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HKDC
Annual Report
香港设计中心年报
2024-25



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2024
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Graphic Multi-disciplinary User Experience Fashion Industrial Product Interior Lighting Communication Interaction Ecological Architecture Service Web Landscape Architecture Urban User Interface Editorial Illustration Advertising Book Typography Print Environmental Packaging

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HKDC Annual Report
香港设计中心年报
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.

关于香港设计中心

香港设计中心作为香港特别行政区政府的策略伙伴，我们充分发挥香港作为中外文化艺术交流中心的优势，从设计中创造价值。

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

为了实现目标，我们：

- 培养设计的创意文化
- 为各方持份者提供拓展商机的平台，释放设计潜能
- 推动各个设计领域的卓越发展

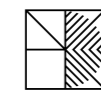
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HONG KONG FEDERATION OF
DESIGN AND CREATIVE INDUSTRIES
香港設計及創意產業總會



CHARTERED
SOCIETY OF
DESIGNERS



HKDA
香港設計協會



HONG KONG INNOVATION ASSOCIATION



HONG KONG
FASHION
DESIGNERS
ASSOCIATION

hkdesigncentre.org

Design Journey Begins Here

- Vision** Establish Hong Kong as an international centre of design excellence in Asia
- 目标** 推动香港成为亚洲区内享誉国际的设计之都
- Mission** Promote wider and strategic use of design and design thinking to create business value and improve societal well-being
- 使命** 推动社会更广泛和具策略性地运用设计及设计思维，为业界创造价值及改善社会福祉



The Steps, DX design hub
展台 · DX设计馆

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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

主席的话

自获委任为香港设计中心(下称「中心」)主席,时光荏苒。转眼间,九年的任期将于今年结束。回首与中心全人并肩走过的岁月,心中百感交集,既满怀感恩,亦深感不舍。在这段丰盛而充实的旅程中,我见证中心由早期以凝聚业界为主的机构,蜕变为现时连系社会、推动香港设计界发展的重要引擎,印证设计的力量无远弗届,无论是产品、服务、商业模式甚至政策制定,无不深刻塑造本地社会面貌。

过去九年,因应社会环境转变,中心的角色亦与时俱进。我们由最初专注于行业推广,逐步拓展至探索设计在不同范畴的应用潜力。作为建筑师及企业家,我的身分与中心互相影响,亦因此对「设计」产生了独特的体会,促使我们确立更清晰的愿景:让设计融入公众生活,令大家更容易接触和参与设计的创造过程。

在我的任期间,中心策划的多个项目都成功将设计思维带入社区,其中「Unleash! 设计思维·无限可能」和「设计光谱」令我印象特别深刻,这两个活动不仅展示设计如何为日常生活增添色彩,亦为大众建构参与设计的框架。

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.

「我寄语香港年轻设计师,要虚心向资深前辈学习,培养自信和好奇心,勇于迎接挑战。」

「设计光谱」自2019年进驻湾仔茂萝街7号起,全天候举办不同的展览与活动,将设计与日常生活连结,并深入社区,激发大众的创意共鸣。「设计光谱」以各种精彩活动引起市民对设计的兴趣,鼓励大家参与讨论,一起认识设计如何在我们身边发挥影响力。「设计光谱」不单是表彰成果的平台,亦是DX设计馆的设计博物馆以及其他展览与协作空间的蓝本。项目著重社区参与及人际关系,鼓励公众与设计及彼此交流,透过分享经验,在香港这个繁嚣都市中营造归属感及相互了解。

另一项重要的计划是「Unleash!」。这项为期两年的公众推广计划,对本地各界就设计思维的理解及实际应用带来重要影响。计划邀请来自设计、商界和社区的嘉宾,在新城电台制作39集访谈节目,讨论如何实践设计思维。节目探讨了设计思维的多面性,剖析它在现实生活中如何促进创新及解决难题。嘉宾在节目中分享的真知灼见亦结集成书,让这些成功案例和实际应用,成为设计从业员和有志入行人士的重要参考指南,对推动香港设计思维发展贡献良多。

除此之外,中心亦有参与其他聚焦社区的项目包括「设计营商周城区活动」、「#ddHK 设计#香港地」等,邀请社会大众就设计难题一起寻找对策,藉此宣扬设计思维对社会议题的解难能力。新冠肺炎期间进行的「东澳古道活化」研究项目令我感触良多,除了带出

古道保育的意义,更重要是在疫情肆虐时为市民提供重返户外空间的机会,有助洗涤身心,并发挥凝聚社区的力量。而「请厕教:香港公厕再发现」公众谘询项目亦反映了设计思维如何应用于日常生活及改善公共设施,透过公开对话了解使用者的体验和需求,从而找出容易遭忽视的问题,合力研究对策。

“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 #ddHK 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.

以上各种项目充分印证设计思维如何有效解决社会问题、促进社区参与及推动创新，并体现中心的经营理念：设计并非只是一门专业，亦是造福社会的强大工具。展望未来，我们将继续发挥设计思维，保持灵活变通以适应复杂多变的都市环境。

DX 设计馆于 2024 年 12 月正式对外开放，为中心的发展历程树立重要里程碑。我们为此举办了盛大的庆祝暨介绍会，汇聚接近 800 名来自香港、内地及世界各地的设计爱好者共襄盛举。DX 设计馆的「D」代表设计的多学科内涵 (disciplines)，「X」则象征倍增 (multiply)、联乘 (crossover)、实验 (experiment) 与体验 (experience)。这个专属空间不仅是展示设计成果的平台，更是促进跨界合作与创意交流的核心枢纽。本地设计师可透过这个开放平台与海内外同业交流切磋，启发创意，充分发挥香港「引进来、走出去」的桥梁作用。投入运作短短三个月，「DX 设计馆」已举办连串精彩活动，包括首次亮相的「PechaKucha」创意交流之夜，汇聚各行各业创意人才，以 20 秒 x 20 幅图象的形式分享故事，激发设计的无限可能。

中心的旗舰盛事「设计营商周」同样成就斐然。作为亚洲设计界首屈一指的年度盛会，我们很荣幸邀请到意大利成为伙伴国家，并以「好奇心」作为今年活动的主题。承蒙意大利驻港总领事馆鼎力支持，本人深信这次第三度携手合作，定能进一步升华双方的全球影响力，为业界带来更多精辟洞见和创新思维。

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 x 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

「唯有不断叩问探索，方能驱动社会进步，创造新价值。」

好奇心与创新精神是设计师的基因，我寄语香港年轻设计师，要虚心向资深前辈学习，培养自信和好奇心，勇于迎接挑战。唯有不断叩问探索，方能驱动社会进步，创造新价值。

最后，我藉此机会衷心感谢香港特区政府、董事会、赞助机构及合作伙伴的鼎力支持，以及中心团队的热诚投入与无私奉献。全赖各位不懈努力，中心才能屡创佳绩，缔造辉煌成果。我深信，新任管理层定能传承这份初心，把握机遇，并继续积极配合政府《文艺创意产业发展蓝图》的宏大愿景，带领中心承先启后，迈向璀璨未来，继续以设计之力启迪社会，造福人群。

严志明教授，MH，JP
香港设计中心主席

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.



主席的话

自 2011/12 年度加入香港设计中心 (HKDC) 董事会，我见证了中心推动香港以至全球设计与创意产业发展所作的不懈努力，更荣幸于 2025 年 4 月 11 日接任主席一职，肩负推广香港设计文化的使命。

作为政府推广设计及文创产业的重要策略伙伴，我们一直积极配合政府《施政报告》及《文艺创意产业发展蓝图》的政策与倡议，以巩固香港作为「亚洲创意之都」的地位。我们十分感谢文创产业发展处 (CCIDA) 的长期支持，为中心的发展提供坚实后盾，助力我们透过 DX 设计馆及多个旗舰项目，为业界搭建跨领域交流平台，促进中外文化艺术交流，推动本地设计走向全球。

联系业界，促进跨界协作一直是我们的重点工作。我们致力联系来自不同领域的持份者，担当桥梁角色，拓展合作及洽商机会，特别是协助设计及创意产业的中小企及年轻设计师，提升其品牌实力，助他们开拓本地、内地，以至国际市场，使香港设计中心不仅是展示设计成果的地方，更是让设计师、企业与公众的聚首一堂的交流平台，共同促进资源共享与创意碰撞，激发跨界协作，推动产业创新。

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)

我们深信人才是创意产业的核心。我们会不断优化旗下项目的内容，透过与业界、学界及社区的紧密合作，发掘并培育具潜质的设计人才，协助他们走出香港，迈向内地及国际舞台。随著 DX 设计馆的落成，我们将透过丰富多元的展览、工作坊及交流活动，弘扬设计思维及创意文化，让公众更深入理解设计的价值。

在此，我要衷心感谢前主席严志明教授多年来的卓越领导，以其远见卓识，带领中心实现创新突破，为香港设计界开拓新局面。展望未来，我将与董事会成员及中心团队并肩前行，推动中心迈向新里程，培育创意沃土，激发设计的无限潜能，继续推动香港创意产业蓬勃发展。

劳建青先生，MH
香港设计中心主席
(于 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.



行政总裁的话

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

设计的力量，无远弗届。我们透过举办 DFA 设计奖、Fashion Asia Hong Kong 时尚未来论坛，以及亚洲十大焦点设计师等重点项目，表扬卓越的创意人才及其具社会影响力的作品。我们亦致力培育本地新晋设计师，透过推行时装创业培育计划 (FIP) 及设计创业培育计划 (DIP) 等项目，提供全方位支援，包括师友辅导、产学合作及跨界伙伴关系，协助设计为本的中小企业成为富创业精神和跨领域思维的未来设计领袖。

2024 年是中心踏入新里程的一年，我们座落于深水埗——一个蕴藏深厚历史文化的地区——的全新创意地标 DX 设计馆正式对外开放，为市民带来耳目一新的体验活动，激发创意灵感。对我而言，为访客提供卓越的体验尤其重要，凭藉我在奢华酒店业的背景，我深信服务品质、说好故事，以及以人为本的体验是成功的关键。我将积极把这些理念融入中心的各项计划，透过加入感官设计、情感连结及精心策展等元素，为活动增添层次与深度。DX 设计馆将于 2025 年 12 月举办一连串精彩活动，推广多元文化，吸引本地业界、大湾区、以至全球设计相关产业人士参与。这些活动正好体现我们「引进来、走出去」的策略，在促进商机的同时，亦配合政府在《文艺创意产业发展蓝图》中提出的方向，共同推动设计生态圈的蓬勃发展。

我怀著感激之心，期望社会各界同心协力，将设计的力量发扬光大，以创新精神连结世界，使香港不仅是国际金融中心，更成为一个孕育、实践和弘扬创新意念的创意之都。

陈娜嘉女士
香港设计中心行政总裁

自去年 2 月出任香港设计中心（下称「中心」）行政总裁以来，我深深为中心过去二十多年所奠定的坚实基础所感动。多年来，中心有赖业界的信任和支持，建立多元平台，成功将香港的卓越设计推向国际舞台。我十分期待与这支充满活力和热诚的团队合作，是他们的付出和努力，驱使我们不断前行。领导香港设计中心不单是引领一个机构，更要积极提倡设计的价值，推动创新、促进商界协作、支援产业发展，藉此建构一个更美好的社会。

在香港特区政府及董事会的大力支持下，我们在 2024 年取得丰硕的成果。我们的旗舰项目「设计营商周」(Business of Design Week 或 BODW) 自 2002 年创办以来已与 13 个国家及城市建立合作伙伴关系，为来自世界各地的创意和商业人才提供一个高效合作和交流的重要平台。去年，我们荣幸邀请到法国成为伙伴国家，一同向本地和海外的观众展示法国独有的艺术魅力及创新精神，进一步巩固香港作为中外文化艺术交流中心的地位。同时，我们很高兴地宣布意大利已落实成为 2025 年 BODW 的伙伴国家，相信大家和我一样，都热切期待这场跨文化盛宴将为我们带来怎样的创新意念和设计智慧。

在主场馆以外，我们的全城活动「BODW In the City」亦深入香港多个地区，为市民带来超过 80 项跨界活动，包括展览、工作坊、放映会及现场体验，让整个城市瞬间洋溢著热炽的设计氛围。活动汇聚一众本地和海外设计精英，让香港市民和旅客在意想不到的地方亲身感受到设计的魅力。

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

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 设计馆——位于 深水埗的设计新地标

新地标，新里程

我们的愿景，是透过一个实体空间讲述香港源远流长的设计故事，把深水埗这个新旧文化交汇点定位为成亚洲的设计目的地，成为中西荟萃的创意枢纽。

2024年12月4日，位于通州街280号的DX设计馆正式对外开放，这座人才荟萃、创意绽放的新地标，象征著香港设计界迈向新里程。香港设计中心主席严志明教授分享设计理念时说：「DX设计馆中的『D』代表设计（design）及多元化学科（diversified disciplines），而『X』则象徵倍增（multiply）与联乘（crossover）——将设计的力量在整个社会中放大。」有赖市区重建局兴建，以及文创产业发展处制定策略、协调、监督和作为主要赞助，这座充满创意和设计意念的DX设计馆得以落成。

Creative Anchor Broaden Design Vision

面向公众的 DX 设计馆扎根于深水埗，不仅延续这区作为服装、纺织批发与零售重镇的历史脉络，更以活化在地文化与促进创意经济为使命，塑造明日的的设计愿景。一方面透过社区设计项目凝聚本地活力，重现传统街区魅力，转化为带动本土经济的文旅热点；同时作为培育设计新血的摇篮，透过系统化的商业培训及师友指导，协助年轻设计师掌握专业技能、拓展业界人脉，逐步成长为能够独当一面的创意人才，全方位推动香港设计生态的发展。

凭藉香港中西荟萃的独特优势，DX 设计馆以设计为媒介搭建跨文化桥梁，串联本地、内地与国际设计师的对话平台，跨越领域、地域与世代的界限，培育蓬勃的设计生态系统，以设计力量驱动产业转型、社区活化与社会的未来发展。

创意枢纽 开拓设计视野

1 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.



- ① 'Design Pulse Asia' exhibition at The Design Museum 在设计博物馆展出的「亚洲设计脉冲」展览
- ② 'Walk with Master' programme explores creative and design spaces in Sham Shui Po 「建筑大师堂」活动走访深水埗的艺文及设计空间
- ③ Distinguished guests group photo at DX design hub launching ceremony 一众嘉宾在 DX 设计馆启动仪式上合影留念
- ④ Prof. Eric Yim, Chairman of HKDC, delivers opening remarks at 'Precious Matter' exhibition 香港设计中心主席严志明教授在博物馆「Precious Matter」展览开幕致词

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



建构设计生态圈
创造协同效应

- ① Hong Kong Design Centre's new landmark 'DX design hub' holds launching party
香港设计中心新地标 DX 设计馆庆祝暨介绍会
- ② Visitors draw inspiration at The Barn
访客在物料馆中汲取灵感
- ③ 'The Takeoff of the Low-Altitude Economy: Drones Shaping the Future' at The Square
在前馆举行的「低空经济的起飞：无人机引领未来生活变革」展览

DX 设计馆的落成成为香港设计界写下历史新一页，标志著香港设计中心会继续致力推动香港设计生态发展，引领本地人才走出国际。中心致力建立一个与各界连结的活跃设计生态，在连接创意与商业方面发挥主导作用。这个设计生态网络由超过 15 个机构组成，涵盖建筑、时装、产品设计等领域，凝聚来自大湾区和全球各地的创意人才，推动跨文化和跨国界的合作。透过庞大的网络，设计师得以扩建人脉连系，为其业务带来更多机会。



Spanning Five Levels Explore Multi-dimensional Design Spaces

1

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.



2



4

樓高五層 探索多重設計空間

- 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
一樓体验馆



3

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.

设于 DX 设计馆二楼的设计博物馆，为访客带来一场引人入胜的设计探索之旅，透过融合设计故事与创新理念的主题展览，将香港设计为社会带来的价值与影响呈现眼前。别馆是常设展览「香港设计生态」的所在地，带领访客回顾从六十年代到今天的香港设计演变进程，探索本地设计师如何塑造香港的独特文化面貌，并持续推动设计领域的创新与发展。

二楼的另一个亮点是展台，高达九米的空间可容纳多达 200 人，场内的灵活配置为不同类型活动包括会议、讲座和时装秀等提供多功能的交流场所。香港设计中心副主席梁志天介绍展台时说：「站在这里，凝视西九龙走廊，你能感受到香港作为东西方桥梁的独特地位。」为向一众对推动设计发展有卓越贡献的杰出人士致敬，二楼设有名人堂，展示荣获 DFA 亚洲设计终身成就奖、DFA 设计领袖奖、DFA 世界杰出华人设计师，及 DFA 年度设计师的得主。



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
二楼设计名人堂
- ⑥ The Steps at 2/F
二楼展台
- ⑦ The Lounge at 3/F
三楼汇馆
- ⑧ The Design Museum at 2/F
二楼设计博物馆
- ⑨ The Barn
物料馆



为促进业内人士交流想法，积极发挥协同效应，DX 设计馆的三楼提供多功能共享工作空间，致力为业界建构一个专业且具创意的生态系统，为设计产业注入新动能、开创崭新机遇。汇馆是一个综合资源中心，集结收藏专门设计书籍的图书馆及共享工作空间，为设计师营造启发创意、促进交流的理想环境。同样位于三楼的物料馆，是大中华区首个与法国 materiO' 合作打造的物料展示空间，透过展示多种创新物料，激发设计师的创意灵感。时尚焦点聚焦介绍一系列时尚界具代表性人物，展示他们的独特视角和创作理念，让观众更深入理解每件作品的意义，引发更广泛的文化交流与对话。



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设计馆于12月4日起向公众开放，一系列设计相关的展览与活动，亦随即展开，体现DX设计馆的各个重点领域。

「大湾区创意双周」于2024年12月3日至16日期间举行，为期两周的活动包括展览、产品展示、时装表演、设计商务配对活动，彰显香港的设计实力，并促进粤港澳大湾区各城市之间的合作。活动以「What's NE(X)T」为主题，引导大家思考未来，并透过三大支柱展现设计的力量：体验(Xperience)、发掘(Xplore)和交流(Xchange)。参与者可在DX设计馆的三个沉浸式空间亲身感受这三大设计力量：体验长廊设有创新装置，提供感官体验；共创共享促进设计师合作炮制新意念；交流专区连系创意人才，加深合作关系。



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.

设计与时尚并重 展览尽显创意

- ① Japanese artist Takuma Fujisaki at fashion collaboration exhibition at The Fashion-Pop
日本艺术家藤崎琢磨亮相于在快闪馆展出的时装合作展览
- ② Showcase at GBA Creative Fortnight
「大湾区创意双周」展示
- ③ 'Hong Kong Design Ecology' permanent exhibition at The Annex
在别馆展出的「香港设计生态」常设展览

另一个重点活动是藤崎琢磨的「Mogols: 香港时装联乘」，于2024年12月7日至2025年3月6日期间举行，联乘展览融合本地创新时装与日本流行文化的精华，展出享誉盛名的日本流行文化艺术家藤崎琢磨深受各界喜爱的Mogol角色，让它们穿上香港时装界新星的作品，跨文化的碰撞令观众目不暇给。参加展览的12位设计师来自香港设计中心时装创业培育计划和设计创业培育计划，他们透过限量订制的收藏版手办以及150厘米高的艺术摆设展示时装创作，每件作品都尽显他们的创意才华和精湛工艺，演绎独特的文化和故事。

「变形记」和「香港设计生态」亦在2024年12月4日当天隆重推出。「香港设计生态」为常设展览，以时间轴叙事的形式带领观众穿越香港设计行业的辉煌历程，从1960年代「亚洲四小龙」经济起飞时期开始，见证纺织、玩具、钟表等制造业如何孕育出融合东西文化精髓的「港式设计」风格。展览重现香港设计史上的关键里程碑：1964年香港工业专门学院（现香港理工大学）设计学院成立、1972年香港设计师协会创立、1975年首届设计与广告作品展登场，直至1995年「设计与香港：立场及建议书」宣言推动经济转型，促成香港设计中心的诞生。透过展览，观众能领略香港设计从工业代工到自主创新、从本土扎根到走向国际的完整进化史。而2024年DX设计馆的启用，亦标志着香港设计发展迎来关键转折点，这座集设计交流中心与公众体验空间于一身的设计新地标，将继续编写香港设计的下一章。

'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.



「变形记」是一座横跨三层楼高的巨型纸艺变色龙装置，运用光雕投影技术，让其外观不断蜕变展现深水埗和本地设计师的多元故事。装置以变色龙的适应力为隐喻，巧妙象征香港设计师与深水埗社区共有的灵活韧性。就如变色龙随环境转换色彩，深水埗由昔日布业集散地转型为文创区，而在地设计师们以创意应对时代变迁，将传统工艺转化为当代设计语言。装置表面持续流动的投影，交替呈现深水埗丰富的历史拼图。

体验馆展出的「汇」以 360 度环景空间，透过沉浸式投影科技诠释香港和亚洲丰富的设计传承。展览以「旧迎新」、「东遇西」和「传承塑未来」三大核心主轴构筑观展体验，呈现本地标志建筑、时装、香港经典霓虹招牌等设计，打造时空穿梭的设计廊道，引领观众穿越过去、现在和未来的多维度设计之旅。这种融合科技与人文的感官体验展现了香港作为东西方文化交汇点的独特地位，并持续担任连结传统与未来的设计枢纽角色。

为期半年的「亚洲设计脉搏」展览，以「DFA 亚洲最具影响力设计奖」为策展主轴，精选历届获奖作品，展现对亚洲生活文化有深远影响的设计杰作。展览通过展示多样化的设计作品，当中融合材料、工艺与科技，让观众体验设计如何成为推动亚洲社会进步的关键力量，呈现亚洲设计的发展、生活传统的创新哲学，以及东方美学的独特魅力。

- ④ Immersive experience at 'Convergence', The Box
在体验馆呈现的「汇」展览沉浸式体验
- ⑤ 'Design Pulse Asia' exhibition at The Design Museum
在设计博物馆展出的「亚洲设计脉搏」展览
- ⑥ 'BEing' paper chameleon installation at The Atrium
在 DX 设计馆中庭的「变形记」纸制变色龙装置

- ⑦ Japanese artist Takuma Fujisaki group photo at fashion collaboration exhibition at The Fashion-Pop 一众嘉宾在前馆举行的「设计图坊」展览开幕合影留念
- ⑧ 'PechaKucha Night' at The Steps 在展台举行的「PechaKucha 创意交流之夜」



「设计图坊」展览以深水埗为主题，于 2025 年 1 月 3 日至 3 月 31 日期间举行。昔日的深水埗为布料和成衣工业基地，至今也是设计师、裁缝和时装学生搜罗布料、蕾丝、纽扣和皮革等材料的首选地点。展览其中一件特色展品是以深水埗常见材料制作的大型深水埗地图。这件作品由艺术家、学生与居民合作制成，探究深水埗的历史传承、建筑、街头文化和城市空间，突显设计如何在社区推动积极转变和可持续发展。

作为设计和创意交流枢纽，中心将「PechaKucha 创意交流之夜」由日本东京引进 DX 设计馆。活动分别于 2024 年 12 月 6 日及 2025 年 2 月 7 日举行。讲者透过 20 张幻灯片 x 20 秒的独特形式，分享设计洞见与创意故事。每次活动汇聚跨领域的创意人士，包括设计、建筑、饮食和艺术文化等领域的讲者，每位讲者仅有「400 秒」的上台时间，透过创新思维与观众互动，在短时间内凝聚灵感交流，为香港设计圈带来崭新的知识分享体验。

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

香港九龙深水埗
通州街 280 号
DX 设计馆

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.

有意感受香港设计的创意脉搏，就不能错过 DX 设计馆。设计馆定期举办各种周末工作坊、限时展览和快闪时尚店，欢迎各位设计爱好者前来发掘专属他们的精彩活动。诚邀大家前来 DX 设计馆，一起见证香港的设计故事，每位访客的参与都让我们走得更远。

Inter/Section 融汇 in 设计 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.

设计营商周 2024 于 12 月 2 日至 6 日假香港会议展览中心举行，以「融／汇设计：承传与创新」为主题，汇聚一众讲者展开创意对话，并交流前瞻设计意念。香港设计中心联同伙伴国家法国，展示灵感碰撞的强大力量，聚焦于设计如何带动改变、开拓叙事新模式，并激发跨越国界的合作。设计营商周 2024 以崭新角度，探讨设计如何促成跨界别、跨文化、跨行业的融汇。无论是将人工智能应用于工艺创作，抑或是复兴匠艺精神，观众都可透过一连串精彩内容，了解如何透过兼顾美学与功能的设计，塑造更美好的未来。

BODW 2024 Connects the World of Design 设计营商周 2024 连结 设计 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 (HKTDCC) 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,

阔别香港会议展览中心六年，设计营商周 2024 以更强劲阵容盛大回归，带来更盛况空前的年度设计盛事。本届以「融/汇设计：承传与创新」为主题，集结全球创意精英、创新领袖和设计思维专家。今年的场地可容纳更多观众，并与 DesignInspire、Maison&Objet 设计工厂、亚洲知识产权营商论坛和 DFA 设计奖颁奖典礼同期举行，超过 15,000 名与会者亲临现场，并通过全球直播和本地电视播出吸引了超过 170 万名线上和线下观众，欣赏全球最优秀的设计，并了解设计对世界的影响力。

设计营商周 2024 由香港贸易发展局协办，并邀请到法国作为伙伴国家及由文创产业发展处作为主要赞助机构，携手举办一连三天的国际盛事。论坛及活动精彩连场，汇聚超过 50 位品牌专家、未来学家、建筑师及艺术家，分别来自 11 个设计强国和地区，包括法国、日本、意大利、英国、美国、荷兰和内地等。特邀讲者包括 Thomas Heatherwick、隈研吾、Julia Capp、马岩松、Thomas Coldefy、郭培、何超琼和 Karin Fong。此外，设计营商周还与全球品牌如 TikTok、小米、巴黎 2024 奥运会、路易威登、北汽集团、吉美国立亚洲艺术博物馆、春天集团法国春天百货集团、伦敦工艺周和亚马逊等展开合作。今年更与 KUDO 合作，使用人工智能翻译技术，将论坛内容即时传译成四种语言，让交流更加轻松流畅。

设计营商周 2024 透过五大课题，探讨设计语言的演变，包括创建未来城市、品牌与零售复苏、匠艺精粹、文化与数码美学以及 AI 与未来创科。一直以来，设计营商周是集科技与创意于一身的盛会，今年透过超过 40 场主题演讲和小组讨论，让与会者拥抱创意理念、顶尖科技与文化精神。从城市的未来发展到人工智能的艺术应用，设计营商周 2024 不仅掌握最新格局，更前瞻未来趋势。



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 年适逢中法文化旅游年及中法建交 60 周年，香港设计中心邀请法国担任全年伙伴国家。法国对外文化教育局主席兼法国文化外交大使阮宾伊娃女士率领 20 人代表团

访问，分享丰富的专业知识之余，更共同呈献 DesignInspire 和 Maison&Objet 设计工厂。设计营商周 2024 加入不少崭新元素，特别邀来法国声影艺术家担任表演嘉宾，为观众带来深刻的沉浸式感官体验，此外亦与 Motion Plus Design 携手合作，展开一连串有关动态设计的讨论。

另外，一系列倡议强化了 2024 年香港与法国之间的全年合作。在设计营商周 13 项新增倡议中，值得关注的亮点包括由香港知专设计学院 (HKDI) 举办的「巴黎 1874 • 印象派之夜：一场沉浸式探索虚拟之旅」，以及香港设计中心与 matériO 合作在 DX 设计馆开设的物料馆 The Barn。

去年，线上设计知识网站 bodw+ 推出的「Dutch Inspiration」平台大受欢迎，平台展示来自设计营商周伙伴国家的创意人才。2024 年 5 月，bodw+ 与本年度伙伴国家法国携手推出「French Inspiration」，促进全球精英交流想法，建立人脉商网，突显香港作为亚洲设计中心的地位。

法国驻港澳总领事杜丽缇女士 (Christile Drulhe) 表示：「设计营商周是一场重要的文化交流活动，致力于促进法国与香港设计生态系统之间的连结。活动为法国设计领域带来了重要的曝光，开启了新的对话和合作机会。作为促进跨文化交流和强化联系的平台，我们期待未来将带来更多合作机会。」

设计营商周晚宴暨 DFA 设计奖颁奖典礼备受瞩目，假坐拥绚烂城景的香港新地标 The Henderson 宴会厅 Cloud 39 举行。晚宴得到恒基兆业地产集团支持担任合作伙伴，让出席嘉宾在璀璨景致下彼此交流营商经验。

2024 年的设计营商周圆满结束，再次印证透过个人努力或国际协作，设计可于城市街道、日常生活科技，及至文化塑造的过程中，突破界限。设计可以跨越界别，启迪思潮，推动人与人之连系，不断突破原有的界限。

A Convergence and 融汇 Where the Future

创新： 以设计塑造未来



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.

「设计智识周」载誉归来，本年度联同伙伴国家法国、香港知专设计学院、香港理工大学设计学院以及由文创产业发展处作为主要赞助机构，携手举办此香港年度设计盛事。活动吸引超过 2,300 位与会者亲临现场参加，全球录得逾 100 万位观众收看。设计智识周 2024 以「融/汇设计：巧创未来」为主题，举办了 30 场论坛、七场工作坊、五场大师班以及多场 meet-the-speakers 环节与交流互动，共同探讨六大议题：场景及展览设计、传意设计及人工智能、建筑及建筑环境、工艺及工匠、设计教育，以及家具与产品设计。此外，设计智识周亦与 M+、蒙纳字体和 L'ÉCOLE 珠宝艺术学院亚太区分校合作，共同策划工作坊及对话，为活动增添启迪思潮的跨文化体验。

of Tradition Innovation: is Designed 与

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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.



场景及展览设计

场景及展览设计是空间、设计与叙事的完美结合，让想像力、艺术、科技及文化擦出火花。曾为高级品牌 Dior 及 Cartier 策展的法国设计大师 Nathalie Crinière，亲临设计智识周 2024 分享场景设计的迷人世界。享誉盛名的法国香味设计师及调香师 Carole Calvez，带领观众透过沉浸式的探索，体验她精心融合舞台美学与博物馆学的手法，以嗅觉艺术感受

作品中蕴藏的丰富故事。法国装饰组织行政总裁 Sylvie Corréard 深入探讨巴黎装饰艺术博物馆如何在法国文化界发挥独特作用，并如何透过博物馆及其优美空间阐释历代工匠过去几百年的过人造诣。



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



传意设计及人工智能

传意设计及人工智能探讨人工智能如何改变视觉叙事、品牌塑造和使用者互动的手法，带来更智能、更具影响力的传意体验，并可适应更多不同的应用场景。c-album 创办人及行政总裁 Laurent Ungerer 分享巴黎圣母院全新品牌形象的诞生过程，细谈新字母设计如何于保留历史及传统特色的同时，将现代美学与风格展现无遗。英国蒙纳字体创意总监 Emilios Theofanous 剖析字体设计，亦探讨如何运用字体提升品牌形象。陈幼坚设计公司创办人及创意总监陈幼坚为享誉中外的设计师、品牌顾问及艺术家，逾千个品牌深受其「东情西韵」设计理念启发，透过他的真知灼见，与会者踏上一场融汇中西文化、美术与设计、传统与科技的旅程。



建筑及建筑环境

M+ 策展人王蕾于设计智识周 2024 分享《贝聿铭：人生如建筑》的精彩内容，揭示建筑与文化传统、权力动态和世界各地城市的面貌特征交相对照，讲解展览如何显示建筑和生活之密不可分。论坛亦以崭新角度切入贝聿铭的建筑遗产，并邀请建筑师龚书楷和香港中文大学徐宗文教授两位设计伙伴，分享贝聿铭鲜为人知的幕后轶事。备受赞誉的建筑师董功主持大师班「建构当代建筑的形态」，畅谈将传统与当代元素融合的思考过程。

工艺及工匠

工匠结合传统工艺与现代设计，保育源远流长的精湛技艺，为后世传承历史。Studio MTX 艺术总监 Mathieu Bassée 展示如何融合传统刺绣、现代室内设计，以及皮艺、挂毯和 3D 打印技术。L'ÉCOLE 珠宝艺术学院亚太区分校董事总经理 Olivier Segura，剖析高级珠宝的精妙世界及当中涉及的多种技术。Qeelin 麒麟珠宝创办人及创意总监陈瑞麟为东方传统的符号赋予新面貌，探索东西方的交汇点。高瞻远瞩的设计师萧启东从内地传统茶叶加工技术中汲取灵感，将茶叶废料升级为可清洗、可生物降解的物料，用于包装、产品制造及建筑等领域。韩国设计师李光镐分享如何深受母亲的针织手艺启发，将个人经历注入 Maison Hermès Ginza 的商品陈列设计之中。

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.

设计教育

身为欧洲顶尖设计学府瑞士洛桑州立艺术学院的总监，Alexis Georgacopoulos 在专题演讲「探索跨界各科的设计教育」中，探讨如何创造一个不断演化的教育环境，培养学生的创造力和商业头脑，助他们成为更优秀的设计专才。此外，他跟英国皇家艺术学院海伦·哈姆林设计中心总监 Rama Gheerawo 于大师班和论坛中，分享让学生掌握必要技能和知识的重要性，以培育他们成为未来设计领袖。著名设计大师 Laurent Ungerer 主持沉浸式传意设计工作坊，分享他为巴黎圣母院设计的新视觉形象，讲解如何透过好设计建立触动人心的联系。

家具及产品设计

荷兰设计师 Lex Pott 邀请观众一同探索物料的本质，展开一场以直觉主导的设计旅途，了解他如何与画廊、设计品牌和大众市场等不同伙伴建立合作关系，将工艺与商业融而为一。设计师周宸宸分享其作品如何将传统与现代巧妙融合，为设计的未来发展带来可堪细味的启示。由 Lex Pott 主持的「不止于『纸』：设计思维的力量」沉浸式工作坊，让参加者尽情释放创意，亲手把纸张塑造出不同的动态形状。在工作坊中，Lex Pott 充分体现只要发挥想像力，家具及产品的设计蕴藏无限可能，而纸张等简单的日常材料，亦可成为缔造更美好生活的实用艺术品。



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取名自「设计营商周」(BODW)，设计知识数码平台 bodw+ 全面探索设计、创新及品牌趋势，让你可以紧贴设计营商周及设计智识周的最新动向之余，还可通过直播活动、节目重温、案例研究、播客、专题故事及人物访问、活动分享、节目存档等深入了解设计世界。

www.bodw.com

Front Row to the Future:

Fashion

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前瞻未来：再思

时尚的无限可能

Redefining Thinking Thinking

可能
可能
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 「亚洲十大焦点设计师时装展览」预览

作为香港充满活力的时尚基石，FASHION ASIA HONG KONG 是由文创产业发展处主要赞助的一项大型多元时尚企划，亦是香港特别行政区政府举办的香港时装荟 (Hong Kong Fashion Fest) 的重点节目之一。

「时尚未来论坛」于 2024 年 11 月 29 日假香港瑞吉酒店艾斯特宴会厅举行，讨论范畴丰富广泛，包括时尚企业领导才能、数码创新、纵观国际时装、设计师对谈及时尚话语。论坛会场更提供「亚洲十大焦点设计师时装展览 2024」预览，与会者率先欣赏多位获奖设计师的重点设计造型，一同表扬亚洲新一代设计人才的优秀作品及精湛工艺。论坛邀得 22 位业内人士、创意领袖和专家分享时尚业界的趋势，探讨开创未来时装产业的新力量，透过对话交流及多场研讨会，激发创意灵感。让我们重温四位讲者的精辟见解，一同启迪思潮。

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
老佛爷百货中国首席执行官

老佛爷百货中国首席执行官 Nicolas Morineaux 与 The D' Vine 主理人及编辑 Divia Harilela 探讨「中国零售新篇章」，剖析文化变迁、世代价值观和数码科技发展，将如何影响未来的时尚和奢侈品消费趋势。Morineaux 认为，年轻一代消费带动销售增长，而这正正是老牌企业必须重塑品牌的原因。过去六个月内，老佛爷百货跟中国的 130 个新品牌建立策略合作伙伴关系，并透过一站式订单管理系统和社交媒体平台推广，全力拓展全渠道业务，藉此以全新角度探索历史、工艺和设计的精彩碰撞。



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.

Prabal Gurung
Vice Chairman of The Council of Fashion Designers of America (CFDA)
美国时装设计师协会 (CFDA) 副主席

在「拥抱蜕变」专题讨论中，知名设计师兼美国时装设计师协会 (CFDA) 副主席 Prabal Gurung 跟主持人 Tank 集团行政总裁 Caroline Issa 畅谈，分享如何透过时装展讲述自身故事，但笑言要在回忆录《Walk Like a Girl》中分享自己年轻时如何以尼泊尔移民的身份实现美国梦，却是人生「最可怕的事情之一」。时至今日，身为美国时尚界的领袖之一，他积极支持年轻创意人才和创作人，并全力推动全球时尚生态系统的发展。

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「释放中国设计力量」的讨论中，上海服装设计协会常务副会长吕晓磊女士细谈协会如何将本土创意与全球视野相结合。讨论由 LABELHOOD 曹虎共同创办人 Tasha Liu 主持，重点探讨构建全方位生态系统的重要性，以在国内外舞台上推广中国设计，同时如何在创意表达与商业可行性之间取得平衡。作为主办上海时装周的非牟利机构，上海服装设计协会在培育新锐人才、整合关键产业资源以及拓展中国时尚的全球影响力方面担当重要角色。协会致力推动创新与合作，持续提升中国新一代设计师的知名度、影响力与商业实力。



Lv Xiaolei
吕晓磊
Executive Vice Chairman of Shanghai Fashion Designer Association
上海时装周组委会秘书长及上海服装设计协会常务副会长

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 拥有超过 20 年的业界经验，担任 Selfridges 的执行采购与品牌总监，负责监督所有部门的采购工作。在「时尚未来论坛 2024」中，他与 Selfridges 首席创意官 Laura Weir 展开有关「全球零售业的创意策略」的讨论，一同探讨零售业的未来，以及 Selfridges 如何在店内打造贯彻品牌个性的体验。这场发人深省的讨论由 Banck Creative 创办人 Kim Bui Kollar 负责主持，让与会者了解百货公司如何透过触动人心的创意愿景及与众不同的商品组合，持续吸引消费者，而 Selfridges 之所以能够做到这一点，在于其卓越的研究工作及捉紧时代脉搏的能力，并「在顾客提出需求之前先想到、先做到」。



Judd Crane
Executive Buying & Brand Director, Selfridges
Selfridges 执行采购与品牌总监

When Fashion Model Meets Fashion Model
时装模特儿遇上时装模特儿

Keung Chow (Right 右)
Fashion Model & Content Creator
时装模特儿及内容创作者

Meaning Wong (Left 左)
Fashion Model & Actor
时装模特儿及演员



An Odyssey of Fashion and Art
时尚与艺术之旅

Kit Wan
Costume Designer & Founder of KIT WAN STUDIOS
服装设计师及 KIT WAN STUDIOS 创办人



Creating With A 'Mindly' Heart
怀著「MINDLY」之心创作

Syan Leung
Founder and Creative & Fashion Director of MINDLY.JOURNAL
MINDLY.JOURNAL 创办人及 时装创意总监



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

Viki Tsang
Co-founder & Designer of GNASTIY.COM
GNASTIY.COM 联合创始人及设计师

Exploring 时尚脉动
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 推出四集数码短片系列，深度呈现香港时尚界的蓬勃发展。透过访问时尚先驱和创意人才，分享他们对本地及全球时尚发展的深刻体验和创新见解。

这个精心策划的系列为业界专业人士和时尚爱好者提供珍贵洞察，揭示在竞争激烈的当代时尚市场中制胜的关键策略。透过与新晋人才和资深创新者的深入对话，观众得以窥探推动行业发展的核心力量。

10 Asian Designers To Watch Exhibition | Clockenflap

Celebrating Asia's Creative Vanguard

亚洲十大焦点设计师 时装展览 | Clockenflap

表彰亚洲创意先锋



CHRISTIAN STONE
Fashion Presentation
CHRISTIAN STONE 时装展示



PONDER.ER Fashion Presentation
PONDER.ER 时装展示



Jer Lau of Mirror in SETCHU
Mirror 成员柳应廷以 SETCHU 造型演出



(From left) Phillip Lim, Ciara Byrne, Kay Kwok and guest
(从左起) Phillip Lim、Ciara Byrne、Kay Kwok 与嘉宾

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 HÙ, 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」：时尚与音乐的独特碰撞

Fashion Asia Hong Kong 2024 与 Clockenflap 音乐及艺术节破天荒合作，以崭新形式举办「亚洲十大焦点设计师时装展览」。展览于 2024 年 11 月 29 日至 12 月 1 日假中环海滨举行，以「SOUNDSTITCH」为主题，带来糅合时尚和音乐的多重感官旅程，吸引传统时尚圈以外的不同观众鉴赏得奖设计师作品。

2024 年获奖设计师包括 GRACE LING、JUNTAE KIM、KWK by KAY KWOK、MARKGONG、OUDE WAAG、RAXXY、RUOHAN、SETCHU、tanakadaisuke 及 YA YI。为庆祝并支持首届香港时装荟，Fashion Asia Hong Kong 同期举办「亚洲十大焦点设计师 — A Showcase of Asian Design Excellence」延伸展览，全面展示设计师的创意视野和创新意念。十位历届获奖设计师的作品成为焦点所在，包括 CHEN PENG、CHRISTIAN STONE、FENG CHEN WANG、LOUIS SHENGTAO CHEN、pillings、PONDER.ER、PRONOUNCE、REVERIE BY CAROLINE HÙ、SHUTING QIU 及 WINDOWSEN，两场特别安排的时装展示亦大受欢迎。别开生面的展览模式彰显亚洲设计力量，同时巩固香港在时尚界的领导地位。



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

此外，Clockenflap 的表演单位以参展设计师的作品登台亮相，成为首次联乘合作的亮点之一。当中包括以 SETCHU 造型登场的香港男子组合 Mirror 成员柳应廷、穿上一身 PONDER.ER 的泰国女歌手 Violette Wautier，以及尽显 FENG CHEN WANG 设计特色的香港摇滚乐团 R.O.O.T 及韩国摇滚新星 MEMI。现场特设耳机体验环节，让观众细细聆听每位设计师独有的「Sound Diaries」，探索作品背后的创意世界。

时尚未来论坛以及与 Clockenflap 合办的「亚洲十大焦点设计师时装展览」圆满结束，获得来自 18 多家亚洲、香港和国际媒体超过 100 则报道，涵盖社交、网上和报章不同媒介，带来高达超过 940 万港元的媒体价值。

Winners of 10 Asian Designers To Watch 2024

亚洲十大焦点设计师 2024 得奖者

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 年亚洲十大焦点设计师得奖名单，这项备受推崇的评选由国际业界权威专家团队精心挑选。十位杰出设计师代表亚洲时尚最前沿的创意力量，各自以独特视角挑战传统框架，突破创意边界。



GRACE LING

Grace Ling
Singapore | 新加坡



KWK by KAY KWOK

Kay Kwok
Hong Kong | 香港



MARKGONG

Mark Gong
The Mainland | 内地



OUDE WAAG

Jingwei Yin
The Mainland | 内地



RAXXY

William Shen
The Mainland | 内地



tanakadaisuke

Daisuke Tanaka
Japan | 日本



SETCHU

Satoshi Kuwata
Japan | 日本



RUOHAN

Ruohan Nie
The Mainland | 内地



YA YI

Yayi Chen Zhou
The Mainland | 内地

A Spotlight on Outstanding Past Winners

LOUIS SHENGTAO CHEN

Louis Chen
The Mainland | 内地



CHEN PENG

Peng Chen
The Mainland | 内地



PRONOUNCE

Yushan Li and Jun Zhou
The Mainland | 内地



CHRISTIAN STONE

Christian Stone
Hong Kong | 香港

SHUTING QIU

Shuting Qiu
The Mainland | 内地



参展的 历届 亚洲十大焦点设计师得奖者

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 | 内地



WINDOWSEN

Sensen Lii
The Mainland | 内地

pillings

Ryota Murakami
Japan | 日本



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.

亚洲十大焦点设计师时装展览 2024 上海站

(From left) Yayi Chen Zhou, Tasha Liu, Caroline Issa, and Antonella Viero
(从左起) 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
亚洲十大焦点设计师时装展览上海站



Tianwei Zhang, London / China Market Editor at WWD (Left)
Caroline Issa, CEO of the Tank Group (Right)
WWD 伦敦 / 中国市场编辑 Tianwei Zhang (左)
《Tank》集团行政总裁 Caroline Issa (右)

Fashion Asia Hong Kong 将影响力延伸至香港以外，与知名平台薈虎 LABELHOOD 携手合作，以「薈虎·天涯」为主题，于 2025 年 3 月 28 至 30 日上海时装周期间呈献了亚洲十大焦点设计师展览。

这十位 2024 年度获奖设计师展示了各自独特风格和前卫创意，展现了亚洲设计的多元面貌。活动开幕当日，《Tank》集团行政总裁 Caroline Issa 和 WWD 伦敦 / 中国市场编辑张天伟进行对谈，探讨在全球化语境中，亚洲时装如何在传承文化精髓的同时，结合创新和可持续发展理念，见证亚洲设计美学与创新活力的蓬勃发展。

这个策略性展览加强了香港与上海两地充满活力的时尚社群之间的紧密联系，同时向更广泛的国际观众推广亚洲设计的卓越成就。

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.



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 聚焦五位来自香港设计中心培育计划的杰出设计师：Classics Anew、KINYAN LAM、MURFI LAU、röyksopp gakkai 和 YMDH (YOU MAKE DADDY HAPPY)。这些本地设计人才均为时装创业培育计划 (FIP) 及设计创业培育计划 (DIP) 的校友，展示其精美设计作品并提供购买机会。



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 展示香港四所顶尖时装院校学生和毕业生的优秀作品，包括香港知专设计学院、香港理工大学时装及纺织学院、香港高等教育科技学院及明爱白英奇专业学校。这个独特的零售体验空间让新晋设计师获得宝贵的实践经验——从概念创作到执行落地，从市场推广到销售数据分析。

培育明日时尚先驱

Fashion Asia Hong Kong 与四所备受推崇的本地时装高等学院联手举办「Hong Kong Showroom & Pop-up Spaces」，于 2025 年 3 月 21 日至 5 月 21 日期间在深水埗 DX 设计馆地下快闪馆举行。这项合作展览庆祝新晋设计师的卓越创意，为学术界与业界搭建重要桥梁，让新一代时装人才获得宝贵曝光机会。



(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 (从左起) Classics Anew 设计师 Janko Lam、MURFI LAU 设计师 Murfi Lau、YMDH 设计师 Jason Lee、röyksopp gakkai 设计师 Brun Chan 及 KINYAN LAM 设计师 Kinyan Lam

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 (从左起) THEi 高科院设计及建筑学系系主任陈彦璘博士、设计师 Yayi Chen Zhou 及 THEi 高科院设计及建筑学系助理教授陈敏轩博士

工作坊

Fashion Asia Hong Kong 透过精心策划的工作坊和交流聚会，促进业界深度对话。2024 年 11 月 28 日，2024 年亚洲十大焦点设计师得主、YA YI 创办人及创意总监 Yayi Chen Zhou 在香港高等教育科技学院与来自三所知名时装院校的学生分享个人品牌故事，讨论市场分析和品牌形象发展，并为学生提供专业指导。



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.

交流聚会

2024 年 11 月 29 日举行的私人聚会让曾获亚洲十大焦点设计师奖项及曾任论坛讲者的著名设计师 Robert Wun 与时装及设计创业培育计划设计师深入交流。这次亲密聚会促进有意义的经验分享和人脉建立，为新晋人才提供珍贵的师徒指导机会。



Designer Robert Wun (left) shared insights with FDIP designers 设计师 Robert Wun (左) 与时装及设计创业培育计划设计师分享心得

Design transforms

设计改变生活与社会。

lives, economies, and societies.

由文创产业发展处作为主要赞助机构的 DFA 设计奖透过六个卓越奖项表彰亚洲最优秀的设计力量。DFA 亚洲设计终身成就奖表彰毕生为设计专业作出重大贡献的翘楚。DFA 设计领袖奖嘉许运用创新设计策略取得商业成就的企业领袖。DFA 世界杰出华人设计师表扬享有盛誉的华裔设计师。DFA 年度设计师嘉许驻亚洲、成就非凡的设计大师。DFA 亚洲最具影响力设计奖表彰体现亚洲美学的优秀设计项目。DFA 香港青年设计才俊奖培育本地新晋设计师。

这些奖项照亮推动亚洲区内创意发展的设计领袖。

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.



DFA Lifetime Achievement Award
DFA 亚洲设计终身成就奖



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 亚洲设计终身成就奖表扬创意不绝、深具热诚，并作出深远及重大贡献的设计师。得奖者终身为设计专业、设计教育及社会发展，尤其在亚洲区内带来源源灵感和启迪。

©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

隈研吾将传统、自然与人类交织相融，重新定义当代建筑。他视建筑为人类与四周环境的桥梁，融会文化，模糊界限，重塑我们与建筑环境的关系。他秉持谦逊与和谐的理念，善于打破自然与人工之间的界限。其设计哲学重视日本传统及物料，大师作品以材质营造诗意氛围，包括东京根津美术馆（2009年）受小巷启发的入口、东京微热山丘（2013年）的张扬网格结构，以及采用日本寺庙传统建筑技术的栲原木桥博物馆（2010年）悬臂桥设计，别具一格。

隈研吾同样致力透过活化再用，保育历史传统。经改造的空间保留原有精神，并确保昔日历史融入日常生活之中，持续产生共鸣。丸之内 KITTE（2012年）的前身为东京旧中央邮局，现已成为活力十足的零售和办公空间。北京前门（2016年）保留文化和建筑特色的同时，重建了历史街区的风貌。神乐坂和可菜旅馆（2022年）是传统的日式建筑，为满足现代用途加以改造，但又不失原有的魅力。此外，隈研吾的标志性作品呈现跨流派风格，突显自然与地区文化之间的深厚连系，例如受波浪启发的维多利亚与艾伯特博物馆（2018年）、灵感源自陶艺的尤伦斯当代艺术中心（UCCA）陶美术馆（2024年），以及放眼未来的巴黎圣但尼普莱耶尔地铁站（2024年）。

隈研吾的影响力远远不止于建筑领域，更延伸至写作、教育、研究和人道工作。身为东京大学名誉教授和隈研吾研究室的创办人，他启发新一代的建筑师探索设计、可持续发展和社区如何交迭碰撞。透过隈研吾基金会以及东日本大地震赈灾计划「共有家园」建筑项目，他致力推动学术发展，并让设计发挥更大的社会影响力。他的作品不但加强人际之间的连结和交流，更传递其坚定的信念：建筑能够将人连系起来，并提升人性化体验。





DFA Design Leadership Award DFA 设计领袖奖



Kikuo Ibe
伊部 菊雄



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 设计领袖奖嘉许能创新和有策略地善用设计，取得持续且卓越商业成就的企业领袖翘楚。

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 腕表于 40 年前面世，创作初衷以劳动阶层为本，方便如筑路工人等配戴工作，如今已成为全球经典表款，并由最初的实用层面，升华至受街头潮流爱好者、音乐家、运动员和军人爱戴的时尚指标。腕表外型刚毅，采用防震结构，将精密技术工艺与设计完美融合。此外，G-SHOCK 推出专为英国皇家空军设计的别注腕表，并与 A BATHING APE® 等时尚品牌进行跨界合作。

G-SHOCK 设计师伊部菊雄不断追求突破设计的界限。虽然坚固耐用仍然是 G-SHOCK 的主要特色，但适逢 G-SHOCK 面世 40 周年之际，伊部菊雄更深入思考「坚韧」的概念，并越来越重视强韧的心理素质。「大约五年前，对我来说，坚韧是指能够抵抗一切，并拥有坚强的意志。我渐渐觉得，单靠坚韧可能还不够，我需要重新定义何谓「坚韧」。」

时至今日，对于这位 G-SHOCK 之父来说，「坚韧便是拥抱失败」，而这句话引起世界各地不少 G-SHOCK 迷的共鸣。这款腕表不再只是一件配饰，更成为毅力的象征，让人更勇于面对个人及事业挑战，过程中难免跌倒，但透过从失败中学习，然后变得更强。一路走来，伊部菊雄是一位激励人心的领袖，与同事携手并肩勇往向前，逐步实现愿景。一代又一代的 G-SHOCK 充分体现其设计理念：坚韧不止于忍耐，更是关乎不断进步，并在每次跌倒后能再站起来。



↑ 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 世界杰出华人设计师



Tino Kwan
关永权



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 世界杰出华人设计师奖表扬华裔设计师超越国界的创意，得奖者于国际舞台上独当一面，引领不同设计领域的发展。



↖ 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



关永权拥有超过 40 年的灯光设计经验，超过一千个的设计项目遍布逾 25 个国家，并荣获超过 80 个重要奖项。他以作品点亮世界，将灯光设计重新定义，提升至令人认真看待的设计领域，处处一丝不苟，同时丰富感官体验。他率领旗下关永权灯光设计有限公司开创光明大道，设计出贯穿艺术与科学的作品。

身为国际金融中心商场、启德邮轮码头和香港丽晶酒店等地标的灯光大师，关永权的作品直接触发感官体验，无需片言只语。他深信灯光不应喧宾夺主，而是提升整体效果。无论是湾仔瑞吉酒店舒适惬意的氛围，抑或是东京半岛酒店隽永典雅的格调，关永权将灯光效果转化成一曲舞蹈，慢慢变暗后仍能萦绕心间。最近，他负责珠宝品牌 Qeelin 麒麟东京银座旗舰店的灯光设计工作，将瞩目的红黑外观与细腻的室内灯光完美融合，吸引访客走到不同区域，巧用光影艺术。他擅长拿捏光的科学特性及情感投射，以设计扣人心弦的作品，顺理成章成为 DFA 世界杰出华人设计师的得主。

关永权并没有沉醉于各种国际荣誉的光辉之中，反而不断求进。对于他来说，与其说设计项目是巅峰之作，不如说是稳固基石，推动他创作更美、更具沉浸效果、更令人难忘的作品。尽管他拥有举足轻重的影响力，但不失谦逊，对光学的追求仍孜孜不倦。从白炽灯、荧光灯，到最新的 LED 及其精密的控制系统，他一直与时俱进，反覆思考灯光设计的可能性。他说：「每当出现一种新的光源时，我都必须重新学习，而这令我感到无比兴奋。」



DFA Designer of the Year

DFA 年度设计师

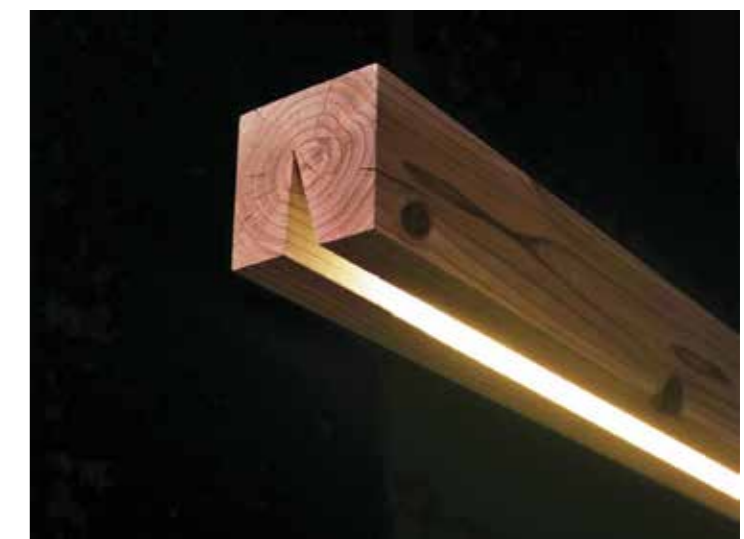


Eisuke Tachikawa
太刀川 英辅



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 年度设计师表扬驻亚洲的卓越设计人才，他／她须取得非凡成就、引领新趋势并吸引公众关注。





✎ BYAKU
✓ ADAPTMENT



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

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.

✎ TOKYO BASAI
✓ Evolutional Creativity

面对气候变迁、疫情和生物多样性下降带来的挑战，DFA 年度设计师 2024 得奖者太刀川英辅并不止步于设计美学，更以设计为工具，协助社会适应全球环境并蓬勃发展。他是东京设计公司 NOSIGNER 的创办人，同时兼任日本工业设计协会会长。太刀川英辅称自己为「设计界的活跃分子兼策略家」，充分反映他积极推动跨界创新，发挥以设计改变社会的力量。

2011 年东日本大地震后，太刀川英辅建立开源求生资料平台 OLIVE，成为全球热话。平台收集及分享应对灾害的实用资料，推出后迅速广传，用家人数达数百万，并为东京都政府委托编写、印刷数量达 800 万本的防灾手册奠定基础。2020 年，在新冠疫情期间，他推出了 PANDAID。项目再次运用设计、幽默和科学手法分享资料并鼓舞人心，例如透过披头四专辑封面模拟社交距离。凭藉多项社会创新的设计，他分别于 2011 年和 2020 年赢得 DFA 亚洲最具影响力设计奖。

太刀川英辅毕业于庆应义塾大学理工学研究科，在学期间创办设计实验室，并在事业后期正式创立 NOSIGNER。他的使命是连接存在于形体背后、眼睛看不见 (NO-SIGN) 的关系，并构建更美好的未来。他的创作涵盖建筑、平面和产品设计，以及可持续发展策略，而一切以一个大胆概念为轴线：设计是进化机制。他的畅销书《进化思考》探讨设计如何反映「天择」的逻辑，而这个理念大大有助解决我们面临的各大挑战。



他说：「如果人人都以自然科学的眼光看世界，便会意识到社会不仅是一个『人类社会』，更是一个生态系统。」在太刀川英辅的眼中，每个人都可以发挥好创意，设计出更美好未来。

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 亚洲最具影响力设计奖
嘉许展现亚洲创新精神与文化底蕴的卓越设计。这些杰出项目展示设计如何提升社区生活、保存传统文化，并创造可持续解决方案，影响力遍及亚洲以至全球。

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 亚洲最具影响力设计奖」共评选出 215 个获奖项目，以表扬他们的杰出设计，当中的奖项包括 10 个大奖、20 个金奖、43 个银奖、57 个铜奖，以及 85 个优秀奖。

这些大奖得主代表亚洲设计的最高成就。从保存消逝中的文化遗产到开创包容性科技，每个项目都展现了深思熟虑的设计如何应对当代挑战，同时尊重亚洲价值观。它们共同展示了设计的创变力量，塑造更可持续、更共融、文化更丰富的未来。

'Radiant Eateries: Hong Kong Restaurant Neon Sign Drawings' 《灯虹酒绿——香港餐饮霓虹灯招牌手稿》

Grand Award
大奖

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.

此书运用荧光印刷和紫外光技术，保存香港消逝中的霓虹文化遗产，让读者体验标志性餐饮招牌的璀璨光芒。作为对城市文化身份的致敬，书中以精准用心的方式，记录了 218 个细致的霓虹灯牌手稿。

Access™ controller Access™ 控制器

Grand Award
大奖

Sony Interactive Entertainment
索尼互动娱乐

The United States
美国



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.

这款突破性的圆形控制器透过全面个性化设定和协作游戏功能，让所有人都能享受电玩乐趣。配备可替换组件和 30 个自订配置档案，确保每位玩家都能参与其中，为包容性设计订立新标准。

Beijing Library 北京城市图书馆

Grand Award
大奖



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.

拥有世界最大气候控制阅读空间的建筑奇迹，重新定义 21 世纪图书馆。有机形态的书架平台和玻璃系统模糊了自然与建筑的界线，为社区交流创造沉浸式环境。

Snøhetta

Norway
挪威

Boundless

Grand Award
大奖



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.

这个包容性时尚品牌以实用时尚的设计跨越界限，适合所有年龄和能力人士。融合中国传统元素与现代设计，如「Blooming」颈巾等产品展示了美感与实用如何和谐共存。

Rhys Workshop Limited

Hong Kong
香港

CYCL

Grand Award
大奖



© YASHIRO PHOTO OFFICE

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.

这座位于山中湖村的桑拿建筑透过双重体验平衡「集中」与「释放」。封闭的地面层促进沉思冥想，开放平台则能享受富士山美景，在温暖与凉爽、封闭与解放之间创造韵律。

YU Momoeda Architects
百枝优建筑设计事务所

Japan
日本

NOT A HOTEL FUKUOKA

Grand Award
大奖



© yasu kojima

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.

这个混合空间融合酒店的灵活性和别墅的舒适感，提供八间风格各异的空间适应多元生活方式。露台设计与住宅环境无缝融合，每个角度调整的露台创造独特的户外互动体验。

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

Japan
日本

Sanya Wellness Retreat

Grand Award
大奖



Neri&Hu Design and Research Office
如恩设计研究室

The Mainland
内地

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.

汲取古代中国城池概念，这座疗养度假酒店为长者和儿童创造庇护所。手工粘土砖和黎族织物展现当地工艺与现代材料的结合，为亚洲疗养度假设计订立新标准。

Silver Pride Lion Troupe

欢银舞狮

Grand Award
大奖



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.

为长者重新诠释传统舞狮，此项目调整设备和编舞以适应轮椅使用者。透过改良的敲击乐器和融入椅子尊巴的全面训练，在保护文化遗产同时改善长者生活质素。

The Panda Pavilions

Grand Award
大奖



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

The Mainland
内地

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.

四座相互连接的圆形展馆从成都森林山坡浮现，创造供大熊猫游玩的露台。竹子启发的立面和55%自然通风展示了深思熟虑的设计如何连接人类体验与生态保育。

TOMITA GRATER 2

Grand Award
大奖



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.

这款无刀片研磨器革新厨房安全，同时尊重亚洲烹饪传统。由燕三条工匠以不锈钢编织图案精心打造，实现精准研磨而无受伤风险，完美适用于日常调味料。

Finding your path as a designer

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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.

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事业选择塑造了我们的创意历程，而这一切始于热忱。探索 DFA 香港青年设计才俊奖 2024 年度获奖者的深刻见解，了解他们为何选择设计作为终身志业。

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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.

DFA 香港青年设计才俊奖面向 18 至 35 岁的香港永久居民，透过设计相关机构或专业设计师提名参与。得奖者可获珍贵的国际体验机会，包括港外工作或进修计划，为事业发展开创新路向。

path

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“Why did you choose design as a career?”

「为何你选择成为设计师？」

路

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Wing Chan
陈思颖



CreateSmart
Young Design Talent Award
创意智优青年设计才俊奖

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.

我对设计的兴趣源于理解它与情境、体验和环境的联系。设计不只关乎美学，更在于如何在不同情境中影响人们的感受和行为。我对建筑的热源自它影响空间氛围的能力，从而塑造人们日常生活的体验。

Milly Lam
林敏欣



CreateSmart
Young Design Talent Award
创意智优青年设计才俊奖

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.

建筑是我帮助社区繁荣发展的工具。我相信建筑过程能够赋予边缘化群体，将限制转化为包容性、可持续解决方案的机会，这些方案尊重文化和尊严，无论是在贫民窟还是乡村。

Wilson Yip
叶嘉祺



CreateSmart
Young Design Talent Award
创意智优青年设计才俊奖

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.

我热衷于创作能启发人们的有意义作品。对我来说，设计不仅关乎美学，更是传达思想、唤起情感和推动改变的强大工具。

Crystal Ho
何静琳



CreateSmart
Young Design Talent Award
创意智优青年设计才俊奖

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.

我喜爱一切都能成为画布的概念，充满无尽的可能性。设计那种无边际的情感和功能性影响力深深启发著我，这种魔力驱动著我对成为设计师的热忱。

Chivas Leung
梁慧欣



CreateSmart
Young Design Talent Award
创意智优青年设计才俊奖

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.

设计让我能以自然而有意义的方式表达自己。言语并不总是容易为我所用，但透过图像，我能够沟通并通过我的创作与他人建立联系。

Michael Chan
陈启乐



CreateSmart Young Design Talent
Special Award
创意智优青年设计才俊特别奖

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.

对我而言，设计代表文化的体现，而空间设计特别地反映并引导人类在社会中的生活方式。我希望成为一个能够创造可能延续数代的设计的专业的一部分。

Jeremy Lam
林宇乔



CreateSmart
Young Design Talent Award
创意智优青年设计才俊奖

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.

设计通过本能的吸引力找到了我——对美学和谐的追求、对细节的执著，以及将构想变为现实的冲动。对我而言，设计不是职业选择，而是与世界互动的最自然方式。

Kwok Ka Lok
郭家乐



CreateSmart
Young Design Talent Award
创意智优青年设计才俊奖

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.

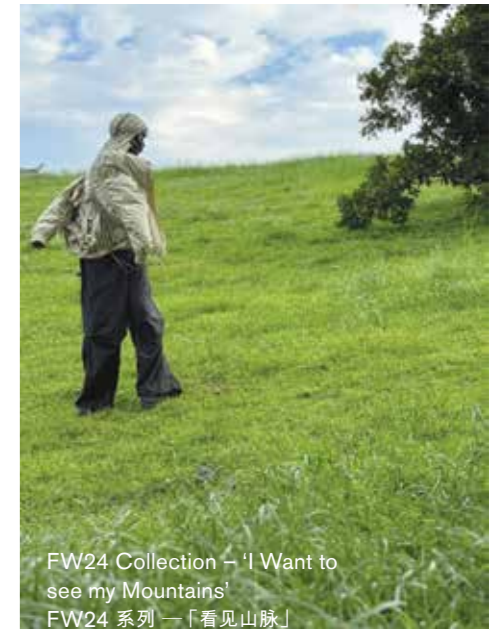
作为设计师，我能与来自不同背景、拥有不同专长的人才合作。我从中学习良多，深受他们启发，并真正享受我的工作。



Discovery Bay Pier & Central Pier 3 Revitalisation
中环三号码头活化项目



KIN Food Halls



FW24 Collection – 'I Want to see my Mountains'
FW24 系列 — 「看见山脉」



PINGTAN BOOK HOUSE
坪坦书屋



NIGHT NIGHT



Drawing as the Core
素描为本



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



The Solace – Memorial for the Lamma Tragedy

Frankie Chi
池秋恒



CreateSmart Young Design Talent
Special Award
创意智优青年设计才俊特别奖

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.

设计是由热忱驱动的事业，我热爱这个生态系统及其中的同行。我享受不断学习并即时应用知识的过程，这使我作为设计师能够探索多元体验，充分汲取养分。

Trev Yung
翁梓峻



HKDI Young Design Talent Award
香港知专设计学院青年设计才俊奖

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.

是手工制作过程以及看到人们穿著我设计的作品所带来的满足感，激励我持续设计服装。我相信这就是设计的美妙之处——创造功能性艺术。

Michelle Lau
刘伽



Young Design Talent
Special Mention Award
青年设计才俊优异奖

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'.

我选择具创意的设计来融合人类情感与建筑空间，从它们的相互作用中汲取灵感。我对通过摄影讲故事的热忱驱使我创作具影响力、公平的艺术作品，如我的摄影项目《Atem》和电影剧照《麦路人》。

Jack Tam
谭智仁



CreateSmart Young Design Talent
Special Award
创意智优青年设计才俊特别奖

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.

每当我造访新地方时，优秀的设计总能唤起情感和回忆。作为建筑设计师，我也希望创造能触动人心、开启新可能性并丰富日常生活的空间。

Zoe Kwok
郭铠欣



PolyU School of Design
Young Design Talent Award
香港理工大学设计学院青年设计才俊奖

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.

从见证设计传达讯息的力量，到启发人们的时刻。每当我体验到设计的变革性本质时，都会感动不已，这激发了我创造有趣而有意义设计的渴望。

Alvin Liu
廖成错



Young Design Talent
Special Mention Award
青年设计才俊优异奖

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.

我选择设计是因为我喜欢通过创作帮助他人。产品是亲密且有形的——我们握着它们，与它们共同生活。一件设计精良的物品能够悄无声息地改变日常生活。

Henry Yip
叶振轩



CreateSmart Young Design Talent
Special Award
创意智优青年设计才俊特别奖

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.

我热爱细节，以及美观、资讯丰富且具凝聚力的事物。这促使我成为平面及导向设计师，致力于为人们精心设计和策划更好的环境与体验。

Catherine Hui
许希恩



Young Design Talent
Special Mention Award
青年设计才俊优异奖

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.

时装不仅仅是服装，它是连接人体与世界的艺术形式。我对探索和创新的热忱激发了我作为时装设计师的旅程，我致力于创作能表达情感并影响他人的作品。

Crystal Wong
黄乐彤



Young Design Talent
Special Mention Award
青年设计才俊优异奖

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.

成为设计师让我能够将想像转化为现实。与科学的固定真理不同，设计充满乐趣和灵活性，让我创造属于自己的世界，这给我带来深深的成就感和满足感。



Retractable Signage
伸缩式招牌



Reinventing Ornamental Structure
工艺的机械诗：重塑砖石建筑的艺术



The Seamless Experience of Hong Kong's Integrated Transport System
香港综合交通系统的无缝乘车体验



Écorce



TO SAVE, SAVING, SAVED
讯息，迹息，瞬息



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



Atem
我念



Yuen Sek Chinese tableware
原石中式餐具



The Jasmine in Snow
冰雪中的茉莉

Highlights and Events 焦点及活动

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 颁奖典礼



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 设计奖颁奖典礼 2024

DFA 设计奖颁奖典礼 2024 于 12 月 6 日假香港会议展览中心举行，共 353 位来自 12 个不同地区的贵宾出席，当中约一半为海外得奖者，一同见证标志亚洲设计界最高水准的卓越成就。



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).

设计营商周晚宴暨 DFA 设计奖颁奖礼

2024 年 12 月 4 日，一众环球设计领袖及 11 位历届得奖者莅临参与晚宴，一同表彰四位设计大师对设计界的重要贡献。香港特别行政区政府文化体育及旅游局常任秘书长沈凤君女士，JP 颁发奖座予 DFA 亚洲设计终身成就奖 2024 (隈研吾)、DFA 世界杰出华人设计师 2024 (关永权) 及 DFA 年度设计师 2024 (太刀川英辅)。

2024 年 4 月 1 日至 2025 年 3 月 31 日期间，DFA 设计奖相关活动及节目令人目不暇给，让我们一同回顾当中精彩时刻。

Winners Sharing 得奖者分享



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 设计奖得奖者分享 @ 设计营商周高峰论坛

来自 DFA 设计奖 2024 的三位国际设计先锋于 12 月 4 至 6 日担任设计营商周高峰论坛的重要讲者：隈研吾（隈研吾建筑都市设计事务所创办人）、关永权（关永权灯光设计有限公司首席顾问）及太刀川英辅（NOSIGNER 创办人及社长）。此外，三位历届 DFA 设计奖得主亦获邀成为讲者：卢志威（雷诺汽车外观设计副总裁）、蒋琼耳（「上下」品牌联合创始人及设计师）及郭培（中国高级定制时装设计师、玫瑰坊创始人）。



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.

设计对谈香港站

DFA 设计奖 2024 设计对谈于 5 月 17 日在诚品铜锣湾店顺利举行。主持李永铨与各位嘉宾讲者姚国豪、梁雯蕙及杜翰场分享了他们如何将环境的细腻洞察转化成具影响力的设计，探讨创作与实践的关系。



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 香港青年设计才俊 奖得奖者交流会

6 月 14 日，一众 DFA 香港青年设计才俊奖得奖者聚首一堂度过了一个愉快的晚上。刚完成海外工作回港的萧乐闻 (2021)、张玮晋 (2021) 及冼美玉 (2019) 在交流会上与同侪分享经验及心得。

⑥

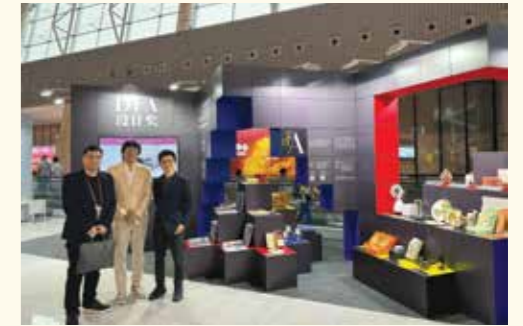
'The Future of GBA: The New Power of Hong Kong Design' Design Forum at Guangzhou Design Week

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".

广州设计周「大湾区未来：香港设计新力量」论坛

12 月 8 日，四位来自香港的 DFA 设计奖得主获邀成为讲者：梅诗华（一口设计共同创办人及设计总监）、张凯琨（衡建设计联合创办人）、郭达麟（家俱设计师）及关镇升（全建筑创始人），以「城市向善在大湾」为题分享构建更美好城市的意见。

Exhibitions 展览



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 设计奖展览 @ 广交会

2024 年 4 月 23 至 27 日，DFA 设计奖展览于广交会举行，向生产商及采购商展示设计的重要性。展览吸引超过 66,000 人次参观，三位 DFA 设计奖得奖者 William Yeung (YDTA 2020)、Magic Kwan (YDTA 2016) 及 Tony Lam (DBA Audio; 2022 年度 DFA 亚洲最具影响力设计奖) 亲临开幕礼。



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 设计奖展览 @ 诚品书店

两个同期展览展出 DFA 设计奖得奖作品。太古店展览于 5 月 1 日至 9 月 1 日举行，展出 20 项得奖设计，吸引超过 110,000 人次参观。铜锣湾店展览于 5 月 2 日至 6 月 2 日举行，吸引超过 90,000 名访客。



Design Exchange 设计交流

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.

海外及内地推广活动

得奖者聚会、作品征集简介会及得奖者分享活动分别于广州(4月23–27日)、首尔(4月27日)、大阪(5月28日)及东京(5月29日)举行，进一步提高关注度、吸引作品提交及推动设计交流。这些活动促进了不同地区设计业界之间的联系，同时展示了设计的变革力量。

DFA at DX DESIGN HUB DFA@DX 设计馆



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.

亚洲设计脉冲展览

「亚洲设计脉冲」展览现正于 DX design hub 举行(2024年12月13日至2025年6月30日)，深入探讨塑造亚洲设计面貌的独特传统、多元发展轨迹及文化交流。十个展区中有七个展出逾100件「DFA亚洲最具影响力设计奖」得奖作品，让访客沉浸或探索卓越的设计中。



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

两场 PechaKucha 活动分别于 2024 年 12 月 6 日及 2025 年 2 月 7 日举行，邀请来自不同背景的创意人才，包括 DFA 设计奖得奖者及评审担任讲者。分享内容横跨创新设计至文化保育，强调各个领域的协作创意。

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 设计奖得奖者获邀参与 DX 设计馆的策展工作及主持工作坊，为设计社群贡献专业知识，并透过实践学习体验促进知识交流。

Winners Showcase 得奖者展示



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 World's Outstanding Chinese Designer, DFA Designer of the Year and DFA Hong Kong Young Design Talent Award.

设计奖刊物

年度刊物《给亚洲设计：DFA 设计奖 2024》(ISBN: 978-988-13864-8-9) 重点介绍每个 DFA 亚洲最具影响力设计奖得奖项目的设计理念及其设计团队，并收录评审对大奖作品的评语及观点。此外，该书亦全面介绍了 DFA 亚洲设计终身成就奖、DFA 设计领袖奖、DFA 世界杰出华人设计师、DFA 年度设计师及 DFA 香港青年设计才俊得主的代表作品和专业背景。

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.

电视特备节目

《DFA 设计奖 2024 电视特备节目》于 ViuTV 播出，内容包括 DFA 设计奖 2024 颁奖典礼精华、评审分享及得奖者访谈，共同回顾颁奖典礼的珍贵时刻及设计的变革力量。

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 设计奖虚拟展览

全面的网上虚拟展览展示 DFA 设计奖 2024 得奖项目及得奖者简介，提供详细的项目资讯、设计理念及视觉记录，让全球观众接触亚洲最具影响力的设计成就。

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



勇敢追梦： 设计初创 成长之路



身为企业家不仅仅是一个职务，也不只是创立一家公司般简单。它代表著一种难能可贵的心态，正是关于冒险精神、创新思维与持续学习的渴望。

由文创产业发展处作为主要赞助机构，设计创业培育计划旨在帮助来自不同设计界别的初创企业，帮助他们在创业早期应对及克服业务发展的挑战。

我们走访了三家 2024 年毕业的培育公司，他们分别来自视觉和空间设计、室内设计及时装设计界别，访谈中，他们展现出勇于面对挑战与善于发掘机会的共通点。一起认识 Momant Studio、Pocket Square 及 Genau Studio，听他们分享这一段不断超越自我、实现梦想的旅程。同时，我们追踪八个 DIP 培育品牌的最新动态，见证计划如何培养兼具创意与市场洞察力的设计企业家，为香港创意产业注入活力。



Bravely Chasing Dreams:

The Growth Journey



of DIP

Designpreneurs





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.

是什么驱使你踏上创业之路？

当初创业是来自一份冲动。从海外毕业后回港发展，当时正值疫情期间，我选择了稳定的教学工作。但是，我发现自己仍然抱有很大的创作意欲。于是，我决定离开全职教书，开始创业。这是一个很大的人生抉择。

在创业属性的工作中最喜欢哪一部分，最不喜欢哪一部分？

最热爱的必然是设计和创作，但因为这是一门生意，财务和会计管理是无法回避的一部分。坦白说，处理财政事务对我而言相当痛苦且琐碎。

加入 DIP 的契机？

我早就听说过 DIP 了，身边也有设计师朋友参与其中，他们经常鼓励我参加。事实证明这是正确的决定。

DIP 为你带来最宝贵的机会？

扩展人脉的机会。DIP 会定期邀请甚具份量的讲者和导师分享他们的见解，在一次分享会上，我有幸认识了 Labelhood 的联合创始人 Tasha Liu 女士，这次相遇促成我们的合作，我们在 Labelhood 上海的 Showroom 展示了品牌的作品。转眼间我们已经合作了第三季，而这份情谊将持续下去。

从事天然染色服装设计最大的意义？

文化的传承和创建社群。对我来说，创作服装的吸引力在于其文化价值和创建社群的能力。最初，我们创立公司，旨在专注于天然染色工作坊，藉此向有兴趣的朋友们传递我们的理念。逐渐地，我们转变成以创作服装为主的牌子，其中天然染色服装设计和手工艺成为品牌的核心元素。品牌带来的经济效益使我们能够保存来自贵州的合作伙伴所展现的珍贵手工艺，不致失传。

公司的未来计划？

我们期望壮大目前的团队和社群，进一步提高服装生产量，让更多人可以认识这传统手工艺。

Pocket Square Limited



Frankie Wong & Sean Li
黄舜贤 及 李隽燯

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.

创立 Pocket Square 的初衷？分享一下初创的心路历程。

我们渴望挑战自己，探索自身的潜力有多远可以发挥。在初创过程中，我们逐步与客户建立信任，兼顾设计的美观、功能性与成本控制。每个项目都是独特的故事，从灵感到实现充满挑战。我们学会了平衡创意与实用性，期望每件作品呈现不同的故事与情感。

加入 DIP 的契机？

在就读香港理工大学期间得知了 DIP。当时有幸参观了培育中心，并在一家参与 DIP 的设计公司实习。另一边厢，透过大学教授的介绍，深入了解了计划的详情，对其内容深感认同。因此，在踏入创业阶段时，决定加入计划。

在 DIP 得到了什么样的帮助？

透过 DIP 的培训课程和导师讲座，我们获得了许多启发，尤其是在有效管理公司方面。在一次由大型设计企业主理人分享的讲座中，我们学到了设计行业的营运之道。另外，我们参加了一些涉及会计和财务的课程，由业界或专业人士授课，这些知识对我们来说都非常珍贵。

为期两年的 DIP 结束时，有什么深刻的感受？

在受到专业指导的启发下，有幸体验创业之旅，并结识众多优秀的设计公司和创业者。尤其深刻的是在九龙湾培育中心工作期间，每天都遇到熟悉的面孔，与来自不同设计领域的创业者交流互动。我们意外地发现，各个设计领域的生态环境是很截然不同的。

公司的未来计划？

公司的未来计划包括：希望与更多国际品牌合作，创作独特的设计空间，提升品牌影响力；深入探索与香港文化相关的设计项目，将本地特色融入作品中，创造更具地方感的空间；推动环保物料应用与可持续性，关注未来的生活方式。



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.



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.

成立 Momant Studio 后的第一件作品？

好友婚礼上的花球。当时我的花艺水平尚未成熟，但她愿意在这么重要的时刻将这份信任交给我。这份信任也成为我踏上以植物创作之路的起点。

在品牌成立至今，最大的挑战？

行政管理、人事事务等这些看似与创作无关的层面，实际上是品牌长期发展的基石。真正的挑战在于调整思维，从开立银行帐户到处理财务报表，我逐步学习。这过程并不容易，但每一步都是宝贵的成长。

透过设计，最想传递怎样的讯息？

创造有意义且有影响力的美。身处香港，每一份绿意都极为珍贵。我希望可以令空间多一些生命的细节，让人与自然在日常中重新接轨。

在 DIP 得到的最佳建议？

DIP 不仅涵盖了设计与商业领域的连结，最重要的是教会了我如何表达自己，其中一个关于演示技巧的指导让我受益良多。导师透过他的经验解答了我长久以来的疑惑，为我指明了清晰的方向。每次进行演示时，我都会想起他告诉我的话。

为期两年的 DIP 结束时，有什么难忘的感受？

最难忘的是与同期创业的伙伴并肩奋战的感觉。每当遭遇挑战或问题时，只要轻轻敲门或问一句，就会收到有力的回应。同行者的陪伴，是创业过程中最有力的支持。

公司的未来计划？

我期待更多由自己主导的创作问世，探索我所相信的方向和价值观，将品牌理念变为现实。

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 AFSSO focuses on international interior design for hotels and flats.

POCKET SQUARE 注重人与空间的互动，从简洁朴实到复杂华丽，通过策略性的空间规划，风格创造，细节安排，使每个空间作品都能诉说着他本身的故事。主要始创成员曾于著名室内设计公司如 AB Concept 和 AFSSO 担任高级项目主管，设计专注酒店，餐饮和住宅等。



1

1 Home Journal Awards 2024 – Residential (Duplex Apartment) Gold Winners

1 美好家居大奖 2024 – Residential (Duplex Apartment) 金奖

2

3

2 Perspective – 40 Under 40 Awards, Sean Li

2 Perspective – 亚太区 40 位 40 岁以下卓越青年设计师 (2024), 李隽燦

3 Home Journal Top 50 2024–2025, Sean Li & Frankie Wong

3 美好家居 Top 50 2024–2025, 李隽燦及黄舜贤

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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 是一家视觉和空间设计公司，探索并实验各种以自然材料空间设计可能的工作室，将可持续性融入不同设计等项目。主要使用天然材料为媒介，例如花朵和树叶，并在创新过程中添加了多媒体元素。



Treehouse Symphony

树屋交响曲

Dezeen Awards China 2024
Winner: Craft and collectible design of the year 2024

Dezeen 设计大奖 (中国)
设计类工艺与艺术设计

99

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.

系工作室是设计师林健仁于2021年12月创立的天然染工作室，旨在反思现时的时装业生态，并以永续方式制作男女服装。其核心价值为可持续性和手工艺文化，制作超越时限的高质量服装。



- 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 inspiration 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 蘑菇学会是一香港独立品牌，由主理人 Brun 成立于2014年。蘑菇学会的品牌理念深信时装是一种美学的表达方式，设计方向趋向简约线条加上古怪童趣的感觉。建基于18到19世纪的欧式童装剪裁，表达出一个由少女蜕变为成人之间的过程。



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

- 1 叱咤乐坛流行榜颁奖典礼舞台服装设计
- 2 Samba Remake Project (由 Adidas 香港策划)

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.

本地首饰设计品牌 Kinks Lab 创办人 Andrea 与 Sam 利用多年在建筑设计行业工作的背景，透过立体建模技术及传统金工工艺相结合打造出立体且富实验性的首饰。Kinks Lab 以流线型的外表为标志，为用家带来独特穿戴体验，触发人与人之间的对话。

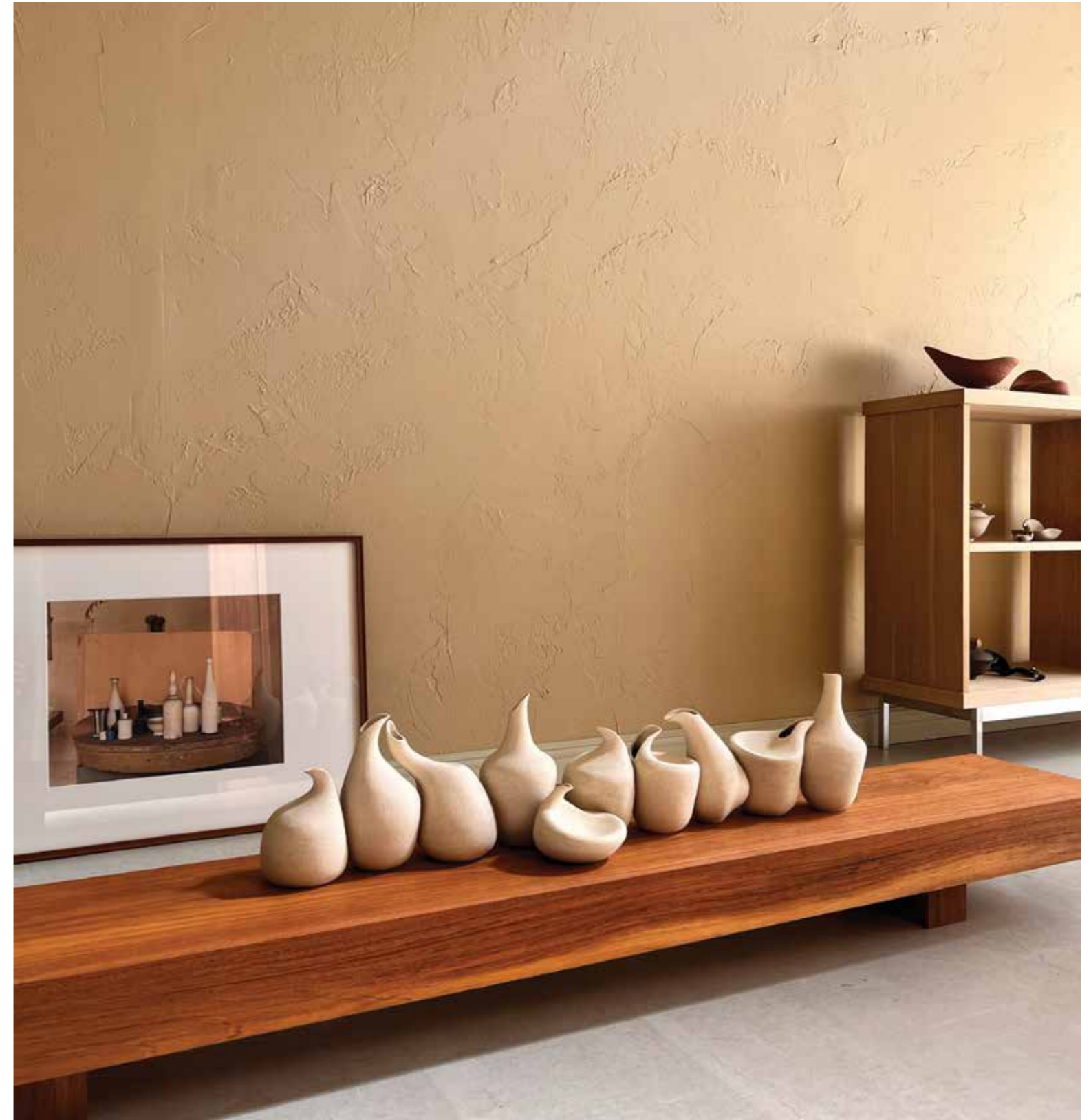


- 1 Unorthodoxy: A Surreal Exploration of Black Elegance
- 2 SS25: London Fashion Week Unorthodoxy Digital Presentation
- 1 Unorthodoxy: A Surreal Exploration of Black Elegance (全新系列)
- 2 SS25: 伦敦时装周 Unorthodoxy 系列数码展示

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 的成立是以陈筠炜在 2018 年的个人项目为起点，探讨她对自身体态的审视和外界对「标准美」的定义和质疑。陈筠炜的创作主要围绕自我的认同感和亲密感。她的第一个作品系列：Femme，探索作品的形态与功能融合，颂扬女性身体，传递有缺陷美和接受不完美的理念。



- 103 Silence Perfection
- éphēlis × Sasaki Research Institute Collaboration Exhibition
- Silence Perfection
- éphēlis × 佐々木家具造形研究所联乘展

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.

凝态建筑设计有限公司是一家屡获殊荣的设计工作室，由黄鉴晖和黄达礼于2021年共同创立。ARTA结合可体验的艺术与功能性的建筑，为每个项目创造出新颖而出乎意料的设计，激发人们的思想、情感和感官。



- | | | |
|---|---|--|
| 1 | 1 Kai Tak Promenade (Metro Park Section) | 1 启德海滨长廊 (都会公园段) |
| 2 | Gold Award – Better Future Hong Kong Design Awards 2025
Winner – Global Design Awards 2025 | Better Future 香港设计大奖 2025 — 金奖
GDA 环球设计大奖 2025 — 得奖项目 |
| | 2 Aberdeen Boat Club | 2 香港仔游艇会 |
| | Bronze Award – TINTA Award 2025
Gold Award – Better Future Hong Kong Design Awards 2025 | 2025 TINTA 金珉奖 — 铜奖
Better Future 香港设计大奖 2025 — 金奖 |

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 是一个设计与研究实践并重的工作室，由平面设计师王锐忠成立，专注各种视觉形象设计企划及书籍体验设计，将创意和策略性视野，与敏锐的当代视觉相结合，以处理不同规模和复杂程度的专案。



Satellite Exhibitions 2023

Best of Golden Pin Design Award 2024 – Finalist;
Golden Pin Design Award 2024 – Mark Winner;
ISTD International Typographic Awards 2024 – Winner;
Japan Typography Annual 2025 – Selected Work

卫星展览 2023

2024 金点设计奖年度最佳设计入围；
2024 金点设计奖 — 标章得主；
2024 年 ISTD 国际字体设计奖 — 得奖作品；
日本字体设计年鉴 2025 — 入选作品



NILMANCE 由设计师 Mike Yeung 于 2017 年创立，是一个以日常生活为灵感的都市男装品牌。设计师采用尖端技术和纺织品，设计出以功能为核心，兼具独特视觉风格的时尚服饰。NILMANCE 整合科技与现代生活的日常需要，以精巧细节和实用功能，营造出低调自信、别树一帜的美学风格。

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」



Shaping the Evolution of Brands: Excellence in Design

超越

塑造

FIP Designer Brands

品牌的

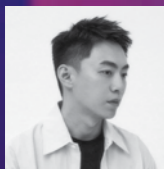
进化轨迹

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, REDEMPTIVE, 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.

由文创产业发展处担任主要赞助机构，时装创业培育计划 (Fashion Incubation Programme, 简称 FIP)，致力于启发、赋能并扶持具潜力的新锐时装设计师，协助他们在时尚产业中开拓事业版图。

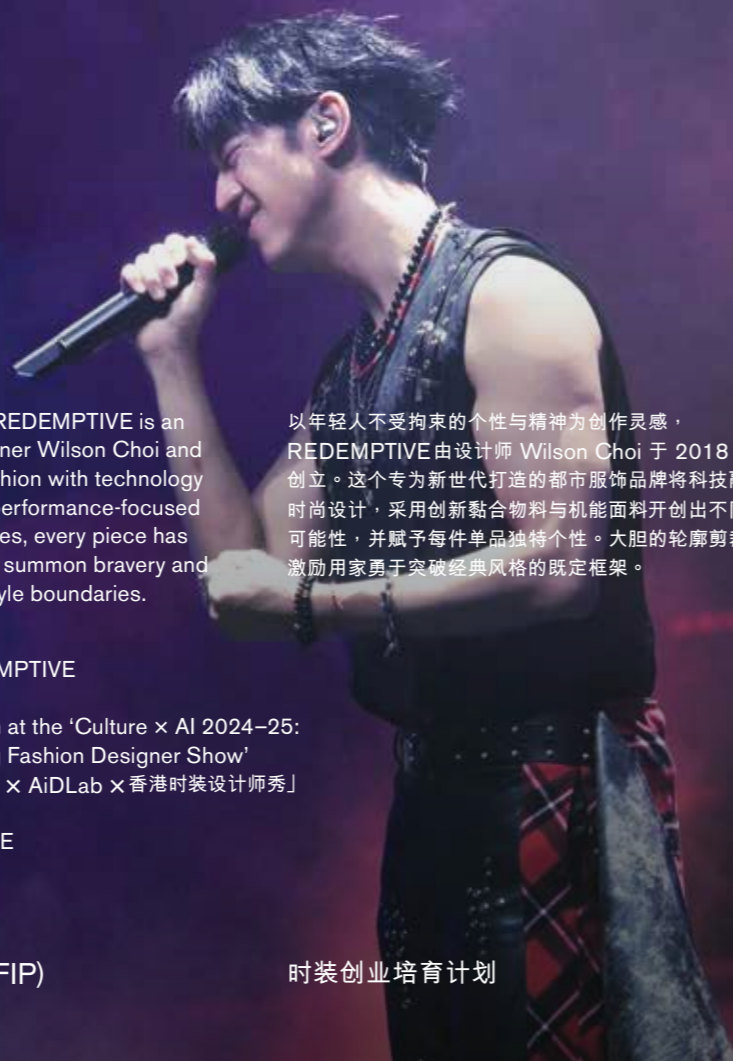
在本次专题中，我们挑选了七个 FIP 培育品牌，展示他们最新的杰出成就：NILMANCE、REDEMPTIVE、PONDER.ER、VANN、YMDH、KWK BY KAY KWOK 及 KKLUE。当中我们专访了最新一届毕业设计师 VANN 的郭妍慧 (Vann Kwok)、YMDH 的李居铨 (Jason Lee)，以及 2020—22 届毕业设计师，包括 KWK BY KAY KWOK 的郭子锋 (Kay Kwok) 和 KKLUE 的周简华 (Kellyn Zhou)，透过他们的创业故事，见证 FIP 如何成为设计师从初生到蓬勃发展的重要推手。这些 FIP 设计师的转变展现了香港设计新世代的创意力量，预示著设计产业的无限可能性。



Inspired by the spirit of teenage rebellion, REDEMPTIVE 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.

- ↘ Artist Ian Chan's stage outfit by REDEMPTIVE
品牌为歌手陈卓贤设计演唱会服装
- ↗ REDEMPTIVE 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: 靳埭强 x AiDLab x 香港时装设计师秀」展出时尚系列
- ↘ Jay Fung's stage outfit by REDEMPTIVE
品牌为歌手冯允谦设计演唱会服装

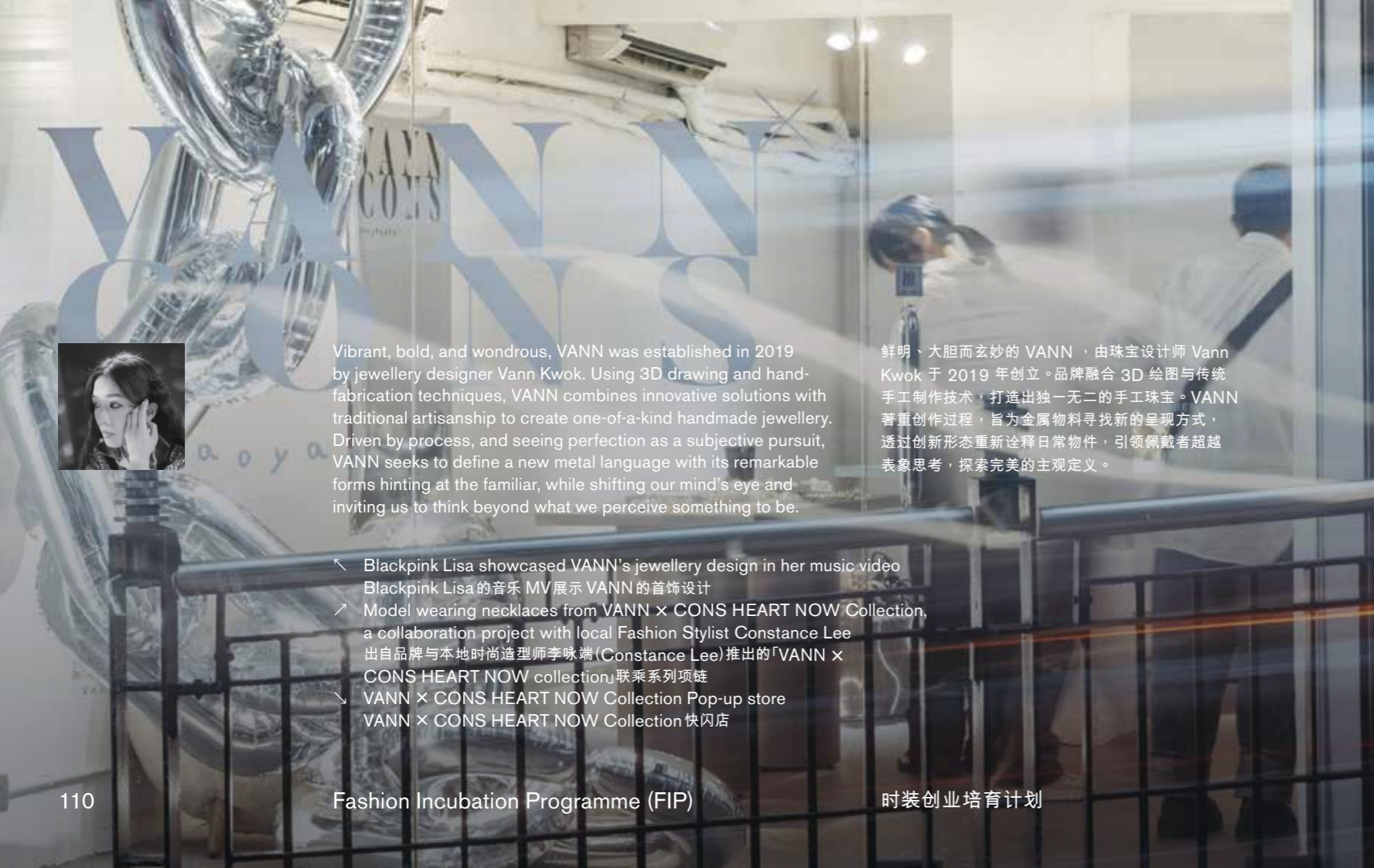
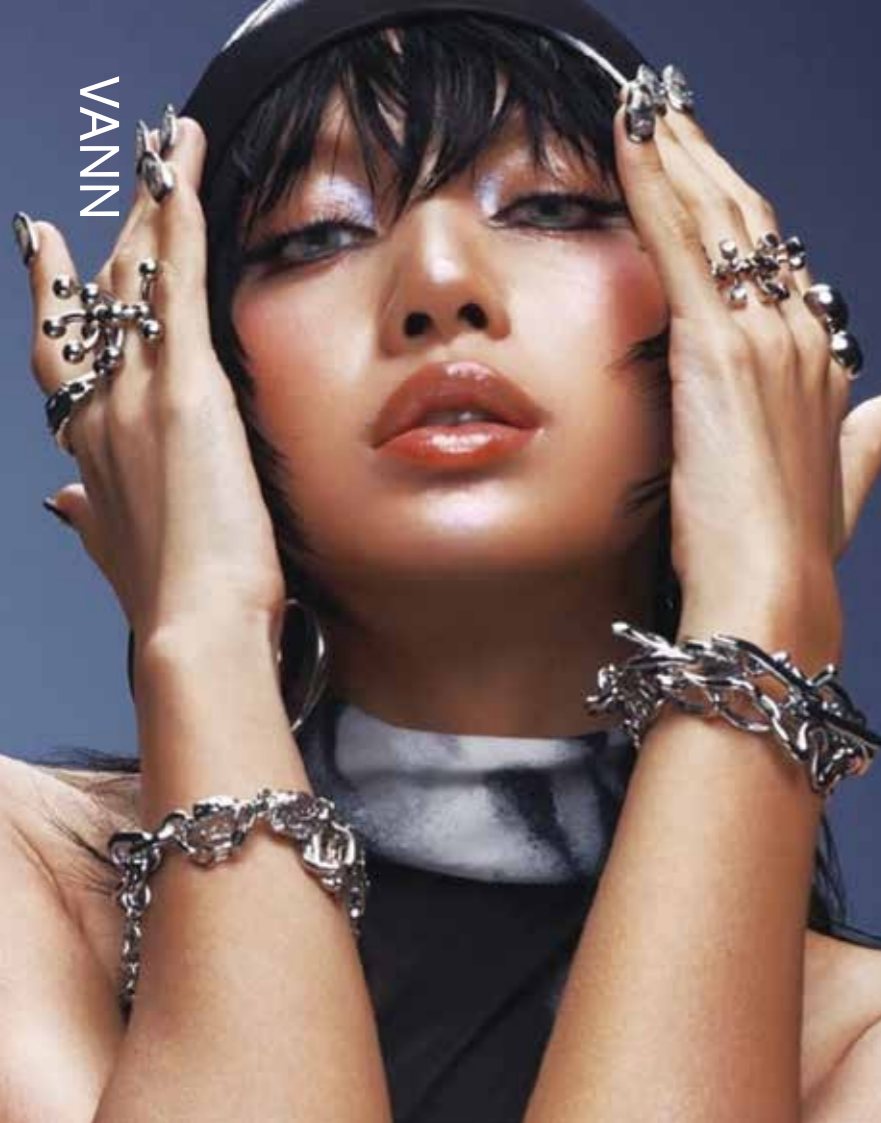
以年轻人不受拘束的个性与精神为创作灵感，REDEMPTIVE由设计师 Wilson Choi 于 2018 年创立。这个专为新世代打造的都市服饰品牌将科技融入时尚设计，采用创新黏合物料与机能面料开创出不同可能性，并赋予每件单品独特个性。大胆的轮廓剪裁，激励用家勇于突破经典风格的既定框架。



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 was shortlisted for the 'Vogue China Fashion Fund 2024', with the background photo showing its collection on the finalists' fashion show stage.
Ponder.er 入选「Vogue China Fashion Fund 2024」，背景图为决赛时装表演系列

PONDER.ER 是创意二人组 Alex Po 及 Derek Cheng 的心血结晶，致力挑战性别定型，打破社会规范。品牌以令人惊艳的无性别服装设计，检视与打破刻板定型与规条，鼓励用家多尝试探索个人身份。品牌曾获 Yu Prize 年度大奖、Fashion Asia Hong Kong 亚洲十大焦点设计师名衔及入围 LVMH 青年时装设计师奖决赛。



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.

鲜明、大胆而玄妙的 VANN，由珠宝设计师 Vann Kwok 于 2019 年创立。品牌融合 3D 绘图与传统手工制作技术，打造出独一无二的手工珠宝。VANN 著重创作过程，旨在金属物料寻找新的呈现方式，透过创新形态重新诠释日常物件，引领佩戴者超越表象思考，探索完美的主观定义。

- ↳ Blackpink Lisa showcased VANN's jewellery design in her music video
- ↳ Blackpink Lisa 的音乐 MV 展示 VANN 的首饰设计
- ↳ Model wearing necklaces from VANN x CONS HEART NOW Collection, a collaboration project with local Fashion Stylist Constance Lee
- ↳ 出自品牌与本地时尚造型师李咏端 (Constance Lee) 推出的「VANN x CONS HEART NOW collection」联乘系列项链
- ↳ VANN x CONS HEART NOW Collection Pop-up store
- ↳ VANN x CONS HEART NOW Collection 快闪店

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.

若要用三组形容词来描述 VANN，那会是？

实验性、灵活多变、有远见。

Blackpink Lisa 的音乐 MV 中展示你的首饰，对你来说意味着什么？这对品牌的影响如何？

我会说是超强的全球曝光机会。Lisa 的音乐录像观看人次数以亿计，瞬间让众多国际观众认识 VANN，尤其是非常活跃的韩流粉丝社群。这次曝光远远超出众多品牌传统广告的覆盖层面。

谈谈「VANN x CONS HEART NOW collection」是如何诞生的？这个系列背后有什么特别的故事？

VANN x CONS HEART NOW 系列源自于 VANN 和 CONSTANCE LEE 的互相欣赏。VANN 珠宝品牌的「HEART NOW」系列围绕「当下」主题，每一件作品的设计都体现全然活在当下之美。优雅是源自拥抱眼前的现实，摆脱过去的束缚，不要为未来感到焦虑。接受现况，而非事事操控，便是本系列的设计基础和理念。

在 FIP 的这两年中，你在设计和创业方面最大的突破是什么？

FIP 为我们提供财务资助之余，亦让我们有机会接触到资深业内人士和潜在合作伙伴，藉此听取更多意见并开拓商机，难能可贵。

你在这段时间中学到的最重要的一课是什么？这对你的设计理念有何影响？

那是一段充满挑战的日子，我学到的最重要的一课，便是要与顾客建立深厚的连系，并了解到加强应变能力的重要性。我明白到，无论设计有多美，如果无法满足受众的真正需求或渴望，抑或是品牌无法有效传达自身的价值，亦无法引起共鸣。

在你的创作旅程中，有没有曾经经历过什么特别「好玩」或让你「放胆一试」的时刻呢？

那便一定是与 Constance 合作的「Heart Now」系列。两个看似截然不同的设计师走在一起，碰撞出新奇刺激的作品。我们互相激发新意念，创作过程本身亦相当「好玩」。

对想入行的新人有何建议？

乐于变通，积极学习，并按需要调整策略。挑战和低谷不可避免，有时也会感到困惑，因此必须提升自己的抗逆力，相信自己的眼光，并要全力以赴。



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 counter-cultures, artistic heritage, and stunning creativity.

由设计师 Jason Lee 于 2018 年创立的 YMDH (You Make Daddy Happy)，以体现个性、想像力及独特的新东方主义美学为理念，并以百分百香港制造为荣。品牌旨在以时尚释放快乐元素，分享非主流文化、艺术传承和惊人的创造力，透过幽默和天马行空的手法，赞颂各种新颖事物与奇妙想像。

- ✦ YMDH × Overloadance – Drunk Boy go skate
- ✦ YMDH × 超载舞步 – Drunk Boy go skate
- ✦ YMDH × memento Handcrafted Cap capsule
- ✦ YMDH × memento 手工制帽
- ✦ YMDH × Benson Koo The Monxter
- ✦ YMDH × 古本森 The Monxter

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 Overloadance. 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!

你会用哪三组形容词来描述 YMDH 的风格？

实验性、玩味、童趣。

你能否分享与日本艺术家 memento 展开合作的契机？

这是一次机缘巧合的碰面。我在认识他前已在 Instagram 看过他的作品，有次到日本公干时遇见他，感觉到大家志同道合，便展开这次联乘。加上我从小就深受日本文化熏陶，爱慕日本的工艺，所以便邀请他合作。

你先后与本地艺术家古本森及漫画家超载舞步合作，这些跨界合作是如何展开的？对你的设计有何影响？

品牌一直以来都只做自己爱做的事。除了时装，艺术的创作是我另一个热爱研究的范畴。加上宇宙的吸引力法则，使我认识到不少从事艺术创作的朋友，从而激发每次的跨界合作。

在参加 FIP 的这两年中，你在设计和创业方面最大的突破是甚么？

我认为设计和创业是两回事。要两者取得平衡，对创作人来说已经是一个突破。时间管理和资源分配亦很重要。

FIP 对你最大的支持是甚么？

FIP 提供金钱资助，令我可以有更多预算去探索不同领域。我也可以认识到更多不同的时装工作者，可以互相交流业内资讯。

在这段时间，你学到最重要的一课是甚么？这对你的设计理念有何影响？

创意和生意是不同的，找出对应的市场很重要。设计方面我还在学习。世界每天都在改变，营运的方式日新月异，因此要找一条适合自己的道路。

对有意入行的新人有何建议？

要找到自己热爱的事情。要管理好数字。

未来一年有甚么想挑战？

认真做好衣服，除了创作，好好经营品牌。希望来年有更多挑战，有多十年可以挑战。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.

于香港土生土长的设计师 Kay Kwok，毕业于伦敦时装学院，2013 年在伦敦男装周推出同名的时装品牌，以大而无畏的精神，展现前卫及充满未来感的设计风格。为了打破时尚常规，摒除固有观念，Kay Kwok 运用出类拔萃的手工与美学，创造出无分性别、具实验性质及叛逆不羁的时装系列。Kay Kwok 曾与国际品牌及知名歌手合作，包括 Sony、Nike、Beyoncé、Björk、Muse 等。

- ✎ Beyoncé 'The Renaissance World Tour' stage outfit by KWK BY KAY KWOK
品牌为歌手 Beyoncé 设计 'The Renaissance World Tour' 演唱会服装
- ✎ Björk 'Cornucopia World Tour' stage outfit by KWK BY KAY KWOK
品牌为歌手 Björk 设计 'Cornucopia World Tour' 演唱会服装

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'.

你会用哪三组形容词来描述 KWK by Kay Kwok 的风格？

虚拟实体融合、突破限制、寻找内心。

2024 年，你同时入选《Tatler》的 Asia's Most Stylish「亚洲风格人士」和 Fashion Asia Hong Kong 的「亚洲十大焦点设计师」，这对你有甚么意义？

这两个荣誉犹如一个温柔但坚定的提醒：只要诚实地创作、忠于自己，美学自然会发声。这些荣誉也给予我更大的责任感，要在未来持续探索、打破既有框架，成为亚洲创意产业的一份推动力量。

这些成就是否改变了你的品牌发展？

是的，这些成就提升了国际间对 KWK 的关注，也带来更多跨界合作机会。我们的品牌策略也因此更清晰：除了服装，我们逐步扩展至数码时尚、虚拟角色与艺术实验空间，并更聚焦于未来文化与社会议题的对话。

在你的创业过程中，时装创业培育计划 (FIP) 扮演了甚么角色？它对你的成长有甚么影响？

FIP 给了我一个重要的启动平台，不仅提供资源与专业支援，更重要的是我透过计划接触到许多业界真正的决策者。这种机会在初创阶段极为关键，让我学会如何将创意转化为具规模的品牌策略。

自 FIP 毕业后，哪一个设计或系列让你特别自豪？能否分享背后的故事？

Chapter 5「INNER」是我最感性的一次创作。设计灵感来自于自我对话与内在结构，将心理层次转化为服装结构。我们运用了如同人体断面、神经网络般的线条来呈现意识的交织。

你深得不少国际巨星青睐，哪些与明星合作的经历令你最印象深刻？

与 Beyoncé 合作 3D 打印服装是难忘经验。她的团队对创意有极高标准，也愿意给设计师空间发挥；而 Björk 则像一位艺术家，她对概念的敏感度，令我对时装这种媒介的可能性有全新理解。

未来一年有甚么想挑战？

举行一场结合沉浸式展演与 AI 虚拟形象互动的时装秀！把品牌在数码宇宙的世界建设正式推向全球平台；尝试以策展人身份策划一个结合服装、声音与虚拟故事的展览，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.

灵感源自现代女性温柔与强悍俱全的特性，设计师 Kellyn Zhou 于 2017 年创立了香港时尚珠宝品牌 KKLUE。品牌擅长以 18K 黄金缀以精致钻石，巧妙平衡柔美与力量之美。KKLUE 以激励女性开阔视野和积极发声为目标，启发她们勇于表达真我，发挥好奇心，共同发光发亮。

- Model wearing KKLUE x SMILEY® necklaces and earrings
- KKLUE x SMILEY® 系列的项链与耳环
- KKLUE x SMILEY® Future Positive Collection – Silver Energy Locket Link Chain Necklace
- KKLUE x SMILEY® Future Positive 系列 — 能量盒子时尚锁头锁骨银项链
- KKLUE's physical store lands at ifc mall, Central
- 品牌概念店进驻中环国际金融中心商场

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.

你会用哪三组形容词来描述 KKLUE 的风格？

个性化、简约精致、充满故事性。

人人皆知创业之路很艰辛，请问你当初的创业动机是甚么？

我享受了多年充实的职业生涯，但后来我十分渴望将我的经验运用到我更热爱的领域。那时意识到市面上鲜有能回应女性内在情绪与身份认同的珠宝品牌，于是我创立 KKLUE，让顾客透过佩戴与设计珠宝表达自己。KKLUE 源自英文「Clue」，意为线索，象徵每个人在不同阶段的自我探索与实现。

在经营品牌时，有否经历过销售瓶颈？当时如何坚持下去，直至得到现在的成就？

有一年我们面对销售上的挑战，于是选择「更聚焦」的策略：集中资源向「一条产品线 + 一个品牌讯息 + 一个行销管道」的模式精进。隔年获得超过 100% 的销售成长。

能否分享荣获第五届「金紫荆女企业家奖」的感受？

这肯定了我从创业者转型企业家，也是对公司从初创成长到成熟的认可。此奖是激励，也是责任，我们将持续创新，推动企业发展，创造更多社会价值。

FIP 在你的创业过程中扮演甚么角色？

FIP 为品牌长远发展奠定了坚实基础。培训计划如品牌管理及数码行销，填补了商业知识的缺口，为我们提供专业知识与实战技能；其次搭建资源网络，连结导师、供应商与合作伙伴，突破人脉瓶颈；计划亦同时汇聚设计师，建构了创意社群，激发灵感与协作。

你与 SMILEY® 的合作联乘系列如何诞生？

系列源自我们对「正向能量」的共鸣。SMILEY® 象徵乐观、轻盈和对自我认同的态度，此与 KKLUE 宣导的「温柔而坚定的自我表达」契合。SMILEY® 的感染力结合 KKLUE 极简而富象徵性的设计，打造了具温度和辨识度的作品。

未来一年有甚么计划？
















持续拓展在线上 and 线下的多元化渠道，尤其是线下。今年我们已在海港城和国际金融中心商场开设店铺，也将迎来在 SOGO 的快闪店开幕，这是线下零售布局的开始。明年我们将在积累的基础上拓展适合品牌的店铺。

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	2			
7	éphélis	P				
8	genau studio	F				
9	Kinks Lab	J				
10	Le Mandorle Limited	J				
11	LTMCM LIMITED	I/A				
12	momant studio limited	V/S	3			
13	MOUCCM Studio	J				
14	Puzzle Weekly Limited	O				
15	ROYKSOPP GAKKAI	F				
16	Studio Nous Limited	O				
17	The Hole Studio	F	4			
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	5			
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	6			

- 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	REDEMPTIVE				
4	VANN				
5	YMDH				
			2	4	
					

Digital Economy Accelerator (DEA) 计划

圆满结束

119 助力香港设计

企业家掌握

(DEA) concludes successfully

数码营销策略

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.

由香港设计中心主办，并由文创产业发展处主要赞助的「Digital Economy Accelerator」(DEA) 计划于 2023 年 8 月启动，并于 2024 年第三季圆满结束，同年 10 月 18 日假香港君悦酒店沁园举行毕业典礼，邀请各界嘉宾莅临，共同见证参与计划的设计企业家在数字经济领域的显著成长与卓越成就。

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.

典礼上，五位脱颖而出的设计企业家发表项目演说，角逐最终殊荣。经过严谨评选，线香艺术设计品牌「香丘 Heung Yau」最终摘冠，而珠宝设计品牌「OON Jewellery」和时装设计品牌「Yi-ming」分别荣获亚军及季军。

参与计划的设计企业家表示，DEA 计划给予他们与行业领袖交流的宝贵机会，让他们能深入学习数码创业、电商营运、数码营销与商业战略规划等各种实用的数码营商技巧与知识，并能学以致用，在数码世界推广自身的品牌。

「香丘 Heung Yau」是一个结合传统文化、健康生活及可持续发展理念的本地品牌，创办人李立琪 (Gin) 希望透过创新产品，建立全新的线香文化。他认为，对设计师品牌来说，在市场突围而出并非最难，真正的挑战在于如何同时经营品牌及推动业务持续成长，例如基于哪些数据为产品定价，或是如何透过分析网上消费者足迹来了解自身产品优势。「DEA 计划传授的市场营销知识令我们品牌获益良多，使我们能透过不同的线上及线下营销策略，加强消费者对品牌独特价值的认识。」

「OON Jewellery」由徐思倩 (Glori) 创立，是一个以翡翠设计为主的首饰品牌。Glori 表示，加入 DEA 计划时，正值品牌成立的第三年。作为设计师，意识到自己在商业和营销知识上的不足，这限制了品牌的发展。

「DEA 计划为我提供了深入学习专业营销策略的机会，同时还提供了资金支持，为品牌提供了突破瓶颈的契机。」透过 DEA 计划，Glori 有机会向线上营销经验丰富的导师请教，令个人目标更加清晰。计划不仅提供了培训，还创造了自主学习和实践的机会。每一次的报告展示，都加深了对品牌定位和身份的理解，并提升了营销技巧和展示能力。

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.

时装设计师蔡毅明 (Grace) 于 2011 年创立时装品牌「Yi-ming」，专门设计融汇中西美学的摩登旗袍及配饰。过去十年，品牌集中经营线下业务。Grace 坦言：「面对快时尚品牌在价格、款式、潮流和速度方面的优势，独立品牌确实面临相当激烈的竞争。」这个环境促使她决定拓展线上业务，掌握相关实用技能。DEA 计划的导师具备丰富的线上营销经验，协助 Grace 学习社交媒体营销、网店管理和战略规划等知识，让她获得扩充线上业务的能力和资源，显著改善品牌的在线营销策略。「我计划未来进一步优化线上销售平台，利用社交媒体建立品牌社群，扩大市场影响力。」

DEA 计划成果斐然，参与者不仅习得实用的数码商业知识和技能，更获得推动电子商务所需的资金，同时建立起人脉网络，为未来发展开拓了无限可能。



✓ 'Time Incense Burner' by incense design brand Heung Yau
由线香品牌香丘制作的黑檀木线香盒

✓ The DEA programme successfully wrapped up with a graduation ceremony held on 18 October 2024, at The Pool House, Grand Hyatt Hong Kong.
DEA 计划圆满完成，毕业典礼于 2024 年 10 月 18 日在香港君悦酒店沁园隆重举行

✓ 'NINA' Ruffled Drop Slv Silk Cheongsam by oriental influenced fashion label Yi-ming
中式时装品牌 Yi-ming 设计的「NINA」荷叶落肩袖真丝长衫

✓ 'Blooming' by jade-inspired jewellery design brand OON Jewellery
翡翠珠宝设计品牌 OON Jewellery 之作「花开」

Taking the Spirit of BODW out into the City BODW In the City 城中设计盛会

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BODW In the City 城中设计盛会

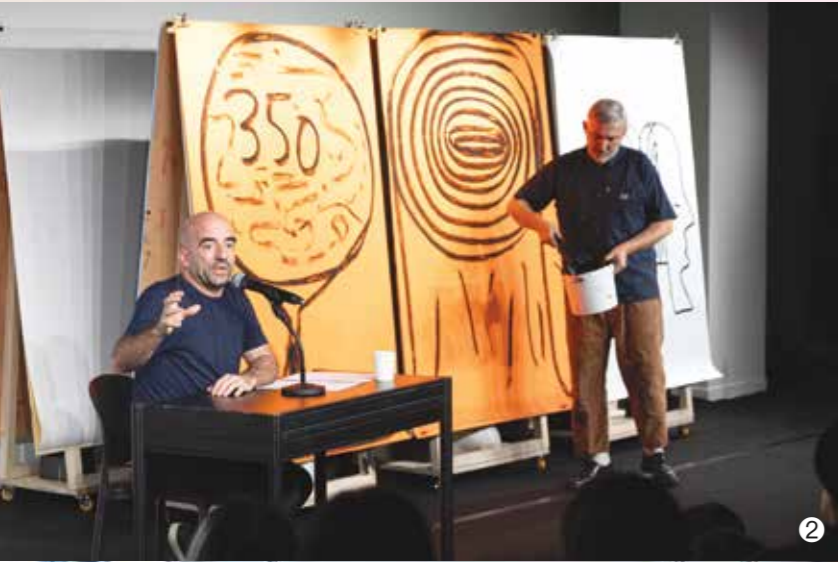
2024年12月2至16日，BODW In the City 全城设计周，将设计、创意与文化带到香港不同角落，为全城注入澎湃能量。活动将「设计营商周」精神延伸至香港各个旺区，让市民、旅客与设计爱好者感受设计的魅力。BODW In the City 获逾百个品牌伙伴大力支持，将街头、商场及文化场地化身为快闪展馆、创意实验室与互动装置空间，让设计走入大众日常。是次合作涵盖国际品牌以至社区机构，促成集全球翘楚与本地新锐于一身的精彩文化交流。BODW In the City 联同巴黎设计周、香港知专设计学院，以及海港城、置地广场、信和集团等人气热点携手举办。超过18万人次投入一共8个旗舰节目、17项伙伴合作活动及76项体验活动，成就一场又一场设计盛会，尽显香港创意精神。

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，由文创产业发展处作为主要赞助机构的BODW In the City将设计、创意与文化带到香港不同角落，为全城注入澎湃能量。活动将「设计营商周」精神延伸至香港各个旺区，让市民、旅客与设计爱好者感受设计的魅力。BODW In the City 获逾百个品牌伙伴大力支持，将街头、商场及文化场地化身为快闪展馆、创意实验室与互动装置空间，让设计走入大众日常。是次合作涵盖国际品牌以至社区机构，促成集全球翘楚与本地新锐于一身的精彩文化交流。BODW In the City 联同巴黎设计周、香港知专设计学院，以及海港城、置地广场、信和集团等人气热点携手举办。超过18万人次投入一共8个旗舰节目、17项伙伴合作活动及76项体验活动，成就一场又一场设计盛会，尽显香港创意精神。



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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 x 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 将香港化身设计乐园，为市民及游客缔造难忘体验。BODW In the City 由香港设计中心主办，并获文创产业发展处支持，联同巴黎设计周、香港知专设计学院、信和集团、置地广场及海港城等合作伙伴呈献展览、装置、表演及各类体验，透过视、听、味觉呈现当代设计精粹。香港设计中心董事会副主席兼 BODW In the City 督导委员会主席陈一教授于致欢迎辞时表示：「BODW In the City 是一个属于香港的设计节，他超越了传统活动模式，为香港市民及旅客提供了一次沉浸式设计之旅。通过一系列多元活动，香港设计中心与各参与品牌及机构一同绘画了一幅充满活力的创意画卷，展示香港创意之都的魅力。」

焦点节目有海港城 FILA x James Jean 艺术装置、建筑师 Nicola Delon 发人深省、位于中环 BaseHall 的 Energies of Repair 展览，美国艺术家 Kurt Perschke 的 RedBall Project 亦于多个热点惊喜亮相。Kook Ewo 的缤纷数码艺术光影展 Friendship Across Oceans: Bonjour, Hong Kong! 于尖沙咀中心及尖东的信和集团帝国中心外墙登场。CityMapper 电车之旅带领参加者穿梭旧日香港，展开多感官体验之旅；通利琴行施坦威 Spirio 体验，呈现现场音乐的未来自风貌。BODW In the City 2024 吸引逾百个合作单位及数千名参加者，带出「设计不仅是美学的呈现，更是塑造文化、社群与城市未来重要力量」的讯息。

- 1 BODW In the City 2024: Opening Party in LANDMARK on 2 December 2024
BODW In the City 2024 于 LANDMARK 举行的开幕派对于 2024 年 12 月 2 日举行
- 2 Live Performance: Asymmetry of BlaBlaBla
现场表演：不对称的胡说八道
- 3 CityMapper: A Multisensory Dialogue to Experience Traditional Hong Kong by the Iconic Tram Ride
CityMapper 电车之旅：色香味的城市地图
- 4 Decathlon Footwear Design Exhibition
Decathlon 鞋履设计展
- 5 FILA x James Jean Art Installation
FILA x James Jean 艺术装置
- 6 Friendship Across Oceans: Bonjour, Hong Kong!
数码艺术光影展 Friendship Across Oceans: Bonjour, Hong Kong!
- 7 The Steinway Spirio: Experience the Future of Live Music
施坦威 Spirio：领略现场音乐的未来自风貌
- 8 HKDI V Music Live
香港知专设计学院 V Music 音乐会



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Transforming

Heritage

设计光谱

主题展览「接棒未来」分三部分于深水埗多个场地举行，汇聚逾 50 件本地及海外作品，重新审视「传承」意义，探索设计如何保存、演化及重新演绎文化瑰宝，并推动赏析文化。由文创产业发展处作为主要赞助机构的设计光谱透过策展作品、公众活动及零售合作，展示设计思维如何连结过去智慧与未来创意，启发大众珍视工艺与无形文化遗产。

Into

承传过去

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.

Future

Possibilities

开创未来



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： 过界

「过界」于 D2 Place 一期展开三部曲首章，展来自十个地区共 28 件设计作品。策展人梁展邦邀请观众探索设计如何促成文化传承。展览由 Formafantasma 的珍稀硬木标本展引领，追溯木材使用在环境变迁下的变化；再至 Victionary 的字体设计研究，让观众从字型应用思考知识如何传递。展览亦带出「传承」不只是保存，更为被遗忘的传统文化赋予新生。焦点作品包括荷兰设计师 Irma Boom 颠覆传统书籍设计的实验书，以及本地时装设计师 Karmuel Young 重塑经典 Levi's 501 牛仔裤，示范设计如何以当代方式重现经典。



第二部分： 超频

「超频」接续于同一展场亮相，聚焦设计如何因应时代演化标准流程，展出来自九个地区 26 件设计作品，从物料创新至文化复兴皆见巧思。本地设计师梁康勤以「香港土砖」项目回收地盘废土制陶，法国设计师 Lucas Hosteing 的「Kouéno」系列则将废弃木边材转化为中空家具，重新界定废料的价值。展览并非只谈物件传承，更延伸至设计手法、工艺及知识系统。韩国设计师 Jinhyun Jeon 透过感官联觉的餐具设计，挑战传统餐桌体验；本地艺术家 Katol 则以手绘字体糅合工艺与现代视觉语言复兴街头景象。由韩国设计师 HiTENCHO 及策展人梁展邦共同创作的委约作品「Beyond Sound」结合音流学与装置设计，以声波震动水面呈现无穷视觉图案，将声音具象化，为感官转化与文化传承带来崭新想像。

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：
传档

三部曲最终章「传档」于全新开幕的DX设计馆举行，结合超过50组展品，引领观众沉浸式探索传承的多重可能。策展人梁展邦重塑前两部曲的展品，并加入第一部分委约作品「预言存档」的最终版本，透过「记述」、「过程（循环）」、「体验」及「重新演绎（文化）」四大面向，立体呈现传承的价值与未来可能。委约作品「预言存档」于「过界」展览期间收录了观众对深水埗的想像，并透过人工智能生成未来城市影像，让观众一同建构共创的城市愿景。展览鼓励观众透过设计思维及创意行动参与文化传承，并为香港设计注入新活力。

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.

设计光谱筹办的 27 场多元活动吸引超过 870 人参与，包括与香港活字馆合办的活版印刷体验、以本地材料创作的陶艺工作坊，以及《九龙城寨之围城》电影放映等。项目亦举行 32 场公众导赏团，吸引逾 300 人参与，以及 51 场私人导赏团，接待超过 840 名参观者。活动让观众由被动观赏转为主动参与，促进社群连系与创意技能的培养。

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 透过与 The Barn 及诚品生活太古店合作，将 DFA 亚洲最具影响力设计奖得奖设计及香港设计中心设计创业培育计划的设计师之创作带给全新受众，涵盖从永续家品到创新配饰，展现本地设计实力。透过将 DS Shop 融入文化零售场景，设计光谱连结设计赏析与实际应用，证明优秀设计已在日常生活之中。

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Prof. Kun-Pyo Lee ③
Tommy Li ③
Stephen Liang ③
David Lo ③
Joseph Lo, MH
(Appointed as Chairman on 11 April 2025)
Dr. Victor Lo, GBM, GBS, JP ③
Horace Pan ①
Hon Sunny Tan
Victor Tsang, JP
Kevin Yeung
Louisa Young ①
Karr Yip ③

董事

陈德姿 ③
陈弘志教授，JP ②
张益麟，MH ③
蔡宏兴，BBS，JP ③
周凯瑜 ③

许夏林 ③
梅傲雪
罗发礼，JP ③
李健杓教授 ③
李永铨 ③
梁国浩 ③
卢永强 ③
劳建青，MH
(於 2025 年 4 月 11 日出任主席)
罗仲荣博士，GBM，GBS，JP ③
潘鸿彬 ①
陈祖恒议员
曾昭学，JP
杨棋彬
杨苏苏 ①
叶憬翰 ③

Alternate Directors

Antony Chan
Michael Chan ②
(Appointed as a Director on 5 March 2025)
Janet Cheung
Lowell Cho
Eddy Hui

候补董事

陈志毅
陈诗华 ②
(于 2025 年 3 月 5 日出任董事)
张启秀
曹黎淑霞
许迅

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 潘鸿彬于 2025 年 1 月 14 日辞任董事，同日杨苏苏出任董事。
② 陈弘志教授，JP 于 2025 年 3 月 5 日辞任董事，同日陈诗华出任董事。
③ 于 2025 年 3 月 12 日卸任主席或董事。

Design Digest 设计二三事



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

亚洲知识产权营商论坛 2024

第十四届亚洲知识产权营商论坛以「重塑知识产权 推动成效增长」为主题，吸引了超过 3,000 名与会者参加。100 多位讲者聚集一堂，探讨知识产权在培育创新、创业以及推动全球经济增长和社会发展中所担当的重要角色。创科营商廊则展示了最新智慧城市创科项目，让与会者探索合作机会。论坛启发了与会者利用知识产权实现增长和开拓新商业领域。

主办单位
香港特区政府及香港贸易发展局

时期及形式
2024 年 12 月 5 日至 12 月 6 日，线下论坛



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

创意设计博览 2024

由文创产业发展处作为主要赞助，创意设计博览 (DesignInspire) 于 2024 年在香港会议展览中心 (HKCEC) 举行，一连三天免费开放予设计业界人士、采购买家及公众参观。今届设计博览以「设想生活 开创未来」(Design for a Better Tomorrow) 为题，结合互动展览、工作坊、研讨会、讲座，及融合艺术、科技与全球创意文化的零售区。展会更迎来重要里程碑，与享誉盛名的法国时尚家居设计展 Maison&Objet 合作打造沉浸式展区「Maison&Objet 香港设计工厂」(Maison&Objet Design Factory)，重点展示最新设计趋势、精湛工艺及创新体验。

主办单位
香港贸易发展局

时期及形式
2024 年 12 月 5 日至 12 月 7 日，展览、全年线上及线下推广活动



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 设计节

由 PMQ 元创方主办，文创产业发展处资助，deTour 是香港的年度设计节。策展人陈浚人以「拥有 → 存有：内在的设计」作为 deTour 2024 设计节主题，旨在探索设计中尚未充分发掘的可能性，强调设计如何丰富人的内在力量，启发大众思考「拥有」和「存有」两种价值，并开启更深层次的对话和连结。

deTour 2024 设计节共展出 17 件由本地、内地及海外设计师创作的装置和展品，并将举办超过 40 场工作坊、13 场设计对话、亲子活动体验—「童游 deTour」，和逾 100 场导赏团活动。

主办单位
元创方

时期及形式
2024 年 11 月 29 日至 12 月 15 日，线上及线下融合活动

© 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

广州设计周 2024

砥砺前行 19 载，2024 广州设计周以「当代人居生活美学新业态的设计 + 选材」为方向，联动广州保利世贸博览馆、广州国际采购中心、南丰国际会展中心三馆同期举办，精准分类布局形成「高订 + 材料美学看保利；软装 + 生活美学看国贸；艺术 + 奢侈品美学看南丰」的三馆布局。观展人次超预期达 459,255 人次，火爆人次再次稳居中国目前规模最大、参展品牌最多、展品品类最丰富、策展内容最精彩的「设计 + 选材」博览会的地位，再创一场极具震撼力的设计产业年度营销大展！

主办单位
广州设计周组委会

时期及形式
2024 年 12 月 6 日至 12 月 9 日，实体展览

Bi-monthly E-newsletter 电子通讯



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 定期发布香港设计中心最新的消息、行内资讯及即将举行的活动推介。每期精选收录独家设计故事和专访内容，为读者带来及时的行业洞察和新兴趋势。欢迎透过 www.hkdesigncentre.org 订阅 DMatters，与不断演进的设计世界保持联系。



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: 职业专才教育设计论坛 2024

由香港知专设计学院主办的「Make\Shift: 职业专才教育设计论坛 2024」，特别为教育工作者、业界人士和学生而设。通过一众著名讲者分享对设计教育的前瞻见解，探讨现今科技发展步伐迅速，设计实践和教育面对的重大变革，以及探索未来的多种可能性。论坛活动内容包括与本地社区、业界合作、用户体验设计相关的分享和座谈会、艺术表演、互动工作坊、展览和特别兴趣小组会议，为参加者提供交流的机会。

主办单位
香港知专设计学院

时期及形式
2024 年 12 月 10 日，实体论坛

Design Digest 设计二三事

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.

《香港设计中心年报 2023-2024》

以「设计无疆界：东西文化融合」为主题的《香港设计中心 2023-24 年报》，展开了一场东西方设计理念融合的变革之旅。年报旨在展示设计如何超越文化界限，把中心的倡议和成就化作一篇篇与读者产生共鸣的故事。我们邀请了创意领袖和新晋设计师分享他们的见解和激发灵感的过程，突显香港在全球设计界中独特的地位。透过丰富的内容和别树一格的设计风格，为读者呈献一个融合中西文化的设计体验。



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.

《给亚洲设计 — DFA 设计奖 2024》

《给亚洲设计：DFA 设计奖 2024》精心收录了 2024 年度杰出奖项得奖者的简介，DFA 亚洲最具影响力设计奖的所有得奖项目，以及 DFA 香港青年设计才俊奖的得奖者介绍。无论你是设计爱好者还是寻求灵感的业内人士，这本刊物都将成为你的宝贵收藏。



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: 设计爱好者的香港旅游指南

香港作为创意文化中心，处处充满生机和活力，无数设计景点正等待你仔细探索！从设计前卫的建筑、格调十足的餐厅和咖啡店，到启发人心的店铺和画廊，都令城市每个角落充斥灵感。在这本香港旅游指南中，我们从全港各区精选了 101 个独一无二、引人入胜的设计景点，分门别类向设计爱好者、游客和本地居民逐一介绍。希望这本指南能为你打开设计大门，发掘更多香港的多元设计面貌。



Online Resource 网上资源



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.

香港设计指南

香港设计指南是一个网上资料库和名录，让从事各类设计专业的公司和创意人才展示他们的履历，同时也方便有需求的企业进行配对。要搜寻设计指南，请访问香港设计中心网站：www.hkdesigncentre.org。



International Cultural Cooperation 国际文化交流



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.

设计营商周 — 意大利考察团 2024

香港设计中心于 2024 年 10 月率领香港代表团到访意大利，与具影响力的商业及创意领袖交流想法，并与知名企业、国际品牌及备受推崇的设计机构加强联系，当中包括 AMDL CIRCLE、Buccellati、Brunello Cucinelli、Domus Academy、Luxottica、Molteni&C、Pininfarina 及米兰国际家具展。相关考察为 2025 年的 bodw+ Series 及设计营商周两项旗舰活动打好根基，部署一连串令人期待的合作项目。

Design Digest

设计二三事

Design Thinking & Innovation Consultancy
设计思维及社会创新项目咨询



'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

何谓「幸福感」？为了在香港都市生活的背景下，更清晰地界定这一概念，「幸福设计」行动小组参考了世界卫生组织有关幸福的定义及指标以及现有文献，归纳出八大概念，包括活力健康、城市连结、绿色生活、乐龄安居、跨代共融、家社互联、增值上流及地方形象。

房屋局为制定更理想的公共屋村设计策略，与居民「共筑幸福」，特意组织了一群跨界别的顾问团队进行相关工作，园景设计师、传意设计师、城市规划师、城市研究学者、工程及管理专才、护理专业和社会工作者等，透过「设计思维」及「参与式设计」，搜集公屋居民想法。香港设计中心很荣幸担任以上项目的设计思维顾问，协助制定整个创新项目的框架。



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.

共筑幸福 · 屋村节

房屋局及香港房屋委员会于2024年9月7至15日举办「共筑幸福·屋村节」，活动内容包括研讨会和工作坊，以及在香港各区超过30个屋村举办与幸福概念相关的康乐文娱活动，如单车文化导赏、幸福跑团、社区艺术创作、屋村导赏、庆典晚会及其他以幸福概念为主题的活动。

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.

荣获两项设计大奖

香港房屋委员会于「2024年大湾区城市设计大奖」荣获两项殊荣。其中凭《共筑·幸福》研究报告荣获「专业组别（研究与出版）大奖」。该报告首创香港公营房屋幸福设计指引，制定出切合香港实际需要的设计方案。另外，「粉岭皇后山公营房屋发展项目」则获颁「专业组别（实体落成专案——城市框架）提名奖」，以其创新的城市设计概念，为居民提供优美绿化空间及公共环境。

Community Engagement 凝聚社区

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.

合力拓展设计领域

香港设计中心致力与不同行业及社会各界合作，推动设计思维的应用及培育创意人才。今年，我们全力支持 49 个来自不同界别的合作伙伴，合共推广 63 个与设计及创新相关的活动和计划，集众人之力带动业界走向多元发展，促进香港设计生态繁荣。



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.

建立本地及全球联系

作为政府推广创新设计的策略伙伴，香港设计中心积极与来自世界各地的持份者进行跨界别、跨文化交流，进一步实践使命。在 2024 年至 2025 年度，中心共接待了 13 个来自不同界别的高级代表团，包括政府官员、行业协会、教育机构及企业领袖，涵盖法国、英国、菲律宾、上海、广州等国家或地区。除正式代表团外，DX 设计馆自 2024 年 4 月起透过超过 30 场导赏团接待逾 2,000 名参观者。透过这些访问和合作，我们互相交流业界的发展方向 and 趋势，为未来合作奠定基础，有助推动本地设计生态蓬勃发展。



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.

设计推广与知识分享

香港设计中心董事会及管理层成员经常获邀出席由设计及其他行业的机构，如教育机构和行业协会举办的各类活动，并以演讲者、评委和嘉宾的身份，与社会各界分享设计的重要角色，及推广以人为本设计的重要。此外，他们亦会在媒体采访中宣扬设计的价值所在，为市民大众带来启发。



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
鸣谢公司会籍之会员



Acknowledgement of Patron Members
鸣谢永久赞助会籍之会员

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

Ms Denise Lau
刘思蔚女士
Chief Executive Officer, COLOURLIVING
COLOURLIVING 行政总裁

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

Mr Hei Shing Chan
陈曦成先生
Founder, Hei Shing Book Design
曦成制本创办人

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
金山工业(集团)有限公司总经理兼集团环境、
社会和管治主管；前香港设计中心行政总裁

Mr Leon K L Yoong
翁国梁先生
Techtronic Product Development Ltd
Vice president – Techtronic Design

HKDC Fans and Fellows 会员计划

全新「HKDC Fans and Fellows」会员计划是「HKDC 设计之友」的升级版。HKDC Fans and Fellows 连系热爱设计并深信设计能创造价值的同路人。计划面向不同界别的组织和人士，旨在提供构建商业网络、促进知识共享、加强行业支援和提升品牌知名度的机会。



Ms Agnes Chiu
赵霏文女士
Lee Kum Kee Co Ltd
李锦记(香港)有限公司

Mr Lu Lam, Leslie
卢林先生

Dr Allan Zeman
盛智文博士
Chairman, Lan Kwai Fong Group
兰桂坊集团主席

Ms Karen Chui
徐倩珩女士
General Manager,
Corporate Affairs,
Hong Kong Ferry (Holdings)
Company Limited
香港小轮(集团)有限公司企业事务总经理

Mr Benson Pau
鲍洁钧先生
Founder and CEO,
Wings Trading (HK) Co. Limited
飞腾行(香港)有限公司创办人及行政总裁

International Alliances

国际联盟

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) 国际平面设计协会



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.

国际平面设计协会 (ICoD) 是一个全球专业设计组织，代表 50 个国家及地区的 120 多个团体。在 1963 年成立之时，本会称为 IcoGrada，多年来一直奉行非牟利、无派别的成员制，并由众多从事设计专业的独立机构及持份者组成网络，积极推广设计实践、评论、教育、研究及政策的价值。

International Federation of Interior Architects / Designers (IFI) 国际室内建筑师／设计师团体联盟



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.

国际室内建筑师／设计师团体联盟是一个由国家协会、设计业界、专家及爱好者组成的单一联盟，被视为室内建筑与设计领域上的「联合国」。本联盟旨在凝聚国际室内设计界，以提升设计标准，同时致力解决影响当今社会及文化发展焦点议题，并将之与未来融合。

国际协作 推广设计

作为国际设计组织网络的成员之一，香港设计中心不时参与讨论全球的热门设计议题，促进本地与海外业界交流，突显香港身为亚洲区内重要设计之都的地位。

World Design Organization (Wdo)® 国际工业设计协会



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'.

国际工业设计协会 (WDO) 是一个全球认可的非政府组织，旨在推广工业设计，促进经济、社会、文化发展和改善生活环境。协会成立于 1957 年，全球有超过 215 个成员组织，吸引数千名设计师参与以「为更美好的世界而设计」为倡导的创新计划。

Corporate Governance

企业管治

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.

香港设计中心作为一间获公帑资助的机构，多年来一直致力加强企业管治及提升职场文化，以维持高度的问责性及内部的紧密协作。

香港设计中心严格遵循《企业管治手册》和《标准操作程序》，以确保经济、高效和有效的运营。

除了定期检讨日常运作，香港设计中心亦定期向员工发出更新通知，确保营运程序符合其企业管治原则。

香港设计中心设立审计委员会，负责监督和监察外部及内部审计，以及合规事宜，以加强内部控制和提升风险管理。而内部审计职能独立运作，直接向审计委员会报告，并提供建议以有效识别和管理风险。

此外，香港设计中心亦实行两层通报机制，以处理董事的潜在利益冲突。除了向董事会或委员会自行申报外，董事在获委任加入香港设计中心董事会时，亦须披露所有直接或间接、金钱或非金钱的一般利益。

Our Accounts 帐目

	Non-government Funding 非政府资金	Fund from Cultural and Creative Industries Development Agency (CCIDA) 文创产业发展处资金	Other Government Funding 其他政府资金	Total 总计
	HK\$' 000 港币千元	HK\$' 000 港币千元	HK\$' 000 港币千元	HK\$' 000 港币千元
Income 收入				
Government Grant 政府资助		142,896	3,832	146,728
Project Income 项目收入	400	5,006		5,406
Sponsorship 赞助	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				
Project Expenses 项目支出	1,278	93,810	2,336	97,424
Payroll & Related Cost 薪资及相关支出	285	40,923	1,464	42,672
Overhead & Administration 一般营运及行政费用	53	29,917	32	30,002
	1,616	164,650	3,832	170,098
Net Surplus 净盈余	-1,159			-1,159

Income and Expenditure Statement for the year ended 31 March 2025 截至 2025 年 3 月 31 日止财政年度 收支结算表

Board of Directors Meeting Attendance 董事会会议出席次数

Meeting Attendance / Total Number of Meetings 会议出席次数 / 会议数目	Board of Directors 董事会	Finance and Administration Committee 财务及行政委员会	Programme Committee 计划委员会	Development Committee 发展委员会	Audit Committee 审核委员会
Eric Yim 严志明	•••••		•••		••
Viveca Chan 陈一	••••••	•••••	•••	•••••	
Steve Leung 梁志天	••••••		•••	•••••	
Patrick Bruce	•••••	•••••			••
Bonnie Chan 陈德姿	•••••			•••••	
Alan Cheung 张益麟	•••••	•••••			
Donald Choi 蔡宏兴	•••••	•••••		•••••	
Joanne Chow 周凯瑜	•••••	•••••			••
Eddie Hui 许夏林	•••••		•••		
James Law 罗发礼	•••••		•••	•••••	
Kun-Pyo Lee 李健杓	•••••		•••		
Tommy Li 李永铨	•••••		•••		
Stephen Liang 梁国浩	•••••		•••		
David Lo 卢永强	•••••			•••••	
Joseph Lo 劳建青	•••••				••
Victor Lo 罗仲荣	•••••		•••		
Sunny Tan 陈祖恒	•••••		•••		
Karr Yip 叶憬翰	•••••			•••••	
Commissioner for Cultural and Creative Industries 文创产业专员	•••••	•••••	•••	•••••	••
Representative Appointed By Hong Kong Federation of Design and Creative Industries 香港设计及创意产业总会代表	•••••			•••••	
Representative Appointed By Hong Kong Fashion Designers Association 香港时装设计师协会代表	•••••		•••		
Representative Appointed By The Chartered Society of Designers (Hong Kong) 英国特许设计师协会(香港)代表	•••••			•••••	
Representative Appointed By Hong Kong Designers Association 香港设计师协会代表	•••••		•••		
Representative Appointed By Hong Kong Interior Design Association 香港室内设计师协会代表	•••••		•••		

(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.

香港设计中心衷心感谢文创产业发展处全力资助。他们的支持使我们能透过多元化的设计赏析及推广项目，培育一个充满活力的设计生态系统。

Lead Sponsor
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香港設計中心

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统筹及设计

Eddie The Studios

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文字及翻译

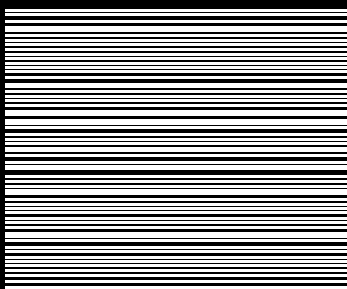
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