

FOR IMMEDIATE RELEASE

Hong Kong Design Centre Presents 'Creativity Unboxed'

A celebration of Hong Kong's fiercely creative and ever-evolving toy and IP scene



Exhibition view of 'Creativity Unboxed'

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Hong Kong, 19 September 2025 – 'Creativity Unboxed' is presented by **Hong Kong Design Centre (HKDC)**, and co-organised by the **Innovative Entrepreneur Association (IEA)**, with the **Cultural and Creative Industries Development Agency (CCIDA)** as Lead Sponsor. Held from 17 September to 4 October at the Gallery, 1/F, DX design hub, the exhibition invites visitors to step into the vibrant and ever-evolving world of art toys and intellectual property (IP).

Since breaking onto the scene in the 1990s, Hong Kong's creators have become global trailblazers in the designer toy movement, and today the city boasts a uniquely bold and fiercely creative landscape. In an eclectic showcase, 'Creativity Unboxed' celebrates the sheer breadth of local design talent and unique styles, gathering everything from surrealist figures to charming characters inspired by the city's heritage.

More than just a visual feast, the exhibition carves an immersive journey through the creative process, tracing the evolution of ideas - from initial sketches to collectible icons. Championing the versatility and creative potential of a strong IP, the exhibition transcends toys, exploring the realms of commercial fashion, lifestyle products, and more – converging in a colourful, dynamic universe.

Moreover, the exhibition preludes the **DesignerCon 2025**, which is being held in Hong Kong for the first time. Co-organised by HKDC, the event will take place at AsiaWorld-Expo from 5 to 6 October 2025, bringing together exhibitors from Hong Kong and around the world to present high-value IP, setting the stage for a global celebration of creativity, culture, and collectability.



(From left to right) Ms. Rainy Chan, Executive Director of Hong Kong Design Centre, and Ms. Cherrie Chong, Chairman of Innovative Entrepreneur Association, officiate the opening ceremony.



Exhibition view of 'Creativity Unboxed'

Ms. Rainy Chan, Executive Director of Hong Kong Design Centre, said, 'We are deeply grateful to our Lead Sponsor, the Cultural and Creative Industries Development Agency, our co-organiser, the Innovative Entrepreneur Association, along with our collaborating partners for making "Creativity Unboxed" a reality. This lively display not only celebrates the inspiring journey behind the creation of a high-value IP, but also serves as a launchpad for the next generation of boundary-pushing creators, which perfectly aligns with HKDC's mission to nurture and empower local design talent, fostering Hong Kong's spirited creative industry.'

Ms. Cherrie Chong, Chairman of Innovative Entrepreneur Association, said, 'I've been overjoyed to witness the growth of Hong Kong's art toy industry in recent years, with some locally created IP featuring Hong Kong elements generating hundreds of millions in value. That's why I'm proud to be part of this exhibition and toast an industry that's going from strength to strength. Through more platforms like this, I hope we can support emerging talent, promote an innovative culture, and welcome even more fans into this evolving toy scene.'

Exhibition highlights include:



Trouble Crew by Bee Wong

A mischievous trio consisting of the curious little prince YILILULU, the graffiti artist BOB BOB, and the mysterious and adorable cat DOSHII. Together, they spread hope through graffiti, busting boredom with joy and adding a little spark of craziness to the city!



KingyoNeko by Helen Tam

Kiyo is a cute cat with an affinity for goldfish – she even wears a wig that resembles a goldfish head in hopes of getting close to one. Unfortunately, most goldfish tend to frantically swim away. Only the little goldfish Kinchan befriends Kiyo and playfully teases her. This series shows the adorable interactions between this mischievous pair!





Hong Kong Machines by Felix Ip

Hong Kong Machines, a creative series inspired by the city's infrastructure and transport ecosystem, was unveiled to the public to great acclaim. The artist has since continued to expand the collection, crafting new robot characters that draw on nostalgic memories of Hong Kong. Over time, Hong Kong Machines has evolved into a distinctive and recognisable brand, attracting interest from various media outlets seeking to license the IP for product manufacturing.



LolliPopi by Cax Chan

LolliPopi is an IP and art toy brand created and designed by Cax Chan. Officially launched in 2022, it has participated in various cultural and toy exhibitions in Hong Kong, Taiwan, Thailand and Japan. The creations revolve around the daily lives and adventures of LolliPopi and his friends, showcasing a world full of fantasy and warmth. LolliPopi is inspired by the plush dolls that quietly accompanied us during our childhood. Although they have been forgotten

	<p>over time, their pure souls still exist. Now, they have returned from the universe to be by our side, hoping to continue healing each of our hearts. In the gloomy reality of society, they seek out sources of joy, helping everyone rediscover the happiness they once had.</p>
	<p>BURGERO by Tomm Wong</p> <p>The BURGERO series features quirky burger-shaped fast-food characters, combining traits from different professions. These characters, though appearing like uniform 'work-order clones', each have unique personalities and souls - they're hardworking everyday workers.</p>
	<p>Zu and Pi by Steven Choi</p> <p>Born out of the fast-paced world of advertising, where even sleep was a luxury, Zu and Pi emerged from the artist's desire to create something slower, gentler, and more reflective. Set on a tranquil planet where time flows softly, this picture book follows Pi, a character who generously shares his abundant time with the creatures he meets. As they receive this gift, they begin to slow down, take in their surroundings, and rediscover the beauty of simply being present.</p>

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Exhibition details:

Exhibition Period:	'Creativity Unboxed' 17 September to 4 October 2025
Opening Hours:	11 am – 7 pm (Closed on Tuesdays, except Public Holidays)
Venue:	Hong Kong Design Centre The Gallery, 1/F, DX design hub, 280 Tung Chau Street, Sham Shui Po, Kowloon

For media enquiries, please contact:

Matthew Lai

Tel: +852 6971 5532

Email: mlai2@golin.com

Fiona Chong

Tel: +852 9815 8089

Email: fchong@golin.com

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)

Hong Kong Design Centre is a strategic partner of the HKSAR Government, harnessing the city's distinctive East-meets-West position to create value through design.

To achieve our goals, we:

- Cultivate a culture of design
- Bridge stakeholders to opportunities that unleash the power 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.

DX design hub Information:

Address: 280 Tung Chau Street, Sham Shui Po, Kowloon (MTR Sham Shui Po Station Exit C2 / Nam Cheong Station Exit D1)

Opening Hours:

- Exhibition venues: Monday, Wednesday to Sunday 11:00-19:00 (Open on public holidays);
- Closed on Tuesdays (except public holidays)
- Fashion-Pop: Monday to Sunday 11:00-19:00 (Open on public holidays)
- The Lounge and The Barn (by appointment): Monday, Wednesday to Saturday 11:00-19:00; Closed on Tuesdays and public holidays

For details, please visit: www.hkdesigncentre.org/en/dx

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