

For immediate release

22 September 2022

**Knowledge of Design Week (KODW) 2022 Premieres
Saturday, 24 September**



First virtual XR production airing on ViuTV to feature relevant and provocative talks running the gamut of design – including ‘rewilding’ urban spaces, redesigning food systems, unlocking Web3, material innovation and circular design, and many more

HONG KONG, 22 September 2022 – Knowledge of Design Week (KODW) premieres this Saturday, 24 September, on ViuTVsix, gathering a powerhouse cast of over 40 field experts, entrepreneurs, and creatives from around the world who will explore timely design topics that are shaping new models for the future. KODW is a major annual event organised by Hong Kong Design Centre (HKDC), co-organised by Hong Kong Design Institute (HKDI) and School of Design, the Hong Kong Polytechnic University School of Design (PolyU Design), together with Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR Government) as the Lead Sponsor.

Themed ‘**Regeneration by Design,**’ KODW 2022 consists of four programme pillars: **Regenerative Design for Our Ecosystem, Regenerative Design for Social Good, Regenerative Economy, and The Future of Regenerative Culture.** Following the first episode and opening ceremony taking place at M+ on 24 September, ‘KODW Saturday Talk’ will continue to air on **8 October, 15 October, and 22 October** on ViuTVsix (Channel 96), with a 1-hour Cantonese highlight programme on ViuTV (Channel 99) on **12 November.** The

panel discussions will also be streamed online on bodw+ and on social media platforms, offering full access to viewers all over the world. To facilitate in-depth exchange on the topics with an international audience, interactive live chats will be hosted on bodw+.

From conference to primetime television: What to expect at KODW 2022

Across the coming weeks, KODW 2022's televised panel discussions tackle some of the most pressing trends and issues today, including in architecture, material innovation, food systems, healthcare, mobility, Web3, and more. This year sees the first edition of KODW as a television programme created as a real-time virtual production, using powerful XR technologies to provide an immersive virtual setting where speakers interact.

Among the key panel sessions that will be broadcast in the opening episode and in the coming weeks are:

Keynote: Sustainable Leadership (24 September) – Environmental entrepreneurs **Matt Reid** (CEO and Co-Founder of KIN Food Halls, HK) and **Malcolm Wood** (Group Managing Director, Steelhead Group, HK) share their journey to sustainability in the smart food ecosystem, and how they are offering an alternative model of urban dining. *'The mission of KIN [Food Halls] is to create technologies to change the way we eat. And that's a very clear mission. The reality is we've spent the last nearly 20 years in luxury dining. But the largest consumption of food is done in fast food – quick, fast, casual. If we can change the way that it's done, we have real impact,'* says Matt Reid.

Rewilding Urban Spaces (24 September) – How can cities continue to thrive and become more liveable for its residents? **Betty Ng** (Founder of Collective, HK) moderates a conversation around sustainable urban expansion with **Niels de Jong** (Partner and Creative Director of Kossmanndejong, The Netherlands), **Bryant Lu** (Vice Chairman of Ronald Lu & Partners, HK), and **Jiang Ying** (Co-Founder and Principal of O-office Architects, Mainland China). According to Bryant Lu, *'We need new infrastructure because there are needs of basic sanitary health, light and air, and even perhaps technology. But at the same time, we need to take care of the old cultural heritage and sensitivity, and striking that balance. It's where the regenerative design aspect comes in.'*

Keynote: Food Industry (8 October) – *'How can we now design our consumption patterns so that it's not affecting so much of our planet, or getting from our planet without replenishing it? How can we take good care that all the people in our value chain are actually benefiting from that? I really want to challenge that everything that we do, even in redesigning our food systems, it is really about working with nature, rather than against it,'* says **Cherrie Atilano** (Founding Farmer/President and CEO of AGREA, the Philippines), who delves into the possibilities of urban farming and addressing food security, with moderator **Peggy Chan** (Founder, Zero Foodprint Asia, HK).

Keynote: Circular Design (15 October) – Following generations of living in a linear economy, can circularity change the way we live and consume? **Joe Iles** (Circular Design Programme Lead of Ellen MacArthur Foundation, UK) says: *'Take, make and waste is a linear economy – resources in at the beginning, waste out at the end. While it's important to acknowledge that*

this model brought great prosperity to billions of people, things have started to go wrong for the linear economy because it doesn't make good use of resources and energy. The time has come for our circular economy to evolve to move from linear to circular. And the good news from the past decade is that many are setting ambitions to help us build a more circular economy. Design helps turn that ambition into action.'

Unlocking the Future of Web3 (15 October) – How will Web3 transform cultures and communities? **Benny Ho** (Head of Business Development of Animoca Brands, HK), **Suresh Balaji** (Founder of Web3 Marketing Association, HK), and **William Ip** (VP and Head of Digital Commerce, APAC, of Fiserv, HK) introduce us to the definitions and possibilities of the metaverse in a conversation moderated by **Darren Chuckry** (Managing Director of HK Initiative, HK). *'Web3 is the new generation of the internet. If we were to think about Web1 as reading receiving information from the internet, but Web2 was about reading and writing, what Web3 goes into is an extra layer of reading, writing, and ownership. You begin to have true ownership of your data, and true ownership of your content,'* says Benny Ho.

This year, HKDC celebrates its 20th anniversary under the theme **'Design for Sustainable Community'**. As one of HKDC's flagship events, KODW joins hands with Strategic Partner, **the Netherlands**, and its platform for creative pioneers, **CreativeNL**; Strategic Regional Partner, **Guangzhou Design Week**; and Strategic Cultural Partner, **M+**, Asia's new museum of global visual culture and the site for this year's physical events, including the opening ceremony for KODW 2022 on 24 September.

KODW talks will be livestreamed for free on **bodw+**, the digital design knowledge platform envisioned to become Asia's leading online design portal, with evergreen year-round content that facilitates conversations on Design, Innovation and Brands for a global community. In addition to the televised programmes, KODW 2022 comprises **eight workshops and masterclasses** running from **now until 28 October**. Held in hybrid formats, these sessions are led by global experts based in Denmark, France, Hong Kong, Mainland China, and the UK.

Register for bodw+ membership, and for free access to the live video, live chat and early-bird discounts for KODW workshops and masterclasses at kodw.bodw.com.

-End-

Image Captions:



Knowledge of Design Week (KODW) 2022 premieres on Saturday, 24 September, airing on ViuTVsix (Channel 96) and streamed online on bodw+



Bryant Lu (Vice Chairman, Ronald Lu & Partners, Hong Kong) and **Betty Ng** (Founder, COLLECTIVE, Hong Kong) discuss **Rewilding Urban Spaces**



Matt Reid (CEO & Co-Founder, KIN Food Halls, Hong Kong) and **Darren Chuckry** (Managing Director, HK Initiative, Hong Kong) in the keynote talk on **Sustainable Leadership**



Queenie Man (Founder & CEO, The Project Futurus, Hong Kong), **Dr Brian Lee** (Associate Professor, Leader of Asian Lifestyle Design Research Lab of School of Design The Hong Kong Polytechnic University, Hong Kong), and **Dr Gina Jiang** (Managing Director, Hong Kong Institute of Biotechnology, Hong Kong) in the panel **Inclusive Wellness**



Jens-Peter Brauner (CEO, Siemens Mobility Hong Kong, Hong Kong) and moderator **Darren Chuckry** (Managing Director, HK Initiative, Hong Kong) in the panel **Technology & Mobility**



Suhanya Raffel (Museum Director, M+, Hong Kong) and **Dr Edmund Lee** (General Manager & Head of Group ESG Initiatives, Gold Peak Technology Group Ltd, Hong Kong) in the keynote panel **M+ Special: Nurturing the Arts Ecosystem**

Contact

For further enquiries and requests for interviews, please contact:
CatchOn, a Finn Partners Company
Email: HKDesignCentre@FinnPartners.com

Press materials

Images including speakers' portraits are available at:
<https://finnpartners.box.com/s/940vuz8aa29kjafum8dl99splqnjprfe>

About Hong Kong Design Centre (www.hkdesigncentre.org)

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

About Knowledge of Design Week (kodw.bodw.com)

Launched in 2006, Knowledge of Design Week (KODW) offers an exciting and premier global knowledge platform for local and international designers, brand strategists, business leaders, entrepreneurs, technologists, educators and visionaries to share industry insights, trend analysis, creative solutions and game-changing innovation to transform individuals, businesses and the society.

About Create Hong Kong (www.createhk.gov.hk)

Create Hong Kong (CreateHK) is a dedicated agency set up by the HKSAR Government in June 2009. It is under the Culture, Sports and Tourism Bureau and dedicated to spearheading the development of creative industries in Hong Kong. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. CreateHK has been sponsoring HKDC's various projects to promote Hong Kong design.