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# Business of Design Week | BODW 2011



Germany is the partner country for this year's **Business of Design Week** (BODW) in Hong Kong. The event was established in 2002 as a gathering platform for design's most innovative and forward thinking leaders. With a **rich programme** comprising forums, seminars, exhibitions and outreach programmes for designers, business leaders, educators, SMEs and the public, BODW 2011 will address a number of challenges facing the 21st century. As usual, the design week touches on multiple design disciplines including architecture, communication, products, fashion, technology, and industrial design. This year's line up of **speakers** is headed by German

industrial designer Dieter Rams, a proponent of the functionalist school and former head of design at Braun. He is most renowned for his "10 Principles to Good Design" which is based on the relevance of design in everyday life not only as form but also function. This event is organised by the [Hong Kong Design Centre](#) in partnership with the [German Design Council](#) and the [Hong Kong Trade Development Council](#) (HKTDC) *Source: Business of Design Week*

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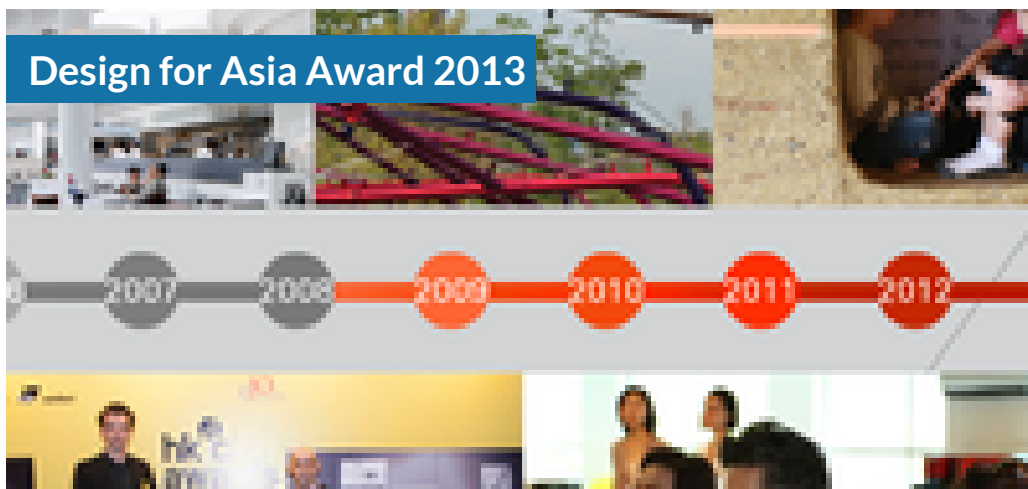
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