

麥雅端

Prudence Mak

CHOCOLATE RAIN JEWELRY & DESIGN CO. LTD.

媽媽親自縫製衣服和家中布藝品；兒時自己親手作布偶玩具……這些童年經歷成爲我設計的養份，「親手作」更是我創作之靈。希望憑著一顆純真的心，運用不同質感、格調物料的搭配，縫造出愛與夢，讓人們體會到設計的可能性與多樣性。

The ideas for my designs come from the handcrafted needlework that my mum and I used to create in my childhood. “Do-It-Yourself” is the source of my inspiration. I like to “mix and match” different fabrics and materials in my works to convey my love and dreams and to share with others the possibilities and multiplicity of product design.

麥雅端於 1998 年在加拿大亞伯塔大學藝術系畢業。2000 年開始從事時裝及首飾設計，作品創新，屢獲殊榮。2001 年，麥氏成立 Chocolate Rain Jewellery & Design，設計產品包括中西融合創作「E/W」、少女系列、「Fatina」布娃娃故事系列等。2003 至 2004 年開設 Art in Progress DIY 工作坊及 DIY 咖啡室。麥氏爲 2003 至 2005 年間香港設計師協會執行委員及香港青年協會活動計劃的顧問。

Prudence Mak graduated from the University of Alberta, Canada, in 1998. She has worked as a fashion and accessories designer since 2000, and her innovative collections have received a great many awards. In 2001, she founded Chocolate Rain Jewelry & Design Co. Ltd., where she developed collections of accessories including the “East meet West” creations, a youth line, “Fatina story” and others. To share the creativity of handmade accessories, she set up DIY classes in 2003 and a DIY café, “Art in Progress”, in 2004. Prudence was a member of the executive committee of the Hong Kong Designers Association from 2003 to 2005 and is a mentor for the Hong Kong Federation of Youth Groups Programme.

莫詩敏及劉沛中

Luisa Szeman Mok & Lau Puichung

GECKOTHINKS INDUSTRIAL DESIGN CONSULTANCY

忠於產品的功能和認清周圍環境方可達到「新空間中的簡樸」。注視進化中的需求，同時採納先進的技術，更能掌握一個縝密的設計並加以完備。GeckoThinks 注重「功能性」的設計；而一件產品的功能是隨年代而演進，這由於世界發展迅速並廣泛地影響著人的行爲。不斷的演變就等候我們去探索進化中的需求，從而找出真實的設計方案。

Only to be honest to a product’s function and recognize the surroundings can meet “simplicity in new dimensions”. Simultaneously, technological development keeps pace with the evolved needs; by adoption of new technology can a meticulous design be anticipated and accomplished. GeckoThinks’ designs focus on functions; and a product’s function evolves because the developing world is affecting people’s behaviors extensively. This awaits us to seek for the evolving needs and hence, leads to genuine design solutions.

飛利浦設計
Philips Design

產品設計與優質生活，即「香港設計系列四：產品·設計·生活」展覽主題——對飛利浦而言，就仿似回到家里一般親切。

When it comes to product design and better living – the main theme of this year’s Hong Kong Design Series – we at Philips Design feel right at home.

創科實業
Techtronic Industries

創科實業有限公司(「創科實業」)為創新電動工具產品、地板護理產品、激光儀及電子產品的市場領導者。本集團擁有多個信譽昭著的品牌，該等品牌以嶄新設計、先進技術、創新推廣概念及領先市場而享負盛名。旗下全球頂尖品牌包括 Milwaukee® , AEG® , Ryobi® and Homelite® 電動工具產品；Royal® , Dirt Devil® , Regina® and Vax® 地板護理產品。

Techtronic Industries (TTI) is a market and innovation leader in power equipment products, floor care appliances, laser and electronic products. We have a powerful portfolio of trusted brands, recognized for setting new standards in innovative design, technical advancements, marketing concepts and speed-to-market. Our portfolio of global brands include Milwaukee® , AEG® , Ryobi® and Homelite® for power equipment products, Royal® , Dirt Devil® , Regina® and Vax® for floor care appliances.

梁町
香港理工大學
Benny Leong
THE HK POLYTECHNIC UNIVERSITY

設計可以改善人的生活：除了帶來經濟的發展、收入外；在社會方面，希望藉產品設計可以拉近人的關係；文化方面可引發人們尋根，尊重自己及別人的文化意識；同時也能帶出環保的訊息，對我們身處的環境負責。

Design contributes to better living not only by playing a part in economic growth, but also by improving social relationships and encouraging preservation and appreciation of our culture and heritage. At the same time, product design can help promote the idea of environmental protection based on our responsibility for the Earth.

梁町於 1980 年代後期分別畢業於香港理工學院及英國皇家美術學院。自 1994 年梁氏專注研究復興傳統中華文化於產品設計、可持續設計及策略設計上的應用，現為香港理工大學設計學院助理教授及工業設計課程主任。梁氏是「可持續設計」(Design for Sustainability) 概念國際推廣小組的主要成員。他亦為新近兩份由聯合國環境規劃署 (UNEP) 出版有關產品服務系統(PSS) 刊物的區域顧問及主要供稿人之一。

A graduate of the Hong Kong Polytechnic University and of the Royal College of Art in the late 1980s, Benny Leong has since 1994 focused on revitalising traditional Chinese culture in product design, sustainable design and strategic design. Benny is Assistant Professor and discipline leader of Industrial Design at the School of Design of the Hong Kong Polytechnic University, a key member of the International Promotional Group for the “Design for Sustainability” concept and also one of the regional advisers and key contributors to the two most recent publications of the United Nations Environment Programme (UNEP) related to the notion of Product-Service Systems (PSS).

李宇軒及陳立恆

Brian Lee & Denise Chan

我們著重研究傳統中國文化，融入現代生活，希望把美好的傳統意念帶進傢俱設計，為現代家居加多一點文化及自然氣息，帶給人們多一點欣賞自然、體會自然的機會。
We focus on incorporating the traditional Chinese culture and modern life in furniture design. We hope that our furniture can stimulate the cultural and natural environment of users and provide them with more opportunities to appreciate nature.

李宇軒及陳立恆分別於香港理工大學就讀工業設計及室內設計課程，為設計及文化研究工作室創會副會長及成員。二人對中國傳統傢俱及空間深感興趣，曾為多間大專院校、香港中央圖書館等舉行演說。2002年與木作坊合作研究現代硬木入榫傢俱與空間創作，產品銷往香港、上海、紐約與歐洲。同年，李氏為理工大學設計學院兼任講師，年底轉任全職講師從事學術工作。

Brian Lee and Denise Chan both studied at the Hong Kong Polytechnic University, graduating with a Bachelor of Arts (Hon.) in Industrial Design and Interior Design respectively. Brian is the vice-chairman and Denise is a founding member of the Association of Design & Cultural Studies. Both have a keen interest in the study of traditional Chinese furniture and spatial design, and they have been invited to deliver speeches at several universities and institutes as well as the Central Library in Hong Kong. Since 2002, they have been involved in a co-operation with the Joineur Family Store focused on furniture research and creation, with products from the project sold in Hong Kong, Shanghai, New York and several European countries. In the same year, Brian became a visiting lecturer at the Hong Kong Polytechnic University, where he continues to contribute fully to the academic life of the School of Design.

唐裔隆

Gabriel Tong

TOTEX DESIGN LTD.

我眼中的工業設計，是產品設計以外，同時重視用家(人)的需要及生產過程(程序)的需要。設計思考，可以說是以產品的造型及功能，令人與程序得以流通、聯繫。

In my opinion, product design is the same as industrial design. Alongside the design itself, human needs, clients, manufacturers and manufacturing process are also very important.

Design is a cord that connects the users to the functions of a product.

唐裔隆從事產品發明及開發近 30 年，其設計產品大部份也是發明專利產品。唐氏開設的 Totex 公司致力發展以可充電池技術為主的生產業務，除香港外，產業拓展至新加坡、美國及中國大陸。唐氏自 2003 年為香港工業設計師協會執行會員，現任該會副會長。他曾多次就創意思維及企業管理等課題作演講，於推廣工業設計方面不遺餘力。

Gabriel Tong has been inventing and exploring products for almost three decades now, the majority of which feature innovative steps or patentable features. He and his company, Totex, possess recognised expertise in application engineering design and manufacturing for rechargeable battery industries all over the world. He has also set up several manufacturing businesses in Hong Kong, Singapore, US and mainland China. A member of the executive committee of the Industrial Designers Society of Hong Kong since 2003, he is currently the society's vice president. Gabriel has also started to give presentations highlighting his creative thinking methodology and entrepreneurial experiences as his contribution to the design profession.

利志榮

Lee Chi Wing

MILK DESIGN LTD.

用心感受生活..... 設計是生活的重要元素，也需要融入生活。設計是將產品，人以及人的需要和情感聯系起來。要讓腦內抽象的意念，變成實際的產品，當中可能需要解決無數的問題及一點堅持；然而藉著產品，便可與人分享生活點滴。

Feel life with your heart... Design is an important element of daily life, it also needs to be part of living. That's why people stand at the heart of my designs. Design is a tool to connect objects, people, their needs and emotions, it is the realisation of an abstract concept in an actual product. Along the way, many issues need to be resolved, many ideas insisted upon. Through the finished product, we can share life's experiences.

利志榮於 1998 年成立 MilkDesign 產品設計顧問公司，為客戶提供創新設計意念。Milk Design 的信念是崇尚簡約，重視「人」的感受，深信設計能為人類生活增添更多可能性。故其所設計的產品都以此出發，希望產品能促使人們積極感受生活，走向自然。Founded in 1998 by Lee Chi Wing, Milk Design Ltd. offers high-value products and industrial design services. The company believes that the best design is simple and human, but that it also represents an important tool for expanding the various possibilities and experiences that we

encounter in our daily lives. At Milk Design, there is a common design philosophy: to create products which inspire and encourage people to take a positive attitude towards living and nature.

毛沛畿及梁伯強

Mo Mou & David Leung

WHAT'S THAT PRODUCT DEVELOPMENT

爲甚麼設計，設計些甚麼？..... 希望人們在忙碌的生活中，能透過每天接觸的不同產品，去感受設計師的意念和其中蘊藏着的生活情趣。產品就是媒介，它能把設計師和用家聯繫在一起。我們希望藉著所設計的產品，把我們對物的觀點及感受傳給其他人，與他們分享，讓大家活得更好。

What's that? Why design? What to design? We hope that busy people who come into contact with the various everyday products can also feel the designer's idea and the product's hidden delights. The product is a medium that connects the designer and the user firmly together. Through a product-person relationship, we wish to pass on and share with people our viewpoints and feelings about our products and thus make a contribution to "Better Living".

毛沛畿和梁伯強於 2001 年成立 What's That Product Development，以實踐他們在產品設計方面的理想，竭力令每件由他們所設計的產品臻於完美，與眾不同。公司爲客戶提供不同業務的設計經驗，包括產品設計、設計策劃及設計連製造代工，而其原創設計及開發產品涵蓋家品、電子禮品、精品等。

Mo Mou and David Leung teamed up in 2001 to found What's That Product Development with the aim of realizing their product design concepts. Dedicated to design perfection and uniqueness, the company provides different kinds of design-related experiences and services, including product design, planning design projects, manufacturing and so on, as well as products ranging from domestic products to electronic gifts, all designed to the highest quality.

葉智榮

Alan Yip

YIP DESIGN

無限創意可以建造未來。產品設計讓我實踐理想，設計上的突破能令一件產品經得起時間考驗，經得起消費者的詮釋，令它有生命起來。設計能改善人類的生活質素，讓人們的生活品味得以提升，也爲產品帶來無限的商機。

Unrestrained creativity shapes the future. I can live up to my ideals through the design of my products. A design breakthrough will help a product stand up to the test of time and gain the consumer's appreciation, allowing it to create a life of its own. Good design improves the quality of life, stimulates the taste for a better lifestyle and brings unlimited business opportunities for the product.

葉智榮 1987 年畢業於香港理工學大學（工業設計）。葉氏曾受聘於美國 Frog Design Inc. 及荷蘭飛利浦設計總部。1990 年創立葉智榮設計有限公司。多年來經他設計的產品超過 1000 多件，國際設計及發明專利超過 20 多項。其後他以「ALANYIP」作為品牌而發行了一系列時尚產品。葉氏設計的產品得獎無數，並收藏於很多中外博物館及刊載於不同書刊。葉氏作為 2004 年香港十大傑出青年，2005 年更榮列香港十大傑出設計師，也曾任香港設計師協會主席(2002-2004)及英國特許設計師協會資深會員。

Graduating from the Hong Kong Polytechnic University in 1987 with a Bachelor of Arts in industrial design, Alan Yip first found employment at the Frog Design Inc., USA, and then the Philips Design Centre, before founding Yip Design Ltd in 1990. Over the years, he has designed over 1,000 products and filed over 20 international design registrations and patents. He has also launched an internationally patented product line under his brand name "ALANYIP". His works have won many awards and been presented in many museums, books and other media worldwide. Alan was honoured as one of Hong Kong's Ten Outstanding Young Persons in 2004 and received the 2005 Ten Outstanding Designers Award. He was chairman of the Hong Kong Designers Association from 2002 to 2004 and is a Fellow of the Chartered Society of Designers in the United Kingdom.

彭志江

Winnif Pang

WINNIF STUDIO LTD.

產品是為人而設計的：要用心關懷，以感性出發，仔細的觀察，了解更多人和物，再經理性之分析，配合生產技術和深化實用功能，才能設計出一件與用者能產生共鳴和認同的產品。

Products should be designed for human needs with sensitivity and caring consideration. Through detailed observation, sensible analysis and advanced technology and by enhancing practical use, an outstanding product can communicate and interact with the end-user.

彭志江於 1987 年畢業於香港理工大學工業設計系，從事工業設計近二十年。曾獲青年設計師獎、總督設計獎、香港設計師協會設計獎及 iF International Design Award 等多項設計獎。他致力推廣工業設計及培育新進設計師，曾多次作演講，也為不同類目之設計比賽任評審等推廣設計工作。

A 1987 graduate of the Hong Kong Polytechnic University, Winnif Pang has engaged in industrial design for more than 20 years. A passionate designer devoted to the promotion of industrial design and the cultivation of young designers, Winnif has won the Young Designer Award, the Governor's Award for Design, the HKDA Design Award and iF International Design Award. A popular speaker, he is frequently invited to give art presentations and to sit as a judge on the award panels of many different design competitions.

黃美瑜

May Wong

GEAR ATELIER LTD.

怎樣才算是一件「靚」的產品？……設計源於生活、經歷 – 從生活及點滴記憶中啓發創作靈感。喜歡以動植物及不同文化等主題元素注入產品，是希望能把廣濶世界帶進我們的家中，加添創意、趣味和歡樂，藉著「靚」的產品為人們提供動力和更優質的生活。 What qualifies a product as “beautiful”? Design originates from existence and our different experiences of it. Creative inspiration can be drawn from memories of the past. I like to use animals, plants and different cultures as elements of themes in my products. It is my desire to incorporate the universe into my home, spicing things up with some creative fun, ultimately offering a motivating force for mankind and a better quality of life through “beautiful” products.

黃美瑜 1982 年於香港理工大學畢業。曾先後於島崎健次先生所開設之設計顧問公司及德國公司 Goebel 從事設計、產品開發及研究工作。1989 年成立設計顧問公司 — 基亞泰利公司。1995 年，黃氏公司專注發展原創品牌產品，第一款設計產品 — 「仙人掌」榨汁器已獲得法國 Maison & Objet 設計大獎。其後，推出著重發展創新禮品的品牌「TAPAS」、雅竹水杯等，屢獲殊榮，產品暢銷全球 50 多個國家。

After graduating from the Hong Kong Polytechnic University in 1982, May Wong embarked on an illustrious career that saw her join Shimasaki Associates and the well-established German company Goebel before establishing her own design consultancy, Gear Atelier Ltd., in 1989. After shifting gears to focus on product development in 1995, Gear's first product, the Cactus Orange Juicer, was a prize-winner at the Maison & Objet trade fair in Paris, France, immediately putting the company on the map. May has since launched another brand, Tapas, which produces innovative products and gifts such as Bamboo Glass. May has garnered international accolades throughout her career, and her products are now distributed in over 50 countries worldwide.

許宏業

Patrick Hui

PH MARKETING LTD.

產品設計師最基本的工作是將設計藝術及現今科技最好的一面融為一體。要與日新月異的科技資訊同步，也需要辨認出銷售對象的需求，將最適合的設計帶進日常生活當中，以此把人類的生活水平全面提升。

The fundamental role of the product designer is to integrate the art of designing with the best of today's technology. It is his or her job to synchronise design with technological development, to identify the needs of the target clientele and to introduce the most suitable design for everyday life in order to enhance our quality of life.

許宏業 1983 年以優異成績畢業於香港理工大學（產品設計）。畢業後加入美國著名電子產品製造商 Capetronic 擔任設計總監。1991 年，許氏成立力思設計(Designext)。2005 年創立 PH MARKETING LIMITED，為客人提供綜合的產品開發服務，主要以電子產品

為主，由影音產品以至禮品等。他從事產品設計 23 年，設計超過 1,500 件產品，包括電子產品、家庭電器、電腦器材、醫療用具、玩具及禮品等，並曾獲多項設計大獎。

Graduating from the Hong Kong Polytechnic University in 1983 with distinction in Product Design, Patrick Hui worked for several global electronic companies, including Capetronic Limited of the US, before starting up his own business, Designext, in 1991. He later established another new company, PH Marketing Ltd., in 2005, which aims to provide integrated product development services and whose product range encompasses electronics for audio and visual articles as well as gifts and premiums. Patrick himself has designed over 1,500 products in the past 23 years in fields ranging from consumer electronics and home appliances, computers and medical equipment to toys and premiums. His designs have won numerous local and international awards.

新興盛世有限公司

SUNHING MILLENNIUM LTD.

為真實世界而設計..... 在數碼化的時代，要以更新的意念增添用家對數碼資訊娛樂的體驗，為市場提供多元化的設計意念以解決儲存，安排及陳列等煩惱。滿足市場需求外，同時更注入地球資源可持續發展的考慮。

Design for the real world... The moments of our lives have been digitalised and networked into content. We have to make our experience of these moments more human by bringing Content and Machine closer together and integrating them into our living and working environments. Our products are not only user-friendly, but also eco-friendly enough to promote the sustainable development of renewable resources.

新興盛世有限公司於 1957 年成立，希望為客戶提供創意無限，而實用性高的設計服務。工作團隊融合多部門的技能，配合由設計到生產的全方位開發模式，使產品在質量及功能上都能達到一定的標準。團隊以不同的文化背景去看待問題，以摸索更佳的设计方案，保證產品可持續改善與提升。

Established in 1957, Sunhing Millennium Ltd. and its multidisciplinary teams aim to offer innovative and effective design services to clients. Employing their pioneering integrated design-to-manufacture process, the teams can develop new products that are not only innovative but also feature guaranteed quality and functions. Able to solve any kind of problem by applying different cultural perspectives, they maintain sustainable improvement and progress for their products.

金山工業(集團)有限公司
Gold Peak Industries
(Holdings) Ltd.

金山工業集團於 1964 年成立，為一家亞洲跨國集團，擁有多個電池及電子工業投資項目，亦從事發展新產品科技及策略性投資。集團之主要產品如 GP 電池、「KEF」揚聲器及「LIGHTHOUSE」LED 大型屏幕，均為業內之著名品牌。

Gold Peak Industries (Holdings) Ltd. was established in 1964. As an international Asian company (Holdings), its Technology and Strategic Division is engaged in the development of new product technologies and strategic investments. In the sector of product design, the Group has built renowned brand names for its major product categories, such as GP Batteries, KEF loudspeakers and Lighthouse Led superscreens.

偉易達通訊設備有限公司
Vtech Telecommunication Ltd.

創新為本，超越科技公司產品研究及開發方面銳意創新，同時著重質優、安全可靠、實用及開創潮流等核心價值。品牌策略以傳遞「創新」、「聯繫」和「不斷改進」訊息為主，產品設計除了富有創意以外，要能加強人與人之間的聯繫。

“Innovation beyond technology”... Vtech is driving integrated solutions in all areas of its core businesses to provide consumers with innovative, high quality, reliable, leading edge products. “Innovation”, “Association” and “Progress” are the main messages for the brand strategy. Strengthening the relationships between each others is its aim too.

偉易達於 1976 年成立，設計以「科技和創新」為發展導向，著重開發創新及優質產品，公司業務遍佈十個國家，在加拿大、香港及中國均設有產品研究及開發中心，故能緊貼世界各地的最新技術及市場發展趨勢。偉易達主要提供創新的電子產品，希望能超越客戶的期望，同時提升他們的生活質素。

Vtech established in Hong Kong in 1976 whose designs emphasize “Innovation beyond technology”. The company focuses on producing innovative and high quality products. It operates in 10 regions around the world and invested into research and development efforts at centers in Canada, Hong Kong and China, so it can update the latest technology and market trend directly. Vtech is mainly providing innovative and high quality electronic products to clients and hope they can get beyond their expectations.