

## 10th Anniversary of Design Shanghai - Chinese Design Takes Centre Stage

*Asia's Leading International Design Event Places A Global Spotlight on Chinese Talent*



Above: U+

**June 1st - Design Shanghai (8-11 June 2023)**, Asia's largest international design event series, is celebrating its **10th anniversary**, expecting to welcome over 70,000 visitors over the four days and will showcase more than 600 local and international brands from 40 countries and regions. Design Shanghai celebrates a wealth of creative accomplishments and is set to share new ideas from both the world's rising stars and industry tastemakers.

In 10 years, Design Shanghai has become one of the biggest design shows in the world - attracting over 2500 world-renowned design brands from over 40 countries. Design Shanghai has been dedicated to identifying and nurturing emerging Chinese designers and brands, providing them with a global platform to showcase their work. Over the past decade, Design Shanghai has witnessed and contributed to the unprecedented growth of numerous young designers, many of whom have even become pillars of contemporary design in China. The highly anticipated event will once again attract leading international and Chinese manufacturers, design-led brands, global industry leaders, architects, collectors, interior

designers and design enthusiasts, alongside dynamic cultural programming unique to the city. It is comfortably the most significant international design show in Asia. Showcasing curated exhibitors, features and talks, it brings together integrated and innovative design from China to the global stage.

**Audi** will again join Design Shanghai as the **exclusive headline partner** for the fourth consecutive year. In celebration of Design Shanghai's 10th anniversary, Audi will present the *China premiere* of the *newly launched Audi activesphere concept*, the culmination of its innovative sphere concept vehicles showcasing its ever-evolving progressive design philosophy and vision of future premium sustainable mobility driven by meaningful technology. The Audi activesphere concept is a unique type of crossover that cleverly combines the elegance of an Audi Sportback, the practicality of a SUV and true off-road capabilities.

## FEATURES

Design Shanghai's Feature area is designed to celebrate the best up-coming designers, the evolving design community and craftsmanship in China.

## TALENTS

Since its inception, Design Shanghai has celebrated Chinese talent and tapped into new young and local designers, giving them the platform to gain a reputation domestically and internationally. TALENTS is curated by **Frank Chou** and focuses on the localization of Chinese design, upholds the brand value of people-oriented design, focuses on people through design, discovers potential young designers, and gives them professional career guidance. In 2023, Design Shanghai TALENTS will be back with 22 groups of TALENTS, linking China and the West in the form of a "banquet", interpreting "Chinese characteristics".



Above: TALENTS

### NEOOOLD

Chen Min, the Chinese industrial designer and founder of Chen Min Office and curator of neooold, has invited famous architect, **Chen Hao Ru**, to create an exhibition space with the theme of "Crouching Tiger, Hidden Dragon in the Forest". The vortex-like exhibition space was created with a bamboo forest and a winding path to recreate the Jianghu dream. The curved exhibition route is designed to lead visitors deep into the bamboo forest, with this year's neooold feature mimicking the "walled city" of Jianghu.

### "RÓNG - WEAVING" DESIGN EXHIBITION

Róng is a process of creating contemporary design language, deconstructing traditional handicrafts and reintegrating them into design and the Weaving Design Exhibition will display the works of 27 designers, who for the past two years have worked on pieces that bring traditional weaving into the future.



Above: Metal Forest by Xu Yanhui, Róng Weaving Design Exhibition

### DISAPPEARING BORDERS

Disappearing Borders is a special curation by renowned industrial designer **Jamy Yang**, that seeks to explore and gain insight into the involving relationship between people, objects, and nature in the digital age. Yang encourages designers to adopt critical attitudes towards the technological and societal changes and strive to create innovative designs that embrace and transcend the boundaries between the physical and virtual worlds.

### INTERLUDE

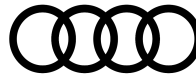
**Chi Wing Lo's** art installation INTERLUDE not only embraces all coming to the Design Shanghai, it is also a bridge connecting people and their ideas. Its realisation is made possible by the woodworking expertise of IWOODSTORY and the electronic innovation of MOORGEN Smart Technology, as well as by their generous sponsorship and sheer commitment in every detail. Composed of a series of screens that meander, fold and define a semi-exclusive chamber, this musical and spacial interlude offers visitors a moment of detachment and reflection, a place to reorientate and rejuvenate.



Above: Interlude, by Chi Wing Lo

### DESIGN STREET

As a new section of Design Shanghai 2023, Design Street is curated by the well-known design platform **Design Burger**. The innovative exhibition format will showcase a curated selection of renowned design studios from across the globe, including Barney Mason, Object, X-ZOO, YIMU ART, Beta Design Office, Leon Krythin Design, ICOO and NOIN STUDIO, offering a glimpse into the creative minds behind the products we admire. Design Street promises a captivating and immersive event experience, allowing visitors to explore each product from every angle and fostering meaningful conversations through their "door is always open" design philosophy. This unique space will serve as a direct connection between independent design studios and brands, while also highlighting China's thriving design industry.



Above: Design Street

### NEW PRODUCT LAUNCH

Design Shanghai has always been the best stage for brands to debut their new products. This year, Design Shanghai has collected nearly 80 new products from all exhibitors and carefully selected 46 pieces to create the New Product Launch gallery in Hall 1. This area will serve as a physical showcase for the best-selected new design pieces.

### DESIGN FORUM

Design Shanghai's **Kohler Exquisite x Design Shanghai Design Forum** programme has carved a reputation as the leading global platform for design thought leadership and one of the best attended and comprehensive seminar programmes in Asia. The Kohler Exquisite x Design Shanghai Forum **theme** for this year is **'Beyond Sustainability lies Re-Creative Design – Design for Wellbeing'**. The past few years have provided us with a greater awareness and understanding of our health and wellbeing, our ability to apply it to the design of our interiors, buildings and most importantly to apply it to ourselves. We engage with nature in a more authentic manner, materials are natural or derived from nature, spaces are created that generate serenity and refreshment. Alongside the role of the natural world in

design, AI and the Metaverse have set out whole new parameters for us to live by and a re-think of our relationship to physical space, but of the way we see and create ourselves. Expect talks from **Ben Wu**, CEO & Design Director of W DESIGN, **Yimeng Yu**, Designer, Artist and teacher of Central Academy of Fine Arts, **Jason Ren**, Senior Director & Deputy General Manager (Guangdong) of Ronald Lu & Partners, **Xie Ke**, Founder of Signyan Design, **Cheng Gong**, Studio Director China of Snøhetta, and **Xiang Li**, Founder & CEO of X+Living Architectural Design. Alongside international icons such as **Ross Lovegrove**, **Michael Young**, **Aldo Cibic**, **Zandra Rhodes**, **Satoshi Ohashi** and **Stefano Piontini**.

### CHINESE EXHIBITOR HIGHLIGHTS

Design Shanghai has established itself as an event that champions Chinese designers and brands, celebrating the culture, traditions and craftsmanship of the country. To celebrate 10 years, **Design Shanghai has expanded by 50% this year**, alongside Hall 1 (Furniture & Lighting) and 2 (Kitchen & Bathroom Design and New Materials & Applications) the event will debut **Hall 3: Living & Lifestyle Design Hall**, a brand new offering for the homewares, interiors and accessories industry in China and from international suppliers.



Above: (L) Clover Bench, Donxi, (R) Benwu

Highlights include: **Frank Chou Collection**, which will be showcasing *Lento Armchair*, *Orbit Sofa* and its latest collection the *Stand Coffee Table*. **Singchan Design**, the studio focused

on furniture and lighting, creates objects that connect the past and the present. Cement brand **NANCHOW** has developed a contemporary sense and aesthetics on the traditional craftsmanship, devoting to enhancing the quality of cement tiles and endowing with new aesthetic values. **ZSPACEPLUS** is a collection of global home furnishing brands, showcasing 8 different brands including *SAAS Instruments* that will present a *new product* 'Sense Light Swing', a light fixture that is also a moving, eye-catching work of art. **Dasso** is one of the global innovators of the bamboo industry, providing beautiful, long-lasting and environmentally friendly bamboo products. **Jianze** believes the power of design can inspire self-expression, break through old standards and restrictions with the attitude of an explorer, and redefine the "principles of space", out of the seven products they will be showcasing *four will be new launches*, including the *Moments Showcase*, *Seeds Storage System*, *Pine-Pine Sofa* and *Ripple System*. **Nula**, which means 'to return to zero' and symbolises both the beginning and the end and defying rules and traditions highlights the brand's philosophy to return to the basic principles and create a dialogue between East and West, past and future, craftsmanship and technology, with the brand showcasing their *Flow and Instant Collections*. **Young Song Design** is run by Young Song, the Founder and President of Song + Associates, an architect, engineer and interior designer with over 32 years of extensive experience, recognized for her creative concepts and functionally responsive designs. **Donxi** is a boutique furniture brand focused on exploring the essence of Eastern and Western culture and blending the two to develop classic new design elements. Outdoor furniture brand **Kun Design** explores the natural tendency in urban life and uses its flexible design to expand the relevance of environmental experience between outdoor and indoor spaces. They will be presenting two collections and three products, their *Lotus Outdoor Function Island* being a *new launch*.





Above: Emo Chair, Young Song Design

## NEW PRODUCT LAUNCH HIGHLIGHTS

**Stellar Works** is the contemporary design brand which brings together East and West, heritage and modernity, as well as craft and industry, inspired by the idea of bringing about a renaissance of the traditional motifs and forms of Asian design heritage with European styles. Stellar Works will present the **China debut** of the 'Utility Lounge Chair Two Seater'. Over the past two decades, **FULI** has been dedicated to exploring the Chinese heritage and innovation of handcrafted carpets, particularly in the digital era fueled by technological advancement. FULI has collaborated with **Dame Zandra Rhodes**, to present the **global debut** of the tapestry Lipsticks, an evolution of the lipstick pattern from 1968 is one of Rhodes's classic print designs.



Above: Lipsticks, by Dame Zandra Rhodes, in collaboration with FULI

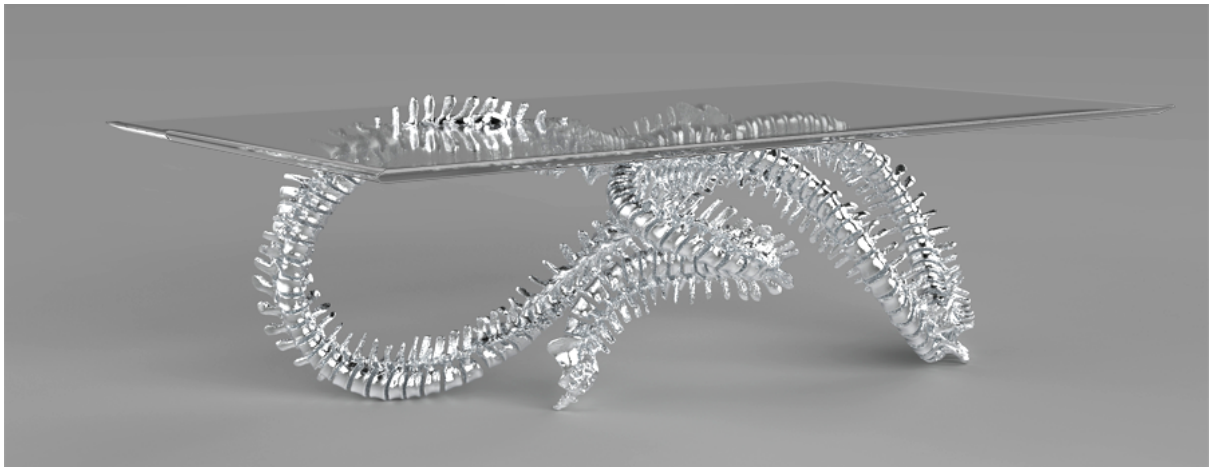


Above: China Chair, Chen Darui

**Benwu Studio** is a multi-disciplinary design practice that has worked internationally with clients such as Hermes, Isabel Marant, BMW, Swarovski, Perrier Jouet and the V&A Museum. Benwu studio will be launching the **global debut** of the '*Triomphe Floorlamp*', by Hongchao Wang. For the **official launch of the brand Chen Darui** they will be presenting the '*China Chair*', the design reflects the characteristics of this era, one of constant reconstruction. Chen Darui perceives design as born from "demolition" and aims to dismantle the functional claims of modernism, to give them new conceptual claims. **VINEKO** is a brand born out of a passion to shape fulfilling lives through thoughtfully crafted outdoor furniture and will be presenting the **China debut** of the *Soul Collection*, by designer *Enrique Martí*. Another new product launch they will be showcasing is the Mia Collection, by designer Benta Wiley, a collection with great richness and colour, combined with different materials and techniques.



Above: Soul Chair, VINEKO



Above: Dragon Ridge Table, Junse, by designer Shen Zhanjun

**Junse** is a multidisciplinary service brand that embodies the philosophy of integrating art, design, and life to create a platform for the exchange of creative ideas and works among exceptional artists and designers from around the globe. In collaboration with designer *Shen Zhanjun*, the brand will be showcasing five new pieces inspired by the human skeleton. Lighting brand **SEEDDESIGN** lives by the philosophy of following people's wants and needs rather than trends, the brand name is derivative of what their products embody, the lamps resemble Simplicity and Elegance, what they create will last an Eternity and ultimately their goal is to Delight. They will present the **global launch** of *WING*, by designer *Wang Shengwen*. With bold yet subtle design elements and a dual lighting feature, *WING* achieves

a beautiful balance between imagination and realisation, seamlessly weaving light into a dynamic beauty.



Above: (L) String Series Chair, Kun Design, (R) WING by SEEDDESIGN

**-ENDS-**

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#### **LOCATION**

**Shanghai World Expo Exhibition and Convention Center**  
Pudong, Shanghai, China

#### **OPENING DAYS/TIMES**

08.06.23 -10:00-20:00  
09.06.23 -10:00-18:00  
10.06.23 -10:00-18:00  
11.06.23 -10:00-18:00

Registration Link: [HERE](#)  
Press Kit: [HERE](#)

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**NOTES TO EDITORS**

**ABOUT DESIGN SHANGHAI**

8-11th June 2023  
Shanghai World Expo Exhibition & Convention Centre

Design Shanghai, established in 2014, relocated to Shanghai World Expo Exhibition & Convention Centre in November 2020, celebrating its 7th anniversary with an expanded physical footprint and new content. Design Shanghai is Asia's largest and leading design event attracting more than 600 participating exhibitors.

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**ABOUT Clarion Events | Clarion Events Shanghai Limited**

Clarion Events is one of the world's leading event organisers; producing and delivering innovative and market-leading events since 1947. In more recent times, the firm has grown into a truly international business, with a portfolio of events and media brands across a range of vertical markets. Clarion provides a range of services to the design, fashion, furniture, and interiors sector through market leading brands including Top Drawer, Premium Berlin, Lighting Design Awards, and January Furniture Show.

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