



## Queenie Man 文慧妍

Founder and CEO, The Project Futurus

Managing Director, Forward Living

Member, Elderly Commission

[Queenie.man@theprojectfuturus.com](mailto:Queenie.man@theprojectfuturus.com)

<https://www.linkedin.com/in/queeniemani/>



Queenie is the Founder & CEO of The Project Futurus, Managing Director at Forward Living. Queenie is an appointed member of The Elderly Commission HKSAR, a Board Member of AIDs Concern and the Hong Kong Social Entrepreneurship Forum and a Member of Consultation Panel of the West Kowloon Cultural District Authority.

Combining her insights and experiences in both branding and elderly services, Queenie established The Project Futurus in 2019 to transform the way people perceive aging through advocacy, education, community service, and impact program design. Queenie established "Captain Softmeal" to raise awareness on dysphagia health through 700+ sessions of softmeal workshops and chef trainings, providing over 100,000 servings of softmeal to hospitals and elderly homes to-date. She also created "Sensory Restaurant on Wheels" serving over 4,500 elders with dementia and swallowing difficulties the joy of dining and DEI initiative "Good Times on Wheels". Queenie incubated Yung Kee Restaurant and Tao Heung's Chung's House to create swallowing friendly menus and promote inclusive dining in Hong Kong for people with chewing and swallowing difficulties.

Queenie is an advocate for human-centric elderly care. She is responsible for the rebranding of "Culture Homes" (a Hong Kong based eldercare enterprise) and the design and development of a Nordic-inspired senior community "Forward Living" - Hong Kong's first successful pilot of "Scheme to Encourage Provision of Residential Care Home for the Elderly Premises."

Queenie has received numerous accolades, including the "Spirit of Community Award 2024" at the 12th Spirit of Hong Kong Awards, "Harper's Bazaar Visionary Women Award 2023", "Prestige Women of Power 2023", "Tatler Gen.T 2022 Leaders of Tomorrow", and "Jessica Most Successful Women 2021". She earned her bachelor's degree in Business Administration from the University of Washington and is currently pursuing a master's degree in Dementia at the University of Stirling in the UK.

### Current Public / Civil Service:

- Member of the Elderly Commission, HKSAR
- Member of the Board of AIDs Concern
- Director (Board of Directors) of the Hong Kong Social Entrepreneurship Forum



- Member of Consultation Panel of the West Kowloon Cultural District Authority

文慧妍是樂齡社企 The Project Futurus 的創辦人 and 行政總裁。她也是「迎進生活」的董事總經理。她被委任成為香港特別行政區政府安老事務委員會成員，以及「關懷愛滋」和社會創業論壇董事局成員，以及西九文化區管理局（管理局）諮詢會成員。

結合品牌設計及安老服務的經驗，文慧妍於 2019 年成立了 The Project Futurus，希望透過倡議、教育、社區服務及社會創新設計，銳意改變大眾對「老齡化」的印象。她成立了《軟餐俠》透過 700 多場的軟餐學堂和培訓倡議有尊嚴飲食，並為醫院及安老院舍提供超過 10 萬份軟餐。Queenie 創造了《流動五感大茶樓™》社區計劃，至今以為超過 4500 位患有腦退化症和吞嚥困難的長輩提供沉浸式的愉悅點心體驗，以及最新為殘疾人士而設的《流住好時光》社區共融項目。另外，Queenie 也為鑪記酒家和稻香集團旗下的鍾菜館合作，成功培訓並推出「同桌同餐吞嚥友善餐宴」，推廣吞嚥友善的文化。

Queenie 也是負責重塑香港安老服務品牌「文化村」的企業品牌策略，並創立了北歐長者生活社區「迎進生活」，香港首個成功申請並落實的「鼓勵在新私人發展物業內提供安老院舍院址計劃」，致力提升長者服務模式。

Queenie 曾獲多個獎項，包括第 12 屆 2024 香港精神獎社區貢獻獎, “Harper’s Bazaar Visionary Women Award 2023”、 “Prestige Women of Power 2023”、 “Tatler Gen.T 2022 Leaders of Tomorrow”、及《旭茉 JESSICA》成功女性大獎。Queenie 擁有華盛頓大學工商管理學士學位。她正於英國史特靈大學修讀以腦退化症專科的碩士學位。

現有公職：

- 香港特別行政區政府安老事務委員會成員
- 「關懷愛滋」董事局成員
- 社會創業論壇董事局成員
- 西九文化區管理局（管理局）諮詢會成員