

For discussion
on 19 May 2009

NP 1900 XXI

Legislative Council Panel on Commerce and Industry

**Report on Hong Kong Design Centre's
Activities from April 2008 to March 2009**

Purpose

This paper informs Members of the work and activities conducted by the Hong Kong Design Centre (HKDC) between April 2008 and March 2009.

Background

2. HKDC is a non-profit making organisation 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, Hong Kong Designers Association, Interior Design Association Hong Kong, 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 as well as design and educational institutions, to encourage the wider use of design in business processes, enhance designers' professional standards, and raise awareness and promote greater appreciation in the community of 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 on 25 May 2007, the Finance Committee approved the allocation². The Administration undertook to report on a regular basis to this Panel on the progress of the work of the HKDC and the relevant initiatives taken to promote design and innovation. On 15 April 2008, HKDC made its first report to the Panel covering the period from July 2007 to March 2008. This is a follow-up report covering the period from April 2008 to March 2009.

Programmes and Activities (April 2008 to March 2009)

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

6. In order to achieve these aims, HKDC works through the InnoCentre and local educational institutions; collaborates with local, Mainland, and international partners; and establishes itself as the focal point for information on design know-how and provides a business network for all involved in the field. Major initiatives have been mapped out in the following areas:

- a) Design for designers;
- b) Design for business and public sector;
- c) Design for the general public; and

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

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

d) Raising the profile of Hong Kong as a design hub.

7. In 2008-09, HKDC held a wide variety of programmes comprising design-related seminars, exhibitions, conferences, workshops, forums, publications, awards and others. Details are provided in Annex 1.

8. These programmes and activities aimed to position Hong Kong as a prime regional design centre; promote design excellence and awareness; showcase Hong Kong's design talents; educate the design, business and public service communities; nurture design start-ups; and promote and network internationally.

9. To enable a better understanding of the effectiveness of its work, HKDC has incorporated surveys and questionnaires into the proceedings of its events. Through tapping participants' feedback, HKDC plans to improve its future programmes.

Finance

10. Annex 2 sets out the income and expenditure from 1 July 2007 to 31 March 2012. Apart from utilizing the \$100M fund allocation, HKDC may also apply for funding under the DesignSmart Initiative (DSI) for activities beyond the basic services envisaged for the allocation. Annex 3 sets out the income and expenditure from 2007-08 to 2011-12 for activities carried out with DSI funding.

Looking Ahead

11. The work of HKDC is beginning to gain international and local recognition. HKDC will continue its focus on a balanced and broad spectrum of events, activities and initiatives to fulfil its mission of using design and innovation to drive value creation and improve the well-being of the society.

Advice Sought

12. Members are invited to note HKDC's activities carried out in 2008/09.

Innovation and Technology Commission &
Hong Kong Design Centre
May 2009

Annex 1

Summary of Programmes of the Hong Kong Design Centre in 2008/09

Design for designers

Throughout the year, a number of workshops, seminars and design awards were held. These activities aimed at enriching novice and experienced designers' cultural underpinning, business, entrepreneurial and professional skills, and, most important of all, help celebrate design excellence.

2. For example, Mr. Yao Ying Jia, chief designer of the 2008 Beijing Olympic Torch, held a forum titled "Chinese Cultural Design Elements in International Limelight" in April 2008 and shared his design experience and insights with local students and design practitioners. In November 2008, Sue Evans, Worth Global Style Network (WGSN) Senior Fashion Editor, held a seminar on Trend Directions 2009 and Beyond for fashion designers, visual merchandisers and brand marketers.

3. The Global Design Network, jointly organised by HKDC and the Hong Kong Trade Development Council (HKTDC), held an annual roundtable to address key issues that dominated the agenda of international design organisations. The theme for 2008: "Competition and Competitiveness: Defining the Values of Design in the 21st Century", sought to review trends and strategies for organising prominent design competitions. Leaders of 22 design organisations from Denmark, US, Australia, Spain, Italy, France, Thailand, Korea, Mainland, and others, took part in discussions and a notable outcome was the expressed desire to establish a new international student award that fosters collaboration across disciplines.

4. From July to October 2008, a design competition titled "Design

Your Sac – with a Hong Kong Story” was organised in conjunction with LeSportsac for practising designers, students and the general public. Over 400 entries were received which took the form of graphic prints for the design of a LeSportsac Weekender bag. Six winners were awarded prizes ranging from cash to merchandise and a study trip to LeSportsac’s office in New York. The winning design from the student category will be adopted for production as a LeSportsac bag.

5. To hone designers’ business skills, a series of free consultation sessions on intellectual property rights were offered to designers and design firms in conjunction with the Federation of Hong Kong Industries. In 2008-09, 92 sessions were held. Also, in collaboration with The Chinese University of Hong Kong Centre for Entrepreneurship, a multi-module certificate programme “Entrepreneurship for Design & Creative Business” was organised. It aimed to help budding local design and creative entrepreneurs develop a more comprehensive understanding of critical business issues such as business model design, planning and marketing. This was the first of its kind in Hong Kong. There were two intakes in 2008.

6. In June 2008, HKDC launched the first-ever Hong Kong Design Directory to provide an online database of local designers and design companies for easy access by potential users of design around the world. As at end of March 2009, 1,175 design firms have been registered and 379,994 page views have been recorded.

7. In July 2008, an overseas master class on “Hospitality and Experience Design” was conducted for practising designers. Lectures and workshops were led by renowned designers and academics from Domus Academy of Italy. A cultural tour to the World Design Capital 2008 – Torino was also arranged.

8. As in previous years, HKDC conferred awards in 2008 to (a) promote good design and good applications of design by celebrating excellence demonstrated by companies that have generated business success through design that reflects or has had an impact on the Asian

lifestyle; (b) corporate leaders who developed and applied design to achieve exceptional business success; (c) individual designers of Chinese ethnicity who have both achieved prolonged success in their respective fields and contributed to the development of design and designers; and (d) promising young design talents from Hong Kong. In category (a) 633 entries from 20 countries/regions were received and 22 Hong Kong design firms/businesses won out of a total of 84 Design for Asia Awards. In category (c), Mr. Raman Hui, presently Animation Director of DreamWorks, who studied graphic design in Hong Kong, was awarded the title of the World's Outstanding Chinese Designer 2008.

9. 95.7% of the design professionals attending the forum and consultation sessions rated these events as 'useful'.

Design for business and the public sector

10. Reinventing with Design (ReD) was a week-long programme held in June 2008. Held annually since 2006, this important event provides in-depth exploration of the importance of design in helping the manufacturing and service industries create value and enhance competitiveness, and to assist designers to sharpen and enhance their skills and knowledge. ReD comprises a series of participatory cultural events, workshops, and conferences. The 2008 programme, held in partnership with The Hong Kong Polytechnic University (PolyU), Hong Kong Design Institute, Domus Academy, Carnegie Mellon University, the Hospitality Industry Training and Development Centre, Koln International School of Design, Service Design Network and the Illinois Institute of Technology, focused on three prime areas, namely service design, hospitality and experience design, and user-centred innovation and management.

11. HKDC's flagship event, the Business of Design Week (BODW), is Asia's leading international conference dedicated to design, branding 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 seventh year and similar to the events in previous years, BODW 2008 comprised a series of concurrent conferences, exhibitions and outreach programmes, with the Netherlands as the partner country. The core event, the BODW forum, gathered some of the world's top designers – amongst them were Rem Koolhaas, Shigeru Ban, Winy Maas, Renny Ramakers, Marcel Wanders and Iram Boom, who offered a unique range of insights into Quake Solutions; Design & New Media; Culture and the City; Fashion & Apparel; Design & Communication; Design & Space; and Product Design and Technology. The concurrent events held in 2008 included:

- a) ***DesignEd Asia*** – a two-day design education conference co-organised by the PolyU. This year's theme tackled the issue of culture as inspiration with a focus on aesthetics and culture; cultural belief and user behaviour; creativity, innovation and culture; as well as design education and culture.
- b) ***Brand Asia*** – a two-day brand strategy conference and academic symposium co-organised by the PolyU's Asia Centre for Brand Management. Brand Asia 2008 explored different aspects and approaches towards assessment of brand performance using marketing and financial metrics, justifying brand investments, cultivating strong brands with a matching culture, management of the brand experience and the creation of brand communities by utilising social media.
- c) ***BIP Forum*** – for the second year running, Business of Intellectual Property Forum (BIP Forum) provided an insightful platform for IP experts and companies of all sizes, to share critical strategies and situations in the management, deployment and protection of IP in today's highly volatile world of trade and business. Real-world examples demonstrated the uses and benefits of IP to all enterprises regardless of nature or size.
- d) ***InnoAsia*** – a one-day technology conference co-organised by the Hong Kong Science and Technology Parks Corporation.

World experts unveiled how they have innovated and deployed technology in architecture, transport and renewable materials – to achieve growth in business.

- e) **YIC Forum** – organised in conjunction with the Hong Kong Young Industrialists Council this one-day forum addresses, through experience sharing from key business leaders, the complex challenges of transforming an OEM manufacturing business into brand-based business.
- f) **DETOUR** – an outreach programme of BODW that connects with the public by bonding design with the local community. This year, DETOUR introduced over 40 individual programmes and events, ranging from various exhibitions showcasing design work to open forums. They successfully took BODW into the community and celebrated and provided more opportunities for local designers and creative talents.

More than 50,000 participants attended BODW, and 135 prominent international speakers and brand representatives contributed to the programme. Some 240 regional and international journalists attended and featured BODW 2008. The participants who attended BODW 2008 gave an average of 5.17 rating on a 7-point scale on their overall satisfaction towards the event.

12. A new initiative for 2008 was the inaugural Hong Kong Brands Week. Organised in conjunction with the Hong Kong Ambassadors of Design and the Community Chest of Hong Kong, the event sought to promote local home-grown brands and to raise awareness and appreciation on the importance of invigorating these brands. Starting off as a consumer survey to identify Hong Kong's top lifestyle brands based on design and creativity, this exercise provided valuable advice to help local corporations build their brand, and ultimately, promote brand development in Hong Kong. Throughout the first week of December 2008, consumers were offered incentives to consume products and services from participating Hong Kong brands at a discount.

Encompassing a forum on brand management, an on-line charity auction of limited edition design items, and other sustained efforts to promote community-wide acknowledgement of the project, the event was actively supported by more than 20 established brands.

13. In an effort to promote a strategic use of design in the service sector and the adoption of a user-centred design approach in managing public services³, HKDC organised a 3-day training workshop and seminar on Service Design in October/November 2007. These promotional efforts were sustained in 2008-09 through the introduction of a Service Design Conference and Workshop at ReD week in June 2008. The programme assembled major speakers and leading practitioners from overseas and Hong Kong to discuss and demonstrate how service design can help those in the service sector create a more engaging brand experience and rewarding customer relationships.

14. In November 2008, a seminar, co-organised by HKSAR Government's Civil Service Training and Development Institute (CSTDI), was held for the Government's directorate and senior officers. This seminar provided a sharing of the experience of other countries regarding the transformation of public services through a better use of design. This was followed by a workshop customised for senior officers of 24 government departments involved in licensing and related services, and another workshop for private sector business executives. The workshops provided hands-on experience and interactive exercises to familiarise participants with service design methodology.

15. In collaboration with the Efficiency Unit (EU) of HKSAR Government and PolyU, School of Design, an exploratory project, conducted since September 2008, investigated how adoption of a user-centred design approach can develop conceptual ideas to: 1) enhance the user experience for job seekers visiting the Local Employment Service Centre of the Labour Department; 2) improve the operational efficiency of public services offered by Labour Department, Social

³ This is in line with the Policy Address 2008 that encouraged "... the use of design to add value to our goods and services and Government's interface with the public."

Welfare Department and Employees Retraining Board.

16. In partnership with Hong Kong General Chamber of Commerce, Association of Accredited Advertising Agencies of Hong Kong, CSTDI, Commerce & Economic Development Bureau, EU, Hong Kong Association for Customer Service Excellence, Hong Kong Institute of Marketing, Hong Kong Productivity Council, HKTDC, The University of Hong Kong (HKU) Asia Case Research Centre (ACRC), HKDC has been organising seminars and talks to emphasize design as an important tool and critical part of corporate business strategy that creates competitive advantage. A total of 13 seminars were organised in 2008/9.

17. In an effort to promote both a wider usage and the social value of design across different industries and professions, HKDC organised, in June 2008, a workshop on “Redesigning Healthcare Service – Working with Users” and, in August 2008, a workshop titled “Innovating through Inclusive Design”. This workshop was organised as part of the British Council’s “48-hour Inclusive Design Challenge”, an event led by the Royal College of Arts.

18. 89.2% of the participants rated the conferences and workshops outlined above as useful.

Design for the public

19. HKDC commissioned the ACRC of HKU to conduct a study titled “*From Creative Industries to Creative Economy: The Role of Education*”. Under the precept that Hong Kong needs to rise above intensifying competition with creativity and innovation, the study examined the role of education in influencing the supply and quality of innovation. The study also offered a glimpse into national successes of Spain, Finland and South Korea, which stem from the implementation of universal policies on innovation. A forum was held in July 2008 to present the findings of the study, followed by a panel discussion with attendees representing the creative industries, the education sector, the business sector and the Government.

20. HKDC has, on its own, taken initiatives to promote design and innovation amongst local students. For example, in August 2008, HKDC experimented with a Design to Empower Workshop Series: Creative Learning Workshops for Kids (age 8 to 14). These workshops, having received positive feedback from participants, subsequently attracted interest from a number of local Non-Government Organisations and secondary schools to run these as part of Other Learning Experiences in schools. One such follow up project, namely, “Learning to Design Thru Monster”, was co-organised in February 2009 with Hong Kong Federation of Youth Groups. Open to all senior secondary level students, this lively project aimed to introduce into the lives of students and teachers alike the creative world of design. These revelatory workshops offered participants fresh insights into all aspects of design thinking and contemporary design practices.

21. HKDC also organised with Cheung Kong Institute of Arts and Design, Shantou University, in conjunction with eleven local schools, “Discover Design 2008”: a summer programme targeting students at senior secondary level. In addition to enlightening trips to museums, galleries and printing factories, students were able to experience different aspects of design through workshops on graphic, three-dimensional and video design. Completed works by students were subsequently exhibited to the public.

22. With a view to raising the level of general appreciation of design by the populace, a series of public talks and evening forums were held in June 2008. These included an open to public talk by Alberto Alessi of Alessi, and evening forums on the topics of “The Art of Cheung Yee”, “Designing The Cultural-Centred Products”, “Experiment with Food and Eating” and “Gender and Design”.

23. Similarly, a number of exhibitions were held throughout the year to promote excellence in design to the public. These included (1) the Alessi Tea and Coffee Towers Exhibition (August 19 - 29, 2008), featuring 22 exceptional tea and coffee sets; (2) Dutch exhibitions (December 9, 2008 – January 5, 2009) comprising Models of Concern

and the new Stedelijk Museum, Hong Kong/Dutch designers: Cross-Cultural Poster Exhibition, and Highlights of Graduation Exhibition (2008) of Amsterdam Fashion Institute and Royal Academy of Art, The Hague; and (3) the Pure Austrian Design exhibition (February 5 - March 1, 2009), which showcased a series of 2D + 3D graphic and product designs from Austria.

24. 91.8% of participants considered the workshops and exhibitions outlined above as useful.

25. In June 2008, HKDC Library, situated on the second floor of InnoCentre, was open to the public. It houses a varied collection of books and magazines on design, innovation and entrepreneurship from around the world. As at the end of March 2009, it contained a total of 779 books and 66 design magazines. To enhance user experiences of HKDC's online resources, the HKDC website was revamped in October 2008, allowing easy access to important design news, publications, research studies and other materials.

International Promotion and Relations

26. HKDC undertook a series of overseas promotional programmes showcasing Hong Kong's design through an array of large-scale design exhibitions, symposia and forums. These events, scheduled under the Creative Hong Kong brand, have engaged global audiences at prestigious events and venues in Milan (April 2008), London (June 2008), New York (September 2008) and Seoul (October 2008). Creative Hong Kong has garnered widespread success, communicating the diversity and quality of contemporary Hong Kong design. A considerable number of influential media outlets reported on the project and the state of Hong Kong design. These included: CNN, the International Herald Tribune, Reuters, CCTV, the Financial Times and others.

27. On December 3, 2008, HKDC and Shenzhen Industrial Design Profession Association (SIDA) signed a Memorandum of Understanding. Through maximising the resources of the two cities, this strategic

framework agreement seeks to create a common platform for design exchange, business matching, training, and the staging of exhibitions, forums and the formation of a resource information centre to transform Hong Kong and Shenzhen into the design hub of Asia. Directly resulting from this alliance, HKDC lined up a delegation of speakers from Hong Kong and the US to share insights on “Financial Crisis Solution – Remodelling the Manufacturing Industry of Shenzhen Industrial Design” at the forum of Shenzhen Industrial Design on 3 December, 2008. Likewise, different Shenzhen enterprises took up exhibition booths at the Inno Design Tech Expo during BODW 2008. Concurrently, a Shenzhen-Hong Kong Roundtable was held with Hong Kong’s industrial designers talking on a range of issues on the key challenges that lie ahead for Hong Kong and Shenzhen’s industrial design community.

28. With a view to promoting Hong Kong design and industry, HKDC also participated in the 4th China (Shenzhen) International Cultural Industries Fair (May 2008), the Chinese Hi Tech Fair (Shenzhen, October 2008), and the International Creative Industries Exhibition Shanghai (Shanghai, October 2008). The opportunities were taken to promote Hong Kong’s design excellence to a wider audience in mainland China.

29. As a strategic organisation concerned with Hong Kong’s societal well-being, HKDC continued to collaborate with a range of mainland and overseas government officials, consulates, design, education and business institutions, to promote Hong Kong design and build alliances. In 2008-09, HKDC received 55 official delegations which included the Austrian Consulate, Design Boom (Italy), Israel Export and International Cooperation Institute, Korea Institute of Design Promotion, Premier’s Technology Council in British Columbia (Canada), Mainland government officials from cities like Hangzhou, Shunde, Panyu and Guangzhou, and numerous universities and design organisations.

Annex 2

Income and Expenditure from 2007-08 to 2011-12 For \$100M Commitment

	Actual 2007-08* \$ million	Unaudited 2008-09 \$ million	Projected 2009-10 \$ million	Indicative 2010-11 \$ million	Indicative 2011-12 \$ million
a) Expenditure					
i) staff	7.6	12.2	14.4	14.4	14.4
ii) administration	2.1	3.4	4.4	4.1	4.1
iii) programmes	7.4	5.5	8.6	8.6	8.8
Total	17.1	21.1	27.4	27.1	27.3
b) Income					
i) funding from Gov't	15.0	18.9	23.8	23.3	23.4
ii) sponsorship	(0.2)	(1.5)	(1.2)	(1.2)	(1.2)
iii) other income	(1.9)	(0.7)	(2.4)	(2.6)	(2.7)
(ii) + (iii)	2.1	2.2	3.6	3.8	3.9
Total	17.1	21.1	27.4	27.1	27.3

* Only figures for 1 July – 31 March are shown.

Annex 3

Income and Expenditure from 2007-08 to 2011-12 For DesignSmart Initiative Projects

	Actual	Unaudited	Projected	Indicative	Indicative
	2007-08	2008-09	2009-10	2010-11	2011-12
	\$ million	\$ million	\$ million	\$ million	\$ million
a) Expenditure	22.0	27.1	23.9	22.9	29.5
b) Income	7.4	9.8	8.3	9.2	10.2