

For Immediate Release

BODW City Programme 2022 Design For Sustainable Community

BODW City Programme empowers citywide design and creative clusters this November and December with over 100 design-driven happenings.



Hong Kong, 18 October 2022 – **BODW City Programme (CityProg)** is a **citywide creative business and design and creative clusters activation programme** organised by Hong Kong Design Centre (HKDC), with Create Hong Kong of the Government of the Hong Kong Special Administrative Region as the Lead Sponsor. To celebrate HKDC’s 20th anniversary, the 2022 edition of CityProg has taken the theme ‘**20s: Reflect·Refresh·Reset**’, with a focus on ‘**Design for Sustainable Community**’.

The fifth edition of CityProg, with three distinct platforms as its core, will partner up with over 100 creative partners to spark more than 100 design-driven happenings in November and December 2022. Thirteen (13) ‘**Anchor Site Festivals**’, four (4) ‘**Design EduVation**’ programmes and over fifty (50+) ‘**Satellite Events & Offers**’ will take place in key design and creative clusters including Sham Shui Po, Tsuen Wan, To Kwa Wan, Sai Kung, Central and Aberdeen.

In addition, the concurrent programme of CityProg, ‘HKDC 20th Anniversary Special Initiative: Design In Action’ will return. Bringing together local creative and design talents and companies, the initiative will lead primary, secondary and tertiary students to explore the latest trends in creative industry, and its huge impact on global economy and sustainable community development. The participating students will also explore the world of career possibilities on the journey.

Prof. **Eric Yim**, Chairman of Hong Kong Design Centre, explains, ‘*To develop Hong Kong into an East-meets-West Centre for International Cultural Exchange, BODW City Programme plays a role as an important driver of sustainable development in the creative ecosystem, uncovering local design culture and mobilising underused resources including talents, spaces, regional characteristics and innovative ideas. Promoting creative resources and ideas sharing across different sectors will enhance the standard of creativity and design, boost creative confidence and inject dynamism in the city, developing a pluralistic cultural environment.*’

HKDC has been dedicated to weaving together creative and design partners across various sectors, local communities, education institutions, government organisations, consulates and business networks, and mobilising creative resources step by step. Through cultural research, seed-funding, nurturing talents, co-creation with the community, event management and promotion, it advocates a pilot development of bottom-up creative clusters.

Sam Lam, Chief Curator of BODW City Programme (Director of Business Development and Projects) of Hong Kong Design Centre, shares, ‘*We actively identify new opportunities to build or strengthen regional cultural characteristics, landscapes, venues and clusters. For example, we deepen the relationship between residents, districts and businesses through revitalising public spaces and objects with design, including unused spaces, playgrounds, old electronic parts, fashion, spatial design and more. Design is a catalyst for development of design and creative clusters, facilitating urban renewal and community innovation. This year, with Sham Shui Po as a key design and creative cluster, CityProg joins hands with the creative partners, residents and local businesses to reimagine the use of space, creating more liveable and human-centered living environment with resources in the city and creative inspirations. We hope to inspire the public to redefine design: Design is not only a business, but also part of our live. Everyone in the city, regardless of their age, profession or background, can become a changemaker, together designing a sustainable community.*’

BODW City Programme 2022: 10 Design x Sustainable Community Projects

Key creative cluster: Sham Shui Po (3-4 December 2022)

Other creative clusters: Tsuen Wan, To Kwa Wan, Sai Kung, Central and Aberdeen (26-27 November 2022)

Sensory Symphony – openground (Sham Shui Po)

‘Sham Shui Po Material Map’ 3.0 will be produced – undoubtedly materials are always the starting point and inspiration for designers. Continuing the past two year’s experimentations with Sham Shui Po’s most commonly found materials, the Material Map now expands to cover a larger network of local shops. Observations of a city are mostly recorded using visual elements. Yet, the experience of the present moment is also composed of sensations. Designers and the public will design musical instruments using electronic parts and materials found in Sham Shui Po, turning the everyday sensory into beautiful symphonies. The project will explore new possibilities for materials and boost the district’s micro economy.

Cheongsam Rhapsody. A Story of Sham Shui Po Fashion – FashionClinic by T and Wontonmeen (Sham Shui Po)

One day, a scrap dealer sent over a stack of leather storage boxes and wooden suitcases, which were filled with piles of Cheongsam and old things from the 1920s to the 1960s. The collection's tailoring, buttons and fabrics record a lady's life stories. Led by designers, the public will dive into the past and reflect on the value of 'sustainable design' through appreciation of Cheongsam and fabric design. The project will also explore the role of 'sustainable design' for recycling, encouraging everyone to embrace the heritage in today's modern world.

Gaming Out – Milk Design and Kennifstudio (Sham Shui Po)

When faced with the impossible challenge of creating space, how can we break the cookie-cutter mould to reshape a community? Under the theme of 'play', designers will lead the public to come up with new 'street game' ideas and 'human-centered' public space innovative solutions with design thinking. Through reimagining the use of public open spaces and everyday objects, the project will encourage the public to embrace innovative ideas, and ultimately solve various problems related to space, enhancing wellbeing in the neighbourhood through play.

Play Out of the Box – Anewtoys (Sham Shui Po)

Our toys accompany us through the trials and tribulations of growing up, until the day comes when they are left behind and forgotten. While some manage to find new homes, most end up in landfills that only add to the growing environmental issue. Through upcycling and resource sharing, designers and the public will extend the life of unwanted toys with creativity. Allowing children from grassroot families to enjoy their own toys, the project aims to connect with the community with design. It will also encourage more sustainable patterns of consumption, and promote circular economy and sustainability among the next generation.

The Beautiful Pages - project G_IJ_ (Sham Shui Po)

Beautiful picture books can always warm your heart and heal your soul. Learning about the creative ideas of a series of community picture books created by designers, students and the public will develop a sense of empathy and be equipped with human-centered problem-solving skills. They will also improve interpersonal interactions and appreciate the community through a design and cultural perspective.

Walkable Workable Fashion – Walk DVRC (Sham Shui Po and Central)

To redesign the infrastructure of a high-density city like Hong Kong – ever-changing between the old and the new and woven with a compact transportation network – is no easy task. But with just some reverse thinking, including seeing urban and fashion design proposals in a new light, even tradition can be broken. By exploring innovative and new materials to redesign the daily uniform of white-collar workers and promoting walking as a sustainable mode of transport, it leaves behind a positive impact on urban mobility and can even reduce our carbon footprint.

InNovAction Tsuen Wan - HKFYG Tsuen Wan Youth S.P.O.T. (Tsuen Wan)

Sports is beneficial to our physical and mental health, and it can even empower our community. From the designer's point of view, the premise of sports – from the venue to the equipment, the outfits and even the visual branding of large sporting games – is filled with the endless ingenuity of design. With the placemaking experience and creative resource network acquired from its previous participation in CityProg, Tsuen Wan Youth S.P.O.T. collaborates with designers and leads a group of youngsters to equip the public with sports design knowledge and promote a healthy lifestyle in a creative way.

Tour Around Sai Kung – Mode of Design Alliance and Bottoms Up Communication Limited (Sai Kung)

Here's your ultimate guide to Sai Kung, 'the back garden of Hong Kong'. Mode of Design Alliance lines up designers and creative talents with local shops, and invites architects to host guided tours around the old and new cultures of Sai Kung. Participants will uncover the most creative local travel experience in the neighbourhood – discover a bunch of products made from local materials including soil and sand, seaweed, shellfish and locally-grown plants, and try out the delicious 'ugly food' feast!

Reimagine the South – The Warehouse Teenage Club (Aberdeen)

The Southern District is rooted as a fishing community. With the placemaking experience and creative resource network acquired from its previous participation in CityProg, The Warehouse will lead the youth and the public to explore the Southern District from a design perspective through houseboat experience, city observation, community design and other activities. Participants will come up with innovative ways to upgrade the cultural and leisure facilities around the Aberdeen Typhoon Shelter, allowing the public and tourists to learn more about the district's history and culture.

CREATION TO EMERGE – Making on Loft (To Kwa Wan)

To Kwa Wan, an old urban district, has cultivated a vibrant cultural and creative ecosystem over the years. With the cultural and creative resource network acquired from its previous participation in CityProg, Making on Loft will continue to take a bottom-up approach to empower and connect with the creative units in this potential 'design and creative maker cluster'. The project will also invite the youth to design zines documenting the district's creative and cultural landscape, instill new purpose into old objects, and design everyday necessities with wood for different local shops. A series of creative works will be showcased at a bazaar cum exhibition.

Learn more about BODW City Programme 2022 at:

Official Website: www.bodwcityprog.com

Facebook: www.facebook.com/bodwcityprogramme

Instagram: www.instagram.com/bodw.cityprog

Images are available at:

<https://drive.google.com/drive/folders/17xg3waJ3Lcwp4LLwZtwIDq0f8G9LBZWj?usp=sharing>

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About BODW City Programme (CityProg) (<https://www.bodwcityprog.com/>)

BODW City Programme (CityProg) is a citywide creative business and design and creative clusters activation programme initiated in 2018 by Hong Kong Design Centre (HKDC). It aims to promote the development of local design and creative clusters, and foster exchange and collaborations among local business, different sectors and overseas creative units to create shared values and make the city a better place. Each year, CityProg brings together over 100 creative partners to spark more than 100 design-driven happenings around the city through its three distinct platforms: 'Anchor Site Festivals', 'Design EduVation' programmes, and 'Satellite Events & Offers', fostering creativity for our city and economy and nurturing a thriving creative ecosystem in Hong Kong.

A community extension programme of HKDC's annual flagship event Business of Design Week (BODW), CityProg spans throughout the year, with major happenings in November and December near BODW annually, peaking from 26 November to 4 December for the 2022 edition. To celebrate HKDC's 20th anniversary, the 2022 edition of CityProg has taken the theme '20s: Reflect·Refresh·Reset', with a focus on 'Design for Sustainable Community'. It joined forces with different sector partners and the wider public to make a positive impact to the community with good design, adhering to a 'business for good' concept.

Create Hong Kong of the Government of the Hong Kong Special Administrative Region is the Lead Sponsor of BODW and CityProg.

About Hong Kong Design Centre (www.hkdesigncentre.org)

A non-governmental organisation registered in 2001 and established in 2002, Hong Kong Design Centre (HKDC) is 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.

The year 2022 marks our 20th Anniversary, where we will celebrate with a series of activities under the theme 'Design for Sustainable Community'.

About Create Hong Kong (www.createhk.gov.hk)

Create Hong Kong (CreateHK) is a dedicated agency set up by the HKSAR Government in June 2009. It is under the Culture, Sports and Tourism 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 BODW, BODW City Programme and other projects to promote Hong Kong design.

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