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IDS HK
香港工業設計師協會



中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
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【For Immediate Release】

ReMIX · Yesterday's Future, Invent Tomorrow! Creative Business Partnership Programme Takes the International Stage Inaugural Showcase at Prestigious Maison&Objet Paris 2026 as Delegation Embarks on Cross-Regional Exchange

17 January 2026 - Organised by the **Industrial Designers Society of Hong Kong (IDS HK)** and principally sponsored by the Cultural and Creative Industries Development Agency (CCIDA) of the HKSAR Government, the **fourth edition of ReMIX · Yesterday's Future, Invent Tomorrow! Creative Business Partnership Programme** has made its international debut at Maison&Objet Paris 2026 in France. Beyond participating in the exhibition, ReMIX has curated a delegation programme comprising a series of exchange activities, offering Hong Kong designers and brand representatives invaluable opportunities to engage with the European design industry and its affiliated institutions. As one of the world's most influential international design fairs, Maison&Objet Paris is being held at the Paris Nord Villepinte Exhibition Centre from 15 to 19 January 2026.

To mark this occasion, IDS HK hosted an opening ceremony on 16 January, presided over by **Mr Ball Cheung, President of IDS HK**. The ceremony was graced by **Ms Drew Lai, Commissioner for Cultural and Creative Industries of CCIDA**, and **Mr Guillaume Prot, Exhibition Director of Maison&Objet**, as guests of honour. Following the ceremony, Mr Cheung led the guests of honour on a tour of the ReMIX exhibition zone, introducing the collaborative outcomes and design backgrounds of the various co-created exhibits.

Mr. Ball Cheung, President of IDS HK, said, "Since its launch in 2021, ReMIX has been promoting collaboration between designers and brands, enhancing the market recognition of creative services and industrial design. To date, the programme has facilitated 56 design collaborations, resulting in over 150 crossover products that have been showcased at exhibitions in Hong Kong, Mainland China and overseas, continuously supporting Hong Kong design in exploring new markets. This edition marks ReMIX's first appearance at Maison&Objet Paris, this internationally prestigious platform, to showcase the unique creative perspective of Hong Kong design and establish connections with the international industry to drive more cross-regional collaborations. I hope that through this exhibition, we can build bridges for local brands and designers, connecting them with international markets and potential buyers, and creating more opportunities for mutual growth and development."

Ms Drew Lai, Commissioner for Cultural and Creative Industries of CCIDA, said in her opening address, "This edition of ReMIX makes its debut at Maison&Objet Paris, showcasing the diverse practice of Hong Kong design at both creative and practical levels, while opening up broader international development opportunities

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for Hong Kong brands and design teams. In September 2024, CCIDA signed a Memorandum of Understanding with SAFI, the organiser of Maison&Objet, establishing a five-year partnership to promote design exchange between Hong Kong and Paris. On one hand, we are 'bringing in' outstanding international design, while at the same time supporting programmes like ReMIX to 'go global' and showcase Hong Kong design on international platforms. CCIDA will continue to support local design talent in going international, deepening the exchange and connections between Hong Kong and overseas creative industries."

Mr Guillaume Prot, Exhibition Director of Maison&Objet, said, "ReMIX is really important for us because it represents how creativity and design in Hong Kong can be expressed on an international stage. We have been trying to build bridges between West and East, and it is equally important that Hong Kong creativity and design find its relevancy in a show like Maison&Objet. It is a pleasure to welcome 20 designers and brands from Hong Kong—you are all remarkably creative and showcasing spectacular work. I am convinced that your designs and products will be embraced by our community from now on."

The showcase at Maison&Objet Paris will present over 90 co-created design products from the third and fourth ReMIX editions, bringing together the collaborative outcomes of 20 brands and 17 design units. Participating brands come from Hong Kong, the Guangdong-Hong Kong-Macao Greater Bay Area and various Asian regions, spanning different scales and market positions. They have engaged in cross-disciplinary collaborations with design professionals from various fields, exploring the possibilities of design and brand development. Among these, over 50 new co-created products will make their international debut in Paris, covering categories including cultural and creative products, eyewear, personal accessories, homeware, small furniture and toys.

In addition to participating in Maison&Objet Paris 2026, the ReMIX delegation has embarked on a series of visits as part of the France trip. These include Maison&Objet In The City, visiting three Parisian design and decoration companies: Ateliers de Paris (INCUBATEUR), Diptyque, as well as a visit to BOON_ROOM, attending its exhibition opening reception, exchanging with the local design and creative industry, strengthening connections within the industry, and understanding how design, craftsmanship, branding and market practice are integrated locally. The itinerary also includes visits to Musée des Arts Décoratifs and Strate School of Design, gaining insights into European design practice and development from industry, cultural and educational perspectives.

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Organised by the IDSHK and principally sponsored by the CCIDA of the HKSAR Government, the fourth edition of ReMIX Creative Business Partnership Programme makes its debut at Maison&Objet Paris 2026 in France. (From left) Mr Kasper Ng, Deputy Representative of Brussels Economic and Trade Office ; Mr Ball Cheung, President of IDSHK; Ms Drew Lai, Commissioner for Cultural and Creative Industries of CCIDA; Mr Guillaume Prot, Exhibition Director of Maison&Objet; and Mr Franck Millot, Director of Partnerships and Special Events of Maison&Objet, attend the opening ceremony.

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For more information, please visit the ReMIX website at <https://remix.idshk.org/>, or contact the ReMIX Project Consultant at 3586 8831 or remix@idshk.org.

About Industrial Designers Society of Hong Kong

Founded in 2002, Industrial Designers Society of Hong Kong (IDSHK) aims to promote the state-of-the-art and professional practice of Hong Kong's industrial design (ID), and to leverage its status. Over the years, IDSHK has been committed to promoting and striving for the rights of industrial designers by enhancing their competitiveness, providing them with industry-related knowledge and promoting exchanges with local, the Mainland and international professional organisations. IDSHK has successfully established collaborations and strategic alliance partnership with industrial bodies and education institutes and is continuing to support industrial design education.

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IDSHK grasps the pulse of the society and technology evolvments with innovative ideas to provide members with updated relevant knowledge and connections to keep pace with the times. Gather all parties' strength and cooperate to create a brilliant future design prospect.

About Cultural and Creative Industries Development Agency (www.ccidahk.gov.hk)

The Cultural and Creative Industries Development Agency (CCIDA), formerly known as Create Hong Kong (CreateHK) since 2009, was established in June 2024. CCIDA is a dedicated office under the Culture, Sports and Tourism Bureau of the Government of the Hong Kong Special Administrative Region (HKSAR Government) to provide one-stop services and support to the cultural and creative sectors with a mission to foster a conducive environment in Hong Kong to facilitate development of the arts, culture and creative sectors as industries. CCIDA's strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and multi-disciplinary collaboration, promoting industrialisation of the arts, culture and creative sectors under the industry-oriented principle, and fostering a creative atmosphere in the community, thereby reinforcing Hong Kong as Asia's creative capital and our positioning as the East-meets-West centre for international cultural exchange.

Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organisers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, the Cultural and Creative Industries Development Agency, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.

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