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Hong Kong

For Immediate Release

Hong Kong Design Centre's BODW In the City 2025 Concludes with Resounding Success Over 30 Public Events Engaged Communities and Partners through Design

'Ferrari Art Car Painting' drew over 11,000 visits, with 80% of tourists



'Hong Kong Design Centre & Asian One: Ferrari Art Car Painting' was held in mid-January at K11 MUSEA, attracting over 11,000 visitors, with more than 80% being tourists showing support.

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Hong Kong, 27 February 2026 – Supported by the **Cultural and Creative Industries Development Agency (CCIDA)** as lead sponsor, **Hong Kong Design Centre** collaborated with both international and local design units, as well as renowned partners, to present the flagship programme BODW In the City 2025 (the Programme). Successfully concluded in January, the Programme attracted more than 100,000 visitors. One of its flagship events, 'Hong Kong Design Centre & Asian One: Ferrari Art Car Painting', received an overwhelming response, drawing 11,000 visits with over 80% of whom were tourists.

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BODW In the City 2025 collaborated with the **Italian Consulate General in Hong Kong and Macau as 'Partner Country'**, and Sino Group as 'Motion City Partner'. The initiative brought together local and global design masters such as Ron Arad, Andrea Bonaceto and Marco Szeto, along with over 80 partners from various sectors including real estate, retail, and food and beverage. Together, the Programme provided local residents and tourists with more than 30 diverse activities, including themed tram experiences, exhibitions, guided tours, themed talks, and workshops. The Programme built a platform for the public to understand international and local design landscapes while injecting new vitality into the city.

CurioCity: Connecting the Whole City Through Curiosity

Held across multiple districts in Hong Kong, particularly Sheung Wan, Central, Admiralty, Wan Chai and Tsim Sha Tsui, BODW In the City 2025 organised over 30 activities, featuring nine major flagship events that spanned diverse design fields:

- **'Tram Tour: Cinematic Hues in the City'**, co-organised with Hong Kong Tramways, this highlight guided participants through the cinematic world aboard a specially decorated tram designed by HIR Studio, immersing them in the unique visual language and rhythm of Hong Kong captured in films.
- A series of design exhibitions, brand activities, guided tours, and culinary explorations titled **'Good Taste, Tastes Good'** in collaboration with local and Italian partners, invited the public to savour the exquisite craftsmanship of Italian artisans within the context of Hong Kong's urban architecture.
- Working with the Programme's 'Motion City Partner', Sino Group, **'Untitled'** showcased digital art of Italian artist Andrea Bonaceto at the Tsim Sha Tsui Centre and Empire Centre, enriching the city with a vibrant artistic atmosphere.
- **'Hong Kong Design Centre & Asian One: Ferrari Art Car Painting'** – Culminating in a live demonstration by Hong Kong artist Marco Szeto at the outdoor plaza of K11 MUSEA, this event infused the essence of both Hong Kong and Italy into the hood of a Ferrari. It drew over 11,000 visits – local residents and tourists alike – bringing BODW In the City 2025 to a memorable conclusion.

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(Top left) Co-organised with Hong Kong Tramways, 'Tram Tour: Cinematic Hues in the City' allowed participants to traverse the cinematic world through a tram-guided tour;

(Top right) 'Good Taste, Tastes Good' exhibition showcased the works of design elites from both Italy and Hong Kong, attracting a hip and artistic audience;

(Bottom left) In collaboration with the 'Dynamic City Partner,' Sino Group, Italian artist Andrea Bonaceto's 'Untitled' illuminated Victoria Harbour;

(Bottom right) Hong Kong Marco Szeto painted live on the hood of a Ferrari at the outdoor plaza of K11 MUSEA.

The Programme attracted over 100,000 visits. During this period, BODW In the City's social media platforms hosted multiple rounds of interactive games, engaging the public in an accessible way to gain a deeper understanding of design within the vibrant urban context of Hong Kong, stimulating discussion and exploration.

Upcoming: Video Series 'Hong Kong Design Story'

In conclusion of the BODW In the City 2025, a series of 'Hong Kong Design Story' videos will be released to continue the design atmosphere and build anticipation for the upcoming year's programme. Through captivating interviews with visionary founders and esteemed executives of Hong Kong's brands, inspiring narratives will be unveiled from a design perspective. Highlights include the

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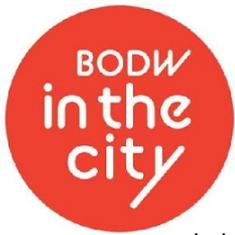


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remarkable transformation and reinvention of ESPRIT, the intricate relationship between product design and a century of urban development at Towngas, and Innotier's pioneering journey in environmental-friendly textile technology.

Hong Kong, positioned at the crossroads of Chinese and Western cultures, has established design as a cornerstone of its identity. Through BODW In the City, Hong Kong Design Centre is committed to bridging diverse business sectors with local design talent, leaving a lasting impression on both residents and tourists through a range of events. Stay tuned for the upcoming 'Hong Kong Design Story' series and the latest updates on 2026 via the BODW In the City official website and social media platforms.

BODW In the City website: www.bodwinthecity.com Facebook: [@bodwcityprogramme](https://www.facebook.com/bodwcityprogramme) Instagram: [@bodwinthecity](https://www.instagram.com/bodwinthecity)

LinkedIn: [@Hong Kong Design Centre / 香港設計中心](https://www.linkedin.com/company/hong-kong-design-centre/) X: [Hong Kong Design Centre](https://twitter.com/HongKongDesignCentre)

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Brand partners join forces with HKDC include:

Motion City Partner		
Sino Group		
Partners		
AIA Hong Kong	Amalgam	Andante
Andrea Bonaceto	Ascot Chang	Asian One
atelier Bernard Chang	Atelier Pacific	B.S.C. COLOURLIVING Limited
B&B Italia	Ben Brown Fine Arts Hong Kong	
Central Market	City University of Hong Kong	CulinArt 1862
Czech Consulate	DNA Architects	DOX by Qubus
Dunhill	EKO	ENOTECA
ESPRIT	Essilor Luxottica	Ferrari Owners Club
G.O.D	Global ESG Leadership Organization	GSA Limited
HIR Studio	Hong Kong Denim Festival	Hong Kong Design Institute
Hong Kong Institute of Urban Design	Hong Kong Tramways Limited	INNOTIER
Institute for Sustainable Urbanization	Jason Ho	K11 MUSEA
KC100 Art Space	Kheiron	Kitchen Infinity Holdings Limited
LALA CURIO	Lee Moran	Lee Tung Avenue
Lens Crafters	Metro South	Mia Cucina
Minotti Hong Kong by Andante	Moleskine	Molteni&C
Moroso s.p.a	Moving Drawing	Novalis Art Design
NUOVO	Oliver Peoples	Packy Lai
PMQ	Preciosa Lighting	Ray-Ban
SOFE COFFEE	Sunglass Hut	Tai Ping Carpet
Tom Lee Music	Towngas	Tram Plus Limited
Tu By Tu	UDP International	Urban Land Institute
Urbanism\Architecture Bi-City Biennale	Venchi	Visionnaire
Vivienne Tam	Walk in Hong Kong	Wyndham Social

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About BODW In the City

BODW In the City, an exciting citywide design initiative organised by the Hong Kong Design Centre with the Cultural and Creative Industries Development Agency as the lead sponsor, aims to amplify the impact of Business of Design Week (BODW) in the city; to engage tourists and the public while activating Brand and Venue Partners.

Running from November 2025 to January 2026, this vibrant event showcases Hong Kong's commitment to design excellence and creativity in a way that contributes to the local economy. Last year's theme, 'CurioCity', aligns with BODW's overarching theme of 'Curiosity,' sparking a curious perspective among the public.

With over 30 events organised by various organisations, businesses, and cultural venues, this initiative transforms Hong Kong's design destinations into dynamic spaces filled with installations, programmes, exhibitions, workshops, performances, etc. By seamlessly blending cultural and commercial elements, BODW In the City invites everyone to experience how design enhances everyday life and business operations.

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

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

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

To achieve our goals, we:

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

Follow us on:

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About Consulate General of Italy in Hong Kong and Macao (conshongkong.esteri.it)

The Consulate General of Italy in Hong Kong and Macao represents Italy and the Italian Government in the two Special Administrative Regions of Hong Kong and Macao. The activity of the Consulate General focuses on consular services provided to the Italian nationals formally resident in Hong Kong or in Macao as well as to the local and international community (mainly for visa services). The Consulate General of Italy in Hong Kong and Macao contribute to the implementation of the initiatives to promote

Italy in Hong Kong and Macao, especially cultural activities, together with the Italian Cultural Institute, and business and trade promotion together with the Italian Trade Commission. From 1st of September 2022, the Consul General of Italy in Hong Kong and Macao is Mr. Carmelo Ficarra. More information on the Consulate General of Italy in Hong Kong and Macao and its activities are available on the website <https://conshongkong.esteri.it/it/> and on social profiles IG (@italyinhongkong), X (@italyinhongkong) and FB (@italyinhongkong).

About Cultural and Creative Industries Development Agency

The Cultural and Creative Industries Development Agency (CCIDA), formerly known as Create Hong Kong (CreateHK) since 2009, was established in June 2024. CCIDA is a dedicated office under the

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Culture, Sports and Tourism Bureau of the Government of the Hong Kong Special Administrative Region (HKSAR Government) to provide one-stop services and support to the cultural and creative sectors with a mission to foster a conducive environment in Hong Kong to facilitate development of the arts, culture and creative sectors as industries. CCIDA’s strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and multi-disciplinary collaboration, promoting industrialisation of the arts, culture and creative sectors under the industry-oriented principle, and fostering a creative atmosphere in the community, thereby reinforcing Hong Kong as Asia’s creative capital and our positioning as the East-meets-West centre for international cultural exchange.

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