

[Immediate Release]

BODW CityProg 2021 presents “Design City Hunt”
Explore 80+ Design Hot Spots and Local Shops
Collect 4 Themed Design Cards to Redeem 200+ Rewards

The graphic is a promotional poster for the 'Design City Hunt' event. It features a grid background and a large orange circle on the left containing the event title 'Design City Hunt' and '城區設賞' in both English and Chinese, along with the dates '23/11 - 5/12'. To the right, a large black banner reads 'Support local shops to redeem 200+ rewards!'. Below this, the distribution period is '23/11 - 5/12/2021' and the redemption deadline is '15/12/2021'. The graphic is divided into four numbered steps: 1. Shop or join design activities for free at designated design hot spots to collect a design card (illustrated with a map icon); 2. Get a design card and take photos (illustrated with four example design cards: 'LET'S GO GREEN', 'LET'S GO H.K.', 'LET'S GO CHILL!', and 'LET'S GO DESIGN!'); 3. Upload photos to IG and tag CityProg IG account "bodw.cityprog" (illustrated with a hand holding a smartphone); 4. Claim your rewards at the official website (illustrated with a gift box icon). The BODW CityProg logo is in the top right corner. A small disclaimer at the bottom states: 'The prizes are available on a first-come-first-served basis, while stocks last. In case of any dispute, the decision of Hong Kong Design Centre and the participating partners shall be the final. Design City Hunt is subject to the respective terms and conditions. For details, please refer to BODW CityProg website.'

(Hong Kong, 23 November 2021) Organised by Hong Kong Design Centre (HKDC), with Create Hong Kong of the Government of the Hong Kong Special Administrative Region as the Lead Sponsor, this year's **BODW CityProg (CityProg)** is organising a **Design City Hunt** to engage people of all ages to experience the design journey by exploring more than 80 designated design spots, under the themes of **Let's GO Design**, **Let's GO HK**, **Let's GO Green** and **Let's GO Chill**.

To participate from 23 November to 5 December 2021, shop or join design activities for free at designated design hot spots to collect a design card. Create an Instagram post or story with the card and tag the Instagram accounts of CityProg "**bodw.cityprog**" and of the shops or event organisers.

The participating shops are giving out over 200 gifts. Create as many posts or stories as you can to claim your rewards. Featured gifts include: LANE EIGHT Trainer AD1, RAZE 3-ply Antibacterial Masks - kapok Grège, 513 Artizen Range Abstract Art Clutch, Upmood Watch and San Po Kong's Useless Studio Ceramic Class. Gift redemption deadline is 15 December 2021.

Please visit the website of "Design City Hunt" for more details:
<https://bodwcityprog.com/en/cityprog-design-city-hunt/>

Participating Merchants



If you are interested in knowing more about CityProg, please visit the official website and social media platforms to receive the latest information about the events.

CityProg website: www.bodwcityprog.com
 Official Facebook : <https://www.facebook.com/bodwcityprogramme>
 Official Instagram: <https://www.instagram.com/bodw.cityprog>

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About Hong Kong Design Centre (HKDC)

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.

HKDC's flagship programmes include **Business of Design Week** (BODW; since 2002) – Asia's leading annual event on design, innovation and brands; **DFA Awards** (since 2003) – a well-recognised annual awards that celebrate outstanding designs with Asian perspectives; and **Knowledge of Design Week** (KODW; since 2006) – an annual thematic programme that gathers the global design community to explore how design can solve complex challenges of our society.

We also manage a **Design Incubation Programme** and **Fashion Incubation Programme** (since 2012 and 2016) – 2-year programmes to nurture future design and fashion entrepreneurs; and launched **FASHION ASIA HONG KONG** (since 2016) – an initiative combining conversations, interactions and cultural exchanges to position the city as an Asian hub for fashion trade and business development.

Learn more about us at www.hkdesigncentre.org

About BODW CityProg (CityProg)

BODW CityProg (CityProg) is a citywide creative business and community activation programme initiated in 2018 by Hong Kong Design Centre (HKDC). It aims to foster exchange and collaborations among creative and design units, businesses and community organisations in rolling out a series of activities and events that create shared values through design, make the community a better place and create positive social impact. Each year, CityProg brings together over 100 partners to spark more than 200 happenings around the city through its three distinct platforms: “**Anchor Site Festivals**”, “**Design EduVation**” programmes, and “**Satellite Events & Offers**”, fostering creativity for our city and economy and nurturing a thriving creative ecosystem in Hong Kong.

A community extension programme of HKDC's annual flagship event Business of Design Week (BODW), CityProg spans throughout the year, with major happenings in November and December near BODW annually, peaking from **27 November to 5 December** for the 2021 edition. With HKDC stepping into its 20th anniversary, the 2021 edition of CityProg has taken the theme “**20s: Reflect·Refresh·Reset**”. It will join forces with different sector partners and the wider public to make a positive impact to the community with good design, adhering to a “business for good” concept.

Create Hong Kong of the Government of the Hong Kong Special Administrative Region is the Lead Sponsor of BODW and CityProg.

Find out more at <https://www.bodwcityprog.com/>

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.

Disclaimer: Create Hong Kong of 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 Communications and Creative Industries Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the Create Smart Initiative Secretariat, or the Create Smart Initiative Vetting Committee.