



Press Release | For Immediate Release

## **Celebrating Four Decades of Innovation Hong Kong Designers Association Global Design Awards 2016 Call for Entries**

Hong Kong, 25 November 2015 - Hong Kong Designers Association (HKDA) today announced the international call for entries for its Global Design Awards 2016 in all categories.

HKDA Global Design Awards has widely been acknowledged as one of the most established multi-disciplinary design competitions in the Asia-Pacific region since 1975. In HKDA Global Design Awards 2013, 14 world-class judges were invited to form the judging panel. Over 2,000 entries were attracted from 40 destinations around the world, showing the global recognition of the awards. Entering its 40<sup>th</sup> year, the prestigious awards will be a momentous event under the main sponsorship of Create Hong Kong (CreateHK).

### **Calling for design talents until 31 January 2016**

HKDA is currently accepting entries from designers, design's owners or users of design (clients), brand's owners, its designers or its design consultancy, without limit of submission. There are 4 design categories (Digital, Graphics, Products, Spatial and Environmental) spanning 41 subcategories, opened for all pillars of the industry. Whilst there is only one criterion to apply, the entry must have actually been produced and (in the case of commercial designs) have become available in any market(s) between 10 November 2013 and 31 January 2016. HKDA Global Design Awards encompasses Gold, Silver, Bronze, Excellence, Hong Kong Best and Judge's Choice awards to recognise different levels of design excellence.

Entries for the Awards close on 31 January 2016. Entrants can sign up by 15 December 2015 to enjoy an early bird special of 50 per cent off the registration fee. 'I cordially invite all talents to enter the Awards. Let the global audience see your works featured in online and offline publications, exhibitions, conferences, and see the press talking about your company and brands,' says Mr Tony Lau, Committee Chairman of HKDA Global Design Awards 2016. HKDA also spreads the word through a 'Dark Circles' visual campaign.

Entries will be judged by a world-class panel of 14 top-notch representatives in the design industry from mainland China, Japan, Italy, the United Kingdom and the United States. They will join forces in Hong Kong in March 2016 for an intense judging process where they will go through each submission one by one. Please visit the Awards website for the judging criteria.

### **40 years as esteemed awards for design excellence**

Being the first multi-disciplinary global design award established in Asia, after four successful decades, HKDA Global Design Awards continues to celebrate the excellence of global designs. 'The 40th anniversary of HKDA Global Design Awards turns a remarkable page for the design history in Asia-Pacific. It serves itself as a significant brand, setting the benchmark for excellent global designs,' Mr David Lo, Chairman of The Hong Kong Designers Association, comments. 'It's



not simply a design competition to honour global design excellence, HKDA Global Design Awards also acts as an engine to set out a series of events throughout the year. The yearlong campaign aims to promote innovative designs internationally and to enhance Hong Kong as one of the major creative hubs in Asia-Pacific.'

Also to celebrate the 40<sup>th</sup> anniversary of the Awards, a brand new award, Design NextGen Awards (DNA) for students, is launched to nurture young design generation. Any local design students currently enrolled (or have graduated no earlier than 1 January 2015) in any post-secondary design programmes registered in Hong Kong are eligible to participate in this competition.

Full details of HKDA Global Design Awards and Design NextGen Awards are available at <http://www.hongkongda.com/gda2016/> or follow HKDA on Facebook (Hong Kong Designers Association).

- Ends -

#### Attended Guests

- David Lo, Chairman of The Hong Kong Designers Association
- Tony Lau, Committee Chairman of HKDA Global Design Awards 2016
- Tommy Li, HKDA Global Design Awards 2016 judge and renowned brand designer and consultant
- Past awardee of HKDA Global Design Awards 2013 - renowned interior designer Joey Ho
- Past awardee of HKDA Global Design Awards 2013 - up and coming graphic designer Ken Lo
- Past awardee of HKDA Global Design Awards 2013 - multimedia designer Kevin Wong

#### Guests' Bio :

<https://www.dropbox.com/sh/gvlcf69toouecth/AACs25osCumtR0hRPPiA1mHfa?dl=0>

#### **About the organiser – Hong Kong Designers Association**

Established in 1972, the Hong Kong Designers Association is the biggest designers association in Hong Kong. It is the first of its kind in the city for practicing designers and design administrators, with aims to uphold the status of design practitioners and to encourage the use and the appreciation of quality design in the community.

#### **About the main sponsor – Create Hong Kong**

Create Hong Kong (CreateHK) is a dedicated office set up by the HKSAR Government to spearhead the development of Hong Kong's creative industries. Set up in June 2009, it co-ordinates the Government policy regarding creative industries, focuses Government's resources catering for the promotion and speeding up of the development of creative industries in Hong Kong, and works closely with the trade to boost the development of creative industries.

Released on behalf of Hong Kong Designers Association by Smile Communications Limited.

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