



Design the Future, Create Tomorrow

Creativity and design are increasingly influencing the way we live, work, and play. The Great British Design campaign is helping businesses evaluate how they can build a successful creative economy. – By Paul McComb

Inspired by the GREAT Festival of Innovation in March 2018, Great British Design is a year-long campaign that highlights the impact of design and design thinking on products and services in both a business and social context. Design is key to building a successful creative economy. Over the last two decades, the creative economy has been the fastest growing sector in the UK, delivering over £100 billion a year to the economy. The UK has much to offer and wants to work with other nations - the UK's "Partner Country" status at Hong Kong's Business of Design Week (BODW) in December 2019 provides the ideal platform for this collaboration.

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The campaign is formally launched in January 2019 with the British Council's SPARK Festival and will include a series of design events, demonstrations, and opportunities to build growing anticipation of the UK's participation at BODW – trailing the ideas and work of the UK's top designers and budding newcomers.

With more than 120,000 participants from around 80 countries attending the event, BODW is Asia's premier annual event on design, innovation, and brands; where the world's most outstanding designers and influential business figures exchange ideas, network, and explore new business opportunities. BODW will consist of four

components: Summit, Exhibition, Education, and deTour. There will be 70-80 speakers throughout BODW, of which around 30% will be from the UK. As well as an education exchange programme, there will be a pop-up exhibition space at PMQ to promote young designers.

Sir John Sorrell, the Prime Minister's Business Ambassador for Creative Industries, will lead the biggest-ever design delegation from the UK to BODW 2019. The delegation will include industry experts: Thomas Heatherwick, who designed the UK pavilion at the 2010 Shanghai Expo; Anya Hindmarch, fashion accessories designer and Chief Creative Officer of Anya Hindmarch; Es Devlin, designer of the UK pavilion in the upcoming Dubai Expo 2020; Edward Barber & Jay Osgerby, founders of architecture studio Barber & Osgerby who have developed collections for Swarovski, Capellini and Magis; and Paul Priestman, designer and chairman of PriestmanGoode who leads a variety of transport projects.

For the Great British Design campaign, we will explore how design and design thinking will influence how we work, live, play and learn through events, discussion, demonstrations and experiences before, during, and after BODW 2019.

WORK

The Great British Design campaign will explore how work is being transformed by innovative

design, radical ideas, and technology. Audiences will discover how savvy businesses are evolving and collaborating to adapt to the changing creative climate.

LIVE

From smart cities to autonomous transport, sustainable farming to alternative energy sources, the campaign will show how innovative solutions will be the key to determining both our quality of life and the health of the planet.

PLAY

Consumers are becoming curators, choosing immersive experiences and brands that connect on an emotional level. Join us as cultural leaders explore how design, innovation, and creative thinking will alter the future of fashion, luxury, art, and sport.

LEARN

Through talks and hands-on events, audiences will learn how leading sectors are collaborating with unique engines of creativity to gain a competitive edge, strategically linking higher education, research, and business to help create the future of design.

The Department of International Trade (DIT) is looking forward to all the collaboration opportunities the Great British Design Campaign and BODW will bring to Hong Kong and the UK. To find out more about partnership and sponsorship opportunities with DIT at BODW 2019, please contact us at DITHongKong@fco.gov.uk 

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The UK's Department for International Trade (DIT) has an overall responsibility for promoting UK trade across the world and attracting foreign investment to its economy. DIT is a specialised government body with a responsibility for negotiating international trade policy, supporting business, as well as delivering an outward-looking trade diplomacy strategy.

