

PROGRAMME SCHEDULE

Session: Technology for Design

Theme: Global Gaming Business and Innovations

Date: 1 Dec, 2014 (Mon)

Time: 14:20 – 18:25

Venue: Theatre 1, HKCEC

** Simultaneous interpretation in English, Putonghua and Cantonese will be available.*

14:20 – 14:25 **Introduction**

14:30 – 14:40 **Welcome Remarks by HKDC**

14:45 – 15:20 **Speaker 1**

Niklas Malmqvist | Global Director of Art, King Digital Entertainment, Sweden

15:20 – 15:25 Q&A Session

15:30 – 16:05 **Speaker 2**

Oliver Merlöv | Producer, Massive Entertainment, Sweden

16:05 – 16:10 Q&A Session

16:15 – 16:50 **Speaker 3**

Yat Siu 蕭逸 | Founder & CEO of Outblaze, Hong Kong

16:50 – 16:55 Q&A Session

17:00 – 17:35 **Speaker 4**

Per Kristiansen | Partner of Trivium, Denmark

17:35 – 17:40 Q&A Session

17:45 – 18:25 **Panel Discussion**

Moderator: **Per Strömbäck**

Speakers: **Niklas Malmqvist, Oliver Merlöv, Yat Siu, Per Kristiansen**

18:25 **End of Session**



SPEAKER PROFILES



Niklas Malmqvist

Global Director of Art

King Digital Entertainment (Sweden)

Biography

Niklas grew up with crayons, pencils, brushes and a variety of other artist tools in his pocket. In the beginning of the 1980'ies, his parents had gotten him a computer as a gift which he quickly added to his list of art tools, starting off his exploration of digital art. It didn't take long until the European video game industry recognized his potential from his work in the underground computer demo scene, and in 1987 his professional career in game art begun. He has been working in the game industry since then and has thus made the whole journey from monochrome pixels to today's polygon extravaganza. He was recruited to King just short of eight years ago with the mission to find an art style which would make King games appeal to the mass market. His current role as King's Global Director of Art includes leading 150+ artists with the ultimate responsibility for the quality and creativity of the collective King brush stroke.

www.king.com



Oliver Merlöv

Producer

Massive Entertainment (Sweden)

Biography

Oliver Merlöv is a Producer at Swedish video game developer Massive Entertainment.

Merlöv has during his five years at Massive worked on key franchises such as Assassin's Creed Revelations, The Division and the mobile version of the world's biggest dancing game, Just Dance Now.

For Assassin's Creed Revelations Massive developed a new game experience based on a small idea that was turned into a successful AAA experience. The game was breaking new ground on both game design, art style and storytelling, combining 3D platform gaming with minimalistic architecture and a dreamlike world inspired by the work from the likes of Pink Floyd, David Lynch and Tadao Ando.

Just Dance Now, Merlöv's most recent project, has propelled the Just Dance brand into a global mobile experience, expanding it to people across the world and out of the living room, and even opening up for massive unique dance parties like flash mobs and concerts. A leap in online and mobile gaming, sprung from a technical breakthrough and transformed into highly accessible game experience, the innovation and design behind Just Dance Now are bringing people together from all corners of the world.

www.massive.se



Yat Siu 蕭逸

Founder & CEO

Outblaze (Hong Kong)

Biography

A serial technology entrepreneur based in Hong Kong, Yat Siu is founder and CEO of Outblaze, a conglomerate specializing in gaming, cloud technology, and smartphone/tablet software. In 2009 Yat sold Outblaze's messaging division to IBM and successfully pivoted Outblaze from B2B messaging services to B2C digital entertainment. He is a director for TurnOut Ventures, a partnership between Outblaze and Turner Entertainment, co-founder of Animoca, a major developer and publisher of smartphone games, and of Animoca Brands, a spinoff focusing on branded mobile games that is listed on the Australian Stock Exchange. In 2012 he set up ThinkBlaze, the research arm of Outblaze dedicated to investigating socially meaningful issues in technology.

Yat has earned numerous accolades including Global Leader of Tomorrow at the World Economic Forum, and Young Entrepreneur of the Year at the DHL/SCMP Awards. He is a supporter of various NGOs and serves on the board of directors for the Asian Youth Orchestra.

www.outblaze.com



Per Kristiansen

Partner

Trivium (Denmark)

Biography

Per Kristiansen is a partner in Trivium, a Danish consultancy company located in Copenhagen, Denmark. Prior to joining Trivium in 2006, Kristiansen has spent a number of years working in the LEGO Group. He was a Global Brand Director in the Pre-School area, then also joined the LEGO SERIOUS PLAY activities, initially Executive Discovery and later as the General Manager of LEGO SERIOUS PLAY. He has also served in a leadership position in Danfoss Universe, a science park which offers innovation processes to organisations. The LEGO SERIOUS PLAY method was part of the parks activities.

Kristiansen is one of the most experienced facilitators of the LEGO SERIOUS PLAY globally, and is acknowledged as one of the world's leading trainers.

Kristiansen has a master degree in intercultural business and has spent his career helping companies accelerate change and innovation, and develop robust strategies. He is also the author of Building a Better Business with the LEGO SERIOUS PLAY method.

www.trivium.dk

PROGRAMME SCHEDULE

Plenary Session: Living Design

Date: 4 Dec, 2014 (Thu)

Time: 09:00 – 12:50

Venue: Hall 3G, HKCEC (max pax: 1600)

* Simultaneous interpretation in English, Putonghua and Cantonese will be available.

09:00 – 09:30 **Opening Ceremony**

09:45 – 10:20 **Speaker 1**

Marcus Engman | Head of Design of IKEA of Sweden AB, Sweden

10:20 – 10:25 Q&A Session

10:30 – 11:05 **Speaker 2**

Charlotte Ruben | Architect & Partner of White Arkitekter AB, Sweden

11:05 – 11:10 Q&A Session

11:15 – 11:30 **Networking Break**

11:35 – 12:00 **Speaker 3**

William To | Creative & Programme Director of PMQ, Hong Kong

12:00 – 12:05 Q&A Session

12:10 – 12:45 **Speaker 4**

Rem Koolhaas | Founder of OMA, The Netherlands

12:45 – 12:50 Q&A Session

12:50 **End of Session**

SPEAKER PROFILES



Marcus Engman

Head of Design

IKEA of Sweden (Sweden)

Biography

Marcus Engman was raised in Älmhult, Sweden and started to work as a part-time at the IKEA store for weekends and summer breaks as early as in 1983 during his high school years.

During the mid-80s, Marcus was a home furnishing apprentice to the IKEA interior designer Mary Ekmark and has since held positions within IKEA such as Communications & Interior Design Manager in stores in Sweden, and has worked as a Global Range Strategist for IKEA and Marketing Manager (Retail) for IKEA Sweden. He had been with IKEA for 12 years before founding his own retail agency in year 2000.

In January 2012, Marcus returned to IKEA as Design Manager.

Engman's design team currently spends 30 to 40 percent of the time out of the office - travelling to places like China, Brazil or Southeast Asia to source new ideas and material such as wood from Eucalyptus and Acacia trees. IKEA is one of the world's top users of wood and works with more than 1,000 suppliers across 52 countries.

www.ikea.com



Charlotte Ruben

Architect & Partner

White Arkitekter AB (Sweden)

Biography

Born in 1967, Charlotte Ruben is an architect and partner at White Arkitekter, the largest architectural office in Scandinavia with 750 employees. She graduated from the University of Lund, Sweden in 1994 which was also the year she joined White Arkitekter. She started her career as an Urban Designer but gradually moved her focus towards healthcare design. Social commitment, wisdom and beauty are keywords in her approach towards architecture and design. Ruben's outwards commitments and international focus are a valuable injection within White's profile as the leading healthcare design office in Scandinavia.

In 2006, Ruben and her winning team achieved 1st prize in the international competition of a new university hospital at Karolinska, Stockholm. The project represents a new concept for healthcare design where a generic building creates a flexible framework for the ever-changing content. The concept is now being developed in numerous healthcare projects in Sweden and Scandinavia and arouses international attention. To create attractive and safe environments for patients and staff is one of the main objectives in a project that represents the largest construction site in northern Europe. Ruben has followed the project from competition to reality and is currently working as coordinator for the interior environment. The project is in its most intensive construction phase. The 320,000 sq. m. brand new facility located in the centre of Stockholm will be commissioned in 2016/17.

www.white.se



William To

Creative & Programme Director
PMQ (Hong Kong)

Biography

After 18 years in the advertising industry, William joined Hong Kong Design Centre in 2005 as a project director and was responsible for their flagship events – Business of Design Week (BODW), Knowledge of Design Week (KODW) and Design for Asia Awards (DFAA 2006 - 08).

In Aug 2012, William took on a duo role and accepted an invitation to join PMQ – a newly launched creative platform project for designers – responsible for creating programs to promote and connect local and overseas design industries for possible collaboration.

Connecting creativity to market – PMQ (Former Hollywood Road Police Married Quarters) opened its door in April 2014, providing a platform for local creative talents to showcase their work and creation. Giving design talent a rare opportunity to test out their business model and develop their brand, this is a place for international creative happenings right in the heart of our city, and a new destination for creative lifestyle experience.

www.pmq.org.hk



Rem Koolhaas

Founder

OMA (The Netherlands)

Biography

Rem Koolhaas founded OMA in 1975 together with Elia and Zoe Zenghelis and Madelon Vriesendorp. He graduated from the Architectural Association in London and in 1978 published *Delirious New York: A Retroactive Manifesto for Manhattan*. In 1995, his book *S,M,L,XL* summarized the work of OMA in "a novel about architecture". He heads the work of both OMA and AMO, the research branch of OMA, operating in areas beyond the realm of architecture such as media, politics, renewable energy and fashion. Koolhaas has won several international awards including the Pritzker Architecture Prize in 2000, the Golden Lion for Lifetime Achievement at the 2010 Venice Biennale, the RIBA Charles Jencks Award in 2012, and the Johannes Vermeer Prijs in 2013. Koolhaas is a professor at Harvard University where he conducts the Project on the City. This year, he is the director of the 14th International Architecture Exhibition of the Venice Biennale, entitled *Fundamentals*.

www.oma.eu

PROGRAMME SCHEDULE

Session: Culture & The City (Part 1)

Date: 4 Dec, 2014 (Thu)

Time: 14:20 – 18:00

Venue: Hall 3G, HKCEC

* Simultaneous interpretation in English, Putonghua and Cantonese will be available.

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| 14:20 – 14:40 | Introduction
Michael Lynch
Chief Executive Officer of West Kowloon Cultural District Authority, Hong Kong |
| 14:45 – 15:20 | Speaker 1
Adriaan Geuze
Principal in Charge, Project Director, Landscape Architect of
West 8 Urban Design & Landscape Architecture, The Netherlands |
| 15:20 – 15:25 | Q&A Session |
| 15:30 – 16:05 | Speaker 2
Martin Roth
Director of Victoria and Albert Museum, UK |
| 16:05 – 16:10 | Q&A Session |
| 16:15 – 16:30 | Networking Break |
| 16:35 – 17:10 | Speaker 3
Koen Olthuis
Architect & Founder of Waterstudio, The Netherlands |
| 17:10 – 17:15 | Q&A Session |
| 17:20 – 17:55 | Speaker 4
Shigeru Ban
Architect & Founder of Shigeru Ban Architects, Japan |
| 17:55 – 18:00 | Q&A Session |
| 18:00 | End of Session |

SPEAKER PROFILES



Adriaan Geuze

Principal in Charge, Project Director, Landscape Architect
West 8 Urban Design & Landscape Architecture

Biography

Graduated from the University of Wageningen in Landscape Architecture, Geuze had co-founded West 8 with Edzo Bindels in 1987. Together, they have brought West 8 to the frontline of international urban design and landscape architecture. Many of the projects are the result of ground-breaking entries from important international competitions including Toronto Central Waterfront, Yongsan Park in Seoul and the West Kowloon Cultural District Park in Hong Kong.

He founded the SLA Foundation (Surrealistic Landscape Architecture) in 1992. With a multi-disciplinary approach to complex design issues, Geuze and his office have extensive experience in large-scale urban master planning and design, landscape and infrastructure interventions, waterfront projects, parks, squares and gardens.

Among the numerous design awards he and West 8 have won include the prestigious Prix-de-Rome (1990), the Dutch Maaskant Award (1995) and the Veronica Rudge Green Prize for Urban Design from the Harvard Design School (2002). He was also presented with the Lifetime Achievement Award by the Dutch Mondriaan Fund (2011). Geuze is an internationally respected professor and lectures at universities throughout the globe.



Martin Roth

Director
Victoria and Albert Museum

Biography

Martin Roth became Director of the Victoria and Albert Museum in September 2011.

Before joining the V&A, Martin Roth was Director General of the Dresden State Art Collections (Staatliche Kunstsammlungen Dresden), overseeing 12 museums and galleries. During this time he created an extensive network of international partners, which led to numerous exhibitions overseas.

From 1996 to 2001 Martin Roth was a member of the senior management of the Expo 2000 in Hanover and Director of Thematic Exhibitions. He was President of the German Museums Association from 1995 to 2003, and a member of the German Ministry of Foreign Affairs' Advisory Board in Berlin until his relocation to London in 2011. From 1991 to 2000 he was Director of the German Hygiene Museum in Dresden, the first German science museum, and prior to that he was Curator at the Deutsche Historische Museum (1989-2001). He remains a personal member of the German Olympic Sports Federation.

After completing his PhD on the History of Museums and Cultural Politics in the Weimar Republic and the Third Reich at the Eberhard Karls University in Tuebingen in 1987, Martin Roth became a researcher at the Maison des Sciences de l'Homme, E.H.E.S.S. in Paris. Following this, in 1992, he became a visiting scholar at the Getty Research Institute, Los Angeles.

Martin Roth is a Trustee of the British Council and of the Musée des Arts Décoratifs in Paris. He is a member of both the Council of the Royal College of Art and the Court of Imperial College in London.



Koen Olthuis

Architect & vvv Founder
Waterstudio

Biography

Koen Olthuis is a forward-thinking and innovative architect with a vision that believing today's designers are an essential part of the climate change generation and should start to enhance their perspective on urban components to become dynamic instead of static. Olthuis is one of the founders of the Waterstudio.NL, an architectural firm based in the Netherlands that specialises in developing floating structures to counter concerns about climate change, rising sea levels, flooding and urbanization. With a vision of changing cities worldwide by using water as a building ground, the company has designed everything from floating apartment complexes in the Netherlands to a floating masque in the UAE to even an entire floating community of islands for the Maldives. Other innovative projects include creating floating hotels, schools, houses, golf courses and more.

The Dutch architect, born in 1971, has studied Architecture and Industrial Design at the Delft University of Technology. In 2007, Time magazine named Olthuis one of the most influential people in the world. Moreover, the French magazine Terra Eco chose him as one of the "100 green persons that will change the world" in 2011. Building on water has become Olthuis's life's work, he is also known as the "Floating Dutchman".



Shigeru Ban

Architect & Founder
Shigeru Ban Architects

Biography

Considered one of Time Magazine's 21st Century top innovators, architecture superstar Shigeru Ban is best known for his innovative work with paper. He is the first Japanese artist to construct a building entirely out of recycled cardboard paper tubes, combining sustainability with aesthetic beauty. Ban is one of Japan's leading experimental designers embracing a combination of Western and Eastern building methods.

This Japanese mastermind's ideas have been particularly effective in providing emergency housing for disaster victims around the world. He created VAN (Voluntary Architects Network), an NGO which produced temporary structures for emergency victims including those in the Kobe earthquake in 1995. His paper-frame school house were also employed in China after the Sichuan earthquake. This earned Ban the Thomas Jefferson Medal in architecture. Since then, his emergency DIY refugee shelters have been used by the UN High Commission for Refugees for earthquake victims in Turkey and in war-torn Rwanda.

Ban is currently working on creating architecture, he volunteers for disaster relief, lectures widely, and teaches, as well as continues to develop material and structure systems. His sense of responsibility and positive action to create architecture of quality to serve society's needs, combined with his original approach to these humanitarian challenges, he was recently named the winner of this year's Pritzker Architecture Prize.



PROGRAMME SCHEDULE

Session: Sustainability & Design

Date: 4 Dec, 2014 (Thu)

Time: 14:20 – 17:30

Venue: Theatre 1, HKCEC

* Simultaneous interpretation in English, Putonghua and Cantonese will be available.

14:20 – 14:55	Speaker 1 Kristofer Hansén Head of Styling and Industrial Design of Scania, Sweden
14:44 – 15:00	Q&A Session
15:05 – 15:40	Speaker 2 Hans Hassle CEO of Plantagon International, Sweden
15:40 – 15:45	Q&A Session
15:45 – 16:00	Networking Break
16:05 – 16:40	Speaker 3 C.L. Lam 林紀樺 Creative Director of Green & Associates, Hong Kong
16:40 – 16:45	Q&A Session
16:50 – 17:25	Speaker 4 & 5 Margareta van den Bosch Creative Advisor of H&M, Sweden Catarina Midby Fashion & Sustainability Advisor of H&M, Sweden
17:25 – 17:30	Q&A Session
17:30	End of Session

SPEAKER PROFILES



Kristofer Hansén

Head of Styling and Industrial Design
Scania (Sweden)

Biography

After graduating with a Master of Art degree from Konstfack, University College of Arts, Crafts and Design in Stockholm, Kristofer Hansén developed and ran a design office in Stockholm together with three other designers, working with national and international clients in Europe and Asia.

Concurrently, Hansén served as Chairman of Swedish Industrial Designers (SID) and other official commissions. In the late 1990s, he assumed the position as Professor of Industrial Design at Konstfack. In 2001, he joined Scania as Head of Styling and Industrial Design.

Scania develops and manufactures products and services in the field of commercial vehicles. It is a global leading manufacturer of heavy trucks, buses, coaches and diesel engines for general industrial applications and marine. During Hansén's managerial post in Scania, he is responsible for styling and industrial design as well as brand expression on all vehicle-related products manufactured by and delivered from Scania, both on the strategic and hands-on production levels. Leading the design team, they creates and develops the product unique identity through long-term projects forecasting, production designs, facelift designs and direct follow-up of the development of launched products.

www.scania.com



Hans Hassle

CEO

Plantagon International (Sweden)

Biography

Born in 1959, Hans Hassle is a highly influential Swedish businessman and CEO of pioneering urban farming technology company Plantagon, a company which is a global innovation leader in the idea of vertical farming – to act as a convenient and environmentally sustainable food source to better supply urban populations.

Plantagon in many ways epitomizes the idea that a company can be both financially viable as well as act as a profitable, sustainable part of a global corporate citizenship. Since its conception in 2008, Plantagon has been awarded seven major sustainability and innovation prizes, including the 2012 SACC New York-Deloitte Green Award for its breakthrough “green” innovation within the food chain, the Plantagon Vertical Greenhouse. Among all these coveted prizes, it has also awarded the top accolade at the 2009 Globe Forum, and in 2012, Hassle was named ‘CEO of the year’ for Sweden by European CEO.

www.plantagon.com



C.L. Lam 林紀樺

Creative Director

Green & Associates (Hong Kong)

Biography

CL Lam started his career in engineering. In 1994, with the inspiration from fine art and passion towards product design, he dedicated his in-born talent to design. CL's creativity is characterized in the choice of forms, colours & materials. He is now working for sustainable & green development.

As a trailblazer of green design, he has begun to develop products made of food/ non-food wastes by new technologies. Through smart reuse, recycle, regenerate and linking with different corporations, objects are reborn in form of refine and harmonious designs, diverting into a sustainable world.

He does believe design + technology + ideas make lives better.

www.ooobject.com



Margareta van den Bosch & Catarina Midby

Creative Advisor & Fashion and Sustainability Advisor
H&M (Sweden)

Biography

After graduating from the renowned Beckman's School of Design in Stockholm, Sweden with a fashion design degree, Margareta van den Bosch worked as a designer for fashion houses in Sweden and Italy, and as a fashion design teacher at Beckman's.

In 1986, van den Bosch joined H&M as its first head of design. She reached retirement age in 2007 and began working as part-time. Today, H&M being a Swedish fashion retail powerhouse and one of the world's top fast fashion brands, with 3,300 stores in 54 countries aiming to offer fashion and quality at the best price, she as a creative advisor is responsible for H&M's annual designer collaborations.

The major honours she has received include Guldknappen with H&M which is the most prestigious Swedish fashion award by Sweden's largest fashion monthly Damernas Värld in 2001, the Swedish Elle magazine's Honorary Award in 2009 and the Illis Quorum medal by the Swedish government in 2013.

Starting as a Fashion Editor while also launching Swedish Elle magazine in Sweden in 1987, Catarina Midby later continued her career as a Fashion Director of Damernas Värld, the leading Swedish fashion magazine. In 2003, Midby joined H&M, a Swedish apparel retailer as the Global Head of Fashion PR and moved over to the design department as the Head of H&M's General Trends in 2005.

Catarina Midby has never wanted to limit herself as a fashion designer to one discipline. Rather, she pursues her new passion in the area of sustainable fashion. She as a Fashion and Sustainability Advisor in H&M, she has worked along CSR, Communications and Design Departments in 2008, to develop a new collection "Conscious", which is about the importance of eco-friendly fashion by building on 7 core commitments to their customers.

www.hm.com



PROGRAMME SCHEDULE

Session: Fashion & Design

Date: 4 Dec, 2014 (Thu)

Time: 14:20 – 17:30

Venue: Theatre 2, HKCEC

* Simultaneous interpretation in English, Putonghua and Cantonese will be available.

14:20 – 14:55	Speaker 1 Virginia Visan Head of Studio, General Manager of Honest By, Belgium
14:55 – 15:00	Q&A Session
15:05 – 15:40	Speaker 2 Susanne Nejderås Managing Director of Smart Textiles, Sweden
15:40 – 15:45	Q&A Session
15:45 – 16:00	Networking Break
16:05 – 16:40	Speaker 3 Elaine, Yan Ling Ng Founder & Design Director of The Fabrick Lab, Hong Kong
16:40 – 16:45	Q&A Session
16:50 – 17:25	Speaker 4 Mikael Schiller Executive Chairman & Co-owner of Acne Studios, Sweden
17:25 – 17:30	Q&A Session
17:30	End of Session

SPEAKER PROFILES



Virginia Visan

Head of Studio, General Manager
Honest By

Biography

Virginia Visan (1985) is the Head of Studio at *Honest By*, the first 100% transparent clothing company in the world, based in Antwerp, Belgium. Trained as a fashion designer in Romania, she continued her studies at the prestigious Fashion Academy in Antwerp, Belgium. Virginia Visan had her first encounter with the fashion industry while assisting Filip Arickx of AF Vandevorst and while being in charge of their showrooms in Paris and Antwerp, their pop-up installation projects, as well as archive collections.

Later on, gaining interest in the production process and origin of materials, she joined the team of Bruno Pieters, to help research and launch his new concept: *Honest By*, a company that offer products with complete transparency in price and manufacturing, creating a new paradigm in fashion and retail.

Being constantly driven by designing, she also collaborated with Dries van Noten and Sofie Claes, focusing on styling and pattern design.

At the invitation of Bruno Pieters, she re-joined *Honest By* in 2014 and is currently running its studio alongside its founder.

Virginia Visan is also working together with Bruno Pieters behind FFDS, the Future Fashion Designer Scholarship, an award which aims to support an exceptional student who wants to develop a Master collection in a sustainable and ethical way.



Susanne Nejderås

Managing Director
Smart Textiles

Biography

Having obtained Master of Science in Textile and Polymeric Materials, Nejderås is a professional veteran in the textile industry. She has worked in several countries for companies supplying to the automotive business as well as to the fashion and interior industries. In 2010, she joined Smart Textiles as Manager.

The textile industry is about to take a giant step from supplying fabrics to becoming a positive force in the development of society. Textile innovations improve people's everyday lives. However, innovations do not spring from nothing. It requires an open environment where people from different backgrounds are allowed to meet and involve in open-ended communication to find both sought-after and unexpected solutions. As Smart Textiles Initiative offers a complete solution including everything from basic research to prototype development, it is the natural partner for realising textile ideas or meeting a need with textile technology.

With over 350 research- and company-driven projects since the foundation of the Initiative in 2006, Smart Textiles has not only become a motor for the textile industry in Sweden but also an important player in the international arena.



Elaine Yan Ling Ng

Founder & Design Director
Smart Textiles

Biography

Elaine Ng Yan Ling known as the 'techno fairy' by Elle Deco Magazine, brings together textiles, electronics, biomimicry, interiors and installations. Elaine is a British Chinese materialologist and a graduate of Central Saint Martins in London where she earned her Master of Design in Textile Futures with distinction. She is a TED fellow and is globally recognised, having worked with international design companies such as Nissan Design Europe and Nokia Design Beijing with multi-design awards. Her magical approach with material is acknowledged by some of the best in the field and has provided inspirations to many. She is hailed from Wired UK magazine as 'The Chinese designer creates materials that move and grow like trees – but faster'.

Ng's work has been exhibited at V&A and Science Museum in London, Textile Museum in Tilburg, Netherlands, Harbour Front Centre in Toronto, Espace EDF Art Foundation in Paris, Wuhao in Beijing, and Moleskine global galleries. Her art and design research has been widely featured internationally including Wired UK, Elle Decoration China, Surface Asia, AD Italia, AD China, China Daily, Yazter and Core 77 and many more.

Ng's company, THE FABRICK LAB, is a bespoke textile consultancy, located in Hong Kong, creating and developing experimental textile surfaces and materials for bespoke luxury environments



Mikael Schiller

Executive Chairman & Co-owner
Acne Studios

Biography

Acne Studios is an independently owned progressive fashion house based in Stockholm, Sweden. Founded in 1996 as part of a multidisciplinary creative collective, Acne Studios today creates men's and women's ready-to-wear, footwear, accessories and denim, as well as special artistic collaborations and one-off projects.

As CEO, Co-Owner and later Executive Chairman, Mikael Schiller has led Acne Studios for merely about 13 years from a humble beginning with 6 employees to becoming a global pop culture phenomenon with stores on 4 continents. The brand has found an inimitable path in merging high fashion and streetwear, where a clearly defined image and thriving business go hand in hand. Despite the commercial success, Acne Studios has never compromised on its signature creativity and integrity, which is manifested not only by the brand's excellent products but also by the flagship stores in Paris, London, New York City, Los Angeles, Stockholm, Tokyo and the state-of-the-art web shop acnestudios.com. In October 2014, Acne Studios opened its first mono-brand store in Hong Kong.

Mikael Schiller achieved a Master degree from the Stockholm School of Economics, Sweden. Before joining Acne Studios, he had a brief career as a Fireworks Entrepreneur and a Psychology teacher.

PROGRAMME SCHEDULE

Session: Plenary Session II: Cutting Edge Innovations

Date: 5 Dec, 2014 (Fri)

Time: 10:00 – 13:15

Venue: Hall 3G, HKCEC

* Simultaneous interpretation in English, Putonghua and Cantonese will be available.

10:00 – 10:35	Speaker 1 Paul Priestman Design & Co-founding Director of PriestmanGoode, UK
10:35 – 10:40	Q&A Session
10:45 – 11:20	Speaker 2 Krister Torssell CEO & Partner of Veryday, Sweden
11:20 – 11:25	Q&A Session
11:30 – 11:45	Networking Break
11:50 – 12:25	Speaker 3 Shiro Nakamura Senior Vice President & Chief Creative Officer of Nissan Motor Co., Ltd., Japan
12:25 – 12:30	Q&A Session
12:35 – 13:10	Speaker 4 Shaun Rein Founder & Managing Director of China Market Research Group, China
13:10 – 13:15	Q&A Session
13:15	End of Session

SPEAKER PROFILES



Paul Priestman

*Designer & Co-founding Director
Priestman*

Biography

Paul Priestman has amassed many awards over the years, such as Queen's Award for Enterprise in International Trade, Future Friendly Award for Sustainable Design Innovation, Red Dot Design Awards, and more. He is not only a Designer but also a Co-founding Director of one of the world's most renowned design consultancies, Priestmangoode. Established in 1989, Priestmangoode specialises in aviation, transport, product and hotel design. The London- and China-based studio has a prestigious client base that includes Airbus, Thai Airways, United Airlines and Air France, and so on.

For over 25 years, the guiding principle in Priestman's work has been his belief that design is not just about styling, but about making things better and more efficient to use as well as to manufacture, run and maintain. He is an advocate of the importance of design to business and the need for long term, sustainable thinking.

A leading figure in the design sector, Priestman has held many prestigious positions within the design industry. He is currently a member of the Royal College of Art Council. In 2013, Priestman was even appointed Global Creative Director of CSR Sifang, one of the world's largest rolling stock manufacturers.



Krister Torssell

CEO & Partner
Veryday

Biography

Krister Torssell began his career as a Design Engineer at Philips and went on to become Vice President of Atlas Copco Controls and Danaher Motion. In 2001, he took up his current post as CEO and Partner at Veryday, the world-renowned, top-ranking design and innovation agency based in Sweden, New York and Shanghai. Krister's extensive experience and unique knowledge help the businesses transform into global industry leaders.

Throughout its lifetime, Veryday has received over 220 design awards. In 2014, the company with a 45-year success story was honoured with the highest distinction in the design world: Red Dot Design Team of the Year. Numerous global organisations have adopted the company's proprietary method "people-driven innovation" because of its proven ability to engage all stakeholders, drive transformative thinking and speed up decision-making processes within the innovation cycle.

Torssell's strength lies in his ability to push through advanced design strategies on an international level while shaping his talented teams that have equally high ambitions to solve real-world challenges.



Shiro Nakamura

Senior Vice President & Chief Creative Officer
Nissan Motor Co., Ltd.

Biography

Vehicles such as the Nissan 370Z, Murano, GT-R, Juke, Infiniti FX and Infiniti Essence concept are excellent examples of iconic work from Shiro Nakamura, Senior Vice President and Chief Creative Officer for Nissan Motor Corporation.

Nakamura, born in Osaka, Japan, joined Nissan Motor Company in 1999, leading the revitalisation of the company's design culture and vehicles for Nissan, Infiniti and Datsun brands. In 2010, he won the Eyes On Design Lifetime Achievement Award and was named the world's fourth most creative person by Fast Company magazine in the U.S.

Recent designs from Nakamura include the Nissan IDx (Freeflow and Nismo), Sport Sedan Concept, 3rd generation's Murano, Infiniti Q50, Infiniti Q30 concept and Datsun Redi-GO concept.



Shaun Rein

Founder and Managing Director
China Market Research Group

Biography

Shaun Rein is the Founder and Managing Director of the China Market Research Group, the world's leading strategic market intelligence firm focused on China. Using sophisticated methodologies, he and his team of analysts conducts customized, objective, and discreet research to help multinational and domestic Chinese companies to understand how to seize advantage of the fastest growing economy in the world with actionable initiatives. With the recognition from Rein, his clients come from a variety of industries, including Fortune 500 and leading Chinese companies, private equity firms, SMEs, and hedge funds.

Graduated from Harvard with a master's degree focused on China, Rein is the author of the international best-selling book *The End of Cheap China*, and the book *The End of Copycat China: the Rise of Creativity, and Innovation and Individualism in Asia*.

Rein is often featured in *The Wall Street Journal*, *Fortune*, and *The Financial Times*. His op-eds have appeared in *The New York Times*, and he frequently appears on MSNBC, CNBC, Bloomberg, BBC, and CNN. He previously was a weekly columnist for CNBC and Forbes and also used to write a regular column for Bloomberg BusinessWeek.

PROGRAMME SCHEDULE

Session: Communication & Design

Date: 5 Dec, 2014 (Fri)

Time: 14:20 – 17:30

Venue: Hall 3G, HKCEC

* Simultaneous interpretation in English, Putonghua and Cantonese will be available.

14:20 – 14:55 **Speaker 1**

Irma Boom

Bookdesigner of Irma Boom Office, The Netherlands

14:44 – 15:00 Q&A Session

15:05 – 15:40 **Speaker 2**

Aaron, Yung-chen Nieh 聶永真

Art Director and General Manager of Aaron Nieh Workshop, Taiwan

15:40 – 15:45 Q&A Session

15:45 – 16:00 **Networking Break**

16:05 – 16:40 **Speaker 3**

Björn Kusoffsky

Founder, CEO & Creative Director of Stockholm Design Lab, Sweden

16:40 – 16:45 Q&A Session

16:50 – 17:25 **Speaker 4 & 5**

Pete Hellicar & Joel Gethin Lewis

Co-founders of Hellicar&Lewis, UK

17:25 – 17:30 Q&A Session

17:30 **End of Session**

SPEAKER PROFILES



Irma Boom

Bookdesigner

Irma Boom Office (The Netherlands)

Biography

Irma Boom has studied graphic design at the AKI Art Academy in Enschede, the Netherlands. After graduation, she worked at the Dutch Government Publishing and Printing Office in The Hague. Since 1992, she has been a senior critic at Yale University in the United States. She has won a multitude of awards for her book designs and was the youngest-ever laureate to receive the prestigious Gutenberg prize for her complete oeuvre.

Established Irma Boom Office in 1991, which works nationally and internationally in both the cultural and commercial sectors, clients including commissions for the Rijksmuseum Amsterdam, Paul Fentener van Vlissingen (from 1990-2006), The Museum of Modern Art New York, Prince Claus Fund, Fondazione Prada, Ferrari, Maserati, Chanel and more. Boom is an Amsterdam-based graphic designer specialised in making books, she has made over 250 books. One of her most famous titles was a 100th anniversary book SHV Think Book 1996-1896 designed for the Dutch conglomerate SHV which spanned 2,136 pages.

www.irmaboom.nl



Aaron, Yung-chen Nieh 聶永真

Art Director and General Manager

Aaron Nieh Workshop (Taiwan)

Biography

Aaron Nieh is a trendsetter and one of the most outstanding graphic designers in Taiwan. Nieh began in his career with his talent in writing, and then became involved in visual arts, performances and exhibitions with a unique set of senses and sensitivity. He deals with details subtly, yet his visual presentation is highly provocative and ambitious. Since 2002, he has brought novel imagination and shaped a new landscape in the Mandarin Pop Music industry, as well as in the world of publishing and performing arts. Nieh is highly skilled and yet gracefully owning control over all imagery, symbols and materials, that he has crafted a new perspective for the audience to watch and understand graphic design.

Nieh has earned his B.A. degree in design from the National Taiwan University of Science and Technology and has once been enrolled in the Graduate School of Applied Media Arts at the National Taiwan University of Arts. A former artist-in-residence at the 18th Street Arts Center in Los Angeles, he has scooped an array of awards, including the Best Album Design in Taiwan's Golden Melody Awards (2010 & 2014) and Germany's Red Dot Design Awards (2010 & 2011) and iF (International Forum of Design) Awards (2010). Nieh has been an AGI (Alliance Graphique Internationale) member since 2012 and served as a jury member of the Red Dot Design Awards in 2013, with works selected in publications such as the Small Studios by Hesign Germany, Asia Pacific Design and Tokyo Type Directors Club. *Re_Signature Work Yet to Come* (2009), *Fw: The End of Innocence* (2010) and *NONSENSE* (2013) are some of his books.

<http://a-g-i.org/member-work/work/657>



Björn Kusoffsky

Founder, CEO & Creative Director

Stockholm Design Lab (Sweden)

Biography

Björn Kusoffsky is the CEO, founder and leads all Creative work at Stockholm Design Lab. The multidisciplinary studio is one of Europe's most highly respected design companies. Founded in 1998 Stockholm Design Lab transforms brands and businesses with remarkable ideas.

His work is simple, innovative and powerful. Ranging from wetwi-pes, titlesequences, websites, artbooks, aircraft livery, advanced packaging projects, cosmetic fragrance and wine packaging to retail environments, logos and graphics, brand repositioning and corporate identity programs for international clients including IKEA, SAS Scandinavian Airlines, Volvo Cars, Absolut Vodka, Moderna Museet (Sweden), Ustra Stadtbahn (Germany), Hyundai Card (Korea), Askul (Japan) and for the International Art Biennale in Venice (Italy).

Björn Kusoffsky is represented in the design collection of the National Museum of Art, Stockholm and Member of AGI (Alliance Graphique Internationale). Life time achievement award - Berlingpriset 2014. Björn has received more than hundred awards including 2 Gold Cannes Design Lion, Gold Eurobest, Gold Asia Design Awards, Red Dot and 6 golden eggs Swedish Advertising Association Awards.

He has been invited to chair and serve on the jury panel at various national and international competitions, such as the One Show, Cannes Lions and HKDA Asia Design Awards.

His work has been exhibited in Tokyo, Berlin, Moscow, London, New York, Zacatecas, Helsinki, Köln and Stockholm.

www.stockholmdesignlab.se



Pete Hellicar & Joel Gethin Lewis

Co-founders

Hellicar&Lewis (UK)

Biography

Prior joining Hellicar & Lewis, Pete Hellicar toured the world as a professional skater. He then co-founded Unabomber Skateboards in 1997 where he produced boards and apparel featuring the work of Pete Fowler and Will Sweeney among others. In 2001, he became the Art Director for Etnies Worldwide where he was responsible for the rebranding of Etnies advertising, including all logos and apparel. In 2004, Hellicar returned to the U.K. and continued art directing campaigns for Etnies as well as providing design consultancy for clients like The Discovery Channel, Red or Dead, b Store, Nike, Channel 4, Topshop and Orange.

In 2009, Hellicar joined Joel Lewis to start Hellicar & Lewis with the express aim of building a creative business around open source - the software behind their interactive projects are available for anyone to use, for any purpose. In addition to their commercial work, Hellicar & Lewis also enjoys working in educational, artistic and performance contexts.

Between 1998 and 2001, Joel Lewis studied Mathematics and Computer Science at Imperial, before completing an MA in Interaction Design at the Royal College of Art in 2003. After graduation he worked at Benetton's communication research centre, Fabrica, before returning to London where he worked as an interaction designer at United Visual Artists. Here he toured with bands including Battles, U2 and Massive Attack, as well as collaborating on installation works such as Monolith, Volume and Hereafter.

At present, the London-based designer is one of the Founders of the Hellicar&Lewis. The company, formed in 2008, works with brands, companies and institutions to invent and design new ways of communicating with their audiences in real time. Their work uses art, technology and design to create groundbreaking experiences that take people into the moment to impart lasting memories.

www.hellicarandlewis.com

PROGRAMME SCHEDULE

Session: Space & Design

Date: 5 Dec, 2014 (Fri)

Time: 14:20 – 17:30

Venue: Theatre 1, HKCEC

* Simultaneous interpretation in English, Putonghua and Cantonese will be available.

14:20 – 14:55	Speaker 1 Anna Hessel Senior Chief Architect and Urban Planner of Sweco, Sweden
14:55 – 15:00	Q&A Session
15:05 – 15:40	Speaker 2 James Law Chairman & CEO of Jamws Law Cybertecture International, Hong Kong
15:40 – 15:45	Q&A Session
15:45 – 16:00	Networking Break
16:05 – 16:40	Speaker 3 Thomas Eriksson Founder & CEO of Thomas Eriksson Arkitekter, Sweden
16:40 – 16:45	Q&A Session
16:50 – 17:25	Speaker 4 Erik Nissen Johansen Creative Director of Stylt Trampoli AB, Sweden
17:25 – 17:30	Q&A Session
17:30	End of Session

SPEAKER PROFILES



Anna Hesse

Senior Chief Architect and Urban Planner
Sweco

Biography

Anna Hesse has practised as an architect for over 16 years and has an extensive experience from building design work, planning and urban design, urban integrated systems solutions and “SymbioCity” methodology. With an international focus and the career experience from fieldwork gained in Africa, she has been continuously involved in Sweco’s projects in China with a special focus on sustainable city and green building, parallel to the projects in Sweden since 2001. Alongside with her current responsibility of developing Sweco Architects position in the Chinese market, she also acts as Chief Architect and Planner in key on-going projects in China and Sri Lanka.

Hesse’s work involves all stages and scales, from regional masterplans, city and district masterplans, down to the design of specific buildings, such as neighbourhood facilities, kindergartens, commercial centres and housing. Moreover, her special expertise involves concept development for holistic and integrated design solutions and leading large multidisciplinary teams. Hesse’s prestigious architectural projects include the work in Colombo Port City which is a 2.5 km² large urban development masterplan in Sri Lanka, and several projects in China, such as Guangzhou Town house Area in Beijing, Tangshan Bay Eco City Sustainability Center and more.



James Law

Managing Director

Jamws Law Cybertecture International

Biography

James is the founder of design firm James Law Cybertecture. He is a Young Global Leader of the World Economic Forum; a Council Member of World Economic Forum Global Agenda Council on Design & Innovation; Board Member of the Hong Kong Design Center and twice nominee for the Asian Innovation Award. James is a qualified architect who graduated from the Bartlett School of Architecture, University College London. He practiced in Japan and UK before founding his own company in 2001 in Hong Kong to develop designs of Cybertecture encompassing future city planning, architecture, interiors and products all focused with a spirit of forward looking innovation.

James has designed several award winning iconic architectural projects of Cybertecture, including THE PAD building in Dubai - an intelligent residential building that is inspired by modern lifestyle technologies; THE CYBERTECTURE EGG in Mumbai - a parametrically designed office building that is entirely column less and has strong green characteristics; a 10 million square foot spherical building that mimic the ecology of the Dhaba - a 10 million square foot spherical building that mimic the ecology of the Planet Earth as a sustainable mega structure. This last project was recognized with the World Architecture Award 2009 by CNBC and HSBC.

James has also designs and manufactures his own product line including THE CYBERTECTURE MIRROR, a bathroom mirror that uses a combination of screen and glass technology to augment your reflection with useful applications including exercise, health monitoring and information. This product won the Thomas Edison Award 2012 and a Design for Asia Award 2011 and is shortlisted for the Asian Innovation Award 2012. Aside from running his company, James teaches as a visiting Adjunct Professor at KAIST, Korea; and is an occasional TED Talk speaker.



Thomas Eriksson

Founder & CEO

Thomas Eriksson Arkitekter

Biography

Thomas Eriksson is a Founder and CEO of Thomas Eriksson Architects, born in 1959 in Örsköldsvik in northern Sweden. He graduated in 1985 from School of Architecture of the Royal Institute of Technology in Stockholm, Sweden.

Eriksson started his architecture practice, Thomas Eriksson Architects in Sweden in 1988. After getting off to a flying start with customers such as SAS and Cappellini, the office has grown organically. Anchored in his Swedish roots and with a strong desire to explore the points of intersection between art and science, Eriksson has continued to develop his company into a strong interpreter of the Scandinavian style. TEA is currently a famous architecture and design consultancy in Sweden which engaging in a variety of different projects, from industrial and commercial properties, private houses and retail concepts to product design.

Over time, he has created a growing company with 40 employees. The office has become a platform where architects, interior architects, product designers and engineers work closely together. The field of work is wide-ranging, covering all scales and dimensions



Erik Nissen Johansen

Creative Director

Stylt Trampoli AB

Biography

Erik Nissen Johansen is the founder and creative director of Stylt Trampoli in Goteborg Sweden, an award-winning multidisciplinary Swedish concept and design agency specialising in the hospitality industry. Established in 1991, Stylt has combined skills like concept development, interior architecture, design and marketing to create unique experiences for clients all over the world.

Johansen born in Oslo, Norway in 1965 and graduated in Florence, Italy in 1985 from L'Istituto per l'Arte e il Restauro with a diploma in art, art history, marketing and design. Johansen's parallel career as an artist who has been exhibiting his works, both solo and as part of a group, throughout Europe and the US. Johansen is also one of the authors of the best-selling book, *Storytelling as a Marketing tool for the Experience Economy*, written together with Professor Lena Mossberg, Scandinavia's foremost expert in marketing of hospitality and tourism.

Under the leadership of Johansen, Stylt's architects, art directors, designers, marketers and branding experts use storytelling to build projects where the brand, the business opportunity and the interiors are perfectly aligned, creating inspiring environments and memorable experiences for their clients. For more than 20 years, Stylt has won numerous awards, including two European Hotel Design Awards, the Swedish Design Prize, as well as the World Hotel Award.

PROGRAMME SCHEDULE

Session: Enterprise & Design

Date: 5 Dec, 2014 (Fri)

Time: 14:30 – 18:10

Venue: Hall 3G, HKCEC

* Simultaneous interpretation in English, Putonghua and Cantonese will be available.

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|---------------|---|
| 14:30 – 14:35 | Introduction
Chris Fjeldahl
Managing Partner of Eight Partnership, Hong Kong |
| 14:40 – 15:05 | Speaker 1
Arnold Chan
Principal of Isometrix Lighting + Design, UK |
| 15:05 – 15:10 | Q&A Session |
| 15:15 – 15:40 | Speaker 2
David Jia
Chairman & Founder of LKK Design Beijing Co., Ltd, China |
| 15:40 – 15:45 | Q&A Session |
| 15:50 – 16:15 | Speaker 3
Magnus Nilsson
Head Chef of Fäviken, Sweden |
| 16:15 – 16:20 | Q&A Session |
| 16:25 – 16:40 | Networking Break |
| 16:45 – 17:10 | Speaker 4
Lisa Lindström
Chief Executive Officer of Doberman Group, Sweden |
| 17:10 – 17:15 | Q&A Session |
| 17:20 – 17:45 | Speaker 5
Ho Kwon Ping
Executive Chairman of Banyan Trees Holdings, Singapore |
| 17:45 – 17:50 | Q&A Session |
| 17:55 – 18:10 | Closing Remarks
Chris Fjeldahl
Managing Partner of Eight Partnership, Hong Kong |

SPEAKER PROFILES



Arnold Chan

Principal

Isometrix Lighting + Design

Biography

London-based Isometrix was set up by Arnold Chan in 1984, and now with a subsidiary in Hong Kong. Trained as an architect at London's Architectural Association, Chan's innovative architectural approach to lighting design distinguishes Isometrix from the work of more traditional lighting engineers. By visualising in three dimensions and creating a hierarchy of light effects to enhance the spatial flow of buildings and their interiors.

Lighting is never an afterthought introduced to solve a problem emerging at the end of a project, but a fundamental part of a three-dimensional design process, which ultimately provides a building with its unique and special identity.

Isometrix has worked with architects and designers with very differing stylistic approaches. It does not have a house-style of its own, but aims to bring out the best in any design whether overtly rational and purist or symbolic and theatrical. It utilises equipment at the forefront of lighting technology working with the leading manufacturers in specific areas of expertise and designing or adapting equipment to the exacting requirements of each particular project. This technical expertise and in-depth knowledge of the marketplace benefits clients in achieving cost-effective solutions to all their projects.



David Jia

Chairman & Founder
LKK Design Beijing Co., Ltd

Biography

David Jia, Chairman and Founder of LKK Design, is often hailed as a commercial designer not only creatively talented, but also has an innate sense of business acumen. Born in Ningxia, China in 1976, graduated in industrial design at the University of Technology in Tianjin in 2000. With his unique design concepts and innovative spirits, his works have won him many international design awards such as the prestigious Red Dot Design Award, IF Award and IDEA Award.

Jia started the design consultancy firm LKK Design in 2004, has its headquarters in Beijing with offices in London, Shenzhen, Shanghai, Chengdu and Nanjing, among others. In 2003, By bringing revolutionary design for the products and brands, LKK is the first batch of design companies in China which recognized as a “National Industrial Design Center” by the Ministry of Industry and Information Technology of People’s Republic of China. Jia and his talented team also founded “Sansa”, a brand about the clash of Eastern and Western philosophies which has become the one of China’s foremost design brands. LKK Design has also been known as an award-winning design service provider by many international industry leaders such as Samsung, GE, Audi, Siemens and Lenovo.



Magus Nilsson

Head Chef

Fäviken

Biography

In Jämtland, Northwestern Sweden, about 6 hours north of the capital, the land is isolated, sparse and frozen half the year. It is on this isolated landscape Chef Nilsson has transformed a ski resort farmhouse into what some say is one of the best restaurants in the world, with a several – month long waiting list. Guests at Fäviken Magasinet are treated to a multi-course, inventive, perfectly timed, and choreographed meal prepared by Nilsson and his small kitchen staff. The menu boasts seasonal ingredients that honor the landscape of the region as well as championing the traditions and the history of its people.

Nilsson moved to France after cooking school, had worked with such great chefs as Pascal Barbot at L'Astrance and was inspired by France's expensive culinary culture. Years later after returning home to Swede, he nearly gave up cooking altogether due to limitations on the quality of Sweden's produce and ingredients. He had decided to pursue a career as a sommelier, eventually assembling a wine cellar for the owner of the Fäviken estate in Järpen.

Drawn back to food, he eventually became the head chef at Fäviken, and since has made it a point to work with the confines of the seasonal produce available – fishing and hunting nearby, harvesting and preserving produce – to create a menu indicative of the Scandinavian terroir.



Lisa Lindström

Chief Executive Officer
Doberman Group

Biography

With assignments ranging from design of mobile applications and web services to innovation of multi touchpoint experiences, Doberman is an experience design firm with offices in Stockholm and New York. Its CEO Lisa Lindström has been named Sweden's Service Innovator of the Year and listed as one of the top 10 female leaders in Sweden.

With a strong influence on the design and architecture scene in Sweden, among listed in RUM magazine's 100 most influential people in the Swedish industry in 2014, Lindström is the Chairman of the board of SVID, the Swedish Industrial Design Foundation, and of public service broadcasting company Utbildningsradion, UR. She is also a board member of several major Swedish corporations including Avanza Bank. Lindström has been Account Director and Senior Strategic Advisor for many of Doberman's largest international clients through the years.



Ho Kwon Ping

Executive Chairman
Banyan Trees Holdings

Biography

Born in Hong Kong, Ho manages an Asia's leading resort hotel brand which owns both listed and private companies engaged in the development, ownership and operation of hotels, resorts, spas and residential homes around the world. Ho launched Banyan Tree in 1994 and by operating in an innovative business model, the group has now grown to more than 35 hotels and resorts, over 70 spas, over 80 galleries, as well as 3 golf courses worldwide.

Ho had been awarded numerous prizes in recognition of his outstanding achievements. Ho had been conferred an honorary doctorate by Johnson & Wales University in 2000, received London Business School's Entrepreneurship Award in 2005 and been named 'CEO of the Year' at the Singapore Corporate Awards in 2008. As Chairman of Singapore Management University (SMU), Ho had been awarded the Singapore Government's Meritorious Service Medal for his contribution in the founding of SMU. In 2010, he became the first Asian to receive the ACA (American Creativity Association) Lifetime Achievement Award acknowledging his creativity and innovation in various spheres of endeavour. Ho had been voted top Thinker in Singapore in the Yahoo! Singapore 9 Awards in 2011, a testament to his business innovations and leadership in civic causes. He had also received CNBC's Travel Business Leader Award Asia Pacific 2012.

PROGRAMME SCHEDULE

Session: Brand Asia

Date: 6 Dec, 2014 (Sat)

Time: 10:00 – 13:30

Venue: Hall 3G, HKCEC

* Simultaneous interpretation in English, Putonghua and Cantonese will be available.

10:00 – 10:15 **Introduction**

10:20 – 10:45 **Speaker 1**

Lars Falk |

Vice President Design of Volvo Cars, China Operation, Sweden

10:50 – 11:15 **Speaker 2**

Fredrik Magnusson |

Director of Brand, Design & Experiences of Ericsson, Sweden

11:20 – 11:35 **Networking Break**

11:40 – 12:05 **Speaker 3**

Oscar Axhede |

Co-founder & Brand Manager of Urbanears, Sweden

12:10 – 12:35 **Speaker 4**

Peder Clason |

Global Brand Strategy Director of The Absolut Company, Sweden

12:40 – 13:30 **Panel Discussion**

SPEAKER PROFILES



Lars Falk

Vice President Design

Volvo Cars, China Operation

Biography

Volvo Car Group is one of the best-known luxury automobile manufacturers in the world. Established in 1927 and headquartered in Gothenburg, Sweden, it employs over 22,000 people worldwide. In 1994, Volvo Cars Group extended its footprint to China and established its Beijing office. In 2011, Volvo Cars China was eventually launched in Shanghai, marking Volvo's presence in China has been changed from a sales company to a full-functional regional headquarter of a multinational carmaker combining research and development, purchasing, manufacturing, sales and marketing and other supporting functions. Lars Falk was appointed the Vice President of Design of the Volvo Cars China in May of the same year.

Falk, born in 1974, is a Swedish automotive designer who obtained a Master's degree in Product Design at Goteborg University, Sweden and studied automotive design at the College for Creative Studies in the U.S. He joined Saab and worked in interior team after graduated. In early 2005, Falk joined Volvo Cars and with his extensive experience in all areas of automotive design development, he has been leading design teams in Europe, USA and China to deliver thoughtful and creative automotive products to market. During his time in Sweden, Falk worked on both production and concept car programs, the most notable of his achievement is the creation of Volvo S60 concept car..



Fredrik Magnusson

Director of Brand, Design & Experience
Ericsson

Biography

Magnusson graduated from the Industrial Design programme at the University College of Arts, Crafts and Design in Stockholm and studied at the Art Center College of Design in Pasadena, California. Prior to joining Ericsson, he was Design Director at Iittala, Finland as well as Founder and Creative Director at Propeller, one of Sweden's leading design agencies.

He and his teams are behind many of the most renowned projects in the field of Industrial Design in recent years. Magnusson's references are something of a "Who's Who" of Swedish industrial design, including major players like ABB, IKEA, Electrolux, GM, Microsoft, Scania, SKF and Volvo, alongside smaller companies that nonetheless grab the headlines in their own respective fields. In his current role at Ericsson, Magnusson faces the challenge of designing the intangible and making the benefits of the mobile transformation visible to a broader audience.

Ericsson is the world leader in the rapidly changing environment of communications technology - providing equipment, software and services to enable transformation through mobility, leading to a networked society where every person and every industry is empowered to reach their full potential.



Oscar Axhede

Co-founder & Brand Manager
Urbanears

Biography

Oscar Axhede is one of the founders of Zound Industries. He has held a number of key positions from Product Manager to Brand Director. Zound Industries currently has four in-house brands with its unique identity and target audience: Urbanears, Coloud, Marshall Headphones and Molami. Marrying fashion with functionality, the headphone company has been growing steadily since 2008. Starting with a team of 8 in five years ago, the company has grown into a team of 65 talented individuals and Zound Industries now distributes their headphone products to over 95 countries worldwide.

Axhede is a full-time problem solver and is somewhat of a Renaissance man with a range of experience and skill sets, from creating events to film and photo production, as well as from team management to having the luxury and patience of building boats. This is partly because of the high standard he sets for himself in everything he does and his borderline obsessive interest in understanding how things work. His insatiable curiosity has led him to be hopeful about the future and the revolution that is happening with technology.



Peder Clason

Global Brand Strategy Director

The Absolut Company

Biography

Peder Clason, with a career in the international consumer goods industry is Global Director of Brand Strategy for Absolut Vodka. For three decades Absolut has been engaged in art and design through forward-thinking, creative artistic collaborations. Being in charge of the brand strategy for Absolut Peder's mission is to ensure Absolut stays true to the enduring values of vodka craftsmanship, while at the same time propelling the brand forward to push the boundaries of convention.

Absolut vodka is the world's fifth largest premium spirits brand and sold in more than 150 markets. Absolut Vodka has made history as one of the great branding successes of all times. In addition to winning some 400 industry awards, Absolut also pioneered new approaches in art, fashion, music and digital. Andy Warhol, Keith Haring, Damien Hirst, Gianni Versace, Jean Paul Gaultier, Helmut Newton, Dan Wolgers – Absolut has worked with some of the biggest creatives in the world.

Absolut is a brand with a richness of history: from production process, to founder, to bartenders, to artists and popular culture. The story of Absolut is a story of reimagining what's possible and transforming from status quo to the extraordinary.

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PROGRAMME SCHEDULE

Session: Culture & The City (Part 2)

Date: 6 Dec, 2014 (Sat)

Time: 10:00 – 13:20

Venue: Theatre 1, HKCEC

* Simultaneous interpretation in English, Putonghua and Cantonese will be available.

10:00 – 10:20	Introduction Lars Nittve Executive Director of M+ of West Kowloon Cultural District Authority, Hong Kong
10:25 – 11:00	Speaker 1 Thomas Sandell Principal Architect of Sandellsandberg Architects, Sweden
11:00 – 11:05	Q&A Session
11:10 – 11:45	Speaker 2 SK Lam Creative Director of AllRightsReserved Ltd, Hong Kong
11:45 – 11:50	Q&A Session
11:55 – 12:30	Speaker 3 Ola Melin Director of Urban Environment Division – Streets and Parks Department of City of Malmö, Sweden
12:30 – 12:35	Q&A Session
12:40 – 13:15	Speaker 4 Francine Houben Creative Director of Mecanoo Architecten, The Netherlands
13:15 – 13:20	Q&A Session
13:20	End of Session

SPEAKER PROFILES



Thomas Sandell

Principal in Charge, Project Director, Landscape Architect
West 8 Urban Design & Landscape Architecture

Biography

Thomas Sandell is one of the most highly acclaimed architects and designers in Sweden, renowned for furniture design, interiors and several influential architectural projects. Thomas Sandell was born in 1959 at Jacobstad in Finland. He received his masters of architecture at the Royal Institute of Technology in Stockholm in 1990.

sandellsandberg was founded in 1995 by Thomas Sandell, Ulf Sandberg and Joakim Uebel. As one of the first practices in Sweden fusing architecture, design and advertising, sandellsandberg challenged the conventional design business model. The practice currently has 35 employees and is established as one of Sweden's most renowned offices. Thomas Sandell and his co-workers are challenged with projects in the broadest sense of 3D-design. The project portfolio includes projects from product design to city planning. The office is currently working on several housing projects in Scandinavia and abroad as well as interior-retail and product design. Sandell has designed several acclaimed interiors, including the Stockholm Museum of Modern Art and the Swedish Museum of Architecture in Stockholm.

As a furniture designer, Thomas Sandell has collaborated with several Swedish and international furniture producers, such as Artek, Asplund, B&B Italia, Cappellini, CBI, de Padova, Gärsnäs, IKEA of Sweden, Källemo, Mobileffe, Rapsel and Tronconi.

His design has been the recipient of several awards, 11 Utmärkt svensk form (Swedish design award), Red Dot design award 2002 for the chair IKEA Vågö, Metropolitan Home award 2003, The lamp of the year for Leucos Bottle 2007, The Kasper Salin award (nominated) 2008. His work has been published internationally.



SK Lam

Creative Director
AllRightsReserved

Biography

Creative Director & Curator of AllRightsReserved (ARR), which is a Hong Kong-based creative studio established in November 2003. It always reaches out to wherever creativity springs. In 2014, ARR collaborated with French artist, Paulo Grangeon, to curate “1600 Pandas World Tour in Hong Kong : Creativity meets Conservation”, in which the 1600 pandas were toured to more than 12 landmarks in Hong Kong to spread the message of conservation & sustainability.

ARR also collaborated with world-renowned British artist Lawrence Argent along to curate the world's largest Panda art and charity project “I AM HERE”, in order to raise public awareness of panda conservation. The unprecedented 15-metre, 13-tonne, site-specific giant panda art installation was built directly into Chengdu IFS, differentiating this new landmark by fusing art with architecture. In 2013, “Rubber Duck Project - HK Tour”, the first public art exhibition ever curated in Hong Kong’s Victoria Harbour, attracted international and local attention with overwhelmingly positive feedback.

This March, ARR art-directed the special edition booklet for the 33rd Hong Kong Film Awards. Other projects include “WE PRINT ORIGINALS”, the first large-scale 3D scanning and printing exhibition in Hong Kong, creative and art direction for the entire graphic visual system of West Kowloon Bamboo Theatre, and “100 Years Before the Birth of Doraemon” in 2012. Other solo exhibitions have featured Chinese contemporary artist Yue Minjun, American artist KAWS, Japanese avant-garde artist Yayoi Kusama, etc.



Ola Melin

*Director of Urban Environment Division – Streets and Parks
Department
City of Malmö*

Biography

Born and raised in southern Sweden, Ola Melin had developed a deep interest in and always had a fascination for plants, gardens and design since he was a young boy. After finishing his studies in Sweden and in the United States, he served as a technician on a submarine in the Swedish navy.

Melin is a well-known Swedish landscape architect, he taught at the Swedish Agricultural University, and later was appointed as Director of the University to in charge of park and gardens. Two years later, he has been promoted to become Director of Faculty Administration. He then left the University for the City of Helsingborg where he was employed as Head of the Royal Castle of Sofiero and Manager of Fredriksdal museums and gardens.

Four years ago, he was appointed as City Head Gardener of the City of Malmö and Director of Department of Streets and Parks under Urban Environment Division in the City of Malmö. The division is responsible for planning and building urban space, parks and streets, as well as working with activating the city through events and festivals.



Francine Houben

Creative Director

Mecanoo Architecten

Biography

The oeuvre of Francine Houben's architecture is extremely wide-ranging and includes projects such as universities, libraries, theatres, residential areas, museums and hotels. Houben combines the disciplines of architecture, urban planning and landscape architecture to form a unique solution to each situational challenge.

Houben is a leading Dutch architect. She is a Founding Partner and Creative Director of Mecanoo Architecten, which based in Delft, Netherlands, with offices in United Kingdom and Taiwan. Her practice is particularly known for the design of libraries, projects examples are the library at the Delft University of Technology, the Library of Birmingham and the current refurbishment of the Martin Luther King Jr. Memorial Library in Washington, D.C.

She has gained international acclaim for her works, most recently with the Library of Birmingham which has been shortlisted for the 2014 RIBA Stirling Prize. She was also named as the Architects' Journal 2014 Woman of the Year.

Houben has held important professorships in the Netherlands and abroad, and was also a visiting professor at Harvard University in 2007.

PROGRAMME SCHEDULE

Session: Product & Design

Date: 6 Dec, 2014 (Sat)

Time: 10:00 – 13:15

Venue: S421, HKCEC

* Simultaneous interpretation in English, Putonghua and Cantonese will be available.

10:00 – 10:35	Speaker 1 Chiaki Murata Managing Director of Hers Design Inc., Japan
10:35 – 10:40	Q&A Session
10:45 – 11:20	Speaker 2 Jo Meesters Owner & Creative Director of Studio Jo Meesters, The Netherlands
11:20 – 11:25	Q&A Session
11:30 – 11:45	Networking Break
11:50 – 12:25	Speaker 3 Ching-fu Wang Creative Director of Pinmo Design Studio, Taiwan
12:25 – 12:30	Q&A Session
12:35 – 13:10	Speaker 4 Fredrik Färg Furniture Designer & Co-owner of FÄRG & BLANCHE, Sweden
13:10 – 13:15	Q&A Session
13:15	End of Session

SPEAKER PROFILES



Chiaki Murata

Managing Director
Hers Design Inc.

Biography

Graduated from the Department of Applied Physics under Faculty of Engineering at Osaka City University in 1982, Chiaki Murata is a renowned designer in Japan, with over 30 years of experience in the field of design. He joined Sanyo Electric Co. Ltd. after graduated and besides working on product design, he was also involved in the backbone concept of new projects, such as single domestic appliances. In 1986, he established Hers Experimental Design Laboratory Inc. and created many controversial products in a wide range of designs aspects.

Murata proposed a virtual industry system, which links each process of product development to an industry that specialises in that field, and implemented the IT type product development system that involves distribution. He has been involved in many inter-corporate coordination, production and consultation works by internally supporting the development of products that utilizes each company's core competence at corporate seminars sponsored by banks, and acted as design advisor for small to medium enterprises consortium. He has also handled TLO in the private sector in commercializing products developed by universities, research organizations and local product regeneration.

In 2005, Murata set up his own design label "METAPHYS" and proactively promoting the concept of "design of behavior" for product design development, which is based on the analysis of users' cognitive and behavioural strategies. Over the years, he has created many ground-breaking products, graphics and interface designs and they have gained a host of awards, including the esteemed Red Dot Design Awards.



Jo Meesters

Owner & Creative Director
Studio Jo Meesters

Biography

Jo Meesters is one of the design drivers who engaging in environmentally sustainable practices. After graduating from the Design Academy Eindhoven, Netherlands in 2001, Jo Meesters founded Design Studio Meesters & Van der Park in collaboration with Marije van der Park. Since 2007 he started his own studio focusing on combining technology and craftsmanship, with a balance between aesthetics and innovation within his designs.

Studio Jo Meesters creates concepts and products based on the keywords of matter and craftsmanship. The ongoing search for innovation in materials and techniques is the major drive of the design studio, which is considered a laboratory for product concepts. A laboratory focused on the research of new ways of material handling and the exploration of the boundaries of the intersection of craftsmanship and mass production techniques.

The basic principle of Jo Meester's work is sustainability. By integrating various aspects of craftsmanship, sophistication, and detailing, Meesters aims to imbue his projects and products with an emotional value. In this way, he emphasises his commitment to the creation and perception of a bond between object and user.



Ching-fu Wang

Creative Director

Pinmo Design Studio

Biography

Wang Ching-Fu is the Creative Director of Pinmo Design Studio, a design studio based in Taipei, Taiwan, mainly working in the areas of design and visual arts, brand identity, spatial arrangement, decoration design, as well as graphic design including poster, illustration, editorial design and other printed designs.

Founded in 2002, Pinmo has gradually developed from a small graphic design studio to an all-rounded company. Apart from designing for clients, Wang has set up a retail store under its own brand selling its own goods and a collection of over 200 types of papers. In Pinmo, Wang guides his team with his skills and experience related to graphic design, fine arts, motion graphics, and other creative fields. Under Wang's supervision, the team also initiate social projects in co-operate with artists, designers, as well as children and farmers. Together, they aim to generate design that is close to people's everyday lives and explore the possibility of ordinaries.



Fredrik Färg

Furniture Designer & Co-owner

FÄRG & BLANCHE

Biography

Stockholm based FÄRG & BLANCHE is a design studio by Swedish designer Fredrik Färg and French designer Emma Marga Blanche. As a studio, they work across a wide variety of fields, collaborating with established furniture brands such as Gärsnäs, Zero and Materia, as well as producing their own collections and limited art pieces for galleries. Known for their experimental stance, they effortlessly move between the exclusive hand made one off and the industrially produced, without ever losing their distinctive touch. Which is clearly visible in their much-acclaimed classic easy chair for Gärsnäs, the couple showed how their artistic experiments in various materials have been applied to mass production.

Fredrik comes from a family of craftspeople. After high school, he apprenticed as a cabinetmaker, which well prepared him to study his master's degree at HDK School of Design and Crafts in Gothenburg in 2008 and rapidly gained a reputation for his 'slow fashion' chair Coat which consisted of equal parts of an armchair and a traditional coat. He has since established himself as a designer and exhibition curator in the fields of art, fashion and design. He has received several major awards and has exhibited internationally.

PROGRAMME SCHEDULE

Session: Closing Plenary

Date: 6 Dec, 2014 (Sat)

Time: 14:40 – 18:10

Venue: Hall 3G, HKCEC

* Simultaneous interpretation in English, Putonghua and Cantonese will be available.

Moderator: Simon Tye (Executive Director of Ipsos Asia Pacific)

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|---------------|--|
| 14:40 – 15:15 | Speaker 1
Don Norman
Director of Design Lab, University of California, San Diego, USA
Co-founder & Principal of Nielsen Norman Group, USA |
| 15:15 – 15:20 | Q&A Session |
| 15:25 – 16:00 | Speaker 2
Chris Bangle
Managing Director of Chris Bangle Associates, Italy |
| 16:00 – 16:05 | Q&A Session |
| 16:10 – 16:45 | Speaker 3
Catherine Rénier
President of Asia of Van Cleef & Arpels Asia Pacific, France |
| 16:45 – 16:50 | Q&A Session |
| 16:55 – 17:15 | Thank you speech & Introducing BODW2015 Partner City
Victor Lo
Chairman of Hong Kong Design Centre, Hong Kong
Partner City Acceptance Speech
Albert Civit
CEO of Urban Habitat, Spain |
| 17:20 – 17:55 | Speaker 4
Vicente Guallart
Chief Architect of Barcelona City Council, Spain |
| 17:55 – 18:00 | Q&A Session |
| 18:05 – 18:10 | Closing Remarks |

SPEAKER PROFILES



Don Norman

Director / Co-founder & Principal

Design Lab, University of California, San Diego / Nielsen Norman Group (USA)

Biography

Don Norman was named by Business Week as "one of the world's most influential designers." His studies and books on design theory coupled with his extensive academic and industry experience help companies produce enjoyable and effective products and services. Norman brings a systems approach to design, arguing that great design must touch every aspect of a company.

He is well known for his books, including *"The Design of Everyday Things"* and *"Emotional Design."* "The well-rounded product," says Norman, "will enhance the heart as well as the mind, being a joy to behold as well as to use."

Don Norman is Director of the recently established Design Lab at the University of California, San Diego where he is also professor emeritus of both psychology and cognitive science. He is the co-founder of the Nielsen Norman Group, an IDEO fellow, a Trustee of IIT's Institute of Design in Chicago, professor emeritus at Northwestern University and honorary professor at Tongji University (Shanghai). He has been a Vice President of Apple and an executive at Hewlett Packard. He is a member of the National Academy of Engineering and a fellow of the American Academy of Arts and Sciences. He is one of the founders of CHI and received their Lifetime Achievement award. His book, *"Living with Complexity,"* argues that the quest for simplicity is misguided because complexity is both good and necessary: our lives are complex, and our tools must match the tasks we do. What we need are things we can understand and master, for once mastered, even complex-looking things are simple. His latest book is an expanded and revised edition of *Design of Everyday Things*.

www.jnd.org



Chris Bangle

Managing Director

Chris Bangle Associates (Italy)

Biography

A daring designer whose work has provoked endless discussion and hailed by New York Times as “the most influential auto designer of his generation”. One only needs to look down the street for evidence of Chris Bangle's ingenuity and far-reaching influence. He is no stranger to controversy in the media, but what the journalists do agree on is that no other designer has had such a far-reaching impact in the automotive industry in this century.

Bangle was born in Ravenna, Ohio in 1956. After graduating from the Art Center College of Design, California, Bangle started his career at Opel in 1981. He then moved on to Fiat in 1985, where he designed the brazen Coupe Fiat. In 1992, he was named the first American Chief of Design at BMW, where he was responsible for bringing the designs of the BMW, Mini Cooper, and Rolls Royce into the 21st century. Consequently, his daring designs have helped BMW become the global leader in premium car sales and brought in legions of new fans.

After resigning from BMW in 2009, Bangle moved to Clavesana, Italy, where he founded Chris Bangle Associates, a design consultancy and management company, to continuous pursue his interest in design and cutting-edge innovation.

With over 25 years of experiences in design and innovation, he has been frequently invited as a speaker for lecture, teacher for design, and consultant for business around the globe.

www.chrisbangleassociates.com



Catherine Rénier

President of Asia

Van Cleef & Arpels Asia Pacific (France)

Biography

Catherine Rénier was educated in the United States and holds a Master Degree in Business Administration from Boston College, United States.

Having worked in the luxury industry in three continents for the last 12 years, Catherine began her career with Richemont in New York, as the Retail Development Director for Cartier, North America from 1999 to 2003. In 2003, she moved back to Paris and joined Van Cleef & Arpels as the Deputy International Marketing Director. In this position, she worked on new creations introduced by the Maison. In 2008, Catherine relocated to Hong Kong with her family, where she continued to share her passion and knowledge of the Maison as the Regional Commercial Director for Van Cleef & Arpels, Asia Pacific. She also participated at the opening of the Van Cleef & Arpels Hong Kong Maison in September 2011.

Appointed as the Managing Director for Van Cleef & Arpels, Hong Kong and Macau in April 2012. Catherine was responsible for all Commercial, Marketing and Communications activities for this key market. Currently, being the President of Asia Pacific, with her strategic, management and business development experience, she continues to inspire her team and work on promoting Van Cleef & Arpels' presence in the Asia Pacific Region.

www.vancleefarpels.com





Vicente Guallart

Chief Architect

Barcelona City Council (Spain)

Biography

Guallart works as Chief Architect at the Barcelona City Council with the responsibility of developing the strategic vision of the transformation of the city and its major development projects. He was First Manager of Urban Habitat, a new department encompassing the areas of urban planning, housing, environment, infrastructures and information technologies.

Previously he founded the Institute of Advanced Architecture of Catalonia, one of the best Architectural Master Schools in the world, where he led projects such as Media House Project (with MIT's CBA), Hyper Catalunya and the Fab Lab House.

Guallart's professional office, Guallart Architects, has developed projects such as the ports of Fuguee and Keelung in Taiwan, the Sociopolis neighborhood in Valencia and Gandia Sharing Blocks. He is the author of "Geologics" and "The Self-Sufficient City", co-author of "Metapolis Dictionary of Advanced Architecture". His works had been exhibited at the Venice Biennale, MOMA and AIA in Washington.

"The Self-Sufficient City", the book he has recently published, outlines a blueprint for the world to come – a world built around cities and their renewed capabilities to become productive again, based on the principles of local self-sufficiency and global connectivity.

www.guallart.com