

Designed by Hong Kong: Meeting Young Design Talents

Fri 6 Dec, 2013, 16:00-18:30, 1/F Theatre Foyer



Simpson Tse (HKYDTA 2013 Winner)
Senior Designer / Project Executive at CoDesign Ltd

Simpson Tse is a design enthusiast who sees his practice as applied art.

In 2009, he has graduated from the University of Technology, Sydney, with a combined bachelor's degree in Visual Communication and International Studies (Japan Major). Having been living aboard in both Australia and Japan, he has relocated to Hong Kong and joined CoDesign Ltd as a full time designer in 2010. Since then, he has been involved in projects that spanned across a wide range of scale and medium, including publications, packaging, branding and exhibition design.

Over his brief years in the design industry, Simpson has developed a keen focus in social design and has been a key member in a creative movement titled I'MPERFECT (www.i-imperfect.org) and TEDxKowloon, a series of independently organized TED events in Hong Kong.

Portfolio Highlight



Project Title: Event Curation and Art Direction: TedxKowloon

Project Description: Being first Cantonese TED event in Hong Kong, TEDxKowloon focuses on Hong Kong's local inspiration and cultivating a positive and reflective community.

Team / Individual: Individual

Responsibilities: Design, Project Management, Strategy and Art Direction



Project Title: Poster Design: Ingenuity Follows Nature

Project Description: Taking inspiration from Calligraphy master, Tong Yang-Tze's, work, this poster is a commentary towards homophobia.

Team / Individual: Individual

Responsibilities: Design and Art Direction

(海報文案：願某地方 不需將愛傷害 抹殺內心的色彩)