

6 – 9 / 1 / 2014

Hong Kong Convention and Exhibition Centre

**Symposium on “Stationery Design and Product Packaging Vogue 2014”**  
**「2014 文具設計及產品包裝」研討會**

With people’s reliance on electronic devices – computer, smartphone, tablets etc, where is the purpose and meaning of stationery? Unique and Fascinating design is needed to attract people’s attention and remind them the importance of stationery in this electronic derived world nowadays. Through today’s seminar, industry experts will be sharing their views and upcoming trend in stationery design and product packaging. 隨著人們對電子產品的依賴 – 電腦·智能電話·平板電腦等·文具的功用及價值何在? 在現今充滿電子產品的世界·需要具有獨特創意的文具來吸引大眾對文具的注意及提醒他們文具的重要性。本次講座·業界專業人士將會分享他們對文具設計及產品包裝的觀點及趨勢。

- Date 日期 : 6 January 2014 (Monday 星期一)
- Time 時間 : 2:15pm – 3:30pm 下午 2 時 15 分至下午 3 時 30 分
- Venue 地點 : OASIS, Hall 5B, HKCEC  
香港會議展覽中心 展覽廳 5B OASIS
- Language 語言 : English (No simultaneous interpretation service will be provided)  
英語 (恕不設即時傳譯服務)
- Remarks 備註\* : Each session includes 20 minute presentation and 5 minute Q&A.  
每節包括 20 分鐘講座及 5 分鐘問答環節。
- Free admission, seats are available on a first-come-first-served basis.  
For trade visitors only, persons under 18 will not be admitted.  
免費入座。座位有限·先到先得。只供 18 歲或以上之業內人士進場。

Time 時間	Programme 程序表
2:00pm – 2:15pm	Registration 登記
2:15pm – 2:40pm	<p><b>Growing HK's Diary and Notebook Brand, Daycraft</b> <b>成長中的香港日記及筆記本品牌: Daycraft</b></p> <p>Speaker : Mr Stephen Barry, Managing Director, Stepworks 講者 : Stepworks 董事總經理 白瑞禮先生</p>
2:40pm – 3:05pm	<p><b>Stationery Products – How Design and Innovation Can Make a Difference</b> <b>設計創新：創意思維為文具產品帶來的小改變大改善</b></p> <p>Speaker : Mr Ron Leung, Honorary Secretary, Industrial Designers Society Of Hong Kong 講者 : 香港工業設計師協會榮譽秘書 梁昆剛先生</p>
3:05pm – 3:30pm	<p><b>SDWorks Enterprise started with Stationery Design</b> <b>以文具設計開始的 SDWorks</b></p> <p>Speaker : Ms Wendy Lau, Project Manager, SDWorks, School of Design, The Hong Kong Polytechnic University 講者 : 香港理工大學設計學院 SDWorks 項目經理 劉景雯小姐</p>

\* The Organisers reserves the rights to make any changes to the programme without prior notice.  
主辦機構保留任何更改之權利，而不作另行通知。

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### About the Speaker 講者簡介

**Mr Stephen Barry, Managing Director, Stepworks**

**Stepworks 董事總經理 白瑞禮先生**

Stephen's passion for strategic design led him to launch his own creative agency in 1994 after studying Graphical Communication at the University of Plymouth. The one-man operation has grown to become Stepworks, a 30-strong company that works with international and local brands. Stepworks helps clients build stronger brands to achieve bottom-line business results. Stephen was named one of Greater China's outstanding design professionals under the age of 40 by Perspective magazine in 2007.



In 2012, Stepworks was voted by marketing professionals as one of Hong Kong's leading local brand consultancies and won Marketing Magazine's prestigious brand consultancy of the year award. Stephen and his team collaborate with Daycraft in the development of their retail brand.

Stephen 在英國 University of Plymouth 畢業，於 1994 建立了自己的創意機構。Stepworks 幫助客戶建立強大的品牌，實現企業的業務成果。Stepworks 曾與多間著名國際企業合作，如 Bloomberg“商業周刊”，香格里拉酒店，美心集團，施羅德，SGS，太古地產，施耐德電氣，巴斯夫和非政府組織的如樂施會和香港癌症基金會。Stephen 曾於 2007 年獲選為“透視雜誌”40 歲以下的中國優秀的設計專業人士之一。在 2012 年，Stepworks 被業界評為香港領先的品牌諮詢公司之一，贏得了 Marketing 雜誌的著名品牌諮詢公司的大獎。

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### About the Speaker 講者簡介

**Mr Ron Leung , Honorary Secretary, Industrial Designers Society Of Hong Kong**

香港工業設計師協會榮譽秘書 梁昆剛先生

Ron Leung is a Multi-Disciplinary Designer who has been practicing his creative career in different design fields in Hong Kong. Graduated from the Industrial Design Department of Hong Kong Polytechnic and started as a product designer, Ron had also worked as full time graphic designer in the mid eighty's.

Later, he started up his own practice as design consultant providing industrial and graphic design services to the customers in Hong Kong and from overseas until 1999, when he was appointed as Creative Director by the regional head office of Safilo Group, one of the leading fashion eyewear manufacturers and distributors in the world. Ron was then started taking care of the regional creative marketing activities where he has further expanded his creative territories to Trade Show, Interior, Visual Merchandising, Branding and Event Design.

In 2004, Ron founded L.I.M. Design Work Limited, a multi- disciplinary design consultant firm based in Hong Kong. In the same year, he was appointed as Creative Director by SURA, a renowned creative gift & premium brand in Hong Kong.

梁昆剛先生是香港的跨範疇創作設計師。自 80 年代中期於香港理工學院產品設計系畢業後，多年來一直在不同的設計領域從事設計創作。1986 年，由工業設計師轉任為全職平面設計師，嘗試擴闊創作上的空間。

1987 年，梁先生建立自己的設計公司，開始從事工業設計及平面設計方面的顧問服務，直至 1999 年出任義大利沙非路遠東有限公司的遠東區創作總監為止。梁受聘于該集團設于香港的遠東地區總部，主要負責國際一級時裝品牌的眼鏡產品在市務推廣方面的所有設計創作和品牌監控事務。于這段時期他更進一步將設計創作領域擴展到展覽空間、室內設計、產品展示設計、品牌設計及管理。於 2004 年，梁昆剛成立「白水草堂創作室」，同年更出任香港創意時尚禮品品牌「SURA」的創作總監直至 2006 年。



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### About the Speaker 講者簡介

**Ms Wendy Lau, Project Manager , SDWorks, School of Design, The Hong Kong Polytechnic University**

香港理工大學設計學院 SDWorks 項目經理 劉景雯小姐

Graduated from Design (BA), Industrial and Product Design (IPD) of the Hong Kong Polytechnic University. Wendy is the Project Manager of SDWorks and she manages the development, production and commercialization of design projects.

SDWorks was established in 2007. It is a platform assisting students from School of Design at The Hong Kong Polytechnic University to launch their ideas into the real world, understanding optimization, issues with manufacturing companies and customers' feedback. We often see student projects that have great commercial potential but wasted when the course is completed. SDWorks was established to turn these projects into reality. Together with the students, SDWorks helps to develop and refine their ideas into real world products. The profits from SDWorks sales are invested into development and production of new design concepts. A percentage goes to the student as royalties.



畢業於香港理工大學設計系工業和產品設計 ( IPD )。Wendy 現任 SDWorks 的項目經理，她管理設計項目的開發，生產和營運。

SDWorks 於 2007 年成立，是一個設計平台，透過理解生產企業及客戶的需要，協助香港理工大學設計學院的學生把自己的想法變成現實，推出市面。每年學生都有很多擁有巨大商業潛力的設計項目，但課堂結束後，這些項目都被放在一角。SDWorks 成立的目的是為了把這些項目實體化，然後推出市面銷售。SDWorks 會把銷售利潤投放到其他不同的設計理念的開發和生產，而部分利潤則會分給學生作為版稅費用。