

Press Release

## **Macau Design Award 2023 roadshow kicks off in Tokyo**

(Macau, 8 July 2024) The “Macau Design Award 2023 Roadshow – Tokyo” officially began on 8 July 2024 afternoon, with an opening ceremony and an exchange forum at the MITSUMURA GRAPHIC GALLERY in the capital. This roadshow was organised by the Macau Designers Association (“MDA”) with SJM Resorts, S.A. (“SJM”) and Mitsumura Printing Company Limited, and sponsored by the Cultural Development Fund of Macao SAR Government. The roadshow period will run until 20 July.

Guests of Honour at the kick-off ceremony included Mr. Chao Sio Leong, Chairman of MDA, Mr. Yoshio Shimayama, Representative from Mitsumura Printing Company Limited, Mr. Tokoro Asao, designer of the logo of the Tokyo Olympic Games and Mr. Wu Yihua, Roadshow Consultant Professor and Visual Art Design Research of Tama Art University. Mr. Chao Sio Leong, Chairman of MDA, proudly mentioned MDA and SJM’s repeated partnership in 2024 and announced the Macau Design Award progressing towards internationally acclaimed recognition under the support of SJM. This time, with the international roadshow beginning in Tokyo, Macau’s design enjoys a much encouraged exchange with the world.

Mr Wu Yihua hosted the Academic sessions at the exchange forum. The keynote speakers, Mr. Tokoro Asao and Mr. Au Chon Hin, Chairman of the Administrative Committee of MDA, provided in-depth explanations of the history and subject matter of this exhibition. To further enhance the participants’ comprehension of Macau’s design, they also provided a unique introduction to the city’s most notable designers. Subsequently, the representatives of the organising company guided the guests through the exhibition and presented the artworks around the world that were selected for this year’s award. The excellent quality of the participating artworks left a lasting impression on the guests. On-site, they engaged with people with different backgrounds in design and exchanged their ideas and concepts in depth.

Previously known as the “Macau Design Biennial”, this year’s Macau Design Award was given the theme “The Future of Design”. The award brought together pieces of art from 22 different nations and regions to explore the evolving trends, challenges and opportunities in design. Nine groups of internationally recognized designers from Switzerland, Finland, Japan, Korea, Mainland China, Taiwan and Hong Kong judged the award. They carefully curated 272 pieces of art for 60 honours. Through the exhibition, participants were able to learn about the range and potential of artworks inspired and created by everyday life, and discover the definition and significance of living aesthetics. Along with poster and magazine designs, the exhibition’s artwork featured the latest forms of activity and brand image design, which support up-and-coming design trends and encourage a rethinking of the role of design in our ever-changing world.

Through this roadshow in Tokyo, the Macau Design Award has created a bridge for the global interchange of design concepts between Macau and other regions, employing artworks as a means of discourse to delve deeper into the artistic influence of corporate design. Through this roadshow, MDA wishes to draw attention to aesthetics, the new generation of designers, and Macau’s design for worldwide audience. The aim is to realise the profound relationship that exists between designs, the social environment, and daily life, rethinking the visual and user experience that design brings, as well as further enhancing the social value of cultural and creative industries.

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Guests of Honour at the kick-off ceremony of Macau Design Award 2023 Roadshow – Tokyo.



Academic sessions at the exchange forum of Macau Design Award 2023 Roadshow – Tokyo.