

DESIGN SHANGHAI LAUNCHES BRAND NEW EVENT IN CHINA'S 'SILICON VALLEY', DESIGN SHENZHEN

'Over the last 35 plus years, Shenzhen has grown to be the place to be in the Greater Bay Area for creative industry professionals and it continues to offer so much to architects, designers and those in the profession' - Azlina Bulmer, Director of International, RIBA.



Above: Design Shenzhen, Shenzhen Convention & Exhibition Center

Set to open its doors this December, Design Shanghai proudly presents a **brand new, cutting-edge** design event – **Design Shenzhen, 9-12 December 2021**. Building on the reputation and energy of **Design Shanghai**, with its unique market leading position and track record of presenting international design of the highest quality, Design Shenzhen is set to shine a light on the city's singular cultural and creative identity.

With over **150 world-class brands and installations**, Design Shenzhen will be the largest curated event of its kind ever seen in the city. Acclaimed brands include **Ligne Roset, Moooi, Scavolini, Duravit, Villeroy & Boch, Yohji Yamamoto, Caesarstone** amongst many others. Global talent recognises Shenzhen as the city of the future. Design and architecture pioneers **Gaetano Pesce, Carlo Ratti** and **MVRDV** will headline the show's Forum and the exhibition will work with over 20 collaborators, notably **Good Design Select, RIBA** and **Beijing Contemporary**, to create cutting-edge features including the 'Future Home' concept - where cross-sector designers have come together to create inspirational concepts for homes of the future. Design Shenzhen for many brands is the new source for cutting-edge art, design and technology, and a gateway into the Chinese market. Prestigious

awards programmes like Japanese Good Design Select are taking to Design Shenzhen to debut in China for the first time. The distinguished British institution RIBA will provide academic support for Design Shenzhen through its programmes including China Architect 100. Beijing Contemporary will showcase artworks from over 10 galleries, exploring the fusion of contemporary art and design.

China's boomtown Shenzhen is the country's most competitive and innovative city, attracting leading tech innovators and renowned cultural institutions from TikTok to the V&A. Once a fishing town in South China's Guangdong province, Shenzhen is one of China's best-known economic miracles of the past 40 years and today, its gross domestic product ranks third among Chinese mainland cities. The city's art and culture industry has developed rapidly and boasts one of the biggest Architecture, Design, Cultural and Creative communities in China. Now a major design destination, **Design Shenzhen** will mark the first event of its kind and provide a platform to bring the best of design talent together for the first time in Shenzhen.

Zhuo Tan, Event Director of Clarion Events comments *'Shenzhen is a young, energetic and extremely creative city. It is also the city with the most disruptive ideas in the future of lifestyle. The relationship between nature and technology will be highlighted at the show through excellent brand presentations, new product releases, interactive installations and displays of specially curated content. Design Shenzhen will showcase various insights, presenting the vigorous power of local Chinese design and allow the audience to appreciate the power of technology, the interaction between art and design and feel the momentum of classic design concepts meeting cutting-edge design trends.'*



Above: Design Shenzhen 2021 Exhibitor, Duravit

Pioneering Brands at Design Shenzhen 2021

Design Shenzhen will showcase **over 150 curated brands** that are tailored to local architects, interior designers, property developers and the design-savvy public to experience the very latest furniture, workplace design, lighting, surface materials, fabrics & design accessories and conceptual installations. From the brightest local undiscovered young talent to established names at the top of the industry, **Design Shenzhen** will celebrate the vibrancy of the locale.

Key international brands **Moooi, Ligne Roset, Caesarstone, Duravit, Villeroy & Boch** and **Yohji Yamamoto** will debut at Design Shenzhen, showcasing their design excellence and latest launches alongside Chinese talent. **BOKING ART, Burgeree, DAS Design, Eastreme, Fuli Tapestry Carpet, haohaozhu, PFD+, Tat Ming, Zhi Se, Zhuoyu, HITACHI** and **Vineko** will represent the best of Chinese design.



Above: Design Shenzhen 2021 Exhibitor, Moooi

'China is a huge focus for Moooi with many upcoming plans and in particular Shenzhen which has become an increasingly important market. - Emma Plant, Business Development Manager, Moooi



Above: Design Shenzhen 2021 Exhibitor, Ligne Roset

'Ligne Roset is expanding its network in China rapidly over the past years with 34 exclusive branded Ligne Roset stores. In the southern province of China, we have registered the same highest growth for the brand as the growth in the Shanghai and Beijing markets, this is the reason why we are very pleased to participate in Design Shenzhen, to reinforce our fame and also to support our local exclusive showroom.' - **Bernard Vinson, Export Director, Ligne Roset**



Above: Design Shenzhen 2021 Exhibitor, VINEKO

Design Forum

The renowned **Design Forum** this year presents its theme '**Nature and Technology Together Create Hope and Harmony**'. It speaks to how globally scientists, technologists, innovators and entrepreneurs are coming up with materials and products that not only generate zero waste but also sequester carbon.

Forum Director **Aidan Walker** comments: '*To design and make products and buildings that not only minimise but actually eliminate carbon is now a global imperative; and Shenzhen is the perfect place to demonstrate that nature and technology are not, as many people think, conflicting opposites in the search for solutions to global crises. Very much the reverse. Technology is the only way we can achieve the solutions we need, decoupling humanity from our exploitative and dominant attitude to nature and preserving both our own existence and that of the natural world.*'

The forum will invite over 40+ prestigious architects, designers and tastemakers to speak to this year's theme. **Gaetano Pesce**, Italian architect and a design pioneer of the 20th century; **Carlo Ratti**, Italian architect, engineer, inventor, educator and activist, London-based industrial designer and founder of Layer **Benjamin Hubert**; **Satoshi Ohashi** from **Zaha Hadid Architects** and **Steven Smit**, Director (Asia) of architecture and urban design practice **MVRDV** are just a few of the esteemed professionals to partake in this year's Forum. Alongside these design and architect pioneers, the forum will also be a stage where



emerging and local Chinese designers can share their ideas, creative inspiration and showcase their contribution to the design field.

'Design Shenzhen will open up a new situation in the Chinese design industry, and in this fast rising economy, brands and designers will come together to create a highly anticipated design destination'. - Zhuo Tan, Event Director of Clarion Events

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LOCATION

Shenzhen Convention & Exhibition Center
Futian District, Shenzhen, China

OPENING DAYS/TIMES

09.12.2021: Thursday 09:00 - 21:00

10.12.2021: Friday 09:00 - 18:00

11.12.2021: Saturday 09:00 - 18:00

12.12.2021: Sunday 09:00 - 18:00

REGISTRATION LINK:

<https://ali.infosalons.com.cn/reg/test/dszweb/registeren/login>

NOTES TO EDITORS

FOR ALL PRESS ENQUIRIES:

Sarah Ward | Account Director | sarah@bacchus.agency

Andrea Covington | Head of Design & Property | andrea@bacchus.agency

[bacchus.agency](https://www.bacchus.agency)

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ABOUT DESIGN SHENZHEN

9-12 December 2021

Shenzhen Convention & Exhibition Center

Futian District, Shenzhen, China

Featuring everything you've come to expect from the creators of Design Shanghai, Design Shenzhen will be a razor-sharp bespoke event – contemporary, modern and driven by



design – distilled into a concentrated combination of architecture, design and style, and carefully tailored to suit the needs of the local market. Design Shenzhen will provide the opportunity to do business face to face, for which there is no substitute. With over 150 world-class brands and installations, it will be the largest curated event of its kind ever seen in Shenzhen.

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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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