

IDEAS POP- CORN



香港智營禮品設計大賞 2013

**HONG KONG SMART GIFTS
DESIGN AWARDS 2013**



HONG KONG
SMART GIFTS
DESIGN AWARDS

20/12/2012
Kickoff Seminar
 起動研討簡報會



11/12/2012 &
 30/1/2013
**Workshop &
 Briefing Section**
 工作坊及簡介會



1/2/2013
Awards Forum
 「創智」論壇



Organizer

主辦單位

Organizer

The Hong Kong Exporters’ Association (HKEA) is a non-profit making trade association registered under the Hong Kong Companies Ordinance in May 1955 as a company limited by guarantee.

Mission

To closely liaise with local and overseas trade associations, to safeguard interests of Hong Kong’s export trade and expand business opportunities for exporters.

Objectives

- To serve, protect and promote Hong Kong’s export and re-export trade in all markets.
- To expose unfair practices encountered by Hong Kong exporters and re-exporters and seek redress thereto.
- To act as a representative body to voice trade grievances hindering the development of Hong Kong’s international trade.
- To uphold and enhance Hong Kong’s international trade status and commercial image.
- To lobby for and support measures that would increase Hong Kong’s competitive advantage and productivity.
- To advocate free and fair trade.

Services

- To liaise with government and represent the interests of exporters on a number of important councils and committees.
- To assist members to explore new market opportunities & to keep abreast of latest market intelligence by organizing seminars, luncheons, trade missions and exhibitions.
- To disseminate information through *exporters* Alert, *exporters* Fair Edition; and to help exporters gain additional exposure via online product promotion and searching services.
- Other services include business matching, trade enquiries, rental of function room, organizing social responsible and community activities as well as initiating different projects or studies to promote the HK export trade and to enhance its competitiveness.

主辦單位

香港出口商會乃於1955年5月依香港公司法註冊為有限負債的非牟利商會團體

企業宏圖

緊密聯繫本地與海外各商貿機構，保障香港出口貿易之利益，助出口商拓展商機

本會宗旨

- 服務、保障及拓展香港的出口及轉口貿易
- 關注及跟進香港出口、轉口業所遭遇的不公平對待
- 代表出口商及轉口商申訴有礙貿易進展的事宜
- 致力捍衛及提高本港的國際貿易地位及商業形象
- 爭取制訂及支持能提高本港競爭力及生產力的措施
- 倡導自由及公平貿易

本會服務

- 本會不時與政府聯繫，並藉代表參與多個香港官方或非官方的機構團體為香港經貿作出貢獻
- 籌辦研討會、商務聚會、商貿考察團及展覽會等，以協助會員拓展業務，掌握最新市場資訊
- 透過《出口商快訊》及《出口商展覽特刊》發放最新的本地與國際貿易資訊，並為出口商提供網上產品展示及搜尋服務以作額外宣傳
- 其他服務包括商貿配對、貿易諮詢、活動室租賃服務、籌辦社會服務和公益活動，與及倡議不同項目或研究以進一步推廣香港之出口貿易和提升競爭力



HKEA Chairman’s Foreword

會長序言

The Hong Kong Exporters’ Association (HKEA) has always been committed to assisting HK exporters in enhancing their competitiveness and promoting their products to worldwide.

With the continued development of Hong Kong and the Pearl River Delta, it is only natural that Hong Kong’s exporters should develop higher value added products and services. In doing so, many exporters have already started designing and developing proprietary products and brands.

As such, the HKEA is privileged to organize the Hong Kong Smart Gifts Design Awards for the 2nd consecutive year. By organizing these awards, the HKEA aims to encourage integration between design and business strategy, “Smart Design”. The awards also showcase Hong Kong’s growing design talent and foster greater collaboration with Hong Kong’s designers and businesses, allowing them to succeed in the global arena together.

I sincerely thank for all the participants and sponsors for their enthusiastic support, and I wish the Awards and our exporters continued success!

香港出口商會（HKEA）一向致力協助香港出口商提升競爭力及推廣其產品至全球市場。

隨著香港及珠江三角洲持續發展，香港出口商已沿著高增值的產品和服務發展，很多並已向產品設計及品牌建立邁步。

因此，我們很榮幸能再次籌辦第二屆「香港智營禮品設計大賞」，繼續鼓勵設計與營商策略結合——「智營設計」；更藉此大賞展示香港在設計方面的能力，推動業界與設計師合作，以並肩在環球市場上佔一席位。

在此，我衷心感謝所有參加者和贊助商的踴躍支持，並祝願「大賞」及業界百尺竿頭，更進一步！



Mr. Ivan TING, HKEA Chairman
香港出口商會會長
丁天立 先生

Working Partners 合作機構

Funding Organization 資助機構:



Collaborating & Sponsoring Organization 協辦及贊助機構:

Members of VTC Group VTC 機構成員



Supporting Organization 支持機構:



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Project Convenor's Preface 項目召集人的話

It is my great pleasure to see the encouraging result of the second “Smart Gifts Design Awards” initiated by The Hong Kong Exporters’ Association. Having more corporations, institutions and students participations in this year’s award, we are proud to present that our award is gaining more and more recognition from the industry and academia.

Out of total around 300 entries, our renowned judging panel has stringently selected 35 winning entries among corporate and student groups. Award-winning products and designs are selected in line with judging criteria of design and product originality, functionality, product aesthetic and market strategy. Remarkably, some of our winning products demonstrate their eco friendliness and concern about sustainability and environmental protection.

To get the gist of the market, in succession of promoting industry and academia products and designs innovation, the Awards exhibit out of Hong Kong for the first time in this March at the Lifestyle Expo in Jakarta, Indonesia to showcase Hong Kong’s design talents and to promote giftware industry to the emerging market.

In face of worldwide economic instability, we believe brand building is a way to sharpen the competitive edges. We do hope all the participants can gain insights from joining this award and build up their own brand eventually.

Once again, congratulations to all winning parties and we wish all participating corporates, designers and students to keep themselves on the road of original design and innovation and to create opportunities for themselves and the future of Hong Kong.

香港出口商會舉辦的第二屆『智營大賞』，較去年進步了不少，成績斐然。本屆學生組別的參賽院校數量和人數都較上屆為多，參與的公司組別企業亦十分踴躍，各參賽組別的作品種類更見多元化，表示大賞深得業界及學界的認同及支持。

在本屆評審團嚴謹的挑選下，企業組及學生組近 300 件作品中，最終選出 35 件得獎作品。得獎產品及設計除了符合必需擁有的原創價值、功能、外觀及營銷策略的評分要求外，部份得獎作品更同時顧及到產品的環保性和可持續性。

一如以往，本屆大賞能推動業界和學界繼續創新設計，今年更衝出香港，讓得獎設計及產品於印尼的「時尚生活匯展•雅加達」作巡迴展覽。此舉一方面希望能引領香港業界開拓及進軍新興市場，另一方面推廣一年一度於四月底舉行的「香港禮品及贈品展」，吸引更多國際市場的買家接觸香港的業界人士，擴展商脈，增加合作機會。另外巡迴展覽更可讓得獎的新進設計師於海外市場曝光。

近年全球經濟相對不穩定，出口企業更需要擁有自家品牌及產品開發能力，以提高面對經濟波動的抗逆性。我們希望參賽者能透過是次比賽，讓產品及設計增加曝光率及緊貼市場趨勢，繼而建立自己的品牌。

最後，我再次祝賀各獲獎單位及得獎者，盼各企業、設計師及學生能朝著原創設計的意念繼續進發，為自己及香港未來締造更多機遇。



Benson Pau

Mr. Benson PAU, HKEA Vice Chairman
香港出口商會副會長
鮑潔鈞 先生

Acknowledgement

鳴謝

We wish to gratefully acknowledge the special support of the following individuals:
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The Hon. Jeffrey Lam, GBS, JP,
Non-official Member of Executive Council and
Honorary Chairman of The Hong Kong Exporters’ Association

Mr. William Chan
Senior Lecturer, Department of Business Administration,
HK Institute of Vocational Education (Lee Wai Lee)

Dr. Lam Yan Yan
Head of Department of Design Foundation Studies, Hong Kong Design
Institute and Vice Chairman of Hong Kong Designers Association

Mr. Lee Chi Wing
Founder of Milk Design

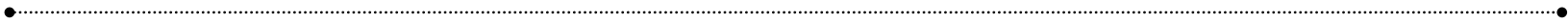
Mr. Gray Leung
Creative Director of Graphic Guides Design Company

Mr. Mo Mou
Director of What’s That / Honest Ease International Limited

Mr. Kelvin Mui
Director of Axiom Design Partnership Ltd.

Mr. Lionel Sun
Managing Director of Lico (HK) Manufacturing Ltd.

Mr. Douglas Young
Founder of G.O.D



Sponsor 贊助商:



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About Hong Kong Smart Gifts Design Awards

香港智營禮品設計大賞簡介



**HONG KONG
SMART GIFTS
DESIGN AWARDS**

With support from CreateSmart Initiative (CSI), a government funding under “CreateHK”, **The Hong Kong Exporters’ Association (HKEA)** successfully completed the adjudication of **Hong Kong Smart Gifts Design Awards (HKSGDA)** for the second year in collaboration with the Hong Kong Design Institute and Hong Kong Institute of Vocational Education (Lee Wai Lee) with encouraging result!

By offering a wide spectrum of giftware items spanning from simple to sophisticated, fair priced to high-valued light consumer products, Hong Kong has been a world-renowned giftware sourcing centre. Giftware items span across a wide spectrum, including a variety of toys, novelty items, branding gifts, stationery, home-ware, electronic items, fashion and accessories, precious and non-precious jewelry and watches and the like.

Hong Kong economy has been experiencing rapid change after the financial credit crunch in 2008; exporters and manufacturers are facing intense competition from intrinsic suppliers in Mainland China. In addition, due to the ever-changing modern lifestyle, giftware is highly sensitive to the dynamics of the market, resulting in the relatively short life cycle of products. Hong Kong giftware suppliers are facing unprecedented challenges in light of the economic climate.

The purpose of the awards is not only to facilitate creativity and drive innovations among designers, but it also encourages Hong Kong giftware manufacturers and exporters to create their own designs by making use of advanced technology and groundbreaking techniques integrated with marketing and business strategies. It recognizes local companies’ ability to adapt and create original designs into a commercial success through “smart” business planning, thereof, as a result, successfully transformed the industry. Also, the awards seek to inspire designers to consolidate the necessary skillsets involved with design and business to enhance their competitiveness in the evolving market.

Besides, the Awards nurture new talents in various institutes and provide guidance on developing well-rounded skills and strategies to benefit the exports & manufacturing industry in the long-term.

- Mission**
- To sharpen competitive edges and mobilize the entire spectrum of the giftware industry to transit from OEM to ODM and OBM.
 - To maintain and upgrade the status of Hong Kong as a major sourcing hub for giftware.
 - To nurture new design talents that are attuned to the various demands of the industry including design, marketing and business development.
 - To educate youth on appreciating the added value of innovative, original designs and marketing strategies.

在香港政府「**CreateHK**」（創意香港）的『創意智優計劃』資助下，「**香港出口商會**」（**HKEA**）聯同「香港知專設計學院及香港專業教育學院 (李惠利)」成功完成第二屆『**香港智營禮品設計大賞**』之評審，得到鼓舞的成績。

香港一直享有禮品採購中心的國際美譽，為全球買家提供各類型禮品產品，從簡易到精密設計、從廉價到昂貴輕便的消費品，各適其適、應有盡有。禮品類別繁多，包括玩具、新奇產品、宣傳贈品、文具、家居用品、時尚產品和飾物、貴價和非貴價珠寶及鐘錶等等。

自 2008 年全球金融信貸危機爆發以來，全球經濟出現急速轉變。香港出口商和製造商正面對來自中國大陸供應商的強大競爭壓力。另外，由於現代生活方式快速變化，禮品產品的銷售週期通常較短，禮品產品須時刻緊貼市場的轉變。因此在目前的經濟形勢下，香港禮品供應商正面對前所未有的挑戰。

『香港智營禮品設計大賞』之目的不單促進設計師的創造力和推動創新，亦鼓勵香港禮品製造商和出口商通過先進科技、創新技術，結合營銷和商業策略，推出自己品牌的設計。『智營大賞』認同本地公司具有適應和推出原創品牌設計的能力，通過智營商業策劃方案發展成商業成果，將有效地推動業界的轉型。同時『智營大賞』也尋求啟發設計師鞏固自身在設計和商業方面的必要技能，以提升其在瞬息萬變的市場中的競爭力。

此外，『智營大賞』培育不同院校的新晉設計人才，並提供指導以發展全面技能和策略，長遠而言有利於出口和製造行業。

- 目標**
- 提升競爭優勢、促進整個禮品行業從「原廠製造」轉型為「原創設計」和「原創品牌」
 - 維持和提升香港作為重要禮品採購中心的地位
 - 培養年輕人欣賞創新、原創設計和營銷策略的增值作用
 - 為設計、營銷模式和市場拓展等方面的需求培育新晉設計人才



Vist **SGDA** Website
歡迎瀏覽 **SGDA** 網頁

- Judging Criteria**
評審標準
- **Uniqueness**
獨特性
 - **Marketability**
商業性
 - **Function**
功能
 - **Product Aesthetic**
產品外觀
 - **Eco Friendliness**
環保性

Roving Exhibition Schedule

得獎產品巡迴展覽日程

14-16/3/2013

Lifestyle Expo in Jakarta ●
第二屆「時尚生活匯展 • 雅加達」

Booth B02/C01, Hall A, Jakarta Convention Center,
Jalan Stadion Senayan, Jakarta 10270, Indonesia
印尼雅加達雅加達會議中心
Website 網頁: www.lifeexpojakarta.com
(For Trade Only 只供業內人士參觀)



27-30/4/2013

HKTDC Hong Kong Gifts and Premium Fair 2013
香港禮品及贈品展2013

Booth 5E-D26, Hong Kong Convention and Exhibition Centre,
1 Expo Drive, Wan Chai, Hong Kong
香港灣仔博覽道1號香港會議展覽中心5樓5E展廳D26展位
Tel 電話: (852) 1830 668 Website 網頁: www.hktdc.com
(For Trade Only 只供業內人士參觀)



6-20/5/2013*

d-mart, HKDI & IVE (Lee Wai Lee) ●
d-mart, 香港知專設計學院及香港專業教育學院（李惠利）

3 King Ling Road, Tseung Kwan O, New Territories, Hong Kong
香港新界將軍澳景嶺路3號
Tel 電話: (852) 3928 2761 Website 網頁: www.hkdi.edu.hk



27/5-5/6/2013

Covered Piazza, Times Square ●
時代廣場地面展覽廳

G/F, 1 Matheson Street, Causeway Bay, Hong Kong
香港銅鑼灣勿地臣街1號
Tel 電話: (852) 2118 8088 Website 網頁: www.timessquare.com.hk



*Except 17 May, 2013
2013年5月17日除外

HKSGDA Advisory Committee

諮詢委員會



Mr. Benson PAU 鮑潔鈞 先生
Chairman of Advisory Committee
諮詢委員會 主席



Dr. LAM Yan Yan 林茵茵 博士
Vice Chairman of
Hong Kong Designers Association
香港設計師協會 副主席



Mr. Dewitt CHIK 植觀賢 先生
President of
Low Carbon Design Society of Hong Kong
香港低碳設計協會 會長



Mr. Leslie LU 盧林 先生
Principal, Hong Kong Design Institute and
Hong Kong Institute of Vocational Education
(Lee Wai Lee)
香港知專設計學院及
香港專業教育學院（李惠利）院長



Ms. Agatha TSANG 曾珮琳 女士
President of
Industrial Designers Society of Hong Kong
香港工業設計師協會 會長



Mr. Brian SUN 孫騰章 先生
Vice Chairman of
The Hong Kong Exporters' Association
香港出口商會 副會長

Message from Judging Panel

評審團的話

Dr. Kan Tai-keung, SBS 靳埭強 博士, SBS

Artist 藝術家

"This is my first time to be the judge for Smart Gifts Design Awards. I am so happy to see so many high-quality entries. All the awarded entries are well deserved. For me, a good gift should have "Care" involved. I could see some entries showing care towards the environment."

「這是我首次擔任智營大賞的評審，很高興可以看到很多高質素的參賽作品，所有獲獎作品都是實至名歸的。我認為好的禮品設計必須包含『關心』這個元素，而我也看到一些作品表達出對環境的關心。」

As a world-renowned designer and artist, Dr.Kan is highly skilled in ink painting. He was the first Chinese to be included in "Who's Who in Graphic Design" of Switzerland and the first designer elected as one of the "Hong Kong Ten Outstanding Young Persons" in 1979. He is now a member of the Alliance Graphique Internationale. In 2005, Kan was awarded an Honorary Doctor of Design in the Hong Kong Polytechnic University and is commended officially by receiving the Honor of Silver Bauhinia Star in 2010.



Professor Tak Lee 李德志 教授

Associate Dean of School of Design, The HK Polytechnic University 香港理工大學設計學院 副院長

"Students could be definitely benefited from the process of this competition. The very first thing they could learn is how to express their ideas clearly in a very short time. The judges are experts in different aspects with varied requirements and expectation to the entries .The prizes should be an incentive to students."

「參賽學生絕對能夠在過程中學習和得益，例如在參賽第一步必先要學會如何在短時間內清晰地表達概念，比賽的評審團成員各有所長，對不同方面各有要求，獎項對學生必有很大的鼓勵作用。」

Professor Tak Lee has extensive experience in product design. After running his own award-winning design consultancy for over 20 years, he brought his real world experience to School of Design. Emphasizing on integrating theories and practices, he runs the Strategic Design Lab for design research and provides consultancy to many global corporations and brands, as well as SMEs in Hong Kong and the Pearl River Delta region.



In recent years, Professor Lee concentrates his efforts in advocating to corporations on how they can utilize design-led product planning strategies to sustain and expand in market competitions.

Mr. Ross McBride

C.E.O. / Design Director of K.K. Normal, Japan 日本 K.K. Normal 產品設計公司 C.E.O./設計總監

"The quality of entries is beyond expectation. The entries have a wide range of styles too. Smart gifts design competition is more than a design competition. Students should have learnt that a good design does not mean a good product. Marketability and functionality are also very important."

「大賞的參賽作品水準超出我預期，參賽作品的風格亦非常多元化。智營禮品設計比賽不同於單純的設計比賽，相信學生們必會學到好的產品除了有好的設計外，亦要兼顧到市場需要及功能性。」

Ross McBride was born in the United States in 1962. He studied graphic design at California Institute of the Arts, and upon graduation in 1985 moved promptly to Tokyo where he has lived ever since. Upon arrival, Ross furthered his design studies at Japan University. He later worked in several design offices before establishing his own graphic design practice.



Gradually, Ross became more interested in product design, and in January 2000, K.K. Normal was established to manage such projects. In 2006, Ross launched his own watch brand, Normal Timepieces.

Ms. Ellen Ng

Senior Vice President of LF Products (PTE) Ltd. (subsidiary of Li & Fung Group), HK

"Regarding the marketability of the entries. I can see that many entries of this year have put market demand into consideration. For example, there are many smart phone accessories such as phone case and charger which could meet the market trend."

「在參賽作品的商業性方面，今屆有不少參賽作品都有留意到市場的需要，如智能電話保護套和充電器等，非常符合市場趨勢。」

Ellen Ng is the Senior Vice President of LF Products Pte Ltd. (subsidiary of Li & Fung Group). Ellen has over 20 years of experience in Gifts and Fabric Craft supply chain business. She formulates strategic plans with design studios to develop new products for the customers. She has extensive experience in product design & development for global consumer markets.



* Organizational names in alphabetical order 依機構英語名稱排列

Message from Judging Panel

評審團的話

Mr. Roger Shing 成偉業 先生

Corporate Director of Procurement, New World Hospitality, HK 香港新世界酒店集團 集團採購總監

“The level of entries of this year was greatly enhanced. Contestants have done a better job on market positioning. They also took price and functionality into account. This competition proves that there are many talents in Hong Kong.”

「今年參賽作品的水準提昇了許多，作品的市場定位做得更好，也兼顧到價錢和實用性，證明香港其實有很多人才。」

Roger Shing has 20 years specialized experience in hospitality industry procurement. As corporate director of procurement for the fast-growing NewWorld Hospitality hotel management company, he drives hotel pre-opening procurement programmes, formulates strategic plans to develop new hotel products, guides purchasing decisions to support the group’s branding, establishes standards and provides guidance to hotel purchasing teams.

Mr. Shing is a member of the Institute of Purchasing and Supply of Hong Kong (IPSHK) and holds a Degree in Business Administrative Management from the University of South Australia.



Mr. Roger Swales

Founder of GRO Design, Netherlands 荷蘭 GRO Design 創辦人

“I believe that Smart Gifts Design Awards could make people reflect the meaning of gifts and the way of producing gifts. I suggest that Hong Kong giftware industry could focus on creating gift products with higher value.”

「我認為大賞能令大家反思禮品的意義和生產禮品的方式，我建議香港業界可集中力量去創造較高價值的禮品。」

Roger Swales is a founding partner of GRO design, a product and design strategy studio based in Eindhoven, in the Netherlands. GRO helping clients to develop products for current production and to identify and explore design-led business opportunities for the future. International commissions cross business worlds and audiences – consumer electronics, business to business, domestic products, furniture and even confectionary.

Roger is British, born in Shropshire, England in 1966. Before co-founding GRO in 1999, Roger worked for Philips Design for 10 years, latterly as a Senior Strategic Design Consultant.



Professor Tong Huiming 童慧明 教授

Dean & Professor of School of Design, Guangzhou Academy of Fine Arts, China 中國廣州美術學院設計學院 院長

“Compared with the first year, the entries of this year are more professional. The contestants have done a very good job in details. The amount of student group’s entries was significantly increased. I hope that the quality of student group’s entries will continue to improve in the future.”

「今年的參賽作品比去年更見專業，在細節位都做得非常好，學生組作品數量顯著增加了，期望學生組作品的水平會愈來愈高。」

Professor Tong is currently the Chairman of Industrial Design Education Committee, Guangdong (IDEC_GD), the Vice-Chairman of Guangdong Industrial Design Association (GIDA), the Member of Industrial design Council, Chinese Fine Arts Association (CAA), the Standing board of Chinese Industrial Design Association (CIDA).

Academic background:
1983-86 Master of Art & Design department, Guangzhou Academy of Fine Arts (GAFA);
1979-83 Bachelor of Pottery Art & Design Department, Central Academy of Art & Design (Academy of Fine Arts, Tsinghua University), Beijing.



Selected from all entries (Corporate and Student Groups) by each of the individual judge
由七位評審個別從所有參選作品中（公司及學生組別）選出

GO Recycle Bin

Designer 設計師：Catherine Mui

Company 公司：Goodss Limited
好品有限公司

Website 網頁：www.goodsspassion.com

Intending to revolutionize the recycling industry and make it consumer-friendly, the idea of the GO bin is to make recycling a kind of fun and convenience.

For most people recycling is boring and often seems to be bothersome. However, it is something that we know it is good. But for many, that reason alone does not provide the motivation to recycle.

GO recycle bins adds humor and clarity to recycling for people and our next generation. Its compartments are topped with sculptures of a bottle, tin can and carton as a universal language, designed to be easily recognized without differentiating by words or colors. This concept would turn 'Recycle' into an art form, to beautify our living space while influencing a sustainable lifestyle.

打破傳統環保手法，透過創新設計讓環保分類在生活中變得輕鬆、有趣和簡單方便。環保大多給人一種沉悶和麻煩的印象，雖然改善環境是件好事，卻未能激發大眾實踐環保。

GO 環保分類箱加入了幽默元素，感覺清新。頂蓋分別以瓶子、錫罐和紙盒雕塑代表，無需文字和顏色也一目了然。這個概念將環保變成藝術，不但能美化生活空間，更能建立一種可持續的環保生活態度。

Awarded by 嘉許者：



Dr. Kan Tai-keung, SBS
靳埭強 博士, SBS
Artist
藝術家



Mr. Ross McBride
C.E.O. / Design Director of K.K. Normal, Japan
日本 K.K. Normal 產品設計公司 C.E.O./設計總監



Kids Air Hedz - Alien & Robot

Designer 設計師：Charlie Rudge

Company 公司：Bluw (Hong Kong) Limited

Website 網頁：www.bluw.com

Kids love to have fun dressing up. Air Hedz are the craziest, most exciting way to do this!

Giant inflatable headgear and accessories. Just blow them up and put them on your head. Available from Alien, Robot, Pirate, Fireman, Cowboy, Princess, Nurse and Pop star, 8 styles in total.

Target to Kids aged 6+

Design values / message: The crazy new way to dress up to play with. It is so compact to carry around!

孩子們最喜歡有趣的打扮和模仿。AirHedz以最瘋狂、最令人興奮的方式來做到這一點！

只要把充氣頭飾和配件吹漲，並戴在頭上，普通小孩即可搖身一變成外星人、機械人、海盜、消防員、西部牛仔、公主、護士或流行音樂明星，一共八種風格。

目標：6歲以上兒童

設計價值：以全新的瘋狂方式來裝扮，配飾更便於攜帶，讓您盡情四處玩樂！

Awarded by 嘉許者：



Professor Tak Lee
李德志 教授
Associate Dean of School of Design,
The HK Polytechnic University
香港理工大學設計學院 副院長



Professor Tong Huiming
童慧明 教授
Dean & Professor of School of Design, Guangzhou
Academy of Fine Arts, China
中國廣州美術學院設計學院 院長




MagLock - Emergency Pocket Rechargeable Battery

Designer 設計師：Kelvin Ip
Company 公司：aMagic Ltd.
一絕有限公司
Website 網頁：www.amagic.com

A mini power bank with 1600mAh capacity for charging all USB-powered devices. Handy designed as a key lock like design with charging cable and adapter tip built-in. Power level check and LED lighting functions are accompanied with the charger. It is also the world's first power bank with an embedded compartment for storing cable and connector.

這個迷你便攜充電器的電容量高達 1600mAh，能為所有 USB 設備產品充電。方便鑰匙鎖形設計，內置充電線及轉接頭。充電器配備電量檢查和 LED 照明功能。這是全球首個嵌入間隔的充電器，讓您妥善存放充電線和連接器。

Awarded by 嘉許者：



Ms. Ellen Ng
Senior Vice President of LF Products (PTE) Ltd.
(subsidiary of Li & Fung Group), HK




intelligent Wireless Charging System

Designer 設計師：Gray Leung
Company 公司：Graphic Guides Design Company
設計特區
Website 網頁：www.c-for-carbon.com

With a light sensor, this nightlight turns on automatically when the room light is low. Put the nightlight on the mini charging cradle for one-hour charging time, then it can be used for up to 8 hours. No extra wires, tidy up your home or office.

這款桌上夜燈安裝了光感器，當室內燈光轉暗或關掉時便會自動亮起。將夜燈放上迷你充電座，充電一小時便能使用八小時。沒有多餘電線，令辦公室和家居更整潔。

Awarded by 嘉許者：



Mr. Roger Shing
成偉業 先生
Corporate Director of Procurement,
New World Hospitality, HK
香港新世界酒店集團 集團採購總監



PICAXEL (Series)

Designer 設計師：Maurice Kwok; Steve Yeung; Ball Cheung

Company 公司：Innosphere Product Development Ltd.

天品研發有限公司

Website 網頁：www.innosphere.hk

Our innovation is inspired by the fundamental of digital images - the pixel, we apply array of color dots on the gift surface to generate delicate images, logos and even portraits. These are all achieved by our own-developed computer controlled program and facilities, injecting specific colors into assigned mold cavities – the “mold pixels”.

Our innovative production process is optimized for “high customization feasibility” and “small batch production”. So, our target is corporate clients who request unique but affordable promotion gift items in small quantity.

創作靈感源於數碼圖像的基礎——像素。我們在禮品表面採用大量色點，造成細緻的圖像、標誌甚至肖像。透過自家開發的電腦控制程式和設施，並在特定模具型腔「模具像素」內注入特別色彩，以達致理想效果。

創新生產技術優化了高度自訂性和小批量生產，因此我們的目標對象是要求小數量獨特而實惠的促銷禮品的企業客戶。

Awarded by 嘉許者：



Mr. Roger Swales

Founder of GRO Design, Netherlands
荷蘭GRO Design創辦人



Corporate Promotional Gifts 企業宣傳禮品

Tailor-made 度身訂製
For Mass 量產/群客

Consumer Gifts 消費禮品

For Home 家居環境
For Workplace 工作間
For Play 優閒玩耍

5-Category
五個類別

Tailor-made 度身訂製

- Give-away premiums were designed for specific project / event for sole client 為特定項目或客戶群設計的公司贈品
- Of small quantity and higher value 數量較小而價值較高
- Made to order for VIPs or special group of target customers as premium according to customers' specifications 按照顧客指定的規格，為 VIP 或特定目標客戶群訂製
- Not to be sold in the market 不會在市場上出售
- Serve to promote corporate image 旨於宣傳企業形象

For Mass 量產/群客

- Give-away premiums were designed for multi clients 由企業送出的贈品，即企業對企業或企業對消費者
- Of mass production and not necessary higher value 數量較大但價值未必較高
- Generally made and may not be very specific 針對大眾設計的贈品
- Not to be sold in the market 不會在市場上出售
- Serve to promote corporate image 旨於宣傳企業形象

Corporate
Promotional
Gifts
企業宣傳禮品

Consumer
Gifts
消費禮品

For Home 家居環境

- Gifts dedicated to particular recipient, i.e. B2C or C2C 禮品用於特定客戶群（例如：企業對消費者或消費者對消費者）
- Focus on 'customization' of gift to target group of customers 為特定目標顧客群『度身設計』
- For home environment 適合在家居環境使用

For Workplace 工作間

- Gifts dedicated to particular recipient, i.e. B2C or C2C 禮品用於特定客戶群（例如：企業對消費者或消費者對消費者）
- Focus on 'customization' of gift to target group of customers 為特定目標顧客群『度身設計』
- For workplace environment 適合在工作間使用

For Play 優閒玩耍

- Gifts dedicated to particular recipient, i.e. B2C or C2C 禮品用於特定客戶群（例如：企業對消費者或消費者對消費者）
- Focus on 'customization' of gift to target group of customers 為特定目標顧客群『度身設計』
- For play and fun 適合消閒和娛樂玩耍



Corporate Promotional Gifts : Tailor-made : ChainUSB Series
企 業 宣 傳 禮 品 : 度 身 訂 製

Designer 設計師 : Fai Leung; Michael Choi **Company 公司 :** P.S.L. Limited **Website 網頁 :** www.pslworld.com

Never lose your USB Flash Drive or your keys anymore!

The thin ChainUSB combines trendy and flexible material with Flash drive memory and a key chain for your personal belongings.

The design is stylish yet trendy and the silicone / leather / 3D rubber material in combination with its functionalities creates the latest wanna-have in the mass market of USB Flash drives.

The ChainUSB is available in every color in silicone rubber / leather or 3D custom-made graphic / logo from only 250 pieces.

絕對不會再丢失您的記憶體或鑰匙了！

這款記憶體裝置結合了不同材料，包括矽膠、皮革和三維橡膠材料，鑰匙圈更可扣在隨身物品上。纖薄的 ChainUSB 集時尚與靈活於一身；加上功能與材料的完美配合，讓它在大眾市場中成為領先潮流的先驅。

ChainUSB 產品可以按客人的要求，以特定形狀、顏色、材料及字款小量製作（250件）。

Corporate Promotional Gifts : Tailor-made
企 業 宣 傳 禮 品 : 度 身 訂 製



Wheely Watch

Designer 設計師：Fai Leung
Company 公司：P.S.L. Limited
Website 網頁：www.pslworld.com



Name Card Holder

Designer 設計師：Samuel Kuo, Hsin Yau
Company 公司：Zan's Global Limited
尚思環球有限公司
Website 網頁：www.zansglobal.com



ANIMAL FOREST Butter Dish And Jam Dish

Designer 設計師：Jane Yung, Lee Chun
Company 公司：Annawan Limited
Website 網頁：www.regentsilver.com

Entries Short-listed for Final
準決賽入圍作品



HKSGDA 2013
JUDGE
AWARD
評審團大獎

HKSGDA 2013
GOLD
- Corporate -
金獎

Corporate Promotional Gifts : For Mass : PICAXEL (Series)
企 業 宣 傳 禮 品 : 量 產 / 群 客

Designer 設計師：Maurice Kwok; Steve Yeung; Ball Cheung **Company** 公司：Innosphere Product Development Ltd. 天品研發有限公司
Website 網頁：www.innosphere.hk

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Corporate Promotional Gifts : For Mass : Downdraft Speaker

企 業 宣 傳 禮 品 : 量 產 / 群 客

Designer 設計師 : Lea Denison **Company** 公司 : Boompods (HK) Limited **Website** 網頁 : www.boompods.com

downdraft™ is the BOOMPODS™ ultra-portable experience. Its unique pod form gives a deep, rich sound with up to 7 hours playback. Due to its compact design, the Downdraft is an essential companion for anyone wanting superior audio on the go. Despite its size, this rechargeable speaker has awesome sound quality and is available with the option of wireless technology to stream music from any Bluetooth enabled device. Includes an all-in-one USB charging and audio cable. Available in a variety of bright, fun colors with a soft touch finish.

downdraft™ 是 BOOMPODS™ 旗下一款擁有商標及外觀註冊的超便攜式音箱。其外型獨特小巧、設計簡潔、顏色繽紛、觸感柔軟、音質卓越，播放時間更高達七小時，無論任何時候都可享受優美音樂，是您必備的隨身佳品。

儘管其外型小巧，亦具備無線技術藍芽功能，並附送一條全功能合一的 USB 充電和音頻纜線。



Corporate Promotional Gifts : For Mass : Stylussimo

企 業 宣 傳 禮 品 : 量 產 / 群 客

Designer 設計師 : Fai Leung; Michael Choi **Company** 公司 : P.S.L. Limited **Website** 網頁 : www.pslworld.com

Just imagine how many tablets and smart phones there are in the world at the moment!

For the use of these devices you can use a stylus but most of them are boring. Why not combine the function of a stylus with trendy design of a bracelet? Wristband is such a popular accessory that you can see everywhere at events, sports and in the streets.

Now you can have a trendy silicone wristband, combining style and practical stylus band feature, around your wrist. Just use our lately designed Stylussimo, you will get a wonderful and trendy feeling of it.

The stylus is compatible with most tablets or smart phones screen interfaces, it is a good partner to assist.

試想一下，現今世界上有多少平板電腦和智能手機？

配合這些裝置使用的手寫筆大多都枯燥乏味，何不加入時尚元素，讓手寫筆成為款式新穎的手鐲？何況腕帶已經是活動中、運動場和街頭上常見的熱門配飾了。

現在您可以將結合時尚風格和實用手寫筆功能的矽膠手帶戴在手上。只要使用我們最新設計的 Stylussimo，即可感受時尚驚喜！

Stylussimo 與大部份平板電腦和智能手機的螢幕界面兼容，是能夠幫助您的最好夥伴。

Corporate Promotional Gifts : For Mass

企 業 宣 傳 禮 品：量產/群客

3D QR Code Keyring

Designer 設計師：Elaine Chan, Yin Ling
Company 公司：C & K Metal Manufactory Limited
永豐金屬製品廠有限公司
Website 網頁：www.ckmetal.com.hk

3D QR Code Keyring changes 2D barcodes to a touchable and scannable gift, allowing users to interact with the corporation's target for promotion, establishing an integrated relationship between gift & promotion.

「3D QR CODE匙扣」將二維條碼變成可以觸摸、掃描使用的禮品，讓用家更互動地接觸企業推廣資訊，使兩者關係更為密切。



SillySource

Designer 設計師：Fai Leung; Michael Choi
Company 公司：P.S.L. Limited
Website 網頁：www.pslworld.com

The “SillySource” uses silicone case to store USB charging cable. After charging it through a computer’s USB port or sunlight via the solar panel, you can connect it to your gadgets to start the charging process.

「SillySource」採用矽膠套保存USB充電線。只需接駁電腦的USB端口或太陽能電池板充電後，便可將它接駁到您的電子用具，開始充電過程。



Corporate Promotional Gifts : For Mass

企 業 宣 傳 禮 品：量產/群客

Leaf / Silicone Egg Poacher

Designer 設計師：Jason Ho
Company 公司：Kool Limited
高明利有限公司

Website 網頁：www.kool.com.hk

A silicone non-stick cooking tool for making poached eggs, allows you to float and poach eggs in boiling water just like a leaf on a running river. It also works perfectly for mini cake baking; simply flip inside out to release food. It’s fun and easy! Made of fine food grade silicone rubber with heat resistance, microwave, oven and dishwasher safe.

這款樹葉形煮蛋器的靈感來自在河水漂流的四季葉子，為烹調增添趣味。除雞蛋外，還可製作甜點，食物可完美脫落在碟子上。可用作食物容器、可疊起、省空間，適用於微波爐、焗爐及洗碗機。



Corporate Promotional Gifts : For Mass
企 業 宣 傳 禮 品 : 量 產 / 群 客



Magic Bean

Designer 設計師 : Fai Leung; Michael Choi; Yung Cheng
Company 公司 : P.S.L. Limited
Website 網頁 : www.pslworld.com

Entries Short-listed for Final
準 決 賽 入 圍 作 品



Designer Magnet

Designer 設計師 : Design Icon Team
Company 公司 : Design Icon Ltd
Website 網頁 : www.designicon.com.hk



Consumer Gifts : For Home : GO Recycle Bin
消 費 禮 品 : 家 居 環 境

Designer 設計師 : Catherine Mui **Company** 公司 : Goodss Limited 好品有限公司 **Website** 網頁 : www.goodsspassion.com

Intending to revolutionize the recycling industry and make it consumer-friendly, the idea of the GO bin is to make recycling a kind of fun and convenience.

For most people recycling is boring and often seems to be bothersome. However, it is something that we know it is good. But for many, that reason alone does not provide the motivation to recycle.

GO recycle bins adds humor and clarity to recycling for people and our next generation. Its compartments are topped with sculptures of a bottle, tin can and carton as a universal language, designed to be easily recognized without differentiating by words or colors. This concept would turn 'Recycle' into an art form, to beautify our living space while influencing a sustainable lifestyle.

打破傳統環保手法，透過創新設計讓環保分類在生活中變得輕鬆、有趣和簡單方便。環保大多給人一種沉悶和麻煩的印象，雖然改善環境是件好事，卻未能激發大眾實踐環保。

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Consumer Gifts : For Home : MicroStir Deluxe

消 費 禮 品：家居環境

Designer 設計師：LICO's R&D & Design Team **Company** 公司：Lico (HK) Manufacturing Ltd. 益利高（香港）製品有限公司
Website 網頁：www.licohk.com

The conception of MicroStir Deluxe is to prevent a microwave from reheating the soup, potage or other liquids unevenly. Here is how this intelligent mechanism works: When a polyglass bowl spins with the microwave disc, the handles of the lid will bond to the interior wall of the microwave while two silicon paddles stirring the liquid inside. This just gives a perfectly even heat transfer.

MicroStir Deluxe 的設計旨在防止用微波爐翻熱湯、羹或其他液體時食物外熱內冷的情況。當玻璃纖維碗隨微波爐的底盤轉動，蓋頂的伸縮把手會緊扣微波爐內壁，碗內兩個矽膠槳則會自動旋轉攪拌，讓食物均勻加熱。



Consumer Gifts : For Home : X-Frame Hamper with Safety Locking System

消 費 禮 品：家居環境

Designer 設計師：LICO's R&D & Design Team **Company** 公司：Lico (HK) Manufacturing Ltd. 益利高（香港）製品有限公司
Website 網頁：www.licohk.com

Most hampers do not have a real safety lock. It becomes a trap for kids to get hurt easily. To resolve this problem, we designed a new locking system that provides perfectly safe lock/unlock function with minimized risk of accident. The appearance also has been modernized, give a young and stylish look.

- 自動安全鎖，安全、易於開關
- 輕巧耐用的鋁支架
- 防水布袋配合堅固耐用的把手
- 可拆式布袋讓運送物件更方便容易，側邊的網袋則有透氣之用。



Consumer Gifts : For Home

消 費 禮 品：家居環境

Kitty Meow

Designer 設計師：Paul Hendriks
Company 公司：Studio Mango Limited
Website 網頁：www.studiomango.nl

A cartoon-like cat bed - Cats can crawl inside but can also sleep on the top of the head. It is even strong enough for people to sit on top. The design concept is to create a simple, recognizable and stylish cat house for both the owners and the cats.

您的愛貓可隨意睡在貓屋裡面或頭頂。此產品使用聚乙烯塑料，適用於室內或室外。產品配有多種顏色選擇以配搭不同家居風格。



Tulip

Designer 設計師：Lillion Shek
Company 公司：Milestone Design and Development Company Limited
創新里程有限公司
Website 網頁：www.milestonedesign.com.hk

Express your love with the Senses Tulip egg cup. You can easily remove eggs from boiling water with the stem plugged. Excess water slips off and the eggs remain in the Senses Tulip. Unplug the stem and flip the petals to serve as a lovely egg cup...

The Senses Tulip is a perfect gift for Valentine's Day, Christmas... a long-lasting gift of love.

為您的摯愛煮雞蛋，表達愛意和關懷。您可以拿著鬱金香蛋杯的莖部，把剛煮熟的熱雞蛋從熱水中拿起，除去多餘水份。拔下莖部即可變成蛋杯。

鬱金香蛋杯是一份完美的禮物，適合情人節、聖誕節.....



Consumer Gifts : For Home

消 費 禮 品：家居環境

Tweetie Multi-opener

Designer 設計師：Vincent Law; Wendy Leung
Company 公司：Soohap Company Limited
哈金設計有限公司
Website 網頁：www.soohap.com

TWEETIE is specifically designed to shape as a bird and to incorporate 3-opening functions in 1. The middle part made of thermoplastic rubber can fit most cap sizes of plastic bottles. The beak is made out of metal for popping metal caps like beer bottles. Its tail is used to lift up pull-tabs of cans. It is calculated to fit most hand sizes.

鳥形開瓶器集合3種功能於一身：中間的熱塑性橡膠物料針對不同瓶口大小的水樽，金屬嘴巴針對硬身鐵蓋（如啤酒樽），尾部則適用於鋁罐拉環。以方便舒適為前提，符合手形。



Silicone Wall Clock

Designer 設計師：Gray Leung
Company 公司：Graphic Guides Design Company
設計特區
Website 網頁：www.c-for-carbon.com

Silicone provides a remarkable touch and vivid colors. With a precise molding, we overcome the challenge of "no screws can be applied on silicone cases". Save the earth with no additional parts or accessories. As silicone is a soft material, nobody will be injured even if the clock falls down accidentally.

市場上獨一無二的硅膠掛牆鐘，擁有非凡手感，顏色鮮艷。利用了精確的模具，沒有多餘的配件和螺絲組裝，配合環保概念。硅膠質感柔軟，在牆上掉下來亦不會令人受傷。



Consumer Gifts : For Home
消 費 禮 品：家居環境

Exit Door Stopper 走佬門塞
Designer 設計師：Chan, Ching On
Company 公司：Caland Company Ltd.
Website 網頁：www.antsdesigntm.com

The design of Exit figure is inspired by the FIRE EXIT sign. It can keep the door open, and this doorstopper can help you locate the exit whenever the door is open.

走佬門塞的設計靈感來自緊急出路牌，這款人形公仔令門口保持打開，並協助您找到出口的位置。



Consumer Gifts : For Home
消 費 禮 品：家居環境



Tea Time / Tea Infuser
Designer 設計師：Jason Ho
Company 公司：Kool Limited
高明利有限公司
Website 網頁：www.kool.com.hk



BLING BLING Salt And Pepper Set
Designer 設計師：Jane Yung, Lee Chun
Company 公司：Regent Silverware Manufacturing Ltd.
麗晶銀器製造廠有限公司
Website 網頁：www.regentsilver.com

Entries Short-listed for Final
準決賽入圍作品



Bamboo Eco-friendly Kitchen Utensils
Designer 設計師：Tsa, Man Kin
Company 公司：Lico (HK) Manufacturing Ltd.
益利高（香港）製品有限公司
Website 網頁：www.licohk.com



Bottlelamp LED lamp
Designer 設計師：Steve Yeung; Maurice Kwok; Lui, Ka Chi
Company 公司：Ecofriendee Ltd.
意高創品有限公司
Website 網頁：www.ecofriendee.com

Consumer Gifts : For Home

消 費 禮 品 : 家 居 環 境



Diamond Glass Wedding Ring Holder

Designer 設計師 : Ivan Chui
Company 公司 : China Moon Enterprises Ltd.
Website 網頁 : www.cubplus.com



Four Seasons Storage Box

Designer 設計師 : Tommy Tang
Company 公司 : Magnet Ltd.
Website 網頁 : www.magnet-ltd.com

Entries Short-listed for Final
準 決 賽 入 圍 作 品



Flower Magnet Card

Designer 設計師 : Whitney Zhang
Company 公司 : Magnet Ltd.
Website 網頁 : www.magnet-ltd.com

Consumer Gifts : For Workplace : Pelican

消 費 禮 品 : 工 作 間

Designer 設計師 : Will Ng **Company** 公司 : P.S.L. Limited **Website** 網頁 : www.pslworld.com

It is not only an LED table lamp; it is a mood light as well. Our product design concept is a multifunction at home.

It is stylish LED table light with adjustable angle. You can select from three different levels of brightness to suit your specific needs. Product life of LED light is ten times of normal light. It is softer and better to protect our eyes.

Now you can share a table lamp for different purposes: be a mood light or table lamp. Enjoy!

我們的產品設計理念，是「多功能」家居產品。它不僅是 LED 檯燈，也是一盞氣氛燈。

您可自行為這款時尚 LED 檯燈調節角度，還有三種不同水平的亮度可供選擇，以滿足您的特定需求。LED 燈的壽命比傳統燈的長十倍，光線亦更柔和，是保護眼睛的更佳產品。

現在，您可以因應不同場合將這款燈用作檯燈或氣氛燈，盡情享受！





Consumer Gifts : For Workplace : Animal Clip Holder Collection

消 費 禮 品 : 工 作 間

Designer 設計師：BARRYLOCK **Company** 公司：Trendex International H.K. 潮領國際 **Website** 網頁：www.trendex.hk

We need to relax sometimes to get better performance, no matter during the endless nights that kids can hardly fall asleep or the lengthy days for kidults who work in a boring office!

Black Sheep in the animal clip holder collection is a cute figure with function as a clip holder by perfectly placed magnets inside the round body, with evenly distributed and powerful magnet. Users can choose different shapes, sizes and/or color clips to play around by putting them over the entire body like shaping wool on a sheep and taking the clips off the body just like shedding a sheep.

有多少次輾轉難眠的時候，「數綿羊」陪伴我們渡過漫長夜晚？這個以動物為主題的萬字夾座系列，讓可愛的綿羊在日間時也能陪伴在旁！

產品的理念是將綿羊變成藝術擺設，為沉悶工作環境添上玩味。精密的內置磁石可吸住不同形狀大小或顏色的萬字夾，充當綿羊身上的羊毛，用家亦可拿下萬字夾，享受清理羊毛的樂趣。

Consumer Gifts : For Workplace

消 費 禮 品 : 工 作 間

iPower M External Battery Pack

Designer 設計師：Levo Chen, Feng Ming

Company 公司：Momax Technology
(Hong Kong) Limited
摩米士科技（香港）有限公司

Website 網頁：www.momax.net

iPower M originated from daily life. User-friendly, compact yet trendy and streamlined shape embodies the high-end fashion sense. Furthermore, the dual USB output design allowing two digital devices to be charged simultaneously is a wonderful way to share power with friends. iPower M is not only an electronic device but a super companion in our daily life.

iPower M 的設計意念源自日常生活。其操作簡易的設計、新穎簡潔的流線外型，體現了高尚的潮流觸覺；讓兩個數碼產品同時充電的雙 USB 輸出功能，使您隨時與好友分享電量。iPower M 並非純粹電子產品，而是日常生活中的超級好幫手。



intelligent Wireless Charging System

Designer 設計師：Gray Leung

Company 公司：Graphic Guides Design Company
設計特區

Website 網頁：www.c-for-carbon.com

With a light sensor, this nightlight turns on automatically when the room light is low. Put the nightlight on the mini charging cradle for one-hour charging time, then it can be used for up to 8 hours. No extra wires, tidy up your home or office.

這款桌上夜燈安裝了光感器，當室內燈光轉暗或關掉時便會自動亮起。將夜燈放上迷你充電座，充電一小時便能使用八小時。沒有多餘電線，令辦公室和家居更整潔。



Consumer Gifts : For Workplace
消 費 禮 品：工 作 間

USB Tray Hub
Designer 設計師：Filippo Protasoni
Company 公司：01 Power Limited
力研動力有限公司
Website 網頁：www.gattola.com

USB Tray Hub is tailor-made for office and home. With 4 ports and a 1.4 m extended cable, users can connect it to four plug and play devices concurrently. It can be used as an USB hub and a tray holder of pens, glasses and mobile phone. With a large printing area, it can be imprinted and becomes a tailor-made gift.

USB Tray Hub 是為辦公室及家居設計的多功能產品，可憑藉四個 USB 接駁口同時使用四種即插即用的科技產品，還可放置電話及文具等小物件，提供多元化功能。產品更可加上印刷，成為獨一無二的禮品。



Consumer Gifts : For Workplace
消 費 禮 品：工 作 間



BRAVO Almighty Stylus
Designer 設計師：Alan Tsui
Company 公司：Momax Technology (Hong Kong) Limited
摩米士科技（香港）有限公司
Website 網頁：www.momax.net

Entries Short-listed for Final
準 決 賽 入 圍 作 品



Decorative Pen Holder
Designer 設計師：Tommy Tang
Company 公司：Magnet Ltd.
Website 網頁：www.magnet-ltd.com



Consumer Gifts : For Play : Kids Air Hedz - Alien & Robot

消 費 禮 品 : 優閒玩耍

Designer 設計師 : Charlie Rudge **Company** 公司 : Bluw (Hong Kong) Limited **Website** 網頁 : www.bluw.com

Kids love to have fun dressing up. Air Hedz are the craziest, most exciting way to do this!

Giant inflatable headgear and accessories. Just blow them up and put them on your head. Available from Alien, Robot, Pirate, Fireman, Cowboy, Princess, Nurse and Pop star, 8 styles in total.

Target to Kids aged 6+

Design values / message: The crazy new way to dress up to play with. It is so compact to carry around!

孩子們最喜歡有趣的打扮和模仿。Air Hedz 以最瘋狂、最令人興奮的方式來做到這一點！

只要把充氣頭飾和配件吹漲，並戴在頭上，普通小孩即可搖身一變成外星人、機械人、海盜、消防員、西部牛仔、公主、護士或流行音樂明星—共八種風格。

目標：6歲以上兒童

設計價值：以全新的瘋狂方式來裝扮，配飾更便於攜帶，讓您盡情四處玩樂！

Consumer Gifts : For Play

消 費 禮 品 : 優閒玩耍

PIN CAM ERA MARK I

Designer 設計師 : Hui, Kam Yat

Company 公司 : Skyhui Works & Creations

Website 網頁 : www.skyhuiworks.com

To use pinhole photography with the interlocking system concept and apply them on burnt natural wooden material. PIN-CAM ERA MARK I is the first D.I.Y. wooden camera concerning eco and traditional knowledge, also with a handicraft-art-oriented design. No screw, nail and hammer required, very user-friendly. Weatherproof and anti-fungus coating function for tough weather.

首款以關注環保生態和傳統知識的理念，並以手工藝元素為設計方向創作出的 DIY 木製相機。無需使用螺絲、釘子和錘子，極容易安裝。木材料上的塗層具防風雨和抗真菌/發霉的功能，減低惡劣氣候造成的影響。



Water Tap / Silicone Wine Charm

Designer 設計師 : Jason Ho

Company 公司 : Kool Limited
高明利有限公司

Website 網頁 : www.kool.com.hk

Water Tap / Silicone Wine Charm is a set containing six wine glass charms in assorted colors. It sticks onto the base of your wine glass by using suction cup. Designed for users to identify their own drinks.

水龍頭酒杯標籤以矽膠製成，六款不同顏色風格的水龍頭分別為同一系列設計，適合於派對中同時使用，讓賓客一眼辨認出屬於自己的酒杯。



Consumer Gifts : For Play

消 費 禮 品 : 優閒玩耍

MagLock - Emergency Pocket Rechargeable Battery

Designer 設計師 : Kelvin Ip
Company 公司 : aMagic Ltd.
一絕有限公司

Website 網頁 : www.amagic.com

A mini power bank with 1600mAh capacity for charging all USB-powered devices. Handy designed as a key lock like design with charging cable and adapter tip built-in. Power level check and LED lighting functions are accompanied with the charger. It is also the world's first power bank with an embedded compartment for storing cable and connector.

這個迷你便攜充電器的電容量高達 1600mAh，能為所有 USB 設備產品充電。方便鑰匙鎖形設計，內置充電線及轉接頭。充電器配備電量檢查和 LED 照明功能。這是全球首個嵌入間隔的充電器，讓您妥善存放充電線和連接器。



Flatware Organizer

Designer 設計師 : Athena Lau, Tsz Yan
Company 公司 : Forexim (H.K.) Ltd.
Website 網頁 : www.picnictogether.com

This is designed for picnic lovers. An environmental friendly and tidy way to pack flatware for picnics; can also be used as a placemat at home.

Flatware can be secured in place by the loops inside, ensuring the dirt will not stain the picnic bag. Suitable for hand-wash and machine-washes.

本餐具包的設計方便家攜帶野餐餐具，內藏放置餐具的小布圈，令外帶餐具更整潔和便利。野餐後更可直接包裹餐具待回家後才清洗。另外，亦可把它當作家居餐墊，手洗或機洗皆可。



Consumer Gifts : For Play

消 費 禮 品 : 優閒玩耍

WineNote™

Designer 設計師 : Joe Wong
Company 公司 : Takon Product Development Limited
Website 網頁 : www.takon.hk

100% recycled paper. Tasting notes or names can be written on WineNote™ to distinguish a glass of wine from another. With its special material and shape, WineNote™ can be securely attached to the wine glass easily.

Tailor-made designs can be offered for corporate promotion at wine tasting or cocktail events to enhance corporate image.

採用 100% 回收再造紙張製作，可寫上品酒意見或名字以便辨別酒杯。運用了特別的物料及形狀，使 WineNote™ 能輕易扣在酒杯上而不易脫落。

可製作特定形狀及字款，使公司藉著品酒或宴會場合宣傳，以提升公司形象。



Banana Cord Pendant

Designer 設計師 : Samuel Kuo, Hsin Yau
Company 公司 : Zan's Global Limited
尚思環球有限公司

Website 網頁 : www.zansglobal.com

This skin shield on a cable management roll is for organizing the lengthy cord. Banana Cord Pendant is made of quality Silicone and designed for people who enjoy music on the go with well-organized headphone cord.

「蕉皮」可以保護已整理好在「蕉肉」內的耳機線，可掛在頸上輕鬆使用，又能當作是潮流飾物。「香蕉繞線器」採用優質的矽膠製造，為愛音樂、愛整潔、愛潮流、愛享受生活的您而設！



Gifts for
Quality
Relationship
禮品 • 真誠聯繫

- Inspiring gifts designed to build up relationships with friends, peer group, family, business partners or loved ones.
用於建立朋友、同事、家庭或商業夥伴關係或表達對他們愛意的感恩禮品
- Pleasing gifts that reflect genuinely the intention of the design.
能夠體現您真心實意的禮物
- Harmonized, personalized and meaningful gift ideas with a unique story behind it to capture the hearts of the recipient.
禮品擁有獨特的故事內容和它具有和諧性、個性化和有意義的設計概念，獲取收禮人的心
- Gifts that can strengthen business reciprocal relationships through enhancing product, service and brand image.
公司禮品能提升收禮人對其產品之功能、服務和品牌印象，從而加強商業關係
- To transform a design into a commercial product and viable business venture.
公司禮品能夠將設計融入到商業之中





Student Entry : Linked

學生作品

Designer 設計師：Fung, Kit Yan 馮潔欣 **Institute 院校：**Hong Kong Design Institute 香港知專設計學院
Email 電郵：kit0229@hotmail.com

Nowadays, earphone is a daily product of most people, using it when they are traveling or working. Therefore, 'Linked' could be the best practical gift.

'Linked' keeps the tangled wire away by the simple zip lock on the earphone wire. It is red in color because it is inspired by a figure in Chinese mythology, Yue-Laou, who unites predestined couples with red cords. So send the 'Linked' to the people you like now and get connected like the zip lock of 'Linked'.

現今，耳機已經成為不可或缺的生活用品，無論任何場合都形影不離。

Linked 具備簡單拉鍊扣，可解決耳機線糾纏的情況，因此可以說是最佳的實用禮物。

這款全紅色耳機的設計靈感來自傳說中月老用來撮合有緣人的紅線，現在就把 Linked 送給您的摯愛，將您們的緣份聯繫起來！

Student Entry : Hang TWOgether

學生作品

Designer 設計師：Nichola Cheng, Nga Man 鄭雅文 **Institute 院校：**Hong Kong Baptist University 香港浸會大學
Email 電郵：nicheng0422@gmail.com

The concept of "Hang TWOgether" comes from a poetic scene in the well-known film, Brokeback Mountain. Two shirts hang together on a same hanger, Jack's denim shirt tenderly hidden inside Ennis's shirt. "The pair is like two skins, one inside the other, two in one." This product consists of two hangers, one hollow and one solid hanger combing together. It is a double hanger which, one hanger can be separated from the middle part of another one as two hangers to use. Not only brining out the concepts of a queer relationship, but just as important, the greatness of love, that two people becoming one. Relating to a memorable monologue "Jack, I swear," which leaves an open-ended message to the audience, it is a commitment, a promise, and a confession, as a gift for each other.

Hang TWOgether 這個產品由兩個衣架組合而成。用者可自由把它們合併或拆開，當作一個或兩個衣架使用。靈感來自電影《斷背山》最後一幕：Ennis 的衣櫃門上釘著一張斷背山的明信片，而他的襯衫則套住 Jack 的牛仔襯衫，掛在旁邊。產品的創作意念也如小說所述：「兩件襯衫，就像兩層皮膚，一件套著一件，合二為一。」兩個衣架，合二為一，帶出「我心中有你」的訊息。





Student Entry : Warm Hug 學生作品

Designer 設計師 : Pang Horng 彭鴻 **Institute 院校 :** Hong Kong Design Institute 香港知專設計學院
Email 電郵 : pangkhk@hotmail.com

Enjoy a warm hug from this creative coffee cup sleeve! It keeps your hands from overheating, allowing you to taste a cup of smooth and aromatic hot coffee in a freezing winter—with no worries.

With the tissues and drinking straws the coffee shops provide, the customers would enjoy a meticulous service. Expressing love and concerns towards the customers is the best way for a coffee shop to emotionally connect with them.

讓這個創意咖啡杯套給您一個溫暖無比的擁抱吧！它可以保護您雙手，避免因飲品過熱而燙傷，讓您在寒冷的冬天寫意地享受一杯香滑的熱咖啡。加上咖啡店提供的紙巾和飲管，顧客定能體驗到無微不至的服務！

只要顧客感受到咖啡店的關懷愛意，雙方便能建立情感聯繫。

Student Entry : Bubble Maker Collection 學生作品

Designer 設計師 : Cathy Wong, Mei Yin 黃美賢

Institute 院校 : Hong Kong Baptist University
香港浸會大學

Email 電郵 : cathywong@smrmh.com

The design concept is to bring playfulness to the bathing experience. There is a collection of bubble wands producing soap bubbles of different patterns and sizes. You may play it together with the ones who bath with you, they could be your children, you loved one, or some friends in a SPA resort or poolside. You can also play it alone in your most private and relaxing time in the bath. Because of its decorative value, it stays in your bathroom without annoying anybody. It transforms an occasional game into something you can play everyday because of its readiness.

這件產品的設計理念是為沐浴嬉水時光增添趣味與歡樂。這一系列形狀大小不同的吹泡棒可以吹出不同花樣的肥皂泡，適合在沐浴時與您的摯愛和孩子、或是在水療中心和泳池邊與朋友一起玩樂，也可以在獨自浸浴時，靜靜地躺在浴缸中一邊放鬆一邊吹製不同的奇妙肥皂泡。這個產品不但有裝飾浴室之用，更把一般只能偶爾玩玩的小玩意融入日常生活中。



Student Entry : BeamJoy

學 生 作 品：觸•光

Designer 設計師：Brigid Leung, Po Ki 梁寶琪
Institute 院校：The Hong Kong Polytechnic University
香港理工大學
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“BeamJoy” is the best way to create a cheerful atmosphere in various celebrations and birthday parties. It provides a LED light source with a sensitive sensor that can be blown out in the same way as a normal candle, then the built in LED display will display preset messages, such as Valentines Day messages for loved ones or birthday greetings for children.

“BeamJoy” allows users to seize their touching moments, grasping warmth and blessings in their hands.

「觸•光」適用於各種喜慶場合及生日派對上，以 LED 取代傳統燭芯，內藏電子感應器，當被吹熄時，屏幕便會顯示出預定的生日祝福或自訂的溫馨語句/窩心的情話，為祈願者帶來無比驚喜。

「觸•光」讓用家真正將溫暖、幸福緊握手中，抓緊所有動人時刻！一份安全貼心的小禮物。



Student Entry

學 生 作 品

Talk To Me!
Designer 設計師：Wong, Tsz Ki 黃芷淇
Institute 院校：Hong Kong Design Institute
香港知專設計學院
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The new smart phone trend has enlarged the distance between people. Therefore, this product is designed to limit the looping function of smart phones, “REMINDING” users PLEASE! TALK TO ME! (Crying Face) Our relationship should be maintained not purely relying on smart phone’s apps.

智能手機令人與人之間產生了隔膜，Talk To Me! 會限制電話的 Looping Function，提醒用家珍惜眼前人，不要沉迷使用 Whatsapp。我不是跟電話螢幕做朋友！So, Please! TALK TO ME!

Music Plane
Designer 設計師：Iris Fong, Wai Tung 馮蔚彤
Institute 院校：Hong Kong Baptist University
香港浸會大學
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“Music Plane” is a convenient and easy-to-use gadget with build in Bluetooth and USB connections. Blowing on it gently, Music Plane will “take off” and play the music stored in the electronic devices connected.

The planes will fly with the users’ dreams as well, encouraging them to do what they want and fulfill their longing dreams. It symbolizes to have their careers “taken off”.

Music Plane 是一款外型時尚、方便易用的可攜式音樂播放器。先將電子裝置連接播放器，再向它輕輕吹一口氣，「飛機」便會隨即「起飛」，播出美妙音樂。與承載著的夢想和希望一同飛翔——鼓勵用家實現渴望已久的夢想，做自己想做的事，讓人生起飛。



Student Entry
學生作品

1 + 36

Designer 設計師：Tang, Chi Kin 鄧智堅
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香港知專設計學院
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With a magnetic base and 36 pieces of corkwood bar forming the structure, the flexible corkwood bars can easily trap the stationery. It also prevents small objects from falling to the bottom. Users can remove or cut down those corkwood bars to make it as a storage rack for personal belongings.

這款由帶磁力底座及 36 根富彈性的水松木條組成的簡單有趣產品，能夠輕易的把文具夾住，同時解決小物件容易掉到底部的問題。用家可按個人需要拆除或剪短水松木條，設計成個人的物件收納架。



Student Entry
學生作品



Add Oil Charger

Designer 設計師：Yuni Wu, Pak Wing 胡柏詠
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Entries Short-listed for Final
準決賽入圍作品



Emark | Digital Bookmark

Designer 設計師：Brigid Leung, Po Ki 梁寶琪
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Right Hands

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Running Seedling 暴走種子

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Project Team

項目團隊

Thanks for all working team members' contribution. With their kind support and cooperation under tight schedule and limited resources, the 2nd Hong Kong Smart Gifts Design Awards was successfully launched with encouraging result!

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*In alphabetical order 依英文姓氏排列

6/3/2013
Judging Day
評審日



12/4/2013
Awards Results Announcements
(For Press & Winners)
得獎名單發佈會
(接待傳媒及得獎人)





**HONG KONG
SMART GIFTS
DESIGN AWARDS**



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