



## Press Release

Immediate Release

### **DFA Hong Kong Young Design Talent Award 2018 Nurture Talents for Creative Economy Open for Application from 20 April**

**(12 April 2018, Hong Kong)** Young designers are the creative forces behind a vibrant city like Hong Kong. To further unleash their potential, **The DFA Hong Kong Young Design Talent Award (DFA HKYDTA)**, which will open for application from **20 April until 28 June this year**, connects our home-grown young design talents to the world by granting them the opportunity to work overseas in renowned design firms or to study in celebrated design institutes for 6 to 12 months, on top of a sponsorship of up to HK\$500,000.

With the sponsorship and support from Create Hong Kong (CreateHK) of the Hong Kong SAR Government, Hong Kong Design Institute (HKDI), School of Design of the Hong Kong Polytechnic University and other generous organisations, nearly 80 designers have been already benefited from the overseas exposure through working or studying since the establishment of the award programme in 2005.

*“DFA HKYDTA is a unique programme for both talent celebration and nurturing where local young designers from all design disciplines can take part in. The overseas undertaking supported by the sponsorship will not only broaden their exposure, allowing them to bring valuable insights back to our creative economy, but also provide them with a solid platform to explore business opportunities beyond Hong Kong. They will become a powerhouse that will drive the creative industry, add value and make Hong Kong a more competitive and dynamic international city.”* said Professor Eric Yim, Chairman of the Hong Kong Design Centre.

#### Online Application Details

Date: 20 April - 28 June 2018

Submission: [www.ydta.dfaawards.com](http://www.ydta.dfaawards.com)

#### Application Requirements

Hong Kong permanent residents aged 35 or below who are either designers with relevant working experiences, or design graduates of Higher Diploma, Associate Degree or Bachelor Degree from local educational institutions or Master Degree obtained from local or overseas educational institutions in 2018, with nomination from industry organisations or professionals are eligible to apply.

### Judging Criteria

Candidates will be assessed by a judging panel based on his/her (1) potential contribution to the design and innovation development in Hong Kong; (2) personal aspirations, talents and achievements in specific field with potential continuous development; (3) effectiveness of communication and presentation skills; (4) portfolio of design works and (5) overseas plan proposal.

In 2017, a total of 17 awardees consisting of eight design practitioners and nine design graduates were granted the awards. 13 of them would receive financial sponsorship of up to HK\$5,000,000 in total and start their overseas undertaking by the end of September 2018 for work or by the end of February 2019 for study.



2017 Awards winners' photos are available at:

[http://www.hkdc.hk/download/awards/DFA\\_HKYDTA\\_2017.zip](http://www.hkdc.hk/download/awards/DFA_HKYDTA_2017.zip)

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**About DFA Hong Kong Young Design Talent Award ([www.ydta.dfaawards.com](http://www.ydta.dfaawards.com))**

Established in 2005, DFA Hong Kong Young Design Talent Award (DFA HKYDTA) as one of the programmes of DFA Awards organised by the Hong Kong Design Centre (HKDC), aims to support and cultivate local up-and-coming designers and design graduates aged 35 or below. Awardees may receive sponsorship to undergo overseas work attachment in renowned design companies or study in overseas institutes to unleash their potential and contribute to Hong Kong's design and creative industry development upon their return.

**Organiser ([www.hkdesigncentre.org](http://www.hkdesigncentre.org))**

**Hong Kong Design Centre (HKDC)** is a non-profit organisation founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as centre of design excellence in Asia. HKDC pursues its public mission in using design and innovation to drive the value creation of business development and improve the well-being of society through the provision of diverse innovation oriented knowledge sharing and by providing diverse exchange platforms, anchored by five major work directions: **CONNECT, CELEBRATE, NURTURE, ADVANCE** and **ENGAGE**.

HKDC's flagship programmes include **Business of Design Week** (since 2002) – Asia's leading annual conference and event on Design, Innovation and Brands; **DFA Awards** (since 2003) – the most recognised design awards from an Asian perspective; **Design Incubation Programme** (since 2012) and **Fashion Incubation Programme** (since 2016) – two-year incubation programmes to nurture future design and fashion entrepreneurs; **Fashion Asia Hong Kong** (since 2016) – a new initiative combining conversations, interactions and cultural exchanges to energise the city's image, and positioning it as an Asian hub for fashion trade and business development; and **Knowledge of Design Week** (since 2006) – an annual thematic design knowledge sharing platform on how design can solve complex challenges of our society.

**Enquiries**

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