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ENTERPRISING

DESIGN

年報
ANNUAL REPORT
2017-18

Cover Design Concept : EnterPRISING Design

The sun represents the design industry with its colourful myriad of talents and specialties, rising gradually to a bright and promising future. Like sports play planning using crosses and lines, Hong Kong Design Centre is uniquely positioned to promote enterprising design.

封面設計概念：設計企業家精神

燦爛旭日冉冉而升，象徵著香港設計界前景一片光明。旭日絢爛多彩的線條代表本地創意百花齊放，各行各業跨界共融。在四周星羅棋布的點與線，就像香港設計中心縝密籌劃的發展策略，將創意設計連繫至各行各業。



ABOUT US 關於我們

Hong Kong Design Centre (HKDC) is 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.

香港設計中心乃於2001年成立，擔當香港特別行政區政府的策略伙伴，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，為業界創造價值及改善生活質素。

FOUNDING MEMBERS 創會成員



MAJOR WORK DIRECTIONS

我們的工作

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VISION 願景

Establish Hong Kong as a
centre of design excellence in Asia
推動香港成為亞洲設計之都

MISSION 使命

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

CONNECT 聯繫業界

all industry practitioners 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

CELEBRATE 弘揚人才

talents and good designs that improve quality of life,
address social innovation and preserve cultural heritage
嘉許為改善生活質素、社會發展、文化保育有所貢獻的人才和優秀設計

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

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，帶動創新和發展

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，積極與傳媒和公眾分享業界資訊和知識

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MESSAGE FROM THE CHAIRMAN

主席的話

The future of Hong Kong's creative and design sector is bright and on a continuing uptrend. 2017-18 marked another important year for the local industry, as the Chief Executive's 2017 Policy Address described design as "a powerhouse that will drive the economy, add value and make Hong Kong a more attractive international city". With the continuous support of the HKSAR Government and generous funding from CreateHK, the goal of Hong Kong Design Centre (HKDC) is to help local design talent and business take advantage of opportunities in this era of creativity.

This leads us to the theme of this year's annual report, "Enterprising Design". We define enterprising design as a strategic and systematic approach that allows design to be replicated and scaled to provide more value and positive impact for society through a human-centred focus. This concept may surprise those who think of design as purely subjective, but we know it as a discipline firmly rooted in facts and evidence, with great potential to improve people's lives and communities. It is HKDC's objective to nurture an enterprising spirit among designers and design talent and encourage them to create positive change. In part, this also means reassuring them that commercial success is a good indicator of the power of their design and the value it has created, not just for them but for stakeholders and users. In promoting enterprising design, we also want to do it in a sustainable way, so that its positive impact can be passed on to future generations.

Hong Kong has an incredibly gifted pool of young creative talents to work with, but designers are not generally trained with the necessary entrepreneurial or business skills, nor prepared for the ways of an enterprise, which require working with diverse people. To nurture our designers' enterprising spirit, HKDC has organised the Design Incubation Programme (DIP) since 2012 – a proven, comprehensive training programme on how to do business as a designer, which offers studio space, networking opportunities and mentorship to design start-ups. As of March 2018, DIP designers have received 49 international and 209 local awards, submitted applications for 3 patents, 235 trademarks and 40 registered designs, and created 695 job opportunities. In 2015, this initiative was expanded to the fashion sector through the launch of the Fashion Incubation Programme (FIP), an advanced incubator providing customised support to more experienced designers such as expert technical and business advice and cross-sector collaboration.

Enterprising design also requires a concerted effort to create exposure and networking opportunities for our design talent. Good design never appears in a confined environment: designers need to expand their horizons by being subjected to different creative and cultural influences in the real world. This is why we invite design leaders from around the world to Hong Kong to share and exchange insights through initiatives like our flagship programmes, Business of Design Week (BODW), Knowledge of Design Week (KODW) and FASHION ASIA HONGKONG. This year, we built on this agenda with a new project for Hong Kong designers called DeX Design Exchange in order to foster design dialogue with other ASEAN and Asia Pacific economies and work in line with the Belt and Road Initiative. As a result, we have invited a total of 16 local design units on inspiration trips to Bangkok and Melbourne in the first quarter of 2018, which provided valuable opportunities for the participants to widen their cultural perspectives and understand global trends. In addition, our DFA Hong Kong Young Design Talent Award helps practising designers develop their enterprising spirit and gain valuable international insights through 6 to 12 months of overseas work or study experience.

We also cultivate design thinking in enterprise and the general public, because a successful system of enterprise requires the support of a design-driven market that understands the value of design in all aspects of our lives. HKDC promotes design thinking, not only to inspire potential talents but to educate the public on good design and the use of design as a problem-solving tool, as stated in the Chief Executive's Policy Address. I'm pleased to have shared my point of view on this issue personally this year when co-hosting a biweekly radio programme series called "Good Life, Good Design" on Metro Radio launched in October 2017. Through interviews and experience sharing of notable design and business leaders, I believe the programme has provided some enlightening insights to the public and the design world.

In conclusion, enterprising design affects not just the design sector, but our society as a whole. The creative economy is thriving, and it offers great opportunities for us to move forward and make a positive impact on our communities. With your staunch support, we will continue to advocate for the wider use of design and design thinking in society, inspiring everyone to work together toward an innovation-driven and human-centred future.

香港創意設計產業不斷發展，邁向光明未來，在2017至2018年度再次建立新的里程碑。行政長官在2017年《施政報告》中指出，設計產業是「一股能帶動經濟、增值和使香港成為更富吸引力的國際城市的多元產業」。在香港特別行政區政府的持續支持與創意香港的贊助下，香港設計中心將繼續全力協助本地設計專才及企業把握創意時代的機遇。

本年度報告的主題為「設計企業家精神」，其概念是以具策略性和有系統的方式進行設計，採取「以人為本」的方針，使創作成果得以應用於社會不同的層面，從而創造價值與帶來正面影響。對一直將設計視為主觀創作的人而言，這一概念無疑是別開生面的。我們深明設計是一門建基於事實與證據的學科，在提升人們生活質素和社區整體方面具有巨大的發展潛能。因此，香港設計中心以培養設計師及設計專才的企業家精神為目標，鼓勵他們帶動社會求變創新；並讓設計師們明白到不論對他們、持份者還是使用者而言，設計的影響力及價值與市場上的成功確實有所關連。此外，在推廣設計企業家精神同時，我們亦注重可持續發展，期望這股積極力量可以生生不息。

事實上，香港不乏年輕創意菁英，可惜他們大多未曾接受過創業及營商技能培訓，以致未能掌握如何與不同界別專才協調合作。有見及此，香港設計中心自2012年起舉辦「設計創業培育計劃」，為設計初創企業提供工作空間、合作機會及啟導支援，為設計師提供營商知識與技能等全方位培訓，實踐「設計企業家精神」，成果備受肯定。截至2018年3月，「設計創業培育計劃」的畢業培育公司已合共贏得49個國際獎項及209個本地獎項，提出3項專利、235個商標及40項註冊設計申請，並創造了多達695個職位。2015年，我們進一步將培育計劃拓展至時裝界別，推出「時裝創業培育計劃」，為具有一定經驗的設計師提供度身訂造的專業技術及商業諮詢，以及開拓跨界別合作的機會。

在宣揚「設計企業家精神」的道路上，我們必須與各界同心協力，為設計精英提供更多展示作品及與各界人士交流的機會。優秀設計向來講求突破框框，要拓展創作視野，必須多接觸不同創意與文化，與更遼闊的現實世界接軌聯繫。香港設計中心因此積極透過「設計營商周」、「設計「智」識周」、「FASHION ASIA HONGKONG」等旗艦項目，邀請來自世界各地的設計領袖與本地設計專才分享交流真知灼見。本年度我們還推出了全新「DeX 設計交流計劃」，

促進本地設計菁英與東盟國家及亞太地區專才交流，同時響應「一帶一路」倡議，加強與沿線國家的合作。在2018年第一季度，我們邀請了合共16個本地設計單位分別前往曼谷及墨爾本考察，助他們拓展文化視野、緊貼國際發展趨勢。此外，新晉設計師亦可透過競逐「DFA 香港青年設計才俊獎」，贏取6至12個月的海外工作或深造機會，了解全球設計產業發展趨勢，培養設計企業家思維。

另一方面，我們亦注重培養企業及公眾的設計思維，因為仰賴市場的支持，讓公眾意識到設計對生活各方面的價值，才能成功創造設計主導的市場。香港設計中心致力宣揚設計思維，不單是為了啟迪新一代設計人才，更是為了讓公眾理解何為優秀設計，以及順應行政長官《施政報告》的提倡——以設計作為「解難」工具。而在本年度，我們有幸與新城知訊台合作，推出「生活就是設計」系列電台節目，自2017年10月起每兩周播出一集。很高興可以擔任節目主持，邀請設計名家與商界翹楚分享經驗心得，互相討論交流，期望為公眾及設計界帶來具啟發性的遠見卓識。

總括而言，「設計企業家精神」不但會為設計界帶來影響，更可以推動整個社會。當前創意經濟蓬勃發展，為我們提供了絕佳機遇，鼓舞我們奮發向前、貢獻社會。在社會各界的大力支持下，我們將繼續弘揚設計應用與設計思維，帶領大家攜手邁向以創意為力量、以人為本的嶄新未來。

Prof. Eric C. Yim, JP 嚴志明教授
Chairman
Board of Directors
Hong Kong Design Centre
香港設計中心董事會主席



MESSAGE FROM THE EXECUTIVE DIRECTOR

行政總裁的話

The theme of this year's annual report is Enterprising Design, or taking the human-centred, empathetic approach to design and making its impact scalable in order to create sustainable, people-centred solutions for us all. In 2017-18, Hong Kong Design Centre (HKDC) continued building a thriving creative ecosystem by advancing our five major work directions — Connect, Celebrate, Nurture, Advance and Engage — through forums, exhibitions, classes, exchange tours and award programmes. These activities aimed at reaching beyond the creative and design industries to engage and benefit all sectors of industry and society, because design is not just for the creative sector: its transformational power belongs to us all, from decision makers to end-users and everyone in between. Through nurturing good design and design thinking, we create talents that are future-ready.

Our advocacy for promoting design that generate value for society has led to one of our greatest achievements this year: the Chief Executive fully embraced design as a new competence for Hong Kong. The 2017 Policy Address advocated for the reinforcement of the city's status as a vibrant centre for design excellence in Asia, which will capitalise on existing infrastructure and the foundation HKDC has helped to lay through a range of strategic programmes that create greater value not just for the design industry, but Hong Kong as a whole.

To reach society, we have to engage society, by promoting good design through activities like our annual DFA Design for Asia Awards and roving exhibitions, Knowledge of Design Week (KODW), FASHION ASIA HONGKONG, public activities and BODW Satellite Events x deTour which aim to expand the creative horizons of the general public. These events spread the spirit of creativity throughout the city, sparking direct communication between brands, designers and society, as well as the exchange of ideas and the opportunity to build networks. In December 2018, we will expand the BODW City Programme with more satellite activities to engage even more businesses and brands across sectors. Through programmes such as these, HKDC acts as a catalyst for the dissemination of design knowledge, bringing fresh perspectives and global innovation and design trends to Hong Kong.

From the local community, we reach out to the international market, taking our designs to the global stage and bringing the eyes of the world back to Hong Kong. Along with the launch of new design exchange

tours like DeX Design Exchange that build a strong global design platform for Hong Kong, our annual flagship programme, Business of Design Week (BODW), aims at cultivating a healthy culture and spirit of enterprising design through active exchange with other global design and business communities. Every year, BODW connects with a partner city or country; in 2017, that partner was Italy, under the theme "Italy Makes a Difference". We look forward to working with Melbourne, Australia in 2018, and furthering HKDC's mission of helping to connect creative and business minds locally and worldwide.

We also set a goal of cultivating widespread awareness and use of design thinking through our design thinking workshops by our Institute of Design Knowledge (IDK), including collaboration with the Chief Executive's Award for Teaching Excellence Teachers Association (CEATETA) and numerous workshops and talks dedicated to civil servants, healthcare leaders and decision makers. In the second half of 2018, we are planning to introduce a design thinking public education programme, so that more people can become aware of the power of design thinking. Programmes like these help create a positive environment for good design to flourish and grow across different sectors, thus improving our competitiveness on the global stage.

As we move forward, HKDC will continue to build on our past efforts while looking ahead for new opportunities to expand the impact and reach of our programmes. We will organise more diverse activities with different partners to engage more members of the public in appreciating good design. We have already confirmed plans for establishing a public-facing base by accessing some exhibition spaces and No. 7 Mallory Street in Wan Chai (as a base to showcase creative local talent and design excellence and foster collaboration), Design District Hong Kong (#ddhk) (a creative tourism project presented by the Tourism Commission and organised by HKDC), Sham Shui Po Design and Fashion Project, and many other initiatives in the year ahead, as we promote the power of enterprise design in society.

Last but not least, I would like to extend my gratitude to CreateHK, all our sponsors and partners for their unfailing support, and our team for their hard work and dedication to our mission. Together, we can reach further and spread the power of design to keep our city at the forefront of this growing movement.

本年度報告以「設計企業家精神」為主題，宣揚以人為本、富同理心的設計理念，創造出有助於可持續發展、以人民為核心的設計方案，為社會帶來正面影響。在2017至2018年度，香港設計中心透過舉辦論壇、展覽、課程、交流團及獎項計劃，推動五大核心工作範疇，包括聯繫業界 (Connect)、弘揚人才 (Celebrate)、啟蒙創業 (Nurture)、突顯專業 (Advance) 及融入社會 (Engage)，繼續致力構建欣欣向榮的創意生態。上述活動旨在聯繫創意設計界及各行各業，啟發各界社群發掘創意設計力量，共享機遇與成果。我們深明由設計而生的革新力量，是屬於每一位持份者的，包括決策者、使用者，以至社會不同人士。因此，我們不斷宣揚優秀設計和培養設計思維，藉此培育為未來作好準備的創意精英。

一直以來，我們堅持推動設計，為社會創造價值。本年度，我們的努力取得了重大成果，很高興得到行政長官的認同，成功令創意產業成為香港未來發展重點之一。《2017年施政報告》提出要鞏固香港作為亞洲設計之都的地位，而香港設計中心所舉辦的一系列策略性項目不僅為設計界乃至香港創造更多價值，更為達成該目標奠定穩健的基礎。

為聯繫社會各界，我們推行了一系列公眾活動，包括「DFA 亞洲最具影響力設計獎」及巡迴展覽、設計「智」識周、「FASHION ASIA HONGKONG」，以及「BODW x deTour 城區活動」等，藉此宣揚優秀設計與拓展公眾創意視野，起動全城創新精神，並為品牌、設計師以及公眾打造溝通的橋樑，促進各界創意交流與建立合作網絡。我們已計劃於2018年12月，擴展「BODW 城區活動」的規模，推出更多活動，鼓勵來自不同行業的企業與品牌參與。透過這些活動，香港設計中心積極與各界分享設計知識，引領香港緊貼全球設計趨勢，為香港帶來嶄新創意視角。

在活躍於本地社區同時，我們亦全力邁向國際市場，帶領本地設計登上全球舞台，並致力將世界目光聚焦香港。我們在本年度既推出了全新「DeX 設計交流計劃」，推廣本地設計，為香港搭建強大的國際平台，亦舉辦了年度旗艦盛事「設計營商周」，積極促進與全球設計精英及企業的交流，塑造健康創意文化與提倡「設計企業家精神」。「設計營商周」每年均攜手不同夥伴城市或國家共同舉行，在2017年，我們夥拍意大利，以「意大利 = 非同凡響」為主題，而在2018年，我們會與澳洲墨爾本合作，繼續聯繫本地與環球創意人才與企業，貫徹香港設計中心的使命。

此外，我們亦以推動與啟發公眾了解設計思維為目標，透過設計知識學院舉辦一系列設計思維工作坊，當中包括與行政長官卓越教學獎教師協會合辦的工作坊，以及專為公務員、醫療界領袖及決策者而設的多個工作坊及講座。在2018年下半年，我們計劃推出全新設計思維公眾教育項目，讓更多人體會設計思維的力量。透過上述工作坊及教育計劃，我們致力為香港創造有利於卓越設計發展的環境，將創意思維植根於不同行業中，提高香港在國際市場上的競爭力。

展望未來，香港設計中心將繼往開來，建基現有成果，開拓未來機遇，致力令各項計劃為更多人帶來深遠的影響，創下更驕人的成就。在各方合作夥伴支持下，我們將於下一年度推出更多不同活動，全力向社會各界宣揚卓越設計。目前我們已確定多項工作計劃，包括於灣仔茂蘿街7號打造設計基地，推廣本地創意人才與優秀作品，促進各界交流合作；另外由香港設計中心主辦、旅遊事務署呈獻的創意旅遊項目「設計#香港地」的籌劃亦已如火如荼；而深水埗設計及時裝基地等多個項目亦會相繼落實。藉由打造面向公眾的設計基地與展覽空間，我們期望社會大眾可以進一步認識設計企業家精神的價值與力量。

最後，我希望藉此機會感謝創意香港與一眾贊助者和合作夥伴的鼎力支持，並感謝香港設計中心團隊的不懈努力，助我們實踐使命。我衷心期望來年可以與大家繼續並肩前進，提升與宣揚設計力量，宏揚香港聞名國際的創意競爭力。

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



×

OVERVIEW OF ACTIVITIES AND PROGRAMMES



×

年度回顧



APR 四月 2017

MAY 五月 2017

JUN 六月 2017

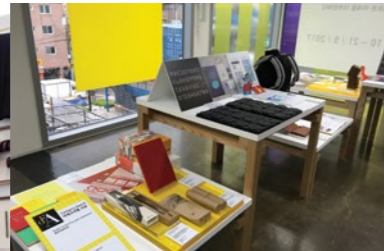
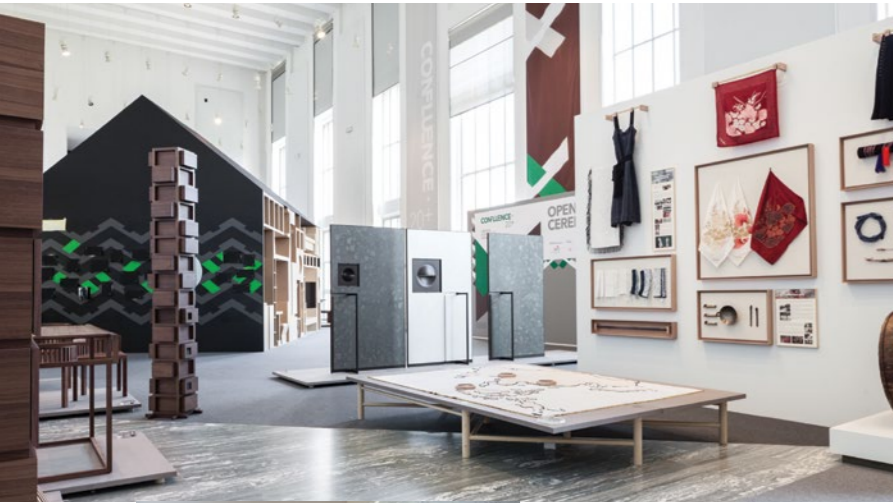
AUG 八月 2017

OCT 十月 2017

DEC 十二月 2017

JAN 一月 2018

MAR 三月 2018



10 – 21/5/2017
DFA Awards Exhibition (Seoul)
DFA 設計獎展覽首爾站

6 – 28/6/2017
Confluence • 20+ Exhibition
International Tour (Hong Kong)
「Confluence • 20+」設計展香港站

17/8/2017
DIP and FIP Incubation Centres
Grand Opening Ceremony
DIP 及 FIP 設計培育中心開幕典禮

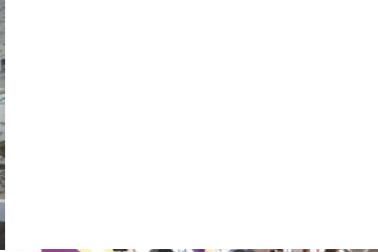
1/12/2017 – 15/2/2018
Good Life, Good Design Exhibition
@HKDC Studio
「生活就是設計」展覽
@香港設計中心工作室

4/12/2017
Leadership Forum on Design Education

7/12/2017
Global Design Network (GDN)
Networking Cocktail
國際設計聯盟交流酒會

8/12/2017
M+ Matters Keynote: Miracle of the Benesse Art Site Naoshima
M+ 思考《焦點談》
「共生共鳴：倍樂生藝術場直島」

3 – 4/2018
DXHK – MELBOURNE
DeX 設計交流計劃墨爾本站



11 – 21/5/2017
DFA Awards Exhibition (Hong Kong)
DFA 設計獎展覽香港站

19/10/2017
Launch of Good Life Good Design
programme on Metro Radio
「生活就是設計」電台節目於
新城知訊台首播

5 – 12/12/2017
FASHION ASIA 2017 HONGKONG

27/1 – 4/2/2018
DXHK – BANGKOK
DeX 設計交流計劃曼谷站

2/3/2018
DIP Graduation Ceremony
DIP 畢業典禮

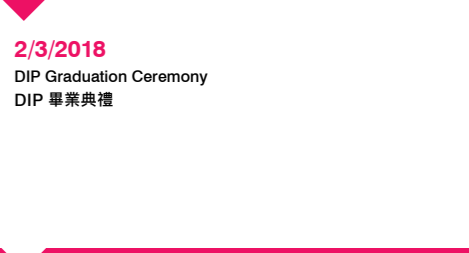
4 – 16/4/2017
Confluence • 20+ Exhibition
International Tour (Milan)
「Confluence • 20+」設計展米蘭站

5/12/2017
WORKTECH17 HONG KONG

7 – 8/12/2017
Business of IP Asia Forum
亞洲知識產權商論壇

24/3 – 17/5/2018
Art, Design and Beyond Exhibition
@HKDC Studio
「藝術、設計、之外」展覽
@香港設計中心工作室

13 – 29/4/2017
DFA Awards Exhibition (Tokyo)
DFA 設計獎展覽東京站



18 – 29/5/2017
DFA Hong Kong Young Design Talent Award
Exhibition (Hong Kong)
DFA 香港青年設計才俊獎展覽香港站

6 – 16/6/2017
DFA Awards Exhibition (Shanghai)
DFA 設計獎展覽上海站

18 – 20/8/2017
HKDC x HKDC Presents: Fashion Workshop Series
@HKDC Studio
HKDC X HKDC 呈獻：時尚「原創」坊系列
@香港設計中心工作室

14/10 – 4/11/2017
Confluence • 20+ Exhibition
International Tour (Chicago)
「Confluence • 20+」設計展芝加哥站

4 – 9/12/2017
Business of Design Week 2017
設計營商周 2017

6 & 8/12/2017
DFA Awards Presentation Ceremony
DFA 設計獎頒獎典禮

7 – 9/12/2017
DesignInspire

26/4 – 12/5/2017
DFA Hong Kong Young Design Talent Award
Exhibition (Hong Kong)
DFA 香港青年設計才俊獎展覽香港站

12 – 16/6/2017
Knowledge of Design Week 2017
設計「智」識周 2017

23/11/2017 – 28/2/2018
BODW Satellite Events x deTour
BODW X deTour 城區活動



20/4 – 12/6/2017
DFA Awards Exhibition (Tainan)
DFA 設計獎展覽台南站

13 – 29/4/2017
DFA Awards Exhibition (Tokyo)
DFA 設計獎展覽東京站

26/8 – 16/9/2017
Confluence • 20+ Exhibition International Tour (Seoul)
「Confluence • 20+」設計展首爾站

6 – 8/12/2017
DFA Awards Presentation Ceremony
DFA 設計獎頒獎典禮

23/11/2017 – 28/2/2018
BODW Satellite Events x deTour
BODW X deTour 城區活動

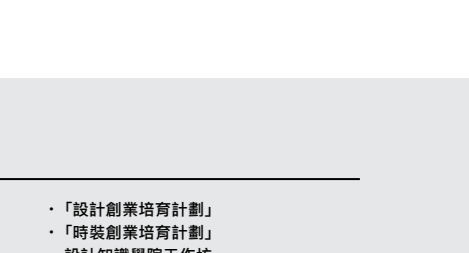
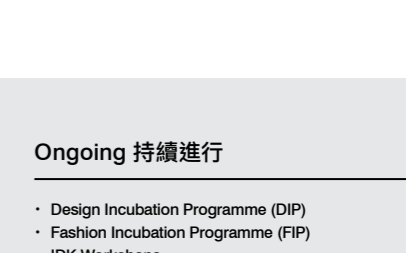
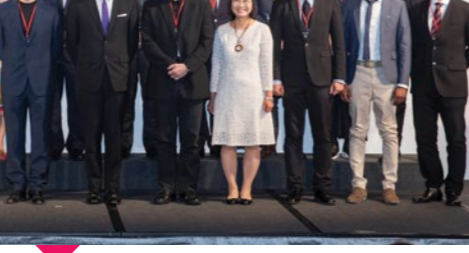
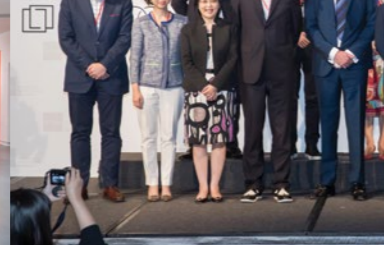
7 – 9/12/2017
DesignInspire

26/4 – 12/5/2017
DFA Hong Kong Young Design Talent Award
Exhibition (Hong Kong)
DFA 香港青年設計才俊獎展覽香港站

12 – 16/6/2017
Knowledge of Design Week 2017
設計「智」識周 2017

23/11/2017 – 28/2/2018
BODW Satellite Events x deTour
BODW X deTour 城區活動

6 & 8/12/2017
DFA Awards Presentation Ceremony
DFA 設計獎頒獎典禮



26/4 – 12/5/2017
DFA Hong Kong Young Design Talent Award
Exhibition (Hong Kong)
DFA 香港青年設計才俊獎展覽香港站

12 – 16/6/2017
Knowledge of Design Week 2017
設計「智」識周 2017

26/8 – 16/9/2017
Confluence • 20+ Exhibition International Tour (Seoul)
「Confluence • 20+」設計展首爾站

6 & 8/12/2017
DFA Awards Presentation Ceremony
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DFA Hong Kong Young Design Talent Award
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12 – 16/6/2017
Knowledge of Design Week 2017
設計「智」識周 2017

23/11/2017 – 28/2/2018
BODW Satellite Events x deTour
BODW X deTour 城區活動

6 & 8/12/2017
DFA Awards Presentation Ceremony
DFA 設計獎頒獎典禮

- Ongoing 持續進行
- Design Incubation Programme (DIP)
 - Fashion Incubation Programme (FIP)
 - IDK Workshops
 - Communications & Media Publicity (DMatters, Design Post, radio programme, media interviews, etc.)
 - Local/Overseas Visits to HKDC
 - Friends of HKDC Membership Programme
 - 「設計創業培育計劃」
 - 「時裝創業培育計劃」
 - 設計知識學院工作坊
 - 傳訊及傳媒推廣 (DMatters、Design Post、電台節目、媒體訪問等)
 - 本地及海外考察代表團到訪香港設計中心
 - 香港設計中心之友會計劃

CO



Connect all industry practitioners 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

CONNECT

聯繫業界



BUSINESS OF DESIGN WEEK (BODW) 2017

設計營商周 2017

Bringing Together the Design World's Brightest Minds 匯聚全球設計專才



As Asia's premier annual event on design, innovation and brands since 2002, Business of Design Week (BODW), organised by HKDC, co-organised by the Hong Kong Trade Development Council (HKTDC) and sponsored by CreateHK, brings some of the world's most outstanding design masters and influential business thought leaders to Hong Kong. This flagship event provides a valuable platform for business and creative leaders to exchange ideas, network, and explore new business opportunities.

「設計營商周」由香港設計中心與香港貿易發展局(香港貿發局)合辦，並獲創意香港撥款支持。這項旗艦活動於2002年首度舉辦，至今已成為亞洲設計、創新及品牌年度矚目盛事，吸引全球最頂尖的設計師和商界先鋒雲集香港，為企業和創意領袖提供一個交流意見、建立網絡及探索新商機的平台。

GET INSPIRED WITH ITALIAN INSIGHTS

Ten years after first partnering with BODW, Italy returned as the event's official partner country, under the theme "Italy Makes a Difference". From 4-9 December 2017, some of the most influential and inspirational designers, brands, thought leaders and business figures from Italy and around the world came to Hong Kong to share their insights, create connections, and inspire the next generation at this prestigious international event. A total of 12 sessions were held at the Hong Kong Convention and Exhibition Centre, covering themes relevant to the latest trends and fast-changing economy.

源自意大利的靈感分享

繼十年前首度合作後，本屆「設計營商周」再次夥拍意大利，以「意大利 = 非同凡響」為主題，於2017年12月4日至9日在香港會議展覽中心舉行12場主題論壇及大師班，吸引來自意大利及世界各地的重量級設計師、品牌代表、創意領袖及商界名人同聚香港，分享真知灼見，剖析行業發展趨勢與瞬息萬變的經濟環境，並藉此機會促進各界聯繫，為新世代設計專才帶來啟發。

PLENARY SESSIONS: WORLD-CLASS TREND-SETTERS TAKE THE STAGE

Once the heart of a mighty empire, later the birthplace of the Renaissance – in one form or another, the world has been talking about Italian designs for over two millennia. At our plenary sessions, the unique strengths of modern Italian design were at the forefront. Among those attending were a number of the greatest design masters of our generation, such as Massimiliano Fuksas (Studio Fuksas), who has transformed landscapes from Strasbourg to Shenzhen; Prof. Jacques Herzog (Herzog & de Meuron), a Pritzker Prize-winning architect whose work includes Beijing's National Stadium (2008); leading Japanese architect Sou Fujimoto (Sou Fujimoto Architects Inc.), the youngest architect to design the annual Serpentine Pavilion in London (2013); and Marco Balich (Balich Worldwide Shows), a leading executive producer of major events, including the Olympics ceremonies.

THEMED TRACKS: NEW HORIZONS DELIVERED WITH NEW THEMES

New programme highlights this year included a session on Heritage & Design, and an intimate masterclass by iconic architect and designer Michele De Lucchi. Also making its debut was a forum on "Cultivating a Future Mindset - Creative Leadership", to champion the need for design thinking and creative education across disciplines. The comprehensive programme line-up celebrated design, innovation and brands with a wide-reaching perspective, covering themes relating to Brands & Innovation, Communication & Design, Product & Design, Design for Asia, Space & Design, and Culture & The City.



70+ Speakers from 17 countries/regions
位來自17個國家及地區的演講嘉賓

250+ Media attendees
位媒體代表

150,000+ Participants
位參加者

重點論壇：舉世矚目的星級演講陣容

意大利曾是羅馬帝國的心臟，亦是文藝復興的發源地，在過去兩千多年來，一直在環球設計潮流中穩佔領導地位。本年度的主題論壇請來多位的國際級設計及創意巨擘，包括作品遍佈法國斯特拉斯堡、中國深圳等地的 Massimiliano Fuksas (Studio Fuksas)、普立茲克建築獎得主兼北京2008年奧運國家體育場「鳥巢」建築師 Jacques Herzog 教授 (Herzog & de Meuron)、參與2013年倫敦 Serpentine Gallery 年度夏日展亭設計的最年輕建築師藤本壯介 (藤本壯介建築設計事務所)，以及曾為奧林匹克閉幕式等大型活動擔任首席執行製作人的 Marco Balich (Balich Worldwide Shows) 等，與參加者一起討論當代意大利設計的獨特魅力。

主題演講：全新主題開拓全新視野

本年度新增的焦點活動包括有探討「傳承與設計」的論壇，以及請來建築及設計大師 Michele De Lucchi 舉辦工作坊，親身與參加者交流互動。另一個全新項目「Cultivating a Future Mindset - Creative Leadership 論壇」，則旨在培養跨學科的設計思維，促進創意領袖與教育的發展。此外，「設計營商周2017」亦舉辦了「品牌與創新」、「傳意與設計」、「產品與設計」、「DFA: 給亞洲設計」、「空間與設計」和「文化與大都會」等主題論壇，帶領大家聚焦優秀設計、非凡創意與卓越品牌，從更全面的角度了解企業設計生態。

Special Acknowledgements 特別鳴謝

Lead Strategic Partner
首席策略夥伴

Debbie Lo
Creativity Foundation

Strategic Programme Partners
策略夥伴

HONG KONG DESIGN INSTITUTE
香港知專設計學院
Member of VTC Group VTC 成員機構

香港設計總會
HONG KONG FEDERATION
OF DESIGN ASSOCIATIONS

PolyU Design

PMQ
元創方

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太古地產
SWIRE PROPERTIES

LOOKING DOWN UNDER FOR 2018

The official theme for BODW 2018 is "Think · Collaborate · Create", and Melbourne will become the first city in the southern hemisphere to partner with the event. Named the world's most liveable city for seven years in a row by The Economist Intelligence Unit, Melbourne is rapidly emerging as a global creative capital and one of the world's most diverse and progressive centres of design and innovation.

放眼 2018

「設計營商周2018」將以「思考·合作·創新」為主題，並首次與南半球城市合作，邀請墨爾本作為夥伴城市。墨爾本曾連續七年獲經濟學人智庫評為全球最宜居城市，是國際知名的新興創意與設計之都。



BODW CONCURRENT EVENTS & PARTNER PROGRAMMES 「設計營商周」同期活動及合作計劃

BODW 2017 consists of a host of concurrent events & partner programmes that spread the innovation and design spirit of BODW throughout the city, including:

- FASHION ASIA 2017 HONGKONG (see page 20 to 21)
- DFA Awards Presentation Ceremony 2017 (see page 27)
- deTour 2017 (see page 22)
- BODW Satellite Events x deTour (see page 22)
- DesignInspire (see page 23)
- Business of IP Asia Forum 2017 (see page 24)
- GDN Networking Cocktail (see page 24)
- Leadership Forum on Design Education (see page 25)
- WORKTECH17 Hong Kong (see page 25)
- M+ Matters Keynote: Miracle of the Benesse Art Site Naoshima (see page 25)

為起動全城創新與設計精神，「設計營商周2017」另推出了一系列同期活動及合作計劃，包括：

- 「FASHION ASIA 2017 HONGKONG」(詳見第 20 至 21 頁)
- 「DFA 設計獎 2017」頒獎禮(詳見第 27 頁)
- 「deTour 2017」(詳見第 22 頁)
- 「BODW x deTour 城區活動」(詳見第 22 頁)
- 「DesignInspire」(詳見第 23 頁)
- 「亞洲知識產權營商論壇 2017」(詳見第 24 頁)
- 「國際設計聯盟交流酒會」(詳見第 24 頁)
- 「設計教育領袖論壇」(詳見第 25 頁)
- 「WORKTECH17 Hong Kong」(詳見第 25 頁)
- M+ 思考(焦點談)「共生共鳴：倍樂生藝術場直島」(詳見第 25 頁)



FASHION ASIA 2017 HONGKONG

Where Creativity and Business Collide 融會創意與商業



Billed as one of the most important and prestigious fashion conferences in the region, FASHION ASIA 2017 HONGKONG is organised by HKDC and sponsored by CreateHK. This event provides insights into the inner workings of the fashion ecosystem in Asia and beyond, reinforcing the city's position as the Asian hub for fashion trade and business development.

由香港設計中心主辦的「FASHION ASIA 2017 HONGKONG」是區內備受矚目的時尚盛事。這項活動在創意香港資助下，深入探討亞洲乃至全球的時尚生態系統的營運之道，鞏固香港作為亞洲時尚貿易及商業發展樞紐的地位。

INSPIRING TOMORROW'S FASHION CREATIVES

Following the success of its inauguration in 2016, FASHION ASIA 2017 HONGKONG returned from 5 – 12 December 2017 with over 40 world-class international and local speakers from all sectors of the industry. The event consisted of a forum and exhibition that highlighted Asian creative talents who are making a name for themselves on the world stage. With a strong focus on both the creative and commercial sectors, this holistic programme aimed at fostering and inspiring the creatives of tomorrow through a series of thought-provoking talks and discussions.

啟迪未來創新時尚

「FASHION ASIA HONGKONG」繼2016年首度舉行取得空前成功後，於2017年12月5至12日載譽歸來，邀請逾40位海內外不同界別的時尚精英舉行論壇，並籌辦不同展覽活動，帶領亞洲創意設計專才衝出國際。是項活動全面兼顧創意與商業發展的需要，透過一系列的演講和研討會，啟蒙設計界及商界生力軍。

“10 ASIAN DESIGNERS TO WATCH” EXHIBITION

This week-long exhibition attended by approximately 10,000 visitors put an international spotlight on emerging design talents from across Asia, including Hong Kong's Yat Pit and The World is Your Oyster, Japan's Christian Dada, Sulvam, and Sirloin (which also includes members from Sweden), and from the Mainland of China, Helen Lee, Masha Ma, SHUSHU/TONG, Simon Gao, and Ximon Lee. Along with generating business opportunities and publicity for buyers, international media and industry practitioners, as well as providing participants exposure through pop-up spaces throughout the exhibition, a dedicated showroom was set up to highlight the specific talents of Hong Kong's fashion creatives.

“FASHION CHALLENGES” FORUM

A holistic examination of the fashion ecosystem aimed at both brands and individuals navigating the industry's ever-changing landscape, this two-day forum, held on 6 – 7 December 2017 at the Hong Kong Convention and Exhibition Centre, brought together experts and creative leaders from different fields covering every corner of the industry, including designer Vivienne Tam, footwear and fashion designer Datuk Jimmy Choo, OBE; Margaret Zhang, Photographer/Director/Consultant; and LVMH Fashion Group's Fashion Ventures Senior Vice President Sophie Brocart. Among other timely topics, the forum explored issues such as sustainability, digital commerce, cross-industry collaboration, and the growing influence of China, to provide participants with innovative ideas and actionable insights.

「10 ASIAN DESIGNERS TO WATCH」時裝展覽

為期一周的「10 Asian Designers to Watch」時裝展覽吸引來自全球約10,000名觀眾，展出了新銳亞洲設計師及設計團隊的作品，當中包括來自香港的Yat Pit和The World is Your Oyster、日本的Christian Dada和Sulvam、日本和瑞典團隊Sirloin，以及中國內地的Helen Lee、Masha Ma、SHUSHU/TONG、Simon Gao和Ximon Lee。藉著是次活動，這些設計菁英得以接觸不同時尚買手、國際媒體及時裝從業者，開拓嶄新商機。展覽中更設有Pop-Up Space主題陳列室，專門展出香港設計師的優秀作品。

「FASHION CHALLENGES」論壇

為期兩天的「Fashion Challenges」論壇於2017年12月6至7日在香港會議展覽中心舉行。論壇匯聚來自不同時尚界別的設計專才及創意領袖，探索品牌與獨立設計師的時尚業生態系統，剖析多變的業界環境。出席嘉賓包括時裝設計師Vivienne Tam、鞋履及時裝設計師Datuk Jimmy Choo OBE、攝影師/總監/顧問Margaret Zhang，以及LVMH時裝企業資深副總裁Sophie Brocart。除了行業相關熱門話題外，論壇還就可持續發展、電子商貿、跨行業合作，以及中國崛起等議題進行探討，分享創新見解和務實建議。



DETOUR & BODW SATELLITE EVENTS x DETOUR

DETOUR 及 BODW X DETOUR 城區活動

Connecting the Public with Creative Communities 讓公眾走進創意社群



DETOUR: GETTING THE CITY TO EXPLORE THE CREATIVE PROCESS

PMQ, an important Hong Kong creative hub, hosted the return of deTour from 1 – 10 December 2017, with the theme “Harmonious Chaos”. Described by CNN as “one of the most exciting events on Hong Kong’s cultural calendar”, more than 110,000 participants attended this festival for the design process and the imaginative practices behind it, to view innovative and interactive installations from renowned local and international designers, and to take part in exhibitions, educational workshops, dialogues, tours and seminars from forward-thinking minds in the industry.

SATELLITE EVENTS: TAKING BODW'S CREATIVITY OUT INTO THE CITY

First introduced during BODW 2017, BODW Satellite Events x deTour brought a large number of widely celebrated brands and institutions together to advance the enterprising spirit of design through a range of new initiatives.

Between November 2017 and February 2018, a variety of satellite events throughout the city, such as networking receptions, seminars, exhibitions and workshops, brought the enterprising creativity of BODW to the general public. Aimed at engaging and educating people on the value of design and innovation, this series of collaborative events with 54 businesses, local design institutions and brands, also gave businesses the opportunity to engage directly with designers.

deTour：擁抱設計的創作過程

2017年12月1日至10日，獲CNN譽為「最令人興奮的香港文化節目」之一的deTour再度於香港創意產業的重要基地——元創方舉行，吸引超過110,000人到訪參加是次為期十天的創意盛會。本年度deTour以「和藹」為主題，鼓勵大眾聚焦創作過程，透過由本地及國際知名設計師創作的互動藝術裝置，發掘設計背後的想像構思，同場亦設有多個展覽、工作坊、設計講座及公眾導賞團，向大眾展示創意業界前衛多元的設計意念。

城區活動：全城投入「設計營商周」的創意氛圍

「BODW x deTour 城區活動」於「設計營商周2017」首次登場，匯聚不同知名品牌、機構及學院策動一系列多元化創意活動，將設計的精神和力量滲透全城。

2017年11月至2018年2月期間，一連串同期周邊活動在全港各區先後舉行，包括交流酒會、講座、展覽及工作坊等，將「設計營商周」的設計企業家精神和創意融入普羅大眾的生活空間。為了讓公眾領略到設計與創新的價值，活動夥拍了54個企業單位、本地設計學院及城中品牌，藉以拉近設計與大眾的距離，同時促進企業與各設計人才的合作，觸發全城創意靈感。



A Vintage Design Delight 復古設計巡禮

Open to the general public, the Italian Classic Car Exhibition held on 9 December 2017 at the Design Boulevard of the Hong Kong Design Institute offered vintage car lovers the exciting opportunity to view Italy's famously stylish automobiles, all from the 1960s – 1990s.

在2017年12月9日舉行的「意大利老爺車展覽」中，多輛1960至1990年代生產的意大利老爺車於香港知專設計學院設計大道同台展出，讓公眾欣賞跨越時光的意式經典設計。



DESIGNINSPIRE

Experiencing Inspirational International Design 集結環球設計 激發創意靈感



300+ Global designers 位國際設計師

620+ Design objects & projects 件設計作品和項目

220+ Exhibitors 個參展商

28,000+ Visits by trade members and the public 業內人士及公眾訪客人次

A three-day international event that provides an exchange and inspiring platform for global design creatives, brands, associations and institutions, the first DesignInspire was organised by the Hong Kong Trade Development Council (HKTDC) and co-organised by HKDC, and held concurrently with BODW on 7 – 9 December 2017. Featuring an array of interactive installations, novel ideas, design products and projects, the event hosted the thematic pavilion “Urbanovation” presenting the integration of design and urban life; “INNOTALKS” seminars exploring hot-button topics and global design trends; the “Hong Kong Creative Force” pavilion showcasing innovative local designs fusing practicality, lifestyle and aesthetics; and the HKDC Pavilion, made up of four sections. Visitors could also view the works of DFA Award winners and DIP and FIP designers, demonstrating the excellence of creative elites selected from HKDC programmes.

由香港貿易發展局主辦、香港設計中心協辦的首屆「DesignInspire」於2017年12月7日至9日順利舉行。作為「設計營商周」的同期活動，這個一連三日的創意設計博覽為全球創意精英、潮流品牌、設計協會及學院提供交流平台，透過各式創新互動裝置、新穎意念，以及優秀的設計產品和項目，展示來自全球的創意靈感。大會涵蓋多個焦點項目，其中「城創新活：創造樂活都市」主題館為如何把設計融入城市生活提供創意方案；「INNOTALKS 創意論壇」探討了多個熱門議題及環球設計趨勢；「香港創意力量」展區則展示了集實用、生活文化與美學於一身的本地原創設計。同場亦設有「香港設計中心」、「DFA 設計獎」、「設計創業培育計劃」及「時裝創業培育計劃」四個主題展區，展出了部分「DFA 設計獎」的得獎作品和兩個創業培育計劃的設計成果，讓公眾欣賞來自香港設計中心的優秀設計。



“Italy Makes a Difference” 「意大利 = 非同凡響」

This exhibition exemplified the design excellence of this year's partner country, Italy, and presents Italian architect Dario Curatolo, who has curated more than 130 products of distinctive Italian design, including the latest Lamborghini Aventador S Roadster which was first showcased in Hong Kong and the Ducati motorbike.

意大利為是次活動的夥伴國家，大會邀得意大利著名建築師 Dario Curatolo 擔任主題展館的策展人，搜羅逾 130 件頂尖意大利設計作品，包括首次在香港展出的最新林寶堅尼 Aventador S 開蓬版跑車，以及 Ducati 電單車等，呈現意大利獨特的設計色彩。

BUSINESS OF IP ASIA FORUM (BIP ASIA)

亞洲知識產權營商論壇

Innovative Ideas on Intellectual Property 匯聚創新知識產權理念



Inaugurated in 2011, BIP Asia has grown into a major annual event for promoting the global IP trade. Jointly organised by the HKSAR Government, Hong Kong Trade Development Council (HKTDC) and HKDC, the two-day forum held on 7 – 8 December 2017 and entitled “IP & Innovation: Propelling Change, Growth and Connectivity” featured more than 80 speakers in three plenary sessions: “Evolving IP Policy in the Innovation Era”, “Crafting a Comprehensive IP Strategy for the New World Order” and “The Revolution of Artificial Intelligence”. It brought together IP professionals and business leaders from around the world to discuss new developments in the field, share industry insights at a series of breakout sessions, and explore collaborative business opportunities.

「亞洲知識產權營商論壇」自2011年舉辦首屆以來，至今已成為促進全球知識產權貿易的年度盛事。2017年12月7日及8日，為期兩天的論壇再度回歸，討論更深入的議題。由香港特別行政區政府、香港貿易發展局及香港設計中心聯合舉辦，以「知識產權與創新：推動革新、增長與聯繫」為主題，雲集超過80位演講嘉賓圍繞「創新世代下的知識產權政策發展」、「世界變局中的全方位知識產權策略」以及「環球科技峰會——人工智能的變革」三大主題發表演講。來自世界各地的知識產權專業人士及商業領袖齊聚一堂，共同探討知識產權的最新發展趨勢，在一系列分組專題討論中互相分享真知灼見，探索合作商機。

90+ Exhibitors
個參展商

2,500+ IP professionals and business leaders from 35 countries and regions
位來自35個國家及地區的知識產權專業人士及商界領袖

GLOBAL DESIGN NETWORK (GDN)

NETWORKING COCKTAIL

國際設計聯盟交流酒會

A Toast to Creativity 向創意力量致敬



GDN Networking Cocktail, held on 7 December 2017, fostered networking and communication among GDN members, including design masters from leading design associations from around the world, industry practitioners, and representatives from related industry groups. Organised by HKDC in collaboration with the Hong Kong Federation of Design Associations (FHKDA), the event focused on the exchange of ideas and understanding of each other's unique perspectives.

於2017年12月7日舉行的「國際設計聯盟交流酒會」由香港設計中心以及香港設計總會合辦，旨在促進業界交流，了解同儕間的不同視角觀點，並為一眾聯盟會員，包括來自全球領先設計組織的設計專才、業界從業者及相關行業代表等，搭建交流與溝通平台，推動各方協同合作。

LEADERSHIP FORUM ON DESIGN EDUCATION

設計教育領袖論壇

Enterprising Education in a Changing World 促進教育創新 應對環球變化



The Leadership Forum on Design Education on 4 December 2017, a full-day event jointly presented by the Hong Kong Polytechnic University School of Design, Hong Kong Design Institute (member of VTC Group) and HKDC, invited design leaders and educators to discuss and debate the future of design education in an era of tremendous change both locally and worldwide. More than 180 people registered for the event to explore solutions to major challenges in this area.

「設計教育領袖論壇」由香港理工大學設計學院、香港知專設計學院（職業訓練局轄下學院）及香港設計中心聯合舉辦，於2017年12月4日舉行，設計界精英及專業教育工作者相聚一堂，探討設計教育在本地及全球瞬息萬變的環境下的未來發展方向。是次論壇共有超過180名觀眾登記參加，就設計教育領域的重大挑戰共同探索應對之策。

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WORKTECH17 HONG KONG

Converging Forces to Reshape the Workplace 凝聚各方力量 革新工作環境

The future of work and the workplace, technology and real estate was the focus of WORKTECH17 Hong Kong, a conference held on 5 December 2017 featuring sessions that covered digital, flexible workspaces, workplace strategy and innovation for enterprise value. The conference attracted corporate professionals, thought leaders and innovators to explore issues such as best practices and share their expertise on keeping a business at the cutting edge of the digital revolution.

「WORKTECH17 Hong Kong」於2017年12月5日舉行，重點聚焦工作之未來、工作環境、技術及地產的範疇，圍繞數碼化、靈活工作空間、工作場所策略及基於企業價值進行革新等專題展開討論。會議吸引了眾多企業專業人士、思想領袖以及創新引領者參加，集思廣益尋找最佳實務方案，就使企業在數碼變革中保持優勢交流專業意見。

M+ MATTERS KEYNOTE: MIRACLE OF THE BENESSE ART SITE NAOSHIMA

M+ 思考〈焦點談〉「共生共鳴：倍樂生藝術場直島」

Thought-provoking Design and Dialogue 以設計引起共鳴 以對話促進聯繫



International thinkers and key players in the fields of visual art, design, architecture and film came together at M+ Matters, a series of public dialogues exploring critical issues through influential projects that define the contemporary cultural landscape. The keynote event held on 8 December 2017, entitled “The Miracle of the Benesse Art Site Naoshima”, reflected on a cultural project that explores connections between art, nature, architecture and local communities on three islands in western Japan.

來自全球各地的思想家以及視覺藝術、設計、建築與電影界的知名人士雲集「M+ 思考焦點談」系列公眾論壇，就對塑造當代文化景觀具有重大意義的項目分享洞見，審視有關領域的重要議題。其中於2017年12月8日舉行的論壇以「共生共鳴：倍樂生藝術場直島」為題，剖析了位於西日本的一個文化項目，探究項目中三座島嶼在藝術、自然、建築和地方社群之間的聯繫。

弘揚人才

CELE



BRATE



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



嘉許為改善生活質素、社會發展、文化保育有所貢獻的人才和優秀設計

DFA AWARDS 2017

DFA 設計獎 2017

Where Design is the Star 表揚設計精英 致敬創意勢力



Launched in 2003 by HKDC and sponsored by CreateHK, the DFA Awards honours the excellence and social impact of Asian design, providing a platform to recognise and nurture emerging talent and foster the innovation necessary to shape the future of Asia.

「DFA 設計獎」於 2003 年成立，由香港設計中心主辦，創意香港為主要贊助機構，從亞洲角度，表揚卓越及具影響力的設計，對新銳設計菁英給予肯定，致力培育設計新勢力，激發推動亞洲未來發展的創新理念。

SHINE WITH INNOVATIVE IDEAS

As the influence of Asian design grows, so too has the role of the DFA Awards and the spotlight it offers to designers and creatives. Each year, more designers enter their work for consideration in the awards, and more media outlets bring their winning works to the eyes of local and international businesses.

Over 200 creative talents and innovative design projects were celebrated at the DFA Awards presentation ceremony on 6 December 2017, while the three most distinguished accolades: the DFA Lifetime Achievement Award, DFA Design Leadership Award and DFA World's Outstanding Chinese Designer were presented during Business of Design Week (BODW) Gala Dinner on 8 December.

照耀亞洲創意

亞洲設計崛起，「DFA 設計獎」亦越來越備受關注，參賽作品數量每年遞增，更獲多間媒體爭相報道，成功為設計專才和創作人士築起連接國際舞台的橋樑，提升區內人才在環球設計界的曝光率。

於 2017 年 12 月 6 日舉行的「DFA 設計獎」頒獎典禮上，超過 200 位創意設計人才及優秀設計項目獲頒予獎項。其後於 2017 年 12 月 8 日舉行的「設計營商周」(BODW) 晚宴更是星光熠熠，頒發了「DFA 設計獎」最高榮譽的三大獎項：「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」。

DFA LIFETIME ACHIEVEMENT AWARD 2017

DFA 亞洲設計終身成就獎 2017

THE FIVE AWARDS

The DFA Awards recognises the achievements of distinguished Asian designers and top young talents through five major awards:

五大獎項

「DFA 設計獎」特設下列五大獎項，嘉許亞洲設計翹楚與新晉菁英的驕人成就：



YOHJI YAMAMOTO

山本耀司



© Photo by Kazumi Kurigami

GRACING FASHION RUNWAYS AROUND THE WORLD 開拓環球時尚的天之驕子

Renowned for his avant-garde style and distinctly Japanese aesthetic, fashion designer Yohji Yamamoto made his debut in Tokyo in 1977. By 1981, he was presenting his first collection in Paris, and in 2002, he was appointed creative director of Y-3. Yamamoto's dedication to the fashion industry has garnered him many accolades and awards, including Commander of the Order of Arts and Letters, France's greatest honour in arts and culture.



© YOHJI YAMAMOTO Femme Autumn Winter 1981-82 Paris Collection

日本時裝設計大師山本耀司風格前衛獨特，其作品1977年首度於東京亮相，之後逐步進軍國際市場，早於1981年已在巴黎推出首個時裝系列，2002年更獲知名品牌Y-3邀請成為創意總監。多年來，山本耀司對時裝界貢獻良多，屢獲國際嘉許，更榮獲法國藝文界最高榮譽「法國藝術與文化勳章」。

THE AWARD

The DFA Lifetime Achievement Award (DFA LAA) recognises esteemed individuals whose professional achievements have had a significant and lasting impact on the design industry and helped to promote a better understanding of the potential of design for society.

獎項簡介

「DFA 亞洲設計終身成就獎」旨在表揚成就卓越的設計翹楚，他們對設計界的貢獻影響深遠，令公眾進一步明白設計對社會發展的重要性。



DFA DESIGN LEADERSHIP AWARD 2017

DFA 設計領袖獎 2017

ADRIAN ZECHA



REDESIGNING LUXURY AND CULTURAL STAYS 重塑奢華文化旅遊新定義

A famed hotelier with a career spanning more than 45 years, Adrian Zecha founded the internationally renowned Amanresorts in 1987, dedicated to celebrating and preserving the culture of the countries in which they are located. The chain now includes some of the world's most distinctive and highly awarded luxury hotels and resorts. An industry visionary, Zecha has not rested on his laurels. In 2017, he launched the hotel brand Azerai to offer a new standard in affordable luxury.

Adrian Zecha 是知名酒店企業家，馳騁商場已經超過 45 年。1987 年，他創辦了蜚聲國際的安縵度假酒店品牌，以保育當地文化為經營理念，業務至今已遍佈全球，旗下多間豪華酒店與度假村屢獲獎項。素來走在業界最前的 Adrian Zecha，並沒有因此停下創新的步伐，2017 年他創立全新酒店品牌阿瑟萊，為輕奢旅遊服務奠下全新標準。



© Photo by Richard Se

THE AWARD

The DFA Design Leadership Award (DFA DLA) pays homage to an accomplished global business leader who has integrated strong corporate leadership with superb design.

獎項簡介

「DFA 設計領袖獎」嘉許能善用設計兼具商業領袖風範的國際企業領袖翹楚。



DFA WORLD'S OUTSTANDING

CHINESE DESIGNER 2017

DFA 世界傑出華人設計師 2017

ALAN CHAN



陳幼堅

LEADING DESIGN PHILOSOPHY FROM EAST TO WEST 開創融會東西方的設計哲學

From his humble beginnings as an advertising industry apprentice in 1970, Alan Chan has risen to become an esteemed designer, brand consultant and artist. Over the course of his career, he and the company he founded have received more than 600 local and international awards, and launched a design philosophy that has influenced generations of designers that followed.

As a young apprentice, Chan worked day and night, taking an evening school design course to deepen his understanding of the field. In the 1980s, he was starting his own company, Alan Chan Design Company, whose work embodies his design philosophy, "Oriental Passion, Western Harmony" — the integration of art and culture, and the translation of cross-cultural experiences into inspiration.



陳幼堅的設計創作事業始於 1970 年，由廣告界學徒做起，如今已成為知名設計師、品牌顧問及藝術家，更擁有自己的公司，榮獲了超過 600 個海內外獎項。這一路走來，他憑自成一格的设计哲學開拓一片天地，並啟發了無數設計界後起之秀。

在擔任學徒時，陳幼堅還報讀夜校設計課程，日以繼夜投入學習設計與創作。至 1980 年代，他成功創辦陳幼堅设计公司，將「東情西韻」的设计哲學融入工作中，交會藝術與文化，將跨文化體驗化作靈感，演繹出備受推崇的獨特創作。

THE AWARD

The DFA World's Outstanding Chinese Designer (DFA WOCD) Award recognises an established designer of Chinese origin with significant design achievements and a strong social conscience, who has used their expertise and international acclaim in the academic or practical pursuit of advancing design.

獎項簡介

「DFA 世界傑出華人設計師」表揚於全球設計界獲得非凡成就的華裔設計師，得獎者熱衷於回饋社會，並能善用其專長和國際知名度，透過學術研究或實踐應用推動設計發展。



DFA DESIGN FOR ASIA AWARDS 2017

DFA 亞洲最具影響力設計獎 2017

Giving Asian Designs a Platform to Excel 向世界展示亞洲設計的非凡實力

Launched in 2003 by HKDC with CreateHK as the major sponsor, the goal of DFA Design for Asia Awards is to raise awareness of good design and its role in improving the quality of life. The Awards evaluates design projects on their impact in Asia, their use of technology, their commercial and social success, and their overall excellence, elevating the profile of regional talents on the international stage.

「DFA 亞洲最具影響力設計獎」於 2003 年成立，由香港設計中心主辦，創意香港為主要贊助機構，旨在突顯優秀設計對提高生活質素的重要性，帶領亞洲設計專才走向國際。評審準則分為四大範疇：對亞洲的影響力、科技的應用、商業及社會上的成就，以及整體卓越表現。



The 2017 awards included 12 Grand Awards, 4 Grand Awards with Special Mention, and 170 Category Awards from 26 categories, organised under the disciplines of apparel & accessory design, communication design, environmental design, and product & industrial design.

In 2017, Mainland China topped the leaderboard, followed by the Hong Kong and Japan, with overall submissions increased by around 14% over the previous year. This reflects the growing prestige and influence both of the DFA Design for Asia Awards and of Asian design on the world stage. In its 15th year, the Award continues to offer both established and emerging talents a powerful platform upon which to demonstrate their creativity.



「DFA 亞洲最具影響力設計獎 2017」共頒發 12 個大獎、4 個大獎優異作品以及 170 個組別獎項。組別獎的作品來自「服飾設計」、「傳訊設計」、「環境設計」及「產品及工業設計」四大範疇之下的 26 個組別，藉以表揚眾多領域中的卓越亞洲設計項目。

2017 年的整體參加作品數目比去年增加 14%，足見「DFA 亞洲最具影響力設計獎」的卓著聲譽和舉足輕重的影響力，印證亞洲雄厚的設計力量。參加作品當中以來自中國內地的作品數目居首，香港及日本則緊隨其後。設計獎踏入第 15 屆，亦將繼續表揚設計領袖和新晉專才的傑出作品，發揮向國際展示亞洲創意設計的重要使命。



GRAND AWARD 大獎



Vibram Furoshiki The Wrapping Sole
Vibram S.P.A (Italy 意大利)



The Edible Business Card
Geometry Global Japan (Japan 日本)



Open House at Central Embassy / Thailand
Klein Dytham architecture (Japan 日本)



Agri-Chapel / Japan
Momoeda Yu Architecture Office (Japan 日本)



Kaleidoscopic ivy – SOGETSU 90TH ANNIVERSARY AKANE TESHIGAHARA SOLO EXHIBITION “HANA SO” - / Japan
nendo + onndo (Japan 日本)



Redefining the District –Thailand Creative & Design Center / Thailand
Thailand Creative & Design Center (Thailand/ 泰國)

DFA HONG KONG YOUNG DESIGN TALENT AWARD 2017

DFA 香港青年設計才俊獎 2017

Where Rising Stars Get a Successful Head-start 新星踏上成功之路

GRAND AWARD 大獎



Mobike Classic
Mobike (Mainland China 中國內地)



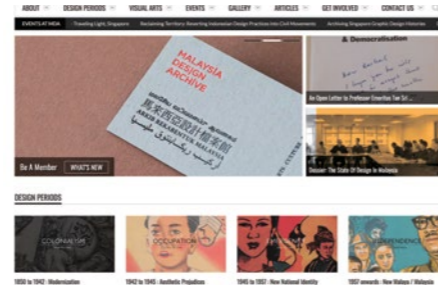
YEV
Yamaha Corporation (Japan 日本)

GRAND AWARD & GRAND AWARD FOR TECHNOLOGY 大獎及科技大獎



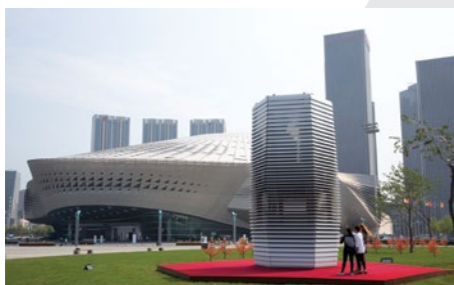
Xperia Touch
Sony Mobile Communications Inc. & Sony Corporation (Japan 日本)

GRAND AWARD FOR CULTURE 文化大獎



Malaysia Design Archive
Malaysia Design Archive (Malaysia 馬來西亞)

GRAND AWARD FOR SUSTAINABILITY 可持續發展大獎



Smog Free Project / Mainland China
Studio Roosegaarde (The Netherlands 荷蘭)

The DFA Hong Kong Young Design Talent Award (DFA HKYDTA) nurtures emerging talents, offering rising stars aged 35 and younger the chance of international recognition for their outstanding work.

「DFA 香港青年設計才俊獎」旨在培育新晉創意專才，對本地 35 歲或以下設計新星的卓越才華予以肯定，藉此建立知名度，在國際舞台上大放異彩。



CULTIVATING THE NEXT GENERATION OF DESIGNERS

This year, DFA HKYDTA received about 250 applications – a 9% increase in submissions compared with the previous year.

With financial support from CreateHK, the Hong Kong Design Institute and the School of Design of the Hong Kong Polytechnic University, a combined total of HK\$5,000,000 was awarded to 13 winners to fund 6 to 12 months of overseas work experience or study, so they can better contribute to Hong Kong's growing creative industries.

PAYING IT FORWARD

To raise the public profile of DFA HKYDTA, 9 promotional events, consisting primarily of sharing sessions, were held between April and June 2017 at various institutes around Hong Kong, where past awardees shared their experiences with graduates and design practitioners. Alumni also shared their overseas experiences at the DFA HKYDTA Alumni Gathering on 30 October 2017.

培育設計新勢力

本年度「DFA 香港青年設計才俊獎」共收到近 250 份申請，報名人數比去年多出 9%。



在創意香港、香港知專設計學院及香港理工大學設計學院的支持下，13 位得獎者共獲高達港幣 500 萬元贊助，贏得於海外進行為期六至十二個月實習或進修的機會。獎項為本地設計的未來發展積極裝備，成就創意產業人才。

將設計力量薪火相傳

為加深公眾對「DFA 香港青年設計才俊獎」的認識，在 2017 年 4 月至 6 月期間，於香港多間學院舉行了九次簡介會，邀得過往的獲獎者向設計畢業生及在職設計師分享經驗和心得。2017 年 10 月 30 日，多名「DFA 香港青年設計才俊獎」過往得獎者亦聚首一堂，互相交流海外工作或留學的成果和生活點滴。


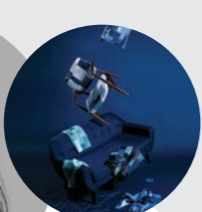


CREATESMART YOUNG DESIGN
TALENT AWARD
創意智優青年設計才俊獎


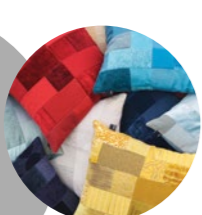
張凱琨
建築師

Dennis Hoi Kwan CHEUNG
Architect


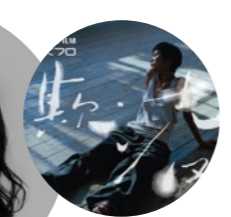
符士汶
社區設計師

Sam Shi Man FU
Community Designer


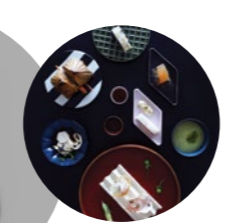
羅治軒
社會設計師／企業家

Terry Chi Hin LAW
Social Designer / Entrepreneur

羅佩琪
美術指導

Bean Pui Ki LAW
Art Director

梁康勤
藝術家／設計師

Niko Hong Ken LEUNG
Designer / Artist




梁慧雯
傳意設計師

Celia Wai Man LEUNG
Communication Designer




伍栢基
傳意設計師

Joshua Pak Kei NG
Communication Designer

CREATESMART YOUNG DESIGN TALENT SPECIAL AWARD
創意智優青年設計才俊特別獎




鄭穎臻
林肯大學－建築



Wing Chun CHENG
University of Lincoln – BA Architecture




張少寶
香港理工大學－傳意設計



Poe Siu Po CHEUNG
The Hong Kong Polytechnic University –
BA Communication Design

HKDI YOUNG DESIGN
TALENT AWARD
香港知專設計學院青年設計才俊獎

余志欣
香港知專設計學院－時裝設計

Suzanna Chi Yan YU
Hong Kong Design Institute –
Higher Diploma in Fashion Design

朱海林
香港知專設計學院－時裝設計

Daniel Hoi Lam CHU
Hong Kong Design Institute –
Higher Diploma in Fashion Design




黃俊希
香港理工大學－產品分析及
工程設計

Zachary Chun Hei WONG
The Hong Kong Polytechnic University –
BEng Product Analysis and
Engineering Design

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




金卓瑋
香港理工大學－傳意設計

Matthew Cheuk Wai KAM
The Hong Kong Polytechnic University –
BA Communication Design

DFA AWARDS EXHIBITIONS

DFA 設計獎展覽

Putting the Spotlight on Design Excellence 聚焦卓越設計

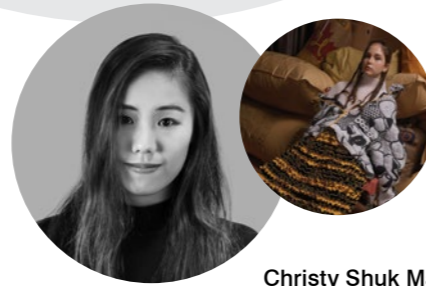
YOUNG DESIGN TALENT SPECIAL MENTION AWARD

青年設計才俊優異獎



Ann Yu On HO
Hong Kong Design Institute –
Higher Diploma in Fashion Design

何裕安
香港知專設計學院 | 時裝設計



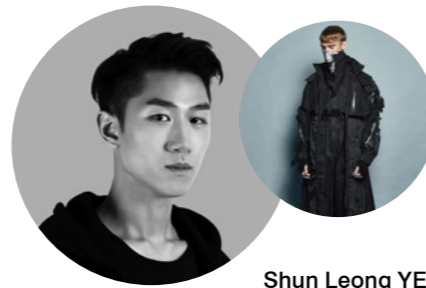
Christy Shuk Man LEE
The Hong Kong Polytechnic University –
BA Scheme in Fashion and Textiles

李淑文
香港理工大學 | 服裝及紡織



Gary Hew Fung HON
Architect

韓曉峯
建築師



Shun Leong YEUNG
Hong Kong Design Institute –
Higher Diploma in Fashion Design

楊舜暲
香港知專設計學院 | 時裝設計

The DFA Awards exhibitions showcase the works of top creative talents from Hong Kong and around the world, putting design excellence on display while enabling visitors and investors to experience firsthand how innovative ideas become practical products, services and even enterprises through the efforts of designers.

「DFA 設計獎」展覽展出香港及世界各地頂尖設計師的傑出作品，薈萃卓越創意和非凡設計，讓觀眾及投資者親身見證如何將創意注入產品、服務甚至企業當中。

REGIONAL PROMOTIONS: ELEVATING BRILLIANT IDEAS TO INTERNATIONAL PLATFORMS

Between April and June 2017, promotional activities in 7 cities, from trade show visits and media events to seminars on design and exhibitions, were staged to raise interest in the DFA Awards abroad in Tokyo, Tainan, Beijing, Seoul, Bangkok and Shanghai, as well as in Milan in Italy, the partner country of BODW 2017. These events highlighted the DFA Awards to audiences and potential new entrants, with judges, design experts and previous winners on-hand to share their thoughts on design.

LOCAL DISPLAYS: INSPIRING HONG KONG'S CREATIVE MINDS AND BUSINESSES

In Hong Kong, HKDC again partnered with the MTR Corporation to present the DFA Design for Asia Awards Exhibition at ELEMENTS from 11 – 21 May 2017, a free-of-charge exhibition offering selected winners of the 2016 awards the opportunity to have their work seen by more potential business contacts and giving the public the opportunity to appreciate their award-winning designs.

The DFA Hong Kong Young Design Talent Award (DFA HKYDTA) Exhibitions were also open to the public from 26 April to 12 May and from 18 to 29 May 2017 with support from School of Design of the Hong Kong Polytechnic University and Hong Kong Design Institute, where 42 award recipients from 2014 – 2016 showcased their projects at the two campuses.



海外巡展：出眾創意閃耀世界

2017年4月至6月期間，香港設計中心先後遠赴七大城市，包括東京、台南、北京、首爾、曼谷、上海，以及2017年「設計營商周」夥伴國家意大利的城市米蘭，藉推廣考察、媒體活動、研討會及展覽等形式宣揚「DFA 設計獎」。這些活動請來專業評審、設計翹楚及歷屆得獎者分享他們在設計上的真知灼見，藉此引起海外觀眾的關注，吸引更多設計專才參加「DFA 設計獎」。

本地展覽：激發香港創新 起動創意產業

2017年5月11日至21日期間，香港設計中心再次夥拍港鐵公司在圓方舉辦「DFA 亞洲最具影響力設計獎」展覽，展出2016年得獎者的優秀作品，讓公眾免費入場。是次展覽在推廣設計創意同時，亦令得獎設計師有機會接觸潛在投資者。

此外，於2017年4月26日至5月12日以及5月18日至29日，「DFA 香港青年設計才俊獎」展覽亦在香港理工大學設計學院及香港知專設計學院舉行，與公眾分享42位2014至2016年得獎者的卓越設計。

NURTURE

啟蒙創業

Nurture creativity and entrepreneurship among students, budding designers and design-driven starts-ups

為未來設計企業家拓展創業路向，培育創意和創業精神

DESIGN INCUBATION CENTRES GRAND OPENING CEREMONY

設計培育中心開幕典禮

Turning Today's Design Start-ups into Tomorrow's Successful Enterprises
培育新晉設計公司 成就輝煌創意產業



On 17 August 2017, HKDC staged an official opening for its new incubation centres for its Design Incubation Programme (DIP) and Fashion Incubation Programme (FIP), which provide local design start-ups, ardent fashion talents and up-and-coming brands with the space, resources support and network necessary to realise their potentials. Located in Wong Chuk Hang and at the Clothing Industry Training Authority (CITA) Kowloon Bay Training Centre respectively, these centres offer Hong Kong's creative talents a nurturing incubation environment in which to thrive.

Both centres were unveiled with ribbon-cutting ceremonies, attended by Prof. Eric Yim, Chairman of HKDC, and Guests of Honour Mr Edward Yau, Secretary for Commerce and Economic Development and Mr Jerry Liu, Head of CreateHK. CreateHK is the major sponsor of the two programmes, with Herman Miller, Haworth, Kvadrat, and Technogym Asia being sponsors of the two new centres' facilities.

About DIP and FIP
關於「設計創業培育計劃」及「時裝創業培育計劃」

HKDC offers two incubation programmes tailored to designers of different disciplines and experience levels, providing expert advice, assistance, training and opportunities to nurture the next generation of local design talents. For more information, see Pages 42 to 45.

香港設計中心旗下的「設計創業培育計劃」及「時裝創業培育計劃」，為不同領域和資歷的設計師提供專業意見、業務發展支援、培訓及與業界交流和拓展網絡的機會，致力培育新一代本地設計人才。有關兩大計劃詳情，請閱頁第42至45。

2017年8月17日，香港設計中心為旗下「設計創業培育計劃」及「時裝創業培育計劃」而設的全新培育中心舉行了開幕儀式。兩項計劃旨在為本地設計初創公司、新晉時裝專才以及新興品牌提供工作空間、資源支援以及營商網絡，使其充分發揮潛能。隨著位於黃竹坑以及九龍灣製衣業訓練局的兩間培育中心開幕，將為本地創意人才提供更完善的培育平台，實現創業夢想。

在兩間培育中心的剪綵儀式中，香港設計中心主席嚴志明教授、主禮嘉賓商務及經濟發展局局長邱騰華先生，以及創意香港總監廖永亮先生均出席致詞。創意香港為兩項設計培育計劃的主要贊助機構，而 Herman Miller、Haworth、Kvadrat 及 Technogym Asia 則為新中心贊助設備。

DESIGN INCUBATION PROGRAMME (DIP)

設計創業培育計劃

A Strong Nurturing Ground for Design Start-ups 支持設計初創企業展翅翱翔



Thanks to ongoing sponsorship from CreateHK, HKDC's Design Incubation Programme (DIP) has nurtured companies in product design, visual/spatial arts, fashion design, branding/packaging, interior/architecture, jewellery & accessories, media & communication, etc. DIP was launched in 2006, and has been managed by HKDC since 2012.

在創意香港的持續贊助和支持下，「設計創業培育計劃」已培育出眾多設計企業，業務範疇涵蓋產品、視覺與空間、時裝、品牌創建與包裝、室內與建築、珠寶及配飾、媒體與傳播等。計劃於2006年創辦，自2012年起由香港設計中心著手管理。

Design Incubation Programme is a two-year programme that helps design start-ups face the challenges they meet in the critical early stages of development. Designers in the programme each receive financial subsidies of around HK\$500,000, ready-to-use office spaces, and opportunities to network and work with industrial and academic organisations, investment angels, professional bodies and other potential business partners.

SERVING INSPIRATION

A number of special events were held just for DIP designers, such as outreach activities to meet, communicate and collaborate with other designers in the programme, workshop on major business

為期兩年的「設計創業培育計劃」旨在為設計初創公司提供全方位支援，協助其應付創業初期的挑戰。此項計劃除了為每間培育公司提供約港幣50萬元的資金資助和設備完善的工作空間，更為其搭建推廣與合作平台，與業內和學術組織、天使投資者、專業團體以及其他業務合作夥伴探索商機。

啟迪靈感

「設計創業培育計劃」為培育公司專門舉辦了一系列活動，包括促進設計師之間溝通、交流和合作的外展活動，有關會計、社交媒體等重要營商議題的工作坊，以及邀請國際著名鞋履設計大師周仰杰教授 OBE、香港藝術家黃炳培等設計界名匠進行分享

topics such as accounting and social media, and design master seminars to give them the chance to meet major players like Prof Jimmy Choo OBE and Stanley Wong. The designers were also treated to a visit to InnoSpace, and were invited to participate in an exhibition in Tainan, Taiwan.

7+1 ENTRENEURSHIP FOR DESIGN & CREATIVE BUSINESS CERTIFICATE PROGRAMME

Co-organised by HKDC and the Centre for Entrepreneurship at the Chinese University of Hong Kong, this programme, held between 29 June and 17 August 2017, helps those seeking to start a design business to gain the necessary skills and knowledge for success. It comprises 7 courses taught by experienced instructors on topics such as the business ecosystem in the current regional landscape, customer development, and market positioning. Participants also got to go on a study trip to the Greater Bay Area to observe creative industry developments in the mainland of China.



GRADUATING IN STYLE

On 2 March 2018, a graduation ceremony celebrated the 42 design start-ups leaving DIP and taking their rightful place as design-preneurs in the competitive world of local and international design. Guests and stakeholders were present to celebrate the graduates' achievements and anticipate their future triumphs and positive contributions to the creative and design industry.

156+ Designers graduated
位設計師通過計劃畢業

340 Intellectual property rights applications
項知識產權申請

~95% Start-ups still in operation after two years
初創企業已持續營運超過兩年

310+ Local and international awards
個本地及國際獎項

1000+ Jobs created by incubation companies
個培育公司創造的職位

Till 31 March 2018
截至2018年3月31日

會。此外，培育公司還獲邀到 InnoSpace 實地考察，以及到台南參與設計展覽，學習領先的設計理念並借鑒成功之道。

「7+1 志在創業 — 設計與創意工業」證書課程

此課程由香港設計中心與香港中文大學創業研究中心合辦於2017年6月29日至8月17日期間舉行，為有意創業的創意工業人才傳授實務技能和知識，助其踏上創業成功之路。課程由經驗豐富的導師教授七大單元，涵蓋香港與周邊地區的創意產業近況、客路拓展、市場定位等核心主題。除了課堂學習，學員還前往粵港澳大灣區考察，審視中國內地創意產業發展。

畢業耀揚 邁向未來

在於2018年3月2日舉行的「設計創業培育計劃」畢業典禮上，42間設計初創公司正式畢業，整裝待發應對本地與海外設計界市場的挑戰。一眾嘉賓和持份者亦出席了典禮，向畢業初創公司寄予祝福，期望他們未來邁向更高成就，為創意及設計產業帶來積極影響。

FASHION INCUBATION PROGRAMME (FIP)

時裝創業培育計劃

Advancing the Hong Kong Fashion Industry 推動香港時裝界長遠發展



Under the sponsorship of CreateHK, the Fashion Incubation Programme (FIP) gives Hong Kong's next generation of local fashion talents the support they need to grow and promote their brands, develop valuable networks, explore opportunities and strengthen the position of Hong Kong's fashion industry on the international stage.

「時裝創業培育計劃」獲創意香港全力贊助及支持，為本地新一代時裝專才提供全面支援，幫助其發展及推廣自家品牌，建立營商網絡，探索更多商機，藉此鞏固香港在全球時尚業界的領先地位。

Fashion Incubation Programme is an advanced two-year programme that helps nurture new talents and promote the local fashion scene by providing participants with services such as access to studio space, marketing activities and support, seed funding for co-creation projects, empowerment programmes, mentoring and more, with assistance from 11 supporting organisations and 25 mentors.

為期兩年的「時裝創業培育計劃」集合 11 間支持機構及 25 位導師，透過為參與計劃的設計師提供工作空間、市場推廣支援、協作項目所需的種子基金、企業培訓及啟導等全方位協助，培育新銳設計專才，促進本地時裝業界發展。



FIP DESIGNERS

During the five admission panels held between April 2017 and March 2018, seven designer brands were admitted to FIP.



CYNTHIA & XIAO



FFIXED STUDIOS



L I I I M 碌
L I I I P 碌



Y
C
YEUNG CHIN

FIP 設計師

培育計劃於 2017 年 4 月至 2018 年 3 月期間進行了五次遴選及評審，共選出七個設計品牌加入「時裝創業培育計劃」。



M
MODEMENT



aogp



ANGUS TSUI
HONG KONG

DeX 2018 DESIGN EXCHANGE

設計交流計劃 2018

Encouraging Young Designers to Take on the World 鼓勵年輕設計菁英邁向世界



In 2018, as part of our vision to establish Hong Kong as a centre of design excellence in Asia, HKDC launched DeX 2018, a pilot design exchange programme to introduce young Hong Kong design talents to the Asia Pacific region and ASEAN market. With funding from CreateHK, 16 young design talents were staged in Bangkok Design Week and Melbourne Design Week alongside inspiration trips to gain first-hand information of the current design landscape in the two cities.

香港設計中心於2018年推出「DeX 2018」設計交流先導計劃，帶領香港年輕設計才俊面向亞太地區及東盟市場，藉此實踐香港設計中心「推動香港成為亞洲設計之都」的願景。在創意香港的鼎力贊助與支持下，16位年輕設計師遠赴泰國及澳洲，在「曼谷設計周」與「墨爾本設計周」參展，並出席各交流活動，親身了解當地設計業界現況。

DXHK-BANGKOK: COMMUNICATING THROUGH DESIGN AND FOOD

As strategic partners of the Belt and Road initiative and members of Global Design Network, Hong Kong joined Thailand at Bangkok Design Week (BKDW), organised by the Thailand Creative Design Center (TCDC), from 27 January to 4 February 2018, to present "DXHK-BANGKOK Pocket Worlds", an exhibition featuring 8 Hong Kong designers inspired by their compact city's cosmopolitan qualities. The seven-day inspiration trip included visits to highlighted events of BKDW, local design studios

DXHK 曼谷站：以設計與美食作為溝通的橋樑

為促進與「一帶一路」沿線策略夥伴及「國際設計聯盟」成員的交流，八位香港設計師於2018年1月27日至2月4日參加了由泰國創意設計中心舉辦的「曼谷設計周」，進行「DXHK-BANGKOK Pocket Worlds」展覽，闡釋香港既「小」且「大」(地方細小卻又是大都會)的創意主題。在為期七天的交流活動中，一眾香港設計師亦參加了「曼谷設計周」的其他焦點活動，並參觀了當地設計工作室、展覽廳、全新創

and showroom, newly launched creative space, design associations and more. A food jamming and cultural exchange workshop was organised to foster the cultural exchange between the two cities, at which Hong Kong designers paired off with Thai designers to reimagine the presentation of a quintessential Hong Kong delicacy, salted fish, as a finger food in a creative container.

DXHK-MELBOURNE: BRINGING RISING TALENTS TO AN INTERNATIONAL MARKET

Another 8 emerging Hong Kong designers from the fields of fashion, fashion accessories, product design, and communication design journeyed to Melbourne, the BODW 2018 partner city, to showcase their work at Melbourne Design Week alongside NGV Triennial from March to April 2018. A dedicated Hong Kong pop-up named "DXHK - MELBOURNE Pocket Worlds" with a selection of design works were retailed at the famous National Gallery of Victoria (NGV) design store. A six-day inspiration trip to the highlights of Melbourne Design Week, visits to design schools, design factory, studios and hottest design shops were curated for the designers. The trip ended with a cuppa jamming and cultural exchange workshop, in which Hong Kong designers paired off with Melbourne designers to contrive creative drinks with Chinese tea and Australian coffee.



意空間、設計協會組織等。此外，香港設計師還與泰國設計師配對組隊，進行了一場集合美食、創作與文化交流的工作坊，合力將香港傳統美食鹹魚打造成特色小食，並特別為其設計一款創意容器。

DXHK 墨爾本站：帶領新銳設計師踏上世界舞台

八位來自時裝、配飾、產品設計及傳意設計等不同領域的香港設計新星遠赴2018年「設計營商周」夥伴城市墨爾本，參與「墨爾本設計周」及同期進行的維多利亞國立美術館三年展，並於2018年3月至4月期間，在美術館內設計專賣店設立名為「DXHK - MELBOURNE Pocket Worlds」香港展區，讓參展香港設計師展銷創意作品。行程中，香港設計師還參與了「墨爾本設計周」的其他精彩活動，並參觀了設計院校、設計工廠、工作室以及設計名店。之後，在文化交流工作坊中，香港設計師與墨爾本設計師組隊合作，混搭中國茶葉與澳洲咖啡，以創意飲料交流兩地文化，為這次旅程畫上圓滿句號。



ADVANCE

Advance 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，帶動創新和發展



KNOWLEDGE OF DESIGN WEEK (KODW) 2017

設計「智」識周 2017

Applying Inclusive Design to Everyday Challenges 透過共融設計應對社會挑戰

CALLING CREATIVE MINDS FOR BIG CHALLENGES

Knowledge of Design Week (KODW) was held on 12 – 16 June 2017, with the theme “Include 2017: Tackling Big Challenges through Design”. Co-organised by HKDC and the Helen Hamlyn Centre for Design at the Royal College of Art (UK), with CreateHK as the major sponsor, the annual flagship programme explored creative ways that we as a society can deal with challenging issues, through a future-facing approach with the application of design thinking and inclusive design to everyday challenges, so as to open up new business opportunities and experiences for participants.

With a spotlight on inclusive design, the forum focused on people-centred creative thinking and its integration with new development and trends in technology, such as big data, artificial intelligence and virtual reality. The aim was to accelerate the adoption of design thinking approaches that promote an inclusive society, and generate business and social value for the widest demographic possible.

Many internationally acclaimed experts shared their experiences and projects at KODW 2017, among

匯聚非凡理念 拆解重大挑戰

由香港設計中心及英國皇家藝術學院海倫·哈姆林設計中心聯合舉辦，創意香港為主要贊助機構，設計「智」識周於2017年6月12日至16日順利舉行。是次年度旗艦盛事以「實踐共融設計·迎接社會挑戰」為主題，透過設計思維和共融設計放眼未來，共同探索應對社會重大挑戰的策略，藉此讓參加者拓展全新視野，發掘嶄新商機。

大會論壇以共融設計為核心，聚焦以人為本的創新思維，探究將其融合大數據、人工智能及虛擬實境等技術的最新發展趨勢，旨在促進運用設計思維，構建共融社會，創造讓廣泛大眾受惠的商業及社會價值。

本年度的設計「智」識周邀請了眾多國際知名專家分享他們的真知灼見，當中包括英國皇家藝術學院海倫·哈姆林設計中心總監 Rama Gheerawo、美國德克薩斯州大學奧斯汀分校健康設計學院行政總監 Stacey Chang、挪威保守黨高級政治顧問 Astrid Nøklebye Heiberg、豐田汽車公司豐田小型汽車公司項目總設計師

them Rama Gheerawo, Director of the Helen Hamlyn Centre for Design, Royal College of Art; Stacey Chang, Executive Director of Design Institute for Health, University of Texas at Austin; Astrid Nøklebye Heiberg, Senior Political Advisor, The Conservative Party of Norway; Takeshi Go, Project Chief Designer of Toyota Compact Car Company, Toyota Motor Corporation; Jonah Houston, Portfolio Lead, IDEO; and Gary Chang, Founder & Managing Director of EDGE Design Institute, Ltd.

EXCHANGE OF INSPIRING AND INNOVATIVE IDEAS

This five-day event offered design professionals and social leaders the opportunity to expand their understanding of the role of design knowledge in society and business, through thematic forums and workshops as well as a special seminar series and a roundtable discussion.

Invited speakers discussed a myriad of ways inclusive design can have social impacts while also creating business value in themed forums entitled “Living”, “Connecting”, and “Moving”. Meanwhile at the event’s workshops, participants explored global trends and ways to catalyse innovation through research, case studies, and experiential activities, such as the application of the LEGO® SERIOUS PLAY® method to corporate and leadership training at the workshop hosted by Trivium’s Per Kristiansen.

Through the “In Conversation with Design Masters Series”, homegrown design master Gary Chang, Founder and Managing Director of EDGE Design Institute Ltd. took the audience on a journey of creativity, revisiting the nuanced relationship between design, space and the people inhabiting the space. Themed “Design Challenges for New Futures in Health and Mobility”, the InnoDesign Leadership CEO Forum sought to explore innovative approaches to translating design and innovation for business potential and, more importantly, a vision for the future of business.

For the city’s major players, influencers and academics, the by-invitation-only Ecosystem Roundtable, themed “Designing Public Services: Living Well in the City”, offered a place to exchange ideas and address the most critical challenges facing our city.

20+ Speakers 位演講嘉賓 **700+** Participants 位參加者

3 Forums with case studies 場論壇連案例分析 **6** Workshops 場工作坊

1 In Conversation with Design Masters Series session 個與設計大師對話系列環節

鄉武志、美國 IDEO 流動性項目總監 Jonah Houston，以及 EDGE Design Institute Ltd 創辦人及執行董事張智強等。

交流創新思維 啟發靈感互通

為期五天的設計「智」識周提供了難能可貴的平台，讓設計專業人士及社會領袖透過專題論壇、工作坊、系列研討會及圓桌會議，深入了解設計知識對社會及企業的影響。

論壇特邀的演講嘉賓圍繞「生活」、「連接」及「流動」三大主題，探討共融設計如何達至社會成效及創造商業價值。在不同的工作坊上，參加者透過研究、案例分析及實踐活動剖析全球大趨勢，激發創新思維，其中在來自 Trivium 的 Per Kristiansen 主持的工作坊上，分享了如何將 LEGO® SERIOUS PLAY® 應用於企業及領袖培訓。

在「與設計大師對話系列」環節中，本土設計大師、EDGE Design Institute Ltd 創辦人及執行董事張智強引領觀眾踏上一場創意探索之旅，重新發現設計、空間與生活之間的微妙關係。此外，「設計及創新領袖論壇」則以「未來健康與流動中的設計挑戰」為題，探求以設計和創意力量激發商業潛力的創新之路，啟迪對未來商業發展的嶄新構想。

於創好生活圓桌會議—「想像公共服務設計」中，香港各界知名和具影響力的人士及學者互相交流遠見卓識，共同探究應對香港重大挑戰的策略。



The Institute of Design Knowledge (IDK) specialises in the sharing of highly advanced knowledge in the areas of innovation and design management. In 2012, it launched the unique InnoDesign Leadership Programme (IDL), a modular learning platform for executives and business leaders, featuring a mix of interactive workshops covering a wide variety of design practices and management issues.

Chaired by industry leaders and advocates, these small-group workshops are tailored to the dynamic needs of the market and the participants. Developed under the Chinese University of Hong Kong’s EMBA programmes, “Design Planning” and “Experience Design” are two such specialised modules, which have aided executive-level decision makers in honing their competitive edge, and assisted design practitioners in directing their skills towards personal and professional development. This combination of industry expertise, small-group focus and customised subject matter helps attendees learn to create value more effectively through innovation.

設計知識學院一直致力於傳授創新及設計管理領域的專業知識。2012年，學院首度推出「創新設計領袖課程」，為行政人員及企業領袖提供單元式課程，透過涵蓋多元設計實務和管理議題的互動工作坊，掌握最新知識與技能。

小組工作坊邀得業界領袖和設計先驅分享遠見卓識，以迎合不同學員的學習需求，應對瞬息萬變的市場環境。其中，「設計企劃」及「體驗設計」兩個學習單元開設於香港中文大學行政人員工商管理碩士課程之中，協助行政人員及業務決策者提升競爭力，並讓設計界人士掌握有利於個人及專業發展的技能。此課程融合業界專業知識、小組教學及度身訂做議題三大優勢，使學員能夠更有效地透過創新創造價值。

700+ Professionals and senior business executives enrolled 位專業人士及高級行政人員報讀

35 Course modules offered 個學習單元



DESIGN THINKING PROGRAMMES FOR THE PUBLIC SECTOR

The Innovative Leadership Programme (ILP) is an integrated leadership development programme organised for the Civil Service Training and Development Institute to provide Hong Kong's civil servants with the innovation strategies for service excellence.

One of ILP's core modules, "Service Innovation and Implementation: A Series of Two-Day Modules", challenges participants to apply design thinking through case studies, experience-sharing and group discussions for a broader perspective on what constitutes service excellence. It covers four key elements of the curriculum: innovation, communication, teamwork and leadership. The programme also features interactive workshops, led by Rama Gheerawo, Director of the Helen Hamlyn Centre for Design at the Royal College of Art, and Dr Edmund Lee, Executive Director of HKDC, that highlight diversity, innovation and resilience while encouraging participants to apply creative logic in pursuit of solutions.

公務員設計思維培訓課程

「創意領袖培訓計劃」是一個專為公務員培訓處籌辦的綜合領袖發展計劃，旨在為香港公務員提供創新策略，提升公共服務質素。

計劃其中一個核心單元為「創新服務與執行：兩天課程」，要求參加者將設計思維運用於案例分析、經驗分享及群組討論之中，藉此加深及擴闊對卓越服務的認識。課程內容涵蓋四大元素：創新、溝通、團隊合作及領導才能，並邀請了英國皇家藝術學院海倫·哈姆林設計中心總監 Rama Gheerawo 及香港設計中心行政總裁利德裕博士主持互動工作坊，鼓勵參加者運用創新思維制訂解決方案，促進組織中的多元特色，培育創新精神和提升應變能力。

iii 530+ Civil servants participated
位公務員參與

DESIGN THINKING AND CREATIVE LEADERSHIP WORKSHOPS

IDK promotes the strategic use of design thinking in order to equip Hong Kong's thought leaders and decision makers with a people-centric approach to tackling challenges, so that the solutions they create are not just innovative, but have a meaningful impact on the community.

At these workshops designed for professional staff and senior-level management, design thinking methodologies that encourage participants to identify innovation opportunities through insight-led discovery are introduced, along with creative leadership skills to foster an innovative culture within groups.

Bespoke workshops and seminars have been conducted for various organisations and government departments, including CLP Power Hong Kong Limited, Kerry Properties Limited, the Jockey Club School of Public Health and Primary Care of the Chinese University of Hong Kong, Police College, and Leisure and Cultural Services Department.

設計思維與創意領袖工作坊

設計知識學院致力推動有策略地運用設計思維，讓香港各界領袖及決策者得以就各種挑戰制訂以人為本的應對方法，以創新角度解決問題之餘，更名為社會帶來積極影響。

工作坊為專業人士及高級管理人員而設，旨在培育參加者的設計思維和創意領導才能，透過深入洞悉和探索發掘嶄新機遇，營造群體合作之間的創新氛圍。

學院曾舉辦多場工作坊及講座，針對不同機構及政府部門的需要，參與單位包括中華電力有限公司、嘉里建設有限公司、香港中文大學賽馬會公共衛生及基層醫療學院、香港警察學院，以及康樂及文化事務署。

iii 120+ Senior managers participated
位高級管理人員參與



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

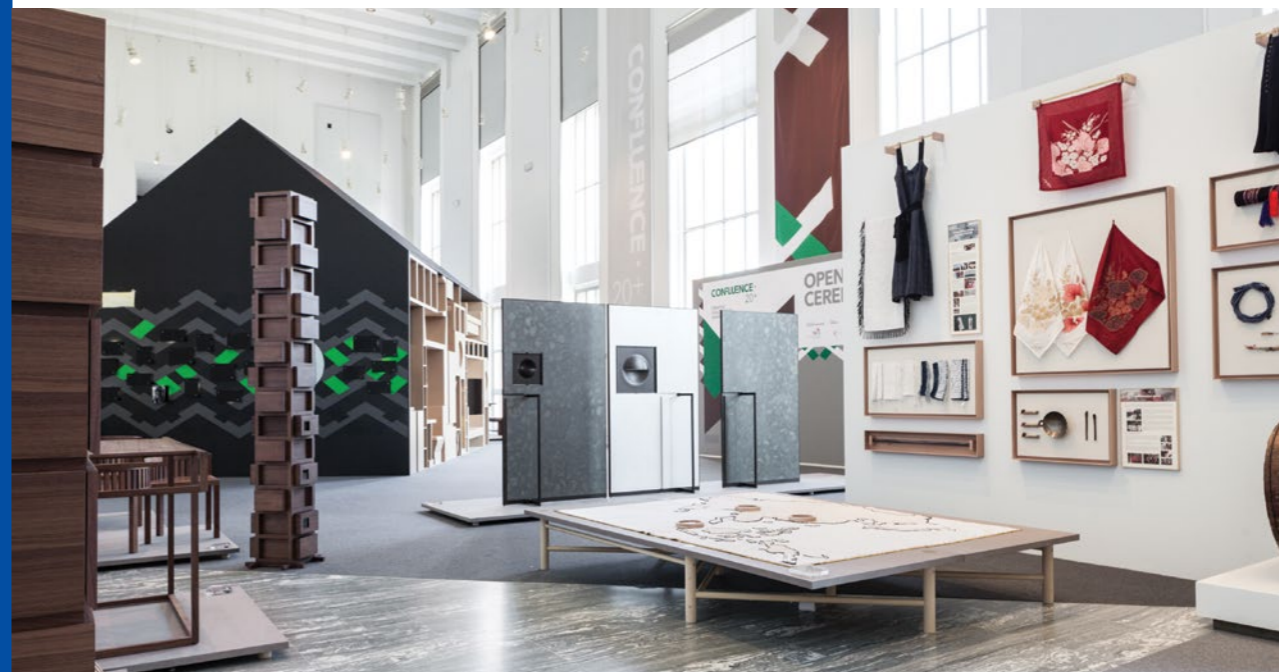
推動各界互聯，積極與傳媒和大眾分享業界資訊和知識

EN

GAGE

CONFLUENCE • 20+

Celebrating a Milestone for Hong Kong and the Design Sector 見證香港設計界的又一里程碑



The Confluence • 20+ exhibition international tour was an accredited event commemorating the 20th anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR). Named for the point at which things merge – in this case, the convergence of ideas, interaction and innovation – this was the third in an ongoing exhibition series celebrating Hong Kong’s co-evolving creative ecologies, following the Hong Kong: Creative Ecologies – Business, Living, Creativity exhibition held at EXPO 2010 Shanghai and the Creative Ecologies+ exhibition in 2012. Organised by HKDC, the event was staged in Milan (4 – 16 April 2017), Hong Kong (6 – 28 June 2017), Seoul (26 August – 16 September 2017) and Chicago (14 October – 4 November 2017) through the collaboration of 20 design units from different disciplines, each in its own way showcasing the vitality and achievements of Hong Kong’s design industry and creative ecosystem.



「Confluence • 20+ 世界巡迴設計展」是為慶祝香港特別行政區成立 20 周年而舉辦的一項盛大活動，是由香港設計中心策劃的同系列展覽的第三部曲，而首兩個分別為 2010 年上海世博「香港：創意生態—商機、生活、創意」及 2012 年「創意生態+」展覽。是次以「Confluence」為主題，意即海納百川，旨在頌揚香港融合多元文化、互動與創新的創意生態。展覽期間，來自不同界別的 20 個設計單位先後於米蘭 (2017 年 4 月 4 日至 16 日)、香港 (2017 年 6 月 6 日至 28 日)、首爾 (2017 年 8 月 26 日至 9 月 16 日) 及芝加哥 (2017 年 10 月 14 日至 11 月 4 日) 四大城市，透過不同形式展示本地設計界與創意生態的活力與成就。

The exhibition offered a dynamic design spectacle from start to finish, from its mix of veteran designers and up-and-coming talent, to works fusing tradition and technology, alongside engaging public programmes such as guided tours, workshops and forums. Among the renowned local and international designers invited to participate were Nicol Boyd & Tomas Rosén, Alan Chan, Samuel Chan, Gary Chang, Lu Lu Cheung, Chiu Kwong Chiu, C.L. Lam, Freeman Lau, James Law, Lee Chi Wing, Lo Chi Wing, Lo Kai Yin, Lo Sing Chin, Sharon de Lyster, Elaine Yan Ling Ng, Kingsley Ng, Sammy Or, Julie Progin & Jesse Mc Lin, Otto Tang and Stanley Wong. The events drew approximately 175,000 visitors and garnered positive feedback from the press and the public.

設計展涵蓋多項豐富的活動，既匯聚了設計大師與新銳才俊，亦糅合了傳統與科技，還舉行了公開導賞團、工作坊及論壇等，吸引公眾參與。眾多海內外著名設計師亦應邀出席，包括 Nicol Boyd & Tomas Rosén、陳幼堅、陳維正、張智強、張路路、趙廣超、林紀樺、劉小康、羅發禮、利志榮、盧志榮、羅啟妍、盧聲前、曾思朗、吳燕玲、伍韶勁、柯熾堅、Julie Progin & Jesse Mc Lin、鄧曉滔及黃炳培。展覽合共吸引約 175,000 名觀眾入場，備受公眾及各大媒體讚譽。



HKDC STUDIO 香港設計中心工作室

Enlightening the Creativity of the Public 點燃公眾創意火花



香港設計中心工作室成立於2016年5月，是一個位處於元創方的社區學習和展覽空間。這個實驗性項目肩負著凝聚社會各界人士的重任，藉著更有策略地運用設計來造福經濟、社會及民生，實踐香港設計中心提倡創新的使命。2017至2018年期間，香港設計中心工作室舉辦了一系列多元化的活動，包括HKTDC X HKDC呈獻：時尚「原創」坊系列、「生活就是設計」展覽以及「藝術、設計、之外」展覽。此外，透過由本地設計師帶領的實踐活動，公眾有機會就設計相關的議題交流討論，彰顯創意力量。

HKDC STUDIO was established in May 2016 as an experimental learning and exhibition space at PMQ to engage the community and reach out to a diverse audience as part of HKDC's mission to advance the strategic use of design for the community's well-being. Between 2017 and 2018, a wide array of events was organised, including the *HKTDC x HKDC Presents: Fashion Workshop Series*, the *Good Life. Good Design Exhibition* and the *Art, Design and Beyond Exhibition*. HKDC Studio is a pilot endeavour that showcases the power of design through hands-on activities headed by local designers, offering the public the opportunity for open discussion of topical issues.



COMMUNICATIONS & MEDIA PUBLICITY 傳訊及傳媒推廣

Designing a Creative Media Approach 開拓全面的設計推廣方案

Broadening the public's understanding of design, design thinking and their social value requires a comprehensive approach to media communications, particularly new media. To reach the widest possible audience, HKDC shares news on industry developments, organisation activities and more through various communication methods, and regularly evaluates its communication policies to ensure both integrity and efficacy in its dealings with the media.

Along with popular new media outlets, such as social media presences on Facebook, WeChat and Instagram, and the *DMatters* monthly e-newsletter, HKDC has also maintained a strong presence in traditional media, through print in publications like *Design Post*, a special collaborative issue with *City Magazine*, and widely distributed media interviews and conference coverage, as well as a new radio programme *Good Life Good Design* and local and international media partnerships on events.



為加強公眾對設計與設計思維的了解，並宣揚設計對社會的價值，必須制定綜合而廣泛的媒體推廣策略，針對滲透新興媒體，務求擴闊宣傳層面。因此，香港設計中心一直透過多元化的傳訊渠道發佈行業動向、中心活動以及其他資訊，並定期檢視媒體溝通方案，以確保傳訊工作能全面而有效地推行。

除了於Facebook、微信、Instagram等流行社交媒體平台，以及透過電子月刊《DMatters》發放資訊外，香港設計中心還活躍於傳統大眾媒介，包括出版《號外》隨刊別冊《Design Post》，接受媒體專訪與論壇採訪等，本年度更推出全新電台特輯「生活就是設計」。此外，我們亦積極與海內外媒體合作，推廣各類活動。



METRO RADIO PROGRAMME

In October 2017, HKDC collaborated with Metro Radio to air *Good Life Good Design*, co-hosted by Prof. Eric Yim, Chairman of HKDC, and Ms. Audrey Yip Wing-see. Broadcasted every other Thursday as part of the *Doors to the World* show, the hour-long programme shared good design and design thinking with the audience and encouraged the evolution of enterprising design. Prominent guests, noted for their exceptional creativity and design-thinking skills, were invited to share their creative journey, insights and experience with listeners.

The first series, "Living & Design", which finished airing in December 2017, featured renowned designers and design brand representatives and focused on the connection between good design and lifestyle. The second, "Business & Design Thinking", which began in January 2018, brought in industry leaders from different sectors to look at the application of design thinking to running a business. With its third series due to begin in August 2018, the programme has received considerable positive feedback from the industry and audience alike.

新城知訊台節目

香港設計中心自2017年10月起，與新城知訊台合作於《世界隨意門》節目中推出「生活就是設計」特輯，每兩星期於周四播放一次。這個一小時的節目由香港設計中心主席嚴志明教授聯同葉泳詩女士主持，與聽眾分享卓越設計及設計思維，提倡企業化設計，並請來著名創意精英及設計思維領袖分享創作點滴，細說個人設計觀點與經歷。


節目首個系列以「生活與設計」為主題，邀請著名設計師及設計品牌代表共同探討優秀設計與生活方式的連繫，並已於2017年12月圓滿結束。而緊接推出的第二個系列「營商與設計思維」於2018年1月啟播，請來不同界別的業界領袖剖析如何將設計思維應用於商業營運中。節目自推出以來廣受各界好評，已擬於2018年8月載譽推出第三個系列。

PUBLICATIONS


To promote a deeper understanding of design and keep the public informed of important design events on Hong Kong's calendar, HKDC has issued both regular and special publications and distributed them to the public through email, the media, at events and by other channels.

出版刊物

為加深公眾對設計的認識並推廣香港的主要設計活動，香港設計中心會出版定期及特別刊物，並透過電郵、各大媒體、活動以及其他渠道向公眾發佈。




Read more
閱讀更多




DMATTERS

Design professionals, practitioners and enthusiasts can stay abreast of the latest industry news, design events, and HKDC announcements through our monthly e-newsletter, *DMatters*. It also offers insights into Hong Kong's design community, with regular spotlights on local designers and creative talents.

《DMatters》是香港設計中心每月發送的電子通訊，為設計專才、業內人士及設計愛好者提供最新業界資訊、活動回顧以及香港設計中心動向等豐富內容。此外，《DMatters》亦會定期介紹本地設計師及創意專才，讓讀者掌握香港設計社群的發展。



Read more
閱讀更多



DESIGN POST

In partnership with *City Magazine*, HKDC publishes the quarterly magazine *Design Post* to discuss good design, design thinking, and design trends in the city and around the world. Alongside news on innovative products and design events, the magazine features interviews with industry insiders and leaders.

香港設計中心與《號外》攜手出版《Design Post》設計季刊，提供設計產品及盛事資訊，並刊登設計行內專才及大師的專訪，共同探討香港乃至全球的優秀設計、設計思維及設計潮流。



KODW DIGEST 2017 設計「智」識周 2017 文摘

For Knowledge of Design Week (KODW) 2017, HKDC joined *City Magazine* in publishing a KODW Digest, *Design. Societies. Inclusivity.*, summarising and addressing the topics raised during the week-long event, with an emphasis on the importance of inclusive design and design thinking. Case studies are featured, as well as interviews and discussions on design and business strategy.

香港設計中心與《號外》聯合出版設計「智」識周 2017 文摘——《設計能令社區更共融嗎?》，收錄及探討設計「智」識周上的熱門話題，聚焦共融設計與設計思維，並涵蓋案例分析、設計及企業策略專訪與研討等內容。



BODW 2017 PROGRAMME BOOK 設計營商周 2017 節目總覽

This programme book contains a comprehensive schedule of BODW 2017 Asia's premier annual design event, biographies and celebrated projects of the invited speakers, and more.

「設計營商周 2017」參與者均可獲發《設計營商周 2017 節目總覽》，以瀏覽活動時間流程、特邀演講嘉賓履歷和具代表性的項目等，全情投入這項年度亞洲設計界盛事。



DESIGN FOR ASIA: DFA AWARDS 2017 給亞洲設計 — DFA 設計獎 2017

The winners of the DFA Awards 2017 are honoured in a special book published for the event, offering readers a look at the winning entries in order to spark discussion on Asian design and give the talented young designers a platform to showcase their creativity to the world.

《給亞洲設計 — DFA 設計獎 2017》特刊表彰「DFA 設計獎」得獎者，不僅為年輕設計菁英提供向世界展現創意的寶貴平台，更可吸引讀者關注與討論亞洲設計。



CONFLUENCE · 20+ CATALOGUES

To celebrate the successful Confluence · 20+ exhibition international tour, HKDC published two books on the event, sharing the stories behind the exhibitions and interviews with exhibitors. The books serve as both a legacy of the exhibitions and an opportunity for those who missed the event to experience it vicariously.

CONFLUENCE · 20+ 目錄冊

為慶祝「Confluence · 20+ 世界巡迴設計展」圓滿舉行，香港設計中心特別出版兩本目錄冊，分享展覽背後的花絮故事，以及參展者的專訪內容，藉以進一步推廣本地設計，並讓錯過展覽的人亦有機會體驗是次盛大活動的魅力。

HKDC ANNUAL REPORT 2016-17 香港設計中心年報 2016-17

HKDC reports to its stakeholders each year on its initiatives, programmes, developments and financial performance. The 2016-17 Annual Report received bronze awards in both the Cultural Organization and Design Industry Association categories of the ARC Awards.

香港設計中心每年均會以年度報告的形式向持份者匯報過去一個年度的工作動向、活動項目、發展計劃及財務表現。2016-17 年度報告更獲頒發 ARC 年報大獎「文化機構」組別及「設計行業協會」組別銅獎。



PUBLIC RESOURCES

公共資源

Gateway to Design Resources 為公眾提供設計資源

The key to promoting social innovation is to change the perception of design by providing valuable online resources and on-site channels – a gateway for the public to learn about and get involved in the design community.

推動社會創新，關鍵在於拉近設計與人們的距離。透過提供豐富的網上資源和實體渠道，可讓公眾深入認識及接觸創意社群，令設計不再遙不可及。

DESIGN DIRECTORY

HKDC provides a design directory on its website that allows businesses and the public to easily search for the design expertise they need. By creating a comprehensive, user-friendly platform for interaction between designers and the public, this sector-specific directory helps Hong Kong-based creative talents raise their professional profiles.

HKDC LIBRARY

Founded in 2008 at InnoCentre in Kowloon Tong, this special library is dedicated to improving the public's understanding of and interest in design by providing a comprehensive list of local and international titles to share and promote design knowledge. The library boasts around 6,000 items, including over 2,000 design books and 3,700 international design magazines, with regular new acquisitions.

香港設計指南

由香港設計中心提供的網上設計指南，讓企業及公眾輕易搜索到所需的專業設計服務，為促進設計專才與公眾的交流聯繫提供一個全面而便捷的平台，本地創意人才更可藉此展現專業履歷和提升知名度，締造更多商機。

Find out more
了解更多



香港設計中心圖書館

香港設計中心圖書館位於九龍塘創新中心，自2008年成立以來致力於推廣設計知識，網羅海內外書籍刊物，以提升公眾對設計的了解和興趣。目前，圖書館藏書約6,000本，其中包括逾2,000本設計書籍及逾3,700本國際設計雜誌，並將不斷增加新書目。



FOSTERING EXCHANGE WITH LOCAL AND OVERSEAS VISITORS

加深各地人士對香港設計界認識

Welcoming the World to Hong Kong's Design Hub 向國際展示香港作為設計之都的地位



An important mission of HKDC is to build an extensive international network and communication platform, so that local creative talents can find new opportunities to collaborate and participate on the world stage. In 2017-18, HKDC received delegations from industry leaders, media, education institutions and more, from Hong Kong and the mainland of China to the UK, US, Austria and Singapore. Delegates came to understand the latest developments in Hong Kong's design scene, local support for design entrepreneurs, concepts and applications of design thinking, and to build valuable connections within and beyond the local design ecologies.



香港設計中心的其中一項重要使命是建構廣闊的環球網絡與交流平台，讓本地創意精英得以與世界接軌，開拓新機遇。在2017-18年度，香港設計中心接待了本地以及來自中國內地、英國、美國、奧地利和新加坡等地的考察代表團，與海內外業界領袖、傳媒、教育組織等密切交流。各界代表團成員在考察訪問期間，探索香港設計界的最新發展，借鑒本地支援設計企業家的方案，了解香港設計中心如何推廣設計思維及其應用，同時藉此機會與香港設計界各方建立緊密連繫。

FRIENDS OF HKDC MEMBERSHIP PROGRAMME

香港設計中心之友會員計劃

Staying Connected to the Design Community 連結各界的設計社群

For those who understand the value of design and wholeheartedly support HKDC's mission of establishing Hong Kong as a centre of design excellence in Asia, there is the Friends of HKDC Membership Programme.

Bringing together visionary organisations and individuals from various professions and backgrounds, the programme champions sustainable development through design and innovation for the betterment of society, the local community and the business sector. It offers members opportunities to connect, collaborate and deepen their design knowledge, up-to-date news on design-related programmes, and priority invitations to HKDC and HKDC partner events headlined by design leaders worldwide.

「香港設計中心之友會員計劃」匯聚各方力量，廣結深明設計價值的同路人，全力支持香港設計中心實現「推動香港成為亞洲設計之都」的願景。

此計劃雲集來自不同界別和背景的組織及人士，透過設計與創新推動可持續發展，為社會、本地社群及商界帶來積極影響。此外，計劃亦提供眾多合作機會，促進會員之間的聯繫和溝通，互相交流和增進有關設計的專業知識與業界動向。會員更可優先參與由香港設計中心及其夥伴機構舉辦的活動，與全球設計領袖一同探索設計未來。

ACKNOWLEDGEMENT OF CORPORATE MEMBERS 鳴謝公司會籍之會員

(From 1 April 2017 to 31 March 2018, in alphabetical order 由 2017 年 4 月 1 日至 2018 年 3 月 31 日，以英文字母排序)



ACKNOWLEDGMENT OF PATRON MEMBERS 鳴謝永久贊助會籍之會員

(Till 31 March 2018, in alphabetical order by surname 截至 2018 年 3 月 31 日，以姓氏英文字母排序)

Mr Fawaz Abid Bakhotmah
Architect & Designer,
Innovative Culture Friendship

Mr Michael Cheung
張志立先生
Director, Zincere Limited
先時有限公司總裁

Ms Agnes Chiu
趙麗文女士
Lee Kum Kee Co Ltd
李錦記 (香港) 有限公司

Mr Alex Chunn
Executive Consultant,
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創科實業有限公司執行顧問

Prof. Richard Fung
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Chief Executive,
Hong Kong Standards and Testing Centre
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Ms Pansy Ho
何超瓊女士
Group Executive Chairman and
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Mr Jeremy Hocking
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Ms Kigge Hvid

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新創高創意策略創辦人

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President, WKK Technology Ltd.
王氏港建科技有限公司總裁

Mr Lai Man-ting, Edmond
黎文定先生
Director, Much Creative
Communication Limited
多點創意設計有限公司總監

Dr Michael Lam
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香港品質保證局總裁

Ms Denise Lau
劉惠蔚女士
Chief Executive Officer, COLOURLIVING
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Dr Flora Lau
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劉偉婷設計師有限公司創辦人

Mr Lau Siu Hong Freeman, BBS
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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
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Principal, Hong Kong Design Institute and
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(李惠利) 院長

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馬餘達先生
Managing Director,
Luk Ka Paper Industrial Limited
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 design
四目建築設計事務所董事

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

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

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蔡超恆先生
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時尚創建集團有限公司執行董事

Mr Wang Chi Fung
王志峰先生
Director, China Energy Technology
Holdings Limited
中國能源科技集團有限公司董事長

Mr Ben Wong
黃志奇先生
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Mr Danny Wong
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Mr Peter Wong
黃紹開先生

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嚴志明教授
Chairman, Hong Kong Design Centre
香港設計中心主席

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Vice President, Techtronic Design,
Techtronic Product Development Ltd

Dr Allan Zeman
盧智文博士
Chairman, Lan Kwai Fong Group
蘭桂坊集團主席

2B Square

4M Industrial Development Limited

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

Tandem Design

CORPORATE GOVERNANCE

企業管治

Implementing Best Governance Practices 恪守原則 展示實務典範

As a publicly funded organisation, HKDC has continuously strengthened its corporate governance and improved its workplace culture over the years to foster accountability, cooperation and collaboration. In addition to regular reviews of its operation, HKDC conducts regular staff training to ensure that operational procedures comply with its own corporate governance principles.

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

香港設計中心作為一間獲公帑資助的機構，多年來一直致力加強企業管治及改善職場文化，以維持高度的問責性及深化內部協作。除了定期檢討日常運作，香港設計中心亦定期提供僱員培訓，確保營運程序符合其企業管治原則。

此外，香港設計中心亦實行兩層通報機制，以處理董事的潛在利益衝突。除了向董事會或委員會自行申報外，董事在獲委任加入香港設計中心董事會時，亦須披露所有直接或間接、金錢或非金錢的一般利益。如有需要，有關披露的資訊亦會公開予公眾人士查閱。

OUR ACCOUNTS

香港設計中心帳目

Income and expenditure statement for the year ended 31 March 2018

截至 2018 年 3 月 31 日止財政年度收支結算表

		HKDC Basic Activities 香港設計中心基本營運	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	Design Incubation Programme (Phase II) 設計創業培育計劃 (第二期)	Fashion Incubation Programme 時裝創業培育計劃	Fashion Asia Hong Kong 2017	Business of Design Week 2017 設計營商周 2017	Business of Design Week 2018 設計營商周 2018	Knowledge of Design Week 2017 設計智識周 2017	Knowledge of Design Week 2018 設計智識周 2018	DFA Awards 2016 DFA 設計獎 2016	DFA Awards 2017 DFA 設計獎 2017	DFA Awards 2018 DFA 設計獎 2018	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 Young Design Talent Awards 2016 香港青年設計才俊大獎 2016	HK Young Design Talent Awards 2017 香港青年設計才俊大獎 2017	Hong Kong Creative Ecologies: The Plurality of Visions in Design (Ibc) 香港創意生態：越界傳承	DeX 2018	Exhibition on "Hong Kong Creative Ecologies: The Plurality of Visions in Design" in Milan, Seoul and Chicago	Total 總計
Income 收入	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$
Government grant 政府資助	0	18,916,097	3,817,347	5,766,876	10,725,093	1,647,185	6,936,953	8,388,187	35,667	1,732,659	37,784	1,406,224	3,279,716	53,223	627,282	792,282	3,165,351	386,111	7,088,341	1,279,933	6,437,573	82,519,884
Project income 項目收入	110,900	2,042,885	340,082	0	105,870	81,600	112,469	1,168,971	0	293,959	0	1,607	1,896,613	0	0	0	0	0	0	0	89,250	6,244,206
Sponsorship 贊助 / 捐款	1,172	4,391,104	0	0	0	0	2,692,774	3,954,851	0	730,500	0	373,766	916,514	0	76,646	109,246	138,956	83,000	0	0	0	13,468,529
Other income 其他收入	249	1,149	15,796	1,238	1,192	454	709	330	0	27	0	23	325	0	10	124	293	95	480	23	599	23,116
	112,321	25,351,235	4,173,225	5,768,114	10,832,155	1,729,239	9,742,905	13,512,339	35,667	2,757,145	37,784	1,781,620	6,093,168	53,223	703,938	901,652	3,304,600	469,206	7,088,821	1,279,956	6,527,422	102,255,735
Expenditures 支出	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$
Project expenses 項目開支	7,160	7,859,695	2,938,098	480,474	8,300,731	831,892	8,750,531	11,194,019	35,667	2,388,639	37,784	1,422,088	5,148,930	53,223	703,938	213,824	3,160,400	432,239	4,828,393	1,116,062	6,507,422	66,411,209
Payroll & related cost 薪資及相關支出	7,000	12,326,428	1,221,927	4,559,146	2,518,824	885,347	972,374	2,298,320	0	358,506	0	339,532	944,238	0	687,828	144,200	36,967	2,260,428	163,894	0	0	29,724,959
Donation 捐款	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Overhead & administration 一般營運及行政費用	26,500	5,165,112	13,200	728,494	12,600	12,000	20,000	20,000	0	10,000	0	20,000	0	0	0	0	0	0	0	0	20,000	6,047,906
	40,660	25,351,235	4,173,225	5,768,114	10,832,155	1,729,239	9,742,905	13,512,339	35,667	2,757,145	37,784	1,781,620	6,093,168	53,223	703,938	901,652	3,304,600	469,206	7,088,821	1,279,956	6,527,422	102,184,074
Net surplus 淨盈餘	71,661	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	71,661

Non-Government Funding
非政府資助

Government Funding
政府資助

CreateSmart Initiative
創意智優計劃

Other Government Funding
其他政府資助撥款

HKDC BOARD OF DIRECTORS

香港設計中心董事會

CHAIRMAN 主席



Eric Yim 嚴志明

VICE CHAIRMAN 副主席



Bonnie Chan 陳德姿



David Lo 盧永強

DIRECTOR 董事



Cees de Bont



Patrick Bruce



Viveca Chan 陳一枋



Barney Cheng 鄭兆良



Benson Cheung 張本善



Janet Cheung 張啟秀



Felix Chung 鍾國斌



Roy Chung 鍾志平



Joey Ho 何宗憲



Freeman Lau 劉小康



James Law 羅發禮



Ron Leung 梁昆剛



Steve Leung 梁志天



Jerry Liu 廖永亮¹



Joseph Lo 勞建青



Kai-yin Lo 羅啟妍



Victor Lo 羅仲榮



Leslie Lu 盧林



Victor Tsang 曾昭學²



Raymond Yip 葉澤恩

ALTERNATE DIRECTOR 候補董事



Antony Chan 陳志毅³



Tom Grey



Fiona Lam 林惠冰



Kevin Yeung 楊祺彬



Karr Yip 葉小卡



Louisa Young 楊蘇蘇

MEETING ATTENDANCE/TOTAL NUMBER OF MEETINGS

會議出席次數 / 會議數目
(1/4/2017 – 31/3/2018)

	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
Eric Yim 嚴志明	5/5	-	4/4
Bonnie Chan 陳德姿	3/5	3/4	2/4
David Lo 盧永強	4/5	2/4	4/4
Cees de Bont	3/5	-	3/4
Patrick Bruce	3/5	4/4	-
Viveca Chan 陳一枋	0/5	-	3/4
Barney Cheng 鄭兆良	1/5	-	1/4
Felix Chung 鍾國斌	1/5	-	1/4
Roy Chung 鍾志平	2/5	2/4	-
James Law 羅發禮	1/5	-	2/4
Steve Leung 梁志天	2/5	-	0/4
Joseph Lo 勞建青	1/5	-	-
Kai-yin Lo 羅啟妍	3/5	-	2/4
Victor Lo 羅仲榮	3/5	-	0/4
Leslie Lu 盧林	5/5	-	4/4
Victor Tsang 曾昭學	2/4	3/3	-
Raymond Yip 葉澤恩	3/5	-	-
Head of CreateHK 創意香港總監	5/5	4/4	4/4
Representative appointed by Hong Kong Federation of Design Associations 香港設計總會代表	4/5	2/4	1/4
Representative appointed by Hong Kong Fashion Designers Association 香港時裝設計師協會代表	1/5	-	3/4
Representative appointed by The Chartered Society of Designers 英國特許設計師協會(香港)代表	5/5	-	-
Representative appointed by Hong Kong Designers Association 香港設計師協會代表	5/5	-	-
Representative appointed by Hong Kong Interior Design Association 香港室內設計協會代表	1/5	2/4	1/4

Remarks

¹ Jerry Liu resigned as Director on 22 September 2017

² Victor Tsang was appointed Head of CreateHK on 1 November 2017

³ Antony Chan resigned as Alternate Director on 19 January 2018

註釋

¹ 廖永亮於2017年9月22日辭任董事

² 曾昭學於2017年11月1日獲委任為創意香港總監

³ 陳志毅於2018年1月19日辭任候補董事

INTERNATIONAL ALLIANCES

國際聯盟

Joint Design Force across Disciplines and Borders 跨越創意疆界 連繫設計力量

HKDC's wide range of quality programmes was produced in part with the support of our global affiliates with a shared vision, who together form the Global Design Network (GDN).

有賴各跨國夥伴的支持，香港設計中心得以舉辦一系列多元化的活動，藉著彼此通力合作，凝聚國際設計聯盟各會員的力量，為實現共同願景連成一線。

GLOBAL DESIGN NETWORK (GDN)



Launched in 2005 by HKDC and the Hong Kong Trade Development Council (HKTDC), GDN is a Hong Kong-based extensive collaborative network whose members encompass leading design associations worldwide. Since 2013, the Hong Kong Federation of Design Associations (FHKDA) has produced the GDN Symposium with CreateHK as the major sponsor, facilitating communication among GDN members and the exchange of ideas about all aspects of the design industry with industry peers across nations.



























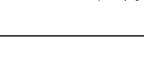
國際設計聯盟

由香港設計中心與香港貿易發展局於2005年共同創立的「國際設計聯盟」，是一個以香港為中心的龐大合作網絡，會員來自全球各地的頂尖設計協會。為加強聯盟會員之間的溝通連繫，香港設計總會自2013年籌備國際設計師聯席會議，由創意香港為主要贊助，讓環球同儕打破地域界限，就設計業界不同範疇交流意見。

Australia 澳洲	 
Austria 奧地利	
Barcelona 巴塞隆拿	  
Belgium 比利時	  
Canada 加拿大	 

China 中國	 
	 
	
	  
	 
	 
	  
Denmark 丹麥	 
	

France 法國	
Germany 德國	    
Hong Kong 香港	  
	 
	 
	 
	  
	  
	  
	  
	 
	  
	  
	  
	 
Hungary 匈牙利	

India 印度	 
Indonesia 印尼	  
Japan 日本	
Korea 韓國	 
Macau 澳門	 
Malaysia 馬來西亞	
Portugal 葡萄牙	
Singapore 新加坡	
Spain 西班牙	
Sweden 瑞典	  
	 
Taiwan 台灣	 
	 
Thailand 泰國	
United States 美國	  
	 

(and expanding 合作網絡持續擴展)







香港設計中心
Hong Kong
Design Centre

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Youtube	HK Design Centre
Instagram	hk_design_centre
Wechat	香港設計中心HKDC
Weibo	香港設計中心
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