

DESIGN REDEFINED

CULTIVATING A NEW
PERSPECTIVE –
MERGING INTO A
WORLD OF DESIGN

Our city as a living embodiment of creativity

DESIGN
REDEFINED

Chairman & Executive Director
explore this year's theme

21 BRANDS TO WATCH
IN 2021

Captivating designs by
up-and-coming local designers

A HUMAN-CENTRIC ERA:
UNLOCKING THE POWER OF
DESIGN THINKING

Unleashing innovation for business,
education and society

设计
·
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定义

DESIGN

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设计 · 再定义

Hong Kong Design Centre is a non-governmental organisation, and was founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as an international centre of design excellence in Asia.

香港设计中心为于2001年成立的非政府机构，担当香港特别行政区政府的策略伙伴，以推动香港成为亚洲区内享誉国际的设计之都为目标。

Our public mission is to promote wider and strategic use of design and design thinking to create business value and improve societal well-being, with the aim of advancing Hong Kong as an international design centre in Asia.

我们的公共使命是推动社会更广泛和具策略性地运用设计及设计思维，为业界创造价值及改善社会福祉，旨在推动香港成为亚洲区内的国际设计中心。

Founding Members
创会成员



香港設計總會
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DESIGNERS
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HKDA
HONG KONG FASHION
DESIGNERS
ASSOCIATION
● HONG KONG ●



HKIDA
HONG KONG INTERIOR DESIGN ASSOCIATION
● HONG KONG ●

OUR FIVE STRATEGIC WORK DIRECTIONS

我们的五大工作范畴

CONNECT

联系业界

CONNECT industry doers and thinkers, foster cross-sector and cross-discipline exchange and collaboration
为设计师、商界、学术界及有梦想的人提供交流和合作平台

CELEBRATE

弘扬人才

CELEBRATE talents and designs that improve quality of life and address social innovation
嘉许为改善生活、发展社会、保留文化有所贡献的人才和设计

NURTURE

启蒙创业

NURTURE creativity and entrepreneurship among students, design-start-ups and emerging brands
培育创意人才、新进设计企业家和初创公司，为他们提供更多成长和发展机会

ADVANCE

突显专业

ADVANCE expertise and knowledge to promote innovation and growth within Hong Kong's design community
提升业界的专业知识以推动不同机构创新，并促进香港设计生态发展

ENGAGE

融入社会

ENGAGE the society by sharing industry news, knowledge and insights with the press as well as the public
推动各界交流及分享业界资讯，及培养公众对设计的欣赏

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Message from the Chairman & Executive Director 主席及行政总裁的话

DESIGN REDEFINED

为设计重新定义

The year 2019-2020 was marked by unprecedented change for Hong Kong Design Centre (HKDC): our office was relocated to The Mills, a cultural and creative hub in Tsuen Wan, and our first public-facing initiative, "Design Spectrum" was inaugurated in Wan Chai. In early 2020, in response to the emerging global impact of the COVID-19 pandemic, we started adapting the format of our initiatives to forge on with our mission. In a world full of change and uncertainty, how can we continue to move forward and embrace the future?

HKDC's Chairman Prof. Eric Yim and Executive Director Dr Edmund Lee believe that we need to redefine design as a people-oriented approach to solving problems, and harness the essence of design thinking to weather the unpredictable challenges ahead. It is important to cultivate an innovative mindset in order to navigate the 'new normal' and see change as an opportunity.

毫无疑问，香港设计中心在2019-2020年度迎来了前所未有的转变：我们搬迁至位于荃湾文创基地南丰纱厂的全新办公室，又在湾仔社区设立了首个面向公众的平台“设计光谱”。至2020年初，全球面临新冠肺炎疫情的冲击，我们也因此改变了日后推广设计和举办活动的方式。当世界充斥着各种不确定性，我们应该如何在变化莫测的未来继续前行？

香港设计中心主席严志明教授(Eric)及行政总裁利德裕博士(Edmund)就认为，我们必须将设计重新定义为以人为本的解难良方，并掌握设计思维的精髓，以迎接各式各样的转变和挑战。在接下来的“新常态”当中，我们要进一步运用设计和创意解决问题，寻求创新机遇。



ERIC · Prof. Eric Yim, Chairman of HKDC

EDMUND · Dr Edmund Lee, Executive Director of HKDC

Q1 · How would you summarise the work and developments of HKDC in the year 2019-20 in a few words?

ERIC · I would say it was a year of "design redefined". Firstly, HKDC bid farewell to its 14-year work base and moved into The Mills in Tsuen Wan in May 2019. Incorporating design thinking into creating an open-plan office, our new work space encourages more communication, collaboration and creative thinking among colleagues, redefining our work culture through placemaking.

Secondly, in response to the rapidly changing circumstances under the pandemic, we had to rethink the way we deliver what used to be physical events. Observing social distancing protocols, we added more digital components to our events and experimented with brand-new ways to connect with various stakeholder groups, so that we could continue our efforts to promote the value of design to different community sectors and the public at large.

EDMUND · True, and it's time that we ask everyone to revisit the definition of 'designer' too. I remember when the instructor asked who was working as a designer in one of our "Unleash! Empowered by Design Thinking" (Unleash!) workshops earlier, only three out of ten participants raised their hands. But when he rephrased the question to, "Who is responsible for project planning in your organisation?", seven people put their hands up!

Many people misinterpret design as being about aesthetics. In the broader sense of the word 'design', a lot of people are 'designers' as roles like talent recruitment, day-to-day operations and even logistics involve 'design' in the form of planning and process arrangements. HKDC hopes to cultivate a design culture by educating the public that design is an integral part of our lives, and that we are in fact all 'designers'. We need to cultivate a deeper understanding of design and design thinking if we are to drive the development and co-create a new future for Hong Kong.

Q2 · Can you share your most memorable moments in the year 2019-20?

ERIC · We are living in the age of 'TUNA', where we need to accept and embrace 'Turbulent', 'Uncertain', 'Novel' and 'Ambiguous' situations. In these times, we must foster our creative thinking and be able to come up with innovative solutions when facing different conditions.

My most memorable moment this year would have to be the cancellation of our annual flagship Business of Design Week (BODW) Summit in 2019 for the first time in its history. This prompted us to further apply design thinking and explore new approaches to organising forthcoming events, so that we could continue engaging industry professionals as well as the public.



"我们必须运用创意思维，以共同构思解决方案，应对各式各样的状况。 We must foster our creative thinking and be able to come up with innovative solutions when facing different conditions."

EDMUND · As Eric pointed out, while the situation that led to the event's cancellation was not something that could be helped, it also opened new opportunities for us to promote the unique value of design thinking. Facing a highly complex and fast-changing environment, people of all trades and industries need to rethink how to keep their business going in today's new reality. Design thinking, with its potential for developing creative solutions to problems, is precisely what we need to overcome the challenges confronting us now.



"我们希望让社会各界知道设计是生活一部分和“人人有份”。 Design is an integral part of our lives, and we are in fact all designers."

ERIC · 香港设计中心主席严志明教授

EDMUND · 香港设计中心行政总裁利德裕博士

Q1 · 如果要用一个词语来形容香港设计中心2019-20年度的工作和发展，你认为会是什么？

ERIC · 我会说是“为设计重新定义”。第一，香港设计中心在2019年5月告别了14年的旧址，进驻位于荃湾区的南丰纱厂。开放式的办公室在设计上融入了设计思维，鼓励同事之间的沟通协作及创意思考，透过地方营造的策略重新定义我们的工作文化。

第二，因应环境的急速转变，我们调整了举办活动的模式。为了在新冠疫情下保持社交距离，我们将不少活动改为于网上举行，尝试全新方式连系不同持份者，继续与社会各界和市民大众分享设计及创新的价值。

EDMUND · 对，事实上，大家也要重新认识“设计师”的定义。记得在早前举行的“Unleash! 设计思维·无限可能”工作坊中，导师问到参加者当中有谁任职设计师，只有三成的人举手，但当他提问“谁在自己所属的机构中负责策划方案？”，便有七成参加者举手！

不少人误以为设计师的主要工作是美化物件。事实上，很多人正在广义上从事设计，例如一间公司由聘请新同事、日常运作以至运输物流，都牵涉到大量策划及编排流程的“设计”工作。我们希望让社会各界知道设计是生活一部分和“人人有份”，加深他们对优秀设计和设计思维的认识，推动香港的未来发展，共同创造新面貌。

Q2 · 2019-20年发生了哪些令你们难忘的时刻？

ERIC · 在这个“TUNA”时代，我们面对着动荡(Turbulent)、不确定(Uncertain)、新颖奇特(Novel)又模棱两可(Ambiguous)的局面。此时此刻，我们必须运用创意思维，以共同构思解决方案，应对各式各样的状况。

讲到今年最难忘的时刻，必定是我们在2019年首次取消年度旗舰活动设计营商周。这次经验促使我们进一步运用设计思维，探索如何以崭新模式举行接下来的活动，与业界和大众保持紧密连系。

EDMUND · 正如Eric所说，取消设计营商周虽然是无可奈何，但这也是一个契机让我们推广设计思维的应用和独特价值。面对复杂多变的情况，各行各业都需要重新思考如何在新环境下继续营运业务。而善用设计思维的解难及创造力，正能针对眼前的问题构思创新方案。

Q3 · "Engaging the society" is one of the core pillars of HKDC's mission in promoting design. What have you done this year toward this respect?

EDMUND · In the past two years, with support from the government and partners across different industry sectors, we have been stepping up our efforts to promote design and design thinking in the community.

In particular, three initiatives are working in synergy to boost Hong Kong's creative vibe. These initiatives are BODW CityProg, an extension of our Business of Design Week (BODW) designed to connect the city's creative units and strengthen our creative ecosystem; Design District Hong Kong (#ddHK) with the objective of redefining public spaces and engaging people with the community through placemaking; and Design Spectrum at 7 Mallory Street in Wan Chai, with year-round design exhibitions and workshops to foster knowledge and appreciation of design among the public.

ERIC · Designers are known for their strong curiosity and inquisitive nature, with a powerful desire for change. They are also good at solving problems by thinking creatively. Through various HKDC projects, we hope to cultivate the designer DNA in decision-makers, professionals and members of the general public, as we encourage them to harness their innovative potential and create value for society.

Understanding that education in design thinking should start from an early age, HKDC has been organising customised workshops for teachers under our Unleash! programme. The idea is to inspire them to help foster, through teaching, more innovative spirit in the new generation.

As the government's strategic partner, we also seek to promote the value of design at a policy level by incorporating design thinking into every partnership project with government departments. A recent example is the "Improving Public Toilet Services" project. While we can see that it is important to improve the looks of a facility and address inherent problems, it is even more crucial to look into the user experience, and get into the nitty-gritty of management and maintenance going forward. By complementing design with technology, we can achieve more people-oriented outcomes.

Q4 · What can local designers and the Hong Kong government do to promote Hong Kong as an international design capital?

EDMUND · The inclusiveness of design facilitates access of different regional markets for designers. I would suggest that local designers try to broaden their horizons and actively explore new markets at home and abroad. Designers should "stand higher, look further, see wider and reach deeper" to capture more opportunities and acquire knowledge beyond the design discipline, such as business skills like communication and digital marketing. Our Design Incubation Programme and Fashion Incubation Programme are doing exactly that – provide all-round support for local designers to help drive the healthy development of our creative ecosystem.

ERIC · The HKSAR Chief Executive, in the Policy Addresses of 2017 and 2018, have affirmed the value of design and innovation for society and the role of design thinking as an approach to problem-solving. HKDC therefore rolled out the Unleash! programme in 2018, with a view to broadening the understanding and application of design thinking across all industries in Hong Kong. In 2019-2020, HKDC also provided training for 230 professionals in the public service sector via the Institute of Design Knowledge to foster knowledge of design thinking among decision-makers. We are grateful to have the government's support in recognition of our team's long-standing efforts.

Q5 · The government has announced plans to move HKDC to a design and fashion base in Sham Shui Po in 2023. What role would you expect HKDC to play in the community?

ERIC · HKDC has plans to relocate to Sham Shui Po and operate the design and fashion base there in 2023, which is under construction by the Urban Renewal Authority. With a long history as Hong Kong's fashion and fabric hub, Sham Shui Po has lately seen an emergence of art and cultural boutiques, creative shops and cosy cafés that attract a younger crowd. With the new design and fashion base, we look to enhance the creative vibe within and beyond the Sham Shui Po community, promote the value of design, and captivate the public with good design.

Over the years, HKDC has organised a variety of events and initiatives with the goal of redefining design and engaging different stakeholders from an all-round perspective, showing that everyone can embrace design thinking and become a 'designer'. With an expanding alliance of partners, we look forward to building a stronger spirit of collaboration to promote Hong Kong's design power far and wide.

Q3 · “融入社会”是香港设计中心推动社会运用设计的其中一个重要方针，你们如何实践这个方针？

EDMUND · 过去两年，在香港政府和各界伙伴的支持下，我们透过各类项目在社区全面推广设计及设计思维。其中三个重点项目互相配合，燃点香港的创意火花：由设计营商周延伸的BODW城区活动，连系全城的创意单位，构建创意生态系统；设计#香港地为社区重新定义，通过地方营造联系人和社区；湾仔茂萝街7号的设计光谱平台，为公众策展不同设计展览，并进行设计教育，让更多人能够欣赏设计的价值。

ERIC · 设计师有强大的好奇心，喜欢发问、积极求变，擅于运用创意解决问题。我们希望透过香港设计中心的不同项目，能够把这样的设计师DNA植根于决策者、专业人士及普罗大众，鼓励大家一同发挥创新精神，为社会创造价值。

我们相信设计思维应自小培养，因此透过Unleash! 为教师提供度身订造的设计思维工作坊，启发他们着手从教学过程，培育富创新精神的下一代。作为政府的策略伙伴，我们也会努力从政策层面着手。每逢与政府合作，我们都必定会引入设计思维。以最近与政府部门合作的“改善公厕服务”计划为例，提升外观和解决固有问题既是重要，但我们更应着重使用者体验，同时考虑日后管理及维修等问题，将设计与科技融合，达致“以人为本”。

Q4 · 要推动香港成为“国际设计之都”，你们认为本地设计师及香港政府要做什么？

EDMUND · 设计的共融性很强，利于设计师进入不同地方的市场。我建议本地设计师尝试开阔视野，积极开拓海内外市场，要“站高一点、看远一点、望阔一点、摸深一点”，把握更多机会，掌握设计以外的知识，例如良好沟通及销售技巧等商业技能。我们举办的设计创业培育计划及时装创业培育计划，正好为本地设计师提供全方位支援，推动整个创意生态发展。

ERIC · 在2017及2018年，香港行政长官施政报告肯定了创新及创意为社会所带来的价值，以及设计思维可作为有效的解难方法。因此，在2018年，香港设计中心推出Unleash!，希望开阔香港各行各业对设计思维的理解和应用。而在2019–2020年度，我们透过设计知识学院为230位来自公共服务领域的专业人士提供培训，加强决策者对设计思维的认识，继而在日常工作中加以应用。因此，我们十分高兴得到香港政府的支持，见证了我们的团队共同努力的成果。

Q5 · 香港设计中心计划于2023年在深水埗进驻设计及时装基地，你预计中心将会在该区扮演什么角色？

ERIC · 香港设计中心计划于2023年进驻及营运由市区重建局发展的深水埗设计及时装基地。深水埗区一直都是香港时装及布艺集中地，近年更有不少艺文小店、精品杂货店及文青咖啡店进驻。我们希望透过设计及时装基地，进一步营造深水埗区的创意氛围，推广设计的价值，让普罗大众感受好设计的魅力。

香港设计中心一步一脚印，多年以来筹办各种活动及项目，目标都是为了全方位重新定义设计，让社会大众明白到人人都可以成为“设计师”，拥抱设计和设计思维。在愈来愈多伙伴的支持下，我们期望日后继续发挥协作精神，共同努力宣扬香港的设计力量。



BUSINESS OF DESIGN WEEK

设计营商周



Drumming Up a New Beat for Design 触发设计商业新脉动

Design and innovation, driven by entrepreneurial spirit and business vigour, can create immense value for our economy, society, culture and living.

Business of Design Week (BODW), held since 2002, has grown into a premier annual international event for design, innovation and brands, bringing together world-renowned design visionaries and influential business leaders to converge ideas in the global city of Hong Kong. Organised by Hong Kong Design Centre (HKDC) with the Hong Kong Trade Development Council as a co-organiser and Create Hong Kong of the HKSAR Government as the lead sponsor, the BODW Summit is held in partnership with a country or city every year, with plenary talks, forums and dialogues to promote creative collaborations across industries, sectors and borders.



Some topics addressed at the Summit include the latest in space design, communication design, product design, as well as brand innovations, digital technology, creative leadership and culture and the city. Delegates are invited to explore emerging global trends in business and design from forerunners in the industry, and appreciate the many game-changing aspects of design. Alongside the Summit, BODW also features citywide events together with partners and collaborators. They include the BODW CityProg, DesignInspire, deTour and the Business of IP Asia Forum, bringing about a most eagerly-anticipated, spectacular annual celebration of design. They continue to encourage exchange and symbiosis for the creative industry and deliver on the vision of transforming Hong Kong into a centre of design excellence.

设计与创意交融，结合商业的生命力，能够为社会及文化创造新价值。

自2002年开始举办的设计营商周(BODW)，发展至今已成为设计、创新及品牌的年度国际瞩目盛事，云集全球肩负盛名的设计大师及深具影响力的商界领袖，在中外文化交织的香港聚首一堂。设计营商周由香港设计中心主办、香港贸易发展局协办，香港特别行政区政府“创意香港”为主要赞助机构，每年均邀请不同国家或城市为伙伴，举办设计营商周峰会、论坛、对谈及展览，促进跨行业、跨界别、跨地区经济体的创新交流和协作。

每年的设计营商周峰会包罗空间设计、传意设计、产品及工业设计乃至品牌创新、数码科技、设计教育及文化和城市生活等范畴，了解创意产业前沿，邀请观众一同探索设计与商业趋势，及其如何改变未来生活方式。设计营商周与一众伙伴及协作单位在峰会期间呈献多个精彩全城活动，包括BODW城区活动、DesignInspire、deTour及亚洲知识产权营商论坛等，成就每年一度值得翘首以盼的设计盛会，继续为香港创意产业带来交流共生，实现香港成为设计之都的愿景。



* The BODW Summit originally scheduled on 2 to 7 December 2019 was cancelled due to prevailing circumstances in Hong Kong. 原定于2019年12月2日至7日举行的设计营商周峰会，鉴于香港当时的情况而取消。

FASHION ASIA HONG KONG

Dressing Up Asia 披上亚洲好时尚

As a melting pot of Western and Eastern cultures, Hong Kong is one of the top fashion cities in the world, where arts and culture make a huge splash. Presented by Hong Kong Design Centre and coinciding with Business of Design Week, FASHION ASIA accentuates the city's leading position in the fashion business.

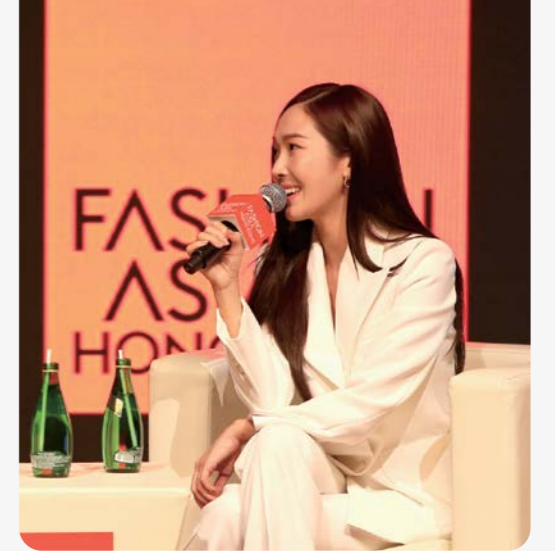
Being the highlight of the event, "Fashion Challenges Forum" gathers 30 pioneering CEOs, business leaders and designers of various international fashion labels. The forum is unfolded over two days through a series of enlightening dialogues and conferences, looking into the success formulas of different influential brands around the world, as well as how the fashion industry can be made more sustainable.

"10 Asian Designers to Watch" is another distinctive programme of FASHION ASIA in which the works of ten talented fashion design units in Asia are exhibited. An award ceremony is held to acknowledge their outstanding creativity and craftsmanship, and the designers are also given chances to meet buyers and fashion magazine editors from across the globe, providing them an excellent platform to build up their reputation. Other fashion pieces by the designers of partner institutions and local fashion graduates are also featured in the Hong Kong Showroom and Pop-up Spaces along with the exhibition.

香港是世界时装中心之一，亦是东西方艺术与文化枢纽，所以香港设计中心举办FASHION ASIA，借以巩固时尚贸易之都的角色。而 FASHION ASIA 亦是设计营商周的同期活动。重头节目为一连两日的“Fashion Challenges Forum”亚洲时装商业论坛。它集合了30位世界各地品牌首席执行官、商业领袖及设计师等，聚首一堂进行对话及研讨会，了解国际品牌成功模式及探索时尚业可持续性发展。

另一重头节目“10 Asian Designers To Watch”时装展览展出十组杰出亚洲设计精英的作品，并进行颁奖典礼表扬他们出色的创意及工艺，设计师们除了有机会与国际买家和时装杂志总编见面外，还可以通过展示自己的作品，提高知名度。展览期间，来自我们活动合作伙伴的设计师及本地时装院校的时尚毕业生和学生，亦会分别以Hong Kong Showroom及Pop-up Spaces形式展示其优秀的时装设计作品成果。

* All the FASHION ASIA 2019 HONG KONG programmes originally scheduled to take place between 3 and 10 December – including Fashion Challenges Forum, 10 Asian Designers to Watch, Hong Kong Showroom and Pop-up Spaces – were cancelled due to prevailing circumstances in Hong Kong.
原定于2019年12月3日至10日举行的FASHION ASIA 2019 HONG KONG之所有活动，包括亚洲时装商业论坛、10 Asian Designers To Watch展览、Hong Kong Showroom及Pop-up Spaces，鉴于香港当时的情况而取消。



WHAT'S NEXT?

活动预览

VISION 20/21: Finding Clarity in Uncertainty

愿景20/21：洞悉幻变

In times of change and uncertainty, a collaborative creative vision can make a difference in finding clarity for the future.

Held on 30 November – 5 December, BODW 2020 will bring together visionaries and creative leaders across sectors and industries from around the world to share their vision through high-level discussions, forums and masterclasses. They will provide timely insights into trends, creative leadership and the future of design, and explore topics that offer a glimpse of the 'new normal'.

在变化莫测的时代，我们必须具备创意视野，以创造不一样的未来。

设计营商周2020于11月30日至12月5日举行，汇聚全球各行业各领域，高瞻远瞩的精英分子与创意领袖，在一系列重点会议、论坛和大师班中，揭示“新常态”的面貌，全面探索未来趋势，分享真知灼见。



Learn more
了解更多



Next Step Forward for the Fashion Industry 亚洲时尚产业 未来发展下一站

FASHION ASIA 2020 is going digital and will be broadcasted live to a global audience on 2 – 3 December. Over 20 speakers worldwide will participate in the "Fashion Challenges Digital Forum", exploring the various business challenges facing the global fashion sector. The event will also include the "10 Asian Designers To Watch 2020 Virtual Exhibition", which will showcase creations from the region's finest design talents.

FASHION ASIA 2020 将以崭新网上平台形式，于12月2日至3日与全球观众进行直播。超过20位来自世界各地时装界演讲者将参与“FASHION CHALLENGES 网上论坛”，就时下热门话题探讨全球时装界目前面临的迫切问题，分享他们精辟的想法和见解。而“10 ASIAN DESIGNERS TO WATCH 2020 虚拟时装展览”则将展现亚洲最顶尖的时装设计人才。

Learn more
了解更多



Cultivating A New Perspective – Merging into A World of Design



大众新「设」想

让我们与「设计」零距离

"Design" is not something that we can only find and experience in design museums, concept stores or art galleries. Just slow down and take a look around you. You may suddenly realise that "design" is omnipresent – on the streets of Wan Chai, in quaint little shops at Sham Shui Po, in a playground in To Kwa Wan – in any and all parts of the cityscape of Hong Kong, an interesting melting pot of Chinese and Western influences.

This year, we have organised a series of creative programmes to engage the public. These include BODW CityProg, Design District Hong Kong (#ddHK) as well as Design Spectrum, a brand-new project presenting a panoramic view of the quintessence of Asia's design culture. Through a rich variety of themed exhibitions, educational activities, and large-scale public arts installations, these programmes encourage us to open our senses and be more mindful of everyday things and places around us. Only from this perspective can we see building facades, trams, parks, and streets as the living embodiment of creativity. These programmes show us that "design" is never far from us – it is much closer to our life than we think.

“设计”不再只留在博物馆、概念店或是画廊。停下急促的脚步，环顾四周，你会突然发现“设计”原来也在湾仔街头、在深水埗的老店、在土瓜湾的游乐场……一切尽在香港中西文化交织的小城风光。

本年度我们举办了一系列面向公众的创意活动——“BODW城区活动”、“设计#香港地”和全方位展现亚洲设计文化精萃的全新企划——“设计光谱”，呈现丰富的主题展览、各种社区教育活动以及大型公共艺术装置。日复一日，让我们尝试打开感官，多用心留意身边的事物，社区里的旧建筑、电车、公园、街道通通可以化身成为创意的载体。我们与“设计”的距离，也许比你想像中近多了。

BODW CityProg

城区活动



Anchor Site Festivals
主要伙伴场地创意节

Design EduVation
公众社区教育项目

Satellite Events & Offers
卫星活动及优惠

Sowing the Seeds of Design in the Community

“设计”入门三部曲

BODW CityProg, an extension programme of Business of Design Week with Create Hong Kong as the lead sponsor, aspires to “Connect City Ideas” by enlivening local communities with inspirational, outstanding design, while fostering mutual support and matching among creative units, businesses and community organisations. By invigorating Hong Kong’s creative forces and promoting public interaction through design, BODW CityProg sows the seeds of inspiration, enabling them to take root in the community and thrive.

Continuing the overwhelming success of its debut in 2018, BODW CityProg returned with even more exciting programmes in November and December 2019 by connecting with over 100 partners. The programme demonstrated the value and diversity of design and shared the joy and fun of design with the general public through three collaborative platforms: “Anchor Site Festivals”, “Design EduVation” and “Satellite Events & Offers”.

“BODW城区活动”是“设计营商周”的社区延伸项目，由创意香港主要赞助，旨在“连系全城，解锁灵感”，将具启发性的优秀设计带入本港各大社区，促进创意社群、商业及社区机构三方之间的认识、互助和配对，集合本港创意力量，从而增加大众与设计的互动，让灵感逐渐在社区扎根、发芽。

首届“BODW城区活动”在2018年举办后，获得热烈回响。第二届再接再厉，在2019年11至12月举行期间，不但连系上百单位呈献精彩活动，更透过“主要伙伴场地创意节”、“公众社区教育项目”和“卫星活动及优惠”这三个协作平台，展现出设计的价值和多样性，与大众一起分享当中的乐趣。



16 Anchor Sites
主要伙伴场地

200+ Activated
Community Partners
活跃社区伙伴

78,000+ Total Participants
参加人数

200+ Total no. of Events
活动



Anchor Site Festivals 主要伙伴场地创意节

BODW CityProg is a citywide programme which practically brings design to our doorstep, concentrating on seven major districts including Wan Chai, Sham Shui Po, Tsuen Wan, Fo Tan, To Kwa Wan, North Point and Chai Wan, where a series of creative activities was staged in 16 Anchor Sites.

At 7 Mallory Street in Wan Chai, the COLLATE HONG KONG digital art exhibition and Eco Garden smart ecological public furniture exhibition curated by the Department for International Trade of UK gave visitors a taste of the design vigour of Britain and Northern Ireland, as though they had just arrived in the UK after a subway ride. Lovers of local culture, meanwhile, discovered the charm of Sham Shui Po (SSP) with the "SSP Shops Digital Directory" prepared by residents and creative units for the key Anchor Site partner Wontomeen on Lai Chi Kok Road. From the "DIY Workshop of Silk Quilt Making", the guided "Tour Around SSP" to the cosy "SSP Kai Fong Chit-chat" with friendly locals, participants at home and abroad were deeply drawn into the livelihoods and traditions of Sham Shui Po, made fascinating with design.

设计从未跟我们如此靠近——“BODW城区活动”遍及全港，以湾仔、深水埗、荃湾、火炭、土瓜湾、北角及柴湾七大区作为重点，进驻区内16个伙伴场地，举行了一连串创意活动。

走上湾仔茂萝街7号，参观一系列英国国际贸易部悉心准备的数码作品和设计装置——“Eco Garden”智能环保公共家具设计展和“COLLATE HONG KONG”数码展览，犹如一程地下铁路带参加者直达英国，感受英伦和北爱尔兰丰沛的设计力。另一个重点伙伴场地——荔枝角道的Wontomeen就为热爱本土文化的朋友准备了“内城店铺与它们的所在”数码指南，由区内居民及创意单位建立。游人可以体验传统手打丝棉被制作，参加“走进深水埗”导赏团，再跟老街坊谈天说地作为旅程的结尾。不论参加者来自香港还是异邦，都为了扎根深水埗的传统民生设计及美学而深深着迷。



2

1 "Design Form Festival", organised by SOSO Enterprise Limited & THY LAB, explored different forms of performance art and design to illustrate how design thinking and different design disciplines impact our interpersonal relationships. SOSO Enterprise Limited及视听实验室举办的“设计·形式节”，探讨不同形式的表演和艺术设计，带出设计思维和各个设计领域如何影响人与人的关系。

2 Designer Rayman Leung shared 2D graphic skill at "Design Lab: Dismantling Dimensions with Rayman Leung", as part of the "Today at Apple" programme at the Apple Store in Causeway Bay.

在铜锣湾Apple Store内Today at Apple环节举行的“艺术设计实验室”，由“设计实验室：与梁伟文创作你的平面世界”，由平面设计师梁伟文讲解自己如何构想2D世界，分享他的设计故事。



3



4



5

3 The Consulate General of Italy in Hong Kong and the Italian Chamber of Commerce in Hong Kong and Macao put together the ITALIA MIA Festival to promote Italian culture, food and lifestyle.

意大利驻香港总领事馆与香港及澳门意大利商会举办“我的意大利节”，介绍意大利文化、美食和生活品位。

4 Wontomeen on Lai Chi Kok Road connected locals and organisations in the neighbourhood by engaging the broader community in workshops on traditional arts and crafts, such as making silk quilts.

位于荔枝角道的Wontomeen联系了区内居民及团体，一起举办传统手工艺工作坊像手打丝棉被，邀请公众参加。

5 "Eco Garden", an exhibition co-organised by HKDC and the Department for International Trade of UK, showcased a collection of smart and environment-friendly public space furniture.

香港设计中心与英国国际贸易部合办的“智能环保公共家具设计展”。

Design EduVation 公众社区教育项目

Wondering how design thinking can be applied in our everyday lives? Let's start with our streets and alleyways.

In addition to the Anchor Site events, BODW CityProg collaborated with creative communities to organise a series of captivating Design EduVation programmes to look into topical issues. At the "#CITY" workshops, streetside exhibitions and talks organised by Sham Shui Po's art space openground, participants were invited to reimagine the neighbourhood using hashtags. By collecting stories about spaces on Tai Nan Street, Ki Lung Street and Yu Chau Street, they identified a new theme for each street, and came up with three design installations to present the three streetscapes with an innovative twist. The event invited participants to discover the beauty of the local community from a new perspective, and encouraged them to get hands-on in turning creative inspirations into design.

如何在生活中应用设计思维？一切可以从大街小巷开始。

创意节以外，“BODW城区活动”更与各大创意社群合作，举办了不少贴近时代趋势并富有趣味的公众社区教育项目：例如由深水埗艺文空间openground举办的"#CITY"工作坊、街头展览和讲座，就以时下流行的社交媒体符号“#”作为探索方式，邀请市民走进大南街、基隆街及汝洲街，收集跟街道相关的空间故事后，再为三条街道综合出代表它们特色的主题，然后转化为三组不同的设计装置展出，以崭新形式呈现出每条街道的风貌。活动不但带领大众用全新角度发掘社区的美好，参加者更能学习如何把灵感化为设计，实践创意精神。

Satellite Events & Offers 卫星活动及优惠

The allure of design can be seen everywhere in our daily lives. Thanks to the enthusiastic support of different partners including design agencies, creative and community groups, brands, academic institutions and foreign consulates, BODW CityProg delivered over 100 satellite events that brought together design lovers from all corners of the world.

Fans of Scandinavian design explored the philosophy behind Sweden's innovations at "SWED Talk: Designing a Sustainable Future". Art group Urban Sketchers Hong Kong took to the streets with "Wan Chai Under the Sketching Pens and Camera Lens" as participants captured the cityscape with sketches. Luen Cheong Leather showcased a collection of creative aprons at "Leather Aprons for the Future" to demonstrate the seamless blend of design in every little detail of our lives. Cultivating the habit of discovering good design in our surroundings – like the satellites that have always been around us - is one of the many goals of BODW CityProg.

创意的魅力在生活中处处可见，承蒙设计公司、创意及社区团体、品牌、学术机构及外国领事馆等不同组织的积极支持，“BODW城区活动”去年带来超过100个卫星活动，包罗万有，汇聚来自五湖四海的朋友，一起享受设计的乐趣：“SWED Talk：设计出可持续发展的未来”讲座集合了一群北欧迷，共同探索瑞典创新哲学；“速写笔下 × 相机镜下的湾仔”由创意艺术团体“速写香港”举办，带领不少文艺爱好者速写湾仔当下景色；“展览：未来行业的围裙”由深水埗联昌皮号主办，展示了一系列新式创意围裙，让人惊觉原来设计可以如此深入生活每一个细节。习惯发掘身边好设计的存在，就像卫星一样覆盖在你我四周，才是城区活动的最终使命。



T H I S I S W A N C H A I

这 是 湾 仔





Anyone rushing through the MTR Wan Chai Station now has a reason to slow down for a moment. Whether you are just getting off the train or heading towards the platform, you can eye on a magnificent photographic installation blurring the lines between reality and fiction.

“This is Wan Chai”, a permanent photographic installation has been unveiled at the upper and lower platforms of the MTR Wan Chai Station since March 2020. The project gives passengers a glimpse of Wan Chai District’s character and exuberance as they arrive at the station.

Commissioned by the MTR Corporation (MTR) and jointly initiated by the Hong Kong Design Centre (HKDC), “This is Wan Chai” is a placemaking initiative with various collaborators in the creative, design and business fields from Hong Kong and abroad. These include Hong Kong Ballet, Treacle Media, UK’s Department for International Trade (DIT) and

Conran + Partners. The installation is a joint creation by more than 100 participants. It captured the wonderful performance of 40 ballet dancers (principal, soloist, coryphée, corps de ballet dancers from Hong Kong Ballet) alongside other partnering units, artists, production crew and residents of Wan Chai and beyond.

The installation employs acute camerawork to underscore the dynamism of Wan Chai. It weaves realistic and imagined perspectives together in its depiction of everyday rituals. Life and theatre have a certain affinity, and this is showcased in the way the ballet dancers interact with the passers-by on the streets of the district. In this way, the MTR station becomes a stage where life is put on show. It invites the public to reimagine the transportation hub as an important social space within the local community.

自2020年3月开始，一个大型摄影装置进驻了港铁湾仔站上层和下层月台，当乘客抵达湾仔站的时候，就能感受到湾仔区的特色和活力。

“这是湾仔”是一个联系了海外及本地创意团体、商业及设计的地方营造项目。由港铁公司委托及与香港设计中心联合策划，并与香港芭蕾舞团、Treacle Media、英国国际贸易部及Conran + Partners携手创作，除了有40多名香港芭蕾舞团的首席舞蹈员、独舞员及群舞领舞员以外，更有不同合作伙伴单位、艺术家、制作人员、湾仔街坊和市民大众，合共超过一百名人士参与其中。

作品通过现实与想像交融的镜头，纪录日常生活中的“人生如戏，戏如人生”，捕捉舞蹈员与湾仔不同街道和行人互动的舞姿，把车站化身成为演出生活的舞台，让大众重新想像、重新营造车站如何作为社区中重要的公共空间。

