

HONG KONG
SMART GIFTS
DESIGN AWARDS
香港智營禮品設計大賞 **2015**



HONG KONG
SMART GIFTS
DESIGN AWARDS

BREAK THE COCOON, SPARKLING HONG KONG

破繭而出，閃耀香港！

2015



Winners of Gold, Silver, Bronze and Judge awards joined "Designer Inspiration Tour"

『智營大賞』2014金、銀、銅獎的得獎設計師一同參與法蘭克福『啟發之旅』



2014 winning products and images showcased in "Ambiente Frankfurt 2015"

2014年得獎作品及圖片於『法蘭克福春季消費品展2015』展出。



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ORGANIZER & SERVICES

主辦單位 及 香港出口商會服務範疇



THE
HONG KONG
EXPORTERS'
ASSOCIATION
香港出口商會
60th Anniversary

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



MR. IVAN TING

HKEA Chairman

丁天立先生
香港出口商會會長

The Hong Kong Exporters' Association (HKEA) has always been committed to assist Hong Kong's exporters in their continued efforts to enhance competitiveness and to promote their products globally.

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

As such, HKEA is privileged to organize the Hong Kong Smart Gifts Design Awards for the 4th consecutive year. These awards encourage those enterprises and designers whose products exuberate both design and marketability...what we term as "Smart Designs". They 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 all the participants and sponsors for their enthusiastic support, and I wish the Smart Gifts Design 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，並銳意為出口商發展香港成為貿易的中樞。

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四屆「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！

“Act Smart
- Key To Success!”

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
諮詢委員會主席暨項目召集人



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



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



MR. EUGENE SZE

Committee Member of
Hong Kong Designers Association
薛宇軒先生
香港設計師協會 執行委員



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



MR. DANIEL CHAN

Head of Department of Product & Interior Design
Hong Kong Design Institute
陳光耀先生
香港知專設計學院 產品及室內設計系系主任



MR. SPENCER FUNG

Group CEO of
Li & Fung (Trading) Ltd.
馮裕鈞先生
利豐(貿易)有限公司 集團行政總裁



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



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CONVENOR'S REMARKS

召集人的話

Hong Kong Smart Gifts Design Awards (HKSGDA) organized by The Hong Kong Exporters' Association has entered into its fourth year. In the 4th edition, we opened up a new category "Accessory Gifts" under Consumer Gifts segment, which covers all gift items of personal accessory. Also, to encourage more participation and entries of creative individuals, we removed the age condition and welcomed all ages to join the "Creative Individual" under the Conceptual Group.

Having the continuous support from corporate, student and creative individual participants which make the 2015 Awards comes to a record-breaking year. The number of corporate entrants and product entries had increased by 24% and 10% respectively. Out of the total 433 entries, our renowned judging panel has stringently selected 71 winning products and designs. They all appreciated the quality of product design entries.

Winners of this year are able to showcase their creativity in roving exhibition spots not only in the Hong Kong Gifts & Premium Fair 2015, the GIFTEX Tokyo in Japan, the d-mart of Hong Kong Design Institute and the Times Square Covered Piazza but also enter the roving to the PMQ, a brand new hub for young creative appealing to the evolving creative industries and where can support the enterprising creativity and nurture local create-preneurs and designers. Moreover, this can definitely promote the appreciation of creativity to the community.

I am very pleased to note that through the Hong Kong Smarts Gifts Design Awards, the effort paid by creative enterprises and designers are appreciated and being recognized; and new business opportunities have been created for those winning companies after the roving exhibitions.

Furthermore, from September 2014 to January 2015, invited by the Hong Kong Economic and Trade Office, Chengdu to participate in the "Hong Kong Product Design Show" in China, the winning products of Hong Kong Smart Gifts Design Awards were showcased in roving exhibitions in Lhasa, Chongqing, and Chengdu. Five awarded designers were also invited to the seminars in Chongqing and Chengdu to share their design experience and promote Hong Kong's image of a design capital.

To sharpen the competitive edges of the industry and better knowledge exchange, the "Smart Design Club" was established under The Hong Kong Exporters' Association in late 2014 for the Awards winners and prominent industry stakeholders to exchange experience and share business trends in regular gatherings.

Again, we have to grant our utmost gratitude to the continuous support from CreateHK, all supporting and sponsoring organizations, all judging panel and advisory committee, the industry and every participant. We do wish all participating parties can keep on pursuing originality and innovative designs and to create opportunities for themselves and the future of Hong Kong.



MR. BENSON PAU

Project Convenor of HKSGDA &
HKEA Vice Chairman

鮑潔鈞先生
項目召集人及香港出口商會副會長

由香港出口商會舉辦的『香港智營禮品設計大賞』已踏入第四屆。是次大賞得以成功舉辦，全賴各創意企業、學生及獨立創意人的踴躍參與。今年特別增設了『消費禮品：配襯禮品』一項，涵蓋所有個人配飾類的禮品，以擴闊參賽創意產品類別。概念組的「獨立創意組別」亦剔除年齡限制，使更多設計人才，有機會發揮創意。

是次大賞，我們共收到433件的參賽產品，除作品的總數比往年增長外，參與公司的數目和作品分別錄得有兩成四及一成的增長，印證『智營大賞』已得到業界的認同。評審團對作品質素顯著上升，品種多樣化，稱讚欣賞。最終71件作品脫穎而出得獎。

得獎產品除了在去年的展覽場地（包括香港禮品及贈品展、東京的GIFTEX展覽、香港設計學院的d-mart及時代廣場）展出外，今年新增在元創方（PMQ）展覽，相信這個城中熱點不單能吸引同業、設計師和潛在買家的興趣，更可進一步推動創意文化和加深大眾市民對本土禮品設計的認識。

香港創意企業和設計師的努力，通過大賞得到各界的讚賞及認同，非常高興許多創意企業過去因得獎及參與本項目的展覽而獲得更多生意機會，深感欣慰。

『香港智營禮品設計大賞』應香港經濟貿易辦事處之邀，參與在國內的「香港設計產品展」，於2014年9月到2015年1月期間分別在拉薩、重慶、成都巡迴展覽過去大賞得獎的產品；5位得獎設計師在重慶和成都講座中分享設計概念，代表香港推廣「香港原創設計」及展示香港禮品設計的創意和實力。

2014年底香港出口商會更成立了『Smart Design Club』，邀請過往大賞的得獎者及業界翹楚進行定期交流設計及生意心得，以凝聚業界力量，讓香港禮品創意企業開拓更好的競爭優勢。

最後，感謝香港政府創意香港、各支持及贊助機構、各評審及諮詢委員、以及同業及參加者對『香港智營禮品設計大賞』的支持，冀望各禮品創意企業和設計師能朝著原創設計及原創品牌的理念繼續發展，為香港締造更多的機遇。

Benson Pau

HKSGDA MILESTONE - ROVING EXHIBITION SCHEDULE

大賞里程 — 巡迴展覽日程

13/2 – 17/2
2015

AMBIENTE FRANKFURT 2015

法蘭克福春季
消費品展 2015

For Trade Only
只供業內人士參觀

27/4 – 30/4
2015

HK GIFTS & PREMIUM FAIR 2015

香港禮品及
贈品展 2015

For Trade Only
只供業內人士參觀

7/5 – 19/5
2015

D-MART HKDI

D-MART,
香港知專設計學院

30/5 – 7/6
2015

COVERED PIAZZA, TIMES SQUARE

時代廣場地面展覽廳

8/7 – 10/7
2015

GIFTEX 2015, TOKYO

東京國際禮品採購展

For Trade Only
只供業內人士參觀

19/6 – 19/7
2015

PMQ

元創坊

Hall 11.1, Booth A-19,
Messe Frankfurt,
Ludwig-Erhard-Anlage 1,
60327 Frankfurt am Main,
Germany

(2014 winning entries
were showcased
展示 2014
『智營禮品設計大賞』
的得獎作品)

Booth 5C – A23,
Hong Kong Convention
and Exhibition Centre,
1 Expo Drive,
Wan Chai, Hong Kong

香港灣仔博覽道一號
香港會議展覽中心
5C展覽廳 A-23展位

Tel 電話:
(852) 2730 9851

www.exporters.org.hk

3 King Ling Road,
Tsueng Kwan O,
New Territories,
Hong Kong

香港新界
將軍澳景嶺路3號

Tel 電話:
(852) 3928 2761

www.hkdi.edu.hk

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

www.timessquare.com.hk

Tokyo Big Sight,
3-11-1 Ariake, Koto,
Tokyo, 135-0063 Japan
www.giftex.jp

35 Aberdeen Street,
Central, Hong Kong
www.pmq.org.hk

ABOUT HONG KONG SMART GIFTS DESIGN AWARDS

香港智營禮品設計大賞簡介

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

The 2015 Awards keeps the essence of our established work of the last 3 years, in motivating more Hong Kong giftware manufacturers and exporters to empower the business by upgrading the business model with support from design expertise and government resources. The captivating way is to adapt and produce original designs with advanced technology and groundbreaking techniques into commercial achievement through "smart" business strategy, thereof, as a result, successfully developed own brands and transformed the business tied with the model of economic sustainable development of Hong Kong.

Hong Kong has been a world-renowned giftware sourcing centre and famous with the wide spectrum of giftware assortments. To catch up with the market trend and to diversify the competition, more categories are added year by year. In this year, a new category, namely "Accessory Gifts" which covers all personal accessories has been expended to encourage more participants from different sectors of gift industries to peacock their initiatives.

The Awards is not only a platform for competition, it also provides a precious international development and business networking opportunities to designers, students as well as gifts industries since the winning products had to showcase at local and overseas exhibitions and they also joined the "Designers Inspiration Trip" with government sponsorship which are invaluable to the enterprises, design talents for global insight and their award-winning products were successfully get in touch with the international market.

What's more, the Awards nurtures a group of new design talents from a range of academies while many talented designers were granted with different guidance and advices as well as developing well-rounded skills and strategies which are all beneficial to the Hong Kong economy in addition to 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 to appreciate the added value of innovative, original designs and marketing strategies.

由「香港出口商會」(HKEA)主辦，香港政府「CreateHK」(創意香港)的『創意智優計劃』支持下，成功啟動第四屆『**香港智營禮品設計大賞**』(智營大賞)。

一如以往，2015年度的『智營大賞』延續以往三屆所累積的工作，致力推動和鼓勵更多香港禮品製造商及出口商，利用先進科技和創新技術，轉換和提升企業經營策略，善用設計人才和政府資源，從而建立自家設計品牌，達至「智營」之道，有效地推動業界轉型，以配合香港經濟可持續發展的模式。

『智營大賞』除了是一個比賽較量的平台外，更加是禮品企業、設計師以至設計系學生躋身國際發展和建立網絡的可貴機會。得到政府資助下，得獎作品在香港及海外展覽會上巡迴展示，去年設計師更進一步參與『啟發之旅』，使企業、設計人才和得獎產品成功地推廣到國際市場。

香港作為國際知名的禮品採購中心，為世界各地買家提供各式各樣禮品、贈品及相關產品，『智營大賞』亦相繼擴闊參賽組別，從原來五個類別增至六個，讓更多不同類別設計及出口商均可參與其中，令比賽更多樣化。今年度新增類別“配襯禮品”涵蓋所有個人配飾，具有更巨大的市場潛力。

此外，『智營大賞』亦培育了來自不同院校的新晉設計人才及別具一格的設計師，激勵更多人才加入設計及出口行業，為他們發展全面技能和策略提供多元化指導和機會，長遠而言，有利刺激香港經濟以及出口和製造業的發展。

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」
- › 穩固和提升香港作為重要禮品採購中心的地位
- › 培育設計、營銷模式和市場拓展等方面的新晉設計人才
- › 教育青年和社會大眾欣賞創新、原創、設計和行銷策略帶來的附加值



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歡迎瀏覽 SGDA 網頁



HONG KONG
SMART GIFTS
DESIGN AWARDS

SPONSORING & SUPPORTING ORGANIZATION

贊助及支持機構

SPONSORING & SUPPORTING ORGANIZATION

贊助及支持機構



SUPPORTING ACADEMY & DESIGN ORGANIZATION

支持學院及設計機構



SUPPORTING TRADE ORGANIZATION

支持商會



GOLD SPONSORING ORGANIZATION

主要贊助機構



SPONSORING ORGANIZATION

贊助機構



JUDGING PANEL

評審團介紹



MR. ELMOND CHEUNG

Head of LOG-ON Business Unit,
Hong Kong Market, City Super Limited

張恒傑先生
City Super集團 LOG-ON營業部主管



MS. LULU CHEUNG

Founder and Creative Director
Rolls Group Limited

張路路小姐
香港羅絲集團有限公司創辦人及創意總監



MR. DEWITT CHIK

President
Low Carbon Design Society of Hong Kong

植觀賢先生
香港低碳設計協會會長



PROFESSOR TAK LEE

Associate Dean of School of Design
The Hong Kong Polytechnic University

李德志教授
香港理工大學設計學院副院長



MS. LIDAN LIU

Program Director, Industrial Design
Institute of Design and Innovation,
Tongji University, Shanghai

劉力丹小姐
同濟大學設計與創意學院
工業設計專業主任



DATO' LEWRE LEW

CEO/Design Director
Lewre International Sdn. Bhd, Malaysia

Lewre International Sdn. Bhd, 馬來西亞
盧拿督
首席執行官兼設計總監



MR. LUTZ DIETZOLD

Managing Director
RatfürFormgebung/German Design Council
Frankfurt/Main, Germany

Lutz Dietzold先生
德國設計議會常務董事



TRIO



Designer 設計師 :

Jaman Lam ; Paul Poon, Sai Kit

Company 公司 : Wah Fook Holdings Limited

Website 網頁 : www.pen-plus.com

Ballpoint Pen, Stylus Pen, USB flash drive, they are tools helping us record data on paper or digital devices. We combine them together. The size of USB flash made the traditional USB Pens usually in thick and bulky size that users do not like it. We merged the slim Pen body with the USB flash and made it streamlined with appealing shape and good hand feel.

With the easy capping system, it protect the tip and save the twist or push-action mechanism cost.

This 3-in-1 gadget has various color options. It is a perfect corporate gift for any occasion!

設計構思是把圓珠筆、觸控筆、USB記憶體三者合而為一，輕鬆攜帶。對比一般USB筆粗大笨重，我們把USB與筆桿流線地結合在一起，外表美觀，手感一流。又以開蓋式設計，省卻轉動與跳動機關成本，方便使用。這枝三合一工具，提供多種顏色選擇，絕對是理想的企業禮品！

CONTACT. ORGANIC AGARWOOD PU'ER TEA

Designer 設計師 : Connie Lee
Company 公司 : Contact Design Limited
Website 網頁 : www.contactdesign.hk



Agarwood Pu'er Tea is a new blend of Yunnan Pu'er Tea and Agarwood, a precious fragrant heartwood that has a refreshing regimen. The tea case is made with state-of-art aluminium one-piece extrusion that provides seamless finishing and airtight barrier to preserve the flavor of the tea. The walnut wood lid is engraved with laser-cut logo to have a natural and modern touch. The flower-shape lid creates a strong identity that symbolizes the essence of tea culture. With aluminium extrusion as the main production process, small batch production is allowed. Each piece is crafted with care and precision as a collector's item for lifetime usage.

有機沉香普洱茶是混合了雲南普洱和天然沉香的新品種。茶罐由全鋁一件式擠壓而成，突顯無縫表面處理和密封設計，以保存茶的味道。花形胡桃木蓋以激光切割標誌，融合自然和現代感。整體設計別具觸感，符合人體工學。每件精雕細琢，是獨一無二的藝術品。

Awarded by 嘉許者 :
Mr. Dewitt Chik
President

Low Carbon Design Society of Hong Kong
植觀賢先生 香港低碳設計協會會長

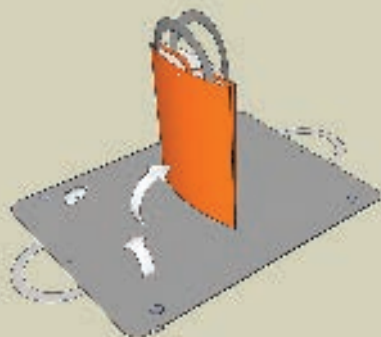




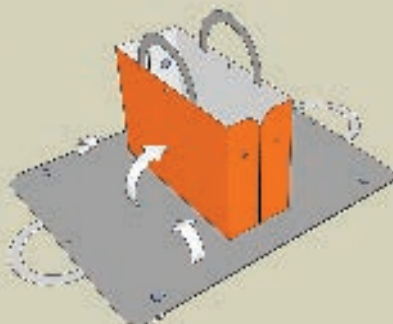
HKSGDA 2015
BRONZE
— Corporate —
銅獎



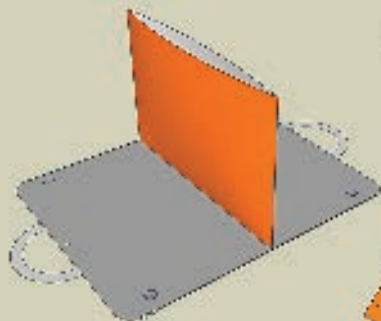
HKSGDA 2015
GREEN
AWARD
— Corporate —
綠色環保大獎



Double pocket fashion bag



Large tote bag or cooler bag



Jumbo flat bag



Beach mat

ZIPZIPBAG (MAGIC ECO-BAG) 嘻嘻袋 (萬用環保袋)

Designer 設計師 : Jacky Wong, C.K.

Company 公司 : Hoi Lee Enterprise (China) Limited

Website 網頁 : www.hoilee.com
(www.zipzipbag.com – for this product)

ZipZipBag (Magic Eco-bag) is a simple design, but more multi-functional than any other eco-bags. It uses 3-layer materials that features with reflection, insulation and absorption. The special designed zippers at both sides combined with different folding methods can transform the bag into three different sizes and styles. It can be used as a cooler bag as it is insulated with heat reflective material. It then can transform into a sunshade if unzipped. It then becomes a beach mat when two or three products are zipped together. It's a real eco-friendly product served with reusable, recyclable and multi-functional purposes at various occasions.

嘻嘻袋 (萬用環保袋) 設計簡約但用途廣泛。選用三層覆合材料製造，以達反光、隔熱、防撞及耐用效果。兩邊特製拉鍊配合不同摺法可變出三種不同尺寸款式，更有保溫功效。拉鍊打開便成太陽擋。另多片結合則成沙灘席。它是一款真正環保產品，可重覆、循環再用、多功能產品。



BECANDLE BEADS WITH FRAGRANCE SET

蠟米及香薰套裝



Designer 設計師 : Xavier Tsang

Company 公司 : AP CREATIVE Limited

Website 網頁 : www.becandle.com.hk

Becandle Beads let users make their own refillable fragrant candle simply by pouring wax into any safe and fire resistant containers like a used food can, inserting a wick and pouring a few drops of special blended fragrance on the beads surface.

The Becandle Beads is 100% vegetable-based, made of highly pure vegetable fatty acids extracted from palm oil and it is RSPO certified as sustainable wax material.

蠟米由RSPO*認證的天然棕櫚植物油製成。用家十分簡單地製作可補充的香薰蠟燭，只要把蠟米倒進防火器皿中如玻璃杯、舊罐頭等……插入燭芯後再加幾滴香薰在蠟的表面即可如普通蠟燭般燃點。

*RSPO棕櫚油可持續發展圓桌會議

TEA BUTTON

Designer 設計師 : Carlos Luo ; Zec Chan

Company 公司 : Jeep Innovation Limited

Website 網頁 : www.becoming-designer.com

Tea Button is a tiny helpful accessory that keeps your tea bag no longer falling while brewing. Simply stick the Tea Button onto your mug with the special designed suction cup, wrap your tea bag string around it, and you're ready for hassle-free tea time!

The button's facade can be customized into embossed company logos. Along with the eye-catching mug-shaped packaging and color variation, Tea Button is a perfect give-away corporate gift.

Tea Button 茶包伴侶是個實用又貼心的設計。特別設計的強力吸盤能夠輕鬆吸附在各式茶杯上固定茶包，讓您享受無憂的飲茶時光！

Tea Button 圓形碟面可按客戶需求訂製成各式凸印商標或圖案，配以別緻杯型包裝和多彩選擇，勢必成為公司贈品的不二之選。



BULB



Designer 設計師 : James Ung

Company 公司 : BRANDCHARGER WORLDWIDE

Website 網頁 : www.brandcharger.asia

Portable and easy to use, Bulb USB Car Charger keeps your devices charged all the way on road.

The LED illuminated logo display can make your brand come to an eye catching position. Simply switch on your car's 12V power outlet or cigarette lighter, it turns into a universal charging station for all your mobile devices combined with great logo visibility!

便攜易用，Bulb USB 車載充電器使您的移動裝置在一路上保持充電。

在LED照明標誌顯示屏上，可為你的品牌帶來應有的注意力。

簡單地把你座駕的12V電源插座或點煙器開啟，結合品牌卓越商標可見性，把所有移動裝置搖身一變為通用充電站！

CHESSMAN 13TH ANNIVERSARY STATIONERY BOX SET

Designer 設計師 : Aramis Yeung

Company 公司 : Chessman Entertainment Production
(HK) Limited

Website 網頁 : www.chessman.com.hk

This stationery box set is a Christmas gift for the celebration of Chessman 13th anniversary. It consists of 8 stationeries in different boxes size within a big square box, wrapped in an extraordinary celebration color, black. The core message embedded is 'Based on Human'. For instance, a phrase of "I want to be ____ in 13 years time" is on the note book back cover. Receiver can fill in the blank with their own wish, which means every Chessman note book carries wishes of its owner. This gift set is tailor-made for the receiver, with more humanity. We also hope receivers can feel confident about our design and agree with our concept of "less is more".

這套裝是贈送客戶的聖誕禮物，也是棋人13周年的記念禮物。四方的盒子內是共8款文具套裝，包裝以「反傳統」黑色為主調。設計概念是希望表達出13周年口號「Based on Human (以人為本)」，例如筆記本上留有位置可寫上願望，令每個套裝變成度身定造，富有『人』的意義。



MEASURE SPAGHETTI WITH BELT 意粉量帶



Designer 設計師 : Danny Chung

Company 公司 : Lee Yuen Housewares Co. Limited

Website 網頁 : www.lyh.co

This product is for healthy diet customers.

Nowadays, most people tried to eat healthy and this spaghetti belt can definitely help you a lot. As the larger portion of spaghetti belt you pick, the more spaghetti you will eat; in turn, the wider waist belt you will have! This Spaghetti belt is a reminder for you to control the quantity of spaghetti and to grasp the right amount for eating easily.

這產品是為崇尚健康飲食的顧客而設的!

現今社會，越來越多人追求健康飲食。意粉量帶，正好用來提醒用家，若把量帶放得越大，就會吃得越多意粉，伴隨的腰圍也會變得粗大。因此這量帶是用來控制食量，簡單輕易地掌握更健美、窈窕的食量。



FINALIST 入圍作品



SILICONE MEGA BLUETOOTH SPEAKER

Designer 設計師 : Watson Lee

Company 公司 : Tints Development (HK) Limited

Website 網頁 : www.tints.com.hk



FELT AND NEO

Designer 設計師 : Fai Leung ; Michael Choi

Company 公司 : P.S.L. Limited

Website 網頁 : www.pslworld.com



POWER GLOW

Designer 設計師 : Michael Choi ; Fai Leung

Company 公司 : P.S.L. Limited

Website 網頁 : www.pslworld.com



Key To Success!



I-OPENER

Designer 設計師 : Fai Leung; Michael Choi

Company 公司 : P.S.L. Limited

Website 網頁 : www.pslworld.com

Do you have these problems before ? Like you cannot open a jar cover as it is too fit or too small ? Ladies broke their nail when opening cans ? Or you cannot find the bottle opener as you don't know where it is?

Now all these problems are solved because of "I-opener".

I-opener is a multi-functional kitchen tool which can open cans, bottles and jars without hassle.

The silicone materials of I-opener offers extra grip for easy opening and a big hole can hang on the wall. Large surface area can also be used for printing company logo as a promotional or marketing gift.

你曾經遇到開不到樽蓋，開汽水罐時弄斷指甲，找尋不到開瓶器等……的問題？

以上問題有了「I-opener」就迎刃而解！

I-opener 是個三合一工具，可以幫助開樽蓋、汽水罐蓋和酒樽蓋。而矽膠物料，耐用又有觸感且方便清洗。I-opener 表面空間更可供公司商標作推廣用途，方便實用！



Awarded by 嘉許者：

Professor Tak Lee

Associate Dean of School of Design

The HK Polytechnic University

李德志教授 香港理工大學設計學院副院長

FOZZILS TWISTFOLD™ WIRE BOWL 不鏽鋼鐵線籃



Designer 設計師：Barro De Gast

Company 公司：Fozzils Limited

Website 網頁：www.fozzils.com

Our mission is to create highly functional products that are space saving, convenient and fun. Our design team takes inspiration from trends around the world to craft truly new and unique items by thinking 'out of the box'.

At Fozzils, we Think Flat.

The Fozzils Twistfold™ Wire Bowl is a unique, space saving alternative to the traditional fruit/bread bowl with the following features:

- Self-assembles and collapses with a simple twist
- Ideal for fruits, breads and with a napkin in the center can be used for chips and cookies
- Food grade stainless steel, BPA free plastic
- Stores away flat when not in use

The perfect combination of style, practicality, and fun!

不鏽鋼鐵線籃是針對消費者尋找非傳統，有趣又節省地方的產品。設計有專利權，獨特裝有的扭轉設計，開合後容易收藏。不鏽鋼鐵線籃能夠在擺放生果和麵包時有足夠空氣流通。當扭轉鐵線籃關閉後，這產品是節省地方的一大驚喜！



Awarded by 嘉許者：

Dato' Lewre Lew

CEO / Design Director

Lewre International Sdn. Bhd, Malaysia

Lewre International Sdn. Bhd, 馬來西亞

盧拿督 首席執行官兼設計總監



HELI-TRIVET 拉維隔熱墊

Designer 設計師 : Ken Tsoi, Man Hei
Company 公司 : APLOP Limited
Website 網頁 : www.aplop.com

Heli-Trivet is perfect for heat resistant and fits pots with different sizes.

It can be flattened simply thanks to the elasticity of silicone.

It is space saving as it can be folded into compact shape and the o-ring at the centre can be used for wall hanging.

拉維隔熱墊適合各式不同大小的煮食煲，具有良好的隔熱功能。

利用矽樹脂的天然彈性和力學設計，它能夠輕便地平放於桌面上；摺合或懸掛收納。



MAGSTRIP

Designer 設計師: Kelvin Ip 葉嘉俊

Company 公司: aMagic Limited 一絕有限公司

Website 網頁: www.amagic.com

MagStrip combines the home electrical power strip and USB charging facility neatly and perfectly. The built-in 4 high output USB ports support a high speed charging at 5V/2.4A. It is important to include surge protection in MagStrip which can protect your invaluable electrical devices from damaging by voltage glitches. Power Strip and USB charging can now be merged into one single piece and no longer needs individual clumsy adapters anymore. It is an ideal helper for your home and workplace.

MagStrip結合了電源拖板和USB充電器，配備4個高輸出USB充電埠，每埠支援5V/2.4A快速充電，並提供保護功能，避免行動裝置因過份充電而造成損壞。MagStrip將電源拖板和USB充電器合而為一，減省了火牛的应用，絕對是家庭和辦公室的好助手。



MULTI SINK MAT

多功能瀝水墊



Designer 設計師: Ken Tsoi, Man Hei

Company 公司: APLOP Limited

Website 網頁: www.aplop.com

MULTI Sink Mat is a 3-in-1 design which is perfect for protecting the sink from scratches, washing and rinsing food, and it is heat resistant.

The button edges can be snapped up to form a colander or packed flat for storage.

多功能瀝水墊是多用途廚房用品，能作保護水槽的軟墊；洗滌蔬菜果類的瀝水籃和隔熱墊等。

運用物料的彈性和鈕扣設計，能簡易地使軟墊變為籃形作洗滌用，設計亦方便收藏。

LIVING COMFORT 快適活寶

• COMFORT INDEX • HEATSTROKE METER
• 快適指數計 • 中暑預防計

Designer 設計師: Man, Siu Tung 文少東

Company 公司: OiKO Limited 愛家有限公司

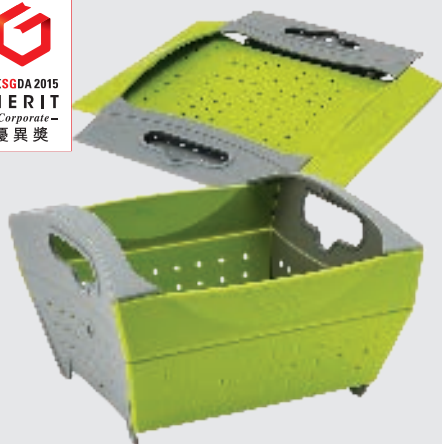
Website 網頁: www.oiko.com.hk

A survey indicated that the elderly, housewives and kids easily get indoor heatstroke in summer time. We design a chip to express the wet-bulb globe temperature index (WBGT), which can have two performances within one product. The first function provides the "comfort index" with different facial expression indicating the comfortability. The second one can indicate 5 conditions (Safety / Caution / Warning / Serious Warning / Danger) of the indoor environment. If extreme condition occurs, alert beeping comes out which can raise the awareness of getting heatstroke to the elderly and the others.

據調查顯示，每年夏天，有不少長者、主婦及小孩出現室內中暑情況。我們設計了一式兩款的產品，把綜合溫度熱指數(WBGT)的參數放在芯片內，產品以5個表情顯示環境的舒適度或稱“快適指數”。另一款則著重“中暑警示”分為5個級別(安全/注意/警戒/嚴重警戒/危險)，當達到危險級別，它會發出響聲，提高長者及照顧長者的家人對中暑的警覺性。



FOZZILS SNAPFOLD™ COLANDER 摺疊過濾器



Designer 設計師: Barro De Gast

Company 公司: Fozzils Limited

Website 網頁: www.fozzils.com

Our mission is to create highly functional products that are space saving, convenient and fun. Our design team takes inspiration from trends around the world to craft truly new and unique designs by thinking 'out of the box'. At Fozzils, we Think Flat.

The Fozzils Snapfold Colander is designed to assemble and collapse quickly and easily and has the following features:

- Assembles and collapses in a second
- Dual pour spouts
- Self-assembling legs for drainage
- BPA free, non-stick easy clean surface, dishwasher safe
- Folds completely flat for easy storage

Space saving, practical and fun!

摺疊過濾器為消費者提供快捷、易用及節省空間的產品。產品有專利權設計，裝設了按扣，容易打開及收藏存放，節省地方。產品承托力好，不容易倒塌。頂部兩面獨特弧型設計，方便把水濾出，摺疊過濾器可平放或懸掛在廚房任何空間，節省地方。

SILLY SLICER

Designer 設計師: Michael Choi; Fai Leung

Company 公司: P.S.L. Limited

Website 網頁: www.pslworld.com

Silly slicer is made of food grade silicone rubber with stainless steel. The flex material can let user cut a piece of pizza easily and use the slicer to grab the piece and serve it directly.

Silly Slicer 是一把比薩餅刀，可用作切比薩餅，而矽膠物料，可以屈曲和抓住比薩餅，方便食用。矽膠物料選用了食品級，故用家可放心使用來接觸食品。



FINALIST 入圍作品



ANOTHER ROUND CANDLE SET

Designer 設計師: Xavier Tsang

Company 公司: AP Creative Limited

Website 網頁: www.becandle.com.hk



CACTUE YOLK SEPARATOR

Designer 設計師: Billy Law

Company 公司: The Daydreamer Studio

Website 網頁: www.daydreamer.com.hk



QUILIUP - MINI-MARK

Designer 設計師: Joey Lau, Yuen King

Company 公司: CreamArt Limited

Website 網頁: www.creamart.hk

Smart

SLAB NOTEBOOK



Designer 設計師 : Stephen Barry ; Eric Chan
 Company 公司 : Tai Shing Diary Limited
 大誠日記有限公司
 Website 網頁 : www.daycraft.co

The Slab notebook by Daycraft is not an ordinary notebook. It is designed for people who like something different and outstanding, and who want to shine brightly at everything they do.

This design took the best-of-the-best award at the London Stationery Show because of its strong visual appeal and the technical challenge of applying gold foil, silver foil, copper foil and wooden texture to an entire notebook, including the page edges. The product has been a success in the marketplace and is a favorite of stationery aficionados.

德格夫「金木」系列筆記簿絕對不是一般的筆記簿，它的設計與別不同，讓用家記載每天明亮閃耀的生活點滴。「金木」系列筆記簿獲得英國倫敦文具展大獎，除了擁有震撼的視覺吸引力外，其獨特配以金箔、銀箔、銅箔和木紋的印刷技術，包括書邊印刷，使「金木」系列筆記簿在市場上取得成功，成為文具愛好者至愛。

Awarded by 嘉許者 :

Ms. Lulu Cheung
 Founder and Creative Director, Rolls Group Limited
 張路路小姐
 香港羅絲集團有限公司創辦人 and 創意總監

Ms. Lidan Liu
 Program Director, Industrial Design, Institute of Design and Innovation, Tongji University, Shanghai
 劉力丹小姐
 同濟大學設計與創意學院工業設計專業主任





CABLE CARD

With so many different devices to get charged, it's always welcome to have a collection of connectors with you. The "Cable card" included dual micro USB cable connection, warily stored in a credit card sized solution. Never leave office or home without it!

Cable card 是一張手提電話充電卡，有兩組 micro USB 頭可同時為兩部手提電話充電。它的外觀設計有如一張提款卡，方便攜帶。

Designer 設計師：Fai Leung ; Michael Choi

Company 公司：P.S.L. Limited

Website 網頁：www.pslworld.com



IDEA MEMO - FOOTBALL

Designer 設計師 : Martin Leung

Company 公司 : April4 Design

Website 網頁 : www.facebook.com/april4hk

Memo is one of the common stationery in office but also produced lots of waste paper balls. To add value to the waste paper, we give more fun into our memo design as we turned it into a playable and useable product. The package can turn into a football court and the used memo paper will become a paper football. User can enjoy this playful memo by shooting the paper ball into the gate of the package. Have fun and recycle.

便條紙是辦公室常用的文具，用後會製造大量紙球。

只要加入有趣悠閒元素便成了可用又可玩的足球便條紙。

包裝盒可打開成為足球場，使用後的便條紙成為紙足球射進龍門內。設計使用了最小限度的包裝材料，這設計既有可觀性又富趣味，亦延長便條紙的價值。



SHAREBEAT



Designer 設計師：Ivan Lam, Ho Yeung

Company 公司：Trend Power Limited

Website 網頁：www.trendpower.me

ShareBeat is a Wireless Music Streaming device that turns all the traditional speaker into Wifi-enabled, thus to allow users to play the music or audio track of the video wirelessly via AirPlay or DLNA.

As most of the traditional speaker do not have bluetooth or NFC such wireless playing capabilities. By ShareBeat, you can just simply connect it with the speaker through the 3.5mm Aux Cable. You can now connect it with your mobile through Wifi and play the music wirelessly.

ShareBeat是一個擺脫傳統的袖珍產品，轉換所有喇叭進入一個無線的世界。它容許使用者利用AirPlay或DLNA播放任何音樂或音訊檔格式。

正當所有傳統喇叭不配備藍芽或NFC等無線技術時，ShareBeat已經可以簡單利用3.5mm Aux Cable做到你一直夢寐以求的時代。由此刻起，你可以無拘無束地播放音樂。

GLOBAL CLOCK

世界時鐘

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

Globalized business environment is a current market trend, we have to communicate with customer or supplier day and night. However, we usually overlook the time zone problem with different cities, this is where the concept of Global Clock has come out. The innovative design of the Global clock's hands with different cities' silhouette can show 6 different cities time zone without any special setting. The movement of the Global clock can also bring the earth rotation visual effect as well.

在全球化營商環境中，我們經常不分晝夜跟客戶或供應商聯絡，但因時區差別，很多時會忘記對方的時間而錯失機會；這就是Global Clock 的設計概念；Global Cock 是一個能顯示六個時區的世界時鐘，巧妙的城市剪影指針設計令使用者不需作任何設定便能辨別出不同時區，時鐘走動時有如地球自轉的視覺效果。



TEA PEN



Designer 設計師：Carlos Law ; Zec Chen

Company：Jeep Innovation Limited

Email 電郵：zec@becoming-designer.com

Tea Pen is an elegant and functional tea infuser that helps you to make a nice cup of tea with controllable infusing process by adjusting the height of the glass tube.

A little more aesthetically pleasing than those metal tea balls on a chain, Tea Pen's crystal clear glass tube allows you to watch the tea leaves open up slowly and gracefully dance in the water, draws your attention back from the heavy work, bringing peace and tranquility back to your body and mind.

Tea Pen 玻璃泡茶筆帶來的不僅是便捷的泡茶體驗，更是健康的生活態度。比起傳統的濾茶球，Tea Pen 通過調整高度來控制沖泡進程，透明玻璃更可讓你清晰地觀察片片茶葉在水中浸潤下緩緩舒展、翩翩起舞，在繁忙的工作之中，讓您瞬間回復當下身心平和與寧靜。

HOLD ME TIGHT



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

Nowadays, air travel become more and more often. Travelers always bring with many hand carry luggages. "Hold me tight" can help you to have easy luggage management as its maximum weight reached 3KGS. Let's go for a relax holiday with Hold me tight.

如今使用航空交通的機會日益增加，在旅程中我們經常攜帶許多手提行李，Hold me tight 能助你有效管理手提行李，將各種購物袋附設在你的手提行李上，最多能承受3公斤，令你的旅程更輕鬆舒適。

RE-BANDING

重塑橡皮筋

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

Designers always focus in new concepts creations, but forget the probability of modifying existing items to a higher level of practicability. The existing items still have their values after having modification which can enrich the functions of it.

This is the reason why we create Re-banding. Re-banding is a re-invented of rubber band which become much easier to use and more decorative. Re-banding also can act as a cable organizer. A little modification can make big changes.

設計師往往因專注創新的產品設計，而忽略一些舊有產品改良。

舊有產品其實亦有它的存在價值，只要經過創新改良和重新塑造，便可令實用性增加。

「重塑橡皮圈」就正是改進及重新塑造的目標；這個橡皮圈不僅顏色鮮艷又有裝飾性，既美觀又實用，更可變成一個繞線器；這正是小改良帶來更多創意的用途。



FINALIST 入圍作品



U.BULL 5-PORT USB CHARGER MAGJUMPER

Designer 設計師：John Cheng

Company 公司：Momax Technology (HK) Limited

Website 網頁：www.momax.net



Designer 設計師：Kelvin Ip

Company 公司：aMagic Limited

Website 網頁：www.amagic.com



SHARE STICK

Designer 設計師：Ivan Lam, Ho Yeung

Company 公司：Trend Power Limited

Website 網頁：www.trendpower.me



UFO PHONE STAND

Designer 設計師：Billy Law

Company 公司：The Daydreamer Studio

Website 網頁：www.daydreamer.com.hk



“BERRY CAT FAMILY” CLASSIC TOY - JACKSTONE 懷舊玩意 - 抓子套裝

Designer 設計師 : Cat Kwan, Kit Yi 關潔怡

Company 公司 : KITYICAT CREATION

website 網頁 : www.kityicat.com

More than innovative design, we put meaningful idea into our product.

Jackstone from our childhood has return, you can even make it by yourself.

This is the special experience out of the digital games absolutely.

Enjoy the old days stuff “Berry cat family” to share your childhood memories with young generation and let them learn the motto of “Simple can be fun”.

我們追求的不只是設計上的創新，而是如何將有意義的概念在設計中活現。

童年時玩過的抓子，今天你可以親手製造……這絕對是電玩遊戲以外的一種樂趣。

Berry cat family 的人物跟你一起回到昔日童年時，透過親身製作及家長分享，讓孩子們體驗「簡單也快樂」的道理。





'MAG-SSAGE' CLOUD

Designer 設計師 : Peggy Chen, Hoi-yan 陳凱恩

Company 公司 : Pegeo Co. Limited
柏思創作有限公司

Website 網頁 : www.pegeo.com.hk

The word 'Mag-ssage' was formed by merging the sounds and meanings of 'magnet' and 'message'. The 'Mag-ssage' can be hanged on the wall. Cloud is designed to use with the tailor-made button magnets for people to hold their sweet messages and photos anywhere they like.

The use of magnets on an adorable cloud-like cushion is exceptional and pragmatic as it can avoid pinned holes on precious photos.

Every 'Mag-ssage' Cloud is made with our original design printed fabric, making it feel like a wall art for user who loves to increase the functionality and style to their modern home design.

'Mag-ssage' 就是 'magnet+message' 結合而成。與message(信息)讀音相近，這個新名字可帶出 'Mag-ssage' Cloud 的設計理念。特製的鈕扣磁石於這個雲型咕咾上，便可將心意字句或珍貴相片隨時隨地展現出來，而且不留釘孔。掛牆式設計加上獨特自家花布圖案，簡潔時尚，讓 'Mag-ssage' Cloud 成為傳遞愛意的創意家居擺設。



LANTAU FUN

繽紛大嶼

Designer 設計師: Thomas Wong 黃頌行

Company 公司: People On Board Social Enterprise Limited

"Lantau Fun" is a board game originated from the hottest tourist attractions on Lantau Island of Hong Kong. Players tour around the Island like tourists and use the cards in hands (i.e. Auction Cards and Function Cards) to collect the "Lantau Fun Cards". The first player who can collect the full set of "Lantau Fun Cards" is the winner.

This board game brings great fun and joy to families, players can also understand more about Lantau Island including its geographic, attractions and recreations.

QR code printed at the back of each Lantau Fun Card can give the player to receive the particular scenic spot information by scanning the card.

以遊覽香港大嶼山的桌上遊戲，玩家扮演遊客，運用手中「行動牌」和「功能牌」，周遊島內景點以收集「繽紛牌」，最快集齊「吃喝」、「玩樂」和「買手信」牌者為勝出。每張「繽紛牌」背面印有QR碼，掃描後獲得有關景點資訊。真是一個充滿歡樂又益智的家庭遊戲。



ACQUAINTANCE WITH SOAP SERIES

粮道 - 禾道・米



Designer 設計師 : Winnie Ngai, Si Man ;
Eric Cheung, Chun Lam

Company 公司 : Run 2 Tree Studio

Website 網頁 : www.run2tree.com

Aroma, bubbling, cleansing, conditioning, flavors... which are most common factors that determine the contentment when using soap. In coming up with a new soap concept, we shift our attention to the "Experience" of soaping.

HK Soap's "Acquaintance with Soap" series comes across with a number of tools in our daily life. Our "soap pencils" with food residual like rice chaff and soya drag that vary in efficacy, you can use the special "soap planer" or "soap sharpener" in our box to grate soap for lave.

Food residuals, wooden chips and pencil filings are usually the unwanted remaining, but in this case, they become the star!

「香港粮品」讓過剩食材及番規從此不平凡。

使用前所未見的方式、再加上令人印象深刻的食材配搭，屢次為消費者帶來驚喜新創意。無論是商品使用方式還是包裝設計，都完全顛覆了業界的常識。但是只要試過一次，便能感到商品出乎意料的「好用」！用高質素的商品告訴消費者製造商是多麼認真。

瞭解「香港粮品」的產品，便會發現設計能帶動生活變改。

Awarded by 嘉許者：

Mr. Elmond Cheung
Head of LOG-ON business unit, Hong Kong Market
City Super Limited
張恒傑先生 City Super集團LOG-ON營業部主管

LIVE BAND PARTY PICKS

搖滾小食叉



Designer 設計師 : Tiffyn Li ; Jason Ho, Yip Shing

Company 公司 : Kool Limited

Website 網頁 : kool.com.hk

Live band party picks is a set of 12 captivating stringed instrument party picks. It is a perfect accessory for any receptions, parties and catering events. It is great for fruits, sandwiches, appetizers and finger foods. Fun and festive party picks have embellishments dress up any snacks and make your snack plates lively with a touch of live band experience. Amplifier-like packaging design makes it more realistic and suitable for storing the reusable live band party picks neat and tidy. It comes together with various colours and designs to let people easily recognize their cutlery.

一套十二支搖滾小食叉，小巧精緻，實用又可循環使用，配合擴音機包裝設計方便收納。設計適用於水果、前菜等小食，適合派對場合。叉子令小食搖身成為搖滾樂器，彷彿為派對譜出動人樂曲，增添氣氛！多款顏色和設計可作識別之用，避免與別人調亂餐具的情況發生。

DNA+ COASTER SET

DNA+ 杯墊

Designer 設計師: Vincent Wong
Company 公司: Nu Design Limited
Website 網頁: www.nudesign.com.hk

The inspiration and concept of DNA+ Coaster Set derives from the scientific DNA molecule and the study of its structural characteristics. Designer captured the essence of the DNA formation and its ability to intertwine and bond together and become DNA+ Coaster Set.

The set is made from 100% eco-friendly and biodegradable heat resistant CORK SKIN and water-friendly RECYCLED LEATHER, the DNA+ comes in a set of 4pcs with a recycled transparent PP box.

The coaster can be used individually or patched together to form a larger mat.

設計靈感和概念源於科學的DNA分子結構元素，演變成日用產品「DNA+ 杯墊」。物料是由100%可降解和生態物料耐熱軟木（CORK SKIN）和再生皮製成，環保實用。包裝是用可降解PP透明盒。杯墊可單一或互相連接變成更大的墊，用作放熱水壺或碟子。



MTR BOARD GAME

沿途有禮

Designer 設計師: Lee, Tsz Ching 李芷晴;
Hui, Wai Sim 許維嫻
Company 公司: People On Board Social Enterprise Limited

The MTR Corporation strived to provide a safe, clean and comfortable traveling environment for passengers. In order to maintain a pleasant journey to all, the MTR does rely on the cooperation from all passengers. For this reason, the MTR hopes to educate children through this special board game, encouraging them to develop a good sense of railway safety and courteous passenger behavior for the young generation.

港鐵公司一直致力為乘客提供安全、清潔及舒適的乘車和候車環境，要確保乘客能夠有安全舒適的港鐵旅程，有賴乘客的合作。港鐵希望透過「沿途有禮」這遊戲，讓小朋友從小培養安全有禮的乘車習慣，建立安全乘搭港鐵的意識。



MINGCHA TEA & CHOCOLATE PAIRING KIT

明茶房中國茶配朱古力禮盒



Designer 設計師: Vivian Mak, Wai Lan 麥蕙蘭;
Zowie Wong, Pui Ling 王貝鈴
Company 公司: MingCha Limited 明茶房有限公司
Website 網頁: www.mingcha.com

For sophisticated and adventurous minds.

Tea is traditionally consumed for digesting dim sums and Chinese cuisines.

We try to put tea into a different context - Tea & Chocolate! Believe it or not, once tried, you will be amazed how well they match. Modern generations like to explore new tastes and these sets will surely satisfy their curiosities.

中西合璧的味覺演繹。

中國茶傳統是消化解膩。這系列打破中國茶傳統框框，配搭朱古力，讓人耳目一新。給好奇、喜歡探索、追求優質生活人士帶來無限驚喜，為繁忙的都市生活帶來活潑的調劑。

FINALIST 入圍作品



PIPE

Designer 設計師 : Raft Wong

Company 公司 : Rcube Design Studio Limited

Website 網頁 : www.cube-design.com



MEMO TAPE 寄錄帶

Designer 設計師 : Huang Jie 黃婕 ;

Chiu, King Keung 趙敬強

Company 公司 : Sun Wing Ming Industrial Limited

Website 網頁 : www.sunwingming.com.hk



“Act Smart
- Key To Success!”



AURORA JAR CANDLE, FRAGRANCED WITH TWIN FLOWER

極光林奈花香氛蠟燭

Designer 設計師 : Vivien Fung

Company 公司: The Candle Company

Website 網頁 : www.candles.asia

The Aurora Borealis (Northern Lights) is traveler's fascinations and visions. Our candle can take you to Aurora. When the candle is lit, your journey begins. This candle is fragranced with Twin flower, spreading a gentle, soft honeysuckle-like floral fragrance found in the Northern hemisphere at night only.

Everyone has a dream place to visit. The message of our product is to sparkle your desire and take action to your dream place.

極光香氛蠟燭的設計靈感源於北極光。蠟燭在燃點後，純白色蠟燭從內透出柔情麗光，絢爛奪目。蠟燭香氣來自被譽為芬蘭瑰寶，只在晚上散發出芬芳的林奈花。蠟燭包裝設計更內藏驚喜。

觀賞極光相信是不少人的夢想，希望極光蠟燭能觸發顧客鼓起勇氣，實行旅遊夢想。





YEAR OF THE SHEEP RED PACKETS

Designer 設計師 : Angela Cheng
Company 公司 : Happihood Design
Website 網頁 : www.happihood.com

Engaged to create inspiring design, Happihood Design is hoping to spice up this Chinese New Year with its Year of the Sheep red packets design. Upon receiving such red packets, little children will not only find happiness with the gift inside, instead of hiding themselves for smartphones, they will also find enjoyment of paper folding with the built-in instructions printed inside. Happihood Design also hopes to extent the happiness by donating HK\$5 of each set of red packets purchased to organizations serving the less privileged children.

今個羊年，致力創作趣味產品的 Happihood Design 印制了一批玩具新意的羊年紅包。當小朋友收到這羊年紅包，便會發現內有乾坤，附印的摺紙遊戲將為他們帶來比玩智能手機更多的樂趣。而每售出一套羊年紅封包，Happihood Design 便會將其中 5 元捐給兒童福利機構，讓更多小朋友感受到新年的溫馨與歡樂。

FAI CHUN MAGNET MINI



Designer 設計師 : Cheng, Wai Hung
Company 公司 : Long Ching Company Ltd.
朗晴皮具禮品有限公司
Website 網頁 : www.longchingco.com



Chinese New Year is a crucial traditional festival for Chinese. "Fai Chun" is a lucky and blessing message for all. Our "Fai Chun Magnet Mini" used PU Leather instead of paper with magnet design. Our product can bring positive message to the youth and their families and friends. Finally, we hope this "Fai Chun Magnet" can be a brand new trend in Chinese culture.

Use "Fai Chun Magnet" feel Lucky, Fortune and Blessing.

農曆新年是華人重視的傳統節日。張貼「揮春」是對人們祝福、幸運的象徵。我們希望年青人能承傳統習俗，設計了「磁石揮春」。利用皮革製造「揮春」，再配合磁石，製成「迷你磁石揮春」，實用時尚。

希望產品能走進每家每戶及辦公室，祝福自己、家人及朋友。

MESSAGE TIN CANDLE SET 傳意香氛蠟燭系列

Designer 設計師: Vivien Fung

Company 公司: The Candle Company

Website 網頁: www.candles.asia

The concept of our Message Tin Candles is to bring surprise and positive energy to the recipient. The tin candle is an all-in- one gift with messages. The colourful packaging with heartwarming fragrances, recipient can have a joyful, warm and special moment.

3 options are available:

'Best of luck'- to wish luck for jubilant celebration or graduation.

'You're a star'- to thank for help or appreciation.

'Make a wish'- to wish dream come true or Happy Birthday.

設計概念是藉著蠟燭將驚喜及正能量傳遞給接受者，蠟燭除了是禮物外，同時能傳達心意。蠟燭包裝採用了繽紛色彩，能為接受者帶來愉快及幸福感。燃點蠟燭時，窩心香氣徐徐散發，增添驚喜。

系列有三款選擇:

'Best of luck': 適用於喜慶，送上祝福

'You're a star': 感謝幫忙或讚賞

'Make a wish': 祝願生日快樂或願望成真



CHESSMAN 14TH ANNIVERSARY CHINESE NEW YEAR GIFT SET



Designer 設計師: Crystal Chow

Company 公司: Chessman Entertainment Production (HK) Limited

Website 網頁: www.chessman.com.hk

This box set is specially designed for the Chessman 14th anniversary celebration. Inside the big red packet, it is a silver paper box. The cover graphic was inspired by the greatest board game 'Monopoly' which implies 'Chances' and 'Possibilities'. On the cover, it wrote 'A priceless smile as you give' as we wish our business partners have happiness and blessing when giving the red packets. There are 3 different options of red packets resembling the money notes of Monopoly, Chessman wishes our business partners all the best and great success, and have chances for us to a better place.

此禮盒是棋人十四週年紀念活動一環。「大利是」內藏銀色紙盒，封面設計概念來自紙牌遊戲「大富翁」，象徵「機會」與「可能」，並印有「饋贈為你帶來無價笑容」，寓意派利是時能帶來歡樂。紙盒內有紙幣設計的三款利是封，希望商業伙伴事事順利，把握更好機會。

Awarded by 嘉許者:

Mr. Lutz Dietzold

Managing Director

Rat für Formgebung / German Design Council, Frankfurt / Main, Germany

Lutz Dietzold先生 德國設計議會常務董事

THE 12 CHINESE ANIMAL ZODIAC SILVER LANTERN JEWELRY COLLECTION (PENDANT)

12生肖花燈造型銀首飾系列(吊墜)

Designer 設計師 : Ronno Ip 葉宣恒

Company 公司 : Hong Kong Oapes 香港猿創

Website 網頁 : www.hkoapes.com

This 12 Chinese Animal Zodiac Silver Lantern Jewelry collection is made of 925 silver with gold plated. The eyes of the animal are inlaid with the Swarovski green crystal stones while a natural luminous stone lined in the body. After irradiation in the light or sunlight, and then placed at the dark area, the pendant shine in fluorescent luminous with unique pattern from crevices.

Our products is not only an exquisite jewelry, but with quality and uniqueness.

Our theme focuses on Hong Kong culture and characteristic to serve the purpose of retaining Lovers happy memories and showing the unique Hong Kong festival culture to tourists.

系列以12生肖動物造型，由925銀精心打造，動物眼睛鑲有施華洛世奇綠水晶。內裡鑲有一顆天然夜光石，在燈光或日光下照射後，再處暗黑環境，夜光石能發出螢光，獨特花紋從罅隙中滲出。

系列既是精美首飾，又是品質獨特，具有情懷的紀念品，藉此把香港文化介紹給各地旅客。



CANDY RED PACKET



Designer 設計師 : Kelly Ho

Company 公司 : HOMELESS

Website 網頁 : www.homeless.hk

Red packets design is an annual Lunar New Year celebration of our company, the new design red packets will be given to our clients. The concept of our packet design (graphic and color) is focused on the Lunar New Year celebration and excitement while its embossment details is a candy-wrap concept which means good money according to Chinese.

The package is in a reusable bag for the packets to encourage customers to "KEEP" this bag for future use.

為慶祝農曆新年，公司每年都特意設計利是封來贈送客戶。此利是封主要元素是利用農曆新年高興氣氛為主，另選用糖果突顯甜蜜意思。包裝是密實袋，上面寫有「KEEP」的一字，鼓勵客人保存，節日後仍重複使用，支持環保。

VISUALOVE – CANDLE HOLDER WITH PAPER CUT

Designer 設計師 : James Pang, Ka Ho

Company 公司 : Neko Design Co. Limited

Website 網頁 : www.neko.com.hk

"Lighting Up Someone's Story!" is our product concept.

The main reason in buying a gift is to deliver the love and happiness of the giver to the recipient. But how can a gift represent the giver's want? Thus, we designed "Visualove Candle Holder", a glass candle holder with paper cut effect creating an infinite combination to choose your own story. Various paper cut themes are available to serve with this candle holder like Wedding, Birthday, Festival and DIY pack. You can choose your own story.

"燃起一些動人故事"是這產品的構思。設計師希望送禮人能夠找到真正屬於想表達的禮品，所以"Visual"就慢慢地演變出來，成為送禮表達心意的舞台，配合不同剪紙主題，例如生日、新婚、節日等……甚至可以親手製作心意剪紙，一定能充分表達送禮心意。



FINALIST 入圍作品



CROSS TRAVEL BAG

Designer 設計師: Cheng, Wai Hung

Company 公司: Long Ching Company Limited

Website 網頁: www.longchingco.com



HELIOS DESIGN'S RED POCKET (‘RED’ AND ‘GOLD’ LIMITED EDITIONS)

Designer 設計師: Willis Ko; Kenny Lam, Kin Yuen

Company 公司: Sun Promotion Limited

Website 網頁: www.sun-promotion.com



GALVANIZED LIGHT BOX 白鐵剪影燈箱

Designer 設計師: Winnie Ngai, Si Man;
Eric Cheung, Chun Lam

Company 公司: Run 2 Tree Studio

Website 網頁: www.run2tree.com



KOI-INSPIRED CNY SOAP GIFT SET 《錦綉豐餘》賀年手皂禮盒

Designer 設計師: Winnie Ngai, Si Man;
Eric Cheung, Chun Lam

Company 公司: Run 2 Tree Studio

Website 網頁: www.run2tree.com



MILS READING GLASSES

Designer 設計師 : Bengogh
Company 公司 : Eyepopper Design Limited
Website 網頁 : www.mils.hk

It's a mixture of reading glasses with necklace. The design can be a fashionable modern vintage accessories. It's made from acetate material and target for the mature age group.

它是老花鏡與項鍊的混合物。設計是一個富時尚復古的配件飾物，以醋酸材料製成，適合成熟一族。



TREASURE YOUR CHILDISH (RING) 童趣系列指環

Designer 設計師：Yan Lam
Company 公司：Yandes Studio
Website 網頁：www.daydreamz.co



This series of rings use colorful acrylic as material. The design is simple but cute.

Designer wants to deliver a positive message, happiness is actually easy and simple like the slogan "Treasure your childish, happiness is free!" Every ring comes with a specific wooden ring stand which have this slogan on it. It can also become a home decoration when the user does not wear it.

童趣系列指環主要選用色彩繽紛的有機玻璃製成，動物造型童趣十足，設計師希望透過產品，傳遞出正能量，令用家感受童真快樂。

每隻指環均附有獨有木架，木架上都刻有字句。指環因是配飾，不是每天配戴，用家不佩戴時也可放在木架上作家居擺設，能為家居添上生氣。

AUDIO WRAP (RAINBOW SERIES)

時尚潮品耳機探索
細節工藝之美



Designer 設計師 : Sandy Lam, W.S. 林煒詩
Company 公司 : Alex Acoustic & Cable Ltd.
Website 網頁 : www.audioparkco.com



Rainbow series, the Fashion series of Audiopark headphones. Honey Rainbow is a handwoven cable with high performance headset, which combined fashion and Oriental woven arts. This is the first wearable electronic products.

The Fashion series of Audiopark headphones are environmental-friendly and no harm to human bodies. It also passed sensitive testing and detreated process. The sound performance is excellent that can make you indulge in the World of Music.

彩虹系列是 Audiopark 時尚系列耳機，靈感源自時裝和東方編織藝術，耳機線以人手編織，糅合先進工業技術。Audiopark 時尚系列耳機是首創可穿戴式電子產品，別具個性。耳機材料符合環保、無害，並通過脫色、防敏感測試。音色表現同樣出色，使人沉醉在音樂世界。

THE MONEYWRAP

Designer 設計師：Stephen Barry ; Eric Chan

Company 公司：Tai Shing Diary Limited
大誠日記有限公司

Website 網頁：www.daycraft.co

The Moneywrap by Daycraft was created for smart, stylish user who wants a better stylish way to carry cash and credit cards. This compact with high quality luxury gift is designed for those who appeal to good taste. Finished in a range of fashionable colors, the prudent wallet has no hard edges to scratch your smart phone. Simply fold the leather, wrap your money and cards, snap it safely together by the strap. The strap is durable and 3 more straps for replacement were provided.

德格夫「The Moneywrap」為每位精明、時尚用户提供細小輕巧的存放紙幣及信用卡方式。設計配搭時尚色彩。錢包柔軟真皮外表，可保護智能電話表面。使用時只需將Moneywrap翻開，攤平現金，再放上信用卡，摺合起來，將橡皮筋箍緊整個Moneywrap，簡單方便。更會提供三條可更換彈性橡皮筋。



DOTTI



Designer 設計師：Sing So

Company 公司：D&S Creation Limited

Website 網頁：www.wittidesign.com

This pixel-art display is controlled by a free app and lights up with customized icons when user received smart phone notifications like calls, SMS, Facebook and Whatsapp alerts. DOTTI can function as a clock with visualize patterns goes with music, it also can be a dice by shaking it and user can design personal icons and animations. Battery life display is available and it's rechargeable via the included micro-USB cable. DOTTI comes with a one-year warranty.

智能像素通知燈能透過免費應用程式操控，當收到重要訊息如來電通知、短訊、Facebook或Whatsapp訊息時會發出亮光，顯示自設喜好圖示。DOTTI另備時鐘功能，隨音樂節奏閃爍，亦可搖晃機身大玩骰子遊戲，另備有電量顯示模式，使用附設的Micro USB線便可充電。DOTTI更有一年原廠保養。

TIE REUSABLE DRINK MARKER 領帶酒標

Designer 設計師：Simon Hung

Company 公司：ZAN'S Global Limited

Website 網頁：www.zansgifts.com

Take off your necktie, have your party time!

This miniature tie serves as an identification marker for your beer, simply loop the tie on the bottle neck and the beer just got your character! It is made with food grade silicone which is durable with soft touch. The flat surface is perfect for printing any pattern for a fabulous presentation. It is a low-cost novelty for your beer-loving workaholic friends.

解開領帶，派對時間到了！

這個微型領帶將成為你獨有的啤酒標識，套在瓶頸可彰顯你獨特個性！它採用食品級的矽膠材質，柔軟又可循環使用。光滑的表面可印刷圖案，表現更酷！對於啤酒狂熱一族來說無疑是一個物美價廉的創意小玩意。



SKELELINE - 3D SILVER JEWELRY



Designer 設計師 : Joey Lau, Yuen King
Company 公司 : CreamArt Limited
Website 網頁 : www.skeleline.com

It's alive! Skeleline shows the aesthetics and uniqueness of nature. There is a heart inside an apple, the cloud is raining, the random pattern of the heart looks like a tree, one of the petals is different from the others, your eyes can go through the endless line of the clover which you can't tell where is the start and end.

Skeleline combines 3D printing technology and traditional handmade metal techniques to visualize a 3D continuous and fluent path in a tiny piece that is almost impossible to make by hand.

活靈活現！Skeleline 流露出一自然的美感與獨特性。視線穿透蘋果看到中芯：看到是會下雨的雲？心形圖案又化成一棵樹和幾片花瓣，再看著三葉草的環形線，你會驚訝到底哪裡是開始還是終點！

Skeleline 結合三維打印和傳統手造金屬技術，細小的空間內展現了立體、連續流暢的線條。

FACE + CONCEPT

Designer 設計師 : Hui, Wai Ling
Company 公司 : Threecube Limited
Website 網頁 : www.starpy.hk

Attitude. It's all yours.

Nowadays, a watch design is not just about function and appearance, but also stand for your personality and attitude.

STARPY, our brand name means STAR+HAPPY.

Our first collection theme is Happiness. We hope the user can feel the joyfulness and also influence the others.

At the first glance of "FACE+CONCEPT" collection, you will definitely feel cheerful with the chic, unique and funny faces. You can change faces based on your mood, show your viewpoint, attitude and stylish.

自己心情·自己主導

現代腕表設計，除功能與外型追求，更代表個性和人生態度。本地原創腕表品牌 STARPY，首個腕表系列「FACE+CONCEPT」進一步詮釋自我主導、快樂的意念。

STARPY就是STAR+HAPPY的意思，給人帶來快樂，更希望在佩帶STARPY產品時，也能將快樂感染他人。「FACE+CONCEPT」透過可變換心情的時間，標誌著與別不同的態度，是型人潮物。



FINALIST 入圍作品



SILVER HONG KONG VICTORIA HARBOUR VIEW JEWELRY COLLECTION

Designer 設計師 : Ronno Ip, Suen Hang

Company 公司 : Hong Kong Oapes

Website 網頁 : www.hkoapes.com



WASHABLE FABRIC LABEL

Designer 設計師 : Henry Wong

Company 公司 : Inkviva Limited

Website 網頁 : www.inkviva.com



LEATHERWRAP – WILDRUBY

Designer 設計師 : Sandy Lam

Company 公司 : Alex Acoustic & Cable Limited

Website 網頁 : www.audioparkco.com



RAINBOOT UMBRELLA TOPPER

Designer 設計師 : Angus Yiu

Company 公司 : ZAN'S Global Limited

Website 網頁 : www.zansgifts.com

CONCEPTUAL GROUP

概念組別

STUDENT DIVISION 學生組

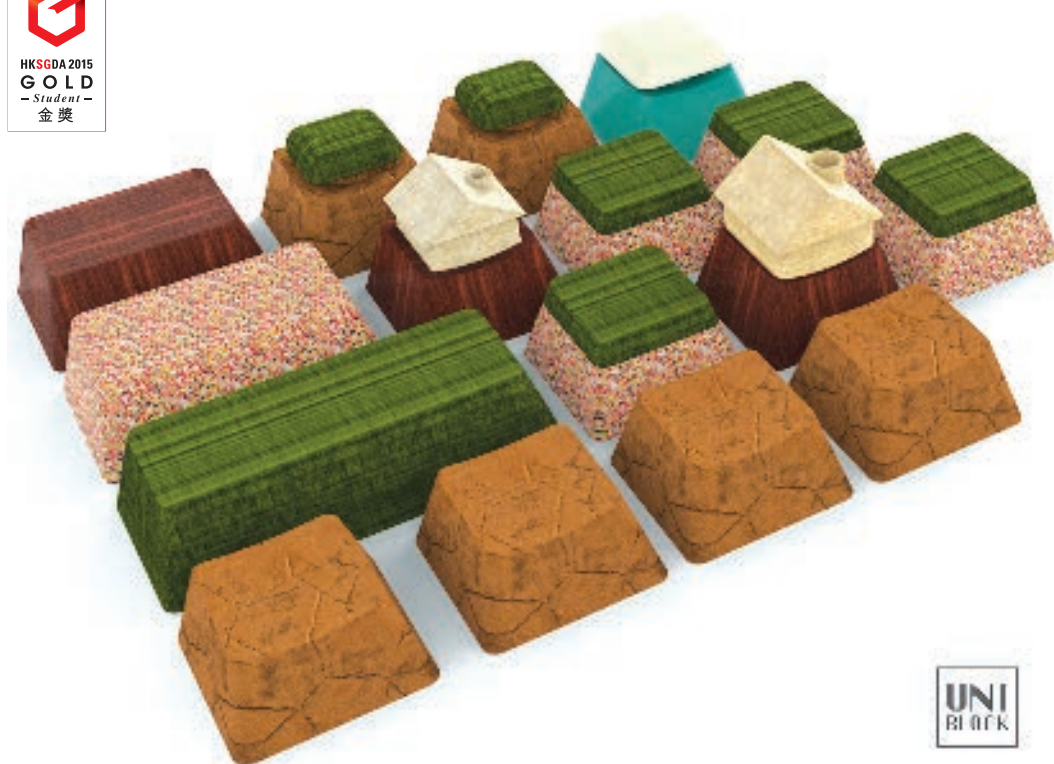
CREATIVE INDIVIDUAL 獨立創意組

THEME 主題

CONSUMER GIFTS : ACCESSORY GIFTS 消費禮品：配襯禮品



UNIBLOCK



Designer 設計師 : Joletta Pang, Ka Yu ;
Lam Chi Lam, Tsz Yan ;
Martin Poon, Chun Hei

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

Email 電郵 : jolet1230@gmail.com (Joletta);
zlamchi@gmail.com (Lam Chi);
martin32694@gmail.com (Martin)

UNI-block is a UNIque UNIversal UNIt that can fit into every keyboard with standardize format. Product targets are computer enthusiasts and who are interested in latest technology. UNI-block is a customized system of key caps that fit for desktop computers. Uni-block can let you build and create your small town by rearranging key buttons at your preference; it forms linkages between one and other with multifarious combinations. Your computer comes to a personal and individual device with fun and surprise.

UNI-block 是系列式鍵盤按鍵。就市面上鍵盤產品，如鍵盤貼紙和鍵盤外套等，都未能滿足個人需要。現在UNI-block就從嶄新的角度給用家提供更實在的體驗，讓用家組合出屬於自己的座檯式電腦鍵盤。為增加驚喜和樂趣，更可在扭蛋機中隨機得到。

GMA (GRANDMA ASSISTANT)



Designer 設計師 : Tse, Hoi Ching

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

Email 電郵 : sharon711tse@yahoo.com.hk

The elderly always encounter different inconveniences in their daily life. This design concept is come from my grandmother who suffered from arthritis with painful inflammation and stiffness of the joints. So it's very difficult for her to finish an easy movement like opening the door, she found it's difficult to rotate the key.

The design of this GMA key was inspired from the corkscrew opener.

The use of leverage adds more grip surface to save effort in opening.



老人家在日常生活中經常遇到不便事情，就像我的嫲嫲一樣，因患上關節炎，關節腫脹令她感到疼痛無力，因此一些基本動作如開門都不能輕易完成。為了幫助遭遇同樣問題的老人家而設計了這條GMA鎖匙，靈感來自於開瓶器，利用杠杆原理增長力臂，令使用時更省力。

C-MASK



Designer 設計師 : Rubens Ma 馬藍天

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

Email 電郵 : 12212083@life.hkbu.edu.hk

C stands for comfort. Nowadays we always have to wear mask. For us, mask is no longer just for protection but an accessory. A mask can also be appealing in appearance and comfortable. C mask is in ergonomic design, more sanitation and easier in breathing. With the scented pattern and the face stick design, C-mask is a trendy and convenient choice.

空氣污染和傳染病令我們經常與口罩為伴。惜市面一般口罩，無論外形和舒適度皆有改進空間。C-mask把口罩進一步融入生活。提供更方便、舒適和美觀的選擇。香味塗料花紋有效減低口罩所帶來的侷促不適。黏著式設計讓穿戴者活動更方便，更時尚。

MEMORY OF WOOD 木之記憶

Trees grow for many years and live longer than human. The growth of trees record the history and the tree ring increase over time and witness the passage of time. Trees become a part of this watch, represent the passages of time like the tree rings record the past. All trees have unique texture can make every watch has an extraordinary effect.

樹木的生長是很經年慮月，壽命比人類更長。樹木的生長期會記錄樹木之外的東西，樹木年輪亦隨時間增加，見證時間流逝。這些樹成為腕錶一部分，代表著時間流逝會像樹木年輪記錄過去，而且所樹木有獨特紋理，讓每隻腕錶具有獨特效果。



Designer 設計師：
Lam Chin Pong
林展邦

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

Email 電郵：
sampong8@gmail.com



HAVE FUN! - BUTTON DECORATION

"Once upon a time, there is a little house and there is a tree, right behind the house there is a mountain..."

I believe we all have similar picture with simplicity, sincerity and happiness in our childhood. However, our mind changed as time passes by. A simple house and beautiful nature cannot satisfy us. We pursue more like wealth, social status, power and materials. We lost our initial dreams.

To recall your basic simple needs, my design put all simple sceneries in stitching and ornaments, hope all these can help us to retrieve to our basic simple dreams.

「從前，有間小屋，屋旁有棵樹，樹後有座山……」

小時候，一定有畫過一幅簡單而美麗的畫，記錄了最稚嫩的夢想。日子流逝，長大後，我們不再因一花一草一木而快樂，營營役役，忘卻初衷。

回歸原點，以最簡單重塑初衷。希望一針一線，喚醒你的兒時的夢想。

Designer 設計師：
Diana YIP, Y.K.

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

Email 電郵：
12203580@life.hkbu.edu.hk

WRISTALLET

Designer 設計師 : Yim, Fu Tin 嚴賦天

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

Email 電郵 : hkalfen111@hotmail.com

"Wristallet" is a composition of "Wrist and Wallet". Different from typical wallet, Wristallet can put a few credit cards and money on wrist to have a casual lifestyle. It's a brand new concept to make your wallet as an accessory with fun and own style rather than just a holder for money.

「小錢環」設計是腕錶和錢包的混合體，有別於傳統設計，「小錢環」可輕便攜帶信用卡和現金，使錢包可以佩帶在手腕，創造出一種簡約生活態度。雖然錢包是個人隨身物品，卻很少被當是飾品，本設計希望大家能活出自己的生活態度。



CHEERS



Designer 設計師 : Cheung, Ho Yin 張浩然

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

Email 電郵 : clement9923@yahoo.com

Selfie, the trend of self-portrait photograph, is the product concept.

CHEERS developed series of lifestyle products like festival accessories and fashionable items. A new market of selfie hardware accessories arise.

The principle of CHEERS is being honest. The product can help users express their feelings without saying a word; therefore the shape of the product is simple, easy and friendly. And when you wear it, you will feel impressive and interesting.

CHEERS讓我們實現種種不可能：全新自拍體驗、節慶產品、時尚裝飾及個人風格。它的發展潛力不只局限單一市場類型。成就更進一步的個人化體驗。

CHEERS的設計以表現自我和聯繫關係為主題，它絢麗奪目的外形，舒適的配戴體驗，定能令你刮目相看。

TIME RING

時間環

Designer 設計師 : Candice Tsang, Tsz Ting

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

Email 電郵 : candice322920@gmail.com

Time Ring is a time tool on fingers with tiny digital display on top to show the time status. This design can be used when you found wrist watches is not suitable to wear like wearing a long-sleeved skirt in winter, the sleeves cover the watch screen that cause trouble in watching time. It's also perfect for those who don't like wearing a watch; Time Ring is an alternative and fashionable item.

「時間環」是可穿戴在指上的指錶。設計針對不喜歡穿戴腕錶人士，把腕錶概念放置於戒指上，將時間顯示面縮小至戒指的大小，既方便看時又不礙眼，而且亦可解決衣袖覆蓋腕錶錶面的問題。「時間環」亦可配襯服飾。



A BIG HUG 擁抱



Designer 設計師 : Leung, Mei Yin 梁美燕
School 院校 : Hong Kong Design Institute
香港知專設計學院
Email 電郵 : milly511226@yahoo.com.hk

The idea of making "A Big Hug" is a ring can give your love a big hug when they wear it without any conversation. "A Big Hug" ring is made in 950 platinum with various colors which is special and fashionable. Another ring design is made by recycled wood which engraving is available inside the ring.

「擁抱」的設計意念是無需言語，只要給你愛的人深深擁抱，已經無限溫暖。把「擁抱」上的小手推出，然後佩戴上，便可時刻關心你愛的人。戒指以950鉑金製造，多種顏色選擇，可令「擁抱」變得更時尚。另一款戒指則用回收木製成，可在戒指內圈刻數字，獨一無二。

HOMEY 家匙好

Designer 設計師 : Sunny Leung, Kai Hay 梁啟晞
School 院校 : Hong Kong Design Institute
香港知專設計學院
Email 電郵 : sunnylkh2719@gmail.com

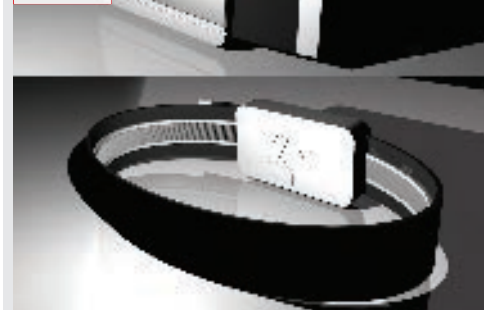
The name is formed by the combination of Home + Key = HOMEY.

This design brings the message of your home is the best place to relax after bustling. When you insert the key into the keyhole, a thumb up sign will show. It's for keeping keys neatly and avoiding scratch on smartphone or wallet surface.

「家匙好」取自「家是好」的同音，寓意回家是最好、最放鬆的地方。設計把插入鎖匙時的手勢形成「GoodC」手勢。當辛苦工作一天後，只需單手就可以開門，簡單易用。



FINISH LINE 終點線



Designer 設計師 : Ho, Sheung Lai
School 院校 : Hong Kong Design Institute
香港知專設計學院
Email 電郵 : terryhoexe@gmail.com

Everyone is a runner on the runway named "Life". However this track is different from others as there are lots of finish lines throughout our life. Many people want to lose weight without doing exercises. "Finish Line" is a belt with waist measurement on backside, which can be tightened by a wheel and released by a button, it's a product for bodybuilder.

生命是一條跑道，我們是跑手。有別於其他跑道，生命上滿佈著不同的終點線。我們由出生開始已不斷朝向目標進發。「終點線」就是要喚起人們保持健美體態的目標。「終點線」是一條腰圍量度的皮帶，以滑輪來拉緊並用按鈕來放鬆。

POWER BAG

Designer 設計師：
Samuel Ao, Yiu Fai 區耀輝

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

Email 電郵：samuelayf@gmail.com

Ladies are always annoyed by having a portable power banks in handbags as the space is limited. The Power Bag was designed by turning the handbag itself into a power bank. With the application of inductive charging technology, your electronic devices can get wireless charge. It's simple and get charge in anywhere.

因女士手袋空間有限，許多女士對於外出要攜帶外置充電器而煩惱不已。Power Bag透過將袋子本身變成外置充電器，配合無線充電技術，充電時不再限於電線長短和擺放位置，只需放進袋子內便可隨時充電。



CLEANING GLASSES WE

清潔眼鏡框



Designer 設計師：
Choi, Chun Kit 蔡鎮傑

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

Email 電郵：walter23912797@gmail.com

Nowadays, many people wear glasses but forgot to bring the glasses cloth to clean their glasses. When it's dirty, they will use their shirts or tissue paper to clean it directly. However, this may scratch the glasses surface. Thus, this design, a lens pen like with cleaning brush inside the glasses arm and the wearer can clean the glasses at anytime anywhere.

現今很多人佩戴眼鏡，但經常忘了帶眼鏡布來清潔自己的眼鏡。當它骯髒時，他們會用自己的襯衫或紙巾直接擦拭。但是，這可能會劃傷眼鏡表面。因此，這設計把清潔掃藏於眼鏡臂內，使佩戴者可以在任何時候任何地方清潔眼鏡。

Designer 設計師：Hung, Ching Wai ;
Ng, Wing Man

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

Email 電郵：12104753d@connect.polyu.hk

"WE" is a fashion accessory collection including a bag, a coin bag and a key bag. Users can share this collection with their family and friends.

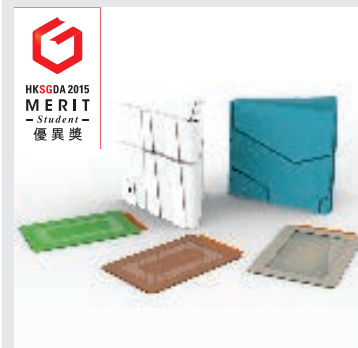
The design concept is "Sharing a gift can share your happiness." The target customers are couples, friends and family members. The product made by a piece of leather with attached buttons which users can simply assemble all buttons to form a bag following instruction. The coin bag and key bag are stemmed from the handle part of the bag.

「We」是時尚配飾系列，包括手袋、零錢包及鑰匙包。可與至親摯友共享系列產品。

「We」的設計概念是「共用禮品，分享快樂」。主要銷售對象是情侶、朋友和家人。產品由黑色皮革和金屬噫鈕組成，按照說明書指示摺成手袋，手挽部份噫鈕則可摺合成零錢包和鑰匙包。



WALLETBAG



Designer 設計師：Lutus Lee, Ka Wai

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

Email 電郵：lutus.lkw@gmail.com

"Bring your own bag" (BYOB) is nowadays environmental need though we sometimes still forget it. To change our habits, now we have the WalletBag that can help. WalletBag can transform into a bag from a wallet, as long as you have this wallet, your shopping bag is ready with you. The WalletBag can help in reducing the usage of plastic bags.

自備購物袋已成環保需要，但有時仍會忘記帶備。WalletBag能時刻提供自備購物袋。WalletBag是個可變成購物袋的銀包，只要銀包在手，就同時擁有購物袋，並可減少膠袋的使用量。



SOLESLIPPERS

Designer 設計師 : Tony Chan, Chi Ho
Email 電郵 : tonysecondmoto@gmail.com

At home, we normally have a few slippers: one for kitchen, one for outdoor and one for living room and bedroom. Soleslippers has a hand-free changeable sole design, it can be attached to the Kitchen sole, Toilet sole or Outdoor sole and also let user go to dirty/wet places and back to living room without take off their slippers. Soleslippers soles are compatible with men and ladies sizes.

在家裡，大家通常都有幾對拖鞋，分別用於廚房、客廳、臥室和戶外。Soleslippers免用手接觸的轉換鞋底設計，可以轉換廚房鞋底，衛生間鞋底或戶外鞋底，不用脫掉拖鞋穿梭不同地方，無論客廳和臥室也能保持地面清潔。Soleslippers鞋底有男女尺寸。





6 DEGREES 六度

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

'6 Degrees' is a silicon share power bracelets which can make your mobile power sharable. It made of silicone, an environmental-friendly material. It shows different graphics about global climatic problem.

For example, '+ 2' means if the average temperature raises more than 2 degrees, then polar bear will be extinct.

When people use '6 Degrees' share mobile power with others, they can share their views on global warming issue and encourage people to put more effort on our earth.

「六度」是矽膠手腕型充電線，可與另一手機分享電源使用。腕鏈上刻劃出地球氣溫不斷上升的情境，例如：氣溫上升兩度，北極熊會淪入沒有足夠食物和住所而絕種的境況。

當大家使用「六度」時，除了可分享手機電源使用外，更可以分享、討論和關注日益嚴重的氣候問題。

QUATRO SAC

四重奏公事包



Designer 設計師 : Vincent Wong 黃釗泉
Email 電郵 : info@nudesign.com.hk

"QUATRO SAC" is an all-in-one bag with the functions of a laptop bag, a messenger bag, a backpack and an overnight carrier.

It's a multi-functional, fashionable and affordable bag made from environmental conscious materials like Recycled Leather and Bamboo weaved nylon. The padded protective interior with retractable pull up leather handles and expandable mid section, hidden shoulder and backpack straps, all are user friendly. The sleek and modern design of the "QUATRO SAC" is suitable for all ages, male and female.

QUATRO SAC 四重奏公事包是一個把電腦包、公文袋、斜跨包及背包集合一起的多功能用途包。以環保材料製作，當中包括再生皮、竹編織的布料配合伸縮皮革手柄，有可擴展空間及隱藏肩膀背包帶功能。

QUATRO SAC 四重奏公事包富有時尚和人性化的設計，適合任何年齡及性別的客戶。

SONG OF LOVE



Designer 設計師 : Tse, Hon Ming 謝漢明
Email 電郵 : squalltse@gmail.com

Headsets are one of indispensable phone accessories nowadays; therefore, we design it to be a wearable ornament. The design integrated a headset with pendant which is easily connected with cell or music players by Bluetooth. The pendant is in heart shape which is the favorite of young ladies and it's sculptured with "Forever Love" in golden champagne color, it's glitzy and lovely.

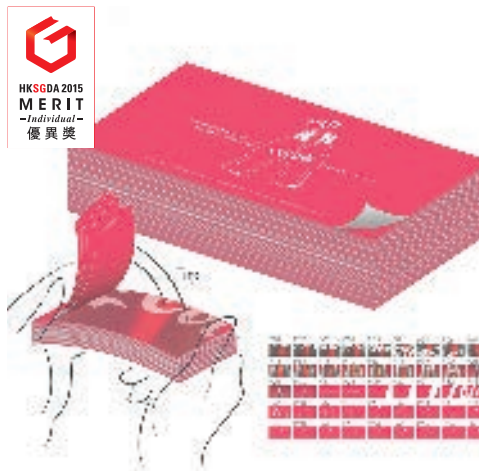
耳機是現代生活不可或缺的手機配件，設計把藍芽耳機和吊墜結合，可作心形垂飾佩帶，又可輕易地分開使用。作耳機、藍芽連接手機或音樂播放器使用。產品目標客群為年輕女性，設計用上心形外觀以及刻上「Forever Love」字樣，配以香檳金色，燦爛奪目。

MEMOTION

Designer 設計師 : Tina Chan ; Charles Lee, Cheuk Yin
Email 電郵 : eastinchan@hotmail.com

MeMotion magically combines memo papers and motion pictures together. It visualize corporate promotional message. While flipping the memo, a short motion message which implants corporate idea will be shown and it's eye-catching to the audience. This tiny stationary provides an effective solution for delivering corporate creative images and ideas.

MeMotion結合了便利貼及揭頁畫，讓公司宣傳訊息活現於眼前。每當揭一頁時，便會出現動態訊息，加深用者的印象。這小文具不但實用，還能提供性價比極高的宣傳效果！



JUMPING TRIANGEL 動感緣份天使 (迷你吊飾)



Designer 設計師 : Barry Lai
Email 電郵 : barrylock1027@me.com

Jumping Triangel is a doll brings luck and fortune to you. It can be a pendant for necklace or earrings. Jumping Triangel can either stand or jump. This design is aim to be your emotion re-set button. We believed that positive thinking can bring luck to you. When you pull the doll in jumping mode means the best luck is coming and it will set back to the standing pose finally.

「動感緣份天使」是會帶來幸運的玩偶吊飾，可作頸飾或耳環，吊飾可站立或跳動，可作為情緒的重啟鍵，帶給我們正向思維和幸運。當啟動玩偶的跳動程式，幸運會降臨，玩偶最後亦會重返原形。

DELUXE SOUND



Designer 設計師 : Will Ng

Email 電郵 : will0213@hotmail.com

This is a luxury, stylish and lifestyle gift. "Deluxe Sound" is a break through design from the typical earbuds and problem-free in cable management. The idea is simple and clear, it can be a necklace when the earbuds are not in used.

產品選用了耳塞，一般聯想到是男性化產品。今次以新角度由項鍊出發，產品具有獨特性，在非使用時也可用作展示，同時解決整理耳機線的問題。設計使用簡潔的水晶，是一件高貴吸引的飾品。



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Speakers 講者

MR. ALAN CHAN

Director of aMagic Limited

MR. BARRY KM CHEUNG

President, Sales Operations Asia, DELSEY Paris

MS. LULU CHEUNG

Director & Chief Designer, Rolls Group Limited

MR. RONNO IP

Founder of Hong Kong Oapes

MR. SAMUEL KUO

R&D Director, Zan's Global Limited

MR. MAURICE KWOK

Founder of InnoSphere Product Development Limited

MR. FAI LEUNG

Product Design Manager, P.S.L

MR. GRAY LEUNG

Creative Director, Graphic Guides Design Company

MS. VIVIAN MAK

Founder of MingCha Limited

MR. SAM NG

Director of Business Development, Systech Electronics Limited

MR. WINNIF PANG

Founder, Hoobbe Limited

MR. BRIAN SUN

CEO, Technical International Holdings Limited

MR. STEVE YEUNG

Founder of InnoSphere Product Development Limited

Students Winners

MISS. CHAN NGO KA

MISS. LIU WAI SUM

MR. WAN TSUN YIN, TIMOTHY

MISS. YOU SUM KI

PROJECT TEAM 項目團隊

Project Coordinator 項目統籌

SHIRLEY SO 蘇艷琪

Senior Project Manager 高級項目經理

YVONNE LEE 李綺文

Assistant Project Manager 助理項目經理

WILLIAM CHUNG 鍾詠年

Assistant Project Admin Manager 助理項目行政經理

STELLA TAM 譚素雲

Project Officer 項目主任

JANICE LEE 李靜茹

Project Executive 項目助理

YABE CHAN 陳詠雯

Team Members 項目成員

ALBERTA CHAU 周淑兒

VICKY CHEUNG 張潔怡

SANDY LAU 劉佩萍

LILY LI 李荔

WILSON SIU 蕭家榮

RAY YEUNG 楊瑞貞

CONNIE YU 余綺芳

Axiom Design Partnership Limited 艾森設計顧問事務所



**HONG KONG
SMART GIFTS
DESIGN AWARDS**



ADDRESS 地址

Hong Kong Smart Gifts Design Awards
c/o The Hong Kong Exporters' Association
Room 825, Star House, 3 Salisbury Road
Tsimshatsui, Kowloon, Hong Kong
香港九龍尖沙咀梳士巴利道三號
星光行八樓八二五室 香港出口商會

TEL 電話

(852) 2730 2029 / 2730 9851

FAX 傳真

(852) 2730 1869

EMAIL 電郵地址

enquiry@SmartGiftsDesignAwards.org.hk
hkea@exporters.org.hk

WEBSITE 網頁

www.SGDA.org.hk
www.exporters.org.hk