

# 10 DAYFEST 十日節

25|9—4|10 2015

EXHIBITION OPENS UNTIL NOV 15 展覽期至 11 月 15 日

108 Stories of  
Social Innovation  
一零八件社創事

The Hong Kong Polytechnic University  
Jockey Club Innovation Tower  
香港理工大學賽馬會創新樓



# TIMETABLE 時間表

## 25|9

FRIDAY 星期五

14:00—17:00  
The Other Academy

17:30—22:00  
Festival Opening:  
Full Moon Party  
十日·同慶賀·迎迎月·大派對

## 26|9

SATURDAY 星期六

Mid-Autumn Festival 中秋節

14:00—17:00  
Happy Summit  
十日·高峰會

## 27|9

SUNDAY 星期日

Day after Mid Autumn Festival 中秋節翌日

14:00—18:00  
Asian Consortium:  
Network Conference  
十日·亞細亞·集集會

18:00—22:00  
Asian Consortium:  
Changemakers Party  
十日·亞細亞·吹吹水

## 28|9

MONDAY 星期一

10:00—12:00  
Dean's Salon  
十日·談學問

12:00—16:00  
Asian Consortium: Excursion  
十日·亞細亞·處處遊

19:30—21:00  
Meaningful Cinema  
十日·放映社  
Cyber Seniors 數碼耆兵

## 29|9

TUESDAY 星期二

**P** Hong Kong Social  
Enterprise Challenge  
Campus Roadshow  
香港社會企業挑戰賽  
院校巡迴演出

19:30—21:00  
Meaningful Cinema  
十日·放映社  
Little People Big Dreams 小人說夢

## 30|9

WEDNESDAY 星期三

National day 國慶日

19:30—21:00  
Meaningful Cinema  
十日·放映社  
State of Play 電競高手

## 1|10

THURSDAY 星期四

10:00—17:00  
Design for Silver Age:  
Co-creation Workshop  
銀齡共創·創意學堂

19:30—21:00  
Meaningful Cinema  
十日·放映社  
Fixed 人造人的迷思

## 2|10

FRIDAY 星期五

**P** Startup Weekend  
Change Maker  
創業者創業週末

10:00—12:00  
G/Local Seminar  
十日·講談社

14:00—18:00  
Social Enterprise Clinic  
十日·好企理

## 3|10

SATURDAY 星期六

**P** Startup Weekend  
Change Maker  
創業者創業週末

10:00—17:00  
Design for Silver Age:  
Co-creation Workshop  
銀齡共創·創意學堂

14:00—18:00  
Thinker's Lecture  
十日·創新思

19:30—21:00  
Meaningful Cinema  
十日·放映社  
Capturing Grace 舞·得救

## 4|10

SUNDAY 星期日

**P** Startup Weekend  
Change Maker  
創業者創業週末

10:00—17:00  
Design for Silver Age:  
Co-creation Workshop  
銀齡共創·創意學堂

## 15|11

SUNDAY 星期日

**E** 10DAYFEST Exhibition opens from 25 Sept to 15 Nov at Podium and 3/F  
十日節展覽由 9 月 25 至 11 月 15 於創新樓平台及三樓展出

**O** Open Event 公開活動   **I** Event by Invitation 受邀活動\*   **E** Exhibition 展覽   **P** Partner Event 伙伴項目

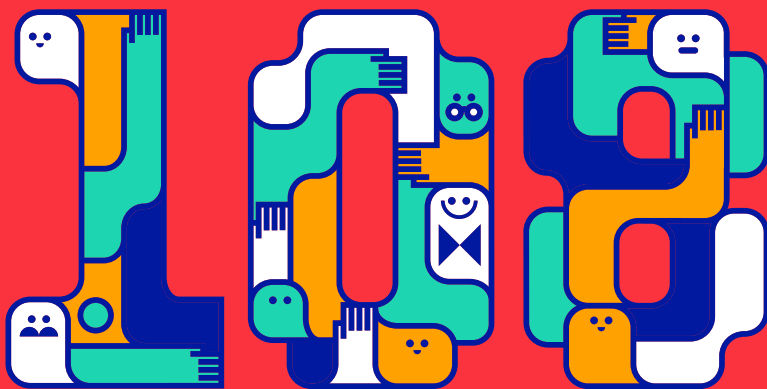
\* Participation is by invitation only. If you have not received an invitation and would like to be considered, please email us at [jcdisi@polyu.edu.hk](mailto:jcdisi@polyu.edu.hk) \*此活動只限受邀人士參與。如欲參與活動，可電郵至 [jcdisi@polyu.edu.hk](mailto:jcdisi@polyu.edu.hk) 與我們聯絡。

25|9—15|11 10:00—20:00 | Opening Hours  
開放時間

Public are welcome to visit 10DAYFEST exhibition  
歡迎公眾人士參觀

## 108 Stories of Social Innovation 一零八件社創事

JCIT Podium 賽馬會創新樓平台



108 Heroes are characters from Water Margin, one of the Four Great Classical Novels of Chinese literature, who banded together for the cause of justice. In reality, there are also local heroes who devote themselves in social innovation causes. 10DAYFEST showcases 108 social innovative stories by social heroes who, despite their diverse backgrounds, spontaneously commit themselves to making society better.

《水滸傳》中 108 個在梁山落草為寇的好漢是流傳千古的英雄，現實中香港也有不少致力於社會創新的民間英雄。十日節精選 108 個來自不同背景、卻不約而同肩負起創新責任的好漢，並展出他們以改善社會現況為目標的社會創新故事。

## The Other Academy Classroom The Other Academy 教室

Gallery A, JCIT Podium 賽馬會創新樓平台展覽廳 A

The academy initiated its first exploration on Hong Kong's identity by pairing ten young local creatives with ten international experts since Spring this year. Through a series of email exchanges, letter postings and voice-calls, each team has shared their thoughts on alternative creativity, local identity and current affairs as pen-pals.

自今年春天起，J.C.DISI 邀請了十位國際創意大師與十位本地設計單位，組成十個團隊共同合作，以實驗形式去展現香港人身份認同的議題。十組創意尖子成為筆友，透過電郵、信件及通話溝通並分享意見，攜手共建 The Other Academy 展覽。

## The Living room by Asian Consortium 亞細亞大客廳

Gallery D, JCIT Podium 賽馬會創新樓平台展覽廳 D

With free-wifi and a good cup of fair-trade coffee from D-Café, the gallery transforms into a "living room", where members of the Asian Consortium will host skill-sharing sessions during the two-month period. Come and inspire each other!

創新樓平台展覽廳 D 化身為大客廳，公眾可一邊享受免費 wifi 及 D-Café 的公平貿易咖啡，一邊於亞洲社會創新聯盟分享會中與成員交流想法，激發新意念。活動將於大客廳中不定期舉行，歡迎一起參與。

## 2015 Jockey Club Design for Society Student Award 2015 賽馬會社會設計獎（學生組）

3/F, JCIT 賽馬會創新樓3樓

In its third year, the Jockey Club Design for Society Student Award, with the support of the Jockey Club Charities Trust, encourages students to apply their design and knowledge to address social issues. The award winners exhibit their works in the 10DAYFEST.

踏入第三年，由賽馬會慈善信託基金贊助的賽馬會社會設計獎（學生組）繼續鼓勵設計學院學生應用他們的設計知識來造福社會。得獎作品在十日節中展覽。

## Transparent Temple 透明廟堂

Chan Sui Kau and Chan Lam Moon Chun Square 陳瑞球林滿珍伉儷廣場



Designed by Studio Zhai and situated right in front of the Innovation Tower, the transparent temple is built to be cool and free of the solemnity you feel in traditional temples. At Mid-Autumn Festival, it allows families to gaze the moon from inside.

由札藝工作室設計、座落於創新樓正前方的透明廟堂走型格路線，擺脫傳統廟堂一貫肅穆莊嚴的氣氛。適逢中秋佳節，大眾可一反傳統在室內觀賞明月。

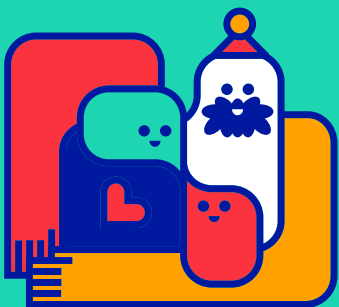


## Asian Consortium 十日·亞細亞 27|9—28|9

M1603 Senate Room, Core M & JCIT 13/F  
李嘉誠樓 M1603及創新樓13樓

To channel ideas of social innovation in Asia, 100 social innovators from all over region are coming for 3 Asian Consortium events spanning 2 days. By sharing their latest projects and joining a local excursion, they are willing to experience social challenges in Hong Kong and explore ways to promote their social innovation movements.

為促成亞洲共同合作推動社會創新，來自十個亞洲國家一百位社創者將出席一連兩天共三項的十日·亞細亞活動。透過分享不同地區的創新項目，及實地考察，體驗香港社會議題，探索如何在幫助香港推廣社會創新。



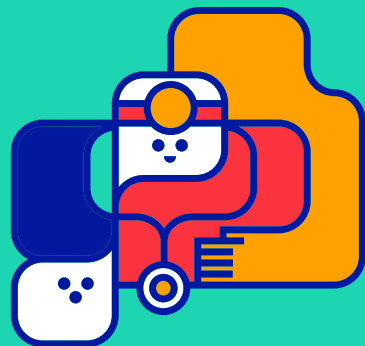
## Social Enterprise Clinic 十日·好企理

2|10 14:00—18:00

JCIT 賽馬會創新樓

VIPs from business, design, and technology fields are coming to diagnose and prescribe treatments for the social enterprises (SEs) in our Design Pilot scheme, giving advice on business strategies and financial management. Design Pilot pairs up SEs and designers, aim to enhance the SEs' competitiveness by having a branding and financial reform.

一班來自商界、設計界及技術界的VIP會運用他們的專業知識為「設計導航」計劃中的社企就其營運策略及財政狀況診症，以協助社企和設計師們打造出一份滿足設計及營運需要的提案。「設計導航」計劃是社企與設計師的配對平台，旨在為社企的長遠發展注入設計因子，從而在行業中突圍而出。



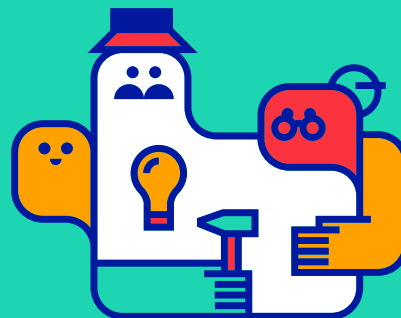
## Design for Silver Age: Co-creation Workshop 銀齡共創·創意學堂

1—4|10 10:00—17:00

JCIT 賽馬會創新樓

A group of designers and silver age users join hands to create innovative designs that can improve the users' lives. The workshop aims not only at developing designs from ideas to prototypes, but also launching them to the market.

一班具富人生經驗的中老年銀齡人士與設計師透過討論與交流，攜手創作及研發可改善生活的設計。優秀作品不但可以發展到原型階段，甚至有望可推出市面，帶來新的社會創新意念。



## PARTNER EVENT 伙伴項目

10 Ways the Unreasonable Innovates for the Society  
任性地為社會創新的十個方法

15|9 12/F, JCIT 賽馬會創新樓12樓

Hong Kong Social Enterprise Challenge (HKSEC)  
Campus Roadshow

香港社會企業挑戰賽 (HKSEC) 院校巡迴演出

21—29|9 Chan Sui Kau and Chan Lam Moon Chun Square 陳瑞球林滿珍伉儷廣場

SIE Fund: Social Innovation Jam—Campus Tour  
社創基金：社會創新Jam—校園巡迴展

23|9—2|10 PQ Podium PQ 平台

Startup Weekend Change Maker  
創業者創業週末

2|10—4|10 12/F, JCIT 賽馬會創新樓 12樓

Better Playground, Better Future  
UNICEF Inclusive Play Space Design Ideas Competition Exhibition  
升級遊樂場 星級新未來 共融遊樂空間設計概念比賽展覽

25|9—15|11 3/F, JCIT 賽馬會創新樓 3樓

## The Other Academy

25|9 14:00—17:00

Gallery A, JCIT Podium  
賽馬會創新樓平台展覽廳A

Through design-thinking, ten international design gurus and ten local design units gather to develop a fresh perspective on Hong Kong's Identity / Trust / Spirit, and social challenges, contemplating on how we live and relate to each other in Hong Kong.

十位國際設計大師及十個本地設計單位聚首一堂，以設計角度討論香港人的身份認同、互信、核心價值及社會挑戰等課題，並反思港人的生活形態及彼此之間的相處模式。



## Festival Opening: Full Moon Party 十日·同慶賀：迎迎月·大派對

25|9 17:30—22:00

JCIT Podium 賽馬會創新樓平台



To mark the official festival opening and also celebrate the Mid-Autumn Festival, the party showcases the intangible cultural heritage of Hakka, Chaoshan, and Guangzhou / Foshan. Elements of modern design are infused into performing arts, handicrafts, and regional delicacies, allowing the participants to experience a socially innovative Mid-Autumn Festival.

為慶祝開幕及中秋節，派對以隱匿於香港的客家、潮汕，及廣佛地區之非物質文化遺產為主題。透過把現代設計元素注入表演藝術、工藝及飲食文化，讓參加者感受社創中秋。

## Happy Summit 十日·高峰會

26|9 14:00—17:00

Lecture Theatre, 3/F, JCIT  
賽馬會創新樓3樓演講廳



An unprecedented lineup of worldwide design experts will explore the social value of design in the form of close dialogues centered on three themes: "Truth", "Compassion", and "Ugliness". The panel of distinguished speakers includes: Ruedi Baur, international renowned visual communication designer; Uta Brandes, Founder of iGDN; Michael Erlhoff, Founding Dean of Köln International School of Design; Mieke Gerritzen, Director of Museum of the Image in the Netherlands; Tim Marshall, Provost of The New School; Britta Pukall, Owner of Milani design consulting firm.

過去兩年的高峰會，我們均邀得富啟發性的國際知名人士親臨分享他們的都市奇想。今年將由多位國際舉足輕重的設計師，以全新角度探討「真、善、美」與設計的關係，為設計的社會價值重新定義。講者陣容包括頂尖視覺傳達設計師 Ruedi Baur、The New School 教務長 Tim Marshall、德國 KISD 創院院長 Michael Erlhoff、荷蘭 Museum of the Image 總監 Mieke Gerritzen、世界知名設計顧問公司 Milani 擁有者 Britta Pukall 等等。



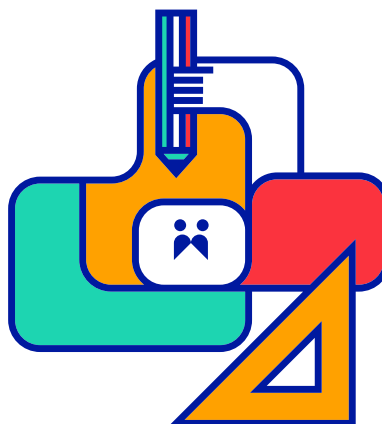
## Dean's Salon 十日·談學問

28|9 10:00—12:00

JCIT Podium 賽馬會創新樓平台

Based on the fruits and challenges of research related to "Design for Society", Prof. Cees de Bont, Dean of School of Design is hosting an academic forum with members of the International Advisory Committee of J.C.DISI and research professors in PolyU, in hopes of brainstorming ideas and building an academic network.

根據與社會設計有關的研究成果和難題，理大設計學院院長方啟思教授會跟一眾 J.C.DISI 國際諮詢委員會成員及理大教授作出交流，為社會創新設計建立學術網絡。

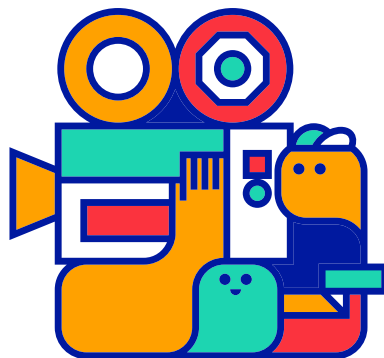




## Meaningful Cinema 十日·放映社

28|9—1|10 & 3|10  
19:30—21:00

Lecture Theatre, 3/F, JCIT  
賽馬會創新樓3樓演講廳



Focusing on the topics relevant to our society and the challenges it is facing today – namely, aging population, technological growth, art therapy, underprivileged group in China, and innovative industry for teenagers - we have handpicked five documentaries from different countries, all aiming to open up horizons and provoke thoughts.

針對人口老化、科技發展、青少年新興行業、藝術治療及國內弱勢社群五大社會議題，十日·放映社精心挑選五部來自不同國家的紀錄片。讓觀眾藉著電影欣賞，拓闊國際視野，啟發思考。

### Cyber Seniors 數碼耆兵



28|9

A humorous and heartwarming documentary feature, which chronicles the extraordinary journey of a group of colorful senior citizens as they discover the world of the Internet, through the guidance of teenage mentors.

記錄一班年過古稀的老友記在青年義工指導下，展開探索網上世界的奇妙旅程。

### Little People Big Dreams 小人說夢



29|9

Founder Chen Mingjing talks proudly of providing little people with a safe haven from deeply entrenched social prejudices in the "Dwarf Empire" in China's Yunnan. Director Mak CK casts a sensitive eye at a place designed for stares and ogling and we learn what it means to inhabit a different body and the resilience it takes to navigate a hostile, ableist world.

雲南省「小人國」主題公園創始人陳明鏡自豪地談起這個專為「小」人物提供的避風港，這是一個遠離社會偏見的「世外桃源」。導演 Mak CK 用他敏銳的目光，捕捉「小」人物的世界，從他們的故事中認識一個不一樣的世界！

### State of Play 電競高手



30|9

In Seoul, hundreds of young boys compete to be the best at an video game: Starcraft. The top players are viewed as national celebrities, participating on all levels of popular culture. But what happens when play becomes work? For some it will be a struggle to stay on top of their game, for others it might be the turning point of their lives.

星海爭霸 (Starcraft) 職業聯賽是南韓社會一大盛事。這些年輕的電玩選手享受國家級待遇，也支撐遊戲產業。遊戲對他們而言已不是玩樂，而是職業。他們肩負大眾期盼，也得提早面對職業的酸酸苦辣。

### Fixed: The Science/Fiction of Human Enhancement 人造人的迷思



1|10

Award-winning documentary, Fixed: The Science/Fiction of Human Enhancement, explores the social impact of human augmentation. Haunting and humorous, poignant and political, Fixed rethinks "disability" and "normalcy" by exploring technologies that promise to change our bodies and minds forever.

透過探尋種種人體改造科技，這部警世紀錄片屢獲殊榮，以幽默尖銳的手法討論「優化人體」對社會的影響及政治意味，繼而重新定義「殘疾」與「健全」。

### Capturing Grace 舞·得救



3|10

Capturing Grace is an inside look at a unique dance program for adults with Parkinson's Disease, led by former Mark Morris Dance Company members. Dave Iverson's remarkable documentary reveals the hopes, fears, and triumphs of this newly forged community as they work together to create a unique, life-changing performance.

舞·得救深入拍攝一個由 Mark Morris Dance Company 前成員帶領，為患有帕金森症的病人而設的舞蹈節目。導演 Dave Iverson 出色的拍攝到患者的希望、恐懼和成就，因為他們共同創作了一個獨特及改變生命的表演。

## G/Local Seminar 十日·講談社

2|10 10:00—12:00

M1603 Senate Room, Core M  
李嘉誠樓 M1603



From Smart City and Open Government Initiatives, to innovative grassroots movement and social entrepreneurs, Barcelona sustainable innovation consultant Mr. Oriol Pascual will share his profound experience on what works and what doesn't in social innovation, shedding light on a new model that helps create a better society for tomorrow.

由智能城市和開放政府政策，到民間社創運動及社會企業發展，西班牙巴塞隆拿社會創新顧問 Oriol Pascual 將以他的豐富經驗，與觀眾分享推動社會創新發展的新模式。

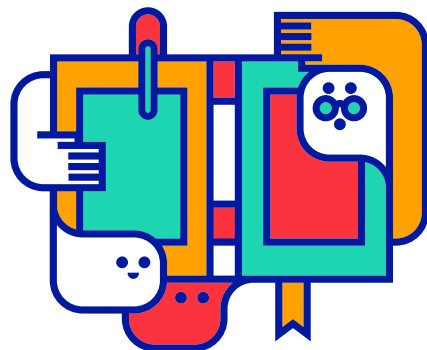


# Thinker's Lecture

## 十日·創新思

3|10 14:00—16:00

Lecture Theatre, 3/F, JCIT  
賽馬會創新樓3樓演講廳

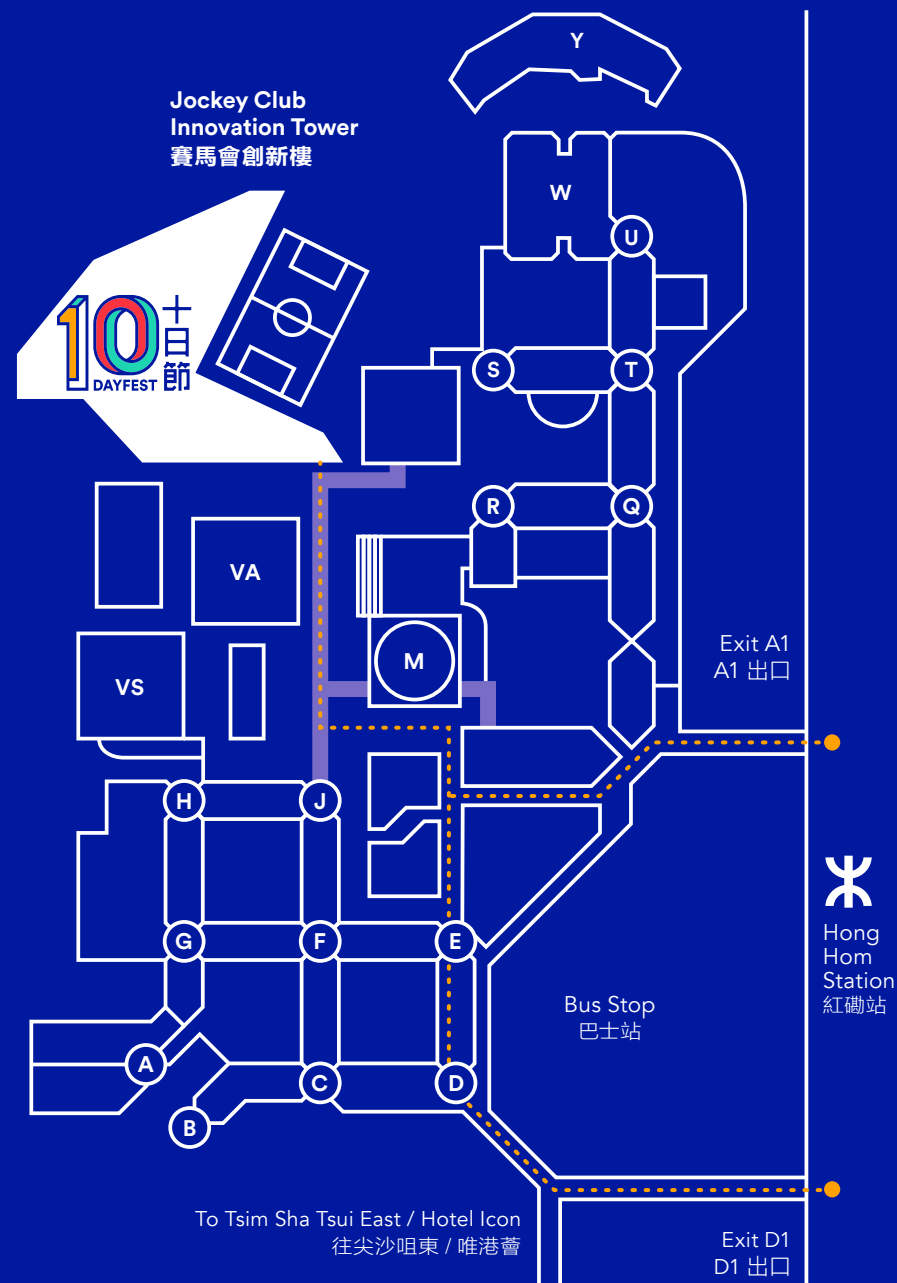


Prof. Hsia Chu Joe, honorable professor from National Taiwan University and Yixing Chair Professor in Nanjing University in China is cordially invited to become J.C.DISI's third thinker-in-residence. Based on the book he specially penned for 10DAYFEST, he is hosting a public lecture and will deliver a speech on urban planning in Shenzhen, Taiwan, and Hong Kong, covering issues like revitalization, profit balance, and development of cultural industry. He will also shed light on how the three cities can complement each other.

Prof. Hsia shares his thoughts on urban revitalisation in China, Taiwan, and Hong Kong. Concluding his experience from various site visits, Hsia philosophise the contemporary urban development.

台灣大學建築與城鄉研究所創所教授，南京大學宜興講教授夏鑄九應邀成為賽馬會社會創新設計院第三屆創新思想家，並替社會創新出版系列撰寫《三城記》一書。夏教授在講談將分析深圳、台灣及香港的城市規劃，例如活化保留歷史建築、保育與利益平衡及開拓文化產業等議題。他亦會為三地的城規合作提出他的真知灼見。

夏教授為大家分享兩岸三地城市更新，整合城規經驗，尋求三贏局面。



Admission is free of charge. For more info, visit:  
費用全免，詳情請查閱



Email 電郵: 10dayfest@polyu.edu.hk

# Social Innovation

## 社會創新

“Social innovation” centers on the needs of our community. Through innovation and technology, creative and alternative remedies can be found for the complex challenges today – such as urban sustainability, aging population, family and youth, public services, social entrepreneurship, and empowering technologies for the disadvantaged.

「社會創新」是以社群需要為出發點，運用創新及科技回應錯綜複雜的當代問題－例如永續發展、家庭、青少年、積極頹年、共融設計、公共服務和社會企業等等。

## 10DAYFEST

### 十日節

Participants can learn about social innovation and get to co-create and share with both local and international designers, leading entrepreneurs, scholars, researchers, and makers, all striving for new perspectives and positive changes. 10DAYFEST made its debut in 2013 with over 36,000 visitors; its second edition in 2014 has drawn another 58,000 from Hong Kong and rest of Asia. We cordially invite you to join us at this year's 10DAYFEST!

十日節以「設計與社會」為主題，舉辦各樣展覽、工作坊、電影會、沙龍、講座等活動。大眾不僅有機會了解社會創新，還會和本地及國際設計師、政商領袖、學者教授、專業精英一齊創造、推動社會正向改變。2013 年十日節首次亮相，共吸引了三萬六千人入場參與；次年亦有五萬八千來自香港及其他亞洲地區的人士參與。十日節 2015 期待你來參與。

## Organizer

### 主辦單位

#### Jockey Club Design Institute for Social Innovation (J.C.DISI)

Initiated by the Hong Kong Polytechnic University and the Hong Kong Jockey Club Charities Trust. The first design institute in Asia dedicated to social innovation. Located at the Jockey Club Innovation Tower, we convene university expertise, curate cross-disciplinary projects, and construct partnerships for social well-being and positive paradigm change.

#### 賽馬會社會創新設計院

承蒙香港理工大學及香港賽馬會慈善信託基金支持，理大賽馬會社會創新設計院 (J.C.DISI) 是亞洲首家致力社會創新的設計院。我們致力匯聚專才、秉持「合眾」(collective)、「跨界」(cross-disciplinary) 及「共同實驗」(co-experiment) 的精神，推動正向改變，將社會創新意念實踐成真。設計師、公民領袖、學者、專家及社會大眾，皆可在座落於賽馬會創新樓的本院共聚一堂，開展關於香港未來的討論。

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