

Press Release
Immediate Release

DFA Awards 2015 Awards and Recognition to Design Excellence

(Hong Kong, 3 November 2015) The Hong Kong Design Centre (HKDC) announces today the winners of the **DFA Awards 2015**.

This year, the **DFA Lifetime Achievement Award** will be conferred on an automotive design innovator for more than 40 years, Mr **Pinky LAI (LAI Ping)**. The **DFA Design Leadership Award** will go to CEO, President and Co-Founder of TWG Tea, Mr **Taha BOUQBIB**. Architect and designer Mr **Chi Wing LO**, founder of the furniture brand DIMENSIONE CHI WING LO® and the multidisciplinary practice 1ness, will be named the **DFA World's Outstanding Chinese Designer**. The awards will be presented at the BODW Gala Dinner on 4 December.

A total of 185 awardees will be recognised in the **DFA Design for Asia Awards**, and 17 design practitioners and graduates will receive the **DFA Hong Kong Young Design Talent Award**. The award presentations will be held at PMQ on 2 December.

Major sponsored by Create Hong Kong of the Hong Kong Special Administrative Region Government and organised by HKDC, the DFA Awards underpins the role of designers in society and has celebrated design leadership and exemplary design in Asia since its launch in 2003. This prestigious accolade also celebrates the rising force of emerging designers in Hong Kong. Through five major award programmes – DFA Lifetime Achievement Award, DFA Design Leadership Award, DFA World's Outstanding Chinese Designer, DFA Design for Asia Awards, DFA Hong Kong Young Design Talent Award – the DFA Awards has grown in international influence throughout Asia.

DFA Design for Asia Awards 2015

The DFA Design for Asia Awards is the flagship programme of the HKDC, celebrating design excellence and acknowledging outstanding designs with Asian perspectives. Since its launch in 2003, the DFA Design for Asia Awards has been a stage upon which design talents and corporations can showcase their design projects internationally.

The programme is comprised of five major awards: Grand Award, Culture Award, Sustainability Award, Technology Award and Category Award. Entries to the Category Award are recruited by open submission, while entries to the other four are by nomination. For the Category Award, entrants submit design projects in one of 18 categories under four key design disciplines, namely Apparel & Accessory Design, Communication Design, Environmental Design and Product & Industrial Design. Gold, Silver, Bronze and Merit are presented to winners in each category. Submissions are judged on four criteria – overall excellence, use of technology, impact in Asia as well as commercial and societal success.

In 2015, 765 entries were received from 24 countries or regions in Asia and beyond. A total of 185 awardees are being honoured for their design excellence, including 10 Grand Awards, one Culture Award, one Sustainability Award, one Technology Award, 14 Finalists, 15 Gold Awards, 27 Silver Awards, 47 Bronze Awards and 69 Merits. (Please refer to Appendices 2 and 3).

www.dfaa.dfaawards.com

DFA Hong Kong Young Design Talent Award

Established in 2005, the DFA Hong Kong Young Design Talent Award aims to nurture up-and-coming design practitioners and design graduates aged 35 or below. It recognises promising young design talents based in Hong Kong, serving to maintain the city's competitiveness and consolidate its role as an Asian design hub. Award winners will receive the opportunity to work with renowned design companies abroad or to study overseas through a financial sponsorship for 6 to 12 months. Awardees can develop their skills, unleash their potential, and bring different ideas from overseas back to Hong Kong, contributing to the city's design and creative industries upon their return. From 2005 to 2015, 79 out of 109 awardees have been entitled financial sponsorship for overseas work or studies.

A total of 218 applications were received in 2015, a 13% increase from 2014. Among them, 17 young talents will be awarded with 14 receiving a financial sponsorship up to HK\$5,000,000 in total. The CreateSmart Young Design Talent Award will offer six candidates a sponsorship of up to HK\$500,000 each. Another six awardees will take home the CreateSmart Young Design Talent Special Award, each winning sponsorship funds up to HK\$250,000. Sponsored by Hong Kong Design Institute, the HKDI Young Design Talent Award is conferred onto one candidate, with maximum financial support of HK\$250,000, and another winner will take the PolyU School of Design Young Design Talent Award, sponsored by the School of Design, Hong Kong Polytechnic University also worth up to HK\$250,000. Three candidates will receive the Young Design Talent Special Mention Award recognising their achievements. (Please refer to Appendix 4).

www.ydta.dfaawards.com

DFA Awards Exhibition

The DFA Awards Exhibition by the Hong Kong Design Centre is a part of the HKDC Pavilion at the Inno Design Tech Expo. The winning projects of the DFA Design for Asia Awards, as well as the portfolios of the DFA Lifetime Achievement Award, DFA Design Leadership Award, DFA World's Outstanding Chinese Designer and the DFA Hong Kong Young Design Talent Award will be showcased at the Exhibition. An exciting selection of DFA Awards publications will also be available for sale. Everyone is invited to stop by the DFA Awards Exhibition, which is open to the public and free of charge.

Date : 3 – 5 December, 2015 (Thursday – Saturday)
Time : 9:30am – 7:00pm (Exhibition closes at 6:30pm on 5 December)
Venue : Hall 3D-3E, Level 3, Hong Kong Convention and Exhibition Centre

For downloads of high resolution photos, please visit:

http://www.hkdc.hk/download/awards/DFA2015_Press_Release_Image.zip

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Appendix 1: *DFA Lifetime Achievement Award, DFA Design Leadership Award, DFA World's Outstanding Chinese Designer 2015 – Awardee Profile*

Appendix 2: *DFA Design for Asia Awards 2015 (Grand Award, Culture Award, Sustainability Award and Technology Award) – Project Description*

Appendix 3: *DFA Design for Asia Awards 2015 – Awardee List*

Appendix 4: *DFA Hong Kong Young Design Talent Award 2015 – Awardee List*

About the Hong Kong Design Centre (HKDC)

Design for Society is a major undertaking of the HKDC – a publicly-funded, non-profit organisation established in 2002 with the support of the design industry in (i) promoting and celebrating design excellence; (ii) championing strategic and wider use of design for creating business value and community benefits; and (iii) educating professions and the community to be resourceful champions for sustained developments through design and innovation.

About DFA Awards

The **DFA Awards**, through its five major award programmes, has grown in its international influence in Asia. The **DFA Lifetime Achievement Award** signifies the design community's respect for individuals who have made life-long contributions to the profession and the society. The **DFA Design Leadership Award** recognises business leaders who create sustainable business success through strategic and innovative use of design. The **DFA World's Outstanding Chinese Designer** is a major accolade for designers of Chinese origin with significant design achievement and international recognition. The **DFA Design for Asia Awards** covers a wide range of design that embodies Asian aesthetics and culture and influences the design trends in Asia and for Asia. The **DFA Hong Kong Young Design Talent Award** nurtures the development of emerging designers and provides sponsorship for them to undertake work or study overseas.

This press release is issued by **Golin** on behalf of **Hong Kong Design Centre**. For further media enquiries, please contact:

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Appendix 1

DFA Lifetime Achievement Award (DFALAA) 2015



Mr Pinky LAI

Former Chief Designer, Porsche A.G.

**Founder and Design Director, Brainchild Design Group and
Brainchild Design Consultants, Ltd.**

The DFA Lifetime Achievement Award (DFALAA) recognises those who have dedicated their professional lives to design and made far-reaching contributions of outstanding significance to Asian communities. Awardees have been recognised by the design industry for superior achievements in their chosen field of design, and for working with passion and integrity throughout their lives. They are acknowledged ambassadors who educate and promote the wider use and appreciation of design in Asia and beyond.

Mr Pinky LAI is an award-winning automotive designer and widely known as the first Chinese in the car design profession. Lai left Hong Kong for Rome in 1972, where he received a BA in Industrial Design from the Istituto Superiore per le Industrie Artistiche (ISIA). After his graduation, he received a full scholarship from Ford Motors to study at the Royal College of Art (RCA) in London. Lai joined Ford in Germany in 1980, moving to BMW in 1984 as a senior designer.

Five years on, Lai was invited by the president of Porsche's R&D to move to Porsche as their studio chief. In 2004, he was appointed Chief Designer for external projects at Style Porsche, handling all transportation design for clients from Japan, Korea, China and across Europe. These projects ranged from motorbike design to redesigning a cruise liner.

Since 2012, Lai has worked primarily as the Founder and Design Director of Brainchild Design Group in Germany and Brainchild Design Consultants, Ltd. in Hong Kong. His most recent projects include a design consultancy for a major Chinese car manufacturer, a 7-star residential project for a top property developer in Hong Kong and designing an Electric Vehicle.

Demonstrating the longevity and clout of Lai's career, the Venice Biennale 2015 included an exhibition of his car sketches from the past 40 years.

Previous DFALAA awardees include Kohei SUGIURA, Director, Research Institute of Asia Design, Kobe Design University (2014); the Late John HESKETT, design educator (2013); Henry STEINER, cross-cultural design pioneer (2012); and Kenji EKUAN, Chairman of GK Design Group (2011).

www.laa.dfaawards.com

DFA Design Leadership Award (DFADLA) 2015



Mr Taha BOUQDIB

President, CEO & Co-Founder, TWG Tea

The DFA Design Leadership Award (DFADLA) pays homage to global business leaders who have achieved the exceptional and made major contributions to the integration of strong corporate leadership with superb design. Awardees have established themselves as role models that other members of the international business community can emulate, and they inspire all those who seek to shape a better future for humanity.

Mr Taha BOUQDIB is President, CEO and Co-Founder of TWG Tea, one of the fastest growing luxury tea brands in the world. Born in Morocco, Bouqdib received a law degree before moving to Paris to work in the luxury tea industry at the age of 23. Fifteen years later in 2008, TWG Tea, the finest luxury tea brand in the world, was launched in Singapore.

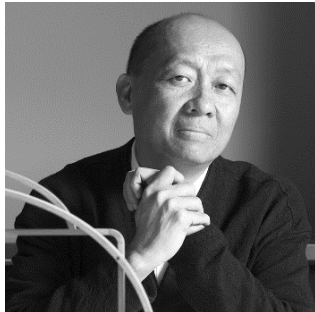
Bouqdib and fellow co-founders Maranda Barnes and Rith Aum-Stievenard strategically positioned TWG Tea as a luxury lifestyle concept. They set up headquarters in Singapore, a country perfectly positioned geographically to conduct business with plantations across Asia. In its first year of trading, TWG Tea sold over 650 tons of tea, fetching US\$30 million in profit. Today, the business incorporates retail outlets, tea rooms and an international distribution network in 40 countries around the world.

In 2013, 2014, and 2015, Bouqdib was listed in the famous “300 List” of Singapore’s elite in Tatler magazine. He was also celebrated on the cover of Forbes Middle East in February 2014. This July, Bouqdib was decorated with the Order of National Recompense by Morocco’s King Mohammed VI in recognition of his contributions to TWG Tea.

DFADLA awardees in recent years include HO Kwon Ping, Executive Chairman, Banyan Tree Holdings (2014); Horst Julius PUDWILL, Group Chairman and Executive Director of Techtronic Industries Co., Ltd. (2013); Carlos GHOSN, President and CEO of Nissan Motor Co., Ltd. (2012); Robert C.Y. WU, Founder and Chairman of Eslite Corporation (2011), among others.

www.dla.dfaawards.com

DFA World's Outstanding Chinese Designer (DFAWOCD) 2015



Mr Chi Wing LO

Founder, DIMENSIONE CHI WING LO® and 1ness

Photo by: : Cho Youtao

The DFA World's Outstanding Chinese Designer (DFAWOCD) award recognises an established figure in the design field who has an exceptional track record for the quality and success of their work. Awardees demonstrate social consciousness and responsibility, possessing a humanitarian outlook that inspires them to create designs with a positive impact on people and the environment. The award honours a designer of Chinese heritage who has accomplished outstanding achievements in their discipline, and who is dedicated to furthering design through educational activities, participation in professional organisations, and social commitment.

Mr Chi Wing LO is a prolific designer whose works span architecture, sculpture, interior, furniture and object design. He was raised in Hong Kong and received his Master's Degree in Architecture from Harvard University, winning the Best Thesis prize. He began designing for furniture studio Giorgetti in 1994, serving as Art Director from 2004 to 2006.

In 2007, Lo was invited by the HKDC to contribute a design to commemorate the 10th anniversary of Hong Kong's handover to China. In 2009, his tower house in Athens was nominated for the Mies van der Rohe Prize in Architecture. At Foshan, Guangzhou, in 2010, he organised and chaired an international design conference addressing the need for original design in China. In 2014, Lo founded the furniture brand DIMENSIONE CHI WING LO®, made and designed in Italy under his close direction, and in 2015, he launched 1ness.

Lo's projects can be found in Milan, Athens, London, Istanbul, Yalta, Dubai, Shanghai, Beijing and Shenzhen. His sculptures are favoured by prominent international art collectors and have been presented in solo exhibitions.

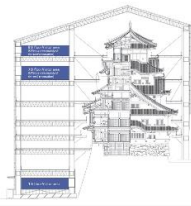
Recent DFAWOCD awardees include Arnold CHAN, Principal, Osometrix Lighting + Design Ltd. (2014); YAO Yingjia, Vice President & Chief Designer of Lenovo (2013); Anthony LO, Vice President of Exterior Design, Renault (2012); Dato' Jimmy Y K CHOO OBE, Founder and Creative Director of Jimmy Choo Couture (2011), among others.

www.wocd.dfaawards.com

Appendix 2

DFA Design for Asia Awards 2015 – Project Description

DFA Design for Asia Awards 2015 - Grand Award



Himeji Castle Restoration Project: Exhibition & Sign Design

Winning Company: NOMURA Co., Ltd. (Japan)

The Himeji Castle in Japan is a national treasure and a UNESCO World Heritage Site. Renovation work on the Castle requires compliance with the building's authenticity in design, materials, traditions and techniques.

The Himeji Castle Restoration Project took five and a half years. For the first time in its history, the Himeji Castle was transformed into a unique exhibition, with over 1.8 million tourist visits during the renovation. Visitors experienced the Castle like never before, appreciating artisans' intricate techniques and the beauty of traditional architecture. AR technology was used to make the castle come alive. Visitors can download a free App and experience the virtual revival of history.

This project fulfilled a mission to preserve intangible culture and sustain traditional craftsmanship and has generated a new experience: renovation as a work-in-progress art installation.



IN-EI ISSEY MIYAKE collection

Winning Company: Artemide (Italy)

A collaboration between Japanese fashion designer Issey Miyake and eminent lighting product manufacturer Artemide, IN-EI is a new take on the folded origami lampshade. IN-EI shades are made of a fabric derived entirely from recycled materials. They are designed using 3-D geometric principles to maintain their shape without an internal frame and can be folded flat when not in use.

IN-EI blends new technology, environmentally friendly materials and traditional crafts to create a modern lifestyle product – one which reflects the ethos of Eastern style, yet is recognisable the world over. Integrating this with the sustainability and materiality normally associated with the West was a stroke of genius that Artemide was keen to develop with Miyake and promote among its vast collection.



Lucky Iron Fish

Winning Company: Lucky Iron Fish Inc. (Cambodia)

Lucky Iron Fish is a tiny object that possesses incredible powers. It treats iron deficiency – a condition affecting 50 percent of the population in developing countries.

The mastermind behind Lucky Iron Fish is not a designer by profession, but conveys passion, persistence, research and problem-solving skills. Science graduate Christopher Charles sought to remedy anaemia in Cambodia, where conventional treatments are expensive and difficult to obtain.

The simplest solutions are often the best. Lucky Iron Fish works on the principle that iron leaches into water when heated. Boil the inexpensive fish in a pot, and the job is done. Initial trials saw a staggering two-fold reduction in anaemia.

Lucky Iron Fish is locally produced from recycled sources, contributing to the local economy. It has reached hospitals, clinics and NGOs across Cambodia, helping 89,000 people as of September 2015.



nuri WASARA

Winning Company: SIMPLICITY (Japan)

nuri WASARA by Shinichiro Ogata is a range of tableware made purely from sustainable materials derived from bamboo. Surprisingly thin and light, this specially coated bamboo paper is a naturally formed lacquerware that's fully biodegradable and compostable.

The range has an innate affinity with the essential elements of Japanese aesthetics. Its elegant, flowing forms invite touching and holding, with curves that naturally follow the gently waving forms of one's hand.

In make-up, nuri WASARA is part lacquer — a natural material made from refined tree sap — part compostable bamboo paper and part bagasse.

nuri WASARA is a lacquerware pioneer. It is ecological, lightweight yet durable, and possesses excellent water-resistance and anti-corrosive properties. It integrates traditional craftsmanship with cutting-edge techniques to create beautiful, sustainable and original tableware.



PMQ

Winning Company: PMQ Management Co. Ltd. (Hong Kong)

With an illustrious past dating back to 1862, the Police Married Headquarters (PMQ) site was envisaged as a flagship for Hong Kong's creative industries, and an opportunity to nurture a fledgling applied arts sector to become a beacon for design across Asia.

PMQ is now run as a non-profit social enterprise. Renovations began in 2012 and by mid-July 2015, it had received over a million visitors.

Delivering the project required a raft of new thinking over how to incubate and foster a dynamic environment for the exchange of creative ideas, and how to cultivate business opportunities. By nurturing Hong Kong's emerging create-preneurs and connecting them with overseas design communities, PMQ is building solid and lasting foundations from which a sustainable creative sector can flourish.



Samsung Activewash (Washing Machine : WA6700J)

Winning Company: Samsung Electronics Co., Ltd (South Korea)

The Samsung Activewash was conceived following on-the-ground research into how households in Asia do their washing. Because many families pre-treat their laundry, Samsung Activewash has been designed to carry out machine washing and pre-treatment within the same space by using a built-in sink that removes the drudgery of laundry chores.

This is the industry's first integrated washing machine solution, whereby all laundry processes are amalgamated into a single location. It takes up no more room than a standard washing machine, and better utilises the limited space often found in Asia's small apartments.

Samsung Activewash passed the 100,000 unit sales mark in the Korean market in just 20 weeks following its debut launch. It is more than just a convenient appliance – it changes our everyday habits, and all for the better.



SEIL Bag

Winning Company: Leemyungsu Design Lab (South Korea)

Over 15 million of South Korea's 50 million population cycle – and with a growing number of larger vehicles, accident statistics are running at an all-time high.

The SEIL Bag is designed to call attention to two-wheeled vehicles. Worn like a backpack, the SEIL Bag is illuminated with signals alerting other road users to movements – including left turn, right turn, stop and even pre-programmed messages such as “thank you” – via Bluetooth.

SEIL Bag designers needed to collaborate with technology and fashion consultants to ensure an ergonomic fit, find the right articulation of display signals and create the controller, secured on the handlebar or the rider's wrist.

The design has won support from government, business and crowdfunding platforms. It's a product that directly addresses the importance of cyclist communication on the road.



Sino-Ocean Taikoo Li Chengdu

Winning Company: The Oval Partnership Limited (Hong Kong)

As Chengdu transforms into a modernised city, developers must work out how to revitalise urban areas while preserving cultural identity. The Sino-Ocean Taikoo Li project at Daci Temple in Chengdu is a mixed-use development that revitalises its surroundings while rejuvenating the local community.

An understanding of corporate social responsibility, local customs and the urban fabric were essential to the project. It retained ancient streets, restored six historic building courtyards and built 30 traditional low-rise houses in local Sichuan style.

The juxtaposition of old and new at the development creates an inspiring alternative to conventional covered malls. Taikoo Li represents a new form of urban development and has engendered a different perspective towards urban renewal and public space that considers diversity and openness as the mode of the future city.



The Voice Donor

Winning Company: Publicis Guangzhou
(Mainland China)

The Voice Donor began when its designers asked themselves how they could leverage WeChat and its 600 million users to benefit society in the most positive way.

They invited WeChat users to read a one-minute long passage of text which could be used to construct audio books. The Voice Donor connects users and blind readers, transforming voice messages into audio stories through the WeChat App built-in platform.

The Voice Donor is notable for its ingenuity, intelligence and considered design. It exploits technology while creating an innovative and worthwhile solution, providing much needed services and an enhanced civic sense of social responsibility and accomplishment. So far, 112 voice books have been completed and the library continues to grow.



Yellow Carpet

Winning Company: International Child Rights
Center (South Korea)

Road safety and care of pedestrians has become an issue of critical relevance worldwide. Korea is no different, and despite decades of highway regulations and transport policies, statistics show that over 40 percent of accidents involving children are caused by vehicles.

Yellow Carpet works on the simple notion that an enlarged area of yellow adjacent to a road crossing both entices children to it and helps drivers to see them. The Yellow Carpet is distinctive from its surroundings and at night, illuminated via an infrared solar lamp when a pedestrian approaches the area.

This project is a significant response to South Korea's call for innovation, social enterprise and a more people-centric economy. When lives are at stake, the simple yet powerful Yellow Carpet demonstrates how design has the capacity to solve community problems.

DFA Design for Asia Awards 2015 - Culture Award



Tea Party II <in the mix>

Winning Company: Aurlia Corporation (Taiwan)

Tea Party II revitalises tea culture with a modern perspective on boiling up a brew. The project incorporates art forms – including floristry, music, drama, graphics and industrial design – to break the stereotypes associated with classic tea ceremonies and speak to a younger audience.

It is a cross-disciplinary performance and a modern interpretation of Asian traditional tea art; one that creates a new image of and perspective regarding tea drinking while passing on the respectful tradition of tea culture.

Project organisers have used modern mixology ideas to create brand new tea experiences fusing old and new and mixing East and West. Infusing traditional tea culture with a modern vibe, the team share videos and diaries on Facebook, making their tea stories more accessible and reaching a wider audience.

DFA Design for Asia Awards 2015 – Sustainability Award



RE;CODE

Winning Company: KOLON Industries FnC Organization (South Korea)

RE;CODE is an up-cycling brand that provides a new lease on life to discarded products. The Korean company seeks and responds to a vision of the future through fashion.

The process of up-cycling by RE;CODE is remarkably creative. Ready-made clothing is selected and dismantled before being re-designed and assembled in a new, exclusive style. Each piece is bespoke and unique, targeting a brand audience of individualists with a social conscience.

RE;CODE gives opportunities to young designers and develops partnerships with marginalised members of the community locally and abroad, demonstrating its message around the world that newness doesn't have to be wasteful. RE;CODE's methods definitely do not follow fashion conventions; but as the company's strap line states: 'this is not just fashion'.

DFA Design for Asia Awards 2015 – Technology Award



Sketch Aquarium

Winning Company: teamLab (Japan)

With Sketch Aquarium, teamLab is once again bringing art and technology to life. Sketch Aquarium is a wall-to-wall virtual aquarium populated by undersea creatures drawn by the children who visit. Their pictures are scanned as projections and converted into active marine life.

The ScanSnap technology produces a uniform, clearly defined image. When used in conjunction with the Aquarium display, the images are captured and 'dropped' into the screen, giving the young participants the impression that they are releasing their drawings into the wild.

Sketch Aquarium encourages connections and introduces the concept of collaboration through co-creation. It's a balance between art, science, technology and creativity that teaches children to explore their own efforts through making and crafting.

Appendix 3

DFA Design for Asia Awards 2015 – Awardee list

Grand / Culture / Sustainability / Technology Award			
Award	Winning Project	Winning Company	Country / Region
Grand Award	Himeji Castle Restoration Project: Exhibition & Sign Design	NOMURA Co., Ltd.	Japan
	IN-EI ISSEY MIYAKE collection	Artemide	Italy
	Lucky Iron Fish	Lucky Iron Fish Inc.	Cambodia
	nuri WASARA	SIMPLICITY	Japan
	PMQ	PMQ Management Co. Ltd.	Hong Kong
	Samsung Activewash (Washing Machine : WA6700J)	Samsung Electronics Co., Ltd	South Korea
	SEIL Bag	Leemyungsu Design Lab	South Korea
	Sino-Ocean Taikoo Li Chengdu	The Oval Partnership Limited	Hong Kong
	The Voice Donor	Publicis Guangzhou	Mainland China
	Yellow Carpet	International Child Rights Center	South Korea
Culture Award	Tea Party II <in the mix>	Aurlia Corporation	Taiwan
Sustainability Award	RE;CODE	KOLON Industries FnC Organization	South Korea
Technology Award	Sketch Aquarium	teamLab	Japan

Finalist			
Award	Winning Project	Winning Company	Country / Region
Grand Award Finalist	Andaz Tokyo Toranomon Hills	Andaz Tokyo Toranomon Hills	Japan
	Apple Watch	Apple Inc.	United States
	China Airlines 777 NexGen Cabin	Ray Chen International	Taiwan
	COMMON GROUND	KOLON Industries FnC Organization	South Korea
	iD Town	O-office Architects	Mainland China
	Muzium Sultan Abu Bakar	William Harald-Wong & Associates Sdn Bhd	Malaysia
	OEKAKI50	Aisin Seiki Co., Ltd.	Japan
	OLYMPUS AIR A01	Olympus Corporation	Japan
	Subway Map for The Color-Blind	NAVER Corp.	South Korea
	The Eslite Spectrum Songyan Store & Eslite Hotel	The Eslite Spectrum Corporation	Taiwan
	The Hayashi Department Store	Koche Development Co.,Ltd.	Taiwan
	The Interlace	Büro Ole Scheeren	Mainland China
Culture Award Finalist	Dance by Music of Dunhuang	Liangzai Design	Mainland China
Sustainability Award Finalist	Jigsaw Design Bag	Ecoinblank	South Korea

Category Award - Gold			
Category / Sub-category	Winning Project	Winning Company	Country / Region
Apparel and Accessory Design - Fashion Accessories	INS Series	Takasugi Shogo Design Office	Japan
Apparel and Accessory Design - Fashion Accessories	Jigsaw Design Bag	Ecoinblank	South Korea
Communication Design - Identity and Branding	Muzium Sultan Abu Bakar	William Harald-Wong & Associates Sdn Bhd	Malaysia
Communication Design - New Media	Sketch Aquarium	teamLab	Japan
Communication Design - Packaging	YUN SHU CHUN - Listen to the Tree	Shenzhen Lajiao Design	Mainland China
Communication Design - Publications	Dance by Music of Dunhuang	Liangzai Design	Mainland China
Communication Design - Posters and Promotional Materials	Seen. Smog	Chen Chun-Wei	Taiwan
Environmental Design - Home and Residential Spaces	The Interlace	Büro Ole Scheeren	Mainland China
Environmental Design - Commercial Spaces	Sino-Ocean Taikoo Li Chengdu	The Oval Partnership Limited	Hong Kong
Environmental Design - Culture, Public and Exhibition Spaces	Himeji Castle Restoration Project: Exhibition & Sign Design	NOMURA Co., Ltd.	Japan
Product and Industrial Design - Household Appliances	Essence New Collection	Grohe AG	Germany
Product and Industrial Design - Homeware	KINOWA BEAM	NOSIGNER	Japan
Product and Industrial Design - Professional and Commercial Products	i.Dummy Part II Leggs	Winswin Limited	Hong Kong
Product and Industrial Design - Computers and Communications Products	Apple Watch	Apple Inc.	United States
Product and Industrial Design - Computers and Communications Products	OLYMPUS AIR A01	Olympus Corporation	Japan

Category Award - Silver			
Category / Sub-category	Winning Project	Winning Company	Country / Region
Apparel and Accessory Design - Everyday Apparel	LULUCHEUNG SS2015 Cosmos Collection	Rolls Group Ltd	Hong Kong
Apparel and Accessory Design - Functional Apparel	Paulo Pilipe Eyewear	EyeConcept Limited	Hong Kong
Apparel and Accessory Design - Fashion Accessories	CAN-WATCH Series	Alchemist Creations Co. Ltd.	Hong Kong
Communication Design - Identity and Branding	Neighbour Program	HALFNOT indesign	Indonesia
Communication Design - Identity and Branding	Shiro Ao	upsetters inc.	Japan
Communication Design - New Media	DECADE	gardens&co., Noiseless Design, I for Interactive, Warm Paper Design	Hong Kong
Communication Design - Packaging	Circle	Nordic Bros. Design Community / NBDC	South Korea
Communication Design - Packaging	YUN SHU CHUN - See the Mountain	Shenzhen Lajiao Design	Mainland China
Communication Design - Publications	Forgotten Sea—Straddling Art Notes	Hanqingtang Design Co., Ltd.	Mainland China
Communication Design - Publications	Pass Thru Fire	Hanqingtang Design Co., Ltd.	Mainland China

Communication Design - Posters and Promotional Materials	Motorcycle Snaking Would Cause Death	Ken-tsai Lee Design Lab/Taiwan Tech	Taiwan
Communication Design - Posters and Promotional Materials	Scent of Books: The 8th National Exhibition of Book Design in Nanjing China	Hanqingtang Design Co., Ltd.	Mainland China
Environmental Design - Home and Residential Spaces	Shawl House	y+M design office Co.	Japan
Environmental Design - Commercial Spaces	aeru meguro	NOSIGNER	Japan
Environmental Design - Culture, Public and Exhibition Spaces	CREATIVE©ITIES	BLACK	Singapore
Environmental Design - Culture, Public and Exhibition Spaces	Farming Kindergarten	Vo Trong Nghia Architects	Vietnam
Environmental Design - Culture, Public and Exhibition Spaces	Hakusui Nursery School	Yamazaki Kentaro Design Workshop Co., Ltd.	Japan
Environmental Design - Culture, Public and Exhibition Spaces	Scroll Hut	EP3, Musashino University	Japan
Product and Industrial Design - Household Appliances	Haiku 84 Polished Aluminum Ceiling Fan	Big Ass Fans	United States
Product and Industrial Design - Household Appliances	Kohler Veil Intelligent Toilet	Kohler Asia Pacific Limited	Hong Kong
Product and Industrial Design - Homeware	Hipster Foldable Lamp Shades	Boris Design Studio Ltd	Hong Kong
Product and Industrial Design - Professional and Commercial Products	FDR D-EVO II Series	FUJIFILM Corporation	Japan
Product and Industrial Design - Professional and Commercial Products	V1 Team	O-TA Precision Industry Co., Ltd.	Taiwan
Product and Industrial Design - Computers and Communications Products	MacBook	Apple Inc.	United States
Product and Industrial Design - Computers and Communications Products	Yoga Tablet II Pro	Lenovo (Beijing) Ltd	Mainland China
Product and Industrial Design - Computers and Communications Products	ZIKTO Walk	ZIKTO	South Korea
Product and Industrial Design - Leisure and Entertainment Products	Smart Horn	Starlite Printers (Shenzhen) Co., Ltd.	Mainland China

Category Award - Bronze			
Category / Sub-category	Winning Project	Winning Company	Country / Region
Apparel and Accessory Design - Everyday Apparel	Canton Silk Project	Creatique Studio Ltd.	Hong Kong
Apparel and Accessory Design - Fashion Accessories	Pháin Backpack	Ideoso Design Inc.	Taiwan
Communication Design - Identity and Branding	2014 Project Reform Connect Event Vision Design	NOVA BRAND	Mainland China
Communication Design - Identity and Branding	CU CHA DAN FAN	LIN SHAOBIN DESIGN	Mainland China
Communication Design - Identity and Branding	TEFO Conference 2015 on Drama Education	TGIF	Hong Kong
Communication Design - New Media	Forbidden City Xiangrui	Moujiti (Beijing) Media Technology Co. Ltd	Mainland China
Communication Design - Packaging	Four Virtues	DOOSUNG PAPER	South Korea
Communication Design - Packaging	Gauze of Menpu Masda	Peace Graphics	Japan
Communication Design - Packaging	Innovative Precious Tea Can	Contact Design Limited	Hong Kong
Communication Design - Packaging	NISHIKIGOI	BULLET inc.	Japan

Communication Design - Packaging	OIMU MATCHBOX	OIMU	South Korea
Communication Design - Packaging	YAWAIRO UIRO	J Inc. + ENJIN Inc.	Japan
Communication Design - Publications	Kyunghyang Article	Kyunghyang Art	South Korea
Communication Design - Publications	What's Next 30x30 Conversation / What's Next 30x30 Exhibition	84000 Communications Ltd	Hong Kong
Communication Design - Publications	YUPO 2016 Arc Calendar	good morning inc.	Japan
Communication Design - Posters and Promotional Materials	Always Have a Book in Hand: Graphics Design Exhibition of Zhao Qing	Hanqingtang Design Co., Ltd.	Mainland China
Communication Design - Posters and Promotional Materials	BASF Global Trend Book – RAW	BASF Coatings Division	Germany
Communication Design - Posters and Promotional Materials	Dyson Ball	Eight Partnership Ltd	Hong Kong
Communication Design - Posters and Promotional Materials	TWO MEN SHOW / Stanley Wong x another mountainman / ginza graphic gallery	84000 Communications Ltd	Hong Kong
Communication Design - Typography	Korable Block	Alliedoperations	South Korea
Environmental Design - Home and Residential Spaces	Ephemeral House	NAAD	Japan
Environmental Design - Home and Residential Spaces	Hong Kong Public Housing	PplusP Designers Ltd.	Hong Kong
Environmental Design - Home and Residential Spaces	Mountain House	KINO architects	Japan
Environmental Design - Commercial Spaces	Fangsuo Bookstore in Chengdu	Chu Chih-Kang Space Design Co., Ltd	Mainland China
Environmental Design - Commercial Spaces	Hyundai Motorstudio	Suh Architects	South Korea
Environmental Design - Commercial Spaces	Nagasawa Dental Clinic	TYRANT Inc.	Japan
Environmental Design - Commercial Spaces	Netcafe&Capsule Booth	fan Inc.	Japan
Environmental Design - Commercial Spaces	Xi'an Jiaotong-Liverpool University Administration Information Building, Suzhou, China	Aedas	Hong Kong
Environmental Design - Culture, Public and Exhibition Spaces	A Lonely Artist Gazing through Bustling Life - Edgar Degas	FREEiMAGE Design CO LTD	Taiwan
Environmental Design - Culture, Public and Exhibition Spaces	Kaleidome	LAAB	Hong Kong
Environmental Design - Culture, Public and Exhibition Spaces	Sayanomoto Clinic	Yamazaki Kentaro Design Workshop	Japan
Environmental Design - Culture, Public and Exhibition Spaces	Xihe Cereals and Oils Museum and Villagers' Activity Center	China Central Academy of Fine Arts	Mainland China
Environmental Design - Culture, Public and Exhibition Spaces	Yutaka Kindergarten	SUGAWARADAISUKE	Japan
Product and Industrial Design - Household Appliances	Relit LSX-170, LSX-70	Yamaha Corporation	Japan
Product and Industrial Design - Household Appliances	Ryobi Hybrid Lawnmower	Techtronic Product Development	Hong Kong
Product and Industrial Design - Homeware	MU cutlery set, design Toyo Ito , 2013	Alessi s.p.a.	Italy
Product and Industrial Design - Homeware	PITTA MASK	ARAX Co., Ltd.	Japan
Product and Industrial Design - Professional and Commercial Products	EF 11-24mm f/4L USM	Canon Inc.	Japan
Product and Industrial Design - Professional and Commercial Products	Lattice Screens with Auspicious Omens Motifs	TANIHATA Co., Ltd.	Japan

Product and Industrial Design - Professional and Commercial Products	THE SECOND AID	NOSIGNER	Japan
Product and Industrial Design - Computers and Communications Products	FUJIFILM X100T	FUJIFILM Corporation	Japan
Product and Industrial Design - Computers and Communications Products	iPhone 6	Apple Inc.	United States
Product and Industrial Design - Computers and Communications Products	iPhone 6 Plus	Apple Inc.	United States
Product and Industrial Design - Computers and Communications Products	Nikon1 J5	Nikon Corporation	Japan
Product and Industrial Design - Computers and Communications Products	Ring ZERO	Logbar Inc.	Japan
Product and Industrial Design - Leisure and Entertainment Products	Foream X1	Foream Network Technology Co, Ltd.	Mainland China
Product and Industrial Design - Leisure and Entertainment Products	Lite Cot	Helinox Inc.	South Korea

Category Award - Merit			
Category / Sub-category	Winning Project	Winning Company	Country / Region
Apparel and Accessory Design - Everyday Apparel	Another Part of World	LAZY HOUSE – FAVE by Kenny Li	Hong Kong
Apparel and Accessory Design - Fashion Accessories	Born Again: the nanugi X Alkenz	Daegu Gyeongbuk Design Center	South Korea
Apparel and Accessory Design - Fashion Accessories	Jewellery Design (Flowing Mist)	KMC Design	Hong Kong
Apparel and Accessory Design - Fashion Accessories	No Stitch No Thread	Paragon Design Limited	Hong Kong
Communication Design - Identity and Branding	Japan's South Izu Tourism Project	Peace Graphics	Japan
Communication Design - Identity and Branding	National Gallery Singapore	Asylum Creative	Singapore
Communication Design - Identity and Branding	ShiTang, Vanke Pavilion for Expo Milano 2015	Han Jiaying Design & Associates Co. Ltd	Mainland China
Communication Design - Identity and Branding	Zentrogene - Preventative Medical Service Branding	Chill Creative Company Ltd.	Hong Kong
Communication Design - New Media	The Midnight After	Ignite Creation	Hong Kong
Communication Design - Packaging	LISSAGE MEN	SAMURAI INC.	Japan
Communication Design - Packaging	New Year's Dinner of Sheep Year	Hangzhou Dongyun Advertising Design Co., Ltd.	Mainland China
Communication Design - Publications	CUTOUT Magazine	Tsubaki Studio	Malaysia
Communication Design - Publications	Design 360° - Concept and Design Magazine N.49-54	Milkxhake	Hong Kong
Communication Design - Publications	YI SHENG ER	L-A-B DESIGN	Mainland China
Communication Design - Posters and Promotional Materials	2014 The 1st HK-SZ Design Biennale	Han Jiaying Design & Associates Co. Ltd	Mainland China
Communication Design - Posters and Promotional Materials	Poetry Calligraphy Painting Magazine's First Annual Exhibition "Male · Female"	Hanqingtang Design Co., Ltd.	Mainland China
Communication Design - Posters and Promotional Materials	Texture X Paper: A Creative Paper Size Chart	Department of Visual Communication Design College of Creative Media, Kun Shan University	Taiwan

Communication Design - Posters and Promotional Materials	Zero Start: Creative Book Jackets for Notebooks	Department of Visual Communication Design College of Creative Media, Kun Shan University	Taiwan
Communication Design - Typography	Audi Design Challenge 2014	S/O project	South Korea
Communication Design - Typography	RITSUMEIKAN SHINPU	Daiko Advertising Inc.	Japan
Environmental Design - Home and Residential Spaces	Akasaka Brick Residence	KINO architects	Japan
Environmental Design - Home and Residential Spaces	Indefinite	Wen Sheng Lee Architects & Planners	Taiwan
Environmental Design - Home and Residential Spaces	Overview / Scene	DESIGN APARTMENT	Taiwan
Environmental Design - Home and Residential Spaces	Terrace House	Formwerkz Architects	Singapore
Environmental Design - Home and Residential Spaces	YuHo Apartment	Ida&Billy Architects	Hong Kong
Environmental Design - Commercial Spaces	Farm Direct	PplusP Designers Ltd.	Hong Kong
Environmental Design - Commercial Spaces	Japanese Traditional Doll Shop HARA KOUSHU	supermaniac inc.	Japan
Environmental Design - Commercial Spaces	Little Catch	Linehouse	Mainland China
Environmental Design - Commercial Spaces	The Alchemist	Atelier E Limited	Hong Kong
Environmental Design - Hospitality and Leisure Spaces	ANA Crowne Plaza Hiroshima Chapel	NIKKEN SPACE DESIGN LTD	Japan
Environmental Design - Hospitality and Leisure Spaces	Exploded	One Plus Partnership (Hong Kong) Limited	Hong Kong
Environmental Design - Hospitality and Leisure Spaces	Luminary	One Plus Partnership (Hong Kong) Limited	Hong Kong
Environmental Design - Hospitality and Leisure Spaces	Re-materializing the Abandoned	UPSOP	Hong Kong
Environmental Design - Hospitality and Leisure Spaces	SMALL HOUSE BIG DOOR HOTEL	SMALL HOUSE BIG DOOR	South Korea
Environmental Design - Hospitality and Leisure Spaces	St.Voile Chapel	KASAHARA DESIGN WORK Co., Ltd.	Japan
Environmental Design - Culture, Public and Exhibition Spaces	Ephemera	ESKYIU	Hong Kong
Environmental Design - Culture, Public and Exhibition Spaces	Giving Warmth to the Building Skin-The World of Gio Ponti, Father of Modern Italian Design	TORAFU ARCHITECTS	Japan
Environmental Design - Culture, Public and Exhibition Spaces	Kaohsiung Public Library	Ricky Liu & Associates Architects + Planners	Taiwan
Environmental Design - Culture, Public and Exhibition Spaces	Luo Fu Shan Shui Museum	ADARC Associates Limited	Hong Kong
Environmental Design - Culture, Public and Exhibition Spaces	ON OFF Plus	Inspiration Group	Mainland China
Environmental Design - Culture, Public and Exhibition Spaces	Osaka International Peace Center	NOMURA Co., Ltd.	Japan
Environmental Design - Culture, Public and Exhibition Spaces	POLY JEWELS	Taolei (Beijing) Architectural Design Co.,Ltd	Mainland China
Environmental Design - Culture, Public and Exhibition Spaces	Revitalization Scheme – YHA Mei Ho House Youth Hostel	AD+RG Architecture Design and Research Group Ltd.	Hong Kong
Environmental Design - Culture, Public and Exhibition Spaces	SAIAN Tea ceremony room	Hashiguchi Architect & Associates	Japan
Environmental Design - Culture, Public and Exhibition Spaces	Salome	NAKAMURA KAZUNOBU DESIGN-WORKS	Japan

Environmental Design - Culture, Public and Exhibition Spaces	Singapore University of Technology and Design - Sports Facilities	LOOK Architects Pte Ltd	Singapore
Environmental Design - Culture, Public and Exhibition Spaces	Soma City Home-for-All	Klein Dytham architecture / Toyo Ito Architects & Associates	Japan
Environmental Design - Culture, Public and Exhibition Spaces	Takenaka Carpentry Tools Museum	NOMURA Co., Ltd.	Japan
Environmental Design - Culture, Public and Exhibition Spaces	The Curious Horns	HIR X Sabah Ashiq X Po	Hong Kong
Environmental Design - Culture, Public and Exhibition Spaces	THE ROOF	Ida&Billy Architects	Hong Kong
Product and Industrial Design - Household Appliances	Essence Ceiling Fan	Big Ass Fans	United States
Product and Industrial Design - Household Appliances	Eurodisc Joy Collection	Grohe AG	Germany
Product and Industrial Design - Homeware	Bicorne	KoDesignLab.	Japan
Product and Industrial Design - Homeware	HANGER	Cool Enough Studio	South Korea
Product and Industrial Design - Professional and Commercial Products	Cine lens ZK12x25	FUJIFILM Corporation	Japan
Product and Industrial Design - Professional and Commercial Products	E-Guide Navigation Assistance for Visually Impaired	L.I.M. Design Work Ltd.	Hong Kong
Product and Industrial Design - Professional and Commercial Products	Pocketlight	O'SUN	Hong Kong
Product and Industrial Design - Professional and Commercial Products	RYOBI 36V Brushless Gardening Tool Set	Techtronic Product Development	Hong Kong
Product and Industrial Design - Professional and Commercial Products	SUA	Ainz design	South Korea
Product and Industrial Design - Computers and Communications Products	COGITO FIT	CONNECTEDEVICE Ltd	Hong Kong
Product and Industrial Design - Computers and Communications Products	EOS M3	Canon Inc.	Japan
Product and Industrial Design - Computers and Communications Products	FUJIFILM X30	FUJIFILM Corporation	Japan
Product and Industrial Design - Computers and Communications Products	Lenovo P500 Wireless Speaker	Lenovo (Beijing) Ltd.	Mainland China
Product and Industrial Design - Computers and Communications Products	M.ZUIKO DIGITAL ED 40-150mm F2.8 PRO	Olympus Corporation	Japan
Product and Industrial Design - Computers and Communications Products	OLYMPUS OM-D E-M5 Mark II	Olympus Corporation	Japan
Product and Industrial Design - Computers and Communications Products	Smartisan T1	Smartisan Technology Co., Ltd.	Mainland China
Product and Industrial Design - Computers and Communications Products	Wireless Laser Touch Mouse	Shenzhen Rapoo Technology Co. Ltd.	Mainland China
Product and Industrial Design - Leisure and Entertainment Products	Bluetooth Noise-Canceling NFC Headset	Shenzhen Rapoo Technology Co., Ltd.	Mainland China
Product and Industrial Design - Leisure and Entertainment Products	Xplorer V	Shenzhen zero-tech UAV Limited	Mainland China

Appendix 4

DFA Hong Kong Young Design Talent Award 2015 – Awardee List

CreateSmart Young Design Talent Award



Calvin King Hei CHAN

Apparel and Accessory Design

Fashion Designer. Graduate of the Hong Kong Design Institute. Founder of The World Is Your Oyster.

Calvin thinks that design means a breakthrough from what we have now. It should benefit people.



Kay Tsz Fung KWOK

Apparel and Accessory Design

Fashion Designer. Graduate of the London College of Fashion. Creative Director of Kay Kwok Fashion.

The process of design is tough, but to Kay, fashion design is a challenge more than an obstacle.

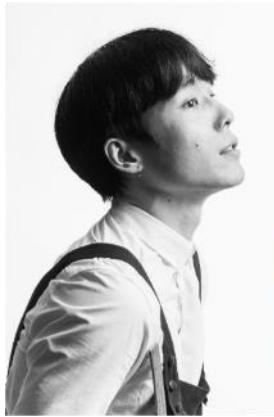


Ricky Wai Kit LAI

Communication Design

Multi-media Designer and Artist, and Curator. Graduate of Central Saint Martins, London. Creative Director of Open Quote Concept Store.

To Ricky, design is about each decision made after a careful and mature deliberation. It's a process to communicate with one's own soul.



Dio Tik Wan LAU
Communication Design

Visual Communication Designer and Visual Artist. Graduate of the University of the Arts London.

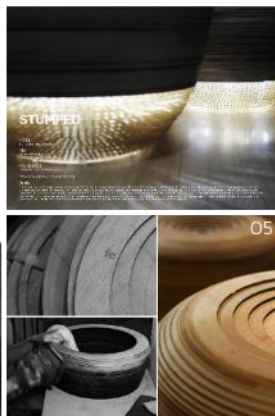
Dio is a designer committed to art and culture, merging high art, sub-culture and graphic design in his work.



Edmond Chak Yuen WONG
Environmental Design

Architect and Product Designer. Graduate of The Chinese University of Hong Kong. Director of Edmond Wong Studio. Founder and Chief Designer of ITUM.

To Edmond, design is a way of thinking and making, like cooking. They are about how to create new experiences in new ways by using existing resources.



Jonathan Man Fung YU
Environmental Design

Architectural Designer. Graduate of The University of British Columbia and The University of Hong Kong.

Jonathan believes if architects have a holistic approach to shaping the environment, the influence on society will be lasting.

CreateSmart Young Design Talent Special Award



Connie Kong Wai LEE

Product and Industrial Design

Product and Industrial Designer. Graduate of the Design Academy Eindhoven. Director of Contact Design Limited and The Contact Store Limited.

Connie thinks that designers should act as a connector: to collaborate, to co-design, and to link intangible technology with day-to-day lifestyle experiences.



Cyril Yik Ching LEE

Product and Industrial Design

Product and Industrial Designer. Recent graduate of the Hong Kong Design Institute.

To Cyril, addressing social change is essential for design to have real value.



Comma Man Wai LEUNG

Communication Design

Visual Communication Designer. Recent graduate of The Hong Kong Polytechnic University. Founder of Mosi Mosi.

Comma's aim is to identify marginal groups in society and customise design products according to their specific needs.

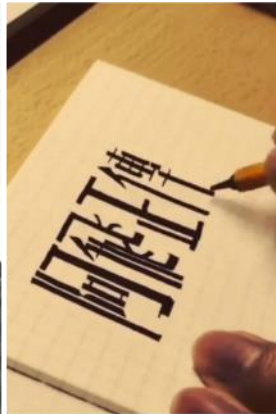


Emily TANG

Product and Industrial Design

Product and Industrial Designer. Recent graduate of The Hong Kong Polytechnic University.

Emily specialises in the medical field, designing solutions that can increase patients' standard of living, physically and psychologically.



Westley Chun Yat WONG

Communication Design

Advertising Designer. Recent graduate of The Hong Kong Polytechnic University.

Westley thinks that developing a sense of mutual respect and trust between clients and designers is what he sees as a catalyst for good design.



Eddie Yui Chung WONG

Communication Design

Visual Communication Designer. Graduate of The Hong Kong Polytechnic University.

Eddie thinks that design should be pure and natural in a sense that it carries aesthetic and intellectual thinking without affectation.

HKDI Young Design Talent Award



Darren Che Fung TSANG

Apparel and Accessory Design

Fashion Designer. Recent graduate of the Hong Kong Design Institute.

Darren's designs focus on chic evening gowns, a type of dress he thinks best highlights a woman's curved silhouette.

PolyU School of Design Young Design Talent Award



Chun Yin LAM

Communication Design

Digital Media Designer. Recent graduate of The Hong Kong Polytechnic University.

Yin believes that the combination of visual motions and audio is the best way to express himself and to touch our souls.

Young Design Talent Special Mention Award



Michelle LIN

Apparel and Accessory Design

Fashion Designer. Recent graduate of the Hong Kong Design Institute.

Michelle observes that there is a trend of unisex fashion and is envisioning her contribution in high-end menswear.



Nicholas Jin Kai TSAO

Environmental Design

Architectural Designer. Recent graduate of The Chinese University of Hong Kong.

Nicholas realises that the creation of great public spaces involves far more than design.



Anson Ting Fung WONG

Environmental Design

Landscape Architectural Designer. Recent graduate of The University of Hong Kong.

To Anson, the small observation can be an inspiration and inform larger design strategies.