

To Assignment Editor:

## DesignInspire Opens Next Thursday

### *Partner Country, Italy, to Showcase New Lamborghini Aventador S Roadster*

**30 November 2017** – The inaugural DesignInspire, organised by the Hong Kong Trade Development Council (HKTDC) and co-organised by Hong Kong Design Centre, will run at the Hong Kong Convention and Exhibition Centre (HKCEC) from 7-9 December. More than 220 exhibitors from 11 countries and regions will participate in the debut show, showcasing over 620 designs and installations from Asia and beyond. The exhibition is open to the public for free.

Under the theme “Urbanovation,” DesignInspire features a thematic pavilion, showcasing the works of 27 “urbanovators” and brands that explore integrating creative design ideas into urban life in the areas of: URBAN RESIDENCE, POWER-UP STUDIO and IDEA MART.

Featuring “Italy Makes A Difference,” Partner Country, Italy, presents Italian architect **Dario Curatolo**, who has curated more than 130 designer products of distinctive Italian design, including the latest Lamborghini Aventador S Roadster and the Ducati motorbike. Other international pavilions, including Australia, Japan, Korea, Poland, Sweden and the Chinese mainland, will also showcase their latest designs and innovation. His Royal Highness Prince **Carl Philip** of Sweden and **Martin Foley**, Victorian Minister for Creative Industries will be present at DesignInspire.

DesignInspire will also feature a series of “INNOTALKS” seminars, and noted speakers to discuss their design experience. **TEDx Hong Kong** will also explore great ideas at the “Now You See Me” conference. Highlighted speakers include:

**James Law JP**, founder, Cybertect, James Law Cybertecture

**Tommy Li**, Creative Director, Tommy Li Design Workshop

**Keith Lam**, Artistic Director, Dimension Plus/New Media Arts & Creative Studio, Dimension Plus

**Joel Kwong**, Programme Director, Microwave International New Media Arts Festival

**Rap Chan**, Director, Creative Development, Dustykid;

**Tony Leung**, Illustrator, Tony Electronic

**Regis Cheung**, Post-90s Air Miles Expert

A number of DIY workshops will also be held, where participants can try a wide range of activities, including computer coding, illustration design, glass engraving, finger-knitting, Japanese Kintsugi ceramic repairing technique, and assembling Quartz movement watch. Parents and children can enjoy family time in a creative atmosphere. Visitors interested in purchasing innovative design products can also stop by the “SHOP” to look for their favourite items.

#### **Press Preview**

You or your media representative are cordially invited to a special press preview of DesignInspire and the concurrent SmartBiz Expo on 6 December.



## Media Invitation 採訪邀請

**Date:** 6 December (Wednesday)

**Time:** 3-4:30pm

**Venue:** Media Centre, HKCEC

**Hosts:** Vicki She, Manager, Service Promotion, HKTDC  
Roman Law, Manager, Product Promotion, HKTDC

### DesignInspire Fair Schedule

Date	7-9 December, 2017 (Thursday-Saturday)
Venue	Hong Kong Convention and Exhibition Centre Halls 3DE
Opening Hours	7-8 December: 9:30am-7pm 9 December: 9:30am-6:30pm
Media Registration	HKCEC Hall 3E Entrance
Website	<a href="http://www.designinspire.com.hk">www.designinspire.com.hk</a>

### Media Enquiries

Please contact the HKTDC's Communication and Public Affairs Department:

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## DesignInspire Major Events <http://bit.ly/2j1tIKY>

### 7 December 2017 (Thursday)

#### Urbanovation – Co-create a Happy City Kick-off Ceremony and Urbanovator Walk

Time: 10:30am – 11am

Venue: INNOTALKS (HALL 3E)

Speakers: James Law, Chairman & CEO & Chief Cybertect, James Law Cybertecture  
Keith Lam, Founder, Dimension Plus  
Joel Kwong, Programme Director, Microwave International

Language: English

#### Italian Pavilion “Italy Makes a Difference” Opening Ceremony

Time: 11am – 12nn

Venue: Hall 3E-D01

Speaker: Antonello De Riu, The Consul General, Consulate General of Republic of Italy in  
Hong Kong  
Michele Scutto, Trade Commissioner, Italian Trade Commission  
Dario Curatolo, Italian Architecture and Design Master

Language: English

#### Artificial Intelligence in Design and Innovation

Time: 11am – 12:30pm

Venue: EXCHANGE (HALL 3C)

Speakers: Justing Yek, Co-Founder, Altitude Labs  
Eric Thain, Managing Director, North Asia, Optimate  
Rick Tsing, Chief Executive Officer, 39 Columns

<p>Steven Lee, Founder &amp; CEO, MoneySQ.com  Moderator: Gerado Salandra, CEO, Rocketbots  Language: English</p>
<p><b>Timeless Treasure of Fashion Archive</b>  Time: 11:30am – 12nn  Venue: INNOTALKS (HALL 3E)  Speaker: Joanne Lau, Program Leader, Fashion Menswear Design, Hong Kong Design Institute  Language: Cantonese</p>
<p><b>Creating Fun!!!</b>  Time: 12nn – 12:30pm  Venue: INNOTALKS (HALL 3E)  Speaker: Soilworm Lai, Founder, STICKYLINE  Language: Cantonese</p>
<p><b>AppJamming Experience Workshop: Build Your Own App!</b>  Time: 1pm – 3pm  Venue: WORKSHOP (HALL 3E Concourse)  Instructor: Jacky Chu, STEM Instructor, First Code Academy  Language: English</p>
<p><b>Sweden Pavilion Opening Ceremony</b>  Time: 2pm – 3:30pm  Venue: Hall 3E-A06  Speaker: His Royal Highness Prince Carl Philip of Sweden  Helena Storm, Consul General, Consulate General of Sweden in Hong Kong  Language: English</p>
<p><b>Co-design Experience of Young Design Talents in Furniture Making : A Case Study in Taiwan</b>  Time: 2pm – 2:45pm  Venue: INNOTALKS (HALL 3E)  Speakers: Alex King, Teaching Fellow, Technological and Higher Education Institute of Hong Kong  Tristance Kee, Associate Professor, Technological and Higher Education Institute of Hong Kong  Language: Cantonese</p>
<p><b>Talk to Inspire</b>  Time: 2:30pm – 4pm  Venue: EXCHANGE (HALL 3C)  Speakers: Kevin Mak, Architect / Photographer  Rap Chan, Illustrator, DustyKid  Christian Yang, Chef  Tony Leung, Illustrator, Tony Electronics  Regis Cheung, Post-90s Air Miles Expert  Moderator: Akina Fong Kin Yee</p>

Language: Cantonese

**Urbanovation on Smart City**

Time: 2:30pm – 3:30pm

Venue: UrbanSquare

Speakers: Stanley Seto, Director, Teksbotics Asia

Lawrence Lui, Co-Founder, Longevity Design House Or Mr Ray Tang, Co-Founder, Longevity Design House

Vicky Chan, Founder, Avoid Obvious Architects

Moderator: James Law JP, Chairman & CEO & Chief Cybertect, James Law Cybertecture

Language: English

**The Making Of Eiffel Tower**

Time: 3:10pm – 4pm

Venue: WORKSHOP (HALL 3E CONCOURSE)

Instructor: Yuk Wa Yeung, Teacher of St. Edward's Catholic Primary School

Language: Cantonese

**Global Design Trends : A New Era of User Experience**

Time: 3:15pm – 3:30pm

Venue: INNOTALKS (HALL 3E)

Speaker: Shi Cong Chen, Standing Secretary-General, Jinjiang City Industrial Design and Fashion Creative Association

Language: Putonghua

**Urbanovation on Edutainment**

Time: 3:45pm – 4:45pm

Venue: INNOTALKS (HALL 3E)

Speakers: Ernest Siu, Assistant Global Marketing & PR Manager, Zotac International(MCO) Ltd

Sandra Chan, Director of Marketing & Business Development, Everbest Technologies Ltd

Leith Chan, Director, Hactis Ltd

Moderator: Mr Keith Lam, Founder, Dimension Plus

Language: English

**Fish-searching Fun at the Great Barrier Reef**

Time: 4:10pm – 5pm

Venue: WORKSHOP (HALL 3E CONCOURSE)

Instructor: Yuk Wa Yeung, Teacher of St. Edward's Catholic Primary School

Language: Cantonese

**8 December 2017 (Friday)**

**TEDx Hong Kong 2017 Conference : Now You See Me**

Time: 10am – 6pm

Venue: EXCHANGE (HALL 3C)

Language: English

**Urbanovation on Future Retail**

Time: 10am – 11am

Venue: INNOTALKS (HALL 3E)

Speakers:

Francis Kwok, Co-Founder, Radica Systems Limited

Francois Lee, CEO, Innobator Centre

Moderator:

Joel Kwong, Programme Director, Microwave International

Language: English

**Engineering Workshop**

Time: 10am – 10:45am (Class A); 11:15am – 12nn (Class B)

Venue: WORKSHOP (HALL 3E CONCOURSE)

Instructor:

Alexander Li, Manager, The Genius Workshop

Language: English

**Design without Boundaries : The Creative Stories in Hong Kong**

Time: 11:30am – 1pm

Venue: INNOTALKS (HALL 3E)

Speakers:

Alberto Puchetti, Architect and Director, Arboit Limited – Design and Architecture

Andrea Ponti, Founder, Ponti Design Studio Limited

Bodin Hon, Product Innovation Designer, Yellowdot Design

Frederic Gooris, Principal Designer, Studio Gooris Limited

Gianluca Cinquepalmi, Founder and Creative Director, 1.618 Limited

Ian Hau, Founder and Director, XLMS Limited

Nicolas Melan, Co-founder and General Director, Sequoia - studio Limited

Rowena Gonzales, Principal and Founder, Liquid Interiors Limited

Moderator:

Johan Persson, Founder and Creative Director of C'monde Studios Limited

Language: English

**Glass Engraving Workshop**

Time: 1pm – 3pm

Venue: WORKSHOP (HALL 3E CONCOURSE)

Instructor:

Jovial Yeung, Glass Artist, Jovial Cocktail

Language: Cantonese

**Victoria State Pavilion Reception**

Time: 2pm – 3:30pm

Venue: Hall 3E-C01

Speaker: Martin Foley, Minister, Creative Industries of Victoria State

Language: English

**A Future Cinema Exploration of Virtual Reality Experiences**

Time: 2pm – 2:30pm

Venue: INNOTALKS (HALL 3E)

Speaker:

Olivia Yip, Associate Director, HKDI Media Lab of Hong Kong Design Institute

Language: Cantonese

**Illustration and Wall Murals**

Time: 2:30pm – 3pm

Venue: INNOTALKS (HALL 3E)

Speaker:

Jane Lee, Creative Director, Messy Desk Limited

Language: Cantonese

**Finger Knitting**

Time: 3pm – 5pm

Venue: WORKSHOP (HALL 3E CONCOURSE)

Instructor:

Esther Pong, Artist

Phoebe Cheng, Artist

Language: Cantonese

**Global Design Trends**

Time: 3:30pm – 4:45pm

Venue: INNOTALKS (HALL 3E)

Speakers: Anton Schiavello, Design & Marketing Director, Schiavello International

Eun Young Kim, Project Executive, AhnGraphics

Karin Bodin, Industrial Designer, Winner of Young Swedish Form 2017

Moderator: David Lo, Creative Director, Lomatters

Language: English

**Andre Jouve Horloger Mechanical Movement Demo and Clock & Watch Making Quartz Movement Workshop**

Time: 5pm – 7pm

Venue: WORKSHOP (HALL 3E CONCOURSE)

Instructor: Andre Jouve Horloger, Director, Andre Jouve Horloger, HK Europe Trade Com

Language: English

**Creative Minds In Dialogue**

Time: 5:15pm – 6:30pm

Venue: INNOTALKS (HALL 3E)

Speakers: Tommy Li, Creative Director, Tommy Li Design Workshop Limited

Alexander Wong, Founder & Director, Alexander Wong Architects Limited

Language: Cantonese

<b>9 December 2017 (Saturday)</b>
<p><b>Makeblock IoT Device Maker Competition</b>  Time: 10am – 11am  Venue: INNOTALKS (HALL 3E)</p>
<p><b>Kintsugi - Repairing Ceramics with Lacquer and Gold</b>  Time: 10am – 12nn  Venue: WORKSHOP (HALL 3E CONCOURSE)  Instructor: Josuke Kita, Hong Kong Branch Manager of Yamaguchi Ceramics Shop, Waka Artisans  Language: English</p>
<p><b>Support E-Nable Sierra Leone - 3D printed prosthetic hand assembly workshop (2)</b>  Time: 10am – 12nn (Class A) ; 2pm – 5pm (Class B)  Venue: ECHANGE (HALL 3C)  Language: Cantonese</p>
<p><b>Robot Boxing League</b>  Time: 2:00pm – 6pm  Venue: INNOTALKS (HALL 3E)</p>
<p><b>Creative and Fun Coding Workshop</b>  Time: 2pm – 4pm  Venue: WORKSHOP (HALL 3E CONCOURSE)  Instructor: Dr. Jeff Tang, Associate Director, CityU Apps Lab (VR Innovation) / Assistant Professor, Caritas Institute of Higher Education</p>
<p><b>Smart Ecocity: Sweet Skyscraper</b>  Time: 1:45pm – 2:45pm / 4:15pm – 5:15pm  Venue: EXCHANGE (HALL 3C)  Instructor: Jason Chung, Director, STEMex Limited                Siu Fai Chan, STEM Instructor, STEMex Limited                Ka Wai Mak, STEM Instructor, STEMex Limited</p>
<p><b>Smart Ecocity: Wind Turbine</b>  Time: 3pm – 4pm / 5:30pm – 6:30pm  Venue: EXCHANGE (HALL 3C)  Instructor: Jason Chung, Director, STEMex Limited                Siu Fai Chan, STEM Instructor, STEMex Limited                Ka Wai Mak, STEM Instructor, STEMex Limited</p>