

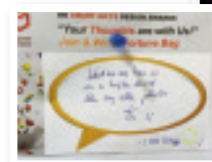
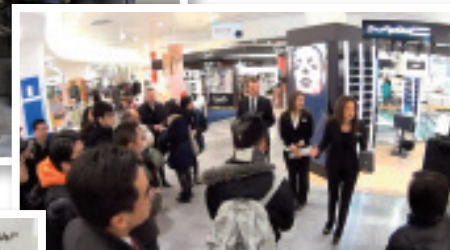
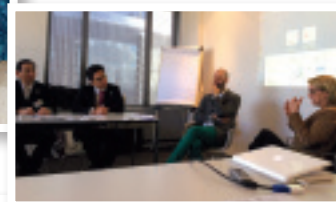


HONG KONG
SMART GIFTS
DESIGN AWARDS
香港智營禮品設計大賞
2014

WINNING PRODUCTS COLLECTION



HONG KONG
SMART GIFTS
DESIGN AWARDS



“Break the Cocoon, Sparkling Hong Kong” 『破繭而出，閃耀香港！』

2012 and 2013 Winning Products and Images Showcased at Ambiente Frankfurt 2014
“Designer Inspiration Tour” designed for 2013 Gold, Silver, Bronze and Judge Awards Winners

2012及2013年『智營大賞』得獎作品及圖片於「法蘭克福春季消費品展2014」展出
「智營大賞 2013」的金、銀、銅獎和評審團大獎設計師體驗法蘭克福「啟發之旅」



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ORGANIZER & SERVICES

主辦單位 - 香港出口商會服務範疇

Organizer

- 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.

Vision

- To be the Leading Organization to Develop Hong Kong as a Trading hub for Exporters

Mission

- To Serve Hong Kong Exporters
- To Add Value for Members

Core Value

- Service-Oriented
- Export Centric
- No Political Agenda

Services

- To liaise with government and represent the interests of exporters on a number of important councils and committees.
- To assist members to explore new market opportunities & to keep abreast of latest market intelligence by organizing seminars, luncheons, trade missions and exhibitions.
- To disseminate information through exporters Alert, exporters Fair Edition; and to help exporters gain additional exposure via online product promotion and searching services.
- Other services include business matching, trade enquiries, rental of function room, organizing social responsible and community activities as well as initiating different projects or studies to promote the HK export trade and to enhance its competitiveness.

主辦單位

- 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

- 致力為出口商發展香港成為貿易的中樞

使命

- 為香港出口商服務
- 為會員增值

核心價值

- 以服務業界為主
- 以出口貿易為中心
- 沒有既定政治立場

服務

- 本會不時與政府聯繫，並藉代表參與多個香港官方或非官方的機構團體為香港經貿作出貢獻
- 籌辦研討會、商務聚會、商貿考察團及展覽會等，以協助會員拓展業務，掌握最新市場資訊
- 透過《出口商快訊》及《出口商展覽特刊》發放最新的本地與國際貿易資訊，並為出口商提供網上產品展示及搜尋服務以作額外宣傳
- 其他服務包括商貿配對、貿易諮詢、活動室租賃服務、籌辦社會服務和公益活動，與及倡議不同項目或研究以進一步推廣香港之出口貿易和提升競爭力



HKEA CHAIRMAN'S FOREWORD

會長序言

The Hong Kong Exporters' Association (HKEA) has always been committed to assisting HK exporters in enhancing their competitiveness and promoting their products to worldwide. It also endeavours to develop Hong Kong as a trading hub for exporters.

With the continued development of Hong Kong and the Pearl River Delta, it is only natural that Hong Kong's exporters should develop higher value added products and services. In doing so, many exporters have already started designing and developing proprietary products and brands.

As such, the HKEA is privileged to organize the Hong Kong Smart Gifts Design Awards for the 3rd consecutive year. By organizing these awards, the HKEA aims to encourage integration between design and business strategy, "Smart Design". The awards also showcase Hong Kong's growing design talent and foster greater collaboration with Hong Kong's designers and businesses, allowing them to succeed in the global arena together.

I sincerely thank for all the participants and sponsors for their enthusiastic support, and I wish the Awards and our exporters continued success!

香港出口商會（HKEA）一向致力協助香港出口商提升競爭力及推廣其產品至全球市場。

隨著香港及珠江三角洲持續發展，香港出口商已沿著高增值的產品和服務發展，很多並已向產品設計及品牌建立邁步。

因此，我們很榮幸能再次籌辦第三屆「香港智營禮品設計大賞」，繼續鼓勵設計與營商策略結合—「智營設計」；更藉此大賞展示香港在設計方面的能力，推動業界與設計師合作，以並肩在環球市場上佔一席位。

在此，我衷心感謝所有參加者和贊助商的踴躍支持，並祝願「大賞」及業界百尺竿頭，更進一步！



Mr. Ivan TING

HKEA Chairman

丁天立 先生
香港出口商會會長



WORKING PARTNERS

合作機構

Funding Organization 資助機構



Collaborating & Sponsoring Academy
協辦及贊助學院

Members of VTC Group VTC 機構成員



HKSGDA ADVISORY COMMITTEE

諮詢委員會



Mr. Benson PAU
Chairman of Advisory Committee
Project Convenor of HKSGDA
鮑潔鈞 先生
諮詢委員會 主席
項目召集人



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



Mr. Spencer FUNG
Group COO of
Li & Fung (Trading) Ltd.
馮裕鈞 先生
利豐(貿易)有限公司 集團營運總監



Mr. Brian LEE
Vice President of
Industrial Designers Society of Hong Kong
李宇軒 先生
香港工業設計師協會 副會長



Mr. Francis LEE
Chairman of
Hong Kong Designers Association
李躍華 先生
香港設計師協會 主席



Mr. Leslie LU
Principal, Hong Kong Design Institute and Hong Kong
Institute of Vocational Education (Lee Wai Lee)
盧林 先生
香港知專設計學院及香港專業教育學院（李惠利）院長



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



Ir. Dr. Alfred TAN
Head of
Knowledge Transfer Office,
Hong Kong Baptist University
陳慶忠 博士
香港浸會大學 知識轉移處主管

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PROJECT CONVENOR'S PREFACE

項目召集人的話

It's my greatest honor and pleasure to see the initiation of the "Smart Gifts Design Awards" by The Hong Kong Exporters' Association comes to the third year. Having the more numbers and diversified entries from corporations, students and young creative individuals, we are proud to present the Awards to gain more recognition from the society.

In this year, a stunning inspiration tour was held for ten winning Corporate Group designers of last year. The participated designers were able to showcase their creativity to the worldwide buyers and exchange ideas with their counterparts in the Ambiente Frankfurt 2014 in Germany. Apart from joining the exhibition, designers also got the opportunities to visit the well known Karstadt Department Store, the IHK Frankfurt am Main & Darmstadt, the German Design Council, the Museum für Moderne Kunst and the Koziol Museum. From this tour, all delegate designers gained impressive insight and thorough understanding about manufacturing, supply chain operation and market trend in the factual giftware industry. All these gave a far-reaching impact to the designers in upgrading their competitiveness in the evolving market and boost Hong Kong's image as a design capital.

New talents are our future. In the 3rd edition, we opened up a new division - the Young Creative Individual in the Conceptual Group for young designers to show off their talents and creativity. Besides, a new 'Green Award' launched this year was an encouragement and advocacy of the greenness an eco-friendly application in designs.

Out of the total 430 entries, our renowned judging panel has stringently selected 59 winning entries among corporate and conceptual groups. Award-winning products and designs are selected in line with judging criteria of design and product originality, functionality, product aesthetic and market strategy. Remarkably, most winning products demonstrated their sense of eco-friendliness, sustainability and environmental protection.

In face of worldwide economic instability, we believe brand building is a way to sharpen the competitive edges. We do hope all the participants can gain insights from joining this award and build up their own, and our Hong Kong brands eventually.

Once again, congratulations to all winning parties. I wish all participating parties can keep on pursuing originality and innovative designs and to create opportunities for themselves and the future of Hong Kong.

我感到非常榮幸和高興由香港出口商會舉辦的『智營大賞』已踏入第三年。本屆的參賽作品數量及種類皆較歷屆多，參與的公司企業、學生及獨立創意人亦十分踴躍。我們非常自豪表示大賞得到社會各界更多的認同。

本年二月，『智營大賞』十位上屆的公司得獎設計師除了有機會於「德國法蘭克福春季消費品展2014」中向買家展示他們的創意與設計才華及與其他參加者交流，更訪問了當地知名「卡爾施泰特」百貨商場旗艦店，德國法蘭克福工商會，德國設計委員會，「囊鹿工廠博物館」和「法蘭克福現代藝術博物館」。旅程中設計師在深入理解實際禮品行業的供應鏈運作和市場趨勢中，進一步提升他們的市場競爭力，有助香港建立「創意之都」美譽。

人才就是香港未來。今年於概念組中特設全新的「獨立創意組別」，讓更多年青設計人才發揮創作才華。除此以外，本年度企業組及概念組各設綠色環保獎，鼓勵及提升參賽作品實踐綠色概念及環保原則。

本屆評審團在430多件公司組和概念組作品中嚴謹挑選，最終選出59件得獎作品。本屆得獎產品及設計除了符合原創價值、功能、外觀及營銷策略的要求外，值得一提的，部份得獎作品更同時照顧到產品的環保性和可持續性。

近年全球經濟相對不穩定，品牌建立是增強競爭優勢的關鍵。在此衷心希望所有參與者可以透過是次大賞，得到更多體會和領悟，最終能成功建立屬於自己、屬於香港的品牌。

最後我再次祝賀各獲獎單位及得獎者，冀盼各企業、設計師及學生能朝著原創設計的意念繼續進發，為自己及香港未來締造更多機遇。

Benson Pau

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



ABOUT HONG KONG SMART GIFTS DESIGN AWARDS 2014

香港智營禮品設計大賞2014簡介

With support from CreateSmart Initiative (CSI), a government funding under "CreateHK", The Hong Kong Exporters' Association (HKEA) successfully initiated the **Hong Kong Smart Gifts Design Awards (HKSGDA)** for the third year.

By offering a wide spectrum of giftware items spanning from simple to sophisticated, fair priced to high-valued light consumer products, Hong Kong has been a world-renowned giftware sourcing centre. Giftware items span across a wide spectrum, including a variety of toys, novelty items, branding gifts, stationery, home-ware, electronic items, fashion and accessories, precious and non-precious jewelry and watches and the like.

Giftware is a kind of short life cycle product which is highly sensitive to the dynamics market, especially under the ever-changing economic of the world nowadays. To cope with the thriving and ever changing global gift and premium market, the "SMART" winning way is to empower the business in diversification and altering the business model with support from Government resources and design expertise.

The purpose of the awards is not only to facilitate creativity and drive innovations among design talents, it seek to inspire designers to consolidate the necessary skillsets involved with design and business to enhance their competitiveness in the evolving market. On the other hand, the Awards encourage Hong Kong giftware manufacturers and exporters to create their own designs by making use of advanced technology and groundbreaking techniques integrated with marketing and business strategies. It recognizes local companies' ability to adapt and create original designs into a commercial success through "smart" business planning, thereof, as a result, successfully transformed the industry.

Besides, the Awards nurture new talents in various academies and provides guidance on developing well-rounded skills and strategies to benefit the HK economy as well as exports & manufacturing industry in the long-term.

Mission

- To sharpen competitive edges and mobilize the entire spectrum of the giftware industry to transit from OEM to ODM and OBM.
- To maintain and upgrade the status of Hong Kong as a major sourcing hub for giftware.
- To nurture new design talents that are attuned to the various demands of the industry including design, marketing and business development.
- To educate youth and society on appreciating the added value of innovative, original designs and marketing strategies.

在香港政府「CreateHK」（創意香港）的『創意智優計劃』資助下，「香港出口商會」（HKEA）成功啟動第三屆『香港智營禮品設計大賞』。

香港一直享有禮品採購中心的國際美譽，為全球買家提供各類型禮品產品，從簡易到精密設計、從廉價到昂貴輕便的消費品，各適其適、應有盡有。禮品類別繁多，包括玩具、新奇產品、宣傳贈品、文具、家居用品、時尚產品和飾物、貴價和非貴價珠寶及鐘錶等等。

由於禮品與現代生活方式快速變化息息相關，為緊貼市場的轉變，禮品的銷售週期相對較短。為應對激烈和不斷變化的全球禮品及贈品市場，商業模式多樣化，善用政府資源和市場設計人才，才是「智營」之道。

『香港智營禮品設計大賞』之目的不單促進設計師的創造力和推動創新，更看重啟發設計師鞏固自身在設計和商業方面的必要技能，以提升其在瞬息萬變的市場中的競爭力。另外，『智營大賞』鼓勵香港禮品製造商和出口商通過先進科技、創新技術，結合營銷策略，推出自己品牌的設計。『智營大賞』認同本地公司具有適應和推出原創品牌設計的能力，通過智營商業策劃方案發展成商業成果，將有效地推動業界的轉型，配合持續香港經經濟發展模式。

此外，『智營大賞』培育不同院校的新晉設計人才，並提供指導以發展全面技能和策略，長遠而言有利於出口和製造行業及香港經濟。

目標

- 提升競爭優勢、促進整個禮品行業從「原廠製造」轉型為「原創設計」和「原創品牌」
- 維持和提升香港作為重要禮品採購中心的地位
- 為設計、營銷模式和市場拓展等方面的需求培育新晉設計人才
- 培養年輕以至整體社會欣賞創新、原創設計和營銷策略的附加值



Vist SGDA Website
歡迎瀏覽 SGDA 網頁



HONG KONG
SMART GIFTS
DESIGN AWARDS

ROVING EXHIBITION SCHEDULE

得獎產品巡迴展覽日程

- 
- 7 – 11/2/2014 ● **Ambiente Frankfurt 2014**
法蘭克福春季消費品展2014
Hall 11.1, Booth A-19, Messe Frankfurt,
Ludwig-Erhard-Anlage 1, 60327 Frankfurt am Main, Germany
Website 網頁: www.ambiente.messefrankfurt.com
(For Trade Only 只供業內人士參觀)
2013 winning entries showcased at Ambiente Frankfurt 2014
2013「智營設計大賞」得獎作品已於德國法蘭克福春季消費品展2014中展示
- 27 – 30/4/2014 ● **HK Gifts & Premium Fair 2014**
香港禮品及贈品展2014
Booth 5C-A23, Hong Kong Convention and Exhibition Centre,
1 Expo Drive, Wan Chai, Hong Kong
香港灣仔博覽道1號香港會議展覽中心5樓5C展覽廳 A-23展位
Tel 電話: (852) 1830 668 Website 網頁: www.hktdc.com
(For Trade Only 只供業內人士參觀)
- 3 – 16/5/2014 ● **d-mart, HKDI & IVE (Lee Wai Lee)**
d-mart, 香港知專設計學院及香港專業教育學院 (李惠利)
3 King Ling Road, Tseung Kwan O, New Territories, Hong Kong
香港新界將軍澳景嶺路3號
Tel 電話: (852) 3928 2761 Website 網頁: www.hkdi.edu.hk
- 2 – 11/7/2014 ● **Covered Piazza, Times Square**
時代廣場地面展覽廳
G/F, 1 Matheson Street, Causeway Bay, Hong Kong
香港銅鑼灣勿地臣街1號
Tel 電話: (852) 2118 8088 Website 網頁: www.timessquare.com.hk
- 9 – 11/7/2014 ● **GIFTEX World, Tokyo, Japan**
日本・東京國際禮品採購展
Tokyo Big Sight, 3-11-1 Ariake, Koto, Tokyo, 135-0063 Japan
Website 網頁: www.giftex.jp
(For Trade Only 只供業內人士參觀)

MESSAGE FROM JUDGING PANEL

評審團的話

"I am very impressed by the diversities of products. The concepts behind entries are heading to many different directions and categories. The quality of the entries are very high and many designers can make a very good use of the culture to the products."

"本年度的參賽產品非常多元化，設計的概念來自許多不同的方向，並有非常高的質量。更值得一提的是參賽設計師均能把文化融合並表達於產品設計上，令我印象深刻。"

Professor Cees de Bont *PhD* 方啟思教授

Dean & Swire Chair Professor of Design
School of Design of The Hong Kong Polytechnic University
香港理工大學設計學院院長及太古設計學講座教授



"This is my first time to be the judge for "Smart Gifts Design Awards". I am impressed to see so many high-quality entries, which is very comparable to the standard of many other international design competitions. Many designers are so talented to transform Chinese culture into marketable products."

"這是我第一次當「智營禮品設計大賞」的評審，令我留下深刻的印象。看到質素那麼高的參賽作品，簡直媲美許多其他的國際級設計大賞。許多設計師都非常有才華，把中國文化轉化成暢銷的商品。"

Mr. Andrej Kupetz

General Manager,
the German Design Council in Frankfurt / Main, Germany
德國法蘭克福 the German Design Council 總經理



"I am impressed to see so many products are designed with good concept behind. The Awards definitely encourage more people to create products with new concept and eco-friendly products."

"看到這麼多的產品都有很精彩的設計概念，使我非常難忘。相信「智營設計大賞」定能鼓勵更多人，以更新的理念設計出更多環保產品。"

Mr. Elmond Cheung 張恒傑先生

Head, LOG-ON Business Unit, Hong Kong Market,
City Super Limited, HK
City Super集團香港公司，LOG-ON營業部主管



"I am happy to see there are more different products this year, and many with environmental protection concept behind. From their products, the new generation designers demonstrate their creativity and higher skills in turning idea to marketable products"

"我很高興地看到今年有更多不同的產品，尤其很多具有環保概念。從產品中更能見證新一代的設計師，在把概念轉化成商品中，展示他們的創造力和更高的技能。"

Mr. Freeman Lau Siu Hong 劉小康先生

Vice Chairman of Hong Kong Design Centre, HK
香港設計中心副主席



"This is not just the only design award for gift that I know. I am happy to see many products have the environmental protection elements, which makes the products more durable and also educate enduser to think about this topic."

“這不是一個一般的禮物設計大賞。我很高興地看到許多產品具有環保元素，使產品更耐用，並能教育用家去思考環保議題。”

Professor Yongqi Lou 婁永琪教授
Dean College of Design and Innovation of
Tongji University, China
中國同濟大學設計創意學院院長 教授



"This is my second time to be the judge for Smart Gifts Design Awards. The overall quality of entries are higher, especially in the Student Division. The addition of the Young Creative Individual is especially helpful to the young designers, as they can learn how to market their products through this award."

“這是我第二次成為智營禮品設計大賞的評審。參賽作品的整體質素心比去年提升許多，特別是在學生組。加入獨立創意組是特別對年輕設計師有幫助。因為他們可以通過這個大賞，學習如何推銷他們的產品。”

Mr. Ross McBride
C.E.O. / Design Director of K.K. Normal, Japan
日本 K.K. Normal 產品設計公司 C.E.O. / 設計總監



"There are many creative entries, which surprised me that there are so many innovative designers in Hong Kong! I am very impressed not just by the designs, but by the ideas of taking care of the environment and the marketability of the products. "

“看過很多有富有創意的作品後，才驚覺香港有這麼多具創意的設計師！令我非常深刻的不僅是產品設計，同時也是從設計概念對環境關注的理念和產品於市場的強大競爭力。”

Mr. Roger Shing 成偉業先生
Corporate Director of Procurement,
Rosewood Hotel Group, HK
香港瑰麗酒店集團採購總監



SPONSORING & SUPPORTING ORGANIZATION

贊助及支持機構

Sponsoring & Supporting Organization 贊助及支持機構



Supporting Trade Organization 支持商會



香港中華廠商聯合會
The Chinese Manufacturers'
Association of Hong Kong



香港工業總會
FHKI
Federation of
Hong Kong Industries



香港中華出入口商會
The Hong Kong Chinese Importers' & Exporters' Association

Gold Sponsoring Organization 主要贊助機構



Sponsoring Organization 贊助機構



CORPORATE GROUP

公司組別

Entries of 5-Category : Completed Product

五個產品類別：完整產品

- Corporate Promotional Gifts / 企業宣傳禮品
- Consumer Gifts: For Home / 消費禮品：家居環境
- Consumer Gifts: For Workplace / 消費禮品：工作間
- Consumer Gifts: For Play / 消費禮品：優閒玩耍
- Consumer Gifts: Occasional Gifts / 消費禮品：節日禮品



5-CATEGORY 五個組別

Corporate Promotional Gifts / 企業宣傳禮品

- Give-away premiums were designed for multi clients
贈品設計適合各種類型的公司客戶
- Serve as corporate souvenir or free gifts to promote client's corporate image or special project / event
為宣傳企業形象或特定項目設計的公司紀念品或免費禮品

Consumer Gifts: for Home / 消費禮品：家居環境

- Gifts dedicated to particular recipient, i.e. B2C or C2C
禮品用於特定客戶群（例如：企業對消費者或消費者對消費者）
- Focus on 'customization' of gift to target group of customers
為特定目標顧客群『度身設計』
- For home environment
適合在家居環境使用

Consumer Gifts: for Workplace / 消費禮品：工作間

- Gifts dedicated to particular recipient, i.e. B2C or C2C
禮品用於特定客戶群（例如：企業對消費者或消費者對消費者）
- Focus on 'customization' of gift to target group of customers
為特定目標顧客群『度身設計』
- For work place environment
適合在工作間使用

Consumer Gifts: for Play / 消費禮品：優閒玩耍

- Gifts dedicated to particular recipient, i.e. B2C or C2C
禮品用於特定客戶群（例如：企業對消費者或消費者對消費者）
- Focus on 'customization' of gift to target group of customers
為特定目標顧客群『度身設計』
- For play and fun
適合消閒和娛樂玩耍

Consumer Gifts: Occasional Gifts / 消費禮品：節日禮品

- Gift dedicated to special occasions such as. festives/holiday gifts, occasional gifts etc.
禮品用於特定的日子，例如節令/假期，慶祝禮品等
- For different custom festivals and cultural festivals such as Chinese New Year, Dragon Boat Festival, Mid-Autumn HK SAR Establishment Day, etc.
適合傳統節令，例如春節、端午節、中秋節和香港特別行政區回歸紀念日等
- For religion festivals include Thanksgiving, Christmas, Hanukkah, Valentine's Day, Mother's Day, Ochūgen/Oseibo etc,
適合宗教節日，例如感恩節、聖誕節、光明節、情人節、母親節和日本中元節等
- For special occasions include Anniversary, Birthday, Wedding, New born Baby, Back to School, Graduation etc.
適合特殊慶祝日子，例如週年紀念日、生日、婚禮、新生命誕生、開學日和畢業禮等



Corporate Promotional Gifts - GOLD / 企業宣傳禮品 - 金獎

2 in 1 Card Case Mobile Phone Stand 2 in 1 超薄型名片手機立架

Designer 設計師 : Jeff Tsai 蔡聖偉

Company 公司 : J&W Communication Co., Limited

Website 網頁 : www.mywish.asia

A name card holder is a businessman daily must have item while a smart phone is another essential. Our product is a pocket size, portable 2 in 1 name card holder with mobile phone stand which can keep your phone up when the front cover is opened and store your business cards safely. It can also use for watching video and navigating photo on your phone wherever you want.

商務人士隨身攜帶名片盒，手機又是都市人每日必備工具，把名片盒、手機座兩種產品功能合一，成為既是名片收納盒又是觀看智能手機屏幕座，讓經常外出人士有隨身行動手機佇立架，名片盒上蓋亦可自由組合替換，更可按要求製作上蓋圖案，實用方便。



Corporate Promotional Gifts - SILVER / 企業宣傳禮品 - 銀獎

Smart Clip

Designer 設計師 : Will Ng
Company 公司 : Sweda Limited
Website 網頁 : www.sweda.com.hk

Everyone need to spend 10 minutes in searching for trivial things everyday. Now with the new Smart Clip can help you to solve this trouble. Smart Clip equipped with a bluetooth device to locate your stuffs and it can serve as your photo taking helper with a distance control photo shutter. Use the 'Smart Clip', you will get the smart way in your daily life.

數據顯示，我們每天要花大約十分鐘來找尋物件，令人煩惱。幸好萬能夾(Smart Clip)的發明正可解決上述問題，它透過藍牙技術遠距離控制手機自動，只需按一個鍵便可以找回電話或小佩件等等...



Corporate Promotional Gifts - BRONZE / 企業宣傳禮品 - 銅獎

Luggage Tag with Foldable Bag

Designer 設計師：Helena Chiu; Bob Cheung; Lapmon Lam
Company 公司：DaDa Group Ltd
Website 網頁：www.dadagroup.com.hk

This Luggage Tag with Foldable Bag endowed with innovative and practical purposes. Under the tide of environmental protection and sustainable development, this foldable bag is made of GPET (Green Pet) polyester, recycled from 100% post-consumer plastic bottles. It comes with an adorable detachable aeroplane-shape luggage tag which can be a key holder or a coin purse individually. This lightweight, durable and foldable package is easily for consumer to carry them and use it frequently.

飛機造型的行李掛牌兼可摺疊的環保購物袋，在環保和可持續發展的趨勢下，選用由百分百回收用後PET膠樽製造而成，產品結合創新功能和實用價值。此購物袋並附有一個可愛的飛機造型行李掛牌，可收納於購物袋內，或獨立當作鑰匙套或零錢袋使用。此產品輕巧耐用，既可以支持循環回收和廢物利用，更可以減輕環境的負擔，一舉兩得。



Corporate Promotional Gifts - MERIT / 企業宣傳禮品 - 優異獎



Blasting Brick

Designer 設計師 : Fai Leung; Michael Choi
Company 公司 : P.S.L. Limited
Website 網頁 : www.pslworld.com

Our blasting brick speaker is the simplest solution ever! Just put your mobile phone on top of it, it magically amplifies the sound and music. 'Retro' amplifier controller with a funny look and it used silicone rubber as the major part, it's modern, colorful and environment friendly.

We focus on global promotion market so that we provide small MOQ for custom colour and different kinds of printing method to buyers as highlight their cooperate logo.

A trendy practical item with retro modern image, it is a good promotional item for all of you.

'Blasting brick' (擴音磚)是一個擴音揚聲器，只需開動智能電話的音樂，把電話放在擴音磚頂部，音樂便會自動擴大。

懷舊的外形設計令人懷念，再配上現今流行的矽膠物料，使擴音磚既環保又具現代色彩。

我們專注禮品市場，故不只提供高品質，更切合客人特別需要，提供細數量的訂單服務等等...

'Blasting brick' (擴音磚)是絕對是集合現代與科技於一身的禮品好選擇！



COLORNAME 字母耳機防塵塞

Designer 設計師 : Jeff Tsai 蔡聖偉
Company 公司 : J&W Communication Co., Limited
Website 網頁 : www.mywish.asia

Random combinations with 26 English alphabets in your names or any meaningful words.

Package include a headset dust plug, key rings, a phone strap that can freely change and assemble.

This product is applicable for phone or tablet in 3.5mm earphone jack.

Customization with brand logo, figurine, exclusive dolls, screen cleaning cloth, stylus, etc... can be made on request.

運用26個英文字母隨意組合成您的英文名字或其他單字。

完整包裝內附耳機防塵塞、鑰匙圈、手機吊繩等配件，可自由組裝變化。

適用於具備3.5mm標準圓形耳機孔的手機或平板電腦等裝置。

可依照客戶需求結合品牌標誌、吊牌、專屬公仔、螢幕擦拭布、觸控筆等功能。

Corporate Promotional Gifts - MERIT / 企業宣傳禮品 - 優異獎



MingCha For Him & For Her Gift Set 明茶房男士及女士之選茶禮盒

Designer 設計師 : Vivian Mak 麥蕙蘭

Company 公司 : MingCha Limited 明茶房有限公司

Website 網頁 : www.mingcha.com.hk

"MingCha For Him & For Her Gift Set" is a brand new concept in current Chinese tea market which focuses on the features and characters of traditional Chinese tea and flower tea. The set matches the intimate combination of tea and flower tea with consideration of the different physique of man and woman.

Tea and flower can be brewed individually or together, which provides more options and fun in your tea brewing.

明茶房男士、女士之選，以結合傳統中國茶及花茶的功效與特性為基礎，針對男女不同體質，配搭出茶與花的貼心組合，是現今中國茶市場中一個嶄新概念。

此外，茶與花既可獨立沖泡，亦可混合沖泡。以玻璃圓管存放茶葉，外型簡約美觀，內附圖文並茂的單張，適合追求新穎，同時講究健康心意的客戶。



QR Mug

Designer 設計師 : Chan, Siu Ki 陳兆麒

Company 公司 : 01 Power Limited 力研動力有限公司

Website 網頁 : www.gattola.com

Many company gifts are printed with company name, logo or slogan but it's not easy to stand out from the market.

As QR code is very popular now, this design make use of the trend and make a square mug to fit with the code perfectly. The mug printable surface is limited, corporates can convert lengthy information and messages into a QR code and print on the mug. Customers scan and get the message from smartphones easily.

QR Mug is definitely a trendy and attractive for customers to 'decode' the code message.

傳統企業禮品把繁瑣的公司名稱，又將標誌和標語統統印上，未見突圍而出。

近年二維條碼(QR Code)十分流行，設計師利用這個新趨勢，以一個方形杯配合二維條碼形狀，在有限的杯面範圍上，企業可以將冗長公司地址或訊息，透過印刷二維條碼印刷在杯上，客戶可以手機的二維條碼掃描功能，輕易取得資訊，令廣告訊息更有效地傳播。

產品相信對客戶是一個時髦及有趣的資訊解碼器。

Corporate Promotional Gifts - MERIT / 企業宣傳禮品 - 優異獎



MagLink-I: Compact Mobile Connection Kit

Designer 設計師 : Kelvin Ip
Company 公司 : aMagic Ltd. 一絕有限公司
Website 網頁 : www.amagic.com

MagLink-I is a multifunctional Compact Power Connection Kit. It's designed in a compact and portable key chain fashion. It simply connect two digital gadgets with charging and data synchronization functions, it also serves as a MicroSD card reader. The built-in nano SIM & micro SIM card adaptors enable the inter-changing between all smartphones. The built-in iPhone 4/5 adaptors also satisfy Apple users. Lastly, an embedded SIM slot ejecting pin with security lock is an equally important gear. MagLink-I is undoubtedly your best companion with your travel.

MagLink-I輕鬆方便為你的數碼產品傳送資料和充電！MagLink-I袖珍型手機連接套件擁有獨特鑰匙扣設計，方便輕巧，內含多種隨身功能。它能同時為你的數碼產品充電及兩個數碼設備進行數據同步或作MicroSD卡傳輸，其嵌入式的nano SIM及micro SIM轉換卡，使所有手機SIM卡隨意轉換。除了能滿足通用的micro USB充電頭外，內置式的iPhone4或5轉換頭更可滿足蘋果手機用戶，更附有安全鎖扣的SIM卡槽小針。MagLink-I是你出外旅行公幹的必然首選！

Corporate Promotional Gifts - FINALIST / 企業宣傳禮品 - 入圍作品



Jelly shaker

Designer 設計師 : Jason Ho, Yip Shing ; Hugo Ip, Tang Fung
Company 公司 : Kool Limited 高明利有限公司
Website 網頁 : www.kool.com.hk



Hong Kong's Premium Rose Liquor

Designer 設計師 : Gianluca Cinquepalmi; Adrienne Chan
Company 公司 : 1.618 Limited
Website 網頁 : www.brandnaissance.org



Aero le Plane - Sunny Face

Designer 設計師 : Angie Wong
Company 公司 : Lysia Marcomm Limited
Website 網頁 : www.lysia.com.hk



2014 The Year of Horse Calendar

Designer 設計師 : Chris Ng; Clement So; Stanley Or
Company 公司 : Urban Air Design Limited
Website 網頁 : www.urbanairdesign.com

Corporate Promotional Gifts - FINALIST / 企業宣傳禮品 - 入圍作品



iPower Juice External
Battery Pack

Designer 設計師 : Levo Chan, Feng Ming

Company 公司 : Momax Technology (HK) Ltd 摩米士科技(香港)有限公司
Website 網頁 : www.momax.net



Chess Set Carrier

Designer 設計師 : Helena Chiu
Company 公司 : DaDa Group Ltd
Website 網頁 : www.dadagroup.com.hk



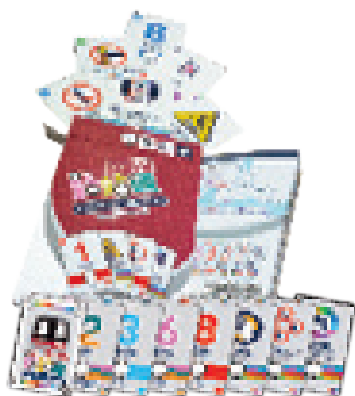
MingCha Teapot Set -
Jasmine Blossoms
明茶房玻璃茶壺連茉莉仙桃茶套裝

Designer 設計師 : Vivian Mak 麥蕙蘭
Company 公司 : MingCha Limited
明茶房有限公司
Website 網頁 : www.mingcha.com.hk



FOLDABLE TOTE BAG WITH
SQUARE EVA HARD COVER

Designer 設計師 : Jackie Lau
Company 公司 : Travel Products Corporation Limited
Website 網頁 : www.travelproducts.com.hk



"MTR Railway Journey"
Card Game

Designer 設計師 : Andrew Au
Yeung, A Local Company Limited
Company 公司 : MTR Corporation
Website 網頁 : www.mtr.com.hk/chi/shopping/intro.html



Powerguard

Designer 設計師 : May Hui
Company 公司 : Bestselling Limited
Website 網頁 : www.bebeenergy.com



Woodjobber

Designer 設計師 : YWY
Company 公司 : Trendex International H.K.
Website 網頁 : www.trendex.hk



"Papa" Tea Strainer

Designer 設計師 : Kuo, Hsin Yau
Company 公司 : Zan's Global Ltd.
尚思環球有限公司
Website 網頁 : www.zansglobal.com



HKSGDA 2014
GOLD
- Corporate -



Consumer Gifts : for Home - GOLD / 消費禮品 : 家居環境金獎

Parrot Flower Power

Designer 設計師 : Henri Seydoux

Company 公司 : Parrot Asia Pacific Limited

Website 網頁 : www.parrot.com

Your personal gardener assistant!

Parrot makes Internet enter your garden with Parrot Flower Power, the first smart wireless sensor equipped with Bluetooth Smart technology that connects to your Smartphone and accompanies you in the maintenance of your plants.

Parrot Flower Power monitors and analyses 4 crucial criterias to a plant growth: soil moisture, fertiliser, ambient temperature and light intensity.

The date of each plant are stored in the flash memory of the Parrot Flower Power and regularly transferred in Bluetooth Smart1 to a Smartphone or tablet equipped with the free Flower Power App.

You will then be able to consult their respective data and analysis easily on a single Smartphone or tablet and so, to be guided in the maintenance of your plants or alerted in the case of an action to be done.

Rookie gardeners, experts of planting or involuntary serial killers of plants... Join the 'eco-geek' movement!

您的私人園藝助手！

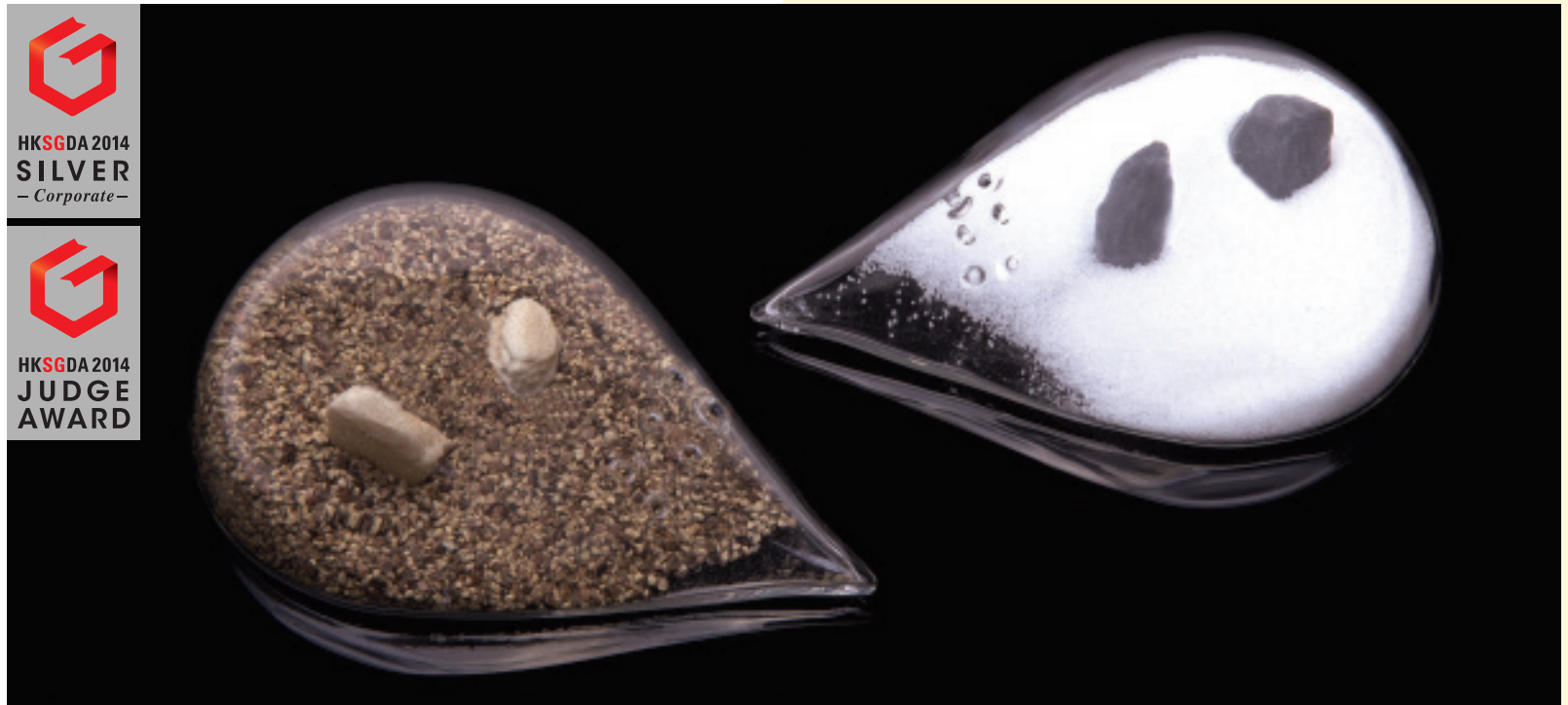
Parrot Flower Power 利用互聯網進入你的花園，它是首個配備藍牙智能技術的智能無線植物監測器，並可連接到你的智能手機，與你一起悉心照顧植物。

Parrot Flower Power 會監控和分析生長在盆栽或空地的四種影響植物生長要素：泥土濕度、肥料水平、溫度和光線。

不同植物每日的種植情況均存儲在Parrot Flower Power 的快閃記憶體中，並會定期透過Bluetooth Smart 傳送至裝有免費的Flower Power 應用程式的智能電話或平板電腦。

隨後您可於智能電話或平板電腦上輕易地取得個別的種植數據並獲到諮詢及分析，引導您如何照料植物及提醒你要完成的事項。

無論你是園藝初學者、植物專家或無心的植物連環殺手... 都一起加入「生態迷」的運動吧！



Consumer Gifts : for Home - SILVER / 消費禮品：家居環境 - 銀獎

Zen Garden Salt & Pepper 禪景調味瓶

Designer 設計師：Odin Yuen

Company 公司：Obgic Limited

Website 網頁：www.obgic.com.hk

Awarded by 嘉許者：

Professor Yongqi Lou 婁永琪教授

Dean College of Design and Innovation of Tongji University, China

中國同濟大學設計創意學院院長 教授

To see the world in a drop of water, and a world in dribs and drabs.

Delicacy is not only a sensual pleasure of eating, but also a beautiful scenery on the dining table.

After adding salt or pepper into the delicate water drop-shaped glass container, just cover the rockery-like bottom lid, it appear as if Zen stones were standing among dazzling snow or a relax ornament. Dedicated to filling your life with blessings, joyful and surprise, we wish to bring you an aesthetic fine dining experience.

一滴清水內藏一個世界，世界內又充滿點點滴滴。

美食之美不只是感官上的愉悅，還有桌上的一幀風景。

只需把鹽或胡椒放入精緻的水滴形玻璃容器後，使用如假山般的底蓋，看起來彷彿如禪園石頭站在耀眼的積雪當中，或者成為讓人感覺放輕鬆的裝飾品，為您的生活送上祝福、喜悅和驚喜，更希望給你帶來一種全新的美食體驗。

Consumer Gifts : for Home - BRONZE / 消費禮品：家居環境 - 銅獎

Cap&Seal

Designer 設計師：Gray Leung 梁慶紀

Company 公司：Graphic Guides Design Company 設計特區

Website 網頁：www.c-for-carbon.com

Cap&Seal can partner with a bottle cap to become a poly bag sealer or assist as a bottle opener. Cap&Seal makes the re-use of a bottle cap and a poly bag possible. Our design philosophy not only cares about aesthetic or life improvement, environmental protection is also our major consideration.

因回收膠樽時樽身及樽蓋要分開處理，Cap&Seal能配合膠樽蓋變成保鮮袋封口器，或是開樽蓋助手，兩者皆可重複使用，雙倍環保。設計潮流已不只追求美觀外型及改善生活，保護環境同時是一重要因素。



Consumer Gifts : for Home - MERIT / 消費禮品：家居環境 - 優異獎



REVO Tea Scoop & Infuser 茶勺泡茶器

Designer 設計師：Chan, Chi Leung; Luo, Pei Fan
Company 公司：Jeep Innovation Ltd. 尋印創意有限公司
Website 網頁：www.becoming-designer.com

Awarded by 嘉許者：

Professor Cees de Bont *PhD* 方啟思教授
 Dean & Swire Chair Professor of Design
 School of Design of The Hong Kong Polytechnic University
 香港理工大學設計學院院長及太古設計學講座教授

The "REVO" bamboo fiber tea infuser by JEEP Innovation LTD is your personal tea infusing expert. Made of natural bamboo fiber, REVO is 100% recyclable. Coming from the concepts of traditional scoop and clamp, REVO is extremely easy to use. Simply swipe open to scoop your favorite tea leaf, and let it spring back by the magnetic force to store and secure the tea inside automatically before steeping in the water.

REVO，取旋轉之意，其特別的使用方式，集茶勺與泡茶器功能於一體，只需單手旋開，待舀入適量茶葉後鬆手，REVO便會在磁力作用下自動合攏並緊閉，保證茶葉不會漏出。

產品採用最新竹纖維材料加工而成，REVO的標誌性物料、質感和流線造型令人過目不忘。以純天然的物料製成，可在自然分解，更加環保。

Consumer Gifts : for Home - MERIT / 消費禮品：家居環境 - 優異獎



POT CLIP

Designer 設計師：Sze, Yu Hin; Chan, Kwok Fai; Yu, Wai Ping
Company 公司：bewater workshop limited 彼我它工房有限公司
Website 網頁：www.bewaterworkshop.com

Pot Clip is your best assistant when you cook. Simply clip it to the edge of the pan, it stays there and you can move round your cooking utensil when necessary. This clip is made by heat-resistant silicone and it is able to fit different sizes of kitchenware and cooking utensils with firmly grasp.

鍋夾是你烹調時的最佳助手。只要簡單地把它夾到鍋緣，有需要時它便可以幫你攔着廚具。鍋夾是用耐熱矽膠製造，它不單能牢固地抓住鍋緣，並可配合不同尺寸的烹調用具。



KidoKare Children Care Series

Designer 設計師：Maurice Kwok; Steve Yeung; Ball Cheung; Stephen Lo
Company 公司：InnoSphere Product Development Ltd. 天品研發有限公司
Website 網頁：www.innosphere.hk

KidoKare – Your Kids, We Care! (Children Care Product Series)

Built-in Microban® Antimicrobial Technology - Children's products can be a breeding ground for the growth of microbes. For the ultimate in cleanliness protection, KidoKare products now feature built-in Microban antimicrobial technology that continuously inhibits the growth of stain causing bacteria on product surfaces. By incorporating Microban® technology these products will stay cleaner and fresher for longer.

Design with Joy and Care - KidoKare's uniqueness design not only provides comfort for the use by the parents, but also gives unlimited imagination of dreaming products. Our philosophy of creation is to keep thinking what KidoKare® can do to make parenting life happier and more enjoyable.

KidoKare – 以關懷幼兒為己任! (幼兒護理產品)

妙抗保(Microban®)美國抗菌科技 – 幼兒產品可以是微生物的溫床，為了對幼兒提供最佳保護，所有KidoKare產品都應用了妙抗保(Microban®)美國抗菌科技，滲透於產品材料中，絕不會因沖洗而流失，亦不會磨損，確保抗菌效能持久發揮。

開心關懷設計 – KidoKare產品設計以細緻體貼為原則，除了為幼兒父母提供可靠安心的產品外，更把產品設計得時尚可愛，功能嶄新獨特。

Consumer Gifts : for Home - MERIT / 消費禮品：家居環境 - 優異獎



HKSGDA 2014
MERIT
- Corporate -



Germ-Buster

Designer 設計師：Brian Sun 孫騰章

Company 公司：Technical Development (HK) Limited
得利高拓展有限公司

Website 網頁：www.technicalliving.com

Germ-Buster, our innovative solution to a healthy and safety family living environment. With increasing awareness on killing harmful bacteria, the market is full with merchandises to improve personal hygiene. However, we always miss one key area: your dust bin.

Germ-Buster is a dust bin equipped with UV and ozone emission to kill germs and remove bad odor from daily trash. It works well with kitchen waste, surgical masks, even pets or babies excrement.

滅菌王(Germ-Buster)新一代滅菌除臭垃圾桶，利用紫外線技術殺滅細菌，清潔家居。產品接上電源或充電後會釋出紫外線及臭氧，可殺滅99.9%細菌，包括非典型感冒菌、大腸桿菌、金黃葡萄球菌、綠膿桿菌、沙門氏菌及枯草芽孢桿菌。可選擇滅菌次數及時間長度，若油壓式設計的桶蓋未蓋好，蜂鳴器會發出一分鐘提示響聲，同時，釋出紫外線及臭氧滅菌程式會自動停止，確保安全。

除功能上切合需要外，外型設計包含東方“天圓地方”的概念，圓形蓋子配方形桶底，時尚實用，使本產品更能融合型格家居。



HKSGDA 2014
MERIT
- Corporate -



Triple Peeler

Designer 設計師：Mustapha Abdulhusein Ebrahim; Wen, Kwok Wai; Trevis Russel Kurz; Christopher Hawker; Jessica Moreland; Christopher Trunek; Joel Beebe

Company 公司：Masterful Limited 萬富公司

Website 網頁：www.masterful.com.hk

The design concept is to apply a functional product together with the value that can be used in daily living. This product is target in attracting young generation as the consumer group. This is a ODM product.

本產品設計理念是把功能性與日常生活的產品二合為一，目標是希望吸引年輕的消費群。本產品是原設計生產。

Consumer Gifts : for Home - FINALIST / 消費禮品：家居環境 - 入圍作品



HomeRun

Designer 設計師: Fai Leung;
Michael Choi
Company 公司: P.S.L. Limited
Website 網頁:
www.pslworld.com



TEA LID strainer - CLOUD
雲朵泡茶器

Designer 設計師: Sze, Yu Hin;
Chan, Kwok Fai; Yu, Wai Ping
Company 公司: bewater workshop
limited 彼我它工房有限公司
Website 網頁:
www.bewaterworkshop.com



Snap Cup

Designer 設計師: Filippo Protasoni
Company 公司: 01 Power Limited
力研動力有限公司
Website 網頁:
www.gattola.com



2-in-1 Air Purifier with Hand
Vacuum Cleaner

Designer 設計師: Lee, Wen Ching
Company 公司: Babybelle Asia
Limited 愛貝恩亞洲有限公司
Website 網頁:
www.bb-babybelle.com



Tea Button

Designer 設計師: Chan, Chi Leung;
Luo, Pei Fan
Company 公司: Jeep Innovation
Ltd. 尋印創意有限公司
Website 網頁:
www.becoming-designer.com



Oolloo 7-in-1 travel set

Designer 設計師: Helena Chiu
Company 公司: DaDa Group Ltd
Website 網頁:
www.dadagroup.com.hk



CHILLPOD

Designer 設計師: David Spratley
Company 公司: Intelligent Ice Asia
Limited
Website 網頁:
www.intelligentice.com



**HKSGDA 2014
GOLD
- Corporate -**

**HKSGDA 2014
JUDGE
AWARD**

Consumer Gifts : for Workplace - GOLD / 消費禮品：工作間 - 金獎

Zcan+

Designer 設計師： Sam Ng 吳俊深

Company 公司： Systech Electronics Limited 捷聯電子有限公司

Website 網頁： www.d-toi.com

Zcan+ is a mouse that has a built in scanner, with the additional OCR (Optical Character Recognition) software. It eliminates the need to have a flatbed scanner at home or on a desk, not only that, but with it being the size of your average mouse, the user is able to bring a scanner with them on their travels. The OCR software allows them to extract typed text from anything they've scanned, and using our software; you are able to edit sentences in a Word, edit spreadsheets in Excel, translate a text in Google Translator, scan images and share them instantly through social media outlets or email. We have targeted Zcan+ at students, office workers and others, who would benefit from the ability of scanning books without damaging them or extracting specific information from a paragraph in a page. Zcan+, why type when you could scan.

Zcan+是一個二合一的掃描滑鼠，小巧易用，並且具備OCR文字辨識功能，支援多達199種字符。只需點擊一下置於滑鼠頂部的按鈕，在所需文件、報表或圖片上滑動幾下，即可輕鬆完成掃描。掃描完成後，程式會同步辨識格式檔案。用戶可拖曳檔案至Word或Excel內進行文字或表格編輯，節省人手輸入時間。檔案更可直接上傳至社交網站如Facebook，檔案分享工具Dropbox或是電子郵件進行分享；亦可即時透過谷歌翻譯(Google Translate) 翻譯文字為英文、日文、繁體中文、簡體中文等超過60種語言。Zcan+專為學生、白領及一些需要掃描，但卻不破壞書本及需要從段落或文章中取得特定資料的用家。Zcan+可掃描任何東西。

Awarded by 嘉許者：

Mr. Ross McBride

C.E.O. / Design Director of K.K. Normal, Japan

日本 K.K. Normal 產品設計公司 C.E.O. / 設計總監



Consumer Gifts : for Workplace - SILVER / 消費禮品：工作間 - 銀獎

XStylus Touch

Designer 設計師：Elton Leung

Company 公司：GreenBulb Trading Limited 健博貿易有限公司

Website 網頁：www.greenbulb.com

This product is target for the professional and amateur illustrators, designers, architects who frequently used an iPad or tablet. The XStylus Touch is designed as a high end touch pen for the iPad, both in touch and feel and functionality. The transforming properties of the stylus (a patented design) provide a perfect physical weight balance and an ergonomic wide grip to the user experience. The crystal clear pen holder (a patented design) keeps the pen with the iPad, if the user so desires.

XStylus Touch是專為經常使用平板電腦的專業或業餘插畫家、設計師及建築師而設的一個既富有觸感又具功能的高端屏幕觸控筆。

XStylus Touch是從第一代stylus觸控筆中升級成一支既有完備物理重量平衡又符合人體工程學的寬握新體驗，透明筆身緊貼平板電腦，使觸控筆與平板電腦融合為一。



Consumer Gifts : for Workplace - BRONZE / 消費禮品：工作間 - 銅獎

Magnetic Ruler 磁性尺子套裝

Designer 設計師： JJ Chao; Yuki Qu
Company 公司： Magnet Ltd.
Website 網頁： www.magnet-ltd.com

Awarded by 嘉許者：

Mr. Andrej Kupetz
General Manager, the German Design Council in Frankfurt/ Main, Germany
德國法蘭克福 the German Design Council 總經理

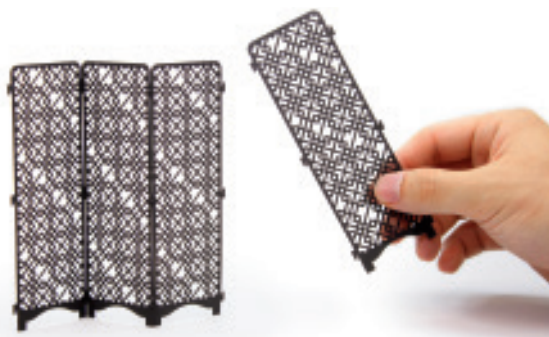
The Magnetic Ruler consisted of two triangles and a right angle, it is designed for all office ladies and gentlemen. This ruler is folded up by the polyline and pack in a polybag along with a well design back card.

We relinquished the regular materials but use a magnetic cardboard instead to make the Magnetic Ruler can attach to a white board or any metal surfaces. This Magnetic Ruler served multifunction, when you folded it up, it becomes a bookmark which can mark into your notebook or reading books. When you need a ruler, just open the bookmark. It can also be used as a magnetic button. If you got this handy magnetic ruler set in your office, you will no longer looking for your own ruler time to time in office anymore.

磁性尺子套裝由兩個三角板和一個直角尺子組成，適合辦公室工作人士。按照折線對折組合可以當作書籤或磁扣使用，配上精美的背卡簡單包裝，非常實用。

這是一款適合廣大辦公室用戶的文具。設計理念是把普通尺子的材質改為配對磁性灰卡，因為帶磁性所以可以隨意吸附在白板上或鐵性表面上。磁性尺子可在摺好後成為書籤放於筆記簿或書本中，需要量度時便打開使用，也可作為磁貼。在公司從此不再需要一次又一次為找尋尺子而煩惱。

Consumer Gifts : for Workplace - MERIT / 消費禮品：工作間 - 優異獎



POSTalk Bookmark

Designer 設計師：Joe Wong

Company 公司：TAKON Product Development Limited

Website 網頁：www.takon.hk

POSTalk presents an irresistible, unique new Bookmark ideas. Chinese screens and grilles are important element in Chinese traditional architecture. This new collection perfectly integrate the Bookmark with this specially designed architecture. Traditional folding screen represents the authority and power of the emperor in Chinese history. Nowadays, the folding screen has evolved into decorative arts, which fully demonstrates its harmonious classical beauty and temperament of scholars.

傳統中國屏風及窗花都是中國建築重要部分，屏風更代表皇帝權力及地位。POSTalk書籤採用了獨特設計，將紙雕藝術及中國傳統建築完美地結合。如今，我們將屏風變成獨特的書籤，充分顯示出當中和諧的古典美及書卷氣質。



Infinity Tape

Designer 設計師：B1GB1OCK

Company 公司：Trendex International Ltd.

Website 網頁：www.trendex.hk

Less is more!

The design was inspired by the shape of the "Infinity" symbol, which implies the meaning of infinite energy at work!

少即是多！

產品靈感來自於“無限”符號，這意味著在工作中有無限能量！

Consumer Gifts : for Workplace - FINALIST / 消費禮品：工作間 - 入圍作品



ColorMan door hooks

Designer 設計師：Jason Ho, Yip Shing; Sam Wong, Hok Pan
Company 公司：Kool Limited
 高明利有限公司
Website 網頁：
www.kool.com.hk



Cartabello series

Designer 設計師：Fai Leung
Company 公司：P.S.L. Limited
Website 網頁：
www.pslworld.com



Animal Skin Luggage Straps

Designer 設計師：Jimmy Lai; Idris Ho
Company 公司：Star Enterprises Ltd.
Website 網頁：
www.igimmick.co



Consumer Gifts : for Play - GOLD / 消費禮品：優閒玩耍 - 金獎

POSTalk Light Model Series

Designer 設計師：Joe Wong

Company 公司：TAKON Product Development Limited

Website 網頁：www.takon.hk



Everyone wants to receive a unique gift from the loved ones. POSTalk Light Model Series, under the theme of joy and happiness, combined with advanced engraving technology and gorgeous lighting effects, which can create a home-like romantic atmosphere to the gift receiptant. By written down your blessings, this exquisite light model becomes an unforgettable precious gift.

每一個人都渴望得到一份獨一無二的禮物。POSTalk Light Model Series 以歡樂、愉快為主題，結合先進的雕刻技術及華麗的光影效果，為家居營造浪漫的氣氛。當寫上你的祝福，這個精緻的模型便會變成難忘珍貴的禮物。



Consumer Gifts : for Play - SILVER / 消費禮品：優閒玩耍 - 銀獎

ReWine

Designer 設計師：Maurice Kwok; Steve Yeung; Ball Cheung

Company 公司：InnoSphere Product Development Ltd.

天品研發有限公司

Website 網頁：www.innosphere.hk

Awarded by 嘉許者：

Mr. Roger Shing 成偉業先生

Corporate Director of Procurement, Rosewood Hotel Group, HK
香港瑰麗酒店集團採購總監

ReWine – Your Celebration Encored (Induction Wireless Speaker)

Upcycling with New Value - Eco-friendly and upcycling made the “ReWine”, disposed wine bottles as a speaker. Used beautiful bottles can be recreated with new characters.

Wireless and Care Free Operation - Place your phone on top and music would be amplified! ReWine is an induction speaker that music amplified WITHOUT using Bluetooth or cable connection at all.

Sculpting the Tone with Characters - Wine bottles have special contours which made an interesting effect on the resonance of sound waves, finally present their own audio characters. Each ReWine speaker has its own charm and feature.

ReWine – 再乾一杯! (磁感無線音箱)

人棄我取，創意再造 - 以環保及增值再造為目標，以棄置的酒瓶為材料，製成磁感無線音箱。把被拋棄的酒瓶，再賦予新生命和價值。

無線操作，簡單易用 - 將手機放在面板，悅耳的音樂便會隨即擴聲！ReWine以磁感操作，無需藍牙設備，也不用電線連接，即放即播。

為音符塑造新個性 - 酒瓶形態各式各樣，瓶中聲波產生與別不同的諧振。每套ReWine也有獨特聲韻，玩味非凡。



Consumer Gifts : for Play - BRONZE / 消費禮品 : 優閒玩耍 - 銅獎

Hong Kong City Souvenir - Travel 2 in 1 Cushion with Neck Pillow

Designer 設計師 : Leonard Lim; Andy Cheung; Rachel Chau

Company 公司 : OMG Design Factory

Website 網頁 : www.omg-design.com.hk

2 in 1 HK City Cushion with Neck Pillow

This is a souvenirs full of Hong Kong features, the cushion pattern is in Hong Kong representative city landmarks and skyscrapers, travelers will remember the happy moments in Hong Kong when they hug the pillow. If you unzip the cushion, it become a neck pillow with all Hong Kong districts names printed on it.



2合1香港城市抱枕及頸枕

這富有香港特色的紀念品，把香港代表性的城市地標作為抱枕圖案，希望旅客更喜歡香港，每當擁著抱枕時便可回味遊覽香港時的快樂感覺。搖身一變，抱枕即變成頸枕，印有香港地區名稱，期待旅客每次使用時都會勾起旅遊所到之處的美好回憶。

Consumer Gifts : for Play - MERIT / 消費禮品：優閒玩耍 - 優異獎



CheckMate

Designer 設計師： Maurice Kwok; Steve Yeung; Ball Cheung

Company 公司： InnoSphere Product Development Ltd.

天品研發有限公司

Website 網頁： www.innosphere.hk

CheckMate – Make You Own Chess with Fun

“Reuse” + “Recreate” - Bottle corks are pretty but worth a penny. With a smart reuse, turn these into a set of delicate chess set which recreate the value and enrich the atmosphere of the game.

Your Chess, Your Collection - The whole set of chess is made of your own cork collection. Just insert a metal tag into the cork and an exclusive chess set formed. The chess board also needs your effort to draw and fill.

My Memory, My Flavor - Each cork has its own piece of memory and flavor, then you mate a proper character of chess and make it complete. The trace of scent from the cork also delivers some aftertaste and recalls.

CheckMate - 樂在造「棋」中

再用+再創造 - 瓶塞雖美，只值分文；略施小計，即變成精緻棋子，下棋時更具氣派。

珍存配棋子 - 整套棋子以珍存瓶塞而成，把金屬片插上瓶塞，即成獨有棋子，再以筆畫作棋盤。

回憶及回味 - 每個瓶塞也伴隨一片回憶及一絲芬芳，再選配合適棋子，使其形神俱備，一邊下棋，一邊回想往昔，百般滋味在心頭。



Meal Set Combo

Designer 設計師： Asta Lok

Company 公司： Prolific International Limited

Website 網頁： www.prolific-hk.com

It's time to go away from the “yearly-spoiled” city, let's Go Wild with this convenience, handy and useful partner.

The Meal Set Combo has lots of new features and functions: The fork is designed in curvy handle with LED light, let you have clear vision during eating in wildness; a collapsible cup with adjustable handle, this combo is portable and easy in storage; a stylish compact bowl, slim body fit all utensils in and pack inside your backpack.

This Meal Set Combo is all you need to enjoy meals in wild.

讓這輕巧實用新拍檔與你離開枯燥的城市，一起投進大自然！

包含大量嶄新功能和元素，用餐組合(Meal Set Combo)把便利融入自然。輕巧的叉匙、LED燈配以流線形磨沙手柄，即使在昏暗地方，視野仍不受影響。配上可轉動把手的摺合硅膠杯，裝放於色彩時尚的碗內，透薄的產品設計易於收藏。

用餐組合(Meal Set Combo)無論日與夜，讓你輕鬆享受野外每一餐。

Consumer Gifts : for Play - MERIT / 消費禮品：優閒玩耍 - 優異獎



Harbor Piece

Designer 設計師 : Keo Ng 吳偉基
Company 公司 : Teaspoon Limited
Website 網頁 : www.teaspoon.com.hk

"Harbor Piece" is not just a simple puzzle, but it also linked with our AR app (Augmented Reality). Once the user completed the puzzle and click on the AR App, they can see a 3D harbor view in their smart device when they focus on the puzzle. Also the user can see the harbor landscape change from the present metropolitan back to the past fishing village, and they can hear the audio effect from the harbor or control the vessels navigation by touching the screen.

"Harbor Piece" 是一件能夠配合AR(擴增實境·Augmented Reality)應用程式的拼圖遊戲。當用戶完成了拼圖後再配合AR應用程式，一個立體的維多利亞港便會出現在他們的智能用品屏幕中。而海港更會分階段慢慢從現今的大都會退變回昔日的漁村。此外用戶更可聽到從維港傳來的聲效，甚至連維港內的船隻活動，用戶都可以透過觸碰屏幕來控制船舶的移動或停止。



Tinbot

Designer 設計師 : B1GB1OCK
Company 公司 : Trendex International H.K.
Website 網頁 : www.trendex.hk

Taking photos by mobile devices and upload to social media is a fashionable way of communication nowadays, however, it's not easy to find a model!

A robot assistant is a dream for everyone to give you a reminder. TinBot can help you now to do everything like holding a memo on the fridge; helping you to hold your pen or doing poses for pictures on soical media, pin interest to share your life experiences with your friends.

都市人喜歡以流動裝置拍照，但要找模特兒就不容易!

每個人都希望擁有一個機器人助手，幫忙提醒要事。TinBot可幫你：把便條貼在冰箱上；裝飾你的照片；變作筆插，甚至..做各種姿勢，扮作模特兒，放在社交媒體上，把興趣和你的生活經驗給朋友分享。

Consumer Gifts : for Play - MERIT / 消費禮品：優閒玩耍 - 優異獎



Organic Farm Buddies Catnap Kitty Plush Toy

Designer 設計師： Susan Pate; Chloe Pate; Karli Leung
Company 公司： Apple Park (H.K.) Limited
Website 網頁： www.applepark.com

Catnap Kitty is a handmade, naturally hypoallergenic plush toy with a totally green concept. It is made by 100% organic cotton fabrics, filling in sustainable, biodegradable corn fiber filling, which free from toxins and harmful chemicals, and packed by recycled paper with soy ink printing. This product is good for our health, our environment, our children and our future.

這款手工製造玩具是以環保為設計概念，只使用安全，無毒，有機，天然且環保的材料，包括100%有機棉布料及可自然分解的玉米纖維填充物，包裝物料都是再造紙及以大豆油墨印刷。產品不僅保障我們孩子的安全，健康，更是為環境保護，及孩子的將來盡一分力。

Consumer Gifts : for Play - FINALIST / 消費禮品：優閒玩耍 - 入圍作品



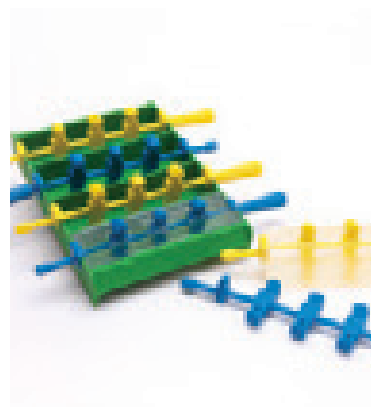
Apple Park Woodland Soft Blocks

Designer 設計師： Susan Pate; Chloe Pate
Company 公司： Apple Park (H.K.) Limited
Website 網頁： www.applepark.com



ECO SOUND BOX-GORILLA

Designer 設計師： Joe Lo
Company 公司： Amazing Creative Co. Ltd. 奇妙(製作)有限公司
Website 網頁： www.amaz.com.hk



foosball ice stirrer

Designer 設計師： Jason Ho, Yip Shing; Sam Wong, Hok Pan
Company 公司： Kool Limited
Website 網頁： www.kool.com.hk



Bacchus

Designer 設計師： Fai Leung; Michael Choi
Company 公司： P.S.L. Limited
Website 網頁： www.pslworld.com



Consumer Gifts: Occasional Gifts - GOLD / 消費禮品：節日禮品 - 金獎

Silver Mid- Autumn Lantern Jewelry Collection

Designer 設計師：Ronno Ip, Suen Hang 葉宣恒
Company 公司：Hong Kong Oapes 香港猿創
Website 網頁：www.hkoapes.com

This collection, including pendants, earrings and brooch, are used the traditional Mid-Autumn festival lantern patterns like rabbit, goldfish and caramboa as design models. The jewelry collection decorates with unique pattern, made in 925 sterling silver and Swarovski crystals are inlaid as the eyes of animals. Also, a natural fluorite stone is embedded inside the body of the lantern design that will illuminate in the dark after it absorbed the light or sunlight. The concept of this collection is expected to call out the collective memories of all Hong Kong dwellers of their happy and playful childhood since children are carried out a lighted lantern celebrated in gardens during the Mid-Autumn Festival night. Also this collection can act as a special gift and gate for worldwide tourists and visitors to understand more Hong Kong unique festival cultures.

香港節日系列中，以傳統中秋節最常見的兔子、金魚、楊桃等燈籠造型為藍本，精心設計成時尚獨特的飾物如吊墜、耳環、胸針等…整套首飾系列採用925純銀精心製造而成，系列中動物造型的眼睛均用施華洛世奇水晶鑲嵌，閃爍生動。身體部份配有獨特花紋裝飾，內裡鑲有一顆天然夜光石，在燈光或日光照射一會兒後，就會在暗黑環境中散發出淡淡螢光，光芒從花紋的罅隙中滲出，把燈籠的面貌活現出來。這份禮品能喚起香港人童年快樂回憶，亦能藉此將香港獨特的節日文化介紹給世界各地的旅客。



Consumer Gifts : Occasional Gifts - SILVER / 消費禮品 : 節日禮品 - 銀獎

Auspicious Red Pockets 『紫氣東來』利是封套裝

Designer 設計師 : Wilson Lam, Chi-lan; Eugene Kong, Chi-lan;
Richer Wong, Cheng-Fu

Company 公司 : Macau Creations Limited 澳門佳作有限公司

Website 網頁 : www.macaucreations.com

Awarded by 嘉許者 :

Mr. Freeman Lau Siu Hong 劉小康先生

Vice Chairman of Hong Kong Design Centre, HK

香港設計中心副主席

We created the "Auspicious Red Pockets Made in Astrobright® Paper" for cash gifts or lucky pockets, in a variety of beautiful colors and designed with crafty outer jackets. Each jacket features one Chinese word. The four Chinese words are: "Violet 紫" means royalty and prosperity, "Spirit 氣" an energy and aura, "East 東" an equivalent for home, and "Arrive 來" the feeling of presence. The jackets can be overlapped and the final phrase comes out is "prosperity has arrived home".

The colored envelopes have no dates or seasons limitation and it's great for any occasions! The inner pocket and outer jacket are interchangeable to fit the best combinations.

Astrobrights® Papers系列之『紫氣東來』利是封運用色彩繽紛的紙配搭出四款組合。用了內外封的設計，四款外封分別隱藏了“紫”、“氣”、“東”、“來”的文字，重疊後即重現完整的“紫氣東來”字樣，寓意吉祥如意，具玩味之餘又是一份精緻實用的裝飾品。

彩色封套沒有年份、節日局限，適合各種喜慶場合使用；內外封顏色更可自由搭配，營造不同感覺。



HKSGDA 2014
BRONZE
— Corporate —



Consumer Gifts : Occasional Gifts - BRONZE / 消費禮品 : 節日禮品 - 銅獎

Eco-Cake Box Total Solution

Designer 設計師 : Kuo, Hsin Yau

Company 公司 : Zan's Global Ltd. 尚思環球有限公司

Website 網頁 : www.zansglobal.com

Eco-Cake Box Total Solution – This is a patented, eco-friendly, convenient and value-added cake box. All-in-1 Cake Box vividly adds the features of embossment and perforation lines which can be torn apart in plates, forks and spoons; all from one single cake box! This box saves the disposable plates and cutlery used in parties where you are in the celebration of birthdays, Valentines Day or any special events, indoors or outdoors. This is a novel gift with environmental awareness, eco-friendly and social responsible.



Eco-CAKE BOX Total Solution – 這款獲得專利設計的環保多功能蛋糕盒，盒身壓上虛線，撕開可成為紙碟及餐具，取締使用一次性餐具，適合蛋糕製造商或於外帶時使用。無論在慶祝生日、情人節或其他特別日子，適合隨時舉行驚喜派對。使用環保產品是一種社會責任及時尚。

Consumer Gifts : Occasional Gifts - MERIT / 消費禮品：節日禮品 - 優異獎



HKSGDA 2014
MERIT
- Corporate -



POSTalk POP-UP Greeting Card Series

Designer 設計師：Joe Wong

Company 公司：TAKON Product Development Ltd.

Website 網頁：www.takon.hk

POSTalk POP-UP Greeting Card is a paper sculpture art illustrates a perfect combination of the beauty of traditional Chinese paper craftsmanship and Hong Kong local cultural elements. Besides, our card manufacturing is collaborated with a Local Sheltered Workshop that makes our products are truly "Made in Hong Kong". Having our POSTalk POP-UP Greeting Card home is like sharing Hong Kong culture with your friends and families.

POSTalk立體賀卡以傳統剪紙為基礎，融入香港文化元素，呈現出精緻獨特的紙雕藝術。另外，我們與本地庇護工場合作生產，關懷社會，提升本土價值。POSTalk立體賀卡可讓更多人接觸到香港特色文化，繼而關注及分享。



HKSGDA 2014
MERIT
- Corporate -



“囍戲洋洋”Wedding Game Boxset

Designer 設計師：Andrew Au Yeung

Company 公司：A Local Company Limited 一間本地有限公司

Website 網頁：www.mall852.com

“囍戲洋洋”(Jubilant Wedding Game) is the first Wedding Game Boxset in Hong Kong specially designed for the busy bride and bridesmaids on the wedding big day. This boxset give you a hassle free solution in preparing games as it already included 10 new, original and challenging wedding games with nicely crafted props. This set is not only time saving, but also can make the event with much more fun and memorable for the couples and all guests. Props like "I LOVE YOU" ice cubes mold is re-usuable as well.

香港首創婚宴遊戲套裝「囍戲洋洋」，原創10款接新娘及婚宴遊戲，考驗新郎及兄弟團膽量之餘，亦為新人炮製一段最快樂、最爆笑、最難忘的回憶！附設各式精美道具，免除姊妹團為設計遊戲的煩惱；部分道具如「浪漫冰格」更可於婚宴過後循環使用或留作紀念，是兄弟姊妹團賀喜必選！

Consumer Gifts : Occasional Gifts - MERIT / 消費禮品：節日禮品 - 優異獎



Nuviro Wedding Gift Soap 囍宴皂

Designer 設計師 : Winnie Kwan

Company 公司 : Nuviro Gift Soap 譜然美品

Website 網頁 : www.nuvirogiftsoap.com

"Nuviro" Wedding Gift Soap is a new gift and premium product of Nuviro Gift Soap. Our products are REAL ECO-FRIENDLY to the market, made in natural ingredients and in simple packaging design. Our products are not only limited at providing wedding gift soap, we also provide soap for corporate gift or special like Christmas Santa Claus soap. Our target is for those who cares about the environment even when they select a gift. "Nuviro" Gift Soap try to make the eco-friendly wedding gift soap as a market trend in the wedding market.

「囍宴皂」的理念是希望提供既符合環保的精品及禮品又能迎合市場選擇。無論是產品本身以致包裝皆是利用全天然環保材料製造，令「囍宴皂」對環境傷害減到最低。我們亦希望產品能帶動環保禮品的發展，令環保禮品在世界市場或婚宴市場成為新潮流。



Impression of Hong Kong Premium Set

Designer 設計師 : Chailie Ho

Company 公司 : Chailie Ho Fashion Studio

Website 網頁 : www.ChailieHo.com

Impression of Hong Kong Premium Set included a 100% silk scarf (35cm x 180cm), a 100% silk pocket square (35cm x 35cm or a pair of silk cufflinks), both share same Hong Kong inspired print. It is good for both male and female, and the receiver can also share the other set item with others.. The wearable premium quality silk fashion products is a wonderful corporate VIP gift with a touch of elegance.

香港印象系列包括百分百真絲圍巾（35厘米 x 180厘米），百分百真絲口袋方巾（35厘米 x 35厘米）或一對絲綢袖扣。本系列男女適用，而接收者也可以與他人共享另系列內另一組禮物。本系統採用耐磨優質絲綢，時尚優雅，是企業禮品的不二之選。

Consumer Gifts : Occasional Gifts - FINALIST / 消費禮品：節日禮品 - 入圍作品

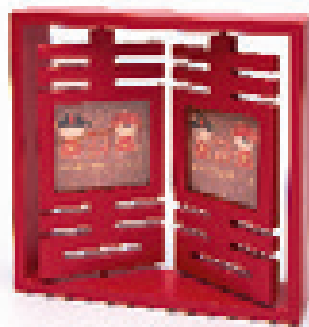


Y-Card

Designer 設計師：Eric Lee, Chun Kit

Company 公司：Younior Production Limited

Website 網頁：
www.yteam.com.hk



Double Happiness Revolving Photo Frame

Designer 設計師：Wendy Sit
Company 公司：D-Happiness.com Limited 囍福站有限公司

Website 網頁：
www.d-happiness.com.hk



KidoKare - HAPPY & MEAL COMBO

Designer 設計師：Maurice Kwok; Steve Yeung; Ball Cheung; Stephen Lo

Company 公司：InnoSphere Product Development Ltd. 天品研發有限公司
Website 網頁：www.innosphere.hk

Theme: "Colours of the Orient"

主題：“東方色彩”

- Genuine ideas catching the combination and crossover of the world-to-be
以真誠的想法捕捉世界不同的組合和交叉變化
- Harmonized and meaningful gift ideas incorporating the cultural mix and match and the ever increasing influential oriental signature
禮品包含文化融合和東方文化特點，並具有和諧性和有意義的設計概念
- Able to transform a design into a commercial product and viable business venture
能夠將設計融入到商業之中

CONCEPTUAL GROUP

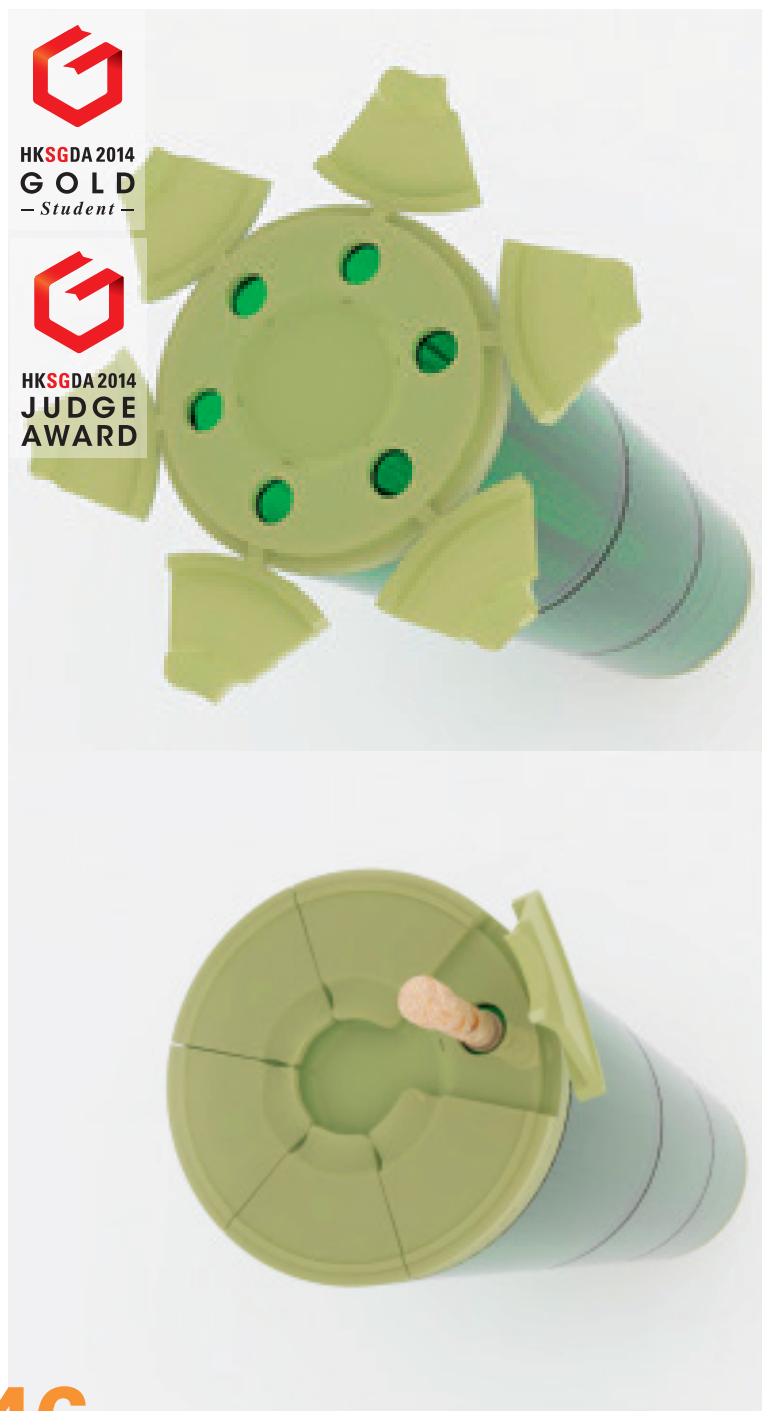
概念組別

Theme: "Colours of the Orient"

主題：“東方色彩”

- Student Division / 學生組
- Young Creative Individual / 獨立創意組





Conceptual Group : Student Division - GOLD / 概念組別：學生組 - 金獎

Bamboo's Secret 易如破竹

Designer 設計師：You, Sum Ki 余心祈

Institute 院校：Hong Kong Design Institute (HKDI)

香港知專設計學院

Email 電郵：siuy0u666@gmail.com

Bamboo's Secret is a toothpick tube. It is handy and portable for the Chinese food lovers. Our product can re-sharpen a toothpick with a small blade inside the tube and it's designed for using a single sharpen toothpick, which means re-useable and no more waste for the rest half.

Bamboo's Secret target for travelers and customers who cares about environment and don't to be a squander.

Bamboo's Secret是一個牙籤筒，專為喜歡旅遊、四處公幹和不喜歡使用餐廳提供牙籤的顧客而設計。本產品針對如日式牙籤只有單一方向的尖端位置，造成很多時候半支的牙籤被浪費。本產品內藏小刀片可把已用鈍的牙籤再次磨尖，令整支牙籤可以重複使用。環保從此由細小的物件開始。

Awarded by 嘉許者：

Mr. Elmond Cheung 張恒傑先生

Head, LOG-ON Business Unit, Hong Kong Market, City Super Limited, HK
City Super集團香港公司，LOG-ON營業部主管

Conceptual Group : Student Division - SILVER / 概念組別：學生組 - 銀獎

Folder C

Designer 設計師：Fung, Kit Yan 馮潔欣

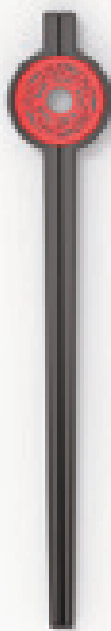
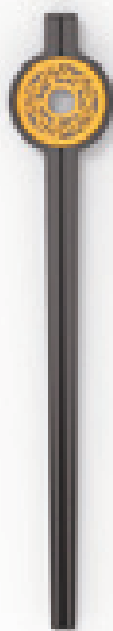
Institute 院校：The Hong Kong Polytechnic University
香港理工大學

Email 電郵：kit0229@hotmail.com

The 'C' of "Folder C" is named from the same sound of the 'tearing action' (撕) in Chinese and Chinese paper cutting and tearing are the inspiration of this design. User can experience tearing a traditional paper cut.. Besides the folder itself, the tore out part can also use as a bookmark. It shows the fascination of traditional Chinese folk art, and it is a cost saving product, which is ideal for corporate promotional gift.

剪紙和撕紙藝術是中國傳統民間藝術，也是本設計 'Folder C' 的靈感來源。它是一個可以撕出來的文件夾，用家可以親自享受剪紙和撕紙藝術的樂趣，同時展示出中國民間藝術的魅力，而被撕出的部份亦可作書籤使用，非常實用。'Folder C' 的生產成本便宜，適合用作宣傳用途，設計容易引起顧客的興趣，留下深刻印象，達到良好宣傳效果。





Conceptual Group : Student Division - BRONZE / 概念組別：學生組 - 銅獎

Harmony 和

Designer 設計師：Lau, Ting Jui; Leung, Hiu Fung
劉定蕊; 梁曉楓

Institute 院校：The Hong Kong Polytechnic University
香港理工大學

Email 電郵：tingjuilau@hotmail.com

In business partnership, a harmonious collaboration is important. Our design is inspired by a Chinese idiom, "Harmony is precious" (以和為貴). We finally picked chopsticks as it is Chinese traditional tableware and we made use of the metaphor of collaboration and partnership since chopsticks can only work in pairs. The auspicious clouds bring lucks and blessings to the receiver, means a bright future between partners. The circular form carries a harmonious mood. The feature of our chopsticks are locked together by a stand which provides convenience and hygiene when carrying and using. Our product is good for corporate clients who aim to build a harmonious relationship with their partners.

筷子成雙，二者缺一不可，寓意團結友好。設計師將中國傳統哲學中「和」的概念融合於筷子設計，強調和諧的商業夥伴關係。筷子座可嵌於筷子的頂部，放置後可將兩支筷子鎖著。筷子座上的祥雲圖案，有吉祥和幸運之意，因此透過送禮，帶出送禮者對合作關係的重視和祝福，期盼雙方合作更上層樓。

Conceptual Group : Student Division - EXCELLENCE / 概念組別：學生組 - 卓越大獎



Deformation Hanger 變形合衣架

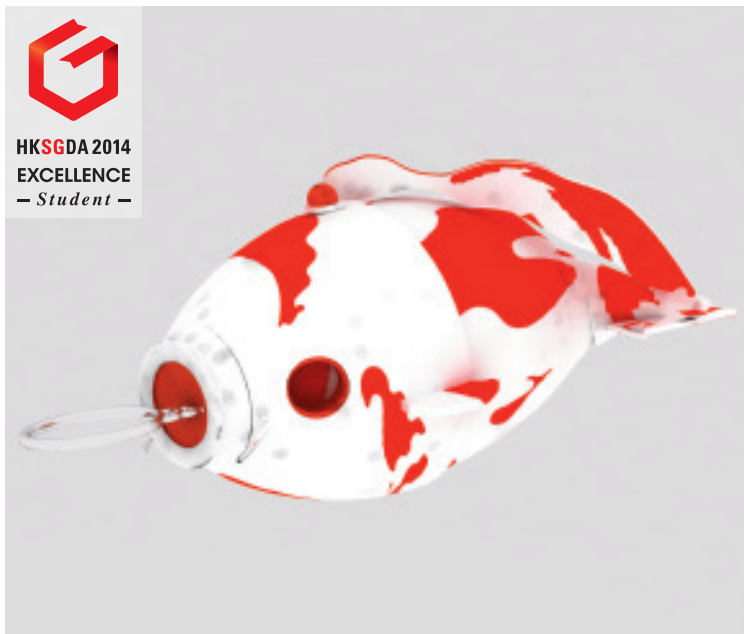
Designer 設計師：Lee, Sze Yin 李思賢

Institute 院校：Hong Kong Design Institute (HKDI)
香港知專設計學院

Email 電郵：jaylsyin@gmail.com

Everyone needs hangers in daily life. However, traditional hangers easily to get stuck between hooks and they take up many wardrobe space. Also, traditional hangers are too thin to give the clothes enough space to get dry. My product, Deformation Hanger, is in thin shape with men and women size options. You can adjust the hanger size on your need; this is a hanger suitable for different types of clothing.

日常生活中我們都需要使用衣架。然而，傳統衣架收藏時佔用大量空間，使用時又容易因卡著而帶來不便。此外，傳統衣架較薄，未能讓衣服有足夠空間來乾透。本產品變形衣架(Deformation Hanger)外形是薄薄一片，有男裝和女裝選擇，變形衣架能根據使用者的需要來調節，做到一個衣架適合不同種類、大小的衣物。



The splashing carp - earphone holder 如魚得水

Designer 設計師：Chui, Yin Lee 崔彥莉

Institute 院校：Hong Kong Baptist University
香港浸會大學

Email 電郵：chuiyinlee@hotmail.com

In oriental culture, Carps have the implication of good fortune and have an easy life. Nowadays, people love listening music through smart devices everywhere, but earphones wire always become messy and knotty after used. Our product is helping you to keep and manage the earphones wire neatly after use every time everywhere. The Carps design also means an easy life to the user ever after.

錦鯉在東方文化中有吉祥順利之意。現今都市人都習慣邊走邊聽音樂，但當放下耳機，耳機線就容易變得一團糟。本產品幫助用家整理耳機線，輕鬆省時。同時，以錦鯉作為設計主題寄意用家生活能事事順利，生活如意！

Conceptual Group : Student Division - MERIT / 概念組別：學生組 - 優異獎



HKSGDA 2014
MERIT
- Student -



HKSGDA 2014
GREEN
AWARD
- Conceptual -



Don't leave me alone - bowl

Designer 設計師：Liu, Wai Sam

Institute 院校：Technological and Higher Education Institute of Hong Kong (THEi)
香港高等科技教育學院

Email 電郵：liuwaisam@gmail.com

This maple wood product is inspired by the wasted food and the packaging in linen bag means 'green message'; rice means a traditional Chinese proverb, 'always have ample food and clothing'.

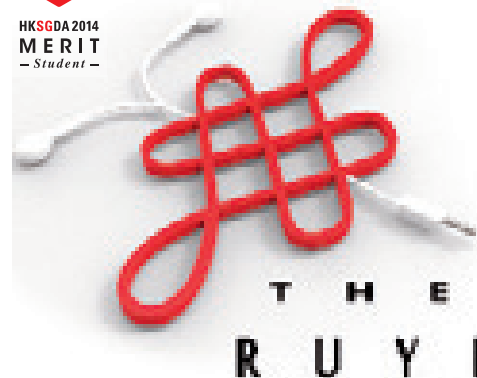
Rice is the main food in oriental culture, bowl is a daily necessity. The resin rice in the bowl helps to remind no waste to food and treasure the hard work of chefs & farmers.

本楓木產品由被浪費的食物激發出來。包裝麻布袋經細心挑選帶出綠色訊息。另外，保護棉以米飯造型代表中國傳統「豐衣足食」。

米是東方主要食糧，碗是生活必需品。碗上的米狀膠粒提醒不要浪費一粒米，並感謝廚師與農夫的辛勞。



HKSGDA 2014
MERIT
- Student -



The Ruyi 如意

Designer 設計師：Lee, Chun Ning 李俊寧

Institute 院校：Hong Kong Design Institute (HKDI)
香港知專設計學院

Email 電郵：leechunning1994@gmail.com

Chinese knot ornaments decorated with auspicious patterns or combinations connotations means bringing good luck and peace, If wearing it every day, good luck will come naturally.

This product is a blend of traditional Chinese Ruyi and modern headphone set, designer wish all users have a happy and peace everytime in use.

中國結飾或吉祥飾物圖案組合，內涵為人們帶來好運平安，每天掛著它，好運自然來。

本產品是揉合傳統中國如意與現代耳機線繞，希望使用者每次排著、繞著就會多一點快樂和平。

Conceptual Group : Student Division - MERIT / 概念組別：學生組 - 優異獎



Oriental Bottle 東方特色補充瓶

Designer 設計師：Liu, Chun Ho 廖俊皓
Institute 院校：Hong Kong Design Institute (HKDI)
 香港知專設計學院
Email 電郵：bikas222000@gmail.com

Orient Bottle, shape, in traditional Orient clothings, like Chinese Cheongsam, Japanese Kimono, Korean Court Dress, all these clothing are representing different Orient culture.

Orient Bottle is a shower gel pack, the bottle can be separated into three pieces in Head, Face and Body with different shape and volume to identify which shower gel, shampoo or skin care cream inside.

東方特色補充瓶，外形是穿上了不同東方服飾卡通人物，例如中國旗袍、日本和服、韓國宮廷服。這些服飾代表不同國家服飾文化，從而宣揚東方不同傳統服飾。

（東方）特色補充瓶的設計能夠分開三個部分：頭、臉、身體，用於注入不同的沐浴露、洗髮水及護膚品，輕便實用。



Bonsai 盆栽

Designer 設計師：Chan, Ngo Ka 陳慕嘉
Institute 院校：Technological and Higher Education
 Institute of Hong Kong (THEi)
 香港高等科技教育學院
Email 電郵：kaka.624@hotmail.com

Bonsai - an idea comes from green office. The whole pile of notepaper like a bonsai. Cutting the notepaper into round shaped, a pen looks like a sapling put inside. When more and more notepaper is taken away from the same pile, the thickness decrease. In the meanwhile, the sapling get exposed gradually, feels like the sapling is growing taller and the whole process just like a real plant. You may too busy to grow a plant in office, this new design "Bonsai Notepaper" can bring you pleasure and got a taste of a green office life.

盆栽 - 意念來自綠化辦公室。以圓形便條紙表面印上盆栽的圖像，周邊加入東方色彩紋路，再加一支樹苗筆，令盆栽造型更立體鮮明。隨著便條紙的消耗，盆栽厚度減少，但樹苗筆卻會長高。原理就如種植真實盆栽。即使沒有時間照料真實盆栽，有了這個盆栽造型便條紙，至少也能為你乏味的辦公室生活帶來一點綠色樂趣吧！



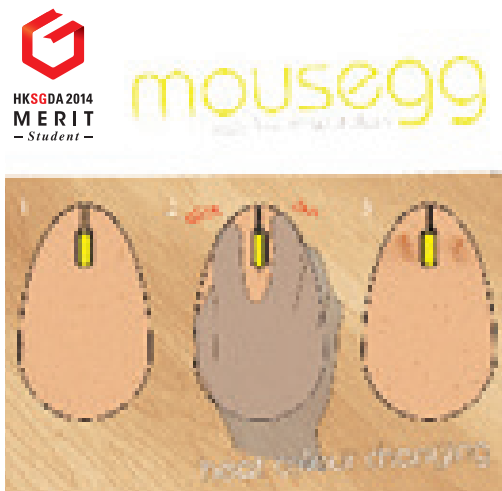
Happy Gathering

Designer 設計師：Lee, Fai Wong 李輝煌
Institute 院校：Hong Kong Design Institute (HKDI)
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Target users are those who go parties a lot. Because they will open a lot of drinks when they go party, it is easy to mix up drinks with others. This product can solve the problem. People can easily distinguish their own drink. The insect icon can make more fun and let people enjoy party more!

目標客戶為派對愛好者。由於派對上會開很多飲品，會很容易與他人混淆。此產品使人容易辨認自己的飲品，解決問題。昆蟲造型為派對帶來更多歡樂！

Conceptual Group : Student Division - MERIT / 概念組別：學生組 - 優異獎



Mouseegg

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In Chinese slang, "Have an egg" means "got nothing", so eggs means bad luck to the students and workers. My product "Mouseegg" is made to give more encouragement or give a stress vent.

在中國俚語中，「食蛋」(一無所得)對學生、打工仔來說雞蛋可謂一件不祥之物。為了鼓勵他們更努力工作或當是發洩，這個「打破食蛋」的概念就出現了。努力工作(或純粹發洩)，打破這隻蛋吧！



Timeless

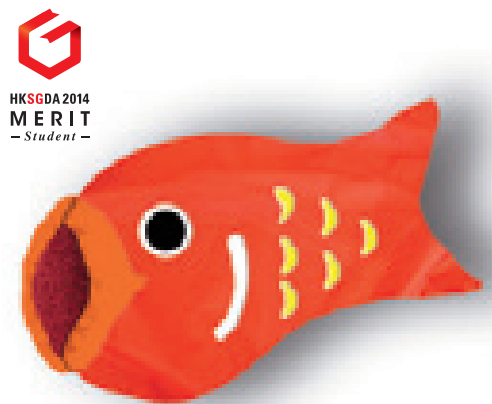
Designer 設計師：Timothy Wan, Tsun Yin 溫進研; Oliver Lehtonen
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This watch-like fashionable accessory can match with different colours, finishing and logos.

City like Hong Kong, everyone is always busy and seems non-stop. This product's concept is "NO TIME", give a hints for users to take a break in their fast pacing life.

這款腕錶形的時尚配飾，能配以不同顏色，工藝和品牌。

大城市裡，人們總是馬不停蹄。這個“沒時間”的腕錶配飾，意味佩帶者要忘記時間，超越時間。



goldy 魚魚得水

Designer 設計師：Vivien Li, Yan Yan 李欣恩
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Goldy is designed for those who want to properly keep their wet umbrella in rainy days or who is care about the environment in reducing waste plastic bags in rainy as many shops and shopping malls will provide plastic umbrella bags to visitors. This goldfish buddy - Goldy helps you to keep your umbrella properly and reduce the wastage of plastic bags. It absorbs water and can be reused by twisting it like a towel. Goldy also means to bring you good luck and good wealth.

「魚魚得水」是一條能好好替你保存雨傘的小金魚。雨天時，為你提供擺放濕漉漉雨傘的空間，同時也為關心環境的你減少使用一次性塑膠雨傘袋。除此之外，金魚寓意著帶來財富和好運，祝福大家能如魚得水，財源滾滾，年年有餘。

Conceptual Group : Student Division - MERIT / 概念組別：學生組 - 優異獎

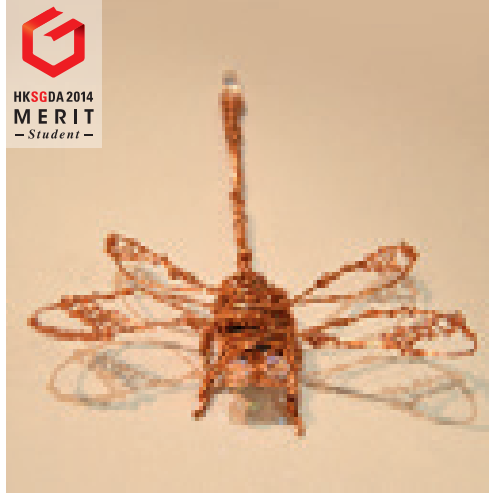


Watching with you

Designer 設計師：Wong, Ming Sum 黃銘心
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'Watching with you' is a watch design inspired by the full moon story. In Chinese culture, moon represents hope and guard. People need comfort when they feel stressed. The light from the watch can show them the brightness of the moon and give a new concept of time. Feeling the brightness moonlight can ease the hard feelings of looking at the real time when you are still working in late night, and it will encourage your spirit.

'Watching with you' 是源於滿月的手錶設計。在中國文化中，月亮代表守護和希望。只要感受月亮的光芒，身處何地也會感受到上天的眷顧。這個設計針對工作繁忙，加班不斷及夜生活頻繁已對時間概念有改變的人士。設計師希望透過作品，傳達對城市人的關心，給予他們在失意或疲勞時在心靈上的一點安慰。



Dragonfly USB 蜻蜓USB

Designer 設計師：Pang, Hiu Man 彭曉敏
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 香港知專設計學院
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Dragonfly is often used to express the beautiful farmland during classical Chinese poem. The product is a mixture of Dragonfly Knot in metallic wire, which shows a harmonic mixture of east & west. With Swarovski crystal as the dragonfly eyes, the product is more lively and it can be a brooch as a daily accessory.

蜻蜓也是中國對農田意景的一種表達手法，產品結合蜻蜓中國結，並以輕金屬鋁線制成，有中西合璧之意。蜻蜓的眼睛是用漸變色的施華洛水晶，來模仿蜻蜓雙眼多色幻化的印象。產品另加上扣針方便扣上衣物布料。



HKSGDA 2014
SILVER
—Individual—



Conceptual Group : Young Creative Individual Division - SILVER
獨立創意組 - 銀獎

Dance Mark

Designer 設計師 : Fai Leung
Email 電郵 : faileung@pslworld.com

Design concept of "Dance mark" is based on the traditional dance and performance in Chinese culture, the Dragon dance, and present as a set of bookmark.

The "Dance mark" has 9 pieces to represent different part of dragon body, include the flower, head and tail. User can use each separately or to form different dragon dance movement by clipping on different page or level at the book.

'Dance mark' is in Stainless Steel plate and is recyclable and durability.

"Dance mark" 的設計概念來自傳統的中國文化舞蹈表演 - 舞龍，而設計的套裝書籤。

產品包括9張代表龍不同身體部分的書籤，包括花、頭和尾。用者可以單獨使用或放在書中不同的頁面或位置，呈現不同的舞蹈形態。

產品為不銹鋼板，可回收再用和耐用。

Conceptual Group : Young Creative Individual Division - SILVER
獨立創意組 - 銀獎

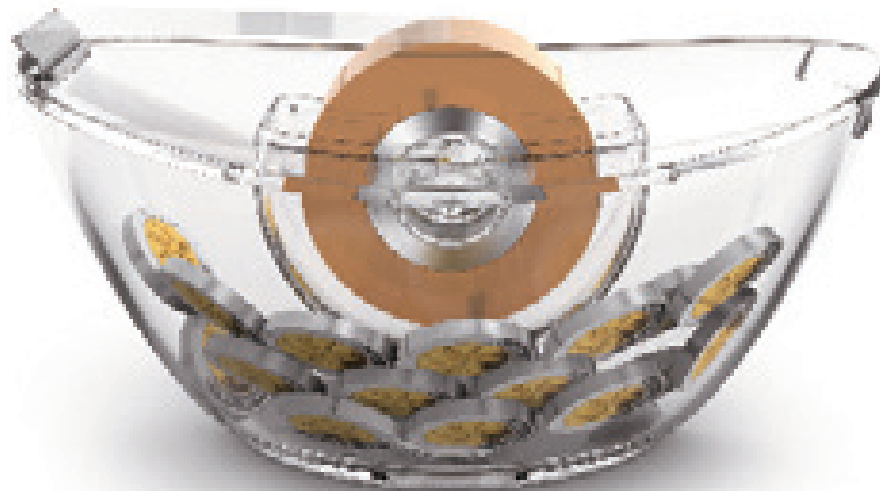
INGOTAPE

聚財

Designer 設計師 : BARRYLOCK
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INGOTAPE is a mix of Coin Bank and Tape Dispenser. In Chinese culture, Ingot is a symbol of good fortune. INGOTAPE symbolizes the fortune accumulated and sticking with your life all the time as a good blessing. The name INGOTAPE means INGOT + TAPE. This product will fit different kind of desktop users. More coins, more weight for the stability of the tape dispenser. Other than a coin bank, it is also a coins holder. The top has a recess in which can collect a few coins as well as small things.

“聚財”是一個集合錢箱及膠紙座的文具設計，外型是一個傳統的中國金元寶。在中國文化中，“金元寶”是象徵“財富”，“聚財”就象徵累積財富。“聚財”當中的“聚”也是同音字“贅”也意味很重的意思。“聚財”能適用於不同類型的用家，多聚財自能多贅財也成為膠紙座的重量。除了作為錢箱及膠紙座，產品上面的弧面也可以擺放小物。





Conceptual Group : Young Creative Individual Division - BRONZE
獨立創意組 - 銅獎

PicaPicaHooker

Designer 設計師 : Ng, Chun Kit
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Product target group is 25-45 age group female, who have high purchasing power. It can also be a gift for special occasion.

Design concept is from Magpie, a bird that believed to bring luck in Chinese culture. Apart from bringing luck, the product also have a meaning to support and share your friend's burden.

Product can be in different materials and colours in Chinese style to match handbag and accessories.

目標客群主要為具購買力的25-45女士，並可作為節日時送給女士的禮物。

設計概念來自於中國傳統中，象徵好運與福氣的喜鵲。同時掛鉤，可以表達出對朋友的支持，分擔重擔。

產品可以自由配搭不同的中式物料及顏色，以襯托不同的手袋及服飾。



Conceptual Group : Young Creative Individual Division - MERIT / 獨立創意組 - 優異獎



Masque Marqueur

Designer 設計師 : Fai Leung

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Can imagine when enjoy a Cantonese opera and taste the wine together? 'Masque Marqueur' is a set with coaster (the fence) and glass marker (art of mask) for drinking wine. Design concept is derived from the mask in Cantonese opera. Similar to Wine Tasting, Cantonese Opera has long history and one needs to have knowledge to be able to fully appreciate it.

Stick the Masque Marqueur mask on glass to avoid mixing it with others. Product is in silicone and can be reusable and stick back to the coaster after use. You can also match the different colour and facial graphics of the mask to show how you look like when getting drunk!

'Masque Marqueur' 是一組飲酒用的杯墊（圍欄）與酒杯標貼（藝術面具）。設計概念來自粵劇。與品酒一般，粵劇具有悠久的歷史，並需要一番學問才可充分理解。

把酒杯標貼貼在杯上，便能辨認酒杯。產品是以矽膠為用料可重複使用，酒杯標貼可貼回杯墊中。您也可以搭配不同的顏色和面具的表情圖形來顯示你醉後的樣子！



PENPOO 富竹

Designer 設計師 : BARRYLOCK

Email 電郵 : barrylock1027@me.com

PENPOO is a pencil/stationary holder in which featuring some functions more than a normal one. In Chinese culture, Bamboo is a symbol of good blessing. Nowadays, green is a global trend. Having a green plant-like product on your desk can refresh your working environment. The name PENPOO means PEN + POOL also sounding like Bamboo. This product will fit different kind of desktop users. It features a few special functions. "Quick pick slot" is for frequently used pencils with three levels for different length of used pencils. A smart expansion design for holding more things. Also a base tray for holding little things like pins, clips, etc.

“富竹”是一個筆/文具筒，它有非一般筆筒的設計。在中國文化中，竹有象徵“富足”的意思。今天綠色文化是一個全球的潮流，在工作環境中有一個竹筒設計的筆筒有清新的感覺。筆筒二字都是竹字部，因此名為“富竹”。而“富”亦有“庫”即存放的地方的意思。這筆筒能適用於不同類型的桌面用家，它的其中一個特別設計是筆筒分成三節，每節都有兩條小槽，當一些用短了的鉛筆就能放在這些槽中，方便用家提取。最短的就放到最底一節，因此亦構成了竹的型像。擴充式的設計是這三節筒能轉放創造三倍的空間，同時底部的小盤能放置萬字夾及針等小物。

Conceptual Group : Young Creative Individual Division 獨立創意組 - MERIT 優異獎



Hanging Capsule 掛住你錦囊

Designer 設計師 : James Pang, Ka Ho
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As Asians emotional expressions are generally in an implicitly and subtle way, our design called "Hanging Capsule", the word "Hanging" sounds like "Missing You" in Cantonese, so we put it as an ideal gift for Asians to express their love and missing to the one they care and miss much.

"Hanging Capsule" is a 3-in-1 sustainable product, customers will firstly be attracted by the delicate and special package on the display shelf, then it become a practical and functional hanger and storage box for both household and travelers .

有感東方人對於情感表達一般比較含蓄，我們巧妙地將產品名為Hanging Capsule，中文為「掛住你錦囊」，希望顧客透過贈送本產品去向收禮者表達「掛住你」(掛念)的心意。

「掛住你錦囊」是一件具三大功能並可延續的產品，在店鋪展示時，首先會被其精巧特別的包裝吸引；及後回家或出外旅遊使用時，它便會搖身成為實用掛衣架和衣物整理儲存盒。

此外，它亦可因應不同時節需要如情人節，把相關圖案印在產品上吸引不同顧客。



Shun Kee Soap Bakery (Local Snacks on Street of soap) 順記肥皂餅家

Designer 設計師 : Ation Yeung
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This soap collection is designed as Hong Kong souvenir. The design concept is originated from Hong Kong street food and soap. "Soap" is a daily necessity but it usually in dull appearance and shape. Designer, Ation Yeung, who is born and raise in Hong Kong and he loves street foods very much, thus he mixed with soap and Hong Kong street food together to be a soap collection with fun, practical and environmental friendly principal. In this collection "Shun Kee Soap Bakery" shows us the most popular Hong Kong-style foods, included Mini Egg Puffs, Pineapple Bun and Put Chai Ko (sticky rice pudding) etc... All products of this collection is handmade with essential oil.

產品是為香港手信而設，概念源於港式美食及肥皂。“皂”是日常用品，普遍外型乏味。設計師Ation是土生土長香港人，從事平面設計又是位畫家，熱愛街頭美食，願望把藝術與趣味融入生活，成就了今次充滿香港文化、實用及環保意念的家品品牌—順記手皂餅家。作品中展示了香港不同年代的港式美食，有街頭小食「雞蛋仔」、港式茶餐廳代表「香脆菠蘿油」及港人小時候愛吃的「鹹仔糕」等等…這些食物都見證香港轉變及勾起港人純真、歡樂、甜美的回憶。

Conceptual Group : Young Creative Individual Division 獨立創意組 - MERIT 優異獎



Nine Fishes Map 九魚圖

Designer 設計師 : Yan Lam

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The wall clock design concept is based on the popular Chinese painting, the Nine Fishes Map. Swimming fishes in different colours and sizes are used to indicate the time.

When using the wall clock, one will not have a feeling of being chased by time, but can enjoy every peaceful moment. It is exactly as the meaning of the Nine Fishes Map, everything will go smoothly.

此家居的時鐘設計概念以流行於中國水墨畫的九魚圖為基礎。用不同顏色，大小暢遊水中的魚兒顯示時間。

使用產品時，不會有像被時間追趕的感覺。相反，能享受平和的時刻。也正顯出九魚圖中萬事如意的意思。

ACKNOWLEDGEMENT

鳴謝

We wish to gratefully acknowledge the special support of the following individuals:

特別鳴謝下列人士對我們的支持：

Mr. William Chan

Senior Lecturer of Department of Business Administration, Hong Kong Institute of Vocational Education (Lee Wai Lee)

Mr. Chi Wing Chiang

Lecturer, Department of Product and Interior Design, Hong Kong Design Institute

Miss Beatrice Chiu

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Winner of HKSGDA 2013, Hong Kong Design Institute

Mr. Kam Yat Hui

Founder of Skyhui Works & Creations

Mr. Wallace, Wai Keung Lam

Institute Secretary, Hong Kong Design Institute and Hong Kong Institute of Vocational Education (Lee Wai Lee)

Miss Brigid, Po Ki Leung

Winner of HKSGDA 2013, The Hong Kong Polytechnic University

Mr. Brian Sun

CEO, Technical International Holdings Ltd.

Ir. Dr. Alfred, Keng Tiong Tan

Head of Knowledge Transfer Office, Hong Kong Baptist University

Mr. Steve Yeung

Founder of Innosphere Product Development Company, Hong Kong

PROJECT TEAM

項目團隊

Thanks for all working team members' contribution. With their kind support and cooperation under tight schedule and limited resources, the 3rd 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，得以成功籌辦第三屆「香港智營禮品設計大賞」！

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