



Press Release

Immediate Release

Opening a World of Experience for Local Creatives DFA Hong Kong Young Design Talent Award 2020 Now Open for Applications until Mid-July

(20 April 2020, Hong Kong) The creative industries are always yearning for design talents with rich experiences and perspectives who can generate more creative ideas. For Hong Kong's young designers who want to stand out from the crowd, the deciding factors for success are not only the innovation and uniqueness of designs, but also a global perspective of the market. To support future creative elites, the annual **DFA Hong Kong Young Design Talent Award ("DFA HKYDTA")** is now calling for applications. The DFA HKYDTA provides local young designers with overseas learning opportunities and experiences to widen their horizons and help them explore their potential.

Organised by Hong Kong Design Centre (HKDC) and sponsored by Create Hong Kong of the Government of the Hong Kong Special Administrative Region ("CreateHK"), Hong Kong Design Institute and the School of Design of the Hong Kong Polytechnic University, the DFA HKYDTA recognises and supports up-and-coming creative talents by realising their dreams to embark on an overseas venture, providing up to HK\$500,000 in sponsorship for winners to travel abroad to pursue 6 to 12-month work or 6 to 18-month study at reputable design companies or institutes.

"We hope the award can enlighten Hong Kong's young design talents with global perspectives and overseas experiences, so that they can further contribute to the local creative industries. We also hope to build a young designer network for insightful sharings and exchanges." said Prof. Eric Yim, Chairman of HKDC. Over 90 designers have gained fruitful overseas exchange experiences since the establishment of the DFA HKYDTA in 2005.

The application period of DFA HKYDTA 2020 is extended for two more weeks compared with previous years, online application is **open from 20 April to 10 July**. Interested applicants will have more time in preparation during this challenging period.

Online application details

Application period: 20 April 2020 (9am) - 10 July 2020 (5pm) (Hong Kong time)
Online application website: ydt.dfaawards.com

Application requirements

Hong Kong permanent residents aged 35 or below who are either designers with relevant working experiences, or design graduates with Higher Diplomas, Associate Degrees or Bachelor Degrees obtained from local educational institutions or Master Degrees obtained from local or overseas educational institutions in 2020, and with nomination from design-related organisations or professionals are eligible to apply.

Judging Criteria

A judging panel comprising locally or internationally recognised professional designers and experts will assess the candidates based on their (1) potential contributions to the design and innovation development in Hong Kong; (2) personal aspirations, talents and achievements in specific fields with potential continuous development; (3) effectiveness of communication and presentation skills; (4) portfolio of design works and (5) overseas work / study proposal.

The DFA HKYDTA 2019

The DFA HKYDTA 2019 granted awards to a total of 16 awardees consisting of eight design practitioners and eight design graduates. 13 of them will receive sponsorship of up to HK\$5 million in total and start their overseas work or study from this year.



Photos of the DFA HKYDTA 2019 awardees are available at:

http://www.hkdc.hk/download/awards/DFA_HKYDTA_2019_Awardees.zip

Information of the awards is available on the official website: ydt.dfaawards.com

For news updates of the **DFA Awards**, please follow:

Facebook: <https://www.facebook.com/HKDC.Awards>

Instagram: https://www.instagram.com/dfa_awards/

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About DFA Hong Kong Young Design Talent Award (ydta.dfaawards.com)

Established in 2005, DFA Hong Kong Young Design Talent Award, one of the programmes of DFA Awards organised by Hong Kong Design Centre, aims to support and nurture local up-and-coming designers and design graduates aged 35 or below. Awardees may receive sponsorship to work in overseas renowned design companies or study in overseas institutes to unleash their potential and contribute to Hong Kong's design and creative industries' development upon their return.

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, with the aim of advancing Hong Kong as an international design centre in Asia.

HKDC's flagship programmes include **Business of Design Week (BODW;** since 2002) – Asia's leading annual event on design, innovation and brands; **DFA Awards** (since 2003) – a well-recognised annual awards that celebrate outstanding designs with Asian perspectives; and **Knowledge of Design Week (KODW;** since 2006) – an annual thematic programme that gathers the global design community to explore how design can solve complex challenges of our society.

We also manage a **Design Incubation Programme** and **Fashion Incubation Programme** (since 2012 and 2016) – 2-year programmes to nurture future design and fashion entrepreneurs; and launched **FASHION ASIA HONG KONG** (since 2016) – an initiative combining conversations, interactions and cultural exchanges to position the city as an Asian hub for fashion trade and business development.

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

Create Hong Kong ("CreateHK") is a dedicated agency set up by the Government of the Hong Kong Special Administrative Region 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 the DFA Hong Kong Young Design Talent Award since 2012 and the flagship programmes organised by Hong Kong Design Centre.

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