BODW 2015
BUSINESS OF DESIGN WEEK
ASIA'S LEADING ANNUAL EVENT ON DESIGN, INNOVATION AND BRANDS
30 NOV - 5 Dec
HONG KONG CONVENTION & EXHIBITION CENTRE
PROGRAMME AT A GLANCE
WWW.BODW.COM
30.11 MON

13:30 REGISTRATION 登記

IoT & DESIGN

Moderator: COLIN LIGHT
Partner, PwC Experience Centre and Digital Leader, Greater China (HK)

14:00 INTRODUCTION 介紹

14:15 MANAV GUPTA
Founder & CEO, Brinc (HK)

14:40 KRISTINA HÖÖK
Professor in Interaction Design, The Royal Institute of Technology (KTH) and Director, The Mobile Life Centre (Sweden)

15:05 COLIN LIGHT
Partner, PwC Experience Centre and Digital Leader, Greater China (HK)

15:30 NETWORKING BREAK 交流小休

15:45 ALEJO VERLINI
Co-founder & VP of Design, Bluesmart (US / HK)

16:10 CHARLES ADLER
Co-founder & Former Head of Design, Kickstarter.com (US)

16:50 PANEL DISCUSSION 專題討論

01.12 TUE

08:30 REGISTRATION 登記

FASHION ECOSYSTEM FORUM

Moderators: JANE RAPLEY OBE
Professor Emerita, Central Saint Martins UAL (UK) & DENISE SUEN 孫韋蓮, Executive Managing Editor, VOGUE CHINA (China)

09:00 INTRODUCTION 介紹

09:15 JANE RAPLEY, OBE
Professor Emerita, Central Saint Martins UAL (UK)

09:35 KAREN WEBSTER
Deputy Head of Fashion and Textiles, RMIT University (Australia)

09:55 JUDITH TOLLEY
Manager, Centre for Fashion Enterprise (UK)

10:15 IMRAN AMED
Founder & CEO, The Business of Fashion (UK)

10:35 CINDY HAHN
CEO & President, Hahn Global Associates (South Korea)

10:55 DAVID M. WATTS
Founding Director, David M. Watts Consultancy (UK)

11:15 NETWORKING BREAK 交流小休

11:30 PANEL DISCUSSION 專題討論

15:00 CLOSED-DOOR ROUNDTABLE DISCUSSION: FASHION ECOSYSTEM (BY INVITATION ONLY)
閉門圓桌討論: 時裝設計生態（只限受邀人士）
08:30  REGISTRATION 登記

09:00  INTRODUCTION 介紹
09:15  CARLOS VELÁZQUEZ
Corporate Marketing Director, Roca Group (Barcelona)
09:40  FERRAN FIGUEROLA
CEO, Cricursa (Barcelona)
10:05  DAVID BUTLER
VP Innovation and Entrepreneurship, The Coca-Cola Company (US)
10:45  NETWORKING BREAK 交流小休
11:00  CHRIS FJELDDAHL
Partner, Eight Partnership (HK)
11:25  MARIA SEBREGONDI
Brand Equity Senior Advisor, Moleskine (Italy)
12:00  PANEL DISCUSSION 專題討論
13:30  REGISTRATION 登記

14:00  INTRODUCTION 介紹
14:10  DAVID SANCHO GRAU
CEO, MANGO China, East Asia & India, MANGO (Barcelona)
14:35  JEFFERY YAU 邱子傑
Founder & CEO, Puyi Optical (HK)
15:00  JORDI BALSELLES VALLS
Vice President Asia & Americas, Abasic SL (DESIGUAL) (Barcelona)
15:30  NETWORKING BREAK 交流小休
15:45  LEO CHAN 陳偉豪
Director, AMENPAPA (HK)
16:10  XAVIER ASENSI
Managing Director, Asia Pacific, FC Barcelona (Barcelona)
DIDAC LEE 李西淘
Board Member, FC Barcelona and 3rd Vice Chairman, Fundació FCB (Barcelona)
16:40  SPECIAL TALK 特別演講嘉賓
THOMAS HEATHERWICK
Founder & Principal, Heatherwick Studio (UK)
17:00 - 18:45  DFA AWARDS PRESENTATION CEREMONY DFA 設計獎頒獎典禮
### 03.12 THU

#### 08:30 REGISTRATION 登記

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### PLENARY I

**Moderator主持: LORRAINE JUSTICE**  
Dean, College of Imaging Arts and Sciences, Rochester Institute of Technology (US)

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>09:00</td>
<td>OPENING CEREMONY 開幕典禮</td>
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<tr>
<td>10:00</td>
<td>INTRODUCTION 介紹</td>
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<td>10:15</td>
<td>BENEDETTA TAGLIABUE</td>
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<td>Co-founder &amp; CEO, Miralles Tagliabue EMBT and Founder &amp; CEO, Enric Miralles Foundation (Barcelona)</td>
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<td>11:00</td>
<td>CHI WING LO 盧志榮</td>
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<td>Founder, 1ness / DIMENSIONE CHI WING LO (Italy)</td>
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<td>11:45</td>
<td>NETWORKING BREAK 交流小休</td>
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<td>12:00</td>
<td>ROSS LOVEGROVE</td>
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<td>Industrial Designer, ROSS LOVEGROVE (UK)</td>
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### 13:30 REGISTRATION 登記

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#### THEATRE 1

**Moderator主持: OSCAR VENHUIS**  
Managing Director MWI and Founder Heylaa (HK)

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<tr>
<td>14:00</td>
<td>INTRODUCTION 介紹</td>
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<td>14:15</td>
<td>JOSEP ABRIL</td>
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<td>Fashion &amp; Costume Designer, ABRIL STUDIO SL (Barcelona)</td>
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<td>14:40</td>
<td>TXELL MIRAS</td>
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<td>Designer &amp; Owner, Txell Miras (Barcelona)</td>
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<td>15:05</td>
<td>EUGENE LEUNG &amp; DAN TSE</td>
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<td>梁慧德 &amp; 謝德怡</td>
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<td></td>
<td>Founders &amp; Creative Directors, INJURY (Australia / HK)</td>
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<td>15:30</td>
<td>NETWORKING BREAK 交流小休</td>
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<td>15:45</td>
<td>MATTHEW MILLER</td>
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<td>Founder &amp; Creative Director, Matthew Miller (UK)</td>
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<td>16:10</td>
<td>JUSTIN PENG</td>
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<td>CEO, DONGLIANG (China)</td>
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<td>16:35</td>
<td>PANEL DISCUSSION 專題討論</td>
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#### THEATRE 2

**DFA: DESIGN FOR ASIA**

**Moderator主持: ALEX CHUNN**  
VP Innovation and Product Planning, Techtronic Industries (HK)

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<th>Time</th>
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<tr>
<td>14:00</td>
<td>INTRODUCTION 介紹</td>
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<tr>
<td>14:15</td>
<td>JORGE PENSI</td>
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<td></td>
<td>Architect &amp; Designer, JORGE PENSI DESIGN STUDIO (Barcelona)</td>
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<td>14:45</td>
<td>FABIEN NAROY</td>
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<td>Head of Design, Native Union (HK)</td>
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<td>15:15</td>
<td>NETWORKING BREAK 交流小休</td>
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<td>15:45</td>
<td>JAMY YANG</td>
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<td>楊明潔</td>
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<td>Founder, YANG DESIGN (China)</td>
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<td>16:15</td>
<td>ALI GANJAVIAN</td>
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<td>Creative Entrepreneur &amp; Co-founder, Studio Banana / Studio Banana Things / kawamura-ganjavian (UK)</td>
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<td>16:45</td>
<td>PANEL DISCUSSION 專題討論</td>
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#### THEATRE 3

**DFA: DESIGN FOR ASIA**

**Moderator主持: KELLEY CHENG**  
鎖瑞玲, Founder / Creative Director, The Press Room (Singapore)

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>14:00</td>
<td>INTRODUCTION 介紹</td>
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<tr>
<td>14:15</td>
<td>GAVIN ARMSTRONG</td>
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<td>President &amp; CEO, Lucky Iron Fish Inc. (Canada / Cambodia)</td>
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<td>14:45</td>
<td>KWON SONG HWAN</td>
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<td>Managing Director PARK SUN ZOO</td>
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<td>Head Designer RE:CODE, KOOLON Industries Fnc (South Korea)</td>
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<td>15:15</td>
<td>WILLIAM HARALD-WONG</td>
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<td>王利欣</td>
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<td></td>
<td>Principal &amp; Design Director, William Harald-Wong &amp; Associates Sdn Bhd (Malaysia)</td>
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<tr>
<td>15:45</td>
<td>NETWORKING BREAK 交流小休</td>
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<tr>
<td>16:00</td>
<td>YOSHIHIRO SHINDE</td>
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<td></td>
<td>新出佳弘</td>
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<td></td>
<td>Chief Designer NOBUYUKI YUGUCHI</td>
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<td></td>
<td>油口信之 Representative from Design Dept, Aisin Seiki Co. Ltd. (Japan)</td>
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<tr>
<td>16:30</td>
<td>TOSHIYUKI INOKO</td>
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<td>賴子壽之</td>
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<td>Founder, teamLab (Japan)</td>
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04.12 FRI

08:30 REGISTRATION 登記

PLENARY II

Moderator 主席: ARIC CHEN 陈伯康
Curator (Design and Architecture), M+ (HK)

08:45 INTRODUCTION 介绍

09:30 ANDRÉ FU 傅厚民
Founder, AFSO (HK)

10:15 JAVIER MARISCAL
Art Director, Pluridisciplinary Designer and Artist (Barcelona)

11:00 NETWORKING BREAK 交流小休

11:15 CHELSIA LAU 劉家寶
Chief Designer, Strategic Concepts Group, Ford Motor Company (US)

12:00 MARTÍ GUIXÉ
CEO & Designer, Concepts and Ideas for Commercial Purposes SL, (Barcelona)

13:30 REGISTRATION 登記

COMMUNICATION & DESIGN

Moderator 主席: CEES DE BONT
Dean of School of Design & Swire Chair Professor of Design, PolyU Design (HK)

14:00 INTRODUCTION 介绍

14:15 MARK WAITES
Creative Partner, Mother London (UK)

14:45 SONJA ZAGERMANN
Editorial Designer, Sonja Zagermann (Switzerland)

15:15 STEFEN CHOW 赵峰
Co-founder, The Poverty Line (Singapore / China)

15:45 NETWORKING BREAK 交流小休

16:00 GERARD SANMARTÍ & GABRIELE SCHIAVON
Creative Directors & Co-founders, Lagranja design (Barcelona)

16:35 DAVID RUIZ
Creative Director & Art Director, Ruiz + Company (Barcelona)

17:05 PANEL DISCUSSION 專題討論

SPACE & DESIGN

Moderator 主席: ANTONY CHAN 陈志毅
Founder & Creative Director, CREAM (HK)

14:00 INTRODUCTION 介绍

14:15 JOHNNY LI 李宇中
Founder & Creative Director, LI&Co. Design Limited (HK)

14:45 FERMÍN VÁZQUEZ
CEO & Founding Partner, b720 Fermín Vázquez Arquitectos (Barcelona)

15:15 NETWORKING BREAK 交流小休

15:30 KRISTIAN KOREMAN
Founding Director & Principal, ZUS [Zones Urbaines Sensibles] (The Netherlands)

16:00 LEWIS JONES & PALOMA STRELITZ
Co-founders, Assemble (UK)

16:30 PANEL DISCUSSION 專題討論

CROWDFUNDING & DESIGN

Moderator 主席: IRENE CHU 朱雅儀
Partner & Head of High Growth Tech & Innovation Group, KPMG (China)

14:00 INTRODUCTION 介绍

14:05 BEN BATEMAN
Director, Design & Technology Categories, Indiegogo (US)

14:25 SIMON SQUIBB
CEO, NEST Investments (HK)

14:40 PANEL DISCUSSION 專題討論一

15:40 NETWORKING BREAK 交流小休

16:00 STEVE MONAGHAN
Regional Director - Head of Edge (Group Innovation), AIA (HK)

16:15 JASON HSU 許毓仁
Co-founder, The Big Questions (Taiwan)

16:30 PANEL DISCUSSION 專題討論二

18:30-22:00 BODW GALA DINNER 設計營商週晚宴

CONVENTION HALL
05.12 SAT

09:30 REGISTRATION 登記

CULTURE & THE CITY

Moderators主持：ERIC SCHULDENFREI & MARISA YIU 姚嘉珊
Founding Partners, ESKYIU (HK)

10:00 INTRODUCTION 介紹
10:05 MARTA CERVELLÓ
Senior Partner, Mateo Arquitectura (Barcelona)
10:40 JOSEP MARIA MONTANER
Councilor for Housing, Barcelona City Council (Barcelona)
11:15 NETWORKING BREAK 交流小休
11:30 DUNCAN PESCOD, GBS, JP 栖志高
CEO, West Kowloon Cultural District Authority (HK)
11:45 KJETIL TRÆDAL THORSEN
Partner, Founder & Architect, Snøhetta (Norway)
12:20 IWAN BAAN
Photographer, Iwan Baan Photography (The Netherlands)

13:30 REGISTRATION 登記

14:00 INTRODUCTION 介紹
14:15 LARS NITTE 李立偉
Executive Director, M+ (HK)
14:30 MARIA BALSHAW, CBE
Director, The Whitworth and Manchester City Galleries and Director of Culture for Manchester City Council (UK)
15:00 VENTURA BARBA
Executive Director, Sónar (Barcelona)
15:30 NETWORKING BREAK 交流小休
15:45 JORDI FAULÍ
Architect Director and Coordinator, Technique Office Works of the Temple Expiatori, Sagrada Familia (Barcelona)
16:15 JAUME PLENSA
Artist, Plensa Studio Barcelona (Barcelona)
16:45 INTRODUCING BODW 2016 PARTNER CITY
主席致辭及設計營商周2016夥伴城市簡介
VICTOR LO 羅仲榮
Chairman, HKDC 香港設計中心
17:00 CLOSING KEYNOTE 閉幕演講
JEANNE GANG
Founder & Principal, Studio Gang Architects (US)

The organizer reserves the right to change the programme without prior notice 主辦單位保留更改節目流程之最終權利
30.11 - 05.12

### PROGRAMME SCHEDULE

<table>
<thead>
<tr>
<th>30.11 MON</th>
<th>01.12 TUE</th>
<th>02.12 WED</th>
<th>03.12 THU</th>
<th>04.12 FRI</th>
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<td>09:00 FASHION ECOSYSTEM FORUM 時裝設計生態論壇</td>
<td>09:00 BRAND ASIA FORUM 品牌洲論壇</td>
<td>09:00 OPENING CEREMONY 開幕典禮</td>
<td>09:15 PLENARY II 重點會議 (二)</td>
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<td>10:00 PLENARY I 重點會議 (一)</td>
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<td>14:00 IoT &amp; DESIGN 物聯網與設計</td>
<td>14:00 BRAND ASIA FORUM 品牌洲論壇</td>
<td>14:00 COMMUNICATION &amp; DESIGN 傳媒與設計</td>
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<td>14:00 PRODUCT &amp; DESIGN 產品與設計</td>
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<td>14:00 SPACE &amp; DESIGN 空間與設計</td>
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<td></td>
<td>14:00 CROWDFUNDING &amp; DESIGN SALON 群眾募資與設計論壇</td>
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<td>17:00 DFA AWARDS PRESENTATION CEREMONY DFA設計獎 頒獎典禮</td>
<td>18:30 BODW GALA DINNER 設計營商周晚宴</td>
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**FULL DAY 全日**

- **HALL 3G**
  - THEATRE 1
  - THEATRE 2
  - MEETING ROOM S421
  - MEETING ROOM S428
  - HALL 3E
  - HALL 5F & 5G
  - CONVENTION HALL
- **H3E**
- **HSF,G**
- **CH**
- **PMQ-KEF THEATRE**
- **JOCKEY CLUB INNOVATION TOWER 3/F**

**GLOBAL DESIGN NETWORK**

- INTERNATIONAL DESIGN SUMMIT: SHAPING THE FUTURE
  - SYMPOSIUM 研討會
  - LUNCHEON 午宴

**FULL DAY 全日**

- **INNO DESIGN TECH EXPO** 設計及創新科技博覽