

Jockey Club's generosity fuels innovation

賽馬會慷慨捐款推動創新



(from left) Jockey Club Executive Director, Charities, Mr Douglas So; PolyU Council Chairman the Hon. Marjorie Yang; Jockey Club Chairman Mr T. Brian Stevenson; PolyU President Prof. Timothy W. Tong; and Dean of PolyU School of Design Prof. Cees de Bont host the JCDISI announcement ceremony. (左起) 香港賽馬會慈善事務執行總監蘇彰德先生、理大校董會主席楊敏德議員、香港賽馬會主席施文信先生、理大校長唐偉章教授及設計學院院長Cees De Bont教授一同主持宣布成立「賽馬會社會創新設計院」的典禮。

HK\$249 million donation to boost Innovation Tower project and fund Design Institute for Social Innovation.

「創新樓」及「社會創新設計院」項目喜獲港幣二億四千九百萬元善款資助。

Innovation is a crucial element of PolyU's mission. That is why PolyU constantly searches for new knowledge, new processes and new designs to drive the University forward. In 2010, The Hong Kong Jockey Club Charities Trust has pledged to support the University's initiative in constructing the Jockey Club Innovation Tower that set to house the School of Design and the Jockey Club Design Institute for Social Innovation (JCDISI). With a very generous donation of HK\$249 million, the contribution has enabled PolyU to actualize its vision in design research and innovation. With Jockey Club Innovation Tower rising above the campus from mid-2013, a new era of innovative scholarship, collaboration and application is about to begin.

The benefaction will support state-of-the-art facilities within the Jockey Club Innovation Tower. Prof. Cees de Bont, Dean of the School, recently commented that "the building will definitely become a landmark and strengthen Hong Kong's status as a design hub".

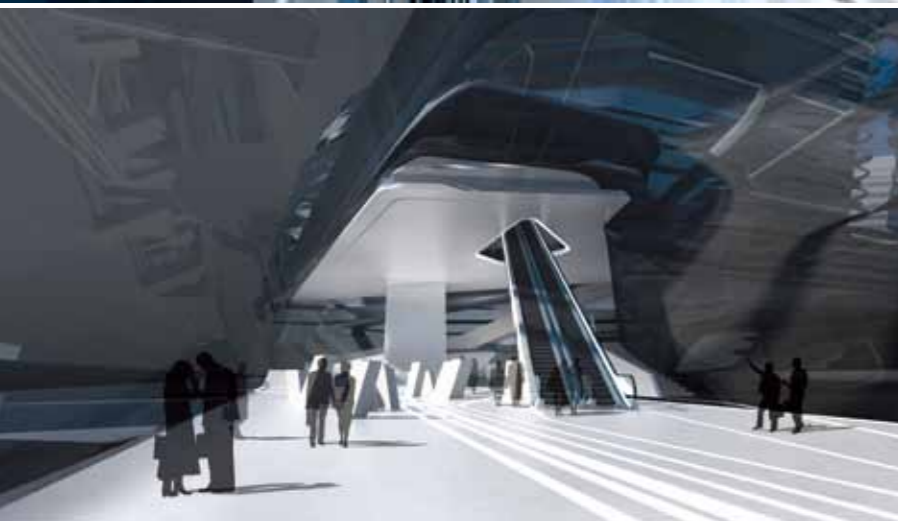
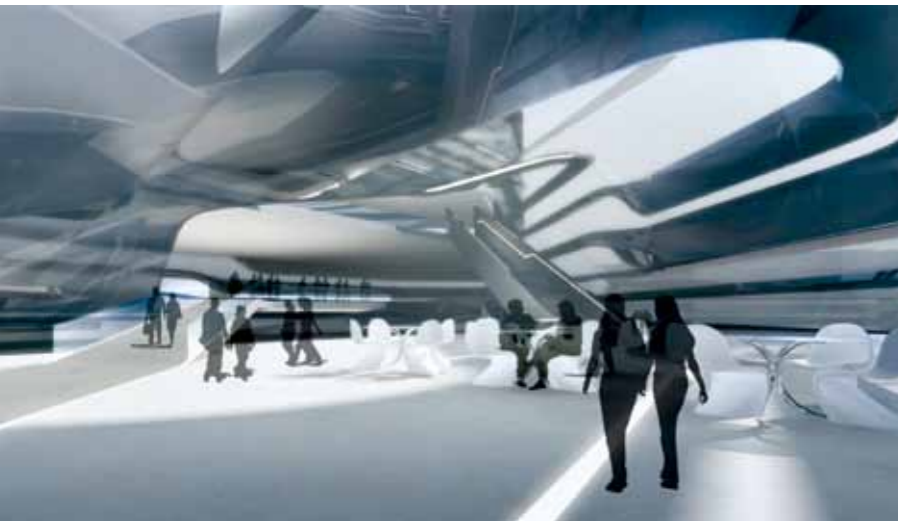
Remarking on the extent of the funding, PolyU President, Prof. Timothy W. Tong, said that "this is the largest single donation ever received by the University since its establishment in 1937". He went on to thank the Jockey Club for its outstanding generosity and its support for "many other initiatives undertaken by PolyU over the years".

The Jockey Club Design Institute for Social Innovation will serve as a platform for developing promising design ideas with socially innovative elements. The Jockey Club will support JCDISI's establishment and fund its operating expenses for the first three years.

Speaking at the announcement of the initiative in January, Mr T. Brian Stevenson, Chairman of The Hong Kong Jockey Club, remarked that JCDISI will "provide a springboard for community education and training; foster student learning and help nurture a new generation of design professionals who are not only innovative but also socially conscious".

As an integral part of the School of Design, JCDISI is expected to become a 'third space' in the Hong Kong design landscape. It will conduct seminars and workshops and offer lectures targeting the Hong Kong design community, secondary and tertiary students, families, NGOs, community leaders and the general public.

From a research perspective, JCDISI will bridge academia and business by focusing on the development and commercialization of innovative multidisciplinary design products. It will also develop and promulgate best practices in design innovation for social good.



Within JCDISI, all design work will be grouped under four strategic themes that reflect the School of Design's core competencies: service design, sustainable environment, holistic health and adolescent and family development. Each theme will focus on emerging social needs in Hong Kong and the Pearl River Delta region. For instance, Prof. Martin Smith, Chair Professor of Industrial Design, explained that the sustainable environment theme "will look at and focus on transportation design systems within the Pearl River Delta region and Hong Kong proper".

Each thematic grouping will offer faculty members the opportunity to have closer contact with industry. Students will also benefit from working more closely with faculty members and being exposed more thoroughly to industry expectations.

Also in planning for when JCDISI is fully operational is an annual Design for Social Innovation Festival. The event will provide a creative platform for local, regional and international members of the design community to exchange views on socially innovative design. The Festival will culminate each year in the presentation of an award to an individual or group whose work best exemplifies the design for social innovation ethos.

Given their wide scope, JCDISI activities are expected to directly reach over 10,000 people each year, and very many more indirectly.

Combining JCDISI and Jockey Club Innovation Tower together will make them a highly visible marker of not just PolyU's but all of Hong Kong's design prowess. Prof. John Heskett, Chair Professor of Design, commented that the facilities available for "both joint projects with other disciplines and other institutions outside Hong Kong on a multidisciplinary basis" would mean that "Jockey Club Innovation Tower could become one of the world's leading research institutes in the field of design".

The practical outcome of this process will be a better quality of life in Hong Kong. As Mr Alvin Yip, Assistant Professor at the School of Design, put it, "this is very important for Hong Kong to rethink, to research and redesign to become a more sustainable city".

The Hong Kong Jockey Club deserves every plaudit for its very substantial role in helping to make Jockey Club Innovation Tower and JCDISI a reality. And PolyU will ensure that the Institute's vision is realized.



「創新」是理大使命的重要元素，因此理大在推動大學向前邁進的過程中，不斷尋求新知識、新進程和嶄新設計。香港賽馬會慈善信託基金於二零一零年承諾支持理大構思興建「賽馬會創新樓」，並將設計學院和「賽馬會社會創新設計院」設於大樓內。香港賽馬會更慷慨捐贈港幣二億四千九百萬元，促使理大在設計研究與創新領域的抱負能夠實現。隨着「賽馬會創新樓」於二零一三年年中聳立於校園內，一個創新學術、協作和應用的新年代亦將正式開始。

該筆捐款將資助購置大樓內的先進設施。理大設計學院院長 Cees de Bont 教授表示：「大樓將會成為香港的地標，並提升香港作為設計樞紐的地位。」

理大校長唐偉章教授表示：「這是大學自一九三七年創校以來最大筆的單一捐款。」他衷心感謝香港賽馬會的慷慨支持，以及它多年來支持理大所開展的其他眾多項目。

「賽馬會社會創新設計院」將提供一個平台，以發展既優秀且能造福社會的創新設計意念。賽馬會除支持「賽馬會社會創新設計院」的成立，亦為其首三年的運作提供資助。

香港賽馬會主席施文信先生在一月公布這項設施的典禮上表示，「賽馬會社會創新設計院」將會成為社區教育及培訓的跳板，鼓勵同學學習，協助培養具創新思維及社會意識的新一代設計人才。

「賽馬會社會創新設計院」是理大設計學院重要的一部分，勢必成為香港設計領域的「第三度空間」，為香港設計界、中學和大專學生、家庭、非政府機構、社區領袖和公眾人士等舉辦研討會、工作坊及講座。

在研究的層面上，「賽馬會社會創新設計院」將成為高等院校與工商業界之間的橋樑，致力就跨界別的創意設計進行研究及商品化，並發展及推動創新設計的最佳模式，以造福社會。

「賽馬會社會創新設計院」的工作將分為四大策略性主題，反映理大設計學院的核心競爭力，它們分別是：服務設計、可持續環境發展、全人健康，以及青少年與家庭發展。這四大主題將回應香港及珠

三角地區社會發展的需要。例如：工業設計講座教授 Martin Smith 教授解釋道：「『可持續環境發展』主題將集中研究珠三角地區和香港的交通系統設計。」

每個主題都可讓老師與業界作更緊密的聯繫。此外，學生與老師的合作亦將更緊密，並可更透徹地了解業界的期望。

當「賽馬會社會創新設計院」全面投入運作後，該院將每年舉行「社會創新設計節」，為本地、區內以至全球設計從業員提供一個創新平台，就社會創新設計進行互相交流。在每年的設計節中，將頒授一項個人或團體大獎，以表揚最能體現社會創新精神的設計。

由於「賽馬會社會創新設計院」涉獵的範疇廣闊，預計每年將有過萬名人士直接參與其活動，而間接參與的人士亦將多不勝數。

「賽馬會社會創新設計院」及「賽馬會創新樓」的結合，將不但是理大設計實力的一個清晰標誌，而且代表着整個香港設計業的力量。設計講座教授 John Heskett 教授表示，大樓內提供的設施，可供學院與其他香港境外機構合作進行跨學科、跨界別的專題研究，這意味着「賽馬會創新樓」將成為其中一所全球領先的設計研究院。

整個計劃將有助提升香港的生活質素。正如設計學院助理教授葉長安先生形容：「這個項目對於香港進行重新思考、研究及設計，以期成為一個更佳的可持續發展城市，是非常重要的。」

「賽馬會創新樓」和「賽馬會社會創新設計院」的興建計劃能夠順利進行，實在有賴香港賽馬會的鼎力支持。理大由衷地感謝賽馬會在這項目中所發揮的重要作用，同時將確保「賽馬會社會創新設計院」的抱負逐一實現。◆