



# WHERE CREATIVITY SHAPES THE WORLD

Free the imagination, that's the philosophy of the PolyU School of Design and it has led to some of the world's most innovative design breakthroughs. Our passion for bridging the gap between the material world and the people who live in it has helped make the world a more user-friendly and beautiful place.

In 2008, SizeChina, a programme aimed at creating a digital reproduction of Chinese head and face shapes was unveiled to the world. This database, created in response to the fact that Western products rarely fit Chinese heads, proved invaluable to manufacturers. And at the International Design Excellence Awards (IDEA) co-sponsored by *BusinessWeek* and the Industrial Designers Society of America, it fittingly won Best in Show and a Gold Medal in the research category.



THE HONG KONG  
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