

For immediate release

**Knowledge of Design Week 2024 Presents
“Inter/Section: Crafting Tomorrow’s Design”
Pursuit of Future Design Excellence: Fusing Craftsmanship and Technology”**



- *Over 30 face-to-face sessions of forums, networking events, workshops and masterclasses, and an InnoDesign Leadership Forum-cum-CEO Dinner*
- *Over 30 renowned industry experts, creative leaders and artisans from France, the Partner Country of KODW 2024, and around the world gather in Hong Kong to explore the future of design with the fusion of craftsmanship, technology and utility*

HONG KONG, 21 May 2024 – Organised by Hong Kong Design Centre (HKDC), together with **France, Partner Country of Knowledge of Design Week (KODW) 2024**, Hong Kong Design Institute and The Hong Kong Polytechnic University School of Design as Co-organisers, and Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR Government) as the Lead Sponsor, KODW 2024 gathers over 30 renowned industry experts, creative leaders and artisans in fields spanning exhibition design, architecture, built environments, design education and craftsmanship from around the world for a three-day event across **25 to 27 June 2024** at the **W Hong Kong** hotel and various **offsite venues** in Hong Kong.

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With the theme “**Inter/Section: Crafting Tomorrow’s Design**”, KODW 2024 seeks to embrace the exchange of ideas and collaborations across diverse disciplines. In an interconnected world, such intersections have become increasingly essential for designers. Design integrates with artistry, technology, culture and more, fostering groundbreaking creations and unlocking untapped opportunities. It is within these intersections of wisdom, innovation and heritage that the transformative power of design unfolds in order to make positive impacts on our ever-changing society.

Drawing on France’s unique strength in craftsmanship, KODW 2024, Asia’s premier event on design knowledge exchange, gathers creators, artisans and policymakers who will envision and bring to life cutting-edge approaches through innovative designs, and showcase the fusion of aesthetics, technology and utility. As a nexus of East-meets-West, Hong Kong serves as an international design hub, enabling the shaping of the future of design and innovation.

Following the first partnership in 2009, France returns as Partner Country of Business of Design Week (BODW) again in 2024. KODW 2024 will be the inaugural flagship event under this annual partnership between France and HKDC. Additionally, France will be facilitating a series of design-related projects in Hong Kong, such as bringing Maison&Objet, the Parisian trade fair for product and interior design, home collections and fashion, to Hong Kong as part of the “Design December” initiative launching later this year. The debut of the Maison&Objet in Asia, alongside BODW 2024, seek to position Hong Kong as the premier destination of global design, culture, business and tourism in the Guangdong-Hong Kong-Macao Greater Bay Area.

Prof. Eric Yim, Chairman of HKDC, says, “Design thinking and interdisciplinary collaboration can open up vast new opportunities. This is an important topic to Hong Kong society at large, as we urgently need quality design to tackle our rapidly evolving challenges. We anticipate that over the three-day KODW 2024 event, which gathers France’s design pioneers alongside numerous creative professionals from the rest of the world, will bring to us a fresh wave of inspiration through the sharing of knowledge and experience. This will undoubtedly empower the integration of design into cultural development and commercial ventures, further strengthening Hong Kong’s position as an international design hub.”

The year 2024 also marks the 60th anniversary of the establishment of Sino-France diplomacy. Christile Drulhe, Consul General of France in Hong Kong and Macau, says “On behalf of France, it is an honour for us to be the Partner Country of KODW 2024. We are very much looking forward to the creative dialogues between excellent artisans and designers from France and other incredible creators in the arts and design world, to share knowledge of cross-disciplinary design power and foster cultural exchange between East and West.”

Programme Highlights

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Under the theme “**Inter/Section: Crafting Tomorrow’s Design**”, KODW 2024 brings together creative leaders from France and around the world to foster the exchange of ideas over a variety of key topics. In the opening keynote session, Nathalie Crinière, CEO, Agence NC, will take the stage to explore the cross-pollination of design across disciplines and countries/ regions, sharing her experience in using scenography to harmoniously integrate retail design with interior design, having created exhibition spaces for La Galerie Dior in Paris and Cartier & Women at the Hong Kong Palace Museum in the past. Following her presentation, Laurent Ungerer, a graphic designer who previously collaborated with Picasso Museum (Musée national Picasso-Paris) and Louis Vuitton Foundation, will share insights regarding the creation of a new visual identity for the Notre Dame Cathedral as part of its restoration.

Mainland Chinese speakers include Dong Gong, the award-winning architect who will be speaking on the concept of built environment in spatial design; and Frank Chou, who will be sharing insights on furniture design, and the fusion of East and West practices. Dutch designer Lex Pott, renowned for his artistry and unique focus on raw materials, will also be present to discuss his work.

They are also joined by other esteemed professionals in the following line-up:

Focus	Speakers at a Glance	Country / Region / Location of Origin
Scenography and Exhibition Design	<ul style="list-style-type: none"> Nathalie Crinière, CEO, Agence NC Sylvie Corréard, CEO, Les Arts Décoratifs (MAD) 	France France
Architecture and Built Environment	<ul style="list-style-type: none"> Dong Gong, Founder & Design Principal, Vector Architects Foreign Member, French Academy of Architecture Shirley Surya, Curator, Design & Architecture, M+ Simon Hsu, Partner, io Architects Adjunct Associate Professor, Chinese University of Hong Kong Sherman Kung, Managing Director, Sherman Kung & Associates Architects Ltd. 	The Mainland Hong Kong Hong Kong Hong Kong
Craftsmanship and Artisans	<ul style="list-style-type: none"> Carole Calvez, Olfactory Designer & Nose, Iris & Morphée Mathieu Bassée, Artistic Director, Studio MTX Olivier Segura, Managing Director, L'ECOLE Asia Pacific Penelope Luk, Creative Director, Crafts on Peel 	France France Hong Kong Hong Kong
Design Education	<ul style="list-style-type: none"> Alexis Georgacopoulos, Director, University of Art and Design Lausanne (ECAL) Rama Gheerawo, Director, The Helen Hamlyn Centre for Design, Royal College of Art 	Switzerland United Kingdom

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Focus	Speakers at a Glance	Country / Region / Location of Origin
Transformative Brands	<ul style="list-style-type: none"> ▪ Marianne Lardilleux, Director of Global Retail Design, Aesop ▪ Alan Chan, Founder & Creative Director, Alan Chan Design Company ▪ Dennis Chan, Founder & Creative Director, Qeelin Limited ▪ Kwanho Li, Partner, MLKK Studio ▪ Calvin Sio, Founder & CEO, Zence Object Technology Director of Sustainability, Chazence 	<p>France</p> <p>Hong Kong</p> <p>Hong Kong</p> <p>Hong Kong</p> <p>Macau</p>
Furniture and Product Design	<ul style="list-style-type: none"> ▪ Kwangho Lee, Founder, Kwangho Lee Office & Kwangho Lee Studio ▪ Lex Pott, Founder & Designer, LEX POTT ▪ Frank Chou, Founder & Creative Director, Frank Chou Design Studio 	<p>Korea</p> <p>The Netherlands</p> <p>The Mainland</p>
Communication Design and AI	<ul style="list-style-type: none"> • Laurent Ungerer, Founder & CEO, c-album • Emilios Theofanous, Creative Type Director, Monotype 	<p>France</p> <p>United Kingdom</p>

KODW 2024 Programmes (25 to 27 June)

KODW 2024 boasts a lineup of face-to-face activities with **over 30 sessions of forums, workshops and masterclasses**, as well as **meet-the-speakers and networking events**, promising a diverse and interactive experience for participants. A **Networking Cocktail Reception** will be hosted by HKDC on 25 June, and the **InnoDesign Leadership-Forum-cum-CEO Dinner** will be co-hosted by HKDC and France on 26 June.

To facilitate dialogue and professional application on craftsmanship, creativity and design, the hands-on workshops and interactive masterclasses of KODW 2024 seek to stimulate inspirations through interactive learning and the exchange of successful case studies. The workshops and masterclasses on 25 and 26 June will take place at W Hong Kong, and will be **led by pioneers and creative leaders** from all over the world:

Workshop:

- **Crafting Meaningful Connections**, led by **Laurent Ungerer**, Founder & CEO, c-album (France)
- **Frangrance and Hues: A Multisensory Journey**, led by **Carole Calvez**, Olfactory Designer & Nose, Iris & Morphée (France)
- **Paper Exploration: The Power of a Design Mindset**, led by **Lex Pott**, Founder & Designer of LEX POTT (The Netherlands)
- **Tips and Tricks around Type Design**, led by **Emilios Theofanous**, Creative Type Director, Monotype (United Kingdom)
- **The Making of a Jewel**, powered by L'ÉCOLE Asia Pacific, School of Jewelry Arts (Hong Kong)

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Masterclass:

- **How should Design be taught today?** led by **Alexis Georgacopoulos**, Director of University of Art and Design Lausanne (ECAL) (Switzerland)
- **Creative Leadership: Shaping Tomorrows Design**, led by **Rama Gheerawo**, Director of The Helen Hamlyn Centre for Design, Royal College of Art (United Kingdom)
- **Building the Shape of Time**, led by **Dong Gong**, Founder & Design Principal of Vector Architects (The Mainland)

Participants can look forward to exploring Hong Kong's diverse creative landscape through interactive off-site workshops on 27 June:

- **The Masterclass: Alan Chan's Inspiring Zensation Journey**, hosted by **Alan Chan**, Founder & Creative Director, Alan Chan Design Company (Venue: CVIEW, 16/F of M+)
- **"The Secrets of Jewelry Design" Conversation**, hosted by **Pauline Revet**, Jewelry Designer & Lecturer at L'ECOLE, School of Jewelry Arts, and **Mathilde Rondouin**, Art Historian & Lecturer at L'ECOLE, School of Jewelry Arts. (Venue: L'ECOLE Asia Pacific, School of Jewelry Arts at K11 MUSEA)

Stay tuned for more information on KODW 2024 and learn about the intersection of craftsmanship and technological innovation in cross-disciplinary design at 2024.kodw.org/en.

Event tickets are on sale now, visit 2024.kodw.org/en/ticketing for more details. The "Speaker Set" tickets are available exclusively during the promotion period and allow participants to network directly with KODW 2024 speakers in-person.

The interactive design knowledge platform under HKDC, bodw+, presents new membership privileges include unlimited access to the exciting content of KODW and BODW. The online premiere of KODW 2024 will be on 17 July 2024 and members of bodw+ can review full recordings of KODW 2024 on the bodw+ website. Join bodw+ and stay abreast of what's happening in the global design and business worlds: bodw.com/zh-hk/membership.

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Press Material

Programme timetable is available at:
[Press Material Kit](#)

Speakers' information is available at:
[Speakers | KODW 2024](#)

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

Hong Kong Design Centre is a strategic partner of the Hong Kong SAR Government in leveraging the city's East-meets-West advantage to create value from design.

To achieve our goals we:

- ◆ Cultivate a design culture
- ◆ Bridge stakeholders to opportunities that unleash the value of design
- ◆ Promote excellence in various design disciplines

About Consulate General of France in Hong Kong and Macau (hongkong.consulfrance.org)

The Consulate General of France in Hong Kong and Macau administers the French community in Hong Kong and Macau and has the mission to serve and protect the interests of French citizens. It also delivers visas to nationals of other countries willing to travel to France. Under the authority of the French Ambassador in Beijing, the Consul General is in charge of coordinating and furthering the development of political, cultural and economic relations between France and both Hong Kong and Macau. As part of its actions for promoting French culture and arts, the Department of Culture, Education and Science (SCAC) provides information, advice and support on the development of culture and art-related projects. Bringing together French and local organisations is one of the principal missions of SCAC. It particularly encourages projects leading to long-term exchange programmes (teachers, students, artists, and authors), co-production or training programmes in or with France.

About Knowledge of Design Week (2024.kodw.org)

Knowledge of Design Week (KODW), Asia's premier event on design knowledge exchange, 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. Launched in 2006, KODW is supported by Create Hong Kong of the HKSAR Government as the Lead Sponsor.

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

Create Hong Kong (CreateHK) is a dedicated office set up by the HKSAR Government in June 2009 to spearhead the development of creative industries in Hong Kong. From 1 July 2022 onwards, it is under the Culture, Sports and Tourism Bureau. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, and promoting Hong Kong as Asia’s creative capital and fostering a creative atmosphere in the community. CreateHK sponsors HKDC to organise various projects to promote Hong Kong design and design thinking.

Disclaimer: Create Hong Kong of the Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organisers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.

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