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Design Week
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A FLAGSHIP EVENT OF HONG KONG DESIGN CENTRE
PARTNER COUNTRY 2008 – THE NETHERLANDS
 
Pioneers in international business

Leading Design Experts and Business Professionals Judging Design for Asia Award 2008

*633 entries from around the world compete in three award categories
for Asia's premier design awards*

HONG KONG, 10 October 2008 – Hong Kong Design Centre (HKDC) today announced 16 of the world's premier design experts from Europe and Asia have been selected to judge the region's most sought after design awards, the Design for Asia Award (DFA Award) 2008.

This year, the esteemed DFA Award received 633 entries representing 12 countries including China, Hong Kong, Taiwan, Japan, Korea, Singapore, Thailand and from as far as Europe, the UK and the US. All entries will be judged by the expert judging panel on their design, influence, and commercial success in Asia.

The DFA Award, initiated by HKDC, seeks to raise awareness among business and the public about the value of good design as an essential component in great business, and in creating a sustainable, better quality of life for all. For the past five years, it has been presented to companies and designers around the world that have achieved business success through good design that has a notable impact on Asia.

The world-renowned professionals and experts in the judging panel represent a variety of business, professional, academic and design disciplines with experience both locally and internationally. They will select winners for the Award across three award categories:

DFA Gold Award DFA Silver Award DFA Bronze Award Merit Recognition	Up to three of the best works from 18 design disciplines including apparel & accessories design, communication design, product & industrial design, and environment design will be awarded a Gold, Silver, or Bronze Award, or Merit Recognition
DFA Grand Award	The DFA Grand Award recognises the best designs among all categories based on their design excellence, influence in Asia and commercial success. A maximum of ten designs will be awarded
DFA Special Awards	This is for design solutions that excel in fields beyond the definitions of the traditional categories and have been demonstrative in improving quality of life, or inspiring future design development. The following three special awards will be awarded: - DFA Special Award for Sustainability - DFA Special Award for Culture - DFA Special Award for Technology

“Since its inception in 2003, this Award has continuously gained respect from local and international design professionals and companies. In keeping with current trends,



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this year we have expanded the DFA Award to ensure that outstanding Asian design is properly recognised – reflecting the abundance of excellent designs today, as well as the expanding disciplines that design is influencing,” said Mr. **Victor Lo, Chairman of the Hong Kong Design Centre.**

This year’s esteemed judging panel includes:

- Mr. Victor Lo, Chairman, Hong Kong Design Centre, Hong Kong
- Mr. Freeman Lau, Vice Chairman, Hong Kong Design Centre, Hong Kong
- Mr. Michel de Boer, Creative Director, Studio Dumbar, Netherlands
- Ms. Kelley Cheng, Editorial Director, Page One Publishing Pte Ltd, Singapore
- Ms. Amy Chow, Design Director, Hong Kong Design Centre, Hong Kong
- Mr. Andre Fu, Director, AFSO, Hong Kong
- Prof. John Heskett, Chair Professor, School of Design, The Hong Kong Polytechnic University, Hong Kong
- Mr. Lyndon Neri, Founding Partner, Neri & Hu Design & Research, China
- Mr. Joshua Roberts, Editor, Perspective Limited, Hong Kong
- Mr Kay Ngee Tan, Founder, Kay Ngee Tan Architects, Singapore
- Mr. William Tang, Director, W Tang Company Limited, Hong Kong
- Mr. Pratarn Teeratada, Managing Editor, Corporation 4d Limited, Thailand
- Mr. Manfred Wang, Chief Design Officer, BenQ Corporation, Taiwan
- Mr. Dickson Yewn, Director, Life Of Circle Limited, Hong Kong
- Mr. Zhou Yi, General Manager & Founder, s. point design, China
- Prof. Dr. Peter Zec, President, red dot GmbH & Co.KG, Germany

The winners of the DFA award will be announced on 12 December 2008, at the HKDC Awards Gala Dinner, which is regarded as the highlight of Business of Design Week (BODW). Winners of the highly competitive award are announced before an audience of the foremost designers and artists from Asia and the world, in addition to industry masterminds and design association heads from around the region. Other awards to be presented at the HKDC Awards Gala Dinner include the World’s Outstanding Chinese Designer Award, the Design Leadership Award and the Hong Kong Young Design Talent Awards.

BODW is Asia’s leading event on innovation, design and brand. This year’s BODW will take place on 8-13 December at Hong Kong Convention and Exhibition Centre. For information about this event, please visit www.bodw.com.

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