

For Immediate Release

DESIGN@HKG Debuts More Than 40 Activations Across Hong Kong This November

From landmark installations to vibrant pop-ups, the two-week citywide programme invites audiences to explore the city through a creative lens

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(Hong Kong – 24 September 2026) Hong Kong Design Centre (HKDC) today unveiled **DESIGN@HKG 2026** (the Programme) – the newly rebranded edition of its annual flagship campaign, formerly known as *BODW In the City* – with the Cultural and Creative Industries Development Agency (CCIDA) under the Culture, Sports and Tourism Bureau of the HKSAR Government as the Lead Sponsor. Taking place from 10 to 24 November 2026, this two-week design festival will activate the entire city, bringing together a powerful network of 80 to 100 local and international partners to stage more than 40 dynamic activations across Hong Kong.

Under its refreshed identity, DESIGN@HKG showcases Hong Kong's creative talents while driving cross-sector and cross-cultural collaboration among designers, local businesses, and prestigious international partners. Spanning interactive installations, thematic guided tour, design pop-ups, guided design trails, exhibitions, workshops and talks, these activations offer fresh perspectives on the city for both residents and visitors, highlighting Hong Kong's position as Asia's premier hub for design, cultural exchange and inspiration.

A New Name for a New Chapter

The programme was officially launched at a press conference on 24 September at The Murray, Hong Kong, a Niccolo Hotel, officiated by Miss Drew Lai, Commissioner for Cultural and Creative Industries, alongside Mr

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Steve Leung, Chairman of Hong Kong Design Centre. The event gathered representatives from participating brand partners and design units.

Miss Drew Lai, Commissioner for Cultural and Creative Industries, said: 'To align with the strategic direction of the *First Five-Year Plan for Economic and Social Development of the HKSAR* and the *2026 Policy Address*, one of the initiatives championed by the Hong Kong Design Centre is to expand Business of Design Week (BODW) and re-brand BODW In the City as **DESIGN@HKG**. Leveraging the international design conference, DESIGN@HKG will host more design-themed activities, fostering a greater atmosphere in the community, and boosting the overall impact brought by BODW, thereby strengthening the status of the event on international design calendar.'

Mr Steve Leung, Chairman of Hong Kong Design Centre, remarked: 'We are reimagining this citywide celebration with a bold new identity, **DESIGN@HKG**. Built for the future, it reflects Hong Kong's role as an international hub where strong business ambition meets creative energy. Through the collective efforts of designers, brands, and community partners, DESIGN@HKG will turn the city into a vibrant canvas for creative exchange, inviting residents and visitors alike to experience how design can inspire, connect and transform.'

Ms Rainy Chan, Executive Director of Hong Kong Design Centre, added, 'DESIGN@HKG embodies our mission to bring design into everyday life. By activating public spaces and engaging diverse communities, we showcase Hong Kong's creative spirit while strengthening its role as Asia's premier hub for design and cultural exchange.'

The Rebrand

The name DESIGN@HKG reflects both arrival and identity. The '@' symbol signals arrival, and most importantly, invitation and participation – 'come and join us here'. 'HKG, the airport code for Hong Kong International Airport, conveys arrival while paying tribute to the city itself – a place with design woven into its DNA. Together, the name positions the programme as a gateway for creativity, collaboration, and cultural exchange.

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Programme Highlights

A Sanctuary to Breathe: Slowing Down in One of the World's Fastest Cities

As a cornerstone highlight, DESIGN@HKG 2026 brings global creative voices directly into Hong Kong's iconic public spaces – elevating the city's international design profile through cross-border artistic collaboration and cultural exchange.

Leading this year's line-up is **BREATHE WITH ME** - an immersive architectural installation created by Swiss-born, New York-based artist and experience designer Annabelle Schneider. Presented in partnership with the Consulate General of Switzerland in Hong Kong, as a key feature of both DESIGN@HKG and Swiss Month 2026, the installation transforms architecture into a soft, breathing sanctuary – offering rare space for urban well-being in one of the world's fastest cities. Rooted in Swiss values of clarity, precision and human-centred design, the work invites visitors to pause and reconnect with themselves through light, sound, scent, touch and breath. First conceived in 2024 as an intimate, inflatable breathing environment, **BREATHE WITH ME** has since evolved into an internationally exhibited installation shown from New York and Barcelona to Art Basel, Dubai, Paris, Milan and Mount Pilatus.

Citywide Synergy: A Dynamic Spectrum of Design Collaborations

Beyond this centrepiece installation, DESIGN@HKG 2026 unfolds across the city with a rich, multi-district lineup that connects global creators, brand partners, local design studios, academia, and youth. This year's edition expands its community-wide engagement through two curated lifestyle routes and two design pop-up stores, bringing together cross-brand collaborations, immersive sound-spatial journeys, and sustainable product crossovers.

Everyday urban transit and neighbourhood spaces come alive through dynamic district activations—including a historic Hong Kong tram reimagined as a thematic live micro-theatre stage, university students' furniture showcases produced in partnership with local manufacturers, digital art installations developed through interactive school workshops, and hands-on creative workshops co-created with local designers and

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international brand partners. Together, these activations turn commercial hubs and public spaces into interactive design destinations, inviting the public to explore Hong Kong's creative scene firsthand.

As anticipation builds for DESIGN@HKG 2026, more partnerships, designers, and experiences will be announced in the coming weeks. Full programme details will be released progressively on the official event website: designathkg.com.

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Brand Partners

Hong Kong Design Centre is proud to collaborate with the following brand partners for DESIGN@HKG 2026 (in alphabetical order):

ACEPARK	Andante	ARCHITECTURE COMMONS & NEIGHBOURHOOD COMMONS
B.S.C. COLOURLIVING Limited	Bang & Olufsen	Celestion Music Asia limited
Coffee & Laundry	Consulate General of Switzerland in Hong Kong	CULTI MILANO
éphēlis	GSA Limited	Hang Lung Properties Ltd.
Heath	Hero Design Group	HO HO CO
Hong Kong Tramways Limited	Tram Plus Limited	House of Great Treasure
KC100 Art Space	KEF	Kheiron Milano
KIBO	LALA CURIO LIMITED	Louvre Gallery
Mosi Design Limited	Nocino	NUOVO
Oasis Cafe	Papertecture Limited	RAYJAY Enterprises Limited
reEDIT Future Lab	Sino Group	Sun Museum
Tai Ping Carpets	The Hong Kong Furniture and Decoration Trade Association (HKF&DA)	The Hong Kong Polytechnic University
The Murray Hong Kong, a Niccolo Hotel	Tom Lee Music	Tung Nam Lou Art Hotel

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Vacheron Constantin	Victorinox	V-ZUG Hong Kong
Wyndham Social	ZOOE	

Social media channels

DESIGN@HKG Website: designathkg.com Facebook: [@designathkg](https://www.facebook.com/designathkg) Instagram: [@designathkg](https://www.instagram.com/designathkg)

Hong Kong Design Centre Facebook: [@Hong Kong Design Centre 香港設計中心](https://www.facebook.com/HongKongDesignCentre) Instagram: [@hkdesigncentre](https://www.instagram.com/hkdesigncentre)

LinkedIn: [@Hong Kong Design Centre / 香港設計中心](https://www.linkedin.com/company/hong-kong-design-centre/) X: [Hong Kong Design Centre](https://twitter.com/HongKongDesignCentre)

RedNote/Weibo: [@香港设计中心](https://www.weibo.com/hkdc) WeChat: @HKDC 香港设计中心

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Image Captions

Image	Caption
	DESIGN@HKG Press Conference was successfully held today. Guest of Honour Miss Drew Lai, Commissioner for Cultural and Creative Industries, CCIDAHK (centre), with officiating guest Mr Daniel Freihofer, Consul-General of Switzerland in Hong Kong, Mr Steve Leung, Chairman of HKDC, Board of Directors and representatives from partners and attending guests at the DESIGN@HKG 2026 Press Conference.
	Miss Drew Lai, Commissioner for Cultural and Creative Industries, CCIDAHK, remarked in the opening note

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Mr Steve Leung, Chairman of Hong Kong Design Centre, remarked in the welcoming speech



Mr Roger Wu, Director, Business Development and Projects, Hong Kong Design Centre, introduced the featured activities of DESIGN@HKG 2026.



Rendering of *BREATHE WITH ME*, the immersive breathing sanctuary by Swiss spatial designer Annabelle Schneider, to be presented during DESIGN@HKG 2026.

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Participating project partners Ms Crystal Wong, Deputy Head of Brand Commercial at Hong Kong Tramways Limited, and Mr Jason Ho, Director of HO HO CO., join an on-stage dialogue to share the creative concepts and district storytelling behind their reimagined tram journey for DESIGN@HKG 2026.



Participating brand partners Ms Kennis Chan, Assistant General Manager (Acting) of Global Brand Marketing at Gold Peak Technology Group, and Ms Natalie Chow, Co-founder of KIBO, take the stage to discuss their creative concepts, cross-sector collaborations, and sustainable design stories for DESIGN@HKG 2026.



Ms Kylie Wong, Director of Marketing & Communications, Asia Pacific at Victorinox, on stage to present customized DESIGN@HKG Swiss Army Knives to collaborating designers Zoe Siu, Founder of ZO-EE, and Nick Tsao, Director of Papertecture Limited, marking their cross-sector collaboration for DESIGN@HKG 2026.

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Mr Daniel Freihofer, Consul General of Switzerland in Hong Kong, engages in a live on-stage video dialogue with Swiss artist Annabelle Schneider to share the creative concept behind BREATHE WITH ME and highlight the cross-border cultural collaboration featured at DESIGN@HKG 2026.

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About DESIGN@HKG

Organised by Hong Kong Design Centre (HKDC), DESIGN@HKG is a citywide creative business and community activation through design programmes that take place annually in November/December. The initiative activates the entire city through dynamic design programmes and events that foster exchange and collaboration among creative units, design talents, corporate businesses, and commercial brands.

The Programme will transform Hong Kong's streets, public spaces, and creative districts with landmark installations, immersive showcases, and vibrant pop-up experiences. Through a powerful network of 80 to 100 local and international partners, DESIGN@HKG will stage over 40 dynamic citywide activations annually. From interactive public art to curated design trails, the initiative invites both locals and tourists to explore the city through a creative lens—reinforcing Hong Kong's position as Asia's premier hub for design, cultural exchange, and inspiration.

About Annabelle Schneider

Annabelle Schneider is a Swiss-born, New York-based artist, experience designer, and educator whose work explores the intersection of art, architecture, technology, and wellbeing. Through immersive multisensory environments, she creates spaces that invite people to slow down, reconnect with their senses, and foster meaningful human connection.

Driven by the question of how cities can remain deeply human in an era increasingly shaped by screens, AI, and robotics, her work explores how art and design can protect cognitive autonomy, restore presence, and strengthen our relationship with ourselves, each other, and the built environment.

Her multidisciplinary practice includes collaborations with Virgil Abloh, Daniel Arsham and Snarkitecture, Vitar, LAUFEN, Kartell, Vanderbilt, Mount Pilatus, Swiss Tourism or Ron Zacapa. Most recently, she presented RENAISSANCE OF THE REAL at Milan Design Week 2026, commissioned by USM Modular Furniture and developed with Snøhetta.

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About Hong Kong Design Centre

Hong Kong Design Centre is a strategic partner of the HKSAR Government in leveraging the city's East-meets-West advantage to create value from design.

The major programmes include Business of Design Week (BODW), bodw Future Lab, DFA Awards, Fashion Asia Hong Kong and DESIGN@HKG (formerly BODW In the City). Since 2024, we have also been operating the DX design hub in Sham Shui Po, dedicated to fostering emerging design talents and facilitating collaborations and exchanges in the design industry, as well as providing visitors an immersive experience through innovative exhibitions, fashion showcases and cultural events.

To achieve our goals we:

- Cultivate a culture of design
- Bridge stakeholders to opportunities that unleash the power of design
- Promote excellence in various design disciplines

About Cultural and Creative Industries Development Agency

The Cultural and Creative Industries Development Agency (CCIDA), formerly known as Create Hong Kong (CreateHK) since 2009, was established in June 2024. CCIDA is a dedicated office under the Culture, Sports and Tourism Bureau of the Government of the Hong Kong Special Administrative Region (HKSAR Government) to provide one-stop services and support to the cultural and creative sectors with a mission to foster a conducive environment in Hong Kong to facilitate development of the arts, culture and creative sectors as industries. CCIDA's strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and multi-disciplinary collaboration, promoting industrialisation of the arts, culture and creative sectors under the industry-oriented principle, and fostering a creative atmosphere in the community, thereby reinforcing Hong Kong as Asia's creative capital and our positioning as the East-meets-West centre for international cultural exchange.

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