



For immediate release

1 December 2021

**Business of Design Week 2021 Kicks Off Today, with  
Over 80 Speakers Across Sectors Uncovering Big Ideas for  
Rebuilding Our Post-Pandemic World**

*Join the Big Conversation on 'Global Design Reset':  
Over 30 Sessions Simulcast Online and on ViuTV,  
Covering timely topics like Brand Rejuvenation, Hospitality with Purpose, and  
Connected Health and Wellbeing*



*Officiating guests join Business of Design Week 2021's opening ceremony*

**HONG KONG, 1 December 2021 – Business of Design Week (BODW) 2021**, Asia's premier annual event on design, innovation and brands since 2002 organised by Hong Kong Design Centre (HKDC), officially kicked-off its 19<sup>th</sup> edition today. Presented jointly with Strategic Partners the UK and ViuTV, the week-long summit features a compelling line-up of cross-disciplinary speakers and exciting TV sessions that paint the context for this year's theme, **'Global Design Reset'**. Gathering local and



international speakers and produced in hybrid format, the BODW 2021 Summit is simulcast online, on ViuTV, and at partner locations including PMQ, making the summit accessible to viewers all over the city and around the world.

**The Honourable Mrs. Carrie Lam Cheng Yuet-ngor, GBM, GBS, Chief Executive of the Hong Kong Special Administrative Region**, Guest of Honour for BODW 2021, stated in a speech: “The Hong Kong SAR Government is honoured to be the Lead Sponsor of BODW again through the CreateSmart Initiative, our dedicated funding scheme for the creative sectors. With a new \$1 billion injection into the CreateSmart Initiative earlier this year, we will continue with our efforts to assist the trade in talent nurturing, capacity building and skill upgrading, with a view to enhancing the long-term competitiveness of our trade under the ‘new normal’.”

To officially kick off BODW 2021, **Prof. Eric Yim, JP, Chairman of HKDC** said in his welcome remarks: “After this turbulent period all over the world, a new chapter awaits us all. Business of Design Week 2021 revolves around one word: Reset. It’s all about rethinking and resetting our world and the way it works, hence our theme: Global Design Reset. As we reimagine our collective future, we’ll need big ideas, collaborative creativity, decisive leadership, and plenty of wisdom. We hope BODW can show us how we can thrive amid crisis, and create a meaningful and sustainable future together through design and technology.”

**BODW 2021: Global Design Reset** provides a unique programme accessible for all, from anywhere in the world. In addition to being livestreamed online, key sessions will be aired on ViuTVsix every night from 1 to 4 December at 20:00 GMT+8. Featuring over 30 insightful sessions, the BODW 2021 Summit offers a rare opportunity for viewers to catch some of the most powerful and prolific visionaries in business and design. Among this year’s highlight sessions are:

- **Keynote: How Design Changes the World (1 December, 20:15 – 20:40 GMT+8, also live on ViuTVsix)** – For over 30 years, world-renowned design guru **Bruce Mau** (Chief Executive Officer, Massive Change Network and Founder, Bruce Mau Studio, US) has collaborated with leading brands,



companies, heads of state, and more to affect positive change and innovation across a broad range of projects. At BODW 2021, he talks about how designing for nature is synonymous to designing for success – and the significance of design in today’s world.

- **Sustainable Business Leadership (2 December, 15:45 – 16:30 GMT+8)** – Apart from improving a company’s reputation, can commitments to sustainability targets impact the bottom line? Business leaders **Eric Quint** (Former Senior Vice President, Chief Brand & Design Officer, 3M Company, The Netherlands), **Ronna Chao** (Chairman, Novetex Textiles Limited, HK), and **Ian Spaulding** (Chief Executive Officer, ELEVATE, HK) discuss the merits and challenges of advancing sustainability in business.
- **Keynote: Rewilding Urban Space (2 December, 21:05pm – 21:25 GMT+8, also live on ViuTVsix)** – Keynote speaker **Thomas Heatherwick CBE** (Founder, Heatherwick Studio, UK), the award-winning and prolific British designer behind some of the most iconic architecture projects of our time – including Zeitz MOCAA in Cape Town, Coal Drops Yard in London, and Little Island in New York – talks about his vision to bring nature back into urban spaces and other ideas for designing for the future.
- **Celebrating Chinese Aesthetics in World Architecture (3 December, 10:45 – 11:30 GMT+8)** – The nature-infused aesthetics of Chinese architecture is an emerging force to be reckoned with in the world of design. **Hua Li** (Founder and Principal, Trace Architecture Office, Mainland China) and **Tiffany Dahlen** (Associate Partner, MAD Architects, Mainland China) discuss the cultural, aesthetic, and environmental nuances of Chinese architecture with moderator **Betty Ng** (Founder and Director, COLLECTIVE and Adjunct Associate Professor, The Chinese University of Hong Kong, HK).



- **The Future Vision of Museum (4 December, 16:00 – 16:45 GMT+8,)** – On the heels of the successful opening of Hong Kong’s highly anticipated M+ museum, **Suhanya Raffel** (Museum Director, M+, HK), **Gong Yan** (Director, Power Station of Art, Mainland China), and **Lilli Hollein** (General Director and Artistic Director, Museum of Applied Arts, Austria) delve into the the experiences offered by museums and its role in the socio-cultural landscape of cities.

An exciting new addition to HKDC’s programme is **bodw+**, an interactive design knowledge platform envisioned to become Asia’s leading online design portal. bodw+ will be home to evergreen content such as live broadcasting of flagship programmes including BODW, interviews with design icons and emerging talent, and knowledge in different engaging formats.

To catch some of the region’s most well-respected personalities live at BODW 2021, participants can physically attend the BODW 2021 Summit in Hong Kong by purchasing a Premium Pass. Registrants can also sign up to become a bodw+ member free of charge for live online access to the Summit. For registration and programme updates of BODW 2021, please visit the official website at [2021.bodw.com](https://2021.bodw.com) and follow BODW on the following social media channels: Facebook ([bodw+](https://www.facebook.com/bodwplus)), Instagram ([@bodwplus](https://www.instagram.com/bodwplus)), Twitter ([@bodwplus](https://twitter.com/bodwplus)), LinkedIn ([bodw+](https://www.linkedin.com/company/bodwplus)) and YouTube ([bodw+](https://www.youtube.com/bodwplus)).

BODW 2021 is supported by a series of concurrent citywide events with partners and collaborators. Fostering a citywide appreciation for design, these events include deTour (26 November to 12 December), BODW CityProg (27 November to 5 December), Fashion Asia Hong Kong (30 November to 7 December), DFA Awards, DesignInspire, Business of IP Asia Forum (2 to 3 December), Congress of the International Association of Societies of Design Research (IASDR) (5 to 9 December) and Guangzhou Design Week (9 to 12 December), all highlighting Hong Kong’s status as an international design hub.

**Photo Captions:**

Image	Caption
	<p>The Honourable <b>Mrs. Carrie Lam Cheng Yuet-ngor</b>, GBM, GBS, Chief Executive of the Hong Kong Special Administrative Region, Guest of Honour for BODW 2021, delivers a speech.</p>
	<p>Officiating guests join BODW 2021.</p> <p><b>First row, L-R: Mr. Brian Davidson</b> CMG (British Consul General to Hong Kong &amp; Macao), <b>Mr. Victor Tsang</b> (Head of CreateHK), <b>Prof. Eric Yim</b> (Chairman, Hong Kong Design Centre), <b>Mr. Edward Yau Tang-wah</b>, GBS, JP (Secretary for Commerce and Economic Development, Hong Kong Special Administrative Region), <b>Mr. Victor Lo</b> (Chairman, BODW Steering Committee of Hong Kong Design Centre), <b>Ms. Margaret Fong</b> (Executive Director, Hong Kong Trade Development Council), <b>Mr. Lofai Lo</b> (Director and General Manager, ViuTV)</p> <p><b>Second row, L-R: Dr Joseph Wong</b> (Executive Director, Hong Kong</p>

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RESET

29 Nov – 4 Dec

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Design Centre), **Mr. William To** (Executive Director, PMQ), **Prof. Kun-Pyo Lee** (Dean of School of Design, The Hong Kong Polytechnic University), **Mr. Michael Chan** (Head of Academic Development, Hong Kong Design Institute), **Mr. Brett Free** (Deputy Director, Information Services and Brand HK), **Mr. Kevin Yeung** (Chairman, Hong Kong Fashion Designers Association), **Mr. Horace Pan** (Chairman, Hong Kong Interior Designers Association), **Mr. Nick Heath** (Director General Trade & Investment, British Consulate-General Hong Kong), and **Mr. Stephen Phillips** (Director-General of Investment Promotion, Invest Hong Kong)



**Prof. Eric Yim**, Chairman, Hong Kong Design Centre delivers a welcome speech.

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Inside the ViuTV studio.



In the keynote session ‘**How Design Changes the World,**’ moderators **Darren Chuckry** (Chair HK, Marketing Society and Managing Partner, HK Initiative, HK) and **Dr Joseph Wong** (Executive Director, Hong Kong Design Centre, HK) speak with **Bruce Mau** (Chief Executive Officer, Massive Change Network and Founder, Bruce Mau Studio, US).



(L-R): Moderator, **Julia Clyne**, Head of Media Sales and The Trust, Dow Jones, APAC; **James Chambers** (Asia Editor and Hong Kong Bureau Chief, *Monocle*, HK); **Michel Lamunière** (Chairman and CEO, Tatler Asia Group, HK); and **Lofai Lo** (Director and General Manager, ViuTV, HK) appear live for the ‘**Media Disruptions**’ session.



Please download high-resolution images at:

<https://finnpartners.box.com/s/91f6xs0jh3d9zxz79rtkgwfhvrff2vg>

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### **About Hong Kong Design Centre**

Hong Kong Design Centre (HKDC) is a non-governmental organisation, and was founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as an international centre of design excellence in Asia. Our public mission is to promote wider and strategic use of design and design thinking to create business value and improve societal well-being. Learn more about us at [www.hkdesigncentre.org](http://www.hkdesigncentre.org).

### **About Business of Design Week (BODW)**

Asia's premier annual event on design, innovation and brands since 2002, Business of Design Week (BODW) organised by Hong Kong Design Centre (HKDC) 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 bodw+**

Launched by Hong Kong Design Centre (HKDC), bodw+ originates from Business of Design Week (BODW), Asia's premier annual event on design, innovation and brands since 2002. bodw+ is an interactive design knowledge platform that promotes and celebrates design excellence, inspiring and engaging the local and international design community. It is envisioned to become Asia's leading online design portal, providing evergreen content, featuring the latest insights on seminal design trends, and exclusive interviews with creative leaders and emerging talents.

### **About Create Hong Kong**

Create Hong Kong (CreateHK) is a dedicated agency set up by the HKSAR Government in June 2009. It is under the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau and dedicated to spearheading the development of creative industries in Hong Kong. Its strategic foci



are nurturing talent and facilitating start-ups, exploring markets, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. CreateHK sponsors HKDC to organise the Business of Design Week (BODW) and other projects to promote Hong Kong design. CreateHK's website: [www.createhk.gov.hk](http://www.createhk.gov.hk).

### **Press Contact**

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