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For immediate release

## Knowledge of Design Week (KODW) 2024 Opens on 25 June at W Hong Kong

### Innovating Craftsmanship and Tech With Creative Leaders and Policy Makers



**HONG KONG, 26 June 2024 – Knowledge of Design Week (KODW) 2024** opens at W Hong Kong with officiating guests Mr Victor Tsang, Commissioner for Cultural and Creative Industries; Christile Drulhe, Consul General of France in Hong Kong and Macau; and Prof. Eric Yim, Chairman, Hong Kong Design Centre, jointly kick-starting the three-day programme.

KODW 2024, Asia’s premier event on design knowledge exchange, is organised by Hong Kong Design Centre (HKDC) together with **France, Partner Country of KODW 2024**, Hong Kong Design Institute and The Hong Kong Polytechnic University School of Design as Co-organisers, and the Cultural and Creative Industries Development Agency (CCIDA) as the Lead Sponsor. 2024 is an important year for HKDC and China, as it is both HKDC’s second-time collaboration with France, as well as the year of the 60<sup>th</sup> anniversary of the establishment of the Sino-French diplomatic relations. Collaborations with France will extend for the entire year, with KODW 2024 as the inaugural flagship event; Business of Design Week (BODW) 2024 and the Maison&Objet trade fair in Hong

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Kong taking place as part of “Design December”. BODW and the Maison&Objet trade fair in Hong Kong are also sponsored by CCIDA.

KODW 2024 facilitates the exchange of knowledge across varied design disciplines, gathering over 30 renowned pioneers and creative leaders from eight countries and regions across the world, with close to 30% of the speakers from France. With expertise spanning exhibition design, architecture, built environment, design education and craftsmanship, these speakers will lead over 30 face-to-face forums, workshops and masterclasses across the event period of **25 to 27 June**. Under the theme “**Inter/Section: Crafting Tomorrow’s Design**”, the event will explore how design integrates with artistry, technology, and culture to foster innovations and create opportunities that make a positive impact on our ever-changing society, and ultimately position Hong Kong as the premier destination for global design, culture, business and tourism in the Guangdong-Hong Kong-Macao Greater Bay Area.

The theme “Inter/Section: Crafting Tomorrow’s Design” will cover a variety of discussion topics on **Scenography and Exhibition Design, Communication Design and AI, Architecture and Built Environment, Craftmanship & Artisans, Design Education and Furniture & Product Design**.

KODW 2024’s highlighted sessions include:

### 25 June (Day 1)

#### Scenography and Exhibition Design

##### KEYNOTE: “Scenography Unveiled: The Art of Inter/Section”

Scenography, the convergence of space, design and storytelling, epitomises the essence of Inter/Section. At the forefront of this realm is French master **Nathalie Crinière, Founder and CEO of Agence NC**, who guided audiences on an extraordinary journey into the world of scenography. From the iconic La Galerie Dior on Paris’s Montaigne Avenue, which has captivated visitors since its opening, to the “Fashion folklore” exhibition at the MUCEM in Marseille, Crinière presented her cross-disciplinary approach, unveiling the intricacies behind her spellbinding creations that seamlessly integrate interior, multimedia, and graphic design.

#### Communication Design and AI

##### KEYNOTE: “A Timeless Voyage: Crafting Notre Dame’s New Brand Identity”

Embark on a captivating journey through the rich history of Notre Dame in Paris as **Laurent Ungerer, Founder & CEO of c-album**, unveiled for the first time in the world the process of designing the site’s new brand identity. Inspired by the intricate signs of stonemasons and the elegance of lapidary inscriptions, Ungerer meticulously crafts a design that reveres the cathedral’s architecture, skilfully playing with light and shadow. The letterforms harmoniously merge elements derived from Roman heritage and uncial scripts (ancient Greek and Latin

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handwriting style), resulting in a design that captures the essence of Notre Dame and honours its legacy, all while embracing modern aesthetics and style.

POWER TALK: Typography Reimagined: From Tradition to Modernity

In his power talk, **Emilios Theofanous, Creative Type Direction at Monotype**, shared insights into designing typefaces, from library releases such as “Touvlo”, which blends tradition with modernity, to custom typefaces for contemporary global brands. He explored how our choice of type can affect a brand’s voice and how we can best establish a relationship between a desired brand expression and letter forms. Additionally, with a focus on providing designers the required tools to navigate font libraries, he showcased some of the exciting AI tools developed for Monotype Fonts and how they can enhance search, font discovery and curation.

**Craftmanship & Artisans, Scenography and Exhibition Design**

POWER TALK: Scents and Sensoriality: Designing an Olfactory Experience

Olfactory design transcends the mere creation of scents; it encompasses the art of crafting a sensory journey that evokes emotions, memories and sensations. **Carole Calvez, renowned French olfactory designer and nose for Iris & Morphée**, brought audiences on an immersive exploration of her works that are meticulously curated through a narrative approach that encompasses scenography, museography, and mediation. She shared extensively on her mastery in skilfully intertwining objects, spaces and scents, and how she breathes life into her inspirations.

**26 June (Day 2)**

**Craftmanship, Artisans, Material Innovation**

KEYNOTE: “Threads of Innovation: Unveiling the Artistry of Architectural Embroidery”

France’s exquisite craftsmanship finds its iconic representative in embroidery within the realm of haute couture. Atelier Montex, a renowned embroidery workshop affiliated with Chanel, boldly ventured beyond fashion in 2013 and introduced embroidery to interior design through **Studio MTX. Mathieu Bassée, Artistic Director** of the studio, will unveil their unique fusion of traditional embroidery, modern interior architecture, and diverse techniques such as leatherwork, tapestry and 3D printing. Their exploration of objects and space creates limitless possibilities that entice decorators and interior designers around the globe.

**Architecture and Built Environment**

KEYNOTE: “New into Old: Transforming the Built Environment”

Under the backdrop of globalisation, Chinese cities are witnessing a subtle transformation of the built environment, interweaving the new and the old. Drawing insights from recent renovation projects by Vector Architects, **Dong Gong, Founder and Design Principal at Vector Architects, and Foreign Member at the French Academy of Architecture**, brings a profound perspective that the built environment embodies a

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continuous and organic life force, with his unique vision of harmony and belief in the power of architecture to envision the inner coherence in the disparate parts of our given environment.

#### KEYNOTE: “Designing Aesop’s Impact”

Skincare brand Aesop has built an international reputation as a leading advocate of design and hospitality. Led by **Director of Global Retail Design Marianne Lardilleux**, an architect who has worked for luxury houses such as CELINE and Louis Vuitton over the course of her career, Aesop embraces intelligent and sustainable design throughout its store operations, prioritising functionality and aesthetic appeal. Explore how Lardilleux’s design philosophy guides the brand’s trajectory, leaving a lasting impact at the intersection of design, business and sustainability.

#### PANEL: “Aesop in Asia: Design-Rooted Localisation”

**Marianne Lardilleux, Director of Global Retail Design at Aesop**, and **Kwanho Li, Co-founder of MLKK Studio**, will hold an insightful discussion about Aesop’s collaboration with MLKK Studio for Aesop’s Asian stores. The pair will reveal their meticulous approach to aligning captivating designs with Aesop’s core philosophy, in addition to how the brand weave its stores into the existing urban and cultural landscapes of Japan, Korea, Hong Kong, etc. and creates harmonious and impactful spaces.

#### **Furniture & Product Design, Craftsmanship & Artisans**

##### KEYNOTE: “Rediscovering Material’s Essence with Lex Pott”

Embark on a captivating design journey with Dutch artist **Lex Pott, Founder and Designer of his eponymous studio LEX POTT**, as he explores the essence of materials. With a raw and intuitive approach akin to that of a modern craftsman, Pott creates captivating objects through self-initiated works and collaborations with various partners, including galleries, design labels, and mass markets. Join his keynote as he shares insights into his processes, unveiling diverse approaches of integrating craftsmanship into business and working from the core of design.

##### PANEL: “Craftsmanship as a Design Language in Furniture and Product”

**Lex Pott and Frank Chou, Founder & Creative Director of Frank Chou Design Studio**, will delve into the profound significance of craftsmanship as a design language in furniture and product design. The two independent designers will unravel the unique essence of design language and explore the boundless creative possibilities it offers.

#### **Communication Design and AI, Craftsmanship & Artisans, Scenography and Exhibition Design**

##### KEYNOTE: “Tradition, Innovation and Beyond: Journey to the Inter/Section with Alan Chan”

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World-renowned designer, brand consultant and artist **Alan Chan, Founder & Creative Director of Alan Chan Design Company**, is famed for his “Oriental Passion, Western Harmony” design philosophy that has influenced over 1,000 brands. In his keynote, Chan will take audiences on a journey where East meets West, fine arts intertwine with design, and heritage merges with technology, as he unveils the multidisciplinary influences behind his design practices.

### Scenography and Exhibition Design

**KEYNOTE: “Craftsmanship, Design, and Inspiration: The Unique Role of Musée des Arts Décoratifs”**

In this keynote session, **Sylvie Corréard, CEO of Les Arts Décoratifs (MAD Paris)**, will delve into how the museum fulfils a unique role in the French cultural landscape. She will explain the museum's role in highlighting the skills of craftsmen throughout the centuries, the evolution of styles, technological innovation, and the creativity of artists through its collection and exhibitions. Additionally, she will share insights on how the museum serves as a hub for the exchange of craftsmanship and design, not only showcasing the past but also celebrating the present and looking towards the future.

Besides these in-person forums, KODW 2024 is also offering a range of interactive events including a **Networking Cocktail Reception** hosted by HKDC on 25 June; and the **InnoDesign Leadership-Forum-cum-CEO Dinner** that will be co-hosted by HKDC and France on 26 June, providing a platform for like-minded peers to interact and be inspired. The **InnoDesign Leadership-Forum-cum-CEO Dinner will be officiated by Mr Kevin Yeung, GBS, JP, Secretary for Culture, Sports and Tourism**.

Furthermore, led by creative pioneers from France and other countries, over 10 workshops and masterclasses are also scheduled during the course of the event, offering intimate sessions for the participants to network with other professionals and get up-close in different schools of design. These workshops and masterclasses include:

- **The Making of a Jewel (Powered by L'ÉCOLE Asia Pacific, School of Jewelry Arts) (25 June):** Learn about the expertise and emotions that play a part in the jewellery making process from design to finished creation with gemologist Miro Ng and art historian Mathilde Rondouin.
- **How Should Design be Taught Today? (25 June):** Alexis Georgacopoulos unveils ECAL's innovative teaching methods through a sharing on case studies and behind-the-scenes stories arising from the institute's design teaching models.
- **Creative Leadership: Shaping Tomorrow's Design (25 June):** Based on Rama Gheerawo's revolutionary book, *Creative Leadership: Born from Design*, this masterclass equips creative leaders with the tools they will need to become a visionary leader of tomorrow.
- **Crafting Meaningful Connections: Exploring Communication Design with Laurent Ungerer (25 June):** Through hands-on exercises and discussions, participants will explore the art of crafting with design

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elements, typography, and composition to create compelling narratives that resonate with Laurent Ungerer.

- **Paper Exploration: The Power of a Design Mindset** (26 June): Discover innovative mindsets and techniques for creating astonishing designs such as masks, toys and receptacles using the mundane medium of paper, participants will join Lex Pott to learn how to manipulate this everyday material into dynamic shapes and expressive forms.
- **Fragrance and Hues: A Sensory Journey** (26 June): Experience an insightful sensory journey led by Carole Calvez that celebrates the intimate and nostalgic aspects of fragrances, and explore the fascinating intersection of scents and colours in olfactory design.
- **Building the Shape of Time** (26 June): Acclaimed architect Dong Gong will share his design philosophy in detail, unveiling the thought processes behind blending traditional architectural elements with contemporary innovation.
- **Tips and Tricks around Type Design** (26 June): Emilios Theofanous will share tips and tricks around the basic principles of type design, optical corrections, and how to best digitise hand drawn sketches or lettering creations.
- **“The Secrets of Jewelry Design” Conversation (Powered by L’ÉCOLE Asia Pacific, School of Jewelry Arts)** (27 June): Discover the essence of jewellery design through the dual perspectives of jewellery designer Pauline Revet and historian Mathilde Rondouin over cocktails.

To facilitate participation in forums conducted in foreign languages, KODW 2024 is offering a KUDO AI Speech Translator service via a mobile phone app for attendees. For Putonghua and Korean sessions, English real-time interpretation is also available.

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

The interactive design knowledge platform under HKDC, bodw+, presents new membership privileges including unlimited access to the exciting content of all editions of KODW and BODW. The online premiere of KODW 2024 is on 17 July 2024, and members of bodw+ can review full recordings of KODW 2024 from that day onwards on the bodw+ website. Join bodw+ and stay abreast of what's happening in the global design and business worlds: [bodw.com/en/membership](http://bodw.com/en/membership).

### Image Captions:

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With the theme “**Inter/Section: Crafting Tomorrow’s Design**”, Knowledge of Design Week (KODW) 2024 opens today at W Hong Kong.

Officiating guests at the opening ceremony Mr Victor Tsang, Commissioner for Cultural and Creative Industries Development Agency; Christile Drulhe, Consul General of France in Hong Kong and Macau; Prof. Eric Yim, Chairman, Hong Kong Design Centre, kick start the fully physical event from 25 to 27 June.

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Nathalie Crinière during her keynote presentation of “Scenography Unveiled: The Art of Inter/Section”.



Laurent Ungerer during his keynote presentation of “A Timeless Voyage: Crafting Notre Dame’s New Brand Identity”.



Simon Hsu and Sherman Kung during their panel “From Site to Material Finish: Insights into Designing with I. M. Pei”, moderated by Shirley Surya.

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Olivier Segura and Penelope Luk during their panel “Preserving Craftsmanship: A ‘Glocal’ Perspective”, moderated by Elaine Ng.



Emilios Theofanous during his power talk “Typography Reimagined: From Tradition to Modernity”.



Alexis Georgacopoulos and Rama Gheerawo during their panel “Empowering Tomorrow’s Designers”.

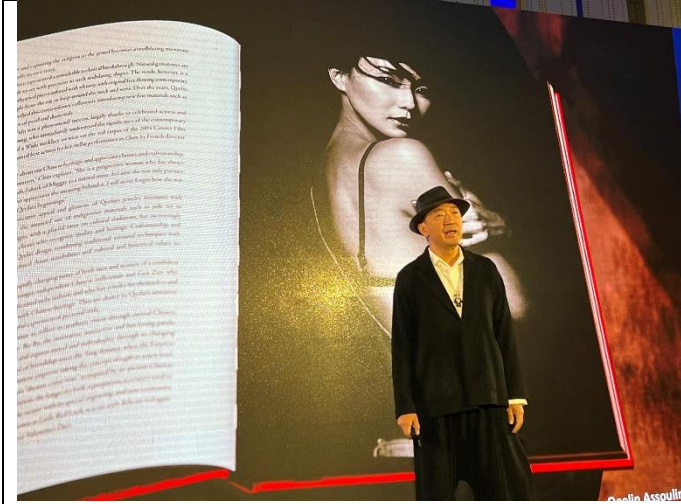
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Dennis Chan during his keynote presentation “Inter/Section of Cultures: The Qeelin Perspective of East and West”.



Carole Calvez during her power talk “Scents and Sensoriality: Designing an Olfactory Experience”

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### Contact

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## Press Material

Programme timetable and press photos are available at:

[Material Kit Press](#)

Speakers' information is available at:

[Speakers | KODW 2024](#)

### About Hong Kong Design Centre ([www.hkdesigncentre.org](http://www.hkdesigncentre.org))

Hong Kong Design Centre is a strategic partner of the Government of the Hong Kong Special Administrative Region 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](http://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](http://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

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2006, KODW is supported by the Cultural and Creative Industries Development Agency (formerly known as Create Hong Kong) as the Lead Sponsor.

**About Cultural and Creative Industries Development Agency ([www.ccidahk.gov.hk](http://www.ccidahk.gov.hk))**

The Cultural and Creative Industries Development Agency (CCIDA) established in June 2024, formerly known as Create Hong Kong (CreateHK), is a dedicated office set up by the Government of the Hong Kong Special Administrative Region under the Culture, Sports and Tourism Bureau to provide one-stop services and support to the cultural and creative industries with a mission to foster a conducive environment in Hong Kong to facilitate the development of arts, culture and creative sectors as industries. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, promoting the development of arts, culture and creative sectors as industries under the industry-oriented principle, and promoting Hong Kong as Asia’s creative capital and fostering a creative atmosphere in the community to implement Hong Kong’s positioning as the East-meets-West centre for international cultural exchange under the National 14th Five-Year Plan. CCIDA sponsors HKDC to organise various projects to promote Hong Kong design and design thinking.

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