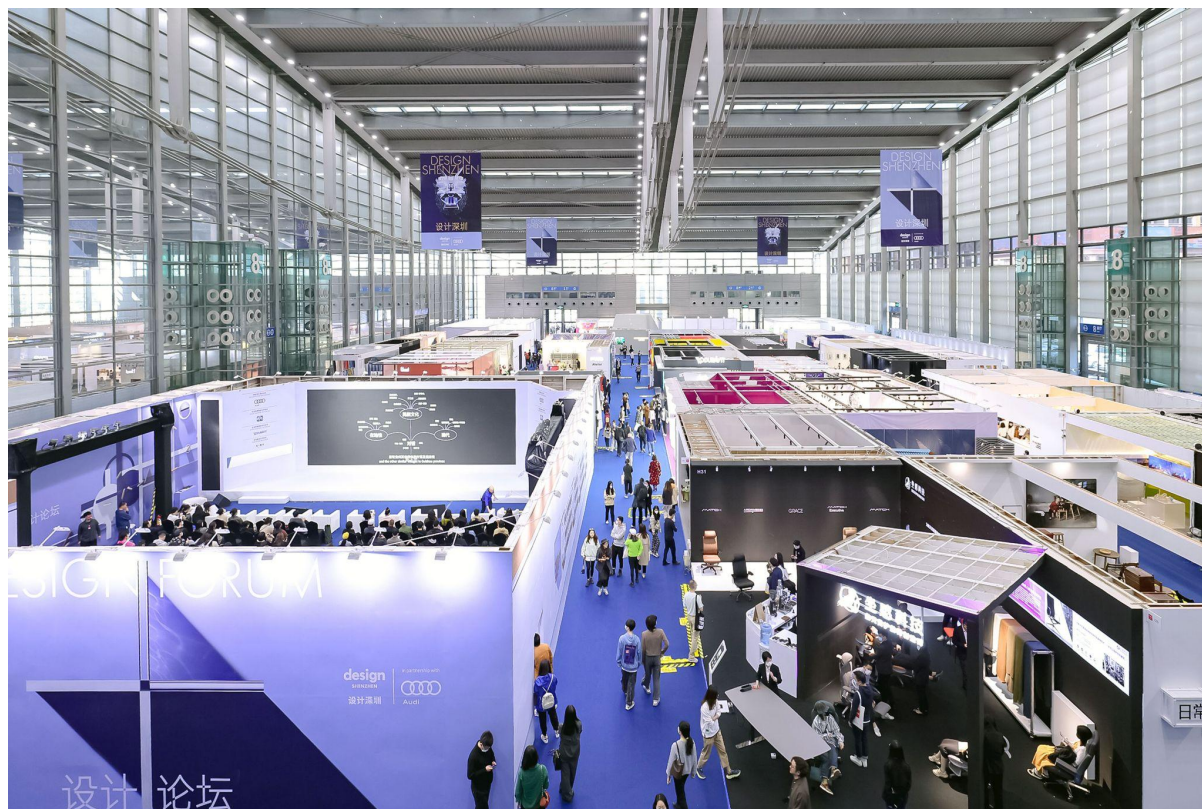


The Successful Launch of Design Shenzhen: International and Chinese Creatives
Unite
27 February - 2 March 2023



Design Shenzhen 2023

8th March, 2023 - Design Shanghai, Asia's largest and most influential design fair, this year presented a new addition to its event portfolio: **Design Shenzhen (27th February - 2 March 2023)**. Harnessing the city's incredible energy, Design Shenzhen welcomed **40,326 visitors** and hosted **over 250 curated brands** tailored to architects, interior designers, property developers and the design-savvy public. Shenzhen has become the third city to host Asia's leading design exhibition and was the largest curated event of its kind ever seen in the city.

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 global product launches, immersive installations, feature areas and a talks programme led by minds shaping the future of design.

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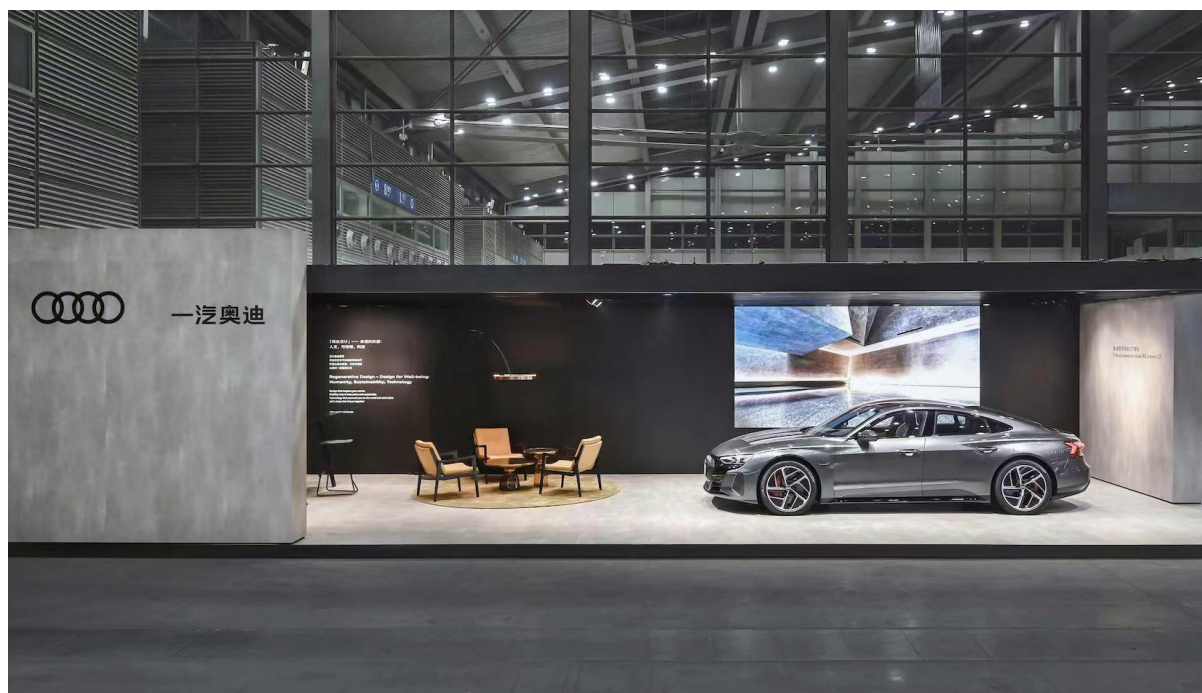


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Zhuo Tan, Managing Director of Clarion Events Shanghai Limited, *"Design Shenzhen joined Design Shanghai and Design China Beijing in creating Asia's largest network of annual design shows. The combined events have successfully created a continuous and comprehensive design platform that promotes the vigorous development of China's design industry."*

Raymond Wang, Event Director of Design Shenzhen, *"We set out to make an impact within Asia and the international stage with Design Shenzhen, spotlighting China's first 'City of Design' designated by UNESCO as a host for this cutting-edge design event. Design Shenzhen brought industry pioneers in the fields of design, culture, creativity together and showcased the vitality of design within the city."*

A curated Features programme showcased the latest industry trends, innovations and collaborations. Highlights included:



Above: Audi RS e-tron GT

Audi showcased the brand's progressive design philosophy and innovations in sustainable premium mobility at Design Shenzhen, where it was the **exclusive headline partner**. Audi is redefining premium mobility with its human-centric design approach that leverages innovative technologies to improve the in-car experience. The brand envisions premium mobility of tomorrow that is designed around the passengers, whose needs and desires shape the space. Audi's exhibit immersed visitors in a world of forward-thinking technology, design aesthetics and

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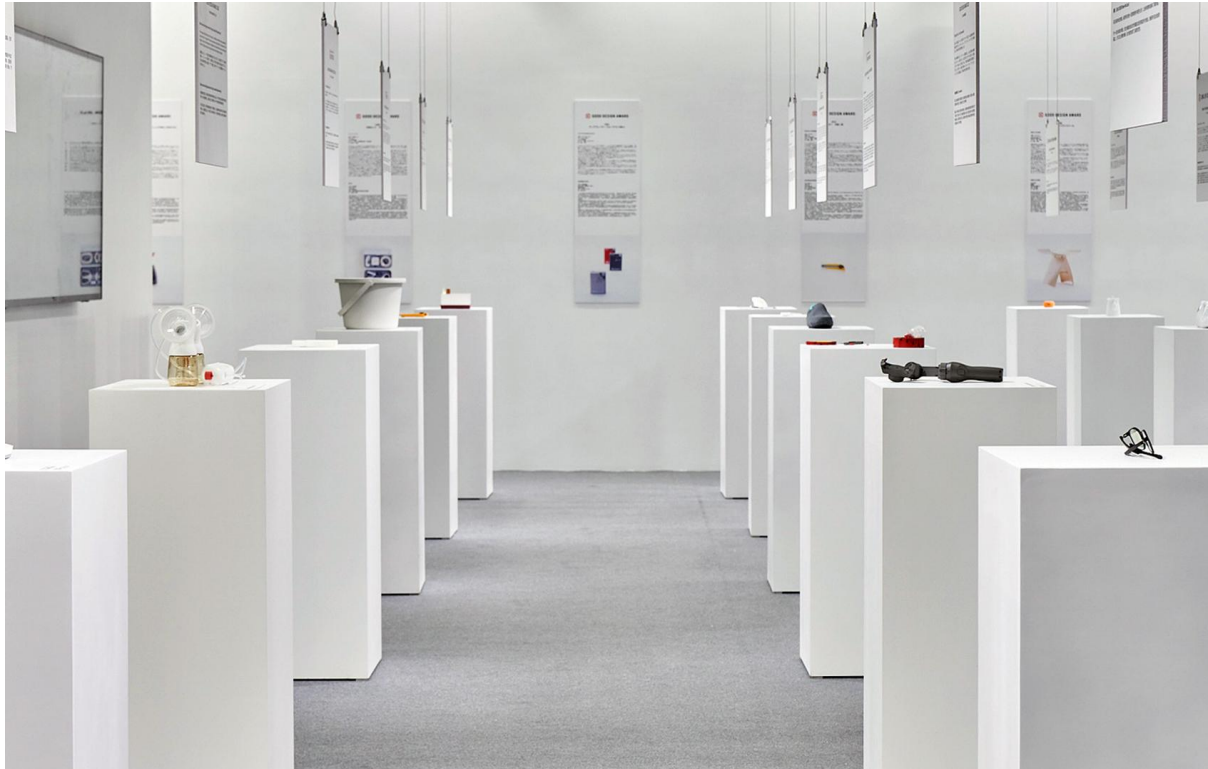
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sustainability solutions embodied in the RS e-tron GT. The Four Rings shared its progressive vision for future premium mobility and innovative inside-out design paradigm that puts people at the centre, while leveraging technology to create new premium experiences.



Above: Sony Design

Sony Design exhibited for the first time in China with their exhibition 'Natural Resonance', which spotlighted Sony's cutting-edge technology and sustainable development practices. A series of visual, auditory, and haptic sensory effects enabled visitors to be immersed and experience the cycle of natural life and our resonance with nature.



Above: Good Design Select

Good Design Select was curated by Industrial designer Xiaoxi Shi in a collaboration with G-MARK JAPAN GOOD DESIGN AWARD. This section presented dozens of cutting edge, award-winning designs to Shenzhen, reflecting comprehensive design values and principles that aim to enrich lives, industries and society. It was the first domestic event to present the 64-year history and achievements of GOOD DESIGN AWARD.

Future Home was designed by Fengfeng and Tommi Zhou, together with the A Park brand to create an inspiring future home space in a conceptual, cross-border and diversified way.

Neooold was curated by industrial designer Min Chen. It proposed the idea of breaking the boundaries of design, art and craftsmanship, merging them into an innovative creation. This year's theme was "Have a Cup of Tea", exploring the profound tea culture found in both China and the UK, alongside a stellar line-up of world class artists and designers including Aldo Bakker, David Clarke, Dan Tomimatsu, Chi Wing Lo, Adi Toch, Ryohei Yoshiyuki.

Above: WellConnect

WellConnect was an experimental exhibition curated by Design Shenzhen, DavidHugh and Li Zhefeng, focusing on new ways of living in forward-thinking



home and work spaces, exploring the human connection to technology and presenting innovative lighting solutions for health and wellbeing. A "meditation cave" provided visitors with a sensory journey of sound and light. Industry pioneers and thought leaders including technology brand *Dose* and lighting brand *Ostuni* were invited to demonstrate how technology and design will affect one's body, mind, work and living; how it inspires and leads more people to create healthier spaces and experiences in their daily lives and to explore a better solution for the coexistence of people, environment and technology.

Yum Ziya is the first Virtual Human that was released by the designer toy brand Underverse and held the role of Chief Experience Officer of Design Shenzhen 2023, the immersive digital experience blurred the boundaries between art, fashion and design.

Above: Yum Ziya, the Chief Experience Officer of Design Shenzhen 2023



Rural Futures Award marked the launch of China's first architectural practice award for sustainable rural construction, designed to recognize the architectural practice in the field of rural construction with an emphasis on exploring the value of sustainability, and to form a guide for sustainable rural revitalization. The Awards were coordinated by the young architecture community platform APT (Architecture Practice Talks) and supported by the People's Government of Shengze Town, Wujiang, Suzhou. The Construction Award was awarded to Linden Centre in Dali Shaxi by Wu Mengxi, SuiPingYiLi Architecture Studio and their project Yaoli Village Courier Station won the Reactivation Award and Studio Dali Architects won the Symbiosis Award for 'Live Together Under One Roof', a series of architecture design projects of Xiaoshi Village in Pengzhou, Sichuan Province, China.

IDEA BOX was a special curated project by Jerry Huang, the Founder of EY Products. The exhibition of living aesthetics objects showcased popular accessories designs from Shenzhen's giftware industry. Inspired by the concept of "boxes", the feature aimed to provide a platform for creative objects design ideas. Each box contained a 'surprise' design object, chosen at random by visitors. This included 30 objects and accessories brands exhibitors, such as LOFREE, JELLYCAT, NANCHOW, TRIDO, KENKO, Meloria and YIYANGYISHENG. A limited edition 'Collection Box' installation was created by 17 Chinese designers, including Frank Chou, Xiaoxi Shi,

and Kot Ge.



Above: Idea Box

WAD/ World Youth Designer Conference, the special exhibition "Back to the Oasis" was curated by Gaetano Scintilla, an Italian designer known as the "Godfather of Colour", presented an installation that illustrated a super-prime residential 'green' property exploring how luxury and sustainability can work together. The inclusion of the most common dryland plants and climbing plants in the oasis installation were used to show vitality naturally, remind people to return to their inner perception and stimulate multiple interactions with the environment. WAD believes that no matter how a city develops and changes, regeneration and sustainability must remain the top priorities. WAD is an annual international design event initiated by China, which is held in a 'Young Development City' around the world each year inviting outstanding young designers from different countries and regions to collaborate.



Above: WAD

Design Shenzhen provides a global stage for emerging and leading brands and designers to launch products, interact with like-minded people and explore the future of design, with nearly 250 design boutique brands from more than 30 countries and regions gathered across the four days.

Above: Roche Bobois

International leaders showcased their latest collections, from Ligne Roset, Roche Bobois, Caesarstone, DURAVIT, Occhio, Aritco, Living Italy, PPG, Editions de Parfums Frédéric Malle and Villeroy & Boch. In addition local brands such as

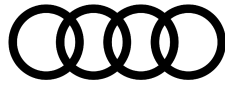


Akyaya, Unicoggetto, Deco Deco, Shenzhen Unique Power Designers Brand Union, Casarte, VINEKO, Maxmarko, HOPE SPACE and Shenzhen based WE GALLERY highlighted Chinese culture, creativity and design styles; including well-known local designer brand Frank Chou Design Studio which showcased its classic ORBIT sofa and Lento chair, showing the perfect combination of art and practicality.

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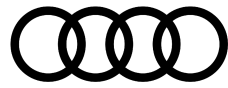
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Above: Frank Chou



Above: Maxmarko



Above: UNICOGETTO



Above: Shenzhen Unique Power Designers Brand Union

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Across Design Shanghai's event portfolio the Forum programme has carved a reputation as the leading global platform for design thought leadership, hosting presentations from world-renowned designers, such as Philippe Starck, Patricia Urquiola, Paola Navone, Tom Dixon and Chi Wing Lo. Design Shenzhen built on this platform to shine a light on the unique environment of Shenzhen, focusing on more forward-thinking design topics and the adoption of technologies in the design industry. Sponsored by PPG and Duravit, the 2023 Design Shenzhen Forum invited over 40 prestigious architects, designers and tastemakers to share their insights around the forum theme **'Regenerative Design – Design for Wellbeing: Humanity, Sustainability, Technology'**.

The Design Forum is an international leading platform for creative pioneers from all over the world to exchange design ideas and deliver cutting-edge design concepts. Speakers at Design Shenzhen included: Dan Su, Chairman of the Interior Design Branch of the Architectural Society of China, delivered a keynote speech on 'Creating Dreams with Color', Robert Greenwood, Partner and Managing Director Asia of Snøhetta and Cheng Gong, Studio Director Shenzhen of Snøhetta, delivered a talk on 'Design for Well-Being', Satoshi Ohashi, Architect Director of Zaha Hadid Architects gave a speech on 'Responsive Design', Peter Schubert, Design Partner at Ennead Architects LLP led a talk on 'Architectural Design-The Key to Restructuring Urban Life', and Gaetano Scintilla Chairman of WAD and Design Director at VALÈ spoke on technology and the future at the talk 'Back to Oasis'.



Above: Design Shenzhen Design Forum

Building on the reputation of Design Shanghai, Asia's leading design event, known for presenting thought provoking designs and forum discussions from and international talents across a global design stage, Design Shenzhen is a new regional design event that is the most extensive curated event ever presented in the city. Design Shenzhen welcomed 40,326 high-end trade visitors, leading architects, interior designers, influential property developers from the Greater Bay Area, China's elite professional buyers and specifiers, key decision makers from the private and public sectors, and affluent design aware consumers.

-ENDS-

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LOCATION

Shenzhen Convention & Exhibition Center

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Futian District, Shenzhen, China

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NOTES TO EDITORS

ABOUT DESIGN SHENZHEN

27 February - 2 March 2023

Upcoming 2024 Dates: 14-17 March 2024

Shenzhen Convention & Exhibition Center

Futian District, Shenzhen, China

Featuring everything you've come to expect from the creators of Design Shanghai, Design Shenzhen is 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 provides the opportunity to do business face to face, for which there is no substitute. With over 250 world-class brands and installations, it is 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 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. clarionevents.com