

## Chairman message

Year 2011 is certainly a remarkable year to HKIDA. This year is HKIDA's 20th anniversary. It substantiates HKIDA's effort and development in raising profession standards of interior industry.

To project our new visions and plans to better serve the community, HKIDA is revamping our corporate identity. Our new image encompasses refreshing HKIDA logo, name cards, newsletters, website, etc. The young and energetic identity visualizes our news missions which have set out to achieve in the coming year.

In this 20th anniversary, HKIDA is pledged to hone ceaselessly and encourage Hong Kong designers to dare, try and challenge themselves and each other. Let's foster Hong Kong designers among worldwide professionals.



## HKIDA Happenings



### HKIDA EXECUTIVE COMMITTEE MEMBERS 2011

- |  |  |
|--|--|
| 1. Kinney CHAN<br>Chairman   | 8. Margaret LAI<br>Member of Education,<br>Member of APIDA 2011            |
| 2. Horace PAN<br>Vice-chairman,<br>Chairman of RIDA Project                      | 9. Po Po LEUNG<br>Chairlady of APIDA 2011,<br>Member of Education          |
| 3. Joey HO<br>Vice-chairman (Local Affairs)                                      | 10. Flora LAU<br>Member of Public Relations                                |
| 4. Antony CHAN<br>Vice-chairman (Int'l & PRC Affairs),<br>Chairman of Membership | 11. Timothy CHENG<br>Chairman of Public Relations,<br>Member of APIDA 2011 |
| 5. Peter WONG<br>General Secretary, Treasurer                                    | 12. Tris KEE<br>Member of Education  |
| 6. Teresa HO<br>Member of Membership   | 13. Wesley LIU<br>Member of Education                                      |
| 7. Louisa YOUNG<br>Chairlady of Education,<br>Member of RIDA Project             | 14. Patrick LEUNG<br>Honorary Advisor                                      |

### 2ES SURVEY KICKS OFF

2Es represents Education and Experience. HKIDA is the main sponsor of 2E Survey with an aim to look at the education system for interior design in Hong Kong as well as uncover key statistics about the industry in general.

#### Interior Design Roundtable

12 Feb 2011, InnoCentre, Hong Kong

The first roundtable meeting of 2Es is held. With information obtained from these surveys, prominent members of the profession and key stakeholders will hold a series of roundtable meetings to formulate a report for improving the industry. This report will be delivered by the end of 2011.



#### EAST GATHERING TOKYO

15 - 16 Feb 2011, Tokyo, Japan

Following the success of East Gathering HONG KONG in 2010, we head on the next station, East Gathering TOKYO. HKIDA's Hong Kong speakers had talk sessions with representatives from Japan and Korea, attracting estimated 800 audiences.

#### EAST GATHERING SEOUL

31 Mar to 1 Apr 2011, Seoul, Korea

Our last station will be in Seoul. Seminar will be held to continue the exchange between the three cities. Stay tuned with us for more details.

### IFI DFIE GLOBAL SYMPOSIUM

17-18 Feb 2011, New York City, USA

DFIE is a global IFI policy initiative, exploring the value, relevance, responsibility and identity of Interior Architecture/Design. In 2010, a series of DFIE Think Tanks were held in every world region in addition to an online electronic survey.

HKIDA presented the Asia Think Tank report at the Global Symposium - stage two of this five part initiative - to review the findings, debate core elements and, by consensus, arrive at important next steps for the adoption and implementation of this critical criteria.



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