



## BODW 2019 Unveils Powerful Line-up of Global Design and Business Influencers

*More than 70 international visionaries will champion the power of design and design thinking to create a positive tomorrow at Asia's leading design, innovation and brands event*

[HONG KONG – 6 November 2019]

Business of Design Week (BODW), Asia's leading event on design, innovation and brands, has announced a diverse and powerful line-up of international and regional speakers this year. More than 70 design masters and influential business leaders from over 10 countries and economies are set to inspire BODW 2019 audiences in Hong Kong from 2-7 December.

Presented by Hong Kong Design Centre in collaboration with this year's partner country, the United Kingdom (UK), BODW 2019 is curated on the visionary theme ***Design the Future, Create Tomorrow***. The week-long event is anchored by the BODW Summit at the Hong Kong Convention and Exhibition Centre, with more than 20 forums, dialogues and exhibitions running concurrently around the city.

Coming to its 18<sup>th</sup> year, BODW is an international flagship programme in Asia that aims to connect local and Asian designers and industries with innovators, designers and game-changers all over the world, fostering new inspiration through the exchange of knowledge and ideas. It also serves as a world-class platform to include local and Asian forces and projects, and strengthen Hong Kong's position as an international design hub in Asia.

"The calibre of our speaker line-up reflects BODW's enduring global influence and reinforces Hong Kong's status as a centre of design excellence in Asia. Once again, we have curated a powerful programme designed to foster creative exchange and collaboration between different sectors, disciplines and economies," said **Prof. Eric Yim**, Chairman of HKDC.

Keynote speakers at the summit include Chairman of London Design Festival **Sir John Sorrell CBE**, champion of the UK's creative industries for more than 50 years, who is leading the largest ever delegation of British designers to Hong Kong. BODW speakers will present at a host of forums and panels exploring the latest trends and ideas in branding, communication, product design, digital and technology, spatial design and architecture, and culture and city life, with special sessions that offer new insights into 'Creative Mindset & Design Thinking' and 'Immersive Live Experience'.





BODW 2019 attendees also have the valuable opportunity to learn from a wealth of architecture experts, including **Thomas Heatherwick CBE**, the iconic designer of the New York City landmark, Vessel; **Patrik Schumacher**, the architect behind Beijing's new Daxing International Airport; **Dong-Ping Wong**, creator of New York City's +POOL, the world's first, soon-to-be-realised floating, water-filtering pool; **Young Wei-Yang Chiu** of Foster + Partners, whose ongoing projects in Mainland China include the new DJI headquarters in Shenzhen; and **Chanjoong Kim**, the architect behind the iconic flower-shaped glass building at the new Botanic Park in Seoul, and creator of Kosmos, winner of the Wallpaper\* Design Award for Best New Hotel this year.

In the realm of interior design, BODW will bring in diverse experts to reflect on projects that span retail, hospitality, leisure, infrastructure and more. Prominent speakers include **André Fu**, the forward-thinking designer of the new St Regis Hong Kong hotel; UK artist **Morag Myerscough**, one of the country's most prolific artists/designers whose work captivates users with their boldness and strong colours; **Simon Mitchell**, the retail architect who transformed one of the largest luxury shopping malls in Asia, SKP Beijing; **Ed Ng**, one of the conceptual designers of the Opera Theatre at Hong Kong's revered cultural-retail destination, K11 MUSEA; and **Tim Kobe**, founder and CEO of Eight Inc., whose portfolio spans high-profile companies like Apple and Nike.

Participants of BODW 2019 are also invited to transgress the boundaries between physical and digital experiences by some of the leading lights in the emerging 'immersive live experience' field. They include double BAFTA Award winner **Kate Dawkins**, who created the 360-degree, stadium-wide 'audience pixels' for the London 2012 Olympic ceremonies; **Suhair Khan**, Lead of Google Arts & Culture Projects; **Fabien Riggall**, Creator of Secret Cinema, the enigmatic pioneer of unique and immersive cinema experiences; **Matt Clark**, the mastermind behind striking installations and live performances for the likes of Massive Attack, Jay Z and U2; and **Mike Hill**, Co-Founder and CEO of Magnetic Asia, the company behind Clockenflap in Hong Kong.

The impressive speaker line-up also promises insights from some of the most cutting-edge leaders in product and industrial design. They include **Jay Osgerby OBE**, the creative mind of the London 2012 Olympic Torch; **Marek Reichman**, EVP and Chief Creative Officer of Aston Martin Lagonda; **Stefan Ytterborn**, serial entrepreneur and Founder of CAKE, who developed a new category of sustainable high-performance electric motorbikes, the Kalk; **Victor Wong**, local artist-inventor of the A.I. Gemini, a robot artist that produces Chinese ink paintings; **Giovanni Fili**, Founder and CEO of Swedish clean tech company Exeger; **Michael Young**, Hong Kong-based British industrial designer who works with famous international brands and Chinese companies including Haier, Zens and CIGA; **Luo Cheng**, Chairman and President of ARTOP Group, a leading China-based industrial design company with full industry chain capabilities; and **Joe Kwan**, Co-founder and Designer of Anicorn Watches, an





eminent Hong Kong-brand whose collaboration with NASA created a 1-minute sold out record.

BODW will also explore how design is transforming urban culture and the everyday experiences of citizens by inviting diverse experts such as **Deyan Sudjic OBE**, Director of London's celebrated Design Museum; and British sculptor and master of architectural illusion **Alex Chinneck**, who is best known for creating reality-defying buildings.

Visionary leaders speaking on the topic of branding, communication and design at BODW 2019 include influential designer and typographer **Neville Brody RDI**, who designs for global blue-chip brands like Samsung, LVMH, Uniqlo and The Coca-Cola Company; **Tom Dixon**, renowned British designer specialising in lighting, furniture and accessories; **Teo Yang**, Creative Director and CEO of EATH Library, a new skin care brand that combines technology and ingredients based on traditional Korean medicine; and **Daniel Kerzner**, Vice President Customer Experience of Virgin Atlantic.

Added to this powerful line-up are innovators who are transforming global design education and encouraging the public sector to deliver sustainable change through design. They include leaders of universities that topped the QS World University Subject Rankings for art and design in 2019: **Paul Thompson**, Vice-Chancellor of the Royal College of Art, and **Nigel Carrington**, Vice-Chancellor of the University of the Arts London. BODW 2019 attendees will also hear from **Martha Thorne**, Executive Director of the Pritzker Architecture Prize and Dean of IE School of Architecture and Design; **Eric Schuldenfrei**, Head of the Department of Architecture of The University of Hong Kong; and **Prof. Sadie Morgan**, Director of dRMM Architects, Female Architectural Leader of the Year of the 2019 Building Design Awards and Commissioner of the National Infrastructure Commission, responsible for advising on major infrastructure project in the UK.

BODW is organised by Hong Kong Design Centre (HKDC) and co-organised by Hong Kong Trade Development Council (HKTDC), with Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR Government) as the Lead Sponsor.

Visit the BODW website ([www.bodw.com/pr](http://www.bodw.com/pr)) to see the latest global speakers list and programme, and for more information about discount offers and ticketing.

### **Business of Design Week 2019 - Event Details:**

Date	:	2 – 7 December 2019 (Monday – Saturday)
Venue	:	Hong Kong Convention and Exhibition Centre
Ticketing	:	<a href="http://www.bodw.com/pr">www.bodw.com/pr</a>



**Photos:**



Prof. Eric Yim, Chairman of Hong Kong Design Centre (right) and Mr. Paul McComb, Director General Trade & Investment at Department for International Trade (left) unveiled the theme of BODW 2019 – “Design the Future, Create Tomorrow”



A number of guests and speakers of BODW attended the media preview held on 6 November to kick-off BODW 2019.

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## **BODW 2019 Concurrent Events**

- **BODW City Programme\*** – a creative communities activation programme aimed at engaging the public and fostering collaboration with local brands and businesses
- **DFA Awards Presentation Ceremony\*** – the most recognised design awards celebrating outstanding designs with Asian perspectives
- **FASHION ASIA HONG KONG\*** – a fashion initiative combining conversations, interactions and cultural exchanges to position Hong Kong as an Asian hub for fashion trade and business development
- **DesignInspire\*** – an international exhibition for global creative elites, design brands, design associations and institutes to showcase their creativity
- **BIP Asia Forum\*** – an annual event bringing IP professionals and business leaders from all over the world to discuss the latest developments in IP
- **deTour\*** – an annual creative festival with a variety of programmes featuring innovative designs to inspire creativity
- **GDN Symposium\*** – a roundtable discussion and open dialogue organised by a design promotional body and supported by a strong international membership network
- **M+ Matters Keynote** – part of the M+ Matters public talks series featuring key figures from some of the most influential cultural projects of today
- **Leadership Forum on Design Education\*** – a forum for global design leaders and educators to share their perspectives on the future of design education

\* Sponsored by CreateHK of the HKSAR Government

## **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, with the aim of advancing Hong Kong as an international design centre in Asia. Learn more about us at

[www.hkdesigncentre.org](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





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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 BODW and other projects to promote Hong Kong design. CreateHK's website: [www.createhk.gov.hk](http://www.createhk.gov.hk).

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