

For Immediate Release

Design Spectrum of Hong Kong Design Centre  
Presents PLAY LIVES Exhibition  
Playtime Now! Explore the Infinite Possibilities of Play and Design

7 Mallory Street, Wan Chai, Hong Kong  
Showcase\_Shop 7, G/F  
Gallery\_Room 301, 303, 305, 307, 3/F  
General Office\_Shop 201, 2/F

香港灣仔茂蘿街7號  
展示廳\_Shop 7, G/F  
展覽館\_Room 301, 303, 305, 307, 3/F  
辦事處\_Shop 201, 2/F

Design Spectrum  
www.designspectrum.hk

Hong Kong Design Centre  
www.hkdesigncentre.org



**(18 March 2021, Hong Kong) Play Attention!** One may “recognise play when one sees it”, yet one may not be able to describe it. Many still harbour the preconception that play is a waste of time for adults. Design Spectrum, the public-facing platform of Hong Kong Design Centre (HKDC), sponsored by Create Hong Kong of the Government of the Hong Kong Special Administrative Region, has launched its latest exhibition under the theme PLAY LIVES at 7 Mallory Street. Opens to the public for free from now to 30 April 2021, the exhibition takes visitors on a playful journey for them to rediscover the fundamental concepts of play and design, and how the concepts complement each other to better our futures. Enter the rabbit hole: toying with the concept of play as a positive agent in people’s lives, the exhibition takes visitors through design for play’s wonderland.

**Play opens minds, design shapes futures**

Co-curated by Rémi Leclerc, Founder of PolyPlay Lab, and Chi-wing Lee, Founder and Creative Director of Milk Design, PLAY LIVES illustrates why play is beyond entertainment, and how it is an integral part of our lives and can be designed to better our futures. New Zealand play theorist Brian Sutton-Smith once quipped that “The opposite of play is not work. The opposite of play is depression”. As Leclerc explains, *“While play generates culture, design shapes culture: just about everything around us is designed. As a friendly ‘Trojan hobby horse’, play makes design accessible. Referring to play’s attributes enhances designers’ practice because people are naturally apt at play: realising design is like play makes it easier to understand design... Play allows design to connect to life more naturally, igniting creativity, hence bettering design practice.”* By showcasing play through a design perspective, PLAY LIVES extolls the value of design in shaping contemporary play, and recognises the role of play in enhancing design.

**PLAY LIVES SHOWTIME: A journey to explore play through design**

PLAY LIVES Exhibition showcases more than 90 play and design projects from Hong Kong, the Mainland, Japan, Korea, and the USA, offering visitors a 360-degree view on the types and functions of playthings, and unveiling the cultural value of designing play for everyday life. Visitors will be able to chart their own maps of the meaning of play to ascertain the value of design for play: **Room 1** showcases eight whimsical fixtures

which invite visitors to explore the attributes of play through engaging experiences, thus toying with “Design Play DNA”. Building on visitors’ explorations in Room 1, **Room 2** demonstrates the value of play and design and how they shape cultures through four displays: demonstrating the relevance of play and design in shaping culture: **IMAGE Play Lives**, a street newspaper stall; **OBJECT Play Lives**, a toy storefront display shelf; **BODY Play Lives**, along a two-tiered circular catwalk; and **SPACE Play Lives**, an open virtual skyscraper.

**Room 3**, the “**Cabinet of Design Play Curios**”, stages seven critical design projects to showcase how play enhances designers’ speculative practice. Visitors can learn to appreciate the value of play and design as the exhibits address issues such as information and technology, environment, identity, and corporate culture, and witness how play can create a desirable future. In **Room 4**, the “**Playroom**”, displays works created by local participants at 6 pre-exhibition “playsshops” to illustrate how people interpret play in different ways. Finally, at the **Toymaking Playbench** in Room 4, visitors of all ages can create their own toys using components obtained from a capsule vending machine, such as PLA plastic clips manufactured onsite by a tabletop 3D printer (sponsored by beets3d.com).

#### **Rolling Fun – Community Playground: Explore the Tube & Wave Zone to Ignite Your Creativity**

Invited by the curators of PLAY LIVES Exhibition, **Making on Loft**, a local social design and research team will present their commissioned work **Rolling Fun – Community Playground** at the Public Open Space of 7 Mallory Street from 31 March to 11 April 2021. Comprising a **Tube Zone**, **Wave Zone** and **Play Share Kiosk**, the playground will open for free admission during the said period. During which, public visitors and residents in the neighbourhood can drop by anytime to play or to relax a little. With game instructions inside the tubes, “**Tube Zone**” suggests various ways of play from battle games to ball games. At “**Play Share Kiosk**”, visitors can find simple playthings like balls and rackets for enjoying fun competition games. “**Wave Zone**” features wavy long wooden benches for resting, jogging or hosting remote-controlled car races. Visitors are also invited to design new ways to play and give suggestions on best uses of the playground. Later in April, Making on Loft will host a Design Festival at 7 Mallory Street, featuring a series of play experience workshops suitable for different ages. Details will be announced on our website in due course: <https://www.designspectrum.hk/>

#### **Free Playshops and Guided Tours: Be a player now!**

To reinforce the theme “PLAY LIVES” of the exhibition, Design Spectrum will also host a series of playshops, guided tours, and other activities during the exhibition period. Under the themes Shadow Art, Forbidden Fruit, Toymaking and more, the playshops encourage participants to incorporate play into their everyday lives and unleash their creativity. Besides, public guided tours are available to help visitors explore the Pop-up Showcase on the ground and third floors of 7 Mallory Street, to learn more about the exhibits’ design concepts.

Further details of PLAY LIVES Exhibition & Event Information are available in the attachments.

For reservations for public guided tours and playshops, please visit [www.designspectrum.hk](http://www.designspectrum.hk).

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**Attachment: Event Happenings of PLAY LIVES Exhibition**

**PLAY LIVES Exhibition**

Date:	23 February to 30 April
Time:	10am to 7pm, Monday to Sunday
Location:	3/F, 7 Mallory Street, Wan Chai
	Free Admission

**Rolling Fun – Community Playground by Making on Loft**

Date:	31 March to 11 April
Time:	10am to 10pm, Monday to Sunday
Location:	Public Open Space, 7 Mallory Street, Wan Chai
	Free Admission

**Shadow Art Playshop using Found Objects by Angela Yuen**

Date:	13 March (2:30 – 5:30pm)
Location:	3/F, 7 Mallory Street, Wan Chai
	Online Registration, Free of Charge for aged 15 or above

**Forbidden Fruit Playshop by Deep Food**

Date:	21 March (2-3pm; 4-5pm)
Location:	4/F, 7 Mallory Street, Wan Chai
	Online Registration, Free of Charge for aged 16 or above

**Toymaking Playshop by Carmen Hui**

Date:	3 & 4 April (3-4pm; 4:30 – 5:30pm)
Location:	3/F, 7 Mallory Street, Wan Chai
	Online Registration, Free of Charge for kids aged 6-10

\*In light of the current COVID-19 situation and for the health and safety of participants, precautionary measures will be adopted for the PLAY LIVES Exhibition and its extended events, and the above schedule is subject to possible change or adjustment. For the latest updates, please visit the official website at <https://www.designspectrum.hk/>.

### **About Design Spectrum**

Design Spectrum is a new initiative organised by Hong Kong Design Centre (HKDC) and sponsored by Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR Government) to foster a good design culture in the community. Located in a revitalised cluster of Grade 2 historic buildings at 7 Mallory Street, Wan Chai, Design Spectrum features year-round exhibitions, exchanges, design appreciation and other promotion programmes to cultivate a creative atmosphere, while nurturing local creative capital. It serves as a unique public face for HKDC to strengthen linkages with the community and partners locally, in other cities of the Guangdong-Hong Kong-Macao Greater Bay Area, ASEAN cities and overseas, and contributes towards creative and cultural tourism. Design Spectrum has showcased Asian design philosophy in four thematic exhibitions from 2019 to 2020, with more to come in 2021.

For more information, please visit the website at <http://www.designspectrum.hk>

### **About Curator - Rémi Leclerc**



Rémi Leclerc (MDes ENSCI, Paris) Founder, PolyPlay Lab, investigates the mutually beneficial relationships between Design, Play, and Education. Having lived in Asia, Africa, America, and Europe, his exposure to and understanding of the representations of these diverse cultures invigorate his designs and nurture his research. His work is anchored in the exploration of play and conventions of interactivity to develop product service-systems for play and everyday. Rémi collaboratively explored the union of design with social accountability in projects with organisations in Hong Kong, Paris, Melbourne, Seoul, Shanghai, and New York. He has developed design education programmes at undergraduate, postgraduate, and professional level. Rémi and his students have received over 30 local and international awards and commendations, and his designs are part of the permanent collection of the Musée des Arts Décoratifs, Paris. He is a board member of the International Toy Research Association and is carrying out research with Université Paris 13 Paris-Sorbonne, 'From Design for Play to Play for Design'.

### **About Curator - Chi-wing Lee**



Lee Chi-wing studied Industrial Design and graduated from the Polytechnic University of Hong Kong, then received his MA from the Ecole Nationale Supérieure de Création Industrielle in Paris.

Lee started off working for Habitat France and Raison Pure, and then joined Philips Design Hong Kong before setting up Milk Design in 1998. Time Out Magazine calls Milk Design one of the Top 25 Hong Kong designers, and Monocle Magazine describes Milk as simple yet experimental.

In 2007, Milk Design's economy class tableware for Cathay Pacific Airway demonstrated a modern interpretation of Chinese culture and tradition, and won several prestigious Asian design awards. Their "New Bamboo Chair" is in the Hong Kong Heritage Museum collection. "Repair" furniture collection and "Cathay Pacific tableware" are collected by M+ museum.

Lee truly believes design originates in culture and tradition, and is a part of daily living.

### **About 7 Mallory Street**

Established in July 2013, 7 Mallory Street is a preservation-revitalisation project of the Urban Renewal Authority (URA), comprising a cluster of 10 pre-war Grade II historic buildings built in the 1910s. After refurbishment by the URA, prominent features of the project such as cantilevered balconies, tiled pitched roofs, timber French doors and internal timber staircases are retained and preserved. 7 Mallory Street also serves as a multi-functional community space for various community, cultural, art and design programmes to take place.

For more information, please visit the website at <https://mallory.ura-vb.org.hk/>

### **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.

For more information, please visit the website at <http://www.hkdesigncentre.org>

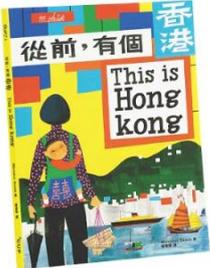
### **About Create Hong Kong**

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 various projects to promote Hong Kong design.

For more information, please visit the website at [www.createhk.gov.hk](http://www.createhk.gov.hk)

Disclaimer: 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 organizers 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 CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.

Appendix: Highlighted Exhibits

Project/ Origin	Description
<b>Play Room 2 “Showtime”</b>	
<p><b>Awesome Toy (Hong Kong)</b></p> 	<p><b>[IMAGE Play Lives] Master Q Baron</b></p> <p>Awesome Toy, a senior Sofubi brand from Hong Kong, is good at transforming classic works by novelty. They have brought many unusual surprises to the industry with their positive and optimistic spirit. Because of gaining the license right of Old Master Q from the original author, Wang Ze, Awesome Toy had an opportunity to use its hot product Fake Baron to create a new figure solemnly this time. On the one hand, the combination of the old and the little represents the inheritance of the spirit, and we can imagine that after a centenary, Old Master Q still has a sense of humour in the robot era. On the other hand, combining the nostalgic Chinglish long gown with a very modern robot setting in the new figure, it produces a very harmonious comedy effect.</p>
<p><b>Miroslav Šašek (Czech Republic)</b></p> 	<p><b>[IMAGE Play Lives] This is Hong Kong</b></p> <p>This is Hong Kong, first published in 1965, captures the enchantment and the contrasts of Hong Kong in the sixties of the last century. Roaring jets brought in the tourists; bamboo rickshaws carried them through exotic streets fragrant with incense, roasting chestnuts, and honey-glazed Peking duck. Sasek shows the sweeping panorama of gleaming Kowloon Bay framed by misty mountain ridges, then moves in for close-ups of laborers and hawkers, refugees from the Mainland, and sailors of flame-red junks, and the "water people" who, it is said, never set foot on dry land.</p>
<p><b>Sony Corporation (Japan)</b></p> 	<p><b>[OBJECT Play Lives] aibo</b></p> <p>The aibo entertainment robot gives users a companion to connect with, raise, and love. Using Sony’s AI technologies for linking with the cloud, aibo keeps growing into a distinct personality by making its own connections with people. Despite its complexity, aibo embodies a simple, organic look thanks to its fluid curves.</p>
<p><b>4M Industrial Development Limited (Hong Kong)</b></p> 	<p><b>[OBJECT Play Lives] Code A Maze Playboard</b></p> <p>This coding kit is specially designed for developing the concept of programming for young children.</p> <p>Code a Maze is a versatile, friendly and fun way of allowing the children to develop their cognition and playing skills by encouraging them to consider what steps are required to move a robot from a starting position to destination.</p>
<p><b>Don't Cry in the Morning (Hong Kong)</b></p> 	<p><b>[BODY Play Lives] Fuku Bear</b></p> <p>Fortune Fuku Bear is a bear working at a China town take-away restaurant. The restaurant owner knows that he has a special talent in fortune telling! So he asks Fuku to offer fortune telling services when delivering food to the customers. The years passed by, people started calling lucky cookies which come with Chinese take-away as fortune cookie. They definitely named it after this Fortune Fuku Bear!</p>

<p>Hong Kong Design Centre (Hong Kong)</p> 	<p><b>[BODY Play Lives] Design District Hong Kong (#ddHK) “Heart of Cyberpunk” - Immersive Fashion Experience</b></p> <p>These ten action figures “Cyborg Zero” in ten different outfits are the creation from Hong Kong Design Centre’s Design District Hong Kong (#ddHK) “Heart of Cyberpunk” - Immersive Fashion Experience. Zero and a group of cyberpunk voyagers awakened the AI “Mother Brain” and its clone under the flyover (i.e. the golden seam), which revealed the civilization and evolutionary secret of sustainable development under the integration of mankind, technology, nature and renewable energy. The participating designers involve figure designer and toy designer, and the ten outfits are designed by different local designer units, which fully reveals the creativity of Hong Kong.</p>
<p>LAAB (Hong Kong)</p> 	<p><b>[SPACE Play Lives] Colourscape</b></p> <p>A COLOURFUL SPECTACLE Colourscape is an interactive plaza interlacing architecture, material and classic technique. Installed in PMQ , the plaza used blue, pink and yellow MT Tape to weave a vibrant public space where people can observe, play, and interact. The tapes are assembled using the Bauhaus weaving theory. Curved mirror of different forms are installed to reflect the tapestry on the floor. The mirrors reflect and distort the surrounding colours and images. As people move from one space to another, the distortion of the human figure on the mirrors creates moments of interaction among people and a spectacle for people observing the installation from above.</p>
<p>Fuji Kindergarten (Hong Kong)</p> 	<p><b>[SPACE Play Lives] Fuji Kindergarten</b></p> <p>Fuji Kindergarten’s space is a tool for children to grow. Running around on an elliptical shaped roof and purposely creating a bumpy field is designed to strengthen children’s bodies. We are setting up an environment that brings out the "Self-Development Ability" that children innately possess.</p>
<p><b>Play Room 3 “Cabinet of Design Play Curios”</b></p>	
<p>Maywa Denki (Japan)</p> 	<p><b>[SPECULATIVE Play Lives] NAKI Series</b></p> <p>NAKI Series connects the world of dreams to the corporates and consumers every day - a quirky metaphor revealing the absurdity buried deep inside design.</p>
<p>Deep Food (Hong Kong)</p> 	<p><b>[SPECULATIVE Play Lives] Forbidden Fruit</b></p> <p>Turning to our addiction to information, Deep Food’s altered cutlery kits and artificial fruit Forbidden Fruit banquet playset prompts users to engage in a ritual to differentiate our appetite for knowledge from our lust for infotainment.</p>
<p>Angela Yuen (Hong Kong)</p> 	<p><b>[SPECULATIVE Play Lives] Parallel Space Series - Rickshaw on Tram Track</b></p> <p>Angela constructs silhouettes on walls using manufactured objects she collects from old family-owned stores. Each plastic item represents the historical development of Hong Kong’s manufacturing industries from the 1960s to now.</p>

<p><b>Julie &amp; Jesse x DESIGN TRUST: Critically Homemade x Kapok (Hong Kong)</b></p> 	<p><b>[SPECULATIVE Play Lives] Pocket Garden</b> Pocket Garden, a mobile miniature Chinese scholar's rock set, fosters curiosity, creativity, and participation, inspiring imaginary journeys to fantastical worlds and providing opportunities for collective wandering in the time of a pandemic.</p>
<p><b>Benny Au (Hong Kong)</b></p> 	<p><b>[SPECULATIVE Play Lives] Wordspotting</b> Benny Au's Wordspotting entices urban rambblers to read the cityscape as a wonderful book of calligraphic messages to complete and decipher, thus revealing the literary poetics in built environments.</p>
<p><b>Keith Lam (Hong Kong)</b></p> 	<p><b>[SPECULATIVE Play Lives] Moving Mario</b> The Moving Mario allows us to cross the mirror back from the virtual world into the real world, to make tangible the interface of game play, reminding us that the digital is really a Thing.</p>
<p><b>Brainrental (Hong Kong)</b></p> 	<p><b>[SPECULATIVE Play Lives] Ordinary Behaviours</b> Brainrental invites us to Roam with Brian through their multidimensional work and reflect on the uncanny Ordinary Behaviours caused by our technologically mediated every day. You know Brian. There's a Brian in all of us.</p>
<b>Playshops</b>	<b>Description</b>
<p><b>Shadow Art Playshop using Found Objects by Angela Yuen</b></p> 	<p>Using found object as a symbol - from their social history to art practise: this workshop is to observe around your surrounding and look for objects (e.g. fallen leaves and flowers on street, recycle materials from recycle bin, newspaper, or snacks from the tuckshop, etc) At the end of the workshop, you can have your own shadow art, learning the Relationship between shadow and material itself; also to practically connect a light circuit with batteries.</p> <p>Date: 13 March 2021 (Saturday)</p>
<p><b>The Forbidden Fruit Playshop by Deep Food</b></p> 	<p>The playshop will facilitate the design of utensils which reflects human's lust and desire with respect to appetite and thus examine the present ways of eating. Participants are involved in imaginative play through designing and performing rituals to consume the "forbidden fruit" by hacking utensils. They are challenged to create a lesser evil way of eating the forbidden fruit.</p> <p>Date: 21 March 2021 (Sunday)</p>

**Toymaking Playshop by Carmen  
Hui**



The Toymaking Playshop will allow visitors to create toys from simple materials. A lucky draw from a capsule vending machine will direct visitors to specific components, including PLA plastic clips manufactured on site by a tabletop 3D printer, and other biodegradable toy parts, to assemble a simple plaything for keeps and intergenerational play.

Date: 3 & 4 April 2021 (Saturday & Sunday)