法和新产品。大会主题为“[ \_ ] 与设计：重塑设计模式”，引发无限想像，将中国设计研究的潜力推上国际舞台。



● **Organiser 主办单位**  
Guangzhou Design Week Organising Committee  
广州设计周组委会

● **When and where 时期及地点**  
9-12 Dec 2021, physical exhibition  
2021年12月9至12日，实体展览

This mammoth event, which welcomed over 280,000 visitors, takes you into a universe of creativity and innovative ideas in an exhibition arena spanning 180,000 square meters. With the theme of 'BLOOM (青春)', the 16th annual Guangzhou Design Week 2021 gathered the 'who's who' of the design world, sparking exciting synergies between upstream and downstream co-collaborators. Every year, it opens up endless opportunities and facilitates further growth for everyone in the industry. See you at Guangzhou Design Week 2022!

这场盛大展览吸引逾 280,000 名访客参观，场地面积达 180,000 平方米，创意设计 & 创新思维处处可见。第 16 届广州设计周 2021 以“青春”为主题，设计界翘楚聚首一堂，与业界伙伴共同激发协作力量，创意火花四溅。展览每年都会为业内人士带来无限机遇，推动业界继续向前迈进。我们在广州设计周 2022 与你再聚！



The report's theme 'CO-CREATING HUMAN-CENTRED FUTURES' aims to open readers' eyes on how design brings new possibilities for our future. HKDC's initiatives and achievements are presented as relevant, readable and captivating stories, simulating the style of a design magazine. Like the previous 2019-2020 edition, this annual report has won high acclaim in numerous awards including the LACP Vision Awards (a Gold and a Silver), International Annual Report Design Awards (Gold), ARC Awards (Gold) and Stevie® Awards (Bronze).

《香港设计中心年报 2020-2021》以“共创人本未来”为主题，让读者了解设计如何开拓新的可能性，并在人类共同价值的基础上凝聚各界以共创未来。年报采用设计杂志的编写及设计风格，将香港设计中心的项目及新里程化成精彩故事。继 2019-2020 年报于国际年报比赛中获奖后，2020-2021 年报再下一城，勇夺多项殊荣，包括美国传媒专业联盟 Vision 大奖（一金及一银奖）、国际年报设计大奖（金奖）、ARC 年报大奖（金奖）及史蒂夫® 奖（铜奖）。

Multiple Awards 屡获殊荣



*Change Begins with Design* features engaging interviews with 12 of the local design companies from Design In Action, a HKDC 20th Anniversary special initiative and a concurrent programme of BODW City Programme in 2021. Design In Action brought together local design companies to promote the concept of business for good, and educate the next generation through two design career discovery projects – Design Explorer and OpenHouse!HK. Take a closer look at how these designers are nurturing our youth and shaping the future with design!

《改变，由设计开始》一书专访 12 家参与“设计好改变”的本地设计企业，分享他们运用设计力量去栽培年轻人及改变未来的故事。“设计好改变”是香港设计中心 20 周年的特别企划，亦是“设计营商周城区活动”的同期活动。项目汇聚多家本地设计企业，透过“设计探索号”和“HK! 设计开放日”两个设计职业探索计划，推广以商为善的精神及培育创意新世代。



Through eight selected design stories from BODW City Programme 2021, *Design × Community: Reflect · Refresh · Reset* unveils the creative possibilities and inspirations of design for the community. We have a unique opportunity to reflect, refresh and reset as we learn how BODW CityProg adopts a massive-weaving approach and empowers different sector partners for Creating Shared Value (CSV). Let's all be inspired by the power of design and its ability to create positive social impact in the community!

《深思设计 · 焕然城区》辑录来自“设计营商周城区活动”2021 的八个精选故事，细诉设计 × 社区的无限创意和灵感。城区活动展示“大量交织”的源源创意，带动各界伙伴创造共享价值，引领我们深思设计的意义，带来焕然一新的景象。齐来感受设计的力量，体会其对社会带来的正面影响！



*Discovering Design in the City* is a fascinating archive of BODW City Programme's design stories born out of the vibrancy and diversity of the creative ecosystem in Hong Kong. In this publication, 12 creative partners from 2018 to 2020 share compelling insights from their experiences in organising bottom-up design-driven events and in making positive impacts on the community with good design.

《发现！城区设计风景》分享源自“设计营商周城区活动”的精彩设计故事，呈现香港充满活力的多元创意生态。本书邀得 12 位于 2018 至 2020 年间合作过的创意伙伴现身说法，分享如何透过设计活动由下而上激活社群，以好设计营造美好社区。

Design for Asia: DFA Awards 2021  
《给亚洲设计——DFA 设计奖 2021》

《日日好玩——玩好设计》



Learn to appreciate design even more by getting in-depth perspectives on the people, creations and ideas behind acclaimed designs for Asia! Featuring a remarkable line-up of the winners from DFA Awards 2021, this bound volume introduces you to pioneering designs in science and technology, spatial and environmental experiences, as well as important social and humanitarian issues. Get to know the design philosophies and tremendous contributions of 3 exemplary design leaders, 180 outstanding design projects and 16 young design talents in Hong Kong who might well become the biggest names of the future!

深入了解亚洲非凡设计背后的人物、创作过程和理念，让你学会更懂得欣赏设计！此书重点介绍 2021 年阵容强大的 DFA 设计奖得主，集合于科技革新、空间及环保体验、重大社会议题及人文关怀方面的崭新设计。内容聚焦三位得奖设计大师、180 个优秀设计项目及 16 位迈向成为明日之星的年青设计才俊，阐述箇中设计理念及所带来的莫大贡献。



'Without play for design, there is no design for play. Play opens the mind, design shapes the future.'

What is the relationship between design and play? To find out, 13 interviewees from different design units were invited to explore this question through three narrative angles— 'Play For A Better Self', 'Play For A Better World' and 'Play With Our Surroundings'. 《日日好玩——玩好设计》, another inspirational collaboration between HKDC and Joint Publishing, makes for interesting, thought-provoking reading.

“没有玩，便没有玩的设计。玩乐打开想像，设计形塑未来。”

设计和玩乐究竟有什么关系？我们邀请来自不同单位的 13 位设计师，从“玩出自我”、“玩出世界”以及“玩出空间”的角度出发，一同寻求答案。《日日好玩——玩好设计》是香港设计中心与三联书店的一个协作项目，内容玩味十足，启迪思潮。

DMatters



Want to stay up to date on the latest design news and happenings from across HKDC's programmes and activities? Our colourful quarterly newsletter, DMatters, gathers all the stories and events that you don't want to miss! Who is currently making waves with their creative work? Who are the talk-of-the-town designers you simply *must* know about? DMatters is an all-inclusive digest that brings you all this, and much more. To subscribe, visit [www.hkdesigncentre.org](http://www.hkdesigncentre.org)

希望掌握香港设计中心的最新活动消息？季度电子通讯 DMatters 内容丰富，辑录不容错过的创意故事和设计活动信息。你知道哪位设计师的作品正掀起创意新浪潮吗？谁是不得不认识的城中热门设计师？DMatters 内容包罗万有，让你瞬间掌握各种有关设计的人和事。订阅请访问：[www.hkdesigncentre.org](http://www.hkdesigncentre.org)

Hong Kong Design Directory  
香港设计指南



The Hong Kong Design Directory is a one-stop resource that connects businesses that require design expertise and services with local design enterprises and creative talents across different disciplines. Hong Kong Design Centre publishes the Design Directory on its website. To search the Directory, please visit [www.hkdesigncentre.org](http://www.hkdesigncentre.org).

香港设计指南为本地设计企业提供一站式的线上资料库及名录。从事各类设计专业的公司和创意人才可以展示其履历，让有需求的企业进行配对。若要搜寻设计指南，请访问香港设计中心网站：[www.hkdesigncentre.org](http://www.hkdesigncentre.org)

## Design District Hong Kong (#ddHK) Recognised in World Cities Culture Forum 2022 “设计 # 香港地” 获选列入世界城市文化论坛 2022 案例之一



● #ddHK - an internationally recognised cultural project  
设计 # 香港地 — 获国际认可的文化项目

Design District Hong Kong (#ddHK) was named one of the innovative cultural projects in Hong Kong at the World Cities Culture Forum (WCCF) 2022. While #ddHK was presented as a case study at the World Cities Culture Summit at Helsinki in October 2022, it will also be published on the WCCF website, thanks to the nomination of Hong Kong Arts Development Council.

A 3-year creative tourism project commissioned by Hong Kong Tourism Commission and organised by HKDC from 2018 to 2021, #ddHK makes a perfect prototype for cultivating the city's cultural spirit by blending Hong Kong's rich history, authentic local cultures and communities through creative placemaking.

“设计 # 香港地” 获选为世界城市文化论坛 2022 中香港创新文化项目之一！荣获香港艺术发展局提名，“设计 # 香港地”除了在 2022 年 10 月于赫尔辛基举行的世界城市文化峰会做为会上分享的香港案例之一，案例也会于世界城市文化论坛网站刊登。

这是一个 2018 - 2021 年举行为期三年的创意旅游计划，由香港旅游事务署委约、香港设计中心主办，通过营造创意社区，糅合本地历史文化、地区特色及社区力量，成为培养香港文化气息的完美典范。

## 小社区 大启发

Some places have the power to touch our hearts and encourage us to see beyond the ordinary. These are the places that enrich and sustain our communities. We asked our Board of Directors to tell us about the community spots that inspire them, so that we can be reminded of how these beautiful places represent our collective values, and define our sense of community.

有些地方能触动人心，驱使我们以不一样的眼光看待事物。这些空间既可滋养社区，也能维持社区发展。我们诚邀香港设计中心的董事会成员分享为他们带来启发的社区汇聚点，共同细味这些启迪人心的地方如何反映我们的共同价值观之余，更塑造社群意识。

1 **Prof. Eric Yim 严志明教授**  
Chairman 主席



**Oil Street Art Space (Oi!)**  
油街实现

Oi! Oil Street Art Space, with its distinct landscaping features, screen walls and Grade II historic buildings, is an urban oasis for the public to enjoy the sunshine, walk barefoot on the grass, and stroll in the shade of mature trees.

“油街实现”艺术空间结合特色景观、幕墙及二级历史建筑，打造城市绿洲，让市民享受沐浴于阳光、赤脚踏草地，并在树荫下漫步的乐趣。

3 **Viveca Chan 陈一枋**  
Vice Chairman 副主席



**King Yin Lei**  
景贤里

This 85-year-old Chinese Renaissance mansion reflects the richness and details of Lingnan architecture with Western influences. The Hong Kong SAR Government saved it from demolition in 2007, and it is now a historical building under conservation.

这座大宅有 85 年历史，富中国文艺复兴风格，糅合岭南及西式建筑特色，有赖香港政府于 2007 年做出保育的决定而免遭清拆，化身成为古迹。



2 **Steve Leung 梁志天**  
Vice Chairman 副主席



**Lai Chi Wo**  
荔枝窝

The well-preserved, three-century-old Hakka walled village, Lai Chi Wo, with 200 village houses surrounded by nature, embodies the ancient folk wisdom of co-existing harmoniously with the environment. UNESCO has recognised its sustainable development, making it a model of rural revitalisation.

拥有 300 年历史的客家围村荔枝窝至今仍保存完好，200 幢村屋被自然环境拥抱，体现人类与自然和谐共存的智慧，其可持续发展计划也获联合国教科文组织认可，成为乡郊活化的典范。



4 **Patrick Bruce**  
Director 董事



**Country Parks**  
郊野公园

Our magnificent country parks, with their beautiful trails, streams, flora and fauna are precious sustainable resources that provide an escape from the frenetic pace of city life. These soothing spaces let us breathe and regenerate our weary city souls.

郊野公园是宝贵的可持续资源，山林小径、溪流、动植物美不胜收，提供喘息空间，让人远离都市喧嚣，松弛身心，重拾活力。

7 **Bonnie Chan 陈德姿**  
Director 董事




**Sham Shui Po**  
深水埗

Sham Shui Po has a diverse mix of family-owned fabric shops, artisanal cafés, creative studios, street electronics vendors and more, all interwoven in an authentic Hong Kong neighbourhood. With its unyielding sense of enterprise, it represents the essence of local culture.

深水埗拥有多元面貌，家庭式布匹店、手工咖啡店、创意工作室及出售电子产品的小摊档等林立，地道社区洋溢坚毅的创业家精神，体现本土文化精髓。



5 **Prof. Leslie Chen 陈弘志教授**  
Director 董事



**Lung Kwu Tan**  
龙鼓滩

A strong sense of place does not require much design intervention. The Lung Kwu Tan waterfront has a longish access journey which takes you to Tin Hau temple and a Chinese White Dolphin Lookout. This unique access strengthens its atmosphere, its *genius loci*.

“地方感”其实无需太多设计经营。连结天后庙和中华白海豚了望台的龙鼓滩，正是由于旅途遥远，更能营造自成一隅的氛围，形成独有的地方魅力。

8 **Alan Cheung 张益麟**  
Director 董事




**The Golden Egg**  
金蛋

The Golden Egg, a centrepiece in Hong Kong Science Park celebrates Professor Charles K. Kao's contributions on optical fibres as well as his pioneering spirit. It continues to inspire designers, innovators and researchers to keep innovating for a better life.

香港科学园的地标“金蛋”是为了表扬光纤之父高锟教授的创科精神而建，鼓励设计师、创新者及研究员力求创新，共同构建更美好生活。



6 **Dr Benson Cheung 张本善博士**  
Director 董事



**Sha Ha Beach Pathway**  
沙下径

Sha Ha Beach Pathway, near Sai Kung Waterfront Promenade, is surrounded by greenery, while overlooking a beach with many water sports activities. I am captivated by the sight of people relaxing and enjoying something fun away from their busy lives in crowded Hong Kong.

沙下径邻近西贡海滨长廊，绿意盎然，泳滩上的游人参与各式水上运动。喜见大家能远离拥挤城市，放松心情，乐享生活。

9 **Donald Choi 蔡宏兴**  
Director 董事



**The Grand Staircase, Central Market**  
中环街市水磨石楼梯

The Central Market's terrazzo-tiled Grand Staircase and other building features were successfully restored using traditional Shanghai Plastering techniques. This fading trade was passed on to a young engineering team, helping to preserve a historic craft and cultural knowledge.

中环街市的水磨石楼梯等建筑元素，以传统“上海批荡”技术成功修复。这接近失传的工艺由一个年轻工程团队接棒，体现艺文传承。



**Joanne Chow 周凯瑜**  
Director 董事



**Hong Kong Park**  
香港公园

Hong Kong Park, in the midst of our concrete jungle, is one of the most accessible spaces for all ages and interests. The park, located near historic buildings, has lakes, waterfalls, and fountains, as well as a conservatory, and one of the largest aviaries in South East Asia.

虽然香港公园置身石屎森林中，却毗邻历史建筑，设有湖泊、瀑布、喷泉、温室及东南亚最大观鸟园之一，交通方便，老少咸宜。

**Eddie Hui 许夏林**  
Director 董事



**Tai Nan Street**  
大南街

Tai Nan Street has been a unique place since the time Hong Kong's textile industry flourished. We used to come here to find fabrics, buttons, zippers, and accessories. Today, it has become a place where industry, tradition and modernity converge.

大南街由香港制衣业黄金时代至今，特色不减。当年我们常来寻找布料、纽扣、拉链及配饰，现在它已成为工业、传统与现代的交汇之地。

**James Law 罗发礼**  
Director 董事



**Golfzon**  
室内高尔夫球场

Golf is now in the metaverse, and the cyberecture experience at Golfzon has advanced AR and VR technology for us to explore and play on hundreds of digital twins of real and fictional golf courses. This is a portal to infinite possibilities.

高尔夫球现已跻身元宇宙，Golfzon 结合科技与建筑，采用扩增及虚拟实境技术，带来多个真实及虚构球场的数字版本，开拓无限可能。

**Tommy Li 李永铨**  
Director 董事



**Broadway Cinematheque**  
at Yau Ma Tei  
油麻地百老汇电影中心

Broadway Cinematheque in Yau Ma Tei offers 'talking movies' for the visually impaired to enjoy. Design serves to meet people's needs and to improve wellbeing. 'Talking movies' with audio-description is definitely a thoughtful design for people with disabilities.

设计有助提升人们的生活素质。油麻地百老汇电影中心为视障人士提供可以“听”的电影，实属贴心设计。

**David Lo 卢永强**  
Director 董事



**SKENE FOR NOMAD**  
特色咖啡店

SKENE FOR NOMAD is a specialty coffee shop in Tai Po Tsai Village, Sai Kung. Located in a small staggered space, it turns space limitations into unique design features, and has a fresh minimal design identity.

特色咖啡店 SKENE FOR NOMAD 位于西贡大埔仔村，坐落交错的空间之地，将空间限制转化为独有设计特色，简约清新。

**Victor Lo 罗仲荣**  
Director 董事



**Public Beaches**  
公共海滩

Our city's many beautiful public beaches are places for people to relax, connect and find solace, particularly during prolonged periods of Covid-19. These colourful tents spice up the beaches, and provide personal, socially-distanced comfort zones for everyone to enjoy.

城市中有许多风景优美的公共海滩，尤其是在疫情长期持续时，市民可以在此放松身心，与家人及朋友相聚，慰藉心灵。那些色彩缤纷的帐篷，让海滩景色不少，也令各人在享有舒适的个人空间之余，也可保持社交距离。

**Eddy Hui 许迅**  
Director 董事



**Star Ferry**  
天星小轮

The Star Ferry is a peaceful and enjoyable way to commute. The gentle breezes and the magnificent views remind me how remarkable our city is. I am glad that I can design for, and connect with, the people in our community.

登上天星小轮，享片刻宁静，微风轻拂，美景尽收眼底，提醒我香港如此非凡。我很荣幸能为这个社区设计并相处互动。

**Prof. Kun-Pyo Lee 李健钧教授**  
Director 董事



**'House of Dream'**  
at Zhoushan Village  
周山村“梦里老家”

House of Dream at Zhoushan Village, Henan Province, China demonstrates how designers can empower the community to engage in co-designing a sustainable neighbourhood, infused with their own culture and stories. This also gives residents a sense of engagement and belonging.

中国河南省周山村的“梦里老家”展示了设计师如何与当地人共同设计可持续发展社区，融入文化及故事，增强归属感。

**Stephen Liang 梁国浩**  
Director 董事



**The JLL Rooftop Farm**  
仲量联行空中农庄

Urban farming on high-rise rooftops not only transforms under-utilised areas, but also creates a greener, more sustainable landscape that fosters healthy living. In this way, green roof technology has the potential to improve the quality of life in urban areas.

都市农业善用高层屋顶的闲置空间，同时缔造更绿色及可持续的景观，促进健康生活。由此可见，绿化屋顶技术有助于提高城市人的生活素质。

**Joseph Lo 劳建青**  
Director 董事



**M+ Public Ground**  
M+ 公共空间

The M+ public ground, a little paradise within the busy metropolitan area, lets people enjoy nature through urban design and architecture. Bustling with people over the weekend, it is a great example of public facilities integrating with the natural environment.

M+ 公共空间是繁华市区中的天堂，公共设施与自然融为环境融为一体，周末人潮不绝，让人通过城市设计及建筑享受大自然。

**Horace Pan 潘鸿彬**  
Director 董事



**Star Ferry**  
天星小轮

Crossing the beautiful Victoria Harbour on the Star Ferry is one of the best collective memories of Hong Kong people. It always provides a unique experience in our ordinary, everyday lives.

乘搭天星小轮横渡优美维港，是香港人最美好的集体回忆之一，为平凡的日常生活带来独特体验。



21 **Hon Sunny Tan** 陈祖恒  
Director 董事

**Hong Kong Palace Museum**  
香港故宫文化博物馆



Dragons are Chinese legendary creatures, and a symbol that we see in our motherland and in Hong Kong. This design at the Hong Kong Palace Museum reminds me of the scales of dragons and I find it very inspiring.

龙是中国传说生物，也是我们的祖国和香港的文化象征。香港故宫文化博物馆这个设计让我联想到龙的鳞片，很有意思。

22 **Karr Yip** 叶焯翰  
Director 董事

**Southern Playground**  
修顿游乐场



Southern playground is not just a stadium; but a place where workers catch their breath, classmates reunite, and couples spend moments together. It is also a performance and public event space; an oasis in the collective memory of Hong Kong people.

修顿游乐场既是运动场地，也是工人休息、同学相聚、情侣约会的地方。它兼备表演和公共活动空间的功能，别具香港情怀。

23 **Victor Tsang** 曾昭学  
Director 董事

**Oasis, Central Market**  
中环街市“Oasis”



Oasis, Central Market. An open space designed for courtyard style events with no glass canopy. A rainstorm before ceremony can be very daunting. Then organiser said we Architects still have many solutions to deal with the situation. Rain stopped. Sustainability needs strong hearts from users: embrace inconvenience, be creative and stay positive. After all, it is only rain, why be afraid?

中环街市“Oasis”是一个没有玻璃顶棚的露天户外活动空间。某次活动中，参加者担心仪式前会下起暴雨，然而主办方说，身为建筑师可以想出许多方法来应对这种情况。雨来了，最后也停了。要实行可持续发展，需要一颗坚毅决心：从容应对不便，保持创新精神和乐观心态。其实下雨有什么可怕？

26 **Michael Chan** 陈诗华  
Alternate Director 後補董事

**Victoria Harbour**  
维多利亚港



The views of Victoria Harbour and the Hong Kong island skyline, which changes by the hour, the day, the weather and the season. As the city grows, the skyline also changes. Most beautiful of all is its tranquillity and peacefulness.

维港上的港岛天际线，景色会随着时日、天气和季节更替而变化。城市发展，天际线随之改变，最美的是当中平静祥和之感。

27 **Tom Grey**  
Alternate Director 後補董事

**Public Roof Gardens and Elevated Walkways of the ASHK**  
亚洲协会香港中心公共空中花园及天桥



The public roof gardens and elevated walkways of the Asia Society Hong Kong zigzag through the hillside tree canopy without disturbing the rare Agarwoods and resident Short-nosed Fruit Bats. This is a beautiful tropical forest high up in the heart of the city.

亚洲协会香港中心的公共空中花园及天桥，蜿蜒穿插于山坡的树冠，珍稀的沉香树和短吻果蝠安然栖身，犹如城中热带森林。

28 **Benny Yeung** 杨远振  
Alternate Director 后补董事

**Victoria Park**  
维多利亚公园



Victoria Park is my jogging venue every morning. It is a tranquil oasis of calm in the hustle and bustle of our beloved city.

维多利亚公园是我每天早上慢跑的地方。在我们心爱的城市的喧嚣中，这是一片宁静的绿洲。

24 **Kevin Yeung** 杨棋彬  
Director 董事

**'Please Be Seated' at Taikoo Park**  
太古公园艺术装置《请就座》



This public art installation 'Please Be Seated' by Paul Cocksedge at Taikoo Park reinvigorates the way audiences interact with space and the community. The use of sustainably sourced timber to create the artwork brilliantly raises awareness about sustainability through art.

太古公园的艺术装置《请就座》由 Paul Cocksedge 创作，用可持续来源的木材制成，为公众带来全新的空间及社区互动体验，以艺术推广可持续发展的信息。

25 **Antony Chan** 陈志毅  
Alternate Director 后补董事

**Sham Shui Po**  
深水埗



The recent changes in Sham Shui Po, thanks to local government regeneration projects, has resulted in a dynamic and sustainable neighbourhood, where modern cafés, design studios, and local artisanal shops can coexist organically and harmoniously with the traditional textile companies.

政府近期的活化项目为深水埗注入动力，构建一个可持续发展的社区。时尚咖啡馆、设计工作室和本地手工艺店，与传统布匹店和谐共存。

29 **Tryde Leung** 梁斯玮  
Alternate Director 后补董事

**East Coast Park Precinct**  
东岸公园主题区



The East Coast Park Precinct is a well-designed community park near one of the most dynamic commercial areas in Hong Kong, with stunning sea views and open areas for leisure.

东岸公园主题区是经过精心设计的社区公园，邻近香港最具活力的商业区之一，坐拥壮丽海景和户外休闲区。

30 **Jersey Yuen** 袁赛芳  
Alternate Director 后补董事

**Cattle Depot Artist Village**  
牛棚艺术村



The Cattle Depot Artist Village, once a slaughterhouse in the 1900s, was redeveloped into an artists' village in 2001. Now home to around 20 art groups, the Village is a listed Grade II historical site, and a remarkable community spot.

牛棚艺术村在 20 世纪曾是屠宰场，于 2001 年改建为艺术村。现有约 20 个艺术团体进驻，属二级历史建筑，也是社群汇聚力点。







### Expanding the design scene with collective effort 合力拓展设计领域

HKDC is dedicated to promoting design thinking and nurturing creative talent through partners in different industries and sectors of the community. This year, we supported 39 partners in promoting 50 design-and innovation-related programmes, contributing to our collective efforts to foster industry diversity and to drive Hong Kong's design ecosystem forward.

香港设计中心致力与不同行业及社会各界合作，推动设计思维的应用及培育创意人才。今年，我们全力支持 39 个来自不同界别的合作伙伴，合共推广 50 个与设计及创新相关的活动和计划，集众人之力带动业界走向多元发展，促进香港设计生态繁荣。



### Building local and global connections 建立本地及全球联系

As the government's strategic partner on design, HKDC welcomes interorganisational and intercultural exchange with stakeholders from around the world to advance our mission. In 2021-2022, HKDC hosted nine delegations from trade organisations, industry associations, research institutes and government representatives from Hong Kong, The Netherlands, Germany and Austria. Through these visits, we gained a mutual understanding of industry directions and trends, laying the foundation for future cooperation in fostering local design ecologies.

作为政府推广创新设计的策略伙伴，香港设计中心积极与来自世界各地的持份者进行跨机构、跨文化交流，进一步实践使命。在 2021 年至 2022 年度，中心接待了分别来自香港、荷兰、德国和奥地利的贸易组织、行业协会、研究院和政府官员共九个代表团。透过这些访问，我们互相交流业界的发展方向 and 趋势，为未来合作奠定基础，有助推动本地设计生态蓬勃发展。



### Design advocacy and knowledge sharing 设计推广与知识分享

The Board of Directors and senior management of HKDC are often invited to take part in initiatives hosted by both design and non-design organisations, educational institutions, and professional associations. Joining as speakers, judges, and special guests, they leverage their extensive knowledge to drive home the importance of human-centred design to people across different sectors. They also advocate the importance of design during media interviews to inspire members of the public.

香港设计中心董事会及管理层成员经常获邀出席由设计及其他行业的机构，如教育机构和专业协会举办的各类活动，并以演讲者、评委和嘉宾的身份，与社会各界分享设计的重要角色，及推广人本设计的重要。此外，他们亦会在媒体采访中宣扬设计的价值所在，为市民大众带来启发。

Our Friends of HKDC (FOHKDC) Programme unites those who are passionate about design and believe in its inherent value for our society and well-being. Open to organisations and individuals from all walks of life, the programme offers opportunities to foster knowledge sharing, networking and collaboration.

HKDC 设计之友计划广结热爱设计，深信优秀设计能为社会带来福祉的同路人。计划汇聚不同界别的组织和人士，为设计之友创造交流专业知识、拓展人脉网络及建立合作关系的机会。

#### Acknowledgement of Corporate Members 鸣谢公司会籍之会员



#### Acknowledgement of Patron Members 鸣谢永久赞助会籍会员

Till 31 March 2022, in alphabetical order by surname 截至 2022 年 3 月 31 日，按姓氏英文字母排序

|   |  |   |   |
|---|--|---|---|
| <b>Mr Fawaz Abid Bakhotmah</b><br>Architect & Designer<br>Culture-Based Innovation Network  | <b>Dr Tai-keung Kan, SBS, BBS</b><br>新埭强博士<br>Founder, KL & K Creative Strategies<br>新刘高创意策略创始人  | <b>Dr Harry Lee, SBS, JP</b><br>李乃熿博士<br>Chairman, TAL APPAREL LTD.<br>联业制衣有限公司主席                                       | <b>Mr Danny Wong</b><br>Executive Director, Wiseman<br>International Digitech Limited<br>华冕国际数码技术有限公司执行董事     |
| <b>Mr Hei Shing Chan</b><br>陈曦成先生<br>Founder, Hei Shing Book Design<br>曦成制本创始人  | <b>Dr Kwong Man-hang, Benge, JP (Aust.)</b><br>邝敏恒博士<br>President, WKK Technology Ltd.<br>王氏港建科技有限公司总裁   | <b>Mr Wai-fung Leung</b><br>梁伟峰先生<br>Founder & CEO, Artemis Digital Limited<br>衍盛数码有限公司创始人及行政总裁                         | <b>Mr Peter Wong</b><br>黄绍开先生   |
| <b>Ms Kali Chan</b><br>陈嘉莉女士<br>Vice General Manager and<br>Design Director - Interior,<br>JATO Design International Limited<br>杰拓设计(国际)有限公司<br>副总经理及室内设计总监 | <b>Mr Man-ting, Edmond Lai</b><br>黎文定先生<br>Director, Much Creative<br>Communication Limited<br>多点创意设计有限公司总监  | <b>Mr Lu Lam, Leslie</b><br>卢林先生  | <b>Mr Qin Xia</b><br>夏勤先生<br>President, Makestream Design Co.<br>Limited<br>杭州麦容意识流设计有限公司负责人                  |
| <b>Mr Michael Cheung</b><br>张志立先生<br>Director, Zincere Limited<br>先时有限公司总裁  | <b>Dr Michael Lam</b><br>林宝兴博士<br>CEO, Hong Kong Quality<br>Assurance Agency<br>香港品质保证局总裁  | <b>Mr Ma Yu Hung, Samuel</b><br>马余雄先生<br>Managing Director, Luk Ka<br>Paper Industrial Limited<br>力嘉纸品印刷工业有限公司<br>董事总经理 | <b>Prof. Eric Yim, JP</b><br>严志明教授<br>Chairman, Hong Kong Design Centre<br>香港设计中心主席                           |
| <b>Ms Agnes Chiu</b><br>赵霏文女士<br>Lee Kum Kee Co Ltd<br>李锦记(香港)有限公司  | <b>Ms Denise Lau</b><br>刘思蔚女士<br>Chief Executive Officer, COLOURLIVING<br>COLOURLIVING 行政总裁  | <b>Mr Ng Man Wai, Danny</b><br>吴文伟先生<br>Director, 4N design<br>四目建筑设计事务所董事  | <b>Mr Leon K L Yoong</b><br>翁国樑先生<br>Techtronic Product Development Ltd<br>Vice president - Techtronic Design |
| <b>Mr Alex Chunn</b><br>Principle, nxus space   | <b>Dr Flora Lau</b><br>刘伟婷博士<br>Founder, Flora Lau Designers Ltd<br>刘伟婷设计师有限公司创始人  | <b>Mr Nils Neckel</b><br>Director, Designlink operated by<br>Design & Distribution Link Limited                         | <b>Dr Allan Zeman</b><br>盛智文博士<br>Chairman, Lan Kwai Fong Group<br>兰桂坊集团主席                                    |
| <b>Prof. Richard Fung</b><br>冯立中教授<br>Chief Executive, Hong Kong<br>Standards and Testing Centre<br>香港标准及检定中心总裁   | <b>Mr Siu Hong Freeman Lau, BBS</b><br>刘小康先生<br>Founder, KL & K Creative Strategies<br>新刘高创意策略创始人  | <b>Mr Benson Pau</b><br>鲍洁钧先生<br>Founder and CEO,<br>Wings Trading (HK) Co. Limited<br>飞腾行(香港)有限公司创始人<br>及行政总裁          | <b>2B Square</b>  |
| <b>Ms Pansy Ho</b><br>何超琼女士<br>Group Executive Chairman and Managing<br>Director, Shun Tak Holdings Limited<br>信德集团有限公司集团<br>行政主席兼董事总经理                     | <b>Mr Tai Yum Lau</b><br>刘耀钦先生   | <b>Mr Chiu Hang Tsoi</b><br>蔡超恒先生<br>Chief Executive Officer,<br>Lifestyle Creating Holding Limited<br>时尚创建集团有限公司首席执行官  | <b>4M Industrial Development Limited</b>  |
| <b>Mr Jeremy Hocking</b><br>President, Herman Miller International  | <b>Dr Edmund Lee</b><br>利德裕博士<br>General Manager &<br>Head of Group ESG Initiatives,<br>Gold Peak Technology Group Limited;<br>Former Executive Director,<br>Hong Kong Design Centre<br>金山工业(集团)有限公司<br>总经理兼集团环境、社会和管治主管；<br>前香港设计中心行政总裁 | <b>Mr Chi Fung Wang</b><br>王志峰先生<br>Director, China Energy<br>Technology Holdings Limited<br>中国能源科技集团有限公司董事长            | <b>FringeBacker Limited</b>   |
| <b>Ms Kigge Mai Hvid</b><br>Partner, JA design studio   |  |   | <b>Play Concept Limited</b>   |
|   |  |   | <b>Shantou University 汕头大学</b>  |
|   |  |   | <b>Tandem Design</b>  |
|   |  |   | <b>深圳市易讯天空网络技术有限公司</b>  |
|   |  | <b>Mr Ben Wong</b><br>黄志奇先生<br>Director, Sure Profit Holdings Ltd.<br>利保集团有限公司董事长                                       |   |

Promoting Design Through International Collaborations

As part of a worldwide network of design promotion organisations, Hong Kong Design Centre (HKDC) contributes to the global design dialogue and facilitates the regular sharing of news and updates to advance Hong Kong's position as one of Asia's leading design capitals.

国际协作 推广设计

作为国际设计组织网络的成员之一，香港设计中心不时参与讨论全球的热门设计议题，促进本地与海外业界交流，巩固香港作为亚洲区内重要设计之都的地位。

International Council of Design (IcoD)  
国际平面设计协会



The International Council of Design (ICoD) is a world body for professional design, representing more than 120 organisations in 50 countries. Founded as Icograda in 1963, it is a non-profit, non-partisan, member-based network of independent organisations and stakeholders working within the multidisciplinary scope of design. The Council actively works to promote the value of design practice, critique, education, research and policy.

国际平面设计协会 (ICoD) 是一个全球专业设计组织，代表 50 个国家及地区的 120 多个团体。在 1963 年成立之时，本会称为 Icograda，多年来一直奉行非牟利、无派别的成员制，并由众多从事设计专业的独立机构及持份者组成网络，积极推广设计实践、评论、教育、研究及政策的价值。

International Federation of Interior Architects / Designers (IFI)  
国际室内建筑师 / 设计师团体联盟



A singular federation of national associations, design communities, experts and enthusiasts, IFI acts as the 'UN' for Interior Architecture / Design worldwide. IFI's purpose is to coalesce the international interiors community for ever higher design standards while addressing and incorporating topical issues and developments affecting society and culture today into tomorrow.

国际室内建筑师 / 设计师团体联盟是一个由国家协会、设计业界、专家及爱好者组成的单一联盟，被视为室内建筑与设计领域上的“联合国”。本联盟旨在凝聚国际室内设计界，以提升设计标准，同时致力解决影响当今社会及文化发展焦点议题，并将之与未来融合。

World Design Organization (Wdo)®  
国际工业设计协会



WDO is an international non-governmental organization that promotes the profession of industrial design and its ability to generate better products, systems, services, and experiences; better business and industry; and a better environment and society. Founded in 1957, WDO has grown to include over 180 member organizations from over 40 nations. WDO has United Nations Special Consultative Status.

国际工业设计协会成立于 1957 年，具有联合国特别咨询地位，全球已有超过 180 个成员组织，来自 40 多个国家。组织以推广工业设计专业为目标，支持业界在产品、系统、服务及体验上的创新，借此促进环境与社会发展。

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间获公共财政资助的机构，多年来一直致力加强企业治理和提升职场文化，以严格落实问责制、促进内部紧密合作。

除了定期审核日常运营，香港设计中心也会定期提供雇员培训，确保运营程序符合其企业治理原则。

此外，香港设计中心实行两层通报机制，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，董事获得任命加入香港设计中心董事会时，还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，相关信息披露也会公开供公众查阅。

Income and Expenditure Statement for the Year ended 31 March 2022  
截至 2022 年 3 月 31 日止财政年度收支结算表

|  | NON-GOVERNMENT FUNDING<br>非政府资金 | FUND FROM CREATE HONG KONG<br>创意香港资金 | OTHER GOVERNMENT FUNDING<br>其他政府资金 | TOTAL<br>总计      |
|--|---------------------------------|--------------------------------------|------------------------------------|------------------|
|  | HK\$'000<br>港币千元                | HK\$'000<br>港币千元                     | HK\$'000<br>港币千元                   | HK\$'000<br>港币千元 |
| <b>INCOME</b><br>收入                    |                                 |                                      |                                    |                  |
| Government Grant<br>政府资助               | -                               | 103,825                              | 8,629                              | 112,454          |
| Project Income<br>项目收入                 | 914                             | 3,906                                | -                                  | 4,820            |
| Sponsorship<br>赞助                      | 215                             | 11,663                               | -                                  | 11,878           |
| Other Income<br>其他收入                   | -                               | -                                    | -                                  | -                |
|  | 1,129                           | 119,394                              | 8,629                              | 129,152          |
| <b>EXPENDITURES</b><br>支出              |                                 |                                      |                                    |                  |
| Project Expenses<br>项目支出               | 227                             | 68,797                               | 6,709                              | 75,733           |
| Payroll & Related Cost<br>薪资及相关支出      | -                               | 41,313                               | 1,880                              | 43,193           |
| Donation<br>捐款                         | -                               | -                                    | -                                  | -                |
| Overhead & Administration<br>一般营运及行政费用 | 33                              | 9,284                                | 40                                 | 9,357            |
|  | 260                             | 119,394                              | 8,629                              | 128,283          |
| <b>NET SURPLUS</b><br>净盈余              | 869                             | -                                    | -                                  | 869              |

Board of Directors Meeting Attendance  
董事会议出席次数  
1/4/2021 — 31/3/2022

| Meeting Attendance / Total Number of Meetings<br>会议出席次数 / 会议数目                                  | BOARD OF DIRECTORS<br>董事会 | FINANCE AND ADMINISTRATION COMMITTEE<br>财务及行政委员会 | PROGRAMME COMMITTEE<br>计划委员会 | DEVELOPMENT COMMITTEE<br>发展委员会 | AUDIT COMMITTEE<br>审核委员会 |
|---|---------------------------|--|------------------------------|--------------------------------|--------------------------|
| ERIC YIM 严志明  | 5/5                       | -  | 4/4                          | -                              | -                        |
| BONNIE CHAN 陈德姿   | 4/5                       | 2/4  | 2/4                          | 4/4                            | -                        |
| DAVID LO 卢永强  | 4/5                       | -  | -                            | -                              | -                        |
| PATRICK BRUCE   | 5/5                       | 4/4  | -                            | 3/4                            | -                        |
| HOI-YAN CHAN 陈凯欣  | 0/4                       | -  | 1/4                          | -                              | -                        |
| VIVECA CHAN 陈一枋   | 4/5                       | -  | 4/4                          | -                              | 2/2                      |
| ALAN CHEUNG 张益麟   | 5/5                       | 4/4  | -                            | 4/4                            | -                        |
| JOANNE CHOW 周凯瑜   | 5/5                       | 4/4  | -                            | -                              | -                        |
| FELIX CHUNG 锺国斌   | 0/4                       | -  | -                            | 3/4                            | -                        |
| EDDIE HUI 许夏林   | 1/5                       | -  | -                            | 2/4                            | -                        |
| JAMES LAW 罗发礼   | 5/5                       | -  | 3/4                          | 3/4                            | -                        |
| KUN-PYO LEE 李健杓   | 4/5                       | -  | 2/4                          | -                              | -                        |
| STEVE LEUNG 梁志天   | 4/5                       | -  | -                            | 2/4                            | -                        |
| TOMMY LI 李永铨  | 2/5                       | -  | -                            | 3/4                            | -                        |
| STEPHEN LIANG 梁国浩   | 5/5                       | -  | 4/4                          | -                              | -                        |
| JOSEPH LO 劳建青   | 4/5                       | -  | -                            | -                              | 2/2                      |
| VICTOR LO 罗仲荣   | 3/5                       | -  | 0/4                          | -                              | -                        |
| DONALD CHOI 蔡宏兴   | 1/1                       | -  | -                            | -                              | -                        |
| SUNNY TAN 陈祖恒   | 1/1                       | -  | -                            | -                              | -                        |
| KARR YIP 叶懋翰  | 1/1                       | -  | -                            | -                              | -                        |
| HEAD OF CREATEHK<br>创意香港总监  | 5/5                       | 4/4  | 4/4                          | 4/4                            | 2/2                      |
| REPRESENTATIVE APPOINTED BY HONG KONG FEDERATION OF DESIGN ASSOCIATIONS<br>香港设计总会代表             | 5/5                       | -  | -                            | -                              | -                        |
| REPRESENTATIVE APPOINTED BY HONG KONG FASHION DESIGNERS ASSOCIATION<br>香港时装设计师协会代表              | 5/5                       | -  | 3/4                          | -                              | -                        |
| REPRESENTATIVE APPOINTED BY THE CHARTERED SOCIETY OF DESIGNERS (HONG KONG)<br>英国特许设计师协会 (香港) 代表 | 4/5                       | -  | 3/4                          | -                              | -                        |
| REPRESENTATIVE APPOINTED BY HONG KONG DESIGNERS ASSOCIATION<br>香港设计师协会代表                        | 3/5                       | -  | -                            | -                              | -                        |
| REPRESENTATIVE APPOINTED BY HONG KONG INTERIOR DESIGN ASSOCIATION<br>香港室内设计师协会代表                | 5/5                       | -  | -                            | 0/4                            | -                        |

Remarks

1. Hoi-Yan Chan and Felix Chung resigned as Board Directors on 11 March 2022  
2. Donald Choi, Sunny Tan and Karr Yip appointed as Board Directors on 12 March 2022

註釋

陈凯欣及钟国斌于 2022 年 3 月 11 日辞任董事。  
蔡宏兴、陈祖恒及叶懋翰于 2022 年 3 月 12 日出任董事。

**DESIGN CAN**

HKDC Annual Report

香港设计中心年报 2021 - 2022

Editorial and Publishing 编辑及出版

Hong Kong Design Centre 香港设计中心

Planning and Design 统筹及设计

Makkaihang Design

Text and Translation 文字及翻译

Mind Your Language Limited

Printing 印刷

Elegance Printing & Book Binding Co.

美雅印刷制本有限公司

Portraits and Design Studio Photography

人像及设计工作室摄影

Elvis Tang (@tclok\_)

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Hong Kong Design Centre 香港設計中心年報

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