

Hong Kong, China's First Ever Design Showcase at Dutch Design Week, bringing much-needed discussion on Circular Economy in Asia Perspectives

- *A capsule collection of 14 designs showcases how renovated business models and system rethinking by circular design could adapt, overcome and grow beyond obstacles and challenges such as “double ageing”, high degrees of commercialisation and consumerism, land shortage, saturation of landfills, the urge for inclusivity and more in the Asia Hub - Hong Kong, China.*

HONG KONG SAR/AMSTERDAM, 21 October 2023 – Presented as part of the Design Exchange programme (dX) by Hong Kong Design Centre (HKDC) and sponsored by Create Hong Kong (CreateHK) of the Government of Hong Kong Special Administrative Region (HKSAR Government), ***The ((Capsule)) Hong Kong Design Showcase (((Capsule)) HK)*** features the inspiring development of contemporary circular design and sustainability projects in Hong Kong, China to the international audiences at Dutch Design Week, which will be held at Eindhoven, the Netherlands from 21 to 29 October 2023.

Dutch Design Week provides an excellent platform for design exchange between the Netherlands and Hong Kong, under the partner country collaboration of Business of Design Week 2023 (BODW) organised by HKDC in early December in Hong Kong. The 9-day capsule showcase encompasses 14 projects – all characterised by prominent circular design elements, offering insights that reflect the unique cityscape, east-meets-west cultural and socio-economic developments of the city.

Hong Kong designers' distinct take will spur perspectives from Asia and exchanges on global / Asian cities' dilemmas such as the challenges imposed by commercialisation

and consumerism, shortage of land, double-ageing (ie. coexistence of ageing people and ageing buildings), waste treatment, the urge for inclusivity, and more.

The spiral setup in the exhibition hall is derived from the ‘circular’ and ‘infinite’ curatorial concept which aptly encapsulates the design efforts on display and the essence of circular design. Projects are presented under seven ingredients of the capsule – **REDUCE, REPAIR, REUSE, RECYCLE, REMAKE, REDESIGN, REVITALISE**; representing different design disciplines under three themes: **Consumerism and Waste, Technology and Materials, Sustainability and Inclusivity**. Jointly curated and produced by the Hong Kong Design Centre and, creative agencies Story Lab and Number2, the showcase brings forth an excellent exchange opportunity between Hong Kong and Dutch designers in a year-round collaboration under BODW.

Ms Sam Lam, Director, Business Development & Projects, Hong Kong Design Centre and Curator of ((Capsule)) HK states: “The showcase explores how each work reflects the continuous growth and powers of innovation and reinvention responding to the challenges faced by this ‘vertical city’ of Hong Kong. Just like the infinity suggested by the term ‘circular’, the showcase invites audiences to observe evolving design trends and impacts, raises questions and thoughts, and explores possibilities and opportunities drawn from accumulated experience to foster a reciprocal and long-lasting dialogue to combat global issues together such as climate change and the urge for inclusivity.”

Reinforcing dX’s mission of strengthening Hong Kong as an east-meets-west centre for international cultural exchange and cultivating new talent, the programme is packed with exciting happenings and public events. On-site guided tours led by participating designers will enable them to engage visitors face-to-face; on 26 October, dX Design Dialogue will provide a topical occasion for public exchange and

networking. Additionally, participating designers and creative units travelling to the Dutch Design Week will embark on 'inspiration trips', visiting local designer studios and institutions as part of an enriching 'cultural exchange' journey.

The creative units participating in this overseas showcase are (in no particular order): B+G Design Co.; CoDesign Ltd.; Devana Ng, Invisible Company; Dr Rico Chan, Beyond Vision International (BVI) ; HKIA Biennale Foundation and its Hong Kong Bi-City Biennale of Urbanism\Architecture 2019* Chief Curator Roger Wu; Hong Kong Design Centre's Design District Hong Kong Chief Curator & Projects Director Sam Lam; Jacqueline Chak & Henry Hui, Editecture; Kadri Keung, Boundless; Kay Chan Wan Ki; Natalie Chow & Caroline Tronel, Kibo; Penter Yip, Fashionary; Queen Man & Milky Choi, Project Futurus; The Hong Kong Research Institute of Textiles and Apparel (HKRITA); and Tony Ip Green Architects.

Inaugurated in 2002, Dutch Design Week has grown to be the largest design event in Northern Europe, presenting work and concepts from more than 2,600 designers to more than 355,000 visitors from home and abroad. It provides an excellent platform for design exchange between the Netherlands and Hong Kong, China, under the partner country collaboration of Business of Design Week (BODW) organised by HKDC.

The ((Capsule)) HK marks the 5th edition of dX. Building on HKDC's mission of establishing Hong Kong as a creative hub of design excellence in Asia, dX cultivates local design talents by connecting them to opportunities around the world, inspiring them to create designs with international impact and explore co-creation in design and beyond. dX has travelled to different cities such as Bangkok, Melbourne, Tokyo and California etc.

Activity Highlights

Date & Time	Happenings
21 - 29 October 2023 11:00 - 18:00	The ((Capsule)) Hong Kong Design Showcase @Microlab Hall, Strijp-S area, Eindhoven Designer-led guided tours are available daily at 11:30am for DDW visitors for free. <i>*Onsite registration, welcome walk-in</i>
25 October 2023 15:00 - 18:00	Guest speaker sharing in 'Game Changers Asia - Circular Design*' by CreativeNL @De Effenaar, Dommelstraat 2, 5611 CK Eindhoven HK speaker: Devana Ng, Co-Founder, Invisible Company Moderator: Roger Wu, Project Consultant, Hong Kong Design Centre *Online version will be livestreamed on bodw+ https://www.bodw.com/en/live
26 October 2023 15:00 – 18:00	dX Design Dialogue & Networking @Microlab - Playground at Ground Floor, Kastanjelaan 400, 5616 LZ Eindhoven Register on or before 25 October - https://shorturl.at/aHRV7

The activities above are subject to change without prior notice. Please check the schedule on our IG @dx.hkdc before your visit.

Please download the press photos at:

- https://drive.google.com/drive/folders/12t53IRLEOKMIKA9IWFwxR6WzYLuAxE78?usp=share_link
- https://drive.google.com/drive/folders/15RzUSNu9RnaCWUAP3tW3fnCowILz-DYN?usp=share_link

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About Hong Kong Design Centre

A non-governmental organisation registered in 2001, Hong Kong Design Centre (HKDC) is 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 wellbeing.

HKDC's flagship programmes* include Business of Design Week (BODW; since 2002) – Asia's leading annual event on design, innovation and brands; and, BODW City Programme (since 2018) – the 'beyond the main stage' Hong Kong design festival of Business of Design Week.

Lead by Creative NL, the Netherlands is the official partner country of BODW 2023.

HKDC: www.hkdesigncentre.org | dX Design Exchange: www.instagram.com/dx.hkdc

* Sponsored by Create Hong Kong of the Government of the Hong Kong Special Administrative Region

About Create Hong Kong

Create Hong Kong (CreateHK) is a dedicated office set up by the Government of the Hong Kong Special Administrative Region in June 2009 to spearhead the development of creative industries in Hong Kong. From 1 July 2022 onwards, it is under the Culture, Sports and Tourism Bureau. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. CreateHK sponsors HKDC to organise Business of Design Week (BODW), BODW City Programme (CityProg), DFA Awards, Knowledge of Design Week (KODW), Fashion Asia Hong Kong, Design Incubation Programme and Fashion Incubation Programme, Design Exchange programme (dX) and other projects to promote Hong Kong design.

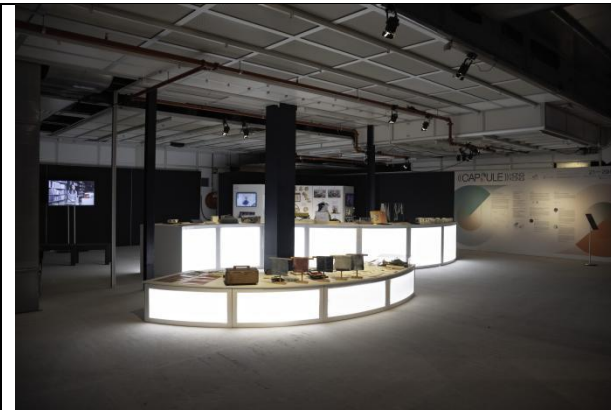
CreateHK: www.createhk.gov.hk

For information, images and interview requests, please contact:

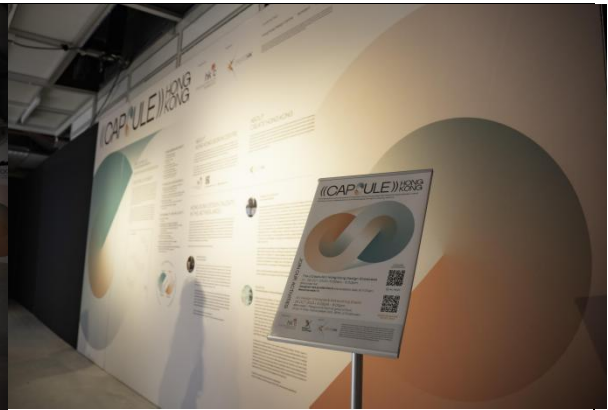
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Photo captions:



Exhibition view of ((Capsule)) HK. The spiral set-up was designed to reflect the 'circular' and 'infinite' curatorial concept.



((Capsule)) HK showcases circular designs that reflect Hong Kong's unique cityscape and cultural and socio-economic developments.



There was no shortage of viewers at the ((Capsule)) HK.



Participating Hong Kong designers visiting ((Capsule)) HK on the first day of their trip. Designer Queenie Man explained the project concept of the "Sensory Restaurant on Wheels™" to visitors.



Green architects designer Tony Ip explains to foreign colleagues the "Jockey Club - The Conservancy Association Urban Forestry Green Hub" in collaboration with B+G Design Co.



Group photo of participating Hong Kong designers and Hong Kong Design Centre curatorial team at ((Capsule)) HK exhibition.



Hong Kong designer Devana Ng joined as a guest speaker in 'Game Changers Asia - Circular Design' that organised by CreativeNL sharing her #INVISIBLEBAG concept.



Roger Wu, Project Consultant of Hong Kong Design Centre joined as a panelist in 'Game Changers Asia - Circular Design'.



Group photo of representatives from Hong Kong Design Centre, CreateNL and Netherlands Consulate.



Matteo Renna, Creative Director of Studio MAST was invited to share spatial design experiences in dX Design Dialogue.



dX Design Dialogue provides a topical occasion for public exchange and networking.



A taxis was transformed into '((Capsule)) HK designride' for a fun engagement.

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 organisers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.