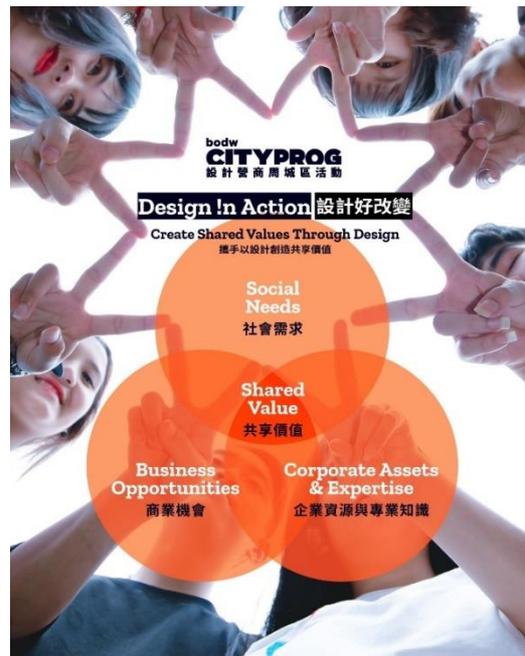


[Immediate Release]

**BODW CityProg 2021 presents new initiative “Design !n Action”
40+ design companies united in devoting their expertise to
innovate for shared value
First to launch “Design Explorer” and “OpenHouse!HK” to
nurture over 250 students from 20+ primary, secondary, and tertiary institutions**



- **“Design !n Action”** brings together design and creative talents and companies to contribute their spare time and expertise for Creating Shared Value through design and design thinking
- **“Design Explorer”** is a design career discovery programme for local higher primary school and junior secondary school students. Participating companies include internationally renowned Zaha Hadid Architects (Hong Kong), Hong Kong Disneyland and the local charitable venture capital prime mover Social Ventures Hong Kong+, etc
- **“OpenHouse! HK”** is a tailor-made career sharing programme for local tertiary students from different design disciplines. Participating companies include the notable Italian car brand, Lamborghini Hong Kong; internationally renowned lighting designer, Tino Kwan Lighting; architectural teams of Xiqu Centre and K11 MUSEA, Ronald Lu & Partners and AB Concept respectively, etc

(Hong Kong, 12 November 2021) Organised by Hong Kong Design Centre (HKDC), with Create Hong Kong of the Government of the Hong Kong Special Administrative Region as the Lead Sponsor, this year’s **BODW CityProg (CityProg)**, themed “20s: Reflect · Refresh · Reset”, launches a new initiative, “Design !n Action”, to promote “business for good” and nurture new generations. The new initiative brings over 40 local design and creative talents and

companies together for Creating Shared Value with the community. Through the power of business for good, “Design !n Action” presents two new programmes, “Design Explorer” and “OpenHouse! HK”, which provide design industrial sharing and practical experience for over 250 students from over 20 local primary, secondary and tertiary schools. Students will be guided to develop a positive attitude towards the world, work and consumption through an understanding of design thinking and global sustainability trends. To transfer the creative pollen, CityProg is using design and design thinking as pollinators for proactive social transformation, making the creative ecosystem stronger and more abundant.

The Chief Curator of BODW CityProg and Director of Business Development & Projects, Hong Kong Design Centre, Ms Sam Lam, said: “Design can bring more positive changes than we can imagine. As Hong Kong Design Centre enters its 20th anniversary, we look back and look forward to the future with the launch of our special 20th anniversary initiative “**Design !n Action**”, which brings together local design and creative talents and companies that have been with us for years. They are building a future society of cross-disciplinary, collaborative, creative and imaginative leaders who are capable of design thinking and human centred thinking, as well as creative skills.”

“Design Explorer” - Exploring the facets of design, creative technology learning and career development

“**Design Explorer**” is a design career discovery programme for junior secondary school and upper primary school students. Starting with career planning, the programme features various design thinking workshops, designer sharing and experiential activities, leading over 100 students from more than 10 primary and secondary schools to explore the multi-faceted aspects of design, creative technology learning and career development. Through deepening the students’ understanding of the value of design in public policy, social & business innovation and sustainable development, the programme will inspire them to set their direction for further education and career.

The programme adopts flexible credit system with five compulsory and elective modules, including “**Design 101**” **Design Thinking Workshops**, “**Being a Design Major?**” **Guided Tours of Tertiary Design Education Campus**, “**Meet the Designers & Masters**”, “**Public Open Space Action Lab**” and “**Citywide Design Experience**”. In addition, the two special modules, namely “**A day as A Design Intern**” and “**Sneak Peek Inside Walt Disney Imagineering**” are offered to stimulate students’ creativity. Students are divided into upper primary and junior secondary school groups and they will be able to earn credits from different modules from November to December 2021, depending on their interests, levels and schedules. The programme is free of charge and students who have attained a certain number of credits will be issued a certificate by Hong Kong Design Centre, and get a chance to participate in special modules.

Compulsory Module – Design 101: Design Thinking Workshops

As the first stop of “Design Explorer”, Design 101 is a series of workshops that teaches design thinking. Through a series of design thinking tools and design processes, the workshop teaches

effective problem solving skills, equips students with innovative ways of thinking and develops key competencies for the future.

Compulsory Module – Meet the Designers & Masters

As a budding designer, it takes a lot of effort and dedication to become a design master. Over 30 designers and brands were invited to participate in “Meet the Designers & Masters” module, including the internationally recognised Zaha Hadid Architects (Hong Kong), James Law Cybertecture International Holdings Ltd, Collective Studio and Classics Anew, etc. Students have the chance to visit the mysterious work studios of design professionals, learn about their stories and exchange ideas on their creative journey. Students can experience different design cultures and ways of thinking.

Elective Module - “Being a Design Major?” Guided Tours of Tertiary Design Education Campus

Further study is an integral part of career planning. When it comes to studying design, some questions are frequently asked, like “do I have to be good at drawing to study?” and “how many categories are there in the design department?”. “Design Explorer” elective module “Being a Design Major?” allows students to gain first-hand experience of visiting leading design institutions in Hong Kong, including the School of Design of the Hong Kong Polytechnic University, the School of Creative Media of the City University of Hong Kong, the Hong Kong Design Institute, Hong Kong Community College and the Hong Kong Institute of Higher Education and Technology. During the guided tour, students record what they see and hear on the way through drawings and photos, thus enhancing their knowledge of the design department and interest in studying design.

Elective Module – Public Open Space Action Lab

Public space is a physical space with a distinctive “publicness” that can be enjoyed free of charge by stakeholders of all ages, classes and ethnicities in society. We can use design and design thinking to optimise public space, giving it different functions and characteristics and enhancing its importance in the city. “Public Open Space Action Lab” will provide students with an understanding of the planning models of urban and public space design. Through the co-created workshop, students will be able to reflect and learn how design can improve public space and participate in co-creation to unite the neighbourhood and beautify the community.

Elective Module – Citywide Design Experience

“Design Explorer” aims to nurture the innovative forces of change for the future and to navigate the new normal, where decisive leadership and cross-disciplinary collaborative creativity are of paramount importance. Students can choose to participate in the Business of Design Week and CityProg events. Business of Design Week 2021, themed “Global Design Reset”, invites leading entrepreneurs, creatives and designers from different industries around the world to share how design can create a sustainable future that drives economic growth and sustainable social development. CityProg 2021 brings together more than 100 creative partners to spark over 200 design happenings around the city, where students can participate according to their interests and ability to experience how design and creativity can take root in their communities and bring a global impact.

Special Module – A day as A Design Intern

“Design Explorer” believes that practical experience will help students enter the design profession and fly higher and further in the future. Students who have gained a certain number of credits may choose to take part in an one-day design internship to turn their knowledge into competence. Before the placement, mentors will explain theories of career aptitudes to students to understand their personality types and characteristics to find the right direction for future development. Following the one day internship, students can learn from local designers and gain experience in the real workplace.

Special Module – Sneak Peek Inside Walt Disney Imagineering

A favourite with adults and children alike, Walt Disney World is a magical and joyful dreamland where familiar Disney stories are transformed into real-life settings. Walt Disney Imagineering is the development arm of The Walt Disney Company and is responsible for planning and designing theme parks, shows and attractions, retail and dining, and resort hotels. Students who have earned the required credits will have the opportunity to visit the mysterious headquarters of Walt Disney Imagineering and learn how the departments uses “experience design” to combine the elements of imaginations and engineering to turn dreams into reality and design amazing journeys.

OpenHouse! HK – Tailor-made career sharing programme for design students

“OpenHouse! HK” is a tailor-made career sharing programme for local design students at tertiary level or above to enhance their understanding of the design industry. The programme has received huge support from ten design institutions, including the University of Hong Kong, the Hong Kong Polytechnic University, the Chinese University of Hong Kong, the City University of Hong Kong, the Hong Kong Design Institute, the Hang Seng University, the Hong Kong Community College, the Hong Kong Institute of Higher Education, Caritas Institute of Higher Education and Chu Hai College of Higher Education, with more than 120 design students participating. The programme will involve nearly 20 local and international companies and designers from various disciplines, including product and industrial, visual communication, creative media, environmental, interior, architectural, fashion and textile and social innovation design.

The programme features four themes: “**Smart Living with Creative Technology**”, “**Branding Strategy**”, “**Placemaking and Community Making**”, and “**From Commercial to Public Usage.**” Participating designers will open their studios and share information about the industry, allowing design students to visit and gain knowledge and experience the industry’s ecology, and to learn about sustainable trends. The programme is free of charge.

Smart Living with Creative Technology: Design Tomorrow’s Lifestyle

With the flood of technology, 5G, blockchain and AI are becoming popular for smart living applications and are gradually changing the way we live. The trend is to incorporate technology into product design, in addition to creativity and aesthetics. **Lamborghini Hong Kong**, a luxury car brand; **The Woolmark Company**, a leader in textile innovation and woollen technology, and **Kitchen Infinity Holdings Ltd**, a well-known Italian kitchen and bathroom design

company, will open their studios for students and share their experiences with innovative technology and design, as well as the future of the product market.

Branding Strategy: Creativity Fuels Business Goal

The importance of branding should not be overlooked. A good brand image helps to enhance the quality of the brand, further promote the company and brand and expand the influence of the product. In the face of fierce market competition, “design power” has become a key differentiator for brands. The new brand marketing strategy focuses on striking a balance between emotion and rationality, and using visual multimedia design to convey brand messages. Creative multimedia design and marketing companies **eMotionLAB Ltd** and **Touches Ltd** will share with students how to tailor-make marketing strategies for brands through animated videos, online promotions and microfilms, as well as showcase behind-the-scenes production of TV commercials and multimedia and future market trends.

Placemaking and Community Making: Design a Sustainable City

The sustainable city is an influential issue in recent years, based on the synergistic development of the economy, society and the environment, through the design of urban space to achieve ecological and environmental protection, cultural continuity and aesthetic comfort. Hong Kong is also a home to a number of social design and social innovation-based enterprises, including the **Social Venture Hong Kong**, founded by the “Father of Social Enterprise” Mr. Francis Ngai, which supports the development of local social enterprises. **One Bite Design Studio** and **Tony Ip Green Architects Ltd** which use urban architectural design to bring positive change to society; and **MIT Hong Kong Innovation Node** run by a top US university. These organisations will share with students the opportunities of designing sustainable cities and the challenges faced by the industry from a variety of perspectives.

From Commercial to Public Usage: Create Place for People

The limited supply of land in Hong Kong has led to the emergence of “commercial public space”, which is often used for a variety of land uses in urban planning. **Ronald Lu & Partners** and **AB Concept**, the planning, design and architectural firms involved in the development of Victoria Dockside in Tsim Sha Tsui, have added greenery and art installations to the Victoria Dockside project, as well as a culturally and sustainably themed shopping mall in the vicinity. This will facilitate the development of commercial activities while maintaining sufficient public space. The above two units will share with students more information on the design and development of commercial public space with other interior design and architecture firms **New Office Works**, **Shadow Design**, **Ida & Billy Architects Ltd**, **Orient Occident Atelier**, **Tino Kwan Lighting Consultants**, **Steve Leung Design Group Limited** and **Haw Par Music Foundation Ltd**.

If you are interested in knowing more about CityProg, please visit the official website and social media platforms to receive the latest information about the events.

CityProg website:	www.bodwcityprog.com
Official Facebook :	https://www.facebook.com/bodwcityprogramme
Official Instagram:	https://www.instagram.com/bodw.cityprog

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About Hong Kong Design Centre (HKDC)

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) – 2-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.

Learn more about us at www.hkdesigncentre.org

About BODW CityProg (CityProg)

BODW CityProg (CityProg) is a citywide creative business and community activation programme initiated in 2018 by Hong Kong Design Centre (HKDC). It aims to foster exchange and collaborations among creative and design units, businesses and community organisations in rolling out a series of activities and events that create shared values through design, make the community a better place and create positive social impact. Each year, CityProg brings together over 100 partners to spark more than 200 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 **27 November to 5 December** for the 2021 edition. With HKDC stepping into its 20th anniversary, the 2021 edition of CityProg has taken the theme “**20s: Reflect·Refresh·Reset**”. It will join 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.

Find out more at <https://www.bodwcityprog.com/>

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.

Disclaimer: Create Hong Kong of the Government of the Hong Kong Special Administrative Region provides funding support to the project only and does not otherwise take part in the project. Any opinions, findings, conclusions, or recommendations expressed in these materials/events (or by members of the project team) are those of the project organisers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the Create Smart Initiative Secretariat, or the Create Smart Initiative Vetting Committee.