

K11 DESIGN MONTH 2015

Over 100 innovative design works from local and overseas Young designers & artists uplift “Design for Life”







(20 August 2015 – Hong Kong) Since 2012, the K11 Design Month has upheld its mission of injecting creativity into the lives of city-dwellers. As a synergised platform for local and international artists, designers and design-minded businesses to promote their work and services, as well as all-around cultural friends to exchange ideas, the K11 Design Month returns for a fourth year.

Sponsored by K11 Design Store, K11 Design Month 2015 will be held from 4 Sep to 11 Oct this year. The myriad of exhilarating activities include *The Secret Life of Design* exhibition, where various internationally-renowned design units will be invited to share their feelings and insights of critical design related to daily life. *Second Encounters 11 – Local Students’ Public Art Project* offers an all-new twist art in K11 by local young design talents. *The Origin of the Sources* and *VIBE with Music Curious - A K11 Design Store x Maywa Denki Project* exhibitions discuss typeface design and imaginative design products respectively. Using different medium and methods, *This Happened 2015*, *Design Mart 2015@K11* and *Ink Battle X musiK11* will stimulate the imagination and curiosity of participants by enticing them to break out of conventionalities.

Ms. Rebecca Woo, Operation Director (Hong Kong) of K11 Concepts Limited, said, “*Design for Life’ is the theme of K11 Design Month 2015. In a collaborative effort between K11 and the region’s best creative forces, universities and design organisations, the fourth-year of K11 Design Month continues to inject creative and innovative synergy to the community and allow the public to appreciate different local design works and performance during shopping and leisure. This can help enhance the communication and exchanges between designers and the public, nurture habits of design appreciation, and allow up-and-coming local design talents to have more opportunities for showcasing their works so as to foster the development of local design industry.*”

KALENDAR – K11 Design Month 2015

<p>Exhibition Highlight</p> 	<p>The Secret Life of Design</p> <p>Date: 4 Sep – 5 Oct 2015 Time: 12pm – 10pm Venue: chi K11 art space (B207)</p> <p>This year's main exhibition, "The Secret Life of Design" exhibition will invite various world-renowned design units to share their design projects and reveal different angles of Design. A series of creative project videos from Netherlands, United Kingdom and Hong Kong to provoke the rethink of the relationship between science, nature and human. "Design to Tell Story" by Taiwanese design talent Alice Wang, is a keen examination of forgotten social issues. Meanwhile, Hong Kong Design Institute (HKDI)'s DESIS Lab will discuss dying matters through critical design actions and advocate the idea of "an open society that driven by design" through its "Open Diamond Project".</p>
<p>International Horizon</p> 	<p>The Origins of the Sources</p> <p>Date: 1 Sep – 11 Oct 2015 Time: 10am – 10pm Venue: K11 SHOWCASES (G/F, 1/F, 2/F)</p> <p>Founded in 1897, Monotype (also including Linotype), a world renowned type foundry, has been designing and providing top quality fonts for more than a century. Among its 20,000 font types, the most well-known accomplishments are Helvetica, Baskerville, Times New Roman and so forth. This exhibition will display a total of 12 sets of exhibits including 2 sets of video footages about font types, and 5 sets of Chinese and English text fonts respectively. These exhibits could let the public explore the concepts and stories behind every unassuming word.</p>
<p>Young Talents Incubation</p> 	<p>The 2nd Encounters 11 – Local Students' Public Art Project</p> <p>Date: 5 Sep 2015 Time: 10am – 10pm Venue: K11</p> <p>Incubating local talents has always been a cornerstone advocated by K11. 6 students and graduates from the Savannah College of Art & Design (SCAD) and The Hong Kong Academy for Performing Arts (HKAPA) have been invited to participate as part of this year's</p>

	<p>Encounters 11 - Local Students' Public Art Project. Inspiring by "Art Playground", the "Atmosphere" of K11 with a playful series of installation art of painting, illustration and graphic design. This project re-interprets the three core values of K11: Art · People · Nature.</p>
<p>Playful & Innovative Design</p> <p>明和電機</p> 	<p>VIBE with Music Curious – A K11 Design Store x Maywa Denki Project</p> <p>Date: 11 Sep – 26 Oct 2015 Time: 10am – 10pm Venue: K11 Design Store</p> <p>Headed by Novmichi Tosa, Japanese avant-garde art collective Maywa Denki eschews traditional music instruments for gizmo that seem to be conceived wholly from Tosa's vivid imagination. An instrument shaped in musical note, "Otamatone", was created in 2009 by Maywa Denki, which was awarded the grand prize of 2010 Japan Toy Prize in High Target Toy category. Besides Otamatone, "Napoleon Gun" will also be exhibited alongside Maywa Denki's new stage costumes. Through the Pop-up exhibition and mini-store, the public can have a bespoke experience on the art collective's covetable toys and other paraphernalia.</p>
<p>Dialogue with Designers</p>  	<p>This Happened 2015</p> <p>Date: 8 Oct 2015 Time: 7pm – 9pm Venue: K11 Atrium</p> <p>Design, not only strives for beauty, but also connects people. Transmedia, a cutting edge storytelling technique about working across media boundaries, content flows through various platforms to develop various aspects of a single story. K11 Design Store has invited experts in the field to share numerous ways by which design can be incorporated into television, cinema, gaming, books, website and social media, the public will be able to gauge a better understanding of how stories can be transposed from one medium to another.</p>

<p>Support Local Design Brands</p> 	<p>Design Mart 2015@K11</p> <p>Date: 9 Oct – 11 Oct 2015 Time: 11am – 10pm Venue: K11 Atrium, 1/F, 2/F</p> <p>K11 has been collaborated with the Hong Kong Design Centre (HKDC) for the 4th consecutive year, Design Mart returns this year with the theme of "Fashionista Hong Kong". This 3-day Pop-up event brings you local up-and-coming fashion brands at K11 Atrium, and more than 40 booths of creative design brands on 1/F and 2/F, which enable you to enjoy shopping for trendy design products. In addition, visitors will also have the opportunity to interact with young design talents and get inspired in our Designer Dialogue and Design Workshop.</p>
<p>Finale Local Music Party</p> 	<p>Ink Battle X musiK11</p> <p>Date: 10 Oct 2015 Time: 3pm – 6pm Venue: K11 Piazza</p> <p>The “Ink Battle X musiK11” returns as the finale of K11 Design Month 2015. It provides a platform for young talents who are passionate in illustrations and paintings to showcase their abilities. It also fosters a healthy and engaging environment for the public to appreciate various art forms. A battle of creativity and wits, young creatives Merry Lamb Lamb and I SICK LEAVE TOMORROW are tasked with creating an art piece in a short time frame. Local DJ will provide head-throbbing tunes, which will be followed by a musiK11 live gig. The winner of “Ink Battle X musiK11” will be chosen through public voting. Why not come to support your favourite artist?</p> <p>Ink Battle artwork display until 11 Oct (Sun).</p>

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Media please download images via following link:

<https://www.dropbox.com/sh/smud6qwI9j4v61d/AABP1OWS9j6JjKEWw8PZJjySa?dl=0>

About K11 Design Store

With the core values of Art, People and Nature, K11 brings K11 Design Store to the community. Through pieces of distinctive design products, K11 Design Store leads us into the designers' mind, appreciating how the track of ideas goes, exploring their creative mind, reading the beautiful stories behind and beyond the design. With the brand's persistence towards art, K11 Design Store values the fusion of craftwork and originality. Products are selected from outstanding designers' brands all over the world, including but not limited to France, Italy, England, Denmark, Holland, USA, South Africa, Japan, Taiwan, Thailand, Shanghai and Hong Kong. Some brands and styles are even first brought into Hong Kong. www.k11designstore.com

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