



Photo Release

HKDC Annual Awards 2008 Results Announcement Honouring Projects for Commercial and Social Success Through Creativity

- 35 winners announced for Design for Asia Awards
- Hong Kong film animator and director Raman Hui named World's Outstanding Chinese Designer 2008
- Chairman of Lenovo, Yang Yuan-qing, wins Design Leadership Award 2008
- 9 emerging designers join the Hong Kong Young Design Talent Awards community

HONG KONG, 12 December 2008 – Hong Kong Design Centre (HKDC) today announced the winners of the HKDC Design for Asia (DFA) Award, World's Outstanding Chinese Designer (WOCD) Award, the Design Leadership Award (DLA) and the Young Design Talent Awards (YDTA). All the winners received their awards at tonight's HKDC Annual Award Gala Dinner, before an audience of the foremost designers and artists, industry masterminds, educators and design association heads from The Netherlands, Asia and the world.

Photo 1:

Mrs. Rita Lau Ng Wai-Lan, JP, Secretary for Commerce and Economic Development, was Guest of Honour at the HKDC Annual Award Gala Dinner, and presented the World's Outstanding Chinese Designer Award and the Design Leadership Award.

Photo 2:

Mr. Duncan Pescod, Permanent Secretary for Commerce and Economic Development (Communications and Technology), presented the Design for Asia Awards. 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.

Photo 3:

Mr. Eddy Chan, Commissioner for Innovation & Technology, and the Young Design Talent Awards winners. With the goal of supporting design capability building and the nurturing of talent, this Award recognises and sponsors local designers or design students with outstanding achievements or potential for career development to complete overseas studies or work attachments at reputable design organisations.

Photo 4:

Film Director, animator and PDI/DreamWorks veteran Mr. Raman Hui has been named the World's Outstanding Chinese Designer 2008 in recognition of his success in the on-screen animation industry. Hui has become one of the major forces at PDI/DreamWorks responsible for guiding the animation team, from commercials and shorts. He most recently co-directed "Shrek the Third" as well as directed the Kung Fu Panda animated short, "Secrets of the Furious Five."

Photo 5:

Mr. Yang Yuan-qing, Chairman of Lenovo, has been awarded the Design Leadership



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Award 2008 for his dedication and achievement in successfully combining design and corporate leadership. Under Yang's leadership, Lenovo was listed as a Fortune 500 company in *Fortune* and topped the rankings of the *Financial Times*' 2007 Top 10 Chinese Global Brands Survey.

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

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

Username: wshk_hkdc

Password: hkdc

****For high resolution photos and detailed materials on Design for Asia (DFA) Award winning projects and designers, please visit:**

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

Username: wshk_dfa08

Password: dfa08

About Business of Design Week (BODW)

BODW is one of the most anticipated events in the global design world and its goal is to encourage institutions to unleash the power of design by focusing on the vital relationship and complex interplay between design and business. It has been acclaimed as "one of the world's most unique and compelling design-related programmes." BODW attracts more than 50,000 participants and over 100 of the world's most iconic designers, business leaders and educators to share their success stories, exchange ideas, and network.

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.

Media Enquiries:

Tina Leung / Wendy Cheung at Weber Shandwick

(852) 2533 9950 / (852) 2533 9912

tleung@webershandwick.com / wcheung@webershandwick.com