

Ms. June Lau
Founder
novel

5 September 2016

DFA Design for Asia Awards 2016 Winner Notification

Dear Ms. June Lau

Congratulations! On behalf of the Hong Kong Design Centre, I am delighted to inform you that your design project has been awarded the **DFA Design for Asia Awards 2016** in recognition of its design excellence by the international judging panel. The judging has been successfully completed in the mid of July by a panel of world-renowned design professionals from a variety of business and design disciplines with experience locally and internationally.

Award Details

Project Name : Novel - pocket art
Entry No. : A5-00098
Award : Bronze Award

Winner Package

As the DFA Design for Asia Awards winner, your winning project will be promoted to the regional and global audience through different platforms, and also be featured on the DFA Awards Publication, exhibition and website.

Entitlements for each award (please refer to the appendix for the overview of winner package):

1. Invitation to the DFA Awards Presentation Ceremony* on 30 November
2. One complimentary DFA Awards Publication
3. One trophy (Grand/ Culture/ Sustainability/ Technology/ Gold/ Silver/ Bronze)
4. One certificate
5. Selected winning projects will be showcased in the DFA Awards Exhibition at the Inno Design Tech (IDT) Expo by Hong Kong Trade Development Council on 1 – 3 December
6. Authorized to use the DFA Design for Asia Awards endorsement mark for promotion
7. Invitation to the Business of Design week (BODW) Opening Ceremony* on 1 December
8. One complimentary pass for DFA Design for Asia session at BODW* on 1 December

* More details will be provided in late October 2016

Publication & Promotional Fee – Bronze Award: HK\$3,000

A mandatory Publication and Promotion Fee is applicable for you to enjoy the privileges of the aforementioned winner package upon your acceptance of the award.

Kindly login to <https://dfaaward.com> (please use Chrome for the best viewing experience) to proceed your payment of Publication & Promotional Fee, and complete the online form with your project information and RSVP to the DFA Awards Presentation Ceremony by **23 September, Friday**.

Official Announcement & Use of Endorsement Mark

The result is strictly confidential and embargoed until the Hong Kong Design Centre's official announcement is made by early November 2016. The endorsement mark and usage guideline will be provided for award winners by 31 October 2016 upon your acceptance of the award(s). Winners can announce their projects as awardees and use the endorsement mark from 1 November 2016 onward.

Once again, thank you very much for your participation and support which enlightened our DFA Design for Asia Awards this year. We are looking forward to meeting you at the DFA Awards Presentation Ceremony.

Should you have any enquiry, kindly contact Ms Sheryl Leung at (+852) 3793 8446 or via email sheryl.leung@hkdesigncentre.org

Yours sincerely,



Isabella Chow
Assistant Director, Programme
Hong Kong Design Centre

Appendix

A) Winner Package Overview

| | Grand | Culture Sustainability Technology | Grand Award Finalist | Gold | Silver | Bronze | Merit |
|---|--------------|-----------------------------------|----------------------|--------------|---------|---------|---------|
| Publication & Promotion Fee (HK\$) | \$5,000 | \$5,000 | \$1,500 | \$4,000 | \$3,000 | \$3,000 | \$2,000 |
| 1. Invitation to the DFA Awards Presentation Ceremony (30 Nov) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 2. Complimentary DFA Awards Publication | One | | | | | | |
| 3. Trophy | One | | N/A | One | | N/A | |
| <i>EXTRA</i> trophy (HK\$) | \$4,500 each | | N/A | \$3,500 each | | N/A | |
| 4. Certificate | One | | | | | | |
| <i>EXTRA</i> certificate (HK\$) | \$500 each | | | | | | |
| 5. Showcase at the DFA Awards Exhibition (1-3 Dec) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 6. Use of the DFA Design for Asia Awards endorsement mark | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 7. Invitation to the BODW Opening Ceremony (1 Dec) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 8. Complimentary pass for DFA Design for Asia session at BODW (1 Dec) | One | | | | | | |

Remark:

Publication & Promotion Fee is mandatory for each winning project.

e.g.: If the same project wins two awards at the same time, two “Publication and Promotion Fee” will be applied and two winner packages will be offered.

B) Winner Package Details:

1. DFA Awards Presentation Ceremony

- Date: 30 November 2016 (Wednesday)
- Time: 5:30pm – 7:30pm
- Venue: Hong Kong, exact location to be updated
- Maximum of four attendees from each award
- More details will be announced in October 2016

2. DFA Awards Publication

- Introduction of all winning projects and contacts of award winners
- Award winners are required to provide more information/ images of winning project for the Publication write up if required

3. Trophy & Certificate

- Project name and company name will be printed on the trophy and certificate
- Trophy and/ or certificate as well as DFA Awards Publication will be distributed in the DFA Awards Presentation Ceremony
- Off-site pick up or delivery of trophy/ certificate can be arranged for those who are absent from the ceremony. The related delivery cost will be borne by the award winners. Details will be provided in the mid of December.
- Extra trophy/ certificate can be ordered at http://www.hkdc.hk/download/awards/DFAA2016_ExtraTrophy&Cert_OrderForm.docx

4. Business of Design Week Opening Ceremony and DFA Design for Asia Session

- Date: 1 December 2016 (Thursday)
- Time: To be updated
- Venue: Hong Kong Convention and Exhibition Centre
- More details including RSVP will be announced in October 2016
- More information on BODW at www.bodw.com

C) Key Dates

| | | |
|----------------|-----------|---|
| 23 Sep | Fri | Complete payment of Publication & Promotion Fee and online form |
| By 1 Nov | Tue | Public announcement of award winners |
| | | Award winners announces their projects as awardees and use the endorsement mark |
| 28 Nov – 3 Dec | Mon – Sat | Business of Design Week (BODW) |
| 30 Nov | Wed | DFA Awards Presentation Ceremony |
| 1-3 Dec | Thu – Sat | DFA Awards Exhibition (IDT Expo) |
| 1 Dec | Thu | BODW Opening Ceremony |
| | | DFA Design for Asia session at BODW |
| 2 Dec | Fri | BODW Gala Dinner |