ABOUT US

Hong Kong Design Centre (HKDC) is a non-profit organisation dedicated to helping local designers and businesses realise their full potential. We take a leadership role engaging in a proactive dialogue that preaches to government, industry, business partners, educational institutions and private organisations about design as a strategic, value-enhancing constituent of business. Towards the wider public, we tirelessly seek to instil a greater appreciation of the ways design contributes to a better quality of life.

The Hong Kong Federation of Design Associations established HKDC in 2001. The founding members of the Federation, comprising Hong Kong Designers Association, Interior Design Association Hong Kong, Hong Kong Fashion Designers Association, and the Chartered Society of Designers, founded HKDC to consolidate efforts for a better means of improving Hong Kong design.

Our works in the centre reflect the vision: to make Hong Kong a creative city and a city of design excellence. Hong Kong holds the spirit of innovation and entrepreneurship. The HKDC team, under its leadership, has been working hard to achieve these goals. We have been actively promoting design excellence, raising the profile of design and fostering a culture of design in Hong Kong.

www.hkdesigncentre.org

Founding members: Hong Kong Designers Association, Interiors Design Association Hong Kong, HK Fashion Designers Association, the Chartered Society of Designers.

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香港設計中心是2001年成立的非牟利組織，由香港設計總會、香港室內設計總會、香港時尚設計總會及香港時尚設計教育團體聯合創立，為推動香港設計業發展及香港設計藝術的發展而設立。
WHAT IS DESIGN

設計是...

1 The Link Between Creativity and Innovation

創意與創新的橋樑

Design is a planning and development process, transforming abstract ideas into deliverable products and services. It harnesses consumer insights, technological feasibility and business viability. Design is much broader than aesthetics; it is applied to functionality, ease of manufacturing and delivery, sustainability, reliability, quality and productivity.

設計是一種規劃及發展的過程，能把抽象的想法轉化為可交付的產品及服務。設計能掌握消費者的洞察、技術的可行性及商業的可執行性。設計的範圍遠遠超越了美學之上，包括應用於功能性、製造及配送的簡便性、可持續性、可靠性、品質及生產力。

資料來源：設計研究

2 An Integral Part of All Businesses

與所有業務不可分割

The value of design stretches across all industries and sectors – from manufacturing to services, such as banking, tourism, transport and logistics. Firms can create a more engaging brand experience and rewarding customer relationships through better design, not just in products, but also services, environments and communications.

設計的價值擴展到所有產業及領域——從製造業至服務業，包括銀行業、旅遊業、運輸業及物流業。企業能夠透過更好的設計，創造更吸引的品牌體驗及與客戶的值得回饋關係，不只在產品，也在服務、環境及溝通上。

資料來源：設計研究

3 Multi-disciplinary

跨學科

Design should function at multiple levels. It requires more than simple collaboration amongst the different design disciplines. Participation from areas, such as consumer research, engineering, technology, strategic planning, business management, marketing, psychology, anthropology and sociology are crucial to attaining better design. And better design equals better results.

設計應具備不同層次的功能。它要求的不僅是不同設計學科的簡單合作。來自消費研究、工程學、技術、戰略規劃、企業管理、市場營銷、心理學、人類學及社會學等領域的參與，均能對達成更好的設計大有幫助。而更好的設計，等於更好的結果。

資料來源：設計研究

4 A Value Creation Tool

創造價值的工具

Design brings value to businesses by reducing costs, improving profitability and increasing brand equity.

設計能夠將價值帶給企業，透過降低成本、改善獲利及增加品牌的價值。

Design has increasingly become a critical part of the overall corporate business strategy. Designers are natural innovators by virtue of their empathy, social literacy and lateral thinking skills. More and more companies are tapping into the expertise of designers to create innovative business models, products, services to meet the latent and unfulfilled needs of customers.

設計越來越成為企業整體商業策略的一個重要な部分。設計師天生就是具備同理心、社會識別力及側向思考能力的創新者。愈來愈多的公司正在利用設計師的專門知識，創造出能夠滿足顧客潛在及未被滿足的需求之創新的企業模式、產品及服務。

Design also has a social value. Better design means better living. It brings tangible and intangible improvements to our living environment, making it easier, safer and more enjoyable.

設計具備社會價值。更好的設計，意味着更好的生活。它能帶來具體及非具體的改善，讓我們的生活環境變得更舒適、更安全，也更愉悅。

資料來源：設計研究

要為設計下一個精確而全面的定義極為困難，甚至可說失去了意義。設計的定義與用途看不見，設計的用途固然無處無所，然而在香港設計中心，我們認
為要對整個社會的貢獻這角度來看設計是特別重要。
MISSION
宗旨
Use design and innovation to drive value creation and improve the well-being of society
利用設計和革新來推動價值創造及改善人類生活

VISION
願景
Establish Hong Kong as a centre of design excellence in Asia
將香港打造成為亞洲的設計之都
A new focus of design leadership is evolving in the East, with Hong Kong emerging as one of the primary hubs of this activity. Cultural convergence is providing the fuel for this new energy level as new domains are compressed into the cityscape and allow a new sensitivity to surface. The cooperation of government, business and education focused on design will allow the city to become an international design hub.

Bruce Claxton
Senior Director of Design Integration, Motorola

Global economies are now shifting and moving at unprecedented speeds. To make certain that Hong Kong does not lag behind, comprehensive changes must occur. Hong Kong no longer competes by way of making. Instead, we must adopt a mode of thinking based on design that emphasises the synergy between our modern knowledge-based strengths and our indigenous creativity. The burgeoning Chinese manufacturing and consumer capacity inevitably means opportunities are abound—many Chinese businesses can be persuaded to incorporate design as a strategy for growth. By developing and honing a strategic relationship between design and industry, Hong Kong can potentially play a critical role throughout this process of evolution.

1. Injecting Design in Business

We are passionate about raising the profile of design as a strategic part of every company’s core business. In our work we encourage business owners and managers to think like designers and invest in strengthening their design capabilities. We provide information, research, case studies, best practice guidelines and business contacts to facilitate greater bonds between business and design.

We believe design in design in the business community is the key to unlocking better business success. We encourage companies to see design as a strategic asset, an investment in the future of their business. We work with companies to help them understand the value of design and how it can help them achieve their business goals. We promote design thinking and design leadership to help companies become more innovative and competitive.

Other examples include:
- Design thinking workshops and training for business leaders
- Design-led innovation programs for companies
- Design and business conferences and events
- Design and business networking opportunities

2. Upgrading design skills and building networks

We are committed to fostering and building design and business networks in Hong Kong and beyond. We believe that design and business can work together to create a better future. We believe in the power of design to transform businesses and communities. We believe that design can drive innovation and growth. We believe in the power of collaboration and creativity.

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The originality of Hong Kong design has made a quantum leap over the last couple of decades. I can now trace numerous design developments in New York, Paris and London that had their origins clearly in Hong Kong.

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Nurturing “Designpreneurs” 孕育設計企業

The InnoCentre is a purpose-use facility where design and innovation are centralised within a backdrop teeming with vibrant activities that stimulate growth. Through joint efforts with Hong Kong Science & Technology Parks Corporation, HKDC has provided professional training in building the InnoCentre with features suitable for design tenants and incubating design startups. Within the InnoCentre, we have a “Design Incubation Programme” providing a nurturing and supportive environment for young creative entrepreneurs.

Enhancing community-wide design appreciation 加強社會欣賞設計

Hong Kong’s potential as a regional design centre will only be realised when appreciation and understanding of the value of design are embedded within the community. We actively promote public engagement via community-focused seminars, exhibitions and media programmes to link like-minded design-focused people together. To ensure that the progressive message of design is echoed across society, we also work closely with the Government and educational institutions on design-related policy and issues.

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Celebrating Design Excellence 設計奬項嘉許成就

Recognition and peer acknowledgement of success is an important tool in building a stronger design community. We run a design awards programme that celebrates excellence in the following areas:

- **Design for Asia Award** uniquely recognises outstanding designs that have been most influential across Asia
- **Design Leadership Award** celebrates strong corporate leaders who have applied design to achieve exceptional business success
- **The World’s Outstanding Chinese Designer Award** recognises the achievements of Chinese designers from across the globe

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Raising Hong Kong’s profile as a design hub 提升香港為設計之都

We are dedicated to putting Hong Kong firmly on the international design map. We believe in promoting Hong Kong as a vibrant, creative and engaging location for design talents and professionals. Through well-deployed strategies and initiatives, Hong Kong’s reputation in design excellence is steadily gaining prominence. These include:

- Widening our international network of design experts, firms and institutions, allowing for greater professional interaction and business development
- Organising roadshows at cities to spread awareness of Hong Kong’s design abilities
- Showcasing Hong Kong’s vibrant and varied design community through the publication of books and case studies
- Hosting large-scale conferences, which attract design talents and business leaders from around the world to share insights into issues relating to design and business
MESSAGE FROM CHAIRMAN

主話的話

While the global economic decline has had a seriously detrimental effect, dragging most of the world's people, organisations, and governments into a prolonged slump, I reckon that there are opportunities for the design community to step up and take lead. In the private sector, many businesses are rethinking their strategies in order to survive uncertainty. Many are consolidating their businesses, thinking of better ways to manage and operate what they do and how. Sustainability, efficiency, service deployment, patterns, management, adding value to brand, business and products, and numerous others are all core design concepts that can no longer be discounted. Businesses and institutions seek for novelty simply must innovate. And, as we all know, design is fundamentally about innovation and change.

Surely, the ability to see for future success is indicative of strategy that resonates beyond just the immediate and foreseeable. One of the fruits of our many labours, “Recovering with Design (RwD) 2008”, leveraged on progress left from the previous year and resumed a bold focus on decidedly redefined concepts like service design, and user-centric innovation, providing local industry with new perspectives to improve what they do. While it is heartening that such green design, sustainability, and service design have become a ubiquitous part of daily vocabulary, their true meaning may remain esoteric to most people. This is why events and initiatives like RwD are important platforms; they help bridge design with outside communities.

Towards the Government, we maintained a practical dialogue of design with various branches of civil service. This year we introduced a pilot project that tasked design graduates students to study the effectiveness of the Government’s user-designing services, and in turn provide valuable design thinking solutions.

Additionally, our working partnerships with a variety of institutions such as the Chinese University of Hong Kong, Hong Kong General Chamber of Commerce, Hong Kong Institute of Marketing, Hong Kong Trade Development Council, and Hong Kong Federation of Youth Groups, to name a few, have strategically helped HKDC organize a copious array of programmes that are aimed at businesses and students respectively.

Our flagship programme, “Business of Design Week” (BOWW), continued to live up to expectations as Asia’s most important design event by attracting over 130 globally renowned speakers and more than 50,000 participants. In addition to insightful presentations about global business and design issues, we introduced a series of exhibitions that had a localised perspective. Exploring the collective wisdom of BOOW speakers from around the world and our partner country Holland, our conference included talk of Hong Kong’s ambitious West Kowloon Cultural District and Quake Solutions, a multi-day discussion about methods to tackle and solve problems resulting from Sichuan’s catastrophic earthquakes.

A new initiative for the year was “Hong Kong Brains Wave”. Created as a fundraising activity with the Hong Kong Ambassadors of Design, this week-long event was first-of-its-kind that promotes the attributes of design in branding, and encouraged both the development of Hong Kong’s local brands and community-wide appreciation from the public.

On the international front, HKDC hosted Hong Kong’s first-ever appearance at Milan Design Week. We curated a comprehensive exhibition of Hong Kong design, effectively introducing the verve of our creative output to tens of thousands of daily visitors. Likewise, our travel to London presented another first-ever showcase of Hong Kong design at the venerated Design Museum. Similarly, special efforts were organized in New York and Seoul respectively, for Hong Kong design to remain relevant on the global stage, a persistent dialogue that travels beyond our borders, stressing our indigenous strengths, would be vitally necessary.

With great encouragement, we reached an agreement with Shekou Industrial Design Association to form an alliance in the betterment of the design, and industry in both Shenzhen and Hong Kong, contributing to the design/industrial development of the Pearl River Delta region, and more importantly China as a whole.

As typical for us, these achievements comprise the stepping stones which will help us arrive at greater heights. Looking ahead we recognise there are plenty of challenges to overcome, however, there will be many more opportunities to build Hong Kong into a more competitive and attractive place. We will continue to leverage on strategic partnerships to provide local industry, government and designers with up-to-date progressive knowledge for their sustained benefits. I am convinced that when the future is bright, the best solution forward will materialize by getting creative. And design is unquestionably the best tool for achieving this.

And finally, the present economic climate may well be perceived as a setback for the design industry, but we firmly believe in the potential we have to make a difference. The Hong Kong Design Centre has always been committed to moving forward, and we will continue to do so. We remain optimistic about the future, and we will continue to work towards a brighter future for design in Hong Kong.

Victor Leung, MSc, FIxD
Chairman, Board of Directors
董明明主席
As indicated one year ago, Hong Kong Design Centre (HKDC) received in May 2007 a non-recurrent funding of $100 million from the Government to support our operations for five years. This major commitment has enabled us to shift from a short-term project-by-project operational model towards a more long-term and sustainable mode. We witness in 2008-09 the first fruits of such transformation.

Firstly, we launched two major infrastructural projects in June 2008 which entail ongoing commitments. These comprise: the Hong Kong Design Directory which provides an online database of local designers and design companies for easy access by potential users of design around the world; and the HKDC Library which houses a varied collection of books and magazines on design, innovation and entrepreneurship.

Secondly, we have taken bolder steps in strengthening our relationship with strategic partners. One notable example in 2008-09 was the signing of a Memorandum of Understanding with Shenzhen Industrial Design Protection Association. Together we will leverage the resources of Hong Kong and Shenzhen to create a common platform for design exchange and business matching and to transform the two cities into the design hub of Asia.

Thirdly, as we forge ahead with our programmes of seminars, exhibitions, conferences, workshops and forums, we widen their project scope and deepen our customer and market reach. For instance, recognizing that the theoretical and methodological competences in established design capabilities are equally applicable in service as in products, we organized in 2008 a series of Service Design seminars and workshops for private sector service executives and senior staff. We discussed and demonstrated how design could help those in the service sector create a more engaging brand experience and rewarding customer relationships. This was followed by a pilot project undertaken in collaboration with Efficiency Unit of Hong Kong Special Administrative Region Government and the Hong Kong Polytechnic University School of Design. We adopted the user-centered design approach for developing conceptual ideas to enhance the user experience of job seekers patronizing the public employment service and to provide them with a one-stop centre for employment, retraining and social security needs. On the international front, riding on the great success in promoting Hong Kong’s design in mainland cities in 2007 through Project 8703, we made enormous strides in 2008 through a series of overseas promotional programmes showcasing Hong Kong’s design. This comprised an array of large-scale design exhibitions, symposia and forums held at prestigious events and venues in Milan, London, New York and Seoul.

As a matter of strategy, in parallel with our continuous drive to improve the quality of our programmes, we ensure that they are current and relevant. For example, the first “Business of Design Week”, “Business of Design Week”, we have incorporated in 2008 two very topical forums: (a) Quick steps to growth in our year-round seminars and workshops, we have been emphasizing that design has a major and unique role to play in these efforts, using real cases of business turnaround driven by design and innovation. Similarly, with the planned introduction of the new “3-K” academic curriculum in local secondary schools, we have earmarked on the “Design to Empower” workshop series which addresses the needs of students for “Either Learning Experience”. These revelatory workshops conducted in a classroom setting at schools offer participants fresh insights into all aspects of design thinking.

Concomitant with the Government’s enlarged endowment is the stakeholders’ raised expectation of HKDC’s sound corporate governance and good management practice. During 2008-09, HKDC’s corporate governance and administration also came under scrutiny by the Audit Committee and the Public Accounts Committee of the Legislative Council. HKDC at just seven years of age is a relatively young and small organization still probing its way to strate for facilitating the development of the design industries in Hong Kong. A review and audit at this point of its development was timely as it provided the necessary and useful feedback based on which HKDC could improve its administrative management and achieve a higher degree of governance. As the nature of the design industry is fast-paced and forever evolving, HKDC has to maintain proper ethics and balance while ensuring that the bureaucracy does not infringe on its non-commercial nature. This precarious balance will act as a constant challenge for HKDC.

In closing, I would like to thank the Commerce and Economic Development Bureau, the Innovation and Technology Commission and various local and international institutes and educational organizations as well as all the staff, members, guests and the companies for their unfailing support to our work. I would also express my sincere gratitude to the HKDC Board and Russia members for their dedication and passion in formulating and implementing HKDC’s rich and diversified programmes, which have invariably received very favourable participant feedback.

For many of our overseas projects, both we and our clients have been taking the opportunity to bring about cultural exchange and hold bilateral meetings. In 2008, for instance, our seminar “Design and Innovation in the Global Economy” which took place in Moscow, Russia, was well-received and our visitors were delighted by a stroll through the magnificent buildings of Moscow, the capital city of Russia. Subsequently, we were invited as the guests of the Russian government to attend the 2008 Olympic Games in Beijing, the capital city of China. We believe that the Olympic Games provide a unique platform for both local and international companies to showcase their design and innovation to the world and we are looking forward to furthering this relationship in the future.

As China’s economic powerhouse, its design industry is rapidly gaining momentum. It is committed to building a world-class design centre, a position that we strongly support. However, we believe that the design profession in China still faces some challenges. Firstly, it is necessary to establish a cultural identity that is distinct to the country’s indigenous civilisation. Secondly, it is essential to encourage and promote local design and design talents. Thirdly, it is important to establish a comprehensive and professional design education system.

In conclusion, the Hong Kong Design Centre is optimistic about the future. We will continue to work towards the goal of becoming the world’s number one design centre. We will make a balanced and measured effort to achieve this goal. We believe that the Hong Kong Design Centre is a key player in the global design industry and that we have a significant role to play in promoting the design industry in Hong Kong and China. We are committed to working towards this goal and we believe that we can achieve it. We thank you for your support and we look forward to working together to make the Hong Kong Design Centre a world-class design centre.
OVERVIEW

Our Achievements – A Year in Review

In 2008 – 09, HKDC forged ahead by organising a copious variety of programmes to address a wide spectrum of needs and objectives. We rose above challenges by prudently tailoring the scope and scale of what we do in response to shifting demands from our audiences.

The work achieved can be viewed under these categories: design for business and public sector; design for designers; design for public and international promotion and relations. Through this, we demonstrate just how we have delivered on mandates to service needs in Hong Kong.

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<td><strong>Entrepreneurship for Design &amp; Creative Business</strong>&lt;br&gt;(23 Mar 08 – 14 Jun 08)&lt;br&gt;<strong>Creative Hong Kong in Milan at That’s Design – Milan Design Week</strong>&lt;br&gt;(16 – 21 Apr 08)&lt;br&gt;<strong>Chinese Cultural Design Elements in International Limelight</strong>&lt;br&gt;(29 Apr 08)&lt;br&gt;<strong>Free Intellectual Property Consultation Service</strong>&lt;br&gt;(Apr 08 – Mar 09)</td>
<td><strong>International Cultural Industries Fair</strong>&lt;br&gt;(16 – 19 May 08)&lt;br&gt;<strong>Pecha Kucha Night</strong>&lt;br&gt;(17 May 08)&lt;br&gt;<strong>Creative Hong Kong in London</strong>&lt;br&gt;(18 May – 12 Jun 08)&lt;br&gt;<strong>Design to Empower Series</strong>&lt;br&gt;(May 08)</td>
<td><strong>Redesigning Healthcare Service – Working with Users</strong>&lt;br&gt;(14 Jun 08)&lt;br&gt;<strong>Reinvent with Design</strong>&lt;br&gt;(16 – 21 Jun 08)&lt;br&gt;<strong>Public Talks and Evening Forums</strong>&lt;br&gt;(Jun 08)&lt;br&gt;<strong>HKDC Library</strong>&lt;br&gt;(Jun 08)&lt;br&gt;<strong>Hong Kong Design Directory</strong>&lt;br&gt;(Jun 08)</td>
<td><strong>Overseas Master Class in Hospitality &amp; Experience Design</strong>&lt;br&gt;(1 – 11 Jul 08)&lt;br&gt;<strong>Design Your Say – with a Hong Kong Story</strong>&lt;br&gt;(7 Jul – 17 Oct 08)&lt;br&gt;<strong>Forum on &quot;From Creative Industries to Creative Economy: The Role of Education&quot;</strong>&lt;br&gt;(1 Jul 08)&lt;br&gt;<strong>Pecha Kucha Night</strong>&lt;br&gt;(22 Jul 09)</td>
<td><strong>Discover Design</strong>&lt;br&gt;(3 – 16 Aug 08)&lt;br&gt;<strong>Alexi Tan &amp; Coffee Towers Exhibition</strong>&lt;br&gt;(9 – 29 Aug 08)&lt;br&gt;<strong>Innovating Through Inclusive Design</strong>&lt;br&gt;(31 Aug 08)&lt;br&gt;<strong>HKDC Awards</strong>&lt;br&gt;(Aug – Dec 08)&lt;br&gt;<strong>Design to Empower Series</strong>&lt;br&gt;(Aug 08)</td>
<td><strong>Creative Hong Kong in New York</strong>&lt;br&gt;(12 – 18 Sep 08)&lt;br&gt;<strong>Pilot Project – User-Centred Design Approach to Public Services</strong>&lt;br&gt;(Sep 08 – Feb 09)</td>
<td><strong>Hong Kong Ambassadors’ Ball</strong>&lt;br&gt;(10 Oct 08)&lt;br&gt;<strong>Creative Hong Kong at Seoul Design Olympiad</strong>&lt;br&gt;(10 – 31 Oct 08)&lt;br&gt;<strong>Chinese Hi-Tech Fair</strong>&lt;br&gt;(12 – 17 Oct 08)&lt;br&gt;<strong>Creative Hong Kong in New York</strong>&lt;br&gt;(16 Oct 08)&lt;br&gt;<strong>International Creative Industries Exhibition Shanghai</strong>&lt;br&gt;(21 – 26 Oct 08)&lt;br&gt;<strong>HKDC Website Reopen</strong>&lt;br&gt;(Oct 08)</td>
<td><strong>Entrepreneurship for Design &amp; Creative Business</strong>&lt;br&gt;(1 Nov – 20 Dec 08)&lt;br&gt;<strong>Workshop on Designing the Service Experience</strong>&lt;br&gt;(Nov 08)&lt;br&gt;<strong>Trend Directions 2009 &amp; Beyond</strong>&lt;br&gt;(11 Nov 08)&lt;br&gt;<strong>Seminar and Workshop on Service Design: User-Centred Design Approach to Services</strong>&lt;br&gt;(Nov 08)</td>
<td><strong>Hong Kong Brands Week</strong>&lt;br&gt;(1 – 7 Dec 08)&lt;br&gt;<strong>Memorandum of Understanding (MOU) with Shenzhen Industrial Design Profession Association</strong>&lt;br&gt;(3 Dec 08)&lt;br&gt;<strong>Business of Design Week</strong>&lt;br&gt;(8 – 13 Dec 08)&lt;br&gt;<strong>Pecha Kucha Night</strong>&lt;br&gt;(9 Dec 08)&lt;br&gt;<strong>DesignEx’09</strong>&lt;br&gt;(9 Dec 08 – 5 Jan 09)&lt;br&gt;<strong>GDN Symposium 2008</strong>&lt;br&gt;(10 Dec 08)</td>
<td><strong>EDID – PDIID – Fresh Air by PureAustrianDesign</strong>&lt;br&gt;(5 Feb – 1 Mar 2009)&lt;br&gt;<strong>Pecha Kucha Night</strong>&lt;br&gt;(25 Feb 2009)&lt;br&gt;<strong>Learning to Design Through Monster</strong>&lt;br&gt;(Feb 2009)</td>
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Design is that competitive advantage that sets a company apart in the global market. Within the global economy, the highest performing companies see design as a strategic asset. It becomes the core to their businesses. For those companies, design is more than aesthetics – it is competitive intellectual property.

Monika Conway
Founder and Creative Director of
Chalk Design Studio
Chalk Design Studio 被邀入華創意總監

The Red 2008 Conference
Organised by HKDC, in partnership with
The Hong Kong Polytechnic University,
Hong Kong Design Institute, Domus Academy,
Cambridge Milton University,
the Hospitality Industry Training and
Development Centre, KfK International
School of Design, and the Illinois Institute
of Technology, the 2008 Conference,
aimed at designers and individuals from
industry, education and government,
focused on three prime areas, namely,
service design, hospitality and experience
design, and user-centered innovation and
teaching design thinking and strategies. Key speakers, such as Bright Mayer (Professor of Service Design, KfK International School of Design), Patrick Whitney (Director of Design, Illinois Institute of Technology), Larry Keeley (President and Co-founder of Doblin), Kym-Pyo Lee (Head of Industrial Design and Director of Human-Centered Interaction
Design Lab, KfK) and others, engaged in a
revealing discussion about the use and
management of design for success.
Key topics of discussion included Service
Design (Placement & Reality, Designing
for Customer Experience, and How User
Centered Innovation Applies in Asia).

Reinventing with Design
設計創新機
(16 – 21/6/2008)

First organised in 2006, “Reinventing
with Design” (Red) has become
synonymous with helping local
industry and designers stay ahead of
shifting demands within the business
environment. Red is a weekly
annual event that comprised a series of
participatory workshops, a conference,
Design Leadership Forum and cultural
events. It seeks to provide in-depth
exploration of how design, in various
practices, can help different industries
in Hong Kong create value. Red
participants learn how to best utilise
the newest methodologies and market
information to reinvent their industries
through real actions.

[設計創新機] 自2006年起每年舉辦，現已
成為設計產業重新設計傳統產業模式
的有效平台。[設計創新機] 以其有系統、有
深度的活動，內容包括互動工作坊、研討會、設計
領袖論壇及文化活動，旨在深化設計
2.0概念及其在各行各業創新的應用；[設計
創新機] 以參與者為目標，應用最新方法和市
場資訊，以實踐行動為產業創新辦新機。]
Business of Design Week
設計營商周
(8 – 13/12/2008)

Bringing the best of the global design industry to Hong Kong, our flagship event “Business of Design Week” (BODW) is Asia’s leading international conference dedicated to design, brand, and innovation. Uniquely focused on the intricate relationship between business and design, BODW is an international platform for designers, experts and entrepreneurs to network and share ideas, and achieve business matching, and it is an essential introduction to design for students and the general public.

In its seventh year, BODW 2008 provided a substantial programme of over ten worthwhile and varied events. More than 50,000 participants attended, and 135 prominent international speakers and brand representatives helped highlight the programme as an important platform for creative exchange and stimulation. BODW’s billing as a global-calibre event was strengthened with the attendance of more than 240 regional and international journalists, who contributed over 450 pieces of press and broadcast coverage.

As in previous years, BODW 2008 comprised a series of concurrent conferences, exhibitions and outreach programmes. Following the tradition of partnering with a different country every year, BODW partnered with the Netherlands in 2008 to showcase Dutch design throughout Hong Kong. The core event, the BODW forum, featured some of the world’s top designers – amongst whom were Rem Koolhaas, Shigeru Ban, Marcel Wanders, Winy Maas, Ronny Ramakers and Irma Boom – and witnessed them offer a palette of insights into Design & New Media; Design & Space; Fashion & Apparel; Culture and the City, a two-session exploration of expert views on Hong Kong’s planned West Kowloon Cultural District Project; Design & Communication; Product Design & Technology; and Quaker Solutions, a profound multi-session examination of design solutions for the devastating earthquakes of Sichuan and similar natural disasters.

The outreach programme, Detour, was further enhanced to comprise over 40 art, culture and design events aimed at enhancing design awareness amongst Hong Kong’s general populace.

The participants who attended BODW Forum 2008 gave an average of 5.17 rating on a 7-point scale on their overall satisfaction towards the event.
The concurrent conferences, building on past achievements, continue a disciplined expansion of diversified focus on design education, brand strategy, Intellectual Property protection, and product innovation. They included:

**DesignEd Asia**
A two-day design education conference co-organised by the School of Design, The Hong Kong Polytechnic University. It was staged for the second year running at the Hong Kong Convention and Exhibition Centre. This year’s theme tackled the issue of culture as inspiration with a focus on aesthetics and culture, cultural belief, and user behaviour, creativity, innovation and culture, as well as design education and culture. The event attracted more than 500 participants.

**Brand Asia**
A two-day brand strategy conference and academic symposium co-organised by The Hong Kong Polytechnic University’s Asian Centre for Brand Management. Uniquely co-created for the business professionals, Brand Asia 2008 explored the different aspects and approaches towards assessment of brand performance, using marketing and financial metrics, justifying brand investments, cultivating strong brands with a matching culture, management of brand experience and the creation of brand communities by utilising social media.

**B.I.P. Forum**
For the second year running, Business of Intellectual Property (B.I.P.) Forum provided an insightful platform for Intellectual Property (IP) experts and companies of all sizes, to share critical strategies and situations in the management, deployment, and protection of IP in today’s highly volatile world of trade and business. Brand owners and legal experts shared real-world examples, demonstrated the uses and benefits of IP to all enterprises regardless of nature or size.

**InnoAsia**
This was a one-day technology conference co-organised by the Hong Kong Science and Technology Parks Corporation. World experts unveiled how they innovate and deploy new technologies in architecture, transport, and renewable materials contributing to the economic development and a better quality of life.

**YIC Forum**
Organised in conjunction with the Hong Kong Young Industrialists’ Council, this was an open dialogue between designers and manufacturers on their experiences of working in Pearl River Delta Regions.

**DETOUR**
This is an outreach programme of BODW that connects with the public by building design with the local community. This year, DETOUR introduced over 40 individual programmes and events, ranging from various exhibitions showcasing design work, open forums, fashion shows to design parties. They successfully took BODW into the community, inducing a festival-like enthusiasm for creativity throughout the city.
Design as a Value-Create Tool for Business

以設計為企業創造價值

In partnership with Hong Kong General Chamber of Commerce, Association of Accredited Advertising Agencies of Hong Kong, City Service Trading and Development Institute, Commerce & Economic Development Bureau, Efficiency Unit of the Hong Kong Special Administrative Region Government, Hong Kong Association for Customer Service Excellence, Hong Kong Institute of Marketing, Hong Kong Productivity Council, Hong Kong Trade Development Council, The University of Hong Kong Asia Case Research Centre, HKCSS has been organizing seminars and talks to emphasize design as an important tool and critical part of corporate business strategy that creates competitive advantage. A total of 9 seminars were organized in 2008-09.

香港設計中心一直與香港多個公營辦事機構及團體合作, 就設計重要性及企業營運策略之關係進行研討。合共舉行9場研討會, 強調設計在企業營運策略中佔重要地位, 可創造競爭優勢, 並能提升企業效率及競爭力。研討會與會者包括香港總商會、香港城市服務業發展局、香港生產力發展局及香港大學亞洲案例研究中心等。

Redesigning Healthcare Service – Working with Users

與用戶携手 — 為醫療服務設計

(14/6/2008)

This is another example of HKCSS’s sustained efforts to promote both a wider use and the social value of design across different industries and professions. Co-organised with Toon Mui Hospital, this half-day seminar provided an exploratory look into ways to improve the interaction between health services and patient needs. Using user-centered concepts of design, Elaine Hui, Service Improvement Lead and Associate Director of Clinical Services, Lutheran & Donsdale Hospital and Deborah Szeto, Founder of ThinkPublic, provided an insightful look, through case analyses of hip fracture and stroke patients, and head and neck cancer patients respectively, into methods that can improve the quality of health care.

Redesigning Healthcare Service – Working with Users

與用戶携手 — 為醫療服務設計

(14/6/2008)

這又是香港設計中心尋求與多個行業及專業打開設計應用及社會價值的又一個例子。與屯門醫院協辦的半日研討會, 就如何透過設計改善開放及服務病者需要, 以及運用設計改善頭頸部及腦卒中患者護理的可行方法, 進行了深入探討。

Innovating Through Inclusive Design

和合設計之創新

(31/8/2008)

Presented as part of the British Council’s “24-hour inclusive Design Challenge”, this workshop provided a preparatory exploration into the topic of inclusive design. It helped the participants learn what the approach of inclusive design entailed. Through practical brainstorming and interactive exercises led by Julia Casim (Senior Research Fellow of the Royal College of Art) and other professionals. UK designers, the workshop helped participants reconcile the need for aesthetics with function to innovatively design buildings, public spaces, products, services and communications that accommodate the physical and sensory needs of all users, even those with extreme requirements. All the participants completed the customer feedback survey rated the workshop as useful.

Innovating Through Inclusive Design

和合設計之創新

(31/8/2008)

此工作坊為英國文化協會“24小時和合設計挑戰”其中一部分, 透過實際及實題設計, 幫助參加者了解和合設計的設想。主講嘉賓為皇家藝術學院的研究員Julia Casim及英國設計師, 就如何將外觀設計與功能兼顧, 以創意方式設計建築、公共空間、產品及服務, 以滿足所有使用者的物理及感官需要。工作坊亦設有客戶反饋調查, 參與者評估此工作坊非常有價值。
Seminar and Workshop on Service Design: User-Centred Design Approach to Services

Organised in conjunction with the government’s Civic Service Training and Development Institute, a seminar and workshop programme was organised from 6 to 7 November 2008 to explore how the delivery of public services can be improved by adopting a customer-centric approach. The seminar, targeted at directors and senior staff, provided a sharing of the experience of other countries regarding the transformation of public services through a better use of design. This was followed by a workshop customised for senior officers of 24 government departments involved in licensing and related services. The workshop provided hands-on experience and interactive exercises to familiarise participants with service design methodology. A total of 110 participants attended the seminar and workshop.

The participants who completed the customer feedback survey ranked the workshop as useful in helping them understand service design.

Hong Kong Ambassadors’ Ball

Hong Kong Ambassadors’ Ball was held in 10/10/2008

The Ambassadors’ Ball is a glamorous fundraising event co-organised with the Hong Kong Ambassadors of Design that attracted over 300 leading designers and influential people from business and media. The evening’s theme featured a quartet of Hong Kong art culture, and its influence on the community. This was creatively visualised through the eyes of local artists/designer Stanley Wong, who custom designed a thematic decor using his signature red-white-blue design motif. Through generous support from distinguished brands and designers, 34 items were donated for auction. Via table patronage, advertisement sponsorship, cash donations and auctions, an amount of about HK$2.4 million was raised during the event. Its net proceeds will be used by the two organisations for the support of design education and development projects in Hong Kong.

Hong Kong Brands Week

Hong Kong Brands Week (1 – 7/12/2008)

The inaugural “Hong Kong Brands Week” was a new initiative for 2008 jointly organised by HKDC, the Hong Kong Ambassadors of Design and the Community Chest of Hong Kong. It serves multiple purposes, including fundraising, promoting local homegrown brands, as well as raising awareness and appreciation of the importance of innovating these brands. Starting off at a consumer survey to identify Hong Kong top innovative brands based on design and creativity, the exercise provided valuable advice to help local corporations build their brands, and ultimately promote brand development in Hong Kong. Throughout the first week of December, consumers were informed incentives to donate products and services from participating Hong Kong brands at a discount. Encompassing a future on brand management, an online charity auction of limited edition design items, and other sustained efforts to promote community-wide acknowledgement of the project, the event was actively supported by more than 20 prominent brands and successfully raised over HK$2.1 million. A total of 110 participants attended the forum, and 21% of those who completed the customer feedback survey rated the event as useful.
Design for Designers

Design is the term we use to describe both the process and the result of giving tangible form to human ideas. Design doesn’t just contribute to the quality of life; design, in many ways, now constitutes the quality of life.

Peter Lawrence
Founder of Corporate Design Foundation
Corporate Design Foundation 創辦人

Hong Kong Design Directory
香港設計指南
(www.designdirectory.hk)
(6/2008)

The Hong Kong Design Directory (www.designdirectory.hk) was created in June 2008 to provide a comprehensive online database of professional designers and design firms operating in Hong Kong. The first of its kind, it provides a quick and easy interface for potential users of design around the world to identify design service providers from Hong Kong. As of end of March 2009, over 1,375 individual design firms have been registered, and 379,994 page views have been recorded.

Hong Kong Design Directory (www.designdirectory.hk) was set up in June 2008 to provide a comprehensive online database of professional designers and design firms operating in Hong Kong. The first of its kind, it provides a quick and easy interface for potential users of design around the world to identify design service providers from Hong Kong. As of end of March 2009, over 1,375 individual design firms have been registered, and 379,994 page views have been recorded.

Free Intellectual Property Consultation Service
免費知識產權諮詢服務

In conjunction with the Federation of Hong Kong Industries, HKIDC organised a series of free Intellectual Property (IP) consultation sessions for local design firms and SMEs.

This service provided expert advice in areas such as legal protection of original designs and copyrights of new products, software, logos and brand names, licence & infringement, and IP lawyer referrals. 92 sessions were held during the year and 106 participants attended the consultation sessions. All the participants who completed the customer feedback survey rated the consultation sessions as useful.
Chinese Cultural Design Elements in International Limelight

(29/4/2008)

Organised as a prelude to the Beijing Olympic Games, the forum featured a talk by Yao Yingjia, Lenovo's design chief, otherwise known as the man responsible for the Cloud of Promise Beijing Olympic Torch. Naturally, the focus of the forum was on the torch. Regarded as a symbolic achievement of technology, engineering and cultural design, the torch served to bring contemporary Chinese design onto the global stage. Supplemented by the guest appearance of Yanta Lam (Professor, School of Design, The Hong Kong Polytechnic University), the forum provided 120 design practitioners and students with a glimpse into Yao's design experiences and methodologies, shedding insight into the various cultural inspirations encompassed by the torch's design. 93% of the participants who completed the customer feedback survey rated this forum as helpful.

Design Your Sac — with a Hong Kong Story

Design Your Sac — 香港故事平面相印設計比賽

(1/7 – 17/10/2008)

Design Your Sac was a design competition organized in conjunction with Leopardia for practising designers, students and the general public. Numbering over 400 entries, entries took the form of graphic prints for the design of a Leopardia Weekender bag. Six winners were awarded prizes ranging from cash, merchandise to a study trip to Leopardia's offices in New York with an average design fee of HK$50,000 per bag. The winning designs from the student category would be adopted for production at a near world-market Leopardia bag.

Overseas Master Class in Hospitality & Experience Design

(1 – 11/7/2008)

In partnership with Domus Academy, this programme provided participants an opportunity to gain inspirations from Italy’s creative culture. Comprising ten days of lectures, studio visits, best practice sharing, workshops and a cultural tour of World Design Capital 2008, Torino, the study tour’s 15 participants learned from leading designers and academics how to put theories about hospitality design and experience design into practice.

Entrepreneurship for Design & Creative Business

志在創業 — 設計與創意工業

(29/3 – 14/6, 1/11 – 20/12/2008)

The first of its kind, this certificate programme for honing designers’ business skills is customised to stretch the boundaries of creative and design education to respond to the rapidly changing business environment. Organised in conjunction with the Chinese University of Hong Kong’s Centre for Entrepreneurship, the multi-module programme comprises a series of intellectually rewarding lectures, experience sharing opportunities and hands-on exercises. It helped design and creative entrepreneurs develop a more comprehensive understanding of commercial business issues such as business model design, planning and marketing. In 2008, there were two intakes, with a total of 45 participants most of whom have engaged in a design or creative business startup with an average of 6 to 10 years in practice. 14 prominent guest speakers including designers and entrepreneurs like Po Cheong, Tommy Li, Ed Ng, Eskin Yeon and Douglas Young were invited to share their expert views on how to approach some major aspects of entrepreneurship. 97% of the participants who completed the customer feedback survey rated this programme as useful.
Trend Directions 2009 & Beyond
2009潮流趨勢
(11/11/2008)

This seminar, attended by 250 participants, provided expert analysis into future fashion trends. Presented by Worth Global Style Network (WGSN) Senior Fashion Editor Sue Evans, who held over 20 years of experience in the fashion industry, the seminar examined key trends affecting fashion for intimate wear and accessories for men, women and kids, covering areas such as colour, material and style. It also examined the latest global retail trends.

The seminar received positive feedback from participants, who praised the insights provided into future fashion trends. The seminar was well-received by attendees from various industries, including fashion design, retail, and marketing.

GDN Symposium 2008
2008年度GDN專題研討會
(10/12/2008)

Through the joint efforts of HKIC and the Hong Kong Trade Development Council, the Global Design Network (GDN) and its annual symposium event was organised to address key issues that dominate the design industry in the Asia-Pacific region.

The theme for 2008: "Competition and Competitiveness: Defining the Values of Design in the 21st Century" sought to review trends and strategies for organisational design. The keynote presentations were given by Nile Sonksen (INDEX Award) and Julia Chu (International Design Centre Naapu). This was followed by three discussion sessions in which members of 22 leading design organisations from Denmark, US, Australia, Spain, Thailand, France, Korea, Italy, and the Mainland exchanged further views on the issue. A notable outcome from this was the expressed desire to establish a new international student award that cultivates cross-disciplinary collaboration. Key members also pledged to work more closely together to enable cooperation, exchange and hosting of visiting exhibitions.

由香港設計中心和香港貿發局發起的年度設計論壇 (GDN) 2008年年度設計論壇，旨在探討設計在當代社會的價值及策略。論壇的主要論壇包括Nile Sonksen (INDEX Award) 和Julia Chu (International Design Centre Naapu)。此後，三場研討會，由從22個設計組織（來自丹麥、美國、澳洲、西班牙、泰國、法國、韓國、義大利及中國大陸）的代表分別分享設計界的觀點。設計界亦一致鼓勵建立一個以國際設計學生為主的設計獎項，藉此促進設計界的跨部門合作。
As in previous years, HKDC conferred awards in 2008 to promote excellence in design and design application, and to recognise notable achievements in the field.

The DFA Award is dedicated to promoting design excellence and is uniquely presented to companies from around the world that have generated success through good design that reflects, or has an impact on, the Asian lifestyle. This year, the DFA Award recognizes the continued growth and influence. HKDC received a record number of entries, 638 from 20 different countries/regions. The award was greatly expanded in scope from 4 to 18 categories to better mirror the diversity of excellent design in Asia.

A total of 84 awards were conferred to designers ranging from a primary school student in Indonesia, a Japanese Dental Clinic, a reconstructed courtyard house in Beijing, to Apple's ubiquitous iPhone. It was gratifying to witness as many as 22 Hong Kong design firms/ businesses winning the awards this year.

The Design Leadership Award (DFA) was awarded to Lenovo Group, the fourth largest PC maker in the world. It was an important achievement for Lenovo, which has historically been known for its innovative design. Lenovo's chairman, Yang Yuanqing, was present to receive the award, and he was accompanied by his team of designers who were also on hand to accept the award.

The World's Outstanding Chinese Designer (WOCBD) award was presented to the designer who has made significant contributions to the design industry in China. The award recognizes designers who have demonstrated excellence in design and who have contributed to the development of the design industry in China.

The Hong Kong Young Design Talent Awards (HKYDTA) was presented to six designers who have demonstrated excellence in design and who have shown great potential for future development.

The ITC Commissioner and 2009 HKYDTA Winner Award was presented to a designer who has demonstrated excellence in design and who has made significant contributions to the design industry in Hong Kong.

The P&G Innovation Award was presented to a designer who has demonstrated excellence in design and who has made significant contributions to the development of new products and services.

The Design for Asia Award was awarded to a designer who has demonstrated excellence in design and who has made significant contributions to the development of new products and services.
Thread 1: Design for Public

When people say they don’t understand design, it’s because they don’t get involved in the process.

Tom Dair
Co-founder of Smart Design
Smart Design 共同創辦人

Thread 2: Forum on “From Creative Industries to Creative Economy: The Role of Education”

When "From Creative Industries to Creative Economy: The Role of Education”

This forum was organized as follow up to "From Creative Industries to Creative Economy: The Role of Education", a HDCI’s commissioned study carried out by the University of Hong Kong’s Asia Case Research Centre (ACRC) which examined the role of education in influencing the supply and quality of innovation and creativity. Professor Ali Farhoomand, Director of ACRC, presented his findings and discussed comparisons between the national successes of Spain, Finland and South Korea with a panel of guests who included Ada Wong (Supervisor of Hong Kong Institute of Contemporary Culture), Danny Yang (Artistic Director of Zuni Lissadore) and Po Chung (Chairman of the Creative Initiatives Foundation). 100 participants including representatives from local universities, design institutions, design industries and the Education Bureau attended the forum.

Thread 3: Design to Empower Series

Catalyst for Empowerment Series

HDCI has, on its own, taken initiatives to promote design and innovation amongst local students. For example, Design to Empower is a series of individual workshops designed for children aged 8 to 16. Led by design practitioners and educators, the workshops sought to encourage creative thinking and problem solving through a playful, open and relaxed approach. Topics of interest tackled by the workshops included teaching participants to design their own jewellery and bags, designing the perfect home, and recycling items for fresh uses. Participating lecturers included Ithi Shiang (Associate Professor, The Hong Kong Polytechnic University); Grace Law (Senior Lecturer, City University of Hong Kong); Mary Yang (Designer, Myrxyfing) and others. Four homemaker workshops in May 2008 and nine sessions of kids workshops in May and August 2008 were held. A total of 110 participants attended the workshops.

Thread 4: Hong Kong Design Centre

Hong Kong Design Centre has been a major force in promoting design and industry in Hong Kong, especially for the young. The Centre has been instrumental in encouraging the development of design education and industry in the city. It has also worked closely with local universities and design institutions to promote design and innovation amongst students. The Centre has also collaborated with various design organizations and companies to organize workshops and seminars to promote design education and industry in Hong Kong. It has also been involved in various design exhibitions and competitions to promote design awareness and talent in the city. The Centre has been supported by the Hong Kong government and various private organizations to promote design education and industry in the city. Its mission is to promote design education and industry in Hong Kong and to support local talent in the design industry.

Thread 5: Future of Design

The future of design is bright and exciting. With the increasing demand for sustainability, innovation and creativity, design professionals are in high demand. The field of design is constantly evolving, with new technologies and methodologies being developed to meet the changing needs of society. The role of design in solving complex social and environmental issues is becoming more prominent. Design is no longer seen solely as a means of aesthetic enhancement, but as a powerful tool for social and environmental change. The future of design is one of collaboration, innovation and impact.
Discover Design
設計體驗營
(3 – 16/8/2008)

Jointly organised with Shantou University’s Cheung Kong School of Art and Design, "Discover Design" is a programme of exchange and discovery between students from Hong Kong and Mainland. 60 students from 11 participating secondary schools in Hong Kong and 30 students from Shantou University experienced different aspects of design through workshops on graphic, 3-dimensional and video game design. They also took part in field trips visiting art museums and printing factories. More than 100 student works, comprising products and artwork were publicly exhibited at the end of the two-week summer camp. 90% of the students who completed the custon feedback survey rated this camp as useful.

Public Talks and Evening Forums
公開講座和晚間論壇
(6/2008)

With a view to raising the level of general appreciation of design by the public, a series of public talks and evening forums were held in June 2008. These free sessions were structured to promote cultural exchange and merge innovation, culture and heritage with design. They comprised The Art of Cheung Yue, Designing The Cultural-Centred Products: Experiment with Food and Eating, Gender and Design and a free public talk by Alberto Alessi of renowned home accessories maker Alessi.

Alessi Tea & Coffee Towers Exhibition
Alessi茶具咖啡具展覽
(19 – 29/8/2008)

Jointly presented by Alessi and HDCC, this exhibition at InnoCentre provided the local audience with a rare viewing of 22 exceptionally unique tea and coffee sets inspired by the veneto of contemporary architecture, Italian home accessories maker Alessi. In 1998, 22 of the world’s most celebrated contemporary architects were invited to create their own stoves of the tea and coffee ensembles. They included Zaha Hadid, Toyo Ito, Alessandro Mendini and Gary Chang whose works are truly inspirational.

Learning to Design Thru Monster
從‘設計思維’出發 — 學校協作計劃
(2/2009)

The "Design to Empower" workshops have received positive feedback from participants and subsequently attracted interest from local secondary schools to incorporate the experience into their "Learning Experiences" as part of their new senior secondary school curriculum. One such follow-up project, namely "Learning to Design Thru Monster," was co-organised with Hong Kong Federation of Youth Groups. Open to all senior secondary level students, this unique project aimed to introduce into the lives of students and teachers alike the creative world of design. These creative workshops offered participants fresh insights into all aspects of design thinking and contemporary design practices.
DesignEx’08
(9/12/2008 – 5/1/2009)

created by HKDC in partnership with a few Dutch design institutes, "DesignEx’08" was a unique three-in-one public programme aimed at stimulating participants with first-hand experience of contemporary Dutch creativity. With the three components of 'Exhibition, Exchange and Experience', it provided a total of 7,650 participants the opportunity to not only view works, but also exchange ideas in a forum and a master-class workshop. Works on display at InnoCentre included a provocative collection of ornate deconstructive devices of the Amsterdam fashion Institute, Models of Concern and the New Stedelijk Museum, an exhibition of cross-cultural posters by renowned Dutch and Hong Kong designers, and Lidsenex 2008, a collection of interior, interactive and interior multimedia designs from the Royal Academy of Art, The Hague. Additionally, "DesignEx’08" featured five performances of projected lights and animated motion graphics. Labeled "Modular Life" this enticing fusion of light, sound and movement was developed and performed by a fresh graduate of the Royal Academy of Art. It uniquely provided visualisation to sound, and reciprocally, enabled sonic rendering of graphics.

GD2D + PD3D – Fresh Air by PureAustrianDesign
GD2D + PD3D – 奧地利設計展
(5/2 – 1/3/2009)

Jointly presented by HKDC and the Austrian Consulate General, this exhibition was curated by Vienna-based design studio JZAND. Baranello Vienna. The exhibition, a combination of graphic design (GD) and product design (PD), was based on the harmonious interplay between the two disciplines. A breathtaking exhibition architecture through the use of art and the use of special cheeses, the 2D (two-dimensional) of graphic design and the 3D (three-dimensional) of product design were shown in an interactive, playful and sensational way. The breadth of diversity and quality of Austrian graphic design presented covered work from corporate branding design, typography, publishing and promotion. A highlight of the product design facet was the focus on chairs, which represented Austria's supreme design discipline. A total of 4,146 people attended the exhibitions held at InnoCentre.

Pecha Kucha Nights (27/5, 22/7, 9/12/2008 & 25/2/2009)

Working closely with the Hong Kong Ambassadors of Design, “Pecha Kucha Nights” are an important networking initiative that held bi-monthly. Very successful in over 100 cosmopolitan cities, “Pecha Kucha Nights” are designed to bring together creative and dynamic members of the community to share thoughts and feelings about design and the arts. Confidged in a format of 2007, speakers present creative ideas through a series of 20 slides using a maximum 20 seconds per slide. “Pecha Kucha Nights” provides participants a fun, casual forum for dialogue and interaction between Hong Kong’s creative design and public communities. During the three, four “Pecha Kucha Nights” in Hong Kong were organized attracting total participation from over 1,200 local creative talents and design lovers.

HKDC Library and Website Revamp
香港設計中心圖書館及網站更新
(6 & 10/2008)

The transfer of information and knowledge serves a crucial role in cultivating and inspiring a better informed use of design. Situated on 2/F of Kwoloon Tong’s InnoCentre, the HKDC Library, launched in June 2008, is a reference library operated by HKDC. Aimed at serving the unique needs of individuals concerned with design-related issues, the library is stocked with an ever-growing collection of books, periodicals, research documents and reference materials on design, innovation, creativity and entrepreneurship. As at the end of March 2008, the collection comprised a total of 779 books and 66 magazines. To enhance user experience of HKDC’s online resources, the HKDC website was revamped in October 2008, allowing easy access to important design news, publications, research studies and other materials.
Creative Hong Kong

Creative Hong Kong in Milan at That's Design – Milan Design Week

(16 – 21/4/2008)

This promotional showcase capitalises on the massive exposure afforded by Milan Design Week. Representing Hong Kong’s first ever appearance at the world’s largest design event, “Creative Hong Kong in Milan” was a programme that displayed a broad spectrum of events, encompassing top, fashion, environment and communications, by the city’s contemporary designers. Highlighted by the ten immaculate crossover products produced out of HKDCS “Project 9708”, the exhibition encouraged many from the 20,000 daily visitors to favourably re-evaluate their notion of what Hong Kong design truly is.

Creative Hong Kong in London

創意香港在倫敦

(28/5 – 12/6/2008)

Following the achievements made in Milan, “Creative Hong Kong in London” was an ambitious initiative aimed at generating excitement amongst the business and design communities, as well as the general public in London. A modest exhibition of “Project 9708” products was held at Harvey Nichols department store. A second exhibition, held subsequently at the renowned Design Museum, presented visitors with a comprehensive showcase of contemporary Hong Kong design featuring products, panels and multimedia displays. In partnership with London Business School, the Hong Kong Creative Business Forum was organised to share views on how Hong Kong provides a platform for business opportunities throughout Asia and China. Renowned speakers included: Michael Young, Alan Chan, Sir David Tang, Alan Yau, Kav-yan Lo, Rocco Yim, Chelsia Lau, Freeman Lau, Eric Chan, Lo Chi-wing and Naryy Cheng.

John Tang, Financial Secretary of Hong Kong Special Administrative Region, made appearances to help launch “Creative Hong Kong in London”.

ながら先駆えき成功に「創意香港在倫敦」民及商界及以下設計界旨在引領香港企業，設計界和公眾

其發展，設計界及With Harvey Nichols department store put on “Project 9708”. Another exhibition on the theme of the design museum in London was also held, presenting visitors with a comprehensive showcase of contemporary Hong Kong design featuring products, panels and multimedia displays. In partnership with London Business School, the Hong Kong Creative Business Forum was organised to share views on how Hong Kong provides a platform for business opportunities throughout Asia and China. Renowned speakers included: Michael Young, Alan Chan, Sir David Tang, Alan Yau, Kav-yan Lo, Rocco Yim, Chelsia Lau, Freeman Lau, Eric Chan, Lo Chi-wing and Naryy Cheng.

John Tang, Financial Secretary of Hong Kong Special Administrative Region, made appearances to help launch “Creative Hong Kong in London”.

さらには先駆けき成功に「創意香港在倫敦」民及商界及以下設計界旨在引領香港企業，設計界和公眾
Creative Hong Kong in New York
創意香港在紐約
(12 – 18/9, 16/10/2008)

Similar to the previous engagement in London, “Creative Hong Kong in New York” featured a design exhibition at Sotheby’s New York, a panel discussion and a forum focused on the integration of Hong Kong/Chinese culture and global business. Co-organised with the Industrial Designers Society of America, the panel discussion held in September featured engaging presentations by various Hong Kong designers including: Calvin Lam, Secretary for Development of Hong Kong Special Administrative Region, and featured Ken Lo, Erich Chan and Calvin Tsoi as speakers.

Creative Hong Kong at Seoul Design Olympiad
創意香港在首爾——首爾設計奧林匹克
(10 – 31/08)

Organised by the City of Seoul, the Seoul Design Olympiad is a design festival that brings together the world’s top design talents from various countries across the globe. HKDC was invited as a participant of ‘World Design Cities of the Future’, which provided a distinguished platform to showcase and exhibit Hong Kong’s broad design talents. Featuring vigorous involvement from many of the world’s premier design cities, the event greatly accentuated Hong Kong’s prominence as an important centre of design.

HKDC participated in the International Creative Industries Exhibition in Shanghai (21 – 24 October, 2008) with a showcase comprising an interactive display of the Hong Kong Design Directory and 40 distinctive exhibits of works by Hong Kong designers on Hong Kong’s design development over the past ten years. A creative forum titled “Green – Meet design entrepreneurs and consultants from Hong Kong” was held during the exhibition and joined by over 300 participants.

HKDC also participated in the 4th China (Shenzhen) International Cultural Industries Fair (16 – 19 May, 2008), and the Chinese Hi Tech Fair (Shenzhen, 12 – 17 October, 2008).

Memorandum of Understanding (MOU) with Shenzhen Industrial Design Profession Association
與深圳市工業設計行業協會簽訂備忘錄
(3/12/2008)

On 3 December, HKDC and Shenzhen Industrial Design Profession Association signed a MOU. Through maximizing the resources of the two cities, this strategic framework agreement formed under the “Shenzhen-Hong Kong Innovation Circle – a strategic framework agreement for Design Industry” seeks to create a common platform for designers to exchange, business matching, training, and the staging of exhibitions, forums and the formation of a resource information centre to transform Hong Kong and Shenzhen into the design hub of Asia. Directly resulting from this alliance, HKDC lined up a delegation of speakers from Hong Kong and the US to share insights on “Financial Crisis Solution – Remodelling the Manufacturing Industry” at the forum of Shenzhen Industrial Design on 3 December, 2008. Likewise, different Shenzhen enterprises took up exhibition booths at the Hong Kong Design Expo during “HK/SD/2008”. Concurrently, a Shenzhen-Hong Kong Roundtable was held with Hong Kong and Shenzhen industrial designers discussing on a range of issues on the key challenges that lie ahead for industrial design communities in the two cities.

Hong Kong Design Centre:
香港設計中心

Hong Kong Design Centre (HKDC) is an independent, non-profit making organization that aims to promote and develop Hong Kong’s design industry and to build a design environment that is world-class in general. HKDC was established in 1999 in order to help establish Hong Kong as a centre for design excellence in Asia. It is recognized as a leading design centre in the region and holds the status of a “Center of Excellence” by the United Nations Educational, Scientific and Cultural Organization (UNESCO) World Design Organization (WDO). HKDC's work includes design promotion, design research, and design development. HKDC also plays a significant role in the development of design education in Hong Kong.

Hong Kong Design Centre is committed to being a facilitator of ideas and knowledge in the design field and is dedicated to the advancement of design in Hong Kong. HKDC has been active in promoting design innovation, education, and professional development in Hong Kong. The Centre is dedicated to the promotion of design excellence and the development of a vibrant design community in Hong Kong.
The following are just some of the trans-national organisations that we are affiliated to. They have enabled us to organise a diverse range of quality programmes. Moving forward, we will continue to leverage on such alliances to harness success with greater effectiveness.

以下是一些與我們有密切聯繫的國際機構，它們的優勢合作機制使得我們能夠組織出更多元化的活動，展望未來，中心希望能繼續與各種夥伴關係合作，以追求更大的成功。
OUR ORGANISATION 組織架構

Board of Directors 董事局

Victor Lo 董事長
Freeman Lau 副董事長
Eddy Chan 首席運作官
Kinney Chan 首席財務官
Shirley Chan 首席營運官
Selina Chow 首席執行官
Raymond Fung 首席資訊官
Lorraine Justice 首席人力官
Frederick Lam 首席市場官
Maurice Lee 首席策略官
Shing Lee 首席營運官
Shing Yee Lee 首席市場官
Andrew Leung 首席財務官
Fong Cheung Lee 首席資產管理官
Kai Yin Lo 首席財務管理官
Dayi Ng 首席顧問
Ada Wong 首席開發管理官
Kai Man Wong 首席顧問

Management Team 管理團隊

Grace Lee 學校總監
Amy Cheung 總校長
Suzanne Pang 學校副校長
Marie Lau 校長

William Ts 校董
Rocco Yim 校董
Rocco Yim 首席市場官
Horace Pang 首席資訊官
Winifred Pang 首席財務官
Kelvin Lee 副校長
## Income and Expenditures Account for the Year Ended 31st March 2009

### Income

<table>
<thead>
<tr>
<th>Source</th>
<th>2008</th>
<th>2009</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business of Design Work</strong></td>
<td>HK$</td>
<td>HK$</td>
<td>HK$</td>
</tr>
<tr>
<td>Receiving with Design</td>
<td>0</td>
<td>18,482,152</td>
<td>18,482,152</td>
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<tr>
<td></td>
<td>HK$</td>
<td>HK$</td>
<td>HK$</td>
</tr>
<tr>
<td><strong>Design Support Programme</strong></td>
<td>HK$</td>
<td>HK$</td>
<td>HK$</td>
</tr>
<tr>
<td>Promotion of Ind. Design</td>
<td>0</td>
<td>7,664,762</td>
<td>7,664,762</td>
</tr>
<tr>
<td></td>
<td>HK$</td>
<td>HK$</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td>HK$</td>
<td>HK$</td>
<td>HK$</td>
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### Expenditure

<table>
<thead>
<tr>
<th>Category</th>
<th>2008</th>
<th>2009</th>
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</thead>
<tbody>
<tr>
<td><strong>Project expenses</strong></td>
<td>HK$</td>
<td>HK$</td>
<td>HK$</td>
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<tr>
<td>Programme</td>
<td>0</td>
<td>5,319,504</td>
<td>5,319,504</td>
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<tr>
<td></td>
<td>HK$</td>
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<td>HK$</td>
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<tr>
<td><strong>Payroll &amp; related cost</strong></td>
<td>HK$</td>
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<td>HK$</td>
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<tr>
<td></td>
<td>12,381,500</td>
<td>1,862,900</td>
<td>14,244,400</td>
</tr>
<tr>
<td></td>
<td>HK$</td>
<td>HK$</td>
<td>HK$</td>
</tr>
<tr>
<td><strong>Overhead &amp; administration</strong></td>
<td>HK$</td>
<td>HK$</td>
<td>HK$</td>
</tr>
<tr>
<td></td>
<td>64,332</td>
<td>3,214,340</td>
<td>3,278,672</td>
</tr>
<tr>
<td></td>
<td>HK$</td>
<td>HK$</td>
<td>HK$</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>HK$</td>
<td>HK$</td>
<td>HK$</td>
</tr>
</tbody>
</table>

### Operating surplus / (deficit)

<table>
<thead>
<tr>
<th>Amount</th>
<th>HK$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating surplus / (deficit)</td>
<td>393,829</td>
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</table>

### Less: Interest expenses

<table>
<thead>
<tr>
<th>Amount</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Interest expenses</td>
<td>(105,906)</td>
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</tbody>
</table>

### Net surplus / (deficit)

<table>
<thead>
<tr>
<th>Amount</th>
<th>HK$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net surplus / (deficit)</td>
<td>887,923</td>
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</tbody>
</table>