

For Immediate Release

BODW CityProg Highlights "Made in Hong Kong" and "Business as a Force for Social Good"

Motivating Enterprise and Social Innovation with 20/20 Vision



(27 November 2020, Hong Kong) As the pandemic forced the entire world to slow down, all walks of life have been grappling with unprecedented challenges. While businesses are transforming themselves to adapt to the new normal, the wider public is also proactively thinking about how to use innovative technology and design thinking to come up with timely strategies and turn the crisis into opportunities.

Organised by Hong Kong Design Centre (HKDC), BODW CityProg (CityProg) comes to its third edition this year with the theme "20/20 Vision of Post-pandemic World". It presents more than 200 design and creative happenings to inspire a clear and sharp vision in us, helping us stay ahead at an age of uncertainty. The 4 types of "post-pandemic 20/20 vision" it features are: Wellness and Sustainability, Placemaking, Made in Hong Kong, and Business as a Force for Social Good. The programmes under the latter two themes are the focus in what follows. Despite the disruption caused by the pandemic, enterprises and designers are rising above the challenge by transforming their businesses and practices with creativity and design thinking, leading the way to building a better city.

Reviving local artisanship to preserve the Made-in-Hong Kong value

Industries have been affected by the pandemic in different ways. One of the worst impacts some of them encountered is the supply chain crisis at the peak of the pandemic. It stimulated us to rethink the possibilities for communities to become self-sufficient. In this respect, the revival of Made-in-Hong Kong products and local artisanship provide important lessons for us on how to adapt and change.

Since the fall of light industry, there have been fewer and fewer products bearing the label of Made in Hong Kong. In future, it may disappear altogether from the international stage. To local designer

s, "Made in Hong Kong" is much more than a label – it is a symbol of the Hong Kong spirit, their identity and their passion for the city. They have been working outside the spotlight in post-industrial areas such as Tsuen Wan, Fo Tan and Sham Shui Po, and investing their creativity to make uniquely Hong Kong products – they are the guardians of the Made-in-Hong Kong value. As a keen advocate of local creative industries, HKDC has been connecting the design community and the public by organising a wide variety of activities, visits and workshops with different communities. In addition to fostering design thinking in our participants, we hope to encourage communities to collaborate and continue the Made-in-Hong Kong legacy.

Neighbour Maker @ openground

Local creatives and makers love Sham Shui Po – the vibrant district is not just their source of inspiration, it is also where they find their tools, materials and more. our Anchor Site Strategic Partner openground is creating a Sham Shui Po material map as part of the partnership by researching local shops and collecting oral histories in the district. Apart from telling past and present local stories, the map is also delivered from the supply end to consumers by circulating in the neighbourhood and among designers. During CityProg, openground and a group of cross-disciplinary designers will become "neighbour makers" to engage community members, budding designers and neighbouring craft stores through a series of design thinking workshops. They will hunt for materials using the map to create everyday items that fit local needs, unleashing the creativity in their neighbourhood. Using design thinking, they seek to bridge the district's material supply and the community's needs, jam with local crafts and wisdom, and bring design to everyday lives. Their collaborative works will be exhibited to show us how local design and crafts can be a part of a community's culture.

Made in Hong Kong @ GLOs Cafe by foody

GLOs Cafe by foody, our Anchor Site Strategic Partner, is not just a restaurant but also a platform for promoting local culture and creativity. As part of the Fo Tan industrial community, they are particularly passionate in putting the district's creative industries under the spotlight. They will host the "Hong Kong Workshop" in which participants will learn how to make a cup of fantastic coffee from a local coffee seller and exchange views with coffee specialists. Their guided tours will give us an insider's view of some local brands' studios such as Snowpeace Guitars and SBDW Longboard Shop and an understanding of the potentials of Made-in-Hong Kong businesses. Other programmes include a talk on "The Value of Hong Kong Industrialisation", a band show, etc. They aim to open discussions on the positioning and redevelopment of Hong Kong manufacturing in the post-pandemic era and bring inspiration to craftsmen, designers, manufacturers and the entire industry, keeping design thinking flowing in the field.

Design Tsuen Wan @ HKFYG Tsuen Wan Youth S.P.O.T.

As one of Hong Kong's first satellite towns, Tsuen Wan is in constant cycles of renewal. To encourage more community interaction and participation in the district, Anchor Site Strategic Partner HK

FYG Tsuen Wan Youth S.P.O.T. is presenting a host of design-themed activities. Their guided tours, led by their young members, will visit the landmarks and traditional businesses in the neighbourhood, unveiling the community from multiple angles. Their workshop series invites local artisans to teach traditional crafts such as paper carving and indigo dyeing to give participants a taste of handicrafting. They will also host an exhibition in Citywalk to showcase a variety of crafts, from indigo dyeing to crocheting, to prompt memories of Tsuen Wan's rich textile history in the '50s and '60s. Illustrator Wai Wai's Tsuen Wan illustrated map will also be featured in an interactive display to inspire more observations, imaginations and design thinking in Tsuen Wan.

JCCAC Handicraft Fair @ Jockey Club Creative Arts Centre

Organised by our Anchor Site Strategic Partner Jockey Club Creative Arts Centre, JCCAC Handicraft Fair is the opening programme of "JCCAC Festival: Live Living". It provides a platform for over a hundred home-bred makers to sell and promote their crafts and products, showcasing their creativity to the public. An array of free activities will take place during the fair, including open studios, guided tours, exhibitions and music performances. There will also be a free rooftop screening, co-organised by JCCAC and MOVIE MOVIE (Now TV channel 116), for film lovers to enjoy the acclaimed film *Visages Villages* under the starry sky and exchange with film critics afterwards. With a diversified range of programmes, this market fair is a great chance for us to get to know local artisans' creativity from different perspectives and learn from their commitment to design and quality while shopping and enjoying performances.

Bring the Music to Life @ FabCafe Hong Kong

To promote the trash-to-treasure sustainable design practice, our Design EduVation Strategic Partner FabCafe Hong Kong is gathering people interested in electronic music and recycling to create musical instruments using recycled electrical appliances. These creations will be exhibited to showcase how creativity and upcycling can add fun to music-making. Their "Design Thinking Ideathon: Hacking the Barcoder and Exploring New Sounds" will teach us how to use the technology of barcode scanners to find and create unique new sounds. Using design thinking, their programmes give a twist to music experience, making it more creative and engaging.

Transforming business into an innovative force for social good

No one organisation can solve the challenges brought by the fast-changing world alone. HKDC empowers local enterprises to use design thinking to not just innovate for their businesses but also design for society. In recent years, the idea of business for social good is gaining traction in the commercial world, motivating businesses to work not only for economic profit but also for the good of society and sustainability. More and more local enterprises are using design and creativity to push forward social innovation. Actively reaching out to local communities, they strive to understand the needs of different groups and endeavour to create better community environments for the public.

HKDC is presenting a series of CityProg programmes to delve into these issues. For example, SME entrepreneurs and second-generation factory owners are invited to cast light on how design can transform traditional businesses while preserving their cultural value. What's more, we also partner with various enterprises to organise activities, workshops and talks in different districts to connect people and groups. Covering wide-ranging topics and interests, our multifarious programmes are for people of all ages, disciplines and backgrounds.

Old VS New, Finding Treasures in San Po Kung @ China Bright Production (Lee Hong Kong Kai)

San Po Kung has been transforming itself in the past few years with young cultural and creative groups moving in and the second-generation owners of its factories innovating their businesses. They are breathing a new life to the old district with new ideas. The second generation of our Anchor Site Strategic Partner China Bright Production, Jacqueline Lee, and a few other female second-generation owners of San Po Kung-based factories will shed light on how established Hong Kong brands are transforming themselves using design in a sharing event. There will also be walking tours with different themes, from history to film to signboard, to give us an insider's view of the district's history and stories. In the Pawn Shop Signboard Making Workshop, participants will use fluorescent materials and their creativity to make their own signboards. China Bright also teams up with the art and cultural groups in the neighbourhood to host a weekend bazaar to showcase creative products, harnessing business for social good and promoting cultural and creative industries. Their programmes motivate exchanges among the second-generation businesses in the district, bring new visions and opportunities to them and strengthen the social tie in the neighbourhood while providing outsiders with a glimpse of San Po Kung's human touch and community.

CHAT Winter Programme 2020 @ CHAT, The Mills

CHAT Winter Programme 2020 presents the art exhibition *Yin Xiuzhen: Sky Patch* which explores patching and repairing one's relationship with their surroundings through textile. Through the process of collaging and rearranging old objects, the artist interweaves together codependent or contradicting memories and experiences, both personal and communal, thus contemplating the condition of the individual in our fast-changing political, social and natural environments. The exhibition space is personally designed by Yin herself. Plus a range of talks, guided tours and public programmes, our Anchor Site Strategic Partner The Mills aims to stir up our design thinking, refresh our art-viewing experience and broaden our perspective about contemporary art.

10th Anniversary Exhibition and Permanent Exhibition @ Youth Square

Opening its door in 2010, our Anchor Site Strategic Partner Youth Square has come to the 10th years of its operation. They are celebrating this remarkable year with a wide array of programmes revolving around three themes – Music & Dance, Arts & Culture and Community Engagement, providing a platform for young people to express their creativity and reach their potential. Their perman

ent exhibition *Printing Art Gallery* showcases the letterpress printing machine and metal types, which are more than half a century old, from Wai Che, a printing house in Wan Lee Street, Central. Their workshops and guided tours hope to open up young people to the history of movable type printing and encourage them to get creative by designing and making their own print creations.

Creativity for Business @ Today at Apple

Our Satellite Event Partner Today at Apple is presenting a host of free online courses on creativity. They invited 3 renowned designers, Westley Wong, Vincent Mok and Otto Ng, to throw light on topics such as branding and packaging design. They will inspire participants to think about business differently and teach them how to boost their brands online and offline using design thinking and design skills. The programmes aim to equip SMEs with design thinking to overcome the problems facing every brand and unlock new commercial opportunities.

Experience the Silk Road Exhibition @ Loupe & Chow Tai Fook Art Foundation Limited

Known for its ancient grottoes and historical significance as one of the trade cities along the Silk Road, Dunhuang is a place with a rich and diverse history, art and culture. Supported by Chow Tai Fook Art Foundation Limited, our Satellite Event Partner Loupe's designers-in-residence incorporate the essence and characteristics of Dunhuang into their modern designs to create the unique jewellery pieces showcased in this exhibition. It is a rare chance for the public to appreciate the ingenuity of contemporary designers and traditional Chinese artisans and expand their aesthetic sense and creativity.

For further details about CityProg, visit our official website and follow us on social media to explore our city's design surprises anywhere, anytime!

BODW CityProg website: www.bodwcityprog.com

Official Facebook Page: <https://www.facebook.com/bodwcityprogramme>

Official Instagram: <https://www.instagram.com/bodw.cityprog>

High-resolution images can be downloaded here:

https://www.dropbox.com/sh/pxmrujapgbif0dr/AADPrXneYs2JU3YPHug5_rIIa?dl=0

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About BODW CityProg

BODW CityProg (CityProg) is a citywide creative business and community activation programme that features 3 distinct platforms: "Anchor Site Festivals", "Design EduVation", and "Satellite Event



s & Offer". The programme activates local creative neighbourhoods by connecting creative units, business and community organisations through co-creation, exchange, matching and partnership. As new alliances and ideas start to flourish, CityProg engages people of all ages with exciting happenings, enhances public spaces, and encourages creativity and design to take wing in the community, fostering the development of local creative ecosystems.

As a community extension of Business of Design Week (BODW), CityProg spans all year round with its peak in November and December. It was debuted in 2018 by Hong Kong Design Centre, with the support of Create Hong Kong of the Government of the Hong Kong Special Administrative Region as the Lead Sponsor.

About Hong Kong Design Centre

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, with the aim of advancing Hong Kong as an international design centre in Asia. Learn more about us at www.hkdesigncentre.org

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.

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