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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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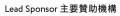
**Hong Kong, 20 January 2025** - As the Lunar New Year is around the corner, DX design hub in Sham Shui Po is all set to surround the community with creativity and culture through a range of festive activities that offer an inspiring journey deep into design culture, getting the Year of the Snake off 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.







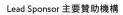




# Event highlights (For details of other exhibitions presented at DX design hub, please refer to Appendix 1):

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





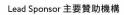






Golden Snake Paper CuttingDate: 26 January 2025 (Sunday)Workshops by PAPERTECTURETime: 2: 30pm-4:30pmVenue: 3/F The Lounge, DX design hub, 280 Tung ChauChinese paper cutting, a traditionalShui Po, Kowloonfolk art, involves intricate patternsHost: Nick Tsaobeing cut into paper using scissors orQuota: 20knives. In this workshop, a localAge: Children of 6 to under 12 years old must be accordpaper cutting artist will leadadultpaper-cut artwork depicting a goldenRegistration:snake, symbolising the upcominghttps://GoldenSnakePaperCuttingWorkshop.eventbrittLunar New Year.Fee: Free of ChargeLunar New Year Lion DanceDate: 3 February 2025 (Monday)PerformanceTime: 3:30pm-4pm	ompanied by an t <u>e.hk</u>	
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folk art, involves intricate patterns being cut into paper using scissors or knives. In this workshop, a local paper cutting artist will lead 	<u>te.hk</u>	
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Lunar New Year Lion Dance Date: 3 February 2025 (Monday)	u Stract Sham	
	u Street Show	
Performance Time: 3:30pm-4pm	u Street Sham	
	. Ctract Cham	
Venue: G/F The Square, DX design hub, 280 Tung Chau	Venue: G/F The Square, DX design hub, 280 Tung Chau Street, Sham	
The Performance is scheduled to Shui Po, Kowloon		
take place at The Square (ground Fee: Free of Charge	Fee: Free of Charge	
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.		
Jew Year Lion Dance Talk & Painting Date: 3 February 2025 (Monday)		
Workshop Time:		
Exhibition: 11am-7pm		
The exhibition will showcase lion Workshop:1pm-3pm		
dance art pieces, offering a glimpse Venue: 1/F The Gallery, DX design hub, 280 Tung Chau		
into the captivating essence of this Shui Po, Kowloon		
age-old tradition. Attendees can also Age: Children of 6 to under 12 years old must be account	Age: Children of 6 to under 12 years old must be accompanied by an	
explore their artistic flair during the adult	adult	
workshop by personally hand- Language: Cantonese	Language: Cantonese	
painting their custom lion dance Registration:		
artworks. <u>https://NewYearLionDanceTalkPaintingWorkshop.even</u>	ntbrite.hk	





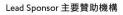






	Fee: Free of Charge	
	* Enrolment is on a first-come-first-served basis	
PechaKucha	Date: 7 February 2025 (Friday)	
	Time: 6:30pm-8:30pm TBC	
Six distinguished speakers from	Venue: 3/F The Lounge, DX design hub, 280 Tung Chau Street, Sham	
diverse creative backgrounds will	Shui Po, Kowloon	
share their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









the professional instructor will guide	Registration:
attendees through the basics of 3D	https://Introductionto3DDrawingWorkshop.eventbrite.hk
design from paper, giving attendees	Fee: Free of Charge
an in-depth understanding of the	
techniques and concepts of creating	* Enrolment is on a first-come-first-served basis
three-dimensional artwork.	

\*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

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)	
	(Open on Public Holidays)	

Opening Hours of Different Venues/Facilities:







	The Lounge & The Barn	Monday, Wednesday to Saturday: 11:00 - 18:00	
(By registration)		Closed on Tuesdays and Public Holidays	

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: <u>www.hkdesigncentre.org/tc/dx/facilities</u>

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

(www.hkdesigncentre.org/tc/dx/happenings)

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



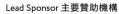






city's unique urban fabric while inspiring future	
innovations.	
[Immersive Experience]	Exhibition Period:
Convergence	From now until 28 February 2025
The immersive exhibition presents an innovative	Location:
technological showcase of Hong Kong and Asia's rich	1/F The Box
design legacy, where 'Old meets New', 'East meets	
West,' and 'Legacy shapes Future.'	
[Permanent Exhibition]	Permanent Exhibition
Hong Kong Design Ecology	
	Location:
This permanent exhibition chronicles Hong Kong's	2/F The Annex
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.	
[Design Exhibition]	Exhibition Period:
Design Pulse Asia	From now until 28 February 2025
The exhibition delves into the unique heritages, diverse	Location:
trajectories, and cultural exchanges shaping Asia's	2 /F The Design Museum
design landscape.	
[Fashion Spotlight]	Exhibition Period:
Guo Pei Limited Collection	From now until 1 June 2025
This exhibition proudly presents Guo Pei's exclusive	Location:
collection, including 'Guo Pei Haute Couture Artistry	3/F The Fashion Spotlight
Portfolio', original design sketches, curated art books,	
and limited collection pieces.	Registration: RSVP at <u>bit.ly/40eVu5Z</u>
[Material Showcase]	Exhibition Period:
Precious Matter Exhibition	From now until 28 February 2025











Powered by matériO', The Barn showcases over 1,500	Location:
special, unique and innovative materials—from rare	3/F The Barn
textiles to sustainable resources, and each material tells	
its own story.	Registration: RSVP at:
	bit.ly/3PzA8ue

#### END

For further enquiries and requests for interviews, please contact:

# Hong Kong Design Centre Yan Li

Email: <u>yan.li@hkdesigncentre.org</u> Tel: +852 3793 8413 Jenny Tong Email: jenny.tong@hkdesigncentre.org Tel: +852 3793 8463

## 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.



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#### About Hong Kong Design Centre (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)

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.

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