

REIMAGINING SERVICE ECONOMY 2021



For immediate release

13 May 2021

Knowledge of Design Week 2021 Presents ‘Reimagining Service Economy’



KODW’s first edition of hybrid live simulcast on ViuTV, online and social media platforms, widening access and offering free viewing to audiences from all over the world

Sign-ups for FREE live attendance now open

Line up of speakers from the most innovative companies including AliPay, Azerai Resorts, Google, Huawei, Joyce Wang Studio, K11, Klook, Microsoft, Royal College of Art, Royal Philips, scenarioDNA, Siemens, Tencent, The Gettys Group, ViuTV, among others

10 live hybrid forum sessions and 8 hybrid workshops during week-long event

HONG KONG, 13 May 2021 – Knowledge of Design Week (KODW), organised by Hong Kong Design Centre (HKDC), co-organised by Hong Kong Design Institute (HKDI) and The Hong Kong Polytechnic University School of Design (PolyU Design), together with Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR Government) as the Lead Sponsor, will bring together some 40 entrepreneurs, field experts, and leading creatives across the sectors of hospitality, healthcare, e-commerce, and digital solutions as speakers to explore the post-pandemic future of the service economy with a global audience from 21 to 25 June.

Free for live attendance from around the world, KODW’s hybrid edition will be broadcast live on ViuTV for the first time, as well as online and on social media platforms to provide complete access to viewers all over the world. The simulcast will feature three languages of simultaneous interpretation in English, Cantonese, and Putonghua.



Redesigning interactions and the way we live, work, and play

Charting a purposeful path to the world's next normal demands human centricity and empathy – along with a creative, can-do mindset, and collaborations across disciplines to solve the complex issues faced by a world upended by the pandemic. Under the theme “**Reimagining Service Economy**,” industry leaders and experts across sectors will come together to discuss various themes related to human-centric design, the customer experience, and identifying effective and intuitive business solutions.

From redefining experiential hospitality and crafting digital comforts, to embracing a transformed retail landscape and building a more inclusive and equitable future for all in ageing societies, KODW 2021's “**Reimagining Service Economy**” aims to challenge traditional ways of thinking and bring forth the strategic value of service and human-centred design. The forum explores how cultures, trends, social commerce and new technologies like AI and data-driven applications are disrupting businesses and creating opportunities for user experiences across a wide range of businesses and organisations. Speakers will also share their journey of co-design, and how it leads to a brighter, more inclusive future.

This year's highly sought-after panel of speakers include:

- Adrian Zecha, renowned hotelier and founder of hotel brands including Aman, Azerai, and Azumi
- Reinier de Graaf, Partner of OMA
- Sean Carney, Chief Design Officer & Head of Healthcare Transformation Services of Royal Philips
- Joyce Wang, Founder & Principal of Joyce Wang Studio
- Eric Gnock Fah, COO & Co-Founder of Klook Travel
- Lofai Lo, Director & General Manager of ViuTV
- Prof. Jeremy Myerson, Helen Hamlyn Chair of Design of The Helen Hamlyn Centre for Design at the Royal College of Art
- Clive Grinyer, Head of Service Design at the Royal College of Art
- Rama Gheerawo, Director of The Helen Hamlyn Centre for Design at the Royal College of Art
- Ren Yee, Head of Innovation Strategy & Forecasting of UNStudio
- Yat Siu, Co-founder & Chairman of Animoca Brands
- Tim Stock, Co-founder & Managing Partner of scenarioDNA
- and more

Alongside the panel discussions, KODW 2021 will host eight interactive hybrid workshops focusing on Service Design, Design Thinking, and Creative Leadership taking place from 17 to 25 June. These hybrid sessions, two of which will be held physically in Hong Kong and the



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rest hosted virtually, are to be led by global branding and innovation experts who will tackle topics such as digital transformation, branding strategies, and more.

Join KODW 2021 and discover how a new approach to service design will shape the future of retail, hospitality, smart living, ageing well, and health & wellbeing.

Register for free access to the live forum sessions and sign up for the hybrid workshops at www.kodw.bodw.com. Early bird discount for workshops (40% discount) and 50% discount for BODW 2020 full pass and premium pass holders are available until 11 June 2021.

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About Hong Kong Design Centre and Institute of Design Knowledge

Hong Kong Design Centre is a non-governmental organisation 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. Learn more about us at www.hkdesigncentre.org

The Institute of Design Knowledge (IDK) is an initiative of HKDC to advance creative thinking across different sectors via the provision of professional training and resources. It serves as a learning platform, offering specialised courses on topics such as innovation, design management and creative leadership to prompt executives and business leaders to explore, develop and sustain innovative approaches in the workplace. Learn more at www.idk-hkdc.org

About Knowledge of Design Week

Knowledge of Design Week is an annual flagship event organised by Hong Kong Design Centre (HKDC) and Institute of Design Knowledge (IDK), co-organised by Hong Kong Design Institute (HKDI) and School of Design, The Hong Kong Polytechnic University School of Design (PolyU Design), together with Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR Government) as the Lead Sponsor. It is a week-long event that comprises a series of workshops, forums, and a high-level networking event.

Launched in 2006, Knowledge of Design Week (KODW) offers an exciting and premier global knowledge platform for local and international designers, brand strategists, business leaders, entrepreneurs, technologists, educators and visionaries to share industry insights, trend analysis, creative solutions and game-changing innovation to transform individuals, businesses and the society. Learn more at www.kodw.bodw.com

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YouTube: <https://www.youtube.com/channel/UCB9QTGZRIJyjEwIrBh09uZw>

WeChat: KODW 设计智识周

Weibo: <https://weibo.com/kodwhkdc>

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 KODW and other flagship events to promote Hong Kong design. CreateHK's website: www.createhk.gov.hk.

Contact

For further enquiries and requests for interviews, please contact:

CatchOn, A Finn Partners Company

Email: HKDesignCentre@FinnPartners.com

Press materials

Images including speakers portraits are available at

<https://finnpartners.box.com/s/nagtswhh2mh0dyz8e2229uqctc7j5c11>

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