

For Immediate Release

**Design Spectrum of Hong Kong Design Centre
Presents “Brand New Youth” Exhibition
A Tribute to Our Future Selves
Good Designs Never Age**



(13 May 2021, Hong Kong) The term “Hau Sang” (young) in Cantonese is commonly used to address young people with another meaning of “rebirth”. With good designs, we can always stay youthful even after we have entered the second half of our life. From the interplay of these concepts, Design Spectrum, which is launched by Hong Kong Design Centre (HKDC) and sponsored by Create Hong Kong of the Government of the Hong Kong Special Administrative Region, presents a design

exhibition themed “Brand New Youth” at 7 Mallory Street from 13 May to 18 July.

The exhibition consists of five zones, providing innovative, innocent and interactive platforms to let visitors pay tribute to their future selves through experiencing the lives of the elderly: visitors can empathise with their daily challenges through specially designed tools and appreciate the many excellent designs made for them. The exhibition also features stories behind the craftsmanship of classics and a commissioned work “Beat of table & stool”, as well as docent tour services by retired elderly and kid duos, themed workshops and a sharing session to promote inter-generational harmony, wisdom and energy that can be regained through “Brand New Youth”.

“Brand New Youth” Exhibition: A design testing ground for cross-generational integration

The **“Brand New Youth” Exhibition** is curated by **OHMYKIDS** and co-curated by **Littleurbanmountain Design**. Its narrative is presented in a progressive approach, as the curators believe growing old is definitely not a mundane process; and good designs can freeze time and overturn the society's stereotypes of the elderly. People of all ages can benefit from this educational and interactive exhibition: young visitors at the exhibition can draw inspirations from the experiences of the silver-haired, while senior citizens can find resonance by revisiting the many classic designs of their age. Designed by **Littleurbanmountain Design**, the exhibition is specially equipped with round-shaped display installations of varying sizes to enhance accessibility and convenience of visitors. Also, sufficient lighting and large, legible description texts are provided to facilitate reading of the panels for enjoyment.

Five major zones: Go on an inspirational journey through “Brand New Youth” designs

Zone 1: Experience before getting old

The curators believe that design should be people-centred, and all good designs are certainly driven by empathy. Young visitors and children can put on elderly experience simulation suits designed by



7 Mallory Street, Wan Chai, Hong Kong
Showcase_Shop 7, G/F
Gallery_Room 301, 303, 305, 307, 3/F
General Office_Shop 201, 2/F

香港灣仔茂蘿街7號
展示廳_Shop 7, G/F
展覽館_Room 301, 303, 305, 307, 3/F
辦事處_Shop 201, 2/F

Design Spectrum
www.designspectrum.hk

Hong Kong Design Centre
www.hkdesigncentre.org

Eldpathy and use the interactive tools jointly created by **Enable Foundation x Pascal Anson** to 'feel' the day-to-day mobility challenges of seniors.

Zone 2: The story of us and design

This zone presents the design stories of 10 silver-haired seniors compiled by CR2 903 radio host **Amber Au**, including the owners of the century-old woodworking store **Sze Cheung**, 100-year-old umbrella factory **Leung So Kee**, **Woo Ping Optical**, ceramic factory **Castle Peak Dragon Kiln**, **Yiu Wah Plastic Film Advertising Company** which produces signboards in a font called "Lee Hon Kong Kai", **Oi Mee Chee Fashion**, **Yau Yin Tong Chop Engravery**, **Luen Shing Foundry**, **PAPA Shoes** and **Hang Yue Jadeware**. These owners have all come across many good designs that had an impact on their lives and were subsequently inspired to create more exceptional products. Visitors can come and savour these design stories celebrating the time and efforts they put into cultivating these iconic brands.

Zone 3: Evergreen Showroom

Visitors can wander through the two classic scenes of stores and cinemas from the good old days, which accompanied many Hong Kong people as they grew up. They can witness the rebirth of an old cinema palace as the wrecking crew rebuilds the masterpiece to its modern elegance with **Paul Shepherd (HKBU, Academy of Film)**'s film documentary and also revisit many well-known and evergreen designs that are still in use today: Red A egg lamps, mosaic tiles, Vitasoy milk warming cabinets, weighing scales and weighing cards, cinema seats, handbills and so on. All of these represent a formidable collection of folk wisdom spanning an epoch.

Zone 4: Guess What

In the interactive game area set up with three large, unique roller-shaped installations, visitors can participate in a Q&A interaction and listen to the stories behind several classic and innovative designs guided by the voice of seniors and children.

Zone 5: Design for Future Us

Many impressive designs tailor-made for the elderly have been launched through the years. The exhibition will showcase more than 30 pieces of contemporary, forward-thinking designs and products exclusively curated for the elderly sourced from Hong Kong and around the world from four major aspects - namely **apparel, food, living and transportation** - to demonstrate the ability to combine empathy and professional skills in designing thoughtful products for bettering the elderly's standard of living. Among them, the **WHILL Model Ci** electric wheelchair from **Culture Homes**, which won the Gold Award of the DFA Design for Asia Awards 2018, will be unveiled for the first time at an exhibition hosted by HKDC in Hong Kong.

Commissioned work "Beat of table & stool": Concerts amid the City's Hustle and Bustle

From 13 May to 30 May, the commissioned work **"Beat of table & stool"** created by **Ng Ka-chun@MUDWORK** will be displayed on the G/F public open space at 7 Mallory Street. Light and flexible in design, the cheap yet practical folding tables and stools can be seen anywhere around Hong Kong like at home or in street food stores, representing a classic and humble example of folk wisdom. These popular old-style folding tables and stools have been transformed into a series of musical instruments after re-design and remodification. Visitors are welcome to join in the fun and express their musical talents by slapping the musical instruments with their hands to fill the venue with powerful sounds.

During the exhibition, **Haw Par Music String Orchestra & Haw Par Music Jazz, Four Gig Heads Percussion Group** (**Angus Fu** and Musicians) & Music therapist **Carol Cheung**, and the **Hong Kong Youth Percussion of HKFYG** will stage professional concerts using the stunning pieces.

Free docent tours, workshops and sharing session: Experience “Brand New Youth”

During the exhibition, Design Spectrum will be organising 10 free guided tours, a range of workshops and a sharing session for people of all ages. Led by **Walk In Hong Kong**, retired seniors and children who have undergone professional training will act as docents to guide visitors around the five major zones. Free workshops include the Parent-Child Cheongsam/Qipao-style Bib Workshop hosted by **Rhys**; an IDK Design Thinking Workshop: “A Tale of Two Generations” Interactive Theatre led by **Eldpathy**; “This is not a stool” Workshop where the instructor **Ng Ka-chun@MUDWORK** will demonstrate how to play the musical instruments modified from Hong Kong-style folding stools. Besides, a number of designers and start-ups serving the elderly will also be invited to the “Future Us” Sharing Session to divulge their experiences and introduce their unique designs for the “Brand New Youth”.

More information about the “Brand New Youth” Exhibition and various activities are set out in the attachment. For more details and to pre-register, please visit www.designspectrum.hk.

For media enquiries, please contact:

Dynamic Duo (DDPR)

Cell Cheung	Mobile : 9550 2903	Email: cell@ddpr.com.hk
Tempo Tam	Mobile : 9757 4234	Email: tempo@ddpr.com.hk

Hong Kong Design Centre

Zoe Chan	Contact: 3793 8464	Email: zoe.chan@hkdesigncentre.org
Tiffany Tse	Contact: 3793 8478	Email: tiffany.tse@hkdesigncentre.org

Appendix: Event Happenings of "Brand New Youth" Exhibition*

Brand New Youth" Exhibition

Date	13 May to 18 July
Time	10am to 7pm, Monday to Sunday
Location	3/F, 7 Mallory Street, Wan Chai (Free Admission)

Commissioned Work "Beat of Table & Stool"- Ng Ka-chun@MUDWORK

Date	13 May to 30 May
Time	10am to 10pm, Monday to Sunday
Location	Public Open Space, 7 Mallory Street (Free Admission)

Ng Ka-chun@MUDWORK : "This Is Not a Stool" Workshop

Date	22 May 2021
Time	3/F, 7 Mallory Street, Wan Chai
Audience	Aged 18 or above
Quota	8 pairs (2 pax/ pair)
Application	Free Registration - https://www.designspectrum.hk/

Walk In Hong Kong: Docent Tours by Elderly & Kid

Date	23, 29, 30 May, 27 June, 4 July
Time	3/F, 7 Mallory Street, Wan Chai
Application	Free Registration - https://www.designspectrum.hk/

Music Concerts : Chill with "Beat of Table & Stool"

Time@	23 May - Music Therapist@Carol & Guitarist
3pm-4pm	30 May - HKFYG Hong Kong Youth Percussion
Location	Public Open Space, 7 Mallory Street, Wan Chai

Rhys: Parent-Child Cheongsam/Qipao-style Bib Workshop

Date	19 & 20 June
Time	2/F, 7 Mallory Street, Wan Chai
Audience	Aged 15 or above and retired elderly
Quota	5 pairs/ session (2 pax/ pair)
Application	Free Registration - https://www.designspectrum.hk/

IDK Design Thinking Workshop: "A Tale of Two Generations" Interactive Theatre

Date	2 & 10 July
Time	2/F, 7 Mallory Street, Wan Chai
Audience	10 pairs/ Retired elderly & kid aged 6-10 (guardianship not necessary)
Application	Free Registration - https://www.designspectrum.hk/

"Future Us" Sharing Session

Date	16 June
Time	2/F, 7 Mallory Street, Wan Chai
Application	Free Registration - https://www.designspectrum.hk/

*In light of the current COVID-19 situation and for the health and safety of participants, precautionary measures will be adopted for the "Brand New Youth" Exhibition and its extended events, and the above schedule is subject to possible change or adjustment. For the latest updates, please visit the official website at <https://www.designspectrum.hk/>.

Pre-registration is required.

About Design Spectrum

Design Spectrum is a new initiative organised by Hong Kong Design Centre (HKDC) and sponsored by Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR Government) to foster a good design culture in the community. Located in a revitalised cluster of Grade 2 historic buildings at 7 Mallory Street, Wan Chai, Design Spectrum features year-round exhibitions, exchanges, design appreciation and other promotion programmes to cultivate a creative atmosphere, while nurturing local creative capital. It serves as a unique public face for HKDC to strengthen linkages with the community and partners locally, in other cities of the Guangdong-Hong Kong-Macao Greater Bay Area, ASEAN cities and overseas, and contributes towards creative and cultural tourism. (Website: <http://www.designspectrum.hk>)

About Curator- OHMYKIDS



A creative parent-child brand committed to promoting the concept of #believing in children and bringing unexpected changes to the world by bringing together #creativity, #aesthetics and children's power. From children-led playgrounds, career experience activities and bazaars, to Hong Kong's first jazz theatre for children, it has continuously delivered unique, interesting, exceptional projects. Be it online or offline, OHMYKIDS can be spotted everywhere!

About Co-curator- Littleurbanmountain Design



A young design house jointly founded by Bong Yeung, an architect, and Zoe Lai, a theatre artist, with a devotion to architectural design, interior design and art creation. Established in 2017, Littleurbanmountain Design has always focused on the relationship between architecture and people. Beginning with sustainable development and community architecture-related projects, its projects now span across art installations, community construction, architecture and interior design. Previous projects include "Art Makes Village" with the Art Foundation,

PMQ's "YES! KIDS CAN"* and "BEING BEINGS"* and Yau Tsim Mong District Council's "Designing Intergeneration Park", etc.

**Sponsored by Create Hong*

Kong

About 7 Mallory Street

Established in July 2013, 7 Mallory Street is a preservation-revitalisation project of the Urban Renewal Authority (URA), comprising a cluster of 10 pre-war Grade II historic buildings built in the 1910s. After refurbishment by the URA, prominent features of the project such as cantilevered balconies, tiled pitched roofs, timber French doors and internal timber staircases are retained and preserved. 7 Mallory Street also serves as a multi-functional community space for various community, cultural, art and design programmes to take place. (Website: <https://mallory.ura-vb.org.hk/>)

About Hong Kong Design Centre

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. (Website: <http://www.hkdesigncentre.org>)

About Create Hong Kong

Create Hong Kong (CreateHK) is a dedicated agency set up by the HKSAR Government in June 2009. It is under the Communications and Creative Industries Branch of the Commerce and Economic Development 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 sponsors HKDC to organise various projects to promote Hong Kong design. (Website: www.createhk.gov.hk)

Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to the project only and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.



Appendix: Selected Exhibition Collaborators and Exhibits

Commissioned Work and Workshops / Exhibitors

1



Ng Ka-chun

Ng Ka-chun graduated from the Academy of Visual Arts of the Hong Kong Baptist University in 2008. Most of his works are presented in the form of sculptures or installations. Besides remodeling daily objects, he also includes some social scenes in his work to explore urban development, natural environment and other issues. In addition, he has participated in a number of public/community art projects in recent years, including “ART IN MTR”, “Hi! Hill”, “M + Rover” project, etc. His work “Cement Ping Pong Table” was selected by the Public Art Scheme 2015 of the Art Promotion Office.

Ng Ka-chun @ MUDWORK

MUDWORK, an art and design studio, was founded by Ng Ka-chun and Chung Wai-ian. Its creative practice usually presents another state of things through the manufacture, modification, and repair of objects, exploring the nature and possibilities of daily life.

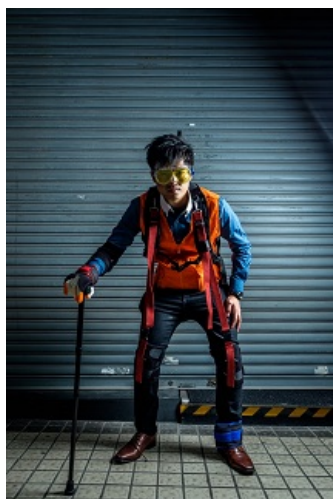
● Commissioned work “Beat of table & stool”

A series of musical instruments composed of redesigned and transformed old-styled folding tables and stools will be displayed. Audiences are invited to pat and play. As daily necessities, this kind of folding tables and stools are cheap, practical, lightweight and flexible. This furniture can be found everywhere around us, at home or in street food shops. Nonetheless, they possess unique practical and aesthetic values and are closely connected to our lives. Neither haughty nor humble, this classic has remained an important tool in our lives, bringing inspiration and spirit that will never fade.

● “This is not a stool” making workshop

The round folding stools are no stranger to us and can potentially perform more than one function. It is a tribute to the stools when we take them as an inspiration to start developing something else. In the event, by sharing some basic woodworking skills and methods, participants will be able to transform the folding stool into a personalised “small musical instrument” not only for sitting but also for producing music and having fun.

2



Eldpathy

Eldpathy is the first social enterprise in Hong Kong to provide “elderly simulation activities”, and also one of the first organisations receiving the “Incubating” SEE Mark. Activities are organised based on experiential learning. Through the simulation and physical experience of becoming the elderly, young people and enterprises will be encouraged to pay attention to the needs of senior citizens; recently retired elderly can start to prepare for aging of their body at an earlier time; and caregivers can learn the caring skills for the elderly. Besides, the activities, which employ senior citizens as mentors, can promote elderly employment and social integration. Comprising the elderly and young people, the mentoring team of Eldpathy creates a unique “intergenerational force” to allow participants to enjoy themselves and develop empathy for the elderly.

● IDK Design Thinking Workshop: “A Tale of Two Generations” Interactive Theatre

The interactive theatre is led by social workers and performed jointly by trained elderly and young people. During the performance, the audience can participate in rewriting the direction and even the ending of the story. In the process, social workers will guide us to discuss the needs of the elderly and the issues relating to the integration of the elderly and the young. After the performance, the audience can put on the elderly simulation suits to further experience the daily life of the elderly.

● Exhibit: Elderly Simulation Suit

3



Rhys

Mrs Keung, the founder, used to work in the clothing industry. When taking care of her elderly mother, she felt that the elderly in Hong Kong would love to use more aesthetic bibs for eating. As there was a lack of bibs and clothes designed for the physically disabled people in the market, she decided to start a business to design and produce care clothing for the elderly and disabled people, giving the neglected groups in society their deserved dignity and hope by infusing love and respect into the design of these specially made clothes. Her bibs and medical storage bags (used to store urine bags when going out to avoid embarrassment) are particularly popular.

Rhys was officially open for business in 2018. Mrs Keung's daughter Kadri, who is a graduate of the Institute of Textiles and Clothing of the Hong Kong Polytechnic University, is the designer of Rhys. Grassroots women and people with physical and mental disabilities are also employed.

- **Workshop: Parent-Child Cheongsam/Qipao-style Bib Workshop**
- **Exhibit: Food bibs in various styles**

4



Walk in Hong Kong

Founded in 2013, Walk in Hong Kong organize in providing docent tours and cultural experiences that are informative and fun, and assisting in the organization of educational initiatives and social corporate responsibility programmes. Coming from a variety of professional backgrounds, each of the guides of Walk in Hong Kong has unique and interesting stories to share about Hong Kong and has a passion to show the authentic side of the city. This time, it will organize for the first time docent trainings for the elderly and children, offering more refreshing tour experience for the "Brand New Youth" Exhibition.

- **"Brand New Youth" Exhibition Guided Tour**

5



In Memoriam to the Cinema Palace - Film Documentary

Paul Shepherd (Hong Kong / United States)

Hong Kong Baptist University, Academy of Film

The "cinema palace" is a special description. It is the name bestowed to the early movie houses. Long before digital video and modern multiplex movie theatres audiences entered large grand scale mansions of entertainment. These elaborate buildings designed with art deco animated neon would shine for miles. Now a rare find, they could seat 100's to witness the new Charlie Chaplin or Buster Keaton motion picture. Before the internet or television these cinema palaces could run 24 hours showing movies, newsreels and short serial films all day and night.

Witness the rebirth of this old cinema palace, the Park Theatre, based in California - as the wrecking crew rebuilds this masterpiece to its glowing elegance.

Selected Local and Global Exhibits (Apparel / Food / Living / Transportation)

Apparel



Enable Jackets for Dementia

Enable Foundation (Hong Kong) x Pascal Anson (United Kingdom)

An exhibit of 2019 Dutch Design Week, this series of specially designed jackets demonstrates the attitudes of people (including patients, caregivers, family members, occupational therapists and designers) towards cognitive impairments through the five ways to wear them. For example, collecting caregivers' experience of dressing cognitive impairment patients so as to develop special instructions that can help the elderly to get dressed more easily.



Swift

Blackbody Lab (Hong Kong)

A tool designed to help users put on and remove socks and shoes with the shape of a flying crane as its concept.

Function: Help put on shoes and socks without bending – a good news for patients with back pain

Food



GYENNO Bravo Twist

GYENNO Science (Mainland China)

Provided by Culture Homes

Able to effectively offset 85% tremor from the movement of hands, particularly suitable for stroke patients and the elderly with impaired physical mobility. Switchable fork and spoon attachments to facilitate the eating of different foods.



OKABE Bendable Soft Silicone Utensils

OKABE (Japan)

Provided by Project Futurus

The bendable design of cutlery allows elderlies with grabbing difficulties to enjoy their meals with enhanced flexibility and independence.

Accommodation



Overflow Avoidance Device

Kowloon Bay St. John The Baptist Catholic Primary School (Hong Kong)

The elderly often forget to turn off the faucet. The device can reduce the occurrence of these incidents by giving them a reminder.

Function: Put the humidity sensor into the washbasin. When the water rises to a level that triggers the sensor, the buzzer will automatically make a sound, reminding the elderly to turn off the faucet.



Violet Multifunctional Toilet

Studio Doozy (Hong Kong)

This barrier-free toilet can be used by both the elderly or people with disabilities and their able-bodied family members. The design is suitable for small bathrooms in Hong Kong, with handles that can detect blood pressure and heart rate. The product is equipped with three modules. The elderly and the disabled can add rotary handles and other devices as they wish.



Korpinen Mini Basin

KORPINEN (Finland)

Provided by Culture Homes

Designed by **Korpinen** from Finland, this mini basin made of durable and antimicrobial cast marble is suitable for small bathrooms. It has fixed rails in the front to support standing and moving in and out of the bathrooms. The angle of the front rim ensures that splashes stay inside the basin. Rails are available in different accent colours to promote better spatial recognition.

Transportation



WHILL Model C Electric Wheelchair

WHILL, Inc. (Japan)

Provided by Culture Homes

A product from Japan, it garnered the CES 2019 Innovation Award, Red Dot Design Award 2018 - Best Design Award and DFA Design for Asia Awards 2018 - Gold Award, and ranked in TIME's list of the 50 best inventions of 2018. Designed to improve the mobility of the elderly and create an independent travel experience, its small size facilitates travel through narrow passageways. It can also be disassembled into 3 components in just three steps. Easy to disassemble and assemble, it can climb over obstacles up to 5cm in height and travel a distance of 16 km after 5 hours of charging.



Trikka Walk & Bike **IDEO (United States)**

With the function and appearance of a tricycle, it can not only provide walking assistance to the elderly, but can also be used for cycling and exercise. The basket in front can carry heavy objects as well.



StickU **BNET Tech Company Limited (Hong Kong)**

STICKu is a multi-functional technologically-equipped walking stick, aimed at reducing the risks of fall of users and improving living standard through technology. Besides the fall alert, a smart torch, hand warmer, incoming call vibration functions, users can self-manage health conditions through a connected mobile application, meeting the needs of users. STICKu is handy and user-friendly in that it is made up of aluminum alloy and nylon glass fibre. There are grey and purple colours for STICKu. The design of STICKu is more avant-garde than traditional walking sticks, presenting the concepts of "innovation", "safety" and "comfort".



JAHADAM Project **Seoul Metropolitan Government, THE Allim (Korea)**

The Winner of DFA Design for Asia Awards 2019 - Grand Award and 2019 SEGDA Global Design Awards. The designer revitalised the pedestrian overpass that was to be dismantled into a vibrant public art space. Apart from serving as a functional and aesthetic structure, it is also a public building carrying great significance for residents, combining local imagination and designs arising from human interaction.

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