

CO-CREATING HUMAN-CENTRED FUTURES

共創人本未來

HONG KONG DESIGN CENTRE
ANNUAL REPORT 2020 - 2021



HONG KONG DESIGN CENTRE

Hong Kong Design Centre is a non-governmental organisation, and was founded in 2001 as a strategic partner of the Government of the Hong Kong Special Administrative Region 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.

香港設計中心為於2001年成立的非政府機構，擔當香港特別行政區政府的策略夥伴，以推動香港成為亞洲區內享譽國際的設計之都為目標。

我們的公共使命是推動社會更廣泛和具策略性地運用設計及設計思維，為業界創造價值及改善社會福祉。

香港設計中心

Founding Members 創會成員



HONG KONG FEDERATION OF
DESIGN AND CREATIVE INDUSTRIES
香港設計及創意產業總會



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SOCIETY OF
DESIGNERS
● HONG KONG ●



HKDA
香港設計聯總會



HKDA
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FASHION
DESIGNERS
ASSOCIATION
● HONG KONG ●



HKIDA
HONG KONG INTERIOR DESIGN ASSOCIATION
香港室內設計協會

OUR FIVE STRATEGIC WORK DIRECTIONS

我們的五大工作範疇

CONNECT

聯繫業界

CONNECT industry doers and thinkers, foster cross-sector and cross-discipline exchange and collaboration
為設計師、商界、學術界及有夢想的人提供交流和合作平台

CELEBRATE

弘揚人才

CELEBRATE talents and designs that improve quality of life and address social innovation
嘉許為改善生活、發展社會、保留文化有所貢獻的人才和設計

NURTURE

啟蒙創業

NURTURE creativity and entrepreneurship among students, design start-ups and emerging brands
培育創意人才、新進設計企業家和初創公司，為他們提供更多成長和發展機會

ADVANCE

突顯專業

ADVANCE expertise and knowledge to promote innovation and growth and drive Hong Kong's design ecosystem forward
提升業界的專業知識以推動不同機構創新，並促進香港設計生態發展

ENGAGE

融入社會

ENGAGE the society by sharing industry news, knowledge and insights with the press as well as the public
推動各界交流及分享業界資訊，及培養公眾對設計的欣賞

CONTENTS 目錄

002	About Us 關於我們	● COMMENDING EXEMPLARY DESIGN TALENT 論・賞・好設計	● TRAINING CREATIVE PROBLEM SOLVERS FOR TOMORROW 人人「識」用・學好設計思維	114	DesignInspire 創意設計博覽 Metro Radio Programme 新城知訊台節目 deTour Leadership Forum on Education 設計教育領袖論壇 BIP Asia Forum 亞洲知識產權營商論壇 Publications 書刊 Hong Kong Design Directory 香港設計指南 Expanding Your Design Repertoire 設計面面觀
004	Our Five Strategic Work Directions 我們的五大工作範疇	026	Knowledge of Design Week 設計智識周 Designing Digital Futures for the New Normal 智用設計・數造新常態	120	Wise Words from the Board of Directors 董事會睿智名言
006	Message from the Chairman & Executive Director 主席及行政總裁的話 Co-creating Human-centred Futures 共創人本未來	038	Institute of Design Knowledge 設計知識學院 Design Thinking in the Real World 設計思維 活學活用	128	Community Engagement 凝聚社區 Champion Design Accessibility 設計為先，積極開拓
	● BUILDING NETWORKS OF DESIGN INFLUENCE 建構創意網絡 併發非凡力量	044	UNLEASH! Empowered by Design Thinking 設計思維・無限可能 Empowering Society to Adapt to the Changing Times 創意解難 扭轉疫境	129	Friends of HKDC Membership Programme 香港設計中心之友會員計劃 Bringing Together Like-Minded Enthusiasts 集合設計同路人 匯聚創意力量
012	Business of Design Week 設計營商周 Finding Clarity in Uncertainty in the Post-pandemic Era 洞悉幻變 重新定義疫後世代	046		130	International Alliances 國際聯盟 Partnering for a Purpose 與業界伙伴結盟 追尋共同願景
018	Fashion Asia Hong Kong A Multidimensional Fashion Experience 多角度時尚體驗	048		131	Corporate Governance 企業管治
022	5 minutes with..... 與項目總監5分鐘對談 Design Resilience 設計應變力	● GEARING UP A NEW GENERATION OF DESIGNERS 培育設計新世代	082	086	132
		050	Our Design Footprint 區區有設計	098	Our Accounts 帳目
		058		106	133
		065		110	Board of Directors Meeting Attendance 董事會會議出席次數

CO-CREATING HUMAN-CENTRED FUTURES



PROF. ERIC YIM
嚴志明教授

Chairman of HKDC
香港設計中心主席

“Design is problem-solving and can address different issues, from health and wellbeing to connectivity, so designers must consider societal impact, sustainability, nature, and the future.”

「設計的解難能力涵蓋醫療健康以至互聯互通各個範疇，所以設計師須認真考慮社會因素、可持續性，以及對大自然和未來的影響等。」

Message from the Chairman & Executive Director 主席與行政總裁的話

As millions rose to the challenges presented by the Covid-19 pandemic, 2020–21 continued to demonstrate the importance of empathy and human-centricity in design. Hong Kong Design Centre (HKDC) has set ambitious targets to widely connect and engage with different sectors and stakeholders around the world.

As HKDC's Chairman, Prof. Eric Yim, and Executive Director, Dr Edmund Lee, share, the lockdown has posed challenges to businesses and impacted our ways of living and working. Yet, there remains ample scope for people-centred innovations across many touchpoints to make our lives more amenable. We spoke to them about how HKDC has embraced a broader scope for the applications of design thinking and the importance of design research and co-design.

社會各界在2020至2021年間奮起應對世紀疫症的挑戰，不忘發揮「同理心」和「以人為本」的創新與設計精神。香港設計中心早已定下長遠目標，並致力加強與全球各地、各行各業持份者的連繫及交流。

香港設計中心主席嚴志明教授及行政總裁利德裕博士均表示，限聚令及各種防疫措施成為社會新常態，市民生活和工作都大受影響，但只要細心觀察，我們身邊其實潛在許多「接觸點」，有待採納以人為本的創新設計方案，令生活更方便舒適。這一年來，香港設計中心如何把設計思維應用推展至更為廣泛的範疇，並強調設計研究和協作的重要性呢？就讓兩位分享他們的看法。

共創人本未來

“Through the emphasis on cross-disciplinary learning and exchange in our programmes, we can expose people to the design mindset required to enable true co-creation and innovations endeared by people.”

「香港設計中心項目通過加強跨界別學習與交流，可讓人們認識和運用到設計思路，以達致共同創作和成就大眾所喜愛的創新。」

DR EDMUND LEE
利德裕博士

Executive Director of HKDC
香港設計中心行政總裁

Q1. Why are good design and design thinking important for businesses, society, and our city?
為什麼優秀設計和設計思維對企業、社會和城市來說十分重要？

ERIC · Because of Covid-19, businesses are seeking ways to be more relevant, and customers are valuing experiences above products and physical attributes. When it comes to addressing the needs of real people, human-centricity has become more important than ever before. Hong Kong is a service-based economy, so when we talk about a 'human-centric mindset', it must be all encompassing, from the front to the back end of operations. This was overlooked in the past, but there is much to gain from co-creating with all stakeholders.

因著疫情，商界千方百計為顧客帶來商品的增值服務和體驗，引起他們的興趣。事事從人的角度出發是大趨勢，而香港作為服務型經濟體，「以人為本」概念一定要融會貫通，由前台至後勤管理，環環相扣。或許我們以前一直忽略的，都可從持份者共同創造中獲得啟發，得以進步與作出改變。

EDMUND · We need to attain meaningful designs and solutions through a better understanding of people's aspirations, motivations and concerns. We can deploy design thinking for better framing and solving of problems. Based on deep, actionable insights, meaningful solutions and experiences can be delivered. Such a creative approach of problem solving can be applied across public and private sectors.

要達成有意義的設計和方案，我們必須先了解人們的願望、動機和關注點。設計思維有助我們定義及解決問題，勾畫出深入的洞見及可行的方法，打造出以人為本而有意義的體驗。這套創意解難方式可以廣泛應用於公營及私營機構。

CO-CREATE

Q2. How has the pandemic affected design ecosystems over the last year?

過去一年，疫情如何影響設計生態？

ERIC · Before the pandemic, we all talked about human-centric design, but now it is even more important. Designers need to have a holistic and empathetic mindset; be good listeners, communicators, and analysts. Design is problem-solving and can address different issues, from health and wellbeing to connectivity, so designers must consider societal impact, sustainability, nature, and the future.

疫情前我們已在討論設計要以人為本，但現在更是迫在眉睫。設計師必須具備大局意識和同理心，擁有良好的聆聽、溝通和分析能力。設計的解難能力涵蓋醫療健康以至互聯互通各個範疇，所以設計師必須認真考慮社會因素、可持續性，以及對大自然和未來的影響等。

EDMUND · The pandemic has challenged designers to reimagine innovative ways how people can be better connected and services delivered. The lack of human contact has great implications on design research, posing challenges even for experienced educators and designers. Despite that, the best creative efforts have been attempted in digital spaces using a full array of technologies, tools and co-creation interfaces available.

疫情令人際關係變得疏離，設計師須重新構思連繫人與人及提供服務的嶄新方式。面對新常態，即使最有經驗的教育家和設計師也束手無策，為設計相關的研究帶來一定影響。話雖如此，創新的嘗試仍處處可見，而最佳例子莫過於在數碼層面，由各種科技、工具和共創界面揉合而生。

Q3. How has HKDC risen to the challenges presented by Covid-19?

香港設計中心如何應對疫情帶來的挑戰？

EDMUND · The pandemic has challenged the team to deliver our creative best in executing and delivering our programmes, and we have made a bigger impact than anticipated. During Business of Design Week (BODW), for example, we have developed a new format with ViuTV, so our content could be simulcast on internet, social media and TV. We have also smartly deployed existing resources and collaborative synergy to advance our mission, drawing inspirations from our strong speaker line-up.

我們團隊的創造力和應變力甚高，縱使面對疫情大流行的考驗，仍游刃有餘，順利執行及推出各項目，成果甚至比預期好。例如，我們與ViuTV合作打造全新直播模式，令設計營商周節目可同時在互聯網、社交媒體和電視上播放。我們還靈活調配現有資源，與持份者發揮協作精神，從在節目中分享的設計大師身上獲得啟發，力求創新。

ERIC · Digital technology is more integrated into our work, and we have all sought channels that enable us to pursue and fulfil our mission. Covid-19 presented many challenges but also gave us the chance to present our work in novel ways so that people can enjoy it. With BODW, we were so mindful of potential limitations, and so focused on how to effectively reach our audience, that results exceeded expectations.

數碼科技已完全融入我們的工作，我們亦尋求各種渠道，為實現使命全力以赴。疫情帶來重重挑戰，也令我們反思如何跳出框框，擺脫以往模式的局限，吸引更多參與者。如設計營商周，我們為了能更有效地接觸觀眾採用嶄新形式，成果令人驚喜。

Q4. Why are knowledge and participation in design important for our collective future?

為什麼設計教育和參與對於我們的集體未來甚為重要？

ERIC · People today value experiences and sharing. Participation is an experience that we can offer. When designing, we need to understand what we want to create, to deliver something that people will value.

今時今日經驗和分享愈發受到重視。能鼓勵大眾參與設計，我們樂此不疲。在設計路上，我們需了解創作目的，才能夠創造出人們會重視的東西。

EDMUND · Knowledge should not be siloed. Through the emphasis on cross-disciplinary learning and exchange in our programmes, we can expose people to the design mindset required to enable true co-creation and innovations endeared by people.

知識是無窮無盡的，不應故步自封。香港設計中心項目通過加強跨界別學習與交流，可讓人們認識和運用到設計思路，以達致共同創作和成就大眾所喜愛的創新。



Q5. How is HKDC promoting design and making it accessible to everyone?

香港設計中心如何推動設計，讓設計更接近大眾？

EDMUND · Ever since design was elevated to the policy level, we have worked hard to promote good design and cultivate design thinking across professions, industries and age groups. We want to advance the design movement so that people can experience the magic of design. For example, our #ddHK installations along the harbourfront were not just urban art—they carried the creative narratives to transform public spaces for enjoyment through the power of placemaking.

自從設計提升至政策層面以來，我們更加倍努力，針對不同的專業、行業和年齡的人士推廣優秀的設計，並培養他們的設計思維。我們希望進一步廣泛推動設計，讓大眾體驗設計的力量。例如，設計#香港地遍佈維港海濱的裝置項目不單單是城市藝術，更從創意及地方營造角度出發，把現有公共空間打造成市民享受的地方。

ERIC · We don't want to promote design exclusively through our annual programmes; we want to connect with people daily so that they can understand and access design. Our programme segment on Metro Radio, the exhibitions held at Design Spectrum at 7 Mallory Street in Wan Chai, our variety of online and hybrid programmes over the last year—these are all designed to be accessible.

除了舉辦各項年度活動，我們更希望透過與大眾的日常連繫，深化他們對設計的了解。我們與新城知訊台聯合主持的電台節目、在灣仔茂蘿街7號設計光譜舉辦的公眾展覽、去年舉辦的一系列虛擬及跨媒體活動，都是為了鼓勵大眾多接觸設計。

Q6. Can you give us a sneak peek into HKDC's upcoming plans and initiatives?

可否介紹一下香港設計中心的未來動向？

ERIC · Come 2024, we are excited for our new base in Sham Shui Po. It is considered one of the coolest districts, not just in Hong Kong, but in the world. It has a rich and vibrant heritage, it is both home and workplace for a cross-section of people, and it is just the perfect place for HKDC to be. We will be both with and in the community.

2024年，香港設計中心將進駐深水埗！深水埗被選為全港、甚至全球最具型格的社區之一。它是個歷史文化的寶庫，同時是不同階層人士生活和工作的地點，因此是我們了解社區、融入社區的理想選址。



EDMUND · The new Design and Fashion base in Sham Shui Po will allow us to work on new programming to connect with the community and the trades, and infuse the city with creative vibe. Apart from being a meeting place for designers, we can showcase Hong Kong's design prowess and the power of co-creation, including drawing from the continuously unfolding legacies of Sham Shui Po. It is an exciting work-in-progress.

於深水埗設計及時裝基地，我們將發展新項目，連繫社區和業界，為城市注入創意養份。在此，設計師可聚會交流，我們將更能展示香港的設計實力和共同創作的成果，而深水埗的活力、歷史和文化正正不斷滋養我們的靈感，激發想像力。

ERIC · Ultimately, design is more than aesthetics and should contribute to the wellbeing of society. It is the aim of HKDC and the design community to use design to enhance experiences and quality of life. By taking on a greater responsibility in using their skills to make the world better, mix with different types of people, and work with communities, designers can really make a difference—there are still so many amazing opportunities ahead for us.

歸根究底，設計遠超於美學應用，其價值在於為社會福祉作出貢獻。香港設計中心及設計界的目標是利用設計改善生活，帶來更美好的生活體驗。設計師的責任重大，透過發揮所長，與不同人士和社區合作，他們絕對可把握機會改變世界，前途無限。

BUILDING NETWORKS OF DESIGN INFLUENCE

建構創意網絡 併發非凡力量

b^od^w

建築

BODW

BUSINESS OF DESIGN WEEK 設計營商周

IMMERSIVE TECH

感官體驗與科技

COMMUNICATION & DESIGN

傳意與設計

CIRCULAR ECONOMY

設計與可持續經濟

SAFE TRAVELS

出行新體驗

FINDING CLARITY IN UNCERTAINTY IN THE POST-PANDEMIC ERA

VISION 20/21: Finding Clarity in Uncertainty

Sponsored by Create Hong Kong of the Government of the Hong Kong Special Administrative Region, Asia's annual flagship design, innovation and brands event, Business of Design Week (BODW), once again brought together innovators and creative leaders to design a better future. Curated under the theme 'VISION 20/21', the event called for creative visions that can make a difference in a time of change and ambiguity. Over 100 local and international design and business leaders, across 50 talks, forums, and master classes, shared their insights into future trends and inspirations during 30 November to 5 December 2020. From safe travels to circular economy, immersive technology, and the future of brands, design heavyweights explored topics relevant to the post-pandemic era.

Positive partnerships underpinned the entire programme. HKDC teamed up with the UK as a strategic partner to form an impressive line-up of speakers. Fifteen celebrated and renowned creatives and business leaders from the UK joined via livestreamed conversations and as part of a new 'BODW Great British Design' series that premiered during the event. Nine selected sessions by global creative pioneers from past years were featured in 'BODW Greatest Moments', which stretched back to 2002, when BODW was first launched.

洞悉幻變 重新定義疫後世代

願景20/21：洞悉幻變

由香港特別行政區政府創意香港贊助、亞洲年度矚目盛事設計營商周，衝破疫情陰霾，再次匯聚創新及創意領袖，探討設計、創新及品牌趨勢，啟發參加者共同建設更美好的未來。設計營商周以「願景20/21：洞悉幻變」為主題，期望創意願景能在變幻莫測的時代中帶來轉機。超過100位本地及國際的

設計和商業精英，於2020年11月30日至12月5日期間為大家帶來50場重點會議、論壇及大師班，分析未來行業動向，分享真知灼見。從出行新體驗到設計與可持續經濟、感官體驗與科技和品牌前瞻，設計翹楚逐一探討後疫情時代的熱門話題。

活動得以成功舉辦，有賴一眾合作伙伴鼎力支持。當中英國為今年的策略伙伴，令演講嘉賓陣容更強大，邀得15位來自英國享譽盛名的創意及商界領袖進行直播及拍攝預錄短片，為首度播出的「BODW Great British Design」系列帶來耳目一新的內容。同時，峰會設有「BODW Greatest Moments」環節，重溫自2002年設計營商周誕生以來，歷屆9位環球創意先鋒別具啟發性的經典分享。



Hybrid event expands reach across platforms & borders

This was also the first hybrid BODW summit, thanks to a partnership with ViuTV, which broadcast selected sessions live on TV, in addition to the live simulcast on BODW's virtual platform and social media. The multiple broadcast channels allowed an even wider geographical audience to access and enjoy the discussions from the comfort of home or their mobile devices. BODW CitySalon partner locations across the city (including D2 Place and Fashion Walk) engaged passers-by from all walks of life with the power of innovative design.

Networking and fostering the exchange of ideas within the community remained a cornerstone for BODW, and participants were able to connect via the summit's virtual networking platform. The platform hosted virtual meetups and live chats for participants to explore new creative and business collaborations.



CULTURE & THE CITY

文化與大都會

BRAND FUTURES

品牌前瞻



CREATIVE LEADERSHIP

創意領袖



ENTWINED SPACES

無界空間



CONNECTED HEALTH

健康互聯

跨媒體活動 全球觀眾參與其中

首度跨媒體直播的設計營商周峰會與ViuTV合作，除了於電視直播精選環節，更在設計營商周的網上交流平台和社交媒體作現場同步直播，令身處全球各地的觀眾能安坐家中，通過流動裝置觀看精彩討論。設計營商周亦通過遍布全港的CitySalon合作伙伴場地（包括D2 Place及Fashion Walk），吸引途人參與其中，宣揚創新設計力量。

促進人脈建立和意見交流一直是設計營商周成功的基石。參加者可通過峰會的網上交流平台互相聯繫，亦可進行網上會面和即時對談，拓展網絡，發掘創意及商業合作的機會。

FASHION ASIA HONG KONG

A MULTIDIMENSIONAL FASHION EXPERIENCE

多角度時尚體驗

Digital Dialogues

Fashion Challenges Digital Forum, a two-day virtual event held on 2-3 December 2020, was the centre of thought-provoking discussions about the fashion industry during the pandemic. From braving challenges and sustaining customer loyalty in the new normal to employing effective digital engagement tools, over 20 international industry leaders, designers and entrepreneurs shared their observations and experiences, and explained tried-and-tested strategies and opportunities for brands and businesses in times of crisis.

Fashion Asia Hong Kong is supported by Create Hong Kong, the programme's Lead Sponsor.

時尚達人網上對談

Fashion Challenges Digital Forum可謂疫情期間時尚產業討論交流的焦點舞台。為期兩天的網上論壇於2020年12月2至3日舉行，雲集了20多位國際間的行業領袖、設計師和企業家，一同分享他們的洞察和經驗，剖釋實戰策略，分享品牌和企業如何在疫情期間轉危為機。豐富內容涵蓋如何在新常態下把握機遇，以至有效運用數碼互動工具來維持顧客忠誠度。

Fashion Asia Hong Kong由主要贊助機構創意香港全力支持。

FASHION CHALLENGES DIGITAL FORUM

“People's behaviour are not likely to go back 100% because there is behavioural progression. Behaviours like strengthening the local offering and meeting the local consumer demands will continue to be the part of the trend.”

Andrew Wu

President, LVMH Group Greater China
LVMH 集團大中華區總裁



Anya Hindmarch

Managing Director & Creative Director, ANYA HINDMARCH
ANYA HINDMARCH 執行總監及創意總監

“For me, luxury is about stories. It is not about a brand nor showing your wealth and status. It can also be something that can be inherited. I think we need to find the meaning of luxury again as it has been bandied around and certainly abused.”

對我來說，奢華不是炫耀你的財富和社會地位，而是關於背後的故事，或是可以傳承的東西。由於奢華的定義已陷入作繭自縛的狀況，甚至被濫用，因此我們更應追求它的真義。

“The first and foremost aspect of striking the balance between globalisation and localisation is you need to have a very strong team on the ground with solid expertise and experience in the market, complemented by a global mindset and a personality that is able to demonstrate the Chinese versus Western perspectives.”

要在全球化和本地化之間取得平衡，首要工作是在本地招攬強大的團隊，且須擁有紮實的工作能力和豐富的市場經驗，具備環球視野，以及學貫中西、兼容並蓄的個性。



Alexis Bonhomme

Vice President, Greater China & APAC - Commercial, Farfetch
Farfetch 營商部大中華區及亞太區副總裁

Fashion Asia Digital Series

A brand-new online platform, Fashion Asia Digital Series, was built to help weather the challenges of Covid-19 by inviting fashion and brand leaders to share actionable insights on global fashion developments in the form of podcasts and videos. In 2020, five episodes, featuring presentations and dialogues between industry visionaries, were aired.

因疫情而誕生的全新網上平台Fashion Asia Digital Series，邀請時尚和品牌達人就行業全球發展趨勢及策略進行分享與對談。一連五集的節目於2020年以Podcasts和影片方式推出，緊貼潮流脈搏。

10 ASIAN DESIGNERS TO WATCH

Fashion on a Virtual Stage

Every year, '10 Asian Designers to Watch' celebrates and showcases the innovation, creativity, and craft of a rising generation of fashion design talent. This year was a chance to leverage technology and bring the work of the region's most exciting new fashion designers to the world. Starting December 2020, designers displayed their award-winning pieces in specially designed three-dimensional virtual showrooms.

時裝展覽 虛幻成真

每年10 Asian Designers to Watch都會表揚新一代時裝設計師，展示他們層出不窮的創意和工藝。今年更配合先進科技，特別打造立體虛擬陳列室。自2020年12月起，虛擬時裝展覽呈獻亞洲區內最優秀的新晉時裝設計師的得獎作品，務求讓全球觀眾一同「參觀」和欣賞他們的出眾才華。



JiSun Park & KyuYong Shin
Blindness



Caroline Hu
Caroline Hu



Peng Chen
Chenpeng



Hideaki Shikama
Children of the Discordance



Sun Yun
Cornerstone



Derek Chan
DEMO



Jinwoo Choi & Yeonjoo Koo
J Koo



Robert Wun
Robert Wun



Shimo Zhou & Une Yea
STAFFONLY



A Sai Ta
ASAI



LABELHOOD

DYNAMIC PARTNERSHIPS

聯手各大伙伴 挑戰時尚創新

The '10 Asian Designers to Watch' were once again brought to an international stage with dynamic and creative partnerships with strategic and respected partners. Labelhood, an incubator and independent showcasing platform, hosted a physical exhibition of designs for fashion industry elites within its 'Pioneer Fashion & Art Festival'. A stunning showcase in collaboration with Lane Crawford also captured audiences on one of Shanghai's busiest streets, the Piazza in Shanghai Times Square, during Shanghai Fashion Week. The physical exhibitions and virtual platform attracted more than 30,000 visits, with over 50,000 people tuning in to watch livestreams of the event.

Fashion Asia得力於一眾知名策略合作伙伴，共同打造多元化創意項目，成功將10 Asian Designers to Watch推展至國際舞台，包括在時裝培育及獨立展示平台Labelhood舉辦的「先鋒時裝藝術節」中舉行實體展覽，以及與連卡佛合作，於上海時裝週期間，在熱鬧的大上海時代廣場舉辦了一場觸目的時裝展覽，吸引大量途人注目。實體展覽及虛擬平台共有超過30,000人次訪問，直播活動亦錄得超過50,000名觀眾收看。

As part of these events, designers and industry leaders shared views on the current challenges facing the world of fashion, with workshops and conversations taking place in a hybrid format. These in-depth and inspiring conversations were opportunities for experts to share successful experiences in overcoming their own dilemmas, and for audience members to exchange knowledge on how to be more resilient.

Fashion Asia also continued to support local fashion talent through Hong Kong Showroom & Pop-up Spaces, thanks to partnerships with The Woolmark Company and four leading local fashion institutions.

設計師和行業領袖亦透過實體和線上工作坊及研討會，分享他們對時裝界當前挑戰的看法，以及克服難關的成功歷程，啟發觀眾提升應變力。

Fashion Asia亦伙拍The Woolmark Company及四間本地時裝設計院校，合作舉辦Hong Kong Showroom & Pop-up Spaces，繼續支持本地時裝人才茁壯成長。



LANE CRAWFORD

2020-2021

Wesley Ng

Brandon Chang

Jonathan Yee

bodw

bodw

5 minutes with...

與項目總監5分鐘對談

#CREATIVEMINDSET #創意思維

#TEAMSPIRIT #團隊精神

#DIGITALISATION #數碼化

023

DESIGN RESILIENCE

DESIGN RESILIENCE

設計應變力

• KENNIS CHAN 陳昌琪

Programme Director, Fashion Asia,
Fashion & Design Incubation Programmes
Fashion Asia 及時裝及設計創業培育計劃總監

• JILLIAN LEE 李燕清

Programme Director,
Innovation & Design Knowledge
創新及設計知識總監

“It was our first time doing a virtual event, and everyone had to level up their skills to make it happen. We were very proud of what we achieved.”

首次舉辦虛擬活動，同事們都必須掌握新技術才能事半功倍。對於團隊共同努力而取得的成就，我們感到非常自豪。

”

Kennis Chan 陳昌琪

“We turned challenges into opportunities, transforming our programmes and reaching more target audiences around the world and in Mainland China.”

我們成功轉危為機，改變節目的舉行及播放模式，以吸引中國內地以至全球更多目標受眾。

”

Jillian Lee 李燕清

#Q1

What was the year like for your programmes?

過去一年籌備活動的情況如何？

Jillian · We faced persistent challenges because of Covid-19, but our team maintained a creative mindset and human-centric approach, and we were able to adjust our Business of Design Week strategy to cope with the ever-changing situation. Ultimately, it was a good year. The transformation of our programme into a hybrid format enhanced both its style and substance, and we learned so much.

疫情帶來重重挑戰，但我們的團隊憑藉創意思維及以人為本的精神，成功以全新方式籌辦設計營商周，以靈活策略應對環境變化，迎難而上。結果，今年成績斐然，活動更首度以跨媒體直播形式舉行，可謂有聲有色，我們也受益匪淺。

Kennis · The year was definitely challenging, but also very exciting for us. We didn't want to just cancel the Fashion Asia programme, so we had to adapt it for the new normal. It was our first time doing a virtual event, and everyone had to level up their skills to make it happen. We were very proud of what we achieved.

這一年絕對充滿挑戰，但我們奮勇面對。為免因疫情而取消Fashion Asia，我們作出應變以迎接新常態。首次舉辦虛擬活動，同事們都必須掌握新技術才能事半功倍。對於團隊共同努力而取得的成就，我們感到非常自豪。

#Q2

What challenges did you overcome?

你們克服了哪些挑戰？

Kennis · Transforming Fashion Asia from a physical event to digital one was complex. We started from zero and had to work with new vendors. In the beginning, we couldn't visualise what we might need—like a green screen, and we did have some technical issues, but it meant we had to think fast on our feet. By staging a virtual event, we also reached a bigger audience base, in particular. We worked with different broadcast companies to expand our reach, and this created greater brand awareness for the forum.

將Fashion Asia從實體活動變為虛擬形式過程複雜。一切需從零開始，包括重新物色新的服務供應商。最初，我們無法想像會用到如綠屏背景之類的工具，而且還遇到一些技術難題，所以我們必須靈活應變。我們又與不同直播平台合作，觸及更廣大的觀眾群，進一步提升論壇的知名度。

Jillian · We had to deliver an action-packed programme under time constraints, adhere to strict social distancing policies, navigate technical difficulties, and try to meet users' expectations, including both speakers and participants. But in the end, we turned challenges into opportunities, transforming our programmes and reaching more target audiences around the world and in Mainland China.

我們要在有限的時間內準備精彩緊湊的節目，同時必須嚴格執行社交距離措施、克服技術上的各種挑戰，並且滿足演講嘉賓和參加者的期望。最後，我們成功轉危為機，改變節目的舉行及播放模式，以吸引中國內地以至全球更多目標受眾。



#Q3

What were you particularly proud of?

有什麼令你們特別自豪？

Jillian · Teamwork. The team's commitment to delivering their best was the key to our success. Additionally, without the strong support of our programme steering committee, senior management, as well as great partners, we wouldn't have been able to deliver the first edition of our hybrid programme in such a short timeline. We were also inspired to develop bodw+, an evergreen digital knowledge platform that will open our content and programmes up to a broader audience, both geographically and demographically.

我們成功的關鍵在於發揮團隊精神，竭盡所能做出驕人成績。此外，如果沒有項目指導委員會、管理層和合作伙伴的鼎力支持，我們無法在這麼短的時間內以全新形式舉辦跨媒體直播節目。疫情還啟發我們推出bodw+設計知識數碼平台，將我們的內容和節目開放予更多來自不同背景和地區的觀眾。

Kennis · Last year was difficult for everyone, and it was hard to stay motivated. But every member of the team did their best. They were flexible and adaptable, found ways to overcome obstacles and issues, and maintained a positive and strong team spirit throughout. As a result, we were able to engage our audiences in new ways and build stronger exposure on social media. I am so proud of my team.

去年對每個人來說都是艱難的一年，一再考驗我們的意志力。幸好團隊每位成員都具應變和創新能力，面對疫情依然緊守崗位，團結一致。因此，我們能夠以嶄新方式吸引觀眾，並增強於社交媒體上的號召力，為此而全力以赴的團隊令人驕傲。

#Q4

How did you adapt and digitalise your programmes?

策劃節目時如何適應數碼化新常態？

Kennis · Digital content and how we curate it, was important to us. We recognised that people have shorter attention spans online, so we moved away from the format of our previous physical forum and integrated more visuals for digital audiences to ensure our programme maintained its impact. We also found better ways to engage our audience on social media using the right channels and content. It's something we will continue to work on in the future.

數碼內容的策劃非常重要。我們留意到人們在網上的注意力較短，因此決定在網上節目加入更多視覺元素，取代以往實體論壇時的模式，從而保持節目的吸引力。在社交媒體宣傳方面，我們尋找更合適的渠道和內容，以提升觀眾關注和參與，未來我們會繼續在這方面努力。

Jillian · The pandemic was a catalyst for the overall digitalisation of our programme. We worked with good partners to enrich our delivery format and broadcast our event live on different channels, so that people from all over the city and around the world could take part in the design conversation. Thanks to the addition of the virtual format, our audiences can now enjoy our programmes anywhere, anytime, for free. Having created the new bodw+ platform, we can continue to build a connected international design community.

疫情加速我們項目的數碼化。透過與優秀的伙伴合作，我們可於不同的渠道直播活動，讓全港及世界各地的觀眾都能參與這場設計交流盛事。虛擬模式令觀眾可以隨時隨地免費欣賞節目，而新推出的bodw+平台亦能促進我們與國際設計社群互連互通。

COMMENDING EXEMPLARY DESIGN TALENT

論 · 賞 · 好設計



DFA AWARDS

DFA 設計獎

2003: the DFA Awards was officially launched to recognise exemplary designs and outstanding design leaders that have impact in Asia. Its Lead Sponsor is Create Hong Kong.

2003年：DFA設計獎正式成立，表揚在亞洲具有影響力的優秀設計項目及設計師。獎項由創意香港為主要贊助機構。



2003 YEAR



The awards are inspired by diversity—international awardees hail from 40+ economies.

優秀設計跨越地域界限—得獎單位來自全球40多個經濟體。

ECONOMIES

+

PAGE VIEWS

62500

A MILESTONE OF 15000



This year, the number of total submissions received since the awards began reached a milestone of 15,000.

自開展以來，DFA設計獎收到的作品總數已達到15,000份，創下里程碑。

2200+ AWARDEES



2,200+ awardees have been recognised to date, inspiring the rest of the world with the revolutionary possibilities of design.

迄今為止，已有超過2,200個得獎單位，以具前瞻性的設計為世界帶來新啟發。

Over 62,500 page views have been clocked up for the DFA Awards 2020 Online Showcase. From 27 November to 10 December 2020, the physical exhibition at 7 Mallory Street, Wan Chai, Hong Kong shared the design stories behind winning projects and portfolios for visitors to explore.

Complementing the excitement of the exhibition was a series of design engagement activities including Design Dialogues held in Hong Kong and Taiwan, and the Design for Asia Forum at Business of Design Week 2020.

DFA設計獎2020網上展廳的瀏覽量已超過62,500次。展覽更於2020年11月27日至12月10日期間，以實體形式於香港灣仔茂蘿街7號舉行，展示了得獎作品背後的设计故事。

其他公眾參與活動包括在香港和台灣舉行設計對談，以及設計營商周2020的給亞洲設計論壇。



D F A 香 港 青 年 設 計 才 俊 獎 2 0 2 0

Inspiration from All Around

Hong Kong's emerging designers and design graduates are a trove of inspiration, with each embodying their own truly distinctive design aesthetics, philosophies, and talents. The DFA Hong Kong Young Design Talent Award was born from a commitment to support the growth of these designers and our own local design ecosystems, by offering sponsorship to awardees to work or study overseas.

Read on to learn more about these young designers, their inspiration, and insights about the places that are meaningful to them.

此時此地
與設計新星走訪靈感地
香港設計界人才輩出，每位新晉設計師及設計系畢業生都擁有非凡的個人設計美學觀點、理念和才華。DFA香港青年設計才俊獎的成立初衷，是支持這些新一代設計新星及推動本地設計生態發展，贊助得獎者到海外工作或學習。

一起來造訪他們獲取靈感的地方，聽聽他們的故事。



CreateSmart Young Design Talent Award 創意智優青年設計才俊獎

📍 Koke Lab & comes n goes Shared Space, Hong Kong
香港Koke Lab & comes n goes共享空間

#CHEUNG WAI MING

#張偉明

#COMMUNICATION DESIGN

#傳訊設計

These two creative units sharing a space inspires me. The atmosphere is priceless. Having somewhere to discuss design matters and have open discussions is important for design. Through dialogues with others, you can consolidate your design message and execution, and gain insights into the role of a designer.

這兩個創意單位的共享空間是我的靈感來源。這裏的氣氛是無價的，共用空間能讓設計師公開討論各種問題，對設計而言極其重要。通過對話，設計師可調整設計帶出的意義和執行方式，並深入了解設計師的角色。

CreateSmart Young Design Talent Award 創意智優青年設計才俊獎

📍 Jockey Club Creative Arts Centre, Hong Kong
香港賽馬會創意藝術中心

#LAM KIT MING MANDI

#林潔明

#APPAREL & ACCESSORY DESIGN

#服飾設計

This was the first place I was exposed to local art and artists during high school. I grew up near the area and so I have many fond memories and nostalgic feelings about it. It contributed to my aspirations to become a designer and give back to the community one day.

我在中心附近的社區長大，因此對這個地方有很多美好的回憶和懷念。高中時，我在這裡第一次接觸本地藝術和藝術家，從而啟發我成為一位設計師，希望有天能回饋社區。



CreateSmart Young Design Talent Award 創意智優青年設計才俊獎

📍 Tai Kwun, Hong Kong
香港大館

#LAW CHUN WAI JUSTIN

#羅晉偉

#ENVIRONMENTAL DESIGN

#環境設計

The whole transformation of Tai Kwun impresses me a lot, especially compared to my visit to Victoria Prison in 2008. How the architects, Herzog and de Meuron, were able to reactivate the space and convert it into a new cultural hub, without losing the traces of time in the complex, is most inspiring.

整個大館的改造真是令我嘆為觀止，特別是當我對照2008年參觀維多利亞監獄的體驗。最具啟發性的地方莫過於Herzog and de Meuron建築事務所如何活化和復修大館，令它轉變為全新的文化樞紐，同時保留歷史印記。

CreateSmart Young Design Talent Award 創意智優青年設計才俊獎

📍 Concord Villas, Hong Kong
香港大坑融苑

#MAK CHUN TING ANAIS

#麥雋亭

#APPAREL & ACCESSORY DESIGN

#服飾設計

I love looking at how traditions evolve with changing aspirations, which you can see in this place.

我喜歡觀察傳統如何隨著不斷變化的期望而演變，就如這個地方。



CreateSmart Young Design Talent Award
創意智優青年設計才俊獎

📍 Eye Filmmuseum, the Netherlands
荷蘭EYE電影博物館

#ALICE WONG

#王雅媛

#COMMUNICATION DESIGN

#傳訊設計

This is one of my favourite places to be: the calming atmosphere, the inspiring artists and their works, and the interesting visitors whom I can have intellectual conversations with. They all motivate me to have a stronger drive in mastering my work.

這是最喜歡去的地方之一：寧靜平和的氣氛、啟發人心的藝術家和作品，以及和我志趣相投的訪客，這些都成為我發奮工作的推動力。



CreateSmart Young Design Talent Award
創意智優青年設計才俊獎

📍 Church of Light, Japan
日本光之教會

#MAK KAI HANG

#麥紫桁

#COMMUNICATION
DESIGN

#傳訊設計

The church is designed by Tadao Ando and his use of fair-faced concrete creates a pitch-black space that isolates visitors from the outside world. I can profoundly feel the power of how minimalistic elements can lead to enormous creations.

教堂由安藤忠雄設計，利用清水混凝土創造漆黑的空間，將訪客與外界隔開，令我深刻體會到如何以簡約的元素創作出宏大的作品。



CreateSmart Young Design Talent Special Award
創意智優青年設計才俊特別獎

📍 The Centrium Courtyard, Hong Kong
香港中央廣場花園

#HU TSZ HUNG TONY

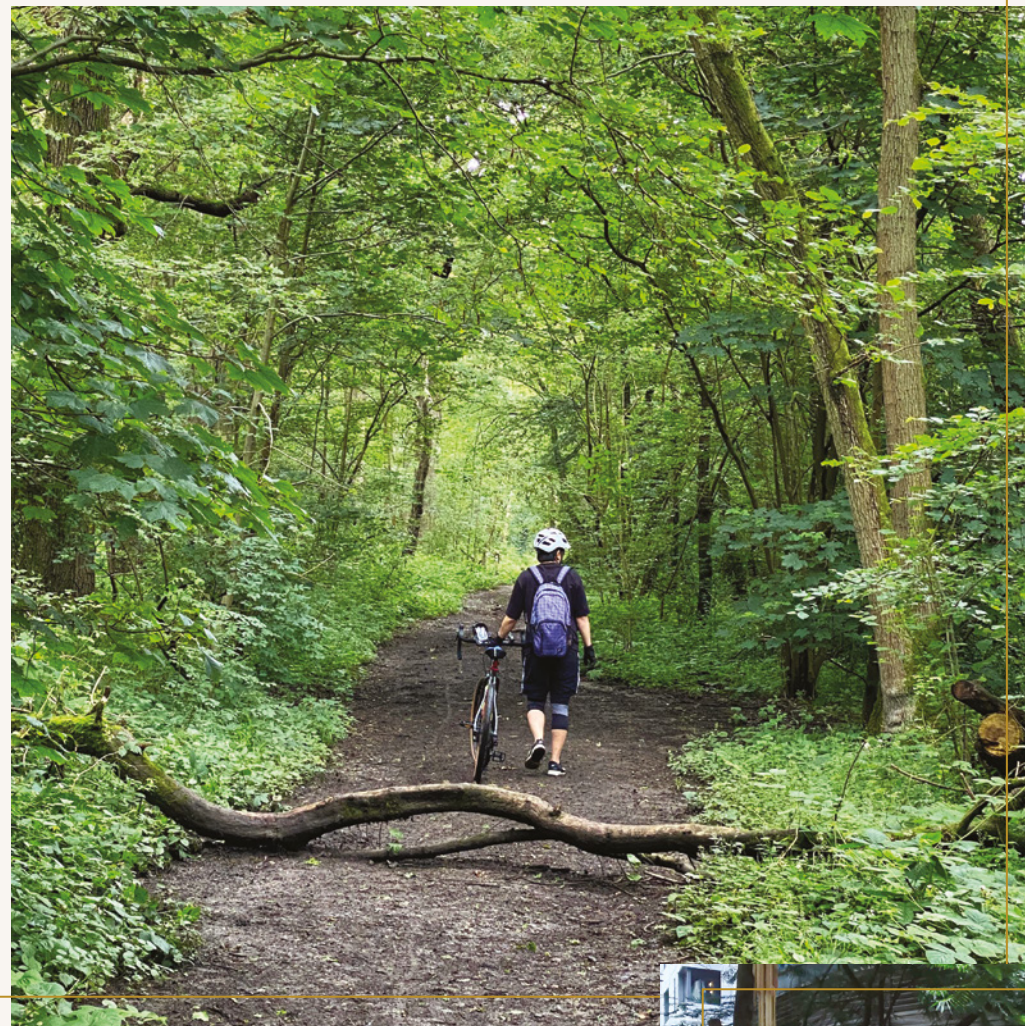
#許梓鴻

#ENVIRONMENTAL DESIGN

#環境設計

This is a space to escape and recharge. In densely developed areas like Hong Kong, having such a tranquil space amid high-rise buildings is rare. Space-making is exactly what we architects are trained in. I will continue to strive to craft and create cherished spaces for the general public.

這裡讓人從繁雜忙碌的生活中喘一口氣。在香港這樣發展稠密的都市，如此寧靜的空間在高樓大廈之間非常罕見。創造空間正是建築師須要接受的訓練之一，我期望繼續努力為人們打造珍貴的公共空間。



CreateSmart Young Design Talent Award
創意智優青年設計才俊獎

📍 Anywhere
任何地方

#YEUNG WING HIM WILLIAM

#楊穎謙

#COMMUNICATION DESIGN

#傳訊設計

I always feel fresh, and find new inspiration, when I jump out of my comfort zone and explore the world. It's not about being in a particular place. Anywhere can inspire you, as long as you are willing to broaden your horizons, pay attention to details, and stay curious.

當我離開自己習慣的生活並開始探索世界時，總會找到新靈感。只要你願意拓闊視野、留意細節及保持好奇心，任何地方都可以為你帶來啟發。





CreateSmart Young Design Talent Special Award
創意智優青年設計才俊特別獎

Discovery Bay, Hong Kong
香港愉景灣

#LEE WING HONG BEN

#李穎康

#COMMUNICATION DESIGN

#傳訊設計

Discovery Bay is a place that lets me slow down, and refreshes my mind and intentions. It's a place that offers an escape from the rush of city life. I love and admire the design intentions of Paula Scher, a designer who is defining different standards of typography in creative, intelligent, and unique ways.

愉景灣令我放慢腳步，放鬆身心，並讓我遠離城市喧囂的生活。我欣賞Paula Scher的設計理念，她憑藉創意、智慧和獨特方式為字型學定下了一套獨特的標準。

CreateSmart Young Design Talent Special Award
創意智優青年設計才俊特別獎

Shirakawa Village, Japan
日本白川村

#TUNG WAI YIN RYAN

#董偉賢

#ENVIRONMENTAL DESIGN

#環境設計

I am not only a designer but also a traveller, and Japan's design always inspires me. There are many Japanese designers I admire, including Sanaa, Kengo Kuma, Toyo Ito, and Ishigami. Japanese designers always try to bring nature into their designs, which I think Hong Kong designers should also consider.

我不只是一名設計師，也是旅行者，而日本設計總是我的靈感泉源。我欣賞多位日本設計大師，包括 Sanaa、隈研吾、伊東豐雄和石上純也。日本設計師經常試圖將大自然融入他們的設計當中，我認為香港設計師也應參考這種做法。



CreateSmart Young Design Talent Special Award
創意智優青年設計才俊特別獎

Fo Tan MTR Station, Hong Kong
香港火炭港鐵站

#MOK KA KI APPLE

#莫家琪

#COMMUNICATION DESIGN

#傳訊設計

I'm inspired by the city's night, particularly in places where there is a contrast of brightness and darkness. This photo shows the upper ground is a railway/bridge and the lower ground is a tunnel, generating a natural half-half composition. The image has great contrast and even a sense of loneliness.

夜幕下的都市令我靈感湧現，尤其在光暗差異強烈的地方。這張照片上半部顯示的是鐵路/橋樑，下半部則是隧道，產生自然分半的構圖。在強烈的光影對比之下，甚至帶出一份孤獨感。



HKDI Young Design Talent Award
香港知專設計學院青年設計才俊獎

Yue Po Chai Curios Store, Hong Kong
香港裕寶齋

#CHAN PUI YI YOYO

#陳珮怡

#APPAREL &
ACCESSORY DESIGN

#服飾設計

This place is permeated by traditional smells and the textures and shapes of the store structure. I find many stories that have been left behind in here, within all the antiques and curios of the store.

走進裕寶齋，空氣中瀰漫着傳統氣息，眼前的結構紋理和形狀都散發出一種韻味。還有店內古董和古玩，每件都蘊藏著許多前人留下的動人故事。

PolyU School of Design Young Design Talent Award
香港理工大學設計學院青年設計才俊獎

Warehouse, Hong Kong
香港蒲窩青少年中心

#LAM KA SIU WILLY

#林家兆

#ENVIRONMENTAL DESIGN

#環境設計

I am interested in the way we renovate old buildings. This place evokes my reflections on the meanings and relationships between a place and memory, and how intentions determine the outcome of architecture.

我對於如何復修舊建築物很感興趣。此處令我反思地方和回憶之間的意義和關係，以及建築意向如何決定成果。



Young Design Talent Special Mention Award
青年設計才俊優異獎

Burano, Italy
意大利布拉諾島

#LEUNG SHEK YEN SAMSON

#梁碩仁

#APPAREL &
ACCESSORY DESIGN

#服飾設計

Anywhere that has a history of craft inspires me. In my design work, I translate intangible emotions and narratives into subtle garment details and handmade textiles. I admire Jil Sander for her simple, effortless cuts for everyday wardrobes.

我的靈感來自任何有手工藝歷史的地方。我的設計將無形的情感和故事轉化為微妙的服裝細節和手工紡織品。我十分欣賞Jil Sander以簡單舒適的剪裁設計日常服裝。



Young Design Talent Special Mention Award
青年設計才俊優異獎

The Roof of Tempodrom, Germany
德國藤普杜音樂廳屋頂

#KONG KA YU CHRISTINA

#江嘉洳

#ENVIRONMENTAL DESIGN

#環境設計

I just love climbing up to rooftops or hidden spots in architecture, to find the gorgeous perspectives that we seldom notice in the hustle. These places are often defined as technical or hideous spaces, but I am curious about how they could be something more.

我總是喜歡參觀建築物的天台或隱蔽點，發掘被人們於匆忙間忽略的美麗角度。這些地方通常被定義為技術性需要或沒吸引力的空間，但我好奇它們潛在的可能性。



Young Design Talent Special Mention Award
青年設計才俊優異獎

Hong Kong
香港

#KUN TSZ YAN JOYCE

#鄧子欣

#APPAREL &
ACCESSORY DESIGN

#服飾設計

The people of Hong Kong, and their unique spirit, inspires me. In terms of my own design work, I am inspired by French fashion house Maison Margiela for their use of ground-breaking concepts in fashion design.

香港人和他們獨特的個性精神，是我的靈感來源。就我的設計工作而言，法國時裝品牌Maison Margiela其破格創新的時裝設計概念深深啟發著我。



D F A

亞洲最具影響力

設計獎

2 0 2 0

ASIAN PERSPECTIVES, INTERNATIONAL ACCLAIM

從亞洲出發 向世界展示設計力量

Celebrating design excellence and designs that embody Asian aesthetics and culture, the DFA Design for Asia Awards showcases outstanding design projects to the world. The awards encompasses 23 design categories in four major disciplines: Apparel & Accessory Design, Communication Design, Environmental Design, and Product & Industrial Design. All the winning projects exemplify design thinking in action by providing innovative solutions to social problems, medical and industrial needs, and more.

DFA亞洲最具影響力設計獎旨在向世界展示並表揚具亞洲獨有美學和文化的優秀設計項目。獎項涵蓋四大設計領域共23個設計組別，包括服飾設計、傳訊設計、環境設計和產品及工業設計，各得獎項目均秉持設計思維的大方針，為社會問題、醫療及工業需要等等提供適切的設計和解決方案。



Longfu Life Experience Center 瓏府生活體驗中心

Mainland China 中國內地

LUO Studio
羅宇杰工作室

Mainland China 中國內地

A Portable Building Designed for Sustainability

Real estate developments have yet to overcome a by-product of their sales efforts: wasteful marketing centres that are often demolished once sales end. The Longfu Life Experience Center breathes fresh air into this issue, with a simple, portable building that can be dismantled and rebuilt. The beautiful, uplifting, and multifunctional space is created with an innovative modular system, designed with ecologically friendly timber and glass. The structure can be assembled with simple construction techniques that reduce time and labour costs, while minimising waste. This featured 1,600 square metre centre was designed, commissioned, and built in just under two months.

以永續設計打造可攜式建築物

房地產項目的銷售中心大多是臨時建築，拆卸後產生大量廢物。瓏府生活體驗中心是一座可重複使用的環保建築，模塊化建築系統採用木材和玻璃為原料，設計簡單可攜，方便隨時拆卸和重新組裝，節省人力物力，以創新方法減少浪費。以這座佔地1,600平方米的中心為例，僅用了不足兩個月來完成設計和建造，並投入服務。



大獎 GRAND AWARD

PANDAID

NOSIGNER

Japan 日本

Empowering Social Change in a Pandemic

Covid-19 continues to present challenges to our everyday lives. PANDAID, a non-governmental website created and run by a team of 300 volunteers, was established to better equip people to stay safe, stay calm, and understand the science behind stopping the spread of the contagion. Its simple design disseminates scientific information as easy-to-follow guidelines, such as using pop culture and traditional symbols as references to develop a broad array of visualisations that help bring clarity to complexity. The innovative printable face-shield template was the most shared content, and was an example of how smart design has the potential to spread fast and make an impact.

創新傳意設計助大眾抗疫

疫情肆虐，各地政府為有效地向公眾傳播衛生防疫資訊費煞思量。PANDAID集結了300名志願者的力量，通過網站分享有關傳染病的科學數據，以優秀的視覺溝通方式免費公開，例如利用流行文化或具體例子，令真確可靠的抗疫常識一目了然。網上最多人分享的可打印保護面罩模板，極具成本效益，證明優秀視覺設計能迅速為社會帶來貢獻。

大獎 GRAND AWARD

大獎

GRAND AWARD

UCCA Dune UCCA 沙丘美術館

Mainland China 中國內地

UCCA Center for Contemporary Art / OPEN Architecture
UCCA 尤倫斯當代藝術中心 / OPEN 建築事務所

Mainland China 中國內地

An Artistic Sanctuary

Carefully balancing the ecology of the surrounding area and opportunities for cohabitation, the UCCA Dune is over a 930 square meter art gallery transcending nature and culture. Located within a sand dune and offering a myriad of perspectives of the sea and the sky, the spectacular sanctuary changes with sunlight and seasons, to create a profound and radical connection to the natural world.

與自然融為一體的藝術天堂

UCCA沙丘美術館佔地超過930平方米，超越自然和文化的分野，其設計巧妙地與附近的自然生態平衡共存。美術館盡覽海天一色，景象變幻莫測，隨着日光及四季轉換，彷彿與天地渾然為一，美不勝收。



Jewel Changi Airport 星耀樟宜機場

Singapore 新加坡

Safdie Architects

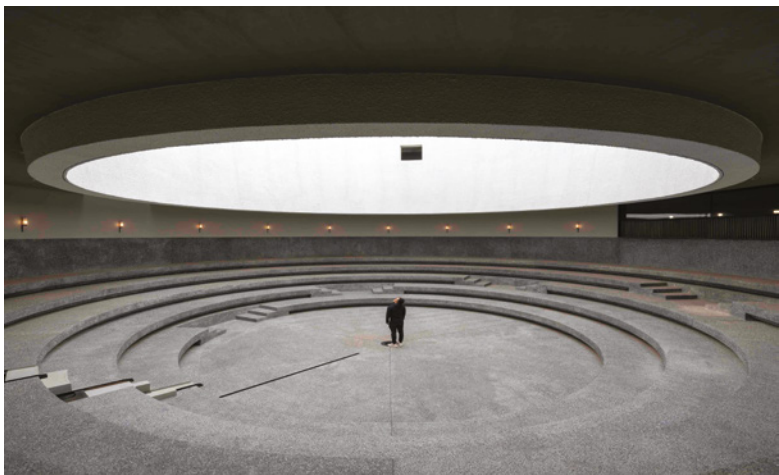
The United States 美國

An Indoor Garden Like No Other

Jewel, at Singapore's Changi Airport, brings the essence of the city to passengers by reimagining urban centres and providing families and travellers with an opportunity to enjoy a garden environment, within an urban structure. Designed to solve the problem of access and land use, Jewel is a carefully curated and versatile space that offers connective experiences between people, nature, and commerce.

舉世無雙的室內花園

星耀樟宜機場重塑都市核心，將新加坡的城市特質和精髓活現旅客眼前。此建築設計提供多用途空間，揉合人、大自然及商業元素，解決了機場通道和土地使用的問題，為旅客提供多元體驗，是出類拔萃之作。



Aranya Art Center 阿那亞藝術中心

Mainland China 中國內地

Neri&Hu
Design and Research Office
如恩設計研究室

Mainland China 中國內地

A Hive of Activity

Dedicated to design and the arts, Aranya Art Center was created to enrich community life with performances and exhibitions. It provides a space for visitors to connect and create meaningful experiences through exchanges in art and life. A spiral corridor for graphic arts displays leads to a 360-degree roof viewing platform, where visitors can look down into the amphitheatre through a funnel.

藝術生活共享空間

阿那亞藝術中心是為設計和藝術而設的展覽空間及表演場地，令社區生活更添藝術氣息。可展覽視覺藝術作品的螺旋形走廊，引領參觀者一步步登上屋頂的觀景台，往下俯瞰階梯式的圓形劇場，感覺別有洞天，是藝術交流的好去處。



Tainan Spring 河樂廣場

Taiwan 台灣

MVRDV B.V.

The Netherlands 荷蘭

A Downtown Oasis

The need to repurpose an outdated mall in Taiwan led to an opportunity to reconnect people with the city's canal and harbour. Rotterdam-based architecture studio MVRDV B.V. proposed turning the basement carpark into a shallow lagoon that could be enjoyed year-round. Trees and flowerbeds were planted to create a lush urban garden, and to provide a cool setting for music, dance, and cinematic showcases for residents.

都市綠洲

台南一座舊有商場用地大變身，由鹿特丹MVRDV建築事務所將該處地下停車場改建為親水廣場，令市民全年都可享受這草木茂盛的花園空間。這個繽紛的城市綠洲同時為音樂、舞蹈及電影放映等活動提供獨特的戶外場地。



Truck Art Childfinder

Impact BBDO / Samar Minallah Khan

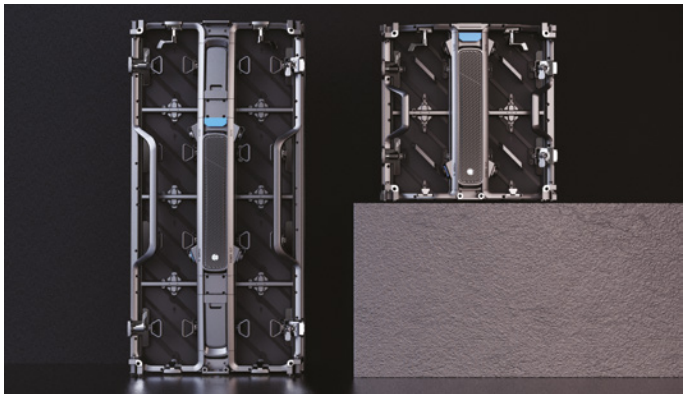
United Arab Emirates 阿拉伯聯合酋長國

Social Impact on Wheels

In Pakistan, the realisation that trucks are like moving billboards led to an incredible awareness campaign for missing children. The trucks became the perfect canvas to spread images of children to remote areas where regular media coverage is minimal. Since the campaign launched, over 5,300 calls about missing children have been received from 39 cities, and eight children have been reunited with their parents.

流動廣告車助尋回失蹤兒童

在巴基斯坦，為了警惕失蹤兒童問題，貨車化身成流動廣告板，將失蹤兒童資訊和照片傳播到媒體難以觸及的偏遠地區。自推出以來，熱線接獲來自全國39個城市共5,300多個電話，成功助八名失蹤兒童與家人重聚。



URMIII

Unilumin Group Co., Ltd.

Mainland China 中國內地

The Ultimate LED Wall Solution

The installation and disassembly of multiple LED screens is a time-consuming, high-cost process. In LED rental, as in any business, the ability to shorten setup time is critical to increasing its bottom line. Enter the URMIII, a modular video wall unit mounted with booster handles. Its innovative and precise framework, one-touch locking mechanism, and positioning system can be installed by just one person, cutting labour costs by a third.

終極LED牆解決方案

安裝和拆除多個LED屏幕成本高昂，過程耗時。對LED屏幕出租業務來說，能夠縮短安裝時間是提升利潤的關鍵。URMIII模組化LED屏幕配備加強手柄及一按式鎖定和解鎖系統，只需一人安裝，令勞動成本減少三份一。

GRAND AWARD

大獎

可持續發展大獎

GRAND AWARD FOR SUSTAINABILITY

Thammasat Urban
Rooftop Farm
法政大學
都市屋頂農場
Thailand 泰國

LANDPROCESS
Thailand 泰國

Reclaiming Nature from Concrete

Thailand's climate and ecology may make it the perfect place to cultivate rice, but its agricultural benefits haven't made it immune to urban sprawl. As paddy fields give way to urban developments, those who live off the land have found themselves losing an essential way of life. To address this disparity, Thammasat Urban Rooftop Farm (TURF) has sought to reclaim rice fields from concrete. Not only does it absorb the carbon dioxide from human activities and provide natural insulation and ventilation for the building, but Asia's largest organic rooftop farm also acts as a blueprint for how to build sustainable cities in the future.

收復失地，再興農業

泰國的氣候和環境尤其適合種植稻米，但農業的興旺並未能阻止混凝土建築的蔓延。城市化發展令稻田日漸消失，威脅農民生計。就此問題，泰國國立法政大學設計出亞洲最大的有機屋頂農場，除了可吸收二氧化碳、為樓宇加添天然隔熱和通風效果，更是構建未來可持續城市的最佳藍本。



Time Will Tell /
anothermountainman x
Stanley Wong /
40 years of work
《時間的見證 /
又一山人 x 黃炳培 /
四十年創意展》

84000 Communications Limited
八萬四千溝通事務所
Hong Kong 香港

A Journey Through Time

Time Will Tell is more than a retrospective of acclaimed designer Stanley Wong's work—it offers a glimpse of Hong Kong's social and economic history over his 40-year career. Six years in the making, the exhibition presents two creative personas: Stanley Wong's, and that of his pseudonym, anothermountainman. Exploring the relationship between time and life, the curated exhibition features photography, installations, conceptual art, and commercial design.

時光倒流四十年

籌備了六年的《時間的見證》展覽，回顧了黃炳培 / 又一山人截然不同的創作，更透過他40年的創作生涯，見證香港社會所經歷的變遷，並從攝影、裝置、概念藝術與商業設計中細味時間與生活的關係。

科技大獎

GRAND AWARD FOR TECHNOLOGY

Azurion 7 C20 with FlexArm
Azurion 7 C20 治療系統

Philips Experience Design
The Netherlands 荷蘭



Medical Technology for the Future

Designed for the operating theatres of the future, the Azurion 7 C20 with FlexArm by Philips Healthcare is an image-guided therapy system that can be ceiling-mounted to move around with ease. It combines advanced robotics and imaging technologies to offer superior imaging, intuitive operations, and exceptional positioning freedom for medical teams, equipping doctors to treat more patients in less time, while enhancing patient safety and comfort.

革新性未來醫療科技

飛利浦Azurion 7 C20是一套影像引導治療系統，其靈活臂可裝置在天花自由移動，專為未來手術而設。它結合先進的機械人和成像技術，為醫護提供高質影像、高自由度且直觀的操控和定位體驗，於更短的時間內讓更多病人獲得及時、安全而舒適的治療。



大獎及文化大獎
GRAND AWARD &
GRAND AWARD FOR CULTURE

DFA LIFETIME ACHIEVEMENT AWARD 2020

TIM BROWN

Executive Chair, IDEO
IDEO 執行主席



D F A

亞 洲 設 計

終 身 成 就 獎

2 0 2 0

A Design Leader Inspired by Empathy and Collaboration

In a world desperate for new solutions, Tim Brown continues to ask, “What should design do next?” From a young age, Brown has always been fascinated by the interdisciplinary, multifaceted nature of design. He studied Industrial Design at the University of Northumbria, before attending the Royal College of Art.

Today, as Executive Chair of IDEO, a global design and consulting firm that creates positive impact through design, Brown advocates for “Design Thinking”, a human-centred approach to design innovation, which integrates the needs of people, the possibilities of technology, and the ingredients for commercial success. As a celebrated author, speaker, design thinker and educator, Brown embraces different opportunities to demonstrate how design strategies can benefit every level of a business. His critically acclaimed book, *Change by Design*, explains design thinking, methods and more, and demonstrates how design thinking transforms organisations and inspires innovation.

設計思維教父 同理心和協作力量改變世界

全球對創新解決方案的需求日漸增加，Tim Brown不斷反省：「接下來應做什麼設計？」自青年時代，Brown對跨學科及多向性的設計非常着迷，更先後攻讀諾桑比亞大學工業設計及英國皇家藝術學院。

作為跨國設計及顧問公司IDEO的執行主席，Brown提倡「設計思維」——一個以人為本的解決問題方法，針對用家需求，結合科技及商業成功要素，創造更多可能。作為國際知名作家、演講者、設計思維專家和教育家，Brown擅於運用設計策略幫助企業改革和創新，其鉅著《設計思考改造世界》展示設計思維的無限可能，廣受好評。



DFA DESIGN LEADERSHIP AWARD 2020



D F A
設 計 領 袖 獎
2 0 2 0

Progress Takes Flight with the Lord of the Drones

Not only has Frank Wang always dreamed of seeing the world from above, but even as a teenager he was determined to help others experience the joy of flight. Originally from Zhejiang Province in China, Wang received his master's degree in Electronic and Computer Engineering at the Hong Kong University of Science and Technology—designing his first drone prototype in a dorm room.

An entrepreneur at heart, it wasn't long before he established DJI in 2006, a company devoted to developing drone and aerial technology that could truly change the world. In 2013, Wang launched the first consumer drone, which quickly became a market hit. Today, DJI also produces high-tech camera accessories, flight control systems, and drone systems, but stays true to its core vision: to become a technology company that can contribute to human progress and the betterment of society.

無人機之父帶領世界翱翔

來自中國浙江省的汪滔，年青時不但夢想有天能在高空鳥瞰地面，還決心幫助人們體驗飛行的樂趣。他的第一部無人機原型就在他於香港科技大學主修電子與計算機工程學期間，在宿舍裏誕生。

懷揣創業夢想，汪滔在2006年創立大疆，一間專注研發無人機和航拍技術的公司，以圖改變世界。2013年，他推出首部小型消費級無人機，旋即風靡各地市場。時至今天，大疆還生產高科技攝影鏡頭、飛行控制器及無人機系統，但其願景始終如一：要成為對人類和社會進步作出貢獻的科技公司。



FRANK WANG 汪滔

CEO & Founder, DJI
大疆創新(DJI)行政總裁及創辦人

DFA WORLD'S OUTSTANDING CHINESE DESIGNER 2020

A Master of Articulating Identity through Design

Better known as anothermountainman, Stanley Wong is a visual communicator whose work emerged in the golden era of Hong Kong's creative industries. He has played an influential role in exploring and expressing the values and cultural emblems and elements that define the city and its people. As an educator, speaker, and design thinker, his work transcends commercial interests and reverberates with rich meaning and social commentary around the resilience and adaptability of Hong Kong people.

Wong's most revered and acclaimed work, the Red White Blue Series, was created to inspire the people of Hong Kong with positive energy and a sense of hope. It captured the world's attention at the 51st Venice Biennale, where he gained international recognition for his ability to elevate everyday items and motifs to symbols of pride.

視覺傳意形象設計大師

別號「又一山人」的黃炳培是一位視覺傳意大師，入行時正值香港創意產業的黃金時期。他不單積極投入設計教育及演講分享經驗，推動設計思維，同時透過設計探索文化，以及城市和人民的價值觀，角色舉足輕重。作品的豐富內涵超越商業價值，膾炙人口的設計象徵香港人的韌力和適應能力。

黃炳培最為人所熟悉的「紅白藍」系列寓意鼓勵香港人重拾希望和正能量。他在2005年第51屆威尼斯雙年展上展出「紅白藍」，引領大家思考這日常用品背後的象徵意義，獲得國際熱烈迴響。



D F A

世界傑出

華人設計師

2 0 2 0



STANLEY WONG
(ANOTHERMOUNTAINMAN)
黃炳培（又一山人）

Founder & Creative Director,
84000 Communications Limited
八萬四千溝通事務所創辦人及創作總監

育
計

GEARING UP
A NEW GENERATION
OF DESIGNERS
培育設計新世代

**Design Incubation
Programme (DIP) is
a two-year programme
that helps start-ups
from across the
design world navigate
and overcome
challenges in the
critical early stages
of business
development.**



Design Incubation
Programme
設計創業培育計劃

Where designers go to grow

The Design Incubation Programme (DIP) is a two-year programme with Create Hong Kong as the Lead Sponsor. It helps start-ups from across the design world navigate and overcome challenges in the critical early stages of business development.

Teaming up with creative dynamos, professional organisations, and academic institutions, the programme offers financial support, training, and mentorship, as well as networking opportunities to take design businesses to the next level.

Around 95% of DIP's 214 graduates are still in business two years after graduating. DIP incubatees and alumni have received a total of 406 local and international design awards, applied for 393 intellectual property rights and created over 1,400 jobs.

助設計師茁壯成長

設計創業培育計劃是一個為期兩年的創業支援計劃，由創意香港為主要贊助機構，協助處於關鍵創業初期的設計企業，提供各種創業援助，面對和克服各種挑戰。

計劃與創意匠人、專業組織和學術機構緊密合作，為初創設計公司提供資金、培訓、指導及交流機會，使其業務提升至更高水平。

至今，由設計創業培育計劃畢業的214間設計公司中，約有95%在畢業兩年後仍保持業務穩定發展。培育公司及畢業生已共獲得406項本地及國際設計獎項、作出393項知識產權有關申請，並創造了1,400多個職位。



Product 產品設計

Double Black Co. Ltd
玄點有限公司Designed in Hong Kong
香港設計

Brian Chan



Inspired by the beauty of natural Japanese forest scenes in Shiratani Unsuiyko, UNSUIKYO eyewear is handcrafted to evoke appreciation for the natural world.

UNSUIKYO的設計靈感源自日本白谷雲水峽的自然森林美景，所有眼鏡均以手工製作，喚起用家對自然世界的情感。

Since 2017 | 2017年成立

www.unsuiyko.com



Upon joining DIP, Double Black received funding and opportunities to boost their brand exposure and hone their business skills. They visited over 700 eyewear and glasses shops and attended different overseas exhibitions. UNSUIKYO is now ready to explore new markets in Taiwan.

透過DIP的資助和機會，Double Black成功爭取更多曝光度及增進營商知識。期間，他們到訪超過700家眼鏡店，並參加不同的海外展覽，現在正積極準備發展台灣市場。

KnitWarm®

Product 產品設計

KnitWarm Limited
織暖有限公司Designed in Hong Kong
香港設計Stanley Kwok
Stephen Ng
Regina Kwok

KnitWarm is an innovative knitwear brand devoted to integrating newly patented technology into creative designs that enrich daily life.

「暖之織」是創新智能針織品牌，集合專利科技與時尚設計於一身，為日常生活增添色彩。

Since 2017 | 2017年成立

www.knitwarm.com



For KnitWarm, being a DIP incubatee was an endorsement of trust that assured potential partners of their commitment to push the boundaries for brand technology and cross-disciplinary collaboration together.

對於KnitWarm而言，成為DIP培育公司是一份認同，能加強潛在合作伙伴的信心，繼而一起突破品牌技術的界限，進行跨界別合作。



During their time in DIP, Ddiin strengthened their commercial skills and successfully launched their third product. They found the programme's business and marketing courses beneficial, built strong relationships and developed more open-mindedness, which boosted creativity and improved operations.

在參與DIP期間，Ddiin的營商技能得以提升，並成功推出第三款產品。他們認為計劃的商業及市場推廣課程非常實用，讓他們建立強大網絡，保持開放態度，從而提升創造力和改善營運。

Ddiin 點點

Product 產品設計

Ddiin Concept Limited
點點設計有限公司Designed in Hong Kong
香港設計

Sofia Lee



Focused on desirability and innovation, Ddiin designs professional, multifunctional stationery with fun and flexible pieces created to boost ideas.

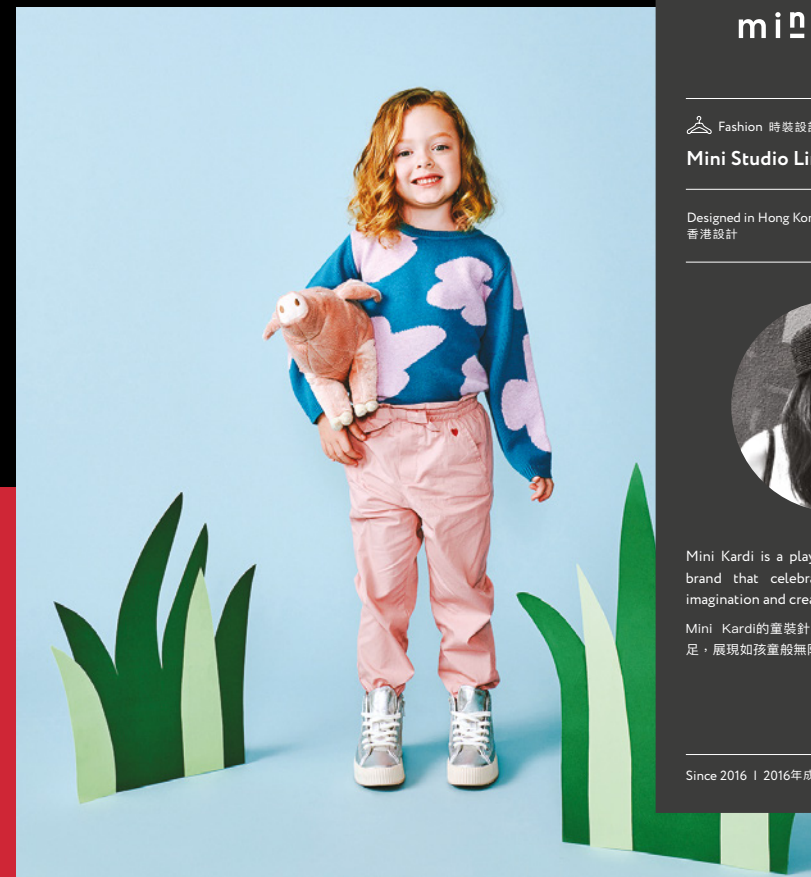
Ddiin專注於追求理想及創新的設計，所推出的多功能文具既專業實用，又靈活有趣，激發用家的創意靈感。

Since 2019 | 2019年成立

www.ddiin.com

With its sights originally set on the international market, Mini Kardi had to rethink its strategy and focus on the local market when the pandemic took hold. The brand's first physical retail store was opened at Yoho Mall during her incubation period.

Mini Kardi最初將目標定於國際市場，但當疫情爆發後，不得不重整策略，最後決定集中拓展本地市場。他們更在培育計劃期間成功在元朗形點商場內開設首間自家品牌實體零售店。



mi:di kardi

Fashion 時裝設計

Mini Studio Limited

Designed in Hong Kong
香港設計

Kay Ching



Mini Kardi is a playful aesthetic kids knitwear brand that celebrates boundless childhood imagination and creativity.

Mini Kardi的童裝針織產品經過精心設計，玩味十足，展現如孩童般無限的想像力和創造力。

Since 2016 | 2016年成立

www.minikardi.com

It's challenging for independent labels to run a retail business, but with DIP's support, ARTO was able to open a joint-brand physical store in Harbour City. The advice from DIP mentors and others has opened up future opportunities for ARTO to promote Hong Kong fashion designs to the world.

經營獨立品牌零售生意充滿挑戰，但在DIP的支持下，ARTO成功在海港城開設聯營品牌實體店。此外，DIP導師等人的專業建議也為ARTO打開機會之門，為他們日後代表香港時裝設計踏上國際舞台而鋪路。



ARTO.

Fashion 時裝設計

Arto Wong Studio

Designed in Hong Kong
香港設計

Arto Wong



ARTO creates modern, colourful and ingenious knitwear designs to inspire and energise contemporary women with unlimited possibilities.

ARTO以時尚、豐富多彩及別出心裁的針織設計，為現代女性創造出無限可能性。

Since 2017 | 2017年成立 | www.artoofficial.com



The financial and networking support provided by DIP helped OOA gain international acclaim in competitions, including DFA Design for Asia Awards 2021. Through mentoring and evaluation sessions, they met experienced professionals and gained constructive feedback.

DIP提供的資助和網絡拓展機會，促使OOA獲得不少國際榮譽，包括DFA亞洲最具影響力設計獎2021，而他們亦透過師友指導和評估服務，結識了經驗豐富的專業人士，為事務所取得建設性的意見。

OOA
ORIENT OCCIDENT ATELIER
東西建築

Interior & Architecture 室內設計及建築

Orient Occident Atelier Limited
東西建築有限公司

Designed in Hong Kong
香港設計

Magic Kwan
Kenrick Wong



Orient Occident Atelier (OOA) is an interdisciplinary architectural, interior and urban design studio focused on discovering, researching and connecting design, space and community.

Orient Occident Atelier (OOA)是一家跨界建築設計、室內設計和城市設計事務所，專注於探索和研發，以及連繫設計、空間與社區。

Since 2016 | 2016年成立

ooa.design

Charlotte Ng Studio

Fashion 時裝設計

Charlotte Ng Studio

Designed in Hong Kong
香港設計

Charlotte Ng



Charlotte Ng Studio designs clothes rich with stories and attitude, for independent, intelligent women.

Charlotte Ng Studio為獨立而聰穎的女性設計別具故事和態度的服飾。

Since 2019 | 2019年成立 | www.charlottengstudio.com



Charlotte Ng Studio was able to open a concept store in Harbour City in her first year of incubation. The brand also took initial stock, customer requests and design challenges in stride with the support and insight of DIP tutors. This experience was empowering and motivated the brand's hopes to join overseas trade shows in the future.

Charlotte Ng Studio在參加培育計劃的首年即成功在海港城開設概念店。作為初次進軍零售界的品牌，他們在DIP導師的悉心指導下，從容解決庫存問題、滿足客戶要求及應對設計挑戰，而這次經歷也為日後參加海外貿易展注入動力及強心針。



Litto

Interior & Architecture 室內設計及建築

Litto Lighting Design Limited

Designed in Hong Kong
香港設計

Oscar Lee



Litto Lighting is a small team of talented designers passionate about creating practical, aesthetic and timeless lighting designs.

Litto Lighting由才華橫溢的設計師組成，他們熱衷於創造實用、富美感和長青的燈飾設計。

Since 2018 | 2018年成立

littodesign.com

DIP offered Litto Lighting practical business and operations knowledge in everything from company management and trademark registration to marketing and promotions. It served as a platform for joining a community and network, and sparked new creative ideas—one of which was integrating cutting-edge technology and artificial intelligence into future lighting designs.

DIP為Litto Lighting提供實用的商業及營運知識，從公司管理和商標註冊，到市場推廣及宣傳都一應俱全。DIP更為培育公司提供一個互相交流及支持的平台，同時啟發創意，例如讓Litto Lighting成功將頂尖技術和人工智能融入未來的照明設計。

Where fashion finds its leading edge

The Fashion Incubation Programme (FIP) is a two-year programme that inspires, empowers, and supports emerging fashion designers and brands, with Create Hong Kong as the Lead Sponsor.

Bringing together industry heavyweights and creative visionaries, FIP delivers a suite of practical resources and sources of inspiration to help designers learn, grow, push boundaries, and make a name for themselves in the world of fashion.

成為時裝界先鋒

時裝創業培育計劃致力啟發、引領和支持新興時裝設計師品牌穩步發展，計劃為期兩年，由創意香港為主要贊助機構。

匯聚業內重量級專家及創意先驅，時裝創業培育計劃提供一系列實用資源，激發靈感來源，幫助設計師不斷學習和成長，突破自我界限，令他們在時尚界打響名堂。

The Fashion Incubation Programme (FIP) is a two-year programme that inspires, empowers and supports emerging fashion designers and brands.



Fashion 時裝設計
ALPS Annie Ling

Designed in Hong Kong
香港設計 | **Annie Ling**

Inspired by a new age of active living and cutting-edge textile innovations, ALPS Annie Ling designs enduring clothing that supports wellbeing.

ALPS設計師Annie Ling以融合時裝及科技元素作為創作理念，為追求品味生活的活躍新世代帶來實用衣飾。

Since 2015 | 2015年成立 | www.annieling.com

ALPS
ANNIE LING



FIP provided great support, notably strengthening Annie's knowledge of brand-building and conducting presentations with professionalism. The all-round resources created opportunities to learn from industry mentors in marketing and trend forecasting, and to spark collaborations with other enterprises, which helped ALPS Annie Ling excel in a relatively short time.

在FIP的全力支持下，Annie掌握了品牌形象建立的知識及專業演示技巧，配合全方位資源，讓她有機會向時尚行業的導師學習營銷和預測潮流趨勢，並促成企業合作，令ALPS在短時間內脫穎而出。

Jessica and Walter joined FIP to grow their networks, enhance their online and offline business knowledge and brand awareness, and maximise opportunities. The duo have developed a richer understanding of their brand's unique points of difference, and are better able to pitch ideas to corporates and connect with those who can continue to support the business.

設計師二人組Jessica和Walter透過加入FIP擴展商業網絡、增進線上線下營銷知識、提升品牌知名度，創造更多機會。計劃期間他們加深了解品牌的獨特之處，從而更有效推銷設計理念，連繫到不少能夠支持他們業務成長的合作伙伴。



Fashion 時裝設計
Blind by JW

Designed in Hong Kong
香港設計 | **Jessica Lau
Walter Kong**

Bridging Eastern and Western influences, Blind by JW is a womenswear and accessories label celebrated for its artistic patterns and hand-drawn prints.

Blind by JW作為香港女裝及配飾品牌，融合東方生活品味，憑著富有藝術感的圖案和手繪印花而聞出名堂。

Since 2012 | 2012年成立 | www.blindbyjw.com

BLIND
by JW

Both Queenie and Day wanted to connect with the local fashion community in a more meaningful way, and after attending multiple FIP workshops by industry leaders, they now have a better understanding of their strengths and weaknesses in the market. The duo has continued to refine and perfect Cafuné—a big milestone was building up their e-commerce capabilities.

Queenie和Day希望與本地時裝界集思廣益，建立更具意義的連繫。自從她們參加了FIP舉行的業界領袖工作坊後，更明白其品牌於市場上的定位。二人更不斷追求Cafuné業務上的突破，其中建立電子商務平台對她們而言意義重大。



Accessories 配飾設計
Cafuné

Designed in Hong Kong
香港設計 | **Queenie Fan
Day Lau**

Cafuné seeks to redefine the notion of luxury: reimagining it as the attachment and emotional connection between a wearer and an item.

Cafuné以重塑奢華為宗旨，並透過作品來呈現穿著者與配飾之間的情感聯繫。

Since 2015 | 2015年成立 | www.ca-fune.com

CAFUNÉ



Fashion 時裝設計
CAR2IE

Designed in Hong Kong
香港設計 | **Carrie Kwok**

Bringing together feminine design details, graphic elements, and traditional tailoring with a twist, CAR2IE collections are at once sincere and striking.

CAR2IE巧妙地融合女性化的設計細節、圖案元素，及經重新演繹的傳統剪裁，作品精緻而悅目。

Since 2016 | 2016年成立 | www.car2ie.com

CAR|2IE



One of CAR2IE's biggest milestones was opening a store in Harbour City. Physical retail comes with a broad range of challenges, but FIP provided insightful training courses that helped equip Carrie with the knowledge to survive and thrive. After finishing an empowerment course, she felt armed with new perspectives, most notably in the field of marketing.

正當實體零售面臨嚴峻的考驗，FIP提供深入淺出的培訓課程，幫助Carrie掌握維持業務發展所需的知識。完成課程後，她感覺大開眼界，尤其在市場推廣技巧方面。計劃期間於海港城開設零售店，正是CAR2IE最重要的里程碑之一。

Through FIP, Janko consulted with marketing executives to sharpen her understanding of her target market and articulate this with greater clarity. The multitude of resources at FIP empowered Janko to effectively run her business as a productive and successful operation, and she now has a plan to expand her market reach across Japan, Taiwan, Singapore, and Malaysia.

在FIP的協助下，Janko徵詢了市場推廣專家的意見，深入認識目標市場，令她更精準地掌握機遇。FIP資源豐富，令Janko在營運上更得心應手、更具效率，目前正計劃拓展日本、台灣、新加坡和馬來西亞等市場。



Fashion 時裝設計

Classics Anew

Designed in Hong Kong
香港設計

Janko Lam

Blending traditional Chinese aesthetics with contemporary elements, Classics Anew seeks to preserve and reimagine vintage fashion for a new generation.

揉合中國傳統美學與現代設計元素，新裝如初致力為新一代重塑中國復古時尚，活化華服文化。

Since 2013 | 2013年成立 | www.classicsanew.com

新裝如初
CLASSICS ANEW



Accessories 配飾設計

KKLUE

Designed in Hong Kong
香港設計

Kellyn Zhou

Motivated by the femininity and fierceness of modern women, KKLUE is committed to connection, inspiration, self-expression, and growth.

靈感源自現代女性溫柔與勇悍俱全的特性，KKLUE力求連繫女性，激勵女性擴闊視野、表達自我和成長。

Since 2017 | 2017年成立 | www.kklue.com

KKLUE



Connecting with mentors through the programme has bolstered Kellyn's experience and strategic thinking, as have the opportunities to discuss plans and ideas with C-level executives from the industry. After joining FIP, KKLUE launched Unlock—a collection that was so well-liked by customers that it quickly became one of the best-selling necklaces on Tmall.

加入FIP後，Kellyn有機會向來自時尚企業高級管理層的導師交流取經，討論業務計劃，從中學習策略思維及豐富其經驗。其後，KKLUE推出深受顧客喜愛的Unlock系列，迅速成為天貓上最暢銷的頸鍊產品之一。



Fashion 時裝設計

Kay Kwok

Designed in Hong Kong
香港設計

Kay Kwok

Driven to fill a gap in the world of fashion, Kay Kwok's eponymous label is boldly and unapologetically avant-garde and futuristic.

Kay Kwok的同名時裝品牌以大膽無畏精神，展現前衛及充滿未來感的設計風格，於時尚界獨樹一幟。

Since 2013 | 2013年成立 | www.kaykwok.com

KAY KWOK



Recognising that a great idea isn't always enough, Kay joined FIP to develop his skills and strategy for adapting to changing markets. In addition to short-term financial support, FIP empowered Kay with comprehensive business training and network building. During his time with FIP, he built a unisex fashion line to critical acclaim.

Kay明白到只有好設計不一定足夠，因此加入FIP以提升適應市場變遷的技能和策略。除了短期的資金支持外，FIP還為Kay提供全面的業務培訓和建立網絡的機會。在計劃期間，他推出男女皆宜的中性時裝系列，廣受好評。



Fashion 時裝設計

MASSBRANDED

Designed in
Hong Kong
香港設計

Mass Luciano

Antoni d'Esterre

MASSBRANDED is a high-end men's streetwear label that pushes boundaries and revs style engines.

高級男裝街頭時尚品牌MASSBRANDED挑戰尺度極限，引領時尚潮流。

Since 2016 | 2016年成立 | www.massbranded.com

MASSBRANDED

FIP helped Mass and Antoni run a successful enterprise, with their business growing 15% since they joined the programme. The studio space was a real highlight for the duo, as having a place to focus and work within a growing community of local designers helped them keep momentum and build a positive network.

FIP協助Mass和Antoni取得商業成功，自加入培育計劃後，業務已有15%增長。FIP提供的工作室是令他倆最為雀躍的地方，使他們能專心致志地工作之餘，又可結識志同道合的設計界朋友多作交流，共同成長。

INCUBATION



Fashion 時裝設計

Matter MattersDesigned in Hong Kong
香港設計 | **Flora Leung**

Inspired by the Art Deco and Bauhaus movements, Matter Matters celebrates art, graphic design, and fashion.

Matter Matters的作品備受裝飾藝術與包浩斯運動所啟發，以歌頌藝術、平面設計及時尚為理念。

Since 2013 | 2013年成立 | www.matterreallymatters.com

**Matter
Matters**


Flora saw FIP as a gateway to gaining valuable industry insights. She felt better equipped to overcome challenges by learning from the fresh perspectives and impartial opinions of FIP mentors. Matter Matters strengthened their online retail capabilities and are now working to combine and bolster their online and offline offerings.

Flora視FIP為獲取時尚界業內寶貴洞見的途徑。她嘗試從新角度思考問題，加上FIP導師中肯的意見，讓她做好準備，克服挑戰。在計劃期間，Matter Matters成功提高網上零售的能力，目前正全力加強和結合線上和線下零售平台。

The increased media exposure that came from joining FIP, elevated the value of Oplus2 and the commercial viability of its designs in the market. FIP funding support allowed Otto to upgrade and improve the quality of his products. The marketing knowledge and studio facilities all supported his success.

加入FIP後，Oplus2的媒體曝光率與日俱增，令品牌價值躍升，亦令其設計產品在市場上更具商業潛力。創辦人Otto透過FIP的資助改良產品質素，加上市場推廣培訓及工作空間設施等支援，令他的事業成長起飛。



Fashion 時裝設計

Oplus2Designed in Hong Kong
香港設計 | **Otto Tang**

Characterised by their muted, whimsical palette and philosophical themes, Oplus2 collections have a distinctly dynamic, fresh, and sporty feel.

Oplus2以柔和幻變的色調，配以百搭多元的設計，詮釋翻騰的生活哲學，創造鮮明動感、清新與富有運動氣息的時裝系列。

Since 2015 | 2015年成立 | www.eplus2.com

O+²

Ear Up Music X DIP X FIP

Crossover of local music & fashion industry

本地音樂聯乘本地時裝



Serrini x CAR12IE



Chonotenki 超能天氣 x Atelier 1303



The Flashback x YMDH

Three online musical showcases in December 2020 and February 2021 spotlighted the exciting possibilities of mixing different creative disciplines. The showcases were the result of the collaboration with Ear Up Music in which 20 local musical units performed in outfits tailored by 20 DIP and FIP designers to suit each group's unique music styles.

於2020年12月及2021年2月期間舉辦的三場搶耳音樂網上音樂會，觸發本地年輕時裝設計師和音樂人之間破天荒的創意碰撞。來自設計創業培育計劃和時裝創業培育計劃的設計師，分別為20組本地樂團量身訂製獨一無二的造型，呼應其音樂風格，帶來視覺與聽覺的雙重盛宴。

DIP

Chonotenki 超能天氣 x Atelier 1303

The Hertz x Vvisionary

WHIZZ x KLOCKWISE

The Flashback x YMDH

Clave x FromClothing Of

Cow head x KEVIN HO

Club Fiasco x REDEMPITIVE

Merry Lamb Lamb 瑪莉羊羊 x Somewhere Nowhere

FIP

Serrini x CAR12IE

Zenwester 馬瑋謙 & 三元四喜 x Classics Anew

Dipsy Ha x Blind by JW

Mocking Bullet 無稽子彈 x MASSBRANDED

Prune Deer 話梅鹿 x Oplus2

TAO TAO & flat550 x ALPS Annie Ling

FIP Alumni

Nowhere Boys x ANGUS TSUI

Saiseichu 再生中 x Yeung Chin

Carrier 帶菌者 x 112 mountainyam

METER ROOM x The World Is Your Oyster

Michael Lai 黎曉陽 x DEMO

GDJYB 雞蛋蒸肉餅 x MODEMENT

TRAINING CREATIVE PROBLEM SOLVERS FOR TOMORROW

人人「識」用・學好設計思維

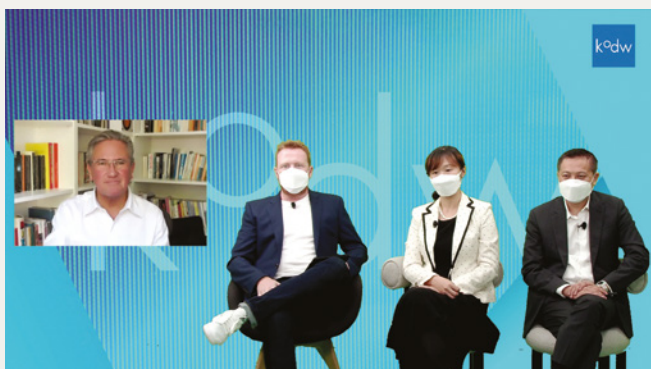


KODW

智用設計 · 數造新常態

FOR THE NEW NORMAL

DESIGNING DIGITAL FUTURES



As businesses and societies are forced to reset, rethink, and reinvent, Knowledge of Design Week (KODW) made its virtual debut on 26–29 August 2020. With Create Hong Kong as the Lead Sponsor, this popular event lived up to its theme of ‘Designing Digital Futures for the New Normal’ by adapting to the challenges of Covid-19 and sharing design thinking strategies focused on solving problems and creating value in today’s world.

Bridging new technology and user needs, KODW explored how digital transformation and human-centric design can help us navigate uncertainty

and thrive during the pandemic. More than 40 innovative local and international speakers joined the event across 15 thematic sessions and interactive online workshops on topics ranging from global health and wellbeing to the future of work, creativity and design leadership, and brand resilience. A round-table discussion about the adoption of design thinking when it comes to designing future public services was organised by HKDC and the Efficiency Office.

Over four days, more than 10,000 people tuned in to the livestreamed discussions and connected with speakers and like minds on KODW’s exclusive community networking platform. The provision of simultaneous interpretation in English, Cantonese, and Putonghua opened discussions up to a broad audience, with those who missed out on the live sessions granted on-demand access for free after the event.



疫情令社會和商界面臨重新洗牌，於2020年8月26日至29日期間舉行的設計智識周就以「智用設計 · 數造新常態」為題，首次移師至網上直播平台。活動由創意香港為主要贊助機構，與觀眾探索如何應對伴隨疫情接踵而來的挑戰，以及如何以設計思維為策解決問題，為現今世界創造價值。

設計智識周聚焦數碼轉型及以人為本的設計，闡釋通過聯繫新科技與用戶需求，幫助人們扭轉「疫」境的範例。演講嘉賓陣容強盛，40多名本地及國際創新領袖在15個主題環節及遙距互動工

作坊內，就健康與醫療、未來工作、創意及設計領袖，以及品牌應變力等範疇分享見解。香港設計中心和效率促進辦公室更舉辦了一場圓桌會議，討論設計思維如何應用於未來的公共服務設計之中。

超過10,000人收看為期四天的論壇直播環節，並在設計智識周獨家平台上與演講嘉賓和其他參加者交流。論壇提供英語、廣東話及普通話即時傳譯，成功接觸更多全球觀眾，如錯過現場直播亦可於平台免費重溫。

「（自疫情發生以來）四大趨勢正在改變消費者的行為，分別為數碼轉型加速、直播銷售模式、健康意識提升，以及零售渠道的創新。」

Prof. Viteca Chan 陳一枏教授
Chairman and CEO of WE Marketing Group
WE Marketing 主席及首席執行總裁

“When talking about the new workplace, they are all about open spaces like having gyms, working cafe, but we never really talk openly about mental health and wellbeing.”

Tatiana Gomez

Workplace Consultant of Herman Miller
Herman Miller 工作空間知識顧問

“We want to design an enterprise that is responsive, that is agile, and is also data-driven. Those are the key ingredients in building what we call a cognitive enterprise.”

David Chow 周立釗

General Manager and Partner Global Business Services – Hong Kong of IBM
IBM 全球企業諮詢服務部香港區總經理及合夥人

“For me, design is all about creativity with purpose, driven by empathy. The success of design is closely linked to the level of interconnectivity of design.”

Eric Quint

Former Vice President, Chief Brand and Design Officer of 3M Company
3M 前副總裁、首席品牌及設計總監

“Because we did everything open source, people around the world started taking our design and building their own. By open sourcing we’re much faster in design, in replication and execution. In a crisis we need to rethink what we do. We try something, we share it, and get feedback immediately.”

Carlo Ratti

Director of MIT Senseable City Lab and
Founding Partner of Carlo Ratti Associati
MIT Senseable City Lab 總監、
Carlo Ratti Associati 創始合夥人

“Going mobile is becoming more important, as is going digital. Telehealth is not just a trend, it’s a requirement.”

Dr Hong Fung 馮康醫生

Executive Director and Chief Executive Officer of CUHK Medical Centre
香港中文大學醫院執行董事及行政總裁

「現時人們更樂於與品牌進行雙向交流而非單向，因為人們都希望成為品牌文化的一部分。我代表我所買和所愛，因此品牌不僅僅屬於一間公司，更屬於擁戴它的一群用戶。」

Jason Huang 黃峰

Creator of X Thinking, Founder & CEO of Tang UX
唐碩體驗諮詢體驗思維®提出者、創始人&CEO

「第四次工業革命剛剛發生，關乎到突然出現在我們生活中的人工智能、機器學習、數據和數碼接觸點，一切就在此時此刻。」

Clive Grinyer

Design Consultant of Clivegrinyer Limited and
Head of Service Design of Royal College of Art
Clivegrinyer 設計顧問及皇家藝術學院服務設計系主任

SHARED WISDOM

共享智慧

“If you’re fast enough to keep up with current events, the ‘issue jacking’ strategy can get a lot of publicity, but at the same time, the brand needs to take a considerable risk. Brands need to be smart enough to handle and evaluate how much impact this strategy has on them.”

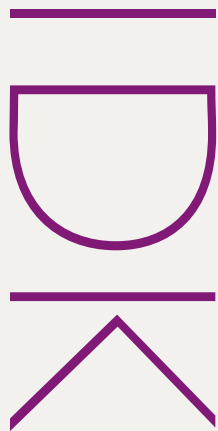
Winnie Lee 李穎茵

Co-founder of Spread-it Limited
Spread-it Limited 共同創辦人

“We need to think less in the near term, and think much more about the long-term consequences of what we’re building. And that’s really the key to how to build sustainable design systems going forward.”

Tim Stock

Co-founder / Managing Partner of scenarioDNA
scenarioDNA 共同創辦人 / 董事總經理



設計思維 活學活用

For the Real World

Design Thinking

Design thinking is, at its heart, a human-centric approach. It's about embracing possibilities and finding solutions that have true value to people. These three case studies look at how creatives from different walks of life are harnessing the power of design thinking in real-life projects to make a positive impact.

設計思維是一種以人為本的方法，從人的需求出發，並通過思考各種可能性，為不同議題尋求創新解決方案。以下三個個案分享了各行各業的創意先鋒，如何實踐設計思維，帶來正面影響。

“*For a truly usable design, we should involve stakeholders during the ideation process.*”

一個貼地的設計，應該在構思的過程中加入持份者的參與。

Design thinking is in part about advocating for collective creativity: learning from others to solve problems and inspire change. This same principle can be applied to architecture, an area that One Bite Design Studio, established in 2014 by co-founders Alan Cheung and Sarah Mui, is passionate about developing in Hong Kong. Their interest lies in the concept of ‘placemaking’, a collaborative process that strengthens connections between people and the places they share.

Their experiences working on an outdoor public installation for the Leisure and Cultural Services Department helped them recognise the value of stakeholder participation, when users commented that green-coloured seats may attract mosquitoes—an issue they had not considered. The studio also collaborated with the Hong Kong Housing Society to design elderly housing in Prosperous Garden. Elderly organisation ‘Nutcrackers’ was invited to join the ideation

process, and they shared valuable insights that would have been overlooked otherwise. The reveal of the final simulation flat, in full scale, was a testament to the strength of the collaboration. Its facilities and spatial design directly addressed many of the challenges faced by the elderly and their caregivers. Hinged doors were replaced with sliding doors, rooms were laid out with enough space for wheelchairs to turn around in, and everyday objects were placed at easy-to-reach locations.

The experience was enlightening for Alan and Sarah, who believe that a well-designed place should create interaction with people. They changed their studio's motto to ‘Interconnecting People and Making Places’, as a reminder to always focus on connecting communities through placemaking.

設計思維主張集眾人之見去解決問題，並鼓勵創新。這個原則亦能應用於建築上，也是Alan與

Sarah於2014年成立一口設計工作室的共同理念，希望將「地方營造」的概念帶入香港，透過協作過程達到以建築連繫社群的效果。

在康樂及文化事務署一個戶外公共設計項目中，他們深刻認識到持份者參與的價值。當時他們以綠色為主去設計藝術座椅，但有用家反映原來綠色惹蚊，讓他們始料不及。此外，他們為香港房屋協會設計駿發花園長者家居時，邀請了長者組織「小松隊」一起參與構思，分享一些可能會被忽視的寶貴見解。他們運用了一比一的模擬空間，令用家更容易去想像和表達實際想法。改良後的設施和空間設計能幫助長者及其照顧者應對多種挑戰，例如將門改成趟門、在房間內預留更多空間予輪椅轉動，以及將日常用品放置在長者容易觸及的地方，效果足證共同設計的重要性。

這個經驗對Alan和Sarah來說很有意義，他們相信一個好的地方空間是會與群眾相互影響。因此，他們將工作室的宗旨改成「連繫社群及營造地方」，時刻提醒他們在日後的工作中將空間連結至社群。

COMMUNITY PLACEMAKERS - ONE BITE DESIGN STUDIO

地方營造者策動社區



Alan Cheung & Sarah Mui



Emily Tang & Joan Calduch Ferran

Emily照顧患上帕金森症的爺爺的經驗，改變了她作為設計師的職業生涯。因親身目睹爺爺使用一般廁所時的不便，並明白到無數傷殘人士及長者都可能同樣面對因失平衡而跌倒的問題，她設計出座廁Libue，以供行動不便的人士使用。她將騎馬的概念放入設計，令用家使用一般廁所時可以省卻轉身的步驟，在無需其他人幫忙下都能安全使用。

Emily Tang's experiences caring for her grandfather with Parkinson's disease changed her trajectory as a designer. Seeing first-hand the challenges he faced when using conventional toilets, and knowing that the risk of falling was an issue faced by countless elderly and disabled people around the world, she was inspired to create the *Libue* toilet bowl. The design incorporated a horse-riding concept that allowed users to skip the body's turning action when using conventional toilets, enabling everyone to use the toilet independently and safely.

Partnering with Joan Calduch Ferran, Emily established a healthcare design studio, Studio Doozy, in 2017. Today, the team employs design thinking in everything from colour choices to product modifications, ensuring they tend to the physical and psychological needs of their users throughout the product development process. By interacting with and gathering feedback from their users, they continue to design leading healthcare and lifestyle products that elevate user experiences.

其後她與Joan Calduch Ferran在2017年共同創立一間專注護理設計的工作室Studio Doozy。時至今日，他們的團隊一直運用設計思維，使整個產品開發過程中，從顏色選擇到產品改良，都確保能照顧用家的生理和心理需要。透過不斷發掘使用者需求及收集意見，他們會繼續以提升用家體驗為目標，設計具前瞻性的護理及生活產品。

“We believe that the unceasing modification of designs following the needs of users can help people and bring changes to society.”

我相信唯有不斷改良設計，緊貼用家的需求，才可以真正幫助到有需要的人，為社會帶來改變。



“When we help customers solve problems while tackling their pain points, we create value that enables us to grow with our customers.”

當我們幫客戶解決困難、解決痛點時，我們便可以創造價值，與客人肩並肩跑得更前、更遠。



A company with a specialised product line will only sustain its business growth if it institutionalises creativity in its culture and operations. For Paul Tai, Regional Director at Mainetti Group, the humble clothes hanger was a product his company perfected for more than 60 years. At the beginning of the Covid-19 pandemic, Hong Kong had a face mask shortage, and Paul knew design thinking could help. His team embarked on a R&D project, using their strengths in manufacturing plastic products. Through iteration and user feedback, they designed HK96, a mask that can be used for up to 96 hours. Design thinking enabled the business to grow, producing a range of hygiene products to fulfil market needs, with a team united towards greater success.

一間擁有專門產品線的企業必須將創意在公司文化和營運上制度化，才能維持業務穩步增長。萬美集團遠東區總監Paul表示，其公司60年來精益求精的主要業務，就是製造不同類型的衣架。疫情初期，香港口罩短缺，Paul知道設計思維能大派用場。因此他的團隊展開了一項新的研發項目，運用他們製作塑膠產品的技術，以及透過反覆測試及收集用家意見，研發出一款可以連續使用96小時的HK96口罩。設計思維令企業得以成長，推出一系列貼合市場需要的防疫產品，並凝聚團隊，邁向更成功的道路。



Paul Tai

東澳山水研作舍 Touch Tung O!

“Touch Tung O!” Community Design Research

The Sustainable Lantau Office of the Civil Engineering and Development Department appointed HKDC, in partnership with Land+Civilization Compositions and MakerBay, as its consultant to conduct a pilot community design research project, with the vision of identifying revitalisation opportunities for the Tung O Ancient Trail and the nearby villages. With a series of design thinking engagement activities, the ‘Touch Tung O!’ team sought to understand the local characteristics of culture, environment, and economy, so as to arrive at guiding principles for designing the trail’s sustainable future.

「東澳山水研作舍」社區設計研究

土木工程拓展署轄下的可持續大嶼辦事處委任香港設計中心為顧問，並伙拍 Land+Civilization Compositions及MakerBay，進行在地社區設計研究，為東澳古道和附近村落尋找活化的可能性。東澳山水研作舍團隊透過一系列設計思維參與活動，了解當地的文化、環境和經濟，從而建議東澳古道未來可持續發展的指導原則。

UNDERSTAND 了解



To build trust and communication, the project team was introduced to locals on organised field trips.

為了建立村民的信任及促進彼此溝通，項目團隊實地考察，主動接觸當地村民。

ACTIVATE 活化社群



The team developed visual tools for villagers and trail users to share their opinions and visions of revitalisation.

團隊利用視覺工具，讓村民和步道使用者更容易分享他們對活化社區的看法和願景。

DESIGN THINKING STAGES 個設計思維階段



Ideation sessions were held with stakeholders and trail users to explore future possibilities and spark collective creativity.

團隊、持份者和步道使用者一同探索未來的可能性，並激發共創力量。

CO-DESIGN 共創



To impart understanding and provide a synthesis of local and expert knowledge, initial ideas were shared with the local community.

團隊結合了村民及專家的智慧，與當地社區分享初步構思，促進討論及加深了解。

SHARE AND RE-ACTIVATE 分享及回饋

香港公廁再發現

請廁教
TOILET TELLS
REDISCOVER PUBLIC TOILET

Toilet Tells – Rediscover Public Toilets

HKDC was the Design Thinking Advisor for ‘Toilet Tells – Rediscover Public Toilets’, which was jointly organised by the Food and Environmental Hygiene Department and the Architectural Services Department. To help ignite innovative ideas for Hong Kong’s public toilet services, HKDC was engaged to guide the design thinking programme. A number of public interactive workshops were delivered by One Bite Design Studio, who acted as the project’s Programme Partner.

請廁教：香港公廁再發現

為啟迪創新思維，重新思考香港公廁服務，食物環境衛生署及建築署攜手合辦「請廁教：香港公廁再發現」，並由香港設計中心擔任設計思維諮詢顧問，引導這個設計思維項目。項目伙伴一口設計工作室則籌辦了一連串的互動工作坊，讓公眾集思廣益。



New Ways to Learn During the Pandemic

IDK advances creative thinking across different sectors by providing professional training and resources. As a knowledge platform that focuses on enhancing innovation, design management, and creative leadership, it has been true to its core mission by adapting and evolving its workshop format during the pandemic. More than 700 participants joined training workshops held online and in-person over the course of the year. These training workshops have been an opportunity for participants to explore, develop, and sustain innovative approaches in their workplaces and combat challenges brought by new normal.

疫情下的全新學習模式

設計知識學院通過提供專業培訓和資源，促進不同界別的創意思維。作為推廣創新、設計管理及創意領袖的知識平台，設計知識學院在疫情下調整培訓模式，並於過去一年，為700多位參加者提供網上或實體培訓工作坊。這些工作坊鼓勵參加者探索、開拓及持續運用創新思維，讓他們在職場上更得心應手，靈活應對新常態帶來的挑戰。



Design Thinking Workshop @ DIP Design Entrepreneur Day
設計思維工作坊 @ DIP Design Entrepreneur Day



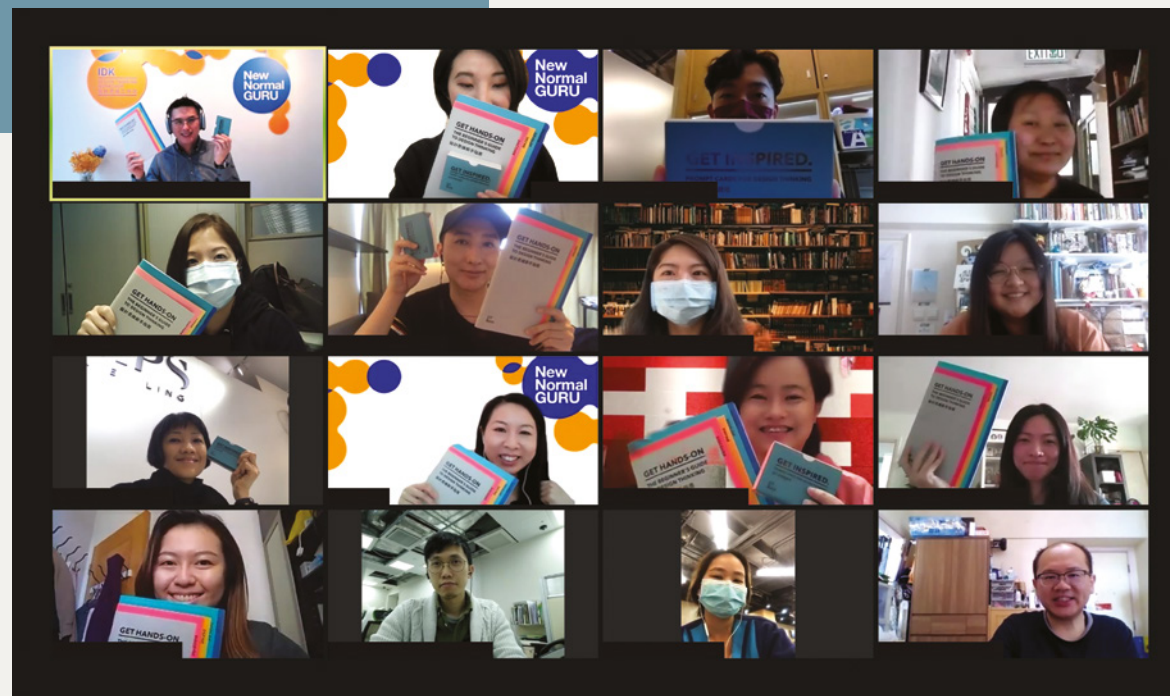
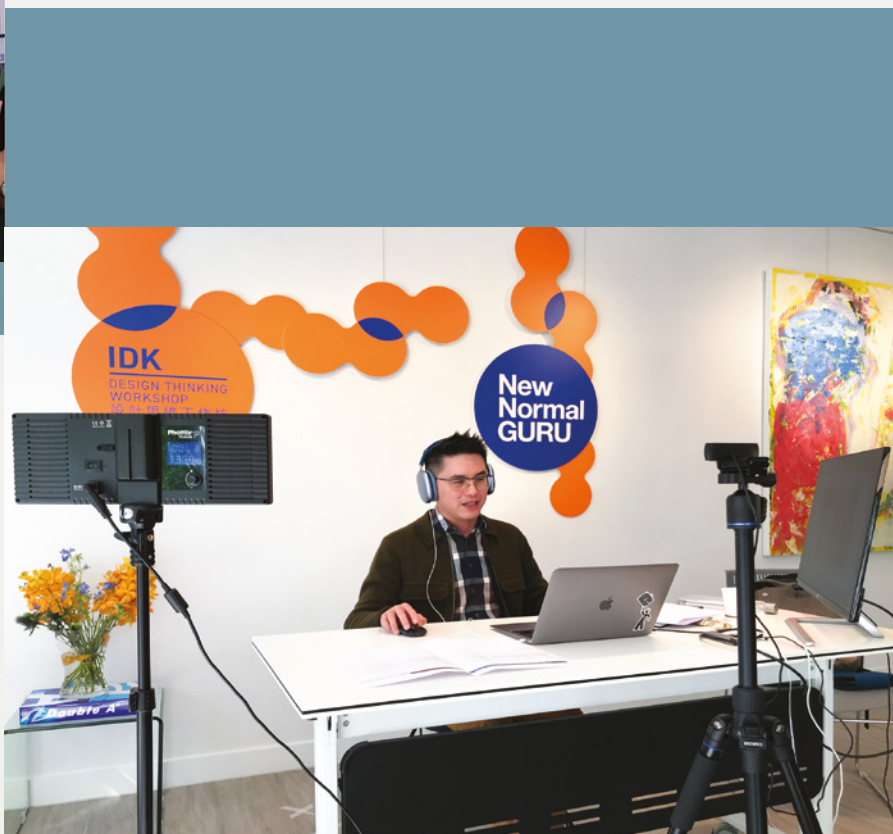
Workshop on Design Thinking: "Innovative Leadership Programme" commissioned by the Civil Service Training and Development Institute of Civil Service Bureau
為公務員事務局公務員培訓處舉辦「創意領袖培訓計劃」工作坊



Workshop on "Future of Edu-Tech: Smart Learning for Social Impact" co-hosted with MIT Hong Kong Innovation Node and Cyberport
與麻省理工學院香港創新中心及數碼港合辦「教育科技於未來 — 影響社群的智能學習」工作坊



Design Thinking Workshop: Designing through Play @ Design Spectrum
設計思維工作坊：玩樂設計@設計光譜



New Normal GURU Design Thinking Online Workshop Series
New Normal GURU 設計思維網上工作坊系列

Design Thinking for Civil Servants

As a structured creative process, design thinking can be a powerful approach to overcoming hurdles and embracing innovation within organisations to achieve meaningful outcomes. Since 2013, over 700 civil servants have participated in customised IDK training programmes, held in collaboration with Rama Gheerawo, Director of the Helen Hamlyn Centre for Design of the Royal College of Art. Many of the bespoke training have centred around how public services can keep pace with digital and societal transformations, and participants are encouraged to apply design thinking to drive human-centric public services.

為公務員而設的設計思維培訓

設計思維是具系統性的創意過程，也是讓機構克服障礙、擁抱創新，以及取得實際成果的有效工具。自2013年起，已有700多位公務員參加了由設計知識學院設計、與英國皇家藝術學院海倫·哈姆林設計中心總監 Rama Gheerawo合作舉辦的培訓課程。其中許多內容都圍繞公共服務應如何緊貼數碼及社會轉型的步伐，以及鼓勵參加者將設計思維應用於公共服務當中。

The New Normal Guru

In 2021, IDK hosted the New Normal GURU series of online design thinking workshops. In response to the way our world has changed in light of the pandemic, facilitators took participants on a journey of self-reflection, covering topics such as sharpening business thinking and boosting team productivity, to find ways to bring more agility and creativity into our lives with design thinking.

新常態達人

2021年，設計知識學院舉辦了一系列New Normal GURU設計思維網上工作坊。導師帶領參加者運用設計思維，一同探討如何加強商業思維及提升工作效率，為生活帶來更大的靈活性、更多的創意，使我們從容地應對全球新常態。

UNLEASH! EMPOWERED BY DESIGN THINKING

All industries and sectors should actively adopt design thinking, especially in the face of major events, like the recent global pandemic. Design thinking will help the public and private sectors create a sustainable future.

各行各業應積極採用設計思維。在面對重大事件時，例如目前的全球疫情，公私營機構更加需要運用設計思維，才能開拓可持續未來的路徑。

Lena Low 劉麗娜
Senior Director – Customer and Business Development of CLP Power Hong Kong Limited
中華電力有限公司客戶及業務拓展部高級總監

Using design thinking is a way to experiment in small forms immediately. If you have an idea in the morning, we can test it in the afternoon.

設計思維是一種讓你可以小試牛刀，試驗即時效果的方法。晨早才出現的新念頭，下午便可進行實測。

Roel van der Heijde
Former Health Care Consultant of the Rotterdam Eye Hospital
鹿特丹眼科醫院前醫療顧問

We need to transform ourselves on a daily basis. The goal is to make small changes every day.

我們要日復一日，持之以恆，以每天帶來一小點改變為目標。

Miko Cheung 張嘉瑩
HR Director of LAWSGROUP
羅氏集團人力資源總監

The accountability and responsibility of understanding the customer and innovating should belong to everyone.

每一個人都肩負著了解顧客所需及創新的責任。

Gary Liu 劉可瑞
CEO of South China Morning Post
南華早報行政總裁

Design thinking is a mindset that helps you design solutions for your challenges that increase your chances of success.

設計思維是一套思考方式，能助你想出應對難題的辦法，增加成功機會。

Chris Pacione
Co-founder and CEO of LUMA Institute
LUMA Institute 聯合創辦人兼行政總裁

Be prepared to be wrong and fail... If getting things wrong was going to paralyse what we do, we would never have done what we did.

我們要為犯錯或失敗作好準備，若錯誤令我們卻步，我們根本不可能取得今天的成果。

Alexander Ng 吳文達
Vice President of Tencent Healthcare
騰訊醫療副總裁

設計思維



創意解難 扭轉疫境

Adapt to the Changing Times

Empowering Society to

Back in the 2017 Policy Address, HKDC was excited to hear the Chief Executive of the Hong Kong SAR highlight the need to build Hong Kong's design thinking capability and capacity across all sectors, including business, civil service, and education. Bolstered by this strong policy support, HKDC set in motion big plans to cultivate creative mindsets and design thinking in the community, which culminated in the Unleash! Empowered by Design Thinking programme.

Last year, two events ran: the Unleash! Design Thinking e-Forum, centred on the theme of "Managing VUCA with Design Thinking", and the Design Thinking Certificate Programme for School Leaders, which was about harnessing design thinking to enhance student learning experiences and deepen a school culture that embraces 21st century skills.

As part of the Unleash! programme, two courses were offered: one covered practical applications for leveraging design thinking in teams, processes, products, services, organisations, and people, and was focused on tackling

important interdisciplinary problems in the real world; the other course enhanced organisational readiness by training facilitators to use design thinking effectively.

Ultimately, these initiatives sparked chain reactions across sectors, with more and more people and organisations understanding the value of design thinking for Hong Kong society and helping to drive the city's reputation as a design hub in Asia.

建立香港商界、教育界以至公共服務的設計思維能力，一直是香港設計中心的使命，其重要性早見於2017年的施政報告中。香港設計中心歡迎有關政策的大力支持，並訂立及開展「Unleash! 設計思維 無限可能」項目，在社區培養創意及設計思維。

去年，項目以「活用設計思維 駕馭VUCA時代」為主題，舉行「Unleash! 網上論壇」，以及開辦「設計思維校長及科主任證書課程」，旨在提升學生的學習體驗，以及促進能迎合21世紀的技能。

Unleash!項目更相繼推出了兩大專業課程，其中一個探討設計思維於團隊、流程、產品、服務、組織和人材等方面的實際應用，解決現實世界中的重要跨領域問題；另一個課程則通過培訓設計思維輔引師，協助機構發揮創意解難的成效。

通過各界人士參與及推動，這些計劃觸發跨界連鎖效應，讓更多人和組織了解設計思維為香港社會創造的價值，並有助於提升本港作為亞洲設計中心的美譽。



無限可能

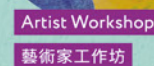
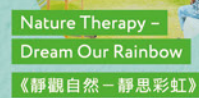
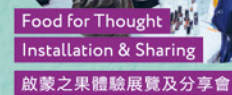
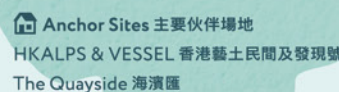
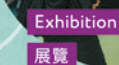
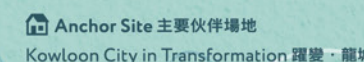
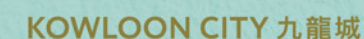
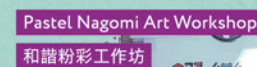
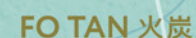
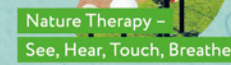
REIMAGINING
HONG KONG'S LOCAL
NEIGHBOURHOODS

香港社區新「設」想

目錄

Thanks to our community engagement programmes through BODW CityProg partner collaborations, the creative tourism and placemaking efforts of Design District Hong Kong (@ddHK), and year-round exhibitions and activities at our public-facing initiative Design Spectrum, design ideas and inspiration blossomed across every district in Hong Kong.

-  **BODW CITYPROG**
設計營商周城區活動
-  **#ddHK**
設計#香港地
-  **DESIGN SPECTRUM**
設計光譜





A CELEBRATION OF OUR UNIQUE LOCALITIES

地方營造 擁抱香港地

Embracing the unique “Heung Gong Dei” (香港地) experience, Design District Hong Kong (#ddHK) is a pioneering three-year creative tourism and placemaking project that celebrates culture and creativity in Wan Chai and Sham Shui Po.

Presented by the Tourism Commission, and curated and organised by HKDC, #ddHK seeks to capture how the people of Hong Kong contribute to and shape the city’s collective identity by harnessing the collective creativity of different design disciplines. From footbridges to fire stations, parks to harbourside spaces, #ddHK fosters collaborations that highlight the spirit and uniqueness behind neighbourhoods, envisioning them as pop-up “open-air design district galleries”. By breathing new life into ordinary public facilities and activating previously underutilised spaces, #ddHK has elevated existing tourist attractions and reconnected people with their localities since its launch.

設計#香港地透過為期三年的創意旅遊及地方營造企劃，將灣仔和深水埗兩區的文化特色與創意精神發揚光大，重塑不一樣的香港體驗。

由旅遊事務署呈獻、香港設計中心策展和策劃舉辦的設計#香港地，連繫不同設計範疇的創意力量，勾勒出香港人為這座城市努力付出和塑造的集體印記。由行人天橋、消防局、公園到海濱，設計#香港地帶來跨界別合作，將社區精心策劃成期間限定的「露天城區設計廊」，突顯背後的人文色彩。自推出以來，設計#香港地為平常的公共設施和閒置的公共空間賦予新生命，提升現有旅遊景點的吸引力，重新連繫香港人與這片土地。



BRINGING COMMUNITY SPIRIT AND POSITIVE VIBES TO THE CITY AS A “DESTINATION”

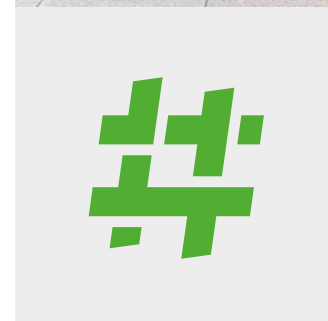
重拾社區精神 共建活力旅遊城市

The third and final year of #ddHK revolved around the theme of transformation. Harnessing the richness and vitality of both Wan Chai and Sham Shui Po, the year saw distinct programmes rolled out in the two districts, which overflowed with positive vibes, creativity, and community spirit.

The Heart of Cyberpunk – Immersive Fashion Experience and SSP_People projects spotlighted Sham Shui Po’s roots as a cultural melting pot of history, fashion, creativity, and craftsmanship, and celebrated the colourful and diverse everyday lives of the neighbourhood’s people. In Wan Chai, the transFORM exhibition featured large-scale creative works and installations from Wan Chai to the Central harbourfront, inspiring new ways for the community to engage with public spaces.

踏入第三年，也是最後一年的設計#香港地，借助灣仔和深水埗兩區本身的豐富文化底蘊和活力，以蛻變為題推出各式各樣的項目，盡顯敢創敢想，群策群力的精神。

「數碼龐克號」創意時尚體驗和「深水埗人__人」項目聚焦深水埗作為文化大熔爐的特質，無論歷史、時尚、創意和工藝以至街坊鄰里的日常生活都引人入勝。而「transFORM 維港蛻變」的大型設計作品和裝置，則從灣仔綿延至中環海濱一帶，激發市民以嶄新方式與公共空間進行互動。





HEART OF CYBERPUNK - IMMERSIVE FASHION EXPERIENCE

「數碼龐克號」創意時尚體驗

HIGH-TECH MODERNITY MEETS URBAN GRIT

With its neon lights, metropolitan high-rises, sights, sounds, smells, and street vendors, Sham Shui Po has been the inspiration behind cyberpunk, futuristic, and sci-fi aesthetics. An area ripe with fringe fashion, unique design ideas and raw materials, it's no surprise it has been the backdrop for many cinematic worlds.

To explore this part of Sham Shui Po's identity and perception, we joined hands with guest curator and creative director of this fashion extravaganza, Eugene Leung, creative partner, Number 2, and various local and overseas multidisciplinary designers as well as NGOs, non-profit organisations, local shops and ethnic minority groups, etc. to bring Heart of Cyberpunk (HOCP), an immersive fashion experience to underused public facilities and open spaces in Sham Shui Po from 17 to 25 October 2020. The experiential event was a cross-disciplinary showcase of fashion and design, and featured a variety of peripheral activities that transformed the area into a futuristic metropolis straight out of a blockbuster sci-fi film.



舊區重生 超現實都市蛻變

五光十色的霓虹燈、密集的高樓大廈、熙來攘往的小販市集……目不暇給的深水埗街頭風景，一直是數碼龐克文化、未來主義及科幻美學的靈感來源，更多次躍上大銀幕，成為無數電影的取景地。當區豐富的布藝原材料，亦造就獨特的設計概念及時裝風格大放異彩。

「數碼龐克號」創意時尚體驗正是一場探索深水埗多元文化身份的大型匯演，設計#香港地團隊與創意時裝活動客席策展及創作總監梁慧德、創意伙伴Number 2、多位本地及海外設計師，以及當區民間機構、商店及少數族裔居民等聯手，在2020年10月17日至25日期間上演時尚聯乘設計的沉浸式跨界體驗，配合連串周邊活動，帶大家走進科幻電影中的未來大都市。

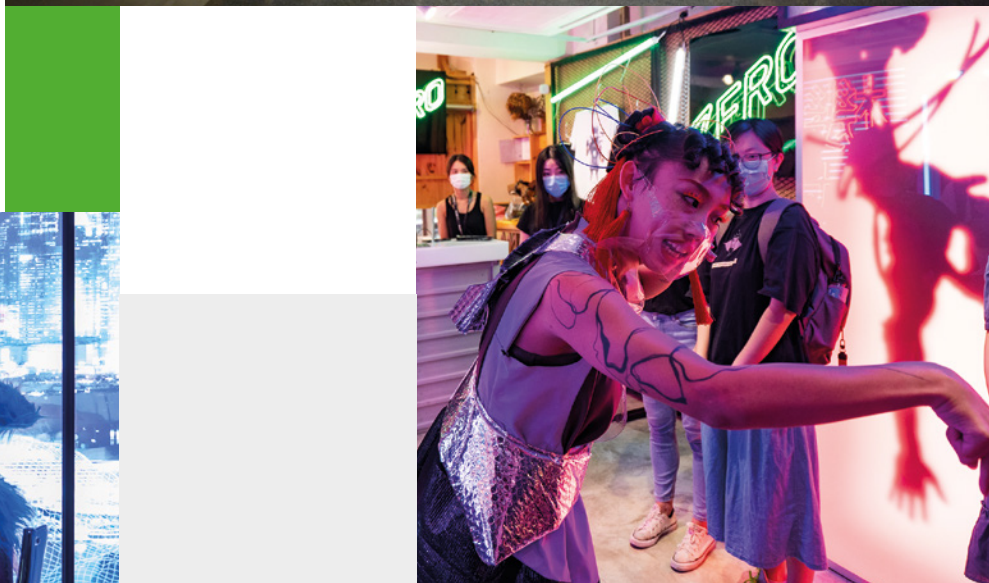




The location choice of Tung Chau Street Temporary Market was creative and subversive, with the space feeling like the headquarters of a spaceship that had been hidden under the Golden Seam (i.e. the flyover) in the middle of the city. The exhibition meticulously applied barrier-free accessible design to cater for the needs of different visitors. Visitors entered through an abstract tunnel which led to the living quarters of the future. Past these space-age bedrooms was a laboratory where the public came face to face with cyberpunk voyagers wearing outfits created by ten up-and-coming local fashion and accessory designers. Bringing together sci-fi trimmings and urban motifs to create outfits that interpreted what it means to be cyberpunk, the looks were created with materials sourced from Sham Shui Po. To preserve the unique ensembles, each piece was hand-made into a limited-edition collectible figurine.

活動別開生面地以通街街臨時街市為主場館選址，貼心應用了無障礙的通達展覽設計，照顧不同參觀人士需要。主場館就像一艘隱藏在城市中心「黃金接縫」（天橋底）下的太空船，參觀者先步入時光隧道通往未來生活區，穿過太空艙臥室到達實驗室，最後遇上各個來自未來的時空旅人，他們穿上由十位本地新晉時裝及配飾設計師所創作的服裝。設計師結合科幻裝飾材料及都市圖案，透過衣服各自演繹出心目中的數碼龐克風，材料更採購自深水埗。獨特的設計作品亦以人手製作成為限量版立體人像模型，以作收藏紀念。

To tell the *HOCP* story with richness and depth, the event utilised different mediums, crossing over various disciplines of design. The showcase featured everything from fashion to film, 3D modelling, props and set design, illustration, animation, mural art, exhibition design, technology and performing arts, and was created in collaboration with local creatives from Sham Shui Po and recognised international experts. #ddHK invited visitors to connect with and explore the community in creative ways, which enhanced their appreciation of the neighbourhood's unique offerings. This helped to preserve the sense of locality and share an authentic experience of Sham Shui Po's defining qualities.



活動還利用了各種媒介、跨越不同的設計界別，由來自深水埗的本地創作達人及國際知名專家合作，展示時尚、電影、3D建模、道具及場景設計、插圖、動畫、牆畫藝術、展覽設計、科技及表演藝術等領域的新穎嘗試，敘說「數碼龐克號」的故事。遊人藉此可以創新方式探索社區，發掘和欣賞社區獨特之處，通過真實體驗體會深水埗的本質，從而達致保育地區文化。



TRUE STORIES FROM LOCAL CHARACTERS

設計細說深水埗故事

Sham Shui Po has endured years of change and challenge—shaping the district's identity, culture, history, and community dynamics. Known for its abundance of colourful fabric, accessories, electronics, and other raw materials, it has evolved from an ageing district into a treasure trove for local creative industries, and a hub for emerging design studios, cafés and boutiques.

In recognition and celebration of the people of Sham Shui Po, SSP_People turned the neighbourhood into an urban living room, where the community can come together to interact and inspire one another. #ddHK joined hands with a local curatorial team led by guest curator Michael Leung and Pat from Wontonmeen, the project's creative partner based in Sham Shui Po, and presented a range of site-specific design installations co-created by people and organisations of different ethnic and cultural backgrounds for a range of public spaces. In addition, SSP_People featured two self-guided routes to connect people with the stories of the area, inviting exploration on foot or bike with an audio guide.

深水埗的特色、文化、歷史和社區互動，從多年來經歷的變遷和挑戰而成形。這個歷史悠久的地區以售賣包羅萬有的布料、配飾、電子產品及其他原材料而聞名，近年更發展成本地創意產業的基地，匯集新興設計工作室、咖啡店和小店。

為了呈現深水埗的精彩人和事，「深水埗人_人」把這地方塑造成「城市起居室」，讓人們可在這裏互動交流，互相啟發。設計#香港地團隊聯同客席策展人梁展邦和扎根深水埗的創意伙伴 Wontonmeen的主理人Pat策劃，於公共空間展示一系列由不同種族和文化背景的居民和非牟利組織共同創作的場地特定設計裝置。此外，「深水埗人_人」還提供兩條自助路線，邀請遊人以步行或踏單車的方式，配合語音導賞，細意發掘當地故事，將人們與區內故事連繫起來。



SHOP CAT SPOTLIGHT 貓店長登場

#ppl_meow_dd #人人和貓dd

#Tai Nan Street Refuse Collection Point #大南街垃圾收集站

Over 500 shop cats live in the Sham Shui Po district, welcoming visitors and customers to stores with furry friendliness. Kristopher Ho was inspired by these unique critters and teamed up with volunteers from Hope of the City, a non-profit youth group, to create a 20-metre-long mural, #ppl_meow_dd. As well as shop cats, the mural features cotton flowers to symbolise the area's textile trade. A short film on the theme, Meow Shui Po, was also made by filmmaker Bobbyea.

深水埗區有超過500位貓店長，這些毛茸茸，人見人愛的小動物是名副其實的店鋪親善大使。Kristopher Ho 以此為題，聯同社區組織「城市的盼望」(Hope of the City)的義工，創作了一幅長逾20米的牆畫《人人和貓dd》。除了繪上貓店長，背景更畫上棉花，象徵著深水埗的布料行業。導演Bobbyea更以一眾貓店長為主角拍攝了一齣名為《喵水埗》的短片。

REAL-LIFE CHATROOM 聊天起居室

#ppl_chill_dd #人人鬆dd

#Nam Cheong Street Sitting-out Area #深水埗南昌街休憩處

#ddHK joined forces with a group of Hong Kong designers and Sham Shui Po residents to transform the neighbourhood's centre and allow curious visitors the chance to renew their appreciation of the district. Together with local kaifongs—people from the same community—they co-created three sets of design installations, #ppl_chill_dd, which turned a park into a “real-life chatroom”.

Featuring painted phrases from different languages by Katol; life-size multidimensional cultural figures by Rex Koo; handmade lanterns crafted using traditional materials and deadstock textiles from the area, by kaifongs apprenticed with Mr Au Yeung Ping-chi, the second generation of Bo Wah Effigies; and music videos featuring local residents from different backgrounds singing popular songs from their cultures and nationalities, the installations were an uplifting celebration of diversity.

為了讓好奇的市民有機會重新認識及欣賞深水埗，設計#香港地團隊聯同一班香港設計師及深水埗居民改造這個街坊聚腳的地方，共創三套設計裝置，將公園變成「聊天起居室」，希望能讓《人人鬆dd》。

這些裝置突顯出深水埗的多元文化，包括Katol以手工繪製不同語言的問好短句；Rex Koo創作的真人大小立體人像，重現一位位文化傳奇人物；由當區承傳紙扎文化的師傅—寶華扎作第二代傳人歐陽秉志先生與街坊學徒利用傳統物料紮作而成的燈籠；以及由不同種族的居民以自己的語言唱出地道歌曲的音樂錄像，歌頌出區內的多樣性。

PUTTING LIFE INTO A LIVING ROOM 活現日常故事

#ppl_lean_&_learn_dd #人人學dd

#Nam Cheong Park #南昌公園

Together with young people from "10 Stories 100 Pieces" of the Hong Kong Young Women's Christian Association, Christian Concern for the Homeless Association, Project Futurus and Walk in Hong Kong, a living room was created to display Sham Shui Po's stories and population demographics. The space was designed with recycled pallets and paper tubes, and visitors could “lean and learn” as they deepened their understanding about the community through design, social, and cultural lenses.

設計#香港地團隊與社區組織Project Futurus、活現香港，以及一班來自香港基督教女青年會拾源百塊及基督教關懷無家者協會的青年人，以廢棄卡板及紙筒製作及設置了一個小型的深水埗生活起居室，展示區內豐富的故事及人口數據，讓大家休憩之餘，亦能從設計、社會和文化角度更深層認識社區。

SKILLS LEVELLED UP 升級再造

#ppl_upcycle_dd #人人造dd

Working with coaches and students from Hong Kong Young Women's Christian Association and the Christian Concern for the Homeless Association, #ddHK organised woodworking classes to train participants. They applied their new skills to 10 local shops, communicating and understanding the owners' needs to custom-make upcycled furniture using recycled materials and design thinking. The pieces are exhibited for visitors to see at the stores while exploring the local trades of Sham Shui Po.

設計#香港地團隊與香港基督教女青年會拾源百塊及基督教關懷無家者協會合作舉辦的木工手藝班，授予參加者新技能。他們還到訪十間區內小店，了解每位店主的需要，以設計思維及重用材料，帶來升級再造的家具，讓遊人欣賞展品之餘，亦體驗到深水埗新舊店舖的特色。

WOVEN STORIES 編織故事

#ppl_weave_dd #人人織dd

#Maple Street Playground #楓樹街遊樂場

Students from HKICC Lee Shau Kee School of Creativity gathered deadstock fabric from around Sham Shui Po to create #ppl_weave_dd. The piece aimed to remind others that Sham Shui Po is not just a supply base for the fashion industry but can be a source of design inspiration. The final tapestry was hung on the fence behind a goal on the sports ground, and showed population demographics interpreted in multiple colours and patterns in the woven, fabric strip design.

深水埗不只是時尚界的原料供應地，也是設計靈感的泉源。香港兆基創意書院學生就收集了來自深水埗布行貨尾的布料，齊齊《人人織dd》。這個大型編織品高掛於球場龍門後的鐵絲網上，以布條織出不同形狀，通過抽象化的圖案及顏色標示深水埗的人口數據。

Splashes of colour and culture

Hong Kong is a city defined by its resilience and adaptability. #ddHK sought to capture that spirit by curating a series of installations that encouraged people to enjoy being outdoors and celebrate the city's unique beauty.

Using placemaking and design thinking, seven sets of installations designed by local and overseas creatives were exhibited along the Hong Kong harbourfront. Inspired by Tai Hang's fire dragon dance and Chinese garden elements, the installations appeared to embrace Victoria Harbour, like a fire dragon blessing Hong Kong. In a year when social distancing measures were in place, the installations were mindful of space, ensuring visitors were safe while still being able to engage with the installations.

The overall effect was soul-soothing, with many visitors able to relax and escape the stresses of daily life and live in the moment. The installations also unveiled a pilot for a walking and running route along Hong Kong's famous harbourfront, exuding the charm of the new Pearl of the Orient in this tourist landmark.

創意飛揚 維港海濱新面貌

香港這座城市以強韌的生命力和極富適應力見稱，設計#香港地策劃一系列設計裝置，來捕捉這種香港精神，並鼓勵人們探索戶外，欣賞城市美景。

七組裝置由本地及海外創意團隊設計，以地方營造策劃，沿著壯麗的香港海濱展出。這些裝置靈感來自大坑舞火龍及中國園林設計的元素，高空俯瞰猶如緊抱維多利亞港的火龍，為香港送上祝福。在實施社交距離措施的這一年，這些裝置特別著重空間距離，讓遊客能夠安心與裝置進行互動。

項目讓遊客放鬆身心，擺脫日常生活的壓力，享受當下，還連結出一條試驗式的散步及跑步路線，讓維港這個旅遊地標散發全新東方之珠的魅力。

RIVER OF LIGHT # 川流不熄

Central Harbourfront Event Space
中環海濱活動空間

Commissioned from world renowned US-based artist Patrick Shearn of Poetic Kinetics, the River of Light was a polychromatic installation comprising more than 45,000 colourful streamers stretching across 700 square metres of air. It marked the Hong Kong debut of the acclaimed "Skynet Art Series" and was the final act of the transFORM exhibition. As a kinetic sculpture, River of Light moved with the wind, creating a magical effect for those viewing it. With a light-reflecting band running through it, the river symbolically connected the past, present, and future of our city with life, growth, and the sense of hope and promise that comes from moving water—just as the harbour has always been a source of life and opportunity for Hong Kong.

多姿多彩的《川流不熄》由美國知名設計工作室Poetic Kinetics之藝術家Patrick Shearn委約創作，利用超過45,000條色帶組成，在空中伸延近700平方米，極盡視覺效果。這是著名的「Skynet」系列創作首度在香港展出，也是維港蛻變的壓軸展覽。隨風飄揚的彩帶充滿悠揚動感，中間的「河」由一條反光帶貫穿整個裝置，猶如貫穿古今的時光之河，展現流水帶來的無盡生機和希望，襯托出維港為香港帶來的充沛活力和無限可能。



#THE LEAD #首

Harbourfront, Causeway Bay Typhoon Shelter
銅鑼灣避風塘海濱

The Lead was meticulously made using chamber bitter covered with incense sticks by the Tai Hang Residents' Welfare Association, and was shaped like mountains and rocks in a Chinese garden pond, representing good wishes for our homes. This cultural installation was designed to follow the curve of the harbourfront, evoking the lead-in for the Tai Hang fire dragon and culminating with the *River of Light* in Central—the dragon's tail.

意取置於中式花園水池中假山石的作品《首》，由大坑坊眾福利會親自監製，以珍珠草巧手紮成龍首，並插上火紅的長壽香，寄託美好期許。這意念深長的裝置為整個系列大坑火龍意象的開首，延展至《川流不熄》為結尾，猶如火龍盤踞，形成首尾呼應的效果。

#APARTOGETHER #一齊一個人

Harbourfront, Causeway Bay Typhoon Shelter
銅鑼灣避風塘海濱

Adapting to the new normal of social distancing, One Bite Design Studio reimagined outdoor space, and created *#APARTOGETHER*, a series of pieces of pavilion-style outdoor furniture that allowed visitors to be outside together, while remaining apart. Whether visitors enjoyed a quiet seated moment or a solo merry-go-round ride, each of the furniture pieces was thoughtfully designed so users could share the facilities while maintaining a safe distance.

公共設施的設計如何能適應新常態？一口設計工作室加以反思後創作出一系列「亭台」式的戶外家具，無論是安坐沉思或是踏上旋轉木馬，讓遊人享受「一齊」但又「一個人」的時光。每件家具都經過精心考量，遊人可無顧慮地一起享受公共設施和空間。

#SKY CASTLE #聲之穹蒼

Water Sports and Recreation Precinct, Wan Chai
灣仔水上運動及康樂主題區

Australian multimedia design studio ENESS worked with local design and production team Hattrick Creative to bring their interactive installation, *Sky Castle*, to Hong Kong. As visitors moved through the 12 illuminated inflated archways, they triggered an audio soundscape. The result was an immersive and dreamy expression of Wan Chai's urban energy.

澳洲多媒體設計團隊ENESS伙拍本地設計及製作團隊雅卓創意，將互動裝置《聲之穹蒼》帶到香港。當遊人漫步於十二道色彩斑斕的充氣「門窗」之下，就會聽到收集自香港不同角落的聲音，在夢幻迷人的氛圍中感受灣仔的活力。



#THE RIPPLE OF TIME #漣·輪

Victoria Park
維多利亞公園

Local event and visual design agency Double V recreated the changing coastal line of Wan Chai in *The Ripple of Time*, a kinetic installation pieced together from over 2,000 colour panels. The undulating motion of the sculpture echoed the pace of city life, with an accompanying mobile app allowing visitors to make a wish, listen to collected stories from the people of Wan Chai, and learn more about the district's history.

本地設計團隊Double V以2,000多片彩色板塊連成《漣·輪》動態裝置，重新演繹灣仔海岸線的變遷。板塊隨池水起伏互相敲擊，仿如香港急促生活節奏的迴響，市民透過手機應用程式，可以向水池許願，又或細聽灣仔街坊的故事，深入了解該區歷史。



#RECESS AT HARBOURFRONT #維港放小息

Central & Western District Promenade
中西區海濱長廊

Inspired by childhood games such as Rock Paper Scissors, Hopscotch, and Traffic Light, *Recess at Harbourfront* took five game-inspired floor designs and scattered them along the promenade. In this experience created through a series of public space design workshops led by local design team Napp Studio, users of all ages redesigned the games and tweaked the rules to try out new takes on old games.

靈感取自童年遊戲的《維港放小息》，將五組地面遊戲圖案設計佈於中西區海濱長廊之間。納設計及建築事務所團隊於多場空間設計工作坊中，邀請不同年齡人士重新設計遊戲，或開創全新的遊戲規則。



#NATURE THERAPY – DREAM OUR RAINBOW #靜觀自然－靜思彩虹

Wan Chai Pierside HarbourChill
灣仔碼頭之海濱休閒站

Chinese gardens are designed to create a sense of infinite enchantment within a definite space. Using artificial and natural elements, local design studio Milk Design unearthed the versatility of open space in five sense-awakening works. Designed to immerse visitors in the beauty of nature, these were a feast for all the senses, with their core work, *Dream Our Rainbow*, rewarding visitors' mindfulness with a glimpse of a shimmering rainbow.

中式園林的精髓在於以有限的空間，創造無限明媚風光。本地設計工作室Milk Design利用人工及自然元素，透過五組感官裝置，讓市民發掘公共空間的無限可塑性，感受自然之美。系列之主要作品《靜觀彩虹》鼓勵參與者靜心練習正念，完成後更可一睹難得的彩虹，慰藉身心。

#NATURE THERAPY – SEE, HEAR, TOUCH, BREATHE #靜觀自然－看見、聽見、觸碰、深呼吸

Central & Western District Promenade
中西區海濱長廊



BODW CITYPROG

設計營商周城區活動



Nurturing a Hive of Ideas

BODW CityProg is designed to connect local creative and design units and organisations with innovative co-creation, partnership, and exchange opportunities. Like a beekeeper, CityProg fosters cross-pollination in creative collaborations, tending to local partnerships to build a hive of ideas and activity that can sustain the community and beyond. An extension of BODW, CityProg encompasses three distinct platforms: Anchor Site Festivals, Design EduVation Programmes, and Satellite Events & Offers. It is supported by Create Hong Kong, its Lead Sponsor.

The third year of CityProg was centred around a powerful theme: 20/20 Vision of a Post-Pandemic World. It saw the launch of the CityProg Design Scavenger Hunt, an app-powered urban exploration redemption campaign that invited the public to connect creative dots across the city.

創意蜂擁 採集設計靈感

「設計營商周城區活動」旨在促進和起動創意及設計社群、商業及社區機構之間的共創、互助及交流。「城區活動」就像養蜂人一樣，悉心傳播創意花粉，鼓勵本地伙伴合作以匯聚靈感及推出各種活動，使設計社群生生不息。它作為設計營商周之社區延伸，當中包含三大協作平台：「主要伙伴場地創意節」、「公眾社區教育項目」及「衛星活動及優惠」。「城區活動」由創意香港為主要贊助機構。

第三屆「城區活動」圍繞「後疫情時代的20/20視野」為主題，更推出了智能版城市追蹤獎賞遊戲「城區設賞」。

150+

Creative units, businesses & community organisations connected
創意和設計、商業及社區機構

17

Anchor Site Festivals
主要伙伴場地創意節

5

Design EduVation Programmes
公眾社區教育項目

100+

Satellite Events & Offers
衛星活動及優惠

Creative and Design Community Activation

CityProg has the role of cultivator, catalyst, and harvester when it comes to supporting the growth of a design ecosystem, enabling projects to bloom and bear fruit.

Empowering partners to develop and enhance their businesses and projects, CityProg enables new initiatives to thrive. A design ecosystem relies on cross-pollination, and CityProg brings together partners and resources, helping to nurture young creatives by facilitating the exchange and blossoming of ideas all over the city.

創意及設計起動社群

「城區活動」用心孕育及栽培地區伙伴，讓設計生態蓬勃發展，到處結出創意的累累碩果。

建構設計生態的重中之重是要把創意花粉傳授開去，在「城區活動」的支持下，新的計劃不斷蜂擁而來。「城區活動」造就合作伙伴交換及善用彼此資源，發展及提升各項目的創意成果，驅動新力量振翅飛翔，讓創意在整個城市開花結果。



HUMMINGBIRD PRAISE

伙伴共鳴



Last year, we recruited more than 40 young people to coordinate and organise events for BODW CityProg. These young people were able to lead the events and contribute to their own community.

在去年的「設計營商周城區活動」，我們招募了四十多位青年加入統籌及組織，讓他們成為活動的主導者，為自己生活的社區作出貢獻。

Wan Cho-leong and Janette Wong
溫祖亮 (溫Sir) 及黃曉庭

Unit-in-charge and Youth Worker of Tsuen Wan Youth S.P.O.T.,
The Hong Kong Federation of Youth Groups
香港青年協會荃灣青年空間單位主任及青年工作員



In spite of being good quality, the works or activities we have done in the past seem to be very “rough” and not trendy enough. For China Bright Production, BODW CityProg plays a leading role in teaching us to equip ourselves and tackle challenges with creativity in these changing times.

雖然以往我們做的作品或活動的質素很好，但看起來十分「土炮」，不夠新潮。於耀華製作室而言，「設計營商周城區活動」就像是一個領頭的角色，會教我們如何去裝備自己，運用創意應對時代轉變帶來的挑戰。

Lee Kin-ming & Jacqueline Lee
李健明 (阿健) 及李維明

Project Managers, China Bright Production
耀華製作室項目經理



In the past few years, Architecture Commons Limited has participated in BODW CityProg and met many like-minded groups. Everyone has their own views on community development – and we’re glad that some ideas set aside in the past seem to be implementable through collaborations.

在參與「設計營商周城區活動」的數年間，Architecture Commons Limited 認識了許多志同道合的團體，大家對社區發展都有自己的看法，某些以往被擱置的想法，在共同合作的情況下似乎能夠一步步實踐，是一件非常值得開心的事情。

Eric Ho 何力輝

Co-founder and Director,
Architecture Commons Limited
Architecture Commons Limited 創辦及合夥人



Cross-Pollinating the Creative Community

傳播創意花粉

Fostering creative collaboration and nurturing design in the community

推動創意協作，在社區醞釀設計



Design thinking to make a difference

讓設計思維造就改變

HKFYG Tsuen Wan Youth S.P.O.T. is an NGO for youth that has extensive experience in community work, but was yet to employ design thinking to organise their programmes. The CityProg team worked with them to co-create an engaging Anchor Site Festival programme.

The programme connected Youth S.P.O.T. with one of CityProg's Design EduVation partners, the American Institute of Architects, to organise student workshops about the design of the communal space LightBe, a social housing project in Tsuen Wan. It also secured CityWalk as a venue sponsor for Youth S.P.O.T. Anchor Site Festival's exhibition, and helped promote the events with digital advertisements at The Mills and Nina Mall in Tsuen Wan.

香港青年協會荃灣青年空間是一所非牟利機構，為區內青少年提供服務已經多年，經驗豐富，但從未曾試過運用設計思維來策劃他們的活動。有見及此，「城區活動」團隊與他們合作協辦「主要伙伴場地創意節」，加添新意。

該計劃撮合了荃灣青年空間及「公眾社區教育項目」策略伙伴美國建築師學會香港分會，一起舉辦學生工作坊，探討位於荃灣的「要有光」社房企的公共空間設計。「城區活動」還協助他們取得荃新天地作場地贊助，以舉辦「主要伙伴場地創意節」的展覽，並同時獲得南豐紗廠及如心廣場贊助數碼廣告屏，將活動在當區的影響力發揚光大。



A festival made in Fo Tan

火炭製造 發揮本地創意

Since joining CityProg in 2019, GLOs Café by fooody was able to invite two Fo Tan-based creative partners to help expand and co-create an Anchor Site Festival with CityProg's encouragement and support.

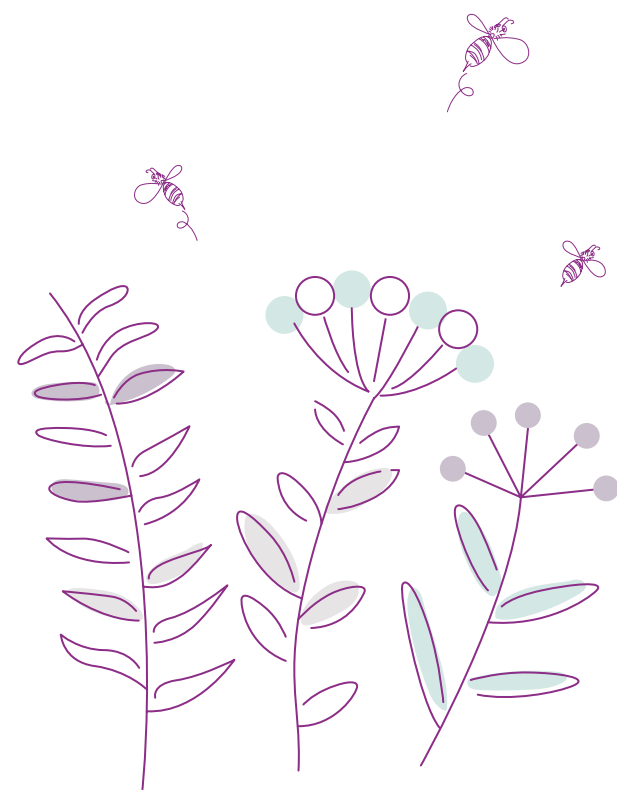
These collaborations inspired and activated other creative units in Fo Tan to join in, enhancing the magnitude of the event and its uniquely Fo-Tan culture within a 'Made in Hong Kong' context. Industry professionals contributed by sharing their views on Hong Kong's industrialisation. The team also organised guided tours of neighbourhood design studios, so the public could discover the creative side of Fo Tan.

自2019年加入以來，伙食工業在「城區活動」的鼓勵與協助下，成功邀請了兩個同樣位於火炭的創意伙伴共同策劃「主要場地伙伴場地創意節」，令區內的創意氛圍更濃厚。

這些協作觸發了區內其他創意單位的興趣與參與，令活動規模得以擴大，更突出了「香港製造」的獨特火炭文化。當中活動包括由業內人士分享對香港工業化的看法，以及帶領公眾走訪當區的設計工作室，讓他們發掘火炭的創意潛力。

Skilled in calligraphy and signage design, China Bright Production (CBP) is part of a community bringing new energy and inspiration to San Po Kong, a heritage industrial area. Inspired to collaborate with the Anchor Site, CBP welcomed cultural and creative groups, as well as second-generation factory owners who shared how design has transformed their brands and businesses into forces for social good.

Through CityProg's partnership, community connections have strengthened. With more platforms, the public learned about San Po Kong's design industry—including an opportunity to join a public stencil typography workshop at PolyU Hong Kong Community College.



A sign of good things to come

「招」來新想法

擅長書法和招牌設計的耀華製作室，一直希望為新蒲崗這個舊工業區注入新靈感。自從成為「主要伙伴場地伙伴」，耀華製作室陸續引入文化創意團體及廠二代，分享設計如何將他們的品牌和業務轉化為創造社會福祉的力量。

通過「城區活動」的伙伴合作，社區間的連結得以加強，而不同的活動平台也讓公眾加深對新蒲崗區內設計業的認識，例如由香港理工大學社區學院舉辦的公眾模版字工作坊。



Spotlighting social issues
聚焦熱門社會議題

Focusing on design research projects centred around social issues, Enable Foundation and its projects enjoyed greater public engagement by joining CityProg as a Design EduVation partner in 2019.

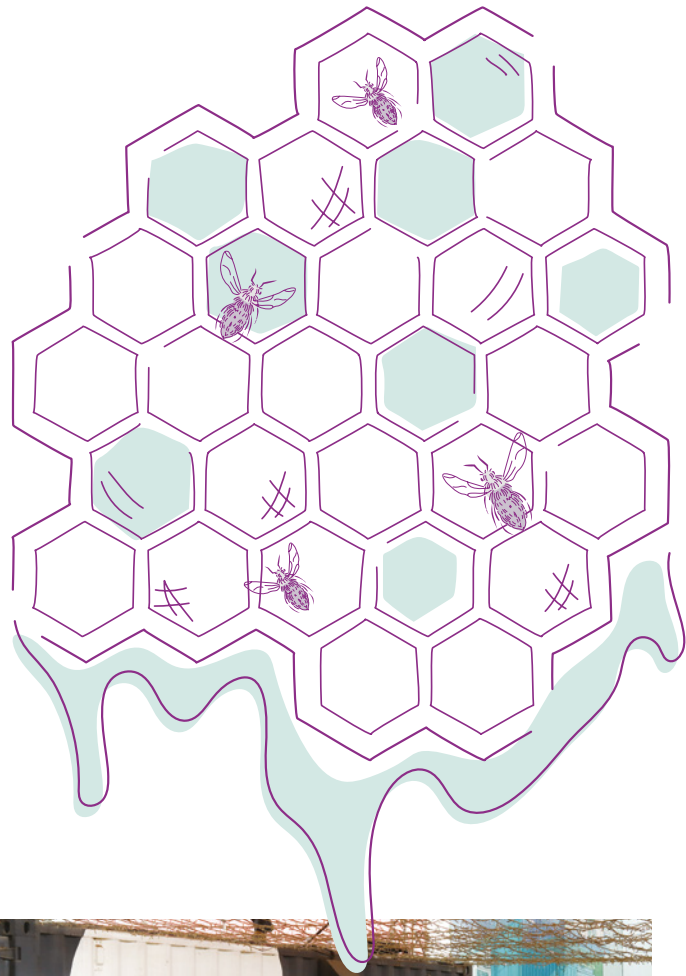
They won a Special Annual Award for Social Design at the 2020 Golden Pin Awards and continued this success by joining CityProg again. In 2020, they rolled out the Dementia Hong Kong Co-Creation Showcase II, organising two public exhibitions in Jordan and Sheung Wan.

With CityProg's funding support, Enable Foundation extended their physical event to a digital format to create more opportunities for participation, including co-creating a 'resting room' for those with dementia.

啟民創社一向致力通過旗下項目，圍繞社會問題進行設計研究，在2019年成為「城區活動」的「公眾社區教育項目」伙伴後，成功吸引更多公眾參與活動，屢創佳績。

在2020年奪得金點設計獎年度特別獎社會設計獎後，他們於同年再度加入「城區活動」，推出「腦化香港」設計物語II，並在佐敦及上環舉行兩場公眾展覽，讓大家進一步認識腦退化症及認知障礙症。

在「城區活動」的支持下，啟民創社將實體活動擴展至網上方式進行，從而讓更多普羅大眾有機會參與，當中包括為腦退化症患者而共創的「休息室」，以喚起外界的關注。



Making public space inspiring
公共空間承載靈感點子

NGO HKALPS runs a public event space in Kwun Tong. Experienced at event management and hosting different art events, they provide indoor and outdoor spaces for external parties to reach their audiences. CityProg reached out to HKALPS to organise "The Discovery of Design Arts among Kwung Tong Business District" Anchor Site Festival, and utilised seed funding from the programme.

The festival comprised a large outdoor exhibition, and guided design and industrial history tours of Kwun Tong for the community. The exhibition was well received by visitors, which encouraged HKALPS to organise large-scale installations and showcases in outdoor public spaces in the future.

非牟利機構香港藝士民間一直於觀塘經營公共活動空間，專為其他機構提供室內外場地以接觸目標群眾，在管理及籌辦活動方面經驗豐富，尤其是各種藝術活動。因此，「城區活動」邀請香港藝士民間成為主要伙伴場地，舉辦「發現觀塘商貿區中的設計藝術創意節」，以計劃提供的種子資金籌辦活動。

創意節包括設置大型戶外展覽，以及介紹觀塘區設計及工業歷史的導賞團，反應熱烈，為香港藝士民間日後再度舉辦大型戶外裝置及展覽注入強心針。



Growing from participant to partner
由參與者到合作伙伴

Architecture Commons Limited first joined CityProg in 2018 with the Design EduVation programme "Creative Windows", which inspired them to explore how people think about public spaces, communities, and human-centric neighbourhoods. They established Neighbourhood Innovation Lab in 2019 to help foster an inclusive neighbourhood identity in dense Asian cities and to contribute to bettering society through design and architecture. They joined CityProg again in the same year, as an EduVation partner with seed funding support.

In 2020, thanks to CityProg's network and introductions, Architecture Commons became a Satellite Event partner and connected with Swire Properties to continue Neighbourhood Innovation Lab in Wan Chai. The project received funding support from ChinaChem and extended to Tsuen Wan.

Architecture Commons Limited當初通過於2018年舉辦的「公眾社區教育項目」Creative Windows而成為「城區活動」一份子，並自此激發了他們探索大眾對公共空間、社區及重視人情味的鄰里關係的看法。他們於2019年創立伙伴關係鄰里研究所，為人口密集的亞洲城市打造具包容性的鄰里身份，並透過設計和建築締造更美好的社會。同年，他們以公眾社區教育伙伴身份再度參與「城區活動」，並獲得種子資金發展項目。

在2020年，藉由「城區活動」穿針引線，Architecture Commons成為衛星活動伙伴，並成功攜手太古集團，讓伙伴關係鄰里研究所的運作得以於灣仔延續。此外，該項目亦獲得華懋集團的贊助，擴展至荃灣區舉行。

Nurturing a Creative Cycle

推動創意循環

Empowering designers to connect with others, and building a future-focused ecosystem

讓設計師連繫各界，構建放眼未來的創意生態



Helping youth to thrive
助青少年展翅高飛

Hong Kong Children & Youth Services (HKCYS) has been a CityProg partner since 2018. The collaboration started with engaging young people to take part in a fashion parade at the Fo Tan Anchor Site Festival. GLOs Café by foody further strengthened this partnership by supporting 20 HKCYS young people to produce a short film under the mentorship of renowned local film art director, Alex Mok.

In 2020, foody continued their support by mentoring HKCYS participants in visual design and videography. In recognition of the partnership, HKCYS presented HKDC with a Caring Community Award in 2020.

香港青少年服務處自2018年起成為「城區活動」的合作伙伴，於首次合作中鼓勵年青人參加火炭「主要場地伙伴場地創意節」的時裝匯演。其後，伙食工業支持了20位香港青少年服務處的年青人，在本地著名電影藝術總監Alex Mok的指導下製作短片，進一步加強合作關係。

2020年，伙食工業繼續為香港青少年服務處的參加者提供支持，讓他們接受視覺設計和拍攝的培訓。香港青少年服務處更於2020年向香港設計中心頒發關懷社區獎，表揚友好伙伴關係。



Connecting a neighbourhood with its culture
連結街坊與文化

Using seed funding from CityProg, openground brought together a group of cross-disciplinary designers to become 'neighbour makers'. Through a series of design thinking workshops, the team engaged the community, budding designers, and Sham Shui Po neighbourhood craft stores. The aim was to use design thinking to connect the community with the district's material suppliers and local craftsman, bringing design into everyday life.

Their collaborative works were curated into an exhibition that showcased how local design and crafts can form part of a community's culture. In the future, a Sham Shui Po Material Map will be created to bridge the district's material suppliers and community's needs.

openground利用「城區活動」的種子資金，聯同一班不同界別的設計師擔任「neighbour makers」，合作舉辦設計思維工作坊，邀請街坊、本地新晉設計師，以及深水埗的工藝小店，以設計思維連結當地社群與材料供應商及工藝人，讓設計融入生活。

這些社區共創作品以展覽形式呈現，讓大眾了解本土設計與工藝如何結合社區文化，更計劃未來建立深水埗原材料供應商地圖，以設計思維連結區內材料供應及生活需求。



Showcasing sound from sustainability
永續之音

FabCafe Hong Kong, with seed funding from CityProg, presented their "Bring the Music to Life" Design EduVation programme. It included a Design Thinking Ideathon for young designers and students, thanks to FabCafe's first overseas collaborator: a creative community from Japan called Electronicos Fantasticos. Part of the programme promoted trash-to-treasure sustainable design practices: participants with an interest in electronic music recycled electrical appliances to create musical instruments.

Their creations were showcased at an exhibition that taught visitors how to use the technology of barcode scanners to find and create unique new sounds. It was a fresh twist on making music using design thinking.

「城區活動」的種子資金讓FabCafe Hong Kong成功呈獻「公眾社區教育項目」Bring the Music to Life，其中包括為年輕設計師和學生而設的「設計思維工作坊：從電子條碼器發掘新聲音」，為FabCafe與其首個海外伙伴、來自日本的創作社群Electronicos Fantasticos合辦，將廢棄電子產品再造成電子樂器，聚集一眾有興趣的人士，實踐永續設計概念。

他們的樂器作品於展覽中呈現，參與者更可學習運用電子條碼技術發掘新聲音，務求以設計思維為公眾帶來別具一格的音樂體驗。

DESIGN SPECTRUM

設計光譜

ENRICHING COMMUNITY CREATIVITY

無限創意 盡在社區

At 7 Mallory Street in Wan Chai, creativity runs rife. This is where you'll find Design Spectrum: an initiative by HKDC committed to stimulating creativity and strengthening the connection between the community and design through exhibitions, workshops, and more.

灣仔茂蘿街7號洋溢濃厚的創意氛圍，因為這裏就是設計光譜的所在地。設計光譜是香港設計中心為了加強社區與設計之間的連繫的重點項目，通過舉辦展覽、工作坊等活動激發社區大眾的創造力。



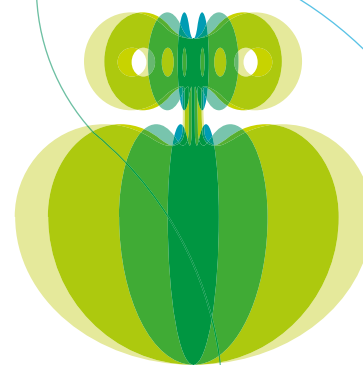
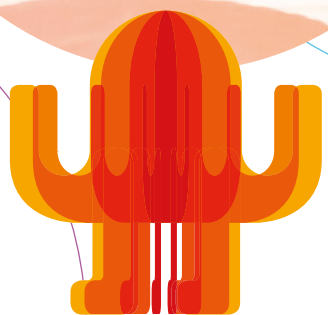
In early 2021, PLAY LIVES, an exhibition that explored the infinite possibilities of play and design, and one of the space's most dynamic exhibitions, attracted a large audience from all ages and walks of life. Co-curated by Rémi Leclerc, Founder of PolyPlay Lab, and Chi-wing Lee, Founder and Creative Director of Milk Design, PLAY LIVES featured over 90 play and design projects from around the world in interactive and themed rooms. The exhibition took visitors on a journey to discover the value of design in shaping contemporary play, and the importance of play when it comes to enhancing design.

2021年初舉行的「好玩日日」展覽探索玩樂設計的無限可能性，吸引不同年齡和背景的訪客，是設計光譜本年度最具活力的展覽之一。展覽由PolyPlay Lab創始人Rémi Leclerc和Milk Design創辦人及設計總監利志榮先生共同策劃，近百個來自世界各地的好玩設計項目，遍佈不同的互動及主題展區。公眾可以從中親身體驗玩樂過程，從而認識設計如何塑造當代遊樂，以及了解玩樂和設計互為推動的重要關係。



A specially commissioned work, *Rolling Fun – Community Playground*, took place in the open public space at 7 Mallory Street. Making use of the structures put in place during this work, Design Spectrum also held a Design Festival, comprising six events that offered an opportunity for the community to unleash their creativity. Visitors of all ages were invited to discover and experience the versatility of the installation and the space, and to join a series of workshops ranging from creative play to remote control car races. The public were also invited to design their own play ideas and provide suggestions for how to maximise the delight and possibilities of a playground. To engage and inspire visitors further, a 'playshop' workshop series and guided tours were held in parallel with the exhibition itself, with people of all ages and backgrounds attending.

於灣仔茂蘿街7號地下中庭擺放的委約項目「啟動換樂—歇腳遊玩場」，邀請大家利用當中的組件結構，共同創作「玩」法。設計光譜還舉辦「好玩設計節」，六個以玩樂為主題的工作坊圍繞創意玩樂到搖控跑車，讓大小朋友盡情發揮創意，發掘互動裝置和空間多變的玩法，一起化身成為玩樂設計師。活動亦邀請公眾設計出自己的玩樂主意，並就如何提升遊樂場的樂趣和可能性提出建議。展覽期間亦舉辦「免費玩作坊」和導賞團，與眾同樂。



DS SHOP



10:00am – 8:00pm (Mon – Sun)
早上10時正至晚上8時正 (星期一至日)

Shop 7, G/F, 7 Mallory Street, Wan Chai, Hong Kong
香港灣仔茂蘿街7號地下7室

A Design Treasure Trove

Established in December 2020 and located on the ground floor of 7 Mallory Street, the DS Shop is both a showcase and a retail spot for young design talent and start-ups from HKDC's flagship programmes, including DFA Awards, Design Incubation Programme, and Fashion Incubation Programme. Having displayed over 100 unique design products, including objects from the exhibitions, it provides designers with a year-round space to increase their brand awareness and exposure.

小巷裡的设计寶庫

位於茂蘿街7號地下的DS Shop，展出及售賣優秀設計作品，大多來自香港設計中心旗艦項目，包括DFA設計獎得主、設計創業培育計劃及時裝創業培育計劃內的年青設計師及初創企業。自2020年12月成立以來，店鋪售賣100多款設計獨特的產品，不少曾於設計光譜中展出，為設計師提供一個全年空間，以提升品牌知名度及開拓商機。

Pop-Up™ Booster Pop-Up™ 嬰幼兒餐椅

Studio Gooris Ltd



Light and portable, this innovative and super-strong origami-like folding booster seat is durable, versatile, and easy to clean—perfect for little ones.
如同摺紙般輕巧、方便攜帶的Pop-Up，結構極其堅固及耐用，加上易於清潔，是父母必備之選。

CHÂN BY ALAN CHAN Oriental Tea Perfume Collection 東方茶香水系列

Alan Chan Design Company



A collaboration between legendary French perfumers and designer Alan Chan, this collection features three limited-edition fragrances: Oolong Tea, Mint Tea, and Hojicha, with 'East meets West' stylistic touches.
設計師陳幼堅與法國傳奇調香師跨界合作，推出三款限量版香水：烏龍茶、薄荷茶及焙茶香味，包裝設計揉合東西方情調。

AN ALAN CHAN CONCEPT KILLER LE ROUGE 設計師口紅

Alan Chan Design Company



Shaped like bullets of confidence, and available in vibrant hues, these are the ultimate lipsticks, designed to unleash bold instincts for any occasion.
外型如同一枚子彈的設計師口紅，色彩鮮明大膽，是適用於任何場合增強自信、喚醒內在魅力的不二之選。

NOW 當下

Alan Chan Design Company



The 'Magic of Chinese Calligraphy' clock was a sensation in 1998. This continuation of the limited-edition classic is a modern, yet timeless, watch for all design sensibilities.
書法時鐘在1998年推出，吸引不少粉絲搶購收藏。由其復刻而成的《當下》腕錶以限量版發售，設計既富現代感，又恆久耐看，讓經典設計得以延續。

ZERO TO UNLIMITED Ruffled Knit Top 零至無限 荷葉邊針織上衣

ARTO



An eye-catching explosion of orange and blue, this futuristic knitwear top tells a story of how molecules gather to create unlimited possibilities.
這件富未來感的針織品採用亮藍色和鮮艷的橙色，訴說分子轉化過程中的無限可能。

FRUITY SOUND 播個水果 STICKYLINE



Bright and fun, these three vibrant Bluetooth speakers shaped like origami fruits are great gifts for those who love music.
三款看似水果摺紙的藍牙小音響，配上繽紛活潑的顏色，是送給音樂愛好者的創意禮品。

Bubble Memory Stick 泡泡記憶棒

Yellowdot Design Limited



Memories are whimsical, and this bubble-stick inspired USB flash drive is a playful way to preserve special moments while having a little fun.
兒時吹泡泡用的泡泡棒今天化身USB記憶棒，承載童年回憶，同時保存重要的數碼資料。

THIS IS HONG KONG Puzzle 《從前，有個香港》原畫拼圖

Cup Magazine Publishing Limited



Hand-painted and easy to carry and complete on the go, this map puzzle depicts the charm of Hong Kong in the 1960s.
這款方便攜帶的原畫拼圖以人手繪製地圖，拼湊出60年代的香港情懷。

Meet the Murray Invisibilis Moveré Limited



Channelling chromaticity, this colourful design reflects Hong Kong's multiculturalism and historical architecture in a wearable work of art that is both timeless and luxurious.
此圍巾反映香港多元文化及歷史建築，並加入色度元素，重塑可穿戴藝術作品的概念，集經典與奢華於一身。

Where Are You Going? Benny Lau



Go on a journey of wonder in a stickerscape book that follows Gato the cat and Galo the rooster on an adventure.
自主創作stickerscape貼紙風景書讓你跟隨貓仔亞嘉度和雞仔亞嘉路的步伐，踏上一趟冒險之旅。

Phoenix Coronet 鳳冠

Wist Group Limited



Adorned with precious jewels, stones, pearls, and jade, this ornate and exquisite coronet honours tradition and modern beauty to bring brides good fortune, hope, and happiness.
這頂華麗精緻的鳳冠飾以珍貴的珠寶、玉石、珍珠和翡翠，糅合傳統和現代之美，為新娘帶來祥瑞、希望和幸福。

Tomorrow Myth 明日神話

llab Design Limited



Created to raise awareness of endangered animals, this series of sophisticated and colourful enamel pins highlights creatures who need our help to survive.
此系列將受保護動物的圖案製成搪瓷別針，充滿神話之美，更喚起大眾對瀕臨絕種生物的關注。

Tetra Soap 防坡堤造形防滑冷壓手工皂模

Furnitury Limited



Slow-made with cold-process production, these handmade and fragrant soaps tackle the slippery soap problem with a unique tetrapod-shape that's 100% slip-free.
慢工出細貨—手造冷壓肥皂獨特的水泥防波堤造型，確保拿起時「滑不溜手」，還配以淡淡香氣。

The New Floor Invisibilis Moveré Limited



With a motif inspired by the ceiling architecture of the Chi Lin Nunnery in Hong Kong, this stylish scarf transports you to a place of serenity.
這款時尚圍巾設計意念來自香港志蓮淨苑的天花建築設計，令人彷彿進入了寧靜平和之地。

2020-2021

111 DESIGN FOR THE PUBLIC

5 minutes with...
與項目總監5分鐘對談

PLACEMAKING # 地方營造
DESIGN ECOSYSTEM # 設計生態圈
PARTNERSHIP # 伙伴合作

DESIGN FOR THE PUBLIC

讓設計走進公眾

• ISABELLA CHOW 周詠賢

Director, DFA Awards, Design Exchange (Design Spectrum)
DFA設計獎及設計交流項目總監 (設計光譜)

• SAM LAM 林美華

Director, Business Development & Projects
(BODW CityProg and #ddHK)
業務發展及項目總監 (設計營商周城區活動及設計#香港地)

#Q1

What were some of your key initiatives over the year, and how did they promote knowledge and appreciation of design?

過去一年舉辦過什麼主要活動？

這些活動如何提升公眾對設計的知識和欣賞？

Sam · Between BODW CityProg and #ddHK, we had projects centred around urban regeneration, placemaking, storytelling, and community engagement. #ddHK's 'The Heart of Cyberpunk' was an immersive fashion experience that brought together digital artists, animators, AI designers, and more. We sourced materials from Sham Shui Po, where it was held, and used local designers and part-time workers in its setup to cultivate our roots in the district—as the future HKDC headquarters. Alongside our 'SSP_People', these projects really engaged the people in the neighbourhood. By shining a new lens on the area, we reintroduced the neighbourhood to the local community—showcasing the stories of ethnic minorities and using design to build a more inclusive society.

BODW CityProg is a citywide design activation programme driven by local partners. We partnered with them or matched them with partners to present over 200 unique events across Hong Kong. Each event connected people and creative energy, and enabled us to work with students and NGOs to benefit neighbourhoods, while developing local creative ecology.

設計營商周城區活動和設計#香港地項目以市區再生、地方營造、敘事和社區參與等為主軸。設計#香港地的數碼龐克號創意時尚體驗，雲集數碼藝術家、動畫師、人工智能設計師等。活動於深水埗進行，因此我們就地取材，又邀請當區設計師及居民共同參與製作，滋養創意力量在這片香港設計中心未來總部的所在地成長。與此同時，「深水埗人_人」讓街坊朋友真正參與其中，用嶄新角度呈現深水埗的方方面面，將少數族裔的故事娓娓道來，充分實踐以設計創建更具包容性的社會。

設計營商周城區活動是一個全城設計起動計劃，我們通過與本地伙伴合作或提供配對服務，順利在香港各區為公眾帶來200多場各具特色的活動。每場活動都展現出連繫大眾和創意的力量，為我們帶來與學生和非政府組織合作的機會造福社區，並開拓當地的創意生態。



“ *We want to grow bigger and make design a part of the community, with more involvement from corporates and grassroots organisations to reach a variety of people in the design ecosystem.* ”

我們希望繼續擴大規模，令設計成為社區的一部分，鼓勵更多企業和基層組織參與，接觸設計生態中不同層面的人士。

Isabella Chow 周詠賢

Isabella · The two big projects for Design Spectrum were the PLAY LIVES Exhibition and our DS Shop.

The PLAY LIVES exhibition stimulated the public's knowledge about both play and design, offering people of all ages the opportunity to explore their child-like creativity. Secondary school students and their teachers joined workshops where they were able to create something and understand what design is about. Setting up the exhibition meant engaging designers, makers, engineers, production houses, curators, craftsmen, and more. It demonstrated how important and valuable it is for everyone to co-create in the design process. The newly opened DS Shop is also a great way to showcase designers' work and support their commercial success.

設計光譜的兩個大項目是「PLAY LIVES好玩日日」展覽和DS Shop。

「PLAY LIVES好玩日日」展覽引起了公眾對玩樂和設計的興趣，讓不同年齡的人士重拾童真，親手創作自己的玩意，還有創意工作坊讓中學生和老師一起通過創造領悟設計的意義。舉辦展覽為設計師、創客、工程師、製作公司、策展人、工匠等帶來合作機會，體現設計過程中共同創造的重要性和價值。新開幕的DS Shop則是展示設計師作品的極佳途徑，同時支持他們取得商業成功。

#Q2

Looking back, was there anything you were particularly proud of?

回顧過去的工作，有什麼令你引以為傲？

Sam · Placemaking became part of our bigger mission and will continue to be important for the future. Our #ddHK transFORM installations on the harbourfront demonstrated to the public that they too can participate in the discussion about shaping the future of our city and how we use our collective spaces. Our projects stimulated imaginations, reactivated both old and new areas, and sprouted the creative seeds for new ideas to grow.

地方營造更大程度地成為我們使命的一部分，且對未來舉足輕重。我們在維港海濱一帶的設計#香港地「維港蛻變」七組設計裝置，就邀請市民一起討論如何塑造未來城市及使用公共空間，突顯公眾參與的重要性。我們的項目不但激發想像力，還能夠為新舊地區注入活力，並播下敢想敢創的種子。

Isabella · It surprised us and the curator of PLAY LIVES to see so many families and children come to the exhibition. The number of visitors was a big plus, and its location in a historic building on Mallory Street also made that possible. It showed us why our premises were the right place to promote design and the benefits of being accessible. The DS Shop supported that as well, with people coming in from the street to browse and purchase unique design products.

看到許多家庭和孩子們都踴躍前來參觀「PLAY LIVES好玩日日」，我們和策展人都驚喜萬分。設計光譜坐落於灣仔茂蘿街歷史建築，方便熱鬧的選址具有吸引人流的優勢，有利推廣設計。DS Shop的街舖位置也十分便利，方便途人光臨欣賞及選購獨一無二的設計作品。

#Q3

What's next?

接下來有什麼新項目？

Isabella · We would be excited to expand Design Spectrum to other districts to offer more exhibitions and more retail products from designers. We want to grow bigger and make design a part of the community, with more involvement from corporates and grassroots organisations to reach a variety of people in the design ecosystem.

我們熱切期盼能夠把設計光譜擴展至其他地區，從而為設計師帶來更多展覽和零售的場地及機會。我們希望繼續擴大規模，令設計成為社區的一部分，鼓勵更多企業和基層組織參與，接觸設計生態中不同層面的人士。

Sam · Through our BODW CityProg, we want to continue to support design-driven programmes for social good, incubate more creative talent, and link these with the public and communities. Partnership is very important, so we will continue to strengthen our existing partnerships and bring on board more who share our mission and spirit of collaboration. This will catalyse the integration of design and design thinking across the city.

通過設計營商周城區活動，我們會繼續支持設計項目，為社會創造福祉，孕育更多創意人才，同時加強與公眾及社區連繫。伙伴的參與和支持非常重要，因此我們將鞏固現有伙伴合作關係，引入更多理念相同、合作無間的組織，讓設計及設計思維的力量傳遍香港。

“ *Our projects stimulated imaginations, reactivated both old and new areas, and sprouted the creative seeds for new ideas to grow.* ”

我們的項目不但激發想像力，還能夠為新舊地區注入活力，並播下敢想敢創的種子。

Sam Lam 林美華



EXPANDING YOUR DESIGN REPERTOIRE

設計面面觀

There are many ways of enriching your knowledge and appreciation of design, such as through the public activities and resources offered by HKDC and partners. They rev up your creative power by enabling you to see design both far and near, learn from innovative leaders, and discover design via different channels.

設計的世界無限大，想從不同角度認識及鑒賞設計？香港設計中心與合作伙伴打造形形色色的公眾項目，並提供資訊和資源，讓你涉獵多元設計，向創新領袖取經，提升創造力。設計新意無處不在，時時刻刻待你發掘。

創意設計博覽

DesignInspire

3-9 DEC 2020



Organised by the Hong Kong Trade Development Council (HKTDC), the DesignInspire ONLINE showcase was open to both trade and public visitors from 3 to 9 December 2020 and featured designs from Hong Kong, Mainland China, Japan, Korea, and Australia.

Promoting a spirit of innovation and creative problem-solving, this year's theme, 'Design for Good', was about delivering positive energy to society, and embracing quality design ideas and innovations that can empower people to overcome adversity in the global pandemic. A series of global design projects were featured online, while a live-streamed InnoTalk series covered discussions about industry trends, and a variety of online workshops welcomed both adults and children.

As a co-organiser of the event, HKDC had a pavilion at DesignInspire ONLINE and presented an array of work by Hong Kong designers from its Design Incubation Programme (DIP) and Fashion Incubation Programme (FIP), alongside DFA Awards winners from around the world. Visitors were also able to learn more about HKDC's community programmes, including Design Spectrum, the open-to-the-public initiative at 7 Mallory Street in Wan Chai, and the more-than 200 design events that are part of BODW CityProg to activate citywide creative business and community.

2020年12月3日至9日，由香港貿易發展局主辦的DesignInspire創意設計博覽（線上版）盛大舉行，為業界及公眾展示來自本地、中國內地、日本、韓國和澳洲等地的設計項目。

今年博覽以「Design for Good」為題，全力推動創新和創意解難的精神，為社會注入正能量之餘，亦聚焦協助人們克服「疫」境的高質素的設計理念和創新思維。網上博覽展出一系列國際設計師及團體的創意設計項目，而同步直播的「創新對話」系列亦探討行業趨勢，還有適合大小朋友參加的網上工作坊。

作為活動的協辦單位，香港設計中心在DesignInspire設有線上展館，展示設計創業培育計劃及時裝創業培育計劃旗下一系列本地設計師的傑作，還有來自全球各地的DFA設計獎得獎者。參觀者亦可透過生動的介紹進一步認識香港設計中心的社區項目，包括位於灣仔茂蘿街7號的公眾平台設計光譜，以及起動全城創意商業和社群的設計營商周城區活動帶來的200多項設計節目。

新城知訊台節目

Metro Radio Programme

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“Good Life Good Design” Metro Radio Programme
HKDC continued co-hosting its popular and enlightening radio segment, ‘Good Life Good Design’, on Metro Radio’s Doors to the World programme. The hour-long segment on MetroInfo FM99.7 has been on the air since 2017, and last year featured a variety of fascinating interviews with Hong Kong creative trailblazers and emerging young designers. Considered to be one of HKDC’s important initiatives for promoting design to the public, it continues to be an inspirational programme that balances lively interviews with current industry discussions around design and design thinking.



Hong Kong’s largest annual design festival, deTour, took place at PMQ from 27 November to 6 December 2020, with a packed schedule of events and exhibitions united by the theme ‘Matter of Life’. deTour’s curatorial team, Trilingua Design, collaborated with talented local and international designers to present the vibrant line-up of exhibitions, workshops, and talks, exploring design’s evolving purpose in a changing world. With the goal of sparking new perspectives and experiences, deTour also launched its first virtual festival with physical and live-streamed events. Some 33,325 visitors attended in person, with 321,535 visiting the official website.

香港最大型的年度設計節deTour一項接一項的精彩活動於2020年11月27日至12月6日，在PMQ元創方圓滿舉行，以「設計本源」為主題，策展團隊參語設計與才華橫溢的本地及國際設計師合作，舉辦形形色色的展覽、工作坊和講座，探索設計在瞬息萬變的世界中擔當的角色。為了引入新角度、打造新體驗，deTour還推出首個虛擬設計節，糅合直播與實體活動同步進行。現場人次達33,325，而官方網站亦錄得321,535訪客人次。

新城知訊台「生活就是設計」節目環節

香港設計中心一直與新城知訊台節目《世界隨意門》合作，製作廣受歡迎及具啟發性的環節「生活就是設計」。自2017年起，長達一小時的環節於新城知訊台FM99.7播出，是香港設計中心向公眾推廣設計的重要平台之一，去年更訪問了香港一眾設計精英及新晉年輕設計師，趣談啟發人心的創新設計及設計熱話，分享跨界創意的無限可能。



deTour

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27 NOV - 6 DEC 2020



設計教育領袖論壇

Leadership Forum on Education

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30 NOV 2020

Held on 30 November 2020, during Business of Design Week, the Leadership Forum on Design Education was held virtually for the first time. Centred around the theme ‘Design Education in the Era of AI’, the thirteenth edition of the forum was jointly organised by The Hong Kong Polytechnic University School of Design, the Hong Kong Design Institute and HKDC. Renowned academics and design industry leaders came together to share insights and discuss the future of design education, with attendees joining from 21 different countries and cities.

設計教育領袖論壇首次以虛擬方式，於2020年11月30日設計營商周期間舉行。論壇以「人工智能時代下的設計教育」為主題，由香港理工大學設計學院、香港知專設計學院及香港設計中心合辦。知名學者及設計界領袖聚首一堂，於來自21個不同國家和城市的與會者見證下，分享見解並探討設計教育的未來。



亞洲知識產權營商論壇

BIP Asia Forum

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3-4 DEC 2020



Organised by the HKSAR Government, HKTDC, and HKDC, the tenth Business of IP Asia Forum (BIP Asia Forum) was held on 3 and 4 December 2020. Hosted virtually, the event brought together more than 60 international business leaders and intellectual property experts, who discussed the latest industry trends and developments, and shared insights and observations about IP issues in an ever-changing world. Hot topics included ‘Open innovation: Driving Collaboration in Times of Change’, ‘Creating IP Values through Collaboration’, and ‘IPHatch Hong Kong: Supercharging Innovation for Impact’, among others. Over 14,500 viewers from across 48 countries and regions joined the forum.

由香港特別行政區政府、香港貿易發展局及香港設計中心合辦的第十屆亞洲知識產權營商論壇於2020年12月3日至4日於線上舉行。論壇匯聚了60多位國際商界領袖及知識產權專家，討論最新行業趨勢和發展，針對知識產權問題分享與時並進的見解。熱門話題包括「開放式創新：轉變中推動協作」、「通過協作創造知識產權價值」、「IPHatch香港：激發創新 釋放潛力」等。論壇活動吸引了來自48個國家及地區超過14,500名觀眾參與。

書刊

Publications

To help enrich design knowledge and appreciation, strengthen the profile of design events, and spark creativity, HKDC continues to produce a variety of publications and newsletters that share design stories, insights, and inspiration.

為了提升大眾對設計的認識和鑑賞力，加深設計活動的影響力並激發創意，香港設計中心製作各項書刊及通訊，與社會各界人士分享設計故事、洞見和靈感。



Design for Asia: DFA Awards 2020

Featuring a remarkable line-up of the year's DFA Awards winners, readers can discover the people, ideas, and creations behind acclaimed designs in Asia. Highlighting pioneering design in science and technology, environmental experiences, and social and humanitarian issues, this awards book spotlights three design giants, 197 design projects and 16 young designers.

《給亞洲設計 — DFA設計獎2020》

此書輯錄了2020年陣容強盛DFA設計獎得主，讀者能發掘備受讚譽的亞洲設計背後的人物、理念和創作過程。書中展示於科技革新、環保體驗、社會議題和人文關懷方面的嶄新設計，聚焦三位設計大師、197個得獎項目和16位年輕設計師。

DMatters

HKDC's quarterly e-newsletter, *DMatters*, is a rundown of the latest design news and updates from across HKDC's programmes. Showcasing dynamic start-ups; award-winning designers and their work; and public engagement initiatives; it's an inclusive digest that inspires a deeper appreciation for design.

To subscribe, visit www.hkdesigncentre.org

香港設計中心的季度電子通訊DMatters扼要介紹設計人才及各項活動消息，展示初創企業的動向、獲獎設計師及其作品，以及面向公眾的設計活動公眾參與活動等，內容包羅萬有，啟發更多人欣賞設計的力量和價值。

訂閱：www.hkdesigncentre.org



HKDC Annual Report 2019-2020

Design Redefined, HKDC's 2019–2020 Annual Report is centred around the theme of redefining design as a people-orientated approach to solving problems, and harnessing design thinking to navigate challenges on the horizon. Highlighting HKDC's new milestones and partnership engagements, the report is crafted to look and read like a magazine and be just as engaging as the initiatives and events it showcases.

《香港設計中心年報 2019–2020》

「設計·再定義」是香港設計中心2019–2020年報的主題，強調為設計重新定義，通過以人為本的方法來解決問題，並利用設計思維應對即將來臨的挑戰。年報內容突顯香港設計中心的新里程和協作項目，閱讀起來像一本雜誌，就如過往的各個設計項目和活動一樣引人入勝，娓娓道來。



Living in Design: Stories of 16 Designers

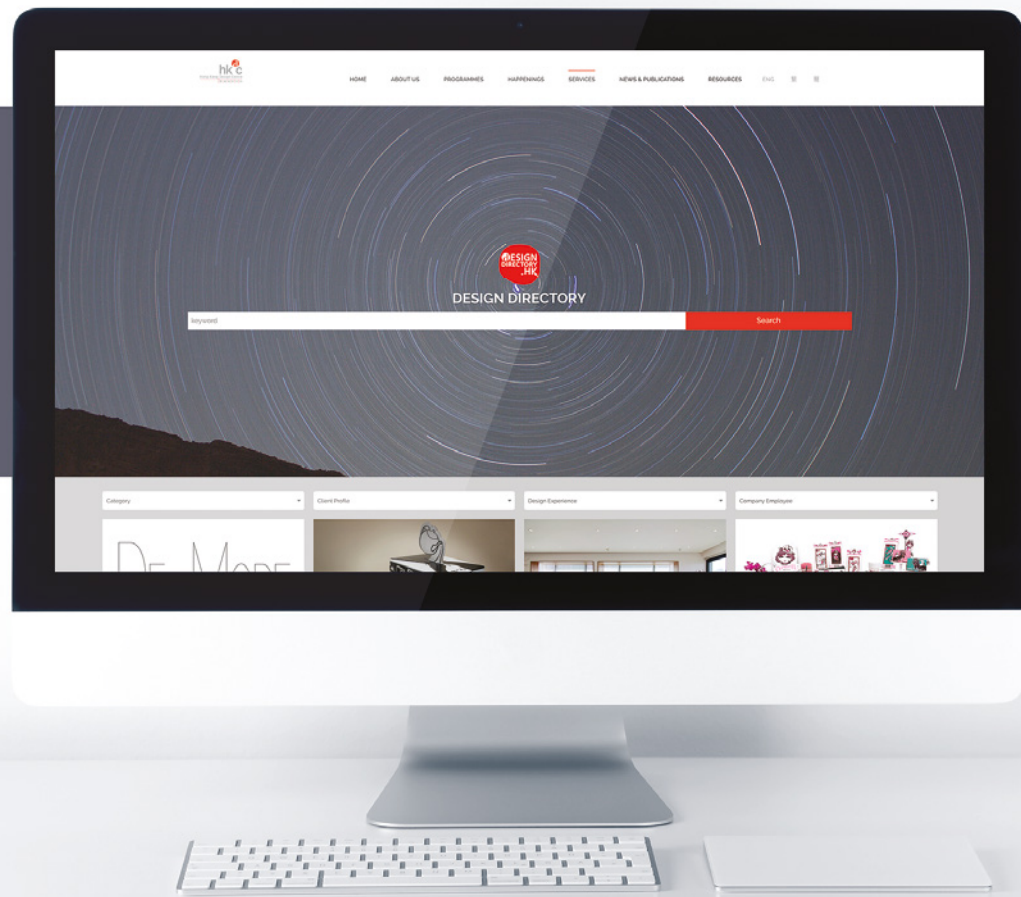
The third in HKDC's publication series with Joint Publishing, *Living in Design* takes a closer look at the impact of good design across four themes: Wear, Eat, Live, Play, through interviews with 16 Hong Kong designers—who are also DFA Hong Kong Young Design Talent Award winners. As one designer comments, "Design is like air. You may not think about it, but it is essential." With the world rapidly changing, these stories explore how design can help us live well.

《活在設計 — 從衣食住閒開始》

香港設計中心與三聯書店出版的作品系列第三部，採訪了16位獲得DFA香港青年設計才俊獎的香港設計師，深入探討優秀設計對衣、食、住、閒的影響，以及設計如何令生活在瞬息萬變的世界中更美好。正如其中一位設計師所說：「設計就如空氣。或許你平日不以為意，但它無比重要。」

香港設計指南

Hong Kong Design Directory



HKDC publishes the Hong Kong Design Directory on its website. The directory connects design enterprises and creatives across different disciplines with businesses that need design expertise and services.

To search the directory, visit www.hkdesigncentre.org

透過香港設計中心的網上香港設計指南，從事各類設計專業的公司和創意人才可以展示其設計經驗和能力，讓有需求的企業進行配對。

指南可於香港設計中心網站瀏覽：www.hkdesigncentre.org

ERIC YIM

嚴志明



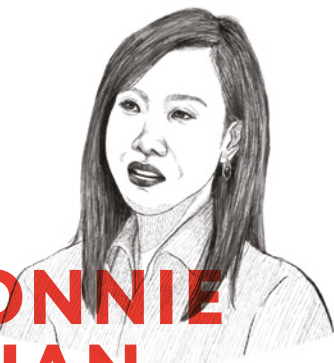
Chairman
董事會主席

It's important to broaden the scope of your thinking and diversify your experience. Try to truly understand the value and purpose of design, and figure out how to do more good to the world rather than look good in your portfolio.

擴闊思考空間，嘗試用心理解設計的價值和意義，不應只求豐富自己的履歷，而是豐富你的閱歷，並務求令世界變得更美好。

陳德姿

BONNIE CHAN



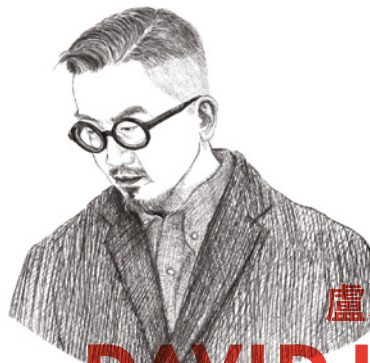
Vice Chairman
董事會副主席

Design is a discipline that applies to every aspect of personal and professional life. Be intentional, purposeful in your design, be humble and patient while honing your craft, and be ever so curious and adventurous as you grow.

設計這門學問能應用於個人及專業發展的方方面面：做好設計須敏於觀察、有的放矢，精益求精之餘，亦須保持謙卑和耐性，懷抱好奇心和冒險精神以不斷進步。

Drawing from your personal experience, what is one piece of advice you have for young designers wanting to succeed?

從個人經驗來看，你對於希望成功的年輕設計師有什麼建議？



盧永強

DAVID LO

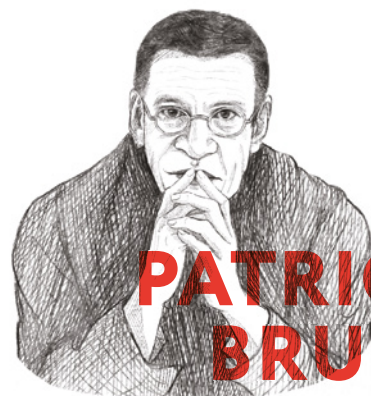
Vice Chairman
董事會副主席

Everyone has a different definition of DESIGN. Over the years, I have worked in many roles of its spectrum such as designer, art director, brand consultant, teacher, editor, even media management. Every segment of my design journey is fun, rich and exciting.

Design is not just a job. It's a personal challenge.

每個人對設計都有不一樣的定義。多年來我擔任過不同職位，如設計師、藝術總監、品牌顧問、教師、編輯，甚至媒體管理層。每段設計之路都令我感到有趣、充實和興奮。

設計不只是一份工作，而是對個人的挑戰。



PATRICK BRUCE

Director
董事

An ambition for designers – as expressed so effectively by the late Bill Moggridge in this quote from an interview with Debbie Millman for the Smithsonian Magazine.

"If you think about what people are most interested in... it doesn't occur to them that everything is designed, that every building, everything they touch in the world is designed, even foods are designed nowadays. So the idea of getting that into people's heads and helping them understand it, making them more aware of the fact that the world

陳凱欣

HOI-YAN CHAN



Director
董事

Our creation was created to create. Salvador Dali said, "Have no fear of perfection - you'll never reach it." Just because we're so imperfect, we're made perfect to create unlimited possibilities.

創作是不斷尋求創新突破。Salvador Dali曾說：「無須害怕完美—因為你永遠無法達到。」因為不完美，因此我們希望追求完美以創造無限可能。

around us is something that somebody has control over and perhaps they could have control of, that's a nice ambition."

設計師的抱負—最精妙的說法可從一篇刊登於美國Smithsonian雜誌中，已故設計大師Bill Moggridge回答Debbie Millman的訪問中參透：「想想人們最感興趣的東西……他們不會想到每件事物都是精心設計的，他們也不會一下子想到每座建築或每種食品也是設計而成的。因此，能夠站在人們的角度，讓他們留意到設計師打造的世界，知道也許自己亦能參與其中，這是個很好的抱負。」

VIVECA CHAN

陳一枬



Director
董事

Good design starts with ideas, putting creativity and aesthetics to work that exceeds expectations. Young designers should keep an inquisitive mind, pursue interests that may not directly relate to your work. This diverse experience can give you fresh inspiration to think out of the box.

優秀設計始於好的構想，結合創意和美學，效果可能超乎想像。年輕設計師應保持好奇心，積極追求工作以外的興趣，因為多元化的體驗可帶來新靈感，助你跳出思考框框。



陳弘志
LESLIE CHEN

Director
董事

One often feels proud to be a learned and competent young designer, but one also needs to remain humble to further advance oneself. One of my favorite quotes – “It was pride that changed angels into devils; it is humility that makes men as angels,” Saint Augustine.

年輕有為的設計師不應驕傲，應虛心學習，尋求進步。我喜歡Saint Augustine的名言：「驕傲令天使變成惡魔，謙遜令人成為天使。」



CHEUNG ALAN

張益麟

Director
董事

When proposing your idea, set up the problem you were trying to solve, and then describe how your solution solves that problem with empathy. The best design work is not only compelling visually and emotionally, but actually solves a social issue or business objective in which all the stakeholders are benefitted.

提出建議時，先清楚界定要解決的問題，然後才點明你的方案如何為用家設身處地解決問題。最好的設計不求花巧或煽情，而是能夠真正解決社會問題或助長業務的方案，令所有持份者受惠。



周凱瑜
JOANNE CHOW

Director
董事

Business acumen is as essential as creativity to the design process. It's crucial to develop a sustainable business model, a personal principle, to excel in an evolving market - a fulfilled life depends more on how we plan our course and being present to execute our ideals.

在設計過程中，商業頭腦和創意同樣重要。在不斷變化的市場中，開拓可持續的商業模式和個人風格能助你脫穎而出，充實的生活取決於我們如何規劃，專注實踐理想。



CHUNG FELIX

鍾國斌

Director
董事

Success is only reserved for those who are well prepared, because success is not innate, but created by yourself. One needs to go through numerous challenges in the process of creation. Opportunities are believed to be everywhere, and you have to actively gear up yourself and strive for it!

成功只會留給有準備的人，因為成功不是先天的，而是靠自己的努力。每個人在創作過程中都須經歷無數挑戰，但機會無處不在，你要積極裝備自己，時機一到便全力以赴！



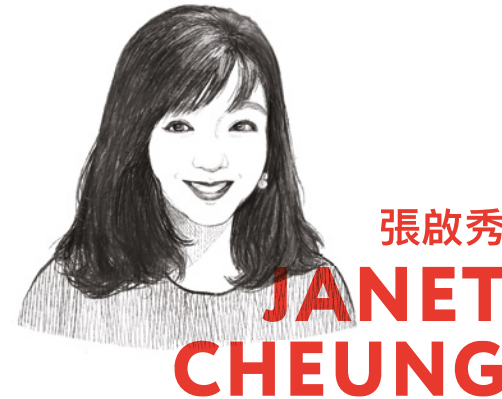
BENSON CHEUNG

張本善

Director
董事

Having been a communication designer, design entrepreneur and academic for decades, I observed that the key quality of a successful design professional is to have an open and humble mind to job requirements and stakeholders. If a young designer is very talented but self-centred with a big ego, I do not think he/she will go very far to become successful in his/her design career.

過去數十年，我一直擔任傳意設計師、設計企業家和學者，我觀察到成功的設計師須擁有一顆謙遜的心，對持份者和工作要求須保持開放的態度。如果一位年輕設計師非常有才華，但自我中心又自負，我不認為他能在設計生涯中取得成功。

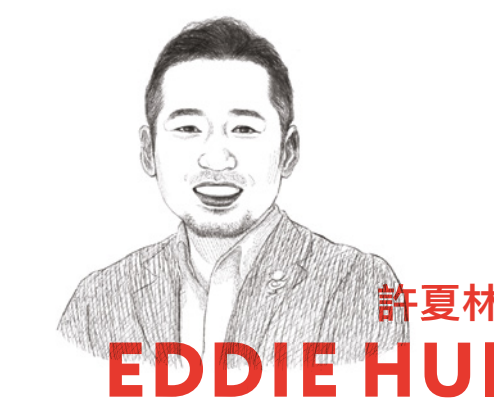


張啟秀
JANET CHEUNG

Director
董事

Genuine talent with refined aesthetic sense; creativity combined with sophisticated craftsmanship; passion & persistence in thriving for perfection. All these are key ingredients for a true blue designer to make magic happens, and the rest will follow. Most importantly, best to expose your work in cities & cultures where they recognise true talent, so that the diamonds in the rough could shine and be discovered.

真正的時裝設計人才是具有精緻的審美觀；天賦的創造力與成熟的技術相結合；並有堅持追求完美的熱情，以上這些都是創作優質設計的關鍵因素，事業成功將指日可待。另一重要的關鍵是在真正能發掘人才的城市和文化中展示您的作品，讓原石中的寶石能閃耀奪目。

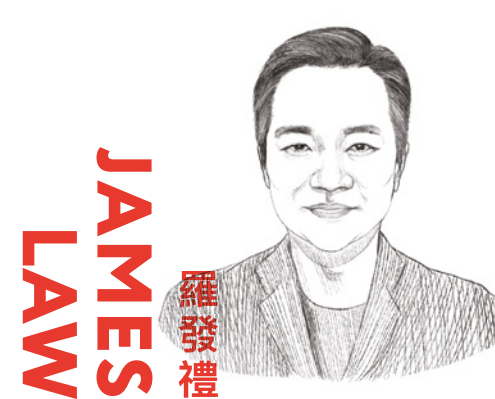


許夏林
EDDIE HUI

Director
董事

Always think of out the box. If you don't get out of your comfort zone, you would never know what you can achieve. Do your best and never regret!

突破思想框框，跳出舒適圈，你的成就可能超乎所想。只有盡力而為，才不會後悔！



JAMES LAW

羅發禮

Director
董事

“There is no Fate than what we Make for Ourselves” - John Connor (The Terminator movie). This is what I hope every young designer realises if you want to find your own success.

《未來戰士》電影主角John Connor的其中一句名言是「命運由我不由天」。我希望每位追求成功的設計師都明白這句話的意義。



Director
董事

Finding the right design question is far more important than generating good design solutions. Among the questions, 'Why do we need design?' and 'What the design is for?', are more important than 'How can we design?'.

設計時，問對問題遠比做出好的方案重要，要先了解「為什麼需要設計？」和「設計目的是什麼？」，比起「如何設計？」更為重要。



Director
董事

A designer has to be passionate in life and work, willing to take on challenges and move out of your comfort zone to experience life at its fullest, as each daily life experience could be a great inspiration. We believe we can make a positive impact in our communities by creating human-centric, inclusive and sustainable designs.

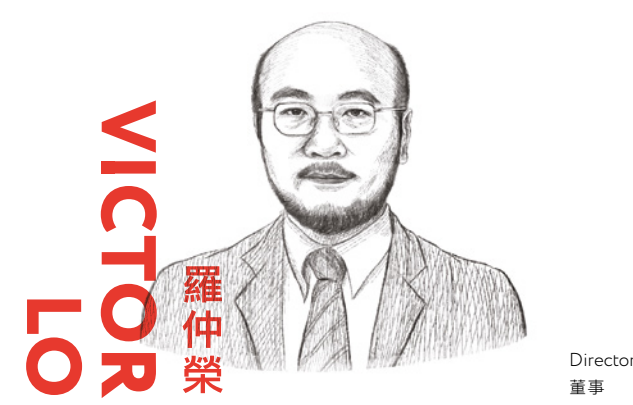
設計師必須對生活和工作充滿熱誠，並勇於接受挑戰，不安於現狀，盡情體驗生活，視每天生活為靈感來源。我們相信通過創造以人為本、共融和可持續的設計，能為社區帶來正面影響。



Director
董事

Success comes from relentless hard work. It is measured by one's willingness to help and contribution to the community.

成功來自不懈的努力。樂於助人和貢獻社會才是衡量成功的標準。



Director
董事

Covid-19 is a very threatening crisis to the whole world. Many of the changes caused by Covid may not be reversed for some time to come. This may bring about lots of new and exciting opportunities for prudent change management and smart problem solving.

新冠疫情威脅全球，並造成許多一時間無法逆轉的改變，但同時亦為縝密的應變管理和創意解難帶來前所未有的新機會。



Director
董事

A successful designer must own at least one masterpiece in his life, which is more important than fame, money, and applause!

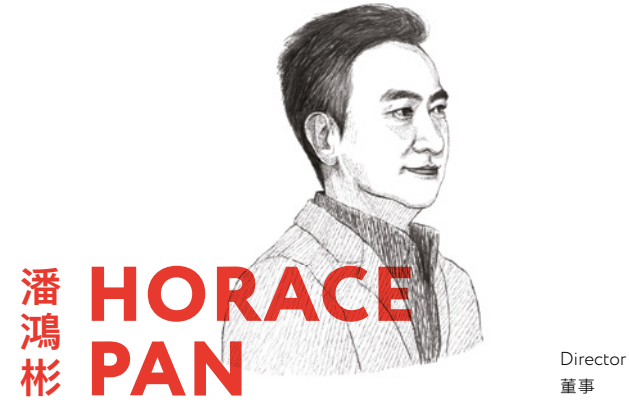
我認為成功的設計師一生中必須創作出至少一件大師級作品，這比名譽、金錢和掌聲更重要！



Director
董事

In addition to being creative, a young designer should have a broad, global vision. They should establish extensive industry connections, closely watch both local and international style trends and strike a balance between personal and market preferences. In this fast-changing digital age, they must also be agile, tech-savvy, and be prepared to capitalise on both physical and online promotion channels.

年輕設計師除了創意十足，還應具備廣闊的胸襟和全球視野。爭取建立業界人脈，緊貼本地和國際設計動向，於追求個人風格和迎合市場需求之間取得平衡。數碼時代急速幻變，設計師更須懂得靈活運用實體和網上推廣渠道。



Director
董事

Design is a profession that creates enormous value in enriching life experiences; in order to do it well you need to understand the essence of culture, business and technology.

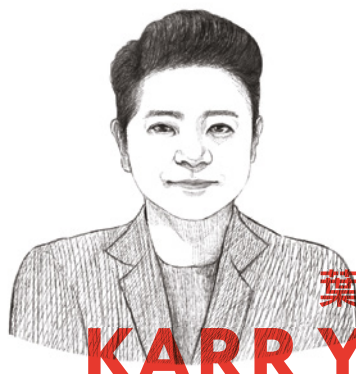
設計能創造無窮無盡的價值，豐富生活體驗；要做好設計，就先需要透徹了解文化、商業和科技的底蘊。



Director
董事

The single most important development that will fundamentally change the paradigm of design is the integration with technology. Increasingly designers can deploy technologies from ideation to execution of their designs and even create new business models by means of AI, big data, various modes of realities and modelling.

設計與科技的結合將徹底改變設計的模式。越來越多設計師從創作到執行均利用科技，甚至通過人工智能、大數據、各種虛擬現實和建模系統來創建新的營商模式。



葉憬翰

KARR YIP

Director
董事

If you are able to find a significant ideal, stay true to your own interest and adhere to your conviction, you are already on the way to success!

快樂地追求夢想，忠於自己的興趣，然後專注地堅持信念，你已經在成功的路上了。



陳志毅

ANTONY
CHANAlternate Director
後補董事

Taking a step further, pondering a bit longer. Perseverance. You will be amazed by the magic of the Staying Power.

多走一步，再三思考。毅力和耐力將帶來驚人的成就。



許迅

EDDY HUI

Alternate Director
後補董事

When I was studying both art and computer science in university, I designed my very first word processor and exhibited my “interactive art”. I was therefore called an “IT guy” when I went back to Hong Kong in the 90s, as I couldn’t fit into any category – until UX/UI and Media Art became buzz words.

在大學修讀藝術和計算機科學時，我設計了自己首個文字處理器，並展出我的「互動藝術」。但當我90年代回流香港時，因為當時職場上還未興起UX/UI及多媒體創作人的職銜，我無法被列入任何職業類型，因此只能被視作「IT人」！



楊棋彬

KEVIN
YEUNGAlternate Director
後補董事

Learn from both the successes and failures of a predecessor, which will inspire you to make better career decisions.

從前人的成功和失敗中學習，你會獲得啟發，並作出更好的職業決定。



陳詩華

MICHAEL
CHANAlternate Director
後補董事

Don’t think about success if you want to succeed.

如果你想要成功，就不要去追求成功。

TOM
GREYAlternate Director
後補董事

A significant factor I would like to share with young designers is to articulate to a client/end user the origins and justification for a design concept as not everyone is visually driven. This helps the process with the client being more engaged intellectually from development to final design.

我想向年輕設計師分享的一個重要心得：每個人的視覺觀點都不同，因此要向客戶或用家清楚解釋設計概念的源起和目的，讓他們清晰整個設計過程，並更積極地參與其中。



袁賽芳

JERSEY
YUENAlternate Director
後補董事

Think big, set high goals, take bold steps, seize opportunities, and go for it.

雄心壯志，目標遠大，勇於嘗試，抓緊機遇，奮力向前。

CHAMPIONING DESIGN ACCESSIBILITY

設計為先，積極開拓



A global celebration of culture, design, and innovation

WRLDCTY is a dynamic virtual celebration of world-class cities, leading up to the UN's World Cities Day. On 22–24 October 2020, Hong Kong was one of the host cities of the inaugural festival. Partnering with Brand HK, HKDC curated a design panel: 'City Branding with Design: Snapshots of Hong Kong', and invited esteemed speakers to HKDC's stylish office for a discussion about why experiential design, placemaking, creative business models, design thinking, and growth mindset are vital for value creation, identity building, and city branding.

表揚文化、設計與創新的環球虛擬盛事

WRLDCTY是匯聚全球頂尖城市的虛擬節日，於2020年10月22日至24日在聯合國世界城市日前夕首度舉行，香港更成為其中一個主辦城市，香港設計中心獲邀與香港特別行政區政府新聞處香港品牌管理組合作，策劃了題為「設計城市品牌：香港概況」的研討會。知名業界人士應邀前來我們時尚的辦公室，討論及分享體驗式設計、地方營造、創意商業模式、設計思維，及成長心態對於創造價值、打造城市品牌和形象的重要性。



Empowering the industry with creative synergy

An essential part of HKDC's mission is to inspire appreciation for design and design thinking in society. This year, in addition to spearheading its own programmes and initiatives, HKDC supported 52 community partners and promoted 51 events, increasing public awareness and engagement for Hong Kong's creative ecosystem.

賦予業界創意協同力量

香港設計中心其中一個重要使命是啟迪公眾對設計與設計思維的重視與認同。今年，除了實行旗下的計劃和活動外，我們還支持了52個業界伙伴舉辦51項活動，從而提升公眾對香港創意生態的認識，並鼓勵他們參與其中。



Strengthening local and global connections

While Covid-19 may have limited physical interactions between HKDC and organisations overseas, HKDC nurtured connections and partnerships through engaging communications, online meetings, and invitations for those who were able to visit. Seven delegations, who were interested in the mission and work of HKDC and who were looking for avenues of collaboration with Hong Kong designers, visited the HKDC office.

加強本地及全球聯繫

儘管疫情為香港設計中心與海外組織之間的實體互動帶來限制，但通過積極聯繫、網上會議及有限度的訪問，我們仍與外界保持緊密關係，期間分別接待了七個代表團，介紹我們的工作和使命，並助其拓展與香港設計師進一步溝通與合作的途徑。

Cross-sector design exchanges

The HKDC Board of Directors and senior management are often invited to participate in initiatives hosted by design organisations, educational institutions, and professional associations, to share insights with people across the community. This year, many joined events and showcases as speakers, judges, and guests, to advocate for and promote design in all its forms, and foster wider connections with the community.

促進跨界別設計交流

香港設計中心董事會及管理層成員經常受邀出席由設計組織、教育機構和專業協會舉辦的活動，與社會各界分享真知灼見。今年，他們以演講者、評委和嘉賓的身份出席各項活動和展覽，宣揚不同形式的設計，加強對外交流聯繫。

AN EYE FOR DESIGN

凝聚設計力量

Bringing together individuals and corporates passionate about design, this membership programme supports HKDC and design advocacy in Hong Kong. Members can enjoy exclusive ticket discounts and priority invitations to partner activities, and can join HKDC's knowledge-sharing and networking events.

此計劃匯聚熱衷設計的人士和機構，一起支持香港設計中心推動本地設計及創意氛圍。會員可享獨家門票優惠及優先獲邀參加各項伙伴活動，尊享香港設計中心的專業知識分享及網絡交流活動。

Acknowledgement of Corporate Members

鳴謝公司會籍之會員

(Till 31 March 2021, in alphabetical order 截至2021年3月31日，以英文字母排序)



Acknowledgement of Patron Members

鳴謝永久贊助會籍之會員

(Till 31 March 2021, in alphabetical order by surname 截至2021年3月31日，以姓氏英文字母排序)

Mr Fawaz Abid Bakhtmah
Architect & Designer
Culture-Based Innovation Network

Mr Hei Shing Chan
陳曦成先生
Founder, Hei Shing Book Design
曦成製本創辦人

Ms Kali Chan
陳嘉莉女士
Vice General Manager and
Design Director - Interior,
JATO Design International Limited
傑拓設計(國際)有限公司副總經理及
室內設計總監

Mr Michael Cheung
張志立先生
Director, Zincere Limited
先時有限公司總裁

Ms Agnes Chiu
趙露文女士
Lee Kum Kee Co Ltd
李錦記(香港)有限公司

Mr Alex Chunn
Principle, nxus space

Prof. Richard Fung
馮立中教授
Chief Executive, Hong Kong
Standards and Testing Centre
香港標準及檢定中心總裁

Ms Pansy Ho
何超瓊女士
Group Executive Chairman and Managing
Director, Shun Tak Holdings Limited
信德集團有限公司集團行政主席兼董事總經理

Mr Jeremy Hocking
President, Herman Miller International

Ms Kigge Mai Hvid
Partner, JA design studio

Dr Tai-keung Kan, SBS, BBS
靳埭強博士
Founder, KL & K Creative Strategies
靳劉高創意策略創辦人

Dr Kwong Man-hang, Bengle, JP (Aust.)
鄭敏恒博士
President, WKK Technology Ltd.
王氏港建科技有限公司總裁

Mr Man-ting, Edmond Lai
黎文定先生

Director,
Much Creative Communication Limited
多點創意設計有限公司總監

Dr Michael Lam
林寶興博士
CEO, Hong Kong Quality Assurance Agency
香港品質保證局總裁

Ms Denise Lau
劉思蔚女士
Chief Executive Officer, COLOURLIVING
COLOURLIVING行政總裁

Dr Flora Lau
劉偉婷博士
Founder, Flora Lau Designers Ltd
劉偉婷設計師有限公司創辦人

Mr Siu Hong Freeman Lau, BBS
劉小康先生
Founder, KL & K Creative Strategies
靳劉高創意策略創辦人

Mr Tai Yum Lau
劉棟欽先生

Dr Edmund Lee
利德裕博士
Executive Director,
Hong Kong Design Centre
香港設計中心行政總裁

Dr Harry Lee, SBS, JP
李乃熺博士
Chairman, TAL APPAREL LTD.
聯業製衣有限公司主席

Mr Wai-fung Leung
梁偉峰先生
Founder & CEO, Artemis Digital Limited
衍盛數碼有限公司創辦人及行政總裁

Dr John S.K. Lo
羅肇強博士

Mr Lu Lam, Leslie
盧林先生

Mr Ma Yu Hung, Samuel
馬餘雄先生
Managing Director, Luk Ka
Paper Industrial Limited
力嘉紙品印刷工業有限公司董事總經理

Mr Ng Man Wai, Danny
吳文偉先生
Director, 4N design
四目建築設計事務所董事

Mr Nils Neckel
Director, Designlink operated by
Design & Distribution Link Limited

Mr Benson Pau
鮑潔鈞先生
Founder and CEO,
Wings Trading (HK) Co. Limited
飛騰行(香港)有限公司創辦人及行政總裁

Mr Chiu Hang Tsoi
蔡超恆先生
Chief Executive Officer,
Lifestyle Creating Holding Limited
時尚創建集團有限公司首席執行官

Mr Chi Fung Wang
王志峰先生
Director, China Energy
Technology Holdings Limited
中國能源科技集團有限公司董事長

Mr Ben Wong
黃志奇先生
Director, Sure Profit Holdings Ltd.
利保集團有限公司董事長

Mr Danny Wong
Executive Director, Wiseman
International Digttech Limited
華冕國際數碼技術有限公司執行董事

Mr Peter Wong
黃紹開先生

Mr Qin Xia
夏勤先生
President, Makestream Design Co. Limited
杭州麥客意識流設計有限公司負責人

Prof. Eric Yim, JP
嚴志明教授
Chairman, Hong Kong Design Centre
香港設計中心主席

Mr Leon K L Yoong
翁國樑先生
Techtronic Product Development Ltd
Vice president - Techtronic Design

Dr Allan Zeman
盛智文博士
Chairman, Lan Kwai Fong Group
蘭桂坊集團主席

2B Square

4M Industrial Development Limited

FringeBacker Limited

Play Concept Limited

Shantou University 汕頭大學

Tandem Design

深圳市易訊天空網絡技術有限公司

PARTNERING FOR A PURPOSE

與業界伙伴結盟 追尋共同願景

To promote design initiatives on an international level, HKDC works with a global network of design organisations, further strengthening Hong Kong as the design capital of Asia and the world.

為將設計的價值推廣至全球各地，香港設計中心與國際設計組織進行多方面溝通和合作，鞏固香港作為亞洲及全球設計之都的地位。



GLOBAL DESIGN NETWORK (GDN) 國際設計聯盟 (GDN)

Co-founded by HKDC and the Hong Kong Trade Development Council in 2005, GDN is a major partnership network founded and based in Hong Kong. Under the management of the Hong Kong Federation of Design and Creative Industries, the network engages members from leading design organisations and the creative cultural industry to encourage and drive cooperation across nations.

GDN由香港設計中心及香港貿易發展局於2005年共同創立，是一個以香港為中心的大型合作網絡。目前由香港設計及創意產業總會負責管理工作，聯盟會員來自全球各地的頂尖設計組織及創意文化機構，旨在鼓勵及推動設計界進行跨國交流合作。



WORLD DESIGN ORGANIZATION (WDO)®

WDO is an international non-governmental organization that promotes the profession of industrial design and its ability to generate better products, systems, services, and experiences; better business and industry; and a better environment and society. Founded in 1957, WDO has grown to include over 180 member organizations from over 40 nations. WDO has United Nations Special Consultative Status.

WDO成立於1957年，具有聯合國特別諮詢地位，全球已有超過180個成員組織，來自40多個國家。組織以推廣工業設計專業為目標，支持業界在產品、系統、服務及體驗上的創新，藉此促進環境與社會發展。



INTERNATIONAL COUNCIL OF DESIGN (ICoD)

ICoD is an international non-governmental organisation for design with a membership of more than 120 design organisations from 53 countries and regions, including state-level professional associations, educational institutions and promotion bodies. Since its inauguration in 1963, ICoD has been connecting independent organisations and stakeholders across different design domains to advocate the value of the design profession as well as design education, research and policies.

ICoD的成員來自53個國家及地區的120多個設計組織，包括國家級專業協會、設計院校及推廣團體。自1963年成立以來，ICoD一直聯繫不同設計領域的獨立組織及持份者，宣揚設計專業、教育、研究及政策的價值。

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 conducts regular staff training 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.

香港設計中心作為一間獲公帑資助的機構，多年來一直致力加強企業管治及提升職場文化，以維持高度的問責性及內部的緊密協作。

除了定期檢討日常運作，香港設計中心亦定期提供僱員培訓，確保營運程序符合其企業管治原則。

此外，香港設計中心亦實行兩層通報機制，以處理董事的潛在利益衝突。除了向董事會或委員會自行申報外，董事在獲委任加入香港設計中心董事會時，亦須披露所有直接或間接、金錢或非金錢的一般利益。如有需要，有關披露的資訊亦會公開予公眾人士查閱。

OUR ACCOUNTS 帳目

Income and Expenditure Statement for the year ended 31 March 2021
截至2021年3月31日止財政年度收支結算表

	NON-GOVERNMENT FUNDING 非政府資金	FUND FROM CREATE HONG KONG 創意香港資金	OTHER GOVERNMENT FUNDING 其他政府資金	TOTAL 總計
	HK\$'000 港幣千元	HK\$'000 港幣千元	HK\$'000 港幣千元	HK\$'000 港幣千元
INCOME 收入				
Government Grant 政府資助	-	90,782	18,690	109,472
Project Income 項目收入	560	3,533	-	4,093
Sponsorship 贊助	-	8,441	-	8,441
Other Income 其他收入	-	-	-	-
	560	102,756	18,690	122,006
EXPENDITURES 支出				
Project Expenses 項目支出	297	57,060	14,717	72,074
Payroll & Related Cost 薪資及相關支出	-	37,384	3,973	41,357
Donation 捐款	-	-	-	-
Overhead & Administration 一般營運及行政費用	32	8,312	-	8,344
	329	102,756	18,690	121,775
NET SURPLUS 淨盈餘	231	-	-	231

BOARD OF DIRECTORS MEETING ATTENDANCE

董事會會議出席次數

01.04.2020 – 31.03.2021

MEETING ATTENDANCE / TOTAL NUMBER OF MEETINGS 會議出席次數 / 會議數目	BOARD OF DIRECTORS 董事會	FINANCE AND ADMINISTRATION COMMITTEE 財務及行政委員會	PROGRAMME COMMITTEE 計劃委員會	DEVELOPMENT COMMITTEE 發展委員會	AUDIT COMMITTEE 審核委員會
Eric Yim 嚴志明	5/5	-	4/4	-	-
Bonnie Chan 陳德姿	4/5	3/4	3/4	3/3	-
David Lo 盧永強	5/5	-	-	-	-
Patrick Bruce	4/5	4/4	-	3/3	-
Hoi-Yan Chan 陳凱欣	3/5	-	3/4	-	-
Viveca Chan 陳一枋	5/5	-	4/4	-	5/5
Alan Cheung 張益麟	4/5	4/4	-	3/3	-
Joanne Chow 周凱瑜	4/5	2/4	-	-	-
Felix Chung 鍾國斌	1/5	-	-	2/3	-
Eddie Hui 許夏林	2/5	-	-	1/3	-
James Law 羅發禮	5/5	-	4/4	3/3	-
Kun-Pyo Lee 李健杓	3/5	-	3/4	-	-
Steve Leung 梁志天	3/5	-	-	1/3	-
Tommy Li 李永銓	2/5	-	-	3/3	-
Stephen Liang 梁國浩	4/5	-	4/4	-	-
Joseph Lo 勞建青	5/5	-	-	-	5/5
Victor Lo 羅仲榮	4/5	-	0/4	-	-
Head Of CreateHK 創意香港總監	5/5	4/4	4/4	3/3	5/5
Representative appointed by Hong Kong Federation of Design and Creative Industries 香港設計及創意產業總會代表	2/5	2/2	-	-	-
Representative appointed by Hong Kong Fashion Designers Association 香港時裝設計師協會代表	5/5	-	4/4	-	-
Representative appointed by The Chartered Society Of Designers (Hong Kong) 英國特許設計師協會（香港）代表	5/5	-	4/4	-	-
Representative appointed by Hong Kong Designers Association 香港設計師協會代表	2/5	-	-	-	-
Representative appointed by Hong Kong Interior Design Association 香港室內設計師協會代表	1/5	-	-	1/3	-

Remarks 註釋:
Freeman Lau (Representative appointed by Hong Kong Federation of Design and Creative Industries) resigned as Director on 31 July 2020.
劉小康（香港設計及創意產業總會代表）於2020年7月31日辭任董事。

CO-CREATING
HUMAN-CENTRED
FUTURES

Cover Design Concept: Co-creating Human-centred Futures

The future is constantly being built by people from different walks of life, coming together through conversation, communication, and collaboration. The cover captures how mobility is shaping how the world unfolds, with people moving across it. Design (represented by the symbol of Hong Kong Design Centre) opens pathways for people to spark new inspiration and co-create new values for our future.

封面設計概念：共創人本未來

不同人的相遇、溝通、交流和協作，成就我們共同的未來。封面表達人與人的互動如何塑造全球趨勢，並透過設計（以香港設計中心的「d」標誌為象徵）開創道路，使人們獲得啟發，運用設計共創新的價值，邁向人本未來。

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