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BODW 2017

設計營商周

BUSINESS OF DESIGN WEEK

Asia's Leading Annual Event on
Design, Innovation and Brands

PROGRAMME AT A GLANCE

節目概覽

WWW.BODW.COM | [#BODW2017](https://twitter.com/BODW2017)

13:30 REGISTRATION 登記

BRAND ASIA FORUM: BRAND & INNOVATION
品牌亞洲論壇：品牌與創新

MODERATOR 主持: GUY PARSONAGE 高豪翔

Partner | The Experience Centre, PwC | HK



- 14:00 **INTRODUCTION 介紹**
- 14:15 **DAISUKE ISHII 石井大輔**
Chief Art Director & General Manager | Studio 5, Sony Corporation Creative Centre | Japan
- 14:45 **MASSIMO BRUTO RANDONE**
Vibram University Coordinator & Innovation System Advisor | Vibram | Italy
- 15:15 **SIMON LEUNG 梁念堅**
Vice Chairman & Executive Director | NetDragon Websoft Holdings Limited | HK
- 15:45 **WARREN DONOHOE**
Company Manager, KOOZA | Cirque du Soleil | Canada
- 16:15 **NETWORKING BREAK 交流小休**
- 16:30 **VICKY YANG 劉麗珠**
CEO | Cycling Life-Style Foundation |
Spokesperson | YouBike (Giant Group) | Bike Sharing System | Taiwan
- 17:00 **MARCO TARQUINI**
Managing Director - Hong Kong & Macau | Technogym Asia Ltd. | HK
- 17:30 **ROGER STAEHELI 羅卓**
Hong Kong and Macau Country Manager | Nespresso | HK

13:30 REGISTRATION 登記

CULTIVATING A FUTURE MINDSET - CREATIVE LEADERSHIP

MODERATOR 主持: JEREMY MYERSON

Helen Hamlyn Chair of Design | Royal College of Art | UK



14:00 **SESSION OPENING BY PROF. ERIC YIM, JP**
Chairman of Board of Directors of HKDC

REMARKS BY H.R.H. PRINCE CARL PHILIP OF SWEDEN

14:15 **PANEL 1 專題討論 (一):**
CHARACTERISTICS, ATTRIBUTES AND VALUES
OF FUTURE MINDSET & CREATIVE LEADERSHIP

SIMON COLLINS

Founder | Fashion Culture Design | US

MARIA LANTZ

Vice-Chancellor | Konstfack | Sweden

KUN-PYO LEE 李健杓

Professor, Department of Industrial Design | KAIST | South Korea

IDRIS MOOTEE 毛澤西

Global CEO and Co-founder | Idea Couture | US / Canada

DAAN ROOSEGAARDE 丹•羅斯加德

Artist and Innovator | Founder | Studio Roosegaarde | The Netherlands

15:15 **NETWORKING BREAK 交流小休**

15:30 **PANEL 2 專題討論 (二):**
SHAPING AND SUPPORTING
OF FUTURE MINDSET & CREATIVE LEADERSHIP

DENIS WEIL

Dean | IIT Institute of Design | US

DR PAUL THOMPSON

Vice-Chancellor | Royal College of Art | UK

TOBIAS DEGSSELL

Founder and CEO | COMBINER | Sweden

CEES DE BONT 方啟思

Dean | School of Design, The Hong Kong Polytechnic University | HK

RASMUS RAHM

Executive Director | Stockholm School of Entrepreneurship | Sweden

FASHION
ASIA
HONG KONG

T1

FASHION CHALLENGES FORUM

10:00 – 18:00

"10 ASIAN DESIGNERS TO WATCH"

EXHIBITION

OPENING CEREMONY | 18:30 – 20:00

DFA
AWARDS

T2

DFA AWARDS
PRESENTATION CEREMONY

17:00 – 19:00

deTour 2017
Creative Festival 創意節

DESIGN DIALOGUE

18:30-20:30

MARKETPLACE, PMQ元創方 **PMQ**

19:00-20:30

5710-711, PMQ元創方 **PMQ**

7/12 THURSDAY

08:30 REGISTRATION 登記

PLENARY I 重點會議 (一)

MODERATOR 主持: ARIC CHEN 陳伯康
Lead Curator for Design and Architecture | M+ | HK

HALL
3G

- 09:00 **OPENING CEREMONY 開幕典禮**
- 09:45 **INTRODUCTION 介紹**
- 10:00 **MASSIMILIANO & DORIANA FUKSAS**
Founders and Principals | Studio Fuksas | Italy
- 10:40 **DR PAUL THOMPSON**
Vice-Chancellor | Royal College of Art | UK
- 11:20 **NETWORKING BREAK 交流小休**
- 11:35 **PROFESSOR JACQUES HERZOG**
Herzog & de Meuron | Switzerland



GDN NETWORKING COCKTAILS
(by invitation only)

VENUE: FRITES Belgium on Tap.
TIME : 17:30-19:00

FRITES



FASHION CHALLENGES FORUM
14:00-18:15

T1



OPENING & PLENARY SESSION
09:30-12:30

H5F-G

KEYNOTE LUNCHEON
12:30-14:15

CH

CONCURRENT BREAKOUT SESSIONS
14:30-18:00

H5F-G



INNOTALKS & WORKSHOPS
10:00-18:30

H3D-E



DESIGN DIALOGUE
19:00-20:30
MARKETPLACE, PMQ元創方

PMQ

18:30-20:00
S710-711, PMQ元創方

PMQ

13:30 REGISTRATION 登記

SPACE & DESIGN 空間與設計

MODERATOR 主持: TINA NORDEN
Director | Conran and Partners | UK

HALL
3G

- 14:00 **INTRODUCTION 介紹**
- 14:15 **TIM BOWDER-RIDGER**
Senior Partner | Conran and Partners | UK
- TINA NORDEN**
Director | Conran and Partners | UK
- 14:50 **FRANCESCO LIBRIZZI**
Architect | Francesco Librizzi Studio | Italy
- 15:20 **NETWORKING BREAK 交流小休**
- 15:40 **LI HU 李虎**
Founding Partner | OPEN Architecture | Mainland of China
- 16:10 **UMBERTO BRANCHINI**
Founder |
Umberto Branchini Interiors Sculpture Design Studio | Italy
- 16:40 **PANEL DISCUSSION 專題討論**

DFA: DESIGN FOR ASIA DFA : 給亞洲設計

MODERATOR 主持: DUAN YANLING 段妍玲
Chair Person | open heart design alliance OHDA | Mainland of China

THEATRE
2

- 14:00 **INTRODUCTION 介紹**
- 14:15 **DAAN ROOSEGAARDE 丹·羅斯加德**
Artist and Innovator | Founder | Studio Roosegaarde |
The Netherlands
- 14:45 **GAO SHU SAN 高庶三**
Head of Bike | Mobike | Mainland of China
- 15:15 **WAN LI 萬麗**
Postdoctoral Fellow, The School of Architecture |
The Chinese University of Hong Kong | HK
- 15:45 **NETWORKING BREAK 交流小休**
- 16:00 **MARK DYTHAM**
Co-founder | Klein Dytham architecture | Japan
- 16:30 **PICHIT VIRANKABUTRA**
Creative Space Development Director |
Thailand Creative & Design Center (TCDC) | Thailand

14:30 REGISTRATION 登記

MASTERCLASS BY MICHELE DE LUCCHI

MODERATOR 主持: ERIC SCHULDENFREI 邵達輝
Founding Partner | ESKYIU | HK

15:00-17:30 **MICHELE DE LUCCHI**
Founder | aMDL arch. Michele De Lucchi | Italy

MEETING ROOM
S426/427

09:00 REGISTRATION 登記

PLENARY II 重點會議 (二)

MODERATOR 主持: MARTHA THORNE

Dean | IE School of Architecture and Design | Spain



- 09:30 INTRODUCTION 介紹
- 09:45 **MARIO BELLINI**
Architect and Designer | Mario Bellini Architects | Italy
- 10:20 **MARCO BALICH**
Chairman | Balich Worldwide Shows | Italy
- 10:55 NETWORKING BREAK 交流小休
- 11:10 **GUY SALTER OBE MVO**
Chairman | London Craft Week | UK
- 11:45 **ALBERTO & FRANCESCO MEDA**
Two designers' generations | Italy

HKU

**M+ MATTERS KEYNOTE:
MIRACLE OF THE BENESSE
ART SITE NAOSHIMA**

VENUE : Wang Gungwu Theatre,
Graduate House,
The University of Hong Kong

TIME : 17:30-19:00



PLENARY SESSION

09:30-12:30

H5F-G

**CONCURRENT
BREAKOUT SESSIONS**

14:00-17:30

H5F-G

**DESIGN
INSPIRE**

INNOTALKS & WORKSHOPS
10:00-18:30

H3D-E

deTour 2017
Creative Festival 創意展第十日

DESIGN DIALOGUE

08:00-09:00

17:00-18:30

MARKETPLACE, PMQ元創方 **PMQ**

13:30 REGISTRATION 登記

COMMUNICATION & DESIGN 傳意與設計

PRODUCT & DESIGN 產品與設計

HERITAGE & DESIGN 傳承與設計

MODERATOR 主持: KIRI SINCLAIR

Founder & Managing Director | Sinclair | HK



MODERATOR 主持: GIANLUCA CINQUEPALMI 張樂家

Associate Chair of Communication Arts |
Professor of Advertising & Graphic Design |
SCAD Hong Kong | HK



MODERATOR 主持: CATHERINE SHAW

Architecture, Art & Design Writer | HK



- 14:00 INTRODUCTION 介紹
- 14:15 **YUKI TAZAKI 田崎佑樹**
Conceptor / Creative Director |
WOW Inc. | Japan
- 14:45 **PAOLO CASTAGNA**
Co-founder | CastagnaRavelli | Italy
- 15:15 **SABUM BYUN 邊師範**
Co-founder | Plus X | South Korea
- 15:45 NETWORKING BREAK 交流小休
- 16:00 **MASSIMO GIACON**
Artist, Designer, Comic Maker,
Illustrator | Italy
- 16:30 **THIERRY DREYFUS**
Light Designer ; Artist Director |
Atelier Thierry Dreyfus | France
- 17:00 **PANEL DISCUSSION 專題討論**

- 14:00 INTRODUCTION 介紹
- 14:15 **MARIO TRIMARCHI**
Founder | Fragile | Italy
- 14:45 **SAMUEL CHAN 陳維正**
Founder-Director | Channels | UK
- 15:15 **ODO FIORAVANTI**
Industrial Designer |
Odo Fioravanti Design Studio | Italy
- 15:45 NETWORKING BREAK 交流小休
- 16:00 **VINCENT LIM & ELAINE LU**
林振華及盧曼子
Co-founders | Lim + Lu | HK
- 16:30 **MITJA BORKERT**
Head of Design |
Automobili Lamborghini S.p.A. | Italy
- 17:00 **PANEL DISCUSSION 專題討論**

- 14:00 INTRODUCTION 介紹
- 14:15 **JACOPO FOGGINI**
Artist | Galleria Jacopo Foggini | Italy
- 14:45 **GIULIO VINACCIA**
CEO |
Giulio Vinaccia & Associates | Italy
- 15:15 **LAPO VETTORI**
Luthier |
Paolo Vettori Daughter & Sons | Italy
- 15:45 NETWORKING BREAK 交流小休
- 16:00 **ZHU ZHEQIN, DADAWA 朱哲琴**
Musician / Independent Producer |
Founder | KANJIAN Creation |
Mainland of China
- 16:30 **ROBERTO FIORELLO**
Sales & Marketing Director |
VENINI Spa | Italy
- EMMANUEL BABLED**
Director | Babled Design Studio |
Portugal
- 17:00 **PANEL DISCUSSION 專題討論**

9/12
SATURDAY

am

09:15 REGISTRATION 登記

PLENARY III: CULTURE & THE CITY I & II
重點會議 (三) : 文化與大都曾 (一) & (二)

MODERATORS 主持:

ERIC SCHULDENFREI 邵達輝 & **MARISA YIU** 姚嘉珊 (CULTURE & THE CITY I & II)

Founding Partners | ESKYIU | HK

SANTINA BONINI, DARCH (CULTURE & THE CITY I)

Creative Director | Design-bs | HK

HALL
3G

09:45 INTRODUCTION 介紹

09:50 **CULTURE & THE CITY PANEL IN PARTNERSHIP WITH DESIGN TRUST**
Provocations: Writing, Reviewing and Communicating Design

ALICE RAWSTHORN

Design Critic and Author | UK

GILDA BOJARDI

Editor-in-chief | INTERNI | Italy

LUCA TRAZZI

Designer & Co-founder | Designboom | Italy

OLE BOUMAN 奧雷·伯曼

Director | Design Society | Mainland of China

11:10 NETWORKING BREAK 交流小休

11:25 **DUNCAN PESCOD, GBS, JP** 栢志高

CEO | West Kowloon Cultural District Authority | HK

11:50 **ROCCO YIM** 嚴迅奇

Executive Director | Rocco Design Architects Ltd | HK

12:20 **OSCAR FARINETTI**

Creator and Founder | Eataly | Italy

PM

13:30 REGISTRATION 登記

14:00 **MARIO CUCINELLA, INT FRIBA, HON. FAIA**

Founder | Mario Cucinella Architects | Italy

14:30 **VENELIN KOKALOV**

Principal | Bing Thom Architects | Canada

15:00 **EDOARDO TRESOLDI**

Artist | Italy

15:30 NETWORKING BREAK 交流小休

15:45 **TOBIAS BERGER**

Head of Arts | Tai Kwun | HK

16:00 **INTRODUCING BODW 2018 PARTNER CITY** 主席致辭及設計營商周2018夥伴城市簡介

PROF. ERIC YIM, JP 嚴志明教授太平紳士

Chairman of Board of Directors of HKDC | 香港設計中心董事會主席

16:05 **MARTIN FOLEY MP**

Minister for Creative Industries | State Government of Victoria | Melbourne

JILL GARNER

Victorian Government Architect | Office of the Victorian Government Architect | Melbourne

16:35 **CLOSING KEYNOTE** 閉幕演講

SOU FUJIMOTO 藤本壯介

Director | Sou Fujimoto Architects Inc. | Japan

deTour 2017
Creative Festival 創意節

DESIGN DIALOGUE

14:00-15:00

19:30-21:00

MARKETPLACE, PMQ元創方 PMQ

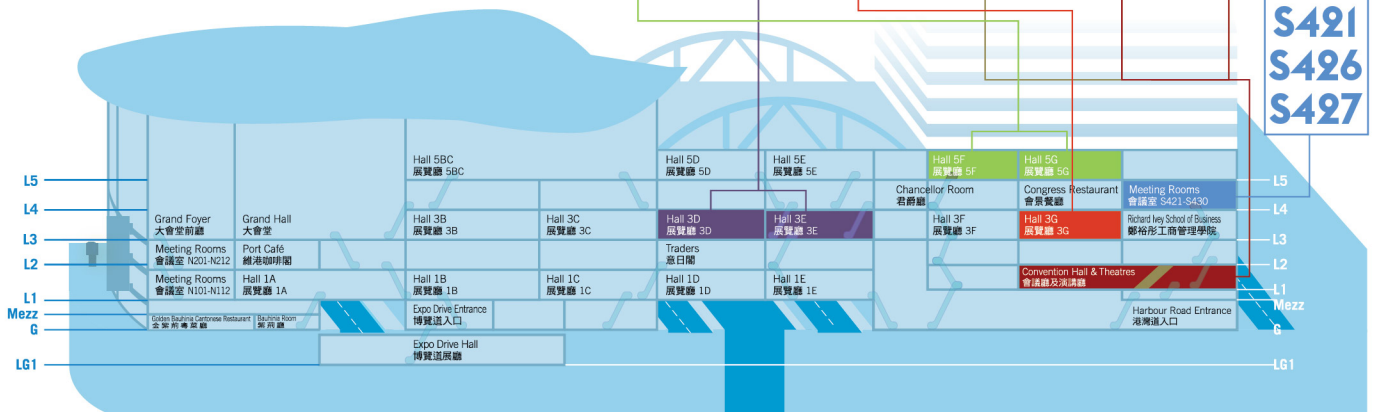
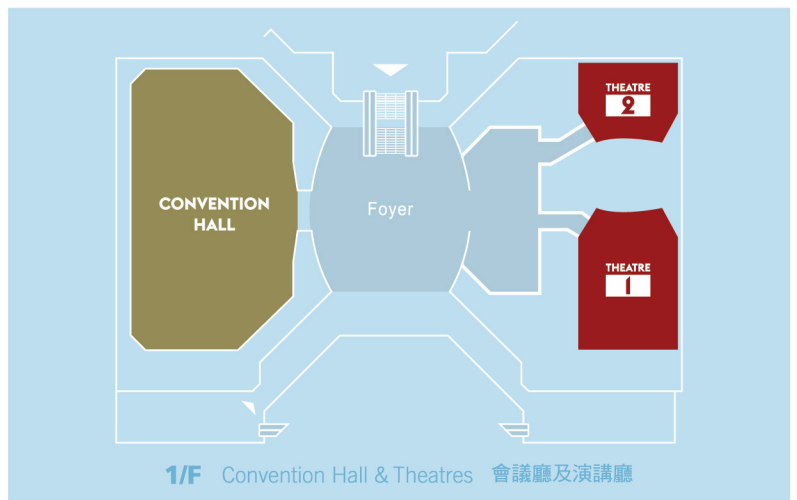
DESIGN
INSPIRE

H3D-E

INNOTALKS & WORKSHOPS

09:30-18:00

CO-PRESENTED WITH WEST KOWLOON CULTURAL DISTRICT AUTHORITY



BUSINESS OF IP ASIA FORUM 7-8/12
亞洲知識產權營商論壇

FULL DAY 全日
Co-organised by HKSAR Government, HKTDC & HKDC
HALL 5F-G

DESIGNINSPIRE 7-9/12

FULL DAY 全日 (Free Admission)
Organised by HKTDC, co-organised by HKDC
HALL 3D-E

Partner Country – Italy Pavilion 夥伴國家意大利展區
Urbanovation Pavilion 城創新活展區
Hong Kong Creative Force Pavilion 香港創意力量展區
Design without Boundaries Pavilion 設計無國界展區

HKDC Pavilion 香港設計中心專區
DFA Awards Exhibition DFA 設計獎展覽
Design Incubation Programme Exhibition 設計創業培育計劃展覽
Fashion Incubation Programme Exhibition 時裝創業培育計劃展覽
Education Corner 學生園地

HKDC - Hong Kong Design Centre
HKTDC - Hong Kong Trade Development Council

FASHION ASIA 2017 HONG KONG: FASHION CHALLENGES FORUM 6-7/12

FULL DAY 全日
Organised by HKDC
THEATRE 1

deTour 2017 1-10/12
Creative Festival 創意匯聚十日棚
DETOUR 2017 創意匯聚十日棚
ORGANISED BY PMQ, CO-ORGANISED BY HKDC

5-12/12
FASHION ASIA 2017 HONG KONG
ORGANISED BY HKDC
10 ASIAN DESIGNERS TO WATCH QUBE, PMQ
HONG KONG SHOWROOM & POP-UP SPACES 2-5/F, PMQ
PMQ, 35 ABERDEEN STREET, CENTRAL, HONG KONG

23/11/2017-28/2/2018
BODW Satellite Events x deTour
Various location in HK
SATELLITE EVENTS

PROGRAMME SCHEDULE 節目時間表

4/12 MON	5/12 TUE	6/12 WED	7/12 THU	8/12 FRI	9/12 SAT
		AM 上午	AM 上午	AM 上午	AM 上午
			09:00 H3G OPENING CEREMONY 開幕典禮	09:30 H3G PLENARY II 重點會議 (二)	09:45 H3G PLENARY III: CULTURE & THE CITY I 重點會議 (三) : 文化與大都會 (一)
			09:45 H3G PLENARY I 重點會議 (一)		
	PM 下午	PM 下午	PM 下午	PM 下午	PM 下午
	14:00 T1 BRAND ASIA FORUM: BRAND & INNOVATION 品牌亞洲論壇 : 品牌與創新	14:00 S421 CULTIVATING A FUTURE MINDSET - CREATIVE LEADERSHIP	14:00 H3G SPACE & DESIGN 空間與設計	14:00 H3G COMMUNICATION & DESIGN 傳意與設計	14:00 H3G PLENARY III: CULTURE & THE CITY II 重點會議 (三): 文化與大都會 (二)
			14:00 T2 DFA: DESIGN FOR ASIA DFA:給亞洲設計	14:00 T1 PRODUCT & DESIGN 產品與設計	
			15:00 S426/427 MASTERCLASS BY MICHELE DE LUCCHI	14:00 T2 HERITAGE & DESIGN 傳承與設計	
		EVENING 晚上		EVENING 晚上	
		17:00 T2 DFA AWARDS PRESENTATION CEREMONY DFA設計獎頒獎典禮		18:15 CH BODW GALA DINNER 設計營商周晚宴	

- H3G** HALL 3G
- T1** THEATRE 1
- T2** THEATRE 2
- S421** MEETING ROOM S421
- S426/427** MEETING ROOM S426/427
- H3D-E** HALL 3D-E
- H5F-G** HALL 5F-G
- CH** CONVENTION HALL
- PMQ** PMQ 元創方
- FRITES** FRITES BELGIUM ON TAP, WANCHAI
- POLYU** THE HONG KONG POLYTECHNIC UNIVERSITY
- EATON** EATON HOUSE, CENTRAL
- HKU** THE UNIVERSITY OF HONG KONG

GDN NETWORKING
COCKTAILS **FRITES**

LEADERSHIP FORUM ON DESIGN EDUCATION

POLYU

WORKTECH17 HONG KONG

EATON

FASHION ASIA 2017 HONG KONG:
FASHION CHALLENGES FORUM **T1**

BIP ASIA FORUM
亞洲知識產權營商論壇 **H5F-G**

M+ MATTERS KEYNOTE **HKU**

DESIGNINSPIRE **H3D-E**

FASHION ASIA 2017 HONGKONG: "10 ASIAN DESIGNERS TO WATCH" EXHIBITION (5-12/12) **PMQ**

DETOUR 2017 (1-10/12) **PMQ**

BODW SATELLITE EVENTS X DETOUR (23/11/2017-28/2/2018)

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