

Open Call for  
Creative Proposal  
Installation & Exhibition

公開徵集  
創意計劃書  
裝置及展覽

detour.hk

Submission Deadline  
27 Jul 2025 (SUN)  
18:00 (HKT)

遞交截止時間  
27 Jul 2025 (SUN)  
18:00 (HKT)

*Open Call for  
Creative Proposal*  
APPLY NOW



design  
festival  
設計節

deTour is an annual design festival showcasing creative designs and concepts. Organised by PMQ and sponsored by the Cultural and Creative Industries Development Agency, the event offers a wide range of programmes that bring together designers and creative communities from Hong Kong and abroad.

deTour serves as a unique platform for inspiring people through the latest in creative expression and cutting-edge design. It also fosters exchanges between up-and-coming talents and seasoned professionals.

Past Editions: [deTour.hk/main/en/past-years/](http://deTour.hk/main/en/past-years/)



deTour 是香港最大型的年度設計節。由 PMQ 元創方主辦，文創產業發展處資助， deTour 每年重點展示本地及境外創意設計人才的創作和理念。透過一系列的展覽、工作坊、對談及業界交流活動，連結本地及境外設計社群，並廣邀公眾及專業人士參與及體驗設計。

作為一個致力支持創意設計人才的平台， deTour 為香港及國際設計師提供跨領域合作的機會，使天馬行空的想法轉化為切實具體的設計方案，並讓公眾從中探索及了解設計師如何透過設計，回應社會以至個人內在的需求。

歷屆活動 : [deTour.hk/main/tc/past-years/](http://deTour.hk/main/tc/past-years/)



# deTour 2025

DATE

28/11 — 7/12/2025

VENUE

PMQ 元創方

35 ABERDEEN STREET, CENTRAL, HONG KONG

香港中環鴨巴甸街 35 號

THEME

The Shape of Yearning  
想望之器

deTour 2024  
design festival 設計師

Having > Being: Designing Inner Worlds  
29/11(Fri) → 15/12(Sun) 11:00-20:00  
擁有 > 存在：內在的設計  
deTour.hk/2024 | FB/IG → deTourhk

Partners: [Logos of various partners]





Why do humans possess the capacity to imagine something better than the present? This may feel instinctive, yet it is profoundly different from anything in the natural world. Animals, though capable of building nests or dens, are bound by genetics and environment in their making. Their survival depends on a certain capacity for anticipation, yet whether they possess imagination remains uncertain. What we do know is that they lack the freedom and ability to innovate. Humans, by contrast, draw blueprints for what does not yet exist and strive to bring it into reality. Yet once we achieve what we once desired, we begin again—launching ourselves into the next pursuit. This cycle expands endlessly, as if within us lies a Promised Land or Utopia we can never quite reach.

This unceasing desire is the source of our creativity, but also the root of our restlessness. When viewed through this lens, design is no longer merely the construction of function: it becomes a reflection of thought, desire, and yearning. Yet longing is not inherently benevolent. Deep-seated desires can also give rise to ego-centric, dishonest, or even malicious design motivations. In such cases, design risks becoming a vessel for narrow interests rather than a medium of collective meaning. After all, not all dreams lead to harmony; design can serve as a bridge—but just as easily, it can create division.

Building on these observations, we may begin to understand design through three interrelated layers of meaning:

Layer 1 — Practical, Aesthetic, and Cultural Dimensions  
Layer 2 — Structural, Social, and Ideological Framing  
Layer 3 — Emotional, Existential, and Aspiration

When examined through these three dimensions, even the most mundane or unassuming object may yield new interpretations and critical insights. To foreground these layered meanings within each participating work, deTour 2025 introduces three guiding questions posed to participating designers to help audiences understand the thought process and value system behind each design.

為何人類擁有想像「比當下更好」的能力？這種能力看似本能，卻與自然界大異其趣。動物雖亦有築巢建穴的行為，但其創造性大多受限於基因與環境。牠們有一定的預想能力才能夠生存，但我們或無法判斷牠們是否具備長遠的想像力，可確定的是牠們難以創新。人類則能為未曾存在之物繪製藍圖，並努力實現。然而，每當我們抵達曾渴望的目標，又會再度啟程，開啟新追求的循環。如此無限延展，宛如心中有一座永不可至的「應許之地」或「理想國」。

這份無盡的渴望既是創造力的泉源，也是我們不安的根源。從這個角度看，設計不僅是功能的構築，更是思緒，渴望甚至盼望的映照。然而，渴望並非全然善意。深層的慾望有時也會催生以自我為中心、不誠實甚至帶有惡意的設計動機。於是，設計可能淪為狹隘利益的投射工具。畢竟，不是所有夢想都通向和諧；設計既可成為橋樑，也可能製造隔閡。

基於以上觀察，我們可以從三個相互關聯的層面來理解設計的意涵：

第一層 — 功能、美感與文化意涵  
第二層 — 結構、社會與意識形態  
第三層 — 情感、存在與願景

當我們以這三個維度審視設計時，即便最平凡的日常物件，也能引發新的詮釋與省思。為了引導觀眾進入設計者的思維與價值系統，deTour 2025 提出三條對應的提問，作為解讀參展作品的線索：



# The Shape of Yearning

# 想望之器

Layer 1 — Envisioning: What issue or need does the work respond to?

Layer 2 — Idealizing: What long-term vision or aspiration underlies this design?

Layer 3 — Believing: What core values or convictions drive you to create this work?

When we encounter a work through the lens of the designer's memories, ideas, and visions, it ceases to be a purely functional or aesthetic object. Instead, it becomes a vessel—a container for thought, desire, and hope — one that delineates *The Shape of Yearning*.

第一層 — 設想：你的作品回應了什麼問題？

第二層 — 理想：這項設計背後所追求的長遠願景是什麼？

第三層 — 信念：是什麼核心價值或信仰驅動你創作這件作品？

當我們透過設計者的記憶、思想與願景來觀看作品，它不再只是純粹的功能物或審美對象，而是盛載思想、渴望與未竟想望的容器——真正的「想望之器」。

Adonian Chan  
Curator of deTour 2025

陳濬人  
deTour 2025 策展人

We are now inviting creative proposals from local, Mainland China and overseas talent\* to submit creative proposals in response to this year's theme "The Shape of Yearning".

The judging panel will assess and shortlist the submitted proposals according to the following aspects, each with a corresponding weight of score:

- Creativity and Experimentation; Impact and Significance (30%)
- Thematic Relevance (20%)
- Communication and Presentation (20%)
- Feasibility and Practical Execution (10%)
- Audience Engagement and Interactivity (20%)

10 – 12 finalists will become co-creators of deTour 2025 — design festival ("deTour 2025"). They will be offered production funding support to materialise their creative concepts and will be offered the showcase opportunity at PMQ. Additionally, the selected proposals may also have the chance to be exhibited in the Mainland or overseas locations.

\*Participants outside Hong Kong should provide an additional detailed execution plan for cases where they are unable to visit Hong Kong in person, which includes arrangements for transportation, exhibition setup, and required expenses.

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我們現正向本地、中國內地及海外人才 \* 徵集創意計劃書，回應本年度主題「想望之器」。

評審委員會將就以下指引及評分比重評選計劃書：

- 創意與實驗；影響與意義 (30%)
- 回應主題 (20%)
- 表達與演繹 (20%)
- 可行性與實用性 (10%)
- 觀眾參與及互動 (20%)

10 – 12 個獲選單位將成為 deTour 2025 設計節（「deTour 2025」）的參展單位，並獲資助作品的製作費用，於 deTour 2025 中展出。此外，獲選提案還有機會在內地或海外地區展出。

\* 如境外參加者未能親身到港，須提交相應的詳細執行方案，包括運輸、佈展安排及所需費用。



HKD50,000 – HKD100,000

The exact amount of sponsorship granted will be subject to the final version of the approved creative proposal.

港幣 50,000 元至港幣 100,000 元

實際資助金額將取決於最終獲通過的計劃書。

#### Payment Schedule 付款計劃

Phase 階段	Amount 金額	Criteria 準則
I	20% Initial Deposit 訂金	Upon project commencement, and within 4 to 6 weeks upon receipt of the Signed Agreement and Official Original Initial Deposit Invoice. 項目開始後，並在收到已簽妥的協議書和初始按金發票正本後 4 到 6 週內。
II	40% Second Payment 第二期款項	Upon the completion of Stage 3 of the project milestones*, and within 4 to 6 weeks upon receipt of the Official Original Second Payment Invoice. 完成項目里程碑 * 的第 3 階段，並在收到第二期款項發票正本後的 4 到 6 週內。
III	40% Balance Payment 餘款	Upon the completion of Stage 4 of the project milestones*, and within 4 to 6 weeks after the event period upon receipt of the Official Original Balance Invoice. 完成項目里程碑 * 的第 4 階段，並在設計節完結後、收到尾款發票正本的 4 到 6 週內。

\* Please refer to Appendix 2 for the Project Milestones.

\* 項目里程碑已載於附件二。

An open call for creative proposals is being launched for this year's theme "The Shape of Yearning". Interested parties are encouraged to submit their design concept proposals according to the following key points.

1. Creativity and Experimentation; Impact and Significance
  - Originality of concept and approach
  - Willingness to take risks or explore unconventional ideas
  - Potential cultural, social, or conceptual impact
  - Significance and depth of the work
  - Works that integrate artistic expression with technological elements
2. Thematic Relevance
  - Alignment with the central theme of the exhibition
  - Depth of reflection or interpretation of the theme
  - Thoughtfulness in translating abstract ideas into design outcomes
3. Communication and Presentation
  - Clarity and coherence in conveying ideas
  - Appropriateness and effectiveness of chosen presentation methods
  - Holistic consideration of spatial, sensory, or experiential aspects
4. Feasibility and Practical Execution
  - Realistic execution within available time and resources
  - Technical soundness and material appropriateness
  - Safety considerations
5. Audience Engagement and Interactivity
  - Ability to engage viewers emotionally, intellectually, or physically
  - Interactivity or participation that enhances the visitor experience
  - Consideration of diverse audience perspectives and accessibility



deTour 2025 現正就本年度主題「想望之器」公開招募創意計劃書，任何有興趣的人士可以根據以下要點提交設計概念提案：

1. 創意與實驗；影響與意義
  - 構思和手法的原創性
  - 願意冒險或探索非常規的想法
  - 文化、社會或概念的潛在影響
  - 作品的意義和深度
  - 融合藝術表達與科技元素的作品
2. 回應主題
  - 與展覽主題的一致性
  - 對主題的反思或詮釋的深度
  - 將抽象理念轉化為設計的細膩思考
3. 表達與演繹
  - 傳達想法的清晰性和連貫性
  - 展示方法的適當性和有效性
  - 對空間、感官或體驗方面的整體考量
4. 可行性與實用性
  - 考量時間與資源限制下的可行性
  - 技術的合理性和材料的適當性
  - 安全考量
5. 觀眾參與及互動
  - 能夠在情感、思想或感寄層面與觀眾產生互動
  - 增強訪客體驗的互動性或參與性
  - 考慮不同觀眾的觀點與可及性

#### Format

- The work(s) can be presented in the format of installation with interaction, engagement or exhibition of 2D/ 3D/ multimedia works. Applicants should take the location into account while planning the installation or exhibition. Please indicate the preferred location and include an initial plan of exhibition display e.g. sketches/ mock-ups in the proposal. Applicants can download [venue photos](#) for mock-ups. Finalists will be required to submit a detailed set-up plan later.
  - The work(s) can be created across various media including but not limited to: visual communication, industrial/ product/ furniture design, social design, fashion/ textile design, spatial/ architectural/ interior design, digital media, and multi-disciplinary media.
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#### 形式

- 作品可以為可互動的或可公眾參與設計裝置或平面 / 立體 / 多媒體作品展覽的形式呈現。參加者於規劃裝置或展覽時須考慮到場地的環境特性。請在計劃書內註明建議展出位置，並附上草圖或模擬圖介紹初步設想的展示形式，參加者可下載[場地照片](#)作模擬圖素材。獲選單位須於稍後提交詳細的佈置計劃。
- 作品可應用各種媒介，包括但不限於視覺傳達、工業 / 產品 / 家具設計、社會設計、時裝 / 紡織設計、空間 / 建築 / 室內設計、數碼媒體及跨媒體等。



#### Dimensions

Outdoor: Max 5m (W) × 5m (D) × 4m (H)

Indoor: Max 4m (W) × 4m (D) × 4m (H)

#### Location

Indoor or outdoor space. Please refer to Appendix 1 for the details of the potential areas for installations and exhibitions.

#### Safety

The work(s) should be safe for public display. Please refer to Appendix 3 for the safety requirements. All costs related to the safety tests and certifications will be responsible by the co-creators.

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#### 作品尺寸

戶外作品：不大於 5 米（闊）× 5 米（長）× 4 米（高）

室內作品：不大於 4 米（闊）× 4 米（長）× 4 米（高）

#### 展出位置

室內或戶外場地，詳情請參閱附件一：展覽場地。

#### 安全

作品應符合向公眾展示的安全要求，詳情請參閱附件三：安全指引。同時，所有與安全檢測及證明的相關費用將由參展單位承擔。

a. Required Documents

- i Completed the online application form with applicant's information and budget plan
  - Applicants can apply as an individual or a group
  - Artwork Title and Description should be included in the online application form and the word limit is 450
  - A detailed budget plan which should include all associated costs and expenses of the creative proposal
  - Declaration must be signed
- ii Creative Proposal
  - Should be limited to four pages (4pp) in PDF format and including but not limited to the following:
    - Mood boards, images, sketches, and/or renderings
    - Execution plan, including the production and installation schedule and feasibility
  - The file size should not exceed 5MB and the word limit is 1000
  - Should not contain any credit, logo or information (such as personal/company name) that reveals the identity of the applicant
- iii CV and Portfolio
  - Should be limited to four pages (4pp) in PDF format (file size should not exceed 5MB)

b. Important Notes to Applicants

- Please submit the application on/before 27 July 2025 6pm (HKT).
- Please note that your online application is not complete until you click the "Submit Application" button and a "Form submitted" page is displayed. Please confirm all input information before submission.
- Please submit ONLY one application form for each proposal, only the first application will be considered if there are duplicate applications.
- Applicants will receive an automated confirmation email upon successful submission.

c. Reminder

- The information in this info kit is provided for reference only. Any changes to the content will not result in a separate notification.
- The organiser and curators are not obligated to disclose the reason for an application not being selected.
- In the case of any discrepancy between the Chinese and English versions of this info kit, the English version shall prevail.

a. 所需文件

i 填妥網上報名表格，包括參加者資料及製作預算

- 參加者可以個人或團隊名義報名
- 須包含作品名稱和簡介，字數限制為 450 字
- 須於製作預算中列明計劃所有相關費用及支出
- 必須簽署聲明

ii 創意計劃書

- 不多於 4 頁 A4 尺寸的 PDF 文件，須包括但不限於以下內容：
  - Mood boards、圖像、草圖及 / 或模擬圖
  - 執行計劃如施工方案、製作和安裝時間表
- 電子檔案大小上限為 5MB，字數限制為 1000 字
- 不含個人 / 團體資料、標誌或任何提示身分的資訊（如個人或公司名稱）

iii 個人履歷及作品集

- 不多於 4 版 A4 尺寸的 PDF 文件（電子檔案大小上限為 5MB）

b. 重要提示

- 請於 2025 年 7 月 27 日晚上 6 時正（香港時間 GMT+8）前提交申請。
- 請注意，參加者須先按「遞交申請」，並於屏幕顯示「表格已提交」方為完成網上報名。請於遞交報名前先確認表格資料已正確填妥。
- 每份計劃書只能提交一份網上報名表格，如有重複，將採納第一份報名表格。
- 參加者若成功遞交報名，將會收到系統自動發出的確認電郵。

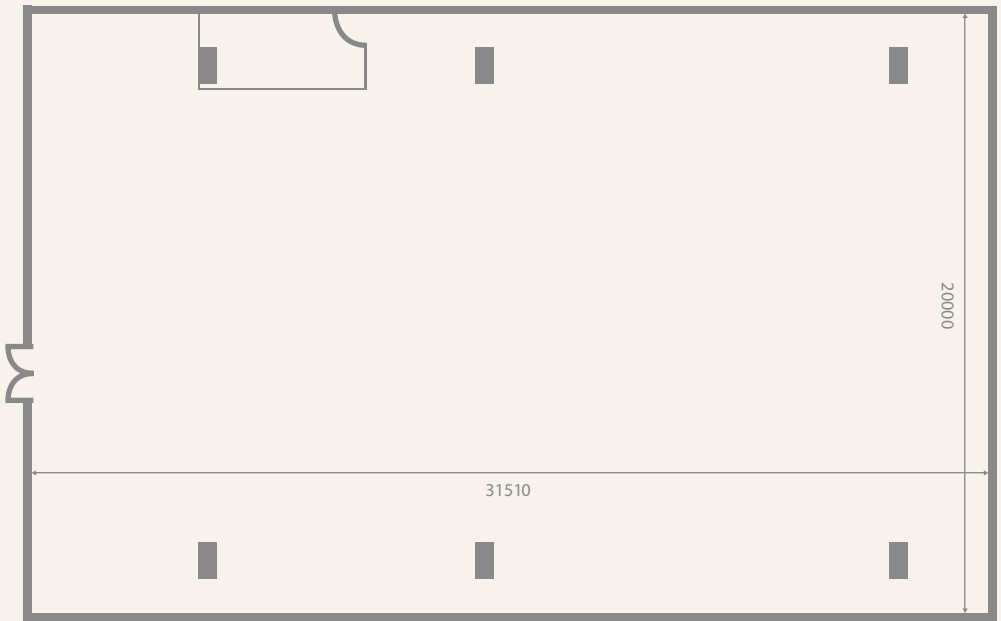
c. 注意事項

- 本資料冊內容僅供參考，內容若有任何更動，恕不另行通知。
- 主辦單位及策展人沒有責任向申請者披露計劃書未能入選之原因。
- 如中文資料冊與英文資料冊有所差異，一概以英文版本為準。



27/07 6pm (HKT) 下午 6 時 (香港時間)	Deadline for submitting creative proposals 公開徵集截止
01/08 – 11/08	Vetting and assessment (Shortlisted applicants will be invited to attend an interview on 8 August or 11 August) 評審 (參加者經遴選後將獲邀參加面試，面試將會安排在 8 月 8 或 8 月 11 日)
21/08	Announcement of results (via individual emails) 結果公佈 (以電郵個別通知)
25/08 – 26/08	Kick-off Meeting (Discussion & design update) 啟動會議 (討論計劃書及設計細節)
01/09	Confirmation of sponsorship amount 確認資助金額
25/09 – 26/09	Meet with the curators to discuss project progress and set-up arrangements, and submit the documentation of the design and production process. 與策展團隊開會，討論製作進度及進場安排。獲選單位需提交作品設計及製作過程之紀錄。
29/09	Submission of technical drawing and fabrication start 遞交工程圖則及展開製作
15/10	RSE certificate ready (if applicable) (Refer to Appendix 3) 完成辦理 RSE 證書 (如適用) (請參閱附件三)
20/11 – 23/11	Load in, set up, testing, decoration, and complete installation FS251 and/or WR1 certificates ready (if applicable) (Refer to Appendix 3) 進場、佈展及測試 完成辦理 FS251 及 / 或 WR1 證書 (如適用) (請參閱附件三)
24/11	Installation ready 佈展完成
26/11	deTour 2025 – design festival Media Day 媒體預覽日
27/11	deTour 2025 – design festival Opening Ceremony 開幕禮
28/11 – 07/12	deTour 2025 – design festival (open to the public) 公開展覽
08 – 09/12	Dismantling, move-out and reinstate the venue 拆卸、離場及還原場地

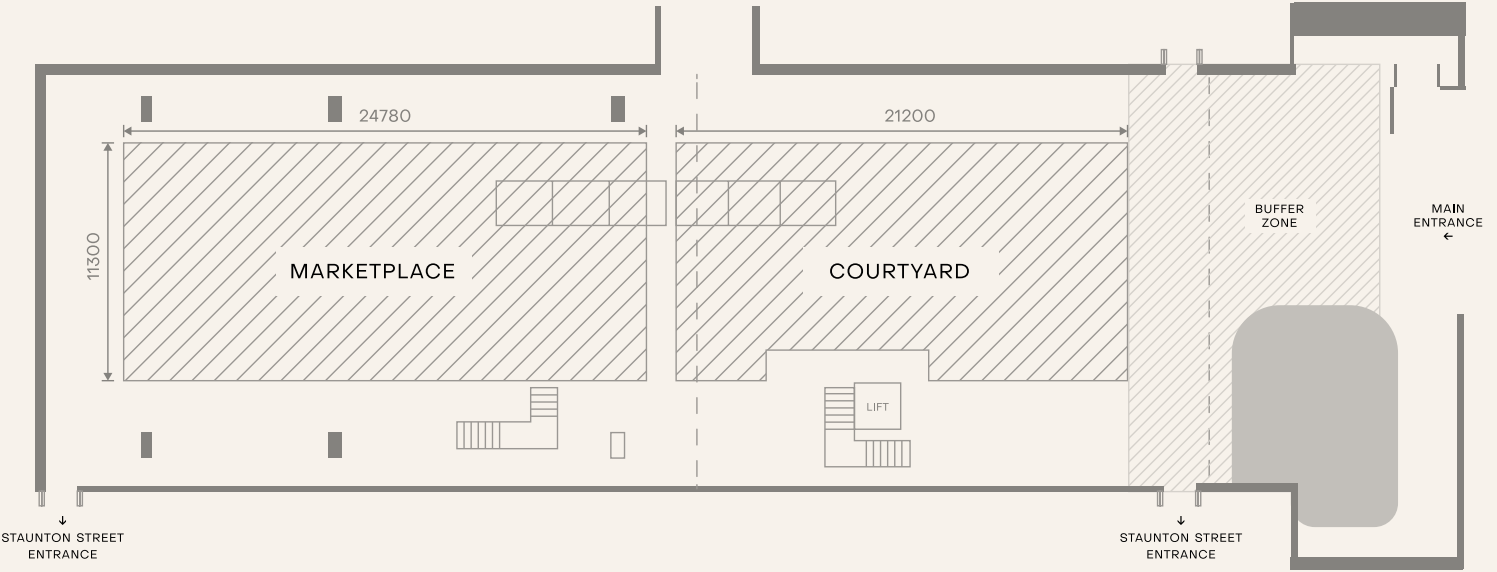
APPENDIX 1  
附件一  
Indoor Space 室內場地



**Qube**



Headroom: Approx. 5m



Courtyard & Marketplace

Courtyard



Headroom: 5m

Marketplace



Stage 階段	Project Milestone	項目里程碑
01	<u>Artwork Direction</u> <ul style="list-style-type: none"> <li>Provide the following directions in a professional manner: <ul style="list-style-type: none"> <li>Creative direction</li> <li>Design direction</li> <li>Technical direction</li> </ul> </li> </ul>	<u>作品設計方向</u> <ul style="list-style-type: none"> <li>以專業的方式提供以下方向： <ul style="list-style-type: none"> <li>創意方向</li> <li>設計方向</li> <li>技術方向</li> </ul> </li> </ul>
02	<u>Artwork Development</u> <ul style="list-style-type: none"> <li>Provide detailed execution plan: <ul style="list-style-type: none"> <li>Final Design</li> <li>Set-up specific to the display location</li> <li>Fabrication and installation plan</li> <li>Operations Plan</li> </ul> </li> <li>Present the above to the Organiser and Curatorial Team for review and approval</li> </ul> <u>Marketing</u> <ul style="list-style-type: none"> <li>Submit materials for marketing purposes, including: <ul style="list-style-type: none"> <li>Co-Creator's bio and portrait</li> <li>Artwork description and related images</li> </ul> </li> </ul>	<u>作品開發</u> <ul style="list-style-type: none"> <li>提供詳細的執行計劃： <ul style="list-style-type: none"> <li>最終設計</li> <li>因應所獲派之場地的佈展計劃</li> <li>製作和安裝計劃</li> <li>運作提案</li> </ul> </li> <li>提交上述資料給主辦單位和策展團隊審閱和批核</li> </ul> <u>宣傳</u> <ul style="list-style-type: none"> <li>提供相關資料作宣傳用途，包括： <ul style="list-style-type: none"> <li>參加者個人簡介及照片</li> <li>作品簡介及相關圖片</li> </ul> </li> </ul>
03	<u>Artwork Fabrication</u> <ul style="list-style-type: none"> <li>Provide progress updates and arrange inspections for the Organiser and Curatorial Team upon their request</li> <li>Provide structural/ technical drawings (if applicable)</li> <li>Fabricate the Artwork</li> <li>Acquire required equipment and furniture for on-site installation</li> </ul>	<u>作品製作</u> <ul style="list-style-type: none"> <li>根據主辦單位和策展團隊的要求，提供進度更新情況和安排現場考察</li> <li>提供結構 / 技術繪圖（如適用）</li> <li>製作作品</li> <li>現場安裝所需的設備和傢俱</li> </ul>
04	<u>Artwork Set-up and Operations</u> <ul style="list-style-type: none"> <li>Coordinate the on-site installation, including acquisition of all the required licences/ certificates</li> <li>Coordinate the operations with the Organiser</li> <li>Conduct repair work for Artwork during the event period whenever required</li> </ul>	<u>作品佈置及運作</u> <ul style="list-style-type: none"> <li>協調現場作品安裝，包括獲取所有必需的許可證</li> <li>與主辦單位協調運作</li> <li>於展覽期間維修作品</li> </ul>



- New electrical installations and any addition to or alteration of an existing electrical installation will need to be inspected and tested by a registered electrical contractor and worker. A Work Completion Certificate (EMSD Form WR1) will be required to confirm that the electrical installation is safe and complies with the statutory safety requirements.
  - Any item(s) over 2.5m high and/or 2.5m wide will need to be certified by a Registered Structural Engineer.
  - If the work is made of wood, natural materials or fabric, it will need to be inherently fireproofed or fireproofed with fireproofing spray in order to be certified safe.
  - The work should be able to stand alone and be safe for displaying at the assigned area. The public space, underground interpretation area (UIA), heritage wall and concrete floor are prohibited for any display unless authorised by PMQ.
  - During the duration of deTour (including set-up and dismantling period), the co-creators are held responsible for preventing their works and personal items from any damage, loss or being stolen.
  - All costs related to the safety tests and certification will be responsible by the co-creators.
  - In case of discrepancies between the English and Chinese versions, the English version shall prevail.
- 
- 新安裝的電力裝置，以及原有電力裝置的新加裝或改裝部份都須由註冊電業承辦商及工程人員檢查及測試並簽發《完工證明書》（機電工程署表格 WR1），以確認電力裝置符合法定的安全規格。
  - 高度及 / 或寬度逾 2.5 米的展覽作品須由註冊結構工程師驗證其結構安全及簽發證明書 (RSE Certificate) 。
  - 如展覽作品包含木材、天然物料或布料，須屬非易燃或經過防火塗料處理，以符合消防安全條例。
  - 所有展覽作品須穩固並安全地展示於指定地點，且不得擅自在公眾休憩空間、地下展示廊、牆壁或石屎地板上進行任何展示，如獲 PMQ 元創方事先批准除外。
  - 在展覽期間（包括進場及離場），參展單位須為其作品及個人物品負責，避免損毀、遺失或盜竊等。
  - 所有與安全檢測及證明的相關費用將由參展單位承擔。
  - 如中文指引和英文指引有所差異，一概以英文版本為準。

Enquiry 查詢  
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