

THE FUSION OF DESIGN AND TECHNOLOGY

design  
SHENZHEN  
设计深圳

# DESIGN SHENZHEN



21 - 24 MARCH 2024

SHENZHEN CONVENTION AND  
EXHIBITION CENTER

WWW.DESIGNSHANGHAI.COM  
/DESIGN-SHENZHEN





KINGWAY BREWERY RENOVATION, SHENZHEN, URBANUS



DJI SKY CITY, SHENZHEN, FOSTER + PARTNERS



NORTH XINGGE JINZE SKYSCRAPER, ZHUHAI, AEDAS



OPPO HEADQUARTERS, SHENZHEN, ZAHA HADID ARCHITECTS



HONG KONG M+ MUSEUM, HERZOG & DE MEURON



PRISMA, SHENZHEN, BJARKE INGELS GROUP (BIG)

# THE FUSION OF DESIGN AND TECHNOLOGY

Design Shanghai Presents  
**DESIGN SHENZHEN**

21-24 March 2024

Shenzhen Convention &  
Exhibition Center

In February 2023, the inaugural Design Shenzhen event took place in Shenzhen, sparking enthusiasm throughout the Greater Bay Area. As we look forward to 2024, our commitment remains unwavering. Drawing upon the valuable experiences and abundant resources accumulated over a decade of organizing Design Shanghai, we are dedicated to crafting an enhanced design extravaganza. Our primary focus is to create a centralized platform for exceptional design pieces, showcasing the works of leading domestic and international design brands alongside an array of creatively boundless special projects. We aim to attract industry luminaries to participate in thought-provoking design forums.

- Where Innovation Thrives: Pioneering Products and Global Debuts
- Exploring Tech-Inspired Products: A Design Industry Highlight
- Master the Latest Tools: A Learning Space for Design Tech
- Bridging Technology, Art, and Design: Uniting Creativity in Projects
- Empowering Emerging Domestic Brands: A Localized Design Hub

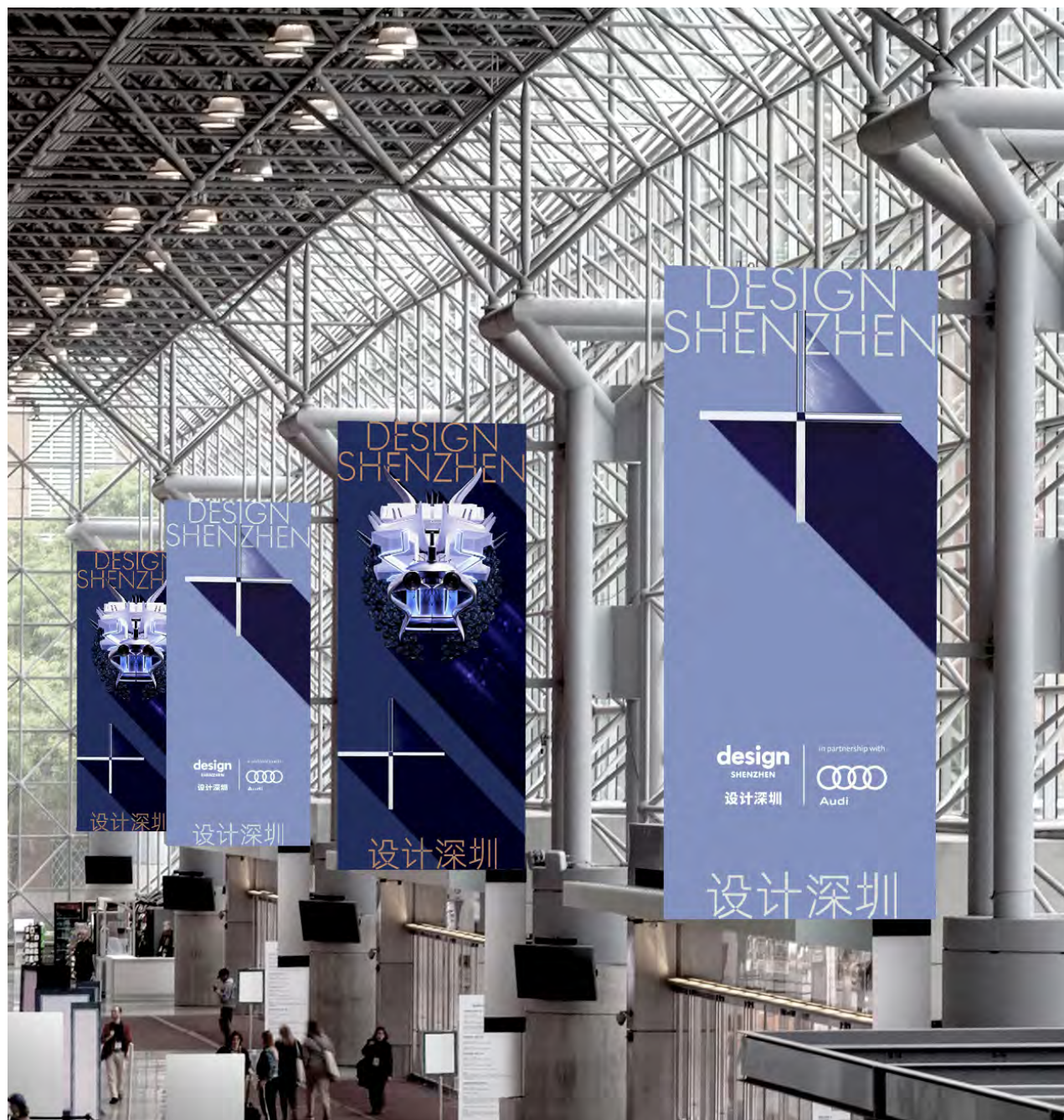
Moreover, Design Shenzhen places a deliberate emphasis on exploring the forefront of technological advancements. From the intelligent living experiences facilitated by smart homes to the imaginative applications of artificial intelligence technology and the limitless possibilities offered by 3D printing, including innovative designs at the vanguard of the era such as emotion detection and health monitoring. These riveting, technology-driven industrial designs do more than predict future trends; they usher us into an entirely new era, seamlessly merging the worlds of design and technology. We invite you to join us in experiencing the boundless charm showcased at Design Shenzhen and to embrace the profound impact of design. Together, let us co-author a chapter of innovation.



# DESIGN SHENZHEN SUCCESSFULLY LAUNCHED SPARKING ENTHUSIASM THROUGHOUT THE GREATER BAY AREA

Presented by Design Shanghai, the inaugural edition of Design Shenzhen welcomed 40,326 visitors and hosted over 250 curated brands tailored to architects, interior designers, property developers and the design-savvy public.

The show injected new vitality into the design community of the Greater Bay Area, providing a journey into the future and spotlighting cutting-edge design and technology through over 500 global product launches, over 10 immersive installations and features as well as talks programme led by minds shaping the future of design.



With the help of HongKO, Co-founder of KL&K Design, Design Shenzhen has a forward-looking campaign. It features a symbol of “+” that reflects the mission of the event and also matches the theme of Design Shenzhen Design Forum: Nature + Technology Create Hope and Harmony.





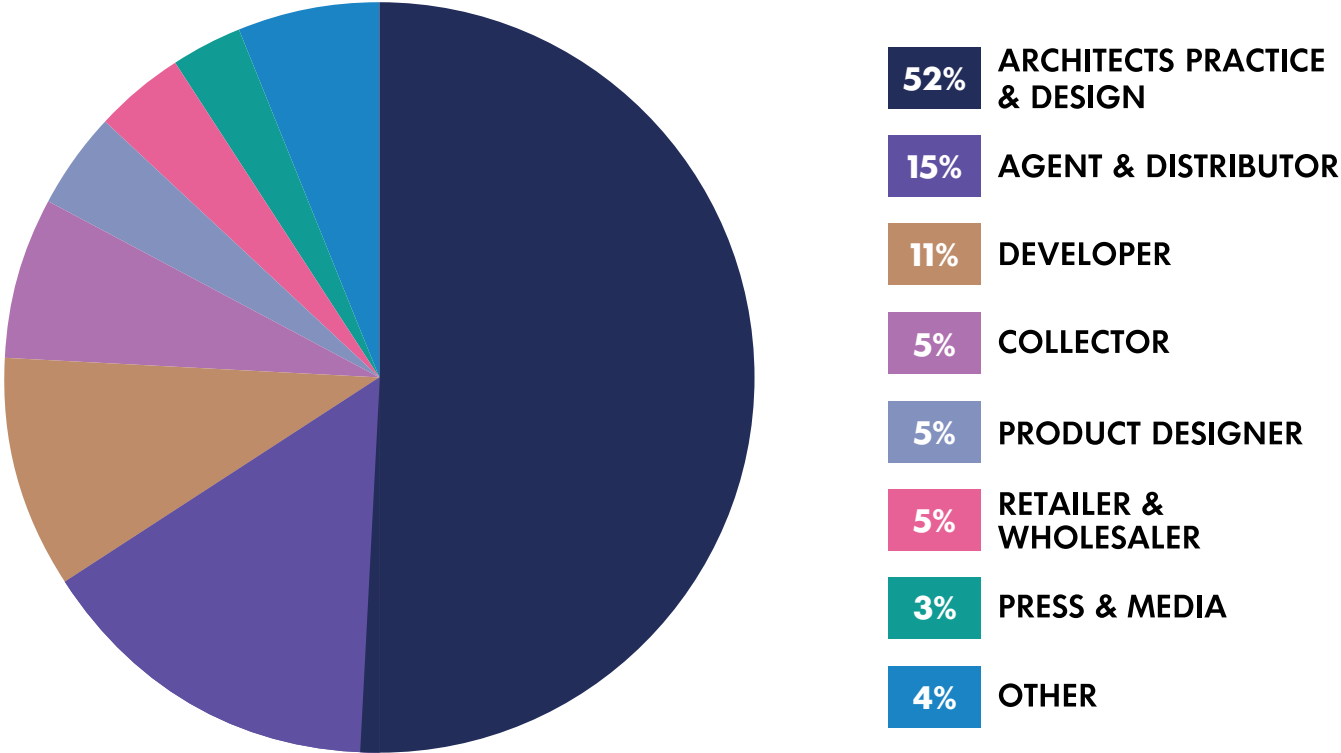


4-DAY EVENT

ATTRACTED **40,326** HIGH-END TRADE VISITORS

- Leading architects across the world
- High profile architects
- Highly influential property developers from the Greater Bay Area
- China's elite professional buyers and specifiers
- Key decision makers from the private and public sectors
- Highly targeted, affluent design aware consumers

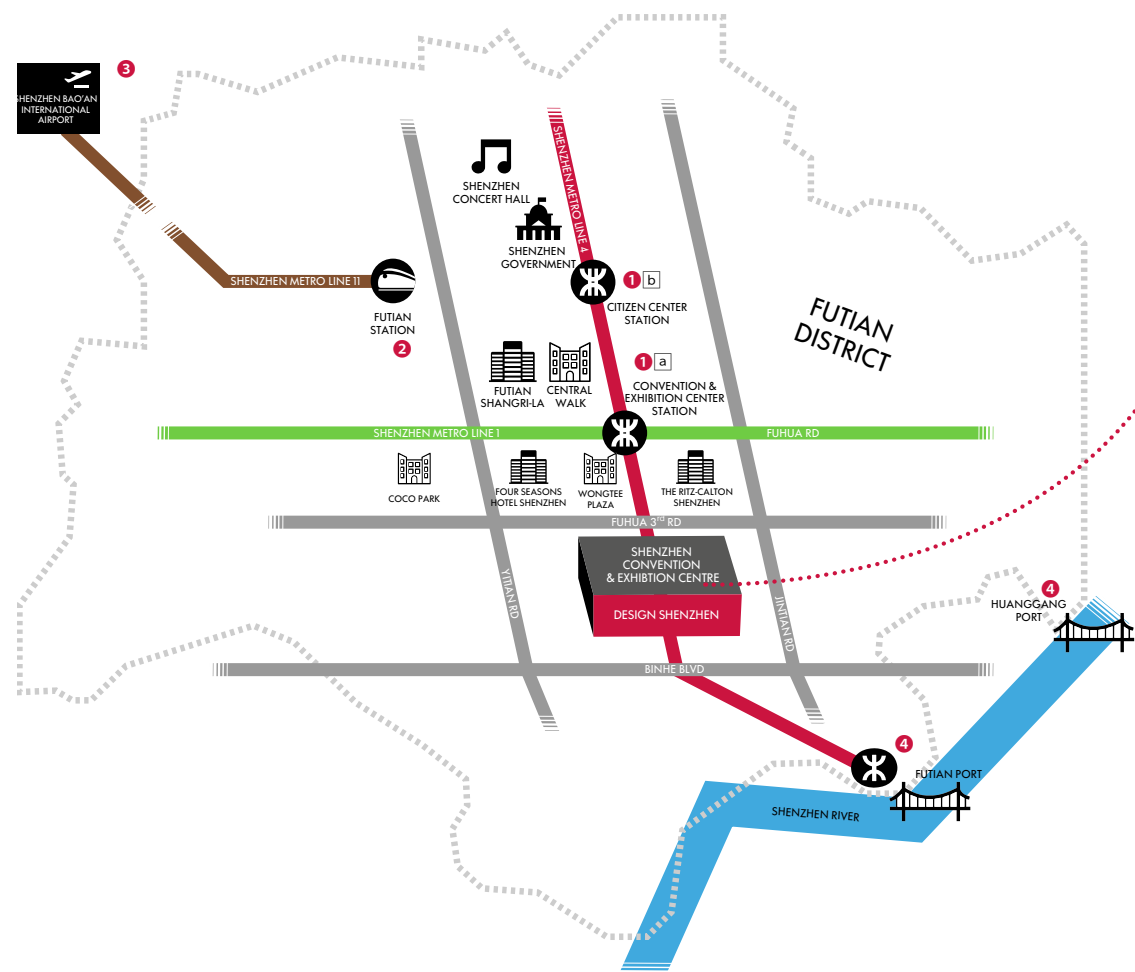
**VISITOR PROFILE**





# A NEW CHAPTER OF DESIGN INNOVATION

Design Shenzhen takes place at the **Shenzhen Convention & Exhibition Center (SZCEC)**. Benefitting from creatively designed spaces, advanced facilities and super convenient transportation links, this is a venue that places you right in the heart of this amazing city.



Located in the heart of Futian CBD, Shenzhen Convention & Exhibition Center is one of the architectural landmarks of Shenzhen.

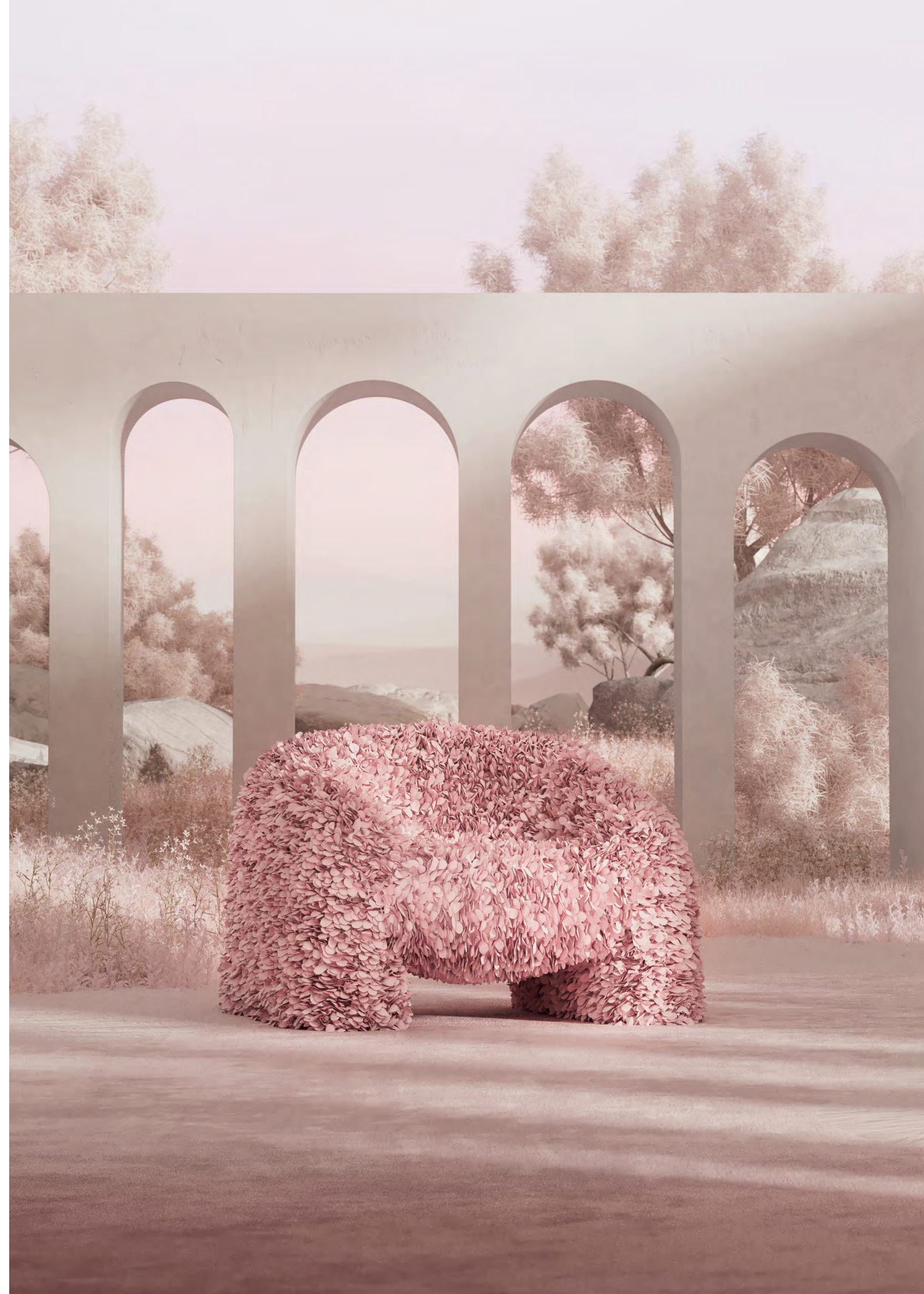
- 1 Shenzhen Metro**  
Convenient access to Shenzhen Metro Line 1, 4 & 11.
  - a 4-minute walk from Convention & Exhibition Center Station (Interchange station of Line 1 and Line 4);
  - b 6-minute walk from Citizen Center Station (Interchange station of Line 1 and Line 11).
- 2 Railway Station**  
Within 8 minutes' driving distance from Futian Railway Station

- 3 Airport**  
Within 30 minutes' driving distance / 50 minutes by tube from Shenzhen Bao'an International Airport
- 4 Hong Kong**  
5 minutes' driving distance from Futian Port and Huanggang Port



# WHERE INNOVATION THRIVES: PIONEERING PRODUCTS AND GLOBAL DEBUTS

Design Shenzhen curates superb works from prominent global design brands, showcasing the elegance of design. It stands as a distinctive platform for nurturing creative inspiration and is committed to creating a design extravaganza that harmoniously blends innovation and excellence.





## EXPLORING TECH-INSPIRED PRODUCTS: A DESIGN INDUSTRY HIGHLIGHT

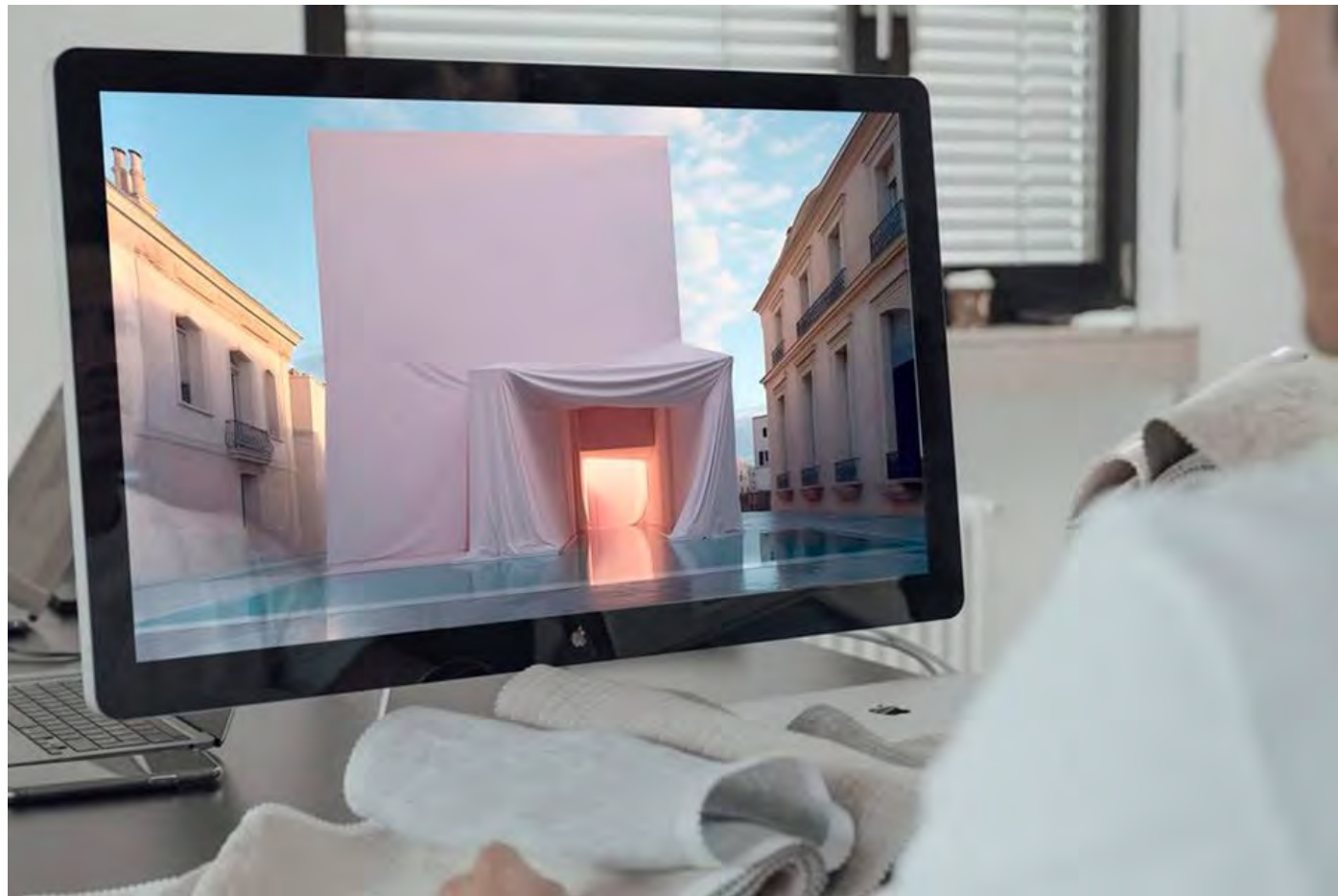
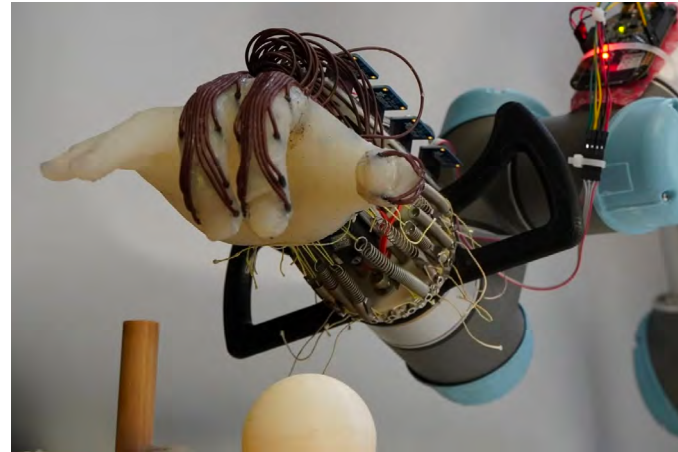


Design Shenzhen offers a distinctive platform tailored for interior designers, architects, and product designers. Our objective is to ignite the inception of innovative design products and solutions by integrating technology. Here, you'll have the chance to delve into the most recent advancements in the realm of whole-home intelligence and smart construction. Experience the captivating synergy between creativity and technology as you confidently venture towards the future design trends, under the guidance of beauty and innovation.



# MASTER THE LATEST TOOLS: A LEARNING SPACE FOR DESIGN TECH

Design Shenzhen brings together the latest tech tools and software, offering designers a fresh platform for learning and collaboration. Designers can continuously hone their skills, master cutting-edge tools, and drive innovation in creative design to stay competitive. This learning ecosystem not only facilitates knowledge transfer but also serves as a wellspring for sparking creativity, contributing to the thriving growth of the design industry.





# BRIDGING TECHNOLOGY, ART, AND DESIGN: UNITING CREATIVITY IN PROJECTS



Design Shenzhen offers a unique perspective to the audience. It brilliantly showcases innovative digital art installations and the application of smart technologies, underlining the potential of technology-infused design. By delving into the deep interplay of art and design, our commitment lies in translating these insights into pragmatic solutions for commercial projects, thereby catalyzing industry growth and innovation.



# EMPOWERING EMERGING DOMESTIC BRANDS: A LOCALIZED DESIGN HUB

Design Shenzhen provides a unique opportunity for local design brands and industry professionals to showcase their creativity and talent. It embodies Shenzhen's distinctive innovative spirit and vibrant multiculturalism. At Design Shenzhen, brands can amplify their presence, explore potential business opportunities, and allow global design aesthetics to flourish in this design hub.



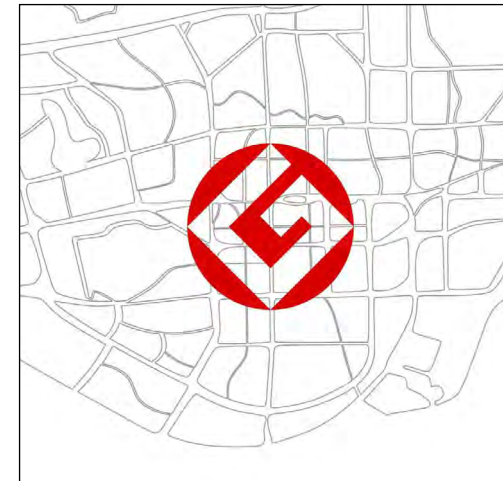




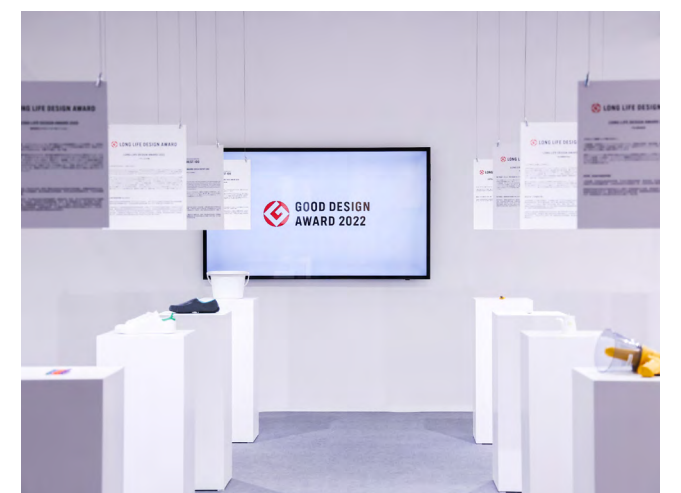
# GOOD DESIGN SELECT

## XIAOXI SHI X GOOD DESIGN AWARDS

### PREVIOUS FEATURE HIGHLIGHTS



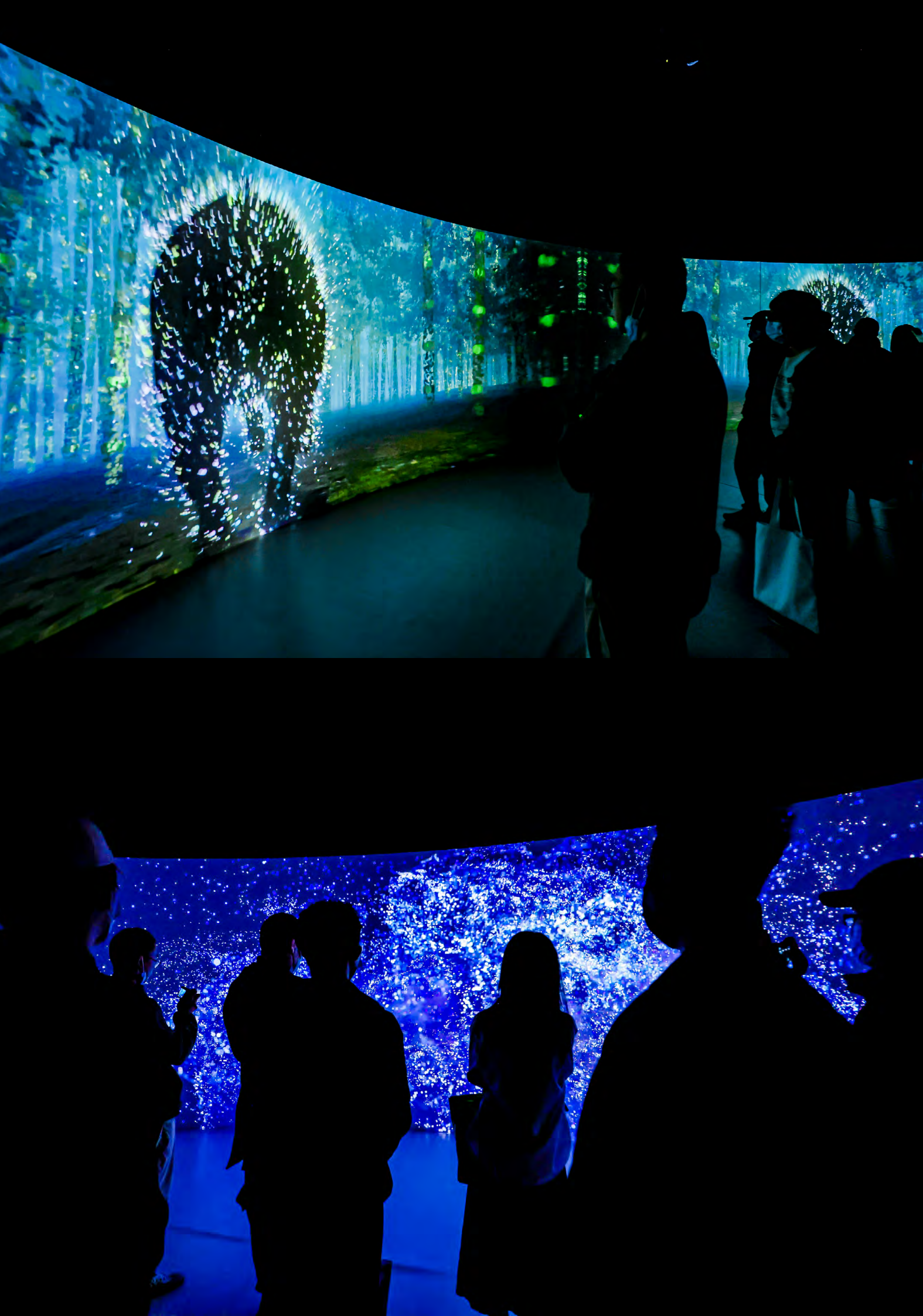
Founded in Japan, the prestigious awards pro-gramme Good Design Awards debuts in China for the first time at Design Shenzhen with its feature Good Design Select. Curated by Industrial designer Xiaoxi Shi alongside G-MARK, Good Design Select presents dozens of cutting-edge, award-winning design pieces from international talent who have designed iconic global products that convey time- less design, longevity and that reflect comprehensive design values and principles that aim to enrich lives, industries and society. This feature encourages visitors to think about the relationship between good design and life, recognising many items they may already own that still stand so prevalent in today's market.





# NATURE RESONANCE PRESENTED BY SONY DESIGN

PREVIOUS FEATURE HIGHLIGHTS



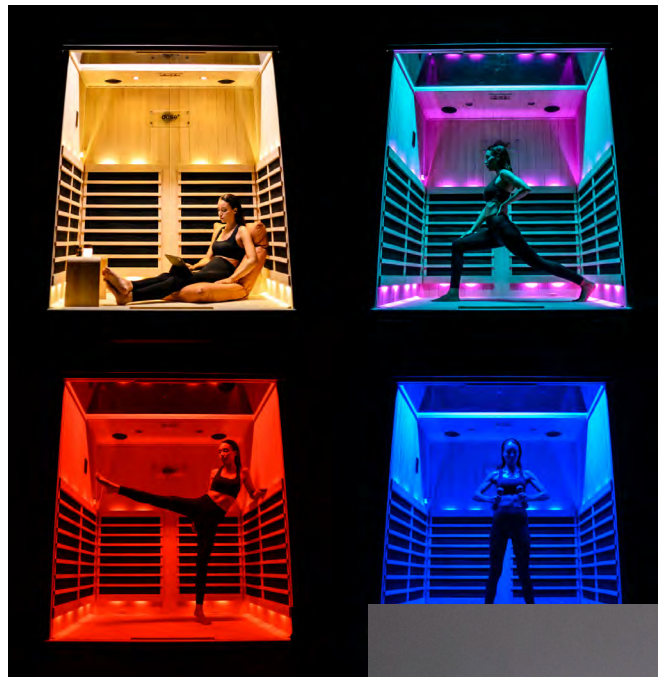
Sony Design participated in Design Shenzhen with the theme “NATURE RESONANCE”, which exhibited the story of the interdependence between humans & nature, and the unseen transformation and circulation of energy between us. A series of visual, auditory, and haptic sensory effects enabled visitors to immerse in the origin, evolution of natural life. The show consisted of two spaces – In the first space we displayed Sony’s environmentally conscious materials and technological achievements. Premiered in the second space was an intuitive experience where visitors can experience the cycle of natural life and our resonance with nature.



# WELLCONNECT

## PREVIOUS FEATURE HIGHLIGHTS

WellConnect, an experimental feature curated by Design Shenzhen in collaboration with DavidHugh, Dose, and Ostuni, delved into pioneering concepts for living in modern home and work environments. It explored the human-technology connection while presenting innovative lighting solutions for health and well-being. Notably, artists Liang He (LEGO) and Liu Yang from Dance with Light have crafted a distinctive GIF lighting art installation. This installation, distinguished by its interplay of light, transmutes light and shadow and plays with an array of colours within a meditative cave ambience. Enhanced by ethereal and soothing music, it delivers a multisensory journey blending visuals and sound.



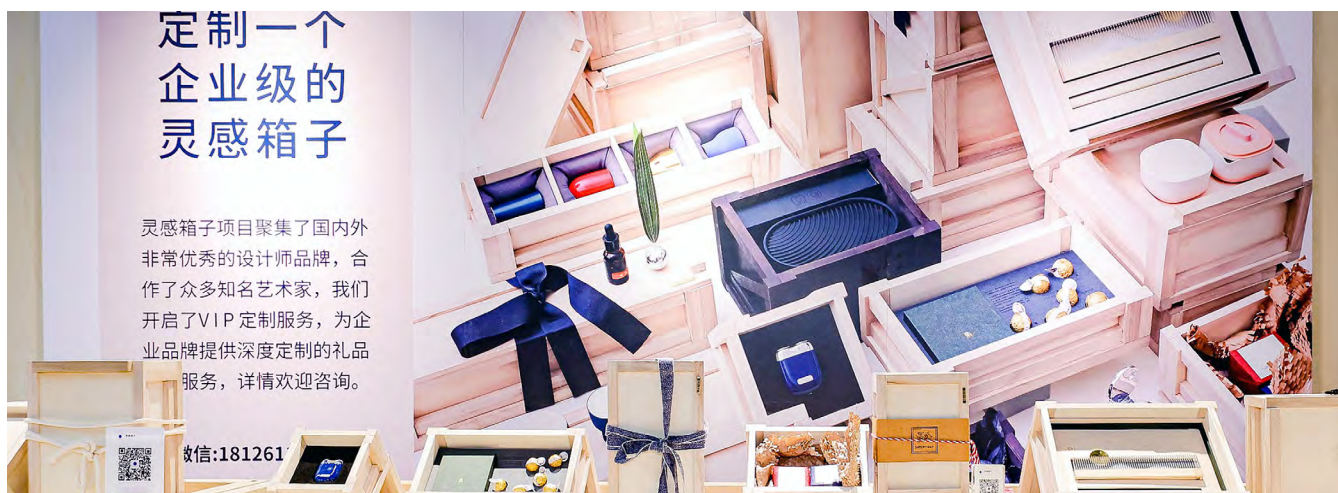


# IDEA BOX

## PREVIOUS FEATURE HIGHLIGHTS

'Idea Box' is an exhibition of living aesthetic objects, which showcases popular accessories designs from renowned design brands, niche studios and artisans in Shenzhen's giftware industry. Inspired by the concept of "boxes", the feature aims to provide a platform for creative objects, and design ideas.

### IDEA BOX EXHIBITORS



灵感箱子



灵 / 感 / 箱 / 子





# 乡筑未来

# RURAL FUTURES AWARD

CHINA'S FIRST SUSTAINABLE  
RURAL ARCHITECTURE PRACTICE AWARD  
中国首个可持续乡村建筑实践奖

颁奖典礼  
2023年2月27日 @设计深圳

主办方：  
design SHENZHEN 设计深圳 X 踐談 APT

支持方：苏州市吴江区盛泽镇人民政府

策划单位：  
farm+ 农研所

## RURAL FUTURES AWARD

### PREVIOUS FEATURE HIGHLIGHTS

Design Shenzhen collaborates with the Chinese young architect community APT (Architecture Practice Talks) to launch China's first architectural practice award for sustainable rural construction — Rural Futures Award, designed to recognize the architectural practice in the rural construction field with a deep exploration of the value of sustainability, and to form a positive value guide for a sustainable rural revitalization.





# FORUM/THOUGHT LEADERSHIP

## 2023 FORUM THEME: REGENERATIVE DESIGN – DESIGN FOR WELLBEING: HUMANITY, SUSTAINABILITY, TECHNOLOGY

Design Shanghai and Design China Beijing have created the best attended and comprehensive Design Forum in Asia, hosting presentations from world renowned designers such as Philippe Starck, Marcel Wanders, Ross Lovegrove, Patricia Urquiola, Paola Navone, Tom Dixon, Chi Wing Lo and many highly revered Chinese practitioners.

Building on the reputation of the Design Forum, Design Shenzhen Design Forum invites over 40+ prestigious architects, designers and tastemakers such as Gaetano Pesce, Carlo Ratti, Benjamin Hubert, Satoshi Ohashi and Steven Smitto share their insights surrounded by the forum theme 'Regenerative Design – Design for Wellbeing: Humanity, Sustainability, Technology'. Alongside these design and architect pioneers, the forum is also a stage where emerging and local Chinese designers can share their ideas, creative inspiration and showcase their contribution to the design field.



ROBERT GREENWOOD

PARTNER, DIRECTOR ASIA PACIFIC,  
SNØHETTA



SATOSHI OHASHI

ARCHITECT DIRECTOR, ZAHA HADID  
ARCHITECTS



GAETANO SCINTILLA

THE CHAIRMAN OF WAD; DESIGN  
DIRECTOR, VALÈ



JOE CHENG

FOUNDER & CHAIRMAN, CCD



PETER SCHUBERT

ENNEAD ARCHITECTS LLP DESIGN PARTNER



CARLO RATTI

MIT SENSEABLE CITY LAB DIRECTOR  
CARLO RATTI ASSOCIATI CO-FOUNDER



KOT GE

FOUNDER & ART DIRECTOR, LSD & ZAIZAO



GUANGJIAN ZHANG

FOUNDER/DESIGN DIRECTOR,  
STYLUS STUDIO



SU DAN

DIRECTOR OF INSTITUTE OF  
INTERIOR DESIGN ASC



PETER CHANG

ASSOCIATE DIRECTOR ASIA,  
MYRDV



STEFANO PIONTINI

PARTNER AND GENERAL MANAGER APAC,  
VUDAFIERI SAVERINO PARTNERS



LEON KRYKHTIN

FOUNDER, DESIGN DIRECTOR, LEON  
KRYKHTIN DESIGN NETWORK (LKDN)



# DESIGN IN THE CITY

Design in the City presents a thoughtfully curated program, exploring a myriad of design spaces. This program harmoniously merges design, fashion, art, and retail, resulting in a city-wide metamorphosis into a dynamic design festival. Immerse in a tapestry of captivating encounters, where interactive elements enliven the city across these creative realms. As part of this, exhibitors and their brands can engage in a rich array of events, talks, launches, and presentations that span the entire year.



## City Design Guide

The carefully edited and curated City Design Guide features over 100 of our favourite events and design destinations in the heart of Shanghai, where you will be inspired by some of the most creative minds in this metropolitan wonderland.

## Design Shanghai @ Xintiandi Design Festival

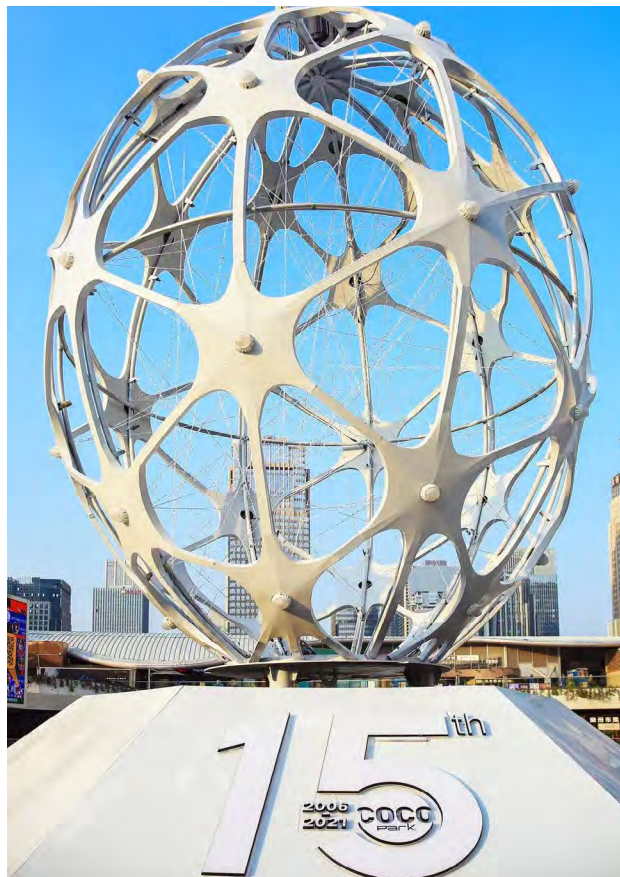
Design Shanghai has partnered with Shanghai Xintiandi, the landmark shopping and entertainment area in Shanghai, to produce an annual design festival since 2017. The festival runs for two weeks, featuring interactive installations and spaces by designers and artists from home and abroad

## Design Shanghai @ Taikooli Sanlitun Design Festival

In 2018, Design China Beijing collaborated with Taikooli to produce the Taikooli Sanlitun Design Festival and turned the event into a Beijing-wide celebration of design and creativity. The design festival offers both the local community and international visitors the opportunity to experience the city in a new light.

## Design Shenzhen @ Shenzhen Futian Xinghe COCO Park Design Festival

Design Shenzhen collaborates with Futian Xinghe COCO Park to host a satellite event, featuring two large-scale public installations, 'COCO UNIVERSE' by ORIA and '15' by EVA Architects, to engage the local community and beyond.







# NETWORKING EVENTS & SOCIALS

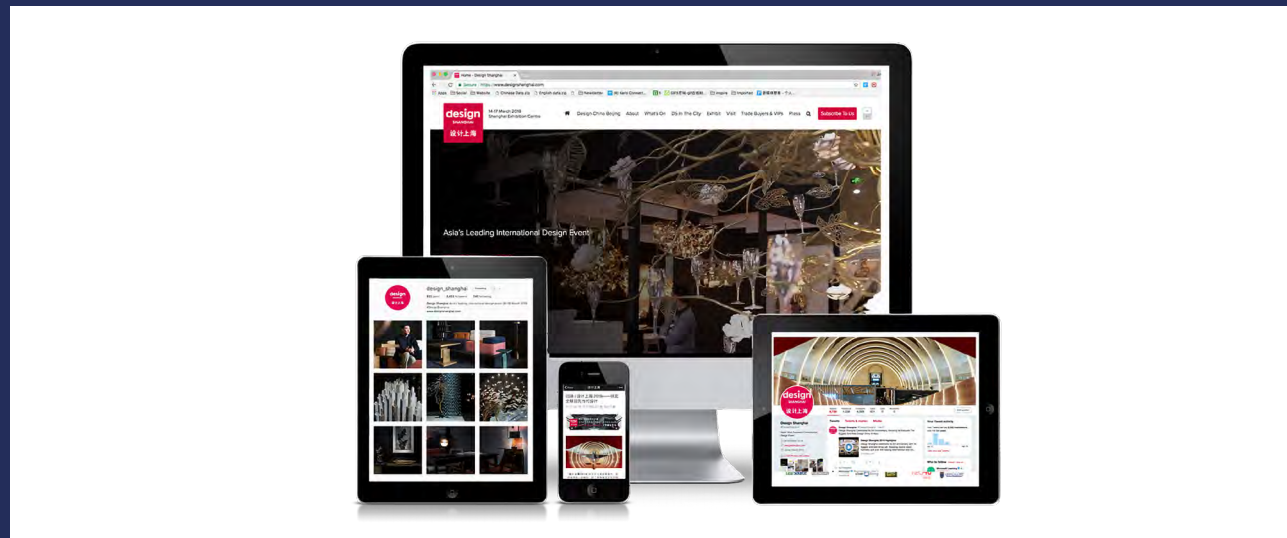
Design Shenzhen collaborates with global leading design creative studios, luxury fashion brands, and influential media, curating a series of unique design experiences. Throughout and around the exhibition, you'll have the opportunity to encounter unprecedented design installations, explore remarkable design projects, and participate in a myriad of vibrant social events. These engagements assist in fostering profound and valuable business connections.





# AWARD WINNING MARKETING & PR CAMPAIGNS

REACHING OVER 60 MILLION  
DESIGN PROFESSIONALS



## PR SUPPORT

Design Shenzhen's comprehensive PR campaign will target leading trade titles, national and international press. Every exhibitor has the opportunity to be a part of the extensive PR campaign conducted by industry experts both internationally and locally.

## SOCIAL MEDIA

Inclusion in Asia's most successful design events' social media across Weibo, Wechat, Twitter, Facebook, LinkedIn, Instagram.

**WeChat**– 160,000+ followers with an average viewing of 5,000 per article, the highest viewing is over 20,000 per article

**Weibo** – 40,000+ followers, #designshanghai and #sustainabledesignchinasummit had over 110 million viewings, and 44,000 interactive discussions during 2020

## DIGITAL & EMAIL CAMPAIGNS

Extensive email campaigns to over 450,000 design professionals with exhibitors heavily featured in visitor facing emails. Digital and print campaigns reached 5 million design professionals in 2020.

## EVENT PARTNERSHIP

In partnership with the most influential associations, institutions, designers, architects, retailers and dealers, reaching over 470,000 high profile design professionals across the Asia Pacific region.

## LIVE STREAMING

Collaborate with exhibitors, media partners and industrial professionals to launch live streaming programmes and share videos throughout the exhibition, so that you can stay update with the latest industrial news.

“

Design Shenzhen recognizes the city's emergence as the focal point of China's creative industries.

design  
boom®

Shenzhen, the centre of the world.

IFDM  
INTERIOR FURNITURE DESIGN MAGAZINE

Forward-Facing Creativity: Design Shenzhen.

ARCHI  
TONIC

Design Shenzhen will be the largest curated event of its kind ever seen in the city.

design  
wanted

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match  
商贸配对

# TRADE BUYERS PROGRAMME & BUSINESS MATCH-MAKING TECHNOLOGY

## PROFESSIONAL SELLER PROGRAM

## BUSINESS MATCHING

The Trade Buyer Programme and Business Matchmaking Service is run by a dedicated trade relationship team, who identify and attract real buyers with real projects to meet with the exhibitors onsite. Our most recent targeted trade buyer programme attracted more than 1000 hand-picked participants from all over Asia.

Our Business Matchmaking Service is one of the most significant valued-added services for exhibitors wishing to meet pre-qualified visitors. Buyers and exhibitors can arrange onsite meetings in advance to discuss real projects and establish mutually beneficial business relationships.





# CONTACT

## RAYMOND WANG

Event Director

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# EXHIBIT NOW

## PRE-BUILT STAND

£492 (¥4,330) / m<sup>2</sup>

\* Including basic stand construction

## SPACE ONLY

£425 (¥3,745) / m<sup>2</sup>

**design**  
SHENZHEN

设计深圳

