

DEFA

AWARDS

Presentation Ceremony 2023

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28 NOV 2023

15:00 – 17:00

Information Kit

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About HKDC

Hong Kong Design Centre (HKDC) is a non-governmental organisation, and was founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as an international centre of design excellence in Asia.

Vision

Establish Hong Kong as an international centre of design excellence in Asia

Mission

Promote wider and strategic use of design and design thinking to create business value and improve societal well-being

Programme Rundown

Date: 28 November 2023 (Tuesday)

Time: 15:00 – 17:00
(reception starts at 14:30)

Venue: The Hong Kong Jockey Club
Auditorium, LG/F, Hong Kong
Palace Museum (HKPM)

(West Kowloon Cultural District,
38 Museum Drive, Kowloon,
Hong Kong)

Dress Code: Smart Casual

14:30	Reception
15:00	Presentation Ceremony start
	Welcome Remarks by Hong Kong Design Centre
15:05	Announcement of <ul style="list-style-type: none">• DFA World's Outstanding Chinese Designer (WOCD)• DFA Design Leadership Award (DLA)• DFA Lifetime Achievement Award (LAA)
15:10	Presentation of DFA Hong Kong Young Design Talent Award
15:25	Presentation of DFA Design for Asia Awards <ul style="list-style-type: none">• Grand Awards• Communication Design• Digital and Motion Design• Fashion and Accessory Design• Product and Industrial Design• Service and Experience Design• Spatial Design
16:50	Thank you Remarks by Hong Kong Design Centre
17:00	End of Ceremony

Getting to the Hong Kong Palace Museum (HKPM)

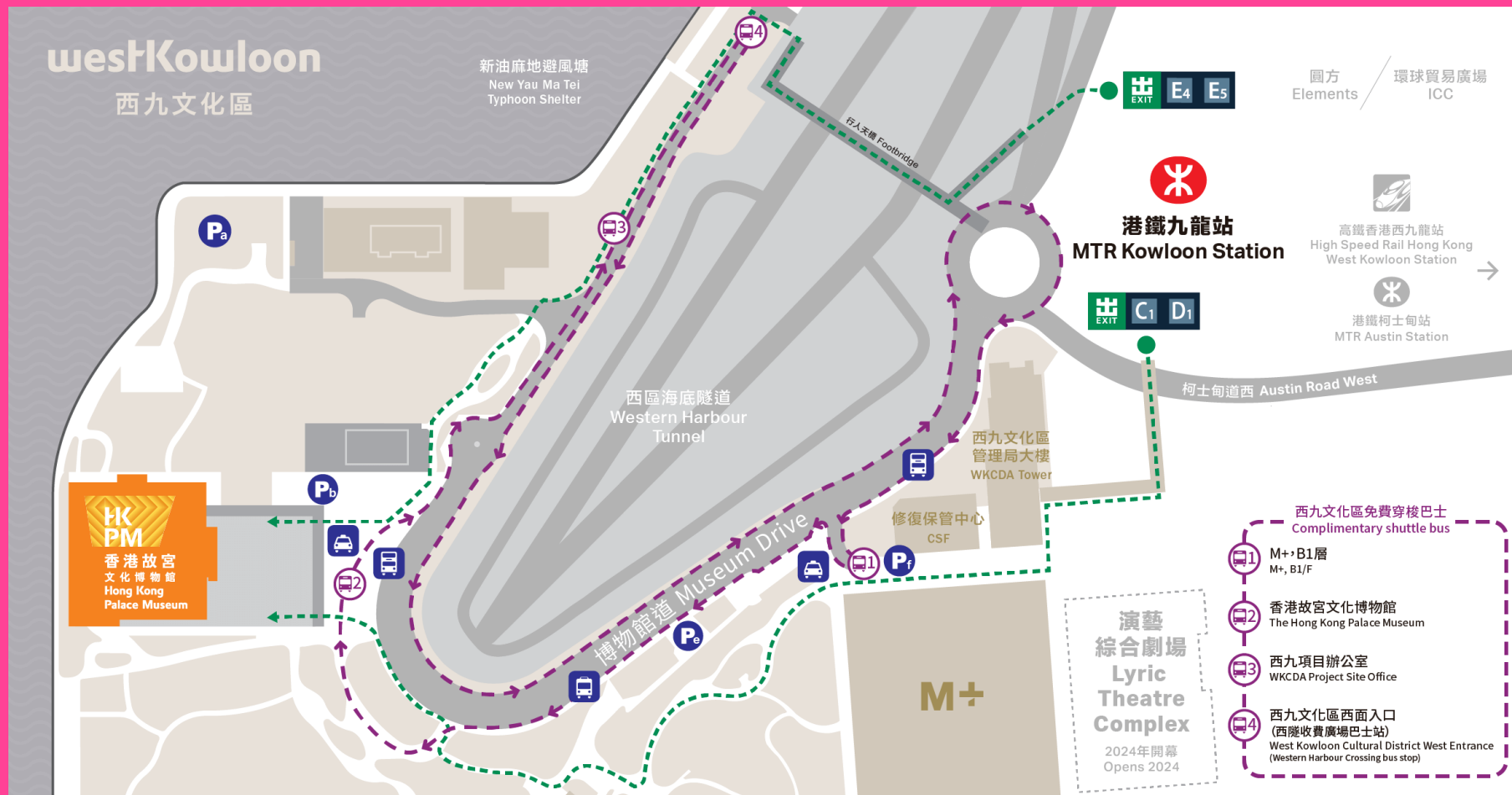
Click [HERE](#) for information on HKPM website

Walking Directions

- Approximately 10 minutes walk from the MTR Kowloon Station

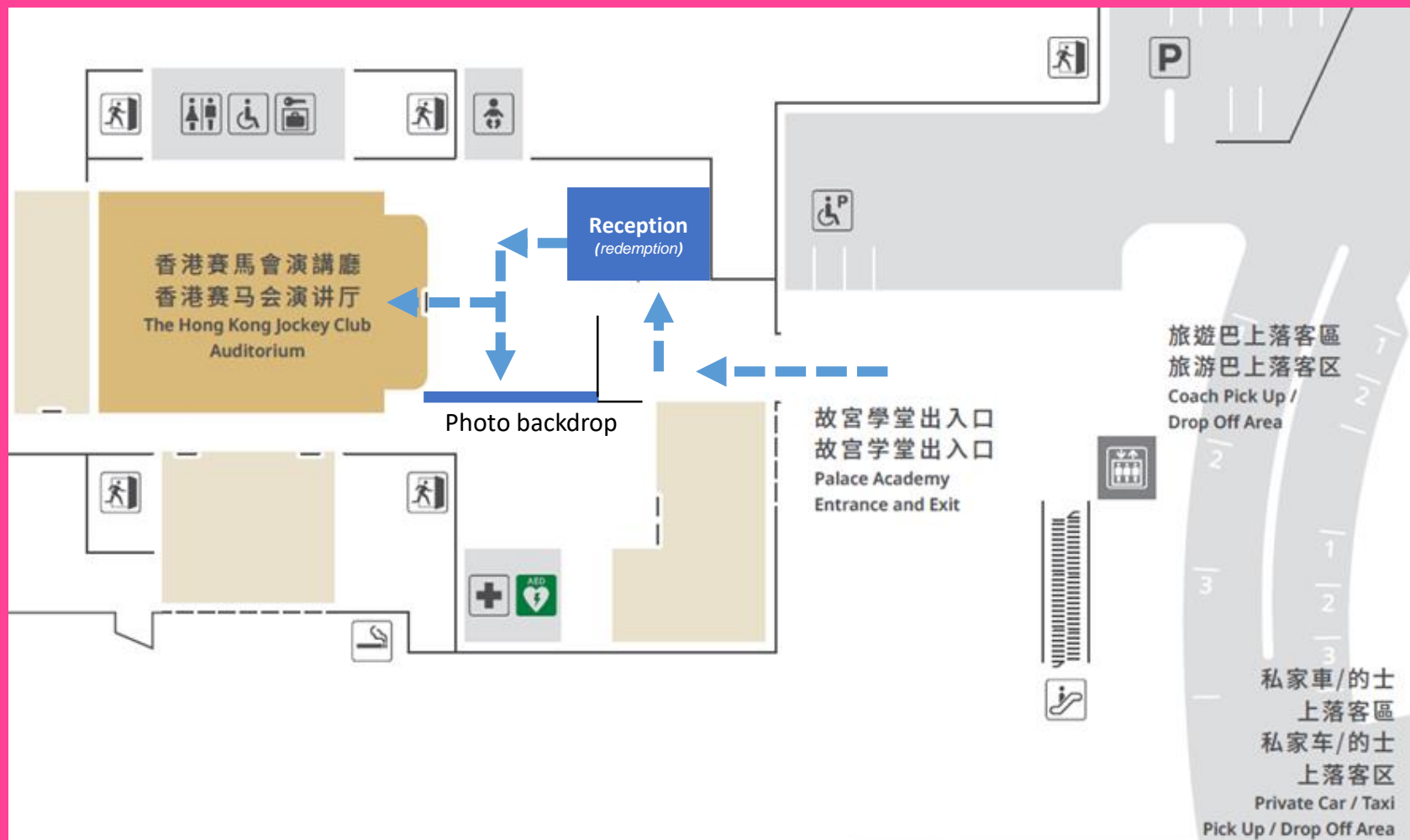
By Taxi / Car

- There is a designated pick-up and drop-off area at Museum Drive outside the LG/F entrance
- Parking (Zone B Car Park, \$28 per hour) is available nearby



Getting into the Hong Kong Jockey Club (HKJC) Auditorium

- Enter from the Palace Academy Entrance on LG/F
- Visit the reception counter to get your ticket with seat number
- Before getting into the HKJC Auditorium, and you may drop by the photo backdrop to take a picture
- Before you leave, please visit the reception again to redeem your full winner package



Please read the following information carefully.

Entering the venue

1. Enter to Hong Kong Palace Museum (HKPM) from Place Academy Entrance on LG/F. All persons and items may be subject to security checks at the Museum entrances and within the Museum. HKPM reserve the right not to allow any item deemed as inappropriate to be brought into the Museum.

Upon arrival – Registration

1. Register at the ceremony reception counter according to your award type or design category mentioned in the email;
2. Collect your Entry Ticket with seat number, and a Redemption Ticket for your company to redeem winner package after show;
3. Be seated before **14:50**. No late comers will be allowed to the ceremony.

During the ceremony

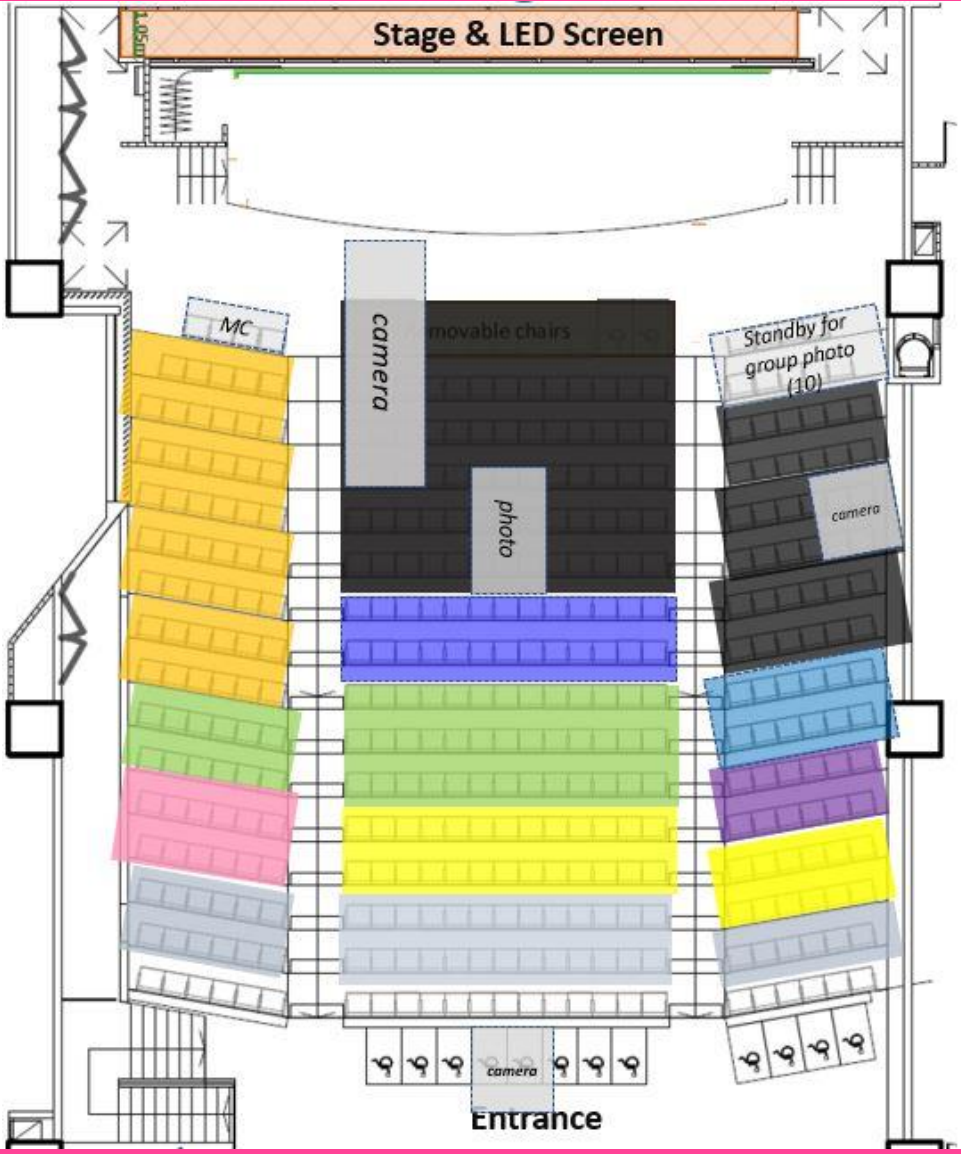
1. Note the approximate time for your award presentation from the rundown. Our staff will escort awardees from their seats to stage. If awardees miss the time to receive the trophy/certificate, we may not be able to re-invite them to the stage;
2. The routing to go on stage is indicated in next page.

After the ceremony

1. Present your Redemption Ticket to collect your trophy box (if appropriate), certificate, and DFA Awards Publication at the reception counter before you leave.
2. Event Snapshots will be shared by email within a week after the ceremony

Seating Plan

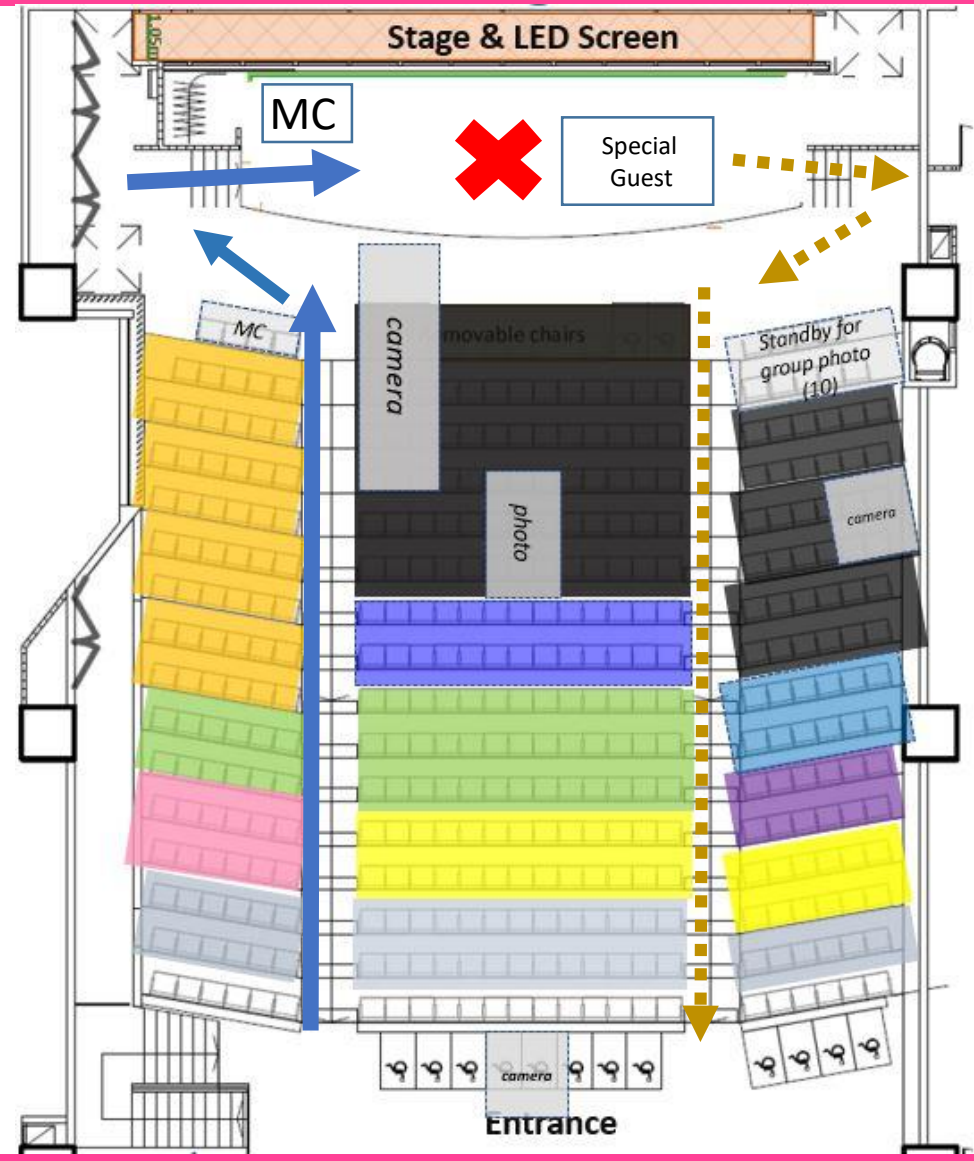
- Grand Award
- Communication Design
- Digital & Motion Design
- Fashion & Apparel Design
- Product & Industrial Design
- Service & Experience Design
- Spatial Design
- HKYDTA
- VIP / Media



Routing to the stage



- Usher will ask awardees to get ready along the walkway before getting onto the stage



Enquiry

Mr Xavier Yuen | 3793-8467 |
xavier.yuen@hkdesigncentre.org

**Looking forward to meeting you
on 28 Nov 2023!**