

Press Release

“Macau Design Award 2023” Designer Sharing Seminar Opens

Setting Stage for Exchange between Local and International Designers

(Macau, 31 October 2023) As an extended activity of the “Macau Design Award 2023,” co-organised by SJM Resorts, S.A. (“SJM”) and the Macau Designers Association (“MDA”), a Designer Sharing Seminar took place on 30 to 31 October at the Grand Lisboa Macau’s Grand Ballroom. Nine distinguished international designers serving as judges will share their unique perspectives centred on the theme “The Future of Design,” with the aim of establishing a platform for dialogue and exchange for design professionals both within Macau and abroad.

The opening ceremony of the Designer Sharing Seminar was graced by the presence of Ms. Jennifer Si Tou, Head of Tourism Product and Events Development of the Macao Government Tourism Office; Ms. Hoi Meng Ao Ieong, Chefe da Divisão de Gestão de Apoio Financeiro (澳門特別行政區政府文化發展基金資助管理處); Dr. Rui Cunha, Secretary-General of SJM and Mr. Chao Sio Leong, Chairman of MDA.

After the ceremony, Irobe Yoshiaki, Chí-An Benjamin De Leo and Tommy Li took turns to discuss the influences, challenges and opportunities that current and future consumer trends bring to the design and creative industries. The participants actively engaged in the seminar, asking the judges questions and learning from their experiences.

On 31 October, Janine Rewell, Liu Keng Ming and Zhao Qing gave talks on the topic of “Exploring Media,” exploring innovative trends in digital media, print media, visual design, animation and interactive design. In the afternoon, seminars were hosted by Priscilla Balmer & Yvo Hählen, and Liu Zhao respectively. Around the theme of “Field Experience,” they discussed the significance and value of design experiments. Additionally, they introduced a variety of innovative methods and techniques to inspire designers and practitioners to explore innovation in their own practices.

To promote the design industry and engage local youths, SJM has partnered with MDA to invite rising industry professionals, as well as teachers and students from a wide range of institutions. These include the Cultural Affairs Bureau of the Macau SAR Government, Macau Productivity and Technology Transfer Center, Macau University of Science and Technology, Macao Polytechnic University, City University of Macau, University of Saint Joseph (Macao), Pui Va Middle School, Macao Chamber of Commerce, Macau Artist Society, Macau Youth Art Association, Fu Hong Society, and Macau Special Olympics. This helped them to gain insight and formulate a roadmap for future entry into the design industry. The two-day event attracted nearly 300 participants each session, creating a vibrant and engaging atmosphere.



The opening ceremony is hosted by Ms. Jennifer Si Tou (middle), Ms. Hoi Meng Ao Ieong (sixth left), Dr. Rui Cunha (sixth right), Mr. Chao Sio Leong (fifth left), and nine judges.



One of the judges delivers a talk on the topic of “Consumer Trends.”



Teachers and students from local schools and organisations are actively engaged in the seminars.