

DESIGN CAN

# DC CC

HKDC Annual Report  
香港設計中心年報  
2022—23

Driving Change  
with Design  
設計引領 改變未來



2022  
—23

# About HKDC

## 關於香港設計中心

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.

香港設計中心為於2001年註冊、2002年成立的非政府機構，擔當香港特別行政區政府的策略夥伴，以推動香港成為亞洲區內享譽國際的設計之都為目標。

我們的公共使命是推動社會更廣泛和具策略性地運用設計及設計思維，為業界創造價值及改善社會福祉。

## Connect

all industry doers and thinkers, foster exchange and collaboration among designers, businesses and academia

### 聯繫業界

為設計師、商界、學術界及有夢想的人提供交流和合作平台

## Celebrate

talents and good designs that improve quality of life, address social innovation and preserve cultural heritage

### 弘揚人才

嘉許為改善生活質素、推動社會創新、保育文化遺產有所貢獻的人才和設計

## Nurture

creative talent, budding designpreneurs and startups to give them more opportunity to thrive

### 啟蒙創業

為未來設計企業家拓展創業路向，培育創意和創業精神

## Advance

expertise and knowledge to promote innovation within organisations, and drive Hong Kong's design ecosystem forward

### 突顯專業

提升業界及設計專才的質素和專業技能，帶動創新和成長

## Engage

the society by sharing industry news, knowledge and insights, and stimulate the public's interest and appreciation of design

### 融入社會

推動各界互聯，積極與傳媒和大眾分享業界資訊和知識



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### Design Can Celebrate Innovation

設計可策動創意

DFA Lifetime Achievement Award (LAA)  
DFA 亞洲設計終身成就獎

DFA Design Leadership Award (DLA)  
DFA 設計領袖獎

DFA World's Outstanding Chinese Designer (WOCD)  
DFA 世界傑出華人設計師

DFA Design for Asia Awards (DFAA)  
DFA 亞洲最具影響力設計獎  
**A Glimpse into DFA Design for Asia Awards 2022 Grand Awards**  
「DFA亞洲最具影響力設計獎2022」大獎得主一覽

DFA Hong Kong Young Design Talent Award (HKYDTA)  
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### Design Can Engage Community

設計可改善社區

BODW City Programme (CityProg)  
「設計營商周城區活動」(城區活動)

**Empowering Our City with Sustainable Design**  
集合可持續設計力量 起動全城創意

CityProg 2022 x Businesses x Overseas  
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讓好設計融入日常生活

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### Design Can Connect Society

設計可聯繫社會

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**Driving Change with Design**  
設計引領 改變未來

Design Digest 設計二三事  
**All About Our Events, and More!**  
全面掌握活動資訊及其他消息

Community Engagement 凝聚社區  
Friends of HKDC Membership Programme  
HKDC 設計之友會員計劃  
International Alliances 國際聯盟  
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# Dialogue with

與主席、副主席 對談

The period spanning 2022 to 2023 proved to be a time of remarkable transformations for Hong Kong Design Centre (HKDC). As the world grappled with the far-reaching effects of COVID-19 and adjusted to a new normal in the post-pandemic era, HKDC faced numerous challenges in adapting to this changing landscape. We spoke with Prof. Eric Yim, Chairman of HKDC and the two Vice-Chairs, Prof. Viveca Chan and Mr Steve Leung, about the future work of HKDC. We gained valuable understanding from the conversation, which offered us deeper insights into their perspectives and the fundamental ideas behind 'Driving Change of Design'.



# Chairman

# Vice-Chairmen

2022年至2023年間，香港設計中心無疑經歷非凡蛻變。世界各地想方設法應對疫情的深遠影響，努力適應疫後時代的新常態，而面對不斷演變的形勢，香港設計中心亦需要克服不少挑戰。我們邀請到香港設計中心主席嚴志明教授，以及兩位副主席陳一枏教授及梁志天先生，分享香港設計中心未來的工作。從訪談之中，我們更深入了解三位對「設計引領 改變未來」的看法及背後理念，獲益匪淺。



**Prof. Eric Yim**  
嚴志明教授

Chairman of HKDC  
香港設計中心主席

## Design can really change how we live, work and play.

設計可以為我們的生活、工作和消閒方式帶來真正改變。

### What factors do you believe contribute to the success of a design?

**EY** Design, in contrast to art, must possess a clear purpose. Unlike an artwork displayed in a museum, design needs to be meaningful, practical, and relevant to people.

**VC** An iconic or successful design encompasses both aesthetics and functionality. The foundation of a design's success lies in an intangible idea, which endures perpetually. A remarkable design not only shapes the course of its era but also leaves an indelible mark on history.

**SL** A successful design has to be human-centric. While the mind makes it happen, a great design also starts with the heart.

### How would you summarise the work and developments of HKDC in the year 2022-2023 in a few words?

**VC** We have taken continuous efforts to position Hong Kong as a design hub, employing fresh and captivating approaches. We have enhanced the depth and breadth of our programmes. For instance, during the pandemic restrictions, we leveraged digital TV to invite a multitude of international speakers to our events. Furthermore, we have expanded our programme offerings to encompass a wider range of initiatives that foster design and engage the community.

### 你認為成功的設計要包含甚麼要素？

**EY** 設計，須具備明確的目的，藝術不然。與博物館裡的藝術品不同，設計必須有意義、有用、與人相關。

**VC** 經典或成功的設計集美觀與功能於一身。成功的設計由無形的想法開始，並永遠長存。而偉大的設計既塑造了所處時代的面貌，更在歷史上留下不可磨滅的印記。

**SL** 成功的設計必須以人為本。傑出的設計要變為現實，既要依靠智慧，更要由心出發。

### 你會如何概括香港設計中心2022-2023年度的工作和發展？

**VC** 我們一直努力不懈地以新穎、更引人入勝的方式，去宣傳香港作為設計中心的地位。我們以更深更廣的形式舉行活動，例如，實施防疫限制期間，我們透過數碼電視邀請眾多國際講者參加活動。此外，我們亦推展更多元化的項目，以推動設計及連繫社群。

### Would you share your most memorable moments at HKDC in the year 2022-2023?

**EY** 2022 marked the 20<sup>th</sup> anniversary of HKDC, and one of the most memorable moments for me was the BODW dinner. Walking with former Chairman Dr Victor Lo along a wall adorned with images chronicling HKDC's development over the past two decades was awe-inspiring. Witnessing the extensive work accomplished thus far was remarkable, yet it also highlighted the ongoing tasks that lie ahead of us.

**VC** I have two memorable moments. The first one was when BODW returned to being a physical event at M+. We had put in so much effort, and finally, we were back. The event took place on a grander scale at a new venue that redefined the culture of what we do.

The second memorable moment was the graduation ceremony of 'Design In Action' held at Hong Kong Disneyland. I witnessed numerous young students with their parents, some of whom may not have had the opportunity to be exposed to design before. It was fascinating to see the kids so engaged, and it was touching to observe how we can involve and inspire young people with the potential of design.

### 在2022-2023年度，哪個是你於香港設計中心最難忘的時刻？

**EY** 2022年是香港設計中心成立20周年。我最難忘的時刻之一是設計營商周晚宴。當我和前主席羅仲榮博士沿著會場一幅掛滿照片的牆走過，看著那些照片記錄了中心過去20年的發展歷程，實在讚嘆不已。看到我們過往所做工作取得矚目的成績，同時也看到我們要做的還有很多。

**VC** 我有兩個難忘的時刻，第一個是設計營商周終於再以實體形式並選址M+舉行。我們一直盡心竭力舉辦設計營商周，現在得以全面回歸，規模更大之餘，更移師至新場地，為我們一貫所做的寫下新定義。

第二個是在香港迪士尼樂園舉行的「設計好改變」畢業典禮，出席的年輕學生和他們的父母，有些本身可能並沒有機會接觸設計。然而我看到孩子們如此投入，實在很有意思。透過設計的無限可能，我們吸引到年輕人參與活動並深受啟發，亦令我為之觸動。

**SL** As Eric mentioned, the HKDC 20<sup>th</sup> anniversary dinner was certainly memorable, especially when we had the chance to reunite with good old friends who came back from abroad to join us. Another memorable moment for me was a site visit to the Sham Shui Po project, which holds great significance for HKDC and the design community in Hong Kong. As someone with an architectural background, I could envision how the spaces would appear once they were completed. It was an exciting experience, and I eagerly anticipate witnessing the final outcome when it is unveiled next year.



**SL** 正如Eric提到，香港設計中心20周年晚宴確實令人難忘，尤其是再見到從海外回港與我們共聚的老朋友們。

另一個難忘時刻是實地考察深水埗項目（香港設計中心新基地），這對於香港設計中心以至本地設計界來說，都是一件別具意義的大事。對於建築出身的我，可以想像這些空間竣工後的模樣，這段經歷必定會令人感到振奮，我迫切期待明年基地全面落成。

**What strategies can HKDC adopt to differentiate Hong Kong from other cities that are also being promoted as design hubs, and stand out on the global stage as a unique cultural exchange centre?**

**SL** Hong Kong's unique geographical location and its historical role as a meeting point between the East and the West make it a vital cultural exchange hub. Situated near China and the Greater Bay Area, and benefiting from the 'one country, two systems', Hong Kong plays a pivotal role in supporting and promoting these initiatives. Its unique identity comes with the responsibility of nurturing vibrant cultural interactions and contributing to global cultural enrichment.

**HKDC has been creating significant impacts on the design industry through its diverse community programmes. Can you share your favourite example of a project that had a positive impact on the people it served?**

**EY** My favourite initiative would undoubtedly be Design In Action. It organises studio visits for students at various education levels, introducing them to designers and architects. Through hands-on experiences, students witness the transformative power and impact of design. The ultimate aim is to inspire them to pursue design as a subject for higher studies or as a potential career path.

**有不少城市亦以設計中心自居，香港設計中心可以採取哪些策略以突顯香港的與眾不同，並以獨特的文化交流中心定位在國際舞台突圍而出？**

**SL** 在「一國兩制」方針下，香港有著背靠祖國，位處大灣區的得天獨厚顯著優勢，在此獨特的地理位置及歷史背景之下，醞釀出中西薈萃的特色。因此，在支援並推動落實這些政府舉措方面，我們發揮獨特且重要的作用，培育充滿活力的多元文化交流，為豐富世界文化發展做出更大貢獻。

**香港設計中心一直透過多元化的社區活動，在設計界發揮重要影響。在眾多為受眾帶來正面影響的項目中，你可否分享一個深刻例子？**

**EY** 毫無疑問，我最喜歡的社區活動是「設計好改變」。計劃的理念是向不同教育程度的學生介紹不同的設計師和建築師，帶他們參觀工作室。透過親身體驗，學生能了解設計的變革力量和影響，從而激發他們對設計的熱情，將來便可考慮選擇修讀設計或投身設計行業。

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**VC** One aspect that left a strong impact on me was the Skynet art series by the renowned LA-based artist Patrick Shearn at the Central Harbourfront Event Space, featured as part of Design District Hong Kong's (#ddhk) 2021 programme. It was truly captivating because of its Instagrammable appeal, attracting numerous people, including myself, to take photos there. The artwork effectively captured the spirit of Hong Kong, while also offering a broader perspective beyond the city itself.

**SL** My favourite was the 'The Full Gamut' exhibition presented by Design Spectrum, which took place on the upper floor of an industrial building in Sham Shui Po. Sham Shui Po holds a significant place in the history of Hong Kong's fashion industry, renowned for its trading of apparel, fabrics, and garment-related accessories. What intrigued me the most was the exhibition's exploration of the redefinition of fashion. It went beyond the literal realm of garments and apparel design, emphasising that fashion should not be limited to the garment industry alone. The exhibition effectively conveyed the crucial message that fashion is inherently intertwined with the realm of design.

**VC** 最令我印象深刻的是委約來自美國洛杉磯知名藝術家Patrick Shearn，於中環海濱活動空間所展出的「Skynet」系列藝術作品，這是「設計#香港地」2021項目之一。展覽非常適合打卡，我與很多人一樣都深受吸引而前往拍照。這次活動充分體驗香港精神，同時以別開生面的視角探索城市。

**SL** 我最喜歡設計光譜的《譜·度·時尚》展覽，展覽於深水埗一棟工業大廈的樓上單位舉行。深水埗區在香港時裝產業的歷史上有著舉足輕重的地位，多年來以服裝、布藝和成衣相關配件方面的貿易而聞名。在展覽中，我對重新定義何為時裝很感興趣，將成衣和服裝設計的定義昇華至另一個層次，時裝也不局限於成衣行業。這正是展覽傳遞的重要信息，即時裝與設計是密不可分的。

**The pandemic accelerated the use of digital tools such as AR and Web3/the metaverse, as we have seen in some of HKDC's events such as BODW in the past year. Do you think technology is going to play a bigger role – to the point of replacing human designers in the design industry? Or will the 'human touch' always be needed in the design process?**

**EY** We have always embraced technology as a tool to enhance productivity, but we acknowledge that it cannot replace human presence and craftsmanship. We value the artistry and skill involved in crafting by hand. Technology may assist us, but it is the human touch and dedication that we truly cherish.

**VC** AI and technology advancements prompt designers to prioritise the idea's essence and craftsmanship over physical assembly. The heart and passion behind true craftsmanship cannot be replaced. Technology aids the process, but the human touch and creativity remain invaluable in design.

**SL** The longstanding relationship between technology and humans dates back to the Industrial Revolution. It has offered opportunities for easier and improved lives, yet it also pushes us to strive for continuous improvement.

**疫情令企業加快採用擴增實境及Web3/元宇宙等數碼工具，去年香港設計中心的一些活動(如設計營商周)亦有採用。你認為科技所扮演的角色會越來越重要嗎？甚至會取代設計師的工作？抑或是設計過程始終需要展現「人味」？**

**EY** 我們視技術為提供生產力的工具，但無可否認的是，技術無法取代人類和手工藝。科技能輔助我們，但我們依然珍惜人手製作品及其技巧，還有那份「人的溫度」與奉獻精神。

**VC** 人工智能和科技不斷發展，能促使設計師減少把心神放於拼湊組裝，回歸意念本源：想法和手工藝。儘管科技能輔助製作過程，但真正的手工藝背後蘊藏的心思和熱情，人的觸覺和創造力，是設計中最寶貴的。

**SL** 科技與人類之間悠久的關係可追溯到工業革命時期。科技讓我們的生活變得更便利和輕鬆美好，同時推動我們不斷追求進步以活得更好。

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Design can create better lifestyles, and a higher brand value.

設計可以塑造更美好的生活方式，以及更高的品牌價值。

**Prof. Viveca Chan**  
陳一柁教授

Vice-Chairman of HKDC  
香港設計中心副主席

# Design can be anywhere.

設計可以是無處不在。

，



**Mr Steve Leung**  
梁志天先生

Vice-Chairman of HKDC  
香港設計中心副主席

## Can you give us a sneak peek into HKDC's upcoming plans and initiatives?

**EY** Sham Shui Po project represents an exciting milestone for us, as we plan to relocate there by the end of next year. With a significantly larger space, our new premises will house a permanent exhibition area where visitors can immerse themselves in design year-round. A key highlight will be the showcasing of award-winning designs from the prestigious DFA Awards, celebrating exceptional design from Hong Kong and across Asia. This physical presence will not only provide a platform for appreciation but also offer opportunities for the public to purchase their favourite designs. We are eager to expand our reach and foster a deeper understanding of our work and its impact in Sham Shui Po.

**VC** I am delighted to announce that France has become BODW's partner country in 2024. The year 2024 will mark the China-France Year of Culture and Tourism. This timing is truly remarkable and epitomises how HKDC embodies the concept of 'East meets West'. As part of this partnership, we have planned a study trip to France, allowing us to explore and learn from their rich design heritage. Likewise, a delegation of experts from France will visit us, fostering mutual exchanges and knowledge sharing. This collaboration promises to be a significant opportunity for cultural and creative exchanges between our countries.

## 可否透露香港設計中心接下來的計劃和活動嗎？

**EY** 於深水埗設立基地是我們的一項重點項目，我們將於明年底進行搬遷。深水埗基地比我們的現址更大，將劃分常設的展覽空間，讓大家可以全年無休投入設計體驗。當中最受矚目的將是展出「DFA設計獎」的得獎設計，表彰香港及亞洲的優秀設計之餘，亦能讓公眾親眼欣賞及選購心頭好。藉此新基地，我們期望可以擴大影響力，並讓市民大眾更深入了解我們的工作。

**VC** 我很高興法國將成為設計營商周下一年度的合作國家伙伴。2024年是中法文化旅遊年，這是一個非常難得的好時機，充分展現香港設計中心如何推動「中外交流」。合作期間，我們將前往法國考察，探索和藉鑒他們豐富的傳統設計。法國專家代表團亦會來訪與我們分享交流。這次合作將為中法兩國之間的文化和創意交流帶來重要契機。

**SL** Eric and Viveca have outlined the upcoming crucial programmes as we strive to transform Hong Kong into a design hub, not only within Asia but also as a prominent global cultural exchange center. The ultimate goal is to establish Hong Kong's prominence and reputation in the design industry, facilitating meaningful cultural exchanges on an international scale.

## What is HKDC aiming to achieve with its upcoming base in Sham Shui Po?

**EY** Many may assume that the new HKDC facility is exclusively for designers, but that's not entirely accurate. It is a space for anyone with an interest in design, allowing them to explore its relevance to their lives. We enthusiastically invite the local community of Sham Shui Po and beyond to visit us. Additionally, the government envisions the facility as a tourist destination, showcasing how design is shaping Hong Kong's identity and promoting our culture. Therefore, the new facility will serve as an excellent platform for us to achieve these objectives.

**SL** Eric及Viveca剛簡介了來年大計。我們致力推動香港成為亞洲設計之都，以及國際級的文化交流中心。終極目標是確立香港在設計行業的重要地位及聲譽，以促進國際間深層次的文化互動交流。

## 對於即將揭幕的深水埗基地，香港設計中心希望藉此達到甚麼目標？

**EY** 很多人可能認為香港設計中心的新設施專門為設計師而設。但不僅如此，這個地方歡迎任何對設計感興趣的人士，藉此了解設計與自己生活的關係。我們歡迎深水埗的街坊及各區人士前來參觀。此外，特區政府亦希望新設施能成為一個旅遊景點，以宣揚我們的文化，向遊客展示設計如何改變香港的面貌。因此，新設施將成為我們實現這些目標的理想基地。

## How do you see the future of the industry, and what trends do you think will dominate in the coming years?

**EY** Design should prioritise the human experience, whether it's in creating new spaces, products, or services. The ability of design to create and enhance experiences will be highly valued by people. Moreover, younger generations prioritise sustainability, equality, and addressing climate change challenges. The trend in design will be to address these concerns and demonstrate how design can contribute to solving them.

**VC** In my opinion, the future lies in 'win by design'. Embracing design in its broader sense, including service design and experiential design, will lead to more efficient businesses. Consequently, we can expect to see a rise in the presence of designers in C-suite and management positions. Incorporating design thinking becomes crucial for companies aiming to succeed and thrive in a competitive landscape.

**SL** The value of design can be seen from a socio-economic standpoint, particularly in addressing global challenges like inequality. Bringing the benefits of design to less-privileged communities on a global scale is essential. Examples such as The DFA Design for Asia Awards, which include designs for rainwater collection systems, demonstrate the real value of design in improving the lives of people in poorer communities.

## 你對設計行業的未來有甚麼看法？你認為未來數年的大趨勢是甚麼？

**EY** 設計需要將人的體驗置於首位。無論是新空間、新產品或是新服務，設計都可以塑造及提升體驗，這將是人們更加珍惜的元素。此外，年輕一代重視可持續發展和平等，及氣候變化所帶來的挑戰。如何透過設計解決人們關心的問題，將是未來的趨勢。

**VC** 對我來說，未來是關於「以設計取勝」。更廣泛地使用設計，例如服務設計、體驗設計，將有助提高業務效率。對於一些企業想在競爭激烈的環境中取得成功，設計思維不可或缺，因此，我們可預示到日後會有更多設計師晉身高級管理層。

**SL** 從社會經濟的角度出發，設計的價值愈趨明顯，尤其在解決世界各地面臨的機會和財富不平等的挑戰。縱觀全球，我們應該將設計的價值帶給弱勢群體。例如，「DFA亞洲最具影響力設計獎」的一項得獎作品，是協助貧困社區的民眾採集雨水供日常使用，這正是設計的真正價值所在。

2022 marked the 20<sup>th</sup> anniversary of HKDC, and we celebrated this milestone with a series of activities under the theme of 'Design for Sustainable Community'. We continued to promote wider and strategic uses of design with a calendar of engaging initiatives, including an exhibition, a campaign site, and a TV programme, which gave participants many insights into its potential for positive impact.

# 20d

## Years of Design Excellence: Celebrating Hong Kong Design Centre's Milestone

### 香港設計中心20年卓越里程碑

2022年是香港設計中心成立20周年，為慶祝這個重要里程碑，我們以「設計·構建可持續社區」為主題推出多項活動。透過一連串內容豐富的精彩項目，我們繼續推動社會更廣泛和具策略性地運用設計，當中包括展覽、線上活動及電視特輯，讓參加者深入了解設計發揮正面影響的無限潛力。



#### HKDC 20<sup>th</sup> Anniversary Campaign

### Tell us what DESIGN CAN do!

「Design Can」二十周年紀念活動網站

Our 20<sup>th</sup> anniversary theme highlighted how co-creation, and the weaving together of human effort and values, can create impactful designs. With a goal to ignite people's imaginations about the myriad possibilities of design and expand its positive influences, we developed this campaign site for the public to share their ideas with us on what design can do, and how it creates value and meaning for the community.

我們的20周年主題強調共同創造，以及結合眾人之力以創造價值，造就具影響力的設計。為啟發大眾想像設計的種種可能，並為社會帶來更深遠的正面影響，我們推出此線上活動，讓大眾分享想法，談談設計可以有甚麼作為、如何為社區創造價值及意義。



#### DFA Hong Kong Young Design Talent

#### Award Special TV Programme

### A Legend of Creativity

電視特輯「香港青年設計才俊獎 創意傳承」

DFA Awards produced a special TV programme series 'A Legend of Creativity' in partnership with ViuTV, featuring the inspiring stories of 20 past winners of the DFA Hong Kong Young Design Talent Award for HKDC's 20<sup>th</sup> Anniversary. From starting business, transforming dreams into action, to succeeding in the creative industries, these winners have brought Hong Kong designs to the world stage, and contributed to our local design industry with international elements.

為慶祝香港設計中心成立二十周年，DFA設計獎聯同本地電視台ViuTV製作了「香港青年設計才俊獎 創意傳承」電視特輯，請來二十位「DFA香港青年設計才俊獎」歷屆得獎者分享他們的創意故事：由踏上品牌創建之路、成就創意事業，到為夢想起飛……把香港設計帶到世界舞台之餘，亦為本地設計增添不少國際色彩。

#### DFA Awards Exhibition

### Design Redefines Our Times

「DFA設計獎展覽：創新設計 重塑時代」

Taking on the theme 'Design Redefines Our Times', the DFA Awards Exhibition was presented as a debut event for the celebration of HKDC's 20<sup>th</sup> Anniversary, showcasing nearly 200 winning projects and designers of the five awards of the DFA Awards 2021, namely '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', with exhibition period from 21<sup>st</sup> to 29<sup>th</sup> May, 2022 at The Mills.

於2022年5月21日至29日假南豐紗廠紗廠坊舉行的「DFA設計獎展覽：創新設計 重塑時代」，為二十周年打響頭炮，展示五個不同設計獎項，包括：「DFA亞洲設計終身成就獎」、「DFA設計領袖獎」、「DFA世界傑出華人設計師」、「DFA亞洲最具影響力設計獎」及「DFA香港青年設計才俊獎」，近200個2021年的得獎單位及項目，琳瑯滿目、各具特色、創意無限。





# Design Can Advance Knowledge

# 01

# 5 key pillars to look out for in 2022 and beyond

2022年的五大挑戰及前瞻



## 國際創意領袖探索「設計求變」的力量

年度旗艦活動設計營商周峰會於 2022 年 11 月 30 日至 12 月 3 日期間舉辦，聯同策略伙伴荷蘭及其創意開發平台「創意荷蘭」(CreativeNL)，攜手將 M+ 博物館打造成創意天堂，超過 90 位包括本地及從法國、意大利、荷蘭、泰國及英國等 14 個國家及地區遠道而來的創意領袖聚首一堂。峰會帶來逾 30 場專題討論，講者展開具突破性的分享和交流，內容精彩吸引。無論身在何地，我們的生和生活工作模式都正經歷巨變，因此「設計求變」這一主題實在適合不過。透過五大議題，包括重塑品牌價值、文化與都市、元宇宙與元生活、新都市模式，以及社會創新設計，共同探討設計如何塑造更光明的未來。峰會取得空前成功，現場參加者及從各大渠道收看的觀眾合共有 130 萬人次，不但予人深刻印象，更有助推動設計界創新求變。

### 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.

### 關於設計營商周

「設計營商周」自 2002 年舉辦以來，是亞洲設計界的年度盛事，全面探索設計、創新及品牌趨勢，匯聚香港以至海外頂尖設計大師、品牌領袖和企業精英，促進對設計價值及創新的討論，激發環球觀眾的靈感，探索新商機。

## Global Design Visionaries Explore the Power of Design For Change

From 30 November 2022 to 3 December 2022, the annual flagship Business of Design Week (BODW) Summit transformed the M+ Museum into a creative haven in collaboration with Strategic Partner the Netherlands as well as CreativeNL (The Netherlands' platform for creative pioneers), gathering 90 leaders from 14 countries and territories including France, Hong Kong, Italy, the Netherlands, Thailand, and the United Kingdom. Over 30 sessions captivated the audience's attention, fostering discussions and sparking groundbreaking ideas. With the world navigating through a whirlwind of momentous changes in how we work and live, the theme of 'Design for Change' couldn't have been more timely. Across 5 pivotal domains – Brand Transformation, Culture and the City, Metaverse and Metaliving, New Urban Models, and Social Design Innovation – we looked at how design can shape a brighter future for us all. The Summit was a resounding success with a total of 1.3 million attendees and on-demand viewership through multiple channels, leaving a profound impression and setting the stage for extraordinary transformations in the design world.



## 5 key pillars



Brand Transformation:  
**Building Connections and Personalising Brand Offerings**

重塑品牌價值：  
建立連繫，提供個人化產品及服務

Culture & the City:  
**Safeguarding Heritage Through Design**

文化與都市：  
透過設計保育文化遺產

Metaverse & Metaliving:  
**the Next Evolution of the Human Experience**

元宇宙與元生活：  
人類體驗再度進化

New Urban Models:  
**How to Co-create Sustainable Habitats Now to Benefit Future**

新都市模式：  
起動共建可持續的都市棲息地，惠及未來世代

Social Design Innovation:  
**Promoting Deeper Human Connections**

社會創新設計：  
加深人與人之間的關係

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## Brand Transformation: Building Connections and Personalising Brand Offerings

### 重塑品牌價值：建立連繫， 提供個人化產品及服務

Global challenges such as the climate crisis, combined with pandemic-induced uncertainties and an impending economic downturn, have prompted companies to identify new opportunities and develop alternate business models that can make a difference. Understanding consumers' journeys and responding to environmental and social changes are critical parts of the success equation, while design and innovation give brands the ability to evolve and stay relevant amid a fickle landscape. Among the key takeaways during BODW 2022 were the importance for brands to build connections with their clients, and understanding their opinions to accurately develop new products and enhance their adaptability. Another highlight was on the rapid digitalisation of the customer experience in a mobile-first world, which has prompted companies to personalise digital marketing strategies to leverage first-party data in order to provide customers a better experience, based on their own preferences.

面對全球氣候危機、經濟下行等挑戰，加上疫情帶來的不穩因素，企業必須主動求變，尋找新的機遇，開展嶄新的業務模式。品牌要取得成功，了解顧客的消費體驗固然重要，回應生態和社會轉變更是關鍵。設計和創意正好助品牌一臂之力，在變幻莫測的商業環境中，保持競爭力並不斷發展。設計營商周2022的討論要點之一，便是連繫品牌和用戶的重要性，同時要了解用戶的意見，以助精準研發新產品，提高匹配度。此外，身處以手機為先的世界，顧客體驗的數碼化步伐不斷加快，企業必須制定個性化數碼營銷策略，運用第一方數據並根據顧客的喜好，為他們提供更佳體驗。

## Culture & the City: Safeguarding Heritage Through Design

### 文化與都市： 透過設計保育文化遺產

The cultural landscape of a city evokes a sense of place, where human-focused creativity stimulates economic growth and contributes to sustainable planning. In times of change, it is especially important for design masters and advocates to gather and weave together our most cherished human values, legacies and innovations, to help define the cultural identity of a city. When change happens, it can not only affect the present and future, but also the past, with the danger that a city's precious cultural heritage is lost to the passage of time. The BODW 2022 Summit highlighted this stark possibility, and called for cities to be not only liveable, but loveable: by having citizens be part of the design process, providing them a sense of agency. City planners can no longer say 'we know better'; they have to engage a city's stakeholders: its inhabitants.

都市中的文化生態，能夠培養出歸屬感，配合文化活動及創意產業，更可刺激經濟增長，有利都市規劃持續發展。在求變之時，設計大師及先驅更需交流協作，推廣我們珍而重之的人文價值、文化遺產與創新意念，以確立都市的文化定位。改變不僅會影響現在和未來，更會影響到我們的過去，皆因城市寶貴的文化遺產正消失於時間洪流之中。設計營商周2022峰會強調出現這種情況的莫大可能，並指出城市不僅要宜居，更是要受人喜愛，而方法是讓市民成為設計過程的一部分，令他們感到對自己的生活擁有自主權。城市規劃師所做的一切都應讓城市的持份者——其市民——參與其中。

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## Metaverse & Metaliving: the Next Evolution of the Human Experience

### 元宇宙與元生活： 人類體驗再度進化

The line between our physical and digital worlds is rapidly blurring. The metaverse is where the next evolution of the human experience will take place, and creative leaders and designers are determined to lead the charge to unlock the endless possibilities of this new frontier. Innovation in technologies and business models promise to reshape our future digital landscape, and set bold new boundaries in the ways we live, work and do business. So where do we go from here? Trying to predict how the metaverse will unfold is not an easy task, but businesses are striving to take up the challenge, because the opportunities for creating wealth in the metaverse are expected to be in the trillions of dollars. This important takeaway is a wake-up call for designers and marketers to venture into and explore this exciting new world.

今時今日，實體與數碼世界之間的界線越來越模糊。人類體驗會於元宇宙再度進化，創意領袖和設計師已經準備就緒，牽頭釋放這一新領域的無限可能。嶄新的科技和商業模式不斷冒起，既改變了未來數碼發展的趨勢，亦擴闊了我們生活、工作和營商的界限，那麼我們今後該何去何從？預測元宇宙的未來發展並非易事，但企業正想方設法迎接挑戰，皆因元宇宙中的機遇價值高達數萬億美元。這一要點提醒設計師和營銷人員要勇闖這個新世界，探索令人興奮的契機。

## New Urban Models: How to Co-create Sustainable Habitats Now to Benefit Future

### 新都市模式：起動共建可持續 的都市棲息地，惠及未來世代

Safeguarding and sustaining urban development and prosperity are ongoing challenges for cities. Mobility, economics, and people-centric design converge and redefine a city's liveability and the well-being of its inhabitants. For cities to prosper long-term, architects and designers need to identify potential areas of intervention, remodel urban development, and co-create sustainable practices that will benefit generations to come. At BODW 2022, key ideas included the need to develop critical thinking in reimagining our future habitats, to engage the public to make significant moves away from old consumption cycles, building climate-resilient neighbourhoods in anticipation of a changing global climate, and incorporating nature into urban habitats, including making greenery and capturing rainwater integral to high-rise buildings. If we want our cities to be ready for the future, we need to start designing for change now.

城市要持續朝繁榮穩定的方向發展，過程中的挑戰與日俱增。出行體驗、經濟水平、設計是否以人為本等因素，不但影響都市的宜居程度，亦與居民的身心健康息息相關。都市若要長期蓬勃發展，需要建築師和設計師緊密合作，找出理想的介入點，重塑都市的發展模式，共同實踐可持續的方案，以惠及未來的世代。在設計營商周2022中，討論要點包括需要在塑造都市棲息地時培養批判性思維、助大眾走出舊有的消費循環、建立適應氣候變化的模範以應對全球氣候變化，並將大自然融入都市棲息地，例如在高層進行綠化及收集雨水。如果我們想為未來城市做好準備，就必須立即以設計求變。

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## Social Design Innovation: Promoting Deeper Human Connections

### 社會創新設計： 加深人與人之間的關係

Social design encompasses everything from urban transportation to AI, from creating sustainable supply chains to preserving communal spaces that promote more profound human connections. It requires a holistic approach that integrates human-centred design, technology, and service perspectives. Designers and creative entrepreneurs are exploring new design thinking and technological innovations such as the internet of things (IoT) to better respond to the endless possibilities of social design. At the heart of it, social design means creating a better world for all. Keynote speakers at BODW 2022 spoke on social design and reminded us all that we don't always need to rush to get places, and if we designed our lives around people, we will not be in danger of losing sight of our collective humanity. This realisation could forever change the way we travel, connect, produce and live, transforming our cities and economies once and for all.

社會設計涵蓋都市運輸系統、人工智能、創建可持續供應鏈，及至保留拉近人際距離的公共空間，當中需要以人為本的設計、科技應用和服務規劃等多方面配合。設計師和創意企業家現時在物聯網等範疇不斷嘗試創新，冀以設計新思維打破傳統規範，成就社會設計的無限可能。為大眾塑造更美好的未來，便是社會設計的核心所在。設計營商周2022的主題演講者分享對社會設計的想法，並提醒我們可以放慢腳步。此外，如果生活方式能以人為本設計，便可避免失去人民精神的危機。我們的出行、互動、生產和生活方式會因而徹底改變，將經濟和都市發展帶進新紀元。



**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.

**關於設計智識周**

「設計智識周」是香港設計中心的年度旗艦活動之一，透過舉辦工作坊、論壇及業界聯誼活動，匯聚全球設計社群，帶動業界討論設計如何解決現今社會面對的複雜挑戰。

Every year since 2006, Knowledge of Design Week (KODW) has convened multi-level dialogues that examine how design solves complex challenges in society. With the theme of **'Regeneration by Design'**, KODW 2022 brought together a powerhouse cast of over 40 experts, entrepreneurs and creative minds from all over the world to explore topics organised under four pillars: **Regenerative Design for Our Ecosystem, Regenerative Design for Social Good, Regenerative Economy and The Future of Regenerative Culture**. Using immersive Extended Reality (XR) technology, KODW 2022 provided a remarkably exciting sneak peek into the future of global forums. For the first time, 13 panel discussions featuring A-list industry leaders were held using XR technology, simulcast over 4 TV episodes over ViuTV, bodw+ and social media, successfully achieving a total of over 680,000 viewership.

自2006年起，設計智識周從多方面探討如何以設計應對各種形式的社會挑戰。設計智識周2022以「**再生設計**」為主題，匯聚超過40位來自世界各地的精英、企業家和創意領袖，重點探索四大議題，包括**生態主導再生設計、社會為本再生設計、再生經濟及再生文化的未來**。設計智識周2022採用沉浸式XR延展實境科技，以嶄新模式舉辦國際設計峰會。13場專題討論不但邀得頂尖行業領袖分享見解，更首次使用XR科技製作節目，並在ViuTV、bodw+網上平台及社交平台同步直播四集電視節目，錄得逾68萬人次觀看。

# Bringing kodw to prime time

a glimpse into the future of global forums

將設計智識周搬上電視螢幕：  
國際設計峰會以全新面貌示人



Perfectly showcasing its theme of 'Regeneration by Design', KODW 2022 was simulcast as a real-time virtual production using powerful XR technology to create immersive settings for participants to interact, and brought the future forward with a glimpse of a new-normal viewing experience for the international community.

Highlights of KODW 2022 included discussions on sustainable leadership and sustainability in creating a smart food ecosystem, on the possibilities of urban farming and creating indoor vertical farms. As populations grow, how we design consumption patterns to benefit the people in our value chain is a pressing concern. At her KODW 2022 keynote session, Cherrie Atilano, Founding Farmer/President and CEO of AGREA, the Philippines, said, 'It is really about working with nature, rather than against it.'

Jack Moy, CEO of Sustenir Group, Singapore, whose company aims to strengthen food resilience in megacities through indoor vertical farming, shared his thoughts on sustainable food innovation: 'It's also very important for us to plan a multi-stakeholder approach that lives to our purpose to nourish people and the planet, one leaf at a time.'

設計智識周2022完美展現「再生設計」主題，以先進XR科技營造沉浸式的實時虛擬場景，讓參加者互動交流，而環球觀眾亦能在新常態下以新方式參與峰會，一同前瞻未來。

設計智識周2022的焦點話題包括如何開拓智能食品生態系統的環保領域及相關可持續發展工作，以及都市農耕及實現室內垂直耕種的可能性。隨著人口不斷增加，我們需要規劃消費模式，確保價值鏈中所有人都能從中受益。在設計智識周2022的專題討論中，來自菲律賓的AGREA創辦人/主席及行政總裁 Cherrie Atilano 談到：「我們需要與自然共存，而非違抗自然。」

新加坡 Sustenir Group 致力於推動室內垂直耕種來加強都市糧食系統復原力。行政總裁梅丁捷分享了他對可持續食品創新的想法：「我們亦需要規劃一個令多方受益的方案，從細節逐步開始實現我們的願景，更好地滋養人類與地球。」

**Immersive XR-  
Platformed Talks by  
Global Experts Yield Key  
Learnings on Design,  
Culture, Technology  
and Sustainability**

以 XR 科技營造沉浸式場景，  
讓環球專家暢談有關  
設計、文化、科技及  
可持續發展的真知灼見

The issues surrounding the inequalities and challenges in post-pandemic healthcare systems around the world were also examined in KODW 2022, within the context of how design can create more equitable living standards for everyone. The first step on how to do this, according to Queenie Man, Founder and CEO of Project Futurus, Hong Kong, is through awareness building: 'Awareness building is very important and it has to be done through education, advocacy. People fear ageing but in fact, if you look into the industry today, there's a lot of integration of technology in elderly care.' Dr Sanjay Batra, Hardware Research Manager at Google US, added, 'When we're talking about inclusive design, we are not designing one thing for everyone, we are designing a diversity of ways for people to participate in an experience.'

'The new normal' no longer only refers to how we have collectively adapted to post-pandemic life. It also means how we work, live and play in today's digital world, as we venture into the metaverse and its infinite possibilities. KODW 2022 speakers also explored how Web3, the latest iteration of the internet, will redefine how we use and interact with the digital world. Web3 is about to transform cultures and communities, and the first step to unlocking its potential is to introduce users to its definitions and possibilities. Benny Ho, Head of Business Development of Animoca Brands, Hong Kong, said 'If we were to think about Web1 as reading and receiving information from the internet, but Web2 was about reading and writing, what Web3 goes into is an extra layer of reading, writing, and ownership. You begin to have true ownership of your data, and true ownership of your content.'

KODW 2022 joined hands with Strategic Partner the Netherlands, and its platform for creative pioneers, **CreativeNL**; Strategic Regional Partner, **Guangzhou Design Week**; and Strategic Cultural Partner, **M+**, Asia's museum of global visual culture and the site for physical events. In addition to the televised programmes, KODW 2022 workshops and masterclasses were held in hybrid format, with sessions led by global experts based in Denmark, France, Hong Kong, The Mainland, and the United Kingdom.

The talks from KODW 2022 are currently available on-demand on bodw+, Asia's leading online design portal.

疫後全球醫療系統的不平等現象及所面對的挑戰亦是討論話題。至於設計如何為人們創造更公平的生活環境，香港 Project Futurus 創辦人及行政總裁文慧妍認為先要建構意識：「建構意識是十分重要，這需要透過不斷教育和宣傳來達成。事實上，目前業界已經綜合運用不同科技，以配合及提供長者護理服務。」美國 Google 硬件研究經理 Sanjay Batra 博士補充：「當我們談論包容性設計時，我們並不是去設計一個適合大眾使用的物件，反而是設計一個多樣化的方式讓大眾共同體驗。」

「新常態」不再單指我們如何一同適應疫後生活，亦關乎如何在現今的數碼世界工作、生活和娛樂，擁抱元宇宙及其無限可能性。設計智識周 2022 的講者剖析新一代互聯網 Web3 如何重新定義我們運用數碼技術，以及與數碼世界進行互動的方式。Web3 即將為文化界和社區帶來改變，要釋放箇中潛力，第一步便是向使用者解說其定義及可能性。香港 Animoca Brands 業務發展主管 Benny Ho 表示：「如果我們把 Web1 看成是閱讀及接收網上的資訊，Web2 是關於閱讀和寫作，那麼 Web3 便帶領我們踏入閱讀、寫作和擁有權的另一層次。使用者開始對自己的資料及內容有真正的擁有權。」

設計智識周 2022 與策略伙伴荷蘭、其創意開發平台「**創意荷蘭**」(CreativeNL)，以及區域策略伙伴**廣州設計周**攜手合作。另外，亞洲首間全球性當代視覺文化博物館 **M+** 作為是次文化策略伙伴，聯合舉辦多項實體活動。除製作電視節目外，設計智識周 2022 亦以現場及網上形式舉辦由來自丹麥、法國、香港、內地和英國全球專家主導的工作坊和大師班。

歡迎於亞洲領先的線上設計知識網站 bodw+ 重溫專題討論精彩內容。



## Join bodw+ to explore what's next in design!

### 登記成為bodw+會員 緊貼設計趨勢

Originating from Business of Design Week (BODW), bodw+ is an interactive design knowledge platform provides you a great view on seminal design trends, featuring takeaways of BODW and KODW, alongside engaging livestreamed events, on-demand content, case studies, podcasts, feature stories, interviews, event listings, programme archives, and much more.

取名自「設計營商周」(BODW)，設計知識數碼平台 bodw+ 全面探索設計、創新及品牌趨勢，讓你可以緊貼設計營商周及設計智識周的最新動向之餘，還可通過直播活動、節目重溫、案例研究、播客、專題故事及人物訪問、活動分享、節目存檔等深入了解設計世界。

Find out more at  
瀏覽網頁了解更多

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

# WHEN INNOVATION MEETS CREATIVITY, TRENDS ARE BORN AND THE FUTURE TAKES SHAPE

FASHION  
ASIA  
HONG KONG

**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。

## 當 創新 遇上 創意： 引領趨勢 形塑 未來

In today's ever-evolving world, fashion has emerged as not only a form of self-expression but also a dynamic industry that fuels economies and shapes consumer behaviour. The business of fashion involves an intricate web of strategies, operations, and creativity to drive the fashion industry forward. From designing and manufacturing to marketing and retailing, fashion has to interweave with business savvy at almost every level.

The success of fashion brands and retailers hinges on understanding consumer trends, implementing effective marketing strategies, fostering strong supply chains, and staying ahead of the curve in a fiercely competitive landscape. Fashion Asia delves into the fascinating intersection of fashion and business.

身處瞬息萬變的世界，時裝不只是一種表達自我的方式，更是一個充滿活力的行業，帶動經濟發展的同時，亦影響消費模式。時裝業務涉及策略、營運及創意，各個元素環環相扣，推動業界邁步向前。從設計、製造、營銷到零售，幾乎每個時裝範疇都講求營商技巧。

時裝品牌及零售商要踏上成功大道，必須了解消費趨勢、實施有效的營銷策略、建立穩健的供應鏈網絡，以及在激烈的競爭環境保持優勢。Fashion Asia 深入探究時裝與營商的關係，剖析兩者如何相輔相成。



Shashi Menon  
CEO 行政總裁, Vogue Arabia  
& UNXD

# 時尚未來論壇 FASHION CHALLENGES FORUM

Held alongside Business of Design Week (BODW), Fashion Challenges Forum 2022 was a gathering of visionaries and trendsetters in the world of business and fashion, both in-person and virtually. Trailblazing leaders, boundary-pushing creators and passionate activists brought their expertise and invaluable insights that have the potential to reshape the business and fashion world of the future.

Speakers explored the tech innovations and digitalization sweeping through the trending metaverse and digital fashion realms to unveil a whole new world of possibilities. We witnessed the emergence of rising design talents, the dynamic shifts in the fashion retail market, and the profound transformation of consumer behaviours in a post-pandemic era.

時尚未來論壇 2022 與設計營商周同期舉行，以實體及網上模式，匯聚一眾商界翹楚及時裝潮流先驅。勇於創新的領袖、突破常規的創意人才及充滿熱誠的倡導者聚首一堂，分享專業知識及精闢想法，力求塑造未來的商業及時裝世界。

元宇宙及數碼時裝大行其道，講者藉探索相關創新科技及數碼發展，揭示種種嶄新可能。身處後疫情時代，我們見證設計人才輩出，時裝零售市場不斷變化，消費者行為亦出現巨變。

**VENUE:**  
**POOLHOUSE,**  
**GRAND HYATT**  
**HONG KONG**  
香港君悅酒店  
Poolhouse

# 28.11.2022



CREATING TOMORROW'S BRANDS

SIMONE ROCHA TRACEY CHENG DIVIA HARILELA

Simone Rocha, Tracey Cheng, Divia Harilela

Simone Rocha, Tracey Cheng, Divia Harilela

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Tracey Cheng (Left 左)  
Vice President of Merchandising,  
Womenswear 女裝商品部副總裁, I.T

Simone Rocha (Middle 中)  
Founder & Fashion Designer  
創辦人及時裝設計師, Simone Rocha

Divia Harilela (Right 右)  
Principal & Editor 主理人及編輯, The D'Vine



Caroline Issa (Left 左)  
CEO 行政總裁,  
Tank Group

Alice Temperley (Right 右)  
Founder &  
Fashion Designer  
創辦人及時裝設計師,  
Temperley London



Jihong Mao  
Founder and Chairman  
創始人兼董事長,  
EXCEPTION de MIXMIND  
& Fangsuo Commune

## 訪談視頻 VIRTUAL SESSIONS

While the physical Fashion Challenges Forum set the stage for inspirational insights in the business of fashion, the magic didn't stop there. A series of captivating virtual sessions blurred the lines between the physical and the virtual, where fashion pioneers from around the globe took centre stage. Through the power of technology, visionaries and trailblazers from far and wide connected continents and created a global tapestry of creativity and innovation.

時尚未來論壇為時裝界注入源源靈感，其影響力更延伸至網上平台。網上論壇集結環球時裝界先驅，借助嶄新科技，來自各大洲的業界先驅及翹楚探討不同主題，環球創意及創新力量共冶一爐。

## 數碼系列 DIGITAL SERIES

Fashion Asia 2022 also unveiled an extraordinary lineup of digital content with four enriching episodes showcasing the brilliance of fashion experts and insiders who are redefining the landscape of style.

These short videos are more than just a glimpse into the minds of industry trailblazers – they are a treasure trove of insightful business solutions and actionable perspectives on the ever-evolving local and global fashion developments, letting viewers stay one step ahead of the competition.

此外，Fashion Asia 2022 製作豐富的數碼內容，包括四集內容豐富的節目，邀得多位重塑時裝格局的專才及業內人士分享心得。

業界翹楚透過短片暢談寶貴見解，提供具啟發性的營商方案及務實可行的意見，以應對變化多端的本地及全球時裝發展，助觀眾領先商業世界中日新月異的競爭。



Buyers and Brand Curation  
時裝買手看新晉設計師

Jimmy Chan (Left 左)  
Head of Account Management Farfetch  
APAC

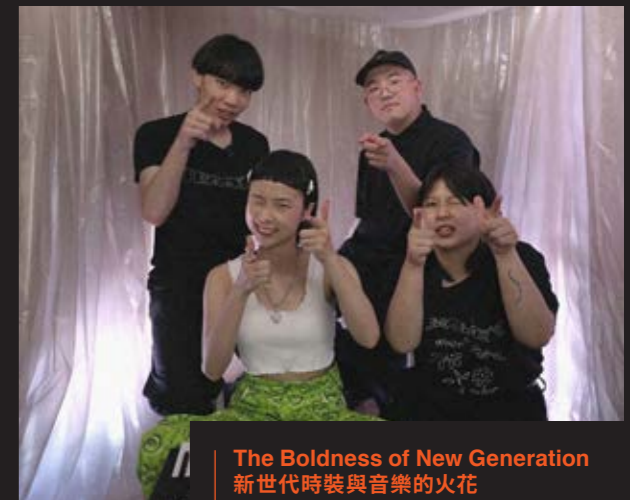
Tracey Cheng (Right 右)  
Vice President of Merchandising,  
Womenswear 女裝商品部副總裁, I.T



The New Era of Glamour  
本地時裝的黃金時代

Constance Lee (Left 左)  
Founder & Image Director 創辦人及形象總監,  
CONSTYLE

Derek Chan (Right 右)  
Co-Founder & Design Director  
共同創辦人及設計總監,  
DEMO



The Boldness of New Generation  
新世代時裝與音樂的火花

Rex Lo (Back Row, Left 後排左)  
Founder & Designer 創辦人及設計師,  
SOMEWHERE NOWHERE

Lung (Back Row, Right 後排右)  
Video Director & VJ 經理人及監製

Merry Lamb Lamb (Front Row, Left 前排左)  
Electronic Musician 電子音樂人及歌手

Elly Cheng (Front Row, Right 前排右)  
Founder & Designer 創辦人及設計師,  
SOMEWHERE NOWHERE



Embracing Culture through  
Fashion  
時尚與文化交織

Kenji Wong (Left 左)  
Creative Director & Founder  
創作總監及創辦人,  
GrowthRing & Supply

Jerry Keung 姜偉池 (Right 右)  
Keung's Dragon and Lion Team  
姜氏金龍醒獅團



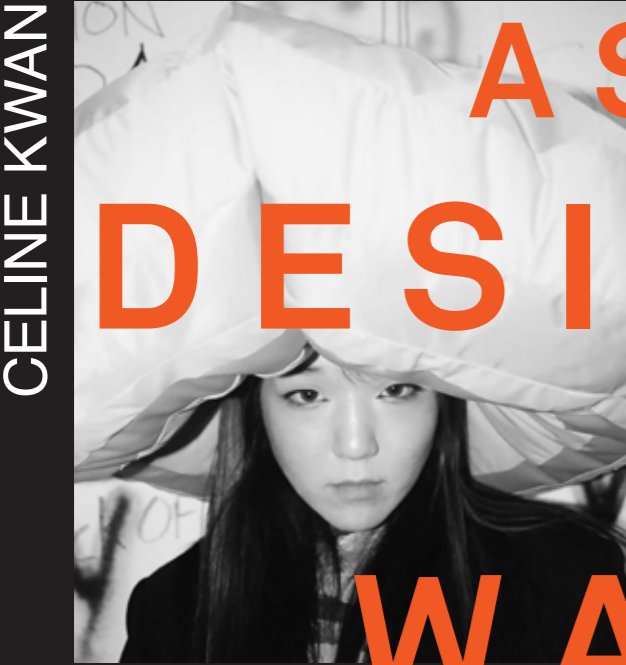
ASHLYN



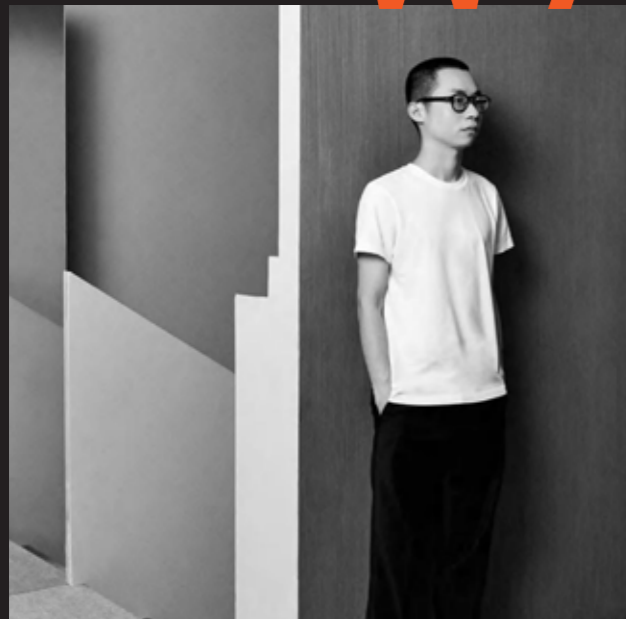
BAD BINCH TONGTONG



MÄRCHEN



CELINE KWAN



MING MA

Unveiling the rising stars that are set to redefine the industry, Fashion Asia partnered with Lane Crawford and LABELHOOD to present the talent, creativity, and unique perspectives of 10 upcoming fashion designers in the '10 Asian Designers to Watch' exhibition. From bold and avant-garde designs to innovative reinterpretations of tradition, **ASHLYN, BAD BINCH TONGTONG, CELINE KWAN, MÄRCHEN, MING MA, pillings, PONDER.ER, RYUNOSUKEOKAZAKI, YUEQI QI** and **Yuhan Wang** are pushing boundaries, making their mark on the global fashion stage and captivating audiences around the world.

# 10 ASIAN DESIGNERS TO WATCH

PONDER.ER



亞洲

Yuhan Wang



焦點

# 十大設計師

Fashion Asia 與連卡佛及蕾虎合辦亞洲十大焦點設計師時裝展覽。這10位設計新星即將為時裝帶來新定義，展品盡顯他們的才華、創意及獨有觸覺。不論是大膽前衛的設計，抑或是以創新手法重新演繹傳統風格，ASHLYN、BAD BINCH TONGTONG、CELINE KWAN、MÄRCHEN、MING MA、pillings、PONDER.ER、RYUNOSUKEOKAZAKI、YUEQI QI 及 Yuhan Wang 不斷破舊立新，並在國際時裝舞台留下足跡，令全球觀眾讚嘆不已。



RYUNOSUKEOKAZAKI



pillings



YUEQI QI





4-18.  
11.2022

LANE CRAWFORD  
TIME SQUARE SHANGHAI  
上海時代廣場連卡佛

3-13.  
03.2023

LANE CRAWFORD FLAHSHIP STORE  
IFC MALL  
香港國際金融中心連卡佛



23-28.  
03.2023

THE SOMEKH BUILDING  
ROCKBUND SHANGHAI  
上海外灘哈密大樓



Fashion Asia collaborated with I.T to host an exclusive exhibition for the uprising fashion designers in Hong Kong. Held concurrently with the forum, Hong Kong Showroom shone a spotlight on the remarkable designs of local talents including CHRISTIAN STONE, CODA, KARMUEL YOUNG, TAK L., and VANN, who are from HKDC's Fashion Incubation Programme (FIP) and Design Incubation Programme (DIP). This was also the first-ever Hong Kong Showroom with an e-commerce experience, which opened up unprecedented business opportunities for these talented designers.

Taking place at the same time and same venue, Pop-up Spaces featured outstanding fashion students and graduates from Hong Kong Design Institute, Hong Kong Polytechnic University, Technological and Higher Education Institute of Hong Kong, and Caritas Bianchi College of Careers.



22-29.  
11.2022

I.T ONE HYSAN AVENUE  
希慎道一號 I.T

Fashion Asia與I.T攜手合作，為香港時裝設計新秀打造獨一無二的展覽空間「Hong Kong Showroom」。展覽與論壇同期舉行，展品令人眼前一亮，皆來自香港設計中心旗下兩個大型專才培育計劃：時裝創業培育計劃及設計創業培育計劃培育的本地時尚新星，包括 CHRISTIAN STONE、CODA、KARMUEL YOUNG、TAK L. 及 VANN。Hong Kong Showroom 首次提供電子商貿服務，為一眾設計人才帶來前所未有的商機。

同期展覽「Pop-up Spaces」於同場舉行，集合時裝系學生及畢業生的出色作品，他們分別來自香港知專設計學院、香港理工大學、香港高等教育科技學院及明愛白英奇專業學校。



# Design Can Nurture People

# 02

設計可培育人才

Ron Leung

Walter Ma

Mandy Tsang

Hong Kong is a fertile environment for creative minds to push boundaries and reimagine the possibilities of design, and there are many talented young designers brimming with potential here. However, the point where raw creativity needs to be transformed into tangible commercial viability is an important crossroad for any designer. This is where the influence of industry mentors becomes a guiding beacon on the runway towards success. HKDC's Design Incubation Programme (DIP) is a two-year programme that provides financial support, training and mentorship for young designers. The synergy between seasoned industry professionals and the talent they nurture is a symbiotic relationship that fosters learning on both sides. Here, our mentors give us a glimpse into their own journeys in the design world, and share their hard-earned wisdom and expertise.

# Nurturing Creativity: The Transformative Power of Industry Mentors



梁昆剛  
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香港提供理想環境激發創意，有利業界人才突破常規，再思設計的種種可能。不少本地年輕設計師準備大放異彩，盡展無限潛力。然而，將純粹創意變為切實可行的業務，往往推使設計師站在關鍵抉擇的十字路口。在邁向成功的路上，業界導師往往是引路明燈，帶來重大深遠的影響。香港設計中心的设计創業培育計劃 (DIP) 為期兩年，為年輕設計師提供財務資助、培訓及指導。資深業界專才與培育公司之間建立雙贏關係，加強雙方學習交流效益。我們邀得計劃導師暢談各自的设计歷程，分享得來不易的睿智和專業知識。



### Would you tell us how you started your career in the design industry and how you keep your brand competitive long-term?

I studied fashion design at the Hong Kong Institution of Fashion Design, and dressmaking at Far East Dressmaking School respectively. After graduating, I was invited to be a guest tutor at both schools. This allowed me to further my learning by supporting new students and exploring ways to achieve my ultimate goal of launching my own fashion brand. At that time, I joined a major Far East Dressmaking School's fashion show. Following this exposure, I was invited to be interviewed on a television show. My first employer saw the interview and gave me a call - inviting me to join their company. I learnt a lot about design, production, and business operations there.

With that entrepreneurial foundation, just 8 months later, I established my own fashion house – Vee by Walter Ma. My rule of thumb for healthy and sustainable growth is to remain competitive in the ever-changing industry and to evolve over time. Focusing on innovation and reacting to market trends has been key to the brand's ongoing success.

### 你當初如何投身設計業？你如何保持品牌的長遠競爭力？

我分別在香港時裝設計學院修讀時裝設計和遠東裁縫學校學習裁縫技巧。畢業後，我受邀成為這兩所學校的客座導師，過程中，我扶植新入學的學生，亦探索到自己可如何實現推出自家時裝品牌的目標，令我獲益更多。當時，我參加了遠東裁縫學校舉辦的時裝表演。在這次曝光之後，我獲得了參與電視節目的機會，在節目中接受訪問。節目播出後，我接到第一任老闆的電話，邀請我加入他們公司。我在那裡學到了很多關於設計、生產和業務營運的知識。

憑藉這種創業基礎，僅僅8個月後，我成立了自己的時裝公司——Vee by Walter Ma。要維持品牌健康平穩的發展，關鍵是在這個不斷變化的行業中保持品牌的競爭力，與時俱進。專注於創新及掌握市場趨勢一直是品牌持續成功的關鍵。

### Would you tell us about how the fashion design industry in Hong Kong has changed in recent decades?

I began my career in the mid-1970s, when international fashion brands had yet to dominate the Hong Kong market. Local selections were limited at the time, so my distinctive designs offered something fresh for customers to discover. Today's landscape has changed dramatically. With the internet and social media, consumers have access to trends from around the globe instantly. For local brands like mine to remain top-of-mind amidst the influx of information, we must enhance our marketing efforts to stay on people's radars.

Compared to when I started, the government now provides ample opportunities to support fashion education through creative funding and workshops — resources that did not exist previously. This encourages young talents to explore and develop their skills. I hope the next generation will make the most of these advantages to forge their own paths in this dynamic industry. Constant evolution is essential given today's fast-paced climate, but passion and perseverance will always lead to success.

### 香港近幾十年來的時尚設計行業有哪些變化？

我在70年代中期入行。當年鮮有國際品牌，本地選擇亦有限，所以我的設計為顧客帶來新穎獨特的選擇。時至今日，隨著互聯網和社交媒體的出現，消費者可以即時獲取全球的時尚潮流信息。對於像我這樣的本地品牌來說，在這個資訊發達時代要保持人們的關注度，我們必須加強營銷推廣。

與我創業時相比，政府現在為時裝學生提供更多機會，為創意產業提供資助和通過研討會支持時尚教育，鼓勵年輕人探索和發展自己的才能，這些資源以前是不存在的。我希望新一代能充分利用這些優勢，在這個充滿活力的行業中開創自己的道路。在當今快節奏和快速變化的商業環境中，推陳出新固然重要，但激情和毅力將始終引領成功。

### What advice do you have for aspiring designers who are running businesses in the industry?

Every fashion designer dreams of succeeding on the global stage — participating in major fashion weeks and gaining recognition internationally. However, breaking into established European markets presents challenges for new designers due to high costs. To lay the foundation for future expansion, we must first approach fashion as the business it is. Stabilising revenue streams and minimising overheads at home will allow brands to strengthen their financial footing before venturing abroad.

Meanwhile, the Mainland market offers tremendous opportunities for growth. As interest in fashion continues to rise there, young designers would be wise to explore opportunities within the thriving domestic scene. Last but not least, focusing on astute execution will be the key to bring concepts to life.

### 對於自己創業的時裝設計師，你有甚麼建議？

參加大型時裝週、打響名堂，以至在全球舞台上大舉成功是每個時裝設計師的夢想。但是對於新晉設計師來說，進軍歐洲市場成本實在太高。要奠定穩固的基礎，我們必須首先將時裝視為一項商業。在本地穩定收入來源並減少非必要的經營開支，能加強品牌的財務基礎，然後再嘗試進軍海外市場。

與此同時，內地的服裝消費市場提供了龐大的拓展機會。近年內地對時尚品的追求，成為香港時裝設計的新市場，對於本地設計師來說，探索內地市場是不錯的選擇。不得不提的是，精準的策略與高效執行是將願景轉化為成果的關鍵。

Vice Chairman of Hong Kong Fashion Designers Association  
香港時裝設計師協會副主席

馬偉明

Mr. Walter Ma



#### Would you tell us your story about how you started your own business?

I was searching for a role that would combine my passions for design and video production. Usually, these two fields are separate in most industries. However, the rise of social media gave rise to a growing demand for engaging visuals. As platforms like YouTube and Instagram boomed in the 2010s, the need for dynamic motion design emerged. I founded eMotionLAB in 2012 to deliver creatively-driven motion work to clients.

#### Would you tell us the element(s) that you consider as important for success in the design business?

Passion and perseverance lay the groundwork for achievement in any industry. That being said, deft communication and proficient execution are equally paramount in the design business, as expertise alone is insufficient. One must skilfully convey concepts and interact with clients. Converting ideas into quality, on-schedule outcomes requires agile project management and problem-solving. It is through technical prowess paired with excellent communication and follow-through that designers find lasting recognition.

## Ms. Mandy Tsang

曾為民

Founder and Creative Director of eMotionLAB, a Motion Design Studio  
動態影像設計工作室 eMotionLAB  
創辦人及創意總監

#### What is the most memorable experience you can share with our DIP incubatees?

My first government project holds a special place in my career – it was a series of promotional videos for the Economic Development Committee, combining live action and motion graphics. Its extensive scope demanded far more time than typical productions. With tight deadlines looming, the challenges seemed insurmountable at times. Yet my dedicated team spurred me on during my moments of doubt. Their unfailing support helped ensure project delivery, culminating in high praise from the government client.

This experience taught me that even in the face of immense difficulties, a persevering spirit remains key. No goal is unattainable as long as one refuses to surrender. I share this story hoping to encourage DIP incubatees that commitment and diligent effort can help them surmount obstacles at work and events in life. Through teamwork and a strong will to succeed, all things become possible.

#### As a mentor for DIP, what advice do you have for aspiring designers who are just starting out in the industry?

To thrive in the ever-evolving design industry requires concentration, continuous learning and growth. If there's something that separates pros from amateurs, it's the willingness to welcome obstacles, take smart risks and embrace challenges. Making the most of networking, embracing feedback to strengthen your skills and maintaining a professional yet innovative approach will help you stay ahead of the curve. All in all, success comes to those who embrace challenges. But success doesn't come overnight. It demands commitment to consistent self-improvement through diligent and never-ending work.

#### 可否分享你的創業故事？

當時的我一直在想如何結合自己對設計及影片製作的熱誠，但是在大多數行業中，它們都是屬於兩個個別範疇。然而，社交媒體的興起帶動了用戶對動態影像內容的需求。隨著 YouTube 和 Instagram 等平台在 2010 年代蓬勃發展，市場對於新興行業如動態圖影像設計的需求上升。我於 2012 年創立了 eMotionLAB，為市場提供新派動態影像設計，在數碼年代帶來動態視覺傳達設計。

#### 要成功發展設計業務，你認為需要具備甚麼條件？

無論從事什麼行業，熱誠和毅力絕對是成功要素。在設計行業中，僅憑專業知識是不夠的，懂得靈活溝通和有效執行很重要。要將天馬行空的想法生動又有條理的傳達給客戶，需要靈活的項目管理和解難能力，在這之中，高度溝通能力扮演重要關鍵角色。通過出色的溝通和後續跟進，設計師方能獲得認可。

#### 能為我們的 DIP 學員分享一個令你難忘的經歷嗎？

我參與的第一個政府項目，在我的職業生涯中別具意義——那是為經濟發展委員會製作一系列的宣傳短片，當中涉及實景和動態影像設計，項目的範圍之廣比一般的製作需時較長。隨著截止日期步步逼近，我們似乎難以達成目標。在我感到氣餒之時，團隊成員鼓勵我，最終順利完成項目交付，並獲得了政府客戶的高度讚揚。

這次經歷讓我明白，即使事情看起來很困難，重要的是永不言棄。我希望這個故事能夠鼓勵 DIP 的學員，擁有堅持不懈的精神可以幫助他們克服工作和生活中的障礙。憑藉團隊合作和堅定的意志，一切皆有可能。

#### 身為 DIP 的導師，你對剛入行的設計師有甚麼建議？

設計行業瞬息萬變，設計師需要保持專注，以求進的精神鞭策自己不斷成長。想在眾多競爭對手中突圍而出，便要有冒險的精神，迎難而上，積極應對挑戰。與專業人士交流、認真看重反饋以提升自己的技能、並時刻展現專業可靠的態度，將幫助你保持領先地位。總而言之，擁抱挑戰，是邁向成功的起點。但成功並非一朝一夕，而是需要精進不休、一點一滴累積得來。



### What are the biggest challenges facing young designers in Hong Kong's business environment today?

The primary challenge faced by designers and the design industry in Hong Kong, as well as in general, pertains to the limited recognition of the value of design within society. The prevailing perception among individuals is that design is solely associated with aesthetics, which is often considered an optional factor in the market and business competition. However, it is important to acknowledge that design is an indispensable element for achieving success in competitive environments. If business managers currently only perceive design as a mere expense, it is imperative that they reconsider their perspective. Design should not be regarded solely as an expenditure; rather, it should be viewed as an investment that can yield returns. Until the broader society and clients recognise the inherent value of design is not merely aesthetic but more accurately: 'understanding audience needs', designers and design businesses will continue to face challenges.

### 面對現今香港的營商環境，年輕設計師遇到的最大挑戰是甚麼？

對於香港設計師、香港以至環球設計行業來說，主要挑戰是社會大眾普遍對設計價值缺乏認知。很多人認為設計純粹是關乎美學的事，而美感在市場及商業競爭層面只是一個非必要性的選項。然而，要在競爭激烈的環境中穩操勝券，則需知道設計是不可或缺的元素。如果決策者目前只將設計視為一項開支，那麼他們就必須重新審視自己的看法。設計不應被視為一項支出，而是可以帶來回報的投資。設計師和設計企業仍將繼續面對挑戰，直至社會及顧客普遍意識到設計的內在價值不單只在於美感，而是「了解受眾需要」。

### How do you help DIP incubatees navigate those challenges you just mentioned?

As a mentor, I am so gratified to witness the growth of these exceptional young talents who possess remarkable abilities and promise, thanks to the comprehensive business training, support and guidance of the programme. In my role, I offer advice and suggestions based on my experience, providing objective insights when needed. I also give them my opinions on how to leverage their strengths and advantages to maximise their competitiveness, address any challenges or shortcomings in their business models, and strategically position their businesses within the market in alignment with their specialised offerings. Often, these aspiring designers find themselves at a crossroad, facing perplexing decisions, and I assist them in making informed choices.

### 你如何幫助設計創業培育計劃 (DIP) 的設計師應對剛才提到的挑戰？

我接觸過的這群年輕設計師都是才華橫溢，前途無可限量，而身為導師，能親眼見證他們在計劃的全面營商培訓、支援及指導下得以成長，實在非常欣慰。我的角色是根據自己的經驗提供意見及建議，並在有需要時分享客觀見解。此外，我會跟他們談談可如何發揮自己的專長和優點以提升競爭力、其商業模式的缺點及可能面對的挑戰，以及如何根據產品及服務特點將業務定位。這些有抱負的設計師不時會發現自己處於十字路口，不知怎樣作出抉擇，而我便會從旁協助他們，在掌握更多信息下作出明智選擇。

### What advice would you give to young designers who want to expand their business outside Hong Kong?

Hong Kong designers are highly adaptable, thanks to their long-established history and repertoire of catering to the needs of global markets. It is crucial for young designers to avoid limiting their vision and business prospects solely to Hong Kong. Numerous potential markets surround us, extending beyond the traditional markets of the Americas and Europe. The ASEAN and North Eastern Asia regions offer vast opportunities, not to mention the ready accessibility of the Greater Bay Area and the rest of the mainland China market. Moreover, the emerging Middle East market should not be overlooked. Overall, we possess the advantage and competitive edge required to thrive in these markets. Just be brave and step out!

### 對於有意將業務拓展到香港以外的年輕設計師，你有甚麼建議？

香港設計師都有適應能力非常強的特質，這是受惠於香港設計行業的發展一向是面向國際，慣於迎合環球市場的需求。年輕設計師不應固步自封，把自己的視野和業務發展局限於香港，而應放眼世界。除了美洲、歐洲等傳統市場外，我們周邊亦有不少具潛力的市場。東盟及東北亞地區機遇處處，更不用說毗鄰的大灣區及其他內地市場。另外，新興的中東市場也不容忽視。總括來說，我們具備有利條件和競爭優勢，有能力在這些市場蓬勃發展。只要勇敢走出去，便能闖出一片新天地！

Founder and Creative Director  
of L.I.M. Design Work,  
a Multi-disciplinary Design House  
跨範疇設計工作室白水草堂創作室  
創辦人及創意總監

梁  
昆  
剛

Mr. Ron Leung

# Life is the Driving Force Behind Design

## 生活即是設計的原動力

People need inspiration in every aspect of life. Its position is no exception when it comes to design. Inspiration from daily life will always help you generate creative and unique ideas for your projects. Meet the 12 incubatees from our Design Incubation Programme (DIP) who lay bare their sources of inspiration.

在生活的各個方面，人們都需要靈感，而在設計領域上也不例外。來自生活的靈感可以幫助你激發創意，產生獨特且創新的想法。讓我們一起認識12家「設計創業培育計劃」公司，了解他們的靈感來源。

「在大自然環境中跑步，讓我能夠更集中精神，以清晰的頭腦構思設計理念。」

# 郊區跑步徑

‘Running in nature gives me a clear and concentrated mind to start a design concept.’



## Terence OR

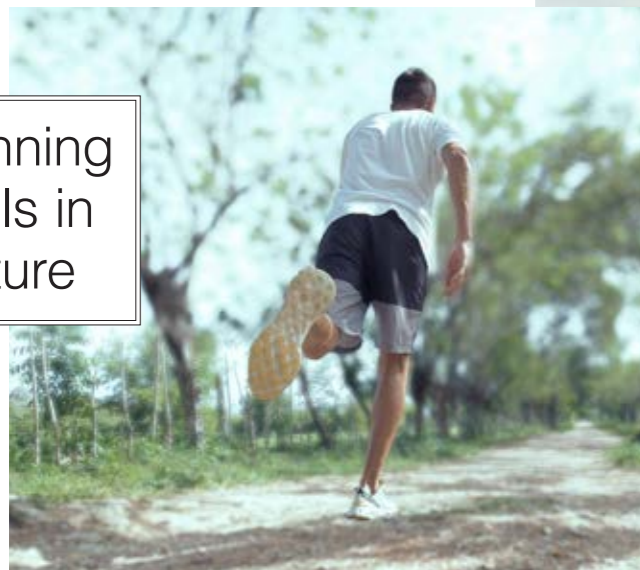
LTMC LIMITED

LTMC is a collective of multidisciplinary creatives, we specialise in creating bespoke spaces for a diverse array of clients.

Constantly pushing boundaries of our field, we take clients on a personalised creative journey and have a penchant for the extraordinary. Balancing meticulousness with ingenuity, we unlock fresh ideas and create unforgettable environments that rouse curiosity and awaken the senses.

LTMC是一個集合多學科創意人才的單位，我們專注於為不同類型的客戶創造定制室內空間。

我們不斷地挑戰領域的邊界，對非凡的事物充滿熱情，帶領客戶走上一段個性化的創意旅程。在細緻和獨創性之間取得平衡，釋放新鮮的想法，創造令人難忘的環境，喚醒好奇心，激發感官體驗。



## Running Trails in Nature

‘Deep Food’s experimental prawn dumplings, also known as HarGow, were among our very first projects. The idea happened spontaneously when our family was making dim sum. It carries a fun yet serendipitous spirit that is still important in our practice.’



HarGow

「Deep Food 的實驗蝦餃是我們的早期項目之一。我們一家人製作點心時，腦海突然浮現這個想法，有趣味之餘而又出於偶然，這份精神在我們的設計過程中仍佔重要席位。」

# 蝦餃

## Heinrik NG Cindy CHAN

Deep Food Limited 深食

Deep Food is 'Food for Thought', a creative agency that deploys multi-sensory edible experiences for public programmes to promote art and culture. We extend the value of edibles as a content medium, with creation ranges from immersive exhibition experiences to multi-sensory performances and creative workshops.

Co-founders of Deep Food, Cindy and Heinrik, both graduated from PolyU with BA in Product Design. Cindy has a MA in Applied Imagination in the Creative Industries at Saint Martins.

深食 (Deep Food) 是為思辨而創作的食物設計，成員陳可兒和伍澤均利用產品設計背景，致力於為公共項目提供多感官的可食用體驗，以推廣藝術和文化。在設計中反映各種生活文化和哲學觀點，透過進食體驗來激發公眾思考及引起討論。

兩位聯合創始人畢業於理工大學產品設計系，陳氏亦畢業於倫敦聖馬丁學院 (設計碩士)。



‘Time Flows, a handmade book documenting my inner thoughts and struggles during my first four years of design practice, reminds me of why I started, to never stop questioning, never give up and work hard with a good heart.’

「《Time Flows》是一本人手製作的書，記錄了我入行首四年的心路歷程和掙扎，提醒我要毋忘初心，永不停止提問，永不言棄，努力不懈，同時行出善良。」

Time Flows



### WONG Yui Chung, Eddie

Eddie The Studios 本

Eddie The Studios is a collaborative design and research practice that works in the field of graphic design and typography with a focus on books and visual identities. We combine creative and strategic perspectives with a contemporary visual sensibility to approach projects of different scales and complexities.

本 (Eddie The Studios) 是一間設計與研究實踐並重的工作室，專注各種視覺形象企劃及書籍體驗設計。我們重視設計的力量，通過設計實踐及思量，以故事性轉化，留下觀者一個訊息，強調設計生命觀。

‘My messy studio is my source of inspiration – because creating your own ambience is the first step in design.’



我凌亂的工作室

My Messy Studio

### LAM Kin Yan

Genau Studio 係工作室

Genau Studio was established in December 2021 by LAM Kin Yan. It aims to provide both garments in an ethical manner. With sustainability and craftsmanship as its focus, it endeavours to create long lasting garments with high quality. Genau Studio explores the application of natural dye, including screen print and block print, and the use of traditional techniques in a modern context.

係工作室 (Genau studio) 由林健仁於2021年12月成立，旨在以文化工藝和可持續性為軸心創造高品質的服裝。工作室探索天然染料的應用，包括絲網印刷和木刻印刷，以及在現代思維下使用傳統技術。

「凌亂的工作室便是我的靈感泉源 – 因為營造屬於自己的氛圍，是設計的第一步。」



「我們如能在平凡中發現美，便更懂得欣賞自然世界及其所蘊藏的奧秘。有時，大自然甚至可以幫助我們覓得創作靈感。」

The Art of Finding Beauty in the Mundane



在平凡中發現美



‘Discovering beauty in the mundane encourages us to gain a deeper appreciation for the natural world and the wonders that it holds. Sometimes it can even help us find inspiration for our own creative endeavours.’

Tara LEE

LE MANDORLE LIMITED

Founded in 2021 by Tara LEE, LE MANDORLE is a jewellery design studio that delicately weaves artistry and practicality into wearable sculptures.

The name LE MANDORLE, which translates to ‘The Almond’ in Italian, reflects the brand’s philosophy of simplicity and organic beauty. The studio is committed to ethical sourcing, with a focus on using primarily recycled sterling silver with 18k gold plating. This commitment ensures that each piece is accessible to all who seek to adorn themselves in wearable art.

由設計師 Tara Lee 於 2021 年創立的首飾品牌 LE MANDORLE，創作兼具雕塑感與當代女性特質的輕奢珠寶首飾。

品牌名取自意大利文「杏仁」的意思。透過精巧設計，探索自然、女性與首飾三者之間的關係，將永恆作為設計的關鍵詞。利用環保純銀與 18k 鍍金，以此延續在品牌理念中的可持續觀。

「我們對超現實和烏托邦的景觀著迷。我們作風大膽的實驗設計參考了「流體建築」，它不僅是代表一種風格或形式，更是體現了一種無形的實驗精神。」

Surreal Architecture and Utopian Landscapes

‘We are fascinated by surreal and utopian landscapes. Our bold and experimental designs reference Blobitecture, which does not merely represent a style or form, but a non-tangible, experimental spirit.’



超現實和烏托邦的景觀

Andrea LAU  
Sam CHAN

Kinks Lab

Kinks Lab aims to explore creative ways in jewellery wearability through the combination of 3D technology and traditional metalsmith. The designer-duo base their ideas on a unique form of architecture, Blobitecture, in creating experimental and bold jewellery. Its organic form represents their utopian vision as designers with architectural background and the integration of spatial concepts in jewellery making.

Kinks Lab expands the market globally to Japan, Taiwan and the United Kingdom, and is featured by multiple media, including Vogue HK, Madame Figaro, Harper’s Bazaar, Schön! Magazine, WWD Japan and more.

Kinks Lab 透過將流態立體建模技術及傳統金工工藝相結合，探索珠寶的另類穿搭可能性。設計師二人以獨特形態的「流體建築」為設計概念，創作出實驗性及大膽的珠寶。

Kinks Lab 在兩年間將市場擴展至全球包括日本、台灣和英國。品牌還與造型師和藝術家密切合作，並受到多家媒體報導，包括 Vogue HK、Madame Figaro、Harper’s Bazaar、Schön! 雜誌、WWD Japan 等。





‘Nature inspired me to create this bamboo craft kit with the idea of ‘Make Your Own Bamboo Work’. It’s sophisticated yet easy to do, and it gives a deeper appreciation of the art of bamboo craft.’

Nature

「大自然啟發了我創作這款竹編作品材料包，既精緻又易做，以「任何人都能做到」作出發點，讓人更深入欣賞竹藝。」

大自然



### TING For Chun

YIWOOO.CO 二回

Yiwooo is a bamboo craft brand established in 2018. With the meaning of ‘twice’ in Chinese, the name is inspired by the creation process where bamboo strips have to be woven across at least twice for sturdiness. The brand commits to connecting bamboo crafts with modern city life through its handicraft bamboo product, workshop, spatial design and installation. Exhibitions have been shown on Crafts on Peel, LANDMARK and Blue Bottle Coffee.

「二回」竹編工文化組織成立於2018年。「二回」意味重覆，名字靈感來自於竹編圖案至少重覆兩次才能穩固結構。品牌透過製作竹編工藝品、工作坊、空間裝置設計，致力於將竹工藝重新帶進城市，連結現代生活。作品曾於Crafts on Peel及LANDMARK及Blue Bottle Coffee等展出。

「大自然奇觀色彩斑斕，呈現錯綜複雜的圖案及紋理，一直是創作靈感的泉源。人所無法掌控的強大自然力量，能夠激發創意想像。我渴望像花卉或植物一樣，在任何環境中都能茁壯成長。」



Nature

大自然

‘Nature’s wonders, with their diverse colours, intricate patterns and textures, have always been a source of inspiration. The powerful and uncontrollable forces of nature inspire creativity. I aspire to grow and thrive like a flower or plant in any environment.’

### Mandy TSANG

Momant Studio Limited

Established in 2020, Momant Studio is a visual and spatial design studio that provides tailor-made services. Combining natural materials such as flowers and foliage with multimedia elements, the studio creates a pleasant journey for clients from a different perspective. We have participated in projects such as Louis Vuitton’s global project paying tribute to the legendary designer Virgil Abloh in Hong Kong 2021 etc.

於2020年成立的Momant Studio 是一間視覺及空間裝置藝術工作室。透過植栽及花藝，揉合實體佈置及多媒體，協助客戶呈現不同的主題及故事。我們曾參與國際品牌的藝術裝置工作，例如在2021年參與LV男裝藝術總監 Virgil Abloh 的香港紀念活動的植栽創作。





「Chanel N°5 是我最早的嗅覺記憶，如此細膩的香味啟發我探索奢華世界。由畫家走到調香師，我生命中的一切都是從那一刻開始。」

Chanel N°5



‘Chanel N°5 was my earliest olfactory memory. Its exquisite scent inspired me to embark on an exploratory journey into the world of luxury. Everything in my life, from being a painter to a perfumer, started from that moment.’

**Jasper LI  
Adrian YU**

TOBBA PARFUMS LIMITED

Tobba's founder Jasper views perfume as a work of art and a way of expression. The former painter is influenced by the statement 'Art is not bounded by one dimension', which drives him to experiment with different mediums throughout his artistic journey. Scent being one of them, turns out to be the perfect canvas for him. Jasper translates the visual into the olfactory, utilising a wide variety of ingredients to build layers, add depth and create textures while evoking heart-warming memories that form the foundation of the audience's interpretation.

Tobba的創辦人Jasper Li視香水為一種藝術的呈現。曾經是一位全職畫家的他相信，藝術不局限於一個維度，這信念一直推動他尋找畫畫以外的可能性，直至他發現氣味擁有令人著迷的力量，進而大膽嘗試和探索調製香水，把其藝術的語言從視覺轉化為嗅覺，利用香氣造出視覺的層次、溫度和質感。

「我小時候玩具不多，長大後令我十分在意，所以現在會買很多，這對我來說有療癒作用。我最終收藏了一大批玩具，而這些玩具為我的設計工作注入無限靈感。」



Toys I Wanted as a Child

**Toki WONG**

Toki Studio Limited

Kowloon City Boy was born out of our belief that fashion is not unattainable, but accessible and down-to-earth. While the clothes on the runway are indeed eye-catching and dazzling, we believe that great designs are practical and wearable in daily life.

Simply put, we want to make 'beautiful and down-to-earth' fashion items! That's why Kowloon City Boy is here! We hope to share our beliefs and creative ideas through localised designs.

Kowloon City Boy的出現，源於我們認為時裝並不是高不可攀，而是可以平易近人。伸展台上的衣服確實耀眼，但我們更期望出色的設計能夠「著上街」，在日常生活中可以讓更多人穿上。

簡單來說，我們想做「靚得貼地」的時裝！於是Kowloon City Boy風格出現了！希望通過在地化的設計，分享我們的信念和創作意念。



‘I didn't have a lot of toys as a child, so I buy a lot of them now. It's therapeutic for me. I ended up with a huge collection, and they inspire my work as a designer.’

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「我們屢獲殊榮的 Bubbly Lamp 破格創新，能夠變換成不同的形態。這款座地燈既優雅又玩味十足，為任何家居增添生趣。」



Bubbly Lamp

‘Our innovative, award-winning Bubbly Lamp is designed to be able to transform into different forms. This playful yet elegant floor lamp will be a special addition to any home.’

### Francis LAM Etain HO

Canalside Studio

Canalside Studio is a design practice curious at multiple disciplines from architecture, interior, installation art to furniture and product. We approach design subjects through questions and innocent perspectives, to identify practical constraints and distill its essential characters into a physical experience.

Works of the founders, Francis and Eain, have also been featured in media and publications including Designboom, Dezeen, Archdaily, AD Clever and Detail magazine.

Canalside Studio 是一間涉及建築、室內、裝置藝術和產品的多面向設計工作室。工作室通過提問和回歸基本的觀點進行設計，從切實的限制裡分析出根本的特徵成為獨特的體驗。

創辦人 Francis 和 Etain 的作品曾刊登在 Designboom、Dezeen、Archdaily、AD Clever 及 Detail magazine 等媒體及雜誌。

‘I am always on the go. To feed my mind with innovative and creative ideas, I like to shuffle between transport modes. I wander around, using my smartphone to capture fleeting ideas through text and images.’

Achieve a State of Flow



「為客戶找出廣告創意，不能簡單只坐在辦公桌前。我喜歡穿梭於交通工具上或在街上步行，然後用一部電話，將稍瞬即逝的意念以文字及影像記錄。」

讓自己不斷流動

### Sam WONG Venus KWAN

8899 Creative Limited

8899 Creative was founded in 2020 and is an advertising agency and production house. We provide comprehensive creative communication and production solutions, including television commercials, online videos, graphic design, outdoor advertising, event planning, digital advertising campaign design, and more.

Through precise planning in the pre-production, production, and post-production stages, clients can visualize the finished product to about eighty to ninety percent completion from the very beginning.

8899 Creative 成立於 2020 年，是一間廣告創作與製作公司。我們提供全面的創意溝通和製作方案服務，包括電視廣告、網絡短片、平面設計、戶外廣告、活動統籌、數碼營銷廣告設計等。

通過前中後期的精確規劃，客戶一開始便可以預視到 8899 的完成品。



In the competitive fashion world, having the right support can make all the difference between success and failure. Three emerging designers, Jason, Vann and Wilson were among those who received assistance to pursue their ambitions through HKDC's Fashion Incubation Programme (FIP). With the guidance and resources provided by the programme, they were able to chart a successful trajectory towards achieving their professional goals.

Jason learned about FIP during his studies and seized the opportunity to apply for the programme after he entered the commercial market. Vann knew that FIP has abundant resources and funding, so she decided to give it a try and applied for FIP when figuring out where to begin to advance her business. Wilson, after years of building his brand, saw FIP as the ideal platform to take it to the next level.

United by their pursuit of success, the three designers recognised the value of seeking support in order to thrive and succeed in the competitive fashion landscape.

時裝界競爭日趨激烈，設計師要突圍而出，關鍵之一能否獲得適切支援。三位新晉設計師李居錡 (Jason)、郭妍慧 (Vann) 及蔡鴻成 (Wilson) 在香港設計中心的時裝創業培育計劃 (FIP) 支援下，得到專業指導及寶貴資源，幫助他們逐步實現夢想，向事業目標進發，踏上成功創業路。

Jason在就學期間知悉FIP，其後踏足商業市場即把握機會申請參加計劃。Vann得知FIP擁有豐富的資源和創業資助，當她想要推進品牌業務時，她決定嘗試申請FIP。而建立品牌數年的Wilson，則認為FIP是將品牌推到更高層次的理想平台。

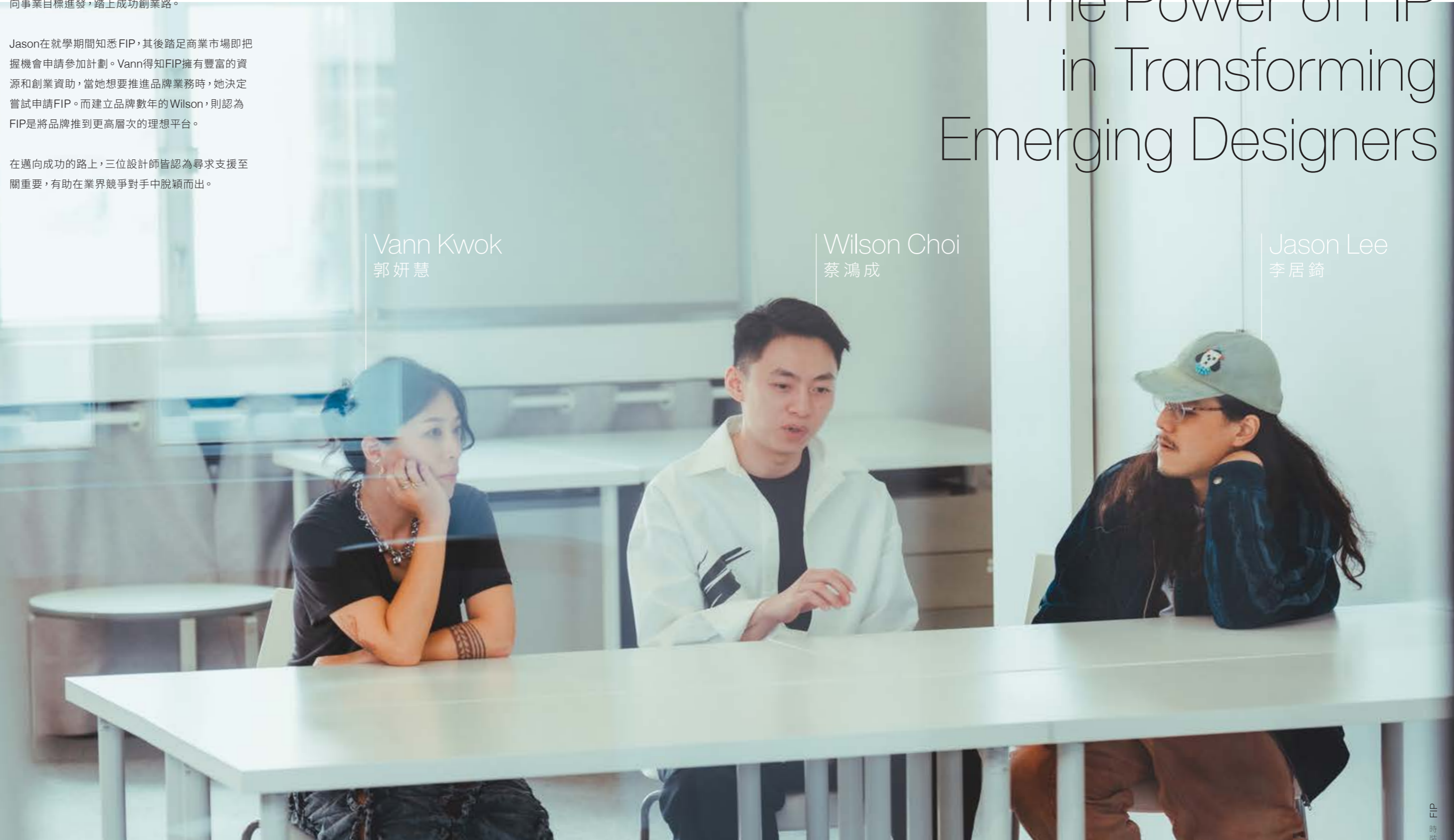
在邁向成功的路上，三位設計師皆認為尋求支援至關重要，有助在業界競爭對手中脫穎而出。

展開蛻變之旅  
新晉設計師助  
釋放時裝潛能

FIP

：

# Unlocking Fashion's Potential: The Power of FIP in Transforming Emerging Designers



Vann Kwok  
郭妍慧

Wilson Choi  
蔡鴻成

Jason Lee  
李居錡

## Crafting an Inspirational Journey: The Visionaries Behind REDEMPTIVE, YMDH, and VANN

打造鼓舞人心的旅程：  
REDEMPTIVE、YMDH及VANN  
背後的设计先鋒

Wilson, the visionary behind the fashion brand REDEMPTIVE, masterfully balances design philosophy, wearability, and market demand while staying true to the brand's strong message and sustainable ethos. Drawing from his own emotions and experiences, Wilson's approach to each collection is about bringing awareness, positivity, and energy to the seen and unseen social, cultural, and environmental issues facing our world. His latest collection, 'Out of Service', expresses the exhaustion he felt after a previous fashion show. In the collection, a combination of a suit jacket and sweatpants aptly symbolises the ubiquitous Zoom meetings of the work-from-home era.

Jason founded YMDH with the intention of embarking on a journey of growth alongside his daughter, and has created designs rooted in their joyful shared experiences. As his brand evolves, Jason faces the delicate task of balancing his creative vision with the realities of the commercial market. He is actively learning time management skills and seeking guidance from the experiences of others, and finding suitable means to run the brand in a way that works for him.

Vann, the creative force behind VANN, seamlessly merges traditional craftsmanship with modern aesthetics in her jewellery designs. Even as she embraces technology for tasks such as resizing, she maintains a focus on the enduring value of traditional techniques. By integrating 3D scanning and computer software, Vann enhances efficiency without compromising the skilled workmanship of her artisans. Vann envisions exciting possibilities for the convergence of technology, art, and traditional craftsmanship.

時裝品牌 REDEMPTIVE 由別具遠見的 Wilson 創辦，巧妙平衡設計理念、實用性及市場需求，同時忠於品牌希望傳遞的訊息及可持續發展精神。Wilson 以親身經歷和感受作為靈感，透過設計回應可見及不可見的社會、文化及環境問題，提高公民意識之餘，亦注入正面力量。他的最新系列名為「Out of Service」，藉此表達自己在上一場時裝表演後的疲憊感覺。系列結合西裝外套及運動褲，充分表達在家工作時無窮無盡的 Zoom 會議。

Jason 成立品牌 YMDH 的初衷是與女兒一起踏上成長旅程，並以父女兩人的愉快經歷作為設計靈感。隨著品牌日漸發展，Jason 需要解決在創意和成本之間取得平衡的現實問題。他積極學習時間管理技巧、聆聽其他人的經驗之談，並尋找適合自己的方式來經營品牌。

Vann 是品牌 VANN 背後的創意力量，其時尚首飾設計完美融合傳統工藝與現代美學。儘管她在調整尺寸等工序中運用科技，採納 3D 掃描及電腦軟件以提高工作效率，但她依然重視傳統技藝的深遠價值，作品盡顯匠人之精湛工藝。Vann 糅合科技、藝術及傳統工藝，帶來令人期待的種種可能。



## Empowering Fashion Entrepreneurs: Equipping Designers with Essential Skills to Overcome Challenges and Achieve Success

賦予時裝企業家力量：  
助設計師裝備所需技能，  
克服挑戰並為品牌取得成功

Aspiring designers often face daunting challenges on their path to success. However, with the unwavering support and resources provided by FIP, these entrepreneurs have been able to overcome obstacles, embrace creativity, and achieve remarkable milestones.

Wilson faced the formidable task of organising a fashion show in the Mainland after the pandemic, and having to handle every aspect of it independently. Fortunately, with FIP's support, he triumphed over obstacles and achieved a resounding success. Incorporating 3D printed pieces – developed using FIP's project funding – added a unique and exceptional dimension to the show. Wilson's journey with FIP also showcases the crucial role of mentorship support. He gained invaluable guidance and professional advice from various experts, such as legal consultations in contract dealings with buyers. Over and above that, with the support of marketing funding which enabled him to expand his brand's reach through strategic marketing and PR efforts, he was able to showcase his collections at prestigious events such as the Shanghai and Paris Fashion Weeks. For Wilson, joining FIP was a lifeline.

Jason's brand journey was enriched by the support from FIP, which provided invaluable resources and a diverse network. Through FIP's projects and collaborations, he was able to delve into Hong Kong's vibrant Hip-Hop culture, exploring new artistic expressions and connecting with like-minded individuals. With an introduction by FIP, he successfully held an

exhibition of his capsule collection at Home Kong over the Christmas season last year, which featured collaborative events by local artists and workshops. This paved the way for him to engage in further collaborations and pop-up showcases of his '420' and Spring/Summer 2023 collections. FIP's diverse resources have empowered Jason's brand to evolve and seek new challenges, and this perfectly exemplifies how the programme enables designers to embrace their creativity and unlock new horizons.

Vann's experience with FIP highlighted the significant benefits of networking, expert advice, and operational support. FIP's extensive designer network provided invaluable guidance and insights, aiding in problem-solving and connecting with experienced brands. The platform facilitated brand-to-brand communications, allowing for collaborations and knowledge exchanges. These measures alleviated Vann's sense of isolation as she worked on her own, and reassured her that she was not alone on her journey. She also found FIP's tailored, one-on-one branding consultation, not commonly available in the market, very beneficial. With a consultant's professional advice, she was able to tackle and address brand-related issues. Additionally, with FIP's operational funding, Vann has the freedom to pursue her vision and aspirations for her brand. FIP's regular milestone reviews with incubatees ensure ongoing support to minimise errors and setbacks, and it is this kind of comprehensive support that inspires confidence in Vann and empowers her brand journey.

每個有抱負的設計師總需要經歷各種挑戰，才能嘗到成功滋味。然而，FIP 的支持及資源大大幫助這些企業家衝破重重難關，充分發揮創意，並奠下一個又一個重要的里程碑。Wilson 於疫情後在內地舉辦一場時裝表演，過程相當艱鉅，需要親力親為處理所有細節。幸而在 FIP 的支持下，他克服一切困難並取得莫大成功。FIP 所提供的項目資助更幫助他使用 3D 打印技術來開發產品，為時裝表演添上獨一無二的非凡元素。在他的 FIP 歷程中，專家指導亦起關鍵作用。他聽取多位專家的寶貴指導及專業建議，例如與買家簽訂合約的相關法律諮詢，獲益良多。除此之外，他運用市場推廣資助，推展策略營銷及公關工作以擴大品牌足跡，成功在上海及巴黎時裝周等頂尖活動展示系列作品。對於 Wilson 來說，加入 FIP 有助排難解憂。

FIP 提供寶貴資源及廣泛的交流網絡，有助 Jason 逐步建立品牌。透過 FIP 的項目及合作機會，他能夠鑽研香港充滿活力的嘻哈文化，探索嶄新的藝術形式，並廣交志同道合的益友。去年聖誕節期間，在 FIP 的穿針引線下，他於 Home Kong

舉辦膠囊系列展覽，當中包括本地藝術家的聯乘項目及工作坊。他藉此拓展更多合作及快閃展示作品的機會，包括「420」和 2023 年春夏系列。FIP 提供多元化的資源，推動 Jason 的品牌不斷發展並尋求新挑戰。這例子完美體現計劃如何幫助設計師發揮創意，並開拓嶄新視野。

交流網絡、專家建議及營運支援所帶來的裨益，從 Vann 的 FIP 歷程可見一斑。FIP 的強大設計師網絡提供寶貴指導及精闢見解，有助解決疑難，並與資深品牌建立聯繫。平台促進品牌之間的交流，推動合作及知識分享。這些項目減輕 Vann 一個人工作時的孤獨感，並令她知道自己在創業途上並非孤軍作戰。她又認為 FIP 度身設計的一對一品牌諮詢非常有幫助，而這在市場上並不常見。她聽取顧問的專業建議後，能夠處理及解決與品牌相關的難題。此外，FIP 的營運資金讓 Vann 更有自由度追求理想，實現品牌願景。FIP 與培育公司定期進行階段性檢討，確保持續提供支援以減少錯誤及障礙，而正正是這種全面的支持，令 Vann 充滿信心，亦為其建立品牌的進程注入動力。

## Navigating the Fashion Frontier: FIP's Nurturing Support Fuels Designers' Dreams and Sets the Path to a Bright Future for Brands

走在時裝最前線：  
FIP成為設計師追夢的強大後盾，  
讓品牌邁向光明未來



Designers' worlds can be both exhilarating and daunting, but FIP can be the ultimate gateway to confidence and achievement. While their respective creative journeys may have been daunting at times, Wilson, Jason, and Vann have made great progress and found confidence and inspiration from FIP's support and guidance.

Wilson's journey was enabled by financial assistance from FIP, which liberated and empowered him to take his place on centre stage. With this newfound freedom, he was able to fearlessly pursue collaborations and events, and witnessed his dreams unfold.

FIP played a pivotal role in Jason's journey, transforming him into an entrepreneur as well as a designer. With FIP's expert business advice, he gained fresh perspectives on brand management, honing his strategic vision and expanding his horizons. Armed with newfound skills, knowledge, and insightful decision-making, Jason navigated the intricate landscape of fashion as a business, and was able to propel his brand forward toward new and exciting horizons.

設計師的世界既令人興奮又消磨意志，但FIP可以成為通往自信及驕人成就的大門。雖然在Wilson、Jason及Vann各自的創作之旅中，有時會出現令人氣餒的時刻，但在FIP的支持和指導下，他們得以建立自信及深受啟發，取得莫大進展。

FIP的財務資助為Wilson賦予自由度，讓他在時裝舞台嶄露鋒芒。他不再受資金因素的牽絆，能夠無所顧慮參與合作項目和活動，一步一步實現夢想。

在Jason成為企業家兼設計師的歷程中，FIP起了關鍵作用。在FIP專業的營商建議下，他獲得管理品牌的新觀點，重塑策略願景並開拓視野。憑藉新技能、新知識及有見地的決策，Jason成功駕馭錯綜複雜的時裝格局，並推動品牌邁向令人期待的新領域。

For Vann, FIP was a beacon in a tumultuous sea of ever-evolving market conditions and the challenges that they bring. With the unwavering presence and support of FIP, these challenges became less daunting for her; and with a renewed sense of purpose, Vann has fearlessly embraced her journey towards success.

Looking ahead, Wilson aims to create more designs each season, participate in fashion shows, and explore more collaboration opportunities. In the dynamic fashion scene of Hong Kong, Jason focuses on staying true to his brand's philosophy. Recognising the importance of a digital presence, Vann plans to enhance her online sales and engage directly with customers. The three rising stars perfectly represent how a commitment to adaptability and growth can lead to great accomplishments and success in the ever-evolving fashion industry.

對於Vann來說，面對瞬息萬變的市況及箇中挑戰，FIP就如汪洋大海中的燈塔。有賴FIP的扶持，挑戰不再令Vann卻步，更懷著新的目標，無畏無懼踏上成功之路。

展望未來，Wilson的目標是每季設計更多作品、參與時裝表演並發掘更多合作機會。在變化萬千的香港時裝界，Jason堅持忠於其品牌理念。而Vann則明白到立足數碼世界的重要性，計劃加強網上銷售並與顧客進行更多直接互動。在不斷蛻變的時裝行業中，這三位設計新星完美體現如何憑藉適應力及積極成長的心態，取得非凡成就及莫大成功。



# A Look Across the 10 FIP Designer Brands of 22/23

22/23年度10個時裝創業培育計劃 (FIP) 設計師品牌一覽



Launched in 2018, Christian Stone is a brand with a penchant for cultural subversion. Inspired by the 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, playful style comes to life in wild silhouettes and futuristic forms. The unique Christian Stone aesthetic counts boundary-pushing celebrities among its fans, including artists such as ASAP Rocky, Chae Lin CL, Billie Eilish, FKA Twigs and Steve Lacy.

熱衷於顛覆文化的時尚品牌 Christian Stone於2018年創立，設計師馮子華以互聯網、流行文化與數碼文化的特性為靈感，將真實和虛擬元素融合在作品中，抒發對現代生活、身份認同和幻想主義的見解。品牌以獨特、大膽和玩味風格，展現狂野的線條輪廓與形態。其獨美學更吸引演藝名人 ASAP Rocky、Chae Lin CL、Billie Eilish、FKA Twigs 和 Steve Lacy 等擁戴。

CHRISTIAN STONE



V17 JUXTAPOSES SOCIAL ISOLATION AND AWKWARDNESS WITH THE THRILL OF SPORT AND THE ADRENALINE RUSH OF BOULDERING, AND EMBRACES THE STEREOTYPES OF EVERY FELLOW GEEK WHOSE HOBBIES AND INTERESTS ARE SHOWCASED IN BEDROOMS AND GARAGES.

V17 將社交孤立及尷尬不安的感覺跟抱石運動的興奮感相提並論。透過系列探討一般人心目中書呆子的形象，將其收藏於睡房及車庫裡的喜好及興趣一一展示。

# The Autumn/Winter 2023 collection is inspired by Hong Kong's night scenes, integrating its architectural wonders and urban landscapes into clothing that expresses the city's appearance and characteristics.

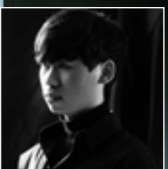


Founded in 2015, KEVIN HO is grounded in an appreciation for structure and femininity. Focused on womenswear, the designs express individuality and modernity through striking silhouettes and bright, contrasting colours that capture the uniqueness of the wearer. Each piece fully embodies the beauty of balancing power and gentleness. The label has been showcased at Tokyo, New York and Taipei Fashion Weeks and featured in Vogue Italia, GQ China, ELLE, Marie Claire and Milk Magazine, etc.

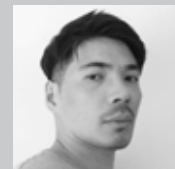
KEVIN HO 創立於 2015 年，設計師何均霖專注於女裝設計，以彰顯時裝結構和女性氣質，透過引人注目的輪廓和明亮的對比色調呈獻現代時尚，捕捉穿著者的獨特個性。每件作品均充分體現出強與柔的平衡之美。品牌曾於東京、紐約和台北時裝週上展出，並在意大利版《Vogue》、《GQ 中國》、《ELLE》、《Marie Claire》和《Milk》等雜誌上亮相。

2023 秋冬系列以香港夜景作為靈感，將都市建築和景觀融入到服裝和配件中，充滿城市氣息的意象散落在系列之上。

KEVIN HO







NILMANCE



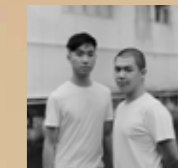
Founded in 2017 by designer Mike Yeung, Nilmance is an urban menswear brand inspired by daily life. Challenging what it means to be fashionable and practical, the brand uses cutting-edge technology and textiles to deliver function-focused designs with a distinctive visual style. Integrating modern technology and the needs of day-to-day modern living, Nilmance's unique aesthetic is about details, technical skill and the ability to step out with confidence in a low-key style.

Nilmance由設計師楊未名於2017年創立，是一個以日常生活為靈感的都市男裝品牌。設計師敢於挑戰高難度的實用性時尚，採用尖端技術和紡織品，設計出以功能為核心，兼具獨特視覺風格的時尚服飾。Nilmance整合科技與現代生活的日常需要，以精巧細節和實用功能，營造出低調自信、別樹一幟的美學風格。

系列靈感源自對現實生活情景的觀察和對穿衣者行為的分析，彰顯出象徵著力量及動感的多用途當代設計。

THE COLLECTION WAS INSPIRED BY OBSERVATIONS OF REAL-LIFE SCENARIOS, BY ABSORBING AND ANALYSING WEARERS' BEHAVIOURAL PATTERNS. THESE PATTERNS ARE AFFIRMED WITH CONTEMPORARY VERSATILITY AND DESIGN PRACTICE THAT SIGNALS STRENGTH AND MOVEMENT.

PONDER.ER



By reimagining a college boy's daily laundry, 'DIRTY LAUNDRY' is about exploring the sensual relationship between garments and the wearer. Twisting familiar forms and structures, the collection continues to alter the narrative of modern masculinity.

Founded by Alex Po and Derek Cheng, Ponder.er's gender-fluid designs examine stereotypes and conventions, encouraging wearers to experiment with and explore their identities. The brand has collaborated with the Hong Kong Ballet and featured in Vogue Hong Kong's 'The Next List 2020'. They were honored as the Yu Prize 2022 Grand Prize winner and named one of 10 Asian Designers To Watch 2022 by Fashion Asia Hong Kong. Their AW 2022 collection was nominated for Best Fashion Collection in Wallpaper\* China Design Awards 2022.

由浦加林及鄭仲曦創立的Ponder.er，以無性別服裝設計，檢視刻板印象與規條，鼓勵用家多作嘗試以探索個人身份。品牌曾與香港芭蕾舞團合作，並登上香港版《Vogue》的「The Next List 2020」，於2022年榮獲Yu Prize創意大獎年度大獎及Fashion Asia Hong Kong的亞洲十大焦點設計師名銜。其2022年秋冬系列亦入圍卷宗Wallpaper\*2022年設計大獎最佳時裝系列。

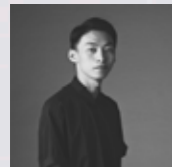
「DIRTY LAUNDRY」重新構想男學生們的日常衣物，探索衣服與穿衣者之間的感官連繫。品牌以打破大眾對男性特質的刻板印象為出發點，繼續以另一個角度探索現代男裝世界。

Inspired by the spirit of teenage rebellion, REDEMPTIVE is an urban wear label founded in 2018 by Wilson Choi and created for a new generation. The brand combines fashion with technology to create different design possibilities with innovative materials and fabrics, every piece has its own story to share. REDEMPTIVE was named 'TRANOI x Not Just a Label 10 Take Ten' top 10 emerging menswear labels at Paris Fashion Week in 2019, and was the only finalist from Hong Kong for the YU PRIZE Creative Award at Shanghai Fashion Week 2021.

以年輕人的叛逆精神為創作靈感的 REDEMPTIVE，由設計師蔡鴻成於2018年創立，是一個專為新世代而設的都市服飾品牌。設計師把科技注入時尚，以創新物料及面料為設計開創出不同的可能性，讓每件作品都擁有各自的故事。REDEMPTIVE於2019年巴黎時裝週入選「TRANOI x Not Just a Label 10 Take Ten」十大新晉男裝品牌，也是2021年上海時裝週YU PRIZE創意大獎唯一入圍的香港品牌。

**THE COLLECTION WAS INSPIRED BY THE MOVIE 'REBEL WITHOUT A CAUSE', ABOUT THREE TEENAGERS FROM WEALTHY FAMILIES. IT TELLS A STORY OF YOUTHFUL EXUBERANCE AND IDEALS, INTERTWINED WITH HEARTBREAK.**

REDEMPTIVE



系列從內容圍繞著三個成長於富裕家庭的少年之電影《養子不教誰之過》汲取靈感，訴說一個有關青春、理想與心碎的故事。



TAK L.

*Season VIII encapsulates Tak L. and EXCEPTION de MIXMIND's collection, which reengineers previously-used craftsmanship and tailoring techniques to revitalise silhouettes through reimagined forms and colour palette.*

Launched in 2018 by designer Tak Lee, avant-garde Hong Kong-based designer label Tak L. is known for its uniquely complex cuts and garment constructions, which use natural dyes and fabrics including linen, silk, cotton and wool. The label draws inspiration from traditional craftsmanship techniques to create distinctly contemporary silhouettes that can be layered together to echo the individuality of the wearer. Celebrating artisanal skill and valuing sustainability, both in the creation process and the longevity of each individual piece, every design is effortlessly timeless.

由設計師李德誠於2018年推出的香港設計師品牌Tak L.，擅長採用天然植物染及布料如麻、絲、棉及羊毛，造出獨特複雜剪裁和結構。作品結合傳統含蓄的工匠文化和當代美學，經過嘗試、推翻和重塑的過程，塑造出衣物的無常之美。每一件衣物均體現了布料與身體之間的互動與平衡，在有形與無形之間與穿著者的個性相融合。



SEASON VIII 整合了 Tak L. 及 EXCEPTION de MIXMIND 過往的聯乘合作，重塑往昔的工藝及剪裁技術，透過新形態及新色調為服裝的廓形注入活力。

Founded by Kay Wong in 2018, Tomorrow by Daydream Nation's fashion line is about giving castaways a second chance at life through ecologically-intelligent design and lovingly hand-crafted details. Kay also calls herself a fashion surgeon, creating Fashion Clinic, resuscitating dead stock and preloved clothing to close the loop of the consumption cycle.

Tomorrow by Daydream Nation由設計師黃琪於2018年創立，品牌的時裝系列旨在透過環保設計及精湛的手工細節，為被棄置的舊衣賦予重生機會。自稱時裝外科醫生的Kay，還創立了時尚診所 (Fashion Clinic)，把時裝業界的過季貨物與舊衣進行升級改造，藉此延長衣物的壽命，減少浪費。



Thanks to the flexibility and support we received from Adidas, we were able to rework, repurpose and upcycle their deadstock into new and unique pieces.

感謝 Adidas 給予很大的自由度及支持，讓我們以品牌已停售的衣物為基礎進行升級改造成為新及獨特的單品。



TOMORROW BY DAYDREAM NATION

Our classic stone-made designs have been expanded into new collections: M. Shine, M. Eclipse, and M. Eternal. Each collection is crafted with meticulous attention to detail, representing different stages of life.

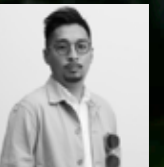
Inspired by the beauty of natural Japanese forest scenes in Shiratani Unsui-kyo, UNSUIKYO eyewear is handcrafted to evoke appreciation for the natural world. Created by eyewear designer Chan Ho Yin, Brian, the award-winning designs use natural materials including sedimentary rock and wood, in frames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

由眼鏡設計師陳浩然創立的 UNSUIKYO，其設計靈感源自日本白谷雲水峽的自然森林美景，所有眼鏡均以手工製作，喚起對自然世界的情感。他擅長採用天然石材和木材，創造出經典復古風格的眼鏡框，並獲獎無數。UNSUIKYO以永不過時的美學，配合舒適貼面的眼鏡設計，為佩戴者提供獨特的視窗，盡情觀賞世界。品牌於多國設有銷售點。

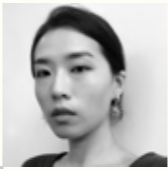


品牌的經典石製眼鏡推出三款全新系列：M. Shine、M. Eclipse 和 M. Eternal，以手工匠心製作，象徵生命歷程的轉變。

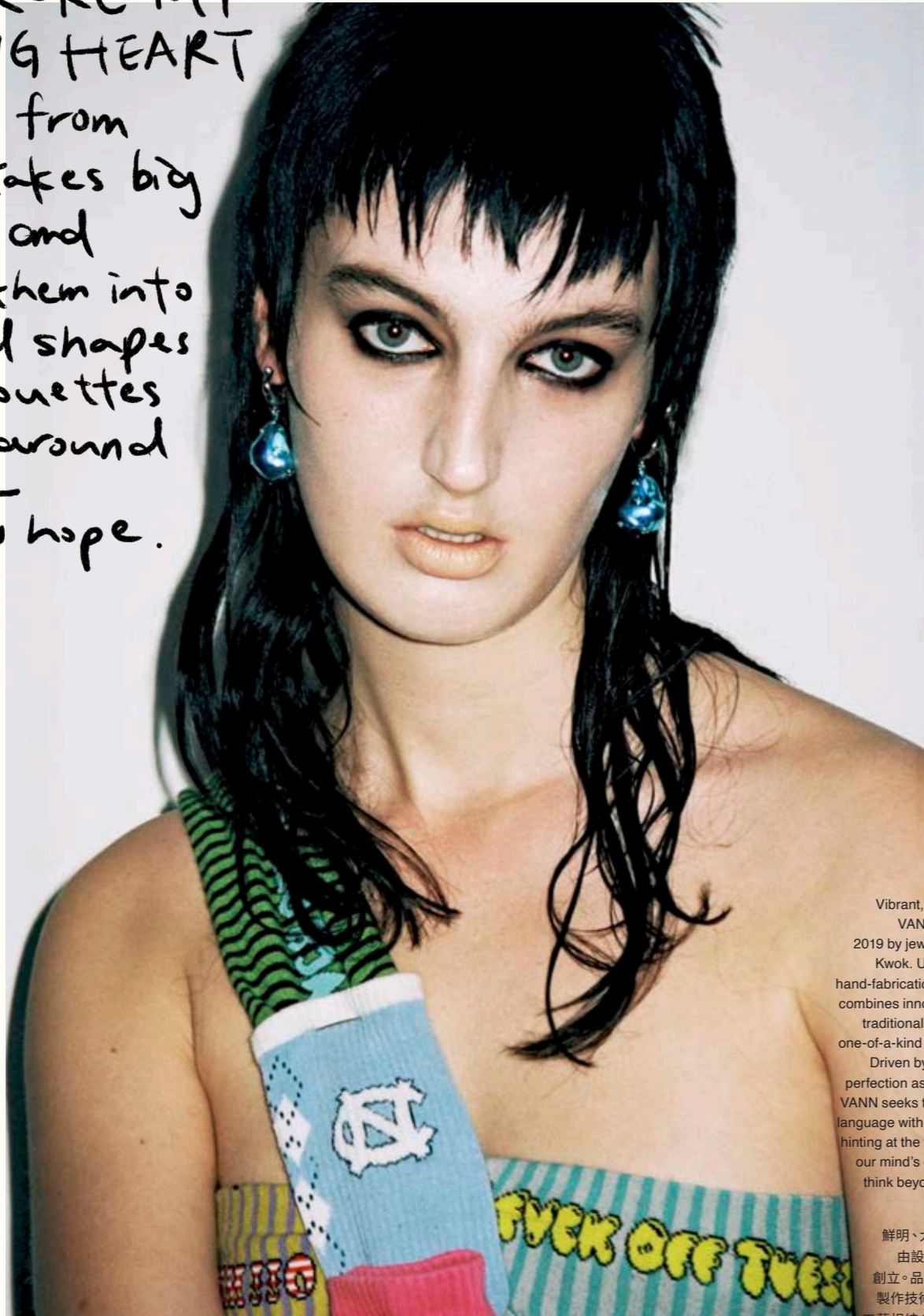
UNSUIKYO



The Autumn/Winter 2023  
 YOU BROKE MY  
 F\*CKING HEART  
 collection from  
 VANN takes big  
 feelings and  
 channels them into  
 oversized shapes  
 and silhouettes  
 centred around  
 hearts —  
 and new hope.



VANN



Vibrant, bold, and wondrous, VANN was established in 2019 by jewellery designer Vann Kwok. Using 3D drawing and hand-fabrication techniques, VANN combines innovative solutions with traditional artisanship to create one-of-a-kind handmade jewellery. Driven by process and seeing perfection as a subjective pursuit, VANN seeks to define a new metal language with its remarkable forms hinting at the familiar while shifting our mind's eye and inviting us to think beyond what we perceive something to be.

鮮明、大膽而玄妙的VANN，由設計師郭妍慧於2019年創立。品牌使用3D繪圖和手工製作技術，將創新設計與傳統工藝相結合，打造出獨一無二的手工珠寶。VANN的作品著重創作過程，視完美為一種主觀追求，旨為金屬物料尋找新的呈現方式，以別樹一幟的形態，聯繫著日常熟悉的事物，同時轉移焦點，鼓勵我們以思考超越感知。

VANN 最新 2023 秋冬系列 YOU BROKE MY F\*CKING HEART 將情感融入於標誌性的特大心形圖案，以表達新希望的象徵。

YMDH 喜歡創出令人快樂的設計和打破服裝的定義。重申 YMDH 不只是時裝，更是像讓人愛不釋手的玩具，設計具趣味性且實用的服飾。

YMDH (You Make Daddy Happy) was founded by Jason Lee in 2018 and is proudly made in Hong Kong. Focused on celebrating novelty and imagination with a sense of humour and freedom, the brand aims to unlock happiness and share countercultures, artistic heritage, and stunning creativity. Known for its vibrant and inspiring pop-ups in Hong Kong's trendiest and most creative districts, YMDH is a favourite with local influencers, and has been featured in Vogue Hong Kong, Jet Magazine, and Milk Magazine.

設計師李居鎬於2018年創立 YMDH (You Make Daddy Happy)，以百份百香港製造為榮。品牌旨在以時尚釋放快樂元素，分享非主流文化、藝術傳承和驚人的創造力，透過幽默和天馬行空的手法，讚頌各種新穎事物與奇妙想像。YMDH 經常於香港時尚及創意熱點開設快閃店，是本地網紅的最愛品牌之一，並曾獲香港版《Vogue》、《Jet》及《Milk》雜誌報導。



CREATING  
 HAPPINESS  
 AND EXPLORE  
 THE POSSIBILITY  
 OF FASHION.  
 YMDH are not only  
 FASHION.  
 WE ARE TOYS.  
 We designed with  
 FUN & FUNCTIONAL detail.

YMDH



# META X DIP INSTAGRAM ACADEMY 2022: LEARNING BRAND BUILDING AND E-COMMERCE FROM THE EXPERTS

META 與香港設計中心推出  
「INSTAGRAM ACADEMY 2022」計劃：  
向專家學習建立品牌及電子商貿的知識

Approximately 100 designers from HKDC, Hong Kong Trade Development Council Design Gallery and Hong Kong Federation of Youth Groups came together for 'Instagram Academy 2022', an innovative partnership between HKDC and Meta that launched in February 2022.

'Instagram Academy 2022' was a professional training programme to help Hong Kong's young designers and brand entrepreneurs grow in the digital era by empowering them with industry-relevant digital skills, tools and knowledge. Over the course of 8 months between February and October 2022, emerging designers were immersed in a world of digital marketing mastery, which paired enthusiastic young minds with experts from Meta who guided them through the intricate landscapes of brand building and exploring e-commerce opportunities.

There were quizzes and a final competition that challenged participants' newfound knowledge with real-world applications. Three stellar contestants, namely Concretology, Femance, and XPLOr, impressed the judges and graduated top of the class in Instagram Academy 2022.



約 100 位來自香港設計中心、香港貿易發展局（貿發局）旗下「香港·設計廊」及香港青年協會（青協）的本地設計師聚首一堂，參與由香港設計中心及 Meta 於 2022 年 2 月啟動的創新合作計劃「Instagram Academy 2022」。

「Instagram Academy 2022」為專業培訓計劃，旨在透過提供數碼行業相關技能、應用工具及知識的培訓，以幫助年輕設計師及品牌企業家，一同投入數碼營銷的世界。由 2022 年 2 月至 10 月為期 8 個月的計劃中，年輕設計師獲配對 Meta 的專家，學習建設品牌及探索電子商貿機遇，了解當中的錯綜複雜之處。

計劃特設小測及決賽環節，挑戰參加者所學新知識及應用實踐。三位參加者的表現尤其出色，令評審團留下深刻印象，並以優異成績完成「Instagram Academy 2022」，他們分別是 Concretology、Femance 和 XPLOr。



# EAR UP GIG ON 2022 A FUSION OF FASHION AND MUSIC

搶耳 GIG ON 2022：將時裝與音樂結合的創新視覺體驗



röyksopp gakkai x Esther Wu



KEVIN HO x The Lemon Ones



YMDH x Ragpickers



NILMANCE x Andy is Typing...



Wilsonkaki x Gordon Flanders



Christian Stone x Merry Lamb Lamb



REDEMPITIVE x METER ROOM







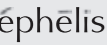

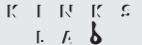








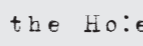


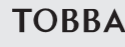











KOWLOON CITY BOY x Higgs Raj

Eight designers from our Fashion Incubation Programme (FIP) and Design Incubation Programme (DIP) were invited to participate in the 'Ear Up Gig On 2022: Music x Fashion Creative Scheme'. They craft outfits for eight indie music units, resulting in an innovative audio-visual experience that inspired new forms of artistic expression by intertwining music, fashion and modern styles on stage during the 'Ear Up Music Festival 2023' in January 2023.

8 位來自時裝創業培育計劃和設計創業培育計劃的設計師參與了「搶耳 Gig On 2022: 音樂 x 時尚創意展演計劃」的製作，為 8 個音樂單位設計服飾，帶出一個嶄新的合作模式——將音樂、時裝設計和現代風格結合，透過嶄新的表達手法，於 2023 年初的《搶耳音樂節 2023》呈現出前所未有的視覺體驗。

**DIP Incubation Companies – New Joiners in 2022-23**  
**DIP 培育公司 – 於 2022-23 年度加入的新成員**

|   |   |   |     |   |   |   |     |   |     |   |     |
|---|---|---|-----|---|---|---|-----|---|-----|---|-----|
| 1   | P | 2   | M&C | 3   | P | 4   | I/A | 5   | O   | 6   | O   |
|    |   |    |     |    |   |    |     |    |     |    |     |
| 00Rings   |   | 8899 Creative Ltd   |     | Bardoru Group Ltd   |   | Canalside Studio Ltd  |     | Deep Food Ltd   |     | Eddie The Studios   |     |
| 7   | P | 8   | F   | 9   | J | 10  | J   | 11  | I/A | 12  | V/S |
|    |   |    |     |    |   |    |     |    |     |    |     |
| EPHELIS   |   | Genau Studio  |     | Kinks Lab   |   | Le Mandorle Ltd   |     | LTMC Ltd  |     | Momant Studio Ltd   |     |
| 13  | J | 14  | O   | 15  | F | 16  | O   | 17  | P   | 18  | F   |
|    |   |    |     |    |   |    |     |    |     |    |     |
| MOUCCM Studio   |   | Puzzle Weekly Ltd   |     | RÖYKSOPP GAKKAI   |   | Studio Nous Ltd   |     | Syzygy Design Ltd   |     | The Hole Studio   |     |
| 19  | F | 20  | O   | 21  | P | 22  | F   | 23  | P   | 24  | F   |
|    |   |    |     |    |   |    |     |    |     |    |     |
| Three Pound Void  |   | TMS.Site Ltd  |     | Tobba Parfums Ltd   |   | Toki Studio Ltd   |     | Tooplastic Art Toy Ltd  |     | Weavipedia Company  |     |
| 25  | F | 26  | F   | 27  | F | 28  | P   | 29  | P   | 30  | V/S |
|  |   |  |     |  |   |  |     |  |     |  |     |
| Wilsonkaki Design Co.   |   | WOMEN HUMAN YOUTH STUDIO  |     | YAT PIT Fashion Ltd   |   | Yiwooo.co   |     | Yuan Design Studio  |     | Zephyr Design Studio Ltd  |     |

F — Fashion 時裝設計  
 I/A — Interior / Architecture 室內 / 建築設計  
 J — Jewellery 珠寶及配飾  
 M&C — Media and Communication 媒體及傳播  
 O — Others 其他  
 P — Product 產品設計  
 V/S — Visual / Spatial Art 視覺及空間藝術

認識更多設計培育計劃培育公司  
 Find Out More About Design Incubation Companies



**FIP Incubation Companies**  
**FIP 培育公司**

|   |   |   |   |   |
|---|---|---|---|---|
| 1   | 2   | 3   | 4   | 5   |
|  |  |  |   |  |
| Christian Stone   | KEVIN HO  | Nilmance  | PONDER.ER   | REDEMPITIVE   |
| 6   | 7   | 8   | 9   | 10  |
|   |  |  |  |  |
| Tak L.  | Tomorrow By Daydream Nation   | UNSUIKYO  | VANN  | YMDH  |

**HKDC's Design and Fashion Incubatees – Achieving Their Dreams**  
**設計及時裝培育計劃培育公司 – 朝夢想昂首進發**

We are always very happy when we hear of our incubatees going on to achieve greater things! These achievements showcase how our DIP and FIP programmes provide launching pads for talented designers on their path toward success. We are proud to share some of their recent achievements here, and congratulate them on their well-deserved accolades. 我們樂見培育公司取得更非凡的成就，足證「設計創業培育計劃」及「時裝創業培育計劃」成功為優秀設計師揚帆起航，助他們邁向成功之路。在此我們與大家分享他們最近的一些成就，並衷心祝賀最近取得驕人佳績的一眾培育公司，確實是實至名歸。

**Christian Stone**

Honouree of Prestige 40 under 40 and HYPEBEAST 100 NEXT 榮獲 Prestige 40 under 40 and HYPEBEAST 100 NEXT 榮譽  
 'The Mythic Creatures' Digital Fashion Collection showcased at PMQ FabriX  
 「The Mythic Creatures」虛擬時裝系列於 PMQ FabriX 展出  
 Collaborated with NIKE and áunn museum and featured in NIKE x áunn museum 'MAXXED OUT' Exhibition in Shanghai  
 與 NIKE 及 áunn 博物館合作，亮相上海 NIKE x áunn 博物館「MAXXED OUT」展覽

**Ddiin Concept Ltd**

Winner of MUSE Design Awards 2022 – Product Design (Office Equipment) – Gold Award  
 榮獲 MUSE Design Awards 2022 – 產品設計組別 (辦公設備) – 金獎  
 Winner of iF Design Award 2022 – Product Design (Office / Stationery)  
 榮獲 iF 設計獎 2022 – 產品設計組別 (辦公設備 / 文具)  
 Winner of European Product Design Award (EPDA) 2022 – Office Equipment / Stationery (Top Design)  
 榮獲 European Product Design Award (EPDA) 2022 – 辦公設備 / 文具組別 (最佳設計)  
**Ha! Design Studio Ltd**  
 Winner of MUSE Design Awards 2022 – Toys – Gold Award  
 榮獲 MUSE Design Awards 2022 – 玩具組別 – 金獎

**KEVIN HO**

Presented KEVIN HO x Aska Yeung 'BLOSSOM' Capsule Collection at VICE VERSA ART:TECH Relativity Exhibition at K11 Musea, organised by the Hong Kong Multimedia Design Association  
 在香港多媒體設計協會於 K11 Musea 舉辦的「科藝相對論」展覽中展示 KEVIN HO x Aska Yeung 「花開霓裳」系列  
 SS23 Collection showcased at HKTDC CENTRESTAGE  
 2023 春夏系列於香港貿發局 CENTRESTAGE 展出

**KnitWarm Ltd**

Winner of MUSE Design Awards 2022 – Fashion Design (Travel Accessories) – Gold Award  
 榮獲 MUSE Design Awards 2022 – 時裝設計組別 (旅行配飾) – 金獎  
 Winner of MUSE Design Awards 2022 – Product Design (Personal Care) – Gold Award  
 榮獲 MUSE Design Awards 2022 – 產品設計組別 (個人護理) – 金獎  
 Winner of NY Product Design Awards 2022 – Fashion & Lifestyle (Clothing & Accessories) – Silver Award  
 榮獲 NY Product Design Awards 2022 – 時尚與生活組別 (服裝與配飾) – 銀獎

Winner of NY Product Design Awards 2022 – Wearable Technology (Healthcare Devices) – Silver Award  
 榮獲 NY Product Design Awards 2022 – 可穿戴技術組別 (醫療保健設備) – 銀獎

**Nilmance**

Collaborated with CONVERSE and LABELHOOD to launch NILMANCE X CONVERSE X LABELHOOD Create Next Project  
 與 CONVERSE 和 LABELHOOD 蕾虎合作推出 NILMANCE X CONVERSE X LABELHOOD 蕾虎 Create Next Project

**O&O Studio Ltd**

Winner of Good Design Award 2022 – Community Engagement Public Art Installation  
 榮獲 Good Design Award 2022 – 社區參與公共藝術裝置

**PONDER.ER**

SS23 Collection showcased at SPHERE - Paris Fashion Week@ showroom  
 2023 春夏系列在巴黎時裝週 SPHERE 展廳展出  
 AW23 Collection showcased at SPHERE - Paris Fashion Week@ showroom  
 2023 秋冬系列在巴黎時裝週 SPHERE 展廳展出

**Pure Studio**

Winner of Golden Image Awards 2022 – Outstanding Artist Award  
 榮獲 Golden Image Awards 2022 – 傑出藝術家獎

**REDEMPITIVE**

SS23 Collection showcased at HKTDC CENTRESTAGE  
 2023 春夏系列於香港貿發局 CENTRESTAGE 展出  
 AW23 Collection showcased at LABELHOOD Fashion Show at Shanghai Fashion Week  
 2023 秋冬系列亮相上海時裝週 LABELHOOD 時裝表演

**Studio of SAI Ltd**

Winner of MUSE Design Awards 2022 – Interior Design (Restaurants & Bars) – Silver Award  
 榮獲 MUSE Design Awards 2022 – 室內設計組別 (餐廳及酒吧) – 銀獎  
 Winner of MUSE Design Awards 2023 – Interior Design (Installation) – Silver Award  
 榮獲 MUSE Design Awards 2023 – 室內設計組別 (裝置) – 銀獎

**Tak L.**

Presented EXCEPTION EXPERIMENT X Tak L. Season VII collaborated with EXCEPTION de MIXMIND  
 發佈與「例外」EXCEPTION de MIXMIND 合作系列  
 EXCEPTION EXPERIMENT X Tak L. — SEASON VII  
 Presented EXCEPTION EXPERIMENT X Tak L. Season

VIII collaborated with EXCEPTION de MIXMIND  
 發佈與「例外」EXCEPTION de MIXMIND 合作系列  
 EXCEPTION EXPERIMENT X Tak L. — SEASON VIII

**The Hong Kong Type Foundry Ltd**

Winner of The ADC 101st Annual Awards – Brand / Communication Design Category – Bronze Cube  
 榮獲 The ADC 101st Annual Awards – 品牌 / 傳訊設計組別 – 銅立方獎

**Tomorrow By Daydream Nation**

Collaborated with Calvin Klein Jeans to launch Fashion Clinic x Calvin Klein Jeans 'Reimagine Denim' Capsule Collection and Pop-up  
 與 Calvin Klein Jeans 合作推出 Fashion Clinic x Calvin Klein Jeans 「Reimagine Denim」系列及快閃店  
 Collaborated with adidas Originals to launch Fashion Clinic x adidas Originals Redesign and Upcycle Series and Pop-up  
 與 adidas Originals 合作推出 Fashion Clinic x adidas Originals Redesign and Upcycle 系列及快閃店  
 Presented 'Afterlife, Loved Clothes Last' Solo Exhibition at Tzu Chi Environmental Action Centre  
 於慈濟環保願行館舉辦「布後餘生」藝術個展

**UNSUIKYO**

Winner of Hong Kong Designers Association's Brand Design Awards 2023 - Excellence in Best Aesthetics Value Award (Fashion and Toys: Eyewear and Accessories)  
 榮獲香港設計師協會「最佳設計品牌大獎 2023」– 卓越美學價值獎 (時裝及玩具：眼鏡及配飾)  
 First Hong Kong fashion eyewear designer collaborated with ZEISS to launch UNSUIKYO x ZEISS Sunglasses clip-on with ZEISS lenses for UNSUIKYO 2022 & 2023 Collections  
 首位香港時尚眼鏡設計師與蔡司合作，為 UNSUIKYO 2022 和 2023 系列推出 UNSUIKYO x ZEISS 打造了帶有蔡司鏡片的外掛式太陽鏡

Presented KEVIN HO x Aska Yeung 'BLOSSOM' Capsule Collection at VICE VERSA ART:TECH Relativity Exhibition at K11 Musea, organised by the Hong Kong Multimedia Design Association

**YMDH**

SS23 Collection showcased at HKTDC CENTRESTAGE  
 2023 春夏系列於香港貿發局 CENTRESTAGE 展出

**Yuan Design Studio**

Winner of Architecture & Design Collection (ADC) Awards 2022 – Professionals Category (Office Accessories Design Built) – Gold Award  
 榮獲 Architecture & Design Collection (ADC) Awards 2022 – 專業組別 (辦公配件設計) – 金獎

# Design Can Celebrate Innovation

# 03



KATSUMI  
淺葉克己 ASABA

DFA Lifetime Achievement Award  
DFA 亞洲設計終身成就獎

‘

Design  
work is a

設計工作是  
一個持續的過程。

continuous  
process.

’



KATSUMI ASABA 淺葉克己

The DFA Lifetime Achievement Award recognises and celebrates the passion and uncommon excellence that makes a designer reach extraordinary heights in their craft. The Award signifies the respect of the design community for individuals who have made lifelong contributions to the design profession, education and society, especially in Asia.

DFA亞洲設計終身成就獎嘉許充滿熱誠、追求卓越，並致力將作品提升至非凡境界的設計師。獎項表揚終身為設計專業、設計教育及社會發展，尤其在亞洲地區作出深遠及重大貢獻，備受業界敬仰尊崇之人士。



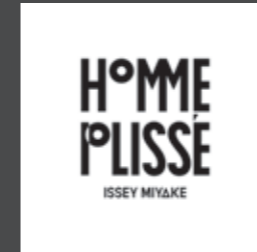
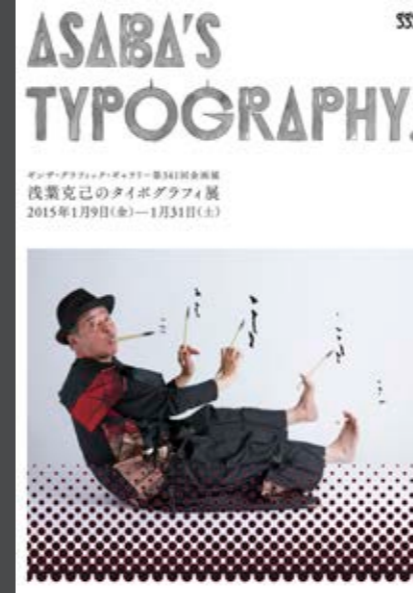
The 2022 DFA Lifetime Achievement Award winner is Japanese designer and master calligrapher Katsumi ASABA, whose interest in the rich cultural heritage of written characters in Asia has led him to explore the relationships between written and visual expressions. Through his creativity and imagination, the beauty of calligraphy is elevated to new heights.

Born in Yokohama in 1940, he attended Tokyo's Kuwasawa Design School before graduating and joining Light Publicity Inc. He founded Katsumi Asaba Design Studio in 1975 and, over a lifetime's career, his typographic works have left an indelible mark on the history of Japanese advertising design, which include landmark ads for Seibu department store, Suntory, Takeda Pharmaceutical Company, and the logo design for HOMME PLISSÉ ISSEY MIYAKE.

DFA亞洲設計終身成就獎2022得獎者為淺葉克己。他是一位日本設計師兼書法大師，對亞洲豐富的書法文化遺產尤感興趣，並藉此探索文字與視覺傳意之間的關係。透過其創意和想像力，讓書法之美更上一層樓。

淺葉克己生於1940年，從桑澤設計研究所畢業後便效力Light Publicity Inc.，其後於1975年創立工作室Katsumi Asaba Design Studio。他終身從事字體創作，在日本廣告設計史上留下長久的烙印，代表作品有西武百貨、三得利、武田藥品等品牌的標誌性廣告，以及為三宅一生的男裝系列HOMME PLISSÉ ISSEY MIYAKE設計的商標。

DFA Lifetime Achievement Award DFA 亞洲設計終身成就獎



Over the years, Asaba has received numerous awards including Tokyo Type Directors Club Award, Yusaku Kamekura Award, Japan Academy Prize for Outstanding Achievement in Art Direction, Tokyo Art Directors Club Grand Prix, and Order of the Rising Sun.

He is the chairman of the Tokyo Type Directors Club, Committee Member of the Tokyo Art Directors Club and JAGDA (Japan Graphic Designers Association), Japan's representative in the Alliance Graphique Internationale. He is also the 10th successive director of his alma mater Kuwasawa Design School, and visiting professor at Tokyo Zokei University and Kyoto Seika University. He also holds the title of sixth degree master in table tennis.

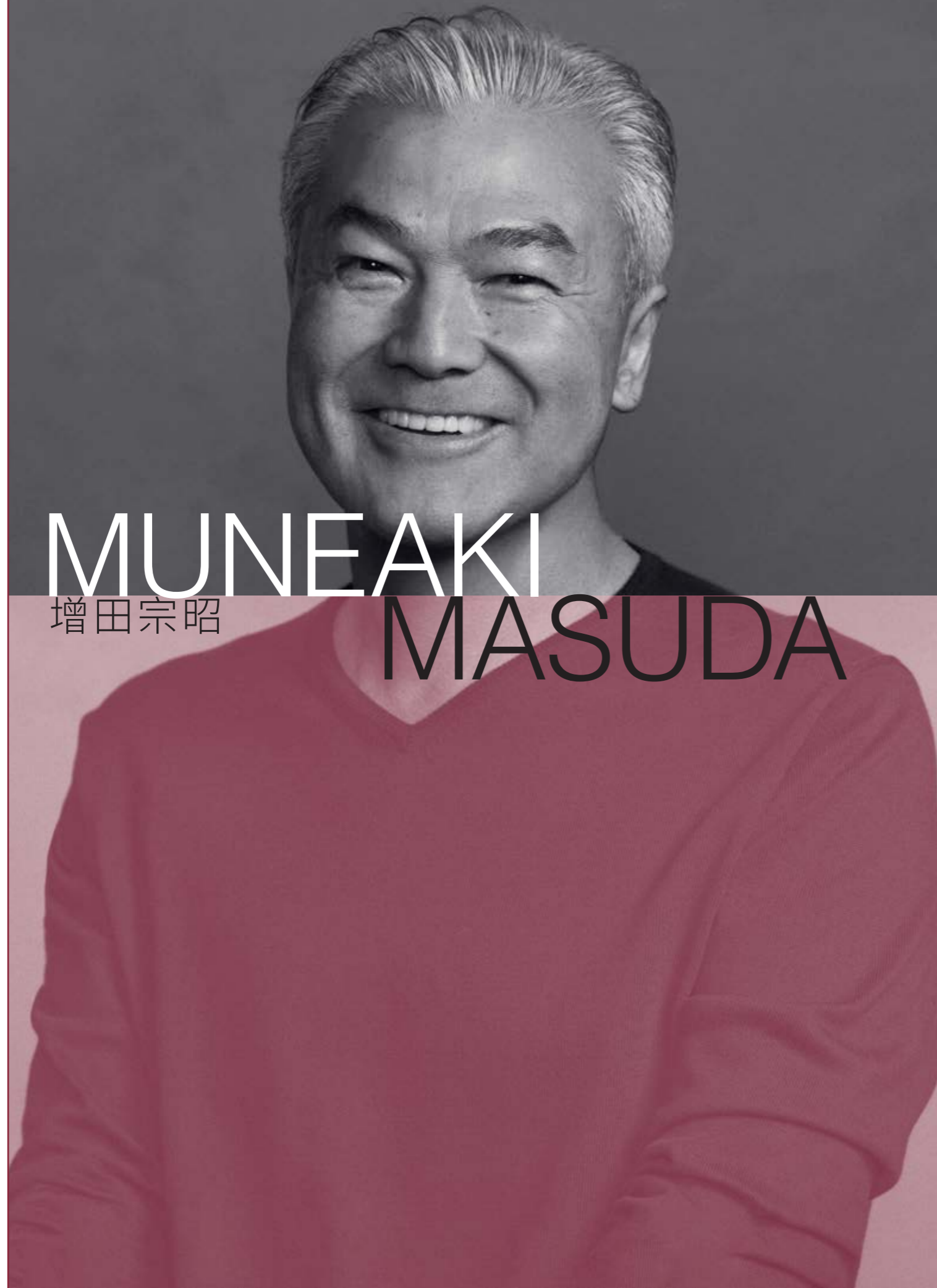
When asked about his childhood influences and inspirations, Asaba remembers how he found courage from the fierce-eyed Nio statues from the Kamakura period, which seemed to emit a power that made them appear alive. Similarly, the mesmerising calligraphy of Katsumi Asaba seems to possess a life of its own, transcending its two-dimensional medium to visually express the thoughts and ideas that lie beyond words.

歷年來，淺葉克己獲獎無數，包括東京字體指導俱樂部獎、龜倉雄策獎、日本藝術指導傑出成就獎、東京藝術導演俱樂部大獎賽，以及旭日勳章。

他現任東京字體指導俱樂部主席、東京藝術編導俱樂部委員、日本平面設計師協會委員及國際平面設計聯盟的日本代表。他亦為母校桑澤設計研究所第十任院長、東京造型大學和京都精華大學的客座教授。此外，他持有乒乓球六級大師的頭銜。

當談到童年時所受到的影響和啟蒙，淺葉克己想起源自鎌倉時代的仁王雕像。這些栩栩如生的雕像猶如散發出一種力量，而淺葉克己正是從其凶猛眼神中找到勇氣的泉源。同樣，淺葉克己扣人心弦的書法亦彷彿有生命一樣，超越二維平面的框架，以視覺設計表達無法言喻的想法和意念。





MUNEAKI  
增田宗昭  
MASUDA

DFA Design Leadership Award  
DFA 設計領袖獎

搜尋器當然有用，  
然而在一字排開的  
書海中遊走，  
更易令人眼前一亮，  
啟發思考與靈感；  
特別當你還未確定  
要找尋甚麼。



Search engines are  
useful, but walking  
through rows of books is  
likely to provide an intuitive,  
insightful flash of inspiration,  
especially when you are  
open-minded about what  
you are looking for.



The DFA Design Leadership Award recognises business leaders who create exceptional, sustainable businesses through the strategic and innovative use of design, whether in real life spaces, or in their vision for their businesses. This is because they know that in today's globalised and highly competitive market, outstanding design plays a vital role in the success of a company.

DFA設計領袖獎嘉許能夠在日常生活空間或業務願景層面，創新並有策略地善用設計，取得持續且卓越的商業成就之企業領袖翹楚。在現今競爭激烈的環球市場之中，優秀設計是企業的致勝之道。



Masuda also founded Culture Convenience Club (CCC) in 1985, which specialises in creating cultural spaces for people to enjoy. In 2011, CCC established Daikanyama T-SITE, a cultural complex built around the flagship Tsutaya Bookstore in the Daikanyama area of Tokyo, for Japan's 'Premier Age' demographic – people 50 years and older. Nevertheless, Masuda believes that bookstores should appeal to all ages, and so Tsutaya Bookstores also carry genres to appeal to the younger generations, and have cafes and workspaces for customers of all ages to mingle or work in.

This determined focus on good design creates a cosy atmosphere which Masuda likes to call 'a library in the forest'. Human-scale spaces produce welcoming surroundings, and it is this attention to detail that creates the chance discoveries and encounters that books and bookstores can still offer, even in a digital world. He wishes for his customers to reflect on what they would really like and genuinely enjoy, rather than making their choices from recommendations based on machine algorithms.

其後，他於1985年成立文化便利俱樂部，專門建構供大眾享用的文化空間。2011年，文化便利俱樂部在東京代官山地區開設以代官山蔦屋書店為中心的文化綜合體——T-SITE，以滿足50歲以上日本銀髮族的需要。但他認為書店應該吸引所有年齡層，因此蔦屋書店亦提供年輕一代感興趣的讀物，並設有咖啡館及工作間，讓不同年紀的顧客交流或工作。

增田宗昭對好設計的極致追求，成就舒適愜意的氛圍，並稱之為「森林中的圖書館」。人性化空間營造溫馨的環境，而正正是這種對細節的關注，令人在數碼世界之中仍能透過書籍和書店，投入一次又一次偶然的發現和相遇。他希望顧客能夠想想自己真正喜歡及真心享受的事物，而非依賴機器演算法而得的推薦作出選擇。



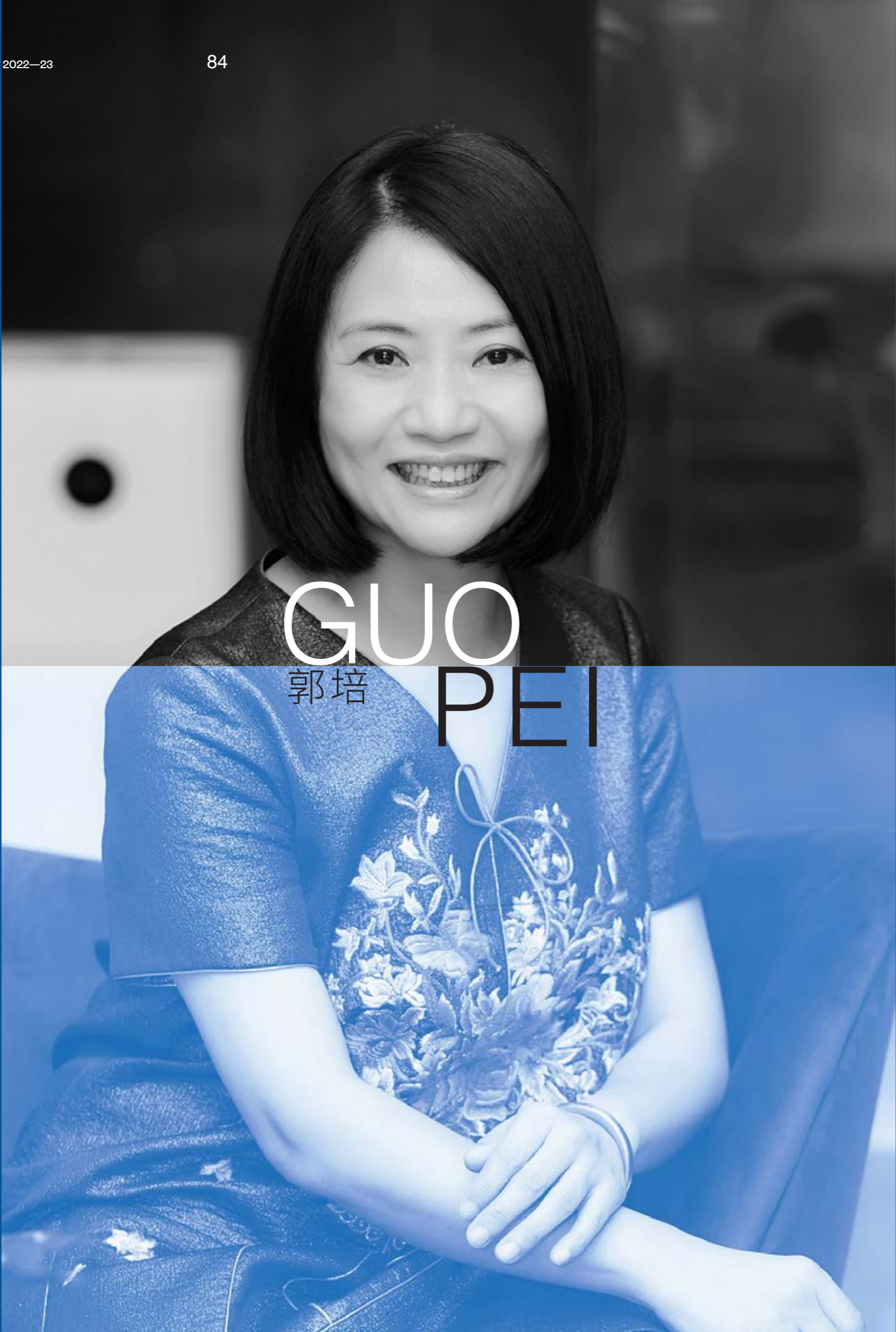
In this age of digitalised lifestyles, Muneaki MASUDA, winner of the 2022 DFA Design Leadership Award, still believes in creating spaces for human connection. Born in Osaka in 1951, Masuda has committed his life's work to facilitating the exchange of ideas between individuals, to create a 'culture infrastructure' for everyone.

In 1983, Masuda founded Tsutaya Bookstore, now Japan's largest bookstore chain. Its outlets have since expanded across Japan, China and most recently, Malaysia. Tsutaya Bookstores are known for their beautiful design and architecture, and customers can often find books and other things that match their interests – for example, cookbooks are displayed together with cookware and appliances.

身處生活越趨數碼化的時代，DFA設計領袖獎2022得主增田宗昭依然認為需要締造人際互動的空間。增田宗昭1951年生於日本大阪市，一生致力於促進人與人之間的思想交流，為大眾建構「文化基礎設施」。

增田宗昭於1983年創辦蔦屋書店，蔦屋現已成為日本最具規模的連鎖書店，分店遍佈日本各地及中國，最近業務更擴充至馬來西亞。書店設計及建築美輪美奐，顧客可以從中找到感興趣的書籍及其他相關物品，例如烹飪書與一併展示的廚具及廚房電器。





GUO  
郭培  
PEI

我希望能把  
中國的傳統文化，  
古老的技藝以及對  
設計的熱愛帶給  
更廣闊的世界。



I want to share  
traditional culture,  
ancient craftsmanship

and passion for the  
designs of our beautiful  
country with the rest  
of the world.



The DFA World's Outstanding Chinese Designer acknowledges designers of Chinese origin whose works have been outstanding in the design world, and who have made a significant cultural impact, both in Asia and internationally. The Award honours their achievements and recognises their contributions to the world of design.

DFA世界傑出華人設計師表揚成就非凡的華裔設計師，得獎者須在設計範疇上盡顯才華，並於亞洲地區及至國際間發揮重大的文化影響力。獎項旨在嘉許設計師的卓越成就並對設計界所作出的貢獻。



The winner of the 2022 DFA World's Outstanding Chinese Designer is Beijing-born GUO Pei, whose breathtaking designs were inspired by both ancient Chinese embroidery techniques and avant-garde silhouettes. Before she could attend Beijing Second Light Industry School to study fashion design, she had to convince her parents who asked her, 'What is there left to design?', and later establish her atelier, Rose Studio in 1997.

The world is indeed fortunate that she managed to overcome her parents' early objections, because Guo Pei has gone on to carve out an extraordinary career. In 2016, she was named one of TIME Magazine's '100 Most Influential People in the World'. She was also the first Asian designer invited to join France's Chambre Syndicale de la Haute Couture, and has also been named Asian Couturier Extraordinaire by the Asian Couture Fédération (ACF).

生於北京的郭培是DFA世界傑出華人設計師2022得主，其非同凡響的設計靈感源自中國古代刺繡技術與前衛剪裁。當年，她希望報讀北京二輕工業學校服裝設計專業，父母問她：「服裝還需要設計嗎？」。她成功說服雙親並修畢課程，其後於1997年創辦玫瑰坊。

縱然郭培的父母起初並不予以支持，但可惜的是郭培無懼反對聲音，最後成功展開非一般的事業之旅。2016年，她榮登《時代周刊》全球100位最具影響力人物之一。此外，她是亞洲首位法國巴黎高級時裝公會受邀會員，亦獲亞洲高級時裝聯合會認證為亞洲高級時裝師。

For over 20 years, Guo Pei has designed some of the most stunning gowns and dresses for the hosts and performers of one of China's most-watched TV programmes, CCTV's annual Spring Festival Gala, and was the designer for the 2008 Beijing Olympic Games Awards Ceremony dresses.

The inspirations for her designs come from her desire to create a new meaning and a sense of identity that is deeply rooted in Chinese culture. These inspirations have resulted in magnificent gowns and couture pieces that have since been exhibited in museums such as the Asian Civilisations Museum in Singapore.

Proudly Chinese, Guo Pei is a storyteller who is fulfilling two important missions: sharing the beauty of China's ancient culture and craftsmanship with the world, and innovating and creating her own works that will, in turn, stand the test of time.

20多年來，郭培一直為中國最受歡迎的電視節目之一、中央電視台年度春晚的主持人和表演者設計晚裝，也是2008年北京奧運會頒獎典禮禮服的設計師。

郭培設計作品時，醉心開創植根於中國文化的新意義及身份認同。華麗的禮服及高級訂製服由種種靈感而生，並在新加坡亞洲文明博物館等博物館展出。

以中國人身份為榮的郭培善於訴說故事，現正實踐兩大使命：將中國傳統文化和工藝帶入世界舞台，並破舊立新以創作能經歷時光淬煉的永恆作品。



# A Glimpse into DFA Design for Asia Awards 2022 Grand Awards

DFA Design for Asia Awards (DFA DFAA) are bestowed on projects in Asia that epitomise design excellence and contribute to the betterment of society and the design industry. A total of 195 winners are recognised in the DFA Design for Asia Awards 2022, including 9 Grand Awards, 21 Gold Awards, 38 Silver Awards, 49 Bronze Awards, and 78 Merit Awards.

Taking the highest honours at the DFA DFAA 2022, these are the 9 outstanding projects bestowed Grand Awards. Catch a glimpse of these inspiring projects!

## 「DFA亞洲最具影響力設計獎 2022」大獎得主一覽

「DFA 亞洲最具影響力設計獎」旨在表彰對社會和設計行業的發展作出貢獻的亞洲優秀設計項目。2022年「DFA 亞洲最具影響力設計獎」共評選出195項得獎作品，以表揚他們的傑出設計，當中的獎項包括9個大獎、21個金獎、38個銀獎、49個銅獎，以及78個優異獎。

以下是本年度榮獲最高榮譽大獎的9個得獎項目的介紹和設計故事。



### EOS R3

Canon Inc.

Japan  
日本

The Canon EOS R3 is a mirrorless camera intended for photographers who seek to capture sharp photos of fast-moving subjects, such as athletes in competition, wildlife, and racing cars. About 30% smaller and lighter than other SLR cameras with comparable performance, the EOS R3 has made photography more accessible to all, as well as professional photographers shooting under pressure.

佳能 EOS R3 是新款的無反光鏡相機，是攝影師捕捉快速移動對象的好幫手。無論是拍攝比賽中的運動員、野生動物或賽車，照片都清晰分明。EOS R3 比其他具有同等性能的單反相機體積和重量小約30%，令攝影師能更輕鬆地長時間進行拍攝。



### HONG KONG WALK ON / tai ping x anothermountainman

香港前行 / 太平 x 又一山人

Hong Kong  
香港

84000 Communications Limited  
八萬四千溝通事務所有限公司

Hong Kong Walk On is a collaboration between Tai Ping, a leading rug and carpet maker, and anothermountainman, a Hong Kong-based cross-disciplinary artist. Consisting of two 3 x 6 metre handmade carpets, the installation pays tribute to the classic red, white and blue stripes that represent part of Hong Kong's heritage and identity. This project uses photography and art as a medium of expression, bringing Hong Kong's history, spirit and culture to life beautifully.

「香港前行」是著名地毯製造商太平地氈與香港跨界藝術家又一山人攜手合作，由兩幅3x6米的手工地氈組成的作品。項目以攝影和藝術為媒介，向代表香港傳統及身份認同的紅白藍經典三色設計致敬，淋漓盡致地呈現香港部分歷史、精神和文化。



### M+ | Hong Kong

M+ | 香港

M Plus Museum Limited



A flagship of the West Kowloon Cultural District in Hong Kong, M+ is a museum for visual culture with outstanding design details. It has a tall slender tower that forms an inverted T-shape standing on a spacious, rectangular podium clad. The venue is not just about well-designed exhibition galleries and architectural elements, but the many multipurpose indoor and outdoor spaces of various sizes offer a range of possibilities for engagement.

M+作為香港西九文化區的旗艦級藝術場館，建築物富有特色，外形修長的縱向大樓，矗立在寬敞的橫向基座平台之上，組成一個倒轉的「T」字。M+不僅是一個精心設計的展覽場地，也提供各種類型及大小的多功能室內和室外空間，發揮多重功能。



### M+ museum of visual culture

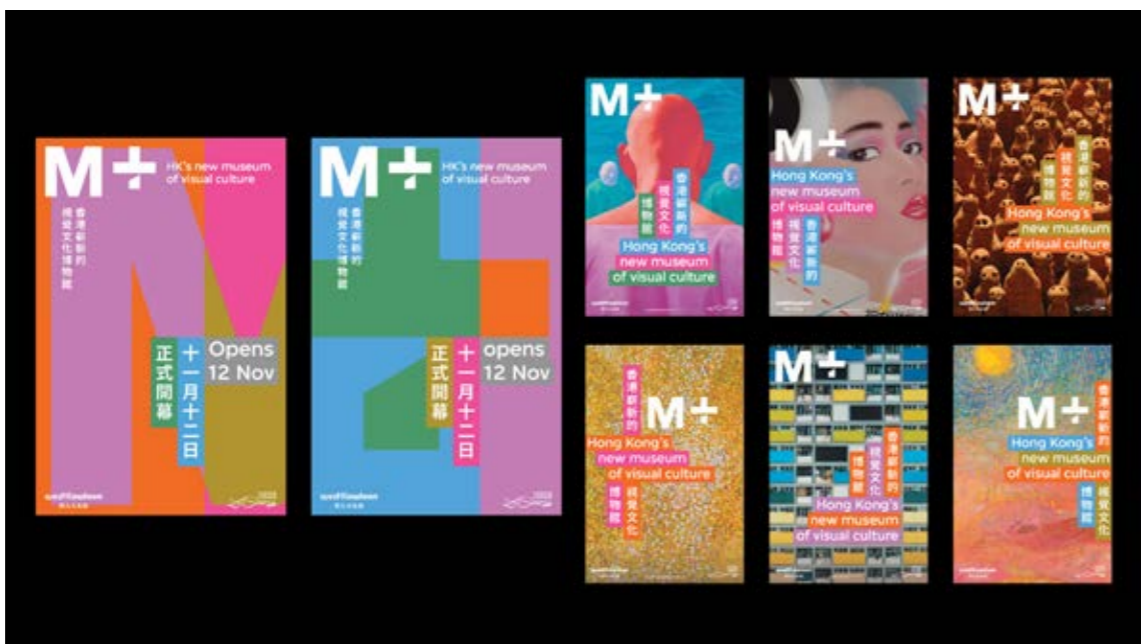
M+ 視覺文化博物館

thonik



Amsterdam-based design agency Thonik created a striking visual identity for the M+ museum in Hong Kong featuring a range of vibrant colours influenced by the city's architecture and neon signage. Working across the institution's physical and digital platforms, the system connects the big screen on the facade, the website, social media platforms, the way-finding and a grand opening campaign.

受香港獨特的城市面貌和霓虹招牌所啟發，阿姆斯特丹平面設計工作室 Thonik 由顏色和感官出發，為 M+ 構思出一套活力充沛的視覺識別系統，並在館方的實體和電子資產上大派用場。LED 大屏幕、網站、社媒平台、導向指示和盛大的開幕活動，都呈現了這系列繽紛而獨特的色彩組合。



### Music Hall in the Sky | Japan

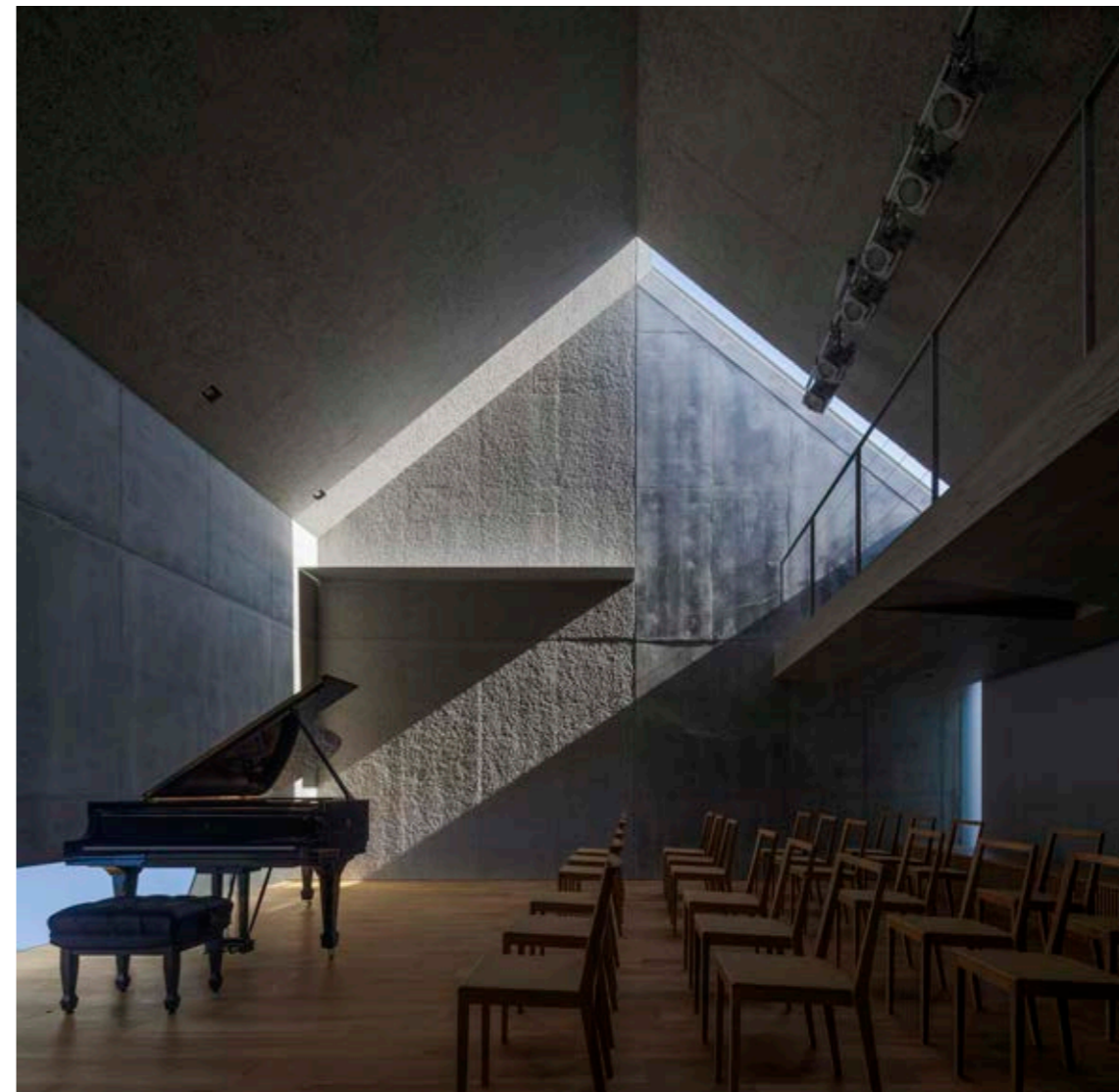
空中音樂廳 | 日本

Takuro Yamamoto Architects



Music Hall in the Sky is a small classical music concert hall with roughly 50 seats in a Tokyo residential neighbourhood. The key design idea is a ribbon window in the sky that gives audiences an impression they're surrounded by the sky rather than buildings in the Tokyo metropolis. The clever use of optics and its unusual setting makes this project one of a kind.

被住宅樓包圍的空中音樂廳是一個座落於日本東京住宅區、可容納50人的小型古典音樂廳。其特色是一扇窄長而可以望向天空的窗戶，給予聽眾別有洞天的感覺。建築師極具創意的光學運用，以及不尋常的選址是這個建築項目獨一無二的原因。



### Pingtang Book House | The Mainland

坪坦書屋 | 內地

Condition\_Lab



Using local materials in building, Pingtang Book House not only provides a place for local children to play and read in the traditional wooden structure, but has also inspired the local community's love for reading and the rich Dong culture. While the schoolchildren can recognise the familiar architecture, the façade and light-hearted stairway design are both contemporary and unique.

坪坦書屋不僅為當地兒童提供了閱讀和玩耍的場所，也激發了當地社區對閱讀和燦爛的侗族文化的嚮往。這棟就地取材而建成的木製書屋擁有當代風格的立面和活潑有趣的樓梯，同時保留了侗族建築風格和特點。



**TaiSugar  
Circular Village**  
沙崙智慧綠能循環  
住宅園區

Taiwan  
台灣

Bio-Architecture Formosana  
九典聯合建築師事務所

TaiSugar Circular Village in Taiwan invites residents to adopt a circular lifestyle, while raising their standard of living through sharing and community. For example, the extensive facilities rental system ranging from furniture to artworks, their comprehensive circular strategy in architecture, resource management, and service design reduces waste and improves sustainability.

台灣沙崙智慧綠能循環住宅園區鼓勵居民採用循環生活方式，並通過社區共享來提高大家的生活品質。以由家具到藝術品都一應俱全的設施租賃服務為例，設計團隊在建築、資源管理和服務設計方面均提出了全面的循環方案，有助居民減少浪費，促進永續生活。



**Venova  
(YVS-140)**

Japan  
日本

Yamaha Corporation  
雅馬哈公司

Yamaha has developed the Venova, a wind instrument made of lightweight ABS resin that is significantly cheaper than existing saxophones and requires low maintenance. With clever design, innovative manufacturing processes and inexpensive materials, the Venova makes it easier for all musicians, young musicians and beginners in particular, to learn how to play a wind instrument.

Yamaha開發了Venova，是一款比傳統色士風廉宜很多的產品，由輕盈和易於保養的ABS樹脂製成。巧妙的設計、創新的製作工藝再加上相宜的售價，讓普羅大眾，尤其是年輕音樂家和初學者，更容易學習演奏管樂器。



**Yuandang  
Bridge |  
The Mainland**  
元盪橋 | 內地

Australia  
澳洲

BAU Brearley Architects+  
Urbanists | SIDRI | T&D

The Yuandang Bridge connects two sections of Shanghai Yuandang Lake's wetlands. The 600-metre bridge is designed to carry pedestrians and bicycles across the water, and at the same time it provides beautiful views of the landscape, and a leisure and viewing pavilion. Drawing cultural references, the bridge prepares users for a journey that crisscrosses not only regional boundaries, but also temporal and cultural ones.

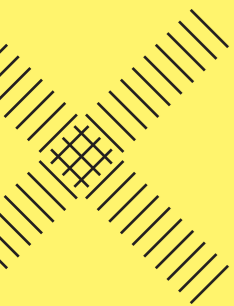
環元盪貫通橋連接上海元盪湖濕地的兩端。這座600米的大橋承載行人和單車通過，同時亦提供優美的景觀以及休閒觀景亭。這條橋的流線外型 and 中國古典花園的設計理念有異曲同工之妙，跨越自然與文化的設計讓遊客耳目一新。





On our journeys towards success, mistakes and failures are not setbacks, but stepping stones and valuable opportunities to learn and grow. Behind every success often lies a trail of unseen struggles and missteps, but these are essential because they hone our skills, confidence and determination. Let's see how the Awardees of DFA Hong Kong Young Design Talent Award 2022 embraced the learning gained from their mistakes to push beyond challenges, and cultivate a mindset that champions resilience, innovation, and growth.

在邁向成功的路上，錯誤及失敗並非絆腳石，而是達成目標的踏腳石及學習、成長的寶貴機會。成功背後往往充滿著不為人知的掙扎及失誤，但這些都是必經階段，有助我們琢磨技巧，提升自信及鍛鍊毅力。讓我們看看 DFA 香港青年設計才俊獎 2022 的得主如何從錯誤中吸取教訓，克服挑戰，並培養堅韌、求新及成長的心態。



# Let Your Mistakes and Failures Fuel Your Success

Au Tsui Isa  
區翠

CreateSmart Young Design Talent Award  
創意智優青年設計才俊獎



ALU Table 屏紋鋁枱 (2020)

**When I was exploring material production for a project, I overlooked a step in the technical process, and it led to an unexpected result. Even though it wasn't what I originally had in mind, we embraced it and created something unique in the end. So a mistake can sometimes turn out to be an inspiration for exploring something new.**

我在為一個項目試驗物料時，因過程中遺漏了一個步驟，導致效果未如理想。儘管結果與預期大相逕庭，我們在錯誤中有意外的收穫，創作出獨特的紋路。所以有時候我們也能從錯誤中取得靈感。



Cheung Ho Yan  
張可欣

CreateSmart Young Design Talent Award  
創意智優青年設計才俊獎

**I used to think that creating high-quality designs for clients was my responsibility alone. I later realised that considering a client's opinions in the process not only increases their participation and satisfaction, it can help us better understand their needs as well.**

我曾經以為設計師的職責就是為客戶提供高質量的設計。後來，我意識到在設計過程中考慮客戶的意見，不僅能增加他們的參與感和滿意度，也能幫助我們更好地了解他們的需求。



## 「追求失敗」的成功哲學



The Coastline 岸海 (2019)

Cheung Wui Hei  
Rolland  
張滙希

CreateSmart Young Design Talent Award  
創意智優青年設計才俊獎

**Once, on my way to a workshop, I carried a 30kg suitcase filled with tools, along with 10 blowtorches. On the train, the ignition switch of a blowtorch got accidentally turned on. It burned a hole and half the items in the suitcase. I had to run out of the train to extinguish the burning suitcase! I am extra careful with equipment these days.**

有一次，我在前往一個工作坊的途中，攜帶了一個 30 公斤重、裝滿工具和 10 支噴槍的行李箱。乘搭火車時，有噴槍的火掣意外地打開了，將行李箱燒穿了一個洞，有一半的物資被燒毀，更令我跑到車外撲熄火種！自此之後，我對整理工具變得更加小心謹慎。



Winebox Grand Piano 酒箱三角琴 (2020)

**When I was developing my DIY Kit, I realised that some design concepts can become too complicated for the general public to understand. So, after gathering feedback from a variety of participants, I adjusted and refined a design concept that everyone could understand, and easily complete by themselves.**

在剛開始著手設計手作套裝的時候，有很多想法想呈現，不自覺地把簡單的理念複雜化，令受眾難以招架。後來，我透過收集用家的反饋，幫助我調整和優化設計，讓大家可以輕鬆享受 DIY 的樂趣。

Lam Yeuk Hei  
Alize  
林若曦

CreateSmart Young Design Talent Award  
創意智優青年設計才俊獎



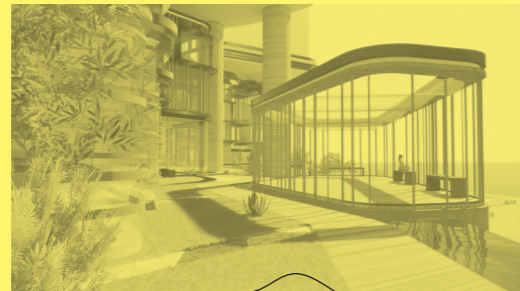


Lau Chung Ming Mig  
劉頌銘

CreateSmart Young Design Talent Award  
創意智優青年設計才俊獎

**When I began creating concrete art, I wanted complete control over every aspect of the process, from moulding and infusion to shaping and polishing. However, I realised I could not control the temperature, humidity or water flow. Through numerous failures, I gained a newfound appreciation of the beauty of imperfection, and learned to embrace flaws and recognise the value of working with nature's unpredictable influence.**

初時創作水泥藝術，從造模、灌注到打磨的每一個步驟，我都很想掌控一切。可惜事與願違，我意識到自己是無法控制溫度、濕度或水流等影響因素。經過無數次失敗，我學會了欣賞缺陷美，擁抱缺陷及領悟大自然的奧妙，感受共同創作的魅力。



Home as a Living Resort (2020)

Yu Hoi Tung  
Jacqueline  
余愷彤

CreateSmart Young Design Talent Award  
創意智優青年設計才俊獎



**Leadership is never an easy task, especially when it comes to leading an architectural design team. When I first began, I was very hands-on with every task. I soon realised that this was not an effective way for my team to learn. A good leader should always encourage, but also recognise that a team needs to explore and express themselves to grow.**

領導團隊向來是一門學問，尤其是帶領一個建築設計團隊。初時，我事無大小都親力親為，但我很快地意識到這種管理方式會阻礙團隊成長。出色的領導者應該要多鼓勵團隊成員，讓他們學習探索自我和表達自己，推動團隊成長。



Adaptive reuse of old tenement buildings in Sham Shui Po as a local crafts hospital and cultural hub  
深水埗工藝醫院 - 活化破開置的唐樓空間 (2016)

YDTA 香港青年設計才俊獎

Chan Kwun Hop Theo  
陳冠合

CreateSmart Young Design Talent Special Award  
創意智優青年設計才俊特別獎



Slave Liberation 自由·奴隸 (2022)

**I was once so exhausted that I slept through an important fitting time. At the time, I felt very guilty and sorry, but everyone makes mistakes, and this made me realise that time management and maintaining a healthy lifestyle was more important than just focusing on work progress.**

有次我因為太疲倦而昏昏入睡，豈料錯過了一個重要的試身時間，當下我感到非常內疚和抱歉。然而，每個人都有犯錯的時候，從中我明白到時間管理與維持健康生活，比起只關注工作進度顯得更為重要。

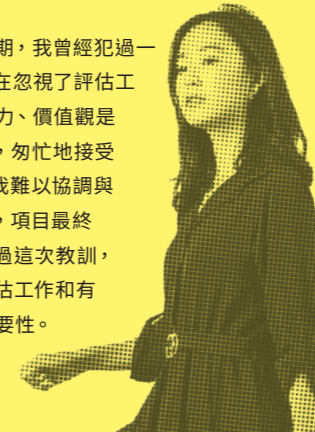


Choi Yuet Sum  
Sharon  
蔡悅心

CreateSmart Young Design Talent Special Award  
創意智優青年設計才俊特別獎

**In my early career as a designer, I made the critical mistake of hastily accepting a job without evaluating its compatibility with my skills and values. This misjudgment led to a disastrous collaboration with my senior, ultimately causing the project to fail. It taught me the importance of carefully assessing job offers and effective communications in the workplace.**

在設計師生涯初期，我曾經犯過一個嚴重錯誤。我在忽視了評估工作內容與個人能力、價值觀是否匹配的情況下，匆忙地接受一項工作，這令我難以協調與上司之間的合作，項目最終以失敗告終。經過這次教訓，我明白到認真評估工作和有效職場溝通的重要性。



Kong Sin Yan Lisa  
江倩欣

CreateSmart Young Design Talent Special Award  
創意智優青年設計才俊特別獎

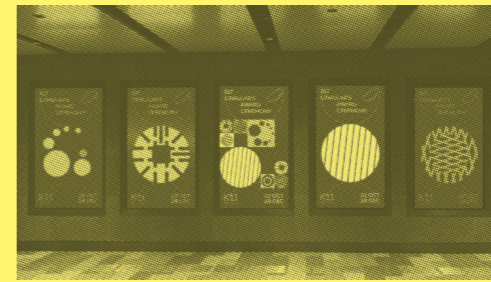


Diatom Glass 矽藻玻璃 (2021)



**After graduating, I struggled for a year to find work as an interior designer. Rejections left me doubtful, frustrated, and desperate. But I devoted myself to building a strong portfolio. Slowly, my confidence grew, and armed with new skills, I secured a position at the renowned studio of Neri & Hu. This experience taught me resilience, preparation, and self-belief, making me stronger and more confident.**

畢業後的一年，我努力尋找室內設計師的工作卻屢次失敗，令我感到疑慮和絕望。同時間，我全心全意地製作個人作品集。漸漸地，我增強了自信心，亦學到新技能，最終獲得著名的如恩工作室聘用。這段經歷教會了我要有韌性、準備和相信自己，自然會變得堅強與自信。



K11 Cirkularity (2021)

Cheung Hoi Ning  
Lorraine  
張凱寧

CreateSmart Young Design Talent Special Award  
創意智優青年設計才俊特別獎



Shout with Whisper 耳語 (2022)

**While I was making a pleated skirt 2 or 3 days before the deadline of the Shout With Whisper collection, I burned a large section of the skirt. I had wanted to finish the organza skirt as soon as I could, and used a higher heat to set the pleats better, but the skirt got burned because of my impatience.**

在距離「耳語」系列的遞交限期只剩下2、3日之時，我因為很急切地想儘快完成一條以柯根紗製作的百褶裙，使用了更高溫為裙子做定型，結果弄巧反拙，百褶裙不慎被燒毀一大部分。

### Yeung Wing Ting Cowon 楊詠婷

HKDI Young Design Talent Award  
香港知專設計學院青年設計才俊獎

**It has happened many times that I didn't save a draft during my sketching process, and the computer software would suddenly shut down, causing me to have to start all over again from scratch. This taught me to regularly save my work, and to this day I still maintain this habit!**

有很多次我在用電腦畫圖稿時還未儲存草圖，電腦軟件突然關閉，重新開啟後我不得不重新再畫。經過多次教訓後，我養成了定時備份的習慣，這個習慣仍保持至今！



Unrestrained 奔放 (2022)



### Cheng Yuk Sing Alex 鄭育昇

Young Design Talent  
Special Mention Award  
青年設計才俊優異獎

**Once, in the UK, I failed a design course because my English was not good enough for me to present my design. At the time, I was frustrated and depressed about it, but I learned another way to present my design without any words: through drawings. A good drawing can sometimes speak for itself.**

英國讀書時，我因為英語不好而未能在設計課堂上完整地匯報個人作品，那時我感到氣餒又沮喪。後來，我學會用另一種方式來展示設計作品，不需要用任何語言文字，那就是：繪畫。一幅好的畫作是不言自明的。



Symbiotic Interaction in Architecture -  
Between Machinery and Biomimicry  
建築中的共生互動 - 機械與仿生學之間 (2022)



My Printing Machine (2022)

### Cheung Tsz Ching Emily 張芷晴

PolyU School of Design Young Design Talent Award  
香港理工大學設計學院青年設計才俊獎

**Precision and accuracy are my enemies in design production. When I was doing an internship in a ceramic and design studio, I carelessly poured the wrong amount of ingredients into a mixture for clay production. My boss and I were very frustrated and upset. Now I have learned to always double-check beforehand.**

在設計製作中，精準度和準確度就像是我的「敵人」。在陶瓷設計工作室實習時，粗心大意的我將調錯了比例的用料，倒入黏土混合物中，失敗的結果讓我和上司感到非常氣餒與沮喪。至此之後，我學會凡事都要預先仔細複查。



Geometry and Line 幾何與線 (2021)

### Ng Tsz Kwan Cherry 吳芷君

Young Design Talent Special Mention Award  
青年設計才俊優異獎

**In executing a design from a drawing, the designer sometimes experiences many failures. For example, when heat transferring prints to fabrics, different textures will give different visual effects. For chiffon, we have to experiment with many different types, and it takes many failures before we succeed in finding the right proportion of patterns and colour chroma.**

從紙上圖畫到實現設計的過程中，設計師往往會經歷很多次失敗。例如將彩圖印製到布料上，不同質感的布會出現不同的視覺效果。簡單如雪紡綢，我們亦需要試驗不同的種類，經過無數次的失敗，才能成功找到最適合印製的圖案比例與色彩度。



### So Cheuk Lam Jonathan 蘇卓霖

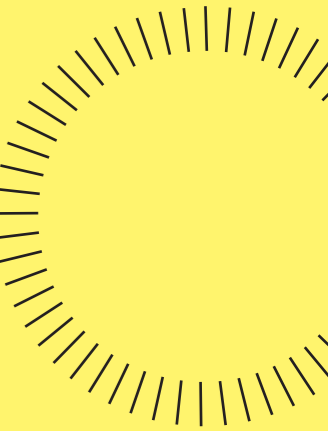
Young Design Talent Special Mention Award  
青年設計才俊優異獎

**During my first time casting a concrete model, I overestimated the ratio of water to cement and sand. It turned out that the model did not dry as much as I expected, and was 1 cm taller than the original. With time running out, I had to use sandpaper to sand it down. It was a valuable lesson for myself to reserve time for errors.**

我第一次做石屎模型時，由於高估了水泥與沙之間的用水量配方，結果模型不似預期中乾燥，還比原來的模型高了1厘米。因為時間有限，我只好砂紙將其打磨掉。那次的經歷，讓我上了寶貴的一堂課：要預留空檔來應對所有可能發生的錯誤。



Phased Regeneration for Obsolete Factory  
再生廢棄建築 (2021)



# Design Can Engage Community

# 04+

# Empowering Our City with Sustainable Design

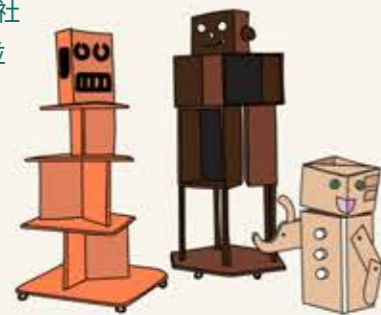
### 集合可持續設計力量 起動全城創意

#### BODW City Programme (CityProg)

peaked in November and December 2022, activating citywide business and creative clusters with over 100 remarkable, design-driven collaborations, including 10 design festivals and programmes that illuminated the transformative power of sustainable design. Under the theme of '20's: Reflect·Refresh·Reset' with a focus on 'Design for Sustainable Community', CityProg invited various sector partners and local communities to witness, engage, and learn how to reimagine our city with design and creativity.

#### 「設計營商周城區活動」(城區活動)

2022主要橫跨11月至12月期間舉行，起動全城商業及創意集群，帶來超過100個精彩設計活動，當中10個設計節及項目盡顯可持續設計的變革力量。本年度的城區活動以「二十而立：深思·煥然·一新」為主題，聚焦「設計·構建可持續社區」，邀請各界伙伴和本地社群，一同見證、參與並學習如何透過設計及創意，從創新角度想像城市未來。



## Sensory Symphony 感官共奏

openground

With a focus on sound design, 'Sensory Symphony' explored new possibilities for materials and boosted the micro economy in Sham Shui Po, a material paradise for many designers and creatives. With tours, workshops, a talk, an exhibition and jam sessions, the public had fun-filled opportunities to design musical instruments with electronic parts and materials found in the district and turned everyday sounds into beautiful symphonies.

「感官共奏」聚焦聲音設計，發掘尋常物料的更多可能性，並推動地方微經濟。深水埗一直是眾多設計師及創意人才採購物料的天堂，是次活動透過導賞、工作坊、講座、展覽及即興演奏，讓大眾活用區內的電子零件及物料設計樂器，將日常聲音化成美妙樂章。



## Play Out of the Box 玩具無界限

Anewtoys

Every year in Hong Kong, countless unwanted toys are thrown away, adding to the growing environmental issue. To promote a circular economy and sustainability, 'Play Out of the Box' featured an enlightening talk, workshops and a carnival engaging the public in Sham Shui Po. Led by a designer, participants learned about the importance of upcycling and resource-sharing, and extended the lifespans of toys through design and creativity.

香港每年有許多「失寵」玩具遭丟棄，加劇日益嚴重的生態問題。為推動循環經濟和可持續發展，「玩具無界限」於深水埗舉辦具啟發性的講座、工作坊和嘉年華，吸引公眾參與。設計師助參加者了解升級再造及資源共享的重要性，並透過設計和創意延續玩具的生命。



## Cheongsam Rhapsody 長衫狂想曲

FashionClinic by T and Wontonmeen

'Cheongsam Rhapsody' happened partly by chance and partly from inspiration. The lucky discovery of a collection of cheongsams from the 1920s to the 1960s was an opportunity to curate a trip down memory lane. With an exhibition, a discussion, a demonstration and a workshop, the programme celebrated and imagined the future of this iconic symbol of Chinese femininity and elegance, and explored sustainable fashion design.

有關「長衫狂想曲」的出現，一半是偶然，一半是靈感。多得一次可遇不可求的機會，發現多件1920至60年代的長衫，成就一趟回到過去之旅。別具代表性的長衫盡展中國女性的柔美與優雅，項目透過展覽、研討會、示範和工作坊，構想長衫的未來發展，並探索可持續時裝設計。

## Gaming Out 街上遊樂點

Milk Design and Kennifstudio

At 'Gaming Out', innovative street games brought communities together and revitalised public spaces in Sham Shui Po. Through a series of design thinking workshops, designers helped the residents and other participants create new street games using simple materials, tools and rules. Everyone had a great time playing the games during 'Gaming Out Week', together reshaping the community and enhancing well-being through play.

「街上遊樂點」透過創新的街道遊戲，凝聚鄰里及社群，並為深水埗的公共空間注入活力。透過一系列的設計思維工作坊，設計師協助居民及其他參加者使用簡單的物料、工具和規則，創作嶄新的街道遊戲。「街上遊樂周」舉辦期間，市民大眾一起盡情遊樂，藉此共同重塑社區，並提升幸福感。

## The Beautiful Pages 好一天 繪本見

Picture books are beloved by both young and old alike, and why better way to tell stories of everyday life than through designers' captivating illustrations? With an exhibition, a mural installation, a walking tour, an evening outdoor sketching workshop and more, students and the public learned how to observe and tell stories about the hidden treasures in their neighbourhood with a newfound sense of empathy.

繪本深受不同年紀的人士喜愛。要講述日常生活的故事，還有甚麼比設計師的插圖作品更為合適？透過展覽、壁畫裝置、導賞行、夜光寫生工作坊等活動，項目激發學生和公眾的同理心，學習觀察並講述社區鮮為人知的珍貴故事。



project G\_UJ

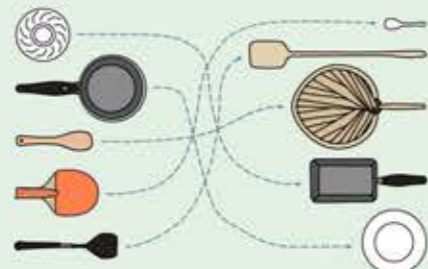
「設計營商周城區活動——二十而立：深思·煥然·一新」

### InNovAction Tsuen Wan 運動·荃城

HKFYG Tsuen Wan Youth S.P.O.T.

Sports design is not only about venues, equipment and outfits, but also creative placemaking that enables healthy activities in public spaces. Featuring a mobile sports station, an exhibition, a map and various sports experiences, 'InNovAction Tsuen Wan' engaged a designer and a group of young people to equip the public with sports design knowledge and promote a healthy lifestyle in a creative way.

運動設計不局限於場地、器材或服裝，更包含創意地方營造，以推廣於公共空間進行有益健康的活動。透過流動運動挑戰站、展覽、地圖及各種運動體驗，「運動·荃城」找來一位設計師與青少年向大眾分享運動與設計，以創意手法推廣健康生活方式。



CityProg 2022 Highlights 城區活動2022 花絮



CityProg 2022 Interviews with Creative Partners 城區活動2022 創意伙伴訪談

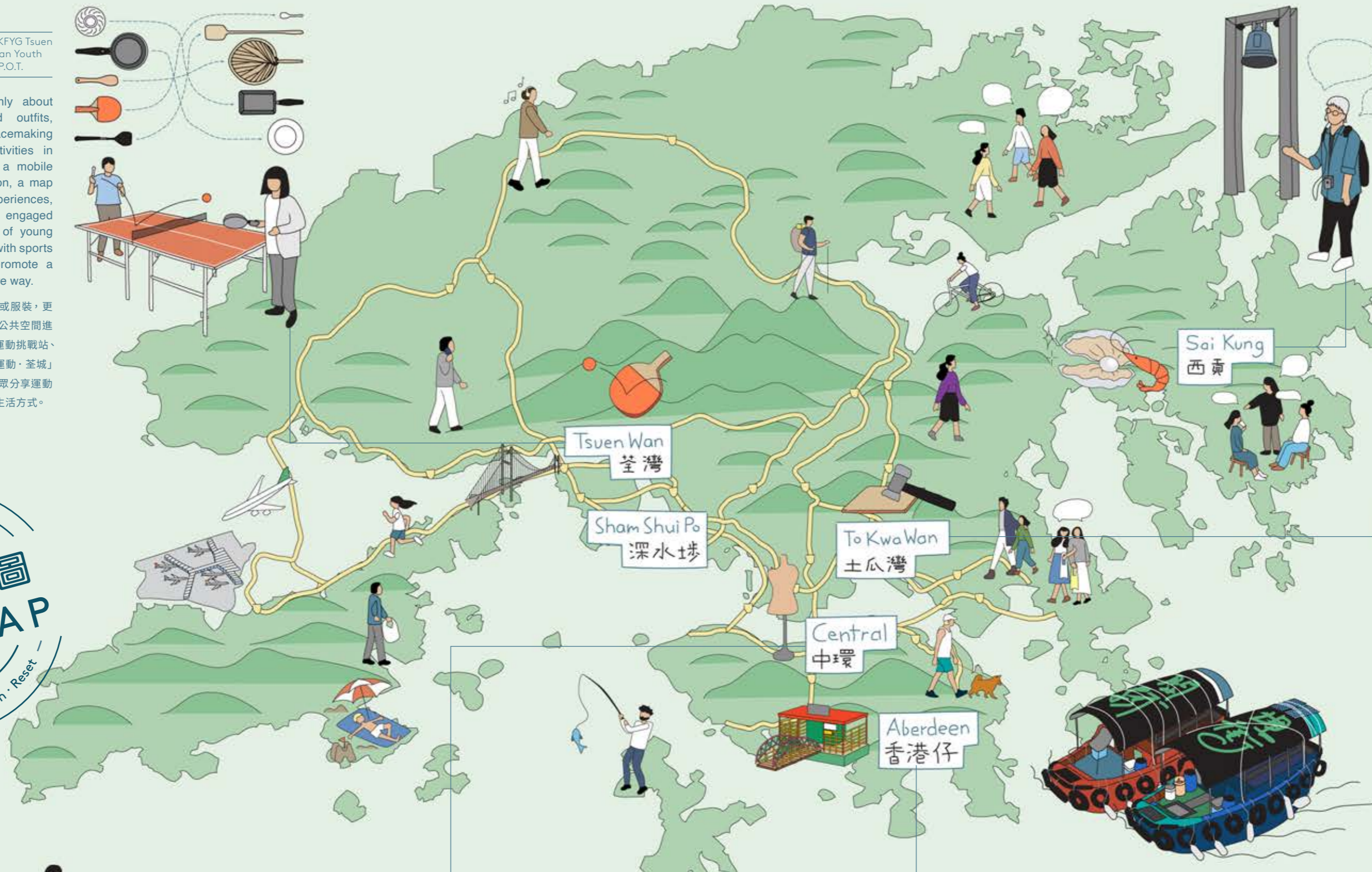


### Walkable Workable Fashion 着得又行德

Walk DVRC

Casual, comfortable clothing is better suited to environmentally-friendly daily mobility habits such as walking. Featuring a webinar on sustainable materials, a competition, a fashion presentation and a lookbook to promote new officewear design trends, 'Walkable Workable Fashion' took a timely look at professional office attire, because looking great should not have to come at the cost of sustainability and an excessive carbon footprint.

穿上適合步行的舒適輕裝，推動更環保的日常出行習慣。「着得又行德」透過以可持續物料為主題的網上研討會、比賽、時裝展示及造型冊，推廣上班族服飾的設計新趨勢，再思專業白領的穿搭，探索如何保持美觀造型之餘，又可以為可持續發展出一分力，並減少碳足跡。



### Tour Around Sai Kung 周圍「貢」

Mode of Design Alliance and Bottoms Up Communication Limited

A new chapter in creative cultural tourism begins! Participants of 'Tour Around Sai Kung' were treated to community tours led by an architect, a fishing raft tour, Sai Kung souvenir shopping, a cultural product design sharing session and workshop, an aroma oil workshop and an ugly food cooking class, all showcasing the quirky charm of the 'back garden of Hong Kong'.

創意文化旅游新體驗由此展開！「周圍貢」的參加者透過建築師率領的地區導賞團、漁排遊、「貢品」特色手信限定店、文化產品設計分享會及工作坊、香薰工作坊及「醜食美饌」烹飪班等，感受「香港後花園」的獨特魅力。



### Creation to Emerge 樂在·做

Making On Loft

To Kwa Wan, the vintage urban district, has evolved its own vibrant cultural and creative ecosystem over the years. With pop-up design studios, zine workshops, an exhibition and a market, 'Creation to Emerge' empowered the creative community and encouraged young talents to unleash their creativity by designing for the small shops in the neighbourhood, turning the area into a thriving 'design and creative maker cluster'.

舊區土瓜灣歷年來逐漸蛻變，發展出活力十足的文化和創意生態系統。「樂在·做」透過期間限定設計工作室、小誌工作坊、展覽和市集，為創意社群注入力量，並鼓勵年輕人才為鄰近小店製作生活設計用品，讓創意飛揚，帶動該區成為蓬勃發展的「設計與創意生產集群」。

### Reimagine the South 再思南區·社區設計

The Warehouse Teenage Club

Through the lens of design, young people and the public deep dived into the history and culture of the Southern District, which has undergone a massive transformation from a sleepy fishing village to a bustling urban area. With engaging activities including a sampan cruise experience, a community design workshop, an Augmented Reality Instagram filter experience and more, 'Reimagine the South' unlocked the district's creative potential.

從設計角度入手，引領青少年和公眾發掘南區的豐富歷史及文化，了解南區如何由式微漁村搖身一變成繁華都市。「再思南區·社區設計」透過舢板體驗、社區設計工作坊、擴增實境 Instagram 濾鏡體驗等引人入勝的活動，釋放區內的創意潛力。

# Ignite New Possibilities

## 跨界合作 開拓新機遇

Apart from presenting 10 design festivals and programmes, CityProg 2022 fostered exchanges and collaborations among different sectors, local businesses and overseas creative units to champion innovation for our city and economy, and nurture a thriving creative ecosystem in Hong Kong.

Check out some of the Satellite Events we hosted and hear what our partners say about us!

城區活動2022除了推出10個設計節和項目，亦積極推動社會各界、本地商業及外國創意單位之間的交流與合作，帶動創意經濟發展，締造香港創意生態。

以下是部分我們舉辦過的衛星活動，來聽聽我們的合作伙伴怎麼說！



**Ms. Fanny Yu**  
余卓婷小姐

Project Director of Loupe  
Loupe 項目總監

Loupe has broadened the promotional channels and strategies, and connected with more new partners through being part of CityProg 2022. We collaborated with CityProg to launch different educational projects that fulfilled our social responsibilities. We look forward to working with more people to promote design and arts through various events.

Loupe 透過城區活動 2022 擴闊宣傳的渠道和方式，並認識更多合作伙伴。我們與城區活動合作推出不同的教育項目，聯手善盡企業社會責任。往後的日子，我們期待與更多不同單位合作，於不同活動中宣揚設計和藝術文化。



**Ms. Angie Chung**  
鍾詠婷小姐

General Manager,  
Central Market of Chinachem Group  
華懋集團中環街市總經理

For two consecutive years, Central Market has been a CityProg creative partner. This time, we joined hands with Walk DVRC and CityProg to host the 'Walkable Workable Fashion Presentation', providing a platform for local designers to showcase their works. We will continue to create value for the community by organising a series of different programmes and exciting events.

中環街市連續兩年成為城區活動的創意伙伴。今次，我們聯同行德及城區活動舉行「着得又行德」時裝展示，為本地設計師提供一個向公眾展示作品的平台。我們會繼續積極舉辦一連串精彩活動，為社區創造價值。



**Ms. Kristie Leung**  
梁皓明小姐

Director of Campell Group –  
KC100 Art Space  
金寶集團 KC100 藝術空間總監

It is very encouraging to see the success of CityProg 2022 as it continues to identify and cultivate new possibilities to grow the local design, arts and cultural community. We look forward to our continued partnership in showcasing local designers and artists' talents, not only in the Kwai Chung district, but also to the world!

城區活動 2022 的成功非常令人鼓舞，全因他們努力不懈地發掘和培養本地設計、藝術和文化圈各種可能性。期待未來繼續合作，不僅只向葵涌社區，而是全世界展示本地設計師和藝術家的才華！

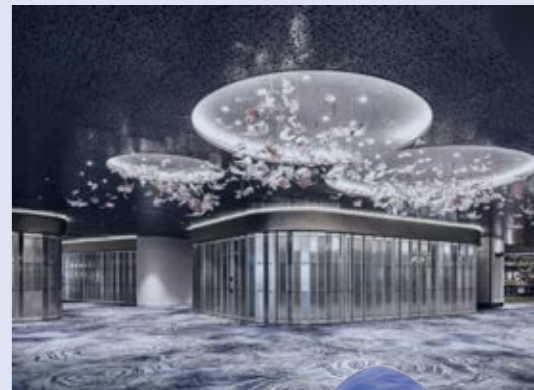


**Dr. Ruffina Thilakarathne**

RIBA International Council  
member for Asia and Australasia  
英國皇家建築師協會國際理事會成員  
(亞洲及澳大利西亞)

RIBA HK Chapter partnered with CityProg 2022 on the '2022 Post Covid Furniture Design Competition', which was a huge success. Prof. Eric Yim, Chairman of Hong Kong Design Centre joined the judging panel to select the winners from the creative entries submitted by professionals and students. The partnership with HKDC has been rewarding.

英國皇家建築師協會(香港分部)與城區活動 2022 攜手合作，成功舉辦「2022 後疫情時代家具設計比賽」，並邀得香港設計中心主席嚴志明教授加入評審團，從專業人士和學生的創作中選出獲獎作品。是次與香港設計中心的合作實在意義非凡。



**Mrs. Klára JURČOVÁ**

Consul General of the  
Czech Republic in Hong Kong  
捷克共和國駐香港總領事

Our collaboration with CityProg 2022 was our first deeper immersion into the design dialogue between Czech and Hong Kong designers. We are glad that several Czech brands got the chance to introduce themselves, and be involved in exchanges with Hong Kong partners and the younger generation. The biggest benefits were the networking opportunities that will lead to new collaborations.

今次參與城區活動 2022，讓捷克和香港設計師得以展開更深入的對話。我們很高興讓更多人認識來自捷克的品類，並把握了與香港伙伴和年輕一代交流的機會，從中促成新的合作。

## Highlighted Satellite Events 精選衛星活動

HKHands



The Hong Kong Illustration and Creative Show vol.4  
香港插畫及文創展 vol.4



Creative Feast 3.0  
亞洲創意饗宴 3.0

## Spark Up Asia (APAC Culture and Creative Industries Alliance)

## Walk DVRC 行德



Skateboard Symposium  
滑板文化研討會

## Lamborghini Hong Kong 林寶堅尼香港



30 Years Of Lamborghini Hong Kong – HK30  
林寶堅尼香港30週年展覽 – HK30

## SUBXMAS 'A Night with the Angry Cat' SUBXMAS 「招財開貓之夜」



## Carnaby Fair & Goods of Desire (G.O.D.)

As a concurrent programme of CityProg, the special initiative 'Design In Action' created 'Open House' experiences for students, taking them on tours at design companies to learn about the working environment and meet professional designers in person. Nearly 60 local design companies took part in over 70 activities to share their expertise, inspiring over 300 senior primary, junior secondary, and tertiary students to explore the value of design and future career planning.



'Design In Action' Graduation Ceremony  
「設計好改變」結業禮

The graduation ceremony of 'Design In Action' was successfully held at Hong Kong Disneyland. Mr. William Kelly Willis, Executive Creative Director of Walt Disney Imagineering Asia, was invited to reveal the secrets behind the park's magical experience design.

「設計好改變」結業禮於香港迪士尼樂園圓滿舉行，邀請了華特迪士尼幻想工程（亞洲）行政創意總監韋禮（Kelly Willis）擔任特別嘉賓，向在場同學分享樂園背後體驗設計的奧妙之處。

**Design In Action 設計好改變**

特別企劃「設計好改變」為城區活動之同期活動，以「設計開放日」（Open House）形式，帶領學生走進設計企業的工作空間，實地了解設計師的工作日常，親身與設計師互動交談。項目邀請近 60 家本地設計企業分享他們的專業知識，舉辦了超過 70 場活動，讓超過 300 位本地大專、初中和高小學生，認識設計的價值和職業生涯規劃。



The Design In Action tours gave me insights into designing various types of spaces, like houses, malls, and resting spots. Out of all the programme activities, I enjoyed the 'Contributing to society in Minecraft' project the most. Working collaboratively with my team, we built different structures, including the Axolotl Library and Tree Land, and created the safest and most exciting water slide for the public swimming pool. Receiving feedback from the designers helped me gain more confidence in my design skills.

「設計好改變」讓我深入了解各式空間設計，如房屋、商場及休憩處等。在一眾活動中我最喜愛的是「在我的世界中為社會做貢獻」。

活動期間，我與團隊合作構建了不同建築物，包括Axolotl圖書館和綠林，並為公共游泳池建造出既安全又好玩的水滑梯。設計導師提出的寶貴意見和建議，提升了我的設計信心。



Cristen Hoo 胡文嘉  
Sir Ellis Kadoorie (S) Primary School  
官立嘉道理爵士小學



Design In Action exposed me to different areas of Hong Kong as well as community events, allowing me to reconnect with the city and meet dedicated individuals from various fields. Through interactions with industry pioneers, I discovered that a designer's soul is defined not only by creativity but also by persistence and experience from mistakes. The ability to integrate these elements is what sets a designer apart.

「設計好改變」讓我參加到香港各區的社區活動，在過程中重新認識這個城市，並接觸來自不同領域、努力深耕細作的專業人士。通過與行業先驅的交流，我發現設計師不僅講求創意，更要堅持信念和從錯誤中汲取經驗。這些元素的結合正是設計師的靈魂所在。



Lung Chik Tang 龍籍騰  
Hong Kong Chu Hai College  
香港珠海學院



Taking part in Design In Action gave me the opportunity to meet and learn from various designers in Hong Kong. Meeting designers from different fields broadened my understanding of design and inspired me to find my own style. Learning about their journeys and determination to succeed was intriguing and motivating. Their passion for design encouraged me to pursue my dreams.

「設計好改變」讓我有機會接觸到來自香港不同領域的設計師。透過與他們見面和交流，加深了我對設計的理解，啟發我尋找自己的風格。他們的設計旅程和追求成功的決心，非常引人入勝和激勵人心。他們對設計的熱誠鼓勵了我追求自己的夢想。



Wong Nga Lam 黃雅霖  
St. Paul's Co-educational College  
聖保羅男女中學



This special initiative taught me about design methods, object pairing, and 3D tools. I was impressed by the designers' creativity and ability to generate many innovative ideas quickly. This surprised me since I usually take longer to come up with my own concepts, even in my personal artwork. Their efficiency challenged my approach to design and left a lasting impression.

這次的特別企劃讓我學到有關設計方法、物件搭配及3D工具應用的知識，設計師極具創意、並能快速產生許多創新想法，令我感到十分佩服。在創作個人畫作時，我通常需要更長的時間去構思概念，所以設計師的高效率創作，讓我留下了深刻的印象。



Chau Tsz Ho 周子昊  
King's College  
英皇書院



Participating in Design In Action allowed me to learn about design in different industries and its potential to improve people's lives. I used to find it challenging to acquire design knowledge in my daily life, but now I understand its importance and impact. Through various visits and interactions, I discovered that designers are approachable and enjoy communicating. Their human-centered approach encourages us to seek better life experiences and to make design an essential aspect of our lives.

參與「設計好改變」讓我學習到設計在不同行業中的應用，以及它對改善人們生活的潛力。我以往覺得很難在日常生活中學習到設計知識，現在我終於可以理解到它的重要性與影響力。通過參觀和交流活動，我發現設計師都很平易近人，他們以人為本的設計理念鼓勵我們尋求更好的生活體驗，讓設計成為我們生活中不可或缺的一部分。



Chan Pak Wing 陳柏穎  
Creative Kids  
奇極創作室



Design In Action's diverse range of activities, including designers' sharing, one-on-one conversations, and studio visits, provided me with valuable insights into the design industry and good design practices. Interacting with designers who excel in various fields taught me about traits such as diligence, creativity, and a willingness to experiment. Their willingness to share their experiences and knowledge has inspired and enriched me, giving me a clearer sense of direction for my career.

「設計好改變」豐富多樣的活動，包括設計師分享、一對一交流和工作室參觀，為我提供了有關設計行業和良好設計實踐的寶貴見解。與在不同領域中表現出色的設計師互動，讓我發掘到他們勤奮、富創意和願意嘗試的特質，他們十分樂於分享經驗和知識，令我深受啟發，為我的職業生涯帶來了更清晰的方向。



Wong Ki Sum 王淇心  
Hong Kong Polytechnic University  
香港理工大學

# A Dialogue with Designers in the City Nurturing a New Generation of Creative Talent

# 穿梭城市與設計師對話 培育新一代 創意人才



Explore What Design Can Do  
發掘更多設計成就的好改變



'Design In Action' Interviews with 12 Local Design Companies  
《設計好改變》12家本地設計企業的故事



'Design In Action' Online Exhibition  
設計好改變作品展





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### Design Spectrum 設計光譜

🌟 Get ready to be inspired! 齊來汲取靈感! 🌈🌟  
 #DesignSpectrum ignites imaginations with eye-opening thematic design exhibitions. 🌈🌐  
 From the vibrant streets of Hong Kong to the dynamic cities of the Greater Bay Area, ASEAN and our international partners, let's nurture talents and build a thriving design thinking culture in our community. 🌟👏💡  
 #InspirationUnleashed #DesignCulture

#設計光譜 的主題設計展覽令人大開眼界，擴闊大眾的想像空間。🌈🌐透過展示來自香港充滿活力的大小街道、大灣區、東盟以及其他國際合作夥伴的動感城市的優秀設計，讓我們協力培育創意人才，並於社區內建構設計思維文化。🌟👏💡#激發想像力 #設計文化

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Design Spectrum 設計光譜

## Inspiring and Showcasing Good Designs In Our Communities

展示好設計 啟發創意社群



**always 常行**

## Envisioning A Community That Thinks Beyond Green

超越環保的設計思維 呈現香港設計續航力

Curator 策展人  
Benny Au and Teresa Chan  
區德誠及陳婉銜

Exhibition Date 展覽日期  
22.11.2022 – 12.12.2022  
in Central Market 於中環街市展出

15.12.2022 – 26.02.2023  
in PMQ 於元創方展出

Design Spectrum 設計光譜 Central Market



166 likes

From a spark of awareness to a series of actions, our behaviour forms over time until it becomes part of a routine – and becomes our 'always'. 🌟 Benny Au and Teresa Chan of miniminigallery brought us 50 captivating design projects that left us inspired and amazed with a deep dive into #CreativeIdeas that span across generations, forms, and spaces. 🌟🌈

常行，是從意念發展至一連串動作，習以為常，進而形成行為。🌟 miniminigallery 的主理人區德誠及陳婉銜精選超過50多個設計項目，透過引人入勝的展品帶來無限靈感及驚喜，讓我們深入了解跨時代、形態、空間限制的#創作意念。🌟🌈

View all 25 comments

Design Spectrum 設計光譜 PMQ



203 likes

From the iconic 'Lap Sap Chung' rubbish mascot that has captured our hearts since the 70s, to a photographic journey capturing the beauty of signage in Hong Kong, to a contemplation of sustainable fashion, 'always' showcased the incredible creativity that defines our city. These projects brought to life and preserved the intangible values they represent – the designers' ideas, boundless creativity, and powerful messages to individuals and communities. 🌟🌈 'always' also encouraged us to embrace collective action through design by bridging the gap between humanity and nature, paving the way for a brighter community and future. 🌈🌐

由早在上世紀 70 年代出現並深入民心的「垃圾蟲」角色設計、日常在香港街道上觀察並捕捉到的招牌字體芳蹤，及至對可持續時裝的思量，「常行」展示塑造香港面貌的非凡創意。不論立足於個人或社區的思想、無盡創意及有力交流面向，展品皆活現背後珍貴的「無形」價值。🌟 此外，「常行」透過設計啟發集體行動，連結人文和大自然，為一個更美好的社區與未來鋪路。🌈🌐

View all 17 comments



148 likes

💡 We were especially amazed by the exhibition's use of flexible wooden panels, which allowed endless possibilities, creating a breathtaking visual experience. These three-dimensional geometric combinations effortlessly adapted to any space. Not only were they functional and aesthetically pleasing, but they also embodied the very essence of the exhibition's theme, symbolising the spirit of adaptability and innovation. 🌟🌈

💡 展覽靈活運用板材的方式尤其令人讚嘆，帶來無限可能性，呈現絕佳的視覺體驗。立體幾何組合輕易隨著場地而變奏，不但精簡、功能性強而富美學品味，更能體現靈活應變和創新的精神。🌟🌈

View all 34 comments

designspectrum.hk 1w  
 #alwaysExhibition #DesignJourney  
 #CreativityUnleashed #BrighterFuture  
 #InnovationUnleashed #AdaptableSpaces  
 #DesignAcrossGenerations  
 #InspirationUnleashed  
 #常行展覽 #設計旅程 #釋放創造力  
 #光明未來 #激發創新活力 #靈活空間  
 #跨時代設計  
 Like Reply



always 常行

Design Spectrum 設計光譜 5h

# Dream Big Think Small

大夢細想

## Bridging Virtual and Real Visions from Designers

遊走真實與虛擬世界 超越夢想 跨越時空

Curator 策展人  
Michael Leung  
梁展邦

Exhibition Date 展覽日期  
11.05.2022 – 17.07.2022  
at 7 Mallory Street  
於茂蘿街7號展出

201 likes 47 comments 16 shares

Like Comment



Design Spectrum 設計光譜 Mallory Street

122 likes

Where reality and imagination intertwined, 'Dream Asleep Dream Awake' presented tangible manifestations of dreams, like Thomas Thwaites' captivating goat adventure. Immersive, speculative creations bridged the gap between the real and digital worlds, offering glimpses of our future.

「想像 夢想」是現實與想像交織的地方，採用具體手法演繹夢，例如 Thomas Thwaites 親身體驗「山羊」的生活。沉浸式加上推測性的設計展品拉近現實跟數碼世界的距離，讓我們藉此探索未來。

View all 23 comments

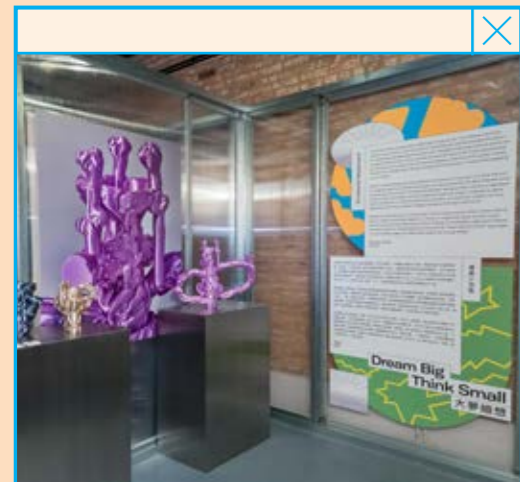
Design Spectrum 設計光譜 2h

Are dreams merely an escape? In 'Dream Further Dream Closer', seemingly luxurious daydreams transform into tangible solutions for pressing human issues. The extraordinary impact of Farm 66's eye-catching vertical farming system, bridging nature and innovation with stunning space-age design makes us believe in the power of dreams.

夢想是僅僅停留在逃避現實的階段嗎?「想遠 近現」探索迫在眉睫的世界議題，看似遙遠而奢侈的「白日夢」，原來早已成為現實。Farm 66 綠芝園的耕種系統矗立在展區中，猶如太空站般的設計引人注目，將大自然與創新融為一體，充分發揮深遠影響力，讓我們相信夢想的力量。

89 likes 25 comments 10 shares

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Design Spectrum 設計光譜 9h

✨ Dreams come alive in countless forms. We celebrated HKDC's 20<sup>th</sup> Anniversary with the spectacular 'Dream Big Think Small' curated by the visionary Michael Leung. The exhibition explored the multidimensional connection between dreams and design through four captivating sections. We saw ingenious solutions to personal and social challenges, as creative powerhouses from Hong Kong, UK, Sweden, Denmark, and more shared their groundbreaking creations.

✨ 夢以形形色色的方式成真。為慶祝香港設計中心成立二十周年，我們舉辦「大夢細想」展覽，並邀得富想像力的設計師梁展邦擔任策展人。展覽透過精心設計的四大展區切入並連結「夢」與「設計」，從而探索箇中多個面向。展品分別由來自香港、英國、瑞典、丹麥等地的設計精英所創作，創作意念突破常規，以精妙設計解決個人及社會挑戰。



89 likes 25 comments 10 shares

Like Comment Share



Design Spectrum 設計光譜 2h

In 'Dream Bigger Dream Smaller', we were enthralled by 'Our Abstract Playscapes' where Fan Lok Yi reimagined community playgrounds, as well as Haw Par Music, a cultural revival uniting heritage and music, both proving that dreams have no age limits!

Finally, dreams are within our grasp when we dare to take action. In 'Dream Hard Do Harder', we explored and saw the tools of fearless designers like Kevin Cheung, STICKYLINE, and LEEEEEEToy, as they turned #DreamsToActions. Design reference books fueled our inspiration and delved into the trend of #SpeculativeDesign, which explores real-world creative possibilities.

「大夢想細」的展品令我們目不暇給，樊樂怡的《我們的抽象遊戲地景》重塑地區遊樂場，「虎豹樂園」活化計劃將音樂表演融入文物遺跡，足證造夢無分年齡大小!

最後，只要我們敢於實踐，美夢就盡在掌握之中。透過「巧作 實夢」，我們探索並細看設計師愛用的工具，包括敢想敢試的 Kevin Cheung、STICKYLINE、LEEEEEToy 等，展示他們如何 #把夢轉化成真。多本與設計相關的書籍為大眾帶來啟發，深入探究 #推測設計，在現實世界中探索不同的創作可能。

- designspectrum.hk 4h
- #DreamBigThinkSmall
  - #DreamsComeTrue
  - #DreamsInAction
  - #SustainableSolutions
  - #InnovationUnleashed
  - #大夢細想
  - #夢想成真
  - #美夢實踐
  - #可持續解決方案
  - #激發創新活力
- Like Reply

Dream Big Think Small 大夢細想

Write a comment...

# DS SHOP BRINGING GREAT DESIGNS INTO DAILY LIFE

## 讓好設計 融入日常生活

Brimming with whimsical home decor, fashion-forward apparel and delightful accessories, DS Shop showcases winners of the prestigious DFA Awards and the design talents nurtured by HKDC's incubation programmes with a launching pad and a platform to sell their innovative creations. Come discover the original wonders of DS Shop — a true celebration of great design in the heart of Hong Kong!

DS Shop 為著名「DFA 設計獎」得獎者及香港設計中心旗下培育計劃的創意人才提供銷售創新產品的平台，展示多款由他們匠心設計的家飾用品、前衛服裝及精美配飾。本土創意於 DS Shop 發光發亮，快來探索原創好物！

### 4 Storyteller Limited 說故事有限公司

Developed for 'The Heart Seeker' exhibition in 2020, this handy tote bag features an illustration by local artist Theo Hikari.

StoryTeller 與本地插畫師 Theo Hikari 合作，取材自 2020 年「The Heart Seekers」展覽而創作的專屬帆布袋。

### 5 Isatisse Studio 大賞工作室

This whimsical drawstring bag by Isatisse is roomy enough for your on-the-go necessities — lunch, wallet, keys — and more.

Isatisse 的索繩袋兼具輕巧便攜與大容量，非常適合盛載午餐盒、錢包和鑰匙等日常必需品。

### 6 Kevin Cheung Design

Rice Bell gives recycled rice cooker bowls a new life and purpose, and their resonant aluminium domes ring happily because of this!

飯鈴讓廢棄電飯煲內膽獲得新生命，用創意再造成能敲出清脆響聲的單車響鈴，將升級再造的理念發揮得淋漓盡致。

### 7 Milk Design

Designed for brewing and sharing tea, this simple, elegant pitcher has a lid and heat protection wrap, making it easier to hold and maintain a moderate water temperature that opens up the layers of fragrance in the tea.

這款茶具專為泡茶及與人分享好茶而設，造型簡約優雅。附壺蓋及隔熱帶，防燙手之餘可延長保溫，讓好茶徐徐散發出層次豐富的茶香。

### 8 In Wonderland Co.

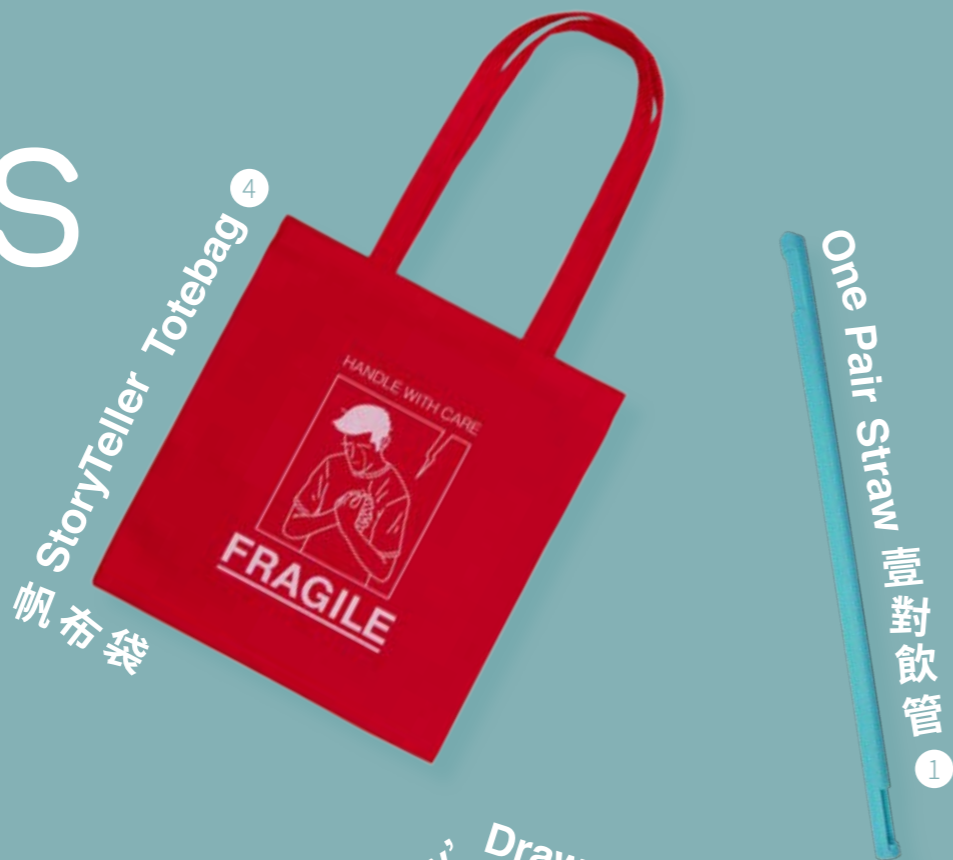
Inspired by the rubber screaming chicken toy, this innovative Screaming Chicken DIY Kit is eco-friendly and great fun to build. With a simple compression, it unleashes a screech that is sure to grab attention and bring laughter.

受橡膠尖叫雞玩具啟發，這款創新的尖叫雞 DIY 套裝既環保又好玩。這個 DIY 尖叫雞捏一下就會發出叫聲，肯定能吸引眾人的注意力，帶來歡笑。

### 1 Green One Lab Limited 綠壹研究所有限公司

One Pair Straw is an award-winning reusable straw with an innovative detachable design, and can be cleaned easily without a cleaning brush.

壹對飲管是一支可拆式的可重用飲管，獲得多個設計獎項。獨特的可拆式設計，能夠清洗飲管每一個位置，毋須使用飲管刷。



### 2 MOODLABBYLORRAINE

FUJI SOCKS, inspired by the iconic Mount Fuji and Japanese Sashiko embroidery, symbolises a yearning for travel. The playful patchwork of stitching styles represents a fusion of the old and the new.

襪子圖案的靈感來自富士山及日本傳統工藝刺子繡，當中表達了對日本旅遊的思念。拼接工藝營造出一種新舊融合的衝突美感。



# Design Can Connect Society

# 05

# Driving Change with Design

設計引領  
改變未來

Change often evokes fear and uncertainty, but it is also the element that compels designers to create solutions that enable societies to progress. At HKDC, we believe that design has the power to drive positive change in the world. Here, our Board of Directors share their perspectives on the greatest designs that have indelibly shaped the world we live in today.

改變也許會打破安逸的現狀，但亦推使設計師構思解決方案，以推動社會邁步向前。香港設計中心深信設計可以成為引領世界進步的主要力量，我們的董事會成員藉此分享一些形塑現今世界的優秀設計，暢談精闢見解。

03 Chopsticks 筷子

02  
04 iPhone

01 Airbnb 愛彼迎

05 Condom 避孕套

06 Notre-Dame du Haut 廊香教堂

## 01 Prof. Eric Yim 嚴志明教授

Chairman 主席

Airbnb is a design thinking success story. Founded by two designers Brian Chesky and Joe Gebbia, Airbnb's two main design-focused principles behind its success are the company's holistic experience approach with a simple and novel booking procedure; and its interpenetration of lifestyles, culture characteristics and design. Airbnb has helped define the sharing economy and experience design.

愛彼迎是一個成功運用設計思維的例子。平台由同為設計師的 Brian Chesky 及 Joe Gebbia 創辦，秉持兩大以設計主導的原則，第一是採用整合式體驗模式，配合嶄新易用的預訂流程；第二是將生活方式、文化特色及設計融為一體。愛彼迎成為定義何謂共享經濟及體驗設計的一員。

## 02 Prof. Viveca Chan 陳一枏教授

Vice Chairman 副主席

The iPhone redefined the role of mobile phones. It changed the way we communicate and interact with people and technology in four ways: its sleek design; its revolutionary touch screen, easy navigation and camera; its App ecosystem that transformed phones into indispensable personal devices for functionality and entertainment; and its continuous innovation, such as facial recognition and AR functions.

iPhone 重新定義手機的角色，包括改變人際溝通及人與科技互動的方式：擁有纖巧時尚的外型；革命性的輕觸式屏幕、易用的導航和相機功能；高度整合的行動作業系統，令手機變成出門必備、集實用功能與娛樂於一身的個人裝置；以及持續不斷的創新，例如人臉辨識和擴增實境功能。

## 03 Steve Leung 梁志天

Vice Chairman 副主席

Chopsticks, a simple pair of equal-length sticks, have been indispensable cooking and eating utensils for thousands of years. Originating in China and now used in many other parts of Asia, their simple and timeless design symbolises Asian dining etiquette, an enduring symbol of Chinese culture, and a global icon of functional design.

一雙一對的筷子，數千年來一直是不可或缺的煮食用具及餐具。筷子起源於中國，現已廣泛使用於亞洲其他地區。設計簡約而歷久常新，不但體現亞洲餐飲禮儀，長久以來象徵中國文化，更是功能性設計的國際級代表作。

## 04 Bonnie Chan 陳德姿

Director 董事

A smartphone with an all-in-one touch screen design was considered so groundbreaking at the time, but is now unquestionably ubiquitous. Very few people can go without a smartphone now. It has changed many aspects of our lives across the world.

想當年，配備全功能輕觸式屏幕的智能手機獲視為破格創新，現在無疑已變成處處可見。智能手機在很多方面改變了人類的生活，成為現代生活中必不可少的一部分。

## 05 David Lo 盧永強

Director 董事

Condoms are one of the most important designs in human history. It is not only a product that prevents pregnancy but also a most effective tool to prevent sexually transmitted infections. (STIs)

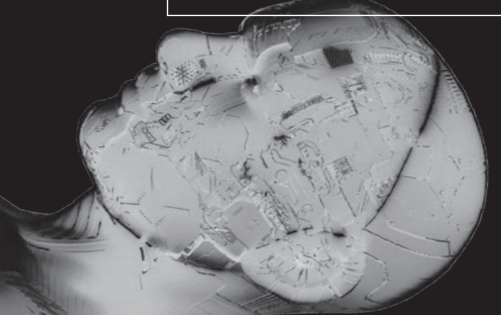
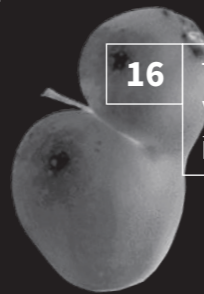
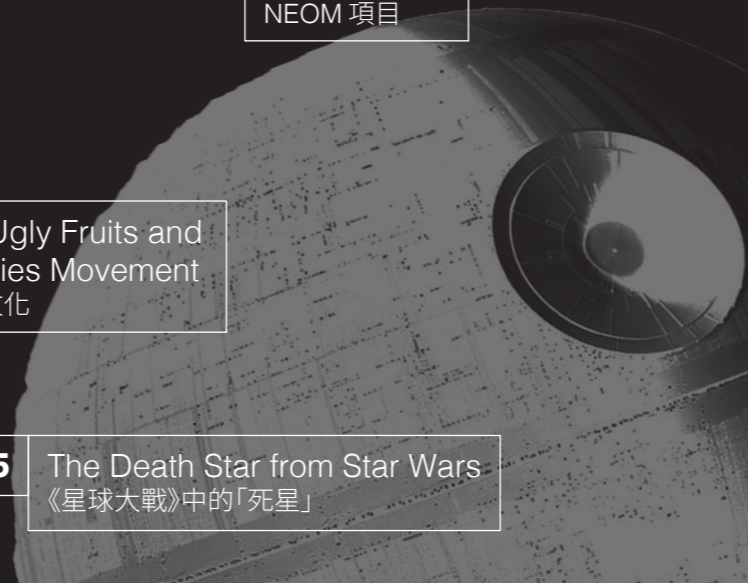
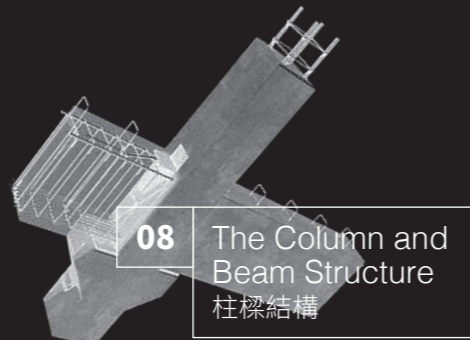
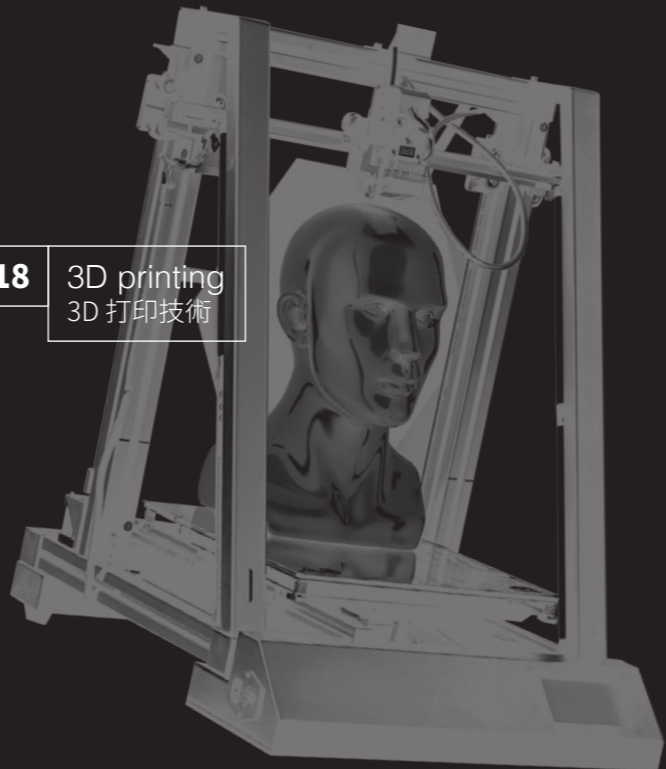
避孕套是人類史上最重要的設計之一，不但能夠避孕，亦是最有效預防性病的工具。

## 06 Prof. Leslie Chen 陳弘志教授

Director 董事

As a design educator, I find Le Corbusier's Ronchamp, also known as the Church of Notre-Dame du Haut, truly remarkable. Its uniquely expressive form challenges traditions. The interplay of light and shadow within its walls evokes both spirituality and emotion. The innovative use of materials and harmonious integration with nature are valuable lessons in pushing the boundaries of design.

身為設計教育家，我認為由 Le Corbusier 設計的廊香教堂非常出色，其表達手法相當獨特，挑戰傳統規範。室內的光影效果營造神聖氣氛，喚起情感共鳴。教堂選材創新，同時與自然和諧融合，成為展現何謂突破常規的寶貴教材。

**07** Photoshop**17** Artificial Intelligence (AI)  
人工智能**10** Metro Systems 地下鐵路**09** T-Shirt T恤**11** Thonet Chair #14  
Thonet 14號椅**14** Alessi Juicy Salif  
Citrus Squeezer  
Alessi 外星人榨汁機**16** The Ugly Fruits and  
Veggies Movement  
醜食文化**15** The Death Star from Star Wars  
《星球大戰》中的「死星」**08** The Column and  
Beam Structure  
柱樑結構**18** 3D printing  
3D 打印技術**12** The NEOM project in  
Saudi Arabia  
沙特阿拉伯的  
NEOM 項目**07** Dr Benson Cheung 張本善博士  
Director 董事

Photoshop is a widely recognized software for its exceptional capabilities in photo editing, graphic design, digital painting, and photo manipulation. Its power lies in its versatility and features that allow users to create stunning visuals. It is an essential tool for photographers, designers, artists, and other professionals who create and edit visual content all around the world.

Photoshop 的照片編輯、平面設計、數碼繪圖及影像處理功能超卓，備受推崇，優勢在於集多功能於一身，用戶可以使用不同功能創作非凡影像。對於世界各地從事創作及編輯影像的攝影師、設計師、藝術家及其他專業人士來說，這是必不可少的工具。

**10** Horace Pan 潘鴻彬  
Director 董事

Underground subway trains require less land consumption than road transportation systems. They also offer other important benefits for the community: better air quality, lower energy costs and lower transportation accident rates.

相比道路交通系統，地下鐵路使用更少的土地，同時為社區帶來其他裨益：令空氣質量更好、能源成本更低、交通意外更少。

**13** Joanne Chow 周凱瑜  
Director 董事

In tackling the affordable housing crisis, the OPod concrete pipe house by architect James Law can potentially change the world. It promotes sustainability, and offers adaptable solutions for diverse populations by providing affordable, space-efficient, and environmentally friendly housing. The OPod can improve the lives of individuals and communities, and make a positive, lasting impact on the world.

面對可負擔房屋短缺的困局，由建築師羅發禮設計的混凝土 OPod「水管屋」有望改變世界。「水管屋」可促進可持續發展，並透過提供經濟實惠、節省空間且環保的住屋，為各類人士提供靈活的解決方案。OPod 可以改善生活質素及社區環境，並為世界帶來正面深遠的影響。

**16** Prof. Kun-pyo Lee 李健杓教授  
Director 董事

The 'ugly' fruits and veggies movement urges shoppers not to throw away perfectly good fruits and vegetables just because they do not meet arbitrary cosmetic criteria. Many families can't afford to eat the recommended daily portions of fruits and vegetables. The produce tastes just the same, and eating 'ugly' fruits and veggies helps reduce global food waste.

「醜食」運動推動消費者不要單單因為所謂的審美要求，便丟掉絕對可供食用的蔬果。許多家庭都負擔不到每日應攝取的蔬果份量。即使蔬果賣相不佳，仍然無損味道，推廣「醜食」文化有助減少全球的食物浪費問題。

**08** Karr Yip 葉憬翰  
Director 董事

The column-and-beam structure – vertical columns that support horizontal beams – has had a significant impact on architecture and construction. This structural system has allowed for the construction of large and complex buildings, including skyscrapers, bridges, and stadiums. It has also influenced the development of other construction materials and techniques.

柱樑結構對建築及施工的影響深遠，有賴這種以直柱支撐橫樑的結構系統，得以建造設計複雜的大型建築物，包括摩天大廈、橋樑和體育場，亦有助推動其他建築材料和技術的發展。

**11** Patrick Bruce  
Director 董事

Michael Thonet's revolutionary 'Thonet #14 chair', created in 1859, was a product ahead of its time. Its new way of bending wood into shapes of great simplicity was arguably the original precursor of the flatpack furniture revolution. Assembled from 6 components and a handful of screws and bolts, it is an iconic object still seen in restaurants and cafes today.

Michael Thonet 於 1859 年創作革命性的 14 號椅，破格前衛。椅子採用彎曲實木的嶄新技術，非常精簡，可稱得上是扁平式包裝家具的先驅。這款椅子僅需六個組件及少量螺釘和螺栓組裝而成，至今仍然具代表性，可見於餐廳和咖啡館。

**14** Eddie Hui 許夏林  
Director 董事

This Squeezer designed by Philippe Starck for Alessi was a product from the 90s, when I was still at college. It was the first time I had seen such a creative product that combined functionality and aesthetics. This is also the philosophy behind our product development at SMEK today - to combine creativity with practicality.

這個由 Philippe Starck 為 Alessi 設計的榨汁機是 90 年代誕生的產品，那個時候的我還是學生，頭一次看到這麼有創意的產品，結合功能和設計美學於一身。把創意跟實用性結合在一起，也正是我們 SMEK 從起家到今天做產品的理念。

**17** Tommy Li 李永銓  
Director 董事

I believe that Artificial intelligence is the key to unlocking the Fourth Industrial Revolution. Today, we are at the beginning of this era, and I look forward to a future where AI creates other AIs. This is a new era where AI will have a tremendous influence on the world as we know it.

人工智能將是開啟第四次工業革命的鑰匙。今天，我們正站在這個時代的開端，我期待著用 AI 創造 AI 的未來，這將會是一個顛覆認知的新時代。

**09** Kevin Yeung 楊棋彬  
Director 董事

Originally designed as an undergarment, the t-shirt has transformed into the most ubiquitous item in apparel. The origins of the t-shirt date back to the late 19th century, when laborers would wear the undershirt only to keep cool in warmer months of the year. Fast forward to today – it is a fashion staple of global culture today.

日常生活中最常見的 T 恤已經成為大家離不開的一種簡約又舒適的衣服。它的起源可以追溯到 19 世紀末，最初是作為內衣出現的，當時從事體力勞動的工人會將 T 恤外穿，以便適應炎熱的氣候環境。時至今日，T 恤已變成日常衣著，顛覆時裝的內外分野。

**12** Alan Cheung 張益麟  
Director 董事

The NEOM project in Saudi Arabia can revolutionise how we conceive, build, and live in cities. It embraces renewable energy, AI and advanced technologies. Its carbon-positive urban development focuses on sustainability, and offers a model for tackling climate change. The city's design also prioritises human well-being with automated services and digital infrastructure, creating a balance between technology and nature.

沙特阿拉伯的 NEOM 項目徹底改變我們如何構建城市，以及在當中的生活方式，項目運用了可再生能源、人工智能和先進科技。都會開發區達致減碳正效益，注重可持續發展的同時，亦帶來應對氣候變化的發展模式。此外，城市設計以人類福祉為先，透過自動化服務和數碼基礎設施，力求在科技與自然之間取得平衡。

**15** James Law 羅發禮  
Director 董事

The iconic Death Star in the Star Wars movies has left an indelible impact on popular culture. It represents the limitless possibilities of technology and their potential consequences. The Death Star serves as a reminder of the power and responsibility that come with great innovations, and of the need to contemplate the ethical implications of our own creations.

《星球大戰》電影中的「死星」極具代表性，在流行文化中留下不可磨滅的足跡。它代表科技的無限可能及潛在後果，提醒我們創新發明所帶來的力量及所伴隨的責任，以及需要在創作時納入道德考量。

**18** Stephen Liang 梁國浩  
Director 董事

3D printing is a technology that can create complex objects from digital designs, which has the potential to revolutionise the way we produce and distribute goods. It can reduce waste and transportation costs, and enable customisation and personalisation of products.

透過 3D 打印技術，數碼設計可製作成結構複雜的實物，有望徹底改變我們生產和分銷商品的方式。它有助減少浪費及降低運輸成本，並提供度身訂造產品。

## 19 Joseph Lo 勞建青

Director 董事

The French inventor Nicéphore Niépce was one of the earliest pioneers of modern photography, and the print he created in 1825, 'View from the Window at Le Gras', is the oldest surviving product of a photographic process. The invention of the camera changed the way we see the world, allowing us to preserve moments, and to document events from the past.

法國發明家 Nicéphore Niépce 是現代攝影的先驅之一，他攝於 1825 年的《在萊斯格拉的窗外景色》是現存最古老的相片。相機的發明改變了我們看世界的方式，不但能讓一刻永存，亦能記錄過去的大事。

## 20 Victor Lo 羅仲榮

Director 董事

Shigeru Ban's 'invisible structure' design for humanitarian disaster relief projects is based on recyclable materials, notably paper. Since 1994, his 'Paper Partition System' has enabled the production of high quality, low-cost emergency evacuation centres to provide housing and privacy for the victims of disasters such as earthquakes across the world, including in Rwanda, Haiti, Turkey, Japan and more.

建築師坂茂為救災援助項目搭建的房子採用「無形結構」，以回收材料如紙張為建材。自 1994 年以來，有賴其「紙管隔間系統」，得以興建高質素、低成本的應急避難所，為世界各地受地震等災難影響的災民，提供享有私隱的容身之所，包括盧旺達、海地、土耳其及日本等。

## 21 Victor Tsang 曾昭學

Director 董事

The Chinese people began using chopsticks 4,000 years ago, first for cooking and serving, then later adapted for table use. They are the perfect utensils for a culture that values families dining together and sharing food placed at the centre of the table. Today, among Chinese and other Asian cultures, chopsticks still foster harmony, respect and unity.

中國人早於四千年前便開始使用筷子，最初是用於烹飪及奉菜，後來才經改良作食具。對於重視一家人相聚用餐、將饌菜擺放於餐桌中央分檔的民族來說，筷子是完美的用具。時至今日，綜觀中國及其他亞洲文化，筷子仍然體現和諧、尊重和團結的精神。

## 25 Janet Cheung 張啟秀

Alternate Director 後補董事

The iPhone revolutionised the way we communicate, work, and play. Its impact on technology and society has been immense, making it one of the greatest design innovations of all time. With its iconic form, innovative features, and unparalleled user experience, the iPhone is a cultural phenomenon and a symbol of technological progress, shaping the world as we know it today.

iPhone 革命性地改變我們的溝通、工作和娛樂模式。它對科技和社會的影響極為深遠，使之成為有史以來最偉大的創新設計之一。憑藉其標誌性的外型、創新性的功能以及無與倫比的用家體驗，成為一種文化現象和科技躍進的象徵，塑造著我們今日所認知的世界。

## 26 Tom Grey

Alternate Director 後補董事

The need to heat, cool and power skyscrapers currently contributes to approximately 28% of the world's carbon emissions. To address this, we can harness the game-changing power of solar energy. Using photovoltaic (PV) technology in building façades and windows, we can convert buildings into electric solar farms that can power themselves and contribute towards a net-zero future.

目前，摩天大廈的供暖、製冷和供電需要，約佔全球碳排放量的 28%。為解決這個問題，我們可以利用太陽能扭轉局勢。透過在建築外牆和窗戶使用光伏技術，將建築物變為能夠自行供電的太陽能發電場，為實現淨零排放目標出一分力。

## 27 Eddy Hui 許迅

Alternate Director 後補董事

The Sega Telegenesis modem shattered geographical barriers, allowing people around the world to connect and play console games with each other. This groundbreaking innovation inspired developers and paved the way for online multiplayer gaming, transforming how we play and connect with others.

世嘉數據機打破地域界限，連繫世界各地的遊戲玩家進行對戰。這一破格創新的概念為開發人員帶來啟發，為多人連線遊戲的發展鋪路，改變了我們玩遊戲以及與人聯繫的方式。

## 19 Camera 相機

## 20 Shigeru Ban's 'Invisible Structure' Design 建築師坂茂的「無形結構」

## 21 Chopsticks 筷子

## 25 iPhone

## 26 Photovoltaic Technology – Harnessing the Sun 太陽能光伏科技

## 27 The Sega Telegenesis 世嘉數據機

photo by boffy\_b

## 22 Papermaking 造紙工藝

## 23 R. Buckminster Fuller's Geodesic Dome 巴克敏斯特·富勒的測量圓頂屋

## 24 Victorinox Swiss Army Knife 維氏瑞士軍刀

## 28 LEGO 樂高積木

## 30 Friedrichstrasse Skyscraper Project 柏林 Friedrichstrasse 摩天樓設計方案

## 29 Rotary Car Parking System (RCPS) 自動泊車系統

## 22 Mui Kinoshita 梅傲雪

Director 董事

Paper, invented by Cai Lun in the 2nd-century AD Han Dynasty, was one of the greatest designs in the world. Papermaking enabled the mass production of books and documents to disseminate knowledge and ideas across the world. Its impact on human civilization was immense, and it remains one of the most significant and enduring contributions of Chinese civilization.

遠在公元二世紀的漢朝，蔡倫發明了紙張，成為世界上最偉大的設計之一。造紙術令書籍和文件可大量生產，有助知識和思想傳播全世界。它對人類文明產生莫大影響，而在中華文明發展史上，仍然是最重要、影響最深遠的貢獻之一。

## 23 Donald Choi 蔡宏興

Director 董事

R. Buckminster Fuller's Geodesic Dome is a design rooted in the elegant beauty of simplicity and the timeless wisdom of 'doing more with less'. In our present era of excessive waste and unsustainable lifestyles, we have much to learn from Fuller's sustainable design approach where a designer is a synthesis of artist, inventor, mechanic, objective economist and evolutionary strategist.

巴克敏斯特·富勒的測量圓頂屋設計植根於簡約優雅之美，以及「以少創多」的永恆睿智。今天，我們製造過多廢物，生活方式亦不可持續，實在需要從富勒的可持續設計方法多多學習。在這種方法下，設計師集藝術家、發明家、技師、客觀經濟學家及策略先驅於一身。

## 24 Hon Sunny Tan 陳祖恆

Director 董事

The Victorinox Swiss Army Knife was introduced over 100 years ago. It gained popularity after WWII and it was even brought on space missions. This popular red object was even added to the Museum of Modern Art in New York. Today, Victorinox incorporates new functions such as LED lights. I am a big fan of it.

維氏瑞士軍刀於 100 多年前面世，在二戰後廣受歡迎，甚至應用到太空人的裝備上。此紅色小物深受愛戴，更成為紐約現代藝術博物館的展品。時至今日，維氏加入 LED 燈等新功能。我是它的忠實粉絲。

## 28 Antony Chan 陳志毅

Alternate Director 後補董事

LEGO is a beloved toy that many of us have grown up with, from childhood through adulthood. Its timeless and innovative design, featuring simple interlocking blocks, has fuelled creativity and imagination for generations. Beyond play, LEGO's versatility and countless variations make it a valuable tool for education, helping to develop problem-solving, engineering, and creativity skills.

樂高積木是伴隨不少人成長的玩具，深得小孩和成人的歡心。其創新設計永不過時，以簡單拼砌的積木，啟發多代人的創意和想像。除玩樂外，多元多變的樂高積木也是不可多得的教育工具，有助鍛鍊解難、工程及創意方面的技能。

## 29 Lowell Cho 曹黎淑霞

Alternate Director 後補董事

The RCPS is a new smart parking technology that offers solutions to parking issues in congested cities. It offers operational flexibility without the need for attendants, increased security and a lower risk of vehicle damage. With the use of composite parts, it is easy to assemble and dismantle, and can be used effectively in areas where space is limited.

自動泊車系統是嶄新的智能泊車技術，為密集發展的城市應對泊車問題。操作靈活，無需服務人員在場，更保安全並有效減低車輛受損的風險。系統採用組合模式，易於組裝及拆件，同時有助善用有限空間。

## 30 Michael Chan 陳詩華

Alternate Director 後補董事

In 1921, in a competition to design Berlin's first-ever skyscraper, the revolutionary design by the then-unknown young architect Mies van der Rohe did not win. However his innovative use of steel and glass was ahead of its time: it offered a glimpse into the future of modern architecture. It would be decades before a similar building was actually constructed.

1921 年，在設計柏林第一幢摩天大廈的比賽中，當時名不見經傳的年輕建築師 Mies van der Rohe 提交了一份破格的參賽作品，然而未能獲勝。不過，他對鋼材和玻璃的運用別具前瞻性，讓人一瞥現代建築的未來發展。數十年後，類似的建築設計實現成真。

## Design Digest 設計二三事

# All About Our Events, and More!

## 全面掌握活動資訊及其他消息

Design Digest gives you an overview of HKDC's design-focused activities that ignite the imaginations of all design enthusiasts, including our flagship Business of Design Week (BODW) and its concurrent events. This year, to our lively calendar of forums, exhibitions, festivals, publications and media outreach activities, we added the consultation project, POSSible! Public Open Space Design Lab; and a study trip to The Netherlands, which presented great opportunities to engage in international cultural cooperation. Read on to find out more!

設計二三事助你了解香港設計中心的各大設計活動，當中包括旗艦盛事「設計營商周」及相關同期活動，激發一眾設計愛好者的創意想像。今年，我們不但涵蓋了論壇、展覽、設計節、書刊出版及媒體外展，同時新增了探討公共空間設計的諮詢項目「空間大可能！」，以及促進國際文化交流與合作的荷蘭考察團。細心閱讀，了解更多資料！

### Media Publicity 傳媒推廣

Metro Radio Programme - Good Life Good Design  
新城知訊台節目——生活就是設計



Design takes to the airwaves on 'Good Life Good Design' co-hosted by HKDC and Metro Radio, which has aired every two months since 2017 on Metro Info FM99.7, Metro Radio's 'Doors to the World' programme. From April 2022 to March 2023, we had an engaging season titled 'Design for Sustainable Community'. The entertaining and informative radio segments explored how design isn't just about aesthetics – we learned how, with thoughtful design thinking that focuses on sustainability we can elevate our daily lives, enhance our wellbeing and future-proof our communities.

自2017年起，新城知訊台FM99.7《世界隨意門》每兩個月播放一次由香港設計中心與新城知訊台聯合主持的「生活就是設計」環節，讓聽眾透過大氣電波窺探設計世界。由2022年4月至2023年3月，環節以「設計·構建可持續社區」為主題，內容娛樂性及資訊性並重，探討設計如何不僅僅是關乎美學，更可透過縝密的設計思維，聚焦於可持續發展，有助改善日常生活，為大眾謀福祉，並構建著眼未來的社區。

### BODW 2022 Concurrent Events 設計營商周 2022 同期活動

DesignInspire 2022  
創意設計博覽 2022



DesignInspire 2022 is a celebration of world-class designs by global creative gurus, trending brands and design academies and institutions. Since 2021, this annual creative showcase has been broadened into a year-round online-to-offline programme for promoting international designers and projects to industry elites and the public. The virtual experience featured an engaging showcase of designer projects, thematic designer stories, fun interactive experiences and a range of creative workshops; while the in-person roadshow in Hong Kong highlighted local creative forces.

DesignInspire 創意設計博覽2022匯聚全球創意精英、潮流設計品牌，以及設計院校和機構的頂尖設計。自2021年起，此年度創意博覽已升級為全年推廣活動，透過線上及線下多個渠道，進一步向業界精英和公眾推廣國際設計師及專案。線上平台呈獻各種設計項目、專題創作故事、趣味互動體驗和一連串創意工作坊，於香港舉辦的線下設計路演，則大展本地創意人才的才華。

**Organiser 主辦單位**  
Hong Kong Trade Development Council  
香港貿易發展局

**When and format 時期及形式**  
Year-round, hybrid promotional programme  
全年，線上及線下推廣活動

deTour 2022 Design Festival  
deTour 2022 設計節



deTour is Hong Kong's leading design festival that celebrates the innovative works and concepts of local and overseas designers and creative talents. With the aim of erasing the barriers that exist between design and people, deTour 2022 took on the theme of 'Design as One', encouraging the public to express their ideas and take part in the design process. The design festival comprised 4 main exhibition categories, 39 workshop sessions and 11 design dialogue sessions, film screenings and guided tours, as well as a virtual festival.

deTour是香港年度設計盛事，展示本地和國際設計師及創意專才的創新作品，盡顯其破格意念。deTour 2022的主題是「設計共同」，旨在將人和設計的距離拉近，鼓勵大眾發表意見，並參與設計過程。活動包括四大主題展覽、39場工作坊、11場設計講座、電影放映會、導賞團，以及虛擬設計節。

**Organiser 主辦單位**  
PMQ  
元創方

**When and format 時期及形式**  
18.11.2022 - 04.12.2022  
Hybrid event 線上及線下融合活動

Leadership Forum on Design Education 2022  
設計教育領袖論壇 2022



The Leadership Forum was a full-day event which brought together renowned leaders from industry and academia to share their ideas on the significance of having the mindset, process and methods of design entrepreneurship under the vast development of business and technology in the modern age, and how education can keep up with the footsteps to nurture challenge-prepared talents. Under the theme 'Design & Entrepreneurship', there were a total of over 7,000 cumulative audiences joining the forum in-person and virtually.

設計教育領袖論壇雲集業界和學術界的知名人士，探討在商業和科技急速發展的今天，設計創業思維、步驟和方法的重要性，同時分享教育應如何與時並進，栽培有能力應對挑戰的人才。本屆論壇主題為「設計與創業」，全日累計共有超過7,000名現場和線上觀眾。

**Organiser 主辦單位**  
The Hong Kong Polytechnic University School of Design, Hong Kong Design Institute (member of VTC Group) and Hong Kong Design Centre  
香港理工大學設計學院、香港知專設計學院及香港設計中心

**When and format 時期及形式**  
25.11.2022  
Hybrid forum 線上及線下融合論壇

Business of IP Asia Forum (BIP Asia Forum) 2022  
亞洲知識產權營商論壇 2022



With the theme of 'Creating New Value, Discovering New Frontiers', the 12th edition of BIP Asia Forum brought together over 70 speakers and inspired 14,000 online and physical attendees. The forum explored the potential of IPs in business value creation and uncovered the profound impact of megatrends on the IP landscape in Asia and beyond. To strengthen IP commercialisation and facilitate industry collaboration, the debut of the 'Innovation & IP Market' showcased original projects from IP owners, and provided an ideal platform for IP users and service providers to explore new collaborations.

第12屆亞洲知識產權營商論壇以「共建創新價值·開拓嶄新領域」為主題，匯聚70多位講者及超過14,000名現場和線上觀眾。講者探討知識產權在價值創造方面的潛力，分析環球大趨勢對亞洲以至全球知識產權格局的影響。為加強知識產權商品化和促進業界合作，論壇首次舉辦「創科營商廊」，展示知識產權擁有者的創新項目，並為知識產權用戶和服務供應商提供理想的平台，讓與會者探索合作機會。

**Organiser 主辦單位**  
HKSAR Government, Hong Kong Trade Development Council, Hong Kong Design Centre  
香港特區政府、香港貿易發展局及香港設計中心

**When and format 時期及形式**  
01.12.2022 - 02.12.2022  
Hybrid forum 線上及線下融合論壇



### Quarterly E-newsletter 季刊電子通訊

### Guangzhou Design Week 2022 廣州設計周 2022



With the theme of 'PASSION', the 17<sup>th</sup> annual Guangzhou Design Week exhibition welcomed 402,713 participants in an event space of over 180,000 square metres. The B2B exhibition explored the exciting possibilities of design and building materials in contemporary living life aesthetics as well as new business formats. Over 1,006 renowned enterprises showcased their products, along with more than 400 distinguished guests from the design industry including design masters, crossover artists, and emerging designers. The exhibition featured over 40 'Super Curation' installations and booths, as well as over 150 design activities, including a successful content-led design event that combined social interactions and business explorations.

第17屆廣州設計周展覽以「熱愛」為主題，場地面積達180,000平方米，成功吸引402,713名訪客參觀。展覽會專為設計業界及商貿專業人士而設，探索當代生活美學新業態的設計及選材，共有超過1,006家知名企業展出產品，並邀得逾400位設計大師、跨界藝術家及新晉設計精英出席。大會帶來40多個「超級策展」裝置和展位，舉行超過150場設計活動，包括一場內容主導、集社交互動及商貿交流於一身的設計盛會。

**Organiser 主辦單位**  
Guangzhou Design Week Organising Committee  
廣州設計周組委會

**When and format 時期及形式**  
03.03.2023 - 06.03.2023  
Physical exhibition 實體展覽

### DMatters



Our dynamic quarterly newsletter DMatters is your go-to-resource to stay updated on all the vibrant happenings and trends sweeping through HKDC's lively calendar of programmes and activities. Don't miss all the biggest industry stories about up-and-coming new talents who are setting the design world abuzz with their creativity, the visionaries who are changing the global design landscape, and the innovations that are set to change the world. Subscribe today at [www.hkdesigncentre.org](http://www.hkdesigncentre.org) to read our exclusive interviews, articles and features that will leave you informed and inspired.

要了解香港設計中心形形色色的計劃及活動，緊貼最新設計消息及趨勢潮流，內容豐富的季度電子通訊DMatters便是你的不二之選。無論是關於為設計界注入創意新元素的新晉人才、重塑全球設計格局的創意先驅，或是即將改變世界的創新設計，每個業界故事皆精彩萬分。閱讀獨家訪談、文章和專題內容，以掌握更多資訊，啟迪思潮。立即於訂閱DMatters：[www.hkdesigncentre.org](http://www.hkdesigncentre.org)

### Publications 出版物

### HKDC Annual Report 2021-2022: DESIGN CAN 《香港設計中心年報 2021—2022: DESIGN CAN》



As a special edition to celebrate our 20<sup>th</sup> Anniversary, the name DESIGN CAN highlights the immense potential of design for improving our society and collective wellbeing, and it is the first of more editions to come. From 'massive weaving' of creative ideas from different community stakeholders, to themed events and exhibitions that bring industry innovation trends, this report maps out a lively account of HKDC's achievements under the theme 'Design for Sustainable Community'. This 2021-2022 edition has won LACP Vision Awards (Platinum) and ARC Awards (Bronze).

藉慶祝香港設計中心成立二十周年之際，我們的年報正式取名為DESIGN CAN，象徵著設計帶來無限可能，並能改善人們生活，為社會提供各種創新的解決方案。在「設計·構建可持續社區」的周年主題下，我們一同來回顧中心過去一年的項目，內容包括：促進不同合作伙伴攜手以「大量交織」的方法構建創意設計社群，以及重溫為參加者帶來最新趨勢的主題活動及展覽等。2021-2022年報勇奪美國傳媒專業聯盟Vision大獎（白金獎）、及ARC年報大獎（銅獎）。

### Won Two Awards 勇奪兩獎



### Design for Sustainable Community 《深思設計·永續城區》



The interviews for 'Design for Sustainable Community' were a journey into the minds of 10 creative partners from BODW CityProg 2022. Individually, we may have limited powers, but when diverse disciplines come together, the boundless potential of innovative thinking and design can unleash its magic to shape a better community. From reimagining living spaces to transforming everyday objects, together we can pave the way for a more sustainable future.

《深思設計·永續城區》收錄了十個「設計營商周城區活動2022」創意伙伴在社區發揮設計力量的歷程和想法，讓大眾了解跨領域的創意如何成就無盡可能。個人的力量也許微不足道，但如能集各界之力，便能釋放創新思維及設計的潛力，共同營造美好社區。無論是重塑生活空間，或是改造日常用品，我們可以攜手構建更可持續的未來。



### Design for Asia: DFA Awards 2022 《給亞洲設計——DFA設計獎2022》



Discover the best in the world of design! Featuring exceptional designs that span across science and technology, spatial and environmental experiences as well as important social and humanitarian issues, this book provides a good look into the contributions of three industry trendsetters, 195 winning design projects, and 16 young and promising Hong Kong designers from the DFA Awards 2022. An excellent cover for all design enthusiasts who seek inspiration from the best in the field.

齊來欣賞全球最優秀的設計！此書結集於科技革新、空間及環境體驗、重大社會與人道議題方面的非凡設計，內容聚焦來自DFA設計獎2022的三位設計界翹楚、195個得獎設計項目及16位香港年青設計才俊，闡述他們所帶來的貢獻。如果你對設計深感興趣，並希望從業界頂尖高手汲取靈感，萬勿錯過這本好書。

### Design In Action 《設計好改變》



In 'Design In Action', 12 local design companies shared their stories on public space, art tech, social innovation, sustainability, and experience design. They were part of 'Design In Action 2022-2023', a special initiative that embraced the concept of 'Business for Good'. Bringing together nearly 60 design companies, the initiative nurtured over 300 local tertiary, secondary and primary students through engaging and interactive activities, promoting the value of design and inspiring the next generation in their creative career planning.

《設計好改變》訪問了12家本地設計企業，記錄它們在公共空間、藝術科技、社會創新、可持續性和體驗設計方面的發展和故事。它們更實踐以商為善的理念，成為「設計好改變2022-2023」近60家參與設計企業的一份子，透過不同活動與超過300位本地大專、初中和高小學生交流，讓下一代了解設計的價值和職業生涯規劃，播下薪火相傳的種子。



### 《設計後半生》



The topic of ageing gracefully took centre stage as HKDC teamed up with Joint Publishing to publish the inspiring Chinese-language book, on the transformative power of good design in the lives of the elderly. Echoing the thematic exhibition, 'Brand New Youth', curated by Design Spectrum in 2021, the book features interviews with 15 specialists in elderly design and social innovation. From reimagining living spaces to revolutionary social initiatives, this book shines a light on creating an inclusive community for all generations.

有見「優雅地老去」成為城中熟話，香港設計中心與三聯書店合作出版這本啟迪人心的中文讀物，展示好設計如何協助老齡人活好後半生。此書源自「設計光譜」於2021年策展的「後·生」主題展覽，採訪了15個從事銀齡設計及社會創新的單位。從改造生活空間到改革社區措施，此書為構建全齡友善的共融社區帶來啟發。



### Online Resource 網上資源

### Hong Kong Design Directory 香港設計指南



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).

香港設計指南為本地設計企業提供一個一站式的網上資料庫及名錄。從事各類設計專業的公司和創意人才可以展示其履歷，讓有需求的企業進行配對。要搜尋設計指南，請瀏覽香港設計中心網站：[www.hkdesigncentre.org](http://www.hkdesigncentre.org)

## International Cultural Cooperation 國際文化交流

### Business of Design Week – The Netherlands Study Trip 2023

設計營商周 - 荷蘭考察團 2023



設計營商周 2023 (BODW 2023) is organised by Hong Kong Design Centre, together with CreativeNL, the platform for creative pioneers from the Netherlands. BODW 2023's Partner Country, and Create Hong Kong (CreateHK) of HKSAR Government as the Lead Sponsor.

The Netherlands study trip, which took place from 23 to 31 March 2023, marked the first major event of the strategic year for BODW 2023. This trip provided a unique opportunity to connect with key Dutch stakeholders and explore potential collaborations for the BODW 2023 programme. The study trip was co-led by Mr Kevin Yeung Yun-hung, GBS, JP, Secretary for Culture, Sports and Tourism, HKSAR Government and Prof. Eric Yim, MH, JP, Chairman, Hong Kong Design Centre. A total of 24 Hong Kong delegates from HKSAR Government, public organisations, design sector and institutions participated in the trip, which included visits to Dutch studios, iconic buildings, training programmes, the ministries, and museums. The Hong Kong delegates gained insight into how the Dutch creative industry is facilitated.

#### Fast facts of the Netherlands Study Trip 2023

- Visited: 5 cities: Eindhoven, Rotterdam, Delft, The Hague, Amsterdam
- Visited: 40+ organisations and brands
- Met: 60+ representatives from the Netherlands
- Attended: 2 networking events on circular design



設計營商周 2023 由香港設計中心聯同策略伙伴荷蘭及其創意開發平台「創意荷蘭」(CreativeNL) 舉辦，並由香港特別行政區政府「創意香港」作為主要贊助機構。

荷蘭考察團於 2023 年 3 月 23 日至 31 日進行實地交流，標誌著設計營商周 2023 的首個重點活動。香港代表藉此與荷蘭伙伴建立聯繫，並探索設計營商周 2023 合作項目的種種可能。考察團由香港特別行政區政府文化體育及旅遊局局長楊潤雄先生及香港設計中心主席嚴志明教授共同率領。考察團共有 24 位來自香港特區政府、公營機構、設計行業及機構的香港代表參加，行程包括參觀荷蘭工作室、地標建築、培訓課程、政府部門及博物館，讓香港代表深入了解荷蘭創意產業的發展情況。

#### 荷蘭考察團 2023 概覽

- 造訪 5 個城市：埃因霍溫、鹿特丹、代爾夫特、海牙、阿姆斯特丹
- 參觀 40 多個機構及品牌
- 會見 60 多名來自荷蘭的代表
- 參加 2 場關於循環設計的交流活動

## Design Thinking & Innovation Consultancy 設計思維及社會創新項目諮詢

### POSSible! Public Open Space Design Lab

「空間大可能！」



HKDC helmed the POSSible! Public Open Space Design Lab project as Design Thinking Advisor, it is an initiative by the Architectural Services Department of the Government of the HKSAR, which explores innovative design to transform Hong Kong's public open spaces (POS) into desirable bustling hubs of life and community, as well as achieve sustainable development.

POSSible! explored six common types of public open spaces in Hong Kong, from Sitting-Out Areas to Public Play Spaces, Plazas, Public Parks, Waterfront Promenades, and the natural tranquility of Country Parks.

A series of interactive Design Thinking Workshops, Field Surveys, Literature Reviews, enlightening Case Studies, and a Symposium brought together over a thousand participants, including members of the public, government officials, talented designers, and industry experts. POSSible! embraced the collective wisdom and creativity of the community, united in their quest to co-create sustainable, thriving POS.

The initiative yielded a tailor-made Design Thinking Toolkit and Design Guide Set developed according to the principles of Good Design-led Values and Strategies, which will pave the way towards creating sustainable, inviting, and truly inclusive spaces in Hong Kong.

「空間大可能！」由香港設計中心擔任設計思維顧問、香港特別行政區政府建築署主辦，旨在探索如何透過創新設計，將香港公共空間轉變成令人嚮往使用及流連的民生及社群聚腳點，同時實現可持續發展。

「空間大可能！」探索六個香港常見的公共空間類型，包括休憩處、公共遊樂場、廣場、公共公園、海濱長廊及郊野公園。

項目包括一系列的互動設計思維工作坊、實地考察、文獻探討、案例研究及研討會，共匯聚一千多名參加者，當中包括公眾、政府官員、設計專才和行業專家。「空間大可能！」集結社區的集體智慧及創意，共同塑造可持續發展、朝氣勃勃的公共空間。

項目根據公眾參與過程中制定的「優秀設計主導策略」，精心編製出一套專為更新未來公共空間之「空間大可能！設計手冊」及「空間大可能！設計思維工具包」，為香港構建可持續發展、具吸引力且真正共融的空間鋪路。



Design Guide features three volumes, shedding light on the basics and the essentials of a desirable POS project; diving into different innovative design ideas that could help to achieve a desirable POS; and providing resources that could help users along a POS project respectively.

設計指南共分三冊，分別包含關於理想公共空間項目的基礎知識和重要要素、探討有助於實現理想公共空間的創新設計理念，以及提供協助使用設計指南完成公共空間項目的資源。



Design Thinking Toolkit creates combinations of actions and tools to deepen the understanding on the dynamics between POS users, stakeholders and the team in the design process.

設計思維工具包透過組合不同行動和工具，達至深入了解公共空間項目中各方，即使用者、持份者及團隊的動態。

### Expanding the design scene with collective effort

合力拓展設計領域



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 51 design-and innovation-related programmes, contributing to our collective efforts to foster industry diversity and to drive Hong Kong's design ecosystem forward.

香港設計中心致力與不同行業及社會各界合作，推動設計思維的應用及培育創意人才。今年，我們全力支持39個來自不同界別的合作夥伴，合共推廣51個與設計及創新相關的活動和計劃，集眾人之力帶動業界走向多元發展，促進香港設計生態繁榮。

### Building local and global connections

建立本地及全球聯繫



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 2022-2023, HKDC hosted three delegations from trade organisations, industry associations, and government representatives from Hong, Czech Republic, and Italy. Through these visits, we gained a mutual understanding of industry directions and trends, laying the foundation for future cooperation in fostering local design ecologies.

作為政府推廣創新設計的策略伙伴，香港設計中心積極與來自世界各地的持份者進行跨機構、跨文化交流，進一步實踐使命。在2022年至2023年度，中心接待了分別來自香港、意大利、捷克的貿易組織、行業協會和政府官員合共三個代表團。透過這些訪問，我們互相交流業界的發展方向和趨勢，為未來合作奠定基礎，有助推動本地設計生態蓬勃發展。

### Design advocacy and knowledge sharing

設計推廣與知識分享



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.

香港設計中心董事會及管理層成員經常獲邀出席由設計及其他行業的機構，如教育機構和專業協會舉辦的各類活動，並以演講者、評委和嘉賓的身份，與社會各界分享設計的重要角色，及推廣人本設計的重要。此外，他們亦會在媒體採訪中宣揚設計的價值所在，為市民大眾帶來啟發。

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設計之友計劃廣結熱愛設計，並深信優秀設計能為社會創更多福祉的同路人。計劃匯聚不同界別的組織和人士，為設計之友創造交流專業知識、拓展人脈網絡及建立合作關係的機會。

### Acknowledgement of Corporate Members

鳴謝公司會籍之會員



### Acknowledgement of Patron Members

鳴謝永久贊助會籍之會員

Till 31 March 2023, in alphabetical order by surname  
截至 2023 年 3 月 31 日，以姓氏英文字母排序

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Culture-Based Innovation Network

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新創高創意策略創辦人

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**Ms Denise Lau**  
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COLOURLIVING 行政總裁

**Dr Flora Lau**  
劉偉婷博士  
Founder, Flora Lau Designers Ltd  
劉偉婷設計師有限公司創辦人

**Mr Siu Hong Freeman Lau, BBS**  
劉小康先生  
Founder, KL & K Creative Strategies  
新創高創意策略創辦人

**Mr Tai Yum Lau**  
劉傑欽先生  
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Initiatives, Gold Peak Technology Group  
Limited; Former Executive Director,  
Hong Kong Design Centre  
金山工業(集團)有限公司  
總經理兼集團環境、社會和管治主管;  
前香港設計中心行政總裁

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李乃熺博士  
Chairman, TAL APPAREL LTD.  
聯業製衣有限公司主席

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Founder & CEO, Artemis Digital Limited  
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董事總經理

**Mr Ng Man Wai, Danny**  
吳文偉先生  
Director, 4N design  
四目建築設計事務所董事

**Mr Nils Neckel**  
Director, Designlink operated by  
Design & Distribution Link Limited

**Mr Benson Pau**  
鮑潔鈞先生  
Founder and CEO,  
Wings Trading (HK) Co. Limited  
飛騰行(香港)有限公司創辦人  
及行政總裁

**Mr Chiu Hang Tsoi**  
蔡超恆先生  
Chief Executive Officer, Lifestyle  
Creating Holding Limited  
時尚創建集團有限公司首席執行官

**Mr Chi-fung Wang**  
王志峰先生  
Director, China Energy  
Technology Holdings Limited  
中國能源科技集團有限公司董事長

**Mr Ben Wong**  
黃志奇先生  
Director, Sure Profit Holdings Ltd.  
利保集團有限公司董事長

**Mr Danny Wong**  
Executive Director, Wiseman  
International Digitech Limited  
華冕國際數碼技術有限公司執行董事

**Mr Peter Wong**  
黃紹關先生

**Mr Qin Xia**  
夏勤先生  
President,  
Makestream Design Co.Limited  
杭州麥客意識流設計有限公司負責人

**Prof. Eric Yim, JP**  
嚴志明教授  
Chairman, Hong Kong Design Centre  
香港設計中心主席

**Mr Leon K L Yoong**  
翁國樑先生  
Techtronic Product Development Ltd  
Vice president - Techtronic Design

**Dr Allan Zeman**  
盛智文博士  
Chairman, Lan Kwai Fong Group  
蘭桂坊集團主席

2B Square

4M Industrial Development Limited

FringeBacker Limited

Play Concept Limited

Shantou University  
汕頭大學

Tandem Design

深圳市易訊天空網絡技術有限公司

## PROMOTING DESIGN THROUGH INTERNATIONAL COLLABORATIONS

### 國際協作 推廣設計

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.

作為國際設計組織網絡的成員之一，香港設計中心不時參與討論全球的熱門設計議題，促進本地與海外業界交流，突顯香港身為亞洲區內重要設計之都的地位。

## International Council of Design (ICoD) 國際平面設計協會



The International Council of Design (ICoD) is a world body for professional design, representing 125 organisations in 53 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.

國際平面設計協會 (ICoD) 是一個全球專業設計組織，代表53個國家及地區的125個團體。在1963年成立之時，本會稱為IcoGrada，多年來一直奉行非牟利、無派別的成員制，並由眾多從事設計專業的獨立機構及持份者組成網絡，積極推廣設計實踐、評論、教育、研究及政策的價值。

## International Federation of Interior Architects/Designers (IFI) 國際室內建築師/設計師團體聯盟



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.

國際室內建築師/設計師團體聯盟是一個由國家協會、設計業界、專家及愛好者組成的單一聯盟，被視為室內建築與設計領域上的「聯合國」。本聯盟旨在凝聚國際室內設計界，以提升設計標準，同時致力解決影響當今社會及文化發展焦點議題，並將之與未來融合。

## World Design Organization (WDO)<sup>®</sup> 國際工業設計協會



World Design Organization (WDO)<sup>®</sup> is a globally recognized non-governmental organisation that aims to promote and advance the discipline of industrial design and its power to enhance economic, social, cultural and environmental quality of life. Founded in 1957, WDO services over 200 member organisation around the world, engaging thousands of individual designers through our innovative programming and initiatives that champion 'design for a better world'.

國際工業設計協會 (WDO) 是一個全球認可的非政府組織，旨在推廣工業設計，促進經濟、社會、文化發展和改善生活環境。協會成立於1957年，全球有超過200個成員組織，吸引數千名設計師參與以「為更美好的世界而設計」為倡導的創新計劃。

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 provides timely updates to staff 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.

香港設計中心作為一間獲公帑資助的機構，多年來一直致力加強企業管治及提升職場文化，以維持高度的問責性及內部的緊密協作。

除了定期檢討日常運作，香港設計中心亦定期向員工發出更新通知，確保營運程序符合其企業管治原則。

此外，香港設計中心亦實行兩層通報機制，以處理董事的潛在利益衝突。除了向董事會或委員會自行申報外，董事在獲委任加入香港設計中心董事會時，亦須披露所有直接或間接、金錢或非金錢的一般利益。如有需要，有關披露的資訊亦會公開予公眾人士查閱。

Income and Expenditure Statement for the Year ended 31 March 2023  
截至2023年3月31日止財政年度收支結算表

|  | NON-GOVERNMENT FUNDING<br>非政府資金 | FUND FROM CREATE HONG KONG<br>創意香港資金 | OTHER GOVERNMENT FUNDING<br>其他政府資金 | TOTAL<br>總計      |
|--|---------------------------------|--------------------------------------|------------------------------------|------------------|
| <b>INCOME</b><br>收入                    | HK\$'000<br>港幣千元                | HK\$'000<br>港幣千元                     | HK\$'000<br>港幣千元                   | HK\$'000<br>港幣千元 |
| Government Grant<br>政府資助               | -                               | 95,135                               | 5,431                              | 100,566          |
| Project Income<br>項目收入                 | 433                             | 5,949                                | -                                  | 6,382            |
| Sponsorship<br>贊助                      | 325                             | 12,368                               | -                                  | 12,693           |
| Other Income<br>其他收入                   | -                               | -                                    | -                                  | -                |
|  | <b>758</b>                      | <b>113,452</b>                       | <b>5,431</b>                       | <b>119,641</b>   |
| <b>EXPENDITURES</b><br>支出              | HK\$'000<br>港幣千元                | HK\$'000<br>港幣千元                     | HK\$'000<br>港幣千元                   | HK\$'000<br>港幣千元 |
| Project Expenses<br>項目支出               | 325                             | 71,972                               | 13                                 | 72,310           |
| Payroll & Related Cost<br>薪資及相關支出      | -                               | 34,339                               | 5,418                              | 39,757           |
| Donation<br>捐款                         | -                               | -                                    | -                                  | -                |
| Overhead & Administration<br>一般營運及行政費用 | 49                              | 7,141                                | -                                  | 7,190            |
|  | <b>374</b>                      | <b>113,452</b>                       | <b>5,431</b>                       | <b>119,257</b>   |
| <b>NET SURPLUS</b><br>淨盈餘              | <b>384</b>                      | <b>-</b>                             | <b>-</b>                           | <b>384</b>       |

| Meeting Attendance /<br>Total Number of Meetings<br>會議出席次數/會議數目                                      | BOARD OF DIRECTORS<br>董事會 | FINANCE AND ADMINISTRATION COMMITTEE<br>財務及行政委員會 | PROGRAMME COMMITTEE<br>計劃委員會 | DEVELOPMENT COMMITTEE<br>發展委員會 | AUDIT COMMITTEE<br>審核委員會 |
|--|---------------------------|--|------------------------------|--------------------------------|--------------------------|
| ERIC YIM 嚴志明   | 5/5                       | -  | 4/4                          | -                              | 4/4                      |
| VIVECA CHAN 陳一枏  | 4/5                       | 4/5  | 4/4                          | 4/4                            | -                        |
| STEVE LEUNG 梁志天  | 4/5                       | -  | 2/4                          | 4/4                            | -                        |
| PATRICK BRUCE  | 4/5                       | 5/5  | -                            | -                              | 4/4                      |
| BONNIE CHAN 陳德姿  | 3/5                       | -  | -                            | 2/4                            | -                        |
| ALAN CHEUNG 張益麟  | 3/5                       | 5/5  | -                            | -                              | -                        |
| DONALD CHOI 蔡宏興  | 3/5                       | 3/5  | -                            | 2/4                            | -                        |
| JOANNE CHOW 周凱瑜  | 5/5                       | 5/5  | -                            | -                              | 4/4                      |
| EDDIE HUI 許夏林  | 3/5                       | -  | 1/4                          | -                              | -                        |
| JAMES LAW 羅發禮  | 2/5                       | -  | 4/4                          | 3/4                            | -                        |
| KUN-PYO LEE 李健杓  | 3/5                       | -  | 3/4                          | -                              | -                        |
| TOMMY LI 李永銓   | 1/5                       | -  | 4/4                          | -                              | -                        |
| STEPHEN LIANG 梁國浩  | 3/5                       | -  | 2/4                          | -                              | -                        |
| DAVID LO 盧永強   | 2/5                       | -  | -                            | 3/4                            | -                        |
| JOSEPH LO 勞建青  | 2/5                       | -  | -                            | -                              | 4/4                      |
| VICTOR LO 羅仲榮  | 4/5                       | -  | 0/4                          | -                              | -                        |
| SUNNY TAN 陳祖恆  | 2/5                       | -  | 4/4                          | -                              | -                        |
| KARR YIP 葉煥翰   | 3/5                       | -  | -                            | 4/4                            | -                        |
| HEAD OF CREATEHK<br>創意香港總監   | 5/5                       | 5/5  | 4/4                          | 4/4                            | 4/4                      |
| REPRESENTATIVE APPOINTED BY HONG KONG<br>FEDERATION OF DESIGN AND CREATIVE INDUSTRIES<br>香港設計及創意產業總會 | 5/5                       | -  | -                            | 4/4                            | -                        |
| REPRESENTATIVE APPOINTED BY HONG KONG<br>FASHION DESIGNERS ASSOCIATION<br>香港時裝設計師協會代表                | 5/5                       | -  | 4/4                          | -                              | -                        |
| REPRESENTATIVE APPOINTED BY THE CHARTERED<br>SOCIETY OF DESIGNERS (HONG KONG)<br>英國特許設計師協會 (香港) 代表   | 5/5                       | -  | -                            | 4/4                            | -                        |
| REPRESENTATIVE APPOINTED BY HONG<br>KONG DESIGNERS ASSOCIATION<br>香港設計師協會代表                          | 4/5                       | -  | 2/4                          | -                              | -                        |
| REPRESENTATIVE APPOINTED BY HONG<br>KONG INTERIOR DESIGN ASSOCIATION<br>香港室內設計師協會代表                  | 4/5                       | -  | 2/4                          | -                              | -                        |

**DESIGN CAN**

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**Hong Kong Design Centre**

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