

Hong Kong Design Centre

Vision:

To establish Hong Kong as a prime regional centre of design knowledge

Mission :

- To strengthen Hong Kong as a prime regional centre of design knowledge;
- To cultivate a more strategic use of design to attain sustainable competitiveness;
- To promote economic prosperity and overall well-being of society

HKDC was established in 2001. Its 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.

Objectives

- To promote design awareness and appreciation;
- To celebrate design excellence;
- To educate the design, business and public service communities;
- To nurture design-preneurs and design start-ups; and
- To enhance networking activities.

A wide variety of programmes comprising design-related seminars, exhibitions, conferences, workshops, forums, publications, awards and others were held to achieve the set objectives.

Four Broad Areas of Work

- Design for designers;
- Design for business and public sector;
- Design for the public; and
- Raising the profile of Hong Kong as a design hub



Design markets, workshops, seminars, forums and conferences

1000 designers participated



Design markets, workshops, seminars, forums and conferences



HKDC Awards (DSI project)

Acknowledge achievements and contributions of excellent design practitioners, business leaders and commercial entities

- **810 entries** received (2009 – 527 entries)
- **69 awards** presented (2009 – 55 awards presented)



DFAA winners

Design Leader

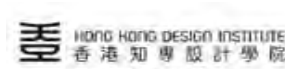


WOCD

To promote the wider and more strategic use of design in the business and design sectors



Key partners:

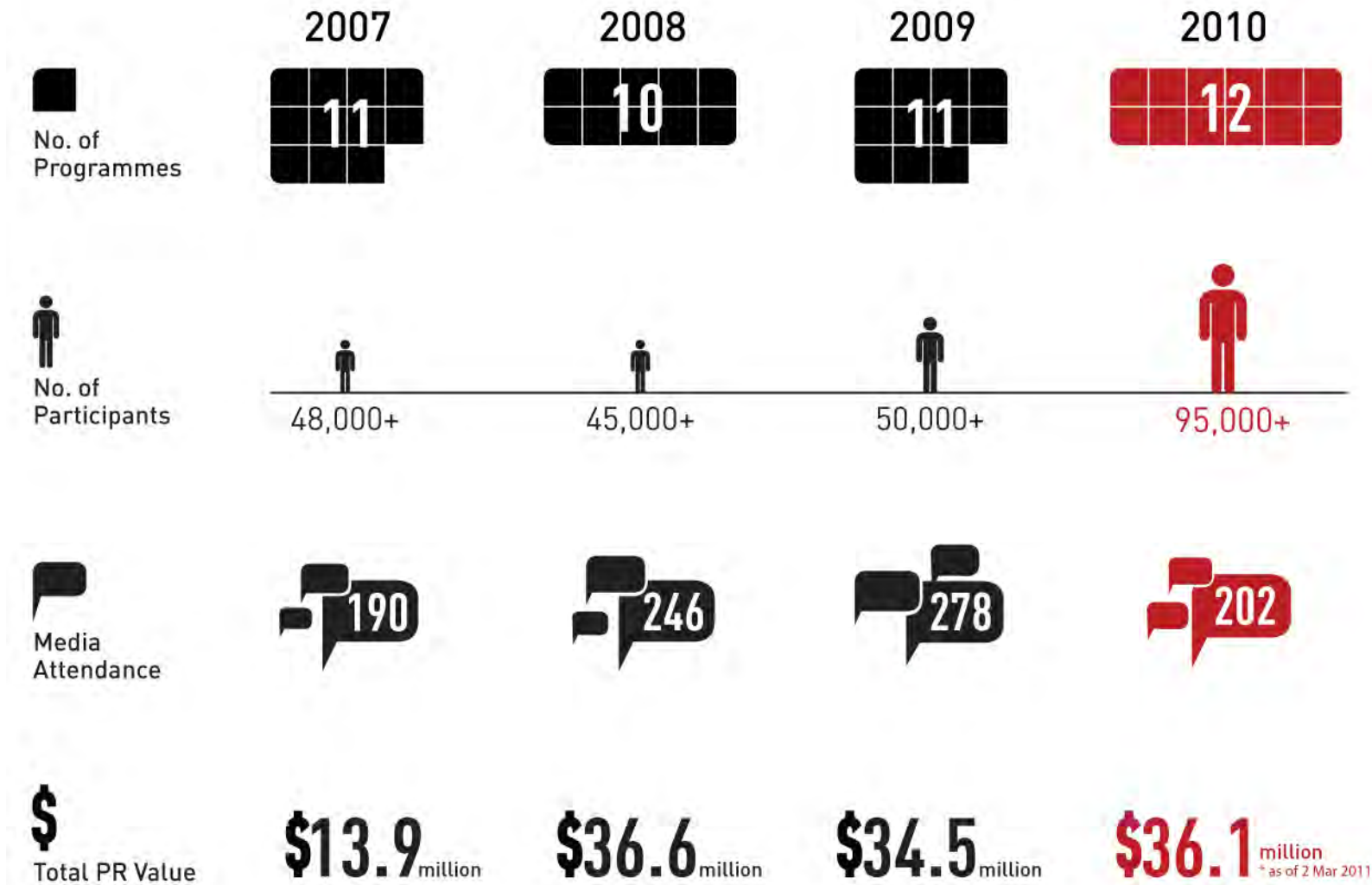


Business of Design Week (BODW) (DSI Project)

- focus on design, branding and innovation
- brings together leading lights in a broad range of design fields with entrepreneurs, innovators, business leaders, policy makers and academics



BODW in figures

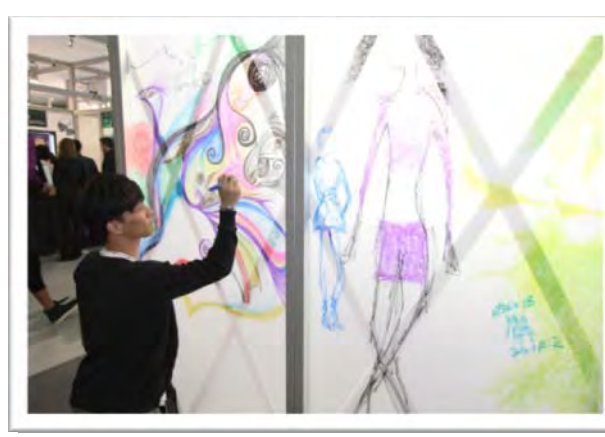


BODW Concurrent Events



Design Education
Global Brands
Intellectual Property

Innovation and Technology
Students' Corner
DETOUR – Victoria Prison



ReD Conferences and Workshops (DSI Project)

- a platform to advance the knowledge of executives over the use of design and design thinking in generating business and society values, enhance the skills of designers, and broaden their horizon
- around 1 000 designers and business executives attended the programme



User-Centric Design Pilot Projects

Improvement of public service delivery through design thinking and design applications

To redesign and innovate Mong Kok Post Office to enrich user experience and enhance operational efficiency



User-Centric Design Pilot Projects

Commissioned by Leisure and Cultural Services Department on a park project to improve its signage and park furniture by design



Youth Programmes



To arouse students' interest in design and inspire them to undertake further studies or pursue a career in the design field in future

- over **2 000 students** participated in forums, workshops, competitions and exhibitions.
- **50 teachers** completed “Train the Trainers” programme
- attracted an audience of over **1 million**



Youth Programmes

設計出路
DESIGN ED-MART
設計及創意教育博覽
Showcase of Design and Creative Education

33 design institutes with over 6000 visitors



**DISCOVER
DESIGN**
設計體驗營 (DSI Project)

146 students, including 12 from Shantou University, three from Hunan Province and one from Singapore, participated



Community-focused forums, seminars and exhibitions



Design for Asia Awards
(DFAA) Public Lecture (1)
(156 participants)



DFAA Public Lecture (2)
(184 participants)



Exhibition Design Seminar
(118 participants)



Ink & Design Exhibition – HK
Central Library (4,175 visitors)



Ink & Design Exhibition at
HKCEC (31,000 visitors)



Ink & Design Public Forum
(350 participants)

To promote Hong Kong as a vibrant, creative and engaging location for design talents and professionals



香港：創意生態
HONG KONG: CREATIVE ECOLOGIES

Business Meets Design
商業與設計的融合

Urban Culture Interpreters
都市文化

Legacy Innovators
傳承革新

Image Builders
形象塑造

Brand Creators
品牌創立

International Talents
國際精英

The Future Generation
創意新一代

Buzz 生命力
Efficiency 效率

Speed 敏銳

Magnet 吸納
Connectivity 聯繫

Experimentation 勇於嘗試

Logos: Panasonic, HKCC, CREATE HK, etc.



6-month exhibition programme at World Expo 2010 in Shanghai

107,000 viewers and visitors

667 media exposures



Raising the profile of Hong Kong as a design hub (2/7)

2010 1505 - 3110
香港：
創意生態
HONG KONG:
CREATIVE ECOLOGIES

(DSI Project)

Hong Kong Edition
5 Feb – 11 May 2011



Raising the profile of Hong Kong as a design hub (3/7)

Large-scale conferences and forums

Global Design Network (GDN)



Design and Branding Forum



Shenzhen Industrial Design Forum



SZ-HK Cultural Creative Forum

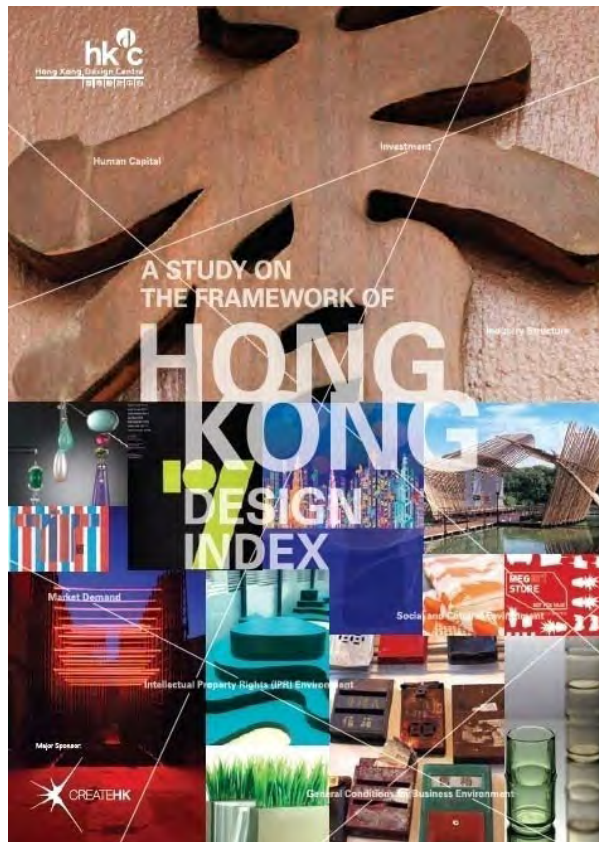


Publishing Case Studies

A Study on the framework of the Hong Kong Design Index

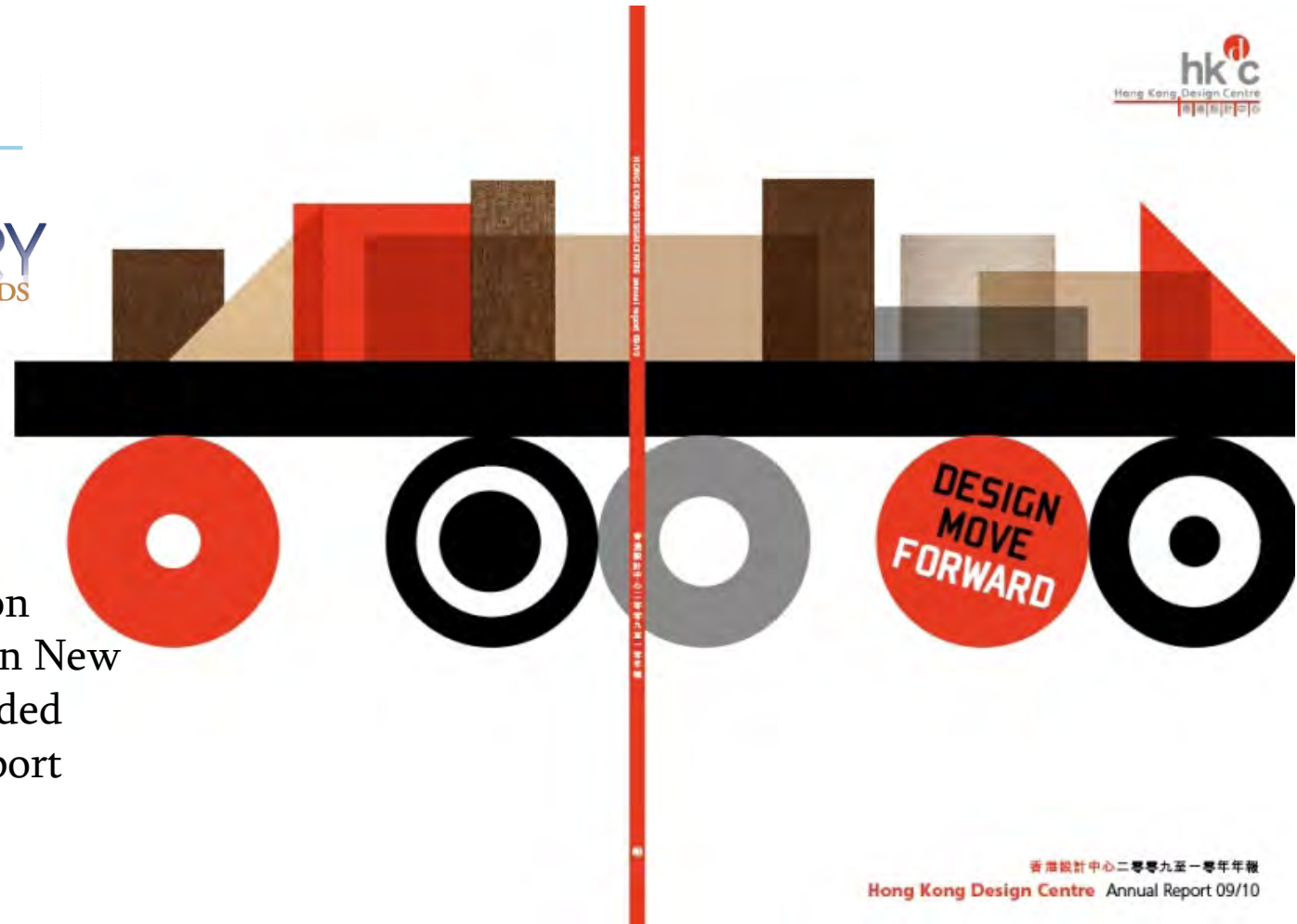
(DSI Project)

51 indicators in 7 dimensions for the framework to reflect the vitality, dynamics, competitiveness and favourable social and cultural environments of the design sector for sustainable development in future



Publications

HKDC Annual Report 2009 – 2010



“Silver Award” from MerComm Incorporation Mercury Awards 2010 in New York for “Publicly Funded Non Profit” Annual Report category

Publications

“Hong Kong: Creative Ecologies – The Shaping of a Design Culture”



hk'c awards

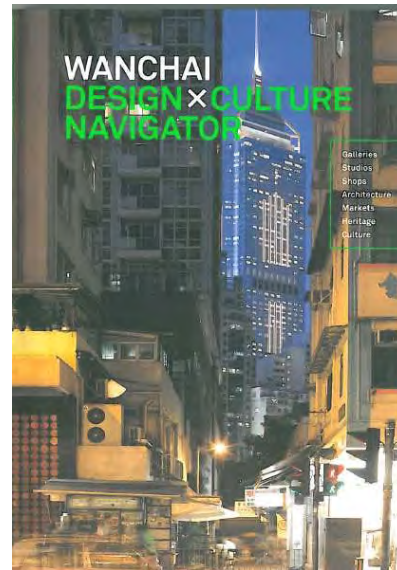
2010

Best of Design

- Best of Architecture: IAAI Architects Project: ROOM 6 (Building Design & Planning) / Architects: IAAI Architects
- Best of Interior Design: IAAI Architects Project: ROOM 6 (Building Design & Planning) / Architects: IAAI Architects
- Best of Industrial Design: IAAI Architects Project: ROOM 6 (Building Design & Planning) / Architects: IAAI Architects

2011

- Best of Architecture: IAAI Architects Project: ROOM 6 (Building Design & Planning) / Architects: IAAI Architects
- Best of Interior Design: IAAI Architects Project: ROOM 6 (Building Design & Planning) / Architects: IAAI Architects
- Best of Industrial Design: IAAI Architects Project: ROOM 6 (Building Design & Planning) / Architects: IAAI Architects



Raising the profile of Hong Kong as a design hub (7/7)

Visits

35 official delegations, as well as numerous universities and design organisations in Asia, Europe and America



Industrial Design Society of Shunde



International Design Council in Berlin



Minister of Culture, Belgium



Ministry of Commerce, PRC



Shanghai Industrial Design Association



Taiwan-Hong Kong Economic and Cultural Co-operation Council

Looking Ahead

- To strengthen design education and training in professions
- To nurture and cultivate a new generation of creative and design talents
- To continue to actively engage and foster close partnerships with local, Mainland China, Taiwan, and overseas design-related organisations, professional associations and academics
- To continue to organise flagship projects and roll out quality programmes to raise Hong Kong's profile as a creative capital and design hub

BODW 2011

- German design experts and brand representatives to present on various business-relevant design topics
- Success stories of German companies shared with designers, businesses and small and medium-sized enterprises (SMEs) as a source of inspiration for re-designing their business models



Former Hollywood Road Police Married Quarters (PMQ)

HKDC, as a co-applicant of the PMQ project, will support the Musketeers Education and Culture Charitable Foundation Limited to revitalise the site as an iconic centre for creative industries development





Exhibition Programme at HKETO, Berlin



To present Hong Kong's creative scene and to showcase the energy, style, innovation and branding power of Hong Kong and its designers to international audience





End of Report
www.hkdesigncentre.org

