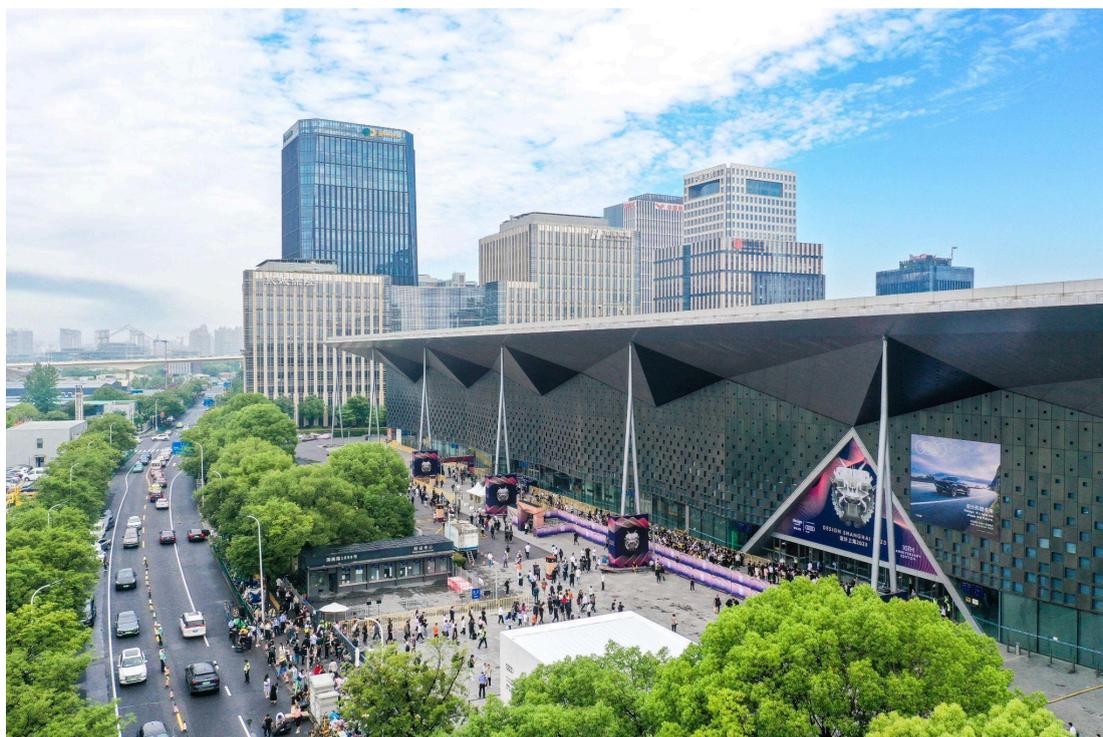


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Design Shanghai 2024: Bringing Innovative Design from China and the West to the Global Stage

A new chapter for Asia's leading design show, following the last year's 10 year milestone



Shanghai World Expo Exhibition and Convention Centre

Asia's largest international design event series enters its eleventh year and expects to welcome over 70,000 visitors over four days (19th-22nd June 2024). Returning to the **Shanghai World Expo Exhibition and Convention Centre**, the show continues to witness the rapid development of Chinese design. Over the course of 10 years, Design Shanghai has become one of the biggest design shows in the world and 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.

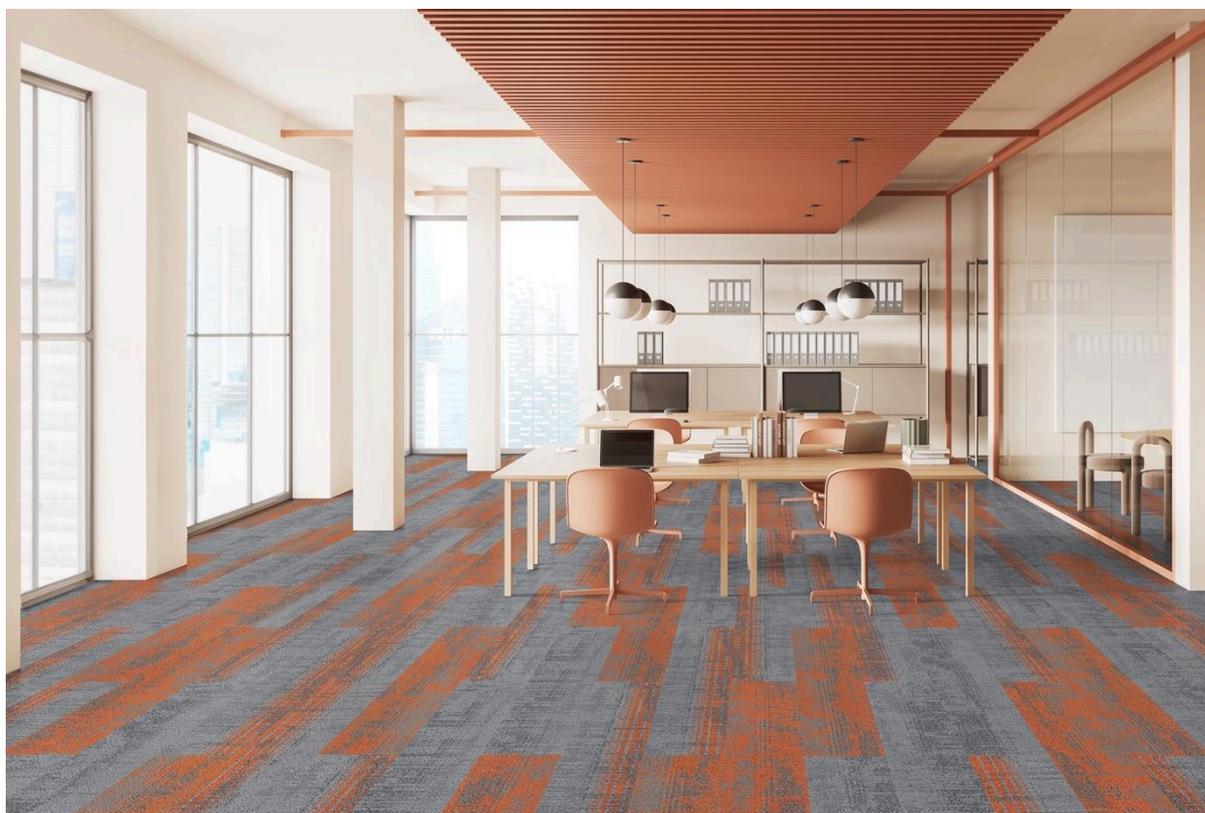
New to the show this year is the unveiling of **Hall 4: "New materials and Applications"**. The new hall will showcase innovative materials from global brands and will complement the existing three exhibition halls that highlight the very best in **Furniture and Lighting** design,

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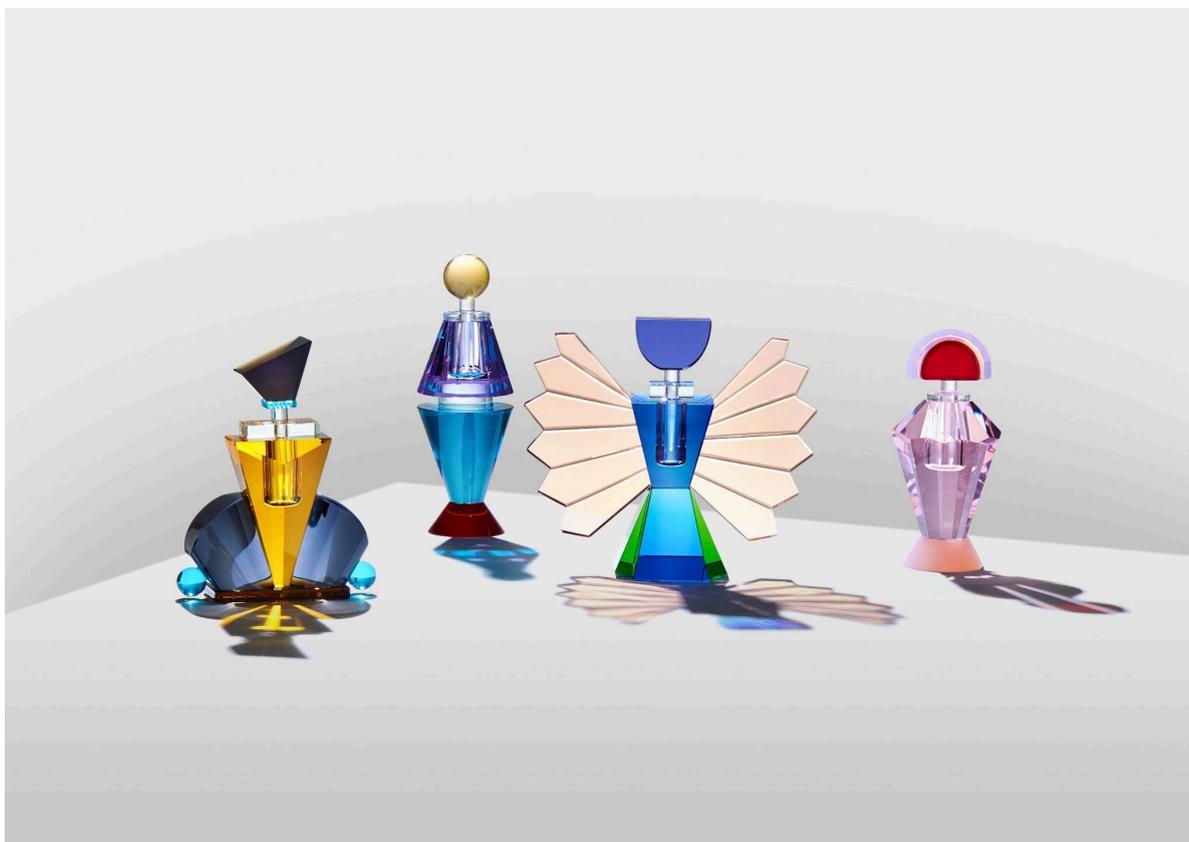
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Kitchen and Bathroom design and Living & Lifestyle. The innovative application of materials has always been one of the core topics in the design field and in Hall 4, the latest materials and application solutions will be on display from many international brands including Italian leader in wood dyeing **TABU**, the world's leading synthetic fibre manufacturer **Aquafil**, international lighting group **L&S Lamps**, ceiling solutions provider **Armstrong**, **Covostro** producer of high-quality polymer materials, synthetic textile **Alcantara** and surface specialist **Schattdecor** - to name a few. Material designers, engineers, product designers, architects, interior designers and artists will take to the show to reveal cutting-edge inspiration and solutions. Hall 4 is a testament to Design Shanghai's continued vision of promoting the exploration and exchange of ideas that are shaping the future.

*Armstrong*

"Design Shanghai has gone from strength to strength over the last ten years. We have persuaded a large number of overseas brands to join this emerging market in China, and also help Chinese brands communicate and export to the outside world, and strive to change everyone's perception of Chinese design. In the next ten years, we will continue to do this, and at the same time, we will use more energy to convince the overseas media and overseas market. I believe in Chinese design and Chinese creativity. I look forward to witnessing more innovations and breakthroughs brought by 'Design Shanghai' in June this year!". - Zhuo Tan, Event Director of Design Shanghai



Reflections Copenhagen

As a core component of Design Shanghai' 2024, **Hall 3** Living & Lifestyle will bring together leading domestic and foreign brands, craftsmen and artists to present products from soft furnishings, fragrances, accessories, textiles, tableware - as well as design quality products in multiple categories such as carpets, wallpapers, paints, and artworks. Due to its popularity in 2023, the 2024 exhibition hall has been expanded and upgraded with many European fragrance and accessory brands heading to Shanghai to unveil their latest collections. Visitors can expect to see collections from Belgian high-end luxury home fragrance **BAOBAB**, Italian fragrance design brand **Dr.Vranjes**, Danish home accessories brand **Reflections Copenhagen**, Italian national treasure blown glass lighting and accessories brand **Venini**, British porcelain brand **Wedgwood**, German porcelain pioneer **Meissen**, Hungarian national treasure porcelain **Herend**, as well as Turkish glassware **Nude**. In continuing to celebrate Eastern and Western design, a number of brands with Chinese ceramic culture will appear in Design Shanghai, including crystal craft brand **Jingzhan**, banquet porcelain brand **Guoci Yongfengyuan**, **LIANGMU**, **TINGHOME**, **MU16** and **Huaqianwu Ceramic Art Studio** - to name a few.

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*Laufen*

The much-anticipated Kitchen and Bathroom Design Hall 2, will showcase high-end bathroom and cabinet brands such as **Poggenpohl**, **Siematic**, **Leicht**, **Laufen**, **Villeroy&Boch**, **ASKO**, **Liebherr**, and **Porcelanosa**. Global brands will head to Hall 2 to present innovations such as product components and high-efficiency space optimization. The new designs are providing high-end innovative design solutions. **Hall 1, Furniture and Lighting Design** will bring together the works of a large number of international high-end design brands and outstanding independent designers. Many international brands will be in Design Shanghai Hall 1 to create a modern space design journey that blends art and design, including Italian furniture brand **EMU**, French **Lalique** known as the "Sculptor of Light", Italian high-end furniture brand **FORMITALIA** and Italian lamps and decoration brand **Icone Luce**, outdoor furniture **Ethimo**, furniture and lighting brand **Gervasoni**, innovative Italian lighting **Masiero**, Italian furniture brand **Monography**, Japanese furniture brand **Karimoku**, French crystal glassware brand **Baccarat** and Shanghai and London based design practice **Stella Works**. Chinese local brands are also celebrated here: **ziinlife**, **Solution**, **U+**, Original outdoor home brand **VINEKO**, **Seed Design's** lighting, the outdoor home brand **KUN DESIGN** and **Rough**, who have reshaped their designs with new design languages and methods.

The 2024 edition will continue to celebrate Eastern and Western design concepts which will be demonstrated through specially curated and thought-provoking exhibitions and installations. Returning for its ninth edition, the "**Rong Casting Design Exhibition**" this year will exhibit in Hall 4 the "Integrated Casting Design Exhibition". The Rong Design Library is committed to deconstructing traditional handicrafts into materials and techniques, and actively exploring the future of tradition. "Casting" is the ninth traditional Chinese handicraft research topic in the "Rong Design Exhibition" after bamboo, silk, clay, copper, paper, mortise and tenon, colouring, and weaving. 46 designers and artists from different fields have been invited to explore the relationship between technology and contemporary design in casting.

This year's show will also see the continuation of **TALENTS**, first launched in 2020 and curated by designer Frank Chou, the initiative is dedicated to helping young designers grow, focusing on the localisation of Chinese design. The theme of TALENTS 2024 is "*Quest the Question*", designers will present under this theme and will be challenged to set their sights on identifying and solving problems, leading to improvements and design innovations. In the pursuit of creativity, designers will need to retain rational perspectives and decision making abilities.

Neooold (Hall 3), curated by designer Chen Min, takes "Art Extension" as its theme for 2024. The exhibition design, presented by architectural firm line+ under the direction of architect Meng Fanhao, extracts the cultural symbol of the bracket arch, a traditional architectural element, to construct a precise and melodious space. The works of local and overseas artists and craftsmen such as Alao Bakker, Makoto Suetomi, and Hans Tan will be on display, covering ceramics, metalworking, weaving, lacquer and other traditional crafts and modern art.

DESIGN STREET (Hall 1) in partnership with Design Shanghai and the design platform **Design Burger** is an exhibition area that will display a selected series from top design studios from around the world. **Studio Sessions** will bring live conversations with the world's leading design workroom to share the latest design trends and unique insights. Design Street creates a unique exhibition experience for visitors, allowing them to focus on design in a lively and innovative way, and appreciate the design of each work in detail. Each studio will have its own dedicated area, presenting the design results displayed, allowing the audience to intuitively experience the whole process of design from conception to finished product, and deeply appreciate the designer's unique thinking and brand connotation.

The **Kohler Exquisite · Design Shanghai Design Forum** (Hall 2) has always been the main stage for ideological exchange during Design Shanghai. This forum will focus on "Designing New" with the theme of "**The New Universal Language of Design**". Thinkers and authoritative figures in the global design field are invited to discuss the universal language of design. Guests participating in the forum include **Aldo Bakker**, founder of Aldo Bakker Studio; **Jay Osgerby**, co-founder of Barber Osgerby; Pearson Lloyd co-founder and

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Director **Luke Pearson**; Hosoo Co., Ltd. President and CEO **Masataka Hosoo** and Paul Cocksedge Studio co-founder **Paul Cocksedge**.

Another new addition to the show this year is the "**Sustainable Design China Summit**". Launched in 2022, the Summit has been committed to becoming an advocate and leader of sustainable development in China. From June 19th to 21st, the third "Sustainable Design China Summit" (Hall 4) will take place for the first time at the Shanghai World Expo Exhibition and Convention Center, and will be held concurrently with "Design Shanghai" to inspire each other and jointly create a new wave of sustainable development.

The summit will focus on 6 core themes:

- **Retail Renaissance: Mall Culture and Sustainability**
- **Well+good: The Rise of Positive Impact Hospitality & Eco-travel**
- **The Economics of Climate Change**
- **Beyond Buildings: Urban Sustainability and Smart Cities**
- **3D Printing: Transforming the World of Design and Architecture**
- **Future Space: Where Technology and Sustainability Meet**



NOTES TO EDITOR

- For further information, hi-res imagery and coverage opportunities, please contact design@bacchus.agency

Design Shanghai 2024 Sponsorship and ticketing information

- **Exhibition time:** June 19-22, 2024
- **Exhibition location:** Shanghai World Expo Exhibition and Convention Center
- **Ticketing information:** <https://ticket.designshanghai.cn/?lang=en&f=PC2>
- **Official website:** <https://www.designshanghai.com/>

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设计上海**Design Shanghai @ Xintiandi Design Festival: The power of design ignites the city**

Since 2017, Design Shanghai teamed up with Xintiandi to create the "Design Shanghai Xintiandi Design Festival", exhibiting more than a hundred creative installations throughout Xintiandi, Shanghai, and spreading the power of design throughout the world through professional forums and exciting offline interactive activities. The 8th Design Shanghai Xintiandi Design Festival in 2024 will be held from June 5th-26th and will revolve around the theme 'Hybrid Playground'. The lineup of curators have been announced: Yan Mi & Simone Chen (senior media), Haijie Hu (pioneering designer) and Liu Kai (RIGI founder).