

For Immediate Release

Business of Design Week "BODW CityProg"
200+ Design & Creative Happenings
Finding Clarity in Post-pandemic World with Vision to Design for Society



The global pandemic has upended our everyday lives like never before. The optometric term "20/20 vision" denotes normal visual acuity measured at a distance of 20 feet. In this age of uncertainties, having such a clear vision becomes ever more important in helping us grasp opportunities and uphold hopes amidst the unprecedented crisis. Organised by Hong Kong Design Centre (HKDC), BODW CityProg (CityProg) comes to its third edition this year with the theme "20/20 Vision of Post-pandemic World". We present more than 200 design and creative happenings to inspire you to search for your unique 20/20 vision and a spirit of designing for society.

As in previous years, CityProg spans across November and December. Its 9-day peak period from 28 November to 6 December will coincide with Business of Design Week (BODW) and other concurrent events to ignite an outburst of creativity throughout the city. Carrying on the 3 platforms distinctly curated for different types of creative partners, this year CityProg continues to connect local creativity and design initiatives with incredible local talents to bring to the public 17 one to three-day Anchor Site Festivals, 5 Design EduVation programmes targeting different age groups and more than 50 Satellite Events. They add up to more than 200 activities of various scales and unfold in 4 types of "post-pandemic 20/20 vision": Made in Hong Kong, Wellness and Sustainability, Placemaking and Business as Force for Social Good. All of these visions aim to foster the design thinking and creative problem-solving spirit to boost the city's resilience and agility as the post-pandemic era ushers in.

Capture local creativity at over 80 "CityProg Design Scavenger Hunt" spots



To help the public follow and explore the design happenings across districts, we launch the mobile-app-powered urban exploration redemption campaign "CityProg Design Scavenger Hunt" with the support of cultural platform Think of a Style and creative startup SCANNOW so that you can experience design in both the online and offline worlds. Between 13 November and 20 December, simply download SCANNOW mobile app and scan the SCANNOW QR codes at designated spots when you are exploring design districts to get offers and collect points. The more districts you visit, the more points and hence gifts you will bag. The gifts range from local designer products to items such as craft beers, nifty umbrellas, DIY craft kits, eco-friendly trainers, AirPods Pro, etc. In addition, a host of CityProg Satellite Events will take place across the districts, including design installations, exhibitions, talks, workshops, etc. Don't forget to pay them a visit when you are hunting for your Design Bonuses!

Discover our city's creative charms in 10 design districts

CityProg continues to support the growth of the local design ecosystem through partnering up with 17 Anchor Sites. Each of them curates a one to three-day Anchor Site Festival featuring their community characters and ropes in shops and groups in their neighbourhoods with an organic and bottom-up approach. The CityProg district list made it to 10 with 3 more joining in this year: Wan Chai, Sham Shui Po, San Po Kong, Tsuen Wan, Fo Tan, Kowloon City, Chai Wan, Kwun Tong, Aberdeen and Yau Tsim Mong. The programme formats also diversify into ideathon, design competition, maker faire, social innovation project, placemaking project, Made-in-Hong Kong creative market, interschool design day and design competition, and art and agriculture workshop, among a range of exhibitions, sharing events, open studios and industry networking events.

Design for well-being @ Wan Chai

Starstreet Precinct is a unique creative oasis amidst Wan Chai's hustle and bustle. Seeing people's growing concern about health during the pandemic, one of our Anchor Site Strategic Partners White Do Lab joins hand with other creative groups to curate the "Design Your Life" festival. Using design as a communicative tool, they aim to carve out a space for us to reflect on our lifestyles and develop mindfulness in eating, shopping and taking rest. They also offer guided tours to give us an insider's view of the creative neighbourhood's mix of chic and chill, old and new, and a taste of leisure lifestyle in the new normal.

Concurrently, Design Spectrum at 7 Mallory Street, organised by HKDC, will present a series of design workshops themed "Design for PLAY" in which you can understand more about design for play and play to stay healthy and mindful during trying times.

Storm of creativity @ Sham Shui Po

Long known as a cheap-and-cheerful supply hub for design and craft, Sham Shui Po is a treasure-hunt destination and a source of inspirations for local designers and makers. openground, a creative space on Tai Nan Street and one of our Anchor Site Strategic Partners, is building a material map of Sham Shui Po as part of the partnership. They will host a series of design thinking workshops with Tai Nan College to engage community members, young local designers and neighbouring craft stores to brainstorm innovative use of the materials found in the map, pushing forward co-creation at a community level. The results will be exhibited to showcase the design effort for a better community.

What's more, the Jockey Club Creative Arts Centre's handicraft fair and D2 Place's Christmas programmes partnering local designers to follow will keep Sham Shui Po's design vibe high and strong.

Post-industrial fantasy @ San Po Kong

When we think of San Po Kong, we may think of an old district, rundown factories or the Kai Tak Development Plan. But the old industrial area has been humming with new life in recent years as a host of cultural and creative groups moved in. Signboard maker China Bright Production teams up with Fleurs des Lettres (Spicy Fish Cultural Production), Road Research Society, Old Textbooks, Film Pilgrimage and other brick-and-mortar shops in the neighbourhood to curate a series of design exhibitions, sharing events, workshops, guided tours, etc. China Bright Production also invited some second-generation factory owners in the district to share how design transformed their brands and turns private businesses into a force for social good.

Design EduVation: Public education programmes for all ages and backgrounds

To encourage participation from people of different ages and backgrounds, we team up with local partners to launch 5 Design EduVation programmes to cultivate design thinking in emerging and professional designers, architects, students, senior citizens and the public, radiating creative energy to all levels of the city.

Social innovation design collective Enable Foundation will showcase their design research "Dementia Hong Kong". By opening up discussions and exchanges on dementia, raising awareness about dementia-related social innovations and developing open design database for the syndrome, it demonstrates how design can improve healthcare. FabCafe Hong Kong's innovative electronic music workshops will inspire us how to use barcode scanning technology to scout for new sounds and upcycle electrical appliances into musical instruments, turning the 'your trash, my treasure' mantra into a sustainable design practice. Gwaden - 2x2 Studio will lead us to explore across urban and rural and reflect on the enormous possibilities of social design and entrepreneurship within urban-rural areas in the pandemic context. Co-organised by THY LAB, the "Deep Memory Pier" project created a series of short films using old photos collected from local and ethnic minority residents in Sham Shui Po. These collective memories will be screened in memory-evoking TV displays in local shops to stimulate thoughts for the future-oriented urban and public space design. Last but not least is the public space design competition for Light Be, Hong Kong's first social housing enterprise, to be showcased in Tsuen Wan. The co-organising Architect Associations Hong Kong Chapter and Royal Institute of British Architects hope to encourage local architects to improve and pioneer sustainable design for social housing so that short-term poverty families can have better living environment and build stronger upward social mobility.

With an aim to connect different communities through design and creativity, CityProg strives to spread design thinking citywide and unlock our city's design and creative potential. Hong Kong Design Centre hopes the public will continue to be creative and thrive in the post-pandemic world with great resilience and agility.

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 website: www.bodwcityprog.com

Official Facebook Page: <https://www.facebook.com/bodwcityprogramme>

Official Instagram: <https://www.instagram.com/bodw.cityprog>

High-resolution images can be downloaded here:

<https://www.dropbox.com/sh/rww06wibpj0to/AADKGn-c81KLhg23xI8DdEfAa?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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