

DESIGN

“ Hong Kong is a very dynamic place – people are always looking forward and moving forward. It is an open market, and that makes work fun, as well as good for business. ”

Jonathan Cummings
President, Greater China,
Landor & FITCH

Sector Snapshot

Hong Kong has become the design hub in the Asian region with government initiatives on landmark projects in support of creative industries. In the Central district, PMQ, the Former Police Married Quarters, has been adapted for re-use transforming into a design nucleus to serve evolving startup creative entrepreneurs and designers. It offers 130 studio units as a platform for designers as points of sale to showcase their design and a creative exhibition space.

The Wong Chuk Hang district has in the past few years grown organically into an art, lifestyle and design cluster with an increasing number of art space and galleries, design studios as well as non-commercial institutions located in large industrial spaces. The Hong Kong Design Centre (HKDC)'s Design Incubation Programme has moved into this southern district as part of their expansion, offering new facilities and larger premises for design incubatees.

The Mills is a landmark revitalisation project of former textile factories, transformed into a destination consisting of a business incubator, experiential retail, and a non-profit cultural institution. Fabrica, the innovation arm of The Mills, is dedicated to creating techstyle startup success stories and building a global techstyle community. It is an open platform for innovation, facilitating collaboration between startups, brands, retailers, manufacturers, academic and research institutions and more.

Organised by HKDC since 2002, the Business of Design Week (BODW) has emerged as Asia's leading annual event on design, innovation and brands. In addition, BODW City Programme is a citywide creative and business community activation programme which aims to engage the public and foster collaboration with local business and brands, hosting a series of design festivals and satellite events across the city.

The Sham Shui Po Design and Fashion Project initiated by the Government, expected to be completed in 2023, will turn the traditional garment and fabric wholesale and retail district into a design and fashion hub, aiming to provide another platform to inspire and nurture a new generation of design and fashion talents, and creating new collaborative and business opportunities.

Hong Kong Advantages and Opportunities

- At crossroads of Asia and key gateway to Mainland markets
- Major international brands with regional headquarters and key decision makers in Hong Kong
- An increasingly export-oriented design industry with Mainland and Asia Pacific being one of the biggest export market for design services
- Greater Bay Area as an innovation and technology powerhouse, with networks of well-established supply chains, freer flow of talents and better inter-cities collaboration
- A regional design centre providing rich source of innovative products and design talents
- Rule of law protecting intellectual property and licensing; transparency in doing business

Incubation and Accelerator Programmes

Brinc

<https://www.brinc.io/en/programs>

Cyberport Incubation Programme

<http://www.cyberport.hk/en>

Eureka Nova

<https://www.eurekanova.com>

Hong Kong Design Centre - Design Incubation Programme

<http://www.hkdesignincubation.org>

Hong Kong Design Centre - Fashion Incubation Programme

<https://hkfp.org/en/programme-offerings/>

Hong Kong Science and Technology Parks (HKSTP) Incubation Programme

<https://www.hkstp.org/en/index.aspx/>

Kaleidoscope Lab

<https://www.hshgroup.com/en/about/kaleidoscope-lab>

The Mills

<http://www.themillsfabrica.com/>



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The Government of the Hong Kong
Special Administrative Region

Designs on Hong Kong

For more than 150 years, architecture firm Leigh & Orange has kept pace with Hong Kong's development while expanding its practice across the globe.



Hong Kong in the 19th century was a sparsely inhabited island. The influx of British and European merchants trading within its safe harbour led quickly to the erection of shelter and buildings designed by talented architects. For nearly 150 years, Leigh & Orange (L&O) has shaped how Hong Kong's skyline developed as the island grew into Asia's World City, historically from the Old Dairy Farm Depot, the original Queen's and Prince's building, to the recent development of Science Park (Phase II) and Kai Tak Sports Park.

Crafting Hong Kong's skyline

"Since 1874, our founders brought their design talent and skills from the UK to bear on the early urban development of Hong Kong, shaping the city through infrastructure, public and civil works," explained Ivy Lee, L&O's Managing Director. "We believe in sustaining our role as an architect and urban planner, and in helping to shape the evolution of the city by converging innovative thinking and new technologies, in response to the city's cultural and societal values. Our Hong Kong headquarters is the standard bearer for all our operations in different parts of the world. Our teams provide cutting edge and value-added architectural design solutions, as demonstrated in our Building Information Modelling and Modular Integrated Construction, which was spearheaded in Hong Kong by L&O."

Gateway to Greater Bay Area (GBA) and Belt & Road projects

Lee cites Hong Kong's vibrant, multicultural population and its blend of heritage buildings and contemporary architecture as major contributors to the city as an excellent base for conducting business. "Since the 1980s, we have actively involved in the design of various developments in Mainland China, including masterplanning projects and Transit-Oriented Developments in several GBA cities," Lee revealed. "We have amassed a portfolio of successful projects through a collaborative working arrangement with our branch offices across the country. The city has proven to be the perfect springboard geographically and being an instrumental international city in the GBA, its unique role has helped us to extend our services throughout Asia Pacific and the Middle

“ The city has proven to be the perfect springboard geographically and being an instrumental international city in the Greater Bay Area, its unique role has helped us to extend our services throughout Asia Pacific and the Middle East. ”

Ivy Lee
Managing Director
Leigh & Orange

East. Further, we have been highly active in many Belt & Road countries even before the initiative and name took shape. Various projects have been undertaken in Myanmar, Thailand, Macao, the Philippines, and the Middle East."

Diverse and multicultural talent

With over 200 in its Hong Kong office working as architects, interior designers, and a specialist sustainability team, L&O takes pride in its mix of people from diverse backgrounds and experiences. "Hong Kong's architects and designers are typically multilingual, strong in communication and interpersonal skills, truly creative, energetic, and open to new ideas with a can-do attitude that makes them positive and effective in meeting development challenges," Lee affirmed. "They are our single most valuable asset."

She also loves Hong Kong as a place to live and work. "Visitors will find a wealth of interest here: food, entertainment, Chinese culture playing off against international, and a wonderful natural landscape into which the urban fabric is more closely woven than many would believe until it is experienced. It is an exciting time to be architects and designers."

Leigh & Orange

- Founded in 1874 in Hong Kong, Leigh & Orange is a full service architecture practice with over 300 employees in Shanghai, Beijing, Fuzhou, Shenzhen, Doha, and its headquarters of Hong Kong
- It has recently expanded its staff count in anticipation of large scale projects including Kai Tak Sports Park

 leighorange.com

Bridging to the Future of Design

One of the movers and shakers in the design industry, Michael Young Studio adds new retail arm to its core design business.



“ I certainly intend to spend my time in Hong Kong as it remains one of the greatest locations for my design business. ”

Michael Young
Director
Michael Young Studio

When Michael Young came to Hong Kong to set up a studio in 2006, he was already an established designer in the UK and Iceland, with 14 years of experience under his belt. But he wanted to expand internationally, and he needed a base where business decisions were made. Fifteen years gone by, Michael Young Studio (MYS) continuously thrives for design innovation that evolves with time.

MYS does not only design products for clients; it has a diversified portfolio and designs everything from brand's logo and marketing graphics, to displays at trade shows around the world, and branded stores in Europe and Asia. "I'm proud to say that my team have been with me for more than a decade and we have developed a very concise system to support the industry," said Michael Young, founder of MYS. "This has enabled us to create several icons for important brands and very successful sales as well which is really been my objective."

When design meets eCommerce

Young revealed that the studio is in the process of adding an additional arm to its design business. "A lot has changed since we arrived Hong Kong, especially with eCommerce and retail. Therefore, we are presently discussing joint ventures to set up Michael Young Retail," he said. "This is something I've always had at the back of my mind because I actually started making and selling things myself."

According to Young, the vast development of Guangdong-Hong Kong-Macao Greater Bay Area has also provided a promising future for MYS and the design industry. Not only has MYS opened its first office in Shenzhen to serve more clients in the region, Michael Young has recently come on board as the curator art director of Shenzhen International Industrial

Design Festival 2020, which is a place to gather big players in the design industry for idea exchange and collaboration, with a great vision to inspire new generation for change and innovations, shaping the future of design industry.

In the meantime, Young said, MYS will also keep Hong Kong as its base. "Maintaining the Hong Kong office will support our international plans. We are restructuring to support changes in eCommerce and we are preparing a ten-year plan to build the brand."

He concluded, "I certainly intend to spend my time in Hong Kong as it remains one of the greatest locations for my design business."

Michael Young Studio

- Headquartered in Hong Kong, MYS has a representative office in Belgium, and is currently setting up an office in Shekou, Shenzhen
- MYS has received numbers of international design awards, including German Design Award, Red Dot Design Award and Good Design Award in 2019

 www.michael-young.com

“ Hong Kong’s software engineering and creative professionals are definitely underestimated. People often think that Hong Kong’s talent in the creative industries is not as capable as its US counterparts, but I can prove that this is wrong. They definitely have the ability to excel and exceed their western counterparts. ”

Alvin Hung
Founder of Vyond



Annual Events

Business of Design Week (BODW)

BODW is Asia’s leading event on design, innovation and brands organised by the Hong Kong Design Centre since 2002. The annual event features a series of exhibitions, forums, outreach programmes and networking events for designers, business leaders, educators, corporations and design students to exchange ideas and explore business cooperation. An unparalleled line-up of experts and influential figures in design and innovation will gather to inspire on creative thinking and design management.

www.bodw.com

Asian Licensing Conference

<https://portal.hktdc.com/alc/>

BODW CityProg

<https://www.bodwcityprog.com/en/>

Build4Asia

<https://build4asia.com>

Business of IP Asia Forum

www.bipasiaforum.com

CENTRESTAGE

<http://www.centrestage.com.hk/en/index.php>

Design Inspire

<http://www.hktdc.com/ncs/designinspire2018/en/main/index.html>

DETOUR

www.detour.hk

Hong Kong International Licensing Show

<http://m.hktdc.com/fair/hklicensingshow-en/>

Knowledge of Design Week

www.hkdesigncentre.org/kodw

MIPIM Asia

<https://www.mipim-asia.com/en-gb.html>

Retail Asia Conference & Expo

<https://www.retailasiaexpo.com>

Useful Contacts

AIA Hong Kong

<http://www.aiahk.org>

BUD Fund

<https://www.bud.hkpc.org>

Create Hong Kong

<https://www.createhk.gov.hk>

Fashion Farm Foundation

<https://www.fashionfarmfoundation.org>

Hong Kong Association of Interactive Marketing

<https://www.hkaim.org>

Hong Kong Cyberport Management Limited

<https://www.cyberport.hk/en>

Hong Kong Design Centre

<https://www.hkdesigncentre.org>

Hong Kong Designers Association

<http://www.hongkongda.com>

Hong Kong Design Institute

<http://www.hkdi.edu.hk/en/>

Hong Kong Fashion Designers Association

<http://www.hkfda.org>

Hong Kong Institute of Architects

<http://www.hkia.net/en/Home/Index.htm>

Hong Kong Institute of Urban Design

<https://www.hkiud.org>

Hong Kong Interior Design Association

<http://www.hkida.org>

Hong Kong Science and Technology Parks Corporation

<https://www.hkstp.org/en>

Hong Kong Startup Council

<https://www.startup.org.hk>

IAB Hong Kong powered by HKDMA

<https://www.iabhongkong.com>

Innovation and Technology Commission

<https://www.itc.gov.hk>

PMQ

<http://www.pmq.org.hk>

Retail Design Institute Hong Kong

<https://retaildesigninstitute.org/retail-design-institute-hong-kong-chapter/#!map>

RIBA Hong Kong

<https://www.architecture.com/my-local-riba/riba-hong-kong-chapter>

SME Funding Schemes

<https://www.smefund.tid.gov.hk/eindex.html>

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