

# MAJOR WORK DIRECTIONS 我們的工作



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design.  
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future.



# ABOUT US 關於我們

## Design matters. Like never before.

Great design can improve lives, bring communities together, and transform businesses and public services.

From a vehicle of forms and functions, an investment in innovative thinking, a strategic advantage to a vital cultural force, design has grown from a being mere response to a business problem to a loud voice in the boardroom.

As the Hong Kong government's advisor on design, HKDC sets its mission to champion design's many possibilities, to constantly remind our community what great, intelligent designs can achieve and to lead the way for our next generation designers.

From content that advance new design thinking to events that connect and catalyse, HKDC works to deepen design's impact across all facets of business and society.

Our ultimate mission is to bring the world to designers, and our vision, is to better the world, by design.

## 人生在於設計，設計改變人生。

出色的設計可以改善生活、連繫社會、改善商業和公共服務。

由負載不同形式與功能，到帶動革新思維，以至展示文化實力的策略優勢，設計已從純粹解決商業問題，慢慢轉化為商業決策中不可忽視的重要一環。

作為香港政府設計範疇的諮詢顧問，香港設計中心旨在激發設計的無限可能，加深大眾對設計的認識，明白設計能讓城市變得更優越，從而為未來的設計師拓展創新路向。

香港設計中心致力透過設計——從展示能啟發創新思維的內容，到策劃可連繫設計專才與業界的活動——為商業及社會發展帶來深遠影響。

我們期望把設計師帶往世界版圖，讓設計一步一步把世界變得更美好。



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# CONTENTS 目錄

Major Work Directions 我們的工作	
About Us 關於我們	
Vision and Mission 願景與宗旨	02
Message from Chairman 主席的話	04
Message from Executive Director 行政總裁的話	06
Overview of HKDC's Activities and Programmes 年度回顧	08
<b>CONNECT 聯繫業界</b>	<b>09</b>
<b>CELEBRATE 宏揚人才</b>	<b>23</b>
<b>NURTURE 啟蒙創業</b>	<b>37</b>
<b>ADVANCE 突顯專業</b>	<b>43</b>
<b>ENGAGE 融入社會</b>	<b>51</b>
Corporate Governance 企業管治	65
Our Accounts 香港設計中心帳目	66
HKDC's Board of Directors 香港設計中心董事會 2014至 2015	68
Our People 我們的團隊	70
International Alliances 國際聯盟	72

## FOUNDING MEMBERS 創會成員：



香港設計總會  
HONG KONG FEDERATION  
OF DESIGN ASSOCIATIONS



CHARTERED  
SOCIETY OF  
DESIGNERS  
HONG KONG



HKDA  
香港設計師協會



HONG KONG  
FASHION  
DESIGNERS  
ASSOCIATION  
香港時裝設計師協會



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



## MISSION 宗旨

Use design and innovation to  
Drive Value Creation And Improve  
the Well-Being Of Society

利用設計和創新來創造價值及改善  
生活質素

## 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

# MESSAGE FROM CHAIRMAN 主席的話

The world is changing, and we must have the vision to shape our future and change with it. For more than a decade, the Hong Kong Design Centre (HKDC) has primed society towards a true appreciation of the importance of design, and how its strategic use leads to new possibilities and futures. Why does design matter so much? Because the future already belongs to the creative class.

Hong Kong has the advantages of geography and history. Connecting China with the world, our cosmopolitan city plays a fundamental role in delineating the design future of both Asia and China. While small by itself, Hong Kong has the opportunity to explore and embrace its Asian and Chinese heritage, to unearth the unique nuances and feelings that are deeply ingrained in our psyche, and to fuse them with world trends to create something entirely new that transcends the East meets West notion.

But in this era of globalised digitalisation, we cannot rely on traditional methods to develop and preserve competitive advantages. Communications is instantaneous. A single picture from a phone is all it takes to multiply data and products through the digital superhighway. It is only by creating empathetic connections with people and constantly challenging conventional wisdom that the brands of tomorrow will be able to thrive.

Design can only be born out of research, trials, conversations, co-opetitions, collaborations and dialogues. This we have witnessed in the remarkable emergence of PMQ as a notable design epicentre of Hong Kong. PMQ is where many designers, retailers, culturalists and other members of the design cognoscenti come to converse directly with patrons and with each other, forming in the process a true creative maelstrom with often unintended consequences. PMQ has become a regional poster child of enterprising creativity. HKDC is proud to be part of the consortium that dreamed PMQ, but also humbled by its progress, which is solely that of its stakeholders and creative inhabitants.

How do we enable creativity? The nurturing of new design talents is at the core of our mission. By rewarding budding local designers through the DFA Hong Kong Young Design Talent Award, we help validate the vision and capability of local designers, expand their horizon and build their creative confidence. Our Design Incubation Programme at InnoCentre ensures that we are in a position to identify and mentor design entrepreneurs keen to take on the world but sometimes missing basic business knowledge or impaired by a lack of effective connections with design users. Our programmes are primarily geared to advance design knowledge learning and sharing, and to promote a new and sometime progressive vision of design to corporate, government agencies, professionals, MBAs and decision makers.

To remain relevant, all of us need to learn, unlearn and relearn. Design is the sine qua non impetus to the innovation culture that is needed to succeed in today's marketplace. This is why we continue to develop our Institute of Design Knowledge (IDK) as a premier design knowledge learning platform for creative executives, policy makers and decision makers seeking to better understand design as a core strategy, mindset and skills for survival and growth in the digital and creative economy.

Since 2002, our flagship event Business of Design Week (BODW) has become a major future knowledge-driven programme in Asia and on the global design circuit. BODW invites the movers and shakers of planet design to come together and talk, listen, learn, and exchange. It also reaches the general public by the thousands, promoting the culture of design to everyone opened to adopt a new mindset. After exploring the design wonders of Sweden, a country that prides itself on innovation, we will next partner with Barcelona.

The Knowledge of Design Week (KODW), a sister programme of BODW, is a programme during which designers network with design users and learn new design-driven business ideas and strategies through forums and workshops. With the focus on Asia, we also organise the DFA Awards, which is our way to recognise design excellence and leadership. Hong Kong is a world city and a design city.

While remaining a relatively small design promotion institution, we act as a catalyst and try our best to coordinate and integrate local, and sometimes even global, design resources. We are gratified that the Hong Kong SAR Government has recognised the strategic importance of design for the future of Hong Kong, and has been fully supportive of our activities. We also need to salute the openness and proactive support of our partners at all level of society. From individuals to academic institutions, members of our board or government agencies and corporations, big and small, as well as the team here at HKDC, we are blessed to work with people and firms who share the same passionate approach to design as ours.

We can't predict what will happen tomorrow, but we can certainly better prepare ourselves for new futures. Learning design is serious business. And investing in design is investing in our future for economic and societal well being. By joining forces, we could co-create a better world through design and innovation.

Thank you and counting on your continued support!

世界每天在變，所以我們必須具備視野去創造生活，迎接未來。過去十年，香港設計中心帶領社會學懂欣賞設計及如何有策略地運用設計來發展和創造更多可能性。設計為何如此重要？因為未來已經是屬於創意的一群。

香港擁有地理及歷史的優勢，是連接中國與世界的國際大都會，一直擔當著影響中國及亞洲未來設計發展的重要角色。正因為地方細小，更有利於我們擁抱自身的中國及亞洲文化遺產，打開潛藏在內心的思緒與感知，從而結合世界潮流，轉化成嶄新的力量，超越所謂東、西匯聚的陳腔濫調。

然而我們已踏進全球數碼化的年代，不能單靠傳統的方法去發展和保留我們既有的優勢。當溝通達到刻不容緩的狀態，當超高速的網絡世界瞬間便可將一張相片轉化為無限的數據與產品，唯有繼續與人建立緊密的關係，不斷突破傳統的思維框框，才能創造出屬於未來的品牌。

設計必須從研究、嘗試、對話、競合、協商及溝通開始；元創方的誕生，見證了這一點。作為香港不可忽視的設計交匯點，元創方是設計師、零售商、文化人以至一眾設計業內人士聚腳的地方，在這裡他們直接與公眾和業界交流，形成一股真正的創意旋渦和意想不到的結果。我們喜見元創方已成為區內創意企業的楷模，很高興能夠成為創立元創方的一份子，而它不斷的進步實有賴各持份者與創意租戶共同付出的心血。

如何推動創意？培育年青設計人才一直是我們的核心使命。香港設計中心透過成立香港青年設計才俊獎，藉此嘉許本地新晉設計師，幫助他們實現夢想、擴闊視野、建立創作自信。我們於創新中心推出的設計創業培訓計劃則幫助具潛質、但缺乏基本營商知識或人脈的設計企業家，包括企業、政府部門、專業人士、工商管理的人材及決策者，並透過不同方案，加強他們對設計的認識與分享，同時宣揚創新與前衛的設計理念。

為了與時並進，我們都需要不斷學習、放下舊知識、再重新學習。設計正好提供革新動力，推動能於現今市場取得成功的創新文化。因此我們堅持舉辦設計知識學院這個優質的設計學習平台，讓創意行政人員、政策制定者和決策者深入認識設計如何影響商業策略及思維，以及在這個數碼及創意經濟年代不可或缺的生存技倆。

自2002年開始，我們的旗艦活動「設計營商周」已成為亞洲及國際設計界內，以知識帶動未來的設計盛事。「設計營商周」邀請來自世界各地的設計革新者聚首一堂，互相發表、聆聽、學習和交流，同時向

過千公眾人士推廣設計文化，打開創意之門，啟發新思維。今年我們看見了來自瑞典這個以創新為榮的國家的精彩設計。明年，我們將會與巴塞隆拿合作。

設計「智」識周則是「設計營商周」的姊妹節目，一個讓設計師拓展網絡及與用家交流的平台，並透過不同的論壇和工作坊，學習以設計主導的商業理念與策略。我們亦以亞洲作為焦點，籌辦了DFA設計獎，藉此表揚區內的優秀設計與卓越領導。香港既是世界級城市，也是一個設計之都。

作為一所規模不大的設計推廣機構，我們就好像催化劑一樣，全力以赴連繫及集結本地以至世界各地的設計資源。我們欣然見到香港特區政府就設計對未來發展的重要性給予的肯定，並一直鼎力支持我們的活動。我們亦想藉此向社會各界的合作夥伴致意，包括個別人士、學術機構、董事局成員或政府部門、大小企業，以至香港設計中心團隊。能夠跟理念相近、對設計滿懷熱情的夥伴合作，實在是我們的榮幸。

我們沒法預知未來，但卻可以為未來作好準備。學習設計是終身的事業；投資於設計就如投資於社會未來的經濟和整體發展。只要我們團結一致，便可一起透過設計與創新，共建更美好的世界。

感謝你們！未來，請繼續支持香港設計中心！



# MESSAGE FROM EXECUTIVE DIRECTOR 行政總裁的話

Design permeates our lives, culture, economy and society. We may not even know it but designers are moulding our environment, shaping our future, and constantly redefining future possibilities of our universe.

Our past year was inspired by the Living Design of Sweden. Scandinavian countries, perhaps inspired by the haunting landscapes of the midnight sun, play an inordinate role in world design. This is why our flagship event Business Week of Design 2014 (BODW) adopted Sweden's motto, "Living Design: Live It. Work It. Wear It. Do It." to explore the multiple ways in which design often inspires and enriches the fabric of our lives. Attracting tens of thousands of design aficionados from across the world, BODW has global repute as a premier Asia-focused event on design, brands and innovation. The event is curated with a mission to open the eyes and minds of people on how design and innovation create new possibilities for cities, enterprises and communities. The next edition of BODW will feature Barcelona, a city that has made design a vital part of its identity.

Our another major event, the Knowledge of Design Week (KODW), is where a few hundreds of global professional designers and design users come to explore in details and learn the interactions between knowledge, new design trends and the power of designing for value delivery. The theme of the 2014 KODW edition was "Designing Service Futures for Retail and Hospitality". In our globally digitalised economy, designers are increasingly able to use big data to create immersive experiences that connect empathetically with people. Authenticity is what makes a brand stand out. This theme was further explored in the 2015 edition of KODW, which attempted to bring to the fore design challenges for future services: "Designing for Service Consumption or Integrated Experiences?"

Design for Asia Awards 2014 celebrated Asian designs. Our credibility is assured by our judging mechanism, our ability to celebrate exemplary design in Asia, for Asia, and the quality of our publications. We believe both global and local designers deserve the recognition as they help to shape a better future.

We have continued to work intensely with our partners to maximise the reach and impact of the revitalised PMQ, which has become an attractive creative address in Asia. We believe that PMQ would enable spontaneous emergence and ignite genuine and meaningful design conversation. We are proud to be a core consortium member of this visionary endeavour.

Our commitment to the future extends to giving more direct support to designers. Design Incubation Programme (DIP) is our way to try to identify and support eager designers keen to become design entrepreneurs. We obviously can't choose the winners; that's the role of the marketplace. But we sure can try to nurture serious entrepreneurs to become the design gurus of tomorrow. The DFA Hong Kong Young Design Talent Awards is another extension of this role of nurturer of new talents, giving a boost of confidence as well as creating overseas learning, cultural exchanges and networking opportunities for young local designers.

"The only true wisdom is in knowing you know nothing." This old Socrate quote rings truer everyday. To learn, unlearn, and relearn requires humility and enables us to be resilient, agile, resourceful and to stay at the forefront. This marks the ethos of our Institute of Design Knowledge (IDK) initiative. Targeted at decision makers, EMBA's and creative executives across the public and private sectors, this programme is run by faculty members drawn from top international design agencies and establishments. Participants of the programme will acquire hands on knowledge on design thinking and learn how to deploy design to create bigger value and impact through small-class, interactive and cross-disciplinary learning.

The promotion of local designers is a fundamental aspect of our mission. Hong Kong needs to nurture more design thinkers and designers to stay competitive. Our participation in the Milan Design Week in April 2014 introduced our designers, young and established, and our design landscape to the international design intelligentsia in attendance. Through an experiential exhibition titled "Hong Kong: Constant Change", attendees were able to immerse in the design culture of Hong Kong.

We continue to promote design through community outreach. We cherish the partnership with, for example, Hong Kong Disneyland and K11 Art Mall to bring students, designers and the public together in creative settings. It is by establishing these connections that we can heighten interest in design and promote a sustainable design culture in the society.

I must thank Create Hong Kong and the Hong Kong SAR Government for their continual support to HKDC and the local design community. Appreciation also goes to our board of directors, our partners and our team for their good work and relentless devotion to this unique and meaningful public mission. We will work harder to expand our reach and enhance the dissemination and communication of our work to create bigger impacts and better design legacies.

Long live enterprising creativity!

設計已融入我們的生活、文化、經濟及社會當中。可能我們沒有察覺，但設計師一直都在為我們規劃未來、改善環境、為世界尋找更多新可能。

去年，我們為大家帶來了瑞典的生活設計。或許是受那裡壯麗又獨特的暮色而有所啟發，北歐的風格於全球設計界而言一向別樹一幟。有見及此，我們的旗艦節目「設計營商周」2014便採用了瑞典著名的「生活設計：衣、住、行、玩」理念為主題，藉以發掘設計多方面的可能性，從而造就更豐盛的生活。「設計營商周」每年吸引全球過萬名熱愛設計的人士參與，不經不覺已成為國際知名、有關設計、品牌與創新的亞洲業界盛事。活動旨在為大眾擴闊眼界，理解設計及創新如何能夠為城市、企業和社區帶來新的可能性。來年，我們的合作夥伴將會是巴塞隆拿——一個讓設計百花齊放的城市。

設計「智」識周是我們另一個旗艦活動，匯聚世界各地過百位設計師與設計用家，共同發掘及學習知識、設計潮流與創造價值之間的關係。活動於2014年以「設計·服務·將來」：零售及款待業的發展機遇為主題。在這個全球數碼化的經濟體系中，設計師愈來愈懂得利用大數據去創作具深遠影響的消費體驗，從而連繫人與人之間的關係。原創是決定一個品牌成功與否的關鍵，我們於2015年設計「智」識周繼續探討這話題，以應對未來服務將面對的設計難題：「設計應針對消費服務還是整體經驗」。

亞洲設計大獎2014表揚了不同範疇的亞洲設計師。擁有嚴謹的評審機制、表揚傑出亞洲設計典範的能力以及高質素的刊物，都為香港設計中心殿下良好信譽。獲嘉許的國際與本地設計專才一直努力為社會打造更美好的將來，他們的成就絕對值得表揚。

前警察結婚宿舍如今已蛻變成一個受高度注視的亞洲創意基地——元創方，這可以說是我們與合作夥伴共同努力推廣的成果。我們相信，元創方絕對能引發各種即興及革新的火花，能夠成為這個充滿遠見的群體的一分子，我們感到相當自豪。

為設計師提供更多直接支援是香港設計中心未來的承諾。我們開辦的設計創業培育計劃，為銳意成為企業家的設計師提供幫助。汰弱留強，誰是強者留待市場決定；但我們有信心能夠培育具潛質的設計師，成為未來的設計企業家。DFA香港青年設計才俊獎是我們另一個培訓年青設計師的延伸，為具潛質的設計師提供海外實習、文化交流與拓展網絡的機會。

「當人意識到自己的無知，便是最大的智慧。」蘇格拉底這句名言到今天依然十分受用。學習、放下舊知識、再重新學習，這個過程需要謙遜的態度，方能使我們保持靈活變通與機智；一直走在前線，這便是設計知識學院的創辦理念。學院針對公營及私營機構的創意行政人員，聘請來自世界頂級設計學府的優良師資，以小班教學、互動和跨學科的課程特色，傳授設計為先的思維和技巧，讓學員在各自的專業範疇上學習如何利用設計創造價值和提升影響力。

推廣本地設計師是我們的首要任務。香港要維持競爭力，便需培育更多設計師與具設計思維的人才。我們參與了2014米蘭設計周，藉此向在場的世界設計分子介紹本地年青和知名設計師，以及香港的設計發展概況，並透過一個體驗式的展覽——「香港：變不停」，成功讓參與者深入了解香港的設計文化。

香港設計中心將繼續努力，推廣設計至各社區層面。感謝我們的合作夥伴，例如香港迪士尼樂園及K11購物藝術館等，以設計藝術等形形式式的創意活動，連繫學生、設計師與公眾。有賴當中的互動，我們才能提高大眾對設計的興趣，從而在社會推廣可持續的設計文化。

在此特別鳴謝香港特區政府及創意香港對香港設計中心和本地設計界的支持，也衷心感謝我們的董事局、合作夥伴和我們的工作團隊，大家都為這些別具意義的公眾使命無私付出。未來，我們將加倍努力，把信念推廣至社會各界，發揮最大的感染和影響力，傳承設計文化。

一起來宏揚創意企業吧！讓創意企業，繼續發光發熱！



# APR

Hong Kong: Constant Change — Exhibition in Milan Design Week 2014  
「香港：變不停」設計展 — 參展2014米蘭設計周 (8 – 13 Apr 2014)



Design For Asia Awards 2014 Touring Forum — HK Session  
《Transformative Design For Asia — Design Atmosphere and New Thinking》  
亞洲最具影響力設計獎2014巡迴交流會 — 香港站  
《銳變中的亞洲 — 設計氣候與新思維》  
(11 Apr 2014)



# MAY

Service Innovation and Implementation: A Series of Two-Day Modules  
創新服務與執行：兩天課程  
(22 – 23 May 2014)



# JUN

Knowledge of Design Week (KODW) 2014  
設計「智」識周  
(23 – 27 Jun 2014)



# JUN

Entrepreneurship for Design & Creative Business Certificate Programme 2014 — 8th Intake  
第八屆志在創業 — 設計與創意工業證書課程  
(12 Jun – 5 Sep 2014)



# JUL

BODW 2014 Lead-in programme: Designed by Hong Kong 1st Episode — “Functional Simplicity”  
設計營商周前哨活動 — 「香港設計」系列分享會 第一場 — 「實用性簡約」  
(10 Jul 2014)



# AUG

BODW 2014 Lead-in programme: Designed by Hong Kong 2nd Episode — “Design for New Nomad”  
設計營商周前哨活動 — 「香港設計」系列分享會 第二場 — 「給遊樂『文』族的設計」  
(2 Aug 2014)



# SEP

BODW 2014 Lead-in programme: Designed by Hong Kong 3rd Episode — “Design for Upcycling Culture”  
設計營商周前哨活動 — 「香港設計」系列分享會 第三場 — 「『星』級再造設計」  
(20 Sep 2014)

Happy “D” Project  
「快樂D計劃」  
(Commenced in Sep 2014)



## OVERVIEW OF HKDC'S ACTIVITIES AND PROGRAMMES 年度回顧

# SEP

Design Mart 2014@K11  
設計市集2014@K11  
(26 – 28 Sep 2014)



# OCT

BODW 2014 Lead-in programme: Designed by Hong Kong  
4th Episode — “Playful Images X Fashion Design”  
設計營商周前哨活動 — 「香港設計」系列分享會  
第四場 — 「玩「魅」X 時裝設計」  
(18 Oct 2014)



Service Innovation and Implementation: A Series of  
Two-Day Modules  
創新服務與執行：兩天課程  
(3 & 6 Oct 2014)

# NOV

BODW 2014 Lead-in programme: Designed by Hong Kong  
5th Episode — “Design for New Media”  
設計營商周前哨活動 — 「香港設計」系列分享會  
第五場 — 新體驗X多媒體設計  
(29 Nov 2014)

48-Hour Game Design Hackathon  
48 小時遊戲即興創作黑客馬拉松  
(28–30 Nov 2014)



deTour 2014  
(28 Nov – 7 Dec 2014)



# DEC

Business of Design Week (BODW) 2014 — “Living Design:  
Live It. Work It. Wear It. Do It.”  
設計營商周 — 「生活設計：衣、住、行、玩」  
(1 – 6 Dec 2014)



DesignEd Asia Conference 2014  
設計教育亞洲會議  
(1 – 2 Dec 2014)

D-Student X-change Programme  
學生交流計劃  
(1 – 6 Dec 2014)

Global Design Network  
國際設計組織聯席會議  
(3 – 4 Dec 2014)

Business of IP Asia Forum (BIP Asia) 2014  
亞洲知識產權營商論壇  
(4 – 5 Dec 2014)

HKTDC Inno Design Tech Expo  
香港貿發局設計及創新科技博覽  
(4 – 6 Dec 2014)



# DEC

DFA Awards Presentation Ceremony  
DFA 設計獎頒獎典禮  
(3 Dec 2014)



deTour 2014: Pechakucha  
(5 Dec 2014)



BODW Post Event: BODW@Beijing  
設計營商周會後活動：BODW@北京  
(3 & 9 Dec 2014)

BODW Post Event: BODW@Guangzhou  
設計營商周會後活動：BODW@廣州  
(7 Dec 2014)



# JAN

Service Innovation and Implementation: A Series of Two-Day Modules  
創新服務與執行：兩天課程  
(16 & 19 Jan 2015)

# MAY

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

# JUN

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



# ON-GOING

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



# ON-GOING

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



Hong Kong Design Directory  
香港設計指南

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

Communications & Media Publicity  
傳訊與媒體報導

Visits to HKDC  
到訪香港設計中心



Partnership and Collaborations  
夥伴合作



# CONNECT 聯繫業界

ALL INDUSTRY DOERS AND THINKERS, FOSTER EXCHANGE AND COLLABORATIONS AMONG DESIGNERS, BUSINESSES AND ACADEMIA.

為設計師、商界、學術界及有夢想的人提供交流和合作平台。



# Business of Design Week (BODW) 2014 — Living Design: Live It. Work It. Wear It. Do It.

設計營商周：「生活設計：衣、食、行、玩」



By now a must-attend highlight on the global design circuit, our marquee event the 13<sup>th</sup> edition of Business of Design Week (BODW) was staged between 1-6 December 2014.

Sitting at the crossroads of East and West, and of business and creativity, BODW 2014 attracted more than 100,000 design aficionados gathered to hear, learn and converse about the business of design.

If anything is evidence of Hong Kong's importance as the region's design hub, it is the sheer scope and quality of our programmes. More than one hundred design luminaries, creators, entrepreneurs and educators presented new concepts and perspectives. Drawing upon their personal experiences and stories, these celebrated leaders created the perfect ambience for the simmering of new ideas, businesses, and collaborations.

BODW 2014 celebrated the design of Sweden, the world-shaping design giant famous for creating global brands like IKEA, Absolut Vodka, Ericsson, Candy Crush and Volvo. Swedish icons such as Swedish Industrial Design Foundation's CEO Robin Engman and IKEA's Head of Design Marcus Engman explained how Swedish designers reinvented the mundane to "Live it. Work it. Wear it. Do it."

Complementing the design symposiums inspired by the partner country, creators from around the globe like Dutch architectural guru Rem Koolhaas, auto design czar Lars Falk and Pritzker architecture winner Shigeru Ban reminded the audience that creativity, more than ever, empowers lives and creates opportunities.

The Brand Asia Forum also returned, with hundreds of designers, executives and academics gathering to listen to branding icons such as Urbanears' Oscar Axhede and The Absolut Company's Peder Clason. Topics? Anything

from the branding war reminiscences of bruised brand veterans to new branding theories concocted by gadget experts. Conclusion? We are all a brand now!

The 2014 Technology for Design seminar, our annual gathering of technology experts, focused on deciphering the appeal of gamification, as a generation raised on gaming is applying the tools of game theory to customer engagement, product development and corporate training.

Per Kristiansen of Denmark demonstrated to our bemused audience the power of the LEGO® SERIOUS PLAY® method in solving business problems while Swede Oliver Merlöv talked blockbuster videogames "Assassin's Creed" and "Just Dance" Now. Niklas Malmqvist explained why you need more than 150 artists to produce something like "Candy Crush", while Hong Kong's own Yat Siu talked up local success story OutBlaze. AI Gore was right. Games are the new norm!

BODW 2014 saw the inauguration of the new Education & Design (ED) segment. The maiden programme explored fashion education under the tutelage of faculty from Central Saint Martins, Parson the New School of Design and other leading institutions.

As is customary, BODW was accompanied by a plethora of satellite events, talks and courses that further explores the boundaries of design. Most notably, deTour 2014 showcased talented designers from Hong Kong, while the DFA Awards celebrated a host of Asian design luminaries, including Kohei Sugiura, Ho Kwon Ping and Arnold Chan for their outstanding achievements.

After a year of living Swedishly, BODW 2015 will return as a global design laboratory, this time featuring Barcelona, our first ever partner city, as a pioneer in contemporary urban design.

香港設計中心年度旗艦活動，不容錯過的全球設計界盛事——第十三屆設計營商周於2014年12月1至6日圓滿舉行。

設計營商周2014吸引了超過十萬名業界精英及著名設計師參與，在融匯中西文化、商業與創意的平台上分享及交流，發掘合作機會。

憑藉豐富內容與精彩活動，設計營商周不但吸引世界各地設計同業參與，更把香港打造成為區內重要的設計中心。超過一百名傑出設計師、企業家及教育家就個人經歷分享，激發創新思維，造就商機處處。

設計營商周2014以瑞典設計為主題，全球無數知名品牌，包括宜家家居、Absolut伏特加、愛立信、Candy Crush及Volvo汽車，也是起源於瑞典。活動有幸邀請來自瑞典設計界兩名最具代表性的人物出席——瑞典工業設計基金會行政總裁Robin Edman及宜家家居設計總監Marcus Engman，他們分析了瑞典設計師如何把創意融入生活，重新演繹「生活設計：衣、住、行、玩」的理念。

於主題研討會上，亦不少得由其他合作國家帶來的精彩片段，例如：荷蘭建築巨匠Rem Koolhaas、汽車設計靈魂人物Lars Folk及Pritzker Architecture得獎者Shigeru Ban的現場分享；他們都強調創意對現代人生活的影響及重要性，引發大家無限聯想。

品牌亞洲論壇再次回歸，吸引過百名設計師、行政人員和學者，聆聽由品牌大師Urbanears的Oscar Axhede及The Absolut Company的Peder Clason等分享其品牌故事。主題是甚麼？或許是身經百戰的品牌大師大談他們的成功故事、如何在市場上突圍而出；又或許是時裝達人談談他們最熟悉的品牌理念。



此外，2014科技與設計研討會為業界人士的年度聚會，提供機會讓他們解說當今的遊戲化現象與各種應用，解拆那些在遊戲年代中成長的人如何把遊戲理論應用在提升顧客參與度、產品發展和企業培訓等不同範疇上。

研討會上，來自丹麥的Per Kristiansen向參加者講解了LEGO® SERIOUS PLAY®如何有效地解決商業問題，而瑞典的Oliver Merlod則介紹大受歡迎的電玩遊戲Assain's Creed和Just Dance Now。此外，還有Niklas Malmqvist告訴你為何製作像Candy Crush這樣的遊戲需要超過150名藝術家參與；香港的蕭逸談到他的成功故事OutBlaze。也許美國前副總統戈爾是對的一遊戲已成為我們人生的一部分！

設計營商周2014的教育與設計部分為近年發展的新項目，今年邀請了來自倫敦中央聖馬田、紐約帕森設計學院及其他著名設計學院的講師，一同探討時裝與教育的新路向。

一如以往，設計營商周亦舉辦了一系列講座、課程和特備節目，全面探索設計的無限可能。當中，亞洲最具影響力設計獎表揚了多名亞洲設計師的傑出成就，包括杉浦康平、何光平及Arnold Chan等；而deTour 2014更展示了一群最具潛質香港設計師的實力。

經過一年的瑞典風潮，設計營商周2015將邀得當代城市設計先鋒——巴塞隆拿，擔任首個夥伴城市，帶來全新設計風貌。萬勿錯過！

10+ events  
同期節目

100+ design experts, entrepreneurs and educators  
傑出設計師、企業家及教育家

100,000+ participants  
參加者

The 13<sup>th</sup> edition  
第十三屆

## Designed by Hong Kong

「香港設計」

BODW Lead-in Programme

設計營商周前哨活動



A lead-in to the Business of Design Week 2014, "Designed by Hong Kong" was a series of 5 sharing episodes featuring the vanguards of Hong Kong design talents. Through intimate workshops and seminars, participants interacted with designers who have a tale to tell. As designers explained their creative process, they also enjoyed the exchange with an eclectic assembly of eager participants united by their love of design.

「設計營商周」2014前哨活動—「香港設計」為一系列共五次，匯聚香港前衛設計師的分享會。參加者透過工作坊及講座與設計師交流，從而了解設計背後的故事。設計師除了分享及講解他們的創作歷程，也十分享受與一群設計愛好者交流互動。

Functional  
Simplicity  
「實用性簡約」  
10/7/2014

Design for  
New Nomad  
給遊樂「文」族  
的設計  
2/8/2014

Design for  
New Media  
新體驗X  
多媒體設計  
29/11/2014

Playful Images X  
Fashion Design  
玩「魅」X  
時裝設計  
18/10/2014

Design for  
Upcycling  
Culture  
「星」級再造設計  
20/9/2014

## 48-Hour Game Design Hackathon

48小時遊戲即興創作黑客馬拉松

BODW Concurrent Event

設計營商周同期活動



28-30/11/2014

Budding game designers were invited to test their mettle by joining the Game Design Hackathon. For a period of 48 hours from 28-30 November 2014, game design teams worked under the watchful eyes of Niklas Malmqvist, art director of the global smash hit "Candy Crush Saga" and Oliver Merlöv of "Assassin's Creed Revelation" fame. The objective was to win the first prize and, perhaps more importantly, to impress these industry leaders. "Lolli-Spin — Everyone Loves Candy" was the work that won the championship, due to its fun factor, ease of understanding and potential commerciality.

一群新晉遊戲設計師獲邀參與「48小時遊戲即興創作黑客馬拉松」，以挑戰創意。在2014年11月28-30日的48小時內，各個遊戲設計團隊共同製作了一款遊戲，由全球大熱手機遊戲「Candy Crush」美術總監Niklas Malmqvist和Assassin's Creed Revelations的Oliver Merlöv作評審，團隊除了一較高下，更主要是在業界領袖前留下印象。比賽最終由「Lolli-Spin — Everyone Loves Candy」贏得冠軍，他們設計的遊戲內容充滿趣味，容易理解，且甚具商業發展潛力，因而成功讓他們脫穎而出。



## D-Student X-change Programme

### 學生交流計劃

BODW Concurrent Event

設計營商周同期活動



28-30/12/2014

Co-organised with The Hong Kong Polytechnic University, Hong Kong Design Institute and Hong Kong Disneyland, the D-Student X-change Programme was where nascent design talents from Hong Kong meets their match from our partner country, 20 Swedish university students travelled to Hong Kong during the BODW period to meet their local counterparts to live the global promise of design.

Led by Per Kristiansen, students participated in a LEGO® SERIOUS PLAY® Methodology Workshop and learnt about Swedish furniture working with Fredrik Färg and Emma Marga Blanche. They also explored technology at HKCEC, attended the opening ceremony of BODW and even spent a day in Disneyland for an ImagiNations workshop.

我們與香港理工大學、香港知專設計學院及香港迪士尼樂園合辦的「學生交流計劃」讓香港及設計營商夥伴國家的設計學生進行交流。20位來自瑞典的大學生於設計營商周期間來到香港與本地學生交流，活出對環球設計許下的承諾。

由Per Kristiansen帶領下，學生參與了LEGO® SERIOUS PLAY® 工作坊，又跟Fredrik Färg及Emma Marga Blanche學習瑞典傢俬製作。學生於香港會議展覽中心一起探索科技，更在迪士尼樂園完成一天的幻想工程工作坊，還有機會參與「設計營商周」的開幕典禮，見證星光匯聚。



## DesignED Asia Conference

### 設計教育亞洲會議

BODW Concurrent Event

設計營商周同期活動



The 10<sup>th</sup>  
edition  
第十屆

1-2/12/2014

Knowledge. Learning. Teaching. Natural talent needs to be supplemented by education. This is the mission of the DesignED Asia Conference. Working for the last 10 years with The Hong Kong Polytechnic University School of Design and Hong Kong Design Institute, we invited leading design professors from the world's best design schools to share their knowledge and expertise from 1-2 December 2014.

Whether reflecting on theoretical design, meditating on experiential learning for sustainable design, or simply learning how to design a Massive Open Online Course (MOOC), participants embarked on a unique intellectual journey in the universe of design.

設計教育亞洲會議於2014年12月1-2日圓滿舉行，我們相信教育對培育人才的重要，並以知識、學習、教學為宗旨。過去十年，我們一直與香港理工大學設計學院和香港知專設計學院合作，邀請世界各地最優秀設計學院的設計系教授分享他們的知識與經驗。

不論是設計理論的反思，導向可持續生活的設計實驗與學習，或是純粹學習如何設計一個網上遙距課程，參與者也能在設計領域中，體驗一個與別不同的知識之旅。



## Global Design Network (GDN) Symposium

「國際設計師聯席會議」

BODW Concurrent Event

設計營商周同期活動

Co-organized with Hong Kong Federation of Design Associations (FHKDA) and Hong Kong Trade Development Council (HKTDC), the annual GDN Symposium draws the world's design professionals to Hong Kong to connect, strengthen bondages and explore collaboration.

Centred on the theme of "Nurturing Emerging Creativity", Emma Ivarsson of Swedish Fashion Incubator, Mahesh Murthy of Seedfund (India) and David Wang of the Asia Fashion Federation (Singapore Committee) shared their experience on the dos and don'ts in cradling new creative forces at the Keynote Session.

With its new attempt to launch a two-day programme, introducing the Open Dialogue cum Luncheon, as well as the Keynote Session which welcomed the participation of non-GDN members, the 7<sup>th</sup> anniversary of GDN Symposium concluded on a celebratory note.



3-4/12/2014

The 7<sup>th</sup> edition  
第七屆

我們與香港設計總會及香港貿易發展局聯辦的「國際設計師聯席會議」，每年均吸引多位來自世界各地的設計專才來香港，藉此平台積極交流，強化連繫，並商討合作良機。

本年度的會議主題為「培育創意新勢力」。在專題演講中，來自瑞典Swedish Fashion Incubator的Emma Ivarsson，印度Seedfund的Mahesh Murthy，和Asia Fashion Federation(新加坡分會)的汪暉，跟與會者分享在培育創意人才方面應注意和避免的地方。

本屆會議增添了嶄新元素，除了首次把活動期間增至兩天外，還舉辦了對話暨交流午餐，以及首辦歡迎非會員出席的專題演講。在各界支持下，第七屆「國際設計師聯席會議」成功舉行。

30+  
most influential  
design experts  
最具影響力  
設計專才

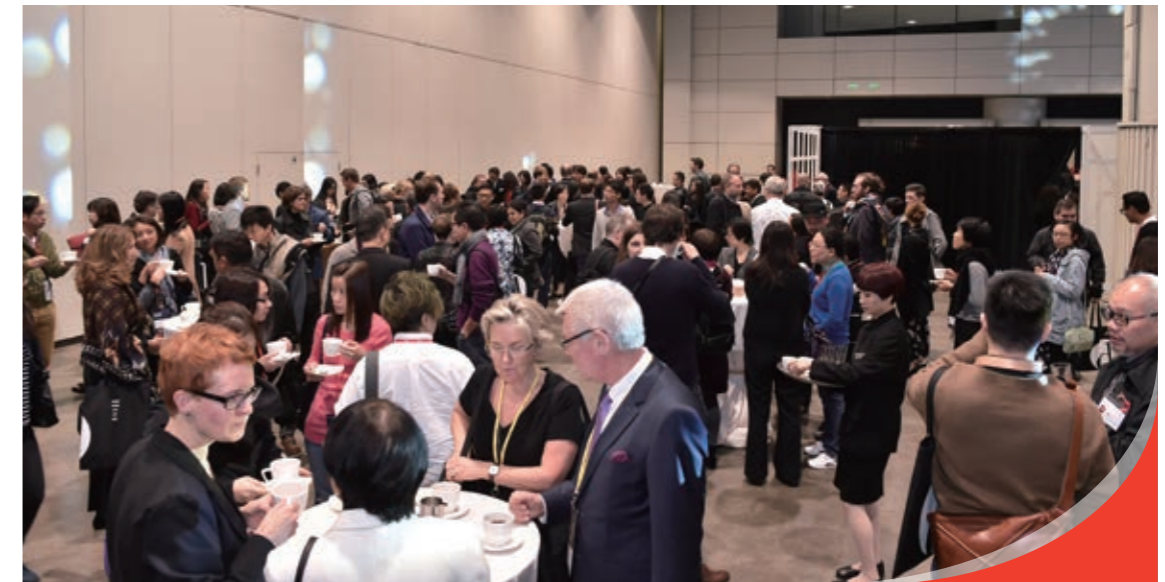


## Business of IP Asia Forum

亞洲知識產權營商論壇

BODW Concurrent Event

設計營商周同期活動



4-5/12/2014

How can IP power business expansions? This seemingly simple question attracted more than 2,000 people to the fourth edition of Business of IP (BIP) Asia Forum, held on 4-5 December 2014. More than 80 experts discussed everything from the impact of cloud computing on intellectual property, the potential of micro movies to the intersection of technology and design in fashion.

Making clear that in the knowledge economy, intellectual property is at the core of business success, BIP is not just your traditional conference; it insists on business development and cross-cultural pollination, either through informal settings or through speed networking.

知識產權如何有助開拓商機？這個看似簡單其實複雜的問題吸引了超過2,000人參加第四屆亞洲知識產權營商論壇。80多位專家聚集一起探討不同議題：從雲端運算對知識產權的影響；從微電影的發展潛力以至科技與設計如何改變現今世界。

在當今知識型經濟社會中，論壇旨在重新確定知識產權是取得商業成功不可或缺的因素。亞洲知識產權營商論壇不只是一個傳統會議論壇，它更強調當中的交流與建立人際網絡的過程，以助有效地帶動商業發展及跨文化的傳播。



The 4<sup>th</sup> edition  
第四屆

2,000+  
participants  
參加者

80+  
experts  
專家

## Inno Design Tech Expo (IDT Expo)

設計及創新科技博覽  
BODW Concurrent Event  
設計營商周同期活動

The 10<sup>th</sup> edition of one of Creative Asia's largest trade fairs — co-organised with the Hong Kong Trade Development Council — connected hundreds of creatives with more than ten thousand of eager visitors in search of products, ideas, inspirations and entertainment, held on 4–6 December 2014.

New themes and activities emerge every year. Design and tech move at lighting speed. In 2014, 3D printing solutions, creativity-driven start-ups and pure inventions were the centres of attention.

Inno Design is composed of a myriad of small, specialised event alcoves that allow for an atmosphere of business intimacy often absent in such mega-events. 50 seminars explored the event's major themes Design in Business and Innovation in Business this year. While the Inspiration Hall featured exchanges on creativity, lifestyle and social media, the Trade Hall's talks focused on commercial topics from 3D printing to cloud computing. In all, it was a non-stop affair fuelled by the frenetic atmosphere unique to Inno Design.

As Sweden was the partner country of the Business of Design Week and IDT Expo, brands like Ikea, Electrolux, Volvo and Scania leveraged the event's Living Design theme to show us all at IDT Expo how to "live it", "work it", "wear it" and "do it" Swedishly.

2015? Barcelona is coming.

## Hong Kong Design Centre Pavilion

Using AR technology, the central display of the pavilion delivered HKDC public mission of driving the city's sustainable development through design.

Adjacent to it was the "Hong Kong Designer Book Feature" exhibition. Under a theme of "Hong Kong's Creative Mind — What we think. How we work", the book exhibition comprised three different sections: "Design HK • Design Life", "Books of a Creative Mind" and "HKDC Publication". It showcased the achievements by local designers and also served as a valuable source of knowledge for the public to understand the relationship among design, culture and life.

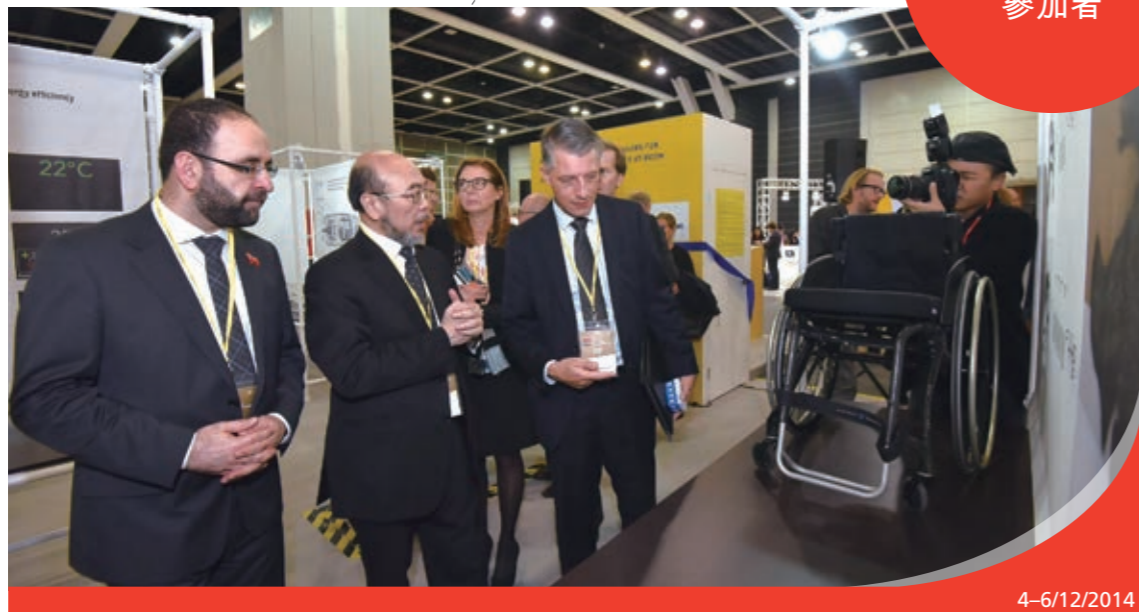
The pavilion also housed the HKDC Awards 2014 Exhibition. It showcased nearly 190 influential, award-winning designs across Asia, including the most creative designs by the city's young design talents and local creative companies.

## Education Corner

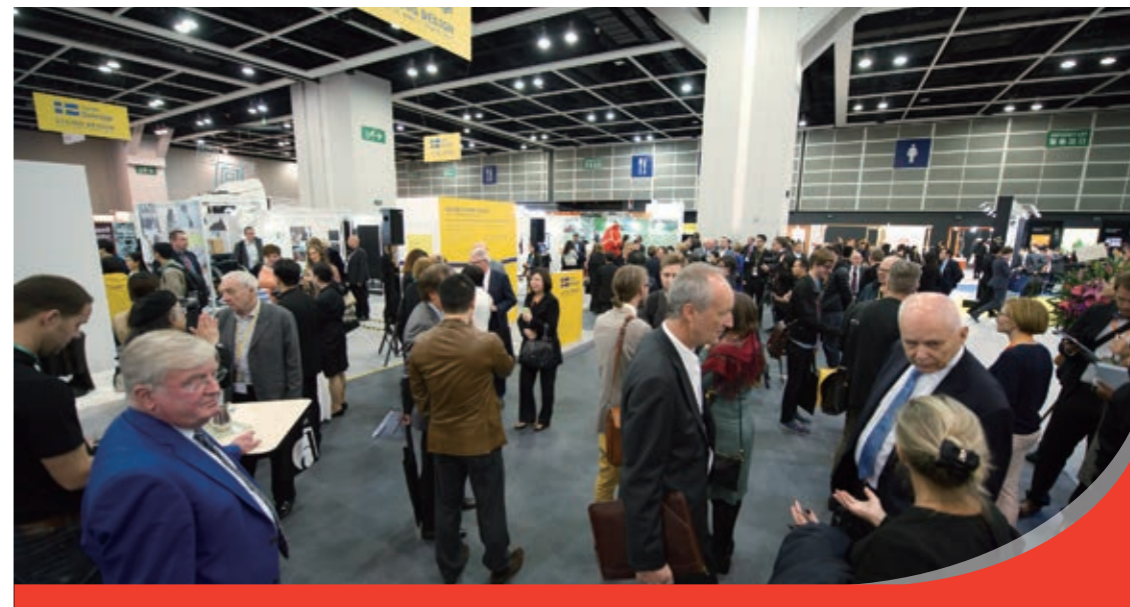
Co-organized with The Hong Kong Polytechnic University and Hong Kong Design Institute, the education corner exposed students to the realm of design through a series of fun and engaging workshops targeting at students of secondary schools. The aim was to inspire participants in shaping own creativity, examining actual design process, as well as exploring how design can make a different to our future living.

The 10<sup>th</sup>  
edition  
第十屆

10,000+  
participants  
參加者



4-6/12/2014



我們與香港貿易發展局聯辦，踏入第十屆的設計及創新科技博覽是亞洲區內最大型的創意貿易展。博覽會於2014年12月4–6日舉行，匯聚過百名從事創意工業的專業人士，吸引近萬多名參加者前來探索新產品、新概念；為大家帶來資訊、娛樂和創作靈感。

設計與科技的發展日新月異，每年的博覽會都會帶來全新的主題和活動。2014年，最受關注的話題便圍繞三維打印方案，初創企業及原創發明。

參加者除了可於博覽會找到不少小型專題活動，與業界交流，亦可選擇參與50場關於「設計在商業」與「商業中的創新」的研討會；體驗一下探討創意、生活時尚和社交媒體的互動交流「創意館」；探索一系列有關商業主題如三維打印方案與雲端電腦的「貿易館」；以及各式各樣的展覽、論壇和研討會，絕對是拓展人際網絡的最佳場所。

瑞典為今年設計營商周及博覽會的夥伴國家，博覽會以「生活設計」為主題，在衣、住、行、玩四個範疇中展示該國的設計意念；宜家家居、Electrolux、Volvo、Scania等瑞典品牌便是最好的說明。

2015主角是誰？有請巴塞隆拿！



## 香港設計中心展館

主要展區以擴增實境(AR)技術向公眾展示了香港設計中心的理念，以設計推動城市的可持續發展。

主要展區旁是以「Hong Kong's Creative Mind — What we think. How we work」為主題的「香港設計師書籍展」。此次書籍展中包括「設計香港•設計生活」、「Books of a Creative Mind」及「香港設計中心出版物」三部分，近百本設計精選書不但展示了本地設計創意力量，更讓大眾多了解設計、文化、生活之間的緊密關係。

另一展區「香港設計中心設計獎」則展出2014年約190項亞洲最具影響力的出色設計和香港年青設計師的作品。

## 學生園地

與香港理工大學設計學院及香港知專設計學院聯辦的學生園地，針對中學生而設計了一系列生動、有趣的工作坊；旨在啟發學生發揮創意巧思、探索跳脫常軌的設計過程，及思考如何運用設計改變未來生活。

## deTour 2014

BODW Concurrent Event  
設計營商周同期活動



28/11-7/12/2014

deTour, an annual design festival, returned to a familiar yet newly transformed venue, PMQ, for its 2014 edition. As the new design epicentre of Hong Kong, PMQ embodied "Co-creation", deTour 2014's theme, with gusto.

Over the course of 10 days from 28 November – 7 December 2014, creators, artisans, designers and the community lived and breathed creativity, inspiring and challenging each other within the confines of Hong Kong's new temple of design. More than 70 onsite deTour events were held at PMQ, while a further 50 satellite events were held around town.

Swedish eyewear priestess Anna-Karin Karlsson, fashion designer Greta and hybrid power station maker InnoVentum brought Swedish flair to the proceedings, while local design wonders LAAB architects and designers Allan Lau and Chailie Ho worked together to create Fermata, an eerie, soothing installation that let participants escape urban chaos. Workshops, seminars, pop-up shops and creative mart were but some of the exciting deTour happenings of 2014.

Attracting hundreds of designers and thousands of participants, from design pros to creative novices, talents voyeurs and casual shoppers, deTour has spawned from a mere concurrent BODW event into a highly successful and anticipated celebration of local design!

### PechaKucha

deTour used the PechaKucha design speed-dating of "20 images X 20 seconds" formula devised by Klein Dytham architecture in Tokyo, 2003, to introduce Sweden to Hong Kong. Nine up-and-coming Swedish designers "chit-chat" flirtatiously about urban culture, ceramics, jewellery and the likes. With PMQ as a backdrop, design romances can only flourish...

deTour於2014年回歸到我們又懷舊，又最新穎的元創方。活動在這個嶄新的設計基地舉行，呼應了deTour 2014的主題「共同創作」。

節目於2014年11月28日至12月7日舉行，為期十天，由各界創作人、藝術家、設計師在這個全新設計社區一同尋找創意、吸收靈感、挑戰彼此的設計理念。超過70項deTour活動在元創方先後舉行，其餘還有50項週邊活動於全港不同地方展開。

活動中，瑞典眼鏡品牌設計師Anna-Karin Karlsson、時裝設計師Greta、創新能源製造商InnoVentum帶來了瑞典式設計精粹；而本地設計公司LAAB建築師與設計師Allan Lau和何裕釵則共同創作了Fermata——一個讓參與者逃離煩囂鬧市的藝術裝置。此外，一系列工作坊、講座、期間限定店及創意市集亦於deTour期間進行。

吸引過百名設計師及過千名公眾參與，從創作先鋒、設計人才到消閒人士，deTour已由「設計營商周」的同期項目成功蛻變為一個令人期待的设计界大事。

### PechaKucha 設計師交流

deTour引用了於2003年由東京Klein Dytham Architecture創辦的「20圖片X20秒」作品發表模式——PechaKucha，把瑞典設計文化帶到香港。以元創方為基地，九個新晉瑞典設計師就都市文化、陶瓷、珠寶等不同題目暢談，讓設計滋生與漫延。



## BODW@Beijing and BODW@Guangzhou

北京「設計營商周」及廣州「設計營商周」

BODW Post Event  
設計營商周會後活動



3-9/12/2014

Embracing the mission of acting as a super connector between China's rich cultural heritage and world trends often born in Scandinavia, HKDC organised design caravans to Beijing (3 and 9 December) and Guangzhou (7 December).

Launched in Beijing by Lars Fredén, Ambassador of Sweden and in Guangzhou by Jörgen Halldin, Swedish Consul-General in Hong Kong and Macao SAR, the events featured a host of stellar Swedish designers like Lars Falk from Volvo and Peder Clason from Absolut Vodka. Global design luminaries like Ho Kwon Ping of Banyan Trees Holdings and 2014 Pritzker Architecture Shigeru Ban were also in attendance.

為連繫中國的傳統文化與北歐國家的世界潮流，香港設計中心專程到北京（12月3及9日）和廣州（12月7日）推廣「設計營商周」。

由瑞典領使Lars Fredén及駐香港及澳門瑞典總領事Jörgen Halldin分別為北京站和廣州站揭開序幕。活動邀請了來自瑞典的頂級設計師，包括富豪汽車Lars Falk及Absolut Vodka的Peder Clason等；與會者還包括悅榕莊集團執行主席何光平、2014普利茲克獎得主坂茂等世界各地設計精英。



## Hong Kong: Constant Change

香港：變不停

60+  
creative  
multimedia  
presentations  
嶄新的多媒體  
演繹手法



We were honored to receive an invitation to participate in the 2014 Milan Design Week held on 8–13 April 2014. We invited Danish award-winning architect Nille Juul-Sørensen to envision the future of Hong Kong for one of the world's greatest design festivals. Hong Kong's ability to integrate past and future prompted Juul-Sørensen to choose "Constant Change" to illustrate his vision of Hong Kong. More than 60 designers were summoned to create a fully immersive multimedia impression of our city. Visitors walked a Hong Kong street generated via giant video walls, and used QR codes on mobile devices to listen to each participating Hong Kong designer, thus experiencing a customised version of Hong Kong's urban tapestry.

As part of the exhibition featuring an innovative interactive paper art installation designed by Stickyline, visitors built a giant piece of rice installation through the use of paper and created walking paths between them. Indeed, change is Hong Kong's only constant.

我們有幸獲邀參與於2014年4月8–13日舉行的米蘭設計周。香港設計中心特此邀請了丹麥獲獎建築師 Nille Juul-Sørensen 為我們勾畫香港的未來，作為設計周其中一項展品。在 Juul-Sørensen 眼中，香港是個同時承載過去與未來的城市，這正是他想到以「變不停」為主題的由來，當中充滿著他對香港未來發展的願景。由超過60名設計師以嶄新的多媒體手法演繹對這個城市的印象和記憶，參觀者置身於投射在大型屏幕的香港街道，利用智能手機捕捉當中由不同設計師創造的QR碼，感受一個全新且與別不同的香港城市景觀。

展覽的其中一部分更即場邀請參加者一嘗 Stickyline 設計的互動裝置，共同製作一個巨型稻田裝置和當中的路線。或者事實就是，變幻原是香港的永恆。



# CELEBRATE 宏揚人才

TALENTS AND GOOD DESIGNS THAT IMPROVE  
QUALITY OF LIFE, ADDRESS SOCIAL  
INNOVATION AND PRESERVE  
CULTURAL HERITAGE.

嘉許為改善生活、發展社會、保留  
文化有所貢獻的人才和設計。

## Awards and Recognition to Design Excellence

### 表揚傑出設計的獎項計劃

DFA Awards is the most recognised design awards acknowledging and celebrating design excellence from an Asian perspective. This year, a judging panel of 40 world-renowned design professionals from all around the world selected 189 talented designers and projects in 5 award programmes:

1. **DFA Lifetime Achievement Award (DFALAA)** — honour and recognition to a lifetime contributor
2. **DFA Design Leadership Award (DFADLA)** — homage to a global, business leader using design as a strategy for its success
3. **DFA World's Outstanding Chinese Designer (DFAWOCD)** — the hall of fame for great Chinese designers
4. **DFA Design for Asia Awards** — the Oscars of the Asian design industry
5. **DFA Hong Kong Young Design Talent Award (DFAHKYDTA)** — oversea work or study opportunities for young local talents

Long-awaited by the creative and design professionals and enthusiasts, the DFA Awards inspires design talents, propels business prospects and fuel aspirations. Growing businesses by rewarding talents and promoting Asian designs is very much part of our mission.

# DFA AWARDS

DFA設計獎從亞洲觀點嘉許不同範疇的傑出設計和表揚優秀的設計師，為區內最受肯定的獎項。今年，來自全球40個世界級設計專業評審分別透過5個不同設計獎項計劃，選出了189位得獎作品或設計師：

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

DFA設計獎每年都被受期待，不但啟發設計人才、開拓營商機會，亦幫助不少充滿理想的設計師。我們很高興能建立這個匯聚亞洲傑出設計師的平台，透過表揚傑出人才和推廣亞洲設計以帶動商機，秉承我們堅守的使命。



Mr Gregory SO Kam-leung, GBS, JP, Secretary for Commerce and Economic Development (2<sup>nd</sup> from left), poses with Mr Ho Kwon Ping (far left), winner of DFA Designer Leadership Award, Mr Arnold Chan (3<sup>rd</sup> from left), winner of DFA World's Outstanding Chinese Designer, Mr Nobuo Nakagaki (2<sup>nd</sup> from right) representing Mr Kohei Sugiura, winner of DFA Lifetime Achievement Award 2014 and Mr Henry STEINER, DFALAA 2012.

主禮嘉賓商務及經濟發展局局長蘇錦樑先生·GBS, JP(左二)與DFA設計領袖獎得主何光平先生(左一)·DFA世界傑出華人設計師得主Arnold CHAN先生(左三)·DFA亞洲設計終身成就獎得主杉浦康平教授之代表中垣信夫先生(右二)以及2012年DFA亞洲設計終身成就獎得獎者Henry STEINER先生合照。



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



**DFA Design Leadership Award**  
DFA設計領袖獎



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



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



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



## DFA Lifetime Achievement Award 2014

### DFA亞洲設計終身成就獎2014

This award is bestowed upon a unique individual whose life work combines the best of the design profession with social engagement, especially in Asia. Mr Kohei Sugiura is such a person.

Mr Sugiura's work integrates research on Asian forms and intricate diagrams to book and magazine design. He rocked the Japanese modern design world by abandoning the Western grid system prevalent until the 1960s to create original, complicated and in-depth designs as in "Time-distance Map" (1969) and "Distorted Globe on the Axis of Time" (1971). Judged by many as incomprehensible at first, an open-minded immersion in Sugiura's world renders the irregular and the unexpected surprisingly comfortable. His unusual designs seek to translate the quintessential core of what is Japanese — cleanliness and purity — as well as what lies beyond. Besides books and magazines, Sugiura also applies his vision to other forms of design. Between Bhutanese postage stamps and Beijing Opera, the scope of his interests is wide.

Currently serving as Director of the Research Institute of Asian Design at the Kobe Design University, Mr Sugiura is a master of graphic design, typography and design research. After graduating from Tokyo University of the Arts with a degree in Architecture, Sugiura entered the graphic design world in the 1950s. From 1964 to 1967, he was Guest Professor at the Design College of Ulm in Germany and Professor of Visual Information and Design at Kobe Design University from 1989 to 2002.



「DFA亞洲設計終身成就獎」表揚在亞洲區內以設計為終身事業，以及其成就能帶動社會發展之人士，獲獎的杉浦康平先生可說是當之無愧。

杉浦先生的作品包括展現亞洲特色的研究、圖表、書籍和雜誌設計。他在60年代大膽摒棄當時廣泛流行的西方版式設計，而他在《時間地圖》(1969)和《時間軸變形地球儀》(1971)兩部經典著作中發表的原創、複雜及深度設計概念，更震撼了整個日本設計界，影響深遠。從最初被評為難以理解，到後來人們只要保持開放的態度，便可看到在杉浦創作的世界中，他把一切不規則與不安賦予平靜祥和之感。杉浦的不尋常設計正好把日本文化中的清澈和純粹表達出來。書籍和雜誌以外，他亦把設計意念應用在其他範疇，涵蓋不丹的郵票設計以至在日本舉行的京劇展覽等。

杉浦康平是平面設計、字體設計和設計研究大師，現為神戶設計大學亞洲設計研究學院主任。在日本東京美術大學取得建築學位後，杉浦於50年代加入平面設計界。1964至1967年間，杉浦應邀到前西德的烏爾姆設計學院任教。1989至2002年間，他於神戶設計大學擔任視覺訊息和設計系教授。

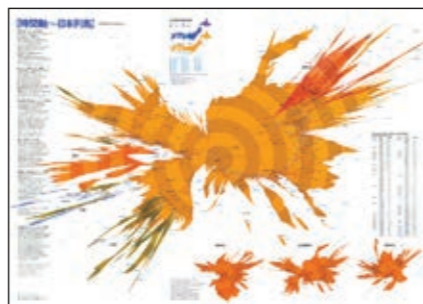


Diagram design of Time-distance Map (1969)  
《時間地圖》，1969，圖表設計。



Poster design of Beijing Opera in Japan (1979). Sugiura was also the planner and designer of the exhibition.

「日本京劇集錦」，1979，展覽海報設計。杉浦亦是該展覽策劃人。

## DFA Design Leadership Award 2014

### DFA設計領袖獎2014



This award pays homage to a global business leader who uses design as a strategy for success and a fuel for business expansion. Mr Ho Kwon Ping, Executive Chairman of Banyan Tree Holdings, redefined Asian hospitality and created one of Asia's most successful chains of hospitality.

Born in 1952, Mr Ho trained as a developmental economist before becoming economics editor of the Far Eastern Economic Review. In 1981, he took over his father's conglomerate, before defining his own legacy by founding Banyan Tree in 1984. Mr Ho makes good use of his developmental economist background by ensuring that his projects create opportunities for local people and businesses while adopting sustainability principles throughout.

In May 2000, Mr Ho was conferred an honorary doctorate by Johnson & Wales University, before receiving the London Business School 2005 Entrepreneurship Award. Named CEO of the Year at the Singapore Corporate Awards in 2008, he received the Hospitality Lifetime Achievement Award at the China Hotel Investment Summit in Shanghai in 2009. Ho was awarded the Singapore Government's Meritorious Service Medal for his contribution to the founding of the Singapore Management University.

In 2010, he became the first Asian to receive the American Creativity Association Lifetime Achievement Award, and was voted Top Thinker of Yahoo! Singapore 9 Awards 2011. He was presented with CNBC's Travel Business Leader Award Asia Pacific 2012, and was appointed as a board member of Diageo, a British multinational.



The first Banyan Tree resort — Banyan Tree Phuket, Thailand  
首間悅榕莊及旗艦店，位於泰國布吉島悅榕莊

「DFA設計領袖獎」表揚以設計作為商業策略及成功擴展業務的環球企業領袖。悅榕控股行政總裁何光平先生重新改造亞洲的款待服務，創辦了最成功的亞洲度假村品牌。

生於1952年，何光平曾攻讀發展經濟學，及後於《遠東經濟評論》擔任經濟新聞編輯。他於1981年接手父親的企業王國，1984年建立自己的事業，開設悅榕集團，自此成為星級酒店品牌的象徵。何光平一生學以致用，將所學經濟理論套用在企業營運中，令每個發展項目也為當地居民創造就業和營商機會，從而堅守他可持續發展的理念。

2000年5月，何光平獲強森威爾斯大學授予榮譽博士學位；2005年，他獲倫敦商學院頒發企業家獎；2008年，他獲新加坡企業獎選為年度最佳行政總裁；2009年，何光平更於上海舉行的中國酒店投資峰會上，獲頒酒店業終身成就獎。他亦獲新加坡政府授予功績勳章，以表揚他為創辦新加坡管理大學所作出的貢獻。

2010年，何光平獲美國創意協會(ACA)授予2010年終身成就獎，以嘉許其在不同範疇展現的創造性和創新，為首個亞洲人獲此殊榮。2011年，他更被雅虎新加坡網站評為最具影響力的思想家之一，進一步證明了他在商業上所創造的成就。2012年，何氏榮獲CNBC舉辦的亞太區2012年旅遊商業領袖大獎，並獲委任為英國跨國巨擘Diageo的董事。

## DFA World's Outstanding Chinese Designer 2014 DFA世界傑出華人設計師2014

This award recognises the achievement of a Chinese designer based anywhere in the world with an exceptional track record for the quality and success of his or her work. In addition, the designer must have made significant contribution to the design community through education and active involvement in professional and social organisations. Mr Arnold Chan, Principal of Isometrix Lighting + Design Ltd. was the winner of this award in 2014.

Born and raised in Hong Kong, Mr. Chan founded Isometrix Lighting + Design Limited in 1986 and quickly applied his architectural training to lighting design. By analysing the interaction of light and surroundings within a three-dimensional space he integrates lighting effects to enhance the sense of spatial flow within interiors, and in the process, transforms lighting into a creative tool.

Mr Chan has worked with some of the world's best architects and designers. One of his first major lighting commissions was for fashion retailer Joseph, whose Brompton Road store in London was designed by famed architect Eva Jiricna in the 1980s. In Asia, Isometrix is known for its work with Philippe Starck in transforming the renowned Felix Restaurant at The Peninsula Hong Kong into a standalone attraction. Tasmania Ballroom and Upper House in Hong Kong, London Edition and Sketch in London, and the AMQ in Tokyo are some of the recent projects completed by Isometrix.



Felix Restaurant, The Peninsula Hong Kong (1994)  
香港半島酒店Felix餐廳



「DFA世界傑出華人設計師」專門表揚成就非凡的華裔設計師。在個人專業上擁有超卓的表現外，設計師亦需致力投身教育、研究或培訓工作，以及在設計行業作出一定貢獻。2014年獲得此殊榮的是Isometrix照明+設計有限公司的董事總經理Arnold Chan。

Arnold Chan於香港長大，1986年創辦國際建築照明顧問Isometrix照明+設計有限公司。他把其建築專業應用到燈光設計上，探索燈光與三維空間環境的相互影響，並嘗試利用燈光效果加強室內的空間感，成功把燈光變成創意工具。

Arnold Chan曾與不少世界知名建築師和設計師合作。他的首項矚目燈光設計項目源於80年代一由著名建築師Eva Jiricna為時裝品牌Joseph在倫敦布朗普頓路設計的商店。Isometrix亦曾參與由建築師Philippe Starck設計的香港半島酒店Felix餐廳項目，而聞名於亞洲。近期的項目包括香港的Tazmania Ballroom和The Upper House、倫敦的London Edition和Sketch，以及東京的AMQ。

## DFA Design for Asia Awards 2014 DFA亞洲最具影響力設計獎2014



Group photo of Ms Susie Ho, JP, Permanent Secretary for Commerce and Economic Development Bureau (Communications & Technology) (7<sup>th</sup> from left), and DFA Design for Asia Awards — Grand and Special awards winners. 商務及經濟發展局常任秘書長(通訊及科技)何淑兒女士·JP(左七)與一眾DFA亞洲最具影響力設計獎一大獎及特別獎得獎者合照。

The DFA Design for Asia Awards is a must-attend event for the global “Who's Who” of the Asia's design world. The Awards celebrates Asian designs that combine design and technology to promote sustainability and generate social benefits while reflecting Asia's rich heritage. This year, we received more than 1,000 entries from 23 countries or regions. The awards comprises four major awards with nominated entries, and includes the Grand Award, the Culture Award, the Sustainability Award and the Technology Award. The category awards, which receive entries via open recruitment, cover 18 categories under 4 key design disciplines: Apparel and Accessory Design, Communication Design, Environmental Design, and Product and Industrial Design.

Our panel formed by twenty-one renowned design professionals, recognised a total of 168 awards, including 10 Grand Awards, 1 Culture Award, 1 Sustainability Award, 1 Technology Award, 10 Gold Awards, 25 Silver Awards, 52 Bronze Awards, and 68 Merits.

「DFA亞洲最具影響力設計獎」是亞洲設計界的矚目盛典，獎項表揚能夠融合設計與科技，推動可持續發展，具社會效益，並反映亞洲豐富文化精粹的亞洲設計。今年，我們收到來自23個國家和地區，超過1,000個報名。各獎項包括大獎、文化獎、可持續發展獎及科技獎，所有參賽作品均由提名產生；而組別獎參賽作品則由公開招募產生，分為四大設計範圍，分別是服飾設計、傳訊設計、環境設計產品及工業設計，共18個組別。

由不同設計專業人士組成的21人評審團最終評選出共168個獎項，當中分為10個大獎、1個文化獎、1個可持續發展獎、1個科技獎、10個金獎、25個銀獎、52個銅獎及68個優異設計獎。

1,000+  
Entries From 23  
Countries & Regions  
參選作品來自23個  
國家和地區

168  
Awards  
Presented  
頒發獎項

# DFA Design for Asia Awards 2014

DFA亞洲最具影響力設計獎

Grand Award 大獎



Nike Magista  
Nike, Inc. (USA/美國)



Forest Notes  
JVCKENWOOD Design Corporation (Japan/日本)



The Red Face  
MARUSAI (South Korea/南韓)



SILENT Brass™  
Yamaha Corporation (Japan/日本)

Grand Award & Sustainability Award  
大獎及可持續發展獎

Technology Award 科技獎



PARKROYAL on Pickering  
WOHA (Singapore/新加坡)



i.Dummy  
Winswin Limited 永奕有限公司  
(Hong Kong/香港)



Rooting Out Crime by Design  
Seoul Metropolitan Government  
首爾市政府  
(South Korea/南韓)



OOObject  
Green & Associates (HK) Ltd. (Hong Kong/香港)



Mac Pro  
Apple Inc. 蘋果 (USA/美國)

Culture Award 文化獎



ThinkPad X1 Carbon  
Lenovo 聯想 (USA/美國)



Sun Tanning Project 晒日子  
Pinmo Design Studio 品墨設計工作室  
(Taiwan/台灣)



The Colours of Asia 亞洲色彩  
The Design Alliance Asia 亞洲設計連有限公司  
(Asia/亞洲)

## DFA Hong Kong Young Design Talent Award 2014 DFA 香港青年設計才俊獎 2014



Aimed at celebrating and nurturing up-and-coming designers and design graduates, the DFA Hong Kong Young Design Talent Award is our best channel for rewarding great talents aged 35 or below with publicity, fame and recognition. What do they get? Precious sponsorships to work overseas for famed design firms or to study in renowned design institutes.

This year, 18 talented young designers and recent graduates were awarded out of the nearly 200 applications. 14 of them won the financial support amount to HKD 4.75 million sponsored by Create Hong Kong of the Hong Kong SAR Government as well as Hong Kong Design Institute and School of Design of the Hong Kong Polytechnic University. This is more than twice the sponsored amount granted in 2013, which goes to show the keen support to the development of Hong Kong's budding designers.

The 2014 award went to nine talented designers and nine fresh graduates. Eager to go work or study abroad, these young prodigies will hopefully make further contributions to the Hong Kong design scene once their sojourn is over.

「DFA 香港青年設計才俊獎」旨在發掘及培育本地新晉設計師及設計畢業生，對35歲或以下年青設計師的才華給予肯定，得獎者可獲贊助到海外著名設計公司實習或知名設計學院進修。

今年我們收到接近200個年青設計師及應屆畢業生的報名，共選出18名得獎者。當中14名可獲由創意香港、香港知專設計學院及香港理工大學設計學院等贊助合共達港幣475萬元之贊助；該項目總贊助金額較2013年高出兩倍。除了可讓我們培育一班新晉設計師，亦有助促進香港的設計發展。得獎者中包括9名優秀設計師及9名應屆畢業生，他們來自不同的設計領域，把當今設計的多元化發展盡現眼前。

眼見這些年輕人如此珍惜海外實習和進修的機會，相信他們必定會學成歸來，為我們創造無限驚喜。



Group photo of Jerry Liu, Head of Create Hong Kong (3rd from right) and awardees of CreateSmart Young Design Talent.  
創意香港總監廖永亮先生(右三)與創意智優青年設計才俊得獎者合照。

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

Grant: up to HK\$500,000 financial sponsorship  
可獲高達港幣50萬元的贊助



LAI, Yuen Chi Jessica  
黎婉詞  
Environmental Design  
環境設計



TSANG, Wai Chun Aron  
曾偉俊  
Environmental Design  
環境設計

LEUNG, Chun Ting Nelson  
梁鎮霆  
Apparel & Accessory Design  
服飾設計



WONG, Kay  
黃琪  
Apparel & Accessory Design  
服飾設計



NG, Wing Him Samuel  
吳穎謙  
Product & Industrial Design  
產品及工業設計

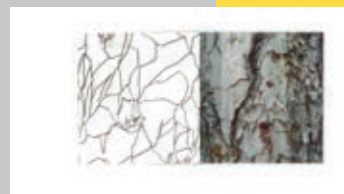


YUEN, Kam Shing Sunny  
元金盛  
Communication Design  
傳訊設計

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

Grant: up to HK\$250,000 financial sponsorship  
 可獲高達港幣25萬元的贊助

▶ **KUNG, Hiu Ching Fibi**  
 孔曉晴  
 Communication Design  
 傳訊設計



▶ **LAM, Ka Man Carmen**  
 林家嫻  
 Environmental Design  
 環境設計



▶ **LEE, Tak Shing**  
 李德誠  
 Apparel & Accessory Design  
 服飾設計

▶ **NG, Kai Ho**  
 伍啟豪  
 Communication Design  
 傳訊設計



▶ **TSE, Siu Shan Hill**  
 謝小珊  
 Apparel & Accessory Design  
 服飾設計



▶ **TSUI, Yat Sing Angus**  
 徐逸昇  
 Apparel & Accessory Design  
 服飾設計



▶ **WONG, Yok Fai Arnold**  
 黃鏊暉  
 Environmental Design  
 環境設計



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

Grant: up to HK\$250,000 financial sponsorship  
 可獲高達港幣25萬元的贊助



▶ **LI, In Kwan May**  
 李彥均  
 Apparel & Accessory Design  
 服飾設計

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



▶ **KO, Suet Yi Shirley**  
 高雪兒  
 Apparel & Accessory Design  
 服飾設計



▶ **LAU, June Kimberly**  
 劉臻  
 Product & Industrial Design  
 產品及工業設計



**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**

▶ **HO, Kwun Him Himmy**  
 何冠謙  
 Apparel & Accessory Design  
 服飾設計



▶ **NG, Kwong To Toby**  
 伍廣圖  
 Communication Design  
 傳訊設計

## DFA Design for Asia Awards Designer Dialogue

### 「亞洲最具影響力設計獎」設計師對談會

Committed to raising further awareness in design thinking regionally, HKDC hosted a series of briefing sessions and forums gathering design forces from China, Hong Kong, Taiwan and Japan. Touring in seven cities in Asia — Beijing, Shanghai, Guangzhou, Xi'an, Taipei, Osaka and Hong Kong — “Transformative Design For Asia — Design Atmosphere and New Thinking” aimed to foster exchange in the region and deepen discussion of design environment and trends in Asia.

為提高相關地區對設計思想的認識，香港設計中心在中國大陸、香港、台灣和日本等地舉辦了一連串通報會和專題討論會。今次交流會以「銳變中的亞洲 — 設計氣候與新思維」為主題，在北京、上海、廣州、西安、台北、大阪與香港這七個亞洲城市巡迴舉行，旨在促進區域內交流，深化對亞洲設計環境與趨勢的討論。



## DFA Awards Exhibition

### DFA設計獎展覽

The DFA Awards Exhibition, a part of the Inno Design Tech Expo, was held from 4 to 6 December 2014. The winning projects of the DFA Design for Asia Awards, as well as the portfolios of winners of the DFA Lifetime Achievement Award, the DFA Design Leadership Award, the DFA World's Outstanding Chinese Designer Award and the DFA Hong Kong Young Design Talent Award were showcased.

為表彰設計師的優秀作品，香港設計中心在2014年12月4至6日於「設計及創新科技博覽」舉辦「DFA設計獎展覽」，向公眾人士展示「DFA亞洲最具影響力設計獎」的得獎作品，以及「DFA亞洲設計終身成就獎」、「DFA設計領袖獎」、「DFA世界傑出華人設計師」和「DFA香港青年設計才俊獎」的得獎者作品或簡介，深受入場人士歡迎。



# NURTURE 啟蒙創業

CREATIVITY AND  
ENTREPRENEURSHIP  
AMONG STUDENTS, BUDDING  
DESIGN-preneurs AND  
DESIGN-DRIVEN START-UPS.

為未來設計企業家拓展創業路向，  
培育創意和創業精神。



## Design Incubation Programme (DIP)

### 設計創業培育計劃



164  
Incubatees  
培育公司

#### “Field of dreams”

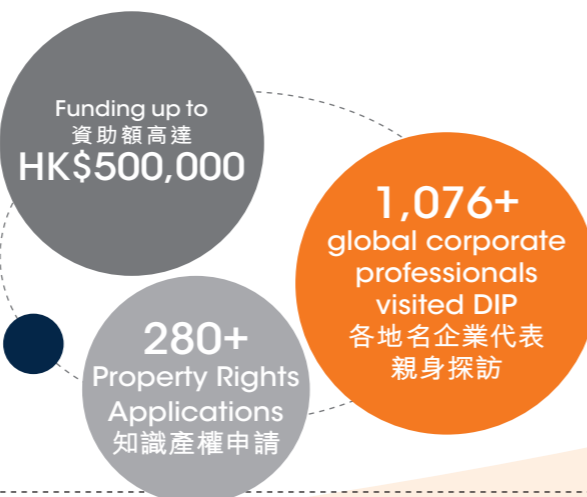
Entrepreneurs with new ideas and the willingness to take risks are at the core of the new economy. They also need help. Design Incubation Programme (DIP) is designed as a springboard for emerging design talents to materialise dreams and ambitions. Funded by Create Hong Kong, DIP has evolved into a cohesive entrepreneurship ecosystem offering a one-stop shop for design start-ups seeking assistance to overcome the challenges inherent to the successful creation of new businesses.

DIP assists budding “Design-preneurs” from a wide range of design-related disciplines, from product, fashion and jewellery design, visual and spatial arts, branding and packaging to media and communication, interiors and architecture, offering funding of up to HK\$ 500,000 for expense items such as office rental, general operations, training, marketing promotion or product development.

More than just a source of money, DIP is perhaps what a business school should strive to be: a practical, supportive and helping hand for entrepreneurs keen to develop their businesses.

On the academic side, DIP encourages incubation companies to join the “The Entrepreneurship for Design and Creative Business Certification Programme”, nicknamed the “7+1”, which provides training for entrepreneurs with expertise in design but lacking basic business knowledge.

On the more practical side, DIP supports business development by facilitating participation in events organised by HKDC, such as the Business of Design



Week (BODW) and the Knowledge of Design Week (KODW). DIP also offers a mentorship programme consisting of one-on-one session with experienced mentors. Incubatees could also join quarterly networking events, meet angel investors and connect with various business organisations.

If real estate is about location, design is about people, and DIP a testing field for ideas. Here, entrepreneurs get the chance to exchange ideas and test concepts in real-time with experienced business professionals and prospective clients. This process is particularly helpful for those seeking to develop the soft skills needed to succeed in business.

Since May 2012, we have held around 170 mentorship sessions. In addition we have conducted around 180 milestone meetings to ensure that incubatees remain on track. In addition, 1,076 representatives from the globe’s corporate world joined in 82 visits we arranged for our incubatees.

Since its inception in 2006, DIP has empowered 164 design incubation companies, while boosting a handsome 94% survival rate (referring to companies that remain in operation two years after completing the programme). Since 2006, the incubation companies have created 1,140 high value jobs, filed close to 280 property rights applications, including 4 patents, 48 registered designs and 224 trademarks.

DIP incubatees and graduate companies are making their marks. They have so far received 190 awards, including major industry awards, such as the iF Product Design Award, the Red Dot Design Award and The Golden Horse Awards, etc.

This is only the beginning. In the near future, we intend to intensify our collaboration with other business incubators such as those managed by the Hong Kong Science & Technology Parks Corporation (HKSTP) and the Hong Kong Cyberport Management Company Limited (HKCMCL). Together, we hope to help designpreneurs build a creative Hong Kong.

#### 「夢想之境」

在新型經濟發展模式中，我們需要具創意及敢於冒險的企業家。與此同時，他們也需要彼此的扶持。「設計創業培育計劃」是一個讓新晉設計人才發揮才華，實現夢想的計劃。這個由創意香港全力支持及資助的計劃，已演變成完善的企業培訓系統，提供一站式資助項目，期望幫助初創企業面對挑戰，成功開創事業。

計劃針對以設計為專業的企業家，並涵蓋不同設計範疇，包括產品設計、時裝及珠寶設計、視覺及空間藝術、品牌創建及包裝設計、媒體及傳播、室內設計及建築等，提供最高達港幣50萬元的資助；可用作辦公室租金、營運支出、培訓、市場推廣及產品研發等不同項目。





在提供資助以外，計劃所提供的服務包括具實際支援作用的培訓，幫助企業家踏上創業之路，可說是工商管理學校的範本。在學術層面方面，計劃推動培育公司參與「志在創業—設計與創意工業證書課程」(簡稱「7+1」)，為一眾具備設計專業但缺乏商業管理知識的企業家提供培訓。

另外，計劃亦積極鼓勵培育公司參與由香港設計中心主辦的活動，例如「設計營商周」和「設計智識周」等。此外，計劃推出的「師友計劃」為培育公司提供一對一的商業諮詢服務。他們更可透過我們每季舉辦的不同活動，開拓人際脈絡，與天使投資者及商業機構洽談，擴展事業。

如果地產視乎地利，設計便關乎人和，DIP計劃絕對是考驗理念的實驗場：設計企業家能夠從中體驗在真實的商業世界裏營運；與不同專業人士交流意見；以及測試產品的市場潛力；整個過程對尋求發展軟技能和知識的參加者有很大幫助。

自2012年5月以來，我們已舉辦過170次師友計劃會面，額外提供的180次里程碑評核則務求確保過往的成員能穩步發展，踏上成功之路。來自世界各地約1,076名大型企業代表亦親身探訪達82次，與培育公司交流、分享經驗。

自2006年開始，我們已協助了164間培育公司，成功率(完成計劃後兩年仍在營運的公司)超過94%。這些培育公司共創造了超過1,140個高價值職位，而有關公司於培育期內更遞交了近280份知識產權申請，包括：4項專利、48個註冊外觀設計及224個商標。

計劃的培育公司及已畢業公司也逐步達成他們的目標，當中共獲得近190個獎項及廣泛的公眾認同，包括行內最重要的獎項，例如：iF設計獎、Red Dot Design Award及金馬獎等。

其實一切還只是個開始，我們希望未來能加強與其他營運培育計劃的機構合作，包括香港科技園公司及香港數碼港管理有限公司。我們相信只要透過緊密的合作，必定能幫助設計企業家建立一個創新的香港。

## Design Mart 2014 @ K11 設計市集2014 @ K11



59  
Local Designers  
本地設計師

26-28/9/2014

### “A Weekend Design Carnival for All”

We collaborated yet again with avant-garde K11 Art Mall to host Design Mart on 26-28 September 2014, a platform that gives designers the opportunity to showcase and sell their products at one of the top retail malls in Kowloon.

Under the theme “A Weekend Design Carnival for All”, 59 designers exhibited unique designs encompassing everything from fashion and accessories to trendy furniture and homeware. Creators such as BeCandle, Jungle In a Bottle, POSTalk, WOUF and Contact Design Store set up pop-up stalls at Atrium to engage with visitors, helping them understand the relationship between innovative design and better living.

3 design workshops including “Ebru Marbling Art Workshop”, “Yum Cha Dim Sum Candle-making Workshop” and “Jungle Workshop” were held to let adults and children explore their own brand of creativity and create little masterpieces for their home. To match our theme, interactive activities such as the Fun Corner and Instagram Photo Hunt campaign, instant photo booth, stamp collection game, redemption of pop-corn, candy floss and ice-cream, allowed visitors to have an enjoyable weekend with family and friends.

The event was sponsored by K11 Art Mall.



### 「一個屬於設計的週末嘉年華」

我們再次與K11購物藝術館合作，於2014年9月26-28日在九龍區最時尚的購物商場舉辦Design Mart設計市集，為設計師提供一個展示及售賣自家產品的創新平台。

以「一個屬於設計的週末嘉年華」為主題，由59位設計師帶來他們獨特的設計產品，展出其時裝飾物以至時尚家品等心血。參與的品牌包括BeCandle、Jungle In a Bottle、POSTalk、WOUF及Contact Design Store的Pop-up店，透過產品向大眾展示創意設計與美好生活的密切關係。

活動期間舉行了3個設計工作坊，包括土耳其大理石浮水畫工作坊、「飲茶」點心蠟燭工作坊及瓶中森林創作坊；讓成人與小孩也可發揮個人創意，為自己的家居設計獨一無二的產品。此外，為了迎合主題，現場提供不同的互動活動，如「玩味坊」的即影即有照相館、印章搜集、爆谷、棉花糖和雪糕換領及Instagram尋寶遊戲等，為現場增加了不少嘉年華式的熱鬧和歡樂氣氛！

此活動由K11 Art Mall贊助。





## Entrepreneurship for Design & Creative Business Certificate Programme — 8<sup>th</sup> Intake

第八屆志在創業 — 設計與創意工業證書課程



12/6-5/9/2014

### “Where design minds meet budget planners”

A creative mind and a brilliant idea may well be conditions precedent to success in business, but they are often not sufficient. The Entrepreneurship for Design & Creative Business Certificate Programme (nicknamed the “7+1”), organised in conjunction with the Centre for Entrepreneurship of the Chinese University of Hong Kong, seeks to bridge the gap between creative ability and managerial savoir-faire.

In its eighth intake, the programme consisted of 7 modules and 1 PRC field trip, covering topics such as analytics for customer-centric design, branding, accounting literacy and lean structuring. Participants were invited to join a study visit to the Pearl River Delta to learn firsthand information of doing business in the region.

### 「當設計意念遇上財務管理」

創業成功不單止要具備創新思維與大膽想法，管理技巧亦是重要的決定性因素。香港設計中心與香港中文大學創業研究中心合辦「志在創業 — 設計與創意工業」證書課程（簡稱「7+1」），傳授創業與管理知識，讓設計師也可以成為企業家。

課程成功踏進第八屆，分為七個單元及一個考察團。內容包括以客為本的設計分析、建立品牌、會計與數據事務及基礎建設等。學員更有機會參與珠江三角洲考察團，親身了解當地的最新發展概況。



The 8<sup>th</sup>  
edition  
第八屆

# ADVANCE 突顯專業

EXPERTISE AND KNOWLEDGE TO PROMOTE  
INNOVATION AND GROWTH WITHIN HONG KONG'S  
DESIGN COMMUNITY.

提升業界及設計專才的質素和專業技能，  
帶動創新和成長。

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

The pursuit of excellence requires committing to constant learning from the best. Knowledge knows no border in time nor space. It is in this spirit that we created the Institute of Design Knowledge (IDK) and adopted an innovative approach to design education. Our objective? To facilitate the transfer of highly advanced design knowledge relevant to innovation and design management to strategic users of design, design management and design practitioners.

The creation of IDK's InnoDesign Leadership Programme (IDL) in 2012 met with enthusiasm from the industry. The IDLP uses a mix of interactive, educational workshops chaired by leading industry players to teach the latest in design to local talents. These executive training workshops, conducted in small groups, were customised to the needs of local designers and business leaders. Faculty was composed of individuals combining industry expertise with the pedagogical skills required to maximise the benefits of this unique educational experience.

The IDLP continues to be a roaring success. During the past years, 584 design professionals and senior business executives from 115 corporates and public entities enrolled in 2012–2015 in 33 course modules.



堅持從最好的典範學習，方能成就卓越前路。我們深信學習不受任何限制，因此成立了設計知識學院，希望為設計教育注入創新的元素。學院的宗旨是為一眾設計從業員，包括管理專業人士和設計師，提供不同程度及專業範疇的設計知識。

IDK在2012年推出「創新設計領袖課程」以回應業內人士日益增長的需求。此課程為本地設計專才提供互動的教育工作坊，並邀請業界領袖傳授最新設計知識。課程以小型工作坊為主，切合本地設計師和企業家的需要。學院舉辦的課程邀得兼備設計專業和教學知識的導師任教，務求讓學員獲得最佳的學習體驗。

計劃推出以來反應熱烈，在2012–2015年間已有584位來自115間企業及公營機構的專業設計人士及行政人員報讀33個學習單元。



580+  
design  
professionals &  
business executives  
enrolled  
設計及商業  
專才報讀

## Modules Highlights 精選學習單元概覽

### M17 | 單元十七

#### Colour Solutions: From Idea to Product 色彩方案：從意念到產品

Over the course of days in July 2014, Berit Bergström, Senior Advisor at Sweden's NCS Colour Academy and President of International Colour Association (AIC), conducted a programme of lectures and workshops on the importance of colour decision. Participants learnt about the importance of colour as a design tool; how to see colour properly and how to mix and harmonise colours for maximum design effectiveness.

2014年7月，由來自瑞典NCS Colour Academy的高級顧問及International Colour Association (AIC)的總裁Berit Bergström主持了色彩學的課堂和工作坊。學員理解到色彩可作為重要的設計工具，並學習如何正確地分辨顏色，及透過不同的色彩組合讓設計達至最佳效果。



### M38 | 單元三十八

#### Socially Innovative Businesses and Services 社會導向的創新商業與服務

On 24–25 May 2014, Rama Gheerawo and Sean Donahue, respectively Deputy Director of the Helen Hamlyn Centre for Design and visiting scholar of the Royal College of Art held a session to discuss the increasing focus on services within business and industry, and the rise in socially innovative approaches within design globally. Through case studies, participants learnt about a design philosophy that is business-driven, but also public-facing and community-centred. They also attracted attention to the need to reach consumers that are at the margins of consideration due to age, gender, ability, economic and social circumstances etc.

單元於2014年5月24至25日，由皇家藝術學院Helen Hamlyn Centre for Design副總監Rama Gheerawo及訪問學者Sean Donahue主持，討論了服務業在不同行業發展中擔當的重要角色，也提到具社會價值的設計方法現時在全球設計界也漸趨流行。透過不同的案例，學員認識到商業導向，同時也關注大眾和社區發展的新興設計哲學。設計項目亦必須顧及一群因年齡、性別、才能、經濟及社會因素而被邊緣化的消費者。



#### M40 | 單元四十

##### Embracing Complexity through Chaordic Leadership 在混序領導中擁抱錯綜複雜的元素

Order is born out of chaos. Innovation guru and change agent par excellence, Simon Kavanagh of Kaospilot discussed the fundamentals of chaordic leadership, or how to lead a self-organising, self-governing, adaptive organisation, community or system that blends characteristics of both chaos and order. Chaordic leadership is based more on collaboration than hierarchy, highlighting teamwork under transient leadership, depending on the status of the project on hand. It is, in effect, chaos theory applied to design!

秩序也是從混亂而來。Kaospilot創新大師Simon Kavanagh與學員探討混沌管理的基本邏輯，以及在既有秩序又混沌的狀態下帶領一個能自我管理的機構、社區或系統。混沌管理學打破了一貫的階級觀念，尋求合作精神；著重以項目的進度，配合短暫式的領導及團隊合作。如此看來，混沌理論在設計中完全體現。



#### M45 | 單元四十五

##### Enterprising Design Strategies 推動設計策略

Animated by Dr. Carlos Teixeira, Associate Professor at Parsons The New School for Design, and Founder of ORGE Innovation, M45 focused on how to strategically enterprise design abilities in open innovation systems. How can an organisation innovate by integrating skills, techniques and practices that are institutionally and geographically spread over is a major challenge in today's globalised world. Topics discussed included treating design as competencies, how to audit and model design-driven enterprises.

來自美國帕森設計學院助理教授及ORGE Innovation創辦人Carlos Teixeira博士，探討如何在創新的系統中推動設計策略。現時，機構最大挑戰在於如何應用全球和不同體制奉行的技術，以知識和實踐去推動創新計劃。討論的議題還包括如何以設計評核及創造以設計導向的企業。



#### M46 | 單元四十六

##### Design Planning 設計企劃

Vijay Kumar of the Institute of Design, Illinois Institute of Technology, identified user research, context research analysis, synthesis, and realisation as the key principles driving the Design Innovation Planning process. He presented the process that he developed over the years while consulting for the likes of Autodesk, Bose, Hallmark, Kraft Foods, McDonald's, and countless other enterprises. After articulating the overview of his seven modes model—sense intent, know users, know context, frame insights, explore concepts, frame solutions, and realise offerings, he focused on some of the key methods, tools, and frameworks used by design planners during these modes.

伊利諾理工學院設計學院的Vijay Kumar分析了「創新設計企劃」中的四個原則，包括尋找用家研究、內容研究分析、整合方案和實踐方法。他先引用了不同案例，包括與Autodesk、Bose、Hallmark、Kraft Foods、McDonald's及其他企業發展的創新設計企劃過程，歸納了七種方式：尋找意圖、了解用家、理解內容、規劃洞見、探索概念、總結方法以及明白需求。然後再專注研究在不同案例中應用的幾個主要方法、技術及理念框架。



#### M47 | 單元四十七

##### Experience Design 體驗設計

In early 2015, Paul Hekkert of the Department of Industrial Design Engineering of the Delft University of Technology, The Netherlands, invited participants to try to delve into the human psyche; as he believes that understanding human nature is critical to improve product development process. Using case studies and examples, Hekkert taught how designers and marketing teams can use back-to-basics anthropology to drive effective and user-centric design processes. He also introduced Vision in Design (VIP) as a design method that helps address the design needs of tomorrow while incorporating a company's mission and identity.

2015年初，荷蘭代爾夫特工業大學工業設計工程學系的Paul Hekkert帶領學員深入了解人類的心理及精神狀態；他相信只有明白人性本質才能改善產品研發。透過不同的案例，Hekkert指出設計師和市場推廣人員如何從基本的人類心理出發，設計和推廣以用家為中心的產品。他亦介紹了「願景設計」的設計手法，除了有助生產之外，亦合乎公司理念及定位，從而創造滿足未來市場需求的產品。



## Knowledge of Design Week (KODW) 2014-2015 設計「智」識周2014-2015

This report period covered 2 editions of KODW. Launched in 2006, the Knowledge of Design Week (KODW) is now firmly established as a mandatory stop in the global circuit of design. In 2014, we dedicated the week to “Designing Service Futures for Retail and Hospitality”. Combining conferences, seminars and practical workshops, this week-long event identified the latest trends and knowledge of both the retail and hospitality industries, and empowered participants with the creative confidence needed to transform challenges into opportunities. It is also a networking platform to pair up global field experts and industry leaders with design practitioners, business leaders, design users (such as those in the field of marketing, business development and strategy planning), SMEs, start-ups, academics, design educators and technologists.

More than 684 participants were attracted to interact with 20 members of the global thought leaders in design. The 2014 programme covered categories: Trendspotting, Big Data Analytics, Seamless Experience, Spatial Experience, Culinary Experience and New Service Models, with the objective of demonstrating how design can enhance consumer engagement and create new business.

Keynote speakers Rakhi Rajani, Director of Moo.com and Anijo Mathew, Associate Professor of Institute of Design at the Illinois Institute of Technology, proposed an in-depth look at foresight and trends in hospitality, retail and spatial design. Industry thought leaders such as Andreas Strauss of DasPark Hotel, Brian Bordainick of Dinner Lab, Chris Hosmer of Continuum, Ian Bellhouse of FITCH worldwide, JinHyun Jeon of Studio JinHyun Jeon and Stefan Geens of Äventyret also presented on topics as varied as national brand building in the digital age, designing hospitality in public spaces, and the curating of new lives and communities with smart analytics.

The ever-popular interactive KODW workshops inspired participants to join a transformative journey that redefines the creative process of design, that enables user experience as opposed to generating more consumption. Dr Bettina von Stamm, Director of Innovation Leadership Forum, gave a talk on “Innovation

Leadership in Service Design”, illustrating the necessity to adopt a holistic context-specific approach to design while Anijo Mathew explored “Physical-Digital Service Interventions” for spatial design in retail and hospitality. Other speakers include Marcus Lui, Principle Brand Strategist of Continuum, Brian Bordainick of Dinner Lab and many more. A special seminar on spatial experience showed how to provoke human senses through spaces, be it physical or digital.

KODW 2015 explored a seemingly simple but fundamental question: should we design for services consumption, or should designers focus on creating integrated experiences? Through workshops and conferences, nearly 650 participants joined with the design leaders of today to explore the challenges of tomorrow. The seminar “Trends, Culture and Foresight” saw Tim Stock of Parsons School of Design linking future with culture. Simon Tye of Ipsos Asia Pacific explored Asian consumerism and Otto Ng of LAAB transformed small homes into smart ones. Jason Cornelius of FITCH Singapore emphasized humanity over commerce, while big data, ethnographic research and the power of infographics were the subject of scrutiny by speakers and attendees alike.

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



是次年報年度橫跨了兩屆設計「智」識周。於2006年首次舉辦，設計「智」識周今天已成為全球設計界的年度盛事。2014年，我們以「設計・服務・未來：零售及款待業的發展機遇」為主題，舉辦為期一周的活動，包括會議、專題研討會及工作坊；讓零售及款待業從業員掌握全球業界的趨勢；把未來的挑戰轉化成機遇。設計「智」識周也是一個為業內人士而設的交流平台，除了匯聚商界領袖、設計專才、一眾來自市場推廣、業務拓展及策略企劃範疇的專業人士，還有中小企及初創企業家、學者、設計教育家及科技人才，促進交流和締造商機。

設計「智」識周2014共吸引了多達684人與20多名全球設計達人交流。當中共包含六個活動範疇：(1)服務設計新勢力；(2)海量數據分析；(3)無縫科技體驗；(4)感官空間設計；(5)嶄新餐飲體驗；以及(6)創新服務模式；藉此展示設計如何提升消費者的參與及創造商機。



1,300+  
participants  
參加者

The 9<sup>th</sup> & 10<sup>th</sup>  
editions  
第九及第十屆



活動的主講嘉賓包括Moo.com總監Rakhi Rajani及美國伊利諾伊州理工學院的設計學院副教授Anijo Mathew。他們深入探討酒店、零售服務及空間設計的發展趨勢。其他來自業界的代表性人物包括DasPark Hotel的Andrea Strauss、Dinner Lab的Brian Bordainick、Continuum的Chris Hosmer、FITCH的Ian Bellhouse、Studio JinHyun Jeon的JinHyun Jeon及Åventyret的Stefan Geens，則分別剖析如何於數碼年代建立品牌、公共空間的服務設計、如何善用數據建構新生活與新社區等不同的熱門議題。



而各式各樣的互動工作坊可讓參加者重新認識創意設計所帶來的影響，從純粹的消費模式逐漸演變成以用家為中心的體驗服務。創新領導論壇總監Dr Bettina von Stamm以「服務設計中的創新領袖」為題，分享如何運用一個全面的內容為本設計方案；Anijo Mathew則以「實體與數碼服務的融合」為題，探討零售與酒店服務中的空間設計。其他講者包括Continuum全球策略總監的Marcus Lui、Dinner Lab的Brian Bordainick等。大會更舉辦了一個以空間體驗為專題的特別研討會，探討如何在真實或數碼空間裏，帶動人類的感知。



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

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



# ENGAGE 融入社會

THE SOCIETY BY SHARING INDUSTRY NEWS,  
KNOWLEDGE AND INSIGHTS WITH THE PRESS  
AS WELL AS THE PUBLIC.

推動各界互聯，積極與傳媒和大眾分享業界  
資訊和知識。

## Happy “D” Project 快樂D計劃



“Because you can’t buy happiness”  
「快樂不能買」

The Happy “D” Project was our collaboration with Hong Kong Disneyland (HKDL). Funded to the tune of HK\$2 million by HKDL, Happy “D” was a community outreach programme that used community design to generate happiness and to inspire creativity.

20 winning students of the Disney ImagiNations Hong Kong Design Competition, in architecture, creative media, exhibition design and other similar fields, collaborated with renowned design masters and architects to ponder on happiness.

A “Happy D Project Co-creation Workshop” organised by HKDC, was held on 11 February at InnoCentre to give participating students and designers a glimpse of the programme. Participating teams then proceeded with their ideation process and production plan at the following months; their project would be showcased in the communities from September to November 2015.



「快樂D計劃」是由香港設計中心與香港迪士尼樂園合作的社區拓展活動。是次活動由香港迪士尼樂園贊助港幣200萬元，期望透過社區設計傳送快樂訊息，啟發公眾的創意思維。

20多名剛於「迪士尼幻想工程香港挑戰賽」勝出，來自建築、創意媒體、展覽設計等不同領域的大專學生，在本地設計大師及建築師指導下，共同建立「快樂D」理念。

我們於2月21日在創新中心舉辦「快樂D計劃共同創造工作坊」，讓參與的學生和設計師了解有關計劃概覽。所有參加計劃的小組在隨後數月會開展其作品的概念發展和創作，有關作品會於2015年9月至11月期間在社區展出。

## Service Innovation and Implementation: A Series of Two-Day Modules

### 創新服務與執行：兩天課程

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

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

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

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



## Publications

### 出版刊物

#### BODW Programme Book

#### 「設計營商周」節目手冊

How big is BODW? So big, that we published a 132-page programme in an attempt to convey the vastness and excitement of our marquee event. With extensive bios and portraits of speakers and presenters, the programme book is a necessary plan for those seeking to fix their itinerary and maximise opportunities. It is also an ideal tool for scanning major global design icons in the comfort of your own living room!

「設計營商周」節目豐富，需要長達132頁的節目手冊才足夠記載當中的精彩與多元內容。除了詳盡的講者履歷介紹外，節目手冊讓參加者能夠妥善計劃行程，確保不會錯過任何活動。一書在手，世界各地設計大人物便一目了然。



#### dNews

dNews is a vehicle through which we communicate details about our events, review government policies, highlight our initiatives and publish our commentaries about design. E-published monthly since December 2014, fans and foes alike can stay abreast of our activities and receive special offers for some of our events. It is one of the best ways to stay connected with Hong Kong's creative community.

「dNews」作為香港設計中心與外界溝通的工具，刊載一切關於中心的活動、政策評論、我們的動向與設計理念。自2014年12月每月以電子形式發放，內容精簡豐富，讓設計從業員及公眾以最快時間了解我們的最新活動以及特別優惠，與香港創意社群保持最緊密的聯繫。



## Design Post

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

《Design Post》創刊於2014年6月，是一份與本港潮流聖典《號外》雜誌共同策劃的設計季刊，為讀者帶來本地以至全球設計潮流資訊，讓熱愛設計人士緊貼設計時尚脈搏。



## Design Vibe 設計動曆

Published quarterly, event-centric Design Vibe is an eight-page snapshot of some of our upcoming events, with coverage spanning interviews with design leaders, showcases of design creations, profiles of new start-ups to post-event highlights and roundups. Bonus? It comes with free magazine Metropop.

香港設計中心季刊設計動曆採用八頁設計形式，精確地捕捉中心的最新活動情報，當中包括設計領袖專訪報導、設計作品介紹、設計初創企業簡介以至各項活動後的亮點與報導。設計動曆隨Metropop免費贈送。



## DFA Awards Publication — Design for Asia DFA設計獎特刊 —《給亞洲設計》

The best designers sense, understand, innovate, and influence. Their designs reflect conscious observations of the individual, society, nature, and culture, and are the results of extended periods of contemplation, research, and development. The DFA Awards Publication — Design for Asia, featuring the winners of the 2014 Awards, witnessed the new face of design for Asia in terms of science and technology innovation, environmental experiences, social concerns, and humanitarian issues.

最優秀的設計師懂得感應、了解、創新和感染。他們的設計反映一種對人、社會、自然及文化有意識的觀察，經歷長時間思考沉澱，以嚴謹態度摸索後所創造的作品。《給亞洲設計》介紹2014年度DFA設計獎的得獎作品及設計團隊，在科技革新、環保體驗、社會議題和人文關懷四個範疇見證亞洲設計的新面貌。



## HKDC Annual Report 2013–2014 香港設計中心年報2013–14

“Creating Value with Design and Innovation” was our motto for 2013-14, and we strived to live by it anyway we could, including with the design of our Annual Report. That period proved to be rich in ground-breaking developments, as the community gets more interested in design and its impact. This is why the HKDC Annual Report integrated, for the first time, Augmented Reality technology to embed enriched information in certain sections of the report. After downloading the related app, interested readers simply need to scan the AR code to learn more about the future directions of HKDC from the floating video. A video is now worth more than a thousand images!

「以設計和創新創造價值」是香港設計中心2013至2014年度的座右銘，我們致力把這個信念融入於不同層面，包括年報的設計。隨著社會愈來愈熱衷於設計及討論其影響，讓這時期充斥著突破性的發展。香港設計中心亦因此首次於年報部分頁面結合擴增實境應用技術，使內容更豐富。下載相關應用程式後，有興趣的讀者只需利用智能手機掃瞄代碼圖像，便可從浮現眼前的影片中了解更多香港設計中心的未來發展路向。一張圖片或許更勝千言萬語，而一段影片卻更勝千張圖片！



## Hong Kong Design Directory 香港設計指南

### “The Yellow Pages of Design” 「設計界的黃頁」

It is a comprehensive and complimentary online design service directory that we operate for the benefit of the design community. By reaching out and creating a compendium of as many local design firms as we can, we hope to raise the profile of local designers, stimulate the development of creative networking among local and overseas designers, and help design users connect with local design houses. Users can search across design fields, industry expertise, firm sizes and design experience. Award-winning firms can also be readily located.

香港設計指南為設計界提供全面和免費的設計服務網上名錄。我們致力網羅更多本地設計師及企業，藉此提升本地設計師的知名度，強化本地及海外設計師的網絡，並加強設計服務供應商與應用設計服務的企業的業務連繫。用家可透過網上平台，按所需設計範疇、專業領域、企業規模及服務資歷等搜尋相關資訊，得獎企業亦可一目了然。



700+  
Local Design  
Companies  
本地設計公司





## HKDC Library 香港設計中心圖書館

5,000+  
design  
resources  
設計資源

120  
international  
design  
magazines  
國際設計雜誌



"People can lose their lives in libraries. They ought to be warned." — Saul Bellow

Knowledge is power and the HKDC Library conceals within its walls a collection of more than 5,000 tools of knowledge. Dedicated to the promotion of design knowledge, and keen to trigger public interest in design, the HKDC Library boasts one of the best collections of design publications in Hong Kong. Avid readers, casual browsers, designers in needs of inspiration, students working on a project etc., all are welcomed to visit the HKDC Library to enjoy one of the more than 1,900 books stored in the library, or to flick the pages of their favourite titles from our subscription to 120 titles of international design magazines.



「小心，人們會在圖書館中迷失。」—索爾·貝婁

知識就是力量。香港設計中心圖書館是知識的寶庫，收藏了超過5,000項關於設計知識的資源，致力推廣設計知識和引起大眾對設計的興趣。這裡是全港設計書籍的最佳藏館，我們歡迎所有書迷、好奇的讀者、尋求靈感的設計師或尋找研究資料的學生，盡情迷失於超過1,900本設計書籍及120種國際設計雜誌當中。



## Communications & Media Publicity 傳訊及傳媒推廣

HK\$487,000,000+  
Media Value  
媒體價值



### "The Medium is the Message" 「媒體就是資訊」

Every year we use every means necessary to communicate with the public and with the press. We strive to disseminate, to the largest audience possible, up-to-date and timely information on our activities, especially our design-related programmes. We use an array of communication channels to maintain close contact with both local and international media. Press conferences, briefings, guided tours for members of the international media visiting Hong Kong, arranging interviews for senior management: we do it all, with the purpose of communicating our message and to inform on our activities. We are always keen to receive suggestions from the media as to how we can improve our communication policies.

The media coverage of our events in Hong Kong, China and the rest of the world is increasing steadily. This year, our programmes generated in excess of HK\$487 million media value, a tenfold increase from last year contributing to the overall rise in public awareness of the value of design.

dNews, our e-newsletter, Design Vibe and Design Post, are widely distributed highlights of our activities and progress. Our social media presence is expanding rapidly, as can be seen from our Facebook page, Twitter and Weibo accounts.

香港設計中心每年透過不同途徑與公眾和傳媒溝通，期望向大眾發放最新、最快的活動消息，尤其是一切與設計有關的項目和活動。我們透過不同途徑與本地及海外傳媒保持緊密連繫，亦為到訪香港的海外傳媒安排新聞發佈會、簡介會和導賞團，更協助他們安排高級行政人員之專訪，務求以最有效的渠道讓公眾認識香港設計中心的活動。我們亦會聽取傳媒意見，努力改善整體傳訊策略。

傳媒對於我們在香港、中國以至世界各地舉辦的活動報導日益增多。今年，相關活動報導的媒體價值是去年的十倍——4.87億元，提升了大眾對設計的認識和認同。

我們的電子通訊「dNews」、設計動曆及Design Post分別報導我們的活動花絮，讓大眾緊貼香港設計中心的一舉一動。另外，我們活躍於多個社交媒體平台，包括Facebook、Twitter、以及微博，務求每分每秒都可發放最新設計消息。

## Partnership and Collaboration

### 合作及夥伴

“It takes a village”

「我們都是設計村民」

The support of our backers is critical to our success. Without their help, we would be unable to create and promote the type of design programmes that can touch the public and help designers prosper. We want to thank again our major sponsor Create Hong Kong, founding members, all the organisations and people that so generously contributed time, efforts and money to facilitate our mission: to create better living through design and innovation.

During the course of this reporting year, we co-organised numerous programmes and events in conjunction with our partners. Pursuing the dual goals of nurturing creative talents and promoting design in the community, we co-organised a number of projects with our partners and we contributed to more than 90 design or innovation-related programmes organised by third parties, either from the design community, the business world, academia or the public sector.

We will continue to strive to increase the depth of our network of collaborators, both in Hong Kong and abroad, as we seek to develop new opportunities certain to arise as a result of the increasing awareness of the value of design and innovation.



有賴各界不同人士的支持，香港設計中心方能成功策劃及推廣不同活動，把設計帶給公眾，以及支援設計師發展。我們謹此感謝我們的主要贊助創意香港、我們的創會成員所有機構和各界人士的貢獻和支持，付出時間、金錢和努力，與我們一起向目標進發，以設計與創新為大家創造更美好的生活。

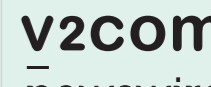
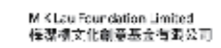
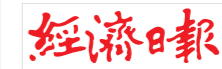
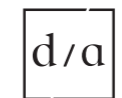
過往一年，我們秉承培育年青設計人才和向社會推廣設計兩個核心理念，與不同合作夥伴合辦了數個計劃和活動。亦支持了包括由設計界、商界、學界和非政府機構主辦，超過90個與設計及創意相關的活動。

未來，中心將與香港及海外不同夥伴繼續合作，加強連繫。我們喜見大眾對設計與創意企業有更深的認識，推動我們於未來更積極尋找新機遇。



## OUR PARTNERS

### 我們的合作夥伴



## Friends of HKDC Membership Programme

### 香港設計中心之友會員計劃

“The Design Illuminati”

「設計中心同盟」

We all need friends, and we at HKDC are no exception. The Friends of HKDC Membership Programme (FOHKDC) reunites corporates and individuals from all walks of life that share our motto “Design for Society”. Our objective is to assemble a group of people that lives for design, arts and culture, but that also believes design to be a source of values and benefits not only for businesses, but for society at large. FOHKDC offers 5 membership categories: Patron Member, Corporate Member, Individual Member, Associate Member and Student Member.

In addition to supporting the design industry in general, members have the opportunity to interact with, and be inspired by design masters from here and abroad. Design fanatics of all ages and background are invited to join us.

### Acknowledgement of Patron Members

#### 鳴謝永久贊助會籍之會員

(till 30 June 2015, in alphabetical order)

(截至2015年6月30日，以英文姓氏排序)

**Mr. Fawaz Abid Bakhotmah**

**Ms. Wai Kwan, Vivian Cheng**  
鄭慧筠女士

**Mr. Michael Cheung**  
張志立先生  
Director, Zincere Ltd  
先時有限公司 總裁

**Ms. Agnes Chiu**  
趙靄文女士  
Director, SOHK Ltd  
SOHK Ltd. 總監

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

**Mr. Richard Fung**  
馮立中先生  
Chief Executive, Hong Kong Standards and  
Testing Centre  
香港標準及檢定中心

**Ms. Pansy Ho**  
何超瓊女士  
Managing Director, Shun Tak Holdings Ltd.  
信德集團有限公司

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

**Ms. Kigge Hvid**  
CEO, Index:  
INDEX: 行政總裁

**Dr. Kan Tai-keung, SBS**  
新埭強教授  
Founder, KL & K Design  
新劉高設計 創辦人

**Mr. Kwong Man-hang, Bengle, JP (Aust.)**  
鄺敬恆先生  
President, WKK Technology Ltd  
王氏港建科技有限公司 主席

**Mr. Lai Man-ting, Edmond**  
黎文定先生  
Director, Much Creative Communication Ltd  
名點創意傳訊有限公司 總監

**Dr. Michael Lam**

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

**Ms. Flora Lau**  
劉偉婷女士  
Director, FLORA LAU DESIGNERS LIMITED  
劉偉婷設計師有限公司

**Mr. Freeman Lau, BBS**  
劉小康先生  
Founder, KL & K Design  
新劉高設計 創辦人

**Mr. Lau Tai Yum**  
劉球欽先生

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

**Mr. Leung Wai-fung**  
梁偉峰先生  
Founder & CEO, Artemis Digital Limited  
行盛數碼有限公司 創辦人及行政總裁

**Dr. John Lo, OBE, JP**  
羅肇強博士  
Senior Consultant, Hong Kong Design Centre Limited  
香港設計中心 高級顧問

**Mr. Ma Yu Hung, Samuel**  
馬餘雄先生  
Manager Director, Luk Ka Paper Industrial Ltd  
力嘉紙品印刷工業有限公司 董事總經理

**Mr. Ng Man-wai, Danny**  
吳文偉先生  
Director, An Architekts  
An Architekts 董事

**Mr. Neckel Nils**  
Director, Design Link

**Mr. Benson Pau**  
鮑潔鈞先生  
CEO, Wings Trading (HK) Co Ltd  
飛騰行(香港)有限公司 創辦人及董事總經理

**Mr. Tsoi Chiu-hang**  
蔡超恆先生  
Executive Director, Lifestyle Centre Holdings Ltd.  
時常生活中心集團 執行董事

**Mr. Jeremy Vinson**  
Design Partner, Tandem Design

為聚集更多力量，香港設計中心之友會員計劃旨在廣結來自不同背景、與我們抱著同一理念—「為社會而設計」的同路人。我們的宗旨是連結一群熱愛藝術文化生活的設計愛好者，本著設計的價值和優點不只見於商業上，而更有利於社會發展的信心。

除了支持設計工業發展外，會員更有機會與本地和世界各地的頂尖設計大師會面交流。我們誠邀所有熱愛設計人士加入行列，不限年齡和背景。會員計劃提供五種會籍以供選擇。包括：永久贊助會籍、公司會籍、個人會籍、附屬會籍和學生會籍。



### Acknowledgement of Corporate Members

#### 鳴謝公司會籍之會員

(till 30 June 2015, in alphabetical order)

(截至2015年6月30日，以英文字母排序)



Brandnews

D'ART 藝述  
Research Unit 研究社



IGGESUND  
HOLMEN GROUP



GOOD DESIGN STORE



mira moon

PLAYBACK  
CONCEPT

Sykes Picture  
House Ltd.

WARE



All Faith Creation Ltd.

baseline



Dawn Sonata™  
Jewelry Performs Music

Flux



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WOUF

MY FASHION DESIGN COMPANY

RPM  
ASSOCIATES LTD

THE NEW OFFICE

we associates

alonglongtime



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.m.  
methodology

NASONBLACKZ



THE WOOLMARK  
COMPANY



BLACKSHEEP  
Design



EC ELLA CHEONG  
Interior Design & Trade Mark Agency  
香港設計中心 副總裁



J. Candice  
INTERIOR ARCHITECTS  
SPATIAL PLANNING AND DESIGN

savebykennyli



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OBSEXXION  
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by JW

LOOM 碌  
LOOP 碌

espressu

IDA & BILLY ARCHITECTS



Itta  
Interactive Design

Mipow Limited

Percy Lau



Vanessa Tao

whitewall  
branding & graphic design studio  
murals, placemats

## Visits to HKDC

### 到訪香港設計中心



#### “Come early, come often” 「歡迎隨時到訪」

Design is borderless, and connecting with design stakeholders around the world is an important factor in our efforts to support local designers. From March 2014 to June 2015, we hosted 40 international delegations composed of government officials, enterprises, professional organisations and student groups, from Sweden, France, Finland, Latin America, Chicago, Singapore, China, Taiwan and Hong Kong.

設計無界限，我們致力為本地設計師提供支援，連繫世界各地不同設計持份者。2014年3月至2015年6月期間，我們招待了40個來自世界各地的代表團，當中包括政府官員、企業家、專業組織及不同院校的學生，分別來自瑞典、法國、芬蘭、拉丁美洲、芝加哥、新加坡、中國大陸、台灣和香港。



## CORPORATE GOVERNANCE 企業管治

Given our status as a publicly funded organisation, we believe that we have a special responsibility to implement stringent corporate governance policies and practices, as we seek to instil a culture of accountability, cooperation and collaboration throughout the organisation.

We continue to implement the recommendations from the external audit firm we appointed in 2010, which includes conducting an internal audit on the critical areas of projects, finance and administration. Meanwhile, regular staff trainings are held, which help ensure procedures are in line with the corporate governance principles that we have adopted.

The management of potential conflicts of interests that our directors may face is subject to a two-tier reporting system. In addition to reporting potential conflicts of interests to a board or a committee meeting, all directors must disclose their general interests, whether direct or indirect and pecuniary or otherwise upon appointment to the Board of HKDC. Directors' declaration of interests is available, upon request, to members of the public.

香港設計中心作為一所公營資助機構，肩負起特別責任去執行嚴謹的企業管治政策與措施，以便在機構內推行問責與共同協作的管治文化。

於2010年由外部審計公司就本機構進行的內部審計，以及對不同活動的重要範疇、財政及行政各方面所提出的建議，我們至今仍一直執行。中心亦提供定期的僱員培訓，以延續企業的管治精神。

我們應用了雙重匯報機制以處理董事局成員的潛在利益衝突。所有董事除了要向董事局或委員會申報利益外，亦必須於獲委任時公開所有直接或間接與機構有關的利益事宜。香港設計中心董事局的利益申報全是公開資訊，如有需要公眾人士可向本中心查詢。



# OUR ACCOUNTS

## 香港設計中心帳目

INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 31ST MARCH 2015  
至2015年3月31日止財政年度收支結算表

	Non-Government Funding 非政府資助	Government Funding 政府資助撥款				CreateSmart Initiative 創意智優計劃									Total 總計
		HKDC Basic Activities 香港設計中心基本營運	Business of Design Week 2014 設計營商周2014	HKDC Awards 2014 香港設計中心設計大獎2014	Design Incubation Programme 設計創業培育計劃	Business of Design Week 2015 設計營商周2015	Knowledge of Design Week 2014 設計智識周2014	Knowledge of Design Week 2015 設計智識周2015	Institute of Design Knowledge 設計知識學院	Overseas Promotion of HK Design 海外推廣香港設計	HK Young Design Talent Awards 2011 香港青年設計才俊大獎2011	HK Young Design Talent Awards 2012 香港青年設計才俊大獎2012	HK Young Design Talent Awards 2013 香港青年設計才俊大獎2013	HK Young Design Talent Awards 2014 香港青年設計才俊大獎2014	
<b>Income</b> 收入															
Government grant 政府資助	0	23,113,087	9,344,384	3,043,752	10,670,247	71,388	1,287,456	45,150	(773,015)	2,481,140	147,735	150,399	1,263,361	31,957	50,877,041
Project income 項目收入	117,740	1,855,670	3,519,957	1,306,271	880,881	0	345,025	0	403,610	0	0	0	0	0	8,429,154
Sponsorship 贊助/捐款	0	955,588	3,371,587	683,737	0	0	584,400	0	1,620,079	321,142	0	0	0	0	7,536,533
Other income 其他收入	208	763	863	0	360,261	0	1	0	6	13	5	0	133	137	362,390
	117,948	25,925,108	16,236,791	5,033,760	11,911,389	71,388	2,216,882	45,150	1,250,680	2,802,295	147,740	150,399	1,263,494	32,094	67,205,118
<b>Expenditures</b> 支出															
Project expenses 項目開支	7,742	6,293,812	14,663,734	4,452,262	10,604,454	71,388	1,984,146	0	1,166,930	2,389,025	147,740	150,399	1,032,150	3,900	42,967,682
Payroll & related cost 薪資及相關支出	9,080	15,992,757	1,573,057	581,498	1,294,935	0	464,986	45,150	73,750	395,270	0	0	231,344	28,194	20,690,021
Donation 捐款	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	20,000	3,638,539	0	0	12,000	0	10,000	0	10,000	18,000	0	0	0	0	3,708,539
	36,822	25,925,108	16,236,791	5,033,760	11,911,389	71,388	2,459,132	45,150	1,250,680	2,802,295	147,740	150,399	1,263,494	32,094	67,366,242
Operating surplus / (deficit) 營運盈餘/(赤字)	81,126	0	0	0	0	0	(242,250)	0	0	0	0	0	0	0	(161,124)
Less: Interest expenses 減：利息支出	(1,078)														(1,078)
	80,048	0	0	0	0	0	(242,250)	0	0	0	0	0	0	0	(162,202)
Net surplus/(deficit) 淨盈餘/(赤字)	80,048	0	0	0	0	0	(242,250)	0	0	0	0	0	0	0	(162,202)

# HKDC'S BOARD OF DIRECTORS 2014-2015

## 香港設計中心董事會



Meeting Attendance/Total no. of meetings 會議出席次數/會議數目 (1/4/2014 – 30/6/2015)	Board 董事會	FAC 財務及行政委員會	BDC 企業拓展委員會	AC 審核委員會
Mr. Victor Lo 羅仲榮先生	7/7	-	4/5	-
Dr. Roy Chung 鍾志平博士	7/7	5/5	4/5	2/2
Mr. Freeman Lau 劉小康先生				
Representative appointed by Hong Kong Federation of Design Associations 香港設計總會代表	4/7	3/5	3/5	-
Representatives appointed by Hong Kong Fashion Designers Association 香港時裝設計師協會代表	4/7	-	3/5	-
Representatives appointed by Hong Kong Designers Association 香港設計師協會代表 <sup>(1)</sup>	2/5	-	2/5	-
Representatives appointed by Hong Kong Interior Design Association 香港室內設計師協會代表	5/7	-	0/5	-
Representatives appointed by The Chartered Society of Designers 英國特許設計師協會(香港)代表	5/7	-	-	-
Dr. Alex Lee 李建明	-	-	-	-
Mr. David Lo 盧永強先生 <sup>(2)</sup>	-	-	-	-
Mr. Kelvin Yeung 楊棋彬先生	-	-	-	-
Mr. Joey Ho 何宗憲先生	-	-	-	-
Prof. Cees de Bont	2/7	-	3/5	-

Meeting Attendance/Total no. of meetings 會議出席次數/會議數目 (1/4/2014 – 30/6/2015)	Board 董事會	FAC 財務及行政委員會	BDC 企業拓展委員會	AC 審核委員會
Ms. Bonnie Chan 陳德姿女士	3/7	5/5	2/5	-
Mrs. Selina Chow 周梁淑怡女士	3/7	-	1/5	-
Mr. Felix Chung 鍾國斌先生	4/7	-	1/5	-
Mr. James Law 羅發禮先生	4/7	1/5	-	-
Mr. Joseph Lo 勞建青先生	4/7	-	-	2/2
Ms. Kai-yin Lo 羅啟妍女士	6/7	-	3/5	-
Mr. Leslie Lu 盧林先生	3/7	-	4/5	-
Mr. Victor Tsang 曾昭學先生	2/7	-	2/5	-
Ms. Ada Wong 黃英琦女士	4/7	3/5	-	-
Mr. Eric Yim 嚴志明先生	6/7	-	4/5	-
Mr. Jerry Liu 廖永亮先生				
(Head of Create Hong Kong or his proxy) (創意香港總監或其代表)	7/7	5/5	5/5	2/2
Mr. Ron Leung 梁昆剛先生 <sup>(3)</sup>	-	-	-	-
Ms. Janet Cheung 張啟秀女士	-	-	-	-
Mr. Antony Chan 陳志毅先生	-	-	-	-
Mrs. Janet Chu 朱蔡鳴鳳女士 <sup>(4)</sup>	-	-	-	-
Mr. Frank Peters	-	-	-	-
Mr. Frederick Lam <sup>(5)</sup>	1/3	-	-	-

**REMARKS:**  
 (1) Francis Lee resigned on 4 August 2014  
 (2)(3)(4) New Board of Directors  
 (5) Frederick Lam resigned on 30 September 2014

Board — Board of Directors 董事會  
 BDC — Business Development Committee 企業拓展委員會  
 FAC — Finance and Administration Committee 財務及行政委員會  
 AC — Audit Committee 審核委員會

(1) 李耀華已於2014年8月4日離職  
 (2)(3)(4) 新任董事  
 (5) 林天福已於2014年9月30日離職

# OUR PEOPLE

## 我們的團隊

SENIOR MANAGEMENT  
高級管理團隊



DESIGN INCUBATION PROGRAMME (DIP) TEAM  
設計創業培育計劃項目組



PROGRAMME TEAM  
主要項目組

MARKETING, COMMUNICATIONS, PARTNERSHIP, SPECIAL PROJECTS AND DESIGN  
市場推廣及傳訊、夥伴拓展、特別項目及設計組

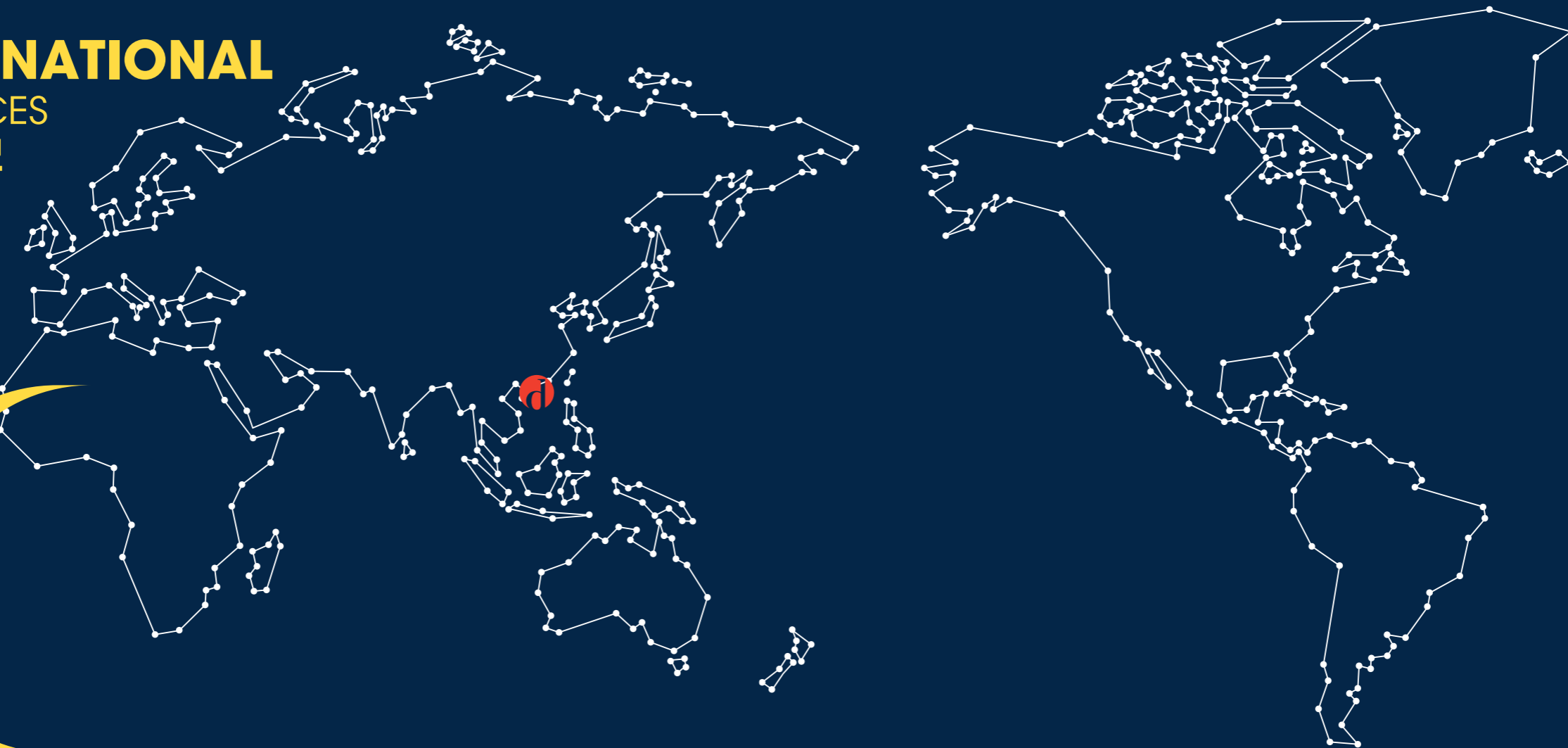


AWARDS TEAM  
獎項項目組



FINANCE & ADMIN TEAM  
財務和行政人員組

# INTERNATIONAL ALLIANCES 國際聯盟



**The following are some of the trans-national organisations that we are affiliated to. They have enabled us to organize a diverse range of quality programmes. Moving forward, we will continue to leverage on such alliances to harness success with greater effectiveness.**

以下是一些與本中心密切聯繫的跨國機構，它們通力合作使我們能夠舉辦如此多姿多彩的活動。展望未來，本中心希望能繼續與各機構攜手合作，精益求精。



## Global Design Network (GDN) 「國際設計聯盟」

Initiated by HKDC and HKTDC, GDN was inaugurated in 2005. It is a Hong Kong-based design promotional body which is supported by a strong international membership network. GDN members comprise influential design-related associations located in Hong Kong and overseas countries, and the size grows every year. The Hong Kong Federation of Design Associations (FHKDA), in partnership with HKDC, organise the GDN's annual Symposium during which its members converge in Hong Kong to get inspired and acquire the latest update on the global design industry development.

由香港設計中心與香港貿易發展局共同倡議，「國際設計聯盟」於2005年在香港成立，是一個以香港為中心的設計推廣機構。設計聯盟擁有一個強大穩固的國際性會員網絡，其會員均是來自世界各地具影響力的設計組織，數目亦正逐年遞增。每年，香港設計總會均與我們合辦「國際設計師聯席會議」，會員可藉此機會來港領略新思維，以及了解環球設計業的最新發展情況。



# Members of Global Design Network (GDN)

## 「國際設計聯盟」成員

AUSTRALIA 澳洲	CANADA 加拿大	SIDA SHENZHEN INDUSTRIAL DESIGN PROFESSION ASSOCIATION 深圳市工業設計行業協會	IDZ International Design Center Berlin	honed HONG KONG INTERIOR DESIGN ASSOCIATION 香港傢俬裝飾廠商總會	HKF&DA 香港當代文化中心 Hong Kong Institute of Contemporary Culture	HUNGARY 匈牙利	KOREA 韓國	SINGAPORE 新加坡	TAIWAN 台灣
Design Institute of Australia	icograda International Council of Graphic Design Associations Leading Creativity	SIID 深圳創新設計研究院 SHENZHEN INSTITUTE FOR INNOVATIVE DESIGN	ifd	honed	hkcc 香港當代文化中心 Hong Kong Institute of Contemporary Culture	HUNGARIAN DESIGN COUNCIL	kidp 한국디자인진흥원 KOREA INSTITUTE OF DESIGN PROMOTION	design business chamber singapore	Cultural Creative Industry Association
SWINBURNE SWINBURNE UNIVERSITY OF TECHNOLOGY	icsid International Council of Societies of Industrial Design Design for a better world	羊城設計聯盟 YANGCHENG DESIGN ALLIANCE	HONG KONG 香港	香港藝術學院 HONG KONG ART SCHOOL A Division of Hong Kong Arts Centre	HKIDA HONG KONG INTERIOR DESIGN ASSOCIATION 香港室內設計協會	INDIA 印度	Seoul Design Center	designsingapore	台灣創意設計中心 TAIWAN DESIGN CENTER
BARCELONA 巴塞隆拿	BCC Beijing Creative Centre	DDC® Danish Design Centre	Academy of Visual Arts 視覺藝術院	香港品牌協會 Hong Kong Brands Association	THE HONG KONG POLYTECHNIC UNIVERSITY 香港理工大學 JOCKEY CLUB DESIGN INSTITUTE FOR SOCIAL INNOVATION 賽馬會社會創新設計	ADI Association of Designers of India	MACAU 澳門	tDA Asia the Design Alliance Asia	TEDx Taipei x = independently organized TED event
Barcelona Activa Barcelona City Council	北京工業設計促進中心 bidc BEIJING INDUSTRIAL DESIGN CENTER	INDEX DESIGN TO IMPROVE LIFE®	傳理學院 School of Communication	bdc 香港品牌發展局 Hong Kong Brand Development Council	香港創新設計學院 HONG KONG POLYTECHNIC UNIVERSITY JOCKEY CLUB DESIGN INSTITUTE FOR SOCIAL INNOVATION 賽馬會社會創新設計	indi BRAND BETTER	MDA MACAU DESIGNERS ASSOCIATION 澳門設計師協會	SWEDEN 瑞典	THAILAND 泰國
BCD Barcelona Centre de Disseny	北京工業設計促進中心 bidc BEIJING INDUSTRIAL DESIGN CENTER	IFI International Federation of Interior Architects/Designers	香港浸會大學 HONG KONG BAPTIST UNIVERSITY	hkcc Hong Kong Design Centre 香港設計中心	INDONESIA 印尼	BD+A	澳門設計中心 MACAU DESIGN CENTRE	DESIGN REGION SWEDEN	TCDC
FabCafe What do you fab?	中國工業設計協會 China Industrial Design Association	FRANCE 法國	亞洲授權業協會 Asian Licensing Association	HONG HONG DESIGN INSTITUTE 香港知專設計學院 Member of VTC Group VTC 機構成員	AGI ASOSIASI DESAINER GRAFIS INDONESIA	ADP ASOCIASI DESAINER GRAFIS INDONESIA	MALAYSIA 馬來西亞	Form Design Center	UNITED STATES 美國
BELGIUM 比利時	SHANGHAI DESIGN CENTRE 上海設計中心	A.P.C.I. AGENCE POUR LA PROMOTION DE LA CREATION INDUSTRIELLE	Caritas Bianchi College of Careers 明發白英倫專業學校	CHARTERED SOCIETY OF DESIGNERS	miniminigallery	MODA Mode of Design Alliance 香港設計文化協會	WREGA MALAYSIA	Svensk Form	dmi: design management institute
FFI FLANDERS FASHION INSTITUTE	SHIDA	GERMANY 德國	香港設計師協會 HONG KONG DESIGN INSTITUTE	DESIGN COUNCIL HONG KONG 香港設計委員會	PMQ 元創方	ömg creative consulting	PORTUGAL 葡萄牙	SWEDISH ASSOCIATION OF DESIGNERS	NYC DESIGN
vio	HI	bayern design	HKDPA 香港數碼印刷協會	HONG KONG FASHION DESIGNERS ASSOCIATION 香港時裝設計師協會	SCAD The University for Creative Careers	JAPAN 日本	AND ASSOCIACAO NACIONAL DE DESIGNERS	SVD	SPARK
Z33 House for contemporary art	SDPA & 深圳市設計聯合會 SHENZHEN DESIGN UNION	SHENZHEN GRAPHIC DESIGN ASSOCIATION 深圳市平面設計協會	香港設計總會 HONG KONG FEDERATION OF DESIGN ASSOCIATIONS	FASHION FARM FOUNDATION	THE HONG KONG POLYTECHNIC UNIVERSITY 香港理工大學 SCHOOL OF DESIGN 設計學院	AODJ AMBASSADORS OF DESIGN, JAPAN			



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