

“... the most eagerly anticipated annual event on Hong Kong’s design industry calendar, but also one of the world’s most unique and compelling design-related programmes.” *Perspective – Asia*



Hong Kong Design Centre
hkdc
**BUSINESS OF
DESIGN WEEK**
設計營商周

“... a conference that aims to set the scene for the next step in China’s economic revolution. The Business of Design Week brings the world’s best designers to the heart of the world.” *Agence France Presse*

“Incredibly impressive and enormous, fantastic attendance, very impressive.” *Tony Chambers, Editor-in-chief, Wallpaper*Magazine*

Business of Design Week (BODW)

One of the most significant events on the international design calendar, BODW is Asia’s leading annual event on design, innovation and brands organised by the Hong Kong Design Centre since 2002. Bringing the best of the global design world to Hong Kong, BODW has aimed to encourage businesses to unleash the power of design by focusing on the vital relationship and complex interplay between design and business.

This annual event features a series of exhibitions, forums, outreach programmes and networking opportunities for designers, business leaders, educators, SMEs and the public to exchange ideas and address a wide array of 21st century challenges. An unparalleled line-up of experts, world-wide leaders and creative legends in the field of design and innovation will gather to promote the value and power of design.



BODW 2010 Programme

| | |
|---------------------------|---|
| Organiser | Hong Kong Design Centre (HKDC) |
| Co-organiser | Hong Kong Trade Development Council (TDC) |
| Major Sponsor | Create Hong Kong, Commerce and Economic Development Bureau (CreateHK) |
| Strategic Partners | Hong Kong Ambassadors of Design (HKAOD) Hong Kong Design Institute (HKDI), member of VTC Group Hong Kong Science and Technology Parks (HKSTP) The Hong Kong Polytechnic University (PolyU) |
| Partner Country | JAPAN |
| Date | 29 November – 4 December 2010 |

BODW Forum

www.bodw.com

BODW Forum is the anchor event of the Business of Design Week. An unparalleled panel of design experts, business leaders and legends from across the globe will share and discuss their built-in insights, experiences with a wide spectrum of international audiences. It is also known as the Forum of Masters.

Who should attend?

Designers, business & marketing executives, entrepreneurs, small to medium enterprises, opinion leaders, academics & design students



Brand Asia

www.fb.polyu.edu.hk/bc2009



Brand Asia is organised by the Hong Kong Polytechnic University Asian Centre for Brand Management. It is a key programme in the Business of Design Week (BODW) that brings together world-class brand management experts from academic and business sectors to share cutting edge information on current trends in brand management and innovation.

Who should attend?

Essential for those keenly interested in enhancing the way brands are deployed and engage their customers: **CEOs, Directors and Senior Executives responsible for branding, marketing and corporate communications.**

DesignEd Asia

www.sd.polyu.edu.hk/designedconference2009/index.php



The DesignEd Asia Conference is considered the biggest and the most recognized annual design education conference held in Asia. In 2010, the conference will mark its sixth year. It will be held in December 2010 at the Hong Kong Convention and Exhibition Centre.

The conference is jointly organized by School of Design of The Hong Kong Polytechnic University, Hong Kong Design Institute (member of VTC Group) and Hong Kong Design Centre. It provides a practical platform to bring international design educators and professionals together to share views, knowledge and experiences. Every year, it draws hundreds of international design educators, design researchers, trend analysts, practicing designers, design students, and design-related executives. Prominent international speakers from previous years of DesignEd Asia Conference include: Prof. Patrick Whitney, Prof. Jeremy Myerson, Prof. Lung Yingtai, Prof. Craig Vogel, Mr. Bill Moggridge, Mr. Dirk Jan van den Berg, Prof. He Renke, Prof. Lou Yongqi, and Prof. EunSook Kwon, etc.

There will be a two-day programme featuring presentations, panel discussion, and paper presentations. DesignEd Asia Conference is one of the key events under the week-long programme of Business of Design Week (BODW).

Who should attend? Design educators and students



InnoAsia

www.innoasia.net



InnoAsia is jointly organized by Hong Kong Science & Technology Parks Corporation & The Hong Kong Polytechnic University. It is an annual conference focusing on the convergence of technology and innovation held during the Business of Design Week.

InnoAsia features distinguished panel of world experts to facilitate the exchange of knowledge between world experts, local academia, venture capitalists and the local business community.

The Conference is also an excellent platform for participants to exchange views and seek business collaboration opportunity.

Celebrating its 6th anniversary in 2010, InnoAsia 2007 to 2009 had attracted more than 2000 participants over the years. In these 3 consecutive years, InnoAsia had focused on the topic of sustainable development in technological advancement and business excellence.



Who should attend?

With a deliberate focus upon technology and innovation as strategic vehicles for growth and development, InnoAsia is aimed towards **Scientists, engineers, designers, business leaders, academics, and entrepreneurs.**

Shenzhen Industrial Design Forum

www.szida.org



Shenzhen Industrial Design Forum (SIDA) is the first concurrent activity held across the border in Shenzhen during the Business of Design Week 2009. The event represents one of the practical cooperation between Shenzhen Industrial Design Profession Association and Hong Kong Design Center under the Shenzhen - Hong Kong Innovation Circle--SZ-HK Design Strategic Framework cooperation Agreement signed by both sides in 2008.

World renowned speakers from international brands and consultancies were invited to share their precious experiences in industrial design development in China. More than 400 audiences from business and design communities were attracted to the event. The Forum promoted profession exchange of industrial design and communication among different profession, and more importantly, international cooperation and networking between Shenzhen City of Design with Hong Kong and overseas.



Who should attend?

Providing unparalleled insights upon the growth of design and industry in China, the Forum is indispensable for those keen to appreciate how businesses, ideas and trends are developed in the world's fastest growing economy: **Government officials, academics, designers and entrepreneurs.**



HKTDC Inno Design Tech Expo (IDT Expo)

www.hktdc.com/innodesigntechexpo



The HKTDC Inno Design Tech Expo (IDT Expo), the international trade platform for creative and technology professionals and business enterprises, promotes the application of professional design and technology for sustainable development of enterprises, and the cross-sector and inter-disciplinary collaboration for building competitive brands and enterprises.

Thematic pavilions in Trade Hall

- Communication Design
- Design & Branding
- Global Innovation
- Green & Sustainable Development
- Innovation & Applied Technology
- Research & Development

Highlights

Partner Country: We will work with Japan to introduce innovative Japanese design and technology.

Thematic seminars for entrepreneurs and corporate leaders with an innovative mind: From brand-building, retail and marketing strategies, applied technology, and more.

Business Matching / Networking: We help you look for your potential clients and business partners.

Inspiration Hall

Provides a gateway for the public to appreciate and understand the value of design and innovation. An extensive exhibition created by the Hong Kong Design Centre and a design and technology education zone featuring works by Hong Kong students are among the highlights.

Who should attend?

With inspiration as a core function, the IDT Expo serves an important function for individuals keen on gaining fresh ideas to kick start both their businesses and creative minds: **Manufacturers, traders, students, designers, business enterprises from all industries seeking new technologies, designs and ideas.**

DETOUR

www.detour.hk / www.ambassadors.org.hk



DETOUR, organized by Hong Kong Ambassadors of Design, is a concurrent event with Business of Design Week. DETOUR is conceived to let the entire community come together to celebrate the creative ventures around the city. It consists of a series of events incorporating the most original, bold and stimulating ideas from both Hong Kong and across the globe, designers to capture the attention of the public and celebrate the creative aspects of our city.

In 2009, with the financial and venue support from the Commerce and Economic Development Bureau and Development Bureau respectively, DETOUR used Former Police Married Quarters (original site of Central School) on Hollywood Road in Central as an anchor venue.

Among the established design stars on display was William Lim of CL3 Architects and Douglas Young of the homegrown G.O.D. William Lim has installed an enormous 20m x 20m bamboo structure named "route-D" that connected the two buildings of the Former Police Married Quarters in a striking visualization of eco-friendly design.

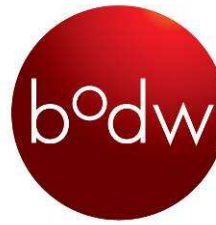
Douglas Young's *Room 414*, demonstrated how the new injection of life to an unused building can yield surprising results. Mixing the familiar and the not-so-familiar, *Room 414* explored the concept of rejuvenation and the possibilities of what the Former Police Married Quarters could be.

The design students from The Hong Kong Polytechnic University were responsible for the playful recreation of a beach in the central courtyard, adding fun and joy to the business district. DETOUR also included music performance, film night, forums, etc. which was an innovative festival first ever happened in Central.

In addition to DETOUR, the Ambassadors co-organized and supported more than 50 satellite events of a broad range including exhibitions, guided tours, seminars, concerts and parties, etc. in various locations in Hong Kong.

Who should attend?

Created with a wide-open perspective towards design, culture and lifestyle, DETOUR is aimed at a broad spectrum of people keen to be inspired: **Artists, designers, businessmen, students and the public in general.**



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About Hong Kong Design Centre



Hong Kong Design Centre (HKDC) is a non-profit organisation dedicated to helping local designers and businesses to realise their full potential. We take a leadership role in engaging in a proactive dialogue that involves government, industry, business partners, educational institutions and private organisations about design as a strategic, value-enhancing constituent of business. For the wider public audience, we tirelessly seek to instill a greater appreciation of the ways design contributes to a better quality of life for one and all.

Contact Information

BODW Forum

Tel: +852 2522 8688

Email: info@bodw.com (English), takada-3cs@m3.gyao.ne.jp (Japanese)

Website: www.bodw.com

BrandAsia

Tel: +852 3400 3644

Email: msacbm@polyu.edu.hk

DesignEd Asia

Email : sdde2009@polyu.edu.hk

DETOUR

Tel: +852 2739 6889

Email : info@ambassadors.org.hk

Website: : www.detour.hk / www.ambassadors.org.hk

InnoAsia

Email : info@innoasia.net

Website: www.innoasia.net

HKTDC Inno Design Tech Expo

Tel : +852 1830668

Email : hktdc@hktdc.org

Website: www.hktdc.com/innodesigntechexpo

Shenzhen Industrial Design Forum

Tel : +86 755 8282 4092

Email : kathy.li@szida.org

Website: www.szida.org

Hong Kong Design Centre

1/F., InnoCentre, 72 Tat Chee Avenue, Kowloon Tong Hong Kong

Tel: +852 2522 8688 | Fax: +852 2892 2621

Email: info@hkdesigncentre.org

Website: www.hkdesigncentre.org

To stay abreast of BODW news and to receive email notification when registration opens, please email to info@bodw.com