

IDEAS BOOM 

HONG KONG
SMART GIFTS
DESIGN AWARDS

HONG KONG 香港智營禮品設計大賞 2012
SMART GIFTS
DESIGN AWARDS 2012

Organizer 主辦單位

The Hong Kong Exporters’ Association (HKEA) is a non-profit making trade association registered under the Hong Kong Companies Ordinance in May 1955 as a company limited by guarantee.

Mission

To closely liaise with local and overseas trade associations, to safeguard interests of Hong Kong’s export trade and expand business opportunities for exporters.

Objectives

- To serve, protect and promote Hong Kong’s export and re-export trade in all markets.
- To expose unfair practices encountered by Hong Kong exporters and re-exporters and seek redress thereto.
- To act as a representative body to voice trade grievances hindering the development of Hong Kong’s international trade.
- To be a source of trade information and trade regulations/practices.
- To uphold and enhance Hong Kong’s international trade status and commercial image.
- To lobby for and support measures that would increase Hong Kong’s competitive advantage and productivity.
- To advocate free and fair trade.

香港出口商會乃於1955年5月依香港公司法註冊為有限負債的非牟利商會團體。

企業宏圖

緊密聯繫本地與海外各商貿機構，保障香港出口貿易之利益，助出口商拓展商機。

本會宗旨

- 服務、保障及拓展香港的出口及轉口貿易
- 關注及跟進香港出口、轉口業所遭遇的不公平對待
- 代表出口商及轉口商申訴有礙貿易進展的事宜
- 提供有關海外買家及貿易條例等資訊
- 致力捍衛及提高本港的國際貿易地位及商業形象
- 爭取制訂及支持能提高本港競爭力及生產力的措施
- 倡導自由及公平貿易

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1. **Liaison**
To act as a bridge of communication between member exporters, government and various trade authorities.
2. **Representation**
To represent the interests of exporters on a number of important councils and committees. This representation enables HKEA to pursuer a proactive role on behalf of member exporters in the development of export trade in Hong Kong
3. **Information & Publication**
To organize seminars, workshops, training courses, luncheons and receptions to keep members abreast of latest market intelligence and to extend their business network
4. **Trade Missions & Delegations**
To explore new market opportunities by organizing trade missions and delegations
5. **Exhibitions**
To assist members to penetrate international markets, especially emerging markets, through organizing and participating local and overseas exhibitions; the annual Hong Kong Gifts & Premium Fair, among others, is recognized as the largest of its kind in the world
6. **Information, Publications & Product Promotion**
While the weekly and ad hoc Exporters’ New Alert empowers members with a solid grasp of latest news for timely action, the bi-annual publication, Exporters’ Bulletin, keeps readers abreast of the local and international trading landscapes. Exporters’ Fair Edition showcases new product trends and help exporters gain additional exposure in major trade fairs. Online product promotion and searching services provide members with a boundless platform for trading opportunities
7. **Other service**
Other services include business matching, trade enquiries, rental of function room as well as organizing social responsible and community activities

1. **聯繫及溝通**
肩負起橋樑角色，為會員、政府及有關公職單位的溝通渠道
2. **代表參與其他協會機構**
應邀派代表出席多個香港官方或非官方的機構團體，藉著跨組織的參與，同策共謀，為香港經貿作多方面，多層面的貢獻
3. **商務聚餐、講座及研討會**
舉辦研討會、工作坊、課程、商務聚會及酒會等，使會員能與時並進，掌握最新市場資訊，並且加強與業界聯繫
4. **商貿考察團**
舉辦商貿考察團以協助會員探索及開拓新出口市場
5. **展覽會**
籌辦及參加本地和海外展覽活動，特別是在新興市場舉辦之項目，以協助會員拓展業務；當中包括同類型展覽中全球最大型的「香港禮品及贈品展」
6. **資訊發布、刊物及產品推廣服務**
本會經常第一時間以《出口商快訊》向會員發放最新及每週貿易資訊，而半年刊的《出口商》雜誌，則讓讀者得知本地與國際貿易概況，了解不同市場的動向。另外，本會又印製《出口商展覽特刊》，展示最新的產品潮流，為出口商在主要展覽會中提供額外的宣傳機會。而網上產品展示及搜尋服務，更貼身為會員提供無地域界限的推廣平台，締造更多商機
7. **其他服務**
其他服務包括商貿配對、貿易諮詢、活動室租賃服務及籌辦社會服務和公益活動等



Our Association (HKEA) is committed to explore and develop the business opportunities of HK exporters by assisting them to promote the products to different markets.

As the world economy is in the midst of transformation change, more SMEs will transfer their OEM business or allocate more resources on ODM business. Some of the companies even have their own brands built and directly present the products to the market.

In response to the global trend and encourage the industry to adjust their business strategy, HKEA has successfully initiated the first Hong Kong Smart Gifts Design Awards which motivate more Hong Kong giftware manufacturers and exporters to create their own designs by integration with marketing and business strategy.

We are glad to have the enthusiastic support from all the participants. We wish all of you will keep up the good work of creative product design and business strategy idea, which lead to the business breakthrough!

香港出口商會(HKEA)致力拓展出口貿易為宗旨，協助港商推廣產品至不同市場。在環球經濟影響下，以往主力從事原廠製造 (OEM)業務的中小企，也會轉型或投放更多資源在原創設計(ODM)，部分廠商更建立自有品牌(OBM)，直接經營市場。

為配合當前的大環境，推動業界改變營商策略，HKEA成功發起舉辦本年的香港智營禮品設計大賞「智營大賞」。此「智營大賞」旨於鼓勵更多香港禮品製造商和出口商，能結合營銷和商業策略，推出更多具有價值的創新設計及品牌設計產品。

我們喜見參與大賞的企業及學生踴躍支持，希望各參賽者能在創意產品設計以至商業策略上繼續變革創新，突破舊有的框架，促使業務能蒸蒸日上。

Mr. Tom TANG, JP, HKEA Chairman
香港出口商會會長
唐慶年太平紳士

Working Partners 合作機構

Funding Organization 資助機構:



Collaborating & Sponsoring Organization 協辦及贊助機構:



Sponsoring & Supporting Organization 贊助及支持機構:



Supporting Organization 支持機構:



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Convenor's Remarks 召集人的話



It is my great pleasure to see the encouraging result of this first “Smart Gifts Design Awards” initiated by The Hong Kong Exporters’ Association. We feel proud to have the Awards held and have more than 300 corporate entries and 100 student entries participated respectively in this award.

Although we can only have a certain number of finalists and winning entries, we are glad to see that most of the many entries of the innovative consumer products design and the designers’ creativity which can definitely add value to their originally design products. We do hope all the participants can gain insights from joining this award.

Once again, congratulate to all the winning parties and we wish all the participating companies, designers and students to keep up their creativities and innovative concepts on the road of ODM and to bring HK a new arena of opportunities.

HKEA舉辦首屆的『智營大賞』，成績令人鼓舞！今屆參與公司組別的企業作品近300件，而學生組別作品則約100多件。

雖然能夠入圍或得獎的作品數量有限，但參賽者在產品設計的過程中，看到投放了不少心思及創意，足以發掘原創設計的特點；同時也為原創產品本身增值。我們也期望個別參賽者，能透過是次比賽，在過程中有所啟發及得著。

在此，我再次恭賀各個得獎的單位，盼各企業、設計師及學生也能朝著原創設計的意念繼續進發，為香港未來創造更多機遇。

Mr. Benson PAU, HKEA Vice Chairman
香港出口商會副會長
鮑潔鈞



Mr. Benson PAU 鮑潔鈞
Chairman of Advisory Committee
諮詢委員會 主席



Mr. Brian SUN 孫騰章
Vice Chairman
The Hong Kong Exporters' Association
香港出口商會 副會長



Mr. Dewitt CHIK 植觀賢
President
Low Carbon Design Society of Hong Kong
香港低碳設計協會 會長



Mr. Kelly SZE 施家禮
Chairman
Hong Kong Designers Association
香港設計師協會 主席



Mr. Alex FUNG 馮崇裕
Principal
Hong Kong Design Institute
香港知專設計學院 院長



Ms. Agatha TSANG 曾珮琳
President
Industrial Designers Society of Hong Kong
香港工業設計師協會 會長



Mr. David LO 盧永強
Committee Member
Hong Kong Designers Association
香港設計師協會 委員

Organizer 主辦單位	
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HONG KONG
SMART GIFTS
DESIGN AWARDS

The Hong Kong Smart Gifts Design Awards (SGDA), a first Smart Gifts Design Awards ever in Hong Kong, is organised by **The Hong Kong Exporters’ Association (HKEA)** in collaboration with the Hong Kong Design Institute (HKDI), supported by a government funding under the CreateSmart Initiative (CSI).

Hong Kong has been a world-renowned giftware sourcing centre by offering a wide spectrum of giftware items, spanning from simple to sophisticated, fair priced to high-valued light consumer products.

There has been rapid change in global economy after the financial credit crunch in 2008. Hong Kong exporters and manufacturers are facing intensive competition from mainland China’s intrinsic suppliers.

HKEA is aware of the rapid change in exporting and manufacturing environment, the importance of original design in business strategy as well as their value added on the future business development.

With the funding support from “CreateHK,” HKEA successfully initiated the HKSGDA this year. It is to encourage more Hong Kong giftware manufacturers and exporters to create their own designs by making use of advance technology, innovative skills and integration with marketing and business strategy. It also aims to nurture new talents in both design industry and exports & manufacturing industries in the long run.

“Hong Kong Smart Gifts Design Awards” (SGDA) is not only a pure product design competition targeted for designers, but an award for every suitable company, designer and student who is able to create consumer products suitable for future development and exploitation in various aspects.

Objectives

- To sharpen competitive edges and mobilize the whole spectrum of the gift industry to transform from OEM to ODM and OBM.
- To ripple the transformation momentum by recognizing companies’ efforts engaged in ODM/OBM.
- To maintain and upgrade the status of HK as a major sourcing hub of giftware.
- To promote and educate youth on appreciating the added value of innovative, original design and marketing strategy.

香港智營禮品設計大賞(『智營大賞』)，是香港歷來首個舉辦有關「智營禮品設計」的評選活動。本次比賽由**香港出口商會(HKEA)**聯同香港知專設計學院主辦，並獲得政府的『創意智優計劃』資助。

香港一直都享有禮品採購中心的國際美譽，為全球買家提供各類禮品產品，從簡易到精密設計、從廉價到貴價的輕便消費品，各適其適、應有盡有。

自2008年全球金融信貸危機爆發以來，全球經濟出現急速轉變。香港出口商和製造商正面對來自中國大陸供應商的強大競爭壓力。

HKEA已經意識到出口和製造環境的急速轉變、原創設計在商業策略的重要性以及對未來商業發展的增值作用。

在『CreateHK創意香港』的資助下，HKEA成功發起舉辦本年的「智營大賞」。此「智營大賞」旨於鼓勵更多香港禮品製造商和出口商透過應用先進科技、創新技術、同時結合營銷和商業策略，創造出具有自我品牌的設計。另一方面，此「智營大賞」長遠亦有助培育設計、出口和製造行業的新晉設計人才。

『智營大賞』不僅是一個專為設計師而設的產品設計比賽，而且是一個嘉許，給有能力設計出適用於未來在不同方面作發展和開發的消費品的公司、設計師和學生。

目標

- 提升競爭優勢、促進整個禮品工業從『原廠製造』轉型為『原創設計』和『原創品牌』
- 透過嘉許從事『原創設計』和『原創品牌』的公司，推動業界變革轉型
- 維持和提升香港作為重要禮品採購中心的地位
- 促進和培育年輕人欣賞創新、原創設計和營銷策略的增值作用



Visit SGDA Website
歡迎瀏覽SGDA網頁

* Names in alphabetical order 依姓氏排列



Professor Roger Ball PhD
Associate Professor of School of Design of The Hong Kong Polytechnic University and Director of Size China Lab
香港理工大學設計學院副教授及中國尺碼實驗室總監

Roger Ball has been crafting iconic sports products since 1983 for Burton Snowboards, Fisher Price, Cooper Canada, Itech Sports, Brine Lacrosse, Bell Helmets and Nike. During his 20-year teaching career, he has led design studios in North America, Asia and Europe. Roger is a Professor of Product Design at The Hong Kong Polytechnic University where he is the Program Leader for the Masters of Design (Practices) and Leader of the Asian Ergonomic Lab. He holds a PhD in Ergonomics from TU Delft University in the Netherlands. His award winning 3D anthropometric study, SizeChina, has created the first-ever digital database of Chinese head and face shapes, driving revolutionary developments in wide range of products for the Asian market. Dr. Ball lives in Hong Kong where he researches, writes and consults with businesses from across the globe.



Mr. Freeman Lau 劉小康先生
Vice Chairman of Hong Kong Design Centre, HK
香港設計中心副主席

Being a renowned Hong Kong designer, Freeman Lau has been serving the industry for over 30 years and achieved over 300 awards. Apart from designing, Freeman works on public art and sculptures. His artworks and sculptures are collected by museums all over the world. Currently, Freeman devotes himself to art education and promotion. He is currently the Vice Chairman of the Board of Directors of Hong Kong Design Centre and advisor of Beijing Creative Centre.



Mr. Lee Chi Wing 利志榮先生
Founder of Milk Design, HK
香港Milk Design創辦人

Lee Chi-wing was born in Hong Kong. He received a BA in Industrial Design in 1989 from the Polytechnic University of Hong Kong before joining the Ecole Nationale Supérieure de Création Industrielle in Paris where he received his MA in 1992. From 1992 to 1994, he remained in Paris working for industrial design consultant. Upon his return to Hong Kong in 1994, he joined Philips Design in 1995. In 1998, he set up Milk design, Its main services include consultancy projects of industrial and consumer products for international companies, and conception and creation of lifestyle products. Under the view that design is simple and human, design is an important tool to provide various possibilities and experience to our daily life, Feel Good home accessory brand was established in 2002.



Professor Tak Lee 李德志 教授
Associate Dean of School of Design, The HK Polytechnic University
香港理工大學設計學院副院長

Professor Tak Lee has extensive experience in product design. After running his own award-winning design consultancy for over 20 years, he brought his real world experience to School of Design. Emphasizing on integrating theories and practices, he runs the Strategic Design Lab for design research and provides consultancy to many global corporations and brands, as well as SMEs in Hong Kong and the Pearl River Delta region. In recent years, Professor Lee concentrates his efforts in advocating to corporations on how they can utilize design-led product planning strategies to sustain and expand in market competitions.



Mr. Roger Shing 成偉業先生
Corporate Director of Procurement,
New World Hospitality, HK
香港新世界酒店集團 集團採購總監

Roger Shing has 20 years specialised experience in hospitality industry procurement. As corporate director of procurement for the fast-growing New World Hospitality hotel management company, he drives hotel pre-opening procurement programmes, formulates strategic plans to develop new hotel products, guides purchasing decisions to support the group’s branding, establishes standards and provides guidance to hotel purchasing teams. Prior to his current position, he held procurement managerial positions at the Furama Hotel Hong Kong and Renaissance Harbour View Hotel Hong Kong. Mr. Shing is a member of the Institute of Purchasing and Supply of Hong Kong (IPSHK) and holds a Degree in Business Administrative Management from the University of South Australia.



Mr. Roger Swales
Founder of GRO Design, Netherlands
荷蘭GRO Design創辦人

Roger Swales is a founding partner of GRO design, a product and design strategy studio based in Eindhoven, in the Netherlands. GRO has consulted to Nokia, Microsoft, Samsung, LG, Panasonic, Masterfoods, Océ, Philips, Unilever, Vodafone, Denon, Beats by dr. Dre, Toto, Grohe, Dorel, NXT, Sara Lee – helping both to develop products for current production and to identify and explore design-led business opportunities for the future.

International commissions cross business worlds and audiences – consumer electronics, business to business, domestic products, furniture and even confectionary.

Roger is British, born in Shropshire, England in 1966. Before co-founding GRO in 1999, Roger worked for Philips Design for 10 years, latterly as a Senior Strategic Design Consultant.



Mr. Fumio Takashima 高島郁夫先生
President and CEO of BALS Corporation
(Francfranc), Japan
日本BALS Corporation行政總裁

Born in 1956. He manages BALS which runs approximately 150 home-furnishing retail shops in Japan and overseas, like “BALS TOKYO”, “J-PERIOD”, and “WTW”. Its main brand “Francfranc” will celebrate the 20th anniversary in 2012.



Professor Tong Huiming 童慧明教授
Dean & Professor of School of Design,
Guangzhou Academy of Fine Arts, China
中國廣州美術學院設計學院院長

He is currently the Chairman of Industrial Design Education Committee, Guangdong (IDEC_GD), the Vice-Chairman of Guangdong Industrial Design Association (GIDA), the Member of Industrial design Council, Chinese Fine Arts Association v(CAA), the Standing board of Chinese Industrial Design Association (CIDA).

Academic background:
1983-86 Master of Art & Design department, Guangzhou Academy of Fine Arts (GAFA); 1979-83 Bachelor of Pottery Art & Design Department, Central Academy of Art & Design (Academy of Fine Arts, Tsinghua University), Beijing.

Winning Entries 得獎作品：
Corporate Group 公司組別





Precious Flash 鑽戒



Company 公司

P.S.L. Limited

Designer 設計師

Fai Leung, Michael Choi
梁振輝、蔡國偉

Website 網址

www.pslworld.com

Concept 概念

What gift can attract a lady? A Deluxe watch or a big diamond?
Our “Precious flash” is based on this concept, but designed in a funny way. We create a big diamond in silicone material with a practice feature - flash drive.
When lady open it, she will be very surprise to receive a big diamond ring with functional USB flash drive. On the other hand, the ring also provides a custom-made service which can make the sole shape in small MOQ.
如何吸引女士目光？名貴手錶還是巨型鑽戒？
我們的「珍藏記憶體」運用玩味手法，利用矽膠製作成一枚巨型鑽戒形狀的記憶體，此指環本身除可日常配戴外，亦可儲存電子檔案。矽膠部份可以因應客人的要求，小量製作特定的形狀及字款。



Paper Christmas Tree + Decoupage Ball 聖誕樹掛飾



Company 公司

Dark Star International Limited

Designer 設計師

Canlo Hung
熊佩筠

Email 電郵

howie@darkstarltd.com

Concept 概念

Christmas Decoration is one of our company products. Our inspiration is from our promotional client who needs their corporate logo and message to be spread to their target groups. Customers’ logo can be printed on the trees and the Christmas ornaments. The Christmas tree has die-cut with Christmas Greeting logos and with different Christmas characters. Moreover, the paper Tree is made of recycled paper which our Christmas ornaments can be noticed in sight and the recycle paper matches the green environment trend nowadays. Furthermore, the design is easy to assemble and easy to be packed. The product can be placed on the work and home desktop which can be a decoration and be a promotional product in the same time.
聖誕裝飾是我們公司的產品類別之一，靈感是源自推廣的客戶要求，使他們的企業標誌和信息能傳達到他們的目標客戶。客人的商標可印在聖誕樹及聖誕飾品上。聖誕樹身切有聖誕祝福字詞和聖誕圖案。此外，樹身是由再生紙製做，合乎現今的綠色環保趨勢；該產品容易裝嵌或收藏。產品可放在辦公室和家中的書檯上，既是一種裝飾擺設，又是一種宣傳產品。



MingCha Quartet – Custom Selection 明茶房品茶四小盒 - 自選茶葉組合



Company 公司

MingCha Limited
明茶房有限公司

Designer 設計師

Vivian Mak
麥蕙蘭

Website 網址

www.mingcha.com.hk

Concept 概念

Chinese tea is a popular gift idea for corporations. Corporate clients need a presentable tea gift, with a selection of teas but with limited budget. We come up with an idea to put our tea in a modular form, packed in laminated foil bag, so our clients could do their mix and match from our tea selection (green, white, red, black, oolong and jasmine tea) for their different events and occasions. The signature red wrap and tassel are inspired by the ancient “bāo fu” which gives additional value of the gift and makes the recipients feel special and important.

中國茶是客戶送禮的首選。我們便構思了一個可自由組合的中國茶葉禮品。茶葉以鋁袋密封，盒上印有茶葉的資料。客人可從綠、白、紅、黑、烏龍及茉莉花茶中挑選合適的茶葉組合。紅色的包裝是從古時「包袱」而來，增加了產品的價值，並使收到禮品的客人喜上眉梢。



Standn Splitter



Company 公司

Fadtronics Innovation Limited
泓研創新產品有限公司

Designer 設計師

Chris, Ng Sui Wang
吳瑞宏

Website 網址

www.fadtronics.com
www.oic-concept.com

Concept 概念

Standn Splitter is a hands-free suction cup stand with headphone splitter designed for mobile video lover who owns mobile devices like smart phone, iPhone, iPod or other media players. It provides a best viewing angle for the user. Besides, it embedded with headphone splitter; it allows couples or friends listening to their favorite music or video simultaneously.

StandnSplitter是專為智能手機及多媒體播放器用家而設計，是一個免提吸盤靠座，用作音頻(耳機)分線，用矽膠製成。它給用家一個舒適的角度欣賞流動視頻，同時提供兩個兩機輸出音頻分線功能，用者和親朋能同時插上立體聲耳機，兩人一同分享他們心愛的音樂及欣賞視頻，給用者帶來一物多用的體驗。



Energy Cube BPS76



Company 公司

Advance Bright Limited
譽明有限公司

Designer 設計師

Gilbert Ho

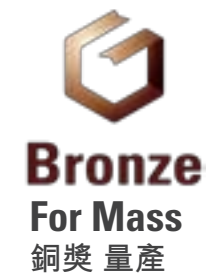
Website 網址

www.yelltowin.com

Concept 概念

YE!! product is created to charge up our digital device everywhere and anytime. Our designers have strived hard to trim down any unnecessary lines and curves to create a product which is pure, clean, elegant, fresh and yet full of fun and humor. We select A grade rechargeable cells or packs, and keep the indicator lights that allow you to check the capacity any time just by a tap on the product. Energy Cube creates its own style and soul that symbolizes users' lifestyle, taste and the appreciation of unique design and functionality.

YE!!設計線條簡約明快，感覺極清爽、優雅，正方體形有格調又不俗套。YE!!的動感檢查電源裝置正在申請專利設計中！只要輕拍機身，4個LED藍燈會清楚顯示電量，實用又幽默。Energy Cube取得了蘋果認證，亦支援多款機種。品牌使命：為消費者提供清新、優雅、有趣、不沉悶的手機周邊產品，為數碼生活帶來情趣和樂趣。



iCushion



Company 公司

Fadtronics Innovation Limited
泓研創新產品有限公司

Designer 設計師

Chris, Ng Sui Wang
吳瑞宏

Website 網址

www.fadtronics.com
www.oic-concept.com

Concept 概念

iCushion is a hands-free silicone suction cup stand for mobile devices like smart phone, iPhone, iPod or other media players. It allows people to watch video or browse a photo show with the best viewing angle. On the other hand, it is also a cable winder; it allows people to keep earphone cable and USB charging cord neat and organized at all times.

iCushion是專為智能手機及多媒體播放器用家而設計，是一個免提吸盤靠座，用矽膠製成。它給用家一個舒適的角度去欣賞視頻、瀏覽相片及視像對話。同時，能方便地收藏及管理耳機線及USB充電線，給用者帶來一物多用的輕便體驗。



PopOut Bakeware



Company 公司
Lico (HK) Manufacturing Limited
益利高(香港)製品有限公司

Designer 設計師
Mario John Chaves Barker

Website 網址
www.licohk.com

Concept 概念
This innovative bake pan has received globally recognized utility patent. It is a smart fusion of silicone and metal with the high performance non-stick coating forms a unique & revolutionary product eliminating all problems associated with the traditional metal bake pans and silicone bake pans. It gives crisping and browning to the cake, while the cake can be easily released from the pan. Silicone acts as a spring, when you finish baking, you just need a gentle press to the sides of the pan, edge of the cake is released, and the cake pops straight out. Happy Baking!

此蛋糕焗盤，獲得全球專利註冊。新穎而獨一無二的設計，融合了矽膠和不黏金屬，完全解決了傳統純金屬和純矽膠蛋糕盤的缺點。它不單能造出金黃鬆脆的蛋糕，焗好後只需將蛋糕盤輕輕一按，蛋糕即輕易脫離，令您充份享受焗蛋糕的樂趣。 Happy Baking!



Honeycomb Coivet



Company 公司
Kool Limited
高明利有限公司

Designer 設計師
Damon Yau
邱偉生

Website 網址
www.kool.com.hk

Concept 概念
Kool had invented the Honeycomb - a combination of coaster + trivet, a transformable holder for cups and pots to protect and decorate tables during meals and drinks. The patented design allows the Honeycomb to transform from a flower shaped coaster into a larger honeycomb shaped trivet by simply flipping it inside out, or vice versa. Wherever they are placed nearby, the colorful and shaped Honeycombs create a nice pattern altogether with the combination of flowers and honeycombs. Bringing nature to wherever Honeycomb goes. Storing the coivet is space saving and having two sizes in one product de-clutters the kitchen from multiple coasters and trivets.

Coivet意思是coaster + trivet合二為一，它是一件擁有設計專利的多功能隔熱墊。只須將花瓣部份向外反出，便可輕易將花型的杯墊變成蜂巢型的鍋墊，簡單易用。Honeycomb亦可砌成七彩繽紛的圖案，作為精緻的桌上擺設。這個二合一的設計，減少購買過多廚房用品的須要，並以最少的物料來制造，合乎環保原則。



Paper Craft Magnet



Company 公司
Magnet Limited

Designer 設計師
Alan Tung, Yuki Qu
董倫星、曲皓隅

Website 網址
www.magnet-ltd.com

Concept 概念
The concept of Paper Craft Magnet is to turn flat paper images to 3D products by a simple way at affordable price. Do it yourself to experience the product changes from normal flat paper images to unique 3D products by a few simply tweaking. The final product is totally different from the original format; it is interesting to compare with flat stickers or flat fridge magnets, and it is more decorative too.
Paper Craft Magnet的設計理念是考慮利用一些簡單的方法和盡可能維持在大眾化價格的前提下，將平面的紙質圖片轉變成為立體產品。使用者親自動手通過一些簡單的如「扭」，「擰」等動作，將平面的紙質品變成獨特的立體產品。最終成品將與最初的产品完全不同，Paper Craft Magnet相對於平面貼紙和跟普通的平面冰箱貼相比，更加有趣和具有裝飾性。



Curve Bluetooth iDock



Company 公司
Native Union

Designer 設計師
David Turpin

Website 網址
www.nativeunion.com

Concept 概念
David Turpin, the designer, wants the Curve Bluetooth iDock to combine style, functionality and aesthetic qualities to match up Native Union's philosophy. "Enhance communication with style". Fitted with first class speaker and microphone, the "Curve" also uses a noise reduction technology for better sound comfort. Other features it carries includes up to 95% mobile phone radiation reduction, Bluetooth® Wireless function, and iPhone charger.
配合Native Union「利用風格優越通訊」的理念，David Turpin於Curve Bluetooth iDock的設計裡結合了時尚、功能和觀感來配合。Curve 配有一級揚聲器和傳聲器，並採用降噪技術來提高聲效和舒適感；其他功能包括減低高達95%手機幅射、藍牙及iPhone 充電器。


Silver
For Workplace
銀獎 工作間

SWEE- SD Memory Card Protector



Company 公司
Zan’s Global Limited
Designer 設計師
Samuel Kuo
Website 網址
www.zansglobal.com

Concept 概念
SD memory card vs classic film roll -What if a ‘classic SLR camera’ protector designed for nowadays’ SD memory card? Is it fun or retrospect? A signature of fashion and nostalgia, with function! Wherever you go, bring SWEE with you for an extra storage of memory with extra fun. Made of quality Silicone, SWEE definitely gives a promising touch and protection for your “digital films” which can hold hundreds times more than classic film rolls. SWEE is the storage of storages!
隨著科技及潮流的轉變，SD卡逐漸取代了菲林，成為潮流的必須品。ZAN’S結合潮流及經典，設計出令人驚喜又實用的SWEE SD卡保護套。可儲藏兩張SD卡，既時尚又方便攜帶，能保護著每張珍貴的照片，是每位相機使用者的好幫手！


Bronze
For Workplace
銅獎 工作間

Tang Building -a memo pad which can be dismantled
唐樓-被拆卸的備忘錄



Company 公司
Teaspoon Limited
Designer 設計師
Keo, Ng Wai Kei
吳偉基
Website 網址
www.teaspoon.com.hk

Concept 概念
During the urban renewal process in Hong Kong, old Chinese buildings (Tong Lau) will be dismantled completely, since most building structures are in bad conditions.We have designed a memo cube which has the Tong Lau patterns printed on different edges.When the user tears off each piece of paper from the memo cube, the size of old building will be reduced gradually and the whole building will be disappeared eventually. We try to remind the user the cost we have to pay for in exchanging for being an international city. Can we find a balance point in between?
在舊區重建過程中，舊式唐樓往往難逃要被清拆的命運。這座「唐樓」正是反映清拆唐樓的事實：隨著用者使用而呈現樓宇逐漸被拆卸的情景，到最後更消失於桌上。本設計想帶出的訊息是在追求國際化都會的同時，卻令本地特色變得模糊，兩者間又能否取得一個平衡點？



PLAY



Company 公司

Native Union

Designer 設計師

Fabien Nauroy

Website 網址

www.nativeunion.com

Concept 概念

Designed by Fabien Nauroy. PLAY is the ultimate video-memo that only needs 3 simple buttons for easy operations. Slim line and stylish, PLAY has a magnetized back so it can be mounted on a fridge or metallic surfaces. It can be recorded up to 3 minutes with its multiple recording system where all messages are recorded with time and date. Leave a love message for your friends and family any time you like!

PLAY是最震撼的視像備忘錄！三個按鍵簡單操作，外形設計融合線條與風格。背面備有磁石，可貼於冰箱或金屬面；多重錄音系統能將時間、日期與訊息一同儲存，錄像長達三分鐘，讓你在任何時候都能給摯愛留下溫馨訊息。



Rewritable Luggage Tag



Company 公司

Graphic Guides Design Company

Designer 設計師

Gray Leung

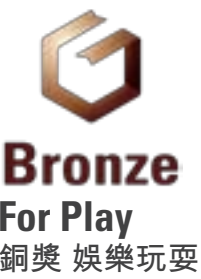
Website 網址

www.c-for-carbon.com

Concept 概念

Enjoy your trip with this innovative and creative product - The Rewritable Luggage Tag. It is made from 100% best quality silicone, nontoxic, durable and eco-friendly. It is trendy and colorful, easy to identify your luggage. Fully rewritable and washable! You can write with any ball pen and wipe off by any eraser. Besides, it can be washed in water with detergent. You can rewrite as many times as you need. Travel with the Rewritable Luggage Tag from airlines and travel agencies. No more disposable luggage tags. Don't worry for any mistake writing now, this is 100% rewritable, 100% Eco-friendly!

讓「可擦寫的行李標籤」跟你一起旅遊歷程吧！這是一項創新，富創意的企劃，100%可擦寫，100%環保！它是採用高質量、無毒、耐用的硅膠製成。設計時尚，令你的行李更易於識別。它是完全可擦寫及清洗！方便隨時更新信息或修改錯誤的資料。航空公司和旅行社不須要提供一次性的行李標籤了。



Fatina USB driver Fatina記憶棒



Company 公司

Chocolate Rain Jewelry & Design
Company Limited

Designer 設計師

Prudence, Mak Ngar Tuen
麥雅端

Website 網址

www.chocolaterain.com

Concept 概念

Chocolate Rain's iconic character. Fatina, in Italian, means a fairy wand. She always closes her eyes, dreaming a better world. She looks ordinary but her magic can make all dreams come true. She is a reflection of our childhood best friend lives next door. She loves the simple nature. She is creative, ever-changing, and full of positive energy. This Fatina USB, co-designed by with Tapas, wears various fashionable costumes as brave Toffee bear, adventurous Latte bunny, nature loving Green frog, caring Grey doggy, confident Rossi beetle, curious Black kitten, innocent Pandina.

Fatina在意大利文代表仙女拿著棒。她常閉上雙眼，沉醉夢境中，是個造夢的小天使。是童年的投射，鄰家的好友。她樣子平凡，喜歡大自然及擁有創意和百變的一面；把舊物循環再造。此設計與Tapas合作，Fatina裝扮成不同類型動物：勇敢Toffee bear、愛冒險Latte bunny、愛自然Green frog、愛助人Grey doggy、信自己Rossi beetle、每事問Black kitten、無機心Pandina。

Winning Entries 得獎作品：
Student Group 學生組別
Theme - Gifts for Better Life
美好生活由禮品開始





I'm OK! USB



School 學校

Hong Kong Design Institute
香港知專設計學院

Designer 設計師

Fung Kit Yan
馮潔欣

Course 課程

Higher Diploma in Product Design
產品設計高級文憑

Concept 概念

Be confident! So everything will always be OK! When you have doubts, just tell yourself ‘I’m OK!’ and try it. Believe it! That will make your life different. “I’m OK!”, a USB which is thin and light, allows user to carry it where ever he likes. It has a hook that the user can attach it to key chains or phone straps. You will never forget to bring it. It makes users feel dependable because of the OK gesture. Besides, its colorful design is attractive and looks like a confident person.

“I’m OK!”是一隻線條簡單、輕巧、便於攜帶的USB；附有一個小扣，可以隨處扣在鑰匙圈或電話繩上，你一定不忘帶著它四處走。造型是以一隻高舉“OK”手勢的小手，時常提醒你要保持自信，生活就一定OK！意念是來自設計者對美好生活的一種想法；有自信的人都喜歡嘗試，令生活更精彩。保持自信是展開美好生活的開始，告訴自己“I’m OK!”。



POMCH Bags



School 學校

The Hong Kong Polytechnic University
香港理工大學

Designer 設計師

Leung Sai Wai, Tai Ka Cheong
梁世威、戴嘉昌

Course 課程

BA (Hons) in Design -
Industrial and Product Design
設計(榮譽)學士 — 工業及產品設計系

Concept 概念

POMCH brings industrial element into fashion. Industrial element is the symbol of standardization, while fashion is the expression of individual desires. We attempt to challenge the limit of individualization and standardization as well as surpassing the standard. Our mission is to create your unique style out of the current standardized society. POMCH bags collection includes many fashion items such as hand bags, shoulder bags, laptop bags, wallets and cardholders. Industrial tools (such as Spanner, Saw, and Pliers) on the bags look realistic and eminent, and they pretend the tools hidden inside the bags. Just like the hidden desires of people which partially appear on their face. We help them to stand out and stay true to themselves.

POMCH將工業元素融入時裝。工業元素是標準化的象徵，而時裝就是個人慾望的表達。挑戰個性化及標準化的極限和標準，讓用家在標準化社會創造獨特的個人風格。手袋上凸出的工業工具，恰似人們隱藏的慾望，局部地出現在他們的臉上。讓這些個性站出來，遵從自己的本性。



Medijoy 藥善



School 學校

The Hong Kong Polytechnic University
香港理工大學

Designer 設計師

You Yin Ting
姚垠廷

Course 課程

BA (Hons) in Design -
Industrial and Product Design
設計(榮譽)學士 — 工業及產品設計系

Concept 概念

Do you feel distressed with your boring current medication routine? MEDIJOY, an imaginative pill storage case which looks like a flower, could be a good substitute for your traditional pill box. Getting pills from MEDIJOY would like extracting flower essence from the ‘flower petals’. The tray at the bottom of the case can store other medical utensils. MEDIJOY is definitely a useful healthcare tool for the whole family!

你還在為日復一日，沉悶不堪的服藥習慣而煩惱嗎？藥善是大膽的突破，以新穎的設計，取代傳統單調的藥丸盒。外形設計成花朵，服藥者每取一顆藥丸，就像提取鮮花的精華，而特別設計的底盤，可以用來放置服藥所需的用具。藥善是照顧全家人健康的好幫手！



Greenhouse 溫室



School 學校

Hong Kong Design Institute
香港知專設計學院

Designer 設計師

Chan Hiu Lam
陳曉琳

Course 課程

Higher Diploma in Product Design
產品設計高級文憑

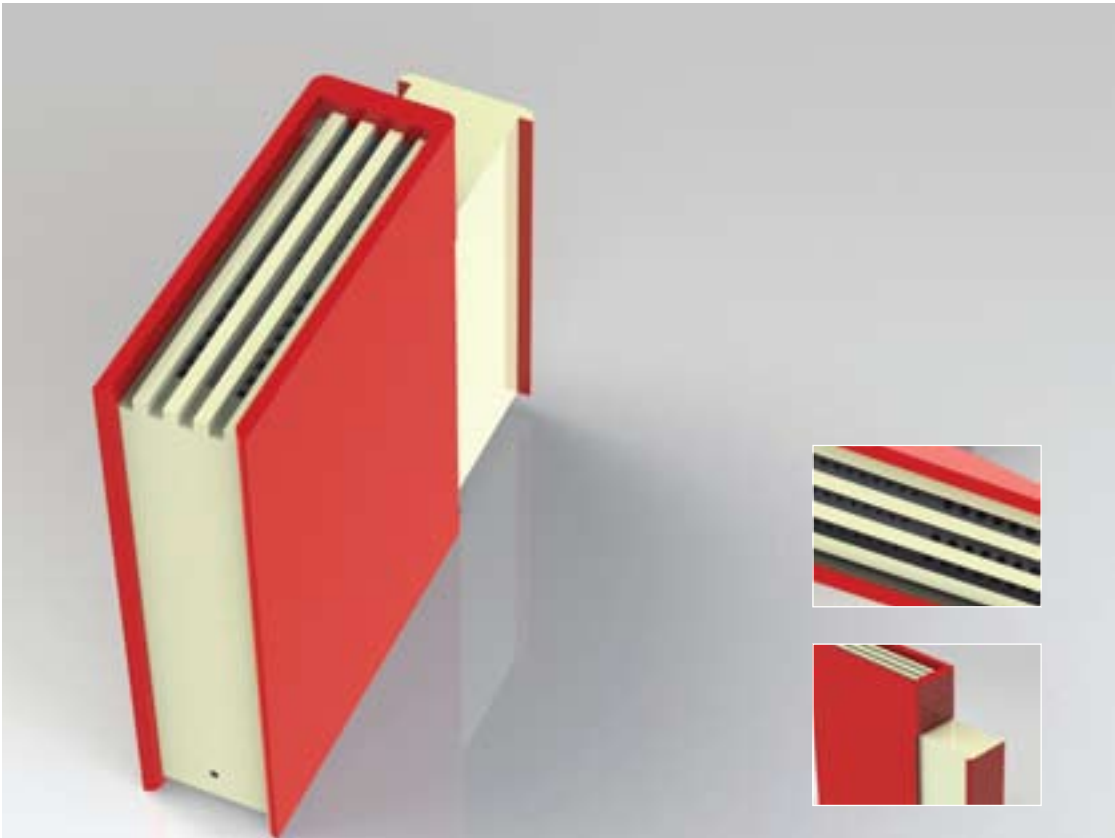
Concept 概念

“Greenhouse” is a LED pet plant keychain with 4 different models. Combining with a LED light, this is a biotech product as well. It is a mini plant which has been sterilized and no need for watering and fertilizing. The idea comes from global warming. The shape of the bulbs represents the earth as a greenhouse, and the plant represents human. It means human living on the earth should reforest our life, cherish the earth’s resources, responsible to saving energy and support environmental protection. This product is designed to help WWF promote the “Earth Hour” as well.

“溫室”是一個LED植物鑰匙扣，共有四個造型。結合LED燈和生物技術，它是無菌、無需澆水及施肥的迷你盆栽。概念源自全球暖化，燈泡代表地球，它活像一個溫室，而植物代表人類。表達人類生活在全球暖化下，應該綠化生活，珍惜資源、節約能源及支持環保。這產品亦是為了協助世界自然基金會推動“地球一小時”而設計。



BookDry



School 學校

Hong Kong Design Institute
香港知專設計學院

Designer 設計師

Chau Pui Ling
周佩玲

Course 課程

Higher Diploma in Product Design
產品設計高級文憑

Concept 概念

BookDry, which looks like a book, is a dehumidifier. The design concept is from a pile of damp books. It is painful for people who love books finding their books have gotten wet. With this product, it can save the books from mold. When users put this dehumidifier in the bookcase, he will not feel its physical appearance incompatible with the surrounding, instead, it will become one of the user’s favorite book.
“BookDry”是外貌像一本書的除濕機。設計意念來自一堆受潮的書本。愛書的人最心痛的就是看到收藏的愛書受潮，而使用本產品就可以防霉。當用家把這個除濕機放進書櫃時，其外觀不會使人感到格格不入，更加可能成為用家的愛書之一。



Less Is More



School 學校

Hong Kong Design Institute
香港知專設計學院

Designer 設計師

Wong Tsz Ki
黃芷淇

Course 課程

Higher Diploma in Product Design
產品設計高級文憑

Concept 概念

Most smokers are used to bring along their phones when they go out to smoke in open area, this has become a very common phenomenon. Considering the difficulty of quitting smoking in a sudden, the design of combining phone case with cigarette holder can effectively limit the consumption of cigarettes. The case contains 6 cigarettes only, which reminds the smoker’s daily maximum. This product can potentially help smokers kick their nicotine addition. Hoping smokers have a good new start and live in a new life.
吸煙者到戶外吸煙時慣性地帶同手提電話是個普遍的現象。有見徹底戒煙不是即時可達成的目標，一個結合煙盒和手機外殼的設計，限制攜帶煙菸的數目，有效減少吸煙者的抽煙數量。由於此外殼只能存放6根香煙，提醒了吸煙者每天最多只能抽6根香煙，從而誘導吸煙者控制煙量，改變壞習慣，享受新生活。



Smart Fashion



School 學校
Institute of Vocational Education
(Lee Wai Lee)
香港專業教育學院(李惠利分校)

Designer 設計師
Yeung Phoebe; Ng Yuk Ching;
Chan Sze Ling; Chu Koon Ting;
Law Sin Yin; Bianca, Wong Wai Shan
楊靖儀、吳鈺晶、陳思玲、
朱冠婷、羅倩怡、黃煒珊

Course 課程
Higher Diploma in Business with Design Management 商業及設計高級文憑課程

Concept 概念
We are living in an era where merely practical is no longer ample. Successful products require stylish designs, too. The idiom, ‘Clothes Make the Man’, can also be applied to product design as well. Smart Fashion incorporate fashion and lifestyle elements into the practical design concept. People with stylish demands are our target users. Smart Fashion enable users to stay warm and fashionable while using their smart phones and tablet PCs during the cold weather.
現今成功的產品除了實用外，還要配合時尚設計。正所謂「人靠衣裝」，而這理念也可應用於產品設計上。Smart Fashion結合了實用與時尚，為具生活品味的用家於寒冷天氣也可以溫暖及時尚地使用智能手機及平板電腦。



SleepyEyes



School 學校
Hong Kong Design Institute
香港知專設計學院

Designer 設計師
Chan Pui Yuk
陳沛鈺

Course 課程
Higher Diploma in Product Design
產品設計高級文憑

Concept 概念
This is a smart working table lamp with a single eye and feet. A helper for people always works timeless. There is a LED screen timer on the feet. After setting the timer, the time will start counting down. At the same time, the cover will start to move down and shade the light. The light intensity will reduce gradually and red eyes effect will appear on people. Finally, when the time is up, light will be turned off automatically to remind people to take a rest.
這件智能檯燈設計匠心獨運，擁一隻眼睛和一雙腳。是經常超時工作，不休不眠的人士好幫手。腳上設有一個LED屏幕計時器，當設定時間後，計時器會開始倒數；同一時間，燈蓋會隨隨降下，漸漸減低燈光的強度。燈光的強度會因而逐步減弱及用家漸現“紅眼”。當時間到，檯燈會自動關閉，提醒是時候要休息了。



Laughing Bird 笑鳥



School 學校

Hong Kong Design Institute
香港知專設計學院

Designer 設計師

Joshua, Leung Wa Hing
梁華興

Course 課程

Higher Diploma in Product Design
產品設計高級文憑

Concept 概念

“Laughing Bird” is a gift that can break the ice and convey messages. It can provide a good opportunity for people to communicate, and to strengthen the relationship among people as a result of increasing the delight of their life. User just carries a “Laughing Bird” along with them, when meet with another “Laughing Bird” carrier, the birds will greet each other. Pre stored phrases can help to start the conversation when people first meet. It could be an excellent gift of transmission of the Heart.

“笑鳥”是一個可以打破冷漠和傳達訊息的精品，能締造良好的溝通機會，促進人與人之間的關係，增添更多美好的生活情趣。用家只需隨身攜帶“笑鳥”，當遇到另一個“笑鳥”的攜帶者時，兩隻“笑鳥”就會互相打招呼，並且可以透過預設的語句，在初遇時為人們打開話題。這也是一件傳達心意的禮物。



Rolling Stone



School 學校

Hong Kong Design Institute
香港知專設計學院

Designer 設計師

Daniel, Sung Sui Hong
宋瑞康

Course 課程

Higher Diploma in Product Design
產品設計高級文憑

Concept 概念

“Rolling Stone” is a rechargeable smart phone speaker. Inspired by the indispensable relationship between music & rhythm, the front is shaped as a Metronome Pyramid, an aerolite-look polygonal back emphasizes the cyber look. The two adjustable speakers are the core of “Rolling stone.” Users just login the correspondence apps of the phone and simply touch the screen, the speakers will roll out from the middle of the device and start playing music. Users can base on their preference and adjust the placement of the speakers all the way vertically. Made of metal creates a strong sense of heavy metal music, “Rolling Stone” is a symbol of high quality of life.

“Rolling Stone”是可再充電的智能電話音樂播放器。正面以拍子機作為創作概念，背面靈感來自宇宙的殞石。圓餅型的喇叭是播放器的靈魂。電話放在播放器上，打開手機上相對的應用程式播放音樂，喇叭便會從中間的閒置模式中旋轉出來。金屬外殼營造重金屬音樂氛圍，倍感時尚。

Winning Entries 得獎作品：
Judge Awards 評審團大獎





Paper Craft Magnet



Awarded by
Prof. Roger Ball PhD
由Prof. Roger Ball PhD嘉許
Associate Professor of School of Design
of The Hong Kong Polytechnic University
and Director of Size China Lab
香港理工大學設計學院副教授及
中國尺碼實驗室總監

Company 公司

Magnet Limited

Designer 設計師

Alan Tung, Yuki Qu
董倫星、曲皓隅

Website 網址

www.magnet-ltd.com

Concept 概念

The concept of Paper Craft Magnet is to turn flat paper images to 3D products by a simple way at affordable price. Do it yourself to experience the product changes from normal flat paper images to unique 3D products by a few simply tweaking. The final product is totally different from the original format; it is interesting to compare with flat stickers or flat fridge magnets, and it is more decorative too.

Paper Craft Magnet的設計理念是考慮利用一些簡單的方法和盡可能維持在大眾化價格的前提下，將平面的紙質圖片轉變成為立體產品。使用者親自動手通過一些簡單的如「扭」，「擰」等動作，將平面的紙質品變成獨特的立體產品。最終成品將與最初的產品完全不同，Paper Craft Magnet相對於平面貼紙和跟普通的平面冰箱貼相比，更加有趣和具有裝飾性。



Curve Bluetooth iDock



Awarded by
Mr. Freeman Lau
由劉小康先生嘉許
Vice Chairman of
Hong Kong Design Centre, HK
香港設計中心副主席

Company 公司

Native Union

Designer 設計師

David Turpin

Website 網址

www.nativeunion.com

Concept 概念

David Turpin, the designer, wants the Curve Bluetooth iDock to combine style, functionality and aesthetic qualities to match up Native Union's philosophy. "Enhance communication with style." Fitted with first class speaker and microphone, the "Curve" also uses a noise reduction technology for better sound comfort. Other features it carries includes up to 95% mobile phone radiation reduction, Bluetooth® Wireless function, and iPhone charger.

配合Native Union「利用風格優越通訊」的理念，David Turpin於Curve Bluetooth iDock的設計裡結合了時尚、功能和觀感來配合。Curve 配有一級揚聲器和傳聲器，並採用降噪技術來提高聲效和舒適感；其他功能包括減低高達95%手機輻射、藍牙及iPhone 充電器。



PopOut Bakeware



Awarded by
Mr. Lee Chi Wing
由利智榮先生嘉許
Founder of Milk Design, HK
香港Milk Design創辦人

Company 公司

Lico (HK) Manufacturing Limited
益利高(香港)製品有限公司

Designer 設計師

Mario John Chaves Barker

Website 網址

www.licohk.com

Concept 概念

This innovative bake pan has received globally recognized utility patent. It is a smart fusion of silicone and metal with the high performance non-stick coating forms a unique & revolutionary product eliminating all problems associated with the traditional metal bake pans and silicone bake pans. It gives crisping and browning to the cake, while the cake can be easily released from the pan. Silicone acts as a spring, when you finish baking, you just need a gentle press to the sides of the pan, edge of the cake is released, and the cake pops straight out. Happy Baking!

此蛋糕焗盤，獲得全球專利註冊。新穎而獨一無二的設計，融合了矽膠和不黏金屬，完全解決了傳統純金屬和純矽膠蛋糕盤的缺點。它不單能造出金黃鬆脆的蛋糕，焗好後只需將蛋糕盤輕輕一按，蛋糕即輕易脫離，令您充份享受焗蛋糕的樂趣。 Happy Baking!



Magician Hat with Bunny Clips 魔術帽萬字夾



Awarded by
Mr. Roger Shing
由成偉業先生嘉許
Corporate Director of Procurement,
New World Hospitality, HK
香港新世界酒店集團 集團採購總監

Company 公司

Zan's Global Limited

Designer 設計師

Florence Wong

Website 網址

www.zansglobal.com

Concept 概念

Every walk of life can be a magic moment. Pieces of paper on one hand, another pulling a bunny clip out of ZAN'S Magician Hat on the paper corner.... then all papers hold tightly together. It's magic, isn't it? A simple joke can turn a stressful work into a funny moment. ZAN'S Magician Hat is designed to bring a gimmick magic to life that everyone can perform. Making the bunny clips disappear from the desk. To bring magic to life, just lift up your mind to enjoy with every bit of life and work.

利用ZAN'S「魔術帽萬字夾」配合一個小動作就能充滿趣味！幾頁紙加上由魔術帽變的小兔夾子，文件就整齊的疊起來！夾子用完後再施魔法，兔子夾就會自動走回魔術帽裡。ZAN'S「魔術帽萬字夾」的魔法為大家加添生活色彩！



iCushion



Awarded by
Mr. Roger Swales
由Mr. Roger Swales嘉許
Founder of GRO Design, Netherlands
荷蘭GRO Design創辦人

Company 公司

Fadtronic Innovation Limited
泓研創新產品有限公司

Designer 設計師

Chris, Ng Sui Wang
吳瑞宏

Website 網址

www.fadtronic.com
www.oic-concept.com

Concept 概念

iCushion is a hands-free silicone suction cup stand for mobile devices like smart phone, iPhone, iPod or other media players. It allows people to watch video or browse a photo show with the best viewing angle. On the other hand, it is also a cable winder; it allows people to keep earphone cable and USB charging cord neat and organized at all times.

iCushion是專為智能手機及多媒體播放器用家而設計，是一個免提吸盤靠座，用矽膠製成。它給用家一個舒適的角度去欣賞視頻及瀏覽相片。同時，能放便地收藏及管理耳機線及USB充電線，給用者帶來一物多用的輕便體驗。



Solar Powered Garden Light 太陽能花園燈



Awarded by
Mr. Fumio Takashima
由高島郁夫先生嘉許
President and CEO of BALS Corporation
(Francfranc), Japan
日本BALS Corporation行政總裁

Company 公司

jobtwo design Limited
約柏設計有限公司

Designer 設計師

Tim, Yip Kam Yui
葉錦銳

Website 網址

www.jobtwo.com

Concept 概念

It is a solar powered light, which has NiMH battery inside. It reminds user about renewable energy, the only problem is how to use it. When in day time, if any motion was detected within 2.5~3m, then it generate bird singing sound for few second; when motion was not detected anymore, it stops singing. In night time, it stops singing and switched ON 1 super bright LED. The battery can be fully charged under sun shine around 13 hours, and then can be worked continually for 30 hours.

這是一支太陽能的花園燈，內置NiMH充電池。這裝置提醒用家要多用再生能源，只是要用得其所。在日間，若果在2.5~3米的範圍內有任何動作被偵測到，它會模仿鳥聲叫數秒；當動作不再被偵測到，鳥聲就會停止。在晚間，鳥聲功能會停止，它會開著一個超光LED。放它在日光之下約13小時，就可充滿裡面的儲電池，而充滿之後可連續工作約30小時。



Mellow Condiment Set



Awarded by
Prof. Tong Huiming
由童慧明教授嘉許
Dean & Professor of School of Design,
Guangzhou Academy of Fine Arts, China
中國廣州美術學院 設計學院院長



Company 公司

Bewater Studio Limited
彼我它工作室有限公司

Designer 設計師

Eugene, Sze Yu Hin; Ray, Chan Kwok Fai;
Yu Wai Ping; Suen Ka Hei; Hazel, Lui Man Hei
薛宇軒、陳國輝、余慧萍、
孫嘉希、呂旻禧

Website 網址

www.bewaterstudio.com

Concept 概念

Bewater MELLOW condiment set, not only attractive in appearance, creates a pleasant surprise as its container opens gently by itself while being picked up, and closes again when it is back on the tray. This hassle-free experience to users is done ingeniously by incorporating magnets into the lids of the containers. A total of four containers in a set, two for salt and pepper and the other two for oil and vinegar, all shaped in curves of friendly profiles as its name suggests, should fit nicely on every tabletop.

用家拿起Mellow調味瓶時，瓶蓋會徐徐自行打開；把它放回盤子上，則自動關上。磁石巧妙地置於瓶蓋中，體貼用家需要、簡易又方便。恰如其名 (Mellow Condiment Set)，外型輕巧，讓人輕鬆自在，適用於任何餐桌搭配。

Corporate Group Company names in alphabetical order 依公司英文名排列			
Company Name	Product Name	Designer Name	Contact
Custom-made			
01 Power Limited	Cube Mug	Chan Siu Ki	www.hk.sourceec.com
Dark Star International Limited	✳ Paper Christmas Tree + Decoupage Ball	Canlo Hung	howie@darkstarltd.com
Innosphere Product Development Limited	Wire Manager for Shure Earphone (Professional Line)	Maurice Kwok, Steve Yeung, Pauline Tan, Stephen Lo	www.innosphere.hk
K&D Holdings Limited	Mobile Stand	Chan Tsun Wai, Chan Chun Pong	www.knd.com.hk
Mingcha Limited	✳ MingCha Quartet - Custom Selection	Vivian Mak	www.mingcha.com.hk
	MingCha For Him & For Her Set		
P.S.L. Limited	✳ Precious Flash	Fai Leung, Michael Choi	www.pslworld.com
For Mass			
Advance Bright Limited	✳ Energy Cube BPS76	Gilbert Ho	www.yelltowin.com
Artistic & Creative (HK) Limited	Rubber Photo Frame Magnet	Ada Mok	www.achkl.com
Fadtronics Innovation Limited	✳ Standn Splitter	Chris, Ng Sui Wang	www.fadtronics.com www.oic-concept.com
	✳ iCushion		
Innosphere Product Development Limited	Eco Memo - TDC	Maurice Kwok, Steve Yeung, Pauline Tan, Stephen Lo	www.innosphere.hk
Mingcha Limited	Mingcha Floral Set	Vivian Mak	www.mingcha.com.hk
P.S.L. Limited	Ball USB People	Fai Leung, Michael Choi	www.pslworld.com
For Home			
Atelier Poesia Company	Urban Bonsai	Tsang Sau Yin, Xavier, Gary Hui	www.atelierpoesia.com
Bewater Studio Limited	✳ Mellow Condiment Set	Eugene, Sze Yu Hin; Ray, Chan Kwok Fai; Yu Wai Ping; Suen Ka Hei; Hazel,Lui Man Hei	www.bewaterstudio.com
jobtwo design Limited	✳ Solar Powered Garden Light	Tim , Yip Kam Yui	www.jobtwo.com
Kool Limited	✳ Honeycomb Coivet	Damon Yau	www.kool.com.hk
Lico (HK) Manufacturing Limited	MicroStir Deluxe	Mario John Chaves Barker	www.licohk.com
	✳ PopOut Bakeware		
Magnet Limited	✳ Paper Craft Magnet	Alan Tung, Yuki Qu	www.atelierpoesia.com
Native Union	PLAY	Fabien Nauroy	www.nativeunion.com
Zan’s Global Limited	Almigh’tea Bag	Florence Wong	www.zansglobal.com
For Workplace			
Atelier Poesia Company	Water Calligraphy	Tsang Sau Yin, Xavier and Gary Hui	www.atelierpoesia.com
Innosphere Product Development Limited	Eco Memo	Maurice Kwok, Steve Yeung, Pauline Tan, Stephen Lo	www.innosphere.hk
Mingcha Limited	MingCha Bitter Kuding & Truly Black in Mini Tubes	Vivian Mak	www.mingcha.com.hk
Native Union	✳ Curve Bluetooth iDock	David Turpin	www.nativeunion.com

✳ Gold, Silver, Bronze or Judge Award winning entries.

Finalist of SGDA 入圍作品名單

Corporate Group Company names in alphabetical order 依公司英文名排列			
Company Name	Product Name	Designer Name	Contact
Teaspoon Limited	🏆 “Tang Building” - a memo pad which can be dismantled.	Keo, Ng Wai Kei	www.teaspoon.com.hk
Zan’s Global Limited	🏆 SWEE - SD Memory Card Protector	Samuel Kuo	www.zansglobal.com
For Play			
Chocolate Rain Jewellery & Design Company Limited	🏆 Fatina USB Driver	Prudence, Mak Ngar Tuen	www.chocolaterain.com
Craft Project Limited	Natural Case for iPhone 4/4S - M9 Camera (Sapele Wood) by SigniCASE	William Mak, Alvis Tangss	www.signicase.com
Graphic Guides Design Company	🏆 Rewritable Luggage Tag	Gray Leung	www.c-for-carbon.com
Innosphere Product Development Limited	Wisdomaze	Maurice Kwok, Steve Yeung , Pauline Tan, Stephen Lo	www.innosphere.hk
Jackel Cosmetics Limited	Beauty Bracelet	Stephane Julien Bulle	www.lifung.com
Native Union	🏆 PLAY	Fabien Nauroy	www.nativeunion.com
Zan’s Global Limited	🏆 Magician Hat with Clip	Florence Wong	www.zansglobal.com

🏆 Gold, Silver, Bronze or Judge Award winning entries.

Student Group Names in alphabetical order 依姓氏排列			
School Name	Product Name	Designer Name	Contact
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Hong Kong Design Institute	BookDry	Chau Pui Ling	chaupuiling@hotmail.com
Hong Kong Design Institute	SleepyEyes	Chan Pui Yuk	samchan_chan@hotmail.com
Hong Kong Design Institute	🏆 ‘I’m OK! USB	Fung Kit Yan	kit0229@hotmail.com
The Hong Kong Polytechnic University	🏆 Pomch Bags	Leung Sai Wai, Tai Ka Cheong	www.pomch.com felix.tkc@gmail.com u0wis@yahoo.com.hk
Hong Kong Design Institute	Laughing Bird	Joshua, Leung Wa Hing	Joshua_lwh@msn.com
Institute of Vocational Education (Lee Wai Lee)	Smart Fashion	Yeung Phoebe; Ng Yuk Ching; Chan Sze Ling; Chu Koon Ting; Law Sin Yin; Bianca, Wong Wai Shan	phoebe9307@hotmail.com nyukc@hotmail.com moomchan626@hotmail.com kabasinead@gmail.com biancawws@gmai.com
Hong Kong Design Institute	Rolling Stone	Daniel, Sung Sui Hong	dsung328@gmail.com
Hong Kong Design Institute	Less Is More	Wong Tsz Ki	t.ki@live.hk
The Hong Kong Polytechnic University	🏆 Medijoy	You Yin Ting	youyinting@gmail.com

🏆 Gold, Silver, Bronze or Judge Award winning entries.

SGDA Milestone 香港智營禮品設計大賞發展日程

Date 日期	
14 / 02 / 2012	Registration Commencement 接受報名
26 / 03 / 2012	Deadline of Registration Submission 截止報名
02 / 04 / 2012	Adjudication 評審
03 / 04 / 2012	Award Forum 論壇 Finalist Announced at Award Forum 宣佈入圍名單
11 / 04 / 2012	Finalist Publication 公佈入圍名單
27 / 04 / 2012	SGDA Award Ceremony 頒獎禮
Roving Exhibitions 巡迴展覽：	
27-30 / 04 / 2012	2012 HK Gifts and Premium Fair 香港禮品及贈品展
07-15 / 05 / 2012	D-Mart, Hong Kong Design Institute 香港知專設計學院
Mid May – June, 2012	Major Shopping Centers 主要購物商場
4-10 / 07 / 2012	InnoCentre 創新中心

2012 HK Gifts and Premium Fair 香港禮品及贈品展

Address: Booth E23, Hall 5E, Level 5, 1 Harbour Road, Hong Kong Convention and Exhibition Centre, Wanchai, Hong Kong
香港灣仔港灣道1號會議展覽中心5樓5E展廳E23展位
Tel: (852) 1830 668
www.hktdc.com

D-Mart, Hong Kong Design Institute 香港知專設計學院D-Mart

Address: 3 King Ling Road, Tseung Kwan O, New Territories, Hong Kong
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www.hkdi.edu.hk

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www.innocentre.org.hk

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Sponsor 贊助



Student Entries’ Prototype Sponsor 學生作品首辦贊助



Project Team 項目團隊

* In alphabetical order 依英文字母排列

Thanks for all working team members’ contribution. With their kind support and cooperation under tight schedule and limited resources, the first Hong Kong Smart Gifts Design Awards was successfully launched with encouraging result!

感謝所有項目成員的付出、支持和緊密合作，於緊拙的籌備時間和有限的資源下，得以成功籌辦首屆「香港智營禮品設計大賞」！

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Project Manager項目經理:
Yvonne LEE 李綺文

Project Officer項目主任:
Linda CHEUNG 張慕芝

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Mike CHAN 陳昌健
Kenneth CHAN 陳啟淦
Alberta CHAU 周淑兒
Esther CHAU 周淑欣
Sandy LAU 劉佩萍
Wilson SIU 蕭家榮
Joanna SO 蘇潔欣
Jeannie WONG 黃倩萍
Kerry WONG 王嘉慧
Ray YEUNG 楊瑞貞

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HONG KONG
SMART GIFTS
DESIGN AWARDS