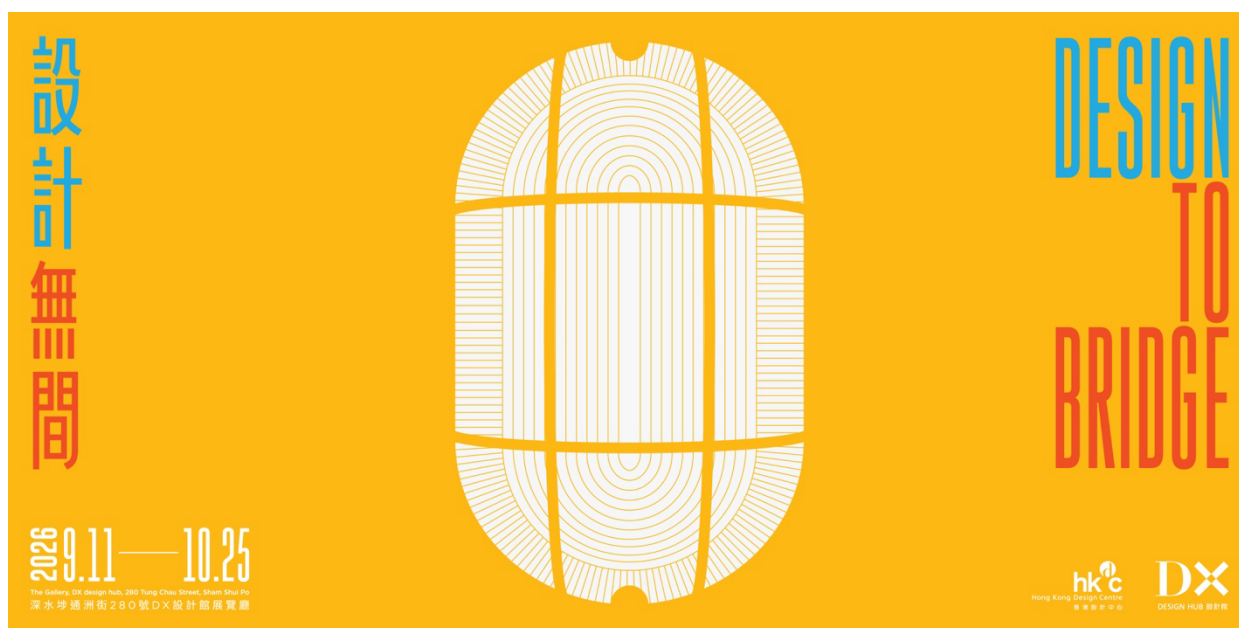


FOR IMMEDIATE RELEASE

Hong Kong Design Centre Presents 'Design to Bridge' at DX design hub

Exploring how design bridges heritage and innovation, industry and society, ideas and people



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Hong Kong, 11 September 2026 – Hong Kong Design Centre (HKDC), with the Cultural and Creative Industries Development Agency (CCIDA) under the Culture, Sports and Tourism Bureau of the HKSAR Government as Lead Sponsor, proudly presents 'Design to Bridge' at DX design hub, on view until 25 October 2026. Drawing inspiration from the bridge as a powerful metaphor for connection and exchange, the exhibition explores how design and Hong Kong Design Centre breaks boundaries and evokes resonance with different senses. Great design lives at DX design hub, everyone is invited to discover how design bridges heritage and innovation, industry and society, ideas and people.

Ms Rainy Chan, Executive Director of Hong Kong Design Centre, said, 'This exhibition takes "bridge" as its theme, embodying the Hong Kong Design Centre's enduring mission to foster cross-disciplinary collaboration and connect the world through design. As a vibrant creative hub linking diverse communities, DX design hub brings together leading design talents and creative entities from Hong Kong and Chinese Mainland, particularly the Greater Bay Area. Through diverse exhibits and multi-sensory experiences, we invite audiences to discover the transformative power of design from fresh perspectives and inspire new possibilities for cross-boundary innovation.'

Showing Diverse Dimensions of Connections

Curated by Westley Wong, founder of Wholly Wholly, **'Design to Bridge'** unites multi-disciplinary design studios and creators, positioning design as a strategic bridge that connects cultural heritage with future-facing innovation. By encouraging cross-sector collaboration, the exhibition transforms ideas, materials, and sensory encounters into meaningful experiences, sparking new approaches to thinking and creating.

To challenge the conventional view of design as a purely visual medium, the exhibition features a curated series of multi-sensory installations: tactile design converts abstract concepts into tangible physical encounters; olfactory installations guide visitors to appreciate the subtle nuances of design through fragrance; and soundscapes invite audiences to listen to design, revealing how auditory elements shape perception.



Ink & The City showcase of reimagining local calligraphy culture through visual, auditory and tactile elements



Westley Wong, founder of Wholly Wholly and curator of 'Design to Bridge'

Multi-Sensory Works

The exhibition guides audiences to explore design through a multi-sensory journey. Visual culture archive **Ink & The City** reimagines the local calligraphy culture that has permeated everyday life and streetscapes since the 1930s. Combining materials with visual and auditory elements, the studio recreates familiar urban calligraphic landscapes while exploring its evolution and adaptability. The **Central Academy of Fine Arts (CAFA)** presents an innovative vision for future mobility. Developed in collaboration with more than 40 global automotive companies and universities, the project explores emerging possibilities in smart mobility, smart cities and next-generation vehicle design.

Touch Works

Inviting visitors to engage directly with design, the exhibition's touch-focused works reveal how materials carry stories while demonstrating new possibilities in material application. **Noodo Lab** uncovers the hidden value of everyday waste through the innovative application of 3D printing technology, building a bridge between sustainability and aesthetics. **Concretology** collaborates with **Hop Fung Iron Works** to inject contemporary design into Hong Kong's iconic manhole covers, adding a fresh chapter to the city's architectural legacy. **MOSOSISI** similarly captures local human sentiment,

offering a tactile tribute to Hong Kong's architectural heritage in the form of concrete miniatures that allow audiences to reconnect with urban memory.



Concrete miniatures by MOSOSISI, transforming Hong Kong's architectural heritage into tactile records of urban memory



Fragrance as cultural artefact by Xuelel Fragrance Museum, using scents to evoke snapshots of different eras

Olfactory Works

The exhibition's olfactory works demonstrate the power of fragrance to evoke emotion and strengthen our connection to place. **Xuelel Fragrance Museum** casts fragrance as a cultural artefact rather than a commercial commodity, offering up scents as evocative snapshots of different eras. **Hong Kong Incense Company** celebrates the city's traditional incense culture through a curated presentation of locally crafted incense sticks, raw materials, and traditional recipes, paired with interactive scent installations that invite visitors to experience these distinctive aromas firsthand. **BeCandle** showcases a selection of candles and fragrances reminiscent of Sai Kung, rooted in local craftsmanship and community.

Auditory Works

Xiangyun Audio focuses on how sound connects memories through the restoration and artistic presentation of vintage audio devices. Created in collaboration with Hong Kong design team **Reform**, the installation deconstructs and displays generations of portable cassette players while keeping them functional. Visitors can closely observe their intricate and complex mechanisms at work, offering deeper insight into the material culture behind sound.

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Exhibition details:

Exhibition Period:	'Design to Bridge' Part of the 'Great Design Lives Here' campaign – 'Connect Design' Exhibition Series From now until 25 October 2026
Opening Hours:	11 am – 7 pm (Closed on Tuesdays, except Public Holidays)
Venue:	The Gallery, 1/F, DX design hub, Hong Kong Design Centre (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 and The Barn: Monday, Wednesday to Sunday 11:00-19:00 (Open on public holidays); Closed on Tuesdays (except public holidays)
- The Fashion-Pop: Monday to Sunday 09:00-19:00 (Open on public holidays)
- The Lounge (by registration): Monday, Wednesday to Sunday 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.

Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to some of HKDC's activities/projects only, and does not otherwise take part in such funded activities/projects. Any opinions, findings, conclusions or recommendations expressed in this publication and relevant materials/events (or by members of the project teams) are those of HKDC only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, the Cultural and Creative Industries Development Agency, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.