



Business of
Design Week
設計營商周
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A FLAGSHIP EVENT OF HONG KONG DESIGN CENTRE
PARTNER COUNTRY 2008 – THE NETHERLANDS



Design for Asia Award Winners Announced **Honouring Projects for Commercial and Social Success through Creativity** *633 international entries competed for Asia's premier design awards*

HONG KONG, 12 December 2008 – Hong Kong Design Centre (HKDC) today announced the winners of the HKDC Design for Asia (DFA) Award 2008. There were **633** entries this year competing for prizes in various categories. The winners have been selected from across the world, setting themselves apart through the influence of their outstanding designs which have been well-received commercially in one or more Asian markets.

Since the DFA Awards were first launched in 2003, the Awards have been bestowed upon companies across the globe that have generated business success in Asia through good design that reflects, or has an impact on, the Asian lifestyle. The Award is divided into the following categories:

- **DFA Grand Award**

- Recognises the most impressive entries among all categories based on their design excellence, influence in Asia and commercial success. A maximum of ten designs can be awarded.

- **DFA Special Awards**

- This is for design solutions that excel in fields beyond the definitions of the traditional categories and have demonstrated potential for improving quality of life, or inspiring future design development. The awards are in three aspects: Sustainability, Culture and Technology.

- **DFA Gold, Silver, Bronze & Merit Recognition Award**

- Up to three of the best works from various design disciplines including apparel & accessories, communication design, product & industrial design and environmental design are awarded a Gold, Silver or Bronze Award or else gain a Merit Recognition. The DFA Merit Recognition recognises the designs' potential to inspire and contribute to the betterment of design in society.

Winners were selected by an international judging panel composed of renowned professionals and experts from a variety of business, professional, academic and design disciplines, and with a strong understanding of Asian design and culture.

Victor Lo, Chairman of the judging panel, said, "Judging this year has been immensely challenging as there were so many high quality and diverse entries. It brings me great joy to see the amount of talent and innovation stemming from the region."



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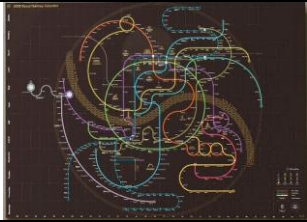


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The presentation ceremony will be held at tonight's HKDC Annual Award Gala Dinner where winners will be receiving awards before an audience of the foremost designers and artists, industry masterminds, educators and design association heads from the Netherlands, Asia and the world. Other awards to be announced tonight include the World's Outstanding Chinese Designer Award, the Design Leadership Award, and the Hong Kong Young Design Talent Awards.

In addition to supporting this exclusive design industry event by providing limousine services to the guests, Audi, the sole sponsor of the HKDC Award Gala Dinner, will showcase its concept car A1project quattro and its high-performance sports sedan RS 6 for the first time in Hong Kong at the dinner.

Chong Got, Managing Director of Audi Hong Kong said, "This year, Audi is proud to partner with BODW, which shares our brand's mission to be progressive and innovative. By honouring the best talent and projects from the region, we hope to promote the achievement of the design industry and enhance Hong Kong's position as a design hub in the region."







2008 Design For Asia Award Winners		
PHOTO	NAME OF DESIGN	WINNING COMPANY
DFA Grand Award		
	City Railway System	Zero per Zero
	Build your body with good water!	ADK Inc.
	Cai Guoqiang Courtyard House Renovation	Studio Pei-Zhu



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	Fujiya Ryokan	Kengo Kuma & Associates
	Maosi Ecological Demonstration Primary School	Department of Architecture, The Chinese University of Hong Kong
	Personal Wooden Radio	Piranti Works
	SizeChina	The Hong Kong Polytechnic University
	"Cloud of Promise" -- 2008 Beijing Olympic Torch	Lenovo Group Ltd.
	iPhone 3G	Apple Inc.



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	<p>MEDIA SKIN</p>	<p>KDDI Corporation</p>
<p>DFA Special Awards</p>		
<p>Sustainability</p>		
	<p>Maosi Ecological Demonstration Primary School</p>	<p>Department of Architecture, The Chinese University of Hong Kong</p>
<p>Culture</p>		
	<p>Cai Guoqiang Courtyard House Renovation</p>	<p>Studio Pei-Zhu</p>
	<p>Rose Hanging</p>	<p>Korakot International Limited Partnership</p>
<p>Technology</p>		
	<p>iPhone 3G</p>	<p>Apple Inc.</p>
<p>DFA Gold Award</p>		



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	<p>Newton Suites</p>	<p>WOHA</p>
	<p>Hirose Dental Clinic</p>	<p>eleven nine interior design office</p>
	<p>Maosi Ecological Demonstration Primary School</p>	<p>Department of Architecture, The Chinese University of Hong Kong</p>
	<p>iPhone 3G</p>	<p>Apple Inc.</p>
<p>DFA Silver Award</p>		
	<p>The Press Room/Classified</p>	<p>Press Room Group, Stanley Wong (84000 Communications), Danielle Huthart (Whitespace)</p>
	<p>Neri & Hu</p>	<p>Neri & Hu Design and Research</p>



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	ABSOLUT PEARS Dual Package	Jamy Yang & Associates Design. Inc
	From The Stage of A Hundred Tastes to The Taste of Tao	Lowe China, David Chan Tsze-wei
	Din Tai Fung opening invitation	Bing Design
	Mud & Stone House	B&A Inc.
	Alleyway House	Formwerkz Architects
	Showroom of Miele	B&A INC



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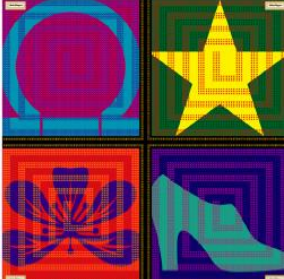
	The Market - Beijing Whampoa Club Beijing China	Neri & Hu Design and Research Office
	TECHTILE Exhibition	The University of Tokyo
	Water dome 2007	atelier OPA Co.
	Speaker System "Sountina" NSA-PF1	Sony Corporation
	Business Class seat for the Singapore Airlines A380	James Park Associates
	MacBook Air	Apple Inc.



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	Digital HD Video Camera Recorder "Handycam" HDR-TG1	Sony Corporation
DFA Bronze Award		
	Over Plain	DoiTung Development Project
	"unbounded"	Pichita
	Life Cycle Collection	Gavang Co Ltd.
	Hong Kong My Love	Alan Chan Design Company



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	<p>Originality of Soy Sauce</p>	<p>Janique</p>
	<p>"Karada-Meguri Cha" Packaging Design</p>	<p>Sony Corporation</p>
	<p>Love from Hong Kong</p>	<p>Amazing Angle Design Consultants Limited</p>
	<p>Virgin Atlantic Airline – Chinese New Year Gift Pack – Do's And Don'ts</p>	<p>VCL Limited</p>
	<p>Tokyo Type Directors Club Exhibition in Hong Kong</p>	<p>Amazing Angle Design Consultants Limited</p>



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	K Clinic	Architecton
	SALA Phuket	Department of ARCHITECTURE Co., Ltd.
	The Barn	HKI Group, Alan Chan and Yukiharu Takematsu (E.P.A. Co Ltd)
	Economy Class Inflight Tableware	Milk Design Limited
	METAPHYS uzu	hers experimental design laboratory inc.
 <small>ML-1630 Personal Micro Laser Printer</small>	ML-1630 & SCX-4500	Samsung Electronics



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	iPod touch	Apple Inc.
Merit Recognition		
Paso Doble	Headragon Limited	
Good God Figurines	DEM	
Nam June Paik Museum Identity Program	AGI Society	
Brand revitalization by developing an emblem commemorating the 50th anniversary of Kyobo Life Insurance	Eda communications	
Beyond Modern Sculpture: Interactive Fashion show and cat walk	imhk lab	
Gift Books	Harvest Advertising Co.,Ltd.	
Imagination, Action	AGI Society	
Elevating Design - International Architectural Design Competition for the Hong Kong Design Institute	Hinge Marketing Ltd	
Sparkling Idea for Business - Sales Brochure	Yellow Creative (HK) Limited	
EFFECT	The Japan Interior Planners Association Tokyo	
Wanderig Home	Object Factory	
BBH Office in a Warehouse	Ministry of Design	
J:COM Station Project	Murayama Inc.	
The Shoe Box - Pedder Red Flagship Store act-itude / a cave lifestyle retail experience from exception	Neri & Hu Design and Research Office 84000 communications	
URBN Hotel	Space-Developments	
The Red Chamber - China House at the Oriental Hotel Bangkok Thailand	Neri & Hu Design and Research Office	
The Pawn	Press Room Group	
The University Town Library, Shenzhen, China	RMJM HK Ltd	
The 40th Tokyo Motor Show 2007 TEPCO Stand	Murayama Inc.	
Brillia Inage Apartment House Gallery Concept Room "Green Passage"	Murayama Inc.	
Bamboo Pavilion at Hong Kong & Shenzhen Bi-City Biennale of Urbanism/Architecture	CL3 Architects Limited	
unfinished process / HK International Poster Triennial 2007 Exhibition Hall	84000 communications	
AQW12AWA	Samsung Electronics	
Waffle Vase	Ayodhya Trade (93) Co., Ltd.	
LETTERBOX USB	G.O.D. LTD	
Digital HD Video Camera Recorder	Sony Corporation	



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HVR-Z7J	
iMac	Apple Inc.
LifeBook U2010	Fujitsu Limited
LG Secret (Model Number: LG KF-750)	LG Electronics
iPod classic	Apple Inc.
iPod nano	Apple Inc.
Philips Streamium Wireless Music Center and Station WACS7500	Philips Design Hong Kong
Clip	DEM
Philips GoGear Digital Audio Player SA2848	Philips Design Hong Kong

***For high resolution photos and detailed materials on the winning projects and designers, please visit:**

Link: <ftp://chi-ftp.interpublic.com>

Username: wshk_dfa08

Password: dfa08

About Business of Design Week (BODW)

Referred to as “one of the most significant annual events on the international design calendar,” BODW, Asia’s leading event on innovation, design and brand, attracts the best of the global design world to Hong Kong.

More than 50,000 participants and over 100 of the world’s most iconic designers, business leaders and educators attend BODW to share their success stories, exchange ideas, and network in an event nobody can afford to miss. The goal of BODW is to encourage organisations to unleash the power of design by focusing on the vital relationship and complex interplay between design and business.

About Hong Kong Design Centre

The Hong Kong Design Centre is a non-profit organisation dedicated to helping local designers and businesses realise their full potential, and to encourage, inspire, support and facilitate the best use of design as an instrument for the sustainable competitiveness, economic prosperity and overall well-being of society. We take a leadership role engaging in a proactive dialogue that preaches to government, industry, business partners, educational institutions and private organisations about design as a strategic, value-enhancing constituent of business. Towards the wider public audience, we tirelessly seek to inculcate a greater appreciation of the ways design contributes to a better quality of life.

The Hong Kong Federation of Design Associations established the Hong Kong Design Centre in 2001. The founding members of the Federation are Hong Kong Designers Association, Interior Design Association Hong Kong, Hong Kong Fashion Designers Association, and the Chartered Society of Designers.

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