

For Immediate Release

Hong Kong Design Centre Unveils 'Meow-cation — With Cats, We Connect' and 'Browse and Found in Sham Shui Po'

Seek the cultural fabric of Sham Shui Po and see how design touches lives,
connecting people with the community



Touch Design: 'Meow-cation — With Cats, We Connect'



Seek Design: 'Browse and Found in Sham Shui Po'

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Hong Kong, 18 August 2026 – Hong Kong Design Centre (HKDC), with the Cultural and Creative Industries Development Agency (CCIDA) as Lead Sponsor, proudly presents two community-focused exhibitions: 'Meow-cation — With Cats, We Connect' and 'Browse and Found in Sham Shui Po' at DX design hub. Running until 2 November 2026, the exhibitions invite visitors to 'Step into Sham Shui Po and Discover Great Design', embodying the spirit of DX design hub's 'Great Design Lives Here' initiative. Through design that touches emotions, they encourage visitors to explore the things around them from a fresh perspective, fostering a deeper appreciation of the ties between individuals, communities and local culture through an immersive journey into Sham Shui Po.

Ms Rainy Chan, Executive Director of Hong Kong Design Centre, said: 'Sham Shui Po is a place rich in history and culture, where memories and human connections are woven into the fabric of everyday life. The people, objects, and even animals here serve as bridges that bring the community together. "Meow-cation — With Cats, We Connect" brought together more than 130 students and general public, who stitched a giant cat coat piece by piece, preserving Sham Shui Po's unique textile craftsmanship and community spirit; "Browse and Found in Sham Shui Po" draws on community participation to explore and uncover the stories hidden in its streets and alleyways. Both exhibitions place design at their core, rooting creativity in local culture and inviting visitors to rediscover and appreciate the people, places and everyday objects around them through a fresh lens.'

Meow-cation — With Cats, We Connect: Community Bonds Through Craft and Cats

Under the 'Touch Design' thematic pillar, **'Meow-cation — With Cats, We Connect'** is a heartwarming community showcase that explores the relationships between people, cats, and neighbourhoods through the lens of design. Co-curated by HKDC and Edmund Kan, founder of Art Dreamers, the exhibition draws inspiration from Sham Shui Po's textile heritage, transforming the aesthetic elegance of garment manufacturing into a colossal, crowd-pleasing giant cat installation at The Square, DX design hub. Its coat, crafted entirely from fabrics, buttons, and zippers sourced from Sham Shui Po's markets and accessory shops, embodies the district's legacy of craftsmanship. The patchwork elements were co-created by students and community members under the guidance of veteran fashion designers and local textile merchants, blending traditional techniques with fresh creativity. This collective effort highlights how innovation intersects with heritage, while strengthening the connection between design and the community.



Giant cat installation and ceiling video projections



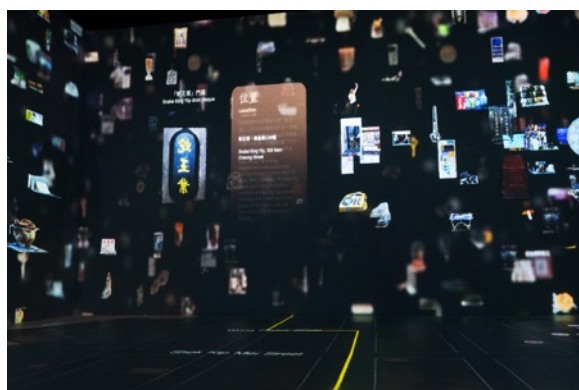
MBTI interactive photo booth

Beyond the central installation, ceiling projections feature playful videos produced in partnership with animal rescue organisation House of Joy and Mercy, showcasing cats awaiting adoption and promoting the message of 'adopt, don't abandon'. Interactive highlights include a personality test station where visitors discover their 'cat persona', illustrated by a local artist and available as downloadable wallpapers. Talks and workshops further enrich the experience, offering hands-on learning in textile craft and community storytelling. Together, these elements invite visitors to touch and be touched by 'Design' through the lens of the 'Cat', a symbol of connection, creativity, and care.

Browse and Found in Sham Shui Po: Rediscovering Local Culture Through Old Objects

Under the 'Seek Design' thematic pillar, **'Browse and Found in Sham Shui Po'**, curated by Ng Tsz Kwan of yucolab, invites visitors on an immersive journey into the district's layered culture, uncovering over 200 forgotten objects and overlooked histories that reveal its unique character and creative spirit. The objects on display were selected and documented by 100 participating students invited by the curator, who explored Sham Shui Po through a process of observation, discovery, and collection, bringing fresh perspectives to the neighbourhood's everyday culture.

Sham Shui Po is a district where the old and the new coexist. Alongside high-tech production, old appliances and second-hand goods continue to circulate, forming a fast-moving cycle in which objects are often rendered obsolete soon after they are created. Yet this rapid pace has given rise to Sham Shui Po's distinctive street wisdom. Shop owners and market vendors make resourceful use of materials at hand, adapting to circumstances by repairing, repurposing, and reselling a wide range of items. This ingenuity has become one of the district's most defining characteristics.



Exhibition view of 'Browse and Found in Sham Shui Po'

By employing 3D scanning as a contemporary conservation ritual, the exhibition recognises and documents seemingly insignificant objects, preserving them piece by piece before they vanish. Through this renewed lens, visitors are invited to uncover and appreciate the cultural traces shaped by the passage of time.

Together with other five exhibitions, **'Meow-cation — With Cats, We Connect'** and **'Browse and Found in Sham Shui Po'** form part of a holistic journey at DX design hub. Visitors can experience all seven exhibitions in one glance, immersing themselves in a vibrant exploration of design that spans local heritage, community collaboration, and innovative creativity.

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Exhibition details:

Exhibition Period and Venue:	Touch Design: 'Meow-cation — With Cats, We Connect' From 6 August until 2 November 2026 The Square, G/F, DX design hub Seek Design: 'Browse and Found in Sham Shui Po' From 14 August until 2 November 2026 The Box, 1/F, DX design hub *Part of the 'Great Design Lives Here' campaign
Opening Hours:	11 am – 7 pm (Closed on Tuesdays, except Public Holidays)

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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