

Programmes

1 Dec (Wed)

8:00–8:15pm
(GMT+8 / HKT)

Opening Ceremony

Physical Attendance
By Invitation Only

Welcome Remarks

Prof. Eric Yim, JP

Chairman, **Hong Kong Design Centre**, HK

Live on
ViuTV Channel 96

8:15–8:40pm
(GMT+8 / HKT)

Keynote: How Design Changes the World

Physical Attendance
By Invitation Only

Bruce Mau

Chief Executive Officer, **Massive Change Network**;
Founder, **Bruce Mau Studio**, US

Live on
ViuTV Channel 96

Moderators:

Dr Joseph Wong

Executive Director, **Hong Kong Design Centre**, HK

Darren Chuckry

Chair HK, **Marketing Society**;
Managing Partner, **HK Initiative**, HK

8:40–9:20pm
(GMT+8 / HKT)

Media Disruptions

Physical Attendance
By Invitation Only

James Chambers

Asia Editor & Hong Kong Bureau Chief,
Monocle, HK

Michel Lamunière

Chairman & CEO, **Tatler Asia Group**, HK

Lofai Lo

Director & General Manager, **ViuTV**, HK

Moderator:

Julia Clyne

Head of Media Sales & The Trust, APAC, **Dow Jones**,
HK

9:20–10:00pm
(GMT+8 / HKT)

Future Mobility & Transportation

Physical Attendance
By Invitation Only

Edward Bell

General Manager, Brand, Insights and Marketing
Communications, **Cathay Pacific Airways Ltd.**, HK

Andrew Mead

Head of Architecture, **MTR Corporation Limited**, HK

Paul Priestman

Designer & Chairman, **PriestmanGoode**;
Global Creative Director, **CRRC Sifang Locomotive**, UK

Moderator:

Annouchka Behrmann

Head of Brand, **Edelman Hong Kong**;
Chairperson, **PRHK**, HK

9:45–10:15am
(GMT+8 / HKT)

Embracing Change in Creative Leadership

Vanessa Cheung

Group Managing Director,
Nan Fung Development Ltd.;
Founder, The Mills, HK

Prof. David Schonthal

Clinical Professor & Director of Entrepreneurship
Programs, Kellogg School of Management,
Northwestern University, US

Moderator:

Guy Parsonage

Partner & Leader, PwC Experience Centre, HK

10:30–11:15am
(GMT+8 / HKT)

Brand Strategy: Designing for Growth

Jonathan Cheung

Design Jedi, GAP Inc., Pangaia, Unspun and more, US

Abi Go

Head of Product Marketing, Xiaomi International

Brian Yiu

CEO, FILA China

Moderator:

Prof. Viveca Chan

Founder & CEO, WE Marketing Group;
Board of Director, Worldwide Partners Inc., HK

11:30am–12:00nn
(GMT+8 / HKT)

Creative Leadership in Design Mastery

Prof. Yung Ho Chang

Founding Partner & Principal Architect, Atelier
Feichang Jianzhu (FCJZ), US

Prof. Yongqi Lou

Vice President, Tongji University, Mainland China

Moderator:

Prof. Stephen Jia Wang

Full Professor in UX Design & Design Intelligence and
MDes Scheme Leader, School of Design,
The Hong Kong Polytechnic University, HK

2:00-2:30 pm
(GMT+8 / HKT)

Navigating a New World Order of Electric Vehicles

Frederik Gollob

Chairman, European Chamber of Commerce in Hong
Kong & Senior Automotive Expert, HK

Moderator:

Dr Toa Charm

Chairman, OpenCertHub, HK

2:45-3:15 pm
(GMT+8 / HKT)

Rebuilding Brand Purpose

Anita McDonnell

Vice President, International, Domino's, HK

Moderator:

Jonathan Cummings

President, APAC, LANDOR & FITCH, HK

3:45–4:30pm
(GMT+8 / HKT)

Sustainable Business Leadership

Ronna Chao

Chairman, Novetex Textiles Limited, HK

Eric Quint

Former Senior Vice President, Chief Brand & Design Officer, 3M Company, The Netherlands

Ian Spaulding

Chief Executive Officer, ELEVATE, HK

Moderator:

Dr Edmund Lee

Former Executive Director, Hong Kong Design Centre, HK

4:45–5:15pm
(GMT+8 / HKT)

Policy Making & Design Missions

Dr Sam Bucolo

Executive Chair, Australian Design Council; Adjunct Professor of Design, Swinburne University, Australia

Mark Wee

Executive Director, DesignSingapore Council, Singapore

Moderator:

Dr Joseph Wong

Executive Director, Hong Kong Design Centre, HK

5:30–6:00pm
(GMT+8 / HKT)

Restaurant Recovery and Resilience

William Drew

Director of Content, The World’s 50 Best Restaurants, UK

Yenn Wong (In Conversation with André Fu)

CEO & Founder, JIA Group, HK
Founder, ANDRÉ FU STUDIO, HK

Moderator:

Charmaine Mok

Content Director, Dining, Tatler Hong Kong, HK

8:00–8:35pm
(GMT+8 / HKT)

Making Sustainability Palatable

Live on
ViuTV Channel 96

Peggy Chan

Principal Chef-Consultant, Grassroots Initiatives; Executive Director, Zero Foodprint Asia, HK

Richard Ekkebus

Director of Culinary Operations and F&B, The Landmark Mandarin Oriental, Hong Kong, HK

Moderator:

Janice Leung Hayes

Food writer, producer, sustainability advocate, Honestly Green, HK

8:35–9:05pm
(GMT+8 / HKT)

Hotels of the Future – Building Back Better

Live on
ViuTV Channel 96

Bill Bensley

Founder & Creative Director, BENSLEY, Thailand

Neil Jacobs

CEO, Six Senses Hotels Resorts Spas, Singapore

Moderator:

Catherine Feliciano-Chon

Founder & Managing Director, CatchOn - A Finn Partners Company, HK

2 Dec (Thu)

9:05–9:25pm
(GMT+8 / HKT)

Keynote: Rewilding Urban Space

Live on
ViuTV Channel 96

Thomas Heatherwick CBE
Founder, Heatherwick Studio, UK

Moderator:
Prof. Eric Schuldenfrei
Founding Partner, ESKYIU;
Head of the Department of Architecture,
The University of Hong Kong, HK

9:25–9:55pm
(GMT+8 / HKT)

Creative Placemaking of the World

Live on
ViuTV Channel 96

Robert Greenwood
Partner & Managing Director Asia, Snøhetta, HK

Zhu Pei
Dean, Professor, Central Academy of Fine Arts,
School of Architecture;
Founder, Studio Zhu Pei, Mainland China

Moderator:
Alexandra A. Seno
Managing Partner, AXS Asia Partners, HK

9:55–10:00pm
(GMT+8 / HKT)

Video: Design the Future

Live on
ViuTV Channel 96

Sir John Sorrell CBE
Co-Founder & President, London Design Biennial;
Co-founder & Chairman, London Design Festival

3 Dec (Fri)

9:45–10:30am
(GMT+8 / HKT)

Technology Breakthrough in Sports Ecosystem

Prof. Cees de Bont
Dean, School of Design and Creative Arts,
Loughborough University, UK

Prof. Winka Dubbeldam
Miller Professor and Chair Weitzman Architecture,
University of Pennsylvania;
Founding Partner, Archi-Tectonics NYC LLC, US

Moderator:
Prof. Eric Schuldenfrei
Founding Partner, ESKYIU;
Head of the Department of Architecture,
The University of Hong Kong, HK

10:45–11:30am
(GMT+8 / HKT)

Celebrating Chinese Aesthetics in World Architecture

Tiffany Dahlen
Associate Partner, MAD Architects

Hua Li
Founder & Principal,
Trace Architecture Office, Mainland China

Moderator:
Betty Ng
Founder & Director, COLLECTIVE, HK
Adjunct Associate Professor, The Chinese University
of Hong Kong

11:45am–12:15pm
(GMT+8 / HKT)

Case Sharing: Turning Design Thinking into Doing

Dr Brandon Gien
CEO, Good Design Australia;
Deputy Chair, Australian Design Council, Australia

Simon Arnold
Managing Director – Zung Fu Hong Kong & Macau,
Zung Fu Company Limited, HK

Moderator:
Guy Parsonage
Partner & Leader, PwC Experience Centre, HK

2:00–2:45pm
(GMT+8 / HKT)

Rewriting the Blueprint of Future Homes

Cantonese Session

Tino Kwan
Principal Consultant,
Tino Kwan Lighting Consultants Limited, HK

Freeman Lau
Founder, **KL&K Creative Strategics**, HK

Steve Leung
Founder, **Steve Leung Design Group Limited**,
HK

Moderator:
Clover Lee
Director, **PlusClover**;
Adjunct Associate Professor,
The Chinese University of Hong Kong, HK

3:30–4:00pm
(GMT+8 / HKT)

Talking to Refik Anadol: Mastering the Craft of Crypto Creation

Refik Anadol
Media Artist, **RAS. Refik Anadol Studio**, US

Sara Mao
Director, Christie’s Education Asia Pacific,
Christie’s Education;
Vice President & Auctioneer, **Christie’s**, HK

Moderator:
Jehan Chu
Co-founder & Managing Partner, **Kenetic**, HK

4:15–4:45pm
(GMT+8 / HKT)

Value Built to Last

Cecile Poignant
Trend Forecaster, **cecilepoignant.com**, France

Maria Sebregondi
Co-founder & President, **Moleskine Foundation**, Italy

Moderator:
Philip Annetta
Head of Editorial, **Design Anthology**, HK

5:00–5:30pm
(GMT+8 / HKT)

Best of British: Creative Interactivity

Jason Bruges
Creative Director & Founder, **Jason Bruges Studio**, UK

Moderator:
Patrick Bruce
Founding Director, **The Oval Partnership Ltd.**, HK

5:40–6:10 pm
(GMT+8 / HKT)

Live Long & Live Well: Building a Value-Based Care Future

Sean Carney
Chief Experience Design Officer, **Philips**,
The Netherlands

Prof. Justin CY Wu
Associate Dean (Health Systems), Faculty of Medicine,
The Chinese University of Hong Kong;
Chairman and Director, **CUHK Medical Services**, HK

Moderator:
Dr Gina Jiang
Managing Director,
Hong Kong Institute of Biotechnology, HK

3 Dec (Fri)

8:00–9:00pm
(GMT+8 / HKT)

Live on
ViuTV Channel 96

Unlocking Potential in the Metaverse

Henri Arslanian
Crypto Leader and Partner, **PwC Hong Kong**;
Adjunct Professor, **The University of Hong Kong**, HK

Bernt Johannessen
Industry Manager, **Epic Games**, Sweden

Yat Siu
Co-founder & Chairman, **Animoca Brands**, HK

Moderator:
Darren Chuckry
Chair HK, **Marketing Society**;
Managing Partner, **HK Initiative**, HK

4 Dec (Sat)

10:30–11:00am
(GMT+8 / HKT)

Design for Asia Forum 1: In Conversation: Industrial Design Master
Yao Yingjia

Yao Yingjia
Vice President, **Lenovo**;
Lenovo Research Empowerment Center GM;
Chief Designer, Lenovo, Mainland China

Moderator:
Prof. Viveca Chan
Founder & CEO, **WE Marketing Group**;
Board of Director, **Worldwide Partners Inc.**, HK

11:25–12:05pm
(GMT+8 / HKT)

Design for Asia Forum 2: Creative Voices from Hong Kong to Japan

Daigo Daikoku
Art Director & Graphic Designer, Daikoku Design
Institute, **Nippon Design Center**, US

Mika Tohmon
Designer, Daikoku Design Institute, **Nippon Design
Center**, US

Freeman Lau
Founder, **KL&K Creative Strategics**, HK

Moderator:
Chris Dobson
Executive Principal, Asia, **Eight Inc.**, HK

2:00–2:45pm
(GMT+8 / HKT)

Putonghua Session

Inside China: Evolution of Community in Place

Li Xiaodong
Architect, **Li Xiaodong Atelier**;
Professor of History and Theory of Architecture, School
of Architecture, **Tsinghua University**, Mainland China

Liu Jiakun
Principal Architect, **Jiakun Architects**, Mainland China

Luo Yujie
Founder, **LUO studio**;
Lecturer, Course of Construction Basics, School of
Architecture, **Central Academy of Fine Arts (CAFA)**,
Mainland China

Moderator:
Prof. Weijen Wang
Professor, Department of Architecture,
The University of Hong Kong, HK

4 Dec (Sat)

2:55–3:35pm
(GMT+8 / HKT)

In Conversation: The Making of West Kowloon Cultural District

Aric Chen
General and Artistic Director, **Het Nieuwe Instituut**,
The Netherlands

Ascan Mergenthaler
Senior Partner, **Herzog & de Meuron**, Switzerland

Dr Rocco Yim
Principal, **Rocco Design Architects Associates Ltd.**, HK

Moderator:
Marisa Yiu
Founding Partner, **ESKYIU**;
Co-founder & Executive Director, **Design Trust**, HK

4:00–4:45pm
(GMT+8 / HKT)

The Future Vision of Museum

Gong Yan
Director, **Power Station of Art**,
Mainland China

Lilli Hollein
General Director & Artistic Director,
Museum of Applied Arts, Austria

Suhanya Raffel
Museum Director, **M+**, HK

Moderator:
Ikko Yokoyama
Lead Curator, Design and Architecture, **M+**, HK

8:00–9:00pm
(GMT+8 / HKT)

Carving out Future WorkSpace and Living

Live on
ViuTV Channel 96

Ryan Anderson
Vice President of Global Research and Insights,
Herman Miller, US

Jesper Jos Olsson
Group CEO & Founding Partner, **White Peak & Stey**,
Mainland China

Tiffany Lau
Executive Director & APAC Head of Urban Ecosystems,
JLL, HK

Prof. Jeremy Myerson
Director, **WORKTECH Academy**, UK

Moderator:
Dr Edmund Lee
Former Executive Director, **Hong Kong Design Centre**,
HK

19 Dec (Sun)

11:30pm–12:30am
(GMT+8 / HKT)

Business of Design Week: Global Design Reset

Live on
ViuTV Channel 99

Organiser



Co-organiser



Lead Sponsor



Disclaimer: Create Hong Kong of the Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.

The organiser reserves the right to change programme without prior notice.

Programme Overview & Partners' Events

NOV		DEC			
DesignInspire HKDI Education Corner (26 & 27 Nov)					
BODW 2021 Networking Reception (29 Nov)		BODW Summit (1-4 Dec)			
		FA Fashion Challenges Forum & “10 Asian Designers to Watch” Opening & FA VIP Dinner (30 Nov)	DFA Awards Presentation Ceremony (1 Dec)		DFA Forum (4 Dec)
		Fashion Asia Hong Kong 2021 “10 Asian Designers to Watch” Exhibition (30 Nov - 7 Dec)			
		BODW CityProg Programmes (27 Nov-5 Dec)			
deTour 2021 (26 Nov- 12 Dec)					
				BIP Asia Forum (2-3 Dec)	
				DesignInspire 2021 (2-4 Dec)	
				IASDR 2021 - Hong Kong Polytechnic University (5-9 Dec)	
				Guangzhou Design Week (9-12 Dec)	