



**DesignEd Asia Conference 2010**  
**Asian Culture: Preserve the Past, Create the Future**



Tentative Programme (updated on 11 November, 2010)

**30 November, 2010 (Day 1)**

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| 09:00      | Registration  |
| 09:45      | <p><b>Welcoming Remarks</b><br/> <b>Lorraine JUSTICE</b><br/>         Swire Chair Professor of Design, Director of School of Design, The Hong Kong Polytechnic University<br/> <b>Victor TSANG</b><br/>         Principal, Hong Kong Design Institute</p>   |
| 09:48      | <p><b>Opening Remarks by Guest of Honour</b><br/> <b>Alan SIU</b><br/>         Deputy Secretary for Commerce and Economic Development (Communications and Technology)<br/>         The Government of the Hong Kong Special Administrative Region of the People's Republic of China</p>  |
| 09:52      | Photo-taking Session  |
| <b>I:</b>  | <b><i>Transition: Preserve the Past, Create the Future</i></b>  |
| 10:00      | <p><b>LEE Kun-pyo</b><br/>         Head of Corporate Design Center/Executive Vice President, LG Electronics<br/>         Professor &amp; Head, Department of Industrial Design, KAIST<br/>         Director, Human Centered Interaction Design Lab<br/>         Secretary General, International Association of Societies of Design Research<br/> <b>Emerging New Designers' Core Competencies after User Centered Design</b></p> |
| 10:40      | <p><b>Nobuhiro SUWA</b><br/>         President, Tokyo Zokei University<br/> <b>Filmmaking and Collaborated Design</b></p>   |
| 11:20      | Networking Break  |
| 12:00      | <p><b>Kai-Yin LO</b><br/>         Jewelry/Accessories Designer, Art and Cultural Advisor,<br/>         Chairman, Yin Expressions Limited<br/> <b>Innovation, Design, Culture and Legacy</b></p>   |
| 12:40      | Lunch Break   |
| <b>II:</b> | <b><i>Implementation</i></b>  |
| 14:10      | <p><b>WANG Min</b><br/>         Professor and Dean of School of Design, China Central Academy of Fine Arts (CAFA)<br/> <b>Challenges in Design Education</b></p>  |
| 14:40      | <p><b>Hideko FUJIMOTO</b><br/>         Associate Professor, Kyoto City University of Arts<br/> <b>Scenery and Heritage</b></p>  |
| 15:20      | Networking Break  |
| 16:00      | <p><b>Arnold WASSERMAN</b><br/>         Chairman, The Idea Factory<br/>         Founding Principal, Collective Invention<br/> <b>Singapore 3.0: Redesigning a Nation-State</b></p>  |
| 16:40      | <p><b>Panel Discussion</b><br/>         Panel Chair: Tim JACHNA<br/>         Associate Director (Academic Programmes), Associate Professor<br/>         School of Design, The Hong Kong Polytechnic University<br/> <b>Asian Culture: Preserve the Past, Create the Future</b></p>  |
| 17:15      | Networking Drinks (by invitation only)  |
| 18:15      | End of Day 1 programme  |



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1 December, 2010 (Day 2)

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| 09:00       | Registration   |
| <b>III:</b> | <b><i>Ethnic Cultural Projects</i></b>   |
| 9:30        | <p><b>Lorraine JUSTICE</b><br/>         Swire Chair Professor of Design, Director of School of Design, The Hong Kong Polytechnic University<br/> <i>The Yunnan Project</i></p> <p><b>Irene CHEN</b><br/>         Head, Department of Fashion and Image, Hong Kong Design Institute<br/> <i>The Miao Tribe Research Project</i></p> |
| 10:20       | Short Break  |
| <b>IV:</b>  | <b><i>Academic Exchange</i></b>  |
| 10:30       | <p><b>Paper Presentations x 28 (4 Break-out Sessions in Theatre 2, S426, S427,S428)</b><br/>         10:30 10:55<br/>         11:20 Networking Break (refreshments will be available at the foyer outside Theatre 2)<br/>         12:00 12:25</p>  |
| 12:55       | Lunch Break  |
|             | <p>14:15 14:40 15:05 15:30<br/>         15:55 Networking Break (refreshments will be available at the foyer outside Theatre 2)</p>   |
| <b>V:</b>   | <b><i>Anticipation</i></b>   |
| 16:30       | <p><b>Masaki YAGISAWA</b><br/>         Curriculum Leader, Tokyo University of the Arts<br/> <i>Geidai Design Project: Collaboration with Society</i></p>   |
| 17:10       | <p><b>Taro IGARASHI</b><br/>         Professor, Tohoku University<br/> <i>The New State of Architecture in Relation to Massive Cultural Changes</i></p>  |
| 17:50       | <p><b>Closing Remarks</b><br/> <b>Alex FUNG</b><br/>         Vice Principal, Hong Kong Design Institute<br/> <b>Lorraine JUSTICE</b><br/>         Swire Chair Professor of Design, Director of School of Design, The Hong Kong Polytechnic University</p>  |
| 18:00       | End of the Conference  |