

BARCELONA
INSPIRES
DESIGN



ADA COLAU

MAYOR OF BARCELONA



In the last twenty years, Barcelona has established itself as an example of a city that combines industrial innovation, advanced urban planning and a cohesive design. At the same time, the city has become one of the world's most important centres of interest, which has helped to disseminate the image of a modern, cosmopolitan and dynamic city that has put us on the map as a place of interest to be closely watched. But beyond this, it is important to talk about the role that innovation and a strong desire to serve the citizenry have played in the most recent regeneration of the city to make it a more integrative place.

In a city like Barcelona that has been designed as a showcase, it is important to reclaim those elements that make the city a friendlier place for its residents. In this regard, we believe that public spaces should be filled with content. In other words, we must find initiatives that help

to make the city liveable without overlooking the reasons why it is considered a model city. To do so, we believe in the proximity of the model, which is effective provided that it is accompanied by high quality public services and the promotion of urban cohesion that goes above and beyond formality and aesthetics. We can look to figures like Gaudí, for example, whose buildings, in addition to their beauty, were clearly designed with people in mind. Thus, to the extent that the city is designed to make life easier for the people who live in it, the contribution of design to quality of life will be fairer and greater.

We have learned that mere branding strategies applied to a dynamic and changing urban fabric are not enough to build the city of the future. On the contrary, our goal is to reposition design, understood as the art of listening to a society in motion, its needs and desires and to find effective and creative solutions.

In this regard, it is important to remember that the large-scale expansion and modernization of the city under the Cerdà Plan, commencing in the late nineteenth century and continuing throughout the 20th century, was the icon of a model city that was exported worldwide.

One of our goals for urban design is therefore to place innovation at the service of our citizens, to foster a type of design that is marked by what we can't see and that allows us to live in a more pleasant, more creative, more sustainable and more cohesive city.



ÀLEX SUSANNA

DIRECTOR OF THE INSTITUT RAMON LLULL



The Institut Ramon Llull, the public body in charge of promoting Catalan language and culture abroad, is eager to face the great opportunity of the Barcelona participation as “Guest City” at the Business of Design Week 2015 in Hong Kong. Indeed, is a great opportunity to both showcase the creativity and talent of Barcelona’s designers and also to explore and create ways of cooperation between two cities that share several personality traits.

Catalan culture boasts internationally renowned architects such as Antoni Gaudí and Enric Miralles, artists such as Joan Miró and Salvador Dalí, opera singers such as José Carreras and Montserrat Caballé, and chefs such as Ferran Adrià and the Roca brothers. And has also contributed extensively to the field of design.

Gaudí himself is a perfect example of this, with his functional and ergonomic designs of the early

20th century, as also are the many designers who have since made the capital of Catalonia a genuine and open laboratory for design.

However, beyond the examples mentioned, Barcelona meets ideal conditions for design, in the broadest sense of the word. As it is often said, the 1992 Olympic Games in Barcelona exposed to the world a city that has creativity as one of its main hallmarks.

A fine and firmly rooted tradition of applied arts exploded with Modernism and has been reinvented over the years, converting Barcelona into an undisputed capital of design, architecture and urban development.

In Barcelona one can find design applied to everything: from a book to a piece of furniture, from an umbrella to a paving stone, and any other conceivable object used in everyday life.

Barcelona, two sides of the same coin: one that exudes design through every pore, and other that inspires design.



BARCELONA INSPIRES DESIGN

AN INVITATION TO ATTEND BODW 2015 AS A GUEST CITY

From November 27 to December 6, Barcelona will take part in BODW 2015 in Hong Kong as a guest city. Barcelona's participation will be divided in three main areas, each of which has a different set of projects and proposals that are briefly explained in this short illustrated guide.

First of all, Barcelona pavilion at the IDT Expo is envisaged as both an exhibition and a meeting point for cities, businesses and creators from Barcelona and Hong Kong. This stand will not only be a place where visitors will be able to see two interesting exhibitions of design created in Barcelona and a variety of other resources, but it will also be a place where things are happening. The stand will serve as a workspace and networking place throughout the

event. There will also be special presentations and activities scheduled at different times over the course of the Forum.

Secondly, Barcelona will participate actively in the BODW Forum conferences through a number of prominent, internationally renowned personalities from the world of design and architecture with close ties to the city.

Finally, a number of other events and activities have been scheduled to take place at the same time as the main event in different parts of the city. These events, which are described at the end of this guide, are intended to bring the reality of Barcelona's designs and creativity to the city of Hong Kong.

JOSÉ GASPAROVICH & HÉCTOR 1979
www.milner.com.ar

CLASSIC
DESIGNS
FROM
BARCELONA



BARCELONA LA FERIA
www.barcelona.com

BARCELONA
INSPIRES
DESIGN



DESIGNER: NATURAL, WHITE, LIME
www.natural.com

TODAY
DESIGNS
FROM
BARCELONA



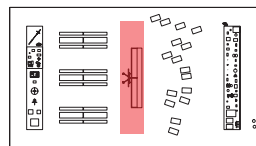
A REACTIVE PROPOSAL ABOUT BARCELONA AND ITS DESIGN AT BARCELONA PAVILION

Rising up in the centre of the stand is a large screen, an interactive calling card, so to speak, a window onto the city of Barcelona. The smart screen, which reacts to the curiosity of the visitors at the Technology Innovation and Design Expo, showcases the richness of Barcelona's design, architecture, urban planning and culture in a way that is both surprising and appealing.

With an image bank composed of more than 100 high quality photographs and more than 60 videos recorded in high-resolution (4K), the screen displays three different presentations that are activated when the presence of a visitor is detected. Each presentation has a different theme: classical design, city routes, and modern architecture

and design. The interactive transition between the different presentations gives visitors a unique and magical experience.

Up to three people can browse through the different thematic areas simultaneously using just their body language. In the information and images contained in each presentation, visitors can see in Barcelona a rich and plural city, a creative and inspiring urban ecosystem where people, city and design interact with one another in a most unique and extraordinary way.



Wool covered headphones

Designed by: Marine Mercieux

Company: Xisqueta

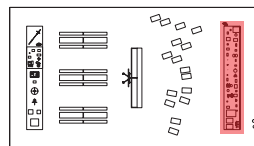
2014



INDEPENDENT DESIGN EXHIBITION

AT BARCELONA PAVILION

CURATED BY FAD (FOSTERING ARTS AND DESIGN)



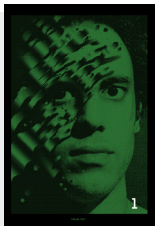
The landscape of design in Barcelona is changing. A new landscape is emerging, drawn by an up-and-coming generation of creators with worldwide connections who have taken the path of self-publishing and creating their own brand as a professional and personal project. A generation that designs, produces and markets its own creations, evidence of how the relationship between profession, industry and the market have changed in this new millennium.

This is the phenomenon showcased in this exhibition. A film produced especially for the occasion: *Born in Hong Kong, living design in Barcelona*, is shown alongside the works. A film that shows how Barcelona design is part of the city's ordinary everyday activities. A film in which the works of emerging designers blend with the works of the pioneers and great figures who gave design its name.

FAD (Fostering Arts and Design) is

a private, independent, non-profit organisation that aims to promote design and architecture in the country's cultural and economic life. FAD is people, talent. It is the past, present and future of the profession. Divided into five associations (ADG-FAD, Art Directors and Graphic Designers Association; ADI-FAD, Association of Industrial Design; A-FAD, Artists and Crafts-people Association; ARQUIN-FAD, Architecture and Interior Design Association, and MODA-FAD, Image and Fashion Association), the organisation works for excellence in design by bringing together different generations and disciplines with the aim of helping our designers grow and serve society. Founded in 1903, FAD today is the association that brings together the most members, disciplines, and activities within the design sector in Spain, with activities that serve as the meeting point for design culture in Barcelona.

You will find the full list of the designers and companies attending this exhibition on page 32.



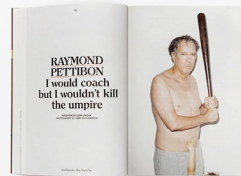
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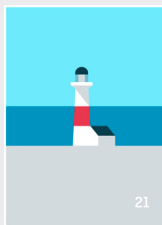
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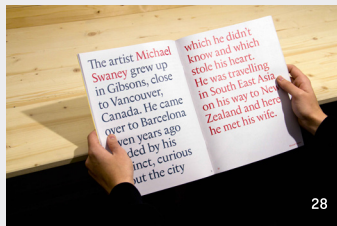
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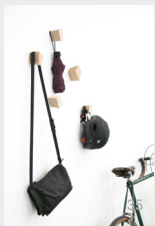
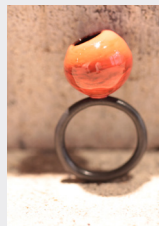
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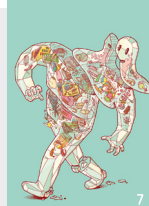
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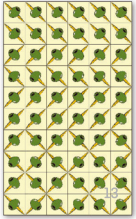
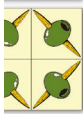
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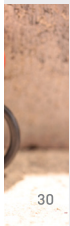
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Tube

Designed by: Eugeni Quittlet

Company: Mobles 114

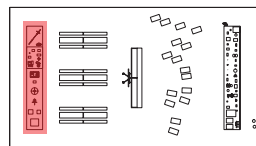
2015



***INSPIRED IN BARCELONA* EXHIBITION**

AT BARCELONA PAVILION

CURATED BY BCD (BARCELONA DESIGN CENTRE)



INSPIRED IN BARCELONA EXHIBITION, curated by Barcelona Design Centre (BCD), is a small selection of 17 diverse objects by companies or designers based in Barcelona from four main sectors: household goods, sports, fashion accessories and industrial. Most of them have won prestigious international design awards.

The selection aims to showcase companies and designers already selling their products or services in Hong Kong, so visitors may find them familiar. It also aims to be a powerful platform for those wishing to do business in the Hong Kong market and be introduced to a broad design audience during the Business of Design Week.

Make the most of Barcelona's inspiration!

BCD (BARCELONA DESIGN CENTRE), promotes the role of design in the creation of social and economic value. With more than 150 business members, BCD runs programmes on design-driven innovation, creative entrepreneurship and design export, amongst others. BCD has organised the Barcelona Design Week since 2006.

Companies and Designers

ÀNIMA BARCELONA
BD BARCELONA DESIGN
BRAND YOUR SHOES
CARPYEN
DOSNOVENTA BIKES
GEMMA BERNAL, DESIGN
GRIFONE
GROTESQUE SHOES
MEDICLINICS
MOBLES 114 EDITIONS
NANIMARQUINA
ROCA
RS BARCELONA
SANTA & COLE
SIMON
STIMULO DESIGN
TOUS



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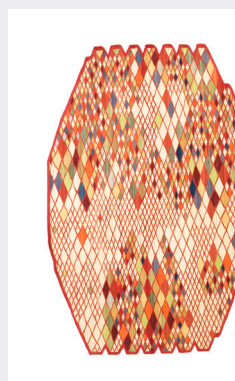
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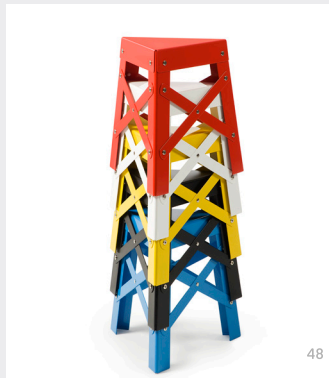




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THE DESIGN BUSINESS TRADE MISSION AT THE HONG KONG BODW

20 companies from Barcelona's area take part in the Design Business Trade Mission organized by BCD with the support of the Barcelona City Council and the Government of Catalonia (Catalonia Trade & Investment). These companies are the following:



4-id design network

www.4-id.pro

4id is a network focused on the design and development of the exterior and interior of vehicles. We are driven by attention to detail, efficiency and adding value to what we do.



Ànima Barcelona

www.anima.es

At Ànima Barcelona, we love to make your dreams come true. This is what industrial design is about. And this is what we do.



BD Barcelona Design

www.bdbarcelona.com

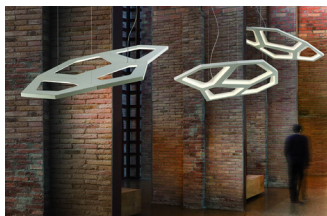
BD Barcelona Design markets exclusive designs by Dalí, Hayon, Grcic, Häberli, Lovegrove and Doshi Levien.



Brand Your Shoes

www.brandyourshoes.com

Brand Your Shoes makes customised sneakers with your own logo or design. Be trendy and unique with your brand design on your feet.



Carpyen

www.carpyen.com

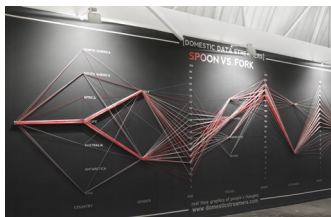
Carpyen has been engaged in the world of lighting fixtures since 1948. Based in Barcelona, it produces a competitive range of customised products and collections that are unmatched in design, quality and price.



Dear Design

www.deardesign.net

Dear Design is a studio that creates design concepts based on customer experience in order to build up brand visibility, as well as to reflect the brands' DNA.



Domestic Data Streamers

www.domesticstreamers.com

We are a data-driven design consultancy that designs services and experiences through data visualisation. We devise design strategies for developing new communication methods and for creating meaningful, engaging experiences to showcase information.



Dosnoventa Bikes

www.dosnoventabikes.com

Dosnoventa is a cycling brand founded in 2010. We are based in Barcelona. We design, manufacture and distribute fixed-gear, road and CX bikes.



El Nan

www.elnan.cat

El Nan. Little hugs. Big creations. A little hug can be really powerful. El Nan is a new construction game made of wood inspired by the "Castellers", human towers declared a Masterpiece of the Oral and Intangible Heritage of Humanity by UNESCO.



Gemma Bernal, design

www.gemmabernal.com

Studio located in Barcelona. Founded by Gemma Bernal 40 years ago. We seek to make creativity and quality differential values as attributes of the products that we design.



Grifone

www.grifone.com

Grifone is a brand of technical clothing used for outdoor activities. Its passion for quality in its products, innovative design, as well as respect for the environment, are its fundamental values.



Grotesque Shoes

www.grotesqueshoes.com

Grotesque Shoes is a designer shoe brand that uses premium quality leather to create handmade women's and men's shoes.



Innou

www.innou.eu

Innou is a design consultancy focused on innovation that delivers tangible results. We have the expertise required in all phases of a project's life cycle, from the conceptualisation to the manufacturing stages.



Mediclinics

www.mediclinics.com

Set up in 1974 and based in Barcelona, Mediclinics is one of the premier manufacturers in the hand dryer and washroom accessory business, as well as being benchmark supplier in Europe. We have a production capacity of 100,000 units per year and are present in more than 100 countries worldwide through our local importers and distributors.



Mobles 114 editions

www.mobles114.com

Mobles 114 editions is a Barcelona-based company that produces contemporary furniture for building contractors and private individuals. The M114 brand, founded in 1973, is committed to improving residential spaces with timeless, signature designs.



RS Barcelona

www.rs-barcelona.com

It is good to fill our lives with enjoyable moments. These are the moments that inspire us. RS Barcelona designs and creates intense living products.



Siarq Advanced Solar Design

www.siarq.com

SIARQ's mission is to innovate solar integration. We envisage a city where the public space is the lifeblood of a new and healthy economy, culture and environment.



Stimulo Design

www.stimulo.com

Stimulo is a product and innovation design agency. Stimulo delivers more profitable products by merging strategic marketing, creativity, design and engineering. Red Dot Award winners in 2014 for the first semi-automatic Turkish coffee machine by Arzum.



Workplane Design

www.workplane.es

Since 2005, Workplane Design has set out to be the extra support any business like yours needs for outsourcing work related to product development, UX and visual design.



Zebra Design and Retail

www.zebradc.com

Zebra is a retail service company that delivers customised solutions in concept design and implementation adapted to the expectations and needs of customers.

BARCELONA'S PARTICIPATION AS A PARTNER CITY IN THE BODW FORUM

Barcelona will play a crucial role at the BODW Forum, one of Asia's leading events on design, innovation and brands, as the guest city at Business of Design Week. Held annually in Hong Kong to coincide with the Technology Innovation and Design Expo, this conference is a space for thought and discussion that features some of the design world's most prestigious speakers.

Speakers representing design, architecture, creativity and leading brands in the Catalan capital will participate in the conference; as BODW's first guest city, these speakers will play a leading role in the event, hosting close to half of the seventy lectures on the programme.

Participating designers include Javier Mariscal, Martí Guixé, David Ruiz, Jorge Pensi, Gabriele Schiavon and Gerard Sanmartí, Txell Miras and Josep Abril. A number of architects will also make the trip to Hong Kong, including Benedetta Tagliabue, Fermín Vázquez and Josep Lluís Mateo. This large contingent of Barcelona creatives will be joined by internationally renowned brands and companies from the city like Festival Sónar, FC Barcelona, Mango, Desigual, Roca and Cricursa; Josep Maria Montaner will also give a talk on urban design and housing. Barcelona's art and heritage will also be represented at this can't-miss event with individual speeches by Jaume Plensa and Jordi Faulí.



SPEAKERS FROM BARCELONA

For further information,
please refer to the Speakers
section at www.bodw.com

Carlos Velázquez
Roca Group
Corporate Marketing Director

Brand & Design

Josep Abril
Abril Studio
Fashion and Costume Designer

Fashion & Design

Jorge Pensi
Jorge Pensi Design Studio
Architect & Designer

Product & Design

Martí Guixé
Concepts and Ideas for
Commercial Purposes S.L.
Designer

Product & Design

Ferran Figuerola
Cricursa
CEO

Brand & Design

Fermín Vázquez
b720 Fermín Vázquez Arquitectos
Architect

Space & Design

Josep Maria Montaner
Barcelona City Council
Councilor for Housing

Design & The City

Josep Lluís Mateo
Mateo Arquitectura
Architect

Design & The City

Ventura Barba
Sónar
Executive Director

Culture & The City

Javier Mariscal
*Art Director, Pluridisciplinary
Designer and Artist*

Plenary II

Jordi Faulí
Sagrada Família
Architect Director and Coordinator

Culture & The City

Txell Miras
Txell Miras
Fashion and Costume Designer

Fashion & Design

Benedetta Tagliabue
Miralles Tagliabue EMBT
Architect

Plenary I

David Ruiz
Ruiz + Company
Creative Director & Art Director

Communication & Design

Jaume Plensa
*Plensa Studio Barcelona
Artist*

Culture & The City

Gabriele Schiavon
Gerard Sanmartí
Lagranja design
Creative Directors & Co-founders
Communication & Design

David Sancho Grau
Mango
CEO - Greater China

Brand Asia

Jordi Balsells
Desigual
Vice President, Asia Pacific

Brand Asia/ Brand & Design

Xavier Asensi Brufau
Managing Director, Asia Pacific
Dídac Lee
*Board Member, Digital and
Innovation*
FC BARCELONA

Brand Asia

OTHER EVENTS FEATURING BARCELONA IN HONG KONG

FEATURED EVENTS

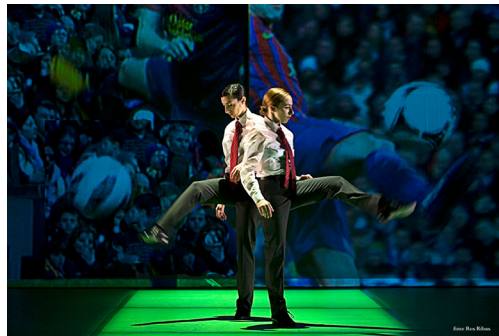
FOOT-BALL

By Gelabert Azzopardi Dance Company

www.gelabertazzopardi.com

December 4th at the BODW Gala Dinner
(by invitation only)

Foot-ball is the chance to see this company from Barcelona decoding some of the iconic highlights of the best players of FC Barcelona. According to Pasolini, football is a language in which players formulate signs with their bodies, and the viewers decrypt.



REACTABLE @ DETOUR

By Reactable

www.reactable.com

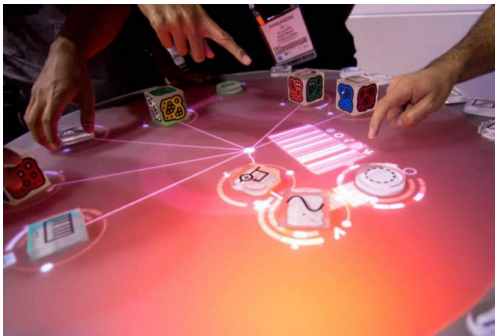
**November 27th to December 6th,
from 13pm - 20pm**

DeTour Programme

Place: PMQ, 35 Aberdeen Street, Central

Free Entry

Pop-up exhibition. Reactable started as an electronic musical instrument with a simple and intuitive design which enables users to experiment and create sounds, change its structure and control its parameters in a direct and unique way.



EAST MEETS WEST

By Domestic Data Streamers

www.domesticstreamers.com

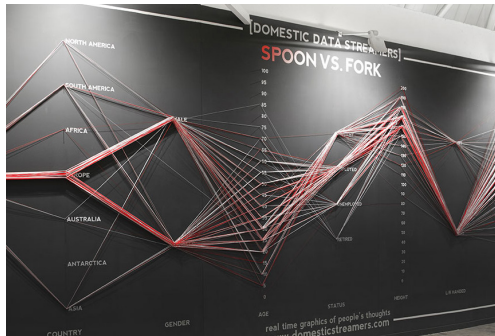
**November 27th to December 6th,
from 11am - 22pm**

DeTour Programme

Place: PMQ, 35 Aberdeen Street, Central

Free Entry

In this hands-on experience participants can interact by answering questions regarding their own way of thinking, creating, understanding and using design in their daily life. The installation evolves with people's answers, unveiling social patterns with the information given by the participants.



OTHER EVENTS FEATURING BARCELONA IN HONG KONG

AGENDA

NOVEMBER 27th, Friday

Exhibition "Urban Regeneration - Past, Present and Future"

By Miralles Tagliabue EMBT, Barcelona

From 27th November 2015 to 26th February 2016

Place: HKDI Gallery

Free Entry

Opening of "Reactable @ DeTour" and "East meets West" at DeTour Programme

By Reactable and Domestic Data Streamers

DeTour Programme

Place: PMQ, 35 Aberdeen Street, Central

Free Entry

DECEMBER 2nd, Wednesday

14:30h – 18:00

Conference "China and Europe- Challenges & Opportunities"

By ESADE and The Chinese University of Hong Kong (CUHK)

Speakers: T.J. Wong, Ma XuFei, Nicholas Kwan, Miguel Montoya, Ivana Casaburi, Josep Franch, Santiago G. Milà, Omar Puertas, Judith Romera, Raúl Guerra

Place: CUHK MBA Town Centre

Free Entry

15:30 – 17:15

Global Design Network (GDN) Symposium 2015. Keynote Session

By Hong Kong Federation of Design Associations (FHKDA), Global Design Network (GDN)

Speakers: Mario Rubert, Anita Kocsis, Jeffrey Ho, Jason Hsu

Place: Room S421, Hong Kong Convention and Exhibition Centre

Free Entry

DECEMBER 3rd, Thursday

Exhibition “When Design meets Art @ Barcelona”

By Amelie & Tulips and BD [Barcelona Design]

From 3rd to 5th December

Place: Amelie & Tulips

Free Entry

9:30 – 21:00

Contest “Roca One Day Design Challenge”

By Roca

Place: PMQ, 35 Aberdeen Street, Central

11:00 – 11:15

Conference “Multicultural design, business opportunity” at Open Forum

By Stimulo Design

Speaker: Xavier Majoral

Place: Trade Hall – IDT Expo

11:20 – 11:35

Conference “Human Towers, the Catalan Team Building” at Open Forum

By Brand Your Shoes

Speaker: Guillem Soldevila

Place: Trade Hall – IDT Expo

11:40 – 12:00

Conference “Data, art and new ways to understand our world” at Open Forum

By Domestic Data Streamers / Byfacility

Speaker: Dani Llugany

Place: Trade Hall – IDT Expo

Events subject to changes

More information at <http://barcelonahk.lull.cat>

OTHER EVENTS FEATURING BARCELONA IN HONG KONG

AGENDA

DECEMBER 3rd, Thursday

15:00 – 16:30

Session “Hong Kong- Barcelona Dialogues: Best Innovative Practices”.

By Casa Asia

Speakers: Xavier Carbonell, Carlos Velázquez, Xavier Asensi, Màrius Rossell, Alessandro Passarella, Zhou Cheng

Place: Inspiration Hall - IDT Expo

Free Entry

16:00 – 17:00

Presentation of Hong Kong-EU School e-Learning Project «Green Living and Sustainability in the Community»

By European Union

AcademicProgramme [EUAP]

Speakers: Institut Ernest Lluch and Hong Kong Chinese Christian Churches Union Logos Academy

Place: Barcelona Pavillion, Inspiration Hall - IDT Expo

Free Entry

DECEMBER 4th, Friday

11:00 – 11:15

Conference “From the prehistory of the photovoltaic to the future: Dinosaur PV sculpture and the next generation of Fascom solar lighting systems” at Open Forum

By Siarq Advanced Solar Design

Speaker: Alessandro Caviaasca

Place: Trade Hall – IDT Expo

11:20 – 11:35

Conference “An electric scooter with a twist, from concept to reality” at Open Forum

By 4-id Design Network

Speaker: Sergio de la Parra

Place: Trade Hall – IDT Expo

11:40 – 12:00

Conference “Mediclinics introduces BIM (Building Information Modeling) ” at Open Forum

By Mediclinics

Speaker: Monica Oliver

Place: Trade Hall – IDT Expo

10:30 – 11:00

Conference “Why should we all stop working and start making?” at Inno Talks

By Makers of Barcelona

Speaker: Cecília Tham

Place: Inspiration Hall - IDT Expo

Free Entry

11:30 – 12:30

Conference “Designing the Tourism of the Future Barcelona” at Inno Talks

By Barcelona Turisme

Speaker: Jordi William Carnes

Place: Inspiration Hall - IDT Expo

Events subject to changes

More information at <http://barcelonahk.lull.cat>

With the participation of

03 AM [41]	Jordi Aparicio [30]
Alex Trochut [1]	Krasznai [26, 27]
Amor de Madre [9, 10]	Krizia Robustella [31]
Andreu Carulla Studio [2, 3]	Lékué [24]
Andròmina [28]	Livingthings [22]
Ànima Barcelona [46]	Martina Pont [19, 42]
Apartment [14, 15]	Mediclinics [50]
Apartamento [4]	MOB [Makers of Barcelona] & Fab
Art-Tic [8, 39]	Café Barcelona
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Bussoga [13]	Nutcreatives [5, 35]
Carpyen [52]	Oreé [11, 40]
Compeixalaigua [24]	PeBe [32]
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Two municipal areas are participating in the project, the Employment, Enterprise and Tourism Area and the Ecology, Urban Planning and Mobility area.

The Barcelona Design Centre (BCD), the Fostering Arts and Design (FAD) and Catalonia Trade & Investment (Government of Catalonia) are also strategic collaborators, as are other institutions, organizations, stakeholders and local companies.



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