



BUSINESS OF
DESIGN WEEK
設計營商周®

GLOBAL
DESIGN
RESET

29 Nov - 4 Dec 2021

RETHINK RETHINK 2021 Summit Digest REBUILD REWRI

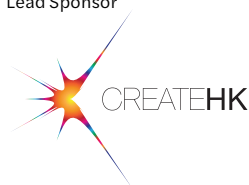
Organiser



Co-organiser



Lead Sponsor



Strategic Partner



REWRITE



BUSINESS OF DESIGN WEEK

Asia's premier annual event on design, innovation and brands since 2002, Business of Design Week (BODW) organised by Hong Kong Design Centre brings some of the world's most outstanding design masters and influential business figures to Hong Kong. Consisting of a series of partner and concurrent events and anchored around a week-long summit, BODW provides a valuable platform for business and creative leaders to exchange ideas, network, and explore new business opportunities.



Global Design Reset: A Primer of Business of Design Week (BODW) 2021

With the UK and ViuTV as strategic partners this year, the weeklong BODW provides the opportunity for global business and creative leaders to exchange insights, interact, and explore opportunities for collaboration. The theme of BODW 2021 is Global Design Reset, underlining this remarkable period that is bearing witness to significant change across various industries all over the world. Leading entrepreneurs, creatives, and designers from different sectors will shine a light on how we can thrive amid challenges, co-create a sustainable future, and make a meaningful impact through design.

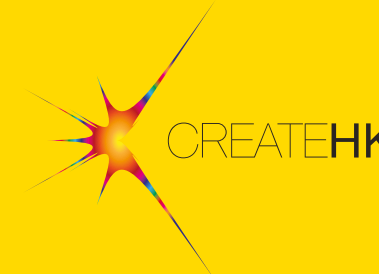
Following last year's success, the BODW 2021 Summit on 1–4 December 2021 will be held as a hybrid programme, simulcast live on ViuTV, online, social media, and at partner locations. The Summit explores eight main pillars of topics: Brand Rejuvenation, Connected Health and Wellbeing, Creative Mindset & Innovation Leadership, Culture & the City, Designing an Intelligent Future, Hospitality with Purpose, New Urban Models, and Phygital Reality.



Organiser

HONG KONG DESIGN CENTRE

HKDC is a non-governmental organisation, and was founded in 2001 as a strategic partner of the Government of the Hong Kong Special Administrative Region (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 and our initiatives to further the design movement at www.hkdesigncentre.org



Lead Sponsor

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 BODW and other projects to promote Hong Kong design. CreateHK's website: www.createhk.gov.hk.

RESET



It is my pleasure to welcome you all back to the Business of Design Week (BODW) 2021.

Building on last year's successful experience, this year's BODW is brought to you again in hybrid mode. Other than staging the programmes in physical format, events, such as the Summit, will also be simulcast live on local television, online and social media and at partner locations to reach our target audience worldwide amidst the pandemic.

Riding on the theme "Global Design Reset", over 80 creative leaders from global top-notch enterprises are joining us to speak on eight main topics, namely Brand Rejuvenation, Connected Health and Wellbeing,

Creative Mindset and Innovation Leadership, Culture & The City, Designing an Intelligent Future, Hospitality with Purpose, New Urban Models, and Phygital Reality. These topics are the key to our future development even before COVID-19, and more so as we enter the new normal.

During the summit, we will be learning from our distinguished speakers on how designing for nature is synonymous to designing for success. There is also another exciting keynote session on rewinding urban spaces. A series of concurrent events including Fashion Asia Hong Kong, BODW City Prog, deTour and DesignInspire will continue to be presented, enriching the BODW with more public engagement and territory-wide happenings throughout the year.

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. The current-term Government is highly committed to developing the creative industries as our new economic drivers. 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. Where the situation permits, we will resume external promotion of Hong Kong to explore markets and establish partnerships, and leveraging the immense opportunities brought about by the Belt and Road Initiative and the Guangdong-Hong Kong-Macao Greater Bay Area development.

My heartfelt gratitude goes to the Hong Kong Design Centre, organiser of BODW, as well as the Hong Kong Trade Development Council, co-organiser, the organisers of the concurrent events, and the United Kingdom, the strategic partner again this year, for working with us with joined hands to promote design and creative excellence through the world-class flagship design event.

I wish you all another inspirational and rewarding design journey with BODW this year. Thank you.

Mrs Carrie Lam, GBM, GBS

Chief Executive,

Hong Kong Special Administrative Region



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.

Launched since 2002, BODW is Asia's premier annual event on design, innovation and brands. For this edition, we will have over 80 renowned speakers joining us from all over the globe, including Bruce Mau, world-recognised design guru best known for his ground-breaking philosophy on life-centered design; and Thomas Heatherwick, whose iconic architectural projects span the skylines of New York, Shanghai, the UK and South Africa. You will also get to watch exclusive interviews of our

global speakers in their respective cities.

From Brand Rejuvenation, Creative Mindset & Innovation Leadership, to New Urban Models and Phygital Reality, our eight main pillars of topics are sure to inspire us all to take charge of our future as a society. And because we want everyone to tune in, BODW this year will be simulcast online, with selected sessions broadcasted on ViuTV and on various livestream platforms to reach global audiences.

I would also like to introduce you to bodw+, our new interactive design knowledge platform to inspire the local and international community with exciting year-round content. Register to join our growing bodw+ community for free, and stay updated with the latest design news and trends throughout the year!

On behalf of Hong Kong Design Centre, I would like to extend our gratitude to our Co-organiser, Hong Kong Trade Development Council; our Lead Sponsor, Create Hong Kong of the Government of the Hong Kong Special Administrative Region; our Strategic Partners, the UK and ViuTV; and other sponsors and partners for helping us bring BODW to life.

Welcome to BODW 2021. I invite you all to listen and learn with an open mind, be inspired, and get excited for what's ahead!

Prof. Eric Yim, JP

Chairman,

Hong Kong Design Centre

GLOBAL DESIGN RESET







30+ Sessions



Simulcast on ViuTV, body+,
social media and partners' locations



RETHINK

Bruce Mau

Chief Executive Officer | Founder

Massive Change Network | Bruce Mau Studio · US

Most cities are designed to push nature out. We have to get to a better place – we have to think about ourselves integrated in the natural world, and that challenges us to do everything we do differently. We need to think about the welfare of all of life. A process that puts life, not humans, at the centre.



© Bruce Mau Studio

Suhanya Raffel

Museum Director

M+ · HK

What I feel with Hong Kong and Shanghai, we have our histories but we are jumping into the future. There is something unfettered about it and it is just so extraordinary. The other part of the museums for us is the audience and the people that flow through it. The relationship between the street, the inside and outside, the museum is home for people as well.



Jonathan Cheung

Design Jedi

GAP Inc., Pangaia, Unspun and more · US

We don't buy products, we buy better versions of ourselves.



Jason Bruges

Creative Director & Founder

Jason Bruges Studio · UK

The pandemic has been a reset in terms of creating site specific work because you are relying on third parties to do that work for you. There are opportunities that exist within the reset. There's a strong desire to be part of immersive and experiential, physical work, which is fantastic.



© Jim Stephens

Bill Bensley

Founder & Creative Director

BENSLEY · Thailand

I hope the future is about recycling. It is about upcycling and if we can build hotels, et cetera with a purpose that helps people, helps the society and helps conservation and respects mother nature. Then, it is a win-win situation.



RETHINK

Refik Anadol

Media Artist

RAS. Refik Anadol Studio · US

I highly believe the NFT space needs a physical experience. My hope is more experiential NFT environments should be part of the journey.



© Efsun Erkilic

Sean Carney

Chief Experience Design Officer

Philips · The Netherlands

We need to decentralise and distribute healthcare...we see this particularly important in ageing cities where elderly won't be able to travel for a long distance to receive the healthcare they need.



Prof. Winka Dubbeldam

Founding Partner | Miller Professor & Chair, Weitzman Architecture

Archi-Tectonics NYC LLC | University of Pennsylvania · US

We got a project for the Asian Games that emerged from unique combination of innovative design methodologies and local cultural heritage. By using vernacular artefacts as seeds for our parametric formal investigation. We created a poetic multi-layer design with advanced construction technologies that is nested within beautiful parks.



Thomas Heatherwick CBE

Founder

Heatherwick Studio · UK

The pandemic has re-clarified the importance of emotion and our feelings. Cities are these amazing places that bring us together. Rewilding is about ourselves – we are wild. Places need to be free. Nature, if used well, can be a counterpoint; it can be about change.



© Elena Heatherwick

Yat Siu

Co-founder & Chairman

Animoca Brands · HK

The metaverse is a virtual society. What's amazing to see is that the next step is creating one that's deeper and more immersive. Probably the sum total of your digital experience is already more than your physical experience.



© Kevin Abosch

RE

RESET
RETHINK
REDESIGN
REWRITE
REFRESH
REBUILD





香港特別行政區政府
「創意香港」
推動香港成為亞洲設計之都

Create Hong Kong of the
Government of the Hong Kong
Special Administrative Region
promotes Hong Kong as
Asia's design capital



CENTRESTAGE
ASIA'S FASHION SPOTLIGHT

設計營商周同期活動
Concurrent Events of BODW



項目如有更改，恕不另行通知。
Projects are subject to change without further notice.

查閱創意香港贊助的創意盛事
For signature events sponsored by CreateHK
www.createhk.gov.hk/signatureevents



HK

Raise capital. Raise a family.
Raise your heartbeat.
Hong Kong. A world of opportunities.

Sitting on more than 40 hectares of harbourfront land, the West Kowloon Cultural District is one of the world's largest preserves of art, culture and entertainment, positioning Hong Kong as the premier arts and cultural hub of Asia. Already, it boasts breathtaking architecture: the Xiqu Centre, home of year-round Chinese opera; the iconic M+, the first global museum of contemporary visual culture in Asia; and the Hong Kong Palace Museum (opening 2022), which will house treasures from Beijing's Forbidden City. With bike-friendly promenades, pet-friendly parks and indoor and outdoor performance venues, this exhilarating swirl of art, culture, lifestyle and nature adds a new dimension to the allure of Hong Kong as one of the most liveable, connected, family-friendly cities on earth.



brandhk.gov.hk



1-2/12/2022



Hong Kong: Asia's Intellectual Property Hub



bipasiaforum.com
#BIPAsia

Mark your diary now!

**DESIGN
INSPIRE
ONLINE**

Explore Global
Creativity Online



designinspire.com.hk

Organisers



香港特別行政區政府
The Government of the Hong Kong
Special Administrative Region



Organiser:
主辦機構:



Co-organiser:
協辦機構:



Great Design hits the high notes

From the Guangzhou Opera House in China to the Centre Pompidou in Paris, many of the most globally recognised, iconic structures were designed by world-class UK architects. Just one example of UK creativity inspiring the world. Join us and see things differently.

great.gov.uk



GULF EMERGING DESIGN TALENTS 2022 FORUM

**COME MAKE
THE WORLD
A BETTER PLACE
WITH US AT
POLYU DESIGN**

RECYKO CHARGE10

New generation rechargeables



World's Fastest Charger*
.....just 10 mins!
Reduce waste. Save money.



New breakthrough in battery technology
Rethink. Recharge. Recyko.

* Based on internal test by GP of the average percentage of battery capacity charged after a 10-minute charge as of May 2021. Calculated from 5 simultaneous charges of 4pcs of new Charge 10 1700mAh AA batteries to 90%+ of capacity at 20°C, followed by battery discharge according to IEC 61951-2.

GP



BLADE

Now with Metamaterial
Absorption Technology



A sound statement. An icon that engages every sense.

BLADE

A bold and striking presence, BLADE pushes the boundaries of what is possible with sound.
The world's first Single Apparent Source loudspeaker now with Metamaterial Absorption Technology.

Authorised Retailers



Listen and believe

KEF 60
YEARS

Acknowledgement

Organiser	Hong Kong Design Centre
Co-Organiser	Hong Kong Trade Development Council
Lead Sponsor	Create Hong Kong of the Government of the Hong Kong Special Administrative Region (HKSAR Government)
Strategic Partner	British Consulate-General Hong Kong
Government Partner	Brand Hong Kong Management Unit, Information Services Department of the HKSAR Government
Production and TV Broadcaster	HK Television Entertainment Company Limited (ViuTV)
Lead Strategic Partner	Debbie Lo Creativity Foundation
Strategic Programme Partners	Hong Kong Design Institute
	PMQ Management Co. Ltd
	School of Design, The Hong Kong Polytechnic University
Strategic Cultural Partner	M+ West Kowloon
Event Sponsors	GP Batteries
	KEF
Diamond Sponsor	Ming Foundation
Gold Sponsor	Intellectual Property Department of the HKSAR Government
Silver Sponsors	Invest Hong Kong of the HKSAR Government
	Steve Leung Design Group Limited
Bronze Sponsor	LAWSGROUP
Student Education Programme Sponsor	Chinachem Group
	Sino Group
	Yidan University Education Foundation
Co-presenter – Culture & The City Panel	Design Trust
Strategic Digital Branding Partner	LANDOR & FITCH
Media and Digital Marketing Partner	CatchOn
Strategic Programme & Production Partner	HK initiative
Digital Strategy Consultation	3 Screens Strategic Advisors Limited
Livestream Partner	OPPA System Limited
Event Management Partner	Jebsen Holidays
Exclusive Designer Furniture Partner	Normann HK Limited
ArtSeat Partner	New Vision Arts Festival

Exclusive Luxury Lifestyle Partner	Tatler Hong Kong	
Exclusive Design Media Partner	Design Anthology	
Official Forum Marketing Research Partner	Consumer Search Group (CSG)	
CRM Sponsor	Direct Marketing of Asia	
Placemaking Partner	Central Market	
CitySalon Partners	D2 Place	
	Fashion Walk	
	Kornhill Plaza	
	Peak Galleria	
Gift Sponsor	kapok	
Knowledge Partner	Joint Publishing (Hong Kong) Company Limited	
Networking Reception	Music Lab	
Live Music Performance		
Wardrobe Sponsor	FAVE by Kenny Li / FM+ Concept Store	
Media Partners	Dezeen	一筑一事
	Home Journal	Just Design
	BCI Asia (Archify)	iArch.cn
	Echelon	FRAME
	Culture Plus Asia	Global Design Awards Lab
	Adobo Magazine	烱设计
	Indonesia Design	Social Beta
	PRC Magazine	Jia360
	HK01	ATU Architectural Development Communication Center
	SPHERE	
	Mot Times	
	Fun Design	SheJiPi
	MyHOME / Searchome	薄雾馆 TIME
	Designboom	6-P-M
	Art & Piece	知了 HOME
	Business Digest	AD518
	The Culturist	Luce e design
	Design Milk	Global Developers
	Buisness Focus	Toodaylab
	CUP	Comfort
	LuxuryWatcher	Zhen Xi'an
	hisheji	包裝與設計
Trends Plus		Zuibishe

Regional Supporting Partners	<div> <div> Eight Inc EMBA Programme, The Chinese University of Hong Kong Enable Foundation Energizing Kowloon East Office, Development Bureau Global Leaders Corporation GoBuddy GS1 Hong Kong HKU School of Professional and Continuing Education Hong Kong Architecture Centre Hong Kong Arts Administrators Association Hong Kong Arts Centre Hong Kong Arts Development Council Hong Kong Computer Society Hong Kong Designers Association Hong Kong Fashion Designers Association Hong Kong Furniture and Decoration Trade Association Hong Kong Green Building Council Hong Kong Information Technology Federation Hong Kong Institute of Professional Photographers Hong Kong Institute of Project Management Hong Kong Interior Design Association Hong Kong Intimate Apparel Industries’ Association Hong Kong Jewellery & Jade Manufacturers Association Hong Kong Professionals And Senior Executives Association Hong Kong Public Relations Professionals’ Association Ltd </div> <div> Hong Kong Society For Education In Art Industrial Designers Society of Hong Kong Limited Institute for Entrepreneurship, The Hong Kong Polytechnic University Institute of Textiles and Clothing, The Hong Kong Polytechnic University ixCirlce Jockey Club Design Institute for Social Innovation Junior Chamber International Hong Kong Limited K11 (Hong Kong) Korean Cultural Center Make A Difference Institute MWYO Our Hong Kong Foundation Sau Po Centre on Ageing, The University of Hong Kong School of Arts and Social Sciences, Hong Kong Metropolitan University School of Computing and Information Sciences, Caritas Institute of Higher Education School of Creative Media, City University of Hong Kong School of Hotel and Tourism Management, The Hong Kong Polytechnic University Smart City Consortium SME Global Alliance Technological and Higher Education Institute of Hong Kong The Association of Accredited Advertising Agencies of Hong Kong The Better Hong Kong Foundation </div> </div>	<div> <div> The Chinese General Chamber of Commerce The Chinese Manufacturers’ Association of Hong Kong The Commercial Press (HK) Ltd. The Federation of Australian Alumni Associations The Federation of Hong Kong Watch Trades & Industries Ltd. The Hong Kong Advertisers Association The Hong Kong Exporters’ Association The Hong Kong Federation of Design and Creative Industries The Hong Kong Institute of Directors The Hong Kong Institute of Landscape Architects The Hong Kong Institute of Surveyors The Hong Kong Management Association The Hong Kong Polytechnic University School of Design Alumni Association Limited The Hong Kong Research Institute of Textiles and Apparel The Institution of Engineering and Technology (IET) Common Core, The University of Hong Kong U.S. Consulate General Hong Kong and Macau UAL HK Alumni Association Vocational Training Council (VTC) </div> <div> Supporting Organisations – Overseas (Mainland China, Macau & Others) Aoyama Design Forum Asia Designer Communication Platform, ADP Cultural Affairs Bureau of the Macao S.A.R. Government Department of Industrial Design Shih Chien University Design Center of the Philippines DesignSingapore Council Faculty of Innovation and Design, City University of Macau Guangdong Industrial Design Association GuangDong Industrial Design City Guangzhou Creative Industry Association Hubei Packaging Federation Design Committee Japan Institute of Design Promotion (JIDP) Korea Institute of Design Promotion LASALLE College of the Arts Macau Poster Design Association Macau Productivity and Technology Transfer Centre School of Design, China Central Academy of Fine Arts School of Design and Creative Arts, Loughborough University Shanghai Science and Technology Exchange Center Shenzhen Graphic Design Association Shenzhen Industrial Design Profession Association </div> </div>	<div> <div> Shenzhen Digital Creative and Multimedia Industry Association Shenzhen Polytechnic School of Art and Design Sichuan Graphic Designers Association The Sea World Culture and Arts Center Tongji University College of Design and Innovation University of Saint Joseph VDAS Design Association HCMC Vietnam Vitamin B, Inc. Wuhan Industrial Design Profession Association Xiongan Future Industrial Design Institute 陝西省包裝技術協會設計藝術專業委員會 </div> <div> In Concurrent Events of Business of IP Asia Forum BODW CityProg DesignInspire detour 2021 DFA Awards Fashion Asia Hong Kong Guangzhou Design Week International Association of Societies of Design Research (IASDR) 2021 </div> </div>
Supporting Organisations - Continuing Professional Development (CPD)			
Supporting Organisations – Hong Kong			
<div> <div> ADVANTAGE AUSTRIA Hong Kong / Austrian Trade Commission AIA Hong Kong A Chapter of The American Institute of Architects Hong Kong Applied Science and Technology Research Institute (ASTRI) Bauhinia Foundation Research Centre BEAM Society Limited Central Saint Martins MA Arts and Cultural Enterprise Consulate General of Ireland Hong Kong CUHK Jockey Club Institute of Ageing Department of Architecture, The University of Hong Kong Department of Art and Design, The Hang Seng University of Hong Kong Design Council of Hong Kong Design Thinking in Action </div> </div>			



Since 2002 &
The Legacy Continues...

2^{bodw}TH
ANNIVERSARY

Celebrating 20 Years of Design Excellence

Join our bodw+ community for exclusive insights
from global thought leaders.
Register now for FREE at bodw.com



Join our community!


bodw+

www.bodw.com


 bodw+

 bodwplus

 bodwplus

 bodw+

 bodw+

 BODW 设计营商周

Disclaimer: Create Hong Kong of 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 organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.