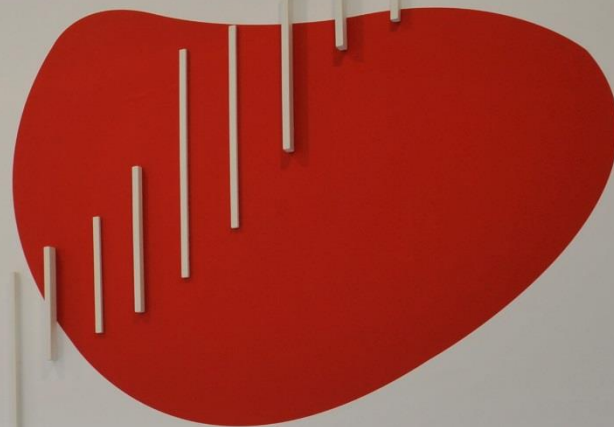


10<sup>th</sup> anniversary  
Hong Kong Design Centre



主辦機構  
Organiser

hk<sup>d</sup>c  
Hong Kong Design Centre  
香港設計中心

2012  
Hong Kong  
DesignYear

香港設計中心主辦  
與康樂及文化事務署香港文化博物館合作夥伴計劃  
Presented by Hong Kong Design Centre  
A partnership project of the Hong Kong Heritage Museum of the Leisure and  
Cultural Services Department

康樂及文化事務署  
Leisure and Cultural  
Services Department



creative  
ecologies

2/11/2012  
2/1/2013

創意生態



creative  
ecologies

2/11/2012  
2/1/2013

創意生態









入口  
IN





















Future

## 起動九龍東

### Hong Kong's CM2

Kowloon East CM2 is an urban concept that forms the New Kowloon, New Hong Kong and Kowloon Bay. It is a concept that is designed to be a catalyst for the development of the New Kowloon, New Hong Kong and Kowloon Bay. It is a concept that is designed to be a catalyst for the development of the New Kowloon, New Hong Kong and Kowloon Bay.

### Conceptual Master Plan

The initial conceptual master plan for Kowloon East was developed under the CM2 strategy which focuses on achieving a new urban form, based on the New Kowloon, New Hong Kong and Kowloon Bay. These concepts are presented in the Conceptual Master Plan. The Conceptual Master Plan is a strategic plan that is designed to be a catalyst for the development of the New Kowloon, New Hong Kong and Kowloon Bay.



PMQ

位處蘇豪區優越位置・設計精品薈萃  
The Soho Centre-Stage For Design Excellence

香港中區皇后大道中

28 Queen Street Central, Hong Kong

PMQ is a unique space that is designed to be a catalyst for the development of the New Kowloon, New Hong Kong and Kowloon Bay. It is a concept that is designed to be a catalyst for the development of the New Kowloon, New Hong Kong and Kowloon Bay.

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PMQ在區隔「都市企業家精神」(由創辦社為期)

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起動九龍東  
Kowloon East





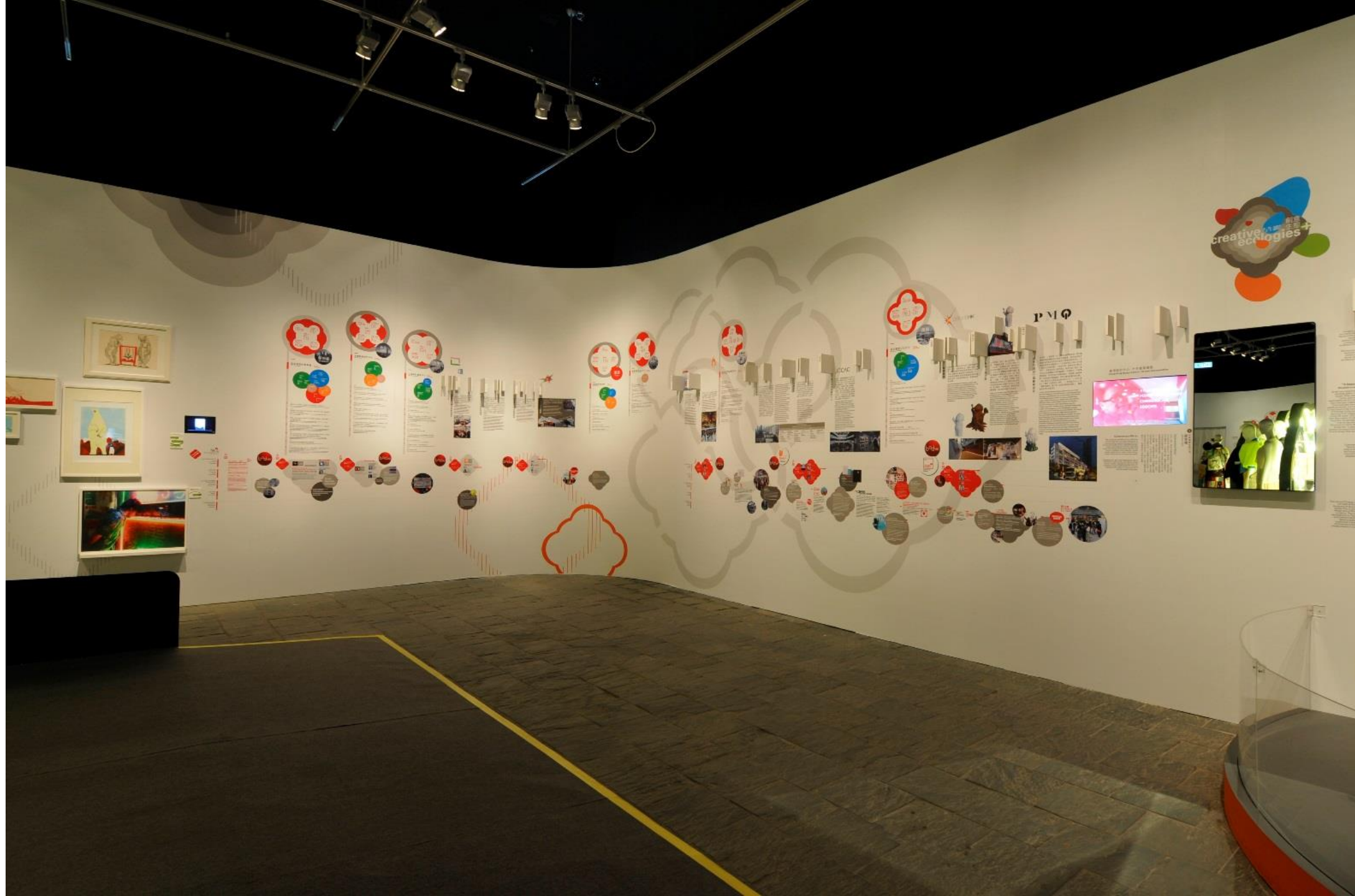




















2008  
JCCAC  
The Hong Kong Design Centre (HKDC) was established in 2008 to promote design in Hong Kong and to support the creative industries. It is a non-profit organization that provides a platform for designers to showcase their work and to collaborate with each other. HKDC also organizes various events and exhibitions to promote design and to raise awareness of the importance of design in Hong Kong.

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CREATE HK



2009



2010

PMQ



2010



2010

香港設計中心 十年發展回顧  
Hong Kong Design Centre - 10 year retrospective



Exhibition Main

The exhibition is a celebration of the Hong Kong Design Centre's 10th anniversary. It features a series of exhibitions and events that showcase the Centre's work and the creative industries in Hong Kong. The exhibition is held at the Centre's main exhibition space, which is a large, modern gallery with high ceilings and large windows. The exhibition is open to the public and is free of charge.



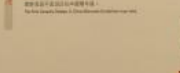
Penguen Creative  
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"A Simple O' Garden"  
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2011 Festival  
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Lecture Programme  
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項目名稱	主辦機構	協辦機構	活動日期	活動地點	活動內容
香港設計中心十年發展回顧	香港設計中心	香港設計中心	2018年10月	香港設計中心	展覽、講座、研討會
香港設計中心十年發展回顧	香港設計中心	香港設計中心	2018年10月	香港設計中心	展覽、講座、研討會
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1947年  
香港政府  
設立了  
香港設計  
協會  
The  
Hong Kong  
Design Society  
成立

香港工業設計協會

【香港工業設計協會】於  
2002年成立，為香港工業  
設計的發展性組織，為  
公眾對工業設計之認識引  
導及推廣。

The Industrial Designers Society  
of Hong Kong (IDSHK) was  
founded in 2002 with the aim of  
raising the standards of  
professionalism and the status of  
industrial design in Hong Kong,  
and building public awareness of  
the value of industrial design. In  
2004, it developed and published  
the Professional Practice &  
Codebook Template for Hong Kong  
Industrial Designers.

It was  
an  
outcome  
of  
a  
series  
of  
workshops  
on  
the  
design  
and  
the  
design  
process









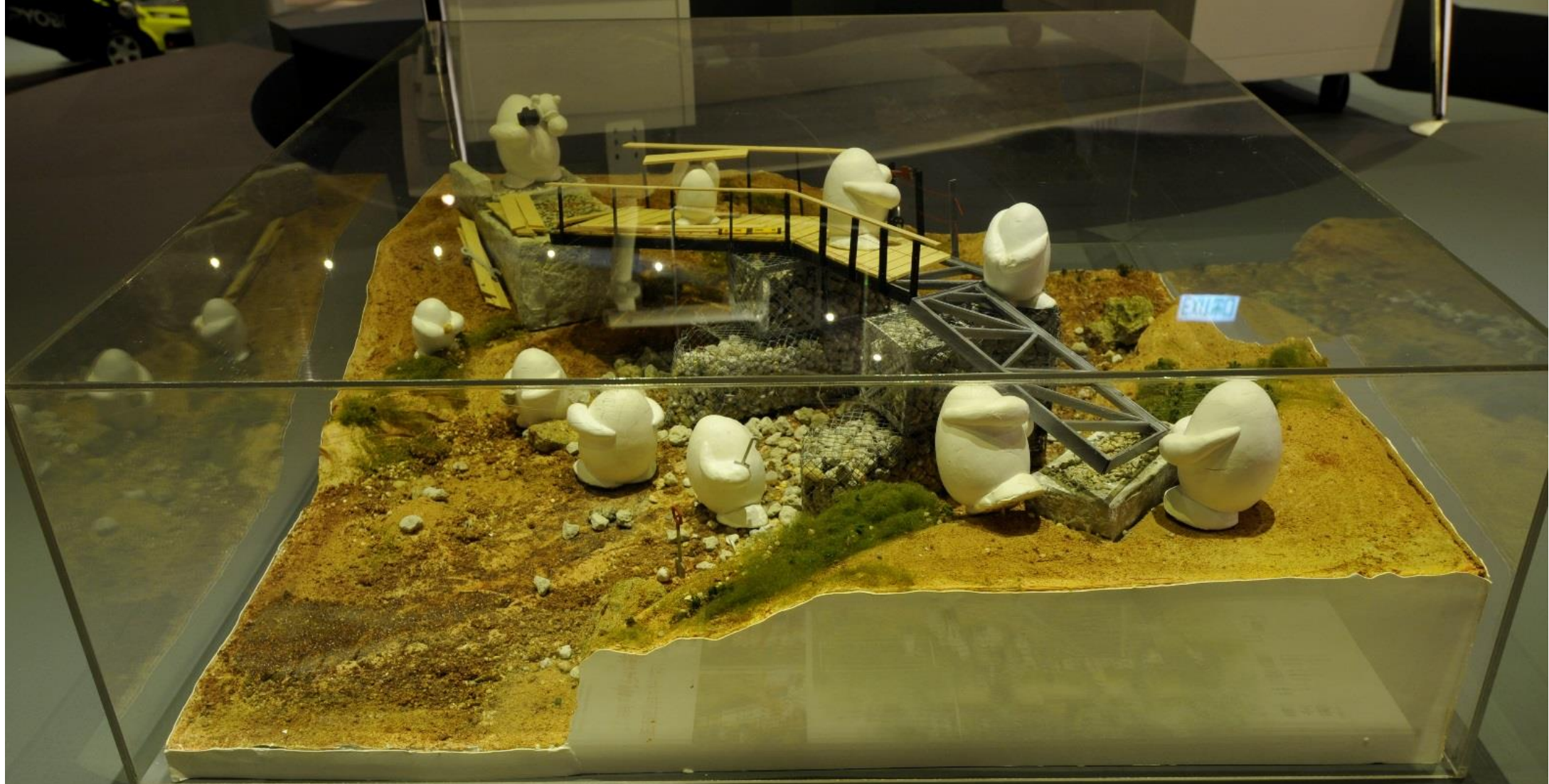




















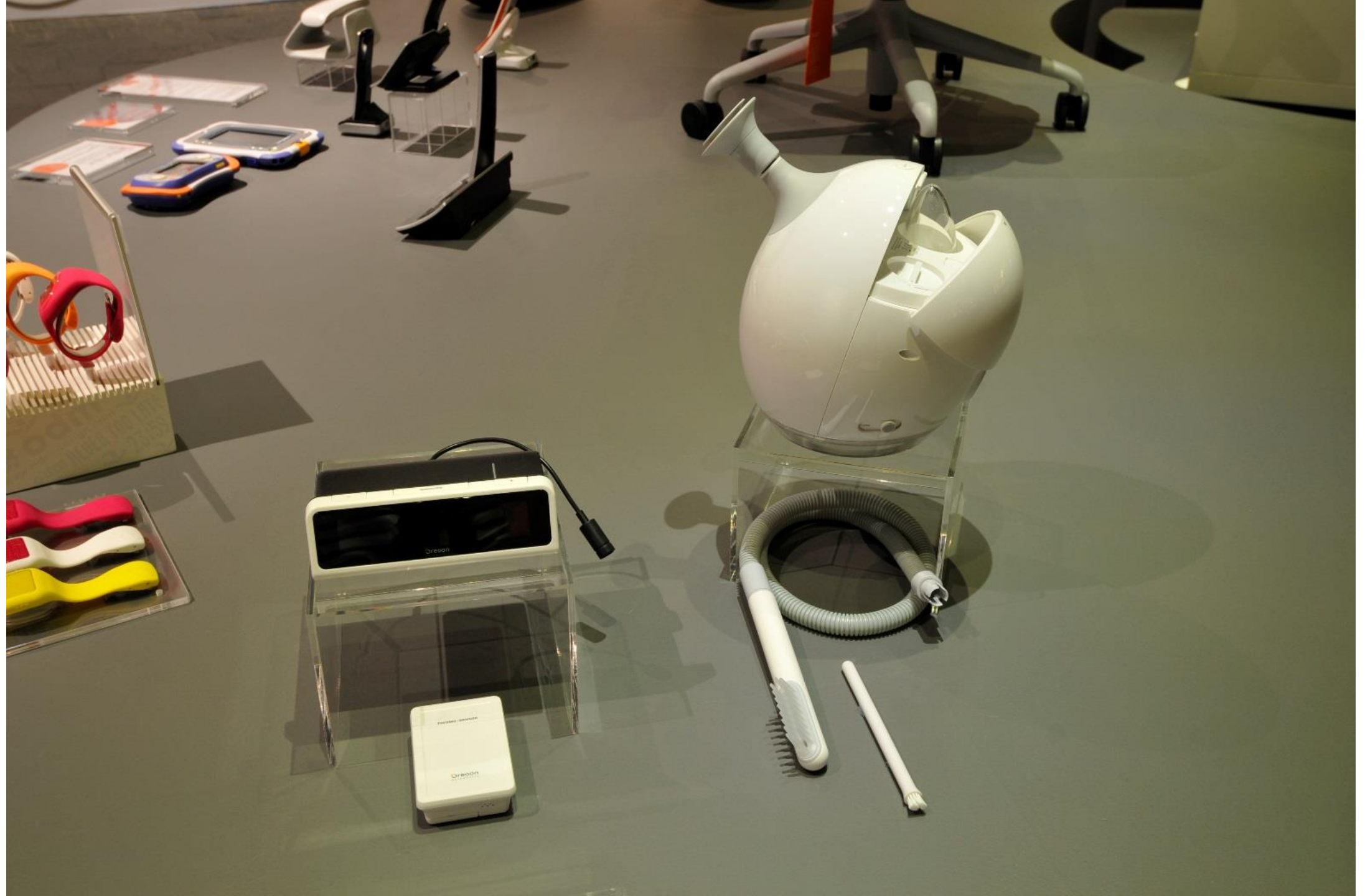


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# 1990s — 2012

## 政府支持 Government's Support

創意生態 creative ecologies

1990年代設計界中興，香港設計界重新振作，與國際設計界接軌。1994年，香港設計界開始了「Creative Ecology」的探討，這標誌著設計界開始了對「創意生態」的探索。1994年，香港設計界開始了「Creative Ecology」的探討，這標誌著設計界開始了對「創意生態」的探索。1994年，香港設計界開始了「Creative Ecology」的探討，這標誌著設計界開始了對「創意生態」的探索。

Between the early 2010s and the mid-2010s, Hong Kong Design has seen a period of rapid growth and innovation. This period is characterized by a strong emphasis on sustainability, social responsibility, and a focus on the user experience. The design community has been instrumental in shaping the city's identity and promoting its status as a global design hub. The government's support has been crucial in this process, providing a framework for the industry to thrive and innovate.



1975

1940年創立的「維他奶」於1975年在香港率先推出紙包裝飲品，並成為本地首家飲品生產商引進利樂保鮮包裝技術。這種保鮮包裝設備乃利用超高温處理 (UHT) 技術進行包裝。將產品包裝在無菌的保鮮紙包內，確保飲品毋須冷藏亦可保存多月。因而成為家喻戶曉的品牌，深入民心。

Vitasoy, a company established in 1940, introduced paper packaging for its products in 1975. It was also the first Hong Kong company to use Tetra Pak technology for its drinks. This involves UHT (Ultra High Temperature) sterilisation of products and packaging in aseptic cartons to ensure their contents can be kept for months without refrigeration. This made Vitasoy a popular household brand.



1988



「李錦記」為慶祝100周年紀念，在1988年推出新的企業標誌，為這個百年民族企業，成功打造出成為中華民族企業「品質與信心標誌」的國際品牌。「李錦記」於1888年由李錦裳於廣東省珠海南水鎮以發明蠔油創立。已在美國、馬來西亞，以及中國設立生產基地；成為世界醬料調味品行業中具領導地位的跨國企業。逾220種產品，分銷網絡遍佈全球超過100個國家和地區。

In 1988, Lee Kum Kee celebrated its centenary by introducing a new corporate identity that reflected the start of a new era in its history as a household name and as a Chinese-owned company. The company was founded by Lee Kum Kee in 1888 in Nanshui, in China's Guangdong Province. It subsequently set up production bases in the US, Hong Kong, Malaysia and the US. Today, it has over 220 different sauces and condiments sold in over 100 countries and regions worldwide.



1995

建立於1938年的「奇華餅家」在新的管理層領導下，在1995年實行形象改革，以帶有時代感的新鮮素材重新演繹一個已接近60年的傳統。「奇華餅家」以嫁喜禮餅及月餅馳名香港及海外，其「奇華禮品」、「中西小食」、「時令食品」和「特色產品」種類多達500款，受年青市場歡迎。

Kee Wah Bakery, founded in 1938 is best known in Hong Kong and overseas for its signature products – Chinese Bridal Cakes and moon cakes – although its wide range of Chinese and Western delicacies is equally popular. In 1995, the company was rebranded to give a contemporary fresh appeal while reinterpreting the 60 years of legacy.



1995



POSH擁有半世紀多製造辦公室鋼具經驗，於1959年成立的「新實鋼具廠」在1995年開辦「科譽」工程項目部門，推出多款注重設計、重視環保的辦公室家具產品，實行從設計、製造及營銷貫徹「優質設計，優化環境」的品牌理念。「科譽」建基於香港，其品牌產品均在國內自家工廠所開發和製造，曾多次獲得設計獎項。亦與多個家具品牌合作，如美國第二大辦公家具生產商赫曼米勒及Trendway、著名意大利品牌PanOffice、Moroso、FANTONI、Magis及阿特米德的照明產品等。

Founded in 1959, Sun Hing Steel Furniture's established POSH (Project Office of Sun Hing) in 1995 in order to enter the contract office furniture market. Focusing on design and respect for the environment, POSH designs and manufactures office furniture products based on its brand promise, "Better Design, Better Environment". Over the years, the company has worked with a number of renowned brands, such as Herman Miller, Trendway, PanOffice, Moroso, Fantoni, Magis and Artemide.

1997

本地品牌「嘉根有限公司」於1997年邁進新里程——取得ISO9001品質保證系統證書，印證其國際級數的食品企業體系，成功實踐品質水平、管理及運作更系統化和現代化。「嘉根」創辦於1926年，二次世界大戰時，曾為海陸空三軍供應麵包及餅乾。是第一間本地食品公司使用蠟紙包裝，令生命麵包時刻保持新鮮、衛生；亦是首間本地食品公司利用彩色印刷製作宣傳海報；也是首間公司使用鐵罐禮盒包裝月餅及第一間本地麵包生產商進軍內地市場。

The Garden Company Limited achieved ISO9001 certification in 1997 as a key milestone of its corporate history. It underlined this globally acclaimed food manufacturer's world-class corporate management and modern operating systems. Founded in 1926, the company began by supplying bread and biscuits to the army, navy and air force in Hong Kong during World War II. It was the first local food company to use four-colour printing on its posters, as well as the first company to pack moon cakes in tins and the first Hong Kong-based bakery to enter the Mainland market.













enabled the company to prosper for over a century, and won it a lot of trust from its customers.

Kong cosmetics company, was established in 1905. It went on to create the renowned Two Girls Brand. The company focused on advertising, and it invited the famous painter KWAN Wai-lung, who was renowned as the "King of Calendar Art", to design posters for the brand during the 1920s and 1930s.

## 香港中華廠商聯合會

並逐漸成為香港  
界工業勃興，外  
香港為據點銷往  
團體亦相繼出現  
如由劉鑄伯、何  
蘭生等合併了「  
立了「香港華商  
華商謀福利外，  
與政府對話。到  
字改為「香港中  
沿用至今。



另一團體為「香  
辦「工展會」  
1941 年時，香



## 豐搪瓷有限公司

良及製造，深受大眾喜愛。負責設計的，是當時一位曾在上海接受專業訓練的傑出工業產品設計家范甲。其設計保留了中國嶺南派繪畫風格及艷麗的民間版畫色彩，亦兼顧亞洲及非洲市場。

Founded in 1948, I-Feng Enamelling Co., (Hong Kong) Ltd used innovative designs and materials to make improved traditional household products that were popular in the mass market. Their designer was FAN Chai, a famous industrial product designer who had trained in Shanghai. His creations strongly reflected the influence of the Lingnan Painting style, the bold colours of popular folk art, and sensitivity towards the Asian and African markets.

Star Industrial Co., Ltd., Hong Kong's largest plastics manufacturer, founded Red A, a manufacturer and retailer of products such as houseware, kitchenware, catering and restaurant supplies, office products, heavy-duty containers, components, medical containers, etc. These catered for the needs of the growing population, as well as the water shortages that occurred at that time. Its Red A bucket and Space-suit School Case for the Government's nine-year Compulsory Education Scheme swiftly became famous household products.

## 港大校外課程部

授帶領下創立「建築學院」、「香港大學校外課程部」（現名香港大學專業進修學院）於1956年創立等。

As Hong Kong's population increased, the development of its various industries required quality educational support. The University of Hong Kong's Faculty of Architecture was established with Professor Gordon BROWN as its Dean in 1950. Its Department of Extramural Studies (now the School of Professional and Continuing Education (SPACE) HKU) was founded in 1956.





# 開創先驅 Charting New Grounds 70年代至80年代

從70年代開始至80年代初，香港經濟出現第二次結構轉化，從製造業基地轉向經濟多元化發展，特別是商業與服務業。各行各業都發展設計服務，如企業、廣告及傳媒等。設計師亦在同時期開始發展力量，如1972年香港設計師協會在當時時期成立，透過舉辦各種活動以及加強設計相關的學識，大大提高了商業與民間對設計學院、視覺白話專業學院設計文憑及證書課程、香港理工學院設計系、李惠利工業學院設計課程等的成立，使香港設計業界的發展進入了穩步成長的全盛階段。

創意生態+  
creative  
ecologies+

From the beginning of the 1970s to the early 80s, the Hong Kong economy experienced a second structural transformation from manufacturing base to diversified economy, leading rapid growth in the service sector. By strong demand from businesses in design, with the emergence of design services, advertising and media, etc. Designers started to develop their professional strength. During this period, in 1972, the Hong Kong Designers Association was established. Through various activities and strengthening design-related knowledge, it greatly improved the business and public awareness of design. The Hong Kong Designers Association also organized design education programs for the public, such as the Design Education Program, the Design Certificate, the Design Diploma, the Design Degree, the Design Masters, etc. The Hong Kong Designers Association also organized design education programs for the public, such as the Design Education Program, the Design Certificate, the Design Diploma, the Design Degree, the Design Masters, etc.

