

Immediate Release

**Design in Motion, Play and Fashion: Hong Kong Design Centre Presents
'Football Open Play' Showcase X 'KICKOFF at The Fashion-Pop' Linking Sports and Style**



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Hong Kong, 11 May 2026 – Hong Kong Design Centre (HKDC), with the support of the Cultural and Creative Industries Development Agency (CCIDA), unveils a dual showcase under the theme **'Design in Motion, Play and Fashion'**: the showcase **'Football Open Play'**, which focuses on the kinetic aesthetics of freestyle football, and the retail pop-up **'KICKOFF at The Fashion-Pop'**, which supports local young designers and small to medium-sized enterprises. Together, they transform DX design hub into a vibrant creative arena where design, sports, and fashion converge. Opening from May, the showcases invite the public to immerse themselves in the energy of the World Cup season and experience how design reimagines the rhythm of play and the spirit of fashion.

Ms. Rainy Chan, Executive Director of Hong Kong Design Centre, remarked: 'We hope to bring design closer to everyday life through the excitement of the World Cup. From street football to fashion reinterpretation, interactive digital experiences and sports-inspired fashion displays demonstrate how "movement" sparks creative inspiration. Whether you are a football fan, a fashion enthusiast, or a cultural explorer, DX design hub offers a space where creativity meets life.'

Football Open Play: Motion as Design, Play as Culture

This showcase is led by **selfFab.**, a Hong Kong fashion and culture platform, as creative director and curator, in collaboration with Hong Kong freestyle football Champion **Tony Ma**. Freestyle football is often associated with skill, control, and performance. 'Football Open Play', however, offers an alternative perspective.

The Chinese word 'Cu (蹴)' goes beyond the act of kicking a ball, it draws a connection between movement and ancient traditions such as Cuju (蹴鞠), while 'Hua (花)' signifies style, artistry, and flourish — symbolising the growth of freestyle football in Hong Kong. The showcase transforms the space into a dynamic experimental arena, guiding visitors from street culture into an interactive digital world through four immersive zones, allowing them to experience the speed, skill, and creativity of freestyle football.

Showcase Highlights:

- **Freestyle Evolution Wall:** A timeline tracing the cultural origins and global development of freestyle football.
- **1-on-1 Panna Zone:** A digital reinterpretation of street football's instinctive one-on-one play, translating the intensity of the game into an accessible and engaging format for the public.
- **Digital Ballers Wall:** Multi-screen portraits of local and international freestyle footballers, celebrating individuality, style, and human stories.
- **Football Motion Lab:** An experimental arena where participants generate real-time data art through their own movements, transforming physical motion into visual patterns.

KICKOFF at The Fashion-Pop

Located on the same floor, The **Fashion-Pop** presents '**KICKOFF**', a retail pop-up inspired by the raw energy and tempo of football, extending the spirit of the pitch into fashion and design.

Spotlight brand **selfFab.** reimagines vintage football jerseys through its signature approaches of Remake, Reconstruct, and Replay — transforming sports culture into a distinctive aesthetic that blends street style, fashion, and sustainability. The pop-up also introduces new labels, including **SOL** (loungewear), and avant-garde brand **TIMBEE LO**, alongside a curated selection of local design brands offering jewellery, fragrances, lifestyle products, and special souvenirs, showcasing the diversity and creative vitality of Hong Kong design.

Showcase details:

Showcase Name:	Football Open Play: Motion as Design, Play as Culture	KICKOFF at The Fashion-Pop: where FOOTBALL, FASHION and DESIGN meet
Showcase Period:	From now until 27 July 2026	From now until 20 July 2026
Opening Hours:	11 am – 7 pm (Closed on Tuesdays, except Public Holidays)	9 am – 7 pm (Mondays to Sundays)
Venue:	The Square, G/F, DX design hub 280 Tung Chau Street, Sham Shui Po, Kowloon	The Fashion-Pop, G/F, DX design hub 280 Tung Chau Street, Sham Shui Po, Kowloon

Social Media Hashtags:

#HKDesignCentre #HKDC #FootballOpenPlay #KICKOFFatTheFashionPop #Design&Play #CSTB
#CCIDA HK #CCIDA

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About DX design hub

Operated by Hong Kong Design Centre, DX design hub in Sham Shui Po nurtures emerging design talents and fashion designers, fostering creativity and collaboration. Showcasing the synergy between design disciplines, it serves as a vibrant platform for community engagement and creative tourism. The Hub offers exhibition spaces, activity spaces, and a retail area for designers to gain hands-on experience. It functions as a central workstation for HKDC and design-related Associations, leading initiatives to promote fashion and diverse design projects. With a mission to inspire creativity and innovation, we aim to enable the Hub to become the creative anchor in Hong Kong with various specialized zones including The Square, The Fashion-Pop, The Box, The Gallery, The Design Museum, The Annex, The Steps, The Lounge, The Barn and The Fashion Spotlight.

The construction work of the Hub is undertaken by the Urban Renewal Authority (URA), ensuring a state-of-the-art facility that supports our vision. The Cultural and Creative Industries Development Agency of the Government of the Hong Kong Special Administrative Region is responsible for strategy formulation, coordination, and supervision, guiding the Hub's initiatives to align with industry needs and aspirations.

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

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

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

To achieve our goals, we:

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

About Cultural and Creative Industries Development Agency (www.ccidahk.gov.hk)

The Cultural and Creative Industries Development Agency (CCIDA), formerly known as Create Hong Kong (CreateHK) since 2009, was established in June 2024. CCIDA is a dedicated office under the Culture, Sports and Tourism Bureau of the Government of the Hong Kong Special Administrative Region (HKSAR Government) to provide one-stop services and support to the cultural and creative sectors with a mission to foster a conducive environment in Hong Kong to facilitate development of the arts, culture and creative sectors as industries. CCIDA's strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and multi-disciplinary collaboration, promoting industrialisation of the arts, culture and creative sectors under the industry-oriented principle, and fostering a creative atmosphere in the community, thereby reinforcing Hong Kong as Asia's creative capital and our positioning as the East-meets-West centre for international cultural exchange.

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