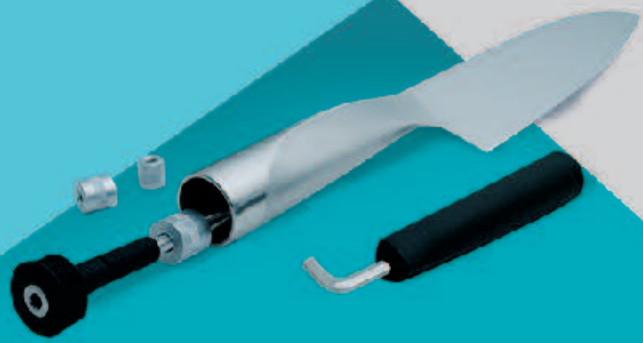
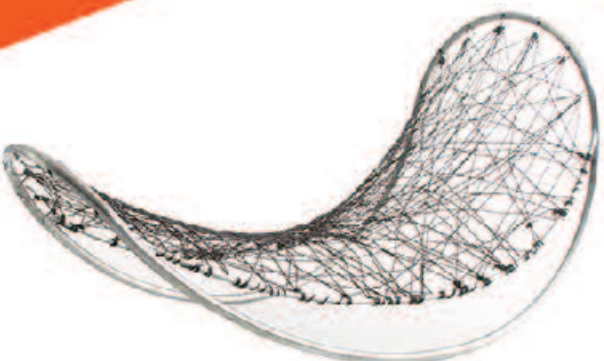


香港好设计
内地展商机

DESIGN IN
HONG KONG
MADE IN
CHINA

124屆廣交會
優秀產品設計展示



项目背景和使命

Project Background and Objective

由香港设计商会主办的「香港设计」自2013年首度在广交会产品设计与贸促进中心举办,不断发展及促进拥有自主品牌的香港企业或从事经营各种品牌设计的香港企业在香港、内地以及国际之间的正常生意交流和合作。

「香港好设计内地展商机」秉承「香港设计」的精神及动力,以「好设计,好生活」为主题招募了一批香港优秀产品设计,冀以此作为一例,向国内企业商家展示中港合作的长远优势。毋庸置疑,此批产品清晰地反映出消费者的品味、消费能力与生活态度;产品设计有助于市场估算,甚至在满足需求的同时,参与定义市场需求。本会希望借此项目,让国内大小企业得以了解并接触香港产品设计行情,并携手发掘建立伙伴关系的商机。

Hong Kong Design Trade Association (HKDTA) has organised “Hong Kong Design” at Canton Fair since 2013 with the aim to promote and reinforce Hong Kong companies with own brands and various design services to open and explore the mainland China and international markets.



With the funding supporting from the Dedicated Fund on Branding, Upgrading and Domestic Sales (Organisation Support Programme) of the Government of the Hong Kong Special Administrative Region, Hong Kong Design Trade Association collaborates with Hong Kong Productivity Council to organise the project named “Made in China – Design in Hong Kong”. Project aims to encourage creative Hong Kong product designs and promoting Hong Kong designers to mainland market. These products are both creative and marketable, and can help clients better meet market demand. Lifestyle product designs embody the interests, attitudes, and opinions of a group or a culture. It seek to inspire, guide, and motivate people with the goal of their products contributing to the definition of the consumers’ way of life.



使命 Objective

- ▶ 提升香港设计师在内地市场的知名度
To extend the visibility of Hong Kong design in Mainland market
- ▶ 向中国内地客户介绍香港中小企设计公司, 提升公众对香港设计及创新能力的关注
To introduce Hong Kong SME design houses to target clients in Mainland
- ▶ 透过举办展览及联系活动, 建立社交平台, 让内地制造商和香港设计公司直接沟通, 共同创造商机
To establish the business opportunity platform through organising the exhibitions and the networking events as well as establishing the social network for Mainland manufacturers to communicate with Hong Kong design companies in particularly the product design discipline



主席暨召集人的话

Message from Chairman cum Project Convenor

「好设计，好生活」为是次项目的集体主题。香港设计商会 (HKDTA) 一直以来关注香港设计师及中小企业设计公司的长远利益与发展，希望透过是次项目为他们与内地制造商建立商业平台，长远的合作关系将使中港双方得以互惠互利。

香港设计师在专业知识及创新成效方面均达到了非凡的水准，这一点绝对毋庸置疑；他们在面对设计问题上所表现出来的解难能力、精益求精的思考方式和态度，也每每让产品达致极高品质。其中

在亚洲人体工程学领域方面，香港设计师更是不遗余力地参与研究与设计，其领导地位为世界带来更完善的创新与技术。香港设计师的实力实在不容小觑。

是次项目得到中国广交会产品和贸易生产中心 (PDC) 的鼎力支持，并与我们建立合作关系。广交会于1957年创立，是每年两次的综合性展览会，也是中国的一项重大活动，吸引来自世界各地的25,000多家中国最佳企业和20万名买家。在广交会期间，PDC通过设计展，设计论坛，配对和设计之夜等不同活动为设计师和企业提供「面对面」和「点对点」服务平台。香港设计商会从2013年开始参与这项设计界盛事，并得到政府的支持，提供资金以在广交会上设立更大规模的香港馆，让本地设计师有更好机会向业界及公众展示作品，也让各界人士得以了解香港设计行业的卓越成就，从而理解中国及国际文化趋向。

PDC于2011年成立，目标是为「世界设计」与「中国制造」之间的合作提供平台，扩大香港设计在内地市场的影响力，使中港双方得以建立起长远合作关系。HKDTA与PDC先后举办项目启动仪式、两个广交会的香港展馆设置、商业交流活动、设计论坛以及其他推广活动，凭借PDC的强大背景和网络，得以顺利进行，并收到可观成效。

除了参与广交会、组织商业配对营商活动，是次项目的另一项重要成果是创建微信和微博账户，为项目活动和新闻发布建立一个完善的社交平台，聚集香港设计师或设计公司以及内地制造商或买家。我们冀望此平台可以提供沟通渠道，让香港设计师可以在内地受注目，并在项目期间和日后提供持续的发展平台。



香港设计商会主席叶智荣先生
Alan Yip, Chairman of Hong Kong Design Trade Association

是次活动参与的设计师均展示出他们的专业知识与对产品的前瞻性。他们的作品各具特色，却不失实用性，同时又兼顾对美感的追求。我们期望借此向国内制造商介绍这些人才，希望在不久的将来，中港能更紧密合作，缔造更良好的消费环境。

“Better design creates better environment” is the collective theme of the project. Hong Kong designers have a unique attitude, behaviour and approach in design problem which take in account user and usability by design and technology. The interpretation suggests a new relationship of ‘Design & Technology’, which automatically embeds the human issues and considerations in design and re-adjust the position of technocracy and Hong Kong designers will always act as catalyst to make things happen. Take another example that ergonomic design adds value and makes our society a better place to live, work and play. Hong Kong designers help the design community bring more innovations to our society with its leadership position in the discipline of Asian ergonomics.

With the objectives to extend the reach of Hong Kong designers or SME design houses in the Mainland market and to develop a business platform for them to communicate with manufacturers in the Mainland, several deliverables will be included in this project. Though there will be several deliverables, all of them will be associated with the exhibitions in the Canton Fairs with the support and collaboration with PDC (Canton Fair Product & Trade Production Centre).

PDC is established in 2011. It aims at providing an efficient service platform for closer cooperation between “World Design” and “Made in China”. (See Appendix 13 for the introduction of PDC and their services)

Canton Fair is held biannually in Guangzhou every spring and autumn since 1957. The Fair is a comprehensive fair and a major event in the China. It attracts more than 25,000 best Chinese enterprises and 200,000 buyers from all over the world. During the Canton Fair, PDC provides a “face-to-face” and “point-to-point” service platform

for designers and enterprises through different activities such as Design Show, Design Forum, Matchmaking and Design Night, etc. Up to May 2015, there have been a grand total of over 525 design companies/organizations from 15 countries and regions participated in the PDC design exhibitions in Canton Fairs including Germany, U.S., Australia, U.K., France, U.A.E., the Netherlands, Italy, Spain, Greece, Japan, Korea, Mainland China, Hong Kong and Taiwan. PDC collaborates with individual enterprises as well as some association and government departments from different countries to bring in the designs or designers from different countries into Canton Fair. The fair will mainly include the exhibitors from Product Design discipline.

HKDTA participated in the Canton fairs in the past since Year 2013. Applying the funding support from the government in this project, it is targeted to setup a larger scale of Hong Kong Pavilion in the Canton Fair so as bring more Hong Kong designers to showcase their designs in the fair as well as to draw the buyers or public awareness of the excellent performance and professionalism of Hong Kong design industry. The Pavilion will showcase the successful design stories and some masterpieces that can demonstrate the features and uniqueness of Hong Kong designs so as to show to the manufacturers and buyers in Mainland about the strength of Hong Kong design industry which has solid understanding both Chinese culture and international trends.

The objective of PDC is to provide a platform for the cooperation between “World Design” and “Made in China”, whilst the objective of this project is to extend the reach of Hong Kong design in the Mainland markets, there is a perfect match in the collaboration. HKDTA will collaborate with PDC in some deliverables of the project such as the launching ceremony of the project, the setup of the Hong Kong Pavilions in two Canton Fairs, the business networking events, the design forums as well as other promotional activities. With the strong background and network of PDC, the project deliverables can be carried out more efficiently and effectively.

Besides exhibiting in Canton Fair and organising the business matching and networking events, another significant deliverable in the project is to create a Wechat and Weibo account so as to build a social platform for the

publication of the project activities and news. It will also serve the purpose of uniting and gathering the group of people, mainly the Hong Kong designers or design houses and the manufacturers or buyers in the Mainland. Wechat and Weibo become the popular and the essential tools for doing business in the Mainland. The building of the platform can provide a communication channel and let Hong Kong designers to get exposure in Mainland as well as to provide a continual development platform during and beyond the project period.

With the collaboration with PDC and the building for social platform, the problems of Hong Kong designers and the objectives of the project can be addressed and achieved effectively.



8100 Galaxy Tracker Nova

设计师 蔡思明 | 怡高安迪(香港)有限公司
Designer Choi Sze Ming | Eastcolight (Hong Kong) Limited

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Contact

设计师简介 Designer Profile

蔡思明毕业于香港理工大学设计系, 曾修读设计文凭、产品创新科技高级文凭及产品分析及工程设计学(荣誉)工学士学位。曾任职多间国际公司, 在 2018 年荣获 2 个全球性的世界级设计比赛, 包括 2018 年度德国iF设计奖(iF Award)及 2018 年度A设计大奖赛金奖(A Design Award)。

Penny, Choi Sze Ming graduated from the Hong Kong Polytechnic University School of Design with Di-ploma in Design Studies, Higher Diploma in Product Innovation Technologies and BSc (Hons) Product Design and Analysis. She has worked for various international companies and won two global world-class design competitions, including: 2018 iF Award in Germany and 2018 Golden A' Design Award in Europe.



产品特点 Product Features

连接智慧手机拍摄或摄录星际影像
take photos/videos of stars and constellations with your smartphone

即时显示望远镜水平、座标
quickly locate any stars and constellations

简约线条及一体化设计
simple lines and integrated design

安装轻松、快捷
easily and quick installation

已获国际奖项 (奖项 / 年度) International awards (Award / Year)



AEG 18V FUSION Hedge Trimmer

设计师 王加达 | Techtronic Design
Designer Carter Wong | Techtronic Design

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设计师简介 Designer Profile

Techtronic Design一向用以人为本的理念, 将品牌、科技、产品解决方案, 与市场作完美配对。Techtronic Design的研究人员, 设计师, 工程师和产品专家, 在位于香港的总部, 以及位于东莞的亚洲创新中心跨时区进行协作, 并与我们在欧洲, 澳大利亚和北美的卓越中心紧密联系。



国际团队的协作, 为我们的创新工作提供了全面的地区资讯, 以及环球产品趋势和用户需求, 帮助产品以超过市场预期速度诞生和更生。

50多项国际设计和创新奖, 可见市场领导地位和品牌的认可。

Techtronic Design, an innovation corridor within TTI, is connecting user-centered design with markets, brand portfolios, leading edge cordless technology systems and world-class product solutions.

Techtronic Design's network of researchers, designers, engineers and product experts, works collaboratively across multiple time zones from the global Hong Kong Headquarters, the Dongguan Asia Innovation Centre and connects with our centers of excellence in Europe, Australia and North America.

This close collaborative cycle delivers our teams of innovators with a deep regional insight and a global perspective of product trends and end-user needs, as well as enhancing the speed-to-market of products that exceeds the industry pace.

Our success is recognized with over 50 international design and innovation awards, market leadership positions and brand health.

产品特色 Product Features

以人体工学强化动力
excellent combination of ergonomics & power

可调节手柄角度
Adjusted grip angle

零碳排放
Zero Emissions

低噪音及震动
Less noise and Vibration



已获国际奖项 (奖项 / 年度)
International awards (Award / Year)



Air Button

设计师 黄议德 | Air Button Technology Ltd.
Designer Wong Yee Tak | Air Button Technology Ltd.

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Contact

设计师简介 Designer Profile

黄议德是Air Button的创办人。在2012年于香港城市大学电子工程系毕业后，他发明了Air Button技术并在2015年推出市场，在Kickstarter上成功众筹以及在日本Good Design Award成为香港首个取得了Best 100的称号的产品。在2017年推出了新产品“Button Pouch”，在2018年得到了第一个发明专利。



除了做生意和技术究新技术外，也在社会上担任公职和服务，比如青协创研库(智库)成员、数码港创业学会委员、2008年奥运会义工、官立学校的管理委员会成员(校董)、大学学系学科管理委员会的旧生代表、校友会委员会委员等。

Oswis Wong is a Co-founder and the CEO of Air Button Technology Limited. After he received a bachelor degree in electronics engineering in City University of Hong Kong in 2012, he invented Air Button technology. Thanks to his team's hard work, the product was launched in Kickstarter and funded in 2015. In the meanwhile, Air Button was the first Hong Kong product titled in "Best 100" in Japan Good Design Award. Air Button is the world's powerful shortcut button.

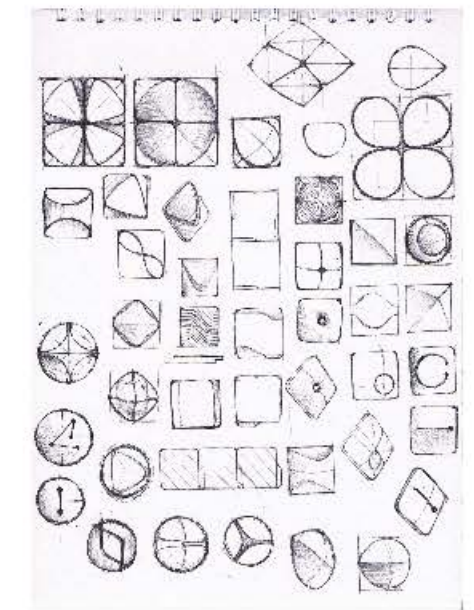
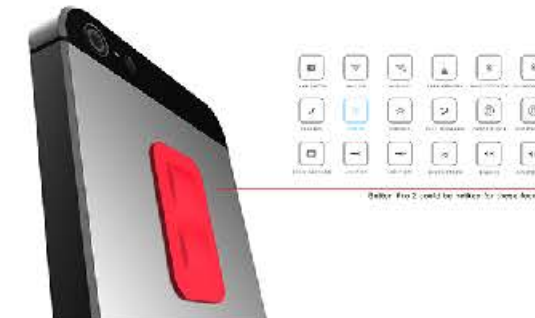
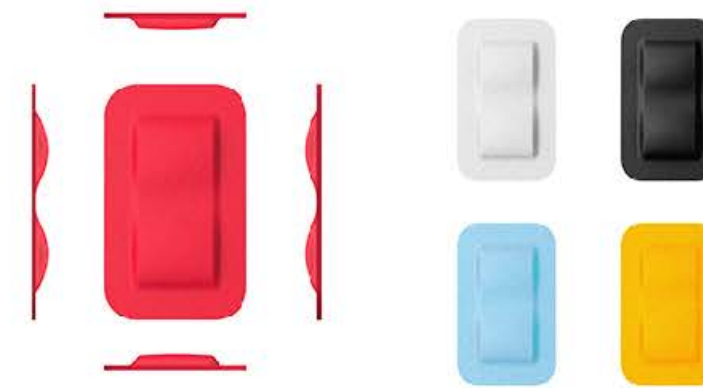
In addition to doing business and technology research, he also serve in public organizations in relative fields.

产品特点 Product Features

无需电池 无线控制按钮
Wireless battery-free control button

物理快速按钮控制
Physically quick-access button

自订按钮执行特订操作
Personalized functions



已获国际奖项(奖项/年度)
International awards (Award / Year)



GOOD DESIGN
AWARD 2015

BalloonDock

设计师 Designer Raft Wong | Rcube Design Studio Limited

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设计师简介 Designer Profile

Rcube是一家跨媒介设计工作室, 创办于2012。我们相信好的设计能改善生活, 作品多为生活及个人产品。我们注重创新, 简约而准确的设计灵感能提高用家的生活品味。

我们的设计宗旨是: 简单而独特、为生活增添色彩、为趣味而设计。

Rcube的作品曾获得之奖项有: 红点设计大奖 2014、iF设计奖 2015、K-design 大奖 2015、香港智营设计大赏 2016/2017/2018以及亚洲设计奖2018。



Founded in 2012, Rcube is a multi-disciplinary design studio. We believe a good design can enhance the quality of life and we are specialised in home products and personal accessories. We are committed to innovation and are inspired by practical solutions and simple product ideas that can enrich a person's everyday lifestyle. Our Product concepts are: Simple and Unique, Colour your life and Design for Fun. Rcube has been awarded the famous Red Dot Award 2014, iF design award 2015 winner, K-design award 2015 winner, Hong Kong Smart design award 2016, 2017, 2018 and Asia Design prize award 2018.

产品特点 Product Features

适用于所有苹果手机及平板型号 (Lightning连接器)
suitable for all Apple devices (with Lightning)

devices sit on the wall to save space
壁挂式充电器

双重功能 - 充电器和墙身挂钩
Dual function for Wallmount Dock and Hook

硅橡胶和ABS塑料
Made of silicon rubber and ABS plastic



已获国际奖项 (奖项 / 年度)
International awards (Award / Year)



一折·成笔

Bookmark Flip Into A Pen

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Designer Li Sung Shan | Thinkthing Studio Ltd.

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Contact

设计师简介 Designer Profile

李崇山先生为香港新晋年轻产品设计师, 作品曾获得iF设计奖, 红点设计奖及智营设计大奖。年轻有活力, 对设计抱有很大热诚, 相信设计能解决消费者日常生活上遇到的问题, 梦想设计连结不同人, 创造更好的世界。

Jason Li is an emerging product designer from Hong Kong; his works have won awards such as iF De-sign Award, Red Dot Design Award and Hong Kong Smart Design Award.

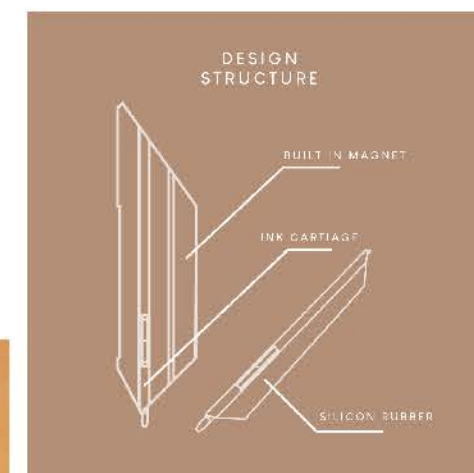
Jason is very passionate towards design and is confident that it can solve problems consumers en-counter in their everyday lives. Jason's goal is to connect people through design, making the world a better place.



产品特点 Product Features

一折·成笔
Bookmark flip into a pen

揉合现代科技与传统工艺文化
Keeping art and craftsmanship with the advance of technology



已获国际奖项 (奖项 / 年度)
International awards (Award / Year)



蝴蝶 Butterfly

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Designer Ching Wing Sing, Kevin | Winky International Ltd.

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设计师简介 Designer Profile

程永成先生是“BIG HORN”的品牌创办人和设计师。在开展时尚生涯之前,他是在航空界从事。他跟从意大利设计师学习眼镜设计,并创立自家品牌。他认为眼镜是一种时尚象征,它可以鲜明地点缀个人造型。他的设计并没有受男女装限制,充分让时尚爱好者搭配不同品牌服饰及配饰。Kevin认为眼镜可与时装品牌一样作每年两季发布(春夏主打对比对色;秋冬主打柔和冷色),故此他积极与时装设计师品牌合作,并在时尚天桥上介绍BIG HORN为一种必备造型产品。近年品牌屡作突破,获得多项国际设计殊荣。



Kevin Ching is the founder and designer of “BIG HORN”, he worked in the aviation industry prior to his fashion career. He learnt eyewear designs from an Italian designer and decided to create his own label. He thinks that the eyewear is a signature item which can lighten up the total look. His genderless designs allow fashion lovers to create new and chic looks through mix-and-match with more of the brand’s styling items such as bags. Kevin believes that eyewear collections can be launched in two seasons annually like apparel brands (contrast and vivid colours for S/S and mild colours for F/W) and actively collaborates with other fashion brands to introduce “BIG HORN” as must-have styling items on the runway. International honors are awarded to Kevin Ching for his recent achievements.



产品特点 Product Features

醋酸纤维和钛金属制造
made by acetate and titanium

2种不同颜色的渐变色太阳镜
2 different colors of gradient color sun lens

施华洛世奇水晶石装饰
Decorated with Swarovski stones

抛物曲线双臂
curved temples



已获国际奖项 (奖项 / 年度)
International awards (Award / Year)



Cocoon Chair

设计师 郭恋甜
Designer Tim Kwok

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设计师简介 Designer Profile

郭恋甜2011年于墨尔本皇家理工大学毕业,现为香港专业产品设计师。郭喜欢大自然,认为其为设计之源。大自然里每个物种的演化过程成为郭的灵感来源;就像设计过程一样,物种必须随着生长环境改变自身以在大自然生存。郭偏好以产品本身功能为本质展开设计,她认为一个好的设计能在形态上向用家展示其功能用途。她的作品Cocoon在2018年获得A' Design设计奖金奖(家俱用品设计部份)。

Tim Kwok graduated from RMIT University in 2011. She is now working as a professional product designer in Hong Kong. She is a nature lover, believing nature is the source of design. She was often inspired by how evolutionary processes give rise to all species and finally become what we see today. She thinks evolution is just like design processes, all species have to keep on developing themselves to fit in nature. In the design aspect, she likes to develop aesthetic nature forms that follow basic functions of the object. She believes a design is outstanding if people could understand the product simply by its form. In 2018, her project Cocoon won Gold Award in A Furniture Homeware and Decor Items Design Award category at A Design Award in Italy.

产品特点 Product Features

茧型生物模拟建构
bio-mimicry cocoon building technique

简约结构
Minimal structure

自然舒适的形态
natural comfort form



已获国际奖项 (奖项 / 年度)
International awards (Award / Year)



iCushion 免提硅胶吸盘支架 iCushion hands-free silicone stand

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Designer Ng Sui Wang, Chris | Fadtronics Innovation Limited

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设计师简介 Designer Profile

吴瑞宏2005年毕业于香港理工大学设计硕士。曾为不少外国客户设计及生产创意产品。吴瑞宏自家公司的产品曾六次获「iF产品设计大奖」及「Red Dot设计大奖」。

吴瑞宏认为,灵感来自日常的观察;观察之余,将逻辑思维应用到产品设计也相当重要。他直言,产品设计师将设计意念实体化后,在推销过程中要再修正设计,让产品更符合消费者及市场的需要,因为设计是帮人们解决问题,它不一定改变人们用某些物件的习惯,而是提供一个新的方法。设计与生活的关系互相影响,所以吴瑞宏觉得不同时间对于同一件事都会有不同的最合适设计方案。同时,他觉得音乐与冥想可以帮助思考。

Chris Ng obtained Master degree in Design from the Hong Kong Polytechnic University in 2005. Chris has won six "iF Product Design Award" and "Red Dot Design Award" for his company's products.

Chris Ng considered inspiration from the daily observation. Apart from observation, applying logical thinking to product design is also vital. He said after the implementation of the marketing process, product designers would modify the design to meet the needs of consumers. Since design is to solve problems, it does not necessarily change the habit of using some objects, just to provide a new method.

Design is resonances with living, Chris believes there will be different answer for the same design question in different time and space. Meanwhile, Music and Meditation give Chris a lot of inspiration.



产品特点 Product Features

免提硅胶吸盘支架
hands-free silicone suction cup

适用于苹果智能手机等媒体播放器
for mobile devices like iPhone,
iPod or other media players

方便调较最佳视角
best viewing angle

绕线器
a cable winder



已获国际奖项 (奖项 / 年度)
International awards (Award / Year)



reddot design award
winner 2011

idi 线牙乐 – WOW idi Toothbat – WOW

设计师 林伟光 | Id Infinity Limited
Designer Lam Wai Kwong | Id Infinity Limited

联络方法 +852-6644 7195 | gordon.lam@idihk.com
Contact

设计师简介 Designer Profile

我是林偉光，從事室內設計超過30年。
根據香港衛生署統計，超過90% 成人患有不同程度牙周病，每天使用牙線能有效預防牙周病，但由於使用困難以致未能普及。為了改善家人口腔健康，驅使我研發「線牙樂」。我很高興他們大部分已養成每天使用牙線的習慣，亦幸運地為我帶來多個國際設計獎項。

My name is Gordon Lam, has been working in the interior design industry for over 30 years. According to Hong Kong health department's survey, more than 90% of adults suffer from different level of periodontal disease. Dental floss is highly recommended for preventing the periodontal disease, but only few people has the flossing habit due to the tedious technique. To improve the oral health of my family drives me to innovate "Toothbat". I am happy that the majority of them has developed the daily flossing habit now. And fortunately, "Toothbat" won some of international design awards.



产品特点 Product Features

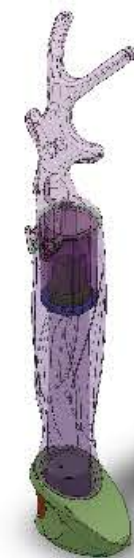
专利4臂棒头设计
patented 4-arm design

三导向牙线
3-directional floss structure

棒头凹位设计 软垫防撞保护牙肉
Gums protected by concave portion of the head

棒头物料获美国FDA及欧盟CE认证
Made of Tritan Copolyester, certified by FDA and CE

专利Twister结构 紧致牙线
patent "Twister" mechanism ensures floss tension



已获国际奖项 (奖项 / 年度) International awards (Award / Year)



Lessthanfive Chair

设计师 Michael Young | Michael Young Limited
Designer

联络方法 +852-2803 0344 | michael@michael-young.com
Contact

设计师简介 Designer Profile

过去20年来,Michael Young成为了国际设计领域中的领先人物。他的作品独特性质源自于对设计类型和习惯的不断质疑、与生俱来的对技术的热情、和以新方式重新解读空间的强烈欲望。他的设计有无可匹敌的营造氛围的能力,既充满活力又闲适自在,因此作品在世界各地被广泛效仿。工作室已经建立了丰富的关系网络,设计服务的客户遍及全球各地。在英国和冰岛工作近十年后,Michael因为对先锋技术的热情而被吸引到了亚洲,并于2006年在香港成立了工作室。时至今日,Michael Young工作室已经被公认是亚洲最令人兴奋、最强大的设计公司之一。



Over the past 20 years Michael Young has established himself as one of the leading international figures in his field continuing to push the boundaries of experimental design. The studio specializes in creating modern design through exploring the endless possibilities Asia's technological ingenuity provides. Propelled by the momentum created through collaboration with Chinese industrialists, the studio captures the strengthening ties between local industry and design, and exemplifies the skills of Asia's industrial innovation. Creative" Collection.

产品特点 Product Features

重量少于5 磅 (2公斤)
weighs less than 5 pounds (2kg)

不需要接驳或上螺丝
no need for joints and fixings

以碳纤维制作
made with carbon fibre

使用竞赛用单车制造技术
technology from high performance bicycles



已获国际奖项 (奖项 / 年度)
International awards (Award / Year)



李宁背包系列 Li Ning Power-Pack Series

设计师 叶智荣 | Yip Design Ltd.
Designer Yip Chi Wing, Alan | Yip Design Ltd.

联络方法 +852-2420 3288 | alanyip@yipdesign.com
Contact

设计师简介 Designer Profile

国际知名产品设计师, 20多年来经他设计之大大小小不同种类之产品超过1000多件, 国际设计及发明专利数十项, 其中多项产品设计为客户带来过百万件的销量。他的设计得奖无数, 曾获荷兰、英国、日本、南韩、中国邀请展览及收藏于多家中外知名博物馆及书刊。他的工作及作品为香港产品设计奠定了国际地位及基石。



Alan Yip, an international renown product designer, He found Yip Design Ltd. in 1990. Throughout these years, over 1000 products, which cover a wide range of categories has been designed and launched, quite a number of them had hit the million-piece sales record. His designs were invited to be exhibited in Holland, England, Japan, Korea and China and have been presented in many museums, books and medias worldwide. His works had formed an international landmark for Hong Kong product design.

产品特点 Product Features

- 保护贵重电子产品
made for equipment carriage with protection
- 超轻量及极坚固材质—聚碳酸酯(俗称防弹胶)
shell made of super lightweight Polycarbonate
- 轻且耐用
light-weighted and durable
- 多功能隔层
multifunction interior pockets



已获国际奖项(奖项/年度)
International awards (Award / Year)



Lumos 智能单车头盔 Lumos Helmet

设计师 陈有运 | Lumen Labs(HK) Limited
Designer Eu-wen Ding | Lumen Labs(HK) Limited

联络方法 +852-5100 0443 | edith@lumoshelmet.co
Contact



设计师简介 Designer Profile

路明科技有限公司由陈有运和陈浩然创立。两位创办人经过美国哈佛大学创新实验室的项目之后,决定将团队移到香港,以更好更快地研发和销售产品。团队在未来会致力为骑行者提供更多提高骑行体验的产品。

Lumen Labs(HK) Ltd was founded by Eu-wen Ding and Jeff Chen. After the founders passed the project of Harvard University's Innovation Lab, they decided to move the team to Hong Kong to develop and sell products better and faster. In the future, the team will strive to provide cyclists with more innovative products to enhance the cycling experience.

产品特点 Product Features

智能单车头盔
smart bike helmet

方向讯号灯
turn signals

加速计驱动自动刹车灯
automatic brake light with accelerometer

防水功能
Water proof

微型USB充电
micro USB for charging

CSPC安全认证
CSPC crash safety certification



已获国际奖项 (奖项 / 年度) International awards (Award / Year)



Design of the Year,
the Design Museum -
London

Bicycle Brand Contest 2017 -
Germany

Move It 健身设备 Move It mobile based gym system

设计师 谭家麟 | Eggplant Technologies Limited
Designer Tam Ka Lun Alan | Eggplant Technologies Limited

联络方法 +852-5303 3082 | alan.tam@alantamdesign.net
Contact

设计师简介 Designer Profile

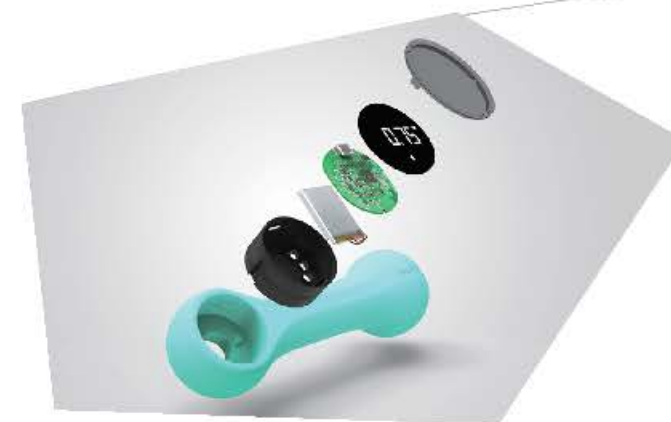
谭家麟, 工业设计师, 分别于 2007 年及 2010 年毕业于澳洲 Monash University 工业设计系学士及德国 Pforzheim University 交通工具设计系硕士。毕业后曾于大众汽车集团(中国)及宝马全球创意设计咨询上海工作室担任设计师。拥有汽车、交通工具和产品设计造型方面的技能和知识。

Alan Tam, graduated with Bachelor of Industrial Design at Monash University in 2007 and Master of Arts in Transportation Design at Pforzheim University in 2010, is an industrial designer specialized in automotive, transportation and product design styling. Alan worked in car OEM and famed design studio such as Volkswagen Group China and BMW Group Designworks Shanghai studio.



产品特点 Product Features

- 仅占空间 3 x 3 平方米
takes up only 3 x 3 square meters
- 硬件与移动互联高效结合
combines intelligent hardware and mobile internet
- 智能蓝牙手柄
Bluetooth smart handles
- 实时跟踪用户运动状况
tracks user movements in real time
- 配备线上专业健身教练作针对性指导
persists training in online supervision



已获国际奖项 (奖项 / 年度) International awards (Award / Year)



China Daily innovation Awards:
The most Promising electronics 2016

Global Sources Award:
Analyst's Choice 2016

iCushion 免提硅胶吸盘支架

iCushion hands-free silicone stand

设计师 吴瑞宏 | 泓研创新产品有限公司
Designer Ng Sui Wang, Chris | Fadtronics Innovation Limited

联络方法 +852-2690 3269 | chris@fadtronics.com
Contact

设计师简介 Designer Profile

吴瑞宏2005年毕业于香港理工大学设计硕士。曾为不少外国客户设计及生产创意产品。吴瑞宏自家公司的产品曾六次获「iF产品设计大奖」及「Red Dot设计大奖」。

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产品特点 Product Features

分享音乐的互动体验
sharing music through the splitter

Music Branches
树枝耳机分线器

一入三出
1 input 3 outputs

强化防花涂层保护
scratches proof coating

Music in Love 心形耳机分线器
Music in Love Headphone Splitter

一入二出
1 input 2 outputs

强化防花涂层保护
stretches proof coating



已获国际奖项 (奖项 / 年度)
International awards (Award / Year)



Big-i 智能机械人 Big-i Home Service Robot

设计师 林天麟 | 创想未来机器人(香港)有限公司
Designer Lam Tin Lun | Nxrobo International (Hong Kong)Limited

联络方法 +86 755-8602 2100 | tinlun.lam@nxrobo.com
Contact

设计师简介 Designer Profile

林天麟先生研究领域包括机械人学, 人机交互接口及智能控制系统。研发了多台机器人及自动化系统, 当中包括替身机器人、爬树机器人、全方位四轮转向车、水面无人船、六轴工业用机械臂及救援机器人。在研究工作的基础上, 发表了两部专著、五篇国际期刊论文、二十多篇国际学术会议论文及超过十项授权专利。大部分论文均刊登于机械人及自动化领域中顶尖的期刊和会议如 TRO、JFR、ICRA、IROS等。更获IEEE/ASME T-MECH颁发2011年度最佳论文奖。



Mr. Lam Tin Lun's research interests include robotics, human-computer interaction interfaces, and intelligent control systems. He developed a number of robots and automation systems, including stand-up robots, tree-climbing robots, all-round four-wheel steering vehicles, surface unmanned ships, six-axis industrial robots and rescue robots. On the basis of research work, he published two monographs, five international journal articles, more than 20 international conference papers and more than ten authorized patents. Most of the papers are published in top journals and conferences such as TRO, JFR, ICRA, and IROS in robotics and automation. It was awarded the 2011 Best Paper Award by IEEE/ASME T-MECH.

产品特点 Product Features

移动控制系统
mobile control system

3D视觉
3D vision

人脸识别功能及骨骼追踪
face recognition function and bone tracking

先进的语音功能
advanced voice function

红外、蓝牙、wifi模块
infrared, Bluetooth, and wifi module available

语音编程
voice programming

开放的操作平台NXOS
NXOS: an open operating platform



已获国际奖项 (奖项 / 年度)
International awards (Award / Year)



Pro-Balance 刀具 Pro-Balance Knife

设计师 郭岳荣 | 金升家品有限公司
Designer Jimi Kwok | Golden Sun Home Products Limited

联络方法 +852-2328 3333 | sales@pro-balance-knives.comk
Contact



设计师简介 Designer Profile

郭岳荣先生于香港理工大学设计系毕业后加入金升家品有限公司担任首席设计师。凭着丰富的创作力及高超的设计技巧,成功设计了众多实用又紧趋潮流的产品。他深邃的设计造诣,不单在国际上赢得奖项及好评,更成为行内带领精湛设计的表表者。

Jimmy Ngok-wing Kwok was graduated from the Hong Kong Polytechnic University where he studied design. He was then scouted by a well-established home products firm – Golden Sun Home Products Limited and started his profession as a designer.

产品特点 Product Features

空心的刀柄
hollow handle design

砵码调节刀柄重量
adjustable weights

人体工学的流线型刀柄- 手感更舒适
avoid tiredness through prolonged use

接缝构造 使用更卫生
quality stainless steel with advanced technology used

刀柄颜色代码 - 方便识别不同用途的刀具
chromatic handle code for identification purpose

日式开锋技术 - 刀锋更锋利及耐用
Japanese sword's technique makes the knife sharper and more durable



已获国际奖项 (奖项 / 年度) International awards (Award / Year)



RulerDock

设计师 Designer Raft Wong | Rcube Design Studio Limited

联络方法 Contact +852-3613 1359 | raftwong@rcube-design.com

设计师简介 Designer Profile

Rcube是一家跨媒介设计工作室, 创办于2012。我们相信好的设计能改善生活, 作品多为生活及个人产品。我们注重创新, 简约而准确的设计灵感能提高用家的生活品味。

我们的设计宗旨是: 简单而独特、为生活增添色彩、为趣味而设计。

Rcube的作品曾获得之奖项有: 红点设计大奖 2014、iF设计奖 2015、K-design 大奖 2015、香港智营设计大赏 2016/2017/2018以及亚洲设计奖2018。



Founded in 2012, Rcube is a multi-disciplinary design studio. We believe a good design can enhance the quality of life and we are specialised in home products and personal accessories. We are committed to innovation and are inspired by practical solutions and simple product ideas that can enrich a person's everyday lifestyle.

Our Product concepts are: Simple and Unique, Colour your life and Design for Fun. Rcube has been awarded the famous Red Dot Award 2014, iF design award 2015 winner, K-design award 2015 winner, Hong Kong Smart design award 2016, 2017, 2018 and Asia Design prize award 2018.

产品特点 Product Features

适用于所有苹果手机及平板型号 (Lightning连接器)
suitable for all Apple devices (with Lightning)

双位置充电器
2 ways docking: Horizontal and Vertical position



已获国际奖项 (奖项 / 年度)
International awards (Award / Year)



S500 按摩椅

S500 massage chair

设计师 叶智荣 | Yip Design Ltd.
Designer Yip Chi Wing Alan | Yip Design Ltd.

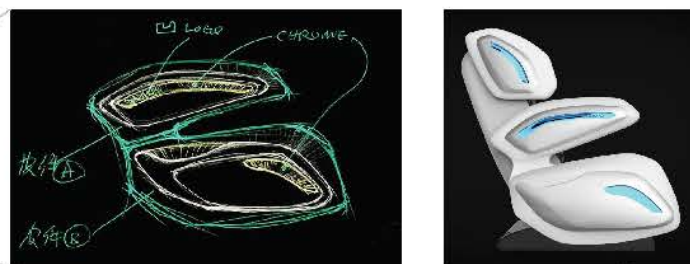
联络方法 +852-2420 3288 | alanyip@yipdesign.com
Contact

设计师简介 Designer Profile

国际知名产品设计师, 20多年来经他设计之大大小小不同种类之产品超过1000多件, 国际设计及发明专利数十项, 其中多项产品设计为客户带来过百万件的销量。他的设计得奖无数, 曾获荷兰、英国、日本、南韩、中国邀请展览及收藏于多家中外知名博物馆及书刊。他的工作及作品为香港产品设计奠定了国际地位及基石。



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产品特点 Product Features

全3D按摩机器人按摩全身
3D massage to serve the whole body parts

气囊按摩技术
Air-bag massage technology

「零重力」模式提升血液循环
The ZERO mode enhance blood circulation

人手按摩感觉
comfort as by human hands



已获国际奖项 (奖项 / 年度)
International awards (Award / Year)



SimBulb

设计师 杨志强 | Sim Lighting Design Company Limited
Designer Yeung Chi Keung | Sim Lighting Design Company Limited

联络方法 andrew@simlighting.com
Contact

设计师简介 Designer Profile

毕业于香港理工大学。

于2014年成立新照明设计有限公司, 希望带出环保节能及令古老的产品可以透过设计去融合成为一个富有生命活力的故事。人类在不断发展新科技, 拆除旧的建筑/产品时, 可能需要思考一下前人的智慧及对生活的态度, 作为对传统文化的承传, 亦将好的东西传到下一代。

Graduated from the Hong Kong Polytechnic University.

In 2014, YEUNG founded "SIM LIGHTING DESIGN" to bring the design concept of putting together new technology and traditional product. Yeung hopes to bring up a vital story by injecting the concept of energy saving into traditional products. When people continually develop new technologies and demolish old buildings or products, it is crucial to preserve wisdom, knowledge and good attitude from the past as a traditional cultural heritage for the next generation.



产品特点 Product Features

具备钨丝灯泡元素的LED灯泡
incandescent LED light bulb

高显指
high CRI

暖白色温
warm white color temperature

结合节能和复古特色
integrates energy efficiency and retro style



已获国际奖项 (奖项 / 年度) International awards (Award / Year)



苹果削皮器 Super Apple Peeler

设计师 汪恩光 | 康加实业有限公司
Designer York Wong | Konstar Industries Limited

联络方法 +852-2798 8988 | design@konstar.com.hk
Contact

设计师简介 Designer Profile

汪恩光博士为香港著名设计师、工业艺术家及发明家。为康加集团及世纪龙集团主席。燕山大学机械工程研究硕士毕业，法国圣波尔大学荣誉博士，荣获东莞市优秀企业家奖及第十四届世界杰出华人奖。于1986年成立KONSTAR品牌，多年来一直专注设计各式各样「创新·优质」的手动厨具，备受国际及香港业界认同。汪博士拥有全球实用新型及外观专利600多项及中国发明专利5项。设计产品多次获得国际设计大奖，包括REDDOT设计奖、iF设计奖、智营设计大赏、香港工商业奖、日内瓦国际发明奖等。KONSTAR品牌荣获香港Q唛优质产品认证及香港卓越名牌大奖。



Hong Kong famous designer, industrial artist and inventor, chairman of Konstar Group and Century Dragon Group. He graduated from Yanshan University with a master's degree in mechanical engineering and an honorary doctor from Sabi University. He was awarded the Dongguan Outstanding Entrepreneur and the 14th World Outstanding Chinese.

Dr. Wong established company and Konstar brand in 1986. Over the years, he strives to design a variety of innovative and high-quality manual kitchenware, is widely recognised in Hong Kong and internationally. Dr. Wong owned more than 600 worldwide utility and design patents and 5 China inventions. Dr. Wong has won many international design awards, including REDDOT Design, iF Design, Hong Kong Smart Design, Hong Kong Awards for Industries and the Inventions Geneva, Konstar Brand was awarded Hong Kong Q-mark product certification and Hong Kong Premier brand.

产品特点 Product Features

巧妙运用杠杆力学
applies leverage

不需用电
electricity free

安全
safe to use

快速削皮
peels in seconds



已获国际奖项 (奖项 / 年度) International awards (Award / Year)



reddot award 2014
honourable mention

Templates Watch

设计师 Michael Young | Michael Young Limited
Designer

联络方法 +852-2803 0344 | michael@michael-young.com
Contact

设计师简介 Designer Profile

过去20年来,Michael Young成为了国际设计领域中的领先人物。他的作品独特性质源自于对设计类型和习惯的不断质疑、与生俱来的对技术的热情、和以新方式重新解读空间的强烈欲望。他的设计有无可匹敌的营造氛围的能力,既充满活力又闲适自在,因此作品在世界各地被广泛效仿。工作室已经建立了丰富的关系网络,设计服务的客户遍及全球各地。在英国和冰岛工作近十年后,Michael因为对先锋技术的热情而被吸引到了亚洲,并于2006年在香港成立了工作室。时至今日,Michael Young工作室已经被公认是亚洲最令人兴奋、最强大的设计公司之一。



Over the past 20 years Michael Young has established himself as one of the leading international figures in his field continuing to push the boundaries of experimental design. The studio specializes in creating modern design through exploring the endless possibilities Asia's technological ingenuity provides. Propelled by the momentum created through collaboration with Chinese industrialists, the studio captures the strengthening ties between local industry and design, and exemplifies the skills of Asia's industrial innovation. Creative" Collection.

产品特点 Product Features

生命的本质
essence of living life

化繁为简的概念
concept of simplification



已获国际奖项 (奖项 / 年度)
International awards (Award / Year)



设计师 刘婉琼 | CreamArt Limited
Designer Lau Yuen King | CreamArt Limited

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Contact

设计师简介 Designer Profile

CreamArt Limited 业务包括提供产品系列企划及品牌定位、制定长远发展方向及目标、产品设计及开发服务。曾经协助多间中小企建立新品牌及产品线。公司同时成立自家品牌「Foodware」,开发着重功能、美学和用户体验一体性的创新食物器具。

刘氏曾获透视40骄子奖及理大微型基金,其作品亦曾获 多个国际奖项包括:中国设计智造大奖、iF产品设计大奖、智营礼品设计大赏及 Design for Well-being Award。



Specialises in product branding, design and development service, CreamArt Limited has assisted a number of SMEs to establish new brands and product lines. CreamArt also created the original brand "Foodware", innovative kitchenware that are multi-functional, good looking and combinable.

Joey Lau was the awardee of Perspective 40 under 40 Awards and PolyU Micro Fund respectively. Her designs have won a range of awards from competitions such as Design Intelligence Award, iF Product Design Award, Smart Gift Design Award and Design for Well-Being Awards.

产品特点 Product Features

由一套叉及匙組成
Compiled of a fork and a spoon

兩者獨立使用時可用作沙律餐具
Perfect salad utensils when separated

利用叉匙頂端的鉤鎖設計變成鉗子
Turns into a serving tong when the hooks are connected

耐熱及可受壓
Heat and pressure resistant

適合烹調
Suitable for cooking

符合人體工程學
Ergonomic design



已獲國際獎項 (獎項 / 年度)
International awards (Award / Year)



W310 波浪收纳箱 W310 WAVE Caddy

设计师 邓兆南 | Ante International Limited
Designer Tang Siu Nam, Norman | Ante International Limited

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Contact

设计师简介 Designer Profile

邓兆南于英国修读工业设计学位课程，毕业后于一九八零年返港从事产品设计开发，及于香港理工大学工业设计课程任教。

自九六年与意大利VICEVERSA品牌的始创商人合作，于香港创立其分公司，专注于开发多系列的家居产品。其间与多位意大利和欧洲设计师紧密合作及带领内部设计及工程团队完成200多件创新产品于20个国家进行销售。

于二零零七年另成立一家独立的公司，研发了一系列设计创新和前卫的产品，以自有品牌 ANTEVANILLA及 FELTIAMO销售到海内外市场。

Mr Tang started working as an industrial designer in 1980 after his study a BA degree in 3-dimensional design in England. Then he joined the Hong Kong Polytechnic University in 1986 and taught in the Industrial Design degree course.

In 1996, he became a partner with the founder of the Italian brand "Viceversa" and established a branch office in Hong Kong. He was responsible for the export business and the production of the new products. Over 200 new products had been developed and produced with many Italian and international designers as well as in-house designers and engineers. Many of these products had been distributed extensively in many countries.

In 2007, he set up his own company and has started to develop a unique collection of lifestyle design in 2 new brands "Antevanilla and Feltiamo" that showcase the cultural and social interests harmoniously with the design process in their range of products. A plastic storage caddy was given a Red Dot Product Design Award in 2009.



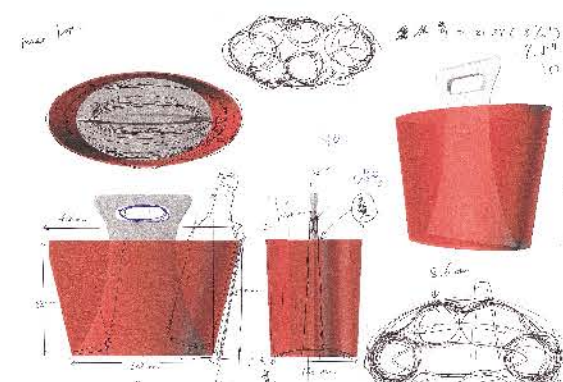
产品特点 Product Features

容纳多支酒瓶
stores numerous wine bottles

符合人体工学的手柄形状
handle for a comfortable carrying

减少在携带过程中酒瓶相互碰撞
prevent bottles from striking each other

减少所使用的塑料材料
less plastic used



已获国际奖项 (奖项 / 年度)
International awards (Award / Year)



reddot design award
winner 2009

主办单位 Organizer



香港設計商會
HONG KONG
DESIGN TRADE
ASSOCIATION

主席: 叶智荣
Chairman: Alan Yip

副主席: 邓兆南
Vice Chairman: Norman Tang

秘书长: 李锦雄
Secretary General: Ken Lee

使命 Missions

1. 促进拥有自主品牌的香港企业或从事经营各种品牌设计的香港企业在香港、内地以及国际之间的正常生意交流和合作
Promote and reinforce Hong Kong companies with own brands and various design services to open and explore the mainland China and international markets
2. 加强香港各式各样的设计师及品牌企业与各地政府和机构之间的联系和沟通
Enhance the exchange and communication channels between members and various city governments in the mainland China
3. 协助会员拓展和推广会员零售及专业服务, 提供良好的商业平台及商机
Creates proper trade and matching platforms to assist members to explore and promote product sales and design service channels
4. 提升香港设计及品牌的声誉及质与量
Uplift the Hong Kong brand image and the quality of Hong Kong Design

赞助及支持机构 Sponsor & Supporting Organisations

执行机构
Implementation organisation



赞助机构
Sponsor organization



支持機構
Supporting organizations



Hong Kong Trade Development Council

