

For immediate release

**Knowledge of Design Week (KODW) 2023 Presents
'The Power of Design: Innovating for a Circular World'**

A Full Return to In-person Events



Date: 14 to 16 June 2023 (Wed to Fri)

Venue: The Hong Kong Jockey Club Auditorium at the Hong Kong Palace Museum

- *Over 20 face-to-face forums, networking events, workshops and masterclasses, and an InnoDesign Leadership Forum cum CEO dinner*
- *Over 30 renowned experts and innovators from around the world gather in Hong Kong*
 - *Explore and inspire smart solutions for a sustainable future through design*

HONG KONG, 2 May 2023 – Organised by Hong Kong Design Centre (HKDC), together with CreativeNL, the platform for creative pioneers from **the Netherlands, KODW 2023's Partner Country**, and Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR Government) as the Lead Sponsor, **Knowledge of Design Week (KODW) 2023** gathers over 30 business leaders and creative forces in various fields spanning design, architecture, academic, hospitality, digital media and tech from around the world to explore under the theme **'The Power of Design: Innovating for a Circular World'** from **14 to 16 June 2023** at **Hong Kong Palace Museum**, advancing and sharing professional knowledge and experience.

From circular design principles, sustainable urban design and transformative brands to tapping into consumers' conscientiousness and leveraging on the power of AI and technology in content creation and business strategies, KODW 2023 will showcase an array of innovative practices in design and businesses to create a more sustainable future.

Prof. Eric Yim, Chairman of HKDC, says, "This year in 2023, we are excited to have our Strategic Partner in 2022, a country we celebrate for its contributions to the world of design – the Netherlands – as a year-round Partner Country, bringing their expertise in circular innovation to the table."

“Design plays a unique and powerful role in driving positive change and sustainability. Through this year’s international design conference, we seek to advance the knowledge of how responsible and circular design, together with the necessary collective efforts of different communities and businesses, helps further activate the movement of using the power of design to build a more equitable, sustainable and resilient society, benefitting businesses and the society as a whole.”

Bart Ahsmann, Managing Director of CLICKNL says, “We are very much looking forward to this year’s partnership and bringing a series of thought-provoking programmes to share our knowledge and innovation highlighting the power of circular design. KODW facilitates the exchange of ideas not only across industries but also between leading creative cities and countries, and it is honoured to have the Netherlands on board again as this year’s Partner Country.”

6 Main Programme Pillars

Under the theme ‘**The Power of Design: Innovating for a Circular World**’, KODW 2023 seeks to showcase the application and impact of responsible and circular design on different facets of our world in 6 Programme Pillars, with an esteemed line-up of speakers:

Programme Pillars	Panel Speakers at a Glance	Country / Location of Origin
Social Innovation & Wellness	<ul style="list-style-type: none"> ▪ Richard van der Laken, Co-founder & Creative Director, What Design Can Do ▪ Marieke Rietbergen, Founder & CEO, Design Innovation Group ▪ Rama Gheerawo, Director, The Helen Hamlyn Centre for Design, Royal College of Art (RCA) 	<p>The Netherlands</p> <p>The Netherlands</p> <p>United Kingdom</p>
Culture & the City	<ul style="list-style-type: none"> ▪ L.J. Kim, Executive Director of LIVX Division, d’strict ▪ Teo Yang, Creative Director, Teo Yang Studio 	<p>Korea</p> <p>Korea</p>
New Urban Models	<ul style="list-style-type: none"> ▪ Garrett Hwang, Director, UNStudio (Hong Kong) ▪ Sun Dayong, Founder & Chief Architect, Penda China 	<p>The Netherlands</p> <p>The Mainland</p>
Transformative Brands	<ul style="list-style-type: none"> ▪ Siem Haffmans, Partner / Strategic Consultant, Partners for Innovation ▪ Pieter van Os, Program Manager International, CIRCO 	<p>The Netherlands</p> <p>The Netherlands</p>
Hospitality Design	<ul style="list-style-type: none"> ▪ Clint Nagata, Founder & Creative Director, BLINK Design Group 	<p>Singapore</p>

Programme Pillars	Panel Speakers at a Glance	Country / Location of Origin
AI & Technology	<ul style="list-style-type: none"> ▪ Maggie Wong, CEO, Wunderman Thompson Hong Kong ▪ Ling Fan, Founder & CEO, Tezign.com ▪ Fred Sheu, National Technology Officer, Microsoft Hong Kong 	<p>Hong Kong</p> <p>The Mainland Hong Kong</p>

Beyond the return to face-to-face experience

After 3 years of virtual and hybrid editions, KODW is delighted to announce the resumption of **100% in-person format** to bring back a truly interactive and personal experience this year. All events of KODW 2023 will be **presented in full-on physical format**.

The main events of KODW 2023 will be held at one of the latest art and cultural landmarks in the territory – the Hong Kong Palace Museum. This prestigious museum has emerged as Asia's prime centre for Chinese art, culture, and global dialogues.

Apart from face-to-face forum sessions and daytime Meet-the-Speakers and business networking breaks, an evening **Networking Reception** will be co-hosted by HKDC, BrandHK and InvestHK on 14 June, and an InnoDesign Leadership Forum cum **CEO Dinner** will be co-hosted by HKDC and the Netherlands on 15 June at Regent Hong Kong.

Interactive Workshops and Masterclasses (14 to 16 June) | Hong Kong Palace Museum

In keeping with KODW's longstanding objectives to advance knowledge and inform cutting-edge design, KODW 2023 will also host **nearly 10 workshops and masterclasses** from 14 to 16 June. These interactive and experiential sessions will explore aspects in circular design, inspire through design thinking, and inform professional application through interactive learning and the sharing of successful case studies.

The workshops and masterclasses are **led by pioneers from the Partner Country, the Netherlands**, and joined by creative leaders based in The Mainland, Hong Kong, and the United Kingdom:

The Netherlands:

- **Richard van der Laken**, Co-founder & Creative Director, What Design Can Do
- **Pieter van Os**, Program Manager International, CIRCO
- **Siem Haffmans**, Partner / Strategic Consultant, Partners for Innovation
- **Dr ir Peter Joore**, Professor Open Innovation, NHL Stenden University of Applied Sciences
- **Ir Marijke Idema**, Research Fellow & Design Coach, Amsterdam University of Applied Sciences
- **Marieke Rietbergen**, Founder & CEO, Design Innovation Group

Others:

- **Ling Fan**, Founder & CEO, Tezign.com (The Mainland)
- **Rama Gheerawo**, Director, The Helen Hamlyn Centre for Design, Royal College of Art (United Kingdom)



Workshops at Votion Studios, Hong Kong:

- **Experiential Workshops in XR & Technology at Votion Studios by Roger Proeis**, Co-Founder & President, Votion Studios (Hong Kong)

Stay tuned for more information on KODW 2023 and learn about the most innovative approaches to design for a circular world at 2023.kodw.org.

Learn more about early-bird discounts and other ticketing details at 2023.kodw.org/ticketing.

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Contact

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Press materials

Images including speakers' portraits are available at:

<https://finnpartners.box.com/s/4ofdrgtmq1hyiyo6v39ywhuynef9e6g8>

About Hong Kong Design Centre (www.hkdesigncentre.org)

Hong Kong Design Centre (HKDC) is a non-governmental organisation established in 2002 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.

About Knowledge of Design Week (2023.kodw.org)

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.

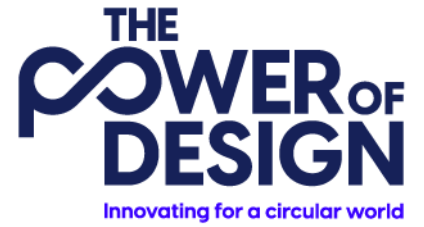
About CreativeNL (www.creativenl.nl)

CreativeNL is the internationalisation portal of the Top Sector Creative Industry, which aims to drive knowledge exchange and innovation (with creativity as a catalyst), encouraging creative professionals to do business abroad. CreativeNL focuses specifically on the countries Germany, United States and China and the social themes circular design, public space design, immersive content (VR/AR/XR) and social innovation.

About Create Hong Kong (www.createhk.gov.hk)

Create Hong Kong (CreateHK) is a dedicated office set up by the HKSAR Government 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, DFA Awards, Knowledge of Design Week, Fashion Asia Hong Kong, Design Incubation Programme and Fashion Incubation Programme, among other projects, to promote Hong Kong design.





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 Culture, Sports and Tourism Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.