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## Immediate Release

### BODW2014 Unveils the Design Vibe in Asia

**[HONG KONG – December 4, 2014]** Over 100 design professionals and influential business leaders from around the globe gathers at Business of Design Week (BODW) 2014, the annual flagship programme presented by Hong Kong Design Centre (HKDC), that opens today till 6 December at the Hong Kong Convention and Exhibition Centre. The programme offers a series of sessions, concurrent and supporting programmes, forging a valuable platform of innovative ideas, networking opportunities and business collaboration.

Dignitaries officiating the week-long programme include Hong Kong SAR Chief Executive **CY Leung**, Swedish Minister for Housing and Urban Development **Mehmet Kaplan**, Hong Kong Design Centre Chairman **Victor Lo**, Hong Kong Trade Development Council Executive Director **Margaret Fong**, Hong Kong Federation of Design Association Secretary General **Freeman Lau**, Hong Kong Fashion Designers Association Chairman **Kevin Yeung**, Hong Kong Interior Design Association Chairman **Antony Chan** and The Chartered Society of Designers Representative **Alex Lee**.

#### Thematic Sessions

BODW2014 delivers 14 sessions to inspire the regional audience through design, brand and innovation in Asia. Prominent speakers include this year's Pritzker Prize winner Shigeru Ban, Chris Bangle, Margareta van den Bosch, Rem Koolhaas and Don Norman. Hong Kong Design Centre Chairman Victor Lo said, "We have a very strong line-up of keynote speakers, business and creative minds throughout the week. No doubt the sharing of knowledge and exchange will be invigorating."

#### 'Living Design'

Celebrating the 10th anniversary of partnership with Sweden, under the theme 'Living Design: Live It, Work It, Wear It, Do It', Swedish Minister for Housing and Urban Development Mehmet Kaplan believes BODW2014 will "open the door to new ideas, new products and new business opportunities that will promote the sustainable and economic development of Hong Kong, Sweden and the world."





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## DFA Awards 2014

Honouring design excellence and leadership, recipients of DFA Lifetime Achievement Award (DFALAA), Design Leadership Award (DLA) and World's Outstanding Chinese Designer (WOCD) will be conferred with their accolades during the BODW Gala Dinner on 5 December. The presentation ceremony of Design for Asia Awards and Hong Kong Young Design Talent Award (HKYDTA) will take place on 3 December; whereas the DFA Awards Exhibition, part of the Inno Design Tech Expo, will be held from 4 to 6 December to showcase the winning projects. The *Design for Asia – DFA Awards 2014* publication will also be available for sales.

## DETOUR2014

As one of the concurrent programmes of BODW2014, DETOUR2014 represents a joint effort between Police Married Quarters (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.

## Programme Websites

BODW2014: <http://www.bodw.com>

DFA Awards 2014: <http://www.dfaaward.com/2014/page/en/index/>

DETOUR2014: <http://www.detour.hk/2014/>

Photo download: <http://bit.ly/bodw2014opening>

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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 2002. 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





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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.

### Media Enquiries

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