

**Graphic
Book
Service
Fashion
Industrial
Product**

Design can

**Interior
Lighting
Communication
Interaction**



**Ecological
Multi-disciplinary
User Experience
Website
Landscape Architecture
Urban
User Interface
Editorial
Illustration
Advertising
Architecture
Typography
Print
Environmental
Packaging**

HKDC Annual Report
香港設計中心年報
2024–25



About HKDC

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.

關於香港設計中心

香港設計中心作為香港特別行政區政府的策略伙伴，我們充分發揮香港作為中外文化藝術交流中心的優勢，從設計中創造價值。

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

為了實現目標，我們：

- 培養設計的創意文化
- 為各方持份者提供拓展商機的平台，釋放設計潛能
- 推動各個設計領域的卓越發展

Founding Members
創會成員



HONG KONG FEDERATION OF
DESIGN AND CREATIVE INDUSTRIES
香港設計及創意產業總會



CHARTERED
SOCIETY OF
DESIGNERS



HKDA
香港設計協會



HKIDA
HONG KONG INTERIOR DESIGN ASSOCIATION
香港室內設計協會



HKFA
HONG KONG FASHION DESIGNERS ASSOCIATION
香港時尚設計師協會

hkdesigncentre.org

Design Journey Begins Here

- Vision** Establish Hong Kong as an international centre of design excellence in Asia
- 目標** 推動香港成為亞洲區內享譽國際的設計之都
- Mission** Promote wider and strategic use of design and design thinking to create business value and improve societal well-being
- 使命** 推動社會更廣泛和具策略性地運用設計及設計思維，為業界創造價值及改善社會福祉



The Steps, DX design hub
展台，DX 設計館

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Chairman's Message

Time has flown by since I was given the privilege of serving as Chairman of the Hong Kong Design Centre (HKDC). In the blink of an eye, nine fruitful years have passed, and my term as Chairman will conclude this year. Looking back on the rewarding and enriching journey I have shared with my colleagues, I am filled with deep gratitude and a touch of reluctance to bid farewell. I have witnessed HKDC's transformation from an industry-focused organisation into a catalyst for social connection and a growth engine for Hong Kong's design sector. This evolution is a testament to the far-reaching power of design—not only in products and services, but also in shaping business models and influencing policymaking, demonstrating the profound impact of design on all facets of society.

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“I encourage you to learn, build confidence, stay curious and embrace challenges.”



Chairman's Message

自獲委任為香港設計中心（下稱「中心」）主席，時光荏苒。轉眼間，九年的任期將於今年結束。回首與中心全人並肩走過的歲月，心中百感交集，既滿懷感恩，亦深感不捨。在這段豐盛而充實的旅程中，我見證中心由早期以凝聚業界為主的機構，蛻變成為現時連繫社會、推動香港設計界發展的重要引擎，印證設計的力量無遠弗屆，無論是產品、服務、商業模式甚至政策制定，無不深刻塑造本地社會面貌。

過去九年，因應社會環境轉變，中心的角色亦與時並進。我們由最初專注於行業推廣，逐步拓展至探索設計在不同範疇的應用潛力。作為建築師及企業家，我的身分與中心互相影響，亦因此對「設計」產生了獨特的體會，促使我們確立更清晰的願景：讓設計融入公眾生活，令大家更容易接觸和參與設計的創造過程。

在我的任期間，中心策劃的多個項目都成功將設計思維帶入社區，其中「Unleash! 設計思維·無限可能」和「設計光譜」令我印象特別深刻，這兩個活動不僅展示設計如何為日常生活增添色彩，亦為大眾建構參與設計的框架。

主席的話

主席的話

Over the past nine years, HKDC has adapted to changing societal conditions, evolving from a promoter of design into an explorer of its potential across diverse areas. As both an architect and an entrepreneur, I found my professional identity intertwined with the changing role of HKDC. This connection has given me a unique perspective on design and inspired us to establish a clearer vision: to integrate design into everyday life and make it more accessible for the public to engage in the art of designing.

Throughout my tenure at HKDC, several projects have stood out for their meaningful contributions to the community and the promotion of design thinking. Among these, 'Unleash! Empowered by Design Thinking' and 'Design Spectrum' hold a particularly cherished significance. Both initiatives have not only illuminated the role of design in enhancing daily life but have also established a robust framework for public engagement in Hong Kong.

Since its establishment in 2019 at 7 Mallory Street in Wan Chai, Design Spectrum has evolved into a vibrant platform for year-round exhibitions and events. It serves as a focal point where design intersects with everyday experiences, fostering a culture of creativity that resonates with the community. Through various exhibitions and interactive events, Design Spectrum has ignited public interest and dialogue concerning design, prompting individuals to recognise its relevance in their lives and surroundings. This initiative has transcended mere display; it has effectively laid the foundation for the Design Museum and various exhibition and collaborative spaces at the DX design hub. By prioritising community engagement, Design Spectrum has cultivated strong ties among the public, allowing them to interact not just with design but also with each other. This collaborative spirit is essential in a bustling urban environment like Hong Kong, where shared experiences can create a sense of belonging and mutual understanding.

「我寄語香港年輕設計師，要虛心向資深前輩學習，培養自信和好奇心，勇於迎接挑戰。」

「設計光譜」自 2019 年進駐灣仔茂蘿街 7 號起，全天候舉辦不同的展覽與活動，將設計與日常生活連結，並深入社區，激發大眾的創意共鳴。「設計光譜」以各種精彩活動引起市民對設計的興趣，鼓勵大家參與討論，一起認識設計如何在我們身邊發揮影響力。「設計光譜」不單是表彰成果的平台，亦是 DX 設計館的設計博物館以及其他展覽與協作空間的藍本。項目著重社區參與及人際關係，鼓勵公眾與設計及彼此交流，透過分享經驗，在香港這個繁囂都市中營造歸屬感及相互了解。

另一項重要的計劃是「Unleash!」。這項為期兩年的公眾推廣計劃，對本地各界就設計思維的理解及實際應用帶來重要影響。計劃邀請來自設計、商界和社區的嘉賓，在新城電台製作 39 集訪談節目，討論如何實踐設計思維。節目探討了設計思維的多面性，剖析它在現實生活中如何促進創新及解決難題。嘉賓在節目中分享的真知灼見亦結集成書，讓這些成功案例和實際應用，成為設計從業員和有志入行人士的重要參考指南，對推動香港設計思維發展貢獻良多。

除此之外，中心亦有參與其他聚焦社區的項目包括「設計營商周城區活動」、「#ddHK 設計 #香港地」等，邀請社會大眾就設計難題一起尋找對策，藉此宣揚設計思維對社會議題的解難能力。新冠肺炎期間進行的「東澳古道活化」研究項目令我感觸良多，除了帶出

古道保育的意義，更主要是在疫情肆虐時為市民提供重返戶外空間的機會，有助洗滌身心，並發揮凝聚社區的力量。而「請廁教：香港公廁再發現」公眾諮詢項目亦反映了設計思維如何應用於日常生活及改善公共設施，透過公開對話了解使用者的體驗和需求，從而找出容易遭忽視的問題，合力研究對策。

“Only by constantly questioning and exploring can we drive social progress and create new value.”

Equally significant is the two-year public awareness program, ‘Unleash!’, which has made a considerable impact on the understanding and practical application of design thinking across various sectors in Hong Kong. A notable feature of this initiative was the 39-episode Metro Radio programme. This platform brought together guest speakers from diverse fields—design, business, and the community—to discuss how they leverage design thinking in their work. These conversations not only shed light on the multifaceted nature of design thinking but also illustrated its potential to drive innovation and problem-solving in real-world contexts. The experiences shared through this programme culminated in published materials that contribute significantly to the development of design thinking in Hong Kong. By highlighting successful case studies and practical applications, these resources serve as invaluable guides for practitioners and aspiring designers alike.

In addition to ‘Unleash!’ and Design Spectrum, HKDC has involved in many community-focused initiatives that illustrate the power of design thinking in addressing pressing social issues. Initiatives such as BODW CityProg and #dddHK engage the public in meaningful ways, inviting community members to co-create solutions and share their perspectives on design challenges. One particularly poignant example is the revitalisation study of the Tung O Ancient Trail, undertaken during the pandemic. This project not only aimed to restore a historical pathway but also reinforced the importance of outdoor spaces during times of crisis, highlighting their potential to enhance mental well-being and community cohesion. Moreover, the public consultation project ‘Toilet Tells: Rediscover Public Toilet’ demonstrates how design thinking can revitalise everyday infrastructure and improve public amenities. By focusing on user experiences and needs, this project encouraged open dialogue and facilitated community-driven solutions to what might otherwise be overlooked.

Collectively, these initiatives exemplify how design thinking can be harnessed to address social challenges, foster community engagement, and drive innovation. They exemplify the core philosophy of HKDC: that design is not solely a professional discipline but a powerful tool for social good. As we move forward, continuing to embrace and promote design thinking will be crucial for creating resilient, informed communities that can adapt to the complexities of urban life.

以上各種項目充分印證設計思維如何有效解決社會問題、促進社區參與及推動創新，並體現中心的核心理念：設計並非只是一門專業，亦是造福社會的強大工具。展望未來，我們將繼續發揮設計思維，保持靈活變通以適應複雜多變的都市環境。

DX 設計館於 2024 年 12 月正式對外開放，為中心的發展歷程樹立重要里程碑。我們為此舉辦了盛大的慶祝暨介紹會，匯聚接近 800 名來自香港、內地及世界各地的設計愛好者共襄盛舉。DX 設計館的「D」代表設計的多學科內涵（disciplines），「X」則象徵倍增（multiply）、聯乘（crossover）、實驗（experiment）與體驗（experience）。這個專屬空間不僅是展示設計成果的平台，更是促進跨界合作與創意交流的核心樞紐。本地設計師可透過這個開放平台與海內外同業交流切磋，啟發創意，充分發揮香港「引進來、走出去」的橋樑作用。投入運作短短三個月，「DX 設計館」已舉辦連串精彩活動，包括首次亮相的「PechaKucha」創意交流之夜，匯聚各行各業創意人才，以 20 秒 × 20 幅圖象的形式分享故事，激發設計的無限可能。

中心的旗艦盛事「設計營商周」同樣成就斐然。作為亞洲設計界首屈一指的年度盛會，我們很榮幸邀請到意大利成為伙伴國家，並以「好奇心」作為今年活動的主題。承蒙意大利駐港總領事館鼎力支持，本人深信這次第三度攜手合作，定能進一步昇華雙方的全球影響力，為業界帶來更多精闢洞見和創新思維。

The opening to the public of the DX design hub in December 2024 marked an important milestone in HKDC’s development. To celebrate this occasion, we hosted a grand launch event attended by nearly 800 design enthusiasts from Hong Kong, the Mainland and around the world. The name ‘DX’ embodies the essence of DX design hub: the ‘D’ stands for the diverse disciplines within design, while the ‘X’ symbolises multiply, crossover, experiment and experience. More than just a showcase platform, the DX design hub is where interdisciplinary collaboration and creative exchange thrive. It allows local designers to connect with overseas peers and spark inspiration, reinforcing Hong Kong’s role as a design gateway for ‘going global and bringing in’. Within just three months of operation, DX design hub has hosted a series of exciting events, including the debut of PechaKucha—a creative storytelling format where professionals from various industries share their ideas through 20 slides × 20 seconds, unleashing endless possibilities in design.

HKDC’s flagship event, Business of Design Week (BODW), has also achieved remarkable success. As Asia’s premier annual design event, we are honoured to welcome Italy as our Partner Country under the theme of ‘Curiosity’ for BODW 2025. With the strong support of the Consulate General of Italy in Hong Kong, I am confident that this third collaboration will further enhance both of our global influence and deliver deeper insights and innovation to the industry.

Curiosity and a spirit of innovation are embedded in every designer’s DNA. To the young designers of Hong Kong, I encourage you to learn from veterans, build confidence, stay curious and embrace challenges. Only by constantly questioning and exploring can we drive social progress and create new value.

Finally, I would like to express my heartfelt thanks to the HKSAR Government, our Board of Directors, sponsors and partners for their support, and to the HKDC’s team for their dedication and passion. It is because of your tireless efforts that HKDC has achieved so much. As I pass the baton to the next generation of leadership, I am confident they will carry this torch forward, seizing emerging opportunities and steering HKDC towards an even brighter future under the Government’s Blueprint for Arts and Culture and Creative Industries Development. Let us continue to harness the power of design to inspire and enrich lives.

Prof. Eric C. Yim, MH, JP
Chairman of HKDC

好奇心與創新精神是設計師的基因，我寄語香港年輕設計師，要虛心向資深前輩學習，培養自信和好奇心，勇於迎接挑戰。唯有不斷叩問探索，方能驅動社會進步，創造新價值。

最後，我藉此機會衷心感謝香港特區政府、董事會、贊助機構及合作伙伴的鼎力支持，以及中心團隊的熱誠投入與無私奉獻。全賴各位不懈努力，中心才能屢創佳績，締造輝煌成果。我深信，新任管理層定能傳承這份初心，把握機遇，並繼續積極配合政府《文藝創意產業發展藍圖》的宏大願景，帶領中心承先啟後，邁向璀璨未來，繼續以設計之力啟迪社會，造福人群。

嚴志明教授，MH，JP
香港設計中心主席

「唯有不斷叩問探索，方能驅動社會進步，創造新價值。」

Chairman's Message

Having joined the Board of Directors of the Hong Kong Design Centre (HKDC) in 2011/12, I have witnessed HKDC's steadfast commitment to advancing the development of design and creative industries in Hong Kong and beyond. It is my profound honour to be appointed as Chairman on 11 April 2025, and to embrace the mission of championing the design culture in Hong Kong.

As a strategic partner in advancing design and creative industries, we have been actively supporting the government's initiatives outlined in the Policy Address and the Blueprint for Arts and Culture and Creative Industries Development, strengthening Hong Kong's position as 'Asia's creative capital'. We are deeply grateful for the enduring support from the Cultural and Creative Industries Development Agency (CCIDA), which has laid a solid foundation for our continued growth. Through the DX design hub and a diverse range of flagship programmes, we aim to build cross-disciplinary platforms for industry exchange, foster cultural dialogue between Hong Kong and the global community, and elevate local design onto the global stage.



自 2011/12 年度加入香港設計中心 (HKDC) 董事會，我見證了中心推動香港以至全球設計與創意產業發展所作的不懈努力，更榮幸於 2025 年 4 月 11 日接任主席一職，肩負推廣香港設計文化的使命。

作為政府推廣設計及文創產業的重要策略伙伴，我們一直積極配合政府《施政報告》及《文藝創意產業發展藍圖》的政策與倡議，以鞏固香港作為「亞洲創意之都」的地位。我們十分感謝文創產業發展處 (CCIDA) 的長期支持，為中心的發展提供堅實後盾，助力我們透過 DX 設計館及多個旗艦項目，為業界搭建跨領域交流平台，促進中外文化藝術交流，推動本地設計走向全球。

聯繫業界，促進跨界協作一直是我們的重要工作。我們致力聯繫來自不同領域的持份者，擔當橋樑角色，拓展合作及洽商機會，特別是協助設計及創意產業的中小企及年輕設計師，提升其品牌實力，助他們開拓本地、內地，以至國際市場，使香港設計中心不僅是展示設計成果的地方，更是讓設計師、企業與公眾的聚首一堂的交流平台，共同促進資源共享與創意碰撞，激發跨界協作，推動產業創新。

主席的話

Connecting industries and fostering cross-sector collaboration has always been a key focus of our work. We are committed to engaging stakeholders from diverse sectors, serving as a bridge to facilitate cooperation and unlock business opportunities. In particular, we support SMEs and emerging designers in the design and creative industries, helping them strengthen their brand capabilities and expand their reach not only in locally, but also across the Mainland, and international markets. Hong Kong Design Centre is more than a showcase for design excellence, it is a dynaminc platform where designers, enterprises, and the public converge to exchange ideas, share resources, ignite creativity, and drive innovation through collaboration.

We firmly believe that talent is the foundation of the creative industries. We will continue to enhance our programmes by working closely with industry, academia, and the community to discover and nurture promising design talent, empowering them to step beyond Hong Kong and onto the Mainland and global stage. With the completion of the DX design hub, we are excited to present a rich array of exhibitions, workshops, and exchange activities to promote design thinking and creative culture, deepening public appreciation for the value of design.

I would like to express my heartfelt gratitude to Professor Eric Yim, our former Chairman, for his visionary leadership and years of dedicated service. Under his guidance, HKDC achieved remarkable breakthroughs and opened new horizons for the design community in Hong Kong. Looking ahead, I will work hand in hand with my Board members and our team to lead HKDC into a new chapter, cultivating fertile ground for creativity, unlocking the boundless potential of design, and continuing to drive the flourishing development of the creative industries in Hong Kong.

Mr Joseph Lo, MH
Chairman of HKDC
(appointed as Chairman on 11 April 2025)

我們深信人才是創意產業的核心。我們會不斷優化旗下項目的內容，透過與業界、學界及社區的緊密合作，發掘並培育具潛質的設計人才，協助他們走出香港，邁向內地及國際舞台。隨著 DX 設計館的落成，我們將透過豐富多元的展覽、工作坊及交流活動，弘揚設計思維及創意文化，讓公眾更深入理解設計的價值。

在此，我要衷心感謝前主席嚴志明教授多年來的卓越領導，以其遠見卓識，帶領中心實現創新突破，為香港設計界開拓新局面。展望未來，我將與董事會成員及中心團隊並肩前行，推動中心邁向新里程，培育創意沃土，激發設計的無限潛能，繼續推動香港創意產業蓬勃發展。

勞建青先生，MH
香港設計中心主席
(於 2025 年 4 月 11 日出任主席)

Executive Director's Message

As I step into the role of Executive Director at the Hong Kong Design Centre (HKDC) in February 2025, I am deeply inspired by the strong foundation the Centre has built over the past two decades—years spent earning trust, cultivating connections, and establishing platforms that have brought Hong Kong's design excellence to the global stage. I am also excited to work alongside the dynamic and passionate team at HKDC, whose dedication drives our mission forward. Leading HKDC is not merely about steering an organisation; it is about championing the value of design to foster innovation, encourage business collaboration, support industrial development, and contribute to the betterment of society.

With the steadfast support of the HKSAR Government and our Board of Directors, we achieved significant accomplishments in 2024. Our flagship programme, Business of Design Week (BODW), which has partnered with 13 countries and cities since 2002, remains a premier platform for high-impact collaborations and exchanges across creative and business sectors. Last year, we were honoured to have France as our Partner Country, showcasing French artistry and innovation to local and international participants—further strengthening Hong Kong's position as an East-meets-West centre for international cultural exchange. Looking ahead, we are excited to announce that Italy has been confirmed as the year-round Partner Country for BODW 2025.



行政總裁的話

Like many of you, I eagerly anticipate the creative insights and design wisdom this cross-cultural partnership will bring to our community.

Complementing the main event, our citywide programme, BODW In the City, featured more than 80 cross-sector satellite events—including exhibitions, workshops, screenings, and live experiences—across various districts in Hong Kong, transforming the city into a vibrant celebration of design. The programme brought together global and local design talents, offering residents and visitors a chance to engage with design in unexpected places and moments throughout the city.

At HKDC, we celebrate the power of design through signature programmes, including the DFA Awards, Fashion Asia Hong Kong's Fashion Challenge Forum, and 10 Asian Designers To Watch, spotlighting visionary creatives and impactful works that shape society. We are also committed to nurturing emerging local designers through initiatives like the Fashion Incubation Programme and the Design Incubation Programme, which offer essential support and empowerment. Our incubation programme features mentorship, industry-academia collaboration, and cross-sector partnerships to nurture design-driven SMEs into future design leaders with entrepreneurial spirit and cross-disciplinary potential.

2024 is also a milestone year for HKDC, as we unveil our new creative landmark in the heritage-rich district of Sham Shui Po—the DX design hub. We strive to delight the public through our events, always curating high-quality experiences that inspire. Delivering an exceptional guest experience is especially important to me. Drawing from my background in luxury hospitality—where service, storytelling, and guest-centric experiences are paramount—I aim to integrate these insights into HKDC's programmes, enriching them with elements of sensory design, emotional engagement, and thoughtful curation. As a preview, we will host a series of exciting events in December 2025 at DX design hub, promoting dynamic cultural content not only to the local design community, but also to design-related sectors across the Greater Bay Area and around the world. These events will reinforce our commitment to building a vibrant design ecosystem by 'bringing in and going out' to foster business opportunities—echoing the directions in the Government's Blueprint for Arts and Culture and Creative Industries Development.

With heartfelt gratitude and passion, I look forward to this journey—where the power of design can draw on our collective strengths and thrive through innovation and connectivity, positioning Hong Kong not only as a global financial centre, but also as a capital of creativity—where ideas are born, tested, and celebrated.

Ms Rainy Chan
Executive Director of HKDC

設計的力量，無遠弗屆。我們透過舉辦 DFA 設計獎、Fashion Asia Hong Kong 時尚未來論壇，以及亞洲十大焦點設計師等重點項目，表揚卓越的創意人才及其具社會影響力的作品。我們亦致力培育本地新晉設計師，透過推行時裝創業培育計劃 (FIP) 及設計創業培育計劃 (DIP) 等項目，提供全方位支援，包括師友輔導、產學合作及跨界伙伴關係，協助設計為本的中小企成為富創業精神和跨領域思維的未來設計領袖。

2024 年是中心踏入新里程的一年，我們座落於深水埗——一個蘊藏深厚歷史文化的地區——的全新創意地標 DX 設計館正式對外開放，為市民帶來耳目一新的體驗活動，激發創意靈感。對我而言，為訪客提供卓越的體驗尤其重要，憑藉我在奢華酒店業的背景，我深信服務品質、說好故事，以及以人為本的體驗是成功的關鍵。我將積極把這些理念融入中心的各項計劃，透過加入感官設計、情感連結及精心策展等元素，為活動增添層次與深度。DX 設計館將於 2025 年 12 月舉辦一連串精彩活動，推廣多元文化，吸引本地業界、大灣區、以至全球設計相關產業人士參與。這些活動正好體現我們「引進來、走出去」的策略，在促進商機的同时，亦配合政府在《文藝創意產業發展藍圖》中提出的方向，共同推動設計生態圈的蓬勃發展。

我懷著感激之心，期望社會各界同心協力，將設計的力量發揚光大，以創新精神連結世界，使香港不僅是國際金融中心，更成為一個孕育、實踐和弘揚創新意念的創意之都。

陳娜嘉女士
香港設計中心行政總裁

DX design hub – A New Design Landmark in Sham Shui Po

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Realising a New Milestone

Our vision is to tell the rich story of Hong Kong design through a physical space, positioning the vibrant district of Sham Shui Po – a unique blend of old and new – as Asia's next design destination and a creative hub connecting East and West.

This vision came to life on 4 December 2024, with the official opening of the DX design hub at 280 Tung Chau Street. It is a new landmark where talent meets and creativity thrives, symbolising a new chapter for the Hong Kong design community. As HKDC's Chairman Professor Eric Yim explains, the name itself holds the vision: 'The "D" represents design and diversified disciplines, while "X" signifies multiply and crossover – a mission to amplify the power of design throughout our society.' The DX design hub has come to fruition through its construction by the Urban Renewal Authority (URA), and the strategic formulation, coordination, supervision and supported by the Cultural and Creative Industries Development Agency (CCIDA) as lead sponsor.

DX 設計館——位於 深水埗的設計新地標

新地標，新里程

我們的願景，是透過一個實體空間講述香港源遠流長的設計故事，把深水埗這個新舊文化交匯點定位為成亞洲的設計目的地，成為中西薈萃的創意樞紐。

2024 年 12 月 4 日，位於通州街 280 號的 DX 設計館正式對外開放，這座人才薈萃、創意綻放的新地標，象徵著香港設計界邁向新里程。香港設計中心主席嚴志明教授分享設計理念時說：「DX 設計館中的『D』代表設計 (design) 及多元化學科 (diversified disciplines)，而『X』則象徵倍增 (multiply) 與聯乘 (crossover)——將設計的力量在整個社會中放大。」有賴市區重建局興建，以及文創產業發展處制定策略、協調、監督和作為主要贊助，這座充滿創意和設計意念的 DX 設計館得以落成。

Creative Anchor Broaden Design Vision

Open to the public and rooted in Sham Shui Po, DX design hub breathes new life into the district's historical legacy as a wholesale and retail centre for clothing and textile. With a mission to revitalise local culture and fuel the creative economy, it reimagines the future of design with bold ambition. On one hand, it sparks local creativity through community design initiatives, reviving the charm of traditional neighborhoods and transforming the district into a cultural tourism destination that drives the local economy. On the other hand, DX design hub serves as a launchpad for emerging design talent. Through business training and mentorship initiatives, it empowers young talent with the skills, industry connections and confidence they need to thrive, fueling the growth of Hong Kong's design ecosystem and setting the stage for a thriving creative future.

Harnessing Hong Kong's unique position as a cultural crossroads of East and West, DX design hub uses design as a powerful medium to build bridges across cultures. It serves as a dynamic creative hub where local, Mainland and international designers come together, breaking barriers across disciplines, regions, and generations to foster a thriving design ecosystem. With a focus firmly on what's next, DX design hub continues advancing as a living reflection of design's power to transform industries, communities and the future.

面向公眾的 DX 設計館扎根於深水埗，不僅延續這區作為服裝、紡織批發與零售重鎮的歷史脈絡，更以活化在地文化與促進創意經濟為使命，塑造明日的設計願景。一方面透過社區設計項目凝聚本地活力，重現傳統街區魅力，轉化為帶動本土經濟的文旅熱點；同時作為培育設計新血的搖籃，透過系統化的商業培訓及師友指導，協助年輕設計師掌握專業技能、拓展業界人脈，逐步成長為能夠獨當一面的創意人才，全方位推動香港設計生態的發展。

憑藉香港中西薈萃的獨特優勢，DX 設計館以設計為媒介搭建跨文化橋樑，串聯本地、內地與國際設計師的對話平台，跨越領域、地域與世代的界限，培育蓬勃的設計生態系統，以設計力量驅動產業轉型、社區活化與社會的未來發展。

創意樞紐 開拓設計視野

- ① 'Design Pulse Asia' exhibition at The Design Museum
在設計博物館展出的「亞洲設計脈沖」展覽
- ② 'Walk with Master' programme explores creative and design spaces in Sham Shui Po
「建築大匠堂」活動走訪深水埗的藝文及設計空間
- ③ Distinguished guests group photo at DX design hub launching ceremony
一眾嘉賓在 DX 設計館啟動典禮上合影留念
- ④ Prof. Eric Yim, Chairman of HKDC, delivers opening remarks at 'Precious Matter' exhibition
香港設計中心主席嚴志明教授在物料館「Precious Matter」展覽開幕致詞

A new chapter in Hong Kong's design scene began when DX design hub officially opened to the public. This milestone represented more than just a change of address—it embodies Hong Kong Design Centre (HKDC)'s vision of fostering a vibrant design ecosystem connecting local talent with global opportunities. By championing a vibrant, interconnected design ecosystem, HKDC plays a critical role in bridging creativity and commerce. At the heart of this ecosystem is a dynamic network of more than 15 organisations spanning architecture, fashion, product design, and beyond. This strategic alliance model fuels rich collaborations across disciplines and borders, bringing together creative minds from the Greater Bay Area and global design capitals. Through HKDC's powerful networks, designers can broaden their connections and grow thriving businesses whilst gaining greater visibility and access to opportunities.



Establish Design Ecosystem
Create New Synergies



建構設計生態圈
創造協同效應

- ① Hong Kong Design Centre's new landmark 'DX design hub' holds launching party
香港設計中心新地標 DX設計館慶祝暨介紹會
- ② Visitors draw inspiration at The Barn
訪客在物料館中汲取靈感
- ③ 'The Takeoff of the Low-Altitude Economy: Drones Shaping the Future' at The Square
在前館舉行的「低空經濟的起飛：無人機引領未來生活變革」展覽

DX 設計館的落成為香港設計界寫下歷史新一頁，標誌著香港設計中心會繼續致力推動香港設計生態發展，引領本地人才走出國際。中心致力建立一個與各界連結的活躍設計生態，在連接創意與商業方面發揮主導作用。這個設計生態網絡由超過 15 個機構組成，涵蓋建築、時裝、產品設計等領域，凝聚來自大灣區和全球各地的創意人才，推動跨文化和跨國界的合作。透過龐大的網絡，設計師得以擴建人脈連繫，為其業務帶來更多機會。



Spanning Five Levels Explore Multi-dimensional Design Spaces

Spanning five storeys and covering a total area of 3,600 square meters, DX design hub applies the principles of design thinking. It features a series of dynamic spaces that are both distinct and interconnected, with each fulfilling a specific function. As a platform to showcase excellence in creativity and design, DX design hub aspires to foster exchange and connection between design and the community, making creativity accessible to all. Through its exhibition and event spaces, it gathers design enthusiasts and invites the public to participate, explore, and connect with design in their everyday lives.

The G/F features The Square and The Fashion-Pop. The Square serves as a versatile and open gathering space, featuring an LED ceiling installation to create a dynamic atmosphere for visitors, thereby stimulating curiosity and dialogue. The Fashion-Pop provides a unique fashion retail experience, focusing on emerging fashion designers and novel concepts to offer a global platform for the next generation of local design talent.

- ① The Square at G/F
地下前館
- ② The Fashion-Pop at G/F
地下快閃館
- ③ The Gallery at 1/F
一樓展覽廳
- ④ The Box at 1/F
一樓體驗館



樓高五層 探索多重設計空間

Situated on the 1/F of DX design hub, The Box focuses on immersive experiences, combining advanced digital technology with innovation, design, and imagination. It provides a unique space for the new generation of designers to freely explore, experiment, and exhibit their work. Also located on the 1/F, The Gallery offers a collaborative platform that regularly hosts rotating themed exhibitions. These showcases present the design work and diverse activities of various organisations, enabling the public to discover creative ingenuity from a range of disciplines and to further appreciate the true scope and richness of design.



設於 DX 設計館二樓的設計博物館，為訪客帶來一場引人入勝的設計探索之旅，透過融合設計故事與創新理念的主題展覽，將香港設計為社會帶來的價值與影響呈現眼前。別館是常設展覽「香港設計生態」的所在地，帶領訪客回顧從六十年代到今天的香港設計演變進程，探索本地設計師如何塑造香港的獨特文化面貌，並持續推動設計領域的創新與發展。

二樓的另一個亮點是展台，高達九米的空間可容納多達 200 人，場內的靈活配置為不同類型活動包括會議、講座和時裝秀等提供多功能的交流場所。香港設計中心副主席梁志天介紹展台時說：「站在這裡，凝視西九龍走廊，你能感受到香港作為東西方橋樑的獨特地位。」為向一眾對推動設計發展有卓越貢獻的傑出人士致敬，二樓設有名人堂，展示榮獲 DFA 亞洲設計終身成就獎、DFA 設計領袖獎、DFA 世界傑出華人設計師，及 DFA 年度設計師的得主。



The Design Museum, located on the 2/F, offers visitors an engaging design journey. Through themed exhibitions that merge design narratives with innovative concepts, it presents the value and societal impact of Hong Kong design. Adjacent to this is The Annex, home to the permanent exhibition, 'Hong Kong Design Ecology'. This exhibition guides visitors through the evolution of Hong Kong design from the 1960s to the present day, exploring how local designers have shaped the city's unique cultural identity and continue to drive innovation in the field.

Another stunning feature of the 2/F is The Steps, a nine-metre-high venue that can house up to 200 guests. With its highly adaptable layout, it's the perfect setting for everything from major conferences and inspiring talks to glamorous fashion shows. HKDC's Vice Chairman Steve Leung perfectly captures with his description: 'Standing here, gazing across the West Kowloon corridor, you sense Hong Kong's unique position as a bridge between East and West.' To pay tribute to the outstanding individuals who have made significant contributions to the advancement of design, the 2/F also features the Hall of Fame. This area showcases the laureates of the DFA Lifetime Achievement Award, DFA Design Leadership Award, DFA World's Outstanding Chinese Designer, and DFA Designer of the Year.

- ⑤ Hall of Fame at 2/F
二樓設計名人堂
- ⑥ The Steps at 2/F
二樓展台
- ⑦ The Lounge at 3/F
三樓滙館
- ⑧ The Design Museum at 2/F
二樓設計博物館
- ⑨ The Barn
物料館



為促進業內人士交流想法，積極發揮協同效應，DX 設計館的三樓提供多功能共享工作空間，致力為業界建構一個專業且具創意的生態系統，為設計產業注入新動能、開創新機遇。滙館是一個綜合資源中心，集結收藏專門設計書籍的圖書館及共享工作空間，為設計師營造啟發創意、促進交流的理想環境。同樣位於三樓的物料館，是大中華區首個與法國 materiO' 合作打造的物料展示空間，透過展示多種創新物料，激發設計師的創意靈感。時尚焦點聚焦介紹一系列時尚界具代表性人物，展示他們的獨特視角和創作理念，讓觀眾更深入理解每件作品的意義，引發更廣泛的文化交流與對話。



The 3/F is where collaboration comes to life. Designed as a dynamic co-working space, it's a place for creative professionals to connect, share ideas, and spark synergy. Our goal is to build a thriving ecosystem that fuels the design industry with fresh energy and opens up exciting new possibilities. The Lounge is an integrated resource centre, combining a library of specialised design books with a co-working space to create an ideal environment for designers to find inspiration and promote exchange. Also located on the 3/F, The Barn is the first material exhibition space in Greater China developed in partnership with materiO' from Paris. It aims to spark designers' creative inspiration through a curated display of diverse, innovative materials. The Fashion Spotlight puts iconic fashion figures in the limelight, exploring their unique visions and creative concepts to understand the stories behind their work, sparking conversations that bridge cultures.



Design and Fashion in Harmony A Showcase of Boundless Creativity

To inaugurate the new establishment starting on 4 December, a series of exhibitions and events enable visitors to explore the multi-dimensional design spaces at DX design hub:

'GBA Creative Fortnight' was a two-week long event held from 3 to 16 December 2024, dedicated to amplifying Hong Kong's design prowess and sparking collaborations throughout the Guangdong-Hong Kong Macao Greater Bay Area, with exhibitions, product showcases, fashion shows, design business matchmaking events, and a host of other engaging activities. With its forward-looking theme 'What's NE(X)T', the event demonstrated design's power through three inspiring pillars: Xperience, Xplore, and Xchange. These concepts materialised across three immersive zones within DX design hub: the Experiential Passage offered sensory journeys through innovative installations; the Co-creation Commons fostered fresh collaborations among designers; and the Networking Area connected creative talents to forge meaningful partnerships.

DX 設計館於 12 月 4 日起向公眾開放，一系列設計相關的展覽與活動，亦隨即展開，體現 DX 設計館的各個重點領域。

「大灣區創意雙週」於 2024 年 12 月 3 日至 16 日期間舉行，為期兩星期的活動包括展覽、產品展示、時裝表演、設計商務配對活動，彰顯香港的設計實力，並促進粵港澳大灣區各城市之間的合作。活動以「What's NE(X)T」為主題，引導大家思考未來，並透過三大支柱展現設計的力量：體驗 (Xperience)、發掘 (Xplore) 和交流 (Xchange)。參與者可在 DX 設計館的三個沉浸式空間親身感受這三大設計力量：體驗長廊設有創新裝置，提供感官體驗；共創共享促進設計師合作炮製新意念；交流專區連繫創意人才，加深合作關係。

Another highlight of DX design hub's opening programme was a collaborative exhibition 'Takuma Fujisaki's Mogols: Hong Kong Fashion Collaboration with FIP & DIP', which captivated visitors from 7 December 2024 to 6 March 2025. The exhibition represented a thrilling fusion of innovative local fashion and Japanese pop culture – a creative process empowered through cross-cultural exchange. The collaboration spotlighted Fujisaki's beloved Mogol characters whilst celebrating the rising stars of Hong Kong's fashion scene. 12 talented designers from HKDC's Fashion Incubation Programme and Design Incubation Programme brought their creativity to life through made-to-order collectible figurines and striking 150-centimetre-tall art pieces. Each work expressed unique cultural crossovers, storytelling, and craftsmanship, reflecting individual designer creativity and the international collaborative model shaping design's future.



'BEing' and 'Hong Kong Design Ecology', were also launched as part of the opening celebrations on 4 December 2024. 'Hong Kong Design Ecology' serves as a permanent showcase guiding visitors through the remarkable journey of the Hong Kong design industry in a structured narrative timeline. Commencing with the economic prosperity during the 'Four Asian Tigers' era in the 1960s, this exhibition traces the development of sectors such as textiles, toys, and watches that cultivated the one-of-a-kind 'Hong Kong-style design', harmonising Eastern and Western influences. This exhibition meticulously highlights pivotal moments in Hong Kong's design history, from the establishment of the School of Design at the Hong Kong Technical College (now Hong Kong Polytechnic University) in 1964 to the formation of the Hong Kong Designers Association in 1972 and the debut of the First Picture Show in 1975. It leads up to the influential 'Design: Hong Kong – Position Paper' in 1995, which advocated for economic transformation and paved the way for the establishment of the Hong Kong Design Centre. Through this exhibition, visitors are provided with a comprehensive insight into the evolutionary journey of Hong Kong design, transitioning from industrial subcontracting to autonomous creativity and expanding from local origins to a global presence. The opening of the DX design hub in 2024 signifies a significant milestone in Hong Kong design history. This new creative landmark, serving as both a hub for design exchange and a public experiential space, is poised to shape the forthcoming chapter of Hong Kong's design landscape.

設計與時尚並重 展覽盡顯創意

- ① Japanese artist Takuma Fujisaki at fashion collaboration exhibition at The Fashion-Pop
日本藝術家藤崎琢磨亮相於在快閃館展出的時裝合作展覽
- ② Showcase at GBA Creative Fortnight
「大灣區創意雙週」展示
- ③ 'Hong Kong Design Ecology' permanent exhibition at The Annex
在別館展出的「香港設計生態」常設展覽

另一個重點活動是藤崎琢磨的「Mogols：香港時裝聯乘」，於 2024 年 12 月 7 日至 2025 年 3 月 6 日期間舉行，聯乘展覽融合本地創新時裝與日本流行文化的精華，展出享譽盛名的日本流行文化藝術家藤崎琢磨深受各界喜愛的 Mogol 角色，讓它們穿上香港時裝界新星的作品，跨文化的碰撞令觀眾目不暇給。參加展覽的 12 位設計師來自香港設計中心時裝創業培育計劃和設計創業培育計劃，他們透過限量訂製的收藏版手辦以及 150 厘米高的藝術擺設展示時裝創作，每件作品都盡展他們的創意才華和精湛工藝，演繹獨特的文化和故事。

「變形記」和「香港設計生態」亦在 2024 年 12 月 4 日當天隆重推出。「香港設計生態」為常設展覽，以時間軸敘事的形式帶領觀眾穿越香港設計行業的輝煌歷程，從 1960 年代「亞洲四小龍」經濟起飛時期開始，見證紡織、玩具、鐘錶等製造業如何孕育出融合東西文化精髓的「港式設計」風格。展覽重現香港設計史上的關鍵里程碑：1964 年香港工業專門學院（現香港理工大學）設計學院成立、1972 年香港設計師協會創立、1975 年首屆設計與廣告作品展登場，直至 1995 年「設計與香港：立場及建議書」宣言推動經濟轉型，促成香港設計中心的誕生。透過展覽，觀眾能領略香港設計從工業代工到自主創意、從本土札根到走向國際的完整進化史。而 2024 年 DX 設計館的啟用，亦標誌著香港設計發展迎來關鍵轉折點，這座集設計交流中心與公眾體驗空間於一身的設計新地標，將繼續編寫香港設計的下一章。



'BEing' was a giant three-story paper art chameleon installation that utilises light projection technology to continuously change its appearance, narrating the varied tales of Sham Shui Po and local designers. Drawing symbolic inspiration from the adaptive nature of chameleons, this installation ingeniously mirrors the shared traits of flexibility and resilience embodied by Hong Kong designers and the Sham Shui Po community. Much like chameleons adeptly shift hues to blend with their surroundings, Sham Shui Po has evolved from a former textile hub into a vibrant area for creativity, with local designers ingeniously reshaping traditional crafts into contemporary design idioms. The fluid projections dancing across the installation's surface seamlessly alternate, weaving together the rich historical tapestry of Sham Shui Po.

Housed in The Box, 'Convergence' featured a 360-degree panoramic space, using immersive projection technology to interpret Hong Kong and Asia's rich hybrid design legacy. Centred on three core themes – 'Old meets New', 'East meets West', and 'Legacy shapes Future' – the exhibition showcased a range of local iconic architecture, fashion trends, classic Hong Kong neon signs and other diverse design elements. By weaving these elements together, it created an immersive journey that surpassed time and location, leading guests through a multi-faceted exploration of design spanning historical, contemporary, and future contexts. This sensorial encounter, merging technology with the humanities, underscored Hong Kong's unique position as a cultural crossroads between the East and the West, actively bridging heritage with innovation through the impactful medium of design.

'Design Pulse Asia' was a half-year-long exhibition centered around The DFA Design for Asia Awards. This exhibition featured a curated collection of acclaimed works from previous years, illustrating design masterpieces that have significantly influenced the lifestyle and culture of Asia. Through a varied presentation of design pieces encompassing materials, craftsmanship, and technology, viewers were offered a unique perspective to delve into the transformative role of design as a driving force for progress within Asian societies. This exhibition shedded light on the evolution of Asian design, the inventive principles of traditional living and the captivating essence of Eastern aesthetics.



「變形記」是一座橫跨三層樓高的巨型紙藝變色龍裝置，運用光雕投影技術，讓其外觀不斷蛻變展現深水埗和本地設計師的多元故事。裝置以變色龍的適應力為隱喻，巧妙象徵香港設計師與深水埗社區共有的靈活韌性。就如變色龍隨環境轉換色彩，深水埗由昔日布業集散地轉型為文創區，而在地設計師們以創意應對時代變遷，將傳統工藝轉化為當代設計語言。裝置表面持續流動的投影，交替呈現深水埗豐富的歷史拼圖。

體驗館展出的「匯」以 360 度環景空間，透過沉浸式投影科技詮釋香港和亞洲豐富的设计傳承。展覽以「舊迎新」、「東遇西」和「傳承塑未來」三大核心主軸構築觀展體驗，呈現本地標誌建築、時裝、香港經典霓虹招牌等設計，打造時空穿梭的設計廊道，引領觀眾穿越過去、現在和未來的多維度設計之旅。這種融合科技與人文的感官體驗展現了香港作為東西方文化交匯點的獨特地位，並持續擔任連結傳統與未來的設計樞紐角色。

為期半年的「亞洲設計脈沖」展覽，以「DFA 亞洲最具影響力設計獎」為策展主軸，精選歷屆獲獎作品，展現對亞洲生活文化有深遠影響的設計傑作。展覽通過展示多樣化的設計作品，當中融合材料、工藝與科技，讓觀眾體驗設計如何成為推動亞洲社會進步的關鍵力量，呈現亞洲設計的發展、生活傳統的創新哲學，以及東方美學的獨特魅力。

- ④ Immersive experience at 'Convergence', The Box
在體驗館呈現的「匯」展覽沉浸式體驗
- ⑤ 'Design Pulse Asia' exhibition at The Design Museum
在設計博物館展出的「亞洲設計脈搏」展覽
- ⑥ 'BEing' paper chameleon installation at The Atrium
在 DX 設計館中庭的「變形記」紙藝變色龍裝置

- ⑦ Japanese artist Takuma Fujisaki group photo at fashion collaboration exhibition at The Fashion-Pop 一眾嘉賓在前館舉行的「設計圖步」展覽開幕合影留念
- ⑧ 'PechaKucha Night' at The Steps 在展台舉行的「PechaKucha創意交流之夜」



A celebration of history, traditions and creativity, 'Design Elements of Sham Shui Po' held from 3 January to 31 March 2025 was an exhibition focused on the uniqueness and diversity of Sham Shui Po – a district legendary for its fabric and garment industry roots, and the go-to place for designers, tailors, and fashion students seeking materials from fabrics and lace to buttons and leather. The exhibition featured a large-scale map of Sham Shui Po created using materials commonly found in the district. It explored Sham Shui Po's authentic character through its heritage, architecture, street culture, and urban spaces via grassroots engagement and collaborations between artists, students, and residents, which highlighted design's power as a catalyst for positive transformation and sustainable development within the community.

As a hub for design and the exchange of creative ideas, HKDC has introduced the 'PechaKucha Night' concept from Tokyo, Japan to the DX design hub. Two such events took place on 6 December 2024 and 7 February 2025. Throughout these gatherings, speakers shared profound design insights and imaginative narratives utilising a unique format of 20 slides, each presented for a duration of 20 seconds. Diverse professionals from fields such as design, architecture, culinary arts and cultural sectors were present among the attendees. Speakers were allotted precisely '400 seconds' on stage to captivate the audience with innovative concepts, fostering inspiration and facilitating the exchange of ideas within a concise timeframe. This endeavor injects a fresh and vibrant knowledge-sharing experience into Hong Kong's design community.



DX design hub
280 Tung Chau Street,
Sham Shui Po,
Kowloon, Hong Kong

香港九龍深水埗
通州街 280 號
DX 設計館

Experience opportunities to engage with Hong Kong's dynamic design scene, making DX design hub an essential destination for experiencing the city's creative pulse. From weekend workshops, rotating exhibitions to Fashion Retail Pop-up, DX design hub offers something for every design enthusiast. We invite you to join Hong Kong's design renaissance at DX design hub, where every visitor becomes part of our city's exciting, ever-evolving design story.

有意感受香港設計的創意脈搏，就不能錯過 DX 設計館。設計館定期舉辦各種週末工作坊、限時展覽和快閃時尚店，歡迎各位設計愛好者前來發掘專屬他們的精彩活動。誠邀大家前來 DX 設計館，一起見證香港的設計故事，每位訪客的參與都讓我們走得更遠。

「設計圖步」展覽以深水埗為主題，於 2025 年 1 月 3 日至 3 月 31 日期間舉行。昔日的深水埗為布料和成衣工業基地，至今也是設計師、裁縫和時裝學生搜羅布料、蕾絲、鈕扣和皮革等材料的首選地點。展覽其中一件特色展品是以深水埗常見材料製作的大型深水埗地圖。這件作品由藝術家、學生與居民合作製成，探究深水埗的歷史傳承、建築、街頭文化和城市空間，突顯設計如何在社區推動積極轉變和可持續發展。

作為設計和創意交流樞紐，中心將「PechaKucha 創意交流之夜」由日本東京引進 DX 設計館。活動分別於 2024 年 12 月 6 日及 2025 年 2 月 7 日舉行。講者透過 20 張幻燈片×20 秒的獨特形式，分享設計洞見與創意故事。每次活動匯聚跨領域的創意人士，包括設計、建築、飲食和藝術文化等領域的講者，每位講者僅有「400 秒」的上台時間，透過創新思維與觀眾互動，在短時間內凝聚靈感交流，為香港設計圈帶來嶄新的知識分享體驗。

Inter/Section 融／滙 設計 Action

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Celebrating the theme of *Inter/Section: Design, Artistry and Innovation*, creativity and cutting-edge thinking took the spotlight at Business of Design Week (BODW) 2024 from 2 to 6 December 2024. With France as Partner Country, BODW provided a platform for audiences to explore the intersections where ideas collide, and design emerges as a catalyst for transformation, storytelling and global collaboration. Held at the Hong Kong Convention and Exhibition Centre (HKCEC), the event reimagined how design bridges disciplines, cultures and industries – highlighting the synergy between form, function and future.

設計營商周 2024 於 12 月 2 日至 6 日假香港會議展覽中心舉行，以「融／滙設計：承傳與創新」為主題，匯聚一眾講者展開創意對話，並交流前瞻設計意念。香港設計中心聯同伙伴國家法國，展示靈感碰撞的強大力量，聚焦於設計如何帶動改變、開拓敘事新模式，並激發跨越國界的合作。設計營商周 2024 以嶄新角度，探討設計如何促成跨界別、跨文化、跨行業的融滙。無論是將人工智能應用於工藝創作，抑或是復興匠藝精神，觀眾都可透過一連串精彩內容，了解如何透過兼顧美學與功能的設計，塑造更美好的未來。

BODW 2024 Connects the World of Design 設計營商周 2024 連結設計大世界

Business of Design Week (BODW) 2024 made a triumphant return to the Hong Kong Convention and Exhibition Centre, its first since 2018, and the city's signature design event came back bigger, bolder and more vibrant than ever. The 3-day Summit brought together a global community of creatives, innovators and thought leaders under the theme of *Inter/Section: Design, Artistry and Innovation*. With an expanded venue capacity for a larger audience and a seamless integration with concurrent events such as DesignInspire, Maison&Objet Design Factory, Business of IP Asia



Forum and the DFA Awards Presentation Ceremony, the event attracted over 15,000 attendees and over 1.7 million physical and virtual attendees through global live streaming and local TV broadcast.

The annual event was co-organised by the Hong Kong Trade Development Council (HKTDC) with France as the Partner Country, and supported by

the Cultural and Creative Industries Development Agency (CCIDA) as lead sponsor. Over three intensive days of engaging sessions and events, the BODW Summit featured more than 50 speakers – ranging from brand builders to futurists, and architects to motion designers – representing 11 countries and regions including design powerhouses such as France, Japan, Italy, the United Kingdom, the United States, the Netherlands and the Mainland. Distinguished speakers included Thomas Heatherwick, Kengo Kuma, Julia Capp, Ma Yansong, Thomas Coldefy, Guo Pei, Pansy Ho and Karin Fong. Also, BODW engaged those global brands such as TikTok, Xiaomi, Paris 2024 Olympics, Louis Vuitton, BAIC Group, The Guimet National Museum of Asian Arts, Printemps Group, London Craft Week and Amazon. Thanks to the partnership with KUDO, the AI speech translation platform, participants could tune in with simultaneous interpretations in four languages, ensuring the Summit's inclusivity and broad international reach.

The BODW Summit was structured around five key thematic pillars: Urban Futures, Brands & Retail Resurgence, Craftsmanship & Material Mastery, Culture & Digital Aesthetics, and AI & Future Tech. Across 40 sessions spanning from keynote addresses to thought-provoking panel talks, the Summit unleashed its signature blend of technology and creativity, and captivated attendees with a dynamic mix of groundbreaking ideas, cutting-edge technology and rich cultural insights. From discussions on the future of cities to explorations of AI's role in artistic practice, BODW 2024 wasn't just about what's new – it was about what's next.

In honour of 2024 as the China-France Year of Cultural Tourism and the 60th anniversary of the establishment of China-France diplomatic relations, France took the spotlight as official Partner Country, marking their second collaboration with BODW since the first partnership in 2009. A 20-strong French delegation was led by President of Institut Français and Ambassador for French Cultural Diplomacy Mrs Eva Nguyen Binh. Aside from bringing their expertise and energy to BODW 2024,

闊別香港會議展覽中心六年，設計營商周 2024 以更強勁陣容盛大回歸，帶來更盛況空前的年度設計盛事。本屆以「融／滙設計：承傳與創新」為主題，集結全球創意精英、創新領袖和設計思維專家。今年的場地可容納更多觀眾，並與 DesignInspire、Maison&Objet 設計工廠、亞洲知識產權營商論壇和 DFA 設計獎頒獎典禮同期舉行，超過 15,000 名與會者親臨現場，並通過全球直播和本地電視播出吸引了超過 170 萬名線上和線下觀眾，欣賞全球最優秀的設計，並了解設計對世界的影響力。

設計營商周 2024 由香港貿易發展局協辦，並邀請到法國作為伙伴國家及由文創產業發展處作為主要贊助機構，攜手舉辦一連三天的國際盛事。論壇及活動精彩連場，匯聚超過 50 位品牌專家、未來學家、建築師及藝術家，分別來自 11 個設計強國和地區，包括法國、日本、意大利、英國、美國、荷蘭和內地等。特邀講者包括 Thomas Heatherwick、隈研吾、Julia Capp、馬岩松、Thomas Coldefy、郭培、何超瓊和 Karin Fong。此外，設計營商周還與全球品牌如 TikTok、小米、巴黎 2024 奧運會、路易威登、北汽集團、吉美國立亞洲藝術博物館、春天集團法國春天百貨集團、倫敦工藝周和亞馬遜等展開合作。今年更與 KUDO 合作，使用人工智能翻譯技術，將論壇內容即時傳譯成四種語言，讓交流更加輕鬆流暢。

設計營商周 2024 透過五大課題，探討設計語言的演變，包括創建未來城市、品牌與零售復甦、匠藝精粹、文化與數碼美學以及 AI 與未來創科。一直以來，設計營商周是集科技與創意於一身的盛會，今年透過超過 40 場主題演講和小組討論，讓與會者擁抱創意理念、頂尖科技與文化精神。從城市的未來發展到人工智能的藝術應用，設計營商周 2024 不僅掌握最新格局，更前瞻未來趨勢。



the delegation also extended their participation to include DesignInspire and the Maison&Objet Design Factory showcase and contributed to their success. New and exciting elements to the Summit were also introduced at BODW 2024. French artists lit up the event with immersive audio-visual performances that added depth to the attendees' overall experience. The collaboration with Motion Plus Design brought motion design into the spotlight with specially curated sessions.

Furthermore, a series of initiatives strengthened the year-round collaborations between Hong Kong and France in 2024. Of the 13 additional initiatives beyond Business of Design Week (BODW), notable highlights included events such as 'Tonight with the Impressionists, Paris 1874 – An Immersive Expedition in Virtual Reality' organised by the Hong Kong Design Institute (HKDI), and the opening of The Barn, a material showroom at the DX design hub, a collaboration between the Hong Kong Design Centre and matériO.

Building on the success of last year's 'Dutch Inspiration' design directory on bodw+, which showcases creative talents from BODW Partner Countries, the 'French Inspiration' directory was launched in May 2024 in collaboration with this year's Partner Country. These directories facilitate global idea exchanges and business networking through Hong Kong as Asia's leading design hub.



'Business of Design Week was a key event to reinforce the links between France's and Hong Kong's design ecosystems. The event offered strong visibility for French design and opened new paths for dialogue and collaboration. It was a strategic platform to promote cross-cultural exchange and strengthen institutional ties, and it should lead to many more opportunities for collaboration in the future,' said Mrs Christile Drulhe, Consul General of France in Hong Kong and Macau, summarising the fruitful partnership between BODW and France.

The distinguished BODW Gala Dinner and the prestigious DFA Awards Presentation Ceremony were hosted at the iconic Cloud 39 of The Henderson, Hong Kong's iconic new architectural landmark. In partnership with Henderson Land Group, the event offered a refined atmosphere that seamlessly integrated formal elegance with business networking, set against the breathtaking backdrop of Hong Kong's glittering skyline.

BODW 2024 demonstrated that design transcends boundaries – shaping cities, technology and culture by fostering creativity and global collaborations. It underscores the importance of collective effort in building a better future, highlights the intersection of disciplines, ideas and people, and pushes the boundaries of what designers can achieve.



2024 年適逢中法文化旅遊年及中法建交 60 週年，香港設計中心邀請法國擔任全年伙伴國家。法國對外交化教育局主席兼法國文化外交大使阮賓伊娃女士率領 20 人代表團來訪，分享豐富的專業

知識之餘，更共同呈獻 DesignInspire 和 Maison&Objet 設計工廠。設計營商周 2024 加入不少嶄新元素，特別邀來法國聲影藝術家擔任表演嘉賓，為觀眾帶來深刻的沉浸式感官體驗，此外亦與 Motion Plus Design 攜手合作，展開一連串有關動態設計的討論。

另外，一系列倡議強化了 2024 年香港與法國之間的全年合作。在設計營商周 13 項新增倡議中，值得關注的亮點包括由香港知專設計學院 (HKDI) 舉辦的「巴黎 1874·印象派之夜：一場沉浸式探索虛擬之旅」，以及香港設計中心與 matériO 合作在 DX 設計館開設的物料館 The Barn。

去年，線上設計知識網站 bodw+ 推出的「Dutch Inspiration」平台大受歡迎，平台展示來自設計營商周伙伴國家的創意人才。2024 年 5 月，bodw+ 與本年度伙伴國家法國攜手推出「French Inspiration」，促進環球精英交流想法，建立人脈商網，突顯香港作為亞洲設計中心的地位。

法國駐港澳總領事杜麗緹女士 (Christile Drulhe) 表示：「設計營商周是一場重要的文化交流活動，致力於促進法國與香港設計生態系統之間的連結。活動為法國設計領域帶來了重要的曝光，開啟了新的對話和合作機會。作為促進跨文化交流和強化聯繫的平台，我們期待未來將帶來更多合作機會。」

設計營商周晚宴暨 DFA 設計獎頒獎禮備受矚目，假坐擁絢爛城景的香港新地標 The Henderson 宴會廳 Cloud 39 舉行。晚宴得到恒基兆業地產集團支持擔任合作伙伴，讓出席嘉賓在璀璨景致下彼此交流營商經驗。

2024 年的設計營商周圓滿結束，再次印證透過個人努力或國際協作，設計可於城市街道、日常生活科技，及至文化塑造的過程中，突破界限。設計可以跨越界別，啟迪思潮，推動人與人之間的連繫，不斷突破原有的界限。

A Convergence and 融匯 Where the Future 創新： 以設計塑造未來



Knowledge of Design Week (KODW) 2024, Hong Kong's leading annual design event, returned in full force under the theme *Inter/Section: Crafting Tomorrow's Design*. Co-organised with France as Partner Country in 2024, alongside with Hong Kong Design Institute (HKDI), The Hong Kong Polytechnic University (PolyU) School of Design and supported by the Cultural and Creative Industries Development Agency (CCIDA) as lead sponsor, the event welcomed over 2,300 in-person attendees and reached over one million online viewers globally. The programme featured 30 forums, 7 workshops, 5 masterclasses, along with various meet-the-speakers and networking sessions which focused on six key pillars: Scenography & Exhibition Design, Communication Design & AI, Architecture & Built Environment, Craftsmanship & Artisans, Design Education, and Furniture & Product Design. KODW also partnered with M+, Monotype and L'ÉCOLE Asia Pacific to co-curate workshops and conversations, enriching the event with a cross-cultural, thought-provoking experience.

「設計智識周」載譽歸來，本年度聯同伙伴國家法國、香港知專設計學院、香港理工大學設計學院以及由文創產業發展處作為主要贊助機構，攜手舉辦此香港年度設計盛事。活動吸引超過 2,300 位與會者親臨現場參加，全球錄得逾 100 萬位觀眾收看。設計智識周 2024 以「融／滙設計：巧創未來」為主題，舉辦了 30 場論壇、七場工作坊、五場大師班以及多場 meet-the-speakers 環節與交流活動，共同探討六大議題：場景及展覽設計、傳意設計及人工智能、建築及建築環境、工藝及工匠、設計教育，以及家具與產品設計。此外，設計智識周亦與 M+、蒙納字體和 L'ÉCOLE 珠寶藝術學院亞太區分校合作，共同策劃工作坊及對談，為活動增添啟迪思潮的跨文化體驗。

of Tradition 傳統 Innovation: is Designed 與 39



Scenography & Exhibition Design

Scenography and exhibition design is the convergence of space, design and storytelling. This discipline integrates imagination, artistry, technology, culture and much more. At KODW 2024, French master designer Nathalie Crinière, renowned for her exceptional projects worldwide with prestigious brands such as Dior and Cartier, gave a spellbinding insight into the world of scenography. Renowned French Olfactory Designer & Nose Carole Calvez took audiences on an immersive exploration of her works, meticulously curated through a narrative approach that encompasses scenography, museography and mediation. Sylvie Corréard, CEO of Les Arts Décoratifs, delved into how the Musée des Arts Décoratifs fulfills a unique role in the French cultural landscape, and how the museum and its beautiful spaces have showcased the skills of craftsmen throughout the centuries.



場景及展覽設計

場景及展覽設計是空間、設計與敘事的完美結合，讓想像力、藝術、科技及文化擦出火花。曾為高級品牌 Dior 及 Cartier 策展的法國設計大師 Nathalie Crinière，親臨設計智識周 2024 分享場景設計的迷人世界。享譽盛名的法國香味設計師及調香師 Carole Calvez，帶領觀眾透過沉浸式探索，體驗她精心融合舞台美學與博物館學的手法，以嗅覺藝術感受

作品中蘊藏的豐富故事。法國裝飾組織行政總裁 Sylvie Corréard 深入探討巴黎裝飾藝術博物館如何在法國文化界發揮獨特作用，並如何透過博物館及其優美空間闡釋歷代工匠過去幾百年的過人造詣。



Communication Design & AI

Communication Design and AI explores how artificial intelligence is transforming visual storytelling, branding and user interactions and creating more adaptive, intelligent and impactful communication experiences.

Laurent Ungerer, Founder & CEO of c-album, shared the process of designing a new brand identity for Notre Dame cathedral, with its new letterforms honouring its history and legacy while embracing modern aesthetics and style. Emilios Theofanous, Creative Type Director at Monotype in the UK, provided insights on designing typefaces and how choices of type can affect a brand's voice. World-renowned designer, brand consultant and artist Alan Chan, famed for his 'Oriental Passion, Western Harmony' design philosophy that has influenced over 1,000 brands, spoke about how fine arts can intertwine with design, and heritage can merge with technology.

Architecture & Built Environment

Curator Shirley Surya of M+'s 'I. M. Pei: Life is Architecture' exhibition spoke at KODW 2024, and shared how the exhibition presents the profound connections between architecture and its contexts, encapsulating how architecture can weave tapestries of cultural traditions and power dynamics to shape cities around the world. M+ Architect Sherman Kung and Professor Simon Hsu of the Chinese University of Hong Kong, who have closely worked with I. M. Pei, also gave fresh perspectives and behind-the-scenes accounts on Pei's architectural legacy. In a captivating masterclass and dialogue 'Building the Shape of Time', acclaimed architect Dong Gong shared his profound philosophies on merging tradition with innovation.



Craftsmanship & Artisans

Artisans preserve time-honoured skills by blending traditional craftsmanship with contemporary design, bringing history into the future. In his captivating keynote, Mathieu Bassée, Artistic Director of Studio MTX, showcased a fusion of traditional embroidery and modern interior architecture, integrating leatherwork, tapestry, and 3D printing. Managing Director of L'ÉCOLE



傳意設計及人工智能

傳意設計及人工智能探討人工智能如何改變視覺敘事、品牌塑造和使用者互動的手法，帶來更智能、更具影響力的傳意體驗，並可適應更多不同的應用場景。c-album創辦人及行政總裁 Laurent Ungerer 分享巴黎聖母院全新品牌形象的誕生過程，細談新字母設計如何於保留歷史及傳統特色的同時，將現代美學與風格展現無遺。英國蒙納字體創意總監 Emilios Theofanous 剖析字體設計，亦探討如何運用字體提升品牌形象。陳幼堅設計公司創辦人及創意總監陳幼堅為享譽中外的設計師、品牌顧問及藝術家，逾千個品牌深受其「東情西韻」設計理念啟發，透過他的真知灼見，與會者踏上一場融匯中西文化、美術與設計、傳統與科技的旅程。



建築及建築環境

M+ 策展人王蕾於設計智識周 2024 分享《貝聿銘：人生如建築》的精彩內容，揭示建築與文化傳統、權力動態和世界各地城市的面貌特徵交相對照，講解展覽如何顯示建築和生活之密不可分。論壇亦以嶄新角度切入貝聿銘的建築遺產，並邀請建築師龔書楷和香港中文大學徐宗文教授兩位設計伙伴，分享貝聿銘鮮為人知的幕後軼事。備受讚譽的建築師董功主持大師班「建構當代建築的形態」，暢談將傳統與當代元素融合的思考過程。

工藝及工匠

工匠結合傳統工藝與現代設計，保育源遠流長的精湛技藝，為後世傳承歷史。Studio MTX 藝術總監 Mathieu Bassée 展示如何融合傳統刺繡、現代室內建築，以及皮藝、掛毯和 3D 打印技術。L'ÉCOLE 珠寶藝術學院亞太區分校董事總經理 Olivier Segura，剖析高級珠寶的精妙世界及當中涉及的多種技術。Qeelin 麒麟珠寶創辦人及創意總監陳瑞麟為東方傳統的符號賦予新面貌，探索東西方的交匯點。高瞻遠矚的設計師蕭啟東從內地傳統茶葉加工技術中汲取靈感，將茶葉廢料升級為可清洗、可生物降解的物料，用於包裝、產品製造及建築等領域。韓國設計師李光鎬分享如何深受母親的針織手藝啟發，將個人經歷注入 Maison Hermès Ginza 的商品陳列設計之中。

Asia Pacific Olivier Segura explored the intricate world of high jewellery and its diverse techniques. Dennis Chan, Founder & Creative Director of Qeelin, reinterpreted oriental symbolism with a playful East-meets-West approach. Visionary designer Calvin Sio draws on Chinese tea-processing traditions to upcycle tea waste into washable, biodegradable materials for packaging, products and construction. Korean designer Kwangho Lee shared how his work for Maison Hermès Ginza was inspired by his mother's knitting, blending personal heritage with high-end visual merchandising.



Design Education

In his keynote 'Exploring Intersectional and Cross-disciplinary Design Education', Alexis Georgacopoulos, Director at University of Art and Design Lausanne (ECAL), a leading design school in Europe, shared his insights on the importance of evolving an educational environment that nurtures students' creativity and business acumen to make them better design professionals. Georgacopoulos also joined Rama Gheerawo from The Helen Hamlyn Centre for Design of Royal College of Art in U.K. as speakers in masterclasses and panel discussions focused on equipping students with essential skills and knowledge to thrive and succeed as the designers of tomorrow. Renowned designer Laurent Ungerer, whose latest work includes the new visual identity of Notre Dame cathedral in Paris after its restorations, conducted an immersive workshop on the power of crafting meaningful connections through great design elements.

Furniture & Product Design

Dutch artist Lex Pott invited audiences into a captivating design journey as he explored the essence of materials and shared insights into how he integrates craftsmanship into business in collaborations with galleries, design labels and mass markets. Designer Frank Chou provided a glimpse into the future of design that intertwines heritage and modernity. In Pott's immersive and hands-on workshop 'Paper Exploration: The Power of a Design Mindset', Pott showed attendees how to unleash their creativity and manipulate paper into dynamic shapes and expressive forms. In this workshop, Pott demonstrated that furniture and product design is only limited by imagination, and that simple everyday materials such as paper can be transformed into functional works of art that enrich daily life.

設計教育

身為歐洲頂尖設計學府瑞士洛桑州立藝術學院的總監，Alexis Georgacopoulos 在專題演講「探索跨界合科的設計教育」中，探討如何創造一個不斷演化的教育環境，培養學生的創造力和商業頭腦，助他們成為更優秀的設計專才。此外，他跟英國皇家藝術學院海倫·哈姆林設計中心總監 Rama Gheerawo 於大師班和論壇中，分享讓學生掌握必要技能和知識的重要性，以培育他們成為未來設計領袖。著名設計大師 Laurent Ungerer 主持沉浸式傳意設計工作坊，分享他為巴黎聖母院設計的新視覺形象，講解如何透過好設計建立觸動人心的聯繫。

家具及產品設計

荷蘭設計師 Lex Pott 邀請觀眾一同探索物料的本質，展開一場以直覺主導的設計旅途，了解他如何與畫廊、設計品牌和大眾市場等不同伙伴建立合作關係，將工藝與商業融而為一。設計師周宸宸分享其作品如何將傳統與現代巧妙融合，為設計的未來發展帶來可堪細味的啟示。由 Lex Pott 主持的「不止於『紙』：設計思維的力量」沉浸式工作坊，讓參加者盡情釋放創意，親手把紙張塑造出不同的動態形狀。在工作坊中，Lex Pott 充分體現只要發揮想像力，家具及產品的設計蘊藏無限可能，而紙張等簡單的日常材料，亦可成為締造更美好生活的實用藝術品。



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Originating from Business of Design Week (BODW), bodw+ is an interactive design knowledge platform provides you a great view on seminal design trends, featuring takeaways of BODW and KODW, alongside engaging livestreamed events, on-demand content, case studies, podcasts, feature stories, interviews, event listings, programme archives, and much more.

取名自「設計營商周」(BODW)，設計知識數碼平台 bodw+ 全面探索設計、創新及品牌趨勢，讓你可以緊貼設計營商周及設計智識周的最新動向之餘，還可通過直播活動、節目重溫、案例研究、播客、專題故事及人物訪問、活動分享、節目存檔等深入了解設計世界。

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Front Row to the Future:

Redefining Fashion Thinking Thinking

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前瞻未來：再思 時尚的無限可能



FASHION ASIA HONG KONG, a cornerstone of Hong Kong's vibrant fashion scene, supported by the Cultural and Creative Industries Development Agency (CCIDA) as lead sponsor, is a key programme of the Hong Kong Fashion Fest which is presented by the HKSAR Government.

On 29 November 2024, the Astor Ballroom at The St. Regis Hong Kong set the glamorous stage for the Fashion Challenges Forum. This year's Forum explored a vibrant mix of themes, from Fashion Business Leadership and Digital Innovation to Global Fashion Landscapes, Designer Conversations and Fashion Narratives. Adding to the excitement was an exclusive preview of the signature looks from the winners of the 10 Asian Designers To Watch 2024, celebrating stunning collections and exquisite craftsmanship from the region's most promising talents. With a sharp focus on the trends and forces shaping fashion's future, we shine a spotlight on four of the 22 industry insiders, creative leaders and experts from around the world who led insightful and thought-provoking panels and dialogues at the Forum.



A preview of the 10 Asian Designers To Watch 2024
「亞洲十大焦點設計師時裝展覽」預覽

作為香港充滿活力的時尚基石，FASHION ASIA HONG KONG 是由文創產業發展處主要贊助的一項大型多元時尚企劃，亦是由香港特別行政區政府舉辦的香港時裝薈 (Hong Kong Fashion Fest) 的重點節目之一。

「時尚未來論壇」於 2024 年 11 月 29 日假香港瑞吉酒店艾斯特宴會廳舉行，討論範疇豐富廣泛，包括時尚企業領導才能、數碼創新、縱觀國際時裝、設計師對談及時尚話語。論壇會場更提供「亞洲十大焦點設計師時裝展覽 2024」預覽，與會者率先欣賞多位獲獎設計師的重點設計造型，一同表揚亞洲新一代設計人才的優秀作品及精湛工藝。論壇邀得 22 位業內人士、創意領袖和專家分享時尚業界的趨勢，探討開創未來時裝產業的新力量，透過對話交流及多場研討會，激發創意靈感。讓我們重溫四位講者的精闢見解，一同啟迪思潮。

Nicolas Morineaux, CEO of Galeries Lafayette China spoke with Divia Harilela, Principal & Editor of The D'Vine on 'The Next Chapter in Chinese Retail', taking a deep dive into how cultural shifts, generational values and the digital landscape will shape fashion and luxury spending in the years to come. Morineaux revealed that the younger generation of consumers is driving sales, and this is why long-established companies have to reinvent their brand DNA. Galeries Lafayette has created strategic partnerships with 130 new brands in China within the previous six months, and expanding into omni-channel positions with an all-in-one order management system and exciting social media platform presences. In this way, new angles can be found where history, craftsmanship and design can converge.



Nicolas Morineaux
CEO, Galeries Lafayette China
老佛爺百貨中國首席執行官

老佛爺百貨中國首席執行官 Nicolas Morineaux 與 The D'Vine 主理人及編輯 Divia Harilela 探討「中國零售新篇章」，剖析文化變遷、世代價值觀和數碼科技發展，將如何影響未來的時尚和奢侈品消費趨勢。Morineaux 認為，年輕一代消費帶動銷售增長，而這正正是老牌企業必須重塑品牌的原因。過去六個月內，老佛爺百貨跟中國的 130 個新品牌建立策略合作夥伴關係，並透過一站式訂單管理系統和社交媒體平台推廣，全力拓展全渠道業務，藉此以全新角度探索歷史、工藝和設計的精彩碰撞。

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可能
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Prabal Gurung

Vice Chairman of The Council of Fashion Designers of America (CFDA)
美國時裝設計師協會 (CFDA) 副主席

Renowned designer Prabal Gurung, who is also Vice Chairman of The Council of Fashion Designers of America (CFDA), shared his personal journey on 'Embracing Transformation'. Together with moderator Caroline Issa, CEO of Tank Group, Gurung revealed how he has always told his story through fashion shows, but admits that his recent memoir, 'Walk Like a Girl', was 'one of the scariest things' he ever had to do, because it was a story about being seen and heard as a young Nepalese immigrant arriving in the US with the American dream. Now, as one of the leading figures in American fashion, he is focused on investing and championing young creatives and creators, and encouraging a thriving global fashion ecosystem.

在「擁抱蛻變」專題討論中，知名設計師兼美國時裝設計師協會 (CFDA) 副主席 Prabal Gurung 跟主持人 Tank 集團行政總裁 Caroline Issa 暢談，分享如何透過時裝展講述自身故事，但笑言要在回憶錄《Walk Like a Girl》中分享自己年輕時如何以尼泊爾移民的身份實現美國夢，卻是人生「最可怕的事情之一」。時至今日，身為美國時尚界的領袖之一，他積極支持年輕創意人才和創作人，並全力推動全球時尚生態系統的發展。

In Unleashing Chinese Design, Lv Xiaolei, Executive Vice Chairman of the Shanghai Fashion Designer Association (SFDA), offered valuable insights into how SFDA bridges local creativity with global ambition. Moderated by Tasha Liu, co-founder of LABELHOOD, the discussion spotlighted the need for a holistic ecosystem to champion Chinese design both domestically and on the international stage, and the need to balance creative expression and commercial viability. As a non-profit organisation with Shanghai Fashion Week as its core, SFDA plays a pivotal role in nurturing emerging talent, integrating key industry resources and expanding the global presence of Chinese fashion. With a firm commitment to innovation and collaboration, the SFDA continues to elevate the visibility, voice and commercial strength of China's next-generation designers.

在「釋放中國設計力量」的討論中，上海服裝設計協會常務副會長呂曉磊女士細談協會如何將本土創意與全球視野相結合。討論由 LABELHOOD 蕾虎共同創辦人 Tasha Liu 主持，重點探討構建全方位生態系統的重要性，以在國內外舞台上推廣中國設計，同時如何在創意表達與商業可行性之間取得平衡。作為主辦上海時裝周的非牟利機構，上海服裝設計協會在培育新銳人才、整合關鍵產業資源以及拓展中國時尚的全球影響力方面擔當重要角色。協會致力推動創新與合作，持續提升中國新一代設計師的知名度、影響力與商業實力。



Judd Crane

Executive Buying & Brand Director, Selfridges
Selfridges 執行採購與品牌總監

With over 20 years of industry experience, Judd Crane is the Executive Buying & Brand Director at Selfridges, and oversees buying across all departments. Together with Laura Weir, Chief Creative at Selfridges, he examined Creative Strategies in Global Retail at the Fashion Challenges Forum 2024, and spoke about the future of retail and how Selfridges create a cohesive brand experience in-store. The highly enlightening session was moderated by Kim Bui Kollar, Founder of Banck Creative, and informed the audience about how department stores continue to appeal to shoppers by combining a compelling creative vision with unique merchandising mixes. Selfridges achieves this by having a great creative team dedicated to research, reading the zeitgeist and 'knowing what customers want before they want it'.

Judd Crane 擁有超過 20 年的業界經驗，擔任 Selfridges 的執行採購與品牌總監，負責監督所有部門的採購工作。在「時尚未來論壇 2024」中，他與 Selfridges 首席創意官 Laura Weir 展開有關「全球零售業的創意策略」的討論，一同探討零售業的未來，以及 Selfridges 如何在店內打造貫徹品牌個性的體驗。這場發人深省的討論由 Banck Creative 創辦人 Kim Bui Kollar 負責主持，讓與會者了解百貨公司如何透過觸動人心的創意願景及與眾不同的商品組合，持續吸引消費者，而 Selfridges 之所以能夠做到這一點，在於其卓越的研究工作及捉緊時代脈搏的能力，並「在顧客提出需求之前先想到、先做到」。



When Fashion Model Meets Fashion Model 時裝模特兒遇上時裝模特兒

Keung Chow (Right 右)
Fashion Model & Content Creator
時裝模特兒及內容創作者

Meaning Wong (Left 左)
Fashion Model & Actor
時裝模特兒及演員



An Odyssey of Fashion and Art 時尚與藝術之旅

Kit Wan
Costume Designer &
Founder of KIT WAN STUDIOS
服裝設計師及
KIT WAN STUDIOS 創辦人

Creating With A 'Mindly' Heart 懷著「MINDLY」之心創作

Syan Leung
Founder and Creative &
Fashion Director of MINDLY JOURNAL
MINDLY JOURNAL 創辦人及
時裝創意總監



Hong Kong's 3D Fashion Frontier 香港 3D 時尚前沿

Viki Tsang
Co-founder & Designer of
GNASTIY.COM
GNASTIY.COM 聯合創辦人及設計師



Exploring 時尚脈動 探索 The Pulse Of Fashion

Fashion Asia Hong Kong 2024 featured four episodes of short videos that captured the dynamic evolution of Hong Kong's fashion landscape. These digital narratives interviewed fashion pioneers and creative minds as they shared insightful experiences and innovative perspectives on both local and global fashion developments.

The curated collection serves as essential viewing for industry professionals and fashion enthusiasts, offering actionable insights into the strategies driving success in today's competitive marketplace. Through intimate conversations with emerging talents and established innovators, viewers gain unprecedented access to the creative forces reshaping the industry.

Fashion Asia Hong Kong 2024 推出四集數碼短片系列，深度呈現香港時尚界的蓬勃發展。透過訪問時尚先驅和創意人才，分享他們對本地及全球時尚發展的深刻體驗和創新見解。

這個精心策劃的系列為業界專業人士和時尚愛好者提供珍貴洞察，揭示在競爭激烈的當代時尚市場中制勝的關鍵策略。透過與新晉人才和資深創新者的深入對話，觀眾得以窺探推動行業發展的核心力量。

10 Asian Designers To Watch Exhibition | Clockenflap

Celebrating Asia's Creative Vanguard

亞洲十大焦點設計師 時裝展覽 | Clockenflap

表彰亞洲創意先鋒



CHRISTIAN STONE
Fashion Presentation
CHRISTIAN STONE 時裝展示



PONDER.ER Fashion Presentation
PONDER.ER 時裝展示



(From left) Phillip Lim, Ciara Byrne, Kay Kwok and guest
(從左起) Phillip Lim、Ciara Byrne、Kay Kwok 與嘉賓



Jer Lau of Mirror in SETCHU
Mirror 成員柳應廷以 SETCHU 造型演出

Soundstitch: Where Fashion Meets Music

Fashion Asia Hong Kong 2024 orchestrated an unprecedented collaboration with Clockenflap Music & Arts Festival at Central Harbourfront from 29 November to 1 December 2024. This groundbreaking exhibition, themed 'SOUNDSTITCH', wove together fashion and music to create an immersive multi-sensory experience that attracted diverse audiences beyond traditional fashion circles.



R.O.O.T in FENG CHEN WANG
樂隊 R.O.O.T 成員均穿上
FENG CHEN WANG 的設計

The innovative showcase featured 2024 winners, GRACE LING, JUNTAE KIM, KWK by KAY KWOK, MARKGONG, OUDE WAAG, RAXXY, RUOHAN, SETCHU, tanakadaisuke, and YA YI. A special extended exhibition, titled '10 Asian Designers to Watch – A Showcase of Asian Design Excellence', was held concurrently to celebrate and support the inaugural Hong Kong Fashion Fest, highlighting the designers' creative vision and innovative ideas. This exhibition featured a curated selection of exceptional past winners, including CHEN PENG, CHRISTIAN STONE, FENG CHEN WANG, LOUIS SHENGTAO CHEN, pillings, PONDER.ER, PRONOUNCE, REVERIE BY CAROLINE HÜ, SHUTING QIU, and WINDOWSEN, along with two exclusive model presentations. It underscores the excellence of Asian design, positioning Hong Kong as a leading force in the fashion industry.

This inaugural partnership allowed featured designers to dress selected Clockenflap artists, including Jer Lau from Hong Kong's boy band Mirror in SETCHU, Thai songstress Violette Wautier in PONDER.ER, Hong Kong supergroup R.O.O.T, and Korean rock sensation MEMI in FENG CHEN WANG. Interactive 'Sound Diaries' within intimate listening pods invited visitors to explore each designer's creative universe through audio narratives.

Both the Fashion Challenges Forum and the 10 Asian Designers To Watch collaboration with Clockenflap generated over 100 media coverage across social, online, and print from more than 18 Asia-based, Hong Kong and international titles, resulting in over 9.4 million in media value.



MEMI in FENG CHEN WANG
MEMI 身穿 FENG CHEN WANG 設計演出

「SOUNDSTITCH」：時尚與音樂的獨特碰撞

Fashion Asia Hong Kong 2024 與 Clockenflap 音樂及藝術節破天荒合作，以嶄新形式舉辦「亞洲十大焦點設計師時裝展覽」。展覽於 2024 年 11 月 29 日至 12 月 1 日假中環海濱舉行，以「SOUNDSTITCH」為主題，帶來糅合時尚和音樂的多重感官旅程，吸引傳統時尚圈以外的不同觀眾鑒賞得獎設計師作品。

2024 年獲獎設計師包括 GRACE LING、JUNTAE KIM、KWK by KAY KWOK、MARKGONG、OUDE WAAG、RAXXY、RUOHAN、SETCHU、tanakadaisuke 及 YA YI。為慶祝並支持首屆香港時裝薈，Fashion Asia Hong Kong 同期舉辦「亞洲十大焦點設計師 — A Showcase of Asian Design Excellence」延伸展覽，全面展示設計師的創意視野和創新意念。十位歷屆獲獎設計師的作品成為焦點所在，包括 CHEN PENG、CHRISTIAN STONE、FENG CHEN WANG、LOUIS SHENGTAO CHEN、pillings、PONDER.ER、PRONOUNCE、REVERIE BY CAROLINE HÜ、SHUTING QIU 及 WINDOWSEN，兩場特別安排的時裝展示亦大受歡迎。別開生面的展覽模式彰顯亞洲設計力量，同時鞏固香港在時尚界的領導地位。

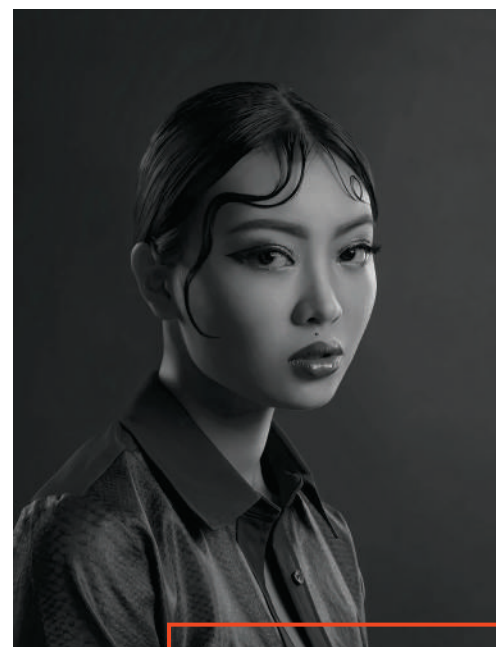


Violette Wautier in PONDER.ER
Violette Wautier 以 PONDER.ER 造型演出

此外，Clockenflap 的表演單位以參展設計師的作品登台亮相，成為首次聯乘合作的亮點之一。當中包括以 SETCHU 造型登場的香港男子組合 Mirror 成員柳應廷、穿上一身 PONDER.ER 的泰國女歌手 Violette Wautier，以及盡顯 FENG CHEN WANG 設計特色的香港搖滾樂團 R.O.O.T 及韓國搖滾新星 MEMI。現場特設耳機體驗環節，讓觀眾細細聆聽每位設計師獨有的「Sound Diaries」，探索作品背後的創意世界。

時尚未來論壇以及與 Clockenflap 合辦的「亞洲十大焦點設計師時裝展覽」圓滿結束，獲得來自 18 多家亞洲、香港和國際媒體超過 100 則報道，涵蓋社交、網上和報章不同媒介，帶來高達超過 940 萬港元的媒體價值。

Winners of 亞洲 十大焦點 10 Asian Designers 設計師 2024 得獎者 To Watch 2024



GRACE LING

Grace Ling
Singapore | 新加坡



KWK by KAY KWOK

Kay Kwok
Hong Kong | 香港



JUNTAE KIM

Juntae Kim
Korea | 南韓



MARKGONG

Mark Gong
The Mainland | 內地



OUDE WAAG

Jingwei Yin
The Mainland | 內地



RAXXY

William Shen
The Mainland | 內地



SETCHU

Satoshi Kuwata
Japan | 日本



tanakadaisuke

Daisuke Tanaka
Japan | 日本



RUOHAN

Ruohan Nie
The Mainland | 內地



YA YI

Yayi Chen Zhou
The Mainland | 內地

Fashion Asia Hong Kong proudly presents the winners of 10 Asian Designers To Watch 2024, an esteemed selection curated by an international panel of industry luminaries. These exceptional talents represent the cutting edge of Asian fashion, each bringing distinctive perspectives that challenge conventions and push creative boundaries.

Fashion Asia Hong Kong 隆重公布 2024 年亞洲十大焦點設計師得獎名單，這項備受推崇的評選由國際業界權威專家團隊精心挑選。十位傑出設計師代表亞洲時尚最前沿的創意力量，各自以獨特視角挑戰傳統框架，突破創意邊界。

A Spotlight on Outstanding Past Winners

LOUIS SHENGTAO CHEN

Louis Chen
The Mainland | 內地



CHEN PENG

Peng Chen
The Mainland | 內地



SHUTING QIU

Shuting Qiu
The Mainland | 內地



PRONOUNCE

Yushan Li and Jun Zhou
The Mainland | 內地



CHRISTIAN STONE

Christian Stone
Hong Kong | 香港



參展的 歷屆 亞洲十大焦點設計師得獎者

REVERIE BY CAROLINE HÙ

Caroline Hu
Hong Kong | 香港



PONDER.ER

Alex Po and Derek Cheng
Hong Kong | 香港



FENG CHEN WANG

Feng Chen Wang
The Mainland | 內地



pillings

Ryota Murakami
Japan | 日本



WINDOWSEN

Sensen Lii
The Mainland | 內地



10 Asian Designers To Watch Exhibition 2024 in Shanghai



Fashion Asia Hong Kong extended its reach beyond Hong Kong, partnering with the renowned platform LABELHOOD to host the '10 Asian Designers To Watch' Exhibition in Shanghai during Shanghai Fashion Week from 28 to 30 March 2025, themed as 'LABELHOOD JIANGHU'.

The exhibition showcased the creations of the 10 winners of '10 Asian Designers To Watch' 2024, with each presenting their distinct styles and avant-garde creativity, showcasing the diverse facets of Asian design. At the opening event, Caroline Issa, the CEO of Tank Group, and Tianwei Zhang, the London/China Market Editor at WWD, engaged in a dialogue exploring how Asian fashion, within a context of globalisation, intertwines innovation and sustainable development principles while preserving cultural essence. This conversation underscored the thriving evolution of Asian design aesthetics and innovative vitality.

This strategic showcase strengthened connections between Hong Kong and Shanghai's vibrant fashion communities whilst promoting Asian design excellence to broader international audiences.

亞洲十大焦點設計師時裝展覽 2024 上海站

(From left) Yayi Chen Zhou, Tasha Liu, Caroline Issa, and Antonella Viero
(從左起) Yayi Chen Zhou、Tasha Liu、Caroline Issa 及 Antonella Viero



Founder and Creative Director
Satoshi Kuwata of SETCHU
SETCHU 創辦人及創意總監 Satoshi Kuwata



10 Asian Designers To Watch Exhibition in Shanghai
亞洲十大焦點設計師時裝展覽上海站

Tianwei Zhang, London / China Market Editor at WWD (Left)
Caroline Issa, CEO of the Tank Group (Right)
WWD 倫敦／中國市場編輯 Tianwei Zhang (左)
《Tank》集團行政總裁 Caroline Issa (右)



Fashion Asia Hong Kong 將影響力延伸至香港以外，與知名平台蕾虎 LABELHOOD 攜手合作，以「蕾虎·天涯」為主題，於 2025 年 3 月 28 至 30 日上海時裝週期間呈獻了亞洲十大焦點設計師展覽。

這十位 2024 年度獲獎設計師展示了各自獨特風格和前衛創意，展現了亞洲設計的多元面貌。活動開幕當日，《Tank》集團行政總裁 Caroline Issa 和 WWD 倫敦／中國市場編輯張天偉進行對話，探討在全球化語境中，亞洲時裝如何在傳承文化精髓的同時，結合創新和可持續發展理念，見證亞洲設計美學與創新活力的蓬勃發展。

這個策略性展覽加強了香港與上海兩地充滿活力的時尚社群之間的緊密聯繫，同時向更廣泛的國際觀眾推廣亞洲設計的卓越成就。

Hong Kong Showroom & Pop-up Spaces

Nurturing Tomorrow's Fashion Pioneers

Fashion Asia Hong Kong united with four prestigious local fashion institutes to present Hong Kong Showroom & Pop-up Spaces, hosted at the Fashion-Pop, G/F, DX design hub in Sham Shui Po from 21 March to 21 May 2025. This collaborative showcase celebrates the creativity of emerging designers whilst bridging academia and industry to provide invaluable exposure for the next generation of fashion talent.



培育明日時尚先驅

Fashion Asia Hong Kong 與四所備受推崇的本地時裝高等學院聯手舉辦「Hong Kong Showroom & Pop-up Spaces」，於 2025 年 3 月 21 日至 5 月 21 日期間在深水埗 DX 設計館地下快閃館舉行。這項合作展覽慶祝新晉設計師的卓越創意，為學術界與業界搭建重要橋樑，讓新一代時裝人才獲得寶貴曝光機會。



(From left) Janko Lam of Classics Anew, Murfi Lau of MURFI LAU, Jason Lee of YMDH, Brun Chan of röyksopp gakkai, and Kinyan Lam of KINYAN LAM (從左起) Classics Anew 設計師 Janko Lam、MURFI LAU 設計師 Murfi Lau、YMDH 設計師 Jason Lee、röyksopp gakkai 設計師 Brun Chan 及 KINYAN LAM 設計師 Kinyan Lam

Hong Kong Showroom spotlights five distinguished designers from HKDC's incubation programmes: Classics Anew, KINYAN LAM, MURFI LAU, röyksopp gakkai, and YMDH (YOU MAKE DADDY HAPPY). These local design talents, all alumni of the Fashion Incubation Programme (FIP) and Design Incubation Programme (DIP), showcase their exquisite designs with items available for purchase.

Hong Kong Showroom 聚焦五位來自香港設計中心培育計劃的傑出設計師：Classics Anew、KINYAN LAM、MURFI LAU、röyksopp gakkai 和 YMDH (YOU MAKE DADDY HAPPY)。這些本地設計人才均為時裝創業培育計劃 (FIP) 及設計創業培育計劃 (DIP) 的校友，展示其精美設計作品並提供購買機會。



Pop-up Spaces highlight outstanding works by fashion design students and graduates from Hong Kong's four prestigious fashion institutes: Hong Kong Design Institute, The Hong Kong Polytechnic University School of Fashion and Textiles, Technological and Higher Education Institute of Hong Kong, and Caritas Bianchi College of Careers. This unique retail environment offers emerging designers invaluable hands-on experience – from conceptualisation to execution, marketing to sales revenue analysis.

Pop-up Spaces 展示香港四所頂尖時裝院校學生和畢業生的優秀作品，包括香港知專設計學院、香港理工大學時裝及紡織學院、香港高等教育科技學院及明愛白英奇專業學校。這個獨特的零售體驗空間讓新晉設計師獲得寶貴的實踐經驗——從概念創作到執行落地，從市場推廣到銷售數據分析。

Workshops

Fashion Asia Hong Kong facilitated meaningful exchanges through carefully curated workshops and intimate sessions. On 28 November 2024, YA YI founder and Creative Director Yayi Chen Zhou, winner of 10 Asian Designers To Watch 2024, shared her personal brand narrative and discussed market analysis and brand identity development with students from three renowned fashion institutes at THEi campus.



(From left) Dr Chan Yin Lun, Head of Department, Department of Design and Architecture, THEi, Designer Yayi Chen Zhou, Dr Nwaogu Chan Man Hin, Eve, Assistant Professor, THEi (從左起) THEi 高科院設計及建築學系系主任陳彥璿博士、設計師 Yayi Chen Zhou 及 THEi 高科院設計及建築學系助理教授陳敏軒博士



工作坊

Fashion Asia Hong Kong 透過精心策劃的工作坊和交流聚會，促進業界深度對話。2024 年 11 月 28 日，2024 年亞洲十大焦點設計師得主、YA YI 創辦人及創意總監 Yayi Chen Zhou 在香港高等教育科技學院與來自三所知名時裝院校的學生分享個人品牌故事，討論市場分析和品牌形象發展，並為學生提供專業指導。

Intimate Meet-up Session

An intimate meet-up session was held on 29 November 2024 between Robert Wun, a previous winner of 10 Asian Designers To Watch and former forum speaker, and FDIP designers. This private gathering fostered meaningful exchanges and connections, providing valuable mentorship opportunities for emerging talents.

交流聚會

2024 年 11 月 29 日舉行的私人聚會讓曾獲亞洲十大焦點設計師獎項及曾任論壇講者的著名設計師 Robert Wun 與時裝及設計創業培育計劃設計師深入交流。這次親密聚會促進有意義的經驗分享和人脈建立，為新晉人才提供珍貴的師友指導機會。



Designer Robert Wun (left) shared insights with FDIP designers 設計師 Robert Wun (左) 與時裝及設計創業培育計劃設計師分享心得

Design transforms

設計改變生活與社會。

lives, economies, and societies.

由文創產業發展處作為主要贊助機構的 DFA 設計獎透過六個卓越獎項表彰亞洲最優秀的設計力量。DFA 亞洲設計終身成就獎表彰畢生為設計專業作出重大貢獻的翹楚。DFA 設計領袖獎嘉許運用創新設計策略取得商業成就的企業領袖。DFA 世界傑出華人設計師表揚享有盛譽的華裔設計師。DFA 年度設計師嘉許駐亞洲、成就非凡的設計大師。DFA 亞洲最具影響力設計獎表彰體現亞洲美學的優秀設計項目。DFA 香港青年設計才俊獎培育本地新晉設計師。

這些獎項照亮推動亞洲區內創意發展的設計領袖。

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Supported by the Cultural and Creative Industries Development Agency as lead sponsor, The DFA Awards celebrate this power through six prestigious programmes recognising Asia's finest. The DFA Lifetime Achievement Award honours lifelong design contributions. The Design Leadership Award celebrates strategic business innovation. The DFA World's Outstanding Chinese Designer recognises global excellence. The DFA Designer of the Year spotlights exceptional regional talent. The DFA Design for Asia Awards champion projects embodying Asian aesthetics. The DFA Hong Kong Young Design Talent Award nurtures emerging creatives.

These awards illuminate the design leaders who drive creative development across Asia.

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DFA Lifetime Achievement Award DFA 亞洲設計終身成就獎



Kengo Kuma
隈 研吾

Yusuhara Wooden Bridge Museum, ©Takumi Ota



The DFA Lifetime Achievement Award celebrates a designer whose creative force, lifelong passion, and contributions has left a lasting imprint that serves as a source of inspiration and enlightenment for the design profession, education, and society, particularly in Asia.

DFA 亞洲設計終身成就獎表揚創意不絕、深具熱誠，並作出深遠及重大貢獻的設計師。得獎者終身為設計專業、設計教育及社會發展，尤其在亞洲區內帶來源源靈感和啟迪。

©Designhouse



✎ Besancon Art Center and Cite de la Musique, ©Nicolas Waltefaugle
 ✓ V&A Dundee, ©Hufton+Crow

Kengo Kuma redefines contemporary architecture by weaving tradition, nature and human connections. He envisions architecture as a bridge between people and their surroundings, blending cultures, softening boundaries and reshaping how we relate to the built environment. With a philosophy rooted in humility and harmony, Kuma is known for dissolving boundaries between the natural and artificial. His design philosophy respects Japanese traditions and materials, and his works are masterclasses in material poetry. This philosophy is evident in the roji-inspired entrance of Tokyo's Nezu Museum (2009), the airy latticework of SunnyHills in Tokyo (2013) and the unique cantilever bridge design of the Yusuvara Wooden Bridge Museum (2010), which uses techniques traditionally employed in Japanese temple architecture.

Kuma is equally committed to preserving history through adaptive reuse. His adaptations preserve the spirit of place, and ensure that history continues to resonate in daily life. KITTE (2012) transformed Tokyo's old central post office into a vibrant retail and office space. Beijing Qianmen (2016) restored a historic neighbourhood while respecting its cultural and architectural significance, and the Kagurazaka Wakana Renovation (2022) saw Kuma adapt a traditional Japanese building for modern use without erasing its original charm. Kuma's iconic works also highlight cross-genre influences and deep connections between nature and locality, such as the wave-inspired V&A Dundee (2018), the pottery-inspired UCCA Clay Museum (2024) and the future-focused Saint Denis Pleyel Station (2024).



Kengo Kuma's influence extends far beyond architecture: it also encompasses his writing, education, research and humanitarian work. As a Professor Emeritus at the University of Tokyo and founder of Kuma Lab, he inspires future architects to explore the intersection of design, sustainability and community. Through the Kengo Kuma Foundation and initiatives such as the Great East Japan earthquake relief initiative *Home for All*, he champions both academic growth and social impact. His works foster connections and dialogue, and express his profound belief that architecture connects people and enhances the human experience.

✎ Saint-Denis – Pleyel Station, ©Michel Denancé
 ✎ UCCA Clay, ©Tian Fangfang

隈研吾將傳統、自然與人類交織相融，重新定義當代建築。他視建築為人類與四周環境的橋樑，融會文化，模糊界限，重塑我們與建築環境的關係。他秉持謙遜與和諧的理念，善於打破自然與人工之間的界限。其設計哲學重視日本傳統及物料，大師作品以材質營造詩意氛圍，包括東京根津美術館（2009 年）受小巷啟發的入口、東京微熱山丘（2013 年）的開揚網格結構，以及採用日本寺廟傳統建築技術的檜原木橋博物館（2010 年）懸臂橋設計，別具一格。

隈研吾同樣致力透過活化再用，保育歷史傳統。經改造的空間保留原有精神，並確保昔日歷史融入日常生活之中，持續產生共鳴。丸之內 KITTE（2012 年）的前身為東京舊中央郵局，現已成為活力十足的零售和辦公空間。北京前門（2016 年）保留文化和建築特色的同時，復建了歷史街區的風貌。神樂坂和可萊旅館（2022 年）是傳統的日式建築，為滿足現代用途加以改造，但又不失原有的魅力。此外，隈研吾的標誌性作品呈現跨流派風格，突顯自然與地區文化之間的深厚連繫，例如受波浪啟發的維多利亞與艾伯特博物館（2018 年）、靈感源自陶藝的尤倫斯當代藝術中心（UCCA）陶美術館（2024 年），以及放眼未來的巴黎聖但尼普萊耶爾地鐵站（2024 年）。

隈研吾的影響力遠遠不止於建築領域，更延伸至寫作、教育、研究和人道工作。身為東京大學名譽教授和隈研吾研究室的創辦人，他啟發新一代的建築師探索設計、可持續發展和社區如何交疊碰撞。透過隈研吾基金會以及東日本大地震賑災計劃「共有家園」建築項目，他致力推動學術發展，並讓設計發揮更大的社會影響力。他的作品不但加強人際之間的連結和交流，更傳遞其堅定的信念：建築能夠將人連繫起來，並提升人性化體驗。





DFA Design Leadership Award DFA 設計領袖獎



Kikuo Ibe
伊部 菊雄

DFA Design Leadership Award

DFA 設計領袖獎



✓ G-Shock DW-5000C-1A (1983)

DFA Design Leadership Award recognises the business leaders who create exceptional and sustainable business successes through the use of design strategically and innovatively.

DFA 設計領袖獎嘉許能創新和有策略地善用設計，取得持續且卓越商業成就的企業領袖翹楚。

G-SHOCK, the watch that was first created 40 years ago as a practical solution for workers in physically demanding professions such as road construction has evolved into a global icon, and has transcended its utilitarian origins to evolve into a fashion statement embraced by streetwear enthusiasts, musicians, athletes and military personnel. Its distinctive, chunky silhouette and shock-absorbing structure unites precision engineering with an unmistakable design. There are also specialised versions of the G-SHOCK, created for the Royal Air Force along with crossover collaborations with fashion brands such as A BATHING APE®.

The legacy of G-SHOCK's designer, Kikuo Ibe, is defined by an unwavering commitment to pushing the boundaries of design. While physical durability remains a key feature of the watch; recently, on the 40th anniversary of the creation of the G-SHOCK, Ibe has begun to reflect more deeply on the concept of 'toughness', and has increasingly considered the importance of mental resilience too. 'Toughness for me, until about five years ago, was about being able to resist anything; to be sturdy. I began to think that toughness might not be enough, and needed to redefine toughness in my mind.'

These days, for the father of the G-SHOCK, 'Toughness is embracing failure', and it is a message that has resonated with countless fans worldwide. The watch has become more than just an accessory; in the shared human experience of personal and professional challenges, it has become a metaphor for perseverance itself: fall, learn and rise stronger. Through it all, Ibe has remained a leader who elevates the people around him, crediting his colleagues for sharing in the vision and drive. With every new iteration of the G-SHOCK, his message rings clear: toughness isn't just about enduring: it is about evolving, about standing up after every fall. For his unwavering vision and enduring impact, Kikuo Ibe is a true master of design leadership.



G-SHOCK 腕錶於 40 年前面世，創作初衷以勞動階層為本，方便如築路工人等配戴工作，如今已成為全球經典錶款，並由最初的實用層面，昇華至受街頭潮流愛好者、音樂家、運動員和軍人愛戴的時尚指標。腕錶外型剛毅，採用防震結構，將精密技術工藝與設計完美融合。此外，G-SHOCK 推出專為英國皇家空軍設計的別注腕錶，並與 A BATHING APE® 等時尚品牌進行跨界合作。

G-SHOCK 設計師伊部菊雄不斷追求突破設計的界限。雖然堅固耐用仍然是 G-SHOCK 的主要特色，但適逢 G-SHOCK 面世 40 周年之際，伊部菊雄更深入思考「堅韌」的概念，並越來越重視強韌的心理素質。「大約五年前，對我來說，堅韌是指能夠抵抗一切，並擁有堅強的意志。我漸漸覺得，單靠堅韌可能還未夠，我需要重新定義何謂『堅韌』。」

時至今天，對於這位 G-SHOCK 之父來說，「堅韌便是擁抱失敗」，而這句說話引起世界各地不少 G-SHOCK 迷的共鳴。這款腕錶不再只是一件配飾，更成為毅力的象徵，讓人更勇於面對個人及事業挑戰，過程中難免跌倒，但透過從失敗中學習，然後變得更強。一路走來，伊部菊雄是一位激勵人心的領袖，與同事攜手並肩勇往向前，逐步實現願景。一代又一代的 G-SHOCK 充分體現其設計理念：堅韌不止於忍耐，更是關乎不斷進步，並在每次跌倒後能再站起來。

↑ Ibe designing the structure of G-SHOCK (1982)
↖ Promotion image of the '18K G-SHOCK – DW-5000 IBE SPECIAL'
↗ Structural breakdown of the '18K G-SHOCK – DW-5000 IBE SPECIAL'





DFA World's Outstanding Chinese Designer DFA 世界傑出華人設計師



Tino Kwan
關 永權

DFA World's Outstanding Chinese Designer

DFA 世界傑出華人設計師

Four Seasons Seoul



The DFA World's Outstanding Chinese Designer honours creative visionaries whose work transcends borders, and demonstrates that designers of Chinese origin are also leading the conversations in today's global design.

DFA 世界傑出華人設計師獎表揚華裔設計師超越國界的創意，得獎者於國際舞台上獨當一面，引領不同設計領域的發展。

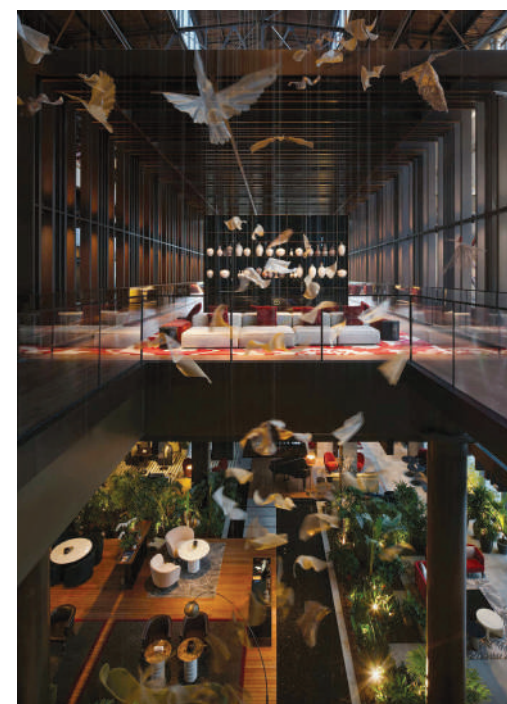


✎ CVIEW Chinese Restaurant, Hong Kong
✓ Sabatini Italian Restaurant, IFC Mall, Hong Kong

Tino Kwan is lighting up the world, one masterpiece at a time. With over four decades of lighting design under his belt and more than a thousand projects in over 25 countries and over 80 major awards, he has helped redefine lighting design as a serious, sensory-driven and highly sophisticated branch of design. Kwan and his company, Tino Kwan Lighting Consultants, are blazing their own path of art and science.

As the lighting maestro behind iconic spaces such as IFC Mall, Kai Tak Cruise Terminal and The Regent Hong Kong, Kwan is a designer whose work speaks directly to the senses, often without saying a word. He believes that lighting should never upstage; instead, it should elevate. From the intimate warmth of the St. Regis Hotel in Wan Chai to the enduring elegance of Tokyo's Peninsula Hotel, Kwan's choreography creates moments that linger long after the light fades. His recent work for jewellery house Qeelin in Tokyo's dazzling Ginza district shows his remarkable range, balancing an eye-catching red-and-black exterior with a refined, artful interior lighting scheme that guides the viewer's attention from one showcase to the next. It is this intuitive understanding of both the science and emotion of light that makes Kwan's work so compelling, and earns him the well-deserved title of DFA World's Outstanding Chinese Designer in 2024.

Yet, he does not sit back and bask in the glow of his global accolades. For Kwan, each project is less a culmination than a stepping stone. It is fuel for his unrelenting drive to create something even more beautiful, more immersive and more unforgettable. Despite his towering influence, he remains a humble student of light. From incandescent bulbs to fluorescent tubes to the latest LEDs and their sophisticated control systems, he has assiduously stayed right in step, reinventing his perceptions of the potential of lighting along the way. He says: 'Every time there's a new light source, I have to start learning all over again. That's what keeps it exciting.'



✎ God of Teppanyaki, Hong Kong
✓ Shangri-La Shougang Park, Beijing



關永權擁有超過 40 年的燈光設計經驗，超過一千個的設計項目遍佈逾 25 個國家，並榮獲超過 80 個重要獎項。他以作品點亮世界，將燈光設計重新定義，提升至令人認真看待的設計領域，處處一絲不苟，同時豐富感官體驗。他率領旗下關永權燈光設計有限公司開創光明大道，設計出貫穿藝術與科學的作品。

身為國際金融中心商場、啟德郵輪碼頭和香港麗晶酒店等地標的燈光大師，關永權的作品直接觸發感官體驗，無需片言隻語。他深信燈光不應喧賓奪主，而是提升整體效果。無論是灣仔瑞吉酒店舒適愜意的氛圍，抑或是東京半島酒店雋永典雅的格調，關永權將燈光效果轉化成一場舞蹈，慢慢變暗後仍能縈繞心間。最近，他負責珠寶品牌 Qeelin 麒麟東京銀座旗艦店的燈光設計工作，將矚目的紅黑外觀與細膩的室內燈光完美融合，吸引訪客走到不同區域，巧用光影藝術。他擅長拿捏光的科學特性及情感投射，以設計扣人心弦的作品，順理成章成為 DFA 世界傑出華人設計師的得主。

關永權並沒有沉醉於各種國際榮譽的光輝之中，反而不斷求進。對於他來說，與其說設計項目是巔峰之作，不如說是穩固基石，推動他創作更美、更具沉浸效果、更令人難忘的作品。儘管他擁有舉足輕重的影響力，但不失謙遜，對光學的追求仍孜孜不倦。從白熾燈、螢光燈，到最新的 LED 及其精密的控制系統，他一直與時俱進，反覆思考燈光設計的可能性。他說：「每當出現一種新的光源時，我都必須重新學習，而這令我感到無比興奮。」



DFA Designer of the Year DFA 年度設計師



Eisuke Tachikawa
太刀川 英輔

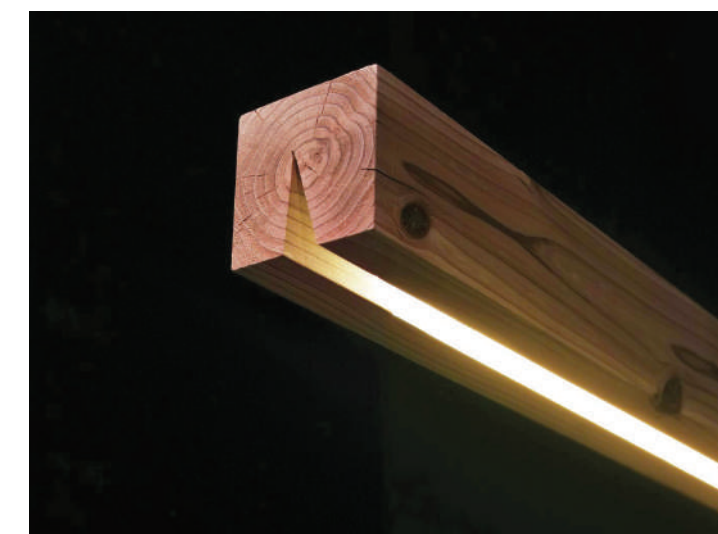
DFA Designer of the Year

DFA 年度設計師



DFA Designer of the Year confers to an esteemed designer based in Asia who has achieved remarkable success, established new trends and captivated public attention.

DFA 年度設計師表揚駐亞洲的卓越設計人才，他／她須取得非凡成就、引領新趨勢並吸引公眾關注。





✧ BYAKU
✧ ADAPTMENT



himself a 'design activist-strategist', a title that perfectly captures his mission to drive societal change through interdisciplinary innovation.

Tachikawa first gained global attention after the 2011 Great East Japan Earthquake when he launched OLIVE, an open-source survival platform that crowdsourced practical solutions during times of national crisis. The project went viral, reaching millions and laid the groundwork for TOKYO BOUSAI, a now-iconic emergency manual commissioned by the Tokyo Metropolitan Government, and distributed to over eight million people. In 2020, during the COVID-19 pandemic, he launched PANDAID. Once again, his project harnessed design, humour and science to inform and uplift, such as visualising social distancing through Beatles album covers. These socially-driven innovations earned him two DFA Design for Asia Awards Grand Awards in 2011 and 2020 respectively.

A graduate of Keio University's Graduate School of Science and Technology, Tachikawa founded a design lab during his student years, and officially established NOSIGNER in his later career. His mission has been to weave the invisible relationships behind things ('no sign') and contribute to a better future. His creative impact spans architecture, graphic and product design as well as sustainability strategy, based on a bold belief: design is a system for evolution. His bestselling book *Evolutional Creativity* explores how design mirrors natural selection, an idea he believes is key to solving our biggest challenges.

He says: 'If everyone viewed the world through the lens of natural science, they would realise that society is not just a "human society" – it is an ecosystem.' In Eisuke Tachikawa's world, everyone has the potential to be a creative force for good.

In an age defined by climate emergencies, pandemics and dwindling biodiversity, Eisuke Tachikawa isn't just designing beautiful things: he's designing ways for society to adapt and thrive. The winner of the 2024 DFA Designer of the Year Award is the visionary behind Tokyo-based design firm NOSIGNER, as well as the current President of the Japan Industrial Design Association. Tachikawa calls

面對氣候變遷、疫情和生物多樣性下降帶來的挑戰，DFA 年度設計師 2024 得獎者太刀川英輔並不止步於設計美學，更以設計為工具，協助社會適應全球環境並蓬勃發展。他是東京設計公司 NOSIGNER 的創辦人，同時兼任日本工業設計協會會長。太刀川英輔稱自己為「設計界的活躍分子兼策略家」，充分反映他積極推動跨界創新，發揮以設計改變社會的力量。

2011 年東日本大地震後，太刀川英輔建立開源求生資料平台 OLIVE，成為全球熱話。平台收集及分享應對災害的實用資料，推出後迅速廣傳，用家人數達數百萬，並為東京都政府委託編寫、印刷數量達 800 萬本的防災手冊奠定基礎。2020 年，在新冠疫情期間，他推出了 PANDAID。項目再次運用設計、幽默和科學手法分享資料並鼓舞人心，例如透過披頭四專輯封面模擬社交距離。憑藉多項社會創新的設計，他分別於 2011 年和 2020 年贏得 DFA 亞洲最具影響力設計獎。

太刀川英輔畢業於慶應義塾大學理工學研究科，在學期間創辦設計實驗室，並在事業後期正式創立 NOSIGNER。他的使命是連接存在於形體背後、眼睛看不見 (NO-SIGN) 的關係，並構建更美好的未來。他的創作涵蓋建築、平面和產品設計，以及可持續發展策略，而一切以一個大膽概念為軸線：設計是進化機制。他的暢銷書《進化思考》探討設計如何反映「天擇」的邏輯，而這個理念大大有助解決我們面臨的各大挑戰。



他說：「如果人人都以自然科學的眼光看世界，便會意識到社會不僅是一個『人類社會』，更是一個生態系統。」在太刀川英輔的眼中，每個人都可以發揮好創意，設計出更美好未來。

✧ TOKYO BASAI
✧ Evolutional Creativity

DFA Design for Asia Awards
Honour exceptional designs that capture the essence of Asian innovation and cultural heritage. These outstanding projects demonstrate how design can elevate communities, preserve traditions, and create sustainable solutions that resonate across Asia and beyond.

DFA 亞洲最具影響力設計獎
嘉許展現亞洲創新精神與文化底蘊的卓越設計。這些傑出項目展示設計如何提升社區生活、保存傳統文化，並創造可持續解決方案，影響力遍及亞洲以至全球。

Transforms



In 2024, a total of 215 winning projects are recognised in DFA Design for Asia Awards (DFA DFAA), including 10 Grand Awards, 20 Gold Awards, 43 Silver Awards, 57 Bronze Awards, and 85 Merit Awards.

These Grand Award winners represent the pinnacle of design excellence in Asia. From preserving vanishing cultural heritage to pioneering inclusive technologies, each project demonstrates how thoughtful design can address contemporary challenges while honouring Asian values. Together, they showcase the transformative power of design in shaping a more sustainable, accessible, and culturally vibrant future.

2024 年「DFA 亞洲最具影響力設計獎」共評選出 215 個獲獎項目，以表揚他們的傑出設計，當中的獎項包括 10 個大獎、20 個金獎、43 個銀獎、57 個銅獎，以及 85 個優異獎。

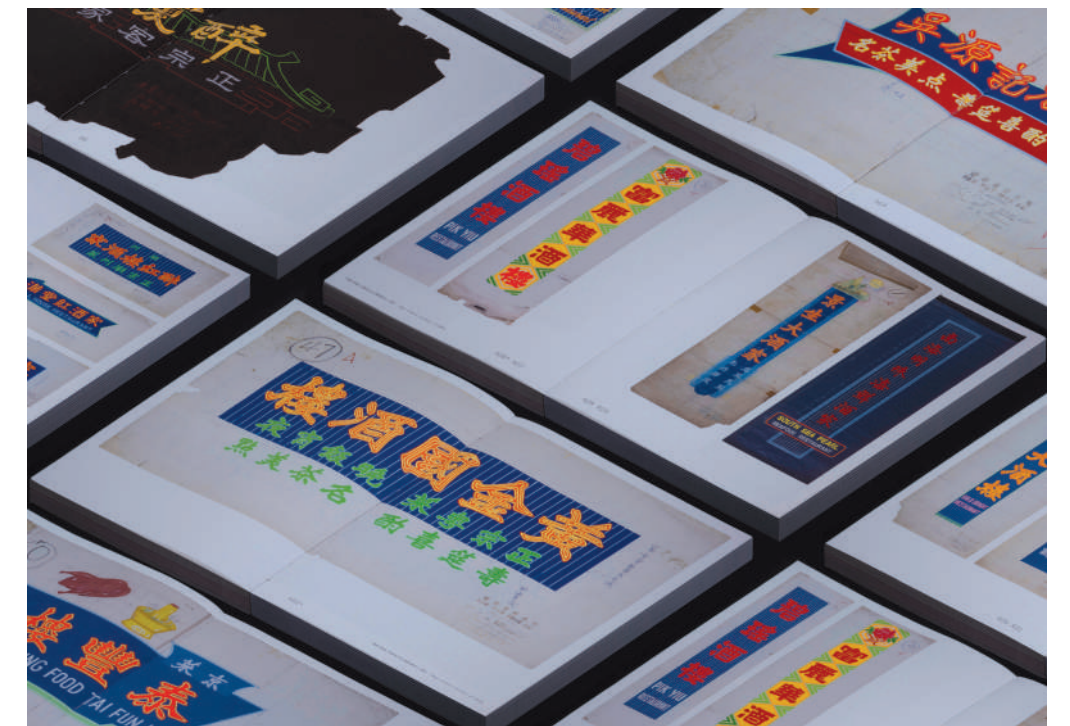
這些大獎得主代表亞洲設計的最高成就。從保存消逝中的文化遺產到開創包容性科技，每個項目都展現了深思熟慮的設計如何應對當代挑戰，同時尊重亞洲價值觀。它們共同展示了設計的創變力量，塑造更可持續、更共融、文化更豐富的未來。

‘Radiant Eateries: Hong Kong Restaurant Neon Sign Drawings’ 《燈虹酒綠——香港 餐飲霓虹燈招牌手稿》

Grand Award
大獎

Studio Nous

Hong Kong
香港



This book preserves Hong Kong's vanishing neon heritage through fluorescent printing and UV technology, allowing readers to experience the vibrant glow of iconic restaurant signs. As a tribute to the city's cultural identity, it documents 218 detailed manuscripts with authenticity and care.

這書運用螢光印刷和紫外光技術，保存香港消逝中的霓虹文化遺產，讓讀者體驗標誌性餐飲招牌的璀璨光芒。作為對城市文化身份的致敬，書中以精準用心的方式，記錄了 218 個細緻的霓虹燈牌手稿。

Access™ controller Access™ 控制器

Grand Award
大獎

Sony Interactive Entertainment
索尼互動娛樂

The United States
美國



This groundbreaking circular controller makes gaming accessible to all through full customisation and collaborative play features. With interchangeable components and 30 custom profiles, it ensures no gamer is left behind, setting a new standard for inclusive design.

這款突破性的圓形控制器透過全面個人化設定和協作遊戲功能，讓所有人都能享受電玩樂趣。配備可替換組件和 30 個自訂配置檔案，確保每位玩家都能參與其中，為包容性設計訂立新標準。

Beijing Library 北京城市圖書館

Grand Award
大獎



Snøhetta

Norway
挪威

Featuring the world's largest climatized reading space, this architectural marvel redefines libraries for the 21st century. Its organic terraced hills and glass system blur boundaries between nature and architecture, creating an immersive environment for community exchange.

擁有世界最大氣候控制閱讀空間的建築奇蹟，重新定義 21 世紀圖書館。有機形態的書架平台和玻璃系統模糊了自然與建築的界線，為社區交流創造沉浸式環境。

Boundless

Grand Award
大獎



Rhys Workshop Limited

Hong Kong
香港

This inclusive fashion brand transcends boundaries with functional yet stylish pieces for all ages and abilities. Merging traditional Chinese elements with modern design, products like the 'Blooming' scarf demonstrate how beauty and utility can coexist harmoniously.

這個包容性時尚品牌以實用時尚的設計跨越界限，適合所有年齡和能力人士。融合中國傳統元素與現代設計，如「Blooming」頸巾等產品展示了美感與實用如何和諧共存。

CYCL

Grand Award
大獎



YU Momoeda Architects
百枝優建築設計事務所

Japan
日本

This sauna in Yamanakako Village balances 'concentration' and 'release' through dual experiences. The enclosed ground floor fosters introspection while the open platform offers Mount Fuji views, creating a rhythm between warmth and coolness, enclosure and liberation.

這座位於山中湖村的桑拿建築透過雙重體驗平衡「集中」與「釋放」。封閉的地面層促進沉思冥想，開放平台則能享受富士山美景，在溫暖與涼爽、封閉與解放之間創造韻律。

NOT A HOTEL FUKUOKA

Grand Award
大獎



axonometric + NKS2 architects + A.N.D., NOMURA Co., Ltd.

Japan
日本

This hybrid space merges hotel flexibility with villa comfort, offering eight distinct rooms for varied lifestyles. Its terraced design seamlessly blends with the residential surroundings while each angled terrace creates unique outdoor interactions.

這個混合空間融合酒店的靈活性和別墅的舒適感，提供八間風格各異的房間適應多元生活方式。露台設計與住宅環境無縫融合，每個角度調整的露台創造獨特的戶外互動體驗。

Sanya Wellness Retreat

Grand Award
大獎



Neri&Hu Design and Research Office
如恩設計研究室

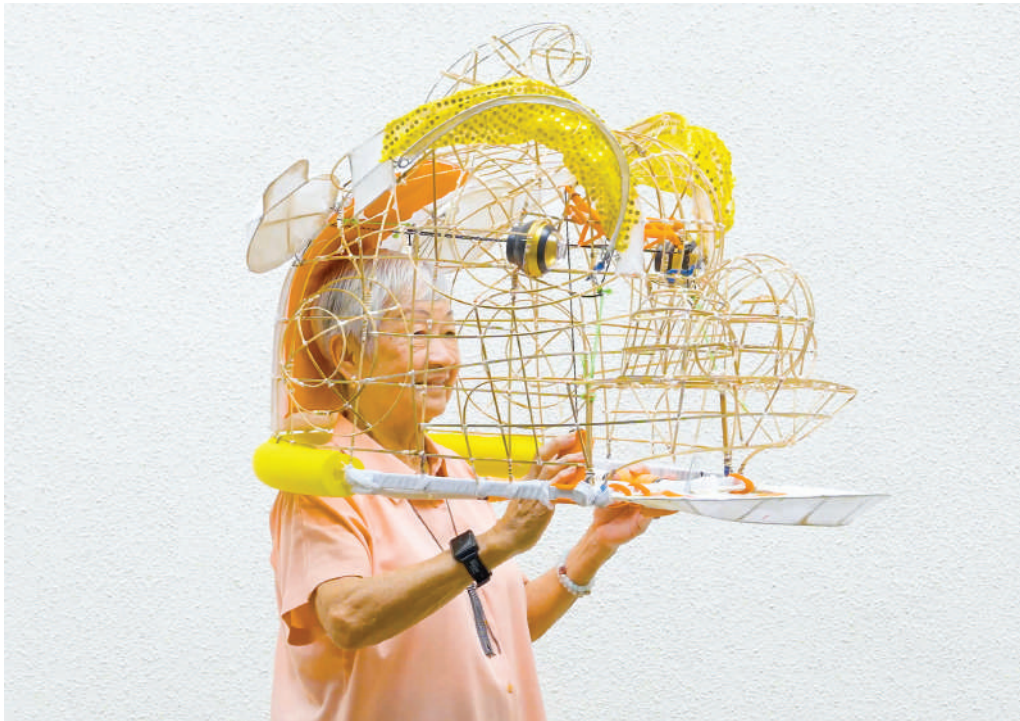
The Mainland
內地

Drawing from ancient Chinese walled cities, this wellness retreat creates sanctuary for elderly and children. Local craftsmanship meets modern materials through handmade clay bricks and Li minority textiles, setting new benchmarks for Asia's wellness sector.

汲取古代中國城池概念，這座療養度假酒店為長者和兒童創造底護所。手工粘土磚和黎族織物展現當地工藝與現代材料的結合，為亞洲療養度假設計訂立新標準。

Silver Pride Lion Troupe 歡銀舞獅

Grand Award
大獎



NextOfKin Creatives Pte Ltd and Bridging Generations Pte Ltd

Singapore
新加坡

Reimagining traditional lion dance for seniors, this project adapts equipment and choreography for wheelchair users. Through modified percussion and holistic training incorporating chair zumba, it preserves heritage while improving elderly quality of life.

為長者重新詮釋傳統舞獅，此項目調整設備和編舞以適應輪椅使用者。透過改良的敲擊樂器和融入椅子尊巴的全面訓練，在保護文化遺產同時改善長者生活質素。

The Panda Pavilions

Grand Award
大獎



Atelier Ping Jiang | EID Arch
EID Arch 姜平工作室

The Mainland
內地

Four interconnected circular pavilions emerge from Chengdu's forest slopes, creating terraces as panda playgrounds. The bamboo-inspired facades and 55% natural ventilation demonstrate how thoughtful design bridges human experience with ecological preservation.

四座相互連接的圓形展館從成都森林山坡浮現，創造供大熊貓遊玩的露台。竹子啟發的立面和 55% 自然通風展示了深思熟慮的設計如何連接人類體驗與生態保育。

TOMITA GRATER 2

Grand Award
大獎



TOMITA CO., LTD.

Japan
日本

This bladeless grater revolutionises kitchen safety while honouring Asian culinary traditions. Crafted by Tsubame-Sanjo artisans with stainless steel wickerwork patterns, it enables precise grating without injury risk, perfect for everyday condiments.

這款無刀片刨磨器革新廚房安全，同時尊重亞洲烹飪傳統。由燕三條工匠以不鏽鋼編織圖案精心打造，實現精準刨磨而無受傷風險，完美適用於日常調味料。

Finding your
path as
a designer

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設計

Career choices shape our creative journey, and they all start with passion. Let's explore the DFA Hong Kong Young Design Talent Award 2024 awardees' insights on why they chose design as their career.

(D) (T)

a

事業選擇塑造了我們的創意歷程，而這一切始於熱忱。探索 DFA 香港青年設計才俊獎 2024 年度獲獎者的深刻見解，了解他們為何選擇設計作為終身志業。

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The DFA Hong Kong Young Design Talent Award (DFA HKYDTA) is open to all Hong Kong permanent residents from 18 to 35 years of age who have been nominated by a design-related organisation or a professional designer. Awardee will receive a once-in-a-lifetime opportunity to embark on enriching international experiences, including exciting work or study opportunities outside Hong Kong. The coveted awards fast-track young talent's careers, and pave their paths to greater achievements. (Y)

DFA 香港青年設計才俊獎面向 18 至 35 歲的香港永久居民，透過設計相關機構或專業設計師提名參與。得獎者可獲珍貴的國際體驗機會，包括港外工作或進修計劃，為事業發展開創新路向。

(D)

path

(T)

路

(A)

途

“Why did you choose design as a career?”
「為何你選擇成為設計師？」



Wing Chan
陳思穎

CreateSmart
Young Design Talent Award
創意智優青年設計才俊獎

My interest in design stemmed from an understanding of its connection to context, experience and the environment. My enjoyment of architecture arises from its capacity to influence the atmosphere of spaces, thereby shaping experiences in people's everyday lives.

我對設計的興趣源於理解它與情境、體驗和環境的聯繫。設計不只關乎美學，更在於如何在不同情境中影響人們的感受和行為。我對建築的熱愛源自它影響空間氛圍的能力，從而塑造人們日常生活的體驗。



Milly Lam
林敏欣

CreateSmart
Young Design Talent Award
創意智優青年設計才俊獎

Architecture is my vehicle to help communities thrive. I believe in the process of architecture that empowers the marginalised, and turns constraints into opportunities for inclusive, sustainable solutions that honour culture and dignity, whether in a slum or a rural village.

建築是我幫助社區繁榮發展的工具。我相信建築過程能夠賦權予邊緣化群體，將限制轉化為包容性、可持續解決方案的機會，這些方案尊重文化和尊嚴，無論是在貧民窟還是鄉村。



Wilson Yip
葉嘉祺

CreateSmart
Young Design Talent Award
創意智優青年設計才俊獎

I'm passionate about creating meaningful work that inspires people. For me, design is not just about aesthetics, it's a powerful tool to communicate ideas, evoke emotion and drive change.

我熱衷於創作能啟發人們的有意義作品。對我來說，設計不僅關乎美學，更是傳達思想、喚起情感和推動改變的強大工具。

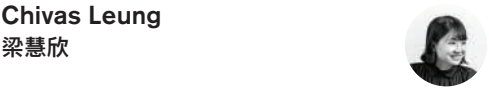


Crystal Ho
何靜琳

CreateSmart
Young Design Talent Award
創意智優青年設計才俊獎

I love how everything can be a canvas, filled with endless possibilities. The boundless emotional and functional impact of design inspires me – that is the magic that drives my passion for being a designer.

我喜愛一切都能成為畫布的概念，充滿無盡的可能性。設計那種無邊際的情感和功能性影響力深深啟發著我，這種魔力驅動著我對成為設計師的熱忱。



Chivas Leung
梁慧欣

CreateSmart
Young Design Talent Award
創意智優青年設計才俊獎

It allows me to express myself in a way that feels natural and meaningful. Words don't always come easily to me, but with images, I can communicate and connect with others through what I create.

設計讓我能以自然而有意義的方式表達自己。言語並不總是容易為我所用，但透過圖像，我能夠溝通並通過我的創作與他人建立聯繫。



Michael Chan
陳啓樂

CreateSmart Young Design Talent
Special Award
創意智優青年設計才俊特別獎

For me, design represents the embodiment of culture, and the design of spaces specifically reflects and directs how humans live in our society. I would love to be part of a profession that creates designs that could possibly endure for generations.

對我而言，設計代表文化的體現，而空間設計特別地反映並引導人類在社會中的生活方式。我希望成為一個能夠創造可能延續數代的設計的專業的一部分。



Jeremy Lam
林宇喬

CreateSmart
Young Design Talent Award
創意智優青年設計才俊獎

Design found me through an instinctive pull—the pursuit of aesthetic harmony, an obsession with details, and the urge to bring ideas to life. For me, design isn't a career choice; it's the most natural way to engage with the world.

設計通過本能的吸引力找到了我——對美學和諧的追求、對細節的執著，以及將構想變為現實的衝動。對我而言，設計不是職業選擇，而是與世界互動的最自然方式。



Kwok Ka Lok
郭家樂

CreateSmart
Young Design Talent Award
創意智優青年設計才俊獎

Being a designer allows me to work with different talents who come from various backgrounds and have diverse expertise. I learn a lot; I am greatly inspired by them, and I truly enjoy my work.

作為設計師，我能與來自不同背景、擁有不同專長的人才合作。我從中學學習良多，深受他們啟發，並真正享受我的工作。



Discovery Bay Pier & Central Pier 3 Revitalisation
中環三號碼頭活化項目



KIN Food Halls



FW24 Collection - 'I Want to see my Mountains'
FW24 系列 — 「看見山脈」



PINGTAN BOOK HOUSE
坪坦書屋



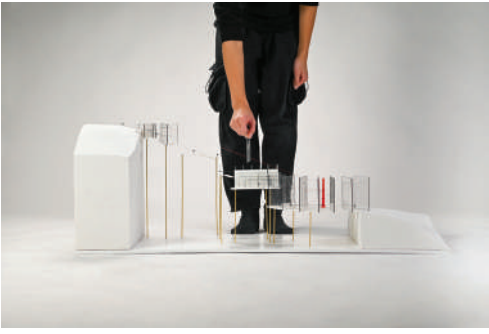
NIGHT NIGHT



Drawing as the Core
素描為本



Wilsonkaki Collection 005
'Crowded Space'
Wilsonkaki系列 005 「Crowded Space」



The Solace – Memorial for the Lamma Tragedy

Frankie Chi
池秋恆



CreateSmart Young Design Talent
Special Award
創意智優青年設計才俊特別獎

Design is a career driven by passion. I love the ecosystem and its people. I enjoy learning and applying knowledge as I go, which allows me, as a designer, to explore diverse experiences and make the most of them.

設計是由熱忱驅動的事業，我熱愛這個生態系統及其中的同行。我享受不斷學習並即時應用知識的過程，這使我作為設計師能夠探索多元體驗，充分汲取養分。

Trev Yung
翁梓峻



HKDI Young Design Talent Award
香港知專設計學院青年設計才俊獎

It is the artisanal process and the satisfaction of seeing people wearing my creations motivates me to keep designing clothing. I believe that is the beauty of design – to create functional art.

是手工製作過程以及看到人們穿著我設計的作品所帶來的滿足感，激勵我持續設計服裝。我相信這就是設計的美妙之處——創造功能性藝術。

Michelle Lau
劉佩伽



Young Design Talent
Special Mention Award
青年設計才俊優異獎

I chose design to creatively blend human emotion and architectural spaces, inspired by their interplay. My passion for storytelling through photography drives me to craft impactful, equitable art such as my photography project 'Atem' and film stills 'I'm Livin' It'.

我選擇具創意的設計來融合人類情感與建築空間，從它們的相互作用中汲取靈感。我對通過攝影講故事的熱忱驅使我創作具影響力、公平的藝術作品，如我的攝影項目《Atem》和電影劇照《麥路人》。

Jack Tam
譚智仁



CreateSmart Young Design Talent
Special Award
創意智優青年設計才俊特別獎

Every time I visit a new place, I'm moved by how good design brings out feelings and memories. As an architectural designer, I also want to create spaces that touch people's hearts, open up new possibilities and enrich everyday life.

每當我造訪新地方時，優秀的設計總能喚起情感和回憶。作為建築設計師，我也希望創造能觸動人心、開啟新可能性並豐富日常生活的空間。

Zoe Kwok
郭鎧欣



PolyU School of Design
Young Design Talent Award
香港理工大學設計學院青年設計才俊獎

From witnessing design's power to communicate messages, to inspiring people. Each moment I experience the transformative nature of design makes me feel touched, fuelling my desire to create designs that are interesting and meaningful.

從見證設計傳達訊息的力量，到啟發人們的時刻。每當我體驗到設計的變革性本質時，都會感動不已，這激發了我創造有趣而有意義設計的渴望。

Alvin Liu
廖成鎔



Young Design Talent
Special Mention Award
青年設計才俊優異獎

I chose design because I love helping people through creation. Products are intimate and tangible – we hold them, we live with them. A well-designed object can quietly transform everyday life.

我選擇設計是因為我喜歡通過創作幫助他人。產品是親密且有形的——我們握着它們，與它們共同生活。一件設計精良的物品能夠悄無聲息地改變日常生活。

Henry Yip
葉振軒



CreateSmart Young Design Talent
Special Award
創意智優青年設計才俊特別獎

I love details, and things that are aesthetically pleasing, informative and cohesive. This drove me to become a graphic and wayfinding designer. To carefully design and curate a better environment and experience for people.

我熱愛細節，以及美觀、資訊豐富且具凝聚力的事物。這促使我成為平面及導向設計師，致力於為人們精心設計和策劃更好的環境與體驗。

Catherine Hui
許希恩



Young Design Talent
Special Mention Award
青年設計才俊優異獎

Fashion is more than clothing, it's an art form that connects the human body to the world. My passion for exploration and innovation inspires my journey as a fashion designer. I am dedicated to creating pieces that express emotions and influence others.

時裝不僅僅是服裝，它是連接人體與世界的藝術形式。我對探索和創新的熱忱激發了我作為時裝設計師的旅程，我致力於創作能表達情感並影響他人的作品。

Crystal Wong
黃樂彤



Young Design Talent
Special Mention Award
青年設計才俊優異獎

Being a designer allows me to turn imagination into reality. Unlike the fixed truths of science, designing is full of fun and flexibility to create my own world, which gives me a deep sense of fulfillment and success.

成為設計師讓我能夠將想像轉化為現實。與科學的固定真理不同，設計充滿樂趣和靈活性，讓我創造屬於自己的世界，這給我帶來深深的成就感和滿足感。



Retractable Signage
伸縮式招牌



Écorce



Atem
我念



Reinventing Ornamental Structure
工藝的機械詩：重塑磚石建築的藝術



TO SAVE, SAVING, SAVED
訊息，遜息，瞬息



Yuen Sek Chinese tableware
原石中式餐具



The Seamless Experience of Hong Kong's
Integrated Transport System
香港綜合交通系統的無縫乘車體驗



I am rooted, but I flow. (Chapter 2)



The Jasmine in Snow
冰雪中的茉莉

Highlights and Events 焦點及活動

Catch a glimpse of the events and occurrences associated with the DFA Awards during the period from 1 April 2024 to 31 March 2025.

Presentation Ceremonies 頒獎典禮



①

DFA Awards Presentation Ceremony 2024

The distinguished presentation ceremony for the winners of the DFA Awards 2024 took place at Hong Kong Convention and Exhibition Centre on 6 December 2024. The event welcomed 353 distinguished guests from 12 different regions, with approximately half being outside Hong Kong winners, celebrating the exceptional achievements that mark the highest level of design landscapes in Asia.

DFA 設計獎頒獎典禮 2024

DFA 設計獎頒獎典禮 2024 於 12 月 6 日假香港會議展覽中心舉行，共 353 位來自 12 個不同地區的貴賓出席，當中約一半為海外得獎者，一同見證標誌亞洲設計界最高水準的卓越成就。



②

BODW Gala Dinner Cum DFA Awards Presentation Ceremony

In the presence of international design leaders and 11 previous winners, four prestigious design masters were honoured and acknowledged on 4 December 2024. Ms Sum Fong Kwang, Vivian, JP, Permanent Secretary for Culture, Sports and Tourism of the HKSAR Government presented the trophies to the recipients of DFA Lifetime Achievement Award 2024 (Kengo Kuma), DFA World's Outstanding Chinese Designer 2024 (Tino Kwan), and DFA Designer of the Year 2024 (Eisuke Tachikawa).

設計營商周晚宴暨 DFA 設計獎頒獎禮

2024 年 12 月 4 日，一眾環球設計領袖及 11 位歷屆得獎者蒞臨參與晚宴，一同表彰四位設計大師對設計界的重要貢獻。香港特別行政區政府文化體育及旅遊局常任秘書長沈鳳君女士，JP 頒發獎座予為 DFA 亞洲設計終身成就獎 2024 (隈研吾)、DFA 世界傑出華人設計師 2024 (關永權) 及 DFA 年度設計師 2024 (太刀川英輔)。

2024 年 4 月 1 日至 2025 年 3 月 31 日期間，DFA 設計獎相關活動及節目令人目不暇給，讓我們一同回顧當中精彩時刻。

Winners Sharing 得獎者分享



③

DFA Awards Winners Sharing @ BODW Summit

Three international design visionaries from the DFA Awards 2024 joined as distinguished speakers at the BODW Summit from 4 to 6 December, 2024: Kengo Kuma (Founder, Kengo Kuma & Associates), Tino Kwan (Principal Consultant, Tino Kwan Lighting Consultants), and Eisuke Tachikawa (Founder and CEO, NOSIGNER). Additionally, three design masters who received DFA Awards in previous years were invited as speakers: Anthony Lo (Vice President, Exterior Design, Renault), Jiang Qiong Er (Designer, Co-founder SHANG XIA), and Guo Pei (Chinese Couture Designer, Rose Studio Founder).

DFA 設計獎得獎者分享 @ 設計營商周高峰論壇

來自 DFA 設計獎 2024 的三位國際設計先鋒於 12 月 4 至 6 日擔任設計營商周高峰論壇的重要講者：隈研吾 (隈研吾建築都市設計事務所創辦人)、關永權 (關永權燈光設計有限公司首席顧問) 及太刀川英輔 (NOSIGNER 創辦人及社長)。此外，三位歷屆 DFA 設計獎得主亦獲邀成為講者：盧志威 (雷諾汽車外觀設計副總裁)、蔣瓊耳 (「上下」品牌聯合創始人及設計師) 及郭培 (中國高級定製時裝設計師、玫瑰坊創始人)。



④

Design Dialogue in Hong Kong

DFA Awards 2024 Design Dialogue in Hong Kong was successfully held at Eslite Book Store Causeway Bay on 17 May 2024. The moderator Tommy Li and guest speakers Vincent Yiu, Comma Leung, and Leumas To shared how they transformed their delicate insights from the surroundings into influential designs, exploring the relationship between creation and actualisation.

設計對談香港站

DFA 設計獎 2024 設計對談於 5 月 17 日在誠品銅鑼灣店順利舉行。主持李永銓與各位嘉賓講者姚國豪、梁雯蕙及杜翰場分享了他們如何將對環境的細膩洞察轉化成具影響力的設計，探討創作與實踐的關係。



⑤

DFA HKYDTA Alumni Networking Night

On 14 June 2024, DFA Hong Kong Young Design Talent Award awardees gathered for a pleasant evening. Melody Siu (2021), Kevin Cheung (2021), and Aries Sin (2019), who had just returned from working abroad, shared their experiences and insights with fellow alumni during the networking session.

DFA 香港青年設計才俊獎得獎者交流會

6 月 14 日，一眾 DFA 香港青年設計才俊獎得獎者聚首一堂度過了一個愉快的晚上。剛完成海外工作回港的蕭樂聞 (2021)、張瑋晉 (2021) 及冼美玉 (2019) 在交流會上與同儕分享經驗及心得。

⑥

'The Future of GBA: The New Power of Hong Kong Design' Design Forum at Guangzhou Design Week

Four DFA Awards winners from Hong Kong were invited as speakers on 8 December 2024: Sarah Mui (Co-founder and Design Director of One Bite Design), Dennis Cheung (Co-founder of Studio RYTE), Dylan Kwok (furniture designer), and Magic Kwan (Founder of Architecture And All), who shared insights on "Better Cities of A Better GBA".

廣州設計周「大灣未來：香港設計新力量」論壇

12 月 8 日，四位來自香港的 DFA 設計獎得主獲邀成為講者：梅詩華 (一口設計共同創辦人及設計總監)、張凱琨 (衡建設計聯合創辦人)、郭達麟 (傢俱設計師) 及關鎮陸 (全建築創始人)，以「城市向善在大灣」為題分享構建更美好城市的意見。

Exhibitions 展覽



⑦

DFA Awards Exhibition @ Canton Fair

From 23 to 27 April 2024, the DFA Awards exhibition was held at Canton Fair to showcase the importance of design to manufacturers and purchasers. The exhibition attracted over 66,000 visits, with three DFA Awards winners attending the opening: William Yeung (YDTA 2020), Magic Kwan (YDTA 2016), and Tony Lam (DBA Audio; DFA Design for Asia Awards 2022).

DFA 設計獎展覽 @ 廣交會

2024 年 4 月 23 至 27 日，DFA 設計獎展覽於廣交會舉行，向生產商及採購商展示設計的重要性。展覽吸引超過 66,000 人次參觀，三位 DFA 設計獎得獎者 William Yeung (YDTA 2020)、Magic Kwan (YDTA 2016) 及 Tony Lam (DBA Audio; 2022 年度 DFA 亞洲最具影響力設計獎) 親臨開幕禮。



⑨

DFA Awards Exhibition @ Eslite Bookstore

Two concurrent exhibitions showcased winning designs from DFA Awards. The Taikoo exhibition ran from 1 May to 1 September 2024, featuring 20 winning designs and attracting over 110,000 visits. The Causeway Bay exhibition ran from 2 May to 2 June 2024, drawing over 90,000 visitors.



DFA設計獎展覽 @ 誠品書店

兩個同期展覽展出 DFA 設計獎得獎作品。太古店展覽於 5 月 1 日至 9 月 1 日舉行，展出 20 項得獎設計，吸引超過 110,000 人次參觀。銅鑼灣店展覽於 5 月 2 日至 6 月 2 日舉行，吸引超過 90,000 名訪客。



Design Exchange 設計交流

⑩

Promotions Outside Hong Kong

Winner gatherings, call for submission briefings and winner visit tours were held in Guangzhou (23–27 April), Seoul (27 April), Osaka (28 May) and Tokyo (29 May) to further arouse awareness, boost entry submission and stimulate design exchange. These events facilitated meaningful connections between design industries across different regions whilst showcasing the transformative power of design.

海外及內地推廣活動

得獎者聚會、作品徵集簡介會及得獎者分享活動分別於廣州（4 月 23–27 日）、首爾（4 月 27 日）、大阪（5 月 28 日）及東京（5 月 29 日）舉行，進一步提高關注度、吸引作品提交及推動設計交流。這些活動促進了不同地區設計業界之間的聯繫，同時展示了設計的變革力量。

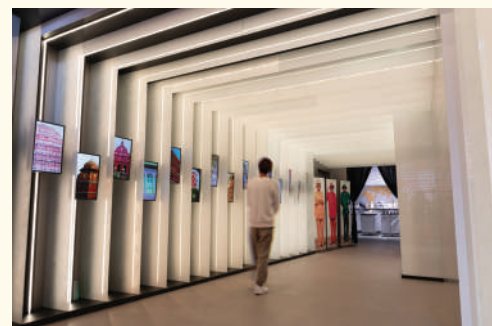
DFA Awards Exhibition @ DesignInspire

From 5 to 7 December 2024, the DFA Awards Exhibition at DesignInspire showcased 236 winning projects and winners from 2024. The exhibition, themed “Designing Tomorrow Innovating Possibilities”, attracted over 50,000 visits and displayed works from all six major award programmes.

DFA設計獎展覽 @ DesignInspire

2024 年 12 月 5 至 7 日，DFA 設計獎展覽於 DesignInspire 舉行，展出 2024 年 236 項得獎作品及得獎者。展覽以「設計未來 創造可能」為主題，吸引超過 50,000 人次參觀，展示六大獎項計劃的作品。

DFA at DX DESIGN HUB DFA@DX 設計館



⑪

Design Pulse Asia Exhibition

The ‘Design Pulse Asia’ exhibition at DX design hub, running from 13 December 2024 to 30 June 2025, delves into the unique heritages, diverse trajectories, and cultural exchanges shaping Asia's design landscape. Seven of the ten zones showcase over 100 winning works from DFA Design for Asia Awards, offering visitors an immersive exploration of design excellence.

亞洲設計脈沖展覽

「亞洲設計脈沖」展覽現正於 DX design hub 舉行（2024 年 12 月 13 日至 2025 年 6 月 30 日），深入探討塑造亞洲設計面貌的獨特傳統、多元發展軌跡及文化交流。十個展區中有七個展出逾 100 件「DFA 亞洲最具影響力設計獎」得獎作品，讓訪客沉浸或探索卓越的設計中。

亮點及重點活動



⑫

PechaKucha

Two PechaKucha events were held on 6 December 2024 and 7 February 2025, featuring talented creatives of diverse backgrounds, including DFA Awards winners and judges as speakers. The sharing sessions spanned from innovative design to cultural conservation, emphasising collaborative creativity across various fields.

PechaKucha

兩場 PechaKucha 活動分別於 2024 年 12 月 6 日及 2025 年 2 月 7 日舉行，邀請來自不同背景的創意人才，包括 DFA 設計獎得獎者及評審擔任講者。分享會內容橫跨創新設計至文化保育，強調各個領域的協作創意。

⑬

Curation and Workshops

DFA Awards winners were invited to participate in curation and hosting workshops at DX design hub, contributing their expertise to the design community and fostering knowledge exchange through hands-on learning experiences.

策展及工作坊

DFA 設計獎得獎者獲邀參與 DX 設計館的策展工作及主持工作坊，為設計社群貢獻專業知識，並透過實踐學習體驗促進知識交流。

Winners Showcase 得獎者展示



⑭

Awards Publication

The annual publication *Design for Asia: DFA Awards 2024* (ISBN: 978-988-13864-8-9) highlights the design philosophies and the design team behind each DFA Design for Asia Awards winning project, as well as the judges' comments on the Grand Awards. In addition, the publication showcases the portfolios of the winners of DFA Lifetime Achievement Award, DFA Design Leadership Award, DFA World's Outstanding Chinese Designer, DFA Designer of the Year and DFA Hong Kong Young Design Talent Award.

設計獎刊物

年度刊物《給亞洲設計：DFA 設計獎 2024》(ISBN: 978-988-13864-8-9) 重點介紹每個 DFA 亞洲最具影響力設計獎得獎項目的設計理念及其設計團隊，並收錄評審對大獎作品的評語及觀點。此外，該書亦全面介紹了 DFA 亞洲設計終身成就獎、DFA 設計領袖獎、DFA 世界傑出華人設計師、DFA 年度設計師及 DFA 香港青年設計才俊獎得主的代表作品和專業背景。

⑮

TV Programme

The ‘DFA Awards 2024 TV Special’ features award-winning design trailblazers, influential designs for Asia and emerging Hong Kong young design talents. The programme, aired on ViuTV and available on VOD platforms, includes interviews with selected winners and highlights from the presentation ceremony, celebrating the transformative power of design.

電視特備節目

《DFA 設計獎 2024 電視特備節目》於 ViuTV 播出，內容包括 DFA 設計獎 2024 頒獎典禮精華、評審分享及得獎者訪談，共同回顧頒獎典禮的珍貴時刻及設計的變革力量。

⑯

DFA Awards Online Showcase

The comprehensive online platform showcases winning projects and winner portfolios of DFA Awards 2024 with detailed project information, design philosophies, and visual documentation, providing global access to Asia's most influential design achievements.

DFA設計獎虛擬展覽

全面的網上虛擬展覽展示 DFA 設計獎 2024 得獎項目及得獎者簡介，提供詳細的項目資訊、設計理念及視覺記錄，讓全球觀眾接觸亞洲最具影響力的設計成就。

An entrepreneur is more than a job title — it's a mindset. It goes beyond founding a business, embodying a spirit of adventure, a penchant for innovation and an intrinsic yearning for life-long learning.

Supported by the Cultural and Creative Industries Development Agency (CCIDA) as lead sponsor, the Design Incubation Programme (DIP) is devoted to fostering nascent businesses across a diverse array of design disciplines. It helps designpreneurs navigate the early stages of their ventures, equipping them to confront and surmount the myriad challenges inherent in business development.

We spoke with three graduating companies from the 2024 programme: Momant Studio, Pocket Square and Genau Studio. While each excels in its own field, including visual and spatial design, interior design and fashion design, they share the same audacity in confronting challenges and a discerning eye for seizing opportunities. Join us as they recount their extraordinary journeys of transcending limitations and manifesting their aspirations into reality. Also, we spotlighted the latest achievements of eight DIP nurtured brands, witnessing how DIP cultivates designpreneur with creativity and market acumen, injecting vitality into Hong Kong's creative industry.

90



身為企業家不僅僅是一個職務，也不只是創立一家公司般簡單。它代表著一種難能可貴的心態，正是關於冒險精神、創新思維與持續學習的渴望。

由文創產業發展處作為主要贊助機構，設計創業培育計劃旨在幫助來自不同設計界別的初創企業，幫助他們在創業早期應對及克服業務發展的挑戰。

我們走訪了三家 2024 年畢業的培育公司，他們分別來自視覺和空間設計、室內設計及時裝設計界別，訪談中，他們展現出勇於面對挑戰與善於發掘機會的共通點。一起認識 Momant Studio、Pocket Square 及 Genau Studio，聽他們分享這一段不斷超越自我、實現夢想的旅程。同時，我們追蹤八個 DIP 培育品牌的最新動態，見證計劃如何培養兼具創意與市場洞察力的設計企業家，為香港創意產業注入活力。



勇敢追夢： 設計初創 DIP 的 成長之路

Bravely Chasing Dreams: The Growth Journey of DIP Designpreneurs



Genau Studio



Kinyan Lam
林健仁

What inspired you to start your own business?

It began with a spark of impulse. After graduating overseas, I returned to Hong Kong during the pandemic and chose a stable teaching job at the time. But deep down, the desire to create something of my own never faded. Eventually, I made the life-changing decision to leave my full-time teaching role and dive headfirst into building my own brand.

What aspects of running your own business do you enjoy the most and the least?

What I love most is, without question, design and creation. But since this is a business, managing finances and accounting is something I simply can't avoid. To be honest, handling financial matters feels painfully tedious to me.

What led you to join DIP?

I'd heard about DIP through friends in the design community. Their experiences and encouragement nudged me to apply. Looking back, joining DIP was definitely the right decision.

What was the most valuable opportunity that DIP gave you?

Networking. DIP regularly hosts sharing sessions with amazing speakers and mentors. One standout moment was meeting Ms Tasha Liu, co-founder of Labelhood. That encounter led to a lasting collaboration, with our brand being featured in Labelhood's Shanghai showroom—a partnership that's now entering its third season and counting.

What is the most meaningful part of designing fashion with natural dyes?

Cultural preservation and community building. For me, the true appeal of fashion design lies in its cultural value and its power to build community. When we first started, our focus was on hosting natural dyeing workshops to share our philosophy with like-minded individuals. Over time, we transitioned into a fashion brand that puts natural dyeing and artisanal craftsmanship at its core. The revenue from our collections allows us to support our artisan partners in Guizhou and help preserve their precious traditional crafts from fading away.



What are the company's plans for the future?

We're aiming to grow our team and expand our community by scaling up our production, so we can share these beautiful traditional crafts with a broader audience.

是什麼驅使你踏上創業之路？

當初創業是來自一份衝動。從海外畢業後回港發展，當時正值疫情期間，我選擇了穩定的教學工作。但是，我發現自己仍然抱有很大的創作意欲。於是，我決定離開全職教書，開始創業。這是一個很大的人生抉擇。

在創業屬性的工作中最喜歡哪一部分，最不喜歡哪一部分？

最熱愛的必然是設計和創作，但因為這是一門生意，財務和會計管理是無法迴避的一部分。坦白說，處理財政事務對我而言相當痛苦且瑣碎。

加入 DIP 的契機？

我早就聽說過 DIP 了，身邊也有設計師朋友參與其中，他們經常鼓勵我參加。事實證明這是正確的決定。

DIP 為你帶來最寶貴的機會？

擴展人脈的機會。DIP 會定期邀請甚具份量的講者和導師分享他們的見解，在一次分享會上，我有幸認識了 Labelhood 的聯合創辦人 Tasha Liu 女士，這次相遇促成我們的合作，我們在 Labelhood 上海的 Showroom 展示了品牌的作品。轉眼間我們已經合作了四季，而這份情誼將持續下去。

從事天然染色服裝設計最大的意義？

文化的傳承和創建社群。對我來說，創作服裝的吸引力在於其文化價值和創建社群的能力。最初，我們創立公司，旨在專注於天然染色工作坊，藉此向有興趣的朋友們傳遞我們的理念。逐漸地，我們轉變成以創作服裝為主的品牌，其中天然染色服裝設計和手工藝成為品牌的核心元素。品牌帶來的經濟效益使我們能夠保存來自貴州的合作伙伴所展現的珍貴手工藝，不致失傳。

公司的未來計劃？

我們期望壯大目前的團隊和社群，進一步提高服裝生產量，讓更多人可以認識這傳統手工藝。

Pocket Square Limited



Frankie Wong & Sean Li
黃舜賢 及 李雋燦

What was the motivation for starting Pocket Square? What was on your mind along this journey?

We wanted to challenge ourselves and see how far we could go. Along the way, we earned new clients' trust, little by little. Beyond aesthetics, we also had to think about functionality and cost control. From the emergence of an idea to its materialisation, every project tells a unique story. Through this journey, we've learned to balance creativity with practicality, striving to express different stories and emotions through each creation.



How did you come to be part of DIP?

We came across DIP during our studies at The Hong Kong Polytechnic University. We were lucky enough to visit the DIP incubation centre and secure internship at a design company that was part of the programme. On top of that, one of our professors walked us through the details of DIP, and we found its philosophy resonated with ours. Thus, joining the programme felt like the natural choice when we launched our business.

What kind of support did you receive from DIP?

We were really inspired by DIP's training and mentorship programmes, especially when it came to running a company effectively. One lecture delivered by the head of a prominent design firm was particularly insightful. It gave us a clear sense of the dos and don'ts of managing a design business. We also participated in accounting and finance courses conducted by industry experts and chartered accountants. The insights they shared have been incredibly valuable to us.

What is your most lasting impression as the two-year programme concludes?

It was a privilege to start our business with such strong professional support, and to connect with many talented design companies and founders. The daily interactions at the Kowloon Bay incubation centre were particularly memorable. Every day, we would run into familiar faces and get to chat with designpreneurs from diverse design disciplines. We were surprised to discover how different the ecosystems are across various design disciplines.

What are the company's plans for the future?

Here is our plan: Create unique design spaces with more world-renowned brands to expand our global presence; Engage more deeply in projects rooted in local culture. Infuse these elements into our creation to craft spaces with more local characters; Advocate the use of green material and sustainable practices. Explore lifestyles of the future.

創立 Pocket Square 的初衷？分享一下初創的心路歷程。

我們渴望挑戰自己，探索自身的潛力有多遠可以發揮。在初創過程中，我們逐步與客戶建立信任，兼顧設計的美觀、功能性與成本控制。每個項目都是獨特的故事，從靈感到實現充滿挑戰。我們學會了平衡創意與實用性，期望每件作品呈現不同的故事與情感。

加入 DIP 的契機？

在就讀香港理工大學期間得知了 DIP。當時有幸參觀了培育中心，並在一家參與 DIP 的設計公司實習。另一邊廂，透過大學教授的介紹，深入了解了計劃的詳情，對其內容深感認同。因此，在踏入創業階段時，決定加入計劃。

在 DIP 得到了什麼樣的幫助？

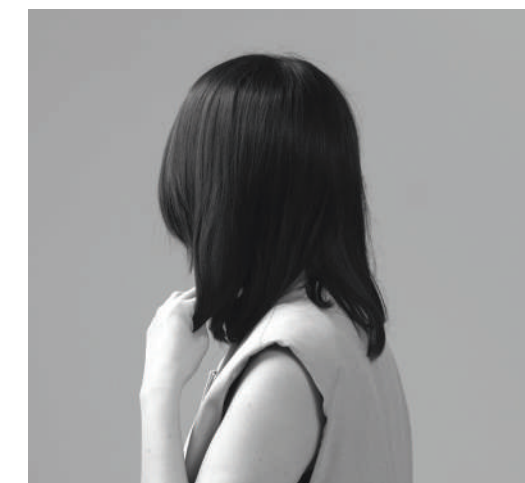
透過 DIP 的培訓課程和導師講座，我們獲得了許多啟發，尤其是在有效管理公司方面。在一次由大型設計企業主理人分享的講座中，我們學到了設計行業的營運之道。另外，我們參加了一些涉及會計和財務的課程，由業界或專業會計人士授課，這些知識對我們來說都非常珍貴。

為期兩年的 DIP 結束時，有什麼深刻的感受？

在受到專業指導的啟發下，有幸體驗創業之旅，並結識眾多優秀的設計公司和創業者。尤其深刻的是在九龍灣培育中心工作期間，每天都能遇到熟悉的面孔，與來自不同設計領域的創業者交流互動。我們意外地發現，各個設計領域的生態環境是很截然不同的。

公司的未來計劃？

公司的未來計劃包括：希望與更多國際品牌合作，創作獨特的設計空間，提升品牌影響力；深入探索與香港文化相關的設計項目，將本地特色融入作品中，創造更具地方感的空間；推動環保物料應用與可持續性，關注未來的生活方式。



Momant Studio Limited



Mandy Tsang
曾惠雯

What was your first commission after founding Momant Studio?

A wedding bouquet for a cherished friend. I was still finding my footing as a floral designer, but she trusted me with such an important part of her big day. That one act of faith became a turning point for me – it set me on the path to a life of creating with flowers.

What has been your greatest challenge in the journey of building your brand?

Business operations, such as administration and human resources management, yet they are actually the foundation of a brand's long-term success. The real challenge is how we can shift to an entrepreneurial mindset. I had to figure everything out from scratch, from opening a bank account to managing financial statements. It wasn't easy, but everything I learned turned out to be a valuable part of my growth.

What message do you hope to share through your designs?

I want to create beauty that's meaningful and deeply felt. In a place like Hong Kong, every patch of greenery is precious. I aspire to bring more natural elements into our spaces, so people can feel reconnected to nature in their daily lives.

What was the best advice you received during the DIP?

DIP didn't just help me connect design with business; most importantly, it taught me how to articulate my vision. The guidance I received on presentation techniques was particularly beneficial. My mentor shared his own experiences, which helped me overcome challenges I'd been stuck with for a long time and showed me a clearer direction. Even now, whenever I give a presentation, I still think about his advice.

What is your most memorable feeling as the two-year DIP concludes?

The most unforgettable experience is the feeling of working toward a shared goal with other incubatees under one roof. Whenever I encountered an obstacle or a problem, I would just knock on their doors and throw out my questions. I always knew I could count on their support. Having them around has been the biggest source of encouragement on my entrepreneurial journey.



成立 Momant Studio 後的第一件作品？

好友婚禮上的花球。當時我的花藝水平尚未成熟，但她願意在這麼重要的時刻將這份信任交給我。這份信任也成為我踏上以植物創作之路的起點。

在品牌成立至今，最大的挑戰？

行政管理、人事事務等這些看似與創作無關的層面，實際上是品牌長期發展的基石。真正的挑戰在於調整思維，從開立銀行帳戶到處理財務報表，我逐步學習。這過程並不容易，但每一步都是寶貴的成長。

透過設計，最想傳遞怎樣的訊息？

創造有意義且有影響力的美。身處香港，每一份綠意都極為珍貴。我希望可以令空間多一些生命的細節，讓人與自然在日常中重新接軌。

在 DIP 得到的最佳建議？

DIP 不僅涵蓋了設計與商業領域的連結，最重要的是教會了我如何表達自己，其中一個關於演示技巧的指導讓我受益良多。導師透過他的經驗解答了我長久以來的疑惑，為我指明了清晰的方向。每次進行演示時，我都會想起他告訴我的話。

為期兩年的 DIP 結束時，有什麼難忘的感受？

最難忘的是與同期創業的伙伴並肩奮戰的感覺。每當遭遇挑戰或問題時，只要輕輕敲門或問一句，就會收到有力的回應。同行者的陪伴，是創業過程中最強有力的支持。

公司的未來計劃？

我期待更多由自己主導的創作問世，探索我所相信的方向和價值觀，將品牌理念變為現實。

What are your company's plans for the future?

I look forward to bringing more self-directed creation to the public, exploring the paths and values that matter most to me, and transforming the brand's philosophy into reality.



Pocket Square Limited

POCKET SQUARE is a team of interior designers with an international perspective. Their experts offer comprehensive design solutions in various areas of interior design, art installation, brand strategy, and furniture design. Their aim is to add value to interior value by exploring the legacy context, considering people's interaction with the spaces, creating bespoke story and challenging the balance between functionality and aesthetics. The key founding members have worked as project leaders in well-known interior design companies such as AB Concept and AFSo focuses on international interior design for hotels and flats.

POCKET SQUARE 注重人與空間的互動，從簡潔樸實到複雜華麗，通過策略性的空間規劃，風格創造，細節安排，使每個空間作品都能訴說著他本身的故事。主要始創成員曾於著名室內設計公司如 AB Concept 和 AFSo 擔任高級項目主管，設計專注酒店，餐飲和住宅等。



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| 1 | 1 Home Journal Awards 2024 – Residential (Duplex Apartment) Gold Winners | 1 美好家居大獎 2024 – Residential (Duplex Apartment) 金獎 |
| 2 | 2 Perspective – 40 Under 40 Awards, Sean Li | 2 Perspective – 亞太區 40 位 40 歲以下卓越青年設計師 (2024), 李雋嫻 |
| 3 | 3 Home Journal Top 50 2024–2025, Sean Li & Frankie Wong | 3 美好家居 Top 50 2024–2025, 李雋嫻及黃舜賢 |

Momant Studio Limited

Momant studio is a visual and spatial design agency, integrating sustainable insights into new business models in the design field of the retail industry. The studio offers services for projects and retail, primarily utilising natural materials such as flowers and foliage, enhanced with multimedia elements to drive the innovation process.

Momant studio 是一家視覺和空間設計公司，探索並實驗各種以自然材料空間設計可能的工作室，將可持續性融入不同設計等項目。主要使用天然材料為媒介，例如花朵和樹葉，並在創新過程中添加了多媒體元素。



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|---|---------------------------------|
| Treehouse Symphony | 樹屋交響曲 |
| Dezeen Awards China 2024
Winner: Craft and collectible design of the year 2024 | Dezeen 設計大獎 (中國)
設計類工藝與藝術品設計 |

Genau Studio

Genau Studio, a natural-dye-focused studio, was established in December 2021 by Lam Kin Yan. Reflecting on the current fashion ecology, it aims to provide both menswear and womenswear garments in an ethical manner. With sustainability and craftsmanship as its focus, it endeavors to create long lasting garments with high quality.

係工作室是設計師林健仁於 2021 年 12 月創立的天然染工作室，旨在反思現時的時裝業生態，並以永續方式製作男女服裝。其核心價值為可持續性和手工藝文化，製作超越時限的高質量服裝。



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- 1 Presented SS25 Collection at Paris Fashion Week. Designer applied traditional Guizhou weaving and embroidery techniques on the designs.
- 2 Collaboration with MINI HK for YDC2024 show and dressing Panther Chan for the performance

röyksopp gakkai

röyksopp gakkai was established in Hong Kong by Chan Brun in 2014. The brand's design concept is to show the stages of a teenage girl growing into an adult. It draws inspriation from European kids wear from 18 to 19th century, and adds a soft touch of Minimalism and Weird-cuteness, these create designs of röyksopp gakkai.

röyksopp gakkai 蘑菇學會是一香港獨立品牌，由主理人 Brun 成立於 2014 年。蘑菇學會的品牌理念深信時裝是一種美學的表達方式，設計方向趨向簡約線條加上古怪童趣的感覺。建基於 18 到 19 世紀的歐式童裝剪裁，表達出一個由少女蛻變為成人之間的過程。



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- 1 Stage Costume Design of Ultimate Song Chart Awards Presentation
- 2 Samba Remake Project for Adidas HK

- 1 叱咤樂壇流行榜頒獎典禮舞台服裝設計
- 2 Samba Remake Project (由 Adidas 香港策劃)

Kinks Lab

Kinks Lab is a designer accessories label founded by Andrea and Sam. Given the past years of immersion in the architectural field, the label creates innovative solutions in enhancing three-dimensionality in accessories while bridging the missing link between technology and traditional goldsmithing. Through its experimental and organic form of accessories, Kinks Lab strives to trigger dialogues among people – this is the ultimate user's experience the label envisioned.

本地首飾設計品牌 Kinks Lab 創辦人 Andrea 與 Sam 利用多年在建築設計行業工作的背景，透過立體建模技術及傳統金工工藝相結合打造出立體且富實驗性的首飾。Kinks Lab 以流線型的外表為標誌，為用家帶來獨特穿戴體驗，觸發人與人之間的對話。



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| 1 | 1 Unorthodoxy: A Surreal Exploration of Black Elegance | 1 Unorthodoxy: A Surreal Exploration of Black Elegance (全新系列) |
| 2 | 2 SS25: London Fashion Week Unorthodoxy Digital Presentation | 2 SS25: 倫敦時裝週 Unorthodoxy 系列數碼展示 |

éphēlis

éphēlis was founded in 2018 by Chan Kwan Wai. The ceramic studio started as a personal project to underline the complex relationship Kwan Wai has with her body while questioning conventional standards of beauty. Femininity and intimacy have been the main subjects of Kwan Wai's work. Her first ceramic collection, 'Femme', was an exploration in form and function, celebrating the female body and pushing forward the idea of flawed beauty and acceptance.

éphēlis 的成立是以陳筠煒在 2018 年的個人項目為起點，探討她對自身體態的審視和外界對「標準美」的定義和質疑。陳筠煒的創作主要圍繞自我的認同感和親密感。她的第一個作品系列：Femme，探索作品的形態與功能融合，頌揚女性身體，傳遞有缺陷美和接受不完美的理念。



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|-----|---|---------------------------|
| | Silence Perfection | Silence Perfection |
| 103 | éphēlis × Sasaki Research Institue Collaboration Exhibition | éphēlis × 佐々木家具造形研究所聯乘展 |

ARTA Architects Limited

ARTA Architects Limited is an award-winning design studio co-founded by Arnold Wong Yok-fai and Wong Tat Lai in 2021. ARTA = Art + Architecture, is where the thought-provoking and experiential qualities of art meets the functionality and spatiality of architecture. The two inspire unexpected designs that stimulate thoughts, emotions, and senses.

凝態建築設計有限公司是一家屢獲殊榮的設計工作室，由黃鑒暉和黃達禮於 2021 年共同創立。ARTA 結合可體驗的藝術與功能性的建築，為每個項目創造出新穎而出乎意料的設計，激發人們的思想、情感和感官。



- | | |
|---|--|
| 1 | <p>1 Kai Tak Promenade (Metro Park Section)</p> <p>Gold Award – Better Future Hong Kong Design Awards 2025
Winner – Global Design Awards 2025</p> |
| 2 | <p>2 Aberdeen Boat Club</p> <p>Bronze Award – TINTA Award 2025
Gold Award – Better Future Hong Kong Design Awards 2025</p> |

Eddie The Studios

Eddie The Studios, a collaborative design and research practice that works in the fields of graphic design and typography with a focus on books and visual identities, was founded by Eddie Wong Yui-chung. The studio combines creative and strategic perspectives with a contemporary visual sensibility to approach projects of different scales and complexities.

Eddie The Studios 是一個設計與研究實踐並重的工作室，由平面設計師王銳忠成立，專注各種視覺形象設計企劃及書籍體驗設計，將創意和策略性視野，與敏銳的當代視覺相結合，以處理不同規模和複雜程度的專案。



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|---|--|
| <p>Satellite Exhibitions 2023</p> <p>Best of Golden Pin Design Award 2024 – Finalist;
Golden Pin Design Award 2024 – Mark Winner;
ISTD International Typographic Awards 2024 – Winner;
Japan Typogoraphy Annual 2025 – Selected Work</p> | <p>衛星展覽 2023</p> <p>2024 金點設計獎年度最佳設計入圍；
2024 金點設計獎 — 標章得主；
2024 年 ISTD 國際字體設計獎 — 得獎作品；
日本字體設計年鑑 2025 — 入選作品</p> |
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Supported by the Cultural and Creative Industries Development Agency (CCIDA) as lead sponsor, the Fashion Incubation Programme (FIP) is designed to inspire, empower, and support emerging Fashion designers as they carve their paths in the industry.

In this feature, we spotlight seven standout brands nurtured by FIP, showcasing their latest remarkable achievements: NILMANCE, REDEMPITIVE, PONDER.ER, VANN, YMDH, KWK BY KAY KWOK and KKLUE. We interviewed the newest graduates, including Vann Kwok of VANN, Jason Lee of YMDH, and 2020–22 graduates, Kay Kwok of KWK BY KAY KWOK and Kellyn Zhou of KKLUE. Through their entrepreneurial journeys, we see how FIP has become a powerful catalyst, guiding designers from their early beginnings to thriving success. The incredible transformations of these FIP talents highlight the creative brilliance of Hong Kong's next generation of designers, paving the way for endless possibilities in the design industry.

進化軌跡

由文創產業發展處擔任主要贊助機構，時裝創業培育計劃 (Fashion Incubation Programme，簡稱 FIP)，致力於啟發、賦能並扶持具潛力的新銳時裝設計師，協助他們在時尚產業中開拓事業版圖。

在本次專題中，我們挑選了七個 FIP 培育品牌，展示他們最新的傑出成就：NILMANCE、REDEMPITIVE、PONDER.ER、VANN、YMDH、KWK BY KAY KWOK 及 KKLUE。當中我們專訪了最新一屆畢業設計師 VANN 的郭妍慧 (Vann Kwok)、YMDH 的李居鎬 (Jason Lee)，以及 2020–22 屆畢業設計師，包括 KWK BY KAY KWOK 的郭子鋒 (Kay Kwok) 和 KKLUE 的周蘭華 (Kellyn Zhou)，透過他們的創業故事，見證 FIP 如何成為設計師從初生到蓬勃發展的重要推手。這些 FIP 設計師的轉變展現了香港設計新世代的創意力量，預示著設計產業的無限可能性。

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卓越：塑造 The Evolution of Shaping FIP Designer Brands 卓越：塑造 The Evolution of Shaping FIP Designer Brands



Founded in 2017 by designer Mike Yeung, NILMANCE is an urban menswear brand inspired by daily life. The brand uses cutting-edge technology and textiles to deliver function-focused designs with a distinctive visual style. Integrating modern technology and the needs of day-to-day modern living, NILMANCE's unique aesthetic is about details, technical skill and the ability to step out with confidence in a low-key style.

Background photo shows NILMANCE AW24's 'Unisex Series'.
背景展示 NILMANCE 2024 秋冬系列「Unisex Series」

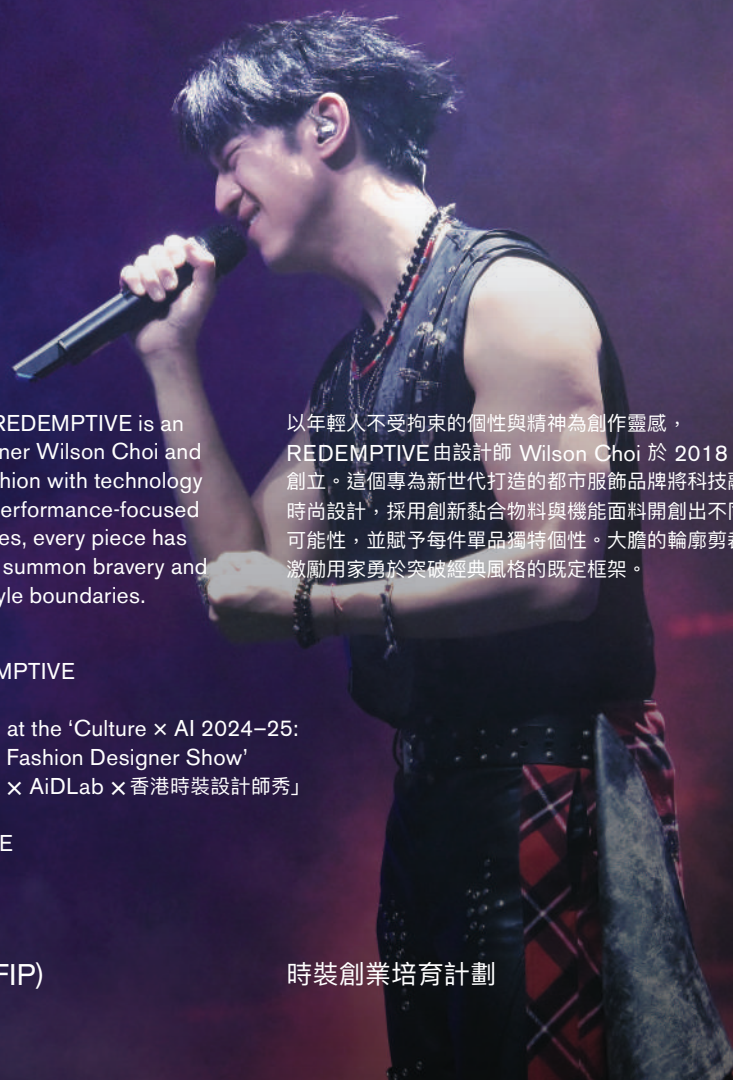
NILMANCE 由設計師 Mike Yeung 於 2017 年創立，是一個以日常生活為靈感的都市男裝品牌。設計師採用尖端技術和紡織品，設計出以功能為核心，兼具獨特視覺風格的時尚服飾。NILMANCE 整合科技與現代生活的日常需要，以精巧細節和實用功能，營造出低調自信、別樹一幟的美學風格。



Inspired by the spirit of teenage rebellion, REDEMPITIVE is an urban wear label founded in 2018 by designer Wilson Choi and created for a new generation. By fusing fashion with technology such as innovative bonding materials and performance-focused fabrics to create different design possibilities, every piece has its own story to share, with silhouettes that summon bravery and inspire wearers to break through classic style boundaries.

以年輕人不受拘束的個性與精神為創作靈感，REDEMPITIVE由設計師 Wilson Choi 於 2018 年創立。這個專為新世代打造的都市服飾品牌將科技融入時尚設計，採用創新黏合物料與機能面料開創出不同可能性，並賦予每件單品獨特個性。大膽的輪廓剪裁，激勵用家勇於突破經典風格的既定框架。

- ↖ Artist Ian Chan's stage outfit by REDEMPITIVE
品牌為歌手陳卓賢設計演唱會服裝
- ↗ REDEMPITIVE presenting its collection at the 'Culture x AI 2024-25: Kan Tai Keung x AiDLab x Hong Kong Fashion Designer Show'
品牌在「文化 x 人工智能 2024-25: 靳埭強 x AiDLab x 香港時裝設計師秀」展出時尚系列
- ↘ Jay Fung's stage outfit by REDEMPITIVE
品牌為歌手馮允謙設計演唱會服裝



PONDER.ER, the brainchild of creative duo Alex Po and Derek Cheng, challenges gender stereotypes and deconstructs social norms. The label's striking gender-fluid designs are centred around the examination and dissemination of stereotypes and conventions, and they invite wearers to experiment and explore their own identities. The brand got the Yu Prize Grand Award 2022, 10 Asian Designers to Watch 2022 by Fashion Asia Hong Kong, and was one of the semi-finalists of the LVMH Prize for Young Fashion Designers 2024.

PONDER.ER 是創意二人組 Alex Po 及 Derek Cheng 的心血結晶，致力挑戰性別定型，打破社會規範。品牌以令人驚艷的無性別服裝設計，檢視與打破刻板定型與規條，鼓勵用家多嘗試探索個人身份。品牌曾獲 Yu Prize 年度大獎、Fashion Asia Hong Kong 亞洲十大焦點設計師名銜及入圍 LVMH 青年時裝設計師獎準決賽。

Ponder.er was shortlisted for the 'Vogue China Fashion Fund 2024', with the background photo showing its collection on the finalists' fashion show stage. Ponder.er 入選「Vogue China Fashion Fund 2024」，背景圖為決賽時裝表演系列





Vibrant, bold, and wondrous, VANN was established in 2019 by jewellery designer Vann Kwok. Using 3D drawing and hand-fabrication techniques, VANN combines innovative solutions with traditional artisanship to create one-of-a-kind handmade jewellery. Driven by process, and seeing perfection as a subjective pursuit, VANN seeks to define a new metal language with its remarkable forms hinting at the familiar, while shifting our mind's eye and inviting us to think beyond what we perceive something to be.

鮮明、大膽而玄妙的 VANN，由珠寶設計師 Vann Kwok 於 2019 年創立。品牌融合 3D 繪圖與傳統手工製作技術，打造出獨一無二的手工珠寶。VANN 著重創作過程，旨為金屬物料尋找新的呈現方式，透過創新形態重新詮釋日常物件，引領佩戴者超越表象思考，探索完美的主觀定義。

- ✎ Blackpink Lisa showcased VANN's jewellery design in her music video
Blackpink Lisa 的音樂 MV 展示 VANN 的首飾設計
- ✎ Model wearing necklaces from VANN x CONS HEART NOW Collection, a collaboration project with local Fashion Stylist Constance Lee
出自品牌與本地時尚造型師李詠端 (Constance Lee) 推出的「VANN x CONS HEART NOW collection」聯乘系列項鍊
- ✎ VANN x CONS HEART NOW Collection Pop-up store
VANN x CONS HEART NOW Collection 快閃店

Describe VANN in three words.

Experimental, Fluid, Visionary.

Blackpink Lisa showcased your jewellery in her music video. What does this mean to you? How does this impact the brand?

Immense global visibility. Lisa's music videos garner hundreds of millions of views, instantly exposing VANN to a massive, international audience, particularly within the highly engaged K-pop fanbase. This far surpasses the reach of traditional advertising for many brands.

How did the VANN x CONS HEART NOW collection come to be? What special story lies behind this series?

The VANN x CONS HEART NOW collection was initiated based on mutual appreciation between VANN and CONSTANCE LEE. The HEART NOW collection by VANN jewellery revolves around the theme of 'The Present Moment.' The brand emphasises that each piece in this collection is designed to celebrate the beauty of being fully present. The underlying philosophy is that grace emerges from embracing the current reality, free from the burdens of the past or anxieties about the future. Acceptance of what is, rather than striving for control, forms the foundation of this collection.

Over the two years of participating in the FIP, what significant breakthrough have you made in the area of design and entrepreneurship?

FIP secured crucial financial support for us. It also helped build valuable relationships with industry veterans and potential collaborators who provide critical guidance and opportunities.

What is the most important lesson you have learnt during this period, and how has it influenced your design philosophy?

The most important lesson I learned during that challenging period was the critical importance of deep customer connection and adaptability. We realised that even the most beautiful designs won't resonate if they don't meet a genuine need or desire in our audience, or if our brand isn't effectively communicating its value.

Along your creative journey, have you encountered any particularly exhilarating or daring moments?

That must be the Heart Now Collaboration with Constance. When two creative minds, seemingly disparate, come together to create something truly fresh and exciting. The process itself can be a playful exploration of new ideas.

What advice do you have for newcomers looking to enter the industry?

Be willing to pivot, learn and adjust your strategies. There will be challenges, slumps and moments of doubt. Cultivate a resilient mindset, believe in your vision and be prepared to work hard.

若要用三組形容詞來描述 VANN，那會是？

實驗性、靈活多變、有遠見。

Blackpink Lisa 的音樂 MV 中展示你的首飾，對你來說意味著什麼？這對品牌的影響如何？

我會說是超強的全球曝光機會。Lisa 的音樂錄像觀看人次數以億計，瞬間讓眾多國際觀眾認識 VANN，尤其是非常活躍的韓流粉絲社群。這次曝光遠遠超出眾多品牌傳統廣告的覆蓋層面。

談談「VANN x CONS HEART NOW collection」是如何誕生的？這個系列背後有什麼特別的故事？

VANN x CONS HEART NOW 系列源自於 VANN 和 CONSTANCE LEE 的互相欣賞。VANN 珠寶品牌的「HEART NOW」系列圍繞「當下」主題，每一件作品的設計都體現全然活在當下之美。優雅是源自擁抱眼前的現實，擺脫過去的束縛，不要為未來感到焦慮。接受現況，而非事事操控，便是本系列的設計基礎和理念。

在 FIP 的這兩年中，你在設計和創業方面最大的突破是什麼？

FIP 為我們提供財務資助之餘，亦讓我們有機會接觸到資深業內人士和潛在合作伙伴，藉此聽取更多意見並開拓商機，難能可貴。

你在這段時間中學到的最重要的一課是什麼？這對你的設計理念有何影響？

那是一段充滿挑戰的日子，我學到的最重要的一課，便是要與顧客建立深厚的連繫，並了解到加強應變能力的重要性。我明白到，無論設計有多美，如果無法滿足受眾的真正需求或渴望，抑或是品牌無法有效傳達自身的價值，亦無法引起共鳴。

在你的創作旅程中，有沒有曾經經歷過什麼特別「好玩」或讓你「放膽一試」的時刻呢？

那便一定是與 Constance 合作的「Heart Now」系列。兩個看似截然不同的設計師走在一起，碰撞出新奇刺激的作品。我們互相激發新意念，創作過程本身亦相當「好玩」。

對想入行的新人有何建議？

樂於變通，積極學習，並按需要調整策略。挑戰和低谷無可避免，有時也會感到困惑，因此必須要提升自己的抗逆力，相信自己的眼光，並要全力以赴。



YMDH

Embodying individuality, imagination, and a unique neo-orientalism, YMDH (You Make Daddy Happy) was founded by designer Jason Lee in 2018 and is proudly made in Hong Kong. Focused on celebrating novelty and imagination with a sense of humour and freedom, the brand aims to unlock happiness and share countercultures, artistic heritage, and stunning creativity.

由設計師 Jason Lee 於 2018 年創立的 YMDH (You Make Daddy Happy)，以體現個性、想像力及獨特的新東方主義美學為理念，並以百份百香港製造為榮。品牌旨在以時尚釋放快樂元素，分享非主流文化、藝術傳承和驚人的創造力，透過幽默和天馬行空的手法，讚頌各種新穎事物與奇妙想像。

- YMDH × Overloaddance – Drunk Boy go skate
- YMDH × 超載舞步 – Drunk Boy go skate
- YMDH × memento Handcrafted Cap capsule
- YMDH × memento 手工製帽
- YMDH × Benson Koo The Monxxter
- YMDH × 古本森 The Monxxter

Which three terms best sum up the style of YMDH?

Experimental, playful and childlike.

Can you share the process of collaborating with Japanese artist memento?

It was a chance encounter. I had already been following his art on Instagram before we met. I ran into him once on a business trip to Japan and realised we were on the same wavelength, so we started this collaboration. Furthermore, having been greatly inspired by Japanese culture since childhood and having great respect for Japanese craftsmanship, I was keen to invite him to work with me.

You've collaborated with local artist Benson Koo and comic artist Overloaddance. How did these cross-disciplinary collaborations come about? What influence did they have on your designs?

The brand has always simply pursued its passions. Aside from fashion, I enjoy exploring other artistic creations. This, combined with the universe's law of attraction, has allowed me to meet many artists who, in turn, inspire each cross-disciplinary collaboration.

What was your biggest design or entrepreneurial breakthrough during your two years in FIP?

I believe that design and entrepreneurship are not the same thing. For a creator, striking a balance between the two is a breakthrough in itself. Time management and resource allocation are also crucial.

What was the most significant support you received from the Fashion Incubation Programme?

FIP provided financial support, which gave me more budget to explore different disciplines. I was also able to meet a variety of fashion industry professionals and exchange industry knowledge with them.

What was the most essential lesson you took away from this experience? How has it affected your design philosophy?

Creativity and business are not synonymous; identifying the right market is critical. In terms of design, I'm still learning. The world is changing every day, and operational strategies are always evolving, so you must find a path that is right for you.

What advice do you have for newcomers looking to enter the industry?

Find out what you are passionate about. And pay close attention to the numbers.

What new challenges do you wish to take on in the coming year?

To take clothing design seriously—beyond creativity, I want to manage the brand well. I hope the year ahead will bring new challenges and growth. May the coming decade be filled with opportunities to evolve. Keep pushing forward, YMDH!

你會用哪三組形容詞來描述 YMDH 的風格？

實驗性、玩味、童趣。

你能否分享與日本藝術家 memento 展開合作的契機？

這是一次機緣巧合的碰面。我在認識他前已在 Instagram 看過他的作品，有次到日本公幹時遇見他，感覺到大家志同道合，便展開這次聯乘。加上我從小就深受日本文化薰陶，愛慕日本的工藝，所以便邀請他合作。

你先後與本地藝術家古本森及漫畫家超載舞步合作，這些跨界合作是如何展開的？對你的設計有何影響？

品牌一直以來都只做自己愛做的事。除了時裝，藝術的創作是我另一個熱愛研究的範疇。加上宇宙的吸引力法則，使我認識到不少從事藝術創作的朋友，從而激發每次的跨界合作。

在參加 FIP 的這兩年中，你在設計和創業方面最大的突破是甚麼？

我認為設計和創業是兩回事。要兩者取得平衡，對創作人來說已經是一個突破。時間管理和資源分配亦很重要。

FIP 對你最大的支持是甚麼？

FIP 提供金錢資助，令我可以有更多預算去探索不同領域。我也可以認識到更多不同的時裝工作者，可以互相交流業內資訊。

在這段時間，你學到最重要的一課是甚麼？這對你的設計理念有何影響？

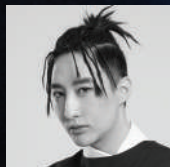
創意和生意是不同的，找出對應的市場很重要。設計方面我還在學習。世界每天都在改變，營運的方式日新月異，因此要找一條適合自己的道路。

對有意入行的新人有何建議？

要找到自己熱愛的事情。要管理好數字。

未來一年有甚麼想挑戰？

認真做好衣服，除了創作，好好經營品牌。希望來年有更多挑戰，有多十年可以挑戰。加油 YMDH。



Hong Kong-born designer Kay Kwok, driven to fill a gap in the world of fashion, launched his eponymous label in 2013. The brand is boldly and unapologetically avant-garde and futuristic. Circumventing style conventions and abolishing stereotypes, Kay Kwok's designs are genderless, experimental and confronting in his artistry and aesthetic. Kay Kwok has collaborated with international brands, artists and musicians, including Sony, Nike, Beyoncé, Björk, Muse, and many more.

- ✎ Beyoncé 'The Renaissance World Tour' stage outfit by KWK BY KAY KWOK
品牌為歌手 Beyoncé 設計 'The Renaissance World Tour' 演唱會服裝
- ✎ Björk 'Cornucopia World Tour' stage outfit by KWK BY KAY KWOK
品牌為歌手 Björk 設計 'Cornucopia World Tour' 演唱會服裝

於香港土生土長的設計師 Kay Kwok，畢業於倫敦時裝學院，2013 年在倫敦男裝週推出同名的時裝品牌，以大而無畏的精神，展現前衛及充滿未來感的設計風格。為了打破時尚常規，摒除固有觀念，Kay Kwok 運用出類拔萃的手工與美學，創造出無分性別、具實驗性質及叛逆不羈的時裝系列。Kay Kwok 曾與國際品牌及知名歌手合作，包括 Sony、Nike、Beyoncé、Björk、Muse 等。

Which three terms best sum up the style of KWK BY KAY KWOK?

A Fusion of virtual and real, boundary-breaking and introspective.

You were named one of Tatler's 'Asia's Most Stylish' and Fashion Asia Hong Kong's '10 Asian Designers to Watch' in 2024. What do these honours mean to you?

They are a quiet yet powerful reminder that if you create honestly and remain true to yourself, your aesthetic will speak for itself. These honours deepen my commitment to being a driving force in Asia's creative industry and to continuing to investigate and shatter existing frameworks.

Have these accomplishments influenced your brand's development?

Yes, these accomplishments have raised KWK's international profile while also creating greater opportunities for cross-disciplinary collaborations. As a result, our brand strategy has become clearer. In addition to clothing, we are expanding into digital fashion, virtual characters and experimental art spaces, as well as focusing more on discussions around future culture and societal issues.

In your entrepreneurial path, how did the Fashion Incubation Programme (FIP) contribute? How did it affect your development?

FIP provided me with a crucial springboard. More significantly, the programme gave me the opportunity to network with many key decision-makers in the industry, while also providing resources and professional support. This opportunity taught me how to translate creativity into a scalable brand strategy, which is crucial during the start-up phase.

Which design or collection are you most proud of after graduating from FIP? Can you share the story behind it?

Chapter 5 – INNER was my most intimate and emotional work. The design was inspired by self-dialogue and inner structures, blending psychological layers into the construction of the clothes. To represent the interweaving of awareness, we used lines that mimicked anatomical cross-sections and neuron networks.

You've been favoured by numerous international stars. Which of your collaborations with them was the most memorable?

Collaborating with Beyoncé on a custom-made, 3D-printed art piece was a memorable experience. Her team sets an extremely high bar for originality, while also giving designers the freedom to express their vision. Björk, on the other hand, is an artist in her own right; her sensitivity to concepts gave me an entirely new perspective on fashion's potential as a medium.

What new challenges do you wish to take on in the coming year?

I'd like to host a fashion show that blends immersive performance with interactive AI virtual avatars, with the goal of officially debuting our brand's world-building in the digital universe on a global scale. I also want to try my hand at curating an exhibition that combines clothing, sound and virtual storytelling to reimagine the experience of 'watching a show'.

你會用哪三組形容詞來描述 KWK by Kay Kwok 的風格？

虛擬實體融合、突破限制、尋找內心。

2024 年，你同時入選《Tatler》的 Asia's Most Stylish「亞洲風格人士」和 Fashion Asia Hong Kong 的「亞洲十大焦點設計師」，這對你有甚麼意義？

這兩個榮譽猶如一個溫柔但堅定的提醒：只要誠實地創作、忠於自己，美學自然會發聲。這些榮譽也給予我更大的責任感，要在未來持續探索、打破既有框架，成為亞洲創意產業的一份推動力量。

這些成就是否改變了你的品牌發展？

是的，這些成就提升了國際間對 KWK 的關注，也帶來更多跨界合作機會。我們的品牌策略也因此更清晰：除了服裝，我們逐步擴展至數碼時尚、虛擬角色與藝術實驗空間，並更聚焦於未來文化與社會議題的對話。

在你的創業過程中，時裝創業培育計劃 (FIP) 扮演了甚麼角色？它對你的成長有甚麼影響？

FIP 給了我一個重要的啟動平台，不僅提供資源與專業支援，更重要的是我透過計劃接觸到許多業界真正的決策者。這種機會在初創階段極為關鍵，讓我學會如何將創意轉化為具規模的品牌策略。

自 FIP 畢業後，哪一個設計或系列讓你特別自豪？能否分享背後的故事？

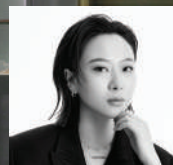
Chapter 5「INNER」是我最感性的一次創作。設計靈感來自於自我對話與內在結構，將心理層次轉化為服裝結構。我們運用了如同人體斷面、神經網絡般的線條來呈現意識的交織。

你深得不少國際巨星青睞，哪些與明星合作的經歷令你最印象深刻？

與 Beyoncé 合作 3D 打印服裝是難忘經驗。她的團隊對創意有極高標準，也願意給設計師空間發揮；而 Björk 則像一位藝術家，她對概念的敏感度，令我對時裝這種媒介的可能性有全新理解。

未來一年有甚麼想挑戰？

舉行一場結合沉浸式展演與 AI 虛擬形象互動的時裝秀！把品牌在數碼宇宙的世界建設正式推向全球平台；嘗試以策展人身份策劃一個結合服裝、聲音與虛擬故事的展覽，重塑「看秀」的方式。



Motivated by the femininity and fierceness of modern women, KKLUE is a Hong Kong-based fashion jewellery brand founded by designer Kellyn Zhou in 2017. With a focus on 18K gold and diamonds, KKLUE brings together softness and boldness in the design. Guided by the philosophy of 'Empowering Her Vision & Voice', KKLUE inspires women to express themselves, follow their curiosity and shine together.

靈感源自現代女性溫柔與勇悍俱全的特性，設計師 Kellyn Zhou 於 2017 年創立了香港時尚珠寶品牌 KKLUE。品牌擅長以 18K 黃金綴以精緻鑽石，巧妙平衡柔美與力量之美。KKLUE 以激勵女性擴闊視野和積極發聲為目標，啟發她們勇於表達真我，發揮好奇心，共同發光發亮。

- Model wearing KKLUE × SMILEY® necklaces and earrings
- KKLUE × SMILEY® 系列的項鍊與耳環
- KKLUE × SMILEY® Future Positive Collection – Silver Energy Locket Link Chain Necklace
- KKLUE × SMILEY® Future Positive 系列 – 能量盒子時尚鎖頭鎖骨銀項鍊
- KKLUE's physical store lands at ifc mall, Central
- 品牌概念店進駐中環國際金融中心商場

Which three terms best sum up the style of KKLUE?

Personalised, minimalistically exquisite and story-driven.

Everyone is aware of how challenging the path of entrepreneurship is. What inspired you to launch your own company?

I enjoyed a fulfilling career for a number of years, but I felt a strong pull to apply my skills to a field I'm more passionate about. At the time, I knew there weren't many jewellery brands that could speak to women's inner feelings and sense of self, so I founded KKLUE to enable clients to wear and customise jewellery that expresses who they are. KKLUE, derived from the English word 'clue', represents the stages of self-discovery and fulfilment that every one of us experiences in our lives.

Have you ever encountered a sales lull or bottleneck when building your brand? How did you motivate yourself to persevere until you reached your current success?

During an extremely difficult year facing sales challenges, we implemented a strategy that concentrated our resources on refining a model comprised of 'one product line + one brand message + one marketing channel'. The company's sales were then increased by more than 100% the following year.

How do you feel about winning the 5th 'Golden Bauhinia Women Entrepreneur Award'?

This award recognises my personal development from a start-up founder to an entrepreneur, as well as our company's growth from a start-up to maturity. This accolade is both an inspiration and a responsibility. We will continue to maintain our innovative spirit, promote the company's development and contribute to society.

What role did FIP have in your entrepreneurial journey? Which support measure do you believe was most important?

FIP aids in promoting the growth of my brand. Its empowerment programmes, like brand management and digital marketing, filled gaps in my business expertise and equipped myself with professional knowledge and practical skills. Secondly, it establishes an industry resource network of mentors, suppliers and potential partners, helping entrepreneurs break down networking barriers. The programme also fosters a creative community by bringing together like-minded designers, inspiring and supporting collaboration.

How did the collaboration series with SMILEY® come about?

The series came from our shared fascination with the concept of 'positive energy'. SMILEY® symbolises a positive, light-hearted and self-accepting attitude. This ethos aligns perfectly with KKLUE's encouragement of 'gentle yet firm self-expression'. We wanted to merge its influence with KKLUE's minimalist and symbolic design language to create a collection that embodies both warmth and visual recognition.

What are your plans for the coming year?

We aim to further expand the brand across diverse platforms, both online and offline. This year, we have opened stores in Harbour City and ifc mall, and we are preparing to launch a pop-up store in SOGO. This marks the inception of our offline retail strategy. Building on this, we plan to continue expanding into retail spaces next year.

你會用哪三組形容詞來描述 KKLUE 的風格？

個性化、簡約精緻、充滿故事性。

人人皆知創業之路很艱辛，請問你當初的創業動機是甚麼？

我享受了多年充實的職業生涯，但後來我十分渴望將我的經驗運用到我更熱愛的領域。那時意識到市面上鮮有能回應女性內在情緒與身份認同的珠寶品牌，於是我創立 KKLUE，讓顧客透過佩戴與設計珠寶表達自己。KKLUE 源自英文「Clue」，意為線索，象徵每個人在不同階段的自我探索與實現。

在經營品牌時，有否經歷過銷售瓶頸？當時如何堅持下去，直至得到現在的成就？

有一年我們面對銷售上的挑戰，於是選擇「更聚焦」的策略：集中資源向「一條產品線 + 一個品牌訊息 + 一個行銷管道」的模式精進。隔年獲得超過 100% 的銷售成長。

能否分享榮獲第五屆「金紫荊女企業家獎」的感受？

這肯定了我從創業者轉型企業家，也是對公司從初創成長到成熟的認可。此獎是激勵，也是責任，我們將持續創新，推動企業發展，創造更多社會價值。

FIP 在你的創業過程中扮演甚麼角色？

FIP 為品牌長遠發展奠定了堅實基礎。培訓計劃如品牌管理及數碼行銷，填補了商業知識的缺口，為我們提供專業知識與實戰技能；其次搭建資源網絡，連結導師、供應商與合作伙伴，突破人脈瓶頸；計劃亦同時匯聚設計師，建構了創意社群，激發靈感與協作。

你與 SMILEY® 的合作聯乘系列如何誕生？

系列源自我們對「正向能量」的共鳴。SMILEY® 象徵樂觀、輕盈和對自我認同的態度，此與 KKLUE 宣導的「溫柔而堅定的自我表達」契合。SMILEY® 的感染力結合 KKLUE 極簡而富象徵性的設計，打造了具溫度和辨識度的作品。

未來一年有甚麼計劃？

持續拓展在線上和線下的多元化渠道，尤其是線下。今年我們已在海港城和國際金融中心商場開設店鋪，也將迎來在 SOGO 的快閃店開幕，這是線下零售佈局的開始。明年我們將在積累的基礎上拓展適合品牌的店鋪。

DIP FIP Incubation Companies

DIP FIP 培育公司






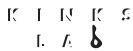






















DIP Incubation Companies
DIP 培育公司

1	00RINGS	P	1	8	15	22
2	8899 Creative Limited	M&C				
3	Bardoru Group Limited	P				
4	Canalside Studio Limited	I/A				
5	Deep Food Limited	O				
6	Eddie The Studios	O				
7	éphélis	P				
8	genau studio	F				
9	Kinks Lab	J				
10	Le Mandorle Limited	J				
11	LTMC LIMITED	I/A				
12	momant studio limited	V/S				
13	MOUCCM Studio	J				
14	Puzzle Weekly Limited	O				
15	ROYKSOPP GAKKAI	F				
16	Studio Nous Limited	O				
17	The Hole Studio	F				
18	TMS.SITE LIMITED	O				
19	Tobba Parfums Limited	P				
20	Toki Studio Limited	F				
21	Tooplastic Art Toy Limited	P				
22	WEAVIPEDIA COMPANY	F				
23	Wilsonkaki Design Company	F				
24	WOMEN HUMAN YOUTH STUDIO	F				
25	YAT PIT FASHION LIMITED	F				
26	yiwooo.co	P				
27	Yuan Design Studio	P				
28	Zephyr Design Studio Limited	V/S				

F Fashion
I/A Interior / Architecture
J Jewellery
M&C Media and Communication
O Others
P Product
V/S Visual / Spatial Art

FIP Incubation Companies
FIP 培育公司

1	Nilmance	1	3	5
2	Ponder.er			
3	REDEMPITIVE			
4	VANN			
5	YMDH			

Digital
Economy
Accelerator
(DEA)

計劃

圓滿結束

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助力香港設計

企業家掌握

concludes

successfully

數碼營銷策略

Empowering Hong Kong Design
Entrepreneurs to master digital
marketing strategies

Organised by the Hong Kong Design Centre and supported by the Cultural and Creative Industries Development Agency (CCIDA) as lead sponsor, the Digital Economy Accelerator (DEA) programme was launched in August 2023 and successfully concluded in the third quarter of 2024. The graduation ceremony was held on 18 October 2024, at The Pool House, Grand Hyatt Hong Kong, where distinguished guests gathered to witness the remarkable growth and outstanding achievements of participating designpreneurs in the digital economy.

由香港設計中心主辦，並由文創產業發展處主要贊助的「Digital Economy Accelerator」(DEA) 計劃於 2023 年 8 月啟動，並於 2024 年第三季圓滿結束，同年 10 月 18 日假香港君悅酒店沁園舉行畢業典禮，邀請各界嘉賓蒞臨，共同見證參與計劃的設計企業家在數碼經濟領域的顯著成長與卓越成就。

During the ceremony, five designpreneurs delivered presentations, competing for the top honours. After rigorous evaluation, the incense design brand Heung Yau emerged as the champion, while jewellery design brand OON Jewellery and fashion label Yi-ming secured second and third place, respectively.

Participants of the programme shared that DEA provided them with invaluable opportunities to engage with industry leaders, allowing them to delve into practical digital business skills such as digital entrepreneurship, e-commerce operations, digital marketing, and strategic business planning. They were able to apply these learnings to promote their brands effectively in the digital realm.

Heung Yau is a local brand that blends traditional culture, wellness, and sustainability. Founder Gin Lee aims to redefine incense culture through innovative products. He noted that while standing out in the market is challenging for designer brands, the real difficulty lies in balancing brand management and sustainable growth—such as pricing strategies based on data or analysing online consumer behaviour to identify product strengths. 'The marketing knowledge imparted by the DEA programme has been immensely beneficial, enabling us to enhance consumer recognition of our brand's unique value through diverse online and offline strategies.'

OON Jewellery, founded by Glori Tsui, specialises in jade-inspired jewellery designs. Glori revealed that she joined DEA during her brand's third year, realising her lack of business and marketing expertise was limiting growth.

'DEA offered me the chance to learn about marketing strategy while providing financial support, creating a breakthrough opportunity.' Through the programme, Glori gained insights from mentors experienced in digital marketing, clarifying her goals. The initiative not only offered training but also encouraged self-directed learning and practical application. Each presentation refined her understanding of brand positioning and identity, equipping her with more effective marketing and presentation techniques.

典禮上，五位脫穎而出的設計企業家發表項目演說，競逐最終殊榮。經過嚴謹評選，線香藝術設計品牌「香丘 Heung Yau」最終摘冠，而珠寶設計品牌「OON Jewellery」和時裝設計品牌「Yi-ming」分別榮獲亞軍及季軍。

參與計劃的設計企業家表示，DEA 計劃給予他們與行業領袖交流的寶貴機會，讓他們能深入學習數碼創業、電商營運、數碼營銷與商業戰略規劃等各種實用的數碼營商技巧與知識，並能學以致用，在數碼世界推廣自身的品牌。

「香丘 Heung Yau」是一個結合傳統文化、健康生活及可持續發展理念的本地品牌，創辦人李立琪 (Gin) 希望透過創新產品，建立全新的線香文化。他認為，對設計師品牌來說，在市場突圍而出並非最難，真正的挑戰在於如何同時經營品牌及推動業務持續成長，例如基於哪些數據為產品定價，或是如何透過分析網上消費者足跡來了解自身產品優勢。「DEA 計劃傳授的市場營銷知識令我們品牌獲益良多，使我們能透過不同的線上及線下營銷策略，加強消費者對品牌獨特價值的認識。」

「OON Jewellery」由徐思倩 (Glori) 創立，是一個以翡翠設計為主的首飾品牌。Glori 表示，加入 DEA 計劃時，正值品牌成立的第三年。作為設計師，意識到自己在商業和營銷知識上的不足，這限制了品牌的發展。

「DEA 計劃為我提供了深入學習專業營銷策略的機會，同時還提供了資金支持，為品牌提供了突破瓶頸的契機。」透過 DEA 計劃，Glori 有機會向線上營銷經驗豐富的導師請教，令個人目標更加清晰。計劃不僅提供了培訓，還創造了自主學習和實踐的機會。每一次的報告展示，都加深了對品牌定位和身份的理解，並提升了營銷技巧和展示能力。

Fashion designer Grace Choi established Yi-ming in 2011, creating modern cheongsams and accessories that fuse Eastern and Western aesthetics. Over the past decade, the brand focused on offline operations. Grace admitted, 'Independent brands face intense competition from fast-fashion giants dominating price, design trends, and speed.' This drove her decision to expand online and acquire relevant skills. DEA's mentors, with their extensive digital marketing experience, guided Grace in social media marketing, e-commerce operations, and strategic planning, equipping her with the resources to scale online operations and refine her brand's digital strategy. 'Moving forward, I plan to optimise our online sales platform and leverage social media to build a brand community, amplifying market influence.'

The DEA programme achieved remarkable results—participants not only acquired practical digital business knowledge and skills but also secured funding to boost e-commerce growth, while building networks to explore potential collaborations—unlocking limitless possibilities for future development.

時裝設計師蔡毅明 (Grace) 於 2011 年創立時裝品牌「Yi-ming」，專門設計融匯中西美學的摩登旗袍及配飾。過去十年，品牌集中經營線下業務。Grace 坦言：「面對快時尚品牌在價格、款式、潮流和速度方面的優勢，獨立品牌確實面臨相當激烈的競爭。」這個環境促使她決定拓展線上業務，掌握相關實用技能。DEA 計劃的導師具備豐富的線上營銷經驗，協助 Grace 學習社交媒體營銷、網店管理和戰略規劃等知識，讓她獲得擴充線上業務的能力和資源，顯著改善品牌的在線營銷策略。「我計劃未來進一步優化線上銷售平台，利用社交媒體建立品牌社群，擴大市場影響力。」

DEA 計劃成果斐然，參與者不僅習得實用的數碼商業知識和技能，更獲得推動電子商務所需的資金，同時建立起人脈網絡，為未來發展開拓了無限可能。



- ✎ 'Time Incense Burner' by incense design brand Heung Yau
由線香品牌香丘製作的黑檀木線香盒
- ✎ The DEA programme successfully wrapped up with a graduation ceremony held on 18 October 2024, at The Pool House, Grand Hyatt Hong Kong. DEA 計劃圓滿完成，畢業典禮於 2024 年 10 月 18 日在香港君悅酒店沁園隆重舉行
- ✎ 'NINA' Ruffled Drop Slv Silk Cheongsam by oriental influenced fashion label Yi-ming
中式時裝品牌 Yi-ming 設計的「NINA」荷葉落肩袖真絲長衫
- ✎ 'Blooming' by jade-inspired jewellery design brand OON Jewellery
翡翠珠寶設計品牌品牌 OON Jewellery 之作「花開」

Taking the Spirit of BODW out into the City BODW In the City 城中設計盛會

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BODW In the City 城中設計盛會

2024 年 12 月 2 至 16 日，BODW In the City 將設計、創意與文化帶到香港不同角落，為全城注入澎湃能量。活動將「設計營商周」精神延伸至香港各個旺區，讓市民、旅客與設計愛好者感受設計的魅力。BODW In the City 獲逾百個品牌伙伴大力支持，將街頭、商場及文化場地化身為快閃展館、創意實驗室與互動裝置空間，讓設計走入大眾日常。是次合作涵蓋國際品牌以至社區機構，促成集全球翹楚與本地新銳於一身的精彩文化交流。BODW In the City 聯同巴黎設計周、香港知專設計學院，以及海港城、置地廣場、信和集團等人氣熱點攜手舉辦。超過 18 萬人次投入一共 8 個旗艦節目、17 項伙伴合作活動及 76 項體驗活動，成就一場又一場設計盛會，盡展香港創意精神。

From 2 to 16 December 2024, BODW In the City, supported by the Cultural and Creative Industries Development Agency as lead sponsor, transformed Hong Kong into a vibrant playground of design, innovation and culture, and everyone had a front-row seat to witness Hong Kong's creative energy in full force. The citywide celebration brought the spirit of Business of Design Week (BODW) to some of Hong Kong's most iconic districts, captivating locals, tourists and design lovers alike. With the support of more than 100 brand partners, BODW In the City turned streets, malls and cultural hubs into pop-up galleries, idea labs and interactive installations. These partnerships, ranging from global brands to community institutions, resulted in an exciting mix of global icons and local trailblazers in a powerful cultural exchange. BODW In the City was held in collaboration with Paris Design Week, Hong Kong Design Institute and premier lifestyle destinations Harbour City, LANDMARK and Sino Group. More than 180,000 attendees flocked to 8 signature programmes, 17 partnership programmes and 76 activation programmes that were not just celebrations of design, but living, breathing expressions of Hong Kong's creative spirit.

2024 年 12 月 2 至 16 日，由文創產業發展處作為主要贊助機構的 BODW In the City 將設計、創意與文化帶到香港不同角落，為全城注入澎湃能量。活動將「設計營商周」精神延伸至香港各個旺區，讓市民、旅客與設計愛好者感受設計的魅力。BODW In the City 獲逾百個品牌伙伴大力支持，將街頭、商場及文化場地化身為快閃展館、創意實驗室與互動裝置空間，讓設計走入大眾日常。是次合作涵蓋國際品牌以至社區機構，促成集全球翹楚與本地新銳於一身的精彩文化交流。BODW In the City 聯同巴黎設計周、香港知專設計學院，以及海港城、置地廣場、信和集團等人氣熱點攜手舉辦。超過 18 萬人次投入一共 8 個旗艦節目、17 項伙伴合作活動及 76 項體驗活動，成就一場又一場設計盛會，盡展香港創意精神。



BODW In the City 2024 transformed Hong Kong into an exuberant design playground, captivating residents and visitors with creativity and cultural flair. Organised by Hong Kong Design Centre (HKDC) and backed by the Cultural and Creative Industries Development Agency, and partnering with local and global business and design leaders including Paris Design Week, Hong Kong Design Institute, Sino Group, LANDMARK and Harbour City, BODW In the City featured an eclectic mix of exhibitions, installations, performances and various experiences. These highlighted the best in contemporary design across the visual, auditory and culinary worlds, and took the public on many exciting and enriching journeys. Professor Viveca Chan, Vice Chairman of HKDC, Chairman of BODW In the City Steering Committee, remarked during her welcoming speech: 'BODW In the City transcends the conventional format, offering an immersive journey into the depths of design. HKDC, along with all participating brands and organisations, has created a vibrant tapestry of creativity, showcasing the charm of Hong Kong as a city of design.'

Programmes and activations included the FILA × James Jean art installation in Harbour City, the thought-provoking exhibition Energies of Repair by architect Nicola Delon, and the whimsical RedBall Project by American artist Kurt Perschke, which delighted onlookers as it popped up at iconic sites citywide. A colourful digital art light show, Friendship Across Oceans: Bonjour, Hong Kong! curated by Kook Ewo was projected onto the exterior walls of Tsim Sha Tsui Centre and the Sino Group's Empire Centre in Tsim Sha Tsui East. The CityMapper Tram Tour offered a multisensory journey through old Hong Kong, while The Steinway Spirio performance series at Tom Lee Music brought the future of live music into the spotlight. With over 100 participating partners and thousands of attendees, BODW In the City 2024 demonstrated that design is more than aesthetics – it is a powerful force shaping cultures, communities and the future of urban life.

BODW In the City 2024 將香港化身設計樂園，為市民及遊客締造難忘體驗。BODW In the City 由香港設計中心主辦，並獲文創產業發展處支持，聯同巴黎設計周、香港知專設計學院、信和集團、置地廣場及海港城等合作伙伴呈獻展覽、裝置、表演及各類體驗，透過視、聽、味覺呈現當代設計精粹。香港設計中心董事會副主席兼 BODW In the City 督導委員會主席陳一枋教授於致歡迎辭時表示：「BODW In the City 是一個屬於香港的設計節，他超越了傳統活動模式，為香港市民及旅客提供了一次沉浸式設計之旅。通過一系列多元活動，香港設計中心與各參與品牌及機構一同繪畫了一幅充滿活力的創意畫卷，展示香港創意之都的魅力。」

焦點節目有海港城 FILA × James Jean 藝術裝置、建築師 Nicola Delon 發人深省、位於中環 BaseHall 的 Energies of Repair 展覽，美國藝術家 Kurt Perschke 的 RedBall Project 亦於多個熱點驚喜亮相。Kook Ewo 的繽紛數碼藝術光影展 Friendship Across Oceans: Bonjour, Hong Kong! 於尖沙咀中心及尖東的信和集團帝國中心外牆登場。CityMapper 電車之旅帶領參加者穿梭舊日香港，展開多感官體驗之旅；通利琴行施坦威 Spirio 體驗，呈現現場音樂的未來風貌。BODW In the City 2024 吸引逾百個合作單位及數千名參加者，帶出「設計不僅是美學的呈現，更是塑造文化、社群與城市未來重要力量」的訊息。

- ❶ BODW In the City 2024: Opening Party in LANDMARK on 2 December 2024
BODW In the City 2024 於 LANDMARK 舉行的開幕派對於 2024 年 12 月 2 日舉行
- ❷ Live Performance: Asymmetry of BlaBlaBla
現場表演：不對稱的胡說八道
- ❸ CityMapper: A Multisensory Dialogue to Experience Traditional Hong Kong by the Iconic Tram Ride
CityMapper 電車之旅：色香味的城市地圖
- ❹ Decathlon Footwear Design Exhibition
Decathlon 鞋履設計展
- ❺ FILA × James Jean Art Installation
FILA × James Jean 藝術裝置
- ❻ Friendship Across Oceans: Bonjour, Hong Kong!
數碼藝術光影展 Friendship Across Oceans: Bonjour, Hong Kong!
- ❼ The Steinway Spirio: Experience the Future of Live Music
施坦威 Spirio：領略現場音樂的未來新體驗
- ❽ HKDI V Music Live
香港知專設計學院 V Music 音樂會



Transforming

Heritage

Into

Design Spectrum

continued cultivating design appreciation through the landmark 'Pass The Baton' exhibition, exploring inheritance from fresh perspectives. Spanning three parts across multiple Sham Shui Po venues, the initiative featured over 50 local and international exhibits examining how design preserves, evolves and reimagines cultural treasures whilst promoting design appreciation culture. Through commissioned works, public programmes and retail partnerships, Design Spectrum, supported by the Cultural and Creative Industries Development Agency as lead sponsor, demonstrated how design thinking bridges past wisdom with future innovation, inspiring communities to value tangible crafts and intangible cultural assets.

設計光譜

主題展覽「接棒未來」分三部分於深水埗多個場地舉行，匯聚逾 50 件本地及海外作品，重新審視「傳承」意義，探索設計如何保存、演化及重新演繹文化瑰寶，並推動賞析文化。由文創產業發展處作為主要贊助機構的設計光譜透過策展作品、公眾活動及零售合作，展示設計思維如何連結過去智慧與未來創意，啟發大眾珍視工藝與無形文化資產。

承傳過去

Future

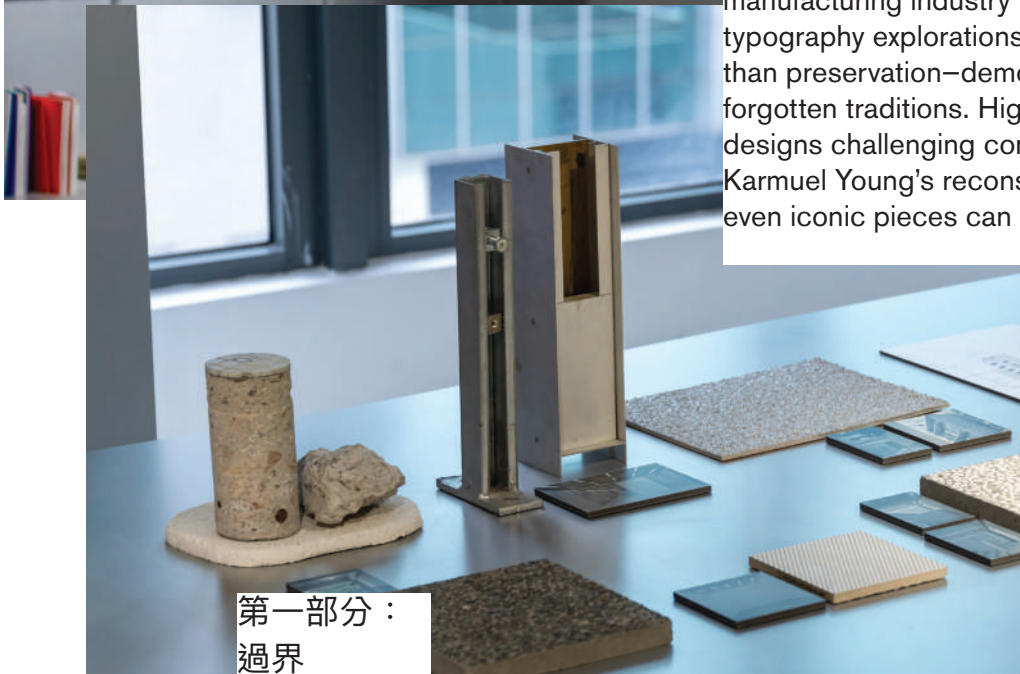
Possibilities

開創未來



Part 1: From Passing By to Passing On

'From Passing By to Passing On' launched the ambitious three-part journey at D2 Place ONE, presenting 28 design projects from ten regions. Curator Michael Leung invited visitors to explore how design transforms inheritance, started the showcase from Formafantasma's rare hardwood sample exhibition documenting the change of wood usage in manufacturing industry in respond to environmental impact to Victionary's typography explorations. The exhibition revealed inheritance as more than preservation—demonstrating how designers breathe new life into forgotten traditions. Highlights included Irma Boom's experimental book designs challenging conventional publishing and local fashion designer Karmuel Young's reconstruction of classic Levi's 501 jeans, proving that even iconic pieces can be reimagined for contemporary relevance.



第一部分： 過界

「過界」於 D2 Place 一期展開三部曲首章，展出來自十個地區共 28 件設計作品。策展人梁展邦邀請觀眾探索設計如何促成文化傳承。展覽由 Formafantasma 的珍稀硬木標本展引領，追溯木材使用在環境變遷下的變化；再至 Victionary 的字體設計研究，讓觀眾從字型應用思考知識如何傳遞。展覽亦帶出「傳承」不只是保存，更為被遺忘的傳統文化賦予新生。焦點作品包括荷蘭設計師 Irma Boom 顛覆傳統書籍設計的實驗書，以及本地時裝設計師 Karmuel Young 重塑經典 Levi's 501 牛仔褲，示範設計如何以當代方式重現經典。



第二部分： 超頻

「超頻」接續於同一展場亮相，聚焦設計如何因應時代演化標準流程，展出來自九個地區 26 件設計作品，從物料創新至文化復興皆見巧思。本地設計師梁康勤以「香港土磚」項目回收地盤廢土製陶，法國設計師 Lucas Hosteing 的「Kouéno」系列則將廢棄木邊材轉化為中空傢俱，重新界定廢料的價值。展覽並非只談物件傳承，更延伸至設計手法、工藝及知識系統。韓國設計師 Jinhyun Jeon 透過感官聯覺的餐具設計，挑戰傳統餐桌體驗；本地藝術家 Katol 則以手繪字體糅合工藝與現代視覺語言復興街頭景象。由韓國設計師 HiTENCHO 及策展人梁展邦共同創作的委約作品「Beyond Sound」結合音流學與裝置設計，以聲波震動水面呈現無窮視覺圖案，將聲音具象化，為感官轉化與文化傳承帶來嶄新想像。

Part 2: From Process to Progress

Building momentum at the same venue, Part 2 showcased how design evolves standard processes to meet evolving needs. 26 projects from nine regions demonstrated material innovation and cultural revival through creative intervention. Local designer Niko Leung's 'Hong Kong Soil' initiative transformed construction waste into ceramics, whilst French designer Lucas Hosteing's 'Kouéno' collection gave discarded slabwood new purpose as hollow column furniture. The exhibition proved that inheritance extends beyond objects to encompass methods, traditions and knowledge systems. Korean designer Jinhyun Jeon's synesthetic tableware challenged conventional dining experiences, whilst local artists like Katol revived hand-painted signage traditions, creating vibrant street landscapes that honour craftsmanship whilst embracing contemporary expression. The commissioned work 'Beyond Sound' by Korean designer HiTENCHO and curator Michael Leung applied cymatics concepts, using sound wave frequencies to vibrate water mediums, creating ever-changing patterns that make sound inherently visible and transform sensory experiences into mesmerising visual spectacles.





Part 3:
From Future to Now

The trilogy culminated at the newly opened DX design hub, where more than 50 exhibits created an immersive exploration of inheritance possibilities. Curator Michael Leung reorganised previous works alongside the final form of Part 1 commission work, presenting four perspectives: Documentation, Process (Circular), Experience and Representation (Cultural). The 'Prophetic Archives' installation collected visitors' experiences and thoughts of Sham Shui Po during the Part 1 exhibition, and featured collaborative AI-generated visions of Sham Shui Po's future, demonstrated how communities can collectively imagine better tomorrows. This final chapter emphasised visitor participation in preserving valuable traditions through innovative design thinking whilst contributing to Hong Kong's evolving creative landscape.



第三部分：
傳檔

三部曲最終章「傳檔」於全新開幕的 DX 設計館舉行，結合超過 50 組展品，引領觀眾沉浸式探索傳承的多重可能。策展人梁展邦重塑前兩部曲的展品，並加入第一部分委約作品「預言存檔」的最終版本，透過「記述」、「過程（循環）」、「體驗」及「重新演繹（文化）」四大面向，立體呈現傳承的價值與未來可能。委約作品「預言存檔」於「過界」展覽期間收錄了觀眾對深水埗的想像，並透過人工智能生成未來城市影像，讓觀眾一同建構共創的城市願景。展覽鼓勵觀眾透過設計思維及創意行動參與文化承傳，並為香港設計注入新活力。



Design Spectrum engaged over 870 participants through 27 diverse sessions, including letterpress experiences with Hong Kong Open Press, ceramic workshops exploring local materials, and film screening of 'Twilight of the Warriors: Walled In'. The programme offered 32 public guided tours attracting 300+ participants and 51 private tours engaging 840+ visitors. These initiatives transformed passive viewing into active participation, fostering community connections and creative skill development.

設計光譜籌辦的 27 場多元活動吸引超過 870 人參與，包括與香港活字館合辦的活版印刷體驗、以本地材料創作的陶藝工作坊，以及《九龍城寨之圍城》電影放映等。項目亦舉行 32 場公眾導賞團，吸引逾 300 人參與，以及 51 場私人導賞團，接待超過 840 名參觀者。活動讓觀眾由被動觀賞轉為主動參與，促進社群連繫與創意技能的培養。

DS Shop expanded through strategic partnerships at The Barn and eslite spectrum Tai Koo Store from March to September 2024. These collaborations brought award-winning DFA designs and HKDC incubatee creations to new audiences, showcasing sustainable homeware to innovative accessories. By positioning DS Shop in cultural retail environments, Design Spectrum bridged design appreciation with practical application, proving exceptional design belongs in daily life.

2024 年 3 月至 9 月，DS Shop 透過與 The Barn 及誠品生活太古店合作，將 DFA 亞洲最具影響力設計獎得獎設計及香港設計中心設計創業培育計劃的設計師之創作帶給全新受眾，涵蓋從永續家品到創新配飾，展現本地設計實力。透過將 DS Shop 融入文化零售場景，設計光譜連結設計賞析與實際應用，證明優秀設計已在日常生活之中。

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(於 2025 年 4 月 11 日出任主席)

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(Appointed as a Director on 5 March 2025)
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Eddy Hui

候補董事
陳志毅
陳詩華 ②
(於 2025 年 3 月 5 日出任董事)
張啟秀
曹黎淑霞
許迅

① Horace Pan resigned as a Director on 14 January 2025, and Louisa Young was appointed as a Director on the same date.
② Prof. Leslie Chen, JP, resigned as a Director on 5 March 2025; Michael Chan was appointed as a Director on the same date.
③ Retired as Chairman or Directors on 12 March 2025.

① 潘鴻彬於 2025 年 1 月 14 日辭任董事，同日楊蘇蘇出任董事。
② 陳弘志教授，JP 於 2025 年 3 月 5 日辭任董事，同日陳詩華出任董事。
③ 於 2025 年 3 月 12 日卸任主席或董事。

All About Our Events, and More!

Design bridges cultures and creates endless possibilities when East meets West. Our comprehensive outreach encompasses forums, exhibitions, festivals, and publications, all designed to deepen appreciation for design among enthusiasts and professionals alike. We have enhanced our media presence through radio collaborations and bi-monthly DMatters e-newsletter, strengthening cultural exchanges between East and West. Join us as we explore the highlights of our year through Design Digest.

全面掌握活動資訊及其他消息

在東西文化交融的浪潮中，設計搭建起文化橋樑，創造無限可能性。我們的全方位外展活動涵蓋論壇、展覽、設計節慶和出版刊物，均旨在加深設計愛好者和專業人士對設計的認識和欣賞，持續促進全球設計界的深度連結。我們亦透過台企合作和雙月刊 DMatters 電子通訊加強媒體影響力，促進東西方文化交流。讓我們透過設計二三事，一同探索本年度的精彩亮點。

Media Publicity
傳媒推廣

**Metro Radio Programme – Good Life
Good Design**

Our collaborative radio programme with Metro Radio explores the theme 'Creative Anchors in Hong Kong', examining Hong Kong's diverse creative ecosystem. Through engaging dialogues with creative professionals from various industries, we unveiled the latest trends, unique stories, and sources of inspiration within Hong Kong's creative sector.

新城知訊台節目——「生活就是設計」

我們與新城電台的合作節目以「香港創意錨點探索」為主題，探討香港多元化的創意生態系統。透過與來自不同行業的創意專業人士進行深入對話，我們揭示了香港創意產業的最新趨勢、獨特故事和靈感來源。

BODW 2024 Concurrent Events
設計營商周 2024 同期活動



**Leadership Forum on Service Design
2024**

The Leadership Forum on Designing Time 2024 is part of the Business of Design Week, organised by The Hong Kong Polytechnic University School of Design, and supported by Hong Kong Design Centre. The 2024's theme focused on creating sensory experiences across various design disciplines, emphasising how time can be designed within homes, structures, and public spaces. This approach fosters immersive interactions that resonate culturally over time. With a full house of physical attendees, the forum also attracted over 10,690 online participants.

Organiser
The Hong Kong Polytechnic University School of Design

When and format
29.11.2024, hybrid forum

設計教育領袖論壇 2024

由香港理工大學設計學院主辦、香港設計中心支持的《2024年《時日在設計》領導論壇》是《設計營商周》的活動之一。2024年的主題聚焦於在各個設計領域創造感官體驗，強調如何在家庭、建築和公共空間中設計時間。通過這種方法，論壇旨在促進沉浸式互動，創造與文化歷史共鳴的體驗。論壇現場座無虛席，同時吸引了超過 10,690 名在線參與者。這種形式不僅豐富了參與者的體驗，也讓更多的設計愛好者能夠跨越空間限制，參與到這一重要的討論中。設計時間的主題不僅關注物理空間的構建，更強調如何在設計中融入情感和文化，促進人與環境之間的深度連結。

論壇旨在激發更多關於設計時間的思考，為推動設計界的未來發展作出貢獻。

主辦單位
香港理工大學設計學院

時期及形式
2024 年 11 月 29 日，線上及線下融合論壇

Design Digest

設計二三事



Business of IP Asia Forum (BIP Asia Forum) 2024

The 14th edition of the Business of IP Asia Forum (BIP Asia), themed 'Reimagining IP for Impact and Growth', was joined by over 3,000 participants. Over 100 distinguished speakers gathered to discuss the immense potential of IP in nurturing innovation and entrepreneurship, as well as driving impactful economic and social development on a global scale. The Innovation and IP Market showcased the latest Smart City innovations and provided collaboration opportunities. The fruitful programme inspired attendees to utilise IP for growth and new business frontiers.

Organiser
HKSAR Government,
Hong Kong Trade Development Council

When and format
5.12.2024 – 6.12.2024, physical forum

亞洲知識產權營商論壇 2024

第十四屆亞洲知識產權營商論壇以「重塑知識產權 推動成效增長」為主題，吸引了超過 3,000 名與會者參加。100 多位講者聚集一堂，探討知識產權在培育創新、創業以及推動全球經濟增長和社會發展中所擔當的重要角色。創科營商廊則展示了最新智慧城市創科項目，讓與會者探索合作機會。論壇啟發了與會者利用知識產權實現增長和開拓新商業領域。

主辦單位
香港特區政府及香港貿易發展局

時期及形式
2024 年 12 月 5 日至 12 月 6 日，線下論壇



DesignInspire 2024

Supported by the Cultural and Creative Industries Development Agency (CCIDA) as lead sponsor and staged at the Hong Kong Convention and Exhibition Centre (HKCEC) in 2024, DesignInspire offered complimentary admission to design industry professionals, trade buyers and the public across its three-day event. Under the theme 'Design for a Better Tomorrow', the exhibition featured interactive themed displays, workshops, InnoTalks, and retail areas blending art, technology, and global creative culture. Marking a milestone partnership with the renowned French interior design trade fair Maison&Objet, the event presented the immersive showcase 'Maison&Objet Design Factory', highlighting latest trends, craftsmanship & innovative experience.

Organiser
Hong Kong Trade Development Council

When and format
5.12.2024 – 7.12.2024, Exhibition and Year-round hybrid promotional programme

創意設計博覽 2024

由文創產業發展處作為主要贊助，創意設計博覽 (DesignInspire) 於 2024 年在香港會議展覽中心 (HKCEC) 舉行，一連三天免費開放予設計業界人士、採購買家及公眾參觀。今屆設計博覽以「設想生活 開創未來」(Design for a Better Tomorrow) 為題，結合互動展覽、工作坊、研討會、講座，及融合藝術、科技與全球創意文化的零售區。展會更迎來重要里程碑，與享譽盛名的法國時尚家居設計展 Maison&Objet 合作打造沉浸式展區「Maison&Objet 香港設計工廠」(Maison&Objet Design Factory)，重點展示最新設計趨勢、精湛工藝及創新體驗。

主辦單位
香港貿易發展局

時期及形式
2024 年 12 月 5 日至 12 月 7 日，展覽、全年線上及線下推廣活動



deTour 2024 Design Festival

Organised by PMQ and supported by the Cultural and Creative Industries Development Agency (CCIDA) as lead sponsor, deTour is an annual design festival in Hong Kong and curated by Adonian Chan, the theme for 2024, 'Having → Being: Designing Inner Worlds', uncovered underexplored possibilities in design, emphasising how design can enrich inner strength.

deTour 2024 featured 17 installations by designers from Hong Kong, the Chinese Mainland, and worldwide, alongside more than 40 workshops, 13 Creative Voice sessions, the 'deTour Kids' experience, and over 100 guided tours.

Organiser
PMQ

When and format
29.11.2024 – 15.12.2024, hybrid event

deTour 2024 設計節

由 PMQ 元創方主辦，文創產業發展處資助，deTour 是香港的年度設計節。策展人陳濬人以「擁有 → 存有：內在的設計」作為 deTour 2024 設計節主題，旨在探索設計中尚未充分發掘的可能性，強調設計如何豐富人的內在力量，啟發大眾思考「擁有」和「存有」兩種價值，並開啟更深層次的對話和連結。

deTour 2024 設計節共展出 17 件由本地、內地及海外設計師創作的裝置和展品，並將舉辦超過 40 場工作坊、13 場設計對話、親子活動體驗—「童遊 deTour」，和逾 100 場導賞團活動。

主辦單位
元創方

時期及形式
2024 年 11 月 29 日至 12 月 15 日，線上及線下融合活動

© Jimmy Ho (photographer) and Napp Studio & Architects



Guangzhou Design Week 2024

2024 Guangzhou Design Week has gone beyond expectancy, welcoming 459,255 views, which once again set a new record by its participation. The exhibition showcased 1000 renowned enterprises from 20+ countries and their wide array exhibit products, saw over delegations from 180+ cities, as well as 400+ distinguished guests in the design industry including designer masters, crossovers, emerging designers, leading design-related institutions joining in this design occasion.

Organiser
Guangzhou Design Week Organising Committee

When and format
6.12.2024 – 9.12.2024, physical exhibition

廣州設計周 2024

砥礪前行 19 載，2024 廣州設計周以「當代人居生活美學新業態的設計 + 選材」為方向，聯動廣州保利世貿博覽館、廣州國際採購中心、南豐國際會展中心三館同期舉辦，精準分類佈局形成「高訂 + 材料美學看保利；軟裝 + 生活美學看國採；藝術 + 奢侈品美學看南豐」的三館佈局。觀展人次超預期達 459,255 人次，火爆人次再次穩居中國目前規模最大、參展品牌最多、展品品類最豐富、策展內容最精彩的「設計 + 選材」博覽會的地位，再創一場極具震撼力的設計產業年度營銷大展！

主辦單位
廣州設計周組委會

時期及形式
2024 年 12 月 6 日至 12 月 9 日，實體展覽



Make\Shift: VPET Design Forum 2024

Hosted by the Hong Kong Design Institute, Make\Shift: VPET Design Forum 2024 explored the current contexts and alternative futures of design practices and education. The programme was designed for educators, industry practitioners, and students, focusing on the core values and skill sets for designers in a dynamic landscape. Featuring keynote talks, art performance, interactive workshops, and an exhibition showcasing community-centred, industrial collaboration and user-centric design, the event fostered networking, shared best practices, and redefined the future of design together.

Organiser
Hong Kong Design Institute

When and format
10.12.2024, physical forum

Make\Shift: 職業專才教育設計論壇 2024

由香港知專設計學院主辦的「Make\Shift: 職業專才教育設計論壇 2024」，特別為教育工作者、業界人士和學生而設。通過一眾著名講者分享對設計教育的前瞻見解，探討現今科技發展步伐迅速，設計實踐和教育面對的重大變革，以及探索未來的多種可能性。論壇活動內容包括與本地社區、業界合作、用戶體驗設計相關的分享和座談會、藝術表演、互動工作坊、展覽和特別興趣小組會議，為參加者提供交流的機會。

主辦單位
香港知專設計學院

時期及形式
2024 年 12 月 10 日，實體論壇

Bi-monthly E-newsletter
電子通訊



DMatters

DMatters shares the most recent updates from Hong Kong Design Centre, industry information and upcoming events. Each issue features exclusive design stories and interview content, bringing readers timely industry insights and emerging trends. Subscribe to DMatters at www.hkdesigncentre.org to stay connected with the ever-evolving world of design.

DMatters

Dmatters 定期發佈香港設計中心最新的消息、行內資訊及即將舉行的活動推介。每期精選收錄獨家設計故事和專訪內容，為讀者帶來及時的行業洞察和新興趨勢。歡迎透過 www.hkdesigncentre.org 訂閱 DMatters，與不斷演進的設計世界保持聯繫。



Design Digest 設計二三事

Publications 出版刊物



HKDC Annual Report 2023-2024

The 2023-24 edition of HKDC's Annual Report, 'Design Unbound: East Meets West', embarked on a transformative journey that celebrates the convergence of Eastern and Western design philosophies. With the objective of showcasing how design transcends cultural boundaries, each chapter presents HKDC's initiatives and achievements as captivating stories that resonate with diverse audiences. We invited creative leaders and emerging designers to share their insights and inspirational journeys, highlighting the rich cultural exchange that defines Hong Kong's unique position in the global design landscape. Through thought-provoking content and an engaging format, the Annual Report aims to inspire readers to envision a future where East meets West in perfect harmony, creating extraordinary value through design innovation.

《香港設計中心年報 2023-2024》

以「設計無疆界：東西文化融合」為主題的《香港設計中心 2023-24 年報》，展開了一場東西方設計理念融合的變革之旅。年報旨在展示設計如何超越文化界限，把中心的倡議和成就化作一篇篇與讀者產生共鳴的故事。我們邀請了創意領袖和新晉設計師分享他們的見解和激發靈感的過程，突顯香港在全球設計界中獨特的地位。透過豐富的內容和別樹一格的設計風格，為讀者呈獻一個融合中西文化的設計體驗。



Design for Asia: DFA Awards 2024

Discover the pinnacle of design brilliance with 'Design for Asia: DFA Awards 2024' – this curated book showcases the winners of this year's DFA Awards, the innovative and inspiring winning projects in the DFA Design for Asia Awards, as well as profiles of the young visionaries who have won this year's DFA Hong Kong Young Design Talent Award. Whether you're a passionate design enthusiast or a seasoned professional looking for inspiration, this publication is destined to be a gem in your collection.

《給亞洲設計 — DFA 設計獎 2024》

《給亞洲設計：DFA 設計獎 2024》精心收錄了 2024 年度傑出獎項得獎者的簡介，DFA 亞洲最具影響力設計獎的所有得獎項目，以及 DFA 香港青年設計才俊獎的得獎者介紹。無論你是設計愛好者還是尋求靈感的業內人士，這本刊物都將成為你的寶貴收藏。



Design CityWalk HK: A design lover's travel guide to Hong Kong

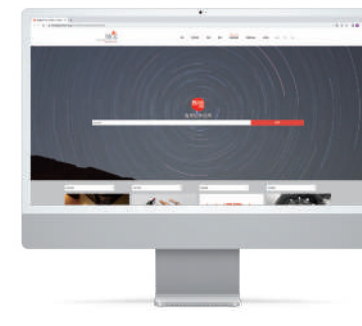
Hong Kong is a vibrant creative hub where traditional and modern design elements blend seamlessly around every corner. From cutting-edge architecture and stylish eateries to inspiring shops and thought-provoking galleries, this city offers an endless treasure trove of exceptional design. This guide curates 101 distinctive design destinations across Hong Kong, carefully selected to captivate design enthusiasts, travellers and locals alike. We envision this as your gateway to discovering Hong Kong's rich and diverse design landscape, inspiring you to explore all this remarkable city has to offer.

Design CityWalk HK: 設計愛好者的香港旅遊指南

香港作為創意文化中心，處處充滿生機和活力，無數設計景點正等待你仔細探索！從設計前衛的建築、格調十足的餐廳和咖啡店，到啟發人心的店鋪和畫廊，都令城市每個角落充斥靈感。在這本香港旅遊指南中，我們從全港各區精選了 101 個獨一無二、引人入勝的設計景點，分門別類向設計愛好者、遊客和本地居民逐一介紹。希望這本指南能為你打開設計大門，發掘更多香港的多元設計面貌。



Online Resource 網上資源



Hong Kong Design Directory

The Hong Kong Design Directory is a comprehensive platform that facilitates connections between businesses seeking design services, local design enterprises, and creative talents in various fields. The Design Directory is readily available on Hong Kong Design Centre's website. To explore and search the Directory, please visit www.hkdesigncentre.org.

香港設計指南

香港設計指南是一個網上資料庫和名錄，讓從事各類設計專業的公司和創意人才展示他們的履歷，同時也方便有需求的企業進行配對。要搜尋設計指南，請訪問香港設計中心網站：www.hkdesigncentre.org。



International Cultural Cooperation 國際文化交流



Business of Design Week – Italy Study Trip 2024

In October 2024, HKDC led delegations from Hong Kong to Italy. These visits were marked by active engagement with influential business and creative leaders, and the forging of connections with prominent enterprises, renowned global brands, and esteemed design institutions. Among the notable entities were AMDL CIRCLE, Buccellati, Brunello Cucinelli, Domus Academy, Luxottica, Molteni&C, Pininfarina, and Salone del Mobile Milano. These strategic visits laid the groundwork for exciting collaborations at two prominent flagship events in 2025: bodw+ Series and Business of Design Week.

設計營商周 — 意大利考察團 2024

香港設計中心於 2024 年 10 月率領香港代表團到訪意大利，與具影響力的商業及創意領袖交流想法，並與知名企業、國際品牌及備受推崇的設計機構加強聯繫，當中包括 AMDL CIRCLE、Buccellati、Brunello Cucinelli、Domus Academy、Luxottica、Molteni&C、Pininfarina 及米蘭國際家具展。相關考察為 2025 年的 bodw+ Series 及設計營商周兩項旗艦活動打好根基，部署一連串令人期待的合作項目。

Design Digest

設計二三事

Design Thinking & Innovation Consultancy
設計思維及社會創新項目諮詢



‘WELL · BEING’ in Public Housing

What is ‘well-being’? The concept of ‘well-being’ encompasses many elements. To bring this concept into sharper focus within the context of urban living in Hong Kong, the Well-being Design Action Group looked into the definitions and dimensions of well-being by the World Health Organization, as well as existing literature, and distilled them into eight distinct concepts which help to support design strategies for great design. These concepts are Health and Vitality, Urban Integration, Green Living and Sustainability, Age-Friendliness, Intergenerational and Inclusive Living, Family and Community Connection, Upward Mobility, Perception and Image.

To enhance the well-being of residents in Hong Kong’s public housing estates, The Housing Bureau has assembled a professional team, including architects, designers, scholars and researchers to gather real voices and needs of the public estates’ residents in the aspects of well-being through design thinking and participatory design approaches. HKDC is proud and honoured to take part in these projects as Design Thinking Advisor to shape the framework of the studies.

幸福公屋之旅

何謂「幸福感」？為了在香港都市生活的背景下，更清晰地界定這一概念，「幸福設計」行動小組參考了世界衛生組織有關幸福的定義及指標以及現有文獻，歸納出八大概念，包括活力健康、城市連結、綠色生活、樂齡安居、跨代共融、家社互聯、增值上流及地方形象。

房屋局為制定更理想的公共屋邨設計策略，與居民「共築幸福」，特意組織了一群跨界別的顧問團隊進行相關工作，園景設計師、傳意設計師、城市規劃師、城市研究學者、工程及管理專才、護理專業和社會工作者等，透過「設計思維」及「參與式設計」，蒐集公屋居民想法。香港設計中心很榮幸擔任以上項目的設計思維顧問，協助制定整個創新項目的框架。



WELL · BEING Estate Festival

The ‘WELL · BEING Estate Festival’, from 7 to 15 September 2024, aimed to promote the concepts from the Well-being Design Guide. The festival featured various events, including symposiums, workshops, and recreational and cultural activities across over 30 public housing estates in Hong Kong.

共築幸福 · 屋邨節

房屋局及香港房屋委員於 2024 年 9 月 7 至 15 日舉辦「共築幸福 · 屋邨節」，活動內容包括研討會和工作坊，以及在香港各區超過 30 個屋邨舉辦與幸福概念相關的康樂文娛活動，如單車文化導賞、幸福跑團、社區藝術創作、屋邨導賞、慶典晚會及其他以幸福概念為主題的活動。



Two Honours at the Design Awards

The Hong Kong Housing Authority has received two honours at the 2024 Greater Bay Area Urban Design Awards organised by the HK Institute of Urban Design, with support from five major GBA urban planning bodies.

Consultancy Study for Well-being of Public Housing in Hong Kong – ‘Well-being Design Guide’ won the Grand Award (Research & Publication). It’s the first of its kind to propose design guidelines focused on enhancing the well-being of residents in public housing. The Fanling Queen’s Hill Public Housing Project received a Nomination Award (Urban Framework) for its innovative design, green spaces, and commitment to sustainability and heritage conservation.

榮獲兩項設計大獎

香港房屋委員會於「2024 年大灣區城市設計大獎」榮獲兩項殊榮。其中憑《共築 · 幸福》研究報告榮獲「專業組別（研究與出版）大獎」。該報告首創香港公營房屋幸福設計指引，制定出切合香港實際需要的設計方案。另外，「粉嶺皇后山公營房屋發展項目」則獲頒「專業組別（實體落成專案——城市框架）提名獎」，以其創新的城市設計概念，為居民提供優美綠化空間及公共環境。

Community Engagement 凝聚社區

Expanding the design scene with collective effort

HKDC is dedicated to promoting design thinking and nurturing creative talent through partners in different industries and sectors of the community. This year, we supported 49 partners in promoting 63 design-and innovation-related programmes, contributing to our collective efforts to foster industry diversity and to drive Hong Kong's design ecosystem forward.

合力拓展設計領域

香港設計中心致力與不同行業及社會各界合作，推動設計思維的應用及培育創意人才。今年，我們全力支持 49 個來自不同界別的合作伙伴，合共推廣 63 個與設計及創新相關的活動和計劃，集眾人之力帶動業界走向多元發展，促進香港設計生態繁榮。



Building local and global connections

As the Government's strategic partner on design, HKDC welcomes interorganisational and intercultural exchange with stakeholders from around the world to advance our mission. In 2024–2025, HKDC hosted 13 high-level delegations from diverse sectors, including government officials, industry associations, educational institutions, and corporate leaders spanning countries or regions such as France, the United Kingdom, the Philippines, Shanghai, and Guangzhou. Beyond formal delegations, DX design hub welcomed over 2,000 participants through more than 30 guided tours since April 2024. Through these visits and collaborations, we gained a mutual understanding of industry directions and trends, laying the foundation for future cooperation in fostering local design ecologies.

建立本地及全球聯繫

作為政府推廣創新設計的策略伙伴，香港設計中心積極與來自世界各地的持份者進行跨界別、跨文化交流，進一步實踐使命。在 2024 年至 2025 年度，中心共接待了 13 個來自不同界別的高級代表團，包括政府官員、行業協會、教育機構及企業領袖，涵蓋法國、英國、菲律賓、上海、廣州等國家或地區。除正式代表團外，DX 設計館自 2024 年 4 月起透過超過 30 場導賞團接待逾 2,000 名參觀者。透過這些訪問和合作，我們互相交流業界的發展方向和趨勢，為未來合作奠定基礎，有助推動本地設計生態蓬勃發展。



Design advocacy and knowledge sharing

The Board of Directors and senior management of HKDC are often invited to take part in initiatives hosted by both design and non-design organisations, educational institutions, and professional associations. Joining as speakers, judges, and special guests, they leverage their extensive knowledge to drive home the importance of human-centred design to people across different sectors. They also advocate the importance of design during media interviews to inspire members of the public.

設計推廣與知識分享

香港設計中心董事會及管理層成員經常獲邀出席由設計及其他行業的機構，如教育機構和專業協會舉辦的各類活動，並以演講者、評委和嘉賓的身份，與社會各界分享設計的重要角色，及推廣人本設計的重要。此外，他們亦會在媒體採訪中宣揚設計的價值所在，為市民大眾帶來啟發。



HKDC Fans and Fellows Membership Programme

The new loyalty programme 'HKDC Fans and Fellows' is an upgraded version of the Friends of HKDC (FOHKDC) programme. HKDC Fans and Fellows unites those passionate about design and who believe in its transformative value. Open to organisations and individuals from all walks of life, the programme offers opportunities to build business networks, foster knowledge sharing, enhance industry support, and increase brand exposure.

Acknowledgement of Corporate Members
鳴謝公司會籍之會員



Acknowledgement of Patron Members
鳴謝永久贊助會籍之會員

Mr Fawaz Abid Bakhotmah
Architect & Designer
Culture-Based Innovation Network

Ms Denise Lau
劉思蔚女士
Chief Executive Officer, COLOURLIVING
COLOURLIVING 行政總裁

Prof. Eric Yim, JP
嚴志明教授
Chairman, 9H Limited
9H Limited 主席

Mr Hei Shing Chan
陳曦成先生
Founder, Hei Shing Book Design
曦成製本創辦人

Dr Edmund Lee
利德裕博士
General Manager &
Head of Group ESG Initiatives,
Gold Peak Technology Group Limited;
Former Executive Director,
Hong Kong Design Centre
金山工業 (集團) 有限公司總經理兼集團環境、
社會和管治主管；前香港設計中心行政總裁

Mr Leon K L Yoong
翁國樑先生
Techtronic Product Development Ltd
Vice president – Techtronic Design

HKDC Fans and Fellows 會員計劃

全新「HKDC Fans and Fellows」會員計劃是「HKDC 設計之友」的升級版本。HKDC Fans and Fellows 連繫熱愛設計並深信設計能創造價值的同路人。計劃面向不同界別的組織和人士，旨在提供構建商業網絡、促進知識共享、加強行業支援和提升品牌知名度的機會。



Ms Agnes Chiu
趙靄文女士
Lee Kum Kee Co Ltd
李錦記 (香港) 有限公司

Mr Lu Lam, Leslie
盧林先生

Dr Allan Zeman
盛智文博士
Chairman, Lan Kwai Fong Group
蘭桂坊集團主席

Ms Karen Chui
徐倩珩女士
General Manager,
Corporate Affairs,
Hong Kong Ferry (Holdings)
Company Limited
香港小輪 (集團) 有限公企業事務總經理

Mr Benson Pau
鮑潔鈞先生
Founder and CEO,
Wings Trading (HK) Co. Limited
飛騰行 (香港) 有限公司創辦人及行政總裁

International Alliances

國際聯盟

Promoting Design Through International Collaborations

As part of a worldwide network of design promotion organisations, Hong Kong Design Centre (HKDC) contributes to the global design dialogue and facilitates the regular sharing of news and updates to advance Hong Kong's position as one of Asia's leading design capitals.

International Council of Design (IcoD)
國際平面設計協會

**international
council of
design**
member
2025

The International Council of Design (ICoD) is a world body for professional design, representing 125 organisations in 53 countries. Founded as Icograda in 1963, it is a non-profit, non-partisan, member-based network of independent organisations and stakeholders working within the multidisciplinary scope of design. The Council actively works to promote the value of design practice, critique, education, research and policy.

國際平面設計協會 (ICoD) 是一個全球專業設計組織，代表 50 個國家及地區的 120 多個團體。在 1963 年成立之時，本會稱為 Icograda，多年來一直奉行非牟利、無派別的成員制，並由眾多從事設計專業的獨立機構及持份者組成網絡，積極推廣設計實踐、評論、教育、研究及政策的價值。

International Federation of Interior Architects / Designers (IFI)
國際室內建築師／設計師團體聯盟

IFI International Federation
of Interior Architects/Designers
2024 Promotional Member

A singular federation of national associations, design communities, experts and enthusiasts, IFI acts as the 'UN' for Interior Architecture / Design worldwide. IFI's purpose is to coalesce the international interiors community for ever higher design standards while addressing and incorporating topical issues and developments affecting society and culture today into tomorrow.

國際室內建築師／設計師團體聯盟是一個由國家協會、設計業界、專家及愛好者組成的單一聯盟，被視為室內建築與設計領域上的「聯合國」。本聯盟旨在凝聚國際室內設計界，以提升設計標準，同時致力解決影響當今社會及文化發展焦點議題，並將之與未來融合。

國際協作 推廣設計

作為國際設計組織網絡的成員之一，香港設計中心不時參與討論全球的熱門設計議題，促進本地與海外業界交流，突顯香港身為亞洲區內重要設計之都的地位。

World Design Organization (Wdo)®
國際工業設計協會

WDO WORLD
DESIGN —
ORGANIZATION

World Design Organization (WDO)® is a globally recognized non-governmental organization that aims to promote and advance the discipline of industrial design and its power to enhance economic, social, cultural and environmental quality of life. Founded in 1957, WDO services over 215 member organizations around the world, engaging thousands of individual designers through innovative programming and initiatives that champion 'design for a better world'.

國際工業設計協會 (WDO) 是一個全球認可的非政府組織，旨在推廣工業設計，促進經濟、社會、文化發展和改善生活環境。協會成立於 1957 年，全球有超過 215 個成員組織，吸引數千名設計師參與以「為更美好的世界而設計」為倡導的創新計劃。

Corporate Governance

企業管治

As a publicly funded organisation, HKDC has continuously strengthened its corporate governance and improved its workplace culture over the years to foster accountability, cooperation and collaboration.

HKDC strictly adheres to the Corporate Governance Manual and Standard Operating Procedures to ensure economical, efficient, and effective operations.

In addition to regular reviews of its operation, HKDC provides timely updates to staff to ensure that operational procedures comply with its own corporate governance principles.

HKDC has established an Audit Committee to oversee and monitor external and internal audit programs, along with compliance matters, to strengthen internal controls and enhance risk management. Concurrently, the internal audit function operates independently, reporting directly to the Audit Committee and offering recommendations to effectively identify and mitigate risks.

HKDC has also implemented a two-tier reporting system for managing potential conflicts of interest for its directors. Apart from self-reporting potential conflicts at board or committee meetings, directors are now also required to disclose their general interests, direct or indirect, pecuniary or otherwise, on appointment to HKDC's board.

香港設計中心作為一間獲公帑資助的機構，多年來一直致力加強企業管治及提升職場文化，以維持高度的問責性及內部的緊密協作。

香港設計中心嚴格遵循《企業管治手冊》和《標準操作程序》，以確保經濟、高效和有效的運營。

除了定期檢討日常運作，香港設計中心亦定期向員工發出更新通知，確保營運程序符合其企業管治原則。

香港設計中心設立審計委員會，負責監督和監察外部及內部審計，以及合規事宜，以加強內部控制和提升風險管理。而內部審計職能獨立運作，直接向審計委員會報告，並提供建議以有效識別和管理風險。

此外，香港設計中心亦實行兩層通報機制，以處理董事的潛在利益衝突。除了向董事會或委員會自行申報外，董事在獲委任加入香港設計中心董事會時，亦須披露所有直接或間接、金錢或非金錢的一般利益。

Our Accounts
帳目

	Non-government Funding 非政府資金	Fund from Cultural and Creative Industries Development Agency (CCIDA) 文創產業發展處資金	Other Government Funding 其他政府資金	Total 總計
Income 收入	HK\$'000 港幣千元	HK\$'000 港幣千元	HK\$'000 港幣千元	HK\$'000 港幣千元
Government Grant 政府資助		142,896	3,832	146,728
Project Income 項目收入	400	5,006		5,406
Sponsorship 贊助	57	15,327		15,384
Other Income 其他收入		1,421		1,421
	457	164,650	3,832	168,939
Expenditures 支出	HK\$'000 港幣千元	HK\$'000 港幣千元	HK\$'000 港幣千元	HK\$'000 港幣千元
Project Expenses 項目支出	1,278	93,810	2,336	97,424
Payroll & Related Cost 薪資及相關支出	285	40,923	1,464	42,672
Overhead & Administration 一般營運及行政費用	53	29,917	32	30,002
	1,616	164,650	3,832	170,098
Net Surplus 淨盈餘	-1,159			-1,159

Income and Expenditure Statement for
the year ended 31 March 2025
截至 2025 年 3 月 31 日止財政年度
收支結算表

Board of Directors Meeting Attendance
董事會會議出席次數

Meeting Attendance / Total Number of Meetings 會議出席次數／會議數目	Board of Directors 董事會	Finance and Administration Committee 財務及行政委員會	Programme Committee 計劃委員會	Development Committee 發展委員會	Audit Committee 審核委員會
Eric Yim 嚴志明	• • • • •		• • •		• •
Viveca Chan 陳一枋	• • • • •	• • • • •	• • •	• • • • •	
Steve Leung 梁志天	• • • • •		• • •	• • • • •	
Patrick Bruce	• • • • •	• • • • •			• •
Bonnie Chan 陳德姿	• • • • •			• • • • •	
Alan Cheung 張益麟	• • • • •	• • • • •			
Donald Choi 蔡宏興	• • • • •	• • • • •		• • • • •	
Joanne Chow 周凱瑜	• • • • •	• • • • •			• •
Eddie Hui 許夏林	• • • • •		• • •		
James Law 羅發禮	• • • • •		• • •	• • • • •	
Kun-Pyo Lee 李健杓	• • • • •		• • •		
Tommy Li 李永銓	• • • • •		• • •		
Stephen Liang 梁國浩	• • • • •		• • •		
David Lo 盧永強	• • • • •			• • • • •	
Joseph Lo 勞建青	• • • • •				• •
Victor Lo 羅仲榮	• • • • •		• • •		
Sunny Tan 陳祖恆	• • • • •		• • •		
Karr Yip 葉懷翰	• • • • •			• • • • •	
Commissioner for Cultural and Creative Industries 文創產業專員	• • • • •	• • • • •	• • •	• • • • •	• •
Representative Appointed By Hong Kong Federation of Design and Creative Industries 香港設計及創意產業總會代表	• • • • •			• • • • •	
Representative Appointed By Hong Kong Fashion Designers Association 香港時裝設計師協會代表	• • • • •		• • •		
Representative Appointed By The Chartered Society of Designers (Hong Kong) 英國特許設計師協會 (香港) 代表	• • • • •			• • • • •	
Representative Appointed By Hong Kong Designers Association 香港設計師協會代表	• • • • •		• • •		
Representative Appointed By Hong Kong Interior Design Association 香港室內設計師協會代表	• • • • •		• • •		

(1/4/2024 – 31/3/2025)

Hong Kong Design Centre acknowledges with gratitude the Cultural and Creative Industries Development Agency (CCIDA) as the Lead Sponsor. Their steadfast support enables us to cultivate a vibrant design ecosystem through diversified programmes.

香港設計中心衷心感謝文創產業發展處全力資助。他們的支持使我們能透過多元化的設計賞析及推廣項目，培育一個充滿活力的設計生態系統。

Lead Sponsor
主要贊助機構



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文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China



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