

Programmes

1 Dec (Wed)

8:00–8:20pm
(GMT+8 / HKT)

Opening Ceremony

Live on
ViuTV Channel 96

Welcome Remarks

Prof. Eric Yim, JP

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

8:20–8:40pm
(GMT+8 / HKT)

Keynote: How Design Changes the World

Live on
ViuTV Channel 96

Bruce Mau

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

Moderators:

Dr Joseph Wong

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

Darren Chuckry

Chair HK & Managing Partner,
Marketing Society, HK Initiative, HK

8:40–9:20pm
(GMT+8 / HKT)

Media Disruptions

Live on
ViuTV Channel 96

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

Live on
ViuTV Channel 96

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**, 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, **Pangaia**, **GAP Inc.**, **Unspun**, and more, US

Abi Go

Head of Product Marketing, Xiaomi International,
Xiaomi Corporation, Mainland China

Brian Yiu

CEO of FILA China, **FILA Sports Co., Ltd.**,
Mainland China

Moderator:

Prof. Viveca Chan

Founder & CEO, **WE Marketing Group**, 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);
FAIA., Professor of the Practice, **MIT**, US
(Mainland China)

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

2:45–3:15 pm
(GMT+8 / HKT)

ReBuilding Brand Purpose

Sadaf Zarrar

Director Content Strategy, Global Nutrition Category,
The Coca-Cola Company, Singapore

Speaker & 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 Chief Brand and Design Officer,
3M Company, US

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

CEO & Founder, **JIA Group**, 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 and 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:

Eric Schuldenfrei

Founding Partner, **ESKYIU**;
Head of the Department of Architecture,
The University of Hong Kong, HK

9:25–10:00pm
(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

3 Dec (Fri)

9:45–10:30am
(GMT+8 / HKT)

Technology Breakthroughs 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:

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**, Mainland China

Li Hua

Founder and Principal,
Trace Architecture Office, Mainland China

Speaker & Moderator:

Betty Ng

Founder & Director, **COLLECTIVE**, HK

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

Moderator:

Guy Parsonage

Partner, **PwC Experience Centre**, HK

2:00–2:45pm
(GMT+8 / HKT)

Designing in Asia

Tino Kwan

Principal Consultant,
TinoKwan 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 Design Officer & Head of Healthcare
Transformation Services, Royal Philips,
The Netherlands

Moderator:

Dr Gina Jiang

Managing Director,
Hong Kong Institute of Biotechnology, HK

Prof. Justin CY Wu

Associate Dean (Health Systems), Faculty of Medicine,
The Chinese University of Hong Kong;
Chairman and Director, CUHK Medical Services, 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 & Managing Partner, **Marketing Society, HK Initiative**, HK

4 Dec (Sat)

10:30–11:10am
(GMT+8 / HKT)

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

Yingjia Yao

Vice President & Chief Designer,
Lenovo Group, Mainland China

Moderator:

Prof. Viveca Chan

Founder & CEO, **WE Marketing Group**, 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**, Japan (US)

Moderator:

Chris Dobson

Executive Principal, Asia, **Eight Inc.**, HK

Mika Tohmon

Designer, Daikoku Design Institute, **Nippon Design Center**, Japan (US)

Freeman Lau

Founder, **KL&K Creative Strategics**, 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

Moderator:

Prof. Weijen Wang

Department of Architecture,
The University of Hong Kong, HK

Liu Jiakun

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

Luo Yujie

Lecturer, Course of Construction Basics, School of
Architecture, **Central Academy of Fine Arts (CAFA)**,
Mainland China

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

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)

Future Vision of Museum

Gong Yan

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

Lilli Hollein

General Director & Artistic Director,
The MAK – Museum of Applied Arts, Austria

Suhanya Raffel

Museum Director, M+, **MPlus Museum Limited**, HK

Moderator:

Ikko Yokoyama

Lead Creator, Design and Architecture, M+,
MPlus Museum Limited, 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,
MillerKnoll, 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

Organiser



Co-organiser



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