

For Immediate Release

HKDC Special Initiative: ‘Design !n Action’ Nurturing a new generation of design and creative talent in Hong Kong

A concurrent programme of BODW City Programme 2022
Bringing together nearly 50 local design companies to contribute their spare time and expertise for nurturing over 300 local primary, secondary, and tertiary students



Hong Kong, 5 January 2023 – Hong Kong Design Centre (HKDC) launches a special initiative ‘**Design !n Action**’ (‘the programme’), a design career exploration journey for local students. Officially unveiled in an opening ceremony in November 2022, the programme features a wide range of activities available until June 2023. Adhering to a ‘Business for Good’ concept and dedicated to nurturing the new generation, the programme brings together creative leaders from nearly 50 local design companies to contribute their spare time and expertise for nurturing over 300 senior primary, junior secondary, and tertiary students. The programme encourages a new generation of Hong Kong talent to explore design and creative industries and discover professional opportunities from a multi-dimensional perspective. Offering various modules, the programme encourages the students to learn about the role and value of design in different sectors, including public policy, social innovation, business innovation, sustainable development and more, supporting the participants’ education and career aspirations and fostering future innovative talent. ‘Design !n Action’ is a concurrent programme of **BODW City Programme** (CityProg) 2022, organised by HKDC, with Create Hong Kong of the Government of the Hong Kong Special Administrative Region as the Lead Sponsor.

‘Design !n Action’ features a variety of modules leading the students on a journey of creative career discovery: ‘**Meet The Designers & Masters**’ – to visit design companies from different fields and at different growth stages, and meet professional designers in person, in order to gain an understanding of different career prospects and work environments; ‘**A Taste as a Designer**’ – to gain a first-hand experience of a designer’s day-to-day life; ‘**Being a Design Major?**’ – to visit local design schools for future education planning, including The Hong Kong Polytechnic

University School of Design, Hong Kong Community College, Hong Kong Design Institute, Technological and Higher Education Institute of Hong Kong, City University of Hong Kong School of Creative Media and more; **‘Design Thinking Workshop’** – to learn design thinking as a problem-solving tool, and its application in business and public policies; **‘Citywide Design Experience’** – to gain valuable insights from international design and innovative masters at BODW Summit and participate in CityProg’s creative community happenings; and **‘Being a Design Ambassador’** – design ambassadors from tertiary schools to lead primary and secondary students to participate in different activities, and to share their personal education experiences. ‘Design !n Action’ will conclude with a closing activity **‘Sneak Peek at Walt Disney Imagineering’** – to take a sneak peek of Disney’s well-known experience design.

Dr Joseph Wong, Executive Director of Hong Kong Design Centre said, *‘To position Hong Kong as Asia’s city of culture and creativity, nurturing talent is one of the directions for realising our new cultural positioning. “Design !n Action” reinforces the new generation’s interest for design through exploring different values of design and unleashing creativity. We hope to immerse students into design industry beyond classrooms, allowing them to meet designers in person and get to know more about the actual work environment and latest trends in the industry. The programme not only supports students to pursue their dreams, but also seizes upon Hong Kong’s unique creative atmosphere where Chinese and Western cultures meet and facilitates the development of Hong Kong into a hub for arts and cultural exchanges between China and the rest of the world.’*

This edition of ‘Design !n Action’ has engaged a number of world-renowned design companies, including: **James Law Cybertecture**, reputed for its forward looking futuristic architectural design, shares the latest trend of applying AI technologies in design; co-founder of global design consultancy **KL&K Design**, designer, artist and branding expert Freeman Lau, introduces his recently-curated exhibition themed around Chinese character design, and discusses how to pass on a legacy in the design industry; focusing on R&D of new rechargeable battery technology and B2B battery business, **Gold Peak Technology Group Limited** introduces the framework of ESG (environment, society, and governance), and shares insight into ESG development in Hong Kong; **Semk Holdings International Limited** unveils the key to success of its award-winning, ever-popular intellectual property (IP) character, B.Duck, and how it has remained relevant in Hong Kong, the Mainland, and overseas markets for over 10 years; internationally-renowned architecture, interior and product design company, **Steve Leung Design Group Limited**; global lighting design leader, **Tino Kwan Lighting Consultants**; together with many other leading architecture and interior design companies, namely **Kohn Pedersen Fox Associates (KPF)**, **The Oval Partnership**, **M Moser Associates**, **Henning Larsen Architects HK Ltd**, **Thomas Chow Architects Ltd**, and **One Bite Design Studio**, share their previous experiences and future developments with students interested in architecture and interior design.

‘Design !n Action’ has also received support from numerous innovative design companies, including: launching the NFT trading platform and the first physical ‘metaverse concept store’ in the city, **BlueArk** organises a tour at its studio to explain how to build the ‘Metaverse Hong Kong’ with blockchain and virtual reality technologies, with a NFT creative workshop tailor-made for students; a sister company of Hong Kong tramways **tramplus**, which envisions to apply and translate tram engineering wisdom to quality education and launches enlightening STEM programmes for younger generation, introduces to students the concepts of smart city and smart mobility; won multiple prizes in various design competitions with their harbourfront design projects, **ARTA Architects** shares how they transform some of the city’s seaview walkways in Tai Kok Tsui, Fortress Hill, North Point, Wan Chai and the future Kai Tak

Promenade, and their urban design directions for a more liveable Hong Kong; a design incubation space founded by Chow Tai Fook Jewellery Group, **Loupe** talks about how its design incubation programme passes on traditional jewellery making techniques that support the sustainable development of the industry; social enterprise **The Project Futurus** shares how its innovative initiative ‘Captain Softmeal’ promotes dignified elderly diet, and addresses the challenges of an ageing society in Hong Kong; located in design and creative maker cluster To Kwa Wan, **FabLab Tokwawan** shares how its fabrication laboratory equipped with an array of traditional and computer-controlled tools promotes local design and production; as well as co-working spaces for experienced and young designers **Finest Design Nest** and **Tencent Westart (Hong Kong)**, co-factory **Fusion HUB**, and **Design Incubation Programme (DIP)** share the experience of creating co-working space, providing budding creatives with networking and exchange opportunities and promoting the development of Hong Kong’s creative ecosystem and economy.

Ms. Sam Lam, Initiator of ‘Design !n Action’ (Director of Business Development and Projects of Hong Kong Design Centre) said, *‘For Hong Kong to become a liveable, competitive and sustainable “Asia’s World City”, it is especially important to promote sustainable design and influence consumption patterns. “Design !n Action” encourages students to learn and understand the value of design and design thinking through various design education activities. Connecting to a wide spectrum of design companies – from urban planning, architectural and environmental design, placemaking, social innovation, creative technologies, visual communication and brand, product and fashion, to service and experience design and more – “Design !n Action” allows the students to reflect on the power of design for building a sustainable community and circular economy, and reimagining the future of city in an innovative way. We hope more and more students will aspire to build a career in design, and eventually unleash their creative potential and contribute to the society with good design.’*

‘Design !n Action’ was unveiled at an online ceremony hosted on Gather Town on 19 November 2022. During the ceremony, the participating students learnt design thinking as a creative and innovative problem-solving tool. ‘Design !n Action’ will mark its conclusion in June 2023 at Hong Kong Disneyland, where engineers from Walt Disney Imagineering will reveal the secrets behind the park’s magical experience design. ‘Design !n Action’’s online showcase will be scheduled for launching in the second half of 2023, featuring design drafts and visual diaries from participating students throughout the programme.

Learn more about BODW City Programme 2022 at:

Official Website: www.bodwcityprog.com

Facebook: www.facebook.com/bodwcityprogramme

Instagram: www.instagram.com/bodw.cityprog

Images are available at:

https://drive.google.com/drive/folders/1Kdm3jhg_CLiCugW2iiS2kaPBaDvKNwqs?usp=share_link

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About BODW City Programme (CityProg) (<https://www.bodwcityprog.com/>)

BODW City Programme (CityProg) is a citywide creative business and design and creative clusters activation programme initiated in 2018 by Hong Kong Design Centre (HKDC). It aims to promote the development of local design and creative clusters, and foster exchange and collaborations among local business, different sectors and overseas creative units to create shared values and make the city a better place. Each year, CityProg brings together over 100 creative partners to spark more than 100 design-driven happenings around the city through its three distinct platforms: ‘Anchor Site Festivals’, ‘Design EduVation’ programmes, and ‘Satellite Events & Offers’, fostering creativity for our city and economy and nurturing a thriving creative ecosystem in Hong Kong.

A community extension programme of HKDC’s annual flagship event Business of Design Week (BODW), CityProg spans throughout the year, with major happenings in November and December near BODW annually, peaking from 26 November to 4 December for the 2022 edition. To celebrate HKDC’s 20th anniversary, the 2022 edition of CityProg has taken the theme ‘20s: Reflect·Refresh·Reset’, with a focus on ‘Design for Sustainable Community’. It joined forces with different sector partners and the wider public to make a positive impact to the community with good design, adhering to a ‘business for good’ concept.

Create Hong Kong of the Government of the Hong Kong Special Administrative Region is the Lead Sponsor of BODW and CityProg.

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

A non-governmental organisation registered in 2001 and established in 2002, Hong Kong Design Centre (HKDC) is a strategic partner of the Government of the Hong Kong Special Administrative Region 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.

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

Create Hong Kong (CreateHK) is a dedicated office set up by the Government of the Hong Kong Special Administrative Region in June 2009 to spearhead the development of creative industries in Hong Kong. From 1 July 2022 onwards, it is under the Culture, Sports and Tourism Bureau. 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 Business of Design Week (BODW), BODW City Programme (CityProg), DFA Awards, Knowledge of Design Week (KODW), Fashion Asia Hong Kong, Design Incubation Programme, Fashion Incubation Programme and other projects to promote Hong Kong design.

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