

Press Release

2010.11.17

Japan Industrial Design Promotion Organization

Bringing the Best of Japanese Design to Hong Kong in December BODW 2010 / Event Program, Partner Country: Japan

Business of Design Week (BODW) 2010

BODW is Asia's leading annual event on design, innovation and brands organised by the Hong Kong Design Centre since 2002. Bringing the best of the global design world to Hong Kong, BODW has aimed to encourage businesses to unleash the power of design by focusing on the vital relationship and complex interplay between design and business.

This annual event features a series of exhibitions, forums, outreach programmes and networking opportunities for designers, business leaders, educators, SMEs and the public to exchange ideas and address a wide array of 21st century challenges. An unparalleled line-up of experts, world-wide leaders and creative legends in the field of design and innovation will gather to promote the value and power of design.

Partner country of BODW 2010 : Japan

During BODW 2010, Japan will be the first of all Asian countries to serve as the partner country of BODW. Designers and individuals from the creative community in Japan will give presentations in approximately one third of all events.

BODW 2010 is a premier event in Asia in which to appeal to the world the advantage and brands of Japanese design, with great business matching opportunities introducing Japanese creators to designers and people in Hong Kong and China, providing important benefits to the leading companies of the industry, freelance designers, design-related organisations, design educators, students, and all creative individuals.

BODW 2010

- Date : 29 Nov - 4 Dec, 2010
- Main Site : Hong Kong Convention and Exhibition Centre. (HKCEC)
- Partner Country : Japan
- Organiser : Hong Kong Design Centre
- Co-organiser : Hong Kong Trade Development Council.
- URL : <http://www.bodw.com/>



BODW 2010 Partner Country - JAPAN

Lost and Found

Event Program of BODW 2010 / JAPAN

Main Site

- BODW FORUM
- Inno Design Tech EXPO (IDTE expo)
 - ① JAPAN TRADE PAVILION
 - ② KANSEI DESIGN SHOWCASE
 - ③ The JAGDA Exhibition 2010 : Romance
 - ④ JAPAN DESIGN 2010

Events in the City

- DETOUR
 - ① DESIGNER EXCHANGE
 - ② GOLDEN EGGS School-selected All-star Design showcase
 - ③ East Gathering / Student Workshop "Light Scape"
- InnoCentre

Main Site

BODW FORUM -special Japanese guest speakers-

This is BODW's flagship event. For three days, around thirty speakers consisting of the world's top leading design specialists and business leaders will discuss major themes and areas of future challenges to design. A prominent group of more than twenty panelists including architects, product designers, graphic designers, spatial designers and executives from Japanese companies will join to discuss about the latest Japanese design scene through topics such as branding, pop culture business, service design and media design.

→ Hall 3G, Theatre 1 & 2, HKCEC | Dec.02-04

Organizer : Hong Kong Design Centre

BODW Forum Japanese Speakers :

Dec.02

"Plenary Session"

Naoto Fukasawa / NAOTO FUKASAWA DESIGN

Kenzo Takada / CEO, K.T.S.A.R.L

"Brands & Design"

Tetsuyuki Hirano / President, Hirano & Associates

Manabu Kawada / Yamaha Inc.

Hitoshi Suyama / Nikon Corporation

Toshio Yamagata / SHISEIDO

"Fashion & Apparel"

Dai Fujiwara / DAIFUJIWARA & CO.,

Keita Maruyama / Tetra Star Co. Ltd.,

Kazuyoshi Minamimagoe / BEAMS Co. Ltd.,

Eri Utsugi / A-Net Inc. / Mercibeaucoup,

Dec.04

"Interactive & Multimedia Design"

Ayako Nagaya / F1 Media / Tokyo Girls Collection

Tetsuya Mizuguchi / Creator

"Communications & Design"

Taku Satoh / Taku Satoh Design Office

Hideshi Hamaguchi / ZIBA Design

"Culture & The City"

Kengo Kuma / Kengo Kuma & Associates

Dec.03

"Plenary Session"

Masaaki Kanai / Ryohin Keikaku Co. Ltd. / MUJI

Toshiyuki Kita / IDK Design Laboratory,

Kenya Hara / Nippon Design Center, Inc.

Masaaki Hiromura / Hiromura Design Office

"East Gathering - Tri-City Forum"

Yukio Hashimoto / Yukio Hashimoto Design Studio

NOSIGNER

"Product & Design"

Kazuo Tanaka / GK Design Group Inc.

Masaaki Sakai / CANON Inc.

"Space & Design"

Fumie Shibata / Designer

Ryuji Nakamura / Ryuji Nakamura Architects

"Business of Intellectual Property (BIP) Forum"

Kato Kimitaka / President, Fujitsu Design Limited

* Speakers from other countries

ANDREW ASHTON/ STUDIO PIP AND Co.,

ASCAN MERGENTHALER/ HERZOG & DE MEURON,

ARI WISEMAN/ Solomon R Guggenheim Museum,

CHEN JUN-LIANG/ FREEIMAGE,

CLAUS JENSEN/ Tools Design Studio,

Corinna Roesner/ The International Design Museum Munich,

HENRIK HOLBAEK/ Tools Design Studio,

JURGEN BEY/ STUDIO MAKKINK & BEY,

KIGGIE HVID/ "INDEX:",

LV YONG-ZHONG/ LV YONG-ZHONG, Banmoo Furniture,

RONALD LENZ/ 7 scenes,

于正 / CRYSTAL CG,

Main Site

Inno Design Tech EXPO (IDTExpo)

International trade fair which many creative and technology specialists and companies take part in.

Various ideas to raise the value of the products will be introduced such as innovative designs and technological solutions.

Date : December 2 - December 4

Venue : Hong Kong Convention and Exhibition Centre. (HKCEC)

Organiser : Hong Kong Trade Development Council.

① JAPAN TRADE PAVILION

JIDPO and JETRO co-organizes "Japan Design Trade Pavilion" taking up a floor space of more than 700sqm of Inno Design Tech Expo. This as a "Business to Business" event which provides business-matching opportunity for participants to build competitive brand or company utilizing the "Power of Design" .

55 companies from various areas will join this event such as product design, space design, brand management, furniture and traditional local industry aiming to compete in the Asian market will join this event.

→ Trade Hall [1BA01], HKCEC|Dec.02-04 h.09.30-19.00 (-18.30 on Dec.04)

Organizer : Japan Industrial Design Promotion Organization (JIDPO)+Japan External Trade Organization (JETRO)

-Related Events

Japan Design & Business Seminar

Date : December 2 14:30-18:00

Venue : IDTExpo Trade Hall Seminar room B

Part1: Actions for Design Promotion

Japan Industrial Design Promotion Organization etc.

Part2: Successful collaborations between major Companies and designers

JR Kyushu / Tokyo Midtown / NTT docomo

Part3: Designing a new Business (Collaborations between SMEs and designers)

Mr.Masayuki Kurokawa

JAPAN
TRADE PAVILION

JAPAN TRADE PAVILION Presentation by exhibitors & sociable

Date : December 3. 13:00-18:00 (Presentation 13:00-16:00 / Sociable 16:00-18:00)

Venue : IDTExpo Trade Hall, Japan Trade Pavilion

JAPAN TRADE PAVILION Presentation by exhibitors session 2

Date : December 4. 11:00-12:30

Venue : IDTExpo Trade Hall, Design & Technology Forum II

Main Site

② KANSEI DESIGN SHOWCASE

The theme of this exhibition, “Resonance — Designing Experience and Story,” serves as the frame of reference for new trends in Japanese design. Resonance means people and products responding to each other. When a person comes in contact with a certain product, he or she undergoes a “chemical reaction” that generates expectations and excitement. These emotions, in turn, cast a new light on the product. As feelings of empathy and attachment draw nearer to each other and within this mutual relationship, the product stimulates the person’s senses again. This cyclical process of mutual reactions between people and products is what we call “resonance.” When we feel that something will create new experiences, lead to new possibilities, allow us to discover a new part of ourselves, or create new memories, we come to believe that we want keep that thing close to us, that it has value that cannot be exchanged for money and that we want to treasure it forever. We will introduce such products.

→ IDTExpo Inspiration Hall, HKCEC

Dec.02-04 h.09.30-19.00 (-18.30 on Dec.04)

Organizer: Ministry of Economy Trade and Industry (METI)+

Japan External Trade Organization (JETRO)



③ The JAGDA Exhibition 2010 : Romance

JAGDA is one of the biggest designers organization in Asia holding more than 2,800 members. They invited some 90 renowned JAGDA members from 20s to 80s of their age to create 30-second motion graphic entries on the theme of “romance”. Japan, especially the cell phone industry, is experiencing the “Galapagos Syndrome” (isolated evolution). Japan is situated on the Eastern tip of Asia. Here, a new sense of romance sprang up in conjunction with the new media. We hope you will appreciate this and the visual dynamism of the show.

→ IDTExpo Inspiration Hall, HKCEC

Dec.02-04 h.09.30-19.00 (-18.30 on Dec.04)

Organizer: Japan Graphic Designers Association Inc. (JAGDA)

Romance 

*After IDTExpo finished, the exhibition will be transferred to Inno Center during December 7 to 29.

Exhibition at InnoCentre

Date : December 7 - 29

Venue : InnoCentre, Atrium (72 Tat Chee Ave., Kowloon Tong, Kowloon, Hong Kong, Hong Kong)

Organizer : Japan Graphic Designers Association Inc. (JAGDA)



Shin Matsunaga



Kaoru Takai



Kazumasa Nagai

BODW 2010

Partner Country - Japan

Lost  and Found
29 Nov. - 4 Dec. 2010
<http://bodw2010-japan.jp>

The JAGDA Exhibition 2010 : Romance Participating 87 Designers

Masuteru Aoba	Kaoru Takai
Kan Akita	Yoshimaru Takahashi
Katsumi Asaba	Shintaro Takemura
Ikuo Amano	Tsutomu Tanigawa
Yuko Araki	Hiroki Taniguchi
Toshine Ishihama	Taichi Tamaki
Toyotsugu Ito	Masayuki Terashima
Yoko Inoue	Yusaku Tomoeda
Koji Iyama	Kazufumi Nagai
Yoshiaki Irobe	Kazumasa Nagai
Koji Iwagami	Hiroaki Nagai
Usi	Tomohiko Nagakura
Tomohito Ushiro	Masayoshi Nakajo
Tatsuo Ebina	Keisuke Nagatomo
Kiyoshi Ohmori	Yasuhito Nagahara
Yoshinori Okada	Satoshi Hasegawa
Ken Okamuro	Kazunari Hattori
Akio Okumura	Noriaki Hayashi
Tomoya Kaishi	Kenya Hara
Masahiro Kakinokihara	Takaaki Bando
Mitsuo Katsui	Eiki Hidaka
Takahisa Kamijyo	Kotaro Hirano
Atsuki Kikuchi	Naomi Hirabayashi
Shogo Kishino	Masaaki Hiromura
Katsuhiko Kinoshita	Naoko Fukuoka
Takafumi Kusagaya	Osamu Fukushima
Tadahiro Gunji	Norio Fujishiro
Yuji Koiso	Takashi Fujita
Koichi Kosugi	Kei Matsushita
Yosuke Kobayashi	Shin Matsunaga
Yoshihiro Kobayashi	Yu Miura
Chiharu Kondo	Ken Miki
Ryota Sakae	Koji Mizutani
Hitomi Sago	Kenji Miyauchi
Kashiwa Sato	Mitsuhiro Miyazaki
Taku Satoh	Yumiyo Miyata
Yasuhiro Sawada	Ryo Miyawaki
Katsuhiko Shibuya	Shoji Morishige
Norito Shinmura	Hideto Yagi
Shinnoske Sugisaki	Shunyo Yamauchi
Yohei Sugiyama	Shigeru Yamaoka
Mamoru Suzuki	Toshio Yamagata
Shogo Seki	Wabisabi
Daigo Daikoku	

Main Site

④ JAPAN DESIGN 2010

JIDPO is sole organization contributes to developing comprehensive designs in Japan and well known as an organizer of “Good Design Award” . JIDPO organizes exhibition “JAPAN DESIGN 2010” . This is promotional exhibition by 8 of Japanese companies always keep suggesting new design at the leading edge. Major Japanese companies from various area such as automobiles, electric appliances, information equipments or sundries present their latest designs and concepts.

→ IDTExpo Inspiration Hall, HKCEC

Dec.02-04 h.09.30-19.00 (-18.30 on Dec.04)

→ InnoCentre|Dec.07- Dec.29 h.10.00-18.00

Organizer: Japan Industrial Design Promotion Organization (JIDPO)

Participation company:

F1 MEDIA Inc. / Tokyo Girls Collection by fashionwalker. com ,

FUJITSU LIMITED/FUJITSU DESIGN LIMITED,

GK Design Group,

Honda Motor Co., Ltd. ,

JR Kyushu (Kyushu Railway Company),

NIKON CORPORATION,

NTT DOCOMO, INC.,

Tokyo Midtown

JAPAN DESIGN 2010

*After IDTExpo finished, the exhibition will be transferred to Inno Center during December 7 to 29.

Exhibition at InnoCentre

Date : December 7 - 29

Venue : InnoCentre, Atrium (72 Tat Chee Ave., Kowloon Tong, Kowloon, Hong Kong, Hong Kong)

Organizer : Japan Industrial Design Promotion Organization (JIDPO)



NTT DOCOMO, INC.



F1 MEDIA Inc.



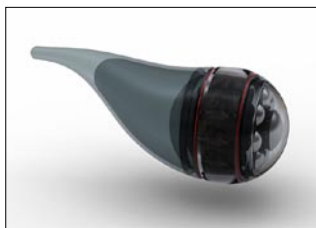
JR Kyushu



GK Design Group



Tokyo Midtown



NIKON CORPORATION



FUJITSU LIMITED/
FUJITSU DESIGN LIMITED



Honda Motor Co., Ltd.

Detour

DETOUR

DETOUR is a collaboration program of BODW. From all over the world as well as Hong Kong, innovative, adventurous and exciting designers gather about the venue to send various creative ideas based on Hong Kong town to the world. The main venue is old jail site and the young designers display their works with the theme "NOT GUILTY".

(DETOUR website: <http://www.detour.hk/>)

Date : November 22. - December 5.

Venue : Victoria Prison (16 Old Bailey Street)

Organizer : Hong Kong Ambassadors of Design

① DESIGNERS EXCHANGE PROGRAMME

Exhibition at Old Hong Kong Prison

Theme ----NOT GUILTY - Pure Water Design

From Japan, as a part of Designer 's Exchange Programme, 10 young creators represent new Japan creative power through the exhibition.

Mr.Teruo Kurosaki , Design producer who has global network and background will produce this exhibition. The theme is "Pure Water Design".

Pure water is the fundamental factor of Japanese philosophy. Perfection to the quality and good balance of designs are the most important for Japanese designers.

We want to present at DETOUR, purely contemporary Japanese art and design.

Participation Designer: Jin Kuramoto / Yasuhiro Suzuki / Hironao Tsuboi /

Takuram design engineering / Hideyuki Nakayama / NOSIGNER / MILE /

Nick Rennie / Jiro Hirano / Masakatsu Takagi

Director :

Teruo Kurosaki / Design producer

Exhibitor :

Jin Kuramoto / Product design, Modern craft

Yasuhiro Suzuki / Artist

Hironao Tsuboi / Product design, art

Kohtaro Watabnabe / Takuram design engineering / Design engineering

Hideyuki Nakayama / Architect design

NOSIGNER / Furniture design, Product design, Concept design

MILE / 3 designers team / Product design, Space design, Concept design

Nick Rennie / Product design

Jiro Hirano / Lighting art

Masakatsu Takagi / Visual artist



Detour

② GOLDEN EGGS School-selected All-star Design showcase

AXIS Gallery is one of the most famous design gallery in Tokyo. They hold this Golden Eggs exhibition every year and it is transferred to Hong Kong as its 5 th anniversary. The theme of this exhibition is “Designers’ Conscience” . 32 students’ designs from 22 universities will be exhibited. It represents the diversity of design education by university and provides the opportunity to connect students and society introducing their future promising students’ designs.

→ Victoria Prison, DETOUR2010 BARRACK BLOCK Area

Nov.26-Dec.12 h.12.00-19.00 (TBD)

Organizer: AXIS Gallery + Japan Industrial Design Promotion Organization (JIDPO)



③ East Gathering / Student Workshop “Light Scape”

In celebration of Hong Kong Interior Design Association (HKIDA)’ s 20th anniversary & Japanese Society of Commercial Space Designers (JCD)’ s 50th anniversary next year, HKIDA co-organises with JCD and Korean Society of Interior Designers (KOSID) to present “East Gathering” , a tri- city collaboration of spatial design professionals from Hong Kong, Tokyo and Seoul to investigate Asian design culture of the 21st century.

“East Gathering” Hong Kong Event will be the prelude to Tokyo and Seoul to present a series of design events including:

- Tri-city Forum - Tri-city Exhibition -Student Workshop

Tri-city Forum → Theatre 2, HKCEC|Dec.3 h.09.00-12.55

Tri-city Exhibition → DETOUR2010 HALL E

Nov.26-Dec.12 h.12.00-19.00 (TBD)

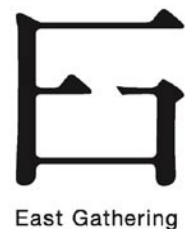
Tri-city Student Workshop → DETOUR2010 Courtyard

Dec.02 h.18.30-21.30

Organizer: Hong Kong Interior Design Association (HKIDA)/

Japanese Society of Commercial Space Designers (JCD)/

Korean Society of Interior Designers (KOSID)



East Gathering

Detour

InnoCentre

Inno Centre is an exclusive facility for designers firstly founded in 2006 in Hong Kong at Kowloon Tong, Kowloon Peninsula. There are more than 2400 sq m exhibition spaces in it.

① JIDA "DEVELOPING INDUSTRIAL DESIGN"

JIDA is sole organization associating about 600 industrial designers and more than 100 supporting members in Japan. JIDA organizes exhibition "Developing Industrial Design" representing new possibility of Japan Industrial Design. Designs by JIDA members, Eco design will be shown.

→ InnoCentre|Nov.29-Dec.29 h.10.00-18.00

Organizer: Japan Industrial Designers Association (JIDA)

② JAPAN DESIGN 2010 / The JAGDA Exhibition 2010 : Romance

After IDTE expo finished, "Japan Design 2010" and "The JAGDA Exhibition 2010 : Romance" will be transferred to Inno Centre.

Date : December 7 - 29, 2010

Venue : Inno Centre, Atrium

Organizer : Japan Industrial Design Promotion Organization / Japan Graphic Designers Association

BODW 2010 / JAPAN

-Committee Member

Minister of Economy, Trade and Industry (METI)

Japan External Trade Organization (JETRO)

Japan Industrial Designers' Association (JIDA)

Japan Graphic Designers Association (JAGDA)

Japan Industrial Design Promotion Organization (JIDPO)

Japanese Commercial Environment Designers Association (JCD)

AXIS Inc.

flowstone

-BODW 2010/JAPAN -Press Contact-

Japan Industrial Design Promotion Organization

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