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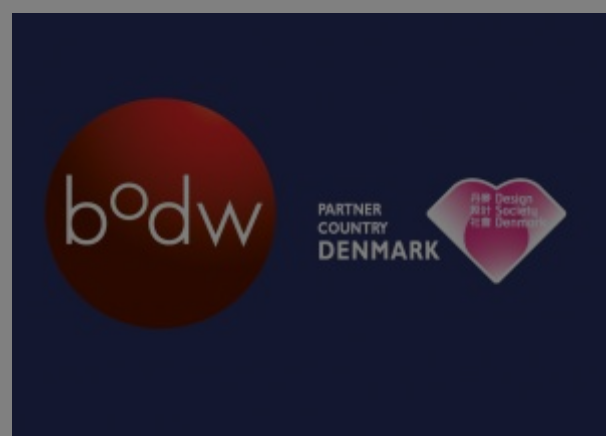
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# 2012 Hong Kong | Partner country: Denmark



The [Business of Design Week Week](#) (BODW), one of Asia's

leading design events, returns this year from 3 to 8 December 2012, hosting Denmark as its partner country. Once again, this international event will offer a exciting line-up of speakers, inspiring exhibitions, forums, and programmes that explore the design industry at large. This year culture360.org is BODW's media partner, and will publish 1 article and 2 interviews as part of the series [By People / In Cities: Hong Kong](#). Organised by the [Hong Kong Design Centre](#) (HKDC) since 2002, the BODW conference brings the best of the global design community to Hong Kong in order to give the opportunity for design experts and practitioners to network and share ideas. This year, with Denmark as partner country, the BODW includes a showcase of Danish design represented by a wide array of professionals from the field. Some of the guests include Johannes Torpe (multidisciplinary designer), Jacob Holm (head of Fritz Hansen), Rosan Bosch (architect), Eva Kruse (founder of the Danish Fashion Institute), and Bo Linnemann (founder of Kontrapunkt), amongst others. British architect Thomas Heatherwick will also be speaking to share his philosophy on space, people's livelihoods, and sustainable development, and rising Chinese architect Ma Yan-song will present his projects. In conjunction to the three-day forum, several events will be taking place including: [Detour](#)

[public exhibits and displays](#), the [BrandAsia Forum](#), the [Technology for Design seminar](#), and the [Hong Kong Design Centre Awards](#). A range of topics will be covered throughout the event such as technology, heritage and culture, branding, education, and product and fashion.

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