

**Press Release**  
Immediate Release

## **DFA Awards Presentation Ceremony 2015 Completed in Applause**

(HONG KONG, 8 December 2015) Organised by the Hong Kong Design Centre (HKDC), separate occasions of the DFA Awards presentation ceremony was successfully held on two days last week. On 2 December at PMQ, awardees of the **DFA Design for Asia Awards** and of **DFA Hong Kong Young Design Talent Award** (DFAHKYDTA) were congratulated by Mrs **Janet CHU**, guest of honour and Assistant Head of Create Hong Kong, Mr **Eric YIM**, Vice Chairman, Board of Directors, HKDC and international design leaders including Ms **Benedetta TAGLIABUE**, Mr **Jorge PENSI**, Ms **Chelsia LAU**, just to name a few.

On 4 December, at the Hong Kong Convention and Exhibition Centre, Ms Susie HO, guest of honour and Permanent Secretary for Commerce and Economic Development (Communications and Creative Industries), the Government of the HKSAR, presented three highest accolades: **DFA Lifetime Achievement Award** (DFALAA) to Mr **Pinky LAI**, **DFA Design Leadership Award** (DFADLA) to Mr **Taha BOUQBIB**, and **DFA World's Outstanding Chinese Designer** (DFAWOCD) to Mr **Chi Wing LO**. The award presentation was witnessed by industry leaders, political and business celebrities from around the world at the Gala Dinner of **Business of Design Week** (BODW).

“**The DFA Awards** is not just an annual design event for Asia – it has evolved into an influential discussion platform for Asia and international designers alike. Together, we can create world-changing design in Asia and for Asia, yet also for all,” said Freeman Lau, Vice Chairman of HKDC's Board of Directors.

Organised by HKDC, with Create Hong Kong of the HKSAR Government as major sponsor, the DFA Awards underpins the role of designers in society and celebrates design leadership and exemplary design in Asia since its launch in 2003. This prestigious accolade also testifies to the rising force of emerging designers in Hong Kong. Through five major award programmes DFALAA, DFADLA, DFAWOCD, DFA Design for Asia Awards, DFAHKYDTA, the DFA Awards has grown in international influence throughout Asia.

### **DFA Design for Asia Awards 2015**

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 Awards and Merit are presented to winners in each category.

In 2015, 765 entries were received from 24 countries or regions in Asia and beyond. This year, the judging panel consists of 20 world-renowned design professionals from different corners of the world. A total of 186 awardees were honoured for their design excellence this year, including 10 Grand Awards, one Culture Award, one Sustainability Award, one Technology Award, 15 Finalists, 15 Gold Awards, 27 Silver Awards, 47 Bronze Awards and 69 Merits. Ms Benedetta TAGLIABUE – Co-founder & CEO, Miralles Tagliabue EMBT and Founder & CEO, Enric Miralles Foundation conferred the DFA Design for Asia Awards 2015 – Grand Awards at the Presentation Ceremony on 2 December upon the recipients in recognition of their outstanding design accomplishments. Some of the award winners are also invited to speak at the Business of Design Week.

### **DFA Hong Kong Young Design Talent Award 2015**

Established in 2005, the DFA Hong Kong Young Design Talent Award (DFA HKYDTA) aims to nurture up-and-coming design practitioners and design graduates aged 35 or below, and provides a financial support for their work attachment or study overseas. This important platform 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.

An overwhelming 218 entries were received this year, the highest number since the DFAHKYDTA began. Among them, 17 young talents will be awarded with 14 receiving a financial sponsorship up to HK\$5,000,000 in total. The Award this year comprises the CreateSmart Young Design Talent Award (six awardees) and CreateSmart Young Design Talent Special Award (six awardees), with each awardee entitling a sponsorship of up to HK\$500,000 or HK\$250,000 respectively. Sponsored by Hong Kong Design Institute and School of Design, Hong Kong Polytechnic University respectively, the HKDI Young Design Talent Award, as well as the PolyU School of Design Young Design Talent Award offer a financial sponsorship worth up to HK\$250,000 each. Three candidates will receive the Young Design Talent Special Mention Award recognising their achievements.

### **DFA Lifetime Achievement Award, DFA Design Leadership Award and the DFA World's Outstanding Chinese Designer**

At the BODW Gala Dinner on 4 December, the DFA Lifetime Achievement Award (DFALAA), DFA Design Leadership Award (DFADLA) and the DFA World's Outstanding Chinese Designer (DFAWOCD) were presented to winners by the Guest of Honour, Ms Susie HO, Permanent Secretary for Commerce and Economic Development (Communications and Creative Industries), the Government of the HKSAR.

This year, the DFA Lifetime Achievement Award (DFALAA) went to award-winning automotive designer Mr **Pinky LAI**. Widely known as the first Chinese designer in the car design profession, Lai was formerly Chief Designer with Porsche A.G. and is the Founder and Design Director of the Brainchild Design Group and Brainchild Design Consultants, Ltd. Lai's groundbreaking work in auto design spans four impressive decades and was recently the subject of a sketch exhibition at the Venice Biennale 2015.

The DFA Design Leadership Award (DFADLA) was conferred onto global business leader Mr **Taha BOUQDIB**, President, CEO and Co-Founder of TWG Tea. In creating one of the fastest growing luxury tea brands in the world, Bouqdib strategically positioned TWG Tea as a luxury lifestyle concept and set up headquarters in Singapore to conduct business with plantations across Asia. Today, TWG Tea incorporates retail outlets, tea rooms and an international distribution network in 40 countries around the world.

Mr **Chi Wing LO**, founder of furniture studio DIMENSIONE CHI WING LO® and design studio 1ness, was named the DFA World's Outstanding Chinese Designer (DFAWOCD). With works spanning architecture, sculpture, interior, furniture and object design, Lo's prolific design work has been recognised in and beyond the eminent circle of contemporary Italian designs, by his evocativeness in thought, gracefulness in form and meticulousness in every detail.

### **DFA Awards Exhibition 2015**

The DFA Awards Exhibition, a part of the InnoDesignTech Expo, was held from 3 to 5 December. The winning projects of the DFA Design for Asia Awards, as well as the portfolios of DFA Lifetime Achievement Award, DFA Design Leadership Award, DFA World's Outstanding Chinese Designer and DFA Hong Kong Young Design Talent Award were showcased at this exhibition.

### **The Awards Publication: Design for Asia – DFA Awards 2015**

This Awards Publication celebrates the 2015 DFA Awards winning entries and their design teams. The international panel of judges from Hong Kong, Mainland China, Taiwan, Japan, India, Malaysia, Australia, Serbia, The Netherlands, Germany, the United Kingdom and the United States also discuss the role of design in their regions and share their views on the future of 'Design for Asia' – the trends and the values it pursues.

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### **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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**Photo Captions:**

**For downloads of winner list and high resolution photos, please visit:**

**[http://www.hkdc.hk/download/awards/DFA2015\\_post\\_event\\_photos&list\(Eng\).zip](http://www.hkdc.hk/download/awards/DFA2015_post_event_photos&list(Eng).zip)**

**DFA Awards Presentation Ceremony (2 Dec 2015; PMQ)**

	<p>Mr David LO, Chairman of Hong Kong Designers Association (right), confers the DFA Design for Asia Awards – Communication Design Category upon the representative of Gold Award winner – Sketch Aquarium.</p> <p><i>DFA Awards_01.jpg</i></p>
	<p>Mr Jorge PENSI, Architect and Designer of JORGE PENSI DESIGN STUDIO (right), confers the DFA Design for Asia Awards – Product and Industrial Design Category upon the representative of Gold Award winner – KINOWA BEAM.</p> <p><i>DFA Awards_02.jpg</i></p>
	<p>Mr Anthony CHAN, Chairman of Hong Kong Interior Design Association (left), confers the DFA Design for Asia Awards – Environmental Design Category upon the representative of Gold Award winner – Sino-Ocean Taikoo Li Chengdu.</p> <p><i>DFA Awards_03.jpg</i></p>
	<p>Mr Walter MA, Vice-Chairman of Hong Kong Fashion Designers Association (left) confers the DFA Design for Asia Awards – Apparel and Accessory Design Category upon the representatives of Gold Award winner – Jigsaw Design Bag.</p> <p><i>DFA Awards_04.jpg</i></p>



Representatives Grand Award winner - Yellow Carpet sing a song to spread message of child rights after receiving the trophy.

*DFA Awards\_05.jpg*



Mr Eric YIM, Vice Chairman of Board of Directors, Hong Kong Design Centre (7th from left) confers the DFA Design for Asia Awards – Grand and Special Award Finalists.

*DFA Awards\_06.jpg*



A group photo of Ms Benedetta TAGLIABUE, Co-founder & CEO, Miralles Tagliabue EMBT & Founder & CEO, Enric Miralles Foundation (6th from left) and some of the DFA Design for Asia Awards – Grand and Special Award winners.

*DFA Awards\_07.jpg*



Mrs Janet CHU, Assistant Head of Create Hong Kong (3rd from right) and winners of CreateSmart Young Design Talent Special Award.

*DFA Awards\_08.jpg*



Mrs Janet CHU, Assistant Head of Create Hong Kong (4th from left) and winners of CreateSmart Young Design Talent Award.

*DFA Awards\_09.jpg*



Mr Leslie LU, Principal of Hong Kong Design Institute, presents the trophy to Darren, Che Fung TSANG, winner of HKDI Young Design Talent Award.

*DFA Awards\_10.jpg*



Prof Tak Chi LEE, Discipline Leader, School of Design, The Hong Kong Polytechnic University (left), presents the trophy to Chun Yin LAM, winner of PolyU School of Design Young Design Talent Award.

*DFA Awards\_11.jpg*

**DFA: Design for Asia at BODW (3 Dec 2015; HKCEC)**



Mr Gavin ARMSTRONG, President and CEO, of Lucky Iron Fish, Inc., from the Grand Award winning project Lucky Iron Fish presents at DFA: Design for Asia during BODW.

*DFA Awards\_12.jpg*

## DFA Awards Presentation Ceremony at BODW Gala Dinner (4 Dec 2015; HKCEC)



Mr Pinky LAI, Founder and Design Director, Brainchild Design Group and Brainchild Design Consultants, Ltd (left), receives DFA Lifetime Achievement Award 2015 from Guest of Honour, Ms Susie HO, Permanent Secretary for Commerce and Economic Development (Communications and Creative Industries).

*DFA Awards\_13.jpg*



Mr Taha BOUQDIB, President, CEO & Co-Founder, TWG Tea (left), receives DFA Design Leadership Award 2015 from Guest of Honour, Ms Susie HO, Permanent Secretary for Commerce and Economic Development (Communications and Creative Industries)

*DFA Awards\_14.jpg*



Mr Chi Wing LO, Founder, DIMENSIONE CHI WING LO ® and 1ness (left), receives DFA World's Outstanding Chinese Designer 2015 from Guest of Honour, Ms Susie HO, Permanent Secretary for Commerce and Economic Development (Communications and Creative Industries)

*DFA Awards\_15.jpg*



(From left) A group photo of Mr Chi Wing LO, Mr Taha BOUQDIB, Mr Pinky LAI and Ms Susie HO, Permanent Secretary for Commerce and Economic Development (Communications and Creative Industries).

*DFA Awards\_16.jpg*

## DFA Awards Exhibition (3-5 Dec 2015; HKCEC)



The DFA Awards Exhibition, a part of the InnoDesignTech Expo, was held from 3 to 5 December 2015 to showcase the award-winning design projects to the public.

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*DFA Awards\_18.jpg*

