

CO-CREATING HUMAN-CENTRED FUTURES

共创人本未来

HONG KONG DESIGN CENTRE
ANNUAL REPORT 2020 - 2021

HONG KONG DESIGN CENTRE

Hong Kong Design Centre is a non-governmental organisation, and was founded in 2001 as a strategic partner of the Government of the Hong Kong Special Administrative Region 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.

香港设计中心是一家成立于2001年的非政府机构。作为香港特别行政区政府的战略合作伙伴，香港设计中心旨在把香港打造为亚洲地区享誉国际的设计之都。

我们的公共使命是向全社会推广设计的战略应用、普及设计思维，以创造商业价值并改善社会福利。

香港设计中心

Founding Members 创始成员



HONG KONG FEDERATION OF
DESIGN AND CREATIVE INDUSTRIES
香港設計及創意產業總會



CHARTERED
SOCIETY OF
DESIGNERS
● HONG KONG ●



HKDA
香港設計師協會



HKIFA
HONG KONG
FASHION
DESIGNERS
ASSOCIATION
● HONG KONG ●



HKIDA
HONG KONG INTERIOR DESIGN ASSOCIATION
香港室內設計協會

OUR FIVE STRATEGIC WORK DIRECTIONS

我们的五大工作领域

CONNECT

业界联络

CONNECT industry doers and thinkers, foster cross-sector and cross-discipline exchange and collaboration
为设计师、商界、学术界以及心怀设计梦想的人提供交流合作平台

CELEBRATE

表彰人才

CELEBRATE talents and designs that improve quality of life and address social innovation
表彰为改善生活质量、促进社会发展、保留文化遗产做出贡献的人才和设计

NURTURE

创业孵化

NURTURE creativity and entrepreneurship among students, design start-ups and emerging brands
培养创意人才、新兴设计企业家及初创公司，为他们提供更多成长和发展机会

ADVANCE

专业发展

ADVANCE expertise and knowledge to promote innovation and growth and drive Hong Kong's design ecosystem forward
提升业界专业能力以推动各类机构创新，并促进香港设计生态圈的发展

ENGAGE

社会参与

ENGAGE the society by sharing industry news, knowledge and insights with the press as well as the public
推动各界交流、分享业界资讯，培养公众的设计鉴赏能力

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CO-CREATING HUMAN-CENTRED FUTURES



PROF. ERIC YIM

严志明教授

Chairman of HKDC

香港设计中心主席

“Design is problem-solving and can address different issues, from health and wellbeing to connectivity, so designers must consider societal impact, sustainability, nature, and the future.”

“设计能够为医疗健康、互联互通等各个领域提供解决方案，因此，设计师须认真思考社会因素、可持续性以及设计对大自然和未来的影响等。”

Message from the Chairman & Executive Director 主席和行政总裁致辞

As millions rose to the challenges presented by the Covid-19 pandemic, 2020-21 continued to demonstrate the importance of empathy and human-centricity in design. Hong Kong Design Centre (HKDC) has set ambitious targets to widely connect and engage with different sectors and stakeholders around the world.

As HKDC's Chairman, Prof. Eric Yim, and Executive Director, Dr Edmund Lee, share, the lockdown has posed challenges to businesses and impacted our ways of living and working. Yet, there remains ample scope for people-centred innovations across many touchpoints to make our lives more amenable. We spoke to them about how HKDC has embraced a broader scope for the applications of design thinking and the importance of design research and co-design.

社会各界在2020至2021年间积极应对前所未有的疫情挑战时，不忘发扬“同理心”和“以人为本”的创新与设计精神。香港设计中心早已设定长远目标，并致力于加强与全球各地、各行各业利益攸关方的联系和交流。

香港设计中心主席严志明教授和行政总裁利德裕博士均表示“限聚令”及各种防疫措施已成为社会新常态，市民生活工作均受到极大影响，但只要细心观察，身边其实存在许多不起眼的“接触点”，需采用以人为本的创新设计方案进行改善，让生活变得更方便、更舒适。这一年来，香港设计中心在推广设计思维应用、凸显设计研究协同的重要性方面，付出了哪些努力呢？两位将分享他们的看法。

共创以人为本的未来

“Through the emphasis on cross-disciplinary learning and exchange in our programmes, we can expose people to the design mindset required to enable true co-creation and innovations endeared by people.”

“通过加强跨界学习与交流，香港设计中心的项目能让人们认识和运用设计思维，以实现共同创作，并成就大众喜爱的创新。”

DR EDMUND LEE
利德裕博士

Executive Director of HKDC
香港设计中心行政总裁

Q1. Why are good design and design thinking important for businesses, society, and our city?
为什么优秀的设计和思维对企业、社会和城市而言十分重要？

ERIC: Because of Covid-19, businesses are seeking ways to be more relevant, and customers are valuing experiences above products and physical attributes. When it comes to addressing the needs of real people, human-centricity has become more important than ever before. Hong Kong is a service-based economy, so when we talk about a 'human-centric mindset', it must be all encompassing, from the front to the back end of operations. This was overlooked in the past, but there is much to gain from co-creating with all stakeholders.

由于疫情，商界使出千方百计为顾客带来商品增值服务和体验，以激发顾客的兴趣。事事从人的角度出发是大趋势，而作为服务型经济体的香港，必须融会贯通“以人为本”的理念，从前端到后勤管理，环环相扣。或许我们能从利益攸关方的共同创造中获得启发，让以前一直忽略的事物，获得进步并做出改变。

EDMUND: We need to attain meaningful designs and solutions through a better understanding of people's aspirations, motivations and concerns. We can deploy design thinking for better framing and solving of problems. Based on deep, actionable insights, meaningful solutions and experiences can be delivered. Such a creative approach of problem solving can be applied across public and private sectors.

要实现有意义的设计和方案，我们必须先了解人们的愿望、动机和关注点。设计思维能够帮助我们定义并解决问题，提供深入的见解及可行的方法，打造以人为本而有意义的体验。通过创意手段解决问题的方法能够广泛应用于公共和私有领域。

CO-CREATE

Q2. How has the pandemic affected design ecosystems over the last year?

过去一年，疫情对设计生态产生了哪些影响？

ERIC · Before the pandemic, we all talked about human-centric design, but now it is even more important. Designers need to have a holistic and empathetic mindset; be good listeners, communicators, and analysts. Design is problem-solving and can address different issues, from health and wellbeing to connectivity, so designers must consider societal impact, sustainability, nature, and the future.

疫情前，我们已经在讨论设计要以人为本，现在，落实这一理念更是迫在眉睫。设计师必须具备大局意识和同理心，拥有良好的聆听、沟通和分析能力。设计能够为医疗健康、互联互通等各个领域提供解决方案，因此，设计师须认真思考社会因素、可持续性以及对大自然和未来的影响等。

EDMUND · The pandemic has challenged designers to reimagine innovative ways how people can be better connected and services delivered. The lack of human contact has great implications on design research, posing challenges even for experienced educators and designers. Despite that, the best creative efforts have been attempted in digital spaces using a full array of technologies, tools and co-creation interfaces available.

疫情令人际关系变得疏离，设计师必须重新思考连接人与人以及提供服务的崭新方式。面对新常态，即使是经验最丰富的教育家和设计师也束手无策，为设计相关的研究带来了一定影响。话虽如此，创新的尝试仍然处处可见，而最佳案例就在数字领域，因各种科技、工具和共同创作的融合而实现。

Q3. How has HKDC risen to the challenges presented by Covid-19?

香港设计中心如何应对疫情带来的挑战？

EDMUND · The pandemic has challenged the team to deliver our creative best in executing and delivering our programmes, and we have made a bigger impact than anticipated. During Business of Design Week (BODW), for example, we have developed a new format with ViuTV, so our content could be simulcast on internet, social media and TV. We have also smartly deployed existing resources and collaborative synergy to advance our mission, drawing inspirations from our strong speaker line-up.

我们的团队拥有出色的创造力和应变能力，纵使面对疫情大爆发的考验，仍然游刃有余，顺利执行并推出了各类项目，甚至取得了高于预期的成果。例如，我们与ViuTV合作打造了全新直播模式，设计营商周相关活动可同时在互联网、社交媒体和电视上播放。我们还灵活调配了现有资源，携手利益攸关方发挥协作精神，从在活动中分享经验的设计大师身上获得灵感，力求创新。

ERIC · Digital technology is more integrated into our work, and we have all sought channels that enable us to pursue and fulfil our mission. Covid-19 presented many challenges but also gave us the chance to present our work in novel ways so that people can enjoy it. With BODW, we were so mindful of potential limitations, and so focused on how to effectively reach our audience, that results exceeded expectations.

数字科技已完全融入我们的工作，我们也在开拓各种渠道，为实现使命全力以赴。疫情带来了重重挑战，也促使我们反思如何跳出框架限制，摆脱以往模式的局限，吸引更多参与者。以设计营商周为例，为了更有效地触及观众，我们采用了崭新的形式，取得了喜人成果。

Q4. Why are knowledge and participation in design important for our collective future?

为什么设计教育和参与对共同的未来如此重要？

ERIC · People today value experiences and sharing. Participation is an experience that we can offer. When designing, we need to understand what we want to create, to deliver something that people will value.

如今，经验和分享愈发受到重视。能鼓励大众参与设计，我们乐此不疲。在设计过程中，我们需了解创作目的，才能够创造出人们会重视的东西。

EDMUND · Knowledge should not be siloed. Through the emphasis on cross-disciplinary learning and exchange in our programmes, we can expose people to the design mindset required to enable true co-creation and innovations endeared by people.

知识是无穷无尽的，不应故步自封。香港设计中心项目通过加强跨行业学习与交流，可让人们认识和运用设计思路，以实现共同创作、成就大众所喜爱的创新。



Q5. How is HKDC promoting design and making it accessible to everyone?

香港设计中心如何推广设计，让设计更接近大众？

EDMUND · Ever since design was elevated to the policy level, we have worked hard to promote good design and cultivate design thinking across professions, industries and age groups. We want to advance the design movement so that people can experience the magic of design. For example, our #ddHK installations along the harbourfront were not just urban art—they carried the creative narratives to transform public spaces for enjoyment through the power of placemaking.

自从设计被提升到政策层面，我们加倍努力，向各行各业、各年龄段的人士推广优秀的设计，并培养他们的设计思维。我们希望进一步推广设计，让大众体验设计的力量。例如，设计#香港地遍佈维港海滨这一装置项目不仅仅是城市艺术，更从创意及地方营造角度出发，把现有公共空间打造成市民休闲放松的地方。

ERIC · We don't want to promote design exclusively through our annual programmes; we want to connect with people daily so that they can understand and access design. Our programme segment on Metro Radio, the exhibitions held at Design Spectrum at 7 Mallory Street in Wan Chai, our variety of online and hybrid programmes over the last year—these are all designed to be accessible.

除了举办各项年度活动，我们更希望通过与大众建立日常联系，深化他们对设计的了解。我们与新城知讯台联合主持的电台节目、在湾仔茂萝街7号设计光谱举办的公众展览、去年举办的一系列虚拟及跨媒体活动，都是为了鼓励大众多接触设计。

Q6. Can you give us a sneak peek into HKDC's upcoming plans and initiatives?

能否介绍一下香港设计中心的未来规划？

ERIC · Come 2024, we are excited for our new base in Sham Shui Po. It is considered one of the coolest districts, not just in Hong Kong, but in the world. It has a rich and vibrant heritage, it is both home and workplace for a cross-section of people, and it is just the perfect place for HKDC to be. We will be both with and in the community.

2024年，香港设计中心将进驻深水埗！深水埗被选为全港、甚至全球最具个性特色的社区之一。社区拥有丰厚的历史文化财产，也是各阶层人士生活和工作的地点，因此深水埗是我们了解社区、融入社区的理想选址。



EDMUND · The new Design and Fashion base in Sham Shui Po will allow us to work on new programming to connect with the community and the trades, and infuse the city with creative vibe. Apart from being a meeting place for designers, we can showcase Hong Kong's design prowess and the power of co-creation, including drawing from the continuously unfolding legacies of Sham Shui Po. It is an exciting work-in-progress.

在深水埗设计及时装基地，我们将开发新项目，连接社区和业界，为城市注入创意养分。设计师可以在此聚会、交流，我们将具备更强的能力展示香港的设计实力和共同创作的成果，而深水埗的活力、历史和文化正不断滋养我们的灵感，激发我们的想象力。

ERIC · Ultimately, design is more than aesthetics and should contribute to the wellbeing of society. It is the aim of HKDC and the design community to use design to enhance experiences and quality of life. By taking on a greater responsibility in using their skills to make the world better, mix with different types of people, and work with communities, designers can really make a difference—there are still so many amazing opportunities ahead for us.

归根结底，设计不仅仅是美学应用，其价值在于提升社会福利。香港设计中心及设计界的目标是利用设计改善生活，带来更美好的生活体验。设计师责任重大，通过发挥所长，与各界人士和社区合作，设计师绝对能够把握机会改变世界，开创无限可能。

BUILDING NETWORKS OF DESIGN INFLUENCE

构建创意网络 迸发非凡力量

b^od^w



BODW

BUSINESS OF DESIGN WEEK 设计营商周

IMMERSIVE TECH

沉浸式科技

COMMUNICATION & DESIGN

传媒与设计

CIRCULAR ECONOMY

设计与可持续经济

SAFE TRAVELS

出行新体验

FINDING CLARITY IN UNCERTAINTY IN THE POST-PANDEMIC ERA

VISION 20/21: Finding Clarity in Uncertainty

Sponsored by Create Hong Kong of the Government of the Hong Kong Special Administrative Region, Asia's annual flagship design, innovation and brands event, Business of Design Week (BODW), once again brought together innovators and creative leaders to design a better future. Curated under the theme 'VISION 20/21', the event called for creative visions that can make a difference in a time of change and ambiguity. Over 100 local and international design and business leaders, across 50 talks, forums, and master classes, shared their insights into future trends and inspirations during 30 November to 5 December 2020. From safe travels to circular economy, immersive technology, and the future of brands, design heavyweights explored topics relevant to the post-pandemic era.

Positive partnerships underpinned the entire programme. HKDC teamed up with the UK as a strategic partner to form an impressive line-up of speakers. Fifteen celebrated and renowned creatives and business leaders from the UK joined via livestreamed conversations and as part of a new 'BODW Great British Design' series that premiered during the event. Nine selected sessions by global creative pioneers from past years were featured in 'BODW Greatest Moments', which stretched back to 2002, when BODW was first launched.

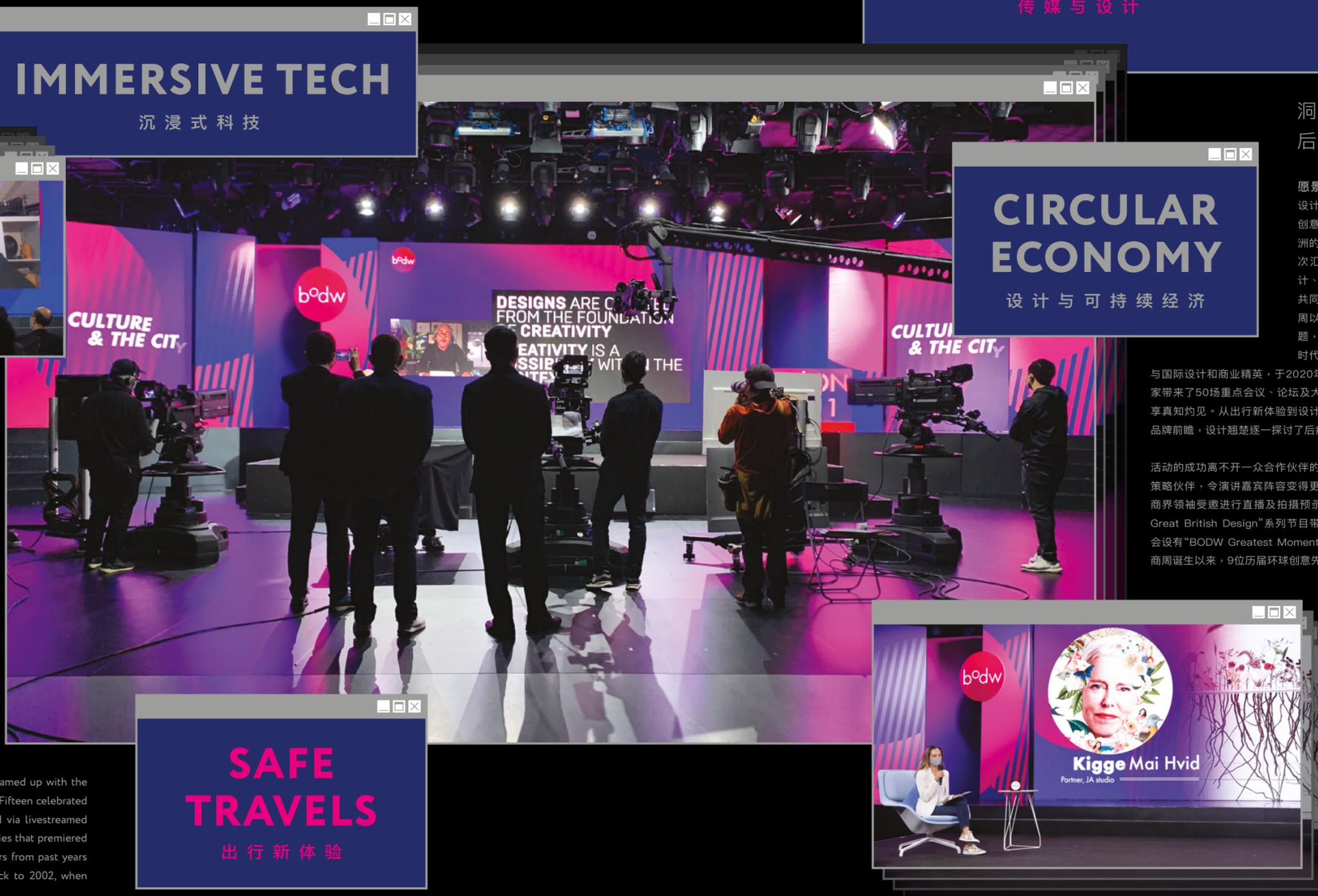
洞悉幻变 重新定义后疫情时代

愿景20/21：洞悉幻变

设计营商周由香港特别行政区政府创意香港赞助举办，是一项瞩目亚洲的年度盛事，冲破疫情阴霾，再次汇聚创新及创意领袖，探讨设计、创新及品牌趋势，引导参加者共同建设更美好的未来。设计营商周以“愿景20/21：洞悉幻变”为主题，期望创意愿景能在变幻莫测的时代中带来转机。超过100位本港

与国际设计和商业精英，于2020年11月30日至12月5日期间为大家带来了50场重点会议、论坛及大师班，分析未来行业动向，分享真知灼见。从出行新体验到设计与可持续经济、沉浸式科技和品牌前瞻，设计翘楚逐一探讨了后疫情时代的热门话题。

活动的成功离不开一众合作伙伴的鼎力支持。当中英国是今年的策略伙伴，令演讲嘉宾阵容变得更为强大，15位英国知名创意及商界领袖受邀进行直播及拍摄预录短片，为初次播出的“BODW Great British Design”系列节目带来耳目一新的内容。同时，峰会设有“BODW Greatest Moments”环节，重温自2002年设计营商周诞生以来，9位历届环球创意先锋独具启发意义的经典分享。



Hybrid event expands reach across platforms & borders

This was also the first hybrid BODW summit, thanks to a partnership with ViuTV, which broadcast selected sessions live on TV, in addition to the live simulcast on BODW's virtual platform and social media. The multiple broadcast channels allowed an even wider geographical audience to access and enjoy the discussions from the comfort of home or their mobile devices. BODW CitySalon partner locations across the city (including D2 Place and Fashion Walk) engaged passers-by from all walks of life with the power of innovative design.

Networking and fostering the exchange of ideas within the community remained a cornerstone for BODW, and participants were able to connect via the summit's virtual networking platform. The platform hosted virtual meetups and live chats for participants to explore new creative and business collaborations.

BRAND FUTURES

品牌前瞻



ENTWINED SPACES

无界空间



CULTURE & THE CITY

文化与城市



跨媒体活动 全球观众参与其中
首次进行跨媒体直播的设计营商周峰会与ViuTV合作，除电视直播精选环节之外，更在设计营商周的网络交流平台和社交媒体平台进行了现场同步直播，让全球各地的观众能安坐家中，通过直播设备观看精彩讨论。设计营商周也与遍布全港的CitySalon合作伙伴场地（包括D2 Place及Fashion Walk），吸引路人参与其中，宣扬创新设计力量。

促进人脉建立和意见交流一直是设计营商周成功的基石。参加者可通过峰会的网上交流平台互相联系，也可进行网络会议和即时交流，拓展人脉网络，发掘创意与商业合作机会。



CREATIVE LEADERSHIP

创意领袖

CONNECTED HEALTH

健康互联

FASHION ASIA HONG KONG

A MULTIDIMENSIONAL FASHION EXPERIENCE 多维时尚体验

Digital Dialogues

Fashion Challenges Digital Forum, a two-day virtual event held on 2-3 December 2020, was the centre of thought-provoking discussions about the fashion industry during the pandemic. From braving challenges and sustaining customer loyalty in the new normal to employing effective digital engagement tools, over 20 international industry leaders, designers and entrepreneurs shared their observations and experiences, and explained tried-and-tested strategies and opportunities for brands and businesses in times of crisis.

Fashion Asia Hong Kong is supported by Create Hong Kong, the programme's Lead Sponsor.

时尚达人网上对谈

Fashion Challenges Digital Forum可谓疫情期间时尚产业讨论交流的核心平台。为期两天的网上论坛于2020年12月2至3日举行，云集了20多位国际行业领袖、设计师和企业家，一同分享他们的意见和经验，剖析实践策略，分享品牌和企业如何在疫情期间转危为机。对谈内涵丰富，包括如何在新常态下把握机遇，以及如何有效运用数字互动工具来维持客户忠诚度。

Fashion Asia Hong Kong获得了主要赞助机构创意香港的全力支持。

FASHION CHALLENGES DIGITAL FORUM

“People’s behaviour are not likely to go back 100% because there is behavioural progression. Behaviours like strengthening the local offering and meeting the local consumer demands will continue to be the part of the trend.”

Andrew Wu
President, LVMH Group Greater China
LVMH 集团大中华区总裁



Anya Hindmarch
Managing Director & Creative Director, ANYA HINDMARCH
ANYA HINDMARCH 执行总监及创意总监

“For me, luxury is about stories. It is not about a brand nor showing your wealth and status. It can also be something that can be inherited. I think we need to find the meaning of luxury again as it has been bandied around and certainly abused.”

要在全球化和本地化之间取得平衡，组建强大的本地团队是重中之重，团队还须拥有扎实的工作能力和丰富的市场经验，具备全球视野，以及学贯中西、兼容并蓄的个性。

“The first and foremost aspect of striking the balance between globalisation and localisation is you need to have a very strong team on the ground with solid expertise and experience in the market, complemented by a global mindset and a personality that is able to demonstrate the Chinese versus Western perspectives.”

对我来说，奢侈无关炫富和凸显社会地位，而在于其中的故事，或是可以传承的东西。由于奢侈的定义已被扭曲甚至被滥用，因此，我们更应追求奢侈的真正意义。



Alexis Bonhomme
Vice President, Greater China & APAC - Commercial, Farfetch
Farfetch 营商部大中华区及亚太区副总裁

Fashion Asia Digital Series

A brand-new online platform, Fashion Asia Digital Series, was built to help weather the challenges of Covid-19 by inviting fashion and brand leaders to share actionable insights on global fashion developments in the form of podcasts and videos. In 2020, five episodes, featuring presentations and dialogues between industry visionaries, were aired.

因疫情而诞生的全新网络平台Fashion Asia Digital Series，邀请时尚和品牌达人就全球行业发展趋势及策略进行分享与对谈。一季五集的节目于2020年以Podcasts和影片形式推出，紧跟潮流脉搏。

10 ASIAN DESIGNERS TO WATCH

Fashion on a Virtual Stage

Every year, '10 Asian Designers to Watch' celebrates and showcases the innovation, creativity, and craft of a rising generation of fashion design talent. This year was a chance to leverage technology and bring the work of the region's most exciting new fashion designers to the world. Starting December 2020, designers displayed their award-winning pieces in specially designed three-dimensional virtual showrooms.

时尚展览 虚幻成真

每年，“10 Asian Designers to Watch”都会表彰新一代时装设计师，展示他们层出不穷的创意和工艺。今年更是利用先进科技，特别打造立体虚拟展厅。自2020年12月起，虚拟时尚展览呈现了亚洲地区最优秀新晋时尚设计师的得奖作品，力求让全球观众一同“参观”和欣赏他们的杰出才华。



JiSun Park & KyuYong Shin
Blindness



Caroline Hu
Caroline Hu



Peng Chen
Chenpeng



A Sai Ta
ASAI



Hideaki Shikama
Children of the Discordance



Sun Yun
Cornerstone



Derek Chan
DEMO



Jinwoo Choi & Yeonjoo Koo
J Koo



Robert Wun
Robert Wun



Shimo Zhou & Une Yea
STAFFONLY



LABELHOOD

DYNAMIC PARTNERSHIPS 联手各大合作伙伴 挑战时尚创新

The '10 Asian Designers to Watch' were once again brought to an international stage with dynamic and creative partnerships with strategic and respected partners. Labelhood, an incubator and independent showcasing platform, hosted a physical exhibition of designs for fashion industry elites within its 'Pioneer Fashion & Art Festival'. A stunning showcase in collaboration with Lane Crawford also captured audiences on one of Shanghai's busiest streets, the Piazza in Shanghai Times Square, during Shanghai Fashion Week. The physical exhibitions and virtual platform attracted more than 30,000 visits, with over 50,000 people tuning in to watch livestreams of the event.

“FashionAsia”的成功得益于一众知名的战略合作伙伴。携手合作伙伴，我们打造了多元创意项目，成功把“10 Asian Designers to Watch”推向了国际舞台，包括在时尚孵化及独立展示平台Labelhood举办的“先锋时装艺术节”中举行线下展览，以及与连卡佛合作，于上海时装周期间，在热闹的海上时代广场举办了一场惊艳四座的时尚展览，吸引大量路人驻足观看。线下展览及虚拟平台吸引了超过30,000人次，直播的累计收看人数也超过50,000。

As part of these events, designers and industry leaders shared views on the current challenges facing the world of fashion, with workshops and conversations taking place in a hybrid format. These in-depth and inspiring conversations were opportunities for experts to share successful experiences in overcoming their own dilemmas, and for audience members to exchange knowledge on how to be more resilient.

Fashion Asia also continued to support local fashion talent through Hong Kong Showroom & Pop-up Spaces, thanks to partnerships with The Woolmark Company and four leading local fashion institutions.

设计师和行业领袖也通过线下和线上工作坊及研讨会，分享他们对时尚界当前挑战的看法，以及克服难关的成功历程，就如何提高韧性为观众提供借鉴经验。

Fashion Asia也与The Woolmark Company及四家香港时尚设计院校开展合作，举办“Hong Kong Showroom & Pop-up Spaces”活动，持续支持本土时尚人才蓬勃发展。



LANE CRAWFORD

2020-2021

Wesley Ng

Brandon Chang

Jonathan Yee

bodw

bodw

5 minutes with...
项目总监5分钟访谈
#CREATIVEMINDSET #创意思维
#TEAMSPIRIT #团队精神
#DIGITALISATION #数字化

023 DESIGN RESILIENCE

DESIGN RESILIENCE

设计韧性



• KENNIS CHAN 陈昌琪

Programme Director, Fashion Asia,
Fashion & Design Incubation Programmes
Fashion Asia 及时装及设计创业培育计划总监

• JILLIAN LEE 李燕清

Programme Director,
Innovation & Design Knowledge
创新及设计知识总监



“It was our first time doing a virtual event, and everyone had to level up their skills to make it happen. We were very proud of what we achieved.

首次举办虚拟活动，同事们都必须掌握新技术才能事半功倍。对于团队共同努力所取得的成就，我们感到非常自豪。

”

Kennis Chan 陈昌琪

“We turned challenges into opportunities, transforming our programmes and reaching more target audiences around the world and in Mainland China.

我们成功转危为机，改变活动的举办及播放模式，以吸引更多来自内地乃至全球的目标受众。

”

Jillian Lee 李燕清

#Q2

What challenges did you overcome?

你们克服了哪些挑战？

Kennis · Transforming Fashion Asia from a physical event to digital one was complex. We started from zero and had to work with new vendors. In the beginning, we couldn't visualise what we might need—like a green screen, and we did have some technical issues, but it meant we had to think fast on our feet. By staging a virtual event, we also reached a bigger audience base, in particular. We worked with different broadcast companies to expand our reach, and this created greater brand awareness for the forum.

将Fashion Asia从线下活动变为虚拟形式的过程很复杂。一切都要从零开始，包括重新物色新的服务供应商。最初，我们无法想象会用到绿屏背景之类的工具，而且还遇到了一些技术难题，所以我们必须灵活应对。我们也与不同的直播平台合作，以触及更广大的观众群，进一步提升论坛的知名度。

Jillian · We had to deliver an action-packed programme under time constraints, adhere to strict social distancing policies, navigate technical difficulties, and try to meet users' expectations, including both speakers and participants. But in the end, we turned challenges into opportunities, transforming our programmes and reaching more target audiences around the world and in Mainland China.

我们要在有限的时间内准备精彩紧凑的活动，同时必须严格执行社交距离措施、克服技术上的各种挑战，并且满足演讲嘉宾和参加者的期望。最后，我们成功转危为机，改变活动的举办及播放模式，以吸引更多来自内地乃至全球的目标受众。

#Q1

What was the year like for your programmes?

过去一年活动筹备的情况如何？

Jillian · We faced persistent challenges because of Covid-19, but our team maintained a creative mindset and human-centric approach, and we were able to adjust our Business of Design Week strategy to cope with the ever-changing situation. Ultimately, it was a good year. The transformation of our programme into a hybrid format enhanced both its style and substance, and we learned so much.

疫情带来重重挑战，但我们的团队凭借创意思维及以人为本的精神，成功以全新方式筹办设计营商周，以灵活的策略应对环境变化，迎难而上。因此，今年成绩斐然，也首次以跨媒体直播形式举办了活动，可谓有声有色，我们也受益匪浅。

Kennis · The year was definitely challenging, but also very exciting for us. We didn't want to just cancel the Fashion Asia programme, so we had to adapt it for the new normal. It was our first time doing a virtual event, and everyone had to level up their skills to make it happen. We were very proud of what we achieved.

这一年无疑充满挑战，但我们奋勇面对。为免因疫情而取消Fashion Asia，我们做出调整以迎接新常态。首次举办虚拟活动，同事们都必须掌握新技术才能事半功倍。对于团队共同努力所取得的成就，我们感到非常自豪。



#Q3

What were you particularly proud of?

你们最引以为豪的成就是什么？

Jillian · Teamwork. The team's commitment to delivering their best was the key to our success. Additionally, without the strong support of our programme steering committee, senior management, as well as great partners, we wouldn't have been able to deliver the first edition of our hybrid programme in such a short timeline. We were also inspired to develop bodw+, an evergreen digital knowledge platform that will open our content and programmes up to a broader audience, both geographically and demographically.

我们成功的关键在于发挥团队精神，竭尽所能交出满意答卷。此外，如果没有项目指导委员会、管理层和合作伙伴的鼎力支持，我们无法在这么短的时间内以全新形式举办跨媒体直播活动。疫情还启发我们推出了bodw+设计知识数字平台，更多来自不同背景和地区的观众可以观看精彩内容并参与活动。

Kennis · Last year was difficult for everyone, and it was hard to stay motivated. But every member of the team did their best. They were flexible and adaptable, found ways to overcome obstacles and issues, and maintained a positive and strong team spirit throughout. As a result, we were able to engage our audiences in new ways and build stronger exposure on social media. I am so proud of my team.

去年对每个人来说都是艰难的一年，不断考验着我们的意志力。幸好团队每位成员都具有应变和创新能力，面对疫情依然坚守岗位，团结一致。因此，我们能够以崭新方式吸引观众，并增强在社交媒体上的号召力，全力以赴实现目标的团队令人倍感自豪。

#Q4

How did you adapt and digitalise your programmes?

策划活动时如何适应数字化新常态？

Kennis · Digital content and how we curate it, was important to us. We recognised that people have shorter attention spans online, so we moved away from the format of our previous physical forum and integrated more visuals for digital audiences to ensure our programme maintained its impact. We also found better ways to engage our audience on social media using the right channels and content. It's something we will continue to work on in the future.

数字内容的策划非常重要。我们留意到人们在网上的注意力较短，因此决定在线上加入更多视觉元素，取代以往线下论坛时的模式，从而维持活动的吸引力。在社交媒体宣传方面，我们寻找更合适的渠道和内容，以提升关注度和参与度，未来我们会继续在这方面努力。

Jillian · The pandemic was a catalyst for the overall digitalisation of our programme. We worked with good partners to enrich our delivery format and broadcast our event live on different channels, so that people from all over the city and around the world could take part in the design conversation. Thanks to the addition of the virtual format, our audiences can now enjoy our programmes anywhere, anytime, for free. Having created the new bodw+ platform, we can continue to build a connected international design community.

疫情加速了项目的数字化进程。携手优秀的合作伙伴，我们可在不同的渠道直播活动，让全港及世界各地的观众都能参与这场设计交流盛事。线上模式令观众可以随时随地免费参与活动，而新推出的bodw+平台也能促进我们与国际设计界的相互交流。

COMMENDING EXEMPLARY
DESIGN TALENT

论·赏·好设计



DFA AWARDS

DFA 设计奖

2003: the DFA Awards was officially launched to recognise exemplary designs and outstanding design leaders that have impact in Asia. Its Lead Sponsor is Create Hong Kong.

2003年：DFA设计奖正式设立，表彰亚洲区域具有影响力的优秀设计项目及设计师。创意香港是奖项的主要赞助机构。



2003 YEAR



The awards are inspired by diversity—international awardees hail from 40+ economies.

优秀设计突破了地域限制—得奖单位来自全球40多个经济体。

A MILESTONE OF 150000



This year, the number of total submissions received since the awards began reached a milestone of 15,000.

自开设以来，DFA设计奖收到的作品总数已达到15,000件，创下里程碑。

2200+ AWARDEES

2,200+ awardees have been recognised to date, inspiring the rest of the world with the revolutionary possibilities of design.

迄今为止，已产生了2,200多个获奖单位，以前瞻性设计为世界带来新灵感。



62500 PAGE VIEWS



Over 62,500 page views have been clocked up for the DFA Awards 2020 Online Showcase. From 27 November to 10 December 2020, the physical exhibition at 7 Mallory Street, Wan Chai, Hong Kong shared the design stories behind winning projects and portfolios for visitors to explore.

Complementing the excitement of the exhibition was a series of design engagement activities including Design Dialogues held in Hong Kong and Taiwan, and the Design for Asia Forum at Business of Design Week 2020.

DFA设计奖2020线上展厅的浏览量已超过62,500次。展览更于2020年11月27日至12月10日期间，以线下形式于香港湾仔茂萝街7号举行，展示了获奖作品背后的设计故事。

其他公共活动包括在香港和台湾举行设计对话，以及设计营商周2020的给亚洲设计论坛。



D F A
香港青年
设计才俊奖
2 0 2 0

Inspiration from All Around

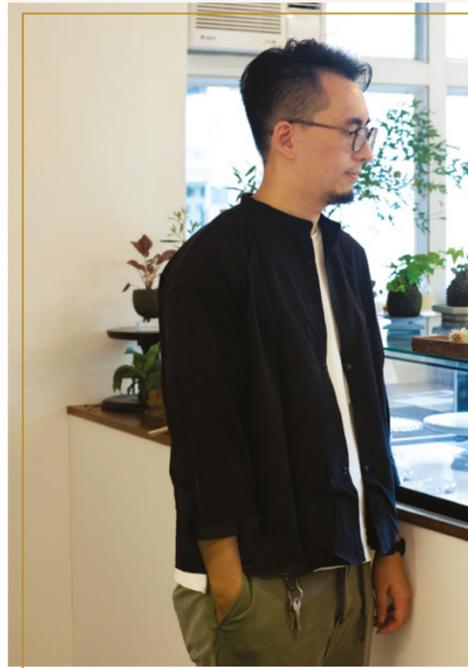
Hong Kong's emerging designers and design graduates are a trove of inspiration, with each embodying their own truly distinctive design aesthetics, philosophies, and talents. The DFA Hong Kong Young Design Talent Award was born from a commitment to support the growth of these designers and our own local design ecosystems, by offering sponsorship to awardees to work or study overseas.

Read on to learn more about these young designers, their inspiration, and insights about the places that are meaningful to them.

此时此地

与设计新星走访灵感来源之地 香港设计界人才辈出，每位新晋设计师及设计系毕业生都拥有非凡的个人设计美学观点、理念和才华。DFA香港青年设计才俊奖的设立初衷，是为了支持新一代设计新星的成长并推动本港设计生态发展，资助获奖者到海外工作或学习。

一起来造访他们获取灵感的地方，听听他们的故事。



CreateSmart Young Design Talent Award
创意智优青年设计才俊奖

Koke Lab & comes n goes Shared Space, Hong Kong
香港Koke Lab & comes n goes共享空间

#CHEUNG WAI MING

#张伟明

#COMMUNICATION DESIGN

#传讯设计

These two creative units sharing a space inspires me. The atmosphere is priceless. Having somewhere to discuss design matters and have open discussions is important for design. Through dialogues with others, you can consolidate your design message and execution, and gain insights into the role of a designer.

这两个创意团体的共享空间是我的灵感来源。这里的气氛是无价的，共享空间能让设计师公开讨论各种问题，对设计而言极其重要。通过对话，设计师可调整设计引出的意义和执行方式，并深入了解设计师的角色。



CreateSmart Young Design Talent Award
创意智优青年设计才俊奖

Jockey Club Creative Arts Centre, Hong Kong
香港赛马会创意艺术中心

#LAM KIT MING MANDI

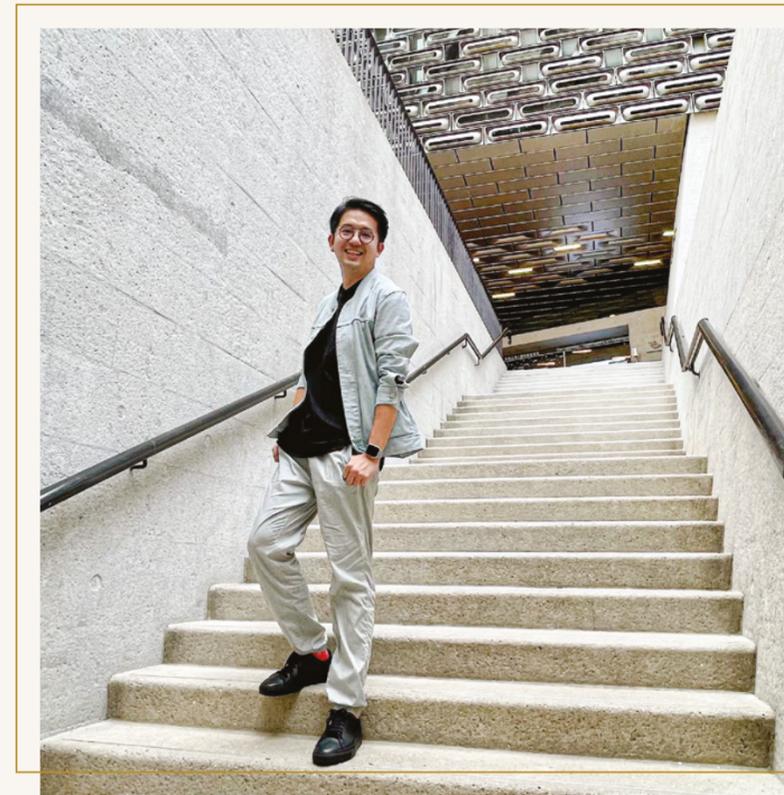
#林洁明

#APPAREL & ACCESSORY DESIGN

#服饰设计

This was the first place I was exposed to local art and artists during high school. I grew up near the area and so I have many fond memories and nostalgic feelings about it. It contributed to my aspirations to become a designer and give back to the community one day.

我在中心附近的社区长大，因此对这个地方有很多美好的回忆和怀念。高中时，我在这里第一次接触本港艺术和艺术家，从而激励我成为一位设计师，希望将来能回馈社区。



CreateSmart Young Design Talent Award
创意智优青年设计才俊奖

Concord Villas, Hong Kong
香港大坑融苑

#MAK CHUN TING ANAIS

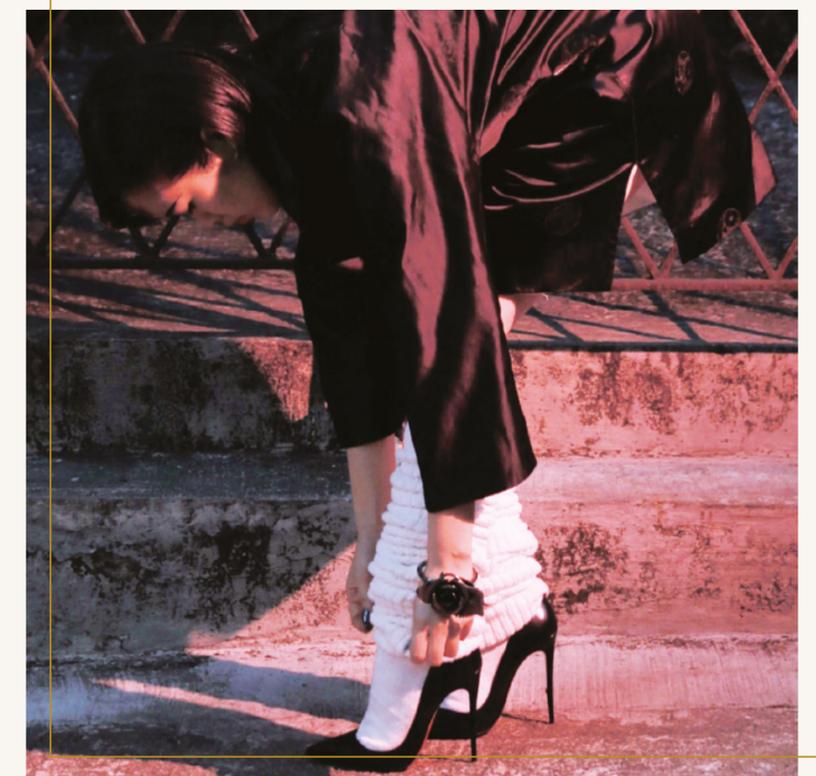
#麦隽亭

#APPAREL & ACCESSORY DESIGN

#服饰设计

I love looking at how traditions evolve with changing aspirations, which you can see in this place.

我喜欢观察传统如何随着不断变化的期望而演变，就如这个地方。



CreateSmart Young Design Talent Award
创意智优青年设计才俊奖

Tai Kwun, Hong Kong
香港大馆

#LAW CHUN WAI JUSTIN

#罗晋伟

#ENVIRONMENTAL DESIGN

#服饰设计

The whole transformation of Tai Kwun impresses me a lot, especially compared to my visit to Victoria Prison in 2008. How the architects, Herzog and de Meuron, were able to reactivate the space and convert it into a new cultural hub, without losing the traces of time in the complex, is most inspiring.

整个大馆的改造真是令我叹为观止，对比2008年参观维多利亚监狱的体验，更是对此深有体会。最具启发性的地方莫过于Herzog and de Meuron建筑事务所如何激活和修复大馆，令它转变为全新的文化枢纽，同时保留历史印记。

CreateSmart Young Design Talent Award
创意智优青年设计才俊奖

Eye Filmmuseum, the Netherlands
荷兰EYE电影博物馆

#ALICE WONG

#王雅媛

#COMMUNICATION DESIGN

#传讯设计

This is one of my favourite places to be: the calming atmosphere, the inspiring artists and their works, and the interesting visitors whom I can have intellectual conversations with. They all motivate me to have a stronger drive in mastering my work.

这是我最喜欢去的地方之一：宁静平和的气氛、启迪人心的艺术家和作品，以及和我志趣相投的访客，这些都是我发奋工作的动力。



CreateSmart Young Design Talent Award
创意智优青年设计才俊奖

Anywhere
任何地方

#YEUNG WING HIM WILLIAM

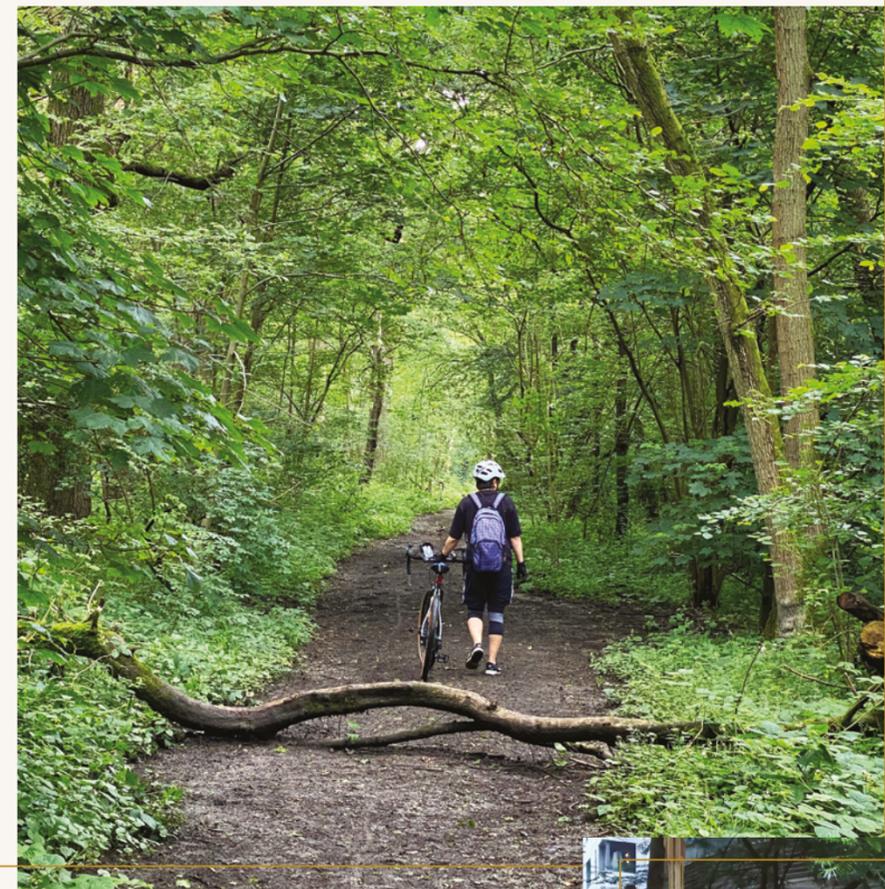
#杨颖谦

#COMMUNICATION DESIGN

#传讯设计

I always feel fresh, and find new inspiration, when I jump out of my comfort zone and explore the world. It's not about being in a particular place. Anywhere can inspire you, as long as you are willing to broaden your horizons, pay attention to details, and stay curious.

当我离开自己习以为常的生活并开始探索世界时，总会找到新灵感。只要你愿意拓宽视野、留意细节并保持好奇心，任何地方都可以为你带来启迪。



CreateSmart Young Design Talent Award
创意智优青年设计才俊奖

Church of Light, Japan
日本光之教堂

#MAK KAI HANG

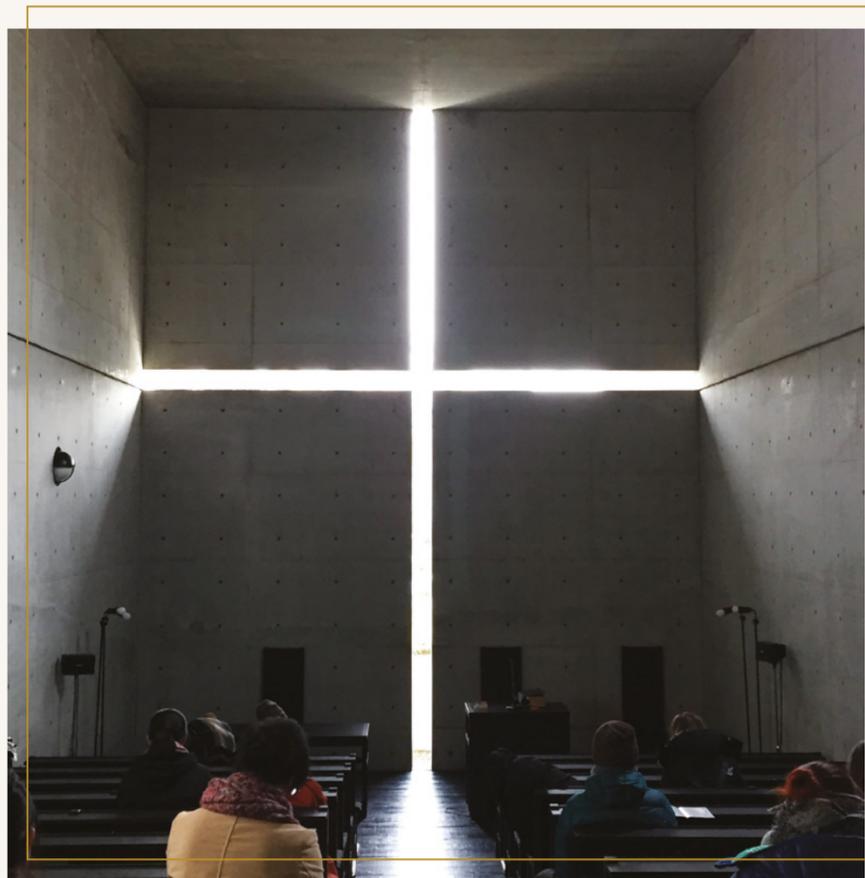
#麦紫桁

#COMMUNICATION DESIGN

#传讯设计

The church is designed by Tadao Ando and his use of fair-faced concrete creates a pitch-black space that isolates visitors from the outside world. I can profoundly feel the power of how minimalistic elements can lead to enormous creations.

教堂由安藤忠雄设计，利用清水混凝土创造漆黑的空间，将访客与外界隔开，令我深刻体会到如何用简约的元素创作出宏大的作品。



CreateSmart Young Design Talent Special Award
创意智优青年设计才俊特别奖

The Centrium Courtyard, Hong Kong
香港中央广场花园

#HU TSZ HUNG TONY

#许梓鸿

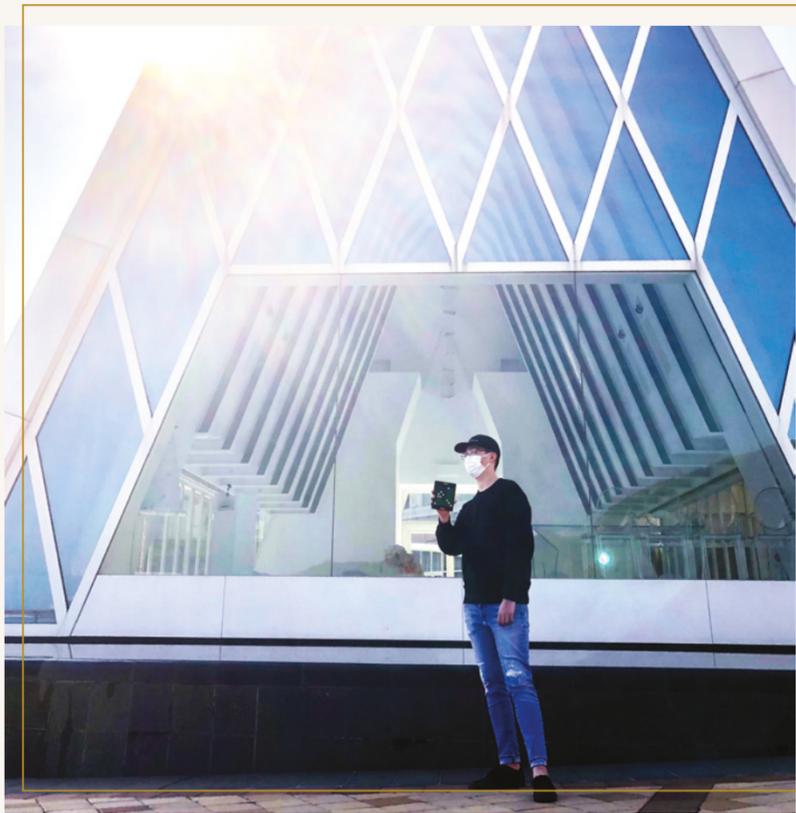
#ENVIRONMENTAL DESIGN

#环境设计

This is a space to escape and recharge. In densely developed areas like Hong Kong, having such a tranquil space amid high-rise buildings is rare. Space-making is exactly what we architects are trained in. I will continue to strive to craft and create cherished spaces for the general public.

这里能让人从喧嚣忙碌的生活中喘一口气。在香港这样高密度的都市，如此宁静的空间在高楼大厦之间非常罕见。创造空间正是建筑师需要接受的训练之一，我期望继续努力为人们打造珍贵的公共空间。





CreateSmart Young Design Talent Special Award
创意智优青年设计才俊特别奖

Discovery Bay, Hong Kong
香港愉景湾

#LEE WING HONG BEN

#李颖康

#COMMUNICATION DESIGN

#传讯设计

Discovery Bay is a place that lets me slow down, and refreshes my mind and intentions. It's a place that offers an escape from the rush of city life. I love and admire the design intentions of Paula Scher, a designer who is defining different standards of typography in creative, intelligent, and unique ways.

愉景湾让我放慢脚步，放松心情，并让我远离城市喧嚣的生活。我欣赏Paula Scher的设计理念，她凭借创意、智慧和独特的方式为字体设计定下了一套与众不同的标准。

CreateSmart Young Design Talent Special Award
创意智优青年设计才俊特别奖

Shirakawa Village, Japan
日本白川村

#TUNG WAI YIN RYAN

#董伟贤

#ENVIRONMENTAL DESIGN

#环境设计

I am not only a designer but also a traveller, and Japan's design always inspires me. There are many Japanese designers I admire, including Sanaa, Kengo Kuma, Toyo Ito, and Ishigami. Japanese designers always try to bring nature into their designs, which I think Hong Kong designers should also consider.

我不只是一名设计师，也是旅行者，而日本设计一直是我的灵感源泉。我欣赏多位日本设计大师，包括Sanaa、隈研吾、伊东丰雄和石上纯也。日本设计师经常试图把大自然融入自己的设计中，我认为香港设计师也应参考这种做法。



CreateSmart Young Design Talent Special Award
创意智优青年设计才俊特别奖

Fo Tan MTR Station, Hong Kong
香港火炭港铁站

#MOK KA KI APPLE

#莫家琪

#COMMUNICATION DESIGN

#传讯设计

I'm inspired by the city's night, particularly in places where there is a contrast of brightness and darkness. This photo shows the upper ground is a railway/bridge and the lower ground is a tunnel, generating a natural half-half composition. The image has great contrast and even a sense of loneliness.

夜幕下的都市能够激发我的灵感，尤其在明暗差异强烈的地方。这张照片上半部显示的是铁路/桥梁，下半部则是隧道，产生自然分成两半的构图。在强烈的光影对比之下，甚至产生了一份孤独感。



HKDI Young Design Talent Award
香港知专设计学院青年设计才俊奖

Yue Po Chai Curios Store, Hong Kong
香港裕宝斋

#CHAN PUI YI YOYO

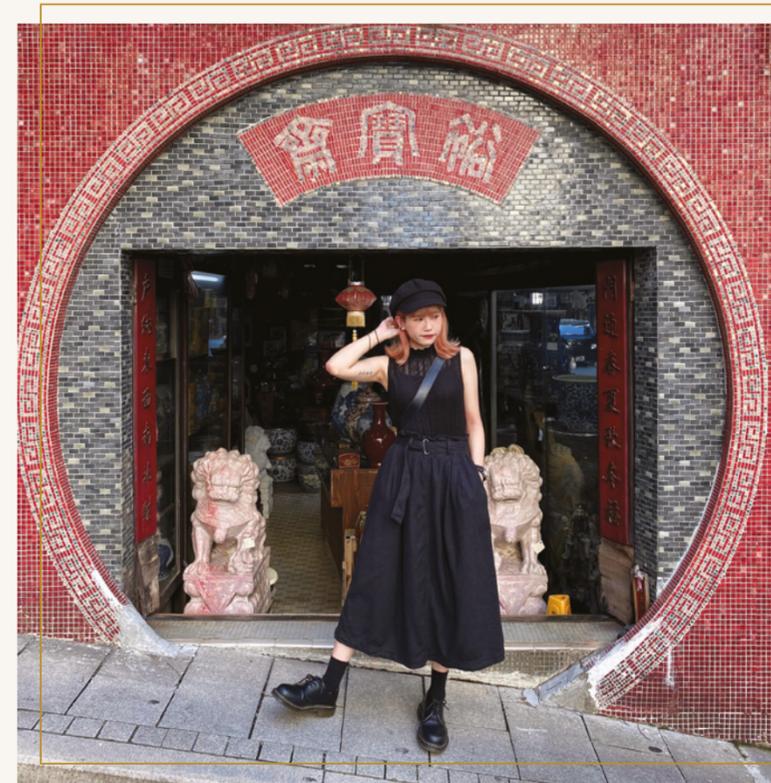
#陈珮怡

#APPAREL &
ACCESSORY DESIGN

#服饰设计

This place is permeated by traditional smells and the textures and shapes of the store structure. I find many stories that have been left behind in here, within all the antiques and curios of the store.

走进裕宝斋，空气中弥漫着传统气息，眼前的结构纹理和形状都散发出一种韵味。还有店内的古董和古玩，每件都蕴藏着许多前人留下的动人故事。



PolyU School of Design Young Design Talent Award
香港理工大学设计学院青年设计才俊奖

📍 Warehouse, Hong Kong
香港蒲窝青少年中心

#LAM KA SIU WILLY

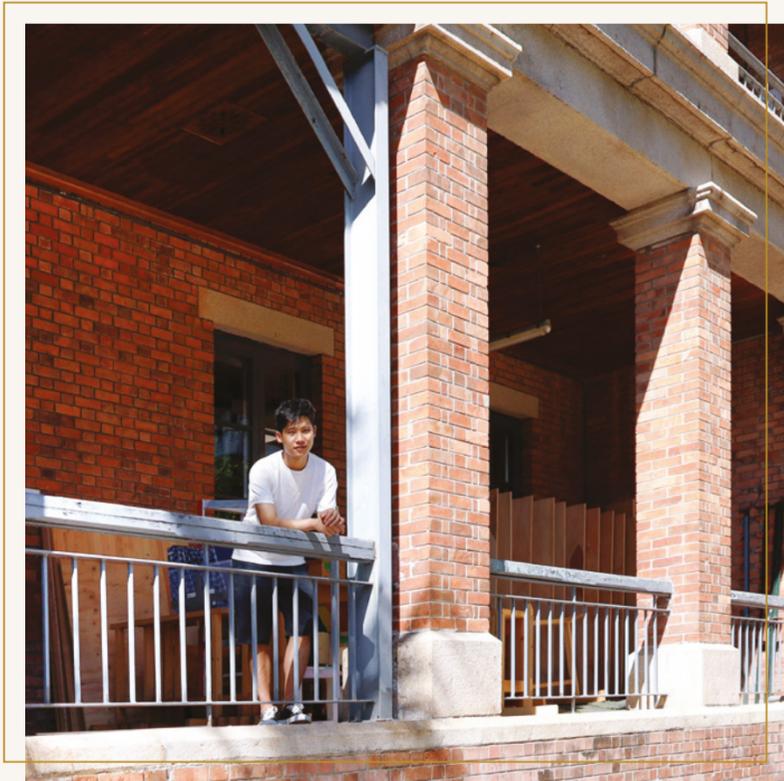
#林家兆

#ENVIRONMENTAL DESIGN

#环境设计

I am interested in the way we renovate old buildings. This place evokes my reflections on the meanings and relationships between a place and memory, and how intentions determine the outcome of architecture.

我对于老建筑修复很感兴趣。此处令我反思场所和回忆之间的意义和关系，以及建筑意图如何决定成果。



Young Design Talent Special Mention Award
青年设计才俊优异奖

📍 Burano, Italy
意大利布拉诺岛

#LEUNG SHEK YEN SAMSON

#梁硕仁

#APPAREL &
ACCESSORY DESIGN

#服饰设计

Anywhere that has a history of craft inspires me. In my design work, I translate intangible emotions and narratives into subtle garment details and handmade textiles. I admire Jil Sander for her simple, effortless cuts for everyday wardrobes.

我的灵感来自每一个手工艺底蕴丰富的地方。我的设计把无形的情感和故事转化为含蓄的服装细节和手工纺织品。我十分欣赏Jil Sander以简单舒适的剪裁设计日常服装。



Young Design Talent Special Mention Award
青年设计才俊优异奖

📍 The Roof of Tempodrom, Germany
德国藤普杜音乐厅屋顶

#KONG KA YU CHRISTINA

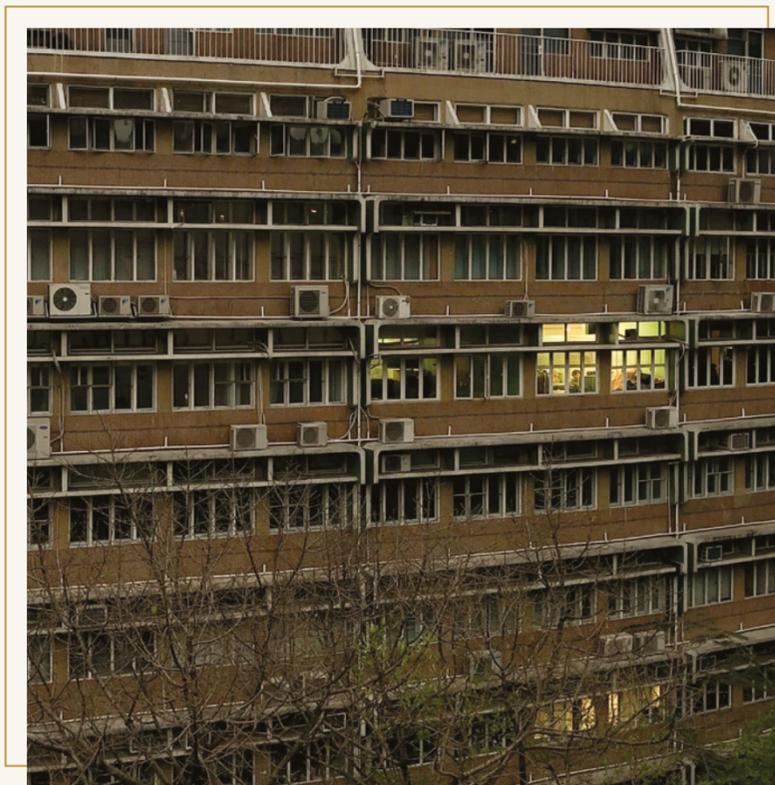
#江嘉洳

#ENVIRONMENTAL DESIGN

#环境设计

I just love climbing up to rooftops or hidden spots in architecture, to find the gorgeous perspectives that we seldom notice in the hustle. These places are often defined as technical or hideous spaces, but I am curious about how they could be something more.

我向来喜欢参观建筑物的天台或隐蔽之处，发掘被人们于匆忙间忽略的美丽角度。这些地方通常被定义为出于技术需要设置的空间或毫无吸引力的空间，但我好奇它们潜在的可能性。



Young Design Talent Special Mention Award
青年设计才俊优异奖

📍 Hong Kong
香港

#KUN TSZ YAN JOYCE

#鄞子欣

#APPAREL &
ACCESSORY DESIGN

#服饰设计

The people of Hong Kong, and their unique spirit, inspires me. In terms of my own design work, I am inspired by French fashion house Maison Margiela for their use of ground-breaking concepts in fashion design.

香港人和他们独特的个性精神，是我的灵感来源。就我的设计工作而言，法国时尚品牌Maison Margiela 破格创新的时装设计理念深深影响着我。



D F A

亚洲最具影响力

设计奖

2 0 2 0

ASIAN PERSPECTIVES, INTERNATIONAL ACCLAIM

向世界展示亚洲设计力量

Celebrating design excellence and designs that embody Asian aesthetics and culture, the DFA Design for Asia Awards showcases outstanding design projects to the world. The awards encompasses 23 design categories in four major disciplines: Apparel & Accessory Design, Communication Design, Environmental Design, and Product & Industrial Design. All the winning projects exemplify design thinking in action by providing innovative solutions to social problems, medical and industrial needs, and more.

DFA亚洲最具影响力设计奖旨在向世界展示并表彰独具亚洲美学和文化特色的优秀设计项目。奖项涵盖四大设计领域共23个设计组别，包括服饰设计、传讯设计、环境设计和产品及工业设计，各获奖项目均围绕设计思维，为社会问题、医疗及工业需求等提供合适的设计与解决方案。



Longfu Life Experience Center 珑府生活体验中心

Mainland China 中国内地

LUO Studio
罗宇杰工作室

Mainland China 中国内地

A Portable Building Designed for Sustainability

Real estate developments have yet to overcome a by-product of their sales efforts: wasteful marketing centres that are often demolished once sales end. The Longfu Life Experience Center breathes fresh air into this issue, with a simple, portable building that can be dismantled and rebuilt. The beautiful, uplifting, and multifunctional space is created with an innovative modular system, designed with ecologically friendly timber and glass. The structure can be assembled with simple construction techniques that reduce time and labour costs, while minimising waste. This featured 1,600 square metre centre was designed, commissioned, and built in just under two months.

可持续设计打造可携式建筑

房地产项目的销售中心大多是临时建筑，拆卸后会产生大量废物。珑府生活体验中心是一座可重复使用的环保建筑，模块化建筑系统以木材和玻璃为原料，设计简单、轻便，方便随时拆卸和重新组装，节省人力物力，以创新方法减少浪费。以这座占地1,600平米的中心为例，仅用不到两个月时间就完成了设计和建造，并投入使用。



大奖 GRAND AWARD

PANDAID

NOSIGNER

Japan 日本

Empowering Social Change in a Pandemic

Covid-19 continues to present challenges to our everyday lives. PANDAID, a non-governmental website created and run by a team of 300 volunteers, was established to better equip people to stay safe, stay calm, and understand the science behind stopping the spread of the contagion. Its simple design disseminates scientific information as easy-to-follow guidelines, such as using pop culture and traditional symbols as references to develop a broad array of visualisations that help bring clarity to complexity. The innovative printable face-shield template was the most shared content, and was an example of how smart design has the potential to spread fast and make an impact.

创新传媒设计助大众抗疫

疫情肆虐，各地政府为有效地向公众传播卫生防疫信息费尽心。PANDAID集结了300名志愿者的力量，通过网站分享有关传染病的科学数据，网站免费公开，以优秀的视觉传达方式呈现数据，例如利用流行文化或具体例子，让真实可靠的抗疫常识一目了然。网络分享次数最多的可打印保护面罩模板，极具成本效益，证明优秀视觉设计能迅速为社会带来贡献。

大奖 GRAND AWARD

Aranya Art Center 阿那亚艺术中心

Mainland China 中国内地

Neri&Hu
Design and Research Office
如恩设计研究室

Mainland China 中国内地



A Hive of Activity

Dedicated to design and the arts, Aranya Art Center was created to enrich community life with performances and exhibitions. It provides a space for visitors to connect and create meaningful experiences through exchanges in art and life. A spiral corridor for graphic arts displays leads to a 360-degree roof viewing platform, where visitors can look down into the amphitheatre through a funnel.

艺术生活共享空间

阿那亚艺术中心是为设计和艺术而生的展览空间及表演场地，令社区生活更添艺术气息。可展览视觉艺术作品的螺旋形走廊，引领参观者一步步登上屋顶观景台，在此俯瞰阶梯式圆形剧场，感觉别有洞天，是艺术交流的好去处。



Tainan Spring 河乐广场

Taiwan 台湾

MVRDV B.V.

The Netherlands 荷兰

A Downtown Oasis

The need to repurpose an outdated mall in Taiwan led to an opportunity to reconnect people with the city's canal and harbour. Rotterdam-based architecture studio MVRDV B.V. proposed turning the basement carpark into a shallow lagoon that could be enjoyed year-round. Trees and flowerbeds were planted to create a lush urban garden, and to provide a cool setting for music, dance, and cinematic showcases for residents.

都市绿洲

台南一家老旧商场用地大变身，鹿特丹MVRDV建筑事务所将该处地下停车场改建为亲水广场，让市民全年都可使用绿意盎然的花园空间。缤纷城市绿洲也为音乐、舞蹈及电影放映等活动提供了独特的户外场地。



Truck Art Childfinder

Impact BBDO / Samar Minallah Khan

United Arab Emirates 阿拉伯联合酋长国

Social Impact on Wheels

In Pakistan, the realisation that trucks are like moving billboards led to an incredible awareness campaign for missing children. The trucks became the perfect canvas to spread images of children to remote areas where regular media coverage is minimal. Since the campaign launched, over 5,300 calls about missing children have been received from 39 cities, and eight children have been reunited with their parents.

流动广告车帮助找回失踪儿童

在巴基斯坦，为了防范失踪儿童问题，货车化身为流动广告板，将失踪儿童的信息和照片传播到媒体难以触及的偏远地区。自推出以来，热线接到来自全国39个城市共5,300多个电话，成功帮助八名失踪儿童与家人重聚。



UCCA Dune UCCA 沙丘美术馆

Mainland China 中国内地

UCCA Center for Contemporary Art / OPEN Architecture
UCCA 尤伦斯当代艺术中心 / OPEN 建筑事务所

Mainland China 中国内地

An Artistic Sanctuary

Carefully balancing the ecology of the surrounding area and opportunities for cohabitation, the UCCA Dune is over a 930 square meter art gallery transcending nature and culture. Located within a sand dune and offering a myriad of perspectives of the sea and the sky, the spectacular sanctuary changes with sunlight and seasons, to create a profound and radical connection to the natural world.

与自然融为一体的艺术天堂

UCCA沙丘美术馆占地面积超过930平米，超越了自然和文化的界限，设计巧妙地实现了与附近自然生态的平衡共存。美术馆尽览海天一色，景象变幻莫测，随着日光和四季的转换，彷彿与天地融为一体，美不胜收。



Jewel Changi Airport 星耀樟宜机场

Singapore 新加坡

Safdie Architects

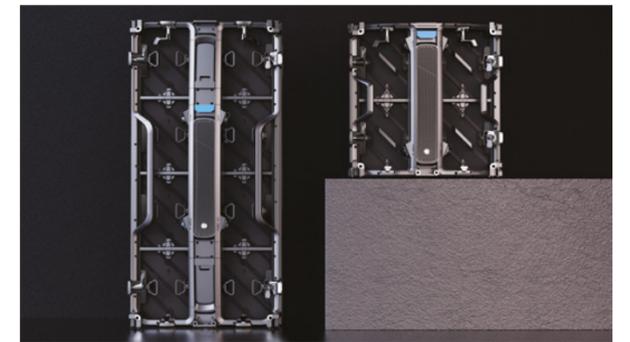
The United States 美国

An Indoor Garden Like No Other

Jewel, at Singapore's Changi Airport, brings the essence of the city to passengers by reimagining urban centres and providing families and travellers with an opportunity to enjoy a garden environment, within an urban structure. Designed to solve the problem of access and land use, Jewel is a carefully curated and versatile space that offers connective experiences between people, nature, and commerce.

举世无双的室内花园

星耀樟宜机场重塑都市核心，把新加坡的城市特质和精髓灵活展现在旅客眼前。此建筑设计提供了多功能空间，揉合人、大自然及商业元素，解决了机场通道和土地使用的问题，为旅客提供多元体验，是出类拔萃之作。



URMIII

Unilumin Group Co., Ltd.

Mainland China 中国内地

The Ultimate LED Wall Solution

The installation and disassembly of multiple LED screens is a time-consuming, high-cost process. In LED rental, as in any business, the ability to shorten setup time is critical to increasing its bottom line. Enter the URMIII, a modular video wall unit mounted with booster handles. Its innovative and precise framework, one-touch locking mechanism, and positioning system can be installed by just one person, cutting labour costs by a third.

终极LED幕墙解决方案

安装和拆除多个LED屏幕成本高、耗时长。对LED屏出租业务来说，缩短安装时间是提升利润的关键。URMIII模块化LED屏幕配备加强手柄及一键式锁定和解锁系统，只需一人安装，减少了三分之一的劳动成本。

大奖及文化大奖
GRAND AWARD &
GRAND AWARD FOR CULTURE



**Time Will Tell /
anothermountainman x
Stanley Wong /
40 years of work
《时间的见证 /
又一山人 x 黄炳培 /
四十年创意展》**

84000 Communications Limited
八万四千沟通事务所
Hong Kong 香港

A Journey Through Time

Time Will Tell is more than a retrospective of acclaimed designer Stanley Wong's work—it offers a glimpse of Hong Kong's social and economic history over his 40-year career. Six years in the making, the exhibition presents two creative personas: Stanley Wong's, and that of his pseudonym, anothermountainman. Exploring the relationship between time and life, the curated exhibition features photography, installations, conceptual art, and commercial design.

时光倒流四十年

筹备了六年的《时间的见证》展览，回顾了黄炳培/又一山人独树一帜的作品，更通过他40年的创作生涯，回顾香港社会所经历的变迁，并从摄影、装置、概念艺术与商业设计中品味时间与生活的关系。

**Azurion 7 C20 with FlexArm
Azurion 7 C20 治疗系统**

Philips Experience Design
The Netherlands 荷兰



Medical Technology for the Future

Designed for the operating theatres of the future, the Azurion 7 C20 with FlexArm by Philips Healthcare is an image-guided therapy system that can be ceiling-mounted to move around with ease. It combines advanced robotics and imaging technologies to offer superior imaging, intuitive operations, and exceptional positioning freedom for medical teams, equipping doctors to treat more patients in less time, while enhancing patient safety and comfort.

革命性未来医疗科技

飞利浦Azurion7C20是一套影像引导治疗系统，其柔性臂可安装在天花板上自由移动，专为未来的手术场景而打造。设备结合先进的机器人和成像技术，为医护人员提供高质影像、高灵活度且直观的操作和定位体验，能在更短的时间内让更多病人获得及时、安全而舒适的治疗。

科技大奖
GRAND AWARD FOR
TECHNOLOGY

可持续发展大奖
GRAND AWARD FOR
SUSTAINABILITY

**Thammasat Urban
Rooftop Farm
法政大学
都市屋顶农场**

Thailand 泰国

LANDPROCESS

Thailand 泰国

Reclaiming Nature from Concrete

Thailand's climate and ecology may make it the perfect place to cultivate rice, but its agricultural benefits haven't made it immune to urban sprawl. As paddy fields give way to urban developments, those who live off the land have found themselves losing an essential way of life. To address this disparity, Thammasat Urban Rooftop Farm (TURF) has sought to reclaim rice fields from concrete. Not only does it absorb the carbon dioxide from human activities and provide natural insulation and ventilation for the building, but Asia's largest organic rooftop farm also acts as a blueprint for how to build sustainable cities in the future.

收回失地，复兴农业

泰国的气候和环境尤其适合种植稻米，但农业的繁荣发展并未能阻止混凝土建筑的蔓延。城市化进程让稻田逐步消失，威胁农民生计。针对此问题，泰国国立法政大学设计出亚洲最大的有机屋顶农场，不仅能够吸收二氧化碳、为楼宇增加天然隔热和通风效果，也是构建未来可持续城市的最佳范本。



DFA LIFETIME ACHIEVEMENT AWARD 2020



TIM BROWN

Executive Chair, IDEO
IDEO 执行主席



D F A

亚洲设计

终身成就奖

2 0 2 0

A Design Leader Inspired by Empathy and Collaboration

In a world desperate for new solutions, Tim Brown continues to ask, "What should design do next?" From a young age, Brown has always been fascinated by the interdisciplinary, multifaceted nature of design. He studied Industrial Design at the University of Northumbria, before attending the Royal College of Art.

Today, as Executive Chair of IDEO, a global design and consulting firm that creates positive impact through design, Brown advocates for "Design Thinking", a human-centred approach to design innovation, which integrates the needs of people, the possibilities of technology, and the ingredients for commercial success. As a celebrated author, speaker, design thinker and educator, Brown embraces different opportunities to demonstrate how design strategies can benefit every level of a business. His critically acclaimed book, *Change by Design*, explains design thinking, methods and more, and demonstrates how design thinking transforms organisations and inspires innovation.

设计思维教父 同理心与合作改变世界

全球对创新解决方案的需求日益增加，Tim Brown不断反思“接下来该做什么设计？”这一问题。自青年时代以来，Brown便沉迷于跨学科及多面性设计，并先后就读于诺森比亚大学工业设计专业和英国皇家艺术学院。

作为跨国设计及顾问公司IDEO的执行主席，Brown倡导“设计思维”这一以人为本问题解决方法，针对用户需求，结合科技和商业成功要素，创造更多可能。作为国际知名作家、演讲者、设计思维专家和教育家，Brown善于运用设计策略帮助企业改革和创新，他的著作《设计思维改造世界》展示了设计思维的无限可能，广受好评。



DFA DESIGN LEADERSHIP AWARD 2020



D F A
设计领袖奖
2 0 2 0

Progress Takes Flight with the Lord of the Drones

Not only has Frank Wang always dreamed of seeing the world from above, but even as a teenager he was determined to help others experience the joy of flight. Originally from Zhejiang Province in China, Wang received his master's degree in Electronic and Computer Engineering at the Hong Kong University of Science and Technology—designing his first drone prototype in a dorm room.

An entrepreneur at heart, it wasn't long before he established DJI in 2006, a company devoted to developing drone and aerial technology that could truly change the world. In 2013, Wang launched the first consumer drone, which quickly became a market hit. Today, DJI also produces high-tech camera accessories, flight control systems, and drone systems, but stays true to its core vision: to become a technology company that can contribute to human progress and the betterment of society.

无人机之父带领世界翱翔

来自中国浙江省的汪滔，年轻时不仅梦想有一天能从高空鸟瞰地面，还决心帮助他人体验飞行的乐趣。他的第一部无人机原型就是在宿舍里诞生的，当时，他还在香港科技大学修读电子与计算机工程。

怀揣创业梦想的汪滔在2006年创立大疆，一家专业研发无人机和航拍技术的公司，以期改变世界。2013年，大疆推出首部小型消费级无人机，随即风靡各地市场。如今，大疆还生产高科技摄影镜头、飞行控制器及无人机系统，但其愿景始终如一：要成为对人类和社会进步作出贡献的科技公司。

FRANK WANG 汪滔

CEO & Founder, DJI
大疆创新(DJI)行政总裁兼创办人

DFA WORLD'S OUTSTANDING CHINESE DESIGNER 2020



D F A
世界杰出
华人设计师
2 0 2 0

A Master of Articulating Identity through Design

Better known as anothermountainman, Stanley Wong is a visual communicator whose work emerged in the golden era of Hong Kong's creative industries. He has played an influential role in exploring and expressing the values and cultural emblems and elements that define the city and its people. As an educator, speaker, and design thinker, his work transcends commercial interests and reverberates with rich meaning and social commentary around the resilience and adaptability of Hong Kong people.

Wong's most revered and acclaimed work, the Red White Blue Series, was created to inspire the people of Hong Kong with positive energy and a sense of hope. It captured the world's attention at the 51st Venice Biennale, where he gained international recognition for his ability to elevate everyday items and motifs to symbols of pride.

视觉传达形象设计大师

别名“又一山人”的黄炳培是一位视觉传达大师，入行时正值香港创意产业的黄金时期。他不仅积极投身设计教育、发表演讲分享经验，推广设计思维，同时也通过设计探索文化以及城市和人民的价值观，在香港创意产业拥有举足轻重的地位。他的作品内涵丰富，有着超越商业价值的意义，他的设计备受大众喜爱，象征着香港人的韧性和适应能力。

《红白蓝》系列是黄炳培最广为人知的作品，旨在鼓舞香港人重拾希望和正能量。他在2005年第51届威尼斯双年展上展出了《红白蓝》，引导大家思考日常用品背后的象征意义，在国际上获得热烈反响。



STANLEY WONG
(ANOTHERMOUNTAINMAN)
黄炳培（又一山人）

Founder & Creative Director,
84000 Communications Limited
八万四千沟通事务所创始人及创作总监



GEARING UP
A NEW GENERATION
OF DESIGNERS
培养新一代设计师

Design Incubation Programme (DIP) is a two-year programme that helps start-ups from across the design world navigate and overcome challenges in the critical early stages of business development.



Design Incubation Programme
設計創業培育計劃

Where designers go to grow

The Design Incubation Programme (DIP) is a two-year programme with Create Hong Kong as the Lead Sponsor. It helps start-ups from across the design world navigate and overcome challenges in the critical early stages of business development.

Teaming up with creative dynamos, professional organisations, and academic institutions, the programme offers financial support, training, and mentorship, as well as networking opportunities to take design businesses to the next level.

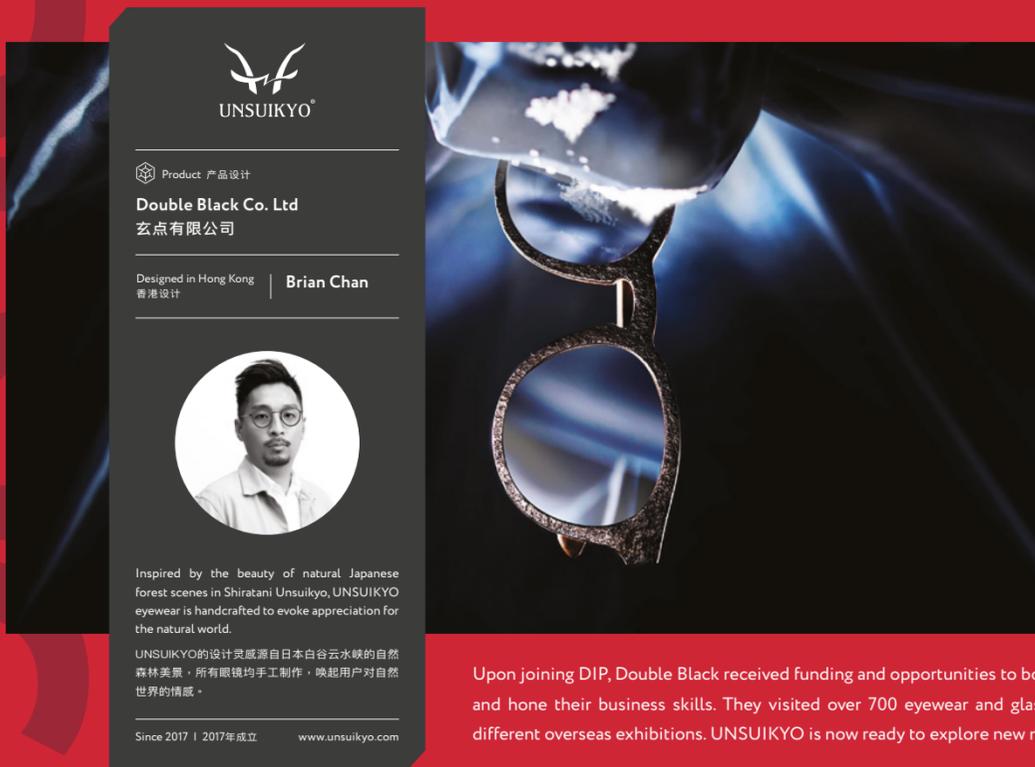
Around 95% of DIP's 214 graduates are still in business two years after graduating. DIP incubatees and alumni have received a total of 406 local and international design awards, applied for 393 intellectual property rights and created over 1,400 jobs.

助力设计师的成长与发展

设计创业培育计划 (DIP) 是一个为期两年的创业支持计划，主要赞助机构是创意香港，旨在协助处于创业初期关键阶段的设计企业，为企业提供各种创业援助，帮助企业应对和克服各种挑战。

该计划与创意大师、专业组织和学术机构紧密合作，为初创设计公司提供资金、培训、指导及交流机会，帮助这些企业提升业务水平。

迄今为止，设计创业培育计划协助的214家设计公司中，约有95%在培育期结束两年后仍保持着稳定的业务发展。培育公司及毕业生共获得406项本港及国际设计奖项、提交了393项知识产权相关申请，并创造了1,400多个就业岗位。



UNSUIKYO®

Product 产品设计
Double Black Co. Ltd
玄点有限公司

Designed in Hong Kong | **Brian Chan**
香港设计

Inspired by the beauty of natural Japanese forest scenes in Shiratani Unsuiyko, UNSUIKYO eyewear is handcrafted to evoke appreciation for the natural world.

UNSUIKYO的设计灵感源自日本白谷云水峡的自然森林美景，所有眼镜均手工制作，唤起用户对自然世界的情感。

Since 2017 | 2017年成立 | www.unsuiyko.com

Upon joining DIP, Double Black received funding and opportunities to boost their brand exposure and hone their business skills. They visited over 700 eyewear and glasses shops and attended different overseas exhibitions. UNSUIKYO is now ready to explore new markets in Taiwan.

通过DIP提供的资助和机会，Double Black成功得到了更多曝光度，也学到了更多营商知识。参与培育计划期间，他们访问了700多家眼镜店，并参加了不同的海外展览，目前正在积极准备发展台湾市场。



Ddiin

Product 产品设计
Ddiin Concept Limited
点设计有限公司

Designed in Hong Kong | **Sofia Lee**
香港设计

Focused on desirability and innovation, Ddiin designs professional, multifunctional stationery with fun and flexible pieces created to boost ideas.

Ddiin专注于追求理想和创新的设计，推出的多功能文具既专业实用，又灵活有趣，激发用户的创意灵感。

Since 2019 | 2019年成立 | www.ddiin.com

During their time in DIP, Ddiin strengthened their commercial skills and successfully launched their third product. They found the programme's business and marketing courses beneficial, built strong relationships and developed more open-mindedness, which boosted creativity and improved operations.

参与DIP期间，Ddiin的营商技能得到了提升，并成功推出了第三款产品。他们认为该计划提供的商业及市场推广课程非常实用，帮助他们建立强大网络，保持开放态度，从而提升创造力并改善运营。

KnitWarm®

Product 产品设计
KnitWarm Limited
织暖有限公司

Designed in Hong Kong | **Stanley Kwok**
香港设计 | **Stephen Ng**
| **Regina Kwok**

KnitWarm is an innovative knitwear brand devoted to integrating newly patented technology into creative designs that enrich daily life.

“暖之织”是一个智能创新针织品牌，集专利科技与时装设计于一身，为日常生活增添色彩。

Since 2017 | 2017年成立 | www.knitwarm.com



For KnitWarm, being a DIP incubatee was an endorsement of trust that assured potential partners of their commitment to push the boundaries for brand technology and cross-disciplinary collaboration together.

对于KnitWarm而言，成为DIP培育公司是一种认可，能加强潜在合作伙伴的信心，进而能与潜在合作伙伴一起突破品牌技术的界限，进行跨界合作。

With its sights originally set on the international market, Mini Kardi had to rethink its strategy and focus on the local market when the pandemic took hold. The brand's first physical retail store was opened at Yoho Mall during her incubation period.

Mini Kardi最初放眼国际市场，但疫情爆发后，不得不调整策略，最后决定集中拓展本地市场。在培育计划期间，他们成功在元朗形点商场内开设了品牌首家实体零售店。



mi:ni kardi

Fashion 时装设计
Mini Studio Limited

Designed in Hong Kong | **Kay Ching**
香港设计

Mini Kardi is a playful aesthetic kids knitwear brand that celebrates boundless childhood imagination and creativity.

Mini Kardi的儿童针织产品经过精心设计，趣味十足，展现了如孩童般无限的想象力和创造力。

Since 2016 | 2016年成立 | www.minikardi.com

It's challenging for independent labels to run a retail business, but with DIP's support, ARTO was able to open a joint-brand physical store in Harbour City. The advice from DIP mentors and others has opened up future opportunities for ARTO to promote Hong Kong fashion designs to the world.

独立品牌零售经营充满挑战，但在DIP的支持下，ARTO成功在海港城开设联营品牌实体店。此外，DIP导师等人提供的专业建议也为ARTO打开机会之门，为他们日后代表香港时装设计踏上国际舞台奠定了基础。



ARTO.

Fashion 时装设计
Arto Wong Studio

Designed in Hong Kong | Arto Wong
香港设计



ARTO creates modern, colourful and ingenious knitwear designs to inspire and energise contemporary women with unlimited possibilities.

ARTO以时尚、丰富多彩及别出心裁的针织设计，为现代女性创造出无限可能性。

Since 2017 | 2017年成立 | www.artoofficial.com

Charlotte Ng Studio

Fashion 时装设计
Charlotte Ng Studio

Designed in Hong Kong | Charlotte Ng
香港设计



Charlotte Ng Studio designs clothes rich with stories and attitude, for independent, intelligent women.

Charlotte Ng Studio为独立而睿智的女性设计别具故事和态度的服饰。

Since 2019 | 2019年成立 | www.charlottengstudio.com



Charlotte Ng Studio was able to open a concept store in Harbour City in her first year of incubation. The brand also took initial stock, customer requests and design challenges in stride with the support and insight of DIP tutors. This experience was empowering and motivated the brand's hopes to join overseas trade shows in the future.

Charlotte Ng Studio在参加培育计划的第一年便成功在海港城开设概念店。作为初次进军零售界的品牌，他们在DIP导师的悉心指导下，从容解决库存问题、满足客户要求并应对设计挑战，而这次经历也为日后参加海外行业展提供了动力和基础。



The financial and networking support provided by DIP helped OOA gain international acclaim in competitions, including DFA Design for Asia Awards 2021. Through mentoring and evaluation sessions, they met experienced professionals and gained constructive feedback.

DIP提供的资助和人脉拓展机会，促使OOA获得不少国际荣誉，包括DFA亚洲最具影响力设计奖2021，而他们也通过师友的指导和评估服务，结识了经验丰富的专业人士，为事务所获得了建设性意见。

OOA
ORIENT OCCIDENT ATELIER
東西建築

Interior & Architecture 室内设计及建筑
Orient Occident Atelier Limited
东西建筑有限公司

Designed in Hong Kong | Magic Kwan
Kenrick Wong
香港设计



Orient Occident Atelier (OOA) is an interdisciplinary architectural, interior and urban design studio focused on discovering, researching and connecting design, space and community.

Orient Occident Atelier (OOA)是一家跨界建筑设计、室内设计和城市设计事务所，专注于探索、研究以及连接设计、空间与社区。

Since 2016 | 2016年成立 | ooa.design

litto.

Interior & Architecture 室内设计及建筑
Litto Lighting Design Limited

Designed in Hong Kong | Oscar Lee
香港设计



Litto Lighting is a small team of talented designers passionate about creating practical, aesthetic and timeless lighting designs.

Litto Lighting团队由才华横溢的设计师组成，他们热衷于创造实用、具有美感、经久不衰的灯饰设计。

Since 2018 | 2018年成立 | littodesign.com



DIP offered Litto Lighting practical business and operations knowledge in everything from company management and trademark registration to marketing and promotions. It served as a platform for joining a community and network, and sparked new creative ideas—one of which was integrating cutting-edge technology and artificial intelligence into future lighting designs.

DIP为Litto Lighting提供实用的商业和运营知识，从公司管理、商标注册，到市场推广及宣传，各项内容一应俱全。DIP也为培育公司提供了一个互相交流扶持的平台，同时激发创意灵感，例如Litto Lighting成功把顶尖技术和人工智能融入未来的照明设计。

PROG
GRAMME

Where fashion finds its leading edge

The Fashion Incubation Programme (FIP) is a two-year programme that inspires, empowers, and supports emerging fashion designers and brands, with Create Hong Kong as the Lead Sponsor.

Bringing together industry heavyweights and creative visionaries, FIP delivers a suite of practical resources and sources of inspiration to help designers learn, grow, push boundaries, and make a name for themselves in the world of fashion.

成为时尚行业的先锋

时装创业培育计划致力启发、引领和支持新兴时装设计师品牌稳步发展，计划为期两年，主要赞助机构为创意香港。

汇聚业内重量级专家和创意先驱，时装创业培育计划提供一系列实用资源，激发灵感，帮助设计师不断学习成长，突破自我界限，帮助他们在时尚界站稳脚跟。

The Fashion Incubation Programme (FIP) is a two-year programme that inspires, empowers and supports emerging fashion designers and brands.



Fashion 时装设计

ALPS Annie Ling

Designed in Hong Kong
香港设计 | Annie Ling

Inspired by a new age of active living and cutting-edge textile innovations, ALPS Annie Ling designs enduring clothing that supports wellbeing.

ALPS设计师Annie Ling的创作理念融合了时装与科技元素，为追求品质生活的活力新一代带来实用服饰。

Since 2015 | 2015年成立 | www.annieling.com

ALPS
ANNIE LING



FIP provided great support, notably strengthening Annie's knowledge of brand-building and conducting presentations with professionalism. The all-round resources created opportunities to learn from industry mentors in marketing and trend forecasting, and to spark collaborations with other enterprises, which helped ALPS Annie Ling excel in a relatively short time.

在FIP的全力支持下，Annie掌握了品牌形象建立的知识以及专业演示技巧，配合全方位资源，她得以向时尚行业的导师学习营销以及潮流趋势预测，培育计划也促成了企业合作，让ALPS在短时间内脱颖而出。

Jessica and Walter joined FIP to grow their networks, enhance their online and offline business knowledge and brand awareness, and maximise opportunities. The duo have developed a richer understanding of their brand's unique points of difference, and are better able to pitch ideas to corporates and connect with those who can continue to support the business.

通过加入FIP，设计师二人组Jessica和Walter扩展了商业人脉、增进了线上线下营销知识、提升了品牌知名度，也创造了更多机遇。参与计划期间，他们深入了解品牌特色，从而提高了设计理念宣传的有效性，与许多能够助力业务成长的合作伙伴建立了联系。



Fashion 时装设计

Blind by JW

Designed in Hong Kong
香港设计 | Jessica Lau
Walter Kong

Bridging Eastern and Western influences, Blind by JW is a womenswear and accessories label celebrated for its artistic patterns and hand-drawn prints.

作为香港女装及配饰品牌，Blind by JW融合东西方生活品味，凭着富有艺术感的图案和手绘印花而闻名。

Since 2012 | 2012年成立 | www.blindbyjw.com

BLIND
by JW

Both Queenie and Day wanted to connect with the local fashion community in a more meaningful way, and after attending multiple FIP workshops by industry leaders, they now have a better understanding of their strengths and weaknesses in the market. The duo has continued to refine and perfect Cafuné—a big milestone was building up their e-commerce capabilities.

Queenie和Day希望与本港时尚界合作，集思广益，建立更具意义的联系。参加了FIP举行的业界领袖工作坊后，她们进一步明确了品牌的市场定位。二人也在不断为Cafuné寻求业务突破，其中，建立电子商务平台对她们而言意义重大。



Accessories 配饰设计

Cafuné

Designed in Hong Kong
香港设计 | Queenie Fan
Day Lau

Cafuné seeks to redefine the notion of luxury: reimagining it as the attachment and emotional connection between a wearer and an item.

Cafuné以重塑奢华为宗旨，通过作品来呈现穿戴者与配饰之间的情感联系。

Since 2015 | 2015年成立 | www.ca-fune.com

CAFUNÉ



Fashion 时装设计

CAR2IE

Designed in Hong Kong
香港设计 | Carrie Kwok

Bringing together feminine design details, graphic elements, and traditional tailoring with a twist, CAR2IE collections are at once sincere and striking.

CAR2IE巧妙地融合女性化的设计细节、图案元素，结合经重新演绎的传统剪裁，作品精致且赏心悦目。

Since 2016 | 2016年成立 | www.car2ie.com

CAR|2IE



One of CAR2IE's biggest milestones was opening a store in Harbour City. Physical retail comes with a broad range of challenges, but FIP provided insightful training courses that helped equip Carrie with the knowledge to survive and thrive. After finishing an empowerment course, she felt armed with new perspectives, most notably in the field of marketing.

正当实体零售面临严峻考验之时，FIP提供深入浅出的培训课程，帮助Carrie掌握维持业务发展所需的知识。完成课程后，她感到大开眼界，尤其在市场推广技巧方面。参与计划期间，品牌在海港城开设了零售店，是CAR2IE最重要的里程碑之一。

FASHION

Through FIP, Janko consulted with marketing executives to sharpen her understanding of her target market and articulate this with greater clarity. The multitude of resources at FIP empowered Janko to effectively run her business as a productive and successful operation, and she now has a plan to expand her market reach across Japan, Taiwan, Singapore, and Malaysia.

在FIP的协助下，Janko咨询了市场推广专家的意见，深入认识了目标市场，帮助她更精准地把握机遇。FIP资源丰富，让Janko在运营方面更加得心应手、更具效率，目前正计划拓展日本、台湾、新加坡和马来西亚等市场。



Fashion 时装设计

Classics Anew

Designed in Hong Kong | **Janko Lam**
香港设计

Blending traditional Chinese aesthetics with contemporary elements, Classics Anew seeks to preserve and reimagine vintage fashion for a new generation.

融合中国传统美学与现代设计元素，新装如初致力为新一代重塑中式复古时尚，活用汉服文化。

Since 2013 | 2013年成立 | www.classicsanew.com

新装如初
CLASSICS ANEW



Accessories 配饰设计

KKLUE

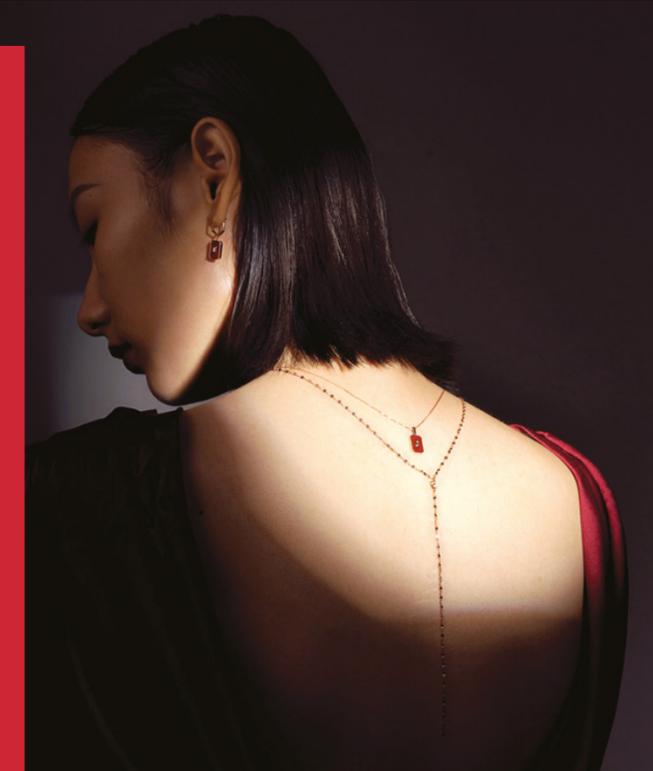
Designed in Hong Kong | **Kellyn Zhou**
香港设计

Motivated by the femininity and fierceness of modern women, KKLUE is committed to connection, inspiration, self-expression, and growth.

灵感源自现代女性刚柔并济的个性，KKLUE力求连接女性，激励女性拓宽视野、表达自我、获得成长。

Since 2017 | 2017年成立 | www.kklue.com

KKLUE



Connecting with mentors through the programme has bolstered Kellyn's experience and strategic thinking, as have the opportunities to discuss plans and ideas with C-level executives from the industry. After joining FIP, KKLUE launched Unlock—a collection that was so well-liked by customers that it quickly became one of the best-selling necklaces on Tmall.

加入FIP后，Kellyn得以向来自担任时尚企业高管的导师交流取经，讨论业务计划，从中学习战略思维并丰富自身经验。其后，KKLUE推出深受顾客喜爱的Unlock系列，迅速成为天猫上最畅销的项链产品之一。



Fashion 时装设计

Kay Kwok

Designed in Hong Kong | **Kay Kwok**
香港设计

Driven to fill a gap in the world of fashion, Kay Kwok's eponymous label is boldly and unapologetically avant-garde and futuristic.

Kay Kwok的同名时装品牌以大无畏精神，展现前卫及充满未来感的设计风格，在时尚界独树一帜。

Since 2013 | 2013年成立 | www.kaykwok.com

KAY KWOK



Recognising that a great idea isn't always enough, Kay joined FIP to develop his skills and strategy for adapting to changing markets. In addition to short-term financial support, FIP empowered Kay with comprehensive business training and network building. During his time with FIP, he built a unisex fashion line to critical acclaim.

Kay认识到仅有好设计是不够的，因此加入了FIP以提升适应市场变迁的技能和策略。除了短期的资金支持外，FIP还为Kay提供了全面的业务培训，以及建立人脉网的机会。参与计划期间，他推出了男女皆宜的中性时装系列，广受好评。



Fashion 时装设计

MASSBRANDED

Designed in Hong Kong | **Mass Luciano**
 | **Antoni d'Este**
香港设计

MASSBRANDED is a high-end men's streetwear label that pushes boundaries and revs style engines.

高级男装街头时尚品牌MASSBRANDED挑战尺度极限，引领时尚潮流。

Since 2016 | 2016年成立 | www.massbranded.com

MASSBRANDED

FIP helped Mass and Antoni run a successful enterprise, with their business growing 15% since they joined the programme. The studio space was a real highlight for the duo, as having a place to focus and work within a growing community of local designers helped them keep momentum and build a positive network.

FIP协助Mass和Antoni取得商业成功，加入培育计划后，业务增长了15%。FIP提供的工作室是他俩最喜欢的地方，这里不仅能让他们专心致志地工作，还能结识志同道合的设计界友人，增进交流、共同成长。

INCUBATION

Ear Up Music X DIP X FIP

Crossover of local music & fashion industry
本港音乐与时尚的跨界合作



Serrini x CARI2IE



Chonotenki 超能天气 x Atelier 1303



The Flashback x YMDH

Three online musical showcases in December 2020 and February 2021 spotlighted the exciting possibilities of mixing different creative disciplines. The showcases were the result of the collaboration with Ear Up Music in which 20 local musical units performed in outfits tailored by 20 DIP and FIP designers to suit each group's unique music styles.

在2020年12月至2021年2月期间，举办了三场引人入胜的线上音乐会，触发本港年青时装设计师和音乐人之间破天荒的创意碰撞。来自设计创业培育计划和时装创业培育计划的设计师，分别为20组本港乐团量身定制独一无二的造型，呼应其音乐风格，带来视觉与听觉的双重盛宴。

DIP

Chonotenki 超能天气 x Atelier 1303

The Hertz x Vvisionary

WHIZZ x KLOCKWISE

The Flashback x YMDH

Clave x FromClothing Of

Cow head x KEVIN HO

Club Fiasco x REDEMPITIVE

Merry Lamb Lamb 玛莉羊羊 x Somewhere Nowhere

FIP

Serrini x CARI2IE

Zenwester 马玮谦 & 三元四喜 x Classics Anew

Dipsy Ha x Blind by JW

Mocking Bullet 无稽子弹 x MASSBRANDED

Prune Deer 话梅鹿 x Oplus2

TAO TAO & flat550 x ALPS Annie Ling

FIP Alumni

Nowhere Boys x ANGUS TSUI

Saiseichu 再生中 x Yeung Chin

Carrier 带菌者 x 112 mountainyam

METER ROOM x The World Is Your Oyster

Michael Lai 黎晓阳 x DEMO

GDJYB 鸡蛋蒸肉饼 x MODEMENT



Fashion 时尚设计

Matter Matters

Designed in Hong Kong | Flora Leung
香港设计

Inspired by the Art Deco and Bauhaus movements, Matter Matters celebrates art, graphic design, and fashion.

Matter Matters的作品受艺术装饰风格与包豪斯运动影响，以歌颂艺术、平面设计与时尚为理念。

Since 2013 | 2013年成立 | www.matterreallymatters.com

Matter Matters



Flora saw FIP as a gateway to gaining valuable industry insights. She felt better equipped to overcome challenges by learning from the fresh perspectives and impartial opinions of FIP mentors. Matter Matters strengthened their online retail capabilities and are now working to combine and bolster their online and offline offerings.

Flora把FIP当作获取时尚界内宝贵意见的途径。她尝试从新角度思考问题，加上FIP导师中肯的意见，帮助她做好准备，克服挑战。参与计划期间，Matter Matters成功提高了线上零售能力，目前正全力强化并结合线上与线下零售平台。

The increased media exposure that came from joining FIP, elevated the value of Oplus2 and the commercial viability of its designs in the market. FIP funding support allowed Otto to upgrade and improve the quality of his products. The marketing knowledge and studio facilities all supported his success.

加入FIP后，Oplus2的媒体曝光率与日俱增，品牌价值大幅提升，也提高了品牌设计产品在市场上的商业潜力。创办人Otto通过FIP的资助提高了产品质量，配合市场推广培训及工作空间设施等支援，他的事业获得了突飞猛进的发展。



Fashion 时装设计

Oplus2

Designed in Hong Kong | Otto Tang
香港设计

Characterised by their muted, whimsical palette and philosophical themes, Oplus2 collections have a distinctly dynamic, fresh, and sporty feel.

Oplus2以柔和变幻的色调，配合百搭多元的设计，诠释了豁达的生活哲学，创造出鲜明动感、清新且富有运动气息的时装系列。

Since 2015 | 2015年成立 | www.oplus2.com

O²

**TRAINING
CREATIVE PROBLEM SOLVERS
FOR TOMORROW**
普及设计思维



KODW

智用设计 · 数造新常态

FOR THE NEW NORMAL

DESIGNING DIGITAL FUTURES



As businesses and societies are forced to reset, rethink, and reinvent, Knowledge of Design Week (KODW) made its virtual debut on 26–29 August 2020. With Create Hong Kong as the Lead Sponsor, this popular event lived up to its theme of 'Designing Digital Futures for the New Normal' by adapting to the challenges of Covid-19 and sharing design thinking strategies focused on solving problems and creating value in today's world.

Bridging new technology and user needs, KODW explored how digital transformation and human-centric design can help us navigate uncertainty

and thrive during the pandemic. More than 40 innovative local and international speakers joined the event across 15 thematic sessions and interactive online workshops on topics ranging from global health and wellbeing to the future of work, creativity and design leadership, and brand resilience. A round-table discussion about the adoption of design thinking when it comes to designing future public services was organised by HKDC and the Efficiency Office.

Over four days, more than 10,000 people tuned in to the livestreamed discussions and connected with speakers and like minds on KODW's exclusive community networking platform. The provision of simultaneous interpretation in English, Cantonese, and Putonghua opened discussions up to a broad audience, with those who missed out on the live sessions granted on-demand access for free after the event.

疫情重构了社会和商界，于2020年8月26日至29日期间举行的设计智识周就以“智用设计·数造新常态”为题，首次移师至网上直播平台。活动的主要赞助机构为创意香港。活动与观众探索如何应对伴随疫情接踵而来的挑战，以及如何用设计思维战略性解决问题，为当今世界创造价值。

设计智识周聚焦数字转型和以人为本的设计，阐释通过连接新科技与用户需求，帮助人们扭转“疫”境的范例。演讲嘉宾阵容强大，40多名香港及国际创新领袖在15个主题环节和远程互动工作坊中，

就健康与医疗、未来工作、创意与设计领袖，以及品牌应变力等话题分享了各自的见解。香港设计中心和效率促进办公室还举办了一场圆桌会议，讨论如何把设计思维应用于未来的公共服务设计之中。

超过10,000人收看了为期四天的论坛直播环节，并在设计智识周独家平台上与演讲嘉宾和其他参与者进行了交流。论坛提供英语、广东话及普通话同声传译，成功接触更多全球观众，如错过现场直播亦可在平台免费重温。

「自疫情发生以来）四大趋势正在改变消费者的行为，分别是数字转型加速、直播销售模式、健康意识提升，以及零售渠道的创新。」

Prof. Viveca Chan 陈一枏教授
Chairman and CEO of WE Marketing Group
WE Marketing 主席及首席执行官

“We want to design an enterprise that is responsive, that is agile, and is also data-driven. Those are the key ingredients in building what we call a cognitive enterprise.”

David Chow 周立钊

General Manager and Partner Global Business Services – Hong Kong of IBM
IBM 全球企业咨询服务部香港区总经理及合伙人

“For me, design is all about creativity with purpose, driven by empathy. The success of design is closely linked to the level of interconnectivity of design.”

Eric Quint

Former Vice President, Chief Brand and Design Officer of 3M Company
3M 前副总裁、首席品牌及设计总监

“Because we did everything open source, people around the world started taking our design and building their own. By open sourcing we’re much faster in design, in replication and execution. In a crisis we need to rethink what we do. We try something, we share it, and get feedback immediately.”

Carlo Ratti

Director of MIT Senseable City Lab and
Founding Partner of Carlo Ratti Associati
MIT Senseable City Lab 总监、
Carlo Ratti Associati 创始合伙人

“When talking about the new workplace, they are all about open spaces like having gyms, working cafe, but we never really talk openly about mental health and wellbeing.”

Tatiana Gomez

Workplace Consultant of Herman Miller
Herman Miller 工作空间知识顾问

“Going mobile is becoming more important, as is going digital. Telehealth is not just a trend, it’s a requirement.”

Dr Hong Fung 冯康医生

Executive Director and Chief Executive Officer of CUHK Medical Centre
香港中文大学医院执行董事及行政总裁

「现在，人们更愿意与品牌进行双向交流而非单向，因为人们都希望成为品牌文化的一部分。我代表我所买和所爱，因此品牌不仅仅属于一家公司，更属于拥戴它的一群用户。」

Jason Huang 黄峰

Creator of X Thinking, Founder & CEO of Tang UX
唐颂体验咨询体验思维®提出者、创始人兼CEO

「第四次工业革命刚刚发生，突然出现在人们生活中的人工智能、机器学习、数据和数字触点都与此相关，一切就在此时此刻。」

Clive Grinyer

Design Consultant of Clivegrinyer Limited and
Head of Service Design of Royal College of Art
Clivegrinyer 设计顾问及皇家艺术学院服务设计系主任

“If you’re fast enough to keep up with current events, the ‘issue jacking’ strategy can get a lot of publicity, but at the same time, the brand needs to take a considerable risk. Brands need to be smart enough to handle and evaluate how much impact this strategy has on them.”

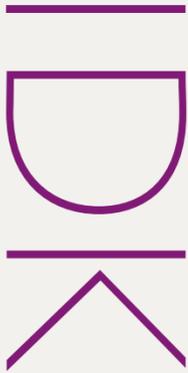
Winnie Lee 李颖茵

Co-founder of Spread-it Limited
Spread-it Limited 共同创办人

“We need to think less in the near term, and think much more about the long-term consequences of what we’re building. And that’s really the key to how to build sustainable design systems going forward.”

Tim Stock

Co-founder / Managing Partner of scenarioDNA
scenarioDNA 共同创办人/董事总经理



设计思维 活学活用

for the Real World

Design Thinking

Design thinking is, at its heart, a human-centric approach. It's about embracing possibilities and finding solutions that have true value to people. These three case studies look at how creatives from different walks of life are harnessing the power of design thinking in real-life projects to make a positive impact.

设计思维是一种以人为本的方法，从人的需求出发，通过思考各种可能性，为不同议题寻求创新解决方案。以下三个案例分享了各行各业的创意先锋如何实践设计思维，带来积极影响。



For a truly usable design, we should involve stakeholders during the ideation process.

一个务实的设计，应该让利益攸关方参与构思过程。



Design thinking is in part about advocating for collective creativity: learning from others to solve problems and inspire change. This same principle can be applied to architecture, an area that One Bite Design Studio, established in 2014 by co-founders Alan Cheung and Sarah Mui, is passionate about developing in Hong Kong. Their interest lies in the concept of 'placemaking', a collaborative process that strengthens connections between people and the places they share.

Their experiences working on an outdoor public installation for the Leisure and Cultural Services Department helped them recognise the value of stakeholder participation, when users commented that green-coloured seats may attract mosquitoes—an issue they had not considered. The studio also collaborated with the Hong Kong Housing Society to design elderly housing in Prosperous Garden. Elderly organisation 'Nutcrackers' was invited to join the ideation

process, and they shared valuable insights that would have been overlooked otherwise. The reveal of the final simulation flat, in full scale, was a testament to the strength of the collaboration. Its facilities and spatial design directly addressed many of the challenges faced by the elderly and their caregivers. Hinged doors were replaced with sliding doors, rooms were laid out with enough space for wheelchairs to turn around in, and everyday objects were placed at easy-to-reach locations.

The experience was enlightening for Alan and Sarah, who believe that a well-designed place should create interaction with people. They changed their studio's motto to 'Interconnecting People and Making Places', as a reminder to always focus on connecting communities through placemaking.

设计思维主张集思广益解决问题，并鼓励创新。这个原则也能应用在建筑领域，这也是Alan和

Sarah在2014年成立一口设计工作室的共同理念，希望把“地方营造”的概念引入香港，通过协作实现以建筑连接社群的效果。

在康乐及文化事务署一个户外公共设计项目中，他们深刻认识到利益攸关方参与的价值。当时，他们以绿色为主题设计艺术座椅，但有用户反映绿色招蚊虫，让他们始料不及。此外，他们为香港房屋协会设计骏发花园长者家居时，邀请了长者组织“小松队”一起参与构思，分享一些可能会被忽视的宝贵见解。他们运用了一比一的模拟空间，让用户更容易去想象和表达实际想法。改良后的设施和空间设计能帮助长者及其照顾者应对多种挑战，例如将门改成推拉门、在房间内预留更多空间方便轮椅移动，以及把日常用品放置在长者更容易触及的地方，效果充分证明了共同设计的重要性。

这个经验对Alan和Sarah来说很有意义，他们相信，一个好的场所和群众是相互影响的。因此，他们把工作室的宗旨改为“连接社群及营造地方”，时刻提醒他们在日后的工作中连结空间与社群。



Alan Cheung & Sarah Mui



Emily Tang's experiences caring for her grandfather with Parkinson's disease changed her trajectory as a designer. Seeing first-hand the challenges he faced when using conventional toilets, and knowing that the risk of falling was an issue faced by countless elderly and disabled people around the world, she was inspired to create the *Libue* toilet bowl. The design incorporated a horse-riding concept that allowed users to skip the body's turning action when using conventional toilets, enabling everyone to use the toilet independently and safely.

Partnering with Joan Calduch Ferran, Emily established a healthcare design studio, Studio Doozy, in 2017. Today, the team employs design thinking in everything from colour choices to product modifications, ensuring they tend to the physical and psychological needs of their users throughout the product development process. By interacting with and gathering feedback from their users, they continue to design leading healthcare and lifestyle products that elevate user experiences.

其后她与Joan Calduch Ferran在2017年共同创立了一家专注护理设计的工作室Studio Doozy。时至今日，他们的团队一直把设计思维贯穿整个产品开发过程，从颜色选择到产品改良，确保能在每一个环节照顾用户的生理和心理需要。通过不断发掘用户需求并收集意见，他们会继续以提升用户体验为目标，设计具有前瞻性的护理和生活产品。

照顾患上帕金森症的爷爷的经验，改变了Emily作为设计师的职业生涯。因亲眼目睹爷爷使用一般厕所时的不便，并意识到无数伤残人士及长者可能都面临因失衡而跌倒的问题，她设计出座便Libue，以供行动不便的人士使用。她把骑马的概念融入设计，让用户在使用一般厕所时可以省去转身的步骤，无需其他人帮忙也能安全使用。

Emily Tang & Joan Calduch Ferran

“We believe that the unceasing modification of designs following the needs of users can help people and bring changes to society.”

我相信只有不断改良设计，紧跟用户需求，才能真正帮助有需要的人，为社会带来改变。



“When we help customers solve problems while tackling their pain points, we create value that enables us to grow with our customers.”

当我们帮客户解决困难、解决痛点时，我们便可以创造价值，与客人肩并肩跑得更快、更远。



A company with a specialised product line will only sustain its business growth if it institutionalises creativity in its culture and operations. For Paul Tai, Regional Director at Mainetti Group, the humble clothes hanger was a product his company perfected for more than 60 years. At the beginning of the Covid-19 pandemic, Hong Kong had a face mask shortage, and Paul knew design thinking could help. His team embarked on a R&D project, using their strengths in manufacturing plastic products. Through iteration and user feedback, they designed HK96, a mask that can be used for up to 96 hours. Design thinking enabled the business to grow, producing a range of hygiene products to fulfil market needs, with a team united towards greater success.

一家拥有专业产品线的企业必须把创意在公司文化和运营层面制度化，才能维持业务稳步增长。万美集团远东区总监Paul表示，该公司60年来精益求精的主要业务，就是制造不同类型的衣架。疫情初期，香港口罩短缺，Paul知道设计思维能发挥巨大作用。因此，他的团队开展了一项新的研发项目，运用自身塑胶产品制造技术通过反复测试及收集用户意见，研发出一款可以连续使用96小时的HK96口罩。设计思维帮助企业获得成长，并推出了一系列符合市场需要的防疫产品，同时增强了团队凝聚力，帮助公司取得更大的成功。



Paul Tai

東澳山水 研作舍 Touch Tung O!

“Touch Tung O!” Community Design Research

The Sustainable Lantau Office of the Civil Engineering and Development Department appointed HKDC, in partnership with Land+Civilization Compositions and MakerBay, as its consultant to conduct a pilot community design research project, with the vision of identifying revitalisation opportunities for the Tung O Ancient Trail and the nearby villages. With a series of design thinking engagement activities, the “Touch Tung O!” team sought to understand the local characteristics of culture, environment, and economy, so as to arrive at guiding principles for designing the trail’s sustainable future.

“东澳山水研作舍”社区设计研究

土木工程拓展署下设单位可持续大屿办事处委托香港设计中心担任顾问，并联合 Land+Civilization Compositions 以及 MakerBay，进行实地社区设计研究，为东澳古道和附近村落寻找振兴改造的可能性。东澳山水研作舍团队通过一系列设计思维参与活动，了解当地的文化、环境和经济，从而就东澳古道未来可持续发展指导原则提出建议。

UNDERSTAND 了解



To build trust and communication, the project team was introduced to locals on organised field trips.

为了获得村民的信任并促进彼此沟通，项目团队实地考察，主动接触当地村民。

ACTIVATE 激发社区活力



The team developed visual tools for villagers and trail users to share their opinions and visions of revitalisation.

团队利用视觉工具，方便村民和步道使用者分享他们对社区振兴的看法和愿景。

DESIGN THINKING STAGES 个设计思维阶段



Ideation sessions were held with stakeholders and trail users to explore future possibilities and spark collective creativity.

团队、利益攸关方和步道使用者一同探索未来的可能性，激发共同设计的力量。

CO-DESIGN 共同设计



To impart understanding and provide a synthesis of local and expert knowledge, initial ideas were shared with the local community.

团队结合了村民与专家的智慧，与当地社区分享初步构思，促进讨论并加深了解。

SHARE AND RE-ACTIVATE 分享与反馈

香港公厕再发现

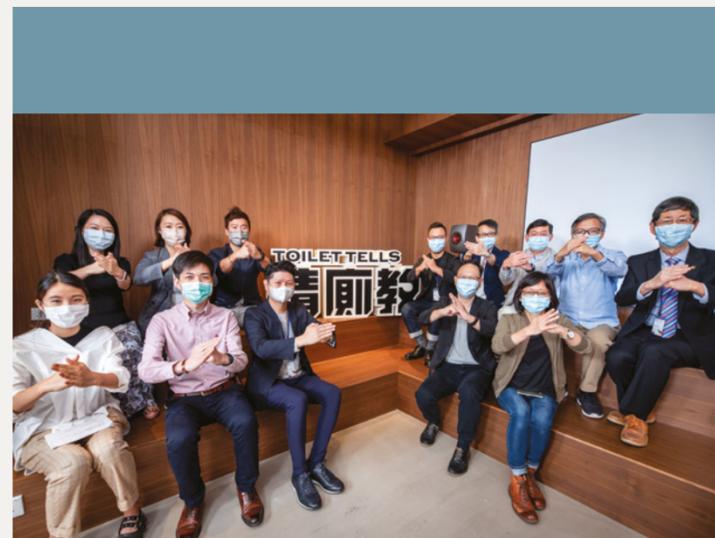
請廁教 TOILET TELLS REDISCOVER PUBLIC TOILET

Toilet Tells – Rediscover Public Toilets

HKDC was the Design Thinking Advisor for ‘Toilet Tells – Rediscover Public Toilets’, which was jointly organised by the Food and Environmental Hygiene Department and the Architectural Services Department. To help ignite innovative ideas for Hong Kong’s public toilet services, HKDC was engaged to guide the design thinking programme. A number of public interactive workshops were delivered by One Bite Design Studio, who acted as the project’s Programme Partner.

请厕教：香港公厕再发现

为激发创新思维，重新思考香港公厕服务，食物环境卫生署及建筑署联合举办了“请厕教：香港公厕再发现”活动，并由香港设计中心担任设计思维咨询顾问，领导这个设计思维项目。项目合作伙伴一口设计工作室则筹办了一系列互动工作坊，让公众贡献自己的意见和想法。



New Ways to Learn During the Pandemic

IDK advances creative thinking across different sectors by providing professional training and resources. As a knowledge platform that focuses on enhancing innovation, design management, and creative leadership, it has been true to its core mission by adapting and evolving its workshop format during the pandemic. More than 700 participants joined training workshops held online and in-person over the course of the year. These training workshops have been an opportunity for participants to explore, develop, and sustain innovative approaches in their workplaces and combat challenges brought by new normal.

疫情下的全新学习模式

设计知识学院通过提供专业培训 and 资源，促进创意思维在不同行业的发展。作为推广创新、设计管理及创意领袖的知识平台，设计知识学院在疫情下调整培训模式，并于过去一年，为700多位参加者提供线上或线下培训工作坊。这些工作坊鼓励参加者探索、开拓并持续运用创意思维，让他们在职场上更得心应手，也能灵活应对新常态带来的挑战。



Design Thinking Workshop @ DIP Design Entrepreneur Day
设计思维工作坊 @ DIP Design Entrepreneur Day



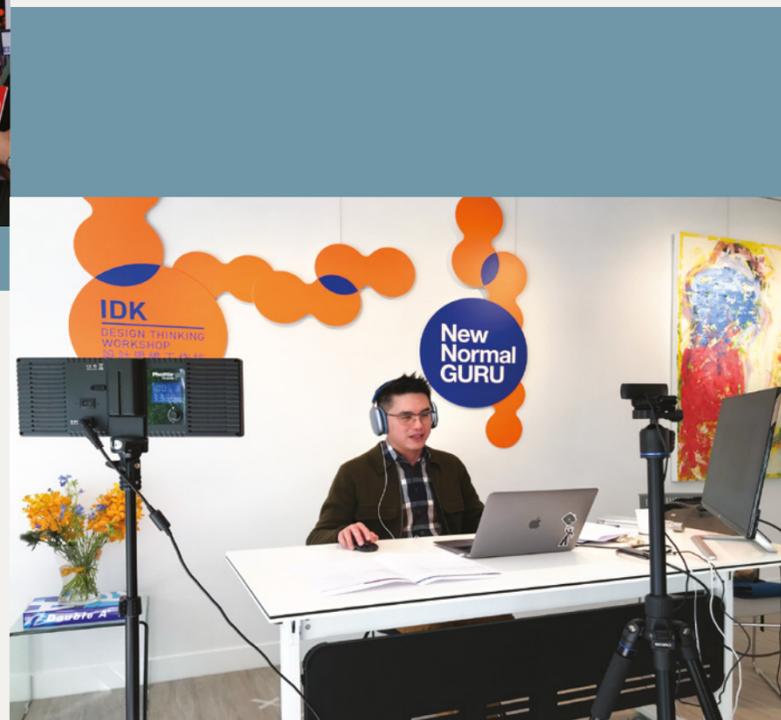
Workshop on Design Thinking: "Innovative Leadership Programme" commissioned by the Civil Service Training and Development Institute of Civil Service Bureau
为公务员事务局公务员培训处举办“创意领袖培训计划”工作坊



Workshop on "Future of Edu-Tech: Smart Learning for Social Impact" co-hosted with MIT Hong Kong Innovation Node and Cyberport
与麻省理工学院香港创新中心及数码港合办“教育科技于未来—影响社群的智能学习”工作坊



Design Thinking Workshop: Designing through Play @ Design Spectrum
设计思维工作坊：玩乐设计@设计光谱



Design Thinking for Civil Servants

As a structured creative process, design thinking can be a powerful approach to overcoming hurdles and embracing innovation within organisations to achieve meaningful outcomes. Since 2013, over 700 civil servants have participated in customised IDK training programmes, held in collaboration with Rama Gheerawo, Director of the Helen Hamlyn Centre for Design of the Royal College of Art. Many of the bespoke training have centred around how public services can keep pace with digital and societal transformations, and participants are encouraged to apply design thinking to drive human-centric public services.

为公务员打造的设计思维培训

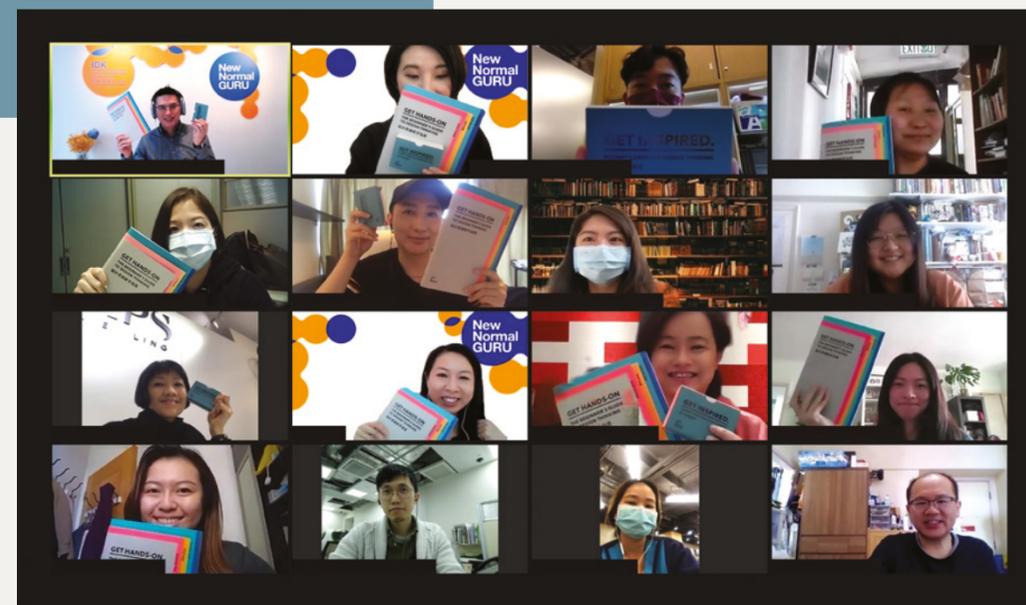
设计思维是系统性的创意过程，也是让机构克服障碍、拥抱创新，并取得实际成果的有效工具。自2013年起，已有700多位公务员参加了由设计知识学院设计、与英国皇家艺术学院海伦·哈姆林设计中心总监 Rama Gheerawo 合作举办的培训课程。其中许多内容以公共服务应如何紧跟数字转型及社会转型的步伐为主题，并鼓励参加者将设计思维应用于公共服务当中。

The New Normal Guru

In 2021, IDK hosted the New Normal GURU series of online design thinking workshops. In response to the way our world has changed in light of the pandemic, facilitators took participants on a journey of self-reflection, covering topics such as sharpening business thinking and boosting team productivity, to find ways to bring more agility and creativity into our lives with design thinking.

新常态达人

2021年，设计知识学院举办了一系列New Normal GURU设计思维线上工作坊。导师带领参加者运用设计思维，一同探讨如何加强商业思维、提升工作效率，让生活变得更灵活、更有创意，帮助我们从容应对全球新常态。



New Normal GURU Design Thinking Online Workshop Series
New Normal GURU 设计思维网上工作坊系列

THE THINKING DESIGN BY EMPLOYEES UNLEASH!

All industries and sectors should actively adopt design thinking, especially in the face of major events, like the recent global pandemic. Design thinking will help the public and private sectors create a sustainable future.

各行各业应积极采用设计思维。在面对重大事件时，例如目前的全球疫情，公私营机构更加需要运用设计思维，才能走上可持续发展之路。

We need to transform ourselves on a daily basis. The goal is to make small changes every day.

我们要日复一日，持之以恒，以每天带来一点点改变为目标。

Miko Cheung 张嘉莹
HR Director of LAWSGROUP
罗氏集团人力资源总监

The accountability and responsibility of understanding the customer and innovating should belong to everyone.

每一个人都肩负着了解顾客需求以及创新的责任。

Gary Liu 刘可瑞
CEO of South China Morning Post
南华早报行政总裁

Design thinking is a mindset that helps you design solutions for your challenges that increase your chances of success. 设计思维是一套思考方式，能帮你想出应对难题的办法，增加成功机率。

Chris Pacione
Co-founder and CEO of LUMA Institute
LUMA Institute 联合创始人兼行政总裁

Using design thinking is a way to experiment in small forms immediately. If you have an idea in the morning, we can test it in the afternoon.

设计思维是一种让你可以小试牛刀，试验即时效果的方法。清早才出现的新念头，下午便可进行实测。

Roel van der Heijde
Former Health Care Consultant of the Rotterdam Eye Hospital
鹿特丹眼科医院前医疗顾问

Be prepared to be wrong and fail... If getting things wrong was going to paralyse what we do, we would never have done what we did.

我们要为犯错或失败作好准备，若错误令我们却步，我们根本不可能取得今天的成果。

Alexander Ng 吴文达
Vice President of Tencent Healthcare
腾讯医疗副总裁

设计思维



Empowering Society to
Adapt to the Changing Times
创意解难 扭转疫境

Back in the 2017 Policy Address, HKDC was excited to hear the Chief Executive of the Hong Kong SAR highlight the need to build Hong Kong's design thinking capability and capacity across all sectors, including business, civil service, and education. Bolstered by this strong policy support, HKDC set in motion big plans to cultivate creative mindsets and design thinking in the community, which culminated in the Unleash! Empowered by Design Thinking programme.

Last year, two events ran: the Unleash! Design Thinking e-Forum, centred on the theme of "Managing VUCA with Design Thinking", and the Design Thinking Certificate Programme for School Leaders, which was about harnessing design thinking to enhance student learning experiences and deepen a school culture that embraces 21st century skills.

As part of the Unleash! programme, two courses were offered: one covered practical applications for leveraging design thinking in teams, processes, products, services, organisations, and people, and was focused on tackling

important interdisciplinary problems in the real world; the other course enhanced organisational readiness by training facilitators to use design thinking effectively.

Ultimately, these initiatives sparked chain reactions across sectors, with more and more people and organisations understanding the value of design thinking for Hong Kong society and helping to drive the city's reputation as a design hub in Asia.

建立香港商界、教育界乃至公共服务行业的设计思维能力，一直是香港设计中心的使命，早在2017年，施政报告便指出了这项工作的重要性。香港设计中心对相关政策的全力支持表示欢迎，并设置开展了“Unleash! 设计思维 无限可能”项目，在社区培养创意及设计思维。

去年，项目以“活用设计思维 驾驭VUCA时代”为主题，举办了“Unleash! 线上论坛”，并开办了“设计思维校长及科主任证书课程”，旨在提升学生的学习体验，并推广面向21世纪的技能。

Unleash! 项目还相继推出了两大专业课程，其中一个探讨设计思维在团队、流程、产品、服务、组织和人材等方面的实际应用，解决现实世界中重要的跨领域问题；另一个课程则通过培训设计思维协调员，协助机构发挥创意解难的成效。

通过各界人士参与及推动，这些计划触发了跨界连锁效应，让更多人和组织了解到设计思维为香港社会创造的价值，也有助于提升本港作为亚洲设计中心的美誉。



无限可能

REIMAGINING
HONG KONG'S LOCAL
NEIGHBOURHOODS

香港社区新“设”想

本
目
录

OUR DESIGN FOOTPRINT

区区有设计

Thanks to our community engagement programmes through BODW CityProg partner collaborations, the creative tourism and placemaking efforts of Design District Hong Kong (#ddHK), and year-round exhibitions and activities at our public-facing initiative Design Spectrum, design ideas and inspiration blossomed across every district in Hong Kong.

“设计营商周城区活动”促成的创意和商业伙伴合作、“设计#香港地”创意旅游及地方营造企划，以及“设计光谱”全年公众展览及活动，让灵感触动城市脉搏，在香港各区绽放设计巧思。

-  **BODW CITYPROG**
设计营商周城区活动
-  **#ddHK**
设计#香港地
-  **DESIGN SPECTRUM**
设计光谱



Design Tsuen Wan Guided Tour
设计·荃湾导赏团

TSUEN WAN 荃湾
Anchor Sites 主要伙伴场地
CHAT & The Mills 六厂及南丰纱厂
Nina Mall 如心广场
Tsuen Wan Youth S.P.O.T 荃湾青年空间

Heart of Cyberpunk - Immersive Fashion Experience
“数码庞克号”创意时尚体验

SSP_People #ppl_chill_dd
深水埗人_人 #人人松dd

Tung Chau Street
137-81 通州街 71-1

SHAM SHUI PO 深水埗
Anchor Sites 主要伙伴场地
D2 Place
JCCAC 赛马会创意艺术中心
openground

Neighbour Maker Workshop
工作坊

Experience Store
体验店

YAU TSIM MONG 油尖旺
Anchor Site 主要伙伴场地
Hong Kong Community College 香港专上学院
K11 Art Mall K11购物艺术馆

Sharing
分享会

FO TAN 火炭
Anchor Site 主要伙伴场地
GLOs Cafe by foody 伙食工业

Guided Tour
导赏团

SAN PO KONG 新蒲岗
Anchor Site 主要伙伴场地
China Bright Production (Lee Hon Kong Kai)
耀华制作室 (李汉港楷)

Pastel Nagomi Art Workshop
和谐粉彩工作坊

躍變·龍城
Kowloon City in Transformation

KOWLOON CITY 九龙城
Anchor Site 主要伙伴场地
Kowloon City in Transformation 跃变·龙城

Exhibition
展览

KWUN TONG 观塘
Anchor Sites 主要伙伴场地
HKALPS & VESSEL 香港芝士民间及发现号
The Quayside 海滨汇

WAN CHAI 湾仔
Anchor Sites 主要伙伴场地
7 Mallory Street 茂萝街7号
White Do Lab 白做研究所

Food for Thought
Installation & Sharing
启蒙之果体验展览及分享会

Play Lives Exhibition
《好玩日日》展览

The Lead
《首》

Sky Castle
《声之穹苍》

The Ripple of Time
《涟·轮》

#APARTOGETHER
《#一齐一个人》

Artist Workshop
艺术家工作坊

CENTRAL 中环

River of Light
《川流不息》

Nature Therapy - See, Hear, Touch, Breathe
《静观自然 - 看见、听见、触碰、深呼吸》

Recess at Harbourfront
《维港放小息》

ABERDEEN 香港仔
Anchor Site 主要伙伴场地
The Warehouse Teenage Club
蒲窝青少年中心

Craftsman Experience
匠匠体验

Nature Therapy - Dream Our Rainbow
《静观自然 - 静思彩虹》

CHAI WAN 柴湾
Anchor Site 主要伙伴场地
Youth Square 青年广场

#ddHK

设计#香港地



A CELEBRATION OF OUR UNIQUE LOCALITIES

地方营造 彰显本港风貌

Embracing the unique "Heung Gong Dei" (香港地) experience, Design District Hong Kong (#ddHK) is a pioneering three-year creative tourism and placemaking project that celebrates culture and creativity in Wan Chai and Sham Shui Po.

Presented by the Tourism Commission, and curated and organised by HKDC, #ddHK seeks to capture how the people of Hong Kong contribute to and shape the city's collective identity by harnessing the collective creativity of different design disciplines. From footbridges to fire stations, parks to harbourside spaces, #ddHK fosters collaborations that highlight the spirit and uniqueness behind neighbourhoods, envisioning them as pop-up "open-air design district galleries". By breathing new life into ordinary public facilities and activating previously underutilised spaces, #ddHK has elevated existing tourist attractions and reconnected people with their localities since its launch.

设计#香港地通过为期三年的创意旅游及地方营造企划，将湾仔和深水埗两区的文化特色与创意精神发扬光大，重塑不一样的香港体验。

由旅游事务署呈献、香港设计中心策展和策划的设计#香港地，连接了不同设计领域的创意力量，勾勒出香港人为这座城市付出的努力和塑造的集体印记。从人行天桥、消防局、公园到海滨，设计#香港地带来跨界别合作，将社区精心策划成限时开放的露天城区设计廊，突显背后的人文色彩。自推出以来，设计#香港地赋予日常公共设施和闲置公共空间新生命，提升了现有旅游景点的吸引力，重新连接了香港人与这片土地。



BRINGING COMMUNITY SPIRIT AND POSITIVE VIBES TO THE CITY AS A "DESTINATION"

重拾社区精神 共建活力旅游城市

The third and final year of #ddHK revolved around the theme of transformation. Harnessing the richness and vitality of both Wan Chai and Sham Shui Po, the year saw distinct programmes rolled out in the two districts, which overflowed with positive vibes, creativity, and community spirit.

The Heart of Cyberpunk - Immersive Fashion Experience and SSP_People projects spotlighted Sham Shui Po's roots as a cultural melting pot of history, fashion, creativity, and craftsmanship, and celebrated the colourful and diverse everyday lives of the neighbourhood's people. In Wan Chai, the transFORM exhibition featured large-scale creative works and installations from Wan Chai to the Central harbourfront, inspiring new ways for the community to engage with public spaces.

步入第三年，也是最后一年的“设计#香港地”，借助湾仔和深水埗两区自身丰富的文化底蕴和活力，以蜕变为主题推出了各式各样的项目，尽显敢创敢想、群策群力的精神。

“数码庞克号”创意时尚体验和“深水埗人_人”项目聚焦深水埗作为文化大熔炉的特点，历史、时尚、创意和工艺乃至街坊邻里的日常生活都令人着迷。而“transFORM 维港蜕变”大型设计作品和装置，则从湾仔绵延至中环海滨一带，激发市民以崭新方式与公共空间进行互动。



HEART OF CYBERPUNK -
IMMERSIVE FASHION
EXPERIENCE

「数码庞克号」创意时尚体验

HIGH-TECH MODERNITY
MEETS URBAN GRIT

With its neon lights, metropolitan high-rises, sights, sounds, smells, and street vendors, Sham Shui Po has been the inspiration behind cyberpunk, futuristic, and sci-fi aesthetics. An area ripe with fringe fashion, unique design ideas and raw materials, it's no surprise it has been the backdrop for many cinematic worlds.

To explore this part of Sham Shui Po's identity and perception, we joined hands with guest curator and creative director of this fashion extravaganza, Eugene Leung, creative partner, Number 2, and various local and overseas multidisciplinary designers as well as NGOs, non-profit organisations, local shops and ethnic minority groups, etc. to bring Heart of Cyberpunk (HOCP), an immersive fashion experience to underused public facilities and open spaces in Sham Shui Po from 17 to 25 October 2020. The experiential event was a cross-disciplinary showcase of fashion and design, and featured a variety of peripheral activities that transformed the area into a futuristic metropolis straight out of a blockbuster sci-fi film.



旧区重生 超现实都市蜕变

五光十色的霓虹灯、密集的高楼大厦、熙来攘往的小贩市集……令人目不暇接的深水埗街头风景，一直是赛博朋克文化、未来主义及科幻美学的灵感来源，还曾多次登上大银幕，成为无数电影的取景地。该区丰富的布艺原材料，也造就了独特的设计理念以及大放异彩的时装风格。

“数码庞克号”创意时尚体验正是一场探索深水埗多元文化身份的大型汇演，设计#香港地团队与创意时装活动客席策展及创作总监梁慧德、创意伙伴Number 2、多位本地及海外设计师，以及区内民间机构、商店及少数族裔居民等联手，在2020年10月17日至25日期间上演时尚设计沉浸式跨界体验，配合系列周边活动，带大家走进科幻电影中的未来大都市。





The location choice of Tung Chau Street Temporary Market was creative and subversive, with the space feeling like the headquarters of a spaceship that had been hidden under the Golden Seam (i.e. the flyover) in the middle of the city. The exhibition meticulously applied barrier-free accessible design to cater for the needs of different visitors. Visitors entered through an abstract tunnel which led to the living quarters of the future. Past these space-age bedrooms was a laboratory where the public came face to face with cyberpunk voyagers wearing outfits created by ten up-and-coming local fashion and accessory designers. Bringing together sci-fi trimmings and urban motifs to create outfits that interpreted what it means to be cyberpunk, the looks were created with materials sourced from Sham Shui Po. To preserve the unique ensembles, each piece was hand-made into a limited-edition collectible figurine.

活动别开生面地以通州街临时街市为主场馆选址，贴心应用了无障碍展览设计，照顾不同观众的需要。主场馆就像一艘隐藏在城市中心“黄金接缝”（天桥底）下的太空船，参观者先步入时光隧道通往未来生活区，穿过太空舱卧室到达实验室，最后遇上各个来自未来的时空旅人，他们身着由十位本地新晋时装及配饰设计师创作的服装。设计师结合科幻装饰材料及都市图腾，通过衣服各自演绎出心目中的赛博朋克风，材料也全部在深水埗采购。独特的设计作品也被手工制作成限量版立体人像模型，作为收藏纪念。

To tell the *HOC*P story with richness and depth, the event utilised different mediums, crossing over various disciplines of design. The showcase featured everything from fashion to film, 3D modelling, props and set design, illustration, animation, mural art, exhibition design, technology and performing arts, and was created in collaboration with local creatives from Sham Shui Po and recognised international experts. #ddHK invited visitors to connect with and explore the community in creative ways, which enhanced their appreciation of the neighbourhood's unique offerings. This helped to preserve the sense of locality and share an authentic experience of Sham Shui Po's defining qualities.



活动还利用了各种媒介、跨越不同的设计领域，来自深水埗的本地创作达人及国际知名专家合作，展示了时尚、电影、3D建模、道具及场景设计、插图、动画、壁画艺术、展览设计、科技及表演艺术等领域的新颖尝试，诉说“数码庞克号”的故事。观众可借此以创新方式探索社区，发掘和欣赏社区的独特之处，通过真实体验体会深水埗的本质，从而实现保护地区文化的目标。



TRUE STORIES FROM LOCAL CHARACTERS

设计细说深水埗故事

Sham Shui Po has endured years of change and challenge—shaping the district's identity, culture, history, and community dynamics. Known for its abundance of colourful fabric, accessories, electronics, and other raw materials, it has evolved from an ageing district into a treasure trove for local creative industries, and a hub for emerging design studios, cafés and boutiques.

In recognition and celebration of the people of Sham Shui Po, SSP_People turned the neighbourhood into an urban living room, where the community can come together to interact and inspire one another. #ddHK joined hands with a local curatorial team led by guest curator Michael Leung and Pat from Wontonmeen, the project's creative partner based in Sham Shui Po, and presented a range of site-specific design installations co-created by people and organisations of different ethnic and cultural backgrounds for a range of public spaces. In addition, SSP_People featured two self-guided routes to connect people with the stories of the area, inviting exploration on foot or bike with an audio guide.

深水埗的特色、文化、历史和社区互动，历经多年变迁和挑战而形成。这个历史悠久的地区以售卖包罗万象的布料、配饰、电子产品及其他原材料而闻名，近年更发展成本港创意产业基地，汇集新兴设计工作室、咖啡店和小店。

为了呈现深水埗精彩的人和事，“深水埗人人”把这里塑造为“城市起居室”，人们可以在这里互动交流、互相启发。“设计#香港地”团队联合客席策展人梁展邦和扎根深水埗的创意伙伴 Wontonmeen 主理人 Pat 策划，在公共空间展示一系列由不同种族和文化背景的居民和非营利组织共同创作的特定场地装置作品。此外，“深水埗人人”还提供两条自主游览路线，邀请观众以步行或骑行的方式，配合语音导览，细心发掘当地故事，把人们与区内故事联系起来。



SHOP CAT SPOTLIGHT 猫店长登场

#ppl_meow_dd #人人和猫dd

#Tai Nan Street Refuse Collection Point #大南街垃圾收集站

Over 500 shop cats live in the Sham Shui Po district, welcoming visitors and customers to stores with furry friendliness. Kristopher Ho was inspired by these unique critters and teamed up with volunteers from Hope of the City, a non-profit youth group, to create a 20-metre-long mural, #ppl_meow_dd. As well as shop cats, the mural features cotton flowers to symbolise the area's textile trade. A short film on the theme, Meow Shui Po, was also made by filmmaker Bobyea.

深水埗区有500多位猫店长，这些毛茸茸、人见人爱的小动物是名副其实的店铺亲善大使。Kristopher Ho 以此为题，联合社区组织“城市的盼望”(Hope of the City)的义工，创作了一幅20多米长的壁画《人人和猫dd》。除了画上猫店长，背景还画上了棉花，象征着深水埗的布料行业。导演Bobyea还以一众猫店长为主角拍摄了一部名为《喵水埗》的短片。

REAL-LIFE CHATROOM 聊天起居室

#ppl_chill_dd #人人松dd

#Nam Cheong Street Sitting-out Area #深水埗南昌街休憩处

#ddHK joined forces with a group of Hong Kong designers and Sham Shui Po residents to transform the neighbourhood's centre and allow curious visitors the chance to renew their appreciation of the district. Together with local kaifongs—people from the same community—they co-created three sets of design installations, #ppl_chill_dd, which turned a park into a “real-life chatroom”.

Featuring painted phrases from different languages by Katol; life-size multidimensional cultural figures by Rex Koo; handmade lanterns crafted using traditional materials and deadstock textiles from the area, by kaifongs apprenticed with Mr Au Yeung Ping-chi, the second generation of Bo Wah Effigies; and music videos featuring local residents from different backgrounds singing popular songs from their cultures and nationalities, the installations were an uplifting celebration of diversity.

为了让好奇的市民有机会重新认识并欣赏深水埗，“设计#香港地”团队联合一众香港设计师及深水埗居民改造这个街坊小憩的地方，共同创作了三套装置作品，将公园变成“聊天起居室”，希望能让《人人松dd》。

这些装置突出深水埗的多元文化，包括Katol手工绘制的不同语言的问候短句；Rex Koo创作的真人大小立体人像，重现一位位文化传奇人物；本区纸扎文化传承人——宝华扎作第二代传人欧阳秉志先生与街坊学徒利用传统物料扎成的灯笼；以及由不同种族的居民以各自母语唱出传统民族歌曲的音乐录像，歌颂了区内的多样性。



PUTTING LIFE INTO A LIVING ROOM

重现日常故事

#ppl_lean_learn_dd #人人学dd

#Nam Cheong Park #南昌公园

Together with young people from “10 Stories 100 Pieces” of the Hong Kong Young Women's Christian Association, Christian Concern for the Homeless Association, Project Futurus and Walk in Hong Kong, a living room was created to display Sham Shui Po's stories and population demographics. The space was designed with recycled pallets and paper tubes, and visitors could “lean and learn” as they deepened their understanding about the community through design, social, and cultural lenses.

设计#香港地团队与社区组织Project Futurus、活现香港，以及来自香港基督教女青年会拾源百块及基督教关怀无家者协会的青年人，用废弃卡纸和纸筒制作并设置了一个小型的深水埗生活起居室，展示区内丰富的故事和人口数据，让大家在休憩之余，还能从设计、社会和文化角度深入认识社区。



SKILLS LEVELLED UP

升级再造

#ppl_upcycle_dd #人人造dd

Working with coaches and students from Hong Kong Young Women's Christian Association and the Christian Concern for the Homeless Association, #ddHK organised woodworking classes to train participants. They applied their new skills to 10 local shops, communicating and understanding the owners' needs to custom-make upcycled furniture using recycled materials and design thinking. The pieces are exhibited for visitors to see at the stores while exploring the local trades of Sham Shui Po.

设计#香港地团队与香港基督教女青年会拾源百块及基督教关怀无家者协会合作举办的木工手工艺班，向参加者教授了新技能。他们还拜访了十间区内小店，了解每位店主的需要，利用设计思维和回收材料，带来升级再造的家具，让观众欣赏展品之余，体验深水埗新旧店铺的特色。



WOVEN STORIES

编织故事

#ppl_weave_dd #人人织dd

#Maple Street Playground #枫树街游乐场

Students from HKICC Lee Shau Kee School of Creativity gathered deadstock fabric from around Sham Shui Po to create #ppl_weave_dd. The piece aimed to remind others that Sham Shui Po is not just a supply base for the fashion industry but can be a source of design inspiration. The final tapestry was hung on the fence behind a goal on the sports ground, and showed population demographics interpreted in multiple colours and patterns in the woven, fabric strip design.

深水埗不仅是时尚行业的原料供应地，也是设计灵感的源泉。香港兆基创意书院学生就收集了来自深水埗布行的尾料，创作了《人人织dd》。这个大型编织品高挂于球场球门后的铁丝网上，以布条织出不同形状，通过抽象化的图案和颜色展示了深水埗的人口数据。



Splashes of colour and culture

Hong Kong is a city defined by its resilience and adaptability. #ddHK sought to capture that spirit by curating a series of installations that encouraged people to enjoy being outdoors and celebrate the city's unique beauty.

Using placemaking and design thinking, seven sets of installations designed by local and overseas creatives were exhibited along the Hong Kong harbourfront. Inspired by Tai Hang's fire dragon dance and Chinese garden elements, the installations appeared to embrace Victoria Harbour, like a fire dragon blessing Hong Kong. In a year when social distancing measures were in place, the installations were mindful of space, ensuring visitors were safe while still being able to engage with the installations.

The overall effect was soul-soothing, with many visitors able to relax and escape the stresses of daily life and live in the moment. The installations also unveiled a pilot for a walking and running route along Hong Kong's famous harbourfront, exuding the charm of the new Pearl of the Orient in this tourist landmark.

创意飞扬 维港海滨新面貌

香港这座城市以坚韧的生命力和适应力著称，设计#香港地策划了一系列装置作品，来捕捉这种香港精神，并鼓励人们探索户外，欣赏城市美景。

七组装置由本港及海外创意团队设计，利用地方营造理念，沿着壮丽的香港海滨展出。这些装置的灵感来自大坑舞火龙以及中式园林设计元素，高空俯瞰犹如紧抱维多利亚港的火龙，为香港送上祝福。在实施社交距离措施的这一年，这些装置以空间距离为重点，让游客能够安心与装置进行互动。

项目让游客放松身心，摆脱日常生活压力，享受当下，还连结出一条试验性的散步及跑步路线，让维港这个旅游地标以全新方式散发东方之珠的魅力。

RIVER OF LIGHT # 川流不息

Central Harbourfront Event Space
中环海滨活动空间

Commissioned from world renowned US-based artist Patrick Shearn of Poetic Kinetics, the River of Light was a polychromatic installation comprising more than 45,000 colourful streamers stretching across 700 square metres of air. It marked the Hong Kong debut of the acclaimed "Skynet Art Series" and was the final act of the transFORM exhibition. As a kinetic sculpture, River of Light moved with the wind, creating a magical effect for those viewing it. With a light-reflecting band running through it, the river symbolically connected the past, present, and future of our city with life, growth, and the sense of hope and promise that comes from moving water—just as the harbour has always been a source of life and opportunity for Hong Kong.

多姿多彩的《川流不息》委托美国知名设计工作室Poetic Kinetics的艺术家Patrick Shearn创作，利用超过45,000条彩带组成，在空中绵延近700平米，极具视觉效果。这是著名《Skynet》系列作品首次在香港展出，也是维港蜕变的压轴展览。随风飘扬的彩带优雅而充满动感，中间由一条反光带组成的“河”贯穿整个装置，犹如贯穿古今的时光之河，展现流水带来的无限生机和希望，衬托出维港为香港带来的充沛活力和无限可能。



THE LEAD #首

Harbourfront, Causeway Bay Typhoon Shelter
铜锣湾避风塘海滨

The Lead was meticulously made using chamber bitter covered with incense sticks by the Tai Hang Residents' Welfare Association, and was shaped like mountains and rocks in a Chinese garden pond, representing good wishes for our homes. This cultural installation was designed to follow the curve of the harbourfront, evoking the lead-in for the Tai Hang fire dragon and culminating with the *River of Light* in Central—the dragon's tail.

《首》的灵感源于中式花园水池中的假山石，由大坑坊众福利会亲自监制，用珍珠草手工扎成龙首，并插上火红的长寿香，寄托美好期许。意味深长的装置作品是大坑火龙意象系列的开幕之作，延伸至《川流不息》为结尾，犹如火龙盘踞，形成首尾呼应的效果。



APARTOGETHER #一齐一个人

Harbourfront, Causeway Bay Typhoon Shelter
铜锣湾避风塘海滨

Adapting to the new normal of social distancing, One Bite Design Studio reimagined outdoor space, and created *#APARTOGETHER*, a series of pieces of pavilion-style outdoor furniture that allowed visitors to be outside together, while remaining apart. Whether visitors enjoyed a quiet seated moment or a solo merry-go-round ride, each of the furniture pieces was thoughtfully designed so users could share the facilities while maintaining a safe distance.

公共设施的设计如何能适应新常态？经过反思后，一口设计工作室创作出一系列“亭台”式户外家具，既可静坐沉思，也可坐上旋转木马，让游人享受“一齐”但又“一个人”的时光。每件家具都经过精心设计，游人可毫无顾虑地一起享受公共设施和空间。



SKY CASTLE #声之穹苍

Water Sports and Recreation Precinct, Wan Chai
湾仔水上运动及康乐主题区

Australian multimedia design studio ENESS worked with local design and production team Hattrick Creative to bring their interactive installation, *Sky Castle*, to Hong Kong. As visitors moved through the 12 illuminated inflated archways, they triggered an audio soundscape. The result was an immersive and dreamy expression of Wan Chai's urban energy.

澳大利亚多媒体设计团队ENESS联合本港设计与制作团队雅卓创意，将互动装置《声之穹苍》带到香港。当游人漫步于十二道色彩斑斓的充气“门窗”之下，就会听到收集自香港不同角落的声音，在梦幻迷人的氛围中感受湾仔的活力。

THE RIPPLE OF TIME #涟·轮

Victoria Park
维多利亚公园

Local event and visual design agency Double V recreated the changing coastal line of Wan Chai in *The Ripple of Time*, a kinetic installation pieced together from over 2,000 colour panels. The undulating motion of the sculpture echoed the pace of city life, with an accompanying mobile app allowing visitors to make a wish, listen to collected stories from the people of Wan Chai, and learn more about the district's history.

本地设计团队Double V用2,000多片彩色板块拼出《涟·轮》动态装置，重新演绎湾仔海岸线的变迁。板块随池水起伏互相敲击，仿佛香港急促生活节奏的回响，市民通过手机应用程序，可以向水池许愿，也可以仔细聆听湾仔街坊的故事，深入了解该区的历史。



RECESS AT HARBOURFRONT #维港放小息

Central & Western District Promenade
中西区海滨长廊

Inspired by childhood games such as Rock Paper Scissors, Hopscotch, and Traffic Light, *Recess at Harbourfront* took five game-inspired floor designs and scattered them along the promenade. In this experience created through a series of public space design workshops led by local design team Napp Studio, users of all ages redesigned the games and tweaked the rules to try out new takes on old games.

灵感取自童年游戏的《维港放小息》，把五组地面游戏图案设计放置于中西区海滨长廊之间。纳设计与建筑事务所团队通过多场空间设计工作坊，邀请不同年龄人士重新设计游戏，或开创新的游戏规则。



NATURE THERAPY - DREAM OUR RAINBOW #静观自然 - 静思彩虹

Wan Chai Pierside HarbourChill
湾仔码头之海滨休憩站

Chinese gardens are designed to create a sense of infinite enchantment within a definite space. Using artificial and natural elements, local design studio Milk Design unearthed the versatility of open space in five sense-awakening works. Designed to immerse visitors in the beauty of nature, these were a feast for all the senses, with their core work, *Dream Our Rainbow*, rewarding visitors' mindfulness with a glimpse of a shimmering rainbow.

中式园林的精髓在于利用有限空间，创造无限的明媚风光。本港设计工作室Milk Design利用人工及自然元素，通过五组感官装置，让市民发掘公共空间的无限可塑性，感受自然之美。该系列的主要作品《静观彩虹》鼓励参与者静心练习冥想，完成后还能看到难得一见的彩虹，慰藉身心。

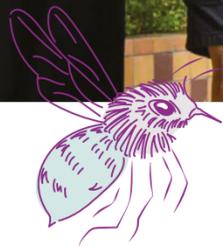
NATURE THERAPY - SEE, HEAR, TOUCH, BREATHE #静观自然 - 看见、听见、触碰、深呼吸

Central & Western District Promenade
中西区海滨长廊



BODW CITYPROG

设计营商周城区活动



Nurturing a Hive of Ideas

BODW CityProg is designed to connect local creative and design units and organisations with innovative co-creation, partnership, and exchange opportunities. Like a beekeeper, CityProg fosters cross-pollination in creative collaborations, tending to local partnerships to build a hive of ideas and activity that can sustain the community and beyond. An extension of BODW, CityProg encompasses three distinct platforms: Anchor Site Festivals, Design EduVation Programmes, and Satellite Events & Offers. It is supported by Create Hong Kong, its Lead Sponsor.

The third year of CityProg was centred around a powerful theme: 20/20 Vision of a Post-Pandemic World. It saw the launch of the CityProg Design Scavenger Hunt, an app-powered urban exploration redemption campaign that invited the public to connect creative dots across the city.

创意蜂拥 采集设计灵感

“设计营商周城区活动”旨在促进和推动创意设计界、商业及社区机构之间的共创、互助与交流。“城区活动”就像养蜂人一样，悉心传播创意花粉，鼓励本地合作伙伴汇聚灵感并推出各种活动，让设计行业保持活力。作为设计营商周的社区延伸，活动包含三大合作平台：“主要伙伴场地创意节”、“公众社区教育项目”及“卫星活动及优惠”。“城区活动”的主要赞助机构是创意香港。

第三届“城区活动”围绕“后疫情时代的20/20视野”为主题，推出了城市追踪有奖手机游戏“城区设赏”。



150+ Creative units, businesses & community organisations connected
创意和设计、商业及社区机构

17 Anchor Site Festivals
主要伙伴场地创意节

5 Design EduVation Programmes
公众社区教育项目

100+ Satellite Events & Offers
卫星活动及优惠

Creative and Design Community Activation
CityProg has the role of cultivator, catalyst, and harvester when it comes to supporting the growth of a design ecosystem, enabling projects to bloom and bear fruit.

Empowering partners to develop and enhance their businesses and projects, CityProg enables new initiatives to thrive. A design ecosystem relies on cross-pollination, and CityProg brings together partners and resources, helping to nurture young creatives by facilitating the exchange and blossoming of ideas all over the city.

创意及设计激活社区
“城区活动”潜心培育区域合作伙伴，让设计生态蓬勃发展，在各处结出创意果实。

构建设计生态的重中之重是广泛传授创意花粉，在“城区活动”的支持下，新计划不断蜂拥而来。“城区活动”促使合作伙伴交换并善用各自的资源，发展提升了各项目的创意成果，驱动生力军振翅飞翔，让创意在整个城市开花结果。



HUMMINGBIRD PRAISE

伙伴共鸣



Last year, we recruited more than 40 young people to coordinate and organise events for BODW CityProg. These young people were able to lead the events and contribute to their own community.

在去年的“设计营商周城区活动”中，我们招募了四十多位年轻人参与统筹组织工作，让他们成为活动的主导者，为自己生活的社区作出贡献。

Wan Cho-leong and Janette Wong
温祖亮 (温Sir) 及黄晓庭

Unit-in-charge and Youth Worker of Tsuen Wan Youth S.P.O.T.,
The Hong Kong Federation of Youth Groups
香港青年协会荃湾青年空间单位主任及青年工作人员



In spite of being good quality, the works or activities we have done in the past seem to be very “rough” and not trendy enough. For China Bright Production, BODW CityProg plays a leading role in teaching us to equip ourselves and tackle challenges with creativity in these changing times.

虽然以往我们的作品或活动的质量很高，但看起来十分“土气”，不够新潮。对耀华制作室而言，“设计营商周城区活动”就像是一个领导角色，教会我们如何去装备自己，运用创意应对时代转变带来的挑战。

Lee Kin-ming & Jacqueline Lee
李健明 (阿健) 及李维明

Project Managers, China Bright Production
耀华制作室项目经理



In the past few years, Architecture Commons Limited has participated in BODW CityProg and met many like-minded groups. Everyone has their own views on community development – and we’re glad that some ideas set aside in the past seem to be implementable through collaborations.

参与“设计营商周城区活动”的数年间，Architecture Commons Limited认识了许多志同道合的团体，大家对社区发展都有自己的看法，某些以往被搁置的想法，在共同合作的情况下似乎能够一步步实践，是一件非常值得开心的事情。

Eric Ho 何力辉

Co-founder and Director,
Architecture Commons Limited
Architecture Commons Limited 创办及合伙人





Cross-Pollinating the Creative Community

传播创意花粉

Fostering creative collaboration and nurturing design in the community
推动创意协作，在社区酝酿设计



Design thinking to make a difference
让设计思维成就改变

HKFYG Tsuen Wan Youth S.P.O.T. is an NGO for youth that has extensive experience in community work, but was yet to employ design thinking to organise their programmes. The CityProg team worked with them to co-create an engaging Anchor Site Festival programme.

The programme connected Youth S.P.O.T. with one of CityProg's Design EduVation partners, the American Institute of Architects, to organise student workshops about the design of the communal space LightBe, a social housing project in Tsuen Wan. It also secured CityWalk as a venue sponsor for Youth S.P.O.T. Anchor Site Festival's exhibition, and helped promote the events with digital advertisements at The Mills and Nina Mall in Tsuen Wan.

香港青年协会荃湾青年空间是一所非营利机构，已为区内青少年服务多年，经验丰富，但从未尝试运用设计思维来策划他们的活动。鉴于此，“城区活动”团队与他们合作主办了“主要伙伴场地创意节”，增添了活动新意。

该计划促成了荃湾青年空间与“公众社区教育项目”策略伙伴美国建筑师学会香港分会的合作，双方联合举办学生工作坊，探讨位于荃湾的“要有光”社房企公共空间设计。“城区活动”还协助他们获得荃新天地场地赞助，以举办“主要伙伴场地创意节”展览，同时获得南丰纱厂及如心广场赞助数字广告屏，提升活动在区内的影响力。



A festival made in Fo Tan
火炭制造 发挥本港创意

Since joining CityProg in 2019, GLOs Café by foody was able to invite two Fo Tan-based creative partners to help expand and co-create an Anchor Site Festival with CityProg's encouragement and support.

These collaborations inspired and activated other creative units in Fo Tan to join in, enhancing the magnitude of the event and its uniquely Fo-Tan culture within a 'Made in Hong Kong' context. Industry professionals contributed by sharing their views on Hong Kong's industrialisation. The team also organised guided tours of neighbourhood design studios, so the public could discover the creative side of Fo Tan.

自2019年加入以来，伙食工业在“城区活动”的鼓励与协助下，成功邀请了两个同样位于火炭的创意伙伴共同策划“主要伙伴场地创意节”，让区内的创意氛围变得更浓厚。

这些合作触发了区内其他创意机构的兴趣和参与，进一步扩大了活动规模，更突出了“香港制造”的独特火炭文化。活动包括由业内人士分享对香港工业化的看法，以及带领公众走访区内的设计工作室，让他们发掘火炭的创意潜力。

Skilled in calligraphy and signage design, China Bright Production (CBP) is part of a community bringing new energy and inspiration to San Po Kong, a heritage industrial area. Inspired to collaborate with the Anchor Site, CBP welcomed cultural and creative groups, as well as second-generation factory owners who shared how design has transformed their brands and businesses into forces for social good.

Through CityProg's partnership, community connections have strengthened. With more platforms, the public learned about San Po Kong's design industry—including an opportunity to join a public stencil typography workshop at PolyU Hong Kong Community College.



A sign of good things to come
“招”来新想法

擅长书法和招牌设计的耀华制作室，一直希望为新蒲岗这个旧工业区注入新灵感。自从成为“主要伙伴场地伙伴”，耀华制作室陆续请来文化创意团体及二代工厂主，分享设计如何把他们的品牌和业务转化为造福社会的力量。

通过“城区活动”的合作关系，社区间的连结得以加强，而不同的活动平台也加深了公众对新蒲岗区内设计行业的认识，例如由香港理工大学社区学院举办的公众模版字工作坊。



Spotlighting social issues
聚焦热门社会议题

Focusing on design research projects centred around social issues, Enable Foundation and its projects enjoyed greater public engagement by joining CityProg as a Design EduVation partner in 2019.

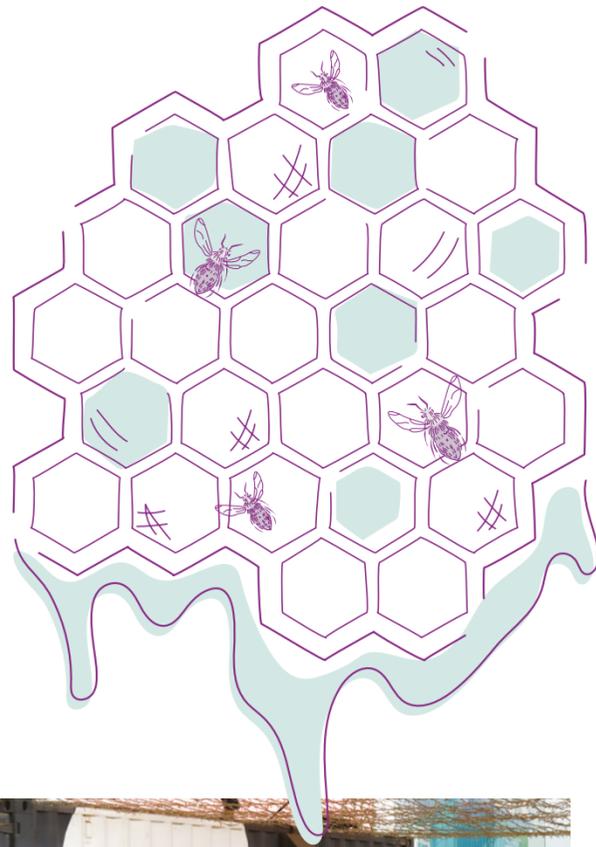
They won a Special Annual Award for Social Design at the 2020 Golden Pin Awards and continued this success by joining CityProg again. In 2020, they rolled out the Dementia Hong Kong Co-Creation Showcase II, organising two public exhibitions in Jordan and Sheung Wan.

With CityProg's funding support, Enable Foundation extended their physical event to a digital format to create more opportunities for participation, including co-creating a 'resting room' for those with dementia.

启民创社一向致力于通过旗下项目，围绕社会问题进行设计研究，2019年成为“城区活动”的“公众社区教育项目”伙伴后，成功吸引更多公众参与活动，屡创佳绩。

在2020年夺得金点设计奖年度特别奖社会设计奖后，他们于同年再度加入“城区活动”，推出“脑化香港”设计物语II，并在佐敦及上环举办了两场公共展览，让大家进一步认识脑退化症及认知障碍症。

在“城区活动”的支持下，启民创社把线下活动延伸到线上，更多普通民众得以参与其中，活动内容包括为脑退化症患者而联合创作的《休息室》，以引起外界关注。



Making public space inspiring
公共空间承载灵感

NGO HKALPS runs a public event space in Kwun Tong. Experienced at event management and hosting different art events, they provide indoor and outdoor spaces for external parties to reach their audiences. CityProg reached out to HKALPS to organise “The Discovery of Design Arts among Kwung Tong Business District” Anchor Site Festival, and utilised seed funding from the programme.

The festival comprised a large outdoor exhibition, and guided design and industrial history tours of Kwun Tong for the community. The exhibition was well received by visitors, which encouraged HKALPS to organise large-scale installations and showcases in outdoor public spaces in the future.

非营利机构香港艺土民间一直在观塘经营公共活动空间，专为其他机构提供室内外场地以触及目标群众，拥有丰富的活动管理和筹办经验，尤其是各种艺术活动。因此，“城区活动”邀请香港艺土民间成为主要伙伴场地，举办“发现观塘商贸区中的设计艺术创意节”，利用计划提供的种子资金筹办活动。

创意节包括大型户外展览，以及介绍观塘区设计及工业历史的导赏团，反应热烈，为香港艺土民间日后再度举办大型户外装置及展览奠定了基础。



Cultivating a Thriving Hive 培养创意社群蓬勃发展

Fertilising design projects and potential by providing support and opportunities
给予充分支持和机会，
培养和促进设计项目繁荣发展



Growing from participant to partner
从参与者到合作伙伴

Architecture Commons Limited first joined CityProg in 2018 with the Design EduVation programme “Creative Windows”, which inspired them to explore how people think about public spaces, communities, and human-centric neighbourhoods. They established Neighbourhood Innovation Lab in 2019 to help foster an inclusive neighbourhood identity in dense Asian cities and to contribute to bettering society through design and architecture. They joined CityProg again in the same year, as an EduVation partner with seed funding support.

In 2020, thanks to CityProg's network and introductions, Architecture Commons became a Satellite Event partner and connected with Swire Properties to continue Neighbourhood Innovation Lab in Wan Chai. The project received funding support from ChinaChem and extended to Tsuen Wan.

Architecture Commons Limited当初以2018年举办的“公众社区教育项目”Creative Windows为契机，成为“城区活动”的一员，这也促使他们探索大众对公共空间、对社区以及对重视人情味的邻里关系的看法。他们于2019年创立伙伴关系邻里研究所，为人口密集的亚洲城市打造包容性邻里身份，并通过设计和建筑创造更美好的社会。同年，他们以公众社区教育伙伴身份再度参与“城区活动”，并获得种子资金发展项目。

在2020年，经“城区活动”牵线，Architecture Commons成为卫星活动合作伙伴，并成功携手太古集团，让伙伴关系邻里研究所的运作得以在湾仔延续。此外，该项目亦获得华懋集团赞助，举办范围覆盖至荃湾区。



Nurturing a Creative Cycle

推动创意循环

Empowering designers to connect with others, and building a future-focused ecosystem

让设计师连结各界，构建放眼未来的创意生态



Helping youth to thrive
助青少年展翅高飞

Hong Kong Children & Youth Services (HKCYS) has been a CityProg partner since 2018. The collaboration started with engaging young people to take part in a fashion parade at the Fo Tan Anchor Site Festival. GLOs Café by foody further strengthened this partnership by supporting 20 HKCYS young people to produce a short film under the mentorship of renowned local film art director, Alex Mok.

In 2020, foody continued their support by mentoring HKCYS participants in visual design and videography. In recognition of the partnership, HKCYS presented HKDC with a Caring Community Award in 2020.

香港青少年服务处自2018年起成为“城区活动”的合作伙伴，并在首次合作中鼓励年轻人参加火炭“主要场地伙伴场地创意节”的时装汇演。其后，伙食工业为20位香港青少年服务处的年轻人提供支持，在本港著名电影艺术总监Alex Mok的指导下制作短片，进一步加强合作关系。

2020年，伙食工业继续为香港青少年服务处的参加者提供支持，让他们接受视觉设计和摄影培训。香港青少年服务处还在2020年向香港设计中心颁发关怀社区奖，表彰友好伙伴关系。



Connecting a neighbourhood with its culture
连结街坊与文化

Using seed funding from CityProg, openground brought together a group of cross-disciplinary designers to become 'neighbour makers'. Through a series of design thinking workshops, the team engaged the community, budding designers, and Sham Shui Po neighbourhood craft stores. The aim was to use design thinking to connect the community with the district's material suppliers and local craftsman, bringing design into everyday life.

Their collaborative works were curated into an exhibition that showcased how local design and crafts can form part of a community's culture. In the future, a Sham Shui Po Material Map will be created to bridge the district's material suppliers and community's needs.

openground利用“城区活动”提供的种子资金，联合一众不同领域的设计师担任“neighbour makers”，合作举办设计思维工作坊，邀请街坊、本地新晋设计师，以及深水埗的手工艺小店，用设计思维连结当地社群与材料供应商及手艺人，让设计融入生活。

这些社区共创作品以展览形式呈现，让大众了解本港设计与手工艺如何与社区文化相结合，未来还计划打造深水埗原材料供应商地图，用设计思维连接区内材料供应与生活需求。



Showcasing sound from sustainability
可持续之音

FabCafe Hong Kong, with seed funding from CityProg, presented their "Bring the Music to Life" Design EduVation programme. It included a Design Thinking Ideathon for young designers and students, thanks to FabCafe's first overseas collaborator: a creative community from Japan called Electronicos Fantasticos. Part of the programme promoted trash-to-treasure sustainable design practices: participants with an interest in electronic music recycled electrical appliances to create musical instruments.

Their creations were showcased at an exhibition that taught visitors how to use the technology of barcode scanners to find and create unique new sounds. It was a fresh twist on making music using design thinking.

“城区活动”提供的种子资金帮助FabCafe Hong Kong成功举办“公众社区教育项目”Bring the Music to Life，其中包括为年轻设计师和学生打造的“设计思维工作坊：从电子条码器发掘新声音”，由FabCafe及其首个海外合作伙伴、来自日本的创作社区Electronicos Fantasticos联合举办，将废弃电子产品改造成电子乐器，聚集一众有志者，实践可持续设计理念。

展览展示了他们的乐器作品，参与者还可学习运用电子条码技术发掘新声音，力求用设计思维为公众带来别具一格的音乐体验。

DESIGN SPECTRUM

设计光谱

ENRICHING COMMUNITY CREATIVITY

无限创意 尽在社区

At 7 Mallory Street in Wan Chai, creativity runs rife. This is where you'll find Design Spectrum: an initiative by HKDC committed to stimulating creativity and strengthening the connection between the community and design through exhibitions, workshops, and more.

湾仔茂萝街7号洋溢着浓厚的创意氛围，因为这里就是设计光谱所在地。设计光谱是香港设计中心为了加强社区与设计之间的联系而设置的重点项目，通过举办展览、工作坊等活动激发社区群众的创造力。



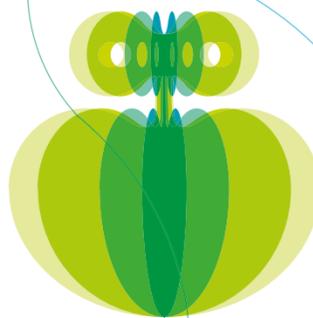
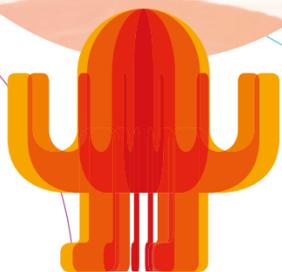
In early 2021, PLAY LIVES, an exhibition that explored the infinite possibilities of play and design, and one of the space's most dynamic exhibitions, attracted a large audience from all ages and walks of life. Co-curated by Rémi Leclerc, Founder of PolyPlay Lab, and Chi-wing Lee, Founder and Creative Director of Milk Design, PLAY LIVES featured over 90 play and design projects from around the world in interactive and themed rooms. The exhibition took visitors on a journey to discover the value of design in shaping contemporary play, and the importance of play when it comes to enhancing design.

2021年初举行的《好玩日日》展览探索了玩乐设计的无限可能性，吸引了不同年龄和背景的访客，是设计光谱本年度最具活力的展览之一。展览由PolyPlay Lab创始人Rémi Leclerc和Milk Design创办人兼设计总监李志荣先生共同策划，近百个来自世界各地的趣味设计项目，遍布不同的互动与主题展区。公众可以从中亲身体验玩乐过程，从而意识到设计如何塑造当代游乐，并了解玩乐和设计互相促进的重要关系。



A specially commissioned work, *Rolling Fun – Community Playground*, took place in the open public space at 7 Mallory Street. Making use of the structures put in place during this work, Design Spectrum also held a Design Festival, comprising six events that offered an opportunity for the community to unleash their creativity. Visitors of all ages were invited to discover and experience the versatility of the installation and the space, and to join a series of workshops ranging from creative play to remote control car races. The public were also invited to design their own play ideas and provide suggestions for how to maximise the delight and possibilities of a playground. To engage and inspire visitors further, a 'playshop' workshop series and guided tours were held in parallel with the exhibition itself, with people of all ages and backgrounds attending.

湾仔茂萝街7号地下中庭摆放的委托设计项目《滚动玩乐—歌脚游乐场》，邀请大家利用其中的组件结构，共同创作“玩”法。设计光谱还举办了“好玩设计节”，六个以玩乐为主题的工作坊涉及创意玩乐、遥控赛车，让大小朋友尽情发挥创意，发掘互动装置和空间多变的玩法，一起化身为玩乐设计师。活动也邀请公众设计自己的玩乐想法，并就如何提升游乐场的趣味性和可能性提出建议。展览期间还举办了“免费工作坊”和导赏团，让所有人都乐在其中。



DS SHOP



10:00am - 8:00pm (Mon - Sun)
早上10点至晚上8点整 (星期一至星期日)

Shop 7, G/F, 7 Mallory Street, Wan Chai, Hong Kong
香港湾仔茂萝街7号地下7室

A Design Treasure Trove

Established in December 2020 and located on the ground floor of 7 Mallory Street, the DS Shop is both a showcase and a retail spot for young design talent and start-ups from HKDC's flagship programmes, including DFA Awards, Design Incubation Programme, and Fashion Incubation Programme. Having displayed over 100 unique design products, including objects from the exhibitions, it provides designers with a year-round space to increase their brand awareness and exposure.

小巷里的设计宝库

位于茂萝街7号地下的DS Shop, 展出并售卖优秀设计作品。作品大多来自香港设计中心重点项目, 包括DFA设计奖得主、参与设计创业培育计划或时装创业培育计划的青年设计师及初创企业。自2020年12月成立以来, 店铺售卖了100多款设计独特的产品, 不少曾在设计光谱中展出, 全年为设计师提供了一个提升品牌知名度、开拓商机的空间。

Pop-Up™ Booster

Pop-Up™ 婴幼儿餐椅

Studio Gooris Ltd



Light and portable, this innovative and super-strong origami-like folding booster seat is durable, versatile, and easy to clean—perfect for little ones. 如折纸般轻巧、方便携带的Pop-Up, 结构极其坚固、耐用, 加上易于清洁, 是父母必备之选。

AN ALAN CHAN CONCEPT

KILLER LE ROUGE 设计师口红

Alan Chan Design Company



Shaped like bullets of confidence, and available in vibrant hues, these are the ultimate lipsticks, designed to unleash bold instincts for any occasion.

外型如同一枚子弹的设计师口红, 色彩鲜明大胆, 适用于任何场合, 是增强自信、唤醒内在魅力的不二之选。

NOW

当下

Alan Chan Design Company



The 'Magic of Chinese Calligraphy' clock was a sensation in 1998. This continuation of the limited-edition classic is a modern, yet timeless, watch for all design sensibilities.

书法时钟在1998年推出, 当时就吸引不少粉丝抢购收藏。复刻版《当下》腕表限量发售, 设计既富现代感, 又经久耐看, 让经典设计得以延续。

CHÁN BY ALAN CHAN

Oriental Tea Perfume Collection

东方茶香水系列

Alan Chan Design Company



A collaboration between legendary French perfumers and designer Alan Chan, this collection features three limited-edition fragrances: Oolong Tea, Mint Tea, and Hojicha, with 'East meets West' stylistic touches.

设计师陈幼坚与法国传奇调香师跨界合作, 推出三款限量版香水: 乌龙茶、薄荷茶及焙茶香味, 包装设计融合了东西方情调。

ZERO TO UNLIMITED Ruffled Knit Top

零至无限 荷叶边针织上衣

ARTO



An eye-catching explosion of orange and blue, this futuristic knitwear top tells a story of how molecules gather to create unlimited possibilities.

这件极具未来感的针织品采用亮蓝色和鲜艳的橙色, 诉说分子转化过程中的无限可能。

FRUITY SOUND

播个水果

STICKYLINE



Bright and fun, these three vibrant Bluetooth speakers shaped like origami fruits are great gifts for those who love music.

三款形似水果折纸的蓝牙小音响, 配上缤纷活泼的颜色, 是送给音乐爱好者的创意礼品。

Meet the Murray

Invisibilis Moveré Limited



Channelling chromaticity, this colourful design reflects Hong Kong's multiculturalism and historical architecture in a wearable work of art that is both timeless and luxurious.

此围巾体现了香港的多元文化及历史建筑, 并加入色环元素, 重塑可穿戴艺术作品的概念, 集经典与奢华于一身。

Phoenix Coronet

凤冠

Wist Group Limited



Adorned with precious jewels, stones, pearls, and jade, this ornate and exquisite coronet honours tradition and modern beauty to bring brides good fortune, hope, and happiness.

这顶华丽精致的凤冠饰以珍贵的珠宝、玉石、珍珠和翡翠, 融合传统和现代之美, 为新娘带来祥瑞、希望和幸福。

Tomorrow Myth

明日神话

Ilab Design Limited



Created to raise awareness of endangered animals, this series of sophisticated and colourful enamel pins highlights creatures who need our help to survive.

此系列把保护动物的图案制成搪瓷别针, 充满神话之美, 还能唤起大众对濒危生物的关注。

Bubble Memory Stick

泡泡记忆棒

Yellowdot Design Limited



Memories are whimsical, and this bubble-stick inspired USB flash drive is a playful way to preserve special moments while having a little fun.

儿时吹泡泡用的泡泡棒如今化身U盘, 承载童年回忆, 同时保存重要的数字资料。

Where Are You Going?

Benny Lau



Go on a journey of wonder in a stickerscape book that follows Gato the cat and Galo the rooster on an adventure.

Stickerscape原创贴纸风景书让你跟随猫猫亚嘉度和鸡仔亚嘉路的步伐, 踏上一趟冒险之旅。

THIS IS HONG KONG Puzzle

《从前, 有个香港》原画拼图

Cup Magazine Publishing Limited



Hand-painted and easy to carry and complete on the go, this map puzzle depicts the charm of Hong Kong in the 1960s.

这款方便携带的原画拼图用手绘地图拼凑出60年代的香港情怀。

Tetra Soap

防波堤造型防滑冷压手工肥皂

Furniture Limited



Slow-made with cold-process production, these handmade and fragrant soaps tackle the slippery soap problem with a unique tetrapod-shape that's 100% slip-free.

慢工出细活—手工冷压肥皂独特的水泥防波堤造型, 确保拿起时不会从手上滑走, 还带着淡淡香气。

The New Floor

Invisibilis Moveré Limited



With a motif inspired by the ceiling architecture of the Chi Lin Nunnery in Hong Kong, this stylish scarf transports you to a place of serenity.

这款时尚围巾设计灵感来自香港志莲净苑的天花板结构, 令人宛如进入了宁静平和之地。

5 minutes with...
项目总监5分钟访谈

#PLACEMAKING #地方营造
#DESIGNECOSYSTEM #设计生态圈
#PARTNERSHIP #合作

DESIGN FOR THE PUBLIC

让设计走近公众

• ISABELLA CHOW 周咏贤

Director, DFA Awards, Design Exchange (Design Spectrum)
DFA设计奖及设计交流项目总监 (设计光谱)

• SAM LAM 林美华

Director, Business Development & Projects
(BODW CityProg and #ddHK)
业务发展及项目总监 (设计营商周城区活动及设计#香港地)

#Q1

What were some of your key initiatives over the year, and how did they promote knowledge and appreciation of design?

过去一年举办了哪些主要活动？
这些活动如何提升公众对设计的认知和鉴赏水平？

Sam · Between BODW CityProg and #ddHK, we had projects centred around urban regeneration, placemaking, storytelling, and community engagement. #ddHK's 'The Heart of Cyberpunk' was an immersive fashion experience that brought together digital artists, animators, AI designers, and more. We sourced materials from Sham Shui Po, where it was held, and used local designers and part-time workers in its setup to cultivate our roots in the district—as the future HKDC headquarters. Alongside our 'SSP_People', these projects really engaged the people in the neighbourhood. By shining a new lens on the area, we reintroduced the neighbourhood to the local community—showcasing the stories of ethnic minorities and using design to build a more inclusive society.

BODW CityProg is a citywide design activation programme driven by local partners. We partnered with them or matched them with partners to present over 200 unique events across Hong Kong. Each event connected people and creative energy, and enabled us to work with students and NGOs to benefit neighbourhoods, while developing local creative ecology.

设计营商周城区活动和“设计#香港地”项目以都市再生、地方营造、叙事和社区参与等为主线。“设计#香港地”的《数码庞克号》创意时尚体验，集结了数字艺术家、动画师、人工智能设计师等。活动在深水埗举办，因此我们就地取材，又邀请当区设计师与居民共同参与制作，培育创意力量，在这片香港设计中心未来总部的所在地扎根成长。与此同时，《深水埗人_人》让街坊邻居真正参与其中，用崭新角度呈现深水埗的方方面面，将少数族裔的故事娓娓道来，充分实践以设计创建更具包容性的社会这一理念。

设计营商周城区活动是一个全城设计激活计划，通过与本地伙伴合作或提供配对服务，我们顺利在香港各区为公众带来了200多场各具特色的活动。每场活动都展现出连结大众和创意的力量，让我们得以与学生和非政府组织合作造福社区，并开拓当地的创意生态。



“We want to grow bigger and make design a part of the community, with more involvement from corporates and grassroots organisations to reach a variety of people in the design ecosystem.”

我们希望继续扩大规模，让设计成为社区的一部分，鼓励更多企业和基层组织参与，接触设计生态圈里不同层面的人士。 99

Isabella Chow 周咏贤

Isabella · The two big projects for Design Spectrum were the PLAY LIVES Exhibition and our DS Shop.

The PLAY LIVES exhibition stimulated the public's knowledge about both play and design, offering people of all ages the opportunity to explore their child-like creativity. Secondary school students and their teachers joined workshops where they were able to create something and understand what design is about. Setting up the exhibition meant engaging designers, makers, engineers, production houses, curators, craftsmen, and more. It demonstrated how important and valuable it is for everyone to co-create in the design process. The newly opened DS Shop is also a great way to showcase designers' work and support their commercial success.

设计光谱的两大主要项目是《PLAY LIVES好玩日日》展览和DS Shop。

《PLAY LIVES好玩日日》展览引起了公众对玩乐和设计的兴趣，让不同年龄的人士重拾童真，亲手创作自己的玩具，还有创意工作坊让中学生和老师一起通过创造领悟设计的意义。举办展览为设计师、创客、工程师、制作公司、策展人、手工艺匠人等带来了合作机会，体现了设计过程中共同创造的重要性和价值。新开幕的DS Shop则是展示设计师作品的绝佳途径，同时也能帮助他们取得商业成功。

#Q2

Looking back, was there anything you were particularly proud of?

回顾过去的工作，让你引以为傲的内容是什么？

Sam · Placemaking became part of our bigger mission and will continue to be important for the future. Our #ddHK transFORM installations on the harbourfront demonstrated to the public that they too can participate in the discussion about shaping the future of our city and how we use our collective spaces. Our projects stimulated imaginations, reactivated both old and new areas, and sprouted the creative seeds for new ideas to grow.

在我们使命中，地方营造的地位越发重要，且对未来举足轻重。我们在维港海滨一带设置的“设计#香港地”《维港蜕变》七组装置作品，就邀请市民一起讨论如何塑造未来城市及使用公共空间，突显公众参与的重要性。我们的项目不但能够激发想象力，还能为新老地区注入活力，播下敢想敢创的种子。

Isabella · It surprised us and the curator of PLAY LIVES to see so many families and children come to the exhibition. The number of visitors was a big plus, and its location in a historic building on Mallory Street also made that possible. It showed us why our premises were the right place to promote design and the benefits of being accessible. The DS Shop supported that as well, with people coming in from the street to browse and purchase unique design products.

看到许多家庭和孩子们踊跃参观《PLAY LIVES好玩日日》，我们和策展人都惊喜万分。设计光谱坐落于湾仔茂萝街的一幢历史建筑内，方便热闹的选址具有吸引人流的优势，有利于推广设计。DS Shop的店铺位置也十分便利，方便路人前来欣赏及选购独一无二的设计作品。

#Q3

What's next?

接下来有什么新项目？

Isabella · We would be excited to expand Design Spectrum to other districts to offer more exhibitions and more retail products from designers. We want to grow bigger and make design a part of the community, with more involvement from corporates and grassroots organisations to reach a variety of people in the design ecosystem.

我们热切希望把设计光谱延伸到其他地区，从而为设计师带来更多展览和零售的场地和机会。我们希望继续扩大规模，让设计成为社区的一部分，鼓励更多企业和基层组织参与，接触设计生态圈里不同层面的人士。



“Our projects stimulated imaginations, reactivated both old and new areas, and sprouted the creative seeds for new ideas to grow.”

我们的项目不但能够激发想象力，还能为新老地区注入活力，播下敢想敢创的种子。 99

Sam Lam 林美华

Sam · Through our BODW CityProg, we want to continue to support design-driven programmes for social good, incubate more creative talent, and link these with the public and communities. Partnership is very important, so we will continue to strengthen our existing partnerships and bring on board more who share our mission and spirit of collaboration. This will catalyse the integration of design and design thinking across the city.

通过设计营商周城区活动，我们会继续支持设计项目的发展，以造福社会、孕育更多创意人才，同时加强与公众和社区的联系。合作伙伴的参与和支持非常重要，因此，我们将巩固现有伙伴合作关系，引入更多理念相同、合作密切的组织，让设计和设计思维的力量传遍香港。

EXPANDING YOUR DESIGN REPERTOIRE

设计面面观

There are many ways of enriching your knowledge and appreciation of design, such as through the public activities and resources offered by HKDC and partners. They rev up your creative power by enabling you to see design both far and near, learn from innovative leaders, and discover design via different channels.

设计的世界无限大，想从不同角度认识及鉴赏设计？香港设计中心与合作伙伴打造了形形色色的公众项目，并提供信息和资源，让你涉猎多元设计，向创新领袖取经，提升创造力。设计创新无处不在，时时刻刻待你发掘。

创意设计博览

DesignInspire

3-9 DEC 2020



Organised by the Hong Kong Trade Development Council (HKTDC), the DesignInspire ONLINE showcase was open to both trade and public visitors from 3 to 9 December 2020 and featured designs from Hong Kong, Mainland China, Japan, Korea, and Australia.

Promoting a spirit of innovation and creative problem-solving, this year's theme, 'Design for Good', was about delivering positive energy to society, and embracing quality design ideas and innovations that can empower people to overcome adversity in the global pandemic. A series of global design projects were featured online, while a live-streamed InnoTalk series covered discussions about industry trends, and a variety of online workshops welcomed both adults and children.

As a co-organiser of the event, HKDC had a pavilion at DesignInspire ONLINE and presented an array of work by Hong Kong designers from its Design Incubation Programme (DIP) and Fashion Incubation Programme (FIP), alongside DFA Awards winners from around the world. Visitors were also able to learn more about HKDC's community programmes, including Design Spectrum, the open-to-the-public initiative at 7 Mallory Street in Wan Chai, and the more-than 200 design events that are part of BODW CityProg to activate citywide creative business and community.

2020年12月3日至9日，由香港贸易发展局主办的DesignInspire创意设计博览（线上版）盛大举行，为业界和公众展示来自香港本地、中国内地、日本、韩国和澳大利亚等地的设计项目。

今年的博览以“Design for Good”为主题，全力推动创新、创意解决问题的精神，为社会注入正能量之余，也聚焦帮助人们克服“疫”境的高质量的设计理念和创新思维。网上博览展出了一系列国际设计师与设计团体的创意设计项目，而同步直播的“创新对话”系列也探讨了行业趋势，还有适合大小朋友参加的线上工作坊。

作为活动的协办单位，香港设计中心在DesignInspire设有线上展馆，展示设计创业培育计划及时装创业培育计划下一系列本地设计师、还有来自全球各地的DFA设计奖获奖者的杰出作品。观众也可通过生动的介绍进一步了解香港设计中心的社区项目，包括位于湾仔茂萝街7号的公众平台设计光谱，以及激活全城创意商业和社区的设计营商周城区活动带来的200多项设计活动。

新城知讯台节目

Metro Radio Programme

“Good Life Good Design” Metro Radio Programme

HKDC continued co-hosting its popular and enlightening radio segment, ‘Good Life Good Design’, on Metro Radio’s Doors to the World programme. The hour-long segment on MetroInfo FM99.7 has been on the air since 2017, and last year featured a variety of fascinating interviews with Hong Kong creative trailblazers and emerging young designers. Considered to be one of HKDC’s important initiatives for promoting design to the public, it continues to be an inspirational programme that balances lively interviews with current industry discussions around design and design thinking.



新城知讯台《生活就是设计》节目环节

香港设计中心一直与新城知讯台节目《世界随意门》合作，制作广受欢迎、引人思考的板块《生活就是设计》。自2017年起，长达一小时的节目板块于新城知讯台FM99.7播出，是香港设计中心向公众推广设计的重要平台之一，去年更采访了香港一众设计精英及新晋年轻设计师，讨论启发人心的创新设计和设计热门话题，分享跨界创意的无限可能。



Hong Kong’s largest annual design festival, deTour, took place at PMQ from 27 November to 6 December 2020, with a packed schedule of events and exhibitions united by the theme ‘Matter of Life’. deTour’s curatorial team, Trilingua Design, collaborated with talented local and international designers to present the vibrant line-up of exhibitions, workshops, and talks, exploring design’s evolving purpose in a changing world. With the goal of sparking new perspectives and experiences, deTour also launched its first virtual festival with physical and live-streamed events. Some 33,325 visitors attended in person, with 321,535 visiting the official website.

香港最大型的年度设计节deTour接踵而至的精彩活动于2020年11月27日至12月6日在PMQ元创方圆满举行，以“设计本源”为主题，策展团队叁语设计与才华横溢的本地及国际设计师合作，举办了形形色色的展览、工作坊和讲座，探索设计在瞬息万变的世界中所扮演的角色。为了引入新角度、打造新体验，deTour还推出首个线上设计节，直播与线下活动同步进行。现场访客人次达33,325，而官方网站也有321,535人次访问。

deTour

27 NOV - 6 DEC 2020



设计教育领袖论坛

Leadership Forum on Education

30 NOV 2020

Held on 30 November 2020, during Business of Design Week, the Leadership Forum on Design Education was held virtually for the first time. Centred around the theme ‘Design Education in the Era of AI’, the thirteenth edition of the forum was jointly organised by The Hong Kong Polytechnic University School of Design, the Hong Kong Design Institute and HKDC. Renowned academics and design industry leaders came together to share insights and discuss the future of design education, with attendees joining from 21 different countries and cities.

设计教育领袖论坛首次以线上方式，于2020年11月30日设计营商周期间举行。论坛以“人工智能时代下的设计教育”为主题，由香港理工大学设计学院、香港知专设计学院及香港设计中心联合举办。知名学者与设计界领袖齐聚一堂，在来自21个不同国家和城市的与会者的见证下，分享见解并探讨设计教育的未来。



亚洲知识产权营商论坛

BIP Asia Forum

3-4 DEC 2020



Organised by the HKSAR Government, HKTDC, and HKDC, the tenth Business of IP Asia Forum (BIP Asia Forum) was held on 3 and 4 December 2020. Hosted virtually, the event brought together more than 60 international business leaders and intellectual property experts, who discussed the latest industry trends and developments, and shared insights and observations about IP issues in an ever-changing world. Hot topics included ‘Open innovation: Driving Collaboration in Times of Change’, ‘Creating IP Values through Collaboration’, and ‘IPHatch Hong Kong: Supercharging Innovation for Impact’, among others. Over 14,500 viewers from across 48 countries and regions joined the forum.

由香港特别行政区政府、香港贸易发展局及香港设计中心联合举办的第十届亚洲知识产权营商论坛于2020年12月3日至4日在线上举行。论坛汇聚了60多位国际商界领袖及知识产权专家，讨论最新行业趋势和发展，针对知识产权问题分享与时俱进的见解。热门话题包括《开放式创新：转变中推动协作》、《通过协作创造知识产权价值》、《IPHatch香港：激发创新 释放潜力》等。论坛活动吸引了来自48个国家及地区超过14,500名观众参与。

Publications

To help enrich design knowledge and appreciation, strengthen the profile of design events, and spark creativity, HKDC continues to produce a variety of publications and newsletters that share design stories, insights, and inspiration.

为了提升大众对设计的认知和鉴赏水平，深化设计活动的影响力并激发创意，香港设计中心制作了各项书刊和简报，与社会各界人士分享设计故事、洞见和灵感。



Design for Asia: DFA Awards 2020

Featuring a remarkable line-up of the year's DFA Awards winners, readers can discover the people, ideas, and creations behind acclaimed designs in Asia. Highlighting pioneering design in science and technology, environmental experiences, and social and humanitarian issues, this awards book spotlights three design giants, 197 design projects and 16 young designers.

《给亚洲设计 — DFA设计奖2020》

此书收录了2020年阵容强大的DFA设计奖得主，读者能发掘备受赞誉的亚洲设计背后的人物、理念和创作过程。书中展示了科技革新、环保体验、社会议题和人文关怀方面的全新设计，聚焦三位设计大师、197个得奖项目和16位年轻设计师。

DMatters

HKDC's quarterly e-newsletter, *DMatters*, is a rundown of the latest design news and updates from across HKDC's programmes. Showcasing dynamic start-ups; award-winning designers and their work; and public engagement initiatives; it's an inclusive digest that inspires a deeper appreciation for design.

To subscribe, visit www.hkdesigncentre.org

香港设计中心的季度电子通讯DMatters简明介绍设计人才及各项活动消息，展示初创企业的动向、获奖设计师及其作品，以及面向公众的设计活动等，内容包罗万象，鼓舞更多人欣赏设计的力量和价值。

订阅：www.hkdesigncentre.org



HKDC Annual Report 2019-2020

Design Redefined, HKDC's 2019-2020 Annual Report is centred around the theme of redefining design as a people-orientated approach to solving problems, and harnessing design thinking to navigate challenges on the horizon. Highlighting HKDC's new milestones and partnership engagements, the report is crafted to look and read like a magazine and be just as engaging as the initiatives and events it showcases.

《香港设计中心年报 2019-2020》

“设计·再定义”是香港设计中心2019-2020年报的主题，强调重新定义设计，通过以人为本的方法来解决，并利用设计思维应对即将来临的挑战。年报内容突出了香港设计中心的新里程碑与合作项目，阅读起来像一本杂志，就如过往的各个设计项目和活动一样引人入胜，娓娓道来。



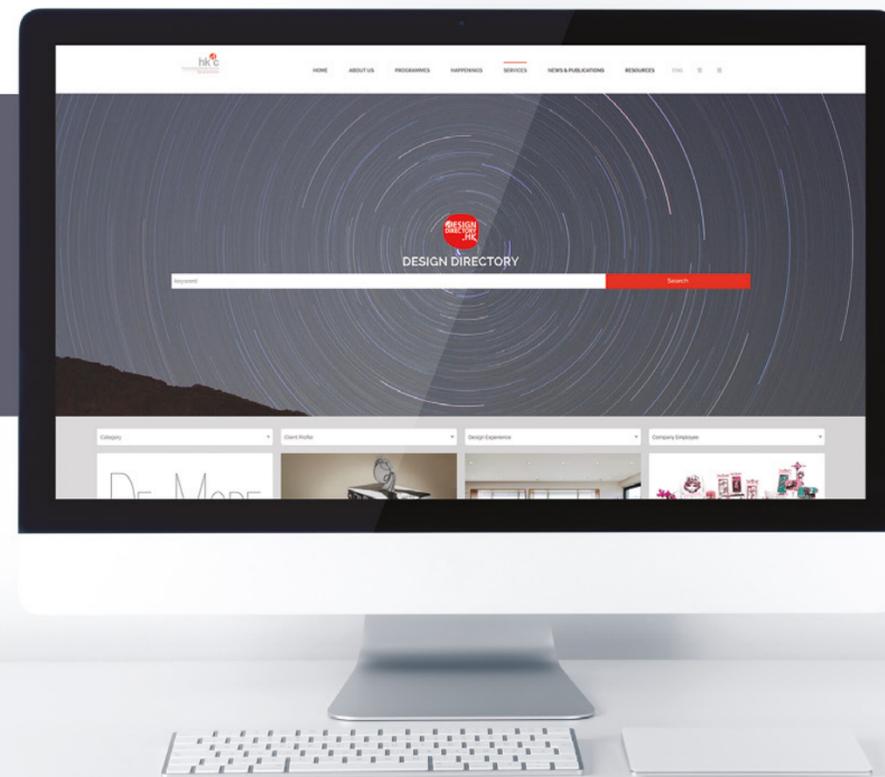
Living in Design: Stories of 16 Designers

The third in HKDC's publication series with Joint Publishing, *Living in Design* takes a closer look at the impact of good design across four themes: Wear, Eat, Live, Play, through interviews with 16 Hong Kong designers—who are also DFA Hong Kong Young Design Talent Award winners. As one designer comments, “Design is like air. You may not think about it, but it is essential.” With the world rapidly changing, these stories explore how design can help us live well.

《活在设计 — 从衣食住闲开始》

香港设计中心与三联书店联合出版作品系列的第三部，采访了16位获得DFA香港青年设计才俊奖的香港设计师，深入探讨优秀设计对衣、食、住、闲的影响，以及设计如何让生活在瞬息万变的世界中变得更美好。正如其中一位设计师所说：“设计就如空气。或许你平日不以为意，但它无比重要。”

Hong Kong Design Directory



HKDC publishes the Hong Kong Design Directory on its website. The directory connects design enterprises and creatives across different disciplines with businesses that need design expertise and services.

To search the directory, visit www.hkdesigncentre.org

通过香港设计中心的线上香港设计指南，从事各类设计专业的公司和创意人才可以展示其设计经验和能力，让有需求的企业进行配对。

可在香港设计中心网站浏览该指南：www.hkdesigncentre.org

ERIC YIM

严志明



Chairman
董事会主席

It's important to broaden the scope of your thinking and diversify your experience. Try to truly understand the value and purpose of design, and figure out how to do more good to the world rather than look good in your portfolio.

拓宽思维空间，尝试用心理解设计的价值和意义，不应只求丰富自己的履历，而是丰富你的阅历，并务求让世界变得更美好。

Drawing from your personal experience, what is one piece of advice you have for young designers wanting to succeed?

从个人经验来看，你对于希望成功的年轻设计师有什么建议？



PATRICK BRUCE

Director
董事

An ambition for designers – as expressed so effectively by the late Bill Moggridge in this quote from an interview with Debbie Millman for the Smithsonian Magazine.

"If you think about what people are most interested in... it doesn't occur to them that everything is designed, that every building, everything they touch in the world is designed, even foods are designed nowadays. So the idea of getting that into people's heads and helping them understand it, making them more aware of the fact that the world

around us is something that somebody has control over and perhaps they could have control of, that's a nice ambition."

设计师的抱负—最精妙的说法来自一篇刊登于美国《Smithsonian》杂志的文章，已故设计大师Bill Moggridge接受Debbie Millman采访时表示：“想想人们最感兴趣的东西……他们不会想到每件事物都是精心设计的，他们也不会一下子想到每座建筑或每种食品也是设计而成的。因此，能够站在人们的角度，让他们注意到设计师打造的世界，知道也许自己也能参与其中，这是个很好的抱负。”

陈德姿

BONNIE CHAN



Vice Chairman
董事会副主席

Design is a discipline that applies to every aspect of personal and professional life. Be intentional, purposeful in your design, be humble and patient while honing your craft, and be ever so curious and adventurous as you grow.

设计这门学问能应用于个人及专业发展的方方面面：做出好设计须敏于观察、有的放矢，精益求精之余，还须保持谦卑和耐性，怀抱好奇心和冒险精神以不断进步。



卢永强

DAVID LO

Vice Chairman
董事会副主席

Everyone has a different definition of DESIGN. Over the years, I have worked in many roles of its spectrum such as designer, art director, brand consultant, teacher, editor, even media management. Every segment of my design journey is fun, rich and exciting.

Design is not just a job. It's a personal challenge.

每个人对设计都有不同的定义。多年来我担任过不同职位，如设计师、艺术总监、品牌顾问、教师、编辑，乃至媒体管理层。每段设计之路都让我感到有趣、充实和兴奋。

设计不只是一份工作，而是对个人的挑战。

陈凯欣

HOI-YAN CHAN



Director
董事

Our creation was created to create. Salvador Dali said, "Have no fear of perfection - you'll never reach it." Just because we're so imperfect, we're made perfect to create unlimited possibilities.

创作是不断寻求创新突破。达利曾说：“无须害怕完美—因为你永远无法达到。”因为不完美，因此我们希望追求完美以创造无限可能。

VIVECA CHAN

陈一枏



Director
董事

Good design starts with ideas, putting creativity and aesthetics to work that exceeds expectations. Young designers should keep an inquisitive mind, pursue interests that may not directly relate to your work. This diverse experience can give you fresh inspiration to think out of the box.

优秀的设计始于良好的构想，结合创意和美学，效果可能超乎想象。年轻设计师应保持好奇心，积极追求工作以外的兴趣，因为多元化的体验可带来新灵感，助你跳出思维限制。



Director
董事

One often feels proud to be a learned and competent young designer, but one also needs to remain humble to further advance oneself. One of my favorite quotes – “It was pride that changed angels into devils; it is humility that makes men as angels,” Saint Augustine.

年轻有为的设计师不应骄傲，应虚心学习，寻求进步。我喜欢Saint Augustine的名言：“骄傲令天使变成恶魔，谦逊令人成为天使。”



Director
董事

When proposing your idea, set up the problem you were trying to solve, and then describe how your solution solves that problem with empathy. The best design work is not only compelling visually and emotionally, but actually solves a social issue or business objective in which all the stakeholders are benefitted.

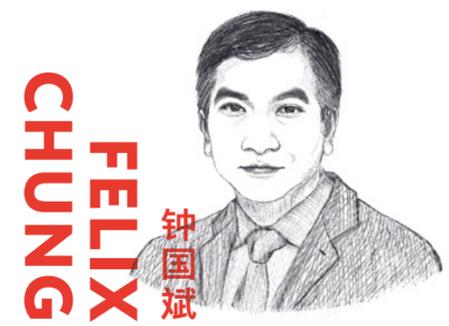
提出建议时，先清楚界定要解决的问题，然后再说明你的方案如何为用户设身处地地解决问题。最好的设计不求花样或煽情，而是能够真正解决社会问题或促进业务增长方案，能让所有利益攸关方受益。



Director
董事

Business acumen is as essential as creativity to the design process. It's crucial to develop a sustainable business model, a personal principle, to excel in an evolving market - a fulfilled life depends more on how we plan our course and being present to execute our ideals.

在设计过程中，商业头脑和创意同样重要。在不断变化的市场中，开拓可持续商业模式和个人风格能助你脱颖而出，充实的生活取决于我们如何规划、专注实践理想。



Director
董事

Success is only reserved for those who are well prepared, because success is not innate, but created by yourself. One needs to go through numerous challenges in the process of creation. Opportunities are believed to be everywhere, and you have to actively gear up yourself and strive for it!

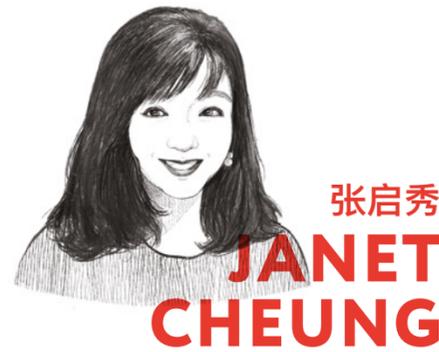
成功只会留给有准备的人，因为成功不是先天的，而要靠自己的努力。每个人在创作过程中都须经历无数挑战，但机会无处不在，你要积极装备自己，时机一到便全力以赴！



Director
董事

Having been a communication designer, design entrepreneur and academic for decades, I observed that the key quality of a successful design professional is to have an open and humble mind to job requirements and stakeholders. If a young designer is very talented but self-centred with a big ego, I do not think he/she will go very far to become successful in his/her design career.

过去数十年，我一直担任传达设计师、设计企业家和学者，我观察到成功的设计师须拥有一颗谦逊的心，对利益攸关方和工作要求须保持开放的态度。如果一位年轻设计师非常有才华，但却以自我为中心又自负，我不认为他能在设计生涯中取得成功。



Director
董事

Genuine talent with refined aesthetic sense; creativity combined with sophisticated craftsmanship; passion & persistence in thriving for perfection. All these are key ingredients for a true blue designer to make magic happens, and the rest will follow. Most importantly, best to expose your work in cities & cultures where they recognise true talent, so that the diamonds in the rough could shine and be discovered.

真正的时装设计人才具有精致的审美观；能够结合天生的创造力与成熟的技术；并拥有坚持追求完美的热情，具备以上创作优质设计的关键因素，事业成功将指日可待。在能够真正发掘人才的城市和文化中展示您的作品是另一项关键要素，能让原石中的宝石散发闪耀光彩。



Director
董事

Always think of out the box. If you don't get out of your comfort zone, you would never know what you can achieve. Do your best and never regret!

突破思维限制，跳出舒适圈，你的成就可能超乎所想。只有尽力而为，才不会后悔！



Director
董事

“There is no Fate than what we Make for Ourselves” - John Connor (The Terminator movie). This is what I hope every young designer realises if you want to find your own success.

《未来战士》电影主角John Connor的其中一句名言是「命运由我不由天」。我希望每位追求成功的设计师都明白这句话的意义。



Finding the right design question is far more important than generating good design solutions. Among the questions, 'Why do we need design?' and 'What the design is for?', are more important than 'How can we design?'.

设计时，问对问题远比做出好的方案重要，先了解“为什么需要设计？”和“设计目的是什么？”，比“如何设计？”更为重要。



A designer has to be passionate in life and work, willing to take on challenges and move out of your comfort zone to experience life at its fullest, as each daily life experience could be a great inspiration. We believe we can make a positive impact in our communities by creating human-centric, inclusive and sustainable designs.

设计师必须对生活和工作充满热诚，并勇于接受挑战，不安于现状，尽情体验生活，视日常生活为灵感来源。我们相信通过创造以人为本、包容和可持续的设计，能为社区带来正面影响。



Success comes from relentless hard work. It is measured by one's willingness to help and contribution to the community.

成功来自不懈的努力。乐于助人和贡献社会才是衡量成功的标准。



Covid-19 is a very threatening crisis to the whole world. Many of the changes caused by Covid may not be reversed for some time to come. This may bring about lots of new and exciting opportunities for prudent change management and smart problem solving.

新冠疫情威胁全球，并造成许多短时间无法逆转的改变，但同时也为缜密的应变管理和创意解决方案带来前所未有的新机会。



A successful designer must own at least one masterpiece in his life, which is more important than fame, money, and applause!

我认为成功的设计师一生中必须创作出至少一件大师级作品，这比名誉、金钱和掌声更重要！



In addition to being creative, a young designer should have a broad, global vision. They should establish extensive industry connections, closely watch both local and international style trends and strike a balance between personal and market preferences. In this fast-changing digital age, they must also be agile, tech-savvy, and be prepared to capitalise on both physical and online promotion channels.

年轻设计师除了创意十足，还应具备广阔的胸襟和全球视野。争取建立业界人脉，紧跟本地和国际设计动向，在追求个人风格和迎合市场需求之间取得平衡。数字时代瞬息万变，设计师更须懂得灵活运用线下和线上推广渠道。



Design is a profession that creates enormous value in enriching life experiences; in order to do it well you need to understand the essence of culture, business and technology.

设计能创造无穷无尽的价值，丰富生活体验；要做好设计，先要透彻了解文化、商业和科技的底蕴。



The single most important development that will fundamentally change the paradigm of design is the integration with technology. Increasingly designers can deploy technologies from ideation to execution of their designs and even create new business models by means of AI, big data, various modes of realities and modelling.

设计与科技的结合将彻底改变设计的模式。越来越多设计师从创作到执行都会利用科技，甚至通过人工智能、大数据、各种虚拟现实和建模系统来创建新的商业模式。



Director
董事

If you are able to find a significant ideal, stay true to your own interest and adhere to your conviction, you are already on the way to success!

快乐地追求梦想，忠于自己的兴趣，然后专注地坚持信念，你已经在成功的路上。



Alternate Director
候补董事

Taking a step further, pondering a bit longer. Perseverance. You will be amazed by the magic of the Staying Power.

多走一步，再三思考。毅力和耐力将带来惊人的成就。



Alternate Director
候补董事

When I was studying both art and computer science in university, I designed my very first word processor and exhibited my "interactive art". I was therefore called an "IT guy" when I went back to Hong Kong in the 90s, as I couldn't fit into any category - until UX/UI and Media Art became buzz words.

在大学修读艺术和计算机科学时，我设计了自己首个文字处理器，并展出了我的“互动艺术”作品。但当我90年代回到香港时，因为当时职场上还未兴起UX/UI及多媒体创作者的职务，我无法被列入任何职业类型，因此只能被视作“IT人”！



Alternate Director
候补董事

Learn from both the successes and failures of a predecessor, which will inspire you to make better career decisions.

从前人的成功和失败中学习，你会获得启发，并作出更好的职业决定。



Alternate Director
候补董事

Don't think about success if you want to succeed.

如果你想要成功，就不要去追求成功。



Alternate Director
候补董事

A significant factor I would like to share with young designers is to articulate to a client/end user the origins and justification for a design concept as not everyone is visually driven. This helps the process with the client being more engaged intellectually from development to final design.

我想向年轻设计师分享一个重要心得：每个人的视觉观点都不同，因此要向客户或用户清楚解释设计概念的起源和目的，让他们清楚了解整个设计过程，并更积极地参与其中。



Alternate Director
候补董事

Think big, set high goals, take bold steps, seize opportunities, and go for it.

雄心壮志，目标远大，勇于尝试，抓紧机遇，奋力向前。

CHAMPIONING DESIGN ACCESSIBILITY

设计为先，积极开拓



A global celebration of culture, design, and innovation

WRLDCTY is a dynamic virtual celebration of world-class cities, leading up to the UN's World Cities Day. On 22–24 October 2020, Hong Kong was one of the host cities of the inaugural festival. Partnering with Brand HK, HKDC curated a design panel: 'City Branding with Design: Snapshots of Hong Kong', and invited esteemed speakers to HKDC's stylish office for a discussion about why experiential design, placemaking, creative business models, design thinking, and growth mindset are vital for value creation, identity building, and city branding.

表扬文化、设计与创新的环球虚拟盛事

WRLDCTY是汇聚全球顶尖城市的线上盛会，于2020年10月22日至24日在联合国世界城市日前夕首度举行，香港更有幸成为主办城市之一，香港设计中心获邀与香港特别行政区政府新闻处香港品牌管理组合作，策划了题为“设计城市品牌：香港概况”的研讨会。知名业界人士应邀前来我们极具设计感的办公室，讨论及分享体验式设计、地方营造、创意商业模式、设计思维，以及成长心态对于创造价值、打造城市品牌和形象的重要性。



Empowering the industry with creative synergy

An essential part of HKDC's mission is to inspire appreciation for design and design thinking in society. This year, in addition to spearheading its own programmes and initiatives, HKDC supported 52 community partners and promoted 51 events, increasing public awareness and engagement for Hong Kong's creative ecosystem.

赋予业界创意协同力量

香港设计中心的重要使命之一是启迪公众对设计与设计思维的重视与认同。今年，除了实施旗下各项计划和活动外，我们还为52个业界伙伴提供支持，帮助他们举办51项活动，从而提升公众对香港创意生态的认识，并鼓励他们参与其中。



Strengthening local and global connections

While Covid-19 may have limited physical interactions between HKDC and organisations overseas, HKDC nurtured connections and partnerships through engaging communications, online meetings, and invitations for those who were able to visit. Seven delegations, who were interested in the mission and work of HKDC and who were looking for avenues of collaboration with Hong Kong designers, visited the HKDC office.

加强本地及全球联系

尽管疫情限制了香港设计中心与海外组织之间的线下互动，但通过积极交流、网上会议及有限的线下访问，我们仍与外界保持紧密关系，期间分别接待了七个代表团，向他们介绍我们的工作和使命，并帮助他们拓展与香港设计师进一步沟通与合作的途径。

Cross-sector design exchanges

The HKDC Board of Directors and senior management are often invited to participate in initiatives hosted by design organisations, educational institutions, and professional associations, to share insights with people across the community. This year, many joined events and showcases as speakers, judges, and guests, to advocate for and promote design in all its forms, and foster wider connections with the community.

促进跨行业设计交流

香港设计中心董事会及管理层成员经常受邀出席由设计组织、教育机构和专业协会举办的活动，与社会各界分享真知灼见。今年，他们以演讲者、评委和嘉宾的身份出席各项活动和展览，宣传不同形式的设计，加强了对外交流联系。

AN EYE FOR DESIGN

凝聚设计力量

Bringing together individuals and corporates passionate about design, this membership programme supports HKDC and design advocacy in Hong Kong. Members can enjoy exclusive ticket discounts and priority invitations to partner activities, and can join HKDC's knowledge-sharing and networking events.

此计划汇聚了热心设计的人士和机构，一起支持香港设计中心推动本地设计发展并构建创意氛围。会员可享独家门票优惠，还可优先获邀参加各项合作活动，享受香港设计中心的专业知识分享及网络交流活动。

Acknowledgement of Corporate Members

鸣谢公司会籍会员

(Till 31 March 2021, in alphabetical order 截至2021年3月31日，按英文字母排序)



Acknowledgement of Patron Members

鸣谢永久赞助会籍会员

(Till 31 March 2021, in alphabetical order by surname 截至2021年3月31日，按姓氏英文字母排序)

Mr Fawaz Abid Bakhotmah
Architect & Designer
Culture-Based Innovation Network

Mr Hei Shing Chan
陈曦成先生
Founder, Hei Shing Book Design
曦成制本创始人

Ms Kali Chan
陈嘉莉女士
Vice General Manager and
Design Director - Interior,
JATO Design International Limited
杰拓设计(国际)有限公司副总经理及
室内设计总监

Mr Michael Cheung
张志立先生
Director, Zincere Limited
先时有限公司总裁

Ms Agnes Chiu
赵霞文女士
Lee Kum Kee Co Ltd
李锦记(香港)有限公司

Mr Alex Chunn
Principle, nxus space

Prof. Richard Fung
冯立中教授
Chief Executive, Hong Kong
Standards and Testing Centre
香港标准及检定中心总裁

Ms Pansy Ho
何超琼女士
Group Executive Chairman and Managing
Director, Shun Tak Holdings Limited
信德集团有限公司集团行政主席兼董事总经理

Mr Jeremy Hocking
President, Herman Miller International

Ms Kigge Mai Hvid
Partner, JA design studio

Dr Tai-keung Kan, SBS, BBS
新埤强博士
Founder, KL & K Creative Strategies
新刘高创意策略创始人

Dr Kwong Man-hang, Bengie, JP (Aust.)
邝敏恒博士
President, WKK Technology Ltd.
王氏港建科技有限公司总裁

Mr Man-ting, Edmond Lai
黎文定先生
Director,
Much Creative Communication Limited
多点创意设计有限公司总监

Dr Michael Lam
林宝兴博士
CEO, Hong Kong Quality Assurance Agency
香港品质保证局总裁

Ms Denise Lau
刘思蔚女士
Chief Executive Officer, COLOURLIVING
COLOURLIVING行政总裁

Dr Flora Lau
刘伟婷博士
Founder, Flora Lau Designers Ltd
刘伟婷设计师有限公司创始人

Mr Siu Hong Freeman Lau, BBS
刘小康先生
Founder, KL & K Creative Strategies
新刘高创意策略创始人

Mr Tai Yum Lau
刘棣钦先生

Dr Edmund Lee
利德裕博士
Executive Director,
Hong Kong Design Centre
香港设计中心行政总裁

Dr Harry Lee, SBS, JP
李乃熺博士
Chairman, TAL APPAREL LTD.
联业制衣有限公司主席

Mr Wai-fung Leung
梁伟峰先生
Founder & CEO, Artemis Digital Limited
衍盛数码有限公司创始人及行政总裁

Dr John S.K. Lo
罗肇强博士

Mr Lu Lam, Leslie
卢林先生

Mr Ma Yu Hung, Samuel
马余雄先生
Managing Director, Luk Ka
Paper Industrial Limited
力嘉纸品印刷工业有限公司董事总经理

Mr Ng Man Wai, Danny
吴文伟先生
Director, 4N design
四目建筑设计事务所董事

Mr Nils Neckel
Director, DesignLink operated by
Design & Distribution Link Limited

Mr Benson Pau
鲍洁钧先生
Founder and CEO,
Wings Trading (HK) Co. Limited
飞腾行(香港)有限公司创始人及行政总裁

Mr Chiu Hang Tsoi
蔡超恒先生
Chief Executive Officer,
Lifestyle Creating Holding Limited
时尚创建集团有限公司首席执行官

Mr Chi Fung Wang
王志峰先生
Director, China Energy
Technology Holdings Limited
中国能源科技集团有限公司董事长

Mr Ben Wong
黄志奇先生
Director, Sure Profit Holdings Ltd.
利保集团有限公司董事长

Mr Danny Wong
Executive Director, Wiseman
International Digitech Limited
华冕国际数码技术有限公司执行董事

Mr Peter Wong
黄绍开先生

Mr Qin Xia
夏勤先生
President, Makestream Design Co. Limited
杭州麦香意识流设计有限公司负责人

Prof. Eric Yim, JP
严志明教授
Chairman, Hong Kong Design Centre
香港设计中心主席

Mr Leon K L Yoong
翁国权先生
Techtronic Product Development Ltd
Vice president - Techtronic Design

Dr Allan Zeman
盛智文博士
Chairman, Lan Kwai Fong Group
兰桂坊集团主席

2B Square

4M Industrial Development Limited

FringeBacker Limited

Play Concept Limited

Shantou University 汕头大学

Tandem Design

深圳市易讯天空网络技术有限公司

PARTNERING FOR A PURPOSE

携手业界伙伴，追求共同愿景

To promote design initiatives on an international level, HKDC works with a global network of design organisations, further strengthening Hong Kong as the design capital of Asia and the world.

为将设计的价值推广至全球各地，香港设计中心与国际设计组织进行多方面沟通与合作，巩固香港作为亚洲及全球设计之都的地位。



GLOBAL DESIGN NETWORK (GDN) 国际设计联盟 (GDN)

Co-founded by HKDC and the Hong Kong Trade Development Council in 2005, GDN is a major partnership network founded and based in Hong Kong. Under the management of the Hong Kong Federation of Design and Creative Industries, the network engages members from leading design organisations and the creative cultural industry to encourage and drive cooperation across nations.

GDN由香港设计中心及香港贸易发展局于2005年共同创立，是一个以香港为中心的大型合作网络。目前由香港设计及创意产业总会负责管理工作，联盟会员包括来自全球各地的顶尖设计组织及创意文化机构，旨在鼓励及推动设计界进行跨国交流合作。



WORLD DESIGN ORGANIZATION (WDO)[®]

WDO is an international non-governmental organization that promotes the profession of industrial design and its ability to generate better products, systems, services, and experiences; better business and industry; and a better environment and society. Founded in 1957, WDO has grown to include over 180 member organizations from over 40 nations. WDO has United Nations Special Consultative Status.

WDO成立于1957年，具有联合国特别咨商地位，在全球已有超过180个成员组织，来自40多个国家。组织以推广工业设计专业为目标，支持业界在产品、系统、服务及体验上的创新，借此促进环境与社会发展。



INTERNATIONAL COUNCIL OF DESIGN (ICoD)

ICoD is an international non-governmental organisation for design with a membership of more than 120 design organisations from 53 countries and regions, including state-level professional associations, educational institutions and promotion bodies. Since its inauguration in 1963, ICoD has been connecting independent organisations and stakeholders across different design domains to advocate the value of the design profession as well as design education, research and policies.

ICoD的成员包括来自53个国家及地区的120多个设计组织，包括国家级专业协会、设计院校及推广团体。自1963年成立以来，ICoD一直连结不同设计领域的独立组织及利益攸关方，宣传设计专业、教育、研究及政策的价值。

As a publicly funded organisation, HKDC has continuously strengthened its corporate governance and improved its workplace culture over the years to foster accountability, cooperation and collaboration.

In addition to regular reviews of its operation, HKDC conducts regular staff training to ensure that operational procedures comply with its own corporate governance principles.

HKDC has also implemented a two-tier reporting system for managing potential conflicts of interest for its directors. Apart from self-reporting potential conflicts at board or committee meetings, directors are now also required to disclose their general interests, direct or indirect, pecuniary or otherwise, on appointment to HKDC's board. Their declarations are also available for inspection by members of the public upon request.

香港设计中心作为一间获公共财政资助的机构，多年来一直致力加强企业治理和提升职场文化，以严格落实问责制、促进内部紧密合作。

除了定期审核日常运营，香港设计中心也会定期提供雇员培训，确保运营程序符合其企业治理原则。

此外，香港设计中心实行两层通报机制，以处理董事的潜在利益冲突。除了向董事会或委员会自行申报外，董事获得任命加入香港设计中心董事会时，还须披露所有直接或间接、金钱或非金钱的一般利益。如有需要，相关信息披露也会公开供公众查阅。

OUR ACCOUNTS 账目

Income and Expenditure Statement for the year ended 31 March 2021
截至2021年3月31日止财政年度收支结算表

	NON-GOVERNMENT FUNDING 非政府资金	FUND FROM CREATE HONG KONG 创意香港资金	OTHER GOVERNMENT FUNDING 其他政府资金	TOTAL 总计
	HK\$'000 港币千元	HK\$'000 港币千元	HK\$'000 港币千元	HK\$'000 港币千元
INCOME 收入				
Government Grant 政府资助	-	90,782	18,690	109,472
Project Income 项目收入	560	3,533	-	4,093
Sponsorship 赞助	-	8,441	-	8,441
Other Income 其他收入	-	-	-	-
	560	102,756	18,690	122,006
EXPENDITURES 支出				
Project Expenses 项目支出	297	57,060	14,717	72,074
Payroll & Related Cost 薪资及相关支出	-	37,384	3,973	41,357
Donation 捐款	-	-	-	-
Overhead & Administration 一般营运及行政费用	32	8,312	-	8,344
	329	102,756	18,690	121,775
NET SURPLUS 净盈余	231	-	-	231

BOARD OF DIRECTORS MEETING ATTENDANCE

董事会会议出席次数

01.04.2020 - 31.03.2021

MEETING ATTENDANCE / TOTAL NUMBER OF MEETINGS 会议出席次数 / 会议数目	BOARD OF DIRECTORS 董事会	FINANCE AND ADMINISTRATION COMMITTEE 财务及行政委员会	PROGRAMME COMMITTEE 计划委员会	DEVELOPMENT COMMITTEE 发展委员会	AUDIT COMMITTEE 审核委员会
Eric Yim 严志明	5/5	-	4/4	-	-
Bonnie Chan 陈德姿	4/5	3/4	3/4	3/3	-
David Lo 卢永强	5/5	-	-	-	-
Patrick Bruce	4/5	4/4	-	3/3	-
Hoi-Yan Chan 陈凯欣	3/5	-	3/4	-	-
Viveca Chan 陈一枏	5/5	-	4/4	-	5/5
Alan Cheung 张益麟	4/5	4/4	-	3/3	-
Joanne Chow 周凯瑜	4/5	2/4	-	-	-
Felix Chung 锺国斌	1/5	-	-	2/3	-
Eddie Hui 许夏林	2/5	-	-	1/3	-
James Law 罗发礼	5/5	-	4/4	3/3	-
Kun-Pyo Lee 李健杓	3/5	-	3/4	-	-
Steve Leung 梁志天	3/5	-	-	1/3	-
Tommy Li 李永铨	2/5	-	-	3/3	-
Stephen Liang 梁国浩	4/5	-	4/4	-	-
Joseph Lo 劳建青	5/5	-	-	-	5/5
Victor Lo 罗仲荣	4/5	-	0/4	-	-
Head Of CreateHK 创意香港总监	5/5	4/4	4/4	3/3	5/5
Representative appointed by Hong Kong Federation of Design and Creative Industries 香港设计及创意产业总会代表	2/5	2/2	-	-	-
Representative appointed by Hong Kong Fashion Designers Association 香港时装设计师协会代表	5/5	-	4/4	-	-
Representative appointed by The Chartered Society Of Designers (Hong Kong) 英国特许设计师协会 (香港) 代表	5/5	-	4/4	-	-
Representative appointed by Hong Kong Designers Association 香港设计师协会代表	2/5	-	-	-	-
Representative appointed by Hong Kong Interior Design Association 香港室内设计师协会代表	1/5	-	-	1/3	-

Remarks 注释:

Freeman Lau (Representative appointed by Hong Kong Federation of Design and Creative Industries) resigned as Director on 31 July 2020.
刘小康 (香港设计及创意产业总会代表) 于2020年7月31日辞任董事。

CO-CREATING
HUMAN-CENTRED
FUTURES

Cover Design Concept: Co-creating Human-centred Futures

The future is constantly being built by people from different walks of life, coming together through conversation, communication, and collaboration. The cover captures how mobility is shaping how the world unfolds, with people moving across it. Design (represented by the symbol of Hong Kong Design Centre) opens pathways for people to spark new inspiration and co-create new values for our future.

封面设计概念：共创以人为本的未来

不同人的相遇、沟通、交流与合作，成就我们共同的未来。封面表达人与人的互动如何塑造全球趋势，并通过设计（以香港设计中心的“d”标志为象征）开创道路，使人们获得启发，用设计共创新价值，迈向以人为本的未来。

Hong Kong Design Centre 香港设计中心

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www.hkdesigncentre.org

 HKDC 香港设计中心

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