

DESIGN CAN

DC

HKDC Annual Report
香港设计中心年报
2022—23

Driving Change
with Design
设计引领 改变未来



2022 —23

About HKDC

关于香港设计中心

A non-governmental organisation registered in 2001 and established in 2002, Hong Kong Design Centre is a strategic partner of the Hong Kong SAR Government in advancing 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.

香港设计中心是一个于 2001 年注册，并于 2002 年成立的非政府机构，与香港特别行政区政府建立战略合作伙伴关系，以推动香港成为亚洲区享誉国际的设计之都为目标。

我们的公共使命是推动社会更广泛和具战略性地运用设计及设计思维，为业界创造价值，改善社会福祉。



Connect

all industry doers and thinkers, foster exchange and collaboration among designers, businesses and academia

联系业界

为设计师、商界、学术界及有梦想的人提供交流和合作平台

Celebrate

talents and good designs that improve quality of life, address social innovation and preserve cultural heritage

弘扬人才

嘉许为改善生活质素、推动社会创新、保育文化遗产有所贡献的人才和设计

Nurture

creative talent, budding designpreneurs and startups to give them more opportunity to thrive

启蒙创业

为未来设计企业家拓展创业路向，培育创意和创业精神

Advance

expertise and knowledge to promote innovation within organisations, and drive Hong Kong's design ecosystem forward

突显专业

提升业界及设计专才的质素和专业技能，带动创新和成长

Engage

the society by sharing industry news, knowledge and insights, and stimulate the public's interest and appreciation of design

融入社会

推动各界互联，积极与传媒和大众分享业界资讯和知识

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Design Can Nurture People

设计可培育人才

Design Incubation Programme (DIP)
设计创业培育计划
Nurturing Creativity: The Transformative Power of Industry Mentors

培育创意人才：
业界导师以智慧洞见导引新一代

Life is the Driving Force Behind Design
生活就是设计的原动力

Fashion Incubation Programme (FIP)
时装创业培育计划
Unlocking Fashion's Potential: The Power of FIP in Transforming Emerging Designers

释放时装潜能：
FIP帮助新晋设计师展开蜕变之旅

A Look Across the 10 FIP Designer Brands of 22/23
22/23年度10个时装创业培育计划 (FIP) 设计师品牌一览

Meta x DIP Instagram Academy 2022
Meta 与香港设计中心推出「Instagram Academy 2022」计划

Ear Up Gig On 2022
抢耳Gig On 2022

DIP Incubation Companies – New Joiners in 2022-23
DIP 培育公司 – 于2022-23年度加入的新成员

HKDC's Design and Fashion Incubatees – Achieving Their Dreams
设计及时装创业培育计划 – 朝梦想昂首进发

Design Can Celebrate Innovation

设计可策动创意

DFA Lifetime Achievement Award (LAA)
DFA 亚洲设计终身成就奖

DFA Design Leadership Award (DLA)
DFA 设计领袖奖

DFA World's Outstanding Chinese Designer (WOCD)
DFA 世界杰出华人设计师

DFA Design for Asia Awards (DFAA)
DFA 亚洲最具影响力设计奖
A Glimpse into DFA Design for Asia Awards 2022 Grand Awards
「DFA亚洲最具影响力设计奖2022」大奖得主一览

DFA Hong Kong Young Design Talent Award (HKYDTA)
DFA 香港青年设计才俊奖
Let Your Mistakes and Failures Fuel Your Success
「追求失败」的成功哲学

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Design Can Engage Community

设计可改善社区

BODW City Programme (CityProg)
「设计营商周城区活动」(城区活动)

Empowering Our City with Sustainable Design
集合可持续设计力量 启动全城创意

CityProg 2022 x Businesses x Overseas
城区活动2022 x 商业 x 外国创意单位
Ignite New Possibilities
跨界合作 开拓新机遇

Design In Action 设计好改变
A Dialogue with Designers in the City Nurturing a New Generation of Creative Talent
穿梭城市与设计师对话 培育新一代创意人才

Design Spectrum 设计光谱
Inspiring and Showcasing Good Designs In Our Communities
展示好设计 启发创意社群

DS Shop
Bringing Great Design into Daily Life
让好设计融入日常生活

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Design Can Connect Society

设计可联系社会

Board of Directors 董事会成员
Driving Change with Design
设计引领 改变未来

Design Digest 设计二三事
All About Our Events, and More!
全面掌握活动资讯及其他消息

Community Engagement 凝聚社区
Friends of HKDC Membership Programme
HKDC 设计之友会员计划
International Alliances 国际联盟
Corporate Governance 企业管治
Our Accounts 帐目
Boards of Directors Meeting Attendance
董事会会议出席次数

116

Dialogue with

与主席、副主席 对谈

The period spanning 2022 to 2023 proved to be a time of remarkable transformations for Hong Kong Design Centre (HKDC). As the world grappled with the far-reaching effects of COVID-19 and adjusted to a new normal in the post-pandemic era, HKDC faced numerous challenges in adapting to this changing landscape. We spoke with Prof. Eric Yim, Chairman of HKDC and the two Vice-Chairs, Prof. Viveca Chan and Mr Steve Leung, about the future work of HKDC. We gained valuable understanding from the conversation, which offered us deeper insights into their perspectives and the fundamental ideas behind 'Driving Change of Design'.

SL

EY

VC

Chairman X Vice-Chairmen

2022年至2023年間，香港设计中心无疑经历非凡蜕变。全球各地设法应对疫情的深远影响，努力适应疫后时代的新常态，而面对不断演变的形势，香港设计中心也需要克服不少挑战。我们邀请了香港设计中心主席严志明教授，以及两位副主席陈一桢教授与梁志天先生，分享香港设计中心未来的工作。从访谈之中，我们更深入了解三位对「设计引领 改变未来」的看法及背后理念，获益匪浅。



Prof. Eric Yim
严志明教授

Chairman of HKDC
香港设计中心主席

‘
**Design can
really change
how we live,
work and play.**

设计可以为我们的生活、
工作和休闲方式带来真正改变。

，

What factors do you believe contribute to the success of a design?

EY Design, in contrast to art, must possess a clear purpose. Unlike an artwork displayed in a museum, design needs to be meaningful, practical, and relevant to people.

VC An iconic or successful design encompasses both aesthetics and functionality. The foundation of a design's success lies in an intangible idea, which endures perpetually. A remarkable design not only shapes the course of its era but also leaves an indelible mark on history.

SL A successful design has to be human-centric. While the mind makes it happen, a great design also starts with the heart.

How would you summarise the work and developments of HKDC in the year 2022-2023 in a few words?

VC We have taken continuous efforts to position Hong Kong as a design hub, employing fresh and captivating approaches. We have enhanced the depth and breadth of our programmes. For instance, during the pandemic restrictions, we leveraged digital TV to invite a multitude of international speakers to our events. Furthermore, we have expanded our programme offerings to encompass a wider range of initiatives that foster design and engage the community.

你认为成功的设计应包含甚么要素？

EY 设计须具备明确目的，艺术不然。与博物馆里的艺术品不同，设计必须有意义、有用、与人相关。

VC 经典或成功的设计集美观与功能于一身。成功的设计由无形的想法开始，并永远长存。伟大的设计既塑造了所处时代的面貌，更留下不可磨灭的历史印记。

SL 成功的设计必须以人为本。杰出的设计要变为现实，既要依靠智慧，更要从心出发。

你如何概括香港设计中心2022-2023年度的工作和发展？

VC 我们一直努力不懈地以新颖和引人入胜的方式宣传香港做为设计中心的地位。我们以更深更广的形式举行活动，例如，实施防疫限制期间，我们通过数字电视邀请众多国际讲者参加活动。此外，我们也推展更多元化的项目，以推动设计和连系社群。

Would you share your most memorable moments at HKDC in the year 2022-2023?

EY 2022 marked the 20th anniversary of HKDC, and one of the most memorable moments for me was the BODW dinner. Walking with former Chairman Dr Victor Lo along a wall adorned with images chronicling HKDC's development over the past two decades was awe-inspiring. Witnessing the extensive work accomplished thus far was remarkable, yet it also highlighted the ongoing tasks that lie ahead of us.

VC I have two memorable moments. The first one was when BODW returned to being a physical event at M+. We had put in so much effort, and finally, we were back. The event took place on a grander scale at a new venue that redefined the culture of what we do.

The second memorable moment was the graduation ceremony of 'Design In Action' held at Hong Kong Disneyland. I witnessed numerous young students with their parents, some of whom may not have had the opportunity to be exposed to design before. It was fascinating to see the kids so engaged, and it was touching to observe how we can involve and inspire young people with the potential of design.

SL As Eric mentioned, the HKDC 20th anniversary dinner was certainly memorable, especially when we had the chance to reunite with good old friends who came back from abroad to join us. Another memorable moment for me was a site visit to the Sham Shui Po project, which holds great significance for HKDC and the design community in Hong Kong. As someone with an architectural background, I could envision how the spaces would appear once they were completed. It was an exciting experience, and I eagerly anticipate witnessing the final outcome when it is unveiled next year.



在2022-2023年度，哪个是你于香港设计中心最难忘的时刻？

EY 2022年是香港设计中心成立20周年。我最难忘的时刻之一是设计营商周晚宴。当我和前主席罗仲荣博士沿着会场一幅挂满照片的墙壁走过，看着那些照片记录了中心过去20年的发展历程，实在赞叹不已。看到我们过往所做工作取得瞩目的成绩，同时也看到我们要做的还有很多。

VC 我有两个难忘的时刻，第一个是设计营商周终于再以实体形式并选址M+举行。我们一直尽心竭力举办设计营商周，现在得以全面回归，规模更大之余，更移师至新场地，为我们一贯所做的赋予新定义。

第二个是在香港迪士尼乐园举行的「设计好改变」毕业典礼，出席的年轻学生和他们的父母，有些本身可能并没有机会接触设计。然而我看到孩子们如此投入，实在很有意思。通过设计的无限可能，我们吸引到年轻人参与活动并深受启发，亦令我为之触动。

SL 正如Eric提到，香港设计中心20周年晚宴确实令人难忘，尤其是再见到从海外回港与我们共聚的老朋友们。

另一个难忘时刻是实地考察深水埗项目（香港设计中心新基地），这对于香港设计中心以至本地设计界来说，都是一件别具意义的大事。对于建筑出身的我，可以想像这些空间竣工后的模样，这段经历必定会令人感到振奋，我热切期待明年基地全面落成。

What strategies can HKDC adopt to differentiate Hong Kong from other cities that are also being promoted as design hubs, and stand out on the global stage as a unique cultural exchange centre?

SL Hong Kong's unique geographical location and its historical role as a meeting point between the East and the West make it a vital cultural exchange hub. Situated near China and the Greater Bay Area, and benefiting from the 'one country, two systems', Hong Kong plays a pivotal role in supporting and promoting these initiatives. Its unique identity comes with the responsibility of nurturing vibrant cultural interactions and contributing to global cultural enrichment.

HKDC has been creating significant impacts on the design industry through its diverse community programmes. Can you share your favourite example of a project that had a positive impact on the people it served?

EY My favourite initiative would undoubtedly be Design In Action. It organises studio visits for students at various education levels, introducing them to designers and architects. Through hands-on experiences, students witness the transformative power and impact of design. The ultimate aim is to inspire them to pursue design as a subject for higher studies or as a potential career path.

有不少城市亦以设计中心自居，香港设计中心可以采取哪些策略以突显本港与众不同的优势，并以独特的文化交流中心定位在国际舞台突围而出？

SL 在「一国两制」方针下，香港有着背靠祖国，位处大湾区的得天独厚显着优势，在此独特的地理位置及历史背景之下，酝酿出中西荟萃的特色。因此，在支援并推动落实这些政府举措方面，我们发挥独特且重要的作用，培育充满活力的多元文化交流，为丰富世界文化发展做出更大贡献。

香港设计中心一直通过多元化的社区活动，在设计界发挥重要影响力。在众多为受众带来正面影响的项目中，你可否分享一个深刻例子？

EY 毫无疑问，我最喜欢的社区活动是「设计好改变」。计划的理念是向不同教育程度的学生介绍不同的设计师和建筑师，带他们参观工作室。通过亲身体验，学生能了解设计的变革力量和影响，从而激发他们对设计的热情，将来便可考虑选择修读设计或投身设计行业。

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VC One aspect that left a strong impact on me was the Skynet art series by the renowned LA-based artist Patrick Shearn at the Central Harbourfront Event Space, featured as part of Design District Hong Kong's (#ddhk) 2021 programme. It was truly captivating because of its Instagrammable appeal, attracting numerous people, including myself, to take photos there. The artwork effectively captured the spirit of Hong Kong, while also offering a broader perspective beyond the city itself.

SL My favourite was the 'The Full Gamut' exhibition presented by Design Spectrum, which took place on the upper floor of an industrial building in Sham Shui Po. Sham Shui Po holds a significant place in the history of Hong Kong's fashion industry, renowned for its trading of apparel, fabrics, and garment-related accessories. What intrigued me the most was the exhibition's exploration of the redefinition of fashion. It went beyond the literal realm of garments and apparel design, emphasising that fashion should not be limited to the garment industry alone. The exhibition effectively conveyed the crucial message that fashion is inherently intertwined with the realm of design.

VC 最令我印象深刻的是委约来自美国洛杉几知名艺术家Patrick Shearn，于中环海滨活动空间所展出的「Skynet」系列艺术作品，这是「设计#香港地」2021项目之一。展览非常适合展览非常适合打卡，我与很多人一样都深受吸引而前往拍照。这次活动充分体验香港精神，同时以别开生面的视角探索城市。

SL 我最喜欢设计光谱的《谱·度·时尚》展览，展览于深水埗一栋工业大厦的楼上单位举行。深水埗区在香港时装产业的历史上有着举足轻重的地位，多年来以服装、布艺和成衣相关配件方面的贸易而闻名。在展览中，我对重新定义何为时装很感兴趣，将成衣和服装设计的定义升华至另一个层次，时装也不局限于成衣行业。这正是展览传递的重要信息，即时装与设计是密不可分的。

The pandemic accelerated the use of digital tools such as AR and Web3/the metaverse, as we have seen in some of HKDC's events such as BODW in the past year. Do you think technology is going to play a bigger role – to the point of replacing human designers in the design industry? Or will the 'human touch' always be needed in the design process?

EY We have always embraced technology as a tool to enhance productivity, but we acknowledge that it cannot replace human presence and craftsmanship. We value the artistry and skill involved in crafting by hand. Technology may assist us, but it is the human touch and dedication that we truly cherish.

VC AI and technology advancements prompt designers to prioritise the idea's essence and craftsmanship over physical assembly. The heart and passion behind true craftsmanship cannot be replaced. Technology aids the process, but the human touch and creativity remain invaluable in design.

SL The longstanding relationship between technology and humans dates back to the Industrial Revolution. It has offered opportunities for easier and improved lives, yet it also pushes us to strive for continuous improvement.

疫情令企业加快采用扩增实境及Web3/元宇宙等数字工具，去年香港设计中心的一些活动(如设计营商周)也有采用。你认为科技所扮演的角色会越否越趋重要?甚至取代设计师的工作?抑或是设计过程始终需要展现「人味」？

EY 我们视技术为提供生产力的工具，但无可否认的是，技术无法取代人类和手工艺。科技能辅助我们，但我们依然珍惜人手制作品及其技巧，还有那份"人的温度"与奉献精神。

VC 人工智能和科技不断发展，能促使设计师减少把心神放于拼砌组装，回归意念本源：想法和手工艺。尽管科技能辅助制作过程，但真正的手工艺背后蕴藏的心思和热情，以及人的触觉和创造力，才是设计中最宝贵的。

SL 科技与人类之间悠久的历史关系可追溯到工业革命时期。科技让我们的生活变得更便利和轻松美好，同时推动我们不断追求进步以活得更好。

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Prof. Viveca Chan
陈一枏教授

Vice-Chairman of HKDC
香港设计中心副主席

‘
Design
can create
better
lifestyles,
and a higher
brand value.

设计可以塑造更美好的生活方式，以及更高的品牌价值。

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Design can be anywhere.

设计可以是无处不在。

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Mr Steve Leung
梁志天先生

Vice-Chairman of HKDC
香港设计中心副主席

Can you give us a sneak peek into HKDC's upcoming plans and initiatives?

EY Sham Shui Po project represents an exciting milestone for us, as we plan to relocate there by the end of next year. With a significantly larger space, our new premises will house a permanent exhibition area where visitors can immerse themselves in design year-round. A key highlight will be the showcasing of award-winning designs from the prestigious DFA Awards, celebrating exceptional design from Hong Kong and across Asia. This physical presence will not only provide a platform for appreciation but also offer opportunities for the public to purchase their favourite designs. We are eager to expand our reach and foster a deeper understanding of our work and its impact in Sham Shui Po.

VC I am delighted to announce that France has become BODW's partner country in 2024. The year 2024 will mark the China-France Year of Culture and Tourism. This timing is truly remarkable and epitomises how HKDC embodies the concept of 'East meets West'. As part of this partnership, we have planned a study trip to France, allowing us to explore and learn from their rich design heritage. Likewise, a delegation of experts from France will visit us, fostering mutual exchanges and knowledge sharing. This collaboration promises to be a significant opportunity for cultural and creative exchanges between our countries.

可否透露香港设计中心随后的计划和活动？

EY 于深水埗设立基地是我们的重点项目之一，我们将于明年底进行搬迁。深水埗基地比我们的现址更大，将划分常设的展览空间，让大家可以全年无休投入设计体验。当中最受瞩目的将是展出「DFA设计奖」的获奖设计，表彰香港及亚洲的优秀设计之余，也能让公众亲眼欣赏及选购心头好。我们期望可以藉此新基地扩大影响力，并让市民大众更深入了解我们的工作。

VC 我很高兴法国将成为设计营商周下一年度的合作国家伙伴。2024年是中法文化旅游年，这是一个非常难得的好时机，充分展现香港设计中心如何推动「中外交流」。合作期间，我们将前往法国考察，探索和借鉴他们丰富的传统设计。法国专家代表团也会来访与我们分享交流。这次合作将为中法两国之间的文化和创意交流带来重要契机。

How do you see the future of the industry, and what trends do you think will dominate in the coming years?

EY Design should prioritise the human experience, whether it's in creating new spaces, products, or services. The ability of design to create and enhance experiences will be highly valued by people. Moreover, younger generations prioritise sustainability, equality, and addressing climate change challenges. The trend in design will be to address these concerns and demonstrate how design can contribute to solving them.

VC In my opinion, the future lies in 'win by design'. Embracing design in its broader sense, including service design and experiential design, will lead to more efficient businesses. Consequently, we can expect to see a rise in the presence of designers in C-suite and management positions. Incorporating design thinking becomes crucial for companies aiming to succeed and thrive in a competitive landscape.

SL The value of design can be seen from a socio-economic standpoint, particularly in addressing global challenges like inequality. Bringing the benefits of design to less-privileged communities on a global scale is essential. Examples such as The DFA Design for Asia Awards, which include designs for rainwater collection systems, demonstrate the real value of design in improving the lives of people in poorer communities.

你对设计行业的未来有甚么看法？你认为未来数年的大趋势是甚么？

EY 设计需要将人的体验置于首位。无论是新空间、新产品或新服务，设计都可以塑造及提升体验，这将是人们更加珍惜的元素。此外，年轻一代重视可持续发展与平等，以及气候变化所带来的挑战。如何通过设计解决人们关心的问题，将是未来的趋势。

VC 对我来说，未来是关乎「以设计取胜」。更广泛地使用设计，例如服务设计、体验设计，将有助于提高业务效率。对于一些想在竞争激烈环境中取得成功的企业，设计思维不可或缺，因此，我们可预见到日后会有更多设计师晋身高级管理层。

SL 从社会经济的角度来说，设计的价值越趋明显，尤其在解决世界各地面临的机会和财富不平等的挑战。纵观全球，我们应该将设计的价值带给弱势群体。例如，「DFA亚洲最具影响力设计奖」的获奖作品之一是帮助贫困社区的民众采集雨水供日常使用，这正是设计的真正价值所在。

SL Eric and Viveca have outlined the upcoming crucial programmes as we strive to transform Hong Kong into a design hub, not only within Asia but also as a prominent global cultural exchange center. The ultimate goal is to establish Hong Kong's prominence and reputation in the design industry, facilitating meaningful cultural exchanges on an international scale.

What is HKDC aiming to achieve with its upcoming base in Sham Shui Po?

EY Many may assume that the new HKDC facility is exclusively for designers, but that's not entirely accurate. It is a space for anyone with an interest in design, allowing them to explore its relevance to their lives. We enthusiastically invite the local community of Sham Shui Po and beyond to visit us. Additionally, the government envisions the facility as a tourist destination, showcasing how design is shaping Hong Kong's identity and promoting our culture. Therefore, the new facility will serve as an excellent platform for us to achieve these objectives.

SL Eric及Viveca刚简介了来年大计。我们致力推动香港成为亚洲设计之都，以及国际级的文化交流中心。终极目标是确立香港在设计行业的重要地位及声誉，以促进国际间深层次的文化互动交流。

对于即将揭幕的深水埗基地，香港设计中心希望藉此达到甚么目标？

EY 很多人可能认为香港设计中心的新设施专门为设计师而设，其实不仅如此，这个地方欢迎任何对设计感兴趣的人士，藉此了解设计与自己生活的关系。我们欢迎深水埗的街坊及各區人士前来参观。此外，特区政府也希望新设施能成为一个旅游景点，以宣扬我们的文化，向游客展示设计如何改变香港的面貌。因此，新设施将成为我们实现这些目标的理想基地。

2022 marked the 20th anniversary of HKDC, and we celebrated this milestone with a series of activities under the theme of 'Design for Sustainable Community'. We continued to promote wider and strategic uses of design with a calendar of engaging initiatives, including an exhibition, a campaign site, and a TV programme, which gave participants many insights into its potential for positive impact.

20

Years of Design Excellence: Celebrating Hong Kong Design Centre's Milestone

香港设计中心20年卓越里程碑

2022年是香港设计中心成立20周年，为庆祝这个重要里程碑，我们以「设计·构建可持续社区」为主题推出多项活动。通过一连串内容丰富的精彩项目，我们继续推动社会更广泛和具策略性地运用设计，当中包括展览、线上活动及电视特辑，让参加者深入了解设计发挥正面影响的无限潜力。



HKDC 20th Anniversary Campaign

Tell us what DESIGN CAN do!

「Design Can」二十周年纪念活动网站

Our 20th anniversary theme highlighted how co-creation, and the weaving together of human effort and values, can create impactful designs. With a goal to ignite people's imaginations about the myriad possibilities of design and expand its positive influences, we developed this campaign site for the public to share their ideas with us on what design can do, and how it creates value and meaning for the community.

我们的20周年主题强调共同创造，以及结合众人之努力来创造价值，造就具影响力的设计。为启发大众想像设计的种种可能，并为社会带来更深远的正面影响，我们推出此线上活动，让大众分享想法，谈谈设计可以有甚么作为、如何为社区创造价值及意义。



DFA Hong Kong Young Design Talent

Award Special TV Programme

A Legend of Creativity

电视特辑「香港青年设计才俊奖 创意传承」

DFA Awards produced a special TV programme series 'A Legend of Creativity' in partnership with ViuTV, featuring the inspiring stories of 20 past winners of the DFA Hong Kong Young Design Talent Award for HKDC's 20th Anniversary. From starting business, transforming dreams into action, to succeeding in the creative industries, these winners have brought Hong Kong designs to the world stage, and contributed to our local design industry with international elements.

为庆祝香港设计中心成立二十周年，DFA设计奖联同本地电视台 ViuTV 制作了「香港青年设计才俊奖 创意传承」电视特辑，请来二十位「DFA香港青年设计才俊奖」历届得奖者分享他们的创意故事：由踏上创建品牌之路、成就创意事业，到为梦想起飞……把香港设计带到世界舞台之余，也为本地设计增添不少国际色彩。

DFA Awards Exhibition

Design Redefines Our Times

「DFA设计奖展览：创新设计 重塑时代」

Taking on the theme 'Design Redefines Our Times', the DFA Awards Exhibition was presented as a debut event for the celebration of HKDC's 20th Anniversary, showcasing nearly 200 winning projects and designers of the five awards of the DFA Awards 2021, namely 'DFA Lifetime Achievement Award', 'DFA Design Leadership Award', 'DFA World's Outstanding Chinese Designer', 'DFA Design for Asia Awards', and 'DFA Hong Kong Young Design Talent Award', with exhibition period from 21st to 29th May, 2022 at The Mills.

于2022年5月21日至29日假南丰纱厂纱厂坊举行的「DFA设计奖展览：创新设计 重塑时代」，为二十周年打响头炮，展示五个不同设计奖项，包括：「DFA亚洲设计终身成就奖」、「DFA设计领袖奖」、「DFA世界杰出华人设计师」、「DFA亚洲最具影响力设计奖」及「DFA香港青年设计才俊奖」，接近200个2021年的得奖单位及项目，琳琅满目、各具特色、创意无限。



Design Can Advance Knowledge

01

5 key pillars to look out for in 2022 and beyond

2022年的五大挑战与前瞻

About BODW

Launched in 2002, Business of Design Week (BODW) has become Asia's premier annual event on design, innovation and brands, gathering some of the world's foremost design masters, brand leaders and entrepreneurs from Hong Kong as well as overseas. It drives discourse on the value of design and innovation to inspire global audiences and explore new business opportunities.

關於設計營商周

“设计营商周”自2002年举办以来，是亚洲设计界的年度盛事，全面探索设计、创新及品牌趋势，汇聚香港以至海外顶尖设计大师、品牌领袖和企业精英，促进对设计价值及创新的讨论，激发环球观众的灵感，探索新商机。

国际创意领袖探索“设计求变”的力量

年度旗舰活动设计营商周峰会于2022年11月30日至12月3日期间举行，我们联同策略伙伴荷兰及其创意开发平台“创意荷兰”（CreativeNL），携手将M+博物馆打造成创意天堂，90多位本地及从法国、意大利、荷兰、泰国和英国等14个国家与地区远道而来的创意领袖聚首一堂。峰会期间举行了逾30场专题讨论，讲者展开突破性的分享和交流，内容精彩吸引。不论身处何地，我们的生活和工作模式都正经历巨变，因此“设计求变”这个主题实在非常合适。通过五大议题，包括重塑品牌价值、文化与都市、元宇宙与元生活、新都市模式，以及社会创新设计，共同探讨设计如何塑造更光明的未来。这次峰会取得空前成功，现场参加者及于各大渠道收看的观众合共130万人次，不仅留下深刻印象，更有助于推动设计界创新求变。

Global Design Visionaries Explore the Power of Design For Change

From 30 November 2022 to 3 December 2022, the annual flagship Business of Design Week (BODW) Summit transformed the M+ Museum into a creative haven in collaboration with Strategic Partner the Netherlands as well as CreativeNL (The Netherlands' platform for creative pioneers), gathering 90 leaders from 14 countries and territories including France, Hong Kong, Italy, the Netherlands, Thailand, and the United Kingdom. Over 30 sessions captivated the audience's attention, fostering discussions and sparking groundbreaking ideas. With the world navigating through a whirlwind of momentous changes in how we work and live, the theme of 'Design for Change' couldn't have been more timely. Across 5 pivotal domains – Brand Transformation, Culture and the City, Metaverse and Metaliving, New Urban Models, and Social Design Innovation – we looked at how design can shape a brighter future for us all. The Summit was a resounding success with a total of 1.3 million attendees and on-demand viewership through multiple channels, leaving a profound impression and setting the stage for extraordinary transformations in the design world.



5 key pillars

1 2 3 4 5

Brand Transformation:
Building Connections and Personalising Brand Offerings

重塑品牌价值：
建立连系，提供个性化产品和服务

Culture & the City:
Safeguarding Heritage Through Design

文化与都市：
通过设计保育文化遗产

Metaverse & Metaliving:
the Next Evolution of the Human Experience

元宇宙与元生活：
人类体验再度进化

New Urban Models:
How to Co-create Sustainable Habitats Now to Benefit Future

新都市模式：
启动共建可持续的都市栖息地，惠及未来世代

Social Design Innovation:
Promoting Deeper Human Connections

社会创新设计：
加深人与人之间的关系

1

Brand Transformation: Building Connections and Personalising Brand Offerings

重塑品牌价值：建立连系，
提供个性化产品和服务

Global challenges such as the climate crisis, combined with pandemic-induced uncertainties and an impending economic downturn, have prompted companies to identify new opportunities and develop alternate business models that can make a difference. Understanding consumers' journeys and responding to environmental and social changes are critical parts of the success equation, while design and innovation give brands the ability to evolve and stay relevant amid a fickle landscape. Among the key takeaways during BODW 2022 were the importance for brands to build connections with their clients, and understanding their opinions to accurately develop new products and enhance their adaptability. Another highlight was on the rapid digitalisation of the customer experience in a mobile-first world, which has prompted companies to personalise digital marketing strategies to leverage first-party data in order to provide customers a better experience, based on their own preferences.

面对全球气候危机、经济下行等挑战，加上疫情带来的不确定因素，企业必须主动求变，寻找新机遇，开展崭新的业务模式。品牌若要取得成功，了解顾客的消费体验固然重要，回应生态和社会转变更是关键。设计和创意正好帮助品牌一臂之力，在变幻莫测的商业环境中保持竞争力和不断发展。设计营商周2022的讨论要点之一便是连系品牌和用户的重要性，同时要了解用户的意见，以助精准研发新产品，提高匹配度。另外，身处以手机为先的世界，顾客体验的数字化步伐持续加快，企业必须制定个性化数字营销策略，运用第一方数据并根据顾客的喜好，为他们提供更佳体验。

Culture & the City: Safeguarding Heritage Through Design

文化与都市：
通过设计保育文化遗产

The cultural landscape of a city evokes a sense of place, where human-focused creativity stimulates economic growth and contributes to sustainable planning. In times of change, it is especially important for design masters and advocates to gather and weave together our most cherished human values, legacies and innovations, to help define the cultural identity of a city. When change happens, it can not only affect the present and future, but also the past, with the danger that a city's precious cultural heritage is lost to the passage of time. The BODW 2022 Summit highlighted this stark possibility, and called for cities to be not only liveable, but loveable: by having citizens be part of the design process, providing them a sense of agency. City planners can no longer say 'we know better'; they have to engage a city's stakeholders: its inhabitants.

都市的文化生态能够培养归属感，配合文化活动及创意产业，更可刺激经济增长，有利于都市规划持续发展。在求变之时，设计大师和先驱更需要交流协作，推广我们珍而重之的人文价值、文化遗产与创新意念，以确立都市的文化定位。改变不仅影响现在和未来，更会影响我们的过去，因为宝贵的城市文化遗产正消失于时间洪流之中。设计营商周2022峰会强调这种情况极有可能出现，并指出城市不仅要宜居，更要受人喜爱，而方法是让市民成为设计过程的一部分，让他们感到对个人生活拥有自主权。城市规划师应该让市民（城市的利益相关者）参与其所做的各项工作。

2

3

Metaverse & Metaliving: the Next Evolution of the Human Experience

元宇宙与元生活：
人类体验再度进化

The line between our physical and digital worlds is rapidly blurring. The metaverse is where the next evolution of the human experience will take place, and creative leaders and designers are determined to lead the charge to unlock the endless possibilities of this new frontier. Innovation in technologies and business models promise to reshape our future digital landscape, and set bold new boundaries in the ways we live, work and do business. So where do we go from here? Trying to predict how the metaverse will unfold is not an easy task, but businesses are striving to take up the challenge, because the opportunities for creating wealth in the metaverse are expected to be in the trillions of dollars. This important takeaway is a wake-up call for designers and marketers to venture into and explore this exciting new world.

今时今日，实体与数字世界之间的界线越趋模糊。人类的体验将在元宇宙再度进化，创意领袖和设计师已经准备就绪，率先释放这个新领域的无限可能。崭新的科技和商业模式持续冒起，既改变了未来数字发展的趋势，也扩阔了生活、工作和营商的领域，我们今后该何去何从？预测元宇宙的未来发展并不容易，但企业正设法迎接挑战，因为元宇宙可以带来高达数万亿美元的商机。这个要点正好提示设计师和营销人员要勇闯新世界，探索令人兴奋的契机。

New Urban Models: How to Co-create Sustainable Habitats Now to Benefit Future

新都市模式：起动共建可持续
的都市栖息地，惠及未来世代

Safeguarding and sustaining urban development and prosperity are ongoing challenges for cities. Mobility, economics, and people-centric design converge and redefine a city's liveability and the well-being of its inhabitants. For cities to prosper long-term, architects and designers need to identify potential areas of intervention, remodel urban development, and co-create sustainable practices that will benefit generations to come. At BODW 2022, key ideas included the need to develop critical thinking in reimagining our future habitats, to engage the public to make significant moves away from old consumption cycles, building climate-resilient neighbourhoods in anticipation of a changing global climate, and incorporating nature into urban habitats, including making greenery and capturing rainwater integral to high-rise buildings. If we want our cities to be ready for the future, we need to start designing for change now.

城市在持续迈向繁荣稳定的发展方向时，过程中将面临与日俱增的挑战。出行体验、经济水平、设计是否以人为本等因素不但影响都市的宜居程度，也与居民的身心健康息息相关。都市若要长期蓬勃发展，便需要建筑师和设计师紧密合作，寻找理想的介入点，重塑都市的发展模式，共同实践可持续的方案，以惠及未来的世代。在设计营商周2022中，讨论要点包括需要在塑造都市栖息地时培养批判性思维、帮助公众离开旧有的消费循环、建立适应气候变化的模式以应对全球气候变化，并将大自然融入都市栖息地，例如在高层进行绿化及收集雨水。如果我们希望为未来城市做好准备，就必须立即以设计求变。

4

5

Social Design Innovation: Promoting Deeper Human Connections

社会创新设计：
加深人与人之间的关系

Social design encompasses everything from urban transportation to AI, from creating sustainable supply chains to preserving communal spaces that promote more profound human connections. It requires a holistic approach that integrates human-centred design, technology, and service perspectives. Designers and creative entrepreneurs are exploring new design thinking and technological innovations such as the internet of things (IoT) to better respond to the endless possibilities of social design. At the heart of it, social design means creating a better world for all. Keynote speakers at BODW 2022 spoke on social design and reminded us all that we don't always need to rush to get places, and if we designed our lives around people, we will not be in danger of losing sight of our collective humanity. This realisation could forever change the way we travel, connect, produce and live, transforming our cities and economies once and for all.

社会设计涵盖都市运输系统、人工智能、创建可持续供应链，及至保留拉近人际距离的公共空间，当中需要以人为本的设计、科技应用和服务规划等多方面配合。设计师和创意企业家现时在物联网等范畴不断尝试创新，冀以设计新思维打破传统规范，成就社会设计的无限可能。为大众塑造更美好的未来，正是社会设计的核心所在。设计营商周2022的主题讲者分享了对社会设计的见解，并提醒我们可以放慢脚步。此外，如果生活方式能以人为本设计，便可避免失去人民精神的危机。我们的出行、互动、生产和生活方式将因此彻底改变，把经济和都市发展带进新纪元。



About KODW

Knowledge of Design Week (KODW) is an annual thematic event that gathers the global design community in workshops, forums, and a high-level networking event. It offers an opportunity for industry practitioners to join in the big conversation on how design can solve the complex challenges that society faces today.

关于设计智识周

「设计智识周」是香港设计中心的年度旗舰活动之一，透过举办工作坊、论坛及业界联谊活动，汇聚全球设计社群，带动业界讨论设计如何解决现今社会面对的复杂挑战。

Every year since 2006, Knowledge of Design Week (KODW) has convened multi-level dialogues that examine how design solves complex challenges in society. With the theme of ‘**Regeneration by Design**’, KODW 2022 brought together a powerhouse cast of over 40 experts, entrepreneurs and creative minds from all over the world to explore topics organised under four pillars: **Regenerative Design for Our Ecosystem, Regenerative Design for Social Good, Regenerative Economy and The Future of Regenerative Culture**. Using immersive Extended Reality (XR) technology, KODW 2022 provided a remarkably exciting sneak peek into the future of global forums. For the first time, 13 panel discussions featuring A-list industry leaders were held using XR technology, simulcast over 4 TV episodes over ViuTV, bodw+ and social media, successfully achieving a total of over 680,000 viewership.

自2006年起，设计智识周从多方面探讨如何以设计应对各种形式的社会挑战。设计智识周2022以「**再生设计**」为主题，汇聚40多位来自全球各地的精英、企业家和创意领袖，重点探索四大议题，包括**包括生态主导再生设计、社会为本再生设计、再生经济和再生文化的未来**。设计智识周2022采用沉浸式XR延展实境科技，以崭新模式举办国际设计峰会。大会不仅邀请了著名的行业领袖参与13場场专题讨论分享观点，更首次使用XR科技制作节目，并在ViuTV、bodw+网上平台和社交平台同步直播四集电视节目，吸引逾68万人次观看。

Bringing kodw to prime time

a glimpse into the future of global forums

国际设计峰会展现新面貌
设计智识周进军电视萤幕



Perfectly showcasing its theme of ‘Regeneration by Design’, KODW 2022 was simulcast as a real-time virtual production using powerful XR technology to create immersive settings for participants to interact, and brought the future forward with a glimpse of a new-normal viewing experience for the international community.

Highlights of KODW 2022 included discussions on sustainable leadership and sustainability in creating a smart food ecosystem, on the possibilities of urban farming and creating indoor vertical farms. As populations grow, how we design consumption patterns to benefit the people in our value chain is a pressing concern. At her KODW 2022 keynote session, Cherrie Atilano, Founding Farmer/President and CEO of AGREA, the Philippines, said, ‘It is really about working with nature, rather than against it.’

Jack Moy, CEO of Sustenir Group, Singapore, whose company aims to strengthen food resilience in megacities through indoor vertical farming, shared his thoughts on sustainable food innovation: ‘It’s also very important for us to plan a multi-stakeholder approach that lives to our purpose to nourish people and the planet, one leaf at a time.’

设计智识周2022完美展现「再生设计」主题，以先进XR科技营造沉浸式的实时虚拟场景，让参加者互动交流，而环球观众也可以在新常态下以新方式参与峰会，共同前瞻未来。

设计智识周2022的焦点议题包括：如何开拓智能食品生态系统的环保领域和相关可持续发展工作，以及都市农耕和实现室内垂直耕种的可能性。随着人口不断增加，我们需要规划消费模式，确保价值链的所有人士都能从中受益。在设计智识周2022的专题讨论中，来自菲律宾的AGREA 创办人/主席及行政总裁Cherrie Atilano指出：「我们需要与自然共存，而非违抗自然。」

新加坡Sustenir Group致力于推动室内垂直种，从而加强都市粮食系统的复原力。该公司的行政总裁梅丁捷分享他对可持续食品创新的想法：「我们也需要规划一个令多方受益的方案，从细节逐步开始实现我们的愿景，更好地滋养人类与地球。」

**Immersive XR-
Platformed Talks by
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**以 XR 科技营造沉浸式场景，
让环球专家发表有关
设计、文化、科技和
可持续发展的真知灼见**

The issues surrounding the inequalities and challenges in post-pandemic healthcare systems around the world were also examined in KODW 2022, within the context of how design can create more equitable living standards for everyone. The first step on how to do this, according to Queenie Man, Founder and CEO of Project Futurus, Hong Kong, is through awareness building: ‘Awareness building is very important and it has to be done through education, advocacy. People fear ageing but in fact, if you look into the industry today, there’s a lot of integration of technology in elderly care.’ Dr Sanjay Batra, Hardware Research Manager at Google US, added, ‘When we’re talking about inclusive design, we are not designing one thing for everyone, we are designing a diversity of ways for people to participate in an experience.’

‘The new normal’ no longer only refers to how we have collectively adapted to post-pandemic life. It also means how we work, live and play in today’s digital world, as we venture into the metaverse and its infinite possibilities. KODW 2022 speakers also explored how Web3, the latest iteration of the internet, will redefine how we use and interact with the digital world. Web3 is about to transform cultures and communities, and the first step to unlocking its potential is to introduce users to its definitions and possibilities. Benny Ho, Head of Business Development of Animoca Brands, Hong Kong, said ‘If we were to think about Web1 as reading and receiving information from the internet, but Web2 was about reading and writing, what Web3 goes into is an extra layer of reading, writing, and ownership. You begin to have true ownership of your data, and true ownership of your content.’

KODW 2022 joined hands with Strategic Partner the Netherlands, and its platform for creative pioneers, **CreativeNL**; Strategic Regional Partner, **Guangzhou Design Week**; and Strategic Cultural Partner, **M+**, Asia’s museum of global visual culture and the site for physical events. In addition to the televised programmes, KODW 2022 workshops and masterclasses were held in hybrid format, with sessions led by global experts based in Denmark, France, Hong Kong, The Mainland, and the United Kingdom.

The talks from KODW 2022 are currently available on-demand on bodw+, Asia’s leading online design portal.

疫后全球医疗系统的不平等现象和所面对的挑战也是讨论焦点。对于如何通过设计创造更公平的生活环境，香港 Project Futurus 创办人和行政总裁文慧妍认为首先要构建意识：「构建意识是十分重要，这需要通过持续教育和宣传来达致。事实上，目前业界已经综合运用不同科技，以配合及提供长者护理服务。」美国 Google 硬件研究经理 Sanjay Batra 博士补充：「在谈及包容性设计时，我们并非设计一个适合大众使用的物件，反而是设计一个多样化的方式让公众共同体验。」

「新常态」不再单纯代表我们如何共同适应疫后生活，也关乎如何在现今的数字世界工作、生活和娱乐，拥抱元宇宙及其无限可能性。设计智识周 2022 的讲者剖析新一代互联网 Web3 如何重新定义我们运用数字技术，以及与数字世界进行互动的方式。Web3 即将为文化界和社区带来改变，若要释放箇中潜力，首先需要向使用者说明其定义和可能性。香港 Animoca Brands 业务发展主管 Benny Ho 表示：「如果我们把 Web 视作阅读及接收网上资讯，Web2 是关于阅读和写作，那么 Web3 便带领我们进入阅读、写作和拥有权的另一层次。使用者开始真正获得自己的资料及内容的拥有权。」

设计智识周 2022 与策略伙伴荷兰及其创意开发平台「创意荷兰」（CreativeNL），以及区域策略伙伴广州设计周携手合作。另外，亚洲首家全球当代视觉文化博物馆 M+ 成为是次文化策伙伴，联合举办多项实体活动。除制作电视节目外，设计智识周 2022 也以现场和网上形式举办由来自丹麦、法国、香港、中国和英国全球专家主导的工作坊和大师班。

欢迎于亚洲领先的线上设计知识网站 bodw+ 重温专题讨论的精彩内容。

Join bodw+ to explore what’s next in design!

登记成为bodw+会员 紧贴设计趋势

Originating from Business of Design Week (BODW), bodw+ is an interactive design knowledge platform provides you a great view on seminal design trends, featuring takeaways of BODW and KODW, alongside engaging livestreamed events, on-demand content, case studies, podcasts, feature stories, interviews, event listings, programme archives, and much more.

取名自「设计营商周」（BODW），设计知识数字平台 bodw+ 全面探索设计、创新和品牌趋势，让你可以紧贴设计营商周与设计智识周的最新动向之余，还可通过直播活动、节目重温、案例研究、播客、专题故事及人物访问、活动分享、节目存档等深入了解设计世界。

Find out more at www.bodw.com



WHEN INNOVATION MEETS CREATIVITY, TRENDS ARE BORN AND THE FUTURE TAKES SHAPE

FASHION
ASIA
HONG KONG

About Fashion Asia Hong Kong
Fashion Asia Hong Kong (FAHK), an initiative of the Hong Kong SAR Government, is a dynamic programme that unites designers, academics, leaders and professionals from the fashion industry to inspire collaboration, creativity and dialogue. Through a combination of insightful conversations, engaging events and cultural exchanges, FAHK reinforces the city's position as the Asian hub for fashion trade and business development.

關於 Fashion Asia Hong Kong
Fashion Asia Hong Kong (FAHK) 是由香港特別行政區政府倡議的一項大型多元時尚企劃，將時裝界中的領袖、專家、設計師及學者匯聚起來，促進協同合作及交流對話，藉以提升整個行業的創造力。FashionAsia 致力帶來深入的業界對話、推行精彩活動，增進文化交流，以巩固香港作為亞洲時裝貿易和商務發展中心的地位。

当 创新
遇上 创意：
引领趋势
形塑 未来

In today's ever-evolving world, fashion has emerged as not only a form of self-expression but also a dynamic industry that fuels economies and shapes consumer behaviour. The business of fashion involves an intricate web of strategies, operations, and creativity to drive the fashion industry forward. From designing and manufacturing to marketing and retailing, fashion has to interweave with business savvy at almost every level.

The success of fashion brands and retailers hinges on understanding consumer trends, implementing effective marketing strategies, fostering strong supply chains, and staying ahead of the curve in a fiercely competitive landscape. Fashion Asia delves into the fascinating intersection of fashion and business.

置身瞬息万变的世界，时装不仅是表达自我的方式，更是一个充满活力的行业，带动经济发展之余也影响消费模式。时装业务涉及策略、运营和创意，各个元素环环相扣，推动业界迈步向前。从设计、制造、营销到零售，几乎每个时装范畴都讲求营商技巧。

时装品牌和零售商若要踏上成功大道，便必须了解消费趋势、实施有效的营销策略、建立稳健的供应链网络，以及在激烈的竞争环境中保持优势。Fashion Asia 深入探究时装与营商的关系，剖析两者如何相辅相成。



Shashi Menon
CEO 行政总裁, Vogue Arabia
& UNXD

Tracey Cheng (Left 左)
Vice President of Merchandising,
Womenswear 女装商品部副总裁, I.T

Simone Rocha (Middle 中)
Founder & Fashion Designer
创办人及时装设计师, Simone Rocha

Divia Harilela (Right 右)
Principal & Editor 主理人及编辑, The D'Vine



Caroline Issa (Left 左)
CEO 行政总裁,
Tank Group

Alice Temperley (Right 右)
Founder &
Fashion Designer
创办人及时装设计师,
Temperley London

Jihong Mao
Founder and Chairman
创始人兼董事长,
EXCEPTION de MIXMIND
& Fangsuo Commune



虚拟访谈 VIRTUAL SESSIONS

While the physical Fashion Challenges Forum set the stage for inspirational insights in the business of fashion, the magic didn't stop there. A series of captivating virtual sessions blurred the lines between the physical and the virtual, where fashion pioneers from around the globe took centre stage. Through the power of technology, visionaries and trailblazers from far and wide connected continents and created a global tapestry of creativity and innovation.

時尚未來論壇為時裝界注入源源靈感，其影響力更延伸至網上平台。網上論壇集結環球時裝界先驅，借助嶄新科技，來自各大洲的業界先驅及翹楚探討不同主題，環球創意及創新力量共冶一爐。

时尚未来论坛 FASHION CHALLENGES FORUM

Held alongside Business of Design Week (BODW), Fashion Challenges Forum 2022 was a gathering of visionaries and trendsetters in the world of business and fashion, both in-person and virtually. Trailblazing leaders, boundary-pushing creators and passionate activists brought their expertise and invaluable insights that have the potential to reshape the business and fashion world of the future.

Speakers explored the tech innovations and digitalization sweeping through the trending metaverse and digital fashion realms to unveil a whole new world of possibilities. We witnessed the emergence of rising design talents, the dynamic shifts in the fashion retail market, and the profound transformation of consumer behaviours in a post-pandemic era.

时尚未来论坛 2022 与设计营商周同期举行，以实体和线上模式进行，汇聚一众商界翹楚及时装潮流先驱。勇于创新的领袖、突破常规的创意人才及充满热诚的倡导者聚首一堂，分享专业知识及精辟想法，力求塑造未来的商业及时装世界。

元宇宙及数字时装大行其道，讲者精探索相关创新科技及数字发展，揭示各种崭新的可能性。身处后疫情时代，我们见证设计人才辈出，时装零售市场不断变化，消费者行为也出现巨变。

VENUE:
POOLHOUSE,
GRAND HYATT
HONG KONG

香港君悦酒店
Poolhouse

28.11.2022

数字系列 DIGITAL SERIES

Fashion Asia 2022 also unveiled an extraordinary lineup of digital content with four enriching episodes showcasing the brilliance of fashion experts and insiders who are redefining the landscape of style.

These short videos are more than just a glimpse into the minds of industry trailblazers – they are a treasure trove of insightful business solutions and actionable perspectives on the ever-evolving local and global fashion developments, letting viewers stay one step ahead of the competition.

此外，Fashion Asia 2022 制作丰富的数字内容，包括四集内容精彩的节目，邀请多位重塑时装格局的专才及业内人士分享心得。

业界翹楚通过这些短片畅谈宝贵见解，也提供具启发性的营商方案及可行的务实意见，以应对变化多端的本地与全球时装发展，帮助观众在日新月异商业竞争中早着先机。



Buyers and Brand Curation
时装买手看新晋设计师

Jimmy Chan (Left 左)
Head of Account Management Farfetch
APAC

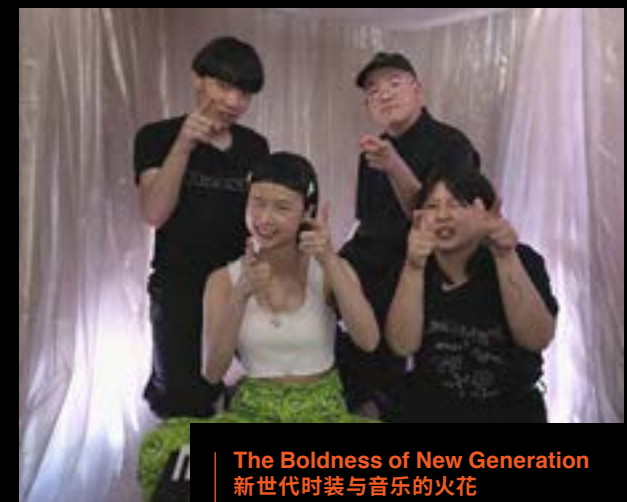
Tracey Cheng (Right 右)
Vice President of Merchandising,
Womenswear 女装商品部副总裁, I.T



The New Era of Glamour
本地时装的黄金时代

Constance Lee (Left 左)
Founder & Image Director 创办人及形象总监,
CONSTYLE

Derek Chan (Right 右)
Co-Founder & Design Director
共同创办人及设计总监,
DEMO



The Boldness of New Generation
新世代时装与音乐的火花

Rex Lo (Back Row, Left 后排左)
Founder & Designer 创办人及设计师,
SOMEWHERE NOWHERE

Lung (Back Row, Right 后排右)
Video Director & VJ 经理人及监制

Merry Lamb Lamb (Front Row, Left 前排左)
Electronic Musician 电子音乐人及歌手

Elly Cheng (Front Row, Right 前排右)
Founder & Designer 创办人及设计师,
SOMEWHERE NOWHERE



Embracing Culture through
Fashion
时尚与文化交织

Kenji Wong (Left 左)
Creative Director & Founder
创作总监及创办人,
GrowthRing & Supply

Jerry Keung 姜伟池 (Right 右)
Keung's Dragon and Lion Team
姜氏金龙醒狮团

ASHLYN



BAD BINCH TONGTONG



CELINE KWAN



MÄRCHEN



MING MA

Unveiling the rising stars that are set to redefine the industry, Fashion Asia partnered with Lane Crawford and LABELHOOD to present the talent, creativity, and unique perspectives of 10 upcoming fashion designers in the '10 Asian Designers to Watch' exhibition. From bold and avant-garde designs to innovative reinterpretations of tradition, **ASHLYN, BAD BINCH TONGTONG, CELINE KWAN, MÄRCHEN, MING MA, pillings, PONDER.ER, RYUNOSUKEOKAZAKI, YUEQI QI** and **Yuhan Wang** are pushing boundaries, making their mark on the global fashion stage and captivating audiences around the world.

10 ASIAN DESIGNERS TO WATCH

PONDER.ER



Yuhan Wang



pillings



Fashion Asia 与连卡佛及蕾虎合办亚洲十大焦点设计师时装展览。这 10 位设计新星即将为时装赋予全新定义，展品尽显他们的才华、创意及独特触觉。不论是大胆前卫的设计，抑或是以创新手法重新演绎传统风格，ASHLYN、BAD BINCH TONGTONG、CELINE KWAN、MÄRCHEN、MING MA、pillings、PONDER.ER、RYUNOSUKEOKAZAKI、YUEQI QI 及 Yuhan Wang 不断破旧立新，并在国际时装舞台留下足迹，让全球观众赞叹不已。



RYUNOSUKEOKAZAKI



YUEQI QI

亚洲十大焦点设计师



4-18.
11.2022

LANE CRAWFORD
TIME SQUARE SHANGHAI
上海时代广场连卡佛

3-13.
03.2023

LANE CRAWFORD FLAHSHP STORE
IFC MALL
香港国际金融中心连卡佛



23-28.
03.2023

THE SOMEKH BUILDING
ROCKBUND SHANGHAI
上海外滩哈密大楼



Fashion Asia collaborated with I.T to host an exclusive exhibition for the uprising fashion designers in Hong Kong. Held concurrently with the forum, Hong Kong Showroom shone a spotlight on the remarkable designs of local talents including CHRISTIAN STONE, CODA, KARMUEL YOUNG, TAK L., and VANN, who are from HKDC's Fashion Incubation Programme (FIP) and Design Incubation Programme (DIP). This was also the first-ever Hong Kong Showroom with an e-commerce experience, which opened up unprecedented business opportunities for these talented designers.

Taking place at the same time and same venue, Pop-up Spaces featured outstanding fashion students and graduates from Hong Kong Design Institute, Hong Kong Polytechnic University, Technological and Higher Education Institute of Hong Kong, and Caritas Bianchi College of Careers.



22-29.
11.2022

I.T ONE HYSAN AVENUE
希慎道一号 I.T

Fashion Asia与I.T携手合作，为香港时装设计新秀打造独一无二的展览空间「Hong Kong Showroom」。展览与论坛同期举行，展品令人眼前一亮，皆来自香港设计中心旗下两个大型专才培育计划：时装创业培育计划及设计创业培育计划培育的本地时尚新星，包括 CHRISTIAN STONE、CODA、KARMUEL YOUNG、TAK L. 及 VANN。Hong Kong Showroom 首次提供电子商贸服务，为一众设计人才带来前所未有的商机。

同期展览「Pop-up Spaces」于同场举行，集合时装系学生及毕业生的优秀杰作，他们分别来自香港知专设计学院、香港理工大学、香港高等教育科技学院及明爱白英奇专业学校。



Design Can Nurture People

02

Ron Leung

Walter Ma

Mandy Tsang

Hong Kong is a fertile environment for creative minds to push boundaries and reimagine the possibilities of design, and there are many talented young designers brimming with potential here. However, the point where raw creativity needs to be transformed into tangible commercial viability is an important crossroad for any designer. This is where the influence of industry mentors becomes a guiding beacon on the runway towards success. HKDC's Design Incubation Programme (DIP) is a two-year programme that provides financial support, training and mentorship for young designers. The synergy between seasoned industry professionals and the talent they nurture is a symbiotic relationship that fosters learning on both sides. Here, our mentors give us a glimpse into their own journeys in the design world, and share their hard-earned wisdom and expertise.

Nurturing Creativity: The Transformative Power of Industry Mentors

梁昆刚
Ron Leung



马伟明
Walter Ma



曾为民
Mandy Tsang



培育创意人才：
业界导师
以智慧洞见
引导新一代

香港拥有激发创意的理想环境，有利于业界人才突破常规，再思设计的各种可能。不少本地年轻设计师准备大放异彩，尽展无限潜力。然而，将纯粹创意变为切实可行的业务，往往使设计师站在关键抉择的十字路口。在迈向成功的路上，业界导师通常是引路明灯，发挥重大深远的影响。香港设计中心的设计创业培育计划（DIP）为期两年，为年轻设计师提供财务资助、培训及指导。资深业界专才与培育公司之间建立双赢关系，加强双方学习交流的效益。我们邀得计划导师畅谈各自的设计历程，分享得来不易的睿智和专业知



Would you tell us how you started your career in the design industry and how you keep your brand competitive long-term?

I studied fashion design at the Hong Kong Institution of Fashion Design, and dressmaking at Far East Dressmaking School respectively. After graduating, I was invited to be a guest tutor at both schools. This allowed me to further my learning by supporting new students and exploring ways to achieve my ultimate goal of launching my own fashion brand. At that time, I joined a major Far East Dressmaking School's fashion show. Following this exposure, I was invited to be interviewed on a television show. My first employer saw the interview and gave me a call - inviting me to join their company. I learnt a lot about design, production, and business operations there.

With that entrepreneurial foundation, just 8 months later, I established my own fashion house – Vee by Walter Ma. My rule of thumb for healthy and sustainable growth is to remain competitive in the ever-changing industry and to evolve over time. Focusing on innovation and reacting to market trends has been key to the brand's ongoing success.

你当初如何投身设计业？你如何保持品牌的长远竞争力？

我分别在香港时装设计学院修读时装设计和远东裁剪学校学习裁剪技巧。毕业后，我获邀成为这两所学校的客座导师。过程中，我扶植新入学 的学生，亦探索到自己如何实现推出自家时装品牌的目标，令我获益更多。当时，我参加了远东裁剪学校举办的时装表演。在这次曝光之后，我获得了参与电视节目的机会，在节目中接受访问。节目播出后，我接到第一任老板的电话，邀请我加入他们公司。我在那里学到了很多关于设计、生产和业务营运的知识。

凭借这种创业基础，我在仅仅 8 个月 后便成立了个人的时装公司——Vee by Walter Ma。要维持品牌健康平稳的发展，关键是在这个不断变化的行业中保持品牌的竞争力，与时俱进。专注于创新及掌握市场趋势一直是品牌持续成功的关键。

Would you tell us about how the fashion design industry in Hong Kong has changed in recent decades?

I began my career in the mid-1970s, when international fashion brands had yet to dominate the Hong Kong market. Local selections were limited at the time, so my distinctive designs offered something fresh for customers to discover. Today's landscape has changed dramatically. With the internet and social media, consumers have access to trends from around the globe instantly. For local brands like mine to remain top-of-mind amidst the influx of information, we must enhance our marketing efforts to stay on people's radars.

Compared to when I started, the government now provides ample opportunities to support fashion education through creative funding and workshops — resources that did not exist previously. This encourages young talents to explore and develop their skills. I hope the next generation will make the most of these advantages to forge their own paths in this dynamic industry. Constant evolution is essential given today's fast-paced climate, but passion and perseverance will always lead to success.

香港最近数十年的时尚设计行业有哪些变化？

我在 70 年代中期投身行业。当年鲜有国际品牌，本地选择亦有限，所以我的设计为顾客带来新颖独特的选择。时至今日，随着互联网和社交媒体的出现，消费者可以即时获取全球的时尚潮流信息。对于像我这样的本地品牌来说，在这个资讯发达时代要保持人们的关注度，我们必须加强营销推广。

与我创业时相比，政府现在为时装学生提供更多机会，为创意产业提供资助和通过研讨会支持时尚教育，鼓励年轻人探索和发展自己的才能，以前是没有这些资源的。我希望新一代能充分利用这些优势，在这个充满活力的行业中开创自己的道路。在当今节奏和变化迅速的商业环境中，推陈出新固然重要，但激情和毅力将始终引领成功。

What advice do you have for aspiring designers who are running businesses in the industry?

Every fashion designer dreams of succeeding on the global stage — participating in major fashion weeks and gaining recognition internationally. However, breaking into established European markets presents challenges for new designers due to high costs. To lay the foundation for future expansion, we must first approach fashion as the business it is. Stabilising revenue streams and minimising overheads at home will allow brands to strengthen their financial footing before venturing abroad.

Meanwhile, the Mainland market offers tremendous opportunities for growth. As interest in fashion continues to rise there, young designers would be wise to explore opportunities within the thriving domestic scene. Last but not least, focusing on astute execution will be the key to bring concepts to life.

对于自己创业的时装设计师，你有甚么建议？

参加大型时装周、打响名堂，以至在全球舞台上大举成功是每个时装设计师的梦想。但是对于新晋设计师来说，进军欧洲市场成本实在太高。要奠定稳固的基础，我们必须首先将时装视为一项商业。在本地稳定收入来源并减少非必要的经营开支，能加强品牌的财务基础，然后再尝试进军海外市场。

与此同时，内地的服装消费市场提供了庞大的拓展机会。近年内地对时尚品的追求，成为香港时装设计的新市场，对于本地设计师来说，探索内地市场是不错的选择。不得不提的是，精准的策略与高效执行是将愿景转化为成果的关键。

Vice Chairman of Hong Kong Fashion Designers Association
香港时装设计师协会副主席

马伟明

Mr. Walter Ma



Would you tell us your story about how you started your own business?

I was searching for a role that would combine my passions for design and video production. Usually, these two fields are separate in most industries. However, the rise of social media gave rise to a growing demand for engaging visuals. As platforms like YouTube and Instagram boomed in the 2010s, the need for dynamic motion design emerged. I founded eMotionLAB in 2012 to deliver creatively-driven motion work to clients.

Would you tell us the element(s) that you consider as important for success in the design business?

Passion and perseverance lay the groundwork for achievement in any industry. That being said, deft communication and proficient execution are equally paramount in the design business, as expertise alone is insufficient. One must skilfully convey concepts and interact with clients. Converting ideas into quality, on-schedule outcomes requires agile project management and problem-solving. It is through technical prowess paired with excellent communication and follow-through that designers find lasting recognition.

What is the most memorable experience you can share with our DIP incubatees?

My first government project holds a special place in my career – it was a series of promotional videos for the Economic Development Committee, combining live action and motion graphics. Its extensive scope demanded far more time than typical productions. With tight deadlines looming, the challenges seemed insurmountable at times. Yet my dedicated team spurred me on during my moments of doubt. Their unfailing support helped ensure project delivery, culminating in high praise from the government client.

This experience taught me that even in the face of immense difficulties, a persevering spirit remains key. No goal is unattainable as long as one refuses to surrender. I share this story hoping to encourage DIP incubatees that commitment and diligent effort can help them surmount obstacles at work and events in life. Through teamwork and a strong will to succeed, all things become possible.

As a mentor for DIP, what advice do you have for aspiring designers who are just starting out in the industry?

To thrive in the ever-evolving design industry requires concentration, continuous learning and growth. If there's something that separates pros from amateurs, it's the willingness to welcome obstacles, take smart risks and embrace challenges. Making the most of networking, embracing feedback to strengthen your skills and maintaining a professional yet innovative approach will help you stay ahead of the curve. All in all, success comes to those who embrace challenges. But success doesn't come overnight. It demands commitment to consistent self-improvement through diligent and never-ending work.

可否分享你的创业故事？

当时的我一直在想如何结合自己对设计及影片制作的热诚，但是在大多数行业中，它们都是属于两个个别范畴。然而，社交媒体的兴起带动了用户对动态影像内容的需求。随着 YouTube 和 Instagram 等平台在 2010 年代蓬勃发展，市场对于动态图影像设计等新兴行业的需求上升。我于 2012 创立了 eMotionLAB，为市场提供新派动态影像设计，在数字年代带来动态视觉传达设计。

Ms. Mandy Tsang

曾为民

Founder and Creative Director of
eMotionLAB, a Motion Design Studio
动态影像设计工作室eMotionLAB
创始人及创意总监

要成功发展设计业务，你认为需要具备甚么条件？

无论从事什么行业，热诚和毅力绝对是成功要素。在设计行业中，仅凭专业知识是不够的，懂得灵活沟通和有效执行很重要。要将天马行空的构思以生动而有条理的方式传达给客户，需要灵活的项目管理和解难能力，当中以高度沟通能力担当重要关键角色。通过出色的沟通和后续跟进，设计师方能获得认可。

能为我们的 DIP 学员分享令你难忘的经历吗？

我参与的第一个政府项目，在我的职业生涯中别具意义。那是为经济发展委员会制作的一系列宣传短片，当中涉及实景和动态影像设计，项目范围之广较一般的制作需要更长时间。随着截止日期步步逼近，我们似乎难以达成目标。在我感到气馁之时，团队成员鼓励我，最终顺利完成项目交付，并获得了政府客户的高度赞扬。

这次经历让我知道，即使事情看起来很困难，重要的是永不言弃。我希望这个故事能够鼓励 DIP 的学员，拥有坚持不懈的精神可以帮助他们克服工作和生活中的障碍。凭借团队合作和坚定的意志，一切皆有可能。

身为DIP的导师 你对刚投身行业的设计师有甚么建议？

设计行业瞬息万变，设计师需要保持专注，以求进的精神鞭策自己不断成长。想在众多竞争对手中突围而出，便要有冒险的精神，迎难而上，积极应对挑战。与专业人士交流、认真看重反馈以提升自己的技能、并时刻展现专业可靠的态度，将帮助你保持领先地位。总而言之，拥抱挑战是迈向成功的起点。但成功并非一朝一夕，而是需要精进不休、一点一滴累积得来。



What are the biggest challenges facing young designers in Hong Kong's business environment today?

The primary challenge faced by designers and the design industry in Hong Kong, as well as in general, pertains to the limited recognition of the value of design within society. The prevailing perception among individuals is that design is solely associated with aesthetics, which is often considered an optional factor in the market and business competition. However, it is important to acknowledge that design is an indispensable element for achieving success in competitive environments. If business managers currently only perceive design as a mere expense, it is imperative that they reconsider their perspective. Design should not be regarded solely as an expenditure; rather, it should be viewed as an investment that can yield returns. Until the broader society and clients recognise the inherent value of design is not merely aesthetic but more accurately: 'understanding audience needs', designers and design businesses will continue to face challenges.

面对现今香港的营商环境，年轻设计师遇到哪些最大挑战？

对于香港设计师、香港以至环球设计行业来说，主要挑战是社会大众普遍对设计价值缺乏认知。很多人认为设计纯粹是关于美学的事，而美感在市场及商业竞争层面只是一个非必要性的选项。然而，要在竞争激烈的环境中稳操胜券，则需知道设计是不可或缺的元素。如果决策者目前只将设计视为一项开支，那么他们就必须重新审视自己的看法。设计不应被视为一项支出，而是可以带来回报的投资。设计师和设计企业仍将继续面对挑战，直至社会及顾客普遍意识到设计的内在价值不只在美感，而是「了解受众需要」。

How do you help DIP incubatees navigate those challenges you just mentioned?

As a mentor, I am so gratified to witness the growth of these exceptional young talents who possess remarkable abilities and promise, thanks to the comprehensive business training, support and guidance of the programme. In my role, I offer advice and suggestions based on my experience, providing objective insights when needed. I also give them my opinions on how to leverage their strengths and advantages to maximise their competitiveness, address any challenges or shortcomings in their business models, and strategically position their businesses within the market in alignment with their specialised offerings. Often, these aspiring designers find themselves at a crossroad, facing perplexing decisions, and I assist them in making informed choices.

你如何帮助设计创业培育计划（DIP）的设计师应对刚才提到的挑战？

我接触过的年轻设计师都才华洋溢，前途无可限量，而身为导师，能亲眼见证他们在计划的全面营商培训、支援及指导下得以成长，实在非常欣慰。我的角色是根据自己的经验提供意见及建议，并在有需要时分享客观见解。此外，我会跟他们谈谈如何发挥自己的专长和优点以提升竞争力、其商业模式的缺点及可能面对的挑战，以及如何根据产品及服务特点将业务定位。这些有抱负的设计师不时会发现自己处于十字路口，不知怎样作出抉择，而我会从旁帮助他们，在掌握更多信息下作出明智选择。

What advice would you give to young designers who want to expand their business outside Hong Kong?

Hong Kong designers are highly adaptable, thanks to their long-established history and repertoire of catering to the needs of global markets. It is crucial for young designers to avoid limiting their vision and business prospects solely to Hong Kong. Numerous potential markets surround us, extending beyond the traditional markets of the Americas and Europe. The ASEAN and North Eastern Asia regions offer vast opportunities, not to mention the ready accessibility of the Greater Bay Area and the rest of the mainland China market. Moreover, the emerging Middle East market should not be overlooked. Overall, we possess the advantage and competitive edge required to thrive in these markets. Just be brave and step out!

对于有意将业务拓展到香港以外的年轻设计师，你有什么建议？

香港设计师拥有适应能力非常强的特质，这是受益于香港设计行业的发展一直面向国际，惯于迎合环球市场的需求。年轻设计师不应固步自封，把自己的视野和业务发展局限于香港，而应放眼世界。除了美洲、欧洲等传统市场外，我们周边亦有不少具潜力的市场。东盟及东北亚地区机遇处处，更不用说毗邻的大湾区及其他内地市场。另外，新兴的中东市场也不容忽视。总的来说，我们具备有利条件和竞争优势，有能力在这些市场蓬勃发展。只要勇敢走出去，便能闯出一片新天地！

Founder and Creative Director
of L.I.M. Design Work,
a Multi-disciplinary Design House
跨范畴设计工作室白水草堂创作室
创始人及创意总监

DIP
设计
创业
培育
计划

梁
昆
剛

Mr. Ron Leung

Life is the Driving Force Behind Design

生活就是设计的原动力

People need inspiration in every aspect of life. Its position is no exception when it comes to design. Inspiration from daily life will always help you generate creative and unique ideas for your projects. Meet the 12 incubatees from our Design Incubation Programme (DIP) who lay bare their sources of inspiration.

在生活的各个方面，人们都需要灵感，设计领域也不例外。来自生活的灵感可以帮助你激发创意，产生独特而创新的意念。让我们了解以下12家「设计创业培育计划」公司，揭示他们的灵感来源。

‘Running in nature gives me a clear and concentrated mind to start a design concept.’

Running Trails in Nature



“在大自然环境中跑步，让我更能集中精神，以清晰的头脑构思设计理念。”



Terence OR

LPMC LIMITED

LPMC is a collective of multidisciplinary creatives, we specialise in creating bespoke spaces for a diverse array of clients.

Constantly pushing boundaries of our field, we take clients on a personalised creative journey and have a penchant for the extraordinary. Balancing meticulousness with ingenuity, we unlock fresh ideas and create unforgettable environments that rouse curiosity and awaken the senses.

LPMC是一个集合多学科创意人才的单位，我们专注于为不同类型的客户创造定制室内空间。

我们不断挑战领域的边界，对非凡的事物充满热情，带领客户走上一段个性化的创意旅程。在细致和独创性之间取得平衡，释放新鲜的想法，创造令人难忘的环境，唤醒好奇心，激发感官体验。

郊区跑步径

‘Deep Food’s experimental prawn dumplings, also known as HarGow, were among our very first projects. The idea happened spontaneously when our family was making dim sum. It carries a fun yet serendipitous spirit that is still important in our practice.’



HarGow

虾饺

“Deep Food 的实验虾饺是我们的早期项目之一。我们一家人制作点心时，脑海突然浮现这个想法，有趣味之余而又出于偶然，这份精神在我们的设计过程中仍占重要席位。”

Heinrik NG Cindy CHAN

Deep Food Limited 深食

Deep Food is 'Food for Thought', a creative agency that deploys multi-sensory edible experiences for public programmes to promote art and culture. We extend the value of edibles as a content medium, with creation ranges from immersive exhibition experiences to multi-sensory performances and creative workshops.

Co-founders of Deep Food, Cindy and Heinrik, both graduated from PolyU with BA in Product Design. Cindy has a MA in Applied Imagination in the Creative Industries at Saint Martins.

深食 (Deep Food) 是为思辨而创作的食物设计，成员陈可儿和伍泽均利用产品设计背景，致力于为公共项目提供多感官的可食用体验，以推广艺术和文化。在设计中反映各种生活文化和哲学观点，通过进食体验来激发公众思考及引起讨论。

两位联合创始人毕业于理工大学产品设计系，陈氏亦毕业于伦敦圣马丁学院（设计硕士）。



‘Time Flows, a handmade book documenting my inner thoughts and struggles during my first four years of design practice, reminds me of why I started, to never stop questioning, never give up and work hard with a good heart.’

“《Time Flows》是一本人手制作的书籍，记录了我投身业界首四年的心路历程和挣扎，提醒我要毋忘初心，永不停止提问，永不言弃，努力不懈，同时行出善良。”

Time Flows



WONG Yui Chung, Eddie

Eddie The Studios 本

Eddie The Studios is a collaborative design and research practice that works in the field of graphic design and typography with a focus on books and visual identities. We combine creative and strategic perspectives with a contemporary visual sensibility to approach projects of different scales and complexities.

本 (Eddie The Studios) 是一家设计与研究实践并重的工作室，专注于各种视觉形象企划及书籍体验设计。我们重视设计的力量，通过设计实践及思量，以故事加以转化，给受众留下一个讯息，强调设计生命观。



‘My messy studio is my source of inspiration – because creating your own ambience is the first step in design.’



我凌乱的工作室

My Messy Studio

LAM Kin Yan

Genau Studio 系工作室

Genau Studio was established in December 2021 by LAM Kin Yan. It aims to provide both garments in an ethical manner. With sustainability and craftsmanship as its focus, it endeavours to create long lasting garments with high quality. Genau Studio explores the application of natural dye, including screen print and block print, and the use of traditional techniques in a modern context.

係工作室 (Genau studio) 由林健仁于2021年12月成立，旨在以文化工艺和可持续性为核心创造高质量的服装。工作室探索天然染料的应用，包括丝网印刷和木刻印刷，以及在现代思维下使用传统技术。

“凌乱的工作室便是我的灵感泉源 – 因为营造属于自己的氛围，是设计的第一步。”

“我们如能在平凡中发现美，便更懂得欣赏大自然及其所蕴藏的奥秘。有时，大自然甚至可以帮助我们觅得创作灵感。”

The Art of Finding Beauty in the Mundane



在平凡中发现美

Tara LEE

LE MANDORLE LIMITED

Founded in 2021 by Tara LEE, LE MANDORLE is a jewellery design studio that delicately weaves artistry and practicality into wearable sculptures.

The name LE MANDORLE, which translates to 'The Almond' in Italian, reflects the brand's philosophy of simplicity and organic beauty. The studio is committed to ethical sourcing, with a focus on using primarily recycled sterling silver with 18k gold plating. This commitment ensures that each piece is accessible to all who seek to adorn themselves in wearable art.

由设计师Tara Lee于2021年创立的首饰品牌LE MANDORLE，创作兼具雕塑感与当代女性特质的轻奢珠宝首饰。

品牌名取自意大利文“杏仁”的意思。通过精巧设计，探索自然、女性与首饰三者之间的关系，将永恒作为设计的关键词。利用环保纯银与18k镀金，以此延续在品牌的可持续理念。



‘Discovering beauty in the mundane encourages us to gain a deeper appreciation for the natural world and the wonders that it holds. Sometimes it can even help us find inspiration for our own creative endeavours.’

“我们对超现实和乌托邦的景观着迷。我们作风大胆的实验设计参考了‘流体建筑’，它不仅代表一种风格或形式，更体现了一种无形的实验精神。”

Surreal Architecture and Utopian Landscapes

‘We are fascinated by surreal and utopian landscapes. Our bold and experimental designs reference Blobitecture, which does not merely represent a style or form, but a non-tangible, experimental spirit.’



**Andrea LAU
Sam CHAN**

Kinks Lab

Kinks Lab aims to explore creative ways in jewellery wearability through the combination of 3D technology and traditional metalsmith. The designer-duo base their ideas on a unique form of architecture, Blobitecture, in creating experimental and bold jewellery. Its organic form represents their utopian vision as designers with architectural background and the integration of spatial concepts in jewellery making.

Kinks Lab expands the market globally to Japan, Taiwan and the United Kingdom, and is featured by multiple media, including Vogue HK, Madame Figaro, Harper's Bazaar, Schön! Magazine, WWD Japan and more.

Kinks Lab 通过将液态立体建模技术及传统金工艺相结合，探索珠宝的另类穿搭可能性。设计师二人以独特形态的“流体建筑”为设计概念，创作出实验性及大胆的珠宝。

Kinks Lab 在两年间将市场扩展至全球，包日本、台湾和英国。品牌还与造型师和艺术家紧密合作，并受到多家媒体报导，包括 Vogue HK、Madame Figaro、Harper's Bazaar、Schön! 杂志、WWD Japan 等。

超现实和乌托邦的景观



大自然



‘Nature inspired me to create this bamboo craft kit with the idea of ‘Make Your Own Bamboo Work’. It’s sophisticated yet easy to do, and it gives a deeper appreciation of the art of bamboo craft.’

Nature

“大自然启发了我创作这款竹编作品材料包，既精致又容做，以‘任何人都能做到’作出发点，让人更深入欣赏竹艺。”

TING For Chun

YIWOOO.CO 二回

Yiwooo is a bamboo craft brand established in 2018. With the meaning of ‘twice’ in Chinese, the name is inspired by the creation process where bamboo strips have to be woven across at least twice for sturdiness. The brand commits to connecting bamboo crafts with modern city life through its handicraft bamboo product, workshop, spatial design and installation. Exhibitions have been shown on Crafts on Peel, LANDMARK and Blue Bottle Coffee.

“二回”竹编工文化组织成立于2018年。“二回”意味重覆，名字灵感来自于竹编图案至少重覆两次才能稳固结构。品牌通过制作竹编工产品、工作坊、空间装置设计，致力于将竹工艺重新带进城市，连结现代生活。作品曾于 Crafts on Peel 及 LANDMARK 及 Blue Bottle Coffee 等展出。

“大自然奇观色彩斑斓，呈现错综复杂的图案及纹理，一直是创作灵感的泉源。人类无法掌控的强大自然力量，能够激发创意想像。我渴望像花卉或植物一样，在任何环境中都能茁壮成长。”



Nature

‘Nature’s wonders, with their diverse colours, intricate patterns and textures, have always been a source of inspiration. The powerful and uncontrollable forces of nature inspire creativity. I aspire to grow and thrive like a flower or plant in any environment.’

大自然



Mandy TSANG

Momant Studio Limited

Established in 2020, Momant Studio is a visual and spatial design studio that provides tailor-made services. Combining natural materials such as flowers and foliage with multimedia elements, the studio creates a pleasant journey for clients from a different perspective. We have participated in projects such as Louis Vuitton’s global project paying tribute to the legendary designer Virgil Abloh in Hong Kong 2021 etc.

于2020年成立的Momant Studio是一家视觉及空间装置艺术工作室。通过植栽及花艺，揉合实体布置及多媒体，协助客户呈现不同的主题及故事。我们曾参与国际品牌的艺术装置工作，例如在2021年参与LV男装艺术总监Virgil Abloh的香港纪念活动的植栽创作。



“Chanel N°5 是我最早的嗅觉记忆，如此细腻的香味启发我探索奢华世界。由画家变成调香师，我生命中的一切都是从那一刻开始。”

Chanel N°5



‘Chanel N°5 was my earliest olfactory memory. Its exquisite scent inspired me to embark on an exploratory journey into the world of luxury. Everything in my life, from being a painter to a perfumer, started from that moment.’

Jasper LI Adrian YU

TOBBA PARFUMS LIMITED

Tobba's founder Jasper views perfume as a work of art and a way of expression. The former painter is influenced by the statement 'Art is not bounded by one dimension', which drives him to experiment with different mediums throughout his artistic journey. Scent being one of them, turns out to be the perfect canvas for him. Jasper translates the visual into the olfactory, utilising a wide variety of ingredients to build layers, add depth and create textures while evoking heart-warming memories that form the foundation of the audience's interpretation.

Tobba的创办人Jasper Li视香水为一种艺术的呈现。曾经是一位全职画家的他相信，艺术不局限于一个维度，这个信念一直推动他寻找绘画以外的可能性，直至他发现气味拥有令人着迷的力量，进而大胆尝试和探索调制香水，把其艺术的语言从视觉转化为嗅觉，利用香气造出视觉的层次、温度和质感。

“我小时候玩具不多，长大后令我十分在意，所以现在会买很多，这对我来说有疗愈作用。我最终收藏了一大批玩具，而这些玩具为我的工作注入无限灵感。”



Toys I Wanted
as a Child

Toki WONG

Toki Studio Limited

Kowloon City Boy was born out of our belief that fashion is not unattainable, but accessible and down-to-earth. While the clothes on the runway are indeed eye-catching and dazzling, we believe that great designs are practical and wearable in daily life.

Simply put, we want to make 'beautiful and down-to-earth' fashion items! That's why Kowloon City Boy is here! We hope to share our beliefs and creative ideas through localised designs.

Kowloon City Boy的出现，源于我们认为时装并不是高不可攀，而是可以平易近人。伸展台上的衣服确实耀眼，但我们更期望出色的设计能够“着出街”，让更多人可以在日常生活穿上。

简单来说，我们想做“贴得贴地”的时装！于是Kowloon City Boy风格出现了！希望通过在地化的设计，分享我们的信念和创作意念。



‘I didn't have a lot of toys as a child, so I buy a lot of them now. It's therapeutic for me. I ended up with a huge collection, and they inspire my work as a designer.’

小时候想拥有的玩具

“我们屡获殊荣的 Bubbly Lamp 破格创新，能够变换成不同的形态。这款座地灯既优雅又玩味十足，为各种家居增添生趣。”



Bubbly Lamp

‘Our innovative, award-winning Bubbly Lamp is designed to be able to transform into different forms. This playful yet elegant floor lamp will be a special addition to any home.’

Francis LAM Etain HO

Canalside Studio

Canalside Studio is a design practice curious at multiple disciplines from architecture, interior, installation art to furniture and product. We approach design subjects through questions and innocent perspectives, to identify practical constraints and distill its essential characters into a physical experience.

Works of the founders, Francis and Eain, have also been featured in media and publications including Designboom, Dezeen, Archdaily, AD Clever and Detail magazine.

Canalside Studio 是一间从事建筑、室内、装置艺术和产品的多面向设计工作室，通过提问和回归基本的观点进行设计，从切实的限制里分析根本的特征成为独特的体验。

创办人 Francis 和 Etain 的作品曾刊登于 Designboom、Dezeen、Archdaily、AD Clever 及 Detail magazine 等媒体和杂志。

‘I am always on the go. To feed my mind with innovative and creative ideas, I like to shuffle between transport modes. I wander around, using my smartphone to capture fleeting ideas through text and images.’

Achieve a
State of Flow



“为客户找出广告创意意念，不能简单只坐在办公桌前。我喜欢穿梭于交通工具或在街上步行，然后用一部电话，将稍纵即逝的意念以文字及影像记录。”

让自己不断流动

Sam WONG Venus KWAN

8899 Creative Limited

8899 Creative was founded in 2020 and is an advertising agency and production house. We provide comprehensive creative communication and production solutions, including television commercials, online videos, graphic design, outdoor advertising, event planning, digital advertising campaign design, and more.

Through precise planning in the pre-production, production, and post-production stages, clients can visualize the finished product to about eighty to ninety percent completion from the very beginning.

8899 Creative 成立于 2020 年，是一家广告创作与制作公司。我们提供全面的创意沟通和制作方案服务，包括电视广告、网络短片、平面设计、户外广告、活动统筹、数字营销广告设计等。

通过前中后期的精确规划，客户一开始便可以预视到 8899 的完成品。



In the competitive fashion world, having the right support can make all the difference between success and failure. Three emerging designers, Jason, Vann and Wilson were among those who received assistance to pursue their ambitions through HKDC's Fashion Incubation Programme (FIP). With the guidance and resources provided by the programme, they were able to chart a successful trajectory towards achieving their professional goals.

Jason learned about FIP during his studies and seized the opportunity to apply for the programme after he entered the commercial market. Vann knew that FIP has abundant resources and funding, so she decided to give it a try and applied for FIP when figuring out where to begin to advance her business. Wilson, after years of building his brand, saw FIP as the ideal platform to take it to the next level.

United by their pursuit of success, the three designers recognised the value of seeking support in order to thrive and succeed in the competitive fashion landscape.

时装界竞争日趋激烈，获得適切支援是设计师能否突围而出的关键因素之一。三位新晋设计师李居锜 (Jason)、郭妍慧 (Vann) 及蔡鸿成 (Wilson) 在香港设计中心的时装创业培育计划 (FIP) 支援下，得到专业指导及宝贵资源，帮助他们逐步实现梦想，向事业目标进发，踏上成功创业路。

Jason在就学期间知悉FIP，其后踏入商业市场即把握机会申请参加计划。Vann得知FIP拥有丰富的资源和创业资助，当她希望推进品牌业务时，便决定尝试申请FIP。而建立品牌数年的Wilson，则认为FIP是将品牌推到更高层次的理想平台。

在迈向成功的路上，三位设计师皆认为寻求支援至关重要，有助于在业界竞争对手中脱颖而出。

Vann Kwok
郭妍慧

Wilson Choi
蔡鴻成

Jason Lee
李居锜

展开蜕变之旅
FIP帮助
释放时装潜能：

Unlocking Fashion's Potential: The Power of FIP in Transforming Emerging Designers



Crafting an Inspirational Journey: The Visionaries Behind REDEMPTIVE, YMDH, and VANN

打造鼓舞人心的旅程：
REDEMPTIVE、YMDH及VANN
背后的设计先锋

Wilson, the visionary behind the fashion brand REDEMPTIVE, masterfully balances design philosophy, wearability, and market demand while staying true to the brand's strong message and sustainable ethos. Drawing from his own emotions and experiences, Wilson's approach to each collection is about bringing awareness, positivity, and energy to the seen and unseen social, cultural, and environmental issues facing our world. His latest collection, 'Out of Service', expresses the exhaustion he felt after a previous fashion show. In the collection, a combination of a suit jacket and sweatpants aptly symbolises the ubiquitous Zoom meetings of the work-from-home era.

Jason founded YMDH with the intention of embarking on a journey of growth alongside his daughter, and has created designs rooted in their joyful shared experiences. As his brand evolves, Jason faces the delicate task of balancing his creative vision with the realities of the commercial market. He is actively learning time management skills and seeking guidance from the experiences of others, and finding suitable means to run the brand in a way that works for him.

Vann, the creative force behind VANN, seamlessly merges traditional craftsmanship with modern aesthetics in her jewellery designs. Even as she embraces technology for tasks such as resizing, she maintains a focus on the enduring value of traditional techniques. By integrating 3D scanning and computer software, Vann enhances efficiency without compromising the skilled workmanship of her artisans. Vann envisions exciting possibilities for the convergence of technology, art, and traditional craftsmanship.

时装品牌 REDEMPTIVE 由别具远见的 Wilson 创办，巧妙平衡设计理念、实用性及市场需求，同时忠于品牌希望传递的讯息及可持续发展精神。Wilson 以以亲身经历和感受作为灵感，通过设计回应可见及不可见的社会、文化及环境问题，提高公民意识之余，亦注入正面力量。他的最新系列名为「Out of Service」，藉此表达自己在上一场时装表演后的疲惫感觉。系列结合西装外套及运动裤，充分表达在家工作时接连参加多场 Zoom 会议的实况。

Jason 成立品牌 YMDH 的初衷是与女儿一起踏上成长旅程，并以父女两人的愉快经历作为设计灵感。随着品牌日渐发展，Jason 需需要解决在创意和成本之间取得平衡的现实问题。他积极学习时间管理技巧、聆听他人的经验之谈，并寻找适合自己的方式来经营品牌。

Vann 是品牌 VANN 背后的创意力量，其时尚首饰设计完美融合传统工艺与现代美学。尽管她在调整尺寸等工序中运用科技，采纳 3D 扫描及电脑软体以提高工作效率，但她依然重视传统技艺的深远价值，作品尽显匠人之精湛工艺。Vann 糅合科技、艺术及传统工艺，带来令人期待的各种可能。

Aspiring designers often face daunting challenges on their path to success. However, with the unwavering support and resources provided by FIP, these entrepreneurs have been able to overcome obstacles, embrace creativity, and achieve remarkable milestones.

Wilson faced the formidable task of organising a fashion show in the Mainland after the pandemic, and having to handle every aspect of it independently. Fortunately, with FIP's support, he triumphed over obstacles and achieved a resounding success. Incorporating 3D printed pieces — developed using FIP's project funding — added a unique and exceptional dimension to the show. Wilson's journey with FIP also showcases the crucial role of mentorship support. He gained invaluable guidance and professional advice from various experts, such as legal consultations in contract dealings with buyers. Over and above that, with the support of marketing funding which enabled him to expand his brand's reach through strategic marketing and PR efforts, he was able to showcase his collections at prestigious events such as the Shanghai and Paris Fashion Weeks. For Wilson, joining FIP was a lifeline.

Jason's brand journey was enriched by the support from FIP, which provided invaluable resources and a diverse network. Through FIP's projects and collaborations, he was able to delve into Hong Kong's vibrant Hip-Hop culture, exploring new artistic expressions and connecting with like-minded individuals. With an introduction by FIP, he successfully held an

exhibition of his capsule collection at Home Kong over the Christmas season last year, which featured collaborative events by local artists and workshops. This paved the way for him to engage in further collaborations and pop-up showcases of his '420' and Spring/Summer 2023 collections. FIP's diverse resources have empowered Jason's brand to evolve and seek new challenges, and this perfectly exemplifies how the programme enables designers to embrace their creativity and unlock new horizons.

Vann's experience with FIP highlighted the significant benefits of networking, expert advice, and operational support. FIP's extensive designer network provided invaluable guidance and insights, aiding in problem-solving and connecting with experienced brands. The platform facilitated brand-to-brand communications, allowing for collaborations and knowledge exchanges. These measures alleviated Vann's sense of isolation as she worked on her own, and reassured her that she was not alone on her journey. She also found FIP's tailored, one-on-one branding consultation, not commonly available in the market, very beneficial. With a consultant's professional advice, she was able to tackle and address brand-related issues. Additionally, with FIP's operational funding, Vann has the freedom to pursue her vision and aspirations for her brand. FIP's regular milestone reviews with incubatees ensure ongoing support to minimise errors and setbacks, and it is this kind of comprehensive support that inspires confidence in Vann and empowers her brand journey.

每个有抱负的设计师总需要经历各种挑战，才能尝到成功滋味。然而，FIP 的支持及资源大帮助这些企业家冲破重重难关，充分发挥创意，并奠定下一个又一个重要的里程碑。Wilson 於于疫情后在内地举办一场时装表演，过程相当艰巨，需要亲力亲为处理所有细节。幸而在 FIP 的支持下，他克服一切困难并取得莫大成功。FIP 提供的项目资助更帮助他使用 3D 打印技术来开发产品，为时装表演添上独一无二的非凡元素。在他的 FIP 历程中，专家指导也发挥关键作用。他听取多位专家的宝贵指导及专业建议，例如与买家签订合同的相关法律谘询，获益良多。除此之外，他运用市场推广资助，推展策略营销及公关工作以扩大品牌足迹，成功在上海及巴黎时装周等顶尖活动展示系列作品。对于 Wilson 来说，加入 FIP 有有助排忧解难。

FIP 提供宝贵资源及广泛的交流网络，有助 Jason 逐步建立品牌。通过 FIP 的项目及合作机会，他能够钻研香港充满活力的嘻哈文化，探索崭新的艺术形式，并广交志同道合的益友。去年圣诞节期间，在 FIP 的穿针引线下，他于 Home

Empowering Fashion Entrepreneurs: Equipping Designers with Essential Skills to Overcome Challenges and Achieve Success

赋予时装企业家力量：
助设计师装备所需技能，
克服挑战并为品牌创造佳绩

Kong 舉辦办胶囊系列展览，当中包括本地艺术家的联乘项目及工作坊。他藉此拓展更多合作及快闪展示作品的机会，包括「420」和 2023 年春夏系列。FIP 提供多元化的资源，推动 Jason 的品牌不断发展并寻求新挑战。这例子完美体现计划如何帮助设计师发挥创意，并开拓崭新视野。

交流网络、专家建议及营运支援所带来的裨益，从 Vann 的 FIP 历程可见一斑。FIP 的强大设计师网络提供宝贵指导及精辟见解，有助于解决疑难，并与资深品牌建立联系。平台促进品牌之间的交流，推动合作及知识分享。这些项目减轻 Vann 一个人工作时的孤独感，并令她知道自己在创业途上并非孤军作战。她又认为 FIP 度度身设计的一对一品牌谘询非常有帮助，而这在市场上并不常见。她听取顾问的专业建议后，能够处理及解决与品牌相关的难题。此外，FIP 的营运资金让 Vann 更自由地追求理想，实现品牌愿景。FIP 与培育公司定期进行阶段检讨，确保持续提供支援以减少错误及障碍，而正是这种全面的支持令 Vann 充满信心，亦为其建立品牌的进程注入动力。



Navigating the Fashion Frontier: FIP's Nurturing Support Fuels Designers' Dreams and Sets the Path to a Bright Future for Brands

走在时装最前线：
FIP成为设计师追梦的强大后盾，
让品牌迈向光明未来



Designers' worlds can be both exhilarating and daunting, but FIP can be the ultimate gateway to confidence and achievement. While their respective creative journeys may have been daunting at times, Wilson, Jason, and Vann have made great progress and found confidence and inspiration from FIP's support and guidance.

Wilson's journey was enabled by financial assistance from FIP, which liberated and empowered him to take his place on centre stage. With this newfound freedom, he was able to fearlessly pursue collaborations and events, and witnessed his dreams unfold.

FIP played a pivotal role in Jason's journey, transforming him into an entrepreneur as well as a designer. With FIP's expert business advice, he gained fresh perspectives on brand management, honing his strategic vision and expanding his horizons. Armed with newfound skills, knowledge, and insightful decision-making, Jason navigated the intricate landscape of fashion as a business, and was able to propel his brand forward toward new and exciting horizons.

设计师的世界既令人兴奋又消磨意志，但 FIP 可以成为通往自信及骄人成就的大门。虽然在 Wilson、Jason 及 Vann 各自的创作之旅中，有时会出现令人气馁的时刻，但在 FIP 的支持和指导 下，他们得以建立自信及深受启发，取得莫大 进展。

FIP 的财务资助为 Wilson 赋予自由度，让他在时 装舞台崭露锋芒。他不再受资金因素的牵绊，能 够无所顾虑参与合作项目和活动，一步一步实现 梦想。

在 Jason 成为企业家兼设计师的历程中，FIP 起 起了关键作用。在 FIP 专业的营商建议下，他 获得管理品牌的新观点，重塑策略愿景并开拓 视野。凭借新技能、新知识及真知灼见的决策， Jason 成功驾驭错综复杂的时装格局，并推动品 牌迈向令人期待的新领域。

For Vann, FIP was a beacon in a tumultuous sea of ever-evolving market conditions and the challenges that they bring. With the unwavering presence and support of FIP, these challenges became less daunting for her; and with a renewed sense of purpose, Vann has fearlessly embraced her journey towards success.

Looking ahead, Wilson aims to create more designs each season, participate in fashion shows, and explore more collaboration opportunities. In the dynamic fashion scene of Hong Kong, Jason focuses on staying true to his brand's philosophy. Recognising the importance of a digital presence, Vann plans to enhance her online sales and engage directly with customers. The three rising stars perfectly represent how a commitment to adaptability and growth can lead to great accomplishments and success in the ever-evolving fashion industry.

对于 Vann 来说，面对瞬息万变的市况及箇中挑 战，FIP 就如汪洋大海中的灯塔。有赖 FIP 的扶持， Vann 不再因为挑战而却步，更怀着新的目标，无 畏不惧踏上成功之路。

展望未来，Wilson 的目标是每季度设计更多作 品、参与时装表演并发掘更多合作机会。在变化 万千的香港时装界，Jason 坚持忠于其品牌理念。 而 Vann 则明白到立足数字世界的重要性，计划 加强网上销售并与顾客进行更多直接互动。在不 断蜕变的时装行业中，这三位设计新星完美体现 如何凭借适应力及积极成长的心态，取得非凡成 就和丰硕成果。



A Look Across the 10 FIP Designer Brands of 22/23

22/23年度10个
时装创业培育计划 (FIP)
设计师品牌一览



Launched in 2018, Christian Stone is a brand with a penchant for cultural subversion. Inspired by the internet, pop and digital culture and identity, designer Christian Fung bridges physical and virtual elements in pieces that exist as a commentary on modern life, identity and escapism. The label's distinctive, bold, playful style comes to life in wild silhouettes and futuristic forms. The unique Christian Stone aesthetic counts boundary-pushing celebrities among its fans, including artists such as ASAP Rocky, Chae Lin CL, Billie Eilish, FKA Twigs and Steve Lacy.

热衷于颠覆文化的时尚品牌 Christian Stone于2018年创立，设计师冯子华以互联网、流行文化与数字文化的特性为灵感，将真实和虚拟元素融合于作品中，抒发对现代生活、身份认同和幻想主义的见解。品牌以独特、大胆和玩味风格，展现狂野的线条轮廓与形态。其独特美学更吸引演艺名人 ASAP Rocky、Chae Lin CL、Billie Eilish、FKA Twigs 和 Steve Lacy 等拥戴。

CHRISTIAN
STONE



V17 JUXTAPOSES SOCIAL ISOLATION AND AWKWARDNESS WITH THE THRILL OF SPORT AND THE ADRENALINE RUSH OF BOULDERING, AND EMBRACES THE STEREOTYPES OF EVERY FELLOW GEEK WHOSE HOBBIES AND INTERESTS ARE SHOWCASED IN BEDROOMS AND GARAGES.

V17 将社交孤立及尴尬不安的感觉，跟抱石运动的振奋感相提并论。通过系列探讨一般人心目中书呆子的形象，将其收藏于睡房及车库里的喜好及兴趣一一展示。

Founded in 2015, KEVIN HO is grounded in an appreciation for structure and femininity. Focused on womenswear, the designs express individuality and modernity through striking silhouettes and bright, contrasting colours that capture the uniqueness of the wearer. Each piece fully embodies the beauty of balancing power and gentleness. The label has been showcased at Tokyo, New York and Taipei Fashion Weeks and featured in Vogue Italia, GQ China, ELLE, Marie Claire and Milk Magazine, etc.

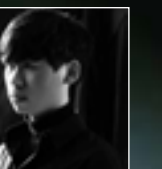
KEVIN HO 创立于 2015 设计师何韵霖专注于女装设计，以彰显时装结构和女性气质，通过引人注目的轮廓和明亮的对比色调呈现现代时尚，捕捉穿着者的独特个性。每件作品均充分体现强与柔的平衡之美。品牌曾于东京、纽约和台北时装周展出，并在意大利版《Vogue》、《GQ 中国》、《ELLE》、《Marie Claire》和《Milk》等杂志亮相。

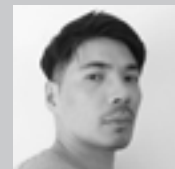
The Autumn/Winter 2023 collection is inspired by Hong Kong's night scenes, integrating its architectural wonders and urban landscapes into clothing that expresses the city's appearance and characteristics.



2023 秋冬系列以香港夜景作为灵感，将都市建筑和景观融入服装和配件，充满城市气息的意象散落于系列之上。

KEVIN HO





NILMANCE

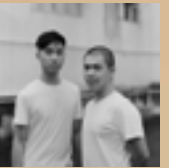


Founded in 2017 by designer Mike Yeung, Nilmance is an urban menswear brand inspired by daily life. Challenging what it means to be fashionable and practical, the brand uses cutting-edge technology and textiles to deliver function-focused designs with a distinctive visual style. Integrating modern technology and the needs of day-to-day modern living, Nilmance's unique aesthetic is about details, technical skill and the ability to step out with confidence in a low-key style.

Nilmance由设计师杨未名于2017年创立，是一个以日常生活为灵感的都市男装品牌。设计师敢于挑战高难度的实用性时尚，采用尖端技术和纺织品，设计出以功能为核心，兼具独特视觉风格的时尚服饰。Nilmance整合科技与现代生活的日常需要，以精巧细节和实用功能，营造低调自信、别树一帜的美学风格。

系列灵感源自对现实生活情景的观察和对穿衣者行为的分析，彰显出象征力量及动感的多用途当代设计。

PONDER.ER



By reimagining a college boy's daily laundry, 'DIRTY LAUNDRY' is about exploring the sensual relationship between garments and the wearer. Twisting familiar forms and structures, the collection continues to alter the narrative of modern masculinity.

「DIRTY LAUNDRY」重新构想男学生们的日常衣物，探索衣服与穿衣者之间的感官连系。品牌以打破大众对男性特质的刻板印象为出发点，继续从另一个角度探索现代男装世界。

Founded by Alex Po and Derek Cheng, Ponder.er's gender-fluid designs examine stereotypes and conventions, encouraging wearers to experiment with and explore their identities. The brand has collaborated with the Hong Kong Ballet and featured in Vogue Hong Kong's 'The Next List 2020'. They were honored as the Yu Prize 2022 Grand Prize winner and named one of 10 Asian Designers To Watch 2022 by Fashion Asia Hong Kong. Their AW 2022 collection was nominated for Best Fashion Collection in Wallpaper* China Design Awards 2022.

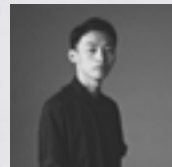
由浦加林及郑仲曦创立的Ponder.er，以无性别服装设计，检视刻板印象与规条，鼓励用家多作尝试以探索个人身份。品牌曾与香港芭蕾舞团合作，并登上香港版《Vogue》的「The Next List 2020」，于2022年荣获Yu Prize创意大奖年度大奖及Fashion Asia Hong Kong的亚洲十大焦点设计师名衔。其2022年秋冬系列亦入围卷宗Wallpaper*2022年设计大奖最佳时装系列。

Inspired by the spirit of teenage rebellion, REDEPTIVE is an urban wear label founded in 2018 by Wilson Choi and created for a new generation. The brand combines fashion with technology to create different design possibilities with innovative materials and fabrics, every piece has its own story to share. REDEPTIVE was named 'TRANOI x Not Just a Label 10 Take Ten' top 10 emerging menswear labels at Paris Fashion Week in 2019, and was the only finalist from Hong Kong for the YU PRIZE Creative Award at Shanghai Fashion Week 2021.

以年轻人的叛逆精神为创作灵感的 REDEPTIVE，由设计师蔡鸿成于 2018 年创立，是一个专为新世代而设的都市服饰品牌。设计师把科技注入时尚，以创新物料及面料为设计开创出不同的可能性，让每件作品都拥有各自的故事。REDEPTIVE 于 2019 年巴黎时装周入选「TRANOI x Not Just a Label 10 Take Ten」十大新晋男装品牌，也是 2021 年上海时装周 YU PRIZE 创意大奖唯一入围的香港品牌。

THE COLLECTION WAS INSPIRED BY THE MOVIE 'REBEL WITHOUT A CAUSE', ABOUT THREE TEENAGERS FROM WEALTHY FAMILIES. IT TELLS A STORY OF YOUTHFUL EXUBERANCE AND IDEALS, INTERTWINED WITH HEARTBREAK.

REDEPTIVE



系列从有关三个成长于富裕家庭的少年之电影《养子不教谁之过》汲取灵感，诉说一个以青春、理想与心碎交织的故事。

Season VIII encapsulates Tak L. and EXCEPTION de MIXMIND's collection, which reengineers previously-used craftsmanship and tailoring techniques to revitalise silhouettes through reimagined forms and colour palette.

TAK L.

SEASON VIII 整合了 Tak L. 及 EXCEPTION de MIXMIND 过往的联乘合作，重塑往昔的工艺及剪裁技术，通过新形态及新色调为服装的廓形注入活力。

Launched in 2018 by designer Tak Lee, avant-garde Hong Kong-based designer label Tak L. is known for its uniquely complex cuts and garment constructions, which use natural dyes and fabrics including linen, silk, cotton and wool. The label draws inspiration from traditional craftsmanship techniques to create distinctly contemporary silhouettes that can be layered together to echo the individuality of the wearer. Celebrating artisanal skill and valuing sustainability, both in the creation process and the longevity of each individual piece, every design is effortlessly timeless.

由设计师李德诚于 2018 年推出的香港设计师品牌 Tak L.，擅长采用天然植物染色及布料，例如麻、丝、棉及羊毛，造出独特复杂剪裁和结构。作品结合传统含蓄的工匠文化和当代美学，经过尝试、推翻和重塑的过程，塑造出衣物的无常之美。每件衣物均体现了布料与身体之间的互动与平衡，在有形与无形之间与穿着者的个性融合。

Founded by Kay Wong in 2018, Tomorrow by Daydream Nation's fashion line is about giving castaways a second chance at life through ecologically-intelligent design and lovingly hand-crafted details. Kay also calls herself a fashion surgeon, creating Fashion Clinic, resuscitating dead stock and preloved clothing to close the loop of the consumption cycle.

Tomorrow by Daydream Nation由设计师黄琪于2018年年创立，品牌的时装系列旨在通过环保设计及精湛的手工细节，为被弃置的旧衣赋予重生机会。自称时装外科医生的Kay，还创立了时尚诊所 (Fashion Clinic)，把时装业界的过季货物与旧衣进行升级改造，藉此延长衣服的使用寿命，减少浪费。



感谢 Adidas 给予很大的自由度及支持，让我们以品牌已停售的服饰为基础，升级改造为崭新而独特的单品。

Thanks to the flexibility and support we received from Adidas, we were able to rework, repurpose and upcycle their deadstock into new and unique pieces.



TOMORROW BY DAYDREAM NATION

Our classic stone-made designs have been expanded into new collections: M. Shine, M. Eclipse, and M. Eternal. Each collection is crafted with meticulous attention to detail, representing different stages of life.

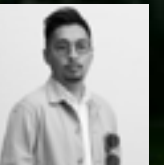
Inspired by the beauty of natural Japanese forest scenes in Shiratani Unsuikyo, UNSUIKYO eyewear is handcrafted to evoke appreciation for the natural world. Created by eyewear designer Chan Ho Yin, Brian, the award-winning designs use natural materials including sedimentary rock and wood, in frames inspired by classic and vintage eyewear. UNSUIKYO's timeless aesthetic offers comfort, fit and a unique way of looking at the world; the designs are sold globally.

由眼镜设计师陈浩然创立的 UNSUIKYO，其设计灵感源自日本白谷云水峡的自然森林美景，所有眼镜均以手工制作，唤起对自然世界的情感。他擅长采用天然石材和木材，创造出经典复古风格的眼镜框，并获奖无数。UNSUIKYO以永不过时的美学，配合舒适贴面的眼镜设计，为佩戴者提供独特的视窗，尽情观赏世界。品牌于多国设有销售点。

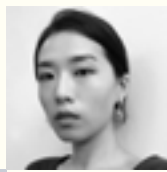
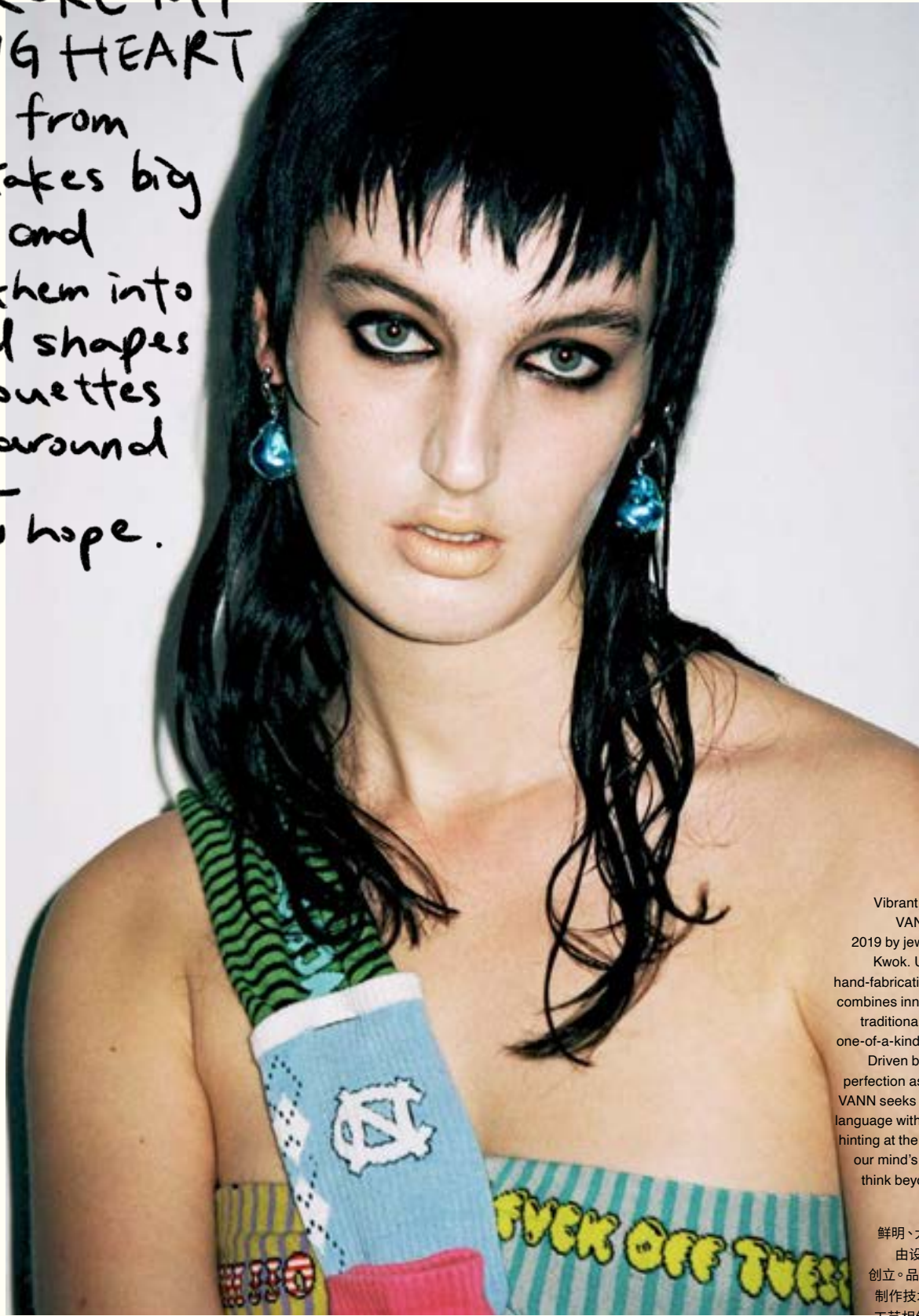


品牌的经典石制眼镜推出三款全新系列：M. Shine、M. Eclipse 和 M. Eternal，以手工匠心制作，象征生命历程的转变。

UNSUIKYO



The Autumn/Winter 2023
YOU BROKE MY
FUCKING HEART
collection from
VANN takes big
feelings and
channels them into
oversized shapes
and silhouettes
centred around
hearts —
and new hope.



VANN

Vibrant, bold, and wondrous,
VANN was established in
2019 by jewellery designer Vann
Kwok. Using 3D drawing and
hand-fabrication techniques, VANN
combines innovative solutions with
traditional artisanship to create
one-of-a-kind handmade jewellery.
Driven by process and seeing
perfection as a subjective pursuit,
VANN seeks to define a new metal
language with its remarkable forms
hinting at the familiar while shifting
our mind's eye and inviting us to
think beyond what we perceive
something to be.

鲜明、大胆而玄妙的 VANN，
由设计师郭妍慧于2019年
创立。品牌使用3D绘图和手工
制作技术，将创新设计与传统
工艺相结合，打造独一无二的
手工珠宝。VANN的作品着重创作过
程，视完美为一种主观追求，旨在为
金属物料寻找新的呈现方式，以别
树一帜的形态联系日常熟悉的
事物，同时转移焦点，
鼓励我们以思考超越感知。

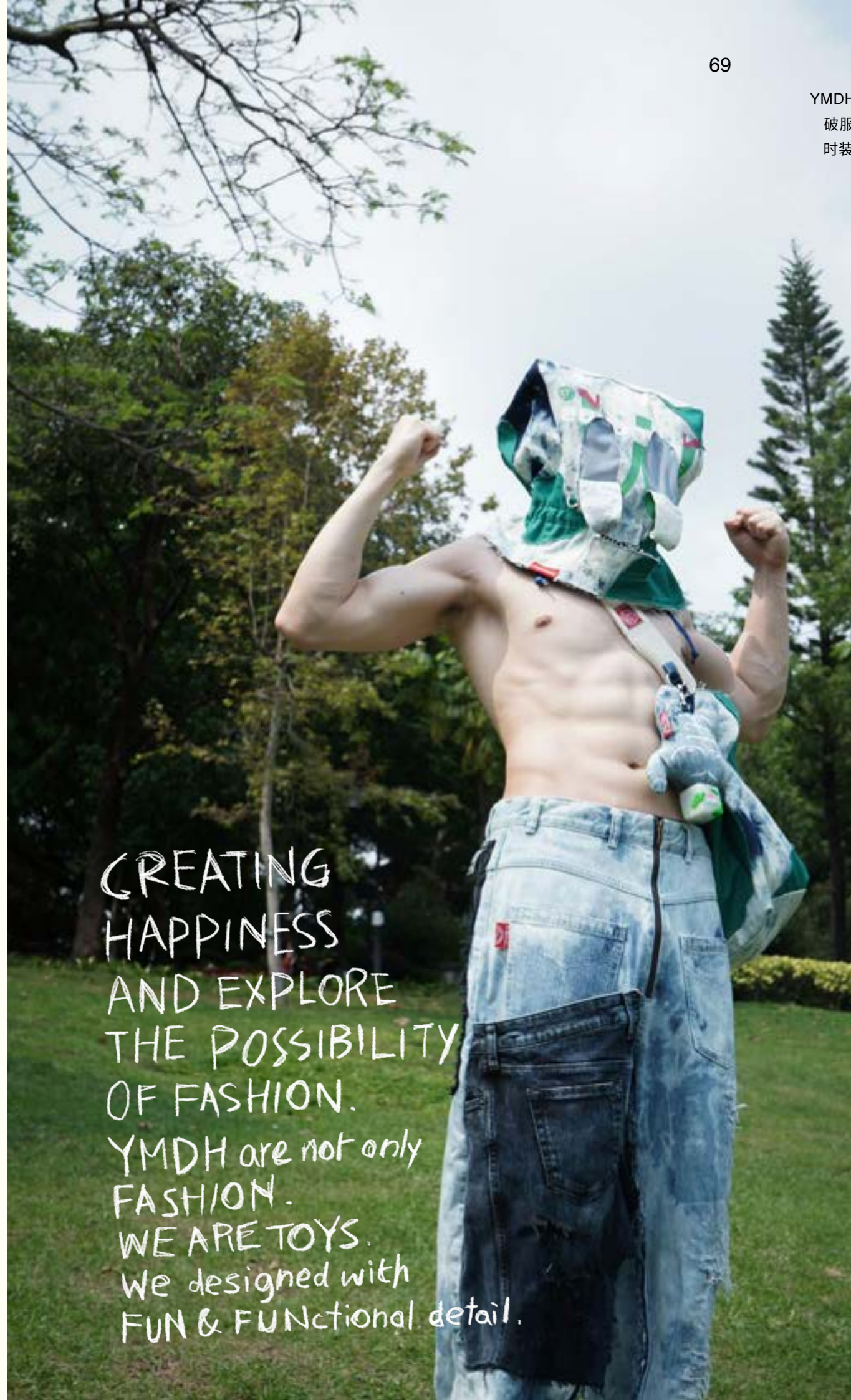
VANN 最新 2023 秋冬系列 YOU BROKE MY F ♥♥ KING HEART
将情感融入于标志性的特大心形图案，以表达新希望的象征。

YMDH 喜欢创出令人快乐的设计和打
破服装的定义。重申 YMDH 不只是
时装，更是像让人爱不释手的玩具，
设计具趣味性且实用的服饰。

YMDH (You Make Daddy Happy)
was founded by Jason Lee in 2018
and is proudly made in Hong Kong.
Focused on celebrating novelty
and imagination with a sense of
humour and freedom, the brand
aims to unlock happiness and
share countercultures, artistic
heritage, and stunning creativity.
Known for its vibrant and inspiring
pop-ups in Hong Kong's trendiest
and most creative districts, YMDH
is a favourite with local influencers,
and has been featured in Vogue
Hong Kong, Jet Magazine, and
Milk Magazine.

设计师李居鎭于2018年创立
YMDH (You Make Daddy Happy)，
以百份百香港制造为荣。品牌旨在以
时尚释放快乐元素，分享非主流文
化、艺术传承和惊人的创造力，
通过幽默和天马行空的手法，赞颂
各种新颖事物与奇妙想像。
YMDH 经常于香港时尚及创意热点
开设快闪店，是本地网红的最爱品
牌之一，并曾获香港版《Vogue》、
《Jet》及《Milk》杂志报导。

CREATING
HAPPINESS
AND EXPLORE
THE POSSIBILITY
OF FASHION.
YMDH are not only
FASHION.
WE ARE TOYS.
We designed with
FUN & FUNCTIONAL detail.



YMDH



META X DIP INSTAGRAM ACADEMY 2022: LEARNING BRAND BUILDING AND E-COMMERCE FROM THE EXPERTS

META与香港设计中心推出
「INSTAGRAM ACADEMY 2022」计划：
向专家学习建立品牌及电子商务的知识

Approximately 100 designers from HKDC, Hong Kong Trade development Council Design Gallery and Hong Kong Federation of Youth Groups came together for 'Instagram Academy 2022', an innovative partnership between HKDC and Meta that launched in February 2022.

'Instagram Academy 2022' was a professional training programme to help Hong Kong's young designers and brand entrepreneurs grow in the digital era by empowering them with industry-relevant digital skills, tools and knowledge. Over the course of 8 months between February and October 2022, emerging designers were immersed in a world of digital marketing mastery, which paired enthusiastic young minds with experts from Meta who guided them through the intricate landscapes of brand building and exploring e-commerce opportunities.

There were quizzes and a final competition that challenged participants' newfound knowledge with real-world applications. Three stellar contestants, namely Concretology, Femance, and XPLORE, impressed the judges and graduated top of the class in Instagram Academy 2022.

约 100 位来自香港设计中心、香港贸易发展局（贸发局）旗下「香港·设计廊」及香港青年协会（青协）的本地设计师聚首一堂，参与由香港设计中心及 Meta 于 2022 年 2 月启动的创新合作计划「Instagram Academy 2022」。

「Instagram Academy 2022」为专业培训计划，旨在通过提供数字行业相关技能、应用工具及知识的培训，以帮助年轻设计师及品牌企业家，共同投入数字营销的世界。由 2022 年 2 月至 10 月为期八个月的计划中，年轻设计师获配对 Meta 的专家，学习建设品牌及探索电子商务机遇，了解当中的错综复杂之处。

计划特设小测验及决赛环节，挑战参加者所学新知识及应用实践。三位参加者的表现尤其出色，让评审团留下深刻印象，并以优异成绩完成「Instagram Academy 2022」，他们分别是 Concretology、Femance 和 XPLORE。



EAR UP GIG ON 2022 A FUSION OF FASHION AND MUSIC

抢耳 GIG ON 2022：将时装与音乐结合的创新视觉体验



KEVIN HO x The Lemon Ones



YMDH x Ragpickers



Wilsonkiki x Gordon Flanders



NILMANCE x Andy is Typing...

Eight designers from our Fashion Incubation Programme (FIP) and Design Incubation Programme (DIP) were invited to participate in the 'Ear Up Gig On 2022: Music x Fashion Creative Scheme'. They craft outfits for eight indie music units, resulting in an innovative audio-visual experience that inspired new forms of artistic expression by intertwining music, fashion and modern styles on stage during the 'Ear Up Music Festival 2023' in January 2023.

8 位来自时装创业培育计划和设计创业培育计划的设计师参与了「抢耳 Gig On 2022: 音乐 x 时尚创意展演计划」的制作，为 8 个音乐单位设计服饰，带出一个崭新的合作模式。通过全新的表达手法，将音乐、时装设计和现代风格结合，于 2023 年初的《抢耳音乐节 2023》呈现前所未有的视觉体验。











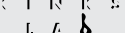





















Christian Stone x Merry Lamb Lamb

REDEPTIVE x METER ROOM



KOWLOON CITY BOY x Higgo Raj

DIP Incubation Companies – New Joiners in 2022-23
DIP 培育公司 – 于2022-23 年度加入的新成员

1	P	2	M&C	3	P	4	I/A	5	O	6	O
											
00Rings		8899 Creative Ltd		Bardoru Group Ltd		Canalside Studio Ltd		Deep Food Ltd		Eddie The Studios	
7	P	8	F	9	J	10	J	11	I/A	12	V/S
											
EPHELIS		Genau Studio		Kinks Lab		Le Mandorle Ltd		LTMC Ltd		Momant Studio Ltd	
13	J	14	O	15	F	16	O	17	P	18	F
											
MOUCCM Studio		Puzzle Weekly Ltd		RÖYKSOPP GAKKAI		Studio Nous Ltd		Syzygy Design Ltd		The Hole Studio	
19	F	20	O	21	P	22	F	23	P	24	F
											
Three Pound Void		TMS.Site Ltd		Tobba Parfums Ltd		Toki Studio Ltd		Tooplastic Art Toy Ltd		Weavipedia Company	
25	F	26	F	27	F	28	P	29	P	30	V/S
											
Wilsonkaki Design Co.		WOMEN HUMAN YOUTH STUDIO		YAT PIT Fashion Ltd		Yiwooo.co		Yuan Design Studio		Zephyr Design Studio Ltd	

F — Fashion 时装设计
I/A — Interior / Architecture 室内／建筑设计
J — Jewellery 珠宝及配饰
M&C — Media and Communication 媒体及传播
O — Others 其他
P — Product 产品设计
V/S — Visual / Spatial Art 视觉及空间艺术

认识更多设计培育计划培育公司
Find Out More About Design Incubation Companies



FIP Incubation Companies
FIP 培育公司

1	2	3	4	5
				
Christian Stone	KEVIN HO	Nilmance	PONDER.ER	REDEMPTIVE
6	7	8	9	10
				
Tak L.	Tomorrow By Daydream Nation	UNSUIKYO	VANN	YMDH

HKDC's Design and Fashion Incubatees – Achieving Their Dreams
设计及时装创业培育计划 – 朝梦想昂首进发

We are always very happy when we hear of our incubatees going on to achieve greater things! These achievements showcase how our DIP and FIP programmes provide launching pads for talented designers on their path toward success. We are proud to share some of their recent achievements here, and congratulate them on their well-deserved accolades. 我们乐见培育公司取得更非凡的成就，足证「设计创业培育计划」及「时装创业培育计划」成功为优秀设计师扬帆起航，助他们迈向成功之路。在此我们与各位分享他们最近的一些成就，并衷心祝贺近期取得骄人佳绩的一众培育公司再创高峰。

Christian Stone

Honouree of Prestige 40 under 40 and HYPEBEAST 100 NEXT 荣获 Prestige 40 under 40 and HYPEBEAST 100 NEXT 荣誉 'The Mythic Creatures' Digital Fashion Collection showcased at PMQ FabriX 「The Mythic Creatures」虚拟时装系列于 PMQ FabriX 展出 Collaborated with NIKE and áunn museum and featured in NIKE x áunn museum 'MAXXED OUT' Exhibition in Shanghai 与NIKE 及 áunn 博物馆合作，亮相上海NIKE x áunn 博物馆 「MAXXED OUT」展览

Ddiin Concept Ltd

Winner of MUSE Design Awards 2022 – Product Design (Office Equipment) – Gold Award 荣获MUSE Design Awards 2022 – 产品设计组别 (办公设备) – 金奖 Winner of iF Design Award 2022 – Product Design (Office / Stationery) 荣获 iF 设计奖 2022 – 产品设计组别 (办公设备 / 文具) Winner of European Product Design Award (EPDA) 2022 – Office Equipment / Stationery (Top Design) 荣获 European Product Design Award (EPDA) 2022 – 办公设备/文具组别 (最佳设计)

Ha! Design Studio Ltd
Winner of MUSE Design Awards 2022 – Toys – Gold Award 荣获MUSE Design Awards 2022 – 玩具组别 – 金奖

KEVIN HO

Presented KEVIN HO x Aska Yeung 'BLOSSOM' Capsule Collection at VICE VERSA ART:TECH Relativity Exhibition at K11 Musea, organised by the Hong Kong Multimedia Design Association 在香港多媒体设计协会于K11 Musea举办的「科艺相对论」展览中展示KEVIN HO x Aska Yeung 「花开霓裳」系列 SS23 Collection showcased at HKTDC CENTRESTAGE 2023 春夏系列于香港贸发局CENTRESTAGE 展出

KnitWarm Ltd

Winner of MUSE Design Awards 2022 – Fashion Design (Travel Accessories) – Gold Award 荣获MUSE Design Awards 2022 – 时装设计组别 (旅行配饰) – 金奖 Winner of MUSE Design Awards 2022 – Product Design (Personal Care) – Gold Award 荣获MUSE Design Awards 2022 – 产品设计组别 (个人护理) – 金奖 Winner of NY Product Design Awards 2022 – Fashion & Lifestyle (Clothing & Accessories) – Silver Award 荣获NY Product Design Awards 2022 – 时尚与生活组别 (服装与配饰) – 银奖

Winner of NY Product Design Awards 2022 – Wearable Technology (Healthcare Devices) – Silver Award 荣获 NY Product Design Awards 2022 – 可穿戴技术组别 (医疗保健设备) – 银奖

Nilmance

Collaborated with CONVERSE and LABELHOOD to launch NILMANCE X CONVERSE X LABELHOOD Create Next Project 与 CONVERSE 和 LABELHOOD 蕾虎合作推出 NILMANCE X CONVERSE X LABELHOOD 蕾虎 Create Next Project

O&O Studio Ltd

Winner of Good Design Award 2022 – Community Engagement Public Art Installation 荣获 Good Design Award 2022 – 社区参与公共艺术装置

PONDER.ER
SS23 Collection showcased at SPHERE - Paris Fashion Week@ showroom 2023 春夏系列在巴黎时装周 SPHERE 展厅展出 AW23 Collection showcased at SPHERE - Paris Fashion Week@ showroom 2023 秋冬系列在巴黎时装周 SPHERE 展厅展出

Pure Studio

Winner of Golden Image Awards 2022 – Outstanding Artist Award 荣获 Golden Image Awards 2022 – 杰出艺术家奖

REDEMPTIVE

SS23 Collection showcased at HKTDC CENTRESTAGE 2023 春夏系列於香港貿發局 CENTRESTAGE 展出 AW23 Collection showcased at LABELHOOD Fashion Show at Shanghai Fashion Week 2023 秋冬系列亮相上海時裝週 LABELHOOD 時裝表演

Studio of SAI Ltd

Winner of MUSE Design Awards 2022 – Interior Design (Restaurants & Bars) – Silver Award 荣获MUSE Design Awards 2022 – 室内设计组别 (餐厅及酒吧) – 银奖 Winner of MUSE Design Awards 2023 – Interior Design (Installation) – Silver Award 荣获MUSE Design Awards 2023 – 室内设计组别 (装置) – 银奖

Tak L.

Presented EXCEPTION EXPERIMENT X Tak L. Season VII collaborated with EXCEPTION de MIXMIND 发布与「例外」EXCEPTION de MIXMIND 合作系列 EXCEPTIONEXPERIMENT X Tak L.——SEASON VII Presented EXCEPTION EXPERIMENT X Tak L. Season

VIII collaborated with EXCEPTION de MIXMIND 发布与「例外」EXCEPTION de MIXMIND 合作系列 EXCEPTIONEXPERIMENT X Tak L.——SEASON VIII

The Hong Kong Type Foundry Ltd

Winner of The ADC 101st Annual Awards – Brand / Communication Design Category – Bronze Cube 荣获 The ADC 101st Annual Awards – 品牌/传讯设计组别 – 铜立方奖

Tomorrow By Daydream Nation

Collaborated with Calvin Klein Jeans to launch Fashion Clinic x Calvin Klein Jeans 'Reimagine Denim' Capsule Collection and Pop-up 与 Calvin Klein Jeans 合作推出 Fashion Clinic x Calvin Klein Jeans 「Reimagine Denim」系列及快闪店 Collaborated with adidas Originals to launch Fashion Clinic x adidas Originals Redesign and Upcycle Series and Pop-up 与 adidas Originals 合作推出 Fashion Clinic x adidas Originals Redesign and Upcycle 系列及快闪店 Presented 'Afterlife, Loved Clothes Last' Solo Exhibition at Tzu Chi Environmental Action Centre 于慈济环保展览馆举办「布后余生」艺术个展

UNSUIKYO

Winner of Hong Kong Designers Association's Brand Design Awards 2023 - Excellence in Best Aesthetics Value Award (Fashion and Toys: Eyewear and Accessories) 荣获香港设计师协会「最佳设计品牌大奖2023」– 卓越美学价值奖 (时装及玩具：眼镜及配件) First Hong Kong fashion eyewear designer collaborated with ZEISS to launch UNSUIKYO x ZEISS Sunglasses clip-on with ZEISS lenses for UNSUIKYO 2022 & 2023 Collections 首位香港时尚眼镜设计师与蔡司合作，为UNSUIKYO 2022 和 2023 系列推出UNSUIKYO x ZEISS 打造了带有蔡司镜片的外挂式太阳镜

YMDH

SS23 Collection showcased at HKTDC CENTRESTAGE 2023 春夏系列于香港贸发局CENTRESTAGE 展出

Yuan Design Studio

Winner of Architecture & Design Collection (ADC) Awards 2022 – Professionals Category (Office Accessories Design Built) – Gold Award 荣获 Architecture & Design Collection (ADC) Awards 2022 – 专业组别 (办公配件设计) – 金奖

Design Can Celebrate Innovation

03



KATSUMI
浅叶克己 ASABA

‘

Design
work is a

设计工作是
一个持续的过程。

continuous
process.

’

KATSUMI
ASABA
浅叶克己

The DFA Lifetime Achievement Award recognises and celebrates the passion and uncommon excellence that makes a designer reach extraordinary heights in their craft. The Award signifies the respect of the design community for individuals who have made lifelong contributions to the design profession, education and society, especially in Asia.

DFA 亚洲设计终身成就奖嘉许那些充满热诚、追求卓越，并致力于将作品提升至非凡境界的设计师。这个奖项表扬那些终身为设计专业、设计教育和社会发展，特别是在亚洲区做出深远和重大贡献，备受业界敬仰尊崇的人士。



The 2022 DFA Lifetime Achievement Award winner is Japanese designer and master calligrapher Katsumi ASABA, whose interest in the rich cultural heritage of written characters in Asia has led him to explore the relationships between written and visual expressions. Through his creativity and imagination, the beauty of calligraphy is elevated to new heights.

Born in Yokohama in 1940, he attended Tokyo's Kuwasawa Design School before graduating and joining Light Publicity Inc. He founded Katsumi Asaba Design Studio in 1975 and, over a lifetime's career, his typographic works have left an indelible mark on the history of Japanese advertising design, which include landmark ads for Seibu department store, Suntory, Takeda Pharmaceutical Company, and the logo design for HOMME PLISSÉ ISSEY MIYAKE.

日本设计师兼书法大师浅叶克己荣获 DFA 亚洲设计终身成就奖 2022。他对亚洲丰富的书法文化遗产尤感兴趣，并藉此探索文字与视觉传意之间的关系。通过其创意和想像力，让书法之美更上一层楼。

浅叶克己生于 1940 年，毕业于桑泽设计研究所之后便任职于 Light Publicity Inc.，其後於 1975 年创立工作室 Katsumi Asaba Design Studio。他他终身从事字体创作，在日本广告设计史留下长久的烙印，代表作品包括西武百货、三得利、武田药品等品牌的标志性广告，以及为三宅一生的男装系列 HOMME PLISSÉ ISSEY MIYAKE 设计的商标。

DFA
Lifetime
Achievement
Award
DFA
亚洲设计终身成就奖

Over the years, Asaba has received numerous awards including Tokyo Type Directors Club Award, Yusaku Kamekura Award, Japan Academy Prize for Outstanding Achievement in Art Direction, Tokyo Art Directors Club Grand Prix, and Order of the Rising Sun.

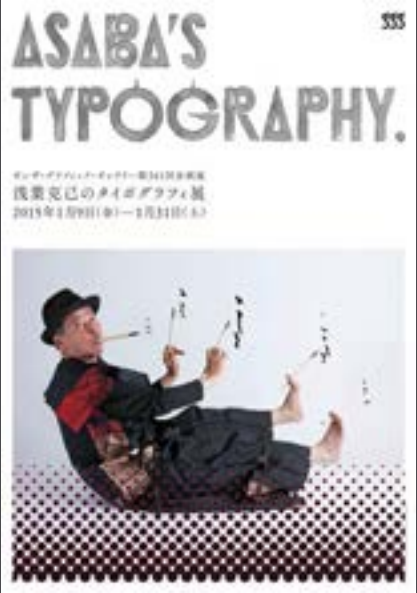
He is the chairman of the Tokyo Type Directors Club, Committee Member of the Tokyo Art Directors Club and JAGDA (Japan Graphic Designers Association), Japan's representative in the Alliance Graphique Internationale. He is also the 10th successive director of his alma mater Kuwasawa Design School, and visiting professor at Tokyo Zokei University and Kyoto Seika University. He also holds the title of sixth degree master in table tennis.

When asked about his childhood influences and inspirations, Asaba remembers how he found courage from the fierce-eyed Nio statues from the Kamakura period, which seemed to emit a power that made them appear alive. Similarly, the mesmerising calligraphy of Katsumi Asaba seems to possess a life of its own, transcending its two-dimensional medium to visually express the thoughts and ideas that lie beyond words.

浅叶克己多年来获奖无数，包括东京字体指导俱乐部奖、龟仓雄策奖、日本艺术指导杰出成就奖、东京艺术导演俱乐部大奖赛，以及旭日勋章。

他现在担任东京字体指导俱乐部主席、东京艺术编导俱乐部委员、日本平面设计师协会委员和国际平面设计联盟的日本代表。他也是母校桑泽设计研究所第十任院长、东京造型大学和京都精华大学的客席教授。此外，他持有乒乓球六级大师的头衔。

当谈及童年时受到的影响和启蒙，浅叶克己回忆起源自鎌仓时代的仁王雕像。这些栩栩如生的雕像犹如散发一股力量，而浅叶克己正是从其凶猛眼神中获得勇气的泉源。同样，浅叶克己扣人心弦的书法也仿佛拥有生命，超越二维平面的框架，以视觉设计表达无法言喻的想法和意念。



A black and white portrait of Muneaki Masuda, an older man with grey hair, smiling. The image is partially overlaid by a red semi-transparent rectangle on the right side.

MUNEAKI 增田宗昭 MASUDA

搜寻器当然有用，
然而在一字排开的
书海中游走，
更易令人眼前一亮，
启发思考与灵感；
特别当你还未确定
要找寻甚么。

‘

Search engines are
useful, but walking
through rows of books is
likely to provide an intuitive,
insightful flash of inspiration,
especially when you are
open-minded about what
you are looking for.

’

The DFA Design Leadership Award recognises business leaders who create exceptional, sustainable businesses through the strategic and innovative use of design, whether in real life spaces, or in their vision for their businesses. This is because they know that in today's globalised and highly competitive market, outstanding design plays a vital role in the success of a company.

DFA设计领袖奖嘉许那些能够在日常生活空间或业务愿景层面创新，并有策略地善用设计，获得持续且卓越商业成就的企业领袖翘楚。在现今竞争激烈的环球市场之中，优秀的设计是企业致胜之道。



In this age of digitalised lifestyles, Muneaki MASUDA, winner of the 2022 DFA Design Leadership Award, still believes in creating spaces for human connection. Born in Osaka in 1951, Masuda has committed his life's work to facilitating the exchange of ideas between individuals, to create a 'culture infrastructure' for everyone.

In 1983, Masuda founded Tsutaya Bookstore, now Japan's largest bookstore chain. Its outlets have since expanded across Japan, China and most recently, Malaysia. Tsutaya Bookstores are known for their beautiful design and architecture, and customers can often find books and other things that match their interests – for example, cookbooks are displayed together with cookware and appliances.

身处生活越趋数字化的时代，荣获DFA设计领袖奖2022的增田宗昭依然认为需要缔造人际互动的空间。增田宗昭在1951年生于日本大阪市，一生致力于促进人与人之间的思想交流，为大众构建「文化基础设施」。

增田宗昭于1983年创办茑屋书店，茑屋现已成为日本最具规模的连锁书店，分店遍布日本各地及中国，最近更把业务扩展至马来西亚。书店设计及建筑美轮美奂，顾客可以从中找到感兴趣的书籍及其他相关物品，例如烹饪书与一并展示的厨具及厨房电器。

Masuda also founded Culture Convenience Club (CCC) in 1985, which specialises in creating cultural spaces for people to enjoy. In 2011, CCC established Daikanyama T-SITE, a cultural complex built around the flagship Tsutaya Bookstore in the Daikanyama area of Tokyo, for Japan's 'Premier Age' demographic – people 50 years and older. Nevertheless, Masuda believes that bookstores should appeal to all ages, and so Tsutaya Bookstores also carry genres to appeal to the younger generations, and have cafes and workspaces for customers of all ages to mingle or work in.

This determined focus on good design creates a cosy atmosphere which Masuda likes to call 'a library in the forest'. Human-scale spaces produce welcoming surroundings, and it is this attention to detail that creates the chance discoveries and encounters that books and bookstores can still offer, even in a digital world. He wishes for his customers to reflect on what they would really like and genuinely enjoy, rather than making their choices from recommendations based on machine algorithms.

其后，他于1985年成立文化便利俱乐部，专门构建供大众享用的文化空间。2011年，文化便利俱乐部在东京代官山地区开设以代官山茑屋书店为中心的文化综合体——T-SITE，以满足50岁以上日本银发族的需要。不过，他认为书店应该吸引所有年龄层，因此茑屋书店也提供年轻一代感兴趣的读物，并设有咖啡馆及工作间，让不同年纪的顾客交流或工作。

增田宗昭对精彩设计的极致追求，成就了舒适惬意的氛围，并称之为「森林中的图书馆」。人性化空间营造温馨的环境，而正是这种对细节的关注，让读者在数字世界之中仍能通过书籍和书店，再次投入偶然的发现和相遇。他希望顾客能够反思自己真正喜欢和真心享受的事物，而非依赖机器演算法提供的推荐做出选择。



GUO
郭培 PEI

我希望可以把
中国的传统文化，
古老的技艺以及对
设计的热爱带给
更广阔的世界。

‘

I want to share
traditional culture,
ancient craftsmanship
and passion for the
designs of our beautiful
country with the rest
of the world.

’

The DFA World's Outstanding Chinese Designer acknowledges designers of Chinese origin whose works have been outstanding in the design world, and who have made a significant cultural impact, both in Asia and internationally. The Award honours their achievements and recognises their contributions to the world of design.

DFA世界杰出华人设计师表扬成就非凡的华裔设计师，得奖者须在设计范畴上尽显才华，并于亚洲区及国际发挥重大的文化影响力。本奖项旨在嘉许设计师的卓越成就和对设计界所做出的贡献。



The winner of the 2022 DFA World's Outstanding Chinese Designer is Beijing-born GUO Pei, whose breathtaking designs were inspired by both ancient Chinese embroidery techniques and avant-garde silhouettes. Before she could attend Beijing Second Light Industry School to study fashion design, she had to convince her parents who asked her, 'What is there left to design?', and later establish her atelier, Rose Studio in 1997.

The world is indeed fortunate that she managed to overcome her parents' early objections, because Guo Pei has gone on to carve out an extraordinary career. In 2016, she was named one of TIME Magazine's '100 Most Influential People in the World'. She was also the first Asian designer invited to join France's Chambre Syndicale de la Haute Couture, and has also been named Asian Couturier Extraordinaire by the Asian Couture Fédération (ACF).

生于北京的郭培是 DFA 世界杰出华人设计师 2022 的获得者，其非同凡响的设计灵感源自中国古代刺绣技术与前卫剪裁。当年，她希望报读北京二轻工业学校服装设计专业，父母问她：「服装还需要设计吗？」。最后，她成功说服双亲并修毕课程，其后于 1997 年创办玫瑰坊。

虽然郭培的父母起初并不予以支持，但幸运的是郭培不惧反对声音，最后成功展开非一般的事业之旅。2016 年，她荣登《时代周刊》全球 100 位最具影响力人士之一。此外，她是亚洲首位法国巴黎高级时装公会受邀会员，并获亚洲高级时装联合会认证为亚洲高级时装师。

For over 20 years, Guo Pei has designed some of the most stunning gowns and dresses for the hosts and performers of one of China's most-watched TV programmes, CCTV's annual Spring Festival Gala, and was the designer for the 2008 Beijing Olympic Games Awards Ceremony dresses.

The inspirations for her designs come from her desire to create a new meaning and a sense of identity that is deeply rooted in Chinese culture. These inspirations have resulted in magnificent gowns and couture pieces that have since been exhibited in museums such as the Asian Civilisations Museum in Singapore.

Proudly Chinese, Guo Pei is a storyteller who is fulfilling two important missions: sharing the beauty of China's ancient culture and craftsmanship with the world, and innovating and creating her own works that will, in turn, stand the test of time.

20 多年来，郭培一直为中国最受欢迎的电视节目之一《央视春晚》的主持人和表演者设计晚装，也是 2008 年北京奥运会颁奖典礼礼服的设计师。

郭培设计作品时，醉心于开创植根中国文化的新意义及身份认同。华丽的礼服及高级订制服由各种灵感而生，并在新加坡亚洲文明博物馆等博物馆展出。

以中国人身份为荣的郭培善于诉说故事，现正实践两大使命：将中国传统文化和工艺带到世界舞台，破旧立新以创作能经历史光淬炼的永恒作品。



A Glimpse into DFA Design for Asia Awards 2022 Grand Awards

DFA Design for Asia Awards (DFA DFAA) are bestowed on projects in Asia that epitomise design excellence and contribute to the betterment of society and the design industry. A total of 195 winners are recognised in the DFA Design for Asia Awards 2022, including 9 Grand Awards, 21 Gold Awards, 38 Silver Awards, 49 Bronze Awards, and 78 Merit Awards.

Taking the highest honours at the DFA DFAA 2022, these are the 9 outstanding projects bestowed Grand Awards. Catch a glimpse of these inspiring projects!

「DFA亚洲最具影响力设计奖2022」 大奖得主一览

「DFA 亚洲最具影响力设计奖」旨在表彰对社会和设计行业的发展做出贡献的亚洲优秀设计项目。2022年「DFA 亚洲最具影响力设计奖」共评选出195名获奖者，以表扬他们的杰出设计，当中包括9个大奖、21个金奖、38个银奖、49个铜奖，以及78个优异奖。

以下介绍本年度荣获最高荣誉大奖的9个得奖项目及其设计故事。



EOS R3

Canon Inc.

Japan
日本

The Canon EOS R3 is a mirrorless camera intended for photographers who seek to capture sharp photos of fast-moving subjects, such as athletes in competition, wildlife, and racing cars. About 30% smaller and lighter than other SLR cameras with comparable performance, the EOS R3 has made photography more accessible to all, as well as professional photographers shooting under pressure.

佳能 EOS R3是新式的无反光镜相机，也是摄影师捕捉快速移动对象的好帮手。不论是拍摄正在作赛的运动员、野生动物或赛车，照片都清晰分明。EOS R3比其他具有同等性能的单反相机体积和重量小约30%，令摄影师能更轻松地长时间进行拍摄。



HONG KONG WALK ON / tai ping x anothermountainman 香港前行 / 太平 x 又一山人

84000 Communications Limited
八万四千沟通事务有限公司

Hong
Kong
香港

Hong Kong Walk On is a collaboration between Tai Ping, a leading rug and carpet maker, and anothermountainman, a Hong Kong-based cross-disciplinary artist. Consisting of two 3 x 6 metre handmade carpets, the installation pays tribute to the classic red, white and blue stripes that represent part of Hong Kong's heritage and identity. This project uses photography and art as a medium of expression, bringing Hong Kong's history, spirit and culture to life beautifully.

「香港前行」是著名地毯制造商太平地毯与香港跨界艺术家又一山人携手合作的作品，由两幅3x6米的手工地毯组成。本项目以摄影和艺术为媒介，向代表香港传统及身份认同的红白蓝经典三色设计致敬，淋漓尽致地呈现香港部分历史、精神和文化。

M+ | Hong Kong

M+ | 香港

M Plus Museum Limited

Hong
Kong
香港

A flagship of the West Kowloon Cultural District in Hong Kong, M+ is a museum for visual culture with outstanding design details. It has a tall slender tower that forms an inverted T-shape standing on a spacious, rectangular podium clad. The venue is not just about well-designed exhibition galleries and architectural elements, but the many multipurpose indoor and outdoor spaces of various sizes offer a range of possibilities for engagement.

M+是香港西九文化区的旗舰级艺术场馆，建筑物富有特色，外形修长的纵向大楼，矗立在宽敞的横向基座平台之上，组成一个倒转的「T」字。M+不仅是一个精心设计的展览场地，也提供各种类型及大小的多功能室内和室外空间，发挥多重功能。

M+ museum of visual culture

M+视觉文化博物馆

thonik

The
Netherlands
荷兰

Amsterdam-based design agency Thonik created a striking visual identity for the M+ museum in Hong Kong featuring a range of vibrant colours influenced by the city's architecture and neon signage. Working across the institution's physical and digital platforms, the system connects the big screen on the facade, the website, social media platforms, the way-finding and a grand opening campaign.

受香港独有的城市面貌和霓虹招牌所启发，阿姆斯特丹平面设计工作室Thonik从颜色和感官出发，为M+构思一套充满活力的视觉识别系统，并在馆方的实体和电子资产上大派用场。LED大屏幕、网站、社媒平台、导向指示和盛大的开幕活动，都呈现了这系列缤纷而独特的色彩组合。



Music Hall in the Sky | Japan

空中音乐厅 | 日本

Takuro Yamamoto Architects

Japan
日本

Music Hall in the Sky is a small classical music concert hall with roughly 50 seats in a Tokyo residential neighbourhood. The key design idea is a ribbon window in the sky that gives audiences an impression they're surrounded by the sky rather than buildings in the Tokyo metropolis. The clever use of optics and its unusual setting makes this project one of a kind.

被房屋包围的空中音乐厅是一个座落于日本东京住宅区、可容纳50人的小型古典音乐厅。其特色是一扇窄长而可以望向天空的窗户，给予听众别有洞天的感觉。建筑师极具创意的光学运用，以及不寻常的选址是这个建筑项目独一无二的因素。



Pingtang Book House | The Mainland

坪坦书屋 | 内地

Condition_Lab

Hong
Kong
香港

Using local materials in building, Pingtan Book House not only provides a place for local children to play and read in the traditional wooden structure, but has also inspired the local community's love for reading and the rich Dong culture. While the schoolchildren can recognise the familiar architecture, the façade and light-hearted stairway design are both contemporary and unique.

坪坦书屋不仅为当地儿童提供阅读和玩耍的场所，也激发当地社区对阅读和丰富的侗族文化的向往。这栋就地取材的木制书屋拥有当代风格的立面和活泼有趣的楼梯，同时保留了侗族建筑方式和特点。

TaiSugar
Circular Village
沙仑智慧绿能循环
住宅园区

Taiwan
台湾

Bio-Architecture Formosana
九典联合建筑师事务所

TaiSugar Circular Village in Taiwan invites residents to adopt a circular lifestyle, while raising their standard of living through sharing and community. For example, the extensive facilities rental system ranging from furniture to artworks, their comprehensive circular strategy in architecture, resource management, and service design reduces waste and improves sustainability.

台湾沙仑智慧绿能循环住宅园区鼓励居民选择循环生活方式，并通过社区共享来提高生活质量。以由家具到艺术品都一应俱全的设施租赁服务为例，设计团队在建筑、资源管理和服务设计方面均提出了全面的循环方案，有助于居民减少浪费，促进可持续生活。



Venova
(YVS-140)

Japan
日本

Yamaha Corporation
雅马哈公司

Yamaha has developed the Venova, a wind instrument made of lightweight ABS resin that is significantly cheaper than existing saxophones and requires low maintenance. With clever design, innovative manufacturing processes and inexpensive materials, the Venova makes it easier for all musicians, young musicians and beginners in particular, to learn how to play a wind instrument.

由Yamaha开发的Venova，是一款售价明显低于传统萨克斯管的产品，以轻盈和易于保养的ABS树脂制成。巧妙的设计、创新的制作工艺再加上相宜的价格，让普罗大众，尤其是年轻音乐家和初学者，更容易学习演奏管乐器。



Yuandang
Bridge |
The Mainland
元荡桥 | 内地

Australia
澳洲

BAU Brearley Architects+
Urbanists | SIDRI | T&D

The Yuandang Bridge connects two sections of Shanghai Yuandang Lake's wetlands. The 600-metre bridge is designed to carry pedestrians and bicycles across the water, and at the same time it provides beautiful views of the landscape, and a leisure and viewing pavilion. Drawing cultural references, the bridge prepares users for a journey that crisscrosses not only regional boundaries, but also temporal and cultural ones.

环元荡贯通桥连接上海元荡湖湿地的两端。这座600米的大桥承载行人和单车通过，同时提供优美的景观及休闲观景亭。这条桥的流线外形和中国古典花园的设计理念有异曲同工之妙，跨越自然与文化的设计让游客耳目一新。



On our journeys towards success, mistakes and failures are not setbacks, but stepping stones and valuable opportunities to learn and grow. Behind every success often lies a trail of unseen struggles and missteps, but these are essential because they hone our skills, confidence and determination. Let's see how the Awardees of DFA Hong Kong Young Design Talent Award 2022 embraced the learning gained from their mistakes to push beyond challenges, and cultivate a mindset that champions resilience, innovation, and growth.

在迈向成功的路上，错误及失败并非绊脚石，而是达成目标的踏脚石，也是学习和成长的宝贵机会。成功背后往往充满着不为人知的挣扎及失误，但这些都是必经阶段，帮助我们琢磨技巧，提升自信及锻鍊毅力。让我们看看DFA香港青年设计才俊奖2022的得主如何从错误中吸取教训，克服挑战，并培养坚韧、求新及成长的态度。

Let Your Mistakes and Failures Fuel Your Success

Au Tsui Isa
区翠

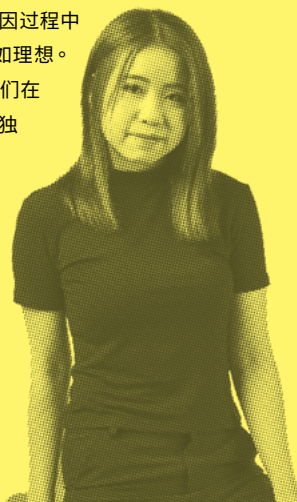
CreateSmart Young Design Talent Award
创意智优青年设计才俊奖



ALU Table 焊纹铝台 (2020)

When I was exploring material production for a project, I overlooked a step in the technical process, and it led to an unexpected result. Even though it wasn't what I originally had in mind, we embraced it and created something unique in the end. So a mistake can sometimes turn out to be an inspiration for exploring something new.

我在为一个项目试验物料时，因过程中遗漏了一个步骤，导致效果未如理想。尽管结果与预期大相逕庭，我们在错误中有意外的收获，创作了独特的纹理。由此可见，有时候我们也能从错误中取得灵感。



Cheung Ho Yan
张可欣

CreateSmart Young Design Talent Award
创意智优青年设计才俊奖

I used to think that creating high-quality designs for clients was my responsibility alone. I later realised that considering a client's opinions in the process not only increases their participation and satisfaction, it can help us better understand their needs as well.

我曾经以为设计师的职责就是为客户提供优质设计。后来，我意识到在设计过程中考虑客户的意见，不仅能增加他们的参与感和满意度，也能帮助我们更好地了解他们的需求。



「追求失败」的成功哲学



The Coastline 岸海 (2019)

Cheung Wui Hei
Rolland
张汇希

CreateSmart Young Design Talent Award
创意智优青年设计才俊奖



Once, on my way to a workshop, I carried a 30kg suitcase filled with tools, along with 10 blowtorches. On the train, the ignition switch of a blowtorch got accidentally turned on. It burned a hole and half the items in the suitcase. I had to run out of the train to extinguish the burning suitcase! I am extra careful with equipment these days.

有一次，我在前往一个工作坊时，携带了一个30公斤重、装满工具和10支喷枪的行李箱。乘搭火车途中，有喷枪的火掣意外地打开，将行李箱烧穿了一个洞，半数物资被烧毁，我更要跑到车外扑灭火种！自此之后，我对整理工具变得更加小心谨慎。

Lam Yeuk Hei
Alize
林若曦

CreateSmart Young Design Talent Award
创意智优青年设计才俊奖



When I was developing my DIY Kit, I realised that some design concepts can become too complicated for the general public to understand. So, after gathering feedback from a variety of participants, I adjusted and refined a design concept that everyone could understand, and easily complete by themselves.

在刚开始设计手作套装的时候，我希望呈现很多想法，不自觉地简单的理念复杂化，令受众难以理解。后来，我通过收集用家的反馈，加以调整和优化设计，让大家可以轻松享受DIY的乐趣。



Winebox Grand Piano 酒箱三角琴 (2020)

Lau Chung Ming Mig 刘颂铭

CreateSmart Young Design Talent Award
创意智优青年设计才俊奖

When I began creating concrete art, I wanted complete control over every aspect of the process, from moulding and infusion to shaping and polishing. However, I realised I could not control the temperature, humidity or water flow. Through numerous failures, I gained a newfound appreciation of the beauty of imperfection, and learned to embrace flaws and recognise the value of working with nature's unpredictable influence.

创作水泥艺术之初，从造模、灌注到打磨的每个步骤，我都很想全部掌控。可惜事与愿违，我意识到自己是无法控制温度、湿度或水流等影响因素。经过无数次失败，我学会了欣赏缺陷美，拥抱缺陷及领悟大自然的奥妙，感受共同创作的魅力。



Home as a Living Resort (2020)

Yu Hoi Tung Jacqueline 余恺彤

CreateSmart Young Design Talent Award
创意智优青年设计才俊奖



Leadership is never an easy task, especially when it comes to leading an architectural design team. When I first began, I was very hands-on with every task. I soon realised that this was not an effective way for my team to learn. A good leader should always encourage, but also recognise that a team needs to explore and express themselves to grow.

领导团队向来是一门学问，尤其是带领一个建筑设计团队。初时，我事无大小都亲力亲为，但我很快地发现这种管理方式将阻碍团队成长。出色的领导者应该要多鼓励团队成员，让他们学习探索自我和表达自己，推动团队成长。

Chan Kwun Hop Theo 陈冠合

CreateSmart Young Design Talent Special Award
创意智优青年设计才俊特别奖



Slave Liberation 自由·奴隶 (2022)

I was once so exhausted that I slept through an important fitting time. At the time, I felt very guilty and sorry, but everyone makes mistakes, and this made me realise that time management and maintaining a healthy lifestyle was more important than just focusing on work progress.

有次我因为太疲倦而昏昏入睡，岂料错过了一个重要的试身时间，当下我感到非常内疚和抱歉。然而，每个人都有犯错的时候，从中我明白到时间管理与维持健康生活，比起只关注工作进度来得更重要。



Cheung Hoi Ning Lorraine 张凯宁

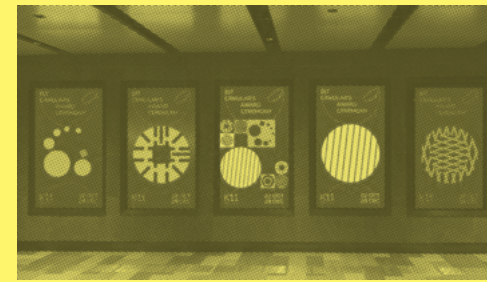
CreateSmart Young Design Talent Special Award
创意智优青年设计才俊特别奖



Shout with Whisper 耳语 (2022)

While I was making a pleated skirt 2 or 3 days before the deadline of the Shout With Whisper collection, I burned a large section of the skirt. I had wanted to finish the organza skirt as soon as I could, and used a higher heat to set the pleats better, but the skirt got burned because of my impatience.

在距离「耳语」系列的递交限期只剩下2、3日之时，我因为急于尽快完成一条以柯根纱制作的百褶裙，使用了更高温度为裙子定型，结果弄巧反拙，百褶裙不慎被烧毁一大部分。



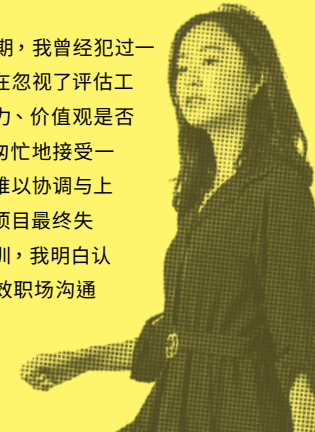
K11 Cirkularity (2021)

Choi Yuet Sum Sharon 蔡悦心

CreateSmart Young Design Talent Special Award
创意智优青年设计才俊特别奖

In my early career as a designer, I made the critical mistake of hastily accepting a job without evaluating its compatibility with my skills and values. This misjudgment led to a disastrous collaboration with my senior, ultimately causing the project to fail. It taught me the importance of carefully assessing job offers and effective communications in the workplace.

在设计师生涯初期，我曾经犯过一个严重错误。我在忽视了评估工作内容与个人能力、价值观是否匹配的情况下，匆忙地接受一项工作，这令我难以协调与上司之间的合作，项目最终失败。经过这次教训，我明白认真评估工作和有效职场沟通的重要性。



Kong Sin Yan Lisa 江倩欣

CreateSmart Young Design Talent Special Award
创意智优青年设计才俊特别奖



Diatom Glass 砂藻玻璃 (2021)

After graduating, I struggled for a year to find work as an interior designer. Rejections left me doubtful, frustrated, and desperate. But I devoted myself to building a strong portfolio. Slowly, my confidence grew, and armed with new skills, I secured a position at the renowned studio of Neri & Hu. This experience taught me resilience, preparation, and self-belief, making me stronger and more confident.

毕业后的一年，我努力寻找室内设计师的工作却屡次失败，令我感到疑虑和绝望。与此同时，我全心全意制作个人作品集。渐渐地，我增强了自信心，也学习了新技能，最终获得著名的如恩工作室聘用。这段经历教会了我要有韧性、做好准备和相信自己，自然会变得坚强与自信。



Adaptive reuse of old tenement buildings in Sham Shui Po as a local crafts hospital and cultural hub
深水埗工艺医院 - 活化被闲置的唐楼空间 (2016)

Yeung Wing Ting Cowon 杨咏婷

HKDI Young Design Talent Award
香港知专设计学院青年设计才俊奖

It has happened many times that I didn't save a draft during my sketching process, and the computer software would suddenly shut down, causing me to have to start all over again from scratch. This taught me to regularly save my work, and to this day I still maintain this habit!

有很多次我在用电脑画图稿时还未储存草图，电脑软件突然关闭，重新开启后我不得不重新再画。经过多次教训后，我养成了定时备份的习惯，这个习惯仍保持至今！



Unrestrained 奔放 (2022)



Cheng Yuk Sing Alex 郑育升

Young Design Talent
Special Mention Award
青年设计才俊优异奖



Once, in the UK, I failed a design course because my English was not good enough for me to present my design. At the time, I was frustrated and depressed about it, but I learned another way to present my design without any words: through drawings. A good drawing can sometimes speak for itself.

留学英国时，我因为英语不好而未能在设计课堂上完整地汇报个人作品，那时我感到气馁又沮丧。后来，我学会用另一种方式来展示设计作品，不需要用任何语言文字，那就是：绘画。一幅好的画作是不言自明的。



Symbiotic Interaction in Architecture -
Between Machinery and Biomimicry
建筑中的共生互动 - 机械与仿生学之间 (2022)



My Printing Machine (2022)

Cheung Tsz Ching Emily 张芷晴

PolyU School of Design Young Design Talent Award
香港理工大学设计学院青年设计才俊奖

Precision and accuracy are my enemies in design production. When I was doing an internship in a ceramic and design studio, I carelessly poured the wrong amount of ingredients into a mixture for clay production. My boss and I were very frustrated and upset. Now I have learned to always double-check beforehand.

在设计制作中，精准度和准确度就像是我的「敌人」。在陶瓷设计工作室实习时，粗心大意的我将调错了比例的用料倒进黏土混合物中，失败的结果让我和上司感到非常气馁与沮丧。至此之后，我学会凡事都要预先仔细复查。



Geometry and Line 幾何與線 (2021)

Ng Tsz Kwan Cherry 吴芷君

Young Design Talent Special Mention Award
青年设计才俊优异奖

In executing a design from a drawing, the designer sometimes experiences many failures. For example, when heat transferring prints to fabrics, different textures will give different visual effects. For chiffon, we have to experiment with many different types, and it takes many failures before we succeed in finding the right proportion of patterns and colour chroma.

把纸上图画落实到实现设计的过程中，设计师往往会经历多次失败。例如将彩图印制到布料时，不同质感的布料会出现不同的视觉效果。简单如雪纺绸，我们亦需要试验不同的种类，经过无数次的失败，才能成功找到最适合印制的图案比例与色彩度。



So Cheuk Lam Jonathan 苏卓霖

Young Design Talent Special Mention Award
青年设计才俊优异奖

During my first time casting a concrete model, I overestimated the ratio of water to cement and sand. It turned out that the model did not dry as much as I expected, and was 1 cm taller than the original. With time running out, I had to use sandpaper to sand it down. It was a valuable lesson for myself to reserve time for errors.

我第一次做混凝土模型时，由于高估了水泥与沙之间的用水量，结果模型未如预期般干燥，更较原来的模型高出1厘米。因为时间有限，我只好用砂纸将其打磨掉。那次的经历，让我上了宝贵的一堂课：要预留空间来应对所有可能发生的错误。



Phased Regeneration for Obsolete Factory
再生废弃建筑 (2021)

Design
Can
Engage
Community

04+

Empowering Our City with Sustainable Design

集合可持续设计力量
启动全城创意

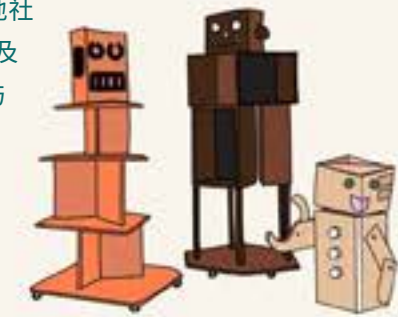
BODW City Programme (CityProg)

peaked in November and December 2022, activating citywide business and creative clusters with over 100 remarkable, design-driven collaborations, including 10 design festivals and programmes that illuminated the transformative power of sustainable design. Under the theme of **‘20’s: Reflect·Refresh·Reset’** with a focus on **‘Design for Sustainable Community’**, CityProg invited various sector partners and local communities to witness, engage, and learn how to reimagine our city with design and creativity.

「设计营商周城区活动」(城区活动)

2022主要横跨11月至12月期间举行，启动全城商业及创意集群，带来超过100个精彩设计活动，当中10个设计节及项目尽显可持续发展的变革力量。

本年度的城区活动以「**二十而立：深思·焕然·一新**」为主题，聚焦于「**设计·构建可持续社区**」，邀请各界伙伴和本地社群，一同见证、参与及学习如何通过设计与创意，从创新角度想像城市未来。



Sensory Symphony 感官共奏

openground

With a focus on sound design, ‘Sensory Symphony’ explored new possibilities for materials and boosted the micro economy in Sham Shui Po, a material paradise for many designers and creatives. With tours, workshops, a talk, an exhibition and jam sessions, the public had fun-filled opportunities to design musical instruments with electronic parts and materials found in the district and turned everyday sounds into beautiful symphonies.

聚焦于声音设计，挖掘寻常物料的更多可能性，并推动地方微经济。深水埗一直是众多设计师及创意人才采购物料的天堂，是次活动通过导赏、工作坊、讲座、展览及即兴演奏，让大众活用区内的电子零件及物料设计乐器，将日常声音化成美妙乐章。



Play Out of the Box 玩具无界限

Anewtoys

Every year in Hong Kong, countless unwanted toys are thrown away, adding to the growing environmental issue. To promote a circular economy and sustainability, ‘Play Out of the Box’ featured an enlightening talk, workshops and a carnival engaging the public in Sham Shui Po. Led by a designer, participants learned about the importance of upcycling and resource-sharing, and extended the lifespans of toys through design and creativity.

香港每年有许多「失宠」玩具遭丢弃，加剧日益严重的生态问题。为推动循环经济和可持续发展，“玩具无界限”于深水埗举办具启发性的讲座、工作坊和嘉年华会，吸引公众参与。设计师帮助参加者了解升级再造及资源共享的重要性，并通过设计和创意延续玩具的价值。

Gaming Out 街上游乐点

Milk Design and Kennifstudio

At ‘Gaming Out’, innovative street games brought communities together and revitalised public spaces in Sham Shui Po. Through a series of design thinking workshops, designers helped the residents and other participants create new street games using simple materials, tools and rules. Everyone had a great time playing the games during ‘Gaming Out Week’, together reshaping the community and enhancing well-being through play.

「街上游乐点」以创新的街道游戏凝聚邻里及社群，并为深水埗的公共空间注入活力。通过一系列的设计思维工作坊，设计师帮助居民和其他参加者使用简单的物料、工具和规则，创作崭新的街道游戏。「街上游乐周」举办期间，市民大众一起尽情游乐，藉此共同重塑社区，并提升幸福感。



project G_UJ

The Beautiful Pages 好一天 绘本见

Picture books are beloved by both young and old alike, and what better way to tell stories of everyday life than through designers' captivating illustrations? With an exhibition, a mural installation, a walking tour, an evening outdoor sketching workshop and more, students and the public learned how to observe and tell stories about the hidden treasures in their neighbourhood with a newfound sense of empathy.

绘本深受不同年龄人士的喜爱，若要讲述日常生活故事，还有什么比设计师的精美插图更合适？通过展览、壁画装置、导赏行、夜光写生工作坊等活动，本项目激发学生和公众的同理心，学习观察和讲述社区鲜为人知的珍贵故事。



Cheongsam Rhapsody 长衫狂想曲

FashionClinic by T and Wontonmeen

‘Cheongsam Rhapsody’ happened partly by chance and partly from inspiration. The lucky discovery of a collection of cheongsams from the 1920s to the 1960s was an opportunity to curate a trip down memory lane. With an exhibition, a discussion, a demonstration and a workshop, the programme celebrated and imagined the future of this iconic symbol of Chinese femininity and elegance, and explored sustainable fashion design.

有关「长衫狂想曲」的出现，一半是偶然，一半是灵感。有赖一次可遇不可求的机会发现了多件1920至60年代的长衫，成就一趟回到过去之旅。别具代表性的长衫尽显中国女性的柔美与优雅，项目通过展览、研讨会、示范和工作坊，构想长衫的未来发展，并探索可持续时装设计。

InNovAction Tsuen Wan 运动·荃城

HKFYG Tsuen Wan Youth S.P.O.T.

Sports design is not only about venues, equipment and outfits, but also creative placemaking that enables healthy activities in public spaces. Featuring a mobile sports station, an exhibition, a map and various sports experiences, 'InNovAction Tsuen Wan' engaged a designer and a group of young people to equip the public with sports design knowledge and promote a healthy lifestyle in a creative way.

运动与设计的关系并不局限于场地、器材或服装，更包含创意地方营造，以推广于公共空间进行有益健康的活动。通过流动运动挑战站、展览、地图及各种运动体验，「运动·荃城」邀请一位设计师与青少年合作，向大众分享运动与设计，以创意手法推广健康生活方式。



CityProg 2022
Highlights
城区活动2022
花絮



CityProg 2022
Interviews with
Creative Partners
城区活动2022
创意伙伴



Walkable Workable Fashion 着得又行德

Walk DVRC

Casual, comfortable clothing is better suited to environmentally-friendly daily mobility habits such as walking. Featuring a webinar on sustainable materials, a competition, a fashion presentation and a lookbook to promote new offewear design trends, 'Walkable Workable Fashion' took a timely look at professional office attire, because looking great should not have to come at the cost of sustainability and an excessive carbon footprint.

舒适轻便的服装更适合步行等环保的日常出行习惯。「着得又行德」通过以可持续物料为主题的线上研讨会、比赛、时装展示，推广上班服饰设计新趋势的造型册，再思专业白领的穿搭，探索如何保持美观造型之余，又可以为可持续发展出一分力，并减少碳足迹。

Tour Around Sai Kung 周围「贡」

Mode of Design Alliance and Bottoms Up Communication Limited

A new chapter in creative cultural tourism begins! Participants of 'Tour Around Sai Kung' were treated to community tours led by an architect, a fishing raft tour, Sai Kung souvenir shopping, a cultural product design sharing session and workshop, an aroma oil workshop and an ugly food cooking class, all showcasing the quirky charm of the 'back garden of Hong Kong'.

创意文化旅游新体验从此展开！周围「贡」的参加者通过由建筑师率领的地区导赏团、渔排游、选购西贡纪念品、文化产品设计分享会及工作坊、香薰工作坊及「丑食美饌」烹饪班等，感受「香港后花园」的独特魅力。



Creation to Emerge 乐在·做_

Making On Loft

To Kwa Wan, the vintage urban district, has evolved its own vibrant cultural and creative ecosystem over the years. With pop-up design studios, zine workshops, an exhibition and a market, 'Creation to Emerge' empowered the creative community and encouraged young talents to unleash their creativity by designing for the small shops in the neighbourhood, turning the area into a thriving 'design and creative maker cluster'.

旧区土瓜湾历年来逐渐蜕变，形成活力十足的文化和创意生态系统。「乐在·做_」通过期间限定的设计工作室、小志工作坊、展览和市集，为创意社群注入活力，并鼓励年轻人才为邻近小店制作生活设计用品，让创意飞扬，带动该区成为蓬勃发展的「设计与创意生产集群」。

Reimagine the South 再思南区·社区设计

The Warehouse Teenage Club

Through the lens of design, young people and the public deep dived into the history and culture of the Southern District, which has undergone a massive transformation from a sleepy fishing village to a bustling urban area. With engaging activities including a sampan cruise experience, a community design workshop, an Augmented Reality Instagram filter experience and more, 'Reimagine the South' unlocked the district's creative potential.

从设计角度开始，引领青少年和公众挖掘南区的丰富历史及文化，了解南区如何由一条式的渔村摇身一变成为繁华都市。通过舢舨体验、社区设计工作坊、扩增实境Instagram滤镜体验等引人入胜的活动，「再思南区·社区设计」释放区内的创意潜力。

Ignite New Possibilities

跨界合作 开拓新机遇

Apart from presenting 10 design festivals and programmes, CityProg 2022 fostered exchanges and collaborations among different sectors, local businesses and overseas creative units to champion innovation for our city and economy, and nurture a thriving creative ecosystem in Hong Kong.

Check out some of the Satellite Events we hosted and hear what our partners say about us!

城区活动2022除了推出10个设计节和项目，也积极推动社会各界、本地商业及外国创意单位之间的交流与合作，带动创意经济发展，缔造香港创意生态。

以下是我们举办过的部分卫星活动，来听听我们的合作伙伴怎么说！

Highlighted Satellite Events 精选卫星活动

HKHands



The Hong Kong Illustration and Creative Show vol.4
香港插画及文创展 vol.4



Creative Feast 3.0
亚洲创意盛宴 3.0

Spark Up Asia (APAC Culture and Creative Industries Alliance)

Walk DVRC 行德



Skateboard Symposium
滑板文化研讨会

Lamborghini Hong Kong 林宝坚尼香港



30 Years Of Lamborghini Hong Kong – HK30
林宝坚尼香港30周年展览 – HK30

SUBXMAS 'A Night with the Angry Cat' SUBXMAS 「招财闹猫之夜」



Carnaby Fair & Goods of Desire (G.O.D.)



Ms. Angie Chung
钟咏婷小姐

General Manager,
Central Market of Chinachem Group
华懋集团中环街市总经理

For two consecutive years, Central Market has been a CityProg creative partner. This time, we joined hands with Walk DVRC and CityProg to host the 'Walkable Workable Fashion Presentation', providing a platform for local designers to showcase their works. We will continue to create value for the community by organising a series of different programmes and exciting events.

中环街市连续两年成为城区活动的创意伙伴。今次，我们联同行德及城区活动举行「着得又行德」时装展示，为本地设计师提供一个向公众展示作品的平台。我们会继续积极举办一连串精彩活动，为社区创造价值。



Ms. Fanny Yu
余卓婷小姐

Project Director of Loupe
Loupe 项目总监

Loupe has broadened the promotional channels and strategies, and connected with more new partners through being part of CityProg 2022. We collaborated with CityProg to launch different educational projects that fulfilled our social responsibilities. We look forward to working with more people to promote design and arts through various events.

Loupe 通过城区活动 2022 扩阔宣传的渠道和方式，并认识更多合作伙伴。我们与城区活动合作推出不同的教育项目，联手实践企业社会责任。往后的日子，我们期待与更多不同单位合作，于不同活动中宣扬设计和艺术文化。



Ms. Kristie Leung
梁皓明小姐

Director of Campell Group –
KC100 Art Space
金宝集团 KC100 艺术空间总监

It is very encouraging to see the success of CityProg 2022 as it continues to identify and cultivate new possibilities to grow the local design, arts and cultural community. We look forward to our continued partnership in showcasing local designers and artists' talents, not only in the Kwai Chung district, but also to the world!

城区活动 2022 的成功非常令人鼓舞，全因他们努力不懈地发掘和培养本地设计、艺术和文化圈的各种可能性。我们期待未来继续合作，不仅向葵涌社区，更向全世界展示本地设计师和艺术家的才华！

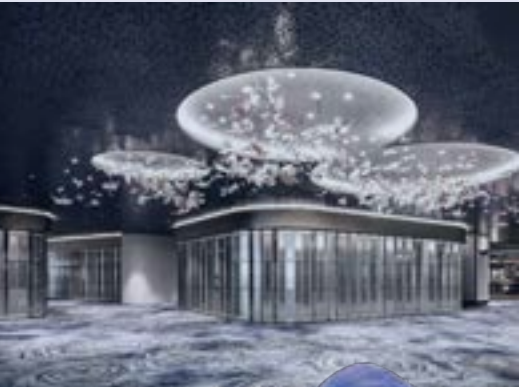


Dr. Ruffina Thilakaratne

RIBA International Council
member for Asia and Australasia
英国皇家建筑师协会国际理事会成员
(亚洲及澳大利西亚)

RIBA HK Chapter partnered with CityProg 2022 on the '2022 Post Covid Furniture Design Competition', which was a huge success. Prof. Eric Yim, Chairman of Hong Kong Design Centre joined the judging panel to select the winners from the creative entries submitted by professionals and students. The partnership with HKDC has been rewarding.

英国皇家建筑师协会（香港分部）与城区活动 2022 携手合作，成功举办「2022 后疫情时代家具设计比赛」，并邀得香港设计中心主席严志明教授加入评审团，从专业人士和学生的创作中选出获奖作品。是次与香港设计中心的合作实在意义非凡。



Mrs. Klára JURČOVÁ

Consul General of the
Czech Republic in Hong Kong
捷克共和国驻香港总领事

Our collaboration with CityProg 2022 was our first deeper immersion into the design dialogue between Czech and Hong Kong designers. We are glad that several Czech brands got the chance to introduce themselves, and be involved in exchanges with Hong Kong partners and the younger generation. The biggest benefits were the networking opportunities that will lead to new collaborations.

今次参与城区活动 2022，让捷克和香港设计师得以展开更深入的对话。我们很高兴让更多人认识来自捷克的品牌，并把握与香港伙伴和年轻一代交流的机会，从中促成新的合作。

As a concurrent programme of CityProg, the special initiative ‘Design In Action’ created ‘Open House’ experiences for students, taking them on tours at design companies to learn about the working environment and meet professional designers in person. Nearly 60 local design companies took part in over 70 activities to share their expertise, inspiring over 300 senior primary, junior secondary, and tertiary students to explore the value of design and future career planning.



The Design In Action tours gave me insights into designing various types of spaces, like houses, malls, and resting spots. Out of all the programme activities, I enjoyed the ‘Contributing to society in Minecraft’ project the most. Working collaboratively with my team, we built different structures, including the Axolotl Library and Tree Land, and created the safest and most exciting water slide for the public swimming pool. Receiving feedback from the designers helped me gain more confidence in my design skills.

「设计好改变」让我深入了解各种空间设计，例如房屋、商场及休憩处等。在众多活动中，我最喜欢的是「在我的世界中为社会做贡献」。活动期间，我与团队合作构建了不同的建筑物，包括Axolotl图书馆和绿林，并为公共游泳池建造既安全又好玩的水滑梯。设计导师提出的宝贵意见和建议，提升了我对设计的信心。



Cristen Hoo 胡文嘉

Sir Ellis Kadoorie (S) Primary School
官立嘉道理爵士小学

Design In Action exposed me to different areas of Hong Kong as well as community events, allowing me to reconnect with the city and meet dedicated individuals from various fields. Through interactions with industry pioneers, I discovered that a designer's soul is defined not only by creativity but also by persistence and experience from mistakes. The ability to integrate these elements is what sets a designer apart.

「设计好改变」让我接触到香港不同地区和社区活动，过程中我可以重新连接这个城市，并与来自不同领域、努力深耕细作的专业人士见面。通过与行业先驱的交流，我发现设计师的灵魂不仅来自创意，也由坚持和从错误中汲取的经验所定义。这些元素结合后，便造就了设计师的独特之处。



Lung Chik Tang 龙籍腾

Hong Kong Chu Hai College
香港珠海学院

Taking part in Design In Action gave me the opportunity to meet and learn from various designers in Hong Kong. Meeting designers from different fields broadened my understanding of design and inspired me to find my own style. Learning about their journeys and determination to succeed was intriguing and motivating. Their passion for design encouraged me to pursue my dreams.

「设计好改变」让我有机会接触来自香港不同领域的设计师。通过与他们见面和交流，加深了我对设计的理解，启发我寻找自己的风格。他们的设计旅程和追求成功的决心，非常引人入胜和激励人心。他们对设计的热诚鼓励了我追求自己的梦想。



Wong Nga Lam 黄雅霖

St. Paul's Co-educational College
圣保罗男女中学'Design In Action' Graduation Ceremony
「设计好改变」结业礼

The graduation ceremony of 'Design In Action' was successfully held at Hong Kong Disneyland. Mr. William Kelly Willis, Executive Creative Director of Walt Disney Imagineering Asia, was invited to reveal the secrets behind the park's magical experience design.

「设计好改变」结业礼于香港迪士尼乐园圆满举行，邀请了华特迪士尼幻想工程（亚洲）行政创意总监韦恺礼（Kelly Willis）担任特别嘉宾，向在场同学分享乐园背后体验设计的奥妙之处。



This special initiative taught me about design methods, object pairing, and 3D tools. I was impressed by the designers' creativity and ability to generate many innovative ideas quickly. This surprised me since I usually take longer to come up with my own concepts, even in my personal artwork. Their efficiency challenged my approach to design and left a lasting impression.

这次的特别企划让我学到有关设计方法、物件搭配及3D工工具应用的知识，设计师极具创意，并能迅速构思许多创新想法，令我十分佩服。在创作个人画作时，我通常需要较长的时间去构思概念，所以设计师的高效率创作，让我留下了深刻的印象。



Chau Tsz Ho 周子昊

King's College
英皇书院

Participating in Design In Action allowed me to learn about design in different industries and its potential to improve people's lives. I used to find it challenging to acquire design knowledge in my daily life, but now I understand its importance and impact. Through various visits and interactions, I discovered that designers are approachable and enjoy communicating. Their human-centered approach encourages us to seek better life experiences and to make design an essential aspect of our lives.

参与「设计好改变」让我学习到设计在不同行业的应用，以及它改善人们生活的潜力。我以往觉得难以在日常生活中学习设计知识，现在我终于可以理解其重要性与影响力。通过参观和交流活动，我发现设计师都很平易近人，他们以人为本的设计理念鼓励我们寻求更好的生活体验，让设计成为我们生活中不可或缺的一部分。



Chan Pak Wing 陈柏颖

Creative Kids
奇极创作室

Design In Action's diverse range of activities, including designers' sharing, one-on-one conversations, and studio visits, provided me with valuable insights into the design industry and good design practices. Interacting with designers who excel in various fields taught me about traits such as diligence, creativity, and a willingness to experiment. Their willingness to share their experiences and knowledge has inspired and enriched me, giving me a clearer sense of direction for my career.

「设计好改变」丰富多样的活动，包括设计师分享、一对一交流和工作室参观，为我提供了有关设计行业和良好设计实践的宝贵见解。与在不同领域中表现出色的设计师互动，让我挖掘到他们勤奋、富创意和愿意尝试的特质，他们十分乐于分享经验和知识，令我深受启发，为我的职业生涯带来了更清晰的方向。



Wong Ki Sum 王淇心

Hong Kong Polytechnic University
香港理工大学

A Dialogue with Designers in the City Nurturing a New Generation of Creative Talent

Explore What
Design Can Do
发掘更多设计
成就的好改变'Design In Action'
Interviews with 12 Local
Design Companies
《设计好改变》12家
本地设计企业的故事'Design In Action'
Online Exhibition
设计好改变作品展

Design In Action 设计好改变

特别企划「设计好改变」与城区活动同期举行，以「设计开放日」（Open House）形式，带领学生走进设计企业的工作空间，实地了解设计师的工作日常，亲身与设计师互动交谈。本项目邀请约 60 家本地设计企业分享他们的专业知识，举办了超过 70 场活动，让超过 300 位本地大专、初中和高小学生，认识设计的价值和职业生涯规划。

穿梭城市与设计师对话 培育新一代 创意人才



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Design Spectrum 设计光谱

🌟 Get ready to be inspired! 齐来汲取灵感! 🌈🌟
#DesignSpectrum ignites imaginations with eye-opening thematic design exhibitions. 🌈🌐
From the vibrant streets of Hong Kong to the dynamic cities of the Greater Bay Area, ASEAN and our international partners, let's nurture talents and build a thriving design thinking culture in our community. 🌟👉💡
#InspirationUnleashed #DesignCulture

#设计光谱 的主题设计展览让人大开眼界，扩阔大众的想像空间。🌈🌐从香港充满活力的大小街道，走进大湾区、东盟及其他国际合作伙伴的动感城市，让我们协力培育创意人才，并于社区内建构设计思维文化。🌟👉💡
#激发想像力 #设计文化

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设计光谱



常行



大梦细想



DS Shop

Design Spectrum 设计光谱

Inspiring and Showcasing Good Designs In Our Communities

展示好设计 启发创意社群



always 常行
Envisioning A Community That Thinks Beyond Green

超越环保的设计思维
呈现香港设计续航力

Curator 策展人
Benny Au and Teresa Chan
区德诚及陈婉衡

Exhibition Date 展览日期
22.11.2022 – 12.12.2022
in Central Market 于中环街市展出

15.12.2022 – 26.02.2023
in PMQ 于元创方展出

Aa

POST STORY REEL LIVE



166 likes

From a spark of awareness to a series of actions, our behaviour forms over time until it becomes part of a routine – and becomes our 'always'. 🌟 Benny Au and Teresa Chan of miniminigallery brought us 50 captivating design projects that left us inspired and amazed with a deep dive into #CreativeIdeas that span across generations, forms, and spaces. 🌟🌈

常行，是从意念发展至一连串动作，习以为常，进而形成行为。🌟 miniminigallery的主理人区德诚及陈婉衡策展超过50个设计项目，通过引人入胜的展品带来无限灵感及惊喜，让我们深入了解跨时代、形态、空间限制的#创作意念。🌟🌈

View all 25 comments



Design Spectrum 设计光谱
PMQ



203 likes

From the iconic 'Lap Sap Chung' rubbish mascot that has captured our hearts since the 70s, to a photographic journey capturing the beauty of signage in Hong Kong, to a contemplation of sustainable fashion, 'always' showcased the incredible creativity that defines our city. These projects brought to life and preserved the intangible values they represent – the designers' ideas, boundless creativity, and powerful messages to individuals and communities. 🌟🌈 'always' also encouraged us to embrace collective action through design by bridging the gap between humanity and nature, paving the way for a brighter community and future. 🌈🌐🌱

由早于上世纪70年代出现并深入民心的「垃圾虫」角色设计、日常在香港街道上观察并捕捉到的招牌字体踪影，及至对可持续时装的再思，"常行"展示塑造香港面貌的非凡创意。不论立足于个人或社区的思想、无尽创意及有力交流面向，展品皆活现背后珍贵的"无形"价值。🌟🌈 此外，"常行"通过设计启发集体行动，连结人文和大自然，为一个更美好的社区与未来铺平道路。🌈🌐🌱

View all 17 comments



Design Spectrum 设计光谱
Central Market



148 likes

💡 We were especially amazed by the exhibition's use of flexible wooden panels, which allowed endless possibilities, creating a breathtaking visual experience. These three-dimensional geometric combinations effortlessly adapted to any space. Not only were they functional and aesthetically pleasing, but they also embodied the very essence of the exhibition's theme, symbolising the spirit of adaptability and innovation. 🌱🌈

💡 展览灵活运用板材的方式尤其令人赞叹，带来无限可能性，呈现绝佳的视觉体验。立体几何组合轻易随着场地而变奏，不但精简、功能性强而富美学品味，更能体现灵活应变和创新的精神。🌱🌈

View all 34 comments



designspectrum.hk 1w
#alwaysExhibition #DesignJourney
#CreativityUnleashed #BrighterFuture
#InnovationUnleashed #AdaptableSpaces
#DesignAcrossGenerations
#InspirationUnleashed
#常行展览 #设计旅程 #释放创造力
#光明未来 #激发创新活力 #灵活空间
#跨时代设计

Like Reply



always 常行

Design Spectrum 设计光谱

5h

...

×

Dream Big Think Small

大梦细想

Bridging Virtual and Real Visions from Designers

游走真实与虚拟世界 超越梦想 跨越时空

Curator 策展人
Michael Leung
梁展邦

Exhibition Date 展览日期
11.05.2022 – 17.07.2022
at 7 Mallory Street
于茂萝街7号展出

201 likes

47 comments

16 shares

Like

Comment



designspectrum.hk

4h

...

×

#DreamBigThinkSmall

#DreamsComeTrue

#DreamsInAction

#SustainableSolutions

#InnovationUnleashed

#大梦细想

#梦想成真

#美梦实践

#可持续解决方案

#激发创新活力

Like

Reply

Dream Big Think Small
大梦细想

Design Spectrum 设计光谱

9h

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×

🌟✨ Dreams come alive in countless forms. We celebrated HKDC's 20th Anniversary with the spectacular 'Dream Big Think Small' curated by the visionary Michael Leung. The exhibition explored the multidimensional connection between dreams and design through four captivating sections. We saw ingenious solutions to personal and social challenges, as creative powerhouses from Hong Kong, UK, Sweden, Denmark, and more shared their groundbreaking creations.

🌟✨ 梦以形形色色的方式成真。为庆祝香港设计中心成立二十周年 🎉🎉，我们举办「大梦细想」展览，并邀得富想像力的设计师梁展邦为策展人。展览通过精心设计的四大展区切入并连结「梦」与「设计」，从而探索箇中多个面向。展品分别来自香港、英国、瑞典、丹麦等地的设计精英所创作，创作意念突破常规，以精妙设计解决个人及社会挑战。

89 likes

25 comments

10 shares

Like

Comment

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Write a comment...



Design Spectrum 设计光谱

Mallory Street

...

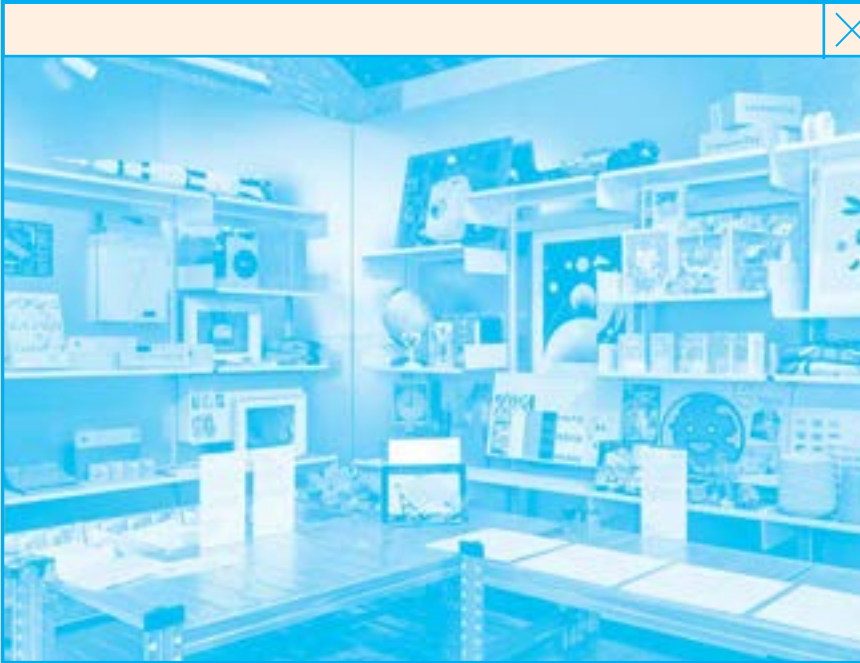
×

122 likes

🌙🌟 Where reality and imagination intertwined, 'Dream Asleep Dream Awake' presented tangible manifestations of dreams, like Thomas Thwaites' captivating goat adventure. 🐐🌍 Immersive, speculative creations bridged the gap between the real and digital worlds, offering glimpses of our future.

🌙🌟 「想像 梦想」是现实与想像交织的地方，采用具体手法演绎梦，例如 Thomas Thwaites 亲身体验「山羊」的生活。🐐🌍 沉浸式加上推测性的设计展品拉近现实跟数字世界的距离，让我们藉此探索未来。

View all 23 comments



Design Spectrum 设计光谱

2h

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Are dreams merely an escape? In 'Dream Further Dream Closer', seemingly luxurious daydreams transform into tangible solutions for pressing human issues. The extraordinary impact of Farm 66's eye-catching vertical farming system, bridging nature and innovation with stunning space-age design makes us believe in the power of dreams. 🌱🌿🌻🌟

梦想是仅仅停留在逃避现实的阶段吗？「想远 近观」探索迫在眉睫的世界议题，看似遥远而奢侈的「白日梦」，原来早已成为现实。Farm 66 绿芝园的耕种系统矗立在展区中，犹如太空站般的设计引人注目，将大自然与创新融为一体，充分发挥深远影响力，让我们相信梦想的力量。🌱🌿🌻🌟

89 likes

25 comments

10 shares

Like

Comment

Share

Design Spectrum 设计光谱

2h

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×

In 'Dream Bigger Dream Smaller', we were enthralled by 'Our Abstract Playscapes' where Fan Lok Yi reimagined community playgrounds, as well as Haw Par Music, a cultural revival uniting heritage and music, both proving that dreams have no age limits! 🌟

🌟🌟 Finally, dreams are within our grasp when we dare to take action. In 'Dream Hard Do Harder', we explored and saw the tools of fearless designers like Kevin Cheung, STICKYLINE, and LeeeeeeToy, as they turned #DreamsToActions. Design reference books fueled our inspiration and delved into the trend of #SpeculativeDesign, which explores real-world creative possibilities.

「梦大 想细」的展品令我们目不暇给，樊乐怡的《我们的抽象地景》重塑地区游乐场，「虎豹乐园」活化计划将音乐表演融入文物遗迹，足证造梦无分年龄大小！🌟

🌟🌟 最后，只要我们敢于实践，美梦就尽在掌握之中。通过「巧作 实梦」，我们探索并细看设计师喜爱使用的工具，包括敢想敢试的 Kevin Cheung、STICKYLINE、LeeeeeToy 等，展示他们如何 #把梦转化成真。多本与设计相关的书籍为大众带来启发，深入探究 #推测设计，在现实世界中探索不同的创作可能。

DS SHOP BRINGING GREAT DESIGNS INTO DAILY LIFE

让好设计 融入日常生活

Brimming with whimsical home decor, fashion-forward apparel and delightful accessories, DS Shop showcases winners of the prestigious DFA Awards and the design talents nurtured by HKDC's incubation programmes with a launching pad and a platform to sell their innovative creations. Come discover the original wonders of DS Shop — a true celebration of great design in the heart of Hong Kong!

DS Shop 为著名「DFA 设计奖」得主和香港设计中心旗下培育计划的创意人才提供销售创新产品的平台，展示多款由他们匠心设计的家居饰品、前卫服装及精美配饰。本土创意于 DS Shop 发光发亮，快来探索原创好物！

④ Storyteller Limited 说故事有限公司

Developed for 'The Heart Seeker' exhibition in 2020, this handy tote bag features an illustration by local artist Theo Hikari.

StoryTeller 与本地插画师 Theo Hikari 合作，取材自2020年「The Heart Seekers」展览而创作的专属帆布袋。

⑤ Isatisse Studio 大赏工作室

This whimsical drawstring bag by Isatisse is roomy enough for your on-the-go necessities — lunch, wallet, keys — and more.

Isatisse的索绳袋兼具轻巧便携与容量的特点，非常适合盛载午餐盒、钱包和钥匙等日常必需品。

⑥ Kevin Cheung Design

Rice Bell gives recycled rice cooker bowls a new life and purpose, and their resonant aluminium domes ring happily because of this!

饭铃让废弃电饭锅内胆获得新生命，用创意再造能敲出清脆响声的单车响铃，将升级再造的理念发挥得淋漓尽致。

⑦ Milk Design

Designed for brewing and sharing tea, this simple, elegant pitcher has a lid and heat protection wrap, making it easier to hold and maintain a moderate water temperature that opens up the layers of fragrance in the tea.

这款茶具专为泡茶及与人分享好茶而设，造型简约优雅；附壶盖及隔热带，防烫手之余可延长保温，让好茶徐徐散发出层次丰富的茶香。

⑧ In Wonderland Co.

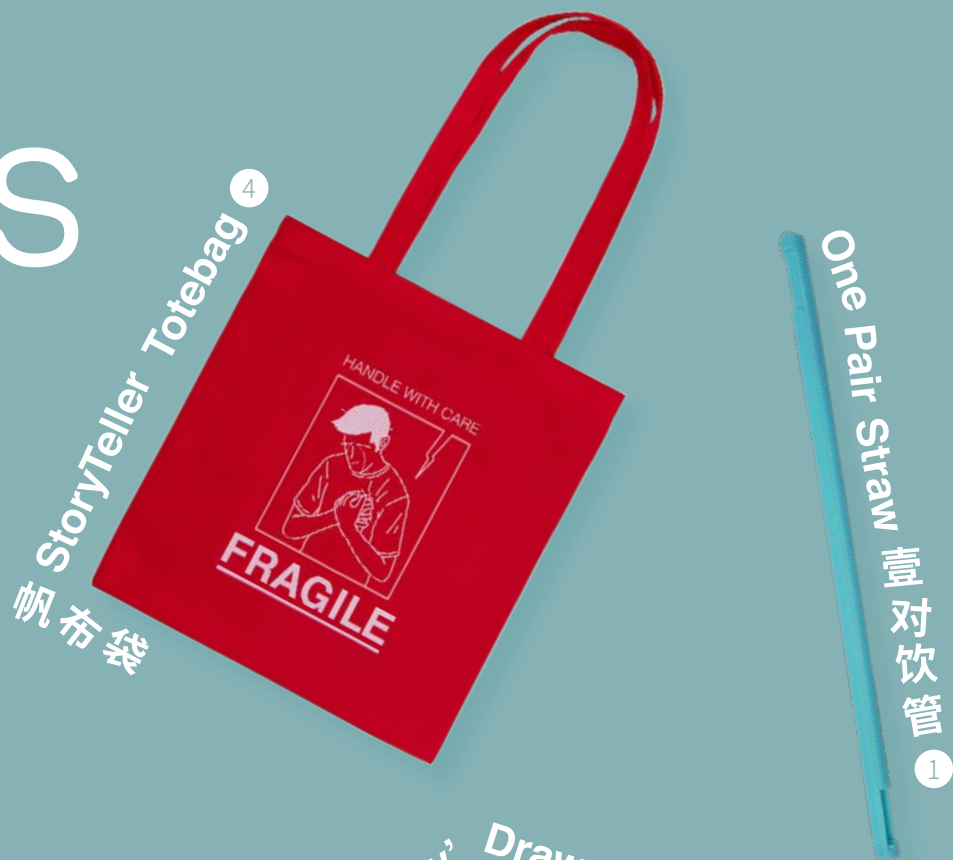
Inspired by the rubber screaming chicken toy, this innovative Screaming Chicken DIY Kit is eco-friendly and great fun to build. With a simple compression, it unleashes a screech that is sure to grab attention and bring laughter.

受橡胶尖叫鸡玩具的启发，这款创新的尖叫鸡DIY套装既环保又好玩。这个DIY尖叫鸡捏一下就会发出叫声，肯定能吸引众人的注意，带来欢笑。

① Green One Lab Limited 绿壹研究所有限公司

One Pair Straw is an award-winning reusable straw with an innovative detachable design, and can be cleaned easily without a cleaning brush.

壹对饮管是一支可拆式的可重用饮管，获得多个设计奖项。独特的可拆式设计，能够清洗饮管每个位置，无须使用饮管刷。



One Pair Straw 壹对饮管 ①



② MOODLABBYLORRAINE

FUJI SOCKS, inspired by the iconic Mount Fuji and Japanese Sashiko embroidery, symbolises a yearning for travel. The playful patchwork of stitching styles represents a fusion of the old and the new.

袜子图案的灵感来自富士山及日本传统工艺刺子绣，当中表达了对日本旅游的思念。拼接工艺营造出一种新旧融合的冲突美感。



③ Mosi Design Limited 無事設計有限公司

In:visible wallet is designed for the visually impaired to distinguish the value of banknotes, with a stair-shaped measurement tool built inside. With its minimalist design, this wallet is also a very stylish accessory.

带有梯形量尺的看得见银包专为视障人士而设计，方便用户自行分辨不同面额的纸币。银包外形简约而不失时尚感。

wallet ③



In:visible 看得见银包

饭铃 Rice Bell ⑥



for Tea bag ⑦



Pot 白瓷茶包盖壶

Screaming Chicken DIY Kit ⑧



Design Can Connect Society

05

Driving Change with Design

设计引领
改变未来

Change often evokes fear and uncertainty, but it is also the element that compels designers to create solutions that enable societies to progress. At HKDC, we believe that design has the power to drive positive change in the world. Here, our Board of Directors share their perspectives on the greatest designs that have indelibly shaped the world we live in today.

虽然改变会打破安逸的现状，但同时鼓励设计师构思解决方案，推动社会迈步向前。香港设计中心深信设计可以成为引领世界进步的主要力量，我们的董事会成员在此分享世界当今的优秀设计，畅谈精辟见解。

03 Chopsticks 筷子

02
04 iPhone

01 Airbnb 爱彼迎

01 Prof. Eric Yim 严志明教授 Chairman 主席

Airbnb is a design thinking success story. Founded by two designers Brian Chesky and Joe Gebbia, Airbnb's two main design-focused principles behind its success are the company's holistic experience approach with a simple and novel booking procedure; and its interpenetration of lifestyles, culture characteristics and design. Airbnb has helped define the sharing economy and experience design.

爱彼迎是一个成功运用设计思维的例子。平台由两位设计师 Brian Chesky 及 Joe Gebbia 创办，秉持两大以设计主导的原则：首先是采用整合式体验模式，配合崭新方便的预订流程；其次是将生活方式、文化特色及设计融为一体，藉此为共享经济和体验设计赋予定义。

02 Prof. Viveca Chan 陈一枬教授 Vice Chairman 副主席

The iPhone redefined the role of mobile phones. It changed the way we communicate and interact with people and technology in four ways: its sleek design; its revolutionary touch screen, easy navigation and camera; its App ecosystem that transformed phones into indispensable personal devices for functionality and entertainment; and its continuous innovation, such as facial recognition and AR functions.

iPhone 重新定义手机的角色，改变人际沟通及人与科技互动的方式：拥有纤巧时尚的外型；革命性的轻触式屏幕、便于使用的导航和摄影机功能；高度整合的行动作业系统，使手机成为日常必备、集实用与娱乐功能于一身的个人装置；以及持续的创新技术，例如人脸辨识和扩增实境。

03 Steve Leung 梁志天 Vice Chairman 副主席

Chopsticks, a simple pair of equal-length sticks, have been indispensable cooking and eating utensils for thousands of years. Originating in China and now used in many other parts of Asia, their simple and timeless design symbolises Asian dining etiquette, an enduring symbol of Chinese culture, and a global icon of functional design.

一双一对的筷子，数千年来一直是不可或缺的烹饪用具及餐具。筷子起源于中国，现已广为其他亚洲国家使用。设计简约而历久常新，长久以来象征中国文化，不但体现亚洲餐饮礼仪，更是功能性设计的国际级代表作。

05 Condom 避孕套

06 Notre-Dame du Haut 廊香教堂

04 Bonnie Chan 陈德姿 Director 董事

A smartphone with an all-in-one touch screen design was considered so groundbreaking at the time, but is now unquestionably ubiquitous. Very few people can go without a smartphone now. It has changed many aspects of our lives across the world.

回想当年，配备全功能轻触式屏幕的智能手机被视为破格创新，现已非常普及。智能手机在多方面改变人类生活，成为现代人日常不可或缺的装置。

05 David Lo 卢永强 Director 董事

Condoms are one of the most important designs in human history. It is not only a product that prevents pregnancy but also a most effective tool to prevent sexually transmitted infections. (STIs)

安全套是人类历史上最重要的设计之一，不但能够避孕，也是最有效预防性病的工具。

06 Prof. Leslie Chen 陈弘志教授 Director 董事

As a design educator, I find Le Corbusier's Ronchamp, also known as the Church of Notre-Dame du Haut, truly remarkable. Its uniquely expressive form challenges traditions. The interplay of light and shadow within its walls evokes both spirituality and emotion. The innovative use of materials and harmonious integration with nature are valuable lessons in pushing the boundaries of design.

身为设计教育家，我认为由 Le Corbusier 设计的廊香教堂非常出色，其表达手法相当独特，挑战传统规范。室内的光影效果营造神圣气氛，唤起情感共鸣。教堂选材创新，同时与自然和谐融合，成为展现何谓突破常规的宝贵教材。

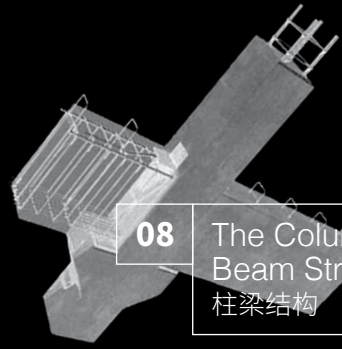
07 Photoshop



09 T-Shirt T恤



08 The Column and Beam Structure 柱梁结构



17 Artificial Intelligence (AI) 人工智能



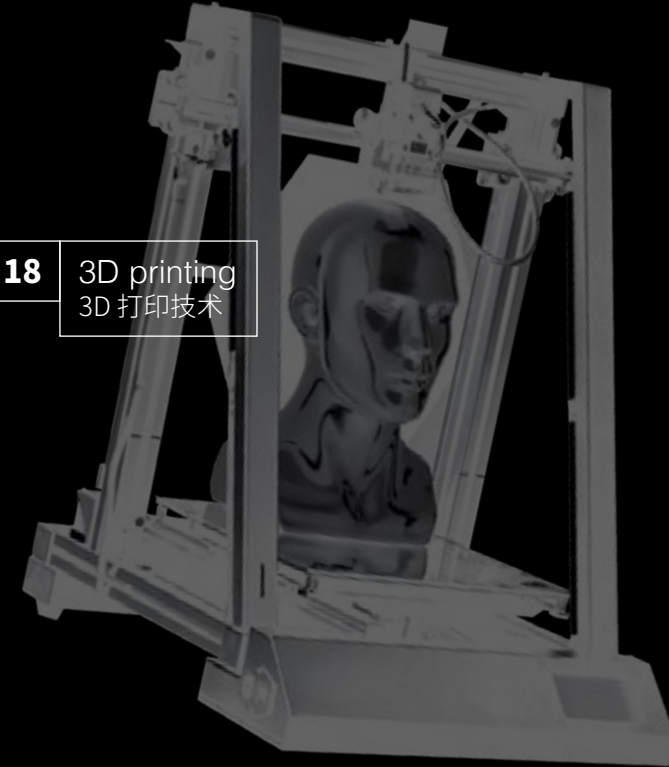
10 Metro Systems 地下铁路



11 Thonet Chair #14 Thonet 14号椅



18 3D printing 3D 打印技术



12 The NEOM project in Saudi Arabia 沙特阿拉伯的 NEOM 项目



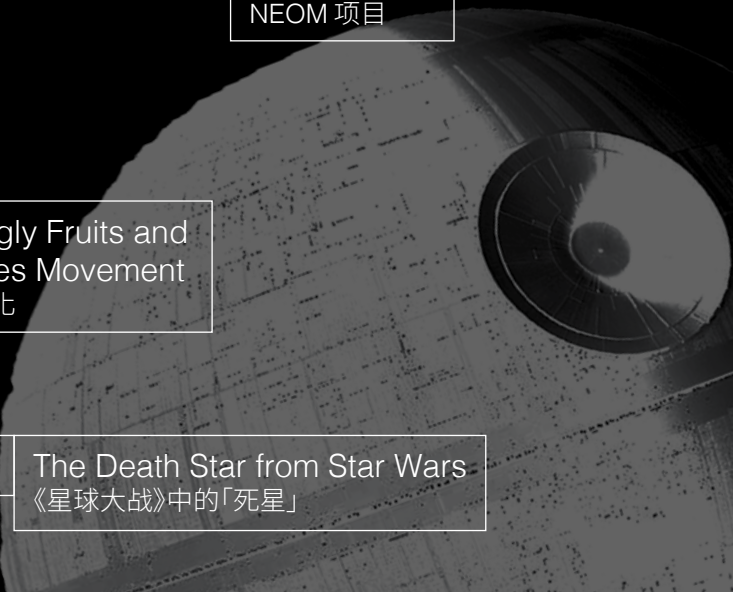
14 Alessi Juicy Salif Citrus Squeezer Alessi 外星人榨汁機



16 The Ugly Fruits and Veggies Movement 丑食文化



15 The Death Star from Star Wars 《星球大战》中的「死星」



13 OPod Concrete Pipe House OPod 「水管屋」

07 Dr Benson Cheung 张本善博士
Director 董事

Photoshop is a widely recognized software for its exceptional capabilities in photo editing, graphic design, digital painting, and photo manipulation. Its power lies in its versatility and features that allow users to create stunning visuals. It is an essential tool for photographers, designers, artists, and other professionals who create and edit visual content all around the world.

Photoshop 的照片编辑、平面设计、数字绘图及影像处理功能超卓，备受推崇，拥有集多功能于一身的优势，用户可以使用不同功能创作非凡影像。对于世界各地从事创作及编辑影像的摄影师、设计师、艺术家及其他专业人士来说是必不可少的工具。

10 Horace Pan 潘鸿彬
Director 董事

Underground subway trains require less land consumption than road transportation systems. They also offer other important benefits for the community: better air quality, lower energy costs and lower transportation accident rates.

相比道路交通系统，地下铁路占用较少的土地，同时为社区带来其他裨益：改善空气质量、降低能源成本、减少交通意外。

13 Joanne Chow 周凯瑜
Director 董事

In tackling the affordable housing crisis, the OPod concrete pipe house by architect James Law can potentially change the world. It promotes sustainability, and offers adaptable solutions for diverse populations by providing affordable, space-efficient, and environmentally friendly housing. The OPod can improve the lives of individuals and communities, and make a positive, lasting impact on the world.

面对可负担房屋短缺的困局，由建筑师罗发礼设计的混凝土 OPod「水管屋」有望改变世界。「水管屋」有助于促进可持续发展，并通过提供经济实惠、节省空间且环保的住房，为各类人士提供灵活的解决方案。OPod可以改善生活素质及社区环境，并为世界带来正面的深远影响。

16 Prof. Kun-pyo Lee 李健杓教授
Director 董事

The 'ugly' fruits and veggies movement urges shoppers not to throw away perfectly good fruits and vegetables just because they do not meet arbitrary cosmetic criteria. Many families can't afford to eat the recommended daily portions of fruits and vegetables. The produce tastes just the same, and eating 'ugly' fruits and veggies helps reduce global food waste.

「丑食」运动推动消费者不应纯粹基于所谓的审美要求，随便丢弃仍可食用的蔬果。许多家庭无法获得每日应摄取的蔬果量。即使蔬果卖相欠佳，仍然无损味道和营养，推广「丑食」文化有助于减少全球的食物浪费问题。

08 Karr Yip 叶憬翰
Director 董事

The column-and-beam structure – vertical columns that support horizontal beams – has had a significant impact on architecture and construction. This structural system has allowed for the construction of large and complex buildings, including skyscrapers, bridges, and stadiums. It has also influenced the development of other construction materials and techniques.

柱梁结构对建筑及施工的影响深远，有赖这种以立柱支撑横梁的结构系统，方可建造设计复杂的大型建筑物，包括摩天大厦、桥梁和体育场，也有助推动其他建筑材料和技术的发展。

11 Patrick Bruce
Director 董事

Michael Thonet's revolutionary 'Thonet #14 chair', created in 1859, was a product ahead of its time. Its new way of bending wood into shapes of great simplicity was arguably the original precursor of the flatpack furniture revolution. Assembled from 6 components and a handful of screws and bolts, it is an iconic object still seen in restaurants and cafes today.

Michael Thonet 于 1859 年创作革命性的 14 号椅，破格前卫。椅子采用弯曲实木的崭新技术，非常精简，可称得上是扁平式包装家具的先驱。这款椅子仅需六个组件及少量螺钉和螺栓组装而成，至今仍然具代表性，可见于餐厅和咖啡馆。

14 Eddie Hui 许夏林
Director 董事

This Squeezer designed by Philippe Starck for Alessi was a product from the 90s, when I was still at college. It was the first time I had seen such a creative product that combined functionality and aesthetics. This is also the philosophy behind our product development at SMEK today - to combine creativity with practicality.

这个由 Philips Starck 为 Alessi 设计的榨汁机是 90 年代诞生的产品，我当时还是学生，第一次看到如此充满创意的产品，结合功能和设计美学于一身。把创意跟实用性结合也是我们 SMEK 始至今的产品设计理念。

17 Tommy Li 李永铨
Director 董事

I believe that Artificial Intelligence is the key to unlocking the Fourth Industrial Revolution. Today, we are at the beginning of this era, and I look forward to a future where AI creates other AIs. This is a new era where AI will have a tremendous influence on the world as we know it.

人工智能将是开启第四次工业革命的钥匙。今天，我们正站在这个时代的开端，我期待使用 AI 创造 AI 的未来，这将是一个颠覆认知的新时代。

09 Kevin Yeung 杨棋彬
Director 董事

Originally designed as an undergarment, the t-shirt has transformed into the most ubiquitous item in apparel. The origins of the t-shirt date back to the late 19th century, when laborers would wear the undershirt only to keep cool in warmer months of the year. Fast forward to today – it is a fashion staple of global culture today.

日常生活中最常见的 T 恤简约又舒适，已经成为必不可少的首选便服。它的起源可以追溯到 19 世纪末，最初用作内衣，但后来从事体力劳动的工人将 T 恤外穿，以适应炎热的天气。时至今日，T 恤已成为日常衣着，颠覆时装的内外分野。

12 Alan Cheung 张益麟
Director 董事

The NEOM project in Saudi Arabia can revolutionise how we conceive, build, and live in cities. It embraces renewable energy, AI and advanced technologies. Its carbon-positive urban development focuses on sustainability, and offers a model for tackling climate change. The city's design also prioritises human well-being with automated services and digital infrastructure, creating a balance between technology and nature.

沙特阿拉伯的 NEOM 项目彻底改变我们构建城市，以及在当中的生活方式，项目运用了可再生能源、人工智能和先进科技。都会开发区在达成减碳正效益，注重可持续发展之余，也带来应对气候变化的发展模式。此外，城市设计以人类福祉为先，通过自动化服务和数字基础设施，力求在科技与自然之间取得平衡。

15 James Law 罗发礼
Director 董事

The iconic Death Star in the Star Wars movies has left an indelible impact on popular culture. It represents the limitless possibilities of technology and their potential consequences. The Death Star serves as a reminder of the power and responsibility that come with great innovations, and of the need to contemplate the ethical implications of our own creations.

《星球大战》电影中的「死星」极具代表性，在流行文化中留下不可磨灭的足迹。它代表科技的无限可能及潜在后果，提醒我们创新发明赋予的力量及附带的责任，以及需要在创作时纳入道德考量。

18 Stephen Liang 梁国浩
Director 董事

3D printing is a technology that can create complex objects from digital designs, which has the potential to revolutionise the way we produce and distribute goods. It can reduce waste and transportation costs, and enable customisation and personalisation of products.

通过 3D 打印技术，可以把数字设计制作为结构复杂的实物，彻底改变生产和分销商品的方式。它有助于减少浪费及降低运输成本，并提供量身订制的产品。

19 Joseph Lo 劳建青
Director 董事

The French inventor Nicéphore Niépce was one of the earliest pioneers of modern photography, and the print he created in 1825, 'View from the Window at Le Gras', is the oldest surviving product of a photographic process. The invention of the camera changed the way we see the world, allowing us to preserve moments, and to document events from the past.

法国发明家Nicéphore Niépce是现代摄影先驱之一，他摄于1825年的《在莱斯格拉的窗外景色》是现存最古老的相片。相机的发明改变了我们看世界的方式，不但能让一刻永存，也能记录历史大事。

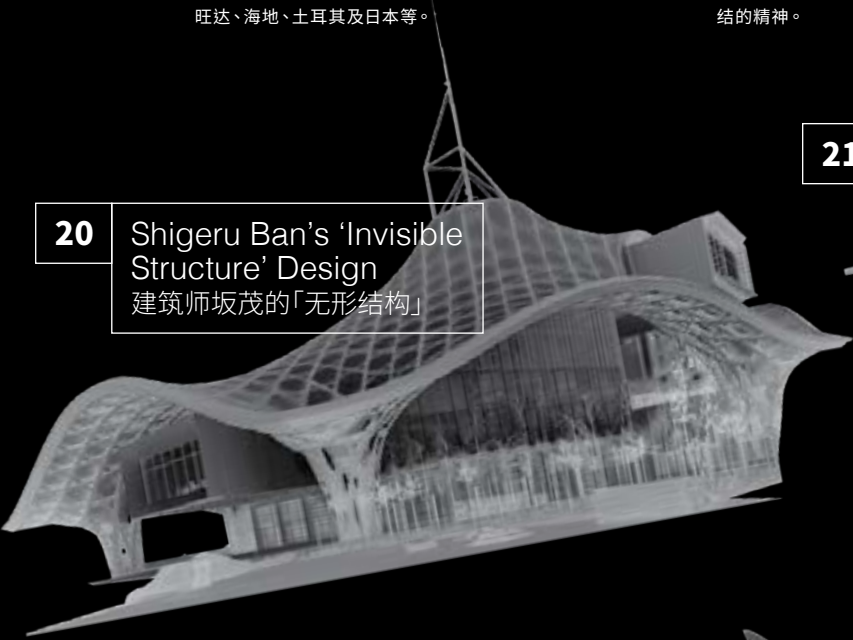


19 Camera 相机

20 Victor Lo 罗仲荣
Director 董事

Shigeru Ban's 'invisible structure' design for humanitarian disaster relief projects is based on recyclable materials, notably paper. Since 1994, his 'Paper Partition System' has enabled the production of high quality, low-cost emergency evacuation centres to provide housing and privacy for the victims of disasters such as earthquakes across the world, including in Rwanda, Haiti, Turkey, Japan and more.

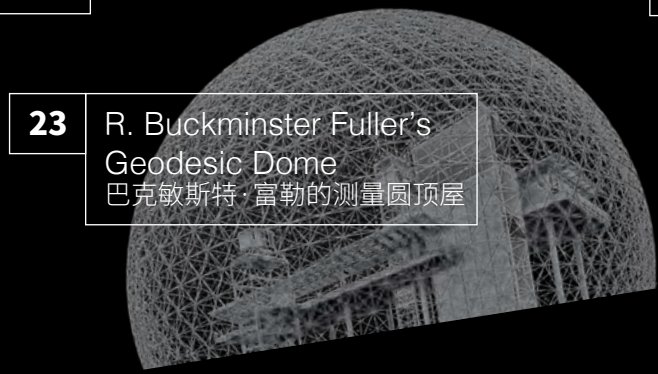
建筑师坂茂为救灾援助项目搭建的房子采用「无形结构」，以纸张等可回收材料为建材。自1994年以来，有赖其「纸管隔间系统」，得以兴建高质量、低成本的应急避难所，为世界各地受地震等灾难影响的灾民，提供享有隐私的容身之所，包括卢旺达、海地、土耳其及日本等。



20 Shigeru Ban's 'Invisible Structure' Design
建筑师坂茂的「无形结构」



22 Papermaking 造纸工艺



23 R. Buckminster Fuller's Geodesic Dome
巴克敏斯特·富勒的测量圆顶屋

22 Mui Kinoshita 梅傲雪
Director 董事

Paper, invented by Cai Lun in the 2nd-century AD Han Dynasty, was one of the greatest designs in the world. Papermaking enabled the mass production of books and documents to disseminate knowledge and ideas across the world. Its impact on human civilization was immense, and it remains one of the most significant and enduring contributions of Chinese civilization.

远在公元二世纪的汉朝，蔡伦发明了纸张，成为世界上最伟大的设计之一。造纸术令书籍和文件可大量生产，有助于广传知识和思想。它对人类文明产生莫大影响，而在中华文明发展史上仍然是最重要、影响最深远的贡献之一。

21 Victor Tsang 曾昭学
Director 董事

The Chinese people began using chopsticks 4,000 years ago, first for cooking and serving, then later adapted for table use. They are the perfect utensils for a culture that values families dining together and sharing food placed at the centre of the table. Today, among Chinese and other Asian cultures, chopsticks still foster harmony, respect and unity.

中国人早于四千年前便开始使用筷子，最初用于烹饪及奉菜，后来经过改良用作食具。对于重视与家人相聚用餐、将饭菜摆放于餐桌中央分尝的民族来说，筷子是完美的用具。时至今日，综观中国及其他亚洲文化，筷子仍然体现和谐、尊重和团结的精神。



21 Chopsticks 筷子



24 Victorinox Swiss Army Knife
维氏瑞士军刀

24 Hon Sunny Tan 陳祖恆
Director 董事

The Victorinox Swiss Army Knife was introduced over 100 years ago. It gained popularity after WWII and it was even brought on space missions. This popular red object was even added to the Museum of Modern Art in New York. Today, Victorinox incorporates new functions such as LED lights. I am a big fan of it.

维氏瑞士军刀于100多年前面世，在二战后广受欢迎，甚至应用到太空人的装备。此红色小物深受爱戴，更成为纽约现代艺术博物馆的展品。时至今日，维氏加入 LED 灯等新功能。我是它的忠实粉丝。

25 Janet Cheung 张启秀
Alternate Director 后补董事

The iPhone revolutionised the way we communicate, work, and play. Its impact on technology and society has been immense, making it one of the greatest design innovations of all time. With its iconic form, innovative features, and unparalleled user experience, the iPhone is a cultural phenomenon and a symbol of technological progress, shaping the world as we know it today.

iPhone改革了我们的沟通、工作和娱乐模式。它对科技和社会的影响极为深远，使之成为有史以来最伟大的创新设计之一。凭藉其标志性的外型、创新功能及无与伦比的用家体验，iPhone成为一种文化现象和科技跃进的象征，塑造我们今日所认知的世界。



25 iPhone



28 LEGO 乐高积木

28 Antony Chan 陈志毅
Alternate Director 后补董事

LEGO is a beloved toy that many of us have grown up with, from childhood through adulthood. Its timeless and innovative design, featuring simple interlocking blocks, has fuelled creativity and imagination for generations. Beyond play, LEGO's versatility and countless variations make it a valuable tool for education, helping to develop problem-solving, engineering, and creativity skills.

乐高积木是伴随不少人成长的玩具，深得小孩和成人的喜爱。其创新设计永不过时，以简单拼砌的积木，启发多代人的创意和想像。除玩乐外，多元多变的乐高积木也是不可多得的教育工具，有助锻炼解难、工程及创意方面的技能。

26 Tom Grey
Alternate Director 后补董事

The need to heat, cool and power skyscrapers currently contributes to approximately 28% of the world's carbon emissions. To address this, we can harness the game-changing power of solar energy. Using photovoltaic (PV) technology in building façades and windows, we can convert buildings into electric solar farms that can power themselves and contribute towards a net-zero future.

目前，摩天大厦的供暖、制冷和供电需要约占全球碳排放量的28%。为解决这个问题，我们可以利用太阳能扭转局势。通过在建筑外墙和窗户使用光伏技术，将建筑物变为能够自行供电的太阳能发电场，为实现净零排放目标做出贡献。

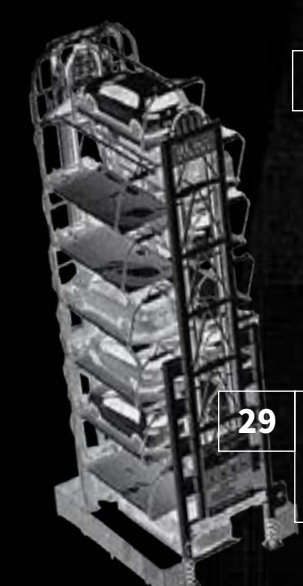


26 Photovoltaic Technology – Harnessing the Sun
太阳能光伏科技



27 The Sega Telegenesis
世嘉数据机

photo by boffy_b



29 Rotary Car Parking System (RCPS)
自动泊车系统

29 Lowell Cho 曹黎淑霞
Alternate Director 后补董事

The RCPS is a new smart parking technology that offers solutions to parking issues in congested cities. It offers operational flexibility without the need for attendants, increased security and a lower risk of vehicle damage. With the use of composite parts, it is easy to assemble and dismantle, and can be used effectively in areas where space is limited.

自动泊车系统是崭新的智能泊车技术，帮助密集发展的城市应对泊车问题。操作灵活，无需服务人员在场，更可安全 and 有效减低车辆受损的风险。系统采用组合模式，容易组装及拆件，同时有助于善用有限空间。

27 Eddy Hui 许迅
Alternate Director 后补董事

The Sega Telegenesis modem shattered geographical barriers, allowing people around the world to connect and play console games with each other. This groundbreaking innovation inspired developers and paved the way for online multiplayer gaming, transforming how we play and connect with others.

世嘉数据机打破地域界限，连系世界各地的游戏玩家进行对战。这个破格创新的概念为开发人员带来启发，为多人连线游戏的发展铺路，改变了玩游戏及与人联系的方式。



30 Friedrichstrasse Skyscraper Project
柏林 Friedrichstrasse 摩天楼设计方案

30 Michael Chan 陈诗华
Alternate Director 后补董事

In 1921, in a competition to design Berlin's first-ever skyscraper, the revolutionary design by the then-unknown young architect Mies van der Rohe did not win. However his innovative use of steel and glass was ahead of its time: it offered a glimpse into the future of modern architecture. It would be decades before a similar building was actually constructed.

1921年，在设计柏林第一幢摩天大厦的比赛中，当时名不见经传的年轻建筑师密斯·凡德罗提交了一份破格的参赛作品，可惜未能获胜。不过，他对钢材和玻璃的运用别具前瞻性，揭示现代建筑的未来发展。数十年后，类似的建筑设计实现成真。

Design Digest 设计二三事

All About Our Events, and More!

全面掌握活动资讯及其他消息

Design Digest gives you an overview of HKDC’s design-focused activities that ignite the imaginations of all design enthusiasts, including our flagship Business of Design Week (BODW) and its concurrent events. This year, to our lively calendar of forums, exhibitions, festivals, publications and media outreach activities, we added the consultation project, POSSible! Public Open Space Design Lab; and a study trip to The Netherlands, which presented great opportunities to engage in international cultural cooperation. Read on to find out more!

设计二三事助你了解香港设计中心的各大设计活动，当中包括旗舰盛事 " 设计营商周 " 及相关同期活动，激发一众设计爱好者的创意想像。今年，我们不但涵盖了论坛、展览、设计节、书刊出版及媒体外展，同时新增了探讨公共空间设计的谘询项目「空间大可能！」，以及促进国际文化交流与合作的荷兰考察团。细心阅读，了解更多资料！

Media Publicity 传媒推广

Metro Radio Programme -
Good Life Good Design
新城知讯台节目——生活就是设计



Design takes to the airwaves on ‘Good Life Good Design’ co-hosted by HKCD and Metro Radio, which has aired every two months since 2017 on Metro Info FM99.7, Metro Radio’s ‘Doors to the World’ programme. From April 2022 to March 2023, we had an engaging season titled ‘Design for Sustainable Community’. The entertaining and informative radio segments explored how design isn’t just about aesthetics – we learned how, with thoughtful design thinking that focuses on sustainability we can elevate our daily lives, enhance our wellbeing and future-proof our communities.

自2017年起，新城知讯台FM99.7《世界随意门》每两个月播放一次由香港设计中心与新城知讯台联合主持的「生活就是设计」环节，让听众通过大气电波窥探设计世界。由2022年4月至2023年3月，环节以「设计·构建可持续社区」为主题，内容娱乐性及资讯性并重，探讨为何设计不仅关乎美学，更可通过缜密的设计思维，聚焦于可持续发展，有助于改善日常生活，为大众谋福祉，并构建聚焦未来的社区。

BODW 2022 Concurrent Events 设计营商周 2022 同期活动

DesignInspire 2022
创意设计博览 2022



DesignInspire 2022 is a celebration of world-class designs by global creative gurus, trending brands and design academies and institutions. Since 2021, this annual creative showcase has been broadened into a year-round online-to-offline programme for promoting international designers and projects to industry elites and the public. The virtual experience featured an engaging showcase of designer projects, thematic designer stories, fun interactive experiences and a range of creative workshops; while the in-person roadshow in Hong Kong highlighted local creative forces.

DesignInspire创意设计博览2022汇聚全球创意精英、潮流设计品牌，以及设计院校和机构的顶尖设计。自2021年起，此年度创意博览已升级为全年推广活动，通过线上及线下多个渠道，进一步向业界精英和公众推广国际设计师及专案。线上平台呈献各种设计项目、专题创作故事、趣味互动体验和一连串创意工作坊，于香港举办的线下设计路演则展现本地创意精英的才华。

Organiser 主办单位
Hong Kong Trade Development Council
香港贸易发展局

When and format 时期及形式
Year-round, hybrid promotional programme
全年·线上线下推广活动

deTour 2022 Design Festival
deTour 2022 设计节



deTour is Hong Kong’s leading design festival that celebrates the innovative works and concepts of local and overseas designers and creative talents. With the aim of erasing the barriers that exist between design and people, deTour 2022 took on the theme of ‘Design as One’, encouraging the public to express their ideas and take part in the design process. The design festival comprised 4 main exhibition categories, 39 workshop sessions and 11 design dialogue sessions, film screenings and guided tours, as well as a virtual festival.

deTour是香港年度设计盛事，展示本地和国际设计师及创意专才的创新作品，尽显其破格意念。deTour 2022的主题是「设计共同」，旨在将人和设计的距离拉近，鼓励大众发表意见，并参与设计过程。活动包括四大主题展览、39场工作坊、11场设计讲座、电影放映会、导赏团，以及虚拟设计节。

Organiser 主办单位
PMQ
元创方

When and format 时期及形式
18.11.2022 - 04.12.2022
Hybrid event 线上及线下融合活动

Leadership Forum on
Design Education 2022
设计教育领袖论坛 2022



The Leadership Forum was a full-day event which brought together renowned leaders from industry and academia to share their ideas on the significance of having the mindset, process and methods of design entrepreneurship under the vast development of business and technology in the modern age, and how education can keep up with the footsteps to nurture challenge-prepared talents. Under the theme ‘Design & Entrepreneurship’, there were a total of over 7,000 cumulative audiences joining the forum in-person and virtually.

设计教育领袖论坛云集业界和学术界的知名人士，探讨在商业和科技急速发展的今天，设计创业思维、步骤和方法的重要性，同时分享教育应如何与时俱进，栽培有能力应对挑战的人才。本届论坛主题为“设计与创业”，全日累计共有超过7,000名现场和线上观众。

Organiser 主办单位
The Hong Kong Polytechnic University School of Design, Hong Kong Design Institute (member of VTC Group) and Hong Kong Design Centre
香港理工大学设计学院、香港知专设计学院及香港设计中心

When and format 时期及形式
25.11.2022
Hybrid forum 线上线下融合论坛

Business of IP Asia Forum
(BIP Asia Forum) 2022
亚洲知识产权营商论坛 2022



With the theme of ‘Creating New Value, Discovering New Frontiers’, the 12th edition of BIP Asia Forum brought together over 70 speakers and inspired 14,000 online and physical attendees. The forum explored the potential of IPs in business value creation and uncovered the profound impact of megatrends on the IP landscape in Asia and beyond. To strengthen IP commercialisation and facilitate industry collaboration, the debut of the ‘Innovation & IP Market’ showcased original projects from IP owners, and provided an ideal platform for IP users and service providers to explore new collaborations.

第12届亚洲知识产权营商论坛以「共建创新价值·开拓崭新领域」为主题，汇聚70多位讲者及超过14,000名现场和线上观众。讲者探讨知识产权在价值创造方面的潜力，分析环球大趋势对亚洲以至全球知识产权格局的影响。为加强知识产权商品化和促进业界合作，论坛首次举办「创科营商廊」，展示知识产权拥有者的创新项目，并为知识产权用户和服务供应商提供理想的平台，让与会者探索合作机会。

Organiser 主办单位
HKSAR Government, Hong Kong Trade Development Council, Hong Kong Design Centre
香港特区政府、香港贸易发展局及香港设计中心

When and format 时期及形式
01.12.2022 - 02.12.2022
Hybrid forum 线上线下融合论坛

Guangzhou Design Week 2022
广州设计周 2022



With the theme of ‘PASSION’, the 17th annual Guangzhou Design Week exhibition welcomed 402,713 participants in an event space of over 180,000 square metres. The B2B exhibition explored the exciting possibilities of design and building materials in contemporary living life aesthetics as well as new business formats. Over 1,006 renowned enterprises showcased their products, along with more than 400 distinguished guests from the design industry including design masters, crossover artists, and emerging designers. The exhibition featured over 40 ‘Super Curation’ installations and booths, as well as over 150 design activities, including a successful content-led design event that combined social interactions and business explorations.

第17届广州设计周展览以「热爱」为主题，场地面积达180,000平方米，成功吸引402,713名访客参观。展览会专为设计业界及商贸专业人士而设，探索当代生活美学新业态的设计及选材，共有超过1,006家知名企业展出产品，并邀得逾400位设计大师、跨界艺术家及新晋设计精英出席。大会带来40多个「超级策展」装置和展位，举行超过150场设计活动，包括一场内容主导、集社交互动及商贸交流于一身的设计盛会。

Organiser 主办单位
Guangzhou Design Week Organising Committee
广州设计周组委会

When and format 时期及形式
03.03.2023 - 06.03.2023
Physical exhibition 实体展览

Quarterly E-newsletter
季度电子通讯

DMatters



Our dynamic quarterly newsletter DMatters is your go-to-resource to stay updated on all the vibrant happenings and trends sweeping through HKDC’s lively calendar of programmes and activities. Don’t miss all the biggest industry stories about up-and-coming new talents who are setting the design world abuzz with their creativity, the visionaries who are changing the global design landscape, and the innovations that are set to change the world. Subscribe today at www.hkdesigncentre.org to read our exclusive interviews, articles and features that will leave you informed and inspired.

要了解香港设计中心形形色色的计划及活动，紧贴最新设计消息及趋势潮流，内容丰富的季度电子通讯DMatters便是你的不二之选。无论是关于为设计界注入创新新元素的新晋人才、重塑全球设计格局的创意先驱，或是即将改变世界的创新设计，每个业界故事皆精彩万分。阅读独家访谈、文章和专题内容，以掌握更多资讯，启迪思潮。立即订阅DMatters：www.hkdesigncentre.org

Publications
出版物

HKDC Annual Report 2021-2022:
DESIGN CAN
《香港设计中心年报 2021—2022:
DESIGN CAN》



As a special edition to celebrate our 20th Anniversary, the name DESIGN CAN highlights the immense potential of design for improving our society and collective wellbeing, and it is the first of more editions to come. From ‘massive weaving’ of creative ideas from different community stakeholders, to themed events and exhibitions that bring industry innovation trends, this report maps out a lively account of HKDC’s achievements under the theme ‘Design for Sustainable Community’. This 2021-2022 edition has won LACP Vision Awards (Platinum) and ARC Awards (Bronze).

藉庆祝香港设计中心成立二十周年之际，我们的年报正式取名为DESIGN CAN，象征着设计带来无限可能，并能改善人们生活，为社会提供各种创新的解决方案。在「设计·构建可持续社区」的周年主题下，我们一同回顾中心过去一年的项目，内容包括：促进不同合作伙伴携手以“大量交织”的方法构建创意设计社群，以及重温为参加者带来最新趋势的主题活动及展览等。2021-2022年报勇夺美国传媒专业联盟Vision大奖（白金奖）、及ARC年报大奖（铜奖）。

Won Two Awards
勇夺两奖



Design for Sustainable
Community
《深思设计·永续城区》



The interviews for ‘Design for Sustainable Community’ were a journey into the minds of 10 creative partners from BODW CityProg 2022. Individually, we may have limited powers, but when diverse disciplines come together, the boundless potential of innovative thinking and design can unleash its magic to shape a better community. From reimagining living spaces to transforming everyday objects, together we can pave the way for a more sustainable future.

《深思设计·永续城区》收录了十个「设计营商周城区活动2022」创意伙伴在社区发挥设计力量的历程和想法，让大众了解跨领域的创意如何成就无尽可能。个人的力量也许微不足道，但如能集各界之力，便能释放创新思维及设计的潜力，共同营造美好社区。无论是重塑生活空间，或是改造日常用品，我们可以携手构建更可持续的未来。



Design for Asia:
DFA Awards 2022
《给亚洲设计—— DFA 设计奖2022》



Discover the best in the world of design! Featuring exceptional designs that span across science and technology, spatial and environmental experiences as well as important social and humanitarian issues, this book provides a good look into the contributions of three industry trendsetters, 195 winning design projects, and 16 young and promising Hong Kong designers from the DFA Awards 2022. An excellent cover for all design enthusiasts who seek inspiration from the best in the field.

齐来欣赏全球最优秀的设计！此书集结于科技革新、空间及环境体验、重大社会与人道议题方面的非凡设计，内容聚焦来自DFA设计奖2022的三位设计界翘楚、195个得奖设计项目及16位香港年青设计才俊，阐述他们所带来的贡献。如果你对设计深感兴趣，并希望从业界顶尖高手汲取灵感，万勿错过这本好书。

Design In Action
《设计好改变》



In ‘Design In Action’, 12 local design companies shared their stories on public space, art tech, social innovation, sustainability, and experience design. They were part of ‘Design In Action 2022-2023’, a special initiative that embraced the concept of ‘Business for Good’. Bringing together nearly 60 design companies, the initiative nurtured over 300 local tertiary, secondary and primary students through engaging and interactive activities, promoting the value of design and inspiring the next generation in their creative career planning.

《设计好改变》访问了12家本地设计企业，记录它们在公共空间、艺术科技、社会创新、可持续性和体验设计方面的发展和故事。它们更实践以商为善的理念，成为「设计好改变2022-2023」近60家参与设计企业的一份子，通过不同活动与超过300位本地大专、初中和高小学生交流，让下一代了解设计的价值和职业生涯规划，播下薪火相传的种子。



《设计后半生》



The topic of ageing gracefully took centre stage as HKDC teamed up with Joint Publishing to publish the inspiring Chinese-language book, on the transformative power of good design in the lives of the elderly. Echoing the thematic exhibition, ‘Brand New Youth’, curated by Design Spectrum in 2021, the book features interviews with 15 specialists in elderly design and social innovation. From reimagining living spaces to revolutionary social initiatives, this book shines a light on creating an inclusive community for all generations.

有见「优雅地老去」成为城中热话，香港设计中心与三联书店合作出版这本启迪人心的中文读物，展示好设计如何协助老龄人活好后半生。此书源自「设计光谱」于2021年策展的「后·生」主题展览，采访了15个从事银龄设计及社会创新的单位。从改造生活空间到改革社区措施，此书为构建全龄友善的共融社区带来启发。



Online Resource
线上资源

Hong Kong Design Directory
香港设计指南



The Hong Kong Design Directory is a one-stop resource that connects businesses that require design expertise and services with local design enterprises and creative talents across different disciplines. Hong Kong Design Centre publishes the Design Directory on its website. To search the Directory, please visit www.hkdesigncentre.org.

香港设计指南为本地设计企业提供一站式的线上资料库及名录。从事各类设计专业的公司和创意人才可以展示其履历，让有需求的企业进行配对。若要搜寻设计指南，请访问香港设计中心网站：www.hkdesigncentre.org

International Cultural Cooperation
国际文化交流

Business of Design Week – The Netherlands Study Trip 2023
设计营商周 - 荷兰考察团2023



Business of Design Week 2023 (BODW 2023) is organised by Hong Kong Design Centre, together with CreativeNL, the platform for creative pioneers from the Netherlands, BODW 2023's Partner Country, and Create Hong Kong (CreateHK) of HKSAR Government as the Lead Sponsor.

The Netherlands study trip, which took place from 23 to 31 March 2023, marked the first major event of the strategic year for BODW 2023. This trip provided a unique opportunity to connect with key Dutch stakeholders and explore potential collaborations for the BODW 2023 programme. The study trip was co-led by Mr Kevin Yeung Yun-hung, GBS, JP, Secretary for Culture, Sports and Tourism, HKSAR Government and Prof. Eric Yim, MH, JP, Chairman, Hong Kong Design Centre. A total of 24 Hong Kong delegates from HKSAR Government, public organisations, design sector and institutions participated in the trip, which included visits to Dutch studios, iconic buildings, training programmes, the ministries, and museums. The Hong Kong delegates gained insight into how the Dutch creative industry is facilitated.

- Fast facts of the Netherlands Study Trip 2023
- Visited: 5 cities: Eindhoven, Rotterdam, Delft, The Hague, Amsterdam
 - Visited: 40+ organisations and brands
 - Met: 60+ representatives from the Netherlands
 - Attended: 2 networking events on circular design



设计营商周2023由香港设计中心联同策略伙伴荷兰及其创意开发平台「创意荷兰」(CreativeNL)举办,并由香港特别行政区政府「创意香港」作为主要赞助机构。

荷兰考察团于2023年3月23日至31日进行实地交流,标志着设计营商周2023的首个重点活动。香港代表藉此与荷兰伙伴建立联系,并探索设计营商周2023合作项目的种种可能。考察团由香港特别行政区政府文化体育及旅游局局长杨润雄先生及香港设计中心主席严志明教授共同率领。考察团共有24位来自香港特区政府、公营机构、设计产业及机构的香港代表参加,行程包括参观荷兰工作室、地标建筑、培训课程、政府部门及博物馆,让香港代表深入了解荷兰创意产业的发展情况。

荷兰考察团2023概览

- 造访5个城市:埃因霍温、鹿特丹、代尔夫特、海牙、阿姆斯特丹
- 参观40多个机构及品牌
- 会见60多名来自荷兰的代表
- 参加2场关于循环设计的交流活动

Design Thinking & Innovation Consultancy
设计思维及社会创新项目咨询

POSSible! Public Open Space Design Lab
「空间大可能!」



HKDC helmed the POSSible! Public Open Space Design Lab project as Design Thinking Advisor, it is an initiative by the Architectural Services Department of the Government of the HKSAR, which explores innovative design to transform Hong Kong's public open spaces (POS) into desirable bustling hubs of life and community, as well as achieve sustainable development.

POSSible! explored six common types of public open spaces in Hong Kong, from Sitting-Out Areas to Public Play Spaces, Plazas, Public Parks, Waterfront Promenades, and the natural tranquillity of Country Parks.

A series of interactive Design Thinking Workshops, Field Surveys, Literature Reviews, enlightening Case Studies, and a Symposium brought together over a thousand participants, including members of the public, government officials, talented designers, and industry experts. POSSible! embraced the collective wisdom and creativity of the community, united in their quest to co-create sustainable, thriving POS.

The initiative yielded a tailor-made Design Thinking Toolkit and Design Guide Set developed according to the principles of Good Design-led Values and Strategies, which will pave the way towards creating sustainable, inviting, and truly inclusive spaces in Hong Kong.

「空间大可能!」由香港设计中心担任设计思维顾问、香港特别行政区政府建筑署主办,旨在探索如何通过创新设计,将香港公共空间转变成令人向往使用及流连的民生及社群聚集地,同时实现可持续发展。

「空间大可能!」探索六个香港常见的公共空间类型,包括休憩处、公共游乐场、广场、公共公园、海滨长廊及郊野公园。

项目包括一系列的互动设计思维工作坊、实地考察、文献探讨、案例研究及研讨会,共汇聚一千多名参加者,当中包括公众、政府官员、设计专才和产业专家。「空间大可能!」集结社区的集体智慧及创意,共同塑造可持续发展、朝气蓬勃的公共空间。

项目根据公众参与过程中制定的「优秀设计主导策略」,精心编制出一套专为更新未来公共空间之「空间大可能!设计手册」及「空间大可能!设计思维工具包」,为香港构建可持续发展、具吸引力且真正共融的空间铺平道路。



Design Guide features three volumes, shedding light on the basics and the essentials of a desirable POS project; diving into different innovative design ideas that could help to achieve a desirable POS; and providing resources that could help users along a POS project respectively.

设计指南共分三册,分别包含关于理想公共空间项目的基础知识和重要要素、探讨有助于实现理想公共空间的创新设计理念,以及提供协助使用设计指南完成公共空间项目的资源。



Design Thinking Toolkit creates combinations of actions and tools to deepen the understanding on the dynamics between POS users, stakeholders and the team in the design process.

设计思维工具包透过组合不同行动和工具,达至深入了解公共空间项目中各方,即使用者、持份者及团队动态。

Expanding the design scene with collective effort

合力拓展设计领域



HKDC is dedicated to promoting design thinking and nurturing creative talent through partners in different industries and sectors of the community. This year, we supported 39 partners in promoting 51 design-and innovation-related programmes, contributing to our collective efforts to foster industry diversity and to drive Hong Kong's design ecosystem forward.

香港设计中心致力与不同行业及社会各界合作，推动设计思维的应用及培育创意人才。今年，我们全力支持39个来自不同界别的合作伙伴，合共推广51个与设计及创新相关的活动和计划，集众人之力带动业界走向多元发展，促进香港设计生态繁荣。

Building local and global connections

建立本地及全球联系



As the government's strategic partner on design, HKDC welcomes interorganisational and intercultural exchange with stakeholders from around the world to advance our mission. In 2022-2023, HKDC hosted three delegations from trade organisations, industry associations, and government representatives from Hong, Czech Republic, and Italy. Through these visits, we gained a mutual understanding of industry directions and trends, laying the foundation for future cooperation in fostering local design ecologies.

作为政府推广创新设计的策略伙伴，香港设计中心积极与来自世界各地的持份者进行跨机构、跨文化交流，进一步实践使命。在2022年至2023年度，中心接待了分别来自香港、意大利和捷克的贸易组织、行业协会和政府官员共三个代表团。透过这些访问，我们互相交流业界的发展方向和趋势，为未来合作奠定基础，有助推动本地设计生态蓬勃发展。

Design advocacy and knowledge sharing

设计推广与知识分享



The Board of Directors and senior management of HKDC are often invited to take part in initiatives hosted by both design and non-design organisations, educational institutions, and professional associations. Joining as speakers, judges, and special guests, they leverage their extensive knowledge to drive home the importance of human-centred design to people across different sectors. They also advocate the importance of design during media interviews to inspire members of the public.

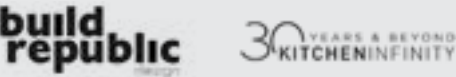
香港设计中心董事会及管理层成员经常获邀出席由设计及其他行业的机构，如教育机构和专业协会举办的各类活动，并以演讲者、评委和嘉宾的身份，与社会各界分享设计的重要角色，及推广人本设计的重要。此外，他们亦会在媒体采访中宣扬设计的价值所在，为市民大众带来启发。

Our Friends of HKDC (FOHKDC) Programme unites those who are passionate about design and believe in its inherent value for our society and well-being. Open to organisations and individuals from all walks of life, the programme offers opportunities to foster knowledge sharing, networking and collaboration.

HKDC设计之友计划广结热爱设计，并深信优秀设计能为社会创更多福祉的同路人。计划汇聚不同界别的组织和人士，为设计之友创造交流专业知识、拓展人脉网络及建立合作关系的机会。

Acknowledgement of Corporate Members

鸣谢公司会籍之会员



Acknowledgement of Patron Members

鸣谢永久赞助会籍之会员

Till 31 March 2023, in alphabetical order by surname
截至 2023 年 3 月 31 日，以姓氏英文字母排序

Mr Fawaz Abid Bakhotmah Architect & Designer Culture-Based Innovation Network	Mr Man-ting, Edmond Lai 黎文定先生 Director, Much Creative Communication Limited 多点创意设计有限公司总监	Mr Benson Pau 鲍洁钧先生 Founder and CEO, Wings Trading (HK) Co. Limited 飞腾行（香港）有限公司创办人 及行政总裁
Mr Hei Shing Chan 陈曦成先生 Founder, Hei Shing Book Design 曦成制本创办人	Dr Michael Lam 林宝兴博士 CEO, Hong Kong Quality Assurance Agency 香港品质保证局总裁	Mr Chiu Hang Tsoi 蔡超恒先生 Chief Executive Officer, Lifestyle Creating Holding Limited 时尚创建集团有限公司首席执行官
Ms Kali Chan 陈嘉莉女士 Vice General Manager and Design Director - Interior, JATO Design International Limited 杰拓设计（国际）有限公司 副总经理及室内设计总监	Ms Denise Lau 刘思蔚女士 Chief Executive Officer, COLOURLIVING COLOURLIVING 行政总裁	Mr Chi-fung Wang 王志峰先生 Director, China Energy Technology Holdings Limited 中国能源科技集团有限公司董事长
Mr Michael Cheung 张志立先生 Director, Zincere Limited 先时有限公司总裁	Dr Flora Lau 刘伟婷博士 Founder, Flora Lau Designers Ltd 刘伟婷设计师有限公司创办人	Mr Ben Wong 黄志奇先生 Director, Sure Profit Holdings Ltd. 利保集团有限公司董事长
Ms Agnes Chiu 赵露文女士 Lee Kum Kee Co Ltd 李锦记（香港）有限公司	Mr Siu Hong Freeman Lau, BBS 刘小康先生 Founder, KL & K Creative Strategies 靳刘高创意策略创办人	Mr Danny Wong Executive Director, Wiseman International Digitech Limited 华英国际数码技术有限公司执行董事
Ms Karen Chui 徐倩珩女士 General Manager, Corporate Affairs, Hong Kong Ferry (Holdings) Company Limited 香港小轮(集团)有限公司企业事务总经理	Mr Tai Yum Lau 刘稼钦先生	Mr Peter Wong 黄绍开先生
Mr Alex Chunn Principle, nxus space	Dr Edmund Lee 利德裕博士 General Manager & Head of Group ESG Initiatives, Gold Peak Technology Group Limited; Former Executive Director, Hong Kong Design Centre 金山工业（集团）有限公司 总经理兼集团环境、社会和管治主管； 前香港设计中心行政总裁	Mr Qin Xia 夏勤先生 President, Makestream Design Co.Limited 杭州麦客意识流设计有限公司负责人
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		Tandem Design
		深圳市易訊天空網絡技術有限公司

PROMOTING DESIGN THROUGH INTERNATIONAL COLLABORATIONS

国际协作 推广设计

As part of a worldwide network of design promotion organisations, Hong Kong Design Centre (HKDC) contributes to the global design dialogue and facilitates the regular sharing of news and updates to advance Hong Kong's position as one of Asia's leading design capitals.

作为国际设计组织网络的成员之一，香港设计中心不时参与讨论全球的热门设计议题，促进本地与海外业界交流，巩固香港作为亚洲区内重要设计之都的地位。

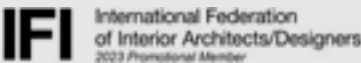
International Council of Design (ICoD)
国际平面设计协会



The International Council of Design (ICoD) is a world body for professional design, representing 125 organisations in 53 countries. Founded as Icoграда in 1963, it is a non-profit, non-partisan, member-based network of independent organisations and stakeholders working within the multidisciplinary scope of design. The Council actively works to promote the value of design practice, critique, education, research and policy.

国际平面设计协会 (ICoD) 是一个全球专业设计组织，代表53个国家及地区的125个团体。在1963年成立之时，本会称为Icoграда，多年来一直奉行非牟利、无派别的成员制，并由众多从事设计专业的独立机构及持份者组成网络，积极推广设计实践、评论、教育、研究及政策的价值。

International Federation of Interior Architects/Designers (IFI)
国际室内建筑师／设计师团体联盟



A singular federation of national associations, design communities, experts and enthusiasts, IFI acts as the 'UN' for Interior Architecture / Design worldwide. IFI's purpose is to coalesce the international interiors community for ever higher design standards while addressing and incorporating topical issues and developments affecting society and culture today into tomorrow.

国际室内建筑师／设计师团体联盟是一个由国家协会、设计业界、专家及爱好者组成的单一联盟，被视为室内建筑与设计领域上的「联合国」。本联盟旨在凝聚国际室内设计界，以提升设计标准，同时致力解决影响当今社会及文化发展焦点议题，并将之与未来融合。

World Design Organization (WDO)®
国际工业设计协会



World Design Organization (WDO)® is a globally recognized non-governmental organisation that aims to promote and advance the discipline of industrial design and its power to enhance economic, social, cultural and environmental quality of life. Founded in 1957, WDO services over 200 member organisation around the world, engaging thousands of individual designers through our innovative programming and initiatives that champion 'design for a better world'.

国际工业设计协会 (WDO) 是一个全球认可的非政府组织，旨在推广工业设计，促进经济、社会、文化发展和改善生活环境。协会成立于1957年，全球拥有200多个成员组织，吸引数千名设计师参与以「為更美好世界而设计」为倡导的创新计划。

As a publicly funded organisation, HKDC has continuously strengthened its corporate governance and improved its workplace culture over the years to foster accountability, cooperation and collaboration.

In addition to regular reviews of its operation, HKDC provides timely updates to staff to ensure that operational procedures comply with its own corporate governance principles.

HKDC has also implemented a two-tier reporting system for managing potential conflicts of interest for its directors. Apart from self-reporting potential conflicts at board or committee meetings, directors are now also required to disclose their general interests, direct or indirect, pecuniary or otherwise, on appointment to HKDC's board. Their declarations are also available for inspection by members of the public upon request.

香港设计中心作为一间获公共财政资助的机构，多年来一直致力加强企业治理和提升职场文化，以严格落实问责制、促进内部紧密合作。

除了定期审核日常运营，香港设计中心也会定期向员工发出更新通知，确保运营程序符合其企业治理原则。

此外，香港设计中心实行两层通报机制，以处理董事的潜在利益冲突。除了向董事会或委员会自行申报外，董事获得任命加入香港设计中心董事会时，还须披露所有直接或间接、金钱或非金钱的一般利益。如有需要，相关信息披露也会公开供公众查阅。

Income and Expenditure Statement for the Year ended 31 March 2023
截至2023年3月31日止止财政年度收支结算表

	NON-GOVERNMENT FUNDING 非政府资金	FUND FROM CREATE HONG KONG 创意香港资金	OTHER GOVERNMENT FUNDING 其他政府资金	TOTAL 总计
	HK\$'000 港币千元	HK\$'000 港币千元	HK\$'000 港币千元	HK\$'000 港币千元
INCOME 收入				
Government Grant 政府资助	-	95,135	5,431	100,566
Project Income 项目收入	433	5,949	-	6,382
Sponsorship 赞助	325	12,368	-	12,693
Other Income 其他收入	-	-	-	-
	758	113,452	5,431	119,641
EXPENDITURES 支出	HK\$'000 港币千元	HK\$'000 港币千元	HK\$'000 港币千元	HK\$'000 港币千元
Project Expenses 项目支出	325	71,972	13	72,310
Payroll & Related Cost 薪资及相关支出	-	34,339	5,418	39,757
Donation 捐款	-	-	-	-
Overhead & Administration 一般营运及行政费用	49	7,141	-	7,190
	374	113,452	5,431	119,257
NET SURPLUS 净盈余	384	-	-	384

Meeting Attendance / Total Number of Meetings 会议出席次数 / 会议数目	BOARD OF DIRECTORS 董事会	FINANCE AND ADMINISTRATION COMMITTEE 财务及行政委员会	PROGRAMME COMMITTEE 计划委员会	DEVELOPMENT COMMITTEE 发展委员会	AUDIT COMMITTEE 审核委员会
ERIC YIM 严志明	5/5	-	4/4	-	4/4
VIVECA CHAN 陈一枏	4/5	4/5	4/4	4/4	-
STEVE LEUNG 梁志天	4/5	-	2/4	4/4	-
PATRICK BRUCE	4/5	5/5	-	-	4/4
BONNIE CHAN 陈德姿	3/5	-	-	2/4	-
ALAN CHEUNG 张益麟	3/5	5/5	-	-	-
DONALD CHOI 蔡宏兴	3/5	3/5	-	2/4	-
JOANNE CHOW 周凯瑜	5/5	5/5	-	-	4/4
EDDIE HUI 许夏林	3/5	-	1/4	-	-
JAMES LAW 罗发礼	2/5	-	4/4	3/4	-
KUN-PYO LEE 李健杓	3/5	-	3/4	-	-
TOMMY LI 李永铨	1/5	-	4/4	-	-
STEPHEN LIANG 梁国浩	3/5	-	2/4	-	-
DAVID LO 卢永强	2/5	-	-	3/4	-
JOSEPH LO 劳建青	2/5	-	-	-	4/4
VICTOR LO 罗仲荣	4/5	-	0/4	-	-
SUNNY TAN 陈祖恒	2/5	-	4/4	-	-
KARR YIP 叶憬翰	3/5	-	-	4/4	-
HEAD OF CREATEHK 创意香港總監	5/5	5/5	4/4	4/4	4/4
REPRESENTATIVE APPOINTED BY HONG KONG FEDERATION OF DESIGN AND CREATIVE INDUSTRIES 香港设计及创意产业总会	5/5	-	-	4/4	-
REPRESENTATIVE APPOINTED BY HONG KONG FASHION DESIGNERS ASSOCIATION 香港时装设计师协会代表	5/5	-	4/4	-	-
REPRESENTATIVE APPOINTED BY THE CHARTERED SOCIETY OF DESIGNERS (HONG KONG) 英国特许设计师协会（香港）代表	5/5	-	-	4/4	-
REPRESENTATIVE APPOINTED BY HONG KONG DESIGNERS ASSOCIATION 香港设计师协会代表	4/5	-	2/4	-	-
REPRESENTATIVE APPOINTED BY HONG KONG INTERIOR DESIGN ASSOCIATION 香港室内设计师协会代表	4/5	-	2/4	-	-

Hong Kong Design Centre gratefully acknowledges Create Hong Kong of the Government of the Hong Kong Special Administrative Region as the Lead Sponsor. Their unwavering support enables us to foster a dynamic design ecosystem through diversified programmes.

香港设计中心衷心感谢香港特别行政区政府创意香港作为我们的主要赞助机构。他们的支持使我们能透过多元化的设计赏析及推广项目，培育一个充满活力的设计生态系统。

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