

# ADRIAAN GEUZE TO PRESENT AT BUSINESS OF DESIGN WEEK (BODW) 2014, HONG KONG

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Business of Design Week (BODW) is a flagship event organized by Hong Kong Design Centre since 2002. Each year, BODW brings some of the world's most outstanding designers and influential business figures to Hong Kong to inspire a regional audience on creative thinking and design management. BODW is recognized as Asia's most prestigious annual event for design, innovation and branding and provides a valuable platform for participants to network and exchange ideas. This year, Sweden has been selected as the sister city for BODW 2014.

BODW highlights include the BODW Forum which will address "Living Design". Exploring the concepts of "live it", "work it", "wear it" & "do it" across a number of sessions. Multiple events will cover brand innovation, cutting-edge technologies, urban culture, intellectual property and more.

With exhibitions welcoming both public and trade visitors, as well as the DETOUR community program, which aims to inspire participants about the power of design in building a better tomorrow.

## **CULTURE & THE CITY - Designing Sustainable, Dynamic Cities**

On the 4th of December, a two part weeklong keynote session dedicated to a BODW's new theme, "Culture & the City" will commence. Part I will feature Shigeru Ban, 2014 laureate of the Pritzker Architecture Prize, who will discuss his innovative paper architecture. Two international architectural design studios will also examine how the culture of the city is reinforced using attainable design and integral methodology, and explore the differing perspectives on the controversial West Kowloon Cultural District (WKCD) project.

Adriaan Geuze will speak in Part II. Investigating art, culture and engineering in urban planning and public spaces, the session will showcase large scale sculptures and modern installations in public areas. Part II also provides a forum for the discussion of a wide range of distinctive and thought-provoking ideas. Here, West 8 will present their design concept for West Kowloon Cultural District Park.

Moderators of the day are Eric Schuldenfrei and Marisa Yiu, Founding Partners of ESKYIU, Hong Kong and Aric Chen, Curator (Design and Architecture) of M+, Hong Kong.

Other speakers of the day include also Dutch architect Koen Olthuis and Martin Roth, director of Victoria & Albert Museum in London. Speakers for Session II on the 6th of December, include Dutch architect Francine Houben, Hong Kong designer SK Lam, Swedish urban planner Ola Melin and Swedish architect Thomas Sandell.

For more information please see [BODW website](#).

more information: [West Kowloon Cultural District Art Park](#)