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Lead Sponsor:

(PRESS RELEASE)

HKF&DA
香港傢俬裝飾廠商總會



PROJECT
HK UK

DESIGN
ARTISTRY
CRAFTSMANSHIP

REINTERPRETING TRADITIONAL AESTHETICS AND
CONTEMPORARY LIFESTYLES WITH FRESH FURNITURE DESIGNS

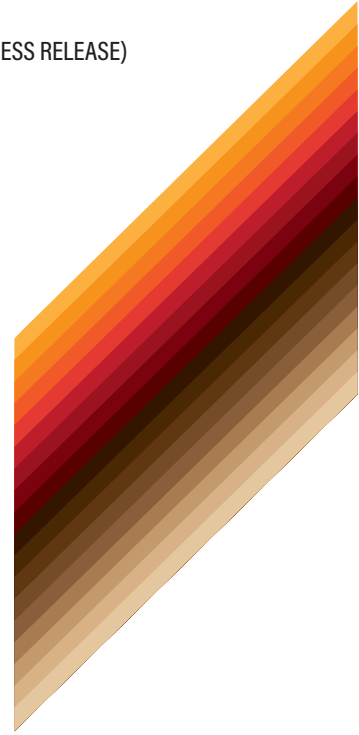
PROJECT HK-UK: DESIGN, ARTISTRY AND CRAFTSMANSHIP— A NEW BREED OF CROSS-CULTURAL FURNITURE FROM HONG KONG AND THE UK

AT SUPERDESIGN SHOW 2022, MILAN

The convergence of different worlds, cultures and aesthetics has made the furniture design scene more fascinating than ever. With deepening cross-cultural dialogue and more fluid disciplinary boundaries, furniture design is breaking away from conventional practices as well as perpetuating traditional craftsmanship. Designers in Hong Kong and the UK are creating extraordinary pieces of furniture that reflect these two locales in an era of massive globalisation. Project HK-UK: Design, Artistry and Craftsmanship, which is organised by the Hong Kong Furniture & Decoration Trade Association (HKF&DA) and sponsored by Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region, will showcase 18 outstanding and imaginative pieces exploring six different themes at SUPERDESIGN SHOW 2022, Milan. These furniture pieces incorporate Asian principles and relate to contemporary lifestyles through materials and form. Over the course of the years, the SUPERDESIGN SHOW has seen the platform for many of the emerging and top companies and designers to launch their products, get network and business opportunities.

Project HK-UK: Design, Artistry and Craftsmanship (Project HK-UK) is a one-of-a-kind mentorship and creative collaboration programme to explore design partnerships and multiculturalism through discussions and debates, and also the design and evolution of live projects. It has six design briefs which were devised by six multi-disciplined Hong Kong designers working with six UK furniture designers with the aim to produce a piece of furniture under each brief, while 40 budding Hong Kong designers followed the same design briefs under the guidance of 12 local design mentors and six production mentors to produce the furniture under the project.

"The resulting pieces of furniture are made possible thanks to a lot of manpower, production resources, creativity, techniques and funds. It is a precious opportunity to have all this coming together," says May Leung, Chairlady of the HKF&DA. "Responding to the same design briefs, the different pieces by Hong Kong and UK designers reveal some basic cultural differences and design outlooks of East and West. We also see how exquisite craftsmanship unleashes the beauty of a piece of furniture," observed by the project's UK collaborator and one of the participating UK furniture designers Samuel Chan.





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Join Us: Visit Project HK-UK at SUPERDESIGN SHOW 2022

Venue:
SUPERDESIGN SHOW (Superstudio Pi - Via Tortona 27 - Milan)

Date & Time:
Sunday 5th June 5pm-8pm VIP & Press Preview
Monday-Saturday 6th-11th June 11am-9pm
Sunday 12th June 11am-6pm
(registration is required)

Registration: www.superdesignshow.com | Enquiry: admin@projecthk-uk.com

MULTICULTURAL AND DIVERSE PERSPECTIVES FOUND NOWHERE ELSE: A KALEIDOSCOPIC VIEW OF HONG KONG DESIGN

Hong Kong creatives are offering a fresh take with their original furniture design under the project - from reinterpreting traditional philosophies - such as with a home station in the spirit of Zen Buddhism, a piece of furniture to write on whether by hand or using a keyboard, an all-in-one space organiser for jewellery and knick-knacks, a chair with different configurations for different moods - to putting forward a view of contemporary lifestyles like the mobile work culture of an architectural designer or work-life integration of a fashion designer.

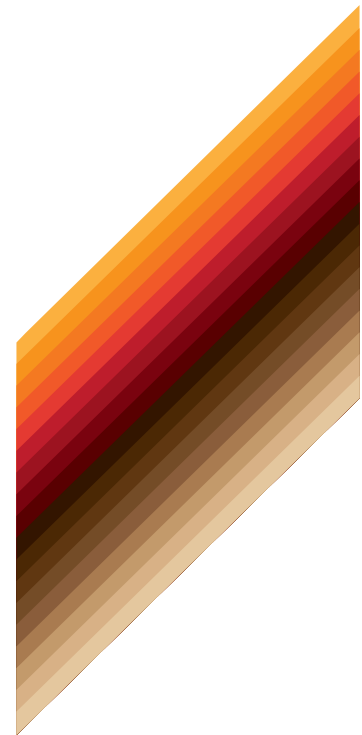
"As Asia's international metropolis under both Eastern and Western influences, Hong Kong has long been a breeding ground for new culture and design ideas. The younger generation of Hong Kong designers are able to take advantage of novel perspectives borrowed from this melting pot, and express their original views in their work," says Amy Chow, Curator of Project HK-UK.

In the Hong Kong stream of Project HK-UK, 12 groups of young designers are creating one piece of furniture each under the guidance of 12 design mentors and six production mentors. The enthralling results are the coalescence of design creativity and production innovation. To name a few: 24+1 is a chic, rotating sofa-desk for a contemporary lifestyle, which defies a distinct work/life boundary; Zense is a neat, stripped-down home station with precise geometry and woodcraft; NINE shows the beauty of Chinese calligraphy in a set of nine multi-use, metal-structured pieces of furniture decorated with paper, straw and knots; and the Walnut Reading Lounge Chair is a soothing, ergonomic seat with an adjustable magnetic neck cushion.

UK designers are also responding to Asian aesthetics and international trends. Many people are familiar with the sensitive craftsmanship, formal purity and thoughtfulness of UK furniture design, but have perhaps overlooked its tasteful and cultural aspects. In this special project uniting Hong Kong and UK designers, six UK furniture designers are collaborating with six multidisciplinary Hong Kong designers to deliver intriguing pieces which reinterpret Eastern culture from a Western perspective, and respond to global lifestyle tendencies from a different viewpoint. The six resulting pieces are dialectical experiments between East and West, past and future, continuation and innovation. Among them, Clix is a foldable, portable chair that architects can carry, while Compact Mobile is a movable piece of furniture that incorporates jewellery storage, a dressing mirror and a stool, inspired by ancient Chinese jewellery boxes. Its revolving blocks contain a myriad of features just waiting to be discovered.

Project HK-UK will take place at SUPERDESIGN SHOW 2022 in Superstudio, Milan, on 6th-12th June. Come meet the designers and curator in person and discover a fresh view of Hong Kong and UK designs. Explore their divergent design narratives and responses in these unique pieces of furniture.

www.projecthk-uk.com





DESIGN
ARTISTRY
CRAFTSMANSHIP

Organiser:

Hong Kong Furniture & Decoration Trade Association (HKF&DA)

Lead Sponsor:

Create Hong Kong of the Government of the Hong Kong Special Administrative Region

Project Director & Curator:

Amy Chow

UK Collaborator and Mentor Coordinator:

Samuel Chan

Design Briefs by Six HK Established Designers:

Keith Griffiths | Johanna Ho | Chelsia Lau | Kai Yin Lo | Sammy Or | Stanley Wong (anothermountainman)

Six Participating UK Furniture Designers:

Samuel Chan | Freshwest | Alex Hellum | Lucy Kurrein | Simon Pengelly | Wales & Wales

12 Participating HK Design Mentors:

Danial Chow | Joey Ho | Irene Ito | Lam Wai Ming | James Law | Lee Chi Wing | Steve Leung Kinoshita Mui | Kelvin Ng | Eric Yim | Karr Yip | Manfred Yuen

Six Participating HK Production Mentors:

Huo Runzhong | Allen Kwong | May Leung | Gary Lui | Patrick Tin | Kevin Yiu

40 Participating HK Mentees (12 groups):

Lau Tin Ho | Mic Leong | Aron Tsang
Bodin Hon | Dilara Kan | Jeffrey Shum | Yung Sai Chun
Jason Kwan | Alan Kwok | Icy Ng | Chris Tsui
Isa Au | So Yuen Yi | Terry Yuen
Linus Kung | Sonia J Lui | Dennis She
Kennif Li | Jackie Luk | Zoe Siu
Iris Ho | Louis Hung | Flora Lee
Soilworm Lai | Sherene Ng | Rosie Yip
Janko Lam | Christine Lew | Florian Wegenast | Yan Suet Ngo
Dennis Cheung | Whitney Lau | Liu Lok Yi | Leo Yiu
Joyce Liu | Kenny Wong | Ricci Wong
Ayesha Kwok | Jason Pang | Dawn Yan

HONG KONG FURNITURE & DECORATION TRADE ASSOCIATION (HKF&DA)

The Hong Kong Furniture and Decoration Trade Association (HKF&DA), established in 1955, is the longest-running, non-profit furniture organisation in Hong Kong. Over the past 65 years, it has played an invaluable role in raising the quality of the furniture trade and promoting furniture design in the industry as well as helping our manufacturers move up the value chain and building their brand image in Hong Kong and overseas. Culture, Creativity and Craftsmanship are the three core values of HKF&DA. With programmes and activities organised around the three guiding principles, HKF&DA has been supporting the Hong Kong furniture players to transform from modest operations to world-class organisations with products and services known worldwide.

www.hkfa.hk

CREATEHK

Create Hong Kong (CreateHK) is a dedicated agency set up by the Government of the Hong Kong Special Administrative Region (HKSAR Government) in June 2009. It is under the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau and dedicated to spearheading the development of Hong Kong's creative industries in Hong Kong. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community.

CreateHK sponsors Project HK-UK: Design, Artistry and Craftsmanship, among other projects, to promote Hong Kong's creative industries.

www.createhk.gov.hk

AMY CHOW

Trained in creative hubs San Francisco, Los Angeles and Rome, Amy Chow is an interdisciplinary design expert, academician, writer and connoisseur. As curator, she has spearheaded numerous critically acclaimed design exhibitions locally and internationally, including Creative Hong Kong (2007) which was exhibited in Vancouver, Milan, London, New York and Seoul, and six-month-long Creative Ecologies of Hong Kong* (2010) at the Shanghai World Expo. Confluence 20+* (2017), a monumental series of exhibitions, was a blueprint of Hong Kong's artistic environment, which travelled to Milan, Hong Kong, Seoul and Chicago. Currently, Chow is curating exhibition programmes focusing on the visual culture and language of Asian design through material innovation, creative processes and craft.

* sponsored by CreateHK

SAMUEL CHAN

'Project HK-UK' emerged from a concept — conceived by British designer-maker Samuel Chan — to bring together British furniture designers with Hong Kong designers of diverse disciplines in creative collaboration. As the concept developed and widened in scope, Samuel was invited to be Mentor Coordinator for the entire project. Born in Hong Kong and based in London, Samuel maintains strong personal and creative ties with the HKSAR.

Joined + Jointed is a British furniture brand founded by Samuel Chan under the principle, 'creation through collaboration'. It works together with the best established and emerging designers to create original, contemporary and accessible furniture. For 'Project HK-UK', Joined + Jointed is proud to be the production partner for the six furniture designs that came from the collaborative efforts of the six pairs of HK-UK designers.

www.joinedandjointed.com

Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.