

For immediate release

23 June 2021

Knowledge of Design Week 2021 Officially Opens Today



More than 50 global innovators take on reshaping the future of service design in “Reimagining Service Economy”

Register online to view live event and on-demand for FREE through to 7 July 2021

All live forums will also be screened at D2 Place, ‘KODW CitySalon’ partner

HONG KONG SAR, 23 June 2021 – **Knowledge of Design Week (KODW) 2021**, which is organised by Hong Kong Design Centre with Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR Government) as the lead sponsor, kicks off its annual programme today as a free, hybrid live event. Simulcast for free on multiple platforms with simultaneous interpretation in English, Cantonese and Putonghua, KODW 2021 has gathered over 50 global experts in the fields of healthcare, e-commerce, digital solutions, inclusive design, and hospitality to dissect the much anticipated evolution of service design in our post-pandemic future. The programme will capture a global viewership, with channels ranging from live broadcast on ViuTV Channel 96 (23 & 24 June daily from 8:00 p.m.–10:00 p.m. GMT+8) to live simulcast on website, social media and D2 Place, ‘KODW CitySalon’ partner.

Held from 21 to 25 June, the annual event themed ‘Reimagining Service Economy’ consists of 10 forum sessions (all held on 23 & 24 June after today’s kick-off ceremony) and 8 exclusive and hands-on workshops, each one led by respective industry leaders. This gathering of professionals engaging in cross-disciplinary discussions on the topic of Service Design aims to enlighten us on the question: “Why does Service Design matter more to cities and businesses in the new economy?”

KODW 2021 highlights the need for human-centric design for meaningful outcomes and successful enterprises. **Prof. Eric Yim**, Chairman of Hong Kong Design Centre welcomed the audience in his



speech, saying, “While the impact of the Covid-19 pandemic is great, we at the Hong Kong Design Centre decided not to let that stifle the ongoing engagements we have on design knowledge exchange, which is why we have you all here today. During trying times, we must look ahead to the future and push forward with human-centric design.”

The event’s Guest of Honour, **The Honourable Edward Yau, GBS, JP**, Secretary for Commerce and Economic Development of the HKSAR Government, stated in his speech for KODW 2021’s opening ceremony: “The theme of KODW this year, ‘Reimagining Service Economy’, is particularly fitting amidst the COVID-19 pandemic. It invites everyone to think and reflect on what could be the ‘new normal’ brought by the epidemic.”

Across the 10 forums, some of the highlights include, but are not limited to:

- **Innovation for Future Service (23 June, 8:15 p.m. GMT+8, broadcast live on ViuTV Channel 96)** - **Tim Stock**, Co-founder and Managing Partner at scenarioDNA, US, **Emma Chiu**, Global Director at Wunderman Thompson Intelligence, US, and **Clive Grinyer**, Head of Service Design at the Royal College of Art, UK, tackle the importance of human interaction in service design, why human-centric elements are important, and what service trends one can expect in the future.
- **Winning in Hyper-efficient Commerce (24 June, 11:15 a.m. GMT+8, livestreamed online)** - **Ken Lo**, Head of eCommerce, Hong Kong & Macau of SF Supply Chain, HK, **Yvonne Leung**, Chief Marketing Officer at Alipay Payment Services (HK) Limited, HK and **Michael Ng**, Head of Digital Product at WeLab Bank, HK, come together in this panel discussion to guide their audience in collecting smart data and using this to design a satisfying consumer e-journey.
- **Creative Entrepreneurs & Industry Disruptors (24 June, 8:00 p.m. GMT+8, broadcast live on ViuTV Channel 96)** - **Eric Gnock Fah**, Co-founder and COO of Klook, HK, **Juliette Gimenez**, CEO and Co-founder of Goxip, HK, **Lofai Lo**, Director and General Manager of ViuTV, HK, and **Yat Siu**, Co-founder and Chairman of Animoca Brands, HK, sit down for a session to share how to jog creativity and become a disruptor as they exchange their own stories and experiences across industries ranging from gaming, travel, food, to television programming.
- **Innovating Future Health & Care (24 June, 8:50 p.m. GMT+8, broadcast live on ViuTV Channel 96)** - **Cheaw Hwei Low**, Head of Design of Philips ASEAN Pacific and Design Consulting, Asia, Singapore, **Reinier de Graaf**, Partner at OMA, The Netherlands, **Prof. Jeremy Myerson**, Helen Hamlyn Chair of Design of The Helen Hamlyn Centre for Design, Royal College of Art, UK, **Rama Gheerawo**, Director of The Helen Hamlyn Centre for Design, Royal College of Art, UK, and **Dr Ching-choi Lam, SBS, JP**, Chairman of the Elderly Commission, HKSAR Government, HK, will tread on the path to shaping better and more empathetic healthcare practices that centre around designing for different human needs.

KODW 2021 also features 8 interactive and hands-on workshops with limited places led by industry-renowned instructors. Among these not-to-be-missed upcoming workshops are:



- **Exploring Future Services with LEGO® SERIOUS PLAY® method (17 June, 3:00 p.m. GMT+8; 20 June, 3:00 p.m. GMT+8; 25 June, 12:00 p.m. GMT+8)** - Partner of Trivium and Certified LEGO® SERIOUS PLAY® instructor **Per Kristiansen**, Denmark will give a hands-on introduction to this creative method and how it can be used to solve complex business problems.
- **Creativity Leadership: Three Values to Transform Your Practice (25 June, 3:00 p.m. GMT+8)** - **Rama Gheerawo**, Director of The Helen Hamlyn Centre for Design, Royal College of Art, UK, will lead you through the concept of Creative Leadership and how you can grow your leadership potential through creative means.

To register for free for the live forum sessions, and view news or updates from KODW 2021, visit the official website at www.kodw.bodw.com. All forum sessions are available for viewing on-demand for FREE through to 7 July 2021.

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Photo Captions



Participating in KODW 2021's opening ceremony were eight officiating guests: Guest of Honour **The Honourable Edward Yau, GBS, JP**, Secretary for Commerce and Economic Development of the Government of the Hong Kong Special Administrative Region (fifth from left); **Prof. Eric Yim**, Chairman of Hong Kong Design Centre (fourth from left); **Dr Edmund Lee**, Executive Director of Hong Kong Design Centre (eighth from left); **Victor Lo**, Chairman, KODW Steering Committee of Hong Kong Design Centre (sixth from left); **Victor Tsang**, Head of Create Hong Kong of the Government of the Hong Kong Special Administrative Region (third from left); **Dr Lay Lian Ong**, Principal, Hong Kong Design Institute & Hong Kong Institute of Vocational Education (Lee Wai Lee) (second from left); **Prof. Kun-Pyo Lee**, Dean of The Hong Kong Polytechnic University School of Design (seventh from left); and **Lofai Lo**, Director and General Manager of ViuTV (first on left).

REIMAGINING SERVICE ECONOMY 2021



The Honourable Edward Yau, GBS, JP, Secretary for Commerce and Economic Development of the Government of the Hong Kong Special Administrative Region gave a welcome speech at the opening ceremony of KODW 2021.



Prof. Eric Yim, Chairman of Hong Kong Design Centre welcomed the audience with a speech.



Inside the ViuTV studio on Day 1 of live forum sessions at the first hybrid edition of KODW 2021.

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Contact

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Press materials

Event images available at

<https://finnpartners.box.com/s/nagtswhh2mh0dyz8e2229uqctc7j5c11>

About Hong Kong Design Centre and Institute of Design Knowledge



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Hong Kong Design Centre is a non-governmental organisation founded in 2001 as a strategic partner of the HKSAR Government in establishing 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. Learn more about us at www.hkdesigncentre.org

The Institute of Design Knowledge (IDK) is an initiative of HKDC to advance creative thinking across different sectors via the provision of professional training and resources. It serves as a learning platform, offering specialised courses on topics such as innovation, design management and creative leadership to prompt executives and business leaders to explore, develop and sustain innovative approaches in the workplace. Learn more at www.idk-hkdc.org

About Knowledge of Design Week

Knowledge of Design Week is an annual flagship event organised by Hong Kong Design Centre (HKDC) and Institute of Design Knowledge (IDK), co-organised by Hong Kong Design Institute (HKDI) and The Hong Kong Polytechnic University School of Design (PolyU Design), together with Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR Government) as the Lead Sponsor. It is a week-long event that comprises a series of workshops, forums, and a high-level networking event.

Launched in 2006, Knowledge of Design Week (KODW) offers an exciting and premier global knowledge platform for local and international designers, brand strategists, business leaders, entrepreneurs, technologists, educators and visionaries to share industry insights, trend analysis, creative solutions and game-changing innovation to transform individuals, businesses and the society. Learn more at www.kodw.bodw.com

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YouTube: <https://www.youtube.com/channel/UCB9QTGZRIJyjEwIrBh09uZw>

WeChat: KODW 设计智识周

About Create Hong Kong

Create Hong Kong (CreateHK) is a dedicated agency set up by the HKSAR Government in June 2009. It is under the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau and dedicated to spearheading the development of creative industries in Hong Kong. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. CreateHK sponsors HKDC to organise KODW and other flagship events to promote Hong Kong design. CreateHK's website: www.createhk.gov.hk.

Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or



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