

Press Release
14/04/08

Creative Hong Kong in London

28 May – 12 June 2008

Taking place at Harvey Nichols, Design
Museum and London Business School



Alan Chan for Salvatore Ferragamo

Hong Kong's Business of Design: A Celebration

"If I were a young designer, this [Hong Kong] is where I'd be setting up my pitch"
Sir Terence Conran, Chairman, Conran Holdings

World renowned Hong Kong designers have come together for a series of events to showcase their influence on the creative design and business communities. Organised by Hong Kong Design Centre and supported by Hong Kong Trade Development Council, Creative Hong Kong in London celebrates the way in which Hong Kong is shaping global creativity, with events at **Harvey Nichols**, the **Design Museum** and **London Business School**.

The biggest names in design are involved, including **Chelsia Lau**, Chief Designer at Ford Motor Company, **Raman Hui** Co-Director of Shrek 3 and **Vivienne Tam** New York based fashion designer - all of whom are from Hong Kong. They will be taking part in the series of events, reaffirming Hong Kong as a world leader in design, and a creative hub between East and West.

Creative Hong Kong in London launches with a VIP party at Harvey Nichols on 2nd June. The iconic department store – owned by a Hong Kong enterprise – is hosting an in-store display, showcasing a collaboration between ten world renowned brands and ten accomplished Hong Kong designers inspired by the 10th anniversary of Hong Kong's reunification with China. Ranging from Alessi to LeSportsac, the limited edition products will also be available for sale from Harvey Nichols to celebrate this exciting partnership.

A second, expanded exhibition showcasing one hundred examples of Hong Kong designs will take place at the Design Museum, a must-see which offers an exciting snapshot of how Hong Kong is leading the way in contemporary Chinese design. The influential exhibition reveals the broad scope of creativity that exists in Hong Kong today, with contributions from the city's leading designer practitioners.

In addition, a one day conference takes place on 3rd June in partnership with London Business School, a leader in management education, who will bring their world-class research and insights to the day. The symposium explores Hong Kong's global influence on design and business, at both an economic and creative level, with contributions from Hong Kong's Financial Secretary, the **Hon. John Tsang**, founder of New York-based ECCO Design **Eric Chan**, Hong Kong designer and architect **Rocco Yim**, and Hong Kong based British designer **Michael Young**, amongst others.

Vivienne Tam commented, "I am delighted to be involved in this celebration of Hong Kong's creativity across London with such a diverse series of events – reflecting the true scope of what Creative Hong Kong has to offer."

Key Dates

- VIP Launch Party, **Harvey Nichols**, 2nd June, 6.30pm
 - 109 - 125 Knightsbridge, London, SW1X 7RJ
- **Harvey Nichols** in-store showcase, 28th May – 4th June
 - 109 - 125 Knightsbridge, London, SW1X 7RJ
- Creative Hong Kong In London, **Design Museum**, 6th – 12th June (opening on 6th June 6pm-10pm)
 - Late opening on 6th June as part of Mayor of London's 'Lates' initiative
 - Shad Thames, London SE1 2YD
- **London Business School** conference, 3rd June, starting at 9am
 - Regent's Park, London, NW1 4SA

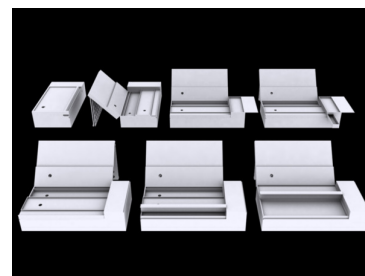
Products Available To Buy from Harvey Nichols Include:



Michael Young and o.d.m.
£230



Barney Cheng and LeSportsac
£135



Mr Gary Chang and Alessi
£27,000

Editors' Notes – Interview availability

Raman Hui, Animator and Director

Best known as Co-Director for *Shrek 3*, Hui started full time at PDI in 1989 (later acquired by DreamWorks) where he worked on many 3D characters such as a computer generated Mickey Mouse for Jim Henson's *Muppetvision*. He also helped create the first computer generated Pillsbury Doughboy. Hui is credited with writing, directing, and producing PDI's animated short, *Sleepy Guy*, which has won several festival awards. When PDI was acquired by DreamWorks, Hui was given supervising animator duties for both *ANTZ* and *Shrek*.

Chelsia Lau, Chief Designer, Ford Motor Company

During her career, Lau has led the design and development teams to create some of the most overwhelmingly successful vehicles for Ford. Her project leadership portfolio includes exterior and interior design for the Mercury MC4, a world class concept vehicle debuted in the 1997 North American International Auto Show (NAIAS), the Ford FC5, a fuel cell concept vehicle that generated great media coverage at the 1999 Frankfurt International Auto Show, the Sport Trac show vehicle that was debuted at the 2005 North American International Auto Show (NAIAS), the EcoSport, a segment leading small size SUV for the South American market. She is also responsible for shaping the design direction of Ford's Sport Utility Vehicles (SUV) including the Explorer, Mountaineer, Expedition and Navigator, an SUV portfolio representing an annual volume exceeding half a million units.

Vivienne Tam, Fashion Designer

Internationally recognised, Vivienne Tam is the CEO and chief designer for East Wind Code Ltd. Her thoroughly innovative collections have graced runways of some of the most important fashion events ever. Designs from Tam's collections are part of the permanent archives of the Museum of the Fashion Institute of Technology and the Metropolitan Museum of Modern Art in New York, the Andy Warhol Museum in Pittsburgh, and the Victoria and Albert Museum in London. Lauded for explorations of Asian motifs, Tam's works have almost single-handedly given rise to the fashion phenomenon that is 'China Chic'. East Wind Code operates numerous signature boutiques in major cities across the globe. Vivienne Tam shops exclusively sell the designer's diverse range of clothing.

Eric Chan, Founder of ECCO Design

Named by ID Magazine as one of the 40 most influential designers in the US, Eric Chan is the founder and president of New York-based ECCO Design. ECCO specialises in providing comprehensive consultancy services for product identity and development. At the heart of the company is a modestly sized team of designers, researchers, engineers and strategists. Their relatively small number (deliberately kept so by Chan) gives ECCO a unique mix of backgrounds and perspectives that are intimate and versatile, a trait typically absent in big corporations. Clients include Toyota, LG, Virgin, Herman Miller and Panasonic.

The Hon. John Tsang, Financial Secretary, Government of the Hong Kong Special Administrative Region

Mr Tsang spent his secondary school years in La Salle College in Hong Kong and Stuyvesant High School in New York City. He pursued his interest in architecture at the Massachusetts Institute of Technology, and went on to receive a Master Degree in Bilingual Education from Boston State College and a Master Degree in Public Administration from Harvard University's Kennedy School of Government. He worked in the Boston Public Schools prior to joining the Hong Kong civil service in November 1982. As a member of the Administrative Service, he served in a number of posts, including Administrative Assistant to the Financial Secretary, Assistant Director-General of Trade and Private Secretary to the Governor.

Mr Tsang served following reunification in a number of different capacities, including Director General of the London Economic and Trade Office, Commissioner of Customs and Excise, Secretary for Planning and Lands and Permanent Secretary for Housing, Planning and Lands (Planning and Lands). He was appointed Secretary for Commerce, Industry and Technology in August 2003, and with the successful conclusion of the World Trade Organization Ministerial Conference in Hong Kong that he chaired in December 2005, he was appointed Director of the Chief Executive's Office in January 2006. He was appointed Financial Secretary in July 2007.

Victor Lo, Chairman of Board of Governors of Hong Kong Design Centre

Mr Victor Lo is Chairman and Chief Executive of the Hong Kong-listed Gold Peak Industries (Holdings) Limited, the holding company of an Asian multinational group with industrial investments in the battery and electronics industries. Mr Lo is currently a member of the Executive Council of Hong Kong SAR, Chairman of the Board of Directors of Hong Kong Design Centre and Council Chairman of The Hong Kong Polytechnic University. He is also an Honorary President of Federation of Hong Kong Industries and an advisor of its Design Council of Hong Kong. Mr Lo received the Young Industrialist Award of Hong Kong in 1989 and was named Industrialist of the Year in 2005. He also received the 2008 Outstanding Achievement Award from The Professional Validation Council of Hong Kong Industries. Mr Lo graduated from the Institute of Design of Illinois Institute of Technology, US with a Bachelor of Science degree in Product Design.

Hong Kong Design Centre

The Hong Kong Design Centre is a non-profit organization dedicated to helping local designers and businesses to realise their full potential. Their mission is to use design and innovation to drive value creation and improve the well-being of society. Their vision is to establish Hong Kong as a centre of design excellence in Asia.

The Hong Kong Design Centre was established in 2001 by the Hong Kong Federation of Design Associations, the founding members of which are Hong Kong Designers Association, Interior Design Association Hong Kong, Hong Kong Fashion Designers Association, and the Chartered Society of Designers. Their principal financial supporter is the Hong Kong Special Administrative Region (HKSAR) Government.

They organise year-round seminars, workshops and conferences, on the one hand, to promote awareness of the value of design and use of design in the business / industry communities and, on the other, to upgrade the business and design expertise of design professionals and students. They promote design excellence and awareness by organising prestigious design award schemes and exhibitions. Through joint efforts with Hong Kong Science and Technology Parks Corporation, they contribute to building InnoCentre's facilities for design tenants and incubating design start-ups. They also provide professional input to the admission of tenants and incubatees to the InnoCentre and coaching of the latter.

www.hkdesigncentre.org

Contacts

For further information / Use of pictures / Interviews

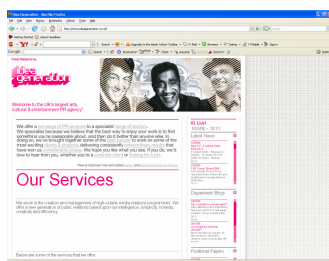
Idea Generation: +44(0)20 7749 6853

Katie Reynolds: katie.reynolds@ideageneration.co.uk

Marta Bogna: marta@ideageneration.co.uk

Ends

Websites



www.ideageneration.co.uk

For:

- Online Press Office
- Client list
- Company contact details



www.hkdesigncentre.org

For:

- Forthcoming events and activities
- Purchase product online