

HONG
KONG
DESIGN
INSTITUTE





About HKDI

Hong Kong Design Institute (HKDI), a member of VTC Group, was established in 2007 with the mission to provide high-quality education to cultivate knowledge and professionalism, nurturing design talents to support Hong Kong's creative industry development.

HKDI brings together the strengths of its four design departments – Architecture, Interior and Product Design, Communication Design, Digital Media, and Fashion and Image Design to provide over 20 full-time higher diploma design programmes, preparing students for work-readiness with socially conscious solutions.

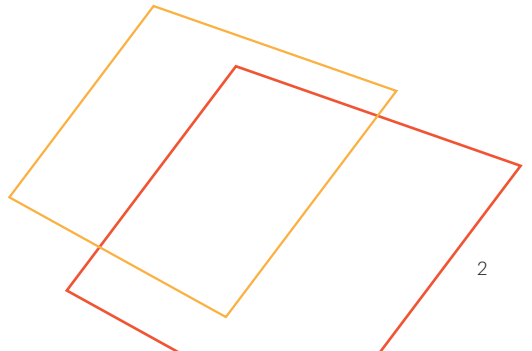
With a view to providing professional designers for the creative industries, it promotes the “think and do” approach and encourages interdisciplinary synergy in its broad range of design programmes that cultivates students’ cultural sensitivities and sense of sustainability. HKDI maintains a strong network with industry and provides its students with essential practical experience and first-hand knowledge of the latest industry trends. Overseas exchanges are actively arranged for students to broaden their international perspective.

“HKDI is nurturing a young generation to have a global view and a sense of responsibility of enhancing the well-being of people via sustainable designs.”

“It is important for us, as a unique institute specialising in design education and training, to equip students with the skills they need in the real world so that they can contribute to the creative economy.”



Dr Lay Lian ONG
Principal
Hong Kong Design Institute





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Campus Information

The state-of-the-art campus at Tseung Kwan O has been turning heads since it opened in 2010. The innovative design of the building encourages a dynamic flow of people and ideas, and provides a perfect platform in which staff and students can interact.

The learning spaces are an ideal environment in which to engender inspired knowledge that is the driving force of the creative process and exhibition spaces, amongst the best in the region, which help bring to the institute – Hong Kong Design Institute (HKDI) the brightest from all over the world.

Other Facilities <i>Swimming Pool</i> <i>Basketball Court</i> <i>Tennis Court</i> <i>Fitness Centre</i> <i>Multi-purpose Hall</i>	Campus Gross Floor Area <i>66,600 sqm</i>	VTC Auditorium <i>740 seats</i>	HKDI Gallery <i>670 sqm</i>
	Students <i>over 3,000</i>	Learning Resources Centre <i>over 85,000 items of Book and AV materials</i>	d-mart <i>660 + 420 sqm</i>
	Staff <i>over 590</i>	Function Rooms <i>2 x 108 sqm</i>	Experience Centre <i>170 sqm</i>
		Workshops <i>100 rooms</i>	Lecture Theatres <i>289 seats (A001)</i> <i>115 seats (LW001)</i> <i>124 seats (LW002)</i> <i>120 seats (LW003)</i>
		Design Studio and Classrooms <i>59 rooms</i>	

Academic Programmes

Department of Architecture, Interior and Product Design

Architectural Design

Design for Event, Exhibition and Performance

Furniture and Lifestyle Product Design

Interior Design

Jewellery Design and Technology

Landscape Architecture

Product Design

Department of Communication Design

Advertising Design

Illustration

Visual Arts and Culture

Visual Communication

Department of Digital Media

Animation and Visual Effects

Arts Technology

Creative Media

Film, Television and Photography

Music Production

Department of Fashion and Image Design

Costume Design for Performance

Digital Fashion Branding and Buying

Fashion Design

Fashion Image Design

Fashion Media Design

Diploma of Vocational Baccalaureate – Design

Diploma of Vocational Education – Design Related Programmes

Diploma of Foundation Studies – Design



Nurturing Future Professionals

WORKPLACE ATTACHMENT



Our programmes combine theoretical knowledge with practical training, enabling students to gain valuable experiences through workplace attachment programmes or experiential learning.

CAREER PROSPECTS



Our students and graduates are well-recognised for their professional knowledge and skills, and are welcome by corporations and employers.

Source: Employment Survey of Graduates of Full-time IVE / HKDI / ICI programmes in the past 3 years (as at March 2022)

INTERNATIONAL ACADEMIC COLLABORATIONS AND EXCHANGES



Through partnerships with renowned design schools around the world, we offer an opportunity for students to engage in cross-cultural learning.

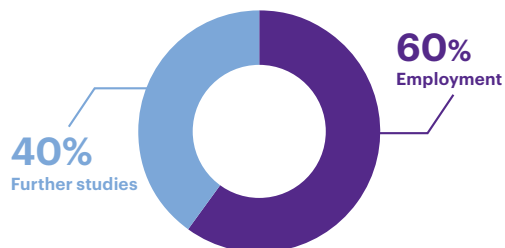
SCHOLARSHIPS



HKDI receives generous donations of scholarships from various partners. Scholarships are awarded to students in recognition of their outstanding achievements and to encourage their all-rounded development.

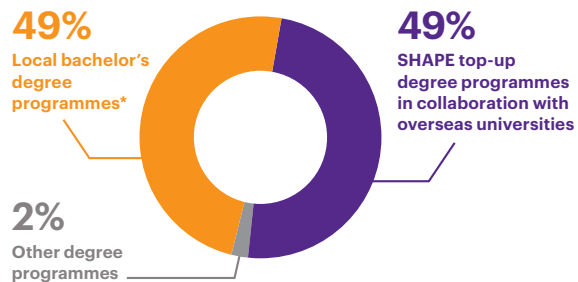
Source: HKDI 2021/22 academic year

ARTICULATION AND EMPLOYMENT



Source: Employment Survey of Graduates of Full-time IVE / HKDI / ICI programmes in the past 3 years (as at March 2022)

PROGRESSION TO DEGREE PROGRAMMES

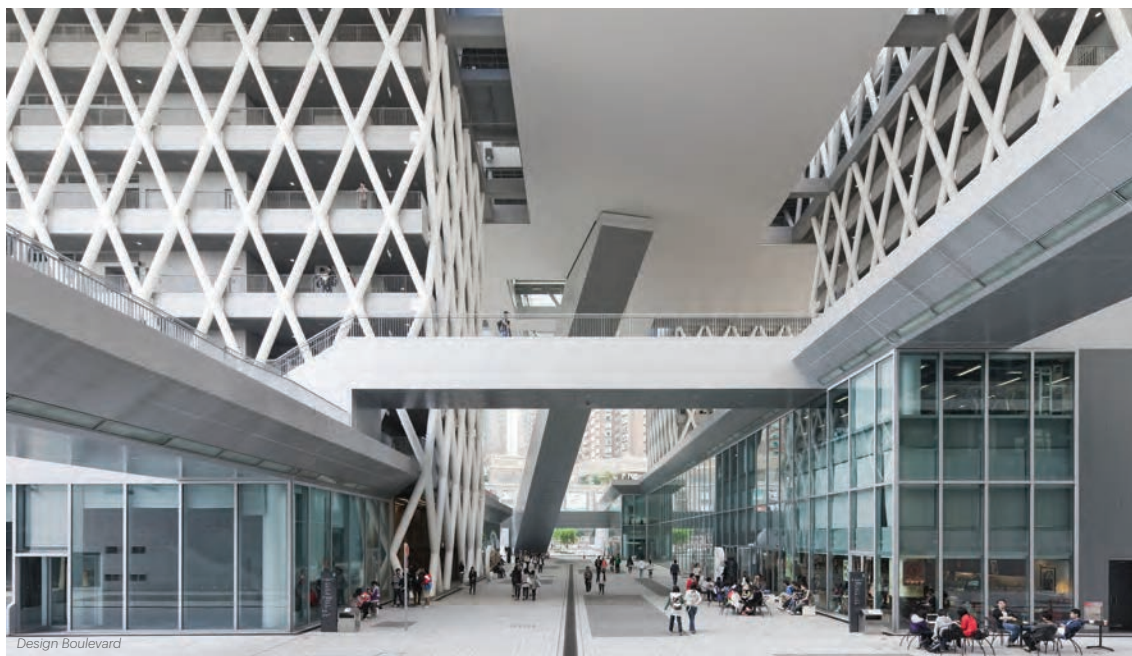


* Including programmes offered by local universities / institutions, in which 14% to programmes offered by the Technological and Higher Education Institute of Hong Kong (THEi)

Source: Employment Survey of Graduates of Full-time IVE / HKDI / ICI programmes in the past 3 years (as at March 2022)



Learning Environment and Facilities

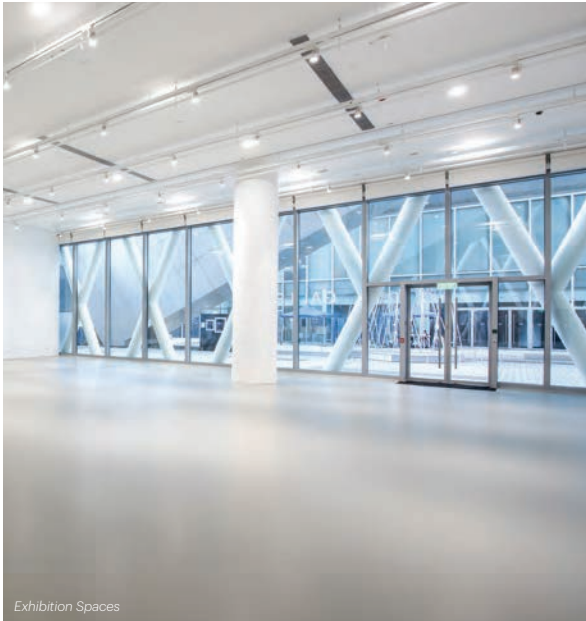


CENTRE FOR INDEPENDENT LANGUAGE LEARNING (CILL)

A rich language learning environment is fostered for students to learn English and Putonghua in an inviting and relaxing atmosphere with the support of native English-speaking coordinators stationed in CILL.

DESIGN BOULEVARD

Stretching over 125 meters and conceived as a “breathing space” for the campus, this open area connects the four towers of HKDI, the auditorium and exhibition spaces, offering space for public events, student activities and the interaction of creative minds.

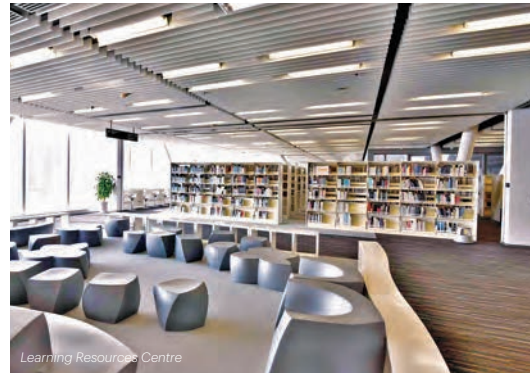


EXHIBITION SPACES

Open to the public to showcase the breadth of design generated in HKDI and beyond. HKDI Gallery, d-mart and Experience Centre provide a combined exhibition space of over 1,800 square metres. Exhibitions, trade and industry related events, and displays of student works are hosted in these venues.

LEARNING RESOURCES CENTRE (LRC)

A laboratory for inspired knowledge, LRC offers students all the information and data tools they need to transform lessons learnt into understanding and creative action.



Learning Environment and Facilities



MAKER COMMONS

With various workstations and different study facilities, Maker Commons provides an open and flexible home-based self-study area for students to work and study anytime.



MAKERSPACE

A collaborative space and digital output centre with emerging technologies including 3D printing and scanning, 12 colour large format printing, laser cutting service, UV printing service and photography kiosk.



STUDIO INFINITY

A multipurpose and comprehensive studio embedded with advanced facilities such as video wall, touch panel, wireless projection, high quality PTZ camera and flexible furniture.

VTC AUDITORIUM

The staging, acoustics and seating in the auditorium make it a world-class space for performances, conferences and fashion shows.



VTC Auditorium





**KNOWLEDGE
CENTRES**

Knowledge Centres

Fashion Archive

HKDI's Fashion Resource Lab – Fashion Archive is a pioneering and interactive fashion resource lab in Hong Kong, connecting local and international fashion industry and design professionals, facilitating partnerships and alliances between academia and industry and providing space for theme-based fashion and culture exhibitions and workshops.

Housing over 2,000 fashion items sourced around the world, it provides wide-ranging real-life fashion resources contributing to teaching and learning and applied research. The access to iconoclastic fashion items through its physical and digital archiving system helps enhance visitors' understanding in fashion design, culture and history.



Centre of Design Services and Solutions (CDSS)

HKDI's Retail Knowledge Lab – CDSS serves as a multi-disciplinary retail knowledge exchange hub for academics and retailers locally, regionally and internationally, with a vision to build business strategies and design solutions for future challenges by synergising latest developments, innovative ideas and best practices.

Its services comprise the four areas of big data analytics, e-commerce, design incubation and technology-driven in-store experience, bringing design innovation, creative ideas and business solutions under one roof.



Centre of Innovative Material and Technology (CIMT)

HKDI's Material Lab – CIMT is a comprehensive material lab for all design disciplines. It aims to inspire the creativity of students and facilitate material innovation, multidisciplinary studies and collaborations. Housing over 2,000 kinds of cross-disciplinary classical, sustainable and innovative materials sourced locally and globally, it offers students first-hand experience of a wide range of cutting-edge materials, unconventional multi-material applications, and innovative endproducts from different design industries.

Centre for Communication Design (CCD)

HKDI's Visual Communication and Culture Lab – CCD is dedicated to the advancement of knowledge in all areas of graphic communication and visual culture, including typography, information design, advertising, user experience design, illustration, brand communications, and printing and publishing. Consisting of the Hong Kong Graphic Archive, Rennie's Mill Press and a research and consultancy unit, it tightly integrates practice, research, teaching and outreach activities and acts as a knowledge exchange platform among staff, students and external organisations.



HKDI Design for Social Innovation and Sustainability (DESIS) Lab

HKDI's Social Design Research Lab – HKDI DESIS Lab is a cross-disciplinary social design research platform advocating “designers as enablers of social change” and social design. It is part of the international DESIS Network which comprises over 60 DESIS Labs around the world and aims to advance international knowledge in design for the social good and to develop social practices that benefit Hong Kong society.

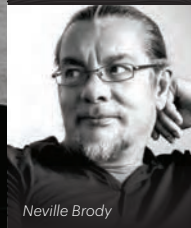
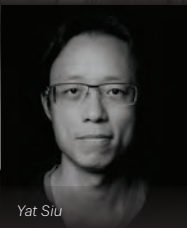
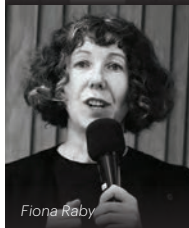
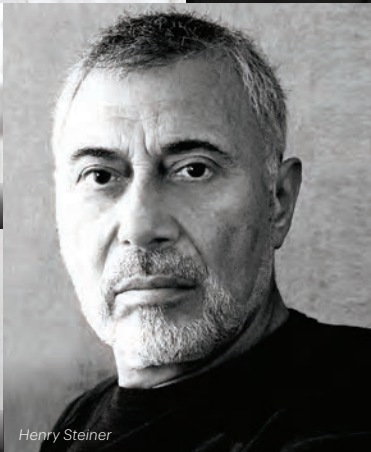
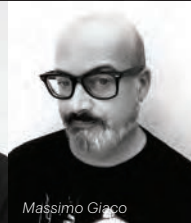
Media Lab

Media Lab is a forerunner of innovative media technology and its related applications. Through the experimentation with user experience design and convergent technologies, it aims to nurture and reinforce the integration of innovative ideas, media technologies and collaborations between education, applied research, professional training and industry applications.



Master Lecture Series

HKDI regularly invites design masters, academics and professionals from various design disciplines around the world to share with our students their inspiration, experience, perspectives and cultural insights.



BO LINNEMANN



- An international icon in design and typography, awarded the Danish Design Prize 17 times and numerous international design prizes, including the National Bank of Denmark's Anniversary Foundation Grant of Honour
- Designed for global brands such as Movia, DSB, majority of Danish Ministries, including the Royal Danish Ministry of Foreign Affairs, Danske Bank, PMQ in Hong Kong and the Carlsberg Foundation
- Visiting professor at Musashino Art University in Tokyo since 2006; also lectured at universities in Korea, China, Israel, Qatar, South Africa, UK and US

GUIDO TATTONI



- Dean of The Nuova Accademia di Belle Arti (NABA)
- A professional sound engineer since 2003, collaborating with artists and production companies at national and international levels
- Research interests include generative compositional techniques, contemporary music, artificial intelligence, interaction design, sound and audio technology, space and movement and formal languages theory

MARIJE VOGELZANG



- Pioneer in the field of food and design; Head of Food Department at the Design Academy Eindhoven; founded the Dutch institute of Food and Design which launched the world's first Food Design Award: The Future Food Design Award; projects include restaurant concepts and medical projects for hospitals
- Works have been displayed all over the world such as Tokyo Metropolitan Art Museum and Cooper Hewitt Design Museum in New York, and published extensively at New York Times, Wallpaper magazine, ICON magazine, and many more
- Named "Top 100 Most Creative People in Business" by Fast Company and GOOD magazine's "GOOD 100" list

DAITO MANABE

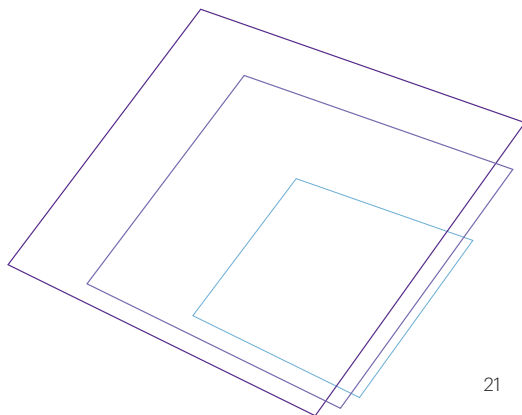


- One of the most influential digital artists in the world; his design, art and entertainment takes a new approach to everyday materials and phenomenon
- Founder of Rhizomatiks, dedicated to exploring new possibilities in the realms of technical and artistic expression with a focus on R&D-intensive projects
- Specially-appointed professor at Keio University SFC; awarded the Prix ARS Electronica Interactive Award, several Cannes Lions, and three times the Excellence Prize in the Japan Media Arts Festival

JASON BRUGES



- Internationally-renowned multi-disciplinary artist and designer in the blending of architecture with interaction design, using a high-tech, mixed media palette to explore spectacle, time-based interventions, and dynamic spatial experiences
- Projects include the Aerial Dynamics lighting installation within Pernill, the multi-sensorial permanent artwork for Le Grand Musée du Parfum in Paris and Asif's Coca-Cola Beatbox pavilion in the Olympic Park



International Academic Collaborations and Exchanges

HKDI collaborates with education institutes and industry partners worldwide to provide students with first-hand knowledge from overseas experience and active participation in international events. Exchange students have the opportunity to directly learn from renowned experts in design industries all over the world.

AUSTRALIA

- University of New South Wales
- RMIT University
- University of Technology Sydney

BELGIUM

- École nationale supérieure des arts visuels de La Cambre
- Hasselt University

CHINA

- Central Academy of Fine Arts
- Guangzhou Academy of Fine Arts
- Shenzhen Polytechnic
- Shenzhen University
- Tsinghua University
- Wuxi Vocational Institute of Arts and Technology

DEMARK

- Royal Danish Academy – Architecture, Design, Conservation

FRANCE

- École Camondo

ISRAEL

- Bezalel Academy of Arts and Design

ITALY

- Domus Academy
- Istituto Europeo di Design
- Istituto Marangoni Milano
- Nuova Accademia di Belle Arti
- Politecnico di Milano

JAPAN

- Bunka Gakuen University
- Bunka Fashion Graduate University
- Bunka Fashion College

NORWAY

- Bergen School of Architecture

POLAND

- Academy of Fine Arts in Gdańsk
- Magdalena Abakanowicz University of the Arts Poznań

PORTUGAL

- Lusíada University



SOUTH KOREA

- Hongik University

SPAIN

- Istituto Europeo di Design, Spain

SWEDEN

- Linnaeus University
- Malmö University
- University of Borås

SWITZERLAND

- École cantonale d'art de Lausanne
- Haute école d'art et de design Genève
- Zurich University of the Arts

UK

- The Glasgow School of Art
- Manchester Metropolitan University
- Ravensbourne University London
- University of Lincoln
- University of Reading
- University of the Arts London
- University of Westminster

US

- Southern California Institute of Architecture
- The New School

Student Exchange Programmes

HKDI is dedicated to cultivating students' global perspectives and cultural sensitivity. Through partnerships with renowned design schools around the world, we offer an opportunity for students to engage in cross-cultural learning supported by overseas exchange scholarships.



“I gained so much in this exchange, more than just academic knowledge. I met a lot of nice people from all around the world and we enjoyed a great time together. This experience is life changing, which gave me new ideas to plan for my life in the future.”

Yip Chun Hin, Henry
Higher Diploma in Visual Communication

Outbound exchange to École cantonale d'art de Lausanne (ECAL),
Switzerland (Spring 2021)

Supported by VTC Design Education Fund & A-Fontane
International Exchange Scholarship





“Studying Costume Design for a semester in HKDI has been a challenging yet enriching experience, which allowed me to acquire precious technical skills while taking a glimpse at how the costume industry works in Hong Kong. I was positively surprised by how many things I was able to achieve in such a short amount of time.”

Lucrezia Tipaldi

Higher Diploma in Costume Design for Performance

Inbound exchange from Politecnico di Milano, Italy (Spring 2022)



HKDI Gallery

HKDI Gallery is a dynamic exhibition arm of HKDI. Dedicated to present the exposition of cutting edge, top-notch international exhibitions and contemporary issues on design, HKDI Gallery also aims to support HKDI as one of the centres of design education in the region and promote design culture in Hong Kong.

HKDI Gallery engages with parties at home and abroad, including internationally acclaimed museums, designers and curators. With contemporary design as the cornerstone, it presents a series of top-notch exhibitions every year ranging from graphic design, architecture, fashion, product design, multimedia and so on.

Through international exhibitions, HKDI Gallery turns itself into an education venue where design students, design community and general public can learn from the masters' works. It also actively engages with institute's students and external students with tailor-made tours, talk and panel discussions.





World-Class Exhibitions

HKDI engages with parties at home and abroad, including internationally acclaimed museums, designers and curators.



Dai Fujiwara – The Road of My Cyber Physical Hands (2021)

This exhibition is a first-ever look into Dai Fujiwara's earliest works tracing from his time as a student of design up to his most recent creations.

Look: The Graphic Language of Henry Steiner (2021)

Curated by the Department of Communication Design, the exhibition showcases the iconic works of Henry Steiner in the past 60 years and explores how they have represented the roots of brand image of Hong Kong's prominent corporations.



Unseen - The Making of Traditional Chinese Furniture (2022)

Co-organised by HKDI and Hong Kong Palace Museum, the exhibition reveals the aesthetics and value of traditional wooden craftsmanship behind the contemporary design furniture.

World-Class Exhibitions



Form Determines Price 設計造型決定價格

In Germany, one litre of tap water costs, on average, 0.2 cents. For one euro, you get about 500 litres of tap water. For the sake of comparison, in the USA, one litre costs only 0.06 cents, which is about 75 percent less than the cost of tap water in Germany. What is more, with good packaging design, it is possible to achieve considerably higher prices.

在德國，一公升自來水的平均價格為0.2分錢。因此，一歐元可以購買其五百公升的潔水。相比之下，在美國，一公升自來水只售0.06分，較德國便宜75%。倘能在包裝設計上花點心思，水的新價格就可能大為提高。

Substance 原材料

H2O: transparent and tasteless substance
H2O：無色無味的物質

Red Dot Exhibition: The Essence of Design – Creating Value (2022)

In collaboration with Red Dot Institute, the exhibition showcases a wide range of game-changing products and brands that won the prestigious Red Dot Design Award.

**Zaha Hadid Architects:
Vertical Urbanism (2022)**

Co-organised by Zaha Hadid Architects (ZHA), the exhibition showcases ZHA's innovative designs for skyscrapers around the world.





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