



For immediate release

## **Hong Kong Design Centre Puts Hong Kong on International Creative Stage “Hong Kong: Constant Change” exhibition at Milan Design Week 2014**

HONG KONG, February, 2014 — Hong Kong Design Centre (HKDC) is putting the city’s status as a creative powerhouse as it attends Milan Design Week 2014. The renowned, international event, taking place from 8-13 April 2014, will feature HKDC’s cutting edge **Hong Kong: Constant Change** exhibition, featuring more than 60 Hong Kong designers/design projects, in what represents one of the largest global showcase exhibitions of Hong Kong’s immense design talent.

Held at the famous La Triennale di Milano in Milan, the **Hong Kong: Constant Change** exhibition is a highly anticipated event for many of our city’s prominent designers and will showcase Hong Kong’s design power on the international stage.

Organised by Hong Kong Design Centre and major-sponsored by Create Hong Kong, the **Hong Kong: Constant Change** exhibition reflects the unique influences that have catapulted Hong Kong to the forefront of Asian and international design. Indeed, as a global city with a rich local tapestry, Hong Kong is shaped by its distinctive history and culture, where for many decades change has been the only constant. The Hong Kong design community has long embraced this unique city identity and its ubiquitous state of flux continues to be at the forefront of its creative output. The city’s distinct design cosmography continues to evolve and makes it one of the most exciting hubs of innovative creativity in Asia.

“This exhibition brings our uniquely diverse design talent to the world and will put Hong Kong in the international spotlight alongside other global design powerhouses. It demonstrates how change has propelled our creative inspiration and influenced all aspects of design, which in itself also serves to propel further change,” explained exhibition curator Nille Juul-Sørensen, the award-winning architect and veteran to Hong Kong’s design and creative industries.

**Hong Kong: Constant Change** exhibition will offer a multimedia experience that brings to life Hong Kong’s design edge and heritage, with large video walls showing footage of Hong Kong’s unique lifestyle and articulating major influencers on the city’s designers. Part and parcel of the exhibition experience is a dedicated smartphone app feature, allowing people to continue experiencing the power of Hong Kong’s design community long after the exhibition has ended. Adding to its uniqueness, the exhibition will showcase Hong Kong’s different design disciplines, including Architecture, Art Tech, Communication, Fashion, Interior & Home, Hong Kong/International, Street, System, Tradition/Modern, as well as Young.

Among the many other unique attributes of the exhibition, it further excels the networking between Hong Kong and the international design and business community. “**Hong Kong: Constant Change** is unique in that it is a window for Hong Kong designers to showcase collectively the metropolitan’s design power to international and business connections around the world. The innovative presentations by the young and up-and-coming designers from Hong Kong will also take place to show to the international audience the future of Hong Kong design,” said Victor Lo, Chairman of Hong Kong Design Centre.

Of all the shortlisted designers/design projects, the Young designer section will feature some of the most promising young design talents in Hong Kong, including **MIRO** (Rony Chan, winner of the 2013 CreateSmart Young Design Talent Award\*), **Stickyline** (Soilworm Lai, winner of the 2013 CreateSmart Young Design Talent Award\*), **Chris Cheung** (winner of the 2011 CreateSmart Young Design Talent Award\*), **Goodss Passion** (Catherine Mui, winner of the 2007 CreateSmart Young Design Talent Award\*), **Genic Eyewear by Emily Tai and Gobi Chui** (outstanding design in Design Incubation Programme\*), **IMPERFECT** by Hung and Eddy, **Kevin Cheung**, as well as **Pill & Pillow**, **Amenpapa**, **The Yesterday Skin**, and **OpenUU**, etc.

*\*These awards and programmes are organised by Hong Kong Design Centre*

**For more details, please visit:**

Official Website: [www.constantchange.hk](http://www.constantchange.hk)  
Facebook: [www.facebook.com/ HongKongConstantChange](https://www.facebook.com/HongKongConstantChange)  
Twitter: <https://twitter.com/hkDchange>  
Weibo: [www.weibo.com/HKConstantChange](http://www.weibo.com/HKConstantChange)  
LinkedIn: [www.linkedin.com/in/hongkongconstantchange](http://www.linkedin.com/in/hongkongconstantchange)  
Instagram: search “HongKongConstantChange”

- END -

**About Hong Kong Design Centre**

Taking “Design for Society” as the major undertaking, Hong Kong Design Centre is a publicly-funded, non-profit organisation established in 2002 with the support of the design industry to (i) promote and celebrate design excellence; (ii) champion the strategic and wider use of design for creating business and community value; and (iii) educate members of the design industry, professionals and the community to be resourceful champions for sustained development through design and innovation.

[www.hkdesigncentre.org](http://www.hkdesigncentre.org)

**About Milan Design Week**

For more information, please visit:

[http://www.cosmit.it/en/salone\\_internazionale\\_del\\_mobile](http://www.cosmit.it/en/salone_internazionale_del_mobile)

**Released on behalf of Hong Kong: Constant Change by Hong Kong Design Centre.**

**Media Enquiry:****Hong Kong/Regional/International**

FLEISHMAN HILLIARD Hong Kong

Ivan Kwok

Phone: +852 2560 0662

Email: [ivan.kwok@fleishman.com](mailto:ivan.kwok@fleishman.com)

Victoria Guo

Phone: +852 2111 3556

Email: [victoria.guo@fleishman.com](mailto:victoria.guo@fleishman.com)

**Milan/International**

NEGRI FIRMAN PR & COMMUNICATION

Elisa Colombari

Phone: + 39 02 89096012

Email: [elisac@negrifirman.com](mailto:elisac@negrifirman.com)

**For information about Hong Kong Design Centre, please contact:**

Bernard Wan

Phone: + 852 3793 8472

Email: [bernard.wan@hkdesigncentre.org](mailto:bernard.wan@hkdesigncentre.org)