



About Hong Kong Design Centre

Vision: To establish Hong Kong as a centre of design excellence in Asia

Mission: To actively engage the government, industry, business partners and educational institutes in strategic use of design as a value creation tool and as a means to improve the quality of life and social well-being

- Injecting design into business
- Upgrading skills and building networks
- Nurturing “designpreneurs”
- Enhancing community-wide design appreciation
- Celebrating success with design awards

HKDC is a publicly-funded non-profit organisation established in 2001 by the Hong Kong Federation of Design Associations, the founding members of which comprise Hong Kong Designers Association, Interior Design Association Hong Kong, Hong Kong Fashion Designers Association, and the Chartered Society of Designers.



Hong Kong Design Centre

Summary of Programmes 2009–10



Major Strands of HKDC's Work

- 1. Design for Designers
- 2. Design for Business and Public service
- 3. Design for General Public



Design for designers



Design for business and public service



Design for general public

HKDC Awards (a DSI project)

- **Design for Asia Award** launched since 2003
- 495 entries from 14 countries in 2009
- **Design Leadership Award**
- **World's Outstanding Chinese Designer**
- **Hong Kong Young Design Talent Award**



Winner of HKYDTA, Stella Lin



Winner of WOCD, Ma Ke



Winner of DLA, Kigge Hvid

Hong Kong Design Directory (a DSI Project)

- A free online database of local designers and design companies for easy access by enterprises and companies around the world seeking design solutions
- 1,900 design firms in 21 design disciplines registered, with an average monthly click rate of more than 300,000 (End-March 2010)



Global Design Network (GDN) Symposium 2009

- To foster international design collaboration and networking with 37 leading design associations from Asia, Europe and the Americas
- Attended by 300 GDN members and participants



Intellectual Property Consultation Series

- To strengthen the design industry on the knowledge of intellectual property
- Collaborated with Hong Kong Federation of Industries
- Held 96 sessions for 187 SMEs and design companies (April 2009 to March 2010)



Design for Designers and the Community

3 workshop series organised including

- Eco Saturdays – Bridging Sustainability to Life, with over 100 participants
- Heritage x Art x Design, with 300 students from local design schools
- Design to Make Taste: Rediscovering Senses through Design, attracting 100 participants





Major Strands of HKDC's Work

1. Design for Designers
- 2. Design for Business and Public Service**
3. Design for General Public



Design for designers



Design for business & public service



Design for general public

Business of Design Week (a DSI Project)

1 Week

10 Major Programmes

100+ International Speakers

270+ Media Attendants

50,000+ Participants

460 Media Exposures in traditional and online media

Asia's leading international conference
Dedicated to design, brand and innovation



2009 Partner Country - France

BODW Concurrent Events



- DesignEd Asia Conference
- Brand Asia

- Business of IP Forum
- InnoAsia
- Education Corner



DETOUR (Concurrent Programme of BODW)

- Organised by Hong Kong Ambassadors of Design and supported by HKDC at Former Police Married Quarters (27 November to 9 December 2009)
- More than 12,000 participated in over 40 exhibitions and activities at more than 20 satellite sites across the city



Reinventing with Design (ReD) (a DSI Project)

- To enhance professional knowledge and skills as well as creativity and innovation in the design and business communities
- 674 participants attended this week-long programme (17-19 June 2009)
- Number of local speakers: 5
- Number of overseas speakers: 13



User-Centred Design Service Initiatives

- To encourage and promote the use of design for businesses and public service
- To improve operational efficiency, quality and effectiveness of service delivery
- Pilot project with Hongkong Post with a Research Debrief Workshop and a Design Strategy Workshop in October 2009



HKGCC Luncheon Talk Series

Targeting SMEs, 3 series of luncheon talks co-organised with Hong Kong General Chamber of Commerce to raise awareness of design management and to enhance the role of 'design' in business

Themes of the series:

- Design x Innovation = Transformation and Upgrading (39 participants)
- Effective Partnership between Design & Business (29 participants)
- Creating an Innovative Business Through Better User Experience Design (33 participants)





Major Strands of HKDC's Work

1. Design for Designers
2. Design for Business and Public Service
- 3. Design for General Public**



Design for designers



Design for business and public service



Design for general public

Design Education for Youngsters and Youths

Design to Empower

- To help promote students' creative thinking and problem-solving skills
- 558 junior secondary students from 16 secondary schools participated
- 30 sessions/workshops held



Design Education for Youngsters and Youths

Discover Design Summer Programme

- To arouse students' interest in design and inspire them to get prepared for further studies or career in design
- 2-week programme with a workshop, a briefing session and an exhibition attended by over 2,000 teachers, parents, designers and students, including 32 students from Shantou University for exchange



Design Education for Youngsters and Youths

“DesignEd Mart”

- To provide students from 18 local universities and post secondary education institutions with the opportunity to display and promote their design and innovation products at InnoCentre
- Over 1,000 visitors attended the event



Outreach Programme To Promote Excellence In Design to the Public

Antoine+Manuel Graphic Village

- Partnered with the Leisure and Cultural Services Department and supported by the Consulate General of France in Hong Kong and Macau
- More than 100,000 visitors visited the exhibition at Hong Kong Heritage Museum and 350 attended the public lecture (Nov 2009 – Feb 2010)
- 20 editorial exposures in local and international media



Design Cities

- Co-produced with RTHK, an 8-episode television series on TVB Jade (from Dec 2009 to Feb 2010)
- 63,000 viewers on average for each episode
- 4 international awards obtained

Accolade Competition

- Award of Excellence: cinematography, Design Cities – Kyoto
- Award of Merit: feature documentary, Design Cities – Berlin

Hugo Television Awards 2010

- Certificate of Merit – Educational program, Design Cities – Copenhagen
- Certificate of Merit – Educational program, Design Cities – Sao Paulo
- 21 editorial exposures in local media



Visitations to HKDC

37 visitations including high-profile official delegates from Mainland China, Hong Kong, Japan, South Korea, Europe and the US



Mr Gregory So, Under Secretary for Commerce and Economic Development



Jiangmen Economic Board of Trade



Seoul Metropolitan Government



Japan, Bureau Ministry of Economy, Trade and Industries



Looking Ahead

- To continue to encourage, inspire, support and facilitate more strategic use of design as an instrument for sustainable competitiveness, economic prosperity and overall well-being of society
- To actively engage and foster closer partnerships with its stakeholders locally, on the Mainland and overseas
- To help enhance Hong Kong's position as the Asia's world city and promote Hong Kong as a vibrant, creative and enterprising location for design talent and professionals



- An exhibition on Hong Kong's attributes and qualities favourable to creative industries and on works of Hong Kong iconic designers
- A series of forums and conferences on creative industry development and education in mainland China
- A series of programmes to showcase the creative talent of emerging Hong Kong young designers



Chief Curator,
Lo Kai-yin

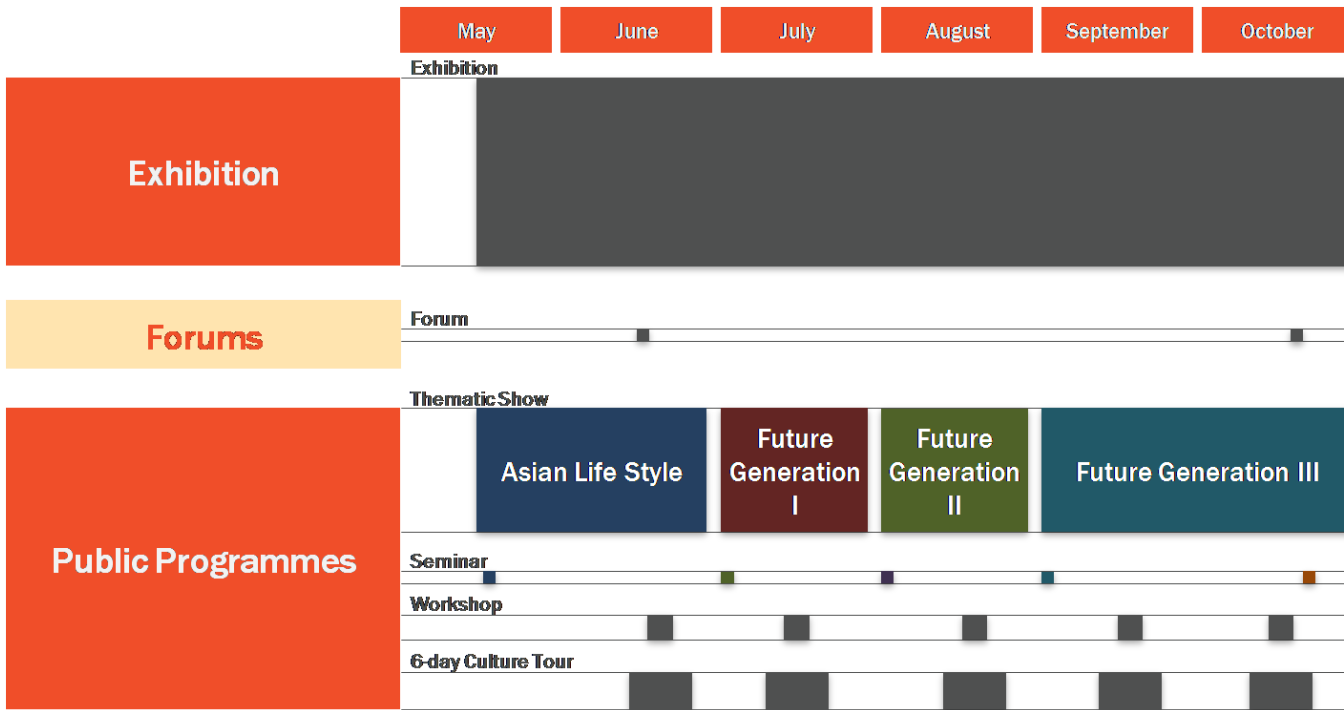
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香港：創意生態

HONG KONG: CREATIVE ECOLOGIES



Artist's impression for venue set-up



Remarks: Programme is subject to change without prior notification





- Japanese designers to present across 6 design disciplines, i.e. fashion and apparel, products, branding, space and communications
- A “kansei-Japan design exhibition” to be held in conjunction with Ministry of Economy, Trade and Industry and Japan External Trade Organisation to feature product displays and visual installations
- Concurrent exhibitions to be held with Japan Industrial Design Promotion Organisation and Japan Graphic Designers Association





End of Presentation Thank You

