

For Immediate Release

BODW 2015: Design. Cities. Future.

[HONG KONG – 3 December, 2015] Bringing together over 75 design professionals and international business leaders from around the globe, Business of Design Week (BODW) 2015 opened Monday, 30 November, and will run until 5 December at Hong Kong Convention and Exhibition Centre and Police Married Quarters (PMQ).

BODW is the annual flagship programme presented by the Hong Kong Design Centre (HKDC). Asia's leading event on design, innovation and brands, BODW offers a series of sessions and supporting programmes to create a valuable platform for innovation and collaboration. The event is co-organised by the Hong Kong Trade Development Council and funded by Create Hong Kong.

Officiating guests of the Opening Ceremony on 3 December at the week-long BODW 2015 include **Mr C Y Leung**, Chief Executive of Hong Kong SAR; **Mr Victor Lo**, Chairman of Board of Directors, Hong Kong Design Centre; **Mr Carlos Espinosa de los Monteros**, Secretary of State, High Commissioner of Brand Spain; **Mr Gerardo Pisarello**, First Vice Mayor of Barcelona; **Mr Gregory So Kam-leung**, Secretary for Commerce and Economic Development; **Ms Margaret Fong**, Executive Director, Hong Kong Trade Development Council, Hong Kong SAR and **Mr Pere Torres**, Secretary for Business and Competitiveness of the Government of Catalonia, Generalitat de Catalunya.

Chairman of Board of Directors, Hong Kong Design Centre, Mr Victor Lo said: "Creative confidence and new knowledge are necessities in charting our future and staying competitive. Every year, Business of Design Week acts as a platform where design masters and business leaders can share their insight into how design bridges big ideas and innovations. This year, with our first-ever Partner City Barcelona, we are further exploring how creative endeavours can transform cities and lead us into the future."

BODW 2015 is presented under the theme 'Design. Cities. Future.' which puts the spotlight on how good design is contributing to the cities of the future. Barcelona comprises a rich heritage as well as a modern bend toward forward-thinking design, and BODW 2015 speakers from Barcelona, Hong Kong and around the globe offer stimulating discussion of community and culture within the realm of innovative design and business growth.

BODW 2015 delivers 14 sessions to inspire the regional audience through design, brand and innovation. Keynote speakers this year hail from around the globe, each approaching business and design from a unique angle. In Brand Asia Forum on 2 December, **Mr David Butler** of Coca Cola, **Ms Maria Sebregondi** of Moleskine, **Mr Xavier Asensi** and **Mr Dídac Lee i Hsing** of FC Barcelona, and renowned architect **Mr Thomas Heatherwick** shared great insights on being an innovative brand. In today's session, Barcelona-based architect

Ms Benedetta Tagliabue, furniture designer and also named the DFA World's Outstanding Chinese Designer **Mr Chi Wing Lo**, and visionary industrial designer **Mr Ross Lovegrove** lead the Plenary I session. Plenary II on 4 December includes keynote speakers **Ms Chelsia Lau**, Chief Designer for the Ford Motor Company; and non-conventional culture-of-products designer **Mr Martí Guixé**.

Community Programmes

A concurrent programme of BODW 2015, deTour 2015 represents a joint effort between PMQ and HKDC that creates a vibrant network of young talents and emerging designers to engage the entire city in celebrating creative ventures. It strives to raise awareness of design for society and enhance Hong Kong's growing design vibe in Asia. The Roca One Day Design Challenge is another concurrent BODW programme, challenging students and young professionals under 30 to create original solutions and innovative concepts related to the bathroom space in just one day. Further supporting the next generation of young designers is the HKDC Student Programme encouraging and sponsoring BODW participation for Hong Kong design students.

BODW 2015 is running sessions and concurrent programs through Saturday, 5 December. Tickets are still available and can be purchased on-site at the HKCEC. Connect with BODW 2015 online for more information and live event streams on the official website and social channels.

Stay connected #BODW2015

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About Hong Kong Design Centre

Design for Society is the major undertaking of Hong Kong Design Centre (HKDC). HKDC is a non-profit organisation and a strategic partner of the HKSAR Government in developing Hong Kong as an international design hub in Asia. Since 2002, HKDC has been on a public mission to (i) champion strategic and wider use of design for creating business value and community benefits; (ii) promote and celebrate design excellence; and (iii) educate the professions and the community to be resourceful champions for sustained developments through design and innovation.

About Business of Design Week

The Hong Kong Design Centre has been the organiser of Business of Design Week (BODW) since 2004. It is an annual international event aimed at promoting design and strengthening ties between the design and business communities. Each year, BODW attracts design and business elites from around the world to Hong Kong. The world's attention is drawn to current design issues through various exhibitions, international forums and outreach activities tailored to provide designers, business leaders, educators, SMEs and the public with communication opportunities to build strong business and commercial development. It is a world-class platform for the exchange of ideas, and an internationally renowned annual design event.

This press release is issued by Golin on behalf of Hong Kong Design Centre. For further media enquiries, please contact:

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Photo Reference:



Photo 1:
Chief Executive of Hong Kong SAR, Mr C Y Leung gives an opening speech at the opening ceremony of Business of Design Week 2015.



Photo 2:
Chairman of Board of Directors, Hong Kong Design Centre, Mr Victor Lo said BODW2015 with our first-ever Partner City Barcelona, is further exploring how creative endeavours can transform cities and lead us into the future.



Photo 3:

Officiating guests at the opening ceremony of BODW2015, from left: Ms Margaret Fong Executive Director, Hong Kong Trade Development Council; Mr Gerardo Pisarello, First Vice Mayor of Barcelona; Mr Victor Lo, Chairman of Board of Directors, Hong Kong Design Centre; Mr C Y Leung, The Chief Executive of the Hong Kong SAR; Mr Carlos Espinosa de los Monteros, Secretary of State, High Commissioner of Brand Spain; Mr Gregory So Kam-leung, Secretary for Commerce and Economic Development, The Government of the Hong Kong SAR and Mr Pere Torres, Secretary for Business and Competitiveness of the Government of Catalonia, Generalitat de Catalunya



Photo 4:

Guests of honour join officiating guests to celebrate the kick-off of BODW 2015, from left: Mr

Edmund Lee, Executive Director, Hong Kong Design Centre; Mr Antony Chan, Chairman, Interior Design Association; Mr Frank Peters, Chief Executive, The Chartered Society of Designers; Mr Augsti Colom Cabau, Councillor for Employment, Enterprise and Tourism, Barcelona City Council; from right: Mr Àlex Susanna, Director, Institut Ramon Llull; Mr Kevin Yeung, Chairman, Hong Kong Fashion Designers Association; Mr David Lo, Chairman, Hong Kong Designers Association Ltd. and Mr Freeman Lau, Secretary General, Hong Kong Federation of Design Association



Photo 5:
Business of Design Week 2015 kicks off at Hong Kong Convention and Exhibition Centre on 3 December, 2015.

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