

PROGRAMME

DETOUR 2013

Technology for Design Seminar

BODW 2013: User Experience & Industrial Design Forum (Shenzhen)

DesignEd Asia Conference 2013

Brand Asia Forum

- ▶ BODW Forum
 - BODW Forum Day 1
 - BODW Forum Day 2
 - BODW Forum Day 3

HKTDC Inno Design Tech Expo

Education Corner

Business of IP Asia Forum (BIP Asia)

HKDC Awards Presentation Ceremony

Global Design Network Symposium

HKDC Annual Awards Gala Dinner

PROGRAMME > BODW Forum



PROGRAMME DETAILS

BODW Forum

Date
5 - 7 December 2013 (Thu - Sat)

Venue
Hong Kong Convention and Exhibition Centre

Tel
(852) 3151 8900

Email
bodw2013@swiretravel.com

Like 16 分享

[6/12 \(Fri\) Day 2](#) [7/12 \(Sat\) Day 3](#)

5/12 (Thu) Day 1

Simultaneous interpretation in English, Putonghua and Cantonese will be available. The information is subject to change without prior notice.

Morning

Plenary Session

Venue: Hall 3G

Moderator: Marisa Yiu, ESKYIU, Hong Kong

09:00-09:30 Opening Ceremony

09:35-10:15 [Charles Kaisin](#), Belgium

10:20-10:45 Networking Break

10:50-11:40 [Patrick le Quément](#), Patrick le Quément Consulting, The Sustainable Design School, France
Topic: DESIGN STORY - Pushing the Boundaries

11:45-12:25 [Sou Fujimoto](#) *, Sou Fujimoto Architects, Japan

* Sou Fujimoto is a jointly invited by The American Institute of Architects (Hong Kong Chapter) and Asia Society Hong Kong Center

Afternoon

Design for Experience

Venue: Theatre 1

Moderator: Paul Hekkert, Delft University of Technology, The Netherlands

14:20-14:45 [Paul Hekkert](#), Delft University of Technology, The Netherlands

14:50-15:25 [Maxime Szyf & Ruud Belmans](#), MAXIMALdesign & Pinkeye, Belgium
Topic:
Why do people cry at the opera? Creating successful ROI from your right hemisphere on all consumer touchpoints

15:30-15:55 Networking Break

16:00-16:25 [Olivier Bastin](#), bMa, Belgium

16:30-16:55 [Sven Grooten](#), B-architecten, Belgium

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6/12 (Fri) Day 2

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Morning
Plenary Session

Venue: Hall 3G

Moderator: Douglas Young, G.O.D., Hong Kong

 09:35-10:15 [Stefano Giovannoni](#), Giovannoni Design srl, Italy

Topic:

How the design approach changes according to the transformations of the social and economic context

 10:20-11:00 [Lowie Vermeersch](#), Granstudio, Italy

11:05-11:30 Networking Break

 11:35-12:15 [Larry Keeley](#), Doblin Inc, Deloitte Consulting LLC, USA

 12:20-13:00 [Xavier Lust](#), Xavier Lust Design Studio- Elixir sprl-bvba, Belgium

Topic:

Xavier Lust's design work and creative process

Afternoon
Communications & Design

Venue: Hall 3G

Moderator: Keith Tam, The Hong Kong Polytechnic University School of Design, Hong Kong

 14:20-14:45 [Lu Jing-ren](#), Department of Visual Communication Design, Academy of Art and Design, Tsinghua University, China

Topic:

The Evolution of Oriental Book Arts in Contemporary Reading

 14:50-15:15 [Artur Frankowski & Magdalena Frankowska](#), Fontarte, Poland

15:20-15:45 Networking Break

 15:50-16:15 [Henry Chu](#), pill & pillow, Hong Kong

 16:20-16:45 [Thierry Brunfaut](#), Base Design, Belgium

Topic: Brands are like people

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Morning
Product & Design

Venue: Theatre 1

Moderator: David Williams, Asia Digital Mojo (Hong Kong) Limited, Hong Kong

09:30-09:55 Danny Venlet, Venlet Interior Architecture, Belgium

10:00-10:25 Zhang Lei, Hangzhou PINWU Design studio, China
Topic:
Rong - searching for the future of Chinese tradition

10:30-10:45 Networking Break

10:50-11:15 Pierre Leclercq, Great Wall Motors, China
Topic: *Car Design*

11:20-11:45 Tomek Rygalik & Gosia Rygalik, Studio Rygalik, Poland
Topic:
Studio Rygalik: design, food, life and crossing the chasm

11:50-12:15 Alain Gilles, "Alain Gilles/ The Studio", Belgium

Afternoon
Culture & The City (Part 2)

Venue: Hall 3G

Moderator: Aric Chen, M+, HK & Eric Schuldenfrei, ESKYIU, Hong Kong

14:00-14:15 Lars Nittve, M+, Hong Kong

14:20-14:45 Colin Fournier, CUHK & UABBHK, Hong Kong
Topic: *The ecology of ideas behind the M2 museum projects*

14:50-15:15 Christine Conix, CONIX RDBM Architects, Belgium
Topic: *How contextualized architecture can create identity for the city*

15:20-15:45 Networking Break

15:50-16:00 Chairman's Thank you Speech & Introducing BODW 2014 Partner Country Victor Lo, Hong Kong Design Centre, Hong Kong

16:00 - 16:05 BODW 2014 Partner Country Presentation

16:05-16:30 Monica von Schmalensee, White Arkitekter, Sweden

16:35-17:00 Wim Pijbes, Rijksmuseum Amsterdam, The Netherlands

17:05-17:30 Ascan Mergethaler, Herzog & de Meuron, Switzerland
Topic: *Herzog & de Meuron: About and beyond M+*

17:35 - 17:40 Closing Remarks