



Updated 5 October 2021

## **bodw+ fact sheet**

### **What is bodw+?**

Launched by Hong Kong Design Centre (HKDC), **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, connecting overseas regions and Mainland China, especially the Greater Bay Area.

The name bodw+ originates from Business of Design Week (BODW), our annual flagship programme on design, innovation and brands since 2002. Following the recent digitalisation of the programme and the demand for online learning, the new platform takes an active stance to grow and inspire its community with engaging multimedia content year-round.

### **Website**

**bodw+** will be soft launched on <http://www.bodw.com/> on 6 October 2021.

### **Key Content Pillars**

The platform will feature the latest insights on seminal design trends, and exclusive interviews with creative leaders and emerging talents. It provides evergreen content in the form of live broadcasting of flagship programmes, interviews with design talents, introduction of innovative brands, education exchange and event directory, spreading knowledge with different engaging formats (videos, articles, webinars, virtual workshops, podcasts and so on) based on a member subscription model.

**bodw+** will also release a programme archive starting with over 600 videos in 2021 from Knowledge of Design Week (KODW) and Business of Design Week (BODW) in **three languages: English, Putonghua, and Cantonese.**

### **Key Verticals**

- **Attend:** HKDC's annual programmes and partners' events
- **Explore: Evergreen multimedia content**, including videos, podcasts, and articles on design, innovation, and brands; full archives of BODW and KODW from 2018-2021, with more to come; exclusive interviews; co-created content with partners; partners' signature programmes
- **Live:** Interactive livestream (Q&As and polls); simultaneous interpretation in English, Cantonese, and Putonghua; on-demand content in high-resolution following events



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- **What's On:** Event listings from HKDC and local and international partners; 'Add to Calendar' and 'Share' functions available for members
- **Partners:** Partners' logos listing

### **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, with the aim of advancing Hong Kong as an international design centre in Asia. Learn more about us at [www.hkdesigncentre.org](http://www.hkdesigncentre.org)