



[Redefining Luxury : A Design Event] – The second edition of IDFFHK returns with strong presentations and a premiere line up of speakers and exquisite designs

Hong Kong, 28 July 2017 – This August IDFF2017 – the **International Design . Furniture Fair Hong Kong**, an upscale boutique design event, will return for the second time with dynamic presentations and a series of talks by international and locally renowned designers and architects. Themed ‘Redefining Luxury’, IDFF2017 will partner with world leading design fair IMM Cologne for the first time to further bolster its position as Asia’s premier design event. Bringing together three sections, the signature *Dialogue Speakers Series*, spectacular *Gallery Showcases* and unique *Design Exhibitions*, IDFF2017 will be held at Hall 3E of the Hong Kong Convention and Exhibition Centre (HKCEC) from 25 to 27 August 2017.

Design Exhibitions will showcase five prestigious presentations. Zaha Hadid Design will present ‘**City of Towers**’, an installation featuring the parametric research led by Zaha Hadid Architects, exploring new concepts for designing and constructing high-rise buildings. Award winning architect William Lim’s debut **Das Haus Asia’s ‘18m²’** is a living capsule with a floor area of 18m², which is fully equipped with two bedrooms, a kitchen and a bathroom, aiming to inspire creative solutions to Hong Kong’s housing issues. Design master Alan Chan’s ‘**Mr Chan Tea Room**’ sees his continuing exploration of tea culture. ‘Mr Chan Tea Room’ will offer visitors an ultimate tea appreciation experience with the designer’s dark walnut wood handcrafted furniture and contemporary design, black steel tea ware. Organised by AIA HK Chapter President Anderson Lee, ‘**On Reading Single Family House 1.5: A Tale of Habitation in Mainland China, Hong Kong and Taiwan**’ will showcase individual family houses designed in the latter three places, which vary significantly due to their respective social, political, and economic constructs. Curated by Patrick Leung, Founder and Principal Designer of PAL Design Group, ‘**10cc**’ will present 10 unique pieces by 10 local designers created with their personal insights into daily lives in Hong Kong.

Gallery Showcases will display beautiful design pieces from leading luxury and lifestyle brands including **Alno, Arissto Diamond, Baccarat, Everything Under the Sun, Knoll, Living Station by Panasonic, Saint-Louis, Serip, Seventhytyam, Steve Leung Collection** and **Swarovski**.

The three-day *Dialogue Speakers Series* will present 18 talks by acclaimed architects and designers including **Aric Chen**, Lead Curator for Design and Architecture at M+; **Alan Chan**, Designer, Brand Consultant and Artist, Founder of Alan Chan Design Company; **William Lim**, Founder and Managing Director of CL3 Architects; **Steve Leung**, Founder of SLD; **Chris Godfrey**, Principal of HBA Residential; **Inge Goudsmit**, Associate Architect at OMA*AMO Asia; **Michael Ng**, Partner of Foster + Partners; **Dick Spierenburg**, Creative Director of IMM Cologne; **Simon Yu**, Project Director and Senior Associate at Zaha Hadid Architects and more. A wide range of topics will be discussed throughout the course of the series, touching on topics such as ‘Asia’s Missing Link: Museums and Design Narratives’ by Aric Chen; ‘The Luxury of Heritage’ by **Elena Collins**, Senior Interior Designer at Purcell; ‘Designing Our Urban Future: How can



Hong Kong grow sustainably' by **Stefan Krummeck**, Director of Farrells; 'Urbanism Celebrated' by Michael Ng, Partner of Foster + Partners.

"Placing strong emphasis on the advocacy for design appreciation, **IDFF2017** offers a platform for cultural and creative exchanges – it is exciting to join forces with our local and overseas talents, as well as rising to new heights with our debut partnership with the world's leading international design fair IMM Cologne in Asia," said Winnie Yue, **IDFFHK** Director.

"**IDFFHK** is the destination in Asia to experience luxury in design, as well as explore the latest trends and design developments from some of Europe's leading interior design brands. The Hong Kong design show is the perfect platform for optimal exposure and creative synergies, bringing the leading lights of the Asian design scene and dealers flocking to Hong Kong. We look forward to expanding our development with **IDFFHK** in the future," said Dick Spierenburg, Creative Director of IMM Cologne.

Limited Advance Discount Tickets are now available online at www.hkticketing.com.

IDFF2017 Dialogue Speakers Series Schedule:

Day 1, 25 August 2017, Friday

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| 1-1:45 pm | 10 cc Exhibition
Kinney Chan / Patrick Leung / Kevin Lim / Tino Kwan |
| 2-2:45 pm | Crafting Luxury
Chris Godfrey / Principal of HBA Residential |
| 3-3:45 pm | Why do you need a Lighting Designer?
Tino Kwan / Lighting designer, Founder of TinoKwan Lighting Consultants Ltd. |
| 4-4:45 pm | Design and Globalisation. Is there such a thing as context anymore?
David Hoggard / Partner of PDP London Architects |
| 5-5:45 pm | Asia's Missing Link: Museums and Design Narratives
Aric Chen / Lead Curator for Design and Architecture at M+ |
| 6: 30-7:15 pm | Das Haus Asia: 18M²? Can compact be livable?
William Lim / Founder and Managing Director of CL3 Architects
Dick Spierenburg / Founder of Spierenburg Studio / Creative Director of IMM Cologne Fair |
| 7:30-8:15 pm | Design Without Limits
Steve Leung / Founder of SLD |



Day 2, 26 August 2017, Saturday

- 12-12:45 pm **Oriental Passion Western Harmony**
Alan Chan / Designer, Brand Consultant and Artist, Founder of Alan Chan Design Company
- 1-1:45 pm **The Luxury of Heritage**
Elena Collins / Senior Interior Designer at Purcell
- 2-2:45 pm **Design Curated: Every design should be done to tell a story**
William Lim / Founder and Managing Director of CL3 Architects
- 3-3:45 pm **Designing Our Urban Future: How can Hong Kong grow sustainably?**
Stefan Krummeck / Director of Farrells
- 4-4:45 pm **Reconnecting People Through Space and Design**
Stephen Chow / Director of Benoy
- 5-5:45 pm **The Power of Design – Transform. Cultivate. Sustain**
Otto Ng / Design Director of LAAB

Day 3, 27 August 2017, Sunday

- 11:45-12:30pm Andy Rifkin / Chief Technology Officer of Hanson Robotics
- 12:45-1:30 pm **Designing a Naked Lifestyle**
Delphine Yip / Chairman & Chief Design Officer of naked Group
- 1:45-2:30 pm **On Reading Single Family House 1.5 : A Tale of Habitation in Mainland China, Hong Kong and Taiwan**
Anderson Lee / Founder of Index Architecture Limited, Vice President/President of AIA (Hong Kong Chapter), Faculty of Architecture at HKU
- 2:45-3:30 pm **Urbanism Celebrated**
Michael Ng / Partner of Foster + Partners
- 3:45-4:30 pm **Works by Zaha Hadid**
Simon Yu / Project Director and Senior Associate at Zaha Hadid Architects
- 4:45-5:30 pm **The Contrasting Housing Landscapes of Hong Kong**
Inge Goudsmit / Associate Architect at OMA*AMO Asia



Notes to Editors:

About IDFFHK

International Design . Furniture Fair Hong Kong (IDFFHK) is an upscale boutique design event, converging cultural and visual design elements in one event and aiming to advocate and inspire the appreciation of design. Inaugurated in 2015, **IDFFHK** is Asia's first luxury design, furniture and lifestyle showcase. The second edition **IDFF2017** with the theme of 'Redefining Luxury', is in partnership with the leading international design fair IMM Cologne. For more information, please visit www.idffhk.com or follow us on Facebook @IDFFHK

About the Founder/ Director

Hong Kong-born Fair Director Winnie Yue, graduated in architecture from UC Berkeley, has practiced in the US and Hong Kong and manages a portfolio of development projects around the world. Winnie is a veteran of the design industry in Hong Kong with over twenty years' experience and has pioneered the industrial frontier in high-end retail.

Opening dates and hours

25 August 2017 Friday	12:00pm - 9:00pm (VIP Preview)
26 August 2017 Saturday	11:00am - 7:00pm
27 August 2017 Sunday	11:00am - 6:00pm

Media enquiries

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