

MEDIA RELEASE
For Immediate Release

HK sees future of Liveable Smart City development with holistic use of people-centred design as KODW 2019 concludes

30 creative visionaries share their innovative insights over 5-day event

Focusing on themes of Liveable Smart City • Future Retail & Lifestyle • Digital Health

(21 June 2019, Hong Kong) Knowledge of Design Week 2019 (KODW 2019), organised by Hong Kong Design Centre (HKDC) with Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR Government) as the Lead Sponsor, officially wrapped up its five-day event (17-21 June) today. As an annual thematic programme that gathers the global design community to explore the use of design in tackling the big issues of today, KODW took on the theme “**Designing Digital Futures**” this year to look at how human-centred design serves as a bridge between “digital and technology” and “user experience” in today’s fast-changing digital era.

The five-day curated programme, featuring around 30 international and local speakers, aims to foster cross-disciplinary learning and exchange across the public and private sectors. Industry experts were invited to share their experiences and insights at three thematic forums, seven interactive workshops, an InnoDesign Leadership CEO Forum and a Roundtable on Public Service Innovation. KODW 2019 attracted participants from all walks of life, including design practitioners, brand leaders, business executives & professionals, government and policy makers and academia from Hong Kong, the Mainland, Southeast Asia and beyond, engaging them in a multi-level dialogue on how design can solve complex challenges of our society.

Prof. Eric Yim, Chairman of HKDC said, “Backed by continuous support from CreateHK of the HKSAR Government, KODW has become a valuable annual knowledge and ideas exchange platform exploring themes pertinent to Hong Kong's future since 2006. The Government’s plans to diversify the Hong Kong economy through innovation and technology has led us to focus on the theme ‘Designing Digital Futures’ this year. We hope that KODW's thought-provoking programme and speakers can inspire participants on the importance of human-centred design in the digital era and kick-start more conversation across sectors, so that we can join hands in building a more liveable smart city for the future.”

KODW 2019 invited around 30 internationally renowned design and business leaders from 10 cities across America, Europe and Asia. They explored important cornerstones of our future urban life in three thematic forums – Liveable Smart City, Future Retail & Lifestyle and Digital Health – to shed light on how we can develop Hong Kong into a smart liveable city through design and design thinking in a global perspective.

Forum 1: Liveable Smart City

This forum focuses on how new technology creates possibilities for building more liveable smart cities of tomorrow. Some of the world’s leading innovators shared their successful experience on how to leverage big data and smart technologies using a design-led approach to co-design better living and working spaces.

Chris Ferguson, Director - National, International & Research, UK Government Digital Service said: “We’ve learnt in the UK government that design is a really important part of facing the challenges we have for providing good public services. There has been a lot of passion about solving some of the hardest problems using design and incorporating that in the ways we would normally tackle problems, but understanding that it adds something to ensure that you have a design mentality – especially a human-centred design mentality.”

James Law, JP, Hong Kong architect and Chairman & CEO of James Law Cybertecture (HK) said: “Design is weaving a new fabric of mankind in which people, our relationships, our spaces are connected. Striving to help humanity to live happily, healthily, and alleviating the suffering of those who are less fortunate by using the latest technologies and innovative strategies is our goal.”

Forum 2: Future Retail & Lifestyle

Forum 2 explores emerging trends, disruptions and new frontiers in the post-omnichannel retail landscape and looks at how brands are reinventing their business to create personalised, intuitive and connected experiences for digitally empowered customers. Forum speakers shared their forward vision on global retail transformation, and their insights on how global innovative ideas can be integrated into the local context successfully.

Tommy Campbell, Digital Designer of SPACE10 (Denmark) said: “No matter how incredible or immersive mobile applications may become, they will be hard pressed to fully replace or even emulate the kind of experience that brick and mortar affords. And neither SPACE10’s, nor IKEA’s, objective has ever been to cannibalise the retail experience with a digital product. For us it’s all about figuring out ways that new digital experiences can complement retail and vice versa.”

Chris Dobson, Principal of Eight Inc. (HK) said: “Technology alone is not the answer. Everything comes back to the customer and how best to understand their needs and design around that. It’s not about technology and data for the sake of being ‘modern’ or ‘disruptive’ – it’s about using it in a smart, elegant way that enhances the human experience.”

Forum 3: Digital Health

The Hong Kong healthcare system is known for its quality and efficiency, yet faces complex challenges such as the shortage of healthcare professionals and facilities. Forum 3 looks at new innovation opportunities and solutions for health and care in the digital age to cater for the global aging population, and helps participants tackle multiple challenges from a new perspective.

Low Cheaw Hwei, Head of Design ASEAN Pacific/Head of Design Consulting Asia of Philips Design (Singapore) said: “Every city wants to be smart in the world, but let’s not forget about the people in the city. It is important to make sure that we address the needs of the people. We should also apply technologies in the context of how the city is because every city has its own charms. With a focus on people’s needs, human-centred design undeniably serves as a bridge to effect meaningful and compelling user experience and create better healthcare systems.”

Dr. Sun Xin, Director of Guangzhou Women and Children’s Medical Center (Medical Department) (Mainland China) said: “I strongly believe in the importance of strengthening the interface between design, digital and technology in discovering new innovation opportunities and solutions for health and care in the age of digital transformation. The development of smart hospitals, healthcare service

and management creates value for the healthcare industry. By using digital and technology, we can provide more convenient and efficient medical services as well as enhance patients' experience.”

Dr. Hong Fung, Executive Director and Chief Executive Officer of The Chinese University of Hong Kong (CUHK) Medical Centre and Professor of Practice in Health Services Management of The Jockey Club School of Public Health & Primary Care, CUHK (HK) said: “I was honoured to be part of KODW and we have been engaged in a multi-level dialogue on how design can solve complex challenges of our healthcare development. As an innovator of service design, we must understand the needs of different stakeholders, including healthcare professionals and patients. It is equally essential to develop a holistic strategy and open up discussions across sectors to co-create our smart liveable city.”

If you missed the chance to attend KODW 2019, you can learn more about the programme by visiting the official website (<https://www.kodw.org/pr>), WeChat account (HKDC 香港设计中心) or Facebook page (KODW Knowledge of Design Week 設計「智」識周).

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Photo Captions:

Photo 1



Three thematic forums explored the three cornerstones of future urban life: “Liveable Smart City”, “Future Retail & Lifestyle” and “Digital Health”.

Photo 2



KODW 2019 gathered the global design community to explore the use of design in tackling the big issues of today.

Photo 3



Di-Ann Eisnor, CWeO Cities at The We Company, and Clive Grinyer, Design Consultant at Clivegrinyer Limited, delivered insightful presentations at the InnoDesign Leadership CEO Forum.

Photo 4



Liam McGuire, Director and Project Lead (Health & Serious Games) at Australian technology consultancy Opaque Media Group gave a demonstration of using VR to help healthcare professionals experience the life challenges of people with cognitive impairment.

Photo 5



Tin&Ed, a playful and highly versatile design duo, introduced new approaches to interpret the existing world via mixed media creations at the workshop.

Photo 6



The workshop themed “The LEGO® SERIOUS PLAY® Method: Envisioning Future Leadership for Change”, hosted by Per Kristiansen, Partner at design group Trivium brought innovative ideas to the participants.

About Knowledge of Design Week

Knowledge of Design Week (KODW) is an annual thematic programme that gathers the global design community to explore the use of design in tackling the big issues of today. The five-day event fosters cross-disciplinary learning and exchange through forums, roundtables, case studies and workshops, and also offers participants unique business networking opportunities.

Since its launch in 2006, KODW has proven to be an invaluable knowledge sharing platform connecting global field experts, policy makers, industry leaders and forward-thinking minds. It engages us in a multi-level dialogue on how design can solve complex challenges of our society. KODW website: www.kodw.org.

About Hong Kong Design Centre

Hong Kong Design Centre (HKDC) is a non-governmental organisation, and was founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as an international centre of design excellence in Asia. Our public mission is to promote wider and strategic use of

design and design thinking to create business value and improve societal well-being, with the aim of advancing Hong Kong as an international design centre in Greater Bay Area and in Asia.

HKDC's flagship programmes include Business of Design Week (BODW; since 2002) – Asia's leading annual event on design, innovation and brands; DFA Awards (since 2003) – a well-recognised annual awards that celebrate outstanding designs with Asian perspectives; and Knowledge of Design Week (KODW; since 2006) – an annual thematic programme that gathers the global design community to explore how design can solve complex challenges of our society.

We also manage a Design Incubation Programme and Fashion Incubation Programme (since 2012 and 2016) – 2-year programmes to nurture future design and fashion entrepreneurs; and launched FASHION ASIA HONG KONG (since 2016) – an initiative combining conversations, interactions and cultural exchanges to position the city as an Asian hub for fashion trade and business development. HKDC website: www.hkdesigncentre.org.

About Create Hong Kong

Create Hong Kong (CreateHK) is a dedicated agency set up by the HKSAR Government in June 2009. It is under the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau and dedicated to spearheading the development of creative industries in Hong Kong. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. CreateHK sponsors HKDC to organise KODW and other projects to promote Hong Kong design. CreateHK's website: www.createhk.gov.hk.

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