

**The Press Conference and Design Symposium of Asia Pacific Interior Design Awards (APIDA) 2008 which was held in the concept store of Boloni in Shenzhen.**

Opening of the Shenzhen APIDA roving exhibition 2008 was held on 28 June 2008, in the concept store of Boloni, Shenzhen. It attracted over hundreds of mainland Interior Designers to attend despite the heavy rains and bad weather.

At the opening speech, Mr. Kinney Chan, Chairman of HKIDA gave an introduction to the entry requirements for the 16 th APIDA awards and a talk on "The development trend of Interior Design in the Asia Pacific Region" and he also showed the participants some of his latest works.

We are honoured to have the famous Interior Designer Mr. Joseph Sy to share his works and delivered a talk on "Beyond the Secret of Design" in the most lighthearted way that all the audiences were amused by his sense of humour. Also the world renowned lighting designer Mr. Tino Kwan delivered a talk on "The Art of lighting design in the eye of Tino Kwan" and presented his latest works that he did for the Peninsula Hotel in Tokyo.

The event concluded with a discussion forum on "Design and Culture" and many guests were invited to exchange views on the works of APIDA over the past 15 years. They also expressed their aspiration for the coming events of APIDA 2008 in promoting Excellency in the interior design industry.

