

**Mr Dewitt Chik**

President, Low Carbon Design Society of Hong Kong

With over 28 years of design innovation practice, Dewitt is a seasoned & versatile Strategic Design Expert. He has designed a wide spectrum of products such as life style product, toys & premiums, home appliances, consumer electronics, notebook computer, telecom product, security system, scooter & rehabilitation product, kiosks, ATM, POS system as well as MTR Control Room. Over the years, Dewitt has finished over 600 unique designs & swept significant design awards in various consumer and industrial product categories.

香港低碳設計協會 會長 植觀賢先生

植觀賢先生從事產品創新工作28年，是富經驗的設計業略多面手。其創作層面博而精，涵蓋時尚生活產品、玩具禮品、家電、消費電子產品、電腦通訊產品、保安系統、電動車、醫療器材、自助K的OSK、ATM櫃員機、金融交易終端以至港鐵中央控制室等。他多年來完成了超過六百項設計!在不同消費及專業產品領域之設計比賽中屢獲大獎。

**Ms Linda Wai Ping Ho**

Chief Executive Officer, Green Council

Linda W.P. Ho is an expert in environmental areas. She joined Green Council (GC) as a Chief Executive Officer since May 2000, taking the lead in planning, organising and implementing various business-oriented, educational and awareness-raising environmental projects, including Hong Kong Green Label Scheme (HKGLS), China Environmental Labeling Program, Communications and Interaction with the Business Community and Government, Hong Kong Green Purchasing Charter and Environmental Dialogue.

環保促進會 行政總幹事 何惠萍女士

何惠萍女士在環境保護方面擁有專業的知識及經驗。她於2000年5月成為環保促進會行政總幹事!帶領該會策劃、統籌及實踐多個針對商界、教育及提升環保意識的活動!當中較重要的包括香港環保標識計劃、中國環境標誌產品認證計劃、香港環保採購章!以及與商界及政府在環境範疇上的推廣及交流。

**Ms Eva Lee**

Product Manager, Gift & Stationery, Popular Book Co Ltd

With more than 10-year procurement experience and aiming to meet customers' demand for high quality and innovative designs, Eva broke the confinement of traditional stationery shop, introduced different series of Southeast Asian local gifts and creative stationery so as to promote and showcase the distinctive characteristics of those products to customers. This also provides an opportunity for local and overseas stationery suppliers to gain direct marketing access, introduce their design concepts and product specialties to customers.

大眾書局有限公司 文具都產品經理 李彩霞小姐

憑藉10多年的採購經驗及針對日益講求質素和品味的顧客需要，李彩霞小姐突破傳統文具店的框框，引入了東南亞及本地不同系列的禮品及創意文具，並特別以專題的方式陳列及推廣，將產品的特性展現於顧客眼前。此舉亦為本地及海外文具產品開發者提供一個最有效接觸普羅大眾的機會，直接將系列的设计概念及用品特色介紹給顧客。

**Mr Patrick Ng**

Senior Buyer, Stationery & Moving Departments, city'super Limited

Patrick merges his love of art and craft with technologies and connections in a very real world of commerce. He travels around the globe to hunt for interesting products for city'super and LOG-ON stores. Apart from product sourcing, he is also responsible for brand development, new store concepts development and overseas business expansion. His expertise in consumer psychology helped him in popularizing many of the city'super's brands. At his leisure, he writes a popular blog called "Scription - thoughts on stationery and beyond" (scription.typepad.com), covering meticulous reviews of products and unique shops he found from his intensive travel.

city'super Limited 文具及禮品都資深採購員 吳子謙先生

吳子謙先生把對藝術和工藝品的其與科技及現實商業社會連接在一起，為city'super和LOG-ON前往世界各地搜羅新穎有趣的產品。除了產品採購，他亦從事品牌發展、新商店概念發展和海外業務拓展等工作。他於消費心理這方面的專業知識幫助他把一眾city'super的品牌變成潮流商品。

閒暇時，吳先生會撰寫個人網誌 — Scription - thoughts on stationery and beyond (scription.typepad.com)。這個非常受歡迎的網誌內細緻地描寫及評論了他旅遊時看到的產品及到訪過的特別商店。

**Mr Simon Price**

Head of Asian Sourcing, WHSmith (Asia) Limited

Being the Head of Asian Sourcing of WHSmith (Asia) Limited, Simon has based in Asia for 10 years, focused on stationery product development and design, worked in buying and merchandising for major UK high street brands including WHSmith, Ryman, Dillons Bookstores, Halfords, and Athena. He also manages regional sourcing from Asia Pacific for stores in the UK, Middle East and Asia Pacific.

WHSmith (Asia) Limited 亞洲區採購主管 馮西門先生

WHSmith (Asia) Limited 的亞洲區採購主管馮西門先生紮根亞洲10年，專注於文具產品開發及設計工作，並為WHSmith、Ryman、Dillons Book stores、Halfords和Athena等英國著名品牌提供貨品採購服務。

此外，他亦管理WHSmith大區的採購工作，為英國、中東以及亞太等地區的商店提供文具產品。

**Mr Kelly Sze**

Chairman, Hong Kong Designers Association

Kelly has been engaged in the design industry for over 20 years and is considered one of the pioneers of interactive design in Hong Kong. He is the co-founder of Edeas Limited, one of the most successful independent interactive agencies based in Hong Kong.

As Creative Director of Edeas, Kelly is responsible for the overall quality and effectiveness of its projects by overseeing every aspect of the creative process and working closely with its clients. Kelly's multidisciplinary experience extends his skills from traditional graphic design to interactive design, which combines creative, marketing and technology skills to conceive a total brand experience.

香港設計師協會 施家禮先生

施家禮先生為資深設計師，於設計及網頁業務規劃方面擁有逾20年經驗，為裕德堂有限公司創辦人之一。作為裕德堂之創作總監，他主要管理創意及設計業務規劃、執行及顧問服務等工作，與多個本地及國際知名品牌合作無間並屢獲本地及國際性獎項。

累積多年的實踐經驗，施先生充分運用不同設計範疇的思維和創意、市場推廣與資訊科技的互相配合，為企業提供更為全面的品牌體驗。

The 3rd Hong Kong Stationery Award is a concurrent event of the Hong Kong Stationery Fair 2012. For more information regarding the event, please visit our official website at www.hkstationeryfair.com

第三屆香港文具大獎為2012年香港國際文具展之活動，如欲查詢詳情，請瀏覽大會網頁

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The 3rd Hong Kong Stationery Award

第三屆香港文具大獎

Winning Entries

得獎作品

9-12/1/2012

Hong Kong Convention and Exhibition Centre
香港會議展覽中心



Organisers 主辦機構:



messe frankfurt



www.hkstationeryfair.com



Winning Pieces of the 3rd Hong Kong Stationery Award 第三屆香港文具大獎得獎作品

Theme 設計主題 : The Art of Stationery 文房藝術

The Grand Award 卓越大獎



Title of Entry 作品名稱 : Stylus Ball Point Pen
(Lolly Pop Stylus Pen)

Winner 得獎公司 : WITH CNS Co., Ltd.

Design Concept 設計概念 :

This Lolly Pop Stylus Pen imitates the image of sweet and colourful lolly pop candy. It is made with fluffy and colourful synthetic fur and fully covered by transparent case such that it can be better protected and remained the original shape. It can be used in iPhone and other touch screens. The suggested retail price is USD10.

適用於iPhone及其他觸控屏幕的Lolly Pop Stylus Pen外形有如棒棒糖，由色彩豐富的合成軟毛製成，並以透明外殼保護。這款「一筆兩用」的圓珠筆，建議零售價為10美元。

The Merit Award 優異獎



Title of Entry 作品名稱 : Suits of Children's
Study Treasures
兒童書法文具套裝

Winner 得獎公司 : Kanai (Beijing) Co., Ltd.
侃愛(北京)商業有限公司

Design Concept 設計概念 :

The Suits of Children's Study Treasures creates an interesting experience of traditional Chinese culture for children. Products include Chengni ink stone, brushes, copybooks for calligraphy and Wunderkammer completely made of pure wood which can be used as packaging materials to fix goods in the box or as brush racks to hang brushes. The suggested retail price is RMB398.

這套兒童書法文具套裝設計有趣，有助培養兒童對傳統文化的興趣，產品包括硯台、墨汁、字帖及毛筆，以及由純木製成的多寶盒，既可作為筆架懸掛毛筆，又可收納擺放物品和玩具，建議零售價為398元人民幣。

The Merit Award 優異獎



Title of Entry 作品名稱 : Book Binding Kit

Winner 得獎公司 : Bibon

Design Concept 設計概念 :

This Book Binding Kit allows users to show their creativity and DIY their own note book in a simple way. They can put any cover or decoration they like, hence have their own unique note book in the world.

這個DIY套裝讓用家發揮創意，自製設計獨一無二的記事簿。

The Merit Award 優異獎



Title of Entry 作品名稱 : Acrylic Stationery
壓克力文具

Winner 得獎公司 : Yow Sheen Acrylic Co., Ltd.
又新壓克力股份有限公司

Design Concept 設計概念 :

These products are made of acrylic materials, presenting a transparent texture. With neat and elegant designs, they are suitable for both personal use or as gifts.

以壓克力材質展現透明質感，輕巧優雅的設計，送禮自用皆適合。

The Merit Award and The Most Popular Award 優異獎及最受歡迎大獎



Title of Entry 作品名稱 : School Back Pack
書包

Winner 得獎公司 : Avec Enterprises (HK) Ltd.
崇弘企業有限公司

Design Concept 設計概念 :

The main feature of H2F backpack is its pneumatic suspension system which reduces pressure, and the H2F backpack's combination of major components can be split to achieve backpack and frame combinations which enables unique designs. It is also equipped with strap memory foam which greatly enhances comfort and effectively avoids the body from spine injury. The suggested retail price is HKD799.

H2F背包設有智能自動充氣氣墊及氣壓避震系統，這個緩衝裝置能保重脊椎，減低重物造成的壓力。另外，H2F背包的主要部件可分拆組合，實現背囊與支架之自由組合，設計獨特。建議零售價為799港元。

