

A Glimpse into the Forthcoming Design Trend

窺探流行設計趨勢

Leading Japanese stationery brand and Stationery King will share with us on the “human centered design” as well as why stationery is still needed in the current digitalised world.

日本知名文具品牌及文具王將分享以人為本的設計以及最新的趨勢-用戶體驗設計，以及文具如何在電子世代生存及被需求著。

- Date 日期** : 10 / 1 / 2017 (Tuesday 星期二)
- Time 時間** : 2:30pm – 3:45pm
下午 2 時 30 分至下午 3 時 45 分
- Venue 地點** : OASIS, Hall 5B, 5/F, HKCEC
香港會議展覽中心 5 樓 展覽廳 5B OASIS
- Language 語言** : English and Japanese (Consecutive interpretation service will be provided)
英語及日語 (附設交替傳譯服務)
- Remarks 備註** : Free admission 免費入座

Time 時間	Programme 程序表
2:15pm – 2:30pm	Registration 登記
2:30pm – 3pm	<p>Past and Future of “Human Centered Design” </p> <p>以人為本的設計 – 過去及未來</p> <p><u>Speaker 講者:</u> Mr Yukitoki Tabata, Manager, Overseas Product Planning Department, Global Marketing Division, Stationery Operational Headquarters, Kokuyo Co., Ltd 国誉株式会社 Stationery 事業本部 海外市場部 商品企劃經理 田畑幸辰先生</p>
3pm – 3:30pm	<p>Why is Stationery Essential in this Digitalised World? </p> <p>為何現今電子世代需要文具?</p> <p><u>Speaker 講者:</u> Mr Masayuki Takabatake, Stationery King, Japan 文具王 高畑正幸先生</p>
3:30pm – 3:45pm	<p>Panel Discussion</p> <p>Moderator: Mr Patrick Ng, Senior Buyer, Stationery & Moving Departments, City’super Limited City’super Limited 文具及禮品部資深採購員 吳子謙先生</p>

Organisers 主辦機構:



Remarks 備註:

- Free admission. Seats are granted on a **first-come-first-served basis**. 免費入場。座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organisers reserve the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

About the Speakers 講者簡介



Mr Yukitoki Tabata, Manager, Overseas Product Planning Department, Global Marketing Division, Stationery Operational Headquarters, Kokuyo Co., Ltd

国誉株式会社 **Stationery** 事業本部 海外市場部 商品企劃經理 田畑幸辰先生

Mr Tabata joined Kokuyo in 2004 and began his career with the product planning of Notebooks and glue. His major works includes the “Campus Notebook-Dotted Rule-”, “SYSTEMIC (cover notebook)”, and “Dotliners Fits (Tape Glue” etc. After launching the design-stationery brand “Trystrams”, he has been appointed to pioneer the European market along with product planning, and moved onto overall global markets. Mr Tabata was appointed to Product Planning Manager in 2016.

田畑先生在 2004 年加入 KOKUYO 公司，負責筆記簿及黏貼產品開發工作，當中主要包括「Campus 點點線筆記簿」，「SYSTEMIC 手帳」，及「DOTLINER 雙面膠帶」等產品的開發工作。當設計系列副線「Trystrams」面世後，田畑先生即被任命負責歐洲市場開拓及商品企劃，負責範圍及後更擴展至全球市場。2016 年，田畑先生被任命為商品企劃經理。

Presentation Summary 演講內容

The presentation shall begin with reviewing the “human centered design” – usability, universal design, user experience. It shall also cover the recent trend in stationery – user experience design.

透過回顧以人為本的設計，包括可用性、通用設計以及用戶體驗，並與大家分享文具業最新的趨勢 – 用戶體驗設計。



Mr Masayuki Takabatake, Stationery King, Japan

文具王 高畑正幸先生

Mr. Takabatake was born in 1974 in Marugame, Kagawa Prefecture. He took part in TV champion, a variety show on TV Tokyo, and was made Japanese stationery Maniac Champion. He retained the same title during two further series, and was made King of Stationery in 2005. He coordinated product development projects for Sun-Star Stationery Co. for 10 years until 2012. He was awarded Good Design Award for many

times and formed stationery talk unit 'BUNGU-JAM', and now perform in various stationery events.

高畑正幸先生在 1974 年於日本香川縣丸龜市出生。他從《電視冠軍》日本全國文具王大賽脫穎而出，連續三屆皆稱霸冠軍紀錄，如今已成為文具圈中不可或缺的靈魂人物，他將自己的熱愛付諸行動，以文具為職曾於日本 Sun-Star 文具公司擔任產品開發達 10 年後，於 2012 年離職。他曾多次獲得 Good Design Award 大獎並組成文具脫口秀組合「BUNGU-JAM」，現活躍在各種文具活動中。

Presentation Summary 演講內容

The world is becoming digitalised, and communication is undergoing a massive change, why is Stationery in its boom? What will the future for stationery become? Mr Takabatake would like to discuss on the strategies for the hereafter as well as looking back at the real nature of Stationery products.

現今社會越趨科技化，人與人之間的溝通產生了重大變化，但為什麼文具於這世代依然興盛？高畑正幸先生將會講解文具產品原來的性質從以探討文具於這時代往後的轉變。



Mr Patrick Ng, Senior Buyer, Stationery & Moving Departments, City'super Limited

City'super Limited 文具及禮品部資深採購員 吳子謙先生

Patrick has a dramatic history of career after his graduation from the Psychology department of the University of Manitoba since 1994. Soon after coming back to Hong Kong, he was among the first generation of internet business developers, exposed to wide experiences in customer services, network operations, e-commerce and software development, working for Hong Kong Star Internet and i-CABLE. In a surprising turn of events in 2003, he switched to a brick and mortar retail business as a stationery buyer for city'super.

To Mr. Ng, the career path evolved quite naturally, merging his love of art and craft with technologies and connections in a very real world of commerce. Crediting his father's business as a Chinese painting collector, his exposure to fine art since childhood allows him to see the finer details and taste in product selection. Today he travels around the globe to hunt for interesting products for city'super and LOG-ON stores. His expertise in consumer psychology helped popularize brands like Moleskine, Lomography, Traveler's Notebook and Cyberclean. He is responsible for product sourcing, brand development, new store concepts and overseas development.

At his leisure, he writes a popular blog called "Scription - thoughts on stationery and beyond" (scription.typepad.com), covering in meticulous details reviews of products and unique shops he find from his intensive travel. Being an advocate of GTD and mind mapping practices, he often share interesting customization and craft projects on the blog.

吳子謙先生自 1994 年從加拿大 **Monitoba** 大學心理學系畢業後，他的職業生涯有一個戲劇性變化。回港後不久，他是第一代互聯網業務的開發者，工作於香港**星光國際網絡**及有線寬頻，擁有豐富客戶服務、網絡營運、電子商務和軟件開發經驗。

於 2003 年他轉投零售業務，並成為 **city'super** 的文具及禮品部採購員。

吳先生的職業發展很自然地將他對藝術和工藝品的熱愛與科技和現實商業社會連接一起。由於他的父親是一名中國畫收藏家，吳先生自幼就接觸藝術，使他擁有細緻及獨特的審美品味。現在，他為 **city'super** 和 **LOG-ON** 前往世界各地搜羅新穎有趣的產品。他負責產品採購、品牌發展、新商店概念和海外發展。他對於消費心理方面的專業知識幫 **Moleskine**、**Lomography**、**Traveler's Notebook** 和 **Cyberclean** 等品牌變成潮流商品。

閒暇時，他會撰寫一個非常受歡迎的個人網誌 – **Scription - thoughts on stationery and beyond** (scription.typepad.com)，網誌內細緻的描寫及評論他旅遊時看到的產品及到訪過的特別商店。作為一個倡導的 **GTD** 和思維導圖做法的人，他經常在網誌內分享有趣的個人化工藝項目。