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DX design hub Commemorates 2nd Anniversary with 'Vividly Hong Kong'

Seven curated exhibitions debut, showcasing Hong Kong's creative vitality and design excellence

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Hong Kong, 19 November 2026 – **DX design hub**, operated by **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, presented **'Vividly Hong Kong'**. Marking DX design hub's 2nd anniversary and reflecting on its evolution into a landmark destination for creativity and design, the event brings together over 400 designers, industry leaders and members of the creative community. The showcase highlighted Hong Kong's vibrant energy and spirit of innovation, while underscoring the power of design to connect communities, foster collaboration and inspire new possibilities for the future.



The opening ceremony of 'Vividly Hong Kong', marking the 2nd anniversary of DX design hub, was successfully held on 18 November. Guest of Honour Miss Drew Lai, Commissioner for Cultural and Creative Industries, CCIDAHK, with Mr Steve Leung, BBS, Chairman of Hong Kong Design Centre, Board of Directors and representatives from partners and attending guests at the opening ceremony of 'Vividly Hong Kong'

On the evening, seven curated exhibitions were officially unveiled alongside a vibrant programme of performances blending Eastern and Western cultures, offering guests a distinctive creative experience. Highlights included a traditional lion dance and a dynamic tap dance performance. HKDC also partnered with the Hong Kong Design Institute (HKDI) to transform Tung Chau Street into an open-air runway for a denim fashion showcase, building on the momentum of the Hong Kong Denim Festival. In addition, local designers brought creative workshops onto the street, giving guests an up-close look at the fusion of design, fashion and community culture.




Left: The 'Denim Fashion Show', co-presented by Hong Kong Design Centre (HKDC) and Hong Kong Design Institute (HKDI).
Right: Traditional lion dance performance.

Marking its second anniversary and extending its 'Great Design Lives Here' spirit, DX design hub presents the seven exhibitions across all four floors. Exploring how design shapes everyday life through diverse perspectives, the showcases foster dialogue across disciplines, cultures and communities while inviting the public to experience the boundless possibilities of design. The line-up features 'Food & Drinks, Fun & Games: Savour the Moment', 'Food & Drinks, Fun & Games: Play the Moment', 'Hong Kong Design Ecology', 'DXGRAVITY: Design Networks GBA', 'Waste Is Our Resource', 'Winter Market: Designed for Giving', and 'Node…Node'.

Miss Drew Lai, Commissioner for Cultural and Creative Industries, said, 'DX design hub has established itself as a vibrant platform for nurturing local design talents and enterprises, promoting the development of the design and fashion industries, and fostering conversations between the design sector and the community. It coincides and amplifies the vibrant creative atmosphere not just in Sham Shui Po but across Hong Kong. And Hong Kong Design Centre is the close partner of the Cultural and Creative Industries Development Agency (CCIDA), and I have every confidence that, especially after the restructuring earlier this year, Design Centre will continue to deliver in assisting the Government in driving Hong Kong's development into Asia's international design hub.'

Mr Steve Leung, BBS, Chairman of Hong Kong Design Centre, said, 'We are grateful for the steadfast support of the design sector, industry partners and the wider public, which has enabled DX design hub to thrive over the past two years as a dynamic space for creative exchange and public engagement. As we mark this milestone, DX design hub presents seven new exhibitions that showcase the diversity of Hong Kong design while highlighting growing creative synergies across the Greater Bay Area. Moving forward, we remain committed to fostering cross-sector collaboration and cross-cultural dialogue through design, nurturing the next generation of design talent, and bringing Hong Kong's creative energy into local neighbourhoods and onto the global stage, shaping a more vibrant and sustainable future together.'





Left: 'Food & Drinks, Fun & Games: Play the Moment' exhibition
Right: 'Food & Drinks, Fun & Games: Savour the Moment' exhibition

'Food & Drinks, Fun & Games: Play the Moment': Write Your Own Rules, Explore the Nature of Play

The Food & Drinks, Fun & Games series comprises two exhibitions curated by Dennis Cheung, Co-founder of Studio RYTE. At The Design Museum (2/F), 'Play the Moment' transforms the space into a giant game manual, where floors, walls, signage and prompts form the environment for seven interactive actions: Guess, Chase, Compete, Balance, Gather, Create and Aim. Drawing on beloved childhood games such as eraser flicking, hopscotch and paper fortune tellers, the exhibition encourages visitors to rediscover the joy of being present through play and rethink what 'play' truly means.

'Food & Drinks, Fun & Games: Savour the Moment': Play with Your Food, Discover the Design in the Everyday

Occupying The Box (1/F), 'Savour the Moment' invites visitors to explore the everyday dining details that shape our relationship with food—from picking up tableware and pouring tea to passing dishes and gathering around a table. Through interactive animation and projection, the exhibition features a 'Virtual Dining Table' that reveals how people and objects connect in space during a meal. Meanwhile, 'How Do You Eat That?' prompts visitors to choose between dining scenarios, showing how cultural backgrounds and personal preferences influence the way we eat.





Left: 'Hong Kong Design Ecology' exhibition
Right: 'DXGRAVITY: Design Networks GBA' exhibition

'Hong Kong Design Ecology': Tracing Hong Kong's Design Journey and Creative DNA

'Hong Kong Design Ecology', the first permanent exhibition at DX design hub, is based on renowned designer Freeman Lau's narration as its blueprint and realised by 8899 Creative Limited and ARTA Architecture Limited. The exhibition transforms The Annex (2/F) into a landmark showcase celebrating the city's design legacy. Using water as a metaphor for the fluidity and resilience of Hong Kong's design ecology, the exhibition chronicles the city's creative evolution through moving images, an interactive timeline, digital media, archival records and physical exhibits. Through this rich interplay of media, visitors can explore defining milestones in Hong Kong design and discover how its diverse creative industries have shaped a distinctive, world-class design ecosystem.

'DXGRAVITY: Design Networks GBA': Explore How Cross-regional Design Collaboration Drives Innovation

Returning for its second edition, 'DXGRAVITY: Design Networks GBA' is co-curated by veteran design entrepreneur and art curator Kent Wong. Presented in The Gallery (1/F), the exhibition brings together 24 creative brands and popular IPs from cities across the Greater Bay Area to explore how design drives industrial innovation and cross-regional collaboration. Featured exhibitors include Hong Kong brands such as Escura, ARTY:ACTIVE, KONG CAT and OFFART, alongside DFA Design for Asia Awards awardees 1983ASIA, Momagi Design, ChIIIdesign and TUSHI Design. The exhibition also showcases a diverse line-up of acclaimed IPs and innovative projects, including RICH FLOWER, Chen Fenwan, Qimiolab, SPOTGUY, UODYCOCO, Huiyi, Vanke Group's Yongqing Fang project - Miao9, Heylo Planet, NUNUYU, Joy eXtreme, LiberNovo, PICDANCE, SMASMAL, HOVER Air and AULUMU.

Structured around three thematic zones, the exhibition demonstrates how design transforms creative ideas into thriving industries, highlighting Hong Kong's role as a 'super-connector' that fosters collaboration across sectors and regions. Visitors are invited to explore future directions shaped by human-centred design and technological innovation, while a series of interactive experiences created in collaboration with popular IP brands encourages public participation and strengthens ties across the region's growing design network.

'Waste Is Our Resource': Giving Discarded Materials New Life as One-of-a-Kind Design
Swiss upcycling pioneer FREITAG brings circular thinking to The Fashion Spotlight (3/F) with 'Waste is Our Resource', showcasing how discarded materials can be reborn as unique design pieces. Used truck tarpaulins are transformed into stylish, durable bags that carry the marks and stories of thousands kilometers across European highways. Visitors are invited to experience the textures of the materials firsthand and reflect on how reusing waste supports a more sustainable future—while illuminating the vast, often unseen networks that underpin our daily lives.

'Winter Market: Designed for Giving': Local Design Brands, Thoughtful Creativity
'Winter Market: Designed for Giving' embraces the spirit of the season, inspiring thoughtful gifting through a curated showcase of local designers. From fashion, accessories and home décor to furniture, lifestyle products, artisanal treats and festive fragrances, each collection reflects the creativity, craftsmanship and character of Hong Kong's design community. More than a place to find gifts, the market offers an opportunity to reconnect with those we cherish through the exchange of meaningful, carefully chosen presents.

'Node…Node': New AR Experience and Digital Illustration Bringing Vibrant Food Culture to Life
The iconic 'Node…Node' installation has been enhanced with a new AR experience. By scanning a QR code with their mobile devices, visitors can watch animated characters from the installation come to life in vivid 3D, creating engaging and immersive interaction. The installation's digital display has also been refreshed with a series of new illustrations inspired by Hong Kong's rich food culture and culinary traditions. Kinetic forms and geometric motifs capture the dynamic rhythms of a city where food, culture and community intertwine day and night.

Together, the seven exhibitions create a journey across the four floors of DX design hub, exploring everything from Greater Bay Area innovation and the unseen design shaping everyday dining and play, to Hong Kong's evolving design heritage, creative upcycling, vibrant food culture and thoughtful approaches to seasonal gifting. Visitors are invited to experience it all under one roof—immersing themselves in a panoramic celebration of design as a living, evolving force that connects communities, shapes the way we live, and embodies DX design hub's ethos: 'Great Design Lives Here'.

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Exhibition details:

Exhibition Period and Venue:	**'Food & Drinks, Fun & Games: Savour the Moment'** From 19 November 2026 until 29 March 2027 The Box, 1/F, DX design hub **'Food & Drinks, Fun & Games: Play the Moment'** From 19 November 2026 until 29 March 2027 The Design Museum, 2/F, DX design hub **'Hong Kong Design Ecology'** From 19 November 2026 The Annex, 2/F, DX design hub

	'DXGRAVITY: Design Networks GBA' From 19 November 2026 until 29 March 2027 The Gallery, 1/F, DX design hub **'Waste Is Our Resource'** From 19 November 2026 until 29 March 2027 The Fashion Spotlight, 3/F, DX design hub (Registration required) **'Winter Market: Designed for Giving'** From 19 November 2026 until 18 January 2027 The Fashion-Pop, G/F, DX design hub **'Node…Node'** From 19 November 2026 until 29 March 2027 The Atrium, G/F, DX design hub
Opening Hours:	11:00 - 19:00 (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 (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, except 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 sectorswith 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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