

**Seminar on “Eco Trend and Sustainable Design of  
Toys, Baby Products and Stationery”**

「玩具、嬰兒用品及文具 — 環保消費潮流及可持續發展設計」研討會

Date 日期 : 10 / 1 / 2012 (Tuesday 星期二)  
Time 時間 : 11:30am-1pm  
Venue 地點 : Meeting Rooms N106-108, HKCEC 香港會議展覽中心會議室 N106-108  
Language 語言 : English (No simultaneous interpretation) 英語(不設即時傳譯服務)

Time 時間	Programme 程序表
11:15am-11:30am	Registration
11:30pm-12nn	<p><b>Topic: Green Consumerism - Trends and Business Opportunities</b></p> <p><i>Speaker: Mr Richard Gottlieb, President, Global Toy Experts</i></p> <p><b>Question and Answer</b></p>
12nn-12:30pm	<p><b>Topic: E = MC2 (ECO = Material and Concept 2gather)</b></p> <p><b>Speaker:</b> Mr Lo Wing-keung, David, Committee Member of Hong Kong Designers Association</p> <p><b>Question and Answer</b></p>
12:30pm-1pm	<p><b>Topic: Applications of Eco-materials and Green Design in Toys</b></p> <p><b>Speaker:</b> Prof Remi Leclerc, Polyplay Research Lab, Hong Kong Polytechnic University</p> <p><b>Question and Answer</b></p>

Remarks 備註:

- Free Admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organisers reserve the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

## **About the Speakers 講者簡介**

### **Mr Richard Gottlieb**

#### **President, Global Toy Experts**

Richard Gottlieb is a globally recognized toy industry commentator and CEO of Global Toy Experts, a toy industry consultancy. In addition, Richard is Publisher of Global Toy News, the industry resource for toy news, trends and analysis. Richard combines an MBA in Global Management with years of experience to help toy companies increase their market share.



### **Mr Lo Wing-keung, David**

#### **Committee Member, Hong Kong Designers Association**

David received his first design training from the Shatin Technical Institute (1989) and earned his bachelor's degree in Fine Arts with honors from the University of Houston (1995), Texas. Since his return to Hong Kong in 1995, David started off as the Art Director for bgx and Alan Chan Design. David later joined Grey Worldwide HK as the Design Director and was soon after promoted to become the General Manager of Wba (Whizzbangart) HK Ltd, a partnering company to Grey. Prior to launching LOMATTERS, David spent some time at South China Media as the General Manager, watching over magazines such as Esquire and CarPlus.



Coming from an extensive background in creative and media industries, David has had a big hand in shaping the visual branding in Hong Kong and Greater China. Outside of work, David has been contributing his time to mentoring design students at the The Baptist University and HKU SPACE etc. David is the Design Specialist of Hong Kong Council for Accreditation of Academic and Vocational Qualifications, the Executive Committee of Hong Kong Designers' Association (2010-12) and Managing Editor of dD Magazine. David is also a pro-active member in worldwide design competitions. Special recognition is earned at the awards of Communication Arts, New York Festivals, One Show, Clío Design, Young Guns Australia, Japan Applied Typography, Media Awards, Hong Kong Designers Association Awards and Design For Asia Awards etc.

### **Prof Remi Leclerc**

#### **Polyplay Research Lab, Hong Kong Polytechnic University**

Rémi received his Masters in Industrial Design from Les Ateliers-ENSCI, Paris. Having lived in Asia, Africa, America, and Europe, his appreciation of the representations of these cultures invigorate his designs and nurture his research perspectives. His work is anchored in the exploration of different notions of play, consumer culture, and conventions of interactivity, and he draws on the characteristics of traditional and contemporary play objects to develop prospective environments and products. He has extensively explored the union of design with social accountability with organisations in Hong Kong, Paris and New York.



Rémi's award-winning designs feature in the permanent collection of the Musée des Arts Décoratifs, Palais du Louvre, Paris. Rémi now leads The Hong Kong Polytechnic University School of Design's BA Scheme in Design, and runs its PolyPlay Lab. He received several awards for his teaching. His students received top prizes in international design competitions.