

For Immediate Release

**20th Anniversary Kick-Off of Hong Kong Design Centre cum DFA Awards Exhibition
“Design for Sustainable Community”
Brand-new Digital Design Knowledge Platform “bodw+” alongside
Numerous Celebration Activities**

(20th May 2022, Hong Kong) – The Hong Kong Design Centre (HKDC) held its 20th Anniversary kick-off ceremony today at The Mills in Tsuen Wan. A series of thrilling celebration activities will be launched under the theme "Design for Sustainable Community", ascertaining the expectations for a better future of design.

Founded in 2001, HKDC is committed to establishing and advancing Hong Kong as an international centre of design excellence in Asia. Over the last 20 years, being sponsored by Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region, HKDC has introduced many flagship projects that are unparalleled in Hong Kong and Asia, which include Asia’s premier annual design event “Business of Design Week” (BODW) and “Knowledge of Design Week” (KODW), to enable global design practitioners as well as the public to grasp the latest design knowledge and trends, and facilitate design exchange and learning across different design disciplines, industries and regions; the well-respected annual design award scheme “DFA Awards” that aims to celebrate outstanding designs and recognise emerging design forces in Hong Kong and Asia; the Institute of Design Knowledge (IDK), Design Incubation Programme (DIP) and Fashion Incubation Programme (FIP) to provide design thinking training and to support local design brands and start-ups; and “BODW CityProg” and “Design Spectrum” with year-round activities to engage the public, enabling them to experience and appreciate the value of design. (See Appendix I: “Milestones in Past 20 Years of HKDC”)

A series of activities in celebration of HKDC’s 20th Anniversary will be launched this year. The DFA Exhibition “Design Redefines Our Times” will be held in late May to showcase nearly 200 winning designs of the 5 awards of DFA Awards 2021. The brand-new interactive design knowledge platform “bodw+” will be officially launched in July, which is envisioned to become Asia’s leading online design portal. bodw+ features the latest insights on seminal design trends, including sessions from BODW, interviews with creative leaders and emerging talents, and more. An exhibition will be organised by “Design Spectrum” in November to celebrate the 25th Anniversary of the Establishment of the Hong Kong Special Administrative Region (“HKSAR”), highlighting the creative development of local design power over the past 25 years. “BODW CityProg” from November to December, themed “20s: Reflect·Refresh·Reset”, will connect various creative communities in Hong Kong, fostering inspirations and creative exchanges. The fashion forum and exhibitions for Fashion Asia Hong Kong in December will also put a spotlight on the “metaverse”, and so on. (See Appendix II: “Celebration Activities of HKDC’s 20th Anniversary”)

HKDC’s 20th Anniversary Kick-off Ceremony was officiated by Professor Eric Yim, Chairman of Hong Kong Design Centre, with the presence of Professor Viveca Chan, Vice Chairman of Hong

Kong Design Centre, Dr Joseph Wong, Executive Director of Hong Kong Design Centre; Ms. Jersey Yuen, Assistant Head of CreateHK; Mr. Arjen van den Berg, Consul General of the Netherlands Consulate General in Hong Kong and Macao, representative of BODW 2022's strategic partner; and Mr. Freeman Lau, DFA World's Outstanding Chinese Designer 2021 and Founder of KL&K Creative Strategics.

"For the past 20 years, Hong Kong Design Centre has been committed to promoting and celebrating Hong Kong design, forging new programmes and platforms to facilitate exchange among different industries and sectors in Hong Kong and Asia. We recognise outstanding design, and encourage young designers to explore and express their creativity, to create a succession line of new creative talents. In time of our 20th Anniversary alongside the 25th Anniversary of the Establishment of HKSAR, Hong Kong Design Centre will continue our mission to reinforce Hong Kong's position as an international centre of design excellence in Asia, cultivating a bridge between design and society. Hand in hand, let's build a sustainable community together with design," said Professor Eric Yim, Chairman of HKDC.

In conjunction with the Kick-off Ceremony, the DFA Exhibition "Design Redefines Our Times" sponsored by CreateHK is presented as a debut event for the celebration of HKDC's 20th Anniversary, showcasing nearly 200 winning designs of the five awards of the DFA Awards 2021, namely "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", with exhibition period from 21st to 29th May, 2022.

Photo Caption:



Photo 1

(From the left) Dr. Joseph Wong, Executive Director of HKDC; Mr. Freeman Lau, DFA World's Outstanding Chinese Designer 2021 and Founder of KL&K Creative Strategics; Mr. Arjen van den Berg, Consul General of the Netherlands Consulate General in Hong Kong and Macao; Prof. Eric Yim, Chairman of HKDC; Ms. Jersey Yuen, Assistant Head of CreateHK; Prof. Viveca Chan, Vice Chairman of HKDC; Mr. David Lo, DFA Awards Steering Committee Chairman celebrate the 20th Anniversary of HKDC.



Photo 2

On view at the exhibition are the iconic designs of Mr. Freeman Lau, DFA World's Outstanding Chinese Designer 2021 and Founder of KL&K Creative Strategics, who has been well-known in the industry for many years.



Photo 3

"DFA Awards Exhibition: Design Redefines Our Times" is held at The Hall (G/F) – The Mills, 45 Pak Tin Par Street, Tsuen Wan, showcasing around 200 winning designs of DFA Awards 2021.



Photo 4

Three trailblazers in the world of design received individual awards from the DFA Awards 2021, including

- Patrick Whitney, Professor in Residence of Harvard T.H. Chan School of Public Health - DFA Lifetime Achievement Award (DFA LAA) (Right)
- Min-Liang Tan, CEO & Co-founder of Razer Inc. - DFA Design Leadership Award (DFA DLA) (Left)
- Freeman Lau, Founder of KL&K Creative Strategics - DFA World's Outstanding Chinese Designer (DFA WOCD) (Centre)



Photo

A total of 180 awards were conferred under the DFA Design for Asia Awards (DFA DFAA) in 2021, exemplifying the numerous industry talents and projects in Hong Kong and Asia.



Photo 6

The 16 awardees of the DFA Hong Kong Young Design Talent Award (DFA HKYDTA) and their unique, avant-garde designs.



High resolution photos available at: <https://bit.ly/3sKTyRB>

About Hong Kong Design Centre (www.hkdesigncentre.org)

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.

HKDC's flagship programmes include Business of Design Week* (BODW; since 2002) – Asia's leading annual event on design, innovation and brands; DFA Awards* (since 2003) – a well-recognised annual awards that celebrate outstanding designs with Asian perspectives; and Knowledge of Design Week* (KODW; since 2006) – an annual thematic programme that gathers the global design community to explore how design can solve complex challenges of our society. We also manage a Design Incubation Programme* and Fashion Incubation Programme* (since 2012 and 2016 respectively) – two-year programmes to nurture future design and fashion entrepreneurs; and launched FASHION ASIA HONG KONG* (since 2016) – an initiative combining conversations, interactions and cultural exchanges to position the city as an Asian hub for fashion trade and business development.

* Sponsored by Create Hong Kong of the Government of the Hong Kong Special Administrative Region

About Create Hong Kong (www.createhk.gov.hk)

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 has been sponsoring HKDC's various projects to promote Hong Kong design.

This is a press release of Hong Kong Design Centre dispatched by **Mention PR Consultants Ltd.** For enquiries, please contact:

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Appendix 1: Milestones in Past 20 Years of HKDC

Year	Item
2001	Hong Kong Design Centre (HKDC) established
2002	Launched the first edition of “Business of Design Week”* (BODW), the annual flagship event of HKDC and one of the most significant international events in Asia dedicated to design, innovation and brands
2003	Launched the first edition of “DFA Awards”* to celebrate Asian designs that combine design and technology to promote sustainability and generate social benefits while reflecting Asia’s rich heritage
2006	Launched the first edition of “Reinventing with Design” (ReD), the predecessor of “Knowledge of Design Week”* (KODW)
2011	Launched the first edition of “Knowledge of Design Week”* (KODW, formerly known as “Reinventing with Design” (ReD)), offering an opportunity for designers and entrepreneurs to engage in a dialogue on how design can solve complex challenges of our society
2012	“Institute of Design Knowledge” (IDK) established. IDK is committed to the dissemination of advanced design knowledge and management skills for senior business executives and decision makers through interactive exchange, intensive learning and experience sharing and small group setting Launched the “Design Incubation Programme”* (DIP) to nurture design start-ups to propel further development of the design sector
2016	Launched the first edition of “Fashion Asia Hong Kong”* (FAHK) to discuss the latest fashion business landscape in Asia, and the “Fashion Incubation Programme”* (FIP)
2017	Two incubation centres for “Design Incubation Programme”* (DIP) and “Fashion Incubation Programme”* (FIP) were officially opened to nurture homegrown designers and brands
2018	Launched “Design District Hong Kong” (#ddHK), a three-year creative tourism and placemaking project to curate an open-air design district gallery for locals and tourists “Unleash! Empowered by Design Thinking” was launched to broaden understanding and applications of design thinking across all sectors in Hong Kong. The programme imparts the value of human-centric design and innovation in the 21st century Launched “BODW City Programme”*, a citywide creative business and community activation programme, igniting collaboration between brands, businesses organisations and institutions to connect partners to organise an exciting mix of happenings
2019	Launched “Design Spectrum”*, HKDC’s new public-facing initiative. Located at 7 Mallory Street, Wan Chai in 2019 to 2022, “Design Spectrum”* held different thematic exhibitions and programmes regularly to showcase good design from Hong Kong and around the region
2021	Launched “bodw+” to provide evergreen content and engage global audiences throughout the year
2024	A new design and fashion base* operated by HKDC with the support from the Government of the Hong Kong Special Administrative Region will open in Sham Shui Po

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Appendix II: Celebration Activities of HKDC's 20th Anniversary

Date	Event	Details
21 – 29 May	DFA Exhibition: Design Redefines Our Times*	Showcase around 200 winning designs from the five awards of the DFA Awards 2021, namely: 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.
Jul	Formal launch of bodw+	An interactive design knowledge platform, envisioned to become Asia's leading online digital portal, providing evergreen content and featuring the latest insights on seminal design trends.
Sep – Oct	Knowledge of Design Week (KODW)	Activities including a TV broadcast on English channel, followed by live chat, networking reception, and InnoDesign Leadership CEO Forum cum dinner.
Nov	Design Spectrum Exhibition	In celebration of the 25 th Anniversary of the Establishment of the Hong Kong Special Administrative Region, a thematic exhibition to illustrate the creative development of local design power in the past 25 years.
Nov – Dec	BODW CityProg 2022 "20s: Reflect · Refresh · Reset"	The extension of "Business of Design Week"* (BODW), unites creative partners to spark community events across different districts in Hong Kong.
Dec	Fashion Asia Hong Kong*	Focuses on "metaverse" as one of the themes for its forum and exhibitions

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