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[Press Release]

To: News/Feature/Culture & Design/Education - /Editors/Reporters

**DFA Awards Exhibition 2020
Features Design Excellence of 200+ Winning Designers and Projects in the
Region**

(3rd December 2020, Hong Kong) Organised by the Hong Kong Design Centre (HKDC) with Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region as the lead sponsor, DFA Awards held the “Design for Asia Forum” at Business of Design Week (BODW) in a live webinar format on 1st December 2020, with speakers who are the winners and judges of DFA Awards to offer a glimpse of the importance of design in the new normal from an Asian perspective. Stanley Wong (anothermountainman), Founder and Creative Director of 84000 Communications, and Lyndon Neri, Founding Partner of Neri&Hu Design and Research Office, the winners of the DFA World’s Outstanding Chinese Designer 2020 and 2018 respectively, discussed topics on “Culture and Sustainability” at the first session of the forum which was hosted by David Lo, Vice Chairman of the HKDC.

At the second session, hosted by one of the judges of this year’s DFA Design for Asia Awards, Sally Lin, the Associate Professor and Chairperson of the Industrial Design Department at the Shih-Chien University, with speakers Akichika Tanaka, designer and Alexis André, researcher of toio™, the winning project of the DFA Design for Asia Awards 2020 - Grand Award with Special Mention, and Brandon Gien, CEO of Good Design Australia, also the judge of the Award, shared their opinions under the theme “Experience Design”.

In order to provide an overview of the design excellence of 200+ winning designers and projects of this year’s DFA Awards and to inspire the general public, the HKDC further presents the **"DFA Awards Exhibition 2020"** from now until 10th December 2020 at the 3/F Gallery, 7 Mallory Street, Wanchai, Hong Kong. With the theme “Design Steers”, the exhibition aims to provide insights from human-centred and excellent designs, featuring the 2020 winner portfolios of three design trendsetters of DFA Lifetime Achievement Award, DFA Design Leadership Award, and DFA World’s Outstanding Chinese Designer, namely Tim Brown, Frank Wang and Stanley Wong (anothermountainman), and 197 winning projects of DFA Design for Asia Awards, as well as the portfolios of the 16 awardees of DFA Hong Kong Young Design Talent Award, to help the world navigate through storms and readapt ourselves to the new normal.

At the same time, the HKDC also launches an Online Showcase for this year’s DFA Awards winners. People from all over the world can have access to and be inspired by the winners’ designs and concepts.

Online Showcase: <https://dfaawards.viewingrooms.com/viewing-room/>

Please refer to Appendix 1 for event photos download and photo descriptions.

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About DFA Awards (www.dfaawards.com)

In 2003, the Hong Kong Design Centre has launched the DFA Awards to underpin the role of designers in society, to celebrate design leadership and exemplary designs and projects with commercial success or impact in Asia, as well as to recognise the rising force of emerging Hong Kong designers since 2005. The DFA Awards, through its five major award programmes, has grown in its international influence in Asia. The five award programmes include DFA Lifetime Achievement Award, DFA Design Leadership Award, DFA World's Outstanding Chinese Designer, DFA Design for Asia Awards and DFA Hong Kong Young Design Talent Award.

About CreateHK

Create Hong Kong (CreateHK) is a dedicated agency set up by the Government of the Hong Kong Special Administrative Region (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 the Hong Kong Design Centre to organise the DFA Awards and other projects to promote Hong Kong design.

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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.

DFA 設計獎展覽 2020 – 設計領航
DFA Awards Exhibition 2020 – Design Steers

媒體相片 Media Photos:

http://www.hkdc.hk/download/awards/DFAExh2020_MediaPhotos.zip

相片 Photo	相片描述 Photo caption:	Photo caption
1	DFA 世界傑出華人設計師 2020 得獎者黃炳培（又一山人）於「設計營商周：給亞洲設計論壇」上與香港設計中心副主席盧永強，就「文化與可持續發展」分享個人經驗。	Stanley Wong (anothermountainman), winner of DFA World's Outstanding Chinese Designer 2020 and David Lo, Vice Chairman of Hong Kong Design Centre, share their views on "Culture & Sustainability" at the BODW Design for Asia Forum.
2	黃炳培（又一山人），八萬四千溝通事務所創辦人及創作總監 DFA 世界傑出華人設計師 2020 DFA 亞洲最具影響力設計獎 2020 – 大獎及文化大獎 DFA 亞洲最具影響力設計獎 2020 – 銀獎 大獎及文化大獎項目名稱： 時間的見證 / 又一山人 x 黃炳培 / 四十年創意 銀獎項目名稱：每周出海	Stanley Wong (anothermountainman), Founder & Creative Director, 84000 Communications Limited DFA World's Outstanding Chinese Designer 2020 DFA Design for Asia Awards 2020 – Grand Award & Grand Award for Culture DFA Design for Asia Awards 2020 – Silver Award Project Name (Grand Award & Grand Award for Culture) : Time Will Tell / stanley wong x anothermountainman / 40 years of work Project Name (Silver Award) : a poster a week

3	<p>Toby Ng Design 創意總監兼創辦人伍廣圖 DFA 亞洲最具影響力設計獎 2020 – 銀獎及優異獎</p> <p>銀獎項目名稱：K11 Craft & Guild Foundation 優異獎項目名稱：Colouring Timeline</p>	<p>Toby Ng, Founder & Creative Director of Toby Ng Design DFA Design for Asia Awards 2020 – Silver & Merit Award</p> <p>Project Name (Silver Award) : K11 Craft & Guild Foundation Project Name (Merit Award) : Colouring Timeline</p>
4	<p>Kith And Kin Studio 項目代表 Rocky Yip DFA 亞洲最具影響力設計獎 2020 – 優異獎 項目名稱：飄雅活藝</p>	<p>Rocky Yip, Creative Director of Kith And Kin Studio DFA Design for Asia Awards 2020 – Merit Award Project Name: Crafts on Peel</p>
5	<p>無事設計有限公司創辦人梁雯蕙 DFA 亞洲最具影響力設計獎 2020 – 優異獎 項目名稱：無事月餅</p>	<p>Comma Leung, Founder of Mosi Design Limited DFA Design for Asia Awards 2020 – Merit Award Project Name: Mosi mooncake</p>
6	<p>PDD Group Ltd Senior Consultant – Design & Research Vicky Hui DFA 亞洲最具影響力設計獎 2020 – 優異獎 項目名稱：飛利浦 RO 純淨飲水機</p>	<p>Vicky Hui, Senior Consultant – Design & Research of PDD Group Ltd DFA Design for Asia Awards 2020 – Merit Award Project Name: Philips Water Dispenser ADD6910/90</p>
7	<p>樂在棋中社會企業有限公司項目設計師謝凱晴 DFA 亞洲最具影響力設計獎 2020 – 優異獎 項目名稱：港鐵沿途有禮桌上遊戲</p>	<p>Sharon Tse, Designer of People on board social enterprise Ltd. DFA Design for Asia Awards 2020 – Merit Award Project Name: MTR Board game</p>
8	<p>李穎康 DFA 香港青年設計才俊獎 2020 – 創意智優青年設計才俊特別獎</p>	<p>Lee Wing Hong Ben DFA Hong Kong Young Design Talent Award 2020 – CreateSmart Young Design Talent Special Award</p>
9	<p>張偉明 DFA 香港青年設計才俊獎 2020 – 創意智優青年設計才俊獎</p>	<p>Cheung Wai Ming DFA Hong Kong Young Design Talent Award 2020 – CreateSmart Young Design Talent Award</p>

10	林家兆 DFA 香港青年設計才俊獎 2020 – 香港理工大學設計學院青年設計才俊獎	Lam Ka Siu Willy DFA Hong Kong Young Design Talent Award 2020 – PolyU School of Design Young Design Talent Award
11	羅晉偉 DFA 香港青年設計才俊獎 2020 – 創意智優青年設計才俊獎	Law Chun Wai Justin DFA Hong Kong Young Design Talent Award 2020 – CreateSmart Young Design Talent Award
12	展覽入口	Exhibition Entrance
13	「DFA 亞洲最具影響力設計獎 2020」大獎作品	Winning projects of the DFA Design for Asia Awards 2020 – Grand Award