

簡介

分享實踐和全球化經濟正在對地區性文化構成威脅，而設計教育是保護區域文化的方法之一。文物設計可把獨有的特色保存被以後運用及共享。會議主題將包括：

- 在各種文化中教學
- 設計學生對文化的覺察
- 課程發展
- 電子化學習

論文發表

今年我們分別從亞洲、歐洲、及美洲征集了以下類別的論文，加強會議的內容：

- 教學個案研究
- 企業個案研究
- 設計研究項目

Registration 登記

Register now to enjoy a 30% early bird discount! Offer ends 26 November.
即日起至十一月二十六日提早登記，可享七折優惠！

<http://www.sd.polyu.edu.hk/designedasia07/>

Full Pass **HK\$1800**
10-11 Dec

兩天會務費
十二月十日至十一日

1-Day Pass **HK\$1200**
10 Dec or 11 Dec

一天會務費
十二月十日或十二月十一日

Half-Day Pass **HK\$600**

半天會務費
Choice of:

1. 10 Dec Afternoon (2pm-Closing)
2. 11 Dec Morning (9am-12:30pm)
3. 11 Dec Afternoon (2pm-Closing)

可選：

1. 十二月十日 下午二時至當日會議完結
2. 十二月十一日 上午九時至十二時半
3. 十二月十一日 下午二時至當日會議完結

Enquiries 查詢

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a bodw event
10 11 DEC 07

Sustaining Culture through Design Education

設計教育亞洲會議2007 設計教育 文化傳承

10-11 December 2007

二零零七年十二月十日至十一日

Hong Kong Convention & Exhibition Centre
香港會議展覽中心

<http://www.sd.polyu.edu.hk/designedasia07/>

Introduction

With shared practices and global economies, regional cultures can come under threat. One of the ways to preserve the culture of a region is through design education. It is in the design of the artifacts of a culture where unique traits can be preserved, utilized and shared. Themes for the conference will include:

- Teaching across cultures
- Cultural awareness for design students
- Curriculum development
- E-Learning

Paper Presentations

Researchers from Asia, Europe, and US will be presenting papers this year on the following topics to further enrich the program:

- Teaching case studies
- Industry case studies
- Design research projects



Business of
Design Week
設計營商周

10 11 12 13 14 15 DEC
www.bodw.com

A FLAGSHIP EVENT OF
HONG KONG DESIGN CENTRE
PARTNER COUNTRY 2007: ITALY

● Keynote Speakers 權威講者



H K Chang 張信剛, GBS, FEng

Known as the "Culture President", Prof Chang was the Founding Dean of the School of Engineering of the Hong Kong University of Science and Technology, and Former President of the City University of Hong Kong. He founded the Chinese Civilization Center at City University, and was the first to make Chinese cultural studies mandatory for students in sciences.

被譽為“文化校長”的張信剛教授，分別出任香港科技大學工學院創院院長及香港城市大學校長。他一手創辦香港城市大學的中國文化中心，把中國文化課程列為理科學生的必修課程。



Sir Ken Robinson, CBE

Sir Ken is an internationally recognized leader in the development of creativity, innovation and human resources. He has worked with national governments in Europe and Asia, with international agencies,

Fortune 500 companies, not-for-profit corporations and some of the world's leading cultural organizations. In 2003, he was knighted by Queen Elizabeth II for services to the arts. In 2005 he was named as one of Time/Fortune/CNN's 'Principal Voices'.

Sir Ken 是國際公認的創新，創造力及人力資源發展領袖。他曾為多個歐洲和亞洲國家政府、國際辦事處、財富 500 企業、非牟利組織和國際主要文化組織作顧問。在 2003 年，他被伊莉莎白二世皇后授以爵位，表揚他對創造力、教育及藝術的貢獻。在2005 年，被時代週刊/ 財富雜誌/ CNN國際新聞網絡聯同選為 [Principal Voices] 之一。

● Speakers 其他重量級講者

Alexander von Vegesack

Vitra Design Museum
德國維特拉設計博物館

Benny Leong

The Hong Kong Polytechnic University
香港理工大學

Deyan Sudjic

London Design Museum
英國倫敦設計博物館

Kazuo Sugiyama

Dongseo University
東西大學

Lu Xiaobo

Tsinghua University
清華大學

Medardo Chiapponi

IUAV University of Venice
意大利威尼斯IUAV大學

Sompit Moi Fusakul

King Mongkut's Institute of Technology
Ladkrabang
泰國先皇技術學院 (拉卡邦)

Shou Zhi Wang 王受之

Art Center College of Design
美國藝術中心設計學院



Time Program

8:30 Registration & refreshments

9:10 Opening Ceremony
Drumming Performance
by Hong Kong Design Institute

Opening Address
Prof C K Poon
President, The Hong Kong Polytechnic University

Welcome Address
Prof Lorraine Justice
Director, School of Design
The Hong Kong Polytechnic University

9:30 Keynote Speech
Prof H K Chang, GBS, FEng
Former President of City University Hong Kong

10:10 Keynote Speech
Sir Ken Robinson, CBE
World Renowned Expert on Innovation and Creativity, United Kingdom

10:50 Break

11:10 **Prof Shou Zhi Wang**
Art Center College of Design, United States

11:50 **Prof Kazuo Sugiyama**
Vice Dean, Graduate School of Design & IT, Dongseo University, Korea

12:30 Lunch

14:00 **Dr Sompit Moi Fusakul**
Dept. of Industrial Design, Faculty of Architecture
King Mongkut's Institute of Technology Ladkrabang, Thailand

14:40 Day 1 Paper Presentations - 3 Tracks

16:30 Break

16:50 **Prof Medardo Chiapponi**
Vice President, Faculty of Arts and Design, University IUAV of Venice, Italy

17:30 Adjourns



Time Program

8:30 Registration & refreshments

9:00 Global Design Network presents
Influence of Design on Culture,
and the Role of Design Museums

Deyan Sudjic
Director, Design Museum London, United Kingdom

Alexander von Vegesack
Director, Vitra Design Museum, Germany

10:30 Break

11:00 Day 2 Paper Presentations - 3 Tracks

12:50 Lunch

14:00 Chinese Cultural Performance

14:30 **Prof Lu Xiaobo**
Vice Dean, Academy of Arts and Design, Tsinghua University, China

15:10 **Benny Leong**
Assistant Professor, Asian Lifestyle Design Research Lab Leader
School of Design
The Hong Kong Polytechnic University

15:50 Break

16:10 Panel Discussion

16:50 Closing Address by Prof Lorraine Justice

17:00 Adjourns