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**Hong Kong Design Centre Presents 'Fading Out/In: Designed to Remember' at DX design hub,
the Latest Exhibition in its 'Great Design Lives Here' Campaign**

Exploring how design preserves Hong Kong's cultural memory and reimagines heritage for
contemporary life



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Hong Kong, 3 August 2026 – Hong Kong Design Centre (HKDC), with the Cultural and Creative Industries Development Agency (CCIDA) as Lead Sponsor, proudly presents 'Fading Out/In: Designed to Remember' at The Design Museum, DX design hub, on view until 2 November 2026. As part of DX design hub's 'Great Design Lives Here' brand campaign, under its 'Connect Design' thematic pillar, the exhibition brings together a selection of design works inspired by Hong Kong's cultural heritage. Through cultural elements that are gradually fading from everyday life, it invites audiences to discover how great design preserves collective memory, strengthens connections and creates new relevance for contemporary living. Rather than merely looking back on Hong Kong's past, the exhibition demonstrates how design can safeguard cultural memory, keeping heritage visible, relevant and meaningful for future generations.

Ms Rainy Chan, Executive Director of Hong Kong Design Centre, said, 'Design is deeply embedded in our everyday lives. "Fading Out/In" shines a light on these everyday expressions of Hong Kong's cultural heritage, which often go unnoticed despite the important role they play in forming our collective identity. I hope this exhibition inspires people to look more closely at the design that

surrounds them, recognise the richness of Hong Kong's cultural heritage, and appreciate the important role that the creative industries play in shaping our city.'



From right: Dr Wallace Lam, Director of Strategic Development of HKDC; Mr Kevin Yeung, Director of HKDC; Ms Rainy Chan, Executive Director of HKDC; curator Ms Vivienne Yu; curator Mr Eddy Yu; Mr Tom Grey, Director of HKDC; and Mr Roger Wu, Director of Business Development & Projects of HKDC, at the exhibition opening ceremony.

Design as a connective force, linking past and present

Curated by **Eddy Yu** and **Hung Lam**, co-founders of CoDesign, together with **Vivienne Yu**, founder of Story Lab, '**Fading Out/In: Designed to Remember**' explores how collective memory can be sustained in an increasingly globalised and homogenised world. Through objects, practices and designs that embody Hong Kong's distinct identity, the exhibition reflects on what it means to remember, preserve and reinterpret cultural heritage, creating opportunities for the past and present to converse.

Exploring design as a force that connects traces of the past with lived experience, the exhibition is organised into two thematic zones, the **Memory Zone** and the **Transformation Zone**. Together, they showcase design in its many forms, from sound, visual communication and typography to installation, architecture, craft and fashion. Visitors are then encouraged to cast a vote for their favourite exhibit as they leave.

Memory Zone: Rediscovering Hong Kong's Everyday Icons

The Memory Zone invites visitors to rediscover the familiar symbols that have shaped Hong Kong's cultural identity. From classic neon signage and the distinctive soundscape of playing mahjong to kraft paper bags with their signature red-and-white string handles, seven groups of exhibits trace the enduring presence of design in everyday life. Through sound, installations, miniatures, and multimedia displays, visitors explore the city's historic shops, eateries, architecture, and language. Together, these works reveal how seemingly ordinary design objects can become powerful carriers of shared memory, safeguarding the intangible spirit of Hong Kong for generations.



Work by Jonathan Mak – Common Sounds



Design by Eric Wong, Pearl Leung – Redressing the Lion Dance

Transformation Zone: Reimagining Heritage Through Contemporary Design

The Transformation Zone explores how design breathes new life into cultural heritage by reinterpreting traditions for contemporary living. From auspicious porcelain motifs reimagined through popular culture and lion dance traditions transformed through circular fashion, to the expressive forms of Hong Kong street calligraphy translated into digital design, the exhibits reveal how heritage can evolve while retaining its cultural significance. Featuring 12 groups of works inspired by Wishes Plates, galvanised iron craftsmanship, bamboo weaving, salted fish culture, the Camel vacuum flask, Red A products, bamboo scaffolding, and other iconic elements of Hong Kong culture, the zone demonstrates that tradition is not preserved unchanged but continuously renewed through creativity and innovation.

Exit Interactive Zone: Casting a Vote for Hong Kong's Living Heritage

The Exit Interactive Zone invites visitors to cast a vote for the categories of Hong Kong culture memories they most wish to preserve before concluding their journey through the exhibition. Upon entry, each visitor will receive a token to place in one of eight ballot boxes, representing the exhibition's key themes: Traditional Handicrafts, Local Language and City Sounds, Festive Customs, Local Leisure and Pastimes, Hong Kong Street Scenes, Historic Architectural Aesthetics, Made in Hong Kong, and Street Food Cultures.

- END -

Exhibition details:

Exhibition Period:	'Fading Out/In: Designed to Remember' Part of the 'Great Design Lives Here' campaign From 29 July until 2 November 2026
Opening Hours:	11 am – 7 pm (Closed on Tuesdays, except Public Holidays)
Venue:	Hong Kong Design Centre The Design Museum, 2/F, DX design hub, 280 Tung Chau Street, Sham Shui Po, Kowloon

DX design hub Information:

Address: 280 Tung Chau Street, Sham Shui Po, Kowloon (MTR Sham Shui Po Station Exit C2 / Nam Cheong Station Exit D1)

Opening Hours:

- Exhibition venues: Monday, Wednesday to Sunday 11:00-19:00 (Open on public holidays); Closed on Tuesdays (except public holidays)
- The Fashion-Pop: Monday to Sunday 11:00-19:00 (Open on public holidays)
- The Lounge and The Barn (by registration): Monday, Wednesday to Saturday 11:00-19:00; Closed on Tuesdays and public holidays

For details, please visit: www.hkdesigncentre.org/en/dx

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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

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 (BODW), bodw Future Lab, DFA Awards, Fashion Asia Hong Kong and DESIGN@HKG (formerly 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

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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