

For Immediate Release

**BODW CityProg Gets into Full Swing
with “Design Form Festival” Opening and Screening
Injects British and Hong Kong Creativity into 7 Mallory Street**

(Hong Kong, 2 December 2019) Organised by the Hong Kong Design Centre, “BODW CityProg” (or “CityProg” for short) links up over 100 creative groups, corporates, organisations, education institutions, designers and students to present multifarious activities from November to the first quarter of next year. This year, CityProg partners up with 16 Anchor Sites in 7 districts, including Wan Chai, Sham Shui Po, Tsuen Wan, Fo Tan, To Kwa Wan, North Point and Chai Wan, to present a whole range of creative activities featuring community characters. For its public education arm, CityProg joins hands with creative groups and communities to organise “Design EduVation” targeting at people of different ages and backgrounds to inspire an appreciation for design and design thinking in the public. On top of these are more than 100 Satellite Events and special offers from CityProg’s partners at all corners of the city. All these design events and activities come together to bring the creative vibe in Hong Kong to new heights.

Today (2 December), one of the CityProg’s Design EduVation, “Design Form Festival” was kicked off with a screening at 7 Mallory Street. Curated by SOSO Enterprise Limited and THY Audiovisual Laboratory, this educational festival is one of CityProg’s featured programmes. Through a series of activities including designers sharing sessions and screenings of design-themed films, it explores how design thinking and different design disciplines shape the relationship between people and improve the quality of life.

Officiating the opening of “Design Form Festival”, Prof Eric Yim, Chairman of Hong Kong Design Centre, said, “Good design is an important driving force of a society. It offers constructive, innovative and elegant solutions to almost any problems we find in everyday lives, from the urban environments to our homes. The more we are able to appreciate good design, the stronger our design culture will become. Having that in mind, in 2018, the Hong Kong Design Centre organised the first CityProg, aiming to activate Hong Kong’s creative and business communities. With the wonderful experience and fruitful result of last year, we have stepped up both the content and the scale this year, bringing design to more districts and people.” Prof Yim also revealed that in March next year, creative placemaking project “This is Wan Chai” led by UK design studio Wind & Foster, will be launched in Wan Chai. The making-of video of the art project was premiered at 7 Mallory Street.

Bringing British creativity and good designs to local communities

As one of CityProg's Anchor Sites, 7 Mallory Street is showcasing the design power of England and Northern Ireland. Today (2 December), Richard Parry, Head of Experience Economy and Performing Arts, the Department for International Trade of the United Kingdom, who came to Hong Kong for CityProg, led a media tour for smart ecological public furniture exhibition Eco Garden and digital art exhibition COLLATE HONG KONG, before the opening and screening of Design Form Festival.

Staged on the ground floor, the Eco Garden exhibition is displaying 4 pieces of ecological public furniture created by Environmental Street Furniture Ltd (ESF). Richard Parry introduced the features of each of the pieces, among which the solar-powered Stellar Bench was the highlight. It is made from recycled materials like milk cartons and food packaging. The recycled material has a durability 10 times higher than wood and is less prone to oxidation and rusting than metal. It can easily be designed for use in conjunction with other materials, giving designers more creative freedom. The bench's backless design maximises the surface for absorbing solar energy which can be used to charge mobile phones and provide wifi. While, the COLLATE HONG KONG digital art exhibition, presented on the second floor, is showcasing 156 pieces of illustrations and typographic works made by 39 designers from Hong Kong and the UK. Introducing the works to the press, Richard Parry said, "Both the UK and Hong Kong are not short of interesting contemporary designs. I hope, through this exhibition, more people will get to know and appreciate these extraordinary works."

The Hong Kong Design Centre invited UK design studio Wind & Foster to feature Wan Chai in their award-winning global film project "Moving Cities". Produced by Jevan Chowdhury, Director of Wind & Foster, the film project captures 21st-century cityscapes through dance. Jevan Chowdhury introduced the Hong Kong edition which themed THIS IS WAN CHAI, invited 45 dancers from Hong Kong Ballet to use the district's streetscapes as their stage. Their dance movements accentuate the unique urban charm of Hong Kong. While the installation will be launched in March next year, the making-of video is now screened on the ground floor of 7 Mallory Street from now till 8 December, broadcasting from 5:30pm to 8:00pm.

Localising design thinking to improve communities

On the ground floor, you can also find Enable Foundation's Drill! Productive Ageing Mobile Exhibition. The exhibition lets visitors experience being old with innovative methods to help them better understand the needs of the elderly and how to tackle social problems with user-centred design. The foundation's Design Editor and Head of Communications Ms Ire

Tsui demonstrated how to turn old in a minute and illustrated the elderly's needs and how to improve their lives with innovative thinking.

What's more on third floor is REFINED TOUCH: CROSSOVER BETWEEN DESIGN & CRAFT, the third exhibition of Design Spectrum, a new initiative of the Hong Kong Design Centre. It showcases Asian crafts, designs and aesthetics and explores the role of design and craft in connecting humans with everyday life and community. CityProg has pepped up 7 Mallory Street with endless design surprises, come visit and explore!

-The End-

Images:

High-resolution images can be downloaded here.

Link: <https://www.dropbox.com/sh/6aji8dcfq0xfcpo/AABfBCBAa4lk7Rz0RFznFgDba?dl=0>



(Pic 1)

Caption: BODW CityProg officially kicked off! Ms Sam Lam, Business Development & Projects Director of Hong Kong Design Centre, Ms Ire Tsui, Design Editor and Head of Communications of Enable Foundation, Mr Jevan Chowdhury, Director of Wind & Foster and Mr Richard Parry, Head of Experience Economy and Performing Arts, Department for International Trade of the UK attended the BODW CityProg media tour.



(Pic 2)

Caption: UK design studio Wind & Foster's film project *THIS IS WAN CHAI* will be launched in March next year. Jevan Chowdhury, Director of Wind & Foster, shared the creative process with the audience. The making-of video of the project is now screening at 7 Mallory Street.



(Pic 3)

Caption: Staged in the public open space on the ground floor, *Eco Garden* shows the public the upcoming trends of street furniture.



(Pic 4)

Caption: Richard Parry, Head of Experience Economy and Performing Arts, Department for International Trade of the UK was introducing *COLLATE HONG KONG* digital exhibition to the tour participants.



(Pic 5)

Caption: Prof Eric Yim, Chairman of Hong Kong Design Centre, was delivering a speech during the opening and screening of Design Form Festival.

About BODW CityProg

BODW CityProg (CityProg) is a citywide creative business and community activation programme that features 3 distinct platforms: “Anchor Site Festivals”, “Design EduVation” and “Satellite Events & Offers”. The programme activates local creative neighbourhoods by connecting creative units, business and community organisations through co-creation, exchange, matching and partnership. As new alliances and ideas start to flourish, CityProg engages people of all ages with exciting happenings, enhances public spaces, and

encourages creativity and design to take wing in the community, fostering the development of local creative ecosystems.

As an extension of Business of Design Week (BODW), CityProg spans all year round with its peak in November to December. It was debuted in 2018 by Hong Kong Design Centre, with Create Hong Kong of the Government of the Hong Kong Special Administrative Region as the Lead Sponsor.

About Hong Kong Design Centre

Hong Kong Design Centre (HKDC) 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. 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. Learn more about us at www.hkdesigncentre.org

About Create Hong Kong

Create Hong Kong (CreateHK) is a dedicated agency set up by the HKSAR Government in June 2009. It is under the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau and dedicated to spearheading the development of creative industries in Hong Kong. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. CreateHK sponsors HKDC to organise BODW, BODW CityProg and other projects to promote Hong Kong design. CreateHK's website: www.createhk.gov.hk.

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