

For Immediate Release

BODW CityProg Spotlights "Wellness and Sustainability" and "Placemaking" Stimulate Design Thinking to Bolster Agility and Resilience Against the Pandemic



(20 November 2020, Hong Kong) The pandemic has ravaged the globe for more than half a year but it is still difficult to foretell how the post-pandemic world will look like. As challenges become ever more unpredictable, design thinking and creativity – tools that can help us find out-of-the-box solutions – are more important than ever.

Organised by Hong Kong Design Centre (HKDC), this year's BODW CityProg (CityProg) presents more than 200 design and creative happenings in November and December under the theme "20/20 Vision of Post-pandemic World" to inspire us to search for our unique 20/20 vision. Unfolding in 4 types of "post-pandemic 20/20 vision" –Wellness and Sustainability, Placemaking, Made in Hong Kong and Business as a Force for Social Good – the programmes aim to foster our design thinking and creative problem-solving spirit to boost the city's agility and resilience in the post-pandemic era. We will take an advance peek at the first two of the vision types which intend to prompt us to reset our pace of life at different levels, from individual to community to society, and rethink the potentials of our communities and public spaces through the lens of design.

6 creative happenings showcase designing for well-being

Whether at the personal or social level, our everyday lives have been upended by the pandemic in the past year. As wearing face masks, social distancing, home-working, virtual meetings, online shopping and social gathering ban have become the new normal, we are paying more attention to our physical and mental well-being. Hong Kong's creative industries have always had their finger on the pulse of society – a number of local creative communities and businesses have curated their programmes along this line for this year's

CityProg. These programmes give us inspiration to redesign our lives so that we can thrive in the new normal.

"Design Your Life" @ White Do Lab

Many of us feel demoralised from the inside out by the turmoil of the world and the chores of everyday life. Surrounded by a strong sense of helplessness, have you ever thought of pressing the reset button? Not sure where to begin? In the Startstreet Precinct, CityProg's "Anchor Site Festival" Strategic Partner White Do Lab teams up with Deep Food and neighbouring businesses to curate the "Design Your Life" festival. It features the food-themed "Food of Enlightenment" and raw vegan sharing events, the tearoom-sized outdoor installation "Obscura Apple House" which prompts viewers to rediscover everyday lives from a micro-perspective, and the "Nicecreaming" scented candle-making workshop. By taking food beyond fast and tasty through design, they aim to inspire deeper thinking about how to achieve genuine well-being, from looking after our physical beings to taking care of our mental needs. You can also follow their programme leaflet to explore the precinct's mix of chic and chill, old and new, and get a taste of leisure lifestyle in the new normal.

Design Spectrum @ 7 Mallory Street

Housed in 7 Mallory Street, Wan Chai, Design Spectrum is HKDC's first public-facing platform with an aim to nurture local creative capital and a mission to promote the appreciation of good design. It is taking the theme of "Design for PLAY" – play is an intrinsic ability allowing us to interact with the world through different senses, a process which trains our sensory skills to create and design our future. During CityProg, Design Spectrum will present a series of design workshops in which participants will explore key elements in design thinking such as visual storytelling and ideation through play and hands-on experiences, equipping them with a creative and positive mind to brave through the pandemic.

Imagine Aberdeen @ The Warehouse Teenage Club

As historical fishing ports, Aberdeen and Ap Lei Chau in the Southern District still retain traces of the fishing village culture and history to this date. Our "Anchor Site Festival" Strategic Partner The Warehouse Teenage Club strives to channel teen energy to reinvigorate the Aberdeen community with design and creativity. For CityProg, their home-grown youngsters will curate community guided tours to give us an insider's view of their district. Their wide array of workshops will begin with an incense-making experience for participants to make scented sachets infused with their personalities and Aberdeen's characters and get a taste of contemplating life through hands. The workshop "How does a Precious Plastic member do?" will cast light on how to take action to design for society and make sustainability part of our daily lives. Participants will get a deeper understanding of local recycling through the plastic waste found in the neighbourhood, and use community and recycled materials to make art. Their young members will also build a set

of go-kart tracks for wooden go-karts in the club's outdoor space using recycled materials, providing the community with a fun space. Kids can roll through all the obstacles at breakneck speed!

"Dementia Hong Kong" Co-creation Showcase II @ Enable Foundation

The design research "Dementia Hong Kong" of Enable Foundation, a CityProg "Design EduVation" Strategic Partner, engages local and overseas designers, design students, social welfare experts and organisations through research and co-creation workshops to open up discussions and exchanges on dementia. It facilitates cross-disciplinary design collaborations to raise awareness about dementia-related social innovations and develop an open design database for the syndrome, demonstrating how design can improve healthcare. This year, a series of experiential programmes will be hosted to inspire new ways of looking at ageing issues through design, objects, installations, exhibitions, videos and workshops.

Gwaden @ 2x2 Studio

We all know that being in nature has a tremendous benefit on our well-being. Our "Design EduVation" Strategic Partner 2x2 Studio's cultural farming programme "Gwaden" partners with organic farm Amazing Land and The Mushroom Initiative to promote the "Food Park, Urban-rural Interaction" concept using melon and gourd cultures and other practices such as tie-dye, bamboo craft, pickle-making and package-free shopping as a starting point. They hope to find new possibilities for a new lifestyle under the pandemic in Tai Po, a district of diversity with geographical advantages. In longer term, they aim to develop a food park as our city's backyard for people to relax, get to know local agriculture, environmental protection, food economy and everyday design, and reflect on where social design should go post-pandemic.

FOUNTAIN OF HYGIENE Exhibition @ Bompas & Parr Studio (UK)

With nearly 220 countries and territories affected by Covid-19, all sorts of preventive measures will continue to be a crucial part of public health in the foreseeable future. CityProg's "Satellite Event" Partner, the UK-based Bompas & Parr Studio, joined hands with the Design Museum in London to launch the Fountain of Hygiene design competition (part one). It motivates creatives from around the world to come up with innovative solutions to enhance global public health and design creative, attractive and functional sanitising products. Shortlisted entries of the competition's first round will be showcased in Haw Par Music while the open call for the part two will be announced in the same period in Hong Kong.

7 community programmes explore creative placemaking

Creative placemaking has become the talk of the world in recent years. Urban planning led by design thinking is proved to make cities more people-friendly. Preparing for the post-pandemic era, CityProg works with wide-ranging partners to curate design programmes that can fire new imaginations about public spaces and experiment with new possibilities for future communities.

The Discovery of Design Arts among Kwun Tong Business District @ HKALPS & VESSEL

The art and design scene hidden in Kwun Tong is way more vibrant than we may have known. Our "Anchor Site Festival" Strategic Partner HKALPS will organise guided tours to unveil how design shaped the Kwun Tong district and showcase useful everyday designs through an exhibition featuring a budding illustrator and designer. They invited artist with disabilities Apple Tong as VESSEL's artist-in-residence. Her works, with design and art as the core theme, will be showcased in the "Cartoon World in Silent – Commercial + Arts x Design=?" exhibition which will use VESSEL's outdoor public space and indoor multipurpose rooms as the venue. The guided tours will be held on weekdays so that nine-to-fivers in the neighbourhood can join and take a breather from work; while families and others can join at the weekend to find out how art and design have influenced the community.

Arts in Kowloon City@Kowloon City in Transformation - Kowloon City Themed Walking Trail

The Kowloon City district is undergoing rapid transformation. To foster a deeper understanding of the district's history and culture in the younger generations, a "Anchor Site Festival" Strategic Partner Hong Kong Sheng Kung Hui Welfare Council presents a series of "Kowloon City in Transformation -- Kowloon City Themed Walking Trail" cultural activities to enhance the connection between people and the neighbourhood. Their exhibition of Community Photography Competition winning and shortlisted photos will inspire us to rediscover Kowloon City's uniqueness and rethink the development of its public spaces.

2020 Design Competition - Communal Design for Affordable Housing @ American Institute of Architects Hong Kong Chapter

Our "Design EduVation" Strategic Partner American Institute of Architects Hong Kong Chapter and Royal Institute of British Architects Hong Kong Chapter team up with Tsuen Wan-based Light Be, Hong Kong's first social housing enterprise, to organise the Communal Design for Affordable Housing design competition. It motivates local architects and designers to bring design into social housing, improve and pioneer sustainable design for the housing type so that families in temporary poverty can have stronger upward social mobility. In addition to the urban design public symposium, they will organise workshops

with a Tsuen Wan youth centre to educate the district's students how design can improve public spaces and fulfil social needs.

DEEP MEMORY PIER @ THY LAB

The faster our city develops, the easier we forget how it became what it is. That is why the memories of the city's historic trajectory only get more and more valuable and important. With "Design EduVation" Strategic Partner THY LAB, we co-organise the DEEP MEMORY PIER project to create a series of visual works using old photos collected from local and ethnic minority residents in Sham Shui Po. These collective memories will be showcased in a street exhibition mounted in an alleyway in the district and screened in memory-evoking TV in local shops to stimulate thoughts and discussions about future-oriented urban and public space design.

"Neighbourhood Commons @ Wan Chai" @ Architecture Commons Limited

Have you ever imagined that you can become part of the change of your community's environment? Co-organised by our "Satellite Event" Partner Neighbourhood Innovation Lab, "Neighbourhood Commons @ Wan Chai" hosted a range of workshops with a group of civic design fellows in the past 6 months to listen to different stakeholders' needs and thoughts about the public spaces in the district. With thorough research and analysis, they co-developed new ways of improving Wan Chai's public spaces and will test them out in-situ. During CityProg, participants can try out their experimental designs and join a range of community engagement activities, such as the listening workshop, question-defining workshop, ideation workshop, storytelling tour and co-creation experience to discover the potential of community spaces from a fresh perspective.

Butterflies of Hope @ Lee Tong Avenue

"Satellite Event" Partner Lee Tong Avenue is collaborating with international award-winning digital media artist Victor Wong, to present the spectacular public art project "Butterflies of Hope". It will be composed of multifarious light installations scattered in different corners of the avenue. The magical light effect and musical performance will brighten up the community and bring unforgettable experience to the public. On top of this are a variety of butterfly-themed spin-off programmes, one of which will be led by a young local artist who will engage children in a series of art-making workshops. The resulting butterfly artworks will be showcased in the avenue as part of a charity auction, connecting people and the public space through art and education.

Social Innovation Regional Forum 2020 @ PolyU Jockey Club Design Institute for Social Innovation

We have been grappling with the problems of ageing populations and ageing buildings separately without realising that they have compounded into the complex problems facing many societies today. This "Double Ageing" problem has been affecting the quality of life

of many elderly people, causing disruption in their social life and inconvenience in their everyday life. “Satellite Event” Partner PolyU Jockey Club Design Institute for Social Innovation advocates the people-centric "Double Smart" approach, which takes insights from smart ageing and smart city, to tackle the double ageing challenge by making cities more sustainable, liveable and resilient. Featuring Thematic Sessions, Main Forum and Digital Exhibition, their Social Innovation Regional Forum 2020 provides a platform for scholars, industry leaders and stakeholders from Hong Kong, the Asia Pacific region and other regions to discuss how urban planning and spatial design can better fulfil the elderly's needs and solve the problems caused by double ageing.

For further details about CityProg, visit our official website and follow us on social media to explore our city's design surprises anywhere, anytime! BODW CityProg 2020 is supported by Swire Properties Limited as the creative advocacy.

BODW CityProg website: www.bodwcityprog.com
Official Facebook Page: <https://www.facebook.com/bodwcityprogramme>
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High-resolution images can be downloaded here:
<https://www.dropbox.com/sh/nofget0h8j3n5u6/AAAKcyr4xxE0jeUu9d8cL2BDa?dl=0>

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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 & Offer". 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 a community extension of Business of Design Week (BODW), CityProg spans all year round with its peak in November and 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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