

FOR IMMEDIATE RELEASE

Hong Kong Design Centre Presents Seven New Exhibitions and Displays

Connecting Local, Regional, and Global Creativity

Exploring Heritage, Craftsmanship, Immersive Experiences, and Dynamic Design



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Hong Kong, 11 December 2025 – Supported by the Cultural and Creative Industries Development Agency as Lead Sponsor, the **Hong Kong Design Centre (HKDC)** proudly presents seven distinctive exhibitions and displays at the DX design hub, underscoring Hong Kong's role as a creative hub connecting local, regional, and international talents. The curated highlights include ***Luminous Neon***, ***The Light Within The Light Without***, ***DXGRAVITY: Design connects GBA***, ***The Challenge – The Innovation of Italian Design in Sports***. Complementing these are creative displays such as ***QEEBOO Rabbit***, and ***Salvatore Ferragamo Fashion Spotlight***, alongside a refreshed seasonal selection at ***The Fashion-Pop***. All showcases officially open concurrently from 11 December onwards, inviting audiences on unique journeys through craftsmanship, immersive experiences, and dynamic design to explore the boundless possibilities where design, culture, and creativity intersect.

Ms. Rainy Chan, Executive Director of the Hong Kong Design Centre highlighted: "The seven distinctive exhibitions and displays vividly demonstrate the diversity and ingenuity of Hong Kong's design sector. Audiences will embark on a design journey that transcends cultures and regions — from exploring the intangible cultural heritage of neon and experiencing immersive light and shadow art, to appreciating the aesthetics of sports technology and fashion lifestyle design. Through collaborations with internationally renowned production teams and partnerships with Italy, as well as building platforms for design dialogue across the region and gathering the strength of local designers, we aspire to inject renewed vitality into Sham Shui Po with multi-layered experiences. Our goal is to attract more visitors while highlighting Hong Kong's role as a hub connecting local, regional, and international creative talent, thereby fostering the sustainable development of both the local creative industries and tourism sector."

Luminous Neon: Illuminating Hong Kong's Urban Memory, A Dialogue Between Two Generations of Craftsmen

Co-presented by HKDC, the internationally renowned production companies Serious Staging, and Tetra Neon Exchange (TNX), the *Luminous Neon* exhibition invites visitors into the luminous world of neon. It explores the historical context of this brilliant art form, traces its evolution as a unique urban cultural symbol and contemplates possibilities for contemporary interpretation and future inheritance.

The exhibition features a selection of meticulously restored and newly created neon art pieces, showcasing the trajectory of neon signs from traditional craft to modern art. Highlights include: the "Golden Phoenix Restaurant" sign representing the golden age of Hong Kong's dining culture, the historic "Tai Ping Koon Restaurant" sign from Yau Ma Tei, the preserved local community heritage sign "Nam Cheong Pawn Shop", and the "Tat Cheong Eyeglasses" sign designed with a Ray-Ban style frame. Each piece not only revives the imprint of neon masters bending glass by hand into imagined forms, but also narrates the developmental stories and cultural heritage of the city.

Luminous Neon also emphasises community participation. Through interactive workshops and thematic discussions, the public is invited to collectively reflect on the preservation and future of neon culture. The exhibition builds a vital platform for dialogue, enabling citizens to appreciate both the cultural value and epochal significance embodied in these luminous artworks.

The Light Within The Light Without: Documenting the Light and Shadow of an Era, Evoking Collective Memories

Co-presented by HKDC and 59 Studio, *The Light Within The Light Without* is an immersive digital experience. With a track record of producing immersive projection artworks for landmarks such as the Guggenheim Museum Bilbao, the Sydney Opera House, and the United Nations Headquarters in New York, 59 Studio now invites audiences to immerse themselves in a dazzling visual feast that celebrates the enduring charm of Hong Kong's neon heritage.

Presented as a looping seven-minute film divided into four chapters, the exhibition uses delicate cinematograph. It tells the stories of craftsmen and their artistry, capturing fading moments of old signs, showcasing evocative creations and stirring collective memories. The film leads viewers on an emotionally rich journey through the diverse facets and unique style of neon lights in Hong Kong, Asia's world city.

DXGRAVITY: Design connects GBA: Feel the Gravity of the Bay Area, Foresee the Future of Design

DXGRAVITY: Design connects GBA is co-curated by HKDC and veteran design entrepreneur and cultural arts curator Kent Wong. It demonstrates how the Greater Bay Area leverages its unique advantages to attract top design talent, creative inspiration, and industry resources. The exhibition reveals impactful works that solve problems, drive social progress, and reshape future living, while showcasing the interrelationships among Greater Bay Area cities. It sparks design outcomes that transcend boundaries, allowing audiences to experience the infinite possibilities of creativity and design.

The exhibition is structured into five zones:

- Interactive Experience: Exploring human-machine and multi-sensory interaction in the digital era
- Lifestyle: Interpreting how design reshapes daily life and enhances quality of living
- Intangible Cultural Heritage & Creative Industries: Revitalising traditional crafts through modern design
- Industrial Technology: Showcasing the fusion of high-tech and industrial design
- Fashion & Trends: Capturing cutting-edge trends and defining future aesthetic directions

This deep exploration of the GBA's design ecosystem emphasises "connection"-- breaking down geographical and disciplinary barriers to make design a common language for the region — and “coalescence,” gathering dispersed individuals into a globally competitive, synergistic ecosystem. Its core concept of “gravity” symbolises balance and driving force, allowing each city’s unique strengths to shine within this dynamic field.

The Challenge – The Innovation of Italian Design in Sports: Italian Design Innovation, Interpreting the Aesthetics of Sports

The Challenge – The Innovation of Italian Design in Sports is jointly presented by HKDC and the Consulate General of Italy in Hong Kong and Macao, curated by the ADI Design Museum, with support from the Italian Ministry of Foreign Affairs and International Cooperation. Highlights includes:

- Moon Boot ICON Snow Boots (1970): Inspired by moon boots, lightweight and warm, their cylindrical shape and vibrant colours captivated the world, becoming an icon of Italian design;
- Roberto Baggio Football Boots (1994): Inspired by the legendary skills of Roberto Baggio, blending performance with elegant style, considered the pinnacle of Diadora's technical creation;
- Bolide F HR Bicycle (2022): Featuring ultimate aerodynamic design, combining carbon fibre, Scalmalloy high-strength aluminium alloy, and 3D printing technology, revolutionizing bicycle craftsmanship and enabling Italian cyclist Filippo Ganna to set a new track cycling record of 56.792 kilometres ridden within one hour;
- Icon Martini Racing Seat (2019): Recreating a classic racing seat, adorned with Martini Racing embroidery, bridging tradition and modernity, celebrating the design and sporting spirit of motorsports.

Other exhibits include high-tech ski suits, smart helmets, ice skates, windsurfing equipment, and a series of experimental prototypes. Each piece demonstrates how Italy elevates sports performance and user experience to an artistic realm through innovative technology. *The Challenge – The Innovation of Italian Design in Sports* is not merely an exhibition but a celebration of the creative spirit, showcasing how Italian design constantly expands the boundaries of imagination between performance, aesthetics, and function, writing an elegant and forward-looking annotation for the future of sports.

QEEBOO Rabbit: Shaping Playful Character, Gently Embracing Daily Life

A dedicated zone at The Steps that showcases the iconic "Qeeboo Rabbit Chair" of Stefano Giovannoni, the renowned Italian designer. Playful yet emotional resonant, the design transforms the gentle form of a giant rabbit into a functional sculpture: ears as backrest, body as seat. More than furniture, it offers a silent embrace that dispels fatigue and provides gentle solace, illustrating how Italian design philosophy creates joy and comfort worldwide.

Salvatore Ferragamo Fashion Spotlight: Forging Star-Footwear Legends, Distilling Timeless Elegance

In collaboration with Museo Ferragamo in Florence, Italy, the *Salvatore Ferragamo Fashion Spotlight* showcases five classic shoe designs, including the sandal created for actress Carmen Miranda in 1939, the colourful *Rainbow* sandal designed for Judy Garland in 1938, and the 1947 *Invisibile* sandal for which Ferragamo received the Neiman Marcus Award. Each piece reflects the brand's outstanding creativity and timeless artistic charm.

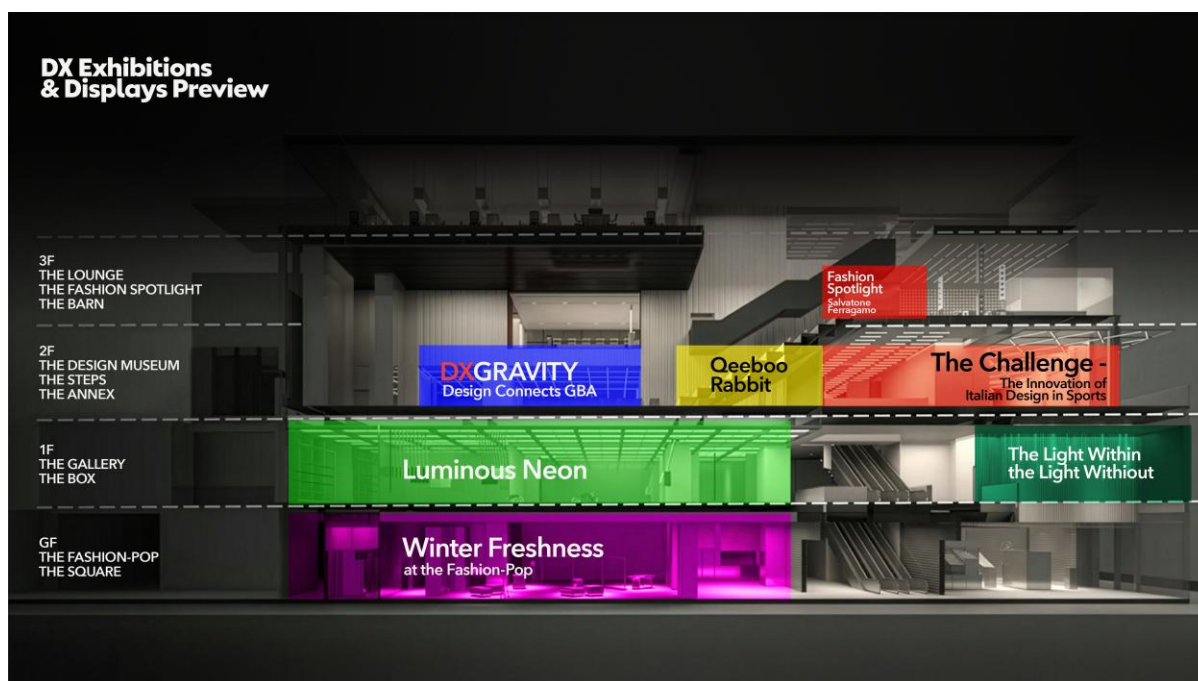
Winter Freshness at The Fashion-Pop

This December, The Fashion-Pop on G/F unveils a refreshed look, focusing on creativity and imagination, it features a curated selection of local design brands, offering fashion accessories, jewellery, fragrances, greeting cards and gifts, wellness lifestyle products, card games, and more — showcasing the vitality and multifaceted charm of local design.

Admission to all the above exhibitions is free. Details are as follows:

Exhibition & Display	Period	Opening Hours	Venue
Luminous Neon	11 Dec 2025 – 31 Mar 2026 (TBC)	Mon, Wed-Sun: 11:00 – 19:00 (Open on Public	The Gallery, 1/F, DX design hub
The Light Within The Light Without	11 Dec 2025 – 9 Feb 2026 (TBC)	Holidays Closed on Tuesdays (except public	The Box, 1/F, DX design hub
DXGRAVITY: Design connects GBA	Now – 2 Mar 2026	holidays)	The Design Museum, 2/F, DX design hub

The Challenge – The Innovation of Italian Design in Sports	Now – 9 Jan 2026		The Annex, 2/F, DX design hub
QEEBOO Rabbit	Now – 2 Mar 2026		The Fashion-Pop, G/F, DX design hub
Salvatore Ferragamo Fashion Spotlight	Now – 4 May 2026	By registration	The Lounge, 3/F, DX design hub
Winter Freshness at The Fashion-Pop	Now – 12 Jan 2026	Mon to Sun 11:00-19:00 (Open on public holidays)	The Fashion-Pop, G/F, DX design hub



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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.

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

About Hong Kong Design Centre (www.hkdesigncentre.org)

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

The major programmes include Business of Design Week, DFA Awards, bodw+ Series, Fashion Asia Hong Kong and BODW In the City. Since 2024, we have also been operating the DX design hub in Sham Shui Po, dedicated to fostering emerging design talents and facilitating collaborations and exchanges in the design industry, as well as providing visitors an immersive experience through innovative exhibitions, fashion showcases and cultural events.

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.

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.