

DESIGN REDEFINED

CULTIVATING A NEW
PERSPECTIVE –
MERGING INTO A
WORLD OF DESIGN

Our city as a living embodiment of creativity

DESIGN
REDEFINED

Chairman & Executive Director
explore this year's theme

21 BRANDS TO WATCH
IN 2021

Captivating designs by
up-and-coming local designers

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

Unleashing innovation for business,
education and society

设计
·
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定义

DESIGN

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设计 · 再定义

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

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

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

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

Founding Members
创会成员



香港設計總會
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SOCIETY OF
DESIGNERS
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HKFDA
HONG KONG FASHION
DESIGNERS
ASSOCIATION
● HONG KONG ●



HKIDA
HONG KONG INTERIOR DESIGN ASSOCIATION
● HONG KONG ●

OUR FIVE STRATEGIC WORK DIRECTIONS

我们的五大工作范畴

CONNECT

联系业界

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

CELEBRATE

弘扬人才

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

NURTURE

启蒙创业

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

ADVANCE

突显专业

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

ENGAGE

融入社会

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

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

DESIGN REDEFINED

为设计重新定义

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

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

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

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



ERIC · Prof. Eric Yim, Chairman of HKDC

EDMUND · Dr Edmund Lee, Executive Director of HKDC

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

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

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

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

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

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

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

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



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

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



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

ERIC · 香港设计中心主席严志明教授

EDMUND · 香港设计中心行政总裁利德裕博士

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

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

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

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

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

Q2 · 2019-20年发生了哪些令你们难忘的时刻？

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



BUSINESS OF DESIGN WEEK

设计营商周



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

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

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



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

设计与创意交融，结合商业的生命力，能够为社会及文化创造新价值。

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

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



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

FASHION ASIA HONG KONG

Dressing Up Asia 披上亚洲好时尚

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

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

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

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

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

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



WHAT'S NEXT?

活动预览

VISION 20/21: Finding Clarity in Uncertainty 愿景20/21: 洞悉幻变

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

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

在变化莫测的时代，我们必须具备创意视野，以创造不一样的未来。

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



Learn more
了解更多



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

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

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

Learn more
了解更多



Cultivating A New Perspective – Merging into A World of Design



大众新「设」想

让我们与「设计」零距离

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

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

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

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

BODW CityProg

城区活动



Anchor Site Festivals
主要伙伴场地创意节

Design EduVation
公众社区教育项目

Satellite Events & Offers
卫星活动及优惠

Sowing the Seeds of Design in the Community

“设计”入门三部曲

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

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

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

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



16 Anchor Sites
主要伙伴场地

200+ Activated
Community Partners
活跃社区伙伴

78,000+ Total Participants
参加人数

200+ Total no. of Events
活动



Anchor Site Festivals 主要伙伴场地创意节

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

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

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

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



2

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

2 Designer Rayman Leung shared 2D graphic skill at "Design Lab: Dismantling Dimensions with Rayman Leung", as part of the "Today at Apple" programme at the Apple Store in Causeway Bay. 在铜锣湾Apple Store内Today at Apple环节举行的“艺术设计实验室”，由“设计实验室：与梁伟文创作你的平面世界”，由平面设计师梁伟文讲解自己如何构想2D世界，分享他的设计故事。



3



4



5

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

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

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

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

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

香港设计中心与英国国际贸易部合办的“智能环保公共家具设计展”。

Design EduVation 公众社区教育项目

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

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

如何在生活中应用设计思维？一切可以从大街小巷开始。

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

Satellite Events & Offers 卫星活动及优惠

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

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

创意的魅力在生活中处处可见，承蒙设计公司、创意及社区团体、品牌、学术机构及外国领事馆等不同组织的积极支持，“BODW城区活动”去年带来超过100个卫星活动，包罗万象，汇聚来自五湖四海的朋友，一起享受设计的乐趣：“SWED Talk：设计出可持续发展的未来”讲座集合了一群北欧迷，共同探索瑞典创新哲学；“速写笔下 × 相机镜下的湾仔”由创意艺术团体“速写香港”举办，带领不少文艺爱好者速写湾仔当下景色；“展览：未来行业的围裙”由深水埗联昌皮号主办，展示了一系列新式创意围裙，让人惊觉原来设计可以如此深入生活每一个细节。习惯发掘身边好设计的存在，就像卫星一样覆盖在你我四周，才是城区活动的最终使命。



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

这 是 湾 仔





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

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

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

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

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

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

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

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



What our partners are saying

伙伴有话儿



“ 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.

我希望BODW城区活动2020能够成为一个具前瞻性的例子，让大家知道如何串连不同机构进行地方文化项目，令当地社区得益。



Jevan Chowdhury
Director, Wind & Foster
Wind & Foster 总监



“ The BODW CityProg is a good platform which helps me to match and connect with young people and related institutions for co-creation.
BODW城区活动是一个很好的平台，将我、年青人以及相关机构配对及联系起来一同创作。



Alex Mok
莫少宗
Art Director
电影美术指导



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

BODW城区活动除了能展现香港的创意无限，更是一个将国际设计师以及其他创意团体联系起来、共同创作的绝佳平台。



Richard Parry
Head of Experience Economy and Performing Arts,
Department of International Trade of the UK
英国国际贸易部体验经济及表演艺术部门主管



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

我们很高兴可以与BODW城区活动合作，通过激发想像力及加强与不同单位的联系，共同缔造香港创意生态。



Roger Wu
胡灿森
Chief Curator,
2019 Hong Kong Biennale of Urbanism\Architecture
2019 香港城市 \ 建筑双年展总策展人

Small City Spots with Grand Ideas

营造小城大意义

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.

社区上的地标物星罗棋布，注入创意串连探索，可勾勒出段段动人故事，就如为星空添上想像跟活力。设计#香港地(#ddHK)自2018年起推出，是为期三年的区域深度创意旅游项目，透过社区协作、群体对话和设计参与等模式，希望重新连系人与社区，为寻常公共设施及未被充分利用的公共空间进行设计再想像，与公众一起发掘小城大意义。



#ddSpecial #dd推介
#AniComTram #动漫电车
#AniComTramStop #动漫电车站
#HopOnHopOff #漫漫游

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.

坐上满载经典香港漫画人物的“动漫电车”，从“动漫电车站”出发，穿梭湾仔这个孕育无数港漫经典的创意圣地。由香港设计中心、香港动漫画联合会联手策动，三十多位不同年代的香港漫画家，为香港漫画工业继续倾力绘制传奇。



#ddMotion #dd策动
#VictoriaPark #维多利亚公园
#WalalaPlayspace
#Walala游乐空间

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.

铜锣湾维多利亚公园的中央草坪，矗立了由英国设计师Camille Walala创造的“Walala伦敦大宅”，利用其斑斓奇幻的视觉风格，重新诠释陪伴香港人成长的维园风景。游人也可以通过Hatrick Creative设计的AR增强现实设计装置“心之芳庭”，由人物“维多”、“莉亚”带领，游走于奇幻现实的平行空间。



#ddPlace #dd点子
#WanChai #湾仔
#WallMural #壁画艺术

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.

仔细留意香港的街头景物，你会发现不同风格融和共生。集结不同文化创意单位的#dd点子，就在公共空间注入创意灵魂，把不同设计范畴的作品，融入社区景貌，为小城市布满点点创意。



#ddTour #dd导赏团
#ddCityMania #dd城市漫热
#ExploreHK #发掘香港
#HKTravel #香港深度游

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.

一座充满创作生命力的城市，自有无限种周游探索的方法。透过导赏或自由探索，从街头巷尾走出一场场可堪细味的旅程。既可重游湾仔的变迁轨迹，亦可亲身走访社区设计艺术热点，发掘游历城市的更多方法。



#dd推介
#动漫电车
#动漫电车站
#漫漫游

#ddspecial
#AniComTram
#AniComTramStop
#HopOnHopOff

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

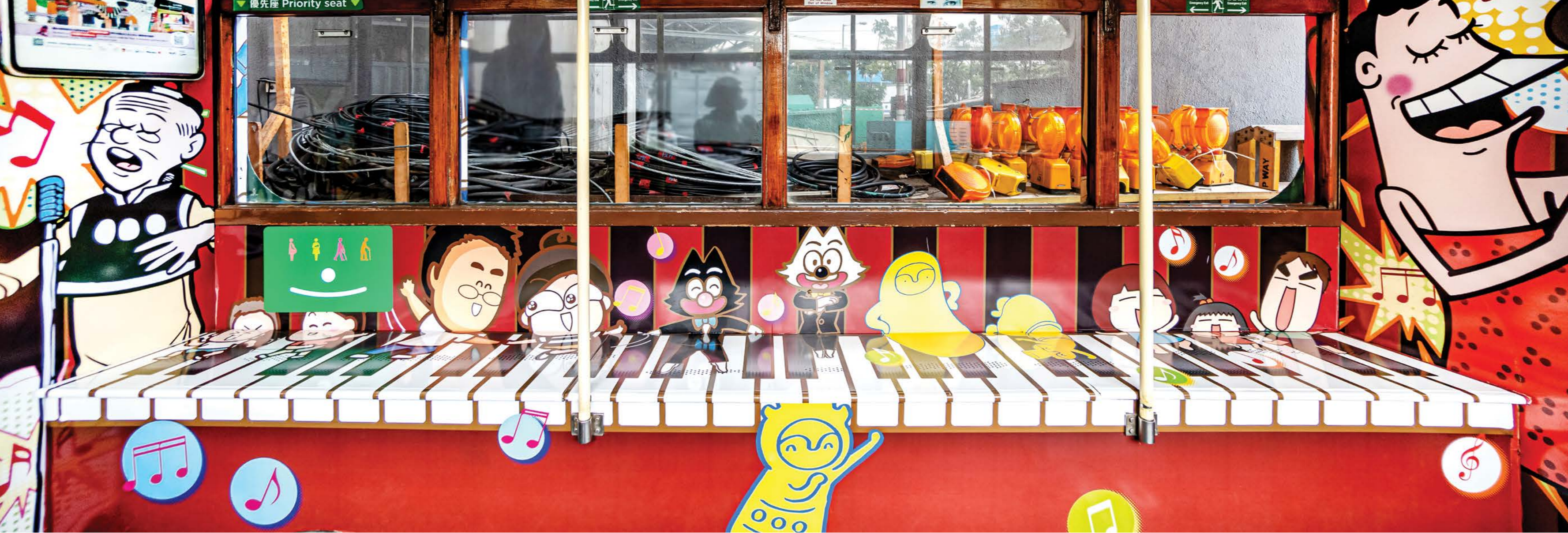
乘上电车 追寻湾仔漫画轨迹

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.

电车“叮叮”响声今昔不变，而利东街的前传，原来蕴藏无数奇情跌宕的漫画故事。

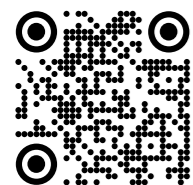
#ddHK 联同香港动漫画联合会策划的“#dd推介-漫漫游”，由三十多位参与过香港动漫海乐园项目的本地漫画家，重绘昔日香港漫画在此街此地的墨印足迹。



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.

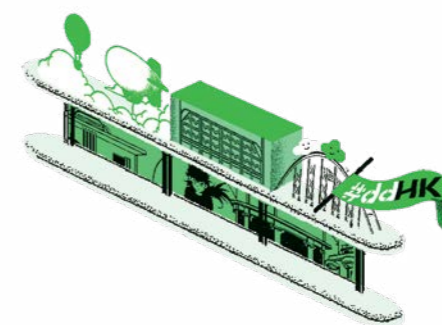
Visitors discovered a colourful urban playground at the two "Ani-Com Tram Stops", which featured more than 30 comic characters by local artists to pay tribute to a community that has nurtured a generation of classic creations. The comics legend of Wan Chai will continue to live on for generations to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

Hop on now
一齐漫游



两辆满载无数经典漫画角色的“动漫电车”化身成为游乐场般的“观光小电车”，沿着城市的脉络而行，穿梭诞生过无数伟大漫画的湾仔街角，让你跟老夫子、哨牙珍等书中好友同坐同游，乍见往日漫画工作室与印刷厂林立的利东街，重回七、八十年代本土漫画黄金时代的轨迹。

两个“动漫车站”由漫画家绘制注入三十多个动漫角色同场，共邀游人参与闹市中的游乐场，彼时此地，向孕育过一代经典创意的社区由衷致敬。永远精彩的湾仔故事，无论何时也是“正在连载中”。

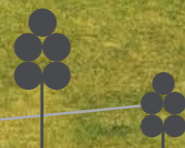


#WalalaPlayspace #VictoriaPark #ddMotion

#dd策动
#维多利亚公园
#Walala游乐空间



Gloucester Road





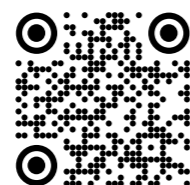
Strolling into a fantasyland in Victoria Park

漫步维园遇上奇幻乐园

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.

维园与Walala的幻境，划破界限同步接通。来自英国伦敦的设计鬼才Camille Walala，将她的艺术宇宙，于维多利亚公园尽情发放。高达13米的“Walala伦敦大宅”吹气装置，屹然座立于香港人熟悉的中央草坪，公园一隅的喷水池，以曼菲斯设计风格重新演绎，把维园重构成超现实游乐场。Walala的美学奇想，在她绝妙的色彩搭配和几何波点的幻变冲击，更是将此时此地，重新涂画成超越想像，趣味无穷的全新空间。

Set-up Timelapse of Walala Mansion
Walala伦敦大宅的制作延时拍摄



Follow us to Walala Playspace
跟着我们走进Walala游乐空间



#HeartyRendezvous #心之芳庭 #AR #扩增实境



A Hearty Rendezvous with "Victor" and "Ria"

游走心之芳庭“维多”跟“莉亚”双生相连

"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, Hattrick Creative, the adorable duo personified some interesting aspects of Eastern and Western cultures through their candid dialogue.

Meet Victor & Ria
遇见维多与莉亚



由“维多”跟“莉亚”两个虚拟人物借代英国与香港，经二维码一扫接通，从“心之芳庭”设计装置呈现的AR增强现实，接连虚拟空间，率领参观者畅游维园，探索萤幕彼端缤纷斑斓的平行时空，他们更在铜锣湾各处的指示牌，透过AR登场活现。本地创意团队Hattrick Creative创造这俩小角色，由他跟她的对谈道尽东西两端的生活文化。

#ddHKTravel

Explore HK

Wai Mura

Popplace

#dd点子
#墙画艺术
#发掘香港
#香港深度游



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，是城市的肌理脉络，更是认识社区、寻访故事的旅程.....#ddHK策动地方营造，将地标景物升华成处处新创意，并组织各式路线，跟大家穿梭横街窄巷，探索社区新角度。

你可顺着自己步调“自助游”，或者细听导赏员娓娓道来。转街过巷总有新发现：导赏团“#dd城市漫热”引领你探寻铜锣湾创意地标，遍历“Walala游乐空间”与“动漫车站”等，欣赏街头艺术，感受流行文化的城市变奏；再从自助游路线“走过新旧湾仔”或“Pop!灵感在转角”步入社区故事，一路走来。

Guided Tour 导赏团路线 (Jan-Feb 2020)

#ddCityMania #dd城市漫热

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.

昼夜不息的湾仔除了是香港岛的商业核心区外，东面的铜锣湾地区更汇聚不少时尚潮流热点，使该区成为引领香港流行文化热潮的火车头。

"#dd城市漫热"带领大家细味社区内不同时期的风潮，例如60年代的流行音乐、70年代盛行的习俗、80/90年代铜锣湾蜕变的城市轨迹，由不同角度让你见证铜锣湾的百变形象。

Start!

- 1 Canal Road Flyover
坚拿道天桥(鹅颈桥)
- 2 Ani-Com Tram Stop@
Foo Ming Street Tram Stop (105)
动漫车站@富明街车站 (105)
8.1.2020 - 3.2.2020
- 3 Lee Theatre Plaza
利舞台广场
- 4 Jardine's Crescent
渣甸坊
- 5 Ani-Com Tram Stop@
Paterson Street Tram Stop (48W)
动漫车站@百德新街车站 (48W)
8.1.2020 - 3.2.2020
- 6 St. Mary's Church
圣马利亚堂



7

#ddPaintHKWALLS@
Tai Hang Residents' Welfare Association
#画多ddHKWALLS@大坑坊众福利会
From now until 即日至 2.2021

8

#ddPaintHKWALLS@
Shelter Street Footbridge
#画多ddHKWALLS@信德街天桥



9

Hearty Rendezvous@
Water Fountain Plaza, Victoria Park
心之芳庭@维多利亚公园喷水池广场
8.1.2020 - 3.3.2020

10

#ddPaintHKWALLS@
Tai Fat Hau Footbridge
#画多ddHKWALLS@大佛口行人天桥



#TheNewOldWanChai

#走过新旧湾仔

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

以香港1840年代海岸线作起点
从南至北的周边建筑变化感受城市变迁的轨迹

Start!

- 1 **Blue House**
蓝屋
- 2 **#ddSharing@**
Entrance of Stone Nullah Lane (Pavement)
#讲多dd@石水渠街街口(地面)
From now until 即日起至 2.2021
- 3 **Old Wan Chai Market**
旧湾仔街市
- 4 **Old Wan Chai Post Office**
旧湾仔邮政局
- 5 **Hopewell Centre**
合和中心
- 6 **#ddSharing@**
Entrance of Lee Tung Avenue (Pavement)
#讲多dd@利东街街口(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".

踏入利东街前, 典当行老招牌、昔日黑白街道牌等经典旧设计映入眼帘, 细心漫游, 有可能还可以感受到日日翻帖街的丝丝温馨。



- 7 **Lee Tung Avenue**
利东街
- 8 **Woo Cheong Pawn Shop (The Pawn)**
和昌大押
- 9 **#ddDoodles@**
Kong Wan Fire Station
#写多dd@港湾消防局
From now until 即日起至 2.2021



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

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.

设计师将千种沉思化作几何方块的奇幻拼合, 为大佛口行人天桥下的"THE WALL OF A 1000 THOUGHTS", 与周边建筑共鸣共生, 贯穿湾仔区的过去与现在, 为路线画上句号。



#POP!GetInspiredAtEveryTurn

#POP!灵感在转角

Experience different culture at every turn by various wall murals and design check points
汇聚中西文化特色的墙画和艺文集中地为主旋律
细味每个转角带来的灵感

Start!

- 1 **#ddPaintHKWALLS@**
Tung Wah Centenary Square Garden
#画多ddHKWALLS@东华百周年纪念广场花园
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.

由为《变形金刚》、《钢铁侠》、《星际迷航》担任绘景师的概念艺术家Jaba执笔, 在东华百周年纪念广场花园的墙壁上, 将你习以为常的会展、小轮、电车赋予未来异想, 展开这段灵感旅程。

- 2 **#ddPaintHKWALLS@**
Tang Shiu Kin Victoria Government Secondary School
#画多ddHKWALLS@邓肇坚维多利亚官立中学

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透过墙画无限延展的螺旋构图表达人生是不停重复奔跑的感悟, 游人更可利用GIF-ITI应用程序, 发现墙画蕴藏的动态延伸。



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

- 4 **7 Mallory Street**
茂萝街7号



- 5 **#ddDoodles@**
Kong Wan Fire Station
#写多dd@港湾消防局
From now until 即日起至 2.2021

- 6 **#ddSharing@Front entrance of**
Hong Kong Arts Centre (Pavement)
#讲多dd@香港艺术中心正门(地面)
From now until 即日起至 2.2021

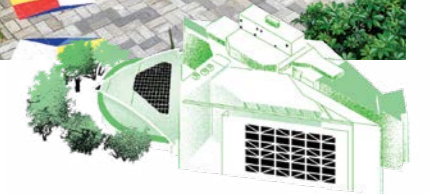
Designer Maggie Wong's pavement painting of colourful geometric shapes lies in perfect harmony with the architectural beauty of the Hong Kong Arts Centre as a powerhouse of creativity.

色彩斑斓的抽象几何图案, 置于香港艺术中心正门地面, 设计师黄敏靖的作品正好呼应此座建筑的美感, 与这个承载无数创作的场所互相感染共生。



- 7 **Lockhart Road**
骆克道

- 8 **Foo Tak Building**
富德楼



Broadening Design Horizons

拉阔设计视野

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:

尽管现代化及西方化的影响席卷全球，亚洲的工艺、设计和美学在我们的日常生活中以至生活品质而言，依然扮演着无可取代的角色，更是培养香港创意文化的重要基石。

香港设计中心第一个面向公众的平台“设计光谱”设置于湾仔二级历史建筑茂萝街7号，由创意香港赞助，市区重建局作为项目伙伴，从2019年起通过全年展览、交流和各项推广活动，以亚洲设计哲理细说设计与生活的紧密关系，把设计文化逐渐带进社区。本年度举办了四大主题展览，由拥有丰富国际展览策划经验的跨领域设计工作者周婉美(Amy Chow)担任策展人，反应热烈。以下是五个项目的亮点：

7 Mallory Street

茂萝街7号



Opening Ceremony

开幕典礼

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，设计光谱正式揭幕，多名主礼嘉宾出席典礼，包括署理商务及经济发展局局长陈百里博士，JP、市区重建局执行董事吕守信先生，以及香港设计中心主席严志明教授，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.

本地著名建筑师林伟而为设计光谱量身打造了一个大型开幕庆祝花牌，这个委约作品的特色是呈现花牌背面的竹制支架，以竹的结构展现坚韧、灵活及多变的特点同时，也借此诚邀大众发掘和欣赏传统华南竹棚扎作的精湛工艺。



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.

香草亭集合耕地及休憩处于一身，是配合“肆乐一草人木”展览设计的现代亭园，木结构的设计灵感来自中式凉亭，简约舒适，让公众在城市中重新感受自身与大自然的连结。



"Beginning from a simple bowl of tea" Experience Workshop

“一碗茶”体验坊

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.

“肆乐一草人木”展览中，联合策展人李志荣和他的团队打造了一个充满禅意的品茶空间，在茶艺师 Katherine Yu和心月茶事的团队带领下，让参加者重新打开内在感官，切身感受茶禅。



Designer Showcase by Local Design Power!

设计展示廊

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.

香港年青设计师的作品同样精彩，展示廊精选了六个本土优秀品牌的代表作展出：ZOEE、Novel Fineries、FURNITURY、MODEMENT、BeCandle及AOGP。为了推广本地设计，展柜更设有二维码作为浏览品牌网站及网购之用。

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".

第一场展览以“物料创新”为题，展示接近一百件得奖设计作品，探索亚洲设计如何灵活运用竹、木及纸三种传统物料，同时打破色彩、风格等限制。焦点作品是为设计光谱揭幕打造的大型花牌艺术装置。重点活动包括“晒日子设计工作坊”、“设计师分享会：壹物—现代设计力”及“IDK设计思维工作坊：壹物佰川”等，以互动形式让参观者探讨主题。

壹物

现代设计力



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*.

展览围绕“工艺”，搜罗亚洲13个设计单位、30个设计项目，展出了超过70件作品，汇集著名国际品牌以至本地匠艺的心血结晶，探讨设计与工艺的微妙关系。从服饰、家品到餐具，展品尽显当代设计风格与传统地道工艺相得益彰。其他活动包括手造工艺工作坊及纪录片《双缝》放映会等。

叁活

设计工艺式



贰页

看好设计

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.

展览以“书籍”作为主题，展出接近80本亚洲特色书籍。参观者可以亲手翻阅书本，了解设计师如何运用颜色、字体设计、排版格式等设计语言，一窥做书过程中所彰显的想像力和艺术感。焦点展品有《街坊老店II—金漆招牌》、《香港北魏真书》，以及策展人北上南京，与多位来自出版、教育及书籍设计界别人士的访谈剪辑录像等。公众人士也可以参与多项赏析活动，如本地书籍设计师分享会、“做好自己Zine!”工作坊等。

肆乐

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".

这个展览以“茶”作为轴心，精选了20个亚洲设计单位创作的茶具、茶叶包装到茶室等45个项目，从历史、设计、人文、自然等角度出发，多方面展示人与茶在生活中紧密的关系。周边活动包括手捏白泥茶杯工作坊，以及在“流动茶档”提供泡茶体验的赏茶工作坊，让参加者从不同感官体会茶的魅力。香草种植工作坊在同期设置的委约作品“香草亭”举办，让公众体验耕种的乐趣。

Thoughts about Design Spectrum 设计光谱回忆絮语



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.

场地本来就是闹市中的一座历史建筑物，对游客有一定吸引力。我相信推广设计文化是改善生活的有效桥梁，因为设计与生活息息相关。未来我希望能邀请外国跟香港的设计师来一个主题性设计活动，透过双方合作甚至比赛，为各自的文化带出新的火花。

Mike Mak
Participating designer in Design Showcase
设计展示廊参展人



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.

我参加的是关于书籍设计的“贰页—看好设计”展览，其实香港专注书籍设计的展览很少，所以我非常欣赏策展人举办这个展览，让很少接触书籍设计的人，有机会接触高素质的书籍设计。我跟其他书籍设计师也进行了对谈演讲，相信经设计师亲身解说后，观众会更容易明白与吸收设计的养份。

Chan Hei Shing
Participating designer in "Open Page: The Art of the Creative Process"
“贰页—看好设计”参展设计师



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.

通过工作坊，希望能够接触到附近社区的邻里，事实上也真有不少居民前来观看展览、甚至参加工作坊。设计光谱的展览主题十分多元化，能够吸引不同界别的观众。希望将来能与设计光谱进行有关陶艺产品的合作。

TOKI NASHIKI 梨木制陶所
Participating design company in the "In Harmony: The Way of Tea" exhibition and instructor of the "White Clay Tea Cups Pinching" workshop
“肆乐—草人木”参展单位及“手捏白泥茶杯”工作坊导师



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.

这次活动规划的过程让我有机会跟琉璃艺术家、书法家、空间设计师、平面设计师来做一点试验，效果超出了所想。不管在美学方面，整个场景到茶会过程，最欣喜是大家能够理解和感受，能够有效传递一个讯息—把茶回归本源，人能回归自心。

Katherine Yu
Instructor of the "Discover the World of Oolong Tea" and "Beginning from a Simple Bowl of Tea" workshops
“探索乌龙茶工作坊”及“一碗茶”体验坊导师



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.

设计光谱的举办地点是历史建筑，我们认为这非常独特，对于参观的游客来说也相当不错。希望该处可以设立一些永久性展区，可以的话多邀请学生甚至儿童来参观，给他们介绍创意设计。

Julie & Jesse
Participating designers in "Refined Touch: Crossover Between Design & Craft"
“叁活—设计工艺式”参展设计师



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.

设计光谱最独特之处在于四个展览、四个主题，互相紧扣又各自精彩。我指导的工作坊是设计光谱展览的延伸活动，希望可以将参加者从静态观赏设计，变成能自主参与创作、讨论和感受设计。

Benny Au
Participating designer in "Open Page: The Art of the Creative Process" and instructor of the "Make Your Own Zine!" workshop
“贰页—看好设计”参展设计师及“做好自己Zine!”工作坊导师



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.

设计光谱最特别的地方，在于带有一种特别的体感温度、真实的生活感，而活动也深入浅出，让参加者容易沉浸在作品里，而且都能获得丰富的感官体验和实操经验。

Richard Wang
Participating designer in "Material Modernity: Incredible Bamboo, Paper & Wood" and instructor of the "Sun Tanning Design Workshop"
“壹物—现代设计力”参展设计师及“晒日子工作坊”导师



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.

参加工作坊的最大收获，就是在工作坊中所学的都能运用在生活中，同时让小朋友多认识种植，期望将来设计光谱的活动可以涵盖更多范畴，例如儿童设计思维、生活设计、老人设计的展览及亲子工作坊。

Psyche
Participant in the "Herb Propagation Workshop"
“香草亲子工作坊”参加者



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.

在工作坊里，让我最开心的是自己的创意及喜好能在活动过程中展现，而工作坊所在的茂萝街7号保留了唐楼的建筑特色，但又带有现代化元素，再加上设计光谱的进驻，让茂萝街添上一份艺术气息。

Ada
Participant in the "Design Lifestyle" workshop
“设计·湾仔味”工作坊参加者



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.

我认为工作坊的内容十分丰富和具启发性，导师的分享让我对创作有更深的体会，并透过不同触感的纸张表达了我的故事和想法。

Regina
Participant in the "Make Your Own Zine!" workshop
“做好自己Zine!”工作坊参加者

"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.

“光谱”在物理上的定义是不同波长顺次排列而成的一种图案。设计光谱项目内容丰富，从设计展览的选题到多元化的赏析活动，全都跟参加者一起交织出多姿多彩的“光谱”。冀盼设计光谱的诞生，让社区的创意气氛日渐浓厚，把优秀设计的力量传遍大街小巷。

BOUNDLESS VISION ENDLESS DESIGNABILITY

视野无边 设计无限



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.

好设计是一双清澈的眼睛，让我们看到世界种种表象之下更深远、更重要的议题。

香港设计中心从2003年起设立DFA设计奖，创立“DFA亚洲设计终身成就奖”、“DFA设计领袖奖”、“DFA世界杰出华人设计师”、“DFA亚洲最具影响力设计奖”及“DFA香港青年设计才俊奖”五大奖项，表扬的不只是作品是否“好看”，而是设计师让我们从作品中“看”到了什么、“看”得多深、“看”得多远——这才是设计师应该有的视野，也是优秀设计能带给我们的广阔眼界。

透过南丰纱厂，我们看到了老香港工业的传承；透过“光之隧道”，我们看到了社区保育的曙光；透过投影观星仪，我们看到了人类对宇宙最原始、最深层的渴望……接下来，我们将从DFA设计奖众多得奖作品及得奖者作品中，发掘出更多包罗万象的人文议题，感受菁英们将“人文关怀”贯彻始终的设计精神，并从“设计”看见我们与世界人、事、物的深层关系。

DFA LIFETIME ACHIEVEMENT AWARD 2019

DFA 亚洲设计终身成就奖 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世纪后期最具标志性的时装设计师之一。她在日本庆应义塾大学修读艺术和文学，然后在一家纺织厂以自由造型师进入服装界。为人低调的川久保玲，创立的品牌Comme des Garçons却蜚声国际。

1975年在东京开设首家专卖店，到80年代末，CDG在全球已开设超过300家店铺。其后品牌不断成长：1981年在巴黎时装周举行首次时装发布会、成立副线例如“Shirt”及“Play”等系列、2004年成立云集不同国际时装品牌的Dover Street Market。她将时装、艺术、市场及流行元素成功糅合在一起，被公认为时装设计师及艺术家，显示她的设计能够贯穿时尚与艺术之间。

Comme des Garçons spring/summer 2019



DFA DESIGN LEADERSHIP AWARD 2019

DFA 设计领袖奖 2019

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



teamLab

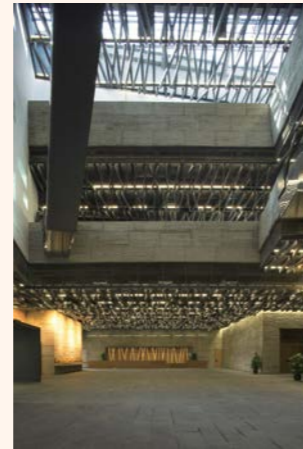


International art collective teamLab was founded in Tokyo in 2001. The group leverages the diverse expertise of its members - artists, programmers, engineers, CG animators, mathematicians and architects - to find synergy in the worlds of art, science, design and nature, using digital technology to create 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.

国际艺术团体teamLab于2001年在东京成立，由一众艺术家、程式编写员、工程师、电脑动画师、数学家和建筑师组成，取各家之长，力求把艺术、科学、设计及自然世界融合，以数码技术让艺术跃现于现实中。多年来teamLab在纽约、伦敦、巴黎、新加坡、矽谷、北京、台北及墨尔本等地举行展览，大受欢迎。自2018年起，位于东京、上海及澳门的常设馆相继开幕。teamLab已成为光影艺术的先驱，展览的地方甚至成为热门景点。

DFA WORLD'S OUTSTANDING CHINESE DESIGNER 2019

DFA 世界杰出华人设计师 2019



Ningbo History Museum
China (2008)
宁波博物馆
中国 (2008)

WANG SHU

王澍

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.

王澍为中国当代建筑师，专注从事旧楼改造，以及环境与建筑关系的研究，并从中获取宝贵的经验，1997年与妻子共同成立“业余建筑工作室”，强调自发性与实验性，致力研究重塑中国建筑成为一种当代语言。工作室作品有宁波历史博物馆、中国美术学院象山校区、文村村居改造计划及富阳文化综合体。王澍别树一帜的哲学让他在2012年获得普立兹克建筑奖。他曾被邀请到哈佛大学、麻省理工学院及同济大学作为客座教授，是国际知名的华裔设计师。



Fuyang Cultural Complex (2018)
富阳文化综合体 (2018)

DFA DESIGN FOR ASIA AWARDS 2019

DFA 亚洲最具影响力设计奖 2019

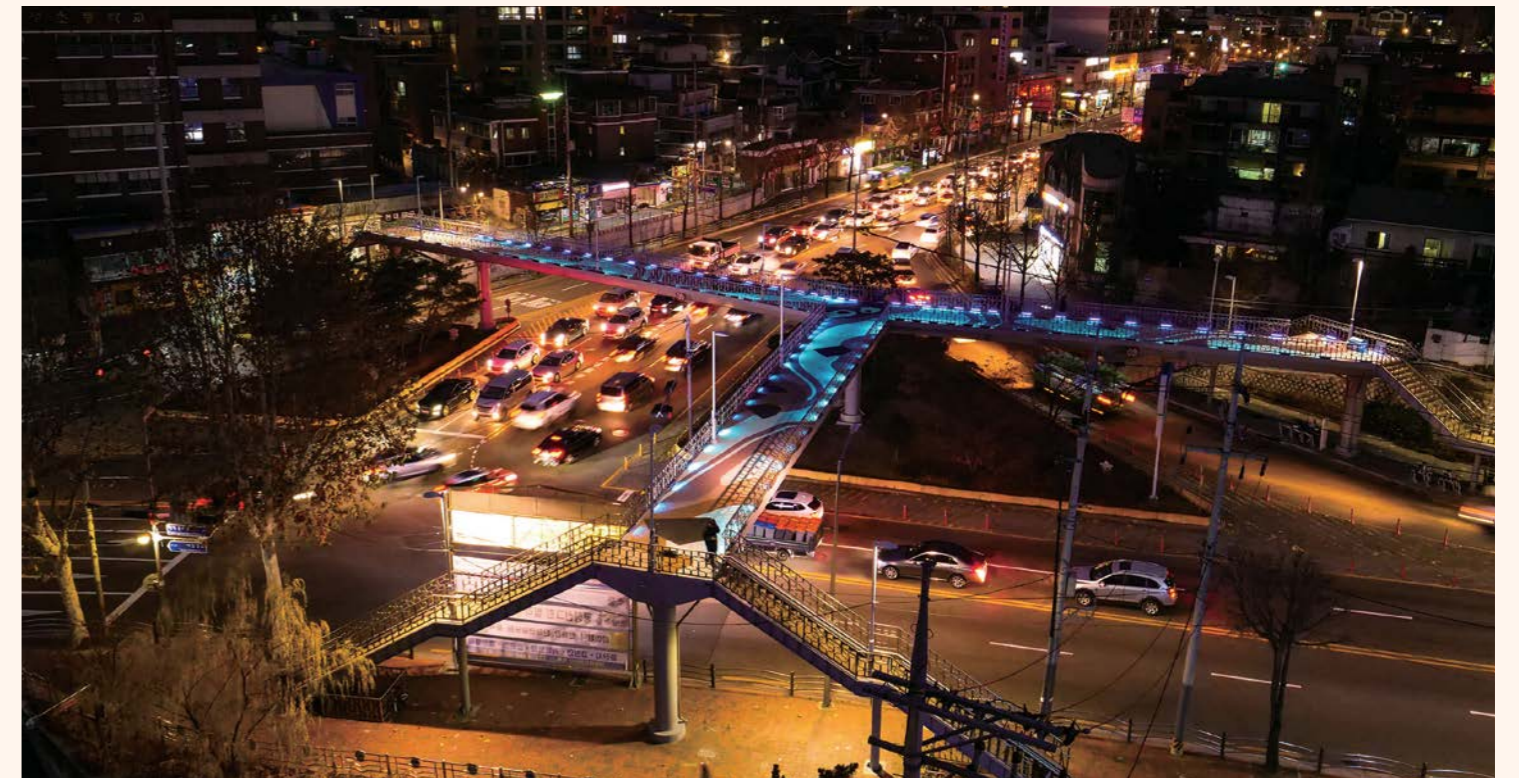
Celebrating the Role of Asian Design for Shaping Our Future 弘扬亚洲设计 成就创意未来

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.

真正的优秀设计从来不会只停留在视觉上的美观，因为凭着细节才能打动人心。本年度DFA亚洲最具影响力设计奖继续表扬亚洲的优秀设计项目：从行人天桥到山林深居、从银发族服饰到观星仪.....都是从人们切身需求出发而设计出来的匠心结晶。一众得奖作品充分体现出亚洲独特美学及人文关怀，彰显设计在社会及经济日益重要的地位。

Grand Award

大奖



JAHADAM Project South Korea 南韩

Seoul Metropolitan Government,
THE allim
South Korea 南韩

The three-way pedestrian overpass at Shinyoung-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.

首尔新营洞三向行人天桥项目的特别之处，在于成功为公共设施加入艺术建筑元素，更能反映出当地的文化与历史背景。设计结合了邻近学校92名学生的想像、以及来自周边环境的启发，体现了城市及自然共生的概念。



Mountain House in Mist 拾云山房

Mainland China 中国内地

Shulin Architectural Design

耐林建筑事务所

Mainland China 中国内地

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.

拾云山房位于浙江省武夷县的古老山林之中，建筑物群沿着山脉散布，入口位置更是一片百年丛林。项目不单止保存了古老民居的特色，同时创造了一个宁静的阅读空间，借此吸引年轻一代回归山林。

Rhys 睿程

Hong Kong (SAR) 香港特别行政区

Rhys Company Limited

睿程有限公司

Hong Kong (SAR) 香港特别行政区

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.

人口高龄化是香港社会无可避免的趋势—睿程看中了市场缺乏全方位、时尚兼具舒适度的银发服装，设计采用轻巧布料和防水衬里，带给长者和特殊需要人士更好的穿衣体验。睿程更透过此项目协助制造业人士及本地女性再就业，构思贴心设计同时积极履行了社会责任。



Raffles City Hangzhou 杭州来福士中心

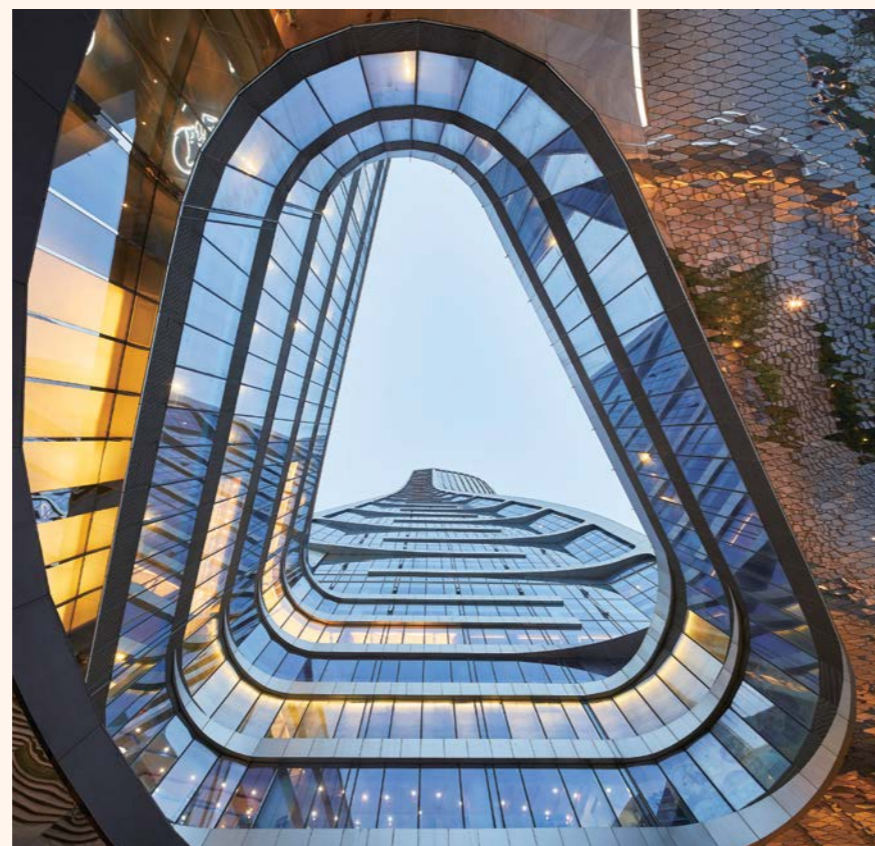
Mainland China 中国内地

UNStudio

Hong Kong (SAR) 香港特别行政区

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.

杭州来福士中心集生活、工作和休闲于一身，位于铁路盖广场的两个流线型高楼和连接铁路的地下通道，在寸金尺土的都市里成功整合出运用空间；同时，它更是中国首个大规模使用自然通风设计的零售空间，获得LEED绿色建筑认证标准金级认证，充分体现了可持续发展的设计理念。



Tsingpu Retreats 青普文化行馆

Mainland China 中国内地

Beijing Tsingpu Retreat and Culture Co. Ltd

北京青普旅游文化发展有限公司

Mainland China 中国内地

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.

青普在藏语中意指“原始”，顾名思义这个项目希望让住客“回归原始”。行馆坐拥扬州天然壮丽的美景，建筑糅合传统与现代风格，无疑是中国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 建筑事务所

Mainland China 中国内地

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“越后妻有大地艺术祭”旨在传承并复兴当地文化传统。2018年展出的“光之隧道”项目，就是历史悠久的清津峡隧道修复工程一部分：隧道穿越独特的岩层，游客可以用全新视角饱览日本三大峡谷之一全景，并透过观景台上的艺术装置，感受自身与自然的连结。



Photo Courtesy of Osamu Nakamura



Xiqu Centre 戏曲中心

Hong Kong (SAR) 香港特别行政区

Revery Architecture and Ronald Lu & Partners

Hong Kong (SAR) 香港特别行政区

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.

戏曲中心是香港西九文化区首个表演艺术场地，完美融合剧院、中国文化及公共空间，体现出戏曲作为中国传统文化瑰宝的殿堂气派。中心外观不但重新诠释中国传统拱门设计，内部环绕多层圆形中庭的蜿蜒路径，更与戏曲之美一脉相承。



Grand Award & Grand Award for Sustainability

大奖及可持续发展大奖

The Mills 南丰纱厂

Hong Kong (SAR)
香港特别行政区

Nan Fung Design

南丰集团设计部

Hong Kong (SAR)

香港特别行政区

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.

南丰纱厂是一个保存香港重要工业遗产的大型重建项目，座落于二次大战后纺织业蓬勃发展的荃湾工业区，旨在保留失落的历史，并寻求创新文化与传承学习的可能性。项目涵盖了三个旧有棉纺厂，成功整合为集推动商业、体验式零售和非牟利艺术文化中心于一身的多用途空间。



Grand Award & Grand Award for Culture

大奖及文化大奖

The Power of Action 践行的力量

Mainland China 中国内地

Zhejiang Made In Natural Culture Creative Co., Ltd.
浙江自然造物文化创意有限公司
Mainland China 中国内地

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.

践行的力量是一本内容扎实的中国传统艺术民族志：“自然造物”团队前往浙江丽水县，穿梭中国各地，研究中国农村地区的传统文化，并记录了各种在地风俗习惯和工艺，来作为文化保存、重塑及可持续发展的实践框架。

Grand Award for Technology

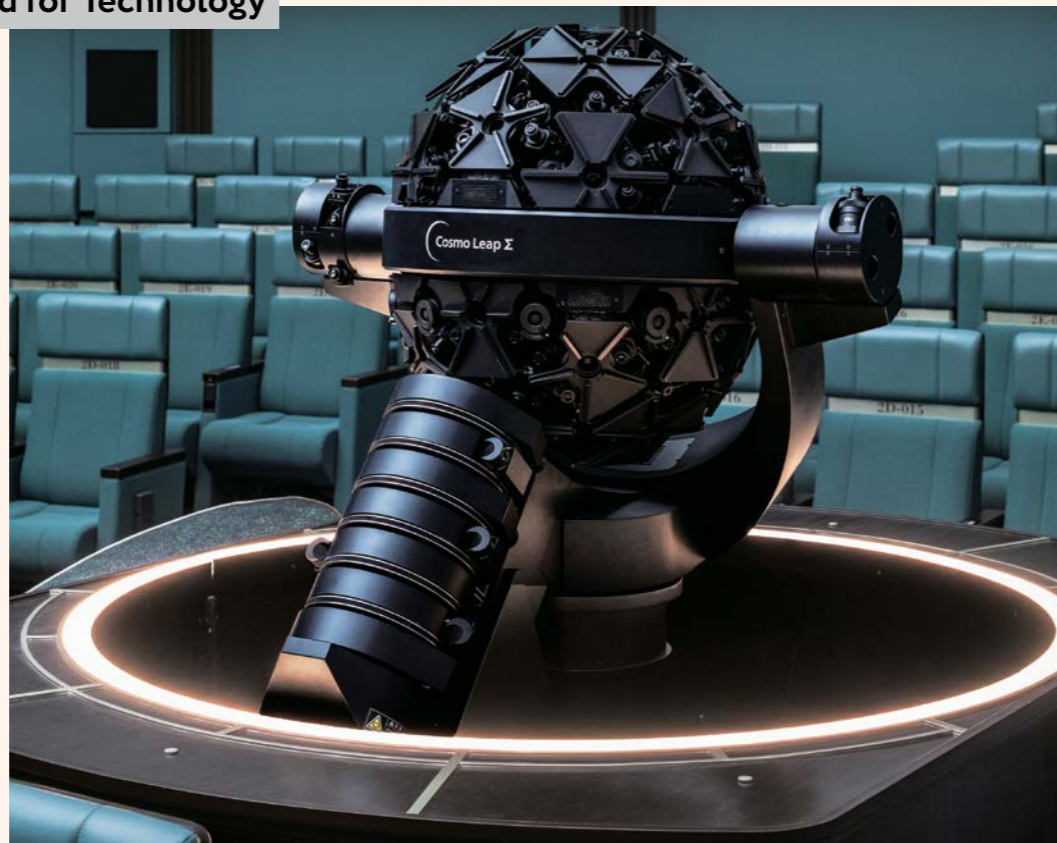
科技大奖

Cosmo Leap Sigma KONICA MINOLTA, INC.

Cosmo Leap Sigma
柯尼卡美能达株式会社
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是一款适用于中型天文馆圆顶的精密光学投影机，不但是同类系统中体积最小的一部，更是全世界首个能将80个投影集合到单星球体投影仪，作品设计的开创性可谓划时代。星体仪被一个犹如闪烁星星的多面体框架包围，让精致的设计与宇宙空间保持协调，定能开发儿童探索天文的兴趣。



PAY GOOD DESIGN FORWARD

将好设计意念传出去



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.

香港设计中心于2003年推出DFA设计奖，目的为透过奖项表扬亚洲设计，得奖者更有机会于亚洲不同城市参加设计主题对谈、分享创作过程及心得，其作品亦会作巡回展览，让大众认识更多优秀设计作品。过去一年DFA设计奖除了在本本地，亦有到深圳、新加坡及台中举办DFA设计奖展览及设计师对谈会，更率队到东京及首尔，除了与当地设计业界从业专才交流，亦为一个面向当地民众展示得奖作品的好机会。

Tokyo exchange session and exhibition 东京分享会及设计奖展览

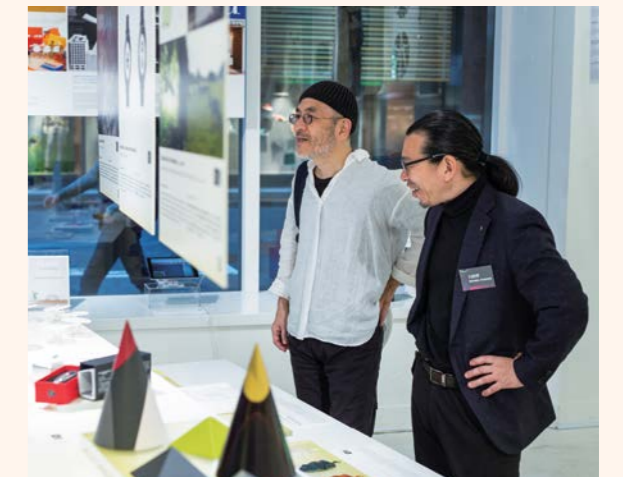
The exhibition was held between 25 April and 9 May 2019 in GOOD DESIGN Marunouchi, Tokyo. Free for public visitors, it brought the winning works of the DFA Awards under the spotlight and paid tribute to the award recipients. Naoki Terada, a judge of the 2018 edition and other DFA Awards winners shared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

展览在2019年4月25至5月9日于东京GOOD DESIGN Marunouchi免费开放予公众参观，展出“DFA设计奖”的得奖作品及得奖者简介，2018年评审寺田尚树先生及多位DFA设计奖得奖者参与分享。

Seoul exchange session and exhibition 首尔分享会及展览

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.

活动在2019年5月6日至18日于首尔江南区三成洞Starfield图书馆举行，主礼嘉宾为香港设计中心主席严志明教授，DFA亚洲最具影响力设计奖2018评审Jooyun Kim教授及六位来自韩国的得奖者获邀分享其作品背后的设计思维及意念。



DFA HONG KONG YOUNG DESIGN TALENT AWARD 2019

DFA 香港青年设计才俊奖 2019

CreateSmart Young Design Talent Award
创意智优青年设计才俊奖

CreateSmart Young Design Talent Award
创意智优青年设计才俊奖

CreateSmart Young Design Talent Award
创意智优青年设计才俊奖

CreateSmart Young Design Talent Award
创意智优青年设计才俊奖



ADONIAN FREEMAN CHAN
陈浚人

Communication Design
资讯设计

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

北魏书法字的视觉活力，源自不同时代、社会的求变精神底蕴。

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.

毕业于香港理工大学，主修视觉传达设计，2018年出版《香港北魏真书》，从文化、美学及历史角度探讨香港字体及书法。他同时创作了互动的霓虹及声音装置，展现香港霓虹招牌特色。

GUS KA YAN CHEUNG
张嘉欣

Communication Design
资讯设计

Good design can elicit a smile from the bottom of our hearts. 一个好的设计能带来会心微笑。

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.

于香港理工大学主修视觉传达设计。热衷探索与运动相关的设计，作品着重细节、互动性与空间感，配上耀眼的用色与图案，以简洁的视觉语言表达深层的意念。

CARMEN KA MAN LEE
李家敏

Communication Design
资讯设计

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

灵感可以从了解客户时提取，而创意和创造力可以让脑中灵感活现于眼前。

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.

香港理工大学视觉传达设计毕业，擅长透过二维设计、用户体验、影片制作及绘画提出富策略性的设计方案，风格简洁创新。

GARY KA KIN NG
吴家健

Environmental Design
环境设计

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

展现平常建筑物料的可塑性，以简单形象语言为寻常的城市创造想像空间。

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.

香港中文大学建筑系硕士毕业，注册建筑师，受聘于南丰集团。曾获香港建筑师学会两岸四地建筑设计大奖，有志扩阔社会生态学及建筑学的设计视野。

Empowering a New Wave of Designers 香港设计新势力

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.

设计生生不息的力量，尽见于一众年青设计师对创作的满腔热忱！DFA香港青年设计才俊奖一向致力发掘和培养香港年青新晋设计师及设计毕业生，更会赞助部份得奖者 赴海外工作或进修汲取灵感，丰富本地设计土壤的养分，为香港设计界孕育下一代人材。本年度共有 16 位得奖者，风格迥异.....就让作品说话，述说香港设计新生代无穷无尽的可能性。

by **ADONIAN FREEMAN CHAN**
陈浚人

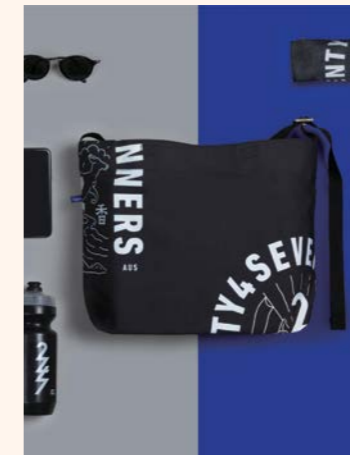


Hong Kong Beiwei Zansyu
Book Design
《香港北魏真书》书刊设计

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.

《香港北魏真书》是一个字体设计及研究项目—重新审视香港的字体设计及书法史，并确立香港北魏体在文化遗产上的重要地位。研究的成果更会开发成广泛使用的电脑字体，赋予文化遗产新生命。

by **GUS KA YAN CHEUNG**
张嘉欣



Twenty4Seven Runners – Visual Identity
视觉设计

"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"由一群本地跑者组成，以“任何时候，都想跑步；任何地方，都是跑步”作为团队信念。为了突出他们的休闲时尚风格，视觉设计夺目又富时尚个性，让团队在跑道上鲜明出众，展现焕然一新的街头运动时尚。

by **CARMEN KA MAN LEE**
李家敏

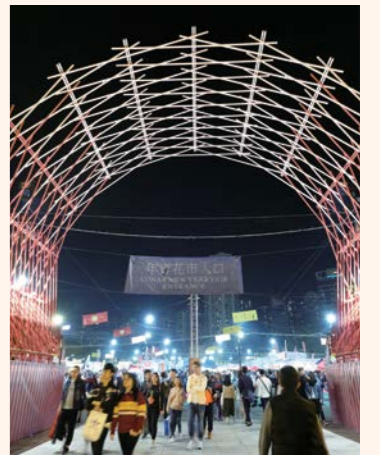


7-15 Mount KelleTT Road – Key Visual Design
“加列山道7-15号”平面设计

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.

作为首先矗立香港山顶上的百栋楼房之一，“加列山道7-15号”的建筑融入了大自然的元素，加上山顶一片绿意盎然的明媚风光，平面设计特意用上树轮图纹—象征生命力、财富及年岁，记载了建筑物的悠久历史。

by **GARY KA KIN NG**
吴家健



Moongate - Entrance Feature Design for New Year Fair 2019
“月亮门”- 2019维多利亚公园年宵花市入口设计

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.

构思来自传统中式园林的建筑元素—月亮门，建筑作品由五个拱形金属塔架组成，既是通道，又让人透过门洞探看门外风景。月亮门“圆形”的设计代表新年团圆与圆满的意思；红色的钢条犹如盛开的桃花，营造喜庆的气氛。

· DFA Hong Kong Young Design Talent Award 2019 ·
· DFA 香港青年设计才俊奖 2019 ·

CreateSmart Young Design Talent Award
创意智优青年设计才俊奖

CreateSmart Young Design Talent Award
创意智优青年设计才俊奖

CreateSmart Young Design Talent Award
创意智优青年设计才俊奖

CreateSmart Young Design Talent Special Award
创意智优青年设计才俊特别奖



NECRO TSZ PAN POON
潘子斌

Apparel & Accessory Design
服饰及时装设计

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

时装是创造性声音：
记录，探索，创造。

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.

毕业于香港理工大学，主修服装及纺织，2017年创立NECRO STUDIO，同年获得Hong Kong Fashion Council最佳男装系列奖。

ARIES MEI YUK SIN
冼美玉

Apparel & Accessory Design
服饰及时装设计

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

时装不在于性别而是态度，更是穿衣
者与衣料之间的关系。

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.

毕业于香港知专设计学院的时装设计及产品开发高级文凭，2010年创立时装品牌MODEMENT，以天然耐用的物料打造出品牌中性、环保及香港制造的形象。作品亦曾于2017米兰时装周及2018巴黎时装周展出。

PAUL YI PONG TSE
谢怡邦

Environmental Design
环境设计

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

设计过程反映了我们对身边事物的观察和突显城市里的各种元素。

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.

于澳洲及美国攻读设计学及建筑学，回港后担任香港中文大学客座教授。2017年创立New Office Works并担任设计总监，获得多个本地及国际设计奖项。

THOMAS TSZ FUNG CHAN
陈子丰

Communication Design
资讯设计

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

身份认同的建立，往往需要先从一个人
对自我身份的反思和认知出发，再
产生共鸣而形成。

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.

于香港理工大学设计学院修读传意设计，热衷学习、参观展览及向世界介绍香港，代表作品“白热”以多种政府出版物为蓝本进行创作。

· DFA Hong Kong Young Design Talent Award 2019 ·
· DFA 香港青年设计才俊奖 2019 ·

by **NECRO TSZ PAN POON**
潘子斌

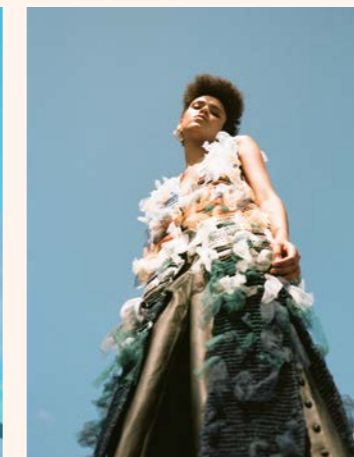


**SOUND OF RIOT / 2019
FASHION COLLECTION**
暴动之声 / 2019 时装系列

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.

服装必须分为男装和女装—这是普遍的社会规范。潘子斌想创造一种可以男女互换并一起穿着的服装。他与纹身艺术家合作，手绘图稿加上文字创作，做成牛仔工人连身裤和上衣，暧昧地游走性别之间。

by **ARIES MEI YUK SIN**
冼美玉



**AW18/19 –
SUNSET TO DAWN**
时装系列

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.

神以天空为画布，创造出日与夜。白昼与黑夜交汇之间的幻变色彩成就此系列。有别于前人对昼夜交替的想像，破晓与垂暮之间的暧昧界线是生命的相交点，让美丽、自由、恒久之事由此诞生，同时符合MODEMENT标志性的“雌雄同体”设计理念。

by **PAUL YI PONG TSE**
谢怡邦

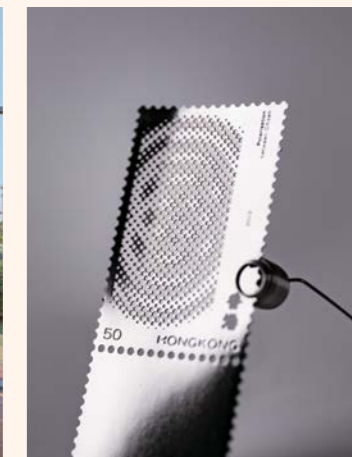


**Growing Up – Pavilion for the
West Kowloon Cultural District**
Growing Up – 西九文化区
海滨长廊展亭

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.

集体回忆是城市发展文化的坚实基础，正如培植树木需要良好的土壤。“Growing Up”捕捉组成香港日常的基本元素，并将其培植，成为一座未来主要文化艺术中心的纹理。当苗圃培育的植物迁往其他地方，“Growing Up”随之把城市的碎片移植到文化区。

by **THOMAS TSZ FUNG CHAN**
陈子丰



Afterglow
白热

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邮票、护照、钞票、身份证及地图作为蓝本，探究了人口过多、人口老化、医疗支援不足、房屋短缺、社会分化等本地问题。

· DFA Hong Kong Young Design Talent Award 2019 ·
· DFA 香港青年设计才俊奖 2019 ·

CreateSmart Young Design Talent Special Award
创意智优青年设计才俊特别奖

CreateSmart Young Design Talent Special Award
创意智优青年设计才俊特别奖

CreateSmart Young Design Talent Special Award
创意智优青年设计才俊特别奖

HKDI Young Design Talent Award
香港知专设计学院青年设计才俊奖



MOHAMMAD SHAHRUKH KHAN
李宗诺

Apparel & Accessory Design
服饰及时装设计

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

以花为题—我把花朵转化成衣裳，并为它添上爱与和平的色彩。

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.

于香港知专设计学院修读时装设计高级文凭课程，立志为传统裁缝及时装纺织工艺的保育作贡献，对升级再造、本地取材及植物染料提取尤其感兴趣，希望创立自己的环保品牌。

ANDREW HIU LOK LAU
刘晓乐

Apparel & Accessory Design
服饰及时装设计

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

以鲜明刻画记忆，以黑色比作空虚，编写出一段关于爱的信息。

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.

毕业于香港高等教育科技学院环境及设计学院，主修时装设计，擅长将不同概念融入自己设计的时装里，着重细节、颜色配搭及剪裁。作品包括表达人类对环保伪善态度的"Hypocrisy"。

TIFFANY YIN YU LAU
楼彦如

Communication Design
传讯设计

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

每个摄影实验都是一个另类的香港情感，质问被定型的香港影像。

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.

毕业于香港理工大学设计学院，主修传意设计文学士课程，擅长透过摄影、平面及传意设计，进行各类实验性创作。近年作品包括以菲林照片记录南丫岛岛民的"Island Life"系列。

JOSEPH CHUN KIT SO
苏进杰

Apparel & Accessory Design
服饰及时装设计

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

此系列包含西装款式及休闲服单品，希望在中运用设计元素，尝试男装设计的可能性。

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.

香港知专设计学院时装设计男装高级文凭课程毕业，学院毕业展总冠军得主，擅于将传统工艺运用在流行休闲服饰之中。2019年设计的服饰系列获Fashion Farm Foundation选中在深圳展出。

· DFA Hong Kong Young Design Talent Award 2019 ·
· DFA 香港青年设计才俊奖 2019 ·

by MOHAMMAD SHAHRUKH KHAN
李宗诺



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.

创作灵感来自“绽放”一词。设计描绘花卉绽放时的形态、结构及颜色。折边是这系列的重点，每条折边都精巧地缝入羊绒内，形成立体结构，再加上渐变效果—从米色到枣红或湖水蓝，形成一片花卉盛开的美景。

by ANDREW HIU LOK LAU
刘晓乐



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.

系列叙述了一个想像死亡的故事。伴随着将逝的灵魂走进森林般的隧道，如纱般飘渺的生前回忆闪烁流逝。原以为剩下的只有空虚和寂寞，却发现爱能以另一种形式存在，在所爱的人回忆中继续陪伴他们。回忆，就是爱。

by TIFFANY YIN YU LAU
楼彦如



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 cosmetic 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.

搜寻关于香港的影像，照片大多渲染维港的活力氛围。被定型的影像能否确实地反映出城里人的情绪与现状？揭开粉饰过度的城市面貌，“浮城”希望让观众重新感受香港的氛围，同时明白最重要的是接受真实，并学会从枯萎中成长。

by JOSEPH CHUN KIT SO
苏进杰



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.

正面积极改变自身的懒惰人生，有如突然间醒了过来。在设计元素上，衣服上的皱折，表达突然醒来的冲击。格子及条子的布料，在皱折的变化下，增强了视觉效果。作品中包含了男装西装及人手刺绣的元素，希望能提升高级感。

· DFA Hong Kong Young Design Talent Award 2019 ·
· DFA 香港青年设计才俊奖 2019 ·

PolyU School of Design Young Design Talent Award
香港理工大学设计学院青年设计才俊奖

Young Design Talent Special Mention Award
青年设计才俊优异奖

Young Design Talent Special Mention Award
青年设计才俊优异奖

Young Design Talent Special Mention Award
青年设计才俊优异奖



CINDY HO YEE CHAN
陈可儿

Product & Industrial Design
产品及工业设计

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

以石头史前生物比喻在餐桌上的食物能有多源远流长，重新欣赏和珍惜食物。

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.

香港理工大学产品设计学文学士毕业，获选大学卓越学生奖。亚洲饮食文创单位“深食”创办人之一，期望透过实验性的食物设计与大众的互动，打破传统饮食框架。

TOMMY SHUI CHEUNG HUI
许瑞彰

Environmental Design
环境设计

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

自订制造：“每个人都不应该有界限和限制去自订，自制和自造。”

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.

毕业于英国建筑联盟学院，现为英国皇家建筑师协会建筑师，曾于RIBA HK Tree of Light比赛获得亚军，为日版《Wired》杂志 Creative Hack Award得主，深信跨领域设计方法的重要性。

SARA SHEUNG WAH NG
吴湘铨

Communication Design
传讯设计

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

你无法拥有它，但可以了解它、欣赏它。可是它一旦消失了，就再也回不来了。

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.

毕业于香港理工大学设计学院传意设计文学士课程，冯氏奖学金得主，曾于2017 DISH 环球食品安全及质量中心商标设计比赛中获奖。近年作品包括活字排印艺术家书籍“字一由人”。

JACK MAN WAI WONG
王文伟

Product & Industrial Design
产品及工业设计

Different, but not less.

不一样，不是差一样。

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.

香港理工大学设计学院产品设计学文学士毕业生，对社区创新设计深感兴趣的他曾经主持设计及教育工作坊，并设计教育工具。曾为崇光百货设计出结合水果和潜艇的艺术装置“Fun in the Sun”。

· DFA Hong Kong Young Design Talent Award 2019 ·
· DFA 香港青年设计才俊奖 2019 ·

by **CINDY HO YEE CHAN**
陈可儿



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”和柬埔寨石雕产品品牌 Unsign 的一个合作项目。透过追溯食物的分子源头，显示食物从大自然到餐桌上走过的漫长道路，宣扬珍惜食物的讯息。一系列石头食具把每一个食具幻想成史前生物，比喻今天在我们餐桌上的食物。希望以新的角度，欣赏和珍惜食物。

by **TOMMY SHUI CHEUNG HUI**
许瑞彰



Bubble Membrane Painting Machine
泡膜绘画机

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.

泡膜绘画机，不仅是实验性艺术装置，更借着七彩喷漆来挑战泡膜的承重及张力，最终形成壮丽的图案以及“泡画”。实验结果显示了着色和皂泡之间的神秘化学作用，并使用颜色呈现出大自然的光景。

by **SARA SHEUNG WAH NG**
吴湘铨



Panoramarket
闹事

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.

这个为自闭症倾向的小童设计的教育工具，透过游戏让他们学习情绪表达及管理能力，并用颜色、形状和声音刺激多种感官，让不擅长言语沟通的自闭症倾向小童与社工产生更深入的沟通，从而改善他们的社交能力。人们喜欢逛墟市，很多人却只是单纯地停留在“逛”，没有深入了解当中的情感和背后发生的事情。香港的墟市象征着香港地道的庶民文化，当中蕴含了很多关于墟市内的人和拥有温度的故事。“闹事”用明信片、日历及有关香港街市的色彩鲜明小册子，诉说香港具意义又独特的市集故事。

by **JACK MAN WAI WONG**
王文伟



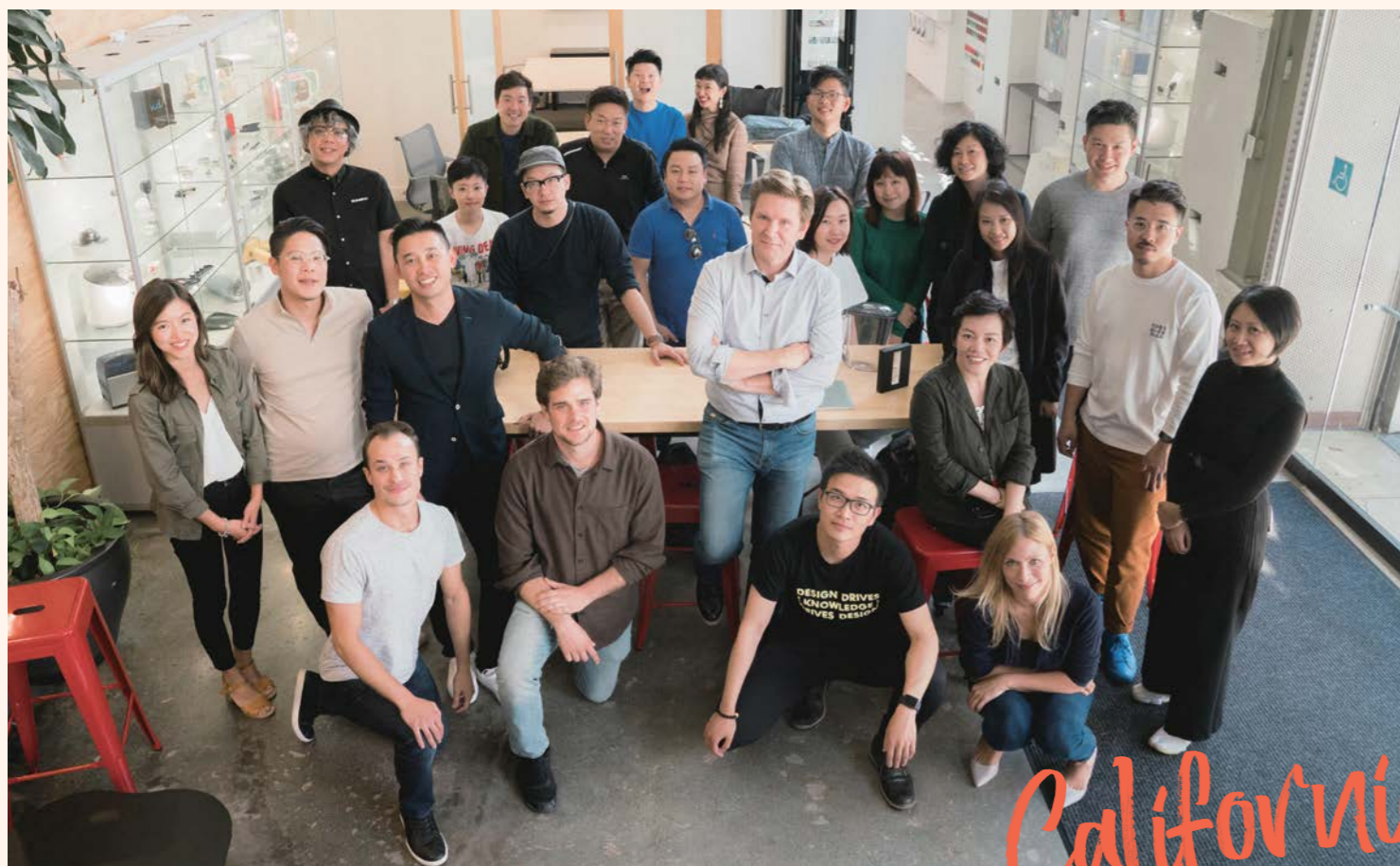
Dwarfs
情绪小侏

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.

这个为自闭症倾向的小童设计的教育工具，透过游戏让他们学习情绪表达及管理能力，并用颜色、形状和声音刺激多种感官，让不擅长言语沟通的自闭症倾向小童与社工产生更深入的沟通，从而改善他们的社交能力。

ON A JOURNEY OF ENDLESS INSPIRATIONS

踏上这无尽灵感旅途



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.

当一众香港年轻设计师踏上地球彼端的美国加州大地，会迸发出怎样的灵感火花？12位香港年轻设计师，通过由香港设计中心举办的第四次“DX设计交流”，在美国三藩市和洛杉矶进行了一系列交流及考察活动。加州的创意产业举世闻名，发展极为蓬勃，影响力更是遍及全球，这次旅程正是参加者观摩学习的良机。

一行人在2019年9月14日出发，为期九天的行程相当丰富，先出席位于三藩市剧院区中心举行的“Co-creating Hong Kong”展览，由香港驻三藩市经济贸易办事处及香港设计中心共同主办，展出了14个香港新晋设计师的项目，包括部分参与这次启发之旅设计师的作品，带领两地进一步交换创作心得，并探索未来合作机遇。此外，一众交流团成员更前往三藩市多家知名设计公司如IDEO、Oculus、Whipsaw及Autodesk Gallery考察产品创新以至设计新思维在商业及社交层面的应用。



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...

另一边厢，在洛杉矶举行的“迈向亚洲·首选香港”设计x科技专题研讨会，邀请了香港设计界代表探讨如何透过设计及设计思维应对科技、社区和可持续发展等全球挑战。而在洛杉矶，考察团拜访了时尚设计商业学院、Portal XR、南加州建筑学院及Virtue等设计重地，了解美国于设计、时装、空间体验、娱乐及电子媒体各领域的最新发展。

回港后，香港设计中心邀请了一众完成交流的设计师，以早前于三藩市展出的“Co-creating Hong Kong”展览为蓝本，将旅程期间汲取的新知识转化为创作灵感，在DesignInspire 2019展览的香港设计中心主题展馆中展出，为交流之旅上圆满的句号。不过，文化冲击带来的新点子才刚刚开始萌芽.....

21 BRANDS TO WATCH IN 2021

2021受瞩目的21个品牌

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组设计师，21种世界观。一众新一代创作菁英，成功获选为设计创业培育计划 (DIP) 与时装创业培育计划 (FIP) 一员，活用计划提供的一篮子创业孵化空间、资金支援以及指导培育，全面发挥他们的优秀创意及设计理念——让一笔一划、一针一线串连无数精彩作品，使设计师的超卓才能得以尽展，甚至踏足世界舞台灿烂盛放。

是21个崭新品牌，更是见证21种无限可能。

Photo: Product of Novel Fineries

Design Incubation Programme 设计创业培育计划

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，未来的终焉，也不出Christian Stone的美学领域，惊喜入微的功能细节，想像力逾越时空界线，在时装注入力量与个性。



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.

毕业于英国中央圣马丁艺术与设计学院，主修女装设计，热爱电子游戏及科幻文化，致力透过时装设计探讨人类与科技之关系。

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.

设计眼镜，更是设计探索世界的视角。匠心锻造的UNSUIKYO品牌，搜罗来自世界各地的材质，配合独特复合技术造工，创造出崭新的眼镜视角。



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年毕业于英国伯明翰城市大学产品设计系，毕业后投身眼镜设计行业，现为UNSUIKYO创办人，曾为多个国际品牌设计眼镜，屡获殊荣。

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的花艺设计作品，呈现宇宙为我们绽放的美丽，将自然的奥妙优美通过每份独一无二的礼品传递重现。



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.

品牌由热爱设计的两母子创立，妈妈Ginger曾担任平面设计师，现负责品牌设计插花；儿子Mite曾任时装买手，现负责品牌公关行销，不时为时装及艺术杂志撰文。

HEI SHING BOOK DESIGN 曦成制本



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.

设计书本，是一个说故事的旅程，将文本中挑动思绪的部份重绘呈现，引领读者沉浸阅读世界，正是“曦成制本”的宗旨，更是这位为文本生命用心琢磨的设计师，一生悬命的志业。



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.

毕业于香港理工大学视觉传达设计系一级荣誉毕业，及后获伦敦艺术大学书籍艺术一等硕士学位，现为香港理工大学设计学院客座讲师，坚信培育下一代是设计师的社会责任。

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.

仿佛来自未来世界的时装品牌，Kay Kwok以当代未来感和前瞻思维确立品牌的审美风尚。透过融入科技及舞台视觉元素于服装—用色、布料及印花图案，呈现丰富的视觉冲击，尤其是宇宙的时光盛宴。



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.

毕业于伦敦时尚学院。曾于著名时装品牌Alexander McQueen实习。首位参与伦敦男装周的香港时装设计师。

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.

时光代代流转，Mak却希望创造不朽，以文字出发，不哗众取宠，淬炼纸本笔划深处的真髓，让文化艺术的印记得以在时代长河中继续传承。

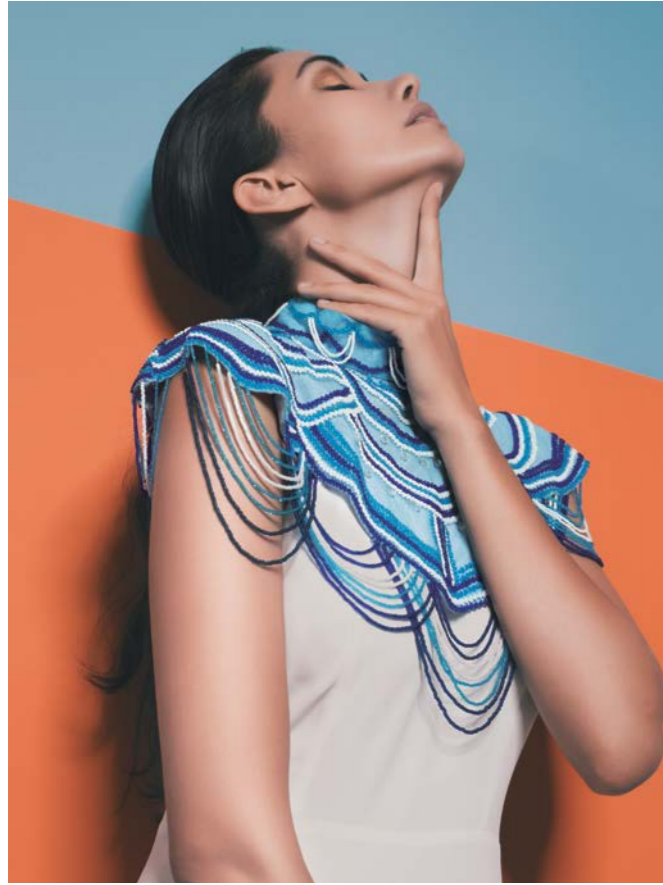


About MAK KAI HANG

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.

香港平面设计师，主力从事书籍与字型设计工作，曾获美国One Show、英国D&AD、东京TDC等奖项，作品曾受邀于美国TDC展览、Typomania莫斯科国际字体艺术节及台湾金点设计奖展览中展出。

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 凭其细腻匠心，将古老工艺蜕变成当代饰物设计。其设计理念，以及每件作品亲手制所传达的感动，值得珍重传承久远。



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.

产品设计师，曾勇夺Dyson助学金和DFA香港青年设计才俊奖，并代表香港参加SS17巴黎时装周。June定时捐出部份盈利予匠人，鼓励老师傅培养学徒，以行动支持古老工艺传承。

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.

突破性别定型、规训枷锁，PONDER.ER的本质，在于从剪裁到细节都处处追求重构传统男装，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.

二人于伦敦中央圣马丁艺术与设计学院学习期间相遇，他们本科的毕业系列双双获选上在学院的媒体发布会展出。

ReALLY DESIGN LIMITED

真盟设计有限公司



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 团队对设计充满热忱，希望透过了解客户的故事、设计需求和营销定位，为客户量身定制品牌、包装、数码和通讯全方位设计，创造可持续及具影响力的作品，成为品牌真正的设计盟友(Ally)。



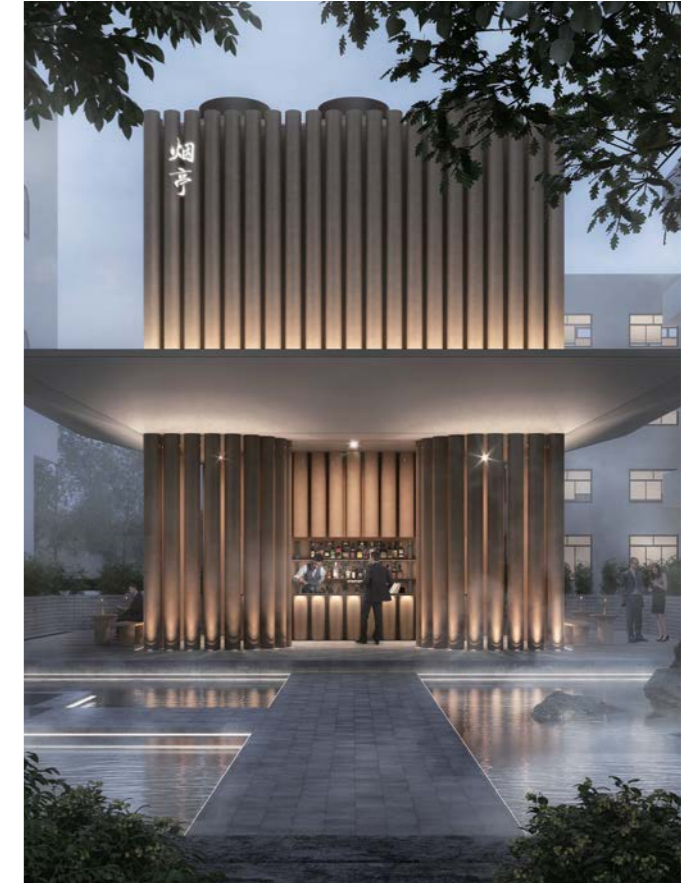
About VINCENT MOK

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.

于香港理工大学修读视觉传达设计，2016年创办ReALLY Design，凭着非凡的创意及专业的客户服务，公司屡获国际奖项肯定并迅速发展，客户包括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.

跨领域设计单位WHITEGROUND白本一直追求设计美学的一致性，团队由经验丰富及具前瞻性思维的建筑师和设计师组成，凭借在建筑、室内设计、品牌和平面设计的专业知识，务求突破既有传统，将客户体验提升到一个新的水平。



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是英国皇家建筑师学会会员，曾于英国伦敦的Heatherwick Studio、香港的KPF和CL3思联建筑设计担任设计师；Jason拥有十多年与跨平台公司合作的经验，擅长提供专业的创意解决方案。

WHOLLY WHOLLY LIMITED
圆融设计有限公司



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.

圆乃“周遍”，融乃“融通”，代表万物和而不同，又相互交融，圆融设计正是一支跨媒介品牌设计团队，涉猎初创、中企到品牌全案策划，并希望以设计达致“圆满融通，无所障碍”。



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.

曾任香港理工大学设计系及香港知专设计学院客座讲师，现为《明周》专栏作家，除了投身设计，亦积极推动香港美学教育。

Fashion Incubation Programme 时装创业培育计划

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.

“发现自我；表现真我”，由Mountain Yam无畏精神诞生的设计品牌，不断闯荡国际舞台，伴随着的就是其朝气蓬勃的自由色调，以及由大自然与不同文化中萃取灵感，冶炼出都会女性时装的自家之道。



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.

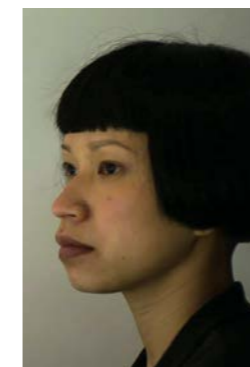
毕业于香港理工大学并获得时装设计硕士学位，曾于纽约时装学院及帕森设计学院进修，获《Perspective》杂志誉为“40岁以下新一代设计人才”。

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的设计灵感来自个人成长及经验积淀，通过富当代感，却又不受时间桎梏的时装饰品设计，冲击现在，形塑未来。不只是一个品牌，而是充满生命力的流转过过程。



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.

香港理工大学时装设计一级荣誉毕业，并攻读专属时装行业的工商管理硕士课程，为多个国际时尚品牌设计女装及首饰，打造富现代感的工艺。

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的创意美学，箇中结构庄严有致，力求视觉创新，焕发素材的潜藏本质，提醒世人要珍惜周遭环境，以及孕育我们的这颗星球。



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.

于Nottingham Trent University及香港知专设计学院攻读时装设计，并创办慈善教育项目ANCAres，与各国国际品牌及非政府组织合办工作坊、研讨会和展览，推动业界及社会的可持续发展。

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与Walter Kong联袂，连系东西两方的文化美学，Blind by JW的设计旅程时刻追寻独特性，深信时装非单是为追逐时髦，更是为日常缔造自在，在女装与饰品美学中处处呈现。



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毕业于中央圣马丁艺术与设计学院时装，并于毕业作品展上荣获“最佳新进时装设计师”；Walter毕业于香港理工大学，曾于香港青年时装设计家创作表演赛中获得总冠军。

CLASSICS ANEW 新装如初



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历久弥新的品牌意志，处处流露在其东方华服的简约奢华，活用传统缝纫工艺，配合亚麻、真丝绸等自然素材，糅合当今技术与环保理念，履行永续设计，更在永续这份不朽文化记忆。



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年成立自家品牌新装如初，全情投入中式时装设计，并将旗袍文化带往世界各地。曾获Redress颁发“衣酷适再生时尚设计”大奖，作品更荣获香港文化博物馆永久收藏。

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的设计哲学，在于抹去性别定形，重构时装，以细腻的手工刺绣，牵引出“男子气概”里的软性灵魂，为热爱惊喜的人们，带来衣着的无限可能。



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.

香港理工大学纺织及服装学系哲学硕士毕业，作品备受国际推崇，获Hong Kong Fashion Council选为2016年“年度时装设计师(男装)”，擅于运用古典与现代元素对比，为原本阳刚的男装增添柔和感。

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为不甘束缚的年轻都会男士设计，恃离平凡，大胆前卫，出众耀眼。品牌设计采用合身剪裁，尽显男士体态，重塑日常男装。



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于时装行业拥有超过15年的经验；Antoni d'Esterre曾在多间顶尖广告公司工作，同时担任时尚摄影师。二人于2016年成立品牌，并赢得连卡佛Creative Call Out比赛“最佳男装新品牌”之殊荣。

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.

从时装与日常用品，伸展到平面设计及影像创作，Matter Matters的创作场域四面八方，专注追寻能够不为时代风尚左右的本色作品。这份坚持，尽见于其明亮大胆的色彩及几何图案。



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年毕业于英国伯明翰城市大学视觉传播系，后在伦敦艺术大学伦敦时装学院完成Cordwainers配饰设计学士学位，曾在全球两间规模最大的广告公司M&C SAATCHI和McCann Erickson担任美术指导。

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.

由时装到制服，Oplus2以抽象的数码摄影印花，创造一系列鲜明富动感的时装系列，时尚光谱触及日常生活，又为精明练达的职场人设想。素材精益求精，更顾及环境可持续性。



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.

于英国赫德斯菲尔德大学修读时装设计(荣誉)学士课程，曾于名设计师Lu Lu Cheung旗下品牌工作，2005年勇夺香港新系列时装创作大奖总冠军，于2015年推出个人品牌。

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.

生于当代，不断地探索实验，奇思妙想可见于细节之间，呈现品牌性格，The World Is Your Oyster重视穿戴性的设计更如一场宣言，主张反璞归真，超越性别藩篱，回归服装本质。



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的设计早年获JOYCE Boutique赏识，于元创方开设限定店。2017年获Fashion Asia Hong Kong选为“10 Asian Designers to Watch”设计师。

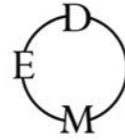
HONG KONG FASHION TALENTS SHOWCASE

Wool Fashion Like No Other 不一样的羊毛时尚

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.

一件羊毛大衣除了带来温暖、柔和的感觉，还有什么可能性？香港设计中心与来自澳洲的羊毛业国际权威认证机构-The Woolmark Company合作，在2019年11月30日至12月10日期间在荃湾南丰纱厂的一楼中庭及走廊举办“Hong Kong Fashion Talents Showcase”展览，邀请了设计创业培育计划及时装创业培育计划的本地时装设计师参加，展出他们以羊毛为主要物料创作的服装系列。众作品用色和剪裁大胆新颖，将羊毛细致同时风格多变的潜质发挥到极致，尽显本地时尚设计师的高超技艺和无穷创造力。

112 mountain
HONG KONG



FromClothingOf
OWN YOUR CLOTHING



Take L.



DESIGN INCUBATION PROGRAMME 设计创业培育计划

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.

属于本土的创意种子已经蓄势待发，香港设计中心的设计创业培育计划为设计师创业初期提供全方位的有效支援，就如同为种子提供良好土壤和灌溉，希望培养这些设计界初创企业，长成一棵棵苍翠挺拔的大树。

获选的设计公司可以在两年培育期内，享用办公室空间、获得资助、培训、交流以至参与商业项目的机会，从中装备自己、发展业务及扩阔人际网络。至今已经有超过200家培育公司毕业，逾九成的初创企业更在毕业后营运长达最少两年以上。计划由创意香港资助，更得到工商界、大专院校、天使投资者及专业团体等广泛支持，共同为香港创意产业的发展出一分力。

For more information
please visit
了解更多请浏览





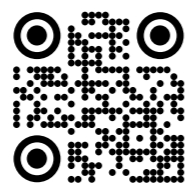
FASHION INCUBATION PROGRAMME 时装创业培育计划

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.

明日之星值得拥有一个更闪耀、更广阔的舞台来展露锋芒。时装创业培育计划为期两年，致力启发、引领和支持新兴时装设计师品牌稳步发展。计划由香港设计中心主办，创意香港资助，汇集业界专家及顾问，更提供了多元化的实用资源，协助时装设计师不断学习与成长，突破界限和建立名声，共同推动香港创意工业的发展。计划于2016年开展，至今已经支援了15个时装设计师品牌。



For more information
please visit
了解更多请浏览



* Figures as of 31 March 2020 以上数据截至2020年3月31日



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

人本时代：解密设计思维

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!

设计思维从人的需求出发，为各种议题寻求新颖的解决方案，并创造无穷的可能性。是近二十年来风靡全球的革新概念，带领社会、教育界及商界迈向自主创新的时代。今年我们秉持推动社会更广泛和策略性运用设计思维的宗旨，透过旗下各种知识交流活动和平台，包括设计智识周、设计知识学院及Unleash!设计思维，无限可能，用论坛、课程及工作坊等让设计思维引进各行各业，鼓励他们加深了解及应用，共同缔造一个具竞争力的香港社会。

设计思维正式解码！

KNOWLEDGE OF DESIGN WEEK 2019

设计智识周2019

Designing Digital Futures 智用设计·数造未来

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.

香港要成为亚洲设计之都，加深各行各业人士对设计思维的了解不可或缺。举办“设计智识周”(KODW)就是旨在鼓励跨界别学习及交流，透过不同的观点与角度，探索设计如何解决社会上各种挑战。

活在当今的数字年代，科技有着无可取代的重要性。然而科技必须结合以人为本的设计，才可以策略地应用到社会上各个范畴，如商业、都市环境，以至医疗保健等民生议题，令大众得益。

KODW 2019以“智用设计·数造未来”为年度主题，于6月17至21日期间举行了三个论坛、七个工作坊、设计及创新领袖论坛以及公共服务创新圆桌会议，邀请了30位国际级设计界及商界领袖，探讨人性化的设计如何配合数字科技创造各种方案，满足用户需要及提升用户体验。



#KODWForums
#设计智识周论坛

#LiveableSmartCity
#宜居智慧城市



#FutureRetail&Lifestyle
#未来零售与营商



#DigitalHealth
#数码医疗与健康



FORUM 论坛 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.

在我们居住的城市中，加入以人为本的设计可以方便市民及节省时间，是大势所趋。在题目为“宜居智慧城市”的论坛中，一众领先世界的创意领袖分享了透过设计主导的概念，善用了大数据和智能技术的成功经验，对塑造未来更宜居城市有着重要启示。



"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."
“透过运用最新科技和创新策略，帮助人们更幸福和健康地生活，并减轻不幸的人的痛苦。”

James Law, JP, Hong Kong architect and Chairman & CEO of James Law Cybertecture
香港科技建筑师及科建国际集团有限公司创办人及主席罗礼太平绅士



"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."
“我们必须具备设计心态—尤其是以人为本的设计精神。”

Chris Ferguson, Director - National, International & Research, UK's Government Digital Service (GDS)
英国政府数码服务总监Chris Ferguson



"Propelled by digitalisation, data privacy, internet safety, capability and user benefit are essential elements for development."
“在数字化转型的推动下，数据隐私、网络安全、发展能力与用户利益才是发展的关键。”

Jens-Peter Brauner, CEO of Siemens Mobility Ltd
Siemens Mobility Ltd行政总裁Jens-Peter Brauner



FORUM 论坛 2

#FutureRetail&Lifestyle
#未来零售与营商

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.

线上购物已是不容置疑的零售趋势，这改变了我们的市场、销售及购物体验与习惯，开拓了一个全新的零售业新模式。对于各品牌来说，以数字化重塑业务可以方便整合顾客的大数据，得出顾客的需求；对于消费者而言，这有利于建立个人化的消费体验，从而得到贴心的服务。在“未来零售与营商”论坛中，讲者分享了全球零售业转型的趋势，以及如何将创新理念成功融入本地文化的见解。讲者们分析品牌如何掌握人口数据及消费趋势转变的心得尤为珍贵，因为这主导了全渠道(omnichannel)及零售发展的未来路向。



"Technology alone is not the answer. Everything comes back to the customer and how best to understand their needs and design around that."
“科技本身并不是答案。一切考虑必须回到顾客身上，充分了解他们的需求，从而进行设计。”

Chris Dobson, Executive Principal, Asia of Eight Inc.
Eight Inc. 亚洲区首席总监 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."
“无论手机应用程序的功能如何令人感到难以置信，甚至如同亲历某些场景，依然是难以完全取代或模仿实体店带来的体验。”

Tommy Campbell, Digital Designer of SPACE10
SPACE10 工作室数码设计师 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."
“消费者不只是客户，他们更是平台的用户，不能只停留于消费的层面去思考。”

Alexis Bonhomme, Vice President Greater China - Commercial of Farfetch
Farfetch 营商部大中华区副总裁 Alexis Bonhomme

FORUM 论坛 3

#DigitalHealth
#数码医疗与健康

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.

香港医疗系统一直高素质及高效率，但同时亦面临医疗人员设施短缺、人口老化等问题挑战，数字化正好为此提供了出路。加上经历过疫情，世界对于医疗的需求及标准将会大大提高，要改善医疗质素，数字界也可以出一分力。在“数码医疗与健康”论坛中，讲者分享了数字时代为医疗健康领域带来的创新机会和解决方案，如何令设计、数字与科技的连系更紧密，从而提升我们的医疗系统、服务、产品和健康体验。论坛亦聚焦当下香港医疗系统的情况。



"As an innovator of service design, we must understand the needs of different stakeholders, including healthcare professionals and patients."
“要为服务设计带来创新，我们必须了解不同持份者的需求，包括医疗专业人员和病人。”

Dr. Hong Fung, Executive Director and Chief Executive Officer of CUHK Medical Centre
香港中文大学医院执行董事及行政总裁 冯康医生



"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."
“世界上每个城市都希望变得更智慧，但我们不能忘记城市中的人们，而解决人们的需求是极其重要的。”

Low Cheaw Hwei, Head of Design of Philips ASEAN Pacific/Head of Design Consulting Asia of Philips Design
飞利浦设计亚太及东盟区设计主管刘昭槐先生



"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."
“智能医院、医疗服务和管理的发展，为医疗行业创造了价值。通过运用数字和科技，我们可以提供更方便、更高效的医疗服务。”

Dr. Sun Xin, Director of Guangzhou Women and Children's Medical Center (Medical Department)
广州市妇女儿童医疗中心医务部主任 孙新医生

#KODWWorkshops #设计智识周工作坊

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.

如何从以人为本角度面对世界挑战? KODW工作坊由创意领袖主持, 学员可认识各种设计思考工具、思考方法及创新思维, 借此学习协作共创、开发创意及探讨不同的解决问题可能性。



#TinNguyen

#EdwardCutting

WORKSHOP 工作坊 1

**Breaking Space and Media Boundaries:
Co-creating Augmented Experiences**
打破空间与媒体界限:「玩」转虚实设计

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.

不少电影都有描述数字与现实世界交错, 可会想到随着混合传媒兴起, 这已经是事实? 是次工作坊邀请到Tin&Ed工作室带参加者走进混合媒体的世界: 这个融合艺术、设计和玩乐元素的数字媒体实验的工作坊, 二人在工作坊内分享了为观众打造虚实互动体验的内幕故事。



#PerKristiansen

WORKSHOP 工作坊 2 & 4

**The LEGO® SERIOUS PLAY® Method:
Envisioning Future Leadership for Change**
The LEGO® SERIOUS PLAY®: 智用创意·引领转变

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®乐高积木是不少人的童年玩具, 可有想过这亦是一份职场教材? LEGO® SERIOUS PLAY®正是一种能够有效促进协作工作模式的创意方法, 让参加者的双手成为思考及表达内心想法的工具, 以团队合作方式解决复杂难题, 以LEGO®共同创造新知识。



#RamaGheerawo

WORKSHOP 工作坊 3

**Design Thinking in a Day:
Advanced Tools for Creativity and Leadership**
设计思维与创意领袖实践

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、公司及不同机构愈来愈懂得利用设计思维来改变工作方法。Rama Gheerawo于工作坊中引用曾与100多个组织广泛应用及验证的理论, 并通过分组活动协助参加者发展成为一位创意领袖。



#JavierMariscal

WORKSHOP 工作坊 5

**Masterclass by Javier Mariscal:
Digital Drawing - Move in Hong Kong**
Javier Mariscal 传意设计 大师班: 跃动香港

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.

来自西班牙的创意大师Javier Mariscal, 是当代其中一位最具原创性和个人魅力的设计师, 虽然他去年已经是第四次访港, 不过他对香港的热情仍然与日俱增, 在工作坊内更带领了参加者穿梭他的创意历程, 透过生动活泼的集体讨论, 尝试定义及剖析香港的核心价值所在, 参加者可从他的数字绘图示范、一系列插画、流动图像和地图感受到他的创意。



#CliveGrinyer

WORKSHOP 工作坊 6

Designing for Digital and Service Transformation
服务变革: 设计数码新体验

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.

数字科技如人工智能、大数据和IoT技术, 正如何改写产品、服务领域和现有的社会运作? 人、智能系统和数字基础设施建设将会在未来服务领域中出现怎样的互动? 这个工作坊介绍了服务设计的核心元素, 亦以不同案例呈现了服务设计如何为商业和公共机构带来变革, 可以帮助到参加者透过以人为本的设计态度, 改善服务素质和用家体验。



#LiamMcGuire

#ChrisMackenzie

WORKSHOP 工作坊 7

**Sorting Wheat from Chaff:
A Robust Approach to Emerging Technology Adoption**
活用新兴科技·创造无限可能

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.

虚拟现实技术(VR)是近年流行的模拟技术, 善用者可以带来创新和变革的机会, 但如何成功运用和转化这些科技的优势, 亦成为一大挑战。来自Opaque的新兴科技专家在此工作坊分享了如何利用其VR及模拟技术, 为医疗保健、企业及倡导组织设计出着重体验的训练计划。



#PublicService

Roundtable on Public Service Innovation
公共服务创新圆桌会议

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.

香港设计中心与香港特区政府效率促进办公室举办的圆桌会议, 旨在讨论现今公共服务要如何与时俱进, 才能满足市民的需要。圆桌会议上讨论了推广创新设计思维及智能科技的应用、从以人为本的策略提升公共素质, 完善城市规划及政策制订。

#InnoDesignLeadershipCEOForum
#设计及创新领袖论坛

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.

汇聚各行业专家、促进跨领域学习与交流一直是KODW的目标，设计及创新领袖论坛正集合各界领袖。晚宴在2019年6月20日于香港君悦酒店举行，分别有The We Company时任CWeO Cities Di-Ann Eisnor及Clivegrinyer Limited设计顾问 Clive Grinyer发表讲话。

晚宴结束后，各人都带有创意及点子满意地离开。



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



Clive Grinyer,
Design Consultant of
Clivegrinyer Limited
Clivegrinyer Limited设计顾问
Clive Grinyer



INSTITUTE OF
DESIGN
KNOWLEDGE

设计知识学院

Study · Think · Practice
学习 · 思想 · 实践

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.

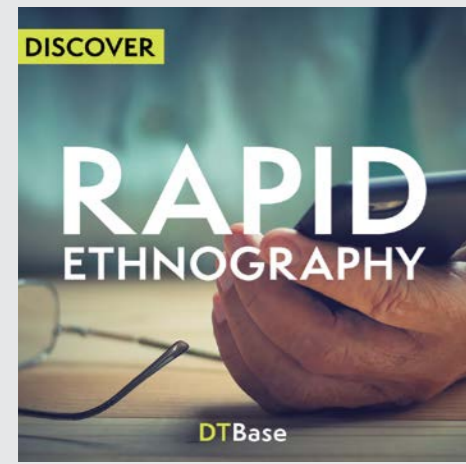
设计思维岂是设计师的专利！它是一套人人适用的思考模式，透过以人为本的创新方案，解决日常生活各种问题。香港设计中心旗下的设计知识学院旨在提供专业创新及设计管理培训，提升各行各业对设计思维的认识及应用，望能为香港社会培育出更多创意及睿智兼备的领袖。



Eight Design Thinking Tips

八个设计思维锦囊

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.

快速民族志透过身历其境的观察、访谈和互动，了解特定目标族群，进而归纳和分析收集所得的数据，从中找出群体潜在的需求，是人类学者常用的方法。



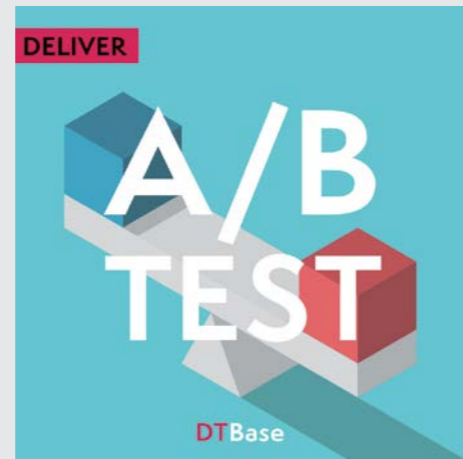
SCAMPER is a creative thinking method to inspire divergent thinking and guide designers to improve their products, services and user experiences via seven thinking modes – Substitute, Combine, Adapt, Modify, Put to other uses, Eliminate, and Rearrange.

奔驰法是一套创意思考方法，透过七个切入点，包括替换、整合、调整、修改、其他用途、消除及重组，引导设计师思考如何改良服务、产品及用户体验，有助应用扩散性思维。



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.

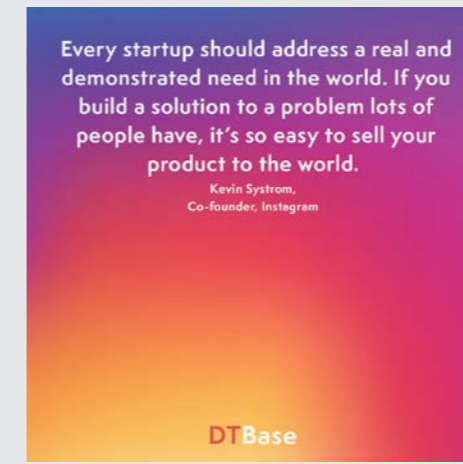
面对错综复杂的问题，要透彻了解每个用家及持份者之间的关系，可以使用**持份者关系图**，列出牵涉在方案内众人的角色，从而以更宏观的角度了解用家，创造出真正以人为本的产品或服务。



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.

在改善产品或服务的过程中，**A/B测试**能有效地快速验证想法和假设。例如，透过一系列对照实验，了解网上用户的行为与偏好。

设计知识学院由去年开始以社交媒体作为公众推广平台，进一步将设计思维的裨益及窍门一传千里。其实在公私营机构乃至日常生活中，已经存在不少妙用设计思维的实例，值得大家参考。



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.

痛点是商界经常提及的概念：主张先了解受众的需要与困难，然后对症下药。寻找痛点的过程牵涉收集用家意见和行为数据，以理解出他们的真正所需，继而度身订造方案。



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.

巧用设计思维的日常设计不少，例如为何很多公路会被刻意设计成曲折不直？原来在笔直公路行驶，司机容易因疲劳而偏离车道酿成交通意外，因此很多国家会限制直线公路的长度，提防司机走神。

Follow IDK's social media channels
追踪设计知识学院社交平台



Watch the full video
观看足本影片内容



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.

中学教师黄佩珊自2017年推行一套有别于坊间的创客课程，她以装备学生应对未来挑战为己任，为课程注入设计思维元素，让学生发掘周边社区人士需要，创作改善社区的小发明，做到设计思维提倡的“以人为本”。



Watch the full video
观看足本影片内容



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.

另一个活用设计思维的创新成果是儿童牙刷：1996年，口腔产品品牌准备创造新的儿童牙刷，设计师就观察到小朋友的手指不像大人灵活，常用拳头紧握牙刷，最终设计出柄身较粗的儿童牙刷，从此改变市场面貌。

Workshops for Professionals from Different Disciplines

跨界专业工作坊

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.

专业人士于工作岗位上应用设计思维，不但能在工作上及为机构带来创新，亦可提供更符合使用者需要的产品和服务体验。设计知识学院积极向社会不同界别及服务单位宣扬设计思维知识，自2013年起受训的公务员累计已达680人；在过去一年，超过230位来自公共服务领域的专业人士及逾40位教育界专业人士接受培训，受惠的机构及公众参加者更不计其数。



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

与和富领袖网络举办工作坊，让未来社会接班人认识设计思维。



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.

为香港大学文理学士课程举办工作坊，鼓励学生将设计思维付诸实践，并提出充满创意的方案解决围绕自身及社区的问题。



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

为伊利沙白医院开办工作坊，让更多医护人员学习设计思维，并应用于日常工作中。



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

与香港中文大学赛马会公共卫生及基层医疗学院联合举办工作坊。



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.

与英国皇家艺术学院海伦·哈姆林设计中心的总监Rama Gheerawo合作，为香港政府公务员事务局公务员培训处举办“创意领袖培训计划”工作坊，鼓励中层公务员运用设计思维创新公共服务。



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.

与行政长官卓越教学奖教师协会合办工作坊，推动校长及教师活用设计思维，探索教学创新的各种可能。



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

为香港设计中心位于湾仔的全新项目“设计光谱”举办的公众工作坊，为市民打开认识设计思维的大门。

Design Thinking Tool Kit

设计思维小工具

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.

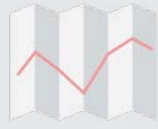
要从日常工作中活用设计思维，应该如何入手？下面的小工具有助新手实践“探索”、“定义”、“构想”、“执行”四个阶段，得出创新的解决方案。

Discover 探索

Photo Safari 照片探寻

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.

要了解特定用户群，除了收集数据信息，“照片探寻”也是一个好方法。研究者会观察用家的日常体验，拍下照片作记录；用家亦可提起相机，拍下事物跟环境。只要整理所得照片，就能得出一个全面的视觉印象，理解他们的需求、观点和感受。



User Journey Mapping 用家体验历程图

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.

“用家体验历程图”以按时序的图表表达用家的体验，可以观察当中变化，让我们能够分辨出痛点和每个出现改善的契机，找出新的解难可能。

Define 定义

Segmentation 分类排列

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.

让资讯分类排列的方法有很多，以视觉方法呈现是其中一种，“分类排列”可以显示事物的规律，让你找到新的看法。



User Personas 用家人物志

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.

传统分析多以年龄及性别等区分持份者，“用家人物志”将持份者以用家群组分类，其后就可针对不同族群作出深入分析。

Develop 构想

Draw it, Build It 绘画与建造模型

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.

概念虽然难以用言语表达，我们可以利用视觉工具表现：在纸上直接画出想法，又或是用积木、制模用黏土、厚纸板等任何物料来制作模型。



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”能协助你描述抽象事物的细节，特别是用家体验和历程，你亦可以从用家角度评估成效，特别适用于阐释应用程序、服务、活动或流程等创新意念。

Deliver 执行

Prototyping 制作雏型

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.

制作雏型能将概念化成实体，便于测试。过程中应多作尝试，不必太在意外观，而且用料不拘，可以是一个实体模型、一张草图甚至是一个情境，均会刺激你思考当中哪些元素可以改良。



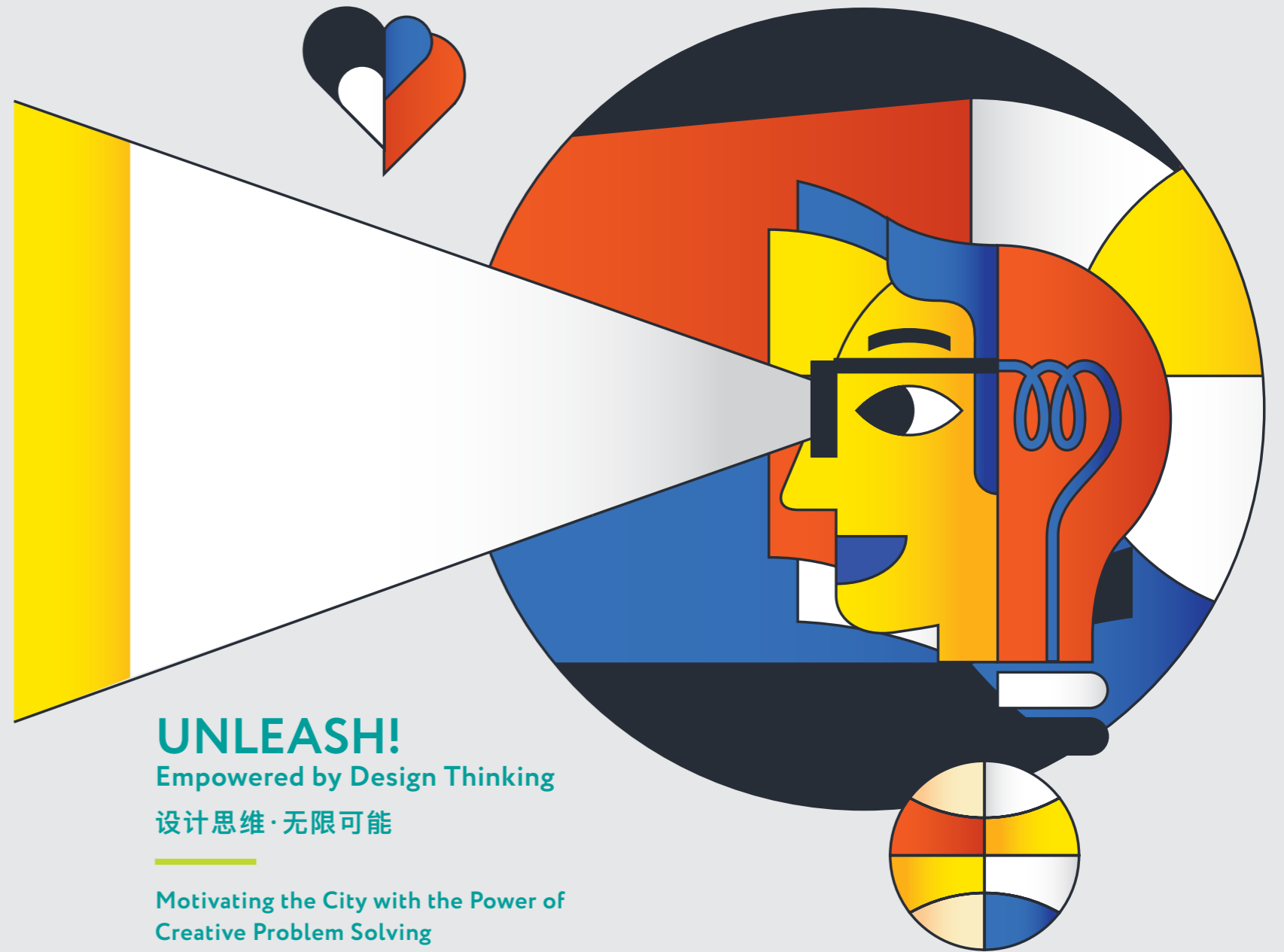
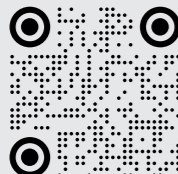
Testing and Evaluating 测试与评估

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雏型，聆听他们的想法，将收集到的意见写在方格上，便于分辨概念的优点与可行性。



Download
Design Thinking Toolkit
下载设计思维工具教材



UNLEASH! Empowered by Design Thinking 设计思维·无限可能

Motivating the City with the Power of Creative Problem Solving 创意解难·全城启动

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、科技发展及人均寿命的延长为我们的事业、业务及社会带来新挑战。这些前所未有的问题需要新的思维、新的解决方案及新的工作模式去面对，这正是需要设计思维的地方。设计思维，就是在解决问题之前，透过了解人的需要，认清问题所在。

香港政府在2017年的施政报告上表明：“设计思维是一种解难能力，更是一种增值和倡导跨界别合作的新思维。”香港设计中心在2018年开展了“Unleash! 设计思维·无限可能”，2019年至2020年度的重点在于建立商界、教育界、社会及整个城市的设计思维能力。

In Business
商业篇



Professional Tips 专业引路

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.

传统的设计思维最讲求用户需求性、企业存活性及科技可行性，Design Thinking In Action 创办人黄思远认为商界环境每天都变化，加上思考持续性对商界而言比其他行业更加重要。他说：“不能只着眼商业利益，反而是透过投资者、企业团队及合作伙伴，由生产链到消费主义来一场全面的思想变革，甚至为社会创造意义，延续企业的发展。”

about Stephen S.Y. Wong 黄思远



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.

美国密西根州立大学市场学学士及史丹福大学商学院管理理学硕士，2016年成立Design Thinking In Action，为创办人及首席策展人，旨在集合不同思维领袖、教育家和业界人士分享以人为本的设计经验，学习相关知识共同成长，从而推广设计思维。

In Education
教育篇



Professional Tips 专业引路

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.

懂得发问是学习过程重要的一环，但懂得解答问题同样重要。教学中培养学生的设计思维，可让他们掌握所需的解难技能。徐罗国彦女士成立的“奇极创作室”，便运用设计思维教学，推行艺术与设计糅合的教学法。例如其“玩乐公共设计”项目，着学生满足香港城门郊野公园内不论人还是动物的需求，意在培养学员的同理心以掌握设计思维，项目更代表香港角逐国际建筑师联盟举办的“金立方奖”。

about Angelina Lo-Chui 徐罗国彦



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.

从事艺术教育超过30年，为“奇极创作室”和“创想联萌”创办人，透过视觉艺术令儿童的创意得到充分发展。美国夏威夷大学视觉艺术学士、加州金门浸会神学院宗教教育硕士，现时正攻读香港理工大学设计学院博士学位。

In the Society
社会篇



Professional Tips 专业引路

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.

社会问题无日无之，设计思维透过赋权予市民，让持份者参与当中，加上在变更中树立共同理念，或会成为解决问题的出路。李欣琪博士2017年成立启民创社，关注社会老龄化，举办了“脑化城市”、“死物习作”及“老力生产”三个专题活动，邀请长者以创意伙伴身份和年轻人一同思考老龄所面对的问题。当中“死物习作”设计的纸撒灰器“信别”，已成为香港食物环境卫生署辖下纪念花园进行花园葬礼时可以选择的撒灰器之一，为以设计思维解答社会议题的实例。

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.

瑞典林奈大学副教授、英国皇家艺术学院建筑学硕士、香港理工大学设计博士，历任英国皇家艺术学院海伦·哈姆林设计中心共融设计研究员教授。2013年香港职业训练局邀请她回港成立社会设计工作室，又成立非牟利机构启民创社，透过设计研究，为全球社会议题提出跨代跨界别的创新方案。

Unleash! Forum for Educators
Unleash! 教育工作者论坛

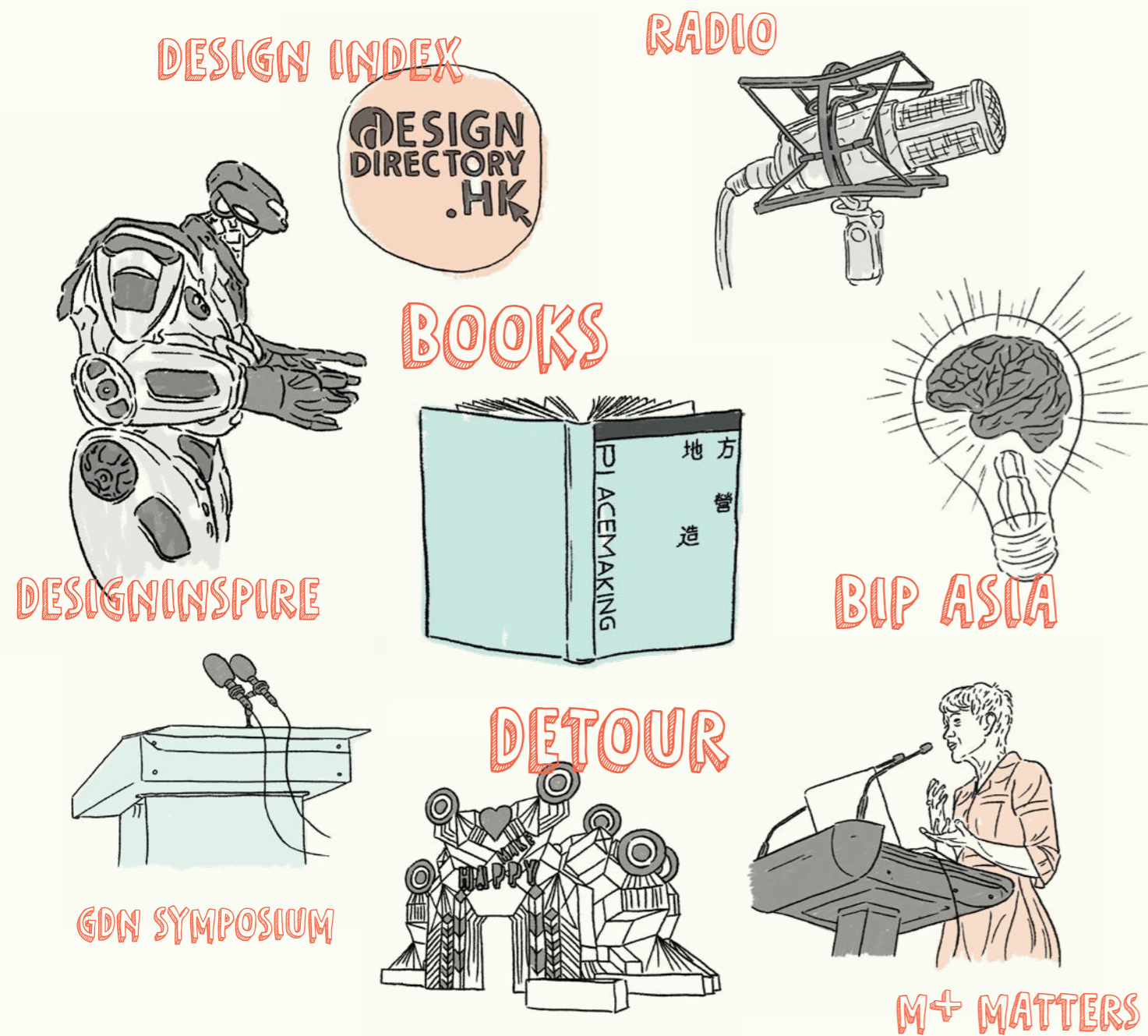
HKDC was invited to organise an "Unleash! Forum for Educators" to cultivate a better understanding of design thinking among teaching professionals. Held on 13 December 2019 at the Learning and Teaching Expo, a major annual education expo in Asia, the forum featured lectures and experiential workshops 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.

香港设计中心应邀于亚洲年度大型教育博览会“学与教博览”，举行“Unleash! 教育工作者论坛”，向香港本地教师推广设计思维。论坛于2019年12月13日进行，邀请了20多位来自设计、教育、科技等界别之专家主持讲座及体验工作坊，让教育工作者深入了解设计思维的价值，并将之应用于教学，让创意在新一代之间无限绽放。



8 WAYS TO CONNECT WITH DESIGN

八个接轨设计的方法



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，始于足下。以下八个项目由香港设计中心精心策动或与紧密伙伴联合举办，横跨线上线下各个媒介，无论是设计专业人士抑或大众，都能通过这些起点，一步步接轨优秀设计及设计思维，踏上创意之路。

· DesignInspire ·



IN QUEST OF CREATIVE INSPIRATIONS 寻觅创意灵感

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.

世界这么大，人与人的相遇交流，每每造就灵感迸发而生，而这正正是接轨设计的第一课。每年一度的DesignInspire，就是一场盛大的创意盛会，云集国际杰出设计人才、设计学院与潮流品牌携手引发新灵感。

2019年度的DesignInspire，由香港贸易发展局主办，就以“共创可持续都市”为主题，于12月5至7日期间于香港会展举行。当中，“城创新活”主题馆展出25个单位的设计作品，演示体验式商业方案、智慧生活及STEAM教学三大范畴，勾勒未来创意蓝图；从英国远道而来，被誉为全球最先进的娱乐机器人Titan the Robot亦同场亮相，具备高科技环境感知功能，可做出电影特效般的流畅动作。而“香港创意力量”展区就汇聚了一众本地设计菁英及其原创作品。





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.

设计从来都不是单面的，我们可以从许多不同角度观赏设计。由香港设计中心呈献的主题馆“设计多面睇”，让大众从旗下多姿多彩的项目中，感受设计的力量，当中集结了香港以及亚洲的创意精萃，展出包括DFA设计奖2019的得奖作品、设计及时装创业培育计划的本地设计师佳作等。

今年，我们更为旗下活动“DX设计交流”设立“Co-creating Hong Kong: a Design+Exhibition”特别展区，由12位于2019年9月远赴美国加州考察交流的香港设计师，分享旅程中获得的灵感。



GOOD DESIGN NEW AND OLD 好设计 贪新亦恋旧

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.

优秀设计除了能回应时下社会需求，更能经得起时间考验，成就不朽。位于中环的“元创方”，一直是汇集不少本港设计菁英的创意地标，每年更举行deTour推动设计融入大众日常。今年就以主题“NEW OLD. OLD NEW”，邀请海内外设计单位，深入探索“旧”概念如何结合当下社会价值，赋予“新”意义，透过一系列装置展览、工作室、讲座及活动等，不断发掘与实验，力行创新，激活原创思维。



deTour 2019 originally scheduled on 29 November to 8 December 2019 was cancelled due to prevailing circumstances in Hong Kong.
鉴于香港当时情况，主办单位宣布取消原定于2019年11月29日至12月8日举行的deTour 2019。



RESPECTING ORIGINALITY AND INTELLECTUAL PROPERTY 尊重原创 守护知识产权

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".

香港之所以能成就许多创新设计，完善的知识产权制度是不可或缺的基础。正因重视这份核心价值，香港贸发局、香港政府与香港设计中心联手举办的年度“亚洲知识产权营商论坛”，第九届主题为“知识产权：为企业建构创新及共融的未来”，于12月5及6日邀请70位各国相关组织要员为嘉宾，分析最新知识产权及企业持续发展的策略。同场的“环球科技峰会”更有位领袖探讨创新科技行业的市场需求；“香港发明论坛”就由日内瓦国际发明展评委会成员，分享发明趋势及发明商业化。

ENGAGING GLOBAL DESIGNERS TO ENVISION THE INDUSTRY'S FUTURE 连结世界设计人 展望行业前景

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.

国际设计联盟(GDN)于2005年由香港设计总会成立,目标以香港为枢纽,集结来自全球具影响力的设计组织会员,共同推广设计。GDN借着每年“设计营商周”设计菁英齐聚香港的契机,举办“国际设计师联席会议”,展望全球设计业界的发展前沿。



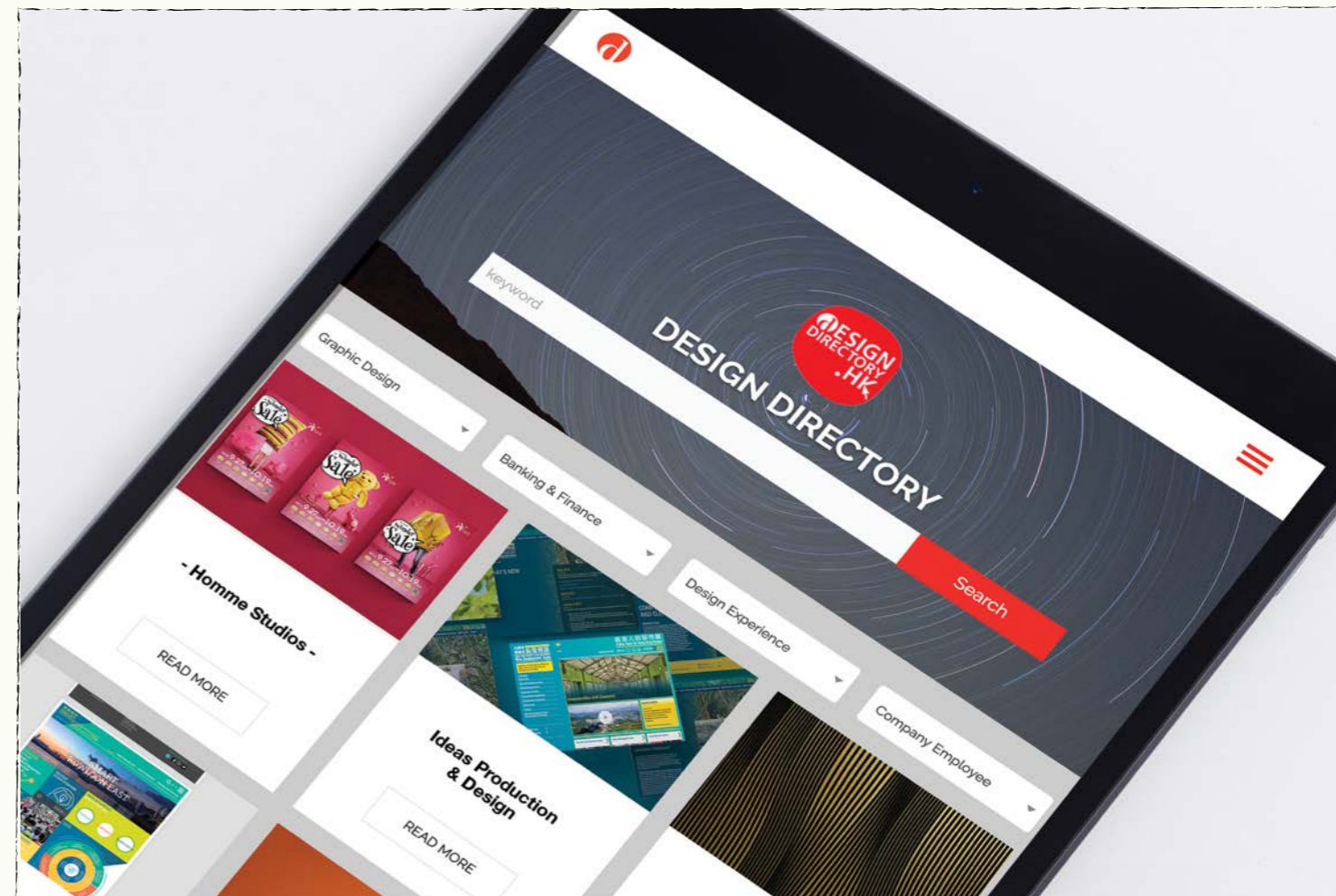
Due to Hong Kong's prevailing circumstances, the organiser announced the cancellation of the GDN Symposium originally scheduled to take place on 7 December 2019.
鉴于香港当时情况,主办单位宣布取消原定于2019年12月7日举办的“国际设计师联席会议”。



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

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.

博物馆可谓汇聚文化创意的终极殿堂。香港全新视觉文化博物馆M+在早前举行的“M+思考 | 焦点谈”中,就邀请了泰特美术馆馆长Maria Balshaw女士,以其渊博学识及丰富经验,向大家细述博物馆在世界政治及社会环境急速变迁之中,整体发展的策略与定位,分享了独到的见解。



BRINGING DESIGNERS AND BUSINESSES TOGETHER 寻找知音 连系伯乐

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.

香港的创意产业得以蓬勃发展,才华洋溢的设计人才固然不可或缺,也需要懂得欣赏及发挥设计的价值的企业及商家,形成相辅相成的创意产业生态。香港设计中心期望连系两者,建立“香港设计指南”这个方便、免费的网上平台,让从事各种设计专业的香港注册公司分享履历,商界人士以至公众能随时按他们的需要进行搜寻,缔造更多商机。



For more information
立即浏览





TUNING IN TO "GOOD LIFE GOOD DESIGN" 紧贴大气电波 细听“生活就是设计”

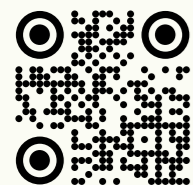
Love to hear a good design story? All you need to do is tune in your radio! HKDC continued its partnership with Metro Radio in the "Doors to the World" programme through its bi-weekly radio segment "Good Life Good Design". On air since 2017, the show featured personal interviews and creative insights 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.

有没有想过，只要透过大气电波，就可以安坐家中轻松领略设计之道？香港设计中心与新城知讯台节目《世界随意门》合作，于2017年推出“生活就是设计”环节，每两星期播出。去年，节目先后邀请DFA香港青年设计才俊历届得奖者、设计#香港地合作单位、设计创业培育计划和时装创业培育计划的设计师，分享创作的心路历程，解构设计的独特价值和魅力。



ON
AIR

Listen to "Good Life Good Design"
收听“生活就是设计”



GOOD BOOKS 开卷有益 阅读好设计

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.

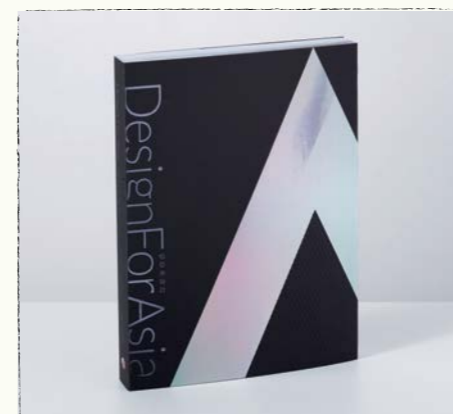
想寻找创意启迪，紧贴设计界盛事动向，香港设计中心编著的丛书及期刊，就为你打开一页页设计新篇章。



HKDC Annual Report 2018-19
《香港设计中心年报 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“设计再想像”为题，本年报封面特别以几何图案元素设计出崭新字体，触发读者重新思考何谓设计。年报向公众及合作伙伴阐释香港设计中心推广设计和设计思维的项目成果，并展望来年目标。



Design for Asia: DFA Awards 2019
《给亚洲设计—DFA设计奖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设计奖自2003年起，透过五个设计奖项表扬卓越设计及杰出人物。本书辑录2019年度的得奖作品，从亚洲观点，以科技革新、环保体验、社会议题和人文关怀四个面向，揭示亚洲设计的新面貌。



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.

香港设计中心的电子季刊《DMatters》，介绍设计相关的活动资讯及紧贴行业动态，亦发掘潜力无限的初创品牌和推介得奖设计师及其杰作，由此启迪公众的设计思维及传扬优秀设计。



Placemaking: Reinventing the Past and Future of Urban Fabric
《地方营造—重塑社区肌理过去与未来》

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.

由香港设计中心主席严志明教授策划、资深传媒工作者郑天仪撰写、三联书店出版，本书把新城知讯台电台节目《世界随意门》的“生活就是设计”环节中，13位香港地方营造幕后英雄于城市中妙用设计思维的个案转化为文字。新书分享会暨湾仔导赏团于2019年11月9日在三联书店·湾仔文化生活荟顺利举行。

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.

香港设计中心作为一间获公帑资助的机构，多年来一直致力加强企业管治及提升职场文化，以维持高度的问责性及内部的紧密协作。

除了定期检讨日常运作，香港设计中心亦定期提供雇员培训，确保营运程序符合其企业管治原则。

此外，香港设计中心亦实行两层通报机制，以处理董事的潜在利益冲突。除了向董事会或委员会自行申报外，董事在获委任加入香港设计中心董事会时，亦须披露所有直接或间接、金钱或非金钱的一般利益。如有需要，有关披露资讯亦会公开予公众人士查阅。

Chairman 董事会主席

严志明
ERIC YIM

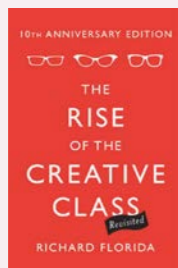


Design Vision 预见设计

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.

设计将是改变社会各领域的巨大力量，推动传统商业环境走向新经济的创意产业。

Idea Insight 灵感追踪



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.

本书大胆诠释廿一世纪经济发展：具创造力的人不仅指艺术家或设计师，而是重新定义为用创意解难及推动创新、商业活动及经济增长的专业人士。各地求才若渴，地方的生活素质成为吸引创意人才的重要因素。香港不但拥有完善的物质、社会及数字基建，更可以高度包容多元文化，相信未来会成为创意阶层聚居之地。

Vice Chairman 董事会副主席

陈德姿
BONNIE CHAN

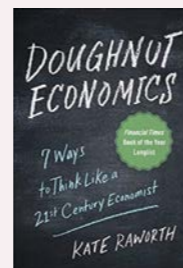


Design Vision 预见设计

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.

未来设计将由广泛持份者出发，各施所长，为社区共创兼顾可持续性 & 完整反馈循环的解决方案。

Idea Insight 灵感追踪



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.

我在疫情早期接触这本书，里面概述了如何组织一个能达致全面可持续性的经济模式。我不禁重新思考和想像：若我们有机会重新构建我们的社会系统，透过具包容性及可持续性的思维，解决当前社会和生态层面的挑战，世界会有何改变？

Vice Chairman 董事会副主席

卢永强
DAVID LO



Design Vision 预见设计

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.

设计以创意思考为经，美学管理为纬，不只能解决问题，也可以提出问题，双向建构文明。

Idea Insight 灵感追踪



Video conferencing software 视像会议软件

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."

全球疫情改变了世界，包括我们的生活模式，人与人的亲身接触少了，大家透过萤幕对话的时间比任何时候都要长。这些日子以来，视像会议软件的设计素质不停改善和提升，真正做到每个设计老师在第一课所说的：“设计是为了解决问题”。

Director 董事

PATRICK BRUCE



Design Vision 预见设计

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.

设计应该为社会、经济及环境带来正面的影响，否则设计这个专业就会过时。我们需要对作品的影响负责。

Idea Insight 灵感追踪



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.

“我们不做艺术品，而是解决问题。”Eames夫妇设计的作品无数，解决的问题范围十分广泛，从建筑到木制医疗夹板不等，不愿“精专”于特定范畴。这张椅子充分表现了他们的解难能力，超越了我们单独而狭窄的设计分类和范畴。他们渴望以设计驱动社会改变，创新精神历经80年后仍然值得我们学习。

Director 董事

陈凯欣
HOI-YAN CHAN



Design Vision 预见设计

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，万事皆有可能。
未来的设计不应再随波逐流，
社会应接纳每一种风格。创新就是未来。

Idea Insight 灵感追踪



"Fight the Virus" Leaflet 抗疫传单
by my daughter 妹猪

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.

这是我女儿的一个小创作，相信灵感来自近月的疫情。其实创作就是一种感受、一个想法、一个心态。我们也许不应该把“设计”放在一个高高在上的位置。我们何不回归初心，用不同方式记录生活，或者你对生活从此就有了一个新的了解？

Director 董事

陈一枋
VIVECA CHAN



Design Vision 预见设计

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

伟大设计除了集美学、商业可行性、
可持续发展性和改善人类生活之大成，
更蕴含创造价值的过程。

Idea Insight 灵感追踪



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，我协助Nike在港推出Air Max，利用广告清晰传达其可见式“空气”设计，并结合Nike的品牌精神。由Tinker Harfield构思的Air Max，是首个采用可见式设计展示气垫技术的产品，在性能和舒适度上增添了时尚风格，令Nike气垫技术大受欢迎。产品首度连系了体育工程与设计文化，并为往后30年间行业的革新奠定基础。

Director 董事

张益麟
ALAN CHEUNG



Design Vision 预见设计

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.

未来设计将不只定义和解决当今的问题，
还能带领用户踏上更舒适并超乎他们期望的道路。

Idea Insight 灵感追踪



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.

本书涵盖设计哲学、原理和方法论，解释了为什么“好设计”对每个人都很重要。作为一个创新型企业家，它为我带来灵感，同时激发我不断寻求改善日常生活体验。我强烈推荐此书给所有希望通过创意与创新来进行升级和转型的朋友。

Director 董事

张本善
BENSON CHEUNG



Design Vision 预见设计

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.

视觉传达设计和整体设计界的未来将取决于建立知识体系的研究和发展、实践方式和专业精神。

Idea Insight 灵感追踪



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.

本书启发了我思考平面设计（视觉传达）的深层问题：书中学者指出，平面设计界及教育长久以来的问题是过分强调美学外观、风格及视觉结构，关于设计背后的原因、功能和设计师想达成的目标的讨论也不足够。

Director 董事



张后秀
JANET CHEUNG

Design Vision 预见设计

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.

时尚领域从AI技术的不断发展，糅合现实与3D的技术，从虚拟到无限创意，受人工智能驱动时尚变革显然是个大趋势。

Idea Insight 灵感追踪



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.

早年我在伦敦开展我的时装设计生涯时，已经对传奇的巴黎时装设计师Azzedine Alaïa完美如雕塑般的剪裁技术印象深刻，并视他的作品跟我的设计理念志同道合，从此驱使我在多年的时装设计职业中，一直坚持和标榜优质剪裁，配合设计美学的审美意识，从而达到最终之精炼设计效果。

Director 董事



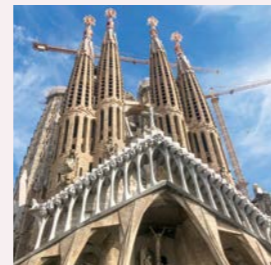
周凯瑜
JOANNE CHOW

Design Vision 预见设计

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

基础知识不但对想像力极为重要，也是重大设计运动发展的关键。

Idea Insight 灵感追踪



Sagrada Familia 圣家堂
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." I believe that great architects and movements come from that change and from their belief in the change needed.

Gaudi结合传统和对新技术的追求，创造出不少史上最富创意的建筑物，他做事有全盘计划，把各种元素以适当距离放置，并以塑性关系连结。我相信伟大的建筑师和建筑运动都是来自于这种改变，以及时刻求变的信念。

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

Director 董事



钟国斌
FELIX CHUNG

Design Vision 预见设计

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

以设计提升价值、以科技创造可持续性.....这就是未来！

Idea Insight 灵感追踪



Royal College of Art 英国皇家艺术学院

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.

早年到访英国皇家艺术学院让我加深了对设计的认知，真正的设计不只靠外观，而应该可以解决问题、改变生态系统、影响世界！近年很多革命性创新企业以“经济共享”的概念，利用科技和设计打破由来已久的传统应用方法。他们的成功足以证明具功能性的创意，透过数字化可以为使用者带来新价值和市场。

Director 董事



许夏林
EDDIE HUI

Design Vision 预见设计

Every human being is an artist.

人人都是艺术家。

Idea Insight 灵感追踪



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是德国最伟大的概念艺术家之一，他认为我们的生活空间、工作以至日常对话都是艺术，一切都是艺术，人人都是艺术家，人类每个有意识的行为，都是一件艺术作品。我把他的理念付诸实践，平日不断从熟悉的事物探索新角度，并将其融入不同的生活层面，透过作品实现生活的艺术。

Director 董事



何宗宪
JOE Y HO

Design Vision 预见设计

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

奢华和标新立异的设计已经不合时宜；设计应该让生活变得更愉悦、可靠、人性化。

Idea Insight 灵感追踪



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.

音乐让人进行深入自我修补：这首歌告诉我们，最糟糕的情况发生的原因，是为了成就我们生命所需要的转化。低潮时我们总会看到一束光的指引，而最好的修复方式就是尝试。创意不是学回来的技巧，而是对美好生活的渴望。

Director 董事



刘小康
FREEMAN LAU

Design Vision 预见设计

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

面对疫情，设计师应该思考自身对环境的责任，以及往后如何协助人们重拾正常生活。

Idea Insight 灵感追踪



《刘小康决定设计》
by Freeman Lau 刘小康

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.

经过五年酝酿而成的个人展览目录，不但记录了我四十年来的设计历程，更展现了香港自八十年代至今从“平面设计”到“创意产业”不同阶段的发展。

Director 董事



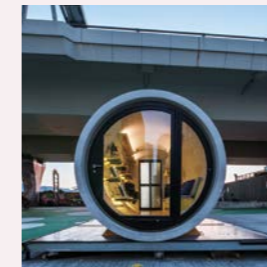
罗发礼
JAMES LAW

Design Vision 预见设计

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.

设计的未来应以解决世界性问题为重点，减轻和改善目前世界上的缺陷所带来的痛苦。

Idea Insight 灵感追踪



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.

全球数十亿人正在为住屋需求挣扎，世界经济及政治体系在有力与无力负担房屋的人们之间，造成了一条巨大的鸿沟，建筑已变成经济商品多于解决住屋需求的产物。OPod水管屋采用廉价的现成混凝土水管组件，将其变成可以为数十亿人口提供住屋需求的解决方案。

Director 董事



李健杓
KUN-PYO LEE

Design Vision 预见设计

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

未来的设计必须能引发共鸣，以同理心、美学敏感度和跨领域技能连系不同持份者。

Idea Insight 灵感追踪



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.

这些书的研究范围很广，不论从传统设计到设计方法论、从用户为本设计到文化设计，都改变了我对设计原本的观点，并引领我的学术生涯，树下一个个里程碑。

Director 董事

梁志天
STEVENS LUNG



Design Vision 预见设计

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

设计以人为本，结合科技和美学，创造与自然共生的美好生活。

Idea Insight 灵感追踪



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在空间和比例上的运用给我极大启发。他1920年的Villa Savoye内外贯通的设计极具前瞻性，空间规划极具效率。设计将大自然与建筑相融，呈现简约、纯粹、宁静之美，是历久弥新的现代主义建筑指标。

Director 董事

李永铨
TOMMY LI

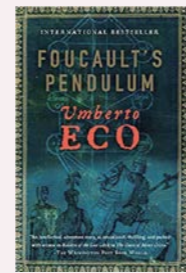


Design Vision 预见设计

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.

设计和人的未来跟推理小说一样，永远不会知道下一页是怎么样，所以最重要的是靠自己。

Idea Insight 灵感追踪



Foucault's Pendulum 《傅科摆》
by Alberto Eco 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.

小说以三位主人翁追寻中世纪基督教的“圣殿骑士阴谋论”为主线，串连历史大事，并试图解开谜团。作者擅长游走于真实与虚构之间的把戏，更以真实知识构建了一个系统，让虚构成为真实，读者就如置身其中，深深着迷，可谓“宇宙级的满汉全席”。

Director 董事

梁国浩
STEPHEN LIANG



Design Vision 预见设计

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

在后疫情时代，设计必须跟技术、医疗保健和环境保护等领域更紧密连系。

Idea Insight 灵感追踪



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，艺术家一方面引导观众如何欣赏，另一方面透过看似极简主义的手法，容许观者从情感及抽象层面自由解读：从情感出发，鲜艳的橙色、黄色唤起狂喜、激情和悲剧感。从抽象角度而言，不同颜色和画面仿佛浮现眼前，灵感就在这奇妙的瞬间迸发。

Director 董事

劳建青
JOSEPH LO



Design Vision 预见设计

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.

未来设计在于融合自然与技术，正是设计和科技新工业革命的新一章。

Idea Insight 灵感追踪



The Quadracci Pavilion 密尔沃基艺术博物馆
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.

夸德拉奇馆由西班牙建筑师Santiago Calatrava设计，是密尔沃基艺术博物馆的鸟形延伸建筑结构，是仿生学建筑的典范：其弯曲的混凝土柱，组合成如胸腔般的结构，让人联想到动物的形态。这位建筑师的创作无视物理定律，把动感注入静态物件。

Director 董事



罗卓荣
VICTOR LO

Design Vision 预见设计

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!

我们应善用同理心进行人本创新，激发创意，将设计融入非设计领域，让创意领导力为城市注入活力，共创新机遇！

Idea Insight 灵感追踪



PMQ 元创方

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.

“设计”早被列入元创方的建筑、商业规划及营运之中。如今，它已经成为创意地标和城市创意生态重要的一部份，从创新视野出发，呈献适合各年龄层的展览、创意节目和设计师作品，证明设计不只关于理念，更需要具备创意视野、商业触觉、设计及文化领导能力、个人及团体的创意，还有具前瞻性的管理。元创方也是公私营合作的成功例子。

Director 董事



曾昭学
VICTOR TSANG

Design Vision 预见设计

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.

设计早在古人制造工具、结合生产与艺术时定型，未来将着重于整合人类需求和技术创新。

Idea Insight 灵感追踪



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.

本书如宗教般倡导人人都有创造力，通过介绍创造力的核心意义、创意实践，再结合实用技巧和工具，塑造创意过程。本书打破了“创意只属于设计师和艺术家”的迷思，引导读者释放自己的创意潜能。随着创意信心逐渐累积，我们终将可以把这种具感染力的思维，用于生活或工作中解决问题。

Director 董事



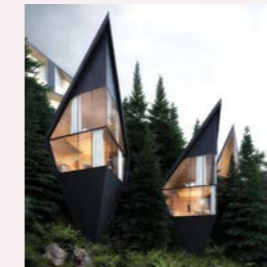
叶小卡
KARR YIP

Design Vision 预见设计

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

可持续发展建筑渐渐成为趋势，人们将更追求探险、秘境、治愈的体验，与自然连结。

Idea Insight 灵感追踪



Tree House Hotel 树屋酒店 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的作品鼓励人类探索自然，并结合地域特性和人文历史，将功能、美学、艺术、视觉等融合并达至平衡。其位于意大利东北部山脉的树屋酒店设计，与周边环境融为一体，建立天地人的关系。

Alternate Director 后补董事



TOM GREY

Design Vision 预见设计

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.

在现今的数字世界，创造力和概念仍然无比重要。多接触传统媒体和技术，有助丰富我们的视觉语言库。

Idea Insight 灵感追踪



The Wayang Kulit Shadow Theatre 哇扬皮影偶戏剧场

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.

自从我第一次到爪哇旅游后，就被“哇扬皮影偶戏”这种古老的讲故事艺术深深吸引。表演伴随甘美兰乐队的独特音乐，屏幕一边是身穿蜡染和锦缎纺织品的音乐家、闪闪发光的敲击乐器和色彩缤纷的木偶，另一边可看到木偶的身影于不断变化的山林与宫殿间摇曳，以平面及立体呈现撼动人心的演出。

Alternate Director 后补董事



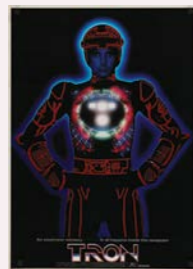
许迅
EDDY HUI

Design Vision 预见设计

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

未来充满可能，但唯有将设计教育推广到更阔的层面，才可延续希望。

Idea Insight 灵感追踪



Tron 创战纪
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.

电影首见的世界观、服装设计及道具设定、独有的色彩和字型运用令人神往，引发当时世人对穿梭于数字与现实的无限遐想，对电脑特技的发展有深远影响，也启发了自己不少创作。

Alternate Director 后补董事



杨棋彬
KEVIN YEUNG

Design Vision 预见设计

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

未来的设计，除了要实用和有美感外，还要有意义和幸福的感觉。

Idea Insight 灵感追踪



Fashion Visionaries 《时装·视野》
Published by Leisure and Cultural Services Department, HKSAR
香港康乐及文化事务署出版

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.

这本书是配合香港时装设计师协会2011年举办的展览而出版，除了阐述本地时装发展史外，更介绍了具代表性的时装设计师、美术及形象指导、绘图设计师、摄影师及模特儿等，展现香港时装界的多元文化、成就及发展。

Alternate Director 后补董事



陈志毅
ANTONY CHAN

Design Vision 预见设计

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

未来设计将具包容性，设计思维将渗透到各行各业，设计将成为万物基因。

Idea Insight 灵感追踪



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.

作者认为活跃的思想与其周围的环境有着动态的关联关系，这一观点让我深感好奇，并开始研读这本书。作者指出，空间是人类意识的居所，建筑师应把创作的重心放在创造体验，而不是那些可能会，也可能不会对观者或使用者产生任何影响的抽象理论。这本书对于我的设计思维有很深远的影响，让我更专注于探索人与空间的亲密关系。

Alternate Director 后补董事



袁霁芳
JERSEY YUEN

Design Vision 预见设计

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，设计正在进入不受时间、地域和商业限制的跨领域创意及创新时代。

Idea Insight 灵感追踪



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.

作为鞋履爱好者，我十分欣赏女士的高跟鞋设计。高跟鞋的设计本身就是一件展现美感、时尚和精湛工艺的创意作品，穿着时还可以提升女士的典雅风格和个性。

MAKING DESIGN ACCESSIBLE TO ALL

让设计走进大众



CreateSmart Initiative Exhibition 创意智优计划迈向十周年展览

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.

创意智优计划迈向十周年展览于2019年6月14日至7月3日在国际金融中心一期举行，展示了创意香港资助项目，包括DFA香港青年设计才俊奖、设计及时装创业培育计划设计师的优秀作品。展览后来于7月6日至8月5日移师到D2 Place继续举行，展期内另外举办了免费创意工作坊，由设计师带领市民创作属于自己的作品。



Hong Kong Library Festival 2019 香港图书馆节 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.

活动以“阅读·创意”作为主题，带给参加者多重的阅读体验，借以推广阅读文化。“DFA亚洲最具影响力设计奖—书刊获奖作品展”就展出了多本得奖书刊，让读者从书本欣赏设计师的创意巧思。



RTHK's "90+ Logo Design Initiative" 香港电台频道标志设计比赛

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.

香港电台在2019年迈向90周年，为了强化形象，电台邀请了本地青年设计师为六条频道设计新标志，项目由香港设计中心协办。设计创业培育计划设计师关子轩最终脱颖而出，他的作品以“字”作为主要视觉元素，不但和谐贯穿了六条电台频道，又令传统电台耳目一新。



Creating industry synergies to empower design 汇聚业界设计推广力量

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.

香港设计中心希望能启发大众欣赏设计及设计思维的价值，除了旗下的项目，更积极支持各界同伴。本年度我们协助了44个协会及教育机构等宣传56场精彩活动，推动了本地创意生态发展。



Fostering local and international connections 加强本地与国际连系

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.

为促进本地设计界与国际合作，2019-2020年度我们接待了来自中国内地、英国、法国及泰国等地的考察代表团，与海内外商贸协会、业界组织、教育及政府机构密切交流。我们更与泰国Creative Economy Agency签署了谅解备忘录，为两地的设计及创意产业开拓新机遇。



Design exchange with different industries 促进各专业界别交流

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.

香港设计中心董事会及管理层代表一向积极参与与设计组织、教育机构及商贸协会举办的活动和项目，不时应邀担任讲者及评审，乐于与各界人士就着设计及设计思维分享真知灼见。

BRINGING TOGETHER LIKE-MINDED ENTHUSIASTS

集合设计同路人 汇聚创意力量

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.

“香港设计中心之友会员计划”集合认同设计价值的人士和机构，为会员创造交流专业知识及拓展人脉网络的机会，共同推动香港成为亚洲设计之都。各会员可以优先获邀参加香港设计中心和其伙伴机构举办的活动，享有专属优惠，并能掌握中心最新动态。

Acknowledgement of Corporate Members

鸣谢公司会籍之会员

(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

鸣谢永久赞助会籍之会员

(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)

Mr Fawaz Abid Bakhotmah Architect & Designer Culture-Based Innovation Network	Ms Pansy Ho 何超琼女士 Group Executive Chairman and Managing Director, Shun Tak Holdings Limited 信德集团有限公司集团行政主席兼董事总经理	Dr Flora Lau 刘伟婷博士 Founder, Flora Lau Designers Ltd 刘伟婷设计师有限公司创办人	Mr Ng Man Wai, Danny 吴文伟先生 Director, 4N design 四目建筑设计事务所董事	Mr Peter Wong 黄绍开先生
Mr Hei Shing Chan 陈曦成先生 Founder, Hei Shing Book Design 曦成制本创办人	Mr Jeremy Hocking President, Herman Miller International	Mr Siu Hong Freeman Lau, BBS 刘小康先生 Founder, KL & K Creative Strategies 新刘高创意策略创办人	Mr Nils Neckel Director, Designlink operated by Design & Distribution Link Limited	Mr Qin Xia 夏勤先生 President, Makestream Design Co. Limited 杭州麦客意识流设计有限公司负责人
Ms Kali Chan 陈嘉莉女士 Vice General Manager and Design Director - Interior, JATO Design International Limited 杰拓设计(国际)有限公司副总经理及室内设计总监	Ms Kigge Mai Hvid Partner, JA design studio	Mr Tai Yum Lau 刘棣钦先生	Mr Benson Pau 鲍活钧先生 Founder and CEO, Wings Trading (HK) Co. Limited 飞鹰行(香港)有限公司创办人及行政总裁	Prof. Eric Yim, JP 严志明教授 Chairman, Hong Kong Design Centre 香港设计中心主席
Mr Michael Cheung 张志立先生 Director, Zincere Limited 先时有限公司总裁	Dr Tai-keung Kan, SBS, BBS 新埭强博士 Founder, KL & K Creative Strategies 新刘高创意策略创办人	Dr Edmund Lee 利德裕博士 Executive Director, Hong Kong Design Centre 香港设计中心行政总裁	Mr Chiu Hang Tsoi 蔡超恒先生 Chief Executive Officer, Lifestyle Creating Holding Limited 时尚创建集团有限公司首席执行官	Mr Leon K L Yoong 翁国梁先生 Technronic Product Development Ltd Vice president - Technronic Design
Ms Agnes Chiu 赵耀文女士 Lee Kum Kee Co Ltd 李锦记(香港)有限公司	Dr Kwong Man-hang, Bengie, JP (Aust.) 邝敏恒博士 President, WKK Technology Ltd. 王氏港建科技有限公司总裁	Dr Harry Lee, SBS, JP 李乃耀博士 Chairman, TAL APPAREL LTD. 联业制衣有限公司主席	Mr Chi Fung Wang 王志峰先生 Director, China Energy Technology Holdings Limited 中国能源科技集团有限公司董事长	Dr Allan Zeman 盛智文博士 Chairman, Lan Kwai Fong Group 兰桂坊集团主席
Mr Alex Chunn Principle, nxus space	Mr Man-ting, Edmond Lai 黎文定先生 Director, Much Creative Communication Limited 多点创意设计有限公司总监	Mr Wai-fung Leung 梁伟峰先生 Founder & CEO, Artemis Digital Limited 衍盛数码有限公司创办人及行政总裁	Mr Ben Wong 黄志奇先生 Director, Sure Profit Holdings Ltd. 利保集团有限公司董事长	2B Square
Prof. Richard Fung 冯立中教授 Chief Executive, Hong Kong Standards and Testing Centre 香港标准及检定中心总裁	Dr Michael Lam 林宝兴博士 CEO, Hong Kong Quality Assurance Agency 香港品质保证局总裁	Dr John S.K. Lo 罗肇强博士	Mr Danny Wong Executive Director, Wiseman International Digttech Limited 华冕国际数码技术有限公司执行董事	4M Industrial Development Limited
	Ms Denise Lau 刘思蔚女士 Chief Executive Officer, COLOURLIVING COLOURLIVING行政总裁	Mr Lu Lam, Leslie 卢林先生	Mr Ma Yu Hung, Samuel 马余雄先生 Managing Director, Luk Ka Paper Industrial Limited 力嘉纸品印刷工业有限公司董事总经理	FringeBacker Limited
				Play Concept Limited
				Shantou University 汕头大学
				Tandem Design
				深圳市易讯天空网络技术有限公司

COLLABORATING FOR A GREAT DESIGN VISION BEYOND ASIA

冲出亚洲 共创设计美好愿景

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.

香港设计中心与全球设计组织携手，在国际间推广各个设计项目，旨在提升香港在亚洲以至全球的设计之都地位。



GLOBAL DESIGN NETWORK (GDN) 国际设计联盟 (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由香港设计中心及香港贸易发展局于2005年共同创立，是一个以香港为中心的大型合作网络。目前由香港设计总会负责管理工作，联盟会员来自全球各地的顶尖设计组织及创意文化机构，旨在鼓励和推动设计界进行跨国交流合作。

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成立于1957年，具有联合国特别咨询地位，全球已经有超过170个成员组织，来自40多个国家。组织以推广工业设计专业为目标，支持业界在产品、系统、服务及体验上的创新，借此促进环境与社会的发展。



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的成员来自53个国家和地区的120多个设计组织，包括国家级专业协会、设计院校和推广团体。自1963年成立以来，ICoD一直联系不同设计领域的独立组织和持份者，宣扬设计专业、教育、研究和政策的价值。

OUR ACCOUNTS 帐目

Income and Expenditure Statement for the year ended 31 March 2020

截至2020年3月31日止财政年度收支结算表

	NON-GOVERNMENT FUNDING 非政府资助	FUNDING FROM CREATE HONG KONG 创意香港资助	OTHER GOVERNMENT FUNDING 其他政府资助	TOTAL 总计
	HK\$'000 港币千元	HK\$'000 港币千元	HK\$'000 港币千元	HK\$'000 港币千元
INCOME 收入				
Government Grant 政府资助	-	89,414	19,526	108,940
Project Income 项目收入	1,109	5,170	-	6,279
Sponsorship 赞助	-	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 项目支出	874	55,348	16,060	72,282
Payroll & Related Cost 薪资及相关支出	-	32,862	3,470	36,332
Overhead & Administration 一般营运及行政费用	31	9,616	-	9,647
	905	97,826	19,530	118,261
NET SURPLUS 净盈余	208	-	-	208

BOARD OF DIRECTORS MEETING ATTENDANCE
董事会会议出席次数

01.04.2019 – 31.03.2020

MEETING ATTENDANCE / TOTAL NUMBER OF MEETINGS 会议出席次数 / 会议数目	BOARD OF DIRECTORS 董事会	FINANCE AND ADMINISTRATION COMMITTEE 财务及行政委员会	PROGRAMME COMMITTEE 计划委员会	DEVELOPMENT COMMITTEE 发展委员会	AUDIT COMMITTEE 审核委员会
Eric Yim 严志明	5/5	-	4/4	-	-
Bonnie Chan 陈德姿	4/5	4/4	1/4	3/3	-
David Lo 卢永强	4/5	-	-	-	-
Patrick Bruce	4/5	4/4	-	3/3	-
Hoi-Yan Chan 陈凯欣	3/5	-	0/4	-	-
Viveca Chan 陈一枏	3/5	-	2/4	-	1/1
Alan Cheung 张益麟	4/5	3/4	-	1/3	-
Joanne Chow 周凯瑜	4/5	2/4	-	-	-
Felix Chung 钟国斌	1/5	-	-	0/3	-
Eddie Hui 许夏林	1/5	-	-	2/3	-
James Law 罗发礼	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 李永铨	2/5	-	-	0/3	-
Stephen Liang 梁国浩	4/5	-	2/4	-	-
Joseph Lo 劳建青	2/5	-	-	-	1/1
Victor Lo 罗仲荣	1/5	-	0/4	-	-
Head Of CreateHK 创意香港总监	5/5	4/4	4/4	3/3	1/1
Representative appointed by Hong Kong Federation Of Design Associations 香港设计总会代表	2/5	3/4	0/2	-	-
Representative appointed by Hong Kong Fashion Designers Association 香港时装设计师协会代表	5/5	-	2/4	-	-
Representative appointed by The Chartered Society Of Designers (Hong Kong) 英国特许设计师协会 (香港) 代表	4/5	-	4/4	-	-
Representative appointed by Hong Kong Designers Association 香港设计师协会代表	3/5	-	-	-	-
Representative appointed by Hong Kong Interior Design Association 香港室内设计师协会代表	1/5	-	-	1/3	-

Remarks 注释:
Freeman Lau (Representative appointed by Hong Kong Federation of Design Associations) withdrew from the Programme Committee on 10 October 2019.
刘小康 (香港设计总会代表) 于2019年10月10日退出计划委员会。

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 HKDC 香港設計中心

   Hong Kong Design Centre

 [hkdesigncentre](https://www.instagram.com/hkdesigncentre)

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