Dear HKIDA Members,

Welcome to the second issue of HKIDA E-Newsletter which will be updated constantly! Here the members will be able to keep abreast with the hottest information, latest developments and activities of HKIDA as well as that of the interior design industry in Hong Kong and Asia Pacific region. Your views and comments are appreciated for the production of this newsletter in the coming issues. (Please send to admin@hkida.com)

Call for Submission - Members’ Project Directory

Members’ Project Directory which lists the projects and a short introduction of each member will be launched in Hong Kong and other Asia Pacific region in November 2006. More than 4000 copies of Directory will be distributed to HKIDA members, industry and public for free. Professional Members please submit 5 photos (300 dpi in jpg format) of your projects with 1 personal photo (300 dpi in jpg format), updated correspondence address, emails and/or company web site and 150-200 words self-description in point form or paragraph (in word format). Ordinary Members are requested to submit your contact information as mentioned above. Members please send the information to us in Chinese and English to ivy@hkida.com by 6 October 2006. Details and layout are attached for our reference. You are welcome to visit our new revamped website for more details.
14th Asia Pacific Interior Design Awards 2006 – Talented Outstanding Professional

T.O.P. will be the theme of APIDA 2006. Last year, the theme of APIDA 2005 was “Let’s be Pro” and this year HKIDA would like to bring out these three words **Talented Outstanding Professional**. APIDA aims to give industrial recognition to the Talented designers, to acquire the new talents and their Outstanding projects as well as to promote Professional standards among interior design practices. Let’s wait and see the result of the first round judging on 19 October 2006 at Conrad Hotel.

The Award Presentation Ceremony and the Gala Dinner will be held on 17 November 2006 at Conrad Hotel. Members are cordially invited to join us at this annual grand event.

The local and international judges are as below:

<table>
<thead>
<tr>
<th>Name</th>
<th>Local / International</th>
<th>Position</th>
<th>Company</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Arnold CHAN</td>
<td>International</td>
<td>Founder</td>
<td>Isometrix Lighting &amp; Design Ltd.</td>
<td>UK</td>
</tr>
<tr>
<td>Mr. Tony CHI</td>
<td>International</td>
<td>Founder</td>
<td>Tonychi and Associates</td>
<td>USA</td>
</tr>
<tr>
<td>Ms. Reiko KAWAKAMI</td>
<td>International</td>
<td>President</td>
<td>Japan Interior Designer Association</td>
<td>Japan</td>
</tr>
<tr>
<td>Mr. Sai Lai ZHANG</td>
<td>International</td>
<td>Chairman</td>
<td>China Institute of Interior Designer</td>
<td>PRC</td>
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<tr>
<td>Mr. Vincent NG</td>
<td>Local</td>
<td>Vice President</td>
<td>Hong Kong Institute of Architects</td>
<td>HK</td>
</tr>
<tr>
<td>Mr. Raymond FUNG</td>
<td>Local</td>
<td>Committee</td>
<td>Hong Kong Designers Association</td>
<td>HK</td>
</tr>
<tr>
<td>Mr. Akira GONDO</td>
<td>Local</td>
<td>Architect</td>
<td>Guild Design Associate</td>
<td>Japan</td>
</tr>
<tr>
<td>Ms. Lorraine JUSTICE</td>
<td>Local</td>
<td>(Head of SD)</td>
<td>School of Design, The Polytechnic University of Hong Kong</td>
<td>HK</td>
</tr>
<tr>
<td>Prof. T.P. LEUNG</td>
<td>Local</td>
<td>Immediate Past Vice President Artist and Movie Star</td>
<td>The Polytechnic University of Hong Kong</td>
<td>HK</td>
</tr>
<tr>
<td>Mr. Simon YAM Tat Wah</td>
<td>Local</td>
<td>Chairman</td>
<td>The Chartered Society of Designers, Hong Kong</td>
<td>HK</td>
</tr>
<tr>
<td>Mr. Kelvin KOO</td>
<td>Local</td>
<td></td>
<td></td>
<td>HK</td>
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**Diamond Sponsor**

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![Samsung Staron](image)

**Platinum Sponsor**

![Hong Kong Trade Development Council](image)

**Silver Sponsor**

![Hong Kong & China Gas Company Limited](image)

**Revamp of www.HKIDA.com**

HKIDA launched its revamped new website in September 2006. The brand new design is more users friendly with more information and makes browsing and searching much easier. This innovative website has many advance functions. One of the principal features of the website is the members directory containing information of the members. The directory will display essential information of the members, such as:- company name, contact information, description, category of membership and photo. Searches can be made on companies and members as well. Members who want to upload and update their information are allowed to upload by themselves on the website. The user-friendly administration system enables information to be updated easily by adding or deleting etc. You can also find the press release and media interview about HKIDA there too.
**Membership**

**HKIDA Members’ Benefit**

In order to express the gratitude for the members’ continuous support, HKIDA is launching the "Merchants Discount Campaign" for members. With the Membership Card, members can enjoy the year round discount offers and privilege services at the designated merchants from dinning, living to traveling from the following merchants:

- 2000 Flower
- Bayside Brasserie
- Bunn’s Divers Centre
- City Golf Club
- DV8 Bar & Lounge
- Fructify
- Gaylord Indian Restaurant
- Habitu the Garden
- Habitu the Pier
- Harakan
- HK Consumer Product Supply Service Assoc Ltd
- Mesquite House Grooming Ltd
- Milano Italian Restaurant
- Pure Media Asia (HK) Ltd
- Roma Roma
- Sukhothai, Royal Thai Cuisine
- Super Huge Ltd (Dash Bar)
- Viceroy, Indian Cuisine & Party Venue

More merchants are joining the campaign. For details, please visit [www.hkida.com](http://www.hkida.com).

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**Event & Activities**

**2nd International Conference on Scientific Fengshui and Built Environment 2006 – 5, 6 October 2006**

HKIDA is honored to be one of the supporting organizations of the captioned conference. Our members can enjoy the special discount. Asian Institute of Intelligent Buildings & Building Services Operation and Maintenance Executives Society would like to invite you to participate in this conference in City University of Hong Kong.

More than 15 distinguished speakers from Australia, Germany, Italy, Serbia, US, Canada, UK, China and Hong Kong will be gathered to share their cases study and research on the Scientific Feng Shui and Built Environment. A study tour will be included in the 2 days conference to show the real cases to the participants. For more details please visit [www.aiib.net](http://www.aiib.net).

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**Inaugural Asia Pacific Value Convention 2006, Nov 2 – 3, 2006**

**The 8th International VM Conference**

"The World of Innovation - Managing Value, Risk & Relationships"

**Hong Kong Convention & Exhibition Centre**

HKIDA is also honored to be one of the supporting organizations of the captioned convention which is jointly organized by Hong Kong Architectural Services Department, the Hong Kong Institute of Value Management and Institute of Value Management Australia. For details, please visit [www.hkvim.com.hk](http://www.hkvim.com.hk).
HKIDA is honored to be one of the supporting organizations of the captioned Expo. Innovation & Design Expo (ID Expo) is a world-class exposition of innovations, presenting the latest practical technologies and design solutions to help trading, manufacturing and service sectors to enhance their capacity to supply world markets. With Hong Kong’s well-developed infrastructure and legal system in the protection of intellectual property rights, the Expo will stand as a renowned trading platform for business-focused technologies and design services. For more details, please visit http://www.innodesignexpo.com.

It has been 9 years since MSID & Malaysia last hosted and organized the prestigious Asia Pacific Space Designers Association (APSDA) Congress & General Assembly in 1998 at Shah Alam, Selangor, Malaysia. This year, MSID will again be hosting and organizing APSDA 2006 at the KLCC Convention Centre, Kuala Lumpur. The theme set for the Congress is “Inspired Spaces-OLD IS NEW” a very appropriate theme indeed.

HKIDA will send representatives to attend the congress and deliver a speech. Welcome to join us attending such a grand event. For more details, please visit www.apsda2006.com.

Registered Interior Designers Association (RIDA)

After two months analysis on the returned “Questionnaire for Interior Designers” regarding the Registered Interior Designers Association, HKIDA found that 350 copies are found to be valid. It is glad to know that more than 62% of members return agree to assess or accredit the profession of interior designers by issuing licenses, 72% are in favor of HKIDA becoming a recognized body to regulate the profession, 62% believe that HKIDA should establish standards for specialist accreditation of members by evaluating their experience and professionalism, etc. A conclusion can be drawn out that more than 60% of the interviewees agreed to have a registered professional body for the interior design industry to impose the licensing scheme and work as a disciplinary body to maintain the quality and professionalism of the registered members.

HKIDA is now planning to work together with the academics, professionals and government bodies to conduct a public consultation to solicit public views and their need on the RIDA and a research study on the other countries which are running the register or licensing scheme for their interior designers by a series of events including brainstorming, comprehensive survey and interviews, workshop, exhibition and public forums.

Education

Hall of Fame for High Achieving Students – Panel of Experts

The Education and Manpower Bureau (EMB) is holding the captioned project to give recognition to the outstanding students who have received awards in major international and national competitions and to inspire others to follow their footsteps in the form of an exhibition gallery in mid 2007. Ms. Teresa HO, Executive Committee
Member of HKIDA was nominated to be one of the members of the Panel of Experts representing the Design domain to assist EMB in the selection of reputable competitions with other six domains, namely Arts, Language & Humanities, Mathematics, Science & Technology, Sports and Thinking Programmes.

King George V School – Designer in Residence

King George V School is running a Design and Technology week from 16 to 20 October 2006. HKIDA is invited to introduce and share the practical tasks and issues that designers have to face and deal with everyday to arouse students’ interests and understandings in the design profession and provide students a glimpse of the practical side of the design profession so that they would have a higher level of motivation and appreciation of the discipline for their future career and study choices.