

Privacy Settings

We use cookies to optimize our website and our service.

- ☒ Functional
- ☒ Statistics
- ☒ Marketing

Save

Functional only

Accept all

COUNTRIES
[ASIA](#) [CHINA](#) [GERMANY](#)

THEMES
[CREATIVE INDUSTRIES](#)
[ECONOMY AND SOCIETY](#)

DISCIPLINE
[DESIGN](#)



Germany is the partner country for this year's [Business of Design Week](#) (BODW) in Hong Kong. The event was established in 2002 as a gathering platform for design's most innovative and forward thinking leaders. With a [rich programme](#) comprising forums, seminars, exhibitions and outreach programmes for designers, business leaders, educators, SMEs and the public, BODW 2011 will address a number of challenges facing the 21st century. As usual, the design week touches on multiple design disciplines including architecture, communication, products, fashion, technology, and industrial design. This year's line up of [speakers](#) is headed by German industrial designer Dieter Rams, a proponent of the functionalist school and former head of design at Braun. He is most renowned for his "10 Principles to Good Design" which is based on the relevance of design in everyday life not only as form but also function. This event is organised by the [Hong Kong Design Centre](#) in partnership with the [German Design Council](#) and the [Hong Kong Trade Development Council](#) (HKTDC) *Source: Business of Design Week*

Similar content

POSTED ON
09 NOV 2012

Business of Design
Week 2012 Hong Kong |
Partner country:
Denmark

POSTED ON
11 JAN 2013

Belgium | Partner
Country of Business of
Design Week 2013

POSTED ON
15 NOV 2012

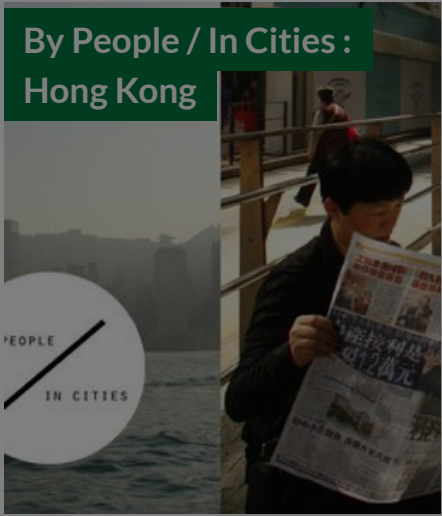
Hong Kong |
Kickstarting
Collaborative
Innovation Online |
BODW



POSTED ON
08 MAY 2013



POSTED ON
03 DEC 2012



POSTED ON
03 OCT 2016



ABOUT ASEF CULTURE360

culture360.asef.org brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

[MORE ABOUT ASEF CULTURE360](#) | [FAQ](#)

