

design | n p i z e b innovation



Geneviève Flaven, Managing partner
STYLE VISION

- * Global Luxury Trends *
- An overview on the major evolutions of the luxury consumer moods



Barry Cheung, President
DELSEY S.A.

- * Innovation :
- A Product Idea Or A Business Idea? *
- Innovative design story in seating industry, Pre-owned car industry and 60 years of competitive innovation in luggage industry



Beatrice Chiu, Manager
CREATE HK (DESIGN)

- * Design-Business Collaboration Scheme (DBCS)*
- Enhancing business competitiveness through the DBCS



Agatha Tsang, Founder
BON BONE DESIGN

- * Value for Business *
- How Design Thinking and Design Management enhance cooperate goals

Design | Innovation Seminar

2014.6.7 (SUN) . 10:00 - 13:00 . Registration: 09:45 . PolyU Jockey Club the Innovation Tower, Lecture Theater (V322)

Language: English / Cantonese . Free admission

設計 | 創新思維講座

2014年7月6日 (星期日) . 上午10時 - 下午1時 . 登記入座: 上午9時45分 . 香港理工大學「賽馬會創新樓」演講廳 (V322)

講座以廣東話或英語進行 . 免費入場

Organizer :
主辦機構 :



Coorganizer :
協辦機構 :



Supportors :
支持機構 :



Sponsor :
贊助機構 :



Organizer :
主辦機構 :



Speaker :
講者 :



Background

Industrial Designers Society of Hong Kong (IDSHK) was founded in 2002. IDSHK aims to promote high levels of professionalism and status of Hong Kong's industrial designs. In 2004, IDSHK has issued and published the "Professional Practice & Contract Template for Hong Kong Industrial Designers" (Chinese / English CD format). IDSHK has worked to foster public interests to the value of industrial design (ID).

IDSHK has regularly organized ID seminars, knowledge-sharing forums, mentor workshops and trips to the international ID Expo & Forum of China. IDSHK has actively established collaborations and strategic alliance partnership with industrial bodies and education institutes.

簡介

香港工業設計師協會 (IDSHK) 於2002年成立。致力推動香港工業設計成為一個認可的專業地位。在2004年，制訂和執行香港工業設計師專業行為守則及專業操作守則 (中、英文光碟版)，籍以提高香港社會大眾對工業設計價值的認知，並使其關注工業設計對社會整體利益之貢獻。

IDSHK推動及爭取工業設計師之福利權益，並增強他們的競爭能力。為香港工業設計提供相關資訊，給予工商界及國際間推廣香港工業設計形象，促進本港同業與內地及國際間專業團體的交流。此外，在香港工業設計相關教育方面亦作出一定的貢獻。

Geneviève Flaven, Managing partner of Style-Vision Asia. Style-Vision are specialists on consumer insights and design trends. They provide full service for creative design and branding. Style-Vision was founded in 2001 in France by Agnès KUBIAK, a visionary trend expert and Geneviève FLAVEN, a business innovation specialist. With operations in China since 2008, they opened their office in Shanghai in 2010 to better serve leading companies in China such as LUTHAI (Textile), ETAM (Fashion), FOTILE (Kitchen appliances), AUDI (Automotive), SEPHORA (Cosmetics).

Through copywriting, training sessions, conferences and Innovation workshops, Geneviève helps companies identify future business opportunities and match product innovations with consumer expectations. A graduate from ESSEC, in Economics and Business Administration, Geneviève Flaven has worked as an expert in project management for major companies such as Hewlett Packard and CSC Peat Marwick. She is a regular contributor of online business magazines such as Forbes, Jin Daily or the Business of Fashion. She often speaks in trend conferences and has a great experience of innovation workshop and training. She has a passion for writing (theatre play, poetry) and sport (long distance running).

Geneviève Flaven, Style-Vision Asia執行合夥人。Style-Vision 是洞察客戶需求和設計趨勢的專家。他們專門為面料及服裝公司的設計與品牌建立提供整套綜合性的服務。Style-Vision於2001年在法國由Agnès KUBIAK 和Geneviève FLAVEN 女士共同創立，Agnès KUBIAK 女士是一位具有前瞻性的趨勢專家，Geneviève FLAVEN 女士則是一位具有革新精神的商務專家。公司從2008年起開始了與中國的交流，為了更好地服務客戶，Style-Vision于2010年在中國上海開設了辦事處，為魯泰 (紡織面料)、艾格(服裝)、方太(廚房設備)、奧迪(汽車)、和絲芙蘭 (化妝品) 等公司服務。

通過組織公關文案、開展課程培訓、會議及創意Workshop等形式，Geneviève 女士幫助相關公司發現未來潛在的商業機遇，並提供相應的產品創新企劃，以滿足消費者預期。畢業于法國ESSEC商學院 經貿專業的Geneviève FLAVEN 女士，在 CSC Peat Marwick 和 Hewlett Packard 等公司擔任過專案總監。她也為諸如福布斯、精日傳媒、Business of Fashion等線上主流商業媒體長期撰稿，Geneviève 女士多次在大型趨勢論壇上發表過重要演講，並在創意Workshop以及培訓方面積累了大量經驗。平日裡的她熱愛寫作 (戲劇劇本、詩詞) 和體育運動 (長跑)。



Mr. Barry Cheung, President of Asia Region of Delsey Limited. Barry has 20 years of business development experience in Asia Pacific in the bags and luggage industry. Apart from operating a profitable business, he also has multiple greenfield business start up experience in Hong Kong, China, Taiwan, Korea, Japan, Australia, Philippines, and Singapore. Barry graduated from University of Hong Kong with a degree in Philosophy, and also has a EMBA degree from Chinese University of Hong Kong afterwards.

DELSEY, a company founded in 1946, DELSEY is synonymous with French excellence in the world of luggage. Famous for its extreme reliability and innovative design, our ingenious and increasingly lightweight luggage will be consumers' faithful companions wherever they go and however they travel, whether on business or for leisure. Delsey has been creating award winning luggage for the past seven decades by applying the latest trends in design to the use of new technologies, cutting edge materials and optimal ergonomics. Created at our Paris based head office using tried and tested expertise, their luggage collections are made to reflect consumers' personality so that they can instinctively adopt them as an integral part of consumers' wardrobe.

張健文先生，現任法國大使箱包公司亞洲區總裁。張先生在亞洲太平洋地區箱包業有超過20年商業發展經驗。在經營上不單止有利可圖，張先生亦在新市場開發擁有豐富經驗，包括香港，中國大陸，台灣，韓國，日本，澳洲，菲律賓，及星加坡等。張健文先生畢業於香港大學哲學系和香港中文大學工商管理碩士課程。

DELSEY品牌創建於1946年，在箱包領域中象徵著法國優質而卓越的工藝技術。DELSEY品牌箱包已其可靠性和創新的設計著稱，其靈巧的設計讓消費者無論身處何處，無論任何旅行方式，無論商務或休閒旅行都時刻伴隨著使用者度過輕盈美好的旅程。七十年來，DELSEY致力於箱包的研發和設計 – 屢次獲得創新大獎 – 融合新技術、最優質的材料和最佳的人體力學設計。DELSEY正是以其最新的設計顯示了超越的專業技術。DELSEY箱包產品由巴黎的專業設計團體製作，其產品都是通過嚴格考驗的精品，無論消費者採取那款DELSEY系列，都會是他們個性的映射，就像是進到他們試衣間，就會感知到消費者的個人穿衣品味一樣。



Beatrice Chiu, Manager (Design) of Create Hong Kong, which is the dedicated agency set up by the Government of the HKSAR to lead, champion and drive the development of the creative economy in Hong Kong. One of the supporting measures of Create Hong Kong is the Design-Business Collaboration Scheme (DBCS) which promotes the interest and investment of small-and-medium-sized enterprises in design, with a view to upgrading their products and services thereby helping them increase their competitiveness. Ms Chiu has been serving as the Secretary to the Assessment Panel meetings of the DBCS.

趙碧菁是創意香港的經理(設計)。創意香港為香港特別行政區政府成立的專責辦公室，重點工作是帶領、倡導和推動本港創意經濟的發展。「設計業與商界合作計劃」是創意香港一個支援措施，旨在提高中小型企業對設計的興趣，並鼓勵他們進行投資，務求提升產品及服務水平，為中小型企業提高競爭力。趙女士為「設計業與商界合作計劃」審核委員會會議的秘書。



Agatha Tsang, founder of Bon Bone Design. She was first trained as graphic designer and illustrator in HK reputable design schools, and worked in graphics and advertising field at the beginning of her career. In 1989, she studied French and cultural subjects in Aix-en-Provence, France. In the following year, she then further her studies in École Nationale Supérieure de Création Industrielle (Paris) and graduated in 1993 holding a Master Degree in Industrial Design. Agatha was Creative Manager in Global design team of TCL Multimedia Technology Holdings Ltd. from 2005-09, and took up the post of Project & Creative Consultant in DELSEY S.A. in 2010 as well as in Wings in 2012 & 2013.

曾珮琳，好骨子設計創辦人。曾氏最初在香港修讀平面、廣告設計和插畫科。畢業後，開始她平面及廣告設計的職業生涯。1989年，她在法國艾克斯普羅旺斯修讀法文和有關文化科目，其後於巴黎École Nationale Supérieure de Création Industrielle (國立高等工業創新學院) 攻讀創新工業設計，並在1993年獲得碩士文憑。曾氏於2005-09年間在TCL多媒體科技控股有限公司擔任國際產品設計部經理。於2010年在DELSEY S.A.擔任創意及項目顧問。2012至13年在飛騰行擔任創意及項目顧問。

Location Map 地圖

