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MESSAGE FROM  
EXECUTIVE DIRECTOR



## 2015 New Year Message – Igniting Innovation with Creative Confidence

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Dr Edmund Lee, Executive Director of Hong Kong Design Centre.

The year of 2014 has proved to be an eventful one. In our society, there are indeed deep-rooted sociopolitical issues that need to be addressed. Facing competition, we must invest for continued growth. We have to work together to maintain Hong Kong on the world map as a progressive city. We have to continue to leverage our strategic

positioning in China and in Asia, and cherish the rule of law, enterprising creativity and diversity.

Thanks to the support of all of our sponsors, partners and friends, we had a successful run on BODW 2014. BODW has grown to become a truly international programme in Asia to foster knowledge exchange and business partnership on Design, Brands and Innovation. Not only have we cherished the country partnership with Sweden, many speakers from Hong Kong and all round the world have also enlightened us with their creative mindset and shared with us the power of Design. Technology is everywhere, and design is part of our culture and economy. “Living Design” was indeed a befitting theme to embody “Live It, Work It, Wear It, Do It” across diverse fields and applications. You can revisit BODW 2014 highlights and webcasts on [www.bodw.com](http://www.bodw.com). We are working with Barcelona this year and look forward to welcoming you to BODW 2015 (30 Nov – 5 Dec).

To celebrate design excellence and leadership, DFA (Design For Asia) 2014 has also named major DFA Award winners on Lifetime Achievement (Kohei SUGIURA), Design Leadership (HO Kwon Ping) and World's Outstanding Chinese Designer (Arnold CHAN). Furthermore, a total of 168 Design For Asia Awards were given out of 1024 entries from worldwide, with 49 winners from Hong Kong. With increasingly strong support from CreateHK, HKDC has expanded its Young Design Talent Awards programme with 15 winners going abroad for internship and advanced study. Hong Kong has design talents and HKDC will step up efforts to nurture and promote our designers and their good designs. For details, please visit [www.dfaaward.com](http://www.dfaaward.com) & [www.ydta.hk](http://www.ydta.hk).

Design bridges big idea and helps to realise innovations. Cultivating design mindfulness and design thinking is at the core of our public mission to promote a culture of wider and strategic use of Design in business and the community. Through our Institute of Design Knowledge (IDK), HKDC has placed increasing emphasis on executive education and continuous professional development of future leaders, decision makers, MBAs and executives. We have reached new programme milestones of working with the Civil Service and the CUHK EMBA. Please visit [www.idk-hkdc.org](http://www.idk-hkdc.org).

With changing demographics and internet of things, future services and businesses will thrive on bigdata-driven insights and ability to connect with people and diverse stakeholders. Though with limited resources, HKDC has captured the change opportunity in 2014 with a new leadership team and has invested efforts to embrace digital and enhance content-driven programming and communications. We have reached new heights and will continue to expand reach and influence design-led development as part of the culture of innovation.

In the recent Policy Address by the Chief Executive of Hong Kong SAR, we are grateful for the continued support of the Administration to our public mission. In addition to our efforts aforementioned, we will work with partners and continue to promote good design, nurture design entrepreneurs and advance entrepreneurship through the Design Incubation Programme ([www.hkdesignincubation.org](http://www.hkdesignincubation.org)) and PMQ ([www.pmq.org.hk](http://www.pmq.org.hk)) – the new creative address in Asia for designers and brands.

Thanks again to my team, our sponsors, partners and friends. Let's work for a growing design vibe in Hong Kong and a brighter and prosperous future!