2015 香港工商業獎

2015 HONG KONG AWARDS FOR INDUSTRIES

消費產品設計 CONSUMER PRODUCT DESIGN 2015

目錄 Contents

香港工業總會主席獻辭

Message from the Chairman of Federation of Hong Kong Industries

香港工商業獎:消費產品設計獎

Hong Kong Awards for Industries: Consumer Product Design Award

三維打印教學套件

3D Printer Educational Kit

科學實驗益智玩具系列

KidzLabs Series

線牙棒 - WOW

Toothbat - WOW

WinSill®窗台伸展式多功能檯

WinSill® Extensible Computer & Dressing Table (Pandora)

RYOBI 36V 鋰離子充電式吹風及吸樹葉機

RYOBI 36V Brushless Blower Vacuum

香港工商業獎:消費產品設計優異證書

Hong Kong Awards for Industries: Consumer Product Design Certificate of Merit

格蘭仕微波爐 (G80 F25MS LVIII-ZQ)

Galanz Microwave Oven (G80 F25MS LVIII-ZQ)

時間裝置

The Time Machine

智能恐龍

MiposaurTM

可拆卸式輪滑系統及輪滑專用 608 軸承拆卸工具

Detachable Wheels System and BLT - 608 Bearing Releasor Tool

評審名單及評語 List of Judges & Comments

鳴謝 Acknowledgements

主辦機構 Organizer

香港設計委員會 DESIGN COUNCIL OF HONG KONG

技術顧問 Technical Adviser

香港標準及檢定中心 Hong Kong Standards and Testing Centre

主席獻辭

鄭文聰教授, MH, JP 香港工業總會主席

「香港工商業獎— 消費產品設計類別」再次成功舉行,我在此祝賀各家得獎企業。由於參賽作品的水平不斷提高,並且創意無限,令每年的評審工作都十分困難。產品突出之處,不僅限於它們極具啟發性的設計,也在於它們的實用性和吸引力。香港的創新設計享譽國際,而「香港工商業獎」在提高設計水平和鼓勵設計師大膽創新和善用創意方面,擔當非常重要的角色。在現今這個十分困難的營商環境,企業必須透過智能性的功能設計,才能滿足消費者的高要求並吸引他們購買。我深信「香港工商業獎」會繼續出色地履行他們在設計領域推廣持續優化的工作。

今年參賽作品共87份,我們感到極為鼓舞。不少作品都來自中小企業,當中以家品、電器和電子行業為主。我們特別高興見到中小企支持工總的信念,認同只有升級轉型才能在環球市場提升競爭力。事實上,開拓新市場並不能單靠產品設計,製造過程亦同樣重要!

今屆得獎作品都是設計與品質的優良結合,獲獎實至名歸,也是業內典範,亦顯示 香港工業發展亮麗的未來。

我感謝今年各參賽企業的積極參與。假如您的作品今次未能獲獎,不用失望,請繼續追求優質、設計和創意,並開始創作明年的參賽作品。祝您好運!

最後,我感謝由香港中文大學校長沈祖堯教授領導的評審團,精心選出今年的得獎 作品。

Message from the Chairman

Prof Daniel M Cheng, MH, JP Chairman, Federation of Hong Kong Industries

Once again the Hong Kong Awards for Industries (HKAI) - Consumer Product Design category has been an overwhelming success and I would like to congratulate the winners of this competition. Each year judging of this event becomes more complex due to the high standards reached by the entrants with products that stretch the boundaries of creativity. Not only are the products inspirational by their design, they are of the utmost practicality and appeal to consumers. Hong Kong is well-known for its creative designs and the HKAI have played a major role in raising standards and encouraging designers to be adventurous and innovative with their ideas. In such difficult situations as today it is essential to attract consumers with smart functional designs fulfilling the high demands of the retail customer. I am sure that HKAI will continue with their sterling work of encouraging continuous improvement in the world of design.

The number of entrants in this year's contest is encouraging - 87 in total most of which are SMEs coming from the Homeware, Electrical and Electronic products sectors. It is pleasing to note that SMEs in particular have taken up the FHKI's belief that upgrading and transformation is essential to be competitive in the global marketplace. Opening up new markets means not only designing good products but the way in which they are manufactured!

The winning entries were fabulous, terrific examples of ingenuous design coupled together with quality manufacture and worthy of the high standards demanded by the Awards. This demonstration of talent portrays the bright future of our manufacturing industry.

I thank all contestants for their participation; don't be downhearted if you didn't quite make it this time. Please continue to strive for quality, good design, innovation and start to consider your entry for next year's Awards. Good Luck!

Finally may I thank the judging panel under the chairmanship of Prof J Y Sung, Vice Chancellor and President of the Chinese University of Hong Kong, who worked diligently and purposefully to select the winners this year.

2015 香港工商業獎

2015 HONG KONG AWARDS FOR INDUSTRIES

消費產品設計獎 Consumer Product Design Award

得獎產品 Winning Product: 三維打印教學套件 3D PRINTER EDUCATIONAL KIT

參賽公司 Submitted by:

三維打印科技有限公司

3DP Technology Limited

網址 Website: www.3dptechgroup.com

設計者 Designer:

陳遠榮 Chan Yuen Wing

陳遠欽 Chan Yuen Yam

盧榮基 Lo Wing Kei

趙俊明 Jonathan Chiu

電郵 E-mail: info@3dptechgroup.com

三維打印教學套件是一款可供家用及教學用的入門級三維打印機。套件形式的設計讓用家可按照說明書指示組合打印機的同時,更能了解其中運作的原理,加深對三維打印機的認識。這設計給予用家自行探索及發揮其創意的空間。

這套件的定位雖然是消費品市場,但當中部份結構其實按照工業標準設計 — 套件中的智能打印頭部份包含多種設計專利,內置的自動調教系統能降低產品的使用難度。

這是一款恆常的產品,技術背後的基礎並不會因時間而改變。

"3D Printer Educational Kit" is an entry-grade 3D printer designed for home-use and school-use.

Coming in a kit form, users can follow our manual and assemble the printer step-by-step. During the process they can get their hands on components, and learn more about the theory and mechanics behind a workable 3D printer. It is a product for users to explore and express their creativity.

Even though we position our product as a consumer product, some core technologies were designed according to industrial standard. The smart dispenser cartridge system has multiples patents and it had gone through 10s of prototyping before we finalize its design. Build-in to the system, the latest printer cartridge has an auto calibration function, allowing users to print without the hazard of manually calibrating.

This is a model that build to last, the fundamental part of the technology will not change from time to time.

得獎產品 Winning Product: 科學實驗益智玩具系列 KidzLabs Series

參賽公司Submitted by:

科文實業有限公司

4M Industrial Development Limited 網址Website: www.4m-ind.com

設計者 Designer:

4M創意團隊

4M Creative Team

電郵 E-mail: infodesk@4m-ind.com

KidzLabs 系列以兒童在學校學習的科學學科為藍本,讓兒童親身體驗科學應用, 引領他們探索力學、電子、光學、天文學和化學等的奧妙。

KidzLabs乃全球最成功的教育玩具系列之一,備受家長及教師認同及推崇,並在各國屢獲由知名育兒及消費者組織頒發的殊榮及獎項。此獎項對我們意義重大,因為即使KidzLabs的業務遍佈全球,香港仍是我家。

KidzLabs began in 1999 with the idea that young children love making discoveries about the world around them, and we wanted to create a range of premium toys that were truly creative, imaginary, inspiring, and fun.

Mirroring the science subjects that children learn early on in school, our **KidzLabs** series introduces children to the wonders of mechanics, electronics, optics, astronomy, chemistry, paleontology and much more, as they get hands-on practical experience with real scientific applications.

KidzLabs is now among the world's most successful educational toy series, recognized and recommended by institutes, parents, and educators, and receiving numerous accolades and awards from reputable parental and consumer organizations in many different countries. This award is particularly special to us and our local design team because, although **KidzLabs** has travelled to the far corners of the world, we love to call Hong Kong our home.

得獎產品 Winning Product: 線牙棒 – WOW Toothbat - WOW

參賽公司 Submitted by:

艾歷有限公司

ID Infinity Limited

網址 website: www.idihk.com

設計者 Designer:

林偉光 Gordon W.K. Lam

际鳳玲 Wilma F.L. Yuen

電郵 E-mail: gordon.lam@idihk.com

「牙痛慘過大病!」

香港衛生署指出,超過 90%成人患有牙周病。眾所周知牙線能有效預防牙周病,但牙線難用、疼痛、費時等問題一直無法解決。

艾歷有限公司推出的「Toothbat 線牙棒」將使用牙線變成一件樂事,榮獲 2014德國 iF 產品設計大獎。弧形四臂棒頭能輕易到達每顆牙齒,獨有「Twister Technology」技術,透過轉動手柄能調控超凡的牙線張緊力,功效被牙醫業界一致推崇。

"Toothache is the most miserable illness!"

According to the Department of Health Hong Kong's report, there are over 90% of adults suffered from periodontal disease. As is known to all, flossing do prevent the periodontal disease; however, daily flossing habit is not popular for the annoying experience. Troublesome, pain, time consuming... Now ID Infinity Limited provides you the answer. "Toothbat", the winner of iF Product Design Award, gives you an incredible joyfulness experience of flossing. The patented 4 arms design allows you to floss every difficult surface easily. Meanwhile "Twister Technology" ensures the ultimate tension floss by just turning the handle. The efficacy of Toothbat is affirmed by most dental professionals.

得獎產品 Winning Product: WinSill® 窗台伸展式多功能檯 WinSill® Extensible Computer & Dressing Table (Pandora)

參賽公司 Submitted by:

實惠家居有限公司

Pricerite Stores Limited

網址 Website: www.pricerite.com.hk

設計者 Designer: 周詠芝 Wing Chow

電郵 E-mail: wingchow@pricerite.com.hk

香港地少人多,居住空間狹窄,家中往往難於容納多件傢俱,滿足不同的生活需要。WinSill®窗台伸展式多功能檯以一個magic box為設計概念,可以如Pandora般發揮無窮變化,靈活善用不同尺寸的窗台。其可伸展的書檯設計,輕易將窗台一角打造成工作間;同一個空間,利用隱藏式的梳妝鏡,即可作梳妝檯用途,而且善用窗邊的天然光線,舒適又環保。

WinSill® Extensible Computer & Dressing Table: "Pandora - A Magical Box"

Hong Kong people have been facing the home space management challenge for decades. Now, help is at hand - the epoch-making window sill furniture, WinSill[®], is specially designed to suit a range of shapes and sizes of window ledges.

WinSill® "Pandora" is a multi-functional table-cabinet which maximises the functionality of window sills. Its built-in mirror easily transforms the cabinet into a dressing-table, the dream furniture of most people yet rarely possible in the crowded living space in Hong Kong. In a flash, the WinSill® "Pandora" can be transformed into a desk or computer workstation. Its compartments include drawers of different sizes for storing books, cosmetics and accessories.

The energy saving concept of WinSill® offers bright nature lighting in good weather condition. People can do their make-up or other desktop work easily using the natural environmental resources while at the same time substantially improving the living environment.

得獎產品 Winning Product: RYOBI 36V 鋰離子充電式吹風及吸樹葉機 RYOBI 36V Brushless Blower Vacuum

參賽公司 Submitted by:

創科研發有限公司

Techtronic Product Development Limited 網址 Website: www.ttigroup.com/en/home

設計者 Designer:

劉嘉晉 Terry Lau Ka Chun

王加達 Carter Wong

創科研發亞洲概念中心 Techtronic Product Development Concept Center Asia

電郵 E-mail: terrylau@tti.com.hk

RYOBI 36V鋰離子充電式吹風及吸樹葉機創新地使用了有角度的窩輪式風扇,配合無炭刷高效能馬達使吹風效能優化(風速達230km/h)。因此,其馬力及持久性也比市面上的同類型產品優勝。獨特的雙風管設計應不同需要轉換不同速度的吹風或吸葉功能,而獨立可拆式的風管設計使用家在長時間使用單一功能時維持最輕盈狀態,減低用家使用時的疲勞度。

The RYOBI 36V Brushless Blower Vacuum has taken the blower vacuum category to new levels of innovation and design. The brushless motor combined with the high performance 36V battery provides the consumers with the "petrol performance" while the battery provides cordless freedom.

The interchangeable tube is designed to provide more flexible operation while offering a light weight blowing mode for the user when vacuuming isn't required. The variable speed throttle and cruise control features help the consumer to control air speed during different applications.

2015 香港工商業獎

2015 HONG KONG AWARDS FOR INDUSTRIES

消費產品設計優異證書 Consumer Product Design Certificate of Merit

得獎產品 Winning Product : 格蘭仕微波爐 (G80 F25MS LVIII-ZQ) Galanz Microwave Oven (G80 F25MS LVIII-ZQ)

參賽公司 Submitted by: 浪尖集團(香港)有限公司 Artop Group (HK) Limited

網址 Website: www.artopgroup.com

設計者 Designer: 李佳芳 Susan Lee

電郵 E-mail: oc@artopgroup.com

首創的光波變頻技術同比可省時約30%,微波變頻技術又使能效高達64%。行業內最先進的磁控管技術實現了超一級能效指標。這是一款側拉式開門的微波爐,門板採用鋁合金與玻璃相結合的材料,先進的數控玻璃切割加工工藝,使玻璃與鋁合金無縫配合,提升了產品的外在質感,實現了一體化設計概念。觸摸感應式操作,工作時有語音提示。智能濕度感應烹調,使用者只需選擇食物的種類即可完成設定,大大簡化了使用者的操作,增加了烹飪的樂趣。

Revolutionary Light Wave Inverter Technology saves 30% cooking time, and Microwave Inverter Technology increases energy efficiency by up to 64%. Industry's most advanced Magnetron Technology ensures the microwave meets ultra-high energy efficiency rating. It is designed with a drop-down door made of aluminum and glass that are seamlessly joined through advanced CNC glass cutting technology, enhancing the product's visual appeal. There are touch sensitive controls with voice prompts during operation. Intelligent humidity sensor allows users to select a food type to complete the auto settings, making cooking easier and a lot more fun.

消費產品設計優異證書 Consumer Product Design Certificate of Merit

得獎產品 Winning Product: 時間裝置 The Time Machine

參賽公司 Submitted by:

萬希泉鐘錶有限公司

Memorigin Watch Company Limited 網址 Website: www.memorigin.com

設計者 Designer: 雷頌德 Mark Lui

電郵 E-mail: day@memorigin.com

The Time Machine 設計上有一大突破,以「Steampunk」作設計意念,在表面上聳立四個高度不一的柱狀,從每個角度欣賞都帶給人不同的視覺享受,引導戴表者腕表不只提供報時功能,亦是一件值得人花時間細味的藝術品。

For the design of the Time Machine, by using the concept of "steampunk" for the inspiration, there are 4 circular windows on the watch surface as one of the major breakthrough. Each of them is in different height giving different visual delights to everyone at different perspectives. The 4 circular windows symbolize factory smokestacks, where it also looks as if it is a telescope that attracts us to look into mechanical mystery. Not only is it as a timepiece for time reading, but it also serves as an artwork to enjoy the story behind it.

消費產品設計優異證書 Consumer Product Design Certificate of Merit

得獎產品 Winning Product: 智能恐龍 MiposaurTM

參賽公司 Submitted by:

智領高集團有限公司

WowWee Group Limited

網址 Website: www.wowwee.com

設計者 Designer:

WowWee 開發部 WowWee R & D Team

電郵 E-mail: cs@wowweezone.com

一隻有個性的智能機械恐龍 $Miposaur^{TM}$,可以通過手勢、智能球、或免費 APP 對它下達命令…乖巧服從,頑皮反叛,由您主宰!

Meet MiposaurTM, the intelligent robotic creature that responds to you. Whether it's with your hands, its Trackball, or the free app, MiposaurTM is smart enough to take on your every command ... and mischievous enough not to!

消費產品設計優異證書 Consumer Product Design Certificate of Merit

得獎產品 Winning Product: 可拆卸式輪滑系統及輪滑專用 608 軸承拆卸工具 Detachable Wheels System and BLT-608 Bearing Releasor Tool

參賽公司 Submitted by:

塞勒瑞塔體育用品有限公司 Zeleritaz Racing Sports Limited 網址 Website: www.zeleritaz.com

設計者 Designer:

招澤謙 Lawrence Chiu Chak Him 電郵 E-mail: ansonma@zeleritaz.com

DWS Z1 屬於流線型,高性能與環保功能於一身的滾輪系統,重量僅少於 155 克。由於其可拆式鋁輪輞,配用特備航空鋁金屬材料,賦予滾輪與眾不同的嶄新外觀,也擁有非常堅固和耐用的性能,取而代之把傳統塑料型輪輞淘汰。

BLT 是專門為解決日常軸承保養常見問題而研發。設計原理能簡單快捷地把軸承從 滑輪中拔出,解決了一貫繁複工序及所需時間,BLT 還能夠有效地避免在拆卸過程 中損壞軸承的問題,為市場上加添革新及方便的工具。

DWS Z1 is a sleek, streamlined, high-performance and eco-friendly wheel system that weighs less than 155 grams. With its unique aluminum rim feature, not only it gives the wheel a distinctive appearance, but also makes it highly durable, and eliminating the need for a non-recyclable, plastic core.

The BLT is a unique and innovation hand tool works on 608-bearing hubs compatible with floating spacers axle. The mechanism allows quick and easy release on the bearing; it eliminates hesitation, guesswork, and struggle from this previously irritating task.

消費產品設計 Consumer Product Design 2015

Judging Panels & Comments

評審委員及評語

Chairman 主席

Prof. Joseph JY Sung 沈祖堯教授

Vice Chancellor & President, The Chinese University of Hong Kong

香港中文大學校長

It gave me much pleasure to serve as Chief Judge of the Hong Kong Awards for Industries (HKAI), assessing entries under the Consumer Product Design Category.

Over the past decade, the HKAI has paid recognition to outstanding local enterprises and enhanced the competitiveness of the Hong Kong Industry. I was much impressed by the designs of many of the entries this year, which displayed a good combination of aesthetics and functionality. I am certain that the winning designs will bear positive impact on the development of product design and research in Hong Kong.

May I take this opportunity to commend the judges and members of the HKAI on a job well done. I also wish the HKAI continued success in the years to come.

我很榮幸出任「香港工商業獎」的評審委員會主席,對消費產品設計類別的參賽作品作出評分。

過去 10 年間,「香港工商業獎」表彰了不少傑出的本地企業,也提升了香港工業的競爭力。今年許多參賽作品的設計都令我印象深刻,它們展示了美觀和功能的完美結合。我深信得獎作品將為香港產品的設計及研發帶來正面影響。

我藉此機會讚揚「香港工商業獎」評審委員和主辦機構的努力獎項得以圓滿成功; 我亦祝願獎項在來年繼往開來,繼續取得成功。

Prof. Joseph J Y Sung 沈祖堯教授

Final Judging Panel 最終評審委員會

Prof. Daniel M Cheng

鄭文聰教授

Chairman, Federation of Hong Kong Industries

香港工業總會主席

The winning entries were fabulous, terrific examples of ingenuous design coupled together with quality manufacture and worthy of the high standards demanded by the Awards. This demonstration of talent portrays the bright future of our manufacturing industry.

今屆得獎作品都是設計與品質的優良結合,獲獎實至名歸,也是業內典範,亦顯示 香港工業發展亮麗的未來。

Prof. Daniel M Cheng 鄭文聰教授

Prof. Yanta Lam

林衍棠教授

CEO China Design Research Work-Group

中國設計研究工作室總監

I congratulate the FHKI working team on the Design competition project, in which the judging process has been professionally arranged. There are, in my view, many good entries achieving high standard in various aspects of design. I was very pleased to see some innovative ideas being developed into potentially commercial-viable products and tools.

我祝賀工總工作團隊成功舉辦這個設計比賽項目,非常專業地妥善安排了評審過程。 我個人認為,相當多優秀的參賽作品在各個設計層面都達致極高水平。我也很高興 看到一些創新的意念正被發展為具商業價值的產品和工具。

Prof. Yanta Lam 林衍棠教授

Ms. Tina Liu

劉天蘭小姐

CEO Tina's Choice Fashion Accessories

Tina's Choice 時尚配飾總裁

It has been my honour and pleasure to be on the Final Judging Panel for this year's Award. What a pleasant experience seeing our local product design talents with international standards of creativity and quality. Congratulations to another successful year and hope to see more eye-opening product designs in the future!

能夠成為本年度獎項的最終評審委員,我感到榮幸之至。很高興看到本地產品設計界人才輩出,他們的創意及質素已達國際標準。我謹此恭賀今年獎項成功舉行,也希望日後能看到更多令人眼界大開的設計作品!

Ms. Tina Liu 劉天蘭小姐

Mr. Eric C Yim

嚴志明先生

Chairman, Design Council of Hong Kong

香港設計委員會主席

Good to see designs that were developed to address our daily issues. After all, good designs are good goods that solve our daily problems and enhance the quality of our everyday lives. Although we did not manage to award a Grand Prize for this year, we are confident that value of design is widely recognised.

能夠看到專門為解決生活所需的設計,我感到欣慰。畢竟,可以解決生活煩瑣並提升日常生活質素的好產品,才稱得上為好的設計。儘管我們今年未能頒出大獎,我們有信心參賽作品的設計價值都是廣受認同的。

Mr. Eric C Yim 嚴志明先生 Mr. Michael Miller Yu

余奉祖先生

CEO & Creative Director, Michaelsolve Ltd

總裁/創作總監

It was my third time being invited to join the Final Judging Panel of the Consumer Product Design Category. As an experienced graphic and product design practitioner, apart from design quality, I value more on the EQ, social consciousness and social responsibility of the Award participants. After a series of tough and challenging questions, they can still respond in a calm, logical and organised manner. Although the entries are not perfect, with the intrinsic quality and aspiration of the designers and developers, I believe the award participants will perfect themselves in time, and I wish the Awards ever success in the years to come!

我已是第三次參與消費產品類的最終評審。作為資深平面及產品設計從業員,除了設計水平,我比較重視參賽者的 EQ 及社會意識和責任,在我一輪苛刻及挑戰的發問下,他們仍能保持著冷靜對答,有條有理。作品雖未盡完美,但設計者或開發者的本質和抱負,相信假與時日必更上一層樓。祝願來年更精彩!

Mr. Michael Miller Yu 余奉祖先生

Mr. David Lo

盧永強先生

Chairman, Hong Kong Designers Association

香港設計師協會主席

Preliminary Judging Panel 2015 評審委員會

Dr. Raymond Choy

蔡漢成博士

Founder and President, Toy2R Group Ltd

玩具易集團有限公司創辦總裁

It has been a pleasure to be invited as a preliminary judge of the Hong Kong Awards for Industries – Consumer Product Design Competition. Faced with ever-changing challenges in all businesses, Hong Kong enterprises need to be more vigilant in seeking innovative designs for consumer products and in technical applications.

I am happy to see that many participating companies have added new design to their products with great creativity. I believe that the competition encourages product research, design development in Hong Kong.

很榮幸獲邀擔任「香港工商業獎:消費產品設計比賽」的初選評審。面對各行各業千變萬化的挑戰,香港企業需要格外留神,提升消費產品的設計創意和技術應用。

我尤其高興見到很多參賽企業為他們的產品加入更具創意的設計,並深信比賽有助促進香港於產品研發、設計和本地工業的發展。

Dr. Raymond Choy 蔡漢成博士

Mr. James Law

羅發禮先生

Chairman & CEO, James Law Cybertecture

科健國際集團有限公司董事長

This year's entries are more diverse and varied than last year, showing higher levels of innovation and customer-orientated designs. Good to see Hong Kong industries are producing ever-increasingly interesting products.

今年的參賽作品種類不但比往年更多元化,而且創新水平更高,設計也更能針對客 戶需要。看到香港工業不斷生產更具趣味性的本地產品,實在令人感到欣喜。

Mr. James Law 羅發禮先生

Mr. Lee Chi Wing

利志榮先生

Founder, Milk Design Ltd 創辦人

I am glad to see the results of the Award with good designs and creative products which are initiated and supported by innovation driven corporations.

我很高興見到一些優越的參賽產品,它們都展現出創新精神和優秀設計思維,成為產品開發與企業文化發展的動力。

Mr. Lee Chi Wing 利志榮先生

Mr. Ringo Mak

麥永開先生

Founder & Director, APEC SEP Limited

泛亞社會創新有限公司創辦人兼董事

It's most encouraging to see such a wide variety of entries participated in different categories. I'm especially pleased to note that innovative product lines from local social enterprise that bears strong social mission have joined the Award Scheme this year. It marks a new direction for Hong Kong industry to embrace the brave new trend of local design, development and production.

見到各式各樣的作品參加不同類別的比賽項目,著實令人鼓舞。得悉肩負強烈社會 使命的本地社企今年亦有創新的產品系列參加這獎項計劃,我尤其感到欣慰。這也 標誌了香港工業的新方向: 欣然接納本地設計、發展及生產的大膽新趨勢。

Mr. Ringo Mak 麥永開先生

Mr. Alan Yip

葉智榮先生

Founder, Yip Design Ltd

葉智榮設計有限公司創辦人

All judging members did a great contribution to the Award even in a very rainy day. I think the entries this year cover a wider spectrum, like dental area, special gears for special sports and even products specially catered for local apartments. I am happy with the development and I hope next year we can get more entries in such a trend.

儘管大雨滂沱,所有評審委員都對這獎項貢獻良多。我認為今年參賽作品涵蓋的類別更為廣泛,如牙科用品、運動專用器材,以至專門為本地住宅設計的產品。我為這個發展感到高興,並希望下年有更多延續這個趨勢的作品參賽。

Mr. Alan Yip 葉智榮先生

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消費產品設計 Consumer Product Design 2015

查詢「香港工商業獎 — 消費產品設計」有關資料,請以下列方法索取:

香港工業總會網頁:www.industryhk.org

香港工商業獎網頁:www.hkindustryaward.org

香港工業總會香港設計委員會

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