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DESIGN SHANGHAI CONTINUES TO SHAPE AND INFORM THE GLOBAL DESIGN SPHERE BY WELCOMING THE WORLD'S LEADING INDUSTRY FIGURES AND INTERNATIONAL BRANDS FOR GLOBAL PRODUCT LAUNCHES

*With record-breaking visitor numbers of almost 70,000, Chinese and international creativity were reunited at **Design Shanghai**, the first physical design show of the year after a period of unprecedented challenges in the global design community. Global business has shifted and in recognising the unequivocal strength of the Chinese market, International designers and brands such as **Yabu Pushelberg, Flos, Ligne Roset, Laufen, Carl Hansen & Søn** and **HAY** flocked to **Design Shanghai 3-6 June** to launch new products after a long absence of events elsewhere in the world.*



Design Shanghai 3-6 June 2021

Asia's largest and leading international design event **Design Shanghai** celebrated its 8th year this June, **expanding by 25%** and showcasing **more than 400 local and international brands** from **30 countries** and regions set across **eight remarkable design sections**. **Design Shanghai** demonstrated how eastern and western design philosophies can work together synergistically across the eight halls: **Contemporary, Classic & Luxury,**



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Collectibles, Kitchen & Bathroom, Workplace, New Materials & Applications, Objects & Accessories and Talents. In partnership with **Audi**, **Design Shanghai** continues to shape and inform the global design sphere with **over 1000+ first product reveals**. Throughout the four day event, **a record-breaking 70,000 audience of professional visitors** including designers, architects, retailers, specifiers, property developers and interior professionals were welcomed at the Shanghai World Expo Exhibition and Convention Center. The world-renowned talks programme, **'The Kohler Exquisite x Design Shanghai Forum'** was a key highlight, this year welcoming **over 150+ speakers** including global thought leaders such as award-winning British architect, **Thomas Heatherwick**.



Carl Hansen & Son

INTERNATIONAL BRAND HIGHLIGHTS

Many of the world's key players in design and architecture chose Design Shanghai to launch and showcase their work, with many brands using the show for their global reveal. In the **Contemporary Hall**, highlights included **Ligne Roset**, **Rolf Benz**, **Herman Miller**, Swedish family-owned **USM**, Italian lighting brand **Flos**, heritage Czech brand **TON** and quintessential British lighting brand, **Anglepoise**. **Carl Hansen & Søn** celebrated more than 70 years of collaboration with Hans J. Wegner through a display of five iconic Masterpieces and additional Danish brand highlights also included **HAY**, **Verpan**, **YBJY** and **&tradition**.



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Many established European brands turned to Design Shanghai to present new collections to the global market. Among them, highlights included French brands **Lalique** and **Roche Bobois**; Yabu Pushelberg's lifestyle label **Departo**, Spanish based **Lladró**, Finnish glassware brand **Iittala** and lighting innovation company **Philips**.

'This is our 8th time exhibiting at Design Shanghai, we have grown with Design Shanghai since the very beginning. I hope the show will continue to grow, and evolve more with even more brands and exhibitors coming to this world leading event.' **Roche Bobois**



Herman Miller

Within the Objects & Accessories Design Hall, launches were presented by British heritage tableware designer **Denby** and in the Kitchens & Bathrooms section launches included **Versace**, **Barber & Osgerby** for **Axor**, **Villeroy & Boch**, **ASKO** and **Aritco**.

Design Shanghai welcomed a range of exhibitors from Europe and Asia making their Design Shanghai debut including emerging brand **Starset**, French design brand **Maison Dada**, Shanghai based gallery **Arktek World** and innovative German brand **Occhio**. **LG** and **BTicino** both joined Design Shanghai for the first time in the New Materials & Applications Design Hall and contemporary Swiss brand **Laufen** made their debut in the Kitchens & Bathrooms section. Over at the Objects & Accessories Design hall, key highlights included



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Amsterdam based **Pip Studio**, Murano glassware design brand **Venini** and Hungarian luxury porcelain brand **Herend**.

'It's our first time exhibiting at Design Shanghai, and it is also our first time ever exhibiting in China. It's been a pleasure to exhibit with so many cutting edge brands. We created a French inspired space with a selection of brand new collections. We met a lot of high quality visitors during the show, and received numerous business opportunities.' **Masion Dada**



MAISON DADA

Continuing to set office trends and innovation, the **Workplace** section welcomed **Humanscale** and first time exhibitors, **KOKUYO** and **Royana**. First time exhibitor **Prime Works Group** also joined the show and presented a selection of leading names including **Vitra**, **Sitland**, **Cassina**, **Sinetica**, **Mogg** and **B-Line** from Italy and from Germany, **Konig Neurath** and **Anker**.



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ZAOZUO

LOCAL TALENT

In addition to international brands, **Design Shanghai** continues to be a platform to highlight and celebrate increasing numbers of exceptional Chinese design brands and designers. Key exhibitors included globally recognised design studios such as **Stellar Works, Boking, PUSU, 2-LA, Sun At Six, UFOU, Studio Monana** and **THESHAW**. In the **Collectible Design Hall**, China's first ever Memphis Group exhibition space, **YA SPACE** featured classic works from the Memphis Group.



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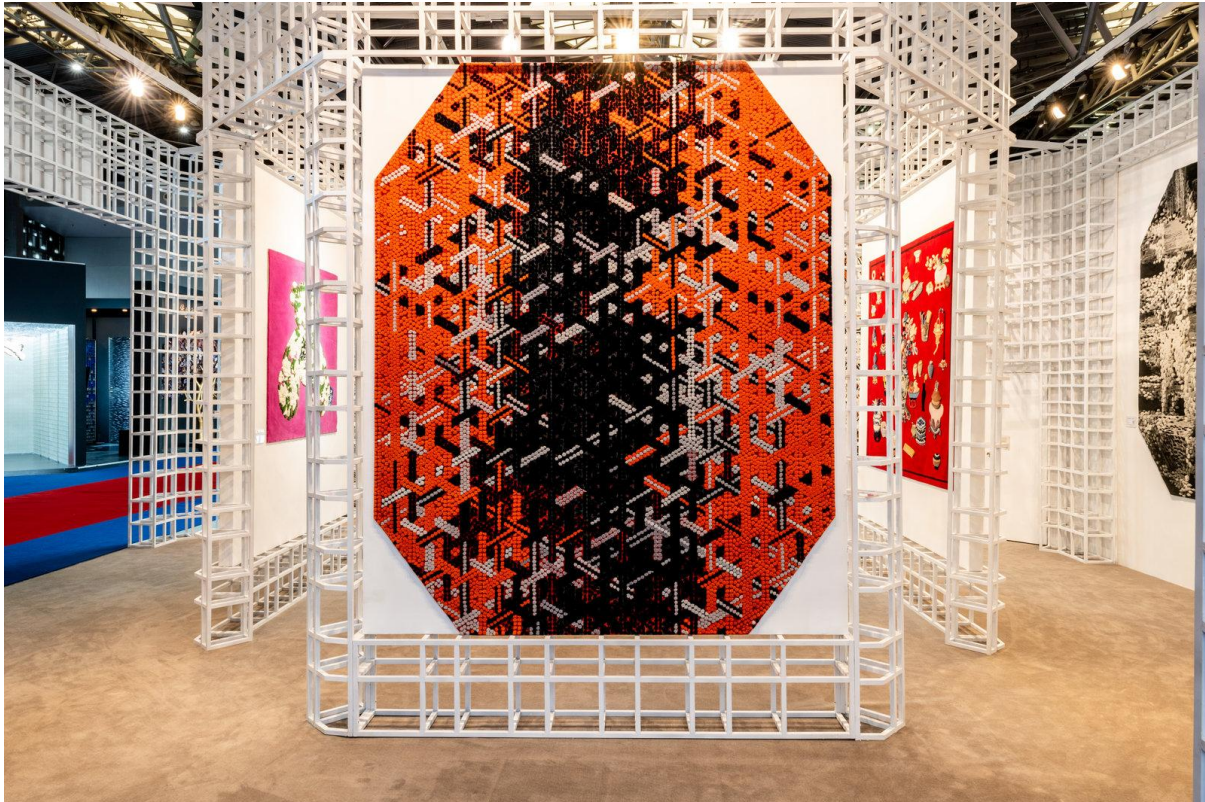


Design Shanghai 2021 Collectible Design Hall x Ya Space

In the Contemporary Design Hall, **Shang Xia** showcased new tableware and tea sets in a curated 'Tea Space' in celebration of the venerable Chinese tradition. Leading China based design brand **Stellar Works** revealed their latest collaboration with **Sebastian Herkner** and first-time exhibitor **U+** showcased its Shan Qiu Zhi Ge Sofa Collection. **Kun Design** also presented a fresh collection of outdoor furniture, lighting and interior accessories, and **Shanghai Fuli Tapestry Carpets** displayed a captivating collection of luxury, contemporary carpets founded on traditional techniques.



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Fuli Carpets

Industrial designer and Loewe Foundation expert judge, **Chen Min** curated **Neooold**, a collection of **12 pioneering designers, craftsmen and artists** pairing traditional artisanal craft techniques with contemporary design. **Frank Chou**, Founder of Frank Chou Design Studio returned to curate **TALENTS** for the second year. Featuring **14 of the best emerging designers in China today**, Design Shanghai's TALENTS section is on a mission to nurture the country's next generation of design talent. On the first day of the show, **Tom Dixon** talked all things sustainability live from London via Hologram to TALENTS participants. **Yang House** presented a batch of new design pieces at the show including the new Fusheng Series and the 'Cloud' Sofa, Trend forecasters **Yang Design** also released the 7th edition of China Design Trend Report.



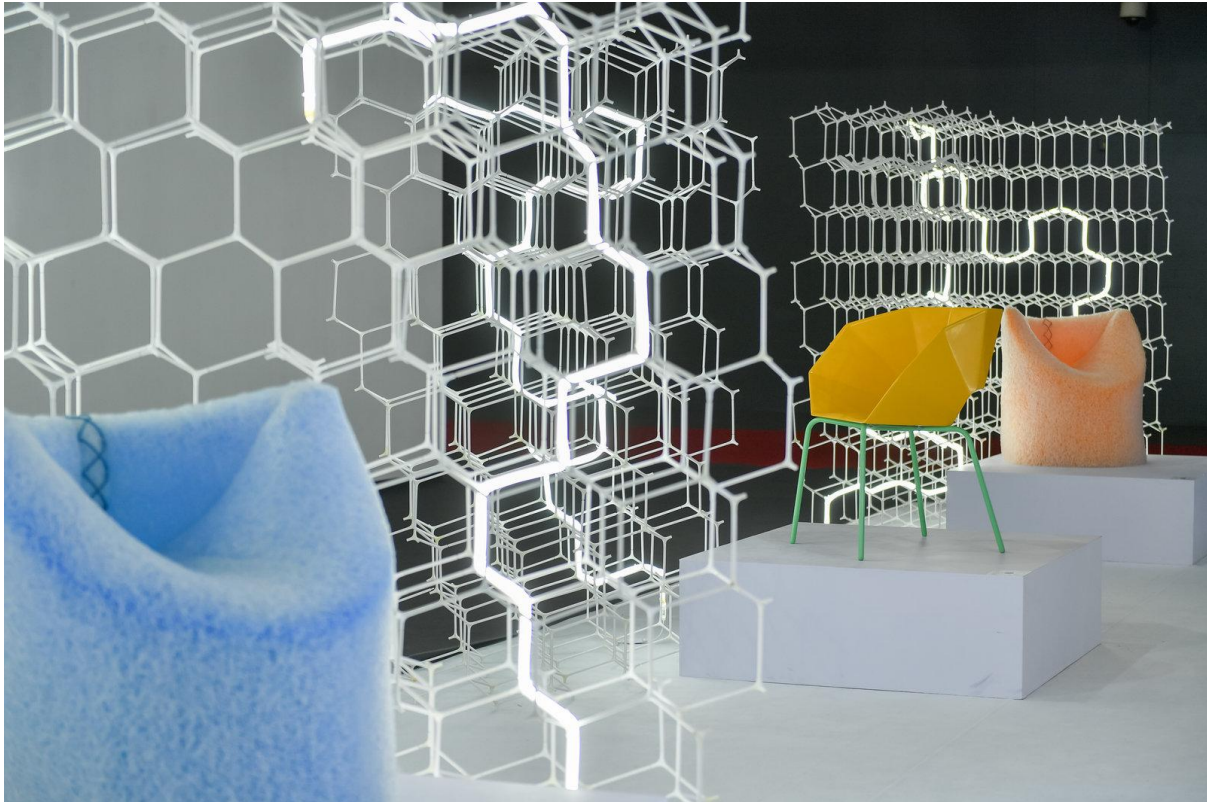
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THE SHAW



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Yang House

GROUNDBREAKING INSTALLATIONS

Alongside the main exhibition halls, visitors experienced innovative installations exploring groundbreaking ideas. The **Seesaw Roundtable** located in the Contemporary Design hall was a metaphor of harmony and balance. Created by **Isabelle Peng Zhao**, Isabelle aimed to explore the relationship between humans, objects and society through her installation. **Kinney Chan's** installation identified just how cooking is all about colour and fragrance and different taste experiences as is design. The installation **Taste of Design** sought to explore this phenomenon, exploring the taste of design that we have never experienced through food. Chinese architecture studio **ORIA** presented **Touch**, an installation that reflected on society's misplaced relationship between reality and the ideal. The misplaced circular center and perspective ladder encouraged conversation about ourselves and real life.



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Seesaw Roundtable

British industrial designer **Michael Young** collaborated with **Dezeen** for the **Design Shanghai Café Bar** and '**Beer Shack**', inspired by Young's lifetime in the design industry. Young also designed a bespoke beer brand with editions inspired by music. The Café Bar was created to be a place for fun, but where you could also feel connected; the beer brand was specifically designed to connect creatives at events, trade shows and gatherings around Asia. Drinkers could scan a QR code on the beer packaging to connect with other creatives attending the event.

Design Shanghai's lead sponsor, **Audi** responded to the show theme 'regenerative design' through a collaboration with **Stella McCartney**, presenting forward-looking, sustainable solutions and recycled material in the Audi e-tron GT quattro* as well as in McCartney's innovative products.



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Audi x Stella McCartney at Design Shanghai 2021

*“The theme of this year’s trade fair - Regenerative design comes to China – and the world – is an excellent fit for Audi,” explains Henrik Wenders, head of **Audi Brand**. “Audi is known for its outstanding design and is passionately committed to sustainability. With the Audi e-tron GT quattro* we are presenting this combination at its very best. We are delighted to be at Design Shanghai this year in cooperation with Stella McCartney, providing an insight in a walk-in installation of how both the fashion and the automotive business think and live in a sustainable way.”*

INFLUENTIAL INDUSTRY VOICES

Global industry leaders, visionaries, and innovators grappled with the concept of **Regenerative Design** at the annual **Kohler Exquisite x Design Shanghai Forum**. Spanning design disciplines from across the world, the world’s most influential speakers explored the cultural shift towards **Regenerative Design** as an urgent response to social and environmental needs. Keynote speakers included **Thomas Heatherwick, Sebastian Wrong, Aldo Cibic, Neville Mars, Diego Fuentes, Richard Hutten** and **Michael Pawlyn**.



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Panel discussion on Day 1 - Xu Wang, Qi Ji, Qiong Er Jiang, Kuang Ming (Ray) Chou
“Sustainability, Regeneration, Restoration, Tradition”



L-R: Kohler Exquisite x Design Shanghai Forum Talks Aldo Cibic, ‘A new version of an ancient idea - a designer for community living’ and Thomas Heatherwick, ‘Design of Emotion’

LOOKING FORWARD

“We were so pleased with the results of this year’s show, it’s not just about numbers, which were better than ever, it’s really about the abundant spirit and positivity that was so evident amongst our visitors and exhibitors. Design Shanghai has always been an open and diverse



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event, with a tremendous range of design disciplines and products on display. It's so heartening to know that this spirit is thriving as we look forward to a bumper event in 2022, and our forthcoming events in Beijing and Shenzhen, for which I thank each and every one of our audience, partners, sponsors, exhibitors and collaborators", Zhuo Tan, Design Shanghai Event Director.

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).

-ENDS-

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NOTES TO EDITORS

DESIGN SHANGHAI 2022

DATE: June 9th -12th 2022

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

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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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