

Business of Design Week 2025

December 3 to 5

***Partner Country: Italy**

I. About Business of Design Week (BODW) 2025

Business of Design Week (BODW), Asia's premier annual event dedicated to design, innovation, and brands, has been organised by the Hong Kong Design Centre (HKDC) since 2002. This year, BODW returns from 1 to 6 December 2025, proudly presenting Italy as the partner country, marking a significant milestone in their long-standing collaboration, following previous partnerships in 2007 and 2017. Under the theme “Curiosity Ignites Design Innovation,” the Summit will be held from 3 to 5 December at the Hong Kong Convention and Exhibition Centre, gathering over 50 visionary creative and business leaders from across the globe to inspire audiences on the power of curiosity.

The Consulate General of Italy in Hong Kong and the Hong Kong Design Centre aim to foster meaningful exchanges and collaboration opportunities between the vibrant design communities of Italy, Hong Kong, and the global stage. This partnership is celebrated through a year-long series of design events and activities, including two study trips, Italian Design Day 2025, the bodw+ Series, and BODW 2025, alongside its concurrent programmes such as BODW in the City. Prominent Italian creatives, designers, and business leaders will showcase their exceptional talent and innovative vision throughout these initiatives.

This collaboration extends beyond the conclusion of BODW 2025, representing the beginning of a long-term partnership. It marks a transformative journey of mutual learning and collaboration between the thriving design ecosystems of Hong Kong and Italy, inspiring creativity and innovation for years to come.

50+
Speakers

10+
Countries

40+
Sessions

100+
Partners & Supporting
Organisations

Why Should You Join BODW?

Joining BODW provides a unique opportunity to enhance your professional journey through impactful experiences. Equip yourself with innovative ideas and practical tools to create significant business value. Gain valuable insights from both international and local visionaries and creative leaders, helping you stay ahead of the competition in a rapidly changing market. Additionally, BODW offers unparalleled networking opportunities, allowing you to connect with top professionals

across various industries and explore new business prospects. Don't miss out on this chance to elevate your career and broaden your horizons!

WHY ATTEND

IMPACTS

Equip yourself with ideas and tools to create business value.

INSIGHTS

Draw inspirations from international and local experts to stay ahead of the competition.

NETWORKING

Meet top professionals across industries to explore new business opportunities.

II. Theme: Curiosity Ignites Design Innovation

Curiosity has long fuelled Italian innovation, fostering a dynamic exchange between disciplines and ideas. This spirit drives creativity across arts, architecture, fashion, and manufacturing, epitomised by the "Made in Italy" commitment to excellence and synergy of diverse talents. Similarly, Hong Kong's design landscape thrives on blending Eastern wisdom with Western influence, pushing beyond comfort zones to create meaningful cultural and design innovations through bold experimentation. Both design communities highlight the transformative power of curiosity and creativity in shaping their legacies and driving excellence.

Overview of Six Key Topics of BODW Summit:

Day 1 (Wed, Dec 3)	Day 2 (Thu, Dec 4)	Day 3 (Fri, Dec 5)
Urban Visions	Crafted Living	Innovating with AI & Technology
Mobility Revolution	Luxury Reimagined	Cultural Innovation & Creativity

III. Programme Details

3 December (Wednesday), Day 1 - AM

Opening Sessions	Curiosity Ignites Design Innovation
Speaker	Dr Carlo Ratti, Co-founder, CRA - CARLO RATTI ASSOCIATI, Italy

3 December (Wednesday), Day 1 - AM

Pillar	Urban Visions
Pillar Narrative	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.
Speakers	Patricia Viel, Architect & Co-founder, ACPV ARCHITECTS Antonio Citterio Patricia Viel, Italy Ole Scheeren, Founder & Chief Designer, Büro Ole Scheeren, Hong Kong Michele De Lucchi, Founder, AMDL CIRCLE, Italy Richard Breslin, Senior Principal and Managing Director – APAC, POPULOUS, Hong Kong

3 December (Wednesday), Day 1 - PM

Pillar	Mobility Revolution
Pillar Narrative	Reinventing mobility through design. We draw lessons from Italy's long-standing 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.
Speakers	Andrea Ferraresi, Strategy & Centro Stile Director, Ducati Motor Holding, Italy Matteo Fioravanti, Senior Vice President Design, Pininfarina, The Mainland David Imai, Chief Designer & Former Design Director, Arc & Tesla, United States Luca Santella, Chief Concept Designer & Style Director, Sanlorenzo, Italy Tony Ip, Partner, Sixeco Technology, The Mainland

4 December (Thursday), Day 2 - AM

Pillar	Crafted Living
Pillar Narrative	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.
Speakers	▪ Prof Ron Arad, Founder, Ron Arad Studio, United Kingdom ▪ Tereza Šváčková, Architect, Czech Republic ▪ Min Chen, Industrial Designer & Founder, Chen Min Office, The Mainland ▪ Susanna Minotti, Head of Interior Decoration Department, Minotti, Italy ▪ Barbara Villari, Managing & Art Director, VILLARI S.r.l., Italy ▪ Patrizia Moroso, Creative Director Moroso S.p.A., Italy ▪ Cendrine de Susbielle, Creative Director, Mobilier National, France

4 December (Thursday), Day 2 - PM

Pillar	Luxury Reimagined
Pillar Narrative	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.
Speakers	▪ Angelica Visconti, Vice Chairman, Ferragamo, Italy ▪ Stefania Ricci, Director, Salvatore Ferragamo Museum and Ferragamo Foundation, Italy ▪ Nicolas Luchsinger, CEO, Buccellati Holding Italia S.p.A, Italy ▪ Tiziana Fausti, Founder, 10 Corso Como, Italy ▪ Tina Norden, Principal & Partner, Conran and Partners, United Kingdom ▪ Akira Kobayashi, Creative Type Director, Monotype, Japan ▪ Enoch Hui, Founder, Atelier E, Hong Kong ▪ Sara Biancaccio, Co-founder & Creative Director, Panglossian Studio, Italy

5 December (Friday), Day 3 - AM

Pillar	Innovating with AI & Technology
Pillar Narrative	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.
Speakers	▪ Emma Chiu, Global Director, VML Intelligence, United Kingdom ▪ Matteo Battison, Chief Design Officer, EssilorLuxottica, Italy ▪ Will Shi, General Manager for Hong Kong & Macau, Baidu AI Cloud ▪ William Wong, Chief Executive Officer, Digital Domain, Hong Kong

5 December (Friday), Day 3 - PM

Pillar	Cultural Innovation & Creativity
Pillar Narrative	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.
Speakers	▪ Tim Marlow, Chief Executive & Director, the Design Museum, United Kingdom ▪ Paola Antonelli, Senior Curator, Department of Architecture and Design, United States ▪ Andrew Lazarow, Studio Director, LAB at Rockwell Group, United States ▪ Patricia Lam (Sze Wan), Independent Non-Executive Director, MGM China Holdings, Macau / Dr Iwan Dietschi, Senior Vice President of Hospitality, MGM China Holdings, Macau Sessions Co-curated with M+, the global museum of contemporary visual culture in Hong Kong: ▪ Sunny Cheung, Curator, Design & Architecture, M+, HK ▪ Yumi An King, Executive Director & Founding Member, Aww.inc, Japan ▪ Daria Shapovalova, Founder and CEO, DRESSX, United States
5:50-6pm	BODW 2025 Closing Ceremony



Consulate General of Italy
Hong Kong

Organiser



Partner Country



Lead Sponsor



Co-organiser



Strategic Programme Partners



Official Hotel Partner



Italian Partners



Official Travel Partner



Strategic Cultural Partner



Production & TV Broadcaster Partner



Strategic PR Partner



Strategic Digital Marketing Partner



Strategic Programme Advisor



Art & Cultural Partner



CPD Programme Partner



For Enquiry:

Ms Leona Chan, Senior Project Manager	leona.chan@hkdesigncentre.org	3793 8436
Ms Beatrice Li, Manager	beatrice.li@hkdesigncentre.org	3793 8443