

For discussion
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Legislative Council Panel on Commerce and Industry

**Report on Hong Kong Design Centre's
Activities from July 2007 to March 2008**

Purpose

The purpose of this paper is to inform Members of the work and activities conducted by the Hong Kong Design Centre (HKDC) between the period from July 2007 to March 2008.

Background

2. HKDC is a non-profit making organization established in 2001 for the development of design to enhance Hong Kong's competitiveness. The founding members are the Hong Kong Federation of Design Associations, the Hong Kong Designers Association, the Interior Design Association Hong Kong, the Hong Kong Fashion Designers Association, and the Chartered Society of Designers.

3. Since its inception, HKDC has been the Government's main partner in promoting design. HKDC collaborates with local and international industry and business partners, design and educational institutions, to enhance wider use of design in business processes, designers' professional standards, and a greater appreciation in the community how design contributes to a better quality of life.

4. On 17 April 2007, this Panel supported the Administration's proposal to provide \$100 million ("the allocation") to support the operation of HKDC over a period of five years¹ and requested that the

¹ LC Paper CB(1)1319/06-07(03) and LC Paper CB(1)1644/06-07.

Administration should, upon approval by the Finance Committee of the funding proposal, report to this Panel on a regular basis the progress of the work of the HKDC and the relevant initiatives taken to promote design and innovation. On 25 May 2007, the Finance Committee approved the allocation².

Programmes and Activities (July 2007 to March 2008)

5. Through appropriate programmes and activities, HKDC aims to cultivate a wider and more strategic use of design whereby design goes beyond form and aesthetics to function, process, communications, and strategy. It seeks to instill a new thinking that design is as relevant to product as to environment, communications, services and customer experiences; that design and design management skills have to be augmented in order to be competitive; that designers have to work more closely with other professionals in providing strategic and customer-centric solutions to clients, and that the public sector has a key role to play in the wider use of design.

6. In order to achieve these aims, HKDC works through the InnoCentre and beyond; collaborates with local, Mainland, and international partners; and establishes itself as the focal point on design know-how and network. Major initiatives have been mapped out in the following areas -

- (a) Design for designers;
- (b) Design for business;
- (c) Design for the public sector;
- (d) Design for the general public; and
- (e) Raising the profile of Hong Kong as a design hub.

7. In 2007, the HKDC has held a record number of year-round programmes comprising design-related seminars, exhibitions, conferences, workshops, forums, study tours, master classes, publications and others. Most of these activities were held during the report period.

² FCR (2007-08)14 and LC Paper No: FC 124/06-07.

8. These programmes and activities are intended to position Hong Kong as a prime regional design centre; promote design excellence and awareness; showcase Hong Kong's design talent; educating designers, and the business and public service community; nurture design start-ups; and promote and network internationally. All have helped to reinvent thinking on design and the city of Hong Kong, with regard to its progressive talents and abilities, internationalism, and dynamism.

9. To enable a better understanding of the effectiveness of its work, the HKDC has maintained measures to incorporate surveys and questionnaires into the proceedings of its events. Through this, responding participants have helped to articulate their opinions about the programmes³. The data are analyzed for HKDC to improve the programmes in the future.

10. A full list of HKDC's programmes and activities for 2007-08 is at **Annex 1**⁴. The ensuing paragraphs highlight some major ones.

Design for designers

11. A number of master classes, workshops and seminars, and award selection and presentation were held. These activities aim at enriching novice and experienced designers' cultural underpinning, business, entrepreneur and professional skills, and celebrating design excellence. The activities leverage on the relationships which have been accumulated through HKDC's collaborations with international partners in previous years (e.g. UK, Scandinavia) and in 2007 (i.e. Italy), to tap the expertise that is offered by these partners.

12. For example, a Master Class on Accessories Design was jointly

³ Participants' ratings of the 2007/08 activities are reported in ensuing paragraphs.

⁴ The list attempts to categorize the programmes and activities according to the intended specific audiences (namely, designers, business, public sector and the general public). While some activities can be so categorized (e.g. a training course for designers), many activities have multiple target audiences (e.g. the Business of Design Week (BODW) is a collection of international conferences, workshops and exhibitions open to the public intended to benefit designers, business, public sector and the general public alike).

orchestrated by HKDC and the Domus Academy of Italy⁵, for practicing designers to explore the role of history, culture and trend, design strategy and technology in the fashion and accessories industry. This Master Class provided a foundation to further studies and development. The programme comprised seminars, a cultural tour of Italy, workshops and exhibitions. In addition, a series of training workshops and seminars were held on a wide range of topics, including service design⁶, information design⁷, industrial design, accessories and jewelry design.

13. To hone designers' business skills, a series of free consultation sessions were offered for designers at InnoCentre in conjunction with the Hong Kong Productivity Council and the Federation of Hong Kong Industries, covering key issues such as commercialization of technology, branding, intellectual property, and eco-design. The HKDC also co-organized with the Chinese University of Hong Kong workshops for its undergraduate students to synergize with InnoCentre incubatees on business issues, and entrepreneurship programmes for designers. The Global Design Network organizes its annual roundtable event, running concurrently with the Business of Design Week, to address key issues that dominate the agenda of design organizations from across the globe. The theme in 2007 focused on the strategic role of design museums and their development. Leaders of design organizations from India, Mainland, Japan, Australia, America, Spain, Italy, Norway, England and others, gathered to propel discussions and form strategies on the issue.

14. Each year, HKDC gives out awards to (a) promote good design

⁵ The Domus Academy is one of the world's most renowned and established design academy in the world. It is an avenue of post-graduate training and research laboratory on the processes of industrial creativity, on the aesthetic and consumption scenarios, on space and time relationship, on the form of public and private services and on the radical changes deriving from the diffusion of the "Web". Strongly rooted in Italy, Domus Academy works in an international perspective, in order to enrich, spread and update the design culture. Domus Academy is a real point of connection between design, fashion and management culture.

⁶ Service design can be both tangible and intangible. It can involve artefacts and other things including communication, environment and behaviours. Whichever form it takes it must be consistent, easy to use and be strategically applied. It is the specification and construction of technologically networked social practices that deliver valuable capacities for action to a particular customer.

⁷ Information design is the art and science of preparing information so that it can be used by human beings with efficiency and effectiveness. It has come to be used specifically for graphic design that has the purpose of displaying information effectively, rather than just attractively, or for the purpose of self expression by the designer as artist.

and good application of design by celebrating excellence demonstrated by companies from around the world that have generated business success through good design that reflects or has an impact on the Asian lifestyle; (b) corporate leaders who developed and applied design to achieve exceptional business success, and (c) the world's outstanding Chinese designer. In 2007, apart from these awards, HKDC was entrusted by the Innovation and Technology Commission to organize its Young Design Talent Awards which aims to rewarding local young talents through grants for undertaking studies or work attachments overseas.

15. 94.8% of the participants of the workshops for design professionals rated the events they attended as useful.

Design for business and the public sector

16. Reinventing with Design (ReD) in 2007 was a week-long event comprising a series of participatory cultural events, a master class on accessories design and a conference. The conference, held in partnership with the Design Management Institute of USA, University of the Arts London, and Central Saint Martins College of Art and Design, focused on design strategy and brand management, particularly on the topic of how Hong Kong companies can make the move from Original Equipment Manufacture (OEM) to Original Brand Manufacture (OBM).

17. HKDC's flagship event, Business of Design Week (BODW), has developed into Asia's leading international conference dedicated to design, brand and innovation. Uniquely focused on the intricate relationship between business and design, BODW is an international platform for designers, experts and entrepreneurs to network and share ideas, and is an essential introduction to design for students and the general public. In its sixth year and similar to previous renditions, BODW 2007 comprised a series of concurrent conferences, exhibitions and outreach programmes, with Italy as the international partner this time. The core event, the BODW forum, gathered some of the world's top designers – amongst them are Mario Bellini, Marc Newson, Zaha Hadid, Tom Dixon and Massimo Vignelli, who offered insights in Mobility & Design; Brands & Design; Product, Technology, & Design; and

Communication Design & Branding. The concurrent events held in 2007 included:

- (a) ***DesignEd Asia*** – a two-day design education conference co-organized by the Hong Kong Polytechnic University. This year's theme tackled the issue of cultural preservation in the context of education and design.
- (b) ***Brand Asia*** – a two-day brand strategy conference and academic symposium co-organized by the Hong Kong Polytechnic University and the Asia Centre for Brand Management. Academics, practitioners, and brand consultants congregated to share real-life case studies and strategies on brand management.
- (c) ***Inno Asia*** – a one-day technology conference co-organized by the Hong Kong Science and Technology Parks Corporation. World experts unveiled how they innovate and deploy technology in lifestyle products, architecture, mobility, illuminations and materials – to achieve growth in business.
- (d) ***IP Asia*** - a new element of BODW 2007 providing a high level platform developed for senior executives, designers, IP professionals and consultants to share experiences and views on critical strategies in the exploitation, deployment and protection of intellectual property.

The weeklong programme comprised over 20 events. A record high of more than 55,000 participants attended, and over 100 prominent international speakers and brand representatives participated in the programme.

18. Apart from the ReD and BODW, a number of workshops and symposia provided practical training and sharing for business executives. These include a Workshop on Law and Business of Licensing to better equip the design and business communities on the fundamentals of IP

protection, licensing techniques, and practical licensing strategies critical for branding success; a seminar for SMEs co-organized with the Federation of Hong Kong Industries to help Hong Kong SME manufacturers unlock the potential of design, as a tool for innovation; a CEO Knowledge Management Symposium hosted by the Hong Kong General Chamber of Commerce to engage corporate leaders to advance the role of knowledge management and design in value creation.

19. Regarding activities targeted at the public sector, an experience sharing session with a UK designer on the public service design of the development of the Olympic zone and surrounding areas for the 2012 Olympic Games in London by a UK designer was held. In addition, HKDC provided input such as selection of speakers to the Public Sector Reform Conference 2008 held by the Efficiency Unit of the Government, in which an afternoon session for some 600 senior Government officials and public sector executives was devoted to design and innovation.

20. The participants who attended the BODW 2007 gave an average of 5.226 rating on a 7-point scale (with 7 being the highest) on their overall satisfaction towards the event.

Design for the public

21. A number of exhibitions were held for promoting quality design to the public. These include exhibitions on jewelry making; the results of the Master Class in Accessories Design from Milan; the history of Italian chair design; selections from La Triennale di Milano's Permanent Collection; and 90 winning entries of the Hong Kong Designers Association design competition.

22. A Fashion Design Seminar and Workshop for Art and Design Teachers was held with support from the Hong Kong Society for Education in Art. Fashion designers were invited to speak and share knowledge to help art and design teachers gain better understanding of the issues faced by today's practicing fashion designers.

23. Another major initiative undertaken in 2007 to promote design

excellence to the local and international audience is “Project 9707”, in celebration of Hong Kong’s first decade of reunification with China. Comprising three components, namely “Creation 9707”, “Image 9707” and “Design 9707”, “Project 9707” highlights Hong Kong’s design achievements and abilities to rise to challenges. Together these three components demonstrate how Hong Kong’s special history and culture have played a central role in shaping sensibilities and providing boundless inspiration to its designers.

- (a) “Creation 9707” brings together ten world-renowned brands with ten accomplished Hong Kong designers to produce ten creative products of superb quality, craftsmanship and distinctiveness⁸. Through this endeavour, “Creation 9707” proves unequivocally that designs from Hong Kong are not only distinctive, but also fully capable of representation on the global stage, with a distinction of being “World Class.”
- (b) “Image 9707” creatively captures the vibrant and energetic qualities of Hong Kong through the perception of famed international designers, each producing a T-shirt design with his/her idiosyncratic sketches⁹.
- (c) “Design 9707” is a book jointly published by the HKDC and the Hong Kong Trade Development Council. Titled “*Very Hong Kong: Design 1997-2007*”, this volume offers an eclectic and diverse look at some 87 best examples of design in a multiplicity of sectors, disciplines and incarnations that have been realized during the past ten years. The cases range from large scale projects such as the Hong Kong International Airport to toy products such as the Picooz Helicopter – the world’s smallest flying helicopter.

⁸ The ten pairs of Hong Kong designers and international brands are Kai Yin Lo and Shanghai Tang; Freeman Lau and Life of Circle; Gary Chang and Alessi; Michael Young and o.d.m.; Kan Tai Keung and Royal Copenhagen; Lo Chi Wing and KEF; Eric Chan and Herman Miller; Vivienne Tam and Georg Jensen; Barney Cheng and Le Sport Sac; and Alan Chan and Ferragamo.

⁹ Led by globally recognized Hong Kong designer Vivienne Tam, the ten “Image 9707” designers produced ten T-shirts. Participating designers included Xu Bing, Jimmy Choo, Zaha Hadid, Michael Lau, Tommy Li, Ross Lovegrove, Zandra Rhodes, Vivienne Tam, Calvin Tsao, and Danny Yung.

24. To promote design to the public, HKDC together with Radio Television Hong Kong produced a documentary series titled “Designers Abroad”, which was broadcast in October / November 2007. The series documents the success stories of eight Hong Kong designers who have attained international fame. Focus is paid to their educational background, career development, local and international achievements, and views on the current and future development of design in Hong Kong.

25. 74.6% of the participants of the workshops and seminars which were intended for people from non-design background rated the events they attended useful.

International promotion

26. A major new area of work that HKDC undertook in 2007 was the international promotion of Hong Kong as a leading design centre in the region, building on the networks hitherto established with international counterparts, the 10th Anniversary of the Reunification with the Mainland, and the annual flagship BODW event.

27. The ten products of the “Creative 9707” project, along with their creators and business collaborators, have helped form traveling symposiums and exhibitions. These events have engaged audiences in Hong Kong, Beijing, Shanghai, Toronto, and will continue in Milan (Milan Design Week April 2008), London (June 2008), and New York (tentatively Q3, 2008), etc, to impress upon the international audience the powers of Hong Kong design. “Project 9707” has also attracted significant attention from the international media, notably CNN, the International Herald Tribune, Reuters, CCTV and the Financial Times, etc.

Finance

28. To safeguard the prudent use of the allocation and to encourage HKDC to build up its revenue generating capability to seek more income from industries and other sources for its long-term development, a

number of measures have been taken in connection with the implementation of the allocation to HKDC, as set out in the Panel and Finance Committee papers referred to above, notably -

- (a) HKDC forming a representative Board of Directors including designers, business and industry, professionals, industry and trade support organizations, and government officials. The current composition of the Board as at 1 April 2008 is at **Annex 2**. The Board provides steer on HKDC's operations, development of programmes, resource deployment as well as corporate governance;
- (b) a funding agreement has been entered between HKDC and Government, governing the former's proper management of the grant;
- (c) Government funding is provided to support at most 90% of the expenditure of its operation as per the budget approved by the HKDC Board of Directors. HKDC has to seek income from non-Government sources to cover at least 10% of the expenditure. The Commissioner for Innovation and Technology regularly reviews HKDC's utilization of funds and income stream and plans to progressively raise this 10% income requirement; and
- (d) the exact amount of Government funding is provided on a deficiency grant basis (i.e., income eventually generated from non-Government sources which is over and above the income requirement will go towards reducing Government funding). Any unused portion of the Government funding upon expiry of the five-year funding period or the termination of the Funding Agreement will lapse and be returned to Government.

29. Apart from utilizing the allocation, HKDC may also apply for funding under the DesignSmart Initiative (DSI) for activities beyond the basic services envisaged for the allocation.

30. **Annexes 3 and 4** set out respectively the estimated income and

expenditure from 1 July 2007 to 31 March 2008, and the projected income and expenditure from 2008-09 to 2011-12, for activities to be carried out with funding from the allocation and from the DSI.

31. **Annex 5** sets out the schematic organization chart of HKDC as at 1 April 2008. It is worth noting that, based on operational experience and the staff turn-over rate hitherto, there is a need to strengthen the manpower in HKDC's staff complement in order to deliver the quality programmes in a more sustainable manner, and hence the annual budget from 2008/09 would need to be adjusted from previous projections. HKDC would try to cover the additional staff costs through more aggressive solicitation of sponsorship and generation of income.

Looking Ahead

32. The work of HKDC is beginning to gain international and local recognition. BODW is now regarded by the international design audience as the most significant annual event in the region. The world trend, including that in the Mainland, is that economies are putting more and more emphasis on design, branding and innovation as the driver of economic growth and international competitiveness. This has helped create an atmosphere more conducive to the promotion of design. However, there are still many challenges ahead, e.g., many business and industry players are not yet convinced or conversant with design and branding; there is keen competition by regional cities such as Singapore, Shanghai and Beijing, to become the leading design centre of the region; HKDC is still at its infant stage in developing a financially sustainable business model.

33. Nevertheless, HKDC will continue its focus on a balanced and broad spectrum of events, activities and initiatives to enable and equip Hong Kong with the best possible design knowledge, expertise and solutions. **Annex 6** sets out the annual plan for 2008/09. The plan for 2008/09 is made according to the best estimation at the present moment. It may have to be adjusted according to target audience's evolving needs, service providers' availability and the wider socio-economical environment at the time. The business plans for the subsequent years

will be developed along similar lines in due course to address the needs of different audiences.

Advice Sought

34. Members are invited to note and comment on the content of this paper.

Innovation and Technology Commission &
Hong Kong Design Centre
April 2008

HKDC's Programmes / Activities for 2007-08

1. Design for Business and Public Sector

1.1 Reinventing with Design (11-16 June 2007)

Reinventing with Design (ReD) is a weeklong event comprising a series of participatory cultural events, a master class on accessories design and a conference.

The ReD Conference (13 June 2007)

In partnership with the Design Management Institute (DMI) and University of the Arts London, Central Saint Martins College of Art and Design, the conference focused on design strategy and brand management. Key speakers such as Cressida Granger (Managing Director of Mathmos Ltd), Lee Green (Vice President, Worldwide IBM Brand and Values Experience), Dr. Thomas Lockwood (DMI President) and others, engaged in a revelatory discussion about the use and management of design for success. Key topics of discussion included: Making Design a Core Strategic Business Competency; Selling Strategic Design Up the Corporate Ladder; and How to Achieve Success: An Insight into How Hong Kong Companies can Make the Move from OEM to OBM.

1.2 Business of Design Week 2007 (10-15 Dec 2007)

Bringing the best of the global design industry to Hong Kong, HKDC's flagship event Business of Design Week (BODW) is Asia's leading international conference dedicated to design, brand and innovation. Uniquely focused on the intricate relationship between business and design, BODW is an international platform for designers, experts and entrepreneurs to network and share ideas, and is an essential introduction to design for students and the general public.

In its sixth year, BODW 2007 proved to be the biggest and best, with many declaring it the largest design gathering of 2007. Similar to previous renditions, BODW 2007 comprised a series of concurrent conferences, exhibitions and outreach programmes. Picking up from the previous year's example, HKDC partnered with Italy to showcase and unveil the secrets of Italian design. The

core event, the BODW forum, gathered some of the world's top designers – amongst them are Mario Bellini, Marc Newson, Zaha Hadid, Tom Dixon and Massimo Vignelli – and witnessed them offer a gamut of insights into Mobility & Design; Brands & Design; Product, Technology, & Design; and Communication Design & Branding.

The concurrent conferences, built on past successes, continued a disciplined expansion of focus on design education, brand strategy and product innovation. The concurrent events held in 2007 included:

- (i) *DesignEd Asia* – a two-day design education conference co-organized by the Hong Kong Polytechnic University. This year's theme tackled the issue of cultural preservation in the context of education and design.
- (ii) *Brand Asia* – a two-day brand strategy conference and academic symposium co-organized by the Hong Kong Polytechnic University and the Asia Centre for Brand Management. Uniquely created for the business sector and business students, Brand Asia 2007 explored the different aspects and approaches toward brand experiences that enhance brand and customer equity. Academics, practitioners, and brand consultants congregated to share real-life case studies and strategies on brand management.
- (iii) *Inno Asia* – a one-day technology conference co-organized by the Hong Kong Science and Technology Parks Corporation. World experts unveiled how they innovate and deploy technology in lifestyle products, architecture, mobility, illuminations and materials – to achieve growth in business.

A new element of BODW 2007 was the inaugural I.P. Asia, a high level platform developed for senior executives, designers, IP professionals and consultants to share experiences and views on critical strategies in the exploitation, deployment and protection of intellectual property.

The weeklong celebration of design and innovation that was BODW 2007 provided a substantial programme of over 20 worthwhile and varied events. A record high of more than 55,000 participants attended, and over 100 prominent

international speakers and brand representatives helped to highlight the programme.

1.3 Workshop on Law and Business of Licensing (23 January 2008)

To better equip the design community, this intensive workshop helped introduce the fundamentals of IP protection, licensing techniques, and practical licensing strategies critical for branding success.

1.4 ABC Guide to Design for SMEs (28 February 2008)

Co-organized with the Federation of Hong Kong Industries, this seminar aimed to help Hong Kong SME manufacturers unlock the potential of design, as a tool for innovation. This revelatory seminar helped to transform perceptions of design. Participants learned about the value of thinking beyond form and aesthetics, to reinvent their businesses using key design strategies and methodologies.

1.5 CEO Knowledge Management Symposium: Creating Value Through Innovation, Knowledge and Design (5 March 2008)

Hosted by the Hong Kong General Chamber of Commerce, this symposium uniquely engaged corporate leaders to advance the role of knowledge management and design in value creation. Key business and design leaders, with proven track records in their respective industries, formed the symposium's panel of experts.

1.6 Public Service Design: Design for Olympic Cities – An Experience Sharing Session (28 March 2008)

Eleanor Fawcett is a designer currently working on plans for the 2012 Olympic Games in London. Her work also involves the development of the Olympic zone and surrounding areas. This experience sharing session followed the exploits of her forward-thinking work, which will eventually create a vibrant new quarter for London, to examine how we can design and build for the future in a city.

1.7 Public Sector Reform Conference (28-29 March 2008)

Organized by the Government's Efficiency Unit, the HKDC advised to help shape the conference's March 28 afternoon session on design and innovation. HKDC provided valuable input concerning selection of speakers and the topics of discussion. The conference is regarded as strategically vital in influencing

government policy and direction.

1.8 Breakfast with Sir George Cox (28 March 2008)

This breakfast-cum-seminar with Sir George Cox (former Chairman of UK Design Council) focused on how design can be used to benefit industry. This event was targeted towards top-level executives in private and public sectors, as well as local academics.

2. *Design for Designers*

2.1 ReD Master Class on Accessories Design (14 – 16 June 2007)

Jointly orchestrated by HKDC and the Domus Academy of Italy, the Master Class explored the role of history, culture and trend, design strategy and technology in the fashion industry. Directed by key thinkers, practitioners and academics, the Master Class provided a vital understanding that served as the foundation to further studies and development (the programme comprised a module running from June to November with seminars, a cultural tour of Italy, workshops and exhibitions).

2.2 ReD Cultural Workshop and Forum (11, 12, 15 June 2007)

In line with a desire to explore the cultural elements of design, workshops and forums were held on Chinese Calligraphy, Communication Design, and Food Culture and Restaurant Design. The events brought together key practitioners and cultural personalities to imaginatively expose new views on culture, design, and daily living.

2.3 Italy Cultural Tour (9-14 July 2007)

The tour proposed a unique opportunity for participants to discover Italy from the perspective of design, fashion and culture. Throughout the eight-day guided tour, participants visited a plethora of fashion, museum, gallery and exhibition venues between Venice, Milan and Florence.

2.4 Master Class Workshops in Accessories Design (16-27 July 2007)

Following the Master Class in Accessories Design from June's Reinventing with Design, participants traveled to Italy to undergo an intense workshop programme. Running in tandem by the Domus Academy, two workshops provided students with opportunities to develop vital understanding and skills in either bags & belt or bijoux creation.

2.5 Prototyping Workshop (14-15 September 2007)

Using concepts and drawings developed at the Domus Academy in Milan, students continued their projects by developing prototypes in Hong Kong. With guidance from Domus Academy supervisors, students completed finalized creations during the workshop.

2.6 Business Consultation Services (August 2007 – March 2008)

As part of our ongoing commitment to instilling business expertise in designers, a series of free consultation sessions were offered at InnoCentre. Organized in conjunction with the Hong Kong Productivity Council and the Federation of Hong Kong Industries key issues including the commercialization of technology, branding, intellectual property, and eco-design were addressed.

2.7 Workshop with Ross Lovegrove (11 September 2007)

From opportunities cultivated from BODW, renowned industrial designer Ross Lovegrove was invited to share with an audience of Hong Kong Polytechnic University design students his thoughts on design and the process of creation. This half-day workshop presented students with a rare opportunity to get up-close-and-personal with one of the world's most influential designers – and have their work critiqued.

2.8 Evening Lectures with Two Italian Masters in Accessories Design (14 September 2007)

This evening forum with Daniella Puppa and Brunella Caccaviello from Domus Academy explored the connection between contemporary accessories design and traditional jewelry and product design.

2.9 Getting Help on Business Issues Workshop (24 September 2007)

Co-organized with the Chinese University of Hong Kong, this workshop offered its undergraduate students opportunities to synergize with InnoCentre incubatees on real business issues. The workshop served as a platform kick starting a collaboration that lasted about one and a half months.

2.10 Service Design Workshop and Seminar (29 October – 1 November 2007)

This three-day training workshop and seminar examines and explores the role of service design. Led by Live/Work Founder and Managing Director Chris Downs, participants were presented with key methodologies to transform

knowledge of customer needs into real business opportunities. A creative approach, characterized by convergent and divergent thinking, visualization, user observation, iteration and prototyping, was proposed to help participants assess, analyze and/or utilize service design with greater aptitude.

2.11 GDN Roundtable: Influence of Design on Culture, and the Role of Design Museums (11 December 2007)

Every year, the Global Design Network (GDN) organizes a roundtable event, running concurrently with the BODW, to address key issues that dominate the agenda of design organizations from across the globe. This year's theme focused discussions to examine the strategic role of design museums and their development. Leaders of design organizations from India, Mainland, Japan, Australia, America, Spain, Italy, Norway, England and others, gathered to propel discussions and form strategies on the issue.

2.12 Hong Kong Design Centre Awards (12 December 2007)

(i) Design For Asia (DFA) Award

The DFA Award is dedicated to promoting design excellence and is uniquely presented to companies from around the world that have generated business success through good design that reflects, or has an impact on, the Asian lifestyle. This year, reflecting the Award's persistent growth and influence, HKDC received a record number of entries, 588. To expand its efforts, HKDC traveled throughout Asia to experience first-hand the scope and quality of Asian design. A total of 17 awards were given to designs, ranging from bras and a secluded resort in the Himalayas to a groundbreaking kindergarten in Japan.

(ii) Design Leadership Award

The Design Leadership Award acknowledges the achievements of strong corporate leaders who have developed and applied design to achieve exceptional business success. This year's winner was Tadamitsu Matsui, President of Japanese retailer MUJI. Matsui was acknowledged for his abilities to lead MUJI by striking a difficult balance between sound business practices, outstanding design, and an exceptional focus on quality and affordability.

(iii) *The World's Outstanding Chinese Designer Award*

The World's Outstanding Chinese Designer Award aims to reach out to Chinese designers across the globe, creating a pool of shared knowledge and experience based on common origins. The award recognizes role models who inspire young Chinese designers wherever they may be. Years of dedication in jewelry design and academic work on Chinese culture makes Kai Yin Lo a fitting recipient of this year's award. It is Lo's unwavering ability to fuse traditional forms with an awareness of contemporary trends that establishes her success on the international stage.

(iv) *Young Design Talent Awards*

This year, HKDC took over duties from the Innovation and Technology Commission to organize its Young Design Talent Awards. This annual award competition rewards promising young talents through grants for studies or work attachment programmes. With sponsorship from Government's DesignSmart Initiative, Gold Peak Industries, Bright Future Charitable Foundation, The Hong Kong Polytechnic University, The Hong Kong Young Industrialists Council, and the Vocational Training Council, six awardees were selected in 2007, three were design students and three were practicing designers.

2.13 Information Design Workshops (January and March 2008)

This series on information design offered participants intense hands-on understanding of the discipline. Framed within four independent workshops, the training programme disseminated the versatility of information design in four key areas: Digital Design, Advertising, Publishing Design, and Public Service Design. Co-organized with Creative Connexions, the workshops contributed to broadening creative senses and enhanced professional knowledge, while engendering a re-evaluation of the subject.

2.14 Entrepreneurship for Design & Creative Business (29 March -14 June 2008)

Built on a highly interactive format, the programme helps equip designers with the necessary skills and understandings of key business issues. Organized in conjunction with the Chinese University, participants develop and grow their businesses through a series of intellectually rewarding lectures, experience

sharing opportunities and hands-on exercises. The adopted seven-session model initially provides participants with the fundamentals of business to impart advanced methodologies, enabling them to become highly competent entrepreneurs.

2.15 "Chinese Design Everyday" (March 2008)

An exhibition featuring an intriguing mixture of traditional Chinese and Western components was displayed at Toronto's Design Exchange, a leading design museum in Canada. Hong Kong design was demonstrated to be playing a leading role in the visual arts of the Chinese-speaking region.

3. Design for Public

3.1 Metamorphosis – From Awareness to Creativity (9-30 June 2007)

Highlighting the work of four passionate professionals, this unique exhibition uncovers the passion and creativity resulting from designers who have made a transition from one practised discipline to the art of jewelry making. Amongst the participating designers were Alvin Cheang, Alonzo Cheng, Selina Cheng and Pinky Seung.

3.2 Project 9707

2007 marks Hong Kong's first decade of reunification with China. In celebration of this historic milestone, the HKDC initiated Project 9707. Comprising three components, namely Creation 9707, Image 9707 and Design 9707, Project 9707 highlights Hong Kong's design achievements and abilities to rise to challenges. Together these three components demonstrate how Hong Kong's special history and culture have played a central role in shaping sensibilities and providing boundless inspiration to its designers.

(i) Creation 9707

Creation 9707 brings together ten world-renowned brands with ten accomplished Hong Kong designers to produce ten creative products of superb quality, craftsmanship and distinctiveness. This unprecedented union expounds the possibilities of using partnerships as a conduit to convey the sheer depth of creativity that is present in Hong Kong.

The ten designers have applied outstanding craftsmanship to develop highly innovative products that integrate elements and sensibilities from

Hong Kong design into the essence of coveted brands. Through this endeavour, Creation 9707 proves unequivocally that designs from Hong Kong are not only distinctive, but also fully capable of representation on the global stage, with a distinction of being “World Class.”

Participating designers and brands included: Kai Yin Lo x Shanghai Tang, Freeman Lau x Life of Circle, Gary Chang x Alessi, Michael Young x o.d.m., Kan Tai Keung x Royal Copenhagen, Lo Chi Wing x KEF, Eric Chan x Herman Miller, Vivienne Tam x Georg Jensen, Barney Cheng x Le Sport Sac, and Alan Chan x Ferragamo. The resulting ten products, along with the participants of this unprecedented union have helped form traveling symposiums and exhibitions about Creation 9707. These events have engaged audiences in Hong Kong, Beijing, Shanghai, Toronto (Design Exchange), and will continue in Milan (Milan Design Week April 2008), London (June 2008) and others, with intimate understanding into product creation, branding and the creative and commercial potential of designs from Hong Kong.

(ii) Image 9707

Image 9707 creatively captures the vibrant and energetic qualities of Hong Kong through the perception of famed international designers. Led by globally recognized Hong Kong designer Vivienne Tam, the ten Image 9707 designers have produced ten T-shirts, each featuring personal impressions of Hong Kong. Idiosyncratic sketches and designs by Ross Lovegrove, Zaha Hadid, Zandra Rhodes, Tommy Li, Jimmy Choo and others, explicate and underline the city’s profile as an inspiring creative hub. An exhibition of the ten t-shirts has traveled across continents helping to engage the public from numerous regions.

(iii) Design 9707

Design 9707 is a book jointly published by the HKDC and the Hong Kong Trade Development Council. Titled “*Very Hong Kong: Design 1997-2007*”, this volume offers an eclectic and diverse look at some of the best examples of design – in a multiplicity of sectors, disciplines and incarnations – that have been realized during the past ten years. Numbering 87 cases from large scale projects such as the Hong Kong International Airport to toy products such as the Picooz Helicopter – the world’s smallest flying helicopter – this book provides fresh

interpretations about the role of design in contributing to the cultural evolution of Hong Kong. Accompanying the release of “*Very Hong Kong*”, evening forums and a traveling exhibition was organized to present an unhindered look into Hong Kong design.

The unprecedented nature of Project 9707 has attracted significant attention from the public, as well as engendered extensive coverage from countless international media outlets, notably CNN, the International Herald Tribune, Reuters, CCTV and the Financial Times. Traveling exhibitions and symposiums throughout Mainland, Hong Kong, Toronto (Design Exchange), Milan (Milan Design week), London (June 2008) and others have successfully engaged and intrigued many from and beyond Hong Kong’s borders. Interest in this project has opened new perspectives on design from Hong Kong, helping pave the way for future global opportunities and enhance the city’s image with respect to design, creativity and innovation.

3.3 Accessories Design Re-mastered Exhibition (18 October –7 November 2007)

Staged at the InnoCentre, this exhibition showcased the results of the Master Class in Accessories Design from Milan. The varied creations by students from both workshops – Bags & Belts, and Bijoux – displayed the fruits of their cultural and creative passage.

3.4 Fashion Design Seminar and Workshop for Art and Design Teachers (17 November 2007)

Fashion designers were invited to speak and share knowledge during this one-day seminar and workshop event. With support from the Hong Kong Society for Education in Art, the event was delivered to help art and design teachers gain better understanding of the issues faced by today’s practicing fashion designers.

3.5 Radio Television Hong Kong’s (RTHK) “Designers Abroad” (First broadcasted 7 October – 25 November 2007)

Jointly produced by HKDC and Radio Television Hong Kong, “Designers Abroad” aims to promote the close relationship between design and our daily lives. The eight-episode television series documents the success stories of eight Hong Kong designers who have attained international fame. Focus is paid to

their educational background, career development, local and international achievements, and views on the current and future development of design in Hong Kong. Participating designers include Edwin Chan, Raman Hui, Eric Chan, Lo Chi Wing, Chelsia Lau, Garson Yu, Luk Chi Cheong, and Leslie Chan.

3.6 Italian Way of Seating (16 November –16 December 2007)

Organized in conjunction with the Italian Ministry of Foreign Affairs, the Autonomous Region of Friuli Venezia Giulia, and the Italian Consulate General of Hong Kong, this InnoCentre exhibition highlights Italian chair design beginning from the second half of the twentieth century, showcasing the history of a product dominated by Italy's unrivalled leadership throughout the world. Displayed in chronological order, the iconic chairs – about seventy – help narrate the developmental history of Italian design between 1950 and 2000.

3.7 Maestri Design Italiano (2-30 December 2007)

Staged at the InnoCentre in conjunction with AR.CH.IT Architetti Associati, this exhibition features a selection of objects taken from La Triennale di Milano's Permanent Collection to celebrate some of Italy's greatest figures in design. From Bruno Munari and Ettore Sottsass to Archille Castiglioni and Gaetano Pesce, the inspiring exhibition reveals the richness and strength of Italian design, notably focusing on the creativity of those designers who have reinvented views, tested innovative approaches, devised new relationships between form and function, while remaining committed to instilling beauty to everyday life.

3.8 HKDA Design Exhibition 2007: Design No Junk Food (8-30 January 2008)

Co-organized with the Hong Kong Designers Association (HKDA), this exhibition showcases the winning entries of HKDA design competition. Held at the InnoCentre, the exhibition continues both HKDA and HKDC's commitment towards promoting and improving design in Hong Kong. 90 winning designs covering disciplines in graphic, product, spatial and new media categories, were on display.

Membership of Board of Directors, Hong Kong Design Centre

Chairman, Victor Lo

Vice-Chairman, Freeman Lau

Vice-Chairman, Kelvin Koo (resigned from 7 January 2008)

Directors:

Eddy Yu

Kinney Chan

Kevin Yeung

Selina Chow

Andrew Leung

Roy Chung

Lorraine Justice

Frederick Lam

Maurice Lee

Shelley Lee

Shing See Lee

Foo Cheung Lo

Kai Yin Lo

Daryl Ng

Ada Wong

Kai Man Wong

Rocco Yim

Danny Yung

Eddy Chan

Raymond Tam

Annex 3

Income and Expenditure from 2007-08(estimated) to 2011-12(projected) for \$100M Commitment

| | 2007-08 * | 2008-09 | 2009-10 | 2010-11 | 2011-12 |
|-----------------------------|-------------|-------------------|-------------|-------------|-------------|
| | \$ million | \$ million | \$ million | \$ million | \$ million |
| (a) Expenditure | | | | | |
| (i) staff | 7.6 | 14.9 [#] | 14.9 | 15.7 | 14.9 |
| (ii) administration | 3.6 | 3.4 | 3.1 | 3.1 | 3.1 |
| (iii) programmes | 10.5 | 10.7 | 12.6 | 14.0 | 14.3 |
| Total | 21.7 | 29.0 | 30.6 | 32.8 | 32.3 |
| (b) Income | | | | | |
| (i) funding from Government | 19.1 | 20.7 | 20.4 | 19.8 | 18.2 |
| (ii) sponsorship | (0.5) | (1.0) | (2.5) | (3.5) | (4.5) |
| (iii) other income | (2.1) | (7.3) | (7.7) | (9.5) | (9.6) |
| (ii) + (iii) | 2.6 | 8.3 | 10.2 | 13.0 | 14.1 |
| Total | 21.7 | 29.0 | 30.6 | 32.8 | 32.3 |

* Only figures for 1 Jul – 31 Mar are shown.

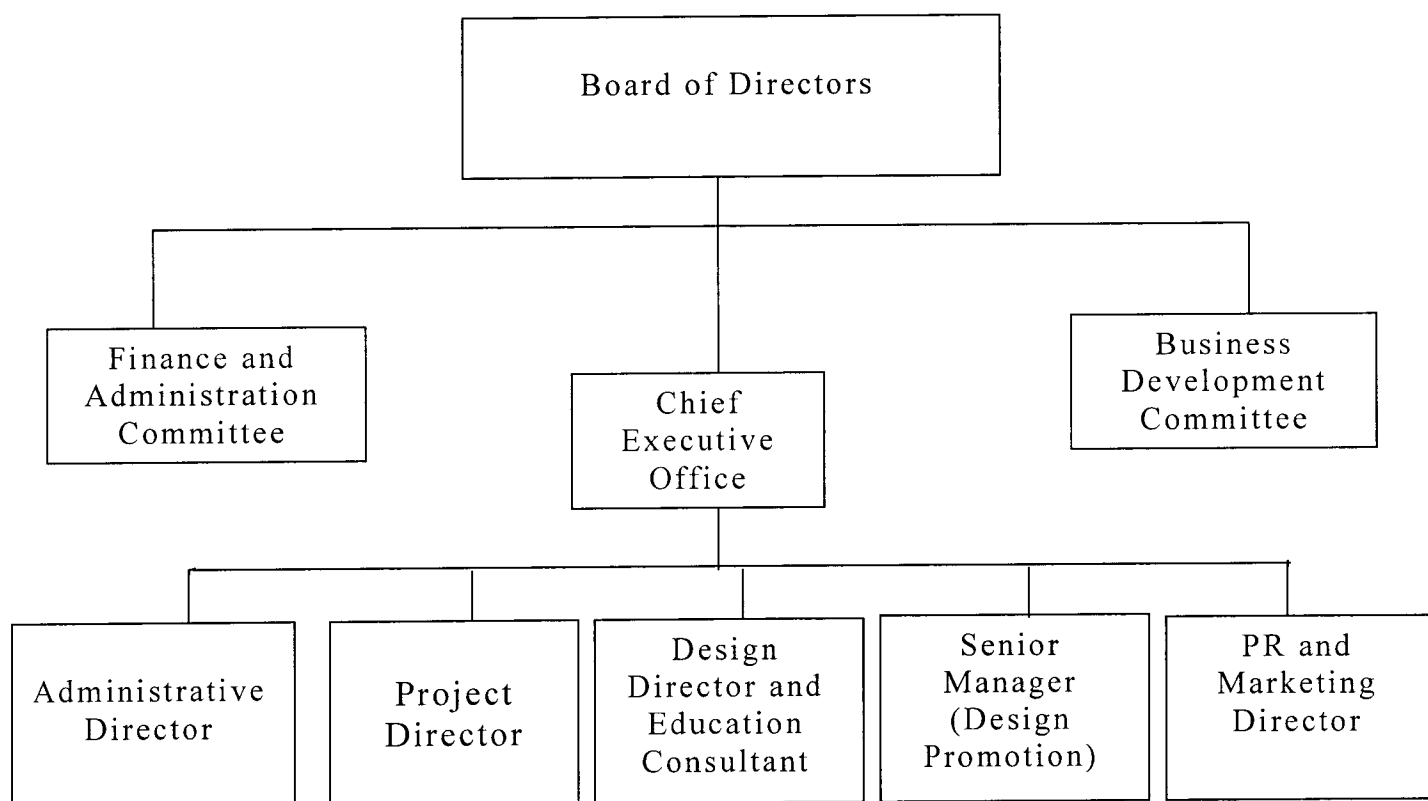
Based on experience in 2007/08, it is considered that HKDC's manpower needs to be strengthened in order to deliver quality programmes and for sustainable development. Seven new posts will be created in 2008/09, on top of the 2006/07 headcount of 26, hence increase in manpower expenditure.

Annex 4

**Income and Expenditure from 2007-08(estimated) to 2011-12(projected)
for DesignSmart Initiative Projects**

| | 2007-08 | 2008-09 | 2009-10 | 2010-11 | 2011-12 |
|-----------------|------------|------------|------------|------------|------------|
| | \$ million | \$ million | \$ million | \$ million | \$ million |
| (a) Expenditure | 22.7 | 31.1 | 19.6 | 20.3 | 19.6 |
| (b) Income | 6.7 | 9.4 | 8.4 | 8.4 | 8.4 |

Organisation Chart of Hong Kong Design Centre



(a) Annual Plan 2008-09 under the HK\$100 million Government Funding

1. Design for Business and Public Sectors

1.1 Executive Programme / Conference: Innovative Leadership and Design Thinking

This intensive programme seeks to introduce cutting edge concepts in business management and innovative leadership through design. This event will help to incorporate design thinking into the decision making process and promote the benefits of a multi-disciplinary approach.

1.2 Design Management and other Open Programmes

This programme will help develop long term strategic partnerships with business schools and other knowledge providers. Branding & Design Strategies, Design Value, and other subjects will be examined to build critical skills in business and design.

1.3 Joint Business Events

These events will connect HKDC with the business community to improve the link and opportunities between business and design. Potential partners include the Hong Kong Productivity Council, Federation of Hong Kong Industries, Hong Kong General Chamber of Commerce, and other trade and professional bodies. Format includes conferences, seminars, luncheons and/or visits.

1.4 Public/Professional Sector Specific Programmes

This series of highly targeted programmes seeks to inject design thinking and design as a tool for innovating/transforming service delivery in public and private sectors. Possible topics include Public Design; Public Service Transformation through Design.

1.5 Business Cases

This will promote the use of design to generate new ideas, anticipate customer needs and increase profitability. Potential partners include business schools and those in the public sector.

1.6 Clinic/Help Desk Services

This programme provides immediate and free-of-charge professional

consultancy support to designers, entrepreneurs and businesses regarding critical business issues such as regulatory, commercialization, marketing, technology and others. The deployment of these services will be made in partnership with the Hong Kong Productivity Council and the Federation of Hong Kong Industries.

1.7 Business Mentorship Programme

This programme connects design entrepreneurs with business mentors as means to monitor and advise on both business and personal growth. Participating mentors will be invited from both the business and design sectors. Networking events have been planned to maximize opportunities.

1.8 Entrepreneurship Programme for Design and Creative Business

Co-organized with the Chinese University of Hong Kong, this programme primarily aims to equip InnoCentre incubatees with vital business skills and encourage cross-discipline collaboration. Participation is also open to individuals from design and the creative fields. Drawing on the experiences of the Entrepreneurship Programme for Designers, the Chinese University of Hong Kong will publish case studies to promote and share the results of designers connecting with business.

2. *Design for Designers*

2.1 LeSportsac Graphic Print Competition

This competition presents promising local designers with an opportunity to uniquely apply their creative and practical abilities in a real-life collaborative project with renowned bag maker LeSportsac. The outcome of this will cultivate greater awareness from the general public.

2.2 Creative Methods in Theory and Practice Workshops (Dutch Design)

This intensive series of workshops seek to understand the international market trends and best practices with experts from The Netherlands, who as workshop facilitators, will transfer knowledge of methods, aids and tools used by the Dutch for successful product development.

2.3 Mentorship Programme

This enriching programme presents an opportunity for design students to get one-on-one advice from professional volunteers (mentors) about the design field on a variety of educational, practical and professional levels.

2.4 Master Class 2008: Master Class in Innovative and Human-centered Product Design

This programme seeks to augment the standard of Hong Kong's design profession through two weeks of intensive overseas training workshop related to industry-specific design skills.

2.5 Lectures on "Design in Everyday Life" with Professor John Heskett

This lecture series by the Hong Kong Polytechnic University's Chair Professor (School of Design) John Heskett will examine how design influences our daily life.

2.6 Study Tour on Cultural Heritage and Hospitality Industry Design

This study tour aims to investigate how cultural heritage has influenced creativity and specificity of the Italian system in approaching strategic design related to hospitality industries. Southern Italy is chosen as the study area because many UNESCO (World Heritage) sites are located there.

2.7 Post-master Class Exhibition

This exhibition will showcase and document the results of those participating in HKDC's Master Class studies of 2008.

3. Design for Public

3.1 Workshop and Talk Series About: Lifestyle and Creativity; Success Stories by Celebrities/Business Leaders; Youth and Teachers

These programmes will help increase the level of knowledge and enhance abilities to appreciate design; arouse interest in design and its social value; and promote creative thinking and problem solving skills for primary or secondary school students.

3.2 Exhibitions for General Public

Two to three exhibitions will be staged to emphasize the value-adding potential of design, as well as present Hong Kong's greater public opportunities to experience and appreciate design. Locations with high traffic flow, such as shopping malls and retail outlets will be explored as potential exhibition venues.

3.3 Summer Overseas DeTour for Students

Aimed specifically at local secondary school students, this overseas tour provides vital exposure to culture and design education beyond Hong Kong. Students will experience design through classes and studio visits. This experience will help arouse interest and inspire participants to pursue further studies in design.

3.4 “Very Hong Kong: Design 1997-2007”

The book will be translated into Chinese and printed in simplified Chinese for distribution in the Mainland and Hong Kong.

3.5 Hong Kong Brands Week

Organized with the Hong Kong Ambassadors of Design and the Community Chest of Hong Kong, this charity event will seek to raise awareness and appreciation of Hong Kong’s locally-bred brands. Throughout the week, consumers will be given incentives to consume products and services from participating Hong Kong brands at discounted prices and other means. Participation in this event by chosen brands will require a donation of money to the Community Chest.

3.6 InnoCentre Resource Centre

Comprising a space of about 1000 square feet, the InnoCentre Resource Centre is planned to house a growing collection of design-related books, periodicals and other relevant materials. It will offer to the public free and easy access to vital information and knowledge about design.

(b) Annual Plan 2008-2009 under DesignSmart Initiative Funding

1. Reinventing with Design (ReD) 2008

1.1 Service Design Conference and Workshop

This conference and workshop uses a sectoral approach to educate the business community about new trends and concepts of design. Invited speakers will arrive from all segments of business and design to share practised and proven experiences on service design. Targeted participants will include those from the business and public service sectors.

1.2 User-Centric Innovation Conference / Workshop

Comprising one of the many crucial components of ReD, this conference helps

educate the manufacturing community about new developments and concepts of user-centric innovation. Targeted participants will include those from the manufacturing industries.

1.3 CEO Forum

This event will serve both as an occasion for knowledge sharing and an opportunity to network between HKDC and the business sector, government, designers and design-related professionals.

1.4 Cultural Forums

Planned as a series of three evening forums, this programme helps redefine perspectives on contemporary design through an examination of culture, history and environment.

1.5 Local Master Classes

Three intensive training workshops will accompany ReD 2008 to augment standards in design skills and knowledge for industry-specific practitioners.

2. *Business of Design Week (BODW) 2008*

Picking up from previous experience, the core event of BODW 2008, the BODW forum, will continue to ride on the theme of Mobility; Brands; Product; Technology; Communication & Branding, inviting numerous masters of the industry to offer a gamut of insights for each category.

The concurrent conferences, tailored for design educators, business sectors and product developers, built on past successes, continue a disciplined expansion of focus on design education, brand strategy and product innovation.

BODW 2008 will see the sophomore return of I.P. Asia, a high level platform develop for senior executives, designers, IP professionals and consultants to share experiences and views on critical strategies in the exploitation, deployment and protection of intellectual property.

The weeklong programme of BODW, which also comprises HKDC Annual Award Gala Dinner, IDT Expo and outreach programme DeTour, will continue to echo the desire to showcase a wider perspective on the value of design to international audiences and the general public.

3. *Overseas Promotion of Hong Kong Design*

To further develop international frontiers for Hong Kong's design industry, the HKDC has planned a series of high visibility promotions at various events around the world. Forming the basis of this initiative will be the work

established by the HKDC Project 9707. Further elements highlighted by the participation of additional local designers will help evolve, heighten and underscore a desire to showcase Hong Kong design to the world. Exhibitions and symposiums have been scheduled at the following events:

1. That's Design! – The New Creative Generation in Milan, Italy; Milan Furniture Fair and Design Week 2008
2. Creative Hong Kong in London, England
3. Creative Hong Kong in New York, USA

4.1 Research – Baseline Study of Hong Kong's Design Industries

HKDC will explore the need to research on the practised areas, employment figures and sector turnover of the design field for a comprehensive mapping of Hong Kong's design industry.

4.2 Research – Design Index

HKDC will explore the development of a Design Index employing research methods to track/understand the level of design awareness and standards in Hong Kong's design sector, business sector, public service sector and the general public.