

To: General News / Business / Culture / Education news Editor and Reporters

MEDIA RELEASE

For immediate release

Knowledge of Design Week 2018 concluded with another success
Global thought-leaders gathering
Synergizing and Co-designing a liveable Hong Kong

(Hong Kong, 15 June 2018) Organised by The Hong Kong Design Centre with Create Hong Kong as the major sponsor, Knowledge of Design Week 2018 (KODW 2018) officially came to a close today. The prominent design knowledge event KODW 2018 aimed to inspire designers and entrepreneurs with new perspectives from different fields to get insights into the latest global innovative trends. Under the theme of *Design for Liveability*, KODW 2018 featured a series of activities that encouraged the participants to embark on discussions about various topics on a city's liveability and explore new possibilities for cities' future development.

This year, KODW had gathered over 30 local and international acclaimed industry experts including Mr. **Carlo Ratti**, Director, MIT Senseable City Lab & Founding Partner, Carlo Ratti Associati; Mr. **James Corner**, CEO, James Corner Field Operations; Mr. **Pratap Bose**, Head of Design of Tata Motors Limited; Ms. **Jill Garner**, Victorian Government Architect, Office of the Victorian Government Architect; Ms. **Martha Thorne**, Dean, IE School of Architecture and Design & Executive Director, Pritzker Architecture Prize; Mr. **Patrick Blanc**, Botanist & Artist; Mr. **Justin Yu**, Co-Founder, Plan b, etc., who led 3 thematic forums, 9 workshops, 1 InnoDesign Leadership CEO Forum and 1 IDK Workshop on Design for Public Services in collaboration with PwC and the Efficiency Office. Speakers at KODW 2018 have introduced the latest case studies on "Design for Liveability" from different countries, and shared their professional and innovative perspectives for improving a city's liveability.

"Since 2006, KODW is an annual thematic programme that gathers the global design community to explore the big design debates of today. As a dynamic platform to facilitate cross-sector collaboration and innovation, Knowledge of Design Week has brought the world's creative leaders to share their thoughts on trending social topics. The theme of this year's KODW is *Design for Liveability*, and by inviting experts and visionaries from all areas of design industry, I am sure that new ideas and great impact will be brought to practitioners and the society." says Professor Eric Yim, JP, Chairman of HKDC.

If you have missed and wish to experience the memorable moments of KODW 2018, please access the official website (www.kodw.org), WeChat (香港设计中心 HKDC) or Facebook page (<https://www.facebook.com/kodwhkdc>)

Photo Captions

	Organised by The Hong Kong Design Centre with Create Hong Kong as the major sponsor, Knowledge of Design Week 2018 (KODW 2018) was successfully concluded today.
	Fenne Roefs from Mijksenaar Wayfinding Experts shared with participants the psychology of wayfinding design in 'A Legible City through Wayfinding Design' workshop
	In addition to 3 themed forums and 9 workshops, KODW 2018 also featured an InnoDesign Leadership CEO Forum exclusively for CEOs.

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About Knowledge of Design Week

Since 2006, KODW has been an annual thematic programme that gathers global design communities to explore the big design debates of today, and offers opportunities for all creative stakeholders to engage in dialogues on how design can solve complex challenges for societies.

By integrating ethnographic user researches, data-driven insights and the emerging trends and technologies across a range of macro topics – ageing societies, public services, city livability, health and well-being, and various areas of social concerns—KODW seeks to foster cross-disciplinary learning and exchange through forums, roundtable discussions, case studies and workshops.

Beyond translating knowledge into new practices to inspire people-focused innovations for tomorrow, KODW has proved to be an invaluable knowledge sharing platform that connects global field experts, policy makers, industry leaders and thinkers across the academia and creative and business communities around the world.

Bridging knowledge with practices to help today's businesses and societies, KODW is determined to explore the untapped potentials and the compelling impacts of design that can bring significance to individuals, communities, enterprises and cities.

About the Hong Kong Design Centre

Hong Kong Design Centre (HKDC) is a non-profit organisation founded in 2001 as a strategic partner with the HKSAR Government in establishing Hong Kong to be the 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 the society through the provision of diverse exchange on the platform that is anchored by five major work objectives: 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 award from an Asia perspective; Design Incubation Programme (since 2012) and Fashion Incubation Programme (since 2017) – providing a 2-year incubation to nurture future design and fashion entrepreneurs; FASHION ASIA HONGKONG (since 2016) – a new initiative combining conversations, interactions and cultural exchanges to rejuvenate the prominent image of the city and to position 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 for our society.

This press release is prepared and released by Mention PR Consultants Limited on behalf of KODW 2018. For media enquiries, please contact:

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