



Vision

**Establish Hong Kong as a
Centre of Design Excellence in Asia**

Mission

**Use Design and Innovation to
Drive Value Creation and
Improve the Well-Being of Society**

hkdc





Open-air Design District Gallery



#ddCreative Placemaking
#dd創意·營造社區

常設展覽

#ddCommissioned Work
#dd委約作品

特備展覽

#ddIn Motion
#dd策動

活動

#ddWalker / #ddStory
#dd城市行者 / 城市故事

導賞團

#ddHK design district Hong Kong 設計#香港地

穿梭大街小巷 · 發現靈感在轉角

Adventure Through the Alleys • Get Inspired at Every Turn

HKACT! Act 1 BeHere

1.12.2018 – 31.5.2019 **by Masaki Fujihata**

沿舊灣仔海岸線，將老香港帶到現在 下載應用程式，共同分享，為未來創造回憶

Bring Old Hong Kong to the Present Along the Old Wan Chai Coastline

Download the App. Share the Moment and

Create Memories for the Future

由2018年12月至2019年5月特設免費導賞團

詳情及報名請瀏覽 #ddHK 網站

Free guided tours will be offered from Dec 2018 to May 2019.

For details and reservation, please visit #ddHK website.

- A1 Blue House*
- A2 石水渠花園 Stone Nullah Lane Garden
- A3 灣仔碼頭廣場 Wan Chai Gap Road Playground
- A4 灣仔郵政局 Old Wan Chai Post Office
- A5 利東街 Lee Tung Avenue
- A6 大馬路街邊休息 Tai Weng Street East Sitting-Out Area
- A7 聯發街街邊休息 Lun Fat Street Sitting-Out Area
- A8 光雅里兒童遊樂場 Kwong Ming Street Children's Playground
- A9 日街 Sun Street
- A10 東東花園 Dominion Garden

* 本展覽所有作品均為設計作品，並非真實建築。詳情請參閱 #ddHK 網站。
* All works in this exhibition are design works, not real buildings. For details, please refer to #ddHK website.

#dd點子 #ddPlace

- P1 #dd多@石水渠街(口)花園 #ddSharing@Entrance of Stone Nullah Lane (Paving) 31.12.2018 - 31.5.2019
- P2 #dd多@利東街(口)花園 #ddSharing@Entrance of Lee Tung Avenue (Paving) 31.12.2018 - 31.5.2019
- P3 #dd多@灣仔碼頭廣場及灣仔碼頭巴士站 #ddSharing@Wan Chai Gap Road Playground and Wan Chai Gap Road Bus Stop 31.12.2018 - 31.5.2019
- P4 #dd多@灣仔碼頭巴士站 #ddSharing@Wan Chai Gap Road Bus Stop 31.12.2018 - 31.5.2019
- P5 #dd多@灣仔碼頭巴士站入口花園 #ddSharing@Entrance of Wan Chai Gap Road Bus Stop 31.12.2018 - 31.5.2019
- P6 #dd多@灣仔碼頭巴士站入口花園 #ddSharing@Entrance of Wan Chai Gap Road Bus Stop 31.12.2018 - 31.5.2019

以dd設計 增添空間趣味 以dd想像 發掘城市無限可能
Spice Up Public Spaces with a Twist in Design
Explore the City's Endless Possibilities with a Little Imagination

特設 #dd城市行會、#dd城市故事及 #dd城市攝影免費導賞團，詳情及報名可瀏覽 #ddHK 網站。

Free guided tours, #ddWalker, #ddStory and #ddSnap, are available. For details and reservation, please visit #ddHK website.

- W1 大坑坊居民會 Tai Hang Residents' Welfare Association
- W2 信德街行人天橋 Shelter Street Footbridge
- W3 維多利亞公園南面廣場 South Pavilion Plaza of Victoria Park
- W4 聖瑪利諾學校 St. Mary's School
- W5 灣仔碼頭游泳池 Wan Chai Gap Road Swimming Pool
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*更多作品將於2019年底及2020年陸續登場！
密切留意我們的最新資訊。
*More creative works are coming in late 2019 and 2020. Stay tuned with us!

**OUR STRENGTH
A Creative
Placemaking &
Tourism Project
Loved by Our
Communities**

#銅鑼灣 #causeway bay

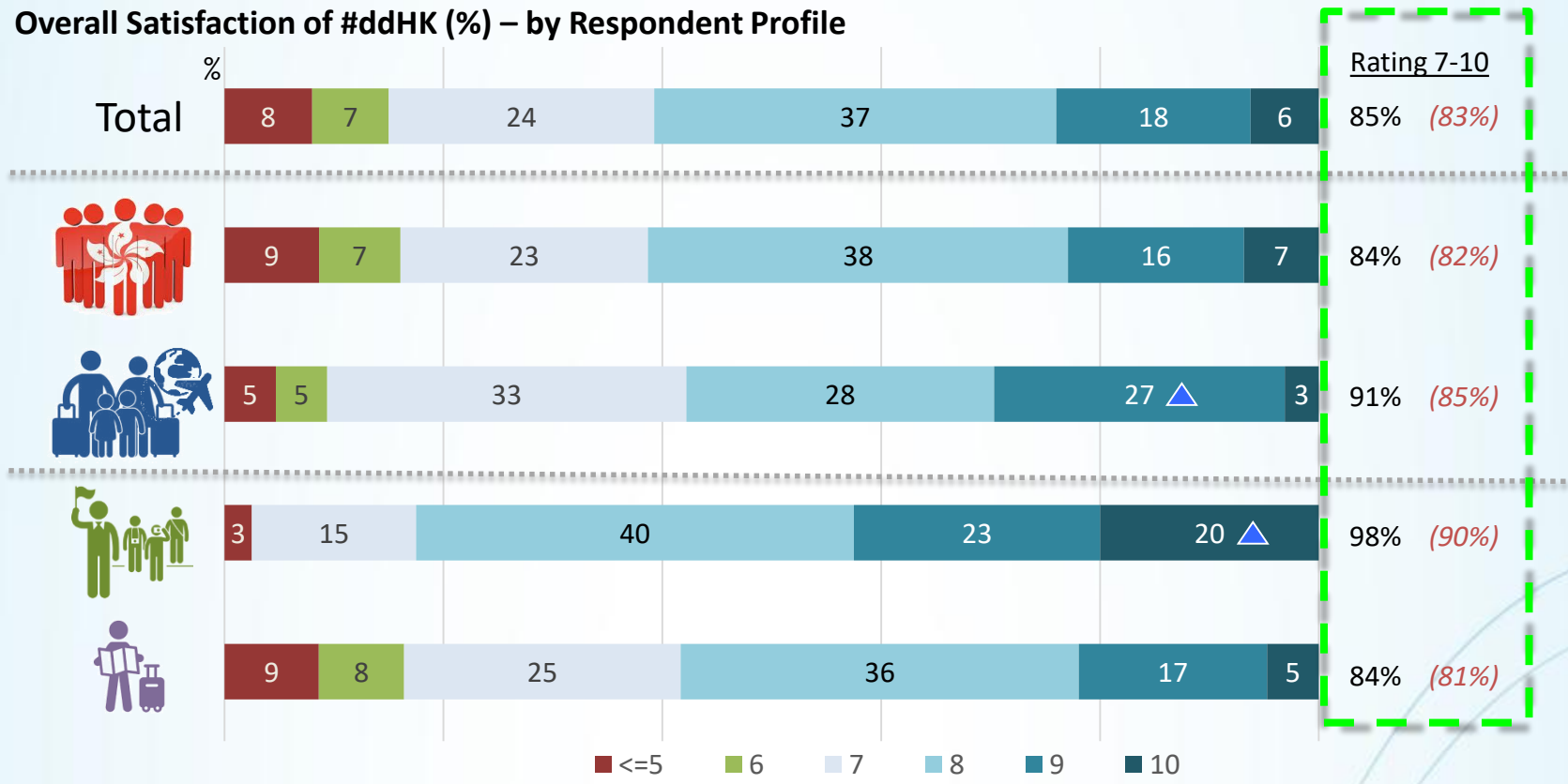
展覽期間，作品將在各個指定地點展出，詳情請參閱 #ddHK 網站。
Exhibition period may vary according to venue availability. Please refer to #ddHK website for details. All location and period are subject to change without further notice.

Remarks: Unless events are cancelled or postponed under adverse weather, absence or cancellation of registration will affect non-attendance. Hong Kong Design Centre is not responsible for the quality or suitability of the products or services by third parties, or any consequences or claims of the events, either in form or use provided by participating organizations or people.

Research Findings *Conducted by Independent Research Company (2019/20)*



Overall Satisfaction of #ddHK (%) – by Respondent Profile



Base: Total (n=400); Local residents (n=336); Oversea visitors (n=64); Guided tour participants (n=40); Non-tour participants (n=360)

() indicates fig in Year 18/19



Media & PR Coverage (As of 23 Apr 2020)

#ddHK
design district Hong Kong
設計香港地



SUMMARY*

Total no. of clipping:	960
• Broadcast	19
• Print	85
• Online	649
• Social Media	207
Total circulation:	53,625,314,202
Total equivalent advertising cost (HK\$)	\$29,351,280

* Total coverage from end Nov 2018 – end Apr 2020 (17 months)

TC x HKDC

夥伴合作關係

Partnership Approach

設計參與

Participatory Design



#ddHK 地道香港
design district home
Creative Placemaking Public Engagement

2018.09.12

13:30-17:30

Co-creation

策動羣體對話

Social Conversations



香港地

設計
香港地

St. James' Settlement

社區協作

Community Collaboration



HK Tramway



HKWalls & Local Community



設計
香港地

Bringing People To The Harbour & The Harbour To The People



Relaunch Our City

The City is vulnerable at large ...

Mistrust & dissatisfaction divide the society

Disruption of social life & social isolation

Physical & mental health problems

Shrinking economy: Snow ball effect to all aspects of the society

Damage of city branding & tourism assets: Unsafe & Unfriendly

Community Design 3.0

山崎亮 -- 20 年的社造經驗，踏足 200 多個社區。

回想關西人永難忘懷的阪神大地震(1995)那一夜，所有的建築都倒塌了，他說：「人們必須開始思考，若要重建整個城市，要重建的不只是建築，還需要思考如何重建整個社區。」

**Community
Design
3.0**

Designing a Lifestyle with Community

The scope of discussions between designers and residents has expanded from hardware to software

**Community
Design
2.0**

Designing Public Facilities with Community

Co-create public facilities by designers and local residents

**Community
Design
1.0**

Designing for Community

Public facilities designed by professionals like designers, architects and government officials etc.

A romantic couple is seen from behind, sitting on a black metal bench in a park at night. The woman is wearing a light-colored jacket and the man is wearing a dark blue long-sleeved shirt. They are kissing. In the background, there are several other people sitting on benches or walking on the grass. The city skyline is visible in the distance, with many lights from the buildings. The scene is illuminated by the city lights and the park's ambient lighting.

Inspiration: Bryant Park, NYC

“A popular, year-round New York City destination with 12 million visitors each year”



Key to success

Creative line-up of 1000+ free events annually
Activate the park, safe & fun around the clock
Not by redesign of infrastructure



Holistic Approach of Year-round Placemaking & Interventions

City Brand Building

Urban Active Lifestyle

Building Trust & Bonds

Resilience City

Empowerment

Social Well-being

Immersive Living Culture

Proactive Citizens

Embracing Social Inclusion

Sustainable Lifestyles

In-depth Tourism

Let's make
transformative
changes to HK!



#ddHK design district
Hong Kong
設計埠香港地

呈獻 Presenter



主辦機構 Organiser

