

立法會CB(4)643/13-14(02)號文件
(只備中文本)



香港設計中心**2013-2014年** 年度活動及項目報告

香港設計中心

願景：擔當香港政府策略伙伴，推動香港成為亞洲區內首要設計中心

使命：

- 推動社會各界更有策略地運用設計，以建立可持續的競爭優勢；
- 鞏固香港作為設計知識樞紐及表揚卓越設計成就；
- 推動設計及創新，促進社會經濟繁榮，裨益社群

香港設計中心是政府資助的非牟利機構，於2002年由香港設計總會創立，創會會員包括香港設計師協會、香港室內設計協會、香港時裝設計師協會和香港特許設計師協會

工作目標方向

- 提升企業設計知識及管理，嘉許卓越設計成就和孕育創意人才；
- 培育設計企業家；
- 參與公共設計項目；及
- 推動公眾教育及倡議，促進交流、建立關係網絡和合作



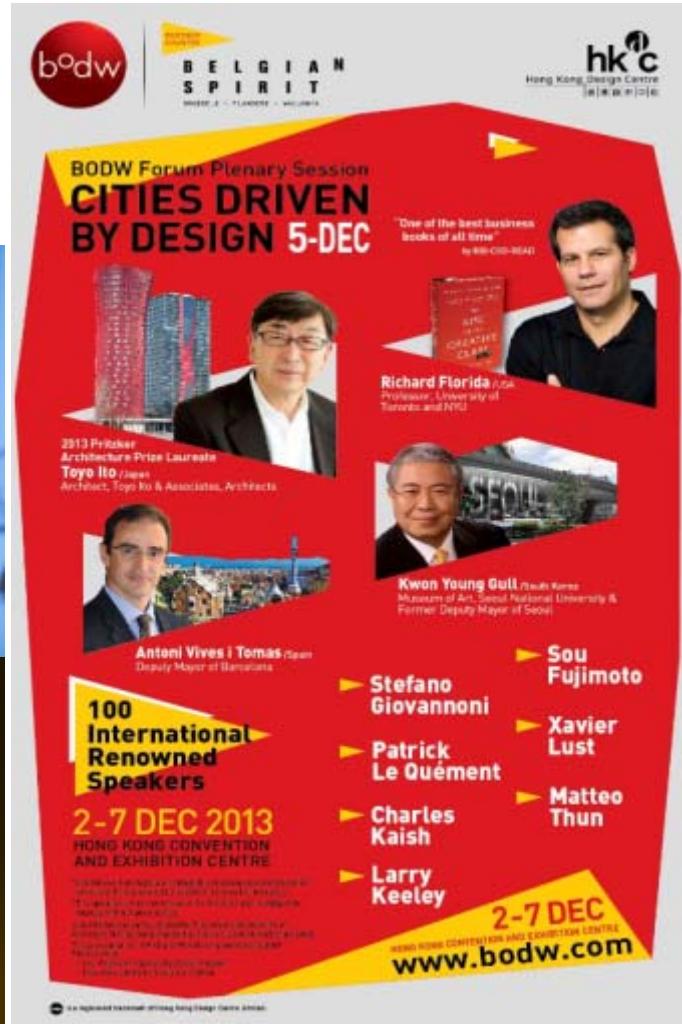
透過舉辦廣泛及多元化活動，包括舉行與設計相關的研討會、展覽、會議、工作坊和論壇，出版刊物，頒發獎項，以及進行其他活動，達致以上目標

「設計營商周」以設計、品牌及創新為重點亞洲區內年度盛事



雲集設計業內不同範疇菁英與企業家、聯繫全球創意人士、商界領袖、決策者和學者聚首一堂，分享、交流、學習及建立合作網絡

127 支持機構 (本地及海外)
參加者人數逾10萬



創意城市 設計驅動：促進交流、建立關係網絡和合作

設計營商周同期舉行的活動



設計教育論壇
品牌與設計圓桌論壇
知識產權營商論壇

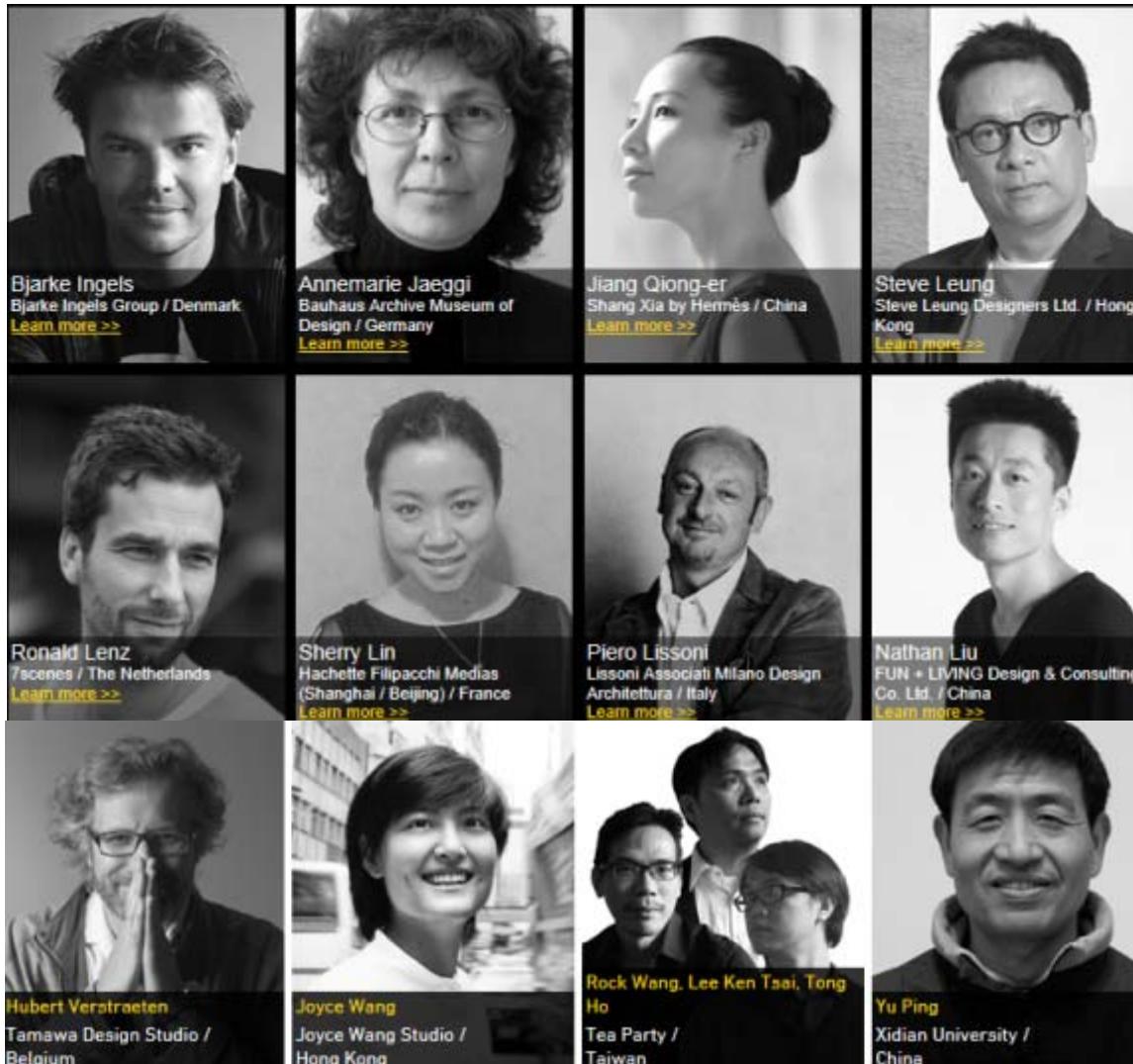
創新科技及設計博覽會
環球設計網絡研討會
設計遊 DETOUR MATTERS



創意城市 設計驅動：促進交流、建立關係網絡和合作

「設計營商周」

知識、網絡、商機

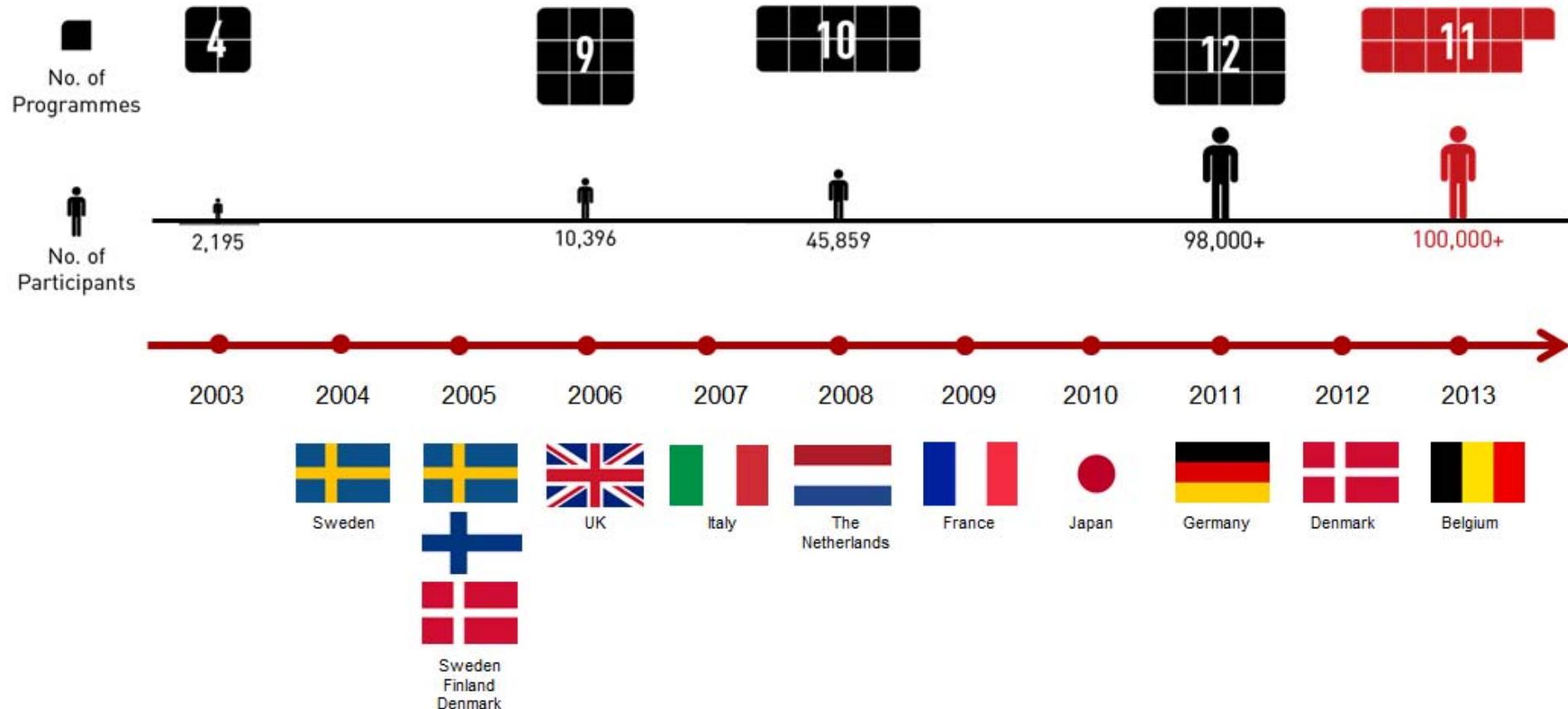


參加者類別



www.bodw.com

「設計營商周」



2014年夥伴國: 瑞典
2014年12月1至6日

亞洲最具影響力設計獎



從亞洲觀點嘉許優秀設計，表揚卓越設計及具商業成就及影響亞洲的項目

2013成績: 970 項參賽作品，來自19 個國家及地區 合共頒發 119 個獎項
自2003年起累計參賽作品數目: 5 470



Design Republic Design Commune — Neri & Hu Design and Research Office China	Hyundai Card Design Library — Hyundai Card South Korea
Lucky Shophouse — CHANG Architects Singapore	METAPHYS suiu — hers design, inc. Japan
Nike Flyknit Racer — Nike, Inc. United States	Ong Shunmugam — Ong Shunmugam Pte Ltd Singapore
OSORO — NARUMI CORPORATION Japan	Shibuya Hikarie — NIKKEN SEKKEI LTD. Japan
DFA Grand Award and Special Award for Culture West Kowloon Bamboo Theatre 2013 — CL3 Architects Limited Hong Kong	DFA Grand Award and Special Award for Technology TOYOTA Automated Guided Container Transport System — Toyota Industries Corporation Japan
DFA Special Award for Sustainability Waku No. 7 — Yu Ping Department of Industrial Design, Xidian University China	有關亞洲最具影響力設計獎2013得獎作品 資料，請瀏覽： For details of all winning projects of DFAA 2013: www.dfaaward.com HKDC Awards

嘉許卓越設計成就和孕育創意人才

亞洲最具影響力設計獎



出版 2013《給亞洲設計》獲獎作品集



嘉許卓越設計成就

香港青年設計才俊大獎



表揚新晉本地設計師及設計畢業生的成就，為香港設計業持續發掘及培養創意人才

2005年起累計獲獎人數: 63

- 創意智優青年設計才俊大獎
- 創意智優青年設計才俊特別大獎
- 理工大學青年設計才俊教育大獎
- 知專設計學院青年設計才俊教育大獎



創意智優青年設計才俊大獎得主
Winners of CreateSmart Young Design Talent Award



謝傑輝
Simpson Tse Tek-fai



陳曉璇
Rony Chan Ho-nap

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



黎意璇
Solworn Lai Yee-hung



李明璇
Celeste Lee Ming-yin

香港理工大學設計學院青年設計才俊大獎得主
Winner of PolyU School of Design Young Design Talent Award



黎嘉曉
Carol Lai Ka-jo



楊文丰
Tristan Yeung Man-fung

嘉許卓越設計成就和孕育創意人才

設計創業培育計劃



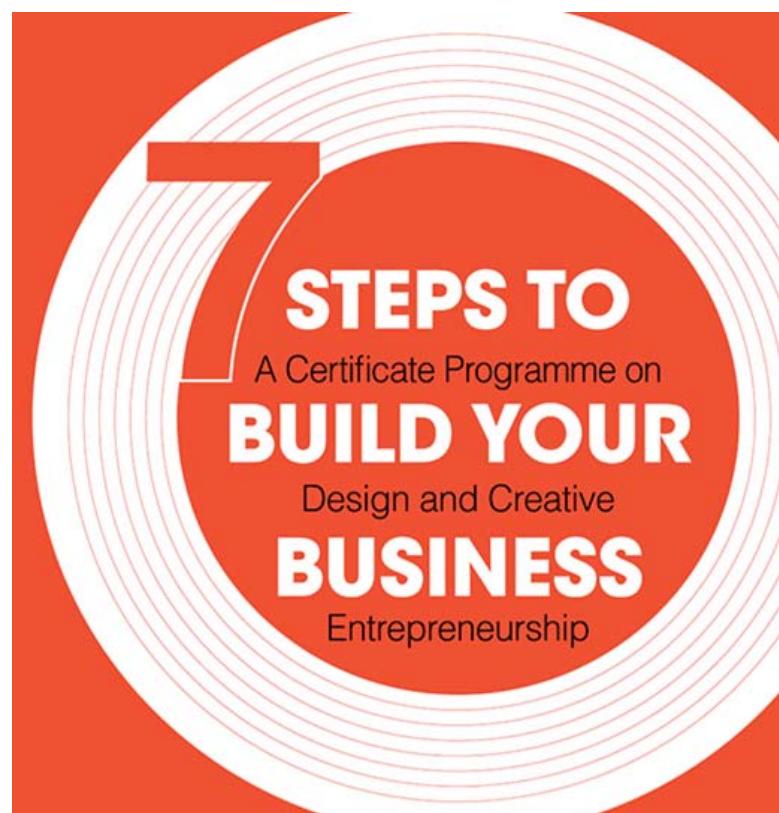
香港設計中心於2012年5月起從香港科學園接手管理，協助剛起步的設計公司創業，每家設計公司在兩年的培育期內可獲港幣最高50萬元政府資助

- 獲培育公司共148家，於培育期內創造職位達604個（資料截至2014年3月底）
- 培育公司畢業後兩年持續營運率達95%（資料截至2014年3月底）



「志在創業 - 設計與創意工業」證書課程

- 包含7個學習單元與一天的珠三角考察活動，旨在加強設計與創意工業的從業員和專業人士營商知識及網絡
- 自2008年創辦以來，累計共189名畢業生



設計市集

為本港新晉設計師與設計畢業生展示和推廣原創設計作品的平台，為與參加設計師舉辦營商工作坊，增強營商實務知識，助其與工商界建立合作關係

為期3天，共54家設計單位參與

> 12萬名市民大眾參觀及選購原創作品



設計智識周



KNOWLEDGE
OF DESIGN WEEK
設計智識周 2013 ®



2-6 JULY 七月
HOTEL ICON 唯港薈



DESIGN FOR ALL

為民設計

Game Changing in Business & Society
不容錯過的一周 與國際級大師互動、交流

社會公益、企業營商，如何以設計令兩者相輔相成，發展新商機
同時惠及社群？七月二至六日，「設計」智識周三大論壇及多個
互動工作坊，由國際級大師親自擔任身教，由亞洲文化、社會
創投、共融設計及創新管理策略各範疇，同為企業及社會創造
價值。難得機會，報名從速！

4/7 KODW Forum 設計「智」識周論壇

上午主題：為社會創新增設計
下午主題：設計創新管理

5-6/7 KODW Workshops 設計「智」識周工作坊

設計工作坊 與十多位設計大師互動交流

Asian Culture Forum
& Workshop
亞洲文化論壇

5/7 上午主題：文化與設計

下午主題：文字與設計

6/7 互動工作坊

徐冰 (中國)
淺葉克己 (日本)

Kathryn Firth (英國)
安尚秀 (韓國)



誰應參與？
■ 企業決策者
■ 設計師
■ 市場推廣專才
■ 社會及公共服務人士

■ 學者
■ 中小企業
■ 有興趣人士

*論壇及會議所提供的資訊、營運額及英語程度標準。
大部分工作坊以英語進行；以其他語言教授的工作坊，需提供英語翻譯標準。
*項目內容如有更改，恕不另行通知。

網上報名
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(852) 2522 8688
kodw@hkdesigncentre.org



主要贊助
創意香港
亞洲大學
合辦機構
大東航空公司
賓利機場
土耳其航空
DM-Asia
30
香港工藝會
Giormani
HKG志

提升公私營機構和企業設計知識及管理



KNOWLEDGE
OF DESIGN WEEK
設計智識周 2014 ®



- 強調持續進修及設計知識學習和分享
- 為設計從業員和商界行政人員提供學習平台，向國際設計大師、專家及商界領袖取經

設計大師工作坊，論壇及設計領袖論壇
(2013年: > 960 名參加者)



設計知識學院



Institute of
Design Knowledge®
a division of HKDC



設計及創新領袖課程，提升創新、設計領導和管理方面的專業知識，增強香港企業人才在全球知識型經濟中競爭優勢

支持機構數目: 18

單元課程數目: 15

修讀學員人數: ~ 300

支持伙伴

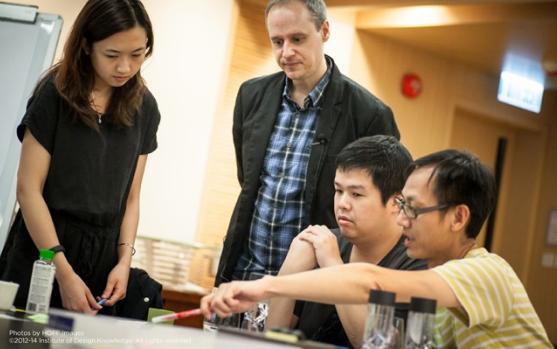


IIT Institute of Design
ILLINOIS INSTITUTE OF TECHNOLOGY

Royal College of Art
THE HELEN HAMLYN
CENTRE FOR DESIGN

PARSONS
THE NEW SCHOOL
FOR DESIGN

主要贊助



提升公私營機構和企業設計知識及管理

香港公務員創新領袖課程

與公務員事務局公務員培訓處合作，為超過190名來自多個政府部門及決策局的中高層政府公務員提供培訓，增強其設計思維及管理知識、創新領導能力及睿智，栽培具創新思維視野的公務員領導人才



提升公私營機構和企業設計知識及管理

公眾教育及倡議

設計驅動改變圓桌會議

探討設計與文化、經濟、教育、社會、城市、可持續發展等關係



設計教育項目 – 環球設計夏令營

- 促進設計知識分享和文化交流，鼓勵學生積極進行跨國界創意分享，包括研討會、設計工作坊、本港實地考察、各類型設計講座及中國珠三角地區考察
- 為期10日，共70名本地專上院校設計學生及50名來自18所海外設計院校學生參與



公眾展覽 海外推廣香港設計師及設計

香港首次以獨立展館參與米蘭設計周

展示超過60個本地設計師及設計項目，當中25%為年青設計師，包括
「亞洲最具影響力設計獎」及「香港青年設計才俊大獎」得主

參觀人數：> 10 萬



推動公眾教育及倡議

公眾展覽

海外推廣香港設計師及設計



CONSTANT
CHANGE
香港：變不停
8-13 april 2014 · milan



C8 Friday, April 25, 2014

TECHNOLOGY & DESIGN

FAST IMPRESSIONS

Scenes flash by in seconds, like in a film. Every second across the Victoria Harbour, the next, boutiques at a Sheung Wan coffee shop are seen busily masking their displays of old and new street wear and fresh pastries. This series of fleeting, ever-changing impossibilities was part of an exhibition appropriately titled Hong Kong Constant Change at this year's Milan Design Week.

The minimalist exhibition, by London curators Edmund Elsaud, explores five creative scenes of the participating designers, via a mobile app that allows visitors to scan QR codes to give viewers comments, interviews and insights with some of the 50 designers involved.

If you want a wider series of exhibitions at Milan's Teatro alla Scala Design Museum, one of many options in the city that hosted the event.

Dutch architect Mike de Smaele, who is also director of the Danish Design Center, curated Hong Kong Constant Change, along with his team from the Hong Kong Design Centre.

"I decided I would like to invite young designers," says Mike. "Hong Kong is a very special city. Everyone's always chasing the latest trends and fashions. There is a lot of variety."

It is, in fact, integral to Cheung's approach to design.

The Milan exhibition, sees him reuse plastic bags to collect fallen leaves, and turn discarded items into street lighting.

"Sustainability is central to the work of many of the up-and-coming designers who exhibited at Hong Kong Constant Change. "We think it's important to design," says Michael Leung.

For his part, Hong Kong's own half of Milan, a design duo from Hong Kong, have been invited to show their work at the Dutch Design Week in Eindhoven, the Netherlands.

Royce Chan, the other half of Hong Kong, says they moved back to Hong Kong to extend their horizons beyond Hong Kong, to other cities, and also due to the local staycation trend, which the duo coined, back in 2008.

For his part, Hong Kong Constant Change, Cheung and Leung designed tables and benches made of discarded, eco-friendly products such as scrap wood and generally used in construction processes.

"Both materials are hidden inside the furniture. Few realize their beauty." The furniture emphasizes the craftsmanship and skill involved with carpentry, an

approach that informs much of Hong Kong's culture, he says. Royce Chan's confab with his old school days, they didn't pass their skills on, they didn't pass them on," says Cheung.

Also present at the exhibition was Stickline, a design studio that works with three-dimensional forms crafted out of paper. The two of them, Michael Leung and Royce Chan, were meeting to organize the designs to be exhibited at the exhibition.

A firm, international atmosphere, who started out designing before before joining forces with Leung, who has a background in package design.

As a result of the exhibition, was designer Eileen Chan of The Yesterdaykin, a fashion label that reworks vintage clothing found at flea markets and in

second hand stores. "I stuck on the coming, the silhouette was to try to create a more collected look," says Chan. "I'm not chasing trends and I'm not doing mass production."

Cheung's participation in Hong Kong Constant Change has one big difference from that of Stickline. His and Cheung's work was part of the digital space, rather than the physical space.

"I wanted to make Hong Kong proud of their city," he says. "All the shots were taken without filters, so it's what makes Hong Kong unique. And that makes Hong Kong fun," He says.

And now, Constant Change will be on display at the newly opened PMQ on Albion Street in July. It was the first time the event

had gone digital, says Edmund Lee, executive director of the Hong Kong Design Centre. "We want to make Hong Kong an robust, and at the same time, very dynamic city."

The designers also demonstrated an interesting approach to sustainability.

Also present at the exhibition was Stickline, a design studio that works with three-dimensional forms crafted out of paper. The two of them,

Michael Leung, Anthony Lo

two designs for French

designers, Mark Design Vietnam and Samye Cheng.

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公眾展覽及教育項目

推廣香港設計師及設計



香港巴塞爾藝術展
(> 60 000名參觀者)

康文署合作公共藝術項目 -- 認「清」設計
(> 113 000名參觀者)



康文署合作公共藝術項目 -- 國際博物館日
(> 70 000名參觀者)

香港設計 悅閱月
(> 70 000名參觀者)

展望未來

- 1) 推行現有設計項目／活動以及旗艦項目（如「設計營商周」和「設計中心大獎」），致力提升市民及海外機構的參與程度；
- 2) 提供以設計師、工商企業管理層及專業人員、和公營機構人員為對象的課程；
- 3) 培育設計人才，透過「設計創業培育計劃」培育新成立設計企業，透過「香港青年設計才俊大獎」贊助年青設計師前赴海外深造，以及加強「設計創業培育計劃」與「元創方」合作；
- 4) 加強研究工作，配合政府推動設計業進一步發展；以及
- 5) 傳揚設計中心的公眾使命，讓社會各界進一步了解設計對社會、經濟和文化的價值。



報告完畢

www.hkdesigncentre.org

