

DESIGN CAN

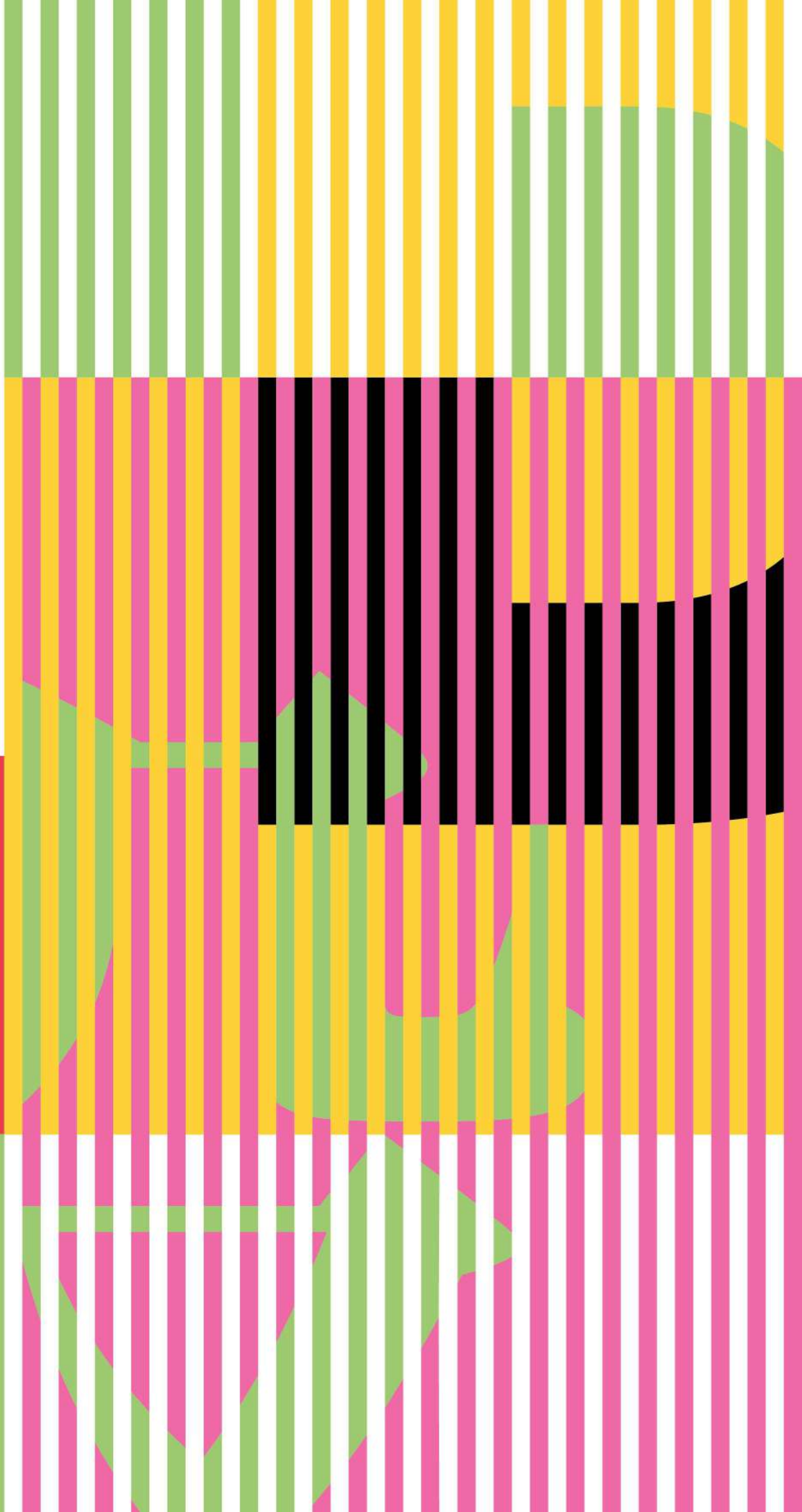
# DC CC

HKDC Annual Report  
香港設計中心年報  
2023—24

Design Unbound:  
East Meets West  
設計無疆界



2023  
— 24



# Hong Kong Design Centre is a strategic partner of the HKSAR Government in leveraging the city's East-meets-West advantage to create value from design.

香港設計中心作為香港特別行政區政府的策略伙伴，我們充分發揮香港作為中外文化藝術交流中心的優勢，從設計中創造價值。

To achieve our goals we:  
為了實現目標，我們：

## Cultivate a design culture

培養設計的創意文化

## Bridge stakeholders to opportunities that unleash the value of design

為各方持份者提供拓展商機的平台，釋放設計潛能

## Promote excellence in various design disciplines

推動各個設計領域的卓越發展

Founding Members  
創會成員



[www.hkdesigncentre.org](http://www.hkdesigncentre.org)



## Letter from the Chairman

25 July 2024

To:

Dear readers,

It has been an extraordinary journey over the past year! Thanks to the unwavering commitment and support of our Board of Directors, funders, visionary partners and talented colleagues, we have been able to overcome every challenge and obstacle that has come our way. As the Chairman of the Hong Kong Design Centre (HKDC), I am immensely proud to be part of this team and to witness our remarkable achievements.

The annual Business of Design Week (BODW) continues to shine as the most highly anticipated design event in the vibrant Asian scene. In Chinese culture, 60 years signify a full cycle, known as a 'Jiazi'. Capitalising on the ideal timing of the 60th anniversary of diplomatic relations between China and France in 2024, we extended an invitation to France to become our Partner Country for BODW 2024; fostering a year-long partnership that builds on our initial collaboration 15 years ago, carrying forward the memorable experiences. With wholehearted support from The Consulate General of France in Hong Kong and Macau, we were able to swiftly implement plans and facilitate enriching exchange programmes between the two design communities. The synergies between our respective strengths, experiences and cultures are now creating a truly meaningful impact on the landscape of international design, business and cultural development.

This year also marked a momentous milestone in the illustrious history of the HKDC! In October 2023, we officially kick-started the preparation stage of fitting-out works at our new base in the vibrant district of Sham Shui Po, where we will host a multitude of design-related activities and events in the future. At the end of November 2023, we held the first-ever 'GBA Creative Night', and it was an enormous success! We were delighted to welcome nearly 800 supportive and enthusiastic local, mainland and international guests to the event. We firmly believe that having a dedicated space will facilitate seamless connections between our creative community and the world. Our new base, featuring exhibition halls, a design museum, a material library and more, will strengthen the vital role of HKDC as the driving force for design and creativity in Hong Kong. We will host a variety of design-related events and provide support to the sector, ultimately enabling our city to develop into an 'East-meets-West Centre for International Cultural Exchange'.

Throughout my experience in the world of design, I have been on an incredible journey of discovery, championing the transformative power of design and its limitless possibilities. In earlier times, design was often thought of in terms of tangible objects like products and spaces. However, we now understand that design encompasses so much more - it includes intangible aspects such as experiences and business innovations. It comes as no surprise that the greatest international financial centres are also renowned for their remarkable creative prowess, as design and economy are often intricately linked. The strategic application of design has driven economic growth and had a profound impact in cities such as London, New York and Hong Kong.

When more people understand, embrace and appreciate design, they will be drawn to visit, live and contribute to the dynamic economic development of Hong Kong. This will result in a thriving city where everyone can enjoy a better quality of life. The HKDC is wholeheartedly dedicated to cultivating the creative and design culture, ultimately transforming our beloved city into a flourishing global creative hub.

I firmly believe that all design enthusiasts, guided by the principles of design thinking, will utilise design to create a more beautiful life, and a brighter future for all of us.

Kindly regards,  
Eric

Prof. Eric C. Yim, MH, JP  
Chairman of HKDC

Page 1

'It comes as no surprise that the greatest international financial centres are also renowned for their remarkable creative prowess, as design and economy are often intricately linked.'

「世界頂級國際金融中心同樣是創意之都，這個情況比比皆是，皆因設計與經濟發展往往密不可分。」

## 主席的話

2024年7月25日

致：

親愛的讀者：

過去一年，有賴董事會、贊助機構、合作伙伴及同事們的全心付出，我們才能跨過每一個挑戰和難關，共度精彩無比的一年。身為香港設計中心的主席，我十分榮幸與如此優秀的團隊共事，一同見證我們所取得的卓越成就。

設計營商周繼續綻放光芒，成為亞洲設計界最矚目的年度盛事。在中國文化中，六十年被視為一個完整的週期，稱為「甲子」。藉2024年中法建交60周年這個重要時刻，我們成功邀得法國成為2024年設計營商周的伙伴國家，延續15年前初次合作的美好回憶。在法國駐香港及澳門總領事館的鼎力支持下，我們迅速落實了為期一年的合作計劃，促進兩地設計社群之間豐富的交流。我們各自的優勢、經驗及文化相輔相成，對全球設計、營商及文化發展產生富深遠意義的影響。

今年，香港設計中心迎來發展新一頁，奠下重要里程碑。2023年10月，香港設計中心於深水埗的新基地正式啟動裝修工程前期工作，我們即將在這個充滿活力的創意中心，舉辦多項設計相關的活動和節目。2023年11月底，我們已率先舉辦首屆「大灣區創意之夜」，接待近800名支持並熱愛設計的嘉賓，來自本地、內地及至世界各地的創意專才和專業人士聚首一堂，活動大舉成功。我們深信，一個專屬空間能夠促進創意社群與世界之間的互聯交流。我們的新基地設有展覽廳、博物館及設計資料庫等設施，將進一步鞏固香港設計中心作為本地設計和創意原動力的重要角色。我們將舉辦豐富多元的設計相關活動，為文化及創意產業提供適切支援，冀望推動香港發展成為「中外文化藝術交流中心」。

在涉獵設計不同範疇的過程中，我不斷探索前行，倡導設計的創變力量及其無限可能。過去，設計通常被認為是與產品和空間等有形物體相關，但我們明白設計遠不止於此，更涵蓋無形之物，例如體驗和商業模式創新。世界頂級國際金融中心同樣是創意之都，這個情況比比皆是，皆因設計與經濟發展往往密不可分。有策略地應用設計，能夠帶動經濟增長，並對社會帶來深遠影響，倫敦、紐約和香港等城市便是最佳例子。

當更多人了解、擁抱、欣賞設計時，便會吸引他們來到香港遊覽、生活，並為香港的多元經濟發展作出貢獻。城市得以更蓬勃發展，讓每個人都享有更理想的生活質素。香港設計中心以培育創意和設計文化為己任，逐步將我們深愛的城市構建為生機勃勃的全球創意中心。

我相信在設計思維的基礎上，所有設計愛好者都能夠發揮創意巧思，透過設計為人類締造更美好的生活、更光明的未來。

嚴志明上



嚴志明教授, MH, JP  
香港設計中心主席



## Letter from the Vice-Chairman

25 July 2024

To:

Dear readers,

In today's world, where information is everywhere, people are getting more and more used to absorbing everything quickly. Good design and marketing strategies can help us get our messages across efficiently and attract customers. As design becomes more and more important in the world of marketing, Hong Kong Design Centre (HKDC) is increasingly promoting the development and application of design and innovation values. It's all about connecting local, mainland and overseas designers and enterprises to increase business collaboration opportunities.

The well-known 4P theory of marketing, which refers to product, price, place and promotion, is closely related to design. The theory encompasses things like product design, promotional strategies and even the design elements in sales channels, such as store locations and decorations. From my years of experience in advertising, digital marketing, social media and e-commerce, I've learned that when designing marketing strategies for companies and brands, it's important to start with defining goals and positioning, conducting market research and formulating strategies. Great design can create eye-catching, useful and innovative elements, as well as a great atmosphere to captivate audiences. This multi-layered approach effectively conveys all the wonderful things our brand has to offer to consumers.

Beyond product and store design, brands today are playing more attention to 'service design'. This approach puts the customer at the heart of the business, making them feel special and ensuring their needs are met. It's all about designing more user-friendly service plans that are easy to navigate, and offer great customer experiences. For instance, well-known electronic products brands offer their customers different software and service providers, plus personalised assistance and guidance to help users enjoy all the benefits of their products to the fullest. This 'intangible' service is also one of the best ways to attract consumers and keep them coming back for more. In this regard, designers play a really important role in curating the best experiences for users and businesses alike.

HKDC is also committed to nurturing young designers and providing them with opportunities to integrate design with smart technologies. We are like an experimental hub, where technology companies and design institutions can team up and try something new together. At the same time, HKDC is there to help Hong Kong companies enter the mainland and international markets, assist mainland enterprises in expanding their overseas businesses and introduce high-quality resources from overseas. This three-way partnership is a fantastic example of how we can all work together for mutual benefit.

We're so proud to say that in the past year, we have been able to put on some amazing events that have been well-received by all, as well as strengthening our partnerships with the retail industry. We are passionate about making it easier for designers, businesses and communities that share a love for design to connect with each other, as well as helping to develop Hong Kong's amazing brands. By creating emotional connections, we can produce iconic works that stand the test of time, and be cherished by generations to come.

I'm looking forward to HKDC's move to its new location in Sham Shui Po by end of the year. This will allow us to continue to offer designers and the public unparalleled experiences, as well as providing us with more space for growth and innovation. We can't wait to see everyone there!

Kind Regards,  
Viveca

Prof. Viveca Chan  
Vice-Chairman of HKDC

Page 1

2024年7月25日

## 副主席的話

親愛的讀者：

在資訊爆炸的時代，大眾對吸收資訊的速度加快，好的設計和營銷策略能有效傳遞訊息並吸引顧客。隨著設計於市場營銷領域上日益重要，香港設計中心一直致力推動與設計及創新價值的發展和應用，聯繫本地、內地及海外設計師、企業，創造商業合作機會。

大家熟知的市場營銷4P理論：產品(product)、價格(price)、地點(place)、促銷(promotion)，與設計緊密相關，涉及產品的設計、促銷策略，甚至銷售渠道如店舖選址和裝修等設計元素。在我從事多年的廣告、數碼營銷、社交媒體及電商行業經驗中，很多時候為企業和品牌設計營銷策略時，會先明確目標和定位、進行市場研究和制定策略。優秀的設計具有引人入勝、實用和創新的元素，同時能夠營造良好的氛圍，進而提昇矚目力。這種多層次的方法能有效地向客戶傳達品牌的所有優點。

除了產品和店舖設計，當今品牌更著重於「服務設計」。「服務設計」將客戶置於業務的核心，讓他們感到特別，並確保滿足其需求，這一切都是旨在為設計出更人性化的服務計劃，提供貼心的客戶體驗。舉例說，知名的電子產品品牌提供不同的軟件和配套服務商店，配以專人協助和指導用戶更好地使用產品，這種「無形」的服務也是吸引消費者持續購買該品牌的產品的方式之一。在這方面，設計師在為用戶和企業策劃最佳體驗方面扮演著非常重要的角色。

香港設計中心也致力培育年輕設計師，為他們提供機會將設計與智能科技融合。我們充當一個實驗平台，讓技術公司和設計機構能夠攜手嘗試新事物。同時，香港設計中心可支援香港企業進入內地及國際市場，幫助內地企業擴大海外業務，並引進來自海外的高質資源。這種三方合作模式，包括設計師、商業企業技術公司，能實現互利共贏的局面。

我們很自豪地說，在過去的一年裡，我們舉辦了一些備受好評的活動，同時亦加強了與零售行業的合作。我們致力於促進設計師、企業和熱愛設計的社區之間的聯繫，幫助推動香港優秀品牌的發展。通過創造情感聯繫，我們可以創作出經得起時間考驗、備受後代珍視的標誌性作品。

我十分期待香港設計中心在今年年底遷至深水埗的新址，這將使我們能夠繼續為設計師和公眾提供無與倫比的體驗，同時也為我們提供更多的成長和創新空間，我們急不及待在新址與大家見面！

陳一柁上

陳一柁教授  
香港設計中心副主席

頁 2



This is an AI-generated image  
此為人工智能(AI)生成的圖像

## Letter from the Vice-Chairman

25 July 2024

To:

Dear readers,

Hong Kong plays a very crucial role in cultural exchanges between China and the world, and design is a very important part of that. It's great to see how design has become an integral part of our daily lives. More and more people are realising the importance of design thinking and getting involved in design-related activities.

Throughout my four-decade career in design, I often emphasise that design transcends mere artistic expression; it serves specific purposes and conveys meanings beyond visual aesthetics or design style. In any design project, I always begin with rational analysis, taking into account the project's design goals. This is vital to prevent losing sight of the original design intent. Rational analysis aids in structuring thoughts, and when melded with emotional interpretation, it enables us to convey feelings and sensory elements effectively, leading to optimal design solutions. This design thinking approach allows us to strike a harmonious blend of logic and emotion, resulting in outstanding designs that benefit the public and society as a whole.

Design is all about connecting with people and sharing ideas. It involves collaboration and engagement from all stakeholders, including the government, industry organisations, designers and every individual. It is a real team effort! In this regard, the Hong Kong Design Centre plays a really important role, helping to connect all kinds of different sectors. This year has been an exceptionally fulfilling and significant period for us. We have been fortunate to receive substantial support from the government, along with the unwavering backing from industry organisations, the selfless dedication of our board members, and the collective efforts of our colleagues. Together, we have successfully orchestrated numerous noteworthy design events, and we are reaching a significant milestone as we will relocate to our new Sham Shui Po Base at the year's end. This is an excellent opportunity for us to keep on growing the design scene in Hong Kong - and beyond!

As a member of the Steering Committee for the Sham Shui Po Base, my primary responsibility is to guide its infrastructure development. Seeing the centre finally have its own place, ending 22 years of renting office space, fills me with anticipation and gratitude. The new base will provide space for designers to realise their dreams, further facilitate exchange activities in local, mainland and overseas markets, showcase outstanding designs from different regions, and allow different design fields to interact and spark new ideas.

In my view, the most remarkable space in the new base is the grand staircase on the fourth floor, where the ceiling height reaches 9 metres. Combined with the floor-to-ceiling windows, it offers an excellent venue for diverse exhibitions, lectures, fashion shows and other events. Whenever I stand and gaze through the large windows at the West Kowloon Corridor, admiring the expansive view, it feels as if I am immersed in the vastness of the sky and ocean. At the same time, it reminds me of the inclusive nature of Hong Kong: With the backing of our motherland as we navigate our interactions with the rest of the world, Hong Kong truly embodies a melting pot of East and West. This is attributed to its distinctive geographic location, rich history, and diverse cultural background.

Looking forward, we will energetically plan captivating events centred around design, involving citizens of all ages to enhance public awareness and engagement in design. At the same time, we will maintain close collaboration with government policies to champion the advancement of cultural and creative sectors, supporting the design community in the Greater Bay Area and Chinese-speaking regions to exhibit our capabilities to a global audience.

Kind Regards,  
Steve

Mr Steve Leung, BBS  
Vice-Chairman of HKDC

Page 1

'Seeing the centre finally have its own place, ending 22 years of renting office space, fills me with anticipation and gratitude.'

「看見中心終於『成家立室』有了屬於自己的地方，即將結束22年租借辦公場所的狀況，心中盡是滿滿的期待與感恩。」

2024年7月25日

致：

## 副主席的話

親愛的讀者：

香港作為中外文化藝術交流中心，文化的範疇涵蓋眾多領域，當中設計扮演著重要的角色。今天的「設計」已經成為大家日常生活中不可或缺的一部分，愈來愈多人開始重視設計思維並積極參與相關的活動。

在過去40多年的設計生涯中，我時常強調，設計並非純藝術創作，是有既定目的與意義，不應該只着眼於視覺美學或設計風格。在任何設計項目前期，我習慣理性分析，思考設計的目標，這是非常重要的，因為我們很容易忘記設計的初衷。透過理性分析正好可以梳理思路，再加上感性演繹，以一種恰當的方式表達情感和感官元素，找出最佳的設計方案。這個「設計思維」協助我們在邏輯和情感之間取得完美的平衡，做出優秀的設計，為大眾與社會服務。

設計講求與人聯繫、分享理念，它需要各持份者的協作和參與，包括政府、業界組織、設計師和每一個人，是真正的團隊合作！而香港設計中心則擔任連接各界的橋樑。這一年度對我們來說是一個特別充實和重要的時期，我們有幸得到政府的大力支持，同時有賴各業界機構的鼎力支持，董事會成員的無私奉獻，以及中心同事們的同心協力，讓我們成功地舉辦了多項設計盛事，更迎來重要里程碑——在年底搬遷到我們位於深水埗的新基地，這是我們繼續在香港乃至其他地區推廣設計行業的絕佳機會！

作為深水埗基地督導委員會成員，我主要負責對基地的硬件建設提供指導意見。看見中心終於「成家立室」有了屬於自己的地方，即將結束22年租借辦公場所的狀況，心中盡是滿滿的期待與感恩。新基地將為設計師們提供空間實現夢想，進一步促進本地、內地以及海外市場進行交流活動，展示各地設計佳作，讓不同的設計領域在此交流碰撞，激發出新的火花。

在我看來，新基地最引人注目的空間是四樓的大樓梯，樓底高達9米，加上落地大玻璃窗的設計，提供了一個優質的場地環境，非常適合舉辦多元化展覽、講座、時裝表演秀等活動。每當我站在這裡，透過大玻璃窗眺望西九龍走廊，欣賞廣闊的景色，彷彿置身於海闊天空之中，同時也聯想到香港的包容性：我們背靠祖國、面向世界，在這獨特的地理位置與文化背景之下，香港發展成為中西文化薈萃之地。

展望未來，我們將努力不懈地以設計為核心舉辦精彩的活動，讓各年齡層的市民都會參與其中，逐步提高公眾對設計的關注和投入度。同時，我們將繼續與政府的政策密切合作，推動文化創意產業發展，以幫助大灣區、以至華人地區的設計界，向世界展示我們的實力。

梁志天上



梁志天先生, BBS  
香港設計中心副主席



# 10 Design Sparks Dialogue

設計激發對話

Business of Design Week (BODW)  
設計營商周

**The Game Changers in Sustainability: Hong Kong and The Netherlands Explore Limitless Possibilities of Designing Circular Economies**

可持續發展創變者：  
香港與荷蘭攜手探索循環經濟設計的無限可能

Knowledge of Design Week (KODW)  
設計智識周

**Six Key Pillars Defining Our Journey Toward a Sustainable Future**

探討六大議題 共創可持續未來

Fashion Asia Hong Kong

**Spotlight: On Notable Industry Heavyweights and Their Insights**

知名業界翹楚 分享精闢見解

10 Asian Designers to Watch  
亞洲十大焦點設計師

# 28 Meet The Visionaries

見證遠見卓識

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

DFA Design Leadership Award (DLA)  
DFA 設計領袖獎

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

**Honouring Design Leadership**

榮耀設計領袖

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

**Delving Deeper Into Great Designs**

深入探索好設計

DFA Highlights And Events  
亮點及重點活動

# 48 Nurture The Creative Minds

培育創意人才

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

**Finding what drives you as a designer**

設計師的動力泉源

DIP Incubation Companies – New Joiners in 2023-24  
DIP 培育公司 – 於2023-24年度加入的新成員

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

**Strength in Similarities, Inspirations in Differences**

求同增優勢 求異添靈感

Fashion Incubation Programme (FIP)  
時裝創業培育計劃

**Nurturing Creativity: FIP Empowers Emerging Forces of Fashion Designer Brands**

培育創意 FIP助力時裝設計師品牌新勢力

HKDC's Design and Fashion Incubatees – Achieving Their Dreams  
設計及時裝培育計劃培育公司 – 朝夢想昂首進發

Digital Economy Accelerator (DEA)

**Empowering Designpreneurs for Success**

裝備設計企業家 邁向成功之路

# 88 Design In Daily Life

設計融入生活

BODW City Programme (CityProg)  
設計營商周城區活動 (城區活動)

**Demonstrating the Power of Circular Design in City, Business, and Lifestyle**

從 (城市)、(商業) 到 (品味)，  
展現循環設計的力量

Design Spectrum  
設計光譜

**Celebrating Cross-disciplinary Design Collaborations in Fashion**

以時裝連結跨界設計協作

DS Shop

**Delightful Designs for Every Day**

賞心悅目的日常設計

The ((Capsule)) Hong Kong Design Showcase  
香港設計 ((囊))

**Facilitating Cross-Cultural Exchanges with Circular Design Solutions**

聚焦循環設計方案 推動跨文化交流

Chubby Hearts Hong Kong

**Chubby hearts spread love across hong kong and showcased the city's charm**

將愛傳遞香港 展現城市獨有魅力

# 108 Ground For Creative Anchor

孕育創意根基

GBA Creative Night  
大灣區創意之夜

**Fostering Synergies and Bringing Endless Creative Opportunities**

互補共進 創意產業機遇無限

DX design hub  
DX 設計館

**Embarking on a New Chapter: DX design hub is Set To Open in Sham Shui Po in 2024**

翻開全新篇章：  
深水埗DX設計館將於2024年開幕

# 114 Bridging Backgrounds Collective Wisdom

融匯背景 智慧集結

Board of Directors 董事會成員

**Design Unbound: East Meets West**

設計無疆界

Design Digest  
設計二三事

**All About Our Events, and More!**

全面掌握活動資訊及其他消息

Community Engagement  
凝聚社區

Friends of HKDC Membership Programme  
HKDC 設計之友會員計劃

International Alliances  
國際聯盟

Corporate Governance  
企業管治

Our Accounts  
帳目

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

# Design Sparks

設計激發

# Dialogue

對話

## The Game Changers in Sustainability

可持續發展創變者

### Hong Kong and The Netherlands Explore Limitless Possibilities of

# Designing Circular Economies

香港與荷蘭攜手  
探索循環經濟設計的  
無限可能

#### 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.

#### 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。

**Business of Design Week (BODW) 2023** welcomed business leaders, policy makers and some of the most creative minds in Asia and Europe with over 11,000 in attendance and reached over 1.2 million global viewers for a week-long programme of meetings, panel discussions, cultural exchanges and much more at various venues across Hong Kong. Together with BODW 2023's Partner Country, The Netherlands, and the country's platform for creative leaders **CreativeNL**, alongside co-organiser Hong Kong Trade Development Council (HKTDC) and lead sponsor The Cultural and Creative Industries Development Agency (CCIDA) (formerly known as Create Hong Kong (CreateHK)), BODW 2023 explored the limitless possibilities of innovation in designing sustainable businesses and communities, under the theme of 'Game Changers'.

設計營商周2023於香港多個場地舉辦一連串的會議、論壇及文化交流等活動，匯聚來自亞洲及歐洲的商界領袖、決策者及創意人才，超過11,000位與會者親臨現場參加，全球錄得逾120萬位觀眾收看。為期一周的設計營商周2023與伙伴國家荷蘭及其創意開發平台「創意荷蘭」(CreativeNL)攜手合作，加上香港貿易發展局(HKTDC)協辦並由文創產業發展處(前稱「創意香港」)作為主要贊助機構，以「設計創變者」為主題，探索創新設計的無限可能，共建可持續發展的商業模式和社區。



In his opening address at BODW 2023, Chairman of Hong Kong Design Centre, Professor Eric Yim put it succinctly: 'Game Changers is more than a theme – it's a commitment (to) innovation, audacity and transformation ... it's an exchange of minds between individuals that have disrupted industries and propelled us into new frontiers'. Kicking off the week-long series of programmes, Professor Yim welcomed Guest of Honour Barbara Wolfensberger, Director-General of Culture and Media at the Ministry of Education, Culture and Science in the Netherlands, who led an over 50-strong Dutch delegation comprising government officials as well as design and business leaders to BODW 2023. As Partner Country for BODW 2023, the Netherlands, renowned as a global pioneer in practising circular economy, joined forces with Hong Kong to address the challenges that communities and cities face when transitioning to a circular economy, when businesses and communities resolve to adopt the better use of resources, reduce waste and create sustainable economic growth around the central theme of 'circularity'.

香港設計中心主席嚴志明教授於設計營商周2023的開幕致辭中，言簡意賅道出主題精髓：「設計創變者不單單是一個主題，更是作出銳意創新、大膽嘗試和改造求變的承諾……我們藉此交流想法，突破行業常規，開拓嶄新境界。」嚴志明教授為長達一周的精彩活動揭開序幕，並歡迎榮譽嘉賓荷蘭教育、文化與科學部的文化與傳媒總司長Barbara Wolfensberger蒞臨參與。她所率領的荷蘭代表團超過50人，成員包括政府官員以及設計及商界領袖。作為設計營商周2023的伙伴國家，荷蘭廣被視為實踐循環經濟的環球先驅，並與香港代表一同探討企業和社區如何更有效運用資源、減少浪費，並推動可持續的經濟增長，透過「循環設計」的主題，助企業和社區在邁向循環經濟的道路上，成功應對不同挑戰。



## Business of Design Week

The BODW Summit, the main feature of the event-filled week, brought together over 90 global pioneers who presented more than 50 thought-provoking keynote sessions and panel discussions focusing on three pivotal areas: **Urban Planning and New Urban Models**, **Transformative Brands and Consumers' Experience** as well as **AI, Technology and Future Trends**. The visionaries and thought-provoking leaders who presented their ideas under these topics included architect Ben van Berkel, Founder & Principal Architect of UNStudio; Kenya Hara, President & Chief Executive Designer of Nippon Design Center; Francine Houben, Creative Director & Architect of Mecanoo; Dr Wang Jian, Founder of Alibaba Cloud; Cai Jinqing, President of Kering Greater China, Jiang Qiong Er, Co-founder & Designer of SHANG XIA; Yao Yingjia, Vice President of Group Lotus and Janice Tsang, Head of Innovation at Porsche China, among many others.

設計營商周國際峰會為年度盛事的焦點，帶來90多位國際創變者、超過50場啟迪思潮的主題演講和論壇，重點探討「城市規劃與新都市模式」、「品牌變革與消費者體驗」、「人工智能、科技與未來趨勢」三大議題。多位創意大師和業界翹楚暢談精闢見解，包括UNStudio創辦人及首席建築師Ben van Berkel、日本設計中心總裁及首席設計師原研哉、Mecanoo創意總監及建築師Francine Houben、阿里雲創辦人王堅博士、開雲集團大中華區總裁蔡金青、上下聯合創始人及設計師蔣瓊耳、蓮花集團副總裁姚映佳，以及保時捷中國創新辦公室負責人曾念怡等。



The English TV broadcast of BODW 2023 events on concurrent event days reached over 1.32 million viewers, and 1.67 million viewers were recorded for the Chinese special TV programme. Compared to previous years, significant increment was shown in in-person participation of media from the Greater Bay Area. Additionally, the event remarked considerable media presence from the Mainland China including Phoenix Weekly, Fujian Media Group, Guangdong Radio and Television and Xinhua News Agency. International social buzz achieved over 30 million impressions. For BODW 2023, the audience reach added up to a PR value of about HKD 99 million. As part of the partnership, bodw+, the leading online design knowledge platform in Asia, unveiled 'Dutch Inspiration', a comprehensive design directory and a curated content hub which showcased the best of Dutch design to business leaders, creative professionals and industry practitioners in Hong Kong, Asia and beyond.

設計營商周2023峰會的英文版本於活動同日以電視錄影形式播出，觀看人數超過132萬人次，而中文特備電視節目的觀看人數則超過167萬人次。與去年相比，親身到場的大灣區傳媒數目大幅增加。此外，《鳳凰周刊》、福建省廣播影視集團、廣東廣播電視台及新華社等多家內地媒體亦有出席。社交平台流量方面，全球共錄得逾3千萬次曝光。設計營商周2023的媒體報導合計帶來約9,900萬港元的公關價值。作為合作計劃的一部分，亞洲領先的線上設計知識網站bodw+亦推出了《Dutch Inspiration》。此全面的設計指南內容豐富，收錄不少優秀的荷蘭設計作品，讓香港、亞洲及至全球的商界領袖、創意專才和業界人士加深了解。



A highlight at BODW 2023 was RoomNL, a cozy 'clubhouse' located above the main summit hall showcasing the possibilities of circular design and sustainable practices. RoomNL welcomed all BODW participants to share experiences, engage in collaborative networking events and foster exchanges between organisations and countries. It hosted a total of three workshops, eight panel discussions, 36 presentations and 12 roundtable meetings, all of which engaged with around 3,800 attendees.

RoomNL是設計營商周2023的另一亮點，猶如「俱樂部」般的愜意環境，歡迎所有設計營商周參與者前來這個位於峰會主場的互動空間，一同分享經驗、擴展網絡及合作關係，並促進組織與國家之間的交流，藉此醞釀循環設計和可持續實踐方法的種種可能。RoomNL合共舉辦了3個工作坊、8場專題論壇、36場演講及12場圓桌論壇，吸引約3,800名與會者參與。

## 設計營商周

The English TV broadcast of BODW 2023 events on concurrent event days reached over 1.32 million viewers, and 1.67 million viewers were recorded for the Chinese special TV programme. Compared to previous years, significant increment was shown in in-person participation of media from the Greater Bay Area. Additionally, the event remarked considerable media presence from the Mainland China including Phoenix Weekly, Fujian Media Group, Guangdong Radio and Television and Xinhua News Agency. International social buzz achieved over 30 million impressions. For BODW 2023, the audience reach added up to a PR value of about HKD 99 million. As part of the partnership, bodw+, the leading online design knowledge platform in Asia, unveiled 'Dutch Inspiration', a comprehensive design directory and a curated content hub which showcased the best of Dutch design to business leaders, creative professionals and industry practitioners in Hong Kong, Asia and beyond.

設計營商周2023峰會的英文版本於活動同日以電視錄影形式播出，觀看人數超過132萬人次，而中文特備電視節目的觀看人數則超過167萬人次。與去年相比，親身到場的大灣區傳媒數目大幅增加。此外，《鳳凰周刊》、福建省廣播影視集團、廣東廣播電視台及新華社等多家內地媒體亦有出席。社交平台流量方面，全球共錄得逾3千萬次曝光。設計營商周2023的媒體報導合計帶來約9,900萬港元的公關價值。作為合作計劃的一部分，亞洲領先的線上設計知識網站bodw+亦推出了《Dutch Inspiration》。此全面的設計指南內容豐富，收錄不少優秀的荷蘭設計作品，讓香港、亞洲及至全球的商界領袖、創意專才和業界人士加深了解。



BODW 2023 was the highlight event of the very fruitful year-long partnership between Hong Kong and the Netherlands, and played a major role in creating collaborations and business opportunities between the two countries. At the King's Day celebrations hosted by the Consul-General of the Kingdom of the Netherlands in Hong Kong, Paul Chan, Financial Secretary for Hong Kong, invited Dutch companies to join Hong Kong's 'green transition', noting that 'the process in Hong Kong and the broader region requires expertise and specialised technologies. We know that many Dutch companies offer advanced green technology solutions (and) we would like to invest in each other's opportunities. Sustainability and circularity, the theme of this year's King's Day celebrations, holds tremendous promise. Looking to the future for Hong Kong and the Netherlands, there is much we can work together on.'

香港與荷蘭的是次合作長達一年，取得豐碩成果，而作為焦點活動的設計營商周2023，更為兩地促成不少協作機會，開拓無限商機。在荷蘭王國駐香港總領事館舉辦的國王日慶祝活動中，香港財政司司長陳茂波邀請更多荷蘭企業加入香港的「綠色轉型」之旅，並指出「要推動這一進程，香港及周邊地區皆需要汲取專業知識和專門技術。我們了解到許多荷蘭公司提供頂尖的綠色科技解決方案，期望彼此能達致優勢互補，互惠共贏。可持續發展及循環經濟是今年國王節慶祝活動的主題，相信未來大有為為。讓我們為香港和荷蘭的未來共同努力，在不同方面展開合作。」

Knowledge of Design Week (KODW) 2023 was a resounding success, attracting over 1,700 in-person attendees, including business leaders and creatives, and reaching over 940,000 viewers globally. Held from June 14 to 16 at the Hong Kong Palace Museum and other venues, KODW 2023 marked the beginning of the year-round collaboration with HKDC's 2023 Partner Country, the Netherlands and its creative platform, CreativeNL. With a rich programme of 16 forums, nine workshops, two masterclasses and numerous networking sessions centred around the theme of 'The Power of Design: Innovating for a Circular World', KODW 2023 highlighted six key pillars that define our collective journeys toward sustainability with The Cultural and Creative Industries Development Agency (CCIDA) (formerly known as Create Hong Kong (CreateHK)) as the lead sponsor.

# Six Key

# Key Pillars Defining

# ing Our Journey

# y Toward a Sust

# tainable

# Future

設計智識周 2023 盛况空前，匯聚多位商界領袖及創意專才，超過 1,700 位與會者親臨現場參加，全球錄得逾 940,000 位觀眾收看。設計智識周 2023 於 6 月 14 日至 16 日期間於香港故宮文化博物館等場地舉行，為香港設計中心與 2023 年伙伴國家荷蘭及其創意開發平台「創意荷蘭」(CreativeNL) 攜手舉辦的全年活動揭開序幕。由文創產業發展處(前稱「創意香港」)作為主要贊助機構，本年度設計智識周以「設計力量：開創循環新世界」為主題，舉辦了 16 場論壇、9 場工作坊、2 場大師班以及多場交流活動，共同探討可持續發展的六大議題。

# Social Innovation & Wellness

與社會健康創新

The world faces challenges, but design innovations can promise a bright future. Keynote speaker Richard van der Laken, Co-founder & Creative Director of What Design Can Do, highlighted the urgency for change in our consumption habits, stating that design is both the problem and solution in 'Redefining Good Design for Healthy Consumerism'. The creative industry can lead changes by addressing global challenges such as the refugee crisis, and adopting circularity for sustainability. Rama Gheerawo, Director of The Helen Hamlyn Centre for Design, the Royal College of Art, identified empathy, creativity and clarity as the essential pillars of creative leadership, emphasising that creativity without clarity is ineffective.

**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.

**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。



世界正面對不少挑戰，但透過創新的設計方案，則可創造更美好的將來。在主題演講「優秀設計與健康消費」中，What Design Can Do 聯合創辦人及創意總監 Richard van der Laken 強調改變消費習慣的迫切性。他認為設計既是問題所在，亦是解決方案。創意產業可以透過解決難民危機等國際挑戰，並採用循環設計以推動可持續發展，從而促進以設計主導的創變。英國皇家藝術學院海倫·哈姆林設計中心總監 Rama Gheerawo 表示創意領導力主要由同理心、創造力和明確性組成，並指出沒有明確性的創造力並無效用。

# Culture & the City

與文化都市

Speakers Associate Professor Francesca Valsecchi from Tongji University in Shanghai, and Teo Yang of Teo Yang Studio in Korea delved into the dynamics of heritage preservation and urban development. Teo Yang highlighted the importance of preserving cultural heritage as natural resources, advocating for its integration into everyday life beyond museum settings. Through projects such as the Hanok residence/studio and commercial establishments, Yang aims to elevate Korean core values and foster public-private space awareness. By exploring the evolution of heritage in urban contexts, these insights shed light on the complexities of balancing preservation with regeneration, and highlight innovative approaches to city development.

來自上海同濟大學設計創意學院的魏佛蘭教授及韓國的 Teo Yang Studio 創意總監梁允旻擔任講者，分享保育歷史遺產及城市發展的現況。梁允旻認為應視歷史遺產作自然資源，提倡保育融入日常生活之中，而非局限於博物館內。透過集住所及工作室於一身的韓屋及商業場所等項目，梁允旻致力提升韓國的核心價值，並促進大眾對公共及私人空間的認知。兩位講者分享對保育都市遺產的見解，讓與會者了解平衡保育與再生的複雜性，並認識城市發展的創新方案。

# Transformative Brands

變品  
革牌

Businesses can redefine their commercial values and embrace sustainability through circular economy practices, as consultants from the Netherlands Siem Haffmans and Pieter van Os explained. They accentuated that designing circular business models reduces costs, anticipates resource needs and extends customer loyalty. Helen Amos, Sustainability Consulting Lead from JLL stressed the critical role of retrofitting existing buildings to reduce carbon emissions, noting that 'The greenest building is the one that already exists'. Together, these insights underscore the transformative power of sustainable leadership and brand rejuvenation.

正如來自荷蘭的顧問 Siem Haffmans 及 Pieter van Os 所述，企業可以透過實踐循環設計，以重新定義商業價值，並踏上可持續發展之路。他們認為設計循環營商模式有助降低成本、預測資源需求及提高客戶忠誠度。仲量聯行的可持續發展主管 Helen Amos 則分享改造現有建築有效減少碳排放，並指出「最環保的建築，是已經存在的建築」。講者的見解獨到精闢，突顯可持續發展領導力與品牌活化的創變力量。



In 'The Power of Luxe Design: Reshaping the Hospitality Landscape', Clint Nagata, Founder & Creative Partner of BLINK Design Group, Singapore, delved into the transformative potential of luxe design. Nagata championed customisation and personalisation in response to evolving consumer demands, emphasising the shift with a focus on emotional connections in luxury. As hotels and restaurants are searching for ways to make lasting impressions to customers, panel speakers Sean Dix and Jonny Moreland shed light on how brands can cultivate customer loyalty through leveraging intriguing designs and storytelling in their enlightening panel session, 'Engaging Senses: Curating Immersive Dining Experiences'.

在「重塑豪華酒店設計」演講中，新加坡 BLINK Design Group 創始人及創意合伙人 Clint Nagata 深入探討豪華設計的創變潛力。要回應不斷變化的消費者需求，Nagata 認為提供個人化服務相當重要，豪華設計現正轉向情感聯繫發展。有見酒店及餐廳想方設法讓顧客留下深刻的印象，Sean Dix 及 Jonny Moreland 在「締造沉浸式餐飲體驗」論壇中，分享品牌如何利用引人入勝的設計及說故事技巧，以建立忠誠的客戶群。

# Hospitality

服旅  
務遊



# AI & Technology

人工  
智能  
與  
科技



Urban living spaces are evolving, shared by Sun Dayong, Founder & Chief Architect of Penda China, in his talk 'Designing for a Planet-friendly City'. He showcased innovative mini-residences in Beijing, integrating the city's unique hutong culture with modern aesthetics and nostalgic elements such as swings and kaleidoscopes. By incorporating modular design and replacing unnecessary decorations with greenery, Sun aims to create sustainable, harmonious spaces that balance architecture and nature. 'Less is more, less is rich, less is love', he asserted, advocating designs rooted in humanity and care, and addressing the pressing need for holistic solutions in sustainable urban development.

在「構建地球友善的城市」演講中，榮達建築事務所創辦及主創建築師孫大勇稱都市的生活空間正不斷演變。他展示北京嶄新的迷你住宅，住宅將北京市獨有的胡同文化、現代美學，以及鞦韆和萬花筒等懷舊元素融為一體。透過採用模組化設計並以植物取代不必要的裝飾，孫大勇致力平衡建築與自然，創造可持續發展的和諧空間。他堅信「少即是多，少即是富，少即是愛」，推崇把人民情懷和關懷融入設計之中，並談及社會急切需要全面解決方案以達致可持續城市發展。



At KODW 2023, inspiring conversations took place around how Artificial Intelligence and Technology are rapidly transforming how we design our world. The power of generative AI can exponentially improve how businesses create brand content creation, marketing and operation. Its capabilities can also be used to increase efficiencies, collect data and analytics with ever-greater accuracy. Maggie Wong, CEO of Wunderman Thompson Hong Kong, believes that these new tools can refine and further enhance customer experiences, expressing that 'The ability to analyse data helps businesses to understand the customer better, enabling more human, intelligent and engaging experiences.'

在設計智識周 2023 中，講者深入探討人工智能與科技如何迅速改變設計的方式。透過發揮生成式人工智慧的力量，品牌可以大大改進創作內容、營銷和營運的手法，同時提高效率，並更準確地收集數據進行分析。Wunderman Thompson Hong Kong 行政總裁黃靜怡認為，各式嶄新工具有助完善並提升客戶體驗。她表示：「企業如能有效分析數據，便可以更深入了解客戶，帶來更以人為本、更智能化，及更引人入勝的體驗。」

# New Urban Models

變新  
革都  
市



Join bodw+ to explore what's next in design!

登記成為 bodw+ 會員  
緊貼設計趨勢

Find out more at  
瀏覽網頁了解更多

[www.bodw.com](http://www.bodw.com)

Originating from Business of Design Week (BODW), bodw+ is an interactive design knowledge platform provides you a great view on seminal design trends, featuring takeaways of BODW and KODW, alongside engaging livestreamed events, on-demand content, case studies, podcasts, feature stories, interviews, event listings, programme archives, and much more.

取名自「設計營商周」(BODW)，設計知識數碼平台 bodw+ 全面探索設計、創新及品牌趨勢，讓你可以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。

## SPOTLIGHT

The Fashion Challenges Forum, held at Poolhouse at Grand Hyatt Hong Kong on 28 November 2023, was a highlight of the exciting programme at Fashion Asia Hong Kong 2023 with The Cultural and Creative Industries Development Agency (CCIDA) (formerly known as Create Hong Kong (CreateHK)) as the lead sponsor. Returning as a full-on physical event, the Forum brought together a stellar line-up of industry leaders, designers and entrepreneurs to share their insights on current issues, and to strategise actionable ideas for businesses and brands. The Forum included 10 panel sessions featuring over 20 speakers and moderators, and was covered by over 40 media outlets, generating an impressive media value of HKD3.2 million. Here are some essential takeaways from leading figures in the fashion world:

由文創產業發展處（前稱「創意香港」）作為主要贊助機構，Fashion Asia Hong Kong 2023 帶來一連串精彩活動，焦點之一是於 2023 年 11 月 28 日假香港君悅酒店 Poolhouse 舉行的時尚未來論壇。論壇全面回歸以實體形式舉行，匯聚業界領袖、設計師及企業家等，一同探討目前的重要議題，並為企業和品牌提出可行的策略構思。論壇邀得 20 多位講者及主持人分享，共舉辦 10 場專題討論，並獲得超過 40 家媒體報道，帶來高達 320 萬港元的媒體價值。一同重溫一眾時裝界領袖談及的要點：

ON NOTABLE  
INDUSTRY HEAVYWEIGHTS  
AND THEIR INSIGHTS知名業界翹楚  
分享精闢見解CAROLINE  
RUSH CBECHIEF EXECUTIVE  
BRITISH FASHION COUNCIL  
英國時裝協會行政總裁

In 'Establishing a Thriving Fashion Community', the British Fashion Council (BFC) Chief Executive shared her expertise on how to engage emerging brands, designers as well as established businesses. This involves fostering a thriving creative community and working with retailers who not only offer support but also open first doors for designers. Emerging UK designers can join the BFC to access to a member portal and contact other members and patrons, or simply connect with an industry professional to ask their advice. She added, 'It's all about having strategic partners that can give you a platform, and also handhold you through those first few collections'.

在「建立百花齊放的時尚社群」專題討論中，英國時裝協會行政總裁分享如何連繫新銳品牌、設計師以及資深企業方面的專業知識。當中涉及培育百花齊放的創意社群，並與零售商展開合作。零售商不但提供支援，更為設計師打開第一道門。英國新晉設計師可以加入英國時裝協會，然後使用會員平台並聯絡其他會員和贊助人，或直接與業內人士聯繫並尋求建議。她補充道：「與策略伙伴合作是關鍵，他們可以為你提供平台，並在你推出個人系列的起步階段予以扶助。」



## FASHION ASIA HONG KONG

Fashion Asia Hong Kong (FAHK), an initiative of the HKSAR 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.

## 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。

GUO PEI  
郭培FOUNDER  
GUO PEI AND ROSE STUDIO  
GUO PEI 及玫瑰坊創辦人

In 'The Creator of Chinese Couture', visionary Chinese couturier Guo Pei, founder of Rose Studio and the eponymous GUO PEI fashion house, shared her insights on how the rarefied craft of haute couture transcends international borders. Her spectacular creations, synonymous with exquisite couture and artistic craftsmanship, come from her own lived experiences, as well as influences from European and Chinese artistic traditions. The stories of beautiful dresses she heard as a young girl from her maternal grandmother, as well as embroidery from museums and other places around the world, were all inspirations behind her highly distinctive couture which today blurs the marvellous boundaries between art and fashion.

在《中國高級訂製服創作人》中，具前瞻性的中國時裝設計師兼玫瑰坊及 GUO PEI 品牌創辦人郭培，探討高級訂製服的精湛工藝如何超越地域界限。她的作品令人神往，彰顯高級訂製服和藝術工藝之美，靈感源自她自身的生活經歷，以及歐洲及中國藝術傳統所帶來的影響。小時候，她經常從外婆的口中聽到有關漂亮裙子的小故事，以及認識到來自博物館和世界其他地方的刺繡作品，成為她後來設計訂製服的靈感泉源。她的創作別具一格，巧妙令藝術與時尚的界線變得模糊。

# PHILLIP LIM

CO-FOUNDER &  
CREATIVE DIRECTOR

共同創辦人及創意總監  
3.1 PHILLIP LIM

Every major Fashion Week has made a triumphant post-pandemic return, but in 'The Fashion Week Comeback', veteran designer Phillip Lim discussed whether the original objectives and goals of this industry mainstay are still relevant. He believes that nothing can replace fashion shows and Fashion Weeks, because they are much more than just spectacles: they are communities of creative people who come together to discover and inspire each other, to connect, continue conversations and share dreams. For designers, Lim says, 'the show is 15 minutes of pure silence in a world filled with noise, when it's just our vision, from our hearts. And you can't replace that'.

疫情過後，大型時裝週凱旋回歸。在「時裝週回歸」的討論中，資深設計師 Phillip Lim 探討這些業界盛事最初的目的和目標，是否仍然適切現今的需要及情況。他認為沒有什麼可以取代時裝表演和時裝週，因為它們不僅僅帶來壯觀場面，更能凝聚創意人才，藉此互相發掘靈感、建立聯繫、延續對話，並分享夢想。他表示，對設計師來說，「在喧嚷的世界中，一場 15 分鐘的時裝表演帶來絕對寧靜，純粹呈現我們內心的願景。沒有任何事物能夠取代」。

# SOPHIE BROCARD

CEO, PATOU AND  
MENTORING DIRECTOR  
LVMH PRIZE

PATOU 首席執行官兼  
LVMH 獎的指導總監

Sophie Brocard of the LVMH Prize for Young Fashion Designers, an esteemed accolade honoring young designers for their talent and creativity, took part in the 'Talents of Tomorrow' panel. She spoke on how talent is not enough when designers aspire to become global success stories. She shared the common pitfalls emerging designers face, and how mentors and industry support are vital to their survival. Mentors can help young designers navigate important topics around their fashion careers, including personal communication skills, social media management and sustainability awareness which, Brocard emphasises, 'was something nice to have 10 years ago, but [is] now something that is a need to have'.

Sophie Brocard 是「明日人才」專題討論的講者，亦是 LVMH 青年時裝設計師獎指導總監，而該獎項旨在表彰年輕設計師的才華和創意。她談到，當設計師渴望於國際舞台打響名堂，光靠才華並不足夠。她分享新晉設計師常遇到的陷阱，以及導師和行業支援如何大大有助他們掌握生存之道。導師可以幫助年輕設計師了解時裝事業相關的重要課題，包括個人溝通技巧、社交媒體管理及可持續發展理念。她強調，「凡此種種在 10 年前是錦上添花，但現在是不可或缺」。



# ROBERT WUN

FOUNDER & FASHION  
DESIGNER

創辦人兼時裝設計師  
ROBERT WUN

On 'The Future of Haute Couture', Hong Kong-born couture designer Robert Wun shared his thoughts on whether the haute couture industry still inspires the next generation of designers. 'We spend so much time debating what fashion is as a business,' he observed, 'we forget what the soul of fashion is. Haute couture brings you back to the idea of the art of making, of celebrating people who love making clothes. There will always be talents in the young generations to come, and we need to give them the space to think about it, try it out, and open that door for them'.

在「高級訂製服的未來」的環節中，生於香港的時裝設計師 Robert Wun 與觀眾分享見解，談談對高級訂製服行業是否仍能啟發新世代設計師的看法。他留意到，「我們花了太多時間從生意角度討論時裝是什麼一回事，卻忘卻了時裝的靈魂。高級訂製服將你帶回製作藝術的原點，回想一眾熱愛製作時裝的設計師。年輕一代人才輩出，我們需要給他們思考、嘗試的空間，為他們打開那扇門。」



# EXPLORING THE EVOLUTION OF FASHION

## 探討時尚界的演變發展

Fashion Asia 2023 introduced an exceptional collection of digital content through five captivating episodes, highlighting the ingenuity of local fashion and brand insiders who are revolutionising the style scene.

These videos serve as a valuable resource for business solutions and actionable insights into the dynamic landscape of both local and global fashion. By watching these videos, viewers can stay informed about the latest developments in the fashion industry.

Fashion Asia 2023 製作豐富的數碼內容，包括五集精彩節目，邀得多位改變時尚界面貌的本地時裝及品牌業內人士，分享睿智卓見。

短片提供負責資訊、營商方案及務實可行的意見，以應對本地和全球瞬息萬變的時裝格局，助觀眾掌握時裝行業的最新發展。

### FROM STAR TO FASHION ENTREPRENEUR

明星時尚企業家  
Hilary Tsui 徐濠縈  
Founder  
創辦人  
HER & CHANCE



### KNITTING IN THE CITY

小城·編織  
Toki Wong  
Founder and Designer  
創辦人及設計師  
KOWLOON CITY BOY

Phyllis Chan, Suzzie Chung  
Founders and Designers  
創辦人及設計師  
YanYan



### THE ERA OF THE MULTI-HYPHENATE

遊走於多重身份之間  
Dorothy Lau  
Stylist, Art Director and Singer-Songwriter  
劉君冬，造型師、美術總監及唱作歌手



### COSTUMER TO THE STARS

銀幕後的造型師  
Man Lim Chung 文念中  
Chairman of Hong Kong Film Arts Association  
香港電影美術學會會長



### TIME TRAVELLERS

時裝穿梭之旅  
Christian Stone  
Founder and Designer  
創辦人及設計師  
CHRISTIAN STONE

Jason Mui, OnYing Lai  
Founders and Designers  
創辦人及設計師  
YAT PIT

With great pride, Fashion Asia unveiled the winners of the highly anticipated 10 Asian Designers To Watch 2023, carefully selected by a distinguished panel of fashion industry leaders.

AURELEE

RYOTA IWAI Japan



CHRISTIAN STONE

CHRISTIAN STONE Hong Kong

KEISUKEYOSHIDA

KEISUKE YOSHIDA Japan



MARRKNNULL

MARRK WANG AND TIM SHI The Mainland of China



AO YES

AUSTIN WANG AND YANSONG LIU The Mainland of China

CHET LO

CHET LO Hong Kong



JIYONGKIM

JIYONG KIM Korea

LOUIS SHENGTAO CHEN

LOUIS CHEN The Mainland of China



NAN KNITS

NAN HU The Mainland of China



WINDOWSEN

SENSEN LII The Mainland of China

Fashion Asia 欣然公佈萬眾期待的 2023 年亞洲十大焦點設計師，得獎者由一眾時尚界領袖評選得出，實在可喜可賀。

INTRODUCING THE REMARKABLE WINNERS OF FASHION ASIA'S 10 ASIAN DESIGNERS TO WATCH 2023

隆重介紹 FASHION ASIA 亞洲十大焦點設計師 2023

'10 ASIAN DESIGNERS TO WATCH' EXHIBITION 亞洲十大焦點設計師展覽

# WITNESS THE POWER OF EMERGING ASIAN DESIGN FORCES

見證亞洲設計新勢力

MAR三月 13—25 2024

I.T, One Hysan Avenue 旗艦店 Causeway Bay, Hong Kong 銅鑼灣希慎道1號

HONG KONG SHOWROOM & POP-UP SPACES EXHIBITION

Taking place at the Arts Pavilion in the West Kowloon Cultural District, the '10 Asian Designers To Watch' exhibition in Hong Kong between November 26 to December 3, 2023 captivated audiences.

This remarkable showcase not only presented the ten winning brands but also proudly featured a curated selection of pieces by notable past awardees from Hong Kong, including ROBERT WUN, CELINE KWAN, DEMO, KARMUEL YOUNG, PONDER.ER, WILSONKAKI, and YAT PIT. Together, these remarkable designers shed light on the flourishing fashion design industry in Hong Kong, symbolizing the emergence of a dynamic new wave of local design forces.

「亞洲十大焦點設計師」香港展覽於2023年11月26日至12月3日假西九文化區藝術展亭舉行，吸引大眾前來一睹非凡作品。

展覽不但帶來十大獲獎設計師品牌的佳作，同場亦展出曾獲「亞洲十大焦點設計師」大獎的香港設計師精選作品，包括ROBERT WUN、CELINE KWAN、DEMO、KARMUEL YOUNG、PONDER.ER、WILSONKAKI及YAT PIT。從這班傑出設計師的作品可見，香港時裝設計業百花齊放，本地年輕設計力量鋒芒初露，為業界注入源源活力。

Fashion Asia partnered with I.T to host an exclusive exhibition in collaboration with emerging fashion designers in Hong Kong. The fashion exhibition, 'Hong Kong Showroom,' showcased the latest 2024 Spring/Summer collections of five designer brands: Cafuné, KOWLOONCITYBOY, REDEMPTIVE, WILSONKAKI, and YMDH (YOU MAKE DADDY HAPPY). These brands were nurtured through HKDC's Fashion Incubation Programme (FIP) and Design Incubation Programme (DIP).

Simultaneously, Fashion Asia introduced 'Pop-up Spaces' at the same venue, featuring exceptional works by local fashion design students and graduates from institutions including Hong Kong Design Institute, The Hong Kong Polytechnic University, Technological and Higher Education Institute of Hong Kong, and Caritas Bianchi College of Careers.

新銳時裝設計師及本地新星作品

# SHOWCASING EMERGING FASHION DESIGNERS AND LOCAL TALENT

Fashion Asia 與 I.T 合作推出期間限定「Hong Kong Showroom」時裝展覽，召集五個香港新銳時裝設計師，展出品牌最新2024春夏系列，當中包括Cafuné、KOWLOONCITYBOY、REDEMPTIVE、WILSONKAKI及YMDH (YOU MAKE DADDY HAPPY)。全部品牌皆為香港設計中心時裝創業培育計劃 (FIP) 及設計創業培育計劃 (DIP) 的學員。

同時，Fashion Asia 於會場同步舉辦 Pop-up Spaces 展出本地時裝設計學生及畢業生的優秀作品，參與院校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。

SHANGHAI

上海展覽



Fashion Asia partnered with LABELHOOD to present the '10 Asian Designers To Watch' exhibition in Shanghai from October 8 to 15, 2023. This event brought together winning designers from China and passionate fashion enthusiasts, creating a vibrant platform in the heart of this fashion capital to celebrate and uplift the emerging forces of Asian design.

Fashion Asia 聯同 LABELHOOD 於2023年10月8日至15日期間舉辦「亞洲十大焦點設計師」展覽。展覽於上海這個時尚之都的心臟地帶舉行，打造活力十足的平台，匯聚中國得獎設計師及時尚愛好者，藉此表揚並支持亞洲設計的新勢力。

OCT十月 8—15 2023

1/F, The Somekh Building, ROCKBUND 外灘哈密大樓1樓

香港展覽

HONG KONG



NOV十一月 26— DEC十二月 3 2023

Arts Pavilion, West Kowloon Cultural District 西九文化區藝術展亭

# Meet

見證

# The Visionaries

遠見卓識



D

HONOURING  
DESIGN

DFA AWARDS  
CELEBRATING  
OUTSTANDING  
ACHIEVEMENT

LEADERSHIP

榮耀設計領袖

DFA 設計獎表彰  
傑出成就

DFA AWARDS  
In 2003, the Hong Kong Design Centre has launched the DFA Awards to underpin the role of designers in society, to celebrate design leadership and exemplary designs and projects with commercial success or impact in Asia, as well as to recognise the rising force of emerging designers in Hong Kong since 2005. With The Cultural and Creative Industries Development Agency (CCIDA) (formerly known as Create Hong Kong (CreateHK)) as the lead sponsor, The DFA Awards, through its five major award programmes, has grown in its international influence in Asia.

DFA 設計獎  
香港設計中心自2003年開始設立「DFA設計獎」，探討設計師在社會扮演的角色，並表揚傑出設計領袖和在亞洲區內，具商業成就或影響的優秀設計項目，亦自2005年起嘉許香港的青年設計才俊。由文創產業發展處（前稱「創意香港」）作為主要贊助機構，「DFA設計獎」透過五個不同設計獎項計劃表揚卓越設計及人物。

DFA Awards 2024 honors three exceptional design leaders, celebrating their talent and innovative spirit while acknowledging their remarkable achievements in the design field.

These individuals have consistently led the way in setting trends, driving innovation, and positively impacting society and people's lives through their designs. It is our hope that their accomplishments will serve as inspiration for other designers to push the boundaries of design further, creating a better and more meaningful world through their work.

DFA 設計獎 2024 向三位卓越的设计領袖致敬，以表彰他們的才華和創新精神，在设计领域中取得的非凡成就。

他們在设计领域中引領著潮流，推動著創新，並為社會和人們的生活帶來了顯著的影響。我們希望他們的成就能夠啟發更多的設計師，繼續推動設計領域的進步，為我們的世界帶來更美好、更有意義的設計。

DFA LIFETIME  
ACHIEVEMENT  
AWARD

DFA 亞洲設計終身成就獎

Signify the design community's respect for individuals who have made lifelong contributions to the design profession, education and society, especially in Asia.

表揚終身為設計專業及社會，尤其在亞洲作出深遠及重大貢獻，並受設計界及設計教育界敬仰和尊崇之人士。



原 研 哉



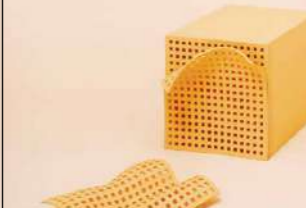
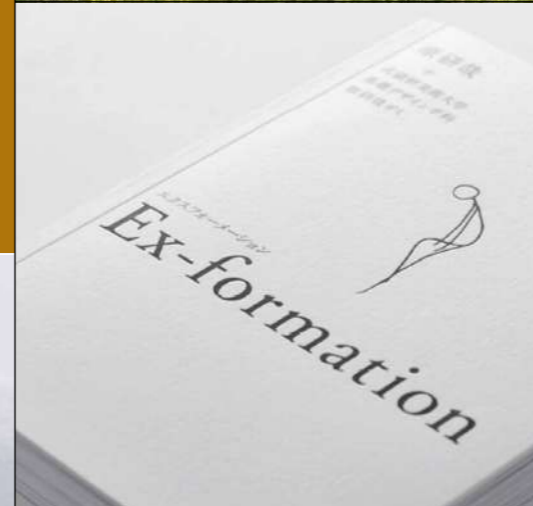
KENYA HARA

# YOUNG DESIGNERS SHOULD TRAVEL GLOBALLY TO UNDERSTAND THEIR OWN CULTURE BETTER. IN AN INCREASINGLY CONNECTED WORLD, LOCAL CULTURE GAINS VALUE, AND UNDERSTANDING AND MAXIMIZING LOCAL VALUES IS VITAL FOR MAKING MEANINGFUL CONTRIBUTIONS TO SOCIETY.

年輕設計師應該遍訪世界，才能更深入地了解自己的文化。隨著世界變得越來越全球化，本地文化的價值也越來越高，為了對世界作出貢獻，全面理解本地價值並充份發揮這些價值就變得十分重要。

The 2023 DFA Lifetime Achievement Award recipient is Kenya Hara, renowned Japanese graphic designer, curator, writer, university professor and founder of the Hara Design Institute. His influential books, 'Designing Design' and 'White,' are essential reading for design professionals and enthusiasts alike. Hara's writings delve into originality, aesthetics, creativity as well as the broader philosophy and process of design. Since 2002, he has held a role as the Art Director for Japanese minimalist lifestyle brand Muji. His approach to Muji is rooted in his personal interpretation of emptiness, aligning with Japanese minimalism and its relationship to Western simplicity.

DFA 亞洲設計終身成就獎 2023 得主為原研哉，來自日本的他既是知名平面設計師，亦是策展人、作家、大學教授及原設計研究所創辦人。他曾出版多本著作，深入探討原創性、美學、創意，以及更廣泛的設計理念和過程，當中以《現代設計進行式》及《白》尤見影響力，成為不少設計專才和愛好者的必備讀物。自 2002 年起，他擔任日本簡約生活品味品牌無印良品的美術總監，以自己對「空」這個概念的領會，奠定品牌設計理念的基石，貫徹日本極簡主義及其與西方簡約美的連繫。



Hara's favourite MUJI products include 'YOUNOIE'— the 'MUJI Plain House' from the MUJI House series, which focused on multifunctional places and how to use space more efficiently. He was also responsible for creating the basic concept for MUJI HOTEL, which applies the MUJI philosophy to their properties in Shenzhen, Beijing, and Tokyo. Hara's projects often draw deeply from Japanese culture. Notable examples include the programme design for the opening and closing ceremonies of the 1998 Nagano Winter Olympics and the official poster for the 2005 Aichi Expo. Since 2015, Hara has also been the general producer of JAPAN HOUSE, overseeing locations in London, São Paulo, and Los Angeles. Commissioned by the Japanese Ministry of Foreign Affairs, JAPAN HOUSE promotes Japanese culture worldwide, highlighting the finest aspects of Japanese art, design and cuisine.

Hara has worked with over a hundred designers, architects and artists in various exhibitions, including the 'Architects' Macaroni Exhibition' in 1994, 'RE-DESIGN' in 2000, 'HAPTIC' in 2004, 'SUBTLE' in 2014, and 'PACKAGING' in 2023. In 2017, Hara worked with Italian architect Andrea Branzi to curate the exhibition 'Neo-prehistory: 100 Verbs' which was initiated by the Triennale di Milano. For this exhibition, museums throughout Italy generously provided exhibits that created a truly groundbreaking exhibition that explored human history from a design perspective.

Hara advocates for young designers to travel extensively to gain a deeper understanding of their own culture. He believes that as the world becomes more global, the value of local culture increases. To contribute meaningfully on a global scale, designers must understand and maximise local values. He emphasises the importance of incorporating these experiences into their portfolios, especially in the context of high-resolution tourism, which seeks to optimise the unique appeal of each region amidst changing conditions. 'A designer should be like a pluripotent cell,' he says, 'capable of adapting and responding flexibly to any situation,' and adds that nurturing design talent to develop such an ability would be ideal.

原研哉深愛的無印良品產品包括「Yō no ie 向陽之家」，即 MUJI House 系列的平房，主力打造多功能家居以及更有效運用空間。MUJI HOTEL 的基本設計概念亦是由他操刀，將品牌理念注入旗下位於深圳、北京和東京的酒店。

他的創作靈感經常源自日本文化，著名例子包括 1998 年長野冬季奧運會開閉幕式及 2005 年愛知世界博覽會的官方海報設計等。自 2015 年起，原研哉亦出任「日本文化之家」的總製片人，負責倫敦、聖保羅和洛杉磯三地的據點。日本文化之家是日本外務省設立的海外中心，旨在向世界各地推廣日本文化，尤其是藝術、設計和美食方面。

原研哉曾與逾一百位設計師、建築師及藝術家合作舉辦不同展覽，包括 1994 年的「建築師們的通心粉展覽」、2000 年的「RE-DESIGN 再設計」、2004 年的「HAPTIC 五感的覺醒」、2014 年的「SUBTLE 微微 | 少許」及「PACKAGING 包裝」。2017 年，他與意大利建築師 Andrea Branzi 聯手策展由米蘭三年展發起的「新史前時代：100 個動詞」。有賴意大利各地的博物館慷慨提供展品，他們成功策劃開創新猷的展覽，從設計的角度探索人類歷史。

原研哉鼓勵年輕設計師多外出走走，以更深入了解自己的文化。他認為，隨著世界走向全球化，本地文化的價值會逐步提升。要在國際層面作出富意義的貢獻，設計師必須了解並發揮本地的價值所在。他強調將文化體驗納入設計的重要性，特別是在不斷變化的環境中，呈現「低空飛行」旅遊之美，盡展各地的獨有魅力及美好細節。他說：「設計師應該像一個多潛能細胞，能夠靈活因時制宜，應對任何情況。」他補充說，應為設計人才裝備這種應變能力。

DFA DESIGN

LEADERSHIP

AWARD

DFA 設計領袖獎

Recognise the business leaders who create exceptional and sustainable business successes through the use of design strategically and innovatively.

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。

D

羅仲榮

# VICTOR LO CHUNG-WING



# A CITY WITH A CREATIVE AND DESIGN VIBE APPEALS TO BOTH CREATIVE TALENT AND INVESTORS.

一個創意滿滿的設計城市必可吸引人才和投資者。



Victor Lo Chung-wing, the recipient of 2023 DFA Design Leadership Award, has made indelible contributions to the realms of technology, design, and commerce. His endeavours have not only enriched Hong Kong's economic and cultural landscapes but have also fostered deeper understandings of the power of design for value creation. Born in Hong Kong in 1950, he is a graduate of the Institute of Design at the Illinois Institute of Technology (IIT), which carries a long tradition of design research and education dating back to its founding as the 'New Bauhaus' of the New World. It was here that Lo began to appreciate the strategic value of design beyond designing products.

DFA 設計領袖獎 2023 嘉許羅仲榮對科技、設計及商業領域作出的莫大貢獻。他的專業不僅豐富了香港的經濟及文化創意領域，同時讓大眾更深入了解以設計創造價值的力量。他 1950 年出生於香港，畢業於美國伊利諾理工學院的設計學院。學院的設計研究及教學歷史源遠流長，可追溯至其作為新世界的「新包浩斯」學院成立之初，而羅仲榮正是在這所學府意識到設計並不止於設計產品，還有其策略價值。

Today, Lo is the Chairman and CEO of Gold Peak Technology Group, an international manufacturing and marketing group in the fields of battery solutions, acoustics and electronics. In his commitment to advancing technological innovation as well as design, arts and culture, he is both a leader in industry and technology as well as a tireless champion for the promotion of arts and culture in Hong Kong. Given the significance he places on the value of design, design education and promotion has become a major thread running through his public services. He has worked closely with the business and design community to help promote and raise the awareness of the importance of design through major programming and design education reform in his various leadership roles at the Federation of Hong Kong Industries, The Hong Kong Polytechnic University, Hong Kong Design Centre and PMQ.

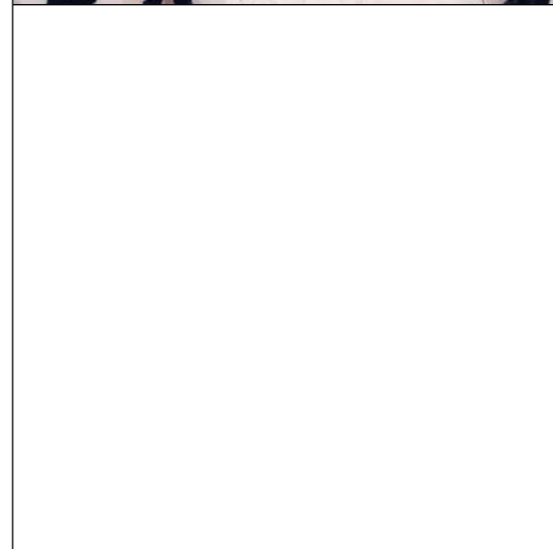
In Lo's efforts to promote and build a dynamic design ecosystem in Hong Kong in which creative minds can thrive, he is both visionary and effective. As a business leader, he speaks the language and carries the passion, can-do attitude and perseverance to drive the crusade. He believes design can transform cityscapes and enrich people's lives, so when city leaders and governments embrace creative thinking into policymaking, more people-centred designs will evolve – resulting in a city with a creative and design vibe that appeals to both creative talents and investors.

Lo also believes that the quality of today's design education sets the stage for tomorrow's design profession, and he prioritises students' learning exposure, designers' professional competence and integrative learning and practice. Because design and technology have changed tremendously since he was Council Chairman of The Hong Kong Polytechnic University, he believes that young designers should be open to new cultures, trends, data and technologies, such as IoT, blockchain and artificial intelligence. He says, 'Designers need to keep learning, be resourceful and have the ability to integrate cross-disciplinary knowledge and navigate the sea of change with creative confidence'.

今天，羅仲榮已成為金山科技集團主席兼總裁，公司主要從事產製及銷售電池方案、聲學科技及電子產品，業務遍及世界各地。此外，他積極推動創新科技、藝術及文化發展，既帶領工業和科技業界邁步向前，亦致力打造香港成為藝文之都。他相當重視設計的價值、設計教育及推廣，曾出任多項公職，並曾擔任香港工業總會、香港理工大學、香港設計中心及元創方的領導角色。期間，他與商界及設計界緊密合作，作出重大規劃部署及推展設計教育改革，務求宣揚設計的重要性並提高大眾意識。

羅仲榮以具前瞻性的視野，有效為香港推廣並構建充滿活力的設計生態系統，讓創意產業得以蓬勃發展。身為商界領袖，他善於溝通，抱持積極樂觀及不屈不撓的精神，以滿腔熱誠推動設計行業邁步向前。他相信設計可以改變城市的面貌，並豐富人們的生活，因此當地區領袖及政府官員以創意思維制定政策時，便會出現更多以人為本的設計，從而在社會營造創意及設計氛圍，吸引創意人才及投資者進駐。

此外，他相信今天的設計教育質素，將為明天的設計專業奠下基礎。他重視學生的學習機會、設計師的專業技能，以及理論與實踐兼備。與他擔任理大校董會主席的時期相比，設計和科技界已經歷不少改變，他認為年輕設計師應該對新文化、新趨勢、新數據及新技術持開放態度，例如物聯網、區塊鏈和人工智能等。他說：「設計師需要不斷學習，運用智慧，有能力整合跨界知識，充滿信心揮灑創意，駕馭一浪接一浪的改變」。



DFA WORLD'S  
OUTSTANDING  
CHINESE  
DESIGNER

DFA世界傑出華人設計師

Acknowledge the designers of Chinese origin who have significant design achievements and international recognitions.

讚揚華人設計師在全球的貢獻；頒予擁有傑出設計成就、國際知名的華裔設計師。



蔣瓊耳

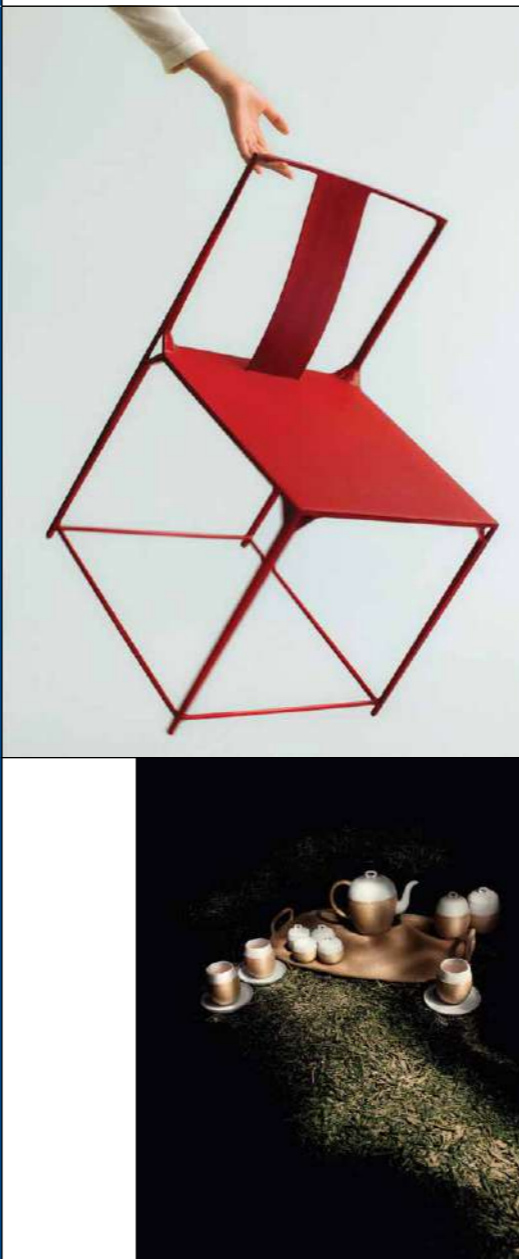
JIANG  
QIONG ER

# WHILE FASHION AND DESIGN TRENDS EBB AND FLOW, BEAUTIFUL OBJECTS THAT STIR HUMAN EMOTIONS AND IMAGINATION WILL STAND THE TEST OF TIME.

儘管時尚和設計潮流日新月異，但美麗而又能夠喚起人類情感和想像力的物品，將會流芳後世，經得起時間的考驗。

The DFA World's Outstanding Chinese Designer 2023 honours designer Jiang Qiong Er, whose elegant design philosophy infuses the subtlety, beauty and heritage of Chinese culture into traditional and contemporary Western design, resulting in outstanding works of imagination, innovation and modernity. Born in Shanghai in 1976, Jiang grew up in an artistic family. She says of her family: 'My father is an architect. My maternal grandfather is my idol. He is a master oil painter, Chinese ink brush painter, calligrapher and archeologist, and the breadth and depth of his techniques and knowledge in so many art forms are truly impressive'. From her family background, Jiang developed her own profound appreciation of art, and like many in her generation of young people who grew up in modern-day China, she has embraced

DFA 世界傑出華人設計師 2023 的得主為蔣瓊耳，自有一套強調優雅的設計理念，將中國文化的精妙、美好及歷史元素，融入傳統及當代的西方設計之中，成就兼具想像力、創新及現代感的佳作。她 1976 年生於上海，出身藝術世家。談到家人時，她說：「我的父親是建築師。外公是我的偶像，他是一位油畫大師、中國水墨畫家、書法家和考古學家，涉獵不同的藝術形式，相關技巧及知識廣而深。」在充滿藝術氛圍的家庭中成長，蔣瓊耳從小培養高超的鑑賞藝術能力，同時像許多於現代中國社會長大的年輕一代一樣，有機會接觸到世界各地的新思維，因此既希望推崇中國藝文之美，亦會嘗試重新演繹箇中精髓。無論是家具、



new ideas from the outside world even as she proudly celebrates and seeks to reinterpret the beauty of Chinese culture and art. As a result, her works, which range from furniture to apparel and homeware, allude to her Chinese heritage in many subtle ways, but are also unmistakably contemporary, functional and often minimalist.

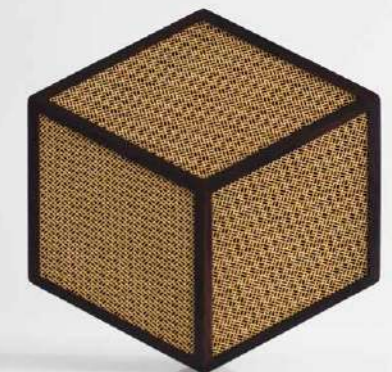
Jiang furthered her studies in furniture and interior design at the École Nationale Supérieure des Arts Décoratifs in Paris. Upon her return to China in 2009, she established her lifestyle brand SHANG XIA in partnership with the Hermès Group. Derived from the Chinese idiom 'cheng shang qi xia' which means 'connecting what went before, and what comes after' SHANG XIA was born out of the idea of contrasting yet interconnected and harmonious opposites, embodying a flexible and fluid identity that is both Chinese and French, traditional and modern, artistic and commercial. As artistic director and CEO of SHANG XIA, Jiang works with traditional embroidery masters, Inner Mongolian feltmakers, Sichuanese bamboo weavers and many more. In doing so, she has established an economically viable supply chain that ensures continuity and development for these skilled artisans, preserving and reinvigorating these ancient art forms for generations to come.

She has earned many prestigious accolades, including the 'Chevalier des Arts et des Lettres' by the French government in 2013 for her contribution to cultural exchanges between China and France. SHANG XIA has also been recognised as one of the 'World's Top 100 Most Valuable Luxury Brands' by the World Luxury Association. Summing up the philosophy behind her work, Jiang believes that 'The so-called 'link to tradition' is not about the visible form, but the spirit that shaped it. To draw on this spirit and interpret it in a contemporary way must be the true goal of inheritance'.

服裝或家居用品，她的作品都以含蓄手法流露中國傳統文化，但絕對不失現代感，功能實用，設計一般趨向簡約。

蔣瓊耳在巴黎國立高等裝飾藝術學院進一步深造家具及室內設計專業。2009 年，她回國後與愛馬仕集團合作創辦了生活品味品牌「上下」。「上下」有承上啟下的意思，表達「上」與「下」對立共生的和諧關係，體現中國與法國、傳統與現代、藝術與商業靈活並存。身為「上下」的藝術總監兼總裁，蔣瓊耳與傳統刺繡大師、內蒙古毛氈工匠，以及四川竹編工匠等攜手合作。過程中，她建立了一條符合經濟考量的供應鏈，確保這些巧手工藝得以延續及發展，為後世保育並復興傳統藝術。

她曾贏得多項榮譽，包括於 2013 年榮獲法國政府頒發「藝術與文學勳章」，以表揚她對中法文化交流的貢獻。此外，「上下」亦被世界奢侈品協會評為「全球最具價值奢侈品牌」100 強。要概括其作品背後的哲學，蔣瓊耳認為，「所謂『與傳統的連結』並非可見的形式，而是塑造傳統的精神。從這種精神汲取靈感，並以當代的手法演繹，便是傳承的真正目標。」



**DFA Design for Asia Awards**

Recognise a wide range of outstanding design that embodies Asian aesthetics and culture, which aims for improving quality of life, or inspiring future design development in Asia and for Asia.

**DFA 亞洲最具影響力設計獎**

表揚各種體現亞洲美學及文化、提昇區內生活質素，及對亞洲未來設計發展和方向具啟發性的優秀設計項目。

In 2023, a total of 216 winning projects are recognised in DFA Design for Asia Awards (DFA DFAA), including 10 Grand Awards, 19 Gold Awards, 40 Silver Awards, 55 Bronze Awards, and 92 Merit Awards.

Witness the pinnacle of excellence at the DFA DFAA 2023 as we unveil the 10 remarkable projects that have earned the prestigious Grand Awards. Prepare to be inspired by these exceptional endeavours.

2023年「DFA亞洲最具影響力設計獎」共評選出216個獲獎項目，以表揚他們的傑出設計，當中的獎項包括10個大獎、19個金獎、40個銀獎、55個銅獎，以及92個優異獎。

我們將向您展示10個獲得大獎的傑出項目，這些項目代表著卓越的成就。它們可能會為您帶來啟發！

# Delving Deeper Into Great Designs

深入探索好設計



**HONG KONG 香港**

**Alan Chan: Collecting Inspiration For Design**

Alan Chan Design Company  
陳幼堅設計公司

Chan has amassed a vast assortment of fine art, antiques, curiosities, and collectibles from flea markets, art fairs, galleries, and auction houses worldwide. The book takes a systematic approach to documenting the objects that have played a significant role in shaping contemporary art culture.

陳幼堅在世界各地的店舖、跳蚤市場、藝術博覽和拍賣行中搜羅大量藝術品、古董和珍品。本書利用一種系統性的溝通方法，整合不同的收藏品，記錄了塑造當代藝術文化的重要物件，意義重大。



**THE MAINLAND 內地**

**Beiqiao Boat Fist**  
北橋船拳

Phoenix Education Publishing, Ltd  
江蘇鳳凰教育出版社

This monograph serves as a multifaceted cultural record of Boat Fist, an intangible heritage boxing style practiced in the eastern China's Taihu Lake area. The book incorporates papers of various textures and colours, enhancing its visual appeal and providing a clear structure. The cover, made of reed marsh matting, aptly represents the region. Overall, it serves as a valuable historical record.

這本書籍對船拳這項非物質遺產進行了全面的文化記錄。透過不同質感和顏色的紙張，營造出引人入勝的視覺效果和清晰的結構。封面以蘆葦製成，體現出華東太湖地區的人文地理特色，充滿著對水鄉的情感。這本書籍是一部優秀的歷史紀錄作品。

JAPAN 日本

### Ms Lab Signage

Ms Lab 標示系統

Arata Takemoto Design Office Inc.

MS Lab Signage serves as an excellent example of simple yet clever wayfinding and signage. It subtly and brilliantly demonstrates the modular concept, offering a low-tech, reliable, maintenance-free, and sustainable solution that triumphs over energy-consuming displays.

Ms Lab 標示系統展示了一個簡單而聰明的標示系統的優秀範例。這個系統以模組化的概念為基礎，設計精巧，集合了可靠、不耗能、可持續、無需保養的特點，且毋須插座或電子設置，相比數碼顯示更為出色。



JAPAN 日本

### DIY woodwork kit for furnitures 'DO KIT YOURSELF'

DIY 木工手工套件 'DO KIT YOURSELF'

Izuru Ltd. 株式會社 維鶴木工

This kit contains pre-made furniture components, simple tools, and an instruction manual, providing everything one needs to create their own handwoven paper cord cypress wood stool. The kit embodies the ancient culture of preservation, remaking, and recycling through its use of materials. It serves multiple purposes: as a hobby, a piece of pre-made furniture, an educational experience, and even an invitation to embrace a sustainable lifestyle.

這個套件包括預製的家具部件、簡單工具和說明書。人們可以按照指示，用自己的雙手製作一個由紙繩編織的柏木矮凳子。這個套件的設計理念和物料體現了「保留、改造和回收」的文化價值。它不僅僅是一件家具，更具有休閒娛樂、教育體驗和永續生活的意義。

HONG KONG 香港

### Phase II Development Of Oil Street Art Space

油街藝術空間第二期發展

Architectural Services Department, HKSAR Government  
香港特別行政區政府建築署

The Oil Street Art Space is situated in Fortress Hill, a mixed-use neighbourhood in Hong Kong. The Phase II Development was designed to expand the existing premises by adding both indoor and outdoor spaces, including a two-storey exhibition block. By strategically placing the exhibition block and implementing exterior interventions like screen walls and landscaping, a comfortable sense of scale is achieved.

「油街實現」位於香港砲台山這個商住混合的社區，項目的二期開發擴增了室內和室外空間，其中包括一座兩層高的建築物。通過巧妙的戶外裝置、圍牆和園景設計，以及新展館的佈局，在這個繁忙的都市建築群中營造出更加寬敞的藝術休憩空間。



THE NETHERLANDS 荷蘭

### Philips Auto-Washing Robot Vacuum Cleaner 6000

飛利浦 6000 自動清洗機械人吸塵器

Philips Domestic Appliances

This robot is a clever piece of machinery that possesses powerful vacuuming, sweeping, and mopping functions. It autonomously cleans your home and recharges in its own holder, even when users are away, ensuring a tidy environment for busy households. It represents the future of domestic living, enabling people to live with greater simplicity and efficiency.

這款機械人具有極高的智能度，它擁有強大的吸塵、掃地和拖地功能，即使用家不在家時也能自動返回基座充電，並進行家居清潔工作。機械人吸塵器的出現使人們的生活更加簡單和高效，為繁忙的家庭提供了保持地板清潔的完美解決方案。





JAPAN 日本

### SUMU Yakushima

Tono Inc.

The SUMU project is situated on Yakushima in Southern Japan's Kagoshima prefecture. The design of this vacation house takes into careful consideration its impacts on the natural environment and strives to foster the ecosystem to which this human habitation belongs. The project's standout characteristic is the use of scorched wooden piles. When these piles are driven into the ground, their carbonized surface interacts favourably with the soil, creating a compatible environment.

SUMU位於日本南部鹿兒島縣的屋久島，這項度假屋項目周全地考慮了設計對自然環境的影響，並致力於培育包括房屋在內的生態系統。這個項目的特點是燒杉木的使用，其碳化表面在基底與土壤產生反應，為微生物創造有利環境。

JAPAN 日本

### YNS / Yamaikarashi Nursery School

Yamaikarashi 幼兒園

Takeru Shoji Architects

The Yamaikarashi Nursery School is a one-storey timber structure designed with nature in mind. The spatial design is highly fluid, enabling children to enjoy facilities and spaces without boundaries. The design demonstrates a deep understanding of architecture and the principles of ecotherapy, while also ensuring a safe and comfortable environment for the children.

Yamaikarashi幼兒園的單層木建築是一棟兼顧自然環境而設計，空間設計非常流暢，學童可以無拘無束地在裏面玩耍。其設計表現出對建築的理解，體現透過大自然治癒創傷的設計原則，也為學童提供一個非常安全和舒適的環境。



KOREA 韓國

### Safety(Cptd) Design Through Governance Operation

Yieum Partners Inc.  
Gangnam-Gu Government 江南區政府

This project was developed for Yeoksam-Dong, a traditional South Korean neighbourhood facing issues such as speeding, illegal parking, and robbery. The designers collaborated with residents to create various devices in public spaces. One year after implementation, the crime rate has decreased by 30%. This project stands as an excellent example of safety improvements.

項目在位於南韓首爾的舊區驛三洞展開，該社區長期以來一直受到超速駕駛、非法泊車和搶劫等問題的困擾。為解決這些問題，設計師團隊與當地居民合作，共同設計了一系列公共空間措施。經過一年的實施，犯罪率下降了30%。這個項目的成果成為改善社區安全的典範。



JAPAN 日本

### Takenaka Corporation Shizuoka Regional Branch

株式會社竹中工務店靜岡區域分部大樓

Takenaka Corporation 竹中工務店

Built in the city of Shizuoka, one of the most earthquake-prone regions in Japan, the new engineering approach of this regional branch of the Takenaka corporation enhances seismic resistance, building efficiency, and environmental sustainability. The design harmoniously blends functionality and beauty, imbuing the building with character and purity while providing a solution to earthquakes and flooding.

日本靜岡市鄰近地震帶，位於該市的株式會社竹中工務店區域分部大樓透過運用嶄新的工程學，改進了建築物的抗震性、功效和永續性。美觀的建築方式，為建築物賦予個性和純潔感，而面對地震和水災的威脅，它亦提供優秀的解決方案，功能和美感的和諧結合創造了持久的價值。



# HIGHLIGHTS AND EVENTS

## 亮點及重點活動

Catch a glimpse of the events and occurrences associated with the DFA Awards during the period from April 1, 2023, to March 31, 2024.

2023年4月1日至2024年3月31日期間，DFA設計獎相關活動及節目令人目不暇給，讓我們一同回顧當中精彩時刻。

## PRESENTATION CEREMONIES

### 頒獎典禮



DFA AWARDS PRESENTATION CEREMONY 2023  
DFA 設計獎頒獎典禮 2023

The prestige presentation ceremony for the winners of the DFA Awards 2023 took place at Hong Kong Palace Museum on November 28, 2023. The event welcomed nearly 300 distinguished guests from 12 different regions, with 40% of them being overseas winners.

DFA 設計獎頒獎典禮 2023 於 2023 年 11 月 28 日假香港故宮文化博物館舉行，接近 300 位來自 12 個不同地區的貴賓出席，當中四成為海外得獎者。

BODW GALA DINNER CUM DFA AWARDS PRESENTATION CEREMONY  
設計營商周晚宴暨 DFA 設計獎頒獎禮



In the presence of international leaders and nine previous winners, three design masters were honoured and acknowledged on November 29, 2023.

2023 年 11 月 29 日，一眾環球設計領袖及九位歷屆得獎者蒞臨參與晚宴，一同表彰三位大師對設計界的重要貢獻，見證頒獎時刻。

## EXHIBITIONS

### 展覽



DFA AWARDS EXHIBITION @ CENTRAL MARKET  
DFA 設計獎 2023 展覽 @ 中環街市

From November 28 to December 7, 2023, an exhibition was held featuring 236 winning designs and winners' profiles of the award recipients from the five award programmes under DFA Awards 2023. The exhibition attracted over 10,000 visitors.

展覽於 2023 年 11 月 28 日至 12 月 7 日舉行，讓大眾欣賞來自 DFA 設計獎 2023 五個獎項計劃的 236 項獲獎設計及得獎者簡介。展覽吸引超過 10,000 位訪客參觀。



DFA AWARDS EXHIBITION @ GBA CREATIVE NIGHT  
DFA 設計獎展覽 @ 大灣區創意之夜

From November 28 to December 12, 2023, an exhibition was featured as part of GBA Creative Night to showcase the legacy and impact of the Greater Bay Area through the works of 82 previous award winners.

2023 年 11 月 28 日至 12 月 12 日，展覽於大灣區創意之夜期間舉行，透過 82 位歷屆得獎者的作品，展示大灣區的輝煌往績及影響力。

## DESIGN DIALOGUES

### 設計對談



DFA AWARDS 2023: DESIGN DIALOGUE  
「DFA 設計獎 2023」設計對談

Five Design Dialogues, featuring winners from various regions, were hosted in five languages: Cantonese, Korean, Japanese, Putonghua, and English. Among these dialogues, two were conducted in a physical format, while the remaining three took place virtually.

五場設計對談邀得來自不同地區的得獎者分享心得，分別以粵語、韓語、日語、普通話和英語五種語言進行。其中兩場對談以實體形式舉行，其餘三場為網上對談。

## TV PROGRAMMES COLLABORATED WITH VIUTV

### 與 ViuTV 攜手製作電視節目



DFA AWARDS 2023 TV SPECIAL  
DFA 設計獎 2023 電視特備節目

The 'DFA Awards 2023 TV Special' featured award-winning designers from DFA Awards 2023, influential designs with Asian Perspectives, and emerging young design talents from Hong Kong. The programme received over 16,000 views through broadcast and online platforms.

「DFA 設計獎 2023 電視特備節目」介紹 DFA 設計獎 2023 的得獎設計師、從亞洲觀點出發的卓越設計以及香港青年設計才俊，電視廣播及網上平台共錄得超過 16,000 人次觀看。

# Nurture The

培育

# Creative Minds

創意人才

# ‘Finding what drives you as a designer’



設計師的動力泉源



**‘Life experiences’** 生活經歷

**Enzo Chan**  
陳子華

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

I like to design collections with strong storylines, about positive messages and about life experiences. All of my collections are inspired by my own stories – the things around me, my family or my friends’ experiences.

我喜歡設計故事感強、訊息正面及與生活經歷相關的系列，所有系列的靈感都來自於自身故事、周邊事物、家人或朋友的經歷。

**‘Functional twist’** 功能變通



**Christian Fung**  
馮子華

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

I like subverting expectations of functions and concepts of dysfunctionality. The ‘functional twist’ has always been an important design approach for me. I observe what people wear, why and how they need or use certain pieces. My sources of inspiration are artists such as Anna Uddenberg, Banksy and Marcel Duchamp, whose works often recontextualise function.

我喜歡顛覆用家對功能的期望，突破功能上的缺陷。對我來說「功能變通」一直是重要的設計方向，所以我會每天觀察人們穿甚麼，思考為何他們需要某些衣服以及如何穿衣服。像 Anna Uddenberg、Banksy 及 Marcel Duchamp 等藝術家，他們的作品經常以不同角度思考何謂功能，為我帶來不少啟發。

Creativity is so important to a designer’s process. And it all stems from motivation. Now, let’s explore the insights shared by the DFA HKYDTA 2023 awardees on what inspires and drives them in their designing journey.

在設計過程中，創意不可或缺。要激發創意，便需要一股強大的設計動力。讓我們看看DFA香港青年設計才俊獎2023得獎者的分享，了解啟發並推動他們設計的人事物。

**Don Hong**  
康清華

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

Design has the power to shift people’s perspective for new understanding. I enjoy seeking out innovative design solutions that provide fresh windows of alternatives into social problems. A designer has the privilege of using design as a medium to connect diverse parties, and accelerating meaningful progress and change.

設計有能力改變人看事物的角度，帶來新的認知及觀點。我喜歡尋求創新的設計解決方案，以不一樣的方法解決社會問題。設計師有幸透過設計連繫多方，加快改進的流程，推動有意義的改變。



**‘Shifting people’s perspective’** 改變人看事物的角度

**‘A common belief’** 信念一致



**‘Curiosity’** 求知慾



**Nicholas Ng**  
吳皓輝

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

Curiosity is the motivation that propels me to engage in the process of designing. An insatiable curiosity to observe the world, ask thought-provoking questions, and explore different perspectives. Through this journey of understanding, I strive to create meaningful answers and solutions through the power of design.

在設計過程中，求知慾是我的動力泉源。抱持好奇心去觀察世界、提出引發思考的問題，並發掘不同的觀點。透過探究了解的過程，我努力透過設計的力量，提出富意義的答案和解決方案。

**Lydia Ngo**  
吳寶穎

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

Sharing beautiful things with like-minded individuals who share a common belief motivates me to engage in the process of designing. It’s the joy of creating and connecting with others through design, bringing inspiration and a sense of beauty to those who appreciate it.

與志趣相投、信念一致的人分享美好事物，成為我設計的動力。透過設計，我感受到創作及與人相交帶來的樂趣，同時讓欣賞設計的人獲得啟發，體會生活之美。

# ‘Excitement’

興奮感



**William Tsao**  
曹智崑

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

Design is a practice that helps me discover more about myself. My research, ideation and creation of a design narrative after I listen to a client's project or story are all incredibly fulfilling. My excitement isn't only from the final outcome, but rather from the knowledge and understanding I gain throughout the process.

設計有助我更了解自己。聽過客戶分享的項目或故事後，我會著手研究、構思和建構設計論述，過程令我相當有滿足感。我不但因最終結果而感興奮，更重視於整個過程所認識和了解的一切。

**Duan Qiqi**  
段淇淇

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

I often say that design is not simply a way for me to express aesthetics and creativity. It is also a means to convey my ideas, emotions and perspectives to the audience. If my designs can bring aesthetic enjoyment to people and inspire their emotions and thoughts, that would be my greatest success.

我常說，設計不單單是表達美及創意的一種方式，亦是向受眾傳達想法、情感和觀點的手法。如果我的設計能夠帶來一場美學饗宴、觸動情感及引發思考，便是我最大的成就。



# ‘An aesthetic enjoyment’

一場美學饗宴

**Yau Kwok Keung**  
丘國強

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

Having a conversation with myself while being alone allows me to reflect. It enables me to observe how different emotions and states manifest in various parts of my body, and it reminds me to be mindful and make necessary adjustments. This practice applies not only to design but also to life.

獨處時與自己對話，有助我好好反思，留意到身體不同的部位如何反映各種情緒狀態，就要提醒自己作出調整。這種做法不僅適用於設計，亦可應用於生活。



與自己對話

# ‘A conversation with myself’

# ‘Imperfections’

不完美



**Brianna Lau**  
劉穎兒

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

The pursuit of aesthetics and the challenge of imperfection. I pursue the perfect combination of aesthetics and functionality, and enjoy designs that coexist in creating beauty and solving problems. Also, challenges with imperfections inspire me. Learning from mistakes makes my designs more mature and outstanding.

對美的追求，對完善不完美的決心。我追求美觀與功能兼備，欣賞能解決問題的美好設計。不完美的物亦為我帶來啟發，激勵我從錯誤中學習，讓設計變得成熟、更優秀。

# ‘Weaving dreams’

編織夢想



**MASE, John Marcus Banday**  
馬俊傑

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

The desire to weave cultural narratives into tangible forms drives my passion for designing. Each creation is an opportunity to honour and reinterpret the myriad traditions, stories, and values that define human cultures, providing a bridge between the past and present, and fostering a deeper understanding and appreciation of our diverse world.

將無形的文化故事編織成有形之物，便是我對設計的熱情所在。人類文化由無數傳統、故事和價值觀塑造而成，而我藉每件作品向這些瑰寶致意，並加以重新演繹，務求築起一道連接古今的橋樑，讓大家更深入了解和欣賞這個多元世界。

**Liv Tsim**  
詹昀嵐

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

Experiencing poverty motivates designers to create enthusiastically and cost-effectively, driven by a strong desire to make a better living. Scarce resources drive innovation and ignite a desire to enhance quality of life, resulting in impactful designs that address essential needs. Constraints nurture accessibility and resilience in the design process. Stay hungry and stay tough.

經歷過貧乏的設計師，為追求更美好的生活，埋頭創作符合成本效益的設計。在資源匱乏的情況下，往往是推動創新的時機，激發人對提升生活質素的渴望，成就滿足基本需求又有影響力的設計。面對種種限制，更能構思人人可用及具韌力的設計。永不滿足現狀，延續堅毅精神。



# ‘Poverty’

貧乏

**Justin Lee**

李力孜

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

I believe humans need imagination to achieve goals. Good photos must leave a lot of space for the imagination. Through the composition of my photos, I want these spaces to touch a viewer's soul, to bring attention to social issues. This has always driven me to do my best in my photography.

相信人類需要想像力來實現目標。一幀好照片一定要留有很大的想像空間。透過照片構圖，我希望這些空間能觸動人心，引起大眾對社會議題的關注。這一直是推動我拍好每張照片的動力。



**'imagination'**

想像力

**'Discovering untapped wonders'**

發掘蘊藏的瑰寶



**Vincent Chuk**

祝志偉

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

Through design, I seek to make my life and the lives of others more interesting and full of possibilities. I believe there are many beautiful, untapped wonders in this world. On my design journey, I wish to discover them and show them to people.

透過設計，我希望自己和其他人的生活變得更加有趣，充滿無限可能。我相信世上還有許多美麗、蘊藏的瑰寶。在我的設計歷程中，我希望發掘這些瑰寶，並與大家分享。

**Hazel Lee**

李曉熙

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

By simultaneously designing and crafting, I immerse myself in every intricate detail of the material. I'm particularly inspired by copper craftsmanship, as the oxidation process allows the work to evolve with its use. I am captivated by the beauty that emerges as a record of a lifetime's journey.

透過設計及製作，我沉醉於材質的每個繁複細節之中。我特別深受銅器工藝啟發，因為其氧化過程會令作品隨時間演變。人生會呈現不同的美，作為不同階段的紀錄，這種美令我深深著迷。

**'The pleasure of collaboration and service'**

與人合作和服務他人的喜悅



**Annie Lee**

李少君

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

The idea of developing purposeful projects as part of a team fascinates me. Meaningful interactions incubate great ideas and positive energy. Regardless of the scale of influence, making an impact on the world through design brings me great fulfillment.

我嚮往與團隊齊心推展有使命感的項目，進行有意義的互動，醞釀好意念及激發正能量。能夠透過設計對世界產生影響力，無論或多或少，我都深感滿足。

**'What I wish to say'**

我想說的話



**Hofi Man**

文浩賢

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

My designs are the echoes of memories and unspoken words within me. My creations become the embodiments of my life, transforming abstract emotions and concepts into tangible reality. It is this ceaseless flow of unuttered words that fuels my journey in design.

我的設計反映腦海中的記憶，還有未說出口的話。作品體現我的人生，將抽象的情感及概念，轉化成有形的現實。這些源源不絕的未言之言，為我的設計之路注入動力。

**Psy Lau**

劉倩怡

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

To me, design is a tool for helping people improve their lives. It is not only about aesthetic beauty, it is also about how we can solve challenges using functional design.

對我來說，設計是幫助人類改善生活的工具，不僅與美學相關，亦關乎我們如何運用實用設計來解決難題。

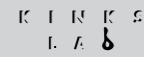




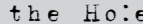















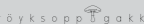






**'The desire to help people'**











希望幫助人的心

DIP FIP Incubation Companies

DIP Incubation Companies in 2023-2024  
2023-24年度DIP培育公司

1  00Rings	9  Kinks Lab	17  Syzygy Design Ltd	25  WOMEN HUMAN YOUTH STUDIO
2  8899 Creative Ltd	10  Le Mandorle Ltd	18  The Hole Studio	26  YAT PIT Fashion Ltd
3  Bardoru Group Ltd	11  LTMC Ltd	19  TMS.Site Ltd	27  Yiwooo.co
4  Canalside Studio Ltd	12  Momant Studio Ltd	20  Tobba Parfums Ltd	28  Yuan Design Studio
5  Deep Food Ltd	13  MOUCCM Studio	21  Toki Studio Ltd	29  Zephyr Design Studio Ltd
6  Eddie The Studios	14  Puzzle Weekly Ltd	22  Tooplastic Art Toy Ltd	<b>F</b> Fashion 時裝設計
7  EPHELIS	15  RÖYKSOPP GAKKAI	23  Weavipedia Company	<b>I/A</b> Interior / Architecture 室內 / 建築設計
8  Genau Studio	16  Studio Nous Ltd	24  Wilsonkaki Design Co.	<b>J</b> Jewellery 珠寶及配飾

FIP Incubation Companies  
FIP培育公司

1  Christian Stone	6  Tak L.
2  KEVIN HO	7  Tomorrow By Daydream Nation
3  Nilmance	8  UNSUIKYO
4  PONDER.ER	9  VANN
5  REDEMPITIVE	10  YMDH



認識更多  
Find Out More

設計創業培育計劃

# STRENGTHS IN SIMILARITIES,

求 同 增 優 勢

由文創產業發展處(前稱「創意香港」)作為主要贊助機構,設計創業培育計劃旨在幫助來自不同設計界別的初創企業,於關鍵的創業早期,應對及克服在業務發展上的挑戰。在本部分中,我們將十間培育公司分為兩間一組進行訪談,有的屬於同一設計領域,有的來自不同範疇。齊來認識這些設計培育公司,了解其特色所在及異同之處。

With The Cultural and Creative Industries Development Agency (CCIDA) (formerly known as Create Hong Kong (CreateHK)) as the lead sponsor, Design Incubation Programme begins with a mission to support startups from various design disciplines in navigating and overcoming challenges during the critical early stages of business development. In this section, we have paired up ten design incubation companies, whether they belong to the same design disciplines or different ones, to delve deeper into their characteristics. Let's acquaint ourselves with these design incubation companies as we explore the similarities and differences among their design entities.

求 異 添 靈 感

# INSPIRATIONS IN DIFFERENCES

DIP

① My four years in Central Saint Martins (CSM) college at University of the Arts London totally changed my life and my perspectives on aesthetics. I graduated with a BA in Fashion Design: Knit. The student population was very diverse, and that allowed me to see the beauty of different cultures, backgrounds and styles.

我於倫敦藝術大學中央聖馬丁學院修讀時裝設計：針織文學士課程，這四年時間徹底改變了我對生活和美學的看法。當時的同學群體相當多元，讓我領悟到不同文化、背景及風格之美。

② I have always admired MOU. She knows her own identity and audiences very well. Our aesthetics and tastes may be different, but I have bought and enjoyed wearing her designs. We share an appreciation of working with our hands, and of the beauty in differences. We may create things that may look similar, but there are variations in the details. The pieces may look similar, but they have our own personal touches.

MOU一直是我十分欣賞的設計師，她對自己的本質及受眾非常了解。我們的美學和品味可能不一樣，但我買過她設計的珠寶，並十分喜歡佩戴。我們都喜歡用雙手製作，亦欣賞差異之美。我們可能會創作看起來相似的東西，但細節上卻有所不同。作品乍看外觀相像，但卻帶有我們自己的個人風格。

# EPHHELLIS

Queenie Chan 陳筠煒

# MOU CISM

設計創業培育計劃

① The greatest reward I have got from the days I spent at Central Saint Martins is to enjoy the creative process. I had the opportunity to boldly experiment with ideas and materials, creating unexpected forms and shapes and finding more inspirations during the process. It was quite a challenging learning environment and I was driven to take an audacious approach, break the codes of traditional jewellery and create my own style.

我在Central Saint Martins的最大收穫是學會如何享受創作過程，在實驗創作中大膽使用不同物料，產生意想不到的形態，以從中激發的靈感再啟發自己。當時的學習氛圍亦頗具挑戰性，驅使我勇於創作，擺脫珠寶的既有框架，建立個人獨特風格。

② As for our similarities, we are both quite creative and strive to push and challenge ourselves with each new design. We stay true to our design aesthetics and adhere to our preferred texture and forms when creating art and works. These qualities are not exclusive to graduates of Central Saint Martin, but can also be found in many Hong Kong designers and artists.

相似之處是我們都頗有創意，每件新作品也挑戰自我，忠於對藝術和作品的質感、形態、審美堅持的執着，但這個特質並不局限於Central Saint Martins的畢業生，亦見於不少香港本地設計師和藝術家。

張仲文 Mou Cheung

① Can you share your experience of studying at Central Saint Martins and how it has influenced your design approach?  
您能分享在Central Saint Martins學習的經歷嗎？它如何影響您的設計創作或風格？

② Do you perceive any noticeable similarities between your approaches or backgrounds?  
您們的創作方法或背景是否有明顯的相似之處？

個個  
蘑菇學

DIP

# ROYKSOPP GAKKAI

1 ROYKSOPP GAKKAI takes inspirations from a range of art mediums from paintings, music, fairy tales, old photos to poetry. When creating some of our previous collections, we also took reference from European kids wear from the 18th to 19th century and adapted them to different themes. Something cute can also be powerful. ROYKSOPP GAKKAI designs fuse the beauty of the good old days with modern aesthetics, using different fabrics and techniques to showcase new interpretations in our own ways.

蘑菇學的靈感來自繪畫、音樂、童話故事、舊照片、詩句等不同藝術媒介。在過往的系列中，我們也參考歐洲 18 至 19 世紀的童裝剪裁，再按不同主題作出變化。我們認為可愛的東西也可以帶有力量。蘑菇學的設計融合舊時代的美好與現代的美學，利用不同布料及工藝，以我們的手法作出新的演繹。

Brun Chan 陳思晴

1 Can you elaborate on your inspiration? How does this inspiration shape your design approach and aesthetic choices? 您的靈感從何而來？這種靈感如何塑造您的設計和美學風格？

2 How do you perceive your creative approach, considering that both of you draw inspiration from historical cultures but from different continents? 你們均從不同地方的歷史文化汲取靈感，您們如何形容大家的創作手法？

2 What Yat Pit and ROYKSOPP GAKKAI have in common is that we both love telling stories and finding beauty in different things. We do not just produce costumes, but rather to encapsulate our brand's philosophy in our designs and evolve through the process.

我認為一和蘑菇學的共同之處是我們都愛說故事，喜歡從不同事物中尋找美好。我們並非直接製作 costume，而是融合和演化符合品牌理念的作品。卻帶有我們自己的個人風格。

設計創業培育計劃

梅勁亮 Jason Mui  
黎安瑩 On Ying Lai

# YAT PIT

1 Yat Pit is an awareness, a feeling, an emotion that connects us to our roots. We are inspired by many different cultures, many teachings on music, religion, art, and of course, the history of fashion. The wisdom we gather through our research and design process gets weaved into the products we make, allowing the products to tell a story for themselves.

一 是關乎一種意識、一種感覺、一種情感，將我們與本源相連。我們深受許多不同文化、音樂、宗教、藝術以及時裝歷史所啟發，當中蘊藏不少睿智。透過研究和設計過程，我們將所發掘到的種種融入作品之中，讓作品能夠訴述自己的故事。

2 ROYKSOPP GAKKAI has a youthful and playful spirit, which can be an expression of modern femininity. We may have very different aesthetics, languages and audiences, but we are both speaking about culture. The magical thing about art is that it allows us to express our own interpretations of ideas, and it is through art that we can understand each other.

蘑菇學會充滿青春玩味，展現現代的女性氣質。或許我們的美學、表達手法及受眾非常不同，但我們所談的都是文化。我們可以透過藝術表達自己的想法並互相了解，這便是藝術的奇妙之處。







張綺琪

Vicky Cheung

鍾美恩

Debbie Chung

# BARDORU



① We focus on designing lingerie and breast prostheses that meet the needs of breast cancer patients after a mastectomy.

我們主要為乳癌病患者設計符合「切除胸部手術後」需要的內衣及義乳。

② Making use of 3D scanning technology to comprehensively analyse the customer's body shape and size, we make tailor-made products that better fit their needs after surgery. We overcome the limitations of traditional lingerie and breast prostheses and create lightweight, breathable and comfortable products with customised shapes and forms. Before the design process begins, we communicate with the customers and take time to understand their needs. We also offer follow-up consultation services.

我們使用3D掃描技術，全面分析客人身形、尺碼等數據，度身訂造更貼合手術後所需的產品，打破傳統內衣及義乳的限制，重新打造個人化的胸部形狀，為她們帶來透氣和輕盈的舒適感。我們也經常與客人溝通，用心聆聽其需要，再為客人量身設計產品和提供售後諮詢服務。



① TMS.SITE creates high-performance workwear designed for Industrial Athletes – those working in the toughest, hottest physical environments. The company's origins trace back to the personal experiences of founder Mei Sze Tsan, who witnessed the brutal working conditions endured by construction workers. Yet their clothing not only failed to adequately protect them, it often hindered their ability to perform their jobs effectively. It became clear to Mei Sze that workwear had to evolve to better serve the needs of modern industrial workers.

TMS.SITE為工業運動員打造高性能工作服，即那些在最惡劣、最炎熱環境中工作的人。這一切源自創辦人曾美詩的個人經歷，因她親眼目睹建築工人所忍受的惡劣工作環境。笨重的工作服不但無法好好保護他們，亦令他們不能活動自如，工作時更加辛勞。曾美詩意識到工作服必須作出改變，以迎合現代工人的需要。

② By merging sportswear design principles with protective gear specifications, TMS.SITE creates lightweight, flexible workwear that offers ample protection for workers in various trades. All TMS.SITE products undergo rigorous real-world testing in real job site conditions before being released to the market.

TMS.SITE結合運動服設計原則與防護裝備規格，創作出輕便靈活的工作服，為各行各業的工人提供充分保護。所有TMS.SITE產品在推出市面之前，一律在真實工作環境經過嚴格的實地測試。

曾美詩 Mei Sze Tsang

TMS.SITE

① Can you elaborate on the specific group of people for whom you design functional solutions?  
您為哪類人士設計實用的解決方案？

② How do you ensure that your designs effectively meet their needs and enhance their experiences?  
如何確保設計能有效滿足其需要，並提升體驗？

DIP

① Ordinary things are always extraordinary. We have extensive exposure to different fields and are keen to explore new interests. We appreciate and pay attention to our surroundings, discovering all sorts of colours, materials, shapes and dynamic scenes. All these inspire us to create new designs.

平凡事物往往不平凡，我們經常接觸不同的事物和領域，探索新興趣，留意周遭環境的色彩、材質、形狀、動態特徵，都有助啟發新的設計創意。

# STUDIO

Poe Cheung 張少寶  
Allan Fan 范瑞麟

② When designing the main visual for the PolyU MA Fashion Show 2022 — THEN NOW META, we thought of ways to turn flat surfaces into three-dimensional visuals and barrier-grid animation crossed my mind. When I was a kid, I found it magical as flat, static images could be transformed into dynamic animations only with the use of black grids. Hence, we adopted this traditional yet playful approach to make the event's brochure more interesting to read.

在設計 PolyU MA Fashion Show 2022 — THEN NOW META 的主視覺時，我們思考如何在平面創造出三維的視覺體驗。想起小時候看到光柵動畫時便覺得這種技術很神奇，只需黑色柵格就能讓平面的靜態物體產生動態效果。因此，我們在該活動的小冊子採用了這個既傳統又有趣的手法，增加閱讀趣味性。

# NOW

設計創業培育計劃

① With my interest in furniture design which could be traced back to my childhood and my experience in the interior design industry, I aspired to craft beautiful and creative products and eventually founded Yuan Design Studio.

從小對家具設計的興趣及投身室內設計行業後的經歷，激發我對創造具美感及創意的產品的念頭，因而創辦原設計工作室。

Ken Lam 林子豐

# YUAN

① Can you elaborate on how you explore the potential of design through everyday discoveries? How do you find inspiration in the ordinary and translate it into your design work?  
您如何透過日常的發現，探索和發掘設計的潛力？

② Can you provide an example of a project/product where your personal experiences significantly influenced the design outcome?  
個人經歷通常會對設計成品帶來重要的影響，您是否有可以用作例子的項目或產品？

② We use scale rulers for interior design work, however standard Y-shaped scale rulers often come with only six scales, and are either too large to carry around or too small to read the measurements with ease. That's the reason why I redesigned the scale ruler and meticulously designed ruler and can be split into three greater convenience and offers 12 scales separate rulers allowing flexibility.

從事室內設計工作需要使用比例尺，但標準 Y 形的比例尺普遍只有 6 種比例，而且尺寸不是太大而無法隨身攜帶，就是太小而無法輕易讀取測量值。我因此重新設計一把「刻度尺—T<sup>3</sup>」，每個細節均精準定位，設有 12 種比例，也可拆分為 3 個獨立的標尺，方便靈活使用。

# STUDIO

**1** In what ways do you believe your design work enhances the overall user experience? Can you share a specific instance where your design significantly improved the interaction and engagement of users?  
 您的設計如何全面提升用家體驗？可否分享具體例子，說明設計如何顯著增加用家的互動及參與度？

DIP

# WEEKLY

# PUZZLE

**1** Combining the elements of local stories, missions, props and web applications, we enable players to explore the community on their own based on the storyline. For example, players need to find specific objects or locations during the game and complete the mission after going deep into the story and history of the neighbourhood. It is not only fun to play with, but also allows players to learn more about the local culture and history, enhancing community engagement and the overall gaming experience.

我們結合地區故事、任務、實物道具及網頁應用程式，讓玩家按劇情自行探索社區。例如，玩家在遊戲過程中需要尋找特定物件或地點，在了解該區的故事和歷史後，破解任務關卡。此舉不僅帶來遊玩樂趣，亦讓玩家深入了解地區文化和歷史，使之與社區互動，提升整體的遊戲體驗。

**2** To create meaningful interactions and memorable experiences, I take a co-creation approach and put an emphasis on cultural stories. Through co-creation, every player can contribute and participate, while being deeply engaged in the experience. Cultural stories allow players to learn about and build a connection with different cultures and traditions, understand the meanings behind and create a long-lasting memory of the experience.

為用家帶來有意義的互動及難忘體驗方面，我採用了共創和以文化故事為基礎的策略。透過共創，用家可以感受個人價值和參與感，也能深入理解和體驗所提供的內容。其次，我運用文化故事，讓用家體驗不同文化，從而深入了解背後含義，產生共鳴，營造難忘的體驗。

Ken Chau 周建斌

Fion Lau 劉海晴

設計創業培育計劃

**2** What specific strategies or techniques do you employ to create meaningful interactions and memorable experiences for users in your designs?  
 您以哪些具體策略和技術為用家帶來有意義的互動及難忘體驗？

# ZEPHYR

**1** We have previously collaborated with Tai Po Civic Centre to create interactive projections brimming with lanterns and flowers during the Mid-Autumn Festival. When visitors touched the wall, which was equipped with sensors, the lanterns and flowers came to life.

我們早前與大埔文娛中心合作，於牆上投射加入互動元素的中秋節燈籠和花卉，由於牆邊設置了感應系統，當市民觸碰牆壁時，燈籠和花卉投影便會出現搖動和飄揚的效果。

**2** The projections included fundamental design elements such as colour and light, coupled with interactive features to make the experience more interesting. The effects were triggered when children touched the colourful wall, catching the interest of passers-by and thus enhancing interaction, engagement and user experience.

When I design, I think about how to make full use of relevant elements so that they work well together or even generate synergy to offer a truly unforgettable experience.

投影效果包含顏色和光效等基本設計元素，配合互動元素令用家產生興趣，當小孩子觸碰色彩斑斕的牆面時，便會產生投影效果，繼而引起其他市民的興趣，以此增加互動和投入度，提升用家體驗。

在構思設計時，我會思考如何充份發揮相關元素，使之互相配合，甚至產生加乘效果，從而創造難忘的體驗。

Zephyr Chum 覃鈞瀾

# DESIGN

# Nurturing Creativity: FIP Empowers Emerging Forces of Fashion Designer Brands



在急速改變的時裝行業，新晉設計師不但要具備創意和獨特設計理念，還需要適應市場需求的變化和技術創新的浪潮。由文創產業發展處（前稱「創意香港」）作為主要贊助機構，在香港設計中心的時裝創業培育計劃（FIP）的支持下，三位新晉設計師楊未名（Mike）、浦加林（Alex）及鄭仲曦（Derek），不僅獲得專業指導和資源支援，還有機會參與國際時裝盛事，拓展國際視野和設計版圖，為長遠的發展奠下基石。

在為期兩年的培育計劃中，他們深入學習了數碼技術應用、可持續概念以及各種實用技能，以制定更佳的品牌策略，進而提升品牌知名度和發展。他們娓娓道來分享各自的創業歷程與經驗，及向有意參加 FIP 的年輕設計師提供的建議。



PONDER.ER  
Alex and Derek

Designers Alex and Derek, who met at Central Saint Martins College of Art and Design, noticed that there was a lack of attention paid to the issue of gender in the Asian fashion scene. They decided to challenge gender stereotypes and co-founded PONDER.ER in 2019, a fashion brand which has attracted international attention. Their fluid design style emphasises the fusion of craftsmanship and concept, and expresses their views on social issues through intricate details and unique aesthetics. In each collection, they use structure and fabric to tell stories, and their exclusively developed techniques transform familiar pieces of clothing.

Designer Mike had to travel a lot for his work, and to cope with inclement weather on his travels, a practical and functional piece of clothing came to serve as a 'treasure chest' to provide convenience and comfort. This inspired him to try to combine fashion with how garments work. He founded the functional clothing brand Nilmance in 2017, drawing inspiration from everyday life and incorporating elements of military clothing. He designs fashionable garments with a unique visual style and practical functionality, introducing innovative cutting-edge technologies and high-performance fabrics and textiles.

In the fast-changing fashion industry, emerging designers not only need to possess creativity and unique design concepts – they also need to adapt to changing market demands and the waves of technological innovation. Supported by the Fashion Incubation Programme (FIP) of Hong Kong Design Centre and lead sponsor The Cultural and Creative Industries Development Agency (CCIDA) (formerly known as Create Hong Kong (CreateHK)), three fashion designers, Mike Yeung, Alex Po and Derek Cheng have not only received professional guidance and resources, but also been given the opportunity to participate in international fashion events which have broadened their international perspectives and design horizons. All this support has paved the way for their respective long-term development.

During the two-year incubation programme, they studied digital technology applications, sustainable concepts and various practical skills to develop better brand strategies. They share their entrepreneurial journeys and experiences with young designers interested in joining the FIP.

相識於中央聖馬丁學院的 Alex 和 Derek，發現亞洲時裝舞台上鮮有設計關注「性別」議題，於是決定挑戰刻板的性別印象，2019 年共同創立時裝品牌 PONDER.ER，憑藉流動的設計風格引人矚目。他們以細節和獨特的格調反映對社會議題的看法，亦重視工藝與概念的結合，在各系列中會以獨家研發的工藝來改變大眾熟悉的單品原狀，利用結構和面料來說故事。

設計師 Mike 過往時常要到外地工作，不論是為輕便出行、或是要應對天氣不佳等狀況，一件實用的功能性服裝有如「百寶箱」可帶來不同方便。這激發了他將時尚與服裝功能性相結合。2017 年，他創辦機能服裝品牌 Nilmance，以日常生活為靈感，參考軍工裝的元素，引入了創新尖端技術和高性能面料、紡織品，設計出獨特視覺風格和實用功能的時尚服裝。

### Driving design forward: FIP empowers fashion entrepreneurs to combine creativity and practicality on the international stage

Turning a designer's labour of love into something more visible and taking it to the next level is no easy task.

Alex and Derek, who showcased their talents in the '10 ASIAN DESIGNERS TO WATCH' exhibition, were supported by the FIP. They were equipped to improve their skills, better understand the industry and overcome challenges through one-on-one coaching sessions, group training in public speaking and courses in product photography and more.

In addition, FIP has encouraged and sponsored PONDER.ER's participation in overseas events such as Paris Fashion Week, helping them to make contact with suppliers and companies, which has been instrumental in the brand's international market development. PONDER.ER made its debut in the semi-finals of the LVMH Prize this year, attracting industry attention with iconic creative elements such as smocking, see-through details and knit. The brand's sales growth was driven by this exposure, which increased visibility opportunities across multiple platforms. Beyond the Mainland of China and Hong Kong, their quarterly performance continues to grow in Korea and Japan, attracting attention from local media, artists and influencers. There were also successful negotiations which led to their first collaboration with a buyer in France.

### 推動設計之路：助時裝企業家創意實踐兼備 踏上國際設計舞台

設計師的心血結晶要讓更多人「看見」，甚至走得更遠殊非易事。於 10 ASIAN DESIGNERS TO WATCH 展露鋒芒的 Alex 和 Derek，透過 FIP 的支持，在時尚顧問的一對一指導、公開演講的小組培訓以及產品攝影課程等活動中得以提升技能，更深入地了解業界運作，學會應對銷售期間的各種挑戰。

此外，FIP 鼓勵並贊助 PONDER.ER 參加巴黎時裝周等海外時裝展示，在與供應商和企業建立聯繫方面提供支援，對品牌在國際市場上的發展起到了極大幫助。PONDER.ER 今年首次躋身 LVMH Prize 準決賽，憑藉具標誌性的 Smocking（縮摺）、透視效果、針織等創作元素吸引了業界的目光，增加了在各種平台上曝光的機會，促進了銷售增長。除了內地和香港，韓國和日本每季業績持續增長，當地多間媒體、明星和 KOL 亦紛紛關注他們的動向。此外，他們還成功在法國洽談了第一家合作的買手店。



### Overcoming Market Challenges: Emerging designers' journeys to commercial success

Innovation in design adds value to a product, but how to market the product in a commercial way and break into a highly competitive market is the biggest challenge for any designer in the process of development. Before joining FIP, Mike lacked knowledge about how to effectively promote his brand on social media platforms. However, with the guidance of FIP's marketing consultants, he learned the most effective ways to market and promote on social media, and how to allocate limited funds appropriately. This has helped his business develop and allowed his brand to expand from Hong Kong to Europe. Mike's brand is characterised by innovating and making practical clothes to wear. Before designing new pieces, he always searches the market for the fabrics or products he wants. It took him three years to find temperature-sensitive, colour-changing fabrics that were suitable for use in clothing design. He also chooses sustainable materials to reduce carbon emissions in the manufacturing process. Through the FIP's extensive networking opportunities and organised visits to factories, such as those producing materials for rehabilitation garments or pressure garments, Mike is able to explore innovative technological knowledge and get inspired for his new designs.

### 突破市場挑戰：引領新晉設計師商業成功之旅

創新設計能提升產品價值，然而如何將產品以商業化方式呈現，並在競爭激烈的市場上佔得一席位，對每個新晉設計師而言都是莫大的挑戰。過去，Mike 在社交平台上做推廣時經常遇到藥石亂投的情況，但自從參加 FIP 並接受市場營銷顧問的指導後，他學到了市場推廣和社交媒體推廣的最佳實踐。現在，他能夠有效地分配有限的資金，幫助業務發展，讓品牌不僅在香港蓬勃發展，還能遠銷歐洲。FIP 提供的支援和資源有助於這些充滿抱負的設計師衝破重重難關，推動品牌茁壯成長。

Mike 的品牌以創新和實用可穿性為主導，他總是在設計新作品之前先在市場上搜羅所需的布料或產品。他曾花了三年的時間才找到適合設計服裝使用的感溫變色布料。為了降低對環境的影響，他選擇使用可持續性的材料，以減少製造過程中的碳排放。FIP 提供廣泛的交流網絡和業界參訪機會，讓 Mike 有機會接觸更多創新技術知識，例如參觀製造康復物料的工廠，了解壓力服裝材料的製作，進而激發他的新設計靈感。

### Fashion Trailblazers: FIP pushes brands towards brighter horizons by guiding designers towards their dreams

Looking to the future, Alex and Derek would like to hold pop-up events in different countries, allowing their brand to interact with fashion enthusiasts in each location and make their promotional efforts more international. Their advice to emerging design brands is to approach programmes such as FIP with an open mind, taking advantage of the different opportunities the programmes offer, learning with humility and listening to different perspectives in order to find the best direction for themselves.

After taking part in a fashion showroom in the Mainland of China in March this year, Mike plans to further develop his brand in there as well as to explore the market in Japan and the United States. He advises emerging designers interested in joining FIP to make good use of the financial support and operational assistance provided by FIP, while finding the right positioning for their personal brands.

These ambitious designers have been able to overcome obstacles and grow their brands with the support and resources provided by the FIP. In the highly competitive fashion design industry, these rising design stars are perfect examples of how a proactive growth mindset and continuous improvement of personal skills can lead to success in brand development.

### 時裝引路者：FIP 護航設計師追夢 讓品牌躍向光明

展望未來，Alex 和 Derek 目標在不同地方舉辦 POP-UP 活動，讓品牌透過活動與當地熱愛時裝的群眾互動，將推廣計劃做得更國際化。他們建議新晉設計品牌能以開放的心態參與 FIP，透過計劃把握不同機會，虛心學習並多聆聽不同聲音，從中摸索最適合自己的方向。

Mike 在今年三月參加內地時裝展後，有意在內地進一步拓展品牌，並開拓日本和美國市場。他寄語有興趣加入 FIP 的新晉設計品牌，好好善用 FIP 提供的財務支援和運營支持，並找準個人品牌的定位，讓品牌邁向光明未來。在競爭激烈的時裝設計行業中，這兩個新晉品牌的設計新星完美展現了如何憑藉積極成長的心態和不斷提升個人技能，讓品牌繼續發光發亮。



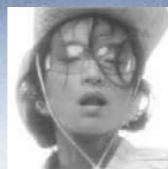
FIP



72

Launched in 2018, Christian Stone is a brand with a penchant for cultural subversion. Inspired by the 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, playful style comes to life in wild silhouettes and futuristic forms. The unique Christian Stone aesthetic counts boundary-pushing celebrities among its fans, including artists such as ASAP Rocky, Chae Lin CL, Billie Eilish, FKA Twigs and Steve Lacy.

熱衷於顛覆文化的時尚品牌 Christian Stone 於 2018 年創立，設計師馮子華以互聯網、流行文化與數碼文化的特性為靈感，將真實和虛擬元素融合在作品中，抒發對現代生活、身份認同和幻想主義的見解。品牌以獨特、大膽和玩味風格，展現狂野的線條輪廓與形態。其獨美學更吸引演藝名人 ASAP Rocky、Chae Lin CL、Billie Eilish、FKA Twigs 和 Steve Lacy 等擁戴。



時裝創業培育計劃

NILMANCE

VOGLIO VEDERE LE MIE  
MONTAGNE



Founded in 2017 by designer Mike Yeung, Nilmance is an urban menswear brand inspired by daily life. Challenging what it means to be fashionable and practical, the brand uses cutting-edge technology and textiles to deliver function-focused designs with a distinctive visual style. Integrating modern technology and the needs of day-to-day modern living, Nilmance's unique aesthetic is about details, technical skill and the ability to step out with confidence in a low-key style.

Nilmance 由設計師楊未名於 2017 年創立，是一個以日常生活為靈感的都市男裝品牌。設計師敢於挑戰高難度的實用性時尚，採用尖端技術和紡織品，設計出以功能為核心，兼具獨特視覺風格的時尚服飾。Nilmance 整合科技與現代生活的日常需要，以精巧細節和實用功能，營造出低調自信、別樹一幟的美學風格。

73



Founded by Alex Po and Derek Cheng, PONDER.ER's gender-fluid designs examine stereotypes and conventions, encouraging wearers to experiment with and explore their identities. The brand has collaborated with the Hong Kong Ballet and featured in Vogue Hong Kong's 'The Next List 2020'. They were honored as the Yu Prize 2022 Grand Prize winner and named one of 10 Asian Designers To Watch 2022 by Fashion Asia Hong Kong. In 2024, Ponder.er was shortlisted as a semi-finalist of the LVMH Prize for Young Fashion Designers.

由浦加林及鄭仲曦創立的PONDER.ER，以無性別服裝設計，檢視刻板印象與規條，鼓勵用家多作嘗試以探索個人身份。品牌曾與香港芭蕾舞團合作，並登上香港版《Vogue》的「The Next List 2020」，於2022年榮獲 Yu Prize 創意大獎年度大獎及 Fashion Asia Hong Kong 的亞洲十大焦點設計師名銜。2024年，PONDER.ER 入圍 LVMH 青年時裝設計師獎準決賽。



Inspired by the spirit of teenage rebellion, REDEMP TIVE is an urban wear label founded in 2018 by Wilson Choi and created for a new generation. The brand combines fashion with technology to create different design possibilities with innovative materials and fabrics, every piece has its own story to share. REDEMP TIVE was named 'TRANO I x Not Just a Label 10 Take Ten' top 10 emerging menswear labels at Paris Fashion Week in 2019, and was the only finalist from Hong Kong for the YU PRIZE Creative Award at Shanghai Fashion Week 2021, and got the CENTRESTAGE Elites 2023.

以年輕人的叛逆精神為創作靈感的 REDEMP TIVE，由設計師蔡鴻成於 2018 年創立，是一個專為新世代而設的都市服飾品牌。設計師把科技注入時尚，以創新物料及面料為設計開創出不同的可能性，讓每件作品都擁有各自的故事。REDEMP TIVE 於 2019 年巴黎時裝週入選「TRANO I x Not Just a Label 10 Take Ten」十大新晉男裝品牌，也是 2021 年上海時裝週 YU PRIZE 創意大獎唯一入圍的香港品牌，並獲得 CENTRESTAGE Elites 2023。



THE  
FEARLESS  
DISTINCT



# Hello OK



YMDH

# Goodbye

YMDH (You Make Daddy Happy) was founded by Jason Lee in 2018 and is proudly made in Hong Kong. Focused on celebrating novelty and imagination with a sense of humour and freedom, the brand aims to unlock happiness and share countercultures, artistic heritage, and stunning creativity. Known for its vibrant and inspiring pop-ups in Hong Kong's trendiest and most creative districts, YMDH is a favourite with local influencers, and has been featured in Vogue Hong Kong, Jet Magazine, and Milk Magazine.

設計師李居錡於2018年創立YMDH (You Make Daddy Happy)，以百份百香港製造為榮。品牌旨在以時尚釋放快樂元素，分享非主流文化、藝術傳承和驚人的創造力，透過幽默和天馬行空的手法，讚頌各種新穎事物與奇妙想像。YMDH經常於香港時尚及創意熱點開設快閃店，是本地網紅的最愛品牌之一，並曾獲香港版《Vogue》、《Jet》及《Milk》雜誌報導。

# SELF/DISCREPANCY



Vibrant, bold, and wondrous, VANN was established in 2019 by jewellery designer Vann Kwok. Using 3D drawing and hand-fabrication techniques, VANN combines innovative solutions with traditional artisanship to create one-of-a-kind handmade jewellery. Driven by process and seeing perfection as a subjective pursuit, VANN seeks to define a new metal language with its remarkable forms hinting at the familiar while shifting our mind's eye and inviting us to think beyond what we perceive something to be.

鮮明、大膽而玄妙的VANN，由設計師郭妍慧於2019年創立。品牌使用3D繪圖和手工製作技術，將創新設計與傳統工藝相結合，打造出獨一無二的手工珠寶。VANN的作品著重創作過程，視完美為一種主觀追求，旨在為金屬物料尋找新的呈現方式，以別樹一幟的形態，聯繫著日常熟悉的事物，同時轉移焦點，鼓勵我們以思考超越感知。





Launched in 2018 by designer Tak Lee, avant-garde Hong Kong-based designer label Tak L. is known for its uniquely complex cuts and garment constructions, which use natural dyes and fabrics including linen, silk, cotton and wool. The label draws inspiration from traditional craftsmanship techniques to create distinctly contemporary silhouettes that can be layered together to echo the individuality of the wearer. Celebrating artisanal skill and valuing sustainability, both in the creation process and the longevity of each individual piece, every design is effortlessly timeless.

由設計師李德誠於2018年推出的香港設計師品牌Tak L.，擅長採用天然植物染及布料如麻、絲、棉及羊毛，造出獨特複雜剪裁和結構。作品結合傳統含蓄的工匠文化和當代美學，經過嘗試、推翻和重塑的過程，塑造出衣物的無常之美。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。



# MINI CONSCIOUS

# FASHION CLINIC X COMMON INTEREST VINTAGE DENIM REDESIGN CAPSULE COLLECTION



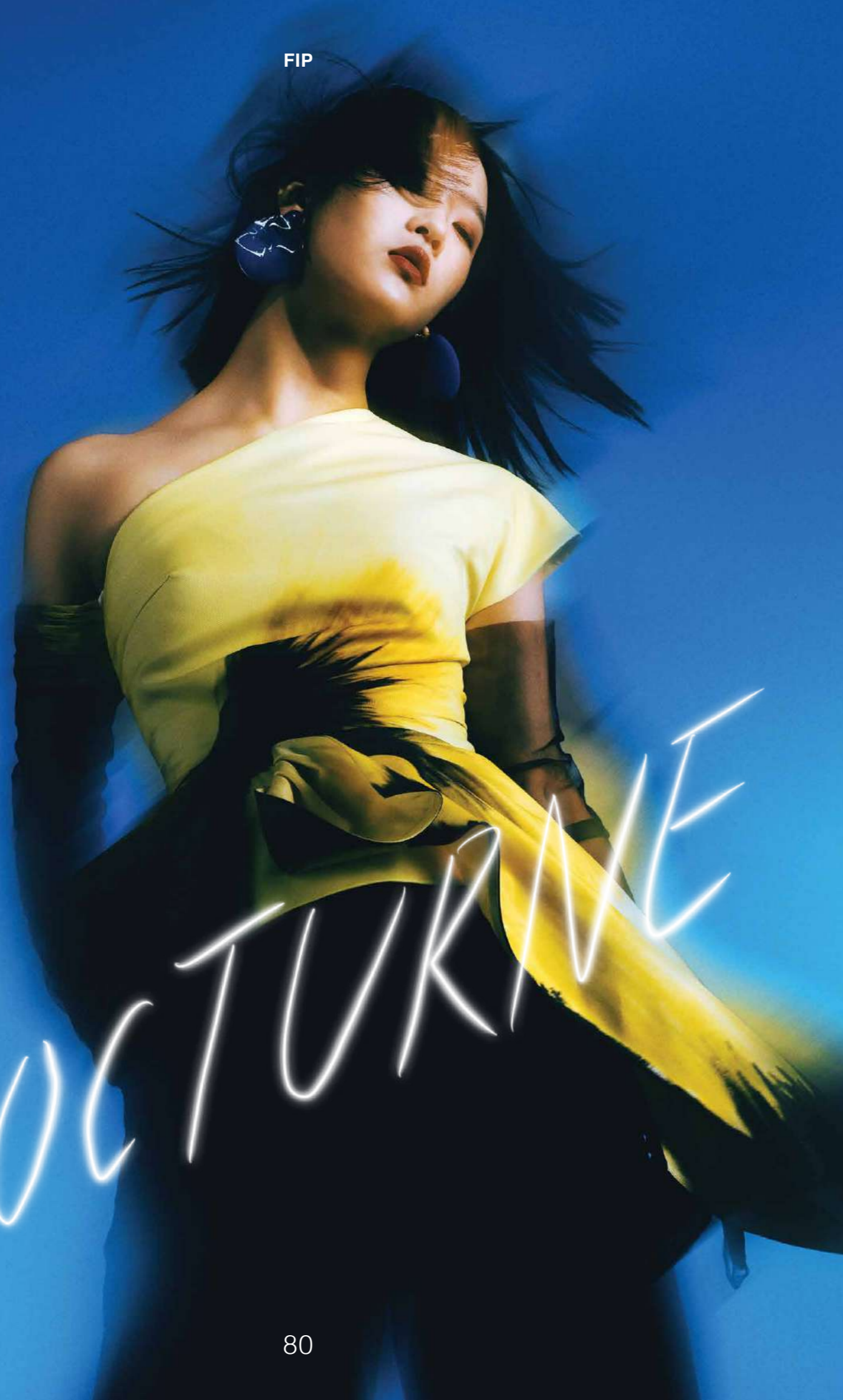
Founded by Kay Wong in 2018, Tomorrow by Daydream Nation's fashion line is about giving castaways a second chance at life through ecologically-intelligent design and lovingly hand-crafted details. Kay also calls herself a fashion surgeon, creating Fashion Clinic, resuscitating dead stock and preloved clothing to close the loop of the consumption cycle.

Tomorrow by Daydream Nation由設計師黃琪於2018年創立，品牌的時裝系列旨在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。自稱時裝外科醫生的Kay，還創立了時尚診所 (Fashion Clinic)，把時裝業界的過季貨物與舊衣進行升級改造，藉此延長衣服的壽命，減少浪費。



Founded in 2015, 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. Each piece fully embodies the beauty of balancing power and gentleness. The label has been showcased at Tokyo, New York and Taipei Fashion Weeks and featured in Vogue Italia, GQ China, ELLE, Marie Claire and Milk Magazine, etc.

KEVIN HO創立於2015年，設計師何均霖專注於女裝設計，以彰顯時裝結構和女性氣質，透過引人注目的輪廓和明亮的對比色調呈獻現代時尚，捕捉穿著者的獨特個性。每件作品均充分體現出強與柔的平衡之美。品牌曾於東京、紐約和台北時裝週上展出，並在意大利版《Vogue》、《GQ 中國》、《ELLE》、《Marie Claire》和《Milk》等雜誌上亮相。



# MISHERD



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 eyewear 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; the designs are sold globally.

由眼鏡設計師陳浩然創立的 UNSUIKYO，其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，喚起對自然世界的情感。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，並獲獎無數。UNSUIKYO以永不過時的美學，配合舒適貼面的眼鏡設計，為佩戴者提供獨特的視窗，盡情觀賞世界。品牌於多國設有銷售點。





HKDC Annual Report 2023—24

香港設計中心年報 2023—24

**Award and Project Highlights**  
獎項和項目成就

It brings us immense joy to witness the accomplishments of our incubatees as they reach new heights! These achievements demonstrate how our DIP and FIP serve as springboards for talented designers, propelling them on their journey towards success. We take pride in sharing some of their recent milestones and extend our heartfelt congratulations for their well-deserved accolades.

我們樂見培育公司取得非凡的成就，足證「設計創業培育計劃」及「時裝創業培育計劃」成功地幫助優秀設計師啟航，助他們邁向成功之路。在此，我們與大家分享一些他們最近的成就，並由衷地祝賀這些培育公司最近所取得的令人驕傲的成績。

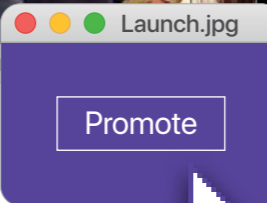
ARTA Architects / The Harbour Wave 流動維港 / iF Design Award 2024	Yuan Design Studio / T³ scale ruler 刻度尺 / Red Dot Design Award 2023 紅點設計大獎 2023 - 產品設計	PONDER.ER / LVMH Prize 2024 Semi-Finalist 2024 年 LVMH 大獎準決賽入圍者 Left 左 Derek Cheng 鄭仲曦 / PONDER.ER / PRESTIGE Hong Kong 雜誌香港 40 Under 40 菁英人物 2023
Studio Nous / Hong Kong Neon Sign Artworks Publication Crowdfunding Project 霓虹招牌手稿出版計劃	Yiwooo / Craft Kit Set 竹編材料包 / Hong Kong Smart Design Award 2023 - Silver Award 香港智營設計大賞 2023 - 銀獎	Yuan Design Studio / Y Ruler R / iF Design Award 2023
Yiwooo / Kwun Tong Centre Installation 'Waves of transition' 觀塘城市藝術裝置「浪·岸」	Pure Studio / Rhapsody of Cyber City 魔想曲 / JIA Illustration Award 2023 - Silver Award 日本插畫協會 日本插畫大賞獎 2023 - 銀賞	Centre 中 Wilson Choi 蔡鴻成 / REDEMPITIVE / HKTDC 香港貿易發展局 CENTRESTAGE ELITES 2023

# Empowering Designpreneurs for Success



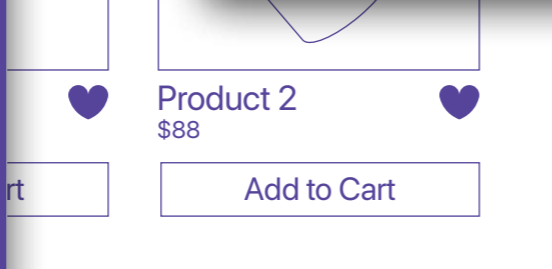
Launched by Hong Kong Design Centre with The Cultural and Creative Industries Development Agency (CCIDA) (formerly known as Create Hong Kong (CreateHK)) as the lead sponsor, Digital Economy Accelerator (DEA) is a three-stage programme specifically designed to empower local designpreneurs to thrive in today's fast-paced digital economy. This comprehensive programme aimed at elevating the standards of the local design industry with a digital focus.

Among the esteemed speakers and mentors participating in DEA is Ms. Dee Ng, Business Director at Meta, who brings extensive experience and expertise in the digital business landscape. With a deep understanding of eCommerce, digital strategies, and innovation, she possesses the knowledge and insights necessary to guide and inspire aspiring designpreneurs through the complexities of the digital landscape, helping them achieve their goals. In this exclusive interview, she graciously shares her valuable insights with us.



Digital Economy Accelerator (DEA) 計劃是由香港設計中心創立，並由文創產業發展處（前稱「創意香港」）作為主要贊助機構，旨在協助設計企業家在現今節奏急速的數碼世界中大放異彩。這項計劃分為三個階段，以數碼經濟發展為核心，全方位提升香港設計工業的水平。

Meta 業務總監吳浩馨女士是 DEA 的講者及導師之一，在數碼業務方面擁有豐富的經驗和專業知識。她對電子商貿、數碼策略和創新領域瞭如指掌，能夠為設計企業家提供專業指導並帶來啟發，助他們應對日漸複雜的數碼世界，從而一步一步實現目標。透過這次獨家專訪，她無私分享不少寶貴心得。



**1** In your opinion, what are the biggest challenges faced by local designpreneurs today? As a speaker and mentor who recently participated in the Digital Economy Accelerator programme, how do you think this programme can help prepare them for these challenges?

你認為現今本地設計企業家面對的最大挑戰是什麼？身為新加入DEA的講者和導師，你認為計劃如何幫助他們做好準備，以應對重重挑戰？

The local designpreneurs represent a robust talent pool that launches innovative, superior products and services. However, they face challenges that hinder the growth of their brands. Some of these challenges include customer acquisition and retention, brand recognition, differentiation, market penetration, and expansion.

The Digital Economy Accelerator programme supported designpreneurs by providing a series of training and mentorship sessions focused on digital marketing and eCommerce strategies. These sessions aimed to assist designpreneurs in reaching potential customers, optimizing their online presence, managing customer retention, and advancing brand building. Following this, a pitching round and an actualisation stage were conducted to help participants apply their acquired knowledge with funding support. These various stages equipped participants with foundational knowledge, practical skills, mentorship, and financial resources, enabling them to effectively navigate and overcome entrepreneurial challenges.

本地的設計企業家人才濟濟，有能力推出創新優質的產品和服務。但是他們正面對不少挑戰，例如如何吸引並留住顧客、提高品牌知名度、設計獨特性、市場滲透度，以及擴充業務等，或多或少對品牌發展造成阻礙。

為支援設計企業家，DEA 以數碼營銷和電子商貿策略為核心，提供一系列的培訓和師友指導，以協助他們接觸潛在顧客、增加網上曝光率、加強顧客維繫，並加快建立品牌的步伐。

此後，計劃會進入銷售簡報和實戰階段，讓參加者藉資助有機會學以致用。參加者透過不同階段學習基礎知識及實務技能，並獲得指導和財務資助，以有效應對並克服創業挑戰。

**2** Would you be able to share any success stories or positive experiences you have had with local designpreneurs who have participated in the Digital Economy Accelerator programme?

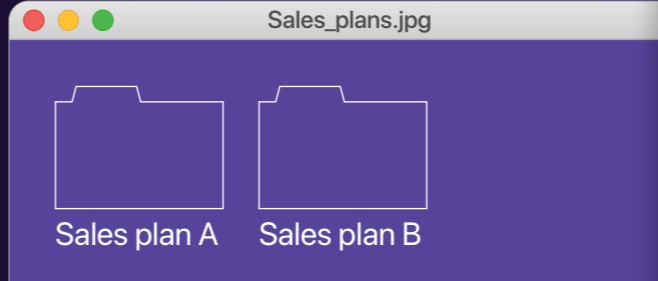
相信你透過DEA計劃認識不少本地企業家，能否分享當中一些成功故事或體會？

Among the brands that I was honoured to mentor, as well as those I've met during events, I have actually become a loyal customer of some brands from the programme. This is mainly due to my personal needs at the time and my belief in their vision. Product / service offerings are the core of business success, so I wanted to test their product quality and customer experience in order to provide constructive feedback.

其實我已經成為計劃中某些品牌的忠實顧客，包括我有幸指導過以及透過活動認識的品牌。主要原因是這些產品或服務切合我當時的需要，而我亦認同品牌的願景。產品或服務是業務成功的核心，因此我想測試他們的產品質素，親身投入顧客體驗，以便提供有建設性的意見。

During my interactions with these brands, it was truly a mutual learning relationship. We brainstormed ideas together, covering various topics such as marketing strategies, P&L management, product design and innovation, talent acquisition, and more. Going beyond the role of a 'digital marketer', I acted as a trusted advisor, a constructive sounding board, a friend, and a loyal customer to the designpreneurs. This aspect has been the most rewarding for me, and hopefully for the participants of the programme as well.

當我與這些設計企業家交流時，實在是一個教學相長的過程。我們集思廣益，一同思考營銷策略、盈虧管理、產品設計與創新、人才招聘等不同課題。我的角色並不止於「數碼營銷專員」，亦成為設計企業家的可靠顧問、有建設性的測試員、朋友和忠實顧客。這部分為我帶來最大滿足感，希望計劃的參加者亦有同感。



**裝備設計企業家邁向成功之路**



## Digital Economy Accelerator

3

What advice would you give local designpreneurs to maximize their chances of success using digital marketing and e-commerce in general?

要成功運用數碼營銷和電子商貿策略，你對本地設計企業家有甚麼建議？

建議使用注重視覺效果之餘，又切合設計業務所需的熱門社交平台。在顧客花上最多時間瀏覽的平台運用數碼廣告，並透過商業傳訊功能與顧客直接溝通，為他們提供獨家折扣和優先購買禮遇。

創作真實且顧客感興趣的內容亦至關重要。採用流動優先策略，主力創作無需花費大量資源的內容，並鼓勵顧客在網上分享體驗，從而建立信任並凝聚社群。與本地的「微網紅」合作，以提高互動率，更合乎成本效益。貼緊 Reels 等新興內容趨勢，務求與時俱進，製作易懂及富娛樂性的內容。

此外，我建議設計企業家善用人工智能，並透過人工智能廣告產品令付費廣告帶來更大效益，以吸引新受眾、提高廣告轉換率、增加銷售量，並提升效率。生成式人工智能為試驗性創作帶來嶄新可能，因此務必了解不同的生成式人工智能創作工具，以製作大量多元化的內容，同時引起每位顧客的共鳴。

最後，鼓勵大家勇於測試與學習，保持靈活變通。當策略未能達到預期效果時，便要及時作出調整並嘗試不同方法。

Answer\_3a.jpg

It is recommended to utilise popular social platforms that are visually-oriented and well-suited for design-focused businesses. Make use of digital advertisements on platforms where your customers spend the most time and maintain direct communication through business messaging, allowing for exclusive discounts and early access offers.

Creating authentic and relatable content is crucial too. Focus on mobile-first content that doesn't require heavy production and encourage customers to share their experiences online could help build trust and foster a sense of community. Collaborate with local micro-influencers for higher engagement rates and cost-effectiveness. Stay updated on emerging content trends such as Reels to remain relatable, easily digestible, and entertaining.

I would also suggest designpreneurs to embrace the use of AI and maximize paid advertising through AI-enabled advertising products to reach new audiences, drive conversions, increase sales volume, and improve efficiency. Generative AI opens up new possibilities for creative experimentation, so it is essential to explore Gen AI creative tools to diversify your content at scale and resonate with each customer simultaneously.

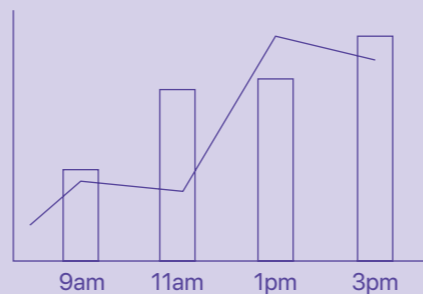
Lastly, maintain an agile test-and-learn mindset. When strategies don't yield the desired results, pivot quickly and experiment with different approaches.

Boost.jpg

Boost Post

insights.png

View insights



## Fashion Asia | FIP | DIP

### Highlights and Events

亮點及重點活動

Catch a glimpse of the events and occurrences related to Fashion Asia, Fashion Incubation Programme and Design Incubation Programme during the period from April 1, 2023, to March 31, 2024.

2023年4月1日至2024年3月31日期間，Fashion Asia、時裝創業培育計劃 (FIP) 及設計創業培育計劃 (DIP) 相關活動及節目浪接浪，讓我們一同回顧當中精彩花絮。

Workshop 工作坊

Workshop at Lenzing Application Innovation Centre  
蘭精集團工作坊

Fashion Asia collaborated with Lenzing Group to host a workshop on November 20, 2023. The workshop offered participants the opportunity to gain insights into innovative textiles and technology, establish connections with renowned material suppliers, and explore potential collaboration opportunities.

2023年11月20日，Fashion Asia與蘭精集團合作舉辦工作坊，讓參加者深入認識創新紡織品及技術、連繫不同的知名材料供應商，同時物色合作機會。

Showcase and Exhibition 展示空間與展覽

FDIP x Fashion Asia x I.T Hong Kong Showroom

From March 13 to March 25, 2024, five fashion designers from DIP (Kowloon City Boy, Wilsonkaki) and FIP (Cafuné, REDEMPTIVE, YMDH) showcased their collections in-store at I.T Hysan One and on the eCommerce site.

2024年3月13日至3月25日，五位分別來自DIP (Kowloon City Boy, Wilsonkaki) 及FIP (Cafuné, REDEMPTIVE, YMDH) 的時裝設計師於I.T Hysan One 旗艦店展出系列作品，虛擬展覽同步於網店平台舉行。

Re: Full Gamut Exhibition @GBA Creative Night

《再度時尚》展覽@大灣區創意之夜

17 FIP and DIP Incubatees and Graduates, including Toki Studio Ltd (Kowloon City Boy), Roysopp Gakkai, Studio of Sai, Wholly Wholly Ltd, Wilsonkaki, and Women Human Youth, were selected to participate in the 'Re: Full Gamut Exhibition' at DX Design Hub. The exhibition was hosted by Design Spectrum as part of GBA Creative Night, and it took place from November 28 to December 12, 2023.

Furthermore, these designers were invited to promote their sales items on the DS Shop Online Platform, which directed exhibition visitors to their online shops for purchases.

17間FIP及DIP培育公司及畢業公司獲選參加《再度時尚》展覽，當中包括Toki Studio Ltd (Kowloon City Boy)、蘑菇學會、世建築設計事務所有限公司、圓融有限公司、Wilsonkaki和Women Human Youth。作為大灣區創意之夜的一部分，展覽由設計光譜主辦，假DX設計中心於2023年11月28日至12月12日期間舉行。

此外，參展設計師亦獲邀於DS Shop網上平台推廣作品，展覽訪客可藉此前往設計師的網店選購。

Networking Events 交流活動

Designers Connect 2023 cum Networking Event  
Designers Connect 2023 暨交流活動

29 FIP and DIP incubatees and graduates showcased their talents and latest collections to approximately 200 participants at the Designers Connect 2023 event on November 27, 2023. These participants included brands representing various design disciplines, such as Product, Architecture and Interior, Jewellery, Accessories and Perfumes, Fashion, Food Design, Media and Visual Communication.

The event provided the designers with valuable opportunities to gain media exposure, network with industry experts, design masters, potential buyers, and business collaborators.

2023年11月27日，29間FIP及DIP培育公司及畢業公司於Designers Connect 2023活動中，向約200名參加者展示最新系列，盡展設計才華。參加者來自不同設計範疇的品牌，涵蓋產品、建築及室內設計、珠寶、配飾及香水、時裝、食品設計、媒體以及視覺傳意。

透過是次活動，設計師獲得更多媒體曝光率，亦能與行業專家、設計大師、潛在買家和營商伙伴互動交流。

GBA Sharing cum Networking Event  
進軍大灣區 | 實戰分享暨交流活動

Two guest speakers, Ms. Sisley Cheng and Mr. Eric Kuo, were invited on February 23, 2024, to introduce the SME-related benefits and accelerator programmes offered in Qianhai, as well as share their startup experiences in the Greater Bay Area. Following the presentations, attendees had the opportunity to engage in a networking session and visit the offices of incubatees.

2024年2月23日，鄭思怡小姐及郭璋強先生應邀出席分享會，介紹前海的中小企相關支援及加速器計劃，並分享於大灣區創業的寶貴經驗。參加者於會後互相交流，擴展人脈，並參觀培育公司的工作室。

DIP Graduation Ceremony cum Networking Event  
DIP 畢業典禮暨交流活動

Two guest speakers, Ms. Sisley Cheng and Mr. Eric Kuo, were invited on February 23, 2024, to introduce the SME-related benefits and accelerator programmes offered in Qianhai, as well as share their startup experiences in the Greater Bay Area. Following the presentations, attendees had the opportunity to engage in a networking session and visit the offices of incubatees.

DIP畢業典禮於2024年3月14日舉行，合共58個設計師品牌成功完成為期兩年的計劃。「設計師之聲」銷售環節亦於典禮期間舉行，讓畢業公司與來賓分享其品牌故事。

# Design In

設計融入

# Daily Life

生活

# Beyond the Main Stage Festival:

主舞台外的香港設計節：

# Demonstrating

In 2023, CityProg presented an enhanced and elevated programme featuring distinguished local creatives and international partners from the Netherlands and France. United under the theme of 'Game Changers,' this edition focused on 'Communicating Circularity' and 'Celebrating Local Game Changers.' Over 100 design-driven events took place in November and December, paving the way for a sustainable future in three key areas: 'Design and City', 'Design and Business', and 'Design and Lifestyle'.

# the Power of Circular



For the past six years, the BODW City Programme (CityProg) has extended the creative energy of the Hong Kong Design Centre's annual Business of Design Week (BODW) across the city, with The Cultural and Creative Industries Development Agency (CCIDA) (formerly known as Create Hong Kong (CreateHK)) as the lead sponsor. Through a series of events that bring multifaceted stories of great design to the public, CityProg has highlighted Hong Kong's pivotal role as a hub for East-meets-West cultural exchange. Since its inception, CityProg has curated numerous exciting collaborations, both local and international, underscoring the city's unique position in the global design landscape.



# Design in

# (City),

過去六年，「設計營商周城區活動」（城區活動）作為香港設計中心主辦之年度旗艦盛事「設計營商周」的延伸，並由文創產業發展處（前稱「創意香港」）作為主要贊助機構，起動全城創意。城區活動透過一系列精彩節目，讓市民大眾從多角度認識優秀設計，突顯香港作為東西方文化交流中心的重要角色。自推出以來，城區活動已策劃不少令人雀躍的本地及國際合作項目，進一步鞏固香港在國際設計舞台的獨有定位。



# (Business),

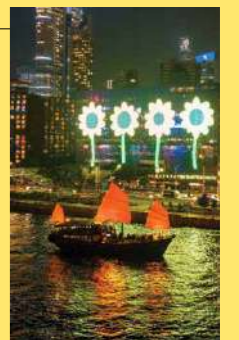
# and

2023年，城區活動聯同本地創意人才，以及來自荷蘭和法國的國際合作夥伴，帶來更豐富多樣的活動。本年度以「設計創變者」為主題，聚焦「推動循環設計力量」和「表揚本地設計創變者」，在11至12月期間呈獻逾100個設計相關活動，從「設計與城市」、「設計與商業」及「設計與品味」三大方向探索可持續未來。

從（城市）、  
（商業）到（品味），  
展現循環設計的力量



# (Lifestyle)



BODW CityProg

The sixth edition of CityProg showcased a broad spectrum of design-related happenings across various locations in Hong Kong. These events created numerous opportunities for insightful and thought-provoking conversations between design industry insiders and the broader community about the importance of circularity—designing and managing products and systems to minimise waste and maximise resources—in urban life, commerce, and everyday living. These discussions aim to ensure a sustainable future for generations to come.

第六屆的城區活動在香港多區呈獻多元化的設計相關活動，為設計界業內人士及公眾帶來深入交流的機會，一同探討循環設計的重要性，即如何設計並管理產品及系統，以減少浪費並善用資源，涵蓋都市生活、商業和日常生活層面，冀能為後世構建更可持續的未來。

# (100) design-driven events



‘CityProg has been striving to promote local design and design thinking to the public, and foster design and cultural exchange over the past six years,’ said HKDC Chairman Professor Eric Yim. ‘This year, CityProg joined hands with partners from the Netherlands and France to leverage Hong Kong’s distinctive advantages as a cultural melting pot and tell the compelling stories of Hong Kong and the Motherland. This aligns with the strategic positioning of Hong Kong as a center for international cultural exchange under the 14th National Five-Year Plan.’

香港設計中心主席嚴志明教授表示：「過去六年來，城區活動積極向公眾推廣本地設計及設計思維，促進設計及文化交流。今年，城區活動聯手來自荷蘭和法國的伙伴，發揮香港多元文化薈萃的獨特優勢，說好香港和祖國的故事，貫徹香港在國家《十四五規劃綱要》下作為中外文化藝術交流中心的策略性定位。」

設計營商周城區活動

## ‘Life is Art. Design in Motion’ Film Festival 「光影藝術祭·設計漫遊」電影節

As a citywide programme, CityProg 2023 made profound issues and themes relatable to the general public through various engaging events. In collaboration with MOVIE MOVIE, CityProg 2023 presented the ‘Life is Art. Design in Motion’ Film Festival, featuring a series of ticketed and free screenings in cinemas and other venues. Notable films included ‘High & Low - John Galliano,’ a documentary on the creative journey of British fashion designer John Galliano, and ‘MAU,’ a documentary about Canadian designer Bruce Mau, known for his strategic and positive impact through design.



作為一項起動全城創意的計劃，城區活動 2023 透過各種引人入勝的活動，務求令大眾由淺入深掌握重大議題，明白設計箇中意義。城區活動 2023 與 MOVIE MOVIE 合作推出「Life is Art. Design in Motion 光影藝術祭·設計漫遊」電影節，在戲院及其他場所放映多部電影，當中包括購票觀賞及公眾放映會。重點電影包括英國時裝設計師 John Galliano 的創作生涯記錄片《John Galliano 的高山低谷》(High & Low - John Galliano)，以及透過設計締造正面改變和策略性影響的加拿大設計師 Bruce Mau 之記錄片《Bruce MAU 設計大師》(MAU)。

Internationally renowned for its policies on circular design, the Netherlands partnered with CityProg 2023 to curate two thematic exhibitions. Dutch design company De Designpolitie created a series of motion design works around the theme of the 5Rs (Refuse, Reduce, Reuse, Redefine, Recycle) titled ‘DutchInspire Motion Design Showcase’. Sponsored by the Sino Group, these stunning, colorful animations were projected onto the Sino LuminArt Façade at Tsim Sha Tsui Centre and Empire Centre, transforming the buildings into enormous canvases that lit up the night and promoted the awareness of resource recycling. Another highlight was the ‘What Design Can Do – Circular Design Showcase’ at the West Kowloon Cultural District Harborside Lawn. Jointly presented by CityProg and What Design Can Do (WDCD), an international organisation based in Amsterdam, the showcase featured 13 winning projects from the ‘Make it Circular Challenge’, a competition aimed at discovering and supporting outstanding global circular innovations, along with five projects from Hong Kong and Mainland China.



城區活動 2023 跟以循環設計政策聞名的荷蘭合作，舉辦兩大主題展覽。荷蘭設計公司 De Designpolitie 設計了一系列以 5R (Refuse 拒絕、Reduce 減少使用、Reuse 重用、Repurpose 重生、Recycle 回收) 為主題的動態影像，在信和集團的贊助下，矚目彩色動畫於尖沙咀中心和帝國中心的信和光影藝術幕牆上展示，將建築變成巨大畫布，光影點亮夜空，提升大眾對資源循環再用的意識。另一焦點是在西九文化區海濱草坪舉行的「設計可以——傳·循環設計展」，設計展由城區活動及來自阿姆斯特丹的國際組織 What Design Can Do (WDCD) 聯合呈獻，共展出 13 個「Make it Circular Challenge」的得獎項目，有關比賽旨在發掘並支持全球優秀循環創新企劃，同場亦展出五個來自香港及中國內地的循環設計項目。

## Thematic Exhibitions on Circular Design 以循環設計為主題的展覽





# Placemaking Programmes in Sham Shui Po, Aberdeen and To Kwa Wan

深水埗、香港仔及土瓜灣區的地方營造項目



CityProg 2023 also collaborated with local creative partners in Sham Shui Po, Aberdeen, and To Kwa Wan to stage various placemaking programmes showcasing the appeal of circular design. These included public open space activation programmes like SSPossible Giants and SO/SEW/SHOW SHAM SHUI PO, co-organised with One Bite Design Studio; the creative tourism initiative Seayou Aberdeen, co-organised with the Hong Kong Fishing Culture Association and Bottom Up Communication Limited; and the cultural heritage conservation project re: seen tokwawan, jointly hosted with Jiksap.

此外，城區活動 2023 與深水埗、香港仔和土瓜灣的本地創意伙伴合作，舉辦各種地方營造項目活動，展現循環設計的魅力。其中包括與一口設計工作室合辦的「深水寶藏巨匠」及「非常 / 日常深水埗」公共空間起動項目、與香港水上人文化協會及 Bottom Up Communication Limited 合辦的創意旅遊項目「舫港」，以及與夕拾共同主辦的文化遺產保育項目「舊從新看土瓜灣」。



# Motion Plus Design Satellites Hong Kong

Looking forward to 2024—the 60th anniversary of the establishment of diplomatic ties between China and France, as well as the Années Chine-France and the Paris 2024 Summer Olympics—France will take the spotlight as the BODW Partner Country. In anticipation of this, CityProg 2023 hosted the inaugural edition of the French-based motion design conference 'Motion Plus Design Satellites Hong Kong' at The Mills Fabrica. This conference brought together experts from France, Mainland China, Hong Kong, and Taiwan, China to share their insights on how motion design can lead to brand transformation and to discuss their experiences within the industry.

展望 2024 年，除了是中法建交 60 周年，又是文化旅遊年和巴黎舉行夏季奧運的一年。適逢設計營商周 2024 的合作伙伴國家是法國，城區活動 2023 為香港帶來首個來自法國的「Motion Plus Design」動態設計論壇。活動於南豐作坊舉行，邀請來自法國、中國內地、香港和中國台灣的專才分享創作經驗，探討動態設計如何引領品牌轉型。



# Service Design Hong Kong 服務設計會議

Additionally, CityProg 2023 curated professional design events such as the 'Service Design Hong Kong' conference, co-hosted with MAKE Studios. This event brought together international cross-disciplinary innovators, change-makers, and design enthusiasts to explore how design can lead to regional and global betterment. Another event, the 'Circular Game Design Hackathon,' co-organised with Press Start Academy and Game for Change Asia Pacific Chapter, focused on creating unique circular game concepts with participants.

城區活動 2023 亦策劃設計業界活動，例如與 MAKE Studios 共同主辦「Service Design Hong Kong」服務設計會議，集合來自世界各地跨領域創新領袖、變革者，探討如何以設計為地區和全球帶來正面的改變。另一項活動是與 Press Start Academy 及 Game for Change Asia Pacific Chapter 合作舉行「Circular Game Design Hackathon」，讓參與者一同創作獨一無二的循環遊戲概念。



A special initiative for CityProg 2023 was the release of the English version of the 'Design Citywalk Hong Kong' Travel Guide. This guide introduced 101 travel spots from a unique design perspective, inviting both locals and tourists to explore the city's distinctive East-meets-West design charm.

「Design Citywalk Hong Kong」旅遊指南英文版是城區活動 2023 的特別企劃，從獨特的設計角度介紹 101 個旅遊景點，邀請市民和遊客來一趟城市漫步，感受香港中西文化交融的設計魅力。

Explore now 立即探索



# Design Citywalk Hong Kong 旅遊指南



以時裝連結

跨界設計協作

由文創產業發展處(前稱「創意香港」)作為主要贊助機構,設計光譜於深水埗區呈獻《譜·度·時尚》及《再度時尚》兩大展覽,呈現粵港澳大灣區設計產業所綻放的無窮活力。展覽邀得本地設計師胡燦森和跨界別創作者 Vivienne Yu 擔任策展人,讓參觀者更深入了解時裝世界,展開一趟啟迪人心之旅。

# CELEBRATING CROSS- DISCIPLINARY DESIGN COLLABORATIONS IN FASHION

Organised by Design Spectrum with The Cultural and Creative Industries Development Agency (CCIDA) (formerly known as Create Hong Kong (CreateHK)) as the lead sponsor, two exhibitions at Sham Shui Po district showcased the dynamic design industry in the Guangdong-Hong Kong-Macao Greater Bay Area. Curated by local designer Roger Wu and multidisciplinary creator Vivienne Yu, **The Full Gamut** and **Re: Full Gamut** provided an enlightening journey to thousands of visitors, enabling them to gain a deeper appreciation for the world of fashion.



# THE FULL GAMUT



**The Full Gamut** examined diverse perceptions of fashion by exploring its profound interconnectedness with other design disciplines. The exhibition featured over 40 unique design projects by designers from Hong Kong, Japan and the US, divided into five zones: Fashion and Accessories Design, Environmental and Spatial Design, Product and Display Design, Communication Design and Social and Inclusive Design. The exhibition seamlessly brought together creativity and innovation, aesthetics and heritage. The five zones of the exhibition highlighted the interplays between many areas including fashion and costume design, cultural identities, space and lighting, East and West, current trends and principles around inclusivity, and much more. A highlight of the exhibition was an installation in celebration of the 100th anniversary of Lee Kung Man (LKM), a legend in Hong Kong's textile and garment industry. The thematic installation by Westley Wong of Wholly Wholly, titled 'Gradient of Centennial', featured 100 LKM signature cotton shirts dyed in 100 colours, each representing a year of the brand's legacy, along with the brand's iconic 'golden deer' signage. Additional installation, guided tours, workshops and sharing sessions also engaged visitors in a deeper appreciation of the creative processes and cross-disciplinary aspects of fashion design. The exhibition venue, which provided creative spaces for workshops, meetings of minds and sharing of ideas, also created a diverse visitor experience, encouraging interactions between industry professionals and enthusiasts.

East Wing of 2/F, 822 Lai Chi Kok Road 荔枝角道 822 號 2 樓東翼

「譜·度·時尚」展覽



《譜·度·時尚》展覽透過探索時裝與不同設計領域相互之間的緊密關係,剖析大眾對時裝設計的認知。展覽展出 40 多件來自香港、日本及美國的設計項目,並劃分為五個主題展區,包括時裝及配飾設計、環境及空間設計、產品及展示設計、傳訊設計、社會及包容性設計,讓創意、美學、歷史與文化交疊成一道獨特的風景。五個展區展示不同領域如何互動,包括時裝和服裝設計、文化身份、空間和燈光、東西方、包容性設計相關的目前趨勢和理念等。亮點之一是為慶祝香港製造工業傳奇利工民 100 周年的紀念裝置。主題裝置「百年光譜」由圓融設計的黃雋溢操刀,在品牌深入人心的金鹿招牌映襯下,展示 100 件染上 100 種不同顏色的利工民招牌棉衫,每件衣服代表著利工民百年歷史的一個年份。參觀者亦可欣賞同場展出的其他裝置,並參加導賞團、工作坊、分享會等公眾活動,更深入了解時裝設計的創作過程和跨界協作。場地不但成為舉辦工作坊、交流分享及匯聚創意的空間,同時營造多元的參觀體驗,推動業界專才和設計愛好者進行互動。

05.05.2023 → 19.07.2023

2/F, 270 – 286 Tung Chau Street, Sham Shui Po 深水埗通州街 270-286 號 2 樓



29.11.2023 → 12.12.2023



### 「再度時尚」展覽

The design industry of the Guangdong-Hong Kong-Macao Greater Bay Area has transformed the region into a global incubation platform for creative minds from all disciplines. With over 40 design projects, **Re: Full Gamut** showcased the extensive collaborations between designers across disciplines in the fashion design process. Six zones under the specific creative journey of fashion design including Trends, Materials, Design Development, Production, Retail and Re(up)cycle featured projects from catalogues to commercials and products to spatial design, and highlighted partnerships between diverse disciplines and avenues within the design industry. Two design installations from the earlier The Full Gamut exhibition were restaged in Re: Full Gamut. Along with 'Gradient of Centennial', the multi-layered installation 'Anamorphic Synthesis', created by designers Wai Tang, Noel Chu, Stephen Liang and Violet Foo featured an inverted wedding dress form representing the design process, offering visitors a unique experience to explore what is tangible and what is speculative by looking into the reflection. Re: The Full Gamut clearly reflected the modern identity of the design industry in the Greater Bay Area, which offers unique opportunities for experimentation, innovation and creativity in a fast-paced world where designers continuously seek innovative solutions.

粵港澳大灣區（大灣區）的設計產業將區內打造成培育平台，扶植全球各個界別的設計師。《再度時尚》展覽展出 40 多件作品，呈現時裝設計過程中不同界別設計師之間的廣泛合作。展覽分為六個主題區域，聚焦時尚設計的創意歷程，包括潮流、物料、設計開發、生產、零售和（升級）循環。項目涵蓋印刷刊物、廣告、產品及至空間設計，盡顯跨界設計的協作力量。兩大於《譜·度·時尚》展出的設計裝置再現《再度時尚》展覽，包括「百年光譜」及層次感豐富的「萬端合變」。後者由設計師鄧偉堅、朱潔麗、梁偉澤及傅韻兒聯乘操刀，以外觀猶如一襲倒置的婚紗代表設計歷程，讓公眾從鏡台反射體驗實體化和推測設計的模糊界限。《再度時尚》展現大灣區設計產業的現代身份，帶來實驗、創新及發揮創意的獨特機遇，有助設計師在瞬息萬變的世界中尋找創新解決方案。

# RE: FULL GAMUT



# Delightful Designs for Every Day

## 賞心悅目的日常設計

From gorgeous accessories, chic home décor to unique fashion items, DS Shop showcases the winning designs of the annual DFA awards, as well as creations by the talented designers in HKDC's incubation programmes. Browse and purchase beautiful, functional items that bring a touch of elegance to everyday life, and at the same time, support the works of local creative talents.

DS Shop 展示年度「DFA 設計獎」的獲獎設計及香港設計中心旗下培育計劃的設計師佳作，包括多款精美配飾、時髦家居飾品及時尚小物。瀏覽美觀與功能兼備的設計，選購心儀好物，為日常生活添上一絲優雅，同時身體力行支持本地創意人才。

## Camellia Blanket

山茶花毛毯



100

## Mosi Design Limited 無事設計有限公司

Mosi Mosi is a people-oriented design studio. The philosophy is derived from the Cantonese phrase 'There is no worry', which means that there is nothing to worry about in life, no matter what difficulties one encounters. Through humanistic design, inclusive education and customised corporate gifts, Mosi Mosi hope to increase the public's understanding of people with different abilities and build a more inclusive society through design.

Comma Leung, founder of Mosi Design Ltd, won the DFA Hong Kong Young Design Talent Award 2015 and Mosi Design Ltd received DFA Design for Asia Awards Silver Award in 2016 and DFA Design for Asia Awards Merit Award in 2020.

無事無事研究所是一間以人為本的設計工作室。品牌理念源自於廣東話的「無事無事」，意思是生活上遇到什麼困難也好，也要抱緊 There is no worry 的精神。透過人性化的設計、共融教育與企業禮品訂製，品牌希望增加大眾對不同能力人士的了解，透過設計建立一個更共融的社會。

品牌創辦人梁受蕙榮獲 DFA 香港青年設計才俊獎 2015，其設計作品更獲得 DFA 亞洲最具影響力設計獎 2016 銀獎及 2020 優異獎。

## COXPER 杼銅

COXPER is dedicated to crafting thematic art installations that captivate the senses and leave a lasting impact on viewers. With a commitment to the transformative power of art, COXPER strives to inspire, engage, and enrich the human experience through their creations. Their installations are meticulously designed to immerse individuals in an aesthetic world, fostering a profound connection between the environment and the audience.

Hazel Lee, co-founder of COXPER, received the Special Mention Award at DFA Hong Kong Young Design Talent Award 2023.

杼銅致力於創作主題藝術裝置，以捕捉觀眾的感官，在心靈上產生深遠的影響。杼銅深信藝術具有轉化力量，能引起共鳴，其裝置設計旨在讓人沉浸在美學的世界中，營造出環境與人之間的連結。

品牌創辦人之一李曉熙更於 DFA 香港青年設計才俊獎 2023 榮獲優異獎。

## Emergence 歷現

Elder Wood Bracelet 接骨木手鐲



## Fragrant Lotus 馨荷

Incense Holder 香皿



## Time as Itself

Calendar/Poster 月曆/海報



## DIP

### Yiwooo 二回

Yiwooo is bamboo craft brand establish in 2018. Meaning 'twice' in Chinese, the name is inspired by the creation process where bamboo strips have to be woven across at least twice for sturdiness. The brand commits to connecting bamboo crafts with modern city life. Works in the fields of handcraft bamboo product, workshop, spatial design and installation.

二回竹細工文化組織成立於二零一八年「二回」意味重覆，名字靈感來自於竹編圖案至少重覆兩次才能穩固結構。品牌致力於將竹工藝重新帶進城市以連結現代生活。一方面傳承竹器的制作與使用，另一方面探討竹藝文化的發展空間。

## Bamboo Knot

竹結



101

## Einai

Einai is an independent unit combines publishing and design that starts in 2023. Its establishment aims to provide a creative space for designers to freely explore the essence and possibilities of design and create meaningful experimental design products.

Nicholas Ng, founder of Einai, won the DFA Hong Kong Young Design Talent Award 2023.

Einai 是一個成立於 2023 年的獨立出版和設計單位，希望創造一個自由的空間讓設計師創作有意義的實驗性設計產品，探索更多設計的本質和可能性。

品牌創辦人吳皓暉更榮獲 DFA 香港青年設計才俊獎 2023。

For the first time ever, Asian perspectives were brought to Dutch Design Week to explore alternative solutions to our collective present and future challenges that lie ahead. As part of HKDC's Design Exchange programme (dX) with The Cultural and Creative Industries Development Agency (CCIDA) (formerly known as Create Hong Kong (CreateHK)) as the lead sponsor, a captivating showcase of 14 Hong Kong contemporary circular design and sustainability projects were exhibited at the annual Dutch Design Week from 21 to 29 October 2023 in Eindhoven, the Netherlands.

## Facilitating Cross-Cultural Exchanges with Circular Design Solutions

聚焦循環設計方案 推動跨文化交流

為應對現今及未來的人類共同挑戰，荷蘭設計周首次注入亞洲視野，探討有助解決種種問題的不同方案。作為香港設計中心旗下 dX 設計交流計劃的一部分，並由文創產業

發展處（前稱「創意香港」）作為主要贊助機構，14 個香港嶄新的循環設計及可持續發展項目於 2023 年 10 月 21 日至 29 日期間在荷蘭燕豪芬舉行的年度荷蘭設計周展出。

The ((Capsule)) Hong Kong Design Showcase ((Capsule)) HK featured 14 meticulously selected design projects that reflect the city's contemporary circular design development at Dutch Design Week 2023. The showcase delved into Hong Kong's continuous growth and innovative spirit through sustainable and inclusive design practices, materials, and solutions that explore potential avenues for addressing urban challenges such as 'double ageing', over-consumerism, land shortages, saturation of landfills and more.

The nine-day ((Capsule)) HK showcase at Dutch Design Week 2023 bustled with events, featuring daily guided tours by the selected Hong Kong designers offering international visitors a unique opportunity to interact with creators and be immersed in Hong Kong's innovative design culture. Additionally, a dX Design Dialogue was organised providing a platform for designers from Netherlands and Hong Kong to exchange ideas and engage participants in stimulating conversations, delving deeper into various design topics. The selected designers from Hong Kong also participated in the DRIVE Festival, a Design Research & Innovation festival at Dutch Design Week, which featured inspiring talks and workshops. During this festival, the designers had the opportunity to observe innovative design practices, collaborate with Dutch experts, and co-create innovative solutions for the creative industry.

Two of our participants Devana Ng and Roger Wu were the guest speakers at the 'Game Changers Asia - Circular Design Conference' organised by CreativeNL as part of the Dutch Design Week Programme. Their valuable insights showcased the exceptional talent and ingenuity of Hong Kong's design community to an international audience.

In addition to these events, participating Hong Kong designers embarked on 'inspiration trips', visiting local designer studios and institutions during their stay at Dutch Design Week. Upon their return, they shared their ideas and insights with the Hong Kong design community, enriching perspectives and deepening understanding that fosters local design growth. The physical exhibition concluded in Eindhoven, and the ((Capsule)) VR exhibition was made available to the public through @dX.hkdc's Instagram account, springboarding the impact of the event far beyond Dutch Design Week.



香港設計((囊))精選 14 個設計項目於荷蘭設計周 2023 展出，反映香港當代循環設計的發展。展區展示香港如何發揮源源不絕的創新精神，透過可持續及重視共融的設計手法，配合合適的物料和解決方案，致力克服「雙老化」、過度消費、土地短缺及堆填區飽和等問題，從而得以持續發展。

## 荷蘭



設於荷蘭設計周會場的香港設計((囊))展覽為期九日，帶來各式各樣的精彩活動，包括每日由參展香港設計師主持的導賞團，讓國際訪客與項目創作者互動，並體會香港的創新設計文化。dX 設計對談為荷蘭及香港設計師打造交流平台，讓參加者展開啟迪思維的對話，更深入探討各種設計議題。此外，參展香港設計師亦參與了荷蘭設計周期間舉行的設計研究與創新節 DRIVE Festival，當中包括具啟發性的講座和工作坊，讓他們藉此機會了解創新設計實務、與荷蘭專家展開合作，並共同為創意產業創作嶄新解決方案。

其中兩位交流計劃參加者吳珈蔚及胡燦森除了參與是次展覽外，亦擔任荷蘭設計周「亞洲創變者 - 循環設計會議」的客席講者。透過這個由 CreativeNL 主持的論壇會議，他們分享不少寶貴見解，向國際觀眾展示香港設計界的非凡才華和睿智。

## 香港



此外，參展香港設計師亦在荷蘭設計周期間展開「啟發之旅」，走訪當地設計師工作室及機構。回港後，他們與設計同業分享所見所聞，帶來豐富的觀點及見解，有助推動本地設計業界的發展。為延續 dX 的推廣工作，實體展覽雖然已於燕豪芬的荷蘭設計周圓滿結束，公眾仍然可以透過 @dX.hkdc 的 Instagram 帳戶繼續參觀香港設計((囊))虛擬實境展覽。

# CHUBBY HEARTS

## SPREAD LOVE ACROSS HONG KONG

The fusion of design placemaking with charm and enchantment created a captivating treasure hunt experience for residents and visitors in Hong Kong when a collection of heart-shaped installations floated across the iconic city skyline between 14 and 24 February 2024. Chubby Hearts Hong Kong was not only a visual metaphor for love but also a bridge between East and West, connecting Western Valentine's Day with the 15th day of the lunar calendar, also known as Chinese Valentine's Day.

巨型紅心裝置飄浮香港天際，將地方營造設計概念巧妙地融入社區，在 2024 年 2 月 14 日至 24 日期間，吸引市民和遊客投入追心之旅。Chubby Hearts Hong Kong 於情人節至元宵節期間展出，紅心設計不但傳遞愛的訊息，更是東西方文化流融的橋樑。



As a city branding initiative that comprised diverse creative elements and cross-sectoral collaborations, this inaugural Mega Event of Hong Kong in 2024 paved the way for some 200 other events throughout the year, revitalising the city's tourism industry and cultural landscape. Through the hashtag #CHUBBYheartsHK, the project collected numerous genuine smiles and heartwarming joyful moments, making a lasting impact.

將愛傳遍香港  
展現城市  
獨有魅力



# AND SHOWCASED THE CITY'S CHARM

Chubby Hearts Hong Kong 是 2024 年的首項香港盛事，結合多元創意和跨界合作，為接下來全年逾 200 項盛事揭開序幕，提升香港的國際形象，並為旅遊及文化發展注入活力。項目透過主題標籤 #CHUBBYheartsHK，收集多張滿載歡笑的照片，記錄一個又一個窩心時刻，帶來深遠的影響。

## 20 LOCATIONS 20 個展出地點

The delightful and whimsical 'Chubby Hearts Hong Kong' brought surprise pop-ups at 20 curated locations across the city, showcasing Hong Kong's diverse attractions and rich cultural heritage while spreading joy, connection, and warmth to all who beheld them. Sponsored by the Culture, Sports and Tourism Bureau of the HKSAR Government under the Mega Arts and Cultural Events Fund (Mega ACE Fund), the project aimed to promote Hong Kong as an East-meets-West center for international cultural

引發奇思妙想的快閃飄浮紅心驚喜現身香港各處，20 個展出地點經精心策劃，以突顯城中各具特色的旅遊景點及濃厚的文化底蘊，同時透過令人喜悅的設計連繫人與社區，傳遞歡樂和溫暖。項目由香港特別行政區政府文化體育及旅遊局「文化藝術盛事基金」（文藝盛事基金）資助，旨在推動香港發展成為中外文化藝術交流中心。



## CROSS-DISCIPLINARY COLLABORATIONS 跨領域創意單位合作

Chubby Hearts Hong Kong also featured over 100 digital screens and transportation displays showcasing Chubby Hearts digital artworks. Six local creative line-ups, including composer Leon Ko's original score, new media designer Nelson Ng's tailored animation, photographer Dr. Victor Wong's captures of Hong Kong's beauty with the flying Chubby Hearts, travel photographer Derek Tang's creative reel, and artist Tommy Fung's surreal imagery, contributed to the project.

Chubby Hearts Hong Kong 在全港超過 100 個屏幕和交通工具上，展示 Chubby Hearts 的數碼藝術作品。六大本地創意合作單位陣容強勁，邀來作曲家高世章編寫原創音樂、新媒體設計師吳鋒霖創作動畫、攝影師黃雅信透過鏡頭記錄在 Chubby Hearts 映襯下旅遊攝影師鄧仲軒製作創意短片，以及藝術家 Tommy Fung 創作超現實影像。

## FROM LONDON TO HONG KONG 飄揚過海登陸香港

Originally created by renowned British designer Anya Hindmarch, who opened her first store in Hong Kong in her twenties, Chubby Hearts was a public design project that first appeared in London in 2018 to spread a little love across the city. Curated by HKDC, the Chubby Hearts Hong Kong installation was the first of its kind outside of London, taking on an entirely new format with a largest-ever 12-meter centerpiece and a first-ever dual hearts showcase.

Chubby Hearts 由英國著名設計師 Anya Hindmarch 構思，她與香港淵源甚深，早於 20 多歲時已赴港開店。Chubby Hearts 是一個公共設計項目，2018 年首見於英國倫敦，將愛傳遍全城。由香港設計中心策展的 Chubby Hearts Hong Kong 裝置是倫敦以外的首個同類型展覽，並採用全新形式示人，當中包括 Chubby Hearts 系列中體積最大、直徑達 12 米的巨型紅心，以及首次登場的心心相印「雙紅心」。

## PLAYFUL PLACEMAKING AND JOYFUL CONNECTIONS 地方營造窩心回憶

The Chubby Hearts installation is an imaginative example of 'placemaking' in the world of design—a concept that integrates design, community engagement, and public open spaces in a magical and playful spectacle. The aim was to establish and nurture meaningful connections between individuals and their surroundings. Over the 11-day period, the sight of the immense pop-up hearts created an interactive and communal atmosphere, fostering warm interactions for over 730,000 residents and visitors and encouraging people to find moments of joy amidst their busy urban lives. Additionally, the project attracted an array of self-initiated activities at various pop-up locations, ranging from guided tours, community concerts, and sketching sessions to dance performances. The hashtag #CHUBBYheartsHK trended online, with countless photographs of smiles and joyful moments, creating a permanent repository of beautiful memories with Hong Kong as the scenic backdrop.

Chubby Hearts 的設計饒富想像力，闡述地方營造的概念結合設計、社區參與和公共空間，再添上奇思妙想及趣味元素，建構與培育人與所在環境的相互關係。在為期 11 日的活動期間，紅心設計裝置營造一種互動和共享的氛圍，為超過 73 萬名居民和遊客帶來窩心的互動體驗，讓人們在忙碌的城市生活中找到片刻的喜悅。此外，不少社區民間自發活動於不同的快閃地點舉行，包括導賞團、社區音樂會、速寫創作及舞蹈表演。#CHUBBYheartsHK 成為熱門主題標籤，記錄歡樂和喜悅的瞬間，編織出無數以香港美景及多張笑臉為主角的美麗回憶。



## REBRAND HONG KONG 重塑香港品牌

Curator and project director of Chubby Hearts Hong Kong, Sam Lam, said, 'The protagonist of Chubby Hearts Hong Kong is our city itself. Under the setting of the heart-shaped installations, Hong Kong stands out as the most captivating element.' She further added, 'Joining hands with like-minded partners from the government, commercial sectors, tourism industries, and NGOs, we have successfully transformed Hong Kong into a dynamic open-air design gallery and launched a series of related events. We hope the project can serve as a model of collaboration and public engagement to rebrand Hong Kong.'

A declaration of love for Hong Kong, the project showcased the city's beauty to the world and fostered a sense of pride among the local community, repositioning Hong Kong as a premier travel destination through thoughtful design.

Chubby Hearts Hong Kong 策展人及項目總監林美華分享：「Chubby Hearts Hong Kong 的主角，其實是我們的城市。在紅心設計裝置的映襯下，最美的其實是香港本身。我們與政府、商界、旅遊業和非政府機構等志同道合的伙伴攜手合作，成功令香港化身成活力十足的戶外設計廊，並推出了一連串相關活動。項目積極推動多方合作及公眾參與，冀能成為重塑香港品牌的典範。」

作為深愛香港的宣言，項目向世界展示全城各處之美，培養本地社群的自豪感，以好設計將香港重新定位，逐步發展成為世界級的首選旅遊目的地。



# Ground For

孕育

創意根基

# Creative Anchor





# Fostering Synergies And Bringing Endless Creative Opportunities

互補共進 創意產業機遇無限



HKDC Annual Report 2023—24

The first-ever GBA Creative Night took place from 28 November to 12 December 2023 at the new HKDC Base - DX design hub. With The Cultural and Creative Industries Development Agency (CCIDA) (formerly known as Create Hong Kong (CreateHK)) as the lead sponsor, GBA Creative Night achieved several objectives – it served as a captivating showcase for outstanding local creative achievements, a dynamic platform for design practitioners and industry insiders to explore potential business opportunities, and an opportunity to foster valuable exchanges within the Guangdong-Hong Kong-Macau Greater Bay Area (GBA).

首屆大灣區創意之夜於 2023 年 11 月 28 日至 12 月 12 日假香港設計中心的全新基地 DX 設計館舉行。由文創產業發展處（前稱「創意香港」）作為主要贊助機構，大灣區創意之夜展示本地設計領域的實力，為設計從業員和業內人士提供拓展商機的機會，以及推動粵港澳大灣區內設計業界的寶貴交流。



香港設計中心預計於 2024 年第四季遷入深水埗新址。



HKDC is scheduled to relocate to its new base in Sham Shui Po during the fourth quarter of 2023.

Officiated by the Secretary for Culture, Sports and Tourism, Mr Kevin Yeung Yun Hung, GBS, JP, the event launch ceremony was an extravaganza of glamour, creativity and imagination, with over 400 VIPs and industry leaders from Hong Kong and other cities in the GBA attending, along with representatives from many of Hong Kong's major industry associations. In Mr Yeung's address, he expressed his belief that the development of the GBA will bring endless opportunities to Hong Kong's creative industries, and added: 'The GBA Creative Night marks an excellent start, and the new HKDC base will become a place for nurturing emerging design talents and fashion designers, facilitating idea exchanges, and enabling them to showcase the strength and competitiveness of Hong Kong's new generation.'

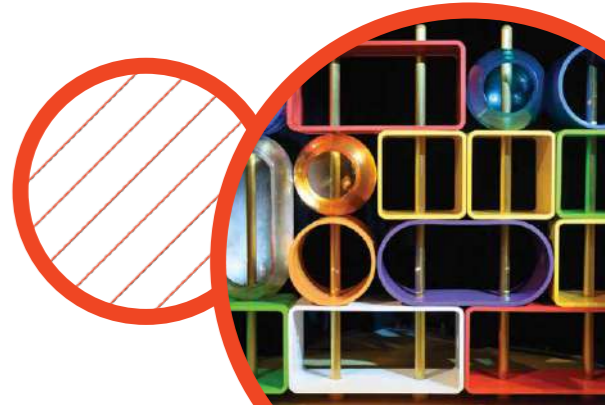
活動啟動禮由文化體育及旅遊局局長楊潤雄先生，GBS，JP 主禮，吸引近 400 位來自本地及大灣區其他城市的嘉賓及業界領袖蒞臨，多個香港主要業界協會及商會的代表亦有出席，場面相當盛大，與會者互相交流創意。楊局長致辭時表示，相信隨著粵港澳大灣區的發展，將會為本港創意產業創造無限機遇，「於今晚舉行的大灣區創意之夜正是絕佳的開始，香港設計中心的新基地將能為新晉設計人才及時裝設計師提供培育和交流的地方，讓他們展現香港新一代的設計實力和競爭力。」



香港設計中心年報 2023—24

活動亮點包括香港設計中心重點展覽《再度時尚》及 DFA 設計獎展覽，其他展覽及活動同樣精彩，例如 DesignMatch、香港智營設計大賞、InterVision 時尚交流 2023、生活方式研究所、ReMIX 融·創未來，以及藝·玩深水埗。有賴香港設計師協會、香港時裝設計師協會、香港出口商會、香港傢俬裝飾廠商總會、香港工業設計師協會、香港動畫業及文化協會，以及 Fashion Farm Foundation 等多個香港設計相關業界協會的支持，為期兩週的活動吸引近 3,200 名訪客參觀。

GBA Creative Night featured the HKDC highlight exhibition 'Design Spectrum: Re: Full Gamut' and DFA Design Awards exhibition. Other captivating exhibitions and events included DesignMatch, Hong Kong Smart Design Awards Showcase, InterVision Fashion Flow 2023, Lifestyle Laboratory, ReMIX and Art.Toys. SSP, bringing together various associations in the Hong Kong design industry, including Hong Kong Designers Association, Hong Kong Fashion Designers Association, The Hong Kong Exporters' Association, Hong Kong Furniture and Decoration Trade Association, Industrial Designers Society of Hong Kong, Hong Kong Animation & Cultural Association, and Fashion Farm Foundation. The two-week event attracted nearly 3,200 visitors.



翻開 全新篇章

# EMBARKING ON A NEW CHAPTER TO OPEN IN SHAM SHUI PO IN 2024

深水埗 DX設計館  
將於 2024年 開幕

HKDC Annual Report 2023—24

To support the Government's objectives to help nurture a new generation of design and fashion talents and transform Sham Shui Po into a design and fashion landmark, the Hong Kong Design Centre is scheduled to relocate to the district in the fourth quarter of 2024.

為支持政府培育新晉設計人才及時裝設計師，並將深水埗打造成設計及時尚地標，香港設計中心預計於2024年第四季遷至深水埗。



In 2024, Sham Shui Po will welcome a new design spot – DX design hub, supported by the lead sponsor, The Cultural and Creative Industries Development Agency (CCIDA) (formerly known as Create Hong Kong (CreateHK)), and operated by HKDC. It comprises three parts: (1) Incubation/Exhibition/Showrooms; (2) Resource and Practice Centre; and (3) HKDC workstations and other partners. The opening of DX design hub signifies the HKDC's role as a creative anchor, providing a platform for designers and enthusiasts to showcase their creativity, exchange ideas and promote the development of Hong Kong's design, creative industries and tourism.

2024年，深水埗將迎來由文創產業發展處（前稱「創意香港」）作為主要贊助機構、由香港設計中心營運的DX設計館。此全新設計熱點由三個部分組成：(1) 培育/展覽/展銷；(2) 資源及實踐中心；以及(3) 香港設計中心工作站和合作單位。DX設計館將進一步發揮香港設計中心作為創意樞紐的角色，為設計師及設計愛好者提供揮灑創意及交流想法的平台，並推動本地設計、創意產業及旅遊業的發展。

The Cultural and Creative Industries Development Agency (CCIDA) (formerly known as Create Hong Kong (CreateHK)) under the Culture, Sports, and Tourism Bureau of the HKSAR Government, is responsible for the formulation of strategies, coordination, and supervision of this project.

文化體育及旅遊局轄下的文創產業發展處（前稱「創意香港」）負責制定策略、協調和監督這個項目。



DX design hub, which is a redevelopment project of the Urban Renewal Authority (URA), with a total area of about 3,600 square metres in a five-storey commercial podium, is located at the junction of Tung Chau Street and Kweilin Street in Sham Shui Po. The preparation stage of fitting-out works commenced at October 2023.

Ahead of the official opening, we have engaged with stakeholders to provide a site preview, showcasing a space that inspires creativity, fosters collaboration and serves as an innovation hub.

DX設計館選址深水埗通州街與桂林街交界，位處市區重建局重建項目內的五層商業平台，總面積約3,600平方米。裝修工程前期工作於2023年10月展開。

我們已於中心正式開幕之前，邀請不同持份者進行實地視察，參觀這個激發創意、推動合作，並匯聚創新思維的空間。

香港設計中心年報2023—24

# Bridging Backgrounds

融匯背景

# Collective Wisdom

智慧集結

# DESIGN UNBOUND: EAST

設計無疆界

# MEETS

# WEST

With their profound knowledge and diverse backgrounds, our board members offer unique and thought-provoking viewpoints on the fusion of Eastern and Western cultures. They explore the intersections where tradition meets innovation and highlight the harmonious blend of ideas and influences that define this fascinating cultural crossroads. Let's delve into our board members' insightful perspectives on the elements that encapsulate the very essence of East-meets-West.

我們的董事會成員知識廣博，來自不同背景，對東西文化交融這一課題自有一套見解。他們遊走於傳統與創新的交匯點，探討不同文化所碰撞出的意念如何和諧融合，並發揮影響力。董事會成員逐一分享東西薈萃的典範，一同啟迪思潮。

The Wishbone chair, an iconic Danish design by Hans Wegner, beautifully exemplifies the fusion of Eastern and Western cultures. Drawing inspiration from the minimalism of China's Ming Dynasty, this chair showcases an elegant form and sleek lines that harmoniously blend Eastern aesthetics with Western craftsmanship. It stands as a testament to the cross-cultural exchange and mutual inspiration between the East and West in the realm of furniture design.

「叉骨椅」是丹麥設計的經典之作，出自Hans J. Wegner的手筆，體現東西方文化的完美結合。椅子造型優雅，線條流麗，東方美學與西方工藝和諧共存，設計靈感源自中國明朝的簡約主義。作品以家具設計呈現跨文化交流之美，相互啟發更精彩靈感。

**Prof. Eric Yim, MH, JP**  
嚴志明教授, MH, JP  
Chairman 主席

**THE WISHBONE CHAIR BY HANS WEGNER**  
由 Hans J. Wegner 設計的叉骨椅

**BALCONY-TYPE TENEMENT BUILDING (KE LAU) 騎樓**

Shophouses, which melded living quarters on the upper floors with commercial areas on the ground level, were a common sight in Southern China. The infusion of Western architectural influences gave rise to the creation of covered arcades, formed by projected balconies and ground floor columns. These unique Ke Lau, once symbolic of urban life in Guangdong and Hong Kong, stand as a testament to the fusion of both cultures. Some of these have become historic buildings now.

上居下舖的建築曾在中國南方地區十分常見。及後受西方影響，融入廊柱式建築特色演化成騎樓——露台以底層柱子支撐，並排形成有蓋行人長廊。這些騎樓曾幾何時是粵港兩地都市生活的主要風貌，亦是中西文化交融的見證，當中有些現已評為歷史建築物。

**Steve Leung, BBS 梁志天, BBS**  
Vice Chairman 副主席

**Cross-Cultural Design**

The work of Henry Steiner, a titan of graphic communication in HK and Asia, is a compelling compendium of East meets West design; in fact, of any cross-cultural design. His decades of work are timeless references to the sensitivities and complexities between East and West, and remain very relevant in the current era.

石漢瑞是香港及至亞洲平面傳訊設計的翹楚，作品充分體現何謂東西薈萃，更堪稱詩文化。數十年間，他設計過不少經典作品，展現東西方微妙複雜的關係，至今依然歷久常新。

**BY HENRY STEINER AND KEN HAAS**  
由石漢瑞與Ken Haas合著的《跨文化設計》

**Patrick Bruce**  
Director 董事

**VICTORIA HARBOUR 維多利亞港**

Hong Kong's Victoria Harbour harmoniously blends traditional Chinese and contemporary Western architecture to create a panoramic skyline that epitomises the city's vibrant role as a crossroads of diverse cultures. Its captivating waterfront landscape embodies the essence of East-meets-West, and also showcases the dynamic interplay between tradition and modernity in this cosmopolitan city.

維港將中式傳統與當代西方建築和諧糅合，構成一覽無遺的天際線，充分體現香港作為多元文化交匯的城市，如何綻放無限活力。海濱美景令人神往，蘊含東西薈萃的精髓，傳統與現代元素互相輝映，讓這個國際大都會更添魅力。

**Prof. Viveca Chan 陳一柎教授** Vice Chairman 副主席

**CHA CHAAN TENG 茶餐廳**

茶餐廳是香港獨有的飲食文化，從早到晚提供中西合璧的好滋味。無論是食客用餐的卡座，抑或是吃即食麵的餐具，皆散發港式美學和風味。身處這個氣氛熱鬧的文化交匯點，便能體會真正的香港特色。

Cha Chaan Teng, the iconic all-day dining concept native to Hong Kong, embodies a perfect blend of the East and the West. From the banquette seating to the cutlery used for slurping up instant noodles, the bustling atmosphere is a true Hong Kong product where a third dimension of aesthetics and taste emerges from deep cultural convergence.

**Bonnie Chan 陳德姿**  
Director 董事

**SUZHOU CENTRE 蘇州中心**

蘇州中心的設計由SWA集團操刀，將水元素及曲廊等中國傳統庭園特色融入現代都市的建築群。設計靈感源自歷史悠久的洲水鄉小鎮，展示如何透過傳統景觀元素，令現代設計更顯優美。

Designed by SWA Group, the Suzhou Centre Mall integrates traditional Chinese garden elements such as water features and winding paths into a modern urban complex. This design, inspired by historic Yangtze Delta water towns, beautifully showcases how modern landscape architecture can be enhanced by ancient Chinese landscape traditions.

**Prof. Leslie Chen, JP 陳弘志教授, JP**  
Director 董事

**Alan Cheung, MH 張益麟, MH** Director 董事

The Hong Kong Sevens is an iconic rugby tournament that is a fusion of Asian tradition and Western global sports. Players from diverse countries converge in Hong Kong for three days of skill, speed and sportsmanship. The event captivates audiences all over the world, and showcases the city's unique blend of heritage and international influences.

香港國際七人欖球賽是體壇盛事，結合亞洲傳統及西方國際級運動項目。賽事為期三天，來自不同國家的欖球勁旅雲集香港，以技巧及速度一較高下，盡展體育精神。七欖吸引世界各地的球迷入場觀看，展現香港兼備傳統特色與國際大都會特質的獨有魅力。

**THE HONG KONG SEVENS**  
香港國際七人欖球賽

**Donald Choi, BBS, JP 蔡宏興, BBS, JP** Director 董事

Hong Kong embraces diverse cultures and the uniqueness of Eastern and Western influences. It reflects the very best of East and West, and creates new design dimensions. This empowers innovation for all of humanity.

香港是多元文化社會，散發東西香萃交融的獨特魅力。這個大都會既是中外文化的大熔爐，亦能開創嶄新的設計領域，推動惠及所有人的創新思維。

**HONG KONG** 香港

**PEARL 珍珠**

Pearls, which come from Asian seas, have always been prized by Eastern and Western emperors and monarchs. These lustrous gems are created by nature over time, and represent purity and wisdom – values which are revered across cultures. Thus a pearl is a uniting element between the heritages of the East and West.

一直以來，東西方各地的皇帝和君主深愛來自亞洲海域的珍珠。珍珠是大自然的瑰寶，散發流光溢彩，代表純潔和智慧。這兩種價值觀在不同文化中皆備受重視，讓珍珠成為連結東西方傳統的橋樑。

**Joanne Chow 周凱瑜** Director 董事

**Tom Grey** Director 董事

**Chữ Quốc Ngữ**

The Latin-based typographic characters of the modern Vietnamese alphabet is known as Chữ Quốc Ngữ. It was introduced by Portuguese and French missionaries in the late 17th century, replacing classical Chinese script. Its usage was promoted during Vietnam's French colonial period and post-independence era to aid literacy, making it easier to write, print and understand modern Vietnamese.

現代越南語是使用拉丁文字母書寫，稱為「國語字 (Chữ Quốc Ngữ)」，於17世紀末由葡萄牙和法國傳教士引入，取代古漢字。該文字書寫系統於越南的法國殖民時期及獨立後普及，有助提高識字率，令書寫、印刷及理解現代越南語更容易。

**Eddie Hui 許夏林** Director 董事

**MODERN QIPAO**  
現代中式旗袍

The qipao is a traditional Chinese garment that perfectly showcases the beauty of the female form, and embodies the virtues and standards of Eastern aesthetics. Modern qipaos incorporate Western design elements with new silhouettes, colours and fabrics, resulting in unique design approaches and fashion concepts.

旗袍是中國傳統服裝，完美展現了女性的線條美，體現了東方美學的觀念和標準。現代中式旗袍融合了西方設計元素，加入了新的圖案、花色和科技面料，重新設計後呈現出獨特的設計手法和時尚概念。

**Mui Kinoshita 梅傲雪** Director 董事

日本茶道秉承禪宗的哲學和理念，東西方元素並存，盡顯優雅。東方的靜觀自得遇上西方的精準考究，文化交融相匯。茶道讓人體會自然之美，重拾內心平靜和諧。

The philosophy and principles of Zen which underpin the elegant Japanese tea ceremony have elements of both Eastern and Western influences. The grace and mindfulness of the East and the precision of the West make it a beautiful fusion of cultures. The ritual lets participants appreciate the beauty of nature and find inner peace.

**TEA CEREMONY**

人文主義是涵蓋東西方文化的一套哲學，可追溯至西方的文藝復興時期，強調人類、個人主義、理性和科學探究的價值。東方以人類的內在價值、道德、教育和自我修養為重，當中尤以儒家思想最為明顯。東西文化均致力透過教育並培養品德及理性思維，令人類社會得以進步。人文主義猶如一道橋樑，將東西方哲學傳統要素融合調和。

Humanism, a philosophy and West, finds its roots in the Renaissance in the of humans, individualism, inquiry. In the East, emphasis is placed on the ethics, education, and traditions strive for through education, thinking. Humanism blending and elements from and Western traditions.

**HUMANISM**

**James Law, JP 羅發禮, JP** Director 董事

**Prof. Kun-Pyo Lee 李健杓教授** Director 董事

Origami, the traditional Japanese art of paper folding, can create intricate and beautiful light fixtures that fit seamlessly into Western interiors, and are a wonderful visual example of how Eastern and Western design can complement each other.

摺紙是日本傳統藝術，可用以塑造複雜精美的燈具，與西式室內設計完美搭配，精彩視覺效果展現東西方設計如何互補優勢。

**ORIGAMI-INSPIRED DESIGN**  
摺紙設計

**IDEA**

I first came across the idea of East-meets-West at school and it all began with Henry Steiner. From HSBC annual reports to the Japanese IDEA Magazine cover, his work has introduced me to the new world of East-meets-West. I could not believe I still have a vivid memory of all these.

在求學時期第一次接觸這個詞語：中西香萃。就是由石漢瑞的設計開始，從他的設計，如匯豐銀行年報，日本雜誌Idea封面等，由他身上認識中西香萃這個嶄新的詞彙，想不到，到今天仍然歷歷在目。

**DESIGN WORK BY HENRY STEINER**  
石漢瑞的設計作品

**Tommy Li 李永銓** Director 董事

**MATCHA LATTE 抹茶拿鐵**

This delicate union of a tea ceremony-worthy green brew and European café culture blends ancient wellness rituals with modern indulgence. It harmonises flavours, represents cultural exchange, and exemplifies the global appeal of multicultural culinary creations.

抹茶茶道的神韻與歐洲咖啡館的文化細意結合，將源遠流長的養生儀式與現代的品味生活融為一體。味道和諧融合，猶如文化相互交流碰撞，體現多元飲食文化的力量如何擴展全球。

**Stephen Liang 梁國浩** Director 董事

Board of Directors

HONG KONG NEON SIGN

霓虹燈招牌



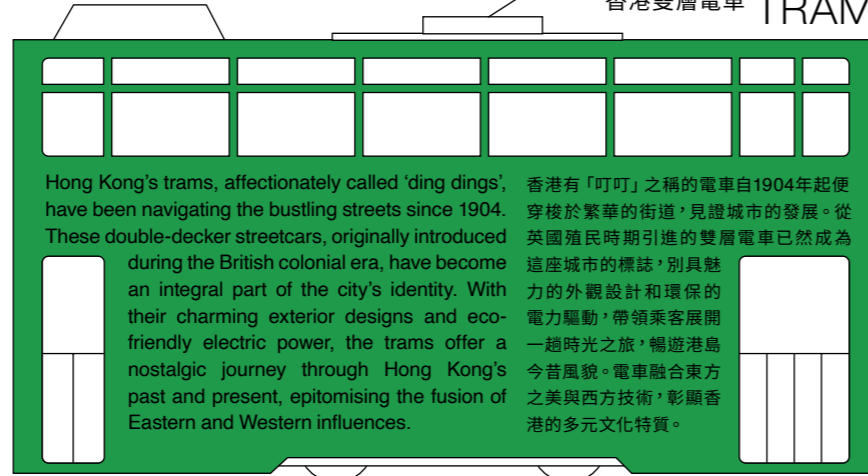
中英雙語招牌於香港的街道隨處可見，成為城中的特色視覺元素。字體、顏色及設計相多元多樣，為每一個招牌賦予鮮明個性，反映香港獨有的文化魅力。這些招牌不但提供資料，亦展現香港作為東西多元文化橋樑的角色。

The bilingual Chinese and English signages seen everywhere in Hong Kong are iconic visual elements of the city's streetscapes. The diverse fonts, colours and layouts that imbue each sign with a distinct personality reflect the city's unique cultural identity. These signages not only provide information, but also serve as an important medium for showcasing the city's multiculturalism that bridges the East and West.

David Lo 盧永強 Director 董事

HONG KONG TRAM

香港雙層電車



Hong Kong's trams, affectionately called 'ding dings', have been navigating the bustling streets since 1904. These double-decker streetcars, originally introduced during the British colonial era, have become an integral part of the city's identity. With their charming exterior designs and eco-friendly electric power, the trams offer a nostalgic journey through Hong Kong's past and present, epitomising the fusion of Eastern and Western influences.

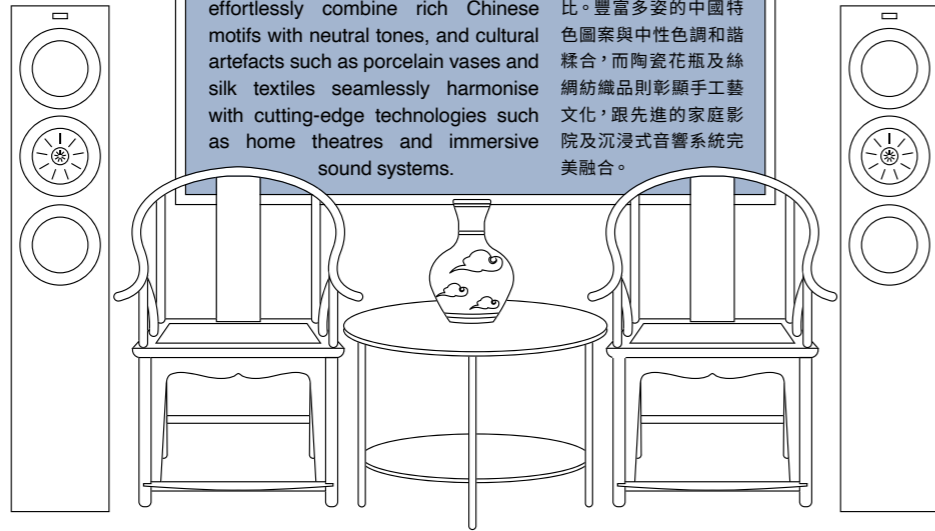
香港有「叮叮」之稱的電車自1904年起便穿梭於繁華的街道，見證城市的發展。從英國殖民時期引進的雙層電車已然成為這座城市的標誌，別具魅力的外觀設計和環保的電力驅動，帶領乘客展開一趟時光之旅，暢遊港島今昔風貌。電車融合東方之美與西方技術，彰顯香港的多元文化特質。

Joseph Lo 勞建青 Director 董事

CHINESE-WESTERN LIVING ROOM

中西客廳的珠聯璧合

Victor Lo, GBM, GBS, JP  
羅仲榮, GBM, GBS, JP  
Director 董事



The Chinese-Western style living room blends traditions and modernity. Ming-style chairs and lacquered coffee tables contrast elegantly with cosy sofas. The colour palettes effortlessly combine rich Chinese motifs with neutral tones, and cultural artefacts such as porcelain vases and silk textiles seamlessly harmonise with cutting-edge technologies such as home theatres and immersive sound systems.

客廳風格中西合璧，傳統與現代元素融為一體。空間擺放明式椅子及漆面咖啡桌，與舒適愜意的梳化形成優雅對比。豐富多姿的中國特色圖案與中性色調和諧融合，而陶瓷花瓶及絲綢紡織品則彰顯手工藝文化，跟先進的家庭影院及沉浸式音響系統完美融合。

HORACE PAN 潘鴻彬

Director 董事

荷李活道林立現代藝術畫廊、設計師專門店、歐式咖啡館及餐廳，與傳統的中國茶館以及媚俗的紀念品及古董店鋪相映成趣。此外，古色古香的文武廟亦坐落同一街道，歷史可追溯至1847年，吊掛着巨型塔香，輕煙繚繞。

Modern art galleries, designer boutiques, European-style cafes and restaurants create an interesting contrast with the traditional Chinese tea parlours and kitschy souvenir and antique shops along this street. This area is also where you'll find the Man Mo Temple, established in 1847, with its large hanging incense coils and fragrant swirls of smoke.

董事會成員

TECH-ENHANCED ZEN GARDEN

科技禪園



Hon Sunny Tan 陳祖恒議員 Director 董事  
Western-style French toast, filled with sweetened condensed milk and peanut butter, is a delicious culinary hybrid that reflects the integration of Western and Eastern cultural elements in Hong Kong, which is what makes this city so diverse and dynamic.

花生醬西多士配煉奶是香港特色美食之一，融合東西方飲食文化，反映香港多元化及充滿活力的一面。

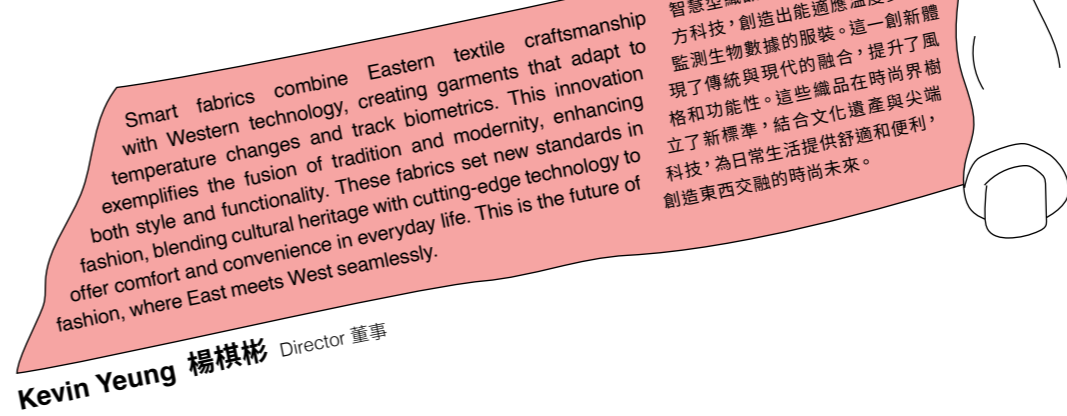
西多士 HONG KONG STYLE FRENCH TOAST

這個結合傳統東方禪宗花園與尖端西方科技的融合，營造出一片寧靜、滋養身心的綠洲。自動化維護、大自然音景和個性化燈光提供一個身臨其境的體驗，可通過手機應用程式控制，無縫銜接古老智慧與現代便利，新加坡的康沃爾花園等項目展示了這一原則的實際應用，促進健康和與自然的連結。

This fusion of traditional Eastern Zen gardens with cutting-edge Western tech creates a tranquil, restorative oasis. Automated maintenance, nature soundscapes, and personalised lighting provide an immersive experience controllable via mobile app. Seamlessly bridging ancient wisdom and modern convenience, projects like Singapore's Cornwall Gardens showcase this principle in action, fostering wellbeing and nature connection.

Victor Tsang, JP  
曾昭學, JP  
Director 董事

SMART FABRICS 智慧型織品



Kevin Yeung 楊棋彬 Director 董事

Smart fabrics combine Eastern textile craftsmanship with Western technology, creating garments that adapt to temperature changes and track biometrics. This innovation exemplifies the fusion of tradition and modernity, enhancing both style and functionality. These fabrics set new standards in fashion, blending cultural heritage with cutting-edge technology to offer comfort and convenience in everyday life. This is the future of fashion, where East meets West seamlessly.

智慧型織品結合東方紡織工藝與西方科技，創造出能適應溫度變化並監測生物數據的服裝。這一創新體現了傳統與現代的融合，提升了風格和功能性。這些織品在時尚界樹立了新標準，結合文化遺產與尖端科技，為日常生活提供舒適和便利，創造東西交融的時尚未來。

Michael Chan 陳詩華

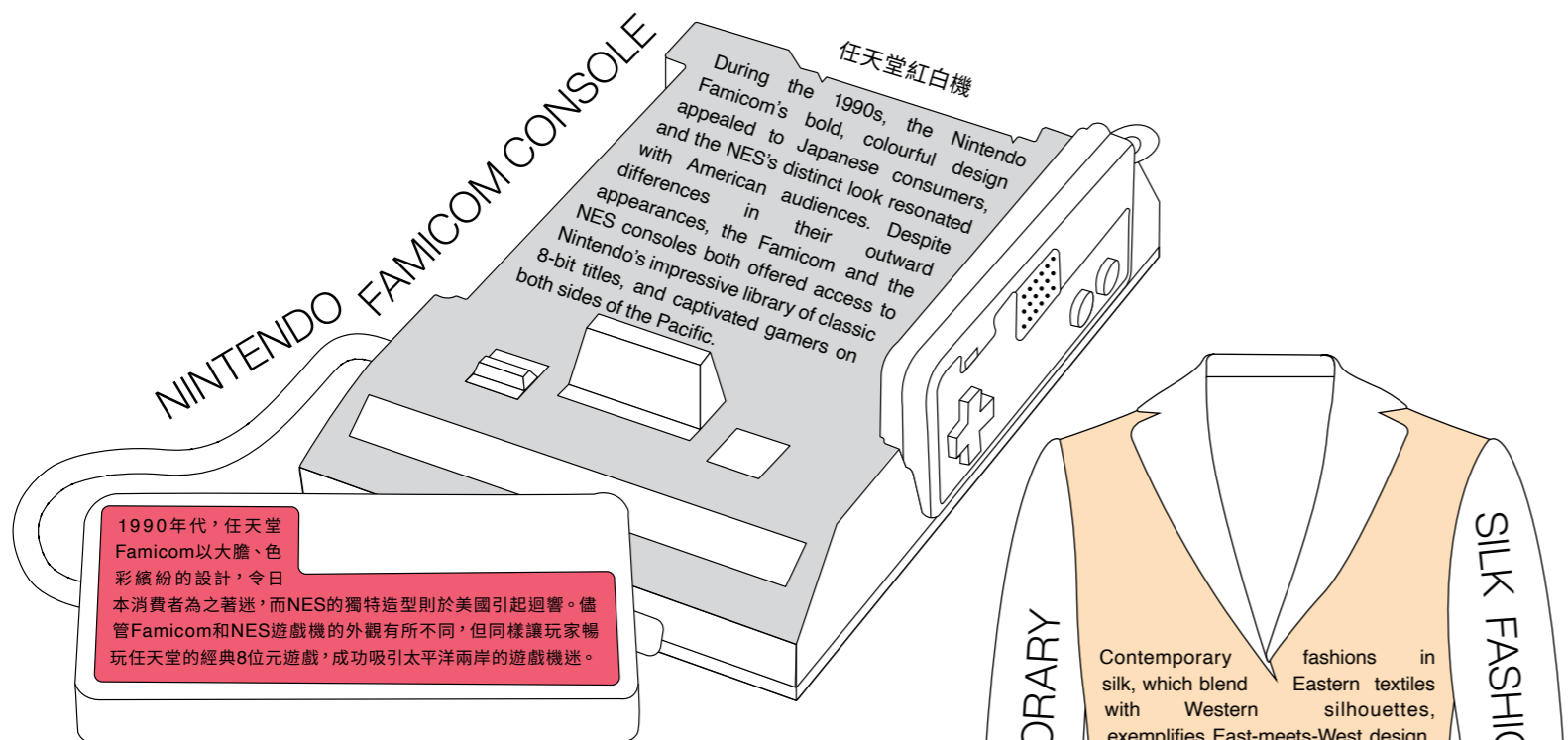
Alternate Director 後補董事



Jardine House, designed by Canadian-Japanese architect James Kinoshita and completed in 1973, embodies the spirit of 'East-meets-West'. The building's 1,748 circular windows were inspired by the 'moon gates' of classical Chinese landscape design, which served to frame beautiful views. Its minimalist façade and zen garden-inspired lobby is a beautiful fusion of Western and Eastern architectural concepts.

怡和大廈由加拿大籍日裔建築師木下一設計，於1973年竣工，充分體現「東西薈萃」的精神。大廈設有1,748扇圓形窗戶，靈感源自中國傳統景觀設計的「月洞門」，從窗戶看出去是一道道美景。外牆設計簡約，大堂採用庭園風格，充滿禪意，完美融合東西方建築概念。

JARDINE HOUSE



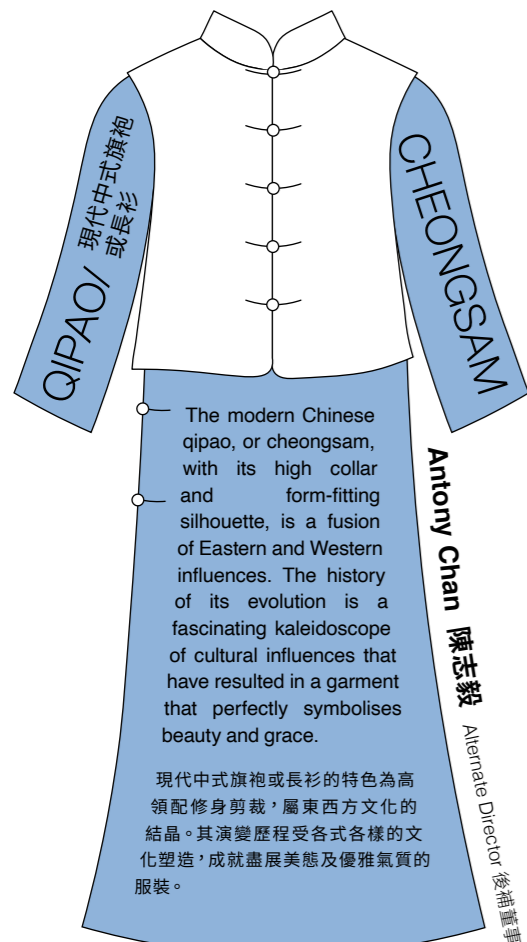
1990年代，任天堂Famicom以大膽、色彩繽紛的設計，令日本消費者為之著迷，而NES的獨特造型則於美國引起迴響。儘管Famicom和NES遊戲機的外觀有所不同，但同樣讓玩家暢玩任天堂的經典8位元遊戲，成功吸引太平洋兩岸的遊戲機迷。

During the 1990s, the Nintendo Famicom's bold, colourful design appealed to Japanese consumers, and the NES's distinct look resonated with American audiences. Despite differences in their outward appearances, the Famicom and the NES consoles both offered access to Nintendo's impressive library of classic 8-bit titles, and captivated gamers on both sides of the Pacific.

Contemporary fashions in silk, which blend Eastern textiles with Western silhouettes, exemplifies East-meets-West design. Traditional silk fabrics featuring beaded embroidery combine beautifully with contemporary tailored cuts and prints. This harmonious cultural blend celebrates the best of both worlds, resulting in a dynamic fashion aesthetic that reflects the meeting of two distinct cultures.

現代西方絲綢時裝將東方紡織品與西方剪裁融為一體，體現了東西文化的交融。傳統絲綢面料，採用珠繡刺繡，與當代剪裁和印花完美融合，呈現出文化的和諧融合。這種獨特組合體現了兩種文化的精粹，創造出動態而獨特的時尚美學，反映了兩種截然不同文化交匯。

Eddy Hui 許迅 Alternate Director 後補董事



The modern Chinese qipao, or cheongsam, with its high collar and form-fitting silhouette, is a fusion of Eastern and Western influences. The history of its evolution is a fascinating kaleidoscope of cultural influences that have resulted in a garment that perfectly symbolises beauty and grace.

現代中式旗袍或長衫的特色為高領配修身剪裁，屬東西方文化的結晶。其演變歷程受各式各樣的文化塑造，成就盡展美態及優雅氣質的服裝。

Antony Chan 陳志毅 Alternate Director 後補董事

Janet Cheung 張啟秀 Alternate Director 後補董事



Almost every culture in the world has its own methods of making tea. The tea masters of Hong Kong developed a method of brewing tea from leftover tea dust and boiling water, strained through 'silk stockings', and created a distinctive Hong Kong-style milk tea which has become one of the most popular beverages in the world.

環顧世界，幾乎每種文化都有各自的泡茶方法，而香港茶師則發明使用「絲襪」過濾以沸水沖泡的碎茶葉，創作出別具特色的港式奶茶，成為全球最受歡迎的飲品之一。

# All About Our Events, and More!

## 全面掌握活動資訊及其他消息

Design, especially at the convergence of Eastern and Western cultures, is brimming with boundless possibilities. This year, HKDC has embarked on design-focused activities aimed at promoting the diversity of creative culture. Through our flagship event, Business of Design Week (BODW), and its concurrent events, we are paving the way towards a circular future. Our outreach activities include forums, exhibitions, festivals, and publications, all of which serve to enhance knowledge and appreciation of design among enthusiasts. Additionally, we have revamped our radio interviews and DMatters to further engage with our audience. These efforts foster cultural exchanges between the East and the West. Let's delve deeper into Design Digest to discover more!

在東西方文化融合的浪潮中，設計充滿了無限的可能性。今年，HKDC 展開了以設計為重點的活動，旨在推廣創意文化的多樣性，包括透過我們的旗艦盛事「設計營商周」及相關同期活動，引領全球邁向循環未來。我們的外展活動涵蓋論壇、展覽、設計節慶和出版書刊，並透過全新改版的電台節目和電子通訊「DMatters」，加深一眾愛好者對設計的認識，促進中外文化交流。設計二三事，帶你回顧各項精彩活動。

### 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 'Good Life Good Design', a radio segment co-hosted by HKDC and Metro Radio. In May 2023, in the last episode of season nine, we delved into the innovative concepts and practices that shape a better future, under the theme of 'Design for Sustainable Community'. And, the excitement continued all the way into 2024! From January to March, we set our course in a new direction, shining a spotlight on the new theme for season 10: 'Creative Anchors in Hong Kong.' During this season, we showcased the vibrant local design scene and the influential players who help fuel its energy.

由香港設計中心與新城知訊台聯合主持的《生活就是設計》環節，於新城知訊台的節目中播出。2023年5月，我們在第九季最後一集以「設計·構建可持續社區」為主題，深入探討如何以創新概念與實踐來塑造更美好的未來。為推出更精彩內容，由2024年1月至3月，第十季以主題「香港創意錨點探索」全新登場，展現香港設計界的蓬勃發展以及推動這股活力的重要力量。

### BODW 2023 Concurrent Events 設計營商周 2023 同期活動

DesignInspire 2023 創意設計博覽 2023



Continuing the momentum of 2022, the DesignInspire 2023 campaign was run as a year-round online-to-offline programme. To assist Hong Kong designers in taking advantage of RCEP and GBA opportunities, a brand-new campaign under DesignInspire's established branding, called 'DesignInspire in Motion', was launched. This will involve a series of thematic mini-exhibitions in Hong Kong, Tokyo and Guangzhou as well as creative missions and design services zones at various trade fairs. In 2024, DesignInspire will return as a physical exhibition at HKCEC from 5 to 7 December.

DesignInspire 2023 與 2022 年一樣，繼續透過多個線上及線下渠道，展現全球創意精英的嶄新思維。

DesignInspire 2023 舉辦的「設計源流」展覽，展出的藝術作品取材自香港日常城市體驗，展地包括香港、東京和廣州，旨在為香港的年輕設計師在「區域全面經濟夥伴協定 (RCEP)」中大灣區尋找發展機遇。「設計源流」展覽涵蓋一系列迷你主題展覽、創意任務活動，以及在各大貿易展覽會設置設計服務區。DesignInspire 2024 年將於 12 月 5 日至 7 日以實體展覽形式回歸香港會議展覽中心。

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

When and format 時期及形式  
Year-round, hybrid promotional programme  
全年，線上及線下推廣活動

deTour 2023 Design Festival  
deTour 2023 設計節



Hong Kong's biggest design festival, deTour, celebrates the works and ideas of Hong Kong as well as overseas design and creative talents. With the theme of 'New Know How', the 2023 edition of deTour explored how design, craft and technology converge and interconnect. Across four main exhibition categories, 40 workshop sessions, 12 design dialogue sessions, film screenings, guided tours as well as a virtual festival, deTour 2023 paved the way for new knowledge and skill-sets that will shape the future development of design.

deTour 是香港最大型設計節，展示本地和國際設計師及創意專才的創新作品，盡顯其破格意念。deTour 2023 的主題是「新本事」，旨在探索設計、工藝和科技的相互作用，藉此帶來新知識和新技巧，重塑設計業的發展。活動包括四大主題展覽、40場工作坊、12場設計講座、電影放映會、導賞團，以及虛擬設計節。

**Organiser 主辦單位**  
PMQ  
元創方

**When and format 時期及形式**  
24.11.2023 - 03.12.2023, hybrid event  
2023年11月24日至12月3日，線上及線下融合活動

Leadership Forum on  
Service Design 2023  
設計教育領袖論壇 2023



The 15th edition of the Leadership Forum on Service Design 2023, part of Business of Design Week, was jointly organised by The Hong Kong Polytechnic University School of Design, Hong Kong Design Institute. The theme this year was 'Exploring Diverse Facets of Service Design: Socio-technical Cases and Narratives.'

We welcomed 230 registered attendees for physical attendance, and we also had a total of 17,532 online attendees from the two mainland channels, Vshibo and Bilibili. Including Zoom Audiences, we had over 71,672 cumulative attendees at the Leadership Forum.

第15屆設計教育領袖論壇 2023 是香港理工大學設計學院與香港知專設計學院共同舉辦的設計營商周 2023 系列活動之一。論壇旨在彙集行業專業人士和學術領袖分享見解，打造一個能適應不斷變化的商業環境的優選設計課程。

今年的領袖論壇以「探索服務設計的多元化面向：社會技術案例和敘述」為主題，揭示服務設計的重要性。活動計有230名現場觀眾，還有來自微視播和哩哩哩兩個大陸頻道的線上觀眾共計17,532人。包括Zoom觀眾在內，論壇累計出席人數逾71,672人。

**Organiser 主辦單位**  
The Hong Kong Polytechnic University School of Design, Hong Kong Design Institute (member of VTC Group) and Hong Kong Design Centre  
香港理工大學設計學院、香港知專設計學院及香港設計中心

**When and format 時期及形式**  
24.11.2023, hybrid forum  
2023年11月24日，線上及線下融合論壇

Business of IP Asia Forum  
(BIP Asia Forum) 2023  
亞洲知識產權營商論壇 2023



Over 2,500 participants took part in the 13th edition of the BIP Asia Forum, themed 'IP & Innovation: Steering New Economic Growth'. The event gathered over 90 distinguished speakers to discuss the potential of IP and innovation in driving sustainable and inclusive economic growth, as well as creating exciting new opportunities for global businesses. The Innovation & IP Market showcased innovative CleanTech projects that promise to strengthen IP commercialisation and facilitate industry convergences, and provided an ideal platform for IP owners, users and service providers to explore common synergies for future collaborations.

第十三屆亞洲知識產權營商論壇以「知識產權與創新：驅動經濟增長 締造嶄新機遇」為主題，匯聚了90多位講者及超過2,500名參加者，共同探討知識產權及創新在推動可持續和包容性經濟增長中所擔當的重要角色，為全球企業創造新機遇。為加強知識產權商品化和促進行業合作，論壇繼續舉辦「創科營商廊」，展示與清潔科技相關的創新項目，讓與會者探索合作機會。

**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 format 時期及形式**  
07.12.2023 - 08.12.2023, hybrid forum  
2023年12月7至8日，線上及線下融合活動

Guangzhou Design Week 2023  
廣州設計周 2023



With the theme of 'AMAZE' and held simultaneously at the Guangzhou Poly World Trade Center, Guangzhou International Sourcing Centre and Nan Fung International Exhibition & Convention Center, the 18th annual Guangzhou Design Week 2023 exhibition was a four-day event on design and building materials in contemporary living aesthetics and new business formats. The three venues, with a total area of 180,000 square metres across a total of 18 exhibition halls, respectively showcased 'Integrated/Customised Furniture + Decorative Material', 'Smart Home + Soft Furnishing and Garden', and 'Cultural and Creative & Trends'. The strategic venue layouts offered efficient and seamless visit experiences, as well as countless business networking opportunities between exhibitors and visitors.

第18屆廣州設計周展覽占地18萬平方米，主題為「驚喜」，為期四天的展覽定位於「當代生活美學與新業態的設計與建材」，同時在[廣州保利世貿中心]+[廣州國際採購中心]+[南豐國際會展中心]舉行。18個展廳採用了戰略性的展覽規劃佈局：保利世貿博覽館展出集成/定制傢俱+裝飾材料、廣州國際採購中心展出智能家居+軟裝與花園、南豐國際會展中心展出文化創意與趨勢，促進了參展商與觀眾之間高效的商業聯繫，參觀順暢，進一步呈現了一場多樣而高調的設計與美學慶典。

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

**When and format 時期及形式**  
08.12.2023 - 11.12.2023, physical exhibition  
2023年12月8至11日，實體展覽

E-newsletter  
電子通訊

DMatters



DMatters keeps readers updated on the latest happenings and upcoming events in the design community. Starting from October 2023, DMatters has increased the frequency of its releases from quarterly to bi-monthly, providing a greater array of compelling design stories and exclusive interviews, and reflecting HKDC's expanding role as a dynamic hub for design exploration and knowledge sharing. Stay connected with the ever-evolving world of design by subscribing to DMatters at [www.hkdesigncentre.org](http://www.hkdesigncentre.org).

香港設計中心作為設計探索和知識分享的多元化中心，不斷發展和推出各項計劃及活動。為讓設計愛好者更及時、全面地了解設計資訊，電子通訊DMatters於2023年10月起全新改版，由季刊轉為雙月刊。隨著發佈頻率的增加，透過設計師的創意故事與專訪等內容，讓讀者時刻緊貼最新設計消息和潮流趨勢。歡迎透過[www.hkdesigncentre.org](http://www.hkdesigncentre.org)訂閱DMatters，聯動瞬息萬變的創意設計世界。

Publications  
出版物

HKDC Annual Report 2022-2023:  
DESIGN CAN  
《香港設計中心年報 2022—2023:  
DESIGN CAN》



The 2022/23 edition of HKDC's Annual Report, 'Design Can', embarked on a transformative journey under the theme 'Driving Change With Design'. With the objective of sparking inspirations on the profound influence of design, each chapter begins with the powerful phrase 'Design Can', signposting a world of possibilities where HKDC's initiatives and achievements are presented as relevant, readable and captivating stories. We invited creative leaders to share their insights, while young designers contributed by sharing their creative journeys and sources of inspiration. Through thought-provoking content and a captivating format, the Annual Report aims to inspire readers to envision a future where creativity knows no limits.

以「設計引領 改變未來」為主題的香港設計中心2022/23年報「DESIGN CAN」，每個篇章均以「Design Can」為首，透過呈現精彩豐富的故事，帶領讀者從不同層面探索設計世界的各種可能性，並展示了中心的倡議和成就，以及在這場充滿「改變」旅程中的設計啟發。我們邀請了創意領袖和年輕設計師，分享見解和創意靈感故事，透過各項具啟發性的內容和有魅力的設計，從而增加受眾對設計的認知，以及對無限創意未來的展望。





Online Resource  
網上資源

Design CityWalk HK: A design lover's travel guide to Hong Kong  
Design Citywalk HK: 設計愛好者的香港旅遊指南



Hong Kong is a city of creativity and culture, with a vibrant mix of traditional and modern design features awaiting discovery around every corner. Exhilarating architecture, charming eateries, interesting shops and intriguing galleries make this city a treasure trove of great design. In this guide, we've curated 101 unique design sites from across Hong Kong that will captivate design enthusiasts, travellers and locals alike. This guide is a starting point for discovering the diverse design landscapes of Hong Kong, and we hope it will inspire everyone to explore and enjoy all this wonderful city has to offer.

香港作為創意文化中心，處處充滿生機和活力，無數設計景點正待你仔細探索！從設計前衛的建築、格調十足的餐廳和咖啡店，到啟發人心的店舖和畫廊，都令城市每個角落充斥著靈感。在這本香港旅遊指南中，我們從全港各區精選了101個獨一無二、引人入勝的設計景點，分門別類向設計愛好者、遊客和本地居民逐一介紹。希望這本指南能為你打開設計的大門，陸續發掘更多香港的多元設計面貌。



Design for Asia: DFA Awards 2023  
《給亞洲設計 — DFA設計獎2023》



Discover the pinnacle of design brilliance with 'Design for Asia: DFA Awards 2023' – this curated book showcases the winners of this year's DFA Awards, the innovative and inspiring winning projects in the DFA Design for Asia Awards, as well as profiles of the young visionaries who have won this year's DFA Hong Kong Young Design Talent Award. Whether you're a passionate design enthusiast or a seasoned professional looking for inspiration, this publication is destined to be a gem in your collection.

《給亞洲設計：DFA設計獎2023》精心收錄了2023年度傑出獎項得獎者的簡介，DFA亞洲最具影響力設計獎的所有得獎項目，以及DFA香港青年設計才俊獎的得獎者介紹。無論您是設計愛好者還是尋求靈感的業內人士，這本刊物都將成為您的寶貴收藏。

Hong Kong Design Directory  
香港設計指南



The Hong Kong Design Directory is a comprehensive platform that facilitates connections between businesses seeking design services, local design enterprises, and creative talents in various fields. The Design Directory is readily available on Hong Kong Design Centre's website. To explore and search the Directory, please visit [www.hkdesigncentre.org](http://www.hkdesigncentre.org).

香港設計指南是一個網上資料庫和名錄，讓從事各類設計專業的公司和創意人才展示他們的履歷，同時也方便有需求的企業進行配對。要搜尋設計指南，請訪問香港設計中心網站：[www.hkdesigncentre.org](http://www.hkdesigncentre.org)。

International Cultural Cooperation  
國際文化交流

Business of Design Week -  
France Study Trip 2023 & 2024  
設計營商周 - 法國考察團 2023 & 2024



In September 2023 and March 2024, HKDC led delegations from Hong Kong to France. These visits were marked by active engagement with influential business and creative leaders, and the forging of connections with prominent enterprises, renowned global brands, and esteemed design institutions. Among the notable entities were Chanel's le 19M, Dominique Perrault Architecture, L'Oréal Group, Station F, Musée des Arts Décoratifs (MAD), ENSCI-Les Ateliers. These strategic visits laid the groundwork for exciting collaborations at two prominent flagship events in 2024: Knowledge of Design Week and Business of Design Week.

香港設計中心分別於2023年9月及2024年3月率領香港代表團到訪法國，積極與具影響力的商業及創意領袖交流想法，並與知名企業、國際品牌及備受推崇的設計機構加強聯繫，當中包括Chanel's le 19M、Dominique Perrault Architecture、L'Oréal Group、Station F、Musée des Arts Décoratifs (MAD)及ENSCI-Les Ateliers。相關考察訪問為2024年的設計智識周及設計營商周兩項旗艦活動打好根基，作好部署展開令人期待的合作。

Design Thinking & Innovation Consultancy  
設計思維及社會創新項目諮詢

‘WELL • BEING’ in Public Housing  
幸福公屋之旅



The concept of ‘well-being’ encompasses many elements. To bring this concept into sharper focus within the context of urban living in Hong Kong, the Well-being Design Action Group looked into the definitions and dimensions of well-being by the World Health Organization, as well as existing literature, and distilled them into eight distinct concepts which help to support design strategies for great design that enhances the well-being of residents in Hong Kong’s public housing estates. These concepts are Health and Vitality, Urban Integration, Green Living and Sustainability, Age-Friendliness, Intergenerational and Inclusive Living, Family and Community Connection, Upward Mobility, Perception and Image.

Using well-being as a core aspect of assessment, The Housing Bureau and Housing Authority of the HKSAR Government is on a mission to provide better facilities, environment and public spaces for public housing residents. The Housing Bureau has assembled a professional team, including architects, designers, scholars and researchers to gather real voices and needs of the public estates’ residents in the aspects of well-being through design thinking and participatory design approaches. From quantitative to qualitative research studies including literature reviews, focus groups, surveys with residents and other inputs conducted by the consultant of the well-being design guide, a human-centric **Well-being Design Guide** will be created, and its recommendations will be incorporated into future public housing if suitable, as well as progressively implemented into existing public estates through renovation and improvement works.

HKDC is proud and honoured to take part in these projects as Design Thinking Advisor to shape the framework of the studies. In this capacity, we are embarking on a mission to advocate the use of design thinking process to define the meaning of ‘well-being’ in relation to Hong Kong public housing with local contexts and identify possible design factors that could enhance the well-being of the residents. The strategies, components and ideas suggested in the resulting design guide will be progressively tested through pilot projects with regular reviews and updates. The assessment can help further improving the design guide, keeping it updated and responsive to the real-life needs of residents. Read on to see how to harness the power of design to create meaningful changes in public housing in Hong Kong.



何謂「幸福感」？為了在香港都市生活的背景下，更清晰地界定這一概念，「幸福設計」行動小組參考了世界衛生組織有關幸福的定義及指標以及現有文獻，剖析構成幸福感的眾多元素，並歸納出八大概念，以制定更理想的公共屋邨設計策略，與當中居民共築幸福。概念包括活力健康、城市連結、綠色生活、樂齡安居、跨代共融、家社互聯、增值上流及地方形象。

香港特別行政區政府房屋局及房屋委員會以提升幸福感為重心，致力研究如何透過設計為公營房屋居民提供更完善的設施、環境和公共空間。房屋局組織了一群跨界別的顧問團隊進行相關工作，當中包括建築師、設計師、學者及研究人員。顧問團隊透過「設計思維」及「參與式設計」，蒐集公屋居民的內心想法，了解其真正需要。

幸福設計指引顧問團隊已進行不同的定量及定性研究，包括文獻回顧、焦點小組討論及居民意見調查等，以擬訂以人為本的「幸福設計指引」。當中的建議將因應各項目的條件，納入未來公營房屋的設計之中，並透過翻新及改善工程將合適的建議逐步推展至現有公共屋邨。



香港設計中心很榮幸能夠擔任以上項目的設計思維顧問，以制定整個創新項目的框架：以我們一貫致力推動的設計思維貫穿整個過程，釐定本地化的幸福概念，並找出能夠提升居民幸福感的設計元素。設計指引將提出不同策略、要素及建議，

透過試行計劃測試其可行性，並配合評估和檢討，進一步完善設計指引，務求使設計指引與時俱進，貼近居民的現實生活需要。請繼續閱讀，了解如何能發揮設計的力量，為香港的公營房帶來豐富意義的改變。

Learn more  
了解更多



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

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

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



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 49 partners in promoting 66 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 49 個來自不同界別的合作夥伴，合共推廣 66 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。

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 2023-2024, HKDC hosted a total of 27 delegations, including government and industry associations. Additionally, a Memorandum of Understanding (MOU) was signed with Paris Design Week and Maison&Objet respectively. Through these visits and collaborations, 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 2023 年至 2024 年度，中心共接待了政府官員、行業協會等 27 個代表團，並分別與巴黎設計周和 Maison&Objet 簽訂諒解備忘錄。透過這些訪問和合作，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。

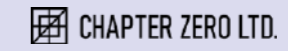
The Board of Directors and senior management of HKDC are often invited to take part in initiatives hosted by both design and non-design organisations, educational institutions, and professional associations. Joining as speakers, judges, and special guests, they leverage their extensive knowledge to drive 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 2024, in alphabetical order by surname  
截至 2024 年 3 月 31 日，以姓氏英文字母母排序

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

**Mr Hei Shing Chan**  
陳曦成先生  
Founder, Hei Shing Book Design  
曦成製本創辦人

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

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

**Ms Karen Chui**  
徐倩珩女士  
General Manager, Corporate Affairs,  
Hong Kong Ferry (Holdings)  
Company Limited  
香港小輪(集團)有限公企業事務總經理

**Mr Alex Chunn**  
Principle, nxus space

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

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

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

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

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

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

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

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

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

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

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

**Mr Tai Yum Lau**  
劉棟欵先生

**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

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

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

**Mr Lu Lam, Leslie**  
盧林先生

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

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

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

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

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

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

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

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

**Mr Peter Wong**  
黃紹開先生

**2B Square**

**4M Industrial Development Limited**

**FringeBacker Limited**

**Play Concept Limited**

**Shantou University**  
汕頭大學

**Tandem Design**

深圳市易訊天空網絡技術有限公司

## Promoting Design Through International Collaborations 國際協作 推廣設計

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.

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 Alliances 國際聯盟

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

### international council of design member 2003-2024

The International Council of Design (ICoD) is a world body for professional design, representing 125 organisations in 53 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53個國家及地區的125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

**IFI** International Federation  
of Interior Architects/Designers  
*2024 Promotional Member*

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)<sup>®</sup>  
國際工業設計協會

**WDO** WORLD  
DESIGN  
ORGANIZATION

World Design Organization (WDO)<sup>®</sup> is a globally recognized non-governmental organization that aims to promote and advance the discipline of industrial design and its power to enhance economic, social, cultural and environmental quality of life. Founded in 1957, WDO services over 215 member organizations around the world, engaging thousands of individual designers through innovative programming and initiatives that champion 'design for a better world'.

國際工業設計協會 (WDO) 是一個全球認可的非政府組織，旨在推廣工業設計，促進經濟、社會、文化發展和改善生活環境。協會成立於1957年，全球有超過215個成員組織，吸引數千名設計師參與以「為更美好的世界而設計」為倡導的創新計劃。

## Corporate Governance 企業管治

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 provides timely updates to staff 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向員工發出更新通知，確保營運程序符合其企業管治原則。

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

## Our Accounts 帳目

Income and Expenditure Statement for the Year ended 31 March 2024  
截至2024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 Cultural and Creative Industries Development Agency (CCIDA) (formerly known as Create Hong Kong (CreativeHK)) 文創產業發展處 (前稱創意香港) 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
<b>INCOME</b>				
<b>收入</b>				
Government Grant	-	108,104	12,552	<b>120,656</b>
<b>政府資助</b>				
Project Income	540	5,702	-	<b>6,242</b>
<b>項目收入</b>				
Sponsorship	-	13,793	-	<b>13,793</b>
<b>贊助</b>				
Other Income	-	494	-	<b>494</b>
<b>其他收入</b>				
	<b>540</b>	<b>128,093</b>	<b>12,552</b>	<b>141,185</b>
<b>EXPENDITURES</b>				
<b>支出</b>				
Project Expenses	-	80,337	5,753	<b>86,090</b>
<b>項目支出</b>				
Payroll & Related Cost	-	37,768	6,686	<b>44,454</b>
<b>薪資及相關支出</b>				
Donation	-	-	-	-
<b>捐款</b>				
Overhead & Administration	51	9,988	113	<b>10,152</b>
<b>一般營運及行政費用</b>				
	<b>51</b>	<b>128,093</b>	<b>15,552</b>	<b>140,696</b>
<b>NET SURPLUS</b>				
<b>淨盈餘</b>	<b>489</b>	-	-	<b>489</b>

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

1/4/2023 — 31/3/2024

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	4/4	-	4/4	-	3/3
Viveca Chan 陳一枋	4/4	4/4	4/4	3/4	-
Steve Leung 梁志天	3/4	-	2/4	4/4	-
Patrick Bruce	4/4	4/4	-	-	3/3
Bonnie Chan 陳德姿	2/4	-	-	3/4	-
Alan Cheung 張益麟	4/4	4/4	-	-	-
Donald Choi 蔡宏興	1/4	2/4	-	1/4	-
Joanne Chow 周凱瑜	3/4	2/4	-	-	1/3
Eddie Hui 許夏林	2/4	-	3/4	-	-
James Law 羅發禮	2/4	-	2/4	3/4	-
Kun-Pyo Lee 李健杓	3/4	-	2/4	-	-
Tommy Li 李永銓	0/4	-	4/4	-	-
Stephen Liang 梁國浩	1/4	-	2/4	-	-
David Lo 盧永強	3/4	-	-	1/4	-
Joseph Lo 勞建青	4/4	-	-	-	3/3
Victor Lo 羅仲榮	3/4	-	1/4	-	-
Sunny Tan 陳祖恒	2/4	-	2/4	-	-
Karr Yip 葉傑翰	3/4	-	-	3/4	-
Commissioner for Cultural and Creative Industries (formerly known as Head of Create Hong Kong) 文創產業專員 (前稱創意香港總監)	4/4	4/4	4/4	4/4	3/3
Representative Appointed By Hong Kong Federation of Design and Creative Industries 香港設計及創意產業總會	4/4	-	-	3/4	-
Representative Appointed By Hong Kong Fashion Designers Association 香港時裝設計師協會代表	4/4	-	4/4	-	-
Representative Appointed By Chartered Society of Designers (Hong Kong) 英國特許設計師協會 (香港) 代表	4/4	-	-	3/3	-
Representative Appointed By Hong Kong Designers Association 香港設計師協會代表	2/4	-	2/4	-	-
Representative Appointed By Hong Kong Interior Design Association 香港室內設計協會代表	2/4	-	4/4	-	-

Hong Kong Design Centre acknowledges with gratitude the Cultural and Creative Industries Development Agency (CCIDA), formerly known as Create Hong Kong (CreateHK), as the Lead Sponsor. Their steadfast support enables us to cultivate a vibrant design ecosystem through diversified programmes.

香港設計中心衷心感謝文創產業發展處（前身為「創意香港」）全力資助。他們的支持使我們能透過多元化的設計賞析及推廣項目，培育一個充滿活力的設計生態系統。

#### Lead Sponsor

主要贊助機構



Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to some of HKDC's activities/projects only, and does not otherwise take part in such funded activities/projects. Any opinions, findings, conclusions or recommendations expressed in this publication and relevant materials/events (or by members of the project teams) are those of HKDC only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, the Cultural and Creative Industries Development Agency, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.

免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

#### DESIGN CAN

HKDC Annual Report 2023—24

Editorial and Publishing  
**Hong Kong Design Centre**

Planning and Design  
**THE CABINET**

Text and Translation  
**Mind Your Language Limited**

Printing  
**Colham Printing Ltd.**

Photography (Interviews)  
**Joey Yuen**

© Hong Kong Design Centre  
All rights reserved.

香港設計中心年報 2023—24

編輯及出版  
**香港設計中心**

統籌及設計  
**THE CABINET**

文字及翻譯  
**Mind Your Language Limited**

印刷  
**高行印刷有限公司**

專訪攝影  
**袁祖兒**

© 香港設計中心  
版權所有，翻印必究



Hong Kong Design Centre 香港設計中心

Unit 602, 6/F, Mill 5, The Mills,

45 Pak Tin Par Street, Tsuen Wan

荃灣白田壩街 45 號南豐紗廠五廠 6 樓 602 室

Tel

+852 2522 8688

Fax

+852 2892 2621

Email

info@hkdesigncentre.org

Web

www.hkdesigncentre.org

Facebook

HKDC 香港設計中心

Instagram

hkdesigncentre

LinkedIn / X (Twitter)

Hong Kong Design Centre

YouTube

Hong Kong Design Centre

WeChat / Weibo

HKDC 香港設計中心

Xiaohongshu (RED)

香港設計中心

