



Hong Kong Design Centre

Creating Value Through Design

Design is ...

- Not Styling ... but a style of thinking

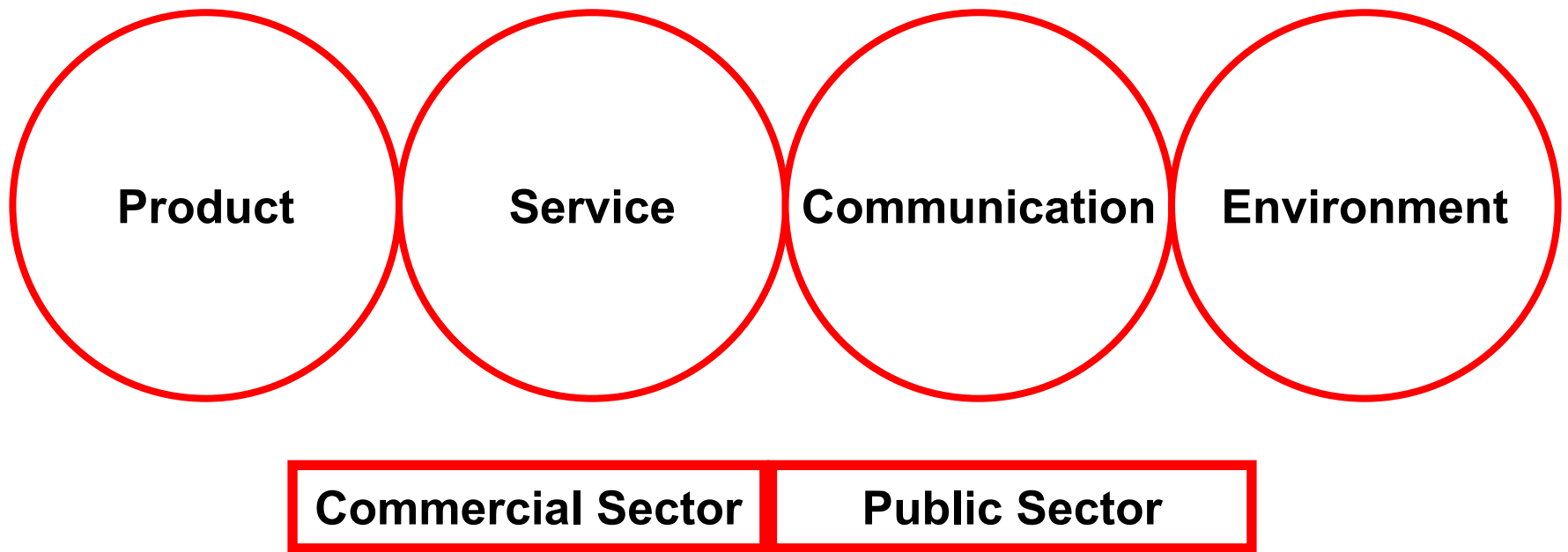


Voted by the UK Design Council as 1 of 13 steps to a better world



Design is ...

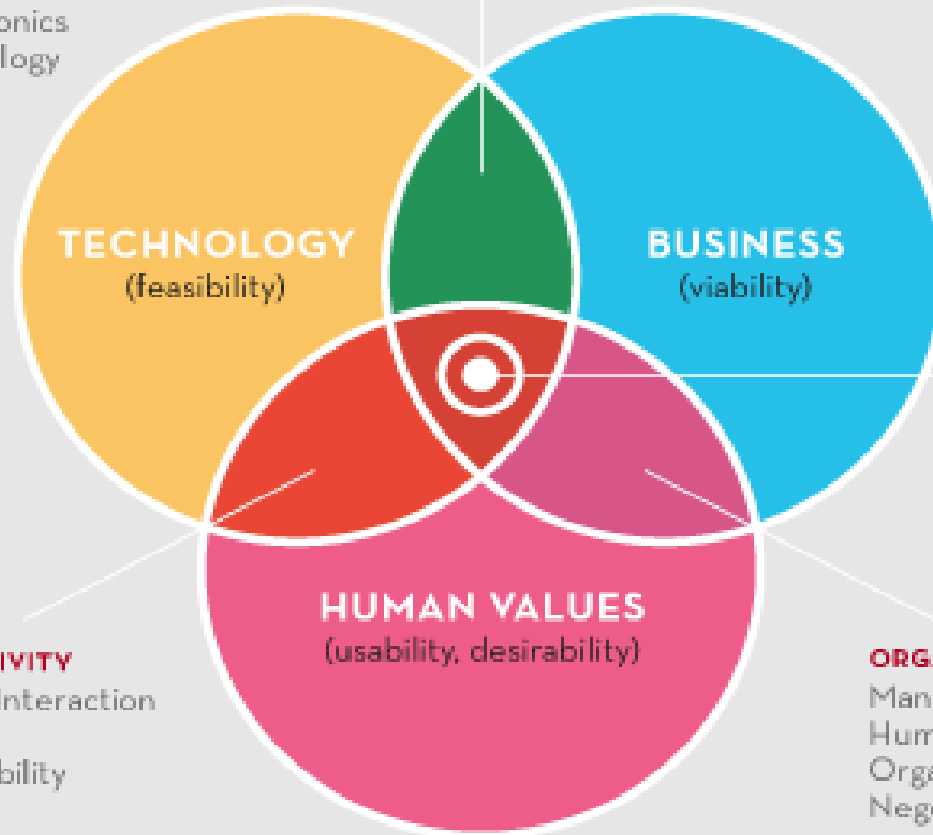
- The application of *creativity* to all the activities necessary to bring ideas into use:



MANUFACTURING
Manufacturing Technology
Manufacturing Process
Supply Chain Management
Rapid Prototyping

TECHNOLOGY
Engineering Analysis
Statics & Dynamics
Electronics & Mechatronics
Programming Methodology
Bioengineering
Materials
Thermodynamics
Chemical Engineering

BUSINESS
Accounting
Finance
Economic Analysis & Policy
Marketing
Operations
Information Technology
Entrepreneurship
Competition and Strategy



**DESIGN
INNOVATION**

ORGANIZATIONAL BEHAVIOR
Management & Teams
Human Resources
Organizational Dynamics
Negotiation

HUMAN VALUES
Psychology
Anthropology
Sociology
Ethnography
Need-Finding

Design is ...
Multi-disciplinary

Design is ...

- Not luxury ... but better living for everyone

One Laptop per Child (OLPC)



Hong Kong Design Centre is a non-profit organization established in 2001

Founding Members
創會成員



Hong Kong Designers Association
香港設計師協會



The Chartered Society of Designers, Hong Kong
英國特許設計師協會(香港)



Hong Kong Interior Design Association
香港室內設計協會



Hong Kong Fashion Designers Association
香港時裝設計師協會

Established by
創辦機構



Hong Kong Federation of Design Associations
香港設計總會

Supported by
主要贊助機構



創新科技署
Innovation and
Technology Commission



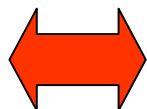
The Hong Kong Jockey Club
香港賽馬會

Mandate of HKDC

Raise Profile of Hong Kong as Design Hub

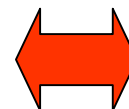
**Design
in
Business**

Business &
other professions



**Business
of
Design**

Designers



**Design
for
Public**

Public Sector
(incl. education)

Promote General Public Awareness

Raise Profile of Hong Kong

Business of Design Week 2007



Design in Business



Master Class on
Design Management



Reinventing with Design
Conference



Design Leadership
Forum

Business of Design



London Business School
Seminar on Creative
Entrepreneurship

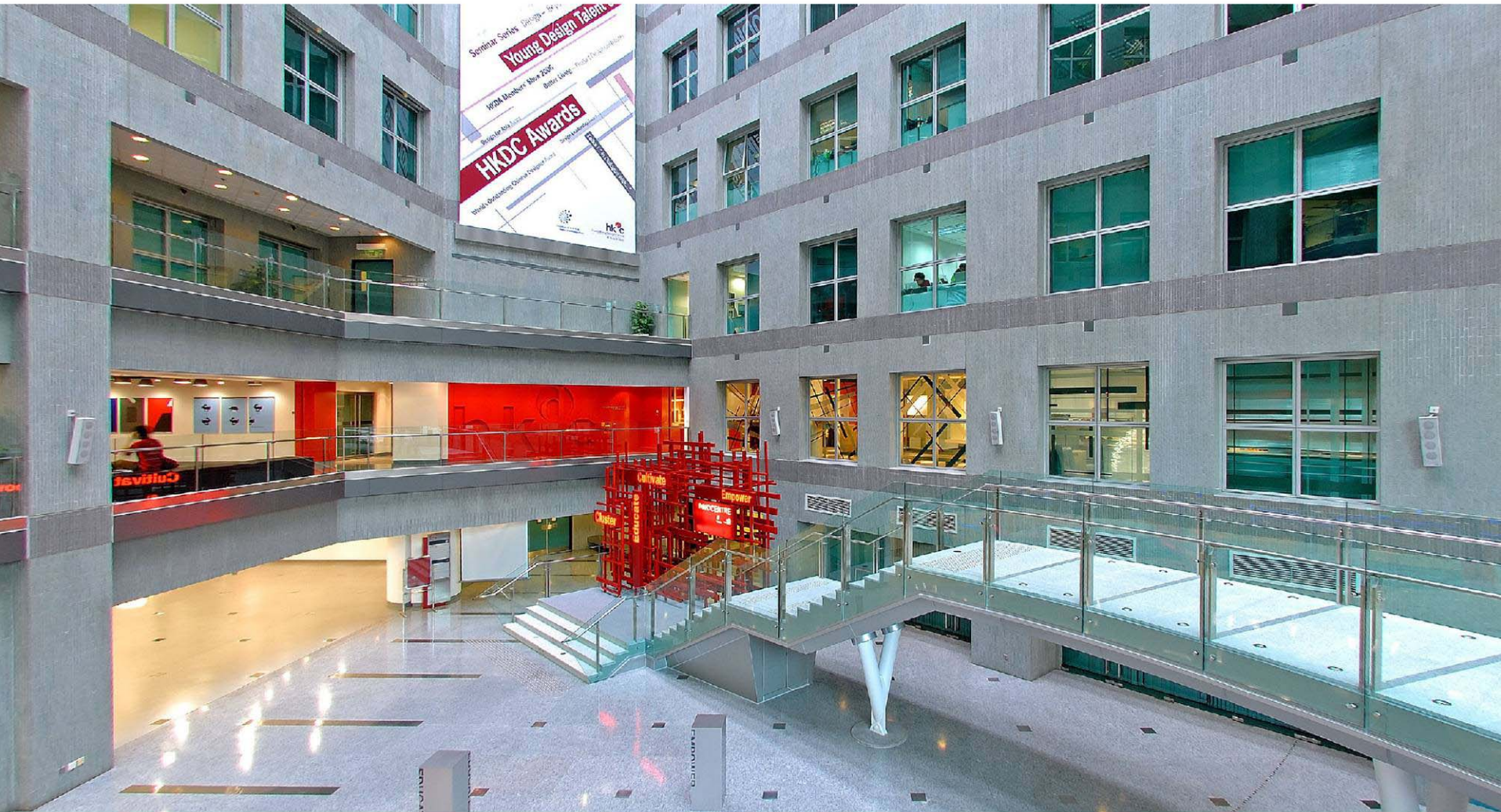


Domus Academy
Master Class on
Accessory Design



Workshop on
Stanford Design Process

InnoCentre : Design Incubation and Tenancy Programmes





UNIFORM DESIGN COMPETITION

I don't design clothes, I design dreams...
(Ralph Lauren b. 1989)

**DREAM
REALIZATION**
EXCLUSIVELY
FOR MEGABOX

International Design Competitions



Design for Public Sector

- Equip senior government officials with latest thinking ... incorporate design ... into their organisations' interface with the public
- Undertake public works pilot projects in which design will be accorded higher priority ...
- Government to take the lead in encouraging the use of design, nurturing design talents

Election Platform, Donald Tsang

Advise Government on Design Policy

Design Education Experience Sharing with Educators



Design for General Public



Cultural Forum



Jewelry Design Talk



Exhibition

Coming up ...

- Project 9707
 - **Creation 9707**: 10 HK designers + 10 world renowned brands + 10 products
 - **Image 9797**: 10 HK designers + 10 T-shirt designs + Vivienne Tam
 - **Design 9707**: A book review on HK design in last 10 years
- Online Directory on Design Firms in HK
- Senior Official Forum on Design Thinking
- Friends of Hong Kong Design Centre

