

**For immediate release**

## **New Homes for Hong Kong Design & Fashion Entrepreneurs to Watch Hong Kong Design Centre New Incubation Centres Open**

(Hong Kong, August 17, 2017) The Hong Kong Design Centre (HKDC)'s new incubation centres for Design Incubation Programme (DIP) and Fashion Incubation Programme (FIP) were officially opened today in Wong Chuk Hang and at Clothing Industry Training Authority (CITA) Kowloon Bay Training Centre. They will be home to many young design startups and up-and-coming fashion entrepreneurs.

Prof. Eric Yim, Chairman of HKDC and the Guests of Honour of the Opening Ceremony, Mr. Edward Yau, Secretary for Commerce and Economic Development and Mr. Jerry Liu, Head of Create Hong Kong, unveiled the two new centres by ribbon-cutting ceremonies. With Create Hong Kong as the major sponsor of the two programmes, and Herman Miller, Haworth, Kvadrat, and Techogym Asia as the two new centres' facilities sponsors, DIP and FIP have been managed by HKDC since 2012 and 2016 respectively, aiming at nurturing and helping Hong Kong design startups and ardent fashion talents and brands to realise their potentials with resourceful support and network. The 2-year incubation programmes target different levels and disciplines of design entrepreneurs. It provides financial subsidies and office space, as well as aggregates expert business and technical advisory, resources, tools & technical expertise, exchange and networking opportunities to nurture a new generation of design entrepreneurs.

“We are glad to receive new funding support from HKSAR government and Create Hong Kong last year. In the coming three years, we expect to admit over 90 DIP incubatees and 15 FIP incubatees. The new incubation centres are homes and co-working space for them. We hope the new collaborative environment and different supports offered by the programmes will be able to boost the confidence of the creative communities and facilitate collaborative projects and innovations,” said Prof. Yim.

Mr. Yau echoed the remarks, saying that “The Government attaches great importance to design, which is one of the most prominent pillars of Hong Kong's creative industries. It generates over \$4.1 billion for our economy a year and attained 15 per cent annual growth over the past decade. Value aside, design is an area that the Government and the society seek to promote. The support the Government provides to the programme today is an obvious example.”

Mr. Liu talked highly of the centres, “The opening of the incubation centres for the DIP and the FIP at Wong Chuk Hang and at CITA Kowloon Bay Centre is the result of much hard work. Everything, from the liaising for and securing of the premises, the planning of renovation, to the logistical arrangements entailed, are made possible because of the dedication of HKDC in its determination to provide the best possible incubation environment for Hong Kong's design and fashion talents.”

There was also a sharing session among several incubatees of DIP and FIP, including Mr. Alex Siu of Commune Design Ltd, Ms. Mandy Tsang of eMotionLAB LTD, Ms. Cynthia Mak of CYNTHIA & XIAO and emcee Ms. Akina Fong, about the journey and vision of design entrepreneurship in Hong Kong.

### **About Design Incubation Programme (DIP)**

Since 2006, DIP has been nurturing over 200 design start-ups of various design disciplines (including Jewelry Design, Product Design, Multi-media Design, Graphic & Illustration Design, Architecture & Interior Design and etc.) and helping them to meet the challenges at the early and critical stage of development. Successful applicants ('incubatees') of this 2-year programme will enjoy a variety of support services including ready-to-use office, financial subsidies, business development and networking opportunities with industrial organisations, academic institutes, investment angels, professional bodies and potential business partners. Over the past decade, the incubatees of DIP received over 280 local and international awards, (including The Golden Horse Awards, DFA Design for Asia Awards, iF Product Design Award, Red Dot Design Award, HSBC Youth Business Award and etc.) and successfully applied for over 320 trademarks, registered design and patents. Hong Kong Design Centre started managing DIP since 2012.

DIP incubation in co-working space now calls for application. Please visit the website or contact DIP Secretariat for more information (3793 8418; [dip@hkdesigncentre.org](mailto:dip@hkdesigncentre.org)).

DIP website (<http://www.hkdesignincubation.org/>)

DIP Facebook page (<https://www.facebook.com/dip.hkdc/>)

### **About Fashion Incubation Programme (FIP)**

FIP is an advanced business of fashion incubator for ardent fashion talents and brands launched by HKDC in 2016 and is part of the Government's measures to further the development of the fashion industry.

A total of 15 designers will be selected to join a 2-year programme over the next 3 years. Currently, four fashion brands (Cynthia & Xiao, FFIXXED STUDIOS, Loom Loop, and Yeung Chin) were selected by a judging panel comprising renowned and experienced figures of the fashion industry, including Executive Director of HKDC, Vice Chairman of Hong Kong Fashion Designers Associations, Chief Brand Officer of Lane Crawford, Chief Commercial Officer of I.T, Publisher & Fashion Director of Manifesto Magazine, Fashion Editor of SCMP Hearst and etc. FIP provides the selected fashion designers with studio space, co-creation projects and collaboration fund, fashion marketing and promotion support, training and mentorship so that the FIP designers will grow in terms of personal development, creative confidence, contents, contexts, authenticity and conscious leadership.

FIP website (<http://www.hkagf.org/fashion-incubation-programme/introduction/>)

FIP Facebook page (<https://www.facebook.com/hkfip/>)

### **About the Hong Kong Design Centre**

Hong Kong Design Centre (HKDC) is a non-profit organisation founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as centre of design excellence in Asia. HKDC continues its public mission in using design and innovation to drive value creation of business development and improve the well-being of society, through the provision of diverse exchange platforms, anchored by five major work directions: **CONNECT, CELEBRATE, NURTURE, ADVANCE** and **ENGAGE**.

HKDC's flagship programmes include **Business of Design Week** (since 2002) – Asia's leading annual conference and event on Design, Innovation and Brands; **DFA Awards** (since 2003) – the most recognised design awards from an Asia perspective; **Design Incubation Programme** (since 2012) and **Fashion Incubation Programme** (since 2016) – 2-year incubation programmes to nurture future design and fashion entrepreneurs; **FASHION ASIA HONGKONG** (since 2016) – a new initiative combining conversations, interactions and cultural exchanges to energise the city's image, and positioning it as an Asian hub for fashion trade and business development; **Knowledge of Design Week** (since 2006) – an annual thematic design knowledge sharing platform on how design can solve complex challenges of our society.

Hong Kong Design Centre website (<https://www.hkdesigncentre.org/>)

Hong Kong Design Centre Facebook page (<https://www.facebook.com/hkdesigncentre>)

### **About Create Hong Kong**

Create Hong Kong is a dedicated agency set up under the Commerce and Economic Development Bureau of the HKSAR Government in June 2009 to spearhead the development of Hong Kong's creative industries. Create Hong Kong co-ordinates Government policy for supporting the trade. The HKSAR Government, through Create Hong Kong, provides funding support to projects conducive to the development of creative industries, including the funding support for Design Incubation Programme and Fashion Incubation Programme.

Create Hong Kong website (<http://www.createhk.gov.hk/>)

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This press release was issued on behalf of Hong Kong Design Centre by STUDIO C.  
For further information, please contact:

Carmen Chan

STUDIO C

(852) 6821 7041

carmen.studioc@gmail.com

Mira Lo

STUDIO C

(852) 9837 2724

mira.studioc@gmail.com

**Photo caption (1):**



Group photo of Prof. Eric Yim (second from right), Chairman of Hong Kong Design Centre, Mr. Edward Yau (third from right), Secretary for Commerce and Economic Development, and Mr. Jerry Liu (third from left), Head of Create Hong Kong and other Guests of Honour at the Opening Ceremony of DIP and FIP New Centres.

**Photo caption (2):**



Prof. Eric Yim, Chairman of Hong Kong Design Centre, delivers the speech at the Opening Ceremony of DIP and FIP New Centres.

**Photo caption (3):**



Mr. Jerry Liu, Head of Create Hong Kong, delivers the speech at the Opening Ceremony.

**Photo caption (4):**



Mr. Edward Yau, Secretary for Commerce and Economic Development delivers the speech at the Opening Ceremony.

**Photo caption (5):**



A panel discussion among several incubatee designers of DIP and FIP, Alex Siu of Commune Design Ltd, Mandy Tsang of eMotionLAB Ltd, Cynthia Mak of CYNTHIA & XIAO and emcee Akina Fong, about the journey and vision of design entrepreneurship in Hong Kong.

**Photo caption (6):**



The selected fashion design incubatees under “Fashion Incubation Programme” this year: (From left to right) Yeung Chin of *YEUNG CHIN*, Fiona Lau of *FFIXXED STUDIOS*, Polly Ho and Andy Wong of *LOOM LOOP*, Cynthia Mak of *CYNTHIA & XIAO*

**Photo caption (7):**



Design Incubation Programme has been nurturing design start-up companies across different design disciplines.

Download photos:

<https://www.dropbox.com/sh/07hfdgql2b80nsl/AADH1YdBJuulyNF8Ox4NPu7wa?dl=0>