

DESIGN CAN

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HKDC Annual Report
香港設計中心年報
2021—22

Design for
Sustainable Community
設計 · 構建可持續社區



2021 — 22

About HKDC

關於香港設計中心

A non-governmental organisation registered in 2001 and established in 2002, Hong Kong Design Centre is a strategic partner of the Hong Kong SAR Government in advancing Hong Kong as an international centre of design excellence in Asia.

Our public mission is to promote wider and strategic use of design and design thinking to create business value and improve societal well-being.

香港設計中心為於 2001 年註冊、2002 年成立的非政府機構，擔當香港特別行政區政府的策略夥伴，以推動香港成為亞洲區內享譽國際的設計之都為目標。

我們的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。

Founding Members

創會成員



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



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SOCIETY OF
DESIGNERS
• HONG KONG •



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香港設計師協會



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FASHION
DESIGNERS
ASSOCIATION
香港時裝設計師協會



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

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2002

2002

- Hong Kong Design Centre (HKDC) established
香港設計中心成立

2002

- Business of Design Week (BODW) launched
推出首屆「設計營商周」



2003

- DFA Awards launched
推出首屆「DFA 設計獎」
- First edition of DFA World's Outstanding Chinese Designer and DFA Design for Asia Awards launched
推出首屆「DFA 世界傑出華人設計師」及「DFA 亞洲最具影響力設計獎」

2004

- First edition of DFA Design Leadership Award launched
推出首屆「DFA 設計領袖獎」

2005

- First edition of DFA Hong Kong Young Design Talent Award launched
推出首屆「DFA 香港青年設計才俊獎」



2012

2006

- HKDC was relocated to InnoCentre
香港設計中心遷址至創新中心

- Knowledge of Design Week (KODW) launched (formerly known as Reinventing with Design Forum)
推出首屆「設計智識周」(前身為「設計創新機」)



2011

- First edition of DFA Lifetime Achievement Award launched
推出首屆「DFA 亞洲設計終身成就獎」



2016

- Fashion Asia Hong Kong (FAHK) launched
推出首屆「Fashion Asia Hong Kong」

- Fashion Incubation Programme (FIP) launched
推出「時裝創業培育計劃」



2017

- Design Incubation Programme (DIP) and Fashion Incubation Programme (FIP) incubation centres opened
為「設計創業培育計劃」及「時裝創業培育計劃」而設的全新培育中心開幕

2018

- BODW City Programme launched
推出「設計營商周城區活動」

- Design District Hong Kong (#ddHK) launched
推出「設計#香港地」

- Unleash! Empowered by Design Thinking launched
推出「Unleash! 設計思維·無限可能」



2019

- Design Spectrum launched at 7 Mallory Street
推出「設計光譜」，設於灣仔茂蘿街7號

- HKDC was relocated to The Mills
香港設計中心遷址至南豐紗廠



2020

2020

- HKDC goes digital during the pandemic: BODW, KODW and FAHK became virtual and hybrid to reach a wider global audience
疫情時代下香港設計中心走向數碼轉型：「設計營商周」、「設計智識周」及「Fashion Asia Hong Kong」轉型以線上線下融合模式，推廣至世界各地



2021

- bodw+ launched
推出全新設計知識數碼平台「bodw+」

2024

- A new design and fashion base operated by HKDC will open in Sham Shui Po
香港設計中心將於2024年落戶深水埗，建立嶄新的設計及時裝基地



A Day with the Chairman and the Executive Director

談設計、迎未來：專訪香港設計中心主席與行政總裁

Even as the ups and downs of the Covid-19 pandemic continue into 2021-22, Hong Kong Design Centre (HKDC) is looking at a bright future driven by new opportunities for design. We spoke with Prof. Eric Yim, Chairman and Dr Joseph Wong, Executive Director of HKDC about the future work and direction of HKDC – and got a sneak peek into the exciting plans for HKDC's upcoming new base in Sham Shui Po!

縱使新冠疫情在 2021 至 2022 年間持續未歇，時有起伏，香港設計中心仍見設計新機遇，放眼美好未來。我們邀請到香港設計中心主席嚴志明教授與行政總裁黃偉祖博士，將香港設計中心的未來工作及動向與大家娓娓道來，並透露香港設計中心深水埗新基地的未來大計！

Prof. Eric Yim 嚴志明教授

Chairman of HKDC 香港設計中心主席

‘We encourage designers, who are skilled in design thinking, to look at the pain-points in our post-pandemic society, and think about the power of design for tackling problems.’

「我們鼓勵設計師運用他們擅長的設計思維，審視後疫情社會的痛點，從而思考設計可發揮的解難力量。」



As the design industry undergoes a big reset in the new normal, how do you see HKDC's role evolving?

HKDC has always been trying to develop awareness about design as being more than beautification; it shapes users' experiences and brings commercial value. Since the pandemic, we began to focus more on how design and innovation can help us stay relevant and be used to address the major challenges of our times. Covid-19 has changed the way we live, work, play and interact. We encourage designers, who are skilled in design thinking, to look at the pain-points in our post-pandemic society, and think about the power of design for tackling problems. With more human-centred design, industries and our society will be able to better thrive through change, and succeed.

How has the new normal reset the design world, and has it created new opportunities in designing for a sustainable community?

The pandemic has opened our eyes to the impact of human activities on the environment, which prompted us as well as designers to recognise the importance of prioritising environmental sustainability and social wellbeing in everything we do. The idea of sustainability is not new to designers, but it has become a hot topic of concern these days. Since Covid-19 revolutionised the way we travel and work, it has opened a window of opportunity for designers to create new experiences in these areas, such as by minimising touch surfaces and using materials that are less detrimental to the environment.

As a designer and architect, what does great design thinking mean to you? Why and what do you think needs to be done to promote design thinking in our society?

When we talk about architecture, it's not just the building – we also have to think about the spaces around it and how people interact with them. Design thinking can help us understand users' needs and provides a viable approach for talking to different stakeholders such as developers and government departments, to arrive at the best solution for everyone. With the right government policies, building regulations and environmental planning, we can make better use of spaces around buildings to provide more enjoyable outdoor living spaces; or better lay-by and loading/unloading provisions to minimise curbside stopping or waiting that create bottlenecks which in turn prevent free flow of traffic; or proper facilities to support waste separation and recycling. There are so much more that designers, the private and public sector can do with design thinking.

How do you see HKDC fulfilling its goal of strengthening Hong Kong's position as a design hub, in view of the upcoming base in Sham Shui Po?

Our new facilities in Sham Shui Po will help us further our work of promoting design through our 5 strategic directions: Connect, Celebrate, Nurture, Advance and especially, Engage. With our office and multi-functional spaces all under one roof, we can stage exhibitions, conduct workshops and events, and co-host initiatives with different partners from across industries and regions throughout the year. Our new base will make it easier for the public to see and understand the work we do. It can also serve as a test bed for innovative ideas, with the goal of remaining 'future-proof' and agile in an ever-changing world, to support the government's objective of positioning Sham Shui Po as a creative tourism district.

在新常態下，設計業被重塑發展出新格局，香港設計中心的角色有何轉變？

香港設計中心一直致力推動設計——設計的功能不單止是美化事物，更可塑造用戶體驗並創造商業價值。自疫情爆發以來，我們開始更聚焦設計及創新如何助大家因時制宜，應對當前的重大挑戰。疫情改變了我們生活、工作、娛樂及交流互動的模式。我們鼓勵設計師運用他們擅長的設計思維，審視後疫情社會的痛點，從而思考設計可發揮的解難力量。透過人本設計，各行各業以至社會將能夠在幻變中穩步前行，邁向成功。

新常態如何重塑了設計界？又有否締造更多契機以設計構建可持續社區？

這場疫情讓我們看見人類活動對環境的影響，促使我們以至設計師在一切事情上，需要更以環境的可持續發展及社會福祉為先。對設計師來說，可持續發展的概念以往並非不在考慮範圍之內，不過近年成為更須關注的熱門議題。疫情徹底改變了我們的生活如旅遊和工作的模式，進而為設計師開拓在日常生活不同範疇當中，重塑嶄新體驗的機遇，例如日常活動中盡量減少手觸表面，又或是多用較環保的物料等。

身為設計師兼建築師，你可否分享善用設計思維的例子？你又認為如何更有效促進社會各界運用設計思維？

當我們談論建築時，所指的不只是建築物，同時要考慮到周邊空間，還有人與空間之互動。設計思維可以幫助我們了解用户需求，與不同持份者如發展商及政府部門等溝通，從而尋求切合大家所需的最佳解決方案。透過合適的政府政策、建築法規及環境規劃，我們可以更善用建築物周圍的環境，締造更舒適的戶外生活空間；或更好的避車處及上落客貨規例，以減少因路邊停車而引起的堵塞，疏導交通；或增添有助廢物分類回收等設施。不論是設計師、私營和公營機構都可以多加運用設計思維，成就更多美事。

香港設計中心即將進駐深水埗建立設計及時裝基地，這將如何有助提升香港作為設計樞紐的地位？

深水埗的新設施將有助我們進一步加強五大範疇的推廣工作，包括聯繫業界、弘揚人才、啟蒙創業、突顯專業，更重要的是——實現融入社會的目標。新基地集辦公室及多功能空間於一身，全年可舉辦各式各樣的設計展覽、研討會及活動，與來自世界各地不同行業的伙伴跨界合辦創新項目。我們期望新據點可讓公眾隨時體驗及了解優秀設計，更深入體會我們的工作，讓我們作出更多嶄新嘗試，力求在瞬息萬變的世界中著眼未來，保持靈活應變，以支持政府將深水埗打造成創意旅遊社區的目標。



Dr Joseph Wong 黃偉祖博士

Executive Director of HKDC 香港設計中心行政總裁

‘What we want to get across is that design can improve and build sustainable communities, and HKDC has many different programmes that help to do just that.’

「我們希望公眾領會到，運用設計可改善和構建可持續社區，而香港設計中心一直籌辦各式不同的項目，推動各界向這一目標進發。」

2022 is the 20th anniversary of HKDC. What is the theme for this year, and the message you would like to deliver about design?

Our theme for this year is 'Design for Sustainable Community'. We want to spread the message that design is not about luxury products or exhibits in a museum, but is in fact all around us – a social process that creates communities and affects all our wellbeing. The face masks we wear and the furniture we sit on did not just happen; they were designed by someone to meet a specific purpose. What we want to get across is that design can improve and build sustainable communities, and HKDC has many different programmes that help to do just that.

Please tell us the impacts of Covid-19 pandemic on HKDC's programmes in 2021/22 in terms of its 5 strategic directions: Connect, Celebrate, Nurture, Advance, Engage.

As world renowned architect Thomas Heatherwick said, 'Design is about change.' While our programmes used to be face-to-face with design experts being flown in from around the world, they have now become hybrid to reach a much broader audience around the world. For BODW 2021, we joined hands with a local TV broadcaster to produce a high quality programme suited for live television. We also ventured into new online content, like virtual showrooms and a Fashion Asia Digital Series to attract wider viewership. Despite the pandemic, BODW CityProg pushed forward a new Design In Action programme to help primary and secondary students learn more about design as a career. The pandemic has forced us to break old moulds for sure, and we will continue to embrace change as a constant and maintain new ways to engage the community and stakeholders in going forward.

2022 年適逢香港設計中心慶祝成立 20 周年，今年的主題是什麼？你又希望傳達怎樣的設計信息？

香港設計中心今年的慶祝主題是「設計·構建可持續社區」。設計並非只指奢侈品或博物館展品，它其實就在我們身邊，是一個可以構建社區、影響人類福祉的社會進程——這是我們想傳達給公眾的信息。就像我們平日所戴的口罩、所用的家具都不是憑空出現，而是為實現特定目的而設計出來。我們希望公眾領會到，運用設計可改善和構建可持續社區，而香港設計中心一直籌辦各式不同的項目，推動各界向這一目標進發。

就著聯繫業界、弘揚人才、啟蒙創業、突顯專業及融入社會五大工作範疇，可以請你講述疫情對香港設計中心 2021/22 年度計劃所帶來的影響嗎？

正如世界知名建築師 Thomas Heatherwick 所說：「設計是關乎改變。」以往，我們廣邀世界各地的設計專家來港出席活動，進行面對面交流；現在則混合線上線下形式，讓更多環球觀眾參與。我們在舉辦設計營商周 2021 時，與本港一所電視台攜手製作優質直播節目，亦嘗試開發全新網上內容，例如增設了網上展廳及 Fashion Asia 數碼系列，以廣納觀眾群。另外，疫情的衝擊仍然無阻設計營商周城區活動推出全新計劃「設計好改變」，助中小學生探索設計的職業路向。疫情促使我們突破舊有模式，我們將持續變革，並以嶄新方式凝聚社區及所有持份者迎接未來。

What was your most memorable thing in 2021/22 in terms of great design ideas that have benefitted business or society?

Hong Kong is blessed with an abundance of design talents. One striking example of good design is the 'Waterhall' in Cambodia, created by Orient Occident Atelier, a young design team in our Design Incubation Programme. They used local technology and sustainable materials to produce a community hall which provides the local people with access to clean water supply. This humanistic approach to achieve sustainable development goals through design has won them both the Grand Award and Grand Award for Sustainability in our DFA Design for Asia Awards 2021. While it may not be a 'great design' in the commercial sense, it was a good manifestation of design thinking and exemplifies the community spirit that we are looking for in young designers.

What advice can you give rising design talents in terms of the kind of design we need now and how they can best equip themselves for the future?

While designers are taught to be unique and creative, they must also remember that design is about improving people's lives. My advice to young designers is to empathise with users and think about sustainability – this should be in the forefront of their minds whether they are designing a product, a garment or a space. They have to consider the entire process and the whole ecology, from materials sourcing, manufacturing, operations, to disposal. This holistic thinking should form the foundation of how they approach design.

在 2021/22 年期，有否哪一個設計理念令你最印象深刻？它又如何為商務或社會帶來裨益？

香港的设计人才輩出，其中一個令人讚嘆的设计例子是出自我們旗下「设计創業培育計劃」的年輕设计團隊東西建築——位於柬埔寨的淨水項目「水堂」。他們結合當地技術及可持續物料建造一個社區會堂，為當地人民提供清潔用水。這個注重人本精神與融合自然的項目贏得了 DFA 亞洲最具影響力设计獎 2021 的大獎和可持續發展大獎。雖然在商業層面，這未必算是「成功」的设计理念，但它充分發揮了设计思維，體現我們在年輕设计师身上樂見的社群精神。

你會給新晉设计人才什麼的建議？可對他們分享一下，社會現正需要的设计類型，以及現今设计师該如何裝備自己嗎？

雖然设计师的所學所做講創意求獨特，但他們務必緊記，设计的源由是為了改善人們的生活。我想給年輕设计师的建議是，在设计時要多運用同理心，要從用家角度出發；無論是设计產品、服裝或是空間，都應視可持續性為首要的考慮因素之一。他們需要縱觀全局，考慮並顧及從原材料採購、製造、營運到用後處置的整個過程，设计之道應以全局思維為本。




01

Dialogue to Co-creation

交流 × 共創

- 1 Business of Design Week
設計營商周
- 2 Knowledge of Design Week
設計智識周
- 3 Fashion Asia



The Future, Reimagined: The Significance Of The Global Design Reset

環球設計重啟下的未來構思

The post-pandemic era has become a time when game-changing questions are being asked of the creative minds and the visionaries of the business world. Business of Design Week (BODW) 2021 explored trends across sectors within the context of the global reset that, in so many ways, were accelerated by the pandemic. BODW 2021 looked at how the forerunners in industries like branding, technology, healthcare, architecture and many more are rising to the opportunity to answer some important questions for the world. Under the theme of *Global Design Reset*, BODW 2021 was about rethinking and resetting our world and the way it works through the transformative power of life-centred design, and the imperative of designing for a sustainable future.

BODW 2021 identified 8 main topics that have significant impacts on how people live, work, play and stay healthy into the future: *Brand Rejuvenation, Connected Health & Wellbeing, Creative Mindset and Innovation Leadership, Culture & The City, Designing an Intelligent Future, Hospitality with Purpose, New Urban Models, and Phygital Reality.*

關於設計營商周

「設計營商周」自 2002 年舉辦以來，是亞洲設計界的年度盛事，全面探索設計、創新及品牌趨勢，匯聚香港以至海外頂尖設計大師、品牌領袖和企業精英，促進對設計價值及創新的討論，激發環球觀眾的靈感，探索新商機。

About BODW

Launched in 2002, Business of Design Week (BODW) has become Asia's premier annual event on design, innovation and brands, gathering some of the world's foremost design masters, brand leaders and entrepreneurs from Hong Kong as well as overseas. It drives discourse on the value of design and innovation to inspire global audiences and explore new business opportunities.

後疫情時代已成為創意精英及商界領袖思考如何突破常規、改變格局的最佳時機——大家需要重啟世界的新一章。設計營商周 2021 在這大前提下，深入探討各界最新趨勢，一覽品牌推廣、科技、醫療保健、建築等行業的創意先驅如何破舊立新，抓緊機遇。活動以「環球設計 創意重啟」為題，透過了解設計以生命為本的變革力量，及實現可持續未來的當務之急，讓我們反思現狀，重置世界運作方式。

設計營商周 2021 圍繞人類對生活、工作、娛樂和健康的未來願景，定下並探討八大相關議題，包括：品牌活化、幸福未來、創意思維與創新領袖才能、文化與都市、設計智能未來、款客旅遊新思維、新都市模式，以及實體數碼化世界。

● Consumers are increasingly mindful of their own roles in the goals of sustainable living, diversity, equity, and inclusion. A brand's success will depend on its leaders' abilities to adapt to consumers' expectations while it aligns with their own values. On How Design Changes the World, world-renowned design guru Bruce Mau said, 'Most cities are designed to push nature out. We have to get to a better place [...] We need to think about the welfare of all of life. A process that puts life, not humans, at the centre,' stressing the importance of life-centred design to reset how we do things, in order for the planet – all living things – to heal. The post-pandemic era has accelerated an awareness of safeguarding public health, and this has brought opportunities for new digital tools designed for improving our physical and mental wellbeing, and fostering healthy ageing. BODW 2021 explored how design and technology is rapidly transforming the future of healthcare.

Creativity and Design in Brand Growth, Healthcare and Leadership

創意與設計助益品牌成長、醫療保健及領導力

● 隨著世界朝向可持續生活、多元共融、公平社會的目標邁進，消費者日漸意識到自身所擔當的重要角色。品牌的領導者必須在貫徹自身價值的同時，又能兼顧消費者的期望，才能讓品牌取得成功。正如主題演講「設計如何改變世界？」當中，世界知名設計大師 Bruce Mau 提到：「大多數城市規劃均抗拒大自然。我們必須設計更好的城市……我們需要兼顧所有生命的福祉——這是一個以生命而非人類為中心的變革過程。」以生命為本的設計正是重啟之道，有助恢復地球生機。另一方面，受到後疫情時代影響，社會保健公眾健康的意識日漸加強，新式數碼工具應運而生，專為促進身心健康、健康老化而設；因此設計營商周 2021 亦探討到設計與創新科技兩者如何加速醫療保健的未來轉型。



● To welcome the next generation of community stakeholders, urban planners and cultural advocates are taking the opportunity to co-create experiences that weave together our most cherished legacies, collective human values and innovations that will adapt with the evolving social landscape. The reset in urban design thinking is perfectly exemplified by Thomas Heatherwick CBE. His work on Rewilding Urban Space brings nature back into the city, as he observed that 'the pandemic has re-clarified the importance of emotion and our feelings. Cities are these amazing places that bring us together. Nature, if used well, can be a counterpoint; it can be about change'. BODW 2021 also shed light on how environmental awareness and sustainability have become priorities for hotel and restaurant businesses, and how designers can create spaces and services that have sustainable purpose. As consumers, the concept of mindful dining is one way Richard Ekkebus believes we can make a difference: 'Every single person on this planet will need to make significant sacrifices in the years to come, in order to safeguard the future for the generations to come'.

Rethinking Urban Design and Purpose, Mindful Travel and Dining

從反思探尋城市設計、正念旅遊和飲食

● 不少城市規劃師及文化先鋒趁機將文化遺產、人類集體回憶與創新思維結合，共同創造全新體驗，以適應不斷變化的社會大氣候，為未來的社會持份者做好準備。城市設計思維的重啟，在另一主題演講「綠化城市空間」當中由殿堂級建築師 Thomas Heatherwick CBE 完美解讀。他的作品將自然帶回城市，因為他留意到「疫情重新闡明了人們情感的重要性，而城市是一個將我們情感聯繫在一起的地方。如大自然能與城市互相呼應，則可以帶來改變。」設計營商周 2021 亦揭示到環保意識及可持續發展是如何成為酒店和餐飲業的首要行動項目，而設計師又如何打造符合標準的空間與服務。如知名酒店廚藝總監 Richard Ekkebus 認為，透過正念飲食，能為世界帶來轉變，他言道「地球上的每個人都要在未來幾年作出重大犧牲，以保護下一代的福祉」。



● The greatest creative minds of our generation are using AI, 5G and blockchain technology to form better and more meaningful human relationships even as we transition to live in the digital world. Famous technology entrepreneur Yat Siu explained how we can unlock the full potential of the metaverse for a better future: 'What's amazing to see is that the next step is creating one that's deeper and more immersive. Probably the sum total of your digital experience is already more than your physical experience.' The boundaries between physical reality and the virtual world are rapidly blurring, and the advent of the metaverse and the worlds of gaming, entertainment and blockchain technologies are setting the stage for our new digital reality.

An Intelligent, Integrated Future

潛入多元智能未來

● 有見人類生活不斷邁向數碼化，當代最優秀的創意精英矢志透過人工智能、5G 及區塊鏈技術建立更美好、更有意義的人際交流。科技界巨擘蕭逸分享到元宇宙如何為現實世界突破更多可能性，說道：「下一步，元宇宙將為我們創建更深入、更身臨其境的體驗……或許我們花於虛擬世界的時間已多於現實世界。」正當真實與虛擬世界之間的界線愈趨模糊，元宇宙、遊戲世界、娛樂和區塊鏈技術的出現，正為我們的新數碼時代奠下基礎。

The week-long BODW summit, held from 29 November to 4 December 2021, saw over 80 local and international speakers from 13 countries joining in the big conversation, with over 30 simulcast sessions online, on ViuTV, social media and partner locations including PMQ, reaching over 800,000 viewers from around the world. BODW 2021 was presented jointly with Strategic Partners UK and ViuTV, and produced in a hybrid format, which is available on-demand on bodw+.

為期一周的設計營商周峰會於 2021 年 11 月 29 日至 12 月 4 日舉行，匯聚來自 13 個國家，超過 80 多名傑出創意領袖，在線上、ViuTV 以及 PMQ 元創方等合作伙伴地點實時播放超過 30 場專題論壇，吸引全球超過 80 萬名觀眾。今年的設計營商周與英國及 ViuTV 結為策略伙伴，混合線上線下形式進行，並在設計知識數碼平台 bodw+ 上提供免費重溫。

What's Next For Service Design In The New Economy?

新經濟下的服務設計：
下一步該怎樣走？



About KODW

Knowledge of Design Week (KODW) is an annual thematic event that gathers the global design community in workshops, forums, and a high-level networking event. It offers an opportunity for industry practitioners to join in the big conversation on how design can solve the complex challenges that society faces today.

關於設計智識周

「設計智識周」是香港設計中心的年度旗艦活動之一，透過舉辦工作坊、論壇及業界聯誼活動，匯聚全球設計社群，帶動業界討論設計如何解決現今社會面對的複雜挑戰。

在新常態下，優秀的服務設計如何讓企業保持領先地位？以人為本的設計又如何改變新經濟？設計智識周 2021 作為一個獨特的跨領域學習及交流平台，以設計、商業原則和同理心，為客戶解決業務難題，共創雙贏成果，開闢一番新天地。

「服務設計 創新經濟」正是設計智識周 2021 的主題，活動探討服務設計可如何重塑生活，匯聚來自零售、酒店、智慧生活及包容性設計等領域的真知灼見，為參加者帶來既互動又充實的資訊性節目。活動舉辦共 10 場實時直播的專題論壇，和 8 場網上及實體工作坊，雲集一眾品牌專家、商界領袖、教育工作者及設計師，分析最新趨勢，探索創意解決方案及革新局面的主意。全球超過 60 個國家和地區的觀眾都能透過 ViuTV 及網上直播平台收看節目。

設計智識周 2021 為全球開啟對話的良機，以設計引領我們解決各種複雜的社會難題。主要演講者包括英國皇家藝術學院服務設計主管 Clive Grinyer，他強調業界迎合服務設計趨勢的必要性；另外美國 scenarioDNA 聯合創辦人及合夥人 Tim Stock 則概述一些設計方案以回應後疫情發展路向的迫切需要；更有 Wunderman Thompson Intelligence 全球總監 Emma Chiu 分享品牌在構思未來時需要注意的最新形勢。

在 new normal 下，服務設計如何幫助企業保持領先地位？如何以人為本的設計又如何改變新經濟？Knowledge of Design Week (KODW) 2021 創設了一個獨特的跨領域學習及交流平台，以設計、同理心和商業嚴謹性為靈感，提供解決方案，讓客戶參與並幫助企業共同創造有意義的未來。

以「重新構想服務經濟」為主題，KODW 2021 是一個令人興奮、引人入勝且高度資訊性的活動，探索了服務設計如何真正重塑我們的生命。活動展示了來自零售、酒店、智慧生活、包容性設計等領域的最佳思想。通過 10 場小組討論，以及 8 場虛擬和現場工作坊，品牌策略師、商業領袖、教育者和設計師分享了他們對趨勢分析、創意解決方案和改變遊戲規則的創新的見解。活動吸引了來自 60 多個國家和地區、通過 ViuTV 和直播觀看。

KODW 2021 為全球社區提供了一個參與對話的機會，探討設計如何幫助我們解決日益複雜的社會挑戰。關鍵演講者包括 Clive Grinyer，皇家藝術學院（UK）服務設計主管，他強調了擁抱服務設計中的關鍵趨勢的重要性；Tim Stock，scenarioDNA（US）的聯合創始人和管理合夥人，概述了設計解決方案，以回答我們最迫切的擔憂，包括在後疫情時代重新構想未來；Emma Chiu，Wunderman Thompson Intelligence 的全球總監，分享了品牌需要關注的最新趨勢。

● KODW 2021 explored key trends in service design, with speakers such as hotelier Adrian Zecha of Azerai Resorts (Singapore), who shared his definition of luxury, and his visionary journey in hospitality design. Attendees also explored new horizons in human-centric hospitality design with Joyce Wang, Principal, Joyce Wang Studio (HK). Eric Gnock Fah, Co-Founder and COO, Klook (HK), imparted his valuable wisdom on the future of travel, and the importance of forging creative partnerships.

The Design of Travel and Hospitality

旅遊及款待業設計前瞻

● 服務設計新趨勢亦是討論焦點之一，演講陣容包括新加坡酒店 Azerai Resorts 大亨 Adrian Zecha，他分享了自己對奢華的獨特見解，以及對酒店服務設計發展的遠見；另有香港 Joyce Wang 設計事務所總監 Joyce Wang 探討以人為本的旅遊酒店體驗新趨勢；而香港客路聯合創始人兼總裁王志豪則分享他對旅遊業未來的寶貴建議，以及建立創意合作夥伴關係的重要性。

● The fast-changing landscapes in the media world have seen exciting innovations in recent years. Lofai Lo, Former Director & General Manager, ViuTV (HK), shared his expertise on deploying creativity and innovation in television and Yat Siu, Chairman, Animoca Brands (HK), predicted that as people live in a digital fueled society of blockchains and NFTs, creative media will become increasingly significant for companies to drive success and innovations.

Future Trends in Media and Television

媒體與電視台的未來趨勢

● 媒體世界急劇轉變，近年更掀起一股創新熱潮。香港前 ViuTV 董事兼總經理魯庭暉分享他如何憑藉創意橋段及嶄新點子，為電視界出謀獻策，製作精彩的電視節目。另外香港 Animoca Brands 主席蕭逸則預測，社會正處於由區塊鏈及非同質化代幣帶動的數碼化浪潮，創意媒體將對推動企業的成功與創新更為重要。



● Reinier de Graaf, Partner, OMA (The Netherlands), spoke on shaping the future of health and care through integrated solutions, services, and products that bring dignity, inclusivity, and wellbeing. Jeremy Myerson, Helen Hamlyn Chair of Design, Royal College of Art (UK), defined 'inclusive design', and how to make service design relevant to society at large.

Looking Ahead to the Future of Community Healthcare

未來社區醫療重視關懷與共融

● 醫療和護理行業的未來會是怎樣的面貌？荷蘭知名建築事務所 OMA 合夥人 Reinier de Graaf 談及如何重塑未來醫療健康行業的綜合解決方案、服務和產品，從而為社會帶來尊重、包容及福祉。而英國皇家藝術學院 Helen Hamlyn 設計系主任 Jeremy Myerson 則談論何謂「包容性設計」，以及服務設計如何回應社會需求。

Want to get the latest news and insights on design trends, and learn from international creative leaders and design visionaries?

The BODW team has launched its own interactive knowledge platform with year-round content! bodw+ features content from BODW and KODW and unites the world of design with engaging livestreamed events, on-demand content, case studies, podcasts, feature stories, interviews, event listings, programme archives, and much more. As Asia's leading design portal, bodw+ is the place for the international design community to join in and get involved with what's new and what's next in the design world.

想了解更多設計的最新趨勢及消息，向國際創意領袖和設計大師學習？

設計營商周團隊推出設計互動知識數碼平台 bodw+，全年無休發放精彩內容，緊貼設計營商周及設計智識周的最新動向之餘，還可通過直播活動、節目重溫、案例研究、播客、專題故事及人物訪問、活動分享、節目存檔等深入了解設計世界。作為亞洲領先的線上設計知識網站，bodw+ 廣結國際設計社群，共同探索新潮流，以設計洞見未來。

What's On:

Fashion Asia

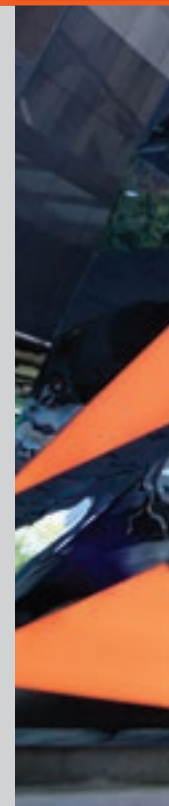
The glamorous, fast-moving world of fashion was not spared the disruptions of the Covid-19 pandemic, but this did not dampen the passion and ceaseless creative energy of all the stakeholders in the Asian fashion industry. Facing increasing pressures on business performances, shifting consumer behaviours, accelerating industry trends, and the need for sustainability, the Asian fashion market is emerging with fresh perspectives and new priorities for the future. **Fashion Asia Hong Kong (FAHK)** provides platforms for everyone in the industry to get together, examine and exchange updates on the hottest topics in the fashion world.



Fashion Asia

焦點活動

在新冠疫情下，不少行業都受到影響，華麗多變的時裝界亦不能倖免。縱然挑戰重重，亞洲時裝業界持份者仍然熱情不減，創意靈感更是源源不絕。面對日益增加的業務壓力、消費者行為的轉變、瞬息萬變的市場趨勢，加上對可持續設計的漸增需求，時尚界以嶄新的視野與態度，勇敢迎戰未來。Fashion Asia Hong Kong (FAHK) 為時裝界提供平台，共同探討最熱門的議題，並交流行內最新資訊。



About Fashion Asia Hong Kong

Fashion Asia Hong Kong (FAHK), an initiative of the Hong Kong SAR Government, is a dynamic programme that unites designers, academics, leaders and professionals from the fashion industry to inspire collaboration, creativity and dialogue. Through a combination of insightful conversations, engaging events and cultural exchanges, FAHK reinforces the city's position as the Asian hub for fashion trade and business development.

關於 Fashion Asia Hong Kong

Fashion Asia Hong Kong (FAHK) 是由香港特別行政區政府倡議的一項大型多元時尚企劃，將時裝界中的領袖、專家、設計師及學者匯聚起來，促進協同合作及交流對話，藉以提升整個行業的創造力。Fashion Asia 致力帶來深入的業界對話、推行精彩活動，增進文化交流，以鞏固香港作為亞洲時裝貿易和商務發展中心的地位。

1

Top Names in Fashion Explore the Ongoing Transformations in The Industry Fashion Challenges Forum 2021

FAHK's annual flagship event, Fashion Challenges Forum 2021 brought together industry leaders, designers, entrepreneurs in a series of engaging networking events, interactive workshops and timely discussions that dived deep into the current issues facing the fashion industry. The hybrid Forum gathered these global fashion leaders in combined physical and virtual events that were broadcast live to audiences on-site and around the world. Key topics covered in the Forum included Fashion in the Metaverse, The E-Commerce Shift, Driving Impact in China: KOLs and KOCs, Fashioning Sustainability, and Being Hong Kong: Design Identity.

Industry luminaries who were speakers and moderators at the Forum included opening keynote speaker Alain Li, Regional Chief Executive, Richemont Asia Pacific, who discussed how Asia is poised to become a hub of innovation and influence for the luxury world; Gabriela Hearst, Creative Director, Chloé, who spoke on fashion sustainability; Tomo Koizumi, who, as one of Japan's most top international fashion designers, delved into the topic of going global; Kim Leitzes, Managing Director APAC, Launchmetrics, who covered the KOLs and KOCs that are driving impact in China; and Paris Jackson, actress, model and recording artist, who examined inclusivity and change in the fashion world.

匯聚時裝界星級人物 探討行業轉型新動向 2021 時尚未來論壇

Fashion Asia 年度旗艦活動「2021 時尚未來論壇」匯聚業界領袖、設計師及企業，透過一連串精彩交流活動、互動工作坊及研討會，深入探討時尚行業的重要議題。活動混合線上線下形式，通過現場及網上直播進行，讓現場和全球觀眾一同參與。論壇內容豐富，涵蓋「Fashion in the Metaverse」，「The E-Commerce Shift」，「Driving Impact in China: KOLs and KOCs」，「Fashioning Sustainability」，及「Being Hong Kong: Design Identity」等議題。

論壇邀得多位業界知名人士擔任講者及主持，包括開幕主題講者歷峯亞太有限公司亞太區行政總裁 Alain Li，分享亞洲如何準備在奢侈品市場發揮影響力，並成為創新中心。Chloé 創意總監 Gabriela Hearst 細談時裝的可持續發展；日本頂尖的國際時裝設計師之一 Tomo Koizumi 展開關於品牌走向國際的對話；Launchmetrics 亞太區執行董事 Kim Leitzes 介紹帶動中國潮流的網絡紅人和關鍵意見消費者，而演員、模特兒兼唱片歌手 Paris Jackson 則探討時尚界的共融議題及轉變。



[fig.1]

fig.1

Alain Li, Regional Chief Executive, Richemont Asia Pacific discussed how Asia is poised to become a hub of innovation and influence for the luxury world.

歷峯亞太有限公司亞太區行政總裁 Alain Li 討論了亞洲將如何成為奢侈品世界創新和影響力的中心



[fig.2]

fig.2

Renowned stylist Mayao, and Derek Chan, designer and founder of cult label DEMO, sat down with Digital Series host Alex Lam to discuss genderless fashion

知名形象設計師馬天佑及中性時尚品牌 DEMO 的創始人陳俊傑與 Digital Series 主持林德信一同討論無性別時尚的新趨勢

fig.3

Former president of Kering Asia Pacific, Mimi Tang, shared her experience as a power woman and her new journey beyond

前 Kering 集團亞太區行政總裁鄧婉穎以她作為職場女性代表分享在職及人生體驗



[fig.3]



2

Bringing the Latest Trending Topics in the Fashion Industry to Your Fingertips Fashion Asia Digital Series 2021

Staying in-the-know about the direction of trends is of paramount importance in the shifting fashion landscape, helping industry practitioners get 'the big picture', respond to what's new, and plan for what's next. With a regularly updated menu of online videos and podcasts, Fashion Asia Digital Series gathers industry leaders and brand experts to provide insightful, innovative and practical knowledge for everyone in the fashion industry. The 2021 Fashion Asia Digital series features 6 episodes covering trending topics, including 'The Next Frontier of Marketing', 'Fashion in Metaverse' and 'Unravel the Genderless Dresscode' and more. So don't miss out on what everyone is talking about!

時裝界最新形勢一手在握 2021 Fashion Asia 數碼系列

在變幻莫測的時尚格局中，了解潮流動態至關重要，有助業界人士掌握大局，應對新形勢並規劃未來。Fashion Asia 數碼系列廣邀行業領袖和品牌專家，透過影片或播客形式，分享時尚見解、創新意念及實用知識。2021 系列共有 6 集，涵蓋熱門話題如「市場營銷新世代」、「時尚超元域」及「拆解無性別時尚風」等，萬勿錯過！

10 Asian Designers to Watch Exhibition 2021
2021 亞洲十大焦點設計師時裝展覽

A satellite event of the Fashion Challenges Forum, the ground-breaking '10 Asian Designers to Watch' (10ADTW) is a curated exhibition that presents the creativity of the best and brightest upcoming talents in the Asian fashion world to an international audience. Handpicked by a panel of esteemed industry experts, the 10 designers and labels for 2021 were: GIA STUDIOS, GOOMHEO, KARMUEL YOUNG, KEH FORME, PRIVATE POLICY, SAMUEL GUI YANG, SHUTING QIU, SUPRIYA LELE, SUSAN FANG and WILSONKAKI. Through strategic partnerships, the exhibition employed a mix of creative and dynamic formats to maximise the exposure of the designers' work to buyers, media and customers.

For the first time in 2021, the exhibition also travelled to Shenzhen, at the MixC shopping mall. There, it joined up with LABELHOOD which provided a valuable platform that stimulated further dialogues between the winning designers and visitors.

「亞洲十大焦點設計師時裝展覽」作為「時尚未來論壇」的衛星活動，通過策劃突破性的時裝作品展覽，向環球展示亞洲時尚界頂尖設計新星的創造力。2021 年展覽的 10 位設計師和品牌由一眾知名時尚界領袖精心挑選，分別是：GIA STUDIOS、GOOMHEO、KARMUEL YOUNG、KEH FORME、PRIVATE POLICY、SAMUEL GUI YANG、SHUTING QIU、SUPRIYA LELE、SUSAN FANG 及 WILSONKAKI。展覽藉策略合作項目，結合創新及動態元素，讓更多時裝買家、媒體及顧客欣賞到設計師的作品。

展覽更於 2021 年首次登陸深圳萬象城，並與 LABELHOOD 蕾虎攜手構建一個重要平台，推動得獎設計師和參觀人士之間的深度交流。

November 30 — December 7, 2021
at Pacific House, 20 Queen's Road Central, Hong Kong
11 月 30 日至 12 月 7 日假中環太平行舉行

December 3 — 19, 2021
at The MixC, Qianhai, Shenzhen
12 月 3 至 19 日假深圳萬象前海舉行

GIA STUDIOS

Vietnam 越南



KARMUEL YOUNG

Hong Kong 香港



SUPRIYA LELE

India 印度



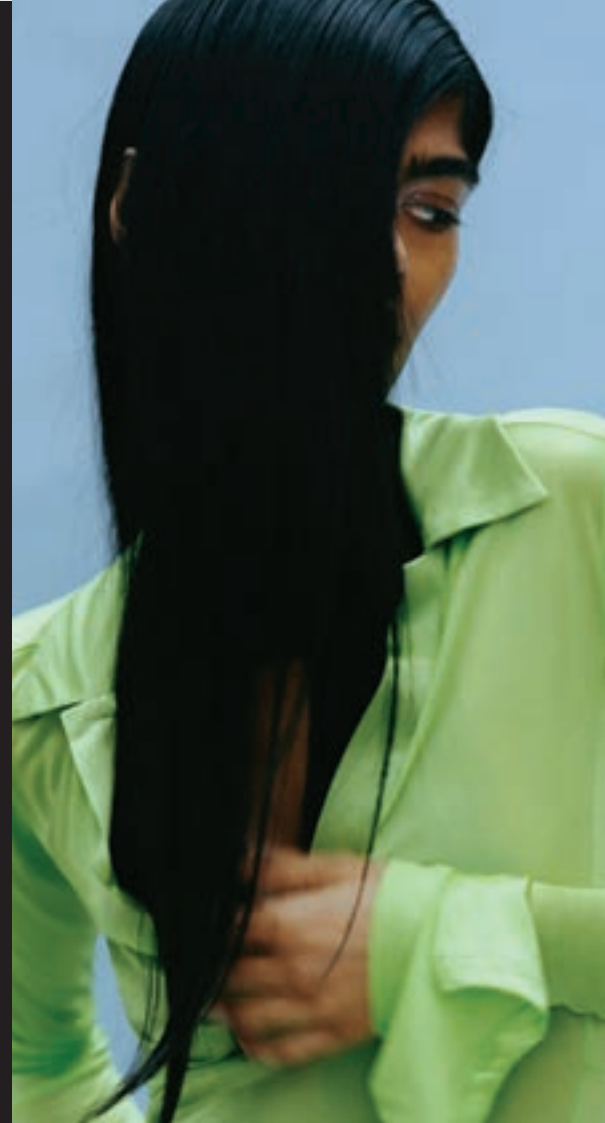
GOOMHEO

Korea 韓國



KEH FORME

Mainland China 中國內地





PRIVATE POLICY

Mainland China 中國內地



SHUTING QIU

Mainland China 中國內地



Hong Kong Showroom & Pop-Up Spaces

FAHK staged a 'Hong Kong Showroom' and 'Pop-Up Spaces' as part of its 10 ADTW exhibition 2021. The 'Showroom' featured creations by local design talents including PONDER.ER, SOMEWHERE NOWHERE, and CHRISTIAN STONE, all of whom were also part of the Fashion Incubation Programme and Design Incubation Programme run by HKDC to nurture the rising stars of tomorrow. The 'Pop-up Spaces' highlighted the work of outstanding fashion graduates and students from prestigious local schools including Hong Kong Design Institute, Hong Kong Polytechnic University, Technological and Higher Education Institute of Hong Kong and Caritas Bianchi College of Careers.

Fashion Asia 另於「2021 亞洲十大焦點設計師時裝展覽」同場設有 Hong Kong Showroom 及 Pop-up Spaces。Hong Kong Showroom 呈獻來自本地設計單位包括 PONDER.ER、SOMEWHERE NOWHERE 及 CHRISTIAN STONE 的作品；他們分別為時裝創業培育計劃及設計創業培育計劃成員，計劃由香港設計中心舉辦，旨在培育時裝界的明日之星。而 Pop-up Spaces 則展出來自本地知名設計院校的優秀畢業生及學生作品，包括香港知專設計學院、香港理工大學、香港高等教育科技學院及明愛白英奇專業學校。



SAMUEL GUÌ YANG

Mainland China & Sweden
中國內地及瑞典



WILSONKAKI

Hong Kong 香港



SUSAN FANG

Mainland China 中國內地



02

Design to Cultivate

設計 × 培育

- 1 Design Incubation Programme
設計創業培育計劃 (DIP)
- 2 Fashion Incubation Programme
時裝創業培育計劃 (FIP)
- 3 DFA Hong Kong Young Design Talent Award 2021 DFA
香港青年設計才俊獎 2021
- 4 DFA Lifetime Achievement Award 2021
DFA 亞洲設計終身成就獎 2021
- 5 DFA Design Leadership Award 2021
DFA 設計領袖獎 2021
- 6 DFA World's Outstanding Chinese Designer 2021
DFA 世界傑出華人設計師 2021
- 7 DFA Design For Asia Awards 2021
DFA 亞洲最具影響力設計獎 2021

A LAUNCHING PLATFORM TO INFINITE POSSIBILITIES: DIP & FIP'S YOUNG TALENTS AIM FOR THE TOP

創業平台成就無限可能：

DIP 及 FIP 年輕設計師邁向登峰之路 創造更好

INTRODUCTION

Over the years, we have seen that when talent is nurtured, mentored, and empowered, amazing things can happen. With the support of HKDC's two-year **Design Incubation (DIP)** and **Fashion Incubation (FIP) Programmes**, young Hong Kong designers receive business skills training, mentorship and networking opportunities to help them sharpen all the skills they require and aim for the pinnacles of success.

Here we introduce several **DIP** and **FIP alumni** and **incubatees**, and delve into how the programmes, through nurturing ambitions and providing access to timely opportunities, have been instrumental in launching design careers. We also asked DIP designers to show us around their everyday workspace; and FIP designers to show us their marvelous creations when given the opportunity to shine.

多年來我們充分了解到，人才若獲得充分培育、指導及啟迪，便能成就美事。在香港設計中心為期兩年的設計創業培育計劃 (DIP) 及時裝創業培育計劃 (FIP) 的支持下，一眾本地年輕設計師得以學習營商技巧，接受指導及獲得交流機會，有助他們琢磨一切所需技能，步向登峰之路。

以下我們與數位 DIP 及 FIP 的畢業生及培育公司對談，深入了解計劃如何支持滿懷抱負的設計師並提供適切機會，全力協助他們開展設計事業。此外，我們更邀請 DIP 設計師帶領大家走一趟日常工作空間；並讓 FIP 設計師展示他們精心創造的佳作，發光發亮。



FROM 1 TO INFINITE: A PIVOTAL MOVE

關鍵一步：
由 1 走到無限

Making the decision to become a designpreneur takes hard work, courage and determination. Ian Hau, founder of XLMS; and Arnold Yok Fai Wong and Tat Lai Wong, co-founders of ARTA Architects, share their experiences as DIP incubatees, their journeys as entrepreneurs, their inspirations, and their advice for young designers who wish to start their own businesses in Hong Kong.

DIP Current Incubatee (2021-23)
DIP 應屆培育公司 (2021-23 年度)

ARTA Architects
凝態建築設計 — A

Co-Founder 共同創辦人
Arnold Wong 黃鑾暉

DIP Current Incubatee (2021-23)
DIP 應屆培育公司 (2021-23 年度)

ARTA Architects
凝態建築設計 — A

Co-Founder 共同創辦人
Tat Lai Wong 黃達禮

要踏出成為設計企業家的這一步，需要努力、勇氣及堅定意志。參加設計創業培育計劃 (DIP) 的 XLMS 的創辦人侯毅剛 (Ian)、ARTA 凝態建築設計的聯合創辦人黃鑾暉 (Arnold) 及黃達禮 (Tat)，與大家分享作為企業家的歷程及創業的經驗、並為有意創業的年輕設計師提出一些建議。

A 我們絕對有同樣的感受。每天都有新的挑戰要面對，而身為行政總裁，無論是工作量、處理難題，或是管理團隊，我們意識到所承擔的責任比想像中還要大。DIP 提供大量的支援，讓我們可以向有創業經驗的前輩取經。此外，辦公空間及配套設施讓團隊安心投入工作，全心全意處理建築項目並發展業務。

X 由一個從事創作的人晉身成一家公司的行政總裁及管理層——角色轉換的同時需要靈活套用另一種思維，是創業後面臨的一大挑戰，但這也是成功發展業務的關鍵。即使是公司創辦人，也要意識到，自己是整個團隊當中的一員，與大家為共同目標一起進發。幸好這些都是可以透過學習來提升的技能。DIP 提供各種培訓課程、活動和工作坊，豐富設計師對行業的認知，使他們可建立新的人脈網絡，引入新的想法，並提升業務管理技能。

經營生意肯定不是易事，需要很大的決心並不斷學習。Tat 及 Arnold，你們跟 Ian 有同樣的感覺嗎？

A 兩年前，我們在同一家建築公司工作，並一起搭檔參加一項設計比賽。比賽期間，我們經常工作至通宵達旦，周末也忙過不停，合作的過程中發現我倆其實是很好的搭檔。我們都醉心建築，惺惺相惜，之後一起參加了更多比賽，並取得佳績，這無疑為我們打了一支強心針，在去年決定跨出重大一步，正式成立 ARTA。

創業之後，你遇到的最大挑戰是什麼？
X 建築是一種展現價值觀的絕佳方法，因為我們建造的方式正反映我們的生活模式。自悉尼科技大學建築系畢業後，我先後於悉尼、倫敦、杜拜和香港加入了數家領尖國際的建築設計公司。在這段時間，我接觸到不少大型市區重建及地標項目，從那時起，我開始想成立一間屬於自己的公司。就在 2015 年，我創辦了 XLMS。

先談談是什麼驅使你投身建築行業？
可分享你的創業故事嗎？

To begin with, what inspired you to get into architecture? Tell us about how you started your own businesses.

X Architecture provides a fascinating way to express our values, because the way we build is a reflection of the way we live. After my graduation from architecture school at the University of Technology Sydney, I worked for several leading international architectural design agencies in Sydney, London, Dubai, and Hong Kong. It was during this time that I was exposed to significant urban redevelopment and landmark projects, and from this I thought that someday, I would lead my own firm. In 2015, I established XLMS.

A We were both working at the same architecture firm two years ago, when we decided to join a design competition together. During that competition, we worked late at night and over weekends, and that made us realise we were a great team. We bonded over our immense passion for architecture, and together we took part in a few more competitions and scored more successes along the way. So we decided to take the leap, and formally established ARTA last year.

After starting your own business, what would you say has been the biggest challenge you have faced so far?

X Learning how to move one's mindset from a single creative person to being a CEO and people manager is challenging, but it is also the key to growing a successful business. Conflicts are bound to happen, but how can I help our team understand each other and communicate better? You may be the founder, but it's critical to remember that you're still part of a team, working toward a common goal. Fortunately, this is a skill that can be learned. DIP provides a variety

看來，參加設計創業培育計劃對你不少幫助，你可以分享更多嗎？

A 公司成立初期，我們決定申請加入DIP，因為我們真的沒有資源，也沒有資金。在申請的過程中，我們需要仔細思考並提交一份可行的業務計劃。就在數週前，我們剛巧重溫當時提交的那份計劃，發現現時業務發展的步伐大致跟從原有藍圖，並超越了當時定下的所有目標。我們從DIP獲得不少支援，無疑對業務發展起了很大的作用。

很高興你的業務走上軌道！常聽說，透過交流機會去建立穩健的人脈商網，有助公司實現更宏大的目標。你同意這說法嗎？

A 當然同意，DIP舉辦的交流活動為我們帶來很多分享公司理念的實戰機會。我們亦透過DIP廣交設計界的朋友，當中包括非常樂意與我們分享經驗的DIP畢業生。而DIP工作團隊的支持和鼓勵，亦一直為我們注入信心！

相信DIP對你在制定業務策略方面也有幫助？

X 絕對有。DIP的確幫助我們了解這門「設計生意」。營商知識是該計劃的重點部分，DIP讓我們接觸到來自許多不同行業及界別的成功人士。這些導師們傳授有關經營設計業務的知識，包括會計及財務、營運、營銷、策略，以及法律事務，皆為我從這個計劃中所學到的重要知識。

來到最後一條問題，對於有意在港創業的設計師，你有什麼建議？

A 對自己始終保持信心，以堅定積極的心態去克服障礙，不過最重要的還是靠努力。我們相信，努力終有回報，儘管放膽去做吧。

X 設計師必須對所做的生意有全盤的掌握及了解，並相應調整業務計劃，配合市場的需要。

‘DIP really helped us to understand the business of design.’

「DIP的確幫助我們了解這門設計生意。」



Office Design Project by ARTA Architects
由凝態建築設計負責的辦公室設計項目



Mountain Court Apartment Design Project by XLMS
由XLMS負責的文豪閣住宅設計項目



of training programmes, events, and workshops that enrich designers' industry knowledge, bring in new connections and ideas, and enhance their business management skills.

Running a business is definitely not easy; it requires a lot of determination and learning. What about you, Tat and Arnold? Do you feel the same as Ian?

A We can totally relate to Ian. Every day presents new challenges and as CEOs, we realise that we have to carry a lot more on our shoulders than what we may have thought, whether it is workload, dealing with crises or managing staff. DIP has provided great support to fall back on, where we can seek advice from people with invaluable start-up experience. Also, having an office space with support facilities gives us and our staff a sense of security. That allows us to fully focus on working on our projects, and developing our business.

Sounds like joining DIP has helped you a lot with your business. Could you tell us more about it?

A Early on in our business, we had decided to apply to join DIP, as we literally had no resources and no financial backing. The process of applying to DIP made us think deeply and come up with a viable business plan. Just a few weeks ago,

we happened to look back at our business plan, and we were pleasantly surprised that the trajectory of our business had actually gone more or less how we had planned it, and that we had surpassed all the targets that we had set. The support we received from DIP has undoubtedly played a large part in our development.

It's good to hear that your business is on the right track! They say that building healthy business relationships and connections through networking can help a company achieve more. Would you say this is true?

A Yes, the DIP networking sessions were great practice on how to pitch for our company. We have also gained many connections within the design community through DIP, including previous graduates who have all been very willing to share their experiences with us. And the support and encouragement of the DIP staff has always filled us with confidence!

And I believe that DIP has helped you with your business strategies as well?

X That's true. DIP really helped us to understand the 'business of design.' Business exposure is a big component of the programme, and DIP gives us direct access to successful mentors from many diverse sectors and

disciplines. The mentors shared their knowledge on various aspects of running a design business, from accounting and finance to operations, marketing, strategy, and legal matters. These are some of the important things I learned from the programme.

Last question – what advice would you give to designers who want to start their own business in Hong Kong?

A Be confident in yourself, maintain a strong and positive mentality to overcome obstacles, and most importantly – work hard. We believe that you will always get your reward in the end by working hard. Don't be afraid, and just go for it.

X Designers need to really know their market, and adjust their business plans accordingly.

Work Space Disclosed

走訪設計師工作日常

To give you a fascinating glimpse into the everyday life of a design practitioner, we asked 10 Design Incubation Programme (DIP) companies to show us around their diverse workspaces. Graphic design studio **Third Paragraph Limited** specialises in book and print design; Accessories brand **Lifansze** creates meaningful, functional daily essentials; **The Hong Kong Type Foundry Limited** is a Chinese type/font design studio; **Athenaeum Studio** is a mid-luxury womenswear designer brand for daily occasions; **MOODLABBYLORRAINE** experiments with colours that express moods and personalities; **Nilmance Studio** integrates technology and day-to-day wardrobes; **Hari Studio Limited** creates lifestyle products, premium gifts and souvenirs; **O&O Studio Limited** provides architecture, interior and furniture design services; **Arto Wong Studio** focuses on knitwear design and **Louise Castle Company** is a bespoke men's tailor.

我們邀請了 10 家「設計創業培育計劃」公司，帶領大家走一趟各自的多元工作空間，一窺設計師的日常。平面設計工作室 **Third Paragraph Limited** 主力從事書籍及印刷設計；配飾品牌 **Lifansze** 打造別具意義且實用的日常飾品；香港活字有限公司是一家中文字型設計工作室；**Athenaeum Studio** 是輕奢女裝設計師品牌，服飾適合日常穿搭；**MOODLABBYLORRAINE** 探索以顏色表達各種感受和個性；**Nilmance Studio** 將科技融入日常服裝；點引工作室有限公司熱衷於創作生活精品、禮品及紀念品；一持工作室有限公司提供建築、室內及傢俱設計服務；**Arto Wong Studio** 專營針織設計，而 **Louise Castle Company** 則專門提供男裝度身訂造服務。

Photographer Elvis Tang



Third Paragraph Limited

Graphic Design and Art Direction 平面設計及美術指導

Founder 創辦人	William Tsao
EST. Year 創辦年份	2021
Website 網站	www.thirdparagraph.co
Instagram	@thirdparagrah



Lifansze

Practical Ornaments that
make our Souls Blossom.



Lifansze Jewellery Design 珠寶設計

Founder 創辦人	Fiona Li
EST. Year 創辦年份	2021
Website 網站	www.lifansze.com
Instagram	@lifansze



The Hong Kong Type Foundry Limited Type Design 字體設計

Founder 創辦人	Hui Hon Man (Julius)
EST. Year 創辦年份	2021
Website 網站	www.kowloontype.com
Instagram	@kumincho_

**The Hong Kong
Type Foundry Limited**
Provide Typefaces to the World
from our Hong Kong Roots.

Athenaeum Studio

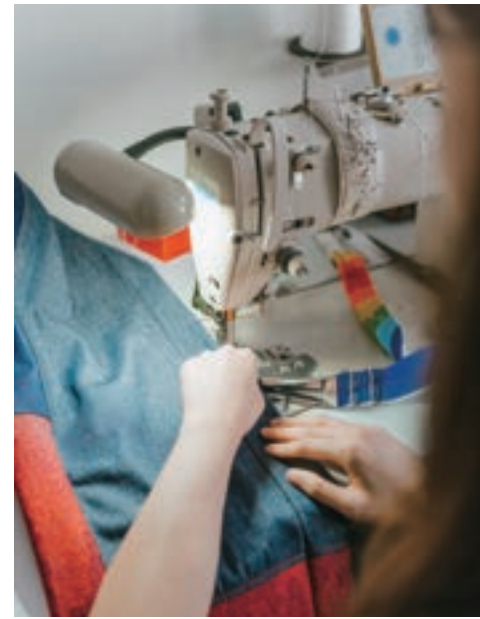
Reconstruct Modern Romance in Poetry.



Athenaeum Studio

Womenswear Design 女裝設計

Founder 創辦人	Maness Ko, Doris Chan
EST. Year 創辦年份	2020
Website 網站	www.athenaeum-m.com
Instagram	@athenaeum_m



MOODLABBYLORRAINE

Knitted Accessory Design 針織配飾設計

Founder 創辦人	Lorraine Tam, Eugene Kan
EST. Year 創辦年份	2020
Website 網站	www.moodlabbylorraine.com
Instagram	@moodlabbylorraine



Express your mood through the stories around us.

MOODLABBYLORRAINE

Clothing that Balances the Conceptual Nature,
Practicality and Wearability of Design.



Nilmance Studio

Menswear Design 男裝設計

Founder 創辦人	Mike Yeung
EST. Year 創辦年份	2017
Website 網站	www.nilmance.com
Instagram	@nilmance



Hari Studio Limited

Product Design 產品設計

Founder 創辦人	Jarvis Chin
EST. Year 創辦年份	2021
Website 網站	www.concretology.cc
Instagram	@concretology



O&O Studio Limited

Originate – As We Envision, Originate – As We Create.



O&O Studio Limited

Architecture and Interior Design 建築及室內設計

Founder 創辦人	Eric Chan, Suzanne Li
EST. Year 創辦年份	2018
Website 網站	www.oandostudio.com
Instagram	@o_and_o_studio

Arto Wong Studio

Let's be Bright, be Energetic,
be Alive through Colours and Knitwear.



Arto Wong Studio

Knitwear Design 針織設計

Founder 創辦人	Arto Wong
EST. Year 創辦年份	2017
Website 網站	www.artoofficial.com
Instagram	@artoofficial

Louise Castle Company

Impress Every Customer with Passion.

















Louise Castle Company

Menswear and Accessory Design 男裝及配飾設計

Founder 創辦人	Lubee Chak
EST. Year 創辦年份	2019
Website 網站	www.louisecastle.com
Instagram	@bowtieshophk

DIP Incubation Companies DIP 培育公司

01  Dress Green Ltd / P	02 FEMANCE Femance / P	03  Green One Lab Ltd / P	04  HARI Studio Ltd / P	05  Sapiens Design Ltd / P	06  Xplor Ltd / P
07 athenaeum(m.) Athenaeum Studio / F	08 Charlotte Ng Studio Charlotte Ng Studio / F	09 CODA CODA CLOTHING CO. / F	10 FORME DE FLUIDITÉ FORME DE FLUIDITE LTD / F	11 KARMUEL YOUNG Karmuel Young Studio / F	12 <i>Lapeewee</i> Lapeewee Creative Co. / F
13 ora era Ora Era Ltd / F	14 <i>voyage</i> VO-YAGE / F	15 Houston™ Houston Collective Ltd / B/P	16  Pure Studio / B/P	17  Agape Design Ltd / I/A	19 ART A ARCHITECTS ARTA Architects Ltd / I/A
19  Studio of SAI Ltd / I/A	20 AVE AVE Creative / M&C	21  D Land Creation Ltd / M&C	23 Lifansze Lifansze Co. / J	23  OH Design & Creation Co. Ltd / J	24  Designer Port Ltd / O
25  Land and Civilization Compositions Ltd / O	26  MOODLABBYLORRAINE / O	27 KowLoonNTYPE X L NT The Hong Kong Type Foundry Ltd / O	28 P Third Paragraph Ltd / O	29  BEGGS Studio / O	

P — Product 產品設計 **F** — Fashion 時裝設計 **B/P** — Branding/Packaging 品牌創建/包裝 **I/A** — Interior/Architecture 室內/建築設計
M&C — Media & Communication 媒體及傳播 **J** — Jewelry 珠寶及配飾 **O** — Others 其他



Cafune / PF22 / Double-C Cardholder



CAR21E / PF22 / Best Foot Forward



Tomorrow by Dayderam Nation / Calvin Klein Jeans Reimagined Denim Collection



ALPS Annie Ling / BIND



KEVIN HO / SS22 / Chiaroscuro 明暗對照法



Tak L. / AW22 / SEASON VI

REMEMBER YOUR PASSION, FIND YOUR OWN VOICE AND UNIQUENESS

毋忘對創作的熱誠，
尋找自己的表達方式
及獨特之處

The fashion industry is a very collaborative, interactive and interpersonal one, but the pandemic has brought significant challenges and shifts in consumer preferences. Nevertheless, many designers, undaunted, continue to push their boundaries with inspiring new designs and ideas. Fashion Incubation Programme (FIP) offers opportunities, expert mentors and support for aspiring young designers to follow their dreams. FIP alumni Derek Chan of DEMO, and current FIP incubatees Queenie Fan and Day Lau of Cafuné share their insights and how the programme has helped them transform their dreams into reality.

時裝界是一個非常著重協作、互動和交流的行業，然而疫情帶來無比挑戰，消費者的喜好亦不斷轉變。縱然如此，許多設計師仍勇往直前，繼續以具啟發性的新設計和想法，突破自我界限。FIP 為有抱負的年輕設計師提供機會、專家指導及支援，助他們追隨夢想。計劃畢業培育公司 DEMO 的設計師陳進傑，以及來自現屆培育公司 Cafuné 的設計師范煦齡及劉漸冷分享見解，細說計劃如何幫助他們夢想成真。

I would like to start by asking what made you venture into fashion? Did you always envisage yourself running a studio or a company?

D When I was young, I always enjoyed design and art-related subjects and hobbies like drawing and sketching, which helped develop my creative thinking. Fashion is interesting and explorative and that's why I chose to become a fashion designer. I have always envisaged myself having my own brand and studio.

C It started with my love of handbags when I was a child! This passion led me from becoming a handbag designer to building a handbag brand. After working at international labels like COACH, 3.1 Phillip Lim and Rag & Bone, I've gained the confidence to launch Cafuné and am still learning as we go along.

It's good to see your passion come to life! So, from having your own brands, can you tell us the difference between pursuing fashion as an interest, and pursuing fashion as a business?

D The important thing is not to lose your passion even when you make fashion your business, because there will be many commercial considerations hindering your creative direction. Customers are always looking for something new, and your passion will always make your brand interesting.

C Fashion as a business is something that is a lot harder and yet a lot more interesting! We have to have our customers in mind in every decision. The fun part is seeing customers wear our products, and connecting with them over our designs. It's also thrilling and a great honour to see our designs worn by top international celebrities such as Lady Gaga, Natalie Dormer, Lucy Boyton, and others.

D 在起步階段，有導師從旁協助絕對是件好事。FIP 為設計師定下非常明確的里程碑，推動我們向前邁進，並提供額外支援以助實現目標。作為 FIP 的畢業生，我經常獲得寶貴的機會參與嶄新的時裝合作企劃和其他設計工作。另一方面是財務資助，除了提供補貼外，FIP 亦教授我們如何明智理財，並運用資金來建設品牌。

這些不同之處絕對是發人深省。當初你們又為什麼決定參加 FIP，這兩年的計劃對你來說最寶貴的是什麼？

C 要經營時裝事業當然加倍困難，但同時亦更為有趣！我們必須在每一個商業決定中，將顧客考慮在內。看到顧客拿著自己的作品，我們能透過作品與顧客建立聯繫，實在充滿樂趣。不少國際星級名人如 Lady Gaga、Natalie Dormer、Lucy Boyton 等亦有佩戴我們的手袋，讓我們深感振奮及榮幸。

D 當時裝設計變成一門事業之後，有很多商業因素的考慮或會左右創作方向，但緊記不要失卻你的熱情。顧客總是希望找一點新意，所以要記得擁抱熱情，才可為品牌添加趣味。

C 我自小便對手袋著迷！這股熱誠驅使我成為手袋設計師，繼而踏上建立手袋品牌之路。我先後在 COACH、3.1 Phillip Lim 和 Rag & Bone 等國際品牌公司工作，累積經驗，逐漸建立起創辦 Cafuné 的信心，至今仍在不斷學習。

D 年少時，我已喜歡設計和藝術相關的科目和嗜好，例如繪畫和素描，這些都有助培養我的創意思維。時裝充滿趣味，從中探索無限可能，正因如此我選擇成為一名時裝設計師。我一直以來都夢想成立自己的品牌和工作室。

首先我想問的是，有什麼驅使你們投身時裝界？你們是否一直有志成立自己的工作室或公司？

FIP Graduate Incubatee (2018-20)
FIP 畢業培育公司 (2018-20 年度)

DEMO — **D**

Founder 創辦人

Derek Chan 陳進傑

FIP Current Incubatee (2020-22)
FIP 應屆培育公司 (2020-22 年度)

Cafuné — **C**

Founder 創辦人

Queenie Fan
范煦齡

C FIP 為設計師提供全面的課程，培育我們的創意及營商思維。對於我們這個電子商務品牌，數碼營銷尤其重要。我們透過與專家合作，制定出數碼營銷策略。另外我們更從 WGSN 舉辦的創意培訓講座中，了解很多業界洞見及知識。

D 確實為有意創業的設計師提供了一個絕佳的培育平台。對於年輕設計師來說，你們認為時尚界的競爭大嗎？可否分享一個你曾面對過的最大挑戰，而 FIP 又怎樣為你裝備應對挑戰？

D 競爭的確相當大，所以最大的挑戰是，如何令作品更與眾不同，突圍而出。FIP 幫助我們連繫製造商、供應商和買家，並就著我們不熟悉的相關範疇提供支援，例如法律和商貿事宜等。至於導師計劃和工作坊則幫助我們從消費者的角度分析自己的品牌，例如設計獨特性和賣點。

C 時尚界是一個競爭非常激烈的行業。我們作為電子商務品牌，最大挑戰之一是如何彌合虛擬與實體銷售渠道之間的距離，與顧客互動。FIP 為我們帶來於實體零售店展示產品的機會，例如早前位於銅鑼灣的「Kapok X FIP The Female Edit」快閃店，又為我們安排《Vogue 香港》的採訪。這些曝光率對我們的品牌來說難能可貴。



MÉTIER by DEMO
DEMO MÉTIER 服裝系列



Stance Bag & Stance Wallet by Cafuné
Cafuné 的 Stance Bag 及 Stance Wallet 系列

這些支援對創業的設計師實在可貴。新晉時裝設計師和品牌要在現今市場生存，需要具備什麼技巧或策略嗎？

D 釐清自己的設計風格與其他設計師有何區別，並如何填補市場缺口。聽取專家的意見，因為他們許多能夠提供有助於品牌發展的深入洞見。同時打造鮮明風格，讓人看到某個細節或設計時，一眼可辨是你的品牌。最後，你需要時常構思並將目標具體化，以鞭策自己。

C 對於新晉時裝設計師，我的建議是對準目標，心無旁騖。每個品牌都有自己獨特的故事，因此你需要尋找自己的表達方式及獨特之處。同時，保持與顧客交流，了解他們為什麼喜歡你的產品。

在此感謝受訪者的有趣分享及獨到見解。我們一眾才華橫溢的 FIP 設計師已成長蛻變，不斷拓展業務，讓香港本土品牌得以留芳本地以至國際時尚界。香港設計中心有幸在這些設計師和企業家的發展路上出一分力。祝他們一切順利，在各自的道路上大放異彩。

「FIP 為設計師定下非常明確的里程碑，推動我們向前邁進，並提供額外支援以助實現目標。」



provides us assistance with other considerations which we may not be familiar with, such as legal and trading issues. Its mentoring programmes and workshops help us analyse our brands from the consumers' perspective, like our design uniqueness and selling points.

C Fashion is a very competitive industry. As an e-commerce business, one of our biggest challenges was to find ways to bridge the gap between our online and physical presence to connect with customers.. FIP helped us find opportunities to showcase our products in physical retail stores, such as kapok X FIP The Female Edit pop-up in Causeway Bay, and lined up an interview for us with Vogue Hong Kong. The exposure was very valuable for our brand.

That is invaluable support indeed. Can you share any tips or strategies for how an emerging fashion designer and brand can increase their chances of survival in today's world?

D Be clear on how your design styles differentiate you from other designers, and how it can fill any market gaps. Listen to the experts, because many of them can provide perceptive insights that will be helpful for your brand development. Have a signature style so when people look at a certain detail or design, they can tell right away it is from you. Lastly, always visualise what you want to achieve to spur yourself on.

C My advice for emerging fashion designers would be to stay on track and not get distracted. Every brand has their unique story, so you need to find your own voice and uniqueness. At the same time, keep talking to your customers and find out what they like about your products.

We thank the interviewees for their very interesting and insightful sharing. Our talented FIP designers have evolved and are growing their businesses from strength to strength, making their marks on the local and international fashion scene with Hong Kong's homegrown brands. HKDC is proud to have played a part in their journeys as designers and entrepreneurs, and we take this opportunity to wish them all the very best in the future. May they enjoy great success in their chosen paths!

‘FIP sets very clear milestones to help designers progress, and provides the extra hands to help you achieve your goals.’

That difference is definitely something to bear in mind. Why did you decide to join FIP, and what did you find most valuable during the two years?

D It is always good to have a mentor when you start out. FIP sets very clear milestones to help designers progress, and provides the extra hands to help you achieve your goals. As a FIP alumnus, I am often given opportunities to take part in new fashion collaborations and other design work. The other thing is financial support – apart from providing subsidies, FIP also teaches you how to plan and use your money wisely in brand-building.

C FIP provides designers an all-rounded programme that nurtures creativity as well as a business mindset. Digital marketing plays a critical role, especially when our business is an e-commerce brand. We were able to craft a digital marketing strategy by working with specialists. We also gained a lot of industry insights and knowledge from the creative sessions organised by WGSN during our time in FIP.

FIP does provide a great platform for designers thinking of starting their own businesses. Would you say that fashion is a competitive career for young designers? Tell us about one of your biggest challenges and how FIP equipped you to face it.

D Yes definitely, so the challenge is how to differentiate yourself. FIP helps link us up with manufacturers, suppliers and buyers. It also



Christian Stone / AW22 / Dysdopeya



Kay Kwok / AW22 / Chapter 1



KKLUE / 2022 / ILLUME 追光系列



UNSUIKYO / SS22 / M.Shimmer_RD

01	Cafuné	<p>Established in 2015 / 成立於 2015 年</p> <p>Cafuné is a modern fashion brand founded by lifelong friends Queenie Fan and Day Lau. Cafuné accessories are designed for independent and creative women who celebrate individuality. Exploring new possibilities and unconventional materials in unique ways, Cafuné balances modern and classic elements to create distinctly iconic and timeless designs.</p> <p>現代時尚品牌 Cafuné，由一對摯友設計師范煦齡 (Queenie) 和劉漸冷 (Day) 於 2015 年共同創立，專為追求創意及獨立個性的女士精心打造。為了探索無限的可能性，Cafuné 以獨一無二的設計配搭創新物料，將摩登與經典元素完美融合，打造出備受矚目又值得收藏的時尚之作。</p> <p>www.ca-fune.com</p>
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CAFUNÉ

02	CAR 2IE	<p>Established in 2016 / 成立於 2016 年</p> <p>Founded by designer Carrie Kwok, CAR 2IE celebrates the joy of dressing up. Bringing together feminine design details, graphic elements and traditional tailoring with a twist. Crafted with fine fabrics, every piece is designed to possess a permanence that can be styled to reflect the season and the personality of its wearer.</p> <p>CAR 2IE 由設計師郭家利 (Carrie) 創立，以歌頌時尚造型的無限趣味為宗旨。產品融合了女性化的設計細節、圖案元素，及經過重新演繹的剪裁，創造出率性自然的設計。每件永恒經典的作品，均採用精緻物料精製而成，可因應季節需要與穿著者的個性來互相配搭。</p> <p>www.car2ie.com</p>
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CAR|2IE

03	TOMORROW BY DAYDREAM NATION	<p>Established in 2018 / 成立於 2018 年</p> <p>Founded by designer Kay Wong, Tomorrow by Daydream Nation is a Hong Kong-based fashion label with a global mindset. TOMORROW's fashion line is about giving castaways a second chance at life through ecologically-intelligent design and lovingly hand-crafted details.</p> <p>Tomorrow by Daydream Nation 由設計師黃琪 (Kay) 創立，是一家以香港為基地並擁有國際視野的時尚品牌。TOMORROW 的時裝透過環保設計及精湛的手工細節，為被棄置的舊衣賦予重生機會。</p> <p>www.tomorrow-by-daydreamnation.com</p>
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04	ALPS Annie Ling	<p>Established in 2015 / 成立於 2015 年</p> <p>Driven by the desire to unite fashion, technology and craftsmanship, designer Annie Ling founded ALPS Annie Ling. Inspired by a new age of active living and cutting-edge textile innovations, the brand is committed to designing enduring clothing that supports wellbeing. ALPS pieces are practical, effortlessly stylish and wearable every day.</p> <p>由設計師凌寶珊 (Annie) 創立的 ALPS Annie Ling 品牌，以融合時裝及科技元素作為創作理念。採用創新的科研物料配合嚴謹細緻的手工藝，為追求品味生活的活躍新世代呈獻充滿簡約時尚的實用衣飾。</p> <p>www.annieling.com</p>
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05	KEVIN HO	<p>Established in 2015 / 成立於 2015 年</p> <p>KEVIN HO is grounded in an appreciation for structure and femininity. Focused on womenswear, the designs express individuality and modernity through striking silhouettes and bright, contrasting colours that capture the uniqueness of the wearer.</p> <p>KEVIN HO 的設計師何昀霖 (Kevin) 專注於女裝設計，以彰顯時裝結構和女性氣質為宗旨，透過引人注目的輪廓和明亮的對比色調，呈獻獨具一格的現代時尚個性。</p> <p>www.kevinho.com.hk</p>
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06	Tak L.	<p>Established in 2018 / 成立於 2018 年</p> <p>Founded by designer Tak Lee, Tak L. is known for its uniquely complex cuts and garment constructions, which use natural dyes and fabrics. The label draws inspiration from traditional craftsmanship techniques to create distinctly contemporary silhouettes. Celebrating artisanal skill and valuing sustainability, both in the creation process and the longevity of each individual piece, every design is effortlessly timeless.</p> <p>由設計師李德誠 (Tak) 推出的香港設計師品牌 Tak L.，擅長採用天然植物染及布料，造出獨特的複雜剪裁和服裝結構。作品結合傳統含蓄的工匠文化和當代美學。每一件衣物均體現了布料與身體之間的互動與平衡，在有形與無形之間與穿著者的個性相融合。</p> <p>www.taklee.studio</p>
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07	Christian Stone	<p>Established in 2018 / 成立於 2018 年</p> <p>Christian Stone is a brand with a penchant for cultural subversion. Inspired by internet, pop and digital culture and identity, designer Christian Fung bridges physical and virtual elements in pieces that exist as a commentary on modern life, identity and escapism. The label's distinctive, bold and playful style comes to life in wild silhouettes and futuristic forms.</p> <p>Christian Stone 是一個熱衷於顛覆文化的時尚品牌。設計師馮子華 (Christian) 以互聯網、流行文化與數碼文化的特性為靈感，把真實和虛擬的元素融合在作品中，抒發對現代生活、身份認同和幻想主義的見解。品牌以獨特和趣味盎然的風格，把狂野的線條輪廓和充滿未來感的形態呈現眼前。</p> <p>www.christianstone.net</p>
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08	KAY KWOK	<p>Established in 2013 / 成立於 2013 年</p> <p>Hong Kong-born designer Kay Kwok, driven to fill a gap in the world of fashion, launched his eponymous label in 2013. The brand is boldly and unapologetically avant-garde and futuristic. Circumventing style conventions and abolishing stereotypes, Kay Kwok designs are genderless, experimental and confronting in their artistry and aesthetic.</p> <p>於香港土生土長的設計師郭子鋒 (Kay)，2013 年在倫敦男裝週推出同名的時裝品牌，以大而無畏的精神，展現前衛及充滿未來感的設計風格。為了打破時尚常規，摒除固有觀念，Kay 運用出類拔萃的手工與美學，創造出無分性別、具實驗性質及叛逆不羈的時裝系列。</p> <p>www.kaykwok.com</p>
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KAY KWOK

09	KKLUE	<p>Established in 2017 / 成立於 2017 年</p> <p>Motivated by the femininity and fierceness of modern women, KKLUE is a Hong Kong-based fine jewellery brand founded by Kellyn Zhou. With a focus on 18K gold and diamonds, KKLUE brings together softness and boldness in collections. Guided by the philosophy of 'Empowering Her Vision & Voice', KKLUE inspires women to express themselves and shine together.</p> <p>靈感源自現代女性溫柔與勇悍俱全的特性，設計師周蘭華 (Kellyn) 創立了香港高級珠寶品牌 KKLUE。品牌擅長以 18K 黃金綴以精緻鑽石，將柔和與剛勁的氣質融合，設計出一系列以巧手精製的珠寶。KKLUE 以激勵女性擴闊視野，啟發她們勇於表達真我，共同發光發亮。</p> <p>www.kklue.com</p>
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KKLUE

10	UNSUIKYO	<p>Established in 2017 / 成立於 2017 年</p> <p>Inspired by the beauty of natural Japanese forest scenes in Shiratani Unsuiyko, UNSUIKYO eyewear is handcrafted to evoke appreciation for the natural world. Created by designer Chan Ho Yin, Brian, the award-winning designs use natural materials including sedimentary rock and wood, in frames inspired by classic and vintage eyewear. UNSUIKYO's timeless aesthetic offers comfort, fit and a unique way of looking at the world.</p> <p>UNSUIKYO 的設計靈感源自日本白谷雲水峽的自然森林美景，所有眼鏡均以手工製作。品牌的幕後主帥為眼鏡設計師陳浩然 (Brian)，他擅長採用天然石材和木材，創造出經典復古風格的眼鏡框。UNSUIKYO 以永不過時的美學，為佩戴者提供獨特的視窗，盡情觀賞世界。</p> <p>www.unsuiyko.com</p>
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In the old days, as the saying goes, teachers could change lives with chalk and blackboards. The tools of our trade are the essential items that facilitate our daily work and practice. We talked to the winners of the DFA Hong Kong Young Design Talent Award 2021 to find out what some of their go-to gadgets were – what are some items that are indispensable to their daily work? From a school junkyard rescue item to a calligraphy pen, to a treasured pair of tailoring scissors that once belonged to a grandfather, their answers provide us a glimpse into the everyday life and creative processes of a designer.

Designers' Go-To Gadgets

設計師必備工具

古語有云：「工欲善其事，必先利其器」。以往，老師用作春風化雨的工具，便是粉筆及黑板。我們與 DFA 香港青年設計才俊獎 2021 得主進行訪談，了解他們所愛用的小工具。什麼是他們每日工作中不可或缺的呢？無論是學校垃圾房裡拾來的工具、書法筆具，或是傳承自祖父的珍貴裁縫剪刀，我們都可從各位得獎者的答案中，一探設計師的日常生活和創作過程。



1 Kevin Cheung 張璋晉

I found this record vice from the junkyard of a secondary school in Kwai Hing. After the school discontinued its Design and Technology course, piles of high quality woodworking tools were abandoned. The record vice is a helpful tool for my practice and soon became an indispensable item among the tools in my workshop.

這檔虎鉗是我從一間葵興中學的垃圾房裡救回來的，由於該中學取消「設計與應用科技科」課程，大批高質素的木工器材亦隨之被擱置。這檔虎鉗自始就成為工作室不可或缺的工具。

2 Daniel So 蘇健行

Notion is an all-in-one tool that combines to-do lists, note taking, work folders, bookmarks and many more. It enables me to jot down inspirations on the go, whether a video or a text, and organise them for easy retrieval. Give it a try to boost your productivity!

Notion 集待辦清單、筆記、工作文件夾及書籤等多種功能於一身，讓我隨時隨地以短片或文字記下靈感，更可分門別類，便於查閱。這工具有助提升工作效率，試試看！

3 Lee Hoi Yee 李凱儀

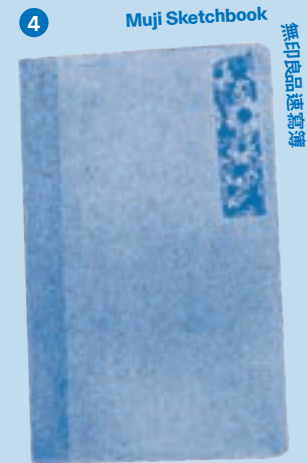
With my digital drawing board, I can easily visualize the ideas imagined in my mind, and even sometimes create collages with photos, and present my design concept more realistically to the design team or client. I also use it to create complex illustrations and animations to enrich my creative projects.

電子畫板讓我可以將腦海裡的構思視覺化，有時我會在畫板上拼合一些照片，將設計概念更實在地呈現給設計團隊或客戶。我也會用它來製作插畫和動畫，豐富我的創意項目。

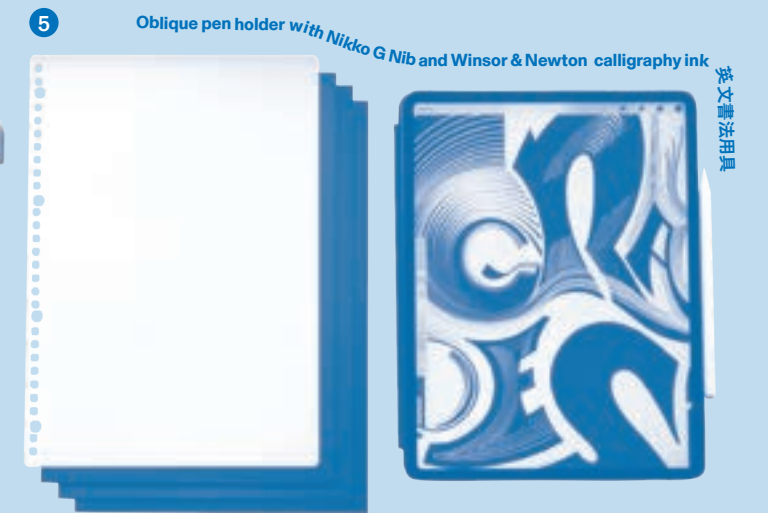
4 Chan Ching Ling, Elaine 陳菁鈴

It is a little Muji sketchbook I carry around for when inspiration strikes! I use it for rough sketches and to record interesting observations. It helps with my thinking processes and when I am having creative blocks. It feels like meditating on paper.

這本隨身攜帶的無印良品速寫簿當我有所觸發時，我會用它記錄一些有趣的想法跟速寫。它總能在我思考或者遇上瓶頸時派上用場，那感覺就像在紙上進行冥想一樣。



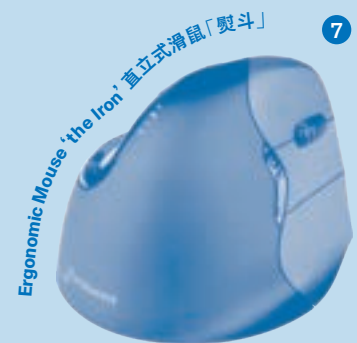
4 Muji Sketchbook 無印良品速寫簿



5 Oblique pen holder with Nikko G Nib and Winsor & Newton calligraphy ink 英文書法用具



6 KEF MU3 true wireless earphones KEF MU3 無線耳機



7 Ergonomic Mouse 'the Iron' 重立式滑鼠「熨斗」

5 Yick Ying Lin, Audrey 易穎琳

My practice of hand-lettering and typeface design is underpinned by regular calligraphy practice. It lets me experiment, and shows me how different analogue tools can influence the shapes of letters. At the moment I am using an oblique pen holder with the Nikko G nib that is designed for beginners.

我恆常練習書法，不但為手繪美術字創作和字體設計打好基礎，亦可藉此試用不同的非電子筆具，勾畫出字母的萬千形態。現在，我使用初學者適用的英文書法花體斜頭筆桿及日本 NIKKO 漫畫書寫鋼筆。

6 Seth Yeung 楊駿業

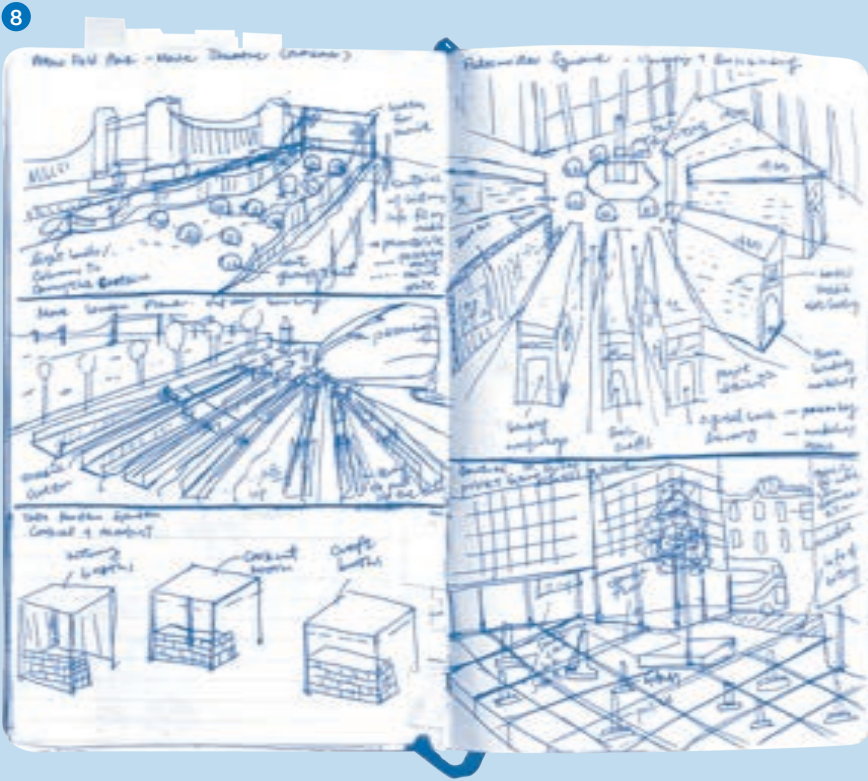
I believe there is beauty in almost anything, and music gives me the right energy and mood to seek inspirations from everywhere and at anytime. My wireless earphones designed by the visionary Ross Lovegrove do just the trick. They have fabulous sound quality with an ultra-sleek touch. It is my little secret weapon to tackle my designer life.

我相信美存在於一切事物，而音樂中的情緒能量能給我啟示去探索這種可能性。由大師 Ross Lovegrove 設計的無線耳機具出色的觀感，使我無時無刻可以暢享好音質帶來的美妙聆聽體驗，這是我應對設計師生活的秘密武器。

7 Melody Siu 蕭樂聞

Architects have moved from having multiple tools for drafting and modelling to relying almost solely on the computer and mouse. My best work buddy is an ergonomic mouse, 'the Iron'. It's been with me since I was a master student, and now as a professional through many sunrises and sunsets, it still protects my wrist when I work.

電腦和滑鼠成為了建築師的日常。我最好的戰友是一隻直立式滑鼠「熨斗」。她自我讀書以來陪我渡過很多個晝夜，現在依然默默地看護着我脆弱疲勞的手腕。



Sketchbook 速寫簿

8

8 Nesia Cheung 張栢妍

I like to sketch out my intuitive thoughts as a progression of realising my projects from conceptualisation to reality. Because what we have on our minds may not always work out in real life, simple sketches are the best way to kick start a creative process.

我喜歡在速寫簿上勾畫出我的直覺想法，記錄下我為設計項目和繪畫作品進行思考的演化過程。我們腦中的想法並不總能在現實生活中實現，因此簡單的草圖是展開創作過程的最佳方式。

9 Lee Pui Kwan, Cady 李沛鈞

The Liquify function is one of my indispensable digital tools for conveying surrealist visions. In creating distorted prints and shapes, garments can be made in unexpected forms with a reversed methodology. Throughout the Liquify process, static items can become 'alive' and change into a fluid state which aids me in investigating silhouettes and forms.

液化功能是我進行創作時不可或缺的工具之一，它讓我能呈現代表超現實主義的關鍵元素。在設計印花和形狀時，我會使用旋轉扭曲模式，對素材進行扭曲處理，做出意想不到的效果。液化功能可以令靜態素材變得生動，有助我研究各式各樣的輪廓和形式。



Liquify function in Procreate 中的液化功能

9

10 Hana Li 黎鈺嫻

My aunt gave me grandpa's tailoring scissors when I started studying Fashion Design. It has been with me since the beginning of my design journey. I feel the blessing and spirit of my grandpa whenever I pick up his tailoring scissors for work.

在我學習時裝設計之初，姨姨便把外公流傳下來的裁縫剪刀交給了我。從那以後，這把裁縫剪刀便一直伴隨著我進行創作。每當我手攬著它，我猶如能感受到外公對我的祝福與期盼。



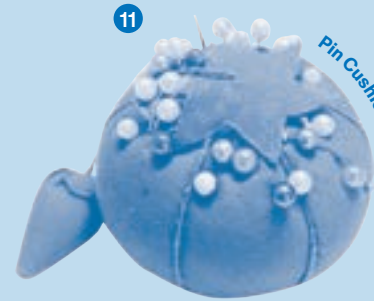
Grandpa's Tailoring Scissors 外公的裁縫剪刀

10

11 Yuen Xin Chan, Melissa 陳苑善

I have been using this pin cushion since I started studying fashion and it has always been my inseparable companion. It holds all the essential needles and pins that I need to draft patterns and mock-ups for my outfits.

自我開始修讀時裝以來，這個針包一直是我不缺少的同伴。它是我放置所有手縫針和別針的地方，對我為服裝草擬紙樣和樣版十分重要。



Pin Cushion 針包

11



Self-made Tool Bag 自製工具包

13

13 Chan Brun 陳思晴

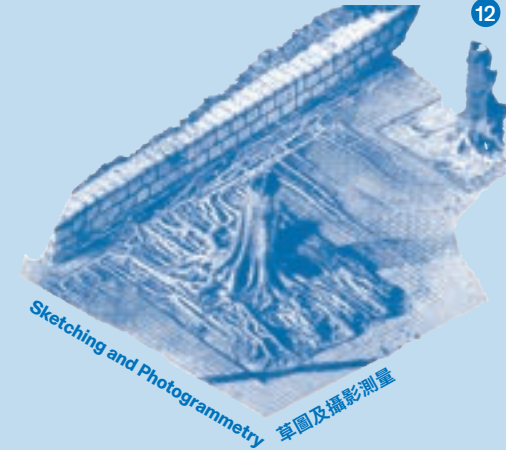
Working as an art director and stylist, I am on set all the time. Having a functional tool bag is very important for me. The tool bag is customised for my daily work – it is just the right size and material, with compartments that hold essential tools such as scissors, sewing kits and measuring tape.

作為一位美術指導與造型指導，我經常需要在拍攝現場。因此，一個實用的工具包對我來說十分重要。工具包是專為我的日常工作模式而設計的，內裡的間隔便於我擺放不同的工具包括剪刀、針線包、軟尺。

12 Lo Wai, Ciara 盧瑋

I usually use a variety of methods to get inspiration and generate ideas. Especially in the research phase, I prefer to do photogrammetry in addition to taking pictures. It helps to document more comprehensive and detailed spatial qualities. My design ideas always come from sketching.

我喜歡通過各種方法來獲得靈感和主意。特別是在研究階段，除了拍照，我更傾向於做攝影測量，它有助我去記錄更全面的空間細節。然後我會開始畫草圖，傾注我的設計想法。



Sketching and Photogrammetry 草圖及攝影測量

12



Apple Magic Mouse Apple 精妙滑鼠

14

14 Hannah Lee 李瀚娜

My Apple Magic Mouse is a great facilitator in my design practice and work routine. It allows me to quickly create, shape, and generate designs with its sensitivity to flexible gestures and touch. The pace of my thoughts can match the pace of my work – making it a lot easier to get things done.

無論是設計創作或是日常工作，Apple 精妙滑鼠都是我的好拍檔。這款滑鼠可靈敏感應每個觸控手勢，有助我加快創作步伐，令設計迅速成形並面世。做到手腦同步，工作便能更手到拿來。

15 Office 3D printer 辦公室 3D 打印機



15 Bodin Hon 韓文鏞 (韓天)

Having a personal 3D printer allows me to refine the design with a few more iterations in-house before sending the design out. We let the printer operate overnight, and the print is finished when we arrive at the office the next morning. It always feels exciting to start the day with a new design in my hand!

擁有一部 3D 打印機可以讓我在發送設計稿前作多番修訂。我們通常在離開辦公室前啟動打印機，讓他運作一整夜，在第二天早上便完成打印。從收到新成品來開始新的一天總是令人興奮！

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

Kevin CHEUNG Wai Chun
張瑋晉



Product and Industrial Design
產品及工業設計

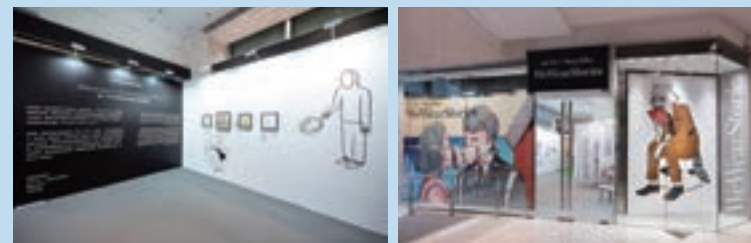


Rice Bell
飯鈴

Alice LEE Hoi Yee
李凱儀



Communication Design
傳訊設計



WeWearStories pop-up art store and exhibition site
WeWearStories pop-up 藝術店與展覽

Melody SIU Lok Man
蕭樂聞



Environmental Design
環境設計



'The Toolkit for the Age-friendly Community Kitchen'
「老年社區廚房工具包」

Daniel SO Kin Hang
蘇健行



Communication Design
傳訊設計

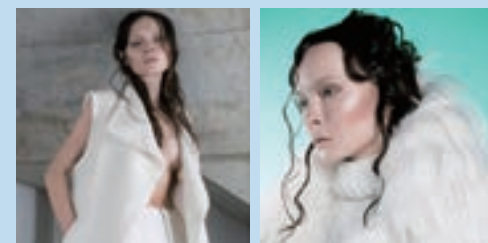


Hong Kong Breast Cancer Foundation fundraising event
「Pink Together」香港乳癌基金會籌款活動「乳健同躍步」

Seth YEUNG Chun Yip
楊駿業



Apparel & Accessory Design
服飾設計



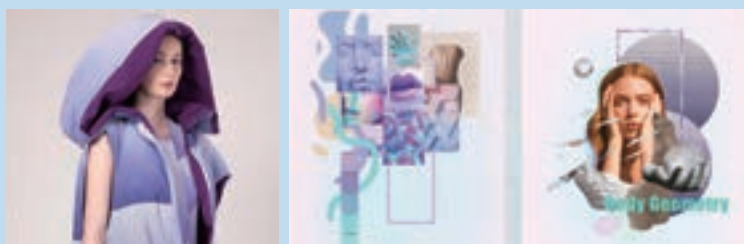
WHITE collection
「WHITE」系列

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

Melissa CHAN Yuen Xin
陳苑善



Apparel & Accessory Design
服飾設計



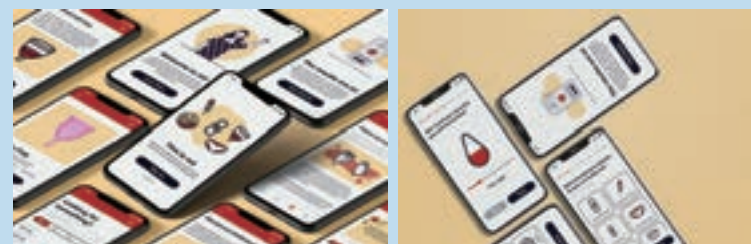
Sustainable athleisure collection Body Geometry
可持續運動休閒系列 Body Geometry

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

Hannah LEE
李瀚娜



Communication Design
傳訊設計



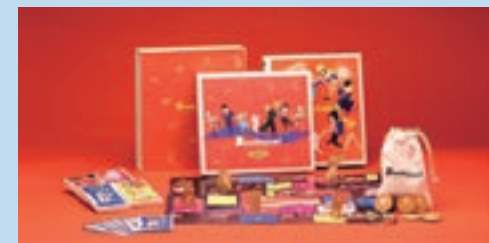
mii - a personalised menstrual health app
mii —— 個人化生理健康應用程式

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

Elaine CHAN Ching Ling
陳菁鈴



Communication Design
傳訊設計

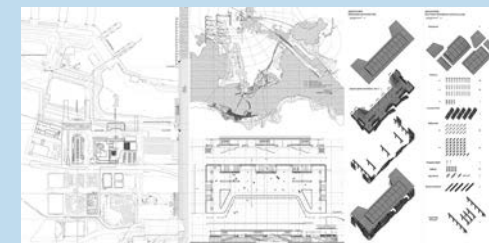


Deathnival

Nesia CHEUNG Pak Yin
張栢妍



Environmental Design
環境設計



Dis-a-pier | Re-a-pier: Reconstruct Queen's Pier;
Reflect on Hong Kong's Culture of Disappearance
Dis-a-pier | Re-a-pier : 重建皇后碼頭 :
反思香港的消失文化

Cady LEE Pui Kwan
李沛鈞



Apparel & Accessory Design
服飾設計



Emotion: The Shift Of The Self
情感 : 自我的轉變

Hana LI Yuxian
黎鈺嫻



Apparel & Accessory Design
服飾設計



within the water; within the waves

Ciara LO Wai
盧瑋



Environmental Design
環境設計



Symbiotic Wrap: Architecture as Biological Entity
共生包裹 : 建築為生物實體

Audrey YICK Ying LIN
易穎琳



Communication Design
傳訊設計



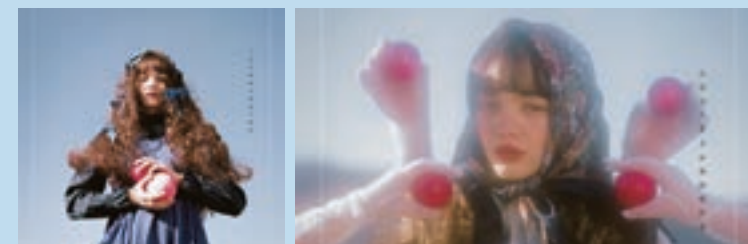
Letters To And From

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

Brun CHAN Sze Ching
陳思晴



Apparel & Accessory Design
服飾設計

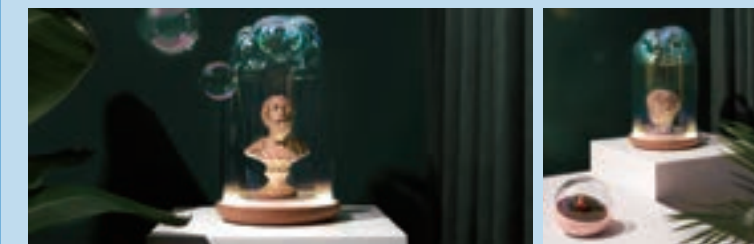


2019 All Season Collection - ALICE
2019 跨季時裝系列「ALICE」

Bodin HON Man Cheong
韓文鏞



Product and Industrial Design
產品及工業設計



Bubbling Dome



About DFA Hong Kong Young Design Talent Award

Established in 2005, the DFA Hong Kong Young Design Talent Award supports Hong Kong's up- and-coming designers and design graduates aged 18 to 35 to gain immersive experiences and unleash their potentials by providing them with overseas work or study opportunities.

關於「DFA 香港青年設計才俊獎」

「DFA 香港青年設計才俊獎」自 2005 年設立，旨在嘉許及栽培 18 至 35 歲的香港設計師及設計畢業生，為他們提供負責海外工作及進修的機會，助他們開拓國際視野，盡展潛能。

Design Masters' Minds

非同凡響的設計領軍人物

The prestigious DFA Lifetime Achievement Award, DFA Design Leadership Award and DFA World's Outstanding Chinese Designer honours the role of exceptional designer leaders that contribute to our aspirations of a better society. In the post-pandemic era, people are re-evaluating the way they live, work and connect with others. Leading the way in how we will achieve these transformations are design leaders who, through exemplary creative leadership and innovation, are instigating new mindsets and changes that will create a brighter future.

In 2021, Patrick Whitney, Min-Liang Tan, and Freeman Lau were the recipients of the DFA Lifetime Achievement Award, the DFA Design Leadership Award, and the DFA World's Outstanding Chinese Designer respectively. We take a look at how these designers and thinkers are pushing the boundaries in their fields and, through their vision and dedication, have demonstrated how design can make an impact on communities and improve lives for people in Asia and beyond.

享負盛名的 DFA 亞洲設計終身成就獎、DFA 設計領袖獎及 DFA 世界傑出華人設計師每年挑選傑出的設計領袖，表揚積極為社會作出重大貢獻的人士。疫情過後，人們重新思考生活、工作及人際交往的方式，而設計先驅亦不斷努力，以嶄新思維及革新技術，領導社會各界轉型，激發人們思考未來，開創美好前景。

2021 年，Patrick Whitney、陳民亮及劉小康分別獲得 DFA 亞洲設計終身成就獎、DFA 設計領袖獎及 DFA 世界傑出華人設計師殊榮。就讓我們來看看他們如何在本身的領域作出突破，通過實現願景和無私奉獻，彰顯設計的社會意義，並讓亞洲及以外地區的生活水平得以提高。

L A A



The DFA Lifetime Achievement Award recognises individuals who have made lifelong contributions to the design profession, education and society, especially in Asia. The 2021 winner, Patrick Whitney, is the professor in residence at Harvard T.H. Chan School of Public Health. Over the course of his career, he has created a greater awareness for the appreciation of the complexity of social, cultural, and behavioural problems in today's world, making vast contributions to the design industry through strategic development and education programmes.

Patrick Whitney

Professor In Residence,
Harvard T.H. Chan
School of Public Health

哈佛大學
陳曾熙公共衛生學院
常駐教授

DFA 亞洲設計終身成就獎表揚終身為設計專業、教育及社會，尤其在亞洲作出深遠而重大貢獻、鞠躬盡瘁之士。2021 年得獎者 Patrick Whitney 是哈佛大學陳曾熙公共衛生學院常駐教授。在其職業生涯中，他成功引起公眾對現今社會、文化和行為等複雜問題的關注，並通過策略發展及教育計劃為設計行業作出重大貢獻。

Patrick Whitney



「這場疫情讓我們反思，現在大眾過著的生活或許並不是我們真正想要的生活。」

‘The pandemic has taught us that the life we are currently living may not be the life we want to lead.’

An Emphasis on Human-Centred Design as a Solution

Whitney believes in emphasising human-centred design, and explores how design frameworks and methods can be used in healthcare. For example, in a study conducted by Joanne Mandel, a student of his at the the Illinois Institute of Technology's Institute of Design, where Whitney was dean, cardiovascular patients who need to manage underlying heart conditions were foregoing their doctors' advice to eat healthily and slipping back into less healthy eating habits, especially when they ate with family members. It was discovered that when patients ate with family members, they wanted it to be an enjoyable experience, and any restrictive regimen seemed incompatible with joy. The solution was an easy-to-use cookbook with healthy recipes that allow family members to create delicious dishes without sacrificing taste or happy moments.

Since 1985, Whitney has worked extensively to bring about positive changes to how things are done, and his insights have provided cities in Korea, India, Thailand, Japan, Mainland China as well as Hong Kong more strategic, innovative, and human-centred approaches to design thinking.

以人為本的設計方案

Whitney 強調以人為本的設計，以設計框架作為研究方法探索醫療方面的應用。數年前，Whitney 時任伊利諾理工學院設計學院院長，他的其中一位學生 Joanne Mandel 進行了一項研究，發現心血管病人需要依照醫生指示控制飲食，才可保持心臟機能正常運作，可是當他們和家人在一起時，便會回到不太健康的飲食習慣。根據設計學院團隊的研究，心臟病康復者與家人一起進餐時，都十分渴望能夠度過愉快的時光。醫生的建議和叮囑，他們會覺得是一種侷限。所以設計團隊從患者的角度出發，設計出一本簡易食譜，讓家庭成員可以按照食譜煮出健康又美味、適合心臟病康復者享用的菜式，共度愉快的用餐時光。

自 1985 年以來，Whitney 努力為社會帶來正面的轉變，他的洞見提供了更創新、更具策略性和以人為本的設計方法，影響力遍及韓國、印度、泰國、日本、中國內地的城市及香港。



D L A



The DFA Design Leadership Award recognises business leaders who create exceptional, sustainable and successful businesses through the strategic and innovative use of design. Min-Liang Tan, the 2021 winner, has pushed the boundaries of the gaming industry, driving innovation through great design. Under Tan's strategic and creative direction, Razer Inc. has gone from a two-man startup to an internationally recognised, market-leading brand that was honoured on Fortune Magazine's 2015 'Unicorn List' of private companies valued at US\$1 billion or more.

Min-Liang Tan 陳民亮

CEO & Co-Founder,
Razer Inc.

雷蛇
行政總裁兼聯合創辦人

DFA 設計領袖獎嘉許能創新和有策略地善用設計，取得持續且卓越商業成就的企業領袖翹楚。2021 年的得獎者陳民亮突破遊戲行業的界限，通過出色的設計推動創新。在他的策略及創意領導下，雷蛇公司從一家只有兩名員工的初創企業發展成國際知名、市場領先的品牌，並榮登《財富》雜誌 2015 年「獨角獸排行榜」內估值 10 億美元以上的私營公司。

Min- Liang Tan

陳民亮



‘Design is about making things work for everyone.’

由遊戲滑鼠到電競筆記型電腦，從穿戴設備到環保吸管，雷蛇一直把業務擴展到新的小眾市場。陳民亮與其他 CEO 的不同之處正在於他將成就歸功於自己的忠實支持者，堅持以「始於玩家，賦予玩家」的信念作出重要的商業決策，並總結自己的設計理念為「設計遠比生意重要」。

陳民亮讓遊戲玩家成為一切的核心，將公司定位為全球領先的玩家生活潮流品牌，並將其成功歸功於善用設計的本源。

在疫情所帶來的動盪不安中，陳民亮幾乎放下手頭上的所有工作，把雷蛇部分生產設備改為生產安全及可靠的醫用級口罩。迄今為止，雷蛇已向全球前線工作人員捐贈了超過一百萬個口罩。各種創新和領先業界的壯舉，不但改善了遊戲玩家的生活質素，也為社會大眾帶來福祉。

「設計的意義是讓產品在每一個人身上都能發揮作用。」



From gaming mice and laptops to wearables and reusable straws, Razer has never ceased to innovate and expand into new niches. What distinguishes Tan from other CEOs is how he attributes his achievements to his loyal following, and reciprocates their love and trust by making important business decisions that keep the gamer at the centre of all he does. The message is clear: nobody should ever feel excluded. To him, design is about making things work for everyone. He sums up his design philosophy in his own words: 'Design is more than just business'.

Tan takes his company's role as the world's leading lifestyle brand for gamers seriously, and attributes its success to staying true to its roots.

In the midst of the Covid-19 pandemic, Tan dropped practically everything he was doing and prompted Razer to adapt its manufacturing facilities to produce safe and reliable medical-grade masks. Razer has donated over a million masks to frontline workers around the world so far. Razer's many innovations and industry-leading practices will improve the quality of life not only for gamers, but for all of us.

WORLD CD



Freeman Lau 劉小康

Founder, KL&L Creative
Strategics

新劉高設計創辦人

「DFA 世界傑出華人設計師」頒予在全球取得顯著設計成就、國際知名的華裔設計師。2021 年 DFA 世界傑出華人設計師得獎者劉小康是新劉高設計的創辦人，在香港設計界享譽盛名。他的設計專業涉獵多個領域，包括書籍、平面設計、海報和商業產品。他的貢獻得到社會的廣泛認可，並對亞洲創意文化有着深遠的影響。

DFA World's Outstanding Chinese Designer acknowledges international designers of Chinese origin who have attained significant design achievements and global recognition. The 2021 winner is Freeman Lau, founder of KL&L Creative Strategics, who has long been a key figure on the Hong Kong design scene. Lau possesses a cross-disciplinary design prowess that spans commercial design, public art, community building, graphic design, packaging design, and fine arts. His contributions have been widely recognised across society, and have had a lasting creative cultural impact in Asia.

Freeman Lau

劉小康



共生
Symbiosis

'I was inspired by many of the teachers and great design masters, and this laid a solid foundation for my career as a designer.'



「我有幸受到多位前輩的啟發，為我的設計之路奠定重要的基礎。」

Promoting Discussions on Culture Through Collaborative Design

Lau prefers to get down to the essentials, unravelling the complexities of design, and tease out discussions about function and form. He is well-known for designing the award-winning Watson's water bottle, whose distinctive, easy-to-carry shape became an iconic one with visitors to Hong Kong remembering its design long after their visit to the city. Equally iconic is his Chairplay series, which articulated his views on universal human and social relationships. To him, chairs serve as artefacts, equipment or works of art, as well as an ongoing negotiation between Chinese and Western design and culture.

When Lau was a student in the 1970s, Hong Kong was awash with local ideologies and creativity. Of this he said: 'I was inspired by many of the teachers and great design masters, and this laid a solid foundation for my career as a designer.' To this day, he still believes that designers can promote local cultures through collaboration and exchange projects, and enjoys being stimulated by fellow creatives who share his vision of making the world a richer and more interesting place.

通過合作與交流項目推廣本地文化

劉小康喜歡深入事物的本質，以抽絲剝繭的方式拆解設計的複雜性，激發起對於功能與形式的討論。他為屈臣氏設計的蒸餾水樽屢獲殊榮，其獨特和便於攜帶的標誌性設計，令訪港旅客在離港後依然印象深刻。同樣出色的作品是他的「椅子戲」系列，反映了他對人類與社會之間關係的看法。對他來說，椅子不但可作為手工藝品、日常設備或藝術品，更是樹立中西文化交流、文明互鑒之典範。

1970年代，香港本土創意思潮爆發，劉小康當年還是一名學生。他回憶起說：「我有幸在那個時候受到多位前輩的啟發，為我的設計之路奠定重要的基礎。」他深信設計師可以通過合作與交流項目推廣本地文化；同時，他十分享受與其他創意工作者交流，互相擦出火花，攜手令世界變得更加豐富有趣。

An Eye
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Designs

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見證亞洲非凡設計意念

每年，DFA 亞洲最具影響力設計獎表彰充分體現亞洲美學及文化精髓的卓越設計，嘉許作品背後一眾設計才俊及創意人才，對這些有助提升生活質素，並啟發亞洲及全球未來設計方向的作品給予肯定。DFA 亞洲最具影響力設計獎——大獎是所有獎項類別當中的最高殊榮，分別有大獎、文化大獎、可持續發展大獎及科技大獎；今屆評審團對得獎項目所展示的非凡創意、宏圖大志及整體卓越設計，均留下深刻印象。

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



Each year, the DFA Design for Asia Awards celebrates the talented and creative minds behind outstanding design projects that epitomise the spirit and character of Asian aesthetics and culture. The Awards recognises projects that improve the quality of life as well as inspire and lead the way for future generations of designers in Asia and across the world. DFA Design for Asia Awards - Grand Awards are the highest accolades given across all categories; these include the Grand Award, Grand Award for Culture, Grand Award for Sustainability and Grand Award for Technology, which impressed the judges with their remarkable originality, purpose and overall design excellence.

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Grand Award 大獎

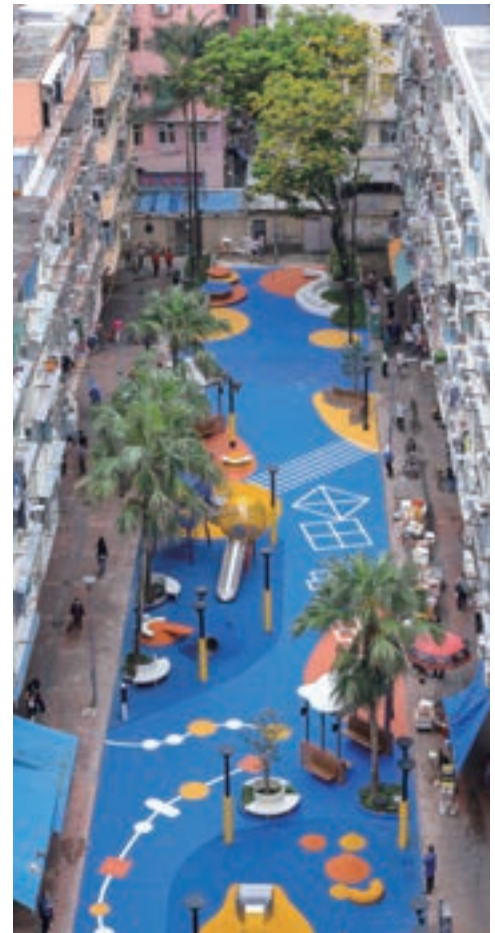
Design Trust Futures Studio:
Transformation of Yi Pei Square Playground
信言設計大使「未·共研社」：
二陂坊遊樂場改造

Hong Kong 香港

Design Trust, An Initiative of The Hong Kong
Ambassadors of Design
信言設計大使

The project in Tsuen Wan district connected a linear walkway between older buildings into a colourful open park with children's playground equipment and exercise facilities for elderly users, giving the neighbourhood a multi-purpose space for people of all ages to enjoy and call their own and encouraging intergenerational interactions.

此項目位於荃灣區，將舊樓間狹長的行人道改造成色彩繽紛的公園，設有兒童遊樂場及老年人運動設施，為街坊提供一個老少咸宜的多用途空間，讓不同年齡人士自得其樂，鼓勵跨代交流。



Farewell Platform

Japan 日本

YU Momoeda Architects
百枝優建築設計事務所

Farewell Platform is an elegant building which houses a funeral hall across the tracks from Kami-Ainouna Station in Nagasaki Prefecture. With its wooden folded-plate roof and gables that allow light to shine into the hall, this project is an exquisite reflection on the shared human experience of saying goodbye to our loved ones.

Farewell Platform 位於日本長崎縣佐世保市上相浦站站旁，外型優雅，是一座殯儀館。大樓的木製風琴式屋頂形成的「山牆窗」，讓光線從高處照進大廳，象徵對人類共同道別摯愛經歷的一種深刻反思。



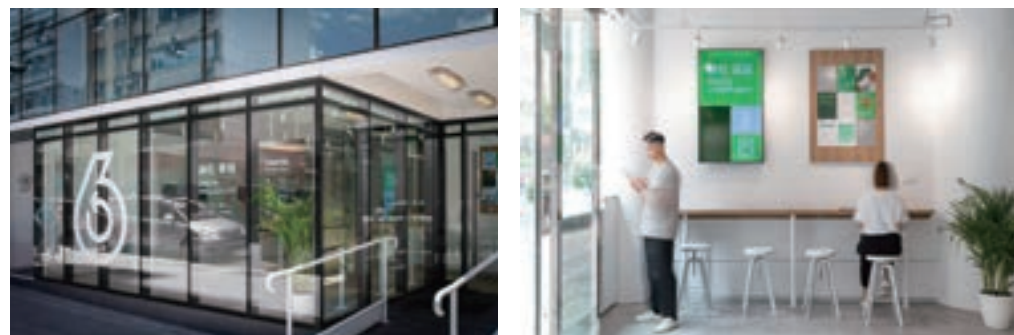
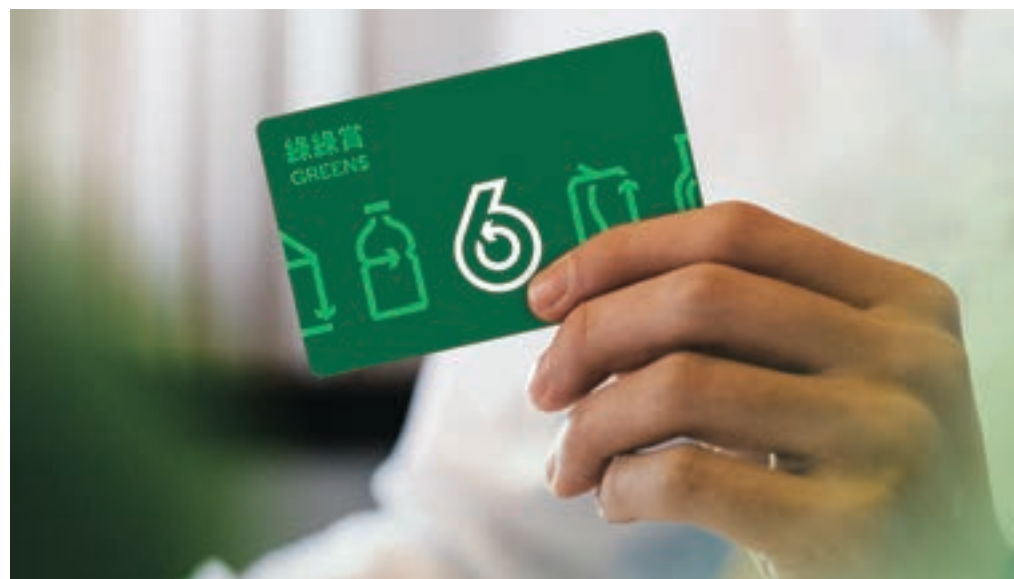
Grand Award 大獎

GREEN @ COMMUNITY – Recycling Stores 綠在區區——回收便利點

Environmental Protection Department, The Government of the Hong Kong SAR
香港特別行政區政府環境保護署

This project rebranded the network of recycling centres across all 18 districts in Hong Kong and gave it a standardised, attractive, and well-organised identity. It enhances the HKSAR government's initiatives to sustain, widen and promote a circular economy, as well as increase community participation in waste reduction efforts.

此項目重塑了全港 18 區的社區回收網絡，設計成功令品牌形象更一致和突出，系統更為標準化。全新形象有助政府維持、擴闊和促進循環經濟，支持社區實踐減廢回收。



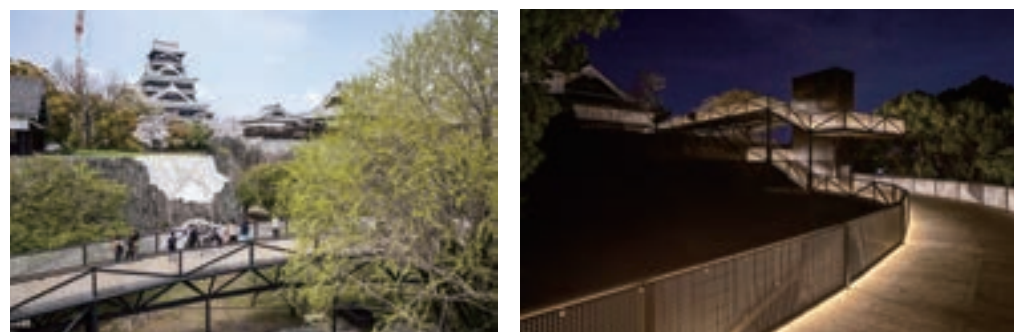
Kumamoto Castle Reconstruction Observation Path 熊本城特殊遊覽通道

Japan 日本

Nihon Sekkei, Inc.
株式會社日本設計

This timber-and-steel observation path is an architectural showpiece that curves gracefully over the fortifications at historic Kumamoto Castle, which was damaged in a 2016 earthquake, and allows visitors to witness restoration works in progress. The aerial observation walkway was built to last 20 years, until the eventual reopening of the castle.

這條架空行人特殊遊覽通道由木材和鋼製成，特意繞過在 2016 年因地震受嚴重破壞的熊本城而建造，令遊客可以不分晝夜見證城堡的重建工程。這條空中步道建設能維持 20 年，直到城堡重新開放為止。



Grand Award 大獎

A New Newspaper in Education 美感智能閱讀計劃

Agenda for Art and Design Education
美感與設計課程創新計劃

A New Newspaper In Education, a print newspaper delivering educational content for students, offers coverage and analysis about the world today beyond the confines of a textbook. Each issue is an enjoyable roadmap for discovery, and answers the challenge of getting teenagers to read more, conveying information through infographics, maps, visuals and games.

美感智能閱讀計畫是新一代教學用報章，精選教科書以外的世界新聞與生活議題並加以分析，運用有趣的設計編排引領青少年發掘知識，並把資訊轉化成圖表、地圖、插畫和遊戲，鼓勵青年人多閱讀。



Grand Award 大獎 Gold Award 金獎

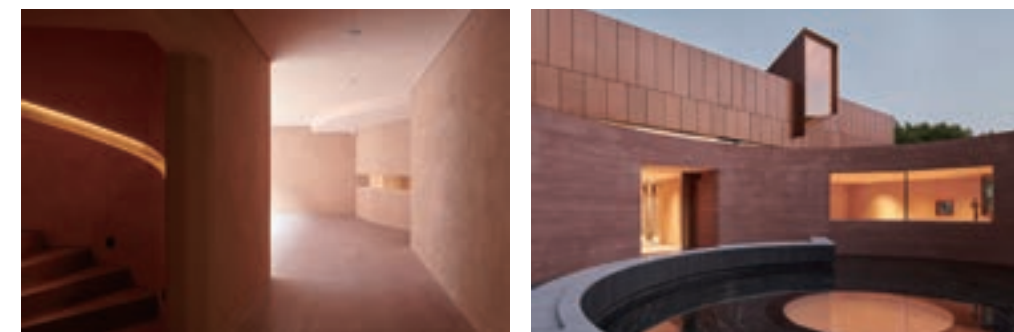
The Relic Shelter – Fuzhou Teahouse 福州茶館

Mainland China 中國內地

Neri&Hu Design and Research Office
如恩設計研究室

With a sloping copper roof that echoes the Hui-style rooflines of the past, an elegant modern teahouse shelters a beautiful but fragile wooden structure that was once a high-ranking Qing Dynasty official's residence, preserving its ornamental carvings and intricate joinery for future generations to behold and admire.

此優雅的現代茶館位於福建福州一座清代高級官邸，其傾斜的銅製屋頂與大宅獨特徽派屋頂線互相呼應。雖然古宅的木結構較為陳舊，但仍保留其裝飾雕刻及複雜仔細的木工工藝，讓世人保存和欣賞。



Grand Award 大獎
Grand Award for Sustainability
可持續發展大獎

WaterHall Project

「水堂」

Cambodia 柬埔寨

Orient Occident Atelier | OOA

東西建築

In Sneung Village, Battambang, Cambodia, the WaterHall is a circular rainwater collection funnel that doubles as a community hall. The project team used in-situ concrete and perforated brickwork, and built the structure with a team of local craftspeople. The WaterHall provides a low-cost solution to the community's hitherto unreliable or contaminated water sources.

建於柬埔寨馬德望的 Sneung 村，「水堂」的漏斗形屋頂能收集並過濾雨水以供村民飲用，而內部空間可用作社區會堂。項目團隊使用現澆混凝土及穿孔磚，並與當地工匠一起建構「水堂」，至今仍繼續為該社區帶來可靠及無污染的水源。



Grand Award 大獎
Gold Award 金獎

ZOZO, Inc., Head Office Building

ZOZO 總部辦公室大樓

Japan 日本

Hiroshi Nakamura

&NAP/TAKENAKA CORPORATION

An airy, open structure that houses shops, preschools and eateries open to the public year round, the architectural design of the ZOZO Head Office building reflects its corporate philosophy that welcomes businesses and the community under its roof. The building features a sweeping, pillarless roof made entirely of timber from sustainable forests in Japan.

ZOZO 新設立的總部辦公室大樓具有通風及開放式設計，其店舖、幼兒園及食堂全年開放予公眾使用，更會為商業及社區活動提供場地，貫徹企業文化理念。建築風格方面，其無柱屋頂向上伸延，原材料均取自日本可持續發展森林。



Grand Award 大獎
Grand Award for Culture 文化大獎
Gold Award 金獎

The Painted Screen: Past and Future

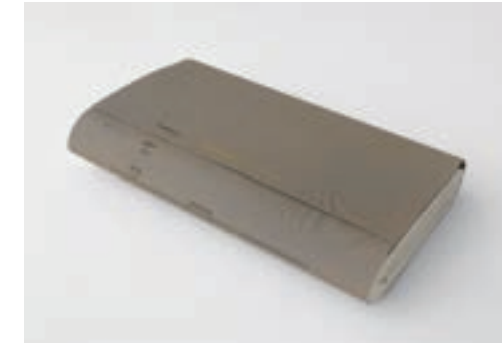
畫屏——傳統與未來

Phoenix Publishing House

鳳凰出版社

Featuring a collection of works from a major exhibition at the Suzhou Museum, the design of The Painted Screen pays homage to the extraordinary craftsmanship that reached its zenith in the Ming and Qing dynasties. Instead of one huge volume, the designer adopted a 'books within a book' format, conjuring up images of the beautiful thread-bound Chinese classics of yesteryear.

《畫屏——傳統與未來》是記錄蘇州博物館某次屏風展覽的一本作品圖冊，向明清時期登峰造極的非凡畫屏工藝致敬。有別於一般的大裝書籍，設計師特意採用「書中有書」的設計，讓人想起昔日美麗的線裝中國經典古籍。



Grand Award 大獎

YDS-150

Yamaha Corporation

雅馬哈公司

An all-in-one soprano, also, tenor and baritone instrument, the highly portable new Yamaha YDS-150 digital saxophone is revolutionising the choices available to budding musicians with limited resources, allowing them to perform a broader repertoire of pieces using just one instrument.

Yamaha YDS-150 電子色土風設計輕巧並具有多種功能，能奏出高音、中音、次中音和上低音等聲音，讓資源有限的音樂新手只要一支色土風在手，就可吹奏廣闊的曲目。



About DFA Awards

In 2003, Hong Kong Design Centre launched the DFA Awards to celebrate design leadership and exemplary designs and projects with impact in Asia, as well as to recognise the rising force of emerging Hong Kong designers via its five major award programmes - DFA Lifetime Achievement Award, DFA Design Leadership Award, DFA World's Outstanding Chinese Designer, DFA Design for Asia Awards and DFA Hong Kong Young Design Talent Award.

關於「DFA 設計獎」

香港設計中心自 2003 年開始設立「DFA 設計獎」，透過五個不同的設計獎項計劃——「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」、「DFA 亞洲最具影響力設計獎」以及「DFA 香港青年設計才俊獎」，表揚傑出設計領袖和在亞洲區內具影響力的優秀設計項目，同時嘉許香港的青年設計才俊。

03

Discovery to Community

探索 × 社區

- 1 BODW CityProg
設計營商周城區活動
- 2 Design Spectrum
設計光譜
- 3 Design Spectrum - DS Shop
設計光譜——DS Shop

Design × Community Exploring Infinite Possibilities

設計 × 社區 —— 探索無限可能

A Creative Journey of Massive Weaving
展開大量交織的創意之旅

Weaving design into the fabric of a community opens endless possibilities.



Acting as a weave creator, BODW City Programme (CityProg), a community extension of Business of Design Week (BODW),

brings together underutilised resources and cross-disciplinary creative talents and local stakeholders to create a positive social impact with design every year.

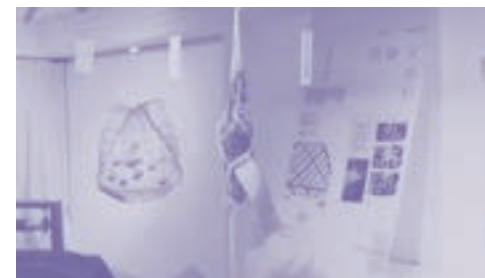


Stepping into HKDC's 20th anniversary, the theme for the 2021 edition of CityProg was '20s: Reflect · Refresh · Reset'. The theme revolves around 'Change'. We believe that good design enables change in behaviour, and empowers designers to influence expectations, values and ultimately steer behaviour of people.

Joining hands with over 100 creative partners, CityProg 2021 ran more than 100 bottom-up design-driven happenings around the city. When we create awareness in the city – whether in creative community, business, sustainability or the youth – about the transformational power of good design, wonderful things happen! Let's take a look at how CityProg empowers the creative business and community, and nurtures a thriving creative ecosystem in Hong Kong.

適逢香港設計中心踏入二十周年，2021 年度的城區活動以「二十而立：深思·煥然·一新」為主題，圍繞「變化」這一課題。我們深信好設計可以改變行為，並賦予設計師影響人類們的期望、價值觀和行為的力量。

城區活動 2021 與超過 100 個創意伙伴攜手合作，策動遍及全港的逾 100 個活動，由下而上以設計起動社區。無論是在創意社群、商業、可持續發展或是年青一代層面，當我們能夠讓人們意識到好設計帶來改變的力量，美事便會隨之而來！齊來看看城區活動如何起動創意商業及社群，締造蓬勃的香港創意生態。



將設計融入社區，能夠交織出無限可能。「設計營商周城區活動」（城區活動）是「設計營商周」的社區延伸，擔當「織人」角色，將未被善用的資源、跨界創意人才及本地持份者交織串連，一同運用設計為社會帶來正面的影響。

Co-create Shared Value 創造共享價值

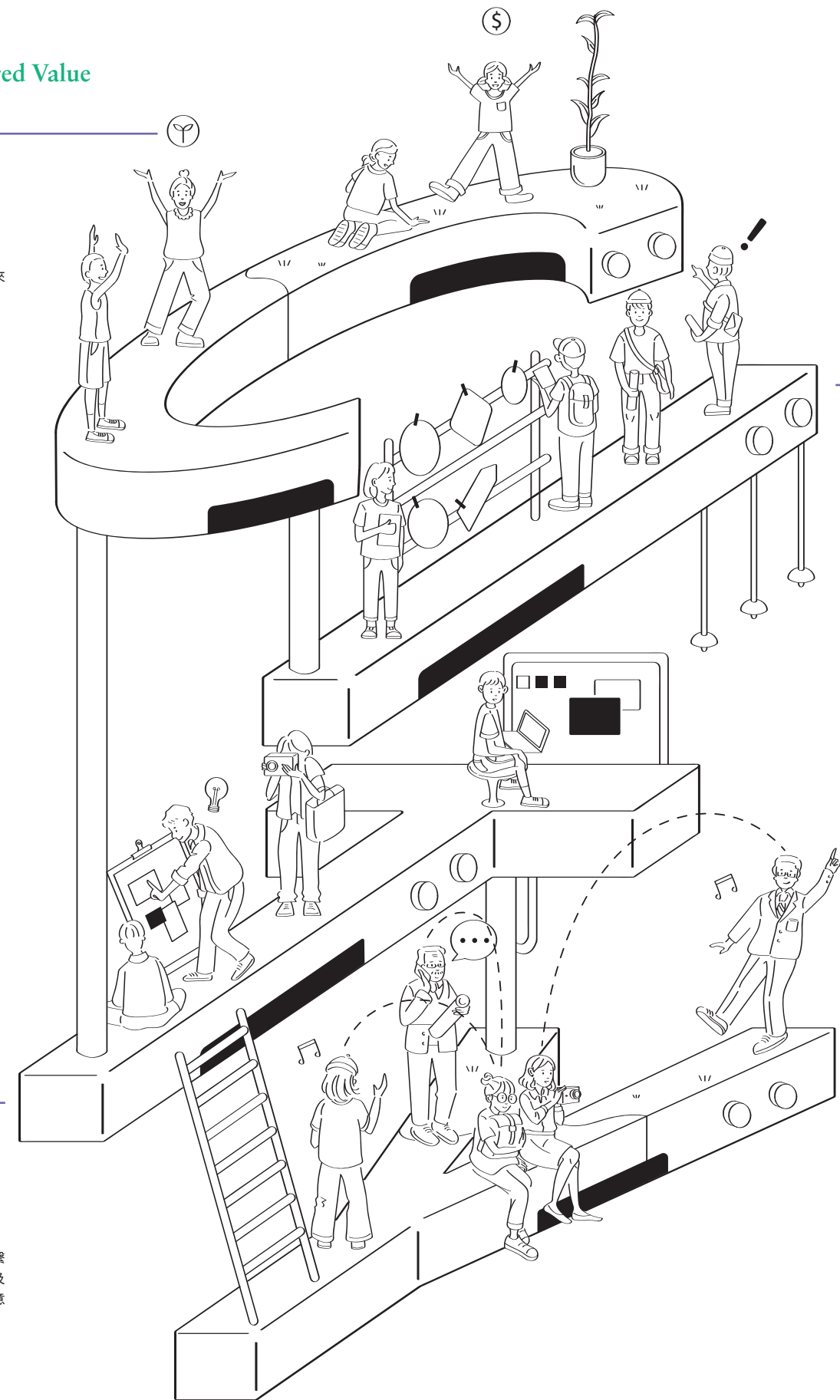
To create shared value through design, make the community a better place and create positive social impact.

攜手以設計創造共享價值，營造美好社區，為社會帶來正面改變。

Empowerment 激活起動

To serve as a platform for different sector partners to connect to one another, providing support and opportunities for partners to develop various creative initiatives.

城區活動成為各界伙伴聯繫交流的平台，並提供支援及機會，以起動多元化的創意項目。



Creative Synergies 創意火花

To spark a series of bottom-up design-driven happenings around the city, through three distinct platforms: Anchor Site Festivals, Design EduVation programmes, and Satellite Events & Offers.

三大協作平台包括：「主要伙伴場地創意節」、「公眾社區教育項目」和「衛星活動及優惠」，呈獻遍及全港的設計活動，由下而上起動社區。

Massive Weaving 大量交織

To bring together different sector partners, local communities, local government, institutions and business networks, as well as under-utilised resources, cross-disciplinary design talents and local stakeholders.

城區活動匯聚各行各業的合作伙伴、本地社群、政府、機構及商業網絡，並集合未充分利用的資源、跨界別創意人才及本地持份者。

DESIGN × CREATIVE COMMUNITY

設計 × 創意社群

Growing a Creative Community

營造創意社群



Where creativity is cultivated and nurtured, like the careful tending of a garden, it inevitably thrives and blossoms in so many unexpected and delightful ways. And in designing a vibrant, creative community, we reap bountiful benefits: positive social changes, a sense of community and empowerment for everyone, and a ripple effect of creativity that extends far beyond our neighbourhoods.

The design-activates-community effect can be seen in CityProg 2021. Take **openground's 'The Fabric Commune'**, which upgraded the 'Material Map' of textile stores in Sham Shui Po created in CityProg 2019, and enlivened the design atmosphere of the neighbourhood through creating new products with four small shops. Over in To Kwa Wan, the creative spirit sparkles with **Making On Loft**, who harnessed the synergies of this fertile creative community in **'Creating as Usual – Cultural and Creative hang out in To Kwa Wan'**, bringing together old and new creative units to unleash the district's design potential.

To engage local audiences with global design events and inspirations, CityProg also launched the **'#WorldDesignMapper'** social media campaign, to celebrate designs from other countries and cultures from around the world.

培育創意就如栽花種草，在深耕潤雨下，往往能綻放出驚喜，帶來一番生機勃勃的氣象。構建一個充滿活力和創意的社區，將帶來多如繁花的好處——既可為社會創造正面改變、加強社群意識、賦能於人，更可結合及延伸社區的創造力，發掘更多可能性。

城區活動 2021 以設計起動社區，其中 **openground** 的「布社」深化了於城區活動 2019 時製作的深水埗「買料地圖」，加入紡織及配件配飾的商店資料，並聯同四間店舖運用布料進行創作，帶動社區的創意氛圍。位於土瓜灣的樂在製造則舉辦了「出土文物：土瓜灣文化造物出沒」，連結區內多個新舊創意單位，迸發創意火花，攜手釋放社區的設計潛力。

連串活動鼓勵公眾從設計角度出發，感受城市的千姿百態，重新探索不同社區的歷史及生活故事。城區活動更推出「**#WorldDesignMapper**」社交媒體系列，分享來自全球各地的精彩設計，帶領大家隨文字與圖像遊歷世界。

Messages from our creative partners

創意伙伴的話

Ms Johanna Karanko

Consulate General of Finland in Hong Kong and Macao

駐香港及澳門芬蘭總領事

What's Up Finland Week 2021 focuses on Innovation, Talent Acquisition and Cultural Collaboration between Finland and Hong Kong, and working with CityProg is a great way to expose events to the community. We hope that all participants enjoyed our two seminars and the art tour, and got a new insight into the themes we value.

What's Up Finland Week 2021 以芬蘭與香港之間的創新、人才引進和文化合作為重點，而與城區活動合作是一個與社區和更廣泛的受眾分享活動的好方法。我們希望所有參加者都喜歡我們的兩次研討會和藝術徒步之旅，並對我們重視的主題有新的見解。

Mr Per Augustsson

Consulate General of Sweden in Hong Kong

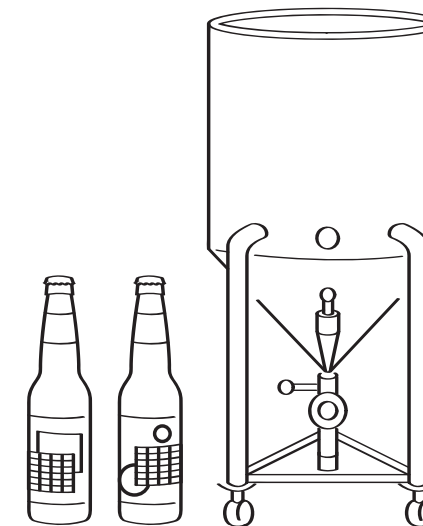
瑞典駐香港總領事館總領事

This was the second year for the Swedish Consulate to join BODW CityProg and an opportunity to launch our campaign 'A Taste of Sweden – Swedish Winter Edition'. Through CityProg we successfully created a platform for locals to experience Swedish food and lifestyle products by visiting different Swedish shops and restaurants in Hong Kong. We look forward to further collaboration with CityProg around events and activities related to green initiatives and sustainability!

這是瑞典領事館加入城區活動的第二年，也是一個舉行「A Taste of Sweden——愛上瑞典冬日」活動的機會。透過城區活動，我們成功為本地市民建立了一個平台，藉著到訪香港不同的瑞典商店和餐廳，體驗瑞典食品和生活產品。我們期待與城區活動進一步合作，舉辦環保和可持續發展相關的活動！

DESIGN × BUSINESS

設計 × 商業



Designing for Business Opportunities

設計開拓商機

Design matters to our lives, and the business value of design is immense beyond imagination. In Hong Kong, design helps solve many everyday problems that people face, and this results in good outcomes for business and the economy.

Taking a bottom-up approach, where smaller units unite to drive the business ecosystem forward, **Foody**, a restaurant and gathering space for local designers and creatives in Fo Tan, curated **'Made in Hong Kong 2.0'** to promote Hong Kong brands. A celebration of past and present designs, the event showcased emerging creatives and their works to the public, and created new business opportunities.

Across Hong Kong, vibrant initiatives by CityProg 2021's corporate partners also testify how design empowers businesses. **'The Ninja Villa'** by **D2 Place** and **LAWSGROUP** embodied the concept of CSV (Create Shared Value) and supported local creative talents and craftsmen. **'WeWeave 2021'** at **The Mills** fused together the elements of art, culture and music of Hong Kong's communities. The atrium at **Nina Mall** was transformed into a Finnish winter wonderland, along with a pop-up Christmas market for all to enjoy.

設計是生活中不可或缺的一環，其商業價值更遠超我們想像。作為解決許多日常生活問題的良方，設計能為我們開拓營商之路，帶動香港的經濟發展。

設計的世界海納百川，大大小小的企業都能投入其中。位處火炭的餐廳伙食工業是本地設計及創意人才的聚腳點，其推出的「香港製造 2.0」創意節連結多個小型企業，由下而上推動創意經濟發展，向大眾展示香港品牌的潛力。項目展示了過往及現今的本地設計，並介紹新進創意人才及其作品，在過程中創造新商機。

由城區活動 2021 伙伴舉辦的創意活動遍佈全港，處處可見以設計起動商業的豐碩成果。**D2 Place** 聯同羅氏集團呈獻「荔忍山莊」，體現「創造共享價值」的概念，支援本地創意人才及手工人。南豐紗廠舉辦的「WeWeave 編織生活節」，集藝術、文化及音樂元素於一身。如心廣場中庭化身成芬蘭冬日夢幻樂園，設有限定芬蘭聖誕市集，與眾同樂。

Messages from our creative partner

創意伙伴的話

Ms Sylvia Chung 鍾慧敏

Chief Business Impact Officer of Chinachem Group

華懋集團企業體驗總監

Chinachem Group fully supports CityProg. Apart from being the venue sponsor of the opening ceremony held at Central Market, the Finland Wonderland at Nina Mall's Nina Club was one of the Anchor Site Festivals. With Hong Kong Design Centre stepping into its 20th Anniversary, Chinachem Group will continue to support CityProg and strive to make a positive impact to the community by doing 'Business for Good'.

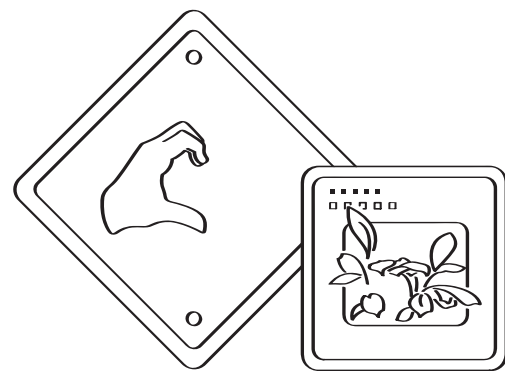
華懋集團全力支持城區活動，除為其於中環街市舉行的揭幕禮提供場地贊助外，位於如心廣場 Nina Club 的 Finland Wonderland 亦是主要伙伴場地創意節的項目。適逢香港設計中心踏入二十周年，華懋集團會繼續支持城區活動，藉以商為善的精神，為社會帶來正面及積極的影響。

DESIGN × SUSTAINABILITY

設計 × 可持續發展

A sustainable community addresses different human needs, from access to the basic necessities of life, health and wellbeing, economic opportunities, a welcome place to live, work and play, to environment and heritage conservation and many more. Design helps us preserve what is important to our communities, and ensure that adequate resources are available for future generations.

Partnering with CityProg 2021, **Thy Lab** investigated the evolution of local Chinese typography and signboards with **'Memory Lane 1921-2021'**. Thy Lane, a reclaimed back alley in Sham Shui Po, was turned into a living museum documenting this wonderful history. Another design-driven project, **'Signage Lab'**, was jointly presented by **Milk Design** and **Kennifstudio**. Adopting a design thinking approach, participants were invited to create signages that help enhance the wellbeing in the community. The discovery of the Bishop Hill Reservoir – and the desire to preserve our city's heritage – inspired **Orient Occident Atelier (OOA)**. They invited the public to reflect on the reservoir's value and potential through VR simulation in **'Between Hither and Hill - VR and the Bishop Hill Underground Service Reservoir'**.



Enhancing Wellbeing and Developing Sustainable Community

改善社會福祉及推動可持續社區

可持續社區能夠滿足人們的各種需求，涵蓋日常生活基本所需、健康與福祉、經濟機遇、工作及玩樂的環境，以及大自然與文物保育等。設計有助我們保留對社區重要的事物，並確保有充足的資源供下一代使用。

吳視聽實驗室 (Thy Lab) 與城區活動 2021 合作策劃「**Memory Lane 1921-2021**」項目，將深水埗一條看似不起眼的後巷改造成為「吳里」，以巷子博物館的形式展示「字體設計」和「香港招牌」的演變。由 **Milk Design** 及 **Kennifstudio** 合辦的「**街牌實驗室**」，邀請公眾運用設計思維創作街牌，體會如何以設計構建更美好的社區。主教山配水庫重見天日，啟發東西建築策劃「**浸入深水『保』——主教山配水庫保育與 VR 虛擬實境**」，以創新方式保育本地文化遺產。公眾可以透過虛擬實境技術一睹配水庫的風貌，同時探索其可能性和價值。

Messages from our creative partners

創意伙伴的話

Mr Magic Kwan & Mr Kenrick Wong
關鎮陞、黃君諾

Design Principals of OOA

OOA 東西建築共同創辦人

We joined CityProg for the first time this year and launched the 'Between Hither and Hill - VR and the Bishop Hill Underground Service Reservoir' to collect opinions about conservation from different stakeholders. We found that the bottom-up approach is effective in stimulating the public's creative thinking, leading to fruitful discussion on future directions for conservation.

我們在今年首次參與城區活動，舉辦了「浸入深水『保』——主教山配水庫保育與 VR 虛擬實境」，收集不同持份者就保育上的意見。我們發現這種由下而上的方式，能夠有效吸引公眾發揮創意，共同討論未來保育方向。

DESIGN × YOUTH

設計 × 年青力量

Empowering our Future Generations

培育未來新一代

Franklin Roosevelt once said: 'We cannot always build the future for our youth, but we can build our youth for the future'.

Design can unleash the boundless creativity of the young people of Hong Kong, and plays an important role in cultivating the city's creative ecosystem. CityProg 2021 organised **'Warehouse Playground – Creativity Ignition Lab' at The Warehouse Teenage Club** in the former Aberdeen Police Station, to celebrate the spirit of play. Participated youngsters are empowered to understand content through multiple perspectives and develop a sense of empathy. They turned the history of Aberdeen into some intriguing games for public enjoyment through a series of design thinking workshops.

In **'Gwaden – Made in Hong Kong'** by **2x2 Studio**, students were introduced to the fascinating techniques of traditional indigo textile dyeing. In addition to learning about sustainable materials, the youngsters gained practical knowledge on green design and living, and the time-consuming process provided valuable lessons on patience and perseverance. The dyed garments were later distributed to homeless people in Sham Shui Po, giving participants deeper insights into the importance of giving back to their communities.



富蘭克林·羅斯福曾說：「我們不能總是為年青人構建未來，但我們能為了未來培育新一代。」

設計可以引領年輕一代發揮無限創意，推動香港創意生態發展。為了播下設計和創意的種子，城區活動 2021 為年輕人策劃了各式各樣的活動，傳授設計知識及設計思維技巧。以舊香港仔警署為基地的蒲窩青少年中心籌劃了「**蒲窩遊樂場——創意引爆實驗**」，賦能參與活動的青少去理解多元的想法、發揮同理心，更透過設計思維工作坊，創作了多個糅合香港仔漁村歷史故事元素的遊戲，與眾同樂。

二次坊則展開「**瓜瓜部屋：香港製造**」項目，讓同學們認識藍染這門傳統工藝，以及當中運用的可持續材料，從而了解綠色設計及生活概念。藍染製作過程絕不輕鬆，有助培養年輕參加者的耐性和毅力。同學們完成藍染布藝作品後，更親手將其贈予深水埗的無家者，實踐「取之社區，用之社區」的精神。

Messages from our creative partner

創意伙伴的話

Mr Wan Cho-Leong
溫祖亮

Unit-in-charge of The HKFYG
Tsuen Wan Youth S.P.O.T.香港青年協會荃灣青年空間
單位主任

CityProg connects the community with design thinking, encouraging the youth to explore the possibilities of play in Tsuen Wan with a range of design mediums.

城區活動將設計思維與社區連結，讓青年利用不同設計媒介去探索荃灣區內更多的玩樂可能性。

CREATING FOUNDATIONS FOR FUTURE DESIGNERS

成就未來設計師 奠下創意根基

HKDC's 20th Anniversary
Special Initiative – Design In Action

香港設計中心二十周年特別企劃 —— 設計好改變

To excite the imaginations of the next generation of young designers by bringing design concepts and practices to life, Design In Action provided a wonderful opportunity for 200 students from more than 20 tertiary, secondary and primary schools to experience the industry up close. Under the concept of 'Business for Good', Design In Action brought together more than 40 companies and launched two projects – Design Explorer and OpenHouse!HK as part of HKDC's 20th anniversary special initiative, and CityProg 2021's concurrent programme.

Design In Action utilised these companies' resources and professional knowledge for Creating Shared Value, giving the youngsters invaluable industry-insider awareness of design practices, and laying the early foundations for future careers in the design world. Participating companies included supercar brand Lamborghini, world-renowned lighting designer Tino Kwan, leading architecture firm James Law Cybertecture, local venture philanthropic organisation Social Ventures Hong Kong, and more.



② James Law Cybertecture brought the Design Explorer students outdoors for a visit to the group's famous OPod 1. 科建國際集團帶領「設計探索號」的學生走到戶外，參觀集團著名的「水管屋」示範單位。

為激發未來年輕設計師的想像力，學習如何實踐設計理念和掌握實戰技巧，「設計好改變」為分別來自 20 多間大、中、小學的近 200 名學生，帶來深入了解設計行業的良機。作為香港設計中心二十周年特別企劃及「設計營商周城區活動 2021」同期項目，「設計好改變」推動「以商為善」的理念，成功召集逾 40 間本地設計企業，並推出「設計探索號」和「HK! 設計開放日」兩個項目。

「設計好改變」運用各界創意伙伴的資源和專業知識創造共享價值，與年輕一代分享寶貴的行業知識及工作日常，為有志投身設計界的學生盡早裝備自己。參與企業包括超級跑車品牌林寶堅尼、世界知名燈光設計師關永權、享譽建築界的科建國際集團，以及本地創投慈善機構香港社會創投基金等。



① Tino led OpenHouse!HK's participating students to a Japanese restaurant featuring his works and shared his insights with the group.

Tino 帶領「HK! 設計開放日」同學們參觀一間他參與設計的日本餐廳並作分享。



③ Lamborghini Hong Kong led a group of OpenHouse!HK's participating students to visit the brand's showroom. 林寶堅尼香港帶領一眾參與「HK! 設計開放日」的大專學生參觀品牌展示廳。

I hope that these types of initiatives will help young people understand the complexities of society and the many stakeholders who are involved in it. They can use the power of design to make the world a better place, and become the driving force for it in the future.

我希望通過更多這類型活動，讓年輕人接觸並明白到社會的複雜性，其中牽涉到的眾多持份者，發現原來通過設計，自己可以發揮出令世界變得更美好的力量，勇敢作出不同嘗試，成為帶動未來向前邁進的動力。

Mr James Law
羅發禮

Founder and Chairman of Cybertecture
International Group Limited
科建國際集團有限公司創辦人及主席

The most important thing is to make design thinking a habit, and to begin to 'see more'. After meeting with me, many people have developed the habit of looking up at the lights as soon as they enter a room. Look more, and slowly, and you will deepen your appreciation of the beauty of design.

最重要是「睇多啲」，把設計融入習慣。不少人和我接觸完後，都養成一入室內就先抬頭觀察燈光的習慣。多看，慢慢地，就會培養出美感。

Mr Tino Kwan
關永權

Design Director of Tino Kwan
Lighting Consultants
關永權燈光設計有限公司設計總監



When we talk about Chinese clothing, traditional Qipao and Tang Costume are the first things that come to mind. The visit made me realise that it's possible to reimagine traditional Chinese clothing with contemporary fabric like denim, which inspired me to make bolder choices and breakthroughs in my designs going forward.

開初時，談到中式時裝和服裝，第一時間想到的便是傳統的旗袍、唐裝等，配上一些中式的圖案式樣。但是在探訪後，見到用牛仔布製作的新穎飾品和中式衣服，才意識到原來可以這樣做衣服，並且讓我以後在設計時敢於去嘗試更多的突破。

Fu Chi Yan
符之欣

Student of Our Lady of the Rosary College,
Participant of 'Design Explorer' Sessions
聖母玫瑰書院學生，「設計探索號」活動參加者

From the workshop I learned that design thinking can actually help improve living conditions for people. Designers have a special role to play - they design new houses, clothes, interiors, fashion garments, advertisements, brand image, which can all contribute to the betterment of society.

我在這次活動中明白到設計思維能在日常生活中幫助一些居住環境不佳的人。設計師其實很特別，因為他們設計一些新的房屋、衣服、室內、時裝、廣告、形象，各自能貢獻社會。

Tam Hoi Yan
譚愷昕

Student of Buddhist Tai Hung College,
Participant of 'Design 101' Design Thinking
Workshops hosted by CityProg and Unleash!
佛教大雄中學學生，城區活動×Unleash!
設計 101：設計思維工作坊參加者

About Design Spectrum

Design Spectrum is a living showcase of work by some of the most talented designers from Hong Kong and different regions around the world. A pilot initiative of HKDC to promote the appreciation of how design can improve lives and bring communities together, this vibrant and welcoming space is housed in a cluster of refurbished pre-war historic buildings at 7 Mallory Street, Wan Chai. Since its opening, this exhibition venue has become a site where designers can share their stories and conversations with the general public.

關於設計光譜

設計光譜是香港設計中心的一項先導計劃，推動大眾社會了解及欣賞設計如何改善生活，凝聚社區。設計光譜設於灣仔茂蘿街7號一個被評為二級活化歷史建築的戰前樓宇內，定期展出香港以至世界不同地區一眾才華設計師的作品；自開幕以來，這個展覽場地已成為設計師分享故事，與公眾對話的地方。

Nurturing Local Creative Talents, Promoting a Flourishing Design Thinking Culture

培育本地創意人才，推廣設計思維文化

Design weaves together the fabrics and textures of a community, its activities, traditions, and most importantly, its people. Design is a form of communication, and designers 'speak' to their audiences by creating works that express a hope, an idea, or a question that sparks a discussion.

設計有如一針一線，與社會緊密交織，將其活動、其傳統，以及最為重要的——大眾，統統連繫起來。設計是一種溝通模式，設計師通過他們的作品向大眾「說話」，表達一個希望、一個意念，又或是一個能夠引發討論的問題。

A Tribute to Our Future Selves: 'Brand New Youth' Exhibition 向「未來的我們」致敬： 【後。生】設計展覽



The life expectancy of people in Hong Kong has steadily increased over the last 50 years or so, and since 2010, women and men in Hong Kong have topped global life expectancy rankings. But, at a personal level, what does that mean? Is living longer, growing old or managing the challenges of older age something we need to better manage?

'Brand New Youth' was an exhibition that celebrated the lives of the elder generation through thought-provoking zones, tours and workshops that invite interaction and empathy around the process of ageing. Visitors got the opportunity to revisit traditional stores and classic cinemas from a time that was once familiar to many older Hong Kong people, listen to stories from artisans and craftspeople, as well as participate in activities designed to provide immersive experiences into the lives of the elderly.



在過去 50 多年，香港人的預期壽命穩步增長，而自 2010 年以來，香港的女性和男性在全球預期壽命排名上一直名列前茅。然而，對個人來說，這意味著什麼？我們是否需要更好地應對人口老化以及其帶來的挑戰呢？

【後。生】設計展覽運用富啟發性的互動形式策劃了不同展區、導賞團及工作坊，讓參觀者體驗長者生活的挑戰。參觀者更可回顧許多老一輩香港人熟悉的傳統商店及舊式戲院、聆聽工匠和手工藝者的故事，並參與沉浸式體驗活動，了解長者的生活。

Curator 策展人
OHMYKIDS

Co-Curator 聯合策展人
Littleurbanmountain Design 小市山設計

Exhibition Date 展覽日期
13.5.2021 — 18.7.2021



The exhibition featured a showcase of more than 30 products designed for people in their later years. Visitors are encouraged to take part in informative and educational activities including traditional Chinese bib-making workshops, which demonstrated how innovative products can address special needs when it comes to clothing. Led by Mrs Keung, founder of Rhys, which produces care clothing that preserves dignity and hope for the elderly or disabled people, the workshop created awareness of how love and respect can be infused into design. A commissioned work 'Beat of Table and Stool' also illustrated the importance of staying curious about life and the world as we age.



展覽另外展示了超過 30 款專為長者設計的產品，還提供一連串既精彩又極具教育意義的公眾活動，包括唐裝旗袍飲食圍巾工作坊，充份展示服裝創新如何配合用家的特殊需要。工作坊由睿程創辦人姜太主持，為長者及殘疾人士製作康復服裝，強調將愛與尊重融入特製衣物設計，讓他們得到應有的尊嚴與希望。而展覽的委約作品《拍檯拍凳》則說明了隨著年齡增長，保持對世界對人生的好奇仍然非常重要。



Happy people enjoy better health, exhibit more creativity and perform better at work, with positive impacts on their self-development as well as their communities. Many designers have tried to create a connection between happiness and their work. But how does good design inspire happiness? Martin Seligman, the father of positive psychology, proposed a scientific theory which suggests a formula of Positive Emotions, Engagement, Relationships, Meaning and Accomplishment to achieve happiness. So from this perspective, 'Delightful Design' is a distillation of works that explore the question around the contexts of 'sense', 'mind', 'ideology' and 'social'.

More than 30 works by outstanding local and global designers from around the world ignited dialogues on how design can inspire and sustain happiness, from individual to societal levels. The interactive installation 'In The Wild', represents how everyone can contribute and participate towards a collective happiness. People choose their own definition of happiness by folding a colourful four-leaf clover, which they then add to a collection of other four-leaf clovers hung from the ceiling, illustrating a simple yet powerful statement of how happiness can be preserved, shared and spread. The exhibition also included multisensory workshops, sharing sessions and a community trip that fired participants' imagination on what it means to be truly happy.

快樂的人通常有更好的健康、工作效率更佳、創意能力更高，有助促進個人和群體發展。不少設計師均嘗試將設計連結快樂，但好的設計如何帶來快樂呢？正向心理學之父 Martin Seligman 提出一個科學理論，指出如何藉由正向情緒、投入感、人際關係、人生意義及成就感出發，從而實現快樂。「給快樂的設計」展覽因此從這個理論角度來進行探索，向大眾展示對快樂世界的追求，並以四大面向展述，包括「感官」、「心靈」、「意識形態」和「社會關懷」。

展覽共有 30 多件來自本地及全球各地設計師的優秀作品，從個人層面到社會層面，探討設計如何啟迪及導向長久快樂。展覽的大型藝術互動裝置「山野漫瀟」，讓每個人親身參與集體快樂創作：參加者組裝屬於自己的四色四葉草，將其掛上大型裝置並成為作品的一部分。整個設計以簡單而有力的表達方法，告訴人們如何保存、分享和傳播快樂。展覽還包括感官體驗工作坊、分享會和社區探索活動，激發參加者對真正快樂的想像。



Visit the 'Delightful Design' 360° Virtual Exhibition online
瀏覽「給快樂的設計」360 度虛擬展覽

Can we design a happy life? 'Delightful Design' Exhibition 快樂人生可設計嗎？看看「給快樂的設計」展覽

Curator 策展人：
Lee Chi-Wing 李志榮先生
(Founder & Design Director, Milk Design)
(Milk Design 創辦人兼設計總監)

Exhibition Date 展覽日期
6.12.2021 — 31.3.2022



Sense 感官



Ideology 意識形態



Mind 心靈



Social 社會關懷

DS SHOP

到訪設計光譜的人士更可到 DS Shop 觀覽一系列精選家居生活用品及潮流時尚配飾。DS Shop 為香港設計中心旗下培育計劃的一眾新晉本地創意人才、「DFA 設計獎」得獎者提供一個產品銷售的商業平台，從而提倡大眾欣賞本土優秀設計。店內的设计商品琳瑯滿目，它們都蘊含豐富創意和想像力，絕對讓你感嘆設計的奧妙！



Enliven Your Life with Creative Designs 從設計出發，點亮多彩生活

Visitors to Design Spectrum can check out DS Shop, a curated collection of contemporary homeware, living accessories and chic fashion apparel. By offering local creative talents from HKDC's incubation programmes and DFA winners a business platform to sell their products, DS Shop champions the appreciation of good design in Hong Kong. The shop welcomes visitors with a wide array of items updated with creative, original twists that are sure to brighten any day!



1

Evereon Replaceable Plastic Umbrella
Evereon
可換傘面雨傘

A colourful, flexible, yet durable, wind-resistant umbrella with a replaceable fabric canopy and a uniquely-shaped handle for a firm grip.

雨傘色彩豐富，防風耐用，其傘面為可替換設計，形狀獨特的握柄亦方便握穩。

Ca et la International Co., Ltd.



2

Moonrise Mug

The item that launched the Moonrise collection, this exquisite mug has clean lines, subtle rim detail and a gracefully curved handle.

這款精緻的杯子是 Moonrise 系列首個推出的產品，設計線條簡潔、邊緣細節精緻，弧形手柄曲線優雅，別具魅力。

HAMA Pottery



3

The Lingering Scent of Home
家的餘香

Five natural essential oils are diffused through knotted reeds to subtly infuse the air with the pleasant scents of home.

由五種天然精油混合而成的繩結家居香薰，能為空氣中增添家的宜人氣味。

ZOEE Limited



4

The Mills Green Stool
沙廠綠標仔

Woodboard pieces, hung to create a giant floating Christmas tree at The Mills in 2020, have been repurposed as durable items of furniture, with delightful results.

2020年，南豐紗廠曾掛起一棵由不同的回收木板砌成的巨型懸浮聖誕樹，展出完結後木材再度升級改造成耐用的家具，效果理想。

The Right Stuff Company 有料事務所



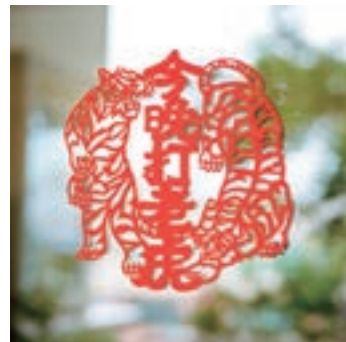
5

Oh! T™

Oh! T™ is a patent-pending 3-in-1 tea strainer with a magnetic lid that lets drinkers adjust brew strengths by moving the infuser up or down.

Oh! T™ 是一款正在申請專利的3合1濾茶器，其磁吸式杯蓋讓用戶隔著玻璃上下控制濾茶球，從而控制茶的濃淡沖泡。

Pong Company Limited



6

Comment Allez-Vous
今晚打老虎

Paper decorations designed for the Year of the Tiger, these intricate paper-cuts are hand-composed by local craftspeople, then reproduced individually with a Cricut blade-cutting machine.

這個為虎年設計的精緻剪紙裝飾由本地設計師以人手製作，再由 Cricut 裁切機逐張複製而成。

Tsaoao Design

04

Discourse to Co-learning 共學 × 共進

- 1 Institute of Design Knowledge
設計知識學院
- 2 UNLEASH! Empowered by
Design Thinking
設計思維 無限可能

DIVERGENCE

A Design Thinking Game Kit

Can we learn design thinking through play? **Divergence** is a fun and stimulating game kit that challenges teams on their quick thinking and storytelling skills. Designed by IDK for professionals and young learners, Divergence helps players unleash their imaginations and quickly grasp the process of how innovation works through friendly rounds of gameplay.

寓學習設計思維於玩樂，有何不可？設計知識學院推出的遊戲套裝 Divergence，讓團隊發揮快速思考力和敘事技巧，有趣刺激。這套工具專為專業人士及年輕學習者而設，助玩家透過節奏明快的對戰遊戲釋放創意，並輕鬆掌握創新思考的流程。



A print-and-play version of Divergence is downloadable here
掃描二維碼下載體驗 Divergence



'Divergence is very interesting and inspires innovative thinking. I look forward to applying it across different subjects.'

「Divergence 的設計充滿趣味，啟發創新思維，我希望能把它靈活應用於不同學科當中。」

Secondary School Vice Principal
中學助理校長

'It was amazing to see how design thinking could be experienced through games. Having to think quickly gives me more confidence in teaching and leading students to discover their own creativity.'

「沒想過可以用遊戲方式體驗設計思維，當中的快速思考體驗，讓我更有信心在教學中引領學生發揮創意。」

Secondary School Teacher
中學老師



DESIGN THINKING, CREATIVITY, AND INNOVATION A PERSPECTIVE FROM MICRO TO MACRO

宏觀細察：
設計思維、創意與創新

Design thinking is an approach concerned with solving problems in a creative and collaborative way through design, which seeks to identify the real problem and arrive at the 'best fit' solution for all stakeholders. The design thinking process involves **discovering** human needs, **defining** a design problem, **developing** possible solutions, then **delivering** the best solution.

設計思維是一種驅動集體創意的解難方法，透過設計去找出真正要解決的問題，並為所有持份者制定出最合適的解決方案。過程包括探索人的需求、定義設計問題、構想可能方案，然後執行最佳解決方案。

'Thinking about design is hard, but not thinking about it can be disastrous'

— Ralph Caplan, design essayist, professor and consultant

「思考設計固然困難，
但不思考設計或會帶來災難性的後果」

—— 散文作家、教授兼設計顧問 Ralph Caplan

To highlight how design thinking and its applications have brought about positive changes in many sectors such as social welfare, education, and business, **Institute of Design Knowledge (IDK)** has produced a total of 16 inspiring case stories of design thinking-led innovation. They feature local innovators such as **Dr Angelina Lo**, Founder of CreativeKids; **Comma Leung**, Founder of Mosi Mosi Lab; **Tracy Chan**, Executive Director of Ednovators; and **Donald Choi**, Executive Director and CEO of ChinaChem Group.



A good plan today may not work tomorrow—but design thinking is a valuable tool that helps people navigate the future. The Design Thinking Online Workshop Series aims to help business leaders, entrepreneurs and fresh graduates learn to put design thinking in practice. **Buckle Up! Be a Design Thinker** introduces design thinking and its basic concepts and common tools for everyday work. **Get Your Crews On-Board** inspires managers with team-building skills that encourage inputs from all team members, in order to capitalise on the strengths of a diverse team and spur innovation. **Connect to the World** helps strategic decision-makers to come up with game-changing ideas and bring them to life.

Real-World Insights,
Inspiring Stories
應用實例 創新故事

IDK's Design Thinking Online
Workshop Series: Designing
Human-Centred Futures
設計知識學院設計思維
網上工作坊：
「人為本·思想家」

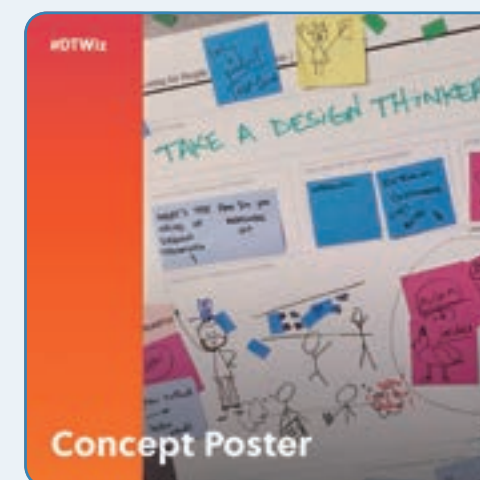
設計知識學院呈獻 16 個設計思維創新故事，展現設計思維加上應用實踐，為社創、教育與商界等多個範疇所帶來的正面改變，極具啟發性。故事主角包括奇極創作室創辦人徐羅國彥博士、無事無事研究所創辦人梁雯蕙、教育燃新執行總監陳燕妮，以及華懋集團執行董事兼行政總裁蔡宏興等本地創新先鋒。



Scan the QR code to watch their inspiring videos and read the full articles.
掃描二維碼，收看短片及細讀足篇文章。



計劃有時趕不上變化，而運用設計思維能有助規劃未來的路線圖。無論是團隊領袖、創業家或是社會新鮮人，皆可透過「人為本·思想家」設計思維網上工作坊，了解如何活用設計思維。「Buckle Up! Be a Design Thinker」介紹設計思維基本概念及適用於日常工作的工具；「Get Your Crews On-Board」讓管理層掌握凝聚團隊的技巧，以鼓勵全體成員投入參與及發揮所長，成就多元創新；「Connect to the World」則有助決策者開創突破性的想法，並付諸實行。



**Design Thinking Knowledge Base:
Learning About Design Thinking
for Everyday Work and Life**

At HKDC, we see an increasing demand from professionals and executives for design knowledge and skills to help them innovate and adapt to change. The IDK Knowledge Base is a publicly accessible collection of bite-sized 'nuggets' of design thinking wisdom from successful creative thinkers and real-life cases. It celebrates the benefits and guides people towards the thinking process, and helps people learn and understand more about this approach. Follow IDK's Design Thinking Knowledge Base on Instagram and Facebook.

**Design Thinking Knowledge Base:
學習適用於日常工作及生活的設計思維**

香港設計中心有見越來越多專業人士及行政人員希望對設計加深認識，掌握箇中技巧，以謀求創新及應對變化；因此推出 Design Thinking Knowledge Base，匯聚創意思維專家的成功經驗及真實案例，向公眾分享設計思維的小知識與大智慧。內容簡明扼要，引導思考，讓大眾了解設計思維的好處，從中學習並更深入認識這種思維模式。追蹤設計知識學院的 Facebook 和 Instagram，緊貼 Design Thinking Knowledge Base 最新消息。

How can professionals, academics, and everyone else learn and benefit from this collaborative problem-solving approach that can be applied across many diverse aspects of their life, work and study? IDK also organises bespoke training workshops! Through engaging, facilitated sessions, participants are guided through the processes and tools of design thinking tailored to their specific needs, such as some recent workshops we conducted for the Jockey Club School of Public Health and Primary Care of the Chinese University of Hong Kong, the Sino Group, etc. Another training workshop on social innovation was delivered for the Good Seed programme organised by the Jockey Club Design Institute for Social Innovation (J.C. DISI) at the Hong Kong Polytechnic University, aimed to cultivate young people with design thinking knowledge and skills to ideate creative solutions and drive social innovations. We also ran workshops for Ednovators, a Hong Kong educational charity, where we introduced our Divergence game kit to inspire educators to instil design thinking in students' learning journey.



IDK's Bespoke Design Thinking Training Workshops
設計知識學院
專題設計思維工作坊

從事專業工作、教育或其他行業的人士，可如何學習這種集體解難方式，並應用於生活、工作和學習等各個層面？度身訂造的設計知識學院設計思維工作坊便是不二之選！工作坊內容按參加者的需要而設計，透過別出心裁的輔引活動，逐步教授設計思維過程和必需工具，例子包括為香港中文大學賽馬會公共衛生及基層醫療學院及信和集團舉辦的工作坊。另一個是為香港理工大學賽馬會社會創新設計院好善社設計的社創工作坊，旨在培育年輕人學習設計思維的知識和技巧，以構思創新方案，推動社創。而在慈善教學機構教育燃新的工作坊中，我們向教育工作者介紹設計遊戲工具套裝「Divergence」，以啟迪他們將設計思維融入教學過程。



REIMAGINING AN EVERYDAY AMENITY WITH TOILET TELLS: REDISCOVER PUBLIC TOILET PROGRAMME

重新想像日常便利設施
「請廁教：香港公廁再發現」

公廁與設計，聽上去似乎不太相關。公廁是人們基本所需的設施，但這並不代表沒有提升服務質素的空間。公眾設計思維工作坊「請廁教：香港公廁再發現」從嶄新角度出發，重新構想公廁這種社區設施，並提出有利社會不同持份者的改善方案。香港設計中心作為項目的設計思維諮詢顧問，支援整個設計過程，並與設計思維顧問一口設計工作室合作，於2021-22年度為食物環境衛生署和建築署舉辦八節工作坊。「請廁教」由四個階段組成，包括探索、定義、構想和執行，讓公眾和不同界別的人士參與，分享對公廁的見解和意見，構思切合不同用家需要的人本設計，並為提升服務規劃路線圖及制定設計原則，邁向創新未來。

Most people hardly associate public toilets with design – they are a basic amenity meeting an everyday need. But that doesn't mean there is no room for improving its services. A public design thinking programme, **Toilet Tells: Rediscover Public Toilets** sought to reimagine this social amenity from new perspectives, and develop improvements that benefit different community stakeholders. As the Design Thinking Advisor for the programme, Hong Kong Design Centre supported the design process and collaborated with the project's Design Thinking Consultant, One Bite Design Studio, to deliver eight workshops for the Food and Environmental Hygiene Department and Architectural Services Department in 2021-22. The programme was organised in four stages: Discover, Define, Develop and Deliver, where participants from different sectors and members of the public provided their insights and opinions to achieve more human-centric designs to meet different users' needs, as well as creating roadmaps and design principles for future service innovations.

The exchange of ideas with end-users in the design process has helped the workshop participants to generate user-friendly proposals.
設計過程中，能夠和用家交流意見，令工作坊參加者提出的方案都十分切合用家所需。

Wheelchair User 輪椅用家

Workshop participants talked about how a good public toilet should give the users the confidence to enter and leave clean. This will become my vision in providing public toilet service to the general public.

工作坊參加者提到好的公廁應令用家有『我有信心乾淨去、乾淨出番去』的信心，這將成為我為市民大眾提供公廁服務的理念。

**'Toilet Tells' Project Work Group
「請廁教」項目工作小組**

Proposals from participants cover more than basic needs, demonstrating a sense of stakeholder empathy.

參加者的方案遠比基本所需更為深入，體現了對持份者的同理心。

**Dr Brian Lee, Associate Professor, School of Design,
The Hong Kong Polytechnic University
香港理工大學設計學院副教授李宇軒博士**

By putting people first, designers can build solutions that address the real needs of multiple stakeholders from customers, employees and suppliers to people in the wider community. New feedback and insights gained during the process of design thinking help guide innovative solutions and future improvements. Covering four key areas: Business, Education, Society and New Frontiers, **Unleash! Empowered by Design Thinking** is a programme that helps present design thinking as a valuable skill that enriches the problem-solving capabilities of the next generation.



Co-Creating A Shared Vision in Design Thinking

運用設計思維 共創共同理念

設計師本着以人為本的精神，可以構建針對不同持份者實際需要的方案，當中包括顧客、僱員、供應商及至普羅大眾。設計思維過程中所收集的新意見及洞見，有助發展創新方案和促進持續發展。「Unleash! 設計思維·無限可能」涵蓋商業、教育、社會及新趨勢四大範疇，展示設計思維作為新世代的重要技能，如何有助提升解難能力。

1

Learning and Teaching Expo 2021 –
Crafting a Student-Centred Future
「學與教博覽」2021—
締造以學生為本的創意教學未來

School closures during the Covid-19 pandemic and the need for online learning caused a certain level of 'disconnect' between teachers and students. The Unleash! forum was held at the Learning & Teaching Expo 2021 to explore ideas on how to promote students' mental wellness and support their learning by empowering design thinking in education. Unleash! also organised interactive workshops that covered techniques for applying the approach in a school setting, which explored the merits of project-based learning that incorporates human-centric problem-solving elements. Teachers learned how to support and encourage students' individual learning styles, and to ensure that they can reach their full potential.

新冠肺炎疫情肆虐，學校關閉令網上學習的需求大增，師生被屏幕所分隔。「Unleash! 教育工作者論壇」於「學與教博覽」2021 期間舉辦，討論如何在教學中加強實踐設計思維，促進學生的心理健康，並為他們提供學習支援。Unleash! 亦舉辦一系列互動工作坊，分享將設計思維融入教學的技巧，並探討人本解難方法應用於專題研習的好處。教師從中了解到如何支援學習模式各異的學生、因材施教、協助學生充分發展潛能。

2

Train-The-Facilitator Programme
輔引師訓練課程



Skilled facilitators are paramount in enabling the outcomes of the design thinking process, creating a safe and inclusive space for everyone in the room, while helping them identify pain points, effectively address key challenges, and develop the skills for solving problems creatively. Stemming from the need to build the capacity for design thinking in organisations and groom innovative future leaders, the Unleash! Train-The-Facilitator programme takes a deep dive to the core competencies outlined by the International Association of Facilitators. Through hybrid sessions combined with virtual small-group coaching, participants were given real-life practices on what facilitation entails, and also the tools and tips on how to deploy their new skills.

要確保在設計思維過程中取得成果，專業輔引師的角色舉足輕重，不但為參加者營造舒適及共融的空間，更能協助找出痛點、有效應對主要障礙，以創意方式解決問題。「Unleash! 輔引師訓練課程」深入探討由國際促進員協會所羅列的核心能力，以回應不同機構對增強設計思維能力的需要，並培育未來的創新領袖。透過混合模式課程與網上小組輔導，學員可實踐各種輔引技巧，認識有助運用新技能的工具和竅門。

3

Starting Students on Their Design
Thinking Journey: Design In Action ×
Unleash! Design 101 Design Thinking
Workshops
助學生展開設計思維之旅：
「設計好改變」聯乘 Unleash! 設計
101 設計思維工作坊



Equipping students with the skills for empathy, creative problem solving, and other key competencies gives them a great head start for the future. A collaboration between Unleash! and Design In Action, a concurrent programme of BODW City Programme – which aims to stimulate students' interest in design – these design thinking workshops enhance HKDC's public mission to promote design thinking to student communities. Through games and discussions, more than 70 students from primary and secondary schools who participated in Design Explorer, a design career discovery programme under Design In Action, learned to solve problems for simulated users using design thinking. Primary students designed a life planning app; while the secondary students looked at the problems around subdivided flats in Hong Kong and came up with suggestions to relieve the needs of households. Design is a goal-oriented creation process – and we are excited to see the impacts on the younger generation who can 'unleash' design thinking!

要為未來鋪路，學生應培養同理心，兼具創意解難技巧及其他關鍵能力。Unleash! 與設計營商周城區活動同期計劃「設計好改變」合辦設計思維工作坊，旨在激發學生對設計的興趣，進一步實踐香港設計中心推動學生群體運用設計思維的公共使命。超過 70 名的中小學生參加「設計好改變」旗下設計職業探索之旅「設計探索號」，透過遊戲和討論，學習用設計思維為模擬用戶解決問題。來自小學的學員設計了一款人生規劃應用程式，而中學生則探討香港劏房相關問題，提出緩解住戶需要的建議方案。設計是一個目標導向的創作過程，我們期待年輕一代能善用設計思維，帶來改變！

Design Digest — Stay in the Know!

設計二三事——你該知道的大小事

Apart from its key programmes, HKDC also presents a kaleidoscope of engaging and informative activities, events and resources for anyone who is interested in design, some with different partners during Business of Design Week (BODW) in November and December. Radio interviews featuring industry forerunners, design-inspired forums, exhibitions and festivals, an online designers directory, collectible design publications – our outreach activities are aimed at igniting imaginations and encouraging everyone to appreciate design for its power in enhancing our living and wellbeing. Through these different media, we hope to bring design thinking into peoples' everyday lives. So what have we been up to this year? Read on and find out!

除了籌辦各式重點項目，香港設計中心亦為一眾設計愛好者帶來一系列內容豐富的设计活動及資源，當中包括於11月至12月「设计營商周」與不同合作伙伴舉行的同期活動。我們的外展活動涵蓋專訪業界先驅的電台節目、設計論壇、展覽及設計節、網上香港設計師指南，以及值得珍藏的设计書刊，旨在啟發你的創意想像，鼓勵大眾欣賞設計在改善生活福祉方面發揮的力量。我們希望透過不同的媒介，將設計思維帶入日常生活之中。

Media Publicity 傳媒推廣

Metro Radio Programme -
Good Life Good Design
新城知訊台節目——生活就是設計



Tune in to all the buzz on current topics from Hong Kong's creative trailblazers on 'Good Life Good Design', radio segment that airs once every two months on MetroInfo FM99.7, Metro Radio's 'Doors to the World' programme. First launched in 2017 and co-hosted by HKDC and Metro Radio, this inspirational radio segment has introduced two new seasons 'Creative Crossovers' and 'Creative Tech' to enlighten listeners on what design can do. If you missed some of the episodes, don't worry! You can still read how their designs have shaped the creative scene in books we published in association with Joint Publishing.

收聽新城知訊台 FM99.7《世界隨意門》每兩個月一次播放的「生活就是設計」環節，投入香港設計精英暢談的设计熱話。環節於2017年首播，由香港設計中心及新城知訊台聯合主持，最新兩季的主題是「Creative Crossovers」及「Creative Tech」，讓聽眾感受设计的價值所在，別具啟發性。若你錯過某些環節也不用失望，可透過香港設計中心與三聯書店聯合出版的書刊，了解受訪設計師的作品如何塑造創作圈的格局。

Design Thinking Column in Graphic Arts
Association of Hong Kong Bulletin
設計思維專欄連載香港印藝學會印藝月刊



If you feel like you've heard a lot about design thinking but don't know what it's really about, you can read up on it in GAAHK's monthly magazine. HKDC contributed a series of articles on design thinking to provide a gentle introduction to this trending topic with interesting real-life examples. Co-authored by Prof. Yim, Chairman of HKDC and Institute of Design Knowledge (IDK), it was published in print and online in GAAHK's monthly bulletin from February to July 2022. Readers are welcome to explore this win-win approach to innovation, while also learning more about graphic design.

如果你覺得设计思維既熟悉又陌生，快快翻閱香港印藝學會印藝月刊。月刊收錄香港設計中心一系列有關设计思維的文章，透過有趣的真實例子，讓你輕鬆掌握這個熱話的入門知識。專欄由香港設計中心主席嚴志明教授及设计知識學院合著，刊載於香港印藝學會印藝月刊2022年2月至7月份的印刷版及網上版。讀者可一邊探索這種雙贏的創新思維方式，同時學習更多關於平面设计的知識。

BODW 2021 Concurrent Events BODW 同期活動

DesignInspire 2021
創意设计博覽 2021



● **Organiser 主辦單位**
Hong Kong Trade Development Council
香港貿易發展局

● **When and where 時期及地點**
Year-round hybrid promotional programme
全年線上線下推廣活動

DesignInspire 2021 has transformed into a year-round creative campaign with comprehensive online-to-offline programmes, featuring designers and projects from all over the world through diversified channels. In the HKDC pavilion at DesignInspire ONLINE, you can explore creative works by Hong Kong designers from our Design Incubation Programme, Fashion Incubation Programme and DFA Awards. Plus: Get all the latest info on HKDC programmes and activities you can get involved with, such as Business of Design Week, Design Spectrum and BODW City Programme.

DesignInspire 已升級成為全年推廣活動，並透過全面的線上線下展示平台，從多個渠道推廣國際設計師及項目。香港設計中心在 DesignInspire ONLINE 設有線上展館，讓你細賞來自設計創業培育計劃、時裝創業培育計劃及 DFA 設計獎的本地設計師傑作，更可獲悉香港設計中心的計劃及活動，包括设计營商周、设计光譜及设计營商周城區活動，齊來參與及釋放創意。

deTour 2021



● **Organiser 主辦單位**
PMQ 元創方

● **When and where 時期及地點**
26 Nov - 12 Dec 2021, hybrid event
2021年11月26日至12月12日，線上線下融合活動

Each year, running concurrently with Business of Design Week (BODW), deTour celebrates the works and ideas of local and overseas designers and creative talents. With the theme of 'Use(fu)less', the 2021 deTour festival staged four main sections of exhibitions with 37 workshops and 12 design dialogues happening simultaneously online and on-ground. It's a not-to-be-missed event for the public as well as design professionals to rethink the fundamental functions of design – so see you at the next deTour!

deTour 每年與设计營商周同期舉行，展示本地乃至國際設計師及創意人才的作品，綻放巧思妙想。deTour 2021以「有(冇)用」為主題，合共舉辦四大展區主題展覽、37場工作坊，以及12場同步直播的實體设计講座。不論是市民大眾或是设计專才，deTour 都是不容錯過的活動，讓大家重新思考设计的功能。下一場 deTour 我們再見！

Business of IP Asia Forum
(BIP Asia Forum) 2021
亞洲知識產權營商論壇 2021



● **Organiser 主辦單位**
HKSAR Government, Hong Kong Trade Development Council, Hong Kong Design Centre
香港特區政府、香港貿易發展局及香港設計中心

● **When and where 時期及地點**
2-3 Dec 2021, online forum
2021年12月2至3日，線上論壇

A strong intellectual property (IP) market engenders innovation and advances in design. With more than 14,500 viewers from across 45 countries and regions taking part, the 11th Business of IP Asia Forum gathered tech entrepreneurs, manufacturers, brand and IP creators and owners, legal professionals, and academics to explore the latest trends and insights. Discussions included trending topics such as 'Importance of Copyright and Designs in Digital Age' and 'New IP Trends in Cultural and Arts Industries', featuring more than 70 distinguished industry insiders.

強大穩健的知識產權市場能推動设计界破格創新，跨步向前。第11屆亞洲知識產權營商論壇吸引了來自45個國家及地區超過14,500名觀眾參與，匯聚創科企業家、製造商、品牌及知識產權創造者及擁有者、法律專業人士以及學者，共同探討最新趨勢並分享見解。大會邀得超過70位業內專家，討論熱門話題如「數碼時代下版權及外觀设计的重要性」及「文化與藝術產業的新知識產權趨勢」。



● **Organiser 主辦單位**
The School of Design,
The Hong Kong Polytechnic University
香港理工大學設計學院

● **Organiser 主辦單位**
Guangzhou Design Week Organising Committee
廣州設計周組委會

● **When and where 時期及地點**
5-9 Dec 2021, online conference
2021年12月5至9日，線上會議

● **When and where 時期及地點**
9-12 Dec 2021, physical exhibition
2021年12月9至12日，實體展覽

Conventional modes of design doing, thinking and application are being increasingly challenged by new trends and ideas. The Ninth Congress of the International Association of Societies of Design Research (IASDR) 2021 sought to define new frameworks, models, methods, products and unexpected outcomes in the questioning of design futures. The intriguing theme of '[_] With Design: Reinventing Design Modes', brings out Chinese design research potentials to the international arena.

This mammoth event, which welcomed over 280,000 visitors, takes you into a universe of creativity and innovative ideas in an exhibition arena spanning 180,000 square meters. With the theme of 'BLOOM (青春)', the 16th annual Guangzhou Design Week 2021 gathered the 'who's who' of the design world, sparking exciting synergies between upstream and downstream co-collaborators. Every year, it opens up endless opportunities and facilitates further growth for everyone in the industry. See you at Guangzhou Design Week 2022!

傳統的設計、思考和應用模式，正受到新興趨勢和想法的挑戰。第九屆國際設計研究聯會大會 2021 希冀在探尋設計未來的過程中獲得新的啟發，定義何謂新框架、新模型、新方法和新產品。大會主題為「[_] 與設計：重塑設計模式」，引發無限想像，將中國設計研究的潛力推上國際舞台。

這場盛大展覽吸引逾 280,000 名訪客參觀，場地面積達 180,000 平方米，創意設計及創新思維處處可見。第 16 屆廣州設計周 2021 以「青春」為主題，設計界翹楚聚首一堂，與業界伙伴共同激發協作力量，創意火花四濺。展覽每年都會為業內人士帶來無限機遇，推動業界繼續向前邁進。我們在廣州設計周 2022 與你再聚！

The report's theme 'CO-CREATING HUMAN-CENTRED FUTURES' aims to open readers' eyes on how design brings new possibilities for our future. HKDC's initiatives and achievements are presented as relevant, readable and captivating stories, simulating the style of a design magazine. Like the previous 2019-2020 edition, this annual report has won high acclaim in numerous awards including the LACP Vision Awards (a Gold and a Silver), International Annual Report Design Awards (Gold), ARC Awards (Gold) and Stevie® Awards (Bronze).

《香港設計中心年報 2020-2021》以「共創人本未來」為主題，讓讀者了解設計如何開拓新的可能性，並在人類共同價值的基礎上凝聚各界以共創未來。年報採用設計雜誌的撰寫及設計風格，將香港設計中心的項目及新里程化成精彩故事。繼 2019-2020 年報於國際年報比賽中獲獎後再下一城，2020-2021 年報勇奪多項殊榮，包括美國傳媒專業聯盟 Vision 大獎（一金及一銀獎）、國際年報設計大獎（金獎）、ARC 年報大獎（金獎）及史蒂夫® 獎（銅獎）。

Multiple Awards 屢獲殊榮



Change Begins with Design features engaging interviews with 12 of the local design companies from Design In Action, a HKDC 20th Anniversary special initiative and a concurrent programme of BODW City Programme in 2021. Design In Action brought together local design companies to promote the concept of business for good, and educate the next generation through two design career discovery projects – Design Explorer and OpenHouse!HK. Take a closer look at how these designers are nurturing our youth and shaping the future with design!

《改變，由設計開始》一書專訪 12 家參與「設計好改變」的本地設計企業，分享他們運用設計力量去栽培年輕人及改變未來的故事。「設計好改變」是香港設計中心 20 周年的特別企劃，亦是「設計營商周城區活動」的同期活動。項目匯聚多家本地設計企業，透過「設計探索號」和「HK! 設計開放日」兩個設計職業探索計劃，推廣以商為善的精神及培育創意新世代。

Through eight selected design stories from BODW City Programme 2021, *Design × Community: Reflect · Refresh · Reset* unveils the creative possibilities and inspirations of design for the community. We have a unique opportunity to reflect, refresh and reset as we learn how BODW CityProg adopts a massive-weaving approach and empowers different sector partners for Creating Shared Value (CSV). Let's all be inspired by the power of design and its ability to create positive social impact in the community!

《深思設計 · 煥然城區》輯錄來自「設計營商周城區活動」2021 的八個精選故事，細訴設計 × 社區的無限創意和靈感。城區活動展示「大量交織」的源源創意，帶動各界伙伴創造共享價值，引領我們深思設計的意義，帶來煥然一新的景象。齊來感受設計的力量，體會其對社會帶來的正面影響！

Discovering Design in the City is a fascinating archive of BODW City Programme's design stories born out of the vibrancy and diversity of the creative ecosystem in Hong Kong. In this publication, 12 creative partners from 2018 to 2020 share compelling insights from their experiences in organising bottom-up design-driven events and in making positive impacts on the community with good design.

《發現！城區設計風景》分享源自「設計營商周城區活動」的精彩設計故事，呈現香港充滿活力的多元創意生態。本書邀得 12 位於 2018 至 2020 年間合作過的創意伙伴現身說法，分享如何透過設計活動由下而上激活社群，以好設計營造美好社區。

Design for Asia: DFA Awards 2021
《給亞洲設計——DFA 設計獎 2021》



Learn to appreciate design even more by getting in-depth perspectives on the people, creations and ideas behind acclaimed designs for Asia! Featuring a remarkable line-up of the winners from DFA Awards 2021, this bound volume introduces you to pioneering designs in science and technology, spatial and environmental experiences, as well as important social and humanitarian issues. Get to know the design philosophies and tremendous contributions of 3 exemplary design leaders, 180 outstanding design projects and 16 young design talents in Hong Kong who might well become the biggest names of the future!

深入了解亞洲非凡設計背後的人物、創作過程和理念，讓你學會更懂得欣賞設計！此書重點介紹 2021 年陣容強大的 DFA 設計獎得主，集合於科技革新、空間及環保體驗、重大社會議題及人文關懷方面的嶄新設計。內容聚焦三位得獎設計大師、180 個優秀設計項目及 16 位邁向成為明日之星的年青設計才俊，闡述箇中設計理念及所帶來的莫大貢獻。

《日日好玩——玩好設計》



'Without play for design, there is no design for play. Play opens the mind, design shapes the future.'

What is the relationship between design and play? To find out, 13 interviewees from different design units were invited to explore this question through three narrative angles—'Play For A Better Self', 'Play For A Better World' and 'Play With Our Surroundings'. 《日日好玩——玩好設計》，another inspirational collaboration between HKDC and Joint Publishing, makes for interesting, thought-provoking reading.

「沒有玩，便沒有玩的好設計。玩樂打開想像，設計形塑未來。」

設計和玩樂究竟有什麼關係？我們邀請來自不同單位的 13 位設計師，從「玩出自我」、「玩出世界」以及「玩出空間」的角度出發，一同尋求答案。《日日好玩——玩好設計》是香港設計中心與三聯書店的另一個協作項目，內容玩味十足，啟迪思潮。

DMatters



Want to stay up to date on the latest design news and happenings from across HKDC's programmes and activities? Our colourful quarterly newsletter, DMatters, gathers all the stories and events that you don't want to miss! Who is currently making waves with their creative work? Who are the talk-of-the-town designers you simply *must* know about? DMatters is an all-inclusive digest that brings you all this, and much more. To subscribe, visit www.hkdesigncentre.org

想緊貼香港設計中心的最新活動消息？季度電子通訊 DMatters 內容豐富，輯錄不容錯過的創意故事和設計活動資訊。你知道哪位設計師的作品正掀起創意新浪潮嗎？誰是不得不認識的城中熱門設計師？DMatters 內容包羅萬有，讓你瞬間掌握各種有關設計的人和事。訂閱請瀏覽：www.hkdesigncentre.org

Hong Kong Design Directory
香港設計指南



The Hong Kong Design Directory is a one-stop resource that connects businesses that require design expertise and services with local design enterprises and creative talents across different disciplines. Hong Kong Design Centre publishes the Design Directory on its website. To search the Directory, please visit www.hkdesigncentre.org.

香港設計指南為本地設計企業提供一個一站式的網上資料庫及名錄。從事各類設計專業的公司和創意人才可以展示其履歷，讓有需求的企業進行配對。要搜尋設計指南，請瀏覽香港設計中心網站：www.hkdesigncentre.org

Design District Hong Kong (#ddHK) Recognised in World Cities Culture Forum 2022

「設計 # 香港地」獲選列入世界城市文化論壇 2022 案例之一



● #ddHK - an internationally recognised cultural project
設計 # 香港地——獲國際認可的文化項目

Design District Hong Kong (#ddHK) was named one of the innovative cultural projects in Hong Kong at the World Cities Culture Forum (WCCF) 2022. While #ddHK was presented as a case study at the World Cities Culture Summit at Helsinki in October 2022, it will also be published on the WCCF website, thanks to the nomination of Hong Kong Arts Development Council.

A 3-year creative tourism project commissioned by Hong Kong Tourism Commission and organised by HKDC from 2018 to 2021, #ddHK makes a perfect prototype for cultivating the city's cultural spirit by blending Hong Kong's rich history, authentic local cultures and communities through creative placemaking.

「設計 # 香港地」獲選為世界城市文化論壇 2022 中香港創新文化項目之一！榮獲香港藝術發展局提名，「設計 # 香港地」除了在 2022 年 10 月於赫爾辛基舉行的世界城市文化峰會作為會上分享的香港案例之一，案例亦將於世界城市文化論壇網站刊登。

此為一個 2018 - 2021 年舉行為期三年的創意旅遊計劃，由香港旅遊事務署委約、香港設計中心主辦，透過營造創意社區，糅合本地歷史文化、地區特色及社區力量，成為培養香港文化氣息的完美典範。

小社區大啟發

Some places have the power to touch our hearts and encourage us to see beyond the ordinary. These are the places that enrich and sustain our communities. We asked our Board of Directors to tell us about the community spots that inspire them, so that we can be reminded of how these beautiful places represent our collective values, and define our sense of community.

有些地方能觸動人心，驅使我們以不一樣的眼光看事物。這些空間既可滋養社區，亦能維持社區發展。我們誠邀香港設計中心一眾董事會成員分享為他們帶來啟發的社區聚腳點，一同細味這些啟迪人心的地方如何反映我們的共同價值觀之餘，更營塑社群意識。

1 **Prof. Eric Yim** 嚴志明教授
Chairman 主席



Oil Street Art Space (Oi!)
油街實現

Oi! Oil Street Art Space, with its distinct landscaping features, screen walls and Grade II historic buildings, is an urban oasis for the public to enjoy the sunshine, walk barefoot on the grass, and stroll in the shade of mature trees.

「油街實現」藝術空間結合特色景觀、幕牆及二級歷史建築，打造城市綠洲，讓市民享沐浴於陽光、赤腳踏草地，並在樹蔭下漫步之樂。

3 **Viveca Chan** 陳一枋
Vice Chairman 副主席



King Yin Lei
景賢里

This 85-year-old Chinese Renaissance mansion reflects the richness and details of Lingnan architecture with Western influences. The Hong Kong SAR Government saved it from demolition in 2007, and it is now a historical building under conservation.

這座大宅有 85 年歷史，富中國文藝復興風格，糅合嶺南及西式建築特色，有賴香港政府於 2007 年的決定免遭清拆，並化身古蹟。



2 **Steve Leung** 梁志天
Vice Chairman 副主席



Lai Chi Wo
荔枝窩

The well-preserved, three-century-old Hakka walled village, Lai Chi Wo, with 200 village houses surrounded by nature, embodies the ancient folk wisdom of co-existing harmoniously with the environment. UNESCO has recognised its sustainable development, making it a model of rural revitalisation.

有 300 年歷史的客家圍村荔枝窩至今仍保存完好，200 間村屋被大自然環繞，體現人與自然和諧共存的智慧，其可持續發展計劃也獲聯合國教科文組織認可，成為鄉郊活化的典範。



4 **Patrick Bruce**
Director 董事




Country Parks
郊野公園

Our magnificent country parks, with their beautiful trails, streams, flora and fauna are precious sustainable resources that provide an escape from the frenetic pace of city life. These soothing spaces let us breathe and regenerate our weary city souls.

郊野公園是寶貴的可持續資源，山林小徑、溪流、動植物美不勝收，提供喘息空間，讓人遠離都市繁囂，好好放鬆並重拾活力。



5 **Prof. Leslie Chen** 陳弘志教授
Director 董事




Lung Kwu Tan
龍鼓灘

A strong sense of place does not require much design intervention. The Lung Kwu Tan waterfront has a longish access journey which takes you to Tin Hau temple and a Chinese White Dolphin Lookout. This unique access strengthens its atmosphere, its *genius loci*.

「地方感」其實無需太多設計去經營。連結天后廟和中華白海豚瞭望台的龍鼓灘，正正因旅途遙遠，更能營造屬於它的氛圍，及一種獨有的地方魅力。



6 **Dr Benson Cheung** 張本善博士
Director 董事



Sha Ha Beach Pathway
沙下徑

Sha Ha Beach Pathway, near Sai Kung Waterfront Promenade, is surrounded by greenery, while overlooking a beach with many water sports activities. I am captivated by the sight of people relaxing and enjoying something fun away from their busy lives in crowded Hong Kong.

沙下徑鄰近西貢海濱長廊，綠意盎然，泳灘上有著各式水上運動。喜見大家能遠離擠迫城市，放鬆身心，樂享生活。



7 **Bonnie Chan** 陳德姿
Director 董事



Sham Shui Po
深水埗

Sham Shui Po has a diverse mix of family-owned fabric shops, artisanal cafés, creative studios, street electronics vendors and more, all interwoven in an authentic Hong Kong neighbourhood. With its unyielding sense of enterprise, it represents the essence of local culture.

面貌多元的深水埗林立家庭式布行、手工咖啡店、創意工作室及出售電子產品的小檔等，地道社區洋溢堅毅的創業家精神，體現本土文化精髓。

8 **Alan Cheung** 張益麟
Director 董事



The Golden Egg
金蛋

The Golden Egg, a centrepiece in Hong Kong Science Park celebrates Professor Charles K. Kao's contributions on optical fibres as well as his pioneering spirit. It continues to inspire designers, innovators and researchers to keep innovating for a better life.

香港科學園的地標「金蛋」是為表揚光纖之父高錕教授的創科精神而建，鼓勵設計師、創新者及研究員力求創新，共同構建更美好生活。

9 **Donald Choi** 蔡宏興
Director 董事



The Grand Staircase, Central Market
中環街市水磨石樓梯

The Central Market's terrazzo-tiled Grand Staircase and other building features were successfully restored using traditional Shanghai Plastering techniques. This fading trade was passed on to a young engineering team, helping to preserve a historic craft and cultural knowledge.

中環街市的水磨石樓梯等建築元素，以傳統「上海批盪」技術成功修復。這接近失傳的工藝由一年輕工程團隊接棒，體現藝文傳承。

10

Joanne Chow 周凱瑜
Director 董事



Hong Kong Park
香港公園

Hong Kong Park, in the midst of our concrete jungle, is one of the most accessible spaces for all ages and interests. The park, located near historic buildings, has lakes, waterfalls, and fountains, as well as a conservatory, and one of the largest aviaries in South East Asia.

香港公園雖置身石屎森林中，卻毗鄰歷史建築，設湖泊、瀑布、噴泉、溫室及東南亞最大觀鳥園之一，交通方便，老少咸宜。

11

Eddie Hui 許夏林
Director 董事



Tai Nan Street
大南街

Tai Nan Street has been a unique place since the time Hong Kong's textile industry flourished. We used to come here to find fabrics, buttons, zippers, and accessories. Today, it has become a place where industry, tradition and modernity converge.

大南街由香港製衣業黃金時代至今，特色不減。當年我們常來找布料、鈕扣、拉鍊及配飾，現在它已成集工業、傳統與現代的交匯之地。

12

James Law 羅發禮
Director 董事



Golfzon
室內高爾夫球場

Golf is now in the metaverse, and the cybertecture experience at Golfzon has advanced AR and VR technology for us to explore and play on hundreds of digital twins of real and fictional golf courses. This is a portal to infinite possibilities.

高爾夫球現已躋身元宇宙，Golfzon 結合科技與建築，採用擴增及虛擬實境技術，帶來多個真實及虛構球場的數碼版，開拓無限可能。

15

Tommy Li 李永銓
Director 董事



Broadway Cinematheque
at Yau Ma Tei
油麻地百老匯電影中心

Broadway Cinematheque in Yau Ma Tei offers 'talking movies' for the visually impaired to enjoy. Design serves to meet people's needs and to improve wellbeing. 'Talking movies' with audio-description is definitely a thoughtful design for people with disabilities.

設計有助提升人們的生活質素。油麻地百老匯電影中心為視障人士提供可以「聽」的電影，實屬貼心設計。

16

David Lo 盧永強
Director 董事



SKENE FOR NOMAD
特色咖啡店

SKENE FOR NOMAD is a specialty coffee shop in Tai Po Tsai Village, Sai Kung. Located in a small staggered space, it turns space limitations into unique design features, and has a fresh minimal design identity.

特色咖啡店 SKENE FOR NOMAD 位於西貢大埔仔村，坐落交錯的彈丸之地，將空間限制轉化為獨有設計特色，簡約清新。

17

Victor Lo 羅仲榮
Director 董事



Public Beaches
公共海灘

Our city's many beautiful public beaches are places for people to relax, connect and find solace, particularly during prolonged periods of Covid-19. These colourful tents spice up the beaches, and provide personal, socially-distanced comfort zones for everyone to enjoy.

城市中有許多很美的公共海灘，尤其是當人們長期處於疫情期間，它能讓人們得到放鬆、能與家人及朋友相聚、以及得到慰藉。那些色彩繽紛的帳篷，令海灘生色不少，也令每個人在享有舒適的個人空間的同時，也可保持社交距離。

13

Eddy Hui 許迅
Director 董事



Star Ferry
天星小輪

The Star Ferry is a peaceful and enjoyable way to commute. The gentle breezes and the magnificent views remind me how remarkable our city is. I am glad that I can design for, and connect with, the people in our community.

登上天星小輪，享片刻寧靜，微風輕拂，美景盡收眼底，提醒我香港如此非凡。我很榮幸能為這個社區設計並相處互動。

14

Prof. Kun-Pyo Lee 李健杓教授
Director 董事



'House of Dream'
at Zhoushan Village
周山村「夢裏老家」

House of Dream at Zhoushan Village, Henan Province, China demonstrates how designers can empower the community to engage in co-designing a sustainable neighbourhood, infused with their own culture and stories. This also gives residents a sense of engagement and belonging.

中國河南省周山村的「夢裏老家」展示設計師如何與當地人共同設計可持續發展社區，融入文化及故事，增強歸屬感。

18

Stephen Liang 梁國浩
Director 董事



The JLL Rooftop Farm
仲量聯行空中農莊

Urban farming on high-rise rooftops not only transforms under-utilised areas, but also creates a greener, more sustainable landscape that fosters healthy living. In this way, green roof technology has the potential to improve the quality of life in urban areas.

都市農業善用高層屋頂的閒置空間，同時締造更綠色及可持續的景觀，促進健康生活。這樣，綠化屋頂技術有助提高城市人的生活質素。

19

Joseph Lo 勞建青
Director 董事



M+ Public Ground
M+ 公共空間

The M+ public ground, a little paradise within the busy metropolitan area, lets people enjoy nature through urban design and architecture. Bustling with people over the weekend, it is a great example of public facilities integrating with the natural environment.

M+ 公共空間是繁華市區中的天堂，公共設施與自然環境融為一體，周末人潮不絕，讓人透過城市設計及建築享受大自然。

20

Horace Pan 潘鴻彬
Director 董事



Star Ferry
天星小輪

Crossing the beautiful Victoria Harbour on the Star Ferry is one of the best collective memories of Hong Kong people. It always provides a unique experience in our ordinary, everyday lives.

乘搭天星小輪橫渡優美維港，是香港人最美好的集體回憶之一，為平凡的日常生活帶來獨特體驗。



21 **Hon Sunny Tan 陳祖恆**
Director 董事

Hong Kong Palace Museum
香港故宮文化博物館



Dragons are Chinese legendary creatures, and a symbol that we see in our motherland and in Hong Kong. This design at the Hong Kong Palace Museum reminds me of the scales of dragons and I find it very inspiring.

龍是中國傳說生物，是我們的祖國和香港的文化象徵。香港故宮文化博物館這個設計讓我聯想到龍的鱗片，很有意思。

22 **Karr Yip 葉偉倫**
Director 董事

Southern Playground
修頓遊樂場



Southern playground is not just a stadium; but a place where workers catch their breath, classmates reunite, and couples spend moments together. It is also a performance and public event space; an oasis in the collective memory of Hong Kong people.

修頓遊樂場既是運動場地，也是工人喘一喘氣、同學相聚、情侶約會的地方。它同是表演和公共活動空間，別具香港情懷。

23 **Victor Tsang 曾昭學**
Director 董事

Oasis, Central Market
中環街市「Oasis」



Oasis, Central Market. An open space designed for courtyard style events with no glass canopy. A rainstorm before ceremony can be very daunting. Then organiser said we Architects still have many solutions to deal with the situation. Rain stopped. Sustainability needs strong hearts from users: embrace inconvenience, be creative and stay positive. After all, it is only rain, why be afraid?

中環街市「Oasis」是一個沒有玻璃頂棚的露天戶外活動空間。某次活動中，人們紛紛憂心儀式前暴雨的來臨，然而主辦方說，身為建築師可以想出許多方法來應對這種情況。雨來了，最後也停了。要實行可持續發展，需要一顆堅毅決心：從容應對不便，保持創新精神和樂觀心態。其實落雨，又有乜嘢好怕嘍！

26 **Michael Chan 陳詩華**
Alternate Director 後補董事

Victoria Harbour
維多利亞港



The views of Victoria Harbour and the Hong Kong island skyline, which changes by the hour, the day, the weather and the season. As the city grows, the skyline also changes. Most beautiful of all is its tranquillity and peacefulness.

維港上的港島天際線，景色會隨時日、天氣和季節更替而變化。城市發展，天際線隨之改變，最美的是當中平靜祥和之感。

27 **Tom Grey**
Alternate Director 後補董事

Public Roof Gardens and Elevated Walkways of the ASHK
亞洲協會香港中心公共空中花園及天橋



The public roof gardens and elevated walkways of the Asia Society Hong Kong zigzag through the hillside tree canopy without disturbing the rare Agarwoods and resident Short-nosed Fruit Bats. This is a beautiful tropical forest high up in the heart of the city.

亞洲協會香港中心的公共空中花園及天橋，蜿蜒穿插於山坡的樹冠，珍稀的沉香樹和短吻果蝠安然棲身，猶如城中熱帶森林。

28 **Benny Yeung 楊遠振**
Alternate Director 後補董事

Victoria Park
維多利亞公園



Victoria Park is my jogging venue every morning. It is a tranquil oasis of calm in the hustle and bustle of our beloved city.

維多利亞公園是我每天早上慢跑的地方。在我們心愛城市的喧嚷中，這是一片寧靜的綠洲。

24 **Kevin Yeung 楊棋彬**
Director 董事

'Please Be Seated' at Taikoo Park
太古公園藝術裝置
《請就座》



This public art installation 'Please Be Seated' by Paul Cockledge at Taikoo Park reinvestigates the way audiences interact with space and the community. The use of sustainably sourced timber to create the artwork brilliantly raises awareness about sustainability through art.

太古公園的藝術裝置《請就座》由 Paul Cockledge 創作，用可持續來源的木材製成，為公眾帶來全新的空間及社區互動體驗，以藝術推廣可持續發展的訊息。

25 **Antony Chan 陳志毅**
Alternate Director 後補董事

Sham Shui Po
深水埗



The recent changes in Sham Shui Po, thanks to local government regeneration projects, has resulted in a dynamic and sustainable neighbourhood, where modern cafés, design studios, and local artisanal shops can coexist organically and harmoniously with the traditional textile companies.

近期政府活化項目為深水埗注入動力，構建成一個可持續發展的社區。時尚咖啡館、設計工作室和本地手工藝店，與傳統布行和諧共存。

29 **Tryde Leung 梁斯璋**
Alternate Director 後補董事

East Coast Park Precinct
東岸公園主題區



The East Coast Park Precinct is a well-designed community park near one of the most dynamic commercial areas in Hong Kong, with stunning sea views and open areas for leisure.

東岸公園主題區是經精心設計的社區公園，鄰近香港最具活力的商業區之一，坐擁壯麗海景和戶外休閒區。

30 **Jersey Yuen 袁賽芳**
Alternate Director 後補董事

Cattle Depot Artist Village
牛欄藝術村



The Cattle Depot Artist Village, once a slaughterhouse in the 1900s, was redeveloped into an artists' village in 2001. Now home to around 20 art groups, the Village is a listed Grade II historical site, and a remarkable community spot.

牛欄藝術村在 20 世紀曾是屠宰場，至 2001 年改建為藝術村。現有約 20 個藝術團體進駐，屬二級歷史建築，亦為社群聚腳點。





Expanding the design scene with collective effort 合力拓展設計領域

HKDC is dedicated to promoting design thinking and nurturing creative talent through partners in different industries and sectors of the community. This year, we supported 39 partners in promoting 50 design-and innovation-related programmes, contributing to our collective efforts to foster industry diversity and to drive Hong Kong's design ecosystem forward.

香港設計中心致力與不同行業及社會各界合作，推動設計思維的應用及培育創意人才。今年，我們全力支持 39 個來自不同界別的合作夥伴，合力推廣 50 個與設計及創新相關的活動和計劃，集眾人之力帶動業界走向多元發展，促進香港設計生態繁榮。



Building local and global connections 建立本地及全球聯繫

As the government's strategic partner on design, HKDC welcomes interorganisational and intercultural exchange with stakeholders from around the world to advance our mission. In 2021-2022, HKDC hosted nine delegations from trade organisations, industry associations, research institutes and government representatives from Hong Kong, The Netherlands, Germany and Austria. Through these visits, we gained a mutual understanding of industry directions and trends, laying the foundation for future cooperation in fostering local design ecologies.

作為政府推廣創新設計的策略伙伴，香港設計中心積極與來自世界各地的持份者進行跨機構、跨文化交流，進一步實踐使命。在 2021 年至 2022 年度，中心接待了分別來自香港、荷蘭、德國和奧地利的貿易組織、行業協會、研究院和政府官員共九個代表團。透過這些訪問，我們互相交流業界的發展方向和趨勢，為未來合作奠定基礎，有助推動本地設計生態蓬勃發展。



Design advocacy and knowledge sharing 設計推廣與知識分享

The Board of Directors and senior management of HKDC are often invited to take part in initiatives hosted by both design and non-design organisations, educational institutions, and professional associations. Joining as speakers, judges, and special guests, they leverage their extensive knowledge to drive home the importance of human-centred design to people across different sectors. They also advocate the importance of design during media interviews to inspire members of the public.

香港設計中心董事會及管理層成員經常獲邀出席由設計及其他行業的機構，如教育機構和專業協會舉辦的各類活動，並以演講者、評委和嘉賓的身份，與社會各界分享設計的重要角色，及推廣人本設計的重要。此外，他們亦會在媒體採訪中宣揚設計的價值所在，為市民大眾帶來啟發。

Our Friends of HKDC (FOHKDC) Programme unites those who are passionate about design and believe in its inherent value for our society and well-being. Open to organisations and individuals from all walks of life, the programme offers opportunities to foster knowledge sharing, networking and collaboration.

HKDC 設計之友計劃廣結熱愛設計，並深信優秀設計能為社會創更多福祉的同路人。計劃匯聚不同界別的組織和人士，為設計之友創造交流專業知識、拓展人脈網絡及建立合作關係的機會。

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



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

Till 31 March 2022, in alphabetical order by surname 截至 2022 年 3 月 31 日，以姓氏英文字母排序

Mr Fawaz Abid Bakhotmah Architect & Designer Culture-Based Innovation Network	Dr Tai-keung Kan, SBS, BBS 新棟強博士 Founder, KL & K Creative Strategies 新劉高創意策略創辦人	Dr Harry Lee, SBS, JP 李乃熾博士 Chairman, TAL APPAREL LTD. 聯業製衣有限公司主席	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 Hei Shing Chan 陳曦成先生 Founder, Hei Shing Book Design 曦成製本創辦人	Dr Kwong Man-hang, Benge, JP (Aust.) 鄭敬恆博士 President, WKK Technology Ltd. 王氏港建科技有限公司總裁	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	Mr Peter Wong 黃紹開先生
Ms Kali Chan 陳嘉莉女士 Vice General Manager and Design Director - Interior, JATO Design International Limited 傑拓設計(國際)有限公司 副總經理及室內設計總監	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	Mr Lu Lam, Leslie 盧林先生	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
Mr Michael Cheung 張志立先生 Director, Zincere Limited 先時有限公司總裁	Dr Michael Lam 林寶興博士 CEO, Hong Kong Quality Assurance Agency 香港品質保證局總裁	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	Prof. Eric Yim, JP 嚴志明教授 Chairman, Hong Kong Design Centre 香港設計中心主席
Ms Agnes Chiu 趙露文女士 Lee Kum Kee Co Ltd 李錦記(香港)有限公司	Ms Denise Lau 劉思蔚女士 Chief Executive Officer, COLOURLIVING COLOURLIVING 行政總裁	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 Leon K L Yoong 翁國樑先生 Techtronic Product Development Ltd Vice president - Techtronic Design
Mr Alex Chunn Principle, nxus space	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 Nils Neckel Director, Designlink operated by Design & Distribution Link Limited	Dr Allan Zeman 盛智文博士 Chairman, Lan Kwai Fong Group 蘭桂坊集團主席
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	Mr Siu Hong Freeman Lau, BBS 劉小康先生 Founder, KL & K Creative Strategies 新劉高創意策略創辦人	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	2B Square
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Mr Jeremy Hocking President, Herman Miller International	Dr Edmund Lee 利德裕博士 General Manager & Head of Group ESG Initiatives, Gold Peak Technology Group Limited; Former Executive Director, Hong Kong Design Centre 金山工業(集團)有限公司 總經理兼集團環境、社會和管治主管; 前香港設計中心行政總裁	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	FringeBacker Limited
Ms Kigge Mai Hvid Partner, JA design studio			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
			Mr Ben Wong 黃志奇先生 Director, Sure Profit Holdings Ltd. 利保集團有限公司董事長

Promoting Design Through International Collaborations

As part of a worldwide network of design promotion organisations, Hong Kong Design Centre (HKDC) contributes to the global design dialogue and facilitates the regular sharing of news and updates to advance Hong Kong's position as one of Asia's leading design capitals.

國際協作 推廣設計

作為國際設計組織網絡的成員之一，香港設計中心不時參與討論全球的熱門設計議題，促進本地與海外業界交流，突顯香港身為亞洲區內重要設計之都的地位。

International Council of Design (IcoD)
國際平面設計協會



The International Council of Design (ICoD) is a world body for professional design, representing more than 120 organisations in 50 countries. Founded as IcoGrada in 1963, it is a non-profit, non-partisan, member-based network of independent organisations and stakeholders working within the multidisciplinary scope of design. The Council actively works to promote the value of design practice, critique, education, research and policy.

國際平面設計協會（ICoD）是一個全球專業設計組織，代表 50 個國家及地區的 120 多個團體。在 1963 年成立之時，本會稱為 IcoGrada，多年來一直奉行非牟利、無派別的成員制，並由眾多從事設計專業的獨立機構及持份者組成網絡，積極推廣設計實踐、評論、教育、研究及政策的價值。

International Federation of Interior Architects / Designers (IFI)
國際室內建築師／設計師團體聯盟



A singular federation of national associations, design communities, experts and enthusiasts, IFI acts as the 'UN' for Interior Architecture / Design worldwide. IFI's purpose is to coalesce the international interiors community for ever higher design standards while addressing and incorporating topical issues and developments affecting society and culture today into tomorrow.

國際室內建築師／設計師團體聯盟是一個由國家協會、設計業界、專家及愛好者組成的單一聯盟，被視為室內建築與設計領域上的「聯合國」。本聯盟旨在凝聚國際室內設計界，以提升設計標準，同時致力解決影響當今社會及文化發展焦點議題，並將之與未來融合。

World Design Organization (Wdo)®
國際工業設計協會



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

國際工業設計協會成立於 1957 年，具有聯合國特別諮詢地位，全球已有超過 180 個成員組織，來自 40 多個國家。組織以推廣工業設計專業為目標，支持業界在產品、系統、服務及體驗上的創新，藉此促進環境與社會發展。

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。

Income and Expenditure Statement for the Year ended 31 March 2022
截至 2022 年 3 月 31 日止財政年度收支結算表

	NON-GOVERNMENT FUNDING 非政府資金	FUND FROM CREATE HONG KONG 創意香港資金	OTHER GOVERNMENT FUNDING 其他政府資金	TOTAL 總計
	HK\$'000 港幣千元	HK\$'000 港幣千元	HK\$'000 港幣千元	HK\$'000 港幣千元
INCOME 收入				
Government Grant 政府資助	-	103,825	8,629	112,454
Project Income 項目收入	914	3,906	-	4,820
Sponsorship 贊助	215	11,663	-	11,878
Other Income 其他收入	-	-	-	-
	1,129	119,394	8,629	129,152
EXPENDITURES 支出				
Project Expenses 項目支出	227	68,797	6,709	75,733
Payroll & Related Cost 薪資及相關支出	-	41,313	1,880	43,193
Donation 捐款	-	-	-	-
Overhead & Administration 一般營運及行政費用	33	9,284	40	9,357
	260	119,394	8,629	128,283
NET SURPLUS 淨盈餘	869	-	-	869

董事會會議出席次數
Board of Directors Meeting Attendance

1/4/2021 — 31/3/2022

Meeting Attendance / Total Number of Meetings 會議出席次數 / 會議數目	BOARD OF DIRECTORS 董事會	FINANCE AND ADMINISTRATION COMMITTEE 財務及行政委員會	PROGRAMME COMMITTEE 計劃委員會	DEVELOPMENT COMMITTEE 發展委員會	AUDIT COMMITTEE 審核委員會
ERIC YIM 嚴志明	5/5	-	4/4	-	-
BONNIE CHAN 陳德姿	4/5	2/4	2/4	4/4	-
DAVID LO 盧永強	4/5	-	-	-	-
PATRICK BRUCE	5/5	4/4	-	3/4	-
HOI-YAN CHAN 陳凱欣	0/4	-	1/4	-	-
VIVECA CHAN 陳一枋	4/5	-	4/4	-	2/2
ALAN CHEUNG 張益麟	5/5	4/4	-	4/4	-
JOANNE CHOW 周凱瑜	5/5	4/4	-	-	-
FELIX CHUNG 鍾國斌	0/4	-	-	3/4	-
EDDIE HUI 許夏林	1/5	-	-	2/4	-
JAMES LAW 羅發禮	5/5	-	3/4	3/4	-
KUN-PYO LEE 李健杓	4/5	-	2/4	-	-
STEVE LEUNG 梁志天	4/5	-	-	2/4	-
TOMMY LI 李永銓	2/5	-	-	3/4	-
STEPHEN LIANG 梁國浩	5/5	-	4/4	-	-
JOSEPH LO 勞建青	4/5	-	-	-	2/2
VICTOR LO 羅仲榮	3/5	-	0/4	-	-
DONALD CHOI 蔡宏興	1/1	-	-	-	-
SUNNY TAN 陳祖恆	1/1	-	-	-	-
KARR YIP 葉懷翰	1/1	-	-	-	-
HEAD OF CREATEHK 創意香港總監	5/5	4/4	4/4	4/4	2/2
REPRESENTATIVE APPOINTED BY HONG KONG FEDERATION OF DESIGN ASSOCIATIONS 香港設計總會代表	5/5	-	-	-	-
REPRESENTATIVE APPOINTED BY HONG KONG FASHION DESIGNERS ASSOCIATION 香港時裝設計師協會代表	5/5	-	3/4	-	-
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	-	3/4	-	-
REPRESENTATIVE APPOINTED BY HONG KONG DESIGNERS ASSOCIATION 香港設計師協會代表	3/5	-	-	-	-
REPRESENTATIVE APPOINTED BY HONG KONG INTERIOR DESIGN ASSOCIATION 香港室內設計師協會代表	5/5	-	-	0/4	-

Remarks

1. Hoi-Yan Chan and Felix Chung resigned as Board Directors on 11 March 2022
2. Donald Choi, Sunny Tan and Karr Yip appointed as Board Directors on 12 March 2022

註釋

陳凱欣及鍾國斌於 2022 年 3 月 11 日辭任董事。
蔡宏興、陳祖恆及葉懷翰於 2022 年 3 月 12 日出任董事。

DESIGN CAN

HKDC Annual Report

香港設計中心年報 2021 - 2022

Editorial and Publishing 編輯及出版

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Planning and Design 統籌及設計

Makkaihang Design

Text and Translation 文字及翻譯

Mind Your Language Limited

Printing 印刷

Elegance Printing & Book Binding Co.

美雅印刷製本有限公司

Portraits and Design Studio Photography

人像及設計工作室攝影

Elvis Tang (@tclok_)

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