

## Hong Kong Smart Design Awards 香港智營設計大賞



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## Hong Kong Smart Design Awards

Hong Kong Smart Design Awards (HKSDA) is organised by The Hong Kong Exporters' Association and supported by the Cultural and Creative Industries Development Agency (CCIDA) as the Lead Sponsor. HKSDA has been devoted to unveil the brilliance of Hong Kong original design to the world and encourage local manufacturers and exporters to reform business strategy in attaining "Design x Strategy x Technology = Smart Business" since 2012. HKSDA has become an industrial signature event among local sectors including gifts, product design and procurement and has built renowned reputation for its quality among overseas buyers through a spectrum of local and overseas activities catering to both B2B and B2C, i.e. trade fairs to reach out buyers, roving exhibition in shopping malls and communities to raise public awareness of HKSDA.

## 香港智營設計大賞

Gifts

禮品

龍鳳簽到盒

祝君安好

**Red Packet** 

東亞銀行利是封

Picasso 2 Eco

安量彩印製盒有限公司

BrandCharger Limited

for Art and Geometry

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Juk Gwan On Hou

Dragon and Phoenix Signature Box

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由香港出口商會主辦、文創產業發展 處為主要贊助機構的香港智營設計 大賞(智營大賞)自2012年起一直致力 向世界展示香港原創設計的力量,並 鼓勵本地製造商及出口商轉型,實現 「設計 x 戰略 x 科技=智慧商業」的經 營策略。踏入第14周年的里程碑,智 營大賞已發展成為業界盛事,受禮品、 產品設計及採購等行業青睞,得獎作 品的優良質量亦在海內外買家中建立 了聲譽。大會透過一系列B2B和B2C 的本地及境外活動,例如可有效地接 觸到大量買家的商貿展覽會,或於購 物商場或社區設置巡迴展覽等,提高 公眾對智營大賞的認識。

## The Hong Kong Exporters' Association 香港出口商會

Founded in 1955, The Hong Kong Exporters' Association (HKEA) is a non-profit making trade association registered under the Hong Kong Companies Ordinance as a company limited by guarantee. The HKEA is committed to creating new business opportunities and enhancing market value for Hong Kong exporters, aiming to position Hong Kong as a premier trading hub. The HKEA focuses on serving the industry and taking export trade as its core value, helping members expand their business by closely liaising with the government, initiating different projects, and organizing seminars, business gatherings, business delegation trips and exhibitions. The HKEA also disseminates the latest local and international trade information and provides online product display and search services for additional publicity, to further promote Hong Kong's export trade and enhance market competitiveness.

香港出口商會乃於1955年5月,依香 港公司法註冊為有限負債的非牟利 商會團體。致力協助香港出口商拓展 商機及提升市場價值,促使香港發展 成為貿易中樞。以服務業界為主,並以 出口貿易為核心價值,商會透過與政 府聯繫、倡議不同項目、籌辦研討會 商務聚會、商貿考察團及展覽會等, 協助會員拓展業務。除此之外,更適 時發放最新的本地與國際貿易資訊, 提供網上產品展示,及搜尋服務以作 額外盲傳,進一步推廣香港之出口貿易 和提升市場競爭力。

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### **Dragon and Phoenix Signature Box** 龍鳳簽到盒



Juk Gwan On Hou 祝君安好 Hoi-Kiu PAK · Tsz-Yeung FUNG 白愷翹・馮梓洋 IG @juk\_gwan\_on\_hou



The Bank of East Asia Limited -**Red Packet** 東亞銀行利是封



Safe Power Printing & Box Mfg. Co., Ltd. 安量彩印製盒有限公司 Cecilia Wai-Sze CHENG · Man-Hon WONG 鄭慧絲·黃文翰

Tradition can live on in new ways-this is the idea behind the Dragon and Phoenix Signature Box by Juk Gwan On Hou. Designers Hoi-Kiu PAK and Tsz-Yeung FUNG noticed that traditional dragon and phoenix banquet halls are becoming rare, replaced by clubhouse or hotel-style wedding venues. This made them wonder: how can this tradition be preserved in a fresh form?

#### **Giving New Life to Tradition**

Their Dragon and Phoenix Signature Box is a miniature replica of dragon and phoenix banquet hall when viewed from the front, keeping the nostalgic style of wedding celebrations. The back of the box serves the modern purpose of placing wooden sign-in 资到牌,符合現代婚宴的需要 plaques from the guests.

Kiu shared that Juk Gwan On Hou was founded with the vision to preserve the art of paper crafting. Initially focused on making floral banners, the brand later incorporates more diverse local elements, such as siu-mai paper lanterns. "Preserving tradition does not mean copying the old exactly as it was. The challenge for designers is to maintain the essence of the traditional thing, while making it feel new. "For instance, changings the color tone of a traditional craft may make it more appealing to the younger generations," said Kiu.

傳統能以新方式來延續生命,這正是 祝君安好推出龍鳳簽到盒的理念。設計 師白愷翹(阿翹)、馮梓洋發現,舊式龍 鳳禮堂現在已愈來愈少見,取而代之的 是會所式或酒店式的婚宴場地,便思考 是否能用另一種形式來保留傳統。

#### 為傳統賦予新生

他們設計的龍鳳簽到盒,從正面看 像一個縮小的龍鳳禮堂,保留昔日 飲宴的剪影, 背面則供賓客放置木製

阿翹分享指,祝君安好的成立是 為了傳承紮作技藝,起初專注於花牌 製作,後來開拓視野,加入多樣化本地 元素,如製作燒賣紮作燈籠等。傳承不 等於將舊事物依樣照搬,如何保存其 本質同時賦以生命力,是值得設計師思 考的課題,「例如某項技藝,可能改變 一下色調,就能吸引年青人的目光。」

Red packets are a must-have item in Chinese New Year. Can these familiar little packets become new surprises to the beloved ones? Safe Power Printing & Box Mfg. Co., Ltd. has done that with their exquisite paper carving techniques in their design of The Bank of East Asia, Limited - Red Packet, which retains the festive vibe while adding a touch of modern design.

The designers, Cecilia CHENG and Joe WONG, drew inspiration from the peony, which is known as the national flower of China. Using laser technology, they create an intricate, threedimensional floral pattern with gradient lines from thick to thin, complemented by gold-edged accents, giving it an elegant yet not over-the-top appearance. When a pair of the packets are placed together, a complete peony is formed.

#### **Redefining Tradition with Modernity**

Joe has previously incorporated the patterns of Song Dynasty blue-and-white porcelain into paper art, reimagining the composition and color while adding laser-cut details. The fusion of cultural art with contemporary techniques can spark something. "Blending traditional culture with modernity is an inevitable trend. Designers need to infuse traditional elements into new work to meet the growing market demands for designs with cultural depth and aesthetic sophistication.

利是封是每家每戶過年的必備品,如何 為這小袋子注入新意,令親友收到時 更感驚喜?安量彩印製盒有限公司製作 的東亞銀行利是封,運用精巧的紙雕 技巧,保留喜慶氛圍,又加添設計感。

設計師鄭慧絲(Cecilia)和黃文翰 (Joe) 從被譽為國花的牡丹取得靈 感,以激光效果刻畫花的立體感,並 以從粗到幼的漸變線條,搭配金邊緣 裝飾,做出優雅而不浮誇的視覺效果。 利是封左右成對,合拼成完整的牡丹 花,增添一絲玩味。

#### 文化創新 傳統與現代交織

Joe曾將宋朝青花瓷的花紋融入紙 藝術,重新構圖着色,結合激光層次, 悠久的文化形式與當代藝術的演繹, 碰撞出新的火花,「文化創新是大 趨勢,設計師要有意識將傳統韻味 融入新作,才能滿足市場對文化深度 和美學的要求。」







BrandCharger Limited Chris CHEUNG IG @brandcharger

Exlicon L - Precision Golden Ratio **Tools for Art and Geometry** Exlicon L - 幾何及黃金比例工具套裝

Ddiin Concept Limited 點設計有限公司 Pik-Shan LEE 李碧珊 IG @ddiin\_design

Even in today's digital age, writing on paper is unbeaten. However, ink leakage and need for refillment can make it troublesome. The inkless pen Picasso 2 Eco, produced by BrandCharger Limited, keeps

the feel and warmth of handwriting while addressing the pain points of conventional pens, offering a brandnew writing experience. The Picasso 2 Eco is designed with an ergonomic triangular shape, with a weighted interior to make writing smooth and comfortable. Designer Chris CHEUNG further noted that the second generation has seen refinements in details, such as

adding a touch tip for the purpose of electronic signatures, and shifting from carbon fiber to graphite for the nib, resulting in clearer writing marks.

#### Trends in Focus, Design in Sync

Picasso 2 Eco

With a lifespan of up to one year and the use of recycled aluminum, the product demonstrates a commitment to the environment. Chris emphasized that designers must stay attuned to the developments of the times, including sustainability as one of the example. "The Apple products have been produced by eco-friendly materials in recent years. Another thing is the artificial intelligence which advances so significantly. Designers need to stay on top of major trends and further optimize product development," said Chris.

來到電子化時代,紙上書寫仍是無可 取代。但一般筆具容易漏墨,又不時要 更換筆芯, BrandCharger Limited 推出的Picasso 2 Eco無墨筆,就保 留了手寫的觸感與溫度,同時解決傳統 筆具的痛點,帶來嶄新書寫體驗。

Picasso 2 Eco採用符合人體工 學的三角設計,筆身內加入了適量 配重,確保書寫的手感舒適流暢。 設計師Chris CHEUNG指,發展至 第二代,不少細節都經過改良,例如加 入觸頭以進行電子簽名;筆尖材質也由 碳纖維改為石墨,使色澤更清晰。

#### 洞察大趨勢 與時代共鳴

使用壽命長達一年,加上由再生鋁製 成, Picasso 2 Eco體現出對環境的 責任感。Chris強調,設計師要留意時 代發展,可持續發展是其一,「例如蘋 果近年積極採用環保物料製造產品, 同時人工智能也愈發成熟,設計師要把 握大趨勢,進一步優化產品開發。」

"1.618" is not just a number—it's the secret to beauty. Known as the "Golden Ratio," it has been seen as the most pleasing proportion in nature and the art world since ancient times, being omnipresent from classical art to modern design. The Exlicon L- Precision Golden Ratio Tools for Art and Geometry, launched by Ddiin Concept Limited, is a handy tool for capturing this golden ratio.

This tool set comprises circle, triangle, and conch-shaped, enhanced by precise markings for accurate angle measurements and scale adjustments. The design inspiration for Sofia LEE came from observing the artists at work. "Artists need to figure out calculate the golden ratio every time, but a palm-sized tool is enough to make the process much more efficient," she explains.

#### Turning Daily Insights into Smart Designs

As it suits the practical needs, many artists have provided positive feedback after using it. Sofia believes that Hong Kong has plenty of talented designers with unique sensibilities, who are just as good as the international counterparts. With more platforms available in the future, she hopes Hong Kong design becomes more visible on the global stage and attract worldwide attention.

「1.618」不僅是一組數字,更是美學 基石,它被稱為「黃金比例」,自古以來 被視為自然界和藝術界中最具美感的 比例,從經典藝術到現代設計均無處 不在。點設計有限公司推出的Exlicon L-幾何及黃金比例工具套裝,就是 捕捉黃金比例的好幫手。

這套工具包含圓形、三角形和海螺 形三種形狀,配備以英寸、毫米和圓 周為單位的測量尺,李碧珊(Sofia)的 設計靈感,源自對藝術創作過程的 觀 察,「藝 術 家 每 次 都 要 計 算 黃 金 比例,但其實手掌大小的工具,足以令 過程變得高效。」

#### 從日常洞察到創新設計

由於貼近實察需要,不少藝術家使用後 都予以正面回饋。Sofia 認為,香港有 許多優秀設計師,觸覺獨到,實力不遜 於國際同行,她期望未來有更多平台, 將本地作品推向全球,吸引世界目光。



### VAAKA the Coffee and Tea Balance VAAKA 微・天平秤



Pong Company Limited 邦 Leo YIU 姚振邦 IG @getthepong



**RYOBI 18V ONE+** 

HANDHELD CULTIVATOR

RYOBI 18V ONE+ 手持翻土機



Techtronic Industries Company Limited 創科實業有限公司 Wai-Chung LEE 李偉忠

For urban people, coffee is more than just a beverage—it is a way of life, with meticulous attention paid to every step from bean grinding to brewing. This makes a "good cup of coffee" require a set of cumbersome tools. Inspired by the hand scales used for traditional Chinese medicine, Leo YIU, founder of PONG Design Studio, designed the brewing tool named VAAKA, making the brewing process simple and enjoyable.

While a digital scale helps accurately measure the amount of coffee beans, their boxy look lacks aesthetic appeal. VAAKA combines the coffee scoop with scale, having an artistic appearance while utilizing mechanical weighing principles without the need of batteries. The hand scale design allows the placing of coffee beans, making the product rich in both beauty and practicality.

#### The Heart of Design: Observe and Solve Pain Points

VAAKA has won the hearts of coffee lovers. Leo shares that whether designing for a brand or creating own products, it always starts from identifying life's pain points in everyday life, "Designers need to notice small details in life, think deeply about the problems discovered, and only then can they design and creates products that truly satisfy the users," said Leo.

對都市人來說,咖啡不止是飲品,更已 演變成生活態度,由磨豆到沖煮都有 所講究;因此在享用一杯「靚啡」前, 往往要用上繁瑣的工具。PONG設計 工作室創始人姚振邦(Leo)從傳統中 藥店的手秤獲取靈感,設計出沖泡工具 VAAKA,使沖泡過程變得輕鬆愉悅。

電子秤有助準確計算咖啡豆量, 其方形外觀卻略欠美感。VAAKA將 咖啡匙與秤融合,外形富藝術氣息, 且無須用電,善用機械原理來準確 量重,手秤設計亦便於盛放咖啡豆, 可說是美感與功能的無縫契合。

#### 設計的核心:觀察生活 解決痛點

VAAKA深受咖啡愛好者喜愛,Leo分 享說,不論是受品牌委託進行設計, 抑或推出自家產品,都要從生活痛點 出發,「設計師對生活有細緻觀察, 發現問題後深入思考,才能構思出令 用家滿意的產品。」 As green living style becomes more popular nowadays, more and more people are enjoying gardening at home. However, the cultivators available on the market are heavy, large, and primarily designed for agricultural use. Recognizing this problem, William LEE, designer of the Techtronic Industries Company Limited, set out to create a more user-friendly tool—RYOBI 18V ONE+ HANDHELD CULTIVATOR.

The product was developed collaboratively with both engineers and researchers. "For instance, tilling soil requires much strength. After consulting with engineers, an ergonomic design was adopted by adding a secondary handle," he shares. By allowing low-cost and high-quality gardening, the product not only benefits existing gardening lovers. The barrier to entry of green living style becomes lower, encouraging people to embrace a sustainable lifestyle.

#### Beyond Functionality: the Imbuement of Emotional Values

William believes that a product has the power to evoke emotional resonance or transformation—a direction that Hong Kong designers can continue to explore. "In terms of design efficiency, many regions are already on par with Hong Kong. But by drawing from local culture and lifestyle, designers can imbue the designs with unique emotional value, making Hong Kong's creations different from others," said William. 隨着綠色生活普及,愈來愈多人在 家享受園藝之樂。有見市面上的大型 翻土機均為農業而設,操作起來相當 費力,創科實業有限公司設計師李偉忠 (William)便打造了易於操控的 手持式器械-RYOBI 18V ONE+手持 翻土機。

對於產品面世,他歸功於與工程和 研究人員的合作,「例如翻泥需要很 大力度,與工程師商量後,決定融入了 人體工學,設置輔助手柄」。種植變得 「快靚正」,不止園藝愛好者受惠,更降 低了門檻,讓更多人嘗試可持續發展的 生活方式。

#### 追求情感價值 重塑生活體驗

William認為,透過產品設計,帶來情 意上的共鳴或轉變,是香港設計師可 繼續探索的方向,「論設計功效,不少 地區與香港並駕齊驅,但從本地文化 或生活出發,賦予獨有的情感價值, 香港設計就會富有獨特性。」



### MasterCane 大師杖



救世有限公司 Zen DING・DESIGNER TEAM 丁圳・設計師團隊 IG @savewohk



BUNMIEBUN 胖包点



URDU INTERNATIONAL COMPANY LIMITED 澳都國際有限公司 Chino Chin-Fai LAM 林展輝 IG @urdu.hk

Every era has its outstanding designs. Staying ahead of the curve is the key to being futuristic. Last year, Savewo Limited developed the world's lightest yet heaviest-load electric wheelchair, making it easy for physically challenged individuals to take on planes. However, traditional cane users still face limitations—these heavy, non-retractable, and non-foldable canes do not meet the baggage requirements for boarding. Designer Zen DING and his team came up with a solution by the selection of material, creating the MasterCane.

By utilizing carbon fiber, the MasterCane weighing only 250 grams can bear a load of over 150 kilograms. It is foldable with an ergonomically designed handle to ensure a comfortable grip, enhancing the user experience.

#### Key to Design Breakthroughs

Constrained by material limitations, traditional canes fail to be both light and durable at the same time. Not until recent years with the reduced cost of carbon fiber, MasterCane becomes a possible product. Zen believes that designers need to keep an eye on the latest materials. "Previous generations already come had many brilliant design ideas. Only technology is evolving and materials are always advancing. This is what lead to breakthroughs in design." Said Zen.

每個時代都有當代的出色設計,與時 俱進是超前的關鍵。救世有限公司去年 開發全球最輕而負荷最重的電動輪椅, 方便行動不便人士帶上機。拐杖用家卻 仍受制肘,拐杖重量大,且無法伸縮、 折叠,長度不符登機要求。設計師丁圳 及團隊遂從物料入手,製作便於攜帶的 大師杖。

透過採用碳纖維,僅250克的大師 杖能承受150公斤以上重量,並具可摺 叠的特性,融入人工力學,使手握部分 更加舒適,全方位提升用家體驗。

#### 物料的革新 突破的關鍵

傳統拐杖受物料所限,無法做到又輕 又耐用,直至近年碳纖維成本降低, 大師杖方能面世。丁圳認為,設計師 保持敏銳,留意最新物料,「前人已有 很多有智慧的點子,只有科技是前所 未有,物料永遠在進步,往往會帶來 設計的突破。」 The freshness of design springs from subtle moments in life. A design idea popped up in the mind of Chino LAM, the Creative Director of URDU INTERNATIONAL COMPANY LIMITED, during a trip in which he got sick. "I couldn't go out, so a friend bought me a bag of steamed buns. I found them cute, and being sick also made me miss Hong Kong food," he recalls.

This led to the birth of BUNMIEBUN, a set of five dimsum characters. Chino created "friends" for the meat bun, like the shrimp dumpling and shark fin dumpling. He deliberately connected his work to local culture by choosing Cantonese dimsum as characters and pairing them with bamboo steamers. Attention to detail was important as well. Chino mentioned particularly the material selection. "I want the product to be close to the texture of real buns and serve the stress-relief function, which is a common need these days," said Chino.

#### From Nostalgia to Innovative Works

As a local designer, Chino believes Hong Kong culture is a treasure of great design ideas. "Things like old furniture and iron gates are beautiful, but often overlooked by most people. Designers can turn them into unique products," he believes.

設計的新意常來自生活,澳都國際有限 公司創作總監林展輝(Chino)就從一 次旅遊生病的經歷,激發出將港式包 點化成設計的念頭,「當時無法外出, 同行友人買了一袋蒸包給我,我發現它 們的形態很可愛,而且生病時加倍想 念香港食物。」

一套五個角色的胖包点自此誕生, 除了肉包公仔外,Chino還設計了蝦 餃、魚翅餃等「朋友」。他刻意與本地 文化連結,從廣東點心選材,並配上 小蒸籠,在製作時則要留意不同細節, Chino特別提及物料的選擇,「我想造 出與包點近似的質感,同時具舒壓作 用,因舒壓也是現代人的需要。」

#### 香港情懷 化為創意之作

身為香港設計師,Chino認為本地文 化是寶貴的靈感來源,「例如舊傢俬和 鐵閘等,都是大眾可能忽略的美感,設 計師可將它們轉化為獨特的創作。」

Unlike art pieces, product design is not solely about the subjective aesthetics of the designers. A product needs also to cater to the market and provide a positive user experience. The Puff Pastry Egg Tart Bed by PP Laboratory Limited is a perfect example for such balance.

Puff Pastry Egg Tart Bed is for cats to play and rest, while Michelle YUEN, the product designer, ingeniously incorporates it with Hong Kong local elements by the use of organ paper. "The organ paper can be rolled into a round shape, mimic the flaky pastry texture of an egg tart, the classic Hong Kong delicacy, with sufficient weight capacity," she explains. Paper is also easy to recycle, making it a greener choice.

#### A Creative Design Doubles the Delight

**Puff Pastry Egg Tart Bed** 

酥皮蛋撻床

As a pet product, the "users" include both the cats and their owners. The bed, transforming into 9 different shapes and featuring an adjustable catnip track for mental stimulation, provides a better relaxation and entertainment to the cats. It also folds effortlessly, making it suited for Hong Kong compact living environment and convenient for cat owners. This does not only reflect creativity, but also the valuing of user experience.

產品設計與藝術創作不同,不能單憑 主觀審美,更需要面向市場,打造出 良好的用家體驗。寵研科技有限公 司的酥皮蛋撻床,正是設計師阮穎敏 (Michelle)別出心裁之作。

酥皮蛋撻床是專為貓咪設計的休憩 空間,Michelle想到用風琴紙製成蛋 撻形狀,巧妙地融入本地元素,「蛋撻 是香港的標誌性美食,用風琴紙可捲成 蛋撻的圓形、模擬酥皮質感,也有足夠 承托力。」即使被貓咪用壞後,風琴紙 也易於回收,減少對環境的負荷。

#### 發揮創意 滿足雙重用家

作為一款寵物用品,「用家」不僅是貓 咪,也包括主人。酥皮蛋撻床可變換成 9種形狀,並加入可調節的貓薄荷軌 道,讓貓咪自由地休息、玩耍;同時可 輕鬆摺疊,方便存放,適合香港狹小的 居住空間,為主人帶來變利,正是重視 用家體驗的體現。 Well-designed baby products not only bring convenience and a sense of security to parents, but also create joy for babies. In the eyes of Jemima Lam, student from the Technological and Higher Education Institute of Hong Kong, baby monitors are more than cold devices for watching over babies, but interactive tools that make babies feel at ease.

The CATCHING STARS Baby Monitor is designed with a star shape to reduce the sense of being watched of the babies, featuring an interactive silicone light that changes color with each press and thus gives joy to babies. For many young parents who love to sharing their children's cute moments, the silicone light serves their needs as it is at the same time a camera shutter, capturing snapshots and precious memories of the babies with every press.

#### Creating New Experiences Through a Child's Eyes

To design from a child's perspective, Jemima, who has a special passion on toy design, often visits museums, exhibitions, and toy stores to try out different toys, feel their textures and experience the interactive features. "By thinking through the process of playing, I hope to create products that deliver fun and enjoyment for both children and parents," said Jemima.

精心設計的嬰兒產品為父母帶來便利 與安心,更為寶寶製造美好的體驗。 以嬰兒監視器為例,在香港高等 教育科技學院產品設計學生林清心 (Jemima)眼中,它不止是冰冷的 監控設備,更是讓寶寶放鬆的互動 工具。

Jemima設計的滿天星,以星形 設計減少監視感,並配置互動式矽膠 燈,每次按下都會改變顏色,為寶寶帶 來樂趣。不少新生代父母喜歡分享孩 子的點滴,因此矽膠燈亦是相機快門, 一按下就會拍照,不經意地捕捉寶寶的 珍貴瞬間。

#### 代入孩子視角 創造互動新體驗

為了從孩子角度設計產品,熱衷玩具設計的Jemima會到訪博物館、展覽和 玩具店,親身嘗試不同玩具的觸感和 互動方式,「透過思考『玩』的過程, 我希望構思有趣的產品,打造出孩子和 家長都享受的新體驗。」

Jemima Ching-Sum LAM 林清心

PP Laboratory Limited 寵研科技有限公司 Michelle Wing-Man YU







**Baby Monitor - CATCHING STARS** 

**満天星** 







### Hong Kong Smart Design Awards 2025 香港智營設計大賞 2025

The Hong Kong Smart Design Awards (HKSDA) has been devoted to unveil the brilliance of Hong Kong original design to the world and encourage local manufacturers and exporters to reform business strategy in attaining "Design x Strategy x Technology = Smart Business since 2012. This year's theme is "New Waves", which symbolizes the spirit of each new generation to inspire a new era of design and innovation. We are eager to help potential designers to showcase their work on international stages. This competition is not only an opportunity to showcase creativity, but also a platform to unite the design power of Hong Kong.

自2012年開始,香港智營設計大賞一直致力 於推動本地原創設計的發展。以向世界展示 香港的創新及設計力量為宗旨,多年來與不 少設計師共同成長!今年以「New Waves」 為主題,喻意長江後浪推前浪的精神。我們 渴望幫助更多具有潛力的設計師茁壯成長, 並將他們的作品展示在不同的國際舞台上。 這個比賽不僅是一個展現創造力的機會,更是 一個凝聚香港設計力量的平臺。

## Upcoming Event Highlights 未來活動焦點

# 01

#### HKTDC Hong Kong Gifts & Premium Fair 2025 香港貿發局香港禮品及贈品展 2025

27-30.04.2025 Hong Kong Convention and Exhibition Centre

香港會議展覽中心

The Hong Kong Gifts & Premium Fair (GP Fair) is one of the world's largest Gifts and Premium fairs. Being the first station of the roving exhibition, both winning Corporate group products and Conceptual group prototypes will be exhibited. HKSDA is committed to providing winners with the opportunities to showcase their products and increase exposure during the fair.

57 awarded Hong Kong original design works will be exhibited at the Hong Kong Gifts & Premium Fair organised by the Hong Kong Trade Development Council. Helping the awardwinning designers explore business opportunities and expand their local and international market during the fair.

香港禮品及贈品展作為全球最大禮品展規模之一 的香港禮品貿易展覽,吸引全球各地的買家。作為 智營設計大賞巡迴展覽的首站,展出得獎的企業組和 概念組的作品,為得獎者提供展出及曝光機會,增加 與潛在的買家互動。

來自公司組57件獲獎的香港原創設計作品,將一 連四日於香港香港貿發局舉辦的「香港禮品及贈品 展」特色展區內展出。協助一眾獲獎設計師把握場內 的商機,拓展本地及國際市場。

## 02

#### Awards Presentation Ceremony 頒獎典禮

16.05.2025

Hong Kong Palace Museum 香港故宮文化博物館

In the Awards Presentation Ceremony, the results of "Gifts", "Home & Houseware" and "Toys & Games" categories and Conceptual Group will be announced. The event is not only a celebration for awardees, but also a platform for networking and idea exchanges. All awardees will be presented with a certificate and share their honours with all. 在香港智營設計大賞的頒獎典禮上,將會公佈 「禮品」、「家庭及家居用品」和「玩具及遊戲」三大 公司組類別和概念組的各個得獎者以及其作品。是次 頒獎典禮活動不僅是對得獎者的祝賀,更是一次與 其他得獎者探討和分享設計的新浪潮。所有得獎者將 獲頒得獎證書並共享榮譽。

## 03

#### Roving Exhibition - Design Shanghai 巡迴展覽 - 設計上海

04-07.06.2025

Shanghai World Expo Exhibition & Convention Center 上海世博展覽館

Design Shanghai is one of the world's most prestigious international design events and Asia's premier design event, showcasing an inspiring fusion of Eastern and Western design philosophies. The first overseas roving exhibition will start from Design Shanghai Hall 3: Living & Lifestyle, opening doors to potential business opportunities.

「設計上海」是世界上最負盛名的國際設計盛會之一, 也是亞洲首屈一指的設計盛會。匯集全球設計作品, 探索東西方設計概念之間的融合與平衡。首個海外巡 迴展覽將從「設計上海」3號館:生活方式與配飾設計 拉開序幕,為潛在商機打開大門。

## 04

#### Roving Exhibition - K11 Art Mall 巡迴展覽 - K11 購物藝術館

01-07.07.2025 Atrium, K11 Art Mall

K11 購物藝術館地下中庭

K11 Art Mall focuses on three core values: Art, People, and Nature. The Art Mall caters to a target audience of people who are conscious of their lifestyle and have sophisticated taste. HKSDA provides the winners with the opportunity to showcase their products and prototypes during the showcase, which will introduce the winning products to a wider audience and bring them to public life.

K11購物藝術館把藝術、人文及自然三大核心元素 融合,吸引具有精緻品味且重視生活方式的群眾。 智營設計大賞為得獎者提供展示作品的機會,讓觀眾 能近距離欣賞得獎作品並將作品帶到大眾生活當中。

## 05

### Roving Exhibition - Maison & Objet in Paris 巡迴展覽 - 巴黎時尚家居設計展

04-08.09.2025

Paris Nord Villepinte Exhibition Centre 巴黎北維勒班展覽中心

MAISON & OBJET Paris is the decoration and lifestyle industry's most highly publicised event and a meeting place for collectors of new ideas. HKSDA strives to provide a global platform for designers, expand their presence in the European market. It offers abundant business opportunities and fosters connections and inspiration. 巴黎時尚家居設計展是家居裝飾行業中最受關注的 盛會之一,匯集來自全球各地的設計新浪潮及創意。 智營大賞致力於為得獎設計師提供全球化的平台, 透過在展覽展出得獎作品,走進國際視野並拓展海外 市場的商機。

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