



#### **Press Release**

# Hong Kong's first Creative Tourism Project by Design District Hong Kong, officially launched "#ddPlace" - designs to inspire creativity in the city at every turn

A place to connect and empower local creative groups, and discover an enlivened facet of Hong Kong's rich history in Wan Chai District

From now until 2021 #designdistricthk #ddHK

(Hong Kong, 27 March, 2019) **Design District Hong Kong (#ddHK)**, a three-year Creative Tourism Project from 2018/2019-2020/21, officially launched today, presented by the Tourism Commission, organised by Hong Kong Design Centre, and with support of strategic partner Hong Kong Comics & Animation Federation for all programmes related to local comics. The initial phase of the project kicked off late 2018 and today #ddHK revealed 6 brand new **#ddPlace** ideas under the theme 'Pop! Get Inspired at Every Turn', with over 50 designs and artworks, three walking routes and various themed guided tours. **#ddHK** will be active until 2021 and aims to inspire Hong Kongers and visitors to discover a different Hong Kong whilst appreciating creative design collaborations with deep-rooted connections in the community, as well as encouraging multi-functional use of public spaces through a series of artistic design forms.

The launch ceremony took place at Fleming Road Garden, with two of the #ddPlace designs "#ddExperience" and "#ddGathering" serving as the backdrop. The #ddHK 'open-air design district gallery', now open to Hong Kongers and international visitors, was officiated by the Honourable Mr Edward Yau Tang-wah, GBS, JP, Secretary for Commerce and Economic Development Bureau; Mr Joe Wong, JP, Commissioner for Tourism; Professor Eric Yim, Chairman of Hong Kong Design Centre; and Mr Alan Wan, Director of Hong Kong Comics and Animation Federation with all partners and collaborators.

Mr Edward Yau Tang-wah, GBS, JP, Secretary for Commerce and Economic Development Bureau said: "#ddHK is a pivotal platform that the Government has spearheaded, establishing Hong Kong as the centre of design and creative excellence in Asia. It aims to promote the development of the local creative industry by encouraging local groups to join hands and participate in the design movement. #ddHK is not solely a tourism initiative but is a way for locals to explore the authentic culture of Wan Chai District through artistic creations by local and international talents. It also offers local young designers a platform to introduce their designs, let alone enhancing the environment and connecting the community." said

**Professor Eric Yim, Chairman of Hong Kong Design Centre** added: "More than a design with storytelling, #ddHK is indeed Hong Kong's first-ever district-wide creative placemaking project. To entitle an excellent placemaking project, it is essential to transform "space" in to "place". With a series of carefully considered design works, this district-wide project not only celebrates the local story and cultural characteristics of Wan Chai District, but also encourages vital involvement of the public. We hope to cultivate a community with a strong affinity towards creativity and design for a dynamic and organic development of the district."





Through its human-centred, functional and playful designs, #ddHK strives to connect the community through meaningful interactions. In partnership with One Bite Design Studio and HKwalls, six brand new thematic #ddPlace activations have been realised, namely "#ddExperience", "#ddGathering", "#ddWalk", "#ddSmile", "#ddFresh" and "#ddPaintHKWALLS". Kui Wong, also known as The Plumber King, was invited by Hong Kong Design Centre and HKwalls to specially design a tram with his signature hand-writing. The design features secret messages embedded within for the public to discover the meaning behind. The tram is now in service from 27 March to 26 April 2019, telling stories of Hong Kong culture with surprises for the community at every turn. Other previously launched #ddPlace activations include "#ddDoodles," "#ddSharing," and #ddSpecial, an Augmented Reality digital art named HKACT! Act 1 BeHere designed by Masaki Fujihata and produced by the Osage Art Foundation, are available for public and tourists to experience. Please refer to the appendices for more information.

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For updates about #ddHK, please visit: www.designdistrict.hk

Facebook: www.facebook.com/designdistricthk

Instagram: www.instagram.com/designdistricthk ddhk

#### Images:

High-resolution images can be downloaded here:

Link: <a href="http://gallery.sinclaircomms.com/">http://gallery.sinclaircomms.com/</a>

Password: talkofthetown



**Caption:** Design District Hong Kong (#ddHK) officially launched today, together with officiating guests, sponsors, partners, creative partners, participating designers and artists, public and tourists in attendance at the #ddHK launch ceremony







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**Caption:** Mr Edward Yau Tang-wah, GBS, JP, Secretary for Commerce and Economic Development Bureau as an officiating guest



**Caption:** Professor Eric Yim, Chairman of Hong Kong Design Centre as an officiating guest



Caption: Mr Edward Yau Tang-wah, GBS, JP,
Secretary for Commerce and Economic
Development Bureau and Professor Eric Yim,
Chairman of Hong Kong Design Centre attending
the weaving workshop with the public



Caption: Mr Edward Yau Tang-wah, GBS, JP,
Secretary for Commerce and Economic
Development Bureau and Professor Eric Yim,
Chairman of Hong Kong Design Centre leading the
media tour, showing "#ddSmile" O'Brien Road
Tram Stop







**Caption:** Exclusive tram design by Kui Wong (The Plumber King)



**Caption:** Exclusive tram design by Kui Wong (The Plumber King)



Caption: One of the "#ddPaintHKWALLS" walls at Tang Shiu Kin Victoria Government Secondary School



Caption: One of the "#ddPaintHKWALLS" walls at Tung Wah Centenary Square Garden

## **About Design District Hong Kong (#ddHK)**

Design District Hong Kong (#ddHK) is a 3-year creative tourism project (2018/19-2020/21) curated as an "openair design district gallery" to boost Wan Chai and Sham Shui Po as the vibrant hub of creativity in the heart of the city. Through a series of creative designs and street events, the project familiarises visitors with an authentic experience of Hong Kong with their original design concepts, traditional craftsmanship, distinct architecture, district characteristics and unique stories presented by a cluster of creative modes along the old Wan Chai coastline in the 1840s that spreads from south to north, east to west. The project also has a focus on promoting Sham Shui Po as a fashion and design base of Hong Kong.

Presented by Tourism Commission and organised by Hong Kong Design Centre (HKDC), with Hong Kong Comics & Animation Federation (HKCAF) as Strategic Partner (on programme or work related to local comics), #ddHK is a fantastic blueprint for visitors and public to explore the city in a brand new way, it also aligns HKDC's public mission to promote future betterment of the society and community resilience through design. The key deliverables include: #ddSpecial, #ddPlace and #ddMotion.

#### **About Hong Kong Design Centre**

Hong Kong Design Centre (HKDC) was founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as centre of design excellence in Asia. HKDC continues its public mission to promote wider and strategic use of design and design thinking to create business value and improve societal well-being.





Our initiatives are 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) – a widely recognised design awards that celebrates outstanding designs with Asian perspectives; Design Incubation Programme (since 2012) and Fashion Incubation Programme (since 2016) – 2-year incubation programmes to nurture 4 future design and fashion entrepreneurs; FASHION ASIA HONGKONG (since 2016) – a fashion initiative combining conversations, interactions and cultural exchanges to energise the city's image, and position it as an Asian hub for fashion trade and business development; Knowledge of Design Week (since 2006) – an annual thematic design knowledge sharing platform that explores how design can solve complex challenges of our society.

## For more information, please contact Sinclair at (852) 2915 1234:

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Appendix 1: "#ddPlace" and "#ddSpecial" Details

"#ddPlace"	Design Partners and Supporters	Design Concept	Image
"#ddExperience" at Fleming Road Garden 27 March – 31 May 2019	One Bite Design Studio	Consisted of 5 pieces in the shape of the project name "#ddHK", the interactive pavilion #ddExperience is designed to connect people with the public space through functional and artistic installation pieces.  Each piece of the pavilion aims to inspire user to explore the "differences". "#" allows people to discover a different Hong Kong by learning the programme initiative through information panels; "d" features curved mirrors which inspire users to view things differently; the second "d" is designed with a winding pathway which encourages users walking differently; the bench in the middle of the "H" is movable and users rearrange it for seating differently; lastly, "K" is a performance stage allowing people to explore new ways to interact with one another by playing differently. The installations are in various designs and combinations to attract tourists and local residents to visit, as well as to encourage existing users to be creative and enjoy public space in a fun way.	design design destrict Hong Rong 設計 選地





"#ddGathering" at Fleming Road Garden 27 March – 31

May 2019

One Bite Design Studio

Department of Architecture of the Hong Kong Design Institute In collaboration with the Department of Architecture of the Hong Kong Design Institute, the participating students and lecturers have reinterpreted the beauty of Chinese characters by repurposing the shapes found in Chinese strokes into 10 pieces of functional public furniture.

Breakthrough Art Studio The furniture are decorated by weaving pieces that was created by a public engagement workshop leaded by Breakthrough Art Studio. These pieces with traditional weaving techniques created a bridge between traditional culture and daily life, making the public furniture more colourful and experiential for visitors.







"#ddWalk" at O'Brien Road Footbridge

27 March – 23 June 2019 One Bite Design Studio

&dear

O'Brien Road Footbridge is one of the Hong Kong's busiest passageway. #ddWalk draws reference from Hong Kong's seasonal changes to create a colourful and vivid experience along the footbridge, bringing nature closer to urban landscape, encouraging visitors to slow down from their daily pace to feel and appreciate our nature. Moreover, the reimagined space adds a new dimension for viewers and visitors to engage with during their everyday commute.

The main design elements highlighting Hong Kong's seasonal changes are local plants and animal species, such as Blackfaced Spoonbill (Platalea minor), Silver Eared Mesia, Bauhinia, Hong Kong Azalea, etc.

Some landmark buildings and distinct city elements are hidden within the designs, for example Blue House, Wan Chai Market and Hong Kong Convention and Exhibition Centre, to remind us the proximity of the nature and Wan Chai.

Moreover, the creative team has integrated some popular and humourous jargon in the work, in the hope of bringing joy and positivity to the hustle and bustle of the city.







"#ddSmile" at Luard Road and O'Brien Road Tram Stop 27 March – late September 2019 One Bite Design Studio In partnership with Hong Kong Tramways, "#ddSmile" at the O'Brien Road and Luard Road tram stops is a set of smiley-face stickers that direct passenger the queue direction. In this instance, design is being leveraged in a light-hearted manner as a way to aid and support activities of daily living.







"#ddFresh"	
<b>Johnston Road</b>	
Tram Lane	
27 March – late	
April 2019	

## One Bite Design Studio

In partnership with Hong Kong Tramways, "#ddFresh" covers a section of East bound tram lane in Johnston Road with green paint, adding to the city's vibrancy and promoting road safety for drivers and pedestrians.



# "#ddPaintHKWA LLS" in Wan Chai 23 March 2019 – February 2021

# HKwalls

Local and overseas artists

In partnership with HKwalls, #ddHK presents "#ddPaintHKWALLS" in collaboration with a roster of highly acclaimed local and overseas mural artists to create over 30 mural painting on the walls of public and private buildings in Wan Chai, including Morrison Hill Swimming Pool, Tang Shiu Kin Victoria Government Secondary School, VTC Tower and more. Please refer the full artist list to Appendix 2.

An art work has been placed on three panels of the O'Brien Road tram stop, featuring a Triptych of Dragons from today till 31 March 2019. The "Dragon" has long been a totem for traditional Chinese culture and is integral to Hong Kong culture, as seen in the Tai Hang Fire Dragon Dance. Inspired by the temples and "dragon culture", Rich Phipson, a tattoo artist from South Africa, creates his signature glyph icon by simplifying the outlines and merging in his distinctive tattoo style for the mural.





Kui Wong, also known as The Plumber King, was invited to specially design a tram that showcases his distinctive calligraphy in the city. Viewers can find terms like "Unclogs drains" "Scaffolding-free" that are commonly seen in his advertisements on the tram design. The terms are accompanied with two sets of numbers, "03230331" and "077543", which refers to the date of HKwalls Street Art Festival and a popular Mandarin phrase "Guess who I am" that links to phone fraud interactions. The tram is open to public service from now on until 26 April, allowing people to discover design inspiration at every turn and experience the local historic and cultural stories.



# **Kong Wan Fire** Station Today till February 2021

"#ddDoodles"

One Bite Design Studio Adonian Chan Calvin Kwok Choi Kim Hung Renatus Wu Mak Kai Hang

Five local typography designers designed 5 sets of "fire station" in bilingual fonts on the red folding gates to represent Hong Kong's unique characteristic of East meets West and to pay respect to the firemen of Hong Kong.

# "#ddSharing" Today till February 2021

One Bite Design Studio

Hong Kong Arts Centre

Front Entrance of Hong Kong Arts **Centre - Wong Man Ching, Maggie** Βv using abstracted

representations taken from the surrounding environment, Maggie WONG proposed a colourful design for the paving outside the Hong Kong Arts Centre building. The north part of Wan Chai is normally perceived as a more business and formal area. But when one observes the different architectural facades of each building along Harbour Road and the geometrical abstraction on the Hong Kong Arts Centre building







designed by acclaimed architect Tao Ho, you could find a vibrant changing pattern and materials. WONG captured this richness of changing pattern and re-interpreted into the paving design to represents a different quality of the North Wan Chai.

 Lee Tung Street (facing Queen's Road East) (G/F) - Li Pui Hei, Antoine

Lee Tung Avenue is place with collective memory for different generations. Antoine LI reinterpreted the multiple identities and the historical evolution of the place through her design by layering elements like the existing manhole covers, the shade of a long-gone tree and signage of the place. LI wants to bring out the characters of the location, a collective memory, a place which stays in everyone's heart with time.



3. Stone Nullah Lane (Road junction of Queen's Road East and Stone Nullah Lane) (G/F) - Yao Cheuk Ni Good at capturing living environment, designer YAO Cheuk Ni attempted to transform the paving at the junction of Queen's Road East and Stone Nullah Lane into a homey neighbourhood, welcoming visitors to join her at a home dining table. YAO smartly played with distorted perspective effect to deal with the manholes spreading all over the site. YAO also include the paving blocks as part of the daily elements found at home. YAO hopes to remind people the fundamentals of daily life in modern busy Wan Chai, a good meal with families and friends around the

dining table.







		4. Entrance of Southorn Playground (facing Hennessy Road) (G/F) - Loiix Fung Loiix FUNG is interested in daily and ordinary signage symbols and often use them in his creative works. FUNG has picked the well-known stick figure as the major element of this creative paving at the Southorn Playground's entrance. Lay at the heart of Wan Chai, the location is always busy day and night. FUNG got the inspiration from the human activities around the playground. The design captured the hustle and bustle with a team of stick figures occupied by all sorts of urban activities and run around a tree, hoping to bring smile to the busy people whom pass by.	
"#ddSpecial"	Design Partners and Supporters	Design Concept	Image
"HKACT! ACT 1 BeHere" in Wan Chai 1 December 2018 - late May 2019	New media artist Masaki Fujihata Osage Art Foundation	Designed by Japanese new media artist Masaki Fujihata, "HKACT! Act 1 BeHere" integrates Augmented Reality (AR) technology to recreate the 1940-70s old Hong Kong. Public can view these AR images and 3D virtual characters through a mobile app at 10 BeHere actual locations in Wan Chai including Blue House, Stone Nullah Lane Garden, Wan Chai Gap Road Playground, Old Wan Chai Post Office, Lee Tung Avenue, Tai Wong East Street Sitting-out Area, Lun Fat Street Sitting-out Area, Kwong Ming Street Children's Playground, Sun Street and Dominion Garden. BeHere interweaves history, design and technology to lead people to experience a time-spaced journey in real life.	HICHK HICK TO THE PARTY OF THE





# Appendix 2: Participating artists in "#ddPaintHKWALLS"

Map (Appendix 3)	Participating Artists	From	Wall Location
Codes			
W1	Wing Chow	United States	Tai Hang Resident's Welfare Association
W2	Onion Peterman	Hong Kong	Shelter Street Footbridge
W3	Chayapong Charuvastr	Thailand	Victoria Park South Pavilion Plaza
W4	DEZIO	France	Tang Shiu Kin Victoria Government Secondary School
W4	CERS	China	Tang Shiu Kin Victoria Government Secondary School
W4	Stephanie Studzinski		Tang Shiu Kin Victoria Government Secondary School
W4	Insa	United Kingdom	Tang Shiu Kin Victoria Government Secondary School
W4	Muro	Spain	Tang Shiu Kin Victoria Government Secondary School
W5	Kwan Clan	China	Morrison Hill Swimming Pool
W5	Low Bros	Germany	Morrison Hill Swimming Pool
W6	Zmogk	Russia	VTC Tower
W7	FLUKE	Canada	Hong Kong Institute of Vocational Education (Morrison Hill)
W8	Kyle Hughes-Odgers	Australia	The Jockey Club Hong Chi School
W9	Florence Traissac	France	7 Mallory Street
W10	Didier Enrico Mathieu	Columbia	Tung Wah Centenary Square Garden
W11	Calvin Ho	Hong Kong	Southorn Playground
W12	Jasmine Mansbridge	Australia	Tai Fat Hau Footbridge





## Appendix 3: "#ddPaintHKWALLS" Walls Locations



#### Appendix 4: HKACT! Act 1 BeHere Fact Sheet

Artist / Director	Masaki Fujihata	
Technical Director	Takeshi Kawashima	
3D Modelling	Koki Sone Yasutaka Fukuda	
Presenter	Tourism Commission	TOURISM COMMISSION 新世事商者
Organiser	Hong Kong Design Centre	Hong Kong Design Centra
Commissioner	Design District Hong Kong (#ddHK)	<b>芋はたHK</b> design district Hong Kong 設計体音泡地





Producer	Osage Art Foundation	osage	
Platform	HKACT! (Hong Kong Art Culture and Technological Innovation)	HKIACT!	
Sponsors	School of Theatre and Entertainment Arts, Hong Kong Academy for Performing Arts	The Hong Kong Academy for Performing Arts 香港演藝學院	
	School of Creative Media, City University of Hong Kong	O IN IN THE SECOND SECTION OF THE SECOND SEC	
	Hong Kong Baptist University	香港浸會大學 HONG KONG BAPTIST UNIVERSITY	
	Tokyo University of the Arts	<b></b>	
Supporters	Wan Chai District Council Cultural and Leisure Services Committee	灣仔區議會 文化及赎體事務委員會 Wan Chail Detrict Council Cultural and Lelavie Services Committee	
	Hopewell Holdings Limited	台 HOPEWELL 和	
	Lee Tung Avenue Management Company	EEE TUNG AVE 街東利	
	Leisure and Cultural Services Department	SERVICE BE James and Calcular Annual Application	
	Stage Tech Limited	Nage Tech Limited 金色技術系統公司	
	Swire Properties Limited	SWIRE PROPERTIES	
	Viva Blue House, Revitalisation of the Blue House Cluster of St. James' Settlement	minimize St. James Soldened	
Original	Chak Wai Leung		
Reference Photo	Cheung Pak Kan		
Copyright Holders	Cheung Po Hung		
	Clarence. W. Sorensen (Courtesy of The Americ	an Geographical Society	
	Library, University of Wisconsin Milwaukee Libraries)		
	Estate of Yau Leung		
	H. Tam (Courtesy of South China Morning Post)		
	Hedda Morrison (Courtesy of Harvard Yenching Library)		
	K.W. Ng (Courtesy of Information Services Department, HKSAR)		
	R. Yung (Courtesy of South China Morning Post)		
	Raymond Tang (Courtesy of South China Morning Post)		
	Robin Lam (Courtesy of South China Morning Post)		
	S. Chuang (Courtesy of Information Services Department, HKSAR)		
	The University of Hong Kong Libraries		
Photogrammetry	Annie Yim		
Production Team	Jerman Chu		
	Lina Lee		





and Actors/	Tracy Giu
Actresses	Zora Lai
Actiesses	Albert Lu
	Annika Lu
	Carson Chung
	Chan Tsan For
	Cheung Chung Man
	Cheung Lin
	David Yeung
	Florence Kwok
	Fung Yui Yin
	Hui Kin Ming
	Ina Guianela Abejero
	Jamie Chan
	Jonathan Lee
	Kacey Wong
	Lam Sau Man
	Lee Ying Chun
	Li Wai Foon
	Lam Cheuk Hung
	Lo Cheuk Wing
	Pennie Leung
	Remedy Chiu
	Veronica But
	Wong Hoi Yin
	Wong Ting Hin
	Yiu Lok Man
	Zhang Tsz Man
HKACT! Curatorial	John Aiken
Advisors	Kurt Chan
	Charles Merewether
	Jeffrey Shaw
HKACT! Advisors	Maurice Benayoun
	Lewis Biggs
	Colin Fournier
	Roger Garcia
	Yuko Hasegawa
	James Law
	Leon Tan
	Tony Tang
Special thanks	Hong Kong Christian Service
Special tilaliks	St. James' Settlement
	Chau Kwan Ying
	Gillian Choa
	Kwok Mang Ho (Frog King)
	Kwong Kam Lam
	Leung Ka Sing
	Leung Wai Kwun





Leung Wing Hong
Mathias Woo
Poon Lai Ming
Stanley Wong (anothermountainman)
Wong Yuk Chun
Xuan Simei