

THE UNIVERSITY



OF HONG KONG

DEPARTMENT OF MECHANICAL ENGINEERING

RE-SCHEDULED

**Title: THE ROAD OF DESIGN IN TECHNOLOGY-DOMINATED WORLD:
AESTHETICS IN DESIGN SCIENCE RESEARCH**

Speaker: Prof. Lilly Li
School of Fashion and Textile
The Hong Kong Polytechnic University, Hong Kong

Venue: Seminar Rooms 7-34 & 7-35, 7/F., Haking Wong Building, HKU

Date: 8 September 2022 (Thursday)

Time: 11:00 a.m.

Zoom link:
<https://hku.zoom.us/j/93080664886?pwd=RnBaTThxcm4relBxQ0JPNGQ0ZDdRdz09>

Meeting ID: 930 8066 4886
Password: 651125

“Science” deals with the systematic and philosophical study of nature and its mechanisms, and “art” involves the expression of aesthetic and emotion. Until recent centuries, their relationship remained traditional. In spite of the discovery of the scientific element in art or the artistic image in science, the term combination continues to exist only in its external meaning and not in its integral meaning.

A review of contemporary creative industries and aesthetics expressive not only the complexities of the art-technology-business balance, but also the direction of potential solutions that humanity and society may adopt.

Having experienced the benefits and risks of a well-branded “creative industry” in everyday life, and from the perspective of the industry as a whole, the issue of how to access the artistic and cultural competencies that are found in the technology landscape persists.

Even in parts of the world where art and technology are still seen as Binary Opposition, as well as culture and commerce, liberal arts and sciences have made great strides toward improving people’s quality of life and achieving a higher standard of living.

The creation of value through multidisciplinary research. The creative economy has flourished as a result of this trend, which indicates that 21st century industries will increasingly rely on knowledge resulting from creativity and innovation.

Even though we have not yet been able to theorize and summarize the research methods of the research group, we are intrigued by the structure of duality and opposition that leads to harmonious, which does not adhere to the logic and duality of monadic repetition. As part

of this presentation, we attempt to introduce a series of scientific research in order to provide us with the opportunity to discuss and help us further explore this fascinating area.

In this regard, these uncertain research methods (or design thinking research) give an opportunity to solve some problems from a user-centered perspective, thus enabling development of new ideas and envision new possibilities. The discoveries, inventions and developments resulting from these studies have been embraced by many of the world's largest textile companies and incorporated into their products, resulting in an effective and tangible knowledge transfer and market application.

Biography:



Lilly is a Professor in the School of Fashion and Textile of The Hong Kong Polytechnic University, Associate Director of Research Institute for Sports Science and Fellow of Royal Society of Arts. In addition to her academic qualifications, she has acquired many years of practical experience as a senior designer and eventually as the design director of a company before coming to PolyU. Her research is characterized by a creative economy, design thinking, and interdisciplinary design methods, which she applied to a variety of issues including the implementation of smart functional textile technologies and advanced manufacturing processes. As demonstrated in her work, Lilly has been able to utilize design not just for product conception, but to develop its potential as an interdisciplinary tool that provides constructive solutions and innovations across the entire value chain, whether meeting particular market needs or solving technological defects. Her method of interdisciplinary design generates technological innovation via the synergistic interaction of knowledge from various disciplines, which not only accelerates the development of the creative sector, but also integrates different innovative research methods in a new direction towards viable solutions.

Both academia and the textile industry have acknowledged Lilly's research work for its positive impact on the textile industry and the greater creative economy.

She has successfully secured 70 projects worth a total amount of over HK\$ 100 million (around US\$ 13 million), published over 100 research articles in world-leading and top-tier textile journals, and held 27 patents. With her achievement, she has won 38 prestigious international awards, including the Golden Award of the 46th and 47th International Exhibition of Inventions of Geneva for two consecutive years. She has also been awarded the 2022 & 2021 Faculty Outstanding Technology Transfer Award – Industry (Individual – Technology Transfer Activities), and the Faculty Awards for Outstanding Achievement (Individual - Research and Scholarly Activities) 2021 for recognizing her remarkable research achievements. Her academic research outcomes have also been successfully trademarked and licensed to the industry for commercial use. She has developed technologies and products that have expanded into mass production or various commercial purposes with a total knowledge transfer value of over HK\$300 million. Her research has been adopted across a spectrum of arenas, including the fashion retail and textile industry, agriculture, healthcare, electronics, lifestyle as well as archaeology. Notably, her work has been employed by the Committee for the 2022 Beijing Winter Olympics.

Prof. Li also has a distinguished and longstanding record of service to the university, academic community, and society. She serves as a specialist member of the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ); as well as Design Admission Panel Members and Mentor (DAP) for the Hong Kong Design Centre's Design Incubation Programme (DIP) under the SAR Government's CreateSmart Initiative (CSI).

ALL INTERESTED ARE WELCOME

For further information, please contact Prof. Nicholas Fang at 3917 2639.