

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

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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.

香港設計中心為於2001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。

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，旨在推動香港成為亞洲區內的國際設計中心。

Founding Members

創會成員



香港設計總會
HONG KONG FEDERATION
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香港設計師協會



HKDA
HONG KONG FASHION
DESIGNERS
ASSOCIATION
● HONG KONG ●



HKIDA
HONG KONG INTERIOR DESIGN ASSOCIATION
● HONG KONG ●

OUR FIVE STRATEGIC WORK DIRECTIONS

我們的五大工作範疇

CONNECT

聯繫業界

CONNECT industry doers and thinkers, foster cross-sector and cross-discipline exchange and collaboration
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

弘揚人才

CELEBRATE talents and designs that improve quality of life and address social innovation
嘉許為改善生活、發展社會、保留文化有所貢獻的人才和設計

NURTURE

啟蒙創業

NURTURE creativity and entrepreneurship among students, design-start-ups and emerging brands
培育創意人才、新進設計企業家和初創公司，為他們提供更多成長和發展機會

ADVANCE

突顯專業

ADVANCE expertise and knowledge to promote innovation and growth within Hong Kong's design community
提升業界的專業知識以推動不同機構創新，並促進香港設計生態發展

ENGAGE

融入社會

ENGAGE the society by sharing industry news, knowledge and insights with the press as well as the public
推動各界交流及分享業界資訊，及培養公眾對設計的欣賞

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Message from the Chairman & Executive Director 主席及行政總裁的話

DESIGN REDEFINED

為設計重新定義

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.

毫無疑問，香港設計中心在2019-2020年度迎來了前所未有的轉變：我們搬遷至位於荃灣文創基地南豐紗廠的全新辦公室，又在灣仔社區設立了首個面向公眾的平台「設計光譜」。至2020年初，全球面臨新冠肺炎疫情的衝擊，我們也因此改變了日後推廣設計和舉辦活動的方式。當世界充斥著各種不確定性，我們應該如何在變化莫測的未來繼續前行？

香港設計中心主席嚴志明教授(Eric)及行政總裁利德裕博士(Edmund)就認為，我們必須將設計重新定義為以人為本的解難良方，並掌握設計思維的精髓，以迎接各式各樣的轉變和挑戰。在接下來的「新常態」當中，我們要進一步運用設計和創意解決問題，尋求創新機遇。



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.



"我們必須運用創意思維，以共同構思解決方案，應對各式各樣的狀況。 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.



"我們希望讓社會各界知道設計是生活一部分和「人人有份」。 Design is an integral part of our lives, and we are in fact all designers."

ERIC · 香港設計中心主席嚴志明教授

EDMUND · 香港設計中心行政總裁利德裕博士

Q1 · 如果要用一個詞語來形容香港設計中心2019-20年度的工作和發展，你認為會是甚麼？

ERIC · 我會說是「為設計重新定義」。第一，香港設計中心在2019年5月告別了14年的舊址，進駐位於荃灣區的南豐紗廠。開放式的辦公室在設計上融入了設計思維，鼓勵同事之間的溝通協作及創意思考，透過地方營造的策略重新定義我們的工作文化。

第二，因應環境的急速轉變，我們調整了舉辦活動的模式。為了在疫情下保持社交距離，我們將不少活動改為於網上舉行，嘗試全新方式連繫不同持份者，繼續與社會各界和市民大眾分享設計及創新的價值。

EDMUND · 對，事實上，大家也要重新認識「設計師」的定義。記得在早前舉行的「Unleash! 設計思維 無限可能」工作坊中，導師問到參加者當中有誰任職設計師，只有三成人舉手，但當他提問「誰在自己所屬的機構中負責策劃方案？」，便有七成參加者舉手！

不少人誤以為設計師的主要工作是美化物件。事實上，很多人正在廣義上從事設計，例如一間公司由聘請新同事、日常運作甚至運輸物流，都牽涉到大量策劃及編排流程的「設計」工作。我們希望讓社會各界知道設計是生活一部分和「人人有份」，加深他們對優秀設計和設計思維的認識，推動香港的未來發展，共同創造新面貌。

Q2 · 2019-20年發生了哪些令你們難忘的時刻？

ERIC · 在這個「TUNA」時代，我們面對著動盪 (Turbulent)、不確定 (Uncertain)、新穎奇特 (Novel) 又模稜兩可 (Ambiguous) 的局面。此時此刻，我們必須運用創意思維，以共同構思解決方案，應對各式各樣的狀況。

講到今年最難忘的時刻，必定是我們在2019年首次取消年度旗艦活動設計營商周。這次經驗促使我們進一步運用設計思維，探索如何以嶄新模式舉行接下來的活動，與業界和公眾保持緊密連繫。

EDMUND · 正如Eric所講，取消設計營商周雖然是無可奈何，但這也是一個契機讓我們推廣設計思維的應用和獨特價值。面對複雜多變的情況，各行各業都需要重新思考如何在新環境下繼續營運業務。而善用設計思維的解難及創造力，正正能針對眼前的問題構思創新方案。

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 · 「融入社會」是香港設計中心推動社會運用設計的其中一個重要方針，你們如何實踐這個方針？

EDMUND · 過去兩年，在政府和各界伙伴的支持下，我們透過各類項目在社區全面推廣設計及設計思維。其中三個重點項目互相配合，燃點香港的創意火花：由設計營商周延伸的BODW城區活動，連繫全城的創意單位，構建創意生態系統；設計#香港地為社區重新定義，通過地方營造聯繫人與社區；灣仔茂蘿街7號的設計光譜平台，為公眾策展不同設計展覽，並進行設計教育，讓更多人能夠欣賞設計的價值。

ERIC · 設計師有強大的好奇心，喜歡發問、積極求變，擅於運用創意解決問題。我們希望透過香港設計中心的不同項目，能夠把這樣的設計師DNA植根於決策者、專業人士及普羅大眾，鼓勵大家一同發揮創新精神，為社會創造價值。

我們相信設計思維應自小培養，因此透過Unleash! 為教師提供度身訂造的設計思維工作坊，啟發他們著手從教學過程，培育富創新精神的下一代。作為政府的策略伙伴，我們也會努力從政策層面著手。每逢與政府合作，我們都必定會引入設計思維。以最近與政府部門合作的「改善公廁服務」計劃為例，提升外觀和解決固有問題既是重要，但我們更應著重使用者體驗，同時考慮日後管理及維修等問題，將設計與科技融合，達致「以人為本」。

Q4 · 要推動香港成為「國際設計之都」，你們認為本地設計師及香港政府要做甚麼？

EDMUND · 設計的共融性很強，利於設計師進入不同地方的市場。我建議本地設計師嘗試擴闊視野，積極開拓海內外市場，要「企高啲、睇遠啲、望闊啲、摸深啲」，把握更多機會，掌握設計以外的知識，例如良好溝通及銷售技巧等商業技能。我們舉辦的設計創業培育計劃及時裝創業培育計劃，正好為本地設計師提供全方位支援，推動整個創意生態發展。

ERIC · 在2017及2018年，行政長官施政報告肯定了創新及創意為社會所帶來的價值，以及設計思維可作為有效的解難方法。因此，在2018年，香港設計中心推出Unleash!，希望擴闊香港各行各業對設計思維的理解和應用。而在2019–2020年度，我們透過設計知識學院為230位來自公共服務領域的專業人士提供培訓，加強決策者對設計思維的認識，繼而在日常工作中加以應用。因此，我們十分高興得到政府的支持，見證了我們團隊共同努力的成果。

Q5 · 香港設計中心計劃於2023年在深水埗進駐設計及時裝基地，你預計中心將會在該區扮演甚麼角色？

ERIC · 香港設計中心計劃於2023年進駐及營運由市區重建局發展的深水埗設計及時裝基地。深水埗區一直都是香港時裝及布藝集中地，近年更有不少藝文小店、精品雜貨店及文青咖啡店進駐。我們希望透過設計及時裝基地，進一步營造深水埗區的創意氛圍，推廣設計的價值，讓普羅大眾感受好設計的魅力。

香港設計中心一步一腳印，多年以來籌辦各種活動及項目，目標都是為了全方位重新定義設計，讓社會大眾明白到人人都可以成為「設計師」，擁抱設計和設計思維。在愈來愈多伙伴的支持下，我們期望日後繼續發揮協作精神，共同努力宣揚香港的設計力量。



BUSINESS OF DESIGN WEEK

設計營商周



Drumming Up a New Beat for Design 觸發設計商業新脈動

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.

設計與創意交融，結合商業的生命力，能夠為社會及文化創造新價值。

自2002年開始舉辦的設計營商周(BODW)，發展至今已成為設計、創新及品牌的年度國際矚目盛事，雲集全球享負盛名的設計大師及深具影響力的商界領袖，於中外文化交織的香港一期一會。設計營商周由香港設計中心主辦、香港貿易發展局協辦，香港特別行政區政府創意香港為主要贊助機構，每年均邀請不同國家或城市為伙伴，舉辦設計營商周峰會、論壇、對談及展覽，促進跨行業、跨界別、跨地區經濟體的創新交流和協作。

每年的設計營商周峰會涵蓋空間設計、傳意設計、產品及工業設計乃至品牌創新、數碼科技、設計教育及文化和城市生活等，觸及創意產業前沿，邀請觀眾一同探索設計與商業趨勢，及其如何改變未來生活方式。設計營商周與一眾伙伴及協作單位在峰會期間呈獻多個精彩全城活動，包括BODW城區活動、DesignInspire、deTour及亞洲知識產權營商論壇等，成就每年一度值得翹首以盼的設計盛會，並繼續為香港創意產業帶來交流共生，實現香港成為設計之都的願景。



* The BODW Summit originally scheduled on 2 to 7 December 2019 was cancelled due to prevailing circumstances in Hong Kong. 原定於2019年12月2日至7日舉行的設計營商周峰會，鑑於香港當時的情況而取消。

FASHION ASIA HONG KONG

Dressing Up Asia 披上亞洲好時尚

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.

香港是世界時裝中心之一，亦是東西方藝術與文化樞紐，所以香港設計中心舉辦FASHION ASIA，藉以鞏固時尚貿易之都的角色。而FASHION ASIA亦是設計營商周的同期活動。重頭節目為一連兩日的「Fashion Challenges Forum」亞洲時裝商業論壇。它集合了30位世界各地品牌首席執行官、商業領袖及設計師等，聚首一堂進行對話及研討會，了解國際品牌成功模式及探索時尚業可持續性發展。

另一重頭節目「10 Asian Designers To Watch」時裝展覽展出十組傑出亞洲設計精英的作品，並進行頒獎典禮表揚他們出色的創意及工藝，設計師們除有機會與國際買家和時裝雜誌總編見面外，還可以通過展示自己的作品，提高知名度。展覽期間，來自我們活動合作伙伴的設計師及本地時裝院校的時尚畢業生和學生，亦會分別以Hong Kong Showroom及Pop-up Spaces形式展示其優秀的時裝設計作品成果。

* 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. 原定於2019年12月3日至10日舉行的FASHION ASIA 2019 HONG KONG之所有活動，包括亞洲時裝商業論壇、10 Asian Designers To Watch展覽、Hong Kong Showroom及Pop-up Spaces，鑑於香港當時的情況而取消。



WHAT'S NEXT?

活動預覽

VISION 20/21: Finding Clarity in Uncertainty 願景20/21: 洞悉幻變

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'.

在變化莫測的時代，我們必須具備創意視野，以創造不一樣的未來。

設計營商周2020於11月30日至12月5日舉行，匯聚全球各行業各領域中，高瞻遠矚的精英分子與創意領袖，在一系列重點會議、論壇和大師班中，揭示「新常態」的面貌，全面探索未來趨勢，分享真知灼見。



Learn more
了解更多



Next Step Forward for the Fashion Industry 亞洲時尚產業 未來發展下一站

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將以嶄新網上平台形式，於12月2日至3日與全球觀眾進行直播。超過20位來自世界各地時裝界演講者將參與「FASHION CHALLENGES 網上論壇」，就時下熱門話題探討全球時裝業界目前面臨的迫切問題，分享他們精闢的想法和見解。而「10 ASIAN DESIGNERS TO WATCH 2020 虛擬時裝展覽」則將展現亞洲最頂尖的時裝設計人才。

Learn more
了解更多



Cultivating A New Perspective – Merging into A World of Design



大眾新「設」想

讓我們與「設計」零距離

"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.

「設計」不再只停留在博物館、概念店或畫廊。停下急促的腳步，環顧四周，你會驚然發現「設計」原來也在灣仔街頭、在深水埗的老店舖、在土瓜灣的遊樂場.....盡在香港中西文化交織的小城風光。

本年度我們舉辦了一系列面向公眾的創意活動－「BODW城區活動」、「設計#香港地」及全方位展現亞洲設計文化精華的全新企劃－「設計光譜」，呈現豐富的主題展覽、各種社區教育活動以及大型公共藝術裝置。日復一日，嘗試打開感官，多用心留意身邊的事物，社區裡的舊建築、電車、公園、街道通通可以化身成創意的載體。我們與「設計」的距離，也許比你想像中近得多。

BODW CityProg

城區活動



Anchor Site Festivals
主要伙伴場地創意節

Design EduVation
公眾社區教育項目

Satellite Events & Offers
衛星活動及優惠

Sowing the Seeds of Design in the Community

「設計」入屋三部曲

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城區活動」為「設計營商周」的社區延伸項目，由創意香港主要贊助，旨在「連繫全城，解鎖靈感」，將具啟發性的優秀設計帶入本港各大社區，促進創意社群、商業及社區機構三方之間的認識、互助及配對，集成本港創意力量，從而增加大眾與設計的互動，讓靈感在社區扎根、逐漸發芽。

首屆「BODW城區活動」於2018年舉辦後，獲得熱烈迴響。第二屆再接再厲，在2019年11至12月舉行期間，不但連繫上過百單位呈獻精彩活動，更透過「主要伙伴場地創意節」、「公眾社區教育項目」和「衛星活動及優惠」這三個協作平台，展現出設計的價值和多樣性，並與大眾分享箇中樂趣。



16 Anchor Sites
主要伙伴場地

200+ Activated
Community Partners
活躍社區伙伴

78,000+ Total Participants
參加人數

200+ Total no. of Events
活動

Anchor Site Festivals 主要伙伴場地創意節

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.

設計從未如此靠近—「BODW城區活動」遍及全港，並以灣仔、深水埗、荃灣、火炭、土瓜灣、北角及柴灣七大區為重點，進駐區內16個伙伴場地，舉行了一連串創意活動。

於灣仔茂蘿街7號，一系列由英國國際貿易部悉心準備的數碼作品及設計裝置—「Eco Garden」智能環保公共傢俬設計展及「COLLATE HONG KONG」數碼展覽，猶如一程地下鐵帶參加者直達英國，感受到英倫及北愛爾蘭豐沛的設計力。另一重點伙伴場地荔枝角道的Wontonmeen，為熱愛本土文化的朋友準備了「內城店舖與它們的所在」數碼指南，由區內街坊及創意單位建立。遊人可以體驗傳統手打絲棉被製作，參與「走進深水埗」導賞團，並與老街坊談天說地作結。不論參加者來自香港抑或異邦，都為紮根於深水埗的傳統民生設計及美學深深著迷。



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及吳視聽實驗室舉辦的「設計·形式節」，探討不同形式的表演和藝術設計，從而帶出設計思維及各設計領域如何影響人與人的關係。

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.

於銅鑼灣Apple Store內Today at Apple環節舉行的「藝術設計實驗室」，由「設計實驗室：與梁偉文創作你的平面世界」，由平面設計師梁偉文講解如何構想2D世界，分享其設計故事。



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.

意大利駐香港總領事館與香港及澳門意大利商會舉辦「我的意大利節」，介紹意大利文化、美食和生活品味。

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.

位於荔枝角道的Wontomeen聯繫區內街坊及團體，舉辦傳統手工藝工作坊如手打絲棉被，給予公眾參與。

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.

香港設計中心與英國國際貿易部合辦的「智能環保公共傢俬設計展」。

Design EduVation 公眾社區教育項目

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.

如何將設計思維應用於生活？一切可以從大街小巷開始。

創意節以外，「BODW城區活動」更與各創意社群合作，舉辦了不少貼近時代趨勢並饒有趣味的公眾社區教育項目：例如由深水埗藝文空間openground舉辦的「#CITY」工作坊、街頭展覽及講座，就以時興的社交媒體符號「#」作為探索方式，邀請市民走進大南街、基隆街及汝洲街，收集與街道相關的空間故事後，再為三條街道綜合出代表其特色的主題，繼而轉化為三組不同的設計裝置展出，以嶄新形式呈現出每條街道的風貌。活動不但帶領大眾以全新角度發掘了本地社區的美好，參加者更學習到如何將靈感化為設計，實踐創意精神。

Satellite Events & Offers 衛星活動及優惠

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.

創意的魅力於生活處處可見，承蒙設計公司、創意及社區團體、品牌、學術機構及外國領事館等不同組織積極支持，「BODW城區活動」去年帶來超過100個衛星活動，包羅萬有，匯聚了來自五湖四海的朋友，一起享受設計的樂趣：「SWED Talk：設計出可持續發展的未來」講座集合了一眾北歐迷，共同探索瑞典創新哲學；「速寫筆下 × 相機鏡下的灣仔」由創意藝術團體「速寫香港」舉辦，帶領不少文藝愛好者速寫灣仔當下景色；「展覽：未來行業的圍裙」由深水埗聯昌皮號主辦，展示了一系列新式創意圍裙，讓人驚覺設計可以如此深入生活每一細節。習慣發掘身邊好設計的存在，一如衛星般覆蓋你我四周，才是城區活動的最終使命。



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

這 是 灣 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

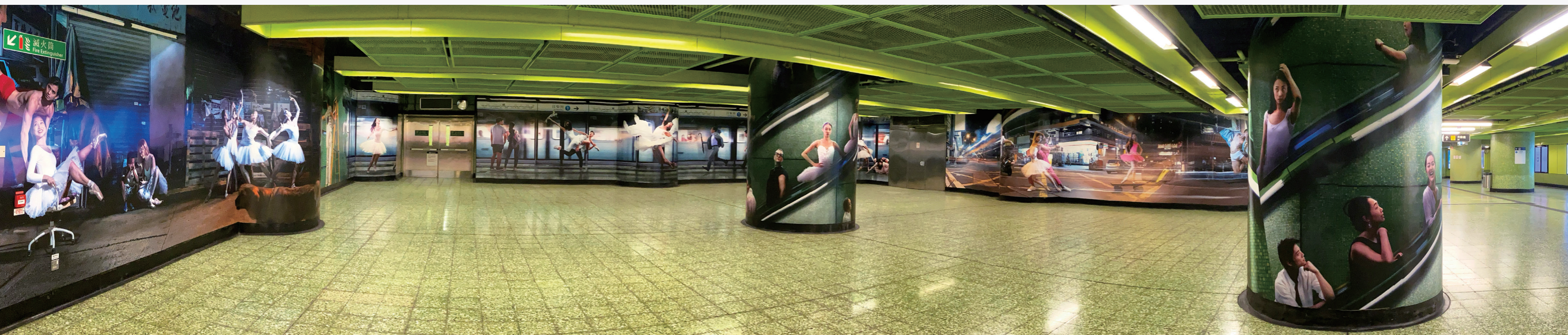
Conran + Partners. The installation is a joint creation by more than 100 participants. It captured the wonderful performance of 40 ballet dancers (principal, soloist, coryphée, corps de ballet dancers from Hong Kong Ballet) alongside other partnering units, artists, production crew and residents of Wan 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，一個大型攝影裝置進駐了港鐵灣仔站上層和下層月台，當乘客抵達灣仔站時，就能感受到灣仔區的特色及活力。

「這是灣仔」是一個聯繫了海外及本地創意團體、商業及設計的地方營造項目。由港鐵公司委託及與香港設計中心聯合策劃，並與香港芭蕾舞團、Treacle Media、英國國際貿易部及Conran + Partners攜手創作，除了有40多名香港芭蕾舞團的首席舞蹈員、獨舞員及群舞領舞員外，更有不同合作夥伴單位、藝術家、製作人員、灣仔街坊及市民大眾，合共多於百名人士參與其中。

作品通過現實與想像交融的鏡頭，紀錄日常生活中的「人生如戲，戲如人生」，捕捉舞蹈員與灣仔不同街道和行人互動的舞姿，將車站化身為演出生活的舞台，讓大眾重新想像、重新營造車站如何作為社區中重要的公共空間。



What our partners are saying

伙伴有話兒



“ I expect BODW CityProg 2020 to be a leading example of courageous cultural work and to demonstrate how to bring multiple organisations together for the benefit of the local community.

我期望BODW城區活動2020能成為一個具前瞻性的例子，讓大家知道如何串連不同機構進行地方文化項目，令當地社區得益。”



Jevan Chowdhury
Director, Wind & Foster
Wind & Foster 總監



“ The BODW CityProg is a good platform which helps me to match and connect with young people and related institutions for co-creation. BODW城區活動是一個很好的平台，將我、年青人及相關機構配對及聯繫起來一齊創作。”



Alex Mok
莫少宗
Art Director
電影美術指導



“ BODW CityProg is a fantastic way to celebrate Hong Kong's creative brilliance and to create partnerships with international designers and other creatives.

BODW城區活動除了能展現香港的無限創意，更是一個將國際設計師及其他創意團體聯繫起來、共同創作的絕佳平台。”



Richard Parry
Head of Experience Economy and Performing Arts,
Department of International Trade of the UK
英國國際貿易部體驗經濟及表演藝術部門主管



“ We enjoyed working with BODW CityProg to foster the development of local creative ecology through Collaborative Imagination.

我們很高興能與BODW城區活動合作，通過激發想像力及加強與不同單位的聯繫，共同締造香港創意生態。”



Roger Wu
胡煥森
Chief Curator,
2019 Hong Kong Biennale of Urbanism\Architecture
2019 香港城市 \ 建築雙年展總策展人

Small City Spots with Grand Ideas

營造小城大意義

Resembling a star-studded canopy of life enlivened with vivid imagination and captivating stories, these design attractions sprawled out across the local community set the stage for a creative journey of exploration. Launched in 2018, Design District Hong Kong (#ddHK) is a district-based, in-depth creative placemaking project involving community collaboration, group dialogue and design participation. Through placemaking efforts, the three-year programme aims to reimagine the design of public spaces and invite the public to explore what matters most to districts and communities.

社區上的地標景物星羅棋布，注入創意串連探索，可勾勒出段段動人故事，就如為星空添上想像與活力。設計#香港地(#ddHK)自2018年起推出，乃為期三年的區域深度創意旅遊項目，以社區協作、群體對話和設計參與等模式貫串，希望重新連繫人與社區，為尋常公共設施及未被充分利用的公共空間進行設計再想像，與公眾一起發掘小城大意義。



#ddSpecial #dd推介
#AniComTram #動漫電車
#AniComTramStop #動漫電車站
#HopOnHopOff #漫遊

Hop on the "Ani-Com Trams" covered in Hong Kong comics household names at "Ani-Com Tram Stops" and travel down the bustling streets of Wan Chai, a creative mecca where countless comics characters were born. Curated by Hong Kong Design Centre and Hong Kong Comics and Animation Federation, more than 30 Hong Kong comics artists from different generations keep the industry's legend alive with their creative ideas.

坐上滿載經典香港漫畫人物的「動漫電車」，從「動漫電車站」出發，穿梭灣仔這個孕育無數港漫經典的創意聖地。由香港設計中心、香港動漫畫聯合會聯手策劃，三十多位不同年代的香港漫畫家，為香港漫畫工業繼續傾力繪製傳奇。



#ddMotion #dd策動
#VictoriaPark #維多利亞公園
#WalalaPlayspace
#Walala遊樂空間

On the Central Lawn of Victoria Park in Causeway Bay stood "Walala Mansion". Created by British designer Camille Walala, it reinterprets the familiar landscape of Victoria Park by giving it a colourful and extravagant visual touch. Through "Hearty Rendezvous", an Augmented Reality (AR) interactive experience produced by Hatrick Creative, visitors could follow the characters "Victor" and "Ria" on an extraordinary adventure between fantasy and reality.

銅鑼灣維多利亞公園的中央草坪，矗立英國設計師Camille Walala創造的「Walala倫敦大宅」，利用其斑斕奇幻的視覺風格，重新詮釋陪伴你我成長的維園風景。遊人亦可透過Hatrick Creative設計的AR擴增實境設計裝置「心之芳庭」，由人物「維多」、「莉亞」帶領，遊走於奇幻現實的平行空間。



#ddPlace #dd點子
#WanChai #灣仔
#WallMural #牆畫藝術

Take a closer look at the streetscape of Hong Kong, and you will discover a myriad of styles coexisting in harmony. #ddPlace brought together cultural and creative partners to enliven our public spaces with an innovative spirit. Attractive works from different design disciplines were introduced to the community, filling the public spaces with creative ideas.

仔細留意香港的街頭景物，你會發現不同風格融和共生。集結不同文化創意單位的#dd點子，就在公共空間注入創意魂，將不同設計範疇的作品，融入社區景貌，為小城市佈滿點點創意。



#ddTour #dd導賞團
#ddCityMania #dd城市漫熱
#ExploreHK #發掘香港
#HKTravel #香港深度遊

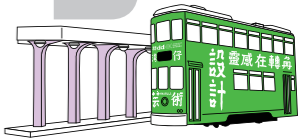
A city full of creative vigour offers endless surprises for travellers and explorers alike. Through a guided tour or a wandering walk, we can go down the memory lane of Wan Chai's evolving heritage or visit community art and design destinations, exploring the city in brand new ways.

一座充滿創作生命力的城市，自有無限種周遊探索的方法。透過導賞或自由探索，從街頭巷尾走出一場場可堪細味的旅程，既可重遊灣仔的變遷軌跡，亦可親身走訪社區設計藝術潮點，發掘更多遊歷城市的方法。



#dd推介
#動漫電車
#動漫電車站
#漫漫遊

#ddSpecial
#AniComTram
#AniComTramStop
#HopOnHopOff



Hop-on Hop-off
Rediscovering our Comics Legend
along the Tramway

乘上電車 追尋灣仔漫畫軌跡

As the “ding ding” chimes continue to be heard on the tramways, what is now known as Lee Tung Avenue in Wan Chai is best remembered as home to countless captivating comic stories.

#ddHK partnered with Hong Kong Comics and Animation Federation to present the “#ddSpecial - Hop-on Hop-off”, in which over 30 local comics artists from Ani-Com Park ventured through the neighbourhood to trace the historical footprint of Hong Kong comics.

電車「叮叮」響聲今昔不變，而利東街的前傳，原來蘊藏無數奇情跌宕的漫畫故事。

#ddHK聯同香港動漫畫聯會策劃的「#dd推介—漫漫遊」，就由三十多位參與過動漫海濱樂園項目的本地漫畫家，重繪昔日香港漫畫在此街此地的墨印足跡。



Two "Ani-Com Trams" along the arterial road in Wan Chai – the birthplace of countless comics masterpieces – became amusement rides in the company of Old Master Q, Sau Nga Chun and the like. They took visitors to Lee Tung Avenue, where comics studios and printing houses once flourished, for a nostalgic glimpse into the heyday of local comics in the 1970s and 80s.

Visitors discovered a colourful urban playground at the two "Ani-Com Tram Stops", which featured more than 30 comic characters by local artists to pay tribute to a community that has nurtured a generation of classic creations. The comics legend of Wan Chai will continue to live on for generations to come.

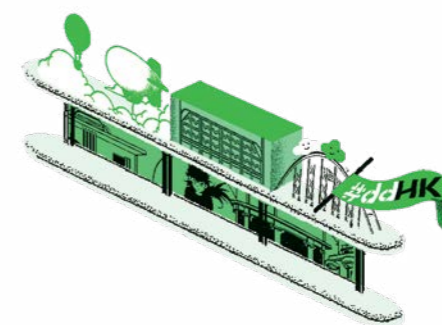
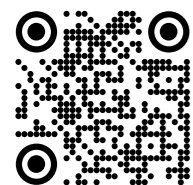


兩部滿載無數經典漫畫角色的「動漫電車」化作遊樂場般的「觀光小電車」，沿著城市的脈絡而行，穿梭誕生過無數偉大漫畫的灣仔街角，讓你跟老夫子、啱牙珍等書中老友同坐同遊，乍見往日漫畫工作室與印刷廠林立的利東街，重回七、八十年代本土漫畫黃金時代的軌跡。

兩個「動漫車站」由漫畫家繪製注入三十多個動漫角色同場，共邀遊人參與鬧市中的遊樂場，彼時此地，向孕育過一代經典創意的社區由衷致敬。永遠精彩的灣仔故事，無論何時也是正在連載中。



Hop on now
一齊漫遊



#WalalaPlayspace #VictoriaPark #ddMotion

#dd策動
#維多利亞公園
#Walala遊樂空間



Gloucester Road





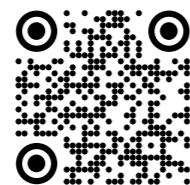
Strolling into a fantasyland in Victoria Park

漫步維園遇上奇幻樂園

Camille Walala's fantastical artistic universe was captured in the 13-metre-high inflatable "Walala Mansion", adding a playful touch to the familiar sight of the Central Lawn of Victoria Park. The fountain at the park entrance was also spruced up by colourful graphics, transforming the park into a surrealistic playground. Walala's aesthetic fantasyland was portrayed as a visual feast of vibrant colours and clashing dot patterns, creating a new, playful space that transcends the wildest imagination.

維園與Walala的幻境，劃破界限同步接通。來自英國倫敦的設計鬼才Camille Walala，將她的藝術宇宙，於維多利亞公園盡情發放。高達13米的「Walala倫敦大宅」吹氣裝置，屹然座立於你我熟悉的中央草坪，公園一隅的噴水池，亦以曼菲斯設計風格重新演繹，將維園重構成超現實遊樂場。Walala的美學奇想，既在她絕妙的色彩搭配、幾何波點的幻變衝擊，更是將此時此地，重新塗畫成超越想像，玩味無窮的全新空間。

Set-up Timelapse of Walala Mansion
Walala倫敦大宅的製作縮時拍攝



Follow us to Walala Playspace
跟著我們走進Walala遊樂空間



#HeartyRendezvous #心之芳庭
#AR #擴增實境

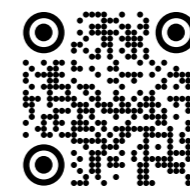


A Hearty Rendezvous with "Victor" and "Ria"

遊走心之芳庭 「維多」「莉亞」雙生相連

"Victor" and "Ria", two virtual characters respectively representing UK and Hong Kong, greeted visitors at the "Hearty Rendezvous" installation, featuring an AR-powered immersion tour of their parallel universe. They guided visitors to explore Victoria Park and Causeway Bay, where unique signs with QR codes were set up for the virtual encounters. Presented by Hong Kong-based creative team, Hatrick Creative, the adorable duo personified some interesting aspects of Eastern and Western cultures through their candid dialogue.

Meet Victor & Ria
遇見維多與莉亞



由「維多」與「莉亞」兩個虛擬人物借代英國與香港，經二維碼接通，從「心之芳庭」設計裝置呈現的AR擴增實境，接連虛擬空間，牽領參觀者幻遊維園，探索螢幕彼端繽紛斑斕的平行時空，他們更在銅鑼灣各處的指示牌，透過AR登場活現。本地創意團隊Hatrick Creative創造這倆小角色，由他與她的對談道盡東西兩端的生活文化。

#ddCityMania



#dd點子
#牆畫藝術
#發掘香港
#香港深度遊



Streets are the fabric of a city and the starting point for a journey into a community full of stories... In the #ddHK placemaking initiative, tours were planned with different itineraries covering creative landmarks spread across streets and alleys to help the public explore the local community from a new perspective.

Follow your own pace in a self-guided tour or listen to folklores and legends from a tour guide. There are bound to be discoveries here and there. The #ddCityMania guided tour took participants to the creative landmarks in Causeway Bay, including the "Walala Playspace" and "Ani-Com Tram Stops", for a taste of the urban variation of pop culture. You can also choose to self explore "The Newold Wan Chai" and "Pop! Get Inspired at Every Turn" to learn the history and stories of the community.

路，是城市的肌理經脈，更是認識社區、尋訪故事的旅程.....#ddHK策動地方營造，將地標景物昇華成處處新創意，並組織各式路線，帶大家穿梭橫街窄巷，探索社區新角度。

你可順著自己步調「自助遊」，或者細聽導賞員娓娓道來。轉街過巷總有新發現：導賞團「#dd城市漫熱」引領你探尋銅鑼灣創意地標，遍歷「Walala遊樂空間」與「動漫電車站」等，欣賞街頭藝術，感受流行文化的城市變奏；再從自助遊路線「走過新舊灣仔」或「Pop!靈感在轉角」步入社區故事，一路走來。

Guided Tour 導賞團路線 (Jan-Feb 2020)

#ddCityMania #dd城市漫熱

Pulsing with life day and night, Causeway Bay is the hub of entertainments in Hong Kong and the unsurpassable leader of pop culture.

"#ddCityMania" sets off to explore the waves of pop culture in this multifaceted community – be it the popular hits in the 60s, the living rituals from the 70s, or the transforming cityscape in the 80s/90s. And of course, a visit to signature architectures is not to be missed.

晝夜不息的灣仔除了是香港島的商業核心區外，東面的銅鑼灣地區更匯聚不少時尚潮流熱點，使該區成為引領香港流行文化熱潮的火車頭。

「#dd城市漫熱」帶領大家細味社區內不同時期的風潮，例如60年代的流行音樂、70年代盛行的習俗、80/90年代銅鑼灣蛻變的城市軌跡，由不同角度讓你見證銅鑼灣的百變形象。

Start!

- 1 Canal Road Flyover
堅拿道天橋(鵝頸橋)
- 2 Ani-Com Tram Stop@
Foo Ming Street Tram Stop (105)
動漫車站@富明街電車站 (105)
8.1.2020 - 3.2.2020
- 3 Lee Theatre Plaza
利舞臺廣場
- 4 Jardine's Crescent
渣甸坊
- 5 Ani-Com Tram Stop@
Paterson Street Tram Stop (48W)
動漫車站@百德新街電車站 (48W)
8.1.2020 - 3.2.2020
- 6 St. Mary's Church
聖馬利亞堂



7 #ddPaintHKWALLS@
Tai Hang Residents' Welfare Association
#畫多ddHKWALLS@大坑坊眾福利會
From now until 即日起至 2.2021

8 #ddPaintHKWALLS@
Shelter Street Footbridge
#畫多ddHKWALLS@信德街天橋



9 Hearty Rendezvous@
Water Fountain Plaza, Victoria Park
心之芳庭@維多利亞公園噴水池廣場
8.1.2020 - 3.3.2020

10 #ddPaintHKWALLS@
Tai Fat Hau Footbridge
#畫多ddHKWALLS@大佛口行人天橋



#TheNewOldWanChai

#走過新舊灣仔

Reveals the transformation of Hong Kong from a village to an international city by architecture

以香港1840年代海岸線作起點
從南至北的周邊建築變化感受城市變遷的軌跡

Start!

- 1 **Blue House**
藍屋
- 2 **#ddSharing@**
Entrance of Stone Nullah Lane (Pavement)
#講多dd@石水渠街街口(地面)
From now until 即日起至 2.2021
- 3 **Old Wan Chai Market**
舊灣仔街市
- 4 **Old Wan Chai Post Office**
舊灣仔郵政局
- 5 **Hopewell Centre**
合和中心
- 6 **#ddSharing@**
Entrance of Lee Tung Avenue (Pavement)
#講多dd@利東街街口(地面)
From now until 即日起至 2.2021

Before walking into Lee Tung Avenue, visitors are greeted by an array of classic designs of the olden days, like the sign of a pawn shop and antique black-and-white street signs. Take a moment to discover the heart-warming charm of this famed "Wedding Card Street".

踏入利東街前，當舖老招牌、昔日黑白街道牌等經典舊設計映入眼簾，細心漫遊，或者還會感應到舊日驛帖街的絲絲溫馨。



- 7 **Lee Tung Avenue**
利東街
- 8 **Woo Cheong Pawn Shop (The Pawn)**
和昌大押
- 9 **#ddDoodles@**
Kong Wan Fire Station
#寫多dd@港灣消防局
From now until 即日起至 2.2021



- 10 **#ddPaintHKWALLS@**
Tai Fat Hau Footbridge
#畫多ddHKWALLS@大佛口行人天橋

The designer put a sea of thoughts into a magical puzzle of geometric cubes to create "THE WALL OF A 1000 THOUGHTS" under the pedestrian overpass at Tai Fat Hau. Marking the endpoint of the tour, this creative work resonates with the surrounding buildings and links Wan Chai's past with its present.

設計師將千種沉思化作幾何方塊的奇幻拼合，為大佛口行人天橋下的「THE WALL OF A 1000 THOUGHTS」，與周邊建築共鳴共生，貫穿灣仔區的過去與現在，為路線畫上句號。



#POP!GetInspiredAtEveryTurn

#POP!靈感在轉角

Experience different culture at every turn by various wall murals and design check points
匯聚中西文化特色的牆畫和藝文集中地為主旋律
細味每個轉角帶來的靈感

Start!

- 1 **#ddPaintHKWALLS@**
Tung Wah Centenary Square Garden
#畫多ddHKWALLS@東華百周年紀念廣場花園
From now until 即日起至 2.2021

Setting the stage for a journey of inspiration, Jaba, a concept designer for films such as Transformers, Iron Man and Star Trek, enlivened the garden with a futuristic re-imagining of the city's familiar sights.

由為《變形金剛》、《鐵甲奇俠》、《星空奇遇記》擔任繪景師的概念藝術家Jaba執筆，在東華百周年紀念廣場花園的牆壁上，將你我習以為常的會展、小輪、電車賦予未來異想，展開這段靈感旅程。

- 2 **#ddPaintHKWALLS@**
Tang Shiu Kin Victoria Government Secondary School
#畫多ddHKWALLS@鄧肇堅維多利亞官立中學

INSA's spiral mural depicts the idea of life as "running in a circle". Through the GIF-ITI mobile app, visitors can see an extension of dynamic momentum concealed in the mural.

INSA透過牆畫上無限延展的螺旋構圖表達人生是不停重覆奔跑的感悟，遊人更可以GIF-ITI應用程式，發現牆畫蘊藏的動態延伸。



- 3 **#ddPaintHKWALLS@**
Morrison Hill Swimming Pool
#畫多ddHKWALLS@摩理臣山游泳池
From now until 即日起至 2.2021

- 4 **7 Mallory Street**
茂蘿街7號



- 5 **#ddDoodles@**
Kong Wan Fire Station
#寫多dd@港灣消防局
From now until 即日起至 2.2021

- 6 **#ddSharing@Front entrance of**
Hong Kong Arts Centre (Pavement)
#講多dd@香港藝術中心正門(地面)
From now until 即日起至 2.2021

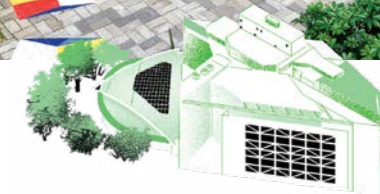
Designer Maggie Wong's pavement painting of colourful geometric shapes lies in perfect harmony with the architectural beauty of the Hong Kong Arts Centre as a powerhouse of creativity.

色彩斑斕的抽象幾何圖案，置於香港藝術中心正門地面，設計師黃敏靖的作品正好呼應此座建築的美感，與這個承載無數創作的場所互相感染共生。



- 7 **Lockhart Road**
駱克道

- 8 **Foo Tak Building**
富德樓



Broadening Design Horizons

拉闊設計視野

Despite strong Western influences on art and design, Asian craft, design and aesthetics remain an integral part of our everyday living, even shaping our quality of life. They are also the bedrock of Hong Kong's creative culture.

Design Spectrum, Hong Kong Design Centre's (HKDC) first public-facing platform, is housed in the Grade II historic buildings at 7 Mallory Street in Wan Chai. Sponsored by Create Hong Kong with the Urban Renewal Authority (URA) as a project partner, Design Spectrum was founded in 2019 to bring design culture closer to the community through a year-round programme of exhibitions, exchanges and promotional activities, which highlight the inextricable relationship between design and life from an Asian design perspective. Four themed exhibitions were curated by Amy Chow, an interdisciplinary design expert with extensive experience in international exhibitions. Here are five highlights from the past year:

儘管現代化及西方化的影響席捲全球，亞洲的工藝、設計及美學在我們的日常生活中以至生活品質而言，依然扮演著無可取代的角色，更是培育香港創意文化的重要基石。

香港設計中心首個面向公眾的平台「設計光譜」設於灣仔二級歷史建築茂蘿街7號，由創意香港贊助，市區重建局為項目伙伴，自2019年起透過全年展覽、交流以及各項推廣活動，以亞洲設計哲理細說設計與生活的緊密關係，將設計文化逐步帶進社區。本年度舉辦了四大主題展覽，由擁有豐富國際展覽策劃經驗的跨領域設計工作者周婉美(Amy Chow)擔任策展人，反應熱烈。以下為五個項目亮點：

7 Mallory Street

茂蘿街7號



Opening Ceremony

開幕典禮

Design Spectrum was officially inaugurated on 19 July 2019 in a ceremony officiated by Dr Bernard Chan, JP, Under Secretary for Commerce and Economic Development; Mr Ben Lui, Executive Director of the URA; Prof. Eric Yim, JP, Chairman of HKDC and other guests of honour.

2019年7月19日，設計光譜正式揭幕，多名主禮嘉賓出席，包括署理商務及經濟發展局局長陳百里博士，JP、市區重建局執行董事呂守信先生，以及香港設計中心主席嚴志明教授，JP等。



The Flower Plaque

花牌

Renowned local architect William Lim created an enormous flower plaque dedicated to the grand opening of Design Spectrum. A key feature of the commissioned work was the bamboo structure behind the decorated front. It showcased the resilience, versatility and agility of bamboo construction, and invited the public to admire the ingenious scaffolding craftsmanship of southern China.

本地著名建築師林偉而為設計光譜量身打造了一大型開幕慶祝花牌，此委約作品的特色是呈現花牌背面的竹製支架，以竹的結構帶出其堅韌、靈活且多變的特點同時，亦藉此誠邀大眾發掘及欣賞傳統華南竹棚架作的精湛工藝。



Herbal Pavilion

香草亭

An urban farmland with contemporary use in a Chinese pavilion-style wooden structure, the courtyard was part of the "In Harmony: The Way of Tea" Exhibition to encourage people to feel their connection with nature.

香草亭集耕地及休憩處於一身，是配合「肆樂一草人木」展覽設計的現代亭園，木結構設計靈感來自中式涼亭，簡約舒適，讓公眾在鬧市中重新感受自身與大自然的連結。



"Beginning from a simple bowl of tea" Experience Workshop

「一碗茶」體驗坊

Co-curator of the "In Harmony: The Way of Tea" Exhibition, Lee Chi Wing and his team, created a serene space for participants to open their senses to the Zen of tea with guidance from tea sommelier Katherine Yu and the Teatism team.

「肆樂一草人木」展覽中，聯合策展人李志榮及其團隊打造了一個充滿禪意的品茶空間，並在茶藝師 Katherine Yu和心月茶事的團隊帶領下，讓參加者重新打開內在感官，切身感受茶禪。



Designer Showcase by Local Design Power!

設計展示廊

This creative display showcased the excellence of Hong Kong's emerging designers, presenting works from six outstanding brands: ZOEE, Novel Fineries, FURNITURY, MODEMENT, BeCandle and AOGP. QR codes were shown to direct visitors to the brands' official websites and online retail outlets.

香港設計新秀的作品同樣精彩，展示廊精選六個本土優秀品牌的代表作展出：ZOEE、Novel Fineries、FURNITURY、MODEMENT、BeCandle及AOGP。為推廣本地設計，展櫃更設有QR code供瀏覽品牌網站及網購之用。

Material Modernity: Incredible Bamboo, Paper & Wood

19.7.2019 - 18.9.2019

Design Spectrum's inaugural exhibition, themed "Material Innovation", presented nearly 100 award-winning works to illustrate how the versatility of traditional materials like bamboo, wood and paper enable Asian design to break free from restrictions of colour and style. The highlight of the exhibition was a large-scale flower plaque installation commissioned to mark Design Spectrum's debut. Other activities for visitors to explore the theme included "Sun Tanning Design Workshop", "Designer Sharing: Material Modernity" and "IDK Design Thinking Workshop: Materials Inspired by Nature".

首場展覽以「物料創新」為題，展示近百件得獎設計作品，探索亞洲設計如何靈活運用竹、木及紙三種傳統物料，同時打破色彩、風格等限制。焦點之作是為設計光譜揭幕打造的大型花牌藝術裝置。重點活動包括「晒日子設計工作坊」、「設計師分享會：壹物—現代設計力」及「IDK 設計思維工作坊：壹物佰川」等，以互動方式讓參觀者探討主題。

壹物

現代設計力



Refined Touch: Crossover Between Design & Craft

2.12.2019 - 9.2.2020

Curated on the theme "Craftsmanship", the exhibition showcased more than 70 works from 30 design projects and 13 design houses from Asia, bringing together brilliant works from international brands and local artists to explore the refined relationship between design and craftsmanship. From apparel, homeware to tableware, the exhibits demonstrated how time-honoured craftsmanship and contemporary design styles complemented one another. Other activities included design workshops and the screening of the documentary *The Last Stitch*.

展覽圍繞「工藝」，搜羅亞洲13個設計單位、30個設計項目，展出超過70件作品，匯集著名國際品牌以至本地匠藝的心血結晶，探討設計與工藝的微妙關係。從服飾、家品到餐具，展品盡顯當代設計風格與傳統地道工藝相得益彰。其他活動包括手造工藝工作坊及紀錄片《雙縫》放映會等。

叁活

設計工藝式



貳頁

看好設計

Open Page: The Art of the Creative Process

11.10.2019 - 17.11.2019

Carrying the theme of "Open Page", the exhibition featured nearly 80 exceptional books from across Asia that visitors could touch and read. It offered a glimpse into how designers used their imagination and art sense to create captivating books with colour, font design and typography. Key exhibits included *Hong Kong Old Shops II*, *A Study on Hong Kong Beiwei Calligraphy & Type Design*, and clips of the curator interviewing specialists in publishing, education and book design in Nanjing. Visitors were also invited to take part in a sharing session by local book designers, "Make Your Own Zine!" workshops and other design appreciation activities.

展覽以「書籍」為題，展出近80本亞洲特色書籍。參觀者可親手翻閱書本，了解設計師如何運用顏色、字體設計、排版格式等設計語言，一窺做書的過程中所彰顯的想像力和藝術感。焦點展品有《街坊老店II—金漆招牌》、《香港北魏真書》，以及策展人北上南京，與多位來自出版、教育及書籍設計界別人士的訪談剪輯等。公眾人士亦可參與多項賞析活動如本地書籍設計師分享會、「做好自己Zine!」工作坊等。

肆樂

草人木

In Harmony: The Way Of Tea

29.4.2020 - 19.7.2020

Centred on "Tea", the exhibition examined the relationship between mankind and tea from multiple perspectives spanning history, design, humanity and nature, showcasing 45 items including teaware, tea packaging and tea room design from 20 Asian design houses. In addition to classes for making white clay tea cups, tea tasting workshops were also held at the "Mobile Standing Tea Bar" to give visitors an opportunity to savour the enchanting art of tea through the different senses. Herb planting workshops were also staged at the commissioned installation "Herbal Pavilion".

這場展覽以「茶」為軸心，精選20個亞洲設計單位創作的茶具、茶葉包裝到茶室等45個項目，從歷史、設計、人文、自然等角度出發，多方面展示人與茶在生活中緊密的關係。周邊活動包括手捏白泥茶杯工作坊以及於「流動茶櫥」提供泡茶體驗的賞茶工作坊，讓參加者從不同感官體會茶的魅力。香草種植工作坊在同期設置的委約作品「香草亭」舉辦，讓公眾體驗耕種樂趣。

Thoughts about Design Spectrum 設計光譜回憶絮語



Housed in a heritage building right in the city centre, the venue is appealing to tourists. I believe that promoting design culture can help improve our standard of living, because design is closely related to our life. In the future, I hope to engage designers at home and abroad in a themed design event, where they can ignite creative sparks through cultural exchanges from collaboration or even competition with each other.

場地本身是鬧市中的一座歷史建築物，對遊客有一定吸引力。我相信推廣設計文化是改善生活的有效橋樑，因為設計正正與生活息息相關。未來我希望可以邀請外國與香港的設計師來一個主題性設計活動，透過雙方合作甚至比賽，為各自的文化帶出新的火花。

Mike Mak
Participating designer in Design Showcase
設計展示廳參展人



I participated in the "Open Page: The Art of The Creative Process" Exhibition. In Hong Kong, exhibitions that focus on book design are rare, so I especially appreciate the curator's thoughtfulness in organising it, which afforded an opportunity to see high quality book design for those who know little about it. I also gave talks alongside other book designers. I think that with designers' personal sharing and guidance, the audience would find it easier to understand the significance of design.

我參與的是關於書籍設計的『貳頁一看好設計』展覽，其實香港專注書籍設計的展覽很少，因此我非常欣賞策展人辦這個展覽，讓很少接觸書籍設計的人，有機會接觸高質素的書籍設計。我跟其他書籍設計師亦進行了對談演講，相信有設計師親身解說，觀眾會更易明白與吸收設計的養份。

Chan Hei Shing
Participating designer in "Open Page: The Art of the Creative Process"
「貳頁一看好設計」參展設計師



Our exhibition and workshop attracted a large audience from nearby neighbourhoods, fulfilling our hopes to reach out to local residents. Design Spectrum's exhibition themes are very diverse and appeal to audiences from different sectors. I look forward to working with Design Spectrum on ceramics related projects in the future.

透過工作坊，希望能夠接觸到來自附近社區的居民，事實上也有不少街坊前來觀看展覽、甚至參加工作坊。設計光譜的展覽主題十分多元化，能夠吸引不同界別的觀眾。希望將來與設計光譜進行有關陶藝產品的合作。

TOKI NASHIKI 梨木製陶所
Participating design company in the "In Harmony: The Way of Tea" exhibition and instructor of the "White Clay Tea Cups Pinching" workshop
「肆樂一草人木」參展單位及「手捏白泥茶杯」工作坊導師



Planning for this event gave me the opportunity to experiment with glass artists, calligraphers, space designers and graphic designers, and the result well exceeded my expectations. The aesthetics, venue set-up and procedure of the tea ceremony were simply delightful. And it pleased me a great deal that everyone was able to understand and feel the way of tea, effectively conveying the message that by returning to the purest form of tea, we can return to the purest state of mind.

是次活動規劃過程讓我有機會跟琉璃藝術家、書法家、空間設計師、平面設計師來作些試驗，效果超出了所想。不管在美學方面，整個場景到茶會過程，最欣喜是大家能夠理解和感受，能夠有效傳遞把茶回歸本源，人能回歸自心。

Katherine Yu
Instructor of the "Discover the World of Oolong Tea" and
"Beginning from a Simple Bowl of Tea" workshops
「探索烏龍茶工作坊」及「一碗茶」體驗坊導師



We think it is a very unique choice of site and great for visitors that Design Spectrum is housed in a historic building. I hope that some permanent exhibition areas can be set up here, and more students or even children can be invited to the venue where they can learn more about creative design.

設計光譜的舉辦地點是歷史建築，我們認為非常獨特，對於參觀的遊客來說亦相當不錯。希望該處可以設立一些永久性展區，可以的話多邀請學生甚至兒童來參觀，給他們介紹創意設計。

Julie & Jesse
Participating designers in "Refined Touch: Crossover Between Design & Craft"
「參活—設計工藝式」參展設計師



The most unique thing about Design Spectrum is how the four exhibitions and themes are each very attractive in their own right and yet intricately related to one another. As an extension programme of one of its exhibitions, the workshop I hosted aimed to transform the static observation of design into an engaged process of self-driven creation, discussion and experience of design.

設計光譜最獨特之處在於四個展覽、四個主題，互相緊扣又各自精彩。我指導的工作坊作為設計光譜展覽的延伸活動，希望可以將參加者由靜態觀賞設計，變成能自主參與創作、討論及感受設計。

Benny Au
Participating designer in "Open Page: The Art of the Creative Process" and instructor of the "Make Your Own Zine!" workshop
「貳頁一看好設計」參展設計師及「做好自己Zine!」工作坊導師



Design Spectrum is unique in that it exudes warmth and a genuine sense of life. Its activities and events are delivered in a simple way while carrying a profound meaning, providing an immersive experience for participants who benefit from rich sensory and hands-on experiences with the design works.

設計光譜最特別地方，在於帶有一種特別的體感溫度、真實的生活感，而活動也深入淺出，令參加者容易沉浸在作品裡，並且都能獲得豐富的感官體驗與實作經驗。

Richard Wang
Participating designer in "Material Modernity: Incredible Bamboo, Paper & Wood" and instructor of the "Sun Tanning Design Workshop"
「壹物—現代設計力」參展設計師及「晒日子工作坊」導師



The biggest takeaway for workshop participants is they can apply what they learned to everyday life, while giving children a better understanding of planting. I hope that future Design Spectrum activities can cover more topics such as exhibitions and family-friendly workshops on children's design thinking, design for everyday life and design for the elderly.

參加工作坊的最大得著，就是在工作坊中所學都能運用在生活中，同時讓小朋友對種植有多點認識，期望將來設計光譜的活動可以涵蓋更多範疇，例如兒童設計思維、生活設計、老人設計的展覽及親子工作坊。

Psyche
Participant in the "Herb Propagation Workshop"
「香草親子工作坊」參加者



I was delighted at the opportunity to express my creativity and preferences during the workshop process. The workshop venue, 7 Mallery Street, has preserved the architectural features of Tong Lau (Chinese tenement buildings) with a modern twist. The presence of Design Spectrum has added a certain artistic flair to Mallery Street.

在工作坊裡，我最開心的是自己的創意及喜好能在活動過程中展現，而工作坊所在的茂蘿街7號保留了唐樓的建築特色，但又帶有現代化元素，再加上設計光譜的進駐，令茂蘿街添上一份藝術氣息。

Ada
Participant in the "Design Lifestyle" workshop
「設計·灣仔味」工作坊參加者



I think the workshop was as informative as it was inspiring. The instructor's sharing gave me a deeper understanding of the creative process, and taught me to express my stories and ideas through paper of different textures.

我認為工作坊的內容十分豐富及具啟發性，導師的分享令我對創作有更深體會，並透過不同質地的紙張表達了我的故事及想法。

Regina
Participant in the "Make Your Own Zine!" workshop
「做好自己Zine!」工作坊參加者

"Spectrum", in physics, refers to a pattern of different wavelengths arranged in sequence. Design Spectrum, through a host of engaging initiatives from its exhibition themes to different appreciation events, has illustrated a colourful and diverse "spectrum" together with participants. Design Spectrum aspires to bolster the creative vibe in the community and enable the power of good design to be infiltrated everywhere in the city.

「光譜」在物理上意指由不同的波長順次排列而成的圖案。設計光譜項目內容豐富，由設計展覽的選題，乃至多元化的賞析活動，與參與者一同交織出多姿多彩的「光譜」。冀盼設計光譜的誕生，讓社區的創意氛圍日漸濃厚，將優秀設計的力量傳遍大街小巷。

BOUNDLESS VISION ENDLESS DESIGNABILITY

視野無邊 設計無限



Imparting a thoughtful clarity of vision, good design enables us to see beyond the surface and appreciate more profound and important issues than meets the eye.

The DFA Awards, launched in 2003 by Hong Kong Design Centre, consists of the 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. These five award programmes not only realise the winners' diverse creative outlook, but their designs enable us to "see" much further and deeper than we could ever imagine. It is this boundless vision that enable their winning projects to transcend time, disciplines, and open our minds and perspectives.

Through the design of The Mills, we see the heydays of Hong Kong's industrial past; through the "Tunnel of Light", we see new beginnings in community conservation; and through the planetarium projector, we see mankind's innate desire to explore the universe. Among the winning projects and awardees from DFA Awards, we can discover many unique perspectives on humanitarian and sustainability issues, and experience a deeper relationship between us and other people and things in the world.

好設計是一雙清澈的眼睛，讓我們看到世界種種表象之下更深遠、更重要的議題。

香港設計中心自2003年起設立DFA設計獎，創立「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」五大獎項，表揚的不只是作品「好看」與否，而是設計師讓我們從作品「看」到了什麼、「看」得多深、「看」得多遠——這才是設計人應有的視野，也是優秀設計能帶給我們的廣闊眼界。

透過南豐紗廠，我們看到舊時香港工業的傳承；透過「光之隧道」，我們看到社區保育的曙光；透過投影觀星儀，我們看到人類對宇宙最原始、最深層的渴望……接下來，我們將從DFA設計獎云云的得獎作品及得獎者作品中，發掘出更多包羅萬象的人文議題，感受一眾菁英將「人文關懷」貫徹始終的設計精神，並從「設計」看見我們與世界人、事、物的深層關係。

DFA LIFETIME ACHIEVEMENT AWARD 2019

DFA 亞洲設計終身成就獎 2019

Portrait of Rei KAWAKUBO © Paolo Roversi



REI KAWAKUBO 川久保玲

Rei Kawakubo is one of the most iconic fashion designers at the end of the 20th century. An alumna of Keio University, Japan in art and literature, she began her fashion career as a freelance stylist at a textile factory. While she preferred to keep a low profile, she ultimately earned international fame through Comme des Garçons, the brand she established.

Comme des Garçons set up its first boutique in Tokyo in 1975; by the end of the 1980s, the fashion label already boasted more than 300 outlets across the globe. Its rapid expansion was marked by various milestones: its debut fashion show in Paris in 1981, the launch of its diffusion lines "Shirt" and "Play", as well as the gather of different fashion brands in its department store, Dover Street Market. Kawakubo successfully merged fashion, art, market and pop culture together, and is widely recognised as both artist and fashion designer, creating designs that penetrate both worlds.

川久保玲是20世紀後期最具標誌性的時裝設計師之一。她在日本慶應義塾大學修讀藝術和文學，之後在一家紡織廠以自由造型師進入服裝界。為人低調的川久保玲，創立的品牌Comme des Garçons卻蜚聲國際。

1975年在東京開設首家專賣店，到80年代末，CDG在全球已開設超過300家店舖。其後品牌不斷成長：1981年在巴黎時裝展舉行首次時裝發佈會，成立副線例如「Shirt」及「Play」等系列，2004年成立雲集不同國際時裝品牌的Dover Street Market。她將時裝、藝術、市場及流行元素成功糅合在一起，被公認為時裝設計師及藝術家，顯示她的設計能夠貫穿時尚與藝術之間。

Comme des Garçons spring/summer 2019



DFA DESIGN LEADERSHIP AWARD 2019

DFA 設計領袖獎 2019

teamLab, Exhibition view, MORI Building DIGITAL ART MUSEUM, teamLab Borderless, 2018, Odaiba, Tokyo © teamLab



teamLab

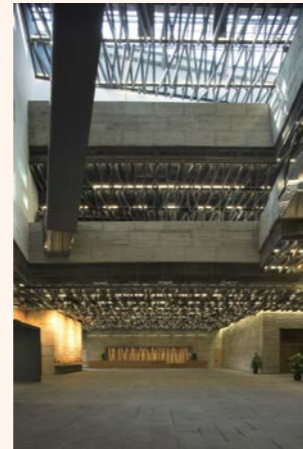


International art collective teamLab was founded in Tokyo in 2001. The group leverages the diverse expertise of its members - artists, programmers, engineers, CG animators, mathematicians and architects - to find synergy in the worlds of art, science, design and nature, using digital technology to create a unique style that revitalises the relationship between art and reality. Over the years, the collective has exhibited its works in New York, London, Paris, Singapore, Silicon Valley, Beijing, Taipei and Melbourne to the delight of local audiences, and since 2018, permanent exhibition spaces were set up in Tokyo, Shanghai and Macau. As its exhibitions gained widespread popularity, so has the group's name in the contemporary art world.

國際藝術團體teamLab於2001年在東京成立，由一班藝術家、程式編寫員、工程師、電腦動畫師、數學家 and 建築師組成，取各家之長，力求將藝術、科學、設計及自然世界融合，以數碼技術讓藝術躍現於現實中。多年來teamLab在紐約、倫敦、巴黎、新加坡、矽谷、北京、台北及墨爾本等地舉行展覽，大受歡迎。自2018年起，位於東京、上海及澳門的常設館相繼開幕。teamLab已成為光影藝術的先驅，展覽的地方甚至成為熱門景點。

DFA WORLD'S OUTSTANDING CHINESE DESIGNER 2019

DFA 世界傑出華人設計師 2019



Ningbo History Museum
China (2008)
寧波博物館
中國 (2008)

WANG SHU

王澐

Contemporary Chinese architect Wang Shu specialises in old building renovation, gaining such practical experience over the research on the relationship between landscape and architecture. In 1997, he founded Amateur Architecture Studio with his wife. Adopting a spontaneous and experimental style, the studio strives to reshape Chinese architecture to reflect the contemporary era. Some past projects of the studio include Ningbo History Museum, Xiangshan Campus of China Academy of Art, the renovation of Wencun Village, and Fuyang Cultural Complex.

Wang's unconventional philosophy won him the Pritzker Architecture Prize in 2012. Well-known in the international design community, he has been invited as guest lecturer at top universities such as Harvard, MIT and Tongji University.

王澐為中國當代建築師，專注從事舊樓改造，以及環境與建築關係的研究，並從中獲取寶貴的經驗，1997年與妻子共同成立「業餘建築工作室」，強調自發性與實驗性，致力研究重塑中國建築成為一種當代語言。工作室作品有寧波歷史博物館、中國美術學院象山校區、文村村居改造計劃及富陽文化綜合體。王澐別樹一幟的哲學令他在2012年獲得普立茲克建築獎。他曾被邀請到哈佛大學、麻省理工學院及同濟大學作為客座教授，是國際知名的華裔設計師。



Fuyang Cultural Complex (2018)
富陽文化綜合體 (2018)

DFA DESIGN FOR ASIA AWARDS 2019

DFA 亞洲最具影響力設計獎 2019

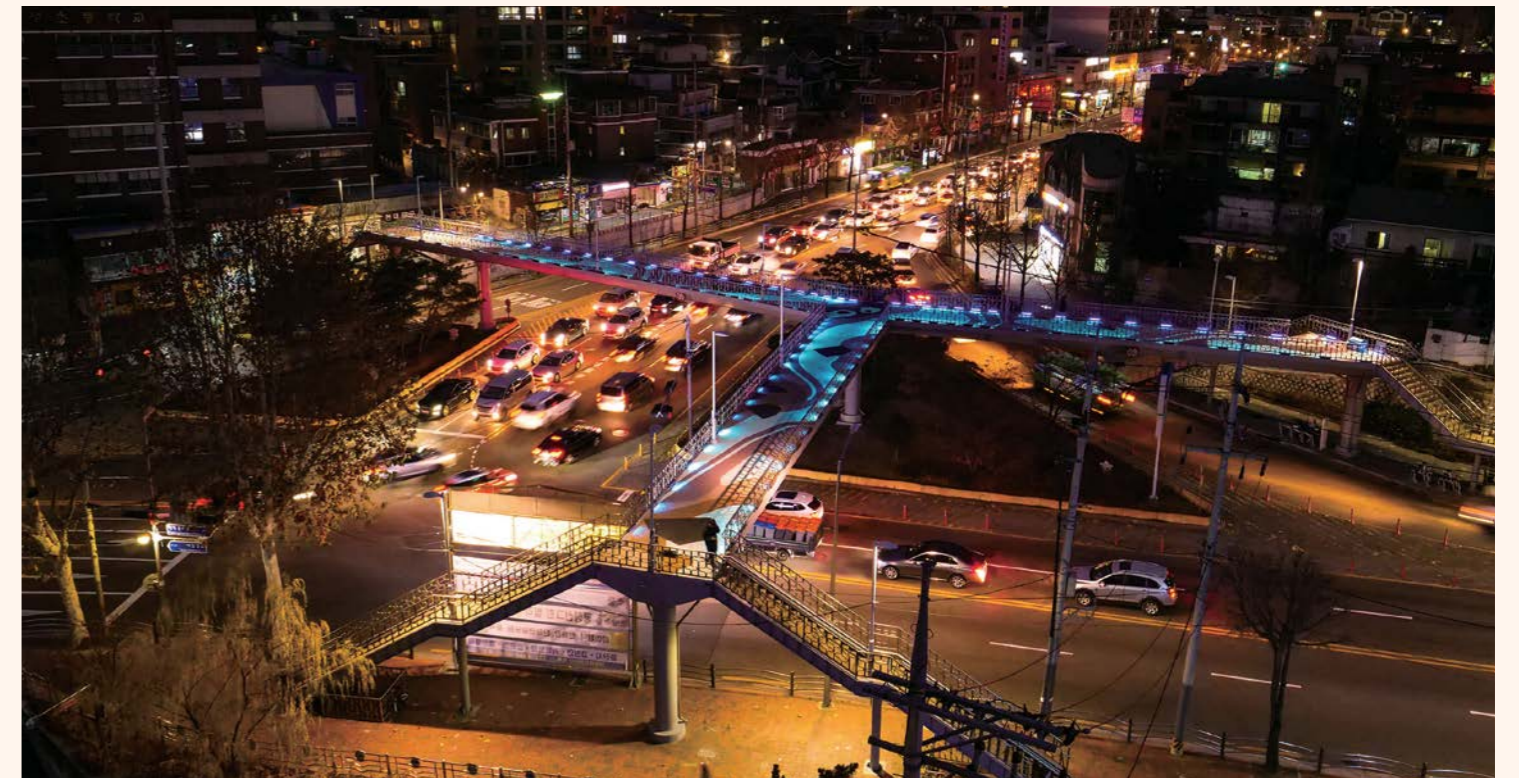
Celebrating the Role of Asian Design for Shaping Our Future 弘揚亞洲設計 成就創意未來

The beauty of exceptional design is more than skindeep. It goes beyond the aesthetics, touching hearts and souls with the power of its impressive details. This year's DFA Design for Asia Awards continues to recognise excellent design projects in Asia: from a footbridge to a forest retreat, from wearable comfort for seniors to a planetarium projector, with every masterpiece crafted with the needs and desires of users in mind. The award-winning works fully embody the aesthetics unique to Asia and the importance of humanitarian values, while highlighting the increasingly vital role design plays in our society and economy.

真正的優秀設計從來不會只停留在視覺上的美觀，同時亦憑細節打動人心。本年度DFA亞洲最具影響力設計獎繼續表揚亞洲的優秀設計項目：從行人天橋到山林深居、從銀髮族服飾到觀星儀.....皆是從人們切身需求出發而設計的匠心結晶。一眾得獎作充分體現出亞洲獨特美學及人文關懷，彰顯設計於社會及經濟日益重要的地位。

Grand Award

大獎



JAHADAM Project
South Korea 南韓

Seoul Metropolitan
Government,
THE allim
South Korea 南韓

The three-way pedestrian overpass at Shinyong-Dong, Seoul is characterised by the successful integration of architectural art into an otherwise commonplace public structure to better reflect the local cultural and historical context. The design crystallises the imaginations of 92 students from adjacent schools and inspiration derived from the surroundings where nature and city life coexist.

首爾新營洞三向行人天橋項目的特別之處，在於成功為公共設施加入藝術建築元素，更能反映當地文化與歷史背景。設計結合了鄰近學校92名學生的想像、以及來自周邊環境的啟發，體現了城市及自然共生的概念。



Mountain House in Mist 拾雲山房

Mainland China 中國內地

Shulin Architectural Design

討林建築事務所

Mainland China 中國內地

Nestled in the ancient forests of Wuyi County in Zhejiang Province, Mountain House in Mist stretches along a mountain range and welcomes visitors amidst a century-old jungle. The project preserves the characteristics of heritage homes while creating a peaceful reading space to encourage young villagers to return to their roots in the mountains.

拾雲山房位於浙江省武夷縣的古老山林中，建築物群沿著山脈散佈，入口位置更為百年叢林。項目不但保存了古老民居特色，同時創造了一個寧靜的閱讀空間，藉此吸引年輕一代回歸山林。

Rhys 睿程

Hong Kong (SAR) 香港特別行政區

Rhys Company Limited

睿程有限公司

Hong Kong (SAR) 香港特別行政區

The ageing population is an inevitable trend worldwide, as well as in Hong Kong. Spotting a market gap for all-purpose, fashionable and comfortable garments for senior citizens, Rhys delivers a more wearable experience to seniors and people with special needs using lightweight fabrics and waterproof linings. Rhys is also supporting the re-employment of former garment factory workers and local women through the project, fulfilling social responsibilities while producing designs that touch hearts.

人口高齡化是香港社會無可避免的趨勢—睿程看中市場缺乏全方位、時尚兼具舒適度的銀髮服裝，設計採用輕巧布料和防水襯裡，帶給長者和特殊需要人士更好的穿著體驗。睿程亦透過此項目協助製造業人士及本地女性再就業，構思窩心設計同時積極履行社會責任。



Raffles City Hangzhou 杭州來福士中心

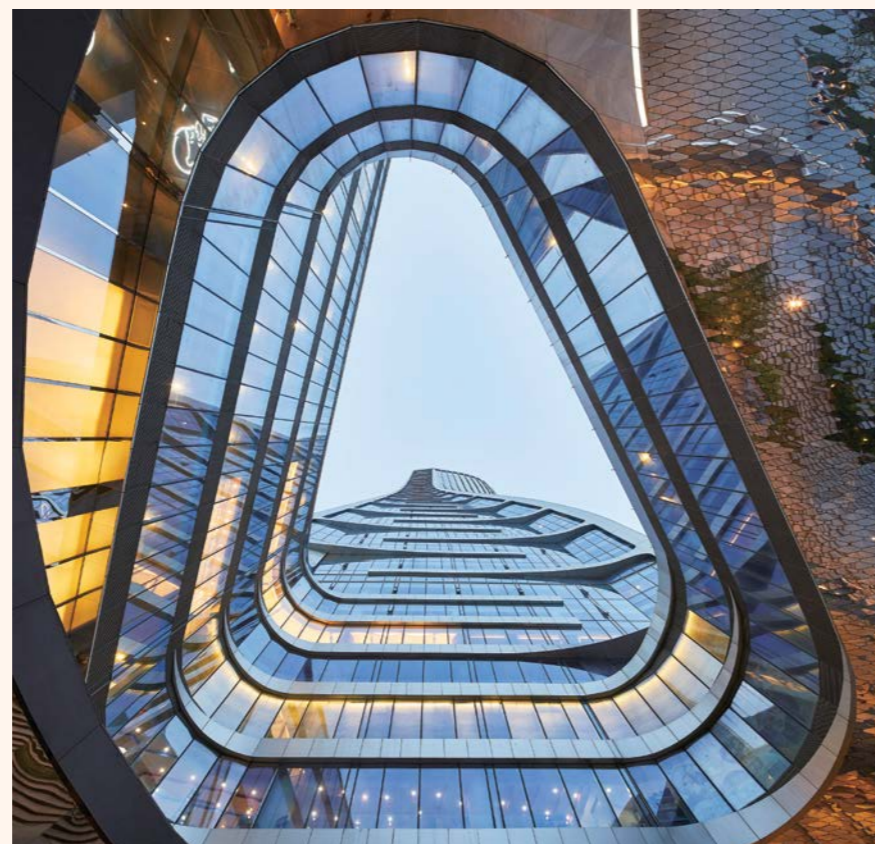
Mainland China 中國內地

UNStudio

Hong Kong (SAR) 香港特別行政區

Raffles City Hangzhou brings together living, work and leisure. The two streamlined skyscrapers rising above the metro plaza and the underground tunnel connecting the metro station make the best use of space in a city where every inch counts. The development, featuring China's first retail space that extensively incorporates natural ventilation, is a stellar example of sustainable design recognised by the LEED Gold sustainability certificate.

杭州來福士中心集生活、工作和休閒於一身，位於鐵路上蓋廣場的兩個流線型高樓和連接鐵路的地下通道，在寸金尺土的都市裡成功整合運用空間；同時，它更是中國首個大規模使用自然通風設計的零售空間，獲得LEED綠色建築認證標準金級認證，充分體現可持續發展的設計理念。



Tsingpu Retreats 青普文化行館

Mainland China 中國內地

Beijing Tsingpu Retreat and Culture Co. Ltd

北京青普旅遊文化發展有限公司

Mainland China 中國內地

Tsingpu means "primitive" in Tibetan. As the name suggests, this project encourages guests to "reacquaint themselves with the primitive." The retreats, positioned as China's leading cultural holiday resort, highlight the magnificent natural landscape of Yangzhou with an architecture that seamlessly blends traditional and contemporary styles.

青普在藏語中意指「原始」，顧名思義此項目希望讓住客「回歸原始」。行館坐擁揚州天然壯麗的美景，建築糅合傳統與現代風格，使其成為中國首屈一指的人文度假生活村。

Tunnel of Light 光之隧道

Japan 日本

MAD Architects

MAD 建築事務所

Mainland China 中國內地

One of the main goals of Japan's Echigo-Tsumari Art Triennale is to pass on and revive local cultural traditions. The "Tunnel of Light", debuted at the 2018 Triennale, is part of the restoration project of the historic Kiyotsu Gorge Tunnel. Penetrating unique rock formations, the tunnel offers a new perspective to visitors to appreciate one of Japan's three most spectacular gorges, and invites them to connect with nature through art installations on its viewing platforms.

日本「越後妻有大地藝術祭」旨在傳承並復興當地文化傳統。2018年展出的「光之隧道」項目，就是歷史悠久的清津峽隧道修復工程一部分：隧道穿越獨特岩層，遊客得以全新視角飽覽日本三大峽谷之一全景，並透過觀景台上的藝術裝置，感受自身與自然的連結。



Photo Courtesy of Osamu Nakamura



Xiqu Centre 戲曲中心

Hong Kong (SAR) 香港特別行政區

Revery Architecture and Ronald Lu & Partners

Hong Kong (SAR) 香港特別行政區

The Xiqu Centre is the first performing arts venue in Hong Kong's West Kowloon Cultural District Theatre. Chinese culture and public space are neatly brought together under one roof, accentuating the grandeur of Xiqu opera as a timeless treasure of traditional Chinese culture. The façade reinterprets the form of traditional Chinese arches, while a winding path that ascends through the multi-level circular atrium manifests the elegance and sophistication of the opera arts.

戲曲中心是香港西九文化區首個表演藝術場地，完美融合劇院、中國文化及公共空間，體現出戲曲作為中國傳統文化瑰寶的殿堂氣派。中心外觀不但重新詮釋中國傳統拱門設計，其環繞多層圓形中庭的蜿蜒路徑，更與戲曲之美一脈相承。



Grand Award & Grand Award for Sustainability

大獎及可持續發展大獎

The Mills 南豐紗廠

Hong Kong (SAR)
香港特別行政區

Nan Fung Design

南豐集團設計部

Hong Kong (SAR)

香港特別行政區

The Mills is a large-scale revitalisation project that celebrates Hong Kong's industrial heritage. Located in Tsuen Wan, where the textile industry once flourished after the Second World War, The Mills aims to preserve the lost history and explore new possibilities for culture innovations and heritage education. Three former cotton spinning mills have been transformed into a complex of multi-purpose spaces for promoting businesses, experiential retail as well as a non-profit arts and cultural hub.

南豐紗廠是一個保存香港重要工業遺產的大型重建項目，座落於二次大戰後紡織業蓬勃發展的荃灣工業區，旨在保留失落的歷史，並尋求創新文化與傳承學習的可能性。項目涵蓋三個舊有棉紡廠，成功整合為集推動商業、體驗式零售和非牟利藝術文化中心於一身的多用途空間。



Grand Award & Grand Award for Culture

大獎及文化大獎

The Power of Action 踐行的力量

Mainland China 中國內地

Zhejiang Made In Natural Culture Creative Co., Ltd.
浙江自然造物文化創意有限公司
Mainland China 中國內地

The Power of Action is an ethnography of traditional Chinese art that speaks volumes. Travelling to Lishui of Zhejiang Province to study the country's traditional rural culture, the Made in Natural Culture team recorded a wealth of local customs and crafts that served as a framework for the practice of cultural preservation, remaking and sustainable development.

踐行的力量是一本內容紮實的中國傳統藝術民族誌：「自然造物」團隊前往浙江麗水縣，穿梭中國各地，研究中國農村地區的傳統文化，並記錄各種在地風俗習慣和工藝，以作為文化保存、重塑及可持續發展的實踐框架。

Grand Award for Technology

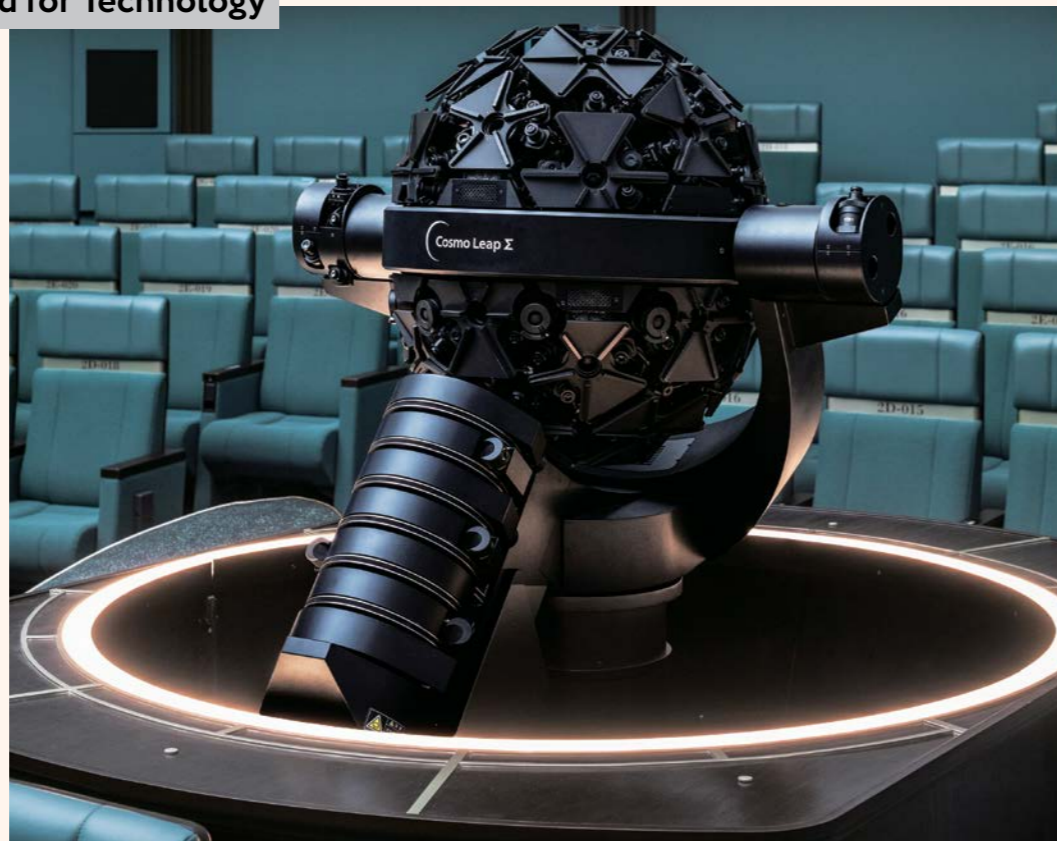
科技大獎

Cosmo Leap Sigma KONICA MINOLTA, INC.

Cosmo Leap Sigma
柯尼卡美能達株式會社
Japan 日本

Cosmo Leap Sigma is a compact optical planetarium projector suitable for a medium-sized planetarium dome. Not only is it the smallest of its kind, but it's also a world's first to have 80 projections built into a single starball projector. Enclosed by a polyhedral frame resembling a sea of twinkling stars and designed to blend harmoniously with cosmic space, Cosmo Leap Sigma will surely arouse interest in astronomy among young people.

Cosmo Leap Sigma 是一款適用於中型天文館圓頂的精密光學投影器，不但是同類系統中體積最小的一部，更是全世界首個能將 80 個投影集合到單星球體投影儀，其設計之開創性可謂劃時代。星體儀由一個猶如閃爍星星的多面體框架包圍，令精緻的設計與宇宙空間保持協調，必能引發兒童探索天文的興趣。



PAY GOOD DESIGN FORWARD

將好設計意念傳出去



Hong Kong Design Centre (HKDC) launched the DFA Awards in 2003 with the aim to recognise extraordinary Asian designs, celebrate design leadership as well as acknowledge the rising force of emerging Hong Kong designers. Award recipients have the opportunity to participate in dialogues in cities across Asia, and speak about their creative processes and inspirations in front of public audiences. Over the last year, DFA Awards went beyond Hong Kong, holding exhibitions and dialogue sessions in Shenzhen, Singapore, Taichung, Tokyo and Seoul to exchange ideas with local design professionals and showcase awarded works to the public.

香港設計中心於2003年推出DFA設計獎，目的為透過獎項表揚亞洲設計，得獎者更有機會於亞洲不同城市參加設計主題對談、分享創作過程及心得，其作品亦會作巡迴展覽，讓大眾認識更多優秀設計作品。過去一年DFA設計獎除了在本本地，亦有到深圳、新加坡及台中舉辦DFA設計獎展覽及設計師對談會，更率隊到東京及首爾，除了與當地設計業界從業專才交流，亦為一個面向當地民眾展示得獎作品的好機會。

Tokyo exchange session and exhibition 東京分享會及設計獎展覽

The exhibition was held between 25 April and 9 May 2019 in GOOD DESIGN Marunouchi, Tokyo. Free for public visitors, it brought the winning works of the DFA Awards under the spotlight and paid tribute to the award recipients. Naoki Terada, a judge of the 2018 edition and other DFA Awards winners shared their design insights at the exchange session.

展覽在2019年4月25至5月9日於東京GOOD DESIGN Marunouchi免費開放予公眾參觀，展出「DFA設計獎」的得獎作品及得獎者簡介，2018年評審寺田尚樹先生及多位DFA設計獎得獎者參與分享。

Seoul exchange session and exhibition 首爾分享會及展覽

The event took place from 6 to 18 May 2019 in Gangnam District's Starfield Library in Seoul, with Prof. Eric Yim, Chairman of HKDC as the officiating guest. Together with Prof. Jooyun Kim, judge of the DFA Design for Asia Awards 2018, six award winners from Korea shared the intriguing concepts behind their designs.

活動在2019年5月6日至18日於首爾江南區三成洞Starfield圖書館舉行，主禮嘉賓為香港設計中心主席嚴志明教授，DFA亞洲最具影響力設計獎2018評審Jooyun Kim教授及六位來自韓國的得獎者獲邀分享其作品背後的设计思維及意念。



DFA HONG KONG YOUNG DESIGN TALENT AWARD 2019

DFA 香港青年設計才俊獎 2019

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

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

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

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



ADONIAN FREEMAN CHAN
陳澹人

Communication Design
傳訊設計

The dynamic visuals of Beiwei Calligraphy are driven by the desire for change throughout the ages in different societies.

北魏書法字的視覺活力，源自不同時代、社會的求變精神底蘊。

Chan graduated from The Hong Kong Polytechnic University majoring in Visual Communication. He published *Zansyu - A Study on Hong Kong Beiwei Calligraphy & Type Design* in 2018, exploring Hong Kong's typography and calligraphy from cultural, aesthetic and historical perspectives. He also created an interactive installation with flickering neon lights and sound effects, as a tribute to Hong Kong's neon signs.

畢業於香港理工大學，主修視覺傳達設計，2018年出版《香港北魏真書》，從文化、美學及歷史角度探討香港字體及書法。同時他亦創作了互動的霓虹及聲音裝置，展現香港霓虹招牌特色。

GUS KA YAN CHEUNG
張嘉欣

Communication Design
傳訊設計

Good design can elicit a smile from the bottom of our hearts. 一個好的設計能帶來會心微笑。

Majoring in Design (Visual Communication) at The Hong Kong Polytechnic University, Gus is enthusiastic about exploring sports-related design. Her works focus on details, interactions and spatial relationships, using bold colours and graphics to express profound meanings in a concise visual language.

於香港理工大學主修視覺傳達設計。熱衷探索與運動相關的設計，作品著重細節、互動性與空間感，配上耀眼的用色與圖案，以簡潔視覺語言表達深層意念。

CARMEN KA MAN LEE
李家敏

Communication Design
傳訊設計

Inspiration comes from getting to know your customers. Creativity and imagination bring to life the inspiration in one's head.

靈感可從了解客戶時提取，而創意和創造力可使腦內的靈感演活於眼前。

With a Degree in Visual Communication from The Hong Kong Polytechnic University, Carmen excels in creating highly strategic design solutions with a simple, innovative style by capitalising on her skills in 2D design, user experience, video production and illustration.

香港理工大學視覺傳達設計畢業，擅長透過二維設計、用戶體驗、影片製作及繪畫提出富策略性的設計方案，風格簡潔創新。

GARY KA KIN NG
吳家健

Environmental Design
環境設計

Using the shapeability and simple geometry of ordinary building materials to expand our imagination of common cityscapes.

展現平常建築物料的可塑性，以簡單形象語言為尋常城市創造想像空間。

A Registered Architect with a Master's degree in Architecture from the Chinese University of Hong Kong, Gary is a Senior Architect at Nam Fung Development. Winner of the HKIA Cross-Strait Architectural Design Award, he is interested in expanding his design vision in social ecology and architecture.

香港中文大學建築系碩士畢業，註冊建築師，受聘於南豐集團。曾獲香港建築師學會兩岸四地建築設計大獎，有志擴闊社會生態學及建築學的設計視野。

Empowering a New Wave of Designers 香港設計新勢力

The regenerative power of design is born from the creative vision and enthusiasm of successive generations of young design talents. With a commitment to supporting the growth of Hong Kong's emerging designers and design graduates, the DFA Hong Kong Young Design Talent Award offers sponsorship for awardees to work or pursue their studies abroad, and helps widen their horizons to enrich the local design scene. The 16 winners this year each show a distinctive style. Their creative works speak for themselves, and showcase the endless potential of Hong Kong's young design talents.

設計生生不息的力量，盡見於一眾年青設計師對創作的滿腔熱誠！DFA香港青年設計才俊獎一向致力發掘及培育香港年青新晉設計師及設計畢業生，更會贊助部份得獎者遠赴海外工作或進修，汲取靈感豐富本地設計土壤的養份，為香港設計界孕育下一代人材。本年度共有 16 位得獎者，風格迥異.....就讓作品說話，述說香港設計新生代無窮無盡的可能性。

by **ADONIAN FREEMAN CHAN**
陳澹人

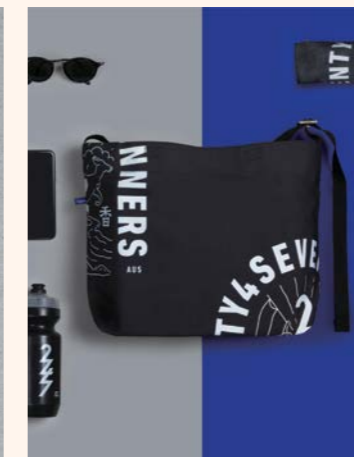


Hong Kong Beiwei Zansyu
Book Design
《香港北魏真書》書刊設計

Hong Kong Beiwei Zansyu is a type design and research project to reexamine the typography and calligraphy heritage of Hong Kong, and establish the important role of Beiwei in Hong Kong's cultural heritage. Results from the research will be developed into a redesigned computer font, breathing new life into a time-honoured cultural art.

《香港北魏真書》是一個字體設計及研究項目—重新審視香港的字體設計及書法史，並確立香港北魏體在文化遺產上的重要地位。研究所得更會開發成廣泛使用的電腦字體，賦予文化遺產新生命。

by **GUS KA YAN CHEUNG**
張嘉欣



Twenty4Seven Runners – Visual Identity
視覺系統

"Twenty4Seven Runners" is a group of local runners in Hong Kong who live by the motto, "Never not running, just like running 24/7". Highlighting their chic and leisurely running style, the visual design makes a strong statement by taking on a fashionable street style to project a new image of running.

「Twenty4Seven Runners」由一班本地跑者組成，以「任何時候，都想跑步；任何地方，都是跑道」為團隊信念。為突出他們的休閒時尚風格，視覺設計奪目又富時尚個性，讓團隊在跑道上鮮明出眾，展現煥然一新的街頭運動時尚。

by **CARMEN KA MAN LEE**
李家敏



7-15 Mount Kellett Road – Key Visual Design
「加列山道7-15號」平面設計

As one of the first hundred houses built on the Peak, 7-15 Mount Kellett Road is where architecture blends into nature against a backdrop of lush greenery. The graphic design features tree ring patterns which symbolise life, wealth and longevity, pointing to the long history of Mount Kellett.

作為矗立山頂上的首百棟樓房之一，「加列山道7-15號」的建築設計融入大自然元素，加上山頂一片綠意盎然的明媚風光，平面設計特意用上樹輪圖紋—象徵生命力、財富及年歲，記載建築物的悠久歷史。

by **GARY KA KIN NG**
吳家健



Moongate - Entrance Feature Design for New Year Fair 2019
「月亮門」— 2019維多利亞公園年宵花市入口設計

Inspired by the "moongate", an architectural element of Chinese-style gardens, this architectural creation is composed of five metallic arch towers, serving not only as pedestrian access but also as openings to provide a glimpse from the inside out. The "circular" form represents family reunion and wholeness, and the red steel bars resemble peach blossoms in full bloom, adding a festive mood to New Year celebrations.

構思自傳統中式園林的建築元素—月亮門，建築作品由五個拱形金屬塔架組成，既是通道，又讓人透過門洞探看門外風景。月亮門「圓形」的設計代表新年團圓與圓滿的意思；紅色的鋼條猶如盛開的桃花，營造喜慶的氛圍。

· DFA Hong Kong Young Design Talent Award 2019 ·
· DFA 香港青年設計才俊獎 2019 ·

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

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

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



NECRO TSZ PAN POON
潘子斌

Apparel & Accessory Design
服飾及時裝設計

Fashion can be a creative voice:
to record, to explore, to create.

時裝是創造性聲音：
記錄，探索，創造。

A Hong Kong Polytechnic University graduate majoring in Fashion and Textiles (Knitwear Design with Technology), Necro founded NECRO STUDIO in 2017, and won the Collection of the Year Menswear Award by Hong Kong Fashion Council in the same year.

畢業於香港理工大學，主修服裝及紡織，2017年創立NECRO STUDIO，同年獲得Hong Kong Fashion Council最佳男裝系列獎。

ARIES MEI YUK SIN
冼美玉

Apparel & Accessory Design
服飾及時裝設計

Fashion is more about attitude
than about gender — and is
defined by the interaction
between the wearer and the
garment.

時裝不在於性別而是態度，更是穿衣者與衣料之間的關係。

Aries graduated from the Hong Kong Design Institute with a Higher Diploma in Fashion Design and Product Development. In 2010 she established MODEMENT, pioneering gender-neutral fashion made in Hong Kong from natural and sustainable materials. MODEMENT was showcased at Milan Fashion Week in 2017 and Paris Fashion Week in 2018.

畢業於香港知專設計學院的時裝設計及產品開發高級文憑，2010年創立時裝品牌MODEMENT，以天然耐用的物料打造出品牌中性、環保及香港製造的形象。作品亦曾於2017米蘭時裝週及2018巴黎時裝週展出。

PAUL YI PONG TSE
謝怡邦

Environmental Design
環境設計

The design process is an
exercise of closely observing the
things around us, while bringing
into light the various elements
of a city.

設計過程反映我們對身邊事物的觀察和突顯城市裏的各種元素。

Having studied design and architecture in Australia and the United States, Paul returned to Hong Kong and began teaching at The Chinese University of Hong Kong, where he is now an Adjunct Assistant Professor. In 2017, he founded New Office Works and held the post of Design Director. Paul has won numerous local and international design awards.

於澳洲及美國攻讀設計學及建築學，回港後擔任香港中文大學客座教授。2017年創立New Office Works並擔任設計總監，獲得多個本地及國際設計獎項。

THOMAS TSZ FUNG CHAN
陳子豐

Communication Design
傳訊設計

Forming a sense of identity
always starts from self-
reflection and cognition of self.

身份認同的建立，往往需要先從一個人對自我身份的反思和認知出發，再而產生共鳴形成。

Thomas studied Communication Design at The Hong Kong Polytechnic University and is always keen to learn, visit exhibitions and introduce Hong Kong to people living abroad. His signature work "Afterglow" is a conceptual creation using various government publications as the blueprint.

於香港理工大學設計學院修讀傳意設計，熱衷學習、參觀展覽及向世界介紹香港，代表作品「白熱」以多種政府出版物為藍本進行創作。

· DFA Hong Kong Young Design Talent Award 2019 ·
· DFA 香港青年設計才俊獎 2019 ·

by **NECRO TSZ PAN POON**
潘子斌

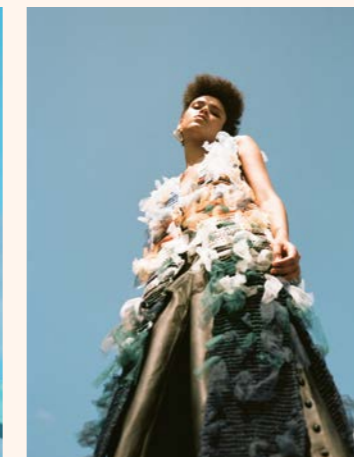


**SOUND OF RIOT / 2019
FASHION COLLECTION**
暴動之聲 / 2019 時裝系列

Clothing has traditionally been classified into men's and women's wear. Poon hopes to create garments that both men and women can exchange and wear together. A collaboration with a tattoo artist, heat transfer is used to imprint a hand-drawn artwork with special messages on the denim jumpsuit and denim top, creating a unisex style collection that breaks the norm.

服裝必須分為男裝和女裝—這是普遍的社會規範。潘子斌想創造一種可以男女互換並一起穿著的服裝。與紋身藝術家合作，手繪圖稿加上文字創作，製成牛仔工人連身褲和上衣，曖昧地遊走性別之間。

by **ARIES MEI YUK SIN**
冼美玉



**AW18/19 –
SUNSET TO DAWN**
時裝系列

God created day and night with the sky as his painting canvas. The collection is inspired by the vibrant colour gradients in the sky seen between day and night. Aries interprets the spiritual shift between dusk and dawn differently from others. For her, that blurred line in the process of transition is where both ends of life meet to create something beautiful, constant, liberating and non-binary, as exemplified by the androgynous design concept behind the MODEMENT label.

神以天空為畫布，創造出日與夜。白晝與黑夜交匯之間的幻變色彩成就此系列。有別於前人對晝夜交替的想像，破曉與垂暮之間的曖昧界線是生命的相交點，讓美麗、自由、恆久之事由此誕生，同時符合MODEMENT標誌性的「雌雄同體」設計理念。

by **PAUL YI PONG TSE**
謝怡邦

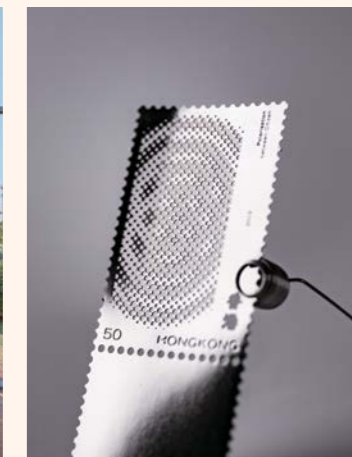


**Growing Up – Pavilion for the
West Kowloon Cultural District**
Growing Up – 西九文化區
海濱長廊展亭

Just as growing trees requires good soil, building city culture calls for a strong foundation of collective memories. "Growing Up" captures everyday elements fundamental to Hong Kong, cultivating them to become part of the fabric of a soon-to-be major arts and cultural centre. Like transplanting seedlings from a nursery, "Growing Up" transplants fragments of the city into the cultural district for cultivation.

集體回憶是城市發展文化的堅實基礎，正如培植樹木需要良好的土壤。「Growing Up」捕捉組成香港日常的基本元素，並將其培植，成為一座未來主要文化藝術中心的紋理。當苗圃培育的植物遷往其他地方，「Growing Up」隨之把城市的碎片移植到文化區。

by **THOMAS TSZ FUNG CHAN**
陳子豐



Afterglow
白熱

A conceptual study of Hong Kong Government-initiated designs, "Afterglow" takes the form of postage stamps, passports, banknotes, ID cards and maps. Together, they explore local social issues such as over-population, ageing, lack of medical support, housing shortage and social polarisation.

概念性作品—以香港政府出版物包括郵票、護照、鈔票、身份證及地圖為藍本，探究了人口過多、人口老化、醫療支援不足、房屋短缺、社會分化等本地問題。

· DFA Hong Kong Young Design Talent Award 2019 ·
· DFA 香港青年設計才俊獎 2019 ·

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

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

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

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



MOHAMMAD SHAHRUKH KHAN
李宗諾

Apparel & Accessory Design
服飾及時裝設計

Flowers are the theme of this collection. I converted flowers into wearable garments, colouring them with a palette of love and peace.

以花為題—我把花朵轉化成衣裳，並為它添上愛與和平的色彩。

With a Higher Diploma in Fashion Design from the Hong Kong Design Institute, Shahrukh aspires to support traditional tailoring techniques and craftsmanship in fashion and textiles. He is especially interested in upcycling, local sourcing and the extraction of plant dyes, and hopes to build his own sustainable brand.

於香港知專設計學院修畢時裝設計高級文憑課程，立志為傳統裁縫及時裝紡織工藝的保育作貢獻，對升級再造、本地取材及植物染料提取尤感興趣，希望創立自己的環保品牌。

ANDREW HIU LOK LAU
劉曉樂

Apparel & Accessory Design
服飾及時裝設計

The collection illustrates memories with vivid colours in contrast with black, which represents emptiness. It is a message about love.

以鮮明刻畫記憶，以黑色比作空虛，編寫出一段關於愛的信息。

Andrew graduated from the Technological and Higher Education Institute of Hong Kong (THEi) Faculty of Design and Environment with a major in Fashion Design. He is adept at integrating different concepts into his fashion collection, paying special attention to the details, colour scheme and silhouette. His work includes "Hypocrisy", a critique of humanity's hypocrisy in environmental protection.

畢業於香港高等教育科技學院環境及設計學院，主修時裝設計，擅長將不同概念融入自己設計的時裝裡，著重細節、顏色搭配及剪裁。作品包括表達人類對環保偽善態度的「Hypocrisy」。

TIFFANY YIN YU LAU
樓彥如

Communication Design
傳訊設計

Every photography experiment is a challenge to present an alternative local feeling, questioning the stereotyped image of Hong Kong.

每個攝影實驗都是一個個另類的香港情感，質問被定型的香港影像。

Tiffany obtained her Bachelor of Arts degree in Communication Design from The Hong Kong Polytechnic University School of Design. She excels in different experimental creations using photography as well as graphic and communication design. Her recent projects include "Island Life", a film photos series capturing life on Lamma Island.

畢業於香港理工大學設計學院，主修傳意設計文學士課程，擅長透過攝影、平面及傳意設計，進行各類實驗性創作。近年作品包括以菲林相片記錄南丫島島民的「Island Life」系列。

JOSEPH CHUN KIT SO
蘇進傑

Apparel & Accessory Design
服飾及時裝設計

With this collection which includes suits and casual wear, I have tried to explore the design possibility of menswear.

此系列包含西裝款式及休閒服單品，希望在其中運用設計元素，嘗試男裝設計的可能性。

With a Higher Diploma in Fashion Design Menswear from the Hong Kong Design Institute, Joseph rose to fame by becoming the Graduation Show Overall Winner. He is good at combining traditional techniques with today's casual wear trends. Joseph's 2019 collection was chosen by Fashion Farm Foundation for the runway show in Shenzhen.

香港知專設計學院時裝設計男裝高級文憑課程畢業，學院畢業展總冠軍得主，擅於將傳統工藝運用於流行休閒服飾之中。2019年設計的服飾系列獲Fashion Farm Foundation選中在深洲展出。

· DFA Hong Kong Young Design Talent Award 2019 ·
· DFA 香港青年設計才俊獎 2019 ·

by **MOHAMMAD SHAHRUKH KHAN**
李宗諾



Blossom

The design inspiration comes from the word "Blossom", as the collection plays on the structure, form and colours of blossoming flowers. Ruffles are the highlight of the design, together with gradient colours ranging from beige to maroon or turquoise. The ruffles are delicately inserted into the seamlines of wool fabric, creating a three dimensional textural effect representing the full blossom of flowers.

創作靈感來自「盛放」一詞。設計描繪花卉綻放時的形態、結構及顏色。摺邊是這系列的重點，每條摺邊均精巧地縫入羊絨內，形成立體結構，再加上漸變效果—由米色到棗紅或湖水藍，形成一片花卉盛開的美景。

by **ANDREW HIU LOK LAU**
劉曉樂



1996-

This collection portrays a story of imagined death. Trailing a fading spirit into a tunnel of trees, the collection illustrates one's last journey with fleeting life memories. Contrary to the perception that death will leave nothing behind but emptiness and loneliness, love can actually take a different form of existence and continue to dwell in the memories of our beloved ones. Memories are, therefore, proof of love.

系列敘述了一個想像死亡的故事。伴隨著將逝的靈魂走進森林般的隧道，如紗般飄渺的生前回憶閃爍流逝。原以為剩下的只有空虛和寂寞，卻發現愛能以另一種形式存在，在所愛的人回憶中繼續陪伴他們。回憶，就是愛。

by **TIFFANY YIN YU LAU**
樓彥如



Floating City
浮城

A search on Hong Kong images will most likely result in photos touting the vibrancy of the Victoria Harbour. But are such stereotypical images truly reflective of local sentiments and realities? Designed to unveil the real face of Hong Kong's cityscape by looking beyond its excessively cosmeticised appearance, the project aims to reconnect the audience with the cultural ambience of Hong Kong, while making it clear that we should accept the reality and learn to grow in poor soil.

搜尋關於香港的影像，照片大多渲染維港的活力氛圍。被定型的影像能否確實地反映城裏人的情緒與現況？揭開被粉飾過度的城市面貌，「浮城」希望讓觀者重新感受香港的氛圍，同時明白最重要的是接受真實，並學會從枯萎中成長。

by **JOSEPH CHUN KIT SO**
蘇進傑



Awakening
睡醒了

It is like a rude awakening to change one's lazy lifestyle in a positive way. As a design element, the folds in the clothes express the impact of the sudden wake-up call. The interesting variation induced by the folds, together with checkered and striped fabric, enhance the visual effects of the garment. Moreover, this collection contains the elements of men's suit and hand embroidery to evoke a feeling of sophistication.

正面積極改變自身的懶惰人生，有如突然間醒醒了過來。在設計元素上，衣服上的皺摺，表達突然間醒來的衝擊。格子及條子的布料，在皺摺的變化下，增強視覺效果。作品中包含了男裝西裝及人手刺繡元素，希望提升高級感。

· DFA Hong Kong Young Design Talent Award 2019 ·
· DFA 香港青年設計才俊獎 2019 ·

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

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

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

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



CINDY HO YEE CHAN
陳可兒

Product & Industrial Design
產品及工業設計

If a piece of stone can take thousands of years to form, how about the food we consume every day?

以石頭史前生物比喻在餐桌上的食物能有多源遠流長，重新欣賞和珍惜食物。

Cindy graduated with a BA in Product Design at The Hong Kong Polytechnic University, where she was named the Most Outstanding PolyU Student of 2018. She is a co-founder of Deep Food, an Asian cultural and creative food organisation that aims to reinvent traditional eating experiences through experimental food designs and their interactions with the public.

香港理工大學產品設計學文學士畢業，獲選大學卓越學生獎。為亞洲飲食文創單位「深食」創辦人之一，期望透過實驗性的食物設計與大眾的互動，打破傳統飲食框架。

TOMMY SHUI CHEUNG HUI
許瑞彰

Environmental Design
環境設計

T.B.C. Studio's believes that everyone should break free from all boundaries and restrictions to customise, craft and create.

自訂制造：「每個人都不應該有界限和限制去自訂，自製和自造。」

A graduate of the Architectural Association School of Architecture in the UK, Tommy is currently an RIBA Chartered Architect. Landing 1st Runner-up in the RIBA HK Tree of Light Competition and Winner of the Japan *Wired* Magazine Creative Hack Award, he has a firm conviction in the importance of the interdisciplinary design approach.

畢業於英國建築聯盟學院，現為英國皇家建築師協會建築師，曾於RIBA HK Tree of Light比賽獲得亞軍，及為日版《Wired》雜誌Creative Hack Award得主，深信跨領域設計方法的重要性。

SARA SHEUNG WAH NG
吳湘鐸

Communication Design
傳訊設計

You cannot own the place, but you can understand and appreciate it. Treasure the present before it vanishes.

你無法擁有它，但可以了解它、欣賞它。可是一旦它消失了，就再也回不來了。

Sara has a BA in Communication Design from The Hong Kong Polytechnic University School of Design and is a recipient of the Fung Scholarship. She won an award in the 2017 DISH Global Centre for Food Safety and Quality logo competition. Her recent work includes an illustrated book *Word - from Mankind* on the moveable-type of typographers.

畢業於香港理工大學設計學院傳意設計文學士課程，馮氏獎學金得主，曾於2017 DISH 環球食品安全及質量中心商標設計比賽中獲獎。近年作品包括活字排印工藝人書冊「字—由人」。

JACK MAN WAI WONG
王文偉

Product & Industrial Design
產品及工業設計

Different, but not less.

不一樣，不是差一樣。

Jack graduated from The Hong Kong Polytechnic University School of Design with a BA in Product Design. With a keen interest in social innovation design, he has taught design and education workshops and also designs educational tools. Among his creative works is "Fun in the Sun", an artistic installation for the Sogo Mall featuring a delightful combination of fruit and submarines.

香港理工大學設計學院產品設計學文學士畢業生，對社區創新設計深感興趣的他曾主持設計及教育工作坊，並設計教育工具。曾為崇光百貨設計出結合水果及潛艇的藝術裝置「Fun in the Sun」。

· DFA Hong Kong Young Design Talent Award 2019 ·
· DFA 香港青年設計才俊獎 2019 ·

by **CINDY HO YEE CHAN**
陳可兒



Stone of Origin
起源之石

The "Stone of Origin" is a cross-over project between the food design team at Deep Food and Cambodian stoneware brand Unsign. Tableware is designed and made out of sandstone, to trace the atomic origin of food and celebrate its long journey from nature to table. Every piece of sandstone tableware is like a prehistoric creature – a metaphor for the food on our table – encouraging us to appreciate and treasure food by regarding it with a new perspective.

起源之石是「深食」和柬埔寨石雕產品品牌Unsign的一個合作項目。透過追溯食物的分子源頭，顯示食物從大自然到餐桌上走過的漫長道路，宣揚珍惜食物的訊息。一系列石頭食具把每一個食具幻想成史前生物，比喻今天在我們餐桌上的食物。希望以新的角度，欣賞和珍惜食物。

by **TOMMY SHUI CHEUNG HUI**
許瑞彰



Bubble Membrane Painting Machine
泡膜繪畫機

The "Bubble Membrane Painting Machine" (B.M.P.M.) is an experimental device designed not only for artistic purposes. The colourful spray paint tests the structural weight and tension of bubble membrane, which eventually forms magnificent patterns and a "bubble painting". The experiment highlights the mysterious chemistry between soap bubbles and their iridescent colours, with how nature uses a spectrum of colours to reveal itself.

泡膜繪畫機，不僅是實驗性藝術裝置，更藉著七彩噴漆來挑戰泡膜的承重及張力，最終形成壯麗的圖案以及「泡畫」。實驗結果顯示了著色和皂泡之間的神秘化學作用，並使用顏色呈現出大自然的光景。

by **SARA SHEUNG WAH NG**
吳湘鐸



Panoramarket
鬧事

People love to visit local markets, yet many of them simply stroll about, oblivious to the living and breathing stories behind them. Traditional markets in Hong Kong are symbolic of its down-to-earth local culture, where a lot of touching stories about the markets and its people are waiting to be discovered. "Panoramarket" features a set of postcards, a calendar and leaflets of the typical colourful markets in Hong Kong.

人們喜歡逛墟市，卻很多都只是單純地停留在「逛」，而沒有深入了解當中的情感和背後所發生的事情。香港的墟市象徵著香港地道的庶民文化，當中蘊含了很多關於墟市內的人和擁有溫度的故事。「鬧事」用明信片、日曆及色彩鮮明有關香港街市的小冊子，訴說香港具意義又獨特的市集故事。

by **JACK MAN WAI WONG**
王文偉



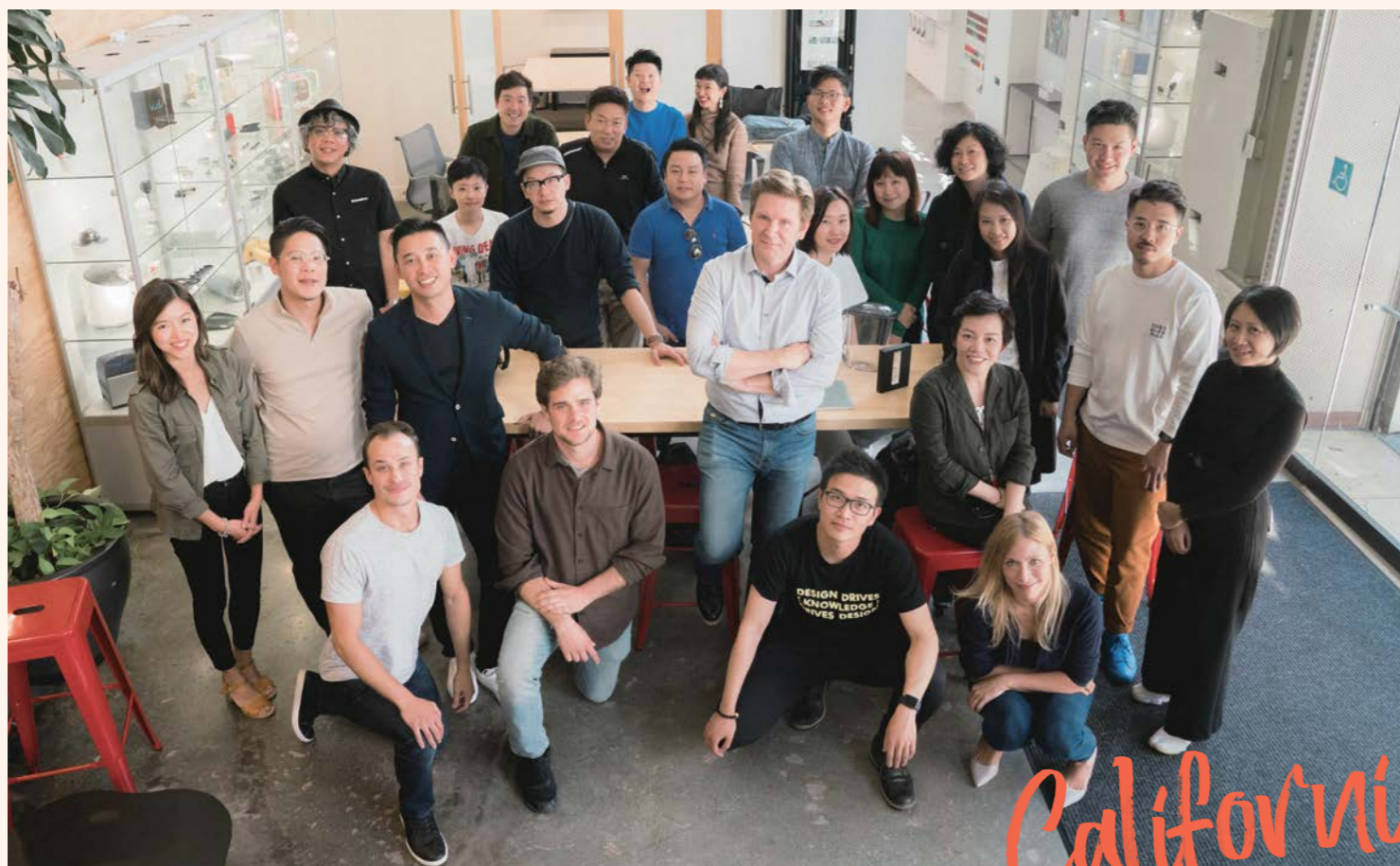
Dwarfs
情緒小侏

Designed for children with ASD (autism spectrum disorder), this educational kit helps them learn about the expression and management of emotions. Elements of colour, form and sound respectively trigger the visual, tactile and auditory sensation of the children, so as to improve their communication with social workers and enhance their social skills.

這個為有自閉症傾向的小童而設計的教育工具，以遊戲讓他們從中學習情緒表達及管理能力，並用顏色、形狀和聲音刺激多種感官，令不擅長言語溝通的自閉症傾向小童與社工產生更深入的溝通，從而改善他們的社交能力。

ON A JOURNEY OF ENDLESS INSPIRATIONS

踏上這無盡靈感旅途



When a group of young Hong Kong designers are taken to California on a 9-day inspiration trip, what kind of creative sparks would fly? Twelve emerging design talents participated in the fourth Design Exchange Tour (DX Tour) organised by Hong Kong Design Centre (HKDC) in San Francisco and Los Angeles. With thriving creative industries wielding global influence, these famous west coast cities in California gave tour participants much to learn and explore on the other side of the globe.

The action-packed trip kicked off on 14 September 2019 in San Francisco. The designers took part in the "Co-creating Hong Kong" exhibition co-organised by the Hong Kong Economic and Trade Office, San Francisco and HKDC, which featured 14 unique projects by Hong Kong's rising creative talents including the designers themselves. They were then taken on exchange tours to exciting design firms like IDEO, Oculus, Whipsaw and Autodesk Gallery, where they explored new frontiers in product innovation and the application of design thinking in business and social domains.

當一眾香港年輕設計師踏上地球彼端的美國加州大地，會迸發出怎樣的靈感火花？12位香港年輕設計師，通過由香港設計中心舉辦的第四次「DX設計交流」在美國三藩市和洛杉磯進行一系列交流及考察活動。加州的創意產業舉世聞名，發展極為蓬勃，影響力更遍及全球，今次旅程正是參加者觀摩學習的良機。

一行人於2019年9月14日出發，為期九天的行程相當豐富，先出席於三藩市劇院區中心舉行的「Co-creating Hong Kong」展覽，由香港駐三藩市經濟貿易辦事處及香港設計中心共同主辦，展出了14個香港新晉設計師的項目，包括部分參與是次啟發之旅設計師的作品，引領兩地進一步交換創作心得，並探索未來合作機遇。此外，一眾交流團成員更前往三藩市多間設計公司如IDEO、Oculus、Whipsaw及Autodesk Gallery考察產品創新以至設計新思維在商業及社交層面的應用。



In Los Angeles, the Hong Kong design talents examined how to address global challenges in technology, community and sustainability with design and design thinking at the "Think Asia, Think Hong Kong" conference. They also visited design powerhouses, including the Fashion Institute of Design and Merchandising, Portal XR, Southern California Institute of Architecture and Virtue, to learn about America's latest advances in design, fashion, spatial experience, entertainment and digital media.

Upon their return to Hong Kong, the designers were invited to share their inspirations from the trip at HKDC's pavilion at DesignInspire 2019, by drawing ideas from the "Co-creating Hong Kong" exhibition. While the show marked the perfect ending to the tour, new ideas arising from the cultural encounters are just beginning to sprout...

另一邊廂，在洛杉磯舉行的「邁向亞洲 首選香港」設計x科技專題研討會，邀請了香港設計界代表探討如何以設計及設計思維應對科技、社區和可持續發展等全球挑戰。而在洛杉磯，考察團亦拜訪時尚設計商業學院、Portal XR、南加州建築學院及Virtue等設計重地，了解美國於設計、時裝、空間體驗、娛樂及電子媒體各領域的最新發展。

回港後，香港設計中心邀請一眾完成交流的設計師，以早前於三藩市展出的「Co-creating Hong Kong」展覽為藍本，將旅程期間汲取的新知識轉化為創作靈感，於DesignInspire 2019展覽的香港設計中心主題展館中展出，為交流之旅劃上圓滿句號。不過，文化衝擊帶來的新點子才剛開始萌芽.....

21 BRANDS TO WATCH IN 2021

2021受注目的21個品牌

Watch out for this new generation of designers selected for the Design Incubation Programme (DIP) and the Fashion Incubation Programme (FIP), who have been empowered to develop their creativity and design sensibilities with workspace, funding and mentorship support. These emerging talents are creating all kinds of exciting works, as they fully unleash their potential and stand ready to shine on the world stage.

These 21 brands represent 21 different worldviews and infinite possibilities.

21組設計人，21種世界觀。一眾新一代創作菁英，成功獲選為設計創業培育計劃 (DIP) 與時裝創業培育計劃 (FIP) 一員，活用計劃提供的創業空間、資助支援以及啟導培育，全面發揮他們的創意及設計理念 — 讓一筆一劃、一針一線串連無數精彩作品，使設計師的超卓才能得以盡展，甚至踏足世界舞台燦爛盛放。

是21個嶄新品牌，更是見證21種無限可能。

Photo: Product of Novel Fineries

Design Incubation Programme 設計創業培育計劃

CHRISTIAN STONE



Building on a future-forward attitude and aesthetic, Christian Stone's imagination transcends time and space. With surprising detail in function, the label injects power and individuality into fashion wear.

科技的彼端，未來的終焉，也不出Christian Stone的美學領域，驚喜入微的功能細節，想像力逾越時空界線，在時裝注入力量與個性。



About CHRISTIAN FUNG

Christian Fung graduated from Central Saint Martins, majoring in women's fashion. An e-gaming and sci-fi fanatic, he explores the relationship between humans and technology in the clothes he creates.

畢業於英國中央聖馬丁藝術與設計學院，主修女裝設計，熱愛電子遊戲及科幻文化，致力透過時裝設計探討人類與科技之關係。

DOUBLE BLACK COMPANY LIMITED



Constructed with meticulous craftsmanship and unique composite technology, UNSUIKYO eyewear creates visionary designs with materials sourced from all over the world.

設計眼鏡，更是設計探索世界的視角。匠心鍛造的UNSUIKYO品牌，搜羅來自世界各地的材質，配合獨特複合技術造工，創造出嶄新的眼鏡視角。



About BRIAN.C

Brian.C began designing eyewear for multiple international labels after graduating in 2008 with a degree in product design from Birmingham City University. He is the founder of the UNSUIKYO brand, with numerous awards under his belt.

2008年畢業於英國伯明翰城市大學產品設計系，畢業後投身眼鏡設計行業，現為UNSUIKYO創辦人，曾為多個國際品牌設計眼鏡，屢獲殊榮。

GINGERMITE



The floral designs of Gingermite reveal the sheer beauty of the universe. Each of its unique gift creations is a defining testament to nature's miracle and magnificence.

Gingermite的花藝設計作品，呈現宇宙為我們綻放的美麗，將自然的奧妙優美通過每份獨一無二的禮品傳遞重現。



About GINGER & MITE

Gingermite was founded by a mother-and-son duo who love design. Ginger, the mother, was a graphic designer and now designs floral arrangements. Mite, the son, was a fashion buyer. He is in charge of branding, public relations, and marketing at Gingermite. He occasionally writes for fashion and art publications.

品牌由熱愛設計的兩母子創立，媽媽Ginger曾擔任平面設計師，現負責為品牌設計插花；兒子Mite曾任時裝買手，現負責品牌公關行銷，不時為時裝及藝術雜誌撰文。

HEI SHING BOOK DESIGN 曦成製本



Designing a book is a journey of storytelling. The mission of Hei Shing Book Design is to craft books that can visually translate the most compelling parts of the text, leading the reader into the wonderful world of reading. It is also Hei Shing's life-long vocation to bring the text to life.

設計書本，是一個說故事的旅程，將文本中挑動思緒的部份重繪呈現，引領讀者沉浸閱讀世界，正是「曦成製本」的宗旨，更是這位為文本生命用心琢磨的設計師，一生懸命的志業。



About CHAN HEI SHING

Chan Hei Shing graduated from the Hong Kong Polytechnic University in Visual Communication Design. He pursued a postgraduate degree in University of the Arts London. Currently a visiting lecturer at PolyU's School of Design, Hei Shing believes that nurturing the next generation is the social responsibility of a designer.

畢業於香港理工大學視覺傳達設計系一級榮譽畢業，及後獲倫敦藝術大學書籍藝術一等碩士學位，現為香港理工大學設計學院客座講師，堅信培育下一代是設計師的社會責任。

KAY KWOK FASHION HOUSE LTD



A fashion label from the future, Kay Kwok's the-future-is-now brand aesthetic interweaves technology and theatre elements into its creations. The colours, fabrics, and prints come together to form a visual dissonance of an intergalactic fashion smorgasbord.

彷彿來自未來世界的時裝品牌，Kay Kwok以當代未來感和前瞻思維確立品牌的審美風尚。透過融入科技及舞台視覺元素於服裝—用色、布料及印花圖案，呈現豐富的視覺衝擊，尤其是宇宙的時尚盛宴。



About KAY KWOK

A graduate of London College of Fashion, Kay Kwok was an intern at Alexander McQueen. He was the first Hong Kong fashion designer to take part in Men's Fashion Week in London.

畢業於倫敦時尚學院。曾於著名時裝品牌 Alexander McQueen實習。首位參與倫敦男裝周的香港時裝設計師。

MAKKAIHANG DESIGN



Mak Kai Hang wishes to create text-inspired designs that can stand the test of time. Without superficial flourishes to wow the crowds, the very essence of a mark on paper is as immovable as an anchor in the river of time.

時光代代流轉，Mak卻希望創造不朽，以文字出發，不譁眾取寵，淬煉紙本筆劃深處的真髓，讓文化藝術的印記得以在時代長河中繼續承傳。

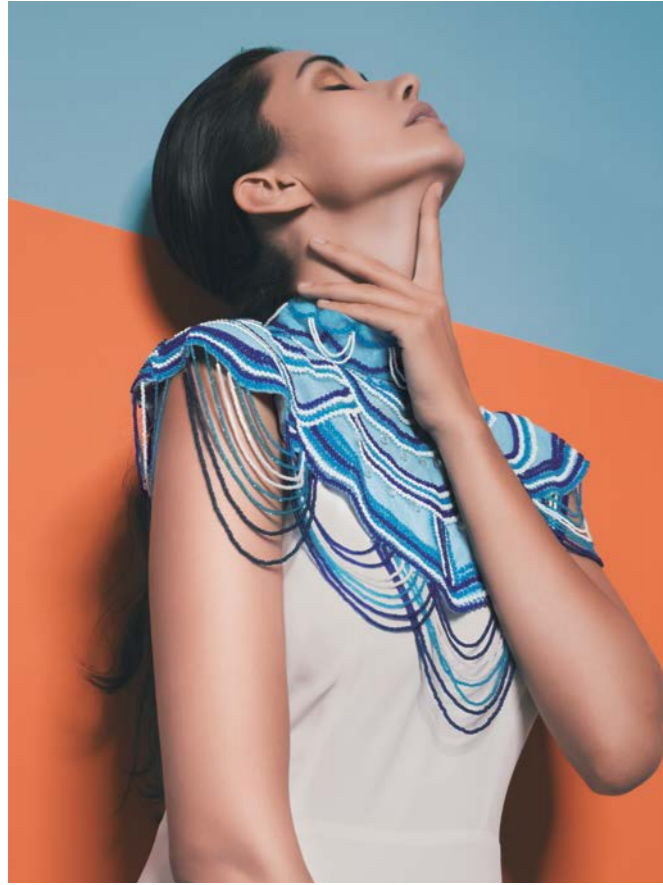


About MAK KAI HANG

Mak Kai Hang focuses on book and typography design, and has won multiple accolades from One Show (USA), D&AD (UK), and TDC (Tokyo). His works were exhibited at TDC (USA), Moscow International Festival Typomania, and Taiwan's Golden Pin Design Award exhibition.

香港平面設計師，主力從事書籍與字型設計工作，曾獲美國One Show、英國D&AD、東京TDC等獎項，作品曾受邀於美國TDC展覽、Typomania莫斯科國際字體藝術節及台灣金點設計獎展覽中展出。

NOVEL FINERIES



With meticulous skills, anchored in a deep reverence for time-honoured craftsmanship, objets d'art of old are transformed into contemporary novel fineries. With their timeless designs and handcrafted quality, they shall be treasured as antiques for eternity.

Novel Fineries憑其細膩匠心，將古老工藝變為當代飾物設計。其設計理念，以及每件作品親手製所傳達的感動，值得珍重傳承久遠。



About JUNE LAU

A recipient of a James Dyson Foundation bursary and the DFA Hong Kong Young Design Talent Award, June Lau represented Hong Kong at Paris Fashion Week SS17. She supports traditional crafts by donating part of her profits to craftsmen to encourage apprenticeships.

產品設計師，曾勇奪Dyson助學金和DFA香港青年設計才俊獎，並代表香港參加SS17巴黎時裝週。June定時捐出部份盈利予匠人，鼓勵老師傅培養學徒，以行動支持古老工藝傳承。

PONDER.ER LIMITED



Flouting gender rules and the constraints of discipline are the essence of PONDER.ER, where traditional menswear is reconstructed and revolutionised, from the cutting and silhouette down to the smallest details.

突破性別定型、規訓枷鎖，PONDER.ER的本質，在於從剪裁到細節都處處追求重構傳統男裝，革新想像。



About ALEX PO & DEREK CHENG

Alex Po and Derek Cheng met when they were studying at Central Saint Martins in London. Both their graduate collections were selected for exhibition at the art school's press event.

二人於倫敦中央聖馬丁藝術與設計學院學習期間相遇，他們本科的畢業系列雙雙獲選上在學院的媒體發佈會展出。

ReALLY DESIGN LIMITED

真盟設計有限公司



Imbued with a passion for design, ReALLY Design creates for their clients bespoke integrated designs, which encompass branding, packaging, digital, and communications, by understanding their story, design requirements, and market positioning. ReALLY Design aspires to develop sustainable and influential work and become a real design ally of brands.

ReALLY Design 團隊對設計充滿熱誠，希望透過了解客戶的故事、設計需求和營銷定位，為客戶量身定製品牌、包裝、數碼和通訊全方位設計，創造可持續及具影響力的作品，成為品牌真正的设计盟友 (Ally)。



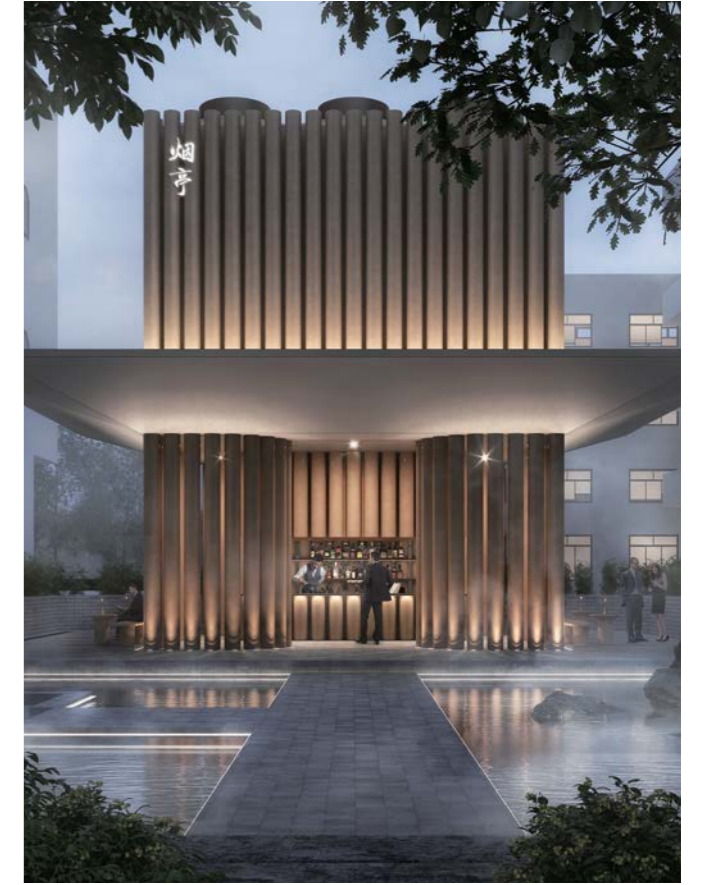
About VINCENT MOK

Vincent Mok majored in Visual Communication Design at The Hong Kong Polytechnic University and founded ReALLY Design in 2016. The fast-growing company has won multiple international accolades with its extraordinarily creative work and professional customer service. ReALLY Design's clients include K11, Green Monday, and Zippo.

於香港理工大學修讀視覺傳達設計，2016年創辦ReALLY Design，憑著非凡的創意及專業的客戶服務，公司屢獲國際獎項肯定並迅速發展，客戶包括K11、Green Monday及ZIPPO等。

WHITE GROUND LIMITED

白本有限公司



Interdisciplinary design firm WHITEGROUND is on an endless quest for aesthetic coherence. Tapping into their rich experience and forward-looking vision, as well as their professional knowledge in architecture, interior design, brand and graphic design, their work transcends established traditions and elevates the customer experience to a new level.

跨領域設計單位WHITEGROUND白本一直追求設計美學的一致性，團隊由經驗豐富及具前瞻性思維的建築師和設計師組成，憑藉在建築、室內設計、品牌和平面設計的專業知識，務求突破既有傳統，將客戶體驗提升到一個新的水平。



About CHRIS TSUI & JASON KWAN

Chris Tsui, a member of the Royal Institute of British Architects, was a designer at London's Heatherwick Studio, and KPF and CL3 Architects in Hong Kong. Jason Kwan, who collaborated with cross-platform companies for more than a decade, specialises in providing professional creative solutions.

Chris是英國皇家建築師學會會員，曾於英國倫敦的Heatherwick Studio、香港的KPF和CL3思聯建築設計擔任設計師；Jason擁有十多年與跨平台公司合作的經驗，擅長提供專業的創意解決方案。

WHOLLY WHOLLY LIMITED
圓融設計有限公司



All things in the universe exist independently but are integral parts of the same whole, interacting and integrating into a constant cosmic rhythm. Deriving strength from this holistic energy, Wholly Wholly's cross-media brand design team curates seamless brand solutions for startups and SMEs.

圓乃「周遍」，融乃「融通」，代表萬物和而不同，又相互交融，圓融設計正是一支跨媒介品牌設計團隊，涉獵初創、中企到品牌全案策劃，並希望以設計達致「圓滿融通，無所障礙」。



About WESTLEY WONG

Westley Wong was a visiting lecturer at The Hong Kong Polytechnic University's School of Design and Hong Kong Design Institute. He now writes a column for *Ming Pao Weekly*. Apart from being a designer, he is also a design educator in Hong Kong.

曾任香港理工大學設計系及香港知專設計學院客席講師，現為《明周》專欄作家，除了投身設計，亦積極推動香港美學教育。

Fashion Incubation Programme 時裝創業培育計劃

112 MOUNTAINYAM



Ready-to-wear label 112 mountainyam is grounded in bold philosophy: discover and express who you are. It ventures into the international market with its vibrant colours and contrasts between elements from the natural world and diverse cultures, creating signature designs for the modern woman.

「發現自我；表現真我」，由Mountain Yam無畏精神誕生的設計品牌，不斷闖蕩國際舞台，伴隨著的就是其朝氣不息的自由色調，以及由大自然與不同文化中萃取靈感，冶煉出都會女性時裝的自家之道。



About MOUNTAIN YAM

Mountain Yam graduated from The Hong Kong Polytechnic University with a Master's Degree in Fashion Design. He pursued further studies in the Fashion Institute of Technology and Parsons School of Design in New York City. He was awarded '40 under 40 Recognising High-Flying Design Talents of Today & Tomorrow' by *Perspective* magazine.

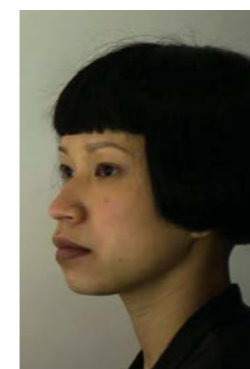
畢業於香港理工大學並獲得時裝設計碩士學位，曾於紐約時裝學院及帕森設計學院進修，獲《Perspective》雜誌譽為「40歲以下新一代設計人才」。

A O G P



A O G P draws its design inspiration from personal growth and life experiences. Its contemporary yet timeless fashion accessories challenge the present and future. A O G P is not just a fashion brand; it is a continuous cycle of life.

A O G P 的設計靈感來自個人成長及經驗積澱，通過富當代感，卻又不受時間桎梏的時裝飾品設計，衝擊現在，形塑未來。不只是一個品牌，而是充滿生命力的流轉過程。



About MAGGIE TSE

Maggie Tse graduated in Fashion Design from The Hong Kong Polytechnic University with first class honours and completed an MBA in Fashion Business. She designs and creates contemporary pieces for international womenswear and accessories labels.

香港理工大學時裝設計一級榮譽畢業，並攻讀專屬時裝行業的工商管理碩士課程，為多個國際時尚品牌設計女裝及首飾，打造富現代感的工藝。

ANGUS TSUI



ANGUS TSUI's creative aesthetics is marked by structural majesty and graphic innovation. Every creation is a celebration of the potential inherent in the materials, and a reminder to cherish the environment and our planet.

ANGUS TSUI 的創意美學，箇中結構莊嚴有致，力求視覺創新，煥發素材的潛藏本質，提醒世人要珍惜周遭環境，以及孕育我們的這顆星球。



About ANGUS TSUI

Angus Tsui studied Fashion Design at Nottingham Trent University, and Fashion Design and Development at Hong Kong Design Institute. He founded his own educational charity ANCAres, which teams up with international brands and NGOs to organise workshops, seminars and exhibitions on sustainability.

於Nottingham Trent University及香港知專設計學院攻讀時裝設計，並創辦慈善教育項目ANCAres，與各國際品牌及非政府組織合辦工作坊、研討會和展覽，推動業界及社會的可持續發展。

BLIND BY JW



Founded by design duo Jessica Lau and Walter Kong, Blind by JW bridges Eastern and Western aesthetics in its pursuit of a balance between eccentricity and elegance. Manifested in the label's wearable creations and accessories, the designers share the conviction that fashion is not simply about the latest trends, but about creating a sense of ease in everyday life.

由Jessica Lau與Walter Kong聯袂，接連東西兩方的文化美學，Blind by JW的設計旅程時刻追尋獨特性，深信時裝非單是為追逐時髦，更是為日常締造自在，在女裝與飾品美學中處處呈現。



About JESSICA LAU & WALTER KONG

Jessica graduated from Central Saint Martins and was named 'Best Emerging Fashion Designer' at her graduation show. Walter graduated from The Hong Kong Polytechnic University. He was voted overall champion at the Hong Kong Young Fashion Designers Contest.

Jessica畢業於中央聖馬丁藝術與設計學院時裝，並於畢業作品展上榮獲「最佳新進時裝設計師」；Walter畢業於香港理工大學，曾於香港青年時裝設計家創作表演賽中獲得總冠軍。

CLASSICS ANEW 新裝如初



Classics Anew's brand philosophy is manifested in the minimalist luxury of its creations inspired by the East. Applying traditional sewing techniques with contemporary technology on natural materials like linen and silk, Classics Anew seeks to preserve cultural memories with sustainable designs.

Classics Anew歷久彌新的品牌意志，處處流露在其東方華服的簡約奢華，活用傳統縫紉工藝，配合亞麻、真絲綢等自然素材，糅合當今技術與環保理念，履行永續設計，更在永續這份不朽文化記憶。



About JANKO LAM

Since founding her fashion label in 2014, Janko Lam has devoted herself to designing Chinese-styled clothing and promoting it to the rest of the world. She won the Eco-Chic Design Award conferred by Redress, and her creations are part of the permanent collection of Hong Kong Heritage Museum.

2014年成立自家品牌新裝如初，全情投入中式時裝設計，並將旗袍文化帶往世界各地。曾獲Redress頒發「衣酷適再生時尚設計」大獎，作品更榮獲香港文化博物館永久收藏。

DEMO



DEMO's design philosophy dismantles gender stereotypes and reconstructs fashion to create clothes that defy expectations and possibilities. Its signature style of "soft masculinity" is brought to life with handmade embellishments and embroidery.

DEMO的設計哲學，在於抹去性別定形，重構時裝，以細膩的手工刺繡，牽引出「男子氣概」裡的軟性靈魂，為熱愛驚喜的人們，帶來衣著的無限可能。



About DEREK CHAN

Derek Chan graduated from The Hong Kong Polytechnic University's Institute of Textiles and Clothing. His creations have won international recognition, and the Hong Kong Fashion Council named him 2016 Designer of the Year (Menswear). He contrasts classical elements with contemporary styling to infuse menswear with fluidity and softness.

香港理工大學紡織及服裝學系哲學碩士畢業，作品備受國際推崇，獲Hong Kong Fashion Council選為2016年「年度時裝設計師(男裝)」，擅於運用古典與現代元素對比，為原本陽剛的男裝增添柔和感。

MASSBRANDED



The MASSBRANDED man is a young urban male who is confident, individualistic, unconventional and simply outstanding. The brand focuses on construction and fit, engineering styles to visually enhance the male body while redefining men's streetwear.

MASSBRANDED為不甘束縛的年輕都會男士設計，悖離平凡，大膽前衛，出眾耀眼。品牌設計採用合身剪裁，盡顯男士體態，重塑日常男裝。



About MASS LUCIANO & ANTONI D'ESTERRE

Mass Luciano has 15 years of experience in the fashion industry. Antoni d'Esterre worked in top advertising agencies while working as a fashion photographer at the same time. Mass and Antoni founded MASSBRANDED in 2016 and won the Lane Crawford Creative Call Out for the 'Best New Menswear Brand'.

Mass Luciano於時裝行業擁有超過15年的經驗；Antoni d'Esterre曾在多間頂級廣告公司工作，同時擔任時尚攝影師。二人於2016年成立品牌，並贏得連卡佛Creative Call Out比賽「最佳男裝新品牌」之殊榮。

MATTER MATTERS



Apart from fashion and lifestyle products, Matter Matters also offers creative services such as graphic design, photography, and videography. Taking a multidisciplinary approach to design, the studio focuses on timeless designs and rejects the typical fashion cycle, a commitment that is illustrated in the bold colour blocks and geometrical patterns of its design.

從時裝與日常用品，伸展到平面設計及影像創作，Matter Matters的創作場域四面八方，專注追尋能夠不為時代風尚左右的本色作品。這份堅持，盡見於其明亮大膽的色彩及幾何圖案。



About FLORA LEUNG

Flora Leung graduated from the Department of Visual Communication, Birmingham City University, in 2004. She also obtained a degree in Cordwainers Accessories Design from London College of Fashion. She was an art director in M&C SAATCHI and McCann Erickson, two of the biggest advertising firms in the world.

2004年畢業於英國伯明翰城市大學視覺傳播系，後在倫敦藝術大學倫敦時裝學院完成Cordwainers配飾設計學士學位，曾在全球兩間規模最大的廣告公司M&C SAATCHI和McCann Erickson擔任美術指導。

OPLUS2



From fashion to uniforms, Oplus2 uses abstract digital photographic prints to create a distinct and contemporary fashion line. Sophisticated and wearable, Oplus2 casual wear is perfect for the working woman. Materials are selectively sourced to ensure environmental sustainability.

由時裝到制服，Oplus2以抽象的數碼攝影印花，創造一系列鮮明富動感的時裝系列，時尚光譜觸及日常生活，又為精明練達的職場人設想。素材精益求精，更顧及環境可持續性。



About OTTO TANG

Otto Tang was awarded a Bachelor's degree in Fashion Design by the University of Huddersfield and worked for renowned fashion designer Lu Lu Cheung. He won the Hong Kong New Fashion Collection Award 2005 and founded his brand in 2015.

於英國赫德斯菲爾德大學修讀時裝設計(榮譽)學士課程，曾於名設計師Lu Lu Cheung旗下品牌工作，2005年勇奪香港新系列時裝創作大獎總冠軍，於2015年推出個人品牌。

THE WORLD IS YOUR OYSTER



Created for the new generation, The World Is Your Oyster is about exploration and experimentation, as evidenced by the rich details of its designs. The label advocates a wearable, pared-back style that transcends the gender divide and harks back to the basics of fashion.

生於當代，不斷地探索實驗，奇思妙想可見於細節之間，呈現品牌性格，The World Is Your Oyster重視穿戴性的設計更如一場宣言，主張反璞歸真，超越性別藩籬，回歸服裝本質。



About CALVIN CHAN & JOYCE KUN

The designs of Calvin and Joyce found favour with JOYCE Boutique and they ran a pop-up store at PMQ. They were among the "10 Asian Designers to Watch" of Fashion Asia Hong Kong in 2017.

Calvin和Joyce的設計早年獲JOYCE Boutique賞識，於元創方開設限定店。2017年獲Fashion Asia Hong Kong選為「10 Asian Designers to Watch」設計師。

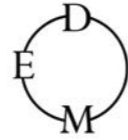
HONG KONG FASHION TALENTS SHOWCASE

Wool Fashion Like No Other 不一樣的羊毛時尚

Wool is not only warm and soft to wear, but offers endless design possibilities. Like the wool-based creations by local fashion designers under the Design Incubation Programme and Fashion Incubation Programme at the "Hong Kong Fashion Talents Showcase". Co-organised by Hong Kong Design Centre and The Woolmark Company, an authoritative international certification body for the wool industry based in Australia, the showcase was displayed from 30 November to 10 December 2019 on the first floor of The Mills in Tsuen Wan. The fashion outfits were characterised by bold colours and daring, innovative tailoring techniques that highlighted the many facets of wool including as a delicate and versatile material, demonstrating the sophisticated craftsmanship and infinite creativity of local fashion designers.

一件羊毛大衣除了帶來溫暖、柔和的感覺，還有什麼可能性？香港設計中心與來自澳洲的羊毛業國際權威認證機構-The Woolmark Company合作，在2019年11月30日至12月10日期間於荃灣南豐紗廠的一樓中庭及走廊舉辦「Hong Kong Fashion Talents Showcase」展覽，邀請設計創業培育計劃及時裝創業培育計劃的本地時裝設計師，展出他們以羊毛為主要物料創作的服裝系列。一眾作品用色及剪裁大膽新穎，將羊毛細緻同時風格多變的潛質發揮到極致，盡顯本地時尚設計師的高超技藝及無窮創造力。

112 mountain
HONG KONG



FromClothingOf
OWN YOUR CLOTHING



Take L.



DESIGN INCUBATION PROGRAMME 設計創業培育計劃

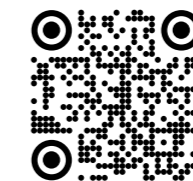
As the city's up-and-coming designers stand ready to realise their innovative ideas, the Design Incubation Programme (DIP) of Hong Kong Design Centre provides all-round support to help them cultivate the business acumen needed to thrive in Hong Kong and beyond.

During the two-year incubation period, the designers are offered office space, subsidies, training as well as exchange and business opportunities that are essential for developing their professional competence and network. More than 200 designer brands have graduated and over 90 percent have stayed in operation for at least two years after graduation. The programme is funded by Create Hong Kong with support from business partners, academic institutions, angel investors, professional bodies and other organisations in concerted efforts to contribute to Hong Kong's creative industries.

一眾本土創意種子已經蓄勢待發，香港設計中心的设计創業培育計劃為設計師創業初期提供全方位有效支援，就如同為種子提供良好土壤及灌溉，希望培養這些設計界初創企業，長成一棵棵蒼翠挺拔的大樹。

獲選设计公司可於兩年培育期內享用辦公室空間，獲得資助、培訓、交流以至參與商業項目的機會，從中裝備自己、發展業務及擴闊人際網絡。至今已有超過200間培育公司畢業，而逾九成初創企業更於畢業後營運長達最少兩年以上。計劃由創意香港資助，更得到工商界、大專院校、天使投資者及專業團體等廣泛支持，共同為香港創意產業發展出一分力。

For more information
please visit
了解更多請瀏覽





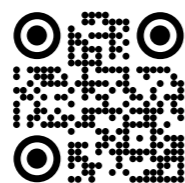
FASHION INCUBATION PROGRAMME 時裝創業培育計劃

Giving rising stars a bigger and wider stage to show their talents, the Fashion Incubation Programme (FIP) is a two-year programme that nurtures and empowers emerging fashion designers and brands. Organised by Hong Kong Design Centre and supported by Create Hong Kong, FIP fosters the development of Hong Kong's creative industry by bringing the advice and mentorship of industry heavyweights and practical resources to help designers grow by pushing their boundaries and building their reputations. The programme was launched in 2016 and has since supported 15 fashion designer brands.

明日之星值得擁有一個更閃耀、更廣闊的舞台展露鋒芒。時裝創業培育計劃為期兩年，致力啟發、引領和支持新興時裝設計師品牌穩步發展。計劃由香港設計中心主辦，創意香港資助，匯集了業界專家及顧問，更提供多元化實用資源，協助時裝設計師不斷學習與成長，突破界限及建立名聲，共同推動香港創意工業的發展。計劃於2016年開展，至今已支援15個時裝設計師品牌。



For more information
please visit
了解更多請瀏覽



* Figures as of 31 March 2020 以上數據截至2020年3月31日



A Human-centric Era: Unlocking the Power of Design Thinking

人本時代：解密設計思維

Driven by a desire to satisfy our wants and needs, design thinking seeks novel solutions to different issues and engenders endless possibilities. This concept has gained overwhelming traction around the world for two decades, paving the way for more human-centred innovation for society, education and businesses alike. Committed to our mission of promoting the wide and strategic use of design thinking at the community level, we have conducted various design thinking forums, classes and workshops this year including Knowledge of Design Week, and through our Institute of Design Knowledge and Unleash! Empowered by Design Thinking programmes. By integrating design thinking into all aspects of life, we are looking to create a better society and boost Hong Kong's competitiveness in the long run.

It's official - the power of design thinking is now unlocked!

設計思維從人的需求出發，為各種議題尋求新穎的解決方案，並創造無窮可能，是近二十年來風靡全球的革新概念，帶領社會、教育界及商界邁向自主創新的時代。今年我們秉持推動社會更廣泛和具策略性地運用設計思維的宗旨，透過旗下各種知識交流活動及平台，包括設計智識周、設計知識學院及Unleash! 設計思維，無限可能，以論壇、課程及工作坊等將設計思維引入各行各業，鼓勵他們加深了解及應用，共同締造一個具競爭力的香港社會。

設計思維正式解碼！

KNOWLEDGE OF DESIGN WEEK 2019

設計智識周2019

Designing Digital Futures 智用設計·數造未來

The objective of Knowledge of Design Week (KODW) is to encourage different industries to exchange creative ideas and learn from one another, exploring solutions to the current challenges we face from multiple perspectives.

Living in the digital age, it is almost impossible not to consider technology in everything we do. It is only when technology incorporates design that prioritises human needs and our wellbeing that positive impacts can be created for business, healthcare, urban development and other aspects of our lives.

Curated under the theme "Designing Digital Futures", KODW 2019 was held between 17 and 21 June 2019. Its programme included three forums, seven workshops, an InnoDesign Leadership CEO Forum and a Roundtable on Public Service Innovation. Thirty internationally renowned creative leaders were invited to investigate how human-centred designs and digital technology could work in sync to enhance our lives and benefit society as a whole.

香港要成為亞洲設計之都，加深各行各業人士對設計思維的了解不可或缺。舉辦「設計智識周」(KODW)就是旨在鼓勵跨界別學習及交流，透過不同的觀點與角度，探索設計如何解決社會上各種挑戰。

活在當今的數碼年代，科技有著無可取代的重要性。然而科技必須結合以人為本的設計，才可策略地應用到社會上各個範疇，如商業、都市環境，以至醫療保健等民生議題，令大眾得益。

KODW 2019以「智用設計·數造未來」為年度主題，於6月17至21日期間舉行了三個論壇、七個工作坊、設計及創新領袖論壇以及公共服務創新圓桌會議，邀請了30位國際級設計界及商界領袖，探討人性化的設計如何配合數碼科技創造各種方案，滿足用者需要及提升用者體驗。



#KODWForums
#設計智識周論壇

FORUM 論壇 1
#LiveableSmartCity
#宜居智慧城市



FORUM 論壇 2
#FutureRetail&Lifestyle
#未來零售與營商



FORUM 論壇 3
#DigitalHealth
#數碼醫療與健康



FORUM 論壇 1

#LiveableSmartCity
#宜居智慧城市

Human-centred design has become a common aspiration in cities to make its citizens' lives more convenient and enjoyable. In this forum, some of the world's forerunners in innovation shared their successful experiences in using big data and artificial intelligence to envision how the cities of tomorrow can be made more liveable.

在我們居住的城市中，加入以人為本的設計可以方便市民及節省時間，是大勢所趨。在題目為「宜居智慧城市」的論壇中，一眾領先世界的創意領袖分享了透過設計主導的概念，善用了大數據和智慧技術的成功經驗，對塑造未來更宜居城市有著重要啟示。



"Striving to help humanity to live happily, healthily, and alleviating the suffering of those who are less fortunate by using the latest technologies and innovative strategies is our goal."
「透過運用最新科技和創新策略，幫助人們更幸福和健康地生活，並減輕不幸的人的痛苦。」

James Law, JP, Hong Kong architect and Chairman & CEO of James Law Cybertecture
香港科技建築師及科建國際集團有限公司創辦人及主席羅發禮太平紳士



"There has been a lot of passion about solving some of the hardest problems using design and incorporating that in the ways we would normally tackle problems, and understanding that it adds something to ensure that you have a design mentality - especially a human-centred design mentality."
「我們必須具備設計心態—尤其是以人為本的設計精神。」

Chris Ferguson, Director - National, International & Research, UK's Government Digital Service (GDS)
英國政府數碼服務總監Chris Ferguson



"Propelled by digitalisation, data privacy, internet safety, capability and user benefit are essential elements for development."
「在數位化轉型的推動下，數據隱私、網絡安全、發展能力與用戶利益才是發展的關鍵。」

Jens-Peter Brauner, CEO of Siemens Mobility Ltd
Siemens Mobility Ltd行政總裁Jens-Peter Brauner



FORUM 論壇 2

#FutureRetail&Lifestyle
#未來零售與營商

Online shopping has become a significant component in the retail business. The data collected from customers allows retailers to construct a personalised consumption experience more desirable to each customer. In this forum, the speakers shared emerging trends that are transforming the global retail landscape, as well as how to assimilate innovative retail concepts into local cultures. They also provided insights on how retail brands obtain demographic data and dissect consumer behaviour trends, which had a direct influence on omnichannel and future retail patterns.

網上購物已是不容置疑的零售趨勢，這改變了我們的市場、銷售及購物經驗與習慣，開拓了一個全新的零售業新模式。對於各品牌來說，以數碼化重塑業務可以方便整合顧客的大數據，得出顧客的需求；對於消費者來講，這有利於建立個人化的消費體驗，從而得到貼心的服務。在「未來零售與營商」論壇中，講者分享了全球零售業轉型的趨勢，以及如何將創新理念成功融入本地文化的見解。講者們分析品牌如何掌握人口數據及消費趨勢轉變的心得尤為珍貴，因為這主導了全渠道(omnichannel)及零售發展的未來路向。



"Technology alone is not the answer. Everything comes back to the customer and how best to understand their needs and design around that."
「科技本身並不是答案。一切考慮必須回到顧客身上，充分了解他們的需求，從而進行設計。」

Chris Dobson, Executive Principal, Asia of Eight Inc.
Eight Inc. 亞洲區首席總監 Chris Dobson



"No matter how incredible or immersive mobile applications may become, they will be hard pressed to fully replace or even emulate the kind of experience that brick and mortar affords."
「無論手機應用程式的功能如何令人感到難以置信、甚至如同親歷某些場景，依然是難以完全取代或模仿實體店帶來的體驗。」

Tommy Campbell, Digital Designer of SPACE10
SPACE10 工作室數碼設計師 Tommy Campbell



"They aren't just consumers; they are also the users of the platform. We can't only think on the level of consumption."
「消費者不只是客戶，他們更是平台的用戶，不能只停留於消費的層面去思考。」

Alexis Bonhomme, Vice President Greater China - Commercial of Farfetch
Farfetch 營商部大中華區副總裁 Alexis Bonhomme



FORUM 論壇 3

#DigitalHealth
#數碼醫療與健康

Healthcare in Hong Kong has long been acclaimed for its quality and efficiency. Yet a shortage of medical professionals and the city's ageing population pose certain challenges to the system. Digitalisation provides many possible answers. In this forum, the presenters highlighted new medical opportunities and solutions brought forth by the digital era. In addition, they addressed some of the ways in which connecting design with digital technology could improve our medical infrastructure, products, services and experiences.

香港醫療系統一直高質素及高效率，但同時亦面臨醫療人員設施短缺、人口老化等問題所挑戰，數碼化正好為此提供了出路。加上經歷過疫情，世界對於醫療的需求及標準將會大大提高，要改善醫療質素，數碼界也可以出一分力。在「數碼醫療與健康」論壇中，講者分享了數碼時代為醫療健康領域帶來的創新機會和解決方案，如何令設計、數碼與科技的連繫更緊密，從而提升我們的醫療系統、服務、產品和健康體驗。論壇亦聚焦當下香港醫療系統的情況。



"As an innovator of service design, we must understand the needs of different stakeholders, including healthcare professionals and patients."
「要為服務設計帶來創新，我們必須了解不同持份者的需求，包括醫療專業人員和病人。」

Dr. Hong Fung, Executive Director and Chief Executive Officer of CUHK Medical Centre
香港中文大學醫院執行董事及行政總裁馮康醫生



"With a focus on people's needs, human-centred design undeniably serves as a bridge to effect meaningful and compelling user experience and create better healthcare systems."
「世界上每個城市都希望變得更具智慧，但我們不能忘記城市中的人們，而解決人們的需求是極其重要的。」

Low Cheaw Hwei, Head of Design of Philips ASEAN Pacific/Head of Design Consulting Asia of Philips Design
飛利浦設計亞太及東盟區設計主管劉昭熾先生



"Smart hospitals, medical services and management development create value for the medical business. Based on the use of digital technologies, we can provide more convenient and efficient medical services."
「智能醫院、醫療服務和管理的發展，為醫療行業創造了價值。通過運用數碼和科技，我們可以提供更方便、更高效的醫療服務。」

Dr. Sun Xin, Director of Guangzhou Women and Children's Medical Center (Medical Department)
廣州市婦女兒童醫療中心醫務部主任孫新醫生

#KODWWorkshops #設計智識周工作坊

How can we deal with the world's challenges through a more human-centred perspective? KODW hosted a series of workshops by creative leaders, allowing participants to learn the tools and approaches of design thinking and innovation. They were given the opportunity to explore new ideas and collaborate with each other, delving into the various possibilities of tackling different problems.

如何從以人為本角度面對世界挑戰? KODW工作坊由創意領袖主持, 學員可認識各種設計思考工具、思考方法及創新思維, 藉此學習協作共創、開發創意及探討不同的解決問題可能性。



#TinNguyen

#EdwardCutting

WORKSHOP 工作坊 1

**Breaking Space and Media Boundaries:
Co-creating Augmented Experiences**
打破空間與媒體界限:「玩」轉虛實設計

The virtual and physical worlds intertwining is one of the common tropes in filmmaking. But with the rise of mixed media, this has become a reality. Conducted by design studio Tin&Ed, this experimental digital media workshop blends art, design and fun. The two instructors shared their experiences in conjuring up interactive stories where the virtual is indistinguishable from the real.

不少電影都有描述數碼與現實世界交錯, 可會想到隨著混合傳媒興起, 這已經是事實? 是次工作坊邀請到 Tin&Ed 工作室帶參加者走進混合媒體的世界: 這個融合藝術、設計和玩樂元素的數碼媒體實驗的工作坊, 二人在工作坊內分享了為觀眾打造虛實互動體驗的內幕故事。



#PerKristiansen

WORKSHOP 工作坊 2 & 4

**The LEGO® SERIOUS PLAY® Method:
Envisioning Future Leadership for Change**
The LEGO® SERIOUS PLAY®: 智用創意·引領轉變

LEGO® is a childhood companion to many, but have you ever thought it could be a teaching tool in a professional context? The LEGO® SERIOUS PLAY® is a creative and effective approach to facilitate teamwork. It turns participants' hands into a means of expressing what is going on in their minds. Using LEGO® to generate new knowledge, they had to work as a team to solve complex challenges.

LEGO® 是不少人的童年玩具, 可有想過這亦是一份職場教材? LEGO® SERIOUS PLAY® 正是一種能夠有效促進協作工作模式的創意方法, 讓參加者的雙手成為思考及表達內心想法的工具, 以團隊合作方式解決複雜難題, 以 LEGO® 共同創造新知識。



#RamaGheerawo

WORKSHOP 工作坊 3

**Design Thinking in a Day:
Advanced Tools for Creativity and Leadership**
設計思維與創意領袖實踐

The government, private and education sectors are increasingly adopting design thinking to tackle uncertainty and solve problems with innovative approaches. Rama Gheerawo's workshop employed the theories used and proven by more than 100 organisations. It helped participants discover their creative leadership via multiple group activities and equip themselves for different scenarios in life.

政府、公司及不同機構愈來愈懂得利用設計思維來改變工作方法。Rama Gheerawo 於工作坊中引用曾與 100 多個組織廣泛應用及驗證的理論, 並通過分組活動助參加者發展成為一位創意領袖。



#JavierMariscal

WORKSHOP 工作坊 5

**Masterclass by Javier Mariscal:
Digital Drawing - Move in Hong Kong**
Javier Mariscal 傳意設計 大師班: 躍動香港

Spanish master Javier Mariscal is one of the most original and charismatic designers of our time. Known for his love for Hong Kong, he has visited the city for four times already. This workshop took participants on a tour to understand his creative process. They were able to get a sense of the designer's genius through his digital illustration demonstration as well as other drawings, moving images and maps. The lively group discussions also invited participants to define and analyse Hong Kong's core values.

來自西班牙的創意大師 Javier Mariscal, 是當代其中一位最具原創性和個人魅力的設計師, 雖然他去年已經是第四次訪港, 不過他對香港的熱情仍然與日俱增, 在工作坊內更帶領了參加者穿梭他的創意歷程, 透過生動活潑的集體討論, 嘗試定義及剖析香港的核心價值所在, 參加者可從他的數碼繪圖示範、一系列插畫、流動圖像和地圖感受到他的創意。



#CliveGrinyer

WORKSHOP 工作坊 6

Designing for Digital and Service Transformation
服務變革: 設計數碼新體驗

How are digital technologies such as artificial intelligence, big data and IoT reinventing products, services and the way society works, considering people, digital systems and infrastructures will be more closely interweaved in the future? This workshop introduced the vital components of service design, and used case studies to exemplify how it can revolutionise private and public organisations. Participants were able to understand how adopting a human-centred design perspective could improve service quality and user experiences.

數碼科技如人工智能、大數據和 IoT 技術, 正如何改寫產品、服務領域和現有的社會運作? 人、智能系統和數碼基礎建設將會在未來服務領域中出現怎樣的互動? 這個工作坊介紹了服務設計的核心元素, 亦以不同案例呈現了服務設計如何為商業和公共機構帶來變革, 可以幫助到參加者透過以人為本的設計態度, 改善服務質素和用家體驗。



#LiamMcGuire

#ChrisMackenzie

WORKSHOP 工作坊 7

**Sorting Wheat from Chaff:
A Robust Approach to Emerging Technology Adoption**
活用新興科技·創造無限可能

Virtual Reality (VR) has enjoyed a surge in popularity in recent years, and provides many prospects for innovation. The biggest challenge lies in how to apply this technology to create solutions that make a difference. In this workshop, the technology experts from Opaque shared how to implement VR and other simulation techniques to set up experience-oriented training programmes for healthcare, commercial organisations and advocacy groups.

虛擬實境技術 (VR) 是近年流行的模擬技術, 善用者可以帶來創新和變革的機會, 但如何成功運用和轉化這些科技的優勢, 亦成為一大挑戰。來自 Opaque 的新興科技專家在此工作坊分享了如何利用其 VR 及模擬技術, 為醫療保健、企業及倡導組織設計出著重體驗的訓練計劃。



#PublicService

Roundtable on Public Service Innovation
公共服務創新圓桌會議

The roundtable co-hosted by Hong Kong Design Centre and the Efficiency Office of the Hong Kong SAR Government intended to find solutions to keep public services up-to-date to satisfy citizens' needs. The topics discussed include the application of design thinking, smart technology and human-centred approaches to enhance public service quality, and how to implement effective city planning and policy making strategies.

香港設計中心與香港特區政府效率促進辦公室舉辦的圓桌會議, 旨在討論現今公共服務要如何與時並進, 才能滿足市民的需要。圓桌會議上討論了推廣創新設計思維及智能科技的應用, 從以人為本的策略提升公共質素, 完善城市規劃及政策制訂。

#InnoDesignLeadershipCEOForum
#設計及創新領袖論壇

One of the main objectives of KODW is to bring experts from different industries under the same roof to facilitate fruitful dialogues and cross-discipline learning and collaboration. The InnoDesign Leadership CEO Forum on 20 June 2019 at the Grand Hyatt Hong Kong did just that. Featuring short presentations by Di-Ann Eisnor, then-CWeO Cities of The We Company and Clive Grinyer, Design Consultant of Clivegrinyer Limited, the gala dinner provided valuable networking opportunities and inspiration to all participants.

匯聚各行業專家、促進跨領域學習與交流一直是KODW的目標，設計及創新領袖論壇正正集合各界領袖。晚宴在2019年6月20日假香港君悅酒店舉行，分別有The We Company時任CWeO Cities Di-Ann Eisnor及Clivegrinyer Limited設計顧問Clive Grinyer作演講。

晚宴結束後，各人都帶有創意及點子滿意地離開。



Di-Ann Eisnor,
then-CWeO Cities of The We Company
The We Company時任CWeO Cities
Di-Ann Eisnor



Clive Grinyer,
Design Consultant of
Clivegrinyer Limited
Clivegrinyer Limited設計顧問
Clive Grinyer



INSTITUTE OF
DESIGN
KNOWLEDGE

設計知識學院

Study · Think · Practice
學習 · 思想 · 實踐

Design thinking is not an exclusive skill or tool for designers. It is an approach that anyone can learn and use to solve everyday problems with innovative, human-centric solutions. The executive training arm of Hong Kong Design Centre (HKDC), the Institute of Design Knowledge (IDK) is committed to promoting awareness and application of design thinking across industries and sectors, in the hope of nurturing more creative leaders for driving innovation in Hong Kong.

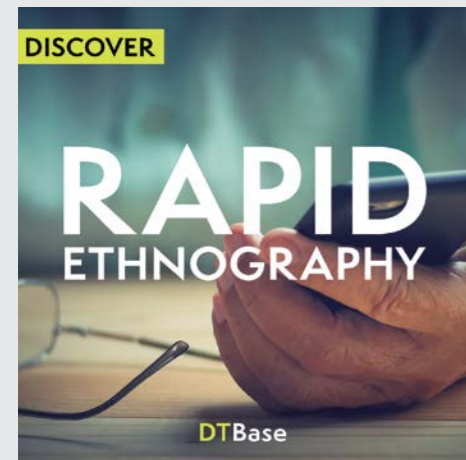
設計思維豈是設計師的專利！它是一套人人適用的思考模式，透過以人為本的創新方案，解決日常生活各種問題。香港設計中心旗下的設計知識學院旨在提供專業創新及設計管理培訓，提升各行各業對設計思維的認識及應用，望能為香港社會培育出更多創意及睿智兼備的領袖。



Eight Design Thinking Tips

八個設計思維錦囊

IDK has shared many benefits and tips of design thinking through its social media channels since last year. There is no shortage of real-life examples we can learn from in the creative application of design thinking in the public and private sectors, and even in our daily lives.



Rapid ethnography is a research method commonly used by anthropologists. It relies heavily on first-hand observations, interviews and interactions to understand specific target groups before consolidating and analysing data to identify their hidden needs.

快速民族誌透過身歷其境的觀察、訪談和互動，了解特定目標族群，進而歸納和分析收集所得的數據，從中找出群體潛在的需求，是人類學者常用的方法。



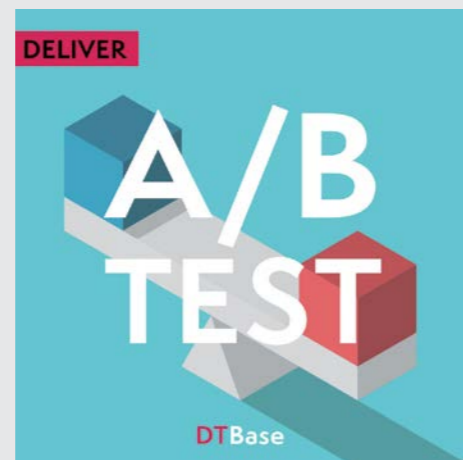
SCAMPER is a creative thinking method to inspire divergent thinking and guide designers to improve their products, services and user experiences via seven thinking modes – Substitute, Combine, Adapt, Modify, Put to other uses, Eliminate, and Rearrange.

奔馳法是一套創意思考方法，透過七個切入點，包括替換、整合、調整、修改、其他用途、消除及重組，引導設計師思考如何改良服務、產品及用戶體驗，有助應用擴散性思維。



In complicated situations, **stakeholder mapping** helps us outline the role of each stakeholder involved, to facilitate a better understanding of users from a broader perspective and to create truly human-centred products or services.

面對錯綜複雜的問題，要透徹了解每個用家及持份者之間的關係，可以使用**持份者關係圖**，列出牽涉在方案內眾人的角色，從而以更宏觀的角度了解用家，創造出真正以人為本的產品或服務。



In the process of improving a product or service, an **A/B test** provides an effective way to test ideas through comparison. For example, controlled experiments can be conducted to develop an understanding of online user behaviours and preferences.

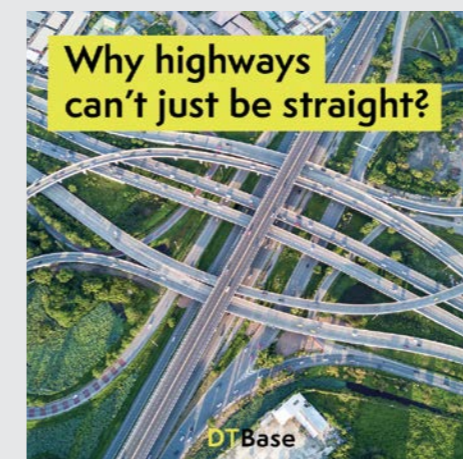
在改善產品或服務的過程中，**A/B測試**能有效地快速驗證想法和假設。例如，透過一系列對照實驗，了解網上用戶的行為與偏好。

設計知識學院由去年開始以社交媒體作為公眾推廣平台，進一步將設計思維的裨益及竅門一傳千里。其實在公私營機構乃至日常生活中，已經存在不少妙用設計思維的實例，值得大家借鏡。



Pain point is a concept that advocates the importance of identifying people's real needs and difficulties before customising a solution. The process involves collecting user feedback and behavioural data in order to hammer out a customised solution.

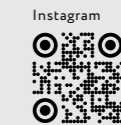
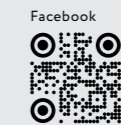
痛點是商界經常提及的概念：主張先了解受眾的需要與困難，然後對症下藥。尋找痛點的過程牽涉收集用家意見和行為數據，以理解出他們的真正所需，繼而度身訂造方案。



Innovative applications of design thinking abound in the design of everyday things. A good example are the road curves of highways. The curves are a deliberate feature to avert traffic accidents by making it easier for drivers to concentrate, unlike straight roads which can wear drivers out and cause them to swerve out of lane. In many countries, there is a set limit on the length of a straight road to keep drivers alert on the road.

巧用設計思維的日常設計不少，例如為何很多公路會被刻意設計成九曲十三彎？原來在筆直公路行駛，司機容易因疲勞而偏離車道釀成交通意外，因此很多國家會限制直線公路的長度，提防司機走神。

Follow IDK's social media channels
追蹤設計知識學院社交平台



Watch the full video
觀看足本片內容



Since 2017, secondary school teacher Miss Wong has incorporated design thinking into her Maker course to equip students for facing up to future challenges. The course allows students to explore community needs and create small inventions for problem-solving by putting people first, as advocated in design thinking.

中學老師黃佩珊自2017年推行一套有別於坊間的創客課程，她以裝備學生應對未來挑戰為己任，為課程注入設計思維元素，讓學生發掘周邊社區人士需要，創作改善社區的小發明，做到設計思維提倡的「以人為本」。



Watch the full video
觀看足本片內容



In 1996, designers developed a game-changing toothbrush for children with a thicker handle, based on the observation that children always held their toothbrush in a clenched fist, as their fingers are less well-developed than an adult's. The children toothbrush is an excellent example of applying design thinking for innovation.

另一個活用設計思維的創新成果是兒童牙刷：1996年，口腔產品品牌準備創造新的兒童牙刷，設計師就觀察到小朋友的手指不及大人靈活，常用拳頭緊握牙刷，最終設計出較粗身的兒童牙刷，從此改變市場面貌。

Workshops for Professionals from Different Disciplines

跨界專業工作坊

By applying design thinking at work, professionals not only can bring innovation to their institutions but also provide product and service experiences more suited to user needs. Therefore, IDK actively promotes design thinking to different units across disciplines and sectors. More than 680 civil servants have participated in our programmes since 2013. In the past year, we have provided training to over 230 public services professionals and 40 education professionals, with many institutions and members of the public also benefiting from them.

專業人士於工作崗位上應用設計思維，不但能在工作上及為機構帶來創新，亦可提供更符合使用者需要的產品和服務體驗。設計知識學院積極向社會不同界別及服務單位宣揚設計思維知識，自2013年起受訓的公務員累計已達680人；在過去一年，超過230位來自公共服務領域的專業人士及逾40位教育界專業人士接受培訓，受惠的機構及公眾參加者更不計其數。



Workshop organised with Wofoo Leaders' Network to introduce design thinking to the city's future leaders.

與和富領袖網絡舉辦工作坊，讓未來社會接班人認識設計思維。



Workshop for Bachelor's of Arts and Sciences programme of the University of Hong Kong, encouraging students to use design thinking to propose creative solutions to problems surrounding their lives and communities.

為香港大學文理學士課程舉辦工作坊，鼓勵學生將設計思維付諸實踐，並提出充滿創意的方案解決圍繞自身及社區的問題。



IDK organised a workshop for Queen Elizabeth Hospital for medical professionals to learn and apply design thinking in their daily work.

為伊利沙白醫院開辦工作坊，讓更多醫護人員學習設計思維，並應用於日常工作中。



Workshop co-organised with the Jockey Club School of Public Health and Primary Care of the Chinese University of Hong Kong.

與香港中文大學賽馬會公共衛生及基層醫療學院聯合舉辦工作坊。



IDK organised a series of workshops in partnership with Rama Gheerawo, Director of the Helen Hamlyn Centre for Design of the Royal College of Art, for the Innovative Leadership Programme of the Civil Service Training and Development Institute of the HKSAR Government. It aims to encourage middle-level civil servants to apply design thinking in public services.

與英國皇家藝術學院海倫·哈姆林設計中心的總監Rama Gheerawo合作，為香港政府公務員事務局公務員培訓處舉辦「創意領袖培訓計劃」工作坊，鼓勵中層公務員運用設計思維創新公共服務。



A workshop co-organised with the Chief Executive's Award for Teaching Excellence Teachers' Association to facilitate the application of design thinking by principals and teachers in exploring education innovation.

與行政長官卓越教學獎教師協會合辦工作坊，推動校長及教師活用設計思維，探索教學創新的各種可能。



Public workshop for Design Spectrum, HKDC's new initiative in Wan Chai, to educate the public on design thinking.

為香港設計中心位於灣仔的全新項目—「設計光譜」舉辦的公眾工作坊，為市民打開認識設計思維的大門。

Design Thinking Tool Kit

設計思維小工具

How should we start applying design thinking in our day-to-day lives? The following tools guide beginners in seeking innovative solutions through four stages – Discover, Define, Develop and Deliver.

想在日常工作中活用設計思維，應該從何入手？以下小工具有助新手實踐「探索」、「定義」、「構想」、「執行」四個階段，得出創新的解決方案。

Discover 探索

Photo Safari 照片探尋

Apart from gathering data, photo safari is also a useful tool for studying specific user groups. Researchers observe users' daily experiences and take pictures for record. Alternatively, users can also take pictures of things or places. By putting the photos together, we get a comprehensive visual impression of their needs, perceptions and feelings.

要了解特定用戶群體，除了收集數據信息，「照片探尋」也是一個好方法。研究者會觀察用家的日常體驗，拍下照片作記錄；用家亦可提起相機，拍下事物與環境。只要整理所得照片，就能得出一個全面的視覺印象，理解他們的需要、觀點和感受。



User Journey Mapping 用家體驗歷程圖

User journey mapping provides a visual and diagrammatic representation of a user's experiences such that changes can be made apparent and understandable. It enables us to identify pain points and moments for improvement and open up new problem-solving possibilities.

「用家體驗歷程圖」以按時序的圖表表達用家的體驗，可以觀察當中變化，令我們能夠辨別出痛點和每個出現改善的契機，找出新的解難可能。

Define 定義

Segmentation 分類排列

There are different ways to segment or sort your findings, and presenting it visually is one of them. Segmentation reveals patterns of things and is a good way to gain insights.

將資訊分類排列的方法有很多，以視覺方法呈現是其中一種，「分類排列」可以顯示事物之規律，讓你找到新的看法。



User Personas 用家人物誌

In contrast to conventional analysis methods that mostly sort stakeholders by age and gender, turning them into personas provides a basis for in-depth analyses.

傳統分析多以年齡及性別等劃分持份者，「用家人物誌」將持份者以用者群組分類，其後便可針對不同族群作出深入分析。

Develop 構想

Draw it, Build It 繪畫與建造模型

Ideas are intangible and sometimes difficult to describe in words. Using visual aids can help us express ourselves: simply sketch your ideas on a piece of paper, or build a prototype using building blocks, clay, cardboard, or anything you can get hold of.

概念雖然難以用言語表達，我們可以利用視覺工具表達：在紙上直接畫出想法，又或用積木、泥膠、硬卡紙等任何物料來製作模型。



Mini Storyboard 迷你故事板

A mini storyboard can help you articulate the details of an abstract idea, especially user experiences and journeys. Through the mini storyboard, you can also evaluate the effectiveness of your solution from the user's point of view. It is particularly suitable for communicating creative ideas for apps, services, events and processes.

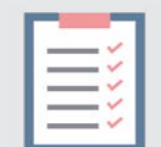
「迷你故事板」能協助你描述抽象事物的細節，特別是用家體驗和歷程，你亦可以從用家角度評估成效，特別適用於闡釋應用程式、服務、活動或流程等創新意念。

Deliver 執行

Prototyping 製作雛型

Prototyping realises and tests your ideas. You do not need to spend too much time to build a perfect prototype. Whether it is a physical model, a sketch or a scenario, it will prompt you to consider which parts can be improved.

製作雛型能將概念化成實體，便於測試。過程中應多作嘗試，不必太着重外觀，而且用料不拘，可以是一個實體模型、一張草圖甚至是一個情境，均會刺激你思考當中哪些元素可以改良。



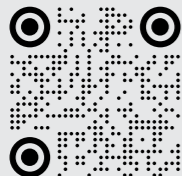
Testing and Evaluating 測試與評估

Share your concept or show your prototype to users. Capture their feedback systematically in a grid to help identify the strengths and potential of your concept.

向用家分享你的概念或雛型，聆聽他們的想法，將收集到的意見寫在方格上，便於分辨概念的優點與可行性。



Download
Design Thinking Toolkit
下載設計思維工具書



UNLEASH! Empowered by Design Thinking

設計思維·無限可能

Motivating the City with the Power of Creative Problem Solving 創意解難·全城啟動

Globalisation, technological developments and higher life expectancy have brought forth new possibilities as well as challenges to business and society. Capitalising on opportunities to reshape our community based on these trends require new approaches to thinking, new creative solutions and new patterns in conducting our everyday lives, and such are the areas where design thinking matters.

The Chief Executive's 2017 Policy Address stated that "Design thinking is a problem-solving capability, and a new way of thinking that promotes value-adding and advocates interdisciplinary collaboration." Shortly after in 2018, Hong Kong Design Centre (HKDC) initiated the "Unleash! Empowered by Design Thinking" programme. Its focus in 2019-2020 is on promoting design thinking in the business and education sectors, and also to the wider society.

全球化、科技發展及人均壽命的延長為我們的事業、業務及社會帶來新挑戰。這些前所未有的問題需要新的思維、新的解決方案及新的工作模式去面對，這正是需要設計思維的地方。設計思維，就是在解決問題之前，透過了解人的需要，認清問題所在。

香港政府在2017年的施政報告上表明：「設計思維是一種解難能力，更是一種增值和倡導跨界別合作的新思維。」香港設計中心在2018年開展了「Unleash!設計思維·無限可能」，2019年至2020年度的重點在於建立商界、教育界、社會及整個城市的設計思維能力。

In Business
商業篇



Professional Tips 專業教路

Traditionally, design thinking puts a premium on user desirability, business viability and technological feasibility. Stephen Wong, founder of Design Thinking In Action, believes that since the business landscape is changing every day, sustainability is especially important in the business sector than anywhere else. "Companies nowadays have to look beyond commercial gains and disrupt the entire business, from the production chain to the concept of consumerism, by working with investors, team members and partners. A human-centred solution can create meaningful value for the society, which will in turn ensure business sustainability," he said.

傳統的設計思維最講求用戶需求性、企業存活性及科技可行性，Design Thinking In Action創辦人黃思遠認為商界環境每天都變化，加上思考持續性對商界而言比其他行業更加重要。他說：「不能只著眼商業利益，反而是透過投資者、企業團隊及合作伙伴，由生產鏈到消費主義來一場全面的思想變革，甚至為社會創造意義，延續企業的發展。」

about Stephen S.Y. Wong 黃思遠



Stephen has a Bachelor of Arts degree in marketing at the Michigan State University, the US, as well as a Master of Science degree in Management at the Stanford graduate school of business. He established Design Thinking In Action in 2016, assuming the roles of Founder and Chief Curator. The company aims at collating the human-centred design experiences from various thought leaders, educators and industry professionals, promoting design thinking through collective learning and growth.

美國密西根州立大學市場學文學士及史丹福大學商務研究院管理學理碩士，2016年成立Design Thinking In Action，為創辦人及首席策展人，旨在集合不同思維領袖、教育家和業界人士分享以人為本的設計經驗，學習相關知識共同成長，從而推廣設計思維。

In Education
教育篇



Professional Tips 專業教路

Knowing how to ask questions is a crucial part of the learning process, and cultivating a design thinking mindset allows students to acquire essential problem-solving skills. Established by Angelina Lo-Chui, CreativeKids devised a teaching approach with design thinking which combines arts and design. One of its projects "Playful Public Design by Children" challenges students to create solutions to satisfy the needs of both people and animals in Shing Mun Country Park. It develops their empathy and ability for ideation. The project represented Hong Kong to compete in the UIA Golden Cubes Awards.

懂得發問是學習過程重要的一環，但懂得解答問題同樣重要。教學時培養學生的設計思維，可讓他們掌握所需的解難技能。徐羅國彥女士成立的「奇極創作室」，便運用設計思維教學，推行藝術與設計糅合的教學法。例如其「玩樂公共設計」項目，著學生滿足城門郊野公園內不論人還是動物的需求，意在培養學員的同理心以掌握設計思維，項目更代表香港競逐國際建築師聯盟舉辦的「金立方獎」。

about Angelina Lo-Chui 徐羅國彥



Founder of CreativeKids and IMCreative, Angelina has worked in arts education for over 30 years. Both initiatives strive to boost children's creativity via visual arts. She has a bachelor's degree in visual arts at the University of Hawaii and a master's degree in religious education at Golden Gate Baptist Theological Seminary. She is currently studying in the doctorate programme at PolyU School of Design.

從事藝術教育超過30年，為「奇極創作室」和「創想聯萌」創辦人，透過視覺藝術令兒童的創意得到充分發展。美國夏威夷大學視覺藝術學士、加州金門浸會神學院宗教教育碩士，現時正攻讀香港理工大學設計學院博士學位。

In the Society
社會篇

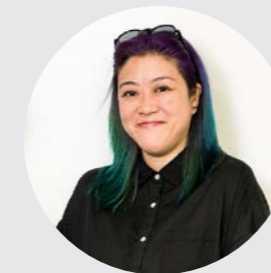


Professional Tips 專業教路

While new problems inevitably arise in every society, design thinking and creativity can provide far more solutions than problems. Design thinking grants stakeholders the access to participate, and aligns their goals in the face of change and uncertainty. Yanki Lee founded Enable Foundation in 2017 to shed light on the issue of the ageing population. Its three activities, namely "Dementia Going", "Fine Dying" and "Productive Aging", turned seniors into creative partners to help young people contemplate the problems arising in old age. "Envelope", a design generated from "Fine Dying", is now one of the ash dissipater options for funerals held at the Garden of Remembrance, operated by the Food and Environmental Hygiene Department. It provides a good example of how design thinking can be used to address social issues.

社會問題無日無之，設計思維透過賦權予市民，讓持份者參與當中，加上在變更中樹立共同理念，或會成為解決問題的出路。李欣琪博士2017年成立啟民創社，關注社會老齡化，舉辦了「腦化城市」、「死物習作」及「老力生產」三個專題活動，邀請長者以創意伙伴身份和年輕人一同思考老齡所面對的問題。當中「死物習作」設計的紙撒灰器「信別」，已成為食環署轄下紀念花園進行花園葬禮時可以選擇的撒灰器之一，為以設計思維解答社會議題的實例。

about Yanki Lee 李欣琪



Yanki is the Associate Professor of Linnaeus University in Sweden, master's graduate in architecture at the Royal College of Art, the UK, doctor in design at the Hong Kong Polytechnic University, and a former Research Fellow at the Helen Hamlyn Centre for Inclusive Design, the Royal College of Art. In 2013, she was invited by the Vocational Training Council to return to Hong Kong to develop a social design studio. Later on, she founded the non-profit Enable Foundation, using design to propose cross-generation, cross-industry solutions to global social issues.

瑞典林奈大學副教授、英國皇家藝術學院建築學碩士、香港理工大學設計博士，歷任英國皇家藝術學院海倫·哈姆林設計中心共融設計研究員教授。2013年香港職業訓練局邀請她回港成立社會設計工作室，又成立非牟利機構啟民創社，透過設計研究，為全球社會議題提出跨代跨界別的創新方案。

Unleash! Forum for Educators
Unleash! 教育工作者論壇

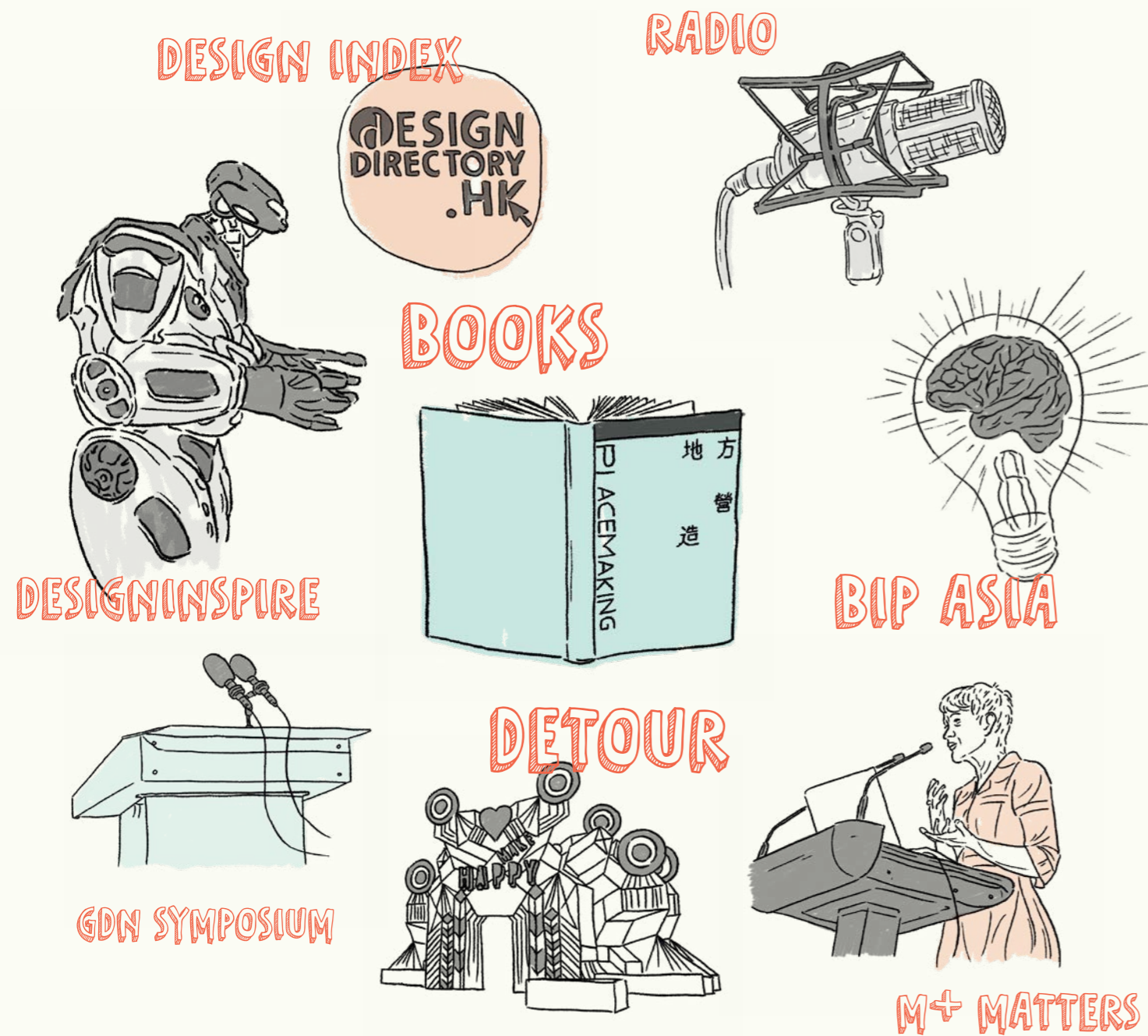
HKDC was invited to organise an "Unleash! Forum for Educators" to cultivate a better understanding of design thinking among teaching professionals. Held on 13 December 2019 at the Learning and Teaching Expo, a major annual education expo in Asia, the forum featured lectures and experiential workshops hosted by over 20 experts from design, education, technology and other fields. As teachers learned about the value and application of design thinking, the groundwork was laid for a creative boom among the new generation.

香港設計中心應邀於亞洲年度大型教育博覽會「學與教博覽」，舉行「Unleash! 教育工作者論壇」，向本地教師推廣設計思維。論壇於2019年12月13日進行，邀請了20多位來自設計、教育、科技等界別之專家主持講座及體驗工作坊，讓教育工作者深入了解設計思維的價值，並將之應用於教學，讓創意在新世代之間無限綻放。



8 WAYS TO CONNECT WITH DESIGN

八個接軌設計的方法



A thousand-mile journey begins with a small step forward. Spanning different online and offline platforms, Hong Kong Design Centre has put together eight initiatives, some in conjunction with partners, to put design within our reach, and encourage us to take small steps forward on this journey of creativity. These initiatives enable anyone from design professionals to the public to connect with outstanding design and design thinking – one step at a time.

千里之行，始於足下。以下八個項目由香港設計中心精心策動或與緊密伙伴聯合舉辦，橫跨線上線下各個媒介，無論是設計從業人士抑或大眾，都能通過這些起點，一步步接軌優秀設計及設計思維，踏上創意之路。

· DesignInspire ·



IN QUEST OF CREATIVE INSPIRATIONS 尋覓創意靈感

In a world offering such diverse experiences and perspectives, even the smallest encounters can ignite new inspiration, and open a new dialogue with design. An annual gala of creativity, DesignInspire showcases the works of outstanding designers, design schools and up-and-coming brands to fulfil our quest for new inspiration.

The 2019 edition of DesignInspire organised by Hong Kong Trade Development Council (HKTDC) and themed "Co-create Sustainable Cities" took place from 5 to 7 December at the Hong Kong Convention and Exhibition Centre (HKCEC). Among the thematic pavilions, "Urbanovation" presented design works for experimental business solutions, smart living and STEAM education produced by 25 collaborators. Reputed as the world's most advanced entertainment robot, "Titan the Robot" from the UK amazed visitors with its movie stunt-like agile movements, with the aid of hi-tech environmental sensors. The "Hong Kong Creative Force" pavilion showcased a wide collection of original products created by aspiring designers from Hong Kong.

世界這麼大，人與人的相遇交流，每每造就靈感迸發而生，而這正正是接軌設計的第一課。每年一度的DesignInspire，就是一場盛大的創意盛會，雲集國際傑出設計人才、設計學院與潮流品牌攜手引發新靈感。

2019年度的DesignInspire，由香港貿易發展局主辦，就以「共創可持續都市」為主題，於12月5至7日期間於香港會展舉行。當中，「城創新活」主題館展出25個單位的设计作品，演示體驗式商業方案、智慧生活及STEAM教學三大範疇，勾勒未來創意藍圖；從英國遠道而來，被譽為全球最先進的娛樂機械人Titan the Robot亦同場亮相，具備高科技環境感知功能，可做出電影特技般的流暢動作。而「香港創意力量」展區就匯聚了一眾本地設計菁英及其原創產品。



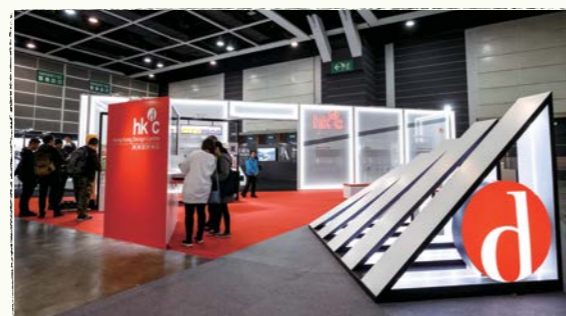


Design is always multifaceted, offering a broad range of perspectives for appreciation. Themed "Perspectives of Design", the Hong Kong Design Centre (HKDC) pavilion at DesignInspire highlighted the power of design to the public through its wide spectrum of programmes. They brought together the best creative talent in Hong Kong and across Asia, including winners of the DFA Awards 2019, as well as creations by local designers from the Design Incubation Programme and the Fashion Incubation Programme.

Furthermore, as an extension of the Design Exchange Tour organised by HKDC in September 2019, the pavilion featured a "Co-creating Hong Kong: a Design+Exhibition" for 12 Hong Kong designers to share their creative inspirations after the California exchange tour.

設計從來都不是單面的，我們可以從許多不同角度觀賞設計。由香港設計中心呈獻的主題館「設計多面睇」，讓大眾從旗下多姿多彩的項目中，感受設計的力量，當中集結了香港以及亞洲的創意精華，展出包括DFA設計獎2019的得獎作品、設計及時裝創業培育計劃的本地設計師佳作等。

今年，我們更為旗下活動「DX設計交流」設立「Co-creating Hong Kong: a Design+Exhibition」特別展區，由12位於2019年9月遠赴美國加州考察交流的香港設計師，分享旅程中獲得的靈感。



GOOD DESIGN NEW AND OLD 好設計 貪新亦戀舊

Excellent designs not only address the prevailing needs of our society, but can also stand the test of time. PMQ in Central, a creative landmark that houses some of the best designers in the city, organises deTour every year to bring more creativity into our everyday lives. In 2019, under the theme "NEW OLD. OLD NEW", deTour partnered with great design minds at home and abroad to explore how the OLD can be reinterpreted in a NEW context by incorporating values relevant to design today. Through a series of installation exhibitions, workshops, talks and activities, the event encouraged constant exploration and experimentation to drive innovation and trigger original thinking.

優秀設計除了能回應時下社會需求，更能經得起時間考驗，成就不朽。位於中環的元創方，一直是匯集不少本港設計菁英的創意地標，每年更舉行deTour推動設計融入大眾日常。今年就以主題「NEW OLD. OLD NEW」，邀請海內外設計單位，深入探索「舊」概念如何結合當下社會價值，賦予「新」意義，透過一系列裝置展覽、工作坊、講座及活動等，不斷發掘與實驗，力行創新，激活原創思維。



*deTour 2019 originally scheduled on 29 November to 8 December 2019 was cancelled due to prevailing circumstances in Hong Kong. 鑑於香港當時情況，主辦單位宣佈取消原定於2019年11月29日至12月8日舉行的deTour 2019。



RESPECTING ORIGINALITY AND INTELLECTUAL PROPERTY 尊重原創 守護知識產權

A robust intellectual property system is essential for the realisation of more innovative designs in Hong Kong. With a shared commitment to this core value, the HKTDC, the HKSAR Government and HKDC co-organised the 9th annual "Business of IP Asia Forum" on 5 and 6 December 2019 themed "IP: Building an Innovative and Inclusive Future for Businesses". More than 70 key global representatives of relevant organisations were invited to share the latest strategies in intellectual property rights and sustainable corporate development. Industry leaders also explored the market demand for innovative technologies at the "Global Tech Summit", while panel members of the International Exhibition of Inventions of Geneva shared their insights on the commercialisation of inventions at the "Hong Kong Invention Congress".

香港之所以能成就許多創新設計，完善的知識產權制度是不可或缺的基礎。正因重視這份核心價值，香港貿發局、香港政府與香港設計中心聯手舉辦的年度「亞洲知識產權營商論壇」，第九屆主題為「知識產權：為企業建構創新及共融的未來」，於12月5及6日邀請70位各國相關組織要員為嘉賓，分析最新知識產權及企業持續發展的策略。同場的「環球科技峰會」更有多位領袖探討創新科技行業的市場需求；「香港發明論壇」就由日內瓦國際發明展評委會成員，分享發明趨勢及發明商業化。

ENGAGING GLOBAL DESIGNERS TO ENVISION THE INDUSTRY'S FUTURE 連結世界設計人 展望行業前景

Inaugurated in 2005 by the Hong Kong Federation of Design Associations, Global Design Network (GDN) aims to promote design by building a global network of influential design organisations with Hong Kong as the hub of activity. Capitalising on the assembly of top design minds drawn to Business of Design Week each year, GDN organises a GDN Symposium concurrently with the bigger event to look into the future developments of the design industry.

國際設計聯盟 (GDN) 於2005年由香港設計總會成立，目標以香港為樞紐，集結來自全球具影響力的設計組織會員，共同推廣設計。GDN藉著每年「設計營商周」設計菁英齊聚香港的契機，舉辦「國際設計師聯席會議」，展望環球設計業界的發展前沿。



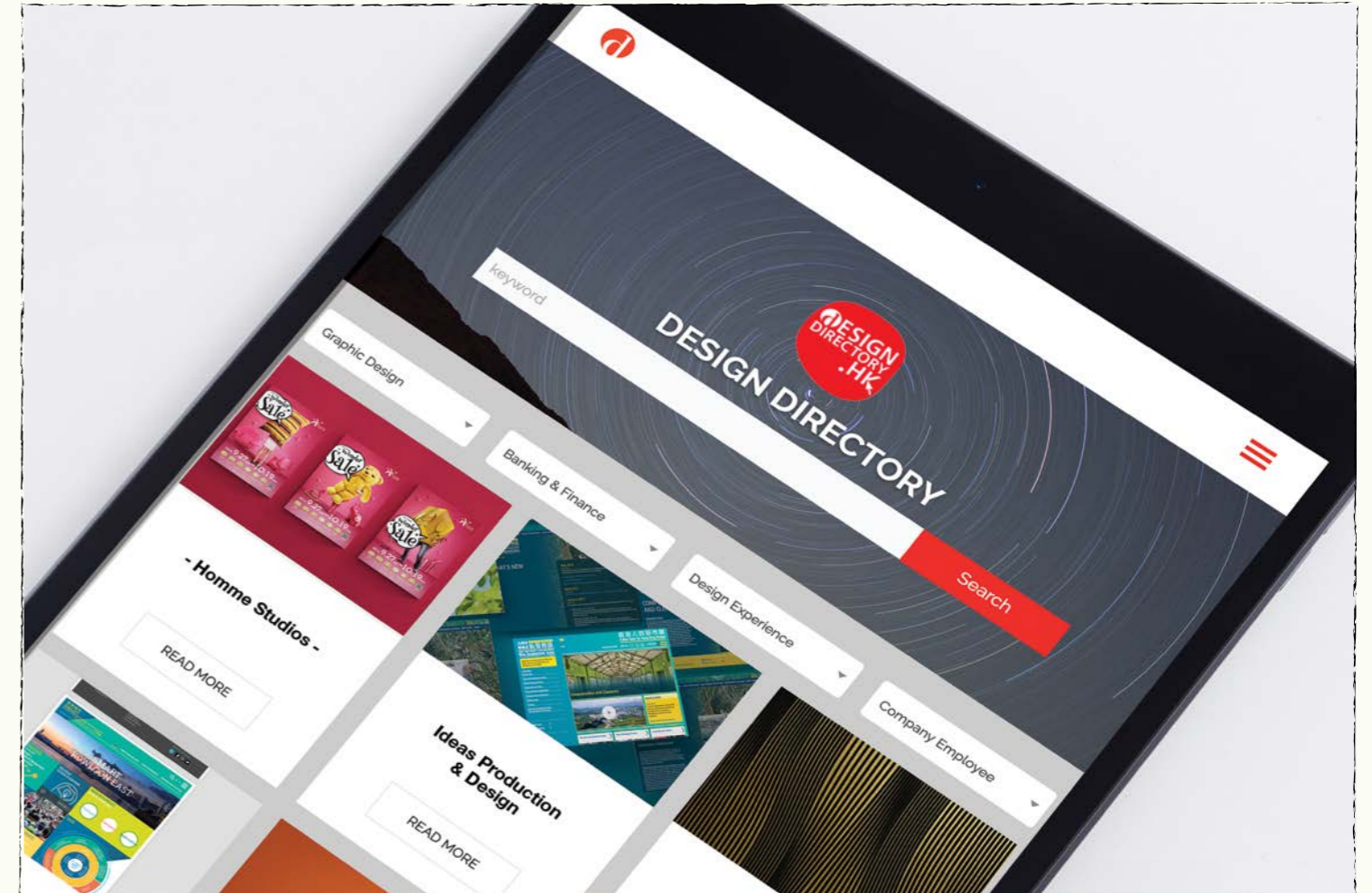
Due to Hong Kong's prevailing circumstances, the organiser announced the cancellation of the GDN Symposium originally scheduled to take place on 7 December 2019.
鑑於香港當時情況，主辦單位宣佈取消原定於2019年12月7日舉辦的「國際設計師聯席會議」。



STANDING ON THE SHOULDERS OF GIANTS TO SEE FAR AND BEYOND 站上巨人肩膀 望得更遠

Museums are home to the very finest of culture and creativity. At the "M+ Matters | Keynote" held by M+, Hong Kong's new museum of visual culture, Director of Tate Maria Balshaw was invited to share her insights on the development strategy and positioning of museums in the face of the rapidly shifting global political and social landscape.

博物館可謂匯聚文化創意的終極殿堂。香港全新視覺文化博物館M+在早前舉行的「M+思考 | 焦點談」中，就邀請了泰特美術館館長Maria Balshaw女士，以其淵博學識及豐富經驗，向大家細述博物館在世界政治及社會環境急速變遷之中，整體發展的策略與定位，分享了獨到的見解。



BRINGING DESIGNERS AND BUSINESSES TOGETHER 尋找知音 連繫伯樂

Great design talents are vital to Hong Kong's thriving creative industries, but having businesses that appreciate the value of design is equally important for building a robust creative ecosystem. Aspiring to connect the two, HKDC provides a Hong Kong Design Directory on its website, a user-friendly platform which helps businesses find Hong Kong-registered design companies from different disciplines with the right portfolio for their needs.

香港的創意產業得以蓬勃發展，才華洋溢的設計人才固然不可或缺，也需要懂得欣賞及發揮設計的價值的企業及商家，形成相輔相成的創意產業生態。香港設計中心期望連繫兩者，透過「香港設計指南」這個方便的免費網上平台，讓從事各種設計專業的香港註冊公司分享履歷，商界人士以至公眾能隨時按他們的需要進行搜尋，從而締造更多商機。



For more information
立即瀏覽





TUNING IN TO "GOOD LIFE GOOD DESIGN"

緊貼大氣電波 細聽「生活就是設計」

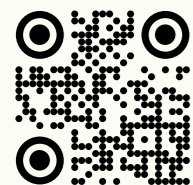
Love to hear a good design story? All you need to do is tune in your radio! HKDC continued its partnership with Metro Radio in the "Doors to the World" programme through its bi-weekly radio segment "Good Life Good Design". On air since 2017, the show featured personal interviews and creative insights from winners of the DFA Hong Kong Young Design Talent Award, Design District Hong Kong partners, and designers from the Design Incubation Programme and Fashion Incubation Programme.

有沒有想過，只要透過大氣電波，就可以安坐家中輕鬆領略設計之道？香港設計中心與新城知訊台節目《世界隨意門》合作，於2017年推出「生活就是設計」環節，每兩星期播出。去年，節目先後邀請DFA香港青年設計才俊獎歷屆得獎者、設計#香港地合作單位、設計創業培育計劃和時裝創業培育計劃的設計師，分享創作的心路歷程，解構設計的獨特價值和魅力。



ON AIR

Listen to "Good Life Good Design"
收聽「生活就是設計」



GOOD BOOKS 開卷有益 閱讀好設計

Whether you are looking for creative inspirations or just keeping an eye on major design-related events in your area, these books and publications by HKDC will enrich your knowledge of design one chapter after another.

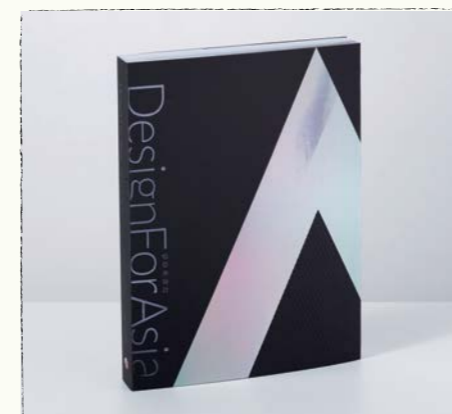
想尋找創意啟迪，緊貼設計界盛事動向，香港設計中心編著的叢書及期刊，就為你打開一頁頁設計新篇章。



HKDC Annual Report 2018-19
《香港設計中心年報 2018-19》

Entitled "Reimagine Design", the annual report's cover features a uniquely rearranged font design composed of geometric elements, prompting readers to rethink the meaning of design. The annual report illustrates to the public and partners the many design promotion initiatives and achievements of HKDC, and sets new milestones for the coming year.

以「設計再想像」為題，本年報封面特別以幾何圖案元素設計出新字體，觸發讀者重新思考何謂設計。年報向公眾及合作伙伴闡示香港設計中心推廣設計和設計思維的項目成果，並展望來年目標。



Design for Asia: DFA Awards 2019
《給亞洲設計 - DFA設計獎2019》

Since 2003, the DFA Awards has been recognising outstanding designs and distinguished individuals through its five design award programmes. This book is a collection of the award-winning works from DFA Awards 2019, celebrating the new face of Asian design in technology innovation, environmental experiences, social issues and humanitarian values from an Asian perspective.

DFA設計獎自2003年起，透過五個設計獎項表揚卓越設計及傑出人物。本書輯錄2019年度的得獎作品，從亞洲觀點，以科技革新、環保體驗、社會議題和人文關懷四個面向，揭示亞洲設計的新面貌。



DMatters

DMatters, HKDC's quarterly e-newsletter, provides an update of design happenings and the latest news from HKDC's programmes. It explores start-up brands of enormous potential and presents award-winning designers and their works, inspiring more appreciation of design among the public.

香港設計中心的電子季刊《DMatters》，介紹設計相關的活動資訊及緊貼行業動態，亦發掘潛力無限的初創品牌及推介得獎設計師和其傑作，由此啟迪公眾的設計思維及傳揚優秀設計。



Placemaking: Reinventing the Past and Future of Urban Fabric
《地方營造 - 重塑社區肌理的過去與未來》

Curated by Prof. Eric Yim, Chairman of HKDC, written by veteran journalist Tinny Cheng and published by Joint Publishing, the book revisits the tales of 13 Hong Kong placemaking heroes who created 'places' from 'spaces' by applying design thinking. Their stories were first told in the "Good Life Good Design" segment in Metro Radio's "Doors to the World" programme. The book launch-cum-Wan Chai guided tour was successfully held on 9 November 2019 at JP Books Wan Chai Store.

由香港設計中心主席嚴志明教授策劃、資深傳媒工作者鄭天儀撰寫、三聯書店出版，本書把新城知訊台《世界隨意門》的「生活就是設計」環節中，13位香港地方營造幕後英雄於城市中妙用設計思維的個案轉化為文字。新書分享會暨灣仔導賞團於2019年11月9日在三聯書店·灣仔文化生活薈順利舉行。

DESIGN RE- DEFINED

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 conducts regular staff training 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提供僱員培訓，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。

Chairman 董事會主席

嚴志明
ERIC YIM



Design Vision 預見設計

Design will be the tectonic force and economic driver that alter our lives in all sectors of the society, from traditional business environments to creative industries in the new economy.

設計將是改變社會各領域的巨大力量，推動傳統商業環境走向新經濟的創意產業。

Idea Insight 靈感追蹤



The Rise of the Creative Class
by Richard Florida

The book offers a radical interpretation of economic development in the 21st century. Creative people are not just referring to artists or designers but redefined as professionals who solve complex problems with creative thinking who are driving innovations, entrepreneurial activities and economic growth. With the global competition for these creative talents, we are seeing a stronger emphasis on the importance of the quality of place. Hong Kong not only has the right physical, social and digital infrastructure, but is inclusive enough for diversity to shine. I can see the future of Hong Kong as a place for the Creative Class.

本書大膽詮釋廿一世紀經濟發展：具創造力的人不僅指藝術家或設計師，而是重新定義為用創意解難及推動創新、商業活動及經濟增長的專業人士。各地求才若渴，地方的生活質素成為吸引創意人才的重要因素。香港不但擁有完善的物質、社會及數碼基建，更可高度包容多元文化，相信未來會成為創意階層聚居之地。

Vice Chairman 董事會副主席

陳德姿
BONNIE CHAN

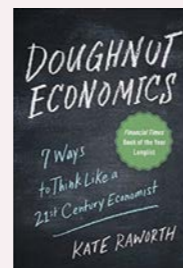


Design Vision 預見設計

The future of design is one where the widest range of stakeholders contribute to co-create solutions for the community, with sustainability in mind and a fully circular feedback loop.

未來設計將由廣泛持份者出發，各施所長，為社區共創兼顧可持續性及完整反饋循環的解決方案。

Idea Insight 靈感追蹤



Doughnut Economics
by Kate Raworth

This work outlines how an economy can be organised to be fully sustainable. I learned about this during the early phase of COVID-19. It has inspired me to rethink and re-imagine what the world could be like if we are given the chance to build our systems with an inclusive and sustainable mindset, to address our current social and ecological challenges.

我在疫情早期接觸這本書，裡面概述了如何組織一個能達致全面可持續性的經濟模式。我不禁重新思考及想像：若我們有機會重新構建我們的社會系統，以具包容性及可持續性的思維，解決當前社會及生態層面的挑戰，世界會有何改變？

Vice Chairman 董事會副主席

盧永強
DAVID LO



Design Vision 預見設計

Design uses creative thinking as its basis and aesthetics as its compass. Not only does it solve problems, but it puts forward questions, forming a two-way construct of civilisation.

設計以創意思考為經，美學管理為緯，不只能解決問題，也可以提出問題，雙向建構文明。

Idea Insight 靈感追蹤



Video conferencing software 視像會議軟件

The global pandemic has changed the world entirely, including our lifestyles, with people spending less time meeting in person and more time than ever meeting virtually. These days, as the design of video conferencing software gains great headway, we can appreciate the first lesson from our design teachers, "To design is to solve problems."

全球疫情改變世界，包括我們的生活模式，人與人的親身接觸少了，大家透過螢幕對話的時間比任何時候都長。這些日子以來，視像會議軟件的设计質素不停改善和提升，真正做到每個設計老師在第一課所說的：「設計是為了解決問題」。

Director 董事

PATRICK BRUCE



Design Vision 預見設計

We must design for impact – social, economic, environmental. Otherwise, as a design profession, we become obsolete. We need to be far more responsible for the real impacts of our work in these areas.

設計應為社會、經濟及環境帶來正面的影響，否則設計這個專業便會過時。我們需要對作品的影響負責。

Idea Insight 靈感追蹤



Chair # 670
by Charles and Ray Eames

Charles and Ray Eames were prolific designers who stated: "we don't do art – we solve problems". Their problem solving spanned a very wide spectrum, from architecture to wooden medical splints, and lots more between. They were not tempted to "specialise" in any particular typology. This Chair # 670 symbolises the extent to which they applied their problem-solving skills, regardless of what we would now think of as separate and narrowly focused design disciplines. They were driven by a desire for design to be a driver of social change. Something we all need to reinvent within ourselves 80 years after they led the way.

「我們不做藝術品，而是解決問題。」Eames夫婦設計作品無數，解決的問題範圍十分廣泛，從建築到木製醫療夾板不等，不願「精專」於特定範疇。這張椅子充分表現了其解難能力，超越了我們單獨而狹窄的設計分類和範疇。他們渴望以設計驅動社會改變，創新精神歷經80年仍值得我們學習。

Director 董事

陳凱欣
HOI-YAN CHAN



Design Vision 預見設計

Anything is possible if you dare to dream. The future of design should no longer just flow with the tide, and society should accept every style. Innovation is our future.

只要敢想，萬事皆有可能。
未來的設計不應再隨波逐流，
社會應接納每一種風格。創新就是未來。

Idea Insight 靈感追蹤



"Fight the Virus" Leaflet 抗疫單張
by my daughter 妹豬

This is a small creation of my daughter, which I believe was inspired by the recent pandemic. Creativity could come from a feeling, an idea or a state of mind. Rather than putting 'design' on a pedestal, we should just go back to basics and express our thoughts on life in different ways. Maybe then we can bring forth a new understanding on life.

這是我女兒的一個小創作，相信靈感來自近月的疫情。其實創作就是一種感受、一個想法、一個心態。我們也許不應該將「設計」放於一個高高在上的位置。我們何不回歸初心，用不同方式記錄生活，或者你對生活從此就有了一個新的了解？

Director 董事

陳一枋
VIVECA CHAN



Design Vision 預見設計

Great design will go beyond value-adding aesthetics, commercial viability, sustainability and improvement of human lives to include a value-driving process.

偉大設計除了集美學、商業可行性、
可持續發展性及改善人類生活之大成，
更蘊含創造價值的過程。

Idea Insight 靈感追蹤



Nike Air Max

When I helped launch the first Nike Air Max in Hong Kong in 1989, we combined advertising conveying the Nike spirit with a clear demonstration of its visible "air" design. Conceptualised by Tinker Harfield, Air Max popularised Nike's ubiquitous Air Cushioning platform. His design is the first to offer a window to the sole, making Air technology visible, and adding style to performance and comfort. Nike Air Max truly connected sports engineering with design culture for the first time and set the stage for 30 years of reinvention and innovations in the industry.

1989年，我協助Nike在港推出Air Max，利用廣告清晰傳達其可見式「空氣」設計，並結合Nike的品牌精神。由Tinker Harfield構思的Air Max，是首個採用可見式設計展示氣墊技術的產品，於性能及舒適度上增添了時尚風格，令Nike氣墊技術大受歡迎。產品首度連繫了體育工程與設計文化，並為其後30年間行業的革新奠定基礎。

Director 董事

張益麟
ALAN CHEUNG

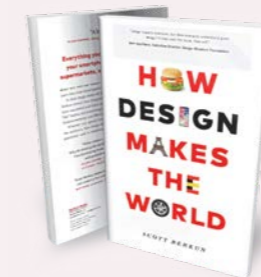


Design Vision 預見設計

The future of design is about going beyond defining and solving today's problems. It would take the users into a more comfortable path which is beyond their expectations.

未來設計將不只定義和解決當今問題，
還能帶領用家踏上更舒適並超乎他們期望的道路。

Idea Insight 靈感追蹤



How Design Makes The World
by Scott Berkun

This book was a wonderful stimulus for me as an innovative entrepreneur as well as an inspiring reminder to always seek continuous improvement in daily life experiences. I highly recommend it for anyone working in any industry who wants to upgrade and transform their business with creativity and innovation.

本書涵蓋設計哲學、原理和方法論，解釋了為什麼「好設計」對每個人都很重要。作為一個创新型企業家，它為我帶來靈感，同時激發我不斷尋求改善日常生活體驗。我強烈推薦此書給所有希望通過創意與創新來進行升級和轉型的朋友。

Director 董事

張本善
BENSON CHEUNG



Design Vision 預見設計

The future of the visual communication design and the overall design disciplines depend very much on the research development of the body of knowledge, ways of practice and its professionalism.

視覺傳意設計及整體設計界的未來將取決於建立知識體系的研究和發展、實踐方式及專業精神。

Idea Insight 靈感追蹤



Design Studies: Theory and Research in Graphic Design
Published by Princeton Architectural Press

The book has enlightened me on a prolonged issue of the Graphic Design (Visual Communication) discipline: representative scholars from the book state that the overemphasis on the importance of aesthetic appearance, styling and visual structure has been a long-standing issue in the graphic design discipline and education. There has been limited discourse about the reasons and functions behind the designs and what objectives they try to achieve.

本書啟發了我思考平面設計（視覺傳意）的深層問題：書中學者指出，平面設計界及教育長久以來的問題是過分強調美學外觀、風格及視覺結構，關於設計背後的原因、功能及設計師想達成的目標的討論亦不足夠。

Director 董事



張啟秀
JANET CHEUNG

Design Vision 預見設計

The realm of fashion is evolving technologically. There is a clear trend in blending the physical world with 3D technology, from virtual collections to limitless creativity. A movement empowered by AI.

時尚領域由AI技術上的不斷發展，糅合現實與3D的技術，從虛擬到無限創意，由人工智能驅動的時尚變革顯然是個大趨勢。

Idea Insight 靈感追蹤



Azzedine Alaïa

During my fashion design career in Paris and London, I was stunned by the perfection of the sculptural couture craftsmanship of legendary Parisian Couturier Azzedine Alaïa (1935 -2017). Once dubbed "the King of Cling", Alaïa was highly revered for his garments that moulded the body into extraordinary proportions. In finding his work as my "kindred spirit", I have persisted in advocating a refined aesthetic sense combined with much emphasis placed on the finesse of cut and proportion, together with attention to details... throughout my design career.

早年我於倫敦開展我的時裝設計生涯時，已對傳奇的巴黎時裝設計師 Azzedine Alaïa 完美如雕塑般的剪裁技術印象深刻，並視他的作品與我的設計理念志同道合，從此驅使我於多年之時裝設計職業中，一直堅持及標榜優質剪裁，配合設計美學的審美意識，以達到最終之精煉設計效果。

Director 董事



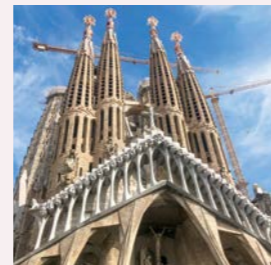
周凱瑜
JOANNE CHOW

Design Vision 預見設計

A basis of understanding is crucial to the imagination and to the evolution of the critical design movement.

基礎知識不但對想像力極為重要，也是重大設計運動發展的關鍵。

Idea Insight 靈感追蹤



Sagrada Familia 聖家堂
by Antoni Gaudi

"Having a special ability to synthesise tradition and the courage to try new technical solutions, Antoni Gaudi created some of the most imaginative architectural forms in history. The architect sees things clearly as a whole before they are done, and situates and connects the elements in their plastic relationship and at the right distance."⁹ I believe that great architects and movements come from that change and from their belief in the change needed.

Gaudi結合傳統及對新技術的追求，創造出不少史上最富創意的建築物，他做事有全盤計劃，把各種元素以適當距離放置，並以塑性關係連結。我相信偉大的建築師及建築運動均來自於這種改變，以及時刻求變的信念。

⁹Source來源: <https://www.widewalls.ch/magazine/antoni-gaudi-work-buildings-architecture>

Director 董事



鍾國斌
FELIX CHUNG

Design Vision 預見設計

Enhancing value with design, creating sustainability with technology... This is the future!

以設計提升價值、以科技創造可持續性.....這就是未來!

Idea Insight 靈感追蹤



Royal College of Art 英國皇家藝術學院

Visiting the Royal College of Art in the early years gave me a deeper understanding of design. Real design is not just about appearance, but should have the ability to solve problems, change the ecosystem and influence the world! In recent years, we have seen the uprise of innovative enterprises that make use of technology, design and the 'sharing economy' concept disrupt our long-established, traditional methodologies. Their success is a testament that functional innovations, with help of digitalisation, can create new value and open new markets.

早年到訪英國皇家藝術學院讓我加深對設計的認知，真正的設計不只靠外觀而應解決問題、改變生態系統、影響世界！近年很多革命性創新企業以「經濟共享」概念，利用科技及設計打破由來已久的傳統應用方法。他們的成功足以證明具功能性的創意，透過數碼化可為使用者帶來新價值及市場。

Director 董事



許夏林
EDDIE HUI

Design Vision 預見設計

Every human being is an artist.

人人都是藝術家。

Idea Insight 靈感追蹤



Joseph Beuys

For Joseph Beuys, one of the greatest conceptual artists from Germany, everything in our life is art and everyone is an artist. He once said, "Every sphere of human activity... can be a work of art as long as it is a conscious act." In practice, exploring new dimensions to excel at what people already know and to incorporate them into our multiple life portraits to realise the art of living is the main theme of Eddie's designs.

Joseph Beuys是德國最偉大的概念藝術家之一，他認為我們的生活空間、工作以至日常對話都是藝術，一切都是藝術，人人都是藝術家，人類每個有意識的行為，都是一件藝術作品。我把他的理念付諸實踐，平日不斷從熟悉的事物探索新角度，並將其融入不同生活層面，透過作品實現生活的藝術。

Director 董事

何宗憲

JOEY HO



Design Vision 預見設計

Extravagant and fancy design are an anachronism; design should make life more pleasurable, safer and more personalised.

奢華和標新立異的設計已不合時宜；設計應使生活變得更加愉悅、可靠、人性化。

Idea Insight 靈感追蹤



Fix you
by Coldplay

Music allows for deep self-healing: this song tells us that the worst situations happen for a reason, to transform our lives for good. Even at our lowest ebb, there is always light at the end of the tunnel, and the best way to fix yourself is to try. Creativity is not a skill to be learned, but a desire for a better life.

音樂讓人進行深入的自我修補：這首歌告訴我們，最糟糕的情況之所以發生，是為了成就我們生命所需的轉化。低潮時我們總會看到一束光的指引，而最好的修復方式就是嘗試。創意不是學回來的技巧，而是對美好生活的渴望。

Director 董事

劉小康

FREEMAN LAU



Design Vision 預見設計

As designers, we should re-examine our responsibility to the environment, and how we can assist humanity in recovering after the pandemic is over.

面對疫情，設計師應思考自身對環境的責任，以及往後如何協助人們重拾正常生活。

Idea Insight 靈感追蹤



《劉小康決定設計》
by Freeman Lau 劉小康

The exhibition catalogue, which took five years to compile, is not only a record of my design journey in the past 40 years, but outlines the Hong Kong's development phases from 'graphic design' to the 'creative industries' from the 1980s to the present.

經過五年醞釀而成的個人展覽目錄，不單記錄了我四十年來的設計歷程，更展現了香港自八十年代至今從「平面設計」到「創意產業」不同階段的發展。

Director 董事

羅榮權

JAMES LAW

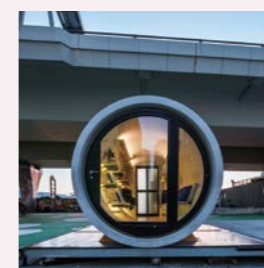


Design Vision 預見設計

The future of design should be a "Design of Purpose" focused on solving the big problems of the world, and alleviating suffering in our flawed world.

設計的未來應以解決世界性問題為重點，減輕及改善目前世界上的缺陷所帶來的痛苦。

Idea Insight 靈感追蹤



OPod Concrete Pipe Housing
OPod 水管屋

Billions of people in the world struggle with housing. The world's economic and political systems have propagated a huge divide between those who can and cannot afford a home to live. Architecture has become more an economic commodity than a solution for housing. The OPod concrete pipe house takes a cheap, readily available component of the concrete water pipe and converts it into a home solution that can provide housing for billions of people.

全球數十億人正為住屋需求掙扎，世界經濟及政治體系在有力與無力負擔房舍的人們之間，造成了一條巨大的鴻溝，建築已變成經濟商品多於解決住屋需求的產物。OPod水管屋採用廉價的現成混凝土水管組件，將其變成可為數十億人口提供住屋需求的解決方案。

Director 董事

李健杓

KUN-PYO LEE



Design Vision 預見設計

Design that enables crowds and links all different stakeholders with empathy, aesthetic sensitivity and multidisciplinary skills.

未來的設計必須能引發共鳴，以同理心、美學敏感度及跨領域技能連繫不同持份者。

Idea Insight 靈感追蹤



The Silent Language
by Edward T. Hall

By Design
by Ralph Caplan

Notes on the Synthesis of Form
by Christopher Alexander

Plans and Situated Actions
by Lucy A. Suchman

Those books changed my existing points of view on design and eventually led to new milestones in my academic career: from conventional design to design methodology, user-centred design, and cultural design.

這些書的研究範圍甚廣，不論從傳統設計到設計方法論、從居家為本設計到文化設計，都改變了我原本對設計的觀點，並引領我的學術生涯，樹下一個個里程碑。

Director 董事

梁志天
STEVENS LUNG



Design Vision 預見設計

Design is people-oriented, combining technology and aesthetics to create a better life that is symbiotic with nature.

設計以人為本，結合科技與美學，創造與自然共生的美好生活。

Idea Insight 靈感追蹤



Villa Savoye
by Le Corbusier

I was greatly inspired by Le Corbusier's use of space and proportion. His 1920 Villa Savoye is forward-looking in its design and efficient in its spatial planning. The design blends architecture with nature, highlighting the beauty of simplicity, purity and tranquillity. It is an icon of modernism that will live on for generations to come.

Le Corbusier在空間及比例上的運用給我極大啟發。他1920年的Villa Savoye內外貫通的設計甚具前瞻性，空間規劃極具效率。設計將大自然與建築相融，呈現簡約、純粹、寧靜之美，是歷久彌新的現代主義建築指標。

Director 董事

李永銓
TOMMY LI

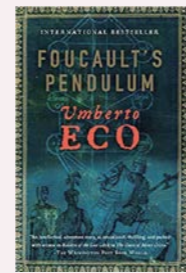


Design Vision 預見設計

Design and the future of human beings are like a mystery novel - you can never know what happens next, and that's why it's important to count on yourself.

設計和人的未來跟推理小說一樣，永遠不會知道下一頁是怎樣，所以最重要是靠自己。

Idea Insight 靈感追蹤



Foucault's Pendulum 《傅科擺》
by Alberto Echo 安伯托·艾可

The novel follows the three protagonists in their quest for the medieval Christian "Templar Conspiracy Theory", linking together a series of historical events as they try to solve the mystery. The writer is a true master of blurring reality with fiction, who constructs a fictitious world based on facts and knowledge that deeply fascinates the reader. It is an extraordinary feast for the imagination.

小說以三位主人翁追尋中世紀基督教的「聖殿騎士陰謀論」為主線，串連歷史大事，並試圖解開謎團。作者擅長遊走於真實與虛構之間的把戲，更以真實知識構建了一個系統，讓虛構得以成為真實，讓讀者就如置身其中，深深著迷，可謂「宇宙級的滿漢全席」。

Director 董事

梁國浩
STEPHEN LIANG



Design Vision 預見設計

In the post-COVID era, design will have to be even more closely connected with other disciplines, including technology, healthcare and environmental protection.

在後疫情時代，設計必須與技術、醫療保健和環境保護等領域更緊密連繫。

Idea Insight 靈感追蹤



Orange and Yellow 1956
by Mark Rothko

I find Mark Rothko's Orange and Yellow 1956 magical. On the one hand, the artist guides the viewer on how to admire it. On the other hand, by creating a seemingly minimalist approach, he allows the viewer to freely interpret the work both on an emotional and abstract level. Emotionally, the vibrant colours instantly evoke feelings of ecstasy, passion and tragedy. On an abstract level, different colours and images seem to emerge, and personal mental connotations occur to the viewer. Inspiration is when this kind of magic happens.

作品十分神奇，藝術家一方面引導觀眾如何欣賞，另一方面以看似極簡主義的手法，容許觀者從情感及抽象層面自由解讀：從情感出發，鮮豔的橙色、黃色喚起狂喜、激情和悲劇感。從抽象角度而言，不同顏色及畫面彷彿浮現眼前，靈感就在這奇妙的瞬間迸發。

Director 董事

勞建青
JOSEPH LO



Design Vision 預見設計

The future of design lies in its integration with nature and technology. This is the next step to a new industrial revolution - for both design and technology.

未來設計在於融合自然與技術，正是設計及科技新工業革命的新一章。

Idea Insight 靈感追蹤



The Quadracci Pavilion 密爾沃基藝術博物館
by Santiago Calatrava

The Quadracci Pavilion is the bird-like structure extending out of the Milwaukee Art Museum, designed by Spanish architect Santiago Calatrava. This iconic structure is a prime example of biomimicry in architecture. Calatrava loves to use curving concrete columns that come together to create the resemblance of a ribcage of animals. He excels in creating sculptural architecture that seems to defy the laws of physics and infuses a sense of motion into still objects.

誇德拉奇館由西班牙建築師Santiago Calatrava設計，是密爾沃基藝術博物館的鳥形延伸建築結構，為仿生學建築的典範：其彎曲的混凝土柱，組成如胸腔般的結構，讓人聯想到動物的形態。這位建築師的創作無視物理定律，把動感注入靜態物件。

Director 董事



VICTOR LO
羅仲榮

Design Vision 預見設計

We need to enliven creativity and embrace empathy for human-centred transformation. Through integrating design into all non-design disciplines, we can STEAM the city with creative leadership and co-shape new possibilities!

我們應善用同理心進行人本創新，激發創意，將設計融入非設計領域，讓創意領導力為城市注入活力，共創新機遇！

Idea Insight 靈感追蹤



PMQ 元創方

Design has been written into PMQ's architecture, business plan and operation from the very beginning. Today, it stands proud as a creative landmark and an integral part of the city's creative ecologies with refreshed narratives, display of designers' creative works and a rich mix of exhibitions and creative programmes for all ages. PMQ well demonstrates that design is not just about the creative concept. It also requires creative vision, business acumen, design and cultural leadership, and both individual and group creativity underpinned by forward-thinking governance. PMQ is also a good case demonstrating public-private partnership.

「設計」早被列入元創方的建築、商業規劃及營運之中。如今，它已成為創意地標及城市創意生態重要的一部份，從創新視野出發，呈獻適合各年齡層的展覽、創意節目及設計師作品，證明設計不只關乎理念，更需具備創意視野、商業觸覺、設計及文化領導能力、個人及團體的創意，還有具前瞻性的管理。元創方亦是公私營合作的成功例子。

Director 董事



VICTOR TSANG
曾昭學

Design Vision 預見設計

Design's roles were when Homo Sapiens designed tools and Bauhausians unified production with art. Design will take on a much bigger role to integrate human needs with technology / innovation for our future.

設計早於古人製造工具、結合生產與藝術時定型，未來將著重於整合人類需求與技術創新。

Idea Insight 靈感追蹤



Creative Confidence Unleashing the Creative Potential within Us All by David M. Kelley and Tom Kelley

The book advocates almost religiously that creativity is in everyone of us. It demystifies creativity by explaining the core meaning of creativity, creative practices and practical tips and tools that when added together, shape the creative process. It breaks the misconception that creativity is reserved for professional designers and artists, and leads the readers to unleash their own creative potentials. With the accumulation of creative confidence, we will be able to relate the contagious mindset to problems in our life or career.

本書如宗教般倡導人人皆有創造力，通過介紹創造力的核心意義、創意實踐，再結合實用技巧與工具，塑造創意過程。本書打破了「創意只屬於設計師和藝術家」的迷思，引導讀者釋放自己的創意潛能。隨著創意信心逐漸累積，我們終可以把這種具感染力的思維，用於生活或工作中解決問題。

Director 董事



KARR YIP
葉小卡

Design Vision 預見設計

Sustainable architecture is a growing trend. People are seeking for more adventure, mystery, self-healing and connection with nature.

可持續發展建築漸成趨勢，人們將更追求探險、秘境、治癒的體驗，與自然連結。

Idea Insight 靈感追蹤



Tree House Hotel 樹屋酒店 by Peter Pichler

Peter Pichler's work encourages us to explore nature, by combining local characteristics and human history to create a balance of function, aesthetics, art and visual impact. Pichler's Tree House Hotel, standing in the mountains of northeastern Italy, is designed to blend in with its surroundings, forging a connection between heaven, earth and man.

Peter Pichler的作品鼓勵人類探索自然，並結合地域特性及人文歷史，將功能、美學、藝術、視覺等融合及達至平衡。其位於意大利東北部山脈的樹屋酒店設計，與附近環境融為一體，建立天地人的關係。

Alternate Director 後補董事



TOM GREY

Design Vision 預見設計

In today's world of digital tools, creativity and concept are still king. Exposure to the physical experience of traditional media and techniques is important, not only intellectually, but also to enrich the library of visual languages one can draw upon.

在現今的數碼世界，創造力和概念仍然無比重要。多接觸傳統媒體及技術，有助豐富我們的視覺語言庫。

Idea Insight 靈感追蹤



The Wayang Kulit Shadow Theatre 哇揚皮影戲劇場

Since my earliest travels to Java I have been captivated by the Wayang Kulit shadow theatre, the ancient art of storytelling accompanied by the musicality of the gamelan orchestra. From one side of the screen you have a visual feast of musicians in batik and brocade textiles, gleaming percussion instruments and a cast of colourful puppets. From the other side, one is transported to the flickering shadows of puppets in ever-changing landscapes of mountains and palaces – creating atmospheric 2D and 3D performances that are philosophical and entertaining.

自從我第一次到爪哇旅遊後，就被「哇揚皮影戲」這種古老的說故事藝術深深吸引。表演伴隨甘美蘭樂隊的獨特音樂，屏幕一邊是身穿蠟染和錦緞紡織品的音樂家、閃閃發光的敲擊樂器和色彩繽紛的木偶，另一邊可看到木偶的身影於不斷變化的山林與宮殿間搖曳，以平面及立體呈現撼動人心的演出。

Alternate Director 後補董事



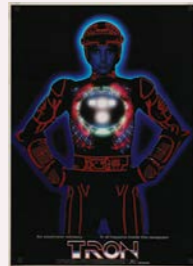
許迅
EDDY HUI

Design Vision 預見設計

The future is full of possibilities, but it can only be sustained if design education is promoted to the community at large.

未來充滿可能，但唯有將設計教育推廣至更闊層面，才可延續希望。

Idea Insight 靈感追蹤



Tron 創戰紀
Directed by Steven Lisberger

The film's world outlook, costume design and props setting, unique colours and typography captivate our imagination by shuttling between the virtual and the real world. It had a huge impact on the development of computer-generated imagery, and inspired many of my creations as well.

在電影中首見的世界觀、服裝設計及道具設定、獨有的色彩及字型運用令人神往，引發當時世人對穿梭於數碼與現實的無限遐想，對電腦特技的發展有深遠影響，亦啟發了自己不少創作。

Alternate Director 後補董事



楊棋彬
KEVIN YEUNG

Design Vision 預見設計

In addition to being practical and aesthetic, future designs must also bring meaning and evoke a feeling of euphoria.

未來的設計，除了要實用和有美感外，還要有意義和幸福的感覺。

Idea Insight 靈感追蹤



Fashion Visionaries 《時裝·視野》
Published by Leisure and Cultural Services Department, HKSAR
香港康樂及文化事務署出版

This book is published in conjunction with the "Fashion Visionaries" Exhibition organised by Hong Kong Fashion Designers Association at Hong Kong Heritage Museum in 2011. In addition to narrating the history of Hong Kong's fashion development in the past few decades, it also introduces a number of renowned local fashion designers, art and image directors, graphic designers, photographers and models. It lets you understand the diversity, achievement and development of Hong Kong's fashion industry.

這本書是配合香港時裝設計師協會2011年舉辦的展覽而出版，除了闡述本地時裝發展史外，更介紹了具代表性的時裝設計師、美術及形象指導、繪圖設計師、攝影師及模特兒等，展現香港時裝界的多元文化、成就及發展。

Alternate Director 後補董事



陳志毅
ANTONY CHAN

Design Vision 預見設計

Design in the future will be inclusive. Design thinking will infuse all aspects of life. Design will be the DNA of all things.

未來設計將具包容性，設計思維將滲透至各行各業，設計將成為萬物基因。

Idea Insight 靈感追蹤



The Poetics of Space
by Gaston Bachelard

I am intrigued by Bachelard's view that there is a dynamic interplay between an active mind and its surroundings. Space is the abode of human consciousness and architects should base their work on the experiences it will engender, rather than on abstract rationales that may or may not affect viewers and users of architecture. *The Poetics of Space* has a deep influence on my design thinking, exploring the more intimate relationship between humans and spaces.

作者認為活躍的思想與其周圍的環境有著動態的關聯關係，這一觀點讓我深感好奇，並開始研讀這本書。作者指出，空間是人類意識的居所，建築師應把創作的重心放在創造體驗，而非那些可能會亦或可能不會對觀者或者使用者產生任何影響的抽象理論。這本書對於我的設計思維有很深遠的影響，讓我更專注於探索人與空間的親密關係。

Alternate Director 後補董事



袁賽芳
JERSEY YUEN

Design Vision 預見設計

As happening right now, design is entering an era of cross-disciplinary creativity and innovations with no boundary in time, geography and business sectors.

目前，設計正在進入不受時間、地域及商業限制的跨領域創意及創新時代。

Idea Insight 靈感追蹤



High Heels 高跟鞋

As a shoe-lover, I have always admired the design of ladies' high heels. The design itself is a creative work of beauty, fashion and craftsmanship. Besides having their qualities, the high heels enrich the elegance, grace, style and personality of the woman wearing them.

作為鞋履愛好者，我十分欣賞女士的高跟鞋設計。高跟鞋的設計本身就是一件展現美感、時尚和精湛工藝的創意作品，穿著時還可以提升女士的典雅風格及個性。

MAKING DESIGN ACCESSIBLE TO ALL

讓設計走進大眾



CreateSmart Initiative Exhibition 創意智優計劃邁向十周年展覽

Staged at One ifc from 14 June to 3 July 2019, the event showcased outstanding designs and designers of initiatives funded by Create Hong Kong, including the DFA Hong Kong Young Design Talent Award, DIP and FIP. The exhibition continued on 6 July to 5 August 2019 at D2 Place, where free creative workshops were offered to the public to make their own designs guided by the designers.

展覽於2019年6月14日至7月3日在國際金融中心一期舉行，展示了創意香港資助項目，包括DFA香港青年設計才俊獎、設計及時裝創業培育計劃設計師的優秀作品。及後展覽於7月6日至8月5日移師至D2 Place繼續舉行，展期內另有免費創意工作坊，由設計師帶領市民創作屬於自己的作品。



Hong Kong Library Festival 2019 香港圖書館節 2019

Themed "Reading · Creativity", the festival promoted the reading culture by providing participants with multi-faceted reading-related experiences. A selection of award-winning publications from the DFA Design for Asia Awards were exhibited so the public could appreciate the ingenious creativity of book designers.

活動以「閱讀·創意」為主題，帶給參加者多重閱讀體驗，藉以推廣閱讀文化。「DFA亞洲最具影響力設計獎—書刊獲獎作品展」便展出多本得獎書刊，讓讀者從書本欣賞設計師的創意巧思。



RTHK's "90+ Logo Design Initiative" 香港電台頻道標誌設計比賽

Radio Television Hong Kong (RTHK) co-organised the event with HKDC in 2019 to bolster its image on its 90th year of broadcasting. Young design talents in Hong Kong were invited to design new logos to unify the identity of its six radio channels. Jason Kwan from DIP emerged the winner with his creations based on "letters" or "Chinese characters" as the key visual element, delivering a refreshing yet coherent style of logos for RTHK's radio channels.

香港電台於2019年邁向90周年，為強化形象，邀請了本地青年設計師為六條頻道設計新標誌，項目由香港設計中心協辦。設計創業培育計劃設計師關子軒最終脫穎而出，他的作品以「字」作為主要視覺元素，既和諧貫穿了六條電台頻道，又令傳統電台耳目一新。



Creating industry synergies to empower design 匯聚業界設計推廣力量

HKDC aims to inspire the public to appreciate the value of design and design thinking. In addition to driving its own programmes and initiatives, HKDC has actively supported partners from the community at large. This year, we acted as supporting organisation of the initiatives by 44 associations and educational institutions, promoting 56 exciting events that generate momentum into building Hong Kong's creative ecology.

香港設計中心希望啟發大眾欣賞設計及設計思維的價值，除了旗下項目，更積極支持各界同伴。本年度我們協助44個協會及教育機構等宣傳56場精彩活動，推動本地創意生態發展。



Fostering local and international connections 加強本地與國際連繫

During the year 2019-2020, HKDC received different delegations from Mainland China, the UK, France and Thailand to facilitate exchange between Hong Kong and its international counterparts, while engaging with trade associations, industry organisations, educational institutions and government agencies at home and abroad. It also entered into a memorandum of understanding with the Creative Economy Agency of Thailand to unlock new opportunities for cooperation for the design and creative industries of the two places.

為促進本地設計業界與國際合作，2019—2020年度我們接待了來自中國內地、英國、法國及泰國等地的考察代表團，與海內外商貿協會、業界組織、教育及政府機構密切交流。我們亦與泰國 Creative Economy Agency簽署諒解備忘錄，為兩地的設計及創意產業開拓新機遇。



Design exchange with different industries 促進各專業界別交流

As a publicly funded design promotion agency, the Board of Directors and management at HKDC are often invited to take part in initiatives hosted by various design organisations, educational institutions and professional associations. They are delighted to share their insights on design and design thinking with people from different community sectors in the capacity of speakers, judges and guests.

香港設計中心董事會及管理層代表一向積極參與設計組織、教育機構及商貿協會舉辦的活動和項目，不時應邀擔任講者及評審，樂於與各界人士就設計及設計思維分享真知灼見。

BRINGING TOGETHER LIKE-MINDED ENTHUSIASTS

集合設計同路人 匯聚創意力量

This membership programme brings together individuals and corporates that appreciate the value of design, to garner support for HKDC's efforts to establish Hong Kong into a centre of design excellence. Members are invited to HKDC's knowledge sharing and networking events, receive priority invitations to partner activities, enjoy exclusive ticket discounts, and get up-to-date news about HKDC.

「香港設計中心之友會員計劃」集結認同設計價值的人士及機構，為會員創造交流專業知識及拓展人脈網絡的機會，共同推動香港成為亞洲設計之都。各會員可優先獲邀參加香港設計中心及其伙伴機構舉辦的活動，享有專屬優惠，並掌握中心最新動向。

Acknowledgement of Corporate Members

鳴謝公司會籍之會員

(Till 31 March 2020, in alphabetical order 截至2020年3月31日，以英文字母排序)



Acknowledgement of Patron Members

鳴謝永久贊助會籍之會員

(Till 31 March 2020, in alphabetical order by surname 截至2020年3月31日，以姓氏英文字母排序)

<p>Mr Fawaz Abid Bakhotmah Architect & Designer Culture-Based Innovation Network</p> <p>Mr Hei Shing Chan 陳耀成先生 Founder, Hei Shing Book Design 耀成製本創辦人</p> <p>Ms Kali Chan 陳嘉莉女士 Vice General Manager and Design Director - Interior, JATO Design International Limited 傑拓設計(國際)有限公司副總經理及 室內設計總監</p> <p>Mr Michael Cheung 張志立先生 Director, Zincere Limited 先時有限公司總裁</p> <p>Ms Agnes Chiu 趙麗文女士 Lee Kum Kee Co Ltd 李錦記(香港)有限公司</p> <p>Mr Alex Chunn Principle, nxus space</p> <p>Prof. Richard Fung 馮立中教授 Chief Executive, Hong Kong Standards and Testing Centre 香港標準及檢定中心總裁</p>	<p>Ms Pansy Ho 何超瓊女士 Group Executive Chairman and Managing Director, Shun Tak Holdings Limited 信德集團有限公司集團行政主席兼董事總經理</p> <p>Mr Jeremy Hocking President, Herman Miller International</p> <p>Ms Kigge Mai Hvid Partner, JA design studio</p> <p>Dr Tai-keung Kan, SBS, BBS 新埭強博士 Founder, KL & K Creative Strategies 新創高創意策略創辦人</p> <p>Dr Kwong Man-hang, Bengle, JP (Aust.) 鄭敬恒博士 President, WKK Technology Ltd. 王氏港建科技有限公司總裁</p> <p>Mr Man-ting, Edmond Lai 黎文定先生 Director, Much Creative Communication Limited 多點創意設計有限公司總監</p> <p>Dr Michael Lam 林寶興博士 CEO, Hong Kong Quality Assurance Agency 香港品質保證局總裁</p> <p>Ms Denise Lau 劉思蔚女士 Chief Executive Officer, COLOURLIVING COLOURLIVING行政總裁</p>	<p>Dr Flora Lau 劉傳婷博士 Founder, Flora Lau Designers Ltd 劉傳婷設計師有限公司創辦人</p> <p>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</p> <p>Mr Tai Yum Lau 劉棟欽先生</p> <p>Dr Edmund Lee 利偉裕博士 Executive Director, Hong Kong Design Centre 香港設計中心行政總裁</p> <p>Dr Harry Lee, SBS, JP 李乃熿博士 Chairman, TAL APPAREL LTD. 聯業製衣有限公司主席</p> <p>Mr Wai-fung Leung 梁偉峰先生 Founder & CEO, Artemis Digital Limited 衍盛數碼有限公司創辦人及行政總裁</p> <p>Dr John S.K. Lo 羅肇強博士</p> <p>Mr Lu Lam, Leslie 盧林先生</p> <p>Mr Ma Yu Hung, Samuel 馬餘雄先生 Managing Director, Luk Ka Paper Industrial Limited 力嘉紙品印刷工業有限公司董事總經理</p>	<p>Mr Ng Man Wai, Danny 吳文偉先生 Director, 4N design 四目建築設計事務所董事</p> <p>Mr Nils Neckel Director, Designlink operated by Design & Distribution Link Limited</p> <p>Mr Benson Pau 鮑潔鈞先生 Founder and CEO, Wings Trading (HK) Co. Limited 飛鷹行(香港)有限公司創辦人及行政總裁</p> <p>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</p> <p>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</p> <p>Mr Ben Wong 黃志奇先生 Director, Sure Profit Holdings Ltd. 利保集團有限公司董事長</p> <p>Mr Danny Wong Executive Director, Wiseman International Digttech Limited 華冕國際數碼技術有限公司執行董事</p>	<p>Mr Peter Wong 黃紹開先生</p> <p>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</p> <p>Prof. Eric Yim, JP 嚴志明教授 Chairman, Hong Kong Design Centre 香港設計中心主席</p> <p>Mr Leon K L Yoong 翁國棟先生 Technronic Product Development Ltd Vice president - Technronic Design</p> <p>Dr Allan Zeman 盛智文博士 Chairman, Lan Kwai Fong Group 蘭桂坊集團主席</p> <p>2B Square</p> <p>4M Industrial Development Limited</p> <p>FringeBacker Limited</p> <p>Play Concept Limited</p> <p>Shantou University 汕頭大學</p> <p>Tandem Design 深圳市易訊天空網絡技術有限公司</p>
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COLLABORATING FOR A GREAT DESIGN VISION BEYOND ASIA

衝出亞洲 共創設計美好願景

Hong Kong Design Centre (HKDC) is part of a global network of design organisations which work together to promote design initiatives at an international level, reinforcing Hong Kong's position as the design capital of Asia and the world.

香港設計中心與全球設計組織攜手，在國際間推廣各個設計項目，以提升香港在亞洲乃至全球的設計之都地位。



GLOBAL DESIGN NETWORK (GDN) 國際設計聯盟 (GDN)

Co-founded by HKDC and the Hong Kong Trade Development Council in 2005, GDN is a major partnership network founded and based in Hong Kong. Under the management of the Hong Kong Federation of Design Associations, the network engages members from leading design organisations and the creative cultural industry to encourage and drive cooperation across nations.

GDN由香港設計中心及香港貿易發展局於2005年共同創立，是一個以香港為中心的大型合作網絡。目前由香港設計總會負責管理工作，聯盟會員來自全球各地的頂尖設計組織及創意文化機構，旨在鼓勵及推動設計界進行跨國交流合作。

WORLD

DESIGN ORGANIZATION

World Design Organization (WDO)®

WDO is an international non-governmental organization that promotes the profession of industrial design and its ability to generate better products, systems, services, and experiences; better business and industry; and a better environment and society. Founded in 1957, WDO has grown to include over 170 member organizations from over 40 nations. WDO has United Nations Special Consultative Status.

WDO成立於1957年，具有聯合國特別諮詢地位，全球已有超過170個成員組織，來自40多個國家。組織以推廣工業設計專業為目標，支持業界在產品、系統、服務及體驗上的創新，藉此促進環境與社會發展。



INTERNATIONAL COUNCIL OF DESIGN (ICoD)

ICoD is an international body for design with a membership of more than 120 design organisations from 53 countries and regions, including state-level professional associations, educational institutions and promotion bodies. Since its inauguration in 1963, ICoD has been connecting independent organisations and stakeholders across different design domains to advocate the value of the design profession as well as design education, research and policies.

ICoD的成員來自53個國家及地區的120多個設計組織，包括國家級專業協會、設計院校及推廣團體。自1963年成立以來，ICoD一直聯繫不同設計領域的獨立組織及持份者，宣揚設計專業、教育、研究及政策的價值。

OUR ACCOUNTS 帳目

Income and Expenditure Statement for the year ended 31 March 2020

截至2020年3月31日止財政年度收支結算表

	NON-GOVERNMENT FUNDING 非政府資助	FUNDING FROM CREATE HONG KONG 創意香港資助	OTHER GOVERNMENT FUNDING 其他政府資助	TOTAL 總計
	HK\$'000 港幣千元	HK\$'000 港幣千元	HK\$'000 港幣千元	HK\$'000 港幣千元
INCOME 收入				
Government Grant 政府資助	-	89,414	19,526	108,940
Project Income 項目收入	1,109	5,170	-	6,279
Sponsorship 贊助	-	3,164	-	3,164
Other Income 其他收入	4	78	4	86
	1,113	97,826	19,530	118,469
EXPENDITURES 支出				
Project Expenses 項目支出	874	55,348	16,060	72,282
Payroll & Related Cost 薪資及相關支出	-	32,862	3,470	36,332
Overhead & Administration 一般營運及行政費用	31	9,616	-	9,647
	905	97,826	19,530	118,261
NET SURPLUS 淨盈餘	208	-	-	208

BOARD OF DIRECTORS MEETING ATTENDANCE

董事會會議出席次數

01.04.2019 – 31.03.2020

MEETING ATTENDANCE / TOTAL NUMBER OF MEETINGS 會議出席次數 / 會議數目	BOARD OF DIRECTORS 董事會	FINANCE AND ADMINISTRATION COMMITTEE 財務及行政委員會	PROGRAMME COMMITTEE 計劃委員會	DEVELOPMENT COMMITTEE 發展委員會	AUDIT COMMITTEE 審核委員會
Eric Yim 嚴志明	5/5	-	4/4	-	-
Bonnie Chan 陳德姿	4/5	4/4	1/4	3/3	-
David Lo 盧永強	4/5	-	-	-	-
Patrick Bruce	4/5	4/4	-	3/3	-
Hoi-Yan Chan 陳凱欣	3/5	-	0/4	-	-
Viveca Chan 陳一枏	3/5	-	2/4	-	1/1
Alan Cheung 張益麟	4/5	3/4	-	1/3	-
Joanne Chow 周凱瑜	4/5	2/4	-	-	-
Felix Chung 鍾國斌	1/5	-	-	0/3	-
Eddie Hui 許夏林	1/5	-	-	2/3	-
James Law 羅發禮	5/5	-	2/4	2/3	-
Kun-Pyo Lee 李健杓	2/5	-	2/4	-	-
Steve Leung 梁志天	1/5	-	-	0/3	-
Tommy Li 李永銓	2/5	-	-	0/3	-
Stephen Liang 梁國浩	4/5	-	2/4	-	-
Joseph Lo 勞建青	2/5	-	-	-	1/1
Victor Lo 羅仲榮	1/5	-	0/4	-	-
Head Of CreateHK 創意香港總監	5/5	4/4	4/4	3/3	1/1
Representative appointed by Hong Kong Federation Of Design Associations 香港設計總會代表	2/5	3/4	0/2	-	-
Representative appointed by Hong Kong Fashion Designers Association 香港時裝設計師協會代表	5/5	-	2/4	-	-
Representative appointed by The Chartered Society Of Designers (Hong Kong) 英國特許設計師協會 (香港) 代表	4/5	-	4/4	-	-
Representative appointed by Hong Kong Designers Association 香港設計師協會代表	3/5	-	-	-	-
Representative appointed by Hong Kong Interior Design Association 香港室內設計師協會代表	1/5	-	-	1/3	-

Remarks 註釋:

Freeman Lau (Representative appointed by Hong Kong Federation of Design Associations) withdrew from the Programme Committee on 10 October 2019.
劉小康 (香港設計總會代表) 於2019年10月10日退出計劃委員會。

Hong Kong Design Centre 香港設計中心

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