For Immediate Release

Hong Kong Design Centre Unveils DESIGN@HKG 2026 to Spark Two-Week Citywide Design Celebration

A multi-sensory installation, a tram turned moving theatre, harbourfront light art, city design routes and design talks

More than 40 cross-disciplinary activations across Hong Kong from today until 24 November



Click here to download high-res images

(Hong Kong – 10 November 2026) Hong Kong Design Centre (HKDC) today unveiled DESIGN@HKG 2026 (the Programme), the newly rebranded edition of its annual flagship campaign formerly known as BODW In the City, with the Cultural and Creative Industries Development Agency (CCIDA) under the Culture, Sports and Tourism Bureau of the HKSAR Government as the Lead Sponsor. The opening ceremony took place at Peak Galleria, home to BREATHE WITH ME—SOFT RESET, an immersive multi-sensory installation by Swiss-born artist and experience designer Annabelle Schneider.

Lead Sponsor

中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

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.
免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

Running until 24 November 2026, the two-week design festival activates the entire city, bringing together nearly 80 local and international partners to stage more than 40 activations across the city. Spanning interactive installations, district activations, thematic guided tours, design pop-up stores, guided design trails, exhibitions, workshops and talks, the Programme takes design beyond the exhibition hall and into Hong Kong's streets, neighbourhoods, shops, restaurants and even public transport. It invites residents and visitors to see the city through a creative lens, while highlighting Hong Kong's position as Asia's premier hub for design, cultural exchange and inspiration.

A Sanctuary to Breathe Opens the Festival

The opening ceremony of DESIGN@HKG 2026 was held on 10 November at the BREATH WITH ME—SOFT RESET multi-sensory installation at the Peak Galleria. The ceremony was officiated by Miss Drew Lai, Commissioner for Cultural and Creative Industries, and Mr Steve Leung, BBS, Chairman of Hong Kong Design Centre. The event gathered representatives from participating brand partners and design units.

Miss Drew Lai, Commissioner for Cultural and Creative Industries, said, “DESIGN@HKG is a new brand launched this year as the city programme of the annual design flagship event, Business of Design Week (BODW). More design-themed district activities are hosted to promote cross-sectoral and cross-regional exchanges and collaborations, further demonstrating Hong Kong's innovative strength as Asia's design capital”

Mr Steve Leung, BBS, Chairman of Hong Kong Design Centre, said: "DESIGN@HKG is opening doors to exciting new commercial horizons. By fostering deeper international collaboration and connecting global creative minds with local enterprises, we are unlocking unprecedented business opportunities and shaping the future of global design right here in Hong Kong.”

Lead Sponsor

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.
免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。



Sponsored by the Cultural and Creative Industries Development Agency under the Culture, Sports and Tourism Bureau and organised by Hong Kong Design Centre (HKDC), DESIGN@HKG 2026 was officially launched today (10 November). Photo shows Miss Drew Lai, Commissioner for Cultural and Creative Industries, Mr Steve Leung, BBS, Chairman of Hong Kong Design Centre, Mr Alan Cheung and Dr Elita Lam, Vice Chairman of Hong Kong Design Centre, Mr Daniel Freihofer, Consul General of Switzerland in Hong Kong, Mr Kevin Yeung and Alan Wan, Board of Director of Hong Kong Design Centre, Miss Rainy Chan, Executive Director of Hong Kong Design Centre, and Miss Annabelle Schneider, the experience designer of BEEATHE WITH ME – SOFT RESET at the opening ceremony.

Citywide Synergy: More Than 40 Activations Across Hong Kong

DESIGN@HKG 2026 joins hands with nearing 80 renowned local and international partners, building a richer and more diverse line-up through cross-border artistic collaboration and international cultural exchange. Beyond the opening highlight at The Peak, the Programme spans public art, city lifestyle routes, sustainable design, local craftsmanship and international crossovers. From the harbourfront and century-old trams to neighbourhood cafés and boutiques, the public can discover how closely design is woven into everyday life in Hong Kong.

Lead Sponsor

CCIDAHK

中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

政府資助計劃
Government-funded programme

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.
免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

Programme highlights include:



BREATHE WITH ME—SOFT RESET

Created by Swiss-born, New York-based artist, experience designer and educator Annabelle Schneider and presented in partnership with the Consulate General of Switzerland in Hong Kong, BREATHE WITH ME—SOFT RESET is a key feature of both DESIGN@HKG and Swiss Month Hong Kong 2026. In one of the world's fastest cities, the installation offers a rare space for the public to pause and recharge.

Rooted in Swiss values of clarity, precision and human-centred design, the work uses light, sound, scent, touch and breath to transform architecture into a soft, breathing sanctuary, inviting visitors to slow down and reconnect with themselves. First conceived in 2024 as an intimate, inflatable breathing environment, it has since evolved into an internationally exhibited installation, shown from New York and Barcelona to Art Basel, Dubai, Paris, Milan and Mount Pilatus.

Date: 10–24 November 2026
Time: 11:00am–9:00pm
Venue: Shops 201 & 202, Peak Galleria
Registration and admission: Free admission, no registration required

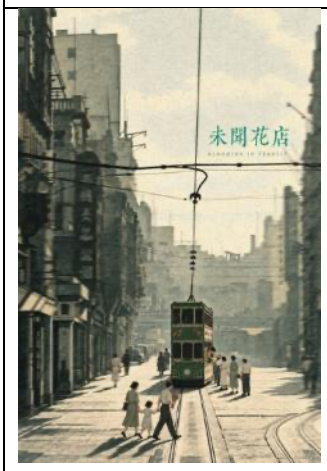
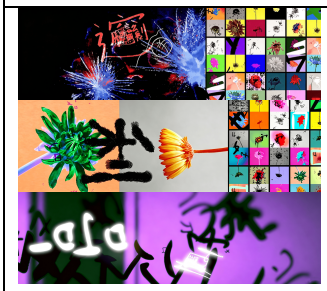
Lead Sponsor

CCIDAHK

中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

政府資助計劃
Government-funded programme

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.
免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

Public Art and Urban Space	
	**Blooming in Transit** In its third consecutive year of collaboration with Hong Kong Tramways, DESIGN@HKG turns a more than century-old city icon into a moving canvas. Local creative Jason Ho of HO HO CO has transformed a tram into Blooming in Transit, a hybrid micro-theatre stage and flower shop. Seven special curated tours are available by reservation. This November, hop aboard the tram and join us in telling stories of farewells and encounters. Date: 14, 15, 21 and 22 November 2026 (7 sessions) Venue: Hong Kong Tram No. 135 Registration and admission: HKD$150/person
	**HKG@CulturePulse** Renowned local media artist Hung Keung and his team mentored the students from German Swiss International School (GSIS) in exploring the theme "Food & Drink, Fun & Games", introducing how Chinese calligraphy and Han Dynasty reliefs can be transformed into animation. Students will break down a Chinese character into 20 frames and use brushes or marker to create their own stop-motion sequences. The creative concepts and visual materials produced during the workshop will then be collected and developed by Professor Hung Keung into four digital and motion design works. These works will be showcased on the Sino LuminArt Façade, across Tsim Sha Tsui Centre and Empire Centre, bringing vibrant colour to the Victoria Harbour skyline. Date: 13-28 November 2026 Time: Shown on the facade from time to time Venue: Façades of Tsim Sha Tsui Centre and Empire Centre, Tsim Sha Tsui East Registration and admission: Free to view, no registration required

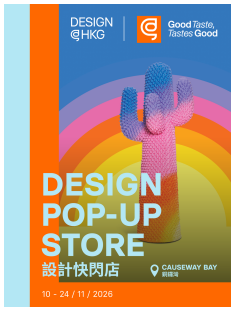
Lead Sponsor

CCIDAHK

中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

政府資助計劃 Government-funded programme

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.
免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

Lifestyle and City Walks	
 	**Good Taste, Tastes Good** Curated by Gabriele Ferrero, this citywide lifestyle initiative links nearly 40 partner venues along two self-guided routes, from Central to Sai Ying Pun and from Wan Chai to Causeway Bay. International flagships sit alongside local artisans, coffee shops, restaurants, lifestyle decor stores and creative studios, connecting global design with Hong Kong's local character. Two DESIGN@HKG design pop-up stores on Wyndham Street in Central and in Causeway Bay anchor the routes. Highlights along the way include: **52GAGE**, a concept store on Gage Street in Central founded by three French curators. Built around artisan stories, micro-production and sustainability, it brings niche international creators to Hong Kong. **G.O.D.**(Goods of Desire), the Hong Kong lifestyle brand celebrating its 30th anniversary this year, continues to reinterpret the city's culture and character through contemporary design, homeware and lifestyle products. **Drop by Dough**, an artisan doughnut brand, will create a special-edition doughnut exclusively for Good Taste, Tastes Good, adding a playful taste of the city to the design route experience. Date: 10–24 November 2026 Design Pop-up stores: 24 Wyndham Street, Central; Shop 619-621, 6/F, Times Square, 1 Matheson Street, Causeway Bay Registration and admission: Free admission, no registration required
	**COFFEE HOPPING - What's Life Without Coffee?** As part of the Good Taste, Tastes Good city routes, DESIGN@HKG has teamed up with three artists — Moving Drawing, Yat Ming and Katol — to create exclusive cup sleeves for four local cafés: sensory ZERO, BLA BLA by sensory ZERO, Oasis Cafe and Coffee & Laundry. Inspired by Switzerland, the designs bring a distinctive creative touch to each café. Public participants can join the "Coffee Hopping" by visiting any participating cafés to collect all three limited-edition sleeves, complete the trail, and redeem a special gift--all while wandering Hong Kong's vibrant coffee culture and everyday city life. Date: 10–24 November 2026 Venue: Multiple locations Event Details: https://www.designathkg.com/programme/coffee-hopping

Lead Sponsor

CCIDAHK

中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

政府資助計劃 Government-funded programme

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.
免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

Design Experience • Sensory Exploration	
	**The Travelling Salon — A Private Journey from Europe to Hong Kong** Hero Design Group is delighted to present *The Travelling Salon*, HERO's immersive studio experience for DESIGN@HKG 2026. Conceived and curated by HERO CEO Ann Chan in collaboration with Victoria Cheung Interiors, *The Travelling Salon* transforms HERO Studio into an imagined private train journey from Europe to Hong Kong. Bringing together textiles and design objects from Lesage Intérieurs and Fischbacher 1819 with florals, tableware and travel collectibles, the installation explores how travel, craftsmanship and memory shape the spaces we inhabit. Featuring GTTG route partners Bang & Olufsen and CULTI MILANO, the experience is completed with sound equipment sponsored by Bang & Olufsen and scent provided by CULTI MILANO, bringing sight, sound, scent and materiality together in an intimate, thoughtfully composed setting. Dates: 10–13, 16–17 and 23–24 November 2026 Venue: HERO Studio, 15/F, 19-20 Connaught Road Central, Hong Kong Registration and admission: By appointment via https://www.herodesigngroup.com/booking
Sustainable Design and Social Inclusion	
	**KIBO × Mosi mosi** Sustainable footwear brand KIBO has teamed up with human-centred design studio Mosi mosi for a DESIGN@HKG limited-edition sneaker featuring original artwork by hearing-impaired artist Sheung Wong, bringing together sustainable and inclusive design. The collection will be available exclusively for order at the Good Taste, Tastes Good pop-up store during DESIGN@HKG, highlighting how design can support sustainable fashion and social inclusion. Date: 10-24 November 2026 Pre-order at Good Taste, Tastes Good Design Pop-up Store, 24 Wyndham Street, Central and ESPRIT, Shop 2, G/F, Fashion Walk, 2-4 Kingston Street, Causeway Bay

Lead Sponsor

CCIDAHK

中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

政府資助計劃 Government-funded programme

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.
免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

	**Henceforth…Hong Kong… – Physical Furniture × Virtual Futures** Nine full-scale furniture pieces explore how design can bridge Hong Kong's present urban realities with its future possibilities. Through The Hong Kong Furniture and Decoration Trade Association (HKF&DA), concepts by Year 3 students of The Hong Kong Polytechnic University School of Design have been fabricated by local factories and placed in a shopping mall, where visitors are invited to sit on and touch every piece. Guided tours by PolyU School of Design students and an industry × academia panel discussion also take place during the exhibition. Date: 10–24 November 2026 Time: 10:30am–10:00pm Venue: Heath Hall, Basement, Chungking Mansions, 36–44 Nathan Road, Tsim Sha Tsui, Kowloon Registration and admission: Free admission, no registration required
Local Craft and Heritage	
	**Echoes of Craft** Luxury interior design and lifestyle brand LALA CURIO, in collaboration with DESIGN@HKG, brings outstanding local design talent into a luxury retail space and creating a meaningful dialogue between contemporary craftsmanship and refined living. Highlights include *Gathering – In Due Time*, an art installation by Coxper with sculptor Anton Poon that combines hand-brushed aluminium with circular voids; contemplative ceramics by éphēlis, an incubatee of HKDC's Design Incubation Programme (2022); and leathercraft by Nardos Hand Crafted in Hong Kong, inspired by the city's vintage iron gates and old letterboxes. Date: 2–27 November 2026 Time: 10:30am–7:00pm Venue: ML 1–3, The Peninsula, Salisbury Road, Tsim Sha Tsui Registration and admission: Free admission, no registration required

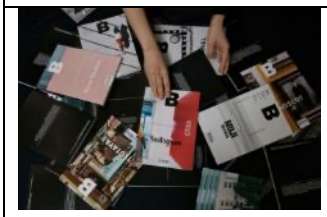
Lead Sponsor

CCIDAHK

中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

政府資助計劃 Government-funded programme

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.
免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

International Exchange and Crossovers	
	**MUMI 無味 – EASTERN EDITION X NUOVO by Teo Yang** Presented by NUOVO, Hong Kong's leading design gallery, this November features an exclusive cross-cultural collaboration uniting Seoul-based contemporary furniture brand Eastern Edition and Hong Kong fashion label PONDER.ER. The project brings Eastern Edition's signature *Boryo* lounge chair into direct dialogue with PONDER.ER's progressive textile art. This architectural foundation is paired with a bespoke two-tone textile series created by PONDER.ER designers Alex Po and Derek Cheng, featuring custom-engineered colours developed alongside Textile Library in Hangzhou. The collaborative forms part of the showcase, MUMI - 無味 Eastern Edition X NUOVO by Teo Yang, which explores a contemporary Korean aesthetic rooted in restraint and a relationship with nature. Date: 19 November 2026 – 31 January 2027 Time: 10:00am–6:30pm (Monday to Saturday) Venue: NUOVO, G03, The Galleria, 9 Queen's Road Central, Central Registration and admission: Free admission, no registration required
	**DESIGN@HKG Presents – In Conversation with Magazine B: 100 Issues of Brand Stories** Marking the 100th issue of the renowned brand documentary magazine Magazine B, DESIGN@HKG extends the vision of Business of Design Week (BODW) by bringing design dialogues into eslite bookstore's reading space. Founder Mr Suyong Joh joins in person, with Otto Ng, Co-founder of LAAB Architects, as moderator, to explore the magazine's 100-issue journey and its core brand values. A month-long exhibition runs alongside the talk.

	Sharing Session	***Exhibition***
Date:	20 November 2026	1–30 November 2026
Time:	7:30pm–8:30pm	10:00am–11:00pm
Venue	Forum, 9/F, eslite bookstore Causeway Bay, Hysan Place, 500 Hennessy Road, Causeway Bay	8/F, eslite bookstore Causeway Bay, Hysan Place, 500 Hennessy Road, Causeway Bay
Registration & Admission:	Free Admission, RSVP required	Free admission, no registration required

Lead Sponsor

CCIDAHK

中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

政府資助計劃 Government-funded programme

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.
免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

More Programme Information

For full programme details, the latest updates and more featured activities of DESIGN@HKG 2026, please visit designathkg.com.

DESIGN@HKG 2026 citywide partners:

Hong Kong Design Centre is proud to collaborate with the following brand and creative partners for DESIGN@HKG 2026 (in alphabetical order):

52GAGE	ACEPARK	Andante
Annabelle Schneider	ARCHITECTURE COMMONS & NEIGHBOURHOOD COMMONS	Art Dreamers International Limited
ARTA Architects	Atelier Cologne	B Media Company
B.S.C. COLOURLIVING Limited	Bang & Olufsen	BeCandle
CACAO	Celestion Music Asia limited	Coffee & Laundry
Consulate General of Switzerland in Hong Kong	COXPER	CULTI MILANO
Drop by Dough	EASTERN EDITION	éphēlis
Eslite Culture Hong Kong Limited	ESPRIT	Gaggenau
German Swiss International School	G.O.D. Limited	GSA Limited
Hang Lung Properties Ltd.	Heath	Hero Design Group
HK01 COMPANY LIMITED	HO HO CO	Hong Kong Tramways Limited
Tram Plus Limited	House of Great Treasure	HUNG Keung + imhk lab
JSMP	KC100 Art Space	KEF
Kheiron Milano	KIBO	Kitchen Infinity
LA CABANE WINE BISTRO LTD	LALA CURIO LIMITED	Louvre Gallery
Maison Margiela Fragrances	Monotype Imaging Holdings Inc.	Mosi mosi
Molteni&C	napp studio & architects	Nardos hands Crafted In Hong Kong
Nocino	NUOVO	Oasis Cafe
Papertecture Limited	Promemoria Hong Kong	Poggenpohl
PONDER.ER	Project House @Chun On Pawn	reEDIT Future Lab
sensory ZERO	Shout Art Hub & Gallery	Sino Group
Skidmore, Owings & Merrill (SOM)	Stübli	Sun Museum

Lead Sponsor

CCIDAHK

中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

政府資助計劃
Government-funded programme

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.
免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

Tai Ping Carpets	The Hong Kong Furniture and Decoration Trade Association (HKF&DA)	The Hong Kong Polytechnic University
The Madison Group	The Murray Hong Kong, a Niccolo Hotel	Tom Lee Music
Tung Nam Lou Art Hotel	Vacheron Constantin	Victorinox
Villa Haw Par	Visionnaire ltd	V-ZUG Hong Kong
Wyndham Social	ZOEE	

Social media channels

DESIGN@HKG Website: designathkg.com Facebook: @designathkg Instagram: @designathkg

Hong Kong Design Centre Facebook: @Hong Kong Design Centre 香港設計中心 Instagram: @hkdesigncentre

LinkedIn: @Hong Kong Design Centre / 香港設計中心 X: Hong Kong Design Centre

RedNote/Weibo: @香港设计中心 WeChat: @HKDC 香港设计中心

For media coverage enquiries and interview arrangements, please contact:

Golin Ketchum

Haze Lam / Katherine Leung

Tel: +852 5635 3615 / +852 6218 5829

Email: haze.lam@omc.com/ katherine.leung@omc.com

Hong Kong Design Centre

Evan Wong

Tel: +852 9601 8177

Email: evan.wong@hkdesigncentre.org

Lead Sponsor

中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

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.

免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

About DESIGN@HKG

Organised by Hong Kong Design Centre (HKDC), DESIGN@HKG is a citywide creative business and community activation through design programmes that take place annually in November/December. The initiative activates the entire city through dynamic design programmes and events that foster exchange and collaboration among creative units, design talents, corporate businesses, and commercial brands.

The Programme will transform Hong Kong's streets, public spaces, and creative districts with landmark installations, immersive showcases, and vibrant pop-up experiences. Through a powerful network of 80 to 100 local and international partners, DESIGN@HKG will stage over 40 dynamic citywide activations annually. From interactive public art to curated design trails, the initiative invites both locals and tourists to explore the city through a creative lens—reinforcing Hong Kong's position as Asia's premier hub for design, cultural exchange, and inspiration.

About Annabelle Schneider

Annabelle Schneider is a Swiss-born, New York-based artist, experience designer, and educator whose work explores the intersection of art, architecture, technology, and wellbeing. Through immersive multisensory environments, she creates spaces that invite people to slow down, reconnect with their senses, and foster meaningful human connection.

Driven by the question of how cities can remain deeply human in an era increasingly shaped by screens, AI, and robotics, her work explores how art and design can protect cognitive autonomy, restore presence, and strengthen our relationship with ourselves, each other, and the built environment.

Her multidisciplinary practice includes collaborations with Virgil Abloh, Daniel Arsham and Snarkitecture, Vitar, LAUFEN, Kartell, Vanderbilt, Mount Pilatus, Swiss Tourism or Ron Zacapa. Most recently, she presented RENAISSANCE OF THE REAL at Milan Design Week 2026, commissioned by USM Modular Furniture and developed with Snøhetta.

More Information:

Website: https://www.annabelleschneider.com

Instagram：annabellesbubble

Lead Sponsor

CCIDAHK

中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

政府資助計劃 Government-funded programme

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.

免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

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 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.

Lead Sponsor

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.

免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

Appendix 1

To explore more events 探索更多活動: designathkg.com

Date 日期	Time 時間	Event Title 活動名稱	Location 地點	Registration & Admission 登記及入場
Exhibition & Installation 展覽及裝置				
12.9-28.11	0900-1900	"Infinite Passage" Raymond Pang X William Tong 《無間航道》彭金有 X 唐偉霖聯展	KC100 Art Space KC100 藝術空間	Free Admission | No RSVP required 免費入場 | 無需預約
30.10.2026- 28.02.2027	1000-1800	Unbound: A Narrative of Mineral Painting 岩彩藝術的跨境敍事	Sun Museum 一新美術館	Free Admission | No RSVP required 免費入場 | 無需預約
2.11-30.11	1000-2300	Magazine B - DESIGN@HKG Presents —Magazine B: 100 Issues of Brand Stories 設計@HKG 呈獻——《Magazine B》： 百冊品牌故事之旅	Eslite Bookstore Causway Bay 誠品銅鑼灣店	Free Admission | No RSVP required 免費入場 | 無需預約
2-30.11	1030-1900	Echoes of Craft	Lala Curio	Free Admission | No RSVP required 免費入場 | 無需預約
5.11-15.11	11:00-21:00	XO Prize 2025-26: Tang Kai Yeung & Tsang Hoi Lung duo exhibition 異彩藝術家獎：鄧啟揚 × 曾海龍雙個展	Wyndham Social	Free Admission | Reservation Required 免費入場 | 需預先預約
6.11-30.11	N/A	Swiss Month 2026 - Poster Exhibition: Montreux Jazz Festival	Central Plaza	Free Admission | No RSVP required 免費入場 | 無需預約
7-14.11	Mon–Fri: by Appointment Sat–Sun: 1000–1800	THE HUMAN ALGORITHM: Craft, Memory & Making in a City of Speed	Commons Lab	Free Admission | Weekday by Appointment Weekend No RSVP required 免費入場 | 星期一至五需預約 |周末無需預約
10-13.11, 16-17.11, 23-24.11	Various Timeslots 多個時段	The Travelling Salon — A Private Journey from Europe to Hong Kong	HERO Studio	Free Admission | By Appointment 免費入場 | 僅限預約
10.11-24.11	1100-2100	BREATHE WITH ME–SOFT RESET | Multi-sensory Installation by Annabelle Schneider	Peak Galleria 山頂廣場	Free Admission | No RSVP required 免費入場 | 無需預約
10-24.11	1030-2200	PolyU Exhibition - "Henceforth... Hong Kong..." 《今後...香港...》展覽	Heath Mall 慶方	Free Admission | No RSVP required 免費入場 | 無需預約
11.11-13.11	0930-1830	Swiss Month 2026 - Cosmoprof Asia 2026 – SWISS Pavilion	HKCEC 香港會議展覽中心	Free Admission | No RSVP required 免費入場 | 無需預約
13.11-28.11	Time to Time	HKG@CulturePulse 港・文化・潮動光域	Sino LuminArt Façade 信和光影藝術幕牆	Free to View | No RSVP required 免費觀賞 | 無需預約

Lead Sponsor

中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

政府資助計劃 Government-funded programme

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.
免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

Date 日期	Time 時間	Event Title 活動名稱	Location 地點	Registration & Admission 登記及入場
13.11 - 22.11	1000-2000 (13.11-21.11) 1000-1800 (22.11)	Mavis And Students Art Exhibition 2026 梅薇絲師生畫展 2026	Tung Nam Lou Art Hotel 東南樓藝術酒店	Free Admission | No RSVP required 免費入場 | 無需預約
16.11-13.12	1000 – 1900 (Mon-Sat) Sun by appointment	Artistry of bespoke rugs from Edward Fields	Tai Ping Carpet 太平地氈	Free Admission | No RSVP required (Sunday By Appointment) 免費入場 | 無需預約 (星期日需預約)
17-23.11	1000-1900	Human-centric Design: Neighbours 以人為本的設計：街坊	Commons Lab	Free Admission | No RSVP required 免費入場 | 無需預約
19.11- 31.01.2027	1000-1830 (Mon-Sat)	MUMI 無味 – EASTERN EDITION X NUOVO	NUOVO	Free Admission | No RSVP required 免費入場 | 無需預約
26.11-3.12	1000-1900	Commons Lab SANDBOX — Showcase Commons Lab SANDBOX 試點成果展	Commons Lab	Free Admission | No RSVP required 免費入場 | 無需預約
27.11- 10.01.2027	Daily Session 每日時段 1000-1300 1300-1600 1600-1900 Closed on Mondays and Tuesdays 週一、二休館	House of Design	Villa Haw Par	Paid Admission | RSVP required at official website 付費入場 | 需官網預約登記
10.12-01.02	0900-1900	"Trials of the Abyss" Jessie Siu X Alfred Cheng 《深淵試煉》蕭靜知 X 鄭偉浩聯展	KC100 Art Space KC100 藝術空間	Free Admission | No RSVP required 免費入場 | 無需預約
Pop-up & Open House 快閃及開放日				
10-24.11	1030 – 2030	reEDIT Future Lab Open House reEDIT Future Lab 開放參觀	reEDIT Future Lab	Free Admission | No RSVP required 免費入場 | 無需預約
10-24.11	1100-1900	GTTG Design Pop-up Store 「有品味，品味好」：設計快閃店	Central & Causeway Bay 中環及銅鑼灣	Free Admission | No RSVP required 免費入場 | 無需預約
28-29.11	1400-1500	Commons Lab SANDBOX — Showcase Open House Tour 開放日導賞	Commons Lab	TBC 待定
Self-Guided Tour & Walk 自助導賞及步行活動				
10.11-24.11	N/A	Good Taste, Tastes Good Curated Tour 「有品味，品味好」城中漫遊	"Central-Sai Ying Pun & Wan Chai - Causeway Bay 中環-西營盤及灣仔-銅鑼灣"	Free Admission | No RSVP required 免費探索 | 無需預約

Lead Sponsor

中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

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.
免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

Date 日期	Time 時間	Event Title 活動名稱	Location 地點	Registration & Admission 登記及入場
Events & Workshop 活動及工作坊				
1.11-30.11	N/A	Swiss Month 2026 -Swiss Month Culinary Events	N/A 不適用	Free Admission | No RSVP required 免費入場 | 無需預約
10-11-24.11	11:30-21:00	SWISS WINE FLIGHT	STÜBLI (STEAKHOUSE & FONDUE)	Paid Event| Reservation Required 付費活動 | 需預先訂座
12.11	1400-1600	PolyU Exhibition - "Henceforth... Hong Kong..." Soft Opening 《今後...香港...》展覽開幕	Heath Mall	Free Admission | No RSVP required 免費入場 | 無需預約
12.11	1700-1900	Swiss Month- Book launch	Peak Galleria 山頂廣場	Free Admission | Reservation Required 免費入場 | 需預先預約
13.11-14.11	1700-2000 (13.11) 1400-2000 (14.11)	F for Festival & F_____SaiKung Opening Event F_____SaiKung 正式開幕暨 BeCandle 周年慶祝活動	WM Hotel Hong Kong	<u>Opening Party 開幕</u> Free Admission | Reservation Required 免費入場 | 需預先預約 <u>Workshop 工作坊</u> Paid Admission; Fee - TBC | Reservation Required 收費活動，收費待定| 需預先預約
14.11	1500-1600	Fascia Release & Singing Bowl Sound Bath 筋膜放鬆與頌缽音療浴	Peak Galleria 山頂廣場	Paid Admission; HK$50/pax | Reservation Required 收費活動，港元$50/位 | 需預約
14.11	1630-1730	Singing Bowl Relaxation & Stretch Yoga 頌缽放鬆與伸展瑜伽	Peak Galleria 山頂廣場	Paid Admission; HK$50/pax | Reservation Required 收費活動，港元$50/位 | 需預約
14.11	10000-1230 1400-1630	Tour + Workshop: Reimagining Central 導賞+工作坊：重新想像中環	SOM Studio SOM 設計事務所	Free Admission |Reservation Required 免費入場 | 需預先預約
14.11	1500-1830	Craft by Hand — A Workshop with Yat Muk & COXPER | Presented at JSMP as part of DESIGN@HKG 以手成器 —— Yat Muk 與 COXPER 工藝工作坊 | JSMP 呈獻，DESIGN@HKG 節目之一	JSMP	Free Admission |Reservation Required 免費入場 | 需預先預約

Lead Sponsor

中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

政府資助計劃 Government-funded programme

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.
免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

Date 日期	Time 時間	Event Title 活動名稱	Location 地點	Registration & Admission 登記及入場
14.11-15.11	1200-1800	JupYeah × Wyndham Social: Pop Up Swap Winter 2026 JupYeah 執野 × Wyndham Social 2026 冬季周年限定換物會	Wyndham Social	Ticket Required | Reservation Required 憑票入場 | 需預先登記
14.11-15.11	1100-2000	Swiss Month 2026 - Swiss Month meets Belgian Days – Chocolate Festival	PMQ	Free Admission | Paid Workshop | Reservation Required 免費入場 |付費工作坊 | 需預先訂座
15.11	1430-1600	ReEdit Workshop: Upcycled Robot Charm Straps 升級再造機械人掛飾工作坊	reEDIT Future Lab	Paid Admission; HK$100/pax| Reservation Required 收費活動, 港元$100 /位 | 需預先預約
17.11	1500–1800	Human-centric Design: Neighbours Public Project Event 公開項目活動	Commons Lab	Free Admission | No RSVP Required 免費入場 | 無需預約
21.11	1500-1830	Craft by Hand — A Workshop with Yat Muk & COXPER | Presented at JSMP as part of DESIGN@HKG 以手成器 —— Yat Muk 與 COXPER 工藝工作坊 | JSMP 呈獻，DESIGN@HKG 節目之一	JSMP	Free Admission | Reservation Required 免費入場 | 需預先預約
21.11	1500-1700	"Yau Ma Tei: Imprints in Colour" — Coloured Pencil Workshop @ Tung Nam Lou Art Hotel 「油麻地·色彩印記」木顏色工作坊 @ 東南樓藝術酒店	Tung Nam Lou Art Hotel 東南樓藝術酒店	Free Admission | Reservation Required 免費入場 | 需預先預約
21.11	0900-1100	Swiss Month 2026 - Run at the Peak with On Shoes	Peak Galleria 山頂廣場	Reservation Required 需預先預約
21.11-22.11	1800-2200	Swiss Month 2026 - Swiss Fine Dining with Michelin Starred Chef Tanja Grandits at Rosewood Hong Kong and at Business of Design Week (BODW)	Rosewood	Paid Admission | Reservation Required 付費入場 | 需預先訂座
22.11	1430-1600	ReEdit Workshop: Upcycled Mini Lamp 升級再造迷你燈工作坊	reEDIT Future Lab	Paid Admission; HK$100/pax| Reservation Required 收費活動,港元$100 /位 | 需預先預約

Lead Sponsor

CCIDAHK

中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

政府資助計劃 Government-funded programme

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.
免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

Date 日期	Time 時間	Event Title 活動名稱	Location 地點	Registration & Admission 登記及入場
28.11	1130-1230 1400-1500	Dream Destination - Paper Art Masterclass	Victorinox Tai Hang	Paid Admission; Fee - TBC | Reservation Required 收費活動， 收費待定| 需預先預約
5.12	1130-1230 1400-1500	Dream Destination - Paper Art Masterclass	Victorinox IFC Mall	Paid Admission; Fee - TBC | Reservation Required 收費活動， 收費待定| 需預先預約
Performance & Screening 表演及放映				
14.11	1600-1710	Blooming In Transit 未聞花店	Hong Kong Tram No. 135 香港電車 135 號	Paid Admission; HK$150/pax| Reservation Required 收費活動，港元$150 /位| 需預約
14.11	1900-2010	Blooming In Transit 未聞花店	Hong Kong Tram No. 135 香港電車 135 號	Paid Admission; HK$150/pax| Reservation Required 收費活動，港元$150 /位| 需預約
15.11	1330-1440	Blooming In Transit 未聞花店	Hong Kong Tram No. 135 香港電車 135 號	Paid Admission; HK$150/pax| Reservation Required 收費活動，港元$150 /位| 需預約
15.11	1630-1740	Blooming In Transit 未聞花店	Hong Kong Tram No. 135 香港電車 135 號	Paid Admission; HK$150/pax| Reservation Required 收費活動，港元$150 /位| 需預約
21.11	1600-1710	Blooming In Transit 未聞花店	Hong Kong Tram No. 135 香港電車 135 號	Paid Admission; HK$150/pax| Reservation Required 收費活動，港元$150 /位| 需預約
22.11	1330-1440	Blooming In Transit 未聞花店	Hong Kong Tram No. 135 香港電車 135 號	Paid Admission; HK$150/pax| Reservation Required 收費活動，港元$150 /位| 需預約

Lead Sponsor

CCIDAHK

中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

政府資助計劃 Government-funded programme

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.
免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

Date 日期	Time 時間	Event Title 活動名稱	Location 地點	Registration & Admission 登記及入場
22.11	1630-1740	Blooming In Transit 未聞花店	Hong Kong Tram No. 135 香港電車 135 號	Paid Admission; HK$150/pax| Reservation Required 收費活動，港元$150 /位| 需預約
1.11	1910	Swiss Month 2026 - Swiss Mini Film Festival – Hello Betty	PALACE ifc	Paid Admission | Reservation Required 付費入場 | 需預先預約
16.11	1930	Swiss Month 2026 - Swiss Mini Film Festival – Sew Torn	PALACE ifc	Paid Admission | Reservation Required 付費入場 | 需預先預約
27.11	1930	Swiss Month 2026 - Swiss Mini Film Festival – Slient Rebellion	Movie Movie Pacific Place	Paid Admission | Reservation Required 付費入場 | 需預先預約
29.11	18:00	Swiss Month 2026 - Swiss Jazz at DarkSide: Claude Diallo	DarkSide, Jazz Bar, Rosewood Hong Kong	Free Performance| Reservation required | Restaurant minimum may apply 免費演出 |需預先訂座 | 餐廳設有最低消費
7.12	2150	Swiss Month 2026 - Swiss Mini Film Festival – Slient Rebellion	Broadway Cinematheque	Paid Admission | Reservation Required 付費入場 | 需預先預約
Talk & Fireside Chat 講座及對談				
27.10	1200-1400	Swiss Month 2026 - Panel discussion on Competitiveness Next: IMD Insights & Swiss-Hong Kong Dialogue	UBS OFFICE, IFC	Free Admission | Reservation Required 免費入場 | 需預先預約
7.11	1700-1900	Swiss Month 2026 - Art Talk: The Swiss Matrix: Artists, Galleries, Fairs, Foundations, and the Global Art Ecosystem	Kwai Fung Hin, Central	Free Admission | Reservation Required 免費入場 | 需預先預約
11.11	1830-2030	Creative Spontaneity for Public Spaces 公共空間的創意留白	V-ZUG Studio Hong Kong	Free Admission | Reservation Required 免費入場 | 需預先預約
11.11	1300-1400	Swiss Month 2026 - Café Littéraire with Swiss Film Director Pierre Monnard	Central 中環	Free Admission | Reservation Required 免費入場 | 需預先預約
12.11	1830-2000	DESIGN@HKG x Niccolo Lecture: Conserving Central: Culture & Heritage Projects	The Murray 中環美利酒店	Free Admission | Reservation Required 免費入場 | 需預先預約

Lead Sponsor

CCIDAHK

中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

政府資助計劃 Government-funded programme

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.
免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。

Date 日期	Time 時間	Event Title 活動名稱	Location 地點	Registration & Admission 登記及入場
12.11	18:00-19:00	CACAO: Redefining Luxury through Ethics, Taste, and Sustainable Design CACAO：以倫理、味覺與可持續設計，重新定義奢華	GTTG Central Design Pop-up Store 「有品味，品味好」中環設計快閃店	Free Admission |Reservation Required 免費入場 | 需預先預約
14.11	1600-1800	Echoes of Vision & Sound: A Multi-Sensory Dialogue 視聽餘音：多感官對話沙龍	KEF Music Gallery	By Invitation Only 憑柬入場
15.11	1530-1630	PolyU Exhibition - Talk: Designing for the Future City 《設計如何回應未來城市：業界 × 學界對談》座談會	Heath Mall	Free Admission | Reservation Required 免費入場 | 需預先預約
16.11	1700-1900	A Conversation with Michael Fischbacher, CEO of Fischbacher 1819	HERO Studio	By Invitation Only 憑柬入場
20.11	1930-2030	Magazine B - DESIGN@HKG Presents — In Conversation with Magazine B: 100 Issues of Brand Stories 設計@HKG 呈獻—— 與《Magazine B》對話：百冊品牌故事之旅	Eslite Bookstore Causway Bay 誠品銅鑼灣店	Free Admission | Reservation Required 免費入場 | 需預先預約
22.11	1530-1630	PolyU - Student Sharing + Guided Tour "Futures・Furniture: Meet the Designers" 《今後・家具：學生設計分享會》+ 導賞	Heath Mall	Free Admission | No RSVP required 免費入場 |需預先預約
23.11	1900-2100	AI in Architecture and Design	HERO Studio	By Invitation Only 憑柬入場
24.11	1600-1830	Swiss Month 2026 - Conference: "The Conditional Partnerships" hosted by St. Gallen Symposium HK-GBA	UBS Hong Kong, TST	Free Admission | Reservation Required 免費入場 | 需預先預約
24.11	1800-2000	DESIGN@HKG Presents — A Dialogue with the "Infinite Passage" Artists 設計@HKG 呈獻 — 與《無間航道》創作者對話	Kitchen Infinity Showroom	Free Admission | Reservation Required 免費入場 | 需預先預約
27.11	1830-2000	Dialogue: Made in Hong Kong 對談：香港製造	Commons Lab	Paid Admission; HK$100/pax (incl. 1 drink) | Reservation Required 收費活動，港元$100/位(包括一杯飲品) | 需預先預約
Others 其他				
N/A 不適用	N/A 不適用	Hong Kong Design Stories 香港設計故事	N/A 不適用	Free to View | No RSVP required 免費觀賞 | 無需預約

Lead Sponsor

CCIDAHK

中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

政府資助計劃 Government-funded programme

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.
免責聲明：香港特別行政區政府僅為香港設計中心多個活動／項目提供資助，除此之外並無參與該等資助活動／項目。在本刊物及相關資料／活動內（或由項目小組成員）表達的任何意見、研究成果、結論或建議，均不代表香港特別行政區政府、文化體育及旅遊局、文創產業發展處、「創意智優計劃」秘書處或「創意智優計劃」審核委員會的觀點。