MTR Corporation is joining hands with Hong Kong Design Centre (HKDC) again for the “DFA Design for Asia Awards Exhibition” from 11 – 21 May 2017 at ELEMENTS. The admission-free exhibition features selected winners of “DFA Design for Asia Awards 2016” covering four design disciplines - apparel & accessory design, communication design, environmental design and product & industrial design.

HKDC is dedicated to engaging the community through the power of design. In conjunction with a number of like-minded community partners, a series of design events comprised of exhibitions, workshops and other activities are held at different venues throughout Hong Kong. Supported by the MTR Corporation’s “Community Connect” platform, the DFA Design for Asia Awards Exhibition not only showcases design excellence but also enables citizens to experience how innovative ideas are turned into practical products and services through the creative work of the design industry.

Professor Eric Yim, Chairman of HKDC, remarked, “We are delighted to join hands with MTR Corporation for the second year. Like last year, through showing the winning pieces of DFA Design for Asia Awards, the exhibition enhances public awareness of the value that design and innovative thinking contribute to the betterment of life.”

Ms Linda So, Corporate Affairs Director of MTR Corporation said, “MTR promotes art and culture through our ‘Community Connect’ platform, and will continue to facilitate the staging of art-related activities or displays created by emerging local artists and designers in our premises. We are very pleased to collaborate with HKDC in recognising inspiring design projects in Asia.”

- End -
Note to editor: DFA Design for Asia Awards 2017 is now calling for entries.
Online Submission: www.dfaa.dfaawards.com (Deadline: 30 June 2017)

DFA Design for Asia Awards Exhibition
Date: 11-21 May 2017
Time: 10:00am – 10:00pm
Venue: Water Zone, ELEMENTS (1 Austin Road West, Tsim Sha Tsui, Kowloon)
*open to the public for free

About MTR Corporation
MTR Corporation is regarded as one of the world’s leading railway operators for safety, reliability, customer service and cost efficiency. In its home base of Hong Kong, the Corporation operates ten commuter railway lines, a Light Rail network and a high-speed Airport Express link on which about 5.6 million passenger trips are made on a normal week day. Another 5.6 million passenger trips are made on the rail services it operates outside Hong Kong in the Mainland of China, the United Kingdom, Sweden and Australia. In addition, the Corporation is involved in a range of railway construction projects as well as railway consultancy and contracting services around the world. Leveraging on its railway expertise, the Corporation is involved in the development of transit-related residential and commercial property projects, property management, shopping malls leasing and management, advertising media and telecommunication services.

For more information about MTR Corporation, please visit www.mtr.com.hk.

About “Community Connect”
As one of the world’s leading railway operators, MTR Corporation not only connects the city of Hong Kong by providing safe, reliable and convenient railway service, but also leverages its skills, resources and networks to contribute to the development of communities, enhance quality of life, and foster a thriving, business, and living environment. Through the Community Connect platform, MTR organises a variety of community engagement initiatives that reflect its commitment to the communities that it serves. The Community Connect platform comprises three main areas namely Art and Culture, Community Outreach, and Green and Healthy Living.

About Hong Kong Design Centre (HKDC)
Hong Kong Design Centre (HKDC) is a non-profit organisation founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as centre of design excellence in Asia. HKDC continues its public mission in using design and innovation to drive value creation of business development and improve the well-being of society, through the provision of diverse exchange platforms, anchored by five major work directions: CONNECT, CELEBRATE, NURTURE, ADVANCE and ENGAGE.

HKDC’s flagship programmes include Business of Design Week (since 2002) – Asia’s leading annual conference and event on Design, Innovation and Brands; DFA Awards (since 2003) – the most recognized design awards from an Asia perspective; Design Incubation Programme (since 2012) and Fashion Incubation Programme (since 2017) – 2-year incubation programmes to nurture future design and fashion entrepreneurs; FASHION ASIA HONGKONG (since 2016) – a new initiative combining conversations, interactions and cultural exchanges to energise the city’s image, and positioning it as an Asian hub for fashion trade and business development; Knowledge of Design Week (since 2006) – an annual thematic design knowledge sharing platform on how design can solve complex challenges of our society.

About DFA Design for Asia Awards (www.dfaa.dfaawards.com)
Since 2003, the DFA Design for Asia Awards honours and acknowledges user-centric design projects and solutions that embrace cultural values unique in Asian societies, with concerns for sustainable development and use of technology to enhance and improve the quality of life for people in the region. Organised by the Hong Kong Design Centre and as one of the programmes of DFA Awards, the DFA Design for Asia Awards aims to celebrate design excellence and acknowledge outstanding designs with Asian perspectives, and has been a platform for design talents and corporates to showcase their design projects internationally.
Selected winning projects of DFA Design for Asia Awards 2016 showcased at DFA Design for Asia Awards Exhibition

For high resolution photos, please visit: [http://www.hkdc.hk/download/awards/DFAPressPhotos.rar](http://www.hkdc.hk/download/awards/DFAPressPhotos.rar)

| Soundbrenner Pulse from Hong Kong, Grand Award winner of the DFA Design for Asia Awards 2016 | Klecobe from Korea Grand Award winner of the DFA Design for Asia Awards 2016 |
| METAPHYS elin from Japan, Gold Award winner of the DFA Design for Asia Awards 2016 | Saudade from Japan, Gold Award winner of the DFA Design for Asia Awards 2016 |