

**For discussion
on 8 December 2014**

**Legislative Council Panel on
Information Technology and Broadcasting**

**Report on the work of the Hong Kong Design Centre
and future plans**

Purpose

This paper updates Members on the work of the Hong Kong Design Centre (HKDC) from April 2014 to October 2014.

Background

2. HKDC was founded in 2001 by five designer associations, which cover the major design disciplines of Hong Kong¹. As a non-profit making organisation with a small core staff of 32, HKDC's missions are to promote design in Hong Kong and support the development of the local design sector. Key programmes of HKDC include the following –

- (a) publicity efforts outside Hong Kong;
- (b) promotion of design leadership and continuous learning;
- (c) promotion of design excellence;
- (d) nurturing design-entrepreneurs and related programmes; and
- (e) collaboration with PMQ.

3. HKDC's basic operation covers research; website and database development; publications; networking activities on the Mainland and overseas; educational seminars; workshops and classes; designer-business networking events, etc. HKDC also conducts professional education and executive programmes on design; organises

¹ The founding members of the HKDC are Hong Kong Federation of Design Associations, Hong Kong Designers Association, Hong Kong Interior Design Association, Hong Kong Fashion Designers Association, and Chartered Society of Designers.

signature events such as Business of Design Week (BODW) and HKDC Awards; and nurtures design start-ups through the Design Incubation Programme (DIP).

4. The Government has been committed to promoting the development of Hong Kong's creative industries, including the design sector. HKDC is a dedicated agency which has the capacity and expertise to promote Hong Kong design, assist in professional development of local designers, promote design thinking in the society, and organise signature events. Its mission and capacity augment the Government's efforts in promoting the design sector. Against this background, the Government has provided funding support to support the basic operation of HKDC since 2001. The latest provision of non-recurrent funding of \$70 million was approved by the Finance Committee of the Legislative Council in April 2012 vide FCR(2012-13)3 for supporting the basic operation of HKDC for three years from July 2012 to June 2015.

HKDC's work from April to October 2014

5. From April to October 2014, HKDC launched a number of programmes and activities targeting different stakeholders including business leaders, entrepreneurs, brand owners, executives of corporate and public entities, design practitioners, professionals, design students and the public at large. The same period also witnessed proactive efforts on the part of HKDC to collaborate with the PMQ, which is a new creative hub revitalised from the former Police Married Quarters on Hollywood Road.

Publicity efforts outside Hong Kong

6. To continue to raise the international profile of Hong Kong design, HKDC held the "**Hong Kong: Constant Change Exhibition**" at the Triennale Design Museum in Milan, Italy, from 8 to 13 April 2014 during the Milan Design Week². The exhibition featured the rich legacy and vibrancy of Hong Kong design, presenting some 200 creative works

² The Milan Design Week is the global benchmark for the home furnishing sector showcasing the latest in furniture and product design from countries/regions around the world. The Milan Design Week 2014 attracted some 310 000 visitors. Triennale Design Museum is one of the major venues of the Milan Design Week.

of 61 Hong Kong designers/design projects. The exhibition attracted over 25 000 visitors and considerable media interests with over 200 pieces of press coverage generating public relations value³ of some \$25 million. Some 1 200 guests of the design and business community attended the opening ceremony, and over 13 000 unique visitors logged onto the exhibition website.

7. To continue to promote Hong Kong's design services to the Mainland businesses, HKDC co-organised **SmartHK 2014** with Hong Kong Trade Development Council (HKTDC), which was held in Nanjing from 10 to 11 June 2014. HKDC took the opportunity to introduce the importance of design and innovation to the Mainland enterprises as well as the services and platforms of Hong Kong to help business exchange and upgrading.

8. In September 2014, HKDC participated in the **First Hong Kong - Shenzhen Design Biennale** and arranged for the display of selected winning entries of the 2013 Design for Asia Grand Awards⁴. HKDC also helped young Hong Kong designers who participated in the Milan Exhibition (see paragraph 6 above) showcase their works in the Biennale.

9. HKDC continues to promote exchanges between Hong Kong and other places. Between April and October 2014, HKDC received a total of 17 Mainland, Taiwan and overseas groups across different sectors, including the delegations of the Swedish Skane Region, Invest Shenzhen, and Hunan Institute of Science and Technology.

Promotion of design leadership and continuous learning

10. HKDC launched the **Knowledge of Design Week (KODW) 2014** on 23 June under the theme 'Designing Service Futures for Retail and Hospitality'. This annual event, comprising forums, conferences and workshops, functions effectively as a unique knowledge learning and networking platform dedicated to creativity and design. The 2014 event

³ Public relations value is a marketing metric for quantifying the value of public relations efforts in monetary terms, which are known as advertising value equivalency.

⁴ Design for Asia (DFA) Awards is one of the categories of the HKDC Awards, which is an annual design award programme organised by HKDC to honour design excellence from around the world with Asian perspective. There are eight classes of awards under the DFA Awards, of which the DFA Grand Awards commends the best designs based on their design excellence, influence in Asia and commercial success. A maximum of ten Grand Awards are conferred each year.

attracted the participation of some 540 executives, professionals, design practitioners and design students.

11. Preparatory work has been in full swing for HKDC's signature event, **Business of Design Week (BODW) 2014**, which will take place in early December 2014. Sweden is the BODW partner country this year. As a prelude programme of BODW 2014, HKDC has since July this year rolled out a series of 'Designed by Hong Kong' sharing sessions to showcase Hong Kong's creative talents and publicise BODW 2014 and HKDC.

12. During the reporting period, HKDC organised three training workshops under the **Institute of Design Knowledge (IDK)** initiative. These training workshops were tailored for decision makers, senior business executives and design practitioners, covering topics such as business relevance of design thinking and management, innovation leadership and enterprising creativity. Just like other educational programmes administrated by HKDC, IDK programme involved a high degree of international exchanges and enlisted a number of world-class design institutes, including Delft University of Technology (The Netherlands), the Institute of Design of the Illinois Institute of Technology (United States), and the Helen Hamlyn Centre for Design of the Royal College of Art (United Kingdom), in providing visiting professors/directors/advisors as lecturers and contributing programme contents. Three upcoming IDK training modules will be offered, including two as a new design elective under the EMBA course offered by the Chinese University of Hong Kong (CUHK).

13. HKDC was commissioned by the Civil Service Training and Development Institute to help organise a series of **bespoke training workshops** for middle-rank managers in the civil service. HKDC delivered two training sessions entitled 'Service Innovation and Implementation' in May and October 2014 respectively.

Promotion of design excellence

14. In 2014, HKDC continues to honour design excellence and outstanding achievements of practising designers, design enterprises and business leaders through various award programmes of the **HKDC Awards**. As a result of enhanced promotion and publicity efforts, 1 024 entries from 23 countries/regions were received in 2014 under the Design for Asia Awards of the HKDC Awards. Hong Kong designers account

for 49 out of 168 awarded entries. It is noteworthy that two Grand Awards and one Special Award go to Hong Kong designers.

15. The number of Hong Kong Young Design Talent Award (HKYDTA) applicants has reached a record high of 193 in 2014. There are 18 award winners. 14 of them (six in 2013) will undergo overseas work placement or further study with sponsorships provided by Create Hong Kong (CreateHK), the Hong Kong Polytechnic University and the Hong Kong Design Institute. By October 2014, all the four awardees of HKYDTA 2013 supported by CreateHK have commenced their work placement in Belgium, Denmark, Germany, the Netherlands and the United Kingdom.

Nurturing design-entrepreneurs and related Programmes

16. HKDC has been administering the **DIP** since May 2012. A total of 59 new incubatees have been recruited as of end October 2014. 47 of them are still undergoing incubation at InnoCentre. HKDC has strengthened the scope and intensity of the support services offered, particularly in regard to business and marketing know-how, mentorship advice and problem solving technique. In 2013-14, seven international awards and 34 local awards were attained by the incubatees. They registered 47 trademarks and lodged four registered designs. The number of jobs created by them amounted to 144. The survival rate of the incubatees is 95%, which is measured in terms of the number of DIP graduate still in business two years after completion of the incubation programme.

17. **Design Mart 2014** was held at a local shopping mall from 26 to 28 September in the form of a three-day design carnival, which has enticed over 7 700 shoppers and generated total sales value of close to \$450,000. The Mart provided a platform for 59 participating designers (including 22 DIP incubatees) to display and market their creative works and products in a real business setting, and to facilitate business networking. Many participating designers have secured business opportunities in the form of order placement, consignment sales, product design/development, as well as invitation to exhibit their works/products.

18. HKDC launched the eighth intake of the **Entrepreneurship for Design and Creative Business Programme** in June 2014, in collaboration with the Centre for Entrepreneurship of CUHK. A total of 31 local designers and creative professionals, including 17 DIP incubatees,

enrolled in the programme. The participants underwent seven lecture modules covering brand development, marketing and financial management, etc. They also made a day trip to Shenzhen to visit design companies, design associations and factories.

19. HKDC has been updating the online **Hong Kong Design Directory** database to facilitate the trade and industry in finding suitable partners or service providers in design projects. The Directory provides useful reference on over 630 local designers, design consultants, design companies, etc.

20. The **HKDC Library** has progressively expanded its print and digital book and magazine collections, which was up to 4 175 items as at end September 2014. HKDC has also arranged regular book sharing sessions and topical book features to enhance publicity of the Library.

Collaboration with PMQ

21. HKDC has been keen in achieving synergy with PMQ, leveraging on the latter's resources to nurture young designpreneurs to maximise programme impact. Ten DIP graduates so far have commenced retail operation at PMQ. This highlights the potential of PMQ offering an acceleration platform for DIP graduates. HKDC will explore with PMQ different areas, including a separate application track for studio shop tenancy for outstanding incubatees, joint entrepreneurship training and networking efforts, as well as opportunities for DIP incubatees to run pop-up stores and/or exhibit their works and products at PMQ. HKDC is also planning to organise Design Marts and BODW programmes and activities at PMQ.

22. Separately, HKDC has been providing advisory and operational assistance to PMQ in support of their setting up of a resource centre including library facilities. The **Taste Library** of PMQ⁵ is now up and running while the **Design Library** will be launched soon. HKDC has also been engaged by HKTDC to manage the design project concerning its new gallery at PMQ.

⁵ Opened in August 2014, the Taste Library is a 2 000 square feet non-profit collaboration between the operators and PMQ. The library has about 3 000 books on food culture and design. It also includes a kitchen, three reading rooms, five balconies (for growing crops) and a reception area, where visitors can cook and read books and magazines about food culture.

Future plans

23. The HKDC has been in operation for 14 years and the focus of the programmes that it organises has been evolving. In the past two and a half years, HKDC has spent considerable efforts in raising the profile of the Hong Kong design sector both internationally and in the Mainland, in nurturing and providing opportunities for talents, and in raising the standards of practitioners. Efforts were also made in enhancing awareness of the business sector in the importance of design through signature events like the BODW.

24. The non-recurrent funding approved by the Finance Committee to support the basic operation of HKDC, BODW and HKDC Awards and DIP will either lapse or become fully committed in the next few months. The Government is considering the future funding arrangement for the HKDC. We will consult this Panel on the way forward in due course.

Advice sought

25. Members are invited to note this paper and comment on the work of HKDC.

Communications and Technology Branch
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