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High-resolution images can be downloaded from [this link](#).

## HKDI Gallery Presents Red Dot Design Exhibition “The Essence of Design – Creating Value”



*Red Dot Exhibition “The Essence of Design - Creating Value” showcases a wide range of new and old products that have previously received the Red Dot Design Award to explore how good design can create value.*

**(Hong Kong, 29 November 2021)** Hong Kong Design Institute (HKDI) and Hong Kong Institute of Vocational Education (IVE) (Lee Wai Lee) are delighted to present the first exhibition of HKDI Gallery’s “#EssenceofDesign” programme this year: Red Dot Exhibition “**The Essence of Design – Creating Value**”. Conceived in collaboration with Red Dot Institute, the research organisation affiliated with the Red Dot Design Award, one of the most prestigious international awards in the design industry, the exhibition explores how good design can create value by showcasing a wide range of game-changing products and brands that have previously received the Red Dot Design Award.

HKDI & IVE (Lee Wai Lee) is committed to promoting design education and facilitating dialogue among industry experts, students and design enthusiasts through partnerships with international museums, design institutions and designers. Running from now until 10 April 2022, Red Dot Exhibition “**The Essence of Design – Creating Value**” touches upon the importance of good design, and how crucial it is for companies and brands to recognise that design impacts not only their aesthetic, cultural, and social aspects, but also profitability. The goal of the exhibition is to explore the relationship between designing innovative, high-quality products, and creating value for consumers, customers, and entrepreneurs. Dedicated to companies and products that fit this description, the exhibition shines a spotlight on the concept of “design value”, and how it can be translated into business value.

“We are delighted to collaborate with the Red Dot Institute and present ‘**The Essence of Design – Creating Value**’ exhibition,” says Dr Lay Lian ONG, Principal of HKDI & IVE (Lee Wai Lee). “This exhibition showcases the importance of good design and how design can impact brands’ profitability. The show aims to expand students’ thinking and cross-disciplinary capabilities in their design work. Over the past 10 years, HKDI has brought in several editions of Red Dot exhibitions and collaborations with other international museums, which forms part of the extended learning programme in HKDI that provides opportunities for students to learn outside the curriculum. In recognition of the Institution success in producing exciting new design, HKDI was ranked 11th in the Red Dot Design Ranking in Design Concept under the Universities (Asia Pacific) group in 2020.”



Speaking about the exhibition curatorial direction, Professor Dr. Peter Zec, Founder and CEO of Red Dot, says, “Design-centric companies achieve their revenues and profits not through low pricing or fierce price competition, but from the design of innovative and high-quality products. Identifying and designing their own products are the mainstay of their economic activity. Even when market and industry sectors are already highly saturated, design-centric companies are not scared off by the wealth of products on offer but seek to pinpoint a customer-oriented benefit and distinguishing quality characteristics on which to base their product development and positioning.”



The exhibition highlights various aspects in successful design, such as the “Value of Material”.

Exhibits will be grouped into several sections that highlight an essential aspect in successful design, such as “Form Determines Price”, which studies various water bottle designs and how good packaging design may be associated with higher prices; or the “Value of Form”, where brands such as Braun, Sony, Coca-Cola, and Porsche are lauded for their company’s respective design strengths and design continuity. The “Value of Colour” section explores how design may be used as a strategic tool to connect to consumers and how colour creates a link to brand recognition. At the “Value of Material” section, the focus is on the added value that lies in the creative performance and the designers’ manipulation of the material. In “Becoming a Bestseller”, a history of design takes us back to products such as the Sony Walkman, Mono A cutlery, Fiskars scissors, and the Apple iPhone that have changed and improved the quality of life through ground-breaking yet simple design.



“Form Determines Price”: How good water bottle designs can help achieve higher prices



“Value of Colour”: Evolution of the blue Nivea tin from 1925 to 2007



*“Value of Material”: The elegant form of the Nola Kaskad lounge chair, designed by Björn Dahlström, is only made out of simple steel wires*



*“Becoming a Bestseller”: As the world’s first plastic-handled scissors back in 1967, the revolutionary Fiskars scissors were light in weight and easy to use*

Other sections of the exhibition showcase brands and their respective breakthroughs, as well as iconic products known for their design. This includes companies from around the globe, such as Kärcher, Dyson, Apple, Kartell, Lenovo, Canyon Bicycles, and Grohe.

Concurrently on display is a special showcase of outstanding works by HKDI students who won the Best of the Best Award, Red Dot Award: Design Concept, including “Yuen Sek” and “Tri Cane” designed by HKDI recent graduates Alvin Liu Shing Kai and Jordan Lau Tsz Chun respectively. The projects are excellent examples of how design talents at HKDI create value by design - drawing inspiration from everyday observations, and building intuitive experiences and compelling products that improve lives.



*“Yuen Sek” (Red Dot: Best of the Best Award 2021), by Alvin Liu Shing Kai, graduate of HKDI Higher Diploma in Product Design (Class of 2020): Thoughtful, modern tableware designed for an exquisite Chinese dining experience*



*“Tri Cane” (Red Dot: Best of the Best Award 2019), by Jordan Lau Tsz Chun, graduate of HKDI Higher Diploma in Product Design (Class of 2019): Inclusive, mobility aid product designed to assist people with physical ailments*

A virtual exhibition of Red Dot Exhibition **“The Essence of Design – Creating Value”** is available online at: [https://www.hkdi.edu.hk/en/hkdi\\_gallery/gallery.php?product\\_id=215](https://www.hkdi.edu.hk/en/hkdi_gallery/gallery.php?product_id=215).

In line with social distancing measures, the exhibition will adopt a session-based policy with limitations to the number of visitors within the gallery. Visitors will be required to book their preferred timeslots in advance at [https://hkdi-gallery\\_reddot\\_admission.eventbrite.com](https://hkdi-gallery_reddot_admission.eventbrite.com) for timed visits. For the latest arrangements of the exhibition and its hygienic preventive measures, please refer to [HKDI Gallery’s website](#).



**Red Dot Exhibition “The Essence of Design – Creating Value” (Free Admission)**

Exhibition Period: From now until 10 April 2022  
Opening Hours: 10:00am – 8:00pm  
(Closed on Tuesdays, 28 November, 5 and 19 December 2021)  
Venue: d-mart, Hong Kong Design Institute  
3 King Ling Road, Tseung Kwan O, New Territories,  
Hong Kong (Tiu King Leng MTR Station Exit A2)  
Website: [www.hkdi.edu.hk/en/hkdi\\_gallery](http://www.hkdi.edu.hk/en/hkdi_gallery)  
FB & IG: hkdi.gallery  
Enquiries: 3928 2566 | [hkdi-gallery@vtc.edu.hk](mailto:hkdi-gallery@vtc.edu.hk)

To download **high-resolution images** of the exhibition, please access the following link:  
<https://finnpartners.box.com/s/m2wumr8z3g9vheyq33qtih4ewli26j7w>

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This press release is distributed by CatchOn, A Finn Partners Company, on behalf of Hong Kong Design Institute (HKDI) and Hong Kong Institute of Vocational Education (IVE) (Lee Wai Lee).

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**About Hong Kong Design Institute (HKDI)**

Hong Kong Design Institute (HKDI) is a member of VTC Group. HKDI was established in 2007 with the mission to be a leading provider of design education and lifelong learning, including architecture, interior and product design, communication design, digital media, and fashion and image design. With a view to providing professional designers for the creative industries, it promotes the “think and do” approach and encourages interdisciplinary synergy in its broad range of design programmes that cultivates students’ cultural sensitivities and sense of sustainability. HKDI maintains a strong network with industry and provides its students with essential practical experience. Overseas exchanges are actively arranged for students to broaden their international perspective.

Website: [www.hkdi.edu.hk](http://www.hkdi.edu.hk)

**About The Hong Kong Institute of Vocational Education (IVE)**

Hong Kong Institute of Vocational Education (IVE) is a member of the VTC Group. The nine IVE campuses provide vocational and professional education and training for secondary graduates as well as people in employment. IVE programmes leading to the award of Higher Diploma and Diploma of Foundation Studies cover various academic disciplines including Health and Life Sciences; Business; Childcare, Elderly and Community Services; Design; Information Technology; Engineering, as well as Hospitality. Interdisciplinary Programmes are also offered to nurture a diversity of talent with professional knowledge.

Website: [www.ive.edu.hk](http://www.ive.edu.hk)

**About HKDI Gallery**

Affiliated to Hong Kong Design Institute (HKDI), HKDI Gallery is a dynamic exhibition space with unique vision, with a track record of engaging with parties at home and abroad, including internationally acclaimed museums, designers and curators. With contemporary design as the cornerstone, HKDI Gallery presents a series of top-notch exhibitions every year ranging from graphic design, architecture, fashion, product design, multimedia and so on, including the retrospective for the Pritzker Prize-winning Spanish architect Rafael Moneo, the solo exhibition for the Oscar-winning artist Tim Yip, the retrospective for Hong Kong design legacy KAN Tai-Keung, the Asian debut largest solo exhibition for one of the most influential German industrial designer Konstantin Grcic, the exhibition of Japanese posters in 20th century, etc. Conjoining the design expertise of Hong Kong Design Institute, HKDI Gallery inspires tomorrow's creative talents and promotes design education & creativity to everyone by staging museum-standard exhibitions and education workshops.

Website: [www.hkdi.edu.hk/hkdi\\_gallery](http://www.hkdi.edu.hk/hkdi_gallery)

**About Red Dot Institute**

The Red Dot Institute is a research institution based in Germany and affiliated to the prestigious Red Dot Design Award. Since 2005, the competition has been convened yearly to celebrate some of the best product designs, communication projects, as well as design concepts and prototypes. With over 18,000 entries annually from design professionals, companies and organisations spanning across 70 countries, the Red Dot Award is now one of the largest and most renowned design competition in the world. The award-winning designs are also collected and presented in the Red Dot Design Museums located in Essen, Singapore and Xiamen.

Website: [www.red-dot.org](http://www.red-dot.org)