



DESIGNING A NEW FUTURE



Hong Kong Design Centre (HKDC) is a non-profit organisation and a strategic partner of the HKSAR Government in establishing Hong Kong as a centre of design excellence in Asia. Since 2001, HKDC has been on a public mission to use design thinking and innovation to drive value creation of business development and improve the well-being of society.

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ABOUT US

關於我們

香港設計中心乃於2001年在業界支持下成立的非牟利機構，擔當香港特別行政區政府策略夥伴，透過設立多元化的交流平台，以推動香港成為亞洲設計之都為目標；使命是利用設計思維和創新精神，為業務創造價值及改善生活質素。

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香港設計中心 HKDC

MAJOR WORK DIRECTIONS

我們的工作

ADVANCE

expertise and knowledge to promote innovation and growth within Hong Kong's design community

突顯專業

提升業界及設計專才的質素和專業技能，帶動創新和成長

NURTURE

creativity and entrepreneurship among students, budding design-preneurs and design-driven start-ups

啟蒙創業

為未來設計企業家拓展創業路向，培育創意和創業精神

ENGAGE

the society by sharing industry news, knowledge and insights with the press as well as the public

融入社會

推動各界互聯，積極與傳媒和大眾分享業界資訊和知識

CONNECT

all industry doers and thinkers, foster exchange and collaborations among designers, businesses and academia

聯繫業界

為設計師、商界、學術界及有夢想的人提供交流和合作平台

CELEBRATE

talents and good designs that improve quality of life, address social innovation and preserve cultural heritage

弘揚人才

嘉許為改善生活、發展社會、保留文化有所貢獻的人才和設計



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Founding Members 創會成員：



香港設計總會
HONG KONG FEDERATION
OF DESIGN ASSOCIATIONS



CHARTERED
SOCIETY OF
DESIGNERS



HKDA
香港設計師協會



HKFDA
HONG KONG
FASHION
DESIGNERS
ASSOCIATION



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



Establish Hong Kong as a Centre of
Design Excellence in Asia

推動香港成為亞洲設計之都

願景

VISION

MISSION

宗旨

Use Design and Innovation to Drive Value Creation and
Improve the Well-Being of Society

利用設計和創新來創造價值及改善生活質素

Message from Chairman 主席的話

Design is an integral part of our city, economy, culture and living. Society today manifests a vibrant life with businesses and citizens expecting prosperity, well-being and a higher quality of life. All stakeholders, from government and businesses to schools and households must work together if we are to advance as an inclusive society. Hong Kong Design Centre is proud to be an influencer and a champion, trying not only to connect relevant parties, but also to advocate design thinking and a creative mindset to inspire design-driven solutions for the betterment of our city.

2015 was a milestone for us. For the first time, we have partnered with a city for our flagship annual event **Business of Design Week (BODW)** instead of just working with countries as partners as we did in the past. Modern cities are becoming the cultural actors in their own rights, reprising the role they played in the past as economic and cultural clusters go forward. In this context, we are proud to work with Barcelona, a city where design is part of the culture and is community-driven and forward-thinking.

By showcasing Barcelona's unique creative ecosystem that blends design with architecture and gastronomy to urbanism and even sports, BODW 2015 has inspired a new way of thinking to our city. The story of Antoni Gaudí's iconic Sagrada Família presented by Dr Jordi Fauli, its lead architect, was a good example. We also experienced Barcelona's rich heritage and the beauty of the city through Javier Mariscal's astounding communication talent of engaging storytelling, which was artistic, vividly

creative, humorous, hilarious and empathetic. Through partnership with brands such as Roca, we had challenged young designers to embrace design thinking to frame problems and conceptualise sustainable bathroom and hygiene solutions for people's well-being.

Our way of work and living is also being modified by technology. BODW 2015 has embraced new sessions "IoT & Design" and "Crowdfunding & Design" for speakers to share their insights on how digital and technologies impact user behaviours, customer engagement and business innovation.

DFA Awards remains our flagship programme to celebrate good design and leadership. Through the hundreds of entries coming in from all around the world, we are able to catch a glimpse of good designs in Asia and for Asia that impact societies, economies and people's well-being. Importantly, it gives us an index and opportunity to reflect on design trends and evolution through our broad scope of DFA Awards categories, including the **DFA Hong Kong Young Design Talent Award** to nurture young design talents.

Planning for BODW 2016, we will highlight the design ecosystem of Chicago — the first American city we work with. Food, future work and technology will be part of the programme among The Making of Millennium Park and other interesting aspects of design. FASHION ASIA will be introduced as a new focus within BODW 2016 as we leverage the government's strong policy support to advance our fashion industry. BODW

will present an inaugural **FASHION ASIA 2016 HONGKONG**, featuring a two-day Fashion Challenge Forum and a week-long '10 Asian Designers To Watch' exhibition to help foster Hong Kong's position as an international fashion centre in Asia for trade and business development. The Hong Kong Showroom and creative pop-up spaces will also be set up to showcase our homegrown design talents. This is just part of the exciting portfolio of fashion programmes shaped by the Advisory Group on Implementation of Fashion Initiatives formed by the HKSAR Government which I am honoured to be appointed to chair.

We are truly gratified by the strong policy support from the HKSAR Government and funding support from Create Hong Kong for HKDC and all our initiatives and programmes. We are also planning to expand the **Design Incubation Programme (DIP)** so that we could help nurture more design start-up companies from end of 2016 onwards.

Overall, it has been an exciting year of progress. After more than a decade of efforts, it is heartening that there is growing recognition of the power of design for economic growth and competitiveness, and for city advancement and societal well-being. I wholeheartedly thank the HKSAR Government, CreateHK, our board directors (and former ones), all of our long-time partners, collaborators, sponsors, friends and the dedicated staff of HKDC. Together, we will co-shape a brighter future.

HKDC is proud to be an influencer and a champion, trying not only to connect relevant parties, but also to **advocate design thinking and a creative mindset.**

香港設計中心成功發揮我們的影響力，致力連繫各界，**推動設計思維及創意。**

設計是這個城市的經濟、文化與生活不可或缺的一部分。現今社會商業發展蓬勃，市民追求繁榮、安穩以及更優良的生活品質。政府、商界、學校、家庭等各個持份者必須團結一致，以達至一個包容性的社會。香港設計中心十分榮幸能倡導這方面的發展，成功發揮我們的影響力，不僅致力連繫各界，並推動設計思維及創意，從而啟發設計主導的方案，為我們的城市成就更美好的未來。

2015年可說是我們的里程碑。我們的年度設計盛事「**設計營商周**」一向與不同國家合作，今年我們首次夥拍城市巴塞隆拿。一個歷史悠久的現代城市，在文化及經濟發展進程上具有一定影響力，在當代文化中亦同樣發揮舉足輕重的角色。巴塞隆拿向來著重創意，其設計文化往往以社區為主導，並融合前瞻性思維。我們很榮幸邀得這個西班牙的文化首都，作為「**設計營商周**」首個夥伴城市。

巴塞隆拿成功將設計融入建築、美食、城市規劃甚至體育運動，展現一個獨特的創意生態系統。我們邀得多位當地的專家擔任講者分享個案，希望啟發我城作為借鏡。例如，Jordi Fauli講解Antoni Gaudi畢生力作——聖家大教堂，其建築和設計的一點一滴；Javier Mariscal則以創新、生動、幽默、風趣的說故事技巧，讓我們感受到巴塞隆拿的豐富文化遺產和城市之美，猶如置身其境。另外，我們與浴室用具品牌Roca合作，透過比賽激發年輕設計師的創意思維，從使用者的角度出發，洞悉產品可改善的地方，設計出可持續的浴室用具。

科技往往影響我們現今的生活與工作模式，設計營商周2015新增「物聯網與設計」和「群眾募資與設計」論壇，邀請講者分享數碼科技對使用者行為、消費模式及企業創新各方面的影響。

DFA設計獎向來表揚傑出設計及優秀設計師的旗艦項目。透過來自全球數以百計參賽作品，我們得以了解亞洲的出色設計作品在改善社會、經濟與人文所作出的貢獻；而從我們頒發的多個類別獎項，更充分反映設計的發展趨勢和演變，包括旨在培養本地新晉設計師的「**DFA香港青年設計才俊獎**」。

2016年設計營商周，我們將首次與美國城市芝加哥合作，聚焦探討當地的設計生態。論壇除了探討芝加哥千禧公園外，亦圍繞芝加哥在食物、未來工作空間及科技在設計上的發展。此外，為配合香港特區政府推動本地時裝業的政策，我們加入時裝為論壇焦點，首次舉辦**FASHION ASIA 2016 HONGKONG**，項目包括為期兩日以時裝業挑戰為題的論壇，以及十位亞洲新晉時裝設計師的作品展覽，為期七日，以推動香港成為亞洲區時裝及商業發展的樞紐。項目尚包括「Hong Kong Showroom」及多個pop-up創意空間，展出本地時裝精英作品予市民參觀。多個精彩項目是由香港特區政府牽頭成立的「時裝業發展措施諮詢小組」，所倡議之眾多時裝活動的一部分。本人十分榮幸獲委任為該小組的主席，為本地的時裝業發展出一分力。

香港設計中心的工作得以順利進行，實在有賴香港特區政府在政策上的全力支持和配合，以及創意香港的贊助，我們就此深表謝意。我們正籌劃擴展「**設計創業培育計劃**」的規模，在新一年培育更多初創企業。

總括而言，今年是成果甚豐的一年。憑藉過去十年的努力，普羅大眾進一步認同設計的重要性，尤其在推動經濟增長、競爭力、城市發展及生活質素各方面的影響力，我們感到十分鼓舞。在此衷心感謝香港特區政府、創意香港、現屆及歷屆董事會、合作夥伴、贊助單位、各方友好，以及我們敬業樂業的團隊。只要上下一心，我們才能攜手構建更美好的未來。

Victor Lo 羅仲榮, GBM, JP

Chairman

Board of Directors 董事會主席

Hong Kong Design Centre

香港設計中心



Message from Executive Director 行政總裁的話

Design is beyond aesthetics; it is about a creative mindset and value-driven competence for transformation and solving problems. Facing complexity and increased competition, we are committed to cultivating wider and strategic use of design for economic competitiveness and societal well-being.

HKDC team has worked diligently to pursue its public mission across its five mission pillars: **Connect, Celebrate, Nurture, Advance, and Engage.**

In past **Business of Design Weeks (BODW)**, we used to work with countries as partners. In BODW 2015, we have partnered with Barcelona as our first partner city. Barcelona has a unique and vibrant creative ecosystem that embraces design as part of its culture, from smart city development, architecture, urbanism to gastronomy and sports. The design of Barcelona also carries rich legacy and is both community-driven and forward-thinking. It inspires us with a new way of thinking to advancement of our city. The week-long programme has attracted over 130,000 business leaders, brand and marketing executives, designers, creative practitioners and design aficionados from local, Mainland of China and rest of Asia and the world. BODW 2015 remains an invaluable content-driven platform for inspirations, exchange and business

opportunities across its over 20 core and concurrent programmes. With so many design weeks in neighbouring economies and all around the world, BODW is unique in its own making. It helps to place Hong Kong on the world map of design cities.

Since 2006, our **Design Incubation Programme (DIP)** has stayed on course of its goal to help nurture young designpreneurs, prepare them to face business challenges and connect them with potential partners and clients. In July 2015, another cohort of 20 incubatees graduated from the 2-year programme. The majority of our graduates have remained competitive with many of them achieved sustained growth in their business and recognition of their design competence. Thanks to the increased government support from Create Hong Kong, we have already started planning an expanded new phase of DIP which will be admitting 90 incubatee companies in the next 3 years.

In 2015, we ran another successful **Design Mart**, thanks to the support and sponsorship of K11 Art Mall. This 3-day market showcased creative products of 46 designer brands, some of whom were DIP incubatees, bringing a turnover of over HK\$500,000. It provided a good interface with the customers and gave a good testing ground of their products with the general public. During the event we also organised hands-on design workshop and designer dialogues, altogether attracting over 120,000 participants. **Entrepreneurship for Design & Creative Business Certificate Programme ("7+1")** has come to the 9th intake with 20 local designers and creative talents, with 7 modules and 1 field trip to Mainland of China, expanding their market horizon and knowledge of running a business, entrepreneurship and brand building.

Celebrating good design and design leadership remains our core public mission. In 2015, we presented 186 **DFA Design for Asia Awards** to excellent design projects. We have also granted **DFA Lifetime Achievement Award, DFA Design Leadership Award** and **DFA World's Outstanding Chinese Designer** to worthy individuals to recognise and celebrate their significant design achievements and contribution to the profession and the society. The **DFA Hong Kong Young Design Talent Award** grants recognition to outstanding young designers, providing needed exposure and the opportunity to study and work abroad to gain foreign experience. It's worth noticing that we have received a record-high number of applicants with an increase of 13% from the previous year. Thanks to the support of our overseas design institutions, it is gratifying to note that this Award has attracted increased attention from young designers as an excellent learning platform through overseas internship and training.

Besides targeting budding designers, we have continued to offer design and innovation workshops via the **Institute of Design Knowledge (IDK)** to cultivate design thinking among decision makers, EMBA's and creative executives across the public, non-profit and private sectors. We cherish the partnership with the CUHK EMBA to expose their top and senior executives on strategic values of design. We also have going partnership to provide training workshops for civil servants and inspire them on using design to enhance public service delivery.

Engage is another pillar where we try to reach out to the community. Co-presented with Hong Kong Disneyland, we have invited more than 20 students of multi-disciplinary backgrounds in the **Happy "D" Project** to jointly create happy "D" messages for the community. We have also engaged the project with imagineers from Walt Disney and local design masters. Throughout the 9-month period of preparation, co-creation workshops, coaching sessions and exhibition, we have engaged a total of over 2.4 million people online and offline with design installations spread out to 32 locations in 12 districts.



We have also enhanced the user interface of our corporate website and **Hong Kong Design Directory**. Hopefully, the platform will provide enhanced navigation and more responsive, user-friendly design for the public to access our information and search for their design partners. We will continue to work with the Hong Kong Federation of Design Associations to expand the **Global Design Network**.

Lastly, on behalf of Hong Kong Design Centre, I would like to express heartfelt gratitude to Victor Lo for his exemplary leadership and invaluable guidance since HKDC is founded in 2001. A very warm welcome is extended to the new board of directors effective from mid-March 2016. Under the leadership of our new Chairman Professor Eric Yim, continued support of CreateHK, all our partners, sponsors and the dedication of the team, I am confident Hong Kong Design Centre will grow its influence and reach new heights as the design promotion agency dedicated for this unique public mission.

We count on your continued support and let's co-shape a brighter future together.

設計不單注重美學，更講求創意思維以及價值導向的能力，以應對轉變及解決難題。面對複雜的時勢，以及更講求在競爭中尋求合作的環境，我們致力推展更廣泛、更具策略性的設計應用，從而增強經濟競爭力，改善生活質素。

香港設計中心致力實踐使命，我們的工作涵蓋五大範疇：**聯繫業界、弘揚人才、啟蒙創業、突顯專業、融入社會**。

我們的年度設計盛事「**設計營商周**」一向與不同國家合作，2015年我們破天荒夥拍城市巴塞隆拿。巴塞隆拿擁有獨特鮮明的創意生態系統，從智能城市發展、建築、都市規劃、美食以至體育，設計都與當地深厚的文化密不可分，且由社區主導，風格具前瞻性。當地所展現的創意，為我們城市的未來發展路向，帶來了全新視野。連同主要及同期節目在內，為期一星期的盛事共舉行了超過20項活動，吸引了來自本港、中國內地及海外逾130,000位商界領袖、企業精英、設計師、創意人士以及設計愛好者的參與。設計營商周2015繼續擔當一個以內容為主導的聯繫平台之角色，讓業界人士進行創意溝通及交流，締造商機。與鄰近

地區與全球的同類活動相比，設計營商周的獨特地位始終如一，讓香港能位居國際設計城市之列。

自2006年推出「**設計創業培育計劃**」以來，香港設計中心一直致力支援年輕設計企業家發展事業，協助他們爭取客戶，開拓人際脈絡。2015年7月，20間參與計劃的培育公司經過兩年的培訓後成功畢業，大部分培育公司畢業後仍保持市場競爭力，不少更擴展其業務，設計才華備受廣泛認同。在香港特區政府「**創意香港**」的全力支持下，我們正籌劃擴大計劃的規模，未來三年增收至共90間培育公司，孕育更多可造之才。

在K11購物藝術館的贊助及支持下，我們於2015年再次成功舉辦了**設計市集**。為期三天的活動展出46位設計品牌的創意作品，部分為「**設計創業培育計劃**」的培育公司，共帶來超過港幣50萬元的營業額。活動為設計師提供一個向公眾展示才華的平台，讓他們測試市場對產品的反應，同時與顧客進行交流。市集舉行期間我們亦舉辦設計工作坊及設計師分享會，活動共吸引逾12萬人次到訪。另外，志在**創業一設計與創意工業證書課程**（簡稱「7+1」）踏入第九屆，課程匯聚了共20名本地設計師及創意專才，學員透過七個單元及一個中國內地考察團，擴闊視野，並學習企業營商技巧與建立品牌等多元化知識。

嘉許傑出設計、弘揚優秀人才是我們的核心使命。2015年，我們合共頒發了186個**DFA亞洲最具影響力設計獎**獎項；我們亦選出**DFA亞洲設計終身成就獎**、**DFA設計領袖獎**及**DFA世界傑出華人設計師**的得主，藉以表揚他們在設計上的超卓成就，以及為業界和社會所作的貢獻。**DFA香港青年設計才俊獎**肯定了年輕設計師的才華，為他們建立知名度，並提供往海外工作和進修的機會。值得鼓舞的是，本屆獎項報名人數比去年增加13%，創歷年新高。在各海外設計機構的支持下，獎項成功啟發更多的新晉設計師一展抱負，讓他們可赴海外，透過實習與培訓學習專業技能。

除了協助新晉設計師外，我們的**設計知識學院**亦為來自公營、私營機構及非牟利組織的決策者、高級行政人員及設計管理層，提供設計課程及創意工作坊，啟發設計思維。我們很榮幸能與香港中文大學商學院合辦高級管理人員工商管理碩士課程，讓更多管理層人員能領略設計的策略價值。此外，我們亦舉辦專為公務員而設的培訓工作坊，啟發他們以設計提升公共服務質素。

融入社會是我們另一主要工作範疇。我們與香港迪士尼樂園合辦「**快樂D計劃**」，並邀請了超過20位來自不同設計學科的學生參與共同創作，向公眾發放歡樂訊息。在迪士尼樂園幻想工程師以及本地設計大師帶領下，學生透過一系列共同創造工作坊、交流會議，攜手設計「**快樂D**」互動裝置，並於全港12個地區共32個地點向公眾展示。連同網上社交平台及傳媒的訊息發放，長達9個月的活動共為超過240萬人帶來歡樂。

隨著我們今年推出全新網站，**香港設計指南**亦同時展示新面貌，頁面設計更為簡易，公眾能更方便瀏覽資訊及搜尋設計夥伴。未來我們會加強與香港設計總會合作，積極拓展**國際設計聯盟**。

最後，本人謹代表香港設計中心向羅仲榮主席致以衷心謝意。自本中心2001年成立以來，羅主席一直給予指導，其真知灼見帶領香港設計中心不斷向前邁進。新一屆董事會於2016年3月中生效，在此歡迎各位新任成員。展望未來，在新任主席嚴志明教授的領導下，秉乘創意香港、所有合作夥伴與贊助單位的一貫支持，以及我們上下一心的團隊，我深信香港設計中心定能進一步發揮設計推廣機構的影響力，實踐使命，邁向新里程。

期望您能繼續支持我們，攜手共塑更光輝的未來。

Dr Edmund Lee 利德裕博士
Executive Director 行政總裁
Hong Kong Design Centre
香港設計中心

MAY 五月

Service Innovation and Implementation: A Series of Two-Day Modules
創新服務與執行：兩天課程
(8 & 11 May 2015)

JUN 六月

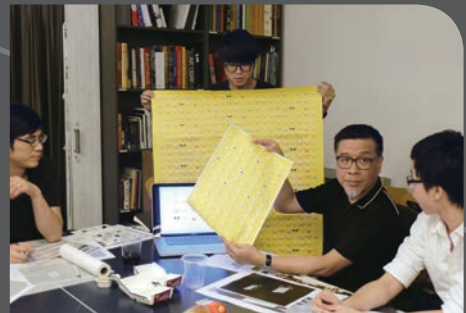


Knowledge of Design Week (KODW) 2015
設計「智」識周
(8 – 12 Jun 2015)

JUL 七月



Design Incubation Programme (DIP) Graduation Ceremony
「設計創業培育計劃」(DIP) 畢業典禮
(17 Jul 2015)



Happy "D" Project Co-creation Phase
「快樂D計劃」共同創造階段
(Jul-Oct 2015)

AUG 八月



Entrepreneurship for Design & Creative Business
Certificate Programme — 9th Intake
第九屆志在創業 — 設計與創意工業證書課程
(18 Aug–29 Sep 2015)

OVERVIEW of HKDC'S ACTIVITIES AND PROGRAMMES 年度回顧

2015

OCT 十月



Design Mart 2015 @ K11
設計市集 2015 @ K11
(9-11 Oct 2015)



Happy "D" Project — Happy "D" Hunt
「快樂D計劃」社區外展活動
(6-25 Oct 2015)



NOV 十一月



Happy "D" Project —
Installation Lighting Ceremony
「快樂D計劃」裝置亮燈儀式
(3 Nov 2015)



Business of Design Week (BODW) 2015
設計營商周 2015
(30 Nov–5 Dec 2015)



BODW concurrent event — IoT & Design
設計營商周同期活動 —
物聯網與設計
(30 Nov 2015)



BODW concurrent event — deTour 2015
設計營商周同期活動 — deTour 2015
(27 Nov–6 Dec 2015)

DEC 十二月



DFA Awards Presentation Ceremony
DFA設計獎頒獎典禮
(2, 4 Dec 2015)

BODW concurrent event — Fashion Ecosystem Forum
設計營商周同期活動 — 時裝設計生態會議
(1 Dec 2015)

BODW concurrent event — DesignEd Asia Conference
設計營商周同期活動 — 設計教育亞洲會議
(1-2 Dec 2015)

BODW concurrent event — Brand Asia Forum
設計營商周同期活動 — 品牌亞洲論壇
(2 Dec 2015)

BODW concurrent event —
Global Design Network (GDN) Symposium
設計營商周同期活動 — 國際設計師聯席會議
(2-3 Dec 2015)

BODW concurrent event —
Roca One Day Design Challenge
設計營商周同期活動 — Roca 一天設計挑戰賽
(3 Dec 2015)



BODW concurrent event — BIP Asia Forum
設計營商周同期活動 — 亞洲知識產權營商論壇
(3-4 Dec 2015)



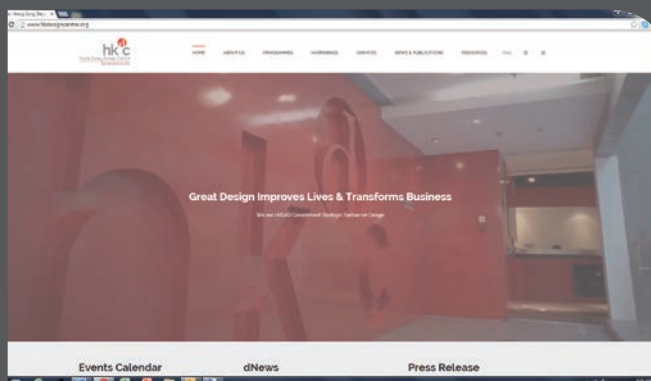
BODW concurrent event —
InnoDesignTech Expo
設計營商周同期活動 —
設計及創新科技博覽
(3-5 Dec 2015)

FEB 二月



Study Tour to Chicago
往芝加哥訪問交流
(29 Feb-5 Mar 2016)

MAR 三月



Hong Kong Design Centre Launches New Website
香港設計中心新網站面世
(Mar 2016)



Hong Kong Design Centre Appoints New Board of Directors
香港設計中心委任新董事會成員
(12 Mar 2016)

ON-GOING 持續項目



Institute of Design Knowledge (IDK)
設計知識學院

Hong Kong Design Directory
香港設計指南

Friends of HKDC Membership Programme
香港設計中心之友會員計劃

Communications & Media Publicity
傳訊與媒體報導

HKDC Library
香港設計中心圖書館

Partnership & Collaborations
夥伴合作



Design Incubation Programme (DIP)
設計創業培育計劃



Visits to HKDC
到訪香港設計中心





Connect

聯繫業界

All Industry Doers and Thinkers,
Foster Exchange and Collaborations
among Designers, Businesses
and Academia.

為設計師、商界、學術界
及有夢想的人提供交流
和合作平台。

Business of Design Week (BODW) 2015: Barcelona Inspires Design 設計營商周2015



Hong Kong Design Centre's annual flagship event, Business of Design Week (BODW), kicked off on 30 November, by welcoming Barcelona as its first-ever partner city.

First launched in 2002, BODW is Asia's leading annual event on design, innovation, and brands. This week-long event is co-organised by the Hong Kong Trade Development Council and major sponsored by Create Hong Kong. It offers an unrivalled opportunity for

outstanding design masters, creative visionaries, educators, influential business figures, SMEs and the general public to exchange views and ideas.

Partnering with a city rather than a country befitted this year's programme of embracing community and culture. Design in Barcelona is both community-driven and forward-thinking, but never at the cost of compromising the city's rich heritage. With this cosmopolitan hub in the spotlight,

BODW 2015 was presented under the theme "Barcelona Inspires Design", which explored in-depth the many ways good design can help create the cities of future. The impressive line-up convened over 75 design professionals and creative personnel to stimulate discussion on community and culture framed by innovative design and business growth.

Inspiring the audience with insights on the latest developments of design, innovation, and brands,



2015 keynote speakers hailed from around the world. They included David Butler from The Coca-Cola Company, Maria Sebregondi from Moleskine, Xavier Asensi and Dídac Lee i Hsing of FC Barcelona, renowned British designer Thomas Heatherwick, Barcelona-based architect Benedetta Tagliabue, DFA World's Outstanding Chinese Designer Chi Wing Lo, industrial designer Ross Lovegrove, Chelsia Lau from Ford Motor Company and culture-of-products designer Martí Guixé.

Besides hosting world-class talks by speakers from a range of fields and featuring a rich tapestry of projects, brands and personal stories from the great creative ecosystem of Barcelona, BODW 2015 carved a special space to showcase cutting-edge knowledge and innovation in the form of popular sessions such as Crowdfunding & Design and IoT (Internet of Things) & Design. Meanwhile, Brand Asia Forum brought together world-class brand management experts to share their pioneering visions on brand marketing.

Other concurrent events included deTour 2015, a 10-day fest celebrating creative education and young talents, held at Central's iconic venue PMQ; the DesignEd Asia Conference 2015, bringing together design educators and professionals keen to share knowledge, views and experiences; the Business of IP Asia Forum, in which business leaders from around the world came together to share their intellectual property insights; the annual symposium of the Global Design Network, a Hong Kong-based design promotional body supported by a strong international membership network; InnoDesignTech Expo, which showcased projects and innovations that help the trading,

manufacturing and service sectors enhance their capacity to penetrate world markets; and the Roca One Day Design Challenge, featuring over 120 local designers under the age of 30, who tackled the one-day challenge of creating original solutions and innovative concepts related to bathroom space.

For its 14th year, BODW encouraged designers and businesses to explore the way in which creative endeavours and co-creation can transform cities and foster design-preneurship. Concluding the successful run of 2015 edition, BODW introduced Chicago as its BODW 2016 Partner City.





香港設計中心的年度旗艦項目「設計營商周」於2015年11月30日揭幕，更首度邀得巴塞隆拿擔任夥伴城市。

於2002年首次舉行的設計營商周是亞洲年度為期一周的設計、創新及品牌盛事。此項目由香港設計中心與香港貿易發展局合辦，並由「創意香港」作主要贊助。香港設計中心每年邀得殿堂級設計大師、創意構想家、學者、商界精英及中小型企業與公眾交流心得。

為了更貼合本年社區和文化的議題，大會是次特別邀請巴塞隆拿為夥伴城市。在巴塞隆拿，設計文化向來與社區密不可分，風格具前瞻性，卻同時與當地的深厚文化兼收並蓄。本年主題為Barcelona Inspires Design，以這個歐洲大都會作焦點深入探討如何透過優良設計構建未來城市面貌。

超過75名設計精英及創意人才聚首一堂，其中演講嘉賓更是國際重量級人馬，包括可口可樂公司的David Butler、筆記本品牌Moleskine的Maria Sebregondi、球會FC Barcelona的Xavier Asensi和李西洵、知名英國設計師Thomas

Heatherwick、長駐巴塞隆拿的建築師Benedetta Tagliabue、DFA世界傑出華人設計師盧志榮、工業設計師Ross Lovegrove、福特汽車公司

設計師劉家寶、產品設計師Martí Guixé等。他們就設計、創新及品牌分享獨特見解，更暢談社區及文化議題，從而帶出設計與商業之間的相互聯繫，為公眾帶來啟發。

巴塞隆拿向來重視設計，而且能多面地展現非凡創意；設計營商周特此邀請來自不同界別的創意精英舉行講座，並精選當地的精彩項目、品牌及獨特個案作重點介紹。此外，我們更特設專題會議，介紹最新的網絡發展及智能產業，議題包括「群眾募資與設計」及「物聯網與設計」。與此同時，「品牌亞洲論壇」請來世界級品牌管理專家，分享他們在品牌管理方面的新知灼見。

其他同期舉行的活動包括「deTour 2015」，節目為期10天，於中環地標PMQ元創方舉行，旨在啟發創意教育及年輕人才；「設計教育亞洲會議」讓教育工作者及專業人士聚首一堂，分享知識、見解及經驗；「亞洲知識產權營商論壇」則雲集了全球商業領袖，分享他們對知識產權的心得；「國際設計師聯席會議」是以香港為基地的年度設計研討會，由強大的國際成員網絡支持；「設計及創新科技博覽」匯集創意方案與技術，以協助貿易、製造及服務業提高面向世界市場的能力；另「Roca一天設計挑戰賽」，超過120名30歲以下的本地設計師在一天之內，設計出能滿足跨代家庭需要的浴室原創方案。

步入第14屆，設計營商周鼓勵設計師與商界共同合作，通過創意改善城市及培育設計企業家。論壇接近尾聲，大會正式宣佈邀得芝加哥為設計營商周2016的夥伴城市，令人期待。

130,000+

Participants
參加者

75+

Speakers
講者

20+

Major and
Concurrent Programmes
主要及同期節目

Brand Asia Forum

品牌亞洲論壇

BODW Concurrent Event
設計營商周同期活動



As one of the key concurrent programmes of Business of Design Week (BODW), this year's Brand Asia Forum brought together an exciting lineup of guest speakers from reputable designer brands, featuring the importance of glass production techniques, and the trend of digital data creating new products. It also touched upon Hong Kong's position on creativity and the concept of embracing collaboration between designers.

Carlos Velázquez, Corporate Marketing Director of Roca Group, opened with how important communication is to drive design branding — pointing out the integration of design management and understanding of evolving customer needs. Other guest speakers included David Butler, Vice President, Innovation and Entrepreneurship of The Coca-Cola Company; Chris Fjelddahl, Partner at Eight Partnership; Maria

Sebregondi, Brand Equity Senior Advisor of Moleskine, as well as David Sancho Grau, CEO of MANGO China, East Asia & India, MANGO.

作為設計營商周的重點同期活動，品牌亞洲論壇本年雲集著名品牌設計師擔任嘉賓講者，討論主題包括玻璃生產技術的重要性，以及使用數碼數據創造新產品的潮流。此外，論壇亦談及香港的創意定位及設計師聯乘合作的概念。



在眾多分享中，Roca Group企業市場總監Carlos Velázquez指出，溝通有效整合設計管理與了解客戶不斷轉變的需求，從而推動品牌定位。其他講者包括可口可樂公司創新與創業副總裁David Butler、Eight Partnership合夥人Chris Fjelddahl、Moleskine高級品牌資產顧問Maria Sebregondi及MANGO中國、東亞及印度行政總裁David Sancho Grau等。

Fashion Ecosystem Forum

時裝設計生態會議

BODW Concurrent Event
設計營商周同期活動



Leading industry figures attended the Fashion Ecosystem Forum held at PMQ — the first-of-its-kind fashion event promoting fashion design, creativity and innovation. Kicking off with reputable designers to watch throughout the week, designers exhibited their talents, celebrating innovation, cutting-edge design and craftsmanship.



Canadian-British founder and editor-in-chief of the online journal Business of Fashion Imran Amed delivered his keynote speech to discuss the way consumer behaviour and the fashion industry had been reshaped by digital forces. He also addressed the fact that Asia is becoming a focal point for fashion as the industry searches further afield for talents.

With a room full of brand creators, strategists, designers, marketers, buyers, media and industry

professionals gathering to discuss fashion disruption and revitalisation, the Fashion Ecosystem Forum highlighted the trends reshaping the fashion industry through changing digital landscape and technology.

時裝設計生態會議於PMQ元創方舉行，是首個結合時裝設計、創意和革新的時裝活動。活動期間，多位著名設計師展示他們的天賦才華，以獨特的設計和工藝，演繹他們的創新思維。

時尚媒體公司Business of Fashion的始創人及主編、英籍加拿大裔Imran Amed於演說中，講述數碼時代對時裝界生態及消費者心態所造成的轉變。他同時指出，在物色時裝設計人才方面，亞洲將成為業界的新焦點。

論壇匯集了眾多品牌創辦人、策略員、設計師、市場人員、買家、媒體及業界專才相互交流意見，研討應變策略。議題要點聚焦在科技的迅速發展怎樣為時裝業帶來顛覆及活化的改變、數碼化的趨勢如何重塑業界的面貌。

IoT & Design 物聯網與設計

BODW Concurrent Event
設計營商周同期活動



An unrivalled team of designpreneurs, educators and business leaders discussed the ever prevalent issue of Internet of Things (IoT) and Design at BODW 2015. Some exciting topics were covered during the forum, such as Internet-connected travel products, challenges facing consumer-orientated IoT, novel digital fabrication methods, and hardware start-up know-how.

Delving into what product design means when products are no longer just physical goods, but rather connected with the intellect of machines operating them, the impressive lineup of speakers including Alejo Verlini, Co-founder and VP of Design of Bluesmart; followed by Kristina Höök, Professor in Interaction Design, The Royal Institute of Technology and Director of The Mobile Life Centre; Colin Light, Partner, PwC Hong Kong Consulting; Manav Gupta, Founder & CEO of Brinc and

Charles Adler, Co-founder and Former Head of Design at Kickstarter.com discussed how the hybrid of these products and services are becoming a thing of the future and affecting everyone's life.

設計營商周2015匯聚一眾設計企業家、教育家及企業領袖共同討論業界流行議題「物聯網與設計」。論壇的主題廣泛而切身，包括互聯網旅遊產品、消費者主導物聯網面對的挑戰、嶄新數碼製作方法、硬件初創企業須知等。

物聯網時代意味產品不僅是單單一個實體，而是能與網絡連結，實現智能化運作。論壇討論物聯網時代衍生的產品及服務如何主導未來，以及對大眾日常生活所帶來的變化。講者均為舉足輕重的代表人物，包括 Bluesmart聯合創辦人兼設計總監Alejo Verlini、皇家理工學院互動設計教授及Mobile Life Centre總監 Kristina Höök、PwC Hong Kong Consulting合夥人Colin Light、Brinc創辦人兼行政總裁Manav Gupta及Kickstarter.com聯合創辦人兼前設計總監Charles Adler。



DesignEd Asia Conference 設計教育亞洲會議

BODW Concurrent Event
設計營商周同期活動



Co-organised by the Hong Kong Polytechnic University School of Design, Hong Kong Design Institute (member of VTC Group) and Hong Kong Design Centre, the 11th DesignEd Asia Conference provided a platform for international design educators and professionals to share their views, knowledge and experiences on design education with a wider audience.

DesignEd Asia Conference this year drew on the experience of hundreds of international design educators, researchers, practicing designers,

design students and related executives to prepare students with the tactical and interpersonal capacity to navigate the world in which they are designing and constructing positive change.

由香港理工大學設計學院、香港知專設計學院(VTC機構成員)及香港設計中心合辦的第十一屆設計教育亞洲會議，提供了一個有

效的平台，讓國際設計學者及專業人士與公眾分享他們於設計教育上的觀點、知識及經驗。

今年會議舉行期間，設計系學生與數以百計的國際設計教育家、研究人員、在職設計師及業界行政人員會面交流，領略商場上的實戰及人際技巧；這些寶貴經驗，有助他們裝備自己，以最佳狀態投身設計業。



Global Design Network (GDN) Symposium 國際設計師聯席會議

BODW Concurrent Event
設計營商周同期活動



Celebrating its 10th anniversary, the annual Global Design Network (GDN) Symposium took place on 2–3 December 2015. Sponsored by Create Hong Kong and supported by a strong international membership network of over 90 associations, GDN Symposium is a much-anticipated event for design enthusiasts who turned up to acquire the latest update on global design industry developments and build network to promote the advancement of the design industry.

Kicking off with a roundtable discussion, followed by a keynote session and open dialogue cum luncheon on the theme "Intermediation: Creative Match-making", the 2-day Symposium brought together industry leaders from several participating nations, including the International Economic Promotion Managing Director of Barcelona Activa

from Spain, Executive Director of DesignSingapore Council from Singapore, Director of Swinburne Design Factory of Swinburne University Technology from Australia, Co-founder of The Big Questions from Taiwan, who offered insights on how to sustain communication and facilitate future partnership among leading design organisations.

Going forward GDN hopes to further its effort in facilitating fruitful communication among member associations and to foster more cross-cultural and international collaboration in major design and infrastructural projects among participating nations.

第十屆國際設計師聯席會議由「創意香港」贊助，並獲超過90個國際組織成員支持，是備受業界期待的年度盛事。會議於2015年

12月2日至3日舉行，與會設計專才進行交流分享，討論業界的發展趨勢，商討合作良機。

本年的會議主題為「發揮中介角色：成就創意配對」，活動包括圓桌會議、專題演講及對話暨交流午餐。獲邀嘉賓均是國際級的業界權威領導人物，包括西班牙 Barcelona Activa 國際經濟推廣常務董事、新加坡設計理事會執行理事長、澳洲斯威本科技大學 Swinburne Design Factory 總監，以及台灣 The Big Questions 論壇共同創辦人。他們與各界人士分享經驗，講述設計機構之間的創意維繫，藉以促進彼此間的合作和凝聚力。

展望將來，國際設計聯盟期望進一步加強成員組織間的交流，並推動成員國在大型設計及基建項目上達成跨文化合作。

InnoDesignTech Expo (IDT Expo) 設計及創新科技博覽

BODW Concurrent Event
設計營商周同期活動

Organised by the Hong Kong Trade Development Council, InnoDesignTech Expo 2015 was held on 3-5 December at the Hong Kong Convention and Exhibition Centre.

As one of the Asia's premier design and innovation events, IDT Expo is reputed to be an international marketplace for professional design services, business technology solutions and IP trading.

European creative hub Barcelona is the partner city for the IDT Expo themed "Barcelona Inspires Design". In addition to highlighting leading brands and companies from the city such as FC Barcelona, MANGO, Roca and TOUS, the event also featured a series of seminars on topics ranging from innovation in eco-design and e-commerce to designing cities of the future.

Design and innovation experts from Japan, Italy, Switzerland and Taiwan exchanged ideas and insights with Hong Kong business

leaders at various thematic seminars, covering topics such as brand strategies, smart manufacturing, smart business data for marketing, commercialisation and investor relations, funding innovation and more.

On top of this, a 3D printing workshop as well as numerous business matching and networking events also took place to help fan collaborations, while close to 100 start-ups from around the world exhibited their latest creations, including plenty of innovative design works and technologies by outstanding Hong Kong designers and inventors.

Incubatees of HKDC's Design Incubation Programme (DIP) also participated in the event presenting their latest practical technologies and design solutions to help trading, manufacturing and service sectors to enhance their capacity to supply world markets.

由香港貿易發展局舉辦的設計及創新科技博覽於2015年12月3日至5日假香港會議展覽中心舉行。

設計及創新科技博覽是亞洲首屈一指的創意貿易展，展示最新的專業設計服務、實用技術、解決方案，以及知識產權貿易。

博覽的夥伴城市為歐洲創意樞紐巴塞隆拿，主題為「Barcelona Inspires Design」。除重點推介來自該地的主要品牌及企業如FC Barcelona、MANGO、Roca及TOUS外，大會亦舉行了一系列講座，議題包括創新的環保設計和電子商貿，以及未來的城市設計等。

來自日本、意大利、瑞士及台灣的设计及创意工業專才於講座上與香港的商界精英交流心得及見解，討論的議題廣泛，包括品牌策略、智能生產、智能商業數據於市場推廣的應用、商業化及投資者關係、融資創新等。

此外，博覽會設立3D打印工作坊，並安排商業配對及交流活動，讓參加者拓展網絡，促進合作。近百間來自世界各地的初創企業同時於場內展出最新的设计作品和原創發明，當中包括多位香港的傑出設計師及發明家。

來自香港設計中心「設計創業培育計劃」的培育公司，亦於活動中展出他們的最新實用技術及设计方案，協助貿易界、製造業及服務業增加生產力，滿足國際市場需要。



Business of IP Asia Forum 亞洲知識產權營商論壇

BODW Concurrent Event
設計營商周同期活動



Jointly organised by the HKSAR Government, Hong Kong Trade Development Council and Hong Kong Design Centre, the Business of IP (BIP) Asia Forum brought together more than 2,400 IP professionals and business leaders worldwide to discuss collaborative opportunities and the adaptation of IP strategies to meet with the growing market challenges.

Held on 3-4 December 2015, the 5th edition featured more than 80 prominent experts and speakers sharing their insights on the theme "IP in the Innovation Era". Focusing on targeting growth in Asia and adapting IP strategies to meet market demands, the event gave companies and industry professionals a platform to network with the biggest players in town.

由香港特別行政區政府、香港貿易發展局及香港設計中心合辦的亞洲知識產權營商論壇，吸引了全球超過2,400名知識產權業者及商界精英聚首一堂，探討亞洲知識產權市場的新機遇，尋求合作商机。

第五屆論壇於2015年12月3日至4日舉行，超過80位專家及講者就主題「創新紀元中的知識產權」分享心得，並討論針對知識產權在亞洲地區的發展趨勢，以及市場應用策略，為各地業界專家及商界精英提供一個理想的聯繫平台。

80+

Experts and
Speakers
專家及講者

2,400+

Participants
參加者



deTour 2015

BODW Concurrent Event
設計營商周同期活動



As one of the concurrent events of BODW, deTour is touted by CNN as one of Hong Kong's most exciting events on the cultural calendar. This 10-day fest, being seen as the springboard to local culture in the region, took place between 27 November and 6 December 2015 at PMQ in Central.

A massive umbrella of interactive activities hosted by young and emerging design talents, including workshops, pop-up exhibitions, design dialogues and art installations, deTour encourages engagement between designers, general public, and the neighbouring creative communities in Hong Kong. Besides galvanising our design-centric community, it also aims to raise awareness on social issues and celebrates creativity in a broader sense, constantly asking fundamental questions on how the creative process brings value to the design industry.

Themed "Connection", deTour 2015's mission was about connecting the artists and the public, connecting the past and the future, and connecting the old and the new. In the spirit of connection, this year's programmes made a special effort to reach out to the local community, hosting many satellite events in the urban cul-de-sacs of Mongkok and Sham Shui Po, as part of an overall attempt to bridge the distance between local communities and creative education.

The stars of the show were no doubt Hong Kong's very own design talents; the exciting lineup included Alen Ng, Keith Lam, Gaybird Leung, The Poverty Line, LAAB and WARE. From giant interlocking horns to life-size hamster wheels, their innovative artworks and installations are on-message attempts to "connect" with the public on equal footing.

設計營商周同期活動之一 deTour獲CNN譽為「最令人興奮的香港文化節目」之一，項目被視為區內的本地文化跳板。deTour 2015於11月27日至12月6日在中環PMQ元創方舉行。

為期十天的deTour 2015匯聚了一群本土年輕創意人才，主理一連串精彩的互動項目，包括工作坊、期間限定展覽、設計講座及藝術裝置等。deTour促進設計師、公眾與創意社群之連繫，除了宣揚社區創意外，亦希望能廣泛推動各界關注社會議題以及體會創意的美好，從而反思其價值。

本年節目主題「連結」— 希望將創作人與觀眾、過去與未來，以創意連結在一起。deTour更特意連結社區創意，散落更多衛星環節於旺角、深水埗等本土地區，為創意教育搭建橋樑。

毫無疑問，活動焦點必定落於香港本地的設計人才。本年的創意單位包括吳卓樂、林欣傑、梁基爵、The Poverty Line、LAAB及WARE。由互相緊扣的大型號角，以至人用「倉鼠滾輪」，藝術品及裝置既創新又能拉近距離，連結普羅大眾。



Roca One Day Design Challenge

Roca 一天設計挑戰賽

BODW Concurrent Event
設計營商周同期活動



Roca One Day Design Challenge put creativity and ingenuity in the spotlight. Sponsored by Roca, world-famous bathroom brand hailed from Barcelona, Roca's eponymous event aimed at design and architecture students and professionals under the age of 30. Participants were faced with the challenge of creating original solutions and innovative concepts related to the bathroom space in the course of a single day.

Held at PMQ, the initiative aimed at promoting the talent of over 120 participating designers and architects by giving them the opportunity to embark on professional careers boosting their design sense and innovative ideas. A total of HK\$24,000 was offered in prizes.

The jury, made up of professionals and representatives from various design-related institutions, evaluated the creativity and viability of the projects submitted, and awarded first, second and third prizes.

Roca 一天設計挑戰賽邀請設計及建築系學生及30歲以下設計師參與，參賽者需於一天內發揮創意，設計能滿足跨代家庭需要的浴室產品。這個由巴塞隆拿世界

著名浴室品牌Roca贊助的活動，旨在全力提拔設計和建築行業的新力軍，推動創新思維。

這個首次移師香港的比賽於PMQ元創方舉行，逾120名參賽者的原創方案極具水準，充分反映創意與心思，令人耳目一新。由多位專業設計師及業界機構代表組成的評審團，按作品的質素、可行性及原創性選出首三名得獎者，並頒贈合共港幣24,000元的獎金。



Study Tour to Chicago 往芝加哥訪問交流



Exploring Chicago's diverse and creative ecosystem, the exciting study trip held from 29 February to 5 March 2016, took some 30 Hong Kong design, design education, trade and investment institution, representatives on a tour to Chicago as part of the preparation work for BODW 2016. They met Steven Koch, Deputy Mayor of the City of Chicago, Jeff Malehorn, President and CEO of World Business Chicago (WBC), along with many partners and friends from the fields of design, architecture, fashion and education.

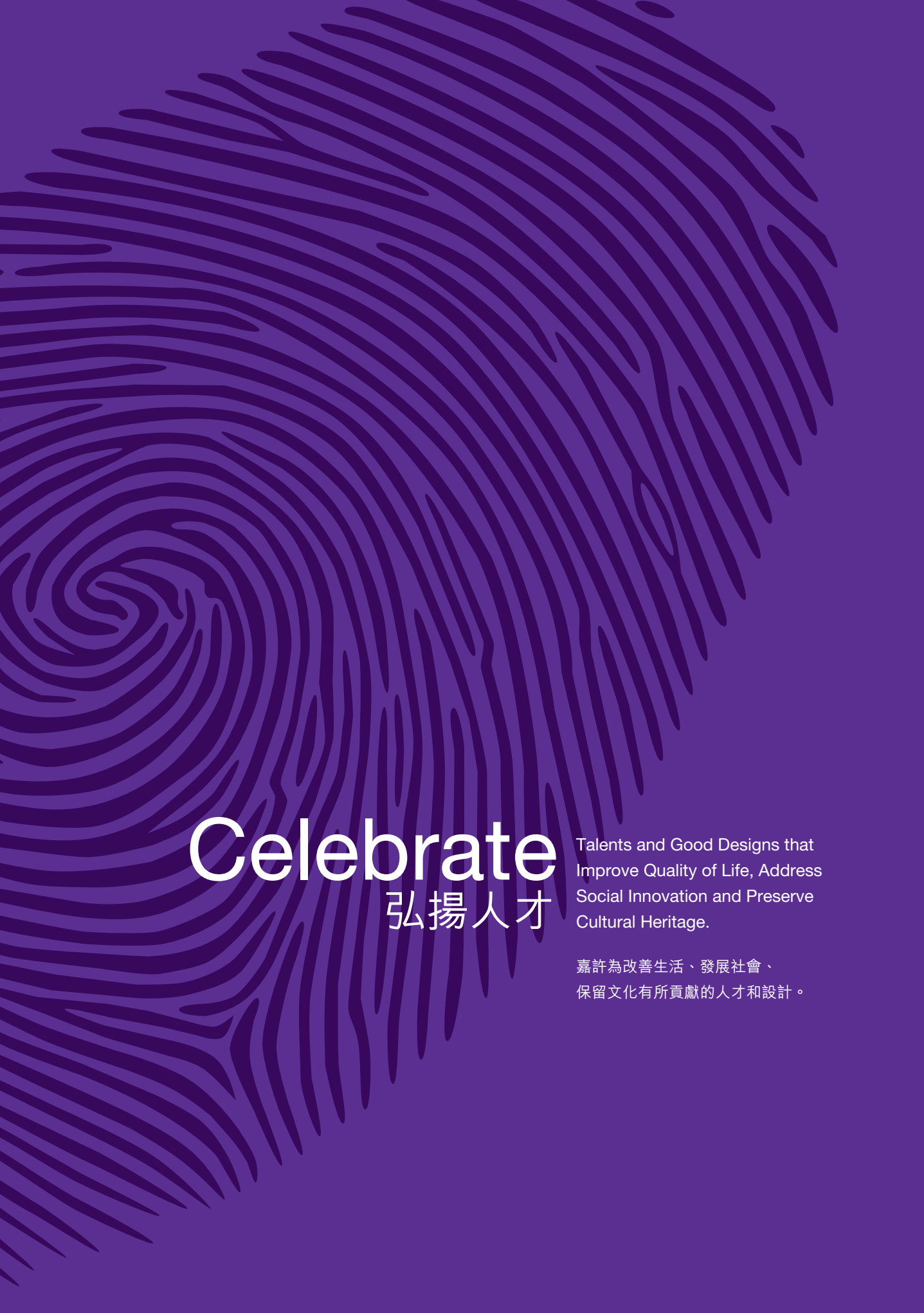
The trip included a visit to the Digital Manufacturing and Design Innovation Institute (DMDII) in Chicago, the first ever public-private partnership of the Chicago non-profit UI LABS. The delegation also met the team of the Millennium Park Foundation at Jay Pritzker Pavilion, visited the Chicago Bulls at the United Center,

and undertook many other studio visits and networking activities. The sharing of innovative design ideas, open dialogue and communication between local and global design companies provided a valuable opportunity for further fostering of ties between Hong Kong's creative communities and Chicago's design aficionados.



由香港設計中心，數個本地設計、設計教育、貿易及投資機構約30位代表組成的訪問團，於2016年2月29日至3月5日到訪美國芝加哥，探索當地多元的創意生態，為「設計營商周2016」作準備，行程中更會見芝加哥副市長 Steven Koch 及 World Business Chicago 主席及行政總裁 Jeff Malehorn，以及多個來自設計、建築、時裝及教育等界別的夥伴。

訪問團到訪了非牟利機構 UI LABS 首個公私合營項目 Digital Manufacturing and Design Innovation Institute，於 Jay Pritzker Pavilion 會見了千禧公園基金會團隊，參觀了芝加哥公牛的基地，還參觀了多間工作室。訪問團更與當地及國際設計企業溝通對話，互相分享創新設計意念，促進香港創意社群與芝加哥設計精英間的聯繫。



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Talents and Good Designs that
Improve Quality of Life, Address
Social Innovation and Preserve
Cultural Heritage.

嘉許為改善生活、發展社會、
保留文化有所貢獻的人才和設計。

Awarded for Excellence — DFA Awards

創意表揚 — DFA設計獎

Organised by Hong Kong Design Centre, the DFA Awards is a well-recognised award for design from an Asian perspective, celebrating design excellence and acknowledging outstanding designs. With Create Hong Kong as the major sponsor, the DFA Awards underpins the role of designers in society and celebrates design leadership in Asia since its launch in 2003.

In 2015, a judging panel of 40 world-renowned design professionals selected 206 talented designers, leaders and projects for 5 award programmes:

1. DFA Lifetime Achievement Award (DFA LAA) — honour and recognition to the lifetime contributor in design
2. DFA Design Leadership Award (DFA DLA) — homage to a global innovative leader by using design
3. DFA World's Outstanding Chinese Designer (DFA WOCD) — hall of fame for Chinese designers
4. DFA Design for Asia Awards — Oscars for Asia's design industry
5. DFA Hong Kong Young Design Talent Award (DFA HKYDTA) — overseas work or study opportunities for local young talents

Long-awaited by the creative design professionals and enthusiasts, the DFA Awards inspires design talents, drives business prospects and fuel aspirations. With numerous nominations and submissions of entries, Hong Kong Design Centre is pleased to reward growing businesses and Asian designers.

「DFA設計獎」由香港設計中心主辦，是從亞洲觀點出發的設計獎項，以表揚傑出設計及亞洲優秀設計師。「DFA設計獎」獲「創意香港」為主要贊助，自2003年舉辦以來一直支持設計師在社會上的角色，並表揚亞洲的設計領袖。

在2015年，40位世界級設計專業評審分別為五個不同設計獎項計劃，選出了206位得獎設計師或作品：

1. DFA亞洲設計終身成就獎 — 終身為設計作重大貢獻及成就超卓人士
2. DFA設計領袖獎 — 表揚引領全球創新的企業領袖
3. DFA世界傑出華人設計師 — 華人設計師的殿堂榮譽
4. DFA亞洲最具影響力設計獎 — 亞洲設計工業的奧斯卡
5. DFA香港青年設計才俊獎 — 給予本地年輕設計人才海外實習和進修機會

「DFA設計獎」啟發人才、拓展商機，激發不少充滿理想的設計師一展抱負，是每年備受熱心的創意專才所期待。香港設計中心每年均接獲大量提名及參賽作品，我們亦秉承一貫的使命，積極帶動商機並表揚傑出的亞洲設計師。





Susie Ho, Permanent Secretary for Commerce and Economic Development (Communications and Creative Industries) (right), poses with Chi Wing Lo (left), winner of DFA World's Outstanding Chinese Designer; Taha Bouqdib (2nd from left), winner of DFA Design Leadership Award, Pinky Lai (2nd from right), winner of DFA Lifetime Achievement Award 2015.

商務及經濟發展局常任秘書長(通訊及創意產業科)何淑兒(右一)與2015年「DFA世界傑出華人設計師」得主盧志榮(左一)、「DFA設計領袖獎」得主Taha Bouqdib(左二),以及「DFA亞洲設計終身成就獎」得主賴平(右二)合照。



DFA Lifetime Achievement Award
DFA亞洲設計終身成就獎



DFA Design Leadership Award
DFA設計領袖獎



DFA World's Outstanding Chinese Designer
DFA世界傑出華人設計師

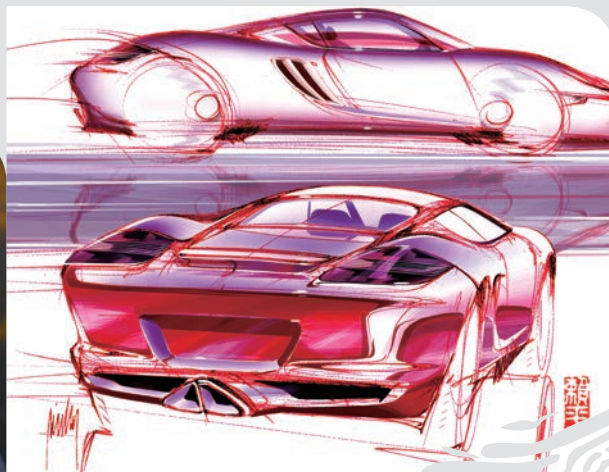


DFA Design for Asia Awards
DFA亞洲最具影響力設計獎



DFA Hong Kong Young Design Talent Award
DFA香港青年設計才俊獎

DFA Lifetime Achievement Award 2015 DFA亞洲設計終身成就獎2015



Sketch of Porsche Cayman
保時捷Cayman草圖

Award-winning automotive designer and the first Chinese car designer, Pinky Lai was awarded DFA Lifetime Achievement Award 2015 (DFA LAA). Be known to many as a dedicated professional making far-reaching contributions of outstanding significance to Asian communities, Lai has spent his entire life designing for reputable car brands.

Lai earned his BA in Industrial Design from the Istituto Superiore per le Industrie Artistiche (ISIA) of Rome and a full scholarship awarded by Ford Motors to study at the Royal College of Art (RCA) in London. Having joined BMW in 1984 as a senior designer, he spent 5 years at the company before his next stint at Porsche's R&D department as Chief Designer for exterior designs. Lai handled all transportation design for clients from Japan, Korea, China and across Europe. These projects ranged from motorbike design to redesigning a cruise liner.

Since 2012, Lai has been engaged primarily as the Founder and Design Director of the Brainchild Design Group in Germany and Brainchild Design Consultants, Ltd. in Hong Kong. His recent projects included working for a Chinese car manufacturer, a 7-star residential project for a top property developer in Hong Kong. Afterwards, he designed the much-anticipated electric vehicle. Demonstrating the longevity and clout of Lai's career, the Venice Biennale 2015 showcased his car sketches from the past 40 years.

屢獲殊榮的汽車設計師賴平為首名登上汽車設計王座的華人設計師，2015年更獲頒「DFA亞洲設計終身成就獎」。賴平全身投入汽車品牌設計，亦以此廣為華人社區所熟悉，傑出貢獻良多。

賴平於意大利羅馬的高等工業藝術學校 (ISIA) 考獲工業設計學士學位，並於畢業後獲得福特汽車公司給予兩年倫敦皇家藝術學院學習的獎學金。1984年加入寶馬出任高級設計師，五年後應保時捷研發部總裁之邀，出任保時捷工作室總監。他負責所有對外項目，處理來自中日韓和歐洲各地客戶的交通工具設計，包括高性能摩托車設計，以至重新設計郵輪。

自2012年起，他主要擔任德國 Brainchild Design Group 和香港 Brainchild Design Consultants, Ltd. 的創辦人兼設計總監。其最新項目包括為中國一家大汽車廠擔任設計顧問，為香港一家知名物業發展商的七星級住宅項目擔任設計顧問，並在香港研發電動汽車。2015年威尼斯雙年展更陳列了賴平過去40年的汽車設計圖，展示賴平在設計界多年以來的傑出成就。

DFA Design Leadership Award 2015 DFA設計領袖獎2015



TWG Tea Salon and boutique at Grand Gateway, Shanghai
上海港匯恆隆廣場TWG Tea茗茶店



Taha Bouqdib, President, CEO and Co-Founder of TWG Tea picked up the DFA Design Leadership Award 2015 (DFA DLA) — acknowledging his success as global business leader.

Using design as a strategy for success and business expansion, the Moroccan-born Bouqdib launched TWG Tea in 2008, one of the fastest growing luxury tea brands in the world. With the help of his fellow co-founders Maranda Barnes and Rith Aum-Stievenard, they strategically positioned TWG Tea as a luxury lifestyle concept.

With headquarters located in Singapore, a country well-positioned geographically to conduct business with plantations across Asia, TWG Tea sold over 650 tons of tea, fetching US\$30 million in profit in its first year of

business. Today, the business incorporates retail outlets, tea rooms and an international distribution network across over 40 countries worldwide. In 2013–2015, Bouqdib had earned a place in Singapore's elite Tatler magazine featuring the top "300 list". He was also on the cover of Forbes Middle East edition in February 2014 and in summer 2015, he received the Order of National Recompense by Morocco's King Mohammed VI in recognition of his contributions to TWG Tea.

茶葉品牌TWG Tea主席、總裁暨共同創辦人Taha Bouqdib為2015年「DFA設計領袖獎」的得主，以表揚他作為環球企業領袖的成就。

Bouqdib出生於摩洛哥，2008年在新加坡正式創立高級茶葉品牌TWG Tea，並以設計作為商業策略，成功擴展業務。Bouqdib與共

同創辦人Maranda Barnes和Rith Aum-Stievenard精心構思出為高貴時尚的茗茶概念，並策略性地以其作為茶葉品牌的定位。

新加坡地理位置優越，不單鄰近亞洲的茶葉產地，更方便與各處茶園進行業務往來。TWG Tea在開業首年售出超過650噸茶葉，獲利3,000萬美元。時至今日，TWG Tea旗下的零售店、茗茶室和國際銷售網絡業務遍及40多個國家。在2013至2015年，Bouqdib連續獲《Tatler》雜誌評選為新加坡著名的「三百位風雲人物榜」之一，亦曾登上《福布斯》雜誌中東版2014年2月號的封面人物；2015年夏天更獲摩洛哥國王穆罕默德六世親自頒授國家回饋勳章(Order of National Recompense)，以表彰其創建TWG的卓越成就。

DFA World's Outstanding Chinese Designer 2015 DFA世界傑出華人設計師2015



This award recognises the achievement of Chinese designers based anywhere in the world with an exceptional track record for the quality and success of his or her work, and whom have made significant contribution to the design community through education, professional and social commitment. The award was merited to Chi Wing Lo, founder of DIMENSIONE CHI WING LO®. Lo was raised in Hong Kong and received his Master's Degree in Architecture from Harvard University. As a prolific designer whose work spans architecture, sculpture, interior, furniture and object design, Lo's projects can be found in Milan, Athens, London, Istanbul, Yalta, Dubai, Shanghai, Beijing and Shenzhen.

Celebrated as an exceptionally successful Chinese designer, Lo was invited by Hong Kong Design Centre in 2007 to contribute a design to commemorate the 10th anniversary of Hong Kong's handover to China. In 2009, his tower house in Athens was nominated for the Mies van der Rohe Prize in Architecture and in 2010, he organised and chaired an international design conference in Guangzhou addressing the need for original design in China.

「DFA世界傑出華人設計師」專門表揚成就非凡、並在設計行業作出一定學術及社會貢獻的華裔設計師，2015年獲得此項殊榮的

是 DIMENSIONE CHI WING LO® 創辦人盧志榮。盧志榮於香港土生土長，自哈佛大學取得建築系碩士學位。他的設計範疇廣泛，涵蓋建築、雕塑、室內、家具及物品設計領域，其作品更遍及米蘭、雅典、倫敦、伊斯坦堡、雅爾塔、杜拜、上海、北京及深圳等地。

作為國際知名的華人設計師，盧氏於2007年獲香港設計中心邀請，為慶祝香港回歸中國十周年獻上其設計作品。2009年，以作品「塔的家」榮獲密斯凡德羅建築獎提名。2010年，他在廣州佛山籌辦和主持國際設計研討會，倡導「中國需要原創設計」的精神。



Stringless Pleasure, a stereo system commissioned by Hong Kong Design Centre for the 10th anniversary of Hong Kong's handover to China

盧志榮應香港設計中心邀請，為香港回歸中國十周年設計音響系統《沒弦樂》。



*Photo by: Cho Youtao
曹有濤攝*

DFA Design for Asia Awards 2015 DFA亞洲最具影響力設計獎2015



Toshiyuki Inoko, Founder of teamLab of the Gold and Technology Awards winner Sketch Aquarium shared at the DFA: Design for Asia forum at BODW.

金獎及科技獎得獎項目 Sketch Aquarium，其公司 teamLab 的創辦人 Toshiyuki Inoko 於「設計營商周」DFA: Design for Asia 論壇演說。

Representatives of Grand Award winner — Yellow Carpet sang a song to spread message of child rights after receiving the trophy.

大獎得主 Yellow Carpet 在得獎後以歌聲宣揚兒童權益的訊息。



The DFA Design for Asia Awards is a much-anticipated yearly event for the global design world. Celebrating Asian designs that combine design and technology, and promote sustainability and greater social benefits, the Awards reflects Asia's rich heritage and best designers in Asia.

In 2015, we received entries from 26 countries and regions including the Grand Award, Culture Award, Sustainability Award and Technology

Award with entrants by nomination, as well as the Category Award through open recruitment. The Category Award covered 18 categories under 4 key design disciplines namely Apparel & Accessory, Communication, Environmental, and Product & Industrial.

Our panel of 21 renowned design professionals presented a total of 186 awards, with 10 Grand Awards, 1 Culture Award, 1 Sustainability Award, 1 Technology Award, 15 Finalists, 15 Gold Awards, 27 Silver Awards, 47 Bronze Awards and 69 Merits. 5 winners were invited as speakers of a dedicated forum during the annual Business of Design Week (BODW).

「DFA亞洲最具影響力設計獎」是全球設計界的矚目盛事，獎項表揚能夠融合設計與科技、推動可持續發展、具社會效益，並反映亞洲豐富文化精粹的亞洲設計。

2015年，我們收到來自26個國家和地區的報名。各獎項包括大獎、文化獎、可持續發展獎及科技獎，所有參賽作品均由提名產生；而組別獎參賽作品則由公開招募產生，分為四大設計範疇，分別是服飾設計、傳訊設計、環境設計，和產品及工業設計，共設18個組別。

由不同設計專業人士組成的21人評審團最終頒發186個獎項，當中分為10個大獎、1個文化獎、1個可持續發展獎、1個科技獎；15個入圍作品、15個金獎、27個銀獎、47個銅獎，以及69個優異獎。5位得獎項目的代表更獲邀擔任年度盛事「設計營商周」論壇發表演說。

186

No. of Winning
Projects in the DFA
Design for Asia
Awards 2015

「DFA亞洲最具影響力
設計獎2015」
得獎作品

DFA Design for Asia Awards 2015 — Grand Award 「DFA亞洲最具影響力設計獎2015」一大獎

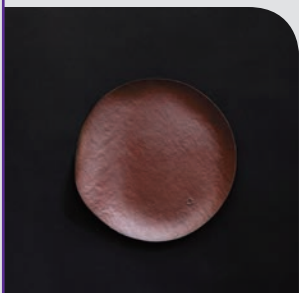


Project Title 作品名稱：
**Himeji Castle
Restoration Project:
Exhibition & Sign Design**

Winning Company
得獎公司：
NOMURA Co. Ltd.
乃村工藝社
(Japan/日本)

Project Title 作品名稱：
Lucky Iron Fish

Winning Company
得獎公司：
Lucky Iron Fish Inc.
(Cambodia/柬埔寨)



Project Title 作品名稱：
nuri WASARA

Winning Company
得獎公司：
SIMPLICITY (Japan/日本)



Project Title 作品名稱：
SEIL Bag

Winning Company 得獎公司：
Leemyungsu Design Lab
(South Korea/南韓)



Project Title 作品名稱：
**IN-EI ISSEY MIYAKE
collection**

Winning Company 得獎公司：
Artemide (Italy/意大利)



Project Title 作品名稱：
**Samsung Activewash
(Washing Machine:
WA6700J)**

Winning Company 得獎公司：
Samsung Electronics Co. Ltd.
三星電子有限公司
(South Korea/南韓)



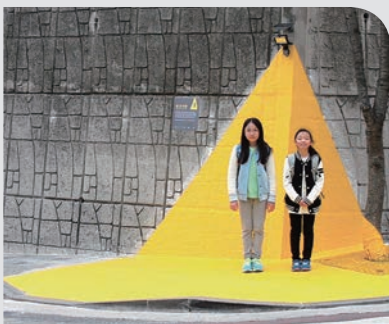
Project Title 作品名稱：
PMQ 元創方

Winning Company 得獎公司：
PMQ Management Co. Ltd.
元創方管理有限公司 (Hong Kong/香港)



Project Title 作品名稱：
The Voice Donor
為盲胞讀書

Winning Company 得獎公司：
Publicis Guangzhou
陽獅廣告公司廣州分公司
(Mainland of China/中國大陸)



Project Title 作品名稱：
Yellow Carpet

Winning Company 得獎公司：
International Child Rights Center
(South Korea/南韓)



Project Title 作品名稱：
Sino-Ocean Taikoo Li Chengdu

Winning Company 得獎公司：
The Oval Partnership Limited
歐華爾顧問有限公司
(Hong Kong/香港)

DFA Design for Asia Awards 2015 — Culture Award 「DFA亞洲最具影響力 設計獎2015」—文化獎

Project Title 作品名稱：
Tea Party II <in the mix>
Tea Party II 〈混得好〉

Winning Company:
Aurlia Corporation
不二堂 (Taiwan/台灣)



DFA Design for Asia Awards 2015 — Sustainability Award 「DFA亞洲最具影響 力設計獎2015」— 可持續發展獎

Project Title 作品名稱：
RE;CODE

Winning Company 得獎公司：
KOLON Industries FnC Organization
(South Korea/南韓)



DFA Design for Asia Awards 2015 —Technology Award 「DFA亞洲最具影響力設計 獎2015」—科技獎

Project Title 作品名稱：
Sketch Aquarium 畫畫水族館

Winning Company 得獎公司：
teamLab 團體實驗室 (Japan/日本)

DFA Hong Kong Young Design Talent Award 2015 DFA 香港青年設計才俊獎2015



Selfie of the DFA HKYDTA winners at BODW Gala Dinner.
一班DFA HKYDTA得主在BODW晚宴開心自拍。

Aimed at celebrating and nurturing up-and-coming designers and design graduates, the DFA Hong Kong Young Design Talent Award (DFA HKYDTA) attracts budding design talents aged 35 or below with the opportunity to gain publicity, fame and recognition through their entrepreneurial work.

Sponsorship includes working or studying overseas with reputed design firms and institutes, giving the group of young design enthusiasts a chance to contribute to Hong Kong's design space once their work placements or study are completed.

In 2015, we received over 200 applications from young designers and recent graduates. Out of 17 winners, 14 of whom won financial sponsorship totalling HK\$5 million, sponsored by Create Hong Kong, Hong Kong Design Institute, and School of Design, the Hong Kong Polytechnic University.

「DFA香港青年設計才俊獎」旨在發掘及培養新晉設計師及設計畢業生，獎項肯定了35歲或以下的青年設計師的才華，得獎者可獲贊助到海外著名設計公司實習或知名設計學院進修，

待這班青年設計師學成歸來時，便為本港的設計及創意工業作出貢獻。

2015年我們收到超過200位年青設計師及應屆畢業生報名；17名得獎者中，有14名獲創意香港、香港知專設計學院及香港理工大學設計學院合共港幣500萬元之贊助。

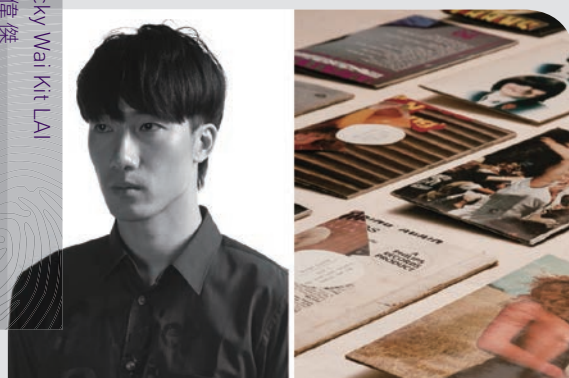
200+
Applications from
Young Designers and
Design Graduates
青年設計師及應屆
畢業生報名

CreateSmart Young Design Talent Award 創意智優青年設計才俊獎

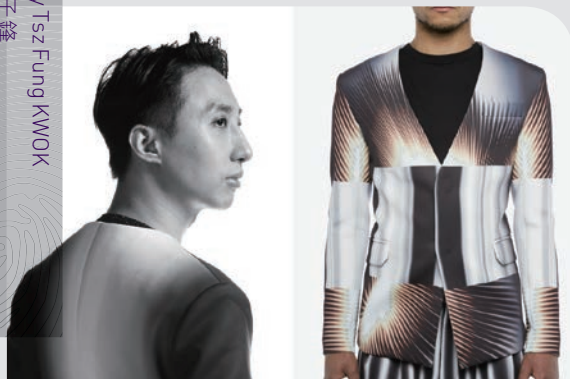
陳景熙
Calvin King Hei CHAN



黎偉傑
Ricky Wai Kit LAI



郭子鋒
Kay Tsz Fung KWOK



劉越雲
Dio Tik Wan LAU



黃澤源
Edmond Chak Yuen MOK



余文鋒
Jonathan Man Fung YU

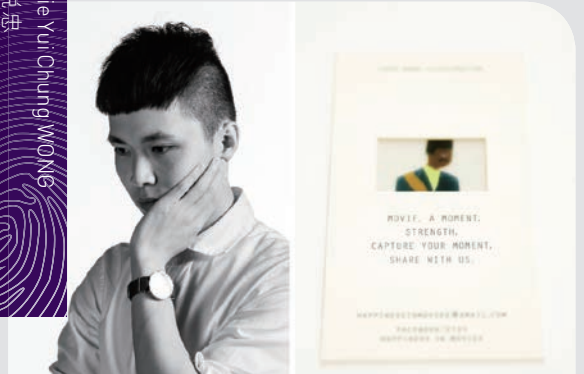


CreateSmart Young Design Talent Special Award 創意智優青年設計才俊特別獎

李港慧
Connie Kong Wai LEE



王銳忠
Eddie Yui Chung WONG



梁曼慧
Comma Man Wai LEUNG



李翊呈
Cyril Yik Ching LEE



黃雋溢
Westley Chun Yat WONG



鄧曉瑩
Emily TANG



HKDI Young Design Talent Award 香港知專設計學院青年設計才俊獎

曾梓峰
Darren Che Fung TSANG



PolyU School of Design Young Design Talent Award 香港理工大學設計學院青年設計才俊獎

林晉彥
Chun Yin LAM



Young Design Talent Special Mention Award 青年設計才俊優異獎

練佩儀
Michelle LIN



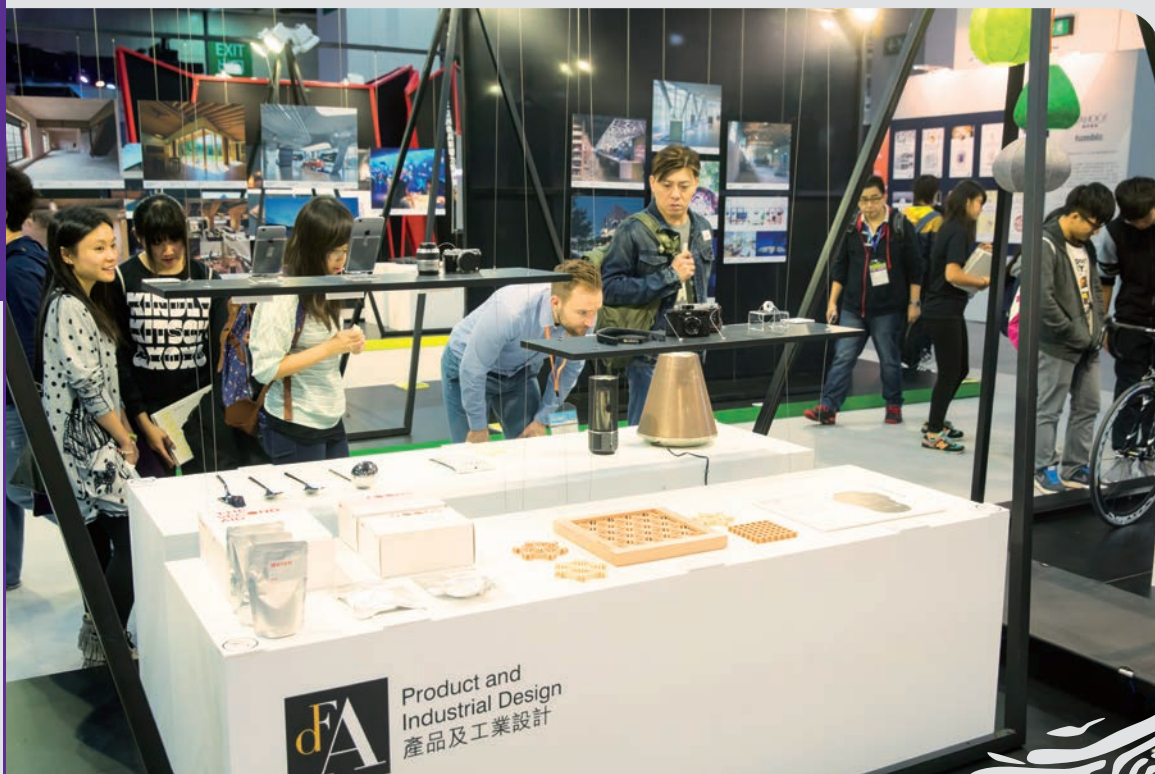
曹晉愷
Nicholas Jin Kai TSAO



黃廷風
Anson Ting Fung WONG



DFA Awards Exhibition DFA設計獎展覽



The DFA Awards Exhibition, a part of Hong Kong Design Centre Pavilion at the InnoDesignTech Expo, was held on 3–5 December 2015. The winning projects of the DFA Design for Asia Awards, as well as the portfolios of DFA Lifetime Achievement Award, DFA Design Leadership Award, DFA World's Outstanding Chinese Designer and DFA Hong Kong Young Design Talent Award were showcased.

為表彰設計師的優秀作品，香港設計中心在2015年12月3至5日於「設計及創新科技博覽」設「DFA設計獎展覽」，向公眾人士展示「DFA亞洲最具影響力設計獎」的得獎作品，及「DFA亞洲設計終身成就獎」、「DFA設計領袖獎」、「DFA世界傑出華人設計師」及「DFA香港青年設計才俊獎」的得獎者作品或簡介，深受入場人士歡迎。



Nurture

啟蒙創業

Creativity and Entrepreneurship
among Students, Budding
Design-preneurs and Design-
Driven Start-Ups.

為未來設計企業家拓展創業路向，
培育創意和創業精神。

Entrepreneurship for Design & Creative Business Certificate Programme — 9th Intake 第九屆志在創業 — 設計與創意工業證書課程



The 9th intake of Entrepreneurship for Design & Creative Business Certificate Programme (nicknamed the “7+1”), co-organised by Hong Kong Design Centre and Centre for Entrepreneurship of the Chinese University of Hong Kong, gathered 20 local designers and creative talents to explore current development of creative industries and disruptive change in design business models shaped by the Internet Age.

To remain competitive in a niche market, design-prenuers should evolve from the typical business models so as to accommodate the evolving market needs. With this in mind, various discussions were arranged on the future of design ventures and how to stay in line with ever-demanding customer expectations.

The programme consisted of 7 modules and 1 field trip, covering a wide range of topics such as current landscape of creative industries in Hong Kong and Mainland of China,

customer development with design thinking, internet-age business models, finance for design business and interdisciplinary team-building trends.

This year, a field trip to the Qianhai of Shenzhen was organised for the participants to visit creative hubs such as International Maker Hub and Chaihuo Maker Space. Participants were able to learn and exchange ideas with local experts about starting up business in Pearl River Delta region. The team also visited the mainland branches of a few Hong Kong interior design and architecture firms to learn from the experienced.

由香港設計中心與香港中文大學創業研究中心合辦的「志在創業—設計與創意工業證書課程」(簡稱「7+1」)踏入第九屆，今年共20名本地設計師及創意專才聚首一堂，共同探討現今創意產業的發展形勢及互聯網世代下的商業模式。

新晉設計企業家要在專門市場上維持競爭力，必須在傳統的營運模式上銳意革新，以迎合市場上不斷轉變的需求。有見及此，課程安排了多場討論，探討設計企業的未來及如何應對客戶日益嚴格的業務要求。

課程包含七個單元及一個實地考察團，課題涵蓋香港與中國內地的創意產業近況、以設計思維開拓客源、互聯網世代商業模式、設計業務背後的數字解碼，以及跨界別團隊合作趨勢等。

本屆考察團前往深圳前海，先後拜訪中科創客學院、柴火創客空間，向多位當地行內專家了解珠三角地區的創業機會。期間亦參觀了多個進軍內地市場的香港室內設計及建築公司分行，汲取箇中的經驗之談。



Design Incubation Programme (DIP) 設計創業培育計劃



Thanks to the continuous support from the design industry and the Hong Kong SAR Government, Hong Kong Design Centre has been able to sustain, expand and enhance the Design Incubation Programme year after year. Since its launch in 2006, the programme has stayed on course of its goal to sustain long-term development of the city's creative capital and enterprises.

Funded by Create Hong Kong, the two-year non-profit making programme supports applications with funding support of up to HK\$500,000 and provides assistance in many areas, including office premises (first

year rental free of charge), business development support, marketing promotions, mentorship, trainings as well as networking opportunities with industrial organisations, academic institutes and potential business partners and investors.

有賴業界及香港特區政府的持續支持，香港設計中心的創業培育計劃不僅得以年復一年地舉辦，更不斷擴闊範圍及加強內容。自2006年推出以來，本計劃致力支援香港創意企業的長期發展。

這個由「創意香港」資助的非牟利計劃為期兩年，向成功申請的公司（「培育公司」）提供高達港幣50萬元的資助，同時亦給予多方面

協助，包括辦公室場地（首年免租）、業務發展支援、市場推廣、師友輔導、培訓，以及向業內機構、各大院校、潛在業務夥伴及投資者拓展脈絡的機會。

170+
Incubatees
培育公司

Funding up to
資助額高達
HK\$500,000



To help incubatees further engage in discussions on current topics, they are also given access to many sought-after Hong Kong Design Centre programmes, namely “The Entrepreneurship for Design and Creative Business Certificate Programme” (“7+1”), Business of Design Week (BODW), Knowledge of Design Week (KODW) and other such professional seminars and programmes.

As of March 2016, more than 170 companies were admitted. They fall in the categories of product design, visual/spatial arts, fashion & jewellery, branding/packaging, interior/architecture, and media communication, etc. Statistics over the past showed that around 95% of start-ups remained in operation two years after graduation.

What’s worth celebrating are also the 200+ local and international awards our incubatees have garnered over the years, such as the iF Product Design Award, Red Dot Design Award, HSBC Youth Business Award, SME’s Youth Entrepreneurship Award, The Golden Horse Award, Outstanding Hong Kong Design Award and DFA Design for Asia Awards.

為推動培育公司能積極討論時下的設計議題，他們亦可參與多個由香港設計中心舉辦的項目，包括「志在創業—設計與創意工業證書課程」(簡稱「7+1」)、設計營商周、設計「智」識周及其他專業研討會等。

截至2016年3月，成功申請的培育公司已超過170間，當中遍及多個範疇，如：產品設計、視覺／空間藝術、時裝及珠寶設計、品牌創建／包裝設計、室內設計／建築、媒體及傳播等。綜合過去的數據顯示，約95%的培育公司於畢業後兩年仍維持營運。

令人振奮的是，培育公司獲得超過200個本地及國際獎項，如：iF產品設計獎、紅點設計獎、滙豐青年創業大獎、中小企青年創業獎、金馬獎、香港傑出設計大獎及DFA亞洲最具影響力設計獎等。

Design Mart 2015 設計市集2015



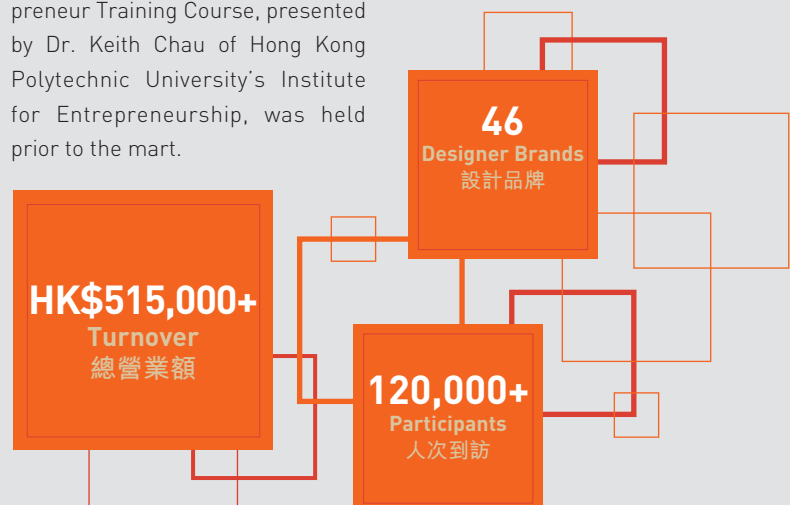
Thanks to the support and sponsorship from K11 Art Mall (K11), Hong Kong Design Centre and the K11 joined hands again to co-organise Design Mart on 9–11 October 2015. The mart showcased works of 46 designer brands this year, bringing over a total turnover of over HK\$515,000, a significant increase by 33% compared to 2014, and drawing more than 120,000 participants to grace this highly-acclaimed three-day event.

Dubbed “Fashionista Hong Kong”, the event looked to promote local fashion design talents with an array of 42 design units of fashion clothing, jewellery, accessories, and decorations showcased along the corridors of the first and second level of K11.

Four anchor vendors from HKDC’s Design Incubation Programme (DIP), including Creatique Studio, Blind Creation, Chailie Ho, Lazy House, were selected to show off their latest womenswear collections at the K11’s Atrium during the event.

Beyond sales, the mart also served as a platform for dialogues, exchanges and further learning. As such, the one-day Design-preneur Training Course, presented by Dr. Keith Chau of Hong Kong Polytechnic University’s Institute for Entrepreneurship, was held prior to the mart.

During the mart, designer dialogues and hands-on design workshop were hosted by designers of participating brands, including Blind by JW, LOOM LOOP, HANG, Playback Concept and FAVEbykennyli. The dialogue touched upon topics such as sourcing strategy and sale channels for small and medium-sized enterprises, transformation of traditional craftsmanship to sustainable designs.





在K11購物藝術館的支持及贊助下，香港設計中心與K11再次攜手合辦設計市集2015。是次市集於2015年10月9至11日在K11購物藝術館舉行，展出共46位設計品牌的時尚創作。為期三天的活動共吸引逾12萬人次到訪，並帶來超過港幣51.5萬元的總營業額，相比2014年提升超過百分之三十三。

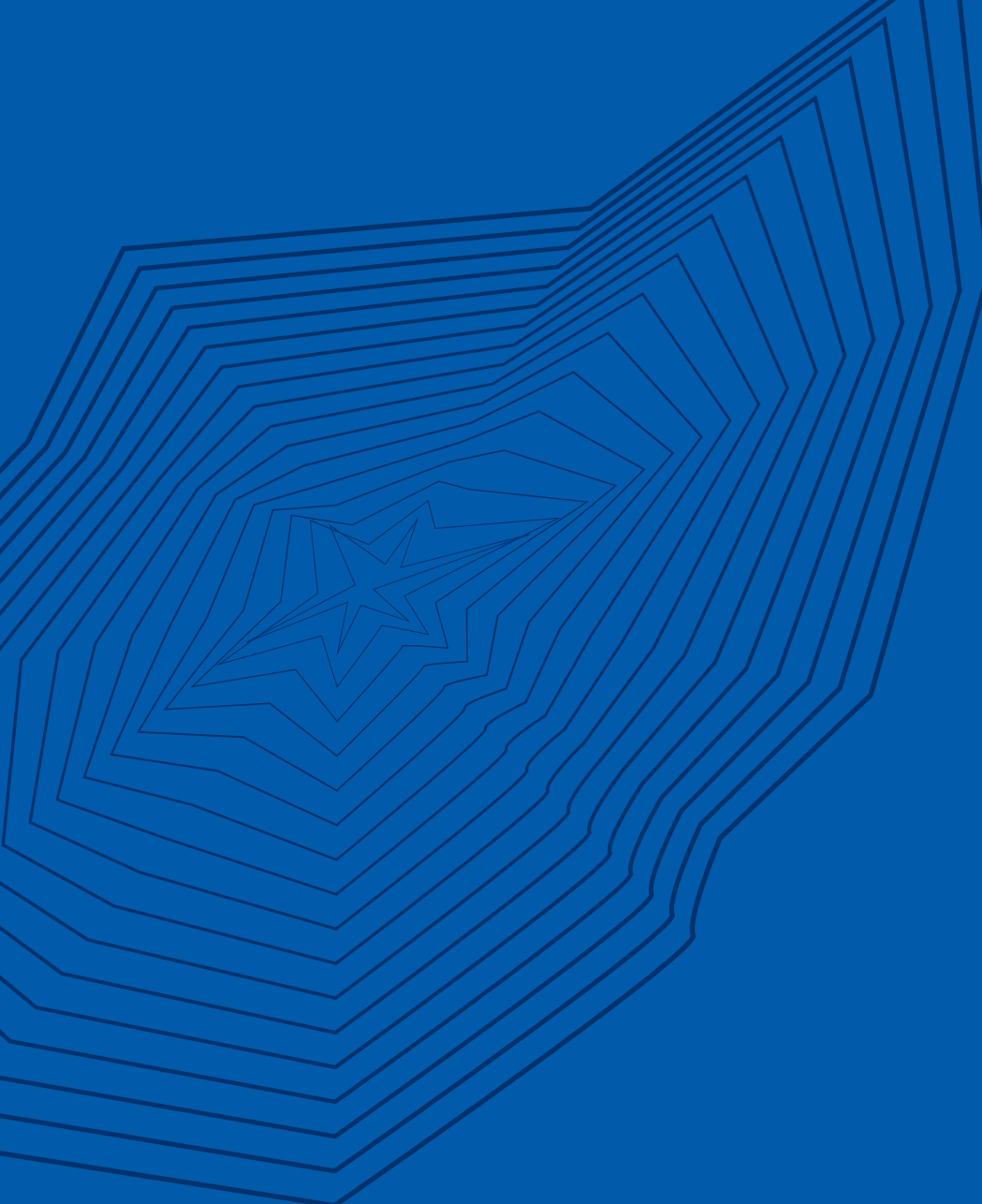
本年度主題為「Fashionista Hong Kong」，旨在推廣本地時裝業界人才，吸引共42個售賣時裝、首飾、配飾及裝飾品的设计單位，於K11的1樓及2樓走廊設置攤位，向公眾展示其創作才華。

來自香港設計中心「設計創業培育計劃」的四個設計單位，包括Creatique Studio、Blind Creation、Chailie Ho及Lazy House，亦於活動期間進駐了K11中庭，展示各具特色的女裝。



設計市集既帶來商機，亦提供了一個開放的平台，促進對話、交流及學習；香港理工大學企業發展學院的鄧兆鵬博士，為參加市集的設計單位講授設計創業培訓課程。

此外，參與市集的設計品牌Blind by JW、LOOM LOOP、HANG、Playback Concept及FAVEbykennyli，亦於場內舉行分享會與工作坊，與公眾交流設計心得，話題涵蓋不少與中小企息息相關的議題，如開拓貨源及銷售渠道、可持續發展的傳統工藝轉型方法等。



Advance

突顯專業

Expertise and Knowledge to Promote
Innovation and Growth within
Hong Kong's Design Community.

提升業界及設計專才的質素和專業技能，
帶動創新和成長。

Knowledge of Design Week (KODW) 2015 設計「智」識周2015



Launched in 2006, the Knowledge of Design Week (KODW) is now firmly established as a mandatory stop in the global circuit of design.

KODW 2015 explored a seemingly simple but fundamental question: should we design for services consumption, or should designers focus on creating integrated experiences? Through workshops and conferences, nearly 650 participants joined with the design leaders of today to explore the challenges of tomorrow. The seminar "Trends, Culture and Foresight" saw Tim Stock of Parsons School of Design linking future with culture. Simon Tye of Ipsos Asia Pacific explored Asian consumerism and Otto Ng of LAAB transformed small homes into

smart ones. Jason Cornelius of FITCH Singapore emphasised humanity over commerce, while big data, ethnographic research and the power of infographics were the subject of scrutiny by speakers and attendees alike.

Design practitioners had the opportunity to discuss the travails of frozen hospitality with Arne Bergh, Creative Director of ICE HOTEL, and the future of innovative, minimalist uber-cool brand Muji with none other than Masaaki Kanai, Muji's Chairman. As much a laboratory as it is a conference, KODW 2015 once more merged intellectual content and humanistic drive with an eye on commercialism for future.

於2006年首次舉辦，設計「智」識周今天已成為全球設計界的年度盛事。

設計「智」識周2015探討一個看似簡單卻根本的問題：「設計應針對消費服務還是整體經驗？」透過工作坊和會議，近650名參加者與現今的設計領袖一起探索明天的挑戰、潮流、文化與前瞻。當中，帕森設計學院的Tim Stock將未來與文化連繫；Ipsos Asia Pacific的Simon Tye探討亞洲消費族群；LAAB的Otto Ng把狹小家居轉化成有趣居所；FITCH Singapore的Jason Cornelius則強調人文精神超越商業元素。而海量數據、民族研究以至資訊圖表的影響，更是講者與參與者關注的題目。

活動更邀請了ICE HOTEL創意總監Arne Bergh分享零售及酒店服務業的困局，而殿堂簡約品牌無印良品主席金井政明則談到創新的未來。不僅是會議，設計「智」識周2015更是一個結合學術、人文思考及商業元素的實驗室。



Service Innovation and Implementation: A Series of Two-Day Modules 創新服務與執行：兩天課程



An integrated leadership development programme designed for Hong Kong civil servants keen to pursue service excellence, the Innovative Leadership Programme (ILP) is where bureaucracy meets creativity for the sake of organisational resiliency, diversity, sustainability and democracy. Over two days, civil servants are challenged to explore the possibilities of design in the formulation of policies that can improve and better service innovation.

Enticing reflection through modules such as Service Innovation and Implementation, Innovative Leadership and Leading Change, High-impact Communication and Engagement, and Leading Teams, helped participants to develop a new, alternative and complimentary vision of their important mission: To develop human-centric innovation strategies for social sustainability.

「創意領袖培訓計劃」是一個專為香港公務員而設的綜合領袖發展課程。課程設計把創意融入行政決策，以維繫組織的應變能力、多元特色、可持續發展與民主。為期兩天的課程中，公務員可領略如何從設計中發掘新可能，以及如何在政策中應用設計，以改善公共創新服務質素。

課程內容包括「創新服務與執行」、「創意領袖與引領轉變」、「高效能溝通與參與」以及「領導團隊」。計劃有助參與者開拓一套全新、另類及互補不足的思維，以助他們制訂以人為本的創新策略。



Institute of Design Knowledge (IDK) 設計知識學院



Reacting to the lack of design management programmes for executives in Hong Kong, the Institute of Design Knowledge (IDK) launched a part-time modular learning platform that caters to experienced strategic users of design and practitioners in design management and education.

InnoDesign Leadership Programme facilitates the transfer of highly advanced design knowledge relevant to innovation and design management. Held in small groups, this intensive part-time programme features academics, global industry experts and design advocates who share their insights through an evolving curriculum delivered via lectures and interactive workshops developed specifically for strategic users of design, design managers and design practitioners.

有見香港缺乏為行政人員而設的設計管理課程，設計知識學院推出兼讀學習課程，內容分為多個單元，以迎合策略性設計用家和設計管理及教育從業員的需要。

「InnoDesign 創新設計領袖課程」旨在促進創新及設計管理層面的知識轉移。以小組形式進行的密集式兼讀課程，邀請了設計學院的學者、全球企業專家和設計先驅與學員分享創見。課程內容與時並進、持續更新，學習模式以課堂授課及互動工作坊為主，專為策略性設計用家、設計管理人士和設計從業員度身訂造。

Modules Highlights 精選學習單元概覽

M46 | 單元四十六

Design Planning

設計企劃

Presented by Vijay Kumar, Professor at the Illinois Institute of Technology, USA, the Institute of Design Knowledge Module 46 titled 'Design Planning' focused on key methods, tools and framework that design planners use at every step of the design innovation planning process. These methods included user research, context research analysis, synthesis and realisation.

Students were challenged to improve their brainstorming processes behind a new service or product and discuss why human-centred design is crucial during the

innovation process. They had the opportunity to work with leading industry experts on case studies about innovative strategies and gain perspectives on how to successfully approach product development from an industry expert who has advised multiple blue chip including the likes of Autodesk, Bose, Hallmark, Kraft Foods, and McDonald's.

設計知識學院單元四十六「設計企劃」由美國伊利諾理工學院設計學院 Vijay Kumar 教授主講，主要分析設計企劃師在創新設計

企劃中應用的主要方法、技術及理念框架。這些方法包括用家研究、內容研究分析、整合方案和實踐方法。

學員須集思廣益改善一項新服務或產品，並討論以人為本的設計在創作過程中的重要性。在個案研習中學員有機會與企業領袖在創新策略上合作，並由業界專家講解 Autodesk、Bose、Hallmark、Kraft Foods、McDonald's 等藍籌企業如何成功開發產品。



M47 | 單元四十七

Experience Design

體驗設計

As mobiles dominate the time people spend on their social media feeds, it is often questioned what is so fascinating about the online network in the first place. With a background in design engineering, Delft University of Technology Professor Paul Hekkert offered marketing teams and designers a newly designed elective to understand the core principles of human nature and how they can use this information to improve the product development process. This programme delved into case studies and examples, and Hekkert discussed how designers and marketing teams can use back-to-basics anthropology to drive effective, user-centric design processes.

The Vision in Design (VIP) programme also helped address the design needs of tomorrow while incorporating a company's mission and identity.

Students learn what drives human behaviour, how to use the knowledge to improve the design process, gain an advantage over competitors by adding a perspective of target markets, cultivate a user-centric mindset and demonstrate how and to what extent such experiences can be defined and designed in their own projects.

手機已主導了人們花在社交媒體上的時間，不禁令人深思電子網絡的魅力所在。由荷蘭代爾夫特工業大學工業設計工程學系教授

Paul Hekkert主講的新選修課程，帶領市場推廣人員及設計師了解人性的本質，從而改善產品開發的過程。此單元深入探討個案實例，並由Hekkert講解設計師和市場推廣人員如何能從基本的人類心理出發，從而設計和推廣以用家為中心的產品。

課程中亦介紹了「願景設計」的設計手法，除了有助生產之外，亦合乎公司的理念及定位，從而創造滿足未來市場需求的產品。

學員共同探討人類行為背後的動機，並思考如何利用此知識以改善設計的過程，以及從目標市場觀點取得競爭優勢，同時培養以用家為主的思維，以及如何將之應用於自身的設計上。





Engage

融入社會

The Society by Sharing Industry News, Knowledge and Insights with the Press as well as the Public.

推動各界互聯，積極與傳媒和
大眾分享業界資訊和知識。

X'mas Tree Co-creation Workshop 聖誕樹共同創造工作坊



On 17 June 2015, Hong Kong Design Centre held an X'mas Tree Co-creation Workshop in support of the "Hong Kong Christmas Tree" project organised by The Hong Kong Federation of Youth Groups.

15 local designers, including winners of DFA Hong Kong Young Design Talent Award, graduates and incubatees of HKDC's Design Incubation Programme, participated in the workshop. They brainstormed creative ideas touching upon concepts ranging from living, sustainability, community engagement, happiness, music, hope to technology.

Their collective effort and contribution symbolised co-creation with hope and joy.

為支持香港青年協會舉辦的「香港聖誕樹」活動，香港設計中心於2015年6月17日舉行「聖誕樹共同創造工作坊」，與一群年輕設計師共同創造他們心中的香港聖誕樹。

15位本地設計師聚首，包括「DFA香港青年設計才俊大獎」得獎者和「設計創業培訓計劃」的畢業生和培育公司，融合生活、可持續發展、社區參與、歡樂、音樂、希望、科技等概念，合力構思屬於香港和大眾的聖誕樹。

活動集眾人的創意和力量，體現了共同創造的精神，傳遞希望與歡樂的信息。



Happy “D” Project 快樂D計劃



Presented by Hong Kong Design Centre and fully supported and sponsored by Hong Kong Disneyland, the Happy “D” Project aimed to engage the community via design and connect people in the community from all walks of life.

The project was initiated by a curatorial team co-led by Kelly Willis, Director of Creative Development of Walt Disney Imagineering, and Dr Edmund Lee, Executive Director of Hong Kong Design Centre. For the initial 6-month conception phase since February 2015, more than 20 young students

of multi-disciplinary backgrounds, from architecture, creative media to exhibition design, teamed up with practicing designers and architecture masters, including Hung Lam and Eddy Yu in communicative design, Chi-Wing Lee in product design, and William Lim in architecture, to realise and co-create the “Happy ‘D’ Hunt” interactive installation. Adopting a co-creation and design thinking approach, the project was conceptualised via a series of workshops, presentations, numerous meetings and coaching sessions.

「快樂D計劃」是由香港設計中心主辦、香港迪士尼樂園全力支持及贊助的社區拓展活動。目標是透過設計連繫社區、鼓勵人與人之間的溝通互動，彼此傳遞快樂訊息，並藉此計劃讓學生們能與現職設計師及大師們交流學習、共同創造。

計劃由香港華特迪士尼幻想工程創意發展總監韋愷禮，以及香港設計中心行政總裁利德裕博士共同領導。自計劃於2015年2月展開以來，逾20位來自建築、創意媒介及展覽設計等不同領域的年輕學生組成的設計團隊，在本地大師——傳意設計師林偉雄、余志光；產品設計師利志榮及建築師林偉而的帶領下，經過6個月的構思、共同創作工作坊、交流學習等，逐步將「快樂D」互動裝置設計完成。

2,400,000+
People Reached
參與人數

12
Districts
地區

32
Public Spots
地點



On 6 October, artiste Joyce Cheng, our Happy “D” Ambassador, unveiled the “Happy ‘D’ Hunt” installations over a press conference together with officiating guests.

Carrying “Happy” emoji-adorned stickers, the installations were displayed in 32 public spots across 12 districts during the month, from public parks, street corners, beaches, ferry piers to museums and universities, drawing nearly 28,000 members of the public to see it. Citizens were invited to peel off the stickers to uncover a happy message behind.

To extend the positive message further, the “Hunts” were then assembled in a single large “Pieces of Happiness” installation, which was inaugurated in a special lighting ceremony held on 3 November at PMQ in Central, revealing the project’s final message “HAPPINESS IS ONLY REAL WHEN SHARED.” In the end, the 9-month long programme reached over 2.4 millions of people, online and offline.

The message was clear. Here’s to happiness!

藝人鄭欣宜獲邀擔任「Happy D大使」，出席在同年10月6日舉行的「快樂D計劃」新聞發布會，與主禮嘉賓一起為活動揭開序幕。

「快樂D」互動裝置於整個10月在香港12個地區共32個地點向公眾展示，當中包括公園、大街、海灘、碼頭以至博物館及大學。互動裝置上備有多款笑臉表情貼紙，讓市民從中挑選並撕下喜愛的款式，然後閱讀背後的正面訊息。活動成功「捕獲」近28,000名市民，宣揚快樂信息。

其後，我們把快樂繼續延伸。曾於各區放置的「快樂D」互動裝置最後齊集在中環元創方，組合一個名為「Pieces of Happiness」的大型設計裝置，更於11月3日舉行亮燈儀式，展示整個計劃的核心訊息—「真正的快樂源自分享」。長達9個月的活動受眾龐大，連同透過網上及傳媒等渠道接觸訊息，共為超過240萬人帶來歡樂。

快樂，其實真的很簡單！



Publications 出版刊物

BODW Programme Book 「設計營商周」節目手冊

This 153-page programme book showcases our lineup of reputed designers scheduled to host the year's flagship event on Design, Innovation, and Brands. The extensive bios of BODW speakers in this book allow you to plan your schedule and give readers a preview of "must attend" events such as expos, forums featuring top designers and innovative design firms, and networking events.

此長達153頁的節目手冊詳列了設計營商周內的龐大講者陣容及詳盡的介紹，讓你可妥善計劃日程，確保不會錯過任何精彩節目，包括多個展覽、雲集頂尖設計師及設計企業的論壇、交流活動等。



dNews

dNews is our e-newsletter that we use to present event details, industry news, highlight designers and more, an ideal channel to stay connected to Hong Kong's design and innovation communities.

作為香港設計中心的電子資訊平台，「dNews」刊載關於中心的項目回顧、業界動向、焦點設計師介紹等內容，與香港創意社群保持最緊密的聯繫。



Design Post

A quarterly design magazine first published in June 2014 in partnership with Hong Kong's fashion bible City Magazine Design Post, translates local, regional and global design trends for our design-conscious readers.

《Design Post》創刊於2014年6月，是一份與本港文化聖典《號外》雜誌合作的設計季刊，為讀者帶來本地以至全球設計潮流資訊，讓熱愛設計人士緊貼設計時尚脈搏。



HKDC Annual Report 2014-2015 香港設計中心年報2014-2015

Every year, Hong Kong Design Centre publishes a design-driven report detailing initiatives, programmes and development we pushed out over the course of the year, plus a full report of our financial performance. The issue of our 2014-2015 Annual Report picked up the 'Gold Award' from ARC, a prestigious accolade honouring overall excellence in annual reports, imaginative and original design. Embedded with interactive Augmented Reality (AR) technology, HKDC's annual report echoes the future of design and provides readers a 3D interactive environment to learn more about our latest development.

香港設計中心每年均會出版設計主導的年度報告，詳述過去一個年度內的動向、項目及發展，並載列完整的財務帳目。2014-15年度報告憑藉富想像力的原創設計及整體卓越質素，獲頒發國際ARC年報大獎金獎。年報結合實境應用(AR)技術，向讀者提供3D互動體驗，一覽香港設計中心的最新動態。



Awards Publication — Design for Asia DFA設計獎刊物—給亞洲設計

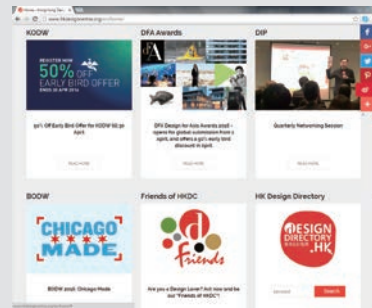
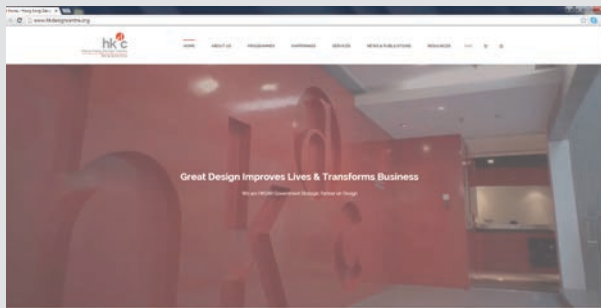
The best designers sense, understand, innovate, and influence. Their designs reflect conscious observations of the individual, society, nature, and culture, and are the results of extended periods of contemplation, research, and development. The Awards Publication — Design for Asia, features the award winners in 2015, witnessing the new face of design for Asia in terms of science and technology innovation, environmental experiences, social concerns, and humanitarian issues.

最優秀的設計師懂得感應、了解、創新和具影響力。他們的設計反映一種對人、對社會、對自然及文化有意識的觀察，也是經歷長時期思考沉澱，以嚴謹態度摸索後開發的作品。本刊物介紹2015年度「DFA設計獎」的得獎作品及設計團隊，在科技革新、環保體驗、社會議題和人文關懷四個面向均看見亞洲設計的新面貌。



ISBN 國際書號 978-988-13863-1-1

HKDC's New Corporate Website 香港設計中心新網站



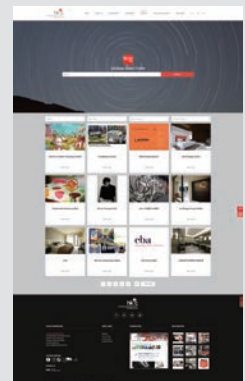
The revamp of our corporate website was quite an exciting development for Hong Kong Design Centre, with enhanced navigation and responsive design. The streamlined top navigation bar reflects the breadth of work we do as HKSAR Government's strategic partner on design. Under the Home tab, a short video encapsulates the 5 pillars — namely **Connect, Celebrate, Nurture, Advance, Engage** — that anchor our public mission. Our flagship programmes are showcased on the front page, and the right side bar allows browsers to share HKDC news on other digital platforms. News & Publications offer the latest design-related news. An updated version of the Hong Kong Design Directory has been rolled out too.

香港設計中心革新網站，全新面貌採用回應式、更方便易用的設計。作為香港特區政府推動設計業發展的策略夥伴，網站頁頂導航欄清楚展示了我們多元化的工作；「主頁」載有短片，概述了我們的五大工作範疇——**聯繫業界、弘揚人才、啟蒙創業、突顯專業、融入社會**，帶出了我們以設計改善生活的使命。主頁亦顯示中心的旗艦項目，而位於頁面右側的工具欄，讓用戶分享資訊至其他數碼平台。別錯過「新聞及出版」以掌握最新的資訊；而香港設計指南亦推出全新界面。

Hong Kong Design Directory 香港設計指南

Our comprehensive design service directory, revamped with a fresh, more user-friendly interface this year together with our website, is a free yet comprehensive marketing platform operated by Hong Kong Design Centre. Helping to raise the profile of over 700 local designers and consultancies, the directory is a resourceful and organised tool that makes the search for local design services a much easier task for potential buyers.

由香港設計中心營運的香港設計指南，隨着我們今年推出的新網站同時展示新面貌。界面設計更方便易用，是一個全面和免費開放的市場營銷電子平台，有助提升本地設計師及顧問公司的知名度。香港設計指南至今已吸引逾700間本地設計公司登記使用。指南資源豐富、操作簡易有系統，讓買家能輕易及有系統地搜尋本地設計服務機構，促進商機。



HKDC Library 香港設計中心圖書館



Housing 2,000 design books and some 120 titles of international design magazines, the HKDC Library is dedicated to promoting design knowledge and enhance the public's interest in the field. This rich collection of archival materials, design related books, visual and print content often difficult to find, is readily available for avid design enthusiasts and students.



香港設計中心圖書館致力推廣設計知識和喚起大眾對設計的興趣，其館藏包括2,000本設計書籍及約120種國際設計雜誌。設計愛好者及學生可在此飽覽包羅萬有的檔案文件、設計相關書籍，甚至市面難尋的視覺及印刷品。

2,000

Design Knowledge Books
設計知識書籍

120

International Design
Magazines
國際設計雜誌

Communications & Media Publicity 傳訊及傳媒推廣



Our communication policies and media publicity extend across all channels and communication vehicles – be it through social media, digital, print, press conferences, senior management and more. We provide timely and up-to-date industry news through our communication with local and international media.

To maintain the reputation of our media coverage, we regularly and constantly strive to improve our communication policies. The idea of raising public awareness and increasing the knowledge of the value of design is highlighted through our print materials. dNews and Design Post, for instance, are widely distributed and highlight the latest activities and progress of our

centre. With an extensive social media presence and digital footprint spanning Facebook, Twitter and Instagram, we never fall short of the industry beats.

我們的傳訊策略及傳媒推廣跨越所有渠道，並善用各種形式的通訊工具，如社交媒體、數碼、印刷、新聞發佈會等，以及我們的高級行政人員參與。我們與本地及國際媒體保持緊密聯繫，提供適時及最新的業內消息。



為保持媒體覆蓋，我們一直定期致力優化傳訊策略。例如，我們發佈刊物「dNews」及 Design Post，載列中心的最新動態，以提升公眾對我們的認識及推廣設計的價值。我們同時活躍於多個社交媒體平台，包括 Facebook、Twitter 和 Instagram，緊貼行業脈搏。

Visits to HKDC 到訪香港設計中心



Creativity transcends borders, and design brings people together. Making sure local designers participate in the global design conversation is vital to our mission. In 2015, we arranged international delegations of government officials, student groups and professional organisations from around the world to visit Hong Kong and engage with our local talents.

創意打破界限，設計將人們拉近。讓本地設計師與國際設計界接軌，正是我們的使命。2015年，我們安排了來自世界各地的代表團到訪香港，當中包括政府官員、學生及專業組織，與本地人才會面。



Partnership and Collaboration 夥伴及合作



Our partners are our key to achieving success. Without their sponsorships and continuous support, we would not be able to put together the diverse programmes we offer to raise the bar on design thinking and creative mindset for our city.

Our sincere gratitude goes to our major sponsor Create Hong Kong, founding members, all organisations and individuals who have generously contributed their time, effort and money to facilitating our mission, “use design and innovation to drive value creation and improve the well-being of society”.

For instance, Luxarity raised funds from charity fashion sales to support a number of young local fashion designers to join the Entrepreneurship for Design & Creative Business Certificate Programme (“7+1”), to set up anchor booths at Design Mart @K11, and to attend the Business of Design Week (BODW).

Having launched a variety of design and innovation related programmes with the support of the design communities, business world, academia, public and private sectors, we continually strive to widen the network of collaborators and partners in Hong Kong and abroad. Through these budding opportunities, we will be able to develop and provide new experiences for all.

合作夥伴對我們邁向成功非常重要。全賴他們一直以來的支持和贊助，香港設計中心方能籌劃和支援不同的設計項目，提倡設計思維和原創精神。

我們謹此鳴謝主要贊助機構「創意香港」、創會成員、社會各界機構和人士的無私貢獻，包括所付出的時間、金錢和努力，與我們攜手達成「利用設計和創新來創造價值及改善生活質素」的宗旨。

例如，Luxarity去年透過義賣時裝活動籌募善款，資助多位本地年輕時裝設計師參加「志在創業－設計與創意工業證書課程」(7+1)、在K11舉行的設計市集設置重點單位，以及參與「設計營商周」。

承蒙設計界、商界、學界和公私營機構的協力，我們舉辦了一系列與設計和創意相關的項目。展望未來，我們將繼續努力加強與香港及海外不同夥伴的連繫，透過這些機會，與各界人士開創和提供一個全新的體驗。

Our Partners 我們的合作夥伴



Debbie Lo Foundation Limited
羅劉梅潔基金有限公司

Mr. Eric Yim, JP



Ms. Kai-yin Lo



NG TENG FONG
CHARITABLE FOUNDATION
黃廷方慈善基金



Friends of HKDC Membership Programme 香港設計中心之友會員計劃



Our Friends of HKDC Membership Programme (FOHKDC) is composed of accomplished and aspiring individuals and organisations who support Hong Kong Design Centre's vision to establish Hong Kong as a centre of design excellence in Asia. Through this membership programme, we aim to bring together individuals from various professions and backgrounds who are not only enthusiastic and passionate about design, arts and culture, but also believe the values and benefits that design can bring to businesses and the community.

Through various channels of efforts, the membership programme provides opportunities to network and foster communication. More importantly, it enables our members to gain invaluable knowledge and inspiration from design and business leaders worldwide at our events. The programme offers 5 membership categories, "Patron Red Member", "Patron Member", "Corporate Member", "Individual Member", and "Student Member".

本會員計劃匯集了社會上具名望的業界專才及組織，支持香港設計中心推動香港成為亞洲設計之都的願景。我們期望透過此會員計劃，廣結來自不同行業和背景、熱愛設計、藝術和文化的同路人，並肯定設計為企業和社會帶來價值和優勢。

會員計劃從多方面提供機會，促進會員與業界的聯繫和溝通。此外，會員更能受惠於我們的旗艦項目，從國際設計大師及商業領袖身上獲得寶貴的知識和啟迪。本計劃共設有五類會籍—「尊貴永久贊助會籍」、「永久贊助會籍」、「公司會籍」、「個人會籍」和「學生會籍」。

Acknowledgement of Patron Members 鳴謝永久贊助會籍之會員

[Till 31 March 2016, in alphabetical order]

(截止2016年3月31日·以英文姓氏排序)

Mr Fawaz Abid Bakhotmah

Mr Michael Cheung

張志立先生
Director, Zincere Ltd.
先時有限公司 總裁

Ms Agnes Chiu

趙靄文女士
Director, SOHK Ltd.
SOHK Ltd 總監

Mr Alex Chunn

Vice President — Concept Development,
Techtronic Industries Co., Ltd.
創科實業有限公司 副總裁 — 產品概念開發部

Mr Richard Fung

馮立中先生
Chief Executive, Hong Kong Standards and Testing
Centre
香港標準及檢定中心 總裁

Ms Pansy Ho

何超瓊女士
Managing Director, Shun Tak Holdings Ltd.
信德集團有限公司 董事總經理

Mr Jeremy Hocking

Vice President Asia Pacific, Herman Miller Global
Customer Solutions (HK) Ltd.
赫曼米勒全球客戶服務(香港)有限公司
亞太區副總裁

Ms Kigge Hvid

CEO, INDEX: Design to Improve Life®

Dr Kan Tai-keung, SBS, BBS

靳埭強博士
Founder, KL & K Design
靳劉高設計 創辦人

Mr Kwong Man-hang, Bengle, JP (Aust.)

鄺敏恆先生
Executive Director, WKK Technology Ltd.
王氏港建科技有限公司 執行董事

Mr Lai Man-ting, Edmond

黎文定先生
Director, Much Creative Communication Ltd.
名點創意傳訊有限公司 總監

Dr Michael Lam

林寶興博士
CEO, Hong Kong Quality Assurance Agency
香港品質保證局 總裁

Ms Denise Lau

劉思蔚女士
Executive Director, colourliving
colourliving 執行董事

Dr Flora Lau

劉偉婷博士
Director, FLORA LAU DESIGNERS LIMITED
劉偉婷設計師有限公司 總監

Mr Lau Siu Hong, Freeman, BBS

劉小康先生
Founder, KL & K Design
靳劉高設計 創辦人

Mr Lau Tai Yum

劉埭欽先生

Dr Edmund Lee

利德裕博士
Executive Director, Hong Kong Design Centre
香港設計中心 行政總裁

Dr Harry Lee, SBS, JP

李乃燭博士
Chairman, TAL APPAREL LTD.
聯業製衣有限公司 主席

Mr Leung Wai-fung

梁偉峰先生
Founder & CEO, Artemis Digital Limited
衍盛數碼有限公司 創辦人及行政總裁

Dr John S.K. Lo

羅肇強博士

Mr Lu Lam, Leslie

盧林先生
Principal, Hong Kong Design Institute and
Institute of Vocational Education (Lee Wai Lee)
香港知專設計學院及香港專業教育學院
(李惠利) 院長

Mr Ma Yu Hung, Samuel

馬餘雄先生
Managing Director, Luk Ka Paper Industrial Ltd.
力嘉紙品印刷工業有限公司 董事總經理

Mr Ng Man Wai, Danny

吳文偉先生
Director, 4N Architects
四目建築設計事務所 董事

Mr Neckel Nils

Director, Designlink

Mr Benson Pau

鮑潔鈞先生
Founder and Managing Director, Wings Trading (HK)
Co Ltd.
飛騰行(香港)有限公司 創辦人及行政總裁

Mr Tsoi Chiu Hang

蔡超恆先生
Executive Director, Lifestyle Centre Holdings Ltd.
時尚生活中心集團有限公司 執行董事

Mr Jeremy Vinson

Design Partner, Tandem Design

Mr Wang Chi Fung

王志峰先生
President, China Energy Technology Holdings Ltd.
中國能源科技集團有限公司 董事長

Mr Ben Wong

黃志奇先生
Director, Sure Profit Holdings Ltd.
利保集團有限公司 董事長

Mr Danny Wong

Executive Director, Wiseman International Digitech Ltd.
華冕國際數碼技術有限公司 執行董事

Mr Peter Wong

黃紹開先生

Mr Qin Xia

夏勤先生
President, Makestream Design Co. Ltd.
杭州麥客意識流設計有限公司 負責人

Prof. Eric Yim, JP

嚴志明教授

Mr Leon K L Yoong

翁國樑先生
Vice President — Design,
Techtronic Industries Co., Ltd.
副總裁 — 設計

Dr Allan Zeman

盛智文博士
Chairman, Lan Kwai Fong Holdings Ltd.
(Registered on behalf of Company)
蘭桂坊控股有限公司 主席

2B Square

4M Industrial Development Ltd.

Fringebacker Limited

Play Concept Limited

Shantou University

汕頭大學

深圳市易訊天空網絡技術有限公司

Acknowledgement of Corporate Members 鳴謝公司會籍之會員

(From 1 July 2015 to 31 March 2016, in alphabetical order)

(由2015年7月1日至2016年3月31日，以英文字母排序)



Corporate Governance 企業管治

As a publicly funded organisation, it is imperative that we maintain stringent standards of corporate governance throughout the organisation and across all our activities.

Our directors must adhere to strict procedures regarding potential conflicts of interest. In addition to reporting potential conflicts of interests to a board or committee meeting, all directors are required to disclose their general interests, either direct or indirect and pecuniary or not upon their appointment to the Board of Hong Kong Design Centre. All directors' declarations of interests are available for viewing, upon request.

In 2010, we retained an external firm to conduct an audit of our corporate governance practices. We have since been implementing their recommendations, especially those pertaining to critical areas such as projects, finance and administration. We hold regular staff training programmes to ensure that our operational procedures comply with the governance standards stipulated in our policy.

The Board made a voluntary disclosure with regards to the selection of Lomatters Creative Studio Co. Ltd ("Lomatters") as contractor for our Creative & Design Direction & Strategy services for the website of Business of Design Week 2015. Lomatters is managed by David Lo, a board member of Hong Kong Design Centre. Mr. Lo's interest in Lomatters was properly disclosed to the Board, who invited 3 bidders, including Lomatters, to submit a proposal. All bidders received the same Request for Proposal, and the granting of the contract to Lomatters was made without the participation of Mr. Lo in his capacity of board member. While only Lomatters submitted a bid, it was evaluated solely on its merits.

香港設計中心作為一所公營資助的機構，於內部運作以至對外籌劃活動，均須貫徹嚴謹的企業管治標準。

我們的董事必須遵守嚴格的程序，以處理潛在利益衝突。除了要向董事局或委員會申報利益外，所有的董事亦必須於獲委任時公開所有直接或間接與機構有關的利益事宜。香港設計中心董事局的利益申報屬公開資訊，公眾人士可向本中心要求查閱。

本中心於2010年由外部審計公司就企業管治常規進行內部審計。審計公司就活動的重要範疇、財政及行政各方面作出的建議，我們至今仍一直執行。中心亦提供定期的僱員培訓，以確保營運程序合乎政策所載的管治標準。

董事會作出自願公告，內容有關委託Lomatters Creative Studio Co. Ltd. 為「設計營商周2015」網頁創作設計意念及策略服務合約之訂約方。Lomatters由香港設計中心董事會成員盧永強管理，盧先生向董事會妥善申報其於Lomatters之權益。董事會邀請三間機構(包括Lomatters)提交建劃書，並發出相同的徵求建議書。而盧先生並無以董事會成員身份參與向Lomatters授出服務合約之決定；雖然只有Lomatters提交建議書，該建議書只按其優劣予以評估。

Our Accounts

香港設計中心帳目

INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 31 MARCH 2016
至2016年3月31日止財政年度收支結算表

	Non-Government Funding 非政府資助	Government Funding 政府資助撥款			
		HKDC Basic Activities 香港設計中心 基本營運 1/4/2015- 30/6/2015	HKDC Basic Activities 香港設計中心 基本營運 1/7/2015- 31/3/2016	Design Incubation Programme 設計創業 培育計劃	Supporting the Implementation of the Fashion Initiatives 提供支援落實 時裝業發展措施
	HK\$	HK\$	HK\$	HK\$	HK\$
Income 收入					
Government grant 政府資助	0	7,477,562	14,333,282	9,057,011	2,387,224
Project income 項目收入	66,751	862,967	1,356,766	990,736	0
Sponsorship 贊助/捐款	0	289,372	3,237,774	0	0
Other income 其他收入	175	378	532	61,577	1
	66,926	8,630,279	18,928,354	10,109,324	2,387,225
Expenditures 支出					
Project expenses 項目開支	42,979	2,675,090	6,065,540	8,467,564	0
Payroll & related cost 薪資及相關支出	9,469	4,221,517	9,615,035	1,629,160	1,855,779
Donation 捐款	0	0	0	0	0
Overhead & administration 一般營運及行政費用	21,000	1,733,672	3,247,779	12,600	531,446
	73,448	8,630,279	18,928,354	10,109,324	2,387,225
Net deficit 淨赤字	(6,522)	0	0	0	0

CreateSmart Initiative 創意智優計劃										Total 總計
Business of Design Week 2014 設計營商周 2014	HKDC Awards 2014 香港設計中心 設計獎 2014	Business of Design Week 2015 設計營商周 2015	Knowledge of Design Week 2015 設計智識周 2015	DFA Awards 2015 DFA 設計獎 2015	HK Young Design Talent Awards 2012 香港青年 設計才俊 大獎 2012	HK Young Design Talent Awards 2013 香港青年 設計才俊 大獎 2013	HK Young Design Talent Awards 2014 香港青年 設計才俊 大獎 2014	HK Young Design Talent Awards 2015 香港青年 設計才俊 大獎 2015		
HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$
8,905	8,250	8,818,852	1,439,920	3,643,068	8,680	863,554	3,343,090	36,732		51,426,130
0	0	1,631,139	518,371	1,246,019	0	0	0	0		6,672,749
0	0	4,163,459	540,275	489,540	0	83,820	81,820	0		8,886,060
25	0	386	46	340	0	18	194	122		63,794
8,930	8,250	14,613,836	2,498,612	5,378,967	8,680	947,392	3,425,104	36,854		67,048,733
680	0	13,266,922	2,018,705	4,432,805	0	817,328	2,698,961	36,854		40,523,428
0	0	1,346,914	469,907	946,162	0	120,064	726,143	0		20,940,150
0	0	0	0	0	0	0	0	0		0
8,250	8,250	0	10,000	0	8,680	10,000	0	0		5,591,677
8,930	8,250	14,613,836	2,498,612	5,378,967	8,680	947,392	3,425,104	36,854		67,055,255
0	0	0	0	0	0	0	0	0		(6,522)

HKDC's Board of Directors 2015–2016

香港設計中心董事會

(effective from 12 March 2016) (任期由2016年3月12日生效)



Prof. Eric Yim 嚴志明
Chairman 主席



Bonnie Chan Woo 陳德姿
Vice Chairman 副主席



David Lo 盧永強
Vice Chairman 副主席



Freeman Lau 劉小康
Director 董事



Alex Lee 李建明
Director 董事



Ron Leung 梁昆剛
Director 董事



Janet Cheung 張啟秀
Director 董事



Joey Ho 何宗憲
Director 董事



Prof. Cees de Bont
Director 董事



Patrick Bruce
Director 董事



Viveca Chan 陳一枋
Director 董事



Barney Cheng 鄭兆良
Director 董事



Felix Chung 鍾國斌
Director 董事

Meeting Attendance / Total Number of Meetings 會議出席次數/會議數目 (1/4/2015–31/3/2016)	Board of Directors 董事會	Finance and Administration Committee 財務及行政委員會	Business Development Committee 企業拓展委員會	Audit Committee 審核委員會
Victor Lo 羅仲榮	6/6	—	4/4	—
Prof. Eric Yim 嚴志明教授 ⁽¹⁾	6/6	—	4/4	—
Dr. Roy Chung 鍾志平博士 ⁽²⁾	6/6	4/4	4/4	2/2
Prof. Cees de Bont	2/6	—	4/4	—
Bonnie Chan Woo 陳德姿 ⁽³⁾	3/6	3/4	1/4	—
Selina Chow 周梁淑怡	0/6	—	1/4	—
Dr. Felix Chung 鍾國斌博士	1/6	—	—	—
James Law 羅發禮	4/6	3/4	—	—
Joseph Lo 勞建青	2/6	—	—	2/2
Kai-yin Lo 羅啟妍	3/6	—	2/4	—
Leslie Lu 盧林	5/6	—	3/4	—
Victor Tsang 曾昭學	5/6	—	3/4	—
Ada Wong 黃英琦	3/6	4/4	—	—
Head of Create Hong Kong 創意香港總監	6/6	4/4	4/4	2/2



Roy Chung 鍾志平
Director 董事



James Law 羅發禮
Director 董事



Steve Leung 梁志天
Director 董事



Joseph Lo 勞建青
Director 董事



Kai-yin Lo 羅啟妍
Director 董事



Victor Lo 羅仲榮
Director 董事



Leslie Lu 盧林
Director 董事



Victor Tsang 曾昭學
Director 董事



Raymond Yip 葉澤恩
Director 董事



Jerry Liu 廖永亮
Director 董事



Benson Cheung 張本善
Alternate Director 候補董事



Karr Yip 葉小卡
Alternate Director 候補董事



Kevin Yeung 楊棋彬
Alternate Director 候補董事



Antony Chan 陳志毅
Alternate Director 候補董事



Fiona Lam 林惠冰
Alternate Director 候補董事

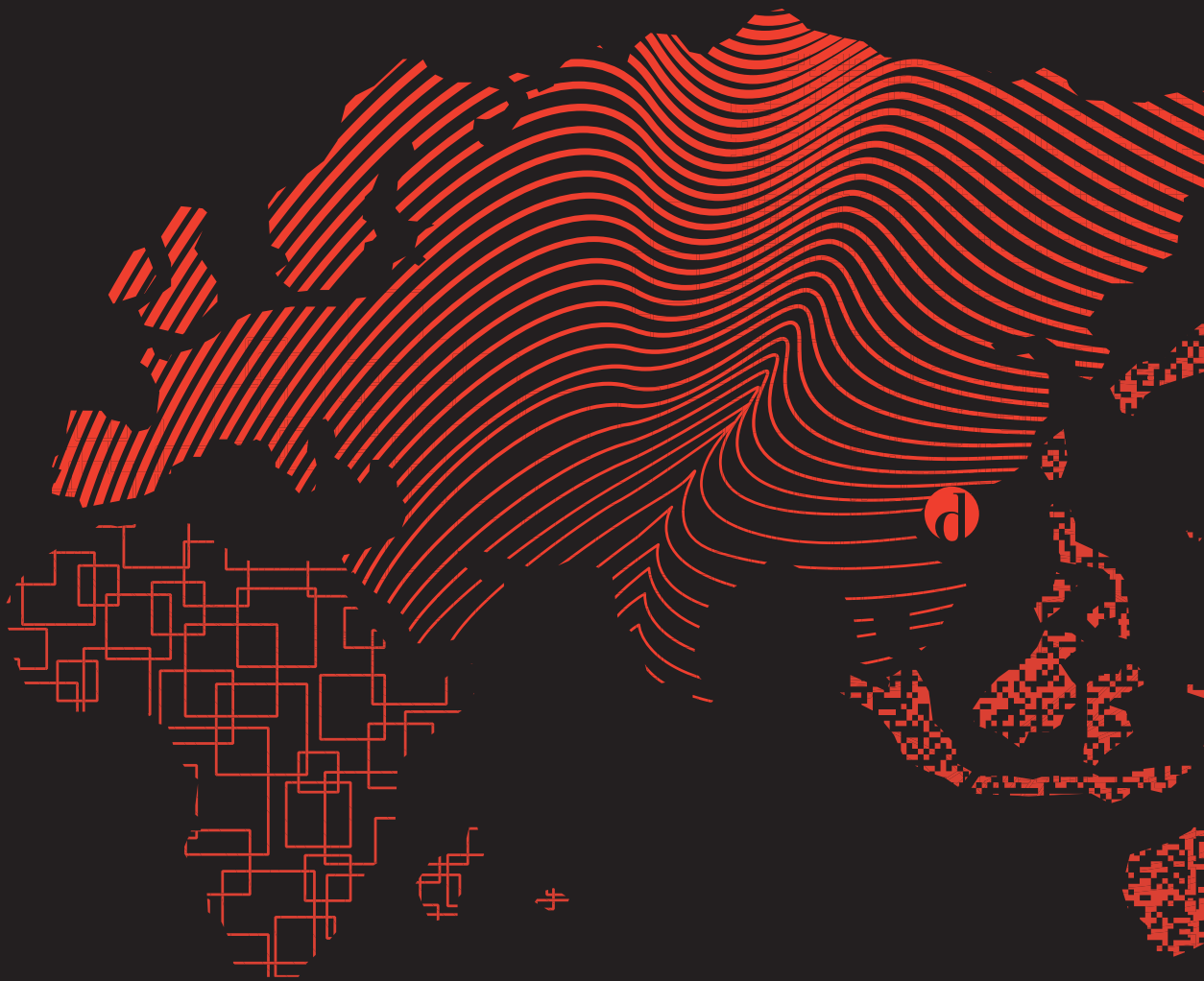
Meeting Attendance / Total Number of Meetings 會議出席次數/會議數目 (1/4/2015-31/3/2016)	Board of Directors 董事會	Finance and Administration Committee 財務及行政委員會	Business Development Committee 企業拓展委員會	Audit Committee 審核委員會
Representatives appointed by Hong Kong Federation of Design Associations 香港設計總會代表	4/6	1/4	4/4	—
Representatives appointed by Hong Kong Fashion Designers Associations 香港時裝設計師協會代表	4/6	—	1/4	—
Representatives appointed by The Chartered Society of Designers 英國特許設計師協會(香港)代表	4/6	—	—	—
Representatives appointed by Hong Kong Designers Association 香港設計師協會代表	6/6	—	3/4	—
Representatives appointed by Hong Kong Interior Design Association 香港室內設計師協會代表	3/6	—	2/4	—

Remarks:

- (1) Prof. Eric Yim was elected as Vice Chairman of Board of Directors effective from 27 October 2015 and Chairman of Board of Directors effective from 12 March 2016
- (2) Dr. Roy Chung resigned as Vice Chairman of Board of Directors on 14 October 2015
- (3) Bonnie Chan Woo was elected as Vice Chairman of the Board effective from 12 March 2016

註釋:

- (1) 嚴志明教授於2015年10月27日獲選為董事會副主席，並於2016年3月12日獲選為董事會主席
- (2) 鍾志平博士於2015年10月14日辭任董事會副主席
- (3) 陳德姿於2016年3月12日獲選為董事會副主席



INTERNATIONAL

ALLIANCES 國際聯盟

These are some of the global organisations we are affiliated with. These have helped us in our efforts to produce a wide range of quality programmes. Looking ahead, we will continue to work closely with these partners to create and introduce new programmes.

本中心與一些跨國機構保持密切聯繫，有賴彼此通力合作，使我們能夠舉辦如此多姿多彩的活動。展望未來，本中心希望能繼續與各機構攜手合作，共創新里程。



GLOBAL DESIGN NETWORK (GDN) 「國際設計聯盟」

Launched in 2005 by Hong Kong Design Centre and the Hong Kong Trade Development Council, GDN is a Hong Kong-based promotional entity also supported by a vast international membership network. Members include leading design-related associations both in Hong Kong and overseas, and new members join GDN every year. HKDC, together with The Hong Kong Federation of Design Associations (FHKDA) convene GDN members to an annual Symposium, where members get to explore the latest on the global design industry and discuss new ideas and concepts with peers from around the world.

「國際設計聯盟」由香港設計中心與香港貿易發展局於2005年共同倡議，是一個以香港為中心的設計推廣機構，並擁有強大穩固的國際性會員網絡。聯盟會員來自香港及世界各地具影響力的設計組織，數目亦逐年遞增。每年，香港設計總會均與我們合辦「國際設計師聯席會議」，會員可藉此機會了解環球設計業的最新發展，並與全球同儕討論，交流新意念。

Members of Global Design Network (GDN) 「國際設計聯盟」成員

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<p>BELGIUM 比利時</p> <p> FFI FLANDERS FASHION INSTITUTE BY FLAMINTEBORG</p> <p> vio</p>	<p> Hi 上海设计之都促进中心 SHANGHAI PROMOTION CENTER FOR CITY OF DESIGN</p> <p> SDPA</p> <p> 深圳市设计联合会 SHENZHEN DESIGN UNION</p> <p> CFDS THE COUNCIL OF FASHION DESIGNERS OF SHENZHEN 深圳市时尚设计师协会</p>	<p>GERMANY 德國</p> <p> bayern design</p>	<p> DESIGN COUNCIL HONG KONG 香港設計委員會</p> <p> FF</p> <p>FASHION FARM FOUNDATION</p>	<p> HKDPA 香港數碼印刷協會</p> <p> HKDA HONG KONG FASHION DESIGNERS ASSOCIATION 香港時裝設計師協會</p>

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Hong Kong Institute of Contemporary Culture

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

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香港創意設計學院
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元創方

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台灣創意設計中心
TAIWAN DESIGN CENTER

TEDx Taipei
x = independently organized TED event

THAILAND
泰國

TCDC

UNITED STATES
美國

dmi: design management institute

NYC DESIGN X

SPARK



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