

HKDC ANNUAL REPORT

香港設計中心年報

2018-2019

Cover Design Concept: Reimagine Design

A shimmering line of inspiration shoots across the book, representing a vibrant future for the local design industry. The bright line also illuminates Hong Kong Design Centre's optimism and confidence in the future of local creative fields. Simple and abstract geometric forms invite the viewer to reimagine design in its countless applications and possibilities.

封面設計概念：設計再想像

一束幻彩璀璨的光芒連繫整本年報，寓意香港設計業界前景多姿多彩，變化萬千。明亮的顏色線條，亦象徵香港設計中心對本地創意行業的未來充滿信心。年報在設計上運用抽象精煉的幾何圖形，拼湊出無限可能，引領讀者擴闊想像空間，重新思考設計的定義。

# ABOUT US

## 關於我們

Hong Kong Design Centre (HKDC) is a non-governmental organisation, and was founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as an international centre of design excellence in Asia. Our public mission is to promote wider and strategic use of design and design thinking to create business value and improve societal well-being, with the aim of advancing Hong Kong as an international design centre in Asia.

香港設計中心為於2001年成立的非政府機構，擔當香港特別行政區政府的策略伙伴，以推動香港成為亞洲區內享譽國際的設計之都為目標。公共使命是推動社會更廣泛和具策略性地運用設計及設計思維，為業界創造價值及改善社會福祉，旨在推動香港成為亞洲區內的國際設計中心。

# FOUNDING MEMBERS

## 創會成員



CHARTERED SOCIETY OF DESIGNERS  
● HONG KONG ●



HKDA  
香港設計師協會



# OUR FIVE STRATEGIC WORK DIRECTIONS

我們的五大工作範疇

## VISION 願景

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

## MISSION 使命

Use design and innovation to drive value creation and improve the well-being of society  
利用設計和創新來創造價值及改善生活質素

1

### CONNECT 聯繫業界

all industry doers and thinkers, foster exchange and collaboration 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

2

### CELEBRATE 弘揚人才

talents and good designs that improve quality of life, address social innovation and preserve cultural heritage  
嘉許為改善生活質素、推動社會創新、保育文化遺產有所貢獻的人才和設計

3

### NURTURE 啟蒙創業

creative talent, budding designpreneurs and startups to give them more opportunity to thrive  
為未來設計企業家拓展創業路向，培育創意和創業精神

4

### ADVANCE 突顯專業

expertise and knowledge to promote innovation within organisations, and drive Hong Kong's design ecosystem forward  
提升業界及設計專才的質素和專業技能，帶動創新和成長

5

### ENGAGE 融入社會

the society by sharing industry news, knowledge and insights, and stimulate the public's interest and appreciation of design  
推動各界互聯，積極與傳媒和大眾分享業界資訊和知識

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## 1

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## 2

### CELEBRATE 弘揚人才

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## 3

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## 4

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### ENGAGE 融入社會

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# MESSAGE FROM THE CHAIRMAN

## 主席的話



From fishing village to trade hub, manufacturing base to international finance centre, Hong Kong has reimagined and reinvented itself throughout its history. The next phase in the city's constant evolution is design, important in part due to its scarce land and natural resources and the limitations that it can impose on development. This challenge requires creative solutions, and HKDC is proud to help lead the way by promoting good design. But in order to facilitate this transformation, we must first change the public's perception of design. This is what prompted the theme of this annual report, "Reimagine Design".

When most people think about design, they think of aesthetics and product design. In fact, everything in our lives involves design, from the small name cards in your pocket to the business plans and government policies that shape our city and how we live. As the Chief Executive's 2017 and 2018 Policy Addresses pointed out, at its core, design thinking is essentially a problem-solving capability. At HKDC, our mission is to encourage the public to 'reimagine design' by increasing their holistic understanding and appreciation, and showing them the myriad ways that good design can improve our lives and our communities.

We are also devoted to helping the creative industry overcome challenges and identify opportunities in light of a new design-led economy. Hong Kong's rich cultural heritage, East-meets-West perspective and historic role

as regional manufacturing and financial hub all give us a competitive edge in finding inspiration and collaboration opportunities in design. HKDC's programmes like the DFA Awards, Design Incubation Programme (DIP) and Fashion Incubation Programme (FIP) have ensured that local creative talents benefit from Hong Kong's regional outlook and connections, while insightful Design Exchange (DX) programmes have fostered creative dialogue to nurture Hong Kong's design talent in relationship with its neighbours.

As part of our vision to establish Hong Kong as a centre of design excellence in Asia, we have dedicated ourselves to promoting the value and importance of design through a wide range of initiatives. These include our annual flagship event Business of Design Week (BODW), its brand-new extension the BODW City Programme (CityProg), and placemaking project Design District Hong Kong (#ddHK), which highlight the dynamic ways that creative collaboration and design thinking can enhance our public spaces to build a better community. A series of new programmes aim at further helping the public 'reimagine design', such as the Unleash! Empowered by Design Thinking

programme, a public education campaign targeted at schools and businesses. In the second half of 2019, we're eagerly anticipating the debut of our new creative base on 7 Mallory Street, which will provide a new space for us to engage the public. I'm also delighted that the second season of our biweekly programme series "Good Life Good Design", a collaboration with Metro Radio since 2017, was turned into a book – "Business of Design: Design Thinking and Design Doing", published in December 2018. Through these ongoing efforts, we hope to raise greater awareness that design isn't just for designers, but can be used as a creative way of problem-solving for all walks of life.

Last but not least, our achievements would not be possible without the faithful backing of our supporters, sponsors and partners, including our Lead Sponsor Create Hong Kong. With 2019/20 already on the horizon, they stand ready to help us deliver new programmes that will engage the design community, excite the public, and further the positive transformation of our city. With their support, we will continue to help Hong Kong's creative talents as they channel ideas into innovations that make design a driving force for our city's future.

香港從漁港發展成貿易中心、製造業重鎮，再成為今日的國際金融樞紐，多年來不斷蛻變成長，而下一個發展階段的核心，無疑將會是設計。香港設計中心一直致力宣揚優秀設計，因為我們明白在土地和天然資源稀少的情況下，香港想要突破現有框框，便必須從創意方案著手，而先決條件是推動公眾重新思考和認識設計。因此，我們特別將本年度年報的主題定為「設計再想像」。

提到設計，許多人都只會聯想起產品的外觀和美感，但事實上小至一張名片，大至整項業務計劃，甚至是政府的城市規劃與民生政策，生活各個層面都與設計息息相關。誠如行政長官2017年及2018年施政報告所提及，設計思維其實是一種解難能力，而香港設計中心的使命，正是讓公眾對設計進行再想像，從而更全面地認識、欣賞和理解優秀設計對生活和社會帶來的正面作用。

香港設計中心其中一項主要工作，是積極裝備創意業界迎接以設計主導的新經濟時代，把握經濟轉型帶來的挑戰和機會。香港擁有中西歷史文化交融、製造業與金融業基礎雄厚的穩健優勢，有助業界尋求創意靈感和合作機遇。我們推出的「DFA設計獎」、「設計創業培育計劃」及「時裝創業培育計劃」，正是為本地設計專才掌握香港優厚地緣關係與發展前景而生，而「DX設計交流計劃」則進一步強化本地菁英與鄰近地區專才的連繫，建立創意交流平台。

為實現「推動香港成為亞洲設計之都」的願景，我們一直積極推廣設計的價值和重要性，籌辦不同企劃，當中包括我們的年度旗艦活動「設計營商周」，以及由此延伸的全新項目「BODW城區活動」。其他新計劃還包括地方營造項目「設計#香港地」及培訓工作坊「Unleash! 設計思維·無限可能」，前者藉由創意協作與設計思維重塑公共空間，透過互動形式提升社區環境，後者則向學界和商界分

享設計思維的應用。而茂蘿街7號創意基地的籌備工作亦正如火如荼進行中，預期將於2019年下半年正式投入啟用，面向公眾推廣創意。此外，我們亦欣然於2018年12月策劃出版《創意營商：設計思維應用與實踐》一書，進一步與公眾分享電台特輯「生活就是設計」第二季的內容。這個節目自2017年起於新城知訊台播放，每兩星期與公眾一起探討卓越設計思維。藉由以上各項活動，我們期望讓公眾了解設計不只是設計師的專利，更是融入生活的創意解難工具。

最後，我希望藉此機會衷心感謝我們的支持者、贊助者與伙伴，包括主要贊助機構創意香港一直以來對我們的全力支持。展望2019 – 2020年度，我們將繼續與各界衷誠合作，在項目企劃上推陳出新，凝聚設計社群與激發公眾創意，並扶植創意菁英融合創意與創新，群策群力起動設計力量，引領香港持續發展，建設美好未來。

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



# MESSAGE FROM THE EXECUTIVE DIRECTOR

行政總裁的話



The rising worldwide trend towards human-centred design has created the need for solutions that prioritise the aspirations, well-being and needs of people. It's high time for Hong Kong to embrace this kind of a design-inspired economy, one that sparks enterprising creativity.

Over the years, Hong Kong Design Centre (HKDC) has been a catalyst in raising awareness about good design, cultivating design thinking, and creating a more liveable city. Reimagining design is not only a timely topic, but an important one if we are to grow together towards a collaborative, happy and shared future.

In this reporting year, we continued to offer programmes that advocate the power of design and design thinking as a way to tackle society's evolving problems. Through our signature programmes like Business of Design Week (BODW) and FASHION ASIA HONG KONG, we CONNECT, fostering cross-disciplinary exchange among design and business leaders from around the globe and bringing the international and regional spotlight to Hong Kong. The epitome of CELEBRATE, the DFA Awards showcased design and leadership excellence across Asia via a variety of award programmes, exhibitions, a pop-up store and a tour. We continued to NURTURE the next generation of creative talents through our incubation programmes, FIP and DIP, helping them to advance entrepreneurship, as well as the Design Exchange (DX)

tour to Tokyo, which broadened the horizons of emerging designers.

Through design knowledge forums and workshops at our annual Knowledge of Design Week (KODW), by the newly launched Unleash! Empowered by Design Thinking Programme and by our Institute of Design Knowledge (IDK), we have reached a wider audience to ADVANCE their knowledge of how to cultivate an innovative, design-driven culture in different organisations. Finally, we sought to ENGAGE the public to reimagine design through new initiatives such as the BODW City Programme (CityProg), which motivated brands and creative communities to organise public-facing activities that allow visitors to experience the design vibe all over our city. Design District Hong Kong (#ddHK), a new creative tourism project presented by the Tourism Commission and organised by HKDC, also brought the power of design to local neighbourhoods through placemaking projects in Wan Chai and Sham Shui Po.

As we move forward, HKDC will step up our efforts to encourage citywide appreciation of good design. We are already planning the second edition of Unleash!, which we hope will

boost creativity and design thinking among primary and secondary school students, as well as other practitioners. Also in the works is our new design base on 7 Mallery Street, which is expected to open in 2019 and serve as a community-engaging space to showcase good design. In anticipation of launching a new design and fashion project in Sham Shui Po in a few years, we are engaging diverse stakeholders to participate in different co-creation workshops and exchange sessions. And, of course, we will continue to expand our citywide programmes including CityProg, #ddHK and explore other new partnership initiatives.

HKDC has come a long way, and none of these achievements would have been possible without the staunch support of the HKSAR Government, Create Hong Kong and all of our partners. Last but not least, my gratitude goes to the Board of Directors for their guidance and a fully committed team. In 2019, we look forward to our new office at The Mills, a revitalised landmark and creative hub. The new office aims to give HKDC a refreshed identity and our teammates an inspiring work environment in which to continue our mission. Let's shape a bright future together!

以人為本的設計成為環球大趨勢，反映出世界各地正熱切尋求回應人們的福祉與需求的方案。在這股以設計為主導的經濟洪流之下，香港當然亦要弘揚創意，激發設計企業家精神。

過去多年，香港設計中心一直致力提升公眾對優秀設計的認識，宣揚設計思維，並為創建更宜居城市發揮積極作用。現在正是推動「設計再想像」的重要時機，因此，本年度我們繼續推行多個活動及計劃，展示設計的力量，並推動設計思維作為應對社會挑戰的解難工具。

我們透過「設計營商周」、「FASHION ASIA HONG KONG」等旗艦活動及計劃聯繫業界，推動國際設計翹楚及商業領袖展開跨界的交流，將地區、乃至世界的目光聚焦香港。為弘揚人才，我們設立「DFA設計獎」，透過多個獎項、展覽、pop-up store、交流團等平台，展現亞洲優秀設計及其非凡影響力。我們貫徹啟蒙創業的使命，為創意菁英提供「設計創業培育計劃」及「時裝創業培育計劃」，幫助他們掌握創業技能，並開展「DX設計交流計劃」，組織本地新進設計師前往東京，拓闊國際視野。

藉著「設計『智』識周」、全新「Unleash! 設計思維·無限可能」計劃及設計知識學院舉辦的論壇及工作坊，我們為更多人士建構交流平台，了解如何在各行各業中突顯專業，塑造以創新和設計為主導的文化。最後，我們亦透過多個全新活動融入社會，包括「BODW城區活動」，推動品牌及創意社群積極舉辦面向公眾的活動，讓本地市民及外地訪客感受香港的設計活力；以及由香港設計中心主辦、旅遊事務署呈獻的創意旅遊項目「設計#香港地」，在灣仔和深水埗開展地方營造活動，於各社區傳播設計的力量。

邁向未來，香港設計中心將繼續秉承鼓勵大眾欣賞優秀設計的公眾使命。我們已計劃推行第二期「Unleash! 設計思維·無限可能」計劃，期望提升中小學學生及其他業界人士的創意及設計思維。此外，我們於灣仔茂蘿街7號打造的全新設計基地亦已落成，預計將於2019年投入使用，成為展示卓越設計的公眾空間。我們亦邀請了來自不同界別的持份者展開多個共創工作坊及交流討論，為未來幾年於深水埗推行新設計及時裝項目的計劃出謀獻策。同時，我們將延續「BODW城區活動」、「設計#香港地」的成功，探索更多的合作機遇。

一路走來，香港設計中心有賴香港特區政府、創意香港及各方合作伙伴的支持，董事會的帶領及香港設計中心團隊的不懈努力，助我們不斷邁步向前。2019年，我很高興位於南豐紗廠的新辦公室正式啟用，這座創意地標經活化後煥發嶄新活力。全新的辦公環境相信將為香港設計中心帶來新面貌，為團隊營造激發靈感的工作氛圍，有助我們貫徹工作使命。衷心期望來年與大家繼續攜手共創美好未來！

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



# YEAR IN A GLANCE

年度回顧

APR 2018 → MAR 2019

## 4

APR 2018



● 15/4/2018

FIP designers' cross-disciplinary collaboration: "Nova Power"  
時裝創業培育計劃設計師時裝  
跨界合作項目:「星·勢·力」

● 17 → 29/4/2018

DFA Awards Design Dialogue & Exhibition (Tokyo)  
「DFA 設計獎」設計對談及設計展東京站

● 24/4/2018

DFA Awards Design Dialogue (Seoul)  
「DFA 設計獎」設計對談首爾站



● 26/4 → 26/7/2018

DFA pop-up store@kapok  
DFA@kapok 期間限定店

● 27/4 → 31/5/2018

DFA Awards Exhibition (Hong Kong)  
「DFA 設計獎」設計展香港站

## 5

MAY 2018

● 4&7/5/2018

IDK Workshop on Design Thinking for Innovative Leadership Programme of Civil Service Bureau  
設計知識學院為公務員事務局「創意領袖培訓計劃」舉辦設計思維工作坊



● 10/5/2018

DFA Awards Design Dialogue (Shanghai)  
DFA 設計獎設計對談上海站

● 15/5 → 3/6/2018

DFA Awards Design Dialogue & Exhibition (Bangkok)  
「DFA 設計獎」設計對談及設計展曼谷站



● 24 → 27/5/2018

DFA Tour to Taiwan  
給亞洲設計——台灣行



● 25/5/2018

DIP Design Master Sharing  
設計創業培育計劃設計大師分享會

## 6

JUN 2018

● 4/6 → 1/7/2018

DFA Awards Design Dialogue & Exhibition (Tainan)  
「DFA 設計獎」設計對談及設計展台南站



● 11 → 15/6/2018

Knowledge of Design Week 2018  
設計「智」識周 2018

● 12/6/2018

DFA Awards Design Dialogue (Hong Kong)  
「DFA 設計獎」設計對談香港站

## 7

JUL 2018

● 1/7/2018

HKDC Booth@Made in Hong Kong 2018  
香港設計中心攤位@「香港掂檔 2018」



● 19 → 20/7/2018

7+1 Entrepreneurship for Design & Creative Business Certificate Programme: Study Trip to Greater Bay Area  
7+1志在創業——設計與創意工業證書課程:大灣區考察團



# 8

AUG 2018



● 16/8/2018  
 "Good Life Good Design" radio programme series 3 – "Placemaking" commences on Metro Radio  
 電台節目「生活就是設計」第三季「地方營造」系列於新城知訊台開播

# 9

SEP 2018



● 14&17/9/2018  
 IDK Workshop on Design Thinking for Innovative Leadership Programme of Civil Service Bureau  
 設計知識學院為公務員事務局「創意領袖培訓計劃」舉辦設計思維工作坊

# 10

OCT 2018



● 6/10/2018  
 Unleash! Empowered by Design Thinking Programme Launch Ceremony  
 「Unleash! 設計思維·無限可能」計劃啟動禮



● 30/10 → 2/11/2018  
 Design Exchange tour (Tokyo)  
 DX 設計交流計劃東京站

# 11

NOV 2018

● 11/2018 → 1/2019  
 BODW City Programme  
 BODW 城區活動



● 22 → 25/11/2018  
 CreateSmart Initiative Exhibition (Tai Kwun)  
 創意智優計劃邁向十周年展覽 (大館)

● 30/11 → 9/12/2018  
 deTour 2018 Creative Festival  
 創意匯聚十日棚

# 12

DEC 2018



● 1/12/2018  
 #ddMotion #dd策動：  
 FASCINATION STREET



● 4&7/12/2018  
 DFA Awards Presentation Ceremony  
 「DFA 設計獎」頒獎典禮



● 3 → 8/12/2018  
 Business of Design Week 2018  
 設計營商周 2018

● 4 → 11/12/2018  
 FASHION ASIA:  
 10 Asian Designers to Watch

● 4/12/2018  
 Leadership Forum on  
 Design Education 2018





● 5 → 6/12/2018  
FASHION ASIA:  
Fashion Challenges Forum

● 5/12/2018  
WORKTECH18 HONG KONG

● 6 → 7/12/2018  
Business of IP Asia Forum  
亞洲知識產權營商論壇

● 6 → 8/12/2018  
DesignInspire

● 7/12/2018  
M+ Matters | Keynote:  
Building Louvre Abu Dhabi  
M+ 思考 | 焦點談：構建阿布扎比羅浮宮

● 7 → 8/12/2018  
#ddMotion: #dd24  
#dd策動：#創玩24

● 8/12/2018  
"Business of Design: Design Thinking  
and Design Doing" Book Launch  
《創意營商：設計思維的應用與實踐》  
新書發布會

● 8/12/2018  
Global Design Network (GDN)  
Symposium 2018  
國際設計師聯席會議 2018

# 1

JAN 2019

● 12 → 13/1/2019  
IDK Workshop for CUHK EMBA  
Programme - Design and Innovation  
Management: Design Planning  
設計知識學院為香港中文大學行政人員工商  
管理碩士課程舉辦：設計與創新管理課程  
「設計企劃」學習單元



● 18 → 20/1/2019  
HKDC Streetshop@SPARK: The  
Science and Art of Creativity 2019

● 18 & 21/1/2019  
IDK Workshop on Design Thinking:  
Innovative Leadership Programme for  
Civil Service Bureau  
設計知識學院為公務員事務局舉辦：  
「創意領袖培訓計劃」設計思維工作坊

● 19 → 20/1/2019  
IDK Workshop for CUHK EMBA  
Programme - Design and Innovation  
Management: Experience Design  
設計知識學院為香港中文大學行政人員工商  
管理碩士課程舉辦：設計與創新管理課程  
「體驗設計」學習單元

# 2

FEB 2019



● 13 → 28/2/2019  
CreateSmart Initiative Exhibition (K11)  
創意智優計劃邁向十周年展覽 (K11)

● 14/2/2019  
"Good Life Good Design" radio programme  
series 4 - "DFA Hong Kong Young Design  
Talent Awards Winners" commences on  
Metro Radio  
電台節目「生活就是設計」第四季  
「DFA 香港青年設計才俊獎得獎者」系列  
於新城知訊台開播

# 3

MAR 2019



● 8 → 9/3/2019  
Unleash! Design Thinking Forum  
「Unleash!」設計思維論壇



● 16/3/2019  
"Business of Design: Design Thinking  
and Design Doing" Book Sharing  
《創意營商：設計思維的應用與實踐》  
新書分享會



● 27/3/2019  
#ddHK Launch Ceremony  
設計#香港地 啟動禮

## CONNECT

all industry doers and thinkers, foster exchange and collaboration 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

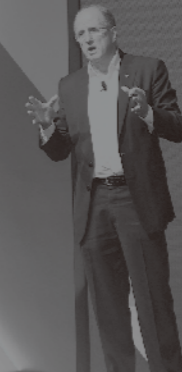
## 聯繫業界

# BUSINESS OF DESIGN WEEK (BODW) 2018

設計營商周 2018

CONNECTING A WORLD OF IDEAS THROUGH DESIGN  
卓越設計凝聚慧眼巧思

BODW 2018  
BUSINESS OF DESIGN WEEK



Plenary I  
Urban Choreography  
- Melbourne 1985 -

BODW has been Asia's leading international event on design, innovation and brands since 2002.

Organised by HKDC, co-organised by the Hong Kong Trade Development Council and sponsored by Create Hong Kong, it provides a valuable platform for the exchange of ideas, networking and business opportunities.

自2002年創辦起，「設計營商周」發展至今已成為亞洲矚目的設計、創新及品牌年度盛事。是項活動由香港設計中心主辦與香港貿易發展局協辦，並得創意香港全力贊助，為交流意見、互聯互通及探索商機提供寶貴的平台。

### 伙拍墨爾本 放眼宜居生活設計

2018年12月3日至8日的「設計營商周峰會」以「思考·合作·創新」為主題，匯集來自世界各地的嘉賓講者，其中20多位來自2018年的伙伴城市墨爾本，當地曾連續七年(2011年至2017年)獲經濟學人智庫評選為全球最宜居城市。峰會上，與會嘉賓積極分享在建築、科技、產品設計、數碼設計、傳意、商業、文化等領域的最新創意理念及行業洞悉。

### SHEDDING NEW LIGHT ON LIVEABLE DESIGN WITH MELBOURNE

The BODW Summit on 3-8 December 2018, themed "Think · Collaborate · Create", drew speakers from around the world, including more than 20 from this year's partner city of Melbourne, named the world's most liveable city by the Economist Intelligence Unit for seven consecutive years (2011-2017). Attendees were eager to explore the latest innovations and insights in the fields of architecture, technology, digital design, product design, communication, business, culture and more.



80+

Speakers from 15+ countries/regions  
位來自逾15個國家及地區的演講嘉賓



230k+

Total participants  
位參加者



180+

Media attendees  
位媒體代表





## | STANDING AS ASIA'S PREMIER DESIGN EVENT

As an anchor event for the week, the BODW Summit hosted a stellar lineup of international speakers, including the world's leading trend forecaster Li Edelkoort from Trend Union; award-winning Japanese architect Toyo Ito; Sonny Tilders, animatronics designer and Creative Director and CEO of Creature Technology Co. in Melbourne; Germany's Erik Spiekermann, iconic type and information designer, and expert in letterpress printing; Lyndon Neri, founding partner of Neri&Hu Design and Research Office from Mainland China; and Ron Arad, acclaimed UK industrial designer, artist, and architect. These world-renowned creative masters sparked discussion on the strategic use of design for cities, the economy, culture and living, while new sessions were introduced for the exploration of specialised design fields.

These sessions included a special seminar, "Liveability, Sports & Design", inspired by Melbourne's strengths as well as its reputation for being the world's most liveable city; "Digital & Design", exploring how technology is changing our everyday experiences; and "Greater Bay Area & Design", inviting design and business leaders from around the Greater Bay Area to share the latest trends and developments.

## | 亞洲頂尖設計盛會

作為「設計營商周」的重頭項目，「設計營商周峰會」雲集環球精英講者，包括 Trend Union 時尚趨勢專家 Li Edelkoort、屢獲獎項的日本建築師伊東豐雄、墨爾本 Creature Technology Co. 創意總監兼行政總裁 Sonny Tilders、德國著名字體及資訊設計師、活版印刷師 Erik Spiekermann、中國內地如恩設計研究室創始合伙人 Lyndon Neri、以及享負盛名的英國工業設計家、藝術家及建築師 Ron Arad。這些世界頂尖創意大師聚首一堂，探索如何有策略性地將優秀設計應用於城市、經濟、文化和生活之中。此外，峰會新增多個環節，將議題延伸至專業設計領域。

其中「宜居城市、體育與設計」專題研討會借鑒獲譽為世界最宜居城市的墨爾本，「數碼與設計」論壇剖析了科技如何為我們的日常生活帶來轉變，而「大灣區與設計」論壇則邀請來自大灣區不同城市的設計精英及商界領袖，分享區內的發展動態與趨勢。

## | SPECIAL ACKNOWLEDGEMENTS 特別鳴謝

Lead Strategic Partner  
首席策略伙伴

Debbie Lo  
Creativity Foundation

Strategic Programme Partners  
策略伙伴

HONG KONG DESIGN INSTITUTE  
香港知專設計學院

PolyU Design

HONG KONG FEDERATION  
OF DESIGN ASSOCIATIONS

PMQ  
元創方

Platinum Sponsors  
白金贊助商

太古地產  
SWIRE PROPERTIES

SWINBURNE  
UNIVERSITY OF  
TECHNOLOGY  
SCHOOL OF DESIGN

## | WELCOMING A RETURNING PARTNER IN 2019

The summit ended with the announcement of the United Kingdom's return as BODW 2019's official partner country. Home to some of the world's best art and design schools and birthplace of cutting-edge architecture, the UK has a rich creative heritage, and promises to be an exceptionally inspiring partner once again after its debut partnership in 2006.

## | 2019年再度伙拍英國

峰會還公佈了英國將於2019年再次與「設計營商周」合作，擔任官方伙伴國家。英國是全球頂尖藝術設計學院的集中地，而且知名建築林立，更擁有豐饒的創意文化歷史。繼2006年首度合作後，這次英國再度與「設計營商周」攜手，定必會成為一場值得期待的文化交流盛事，為設計業界帶來靈感啟發。

## BODW CONCURRENT EVENTS & PARTNER PROGRAMMES

### 「設計營商周」同期活動及伙伴項目

Many events aimed at fostering innovation and connection came together under the flag of the BODW 2018 programme, including a main summit (3–8 December); a citywide extension programme of BODW; and over 20 concurrent events:

- BODW City Programme (see pages 61 to 65)
- FASHION ASIA 2018 HONG KONG (see pages 20 to 21)
- DFA Awards Presentation Ceremony 2018 (see pages 27 to 28)
- DesignInspire (see page 22)
- deTour 2018 Creative Festival (see page 23)
- Business of IP Asia Forum 2018 (see page 24)
- Leadership Forum on Design Education 2018 (see page 24)
- GDN Symposium 2018 (see page 25)
- M+ Matters | Keynote: Building Louvre Abu Dhabi (see page 25)
- WORKTECH18 Hong Kong (see page 25)

為進一步連繫全城，共同推動創意，香港設計中心另於「設計營商周2018」舉行期間，同時推出多項活動，包括12月3日至8日的主要論壇、「設計營商周」延伸全城的項目，以及逾20項同期活動，包括：

- 「BODW 城區活動」(詳見第61頁至65頁)
- 「FASHION ASIA 2018 HONG KONG」(詳見第20頁至21頁)
- 「DFA 設計獎2018」頒獎禮(詳見第27頁至28頁)
- 「DesignInspire」(詳見第22頁)
- 「創意匯聚十日棚」(詳見第23頁)
- 「亞洲知識產權營商論壇2018」(詳見第24頁)
- 「Leadership Forum on Design Education 2018」(詳見第24頁)
- 「國際設計師聯席會議2018」(詳見第25頁)
- 「M+ 思考|焦點談：構建阿布扎比羅浮宮」(詳見第25頁)
- 「WORKTECH18 Hong Kong」(詳見第25頁)

BODW Concurrent Event

「設計營商周」同期活動

# FASHION ASIA 2018 HONG KONG

POSITIONING HONG KONG AS ASIA'S HOME

FOR FASHION AND STYLE

鞏固香港作為亞洲時尚之都的角色

The entrepreneurial spirit of Hong Kong's growing creative community has transformed the city from a bridge between East and West to a powerful hub for style, art and culture in its own right. FASHION ASIA 2018 HONG KONG was launched in this respect to explore the city's role in Asia's fashion ecosystem and as a centre for trade and business. Now in its third year, with HKDC as organiser and Create Hong Kong as lead sponsor, the event continued this evolution from 4–11 December 2018.

香港創意社群日益蓬勃發展，以創業精神推動中西交融的香港進身成為時尚、藝術與文化樞紐。為進一步鞏固香港作為時尚貿易之都的領導地位，香港設計中心在創意香港的鼎力贊助下，於2018年12月4日至11日舉行「第三屆 FASHION ASIA 2018 HONG KONG」，起動全城探索亞洲的時尚生態系統。

## FASHION CHALLENGES FORUM INSIGHTS ON ISSUES FACING THE INDUSTRY

At this two-day forum held 5–6 December 2018, over 30 international speakers, including industry power players, leaders, creatives and innovators, came together to discuss the challenges facing the global fashion industry. Among those invited to address attendees were Andrew Wu, Group President, Greater China, LVMH; Xia Ding, President of JD International Fashion and Head of Toplife, JD.com; Humberto Leon, co-owner and Creative Director of Opening Ceremony, and Co-creative Director of Kenzo; Jessica Jung, Creative Director of Blanc & Eclare; key players from thriving markets such as Mainland China, Japan and Hong Kong; and representatives from Australia's fashion industry, as a nod to BODW's partner city, Melbourne.

Over 1,700 visitors gathered for discussions that ranged from opportunities in burgeoning Asian markets, brand communication and cross-industry collaboration, to the role of technology in the customer experience and the evolution of influencers into entrepreneurs.

## 「Fashion Challenges Forum」

分享精闢見解 拆解業界挑戰

為期兩天的「Fashion Challenges Forum」亞洲時裝業論壇於2018年12月5日至6日舉行，邀請了逾30位來自世界各地的時尚精英擔任演講嘉賓，凝聚業界重量級決策人、各界領袖、創意精英及改革先鋒，一同探討全球時裝界面臨的重大挑戰。當中嘉賓講者包括 LVMH 集團大中華區總裁 Andrew Wu；京東商城時尚生活事業群國際業務拓展部總裁兼 Toplife 業務負責人 Xia Ding；Opening Ceremony 聯合持有人及創意總監，Kenzo 聯合創意總監 Humberto Leon；Blanc & Eclare 創意總監 Jessica Jung；以及來自中國內地、日本和香港等的業界翹楚等。適逢今年「設計營商周」伙拍墨爾本舉行，是次論壇亦請來澳洲時尚界首屈一指的創意精英進行交流。

論壇上，逾1,700位參加者聚首一堂，共同探討亞洲市場的盎然商機，討論品牌宣傳、跨行業合作等，並剖析科技在客戶體驗扮演的角色，以及意見領袖成為企業家的趨勢。

## 10 ASIAN DESIGNERS TO WATCH EXHIBITION SPOTLIGHT ON RISING STARS

On display throughout the event, this exhibition drew in over 10,000 visitors with exclusive pieces by some of Asia's most promising talents, including Hong Kong-based brands FFIXXED Studios and Cynthia & Xiao; Feng Chen Wang, 8ON8, Pronounce and Snow Xue Gao from Mainland China; Angus Chiang from Taiwan; Moto Guo from Malaysia; and Japanese brands Akikoaki and Chika Kisada.

Pop-up spaces around PMQ highlighted the work of nominees for the Best of the Best Fashion Graduate Award, a new initiative aimed at recognising outstanding new design talents. Nominees included students from the Hong Kong Design Institute, Hong Kong Polytechnic University, Savannah College of Art and Design (SCAD) Hong Kong, and Technological and Higher Education Institute (THEi) of Hong Kong.



## 「10 Asian Designers To Watch」時裝展覽 表揚新銳設計菁英

是次展覽吸引逾10,000人次參觀，一同欣賞由亞洲新進設計師創作的傑出作品，其創作品牌及設計師包括來自香港的 FFIXXED Studios 及 Cynthia & Xiao；中國內地的 Feng Chen Wang、8ON8、Pronounce 及 Snow Xue Gao；台灣的 Angus Chiang；馬來西亞的 Moto Guo；以及日本的 Akikoaki 和 Chika Kisada。

此外，元創方內亦展出新設獎項「Best of the Best Fashion Graduate Award」的優秀提名作品，以發掘及表揚設計新銳。展覽上匯聚了香港設計學院、香港理工大學、藝術與設計學院 SCAD 及香港高等技術與高等教育學院 THEi 的優秀畢業作品。



BODW Partner Programme

「設計營商周」伙伴項目

# DESIGNINSPIRE

A CREATIVE APPROACH TO URBAN LIFE

發揮創意智慧 引領城市新生活



### | Melbourne Pavilion: Shared Values

Hosted by partner city, Melbourne under the theme "Think · Collaborate · Create", this pavilion showcased how creative talents have improved the city's quality of life and shaped it for the better. On display were innovations from more than 100 designers and five universities curated by the National Gallery of Victoria.

With Melbourne as partner city in 2018, DesignInspire is an international exhibition about creativity jointly organised by HKTDC and HKDC, held from 6-8 December 2018. Under the theme "Co-create a Happy City", the event offered a platform for brands, design associations and institutions to show their innovations through an array of interactive installations, products and projects.

「DesignInspire」是由香港貿易發展局及香港設計中心聯合舉辦的國際創意設計博覽，於2018年12月6日至8日舉行。今屆活動聯同伙伴城市墨爾本，以「共創樂活都市」為主題，為環球品牌、設計協會及學院提供展示平台，透過各式互動裝置、嶄新產品及卓越項目，展現如何將創新理念融入設計。

HKDC's thematic pavilion, "Designscape", presented the works of DFA Awards winners, DIP and FIP designers, arranged to create a silhouette of the landscape of Hong Kong. This window into the Hong Kong's creative community emphasised the city's dynamic spectrum of innovation.

At the pavilion, visitors were invited to take part in a "Designing City Liveability" block-building game to co-design a better city by considering five key factors of liveability.

作為是次盛事的主題展區之一，由香港設計中心主辦的「港貌」展覽以香港維多利亞港兩岸為靈感，展出「DFA設計獎」的得獎作品，以及「設計創業培育計劃」與「時裝創業培育計劃」一眾設計才俊的設計，讓公眾一睹本地創意社群的獨特巧思，感受香港的創新力量。

會場裡，觀眾亦可參與「共建宜居城市」遊戲，參照宜居城市的五個指標，共建心目中的理想宜居城市。

### | 墨爾本展館：「共享價值」

墨爾本館以「思考、合作、創新」為主題，由維多利亞州國立美術館策劃，帶來逾100位設計師及五間大學的創意傑作，展現伙伴城市墨爾本的設計精英如何發揮創意，改善生活質素以構建更美好的城市。

BODW Partner Programme

「設計營商周」伙伴項目

# DETOUR 2018 CREATIVE FESTIVAL

創意匯聚十日棚

A SHARED VISION OF CREATIVITY

共同發掘多元創意

In 2018, deTour was held at PMQ, a creative hub located in the heart of Hong Kong and responsible for curating this one-of-a-kind festival exploring the thought processes behind creation. The tenth deTour was held from 30 November to 9 December 2018 with the theme "Trial and Error", hosting more than 105,000 participants who came to delve deep into the creative process. Young talents and seasoned creative professionals alike were on hand with exhibitions, installations, workshops and design talks created to inspire the public to experiment and think about what makes for good design.

第十屆「創意匯聚十日棚」於2018年11月30日至12月9日，再度於香港創意地標元創方舉行，以「Trial and Error」為主題，帶領大眾探尋優秀設計背後的創作故事。本年度的活動吸引超過105,000人到訪參加，欣賞一眾設計菁英及創意翹楚的展覽及裝置藝術，並在工作坊及設計講座上探索如何透過實驗與實踐，成就卓越設計。



105k Total participants  
位參加者

 230+ Exhibitors from 9 countries & regions  
個來自9個國家及地區的參展商

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

 320+ Global designers  
位國際設計師

 35.2k Total participants  
位參加者



BODW Partner Programme

「設計營商周」伙伴項目

# BUSINESS OF IP ASIA FORUM (BIP ASIA)

亞洲知識產權營商論壇

EXPLORING THE NEW FORCE IN IP INNOVATION

前瞻知識產權新世代

The eighth BIP Asia Forum, themed "IP and Innovation in the New Socio-technological Landscape", was held on 6–7 December 2018, and jointly organised by the HKSAR Government, HKTDC and HKDC. With over 80 prominent speakers sharing their insights at a series of plenary and breakout sessions, the event drew more than 2,600 IP professionals and business leaders from all over the world together to discuss the latest developments in IP and explore opportunities for collaboration.

第八屆「亞洲知識產權營商論壇」於2018年12月6日及7日舉行，由香港特別行政區政府、香港貿易發展局及香港設計中心聯合舉辦。是次論壇以「知識產權與創新：塑造社會及科技發展新形勢」為主題，匯聚逾80位精英講者，在一系列主題演講及分組專題討論中分享真知灼見，吸引逾2,600位來自世界各地的知識產權專業人士及商界領袖出席，共同探討知識產權的發展前景，開拓無限合作商機。



BODW Concurrent Event

「設計營商周」同期活動

# GLOBAL DESIGN NETWORK (GDN) SYMPOSIUM 2018

國際設計師聯席會議 2018

MOBILISING DESIGNERS TO MAKE A BETTER WORLD

帶動創意交流 締造美好未來

On 8 December 2018, under the theme of "The Making Of", the GDN Symposium 2018 explored the best of traditional craftsmanship and modern design. Organised by the Hong Kong Federation of Design Associations and sponsored by Create Hong Kong, the event was attended by GDN members, including global design masters from leading design associations and industry practitioners.

「國際設計師聯席會議 2018」由香港設計總會主辦，並獲創意香港撥款支持，於2018年12月8日以「造物有道」為主題舉行，探討如何結合傳統工藝與現代設計，為生活提供更佳解難方案。是次盛會匯聚國際設計聯盟成員，包括來自頂尖設計組織的國際設計大師及創意業界人士，為描繪未來發展出謀劃策。本年度會議深入剖析文化的塑造，探討其如何影響設計行業的發展。



BODW Partner Programme

「設計營商周」伙伴項目

# LEADERSHIP FORUM ON DESIGN EDUCATION 2018

RESHAPING DESIGN EDUCATION

FOR THE NEXT GENERATION

帶動創意交流 締造美好未來

The Leadership Forum on Design Education on 4 December 2018, jointly presented by the Hong Kong Polytechnic University School of Design, Hong Kong Design Institute and HKDC, brought together renowned industry leaders and academics for high level discussions to shape the future of design education in response to the changing world. The 195 participants explored the relationship between service design and business models, and how to tackle the major challenges involved in their integration.

「Leadership Forum on Design Education」由香港理工大學設計學院、香港知專設計學院及香港設計中心聯合舉辦，於2018年12月4日舉行，雲集業界領袖及專業教育工作者，深入探討設計教育的未來發展方向，以應對瞬息萬變的全球環境。論壇上，195位參加者共聚一堂，了解服務設計與商業模式之間的關係，以及如何克服困難，令兩者得以相輔相承。



BODW Concurrent Event

「設計營商周」同期活動

# M+ MATTERS | KEYNOTE: BUILDING LOUVRE ABU DHABI

M+ 思考 | 焦點談：構建阿布扎比羅浮宮

TRANSLATING CONCEPTS

INTO CONSTRUCTION

融入卓越巧思 成就建築傑作

The talk was hosted on 7 December 2018. International thinkers and practitioners were invited to share how the construction of a visionary museum reflects its cultural context and connects with the current society.

論壇於2018年12月7日舉行。來自全球各地的思想家及實踐者分享如何透過建造富前瞻性的博物館，體現文化底蘊與凝聚社會當下。

BODW Concurrent Event

「設計營商周」同期活動

# WORKTECH18 HONG KONG

REALISING WORKSPACES

AS FUTURE SOLUTIONS

革新辦公空間 規劃未來方案

On 5 December 2018, WORKTECH18 Hong Kong invited corporate professionals from various sectors to gather and share their insights on the future of work and the workplace, all centred on workplace transformation as a strategic tool to drive high performance and business growth.

「WORKTECH18 HONG KONG」於2018年12月5日舉行，來自各行各業的企業精英應邀出席，分享對於未來工作及辦公環境的洞見，探尋以革新辦公空間作為策略性工具，鼓勵員工投入工作、帶動業務提升之良策。

## CELEBRATE

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

嘉許為改善生活質素、推動社會創新、保育文化遺產有所貢獻的人才和優秀設計

## 弘揚人才

# DFA AWARDS 2018

DFA 設計獎 2018



A GLOBAL SHOWCASE FOR ASIAN EXCELLENCE  
匯聚國際焦點 表揚亞洲傑出設計

Launched in 2003 by HKDC and sponsored by Create Hong Kong, the DFA Awards honours excellence in Asian design and fosters emerging talents through a diverse range of awards and event programmes.

由香港設計中心主辦、創意香港贊助的「DFA 設計獎」自 2003 年推出以來，一直積極透過不同獎項及活動計劃，表揚亞洲設計，以及培育年輕創新勢力。

### | 激發亞洲創意發展

在 2018 年，「DFA 設計獎」的影響力進一步滲透亞洲各地，推出一連串橫跨海內外的媒體活動、巡展、交流團及展覽，引發區內設計再想像。而一眾設計大師與新進人才亦再度在頒獎禮上聚首一堂，共同見證亞洲區內的非凡設計與創新成就。本年度「DFA 設計獎」還特別推出全新項目，藉此連繫創意業界，以及向公眾宣揚優質設計的根本價值。

### | EXPANDING ASIAN INFLUENCE

In 2018, the DFA Awards extended their influence further than ever before, through diverse media events, roadshows, networking tours and exhibitions throughout Asia. Master designers and rising stars shared the spotlight in grand ceremonies that celebrated excellent design and Asian innovation, while new events engaged the industry, inspired and educated the public, and promoted the inherent value of good design.





## | THE FIVE AWARDS

These accolades recognise the heart and soul of Asia's design industry – the masters, the designs, and the new talents.

Renowned design gurus were honoured at the BODW Gala Dinner on 7 December 2018.

## | 五大獎項

各獎項均專門為表揚不同亞洲設計靈魂人物和項目而設，聚焦亞洲的設計大師、卓越設計，以及新進人才。

下列大師獎項於2018年12月7日，在「設計營商周晚宴」上頒發。

### | The Masters 設計大師



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

For design masters who have made life-long contributions to design.  
表揚畢生奉獻設計的大師。



DFA  
Design Leadership Award  
設計領袖獎

For business leaders who create exceptional sustainable success through design.  
嘉許能善用設計，並取得持續且卓越商業成就的企業領袖。



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

For Chinese designers who have had significant achievements and global recognition.  
讚揚成就顯赫、蜚聲國際的華裔設計師。

Outstanding individuals and works of the two awards below were praised at the ceremony on 4 December 2018 at the Hong Kong Convention and Exhibition Centre.

2018年12月4日，「DFA設計獎」於香港會議展覽中心舉行頒獎典禮，表揚以下設計大作與菁英。

### | The Designs 卓越設計



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

For designs that embody Asian aesthetics and influence Asian design trends.  
肯定各項體現亞洲美學，並在亞洲具影響力的設計項目。



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

For promising designers who have the potential to shine on international platforms.  
提攜具潛力踏上國際舞台的年輕設計師。

Since 2003 / 2003年起

11,000+ Entries  
參加作品

158 New talents recognised  
位新銳菁英獲嘉許

1,600+ Excellent Asian design projects appraised  
個卓越亞洲設計項目獲獎

117 Awardees entitled to overseas learning opportunities  
得獎者獲得海外學習機會

28 Economies' design projects acknowledged  
個經濟體系的設計項目獲肯定

HK\$ 41.7m In total sponsorship  
贊助總額

# DFA LIFETIME ACHIEVEMENT AWARD 2018

## DFA 亞洲設計終身成就獎 2018

"I'm not fashionable. I believe in plain, simple, useful things."

「我不吹捧時尚。我相信樸實、簡單和實用的東西。」

Sir Terence Conran / Terence Conran 爵士  
Founder, Conran Holdings Ltd.  
Conran Holdings Ltd. 創始人



English designer, restaurateur, retailer and writer Sir Terence Conran has influenced tastes worldwide since the 1950s. As an entrepreneurial designer, he has consistently produced pieces with clean lines and accessible designs, affirming a lifelong belief in the power of design to improve quality of life. Many of his endeavours began with his own frustrations with existing designs, and reflect the importance he places on understanding materials and processes.

Terence Conran爵士是英國著名的設計師、餐飲業鉅子、家品商和作家，也是一位設計企業家。他始終堅信設計可以改善生活，並積極創作簡潔而可普及的設計，自1950年起牽引環球品味潮流。他從現有設計的不足中尋找靈感，透過作品反映他對物料和創作過程的重視。

Photo courtesy of Julian Broad

# DFA DESIGN LEADERSHIP AWARD 2018

DFA 設計領袖獎 2018



"The growing library of material solutions and its influence on the next generation of designers is a source of great pride for me."

「資料庫內的物料方案不斷豐富完善，並影響著下一代的设计師，對此我感到相當自豪。」

—  
Dr Andrew Dent / Andrew Dent 博士  
Executive Vice-President, Research, Material ConneXion, Inc.  
Material ConneXion, Inc. 執行副總裁 (研究)



Photo courtesy of Material ConneXion

Dr Andrew Dent has played a key role in Material ConneXion's library, which helps connect industries to manufacturers with its extensive 8,000-material collection and international network of cross-industry specialists. As a leading expert on sustainable materials, his insights have helped create a new generation of more sustainable products, and helped hundreds of clients explore the use of innovative materials to improve sustainability.

Andrew Dent 博士對 Material ConneXion 資料庫貢獻良多，在他帶領下，資料庫至今已搜羅了逾 8,000 種物料，並建立起跨行業的國際專家網絡，連繫不同產業及製造商。作為一位永續性物料方面的頂尖專家，他的洞見為創作下一代永續性產品提供重要支持，是數以百計客戶探索創新材料與提升可持續性的關鍵支柱。

# DFA WORLD'S OUTSTANDING CHINESE DESIGNER 2018

DFA 世界傑出華人設計師 2018



Photo courtesy of Andrew Rowat

"Our uniquely rich cultural context has given us so much raw material to work with, and forged our sensibilities with a strong heritage foundation."  
「我們獨特的文化背景為我們提供了大量的創作素材，也基於這個文化淵源的基礎，造就了我們的美學觸覺。」

—  
Mr Lyndon Neri and Ms Rossana Hu / 郭錫恩先生和胡如珊女士  
Founding Partners of Neri&Hu Design and Research Office and Design Republic  
如恩設計研究室及設計共和創始合伙人

With a vision of modernity balanced by heritage, Lyndon Neri and Rossana Hu established the inter-disciplinary international architectural design practice Neri&Hu Design and Research Office in Shanghai, followed by a retail concept store, Design Republic. The pair ground their designs in Western architecture, exploring forms and styles while referencing historical and cultural contexts, trusting that their cultural identity will surface naturally through their work.

郭錫恩和胡如珊以現代主義糅合文化內蘊為設計理念，於上海創辦跨界別的國際建築設計公司「如恩設計研究室」，其後又成立了概念零售店「設計共和」。他們的設計以西方建築藝術為鑑，在探索形態和風格同時，積極參考歷史及文化背景，深信可以透過作品表現其文化基因。



Photo courtesy of Pedro Pegenaute



# DFA DESIGN FOR ASIA AWARDS 2018

DFA 亞洲最具影響力設計獎 2018

REIMAGINING DESIGN THROUGH AN ASIAN LENS  
從亞洲觀點出發 重塑設計視野

With a focus on the wide range of ideals that embody and influence Asian aesthetics and culture, the DFA Design for Asia Awards elevates those projects that capture the region's essence, judging them on their impact and success both commercially and socially, their use of technology, and their overall excellence. 「DFA 亞洲最具影響力設計獎」旨在嘉許能夠體現與領導亞洲美學與文化的優秀設計理念，並會按照各項目的商業及社會成就、科技應用實力，以及整體卓越表現作出評價，藉此表揚能夠代表亞洲核心價值的作品。

## A NEW STANDARD IN ASIAN EXCELLENCE

In 2018, the Awards saw a new milestone in the highest number of entries and participating economies to date. From this overwhelming response, winners were selected for a total of 10 Grand Awards, 3 Grand Awards for Culture, Sustainability, and Technology, 10 Grand Awards for Special Mention, and 164 Category Awards. Design projects from Japan and Hong Kong topped the leaderboard, each with 55 projects, followed by Mainland China with 40 projects. All of these winning projects have been launched and are now available in Asian markets.

## 譜寫亞洲設計新里程

2018年，參加評選的作品及經濟體系數目再創新高，為「DFA 亞洲最具影響力設計獎」奠下又一重要里程碑。本年度共設10個大獎、三個文化、可持續發展及科技大獎，10個大獎優異作品獎，以及164個組別獎，其中日本和香港各榮獲55個獎項，並列榜首位置，而中國內地則以40個獎項緊追其後。目前所有獲獎項目均已正式推出，在亞洲市場發售。

1,000+

Entries  
個競逐項目

18

Economies  
個經濟體系

187

Designs honoured  
個獲獎設計項目

## GRAND AWARD 大獎



&(Ando)  
UA architects (Japan 日本)



aibo  
Sony Corporation (Japan 日本)



DESCRY TAIWAN-ALISHAN  
APEX LIN, PANG-SOONG X MOUNTAIN ALI TEA NO.35  
「看見·台灣 阿里山」林磐聳 X 茶田35號 特展  
I'DER Visual Image Design  
伊德設計 (Taiwan 台灣)



Fuzhou Jin Niu Shan Trans-Urban  
Connector (Fudao)  
福州金牛山城市森林步道(福道)  
LOOK Architects Pte Ltd  
銳科 (新加坡) 建築設計諮詢有限公司 (Singapore 新加坡)



guntô -Luxury Floating Hotel-  
Yasushi Horibe Architect & Associates  
堀部安嗣建築設計事務所 (Japan 日本)



GRAND AWARD  
大獎



**PMQ Taste Academy**  
PMQ 實驗廚房  
PMQ Management Co. Ltd.  
元創方 (Hong Kong 香港)

**Shin-toyosu Brillia Running Stadium**  
E.P.A Environmental Protection Architectural Institute  
E.P.A環境變換裝置建築研究所 (Japan 日本)

GRAND AWARD & GRAND AWARD FOR CULTURE  
大獎及文化大獎



**The Textile Atlas**  
Narrative Made (Hong Kong 香港)



**Starfield Library**  
Shinsegae Property & Cenoplan (South Korea 南韓)

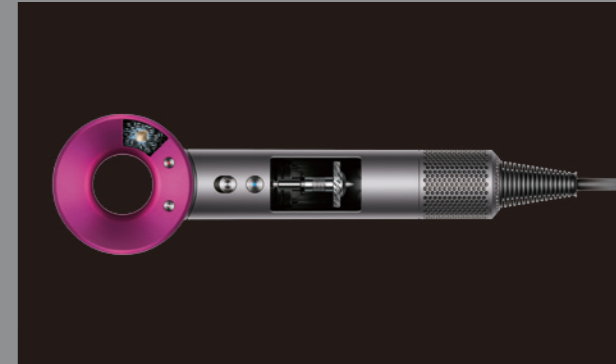
**Tai Kwun 大館**  
The Jockey Club CPS Limited  
賽馬會文物保育有限公司 (Hong Kong 香港)

GRAND AWARD FOR SUSTAINABILITY & GOLD AWARD  
可持續發展大獎及金獎



**Wild Coast Tented Lodge**  
Nomadic Resorts (The Netherlands 荷蘭)

GRAND AWARD FOR TECHNOLOGY  
科技大獎



**Dyson Supersonic™**  
Dyson Singapore Pte. Ltd. (Singapore 新加坡)



# DFA HONG KONG YOUNG DESIGN TALENT AWARD 2018

DFA 香港青年設計才俊獎 2018

RECOGNISING & REWARDING POTENTIAL  
表揚新進人才 發掘新生力量

Since 2005, the DFA Hong Kong Young Design Talent Award (DFA HKYDTA) has nurtured emerging talents by offering rising stars aged 35 and younger the chance at international recognition for their outstanding work, and providing sponsorship for work and study opportunities overseas.

「DFA 香港青年設計才俊獎」於 2005 年創立，致力扶植 35 歲或以下的新進設計師，讓他們的優秀作品得以有機會踏上國際舞台。此外，本獎項亦會提供海外實習及學習資助，助年輕專才擴闊視野。

## DESIGN THROUGH NEW EYES

In 2018, the Award continued to build a platform for promising new designers to shine. The financial sponsorship most winners received supported their aspirations of pursuing work and study placements abroad in countries of their choosing, including overseas cross-cultural exchange, as well as opportunities to work with leading global brands. The total amount of sponsorship for winners is up to HK\$5,000,000.

Winners were also introduced to the world through a series of vibrant exhibitions and events, and contribute what they learnt abroad into the city's growing creative industries.

## 新生代 新設計

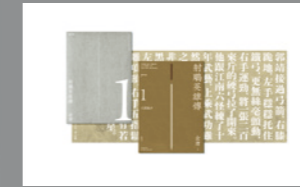
在 2018 年，此獎項繼續成為設計菁英的栽培平台，提供資助，讓得獎者前往心儀國家實習或進修。本年度贊助總額高達港幣 500 萬元，供得獎者參與海外交流，或在國際知名品牌旗下累積工作經驗等。

此外，得獎者亦可藉一系列與獎項相關的展覽及活動，走向國際，再運用海外所得經驗，回饋香港創意產業。



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

Tomson Tak Fung CHAN 陳德峰  
Communication Designer 傳意設計師



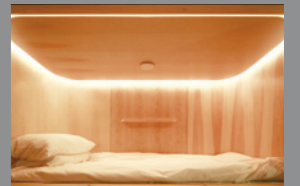
Afa Man Wah LEE 李敏華  
Illustrator and Artist  
插畫師及藝術家



Julius Hon Man HUI 許瀚文  
Typographer 字體設計師



Joe Chun Zu LIAO 廖醇祖  
User eXperience Architect  
體驗建築設計師



Frank Yun Faat LO 盧潤發  
Communication Designer 傳意設計師



Sarah Sze Wa MUI 梅詩華  
Architect 建築師



Arto Hiu To WONG 黃曉圖  
Fashion Designer 時裝設計師





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



**Dexter Pak Long CHENG 鄭栢朗**  
The Hong Kong Polytechnic University –  
BA Scheme in Fashion & Textiles  
香港理工大學 – 服裝及紡織



**Cynthia Sin Tone LEUNG 梁善彤**  
The University of Hong Kong –  
Master of Architecture  
香港大學 – 建築



**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



**Charles Ting Fung NG 吳霆鋒**  
The Hong Kong Polytechnic University –  
BA Communication Design  
香港理工大學 – 傳意設計



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



**Juliette Long Sum HO 何朗心**  
Hong Kong Design Institute –  
Higher Diploma in Fashion Design  
香港知專設計學院 – 時裝設計



**Man SIU 蕭敏**  
University of Cambridge –  
MPhil in Architecture and Urban Design  
劍橋大學 – 建築和城市設計



**Man Ching SO 蘇敏程**  
Hong Kong Design Institute –  
Higher Diploma in Fashion Design  
香港知專設計學院 – 時裝設計



**YOUNG DESIGN TALENT SPECIAL MENTION AWARD**  
青年設計才俊優異獎



**Ingrid Ying Suet HO 何映雪**  
Hong Kong Design Institute –  
Higher Diploma in Fashion Design  
香港知專設計學院 – 時裝設計



**Carmen Lok Yiu LI 李樂瑤**  
Hong Kong Design Institute –  
Higher Diploma in Fashion Design  
香港知專設計學院 – 時裝設計



**Matthew HUNG 孔令豪**  
Architectural Designer 建築設計師





# DFA: MORE THAN AWARDS

DFA 獎項以外

PROMOTING AND FOSTERING GOOD DESIGN IN ASIA  
巡迴亞洲 推動優秀設計



## | DFA POP-UP STORE@KAPOK

Launched by the Chairman of HKDC, Prof. Eric Yim and the founder of kapok, Mr Arnault Castel, this three-month pop-up store from April to July 2018 connected the community to design excellence, serving as a platform for DFA winners to share their design insights by putting 13 award-winning creations on display, all available for sale.

於2018年4月至7月開設的「DFA@kapok 期間限定店」，由香港設計中心主席嚴志明教授及kapok品牌創始人 Arnault Castel先生攜手揭幕，向公眾傳遞設計力量，並為DFA得獎者提供交流奇思妙想的平台。是次共展出13件得獎創意作品，並進行公开发售。

DFA Awards promoted winners and their projects throughout Asia to show the public the power of good design. Winners were showcased through exhibitions, sharing sessions, pop-up stores and networking tours in Hong Kong, Tokyo, Seoul, Bangkok, Tainan and Shanghai. Two new initiatives, DFA Tour and DFA Pop-up Store in Hong Kong, drew considerable attention this year.

「DFA 設計獎」為眾多專才及卓越設計拓展廣闊的亞洲舞台，彰顯非凡設計的深遠影響。得獎設計師於香港、東京、首爾、曼谷、台南、上海等亞洲城市參與連場巡迴展覽、設計對談、期間限定店及交流活動，分享設計理念及作品心得。本年度並首次舉辦「給亞洲設計——台灣行」及「DFA@kapok 期間限定店」，贏得廣泛關注及讚譽。

## | DFA TOUR TO TAIWAN

From 24–27 May 2018, the pilot DFA Tour to Taiwan took 28 participants to famed attractions with design relevance in Taipei and Taichung. Among these were Giant Bicycle, one of the world's largest bicycle manufacturers, as well as an exhibition dedicated to the DFA Lifetime Achievement Award 2016 winner Mr Ahn Sang-soo and designed by another DFA winner, Xue Xue. The inspirational tour offered participants the chance to meet leading figures in the design industry in person and learn more about the conceptual side of design, including the ideas that sparked the winning projects of DFA Awards.

### | 「給亞洲設計——台灣行」

2018年5月24日至27日，「給亞洲設計——台灣行」先導計劃率領28位參加者，走訪台北及台中的創意設計熱點，其中包括參觀世界最大單車製造商之一捷安特，以及由榮獲「DFA設計獎」的文創組織學學設計、向2016年「DFA亞洲設計終身成就獎」得主安尚秀大師致敬的展覽等。是次考察體驗讓參加者與設計界翹楚面對面交流，深入了解設計背後的概念，從不同的DFA獲獎設計項目中汲取創意靈感。





## NURTURE

creative talent,  
budding designpreneurs  
and startups to give them more  
opportunity to thrive

為未來設計企業家拓展創業路向，  
培育創意和創業精神

## 啟蒙創業

# DESIGN INCUBATION PROGRAMME (DIP)

設計創業培育計劃

ADVANCING ENTREPRENEURSHIP  
FOR DESIGN STARTUPS  
推動設計初創企業踏上成功之路



Launched in 2006, sponsored by Create Hong Kong and managed by HKDC since 2012, the Design Incubation Programme (DIP) nurtures design companies across a variety of disciplines.

「設計創業培育計劃」於2006年創辦，並由2012年起在創意香港的贊助下成為香港設計中心旗下的項目，為各界培育眾多優秀的設計企業。

Since 2006 / 2006 年起



164

Designers graduated  
位畢業設計師



~95%

of startups still in  
operation after two years  
初創企業已持續營運超過兩年



376

Intellectual property  
rights applications  
項知識產權申請



354

Local and  
international awards  
個本地及國際獎項



1,175

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



**7+1 ENTREPRENEURSHIP FOR DESIGN & CREATIVE BUSINESS CERTIFICATE PROGRAMME**

Between 28 June and 16 August 2018, this 8-module programme organised by HKDC in collaboration with the Centre for Entrepreneurship of the Chinese University of Hong Kong (CUHK) helped promising new designers with management skills, resources and insights on profiting and growing in the ever-changing business landscape. Participants also visited Guangzhou and Shenzhen to foster connection and collaboration with the creative industry in Mainland China, taking part in design studio visits, networking and talks covering all aspects of entrepreneurship.

**「7+1 志在創業——設計與創意工業」證書課程**

由2018年6月28日至8月16日，香港設計中心與香港中文大學創業研究中心聯合舉辦了此涵蓋八大單元的證書課程，支援新進設計師掌握重要管理技巧、營運業務的資源和設計視野，以應對當代瞬息萬變的營商環境。參與學員還到了廣州及深圳考察，參觀當地設計園區和工作室，並就企業營運各個範疇深入交流，加強與中國內地日益蓬勃的創意產業聯繫，促進兩地合作。

During the two-year programme, participating designers enjoyed financial subsidies of up to HK\$500,000, ready-to-use office spaces, networking and collaborative opportunities with industrial and academic organisations, and meetings with angel investors, professional bodies and other potential business partners. Through the years, DIP has provided support to over 160 design startups and accelerated the development of Hong Kong's creative industries. Events such as outreach visits, master sharing sessions, exhibitions such as DesignInspire, the CreateSmart Initiative Exhibition, and workshops were organised to help connect designers' creativity to business.



透過此項為期兩年的計劃，參與設計師不僅可獲高達港幣50萬元的資助與設備完善的工作空間，更可藉著廣闊的交流與協作平台，與業內及學術組織互相交流，並與天使投資者、專業團體及其他業務合作伙伴共拓商機。多年以來，「設計創業培育計劃」為超過160間設計初創企業提供全方位支援，致力推動香港創意產業發展，同時為培育公司專門舉辦一系列活動，包括設計大師分享會、工作坊，以及DesignInspire展覽、「創意智優計劃10周年展覽」等，讓設計師發揮創意、把握商機。





# FASHION INCUBATION PROGRAMME (FIP)

時裝創業培育計劃

REIMAGINING THE FUTURE OF HONG KONG FASHION  
香港時裝未來蓄勢待發

Under Create Hong Kong's sponsorship, the Fashion Incubation Programme (FIP) gives the next generation of local fashion talents support to network, promote their brands, and strengthen Hong Kong's position as a fashion and design hub on the international stage.


在創意香港的全力贊助及支持下，「時裝創業培育計劃」為本地新一代時裝專才穿針引線，透過提供全方位支援，協助其建立營商網絡，推廣自家品牌，藉此鞏固香港在全球時裝設計界的領先地位。

As a reliable business acceleration platform for young talents, FIP's advanced two-year programme provides access to studio space, seed funding for collaborative work, mentoring, empowerment programmes and more. Notable among the wide variety of marketing activities and support offered in this reporting year were the dialogues at Kulture Salon 11 in August and the DesignInspire Exhibition in December 2018, and the CreateSmart Initiative Exhibition at Tai Kwun and K11.

透過為期兩年的計劃，參與設計師可獲提供工作空間、協作項目所需的種子基金、啟導及企業培訓等多元化支援。本年度還舉辦了一系列市場推廣活動，當中包括2018年8月的Kulture Salon 11對話交流會、12月的DesignInspire展覽，以及分別於大館及K11購物藝術館舉行的「創意智優計劃10周年展覽」。

 19 Supporting organisations  
間支持機構

 32 Mentors  
位啟導計劃導師

 27 Empowerment programmes (including personalised training for FIP designer brands and the programme co-organised with DIP)  
個培訓項目及活動  
(包括為FIP設計品牌而設的個人化培訓，以及與「設計創業培育計劃」合辦的活動)

## FIP DESIGNERS

Seven admission panels were held between 1 April 2017 and 31 March 2019. There were 14 designer brands admitted to FIP in total as of 31 March 2019.

## FIP 設計師

培育計劃於2017年4月1日至2019年3月31日期間進行了七次遴選及評審。截至2019年3月31日，共選出14個設計品牌加入「時裝創業培育計劃」。



CYNTHIA & XIAO



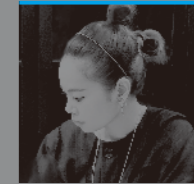
FFIXED STUDIOS



LOOP 碌  
LOOP 碌



YEUNG CHIN



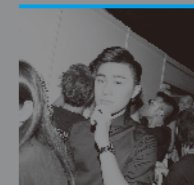
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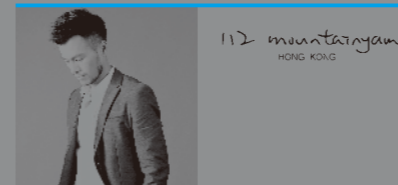
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ANGUS TSUI



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112 mountainayam  
HONG KONG



THE WORLD IS YOUR OYSTER



MASSBRANDED



O+2



Matter Matters



新裝如初  
CLASSICS ANEW



# DESIGN EXCHANGE (DX)

DX 設計交流計劃



EXPANDING HORIZONS  
FOR HONG KONG YOUNG DESIGNERS  
引領香港年輕設計師拓闊國際視野

| 香港設計菁英從東京「邁向全球」

2018年10月30日至11月2日期間，12位新進香港設計師參與「DX設計交流計劃」，前往東京展開了一趟創意與文化對話交流之旅。行程中，一眾設計師參觀了teamLab工作室、Yohji Yamamoto的2019年春夏系列展、Good Design Awards得獎作品展及代官山T-SITE導賞團等，拓寬視野思維。他們亦藉著是次契機，參加了香港貿易發展局在當地舉辦的大型推廣活動「邁向全球 首選香港」，於「設計宜居城市」主題論壇上展出個人設計作品，並與日本的設計師進行深入的港日創意交流。

## | HONG KONG DESIGNERS 'THINK GLOBAL' IN TOKYO

From 30 October to 2 November 2018, 12 promising Hong Kong designers joined the DX tour to Tokyo, packed with cultural exchange activities that opened up cross-regional dialogue. The four-day trip featured insightful visits to the teamLab studio, Yohji Yamamoto's new SS19 collection, winning projects at the Good Design Awards Exhibition, guided tour to T-SITE and other inspiring activities. The designers also seized the marvellous opportunity to showcase their own design works and learn from professional Japanese designers during the Design & Liveability session at "Think Global, Think Hong Kong", a mega promotion campaign hosted by the Hong Kong Trade Development Council.

Making its debut in 2018 with funding from Create Hong Kong, the Design Exchange (DX) tour reinforces HKDC's mission of cultivating young local design talent, and prompting them to broaden their perspective and international networks through inspirational trips.

在創意香港的大力支持下，「DX設計交流計劃」於2018年首度矚目開展，帶領本地年輕設計師遠赴外地考察，從而拓展視野與建立國際交流網絡，落實香港設計中心培育新生代香港設計專才的目標。



TOKYO  
東京



## ADVANCE

expertise and knowledge to promote innovation within organisations, and drive Hong Kong's design ecosystem forward

提升業界及設計專才的質素和專業技能，帶動創新和成長

## 突顯專業

# KNOWLEDGE OF DESIGN WEEK (KODW) 2018

設計「智」識周 2018



UNITING VISIONARIES FROM AROUND THE WORLD TO ENVISION THE CITIES OF TOMORROW  
環球視野 展望城市未來

Knowledge of Design Week (KODW) is HKDC's annual thematic programme that gathers the global design community to explore the major issues of the day in society, fostering cross-disciplinary learning and exchanging thoughts to solve the challenges of our time. With Create Hong Kong as lead sponsor, the event is co-organised by the Hong Kong Design Institute and The Hong Kong Polytechnic University School of Design.

香港設計中心的年度主題式交流盛事，設計「智」識周匯聚環球設計界精英，從不同角度及範疇探討時下社會熱門議題，透過推動跨界別的知識與觀點交流，應對現今社會的種種挑戰。活動由創意香港贊助，香港知專設計學院及香港理工大學設計學院聯合協辦。

### Participants 參加者

 528 in forums  
位參加論壇

 181 in workshops  
位參加工作坊

 66 in the IDK Workshop on Design for Public Services  
位參加「An IDK Workshop on Design for Public Services」特別工作坊

 70 in the InnoDesign Leadership CEO Forum  
位參加「設計及創新領袖論壇」





## EXCHANGING CREATIVE IDEAS TO CO-DESIGN OUR CITY

At three forums, "Vision for Future Cities", "Urban Experience Reimagined" and "Public Sector Innovation", field experts shared their insights on the critical role design plays in creating a liveable city. Among the speakers at the week's forums were Prof. Carlo Ratti, Director of the MIT Senseable City Lab and founding partner of Carlo Ratti Associati; James Corner, CEO of James Corner Field Operations; Jill Garner from the Office of the Victorian Government Architect, Australia; Martha Thorne, Dean of the IE School of Architecture and Design and Executive Director of the Pritzker Architecture Prize; and Markus Shaw, Chair of Walk DVRC Limited.

The event's nine workshops aimed at facilitating a deeper understanding of global trends and engaging participants in experiential activities to learn about applying design thinking across various sectors of society to improve the quality of life. These were hosted by innovators such

as Trivium's Per Kristiansen, who pioneered the LEGO® SERIOUS PLAY® methodology, and included a masterclass by Patrick Blanc, the renowned botanist and artist behind the Vertical Garden at Hotel ICON.

Specialised events included an IDK Workshop on Design for Public Services, held in collaboration with the Efficiency Office and PwC, and the InnoDesign Leadership CEO Forum, which offered opportunities exclusively for C-level corporate executives for in-depth discussion of design-based techniques to tackle challenges.

## CREATING A MORE LIVEABLE FUTURE THROUGH DESIGN

KODW 2018 was held 11 – 15 June and themed "Design for Liveability", centring on what makes a city liveable and exploring new possibilities for urban development. Events included three thematic forums, nine workshops, the InnoDesign Leadership CEO Forum and the IDK Workshop on Design for Public Services. This premier week of events serves as an invaluable knowledge-sharing platform that connects local and international design professionals and industry leaders, in part through its many varied activities.

### 發揮設計力量 創造宜居未來

本年度的設計「智」識周於2018年6月11日至15日舉行，以「明日城市 — 設計宜居生活」為主題，聚焦城市宜居性，探索城市發展新方向。是次活動包括三大論壇、九大工作坊、一場「設計及創新領袖論壇」及「An IDK Workshop on Design for Public Services」特別工作坊。多元化的活動為一連五天的盛會提供了難能可貴的知識交流平台，讓世界各地的設計翹楚及業界領袖共商創新思維。



### 匯聚非凡創意巧思 共創宜居香港

在分別以「城市的未來」、「重塑都市體驗」及「公共創新設計」為題的三大論壇中，來自不同業界範疇的行業專家分享了他們的見解，就設計如何推動創建宜居城市交流遠見卓識。論壇特邀的演講嘉賓包括MIT Senseable City Lab總監及Carlo Ratti Associati 創始合伙人Carlo Ratti、James Corner Field Operations 行政總裁James Corner、澳洲維州政府建築師辦公室建築師Jill Garner、IE School of Architecture and Design 院長及普立茲克建築獎行政總監 Martha Thorne，以及「行德」主席邵在德等。

設計「智」識周舉行了九大工作坊，旨在藉著體驗交流，讓參加者深入了解全球設計趨勢，鼓勵將設計思維融入社會各行各業，以提升生活質素。其中多位創新領袖包括來自Trivium的「LEGO® SERIOUS PLAY®」創始大師級培訓師之一Per Kristiansen，以及為香港唯港薈設計了室內垂直花園藝術裝置的著名法國植物學藝術家Patrick Blanc亦現身主持大師班。

本年度另設多場特別活動，包括與效率促進辦公室及PwC合辦的特別工作坊「An IDK Workshop on Design for Public Services」，以及「設計及創新領袖論壇」，邀請企業管理人員深入探討如何透過設計應對各種難題。





# INSTITUTE OF DESIGN KNOWLEDGE (IDK)

設計知識學院

CULTIVATING A CREATIVE MINDSET WITH ADVANCED DESIGN KNOWLEDGE  
弘揚設計知識 培育創意思維



To work towards HKDC's goal of advancing design thinking in Hong Kong, the Institute of Design Knowledge (IDK) serves as a learning platform offering specialised training on the topics of innovation, design management, and creative leadership. Customised training programmes in the format of interactive small-group workshops are tailored to the industry- or sector-specific needs of executives and business leaders. The workshops, hosted in collaboration with leading design thinking knowledge partners, encourage participants to lead innovation in their organisations and create strategic value via design.

設計知識學院旨在建立廣闊的學習平台，提供涵蓋創新、設計管理及創意領袖等議題的專業培訓，貫徹香港設計中心啟迪香港設計思維的使命。培訓課程以小組互動工作坊的形式進行，內容經精心設計，專門針對行政人員及商界領袖而設。工作坊與設計思維翹楚合辦，鼓勵學員為所屬機構引入創新元素，善用設計睿智創造價值。

## ENTERPRISING CREATIVITY IN C-SUITE EXECUTIVES

For five consecutive years since 2014, IDK has delivered the "Selected Topics in Business and Management: Design & Innovation Management" course for the Chinese University of Hong Kong's EMBA programme. Two customised modules, Design Planning and Experience Design, are led by professors from the Illinois Institute of Technology and the Delft University of Technology. The modules introduced design thinking principles, processes and methodologies to C-suite business executives and the value of human-centric design for business innovation.

### 啟發高級行政人員的設計企業家精神

自2014年起，設計知識學院已連續五年為香港中文大學行政人員工商管理碩士課程開設「工商管理問題研討：設計與創新管理」選修科目。課程包括兩個特別制定的學習單元「設計企劃」及「體驗設計」，由來自伊利諾理工學院及荷蘭代爾夫特理工大學的教授授課，內容涵蓋設計思維原則、流程及方法論，讓高級行政人員了解以人為本的設計對商業創新的重要價值。

150+

C-suite executives enrolled since 2014  
位高級行政人員報讀 (自2014年起)

## EMBEDDING DESIGN THINKING INTO CIVIL SERVICES

IDK's bespoke workshops also serve as a core module in the Innovative Leadership Programme organised by the Civil Service Training and Development Institute of the Hong Kong SAR Government. Led by the Director of the Helen Hamlyn Centre for Design of the Royal College of Art in the UK, the two-day module encourages middle level civil servants to seek innovation opportunities for real-world challenges by applying design thinking.

Participating government bureaux included the Leisure and Cultural Services Department, Home Affairs Department, Fire Services Department, Independent Commission Against Corruption, and Office of the Government Chief Information Officer, etc.

43

Participating departments in 3 cohorts  
個部門分別參加3期課程

640+

Civil servants trained since 2013  
位公務員接受培訓 (自2013年起)



### 融合設計思維與公營服務

設計知識學院亦為香港特別行政區政府公務員培訓處主辦的「創意領袖培訓計劃」開辦工作坊，作為計劃的核心單元。是項為期兩天的課程由英國皇家藝術學院海倫·哈姆林設計中心總監授課，鼓勵中層公務員透過運用設計思維，探索創新機遇，應對現實社會中的挑戰。

參與政府機構包括康樂及文化事務署、民政事務總署、消防處、廉政公署，以及政府資訊科技總監辦公室等。



## EMPOWERING PUBLIC SECTORS WITH DESIGN

IDK promoted design knowledge to public sector institutions, covering public utilities and healthcare. Participating organisations included CLP Power Hong Kong Limited, the Jockey Club School of Public Health and Primary Care of the Chinese University of Hong Kong, Queen Elizabeth Hospital, the Hong Kong Housing Authority, and the Rotary Club of Hong Kong, etc.

## 起動公用與社福機構的設計力量

設計知識學院積極向公用事業、社福醫療等領域的公共服務機構宣揚設計知識，當中包括中華電力有限公司、香港中文大學賽馬會公共衛生及基層醫療學院、伊利沙伯醫院、香港房屋委員會及香港扶輪社等。



 **130+** Public services professionals trained during 2018-2019  
位來自公共服務領域的專業人士於2018-2019年度接受培訓

# UNLEASH! EMPOWERED BY DESIGN THINKING PROGRAMME

UNLEASH! 設計思維 · 無限可能

UNVEILING THE POTENTIAL OF DESIGN THINKING

啟迪設計思維 發掘創意潛能



## NURTURING DESIGN & CREATIVITY IN EDUCATION

IDK hosted a series of seminars and workshops for education professionals from secondary schools and universities. Co-organised with the Chief Executive's Award for Teaching Excellence Teachers Association (CEATETA), these training sessions aimed at fostering innovative learning experiences for students, by using design thinking methods specifically for principals and teachers.

## 孕育設計與創意教育模式

設計知識學院聯合行政長官卓越教學獎教師協會，為中學及大學的專業教育人士舉辦了一系列研討會及工作坊，旨在推動校長及教師活用設計思維的方法，為學生帶來嶄新的學習體驗。

 **60+** Education professionals trained  
位教育界專業人士接受培訓

For years, HKDC has actively promoted design thinking as an innovative imperative for meeting the economic, social and technological challenges of the 21<sup>st</sup> century. In tandem with the HKSAR Government's initiative to promote design thinking as "a problem-solving capability and a new way of thinking that promotes value adding and advocates interdisciplinary collaboration", HKDC unveiled the Unleash! Empowered by Design Thinking programme with sponsorship from Create Hong Kong in October 2018.

多年來，香港設計中心一直積極推動設計思維作為應對21世紀經濟、社會及科技挑戰的創新工具。為配合香港特別行政區政府宣揚「『設計思維』是一種解難能力，更是一種增值和倡導跨界別合作的新思維」，香港設計中心於2018年10月在創意香港的贊助下推出「Unleash! 設計思維 · 無限可能」計劃。

## LAUNCHING CEREMONY & C-SUITES ROUNDTABLE

The Unleash! programme was launched on 6 October 2018. Tom Kelley, a partner at global design firm IDEO, officiated the event and led a C-Suites Roundtable on the subject of how leaders can build a creative culture and unleash the potential of their organisations. Insights on this and the importance of design thinking were shared among industry leaders in hopes of igniting big changes with small experiments to create a brighter future.

## 啟動儀式及企管高層圓桌會議

「Unleash!」於2018年10月6日啟動，由國際知名設計公司IDEO的合伙人Tom Kelley主持揭幕，並帶領企管高層開展圓桌會議，圍繞領袖如何打造創意文化氛圍、發掘企業潛能進行探討。此外，業界翹楚在會上亦分享了設計思維的重要性，期望透過一步步的探索實踐，實現煥然一新的變化，引領未來發展。

**UNLEASH! WORKSHOPS**

The Unleash! programme also spawned a series of workshops for educators and professionals in other fields, including a Train-the-Teacher workshop series from October 2018 to February 2019; a Design Thinking 101 workshop held on 3 November 2018; and a two-day intensive Train-the-Practitioner Certification Programme led by LUMA instructors from 3–4 December 2018. Through a learning and doing approach, participants learnt the basics and the application of design thinking in their respective areas of work.

 140+

Attendees  
位參加者

**Unleash! 工作坊**

「Unleash!」亦為教育工作者及其他領域的專業人士舉辦一系列工作坊，包括2018年10月至2019年2月期間舉行的老師培訓工作坊系列；於2018年11月3日舉行的設計思維101工作坊；以及於2018年12月3日至4日舉行、由LUMA研究所導師授課的設計思維從業員培訓認證計劃等。參與者透過理論與實踐相結合的教學方式，掌握設計思維的基本知識及相關工作領域的應用技能。



**HK USER EXPERIENCE HUNT**

In 2019, a HK User Experience Hunt was held to raise awareness of the key concepts behind and importance of human-centric design in creating business value and improving quality of life, by inviting the public to contribute daily 'pain points' and potential improvements. To complement and promote the hunt, HKDC ran a TV programme on the TVB show "Scoop" in February 2019 to cultivate a design-thinking mindset with the general public in Hong Kong, which received an average viewership of 1.255 million people for its two episodes.

The Unleash! programme was accompanied by a website, two educational videos, five case studies, communities on Facebook and LinkedIn, and other marketing materials.

**「您」想體驗大搜索**

「您」想體驗大搜索」於2019年舉行，旨在讓大眾理解以人為本設計的概念和重要性，以及其如何創造商業價值和提升生活質素。是項活動鼓勵公眾提出在日常生活中所關注的問題，並建議改善方法。為宣傳這項活動，香港設計中心於2019年2月在無線電視《東張西望》節目中開設設計思維啟迪環節，先後在兩集節目中播出，平均獲得125.5萬名觀眾收看。

「Unleash!」計劃推行了一連串宣傳工作，包括設立官方網站、兩條教育短片、五個研討個案，並開設Facebook及LinkedIn社交媒體專頁等。

 2,000+ Participants  
位參加者

**UNLEASH! DESIGN THINKING FORUM**


Held 8–9 March 2019, the inaugural Unleash! Design Thinking Forum gathered internationally renowned design-thinking champions from multiple disciplines in the commercial, public, non-profit and education sectors, including some of the industry's most influential and inspiring leaders, business professionals, practitioners and executives. On the agenda were plenary talks, breakout sessions, networking activities and co-creation workshops, all with the goal of building participants' capacity for design thinking across different fields at all levels within organisations and across society.

The first day, themed "Business and Society", tackled the trends currently shaping the way people live and do business, exploring the question of design thinking's relevance in Hong Kong today. The second day investigated ways in which educators could equip the next generation with 21<sup>st</sup> century skills to help them thrive.

**Unleash! 設計思維論壇**

首屆「Unleash! 設計思維論壇」於2019年3月8日至9日舉行，匯聚來自公私營及非牟利機構和教育界等範疇的設計思維領袖，包括業界權威、商業專才、設計思維執業人士及行政人員。論壇透過專題演講、分組環節、聯誼活動及共同創作工作坊等，剖析設計思維如何在不同組織、乃至整個社會的不同層面及各個範疇發揮作用。

首日論壇以「商業及社會」為主題，討論大趨勢如何徹底改變人們生活及營商方式，探討為何香港現在需要設計思維。第二日論壇上，各界精英則鑽研教育工作者如何栽培下一代迎接21世紀的挑戰。

 30+ Leading innovators  
as speakers  
位創新領袖出席演講

 450+ Total participants  
位參加者





## ENGAGE

the society by sharing industry news, knowledge and insights, and stimulate the public's interest and appreciation of design

推動各界互聯，積極與傳媒和  
大眾分享業界資訊和知識

## 融入社會

# BODW CITY PROGRAMME (CITYPROG)

BODW 城區活動

ENGAGING THE PUBLIC WITH DESIGN  
以設計起動公眾

To let the general public experience and develop a greater appreciation of design, in 2018-19 HKDC extended its annual flagship event, Business of Design Week (BODW), which gathers design leaders and professionals from around the world, with a new initiative called BODW City Programme (CityProg). Harnessing the creative atmosphere around BODW, CityProg aims to activate local creative communities, foster their collaboration with businesses and brands, and spark a mix of exciting happenings in the city. 為吸引公眾體驗和進一步欣賞設計，香港設計中心於2018 - 2019年將年度旗艦盛事「設計營商周」延伸至社區，擴展創意氛圍，推出全新「BODW城區活動」。「設計營商周」匯聚來自全球各地的設計領袖及專業人士，而「BODW城區活動」則旨在起動本土創意社群與不同企業及品牌合作，為香港帶來更多別開生面的設計活動。

Debating with a welcome party on 1 December 2018 at 7 Mallory Street in Wan Chai, CityProg lined up hundreds of events attracting thousands of participants from November 2018 to January 2019, peaking during BODW, for the purpose of spreading the creative vibe all around Hong Kong.

「BODW城區活動」於2018年12月1日在灣仔茂蘿街7號舉辦開幕派對，並於2018年11月至2019年1月期間舉行了數以百計的活動，吸引成千上萬人次參加，以「設計營商周」為活動高峰，一起將全港創意氛圍推向高潮。

 10 Anchor sites  
個主要伙伴場地

 100+ Programme partners  
位項目伙伴

 200+ Satellite events  
個衛星活動

 76k+ Total participants  
參加人次



BODW 2018's partner city, Melbourne, along with previous partner countries such as Germany and Holland showcased their multifaceted creativity.

● SONIC LIGHT BUBBLE  
AN INTERACTIVE MULTIMEDIA EXPERIENCE

Created by the Australian design studio ENESS, this large-scale interactive LED display bubble responds to proximity and touch. It emits a flourish of light and sounds suggestive of a bioluminescent lifeform, igniting the captivating power of design through human interaction.

● 巨型「聲」光泡泡——呈現多媒體互動體驗

作品由澳洲設計公司 ENESS 創作，內置 LED 燈及感應板，公眾只需靠近及輕碰，泡泡便會化身為一組有生命的發光裝置，散發迷人光影及聲效，展現互動設計的獨特吸引力。

2018 年「設計營商周」伙伴城市墨爾本，以及歷屆伙伴國家德國、荷蘭等，與香港分享多元創意活力。



CityProg orchestrated a mix of creative happenings through mobilisation and partnership with local brands, businesses, organisations and institutions.

● ROCA ONE DAY DESIGN CHALLENGE – THE 4<sup>th</sup> HK EDITION

In this annual competition, contestants received a briefing in the morning and had to prepare a bathroom product proposal showcasing excellence in terms of design, functionality and sustainability.

● 第四屆「Roca 一天設計挑戰賽」

這場年度競賽在早上公佈題目，參賽者必須在限時內完成一份衛浴產品設計建議書，展現設計、功能及可持續性方面的過人之處。

「BODW 城區活動」聯同多個本地品牌、商界及不同機構，舉辦一系列創意活動，誘發設計再想像。



● GOLDEN MONKEY  
THE GREAT INFLATABLE SCULPTURE

Australian artist Lisa Roet's 14-meter-tall inflatable monkey sculpture, based on the endangered Burmese Golden Sneezying Snub-Nosed Monkey, greeted visitors from the façade of H CODE in Central to showcase the inspiring interaction between design and nature.

● 「金猴」——矚目大型充氣雕塑

澳洲藝術家 Lisa Roet 所創作的「金猴」在中環 H CODE 外牆上，向參觀者展現設計與自然的微妙關係。充氣雕塑高達 14 米，仿照瀕危的緬甸金絲猴製作。

● MELBOURNE FASHION SHOWCASE  
CHIC INSIGHTS

CityProg highlighted almost 90 fashion and accessory designers from Melbourne, including luxury brands and First Peoples-designed fashions, as well as works by students from Melbourne's top fashion schools.

● 墨爾本時裝設計展——煥發時尚潮流靈感

展示近 90 位墨爾本時裝及配飾設計師的佳作，當中包括奢華定製、原住民服飾，以及來自墨爾本頂尖設計學院的學生作品。



● CREATIVE WINDOWS @ PO WAH BUILDING

In collaboration with Royal Institute of British Architects (RIBA) Hong Kong Chapter, a group of emerging designers were recruited to present their "design statements of the city" on the façade of sponsor Swire Properties' Po Wah Building in Wan Chai.

● 創意窗戶 @ 寶華大廈

與英國皇家建築師協會合辦，並得太古地產提供贊助場地，讓一眾新進設計師得以在灣仔寶華大廈窗戶上進行創作，以「城市設計的心聲」為主題抒發獨特觀點！

● THE SPIRIT OF CHRISTMAS

As a lead-up to the BODW 2019 partnership with the UK, Lee Tung Avenue became the first-ever international partner to host the world-renowned Spirit of Christmas lighting installation featuring magnificent illuminated angel sculptures. The project was organised by Sino Group in partnership with The Crown Estate's Regent Street in London.

為配合以英國作為伙伴國家的設計營商周 2019，利東街引入倫敦攝政街著名的「Spirit of Christmas」，聖誕燈飾，成為這個活動的首個海外合作伙伴，將閃爍的天使佈置帶到香港。活動由信和集團及皇冠地產主辦。

Other joint programmes with the business sector include "The Forest Light" with D2 Place, and "State of Mind at Work – Better Ways of Working in the Smart City of the Future" with Boris Design Studio.

其他與商界伙伴合作舉辦的活動包括 D2 Place 的「螢の森」，以及 Boris Design Studio 座談會。

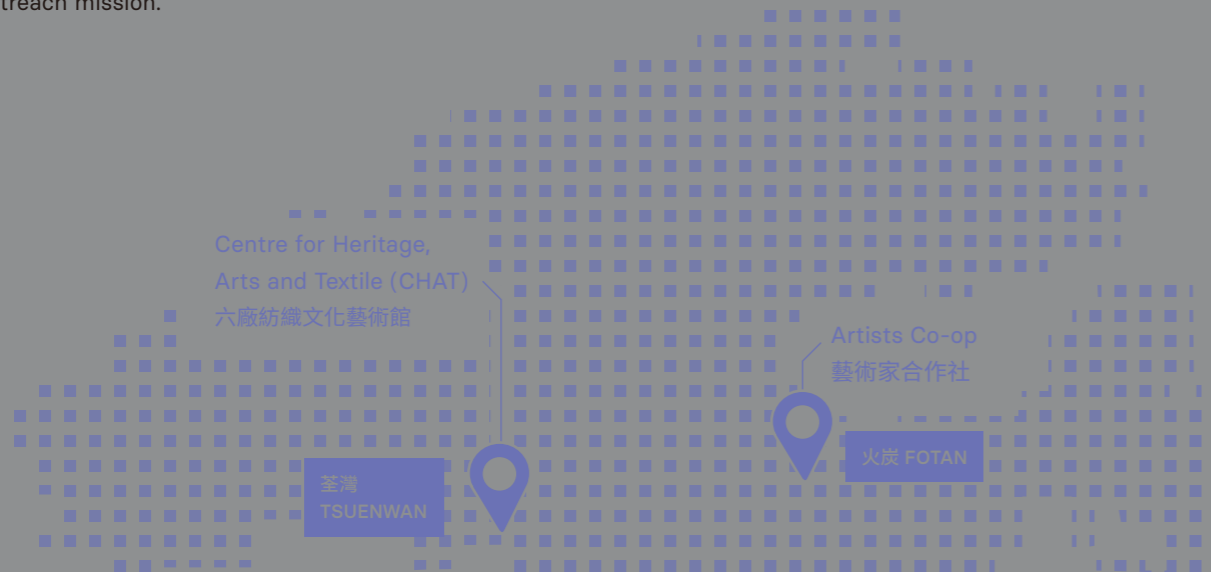


**CONNECTING LOCAL DESIGN UNITS TO ACTIVATE CREATIVE COMMUNITIES**

A series of pop-up design events, such as workshops, exhibitions and festivals, was held at 10 anchor sites to engage local neighbourhoods and tourists, and realise CityProg's outreach mission.

**聯繫本地設計界 啟迪創意社群**

工作坊、展覽、創意節等一系列期間限定設計活動於10個主要伙伴場地舉行，將創意氣氛遍佈全港，讓本地社群及外地遊客均能參與其中，實踐「BODW城區活動」的啟迪理念。



**Artists Co-op 藝術家合作社**

Besides facilitating creative collaboration and promoting sustainability through upcycling, the co-op offered a night tour of Fo Tan for the public. 除了為創意活動提供場地，並透過升級改造推動可持續發展，藝術家合作社亦為公眾提供夜間導覽服務。



**Art and Culture Outreach 藝鴿**

Art and Culture Outreach joined hands with the various cultural units in Foo Tak Building to give greater public exposure to local designers through its creative festival, Foo Tak Flux. 藝鴿聯同富德樓內多個創意單位舉辦創意節「富德動流」，為公眾與本地設計師提供廣闊的交流平台。



**Wontonmeen**

Wontonmeen celebrated good design in the city and spread excitement in the district through a series of design-related events in Sham Shui Po. Wontonmeen 宣揚香港優秀設計，透過在深水埗舉行的一系列設計盛事，啟動全區創意。

**DESIGN EDUCATION PROGRAMMES**

CityProg used 'eduvation' – educational programmes to activate communities – in order to stimulate design thinking amongst neighbourhood residents of all ages and backgrounds, and help them apply these principles in their everyday surroundings.



**公眾社區教育項目**

「BODW城區活動」透過多個社區教育項目，啟發社會各年齡階層人士發揮設計思維，應用於日常生活當中。

**CREATIVE PLACEMAKING WORKSHOPS**

In collaboration with One Bite Design Studio, two workshops, "Public Engagement Workshop" and "Design Jamming – Weaving Workshop", were held to encourage participants to explore placemaking ideas for Wan Chai.

**創意社區營造工作坊**

與一口設計工作室合作舉行兩大工作坊，鼓勵參與者為灣仔尋求地方營造之法。

**ESF DESIGN DAY**

BODW 2018 speaker and ENESS co-founder Nimrod Weis inspired students by sharing his design journey at an event co-organised by ESF-Renaissance College.

**ESF 設計日**

與啟新書院合辦，2018年「設計營商周」演講嘉賓、ENESS聯合創辦人 Nimrod Weis 分享他投身設計界的點滴故事，鼓舞同學發揮創意。



CityProg also featured other eduvation events like the "Creative Windows" design project at Po Wah Building, and upcycling waste into furniture at Play Depot.

「BODW城區活動」還舉辦了其他公眾社區教育項目，包括於寶華樓舉行的「創意窗戶」，以及於土炮遊樂場舉行的環保活動，將廢料升級再造成家具。



# DESIGN DISTRICT HONG KONG (#ddHK)

設計#香港地

SHOWCASING A NEIGHBOURHOOD'S  
UNIQUE PERSONALITY  
展現城區獨特魅力



Design District Hong Kong (#ddHK) is a three-year project started in 2018-19 promoting Wan Chai and Sham Shui Po through the process of “placemaking”, the reimagining of public spaces based on the area’s characters and assets, and their reinvention for the community’s benefit. Through #ddHK, these two districts are spotlighted as vibrant creative hubs by curating them as open-air design district galleries in the heart of the city.

全新創意項目「設計#香港地」於2018-2019年度啟動，並將連續三年推行「地方營造」計劃，即根據城區特色與歷史建築環境，對公共空間進行設計再想像，以提升社區生活質素。此項目針對灣仔及深水埗推行，旨在於城市核心打造「城區設計廊」，建設社區創意樞紐。

Drawing inspiration from the theme "Connected City: A Love Letter to Hong Kong", innovative designs and street events showcasing original concepts, traditional craftsmanship, unique stories and the neighbourhood's distinct character have been placed along the old Wan Chai coastline of the 1840s, giving visitors an authentic experience of Hong Kong. The project also promotes Sham Shui Po as Hong Kong's fashion and design base. Before the programme's official launch, public engagement workshops using design thinking were held to gain an understanding of the profile of the community from Wan Chai residents and stakeholders.

是次項目以「連城：給香港的情書」為主題，在灣仔沿著1840年代舊海岸線，推展一系列創新設計及街頭活動，宣揚原創概念、傳統工藝，以及富地區色彩的獨特故事，讓遊客感受香港地道魅力。而在深水埗，此項目則致力將該區打造成香港時裝及設計基地。此外，「設計#香港地」在正式開展前，已舉辦了多個設計思維互動工作坊，邀請灣仔區居民及相關持份者參與，以了解該區特色，為項目奠定設計方向。

80+

Collaborators  
位合作伙件

## #ddPLACE

#dd 點子

Spicing Up Public Spaces  
with a Twist in Design  
運用創意設計 點亮公共空間

Wan Chai is being revitalised through a series of placemaking events that re-envision and reconnect the community.

「設計#香港地」於灣仔推行多元化的地方營造項目，凝聚社區活力。



#ddDoodles at Kong Wan Fire Station  
#寫多dd——港灣消防局

To demonstrate the city's unique East-meets-West culture and pay tribute to its brave firefighters, five sets of bilingual "Fire Station" signs were displayed on the red folding gates, designed by five local typography designers. 五位本地字體設計師分別創作出五組中英對照的「消防局」字體，展於消防局的紅色風琴閘門上，彰顯香港的中西文化交融，亦向香港消防服務致敬。



#ddWalk at O'Brien Road Footbridge  
#行多dd——柯布連道行人天橋

A walkway altered through colourful art inspired by nature's changing seasons. Commuters were encouraged to slow down and enjoy the journey. 在行人天橋上展現色彩豐富的創意藝術，融入四季更替，吸引都市人放慢腳步，欣賞近在咫尺的設計體驗。



#ddFresh at Johnston Road Tram Lane  
#ddSmile at Luard Road and O'Brien Road Tram Stop  
#綠多dd——莊士敦道電車軌  
#笑多dd——盧押道及柯布連道電車站

In this collaborate project with Hong Kong Tramways, smiley-face stickers were placed at the queuing area while a newly 'greened' section of tram lane enhances both commuter safety and visual appeal. 這兩項與香港電車攜手呈獻的作品，分別以笑臉貼紙協助乘客辨別排隊上車的方向，以及將電車路軌髹上綠色，在提醒道路使用者留意安全之餘，亦為城市增添活力。



#ddPaintHKWALLS in Wan Chai  
#畫多ddHKWALLS——灣仔各處

Over 30 wall murals were painted by artists in partnership with HKwalls, and two trams created by Kui Wong ('The Plumber King') and French artist Tim Marsh became 'moving exhibits' to the open-air design district gallery. 與HKwalls合作呈獻，邀請多位藝術家，於30幅建築物外牆繪製牆畫，並由本地塗鴉藝術家「渠王」及法國藝術家Tim Marsh創作了兩款展現在電車車身的流動展品，將灣仔塑造為城區設計廊。



#ddSharing in Wan Chai  
#講多dd——灣仔各處

Unique pavement design projects that told stories of the Wan Chai neighbourhood, and served as wayfinding signage for pedestrians. 獨特的地面設計項目分佈於灣仔不同街道，展現地區故事兼具為行人指路的功能。



#ddExperience & #ddGathering at Fleming Road Garden  
#遊多dd及#坐多dd——菲林明道花園

Interactive pavilion and functional furniture to encourage community interactions. 多功能互動裝置及公共家具，鼓勵社區交流。



# #ddSPECIAL

#dd 推介

Connect Past and Present through “HKACT! ACT 1 BeHere”  
HKACT! ACT 1 BeHere 連貫不同時代

Japanese new media artist Masaki Fujihata reconstructed the city of Hong Kong from the 1940s-70s with Augmented Reality (AR) images and 3D virtual characters. The public was able to interact with scenes from old Hong Kong at 10 different public spaces from Blue House to Dominion Garden along Queen's Road East — a stretch of the old Wan Chai coastline that embodies the rich history and the development of Hong Kong.

來自日本的新媒體藝術大師藤幡正樹以擴增實境技術 (AR)，將1940至70年代的香港生活面貌化成數碼立體形像，讓公眾可以沿著皇后大道東這條昔日灣仔海岸線，於藍屋至東美花園的10個不同地點互動體驗本地故事，探索歷史與香港發展。



# #ddMOTIONS

#dd 策動

Unprecedented large-scale pop-up events  
highlighting local creativity  
大型活動開創先河 策動本地創意力量

● #ddFashionParade - FASCINATION STREET  
Bringing High Fashion to the Fabric Capital of the City

On 1 December 2018, Sham Shui Po was treated to a fashion parade along Cheung Yee Street, transforming this traditional fabric and accessory hotspot into a visual feast of fashion, music and pageantry. A team of nine emerging local fashion design units and brands were selected by open call. They used materials sourced in the neighbourhood to interpret authentic Hong Kong stories, reflecting the city's changing face and vision on a dazzling mirror maze stage.

● #dd時裝匯演 - FASCINATION STREET  
尖端時尚閃耀本地時裝創作之都

是項盛事於2018年12月1日在長義街舉行，在傳統布料及時裝配飾天堂深水埗上演一場薈萃時裝、音樂及舞台設計的時尚匯演。九個透過公開招募選拔而出的新進本地時裝設計單位及品牌運用於深水埗搜羅的布材物料設計時裝，將香港地道故事娓娓道來，在主舞台「鏡影迷宮」上展現社區的變遷與發展。

7,700+ Viewers  
名觀眾



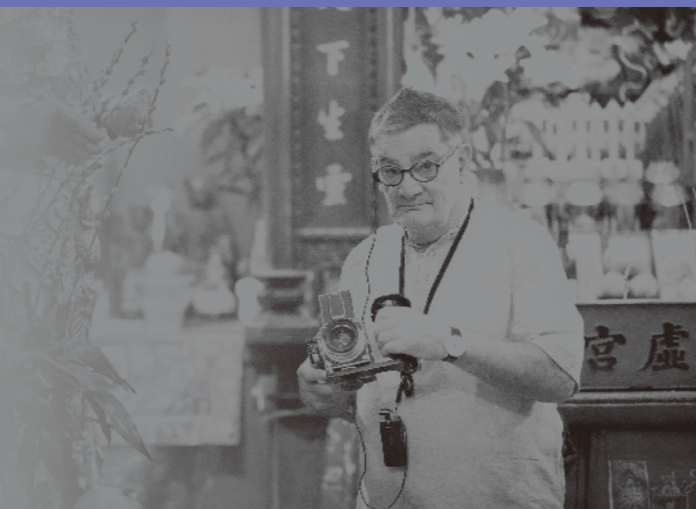
# #ddTOUR

#dd 導賞團

Three Interpretations of the Wan Chai Experience  
三種不同體驗 探索灣仔創意

Locals and tourists alike learned something new about the history and architecture of Wan Chai through three free guided tours. From discovering intangible cultural heritage with #ddStory, to searching for architectural highlights with #ddWalker, and exploring Hong Kong's past, present and future with the interactive HKACT! Act 1 BeHere AR Tour, the neighbourhood's unique, multifaceted character and easy walkability were on full display.

本地和海內外遊客均可透過三種免費導賞團，從不同角度了解灣仔的歷史和建築設計。導賞團包括探索非物質文化遺產的「#dd城市故事」、遊覽特色建築的「#dd城市行者」，以及透過互動體驗連繫香港過去、現在與未來的「HKACT! Act 1 BeHere AR導賞團」，讓參加者親身體驗與眾不同的社區文化，領略到灣仔的多元創意魅力。



1,500+ Local participants and visitors  
名本地及海內外遊客

100+ Tours in 3 languages  
場三語導賞團



● #dd24  
The First Ever 24-Hour Non-Stop Creative Event in Hong Kong

More than 15 creative and cultural units helped kick off a 24-hour outdoor event urging the public to "Discover a Different Hong Kong by Design". At the Grade II historic building "Green House" on 7 Mallory Street, this 'one space, multiple experiences' collaborative event allowed the public to engage and explore the space and the community. Starting on the evening on 7 December 2018, the public could partake in the strategic use of spatial design, food, art, dance, fashion, sport, education, placemaking and music to create multiple experiences. Activities ranged from creative food-tasting to a journey of self-discovery through sound, the city depicted in dance, and much more.

● #dd創玩24  
香港首個連續24小時無間斷創意體驗

逾15個創意及文化單位聯手打造香港首個連續24小時戶外創意活動，以「發現不一樣」為主題，讓公眾透過獨特設計探索香港。是項活動於茂蘿街7號的二級歷史建築灣仔「綠屋」舉行，從2018年12月7日晚上開始呈獻一場「五感之旅」，提供空間設計、美食、藝術、舞蹈、時裝、運動、親子教育、地方營造及音樂等範疇的創玩體驗，包括用味蕾感受創意、傾聽發現自我的聲音導航、以舞蹈迸發的城市創意等。

3,400+ Total participants  
位參加者



# SPREADING GOOD DESIGN VIA COMMUNITY ENGAGEMENT

凝聚社區大眾 弘揚優秀設計

CULTIVATING INFLUENCE WITH LIKE-MINDED PARTNERS  
與伙伴攜手 延展創意影響力



HKDC collaborates with various like-minded partners to spread an understanding and appreciation of good design across different social sectors through a wide range of events and initiatives. This year, HKDC took part in more than 56 events, in support of 44 partners. 香港設計中心一直致力與志同道合的伙伴，藉著多元化活動及計劃，向社會各界宣揚卓越設計，啟發大眾欣賞創意價值。有賴44個合作伙伴的全力支持，香港設計中心於本年度參與了56場精彩活動。

## CREATESMART INITIATIVE EXHIBITION

HKDC highlighted local talents and projects at the CreateSmart Initiative Exhibition, held by lead sponsor Create Hong Kong from 22-25 November 2018 at Tai Kwun. The Design Incubation Programme (DIP), Fashion Incubation Programme (FIP), and DFA Hong Kong Young Design Talent Award were among the 20 sponsored projects from different industry sectors that filled the exhibition with a diverse showcase of creativity. The public was invited to take part in free creative workshops hosted by DIP and FIP designers, before the roving exhibition went on the move, including a stop at K11 Art Mall from 13-28 February 2019.



## 創意智優計劃十周年展覽

2018年11月22日至25日，主要贊助機構創意香港於大館舉辦「創意智優計劃十周年展覽」，香港設計中心亦藉此契機表揚本地設計菁英及設計成果。是次展覽共展出20個涵蓋不同界別的資助項目，呈現多姿多采的創意巧思，其中包括香港設計中心旗下的「設計創業培育計劃」、「時裝創業培育計劃」及「DFA香港青年設計才俊獎」。展覽期間，「設計創業培育計劃」和「時裝創業培育計劃」設計師舉辦免費創意工作坊，讓公眾體驗設計樂趣。展覽隨後於2019年2月13日至28日巡迴至K11購物藝術館，繼續分享創意力量。

## SPARK: THE SCIENCE AND ART OF CREATIVITY

From 18-20 January 2019, HKDC joined around 50 local and UK partners in setting up an interactive booth at the British Council's 'Festival of Ideas' in Tai Kwun. Visitors' ideas on fostering the city's neighbourliness were collected at the HKDC's 'SPARK Streetshop'. Dr Edmund Lee, Executive Director of HKDC, was also a panel speaker at a session entitled, "What Is Creativity?", exploring the significance of creativity and what sparks it.

2019年1月18日至20日，香港設計中心聯同約50個本地及英國伙伴，於英國文化協會假大館舉辦的創意和思考項目中，設置「SPARK Streetshop」，讓參觀人士透過多個裝置，為凝聚本地社區出謀獻策。香港設計中心行政總裁利德裕博士亦獲邀擔任座談會講者，以「甚麼是創意？」為題，探討創意的重要作用及如何激發創新思維。



## SHARING PROFESSIONAL INSIGHTS ACROSS INDUSTRIES

HKDC senior management and board members also shared their professional insights with industry peers at numerous events and programmes organised by academic institutions, trade associations, and the creative industry, including serving as expert judges in design competitions.

## 促進跨界專業交流

香港設計中心管理層及董事會代表均活躍於一系列由教育機構、商貿協會及創意產業所舉辦的活動和項目中，與業界同儕分享真知灼見，亦為多個設計比賽擔任評審，提供專業意見和建議。



## MADE IN HONG KONG 2018

HKDC participated in the annual "Made in Hong Kong" festival organised by LAWSGROUP, setting up a booth in the street carnival outside D2 Place on 1 July 2018 to engage the public while raising awareness of the organisation's public mission. Prof. Eric Yim, Chairman of HKDC, also officiated at the opening ceremony.

## 香港掂檔2018

香港設計中心參與由羅氏集團於2018年7月1日舉辦的「香港掂檔」年度盛會，在D2 Place外的街頭嘉年華設立特色攤位，促進公眾交流並宣揚香港設計中心的公共使命。活動當日，香港設計中心主席嚴志明教授亦親臨主持開幕儀式。



# COMMUNICATIONS & MEDIA PUBLICITY

傳訊及傳媒推廣

PUTTING THE SPOTLIGHT ON DESIGN  
聚焦設計價值

HKDC aims to encourage the public to appreciate design and design thinking as a way to improve many aspects of life, by spreading news about design-related events and industry trends through a variety of communications channels.

In addition to a strong online presence via social media sites and its monthly e-newsletter "DMatters", HKDC was visible in traditional media through print publications like "Design Post" and the Metro Radio programme "Good Life Good Design", media interviews and programme coverage.

香港設計中心致力透過多元化的傳訊渠道，向社會發放設計相關的活動資訊及行業動態，鼓勵公眾發掘優秀設計、啟發設計思維，藉此提升生活的各個方面。

除了透過社交媒體及電子月刊《DMatters》發放資訊，香港設計中心亦活躍於傳統媒介，包括出版《Design Post》等刊物、與新城知訊台合作推出「生活就是設計」電台特輯、接受傳媒專訪及活動採訪等。

## | METRO RADIO PROGRAMME

Since October 2017, Metro Radio has been home to "Good Life Good Design", an hour-long radio programme airing every other Thursday as part of the "Doors to the World" show. Audrey Yip Wing-see and co-hosts from HKDC invited guests from different industries to share their creative journeys and discuss the transformative power of design, and how it relates to our everyday lives.

Riding on the success of the first two series, "Living & Design" and "Business & Design Thinking", the third series, "Placemaking", commenced in August 2018 co-hosted by Prof. Eric Yim, Chairman of HKDC. The fourth series, which commenced in February 2019, invited DFA Hong Kong Young Design Talent Award winners to share their creative insights after receiving the award's sponsorship to work and study abroad.

## | 新城知訊台節目

自2017年10月起，香港設計中心與新城知訊台於《世界隨意門》節目中聯合推出「生活就是設計」特輯，每兩星期於周四播放一次，由節目主持葉泳詩女士與香港設計中心的客席主持，邀請來自不同領域的精英作客，分享他們的創意歷程，探討設計的變革力量，發掘日常生活中的巧妙設計。

首兩個系列「生活與設計」及「營商與設計思維」自播出以來備受好評，第三個系列「地方營造」亦已於2018年8月啟播，由香港設計中心主席嚴志明教授擔任客席主持。2019年2月起，節目播出第四個系列，邀請歷屆「DFA香港青年設計才俊獎」得獎者，分享他們獲資助遠赴海外實習或進修的經歷，以及當中所收獲的創意巧思。



## | FROM RADIO TO PRINT: STORIES OF DESIGN DOING

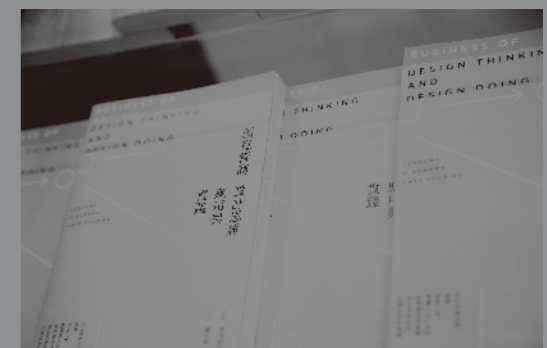
Twelve inspiring stories shared by business elites on the radio programme have been compiled into a book, "Business of Design: Design Thinking and Design Doing", published by Joint Publishing (H.K.). Co-written by HKDC Chairman Prof. Eric Yim and journalist Cendyman Lau, the book serves as a reference of the essential concepts and applications of design thinking. It also helps promote the public's appreciation of design thinking, in line with the Chief Executive's 2018 Policy Address.

The book launch was held on 8 December 2018 at DesignInspire, followed by a book event on 16 March 2019, at the Joint Publishing Culture and Lifestyle flagship store in Wan Chai.

## | 將聲音化作文字：記錄實踐設計的故事

12位商界精英於電台節目上分享的靈感故事輯錄成《創意營商：設計思維應用與實踐》一書。這本書由嚴志明教授及著名傳媒人劉奕旭先生合著，由三聯書店（香港）出版，深入剖析設計思維的重要概念和應用法則，有助大眾了解設計思維的力量，呼應《行政長官2018年施政報告》提及善用設計、謀求創新的展望。

新書發佈會於2018年12月8日在DesignInspire展覽舉行，其後於2019年3月16日，在三聯書店灣仔文化生活薈舉行分享會。





## | PUBLICATIONS

These regular and special publications help advance HKDC's mission of promoting a deeper understanding of design amongst the public. In addition to sharing information on HKDC programmes and important design events in Hong Kong, they also serve to build an archive of valuable design concepts and insights.

### DMATTERS

For design enthusiasts seeking to stay ahead of the latest industry news, HKDC issues a monthly e-newsletter, "DMatters". This newsletter includes insights into the local design community, spotlights on local designers and creative talents, and highlights on featured events.

《DMatters》是香港設計中心每月發送的電子通訊，為設計愛好者提供最新業界資訊，內容聚焦本地設計師及創意專才，讓讀者一窺本土設計社群，以及回顧不同活動的精彩時刻。



## | 出版刊物

為啟發公眾深入了解設計，香港設計中心出版多本定期及特別刊物，藉此分享本中心項目及本地設計活動資訊之餘，亦為重要的設計概念和卓見留下記錄。

### DESIGN FOR ASIA: DFA AWARDS 2018 / 給亞洲設計：DFA 設計獎 2018

This book outlines the design philosophy behind each project to win the DFA Design for Asia Awards 2018, an award acknowledging outstanding designs with Asian perspectives. The book also showcases the winners of the DFA Lifetime Achievement Award, DFA Design Leadership Award, DFA World's Outstanding Chinese Designer and DFA Hong Kong Young Design Talent Award.

《給亞洲設計：DFA 設計獎 2018》分享從亞洲觀點嘉許優秀設計的「DFA 亞洲最具影響力設計獎」所有得獎項目，以及其背後的设计理念。此刊物亦介紹「DFA 亞洲設計終身成就獎」、「DFA 設計領袖獎」、「DFA 世界傑出華人設計師」及「DFA 香港青年設計才俊獎」的得獎者，藉此表彰各界設計菁英。



### DESIGN POST

The quarterly magazine "Design Post", produced in partnership with "City Magazine" from March to December 2018, interviewed design industry elites, provided news on innovative products, trends and events, and inspired readers with examples of good design.

香港設計中心聯同《號外》於2018年3月至12月期間，出版《Design Post》季刊，除了刊登行內翹楚專訪，亦提供創新產品及盛事資訊，讓讀者透過優秀設計掌握創意潮流，啟發源源不絕的靈感。



### BODW 2018 PROGRAMME BOOK / 設計營商周 2018 節目總覽

HKDC's annual flagship event BODW partners with a different city or country each year to explore the dynamic world of design. The BODW 2018 programme book contains information on invited speakers and their most celebrated projects around the world.

作為香港設計中心的年度旗艦盛會，「設計營商周」每年均聯同不同城市或國家，探索環球多元設計。《設計營商周 2018 節目總覽》詳述來自世界各地演講嘉賓的背景，以及其具代表性的項目。



### HKDC ANNUAL REPORT 2017-18 / 香港設計中心年報 2017-18

Every year, HKDC issues an annual report to appraise its partners and stakeholders of notable highlights and future strategic directions of its programmes, as well as new and upcoming initiatives. Last year's report was themed "Enterprising Design", representing HKDC's unique approach to creating more value and positive impact for Hong Kong's society and design ecology.

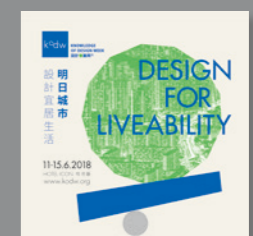
香港設計中心每年均會發佈年報，向伙伴及持份者匯報旗下項目的傑出表現及發展計劃，並展望來年目標。上年度的年報以「設計企業家精神」為主題，正正彰顯香港設計中心為香港社會及設計界創造價值及發揮正面影響的宗旨。



### KODW 2018 PROGRAMME BOOK / 設計「智」識周 2018 節目總覽

This companion book to the event covers KODW 2018, an annual thematic programme that gathers the global design community to tackle the issues of the day using design. It contains invited speaker biographies, forum theme, highlights and more.

年度專題活動設計「智」識周匯聚各地設計領袖，探討如何以設計應對當代挑戰。《設計「智」識周 2018 節目總覽》為活動的隨附別冊，方便參與者瀏覽演講嘉賓的簡介、論壇主題亮點等。



# PUBLIC RESOURCES

公共資源

EVOLVING PUBLIC PERCEPTIONS OF DESIGN  
加深公眾對設計的認識

HKDC helps promote design as invaluable to social innovation by sharing with the public self-educational tools and ways to connect with the design community, through online resources and on-site channels.

香港設計中心透過提供網上資源和實體渠道，讓大眾能夠自主學習和接觸專業設計知識，藉以連繫創意社群，成為社會創新的重要推動力。

## | HKDC LIBRARY

This special design library, founded in 2008, improved public understanding of design through its comprehensive catalogue, boasting over 2,000 design books among the 6,000+ resources. In December 2018, the library finished its mission at InnoCentre in Kowloon Tong.

## | 香港設計中心圖書館

成立於2008年，香港設計中心圖書館一直致力透過豐富的館藏，加深公眾對設計的認識，逾6,000件館藏中，包括2,000多本設計書籍。2018年12月，圖書館正式關閉並遷出九龍塘創新中心。

## | DESIGN DIRECTORY

The public can find the design expertise they need using the user-friendly design directory on HKDC's website. The directory also allows creative talents to elevate their professional profiles and promote themselves to the world.

## | 香港設計指南

香港設計中心提供的網上免費設計指南，讓公眾能夠輕易搜索到所需的專業設計服務，而創意人才亦可藉著設計指南作營銷平台，向世界展現經驗實力，探索更多商機。



22,214

Users or visitors  
位使用者及訪客



814

Designers in the directory  
間設計公司收錄於設計指南

Find out more  
了解更多



# FOSTERING LOCAL & INTERNATIONAL CONNECTIONS

加強本地及國際聯繫

THROUGH HONG KONG'S DESIGN HUB  
建構香港設計都會

For local creative talents to shine on the world stage, they need an international network that opens doors and presents opportunities for collaboration and participation to their peers worldwide. This underlines an important part of HKDC's mission. 香港設計中心其中一項重要使命，是為本地業界連繫國際，創造合作與交流機遇，讓本地專才面向世界。

2018-2019年度，香港設計中心接待了來自中國內地、新加坡、英國、奧地利、法國、德國等地的考察代表團，與海內外貿易機構、業界組織、教育機構及政府密切交流。訪問期間，各公私營機構代表團均有機會探索本地設計生態的最新發展及設計思維的應用，並藉此促進與香港的合作，為兩地的創意與貿易發展創造雙贏局面。

In 2018-19, HKDC received delegations from trade organisations, industry associations, academic institutions and the governments of Mainland China, Singapore, the UK, Austria, France, and Germany. Delegations representing both government agencies and private businesses learned about the latest developments in Hong Kong's local design ecologies and applications of design thinking, and nurtured new connections and partners in Hong Kong that will benefit both local design entrepreneurs and the trade back home.





# INTERNATIONAL ALLIANCE

國際聯盟

LEVERAGING THE GLOBAL EXCHANGE OF DESIGN MINDS  
連繫全球創意 迸發設計火花

The wide variety of programmes organised by HKDC is supported in part by an association of international design partners with a shared vision, the Global Design Network (GDN).  
香港設計中心的各項活動成果，均有賴國際設計聯盟內各跨國伙伴的支持，在彼此通力合作下，凝聚創意力量，實現共同願景。

## GLOBAL DESIGN NETWORK (GDN)

This Hong Kong-based collaborative network, launched in 2005 by HKDC and HKTDC, and currently managed by the Hong Kong Federation of Design Associations (FHKDA), includes members from leading design, creative and cultural associations around the world.

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

**Australia 澳洲**  
Design Institute of Australia, SWIN BURN, UNIVERSITY OF MELBOURNE

**Austria 奧地利**  
designaustria®

**Barcelona 巴塞隆拿**  
Barcelona Active, Barcelona City Council, BGD, FabCafe

**Belgium 比利時**  
FLANDERS DC, vio, Z33

**Canada 加拿大**  
ico-D International Council of Design, icsid International Council of Societies of Industrial Design

## 國際設計聯盟

「國際設計聯盟」是一個以香港為中心的龐大合作網絡，由香港設計中心及香港貿易發展局於2005年共同創立，目前由香港設計總會負責其管理工作。聯盟會員來自全球各地的頂尖設計組織及創意文化機構，旨在推動業界同儕跨國交流合作。

**Mainland China 中國內地**  
BCC 北京工業設計促進中心, 北京服裝學院, SHANTOU UNIVERSITY, 汕頭大學, 長江藝術與設計學院, China Industrial Design Association, SHANGHAI DESIGN CENTER, 中國工業設計協會, GIDA, HI 上海設計之創研中心, SDPA, SHENZHEN DESIGN UNION, 深圳市設計聯合會, CFDS, SHENZHEN GRAPHIC DESIGN ASSOCIATION, SIDA, 深圳創新設計研究院, 深圳設計聯盟

**Denmark 丹麥**  
Danish Design Centre, IFI International Federation of Interior Architects/Designers

**France 法國**  
A.P.C.I.

**Germany 德國**  
bayern design, DEUTSCHER DESIGNER CLUB BY, Rat für Formgebung, IDZ International Design Center Berlin, ifi

**Hong Kong 香港**  
Academy of Visual Arts, AMI, apcio, Asian Licensing Association, Caritas Bianchi College of Careers, CHARTERED SOCIETY OF DESIGNERS, DESIGN COUNCIL OF HONG KONG, DRF Design Renaissance Foundation, FASHION FIBER FOUNDATION, HKAC ART SCHOOL, HONG KONG DESIGN ASSOCIATION

**Singapore 新加坡**  
Singapore Design Council, tDA Asia

**Spain 西班牙**  
eIde

**Sweden 瑞典**  
DESIGN REGION SWEDEN, Form Design Center, Svensk Form, SWEDISH ASSOCIATION OF DESIGNERS, SVID

**Taiwan 台灣**  
COIA Cultural Creatives Industry Association, TEDx Taipei

**Thailand 泰國**  
TCDC

**United States 美國**  
CHICAGO FASHION INCUBATOR, dmi, IIDA The Commercial Interior Design Association, NYC X DESIGN, SPARK

**Hungary 匈牙利**  
HUNGARIAN DESIGN COUNCIL, DFE

**India 印度**  
ADI Association of Designers of India, INDI BRAND LETTER

**Indonesia 印尼**  
BDA, ADI, omc

**Japan 日本**  
AODJ

**Korea 韓國**  
kidp, Seoul Design Center

**Macau 澳門**  
MDA MACAU DESIGN ASSOCIATION, 澳門設計中心

**Malaysia 馬來西亞**  
WREGA

**Philippines 菲律賓**  
D

**Portugal 葡萄牙**  
AND ASSOCIAÇÃO NACIONAL DE DESIGNERS

(and expanding 合作網絡持續擴展)

# FRIENDS OF HKDC MEMBERSHIP PROGRAMME

香港設計中心之友會員計劃

BRINGING TOGETHER DESIGN ENTHUSIASTS

凝聚設計社群 發揮創意力量

The Friends of HKDC Membership Programme unites those with a passion for design and the dedication to see Hong Kong emerge as a centre of design excellence in Asia.

Open to organisations and individuals from all walks of life, the programme not only offers opportunities to foster knowledge sharing, networking and collaboration in the field, but also provides priority invitations to HKDC and partner events, helping members stay inspired by and connected to design industry news and trends.

「香港設計中心之友會員計劃」廣結熱愛設計的同路人，策動各界的創意力量，推動香港朝著成為亞洲設計之都的願景邁進。

此計劃匯聚不同界別的組織和人士，為會員創造交流專業知識、拓展人脈網絡及建立合作關係的機會。此外，會員還可優先參加由香港設計中心及其伙伴機構舉辦的活動，緊貼業界動向和趨勢。

## ACKNOWLEDGMENT OF CORPORATE MEMBERS 鳴謝公司會籍之會員

( Till 31 March 2019, in alphabetical order 截至 2019年 3月 31日，以英文字母排序 )



GINGERMITE



Urbanmountain



ReALLY



WHITEGROUND

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

( Till 31 March 2019, in alphabetical order by surname 截至 2019年 3月 31日，以姓氏英文字母排序 )

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

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

**Ms Agnes Chiu**  
趙靄文女士  
Lee Kum Kee Co Ltd  
李錦記 (香港) 有限公司

**Mr Alex Chunn**  
Principle, nxus space

**Prof. Richard Fung**  
馮立中教授  
Chief Executive, Hong Kong  
Standards and Testing Centre  
香港標準及檢定中心總裁

**Ms Pansy Ho**  
何超瓊女士  
Group Executive Chairman and Managing  
Director, Shun Tak Holdings Limited  
信德集團有限公司集團行政主席兼董事總經理

**Mr Jeremy Hocking**  
President, Herman Miller International

**Ms Kigge Mai Hvid**  
Partner, JA design studio

**Dr Tai-keung Kan, SBS, BBS**  
新埭強博士  
Founder, KL & K Creative Strategics  
靳劉高創意策略創辦人

**Dr Kwong Man-hang, Bengle, JP (Aust.)**  
鄭敏恆博士  
President, WKK Technology Ltd.  
王氏港建科技有限公司總裁

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

**Dr Michael Lam**  
林寶興博士  
CEO, Hong Kong Quality Assurance Agency  
香港品質保證局總裁

**Ms Denise Lau**  
劉思蔚女士  
Chief Executive Officer, COLOURLIVING  
COLOURLIVING 行政總裁

**Dr Flora Lau**  
劉偉婷博士  
Founder, Flora Lau Designers Ltd  
劉偉婷設計師有限公司創辦人

**Mr Siu Hong Freeman Lau, BBS**  
劉小康先生  
Founder, KL & K Creative Strategics  
靳劉高創意策略創辦人

**Mr Tai Yum Lau**  
劉棣欽先生

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

**Dr Harry Lee, SBS, JP**  
李乃熺博士  
Chairman, TAL APPAREL LTD.  
聯業製衣有限公司主席

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

**Dr John S.K. Lo**  
羅肇強博士

**Mr Lu Lam, Leslie**  
盧林先生

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

**Mr Ng Man Wai, Danny**  
吳文偉先生  
Director, 4N design  
四目建築設計事務所董事

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

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

**Mr Chiu Hang Tsoi**  
蔡超恆先生  
Chief Executive Officer,  
Lifestyle Creating Holding Limited  
時尚創建集團有限公司首席執行官

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

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

**Mr Danny Wong**  
Executive Director, Wiseman  
International Digitech Limited  
華冕國際數碼技術有限公司執行董事

**Mr Peter Wong**  
黃紹開先生

**Mr Qin Xia**  
夏勤先生  
President, Makestream Design Co. Limited  
杭州麥客意識流設計有限公司負責人

**Prof. Eric Yim, JP**  
嚴志明教授  
Chairman, Hong Kong Design Centre  
香港設計中心主席

**Mr Leon K L Yoong**  
翁國樑先生  
Techtronic Product Development Ltd  
Vice president - Techtronic Design

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

2B Square

4M Industrial Development Limited

FringeBacker Limited

Play Concept Limited

Shantou University 汕頭大學

Tandem Design

深圳市易訊天空網絡技術有限公司



# CORPORATE GOVERNANCE

企業管治

## COMMITMENT TO ACCOUNTABILITY AND RESPONSIBILITY

承諾履行使命及責任

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

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

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

香港設計中心作為一間獲公帑資助的機構，多年來一直致力加強企業管治及提升職場文化，以維持高度的問責性及內部的緊密協作。

除了定期檢討日常運作，香港設計中心亦定期提供僱員培訓，確保營運程序符合其企業管治原則。

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

# OUR ACCOUNTS

帳目

Income and expenditure statement for the year ended 31 March 2019

截至2019年3月31日止財政年度收支結算表

	NON-GOVERNMENT FUNDING 非政府資助	HKDC BASIC ACTIVITIES 香港設計中心基本營運	SUPPORTING THE IMPLEMENTATION OF THE FASHION INITIATIVES 提供支援落實時裝業發展措施	BUSINESS OF DESIGN WEEK 2018 設計薈商周2018	DESIGN INCUBATION PROGRAMME (PHASE III) 設計創業培育計劃(第三期)	DEX 2018	DEX 2018 (JAPAN)	DFA AWARDS 2017 DFA 設計獎 2017	DFA AWARDS 2018 DFA 設計獎 2018	DESIGN SALON HONG KONG	FASHION ASIA HONG KONG 2018		FASHION INCUBATION PROGRAMME 時裝創業培育計劃	HONG KONG CREATIVE ECOLOGIES: THE PLURALITY OF VISIONS IN DESIGN (TBC) 香港創意生態: 越界傳承	KNOWLEDGE OF DESIGN WEEK 2018 設計薈商周 2018	NURTURING PROGRAMME OF HONG KONG YOUNG DESIGN TALENTS 2014	NURTURING PROGRAMME OF HONG KONG YOUNG DESIGN TALENTS 2015	NURTURING PROGRAMME OF HONG KONG YOUNG DESIGN TALENTS 2016	NURTURING PROGRAMME OF HONG KONG YOUNG DESIGN TALENTS 2017	NURTURING PROGRAMME OF HONG KONG YOUNG DESIGN TALENTS 2018	PROPELLING DESIGN THINKING	#DDHK 設計#香港地	TOTAL 總計
INCOME 收入	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$		HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$
GOVERNMENT GRANT 政府資助	0	25,096,660	7,582,011	11,923,003	13,431,050	745,327	673,722	1,077,186	2,892,341	278,579	7,352,470		3,391,326	274,879	1,923,662	85,878	1,458,974	581,500	3,470,366	399,457	5,031,554	12,277,182	99,947,127
PROJECT INCOME 項目收入	61,200	2,286,385	0	1,482,122	958,210	0	18,000	388	2,194,156	0	127,356		195,500	0	355,399	0	0	0	0	0	48,000	0	7,726,716
SPONSORSHIP 贊助/捐款	0	3,436,656	0	3,724,358	0	352,813	0	78,550	492,370	0	2,550,126		0	0	724,371	0	0	0	175,120	0	0	2,805,500	14,339,864
OTHER INCOME 其他收入	898	2,060.77	1,878.26	2,701	3,813.55	57.56	31.92	5.9	2,162.24	1,627	1,632.39		2036.92	0.85	28.23	17.29	9	622.94	796.64	1,068.21	2,295.04	6,702.24	30,446
	62,098	30,821,762	7,583,889	17,132,184	14,393,074	1,098,198	691,754	1,156,130	5,581,029	280,206	10,031,584		3,588,863	274,880	3,003,460	85,895	1,458,983	582,123	3,646,283	400,525	5,081,849	15,089,384	122,044,153
EXPENDITURES 支出	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$		HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$	HK\$
PROJECT EXPENSES 項目支出	117,112	7,581,378	1,900,358	13,520,298	10,624,562	858,671	656,637	881,334	4,729,299	178,441	8,865,672		2,776,687	167,880	2,504,787	75,895	1,408,499	87,356	2,899,283	386,545	3,584,946	13,295,196	77,100,836
PAYROLL & RELATED COST 薪資及相關支出	7,871	13,702,994	5,671,531	3,591,886	3,754,712	229,527	30,117	254,796	851,730	101,765	1,145,912		800,176	87,000	488,673	0	30,484	494,767	747,000	13,980	1,496,903	1,794,188	35,296,012
DONATION 捐款	0	0	0	0	0	0	0	0	0	0	0		0	0	0	0	0	0	0	0	0	0	0
OVERHEAD & ADMINISTRATION 一般營運及行政費用	31,000	9,537,390	12,000	20,000	13,800	10,000	5,000	20,000	0	0	20,000		12,000	20,000	10,000	10,000	20,000	0	0	0	0	0	9,741,190
	155,983	30,821,762	7,583,889	17,132,184	14,393,074	1,098,198	691,754	1,156,130	5,581,029	280,206	10,031,584		3,588,863	274,880	3,003,460	85,895	1,458,983	582,123	3,646,283	400,525	5,081,849	15,089,384	122,138,038
NET SURPLUS 淨盈餘	(93,885)	(0)	0	0	(0)	(0)	(0)	(0)	0	0	0		(0)	(0)	0	0	0	(0)	(0)	0	0	0	(93,885)

NON-GOVERNMENT FUNDING  
非政府資助

GOVERNMENT FUNDING  
政府資助



# BOARD OF DIRECTORS

## 董事會

### CHAIRMAN 主席 VICE CHAIRMAN 副主席



Eric Yim 嚴志明



Bonnie Chan 陳德姿



David Lo 盧永強

### DIRECTOR 董事



Cees de Bont



Patrick Bruce



Viveca Chan 陳一枋



Barney Cheng 鄭兆良



Benson Cheung 張本善



Janet Cheung 張啟秀



Felix Chung 鍾國斌



Roy Chung 鍾志平



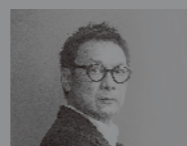
Joey Ho 何宗憲



Freeman Lau 劉小康



James Law 羅發禮



Steve Leung 梁志天



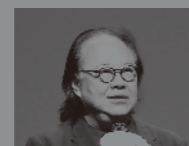
Joseph Lo 勞建青



Kai-yin Lo 羅啟妍



Victor Lo 羅仲榮



Leslie Lu 盧林



Victor Tsang 曾昭學



Raymond Yip 葉澤恩



Karr Yip 葉小卡

### ALTERNATE DIRECTOR 候補董事



Antony Chan 陳志毅



Tom Grey



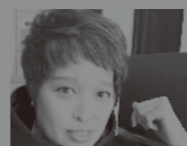
Eddy Hui 許迅



Kevin Yeung 楊棋彬



Fiona Lam 林惠冰



Louisa Young 楊蘇蘇

### Meeting Attendance/Total Number of Meetings 會議出席次數 / 會議數目

(1/4/2018 – 31/3/2019)

	BOARD OF DIRECTORS 董事會	FINANCE AND ADMINISTRATION COMMITTEE 財務及行政委員會	BUSINESS DEVELOPMENT COMMITTEE 企業拓展委員會	AUDIT COMMITTEE 審核委員會
ERIC YIM 嚴志明	5/5	-	4/4	-
BONNIE CHAN 陳德姿	3/5	5/5	3/4	-
DAVID LO 盧永強	4/5	2/5	2/4	-
CEES DE BONT	1/1	-	1/1	-
PATRICK BRUCE	2/5	1/5	-	-
VIVECA CHAN 陳一枋	3/5	-	4/4	-
BARNEY CHENG 鄭兆良	0/5	-	0/4	-
FELIX CHUNG 鍾國斌	0/5	-	0/4	-
ROY CHUNG 鍾志平	0/5	3/5	-	1/1
JAMES LAW 羅發禮	4/5	-	0/4	-
STEVE LEUNG 梁志天	0/5	-	-	-
JOSEPH LO 勞建青	1/5	-	-	1/1
KAI-YIN LO 羅啟妍	4/5	-	1/4	-
VICTOR LO 羅仲榮	5/5	-	1/4	-
LESLIE LU 盧林	3/5	-	3/4	-
RAYMOND YIP 葉澤恩	2/5	-	-	-
HEAD OF CREATEHK 創意香港總監	5/5	5/5	4/4	1/1
REPRESENTATIVE APPOINTED BY HONG KONG FEDERATION OF DESIGN ASSOCIATIONS 香港設計總會代表	5/5	3/5	3/4	-
REPRESENTATIVE APPOINTED BY HONG KONG FASHION DESIGNERS ASSOCIATION 香港時裝設計師協會代表	2/5	-	2/4	-
REPRESENTATIVE APPOINTED BY THE CHARTERED SOCIETY OF DESIGNERS (HONG KONG) 英國特許設計師協會(香港)代表	4/5	-	-	-
REPRESENTATIVE APPOINTED BY HONG KONG DESIGNERS ASSOCIATION 香港設計師協會代表	5/5	-	-	-
REPRESENTATIVE APPOINTED BY HONG KONG INTERIOR DESIGN ASSOCIATION 香港室內設計師協會代表	2/5	1/5	0/4	-

#### REMARKS:

CEES DE BONT RESIGNED AS DIRECTOR ON 30 JUNE 2018

#### 註釋:

CEES DE BONT 於 2018 年 6 月 30 日辭任董事





Hong Kong Design Centre  
香港設計中心

Unit 602, 6/F, Mill 5, The Mills,  
45 Pak Tin Par Street, Tsuen Wan  
荃灣白田壩街 45 號南豐紗廠五廠 6 樓 602 室

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HKDC 香港設計中心

hkdesigncentre

Hong Kong Design Centre

HKDC 香港设计中心