

Immediate Release

## **Lunar New Year Celebration: Explore exciting events celebrating creativity and tradition at DX design hub from mid-January**

A collaborative journey to better understand and appreciate the power of design

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**Hong Kong, 20 January 2025** - As the Lunar New Year is around the corner, DX design hub in Sham Shui Po is all set to surround the community with creativity and culture through a range of festive activities that offer an inspiring journey deep into design culture, getting the Year of the Snake off to a good start. The Cultural and Creative Industries Development Agency of the Government of the Hong Kong Special Administrative Region is responsible for strategy formulation, coordination, and supervision of the hub while HKDC is responsible for operating the hub.

As a new landmark in the city celebrating design and creativity, DX design hub officially opened to the public on 4 December 2024. It serves as a dynamic platform where creativity and ideas can blossom, attracting designers, industry professionals, students, the general public and tourists. Hosting exhibitions that showcase the excellence of local design and various engaging design-related activities, DX design hub aims to foster communication and collaboration among different design disciplines, and to inject positive momentum into the creative scene of Sham Shui Po.

To cultivate a vibrant design culture in the city, DX design hub creates a space for designers and creative professionals from different backgrounds to generate synergy and spark ideas. From exhibitions and workshops, to seminars and forums, DX design hub unlocks enriching design experiences for the community, allowing people to feel the power of design.

For the coming Chinese New Year, DX design hub has curated a series of activities for everyone to explore the many facets of design and creativity, while enjoying festive fun.

**Event highlights (For details of other exhibitions presented at DX design hub, please refer to Appendix 1):**

Event	Details
<p><b>【Design Pulse Asia】Design Dialogue: Cheongsam and Fashion Culture</b></p> <p>In this design dialogue, renowned designer Freeman Lau and Yolanda Ng, Member of West Kowloon Cultural District Authority Board, will explore the evolution of the cheongsam and the quintessential Chinese women's garment. Freeman's outstanding achievements in the design industry, his deep interest in Chinese culture, and Yolanda's contribution to promoting arts and culture will bring us a feast of ideas.</p>	<p>Date: 25 January 2025 (Saturday)</p> <p>Time: 4:30pm – 6pm</p> <p>Venue: 3/F The Lounge, DX design hub, 280 Tung Chau Street, Sham Shui Po, Kowloon</p> <p>Guest: Freeman Lau, Yolanda Ng</p> <p>Quota: 15</p> <p>Language: Cantonese</p> <p>Registration: <a href="https://DesignDialogueCheongsamandFashionCulture.eventbrite.hk">https://DesignDialogueCheongsamandFashionCulture.eventbrite.hk</a></p> <p>Fee: Free of Charge</p> <p>* Enrolment is on a first-come-first-served basis</p>
<p><b>Mini Qipao 3D Design Workshop by Classics Anew</b></p> <p>Using recycled fabrics and materials, participants will craft miniature qipao. By delving into the design, structure, and production of the cheongsam, they will explore ways to reimagine the essence of traditional Chinese attire in today's context, blending it with modern fashion design elements.</p>	<p>Date: 25 January 2025 (Saturday)</p> <p>Time: 2pm-4pm</p> <p>Venue: 3/F The Lounge, DX design hub, 280 Tung Chau Street, Sham Shui Po, Kowloon</p> <p>Host: Janko Lam</p> <p>Language: Cantonese</p> <p>Registration: <a href="https://miniqipao3ddesignworkshop.eventbrite.hk">https://miniqipao3ddesignworkshop.eventbrite.hk</a></p> <p>Fee: Free of Charge</p> <p>* Enrolment is on a first-come-first-served basis</p>

<p><b>Golden Snake Paper Cutting Workshops by PAPERTECTURE</b></p> <p>Chinese paper cutting, a traditional folk art, involves intricate patterns being cut into paper using scissors or knives. In this workshop, a local paper cutting artist will lead participants in crafting their own paper-cut artwork depicting a golden snake, symbolising the upcoming Lunar New Year.</p>	<p>Date: 26 January 2025 (Sunday)</p> <p>Time: 2: 30pm-4:30pm</p> <p>Venue: 3/F The Lounge, DX design hub, 280 Tung Chau Street, Sham Shui Po, Kowloon</p> <p>Host: Nick Tsao</p> <p>Quota: 20</p> <p>Age: Children of 6 to under 12 years old must be accompanied by an adult</p> <p>Language: Cantonese</p> <p>Registration:</p> <p><a href="https://GoldenSnakePaperCuttingWorkshop.eventbrite.hk">https://GoldenSnakePaperCuttingWorkshop.eventbrite.hk</a></p> <p>Fee: Free of Charge</p> <p>* Enrolment is on a first-come-first-served basis</p>
<p><b>Lunar New Year Lion Dance Performance</b></p> <p>The Performance is scheduled to take place at The Square (ground floor) of DX design hub, marking the arrival of the Chinese New Year in 2025. This event will infuse the community with a celebratory ambience and good wishes.</p>	<p>Date: 3 February 2025 (Monday)</p> <p>Time: 3:30pm-4pm</p> <p>Venue: G/F The Square, DX design hub, 280 Tung Chau Street, Sham Shui Po, Kowloon</p> <p>Fee: Free of Charge</p>
<p><b>New Year Lion Dance Talk &amp; Painting Workshop</b></p> <p>The exhibition will showcase lion dance art pieces, offering a glimpse into the captivating essence of this age-old tradition. Attendees can also explore their artistic flair during the workshop by personally hand-painting their custom lion dance artworks.</p>	<p>Date: 3 February 2025 (Monday)</p> <p>Time:</p> <p>Exhibition: 11am-7pm</p> <p>Workshop: 1pm-3pm</p> <p>Venue: 1/F The Gallery, DX design hub, 280 Tung Chau Street, Sham Shui Po, Kowloon</p> <p>Age: Children of 6 to under 12 years old must be accompanied by an adult</p> <p>Language: Cantonese</p> <p>Registration:</p> <p><a href="https://NewYearLionDanceTalkPaintingWorkshop.eventbrite.hk">https://NewYearLionDanceTalkPaintingWorkshop.eventbrite.hk</a></p>

	<p>Fee: Free of Charge</p> <p>* Enrolment is on a first-come-first-served basis</p>
<p><b>PechaKucha</b></p> <p>Six distinguished speakers from diverse creative backgrounds will share their personal stories and passionate endeavors with others visually, concisely and memorably through a 20 slide x 20 second presentation.</p>	<p>Date: 7 February 2025 (Friday)</p> <p>Time: 6:30pm-8:30pm TBC</p> <p>Venue: 3/F The Lounge, DX design hub, 280 Tung Chau Street, Sham Shui Po, Kowloon</p> <p>Language: Cantonese, English</p> <p>Registration: <a href="https://PechaKuchaDXdesignhub.eventbrite.hk">https://PechaKuchaDXdesignhub.eventbrite.hk</a></p> <p>Fee: Free of Charge</p> <p>* Enrolment is on a first-come-first-served basis</p>
<p><b>Recycle Scented Potpourri making by BECANDLE</b></p> <p>Led by local scented candle craftsmen, attendees will be introduced to scented potpourri, by upcycling unsold and unwanted flowers to produce dedicated scented potpourri. TBC</p>	<p>Date: 8 February 2025 (Saturday)</p> <p>Time: Session 1: 2pm-3pm Session 2: 4pm-5pm</p> <p>Venue: 3/F The Lounge, DX design hub, 280 Tung Chau Street, Sham Shui Po, Kowloon</p> <p>Host: Xavier Tsang</p> <p>Quota: 20 for each session</p> <p>Language: Cantonese</p> <p>Registration: <a href="https://RecycleScentedPotpourriMakingbyBECANDLE.eventbrite.hk">https://RecycleScentedPotpourriMakingbyBECANDLE.eventbrite.hk</a></p> <p>Fee: Free of Charge</p> <p>* Enrolment is on a first-come-first-served basis</p>
<p><b>Introduction to 3D Drawing Workshop</b></p> <p>This 3D Floor Mural Project breathes life into the artwork before your eyes, appearing to leap out in three dimensions, creating a delightful experience. During this workshop,</p>	<p>Date: 8 February 2025 (Saturday)</p> <p>Time: Session 1: 11:30am-1pm Session 2: 1:30pm-3pm</p> <p>Venue: 3/F The Lounge, DX design hub, , 280 Tung Chau Street, Sham Shui Po, Kowloon and Pedestrian area outside DX design hub</p> <p>Quota: 15 for each session</p> <p>Language: Cantonese</p>

the professional instructor will guide attendees through the basics of 3D design from paper, giving attendees an in-depth understanding of the techniques and concepts of creating three-dimensional artwork.

Registration:

<https://Introductionto3DDrawingWorkshop.eventbrite.hk>

Fee: Free of Charge

\* Enrolment is on a first-come-first-served basis

\*Hong Kong Design Centre will continue to launch different activities themed around the Lunar New Year. Please stay tuned on our social medial platforms: Facebook: @ Hong Kong Design Centre 香港設計中心 / Instagram: @hkdesigncentre.

Offering a range of complimentary activities, with a focus on creativity and culture, DX design hub is the go-to place for locals and tourists this Chinese New Year. Whether attendees are lovers of design or those who simply want to immerse in the festive vibe, participants will not only gain a better understanding and appreciation of the power of design through engaging activities and meaningful interactions but will also enjoy an interesting and rewarding experience.

Stepping into the new year, DX design hub will continue to stay committed to fostering design culture, making this art form more accessible to the public through learning experiences and the exchange of ideas, unleashing more possibilities in everyday life. DX design hub aims to enhance community engagement and spread the importance of design through different activities and events, further shaping the arts and design landscape of Sham Shui Po.

#### Information of DX design hub:

Address: 280 Tung Chau Street, Sham Shui Po, Kowloon

(Sham Shui Po MTR Station Exit C2 / Nam Ceong MTR Station Exit D1)

#### Opening Hours of Different Venues/Facilities:

Venues/Facilities	Opening Hours
Exhibition Venue	Monday, Wednesday to Sunday: 11:00 - 19:00 (Open on Public Holidays) Closed on Tuesdays (except Public Holidays)
The Fashion-Pop	Monday to Sunday: 12:00 - 19:00 (Open on Public Holidays)

The Lounge & The Barn (By registration)	Monday, Wednesday to Saturday: 11:00 - 18:00 Closed on Tuesdays and Public Holidays
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DX design hub will be closed on 29-30 January 2025 (The first two days of the Lunar New Year. Normal opening hours will resume on 31 January 2025. For more information of DX design hub Facilities: [www.hkdesigncentre.org/tc/dx/facilities](http://www.hkdesigncentre.org/tc/dx/facilities)

### Appendix 1: Other exhibitions presented at DX design hub

([www.hkdesigncentre.org/tc/dx/happenings](http://www.hkdesigncentre.org/tc/dx/happenings))

Exhibition	Specifics
<b>[Creative Community Showcase]</b> <b>Design Elements of Sham Shui Po 'DeSSP'</b>  Through the exhibition, visitors can experience the unique textile heritage and cultural elements, discover diverse handicraft shops, art galleries and design studios, and join our community art project to co-create Sham Shui Po's design blueprint.	Exhibition Period: From now until 31 March 2025  Location: G/F The Square
<b>[Fashion Showcase]</b> <b>Takuma Fujisaki's Mogols: A Hong Kong Fashion Collaboration with FIP &amp; DIP</b>  Twelve talented designers from Fashion Incubation Programme and Design Incubation Programme join forces with Japanese artist Takuma Fujisaki to present the unique 'Takuma Fujisaki's Mogols' exhibition, transforming the lovable MOGOL ALIEN into fashion icons!	Exhibition Period: From now until 6 March 2025  Location: G/F The Fashion-Pop
<b>[Design Exhibition]</b> <b>The Art of Sketching</b>  The exhibition showcases the architect's studies and sketches, and witnesses how architects document our	Exhibition Period: From now until 25 January 2025  Location: 1/F The Gallery

city's unique urban fabric while inspiring future innovations.	
<p><b>[Immersive Experience]</b> <b>Convergence</b></p> <p>The immersive exhibition presents an innovative technological showcase of Hong Kong and Asia's rich design legacy, where 'Old meets New', 'East meets West,' and 'Legacy shapes Future.'</p>	<p>Exhibition Period: From now until 28 February 2025</p> <p>Location: 1/F The Box</p>
<p><b>[Permanent Exhibition]</b> <b>Hong Kong Design Ecology</b></p> <p>This permanent exhibition chronicles Hong Kong's design development from the 1960s to present day, featuring our Design Hall of Fame listing recipients of the DFA World's Outstanding Chinese Designer, DFA Design Leadership Award and DFA Lifetime Achievement Award.</p>	<p>Permanent Exhibition</p> <p>Location: 2/F The Annex</p>
<p><b>[Design Exhibition]</b> <b>Design Pulse Asia</b></p> <p>The exhibition delves into the unique heritages, diverse trajectories, and cultural exchanges shaping Asia's design landscape.</p>	<p>Exhibition Period: From now until 28 February 2025</p> <p>Location: 2 /F The Design Museum</p>
<p><b>[Fashion Spotlight]</b> <b>Guo Pei Limited Collection</b></p> <p>This exhibition proudly presents Guo Pei's exclusive collection, including 'Guo Pei Haute Couture Artistry Portfolio', original design sketches, curated art books, and limited collection pieces.</p>	<p>Exhibition Period: From now until 1 June 2025</p> <p>Location: 3/F The Fashion Spotlight</p> <p>Registration: RSVP at <a href="https://bit.ly/40eVu5Z">bit.ly/40eVu5Z</a></p>
<p><b>[Material Showcase]</b> <b>Precious Matter Exhibition</b></p>	<p>Exhibition Period: From now until 28 February 2025</p>

Powered by matériO', The Barn showcases over 1,500 special, unique and innovative materials—from rare textiles to sustainable resources, and each material tells its own story.

Location:

3/F The Barn

Registration: RSVP at:

[bit.ly/3PzA8ue](https://bit.ly/3PzA8ue)

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For further enquiries and requests for interviews, please contact:

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#### **About DX design hub**

Operated by Hong Kong Design Centre, DX design hub in Sham Shui Po nurtures emerging design talents and fashion designers, fostering creativity and collaboration. Showcasing the synergy between design disciplines, it serves as a vibrant platform for community engagement and creative tourism. The Hub offers exhibition spaces, activity spaces, and a retail area for designers to gain hands-on experience. It functions as a central workstation for HKDC and design-related Associations, leading initiatives to promote fashion and diverse design projects. With a mission to inspire creativity and innovation, we aim to enable the Hub to become the creative anchor in Hong Kong with various specialized zones including The Square, The Fashion-Pop, The Box, The Gallery, The Design Museum, The Annex, The Steps, The Lounge, The Barn and The Fashion Spotlight.

The construction work of the Hub is undertaken by the Urban Renewal Authority (URA), ensuring a state-of-the-art facility that supports our vision. The Cultural and Creative Industries Development Agency of the Government of the Hong Kong Special Administrative Region is responsible for strategy formulation, coordination, and supervision, guiding the Hub's initiatives to align with industry needs and aspirations.



### **About Hong Kong Design Centre ([www.hkdesigncentre.org](http://www.hkdesigncentre.org))**

Hong Kong Design Centre is a strategic partner of the Government of the Hong Kong Special Administrative Region in leveraging the city's East-meets-West advantage to create value from design.

To achieve our goals we:

- Cultivate a design culture
- Bridge stakeholders to opportunities that unleash the value of design
- Promote excellence in various design disciplines

### **About Cultural and Creative Industries Development Agency ([www.ccidahk.gov.hk](http://www.ccidahk.gov.hk))**

The Cultural and Creative Industries Development Agency (CCIDA) established in June 2024, formerly known as Create Hong Kong (CreateHK), is a dedicated office set up by the Government of the Hong Kong Special Administrative Region (HKSAR Government) under the Culture, Sports and Tourism Bureau to provide one-stop services and support to the cultural and creative industries with a mission to foster a conducive environment in Hong Kong to facilitate the development of arts, culture and creative sectors as industries. Its strategic foci are nurturing talent and facilitating startups, exploring markets, promoting cross-sectoral and cross-genre collaboration, promoting the development of arts, culture and creative sectors as industries under the industry-oriented principle, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community to implement Hong Kong's positioning as the East meets-West centre for international cultural exchange under the National 14th Five-Year Plan.

Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to some of HKDC's activities/projects only, and does not otherwise take part in such funded activities/projects. Any opinions, findings, conclusions or recommendations expressed in this publication and relevant materials/events (or by members of the project teams) are those of HKDC only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, the Cultural and Creative Industries Development Agency, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.