

For Immediate Release

## Design Spectrum of Hong Kong Design Centre Presents Finale Exhibition: **Dream Big Think Small** Bridging Virtual and Real Visions from Designers



(Hong Kong, 12 May 2022) Dreams manifest themselves in endless ways: they are the fabrications of wandering minds, spontaneous activities that unfold behind closed eyes; they are also our aspirations, the subject of our imagination, vision. Design Spectrum, the first public-facing platform of Hong Kong Design Centre, sponsored by Create Hong Kong of the Government of the Hong Kong Special Administrative Region will

culminate in a finale exhibition after more than two years of fruitful journey as an exhibition and design activities space. Titled ‘Dream Big Think Small’, the showcase celebrating HKDC’s 20<sup>th</sup> Anniversary is slated to open between 11 May and 17 July 2022 at 7 Mallory Street, Wan Chai under the curatorial direction of local designer Michael Leung to throw a spotlight on the manifold dimensions of ‘Dream’ from the perspective of 21st Century design.

At the crossroads of imagination and design where creativity comes to awe-inspiring fruition, **is a ‘dream’ attainable?** Can we go on to pursue every little dream? In this exhibition, public are going to explore myriad creative ideas, with a view to bridging the gap between dream and reality as the world sets out to create a better tomorrow for the next generation.

### Four Future Dimensions Expressed in 20+ Works of ‘Dream-related Design’

Today, the realm of design has expanded beyond the physical world to cover the intangible. The idea of dreaming the impossible dream has been given unprecedented depth through **Speculative Design**, where designers gauge the possibility of the imaginary, giving it substance, and making it part of a society.

Conceived by the curator Michael Leung, the exhibition is divided into four sections, namely ‘**Dream Asleep Dream Awake**’, ‘**Dream Further Dream Closer**’, ‘**Dream Bigger Dream Smaller**’, and ‘**Dream Hard Do Harder**’, exploring the link between the elusive, multi-faceted world of ‘dream’ and the tangible, practical universe of ‘design’ from an unusual perspective to capture the ripple effect emanated from their collision. Over 20 design projects are featured in the exhibition, envisioned by creative forces from different regions like Hong Kong, UK, Sweden and Denmark, etc., to offer solutions to personal and social issues. They form a narrative of creative thinking that transcends time and space to reach for dreams through design.

### Section 1: Dream Asleep Dream Awake

We dream in and out of sleep. Whether it is about brainstem activities at night or visions and aspirations we have for humanity, a dream is the fruit of our creative energy. It is an experience that transcends temporal and spatial boundaries, through which we gain rare insight. In this section, the notion of ‘dream’ is presented as palpable entities in the real world, such as the adventure of **Thomas Thwaites** from UK, who took one day leave from being human to experience the carefree life of a goat. Visitors can also explore the interplay and gradual convergence of the reality and the digital world through speculative designs that approach the future from personal to social dimensions.

## Section 2: Dream Further Dream Closer

Is ‘dream’ a byword for escapism? In this section, some seemingly luxury ‘daydreams’ prove to be attainable in our battle against the pressing and massive human issues like agricultural problems, food shortage, pollution, and others. One noticeable example of making a difference in everyday life is **Farm 66**’s vertical farming system, with its eye-pleasing space age design combining organic plants and man-made ultraviolet lighting system with mirrors.

## Section 3: Dream Bigger Dream Smaller

Dreams know no age bounds – from personal enjoyment to common human good, every dream is worth the design effort to make it come true. In ‘Our Abstract Playscape’, **Fan Lok Yi** rethinks the community playground. Haw Par Music, a local revitalisation project combining cultural heritage and musical performance, seeks to engage all members of the society in a dreamlike experience of inclusivity in terms of age and expressive form. It sends the message that afterall, anyone can dream anytime.

## Section 4: Dream Hard Do Harder

Dreams are not necessarily elusive if we reach out and act on them. Capable designers are those who dare to turn dreams into actions informed by curiosity and a strong vision. This section features tools preferred by home-grown creative forces, such as **Kevin Cheung**, **STICKYLINE**, and **LeeeeeeToy**, in their endeavours to fulfil their wildest dreams. There is also a reading corner with a selection of design reference books, providing readers with food for thought on the trending social-oriented approach **Speculative Design** that strives to explore creative possibilities in the real world.

## DIY Workshops to Capture the Dream-making Experience

The exhibition engages visitors in an interactive experience by sharing the harvests of **Farm66**’s vertical farming system in Section 2. Visitors are invited to conclude their exploratory journey at two complimentary DIY workshops conceived by upcycling product designer **Kevin Cheung** and paper art collective **STICKYLINE** in Section 4. The ‘dream-making’ experience comes to life in these workshops where, for example, participants can create an articulated toy bird out of recycled aluminium cans using the DIY tool kit prepared by Kevin.



## Commission Work by Four (4) Local Designers: ‘Garden in the Weird Dream’

‘Dream Big Think Small’ taps on the talents of four local creative forces to envisage two dreamy yet playful gardens through sight, sound, and touch. Woodwork and interior design expert **Screw Up Studio**, paper art collective **STICKYLINE**, sound designer and musician **Vanissa Law**, and fashion designer **Cynthia Mak** come together for the exhibition to create a dreamscape to give visitors a brief escape from reality.

## Workshops & Talks to Build/Reach for Dreams Together

On occasion of the ‘Dream Big Think Small’ exhibition, Design Spectrum is also organising a public activities programme for participants to delve deeper into the world of creative sparks. These public activities are the **Atypical Garden** fabric art workshop, the **After Dream** workshop using photos and celluloid sheets to create a kaleidoscope, and the **Musical Instrument with One (or more) Button(s)** workshop blending together essentials of electronic circuit design and electronic musical instrument making. A conversation series on the topics of philosophy and dreams with guests such as Corrupt the Youth will also open in June.

Meanwhile during the exhibition, an exclusive Design Spectrum x LeeeeeeToy vinyl figure collection “**Space Earthly**”, alongside works from other participating designers, will be available at DS Shop on the ground floor of 7 Mallory Street. Add them to your favourite collectibles and let them inspire your dreams before they are all gone!



### ‘Dream Big Think Small’ Exhibition

Date	11 May 2022 – 17 July 2022
Time	10:00am – 7:00pm (Monday to Sunday)
Venue	3/F, 7 Mallory Street, Wan Chai (Free admission with pre-registration required)
Remarks	<ol style="list-style-type: none"> <li>DIY Kit is free of charge, details will be announced in due course.</li> <li>Public guided tours are also available on 22 May, 5 June, 26 June, 9 July, 17 July Two sessions per day on these specified dates with pre-registration required: 2:30pm-3:15pm and 4:00pm-4:45pm</li> </ol>

For further details and latest updates, please visit: [www.designspectrum.hk](http://www.designspectrum.hk)

Please refer to the attached appendices for more information on the commission work and selected exhibits.

*\*To comply with the current COVID-19 restrictions and ensure the health and safety of all participants, precautionary measures will be adopted in ‘Dream Big Think Small’ exhibition and related activities. The activity schedule is subject to the latest update by the Organiser.*

End

The press release will be released by Dynamic Duo (DDPR) on behalf of Hong Kong Design Centre. For enquiries, please contact:

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### **About Design Spectrum**

Design Spectrum is an 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 II 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 Michael Leung (Exhibition Curator)**



Michael co-founded his studio in the Netherlands in 2010 and is now based in Hong Kong. The collaboration started after he completed the IM master course at Design Academy Eindhoven. Michael's works explore different aspects of design from crafts and industry to design systems and sustainability. He is designing and exploring design in different levels and disciplines, from 2D to objects to spatial.

His works have been shown during Milan and Dutch Design Weeks, Vitra Design Museum, and other international design exhibitions and museums. Michael is the awardee of the Hong Kong Young Design Talent Award 2008\* and Perspective's 40 under 40 Award in 2014. With his collaborations with Vitra Design Museum (DE) and V&A (UK), including curatorial works and exhibition design, Michael's creativity is reflected in the form of exhibitions as well. \*sponsored by the HKSAR Government

### **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](http://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 1: Commission Work - Garden in the Weird Dream**



Close your eyes and step into this strange scene – a garden, prosperous yet bizarre, in which there are things that you and I might be familiar with or not, like flowers, plants, and creatures. This can be seen as the 7½ floor in the movie ‘Being John Malkovich’ or the Platform 9¾ in the novel series about “Harry Potter”. It is open on specific dates only. Explore this world, guided by sound and light, When your eyes open again, are you truly ‘awake’?

Four different creative forces come together to create this unusual, serene garden by dividing the exhibition space into two dreamscapes, presenting similar things in different ways to indulge you in the virtual and reality of dreams. Sometimes dreams are memories of reality, or the absurdity of detachment from reality. It can be an escape from pleasure, or the curiosity about uncertainty.

In the garden, fashion designer Cynthia Mak creates some quirky and exaggerated pattern artworks by distorting everyday objects with rich colors and clean lines, while Screwup Studio breaks the three-dimensional logic of X, Y, and Z and creates a chaotic yet orderly space with a giant wood to put you and me in it. STICKYLINE makes geometric art paper ‘creatures’ that can stick on trees, giving us a stunning vision of weird loveliness. And the voice navigation by sound designer Vanessa Law will guide us through the exhibition to enjoy a moment of tranquility in this mysterious garden.

The commission work ‘**Garden in the Weird Dream**’ will be open to the public for free visit from 11 to 27 May at Rooms 309 and 311 at 7 Mallory Street, Wan Chai.

For more details, please visit: [www.designspectrum.hk](http://www.designspectrum.hk)

#### **Collaborating design units:**

Fashion designer **Cynthia Mak**

Woodwork and interior design unit **Screw Up Studio**

Paper art collective **STICKYLINE**

Sound designer **Vanessa Law**



## Appendix 2: Design Spectrum's 'Dream Big Think Small' Exhibition - Highlights

Designer/Exhibitor (Region)	Description
<b>Section 1: Dream Asleep Dream Awake</b>	
 <p><b>WARE (Hong Kong)</b></p>	<p><b>airbank® Oxygen Bag for the Doomsday</b></p> <p>Taking the end of the world as the theme, the designer brings to your attention the high uncertainty and rapid changes across the globe today. Imagine after years of natural disasters and wars leading to the extensive destruction of forests, humans might rely on gas masks to breathe; restaurants in that era would serve not only food and drinks, but also fresh air collected from the last oasis on the Earth.</p> <p>In the airbank® showroom, visitors can try breathing in the fresh air drawn from an inhaler, and even order airbags for home enjoyment. Through the design fiction approach, the designer leads you on a journey of miserably yet luxurious living.</p>
 <p><b>Thomas Thwaites (UK)</b></p>	<p><b>Sheep: A Holiday from Being Human</b></p> <p>To escape from the anxiety of being a human being, designer Thomas Thwaites decided to dress up as a goat and live for three days on a farm with other goats in the Swiss Alps to have a taste of their carefree days. To bring himself closer to the actual goats, both physically and psychologically, he spent a long time studying their behaviour and psychology and designed artificial limbs to mimic how goats walk. He also used an artificial digestive system created with a pressure cooker to decompose the grass for easy absorption.</p>
<b>Section 2: Dream Further Dream Closer</b>	
 <p><b>Farm66 (Hong Kong)</b></p>	<p><b>Vertical Farm Space Station</b></p> <p>Extreme weather conditions have led to rising concerns about our food supply around the world. As a Hong Kong startup dedicated to developing 'Agri-tech' solutions through scientific research, Farm66 advocates the application of technology in farming such as 'multi-layer vertical farming', 'aquaponics' and 'spectral light for plants'. It also adopts centralised management with smart lighting platforms to raise farming efficiency and yield.</p> <p>The vertical farm on display is presented in the shape of a space station to inspire the visitors to imagine the future farming model. This dream seems to be very far away, but if we think deeper, are we already in it?</p>
 <p><b>Hong Kong Research Institute of Textiles and Apparel (Hong Kong)</b></p>	<p><b>Garment to Garment (G2G) Recycling System</b></p> <p>Designed to be used in retail stores, this G2G Recycling System shows how old clothes are recycled into new ones without using water and chemicals, so as to reduce textile wastes and dependence of raw materials. This anti-vibration and noise-controlled system minimises noise and nuisance to neighbours, making it ideal for use in community spaces like shopping malls.</p> <p>Its video and final products will be showcased in the exhibition.</p>



**Elaine Yan Ling Ng for Nature Squared (Hong Kong)**

#### **Eco-friendly Eggshells Wall Tiles**

Elaine Yan Ling Ng has invented wall tiles made from recycled eggshells in collaboration with Nature Squared, a company specialising in developing materials using natural resources. The seemingly useless eggshell is a valuable natural resource in Elaine's eyes. Through processes such as gluing, grinding and shaping, many abandoned eggshells are made into wall tiles for different usages, solving the problems of wasted resources and those related to environmental hygiene.

### **Section 3: Dream Bigger Dream Smaller**



**Fan Lok Yee (Hong Kong)**

#### **The Hong Kong Abstract Playscapes**

Playscapes consist of cross-disciplinary experimental sites for art, design, architecture, landscaping, education, and town planning, which serve as an important public space. In late 1960s, American artist Paul Selinger designed a sculpture playground at Shek Lei, the first of its kind in Hong Kong. Aiming to broaden the public's understanding of these abstract playscapes, artist Fan Lok Yee has been working to restore the history of these spaces through field study, literature review, and the memory collections of designers and the public since 2018.

The exhibition will feature the 1:150 models of Shek Lei Playground, Sheung Shing Street Park and Ping Shek Estate Playground.



**Haw Par Music (Hong Kong)**

#### **Haw Par Music Rejuvenates the Tradition**

Haw Par Mansion and its private garden have been preserved and passed to the HKSAR Government in 2001, and the Tiger Balm Garden was demolished in 2004 for redevelopment. The premise was accorded Grade 1 historic building status in 2009. Haw Par Mansion has now been revitalised into a music school called "Haw Par Music" and has officially been open to the public on April 2019.

It aims to create a unique place where the heritage of the Haw Par Mansion integrates with vibrant and enriched music education and arts programmes for the Hong Kong community. It also serves to develop broader cultural understanding for the enrichment of life, future community and service leaders, and to enhance the harmony through music.



**Thomas Thwaites (UK)**

#### **The Toaster Project**

This project documents how designer Thomas Thwaites manufactured a toaster from scratch. After spending nine months to source raw materials such as iron, mica, nickel, and crude oil from mines throughout the UK and other sources, he combined them at home to produce a toaster which can be purchased with merely a few US dollars in the market.

Behind this plain and unremarkable toaster is the support of the enormous division of labour, as well as science and technology, reflecting our high level of dependence on modern technology and social civilisation in our daily life.

## Section 4: Dream Hard Do Harder



**LeeeeeeToy (Hong Kong)**  
**STICKYLINE (Hong Kong)**  
**Kevin Cheung (Hong Kong)**

### See How Designers Turn Dreams into Reality

This section showcases the favourite tools that Hong Kong design units namely **LeeeeeeToy**, **Kevin Cheung**, and **STICKYLINE**, love to use in their creations, so you can see how they turn dreams into reality!

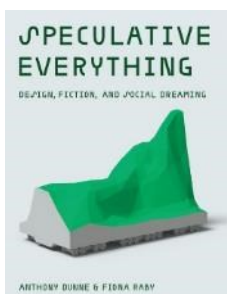
Participants can also make their 'dreams come true'. Kevin Cheung, a designer who specialises in upcycling, and STICKYLINE, a paper-based creative team, will introduce two free DIY projects. Like the 'eco-friendly tools' DIY kit prepared by Kevin, which allows participants to create a movable bird toy with a used aluminum beverage can.



**Teenage Engineering (Sweden)**

### Portable Digital Synthesizer

Teenage Engineering is a Swedish company specialising in innovative audio equipment. The company developed its own standalone hardware system OP-1, a portable workstation for music sampling, synthesis and control so that musicians can enjoy the fun of creating electronic music without the hassle of a computer. Its products will be showcased in the exhibition.



### Mini Book Corner -

#### Learn More about Speculative Design

A reading corner with a selection of design-related books is available for the public, on the recent trending topic within the design industry – 'Speculative Design', a problem-inspired and community-oriented design approach. These books can help dreamers broaden their horizons and explore undreamt of possibilities in the real world, including:

1. ***The Toaster Project*** by Thomas Thwaites
2. ***A holiday from being human (GoatMan)*** by Thomas Thwaites
3. ***Speculative Everything*** by Dunne & Raby
4. ***Speculative Everything: Design, Fiction and Social Dreaming*** by Dunne & Raby
5. ***Discursive Design: Critical, Speculative, and Alternative Things*** by Bruce Tharp and Stephanie Tharp
6. ***Design Noir: The Secret Life of Electronic Objects*** by Dunne & Raby

\*The above exhibition is free for admission and pre-registration is required. To comply with the current COVID-19 restrictions and ensure the health and safety of all participants, precautionary measures will be adopted in 'Dream Big Think Small' exhibition and related activities. The activity schedule is subject to the latest update by the organiser.

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