

**Design Spectrum of Hong Kong Design Centre
Presents 'The Full Gamut' Exhibition
Where Fashion Synergises with Cross-disciplinary Design,
Inspires a Multifaceted Fashion Scene in Hong Kong
New Installation Project Reimagines the Classic Lee Kung Man
Signage in Neon**

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(9 May, 2023 – Hong Kong) The fashion sector is all-encompassing - every aspect of it, from a single piece of cotton thread and weaving techniques to window displays, spatial arrangements and brand strategies. The artistry, expertise and knowledge involved quintessentially run in the veins of the entire production process. As a living proof, Hong Kong has evolved from being the Asian hub of garment manufacturing to one of the global creative platforms for emerging designers, incubating fashion talent who have worked their ways to redefine how we see and experience fashion.

Design Spectrum, one of the public-facing platforms of Hong Kong Design Centre, sponsored by Create Hong Kong of the Government of Hong Kong Special Administrative Region (HKSAR), is launching a brand-new exhibition showcasing some of the best works created by Hong Kong designers. Titled **'The Full Gamut'**, this admission-free spectacle is set to open for the public from 5 May to 19 July, 2023, featuring over 40 unique design projects that seamlessly bringing together creativity and innovation, aesthetics and cultural heritage in a sprawling setting.

Over 40 Cross-disciplinary Design Projects, Take Viewers on a Revelatory Journey of Appreciating Fashion

'The Full Gamut', curated by local designer Roger Wu and multi-disciplinary creator Vivienne Yu, sets out to break through the public's perception of 'fashion design' and take cues from different genres to provide different ways to view fashion. **'The exhibition explores the profound connections between various design disciplines, offering a holistic view on the creative collaborations between designers from across disciplines throughout the fashion design process,'** Wu explains.

The exhibition has five zones that feature over 40 exhibits by Hong Kong designers, and some designers from Japan and the United States. The exhibits place fashion in dialogue with a diverse range of topics where views and ideas converge in the common language of design and aesthetics. Each of the five zones represents a specific design discipline as below:

- **'Environmental and Spatial Design'**: Creative projects in which architects, interior and spatial designers collaborate with local and international fashion brands are showcased, exploring relationships between space, lighting, fashion and costume design.
- **'Fashion and Accessories Design'**: A series of creative designs reflect on the evolution of Hong Kong's fashion culture, from textile and garment manufacturing to traditional craftsmanship, and how inspiration is brewed from the cultural melting pot of the East and the West.
- **'Communication Design'**: Through a vast array of media, including photography, graphic design, publication, and brand design, the interaction across various design fields and fashion design are on display, highlighting the many facets of cultural identity under the influence of modernity and tradition.
- **'Product and Display Design'**: The section is comprised of inter-disciplinary fashion-inspired works, showcasing the best of product, furniture, commodity exhibition, and exhibition designers. Some of the designers work hand in hand with specific brands, while others draw inspiration from the realm of fashion and lifestyle.
- **'Social and Inclusive Design'**: Designers from different fields address challenges posed by social diversity, and create purposeful, aesthetically pleasing solutions that benefit society. These designs are informed by current trends and principles of inclusivity, ensuring they meet both functional and societal needs.

Highlight: Brand-new Installation Art Reinterpreting the Legendary Lee Kung Man Neon Signage

In addition to the 40+ design projects, **'The Full Gamut'** sees two new art installations on display. Celebrating the 100th anniversary of Lee Kung Man, Hong Kong's textile and garment industry legend, Westley Wong from Wholly Wholly presents **Gradient of Centennial** drawn on the brand's iconic 'golden deer' neon signage, which



was previously dismantled and is now restored to its former glory. To compliment the standout piece, designer Frances Minji enlists 100 pieces of Lee Kung Man T-shirts, dyed in 100 different colours, putting together a vibrant Pantone-esque fabric wall. Also, designer Toby Crispy narrates Lee Kung Man's century-long legacy through her magnificent embroidery work **Slow Stitching of the Legacy**.

The second installation, 'Anamorphic Synthesis', sees a collaboration by designers Wai Tang, Noel Chu, Stephen Liang and Violet Foo, in a multi-layered art piece made of materials like wedding dress fabric and mirror pieces, resembling a bouquet of wedding dresses placed upside-down from afar, but also presenting a visually impactful experimentation on a closer look.

Alongside 'The Full Gamut' exhibition, free guided tours, workshops, and sharing sessions are offered for the public. Details are available at Design Spectrum official website.

Thoughtfully Curated, Discover Unique Designer Goods in DS Shop

Design Spectrum's **DS Pop-up Shop** will open at **The Barn**, which is located on 2/F of D2 Place TWO, a short distance from 'The Full Gamut' exhibition venue. The shop stocks a range of merchandise of over 10 local design brands, including items designed by 'DFA Hong Kong Young Design Talent Award' awardees. For example, Wholly Wholly's redesigned gift packages for Tak Cheng Tea Trading Co., Milk Design's hexagonal ceramic mug set, ARTO and MOODLABBYLORRAINE's patterned socks, and products from LLEMS, a Hong Kong perfume brand in collaboration with New York-based perfumer Frank Voelkl.

What is more, DS Shop features design items from Japan, such as Evereon's iridescent transparent umbrellas which provide a burst of colour amidst midsummer rains, at the same time making a fashionable and environmentally conscious statement with the replaceable fabric.

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| Tak Cheng Tea Trading Co. Gift Package Wholly Wholly \$248 | Hello Floral Socks ARTO \$98 | Upcycling Self-assemble Kits Alize Lam \$108 - \$420 |

DS Shop @The Barn

Address: 201-204, 2/F, D2 Place TWO, 15 Cheung Shun Street, Lai Chi Kok

Date: 5 May – 19 July, 2023 (Free Admission)

Hours: 12:00nn – 9:30pm (Mon to Sun)

| 'The Full Gamut' Exhibition | |
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| Date | 5 May – 19 July, 2023 (Free Admission) |
| Time | 10:00am – 7:00pm (Mon to Sun) |
| Location | East Wing of 2/F, 822 Lai Chi Kok Road, Lai Chi Kok (3-minute walk from D2 Exit, Lai Chi Kok MTR Station) |
| Remarks | Free guided tours of the exhibition are available Date: 20 May, 10, 18 June & 15 July 2023 Time: 2:00pm – 2:45pm and 4:00pm – 4:45pm |

For further details and latest updates, please visit: www.designspectrum.hk
Please refer to the attached appendix for more information on selected exhibits.

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The press release is released by Dynamic Duo (DDPR) on behalf of the Hong Kong Design Centre. For media enquiries and interview arrangement, please contact:

Dynamic Duo (DDPR)

Czarina Yeung Tel : 9656 1949 Email : cza@ddpr.com.hk

Cell Cheung Tel : 9550 2903 Email : cell@ddpr.com.hk

Hong Kong Design Centre (HKDC)

Tiffany Tse Tel : 3793 8478 Email : tiffany.tse@hkdesigncentre.org

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. 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: www.designspectrum.hk)

About Exhibition Curator Roger Wu



In 2022, Roger curated the Beyond Territories – Made . Make . Making – Hong Kong Institute of Architects' Urbanism and Architecture Exhibition for Excellence* to celebrate the 25th Anniversary of the establishment of the Hong Kong Special Administrative Region. The exhibition was shown in Hangzhou, Beijing, New York and Hong Kong. Roger was also the Chief Curator of the 2019 Bi-City Biennale of Urbanism\Architecture (Hong Kong)*. Roger is actively involved in both the Royal Institute of British Architect (RIBA), where he is a member of the Membership Board

Committee, and The Hong Kong Institute of Architects (HKIA), where he is a member of the Heritage & Conservation and Planning and Urban Design Committees. Roger is currently lecturing in The University of Hong Kong's MSc in Conservation and HKU Space's MA in Art and Cultural Enterprise. Roger has lectured at architectural schools in universities across the UK and taught design studios at the School of Architecture, The Chinese University of Hong Kong, as an Adjunct Associate Professor.

Born in Hong Kong and raised in the UK, Roger has worked as an architect for a number of practices in both markets on large-scale master planning, commercial and mixed-use developments ranging from the Mainland, Algeria, the United States, Italy, Russia, Turkey, UK and Hong Kong. With extensive experience leading complex restoration projects in the UK, the Mainland and Hong Kong, Roger has put his knowledge, experience and interest in the regeneration of historic buildings, including Peter Jones, King's Cross Station and the Royal Military Academy in London. Between 2014 and 2022, Roger was the Executive Director, Project Development of Haw Par Music Foundation Limited (HPMF), a not-for-profit organisation set up to oversee the operations of Haw Par Music - a centre for cross-culture exchange through music, heritage and the arts based in the revitalised Haw Par Mansion in Tai Hang, Hong Kong.

* sponsored by CreateHK

About Exhibition Curator Vivienne Yu

A multidisciplinary creative with a background in architecture, education, and museum exhibit development, Vivienne founded Story Lab, Hong Kong in 2022. She has dedicated her interest to exhibit content development, interpretive planning, and museum planning for the past decade. Before founding Story Lab, Vivienne worked on residential, mixed-use complexes, commercial buildings, and other design projects in New York and Boston. Vivienne has worked on a number of international projects, including exhibition design and museum master planning projects in the United States and China. Apart from her practice, she has served as a guest speaker and reviewer at the City University of Hong Kong, sharing her experience and knowledge about museum architectural planning and design.

Hailing from Hong Kong and growing up in the US, Vivienne graduated from the University of Massachusetts, Amherst, with a Bachelor of Fine Arts in Architectural Studies, a Master in Education from New York University, and a Master of Liberal Arts in Museum Studies from Harvard University. Since her return to Hong Kong in 2022, she served as a curator and designer for Henderson Land, designing a travelling exhibition hosted by The Hong Kong Institute of Architects to showcase one of their commercial buildings, The Henderson, designed by Zaha Hadid Architects. Vivienne is committed to delivering projects that support the transformative potential of cultural institutions and helps raise collective awareness of current and emerging social issues. Her work focuses on educating the public, delivering compelling designs, engaging audiences and promoting diversity, inclusion, and equity in the cultural sector.

About Hong Kong Design Centre

A non-governmental organisation registered in 2001 and established in 2002, Hong Kong Design Centre (HKDC) is 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 Create Hong Kong

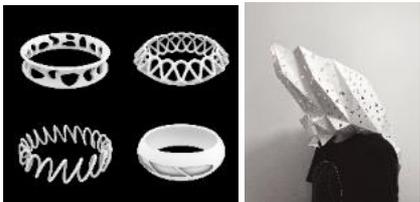
Create Hong Kong (CreateHK) is a dedicated office set up by the Government of the Hong Kong Special Administrative Region in June 2009 to spearhead the development of creative industries in Hong Kong. From 1 July 2022 onwards, it is under the Culture, Sports and Tourism Bureau. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. CreateHK sponsors HKDC to organise Design Spectrum, Business of Design Week (BODW), BODW City Programme, DFA Awards, Knowledge of Design Week, Fashion Asia Hong Kong, Design Incubation Programme and Fashion Incubation Programme, among other 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 organisers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.

Appendix: Highlights of Design Spectrum 'The Full Gamut' Exhibition

| Description and Designer/ Exhibitor (Region) | |
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| Environmental and Spatial Design Zone | |
|  | <p>Denim Café Edmond Wong Studio (HK) Hong Kong's first denim-themed coffee shop 'Denim Café'. The owner is the third-generation in charge of the long-established 'Lai Wing Kee Fabric Factory' in Tsuen Wan since 1958. He hopes to pass on the fabric culture in the form of a coffee shop. The place is designed to tell the story of denim. There are different types of artworks made by denim for display such as denim trousers and denim decorates etc.</p> |
|  | <p>Michelle Lau Photography NEither Magazine (HK) Fashion photography is a stage for photographers to express their imagination and personality. Michelle Lau has worked with international fashion brands and magazines. Her photography focuses on the interaction between people and the environment. This series of fashion photos taken in Asia and Europe interacted with architectural spaces through the model's clothing or actions, which has become her unique style.</p> |
|  | <p>Integral Esquel Group X Ronald Lu & Partners (HK) Integral is an industrial eco-garden in Guilin. Jointly exhibited by Esquel Group and Ronald Lu & Partners, Integral showcases the sustainable transformation of the textile industry and is a learning centre for sustainability best practices. With a design philosophy based on respect for nature and people, Integral reimagines how industry can coexist with the natural world.</p> |
| Fashion and Accessories Design Zone | |
|  | <p>Hong Kong Trilogy – Qipology Qipology - Julie Liu (HK) Qipology is a Chinese fashion brand. While retaining the traditional exquisite craftsmanship, it injects new vitality into traditional clothing through ingenious designs that combine Chinese and Western styles.</p> |
|  | <p>Hong Kong Trilogy - Noel Chu Atelier Noel Chu Atelier - Noel Chu (HK) Julia envisioned a modern yet timeless dress in all pearls, exquisitely engineered and brought to life by Noel Chu. A dress with three years on the making, it was first worn at M+ Museum at the Julia and Alexander Wong's wedding party in 2021.</p> |

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|  | <p>Monster Building Series Laws Knitters Limited (HK)</p> <p>Inspired by the unique architecture of Hong Kong, Laws Knitters gave full play to its local awareness and creative spirit, launching the "Monster Building" series. The unique design of local buildings became the inspiration of knitted artworks, preserving local culture through art while leaving a record for the ever-changing era.</p> |
|  | <p>Ear Up Gig On 2022 : music x fashion creative scheme Ear Up Music (HK)</p> <p>Sponsored by Create Hong Kong of the Government of the Hong Kong Special Administrative Region, eight local indie music units paired up with eight most sought-after local designer brands from Hong Kong Design Centre's Fashion Incubation Programme (FIP) and Design Incubation Programme (DIP) to showcase the boundless imagination of the city's new indie music scene along with unique fashion designs to invigorate the spirit of local creativity.</p> |
| <p>Communication Design Zone</p> | |
|  | <p>The Denim Manual Fashionary International Ltd (HK)</p> <p>The Denim Manual covers every aspect of the denim industry including its history, fabrics, designs, and information on washes and care. It also explores the technical processes and terms that are unique to the industry and includes many insider tips and insights.</p> |
|  | <p>Paper Motifs Tsaoao Design (HK)</p> <p>These papercuttings were first drawn and cut by hand, then digitised to be reproduced one-by-one using a Cricut blade-cutting machine. They are made with traditional Chinese red paper, maintaining its authentic texture and unmistakable colour.</p> |
| <p>Product and Display Design Zone</p> | |
|  | <p>Art of Synthesis QUAD Studio (HK)</p> <p>At the Hanging Gardens, we took the opportunity to showcase a designer whose work is known to be inspired by nature. Victor Wang's 2021-2022 collection uses natural shapes to create an evening dress inspired by flower petals. It creates a unique synergy where the nature inspired space becomes an extension of the garment, a true example of the art of synthesis.</p> |
|  | <p>Archi-texture Serweta Peck (US)</p> <p>Clothing provides the first house of the human body. Archi-texture expands on the notion of architect as weaver by investigating the ideas of cross-disciplinary through a set of wearables created from analogue and digital techniques. These projects explore the relationship between fashion and architecture by using the body as a site.</p> |

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|  | <p>Retail Anatomy Studio of Sai (HK)</p> <p>Learning from Lee Kung Man tells the story of Hong Kong through the study of retail store of Lee Kung Man. Being one of the most renowned knitting brands of Hong Kong, Lee Kung Man has the retail stores witnessing the changes of Hong Kong and containing the collective memory of this city. The study retrieves the collectiveness of the stores through study models, drawings and images.</p> |
|  | <p>Voyage of Hong Kong's East-meets-West heritage i nKnit hoopla Limited (HK)</p> <p>Voyage of Hong Kong's unique culture, this exhibit showcases Hong Kong's East-meets-West heritage in knit, offering wide range of products in knitted products to promote Hong Kong's and knit's heritage.</p> |
| <p>Social and Inclusive Design Zone</p> | |
|  | <p>Man Kiu Grind Playground Kay Chan (HK)</p> <p>Kay collaborates with Nike to renovate the Man Kiu Association Primary School's playground using Nike Grind. Putting kids and sustainability at the core, 'Man Kiu Grind Playground' is engineered by the insights of users, hosting at least eight different sports and games, which fosters positive play experience for the students, and ultimately Make Sport a Daily Habit.</p> |
|  | <p>Inclusive Fashion Boundless (HK)</p> <p>Fashion design has life-changing and mind-changing power. In Boundless, they create inclusive fashion items with love and inclusion, striving to provide both functional and fashionable items for people of different age groups, and various physical conditions.</p> |
|  | <p>In:visible wallet Mosi Design Limited (HK)</p> <p>The In:visible wallet is the first innovative wallet with function that can help visually impaired users to distinguish the value of different Hong Kong banknotes in their wallets by their own. It provides the users with confidence and allow them to start enjoying their daily life without help from others.</p> |

For details and updates, please visit: www.designspectrum.hk