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**OPEN FOR BUSINESS: ASIA'S LARGEST INTERNATIONAL DESIGN EVENT,
DESIGN SHANGHAI ANNOUNCES GLOBAL LINE-UP OF THE WORLD'S
LEADING DESIGNERS AND BRANDS THIS JUNE**



*Design Shanghai 2020 at Shanghai World Expo Exhibition and Convention Center
(2021 Show Dates: 3 - 6 June)*

Design Shanghai is Asia's largest and leading international design event, breaking new ground and setting a precedent in Asia's ever-growing design community. Drawing on Shanghai's unique art and cultural landscape, the highly anticipated event celebrates its 8th year from **6th - 9th June 2021**, expanding by 25% this year and returning to the Shanghai World Expo Exhibition and Convention Center. Welcoming 70,000 professionals and visitors over four days, **Design Shanghai** showcases more than 400 local and international brands from 30 countries and regions set across **eight remarkable design sections**. A highlight not to be missed is the world-renowned talks programme, **'The Kohler Exquisite x Design Shanghai Forum'** this year with global thought leaders including award-winning British architect, **Thomas Heatherwick**.



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Kohler Exquisite Design Shanghai Design Forum

REGENERATIVE DESIGN

COMES TO CHINA
— AND THE WORLD

3rd-6th
JUNE
2021

科勒 精选
KOHLER *Exquisite*



In partnership with **Audi**, **Design Shanghai** is the first show to take place this year from the Design Shanghai portfolio, which now covers three key cultural and commercial hubs in China, followed by **Design China Beijing** (24-27 September) and launching for the first time this December, **Design Shenzhen** (9-12 December). These must-see events in the international design calendar, further strengthen China's position as the world's biggest design market. Shanghai's innovative projects developing across the city, led by the world's key players in design and architecture, establishes Shanghai's significance to the global design community. Harnessing the vibrancy of China's creative capital, **Design Shanghai** is underpinned by this rich art, design and cultural industry who are engaging in business on a global scale. Through groundbreaking ideas, first product reveals and innovations explored through bespoke never-before-seen installations, this event shapes and informs the global design sphere.

As the Top Tier Partner of Design Shanghai 2021, the **Audi Group**, one of the most successful manufacturers of automobiles and motorcycles in the premium sector with its brands Audi, Ducati and Lamborghini, will be keeping up on resource regeneration and sustainable practice. With new models, innovative mobility offerings and other attractive services, Audi is becoming a provider of sustainable, individual premium mobility. **Design Shanghai's Show Director, Zhuo Tan** comments: *"Design Shanghai is honoured to be recognised by so many partners from across the globe. As we move towards a post-covid era, in response to an increasing demand for higher-quality developments and a focus on quality of life and the environment we live in, this year, Design Shanghai will focus on regenerative design and the role designers and design innovation plays in realising new solutions that improve our living environment."*



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Showcasing the best design brands and galleries from across the globe, **Design Shanghai** provides a unique and exciting platform to network, exchange and establish long-term business relations with Asia's top architects, interior designers, property developers, retailers, collectors, and private buyers. **Design Shanghai** aims to explore how eastern and western design philosophies can work together synergistically across the halls: **Contemporary, Classic & Luxury, Collectibles, Kitchen & Bathroom, Workplace, New Materials & Applications, Objects & Accessories, and Talents**. An annual highlight is the inspirational design forum, with previous thought leaders including **Philippe Starck, Tom Dixon** and **Kelly Hoppen** to name a few.

LEADING INTERNATIONAL BRANDS

A central stage for international brands, the **Contemporary** section will feature leading global design studios including **Carl Hansen & Søn, Herman Miller, Rolf Benz,, FLOS, SLAMP, Roche Bobois, Frandsen, Ton, &Tradition, HAY, KARIMOKU, Silent Gliss** and first-time exhibitors **OCCHIO, USM, Maison Dada, DEPARTO, VERPAN** and **Ishinomaki**. National Spanish Design Pavilion **ICEX** will showcase four brands in the Contemporary Hall including **Gan by Gandia Blasco Group, Lladro, Nomon** and **Tuvatextil**.



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USM Haller will showcase its collection 'World of Plants' Collection for the first time at Design Shanghai 2021



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Roche Bobois will launch a brand new contemporary furniture collection, CORAIL, at Design Shanghai's Contemporary Section.



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First-time exhibitor OCCHIO will showcase The Mito Collection in the Contemporary Section at Design Shanghai 2021.

The **Kitchen & Bathroom** section continues to showcase top-tier brands including **Versace Ceramics**, **LAUFEN**, **SieMatic**, **Villeroy & Boch**, **Kohler**, **Stosa**, **Porcelanosa** and **AXOR**. **Mega Home** will present **MisuraEmme**, **Glas Italia**, **Agape**, **Dada** and **Living Italy** will showcase **Veneta Cucine**, **Vimar**, **Alta Corte**, **Targetti**, **Erre Erre Diffusion** and **Gruppo Tosco Marmi**.

Brands in **Classic and Luxury** include **Lalique**, **STARSET**, **Medea 1905**, **Eichholtz**, **Agresti** and **Mylands**. **Philips**, **JUNG**, **ABET LAMINATI**, **Armstrong**, **BURGEREE** and **Tabu** will be featured in **New Materials & Applications** and **Workplace** will present innovations in office design through **Humanscale**, **Milliken**, **KOKUYO**, **Gabriel** and **Tarkett's** work. World class brands **littala**, **MEISSEN**, **Richard Ginori**, **VENINI**, **Egizia**, **Denby** and **Dr. Vranjes** will be showcased in the Objects and Accessories Design Hall.



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LEADING CHINESE BRANDS

In addition to international brands, **Design Shanghai** has always been a platform to highlight and celebrate increasing numbers of exceptional Chinese design brands and designers. Key exhibitors include luxury furniture brand Michael Strads and globally recognised design studios such as **Stellar Works**, **Shang Xia**, **PUSU**, **2-LA**, **Sun @ Six**, **UFOU**, **Studio Monana**, **U+** and **THESHAW**.



First time exhibitor U+ will showcase its Shan Qiu Zhi Ge Sofa Collection at Design Shanghai 2021



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Shang Xia's curated stand 'Tea Space' for Design Shanghai 2021



Global launch of Stellar Works' Host collection by Sebastian Herkner at Design Shanghai 2021



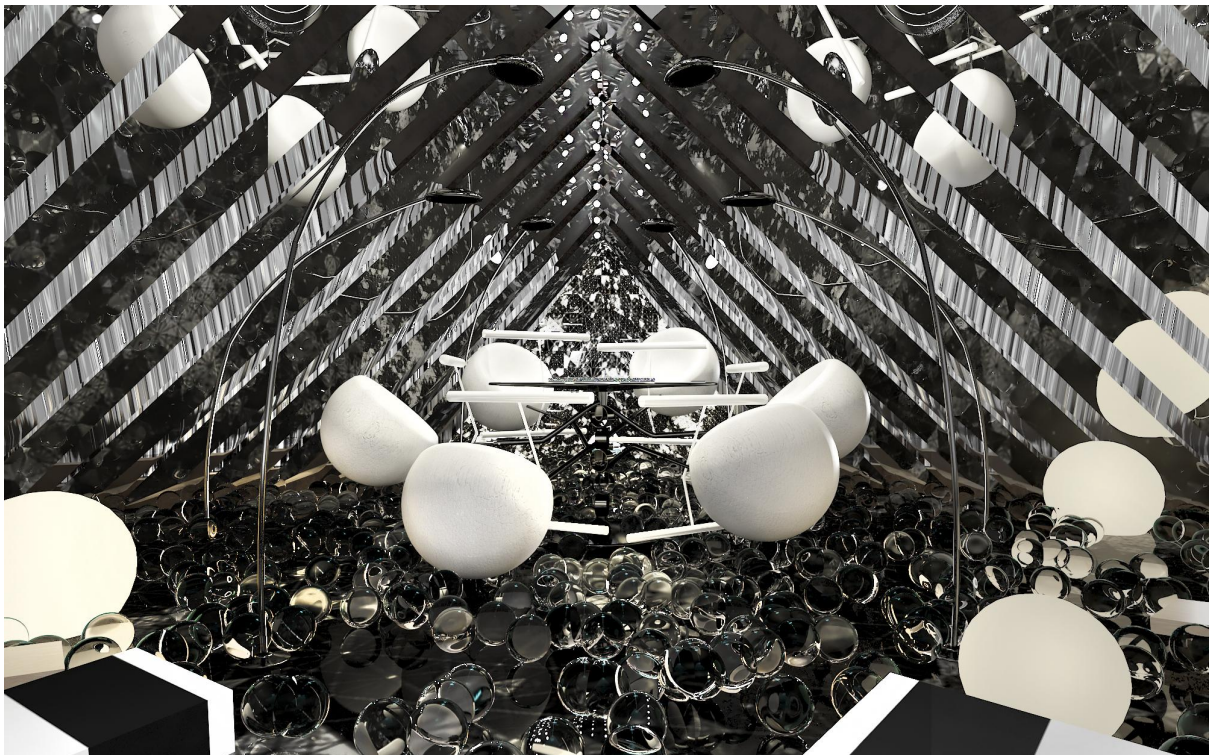
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Featuring a curated showcase of 20 of the best emerging designers in China today, **Design Shanghai's Talents 2021 section** is on a mission to nurture the country's next generation of design talent. The showcase continues to promote, support and recognise the extraordinary wealth of young talent that exists in China today.

In collaboration with **YA SPACE** (the first Memphis furniture exhibition space in China), the **Collectible Design Hall** will showcase extraordinary one-off pieces and limited edition works from international and Chinese designers represented by renowned design galleries. The Design Strategy Lab at **YANG DESIGN** will announce the latest edition of **The China Design Trends Report**, a trend forecast based on micro lifestyles in the Chinese market.

THOUGHT-PROVOKING INSTALLATIONS



Seesaw Roundtable by Isabelle Peng Zhao, an Installation at Design Shanghai 2021

Alongside the main exhibition halls, visitors can experience curated sections and innovative installations. **Chen Min Office** has created **Neooold** which pairs traditional artisanal craft techniques with contemporary design. **Kinney Chan's** installation identifies just how cooking is all about colour and fragrance and different taste experiences, so is design. The installation **Taste of Design** seeks to explore this phenomenon, exploring the taste of design that we have never experienced through food. The **Seesaw Roundtable** located in the



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Contemporary Design hall, is a metaphor of harmony and balance. Created by **Isabelle Peng Zhao**, Isabelle aims to explore the relationship between humans, objects and society through her installation. Chinese architecture studio **ORIA** will present **Touch**, an installation that will reflect on society's misplaced relationship between reality and the ideal. The perspective ladder encourages conversation about ourselves and real life.



TOUCH by ORIA, an Installation at Design Shanghai 2021

INDUSTRY LEADERS GATHER AT THE DESIGN FORUM

The annual **Kohler Exquisite x Design Shanghai Forum** returns with a roster of global industry leaders, visionaries, and innovators. Over four days, this highly regarded thought leadership platform will grapple with the concept of **Regenerative Design** in China and beyond. Spanning design disciplines from across the world, influential speakers will be exploring the cultural shift towards **Regenerative Design** as a response to social and environmental needs. Keynote speakers will include **Thomas Heatherwick**, **Sebastian Wrong**, **Aldo Cibic**, **Richard Hutten** and **Michael Pawlyn**.

-ENDS-



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NOTES TO EDITORS

LOCATION

Shanghai World Expo Exhibition and Convention Center 1099 Guozhan Road, Pudong
Shanghai, China

OPENING DAYS/TIMES

3 June 2021 Thursday (10:00 - 21:00) Trade day

4 June 2021 Friday (10:00 - 18:00) Trade day

5 June 2021 Saturday (10:00 - 18:00) Public day

6 June 2021 Sunday (10:00 - 18:00) Public day

VISITOR REGISTRATION:

<https://ali.infosalons.com.cn/reg/DSH21/registeren/login?type=ZHVCD7>

ABOUT DESIGN SHANGHAI

June 3rd – 6th 2021

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. Set across six remarkable design sections, Design Shanghai is Asia's largest and leading design event attracting more than 400 participating exhibitors.

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ABOUT Clarion Events | Clarion Events Shanghai Limited

Clarion Events is one of the world's leading event organizers; 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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