

For immediate release

**This December, Business of Design Week 2025 Proudly Presents
Design Dialogues with Italy on ‘Curiosity Ignites Design Innovation’
Harnessing the World’s Creative Minds**



- **The International Design Summit:** A prestigious gathering of world-renowned design visionaries including Dr. Carlo Ratti, designer of the Milano Cortina 2026 Winter Olympic and Paralympic games torches; Michele De Lucchi, pavilion architect at the Osaka World Expo 2025; and numerous creative visionaries from global corporations such as Ferragamo, Buccellati, EssilorLuxottica, the Design Museum, Monotype and more
- **Exploration of innovative topics:** The six key pillars include Urban Visions, Mobility Revolution, Crafted Living, Luxury Reimagined, Innovating with AI & Technology, and Cultural Innovation & Creativity
- **In-depth dialogues between Italy and China:** Leveraging upon the 55th anniversary of diplomatic relations to jointly explore the synergy of traditional craftsmanship and innovative design with year-long Partner Country Italy

Hong Kong, 16 October 2025 – This winter, Hong Kong will transform into a stage for the world’s cutting-edge design trends, gathering master designers who have shaped the world’s iconic architecture and products around the globe. The Hong Kong Design Centre (HKDC)’s annual flagship event, **Business of Design Week 2025 (BODW 2025)**, will be held from **1 to 6 December** this year. This event is once again lead sponsored by the Cultural and Creative Industries Development Agency (CCIDA) under the Culture, Sports and Tourism Bureau of the Government of the Hong Kong Special Administrative Region, and co-organised by the Hong Kong Trade Development Council (HKTDC).

P.1 / 12

LEAD SPONSOR

CO-ORGANISER

2025 marks the 50th anniversary of diplomatic relations between China and the European Union, as well as the 55th anniversary of diplomatic relations between China and Italy, a key EU member state. Coinciding with Italy's upcoming hosting of the Milano Cortina 2026 Olympic and Paralympic Winter Games, BODW 2025 has invited **Italy** to be its **year-long Partner Country**. With the **theme 'Curiosity Ignites Design Innovation'**, the event will explore how curiosity has fuelled Italy's creativity and innovative momentum across diverse fields such as art, architecture, fashion, and manufacturing, and sparked the creation of its most iconic, world-class projects, while showcasing Hong Kong's role as a 'Super Connector' and 'Super Value-Adder' in bridging the East and West, solidifying its position as the international cultural exchange.

At the heart of the event is the **BODW 2025 Summit**, which will take place from **3 to 5 December at the Hong Kong Convention and Exhibition Centre**. It will gather more than 50 creative leaders and business decision-makers from Italy, the United Kingdom, the United States, the Czech Republic, Japan, the Chinese Mainland, Hong Kong, and more. Featured speakers include:

Sculptor of the Olympic Flame

Dr. Carlo Ratti, a renowned Architect, Engineer, and Curator of the Venice Biennale Architettura 2025, will be presenting the torches he designed for the Milano Cortina 2026 Winter Olympic and Paralympic games as a case study, and sharing his forward-looking design philosophy at the opening keynote of the Summit.

Architects of National Pavilions

Designers of pavilions at the Osaka World Expo 2025, **Michele De Lucchi**, Founder of AMDL CIRCLE who designed the Nordic Pavilion; and acclaimed Architect **Tereza Šváchová** who designed the crystalline Czech Pavilion; will demonstrate how national identity can be brought to life via architectural experiences.

Pioneers of the Mobility Revolution

David Imai, who defined the Tesla iconic aesthetic and is now pioneering the luxury electric boat brand Arc; and **Dr. Andrea Ferraresi**, the Strategy & Centro Stile Director who is helming the legendary motorcycle brand Ducati, will reveal how innovative strategies and design thinking are rewriting the blueprint of mobility design.

Captains of Luxury Craftsmanship and Innovation

Angelica Visconti, Vice Chairman of Ferragamo, will share how the luxury house leverages curiosity to drive patent technology and material research, translating these advancements into a steadfast commitment towards sustainability and masterful craftsmanship. **Nicolas François Luchsinger**, CEO

of Buccellati Holding Italia S.p.A., will elaborate on how the brand, rooted in a rich heritage and dedication to exquisite craftsmanship, adopts an innovative approach towards the future.

This year's Summit will take place on the Main Stage of the HKCEC, featuring world-class speakers and exploring the **six key pillars: Urban Visions, Mobility Revolution, Crafted Living, Luxury Reimagined, Innovating with AI & Technology, and Cultural Innovation & Creativity**. These high-level discussions will span a broad spectrum of topics, from the Winter Olympic torches to the architecture design of the headquarters of tech giants, electric vehicle and boat ecosystems, motorcycle and aircraft design, luxury branding, VR eyewear, typography, AI development, next-generation entertainment, and more. The programme will feature insightful keynote speeches, creative dialogues and forums, with select sessions specially presented by MGM China, the M+ museum, and Maison&Objet.

The Summit will also adopt a tribrid format, connecting to all reaches of the creative community through its in-person event, online live streaming, and television broadcast channels. Introducing media professionals and members of the public in Hong Kong and the Greater Bay Area to the content line-up of BODW 2025, a press conference was held today (16th) at the Guwei Museum. Founded by Italian entrepreneur Mr. Franco Cutrupia, who pursued a four-decade-long career in China, and his Chinese wife Ms. Pauline Wei, the museum is dedicated to promoting cross-cultural exchange and heritage. This mission resonates deeply with BODW's own commitment to East-meets-West synergy.

Mr Joseph Lo, Chairman of HKDC stated: 'Curiosity drives us to contemplate how design can better understand and serve people, and translate this inquiry into strategic thinking and valuable products, which in turn provides a competitive edge for businesses. Our partnership with Italy reminds us that with technology and aesthetics as a starting point, the true kernel of innovation lies in deepening the emotional connections between people and environment. Through Business of Design Week 2025, we hope to demonstrate how design can create future living experiences that are more meaningful and human-centric.'

Mr Carmelo Ficarra, Consul General of Italy in Hong Kong and Macau, stated, 'Italy is deeply honored to return for the third time as the year-long Partner Country for Business of Design Week. This marks a significant milestone in the partnership between Italy and Hong Kong's creative sector. Through BODW 2025, we look forward to sharing Italy's globally cherished design philosophy and artisanal heritage, while jointly exploring how 'Curiosity' can ignite creative sparks.'

Moreover, BODW 2025 will synchronise with numerous design events taking place across the city, fostering an all-round creative atmosphere throughout Hong Kong. On the evening of the first day of the Summit (3 December), the inaugural edition of Vividly Hong Kong will be held at DX design hub,

celebrating the first anniversary of Hong Kong's creative design landmark. The event will also feature the DFA Awards Presentation Ceremony 2025, and the opening ceremonies for the DxGBA Gravity and the Neon Exhibition.

Concurrent highlight events also include the BODW in the city organised by the HKDC; as well as the international creative design exhibition, DesignInspire, and the Business of IP Asia Forum, hosted by HKTDC. The latter two will be held at the HKCEC, at the same time as the BODW 2025 Summit. A major feature of this year's DesignInspire is Maison&Objet Intérieurs Hong Kong 2025, jointly presented by HKTDC and France's Maison&Objet. Boasting an expanded scale this year, the event will feature zones for 'Design Factory', 'Design Showcase', and a networking space 'Le Club', presenting interior design trends that interweaves Eastern and Western aesthetics, sustainable innovation and traditional craftsmanship, complementing the ethos of the BODW Summit.

Mr Johnson Ng, Director, Service Promotion of HKTDC, stated: 'themed **"Where Connections Spark Inspiration"**, DesignInspire will be held from 3-6 December celebrating diverse cultures and ideas. In addition to Maison&Objet Intérieurs Hong Kong, we are delighted to present the finest of Italian and Hong Kong design in parallel with BODW under **Fusion Vista** - designed by the legendary designer **Alan Chan** and emerging artist **Chilai Howard** respectively, showcasing the dynamic cultural and creative exchange between Hong Kong and Italy through a selection of signature works, lifestyle creations and immersive experience. The event also sees global participation from the Chinese Mainland, the Czech Republic, Japan, Macau, Taiwan, as well as local design and industrial associations and institutes, together fostering a vibrant creative environment.

For more information related to BODW 2025, please visit: <https://2025.bodw.com/en>.

Tickets for BODW 2025 are now available for purchase. Enjoy limited-time discounts on the ticket packages during the promotional period:

1-day Pass HK\$756 (Original price HK\$1,260)
1-day summit access on 1 selected day (3, 4, 5 December) - Networking Opportunities with Global Speakers in-person - Unlimited access to on-demand content from BODW 2024 - Complimentary bodw+ Plus membership (1-year)
2-day Pass HK\$1,058 (Original price HK\$2,520)
2-day summit access on 2 selected days (3, 4 or 4, 5 December) - Networking Opportunities with Global Speakers in-person - Unlimited access to on-demand content from BODW 2024 - Complimentary bodw+ Plus membership (1-year)
3-day Pass HK\$1,620 (Original price HK\$2,700)

P.4 / 12

LEAD SPONSOR



中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China



CO-ORGANISER



- 3-day summit access
- Networking Opportunities with Global Speakers in-person
- Unlimited access to on-demand content from BODW 2024
- Complimentary bodw+ Plus membership (1-year)

The full Summit program will also be streamed live on bodw+ and social media platforms, enabling international audiences to watch along in real-time.

The three-day summit will feature English subtitles and be supported by a simultaneous AI translation tool offering ten languages, including Italian, English, Cantonese, Putonghua, French, Japanese, Korean, Spanish, German and Arabic.

For live updates on BODW 2025, please follow bodw+ on the following social media channels: Facebook ([bodw+](#)), Instagram ([@bodwplus](#)), X ([@bodwplus](#)), LinkedIn ([bodw+](#)) and YouTube ([bodw+](#)).

-End-

Media Enquiries

For further enquiries and requests for interviews, please contact:

Occasions PR & Marketing Ltd.

Eddie Ng

Email: eddie@occasionspr.com

Tel: +852 3678 0120

Candice Kot

Email: candice@occasionspr.com

Tel: +852 3678 0117

Media Kit: [Press Materials](#)

Speaker Bio: [BODW 2025 Speaker](#)

About Hong Kong Design Centre (HKDC) (www.hkdesigncentre.org)

Hong Kong Design Centre is a strategic partner of the HKSAR Government, harnessing the city's distinctive East-meets-West position to create value through design.

To achieve our goals, we:

- Cultivate a design culture
- Bridge stakeholders to opportunities that unleash the value of design
- Promote excellence in various design disciplines

About Consulate General of Italy in Hong Kong and Macau (conshongkong.esteri.it)

The Consulate General of Italy in Hong Kong and Macau represents Italy and the Italian Government in the two Special Administrative Regions of Hong Kong and Macau. The activity of the Consulate General focuses on consular services provided to the Italian nationals formally resident in Hong Kong or in Macau as well as to the local and international community (mainly for visa services). The Consulate General of Italy in Hong Kong and Macau contribute to the implementation of the initiatives to promote Italy in Hong Kong and Macau, especially cultural activities, together with the Italian Cultural Institute, and business and trade promotion together with the Italian Trade Commission. From 1st of September 2022, the Consul General of Italy in Hong Kong and Macau is Mr. Carmelo Ficarra. More information on the Consulate General of Italy in Hong Kong and Macau and its activities are available on the website <https://conshongkong.esteri.it/it/> and on social profiles IG ([@italyinhongkong](#)), X ([@italyinhongkong](#)) and FB ([@italyinhongkong](#)).

About Business of Design Week (BODW) (<https://2025.bodw.com/en>)

Business of Design Week (BODW), Asia's premier annual event on design, innovation and brands since 2002, is organised by Hong Kong Design Centre and gathers some of the world's foremost design masters, brand leaders and entrepreneurs from Hong Kong as well as overseas, driving discourse on the value of design and innovation to inspire global audiences and explore new business opportunities.

About DesignInspire (designinspire.hktcdc.com)

DesignInspire, organised by Hong Kong Trade Development Council (HKTDC), is a Business-to-All exchange and inspiring platform that gathers global design and creative elites, trend-setting brands, associations and institutes. Through a series of interactive exhibits, design masterpieces, award-winning projects and creative workshops, participants will explore the limitless potential of design and promote top-tier creativity. As a unique B2A platform for Hong Kong's creative industry, DesignInspire aims to establish a gateway for connecting Hong Kong with the international design community, fostering interaction and collaboration.

About Cultural and Creative Industries Development Agency (CCIDAHK) (www.ccidahk.gov.hk)

The Cultural and Creative Industries Development Agency (CCIDA) established in June 2024, formerly known as Create Hong Kong (CreateHK), is a dedicated office set up by the Government of the Hong Kong Special Administrative Region (HKSAR Government) under the Culture, Sports and Tourism Bureau to provide one-stop services and support to the cultural and creative industries with a mission to foster a conducive environment in Hong Kong to facilitate the development of arts, culture and creative sectors as industries. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, promoting the development of arts, culture and creative sectors as industries under the industry-oriented principle, and promoting Hong

Kong as Asia's creative capital and fostering a creative atmosphere in the community to implement Hong Kong's positioning as the East-meets-West centre for international cultural exchange under the National 14th Five-Year Plan.

Disclaimer: 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 organisers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, the Cultural and Creative Industries Development Agency, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.

Appendix 1: Six Key Pillars at BODW 2025 Summit

Date	Key Pillars	Pillar Description
3 December	Urban Visions	Reimagining the future of cities through design that regenerates the planet, celebrates cultural identity, and sparks human connection. From innovative forms to vibrant public spaces, it highlights smart, resilient, and inspiring urban environments that define the next era of living.
	Mobility Revolution	Reinventing mobility through design. We draw lessons from Italy's longstanding automotive design culture, examine the rapid evolution of electric vehicles, and explore emerging frontiers in marine mobility — highlighting the technologies, aesthetics, and systems shaping movement on land and sea.
4 December	Crafted Living	Discovering how curiosity drives design innovation across furniture, industrial design, and crafted objects. This pillar examines the synergy between Artisan Intelligence ("AI"), time-honoured craftsmanship, and emerging material technologies—revealing new possibilities in how we conceive, make, and live with design.
	Luxury Reimagined	Exploring how century-old Italian luxury brands leverage their heritage and longevity to shape contemporary value. At the intersection of culture, design, research, and collaboration, we uncover new models for brand identity, retail, and product experience—alongside insights from hospitality, where immersive storytelling is key to capturing consumers.
5 December	Innovating with AI & Tech	Investigating the impact of artificial intelligence and emerging technologies on design processes and outcomes. Explore how AI, machine learning, and other advanced technologies are revolutionising design across various industries.

P.7 / 12

LEAD SPONSOR

CO-ORGANISER

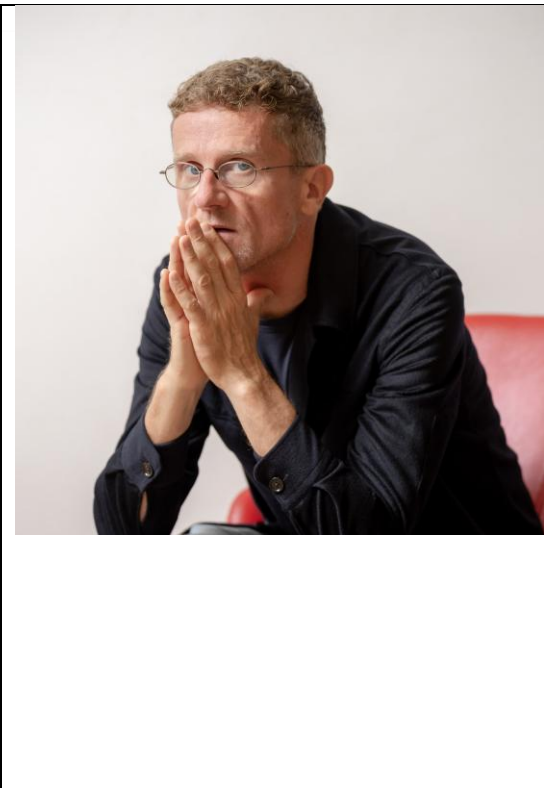
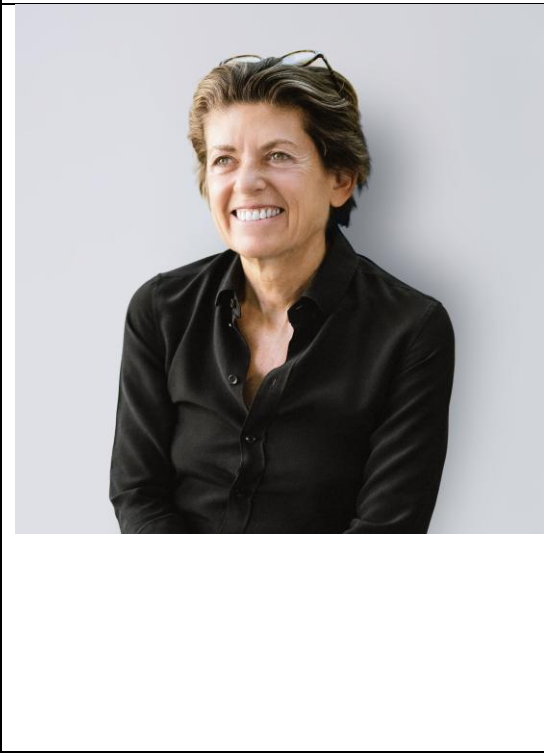
	Cultural Innovation & Creativity	Exploring the intersection between design and culture — how design both reflects and reshapes collective narratives. We also look at how digital tools and platforms are catalysing new aesthetics, practices, and modes of audience engagement.
--	----------------------------------	--

Appendix 2: Speakers at the BODW 2025 Summit

Key Pillars	Speaker	Country or Region
Urban Visions	• Dr Carlo Ratti , Co-founder of CRA - CARLO RATTI ASSOCIATI	Italy
	• Patricia Viel , Architect & Co-founder of ACPV ARCHITECTS Antonio Citterio Patricia Viel	Italy
	• Ole Scheeren , Founder & Chief Designer of Büro Ole Scheeren	Hong Kong
	• Michele De Lucchi , Founder of AMDL CIRCLE	Italy
	• Richard Breslin , Senior Principal & Managing Director – APAC of POPULOUS	Hong Kong
Mobility Revolution	• Dr Andrea Ferraresi , Strategy & Centro Stile Director of Ducati Motor Holding	Italy
	• Matteo Fioravanti , Senior Vice President Design of Pininfarina	The Mainland
	• David Imai , Chief Designer at Arc; Former Design Director at Tesla	United States
	• Luca Santella , Founder & Head of Product Strategy Bluegame	Italy
	• Tony Ip , Partner of SIXECO TECHNOLOGY	The Mainland
Crafted Living	• Prof Ron Arad , Founder & Director of Ron Arad Studio	United Kingdom
	• Tereza Šváchová , Architect of Tereza Šváchová	Czech Republic
	• Chen Min , Industrial Designer & Founder of Chen Min Office	The Mainland
	• Susanna Minotti , Head of Interior Decoration Department, Minotti	Italy
	• Dr Barbara Villari , Art & Managing Director of VILLARI	Italy
	• Patrizia Moroso , Art Director, Moroso S.p.A.	Italy
Luxury Reimagined	• Angelica Visconti , Vice Chairman of Ferragamo	Italy
	• Cendrine de Susbille , Creative Director, Manufactures nationales	France

	• Dr Stefania Ricci , Director of Museo Ferragamo & Fondazione Ferragamo, FERRAGAMO	Italy
	• Nicolas François Luchsinger , CEO of Buccellati Holding Italia S.p.A.	Italy
	• Tiziana Fausti , President, 10 Corso Como	Italy
	• Tina Norden , Principal & Partner of Conran and Partners	United Kingdom
	• Akira Kobayashi , Creative Type Director, Monotype	Germany
	• Enoch Hui , Founder of Atelier E	Hong Kong
	• Sara Biancaccio , Co-Founder & Creative Director of Panglossian Studio	Italy
Innovating with AI & Tech	• Emma Chiu , Global Director of VML Intelligence	United Kingdom
	• Matteo Battiston , Chief Design Officer of EssilorLuxottica	Italy
	• Will Shi , General Manager - Hong Kong & Macau of Baidu Holdings Limited	The Mainland
	• William Wong , Chief Executive Officer of Digital Domain	Hong Kong
Cultural Innovation & Creativity	• Tim Marlow , Chief Executive & Director of the Design Museum	United Kingdom
	• Paola Antonelli , Senior Curator, Department of Architecture and Design of MoMA	Italy
	• Yumi An King , Executive Director & Founding Member of Aww Inc.	Japan
	• Daria Shapovalova , Founder & CEO of DRESSX	United States
	• Sunny Cheung , Curator, Design & Architecture, M+	Hong Kong
	• Andrew Lazarow , Studio Director, LAB at Rockwell Group, United States	United States
	• Suhanya Raffel , Museum Director, M+	Hong Kong
	• Raffaella Paniè , Director of Brand, Identity, and Look, Milano Cortina 2026	Italy

Appendix 3: Selected Speaker Bios

	Dr Carlo Ratti Co-founder of CRA - CARLO RATTI ASSOCIATI An Architect and Engineer by training, Dr Carlo Ratti works on the future of cities and the built environment. He is a Professor of the Practice of Urban Technologies and Planning at the Massachusetts Institute of Technology (MIT) in Boston, where he directs the Senseable City Lab, and is a Full Professor in the Department of Architecture, Built Environment, and Construction Engineering at the Politecnico di Milano. He is a founding partner of the international architecture and innovation office CRA - Carlo Ratti Associati and has established several tech start-ups in the United States and Europe. Dr Ratti graduated from the Politecnico di Torino and the École Nationale des Ponts et Chaussées in Paris and later carried out his MPhil and PhD work at the University of Cambridge - completing his PhD thesis as a Fulbright Scholar at MIT. In December 2023, he was named as Curator of the Venice Biennale Architettura 2025.
	Patricia Viel Architect & Co-founder of ACPV ARCHITECTS Antonio Citterio Patricia Viel Patricia Viel, Architect and co-founder of ACPV ARCHITECTS, graduated in Architecture from Politecnico di Milano in 1987. Of French origin, born and raised in Italy, she started collaborating with Antonio Citterio in 1986. In 2000, they co-founded the architecture and interior design practice “Antonio Citterio and Partners”. Today, the studio is known as “ACPV ARCHITECTS Antonio Citterio Patricia Viel”, an international practice that Patricia leads both strategically and creatively. Her focus is fostering a multidisciplinary, data-driven architectural approach that generates cultural, social, and environmental values through context-aware design solutions, aimed at improving the quality and livability of spaces.

P.10 / 12

LEAD SPONSOR

CO-ORGANISER



Michele De Lucchi

Founder of AMDL CIRCLE

Michele De Lucchi is founder and member of AMDL CIRCLE, a multidisciplinary group of thinkers and innovators. Since 2018, AMDL CIRCLE focuses on Earth Stations, future sharing architectures that combine technological development with humanist principles.

De Lucchi has designed lamps and furniture for the most known Italian and European companies, as Artemide, Olivetti, Alias, Unifor, Hermès, and Alessi. He has curated numerous art and design exhibitions as well as designing buildings and exhibition systems for museums such as the Triennale di Milano, the Palazzo delle Esposizioni in Rome, and more. He is currently designing luxury resorts in various parts of the world: in Georgia, the Mainland, Japan and Italy. His professional work has always gone side-by-side with a personal exploration of design, technology and crafts.

In 2025, he awarded the Title of *Officier dans l'Ordre des Arts et des Lettres* by the French Republic. He has been Guest Editor of the new "Domus" for the year 2018. The first of the 10 architects who will take turns to lead the magazine until 2028.

Portrait ©Giovanni Gastel



Angelica Visconti

Vice Chairman of Ferragamo

Angelica Ruspoli Visconti was born and raised in Milan where she attended classical studies and received a degree in Business and Economics at Bocconi University in 1997. She also attended Business programmes at New York University and Kellogg School of Management of Northwestern University. After a working experience in Duff & Phelps Rating Agency in Milan and Nestle' in the Budget and Control department, she started to work for Image Building, a corporate communication agency in 2000. She joined the Ferragamo Group in 2001 in New York as a marketing director. In 2004, she moved to the Mainland in Shanghai as an assistant to the managing director of Greater China. She returned to Italy in 2007 to follow the Italian retail market and take over the South Europe region for Retail, Wholesale and Travel Retail Channels. She then took responsibility of the Global Wholesale and Travel Retail Department in 2019. She entered the Board of Directors in 2018 and in 2021 was nominated Vice Chairman of the company.

She is now overseeing the Heritage division (including Fondazione, Museum and Archive) and the Silk, Textiles and Accessories Division. She is also a board member of the Group foreign subsidiaries and of Ferragamo S.p.A..