



Press Release

Immediate Release

DFA Hong Kong Young Design Talent Award 2017

Application Starts Today

(20 April 2017, Hong Kong) The DFA Hong Kong Young Design Talent Award (DFA HKYDTA) aimed to provide local up-and-coming designers and design graduates an overseas experience learning platform to unleash their potential, is now open for application **until 28 June this year**.

Awardees may be granted a financial sponsorship of up to HK\$500,000 to work overseas for famed design firms or to study in renowned design institutes. They can develop their skills and inspire their design thinking, contributing to the long-term development of Hong Kong's design industry and maintaining the city's competitiveness upon their return.

Online Application Details

Date: 20 April - 28 June 2017

Submission: www.ydta.dfaawards.com

Application Requirements

Hong Kong permanent residents aged 35 or below who are either designers with relevant working experiences, or design graduates of Higher Diploma, Associate Degree or Bachelor Degree from local educational institutions or Master Degree obtained from local or overseas educational institutions in 2017 with nomination from industry organisations or professionals are eligible for the application.

Judging Criteria

Candidate will be assessed by judging panel based on his/her (1) potential contribution to the design and innovation development in Hong Kong; (2) personal aspirations, talents and achievements in specific field with potential continuous development; (3) effectiveness of communication and presentation skills; (4) portfolio of design works and (5) overseas plan proposal.

The DFA HKYDTA comprises five awards, including (1) CreateSmart Young Design Talent Award, (2) CreateSmart Young Design Talent Special Award, (3) HKDI Young Design Talent Award, (4) PolyU School of Design Young Design Talent Award with financial sponsorship from Create Hong Kong (CreateHK) of the Hong Kong SAR Government, Hong Kong Design Institute (HKDI) or School of Design of the Hong Kong Polytechnic University, and (5) Young Design Talent Special Mention Award may also be conferred to selected candidates.



In 2016, a total of 16 awardees consisting of nine design practitioners and seven design graduates were granted the awards. Thirteen of them would receive financial sponsorship up to HK\$5,000,000 in total and start their overseas undertaking by end of September this year.

2016 Awards winners' photos are available at:

http://www.hkdc.hk/download/awards/DFA_HKYDTA_2016.zip

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About DFA Hong Kong Young Design Talent Award (www.ydta.dfaawards.com)

Established in 2005, DFA Hong Kong Young Design Talent Award (DFA HKYDTA) as one of the programmes of DFA Awards organised by the Hong Kong Design Centre (HKDC), aims to support and cultivate local up-and-coming designers and design graduates aged 35 or below. Awardees may receive sponsorship to undergo overseas work attachment in renowned design companies or study in overseas institutes to unleash their potential and contribute to Hong Kong's design and creative industry development upon their return.

Organiser (www.hkdesigncentre.org)

Hong Kong Design Centre (HKDC) is a non-profit organisation founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as centre of design excellence in Asia. HKDC continues its public mission in using design and innovation to drive value creation of business development and improve the well-being of society, through the provision of diverse exchange platforms, anchored by five major work directions: **CONNECT, CELEBRATE, NURTURE, ADVANCE** and **ENGAGE**.

HKDC's flagship programmes include **Business of Design Week** (since 2002) – Asia's leading annual conference and event on Design, Innovation and Brands; **DFA Awards** (since 2003) – the most recognised design awards from an Asia perspective; **Design Incubation Programme** (since 2012) and **Fashion Incubation Programme** (since 2017) – 2-year incubation programmes to nurture future design and fashion entrepreneurs; **FASHION ASIA HONGKONG** (since 2016) – a new initiative combining conversations, interactions and cultural exchanges to energise the city's image, and positioning it as an Asian hub for fashion trade and business development; **Knowledge of Design Week** (since 2006) – an annual thematic design knowledge sharing platform on how design can solve complex challenges of our society.

Enquiries

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