

For Immediate Release

Hong Kong Design Centre 20th Anniversary Celebration
Design Spectrum Presents 'always' Exhibition with over 50 Sustainable Designs
Envisioning A Community that Thinks Beyond Green

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Design Spectrum
www.designspectrum.hk

Hong Kong Design Centre
www.hkdesigncentre.org



Design Spectrum, the public-facing platform of Hong Kong Design Centre (HKDC), sponsored by Create Hong Kong of the Government of the Hong Kong Special Administrative Region (HKSAR), is proud to present a design exhibition titled 'always' from 22 November 2022 to 29 January 2023. As well as being one of the accredited events celebrating the 25th anniversary of the Establishment of the HKSAR, it is also among the series of thrilling events commemorating HKDC's 20th Anniversary under the theme 'Design for Sustainable Community'. The exhibition explores the sustainable development of Hong Kong over the decades, how good designs have sprouted like seeds and driven significant impact on communities, and what they mean to a city.

From a spark of awareness to a series of actions, our behaviour is gradually formed over time until it becomes part of a routine – and becomes our 'always'. Likewise, it starts with a thought or an idea to make a positive impact on the environment. Curated by local designers **Benny Au** and **Teresa Chan** of **miniminigallery**, the 'always' exhibition explores sustainability beyond the material level from a new perspective, that can also be escalated to the spiritual, cultural and heritage levels of discussion. Visitors will get to appreciate our local creative power and learn how design can promote and inspire a continuous innovation process, ensuring the sustainable and prosperous development of the city.

From concept to practice, an integration of function and aesthetics, the power of 'keep going!' through dual-venue Exhibition

The exhibition's spaces also well-present the fluidity and interchangeability of the concept 'always'. Its first phase commences in Central Market from 22 November to 12 December 2022, followed by the second phase in PMQ from 15 December 2022 to 29 January 2023. These two distinct venues have brought a big challenge to the curatorial team regarding structural design: the durability of re-used materials, their transportability, the different sizes of the two venues and more. **Kwok Yat Long** and **Law Chi Hin**, who support the structural design of the exhibition, and the curator **Benny** said that 'apart from the material selection, manpower as well as the exhibition setup process should be considered carefully. As both planners and exhibitors of the exhibition, we all share the same perspective towards sustainability.'

The exhibition uses flexible wooden panels that are easy to transport, allowing various three-dimensional geometric combinations that adapt to different spaces, to showcase a total of more than 50 exhibits. The structures are also easy to dismantle and transport - not only are they functional and aesthetically pleasing, but they epitomise the theme of the exhibition perfectly.

50+ Design Projects that Span Across Different Generations, Forms and Spaces

In today's world, environmental protection is nothing new. Since the 1970s, the iconic rubbish monster 'Lap Sap Chung' has deeply rooted itself in the hearts of the people of Hong Kong, to express the local design community's concern on the issue. 'always' will exhibit over 50 design projects, most of which originated from Hong Kong and were selected to characterise different generations, spaces, and serve different rungs of society. The projects are all made 'tangible' to preserve the important 'intangible' values behind, whether based on the designers' ideas, creativity or messages they want to convey to individuals or communities. 'always' implies thoughts can influence behaviours and shape our daily practices. With the spirit of 'breaking the old and creating the new', exhibitors encourage collective thoughts and actions through design, connecting humanity and nature, and eventually creating a better community and future.

GREEN@COMMUNITY provides a striking example among all the exhibits. It changed the general perception of recycling facilities which were perceived as dirty and chaotic. By creating a compact and user-friendly process of recycling, it successfully encourages the mass public to get into the habit of recycling the right way.

Another project **The Mills** explores the preservation of cultural heritage. Once a high-yielding spinning factory in Hong Kong from 1960s to 1980s, it was transformed into a place integrating a business incubator, an experiential retail centre, and a non-profit cultural institution after revitalisation and conservation. Through a series of 'tangible' campaigns such as a garment recycling system and making Christmas decorations with recycled materials, the woven stories of the textile industry have been well preserved and will continue to be passed on.

Tree Bark Bookend is a project that turns bark – the offcuts from the creation of wood-based products into a bookend, highlighting the beauty of recycling and reusing.

Posters: Effective Designs for Spreading the Seeds of Communication

The poster is one of the most direct and powerful tools for communication in graphic design. The curators have selected a total of 21 posters spanning from 1970s to 2010s from 12 renowned Hong Kong designers across generations to showcase at the exhibition. The designers made use of these posters to illustrate their unique insights on social issues, such as pollution and resource scarcity. Visitors can appreciate the evolving process of the design – from the seeding of ideas to sprouting growth, as it continues to raise awareness of sustainability issues in recent decades.

For the second phase of the exhibition at PMQ, young designers will be joining the show with their own posters, through which visitors can feel how the ideas of the past are passed down from generation to generation. These ideas will continue to spread and grow, and may bear different kinds of fruits in the future.

Let's Sow the Seeds of Design – Join Workshops and Support Local Designers

From the end of November till January 2023, a series of concurrent events such as public guided tours, workshops and designer sharing sessions will be organised around the exhibition for public. We have invited **Hulu Culture** to host several sessions of cultural guided tours where participants will be led by experts to explore the old and the new architects in the city after visiting the exhibition to experience the historic development of Hong Kong. There will also be a joint event with **PMQ Taste Library** and **Classics Anew** providing multi-sensory experiences of taste and touch to the public. In addition, a parents-and-kids illustration workshop will provide more inspirations about environmental protection; and Hong Kong kintsugi master **Mr Kenneth Lee** will share his insights into the relationship between design and cultural heritage.

Visitors can also check out the **DS Pop-up** at Spectrum (Shop 116) in Central Market before or after the exhibition! The shop features a variety of local design goodies, and is definitely a go-to spot for picking the best gifts for Christmas and the New Year!



'always' Exhibition	
Date: 22 November to 12 December 2022 Venue: Event Space, 1/F, Central Market, Central	Date : 15 December 2022 to 29 January 2023 Venue : HG10-HG12 & HG19, PMQ, Central
Time : 11:00-20:00	
Admission fee : Free of Charge	
Enquiry : info@designspectrum.hk / 3793 8479	
Facebook / Instagram : designspectrum.hk	
Website : www.designspectrum.hk	
*Details of concurrent events will be available on Design Spectrum's Website.	

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

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

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About Design Spectrum

Design Spectrum is an initiative organised by Hong Kong Design Centre (HKDC) and sponsored by Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR Government) to foster a good design culture in the community. Design Spectrum features year-round exhibitions, exchanges, design appreciation and other promotion programmes to cultivate a creative atmosphere, while nurturing local creative capital. It serves as a unique public face for HKDC to strengthen linkages with the community and partners locally, in other cities of the Guangdong-Hong Kong-Macao Greater Bay Area, ASEAN cities and overseas, and contributes towards creative and cultural tourism.

(Website: <http://www.designspectrum.hk>)

About Exhibition Curator Benny Au

Created original characters and design Amazing Twins in mid-1990s and while his works premiered in Japan. Benny has always been focusing on graphic design and exhibition curation projects. His design practice reflects his unusual perspective and approach to visual arts, and he is skilled at using materials and printing as his design language. In 2003, he founded miniminigallery in the studio, where he invites creative units from all over the world to participate in creative sharing and exhibitions.

Benny is often invited to participate in design exhibitions worldwide, judge and speak for international design competitions and forums. In 2022, he was invited by D&AD Awards as the jury president of the graphic design category. His works are collected by a number of international museums and art galleries. Benny is now a member of Tokyo Type Directors Club, Japan Graphic Design Association, Hong Kong Designers Association and Shenzhen Graphic Design Association.

About Exhibition Curator Teresa Chan

Graduated from University of British Columbia, Parsons School of Design and the Hong Kong Polytechnic University major in Psychology and Design. Teresa has played a key role in organising and planning for large scale exhibitions including SEVEN – Top Japanese Art Directors, Tokyo TDC Exhibition in Hong Kong, Here is Zine. Here is Hong Kong, various Shenzhen Hong Kong Design Exhibition, Kanji Exhibition, A Snap beyond Borders: Hong Kong Theatre and Performance Photography, and other local and overseas design exhibition.

Teresa is the curator of miniminigallery in Hong Kong, specialising in design exhibition, creative event planning and design management.

About Hong Kong Design Centre

A non-governmental organisation registered in 2001 and established in 2002, Hong Kong Design Centre (HKDC) is a strategic partner of the HKSAR Government in establishing Hong Kong as an international centre of design excellence in Asia. Our public mission is to promote wider and strategic use of design and design thinking to create business value and improve societal well-being.

The year 2022 marks our 20th Anniversary, where we will celebrate with a series of activities under the theme 'Design for Sustainable Community'.

HKDC 20th Anniversary Theme: Design for Sustainable Community

A sustainable community should reflect the needs of its people—and good design is how we make that happen. Our 20th Anniversary theme highlights how co-creation, and the weaving together of human effort and values, can create impactful designs. Design should be made more accessible to benefit and inspire as many people as possible, reaching larger audiences and engaging local communities to expand its positive influence.

About Create Hong Kong

Create Hong Kong (CreateHK) is a dedicated office set up by the Government of the Hong Kong Special Administrative Region in June 2009 to spearhead the development of creative industries in Hong Kong. From 1 July 2022 onwards, it is under the Culture, Sports and Tourism Bureau. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. CreateHK sponsors HKDC to organise Design Spectrum, Business of Design Week (BODW), BODW City Programme, DFA Awards, Knowledge of Design Week, Fashion Asia Hong Kong, Design Incubation Programme and Fashion Incubation Programme, among other projects, to promote Hong Kong design. (Website: <http://www.createhk.gov.hk>)

Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organisers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.

Appendix 1: Highlights of Design Spectrum 'always' Exhibition

Designer/Exhibitor	Description
 <p>Author: Hiuman Lam Book design: Chan Hei Shing, Chiu Wing Ki Hei Shing Book Design</p>	<p>Hong Kong Reminiscence – Documents of Hong Kong's Old Stories (2021)</p> <p>The book design of “Hong Kong Reminiscence: Document of Hong Kong’s Old Stories” combined 2 vintage elements, a pattern iron gate and floor brick. The design is so nostalgic and exquisite. It evokes memories of the past and awakens the most beautiful soul of the old things in Hong Kong.</p> <p>The intersections of new and old book designs are not limited to graphics, layout, fonts, and colours. From the Die-Cut to the semi-naked binding of the spines, the variety of printing craftsmanship displayed shows the nostalgic affection designers have towards reminiscing “lost beauty”. From looking back to moving forward, readers can wander through the beautiful world of authors and designers.</p>
 <p>Dave Choi CityWording</p>	<p>CityWording (2022)</p> <p>In the jungle of buildings that Hong Kong is known for, words are displayed everywhere. When we are not paying attention, words hide in plain sight, but their beauty can still mesmerise us and tell us stories behind the words. These words that lurk in our everyday life are intertwined with our memories. Citywording is an artistic photographic journey in which he captures the words he comes across while wandering in the city. By sharing the city’s typefaces on social media, the artist reveals a world that is both intimate and unfamiliar to us.</p>
 <p>Benny Lau</p>	<p>Tree Bark Bookend (2007)</p> <p>This product challenges the user-oriented design approach, focusing on materials and production. Bark sliced from tree trunks is often thrown away as residue during a standardised manufacturing process due to irregularities. However, can these irregularities stimulate artistry? From a sustainable perspective, many of our norms must be rethought and redesigned.</p>



Hong Kong PolyU Materials Resource Centre (2014)

The Materials Resource Centre (MRC) of The Hong Kong Polytechnic University (PolyU) School of Design is more than a platform for design students to gather information, but it is also for designers, the educational world of design, and manufacturers to exchange knowledge.

In terms of design spirit and practical operation, this place adheres to the Bauhaus style of prioritising function and emphasising elements of simplicity. Focusing on a multitude of materials from both local and overseas, as well as searching manufacturer and supplier catalogues and other information, the place reflects the desire of the design community in searching for materials.



Stepworks
(Design Director: Eric Chan)

Hong Kong Tramways - Rebranding (2017)

Hong Kong trams are an essential part of the Hong Kong experience. With creative company Stepworks renovating the century-old brand, trams allow for a change of pace in the hectic metropolis. Nicknamed "Ding Dings", they are loved as a family member by all of Hong Kong.

For this rebranding, a new logo featuring a recognisable double-decker tram car's silhouette and the custom Hong Kong Tram Green Pantone colour, was designed to make Hong Kong Tramways as much a part of everyday life as a source of joy and civic pride. The comprehensive branding help keeps a sustainable and venerable means of transport even more relevant in today's Hong Kong.



Kenrick Wong, Magic Kwan, Fionne Chan, Harrison Lai
Orient Occident Atelier

WaterHall Project (2017)

When the circulation of water is disrupted, the design is also crucial to ensure that water can be cycled properly. "Water Hall" is a community hall that aims to solve problems through innovation and design. The community was created by a group of designers that sought to alleviate the water shortage problem in Battambang, Cambodia.

The building materials used for the WaterHall are widely available, a low-cost solution that can be repeated in other communities. The project team studied and adopted the local vernacular and crafts with the help of community members, and the

	<p>simple structure was built by local craftspeople with local resources, and develops the concept of sustainability.</p>
<div data-bbox="193 376 703 739" data-label="Image"> </div> <p data-bbox="204 741 526 806">Gary Chang EDGE Design Institute Ltd.</p>	<p>A Domestic Transformer (2007)</p> <p>Those who were born and raised in Hong Kong will definitely understand the importance of space usage within their own homes. Architect Gary Chang transforms his 344-square-foot home with layered and easy-operate mechanisms, turning the place into a bedroom, a living room, an office, a six-person home cinema, even a spa with a steam room and bathtub, all within the same space and in a matter of minutes. A different room at different times, turns out architects and designers are also magicians.</p> <p>Ref Video: https://www.facebook.com/edgedesignhk/videos/677333212443008 </p>
<div data-bbox="193 1037 703 1200" data-label="Image"> </div> <p data-bbox="204 1238 419 1267">Redress Limited</p>	<p>Redress Design Award (2011)</p> <p>The Redress Design Award is the world's largest sustainable fashion competition design competition, focused on providing in-depth discussions and practices on sustainability, as well as educate designers on the burden of fashion on the environment in order to encourage zero waste, upcycling, and reconstructing core sustainable design techniques to reduce fashion waste through university lectures, sustainable fashion workshops, online resources such as “Redress Knowledge Hub”, as well as collaborating with more than 150 universities to provide young designers with theoretical and technological help.</p> <p>In addition to ideas of sustainability, competing designers also need to showcase their innovations, ingenuity, and beliefs, to lead the fashion industry into a healthier cycle, whilst taking commercial viability in consideration, giving the award to the most likely candidate to ensure beneficial long-term changes to the environment.</p>

Posters



Arthur Hacker

Clean 75, Keep Hong Kong Clean campaign (1975)

From early 1970s, a mascot, Lap Sap Chung, for Keep Hong Kong Clean Campaign is created by Arthur Hacker. This Poster was designed in 1975, the year of Rabbit, featuring Lap Sap Chung is defeated by a Rabbit (white representing Cleanness).



Stanley Wong / Raymond Chan/
Paul Regan
J. Walter Thompson (HK)
Advertising

Chinese obituary ozone layer // tree // air // ocean (1992)

This poster series was one of earliest advertising campaign for environmental concerns in early 90's Hong Kong.

*The above exhibitions are free of charge; pre-registration is required. The activity schedule is subject to the latest update by the organizer.

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