

## Design Shenzhen 2025: A Landmark Edition of Technology and Design

*Highlights From the Exhibition and What to Expect for the 2026 Edition*

**Shenzhen, 21 September 2025** — The third edition of Design Shenzhen, Asia's leading consumer technology and interior design event, concluded successfully after four dynamic days at the Shenzhen Convention & Exhibition Center.

This year, the exhibition introduced a refreshed format with three core sections: **Consumer Technology**, **Luxury Home Design**, and **Commercial Design**. Nearly **200** brands and design studios from over **20** countries and regions took part, while around **200** pioneering designers shared forward-thinking projects and case studies. The event drew more than **36,000** visitors, who experienced first-hand the energy and innovation sparked by the fusion of technology and design.



Design Shenzhen 2025 exhibition highlights

As the **Headline Sponsor** of Design Shenzhen 2025, **Audi** invited visitors into an immersive world where comfort, technology, and design converge under the theme “**Design to Inspire**”. At the heart of the showcase was the **Audi A5L**, whose interior inspired the booth’s immersive design. Visitors explored the multi-sensory interactive space, experiencing firsthand the integration of advanced technology and human-centric design. Every detail is crafted to showcase how innovation enhances comfort and creates meaningful experiences. Through this dynamic, interactive space, Audi brings “Design to Inspire” to life, offering a glimpse of how intelligent, forward-thinking design shapes the future of mobility.

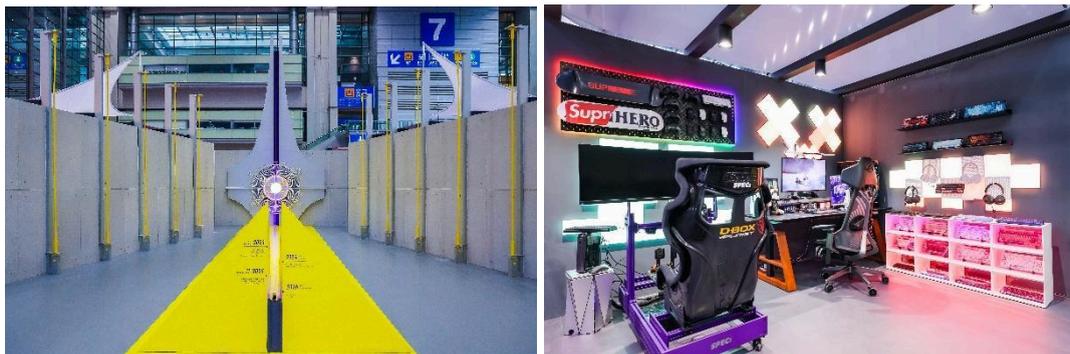


Audi A5L

### Six Special Features: Showcasing the Innovation of Chinese Design and Urban Vitality

#### E-Space: Immersive Gaming Environments

**E-Space** addressed the rising demand for home esports setups, creating personalised and interactive gaming spaces. Designed by **AS Studio**, the installation featured four thematic zones blending architectural installations, modular furniture, and light and sound systems. Nearly 30 leading brands— including **ROG (Republic of Gamers)**, **Hexcal**, **Nanoleaf**, **Steelcase**, **ENILIX**, **Razer**, **Angry Miao**, and **SPEC**—collaborated to demonstrate how technology and creative design shape the future of esports living.



E-Space

#### WellForm: Design the Living Form of Wellness

Led by renowned designer **Chung Han Tang**, WellForm rethinks the relationship between space and the human body through light, materials, circulation, and proportion, creating a “breathable living system” where wellness is embedded in the home. Nearly a dozen leading brands—including **JUNG**, **TOYOSAN**, **ZENE**, **nobilia**, **Samsung**, **BERTAZZONI**, **Mylands**, **Lamicolor**, **t.work**, and **The BIGBanG**—collaborate to merge WELL international health standards with artistic design. Debuting at Design Shenzhen and later relocating to **Galaxy Third Space**,

**Shenzhen's high-end home furnishing and lifestyle destination**, WellForm presents a real-life model of healthy luxury living, integrating wellness seamlessly into residential and commercial spaces.



WellForm

### **Re:Materialize: Materials as Design Inspiration**

Curated by **Rong Design Library** and **Design Shenzhen**, Re:Materialize explored materials as the foundation of innovative design. The feature is presented in two verticals: **Re:Materialize High-Value Residential · Material Aesthetics Trend Exhibition**, featuring brands such as **Matrix Research Institute**, **DONGPENG**, **moorgen**, and **YUNG ZING TUNG**, and **Re:Materialize Consumer Technology · Material Aesthetics Trend Exhibition**, showcasing brands like **Covestro**, **HLSUS**, **Musashi paint**, **Dushane Textile**, and **BOLISEN**. By reinterpreting the aesthetics of materials and exploring innovative applications, Re:Materialize encourages designers to focus on the essence and potential of materials, inspiring sustainable and highly creative design practices.



Re:Materialize

### **madedit: Collaborative Manufacturing Innovations**

**madedit**, curated by cultural pioneers **MAKINGPARK** and the non-linear editable system **Parti**, focuses on the concept of “**Editability**” and spotlights China’s innovative manufacturing practices. The feature brings together leading manufacturers across furniture, hardware, storage solutions, smart devices, and new materials, showcasing modular, scenario-based, and customisable approaches that respond to growing market demands for personalised and diverse products. By presenting these co-editable innovations, **madedit** encourages designers, brands, and industry partners to collaboratively explore the future of Chinese manufacturing.



madedit

### **GOOD DESIGN SELECT: Showcasing World-Class Design**

**GOOD DESIGN SELECT**, returning to Design Shenzhen for the third consecutive year, is curated by renowned designer **Xiaoxi Shi** in collaboration with the Japan **Good Design Award**. The feature, themed “**Design Altitude**”, showcases the highest-ranked **G Mark “BEST 100” winners**, including the latest awardees such as the innovative tech brand **Nothing**. Aiming to bring world-class design to the public, the feature highlights outstanding design achievements and demonstrates how socially impactful projects can shape contemporary design discourse.



GOOD DESIGN SELECT

### **WELLCONNECT: Integrating Health and Design**

**WELLCONNECT**, developed jointly by Design Shenzhen and UK health innovation company **DavidHugh**, brings together brands including **Muirhead**, **INOASIS**, **BenQ**, and **INOMAD** to inspire proactive engagement with holistic health. The feature provides a platform for brands, designers, and visitors to connect, share, and explore practical approaches to healthy living, offering scientifically informed, integrated wellness solutions. Designer **Jianxun Yang** created the public hub installation “**The House That Breathes**,” where visitors can participate in interactive wellness activities, experiencing a space that dynamically blends light, movement, and atmosphere to illustrate the harmony between technology, design, and wellbeing.



WELLCONNECT

### Three Key Exhibition Sections: Presenting the Latest in Smart Living Solutions

The **Consumer Technology** section at Design Shenzhen 2025 underscored the city's reputation as a centre of innovation, offering visitors a first-hand look at the latest in smart living. **Nothing** showcased its first over-ear **Headphone (1)** and the new **Ear (3)** with its breakthrough Super Mic, while **ASUS** impressed with the **ASUS ProArt** and **ASUS Zenbook** series under the theme 'Design You Can Feel'. Highlights also included creative brands such as **StudioLUNA**, **jijia**, and **UNICOGETTO** with new explorations in sustainable design and 3D printing, alongside **XIVO Design** with its iconic consumer products and **Ellometa's** immersive mixed reality installation. Seating innovation featured strongly, from **Sitting Sense** with its dual-support cushion to **Dauphin's** posture-correcting chair debut and **LiberNovo's** dynamic Omni ergonomic design, all reflecting how technology continues to shape more comfortable and human-centred lifestyles.



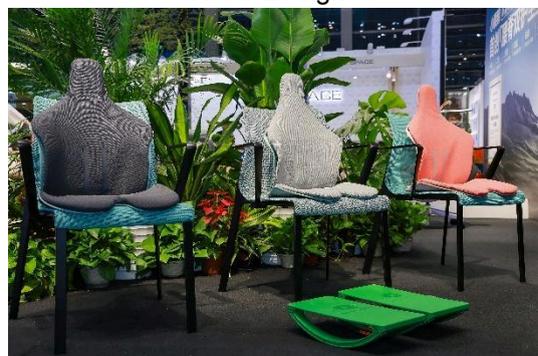
ASUS



XIVO Design



UNICOGETTO



Sitting Sense

The **Commercial Design** section brought together design studios, material innovators, and office furniture brands with a focus on creativity and sustainability.

**House of Forme** introduced its AMMA OBJECTS nomadic furniture, while **MATSU** presented its Digital Nomad and Primal Era series, offering modular and eco-conscious workplace solutions. Organised by the Industrial Designers Society of Hong Kong, **ReMIX** showcased collaborations between Hong Kong designers and leading brands, promoting cross-regional design exchange. Material highlights included **FULI+** with its **ECONYL®**-based AUTO PADS automotive carpets, **Burgeree**'s PET acoustic materials, **ecowel**'s plant-based innovations, and **DECO DECO**'s resin glass. **LOQI** from Germany completed the line-up with artistic bags made from 100% recycled polyester, underscoring the section's theme of sustainable design.



Burgeree



MATSU



FULI+



LOQI

Shenzhen's booming economy has fostered some of China's most prestigious luxury residences, and the **Luxury Home Design** section presents leading brands and designers shaping the future of high-end living. Highlights include **Poltrona Frau**, showcasing its iconic furniture; Danish brand **VIPP**, exploring simplicity in modern life; and **RIVE GAUCHE**, unveiling minimalist whole-home solutions. **UMX** introduces innovative pieces such as the "Shiguang" smart TV stand and "Rocket lights" speaker-lamp. **Waldmann** presents its acclaimed LAVIGO lighting, while **hiart space**, **MengTan**, and **Yinsheng Gallery** bring contemporary art into residential design. The **Hawa Group** demonstrates cutting-edge sliding door systems, and **Casarte** introduces its new high-end built-in refrigerators under "The Echo of Time", highlighting the fusion of advanced appliances with lifestyle aesthetics.



Poltrona Frau



VIPP



UMX Studio



Waldmann

### Two Themed Conferences: Inspiring the Future of Design

Running in parallel with Design Shenzhen 2025, two major conferences brought together over **100** leading voices from across the global design and property sectors, generating lively debate and fresh perspectives that resonated well beyond the event itself. Central to the programme, the **Design Shenzhen 2025 Global Luxury Property Design Conference**, co-hosted with diamond partner **Cheng Chung Design (CCD)**, explored “**The New Luxury**”—a theme reflecting how notions of luxury are evolving in today’s complex and interconnected world.

Highlight speakers included **Lily Zhang** (Co-President and Global Managing Partner, CCD), **Soo K. Chan** (Founding Principal and Design Director, SCDA), **Evans Lee** (Founder and Design Director, Evans Lee Interior Design), **Chung Han Tang** (Founder and Design Director, Design Apartment), **Hui Xie** (Founder and Design Director, ACE Design), **Debra Parkington** (Design Director, LW Design), **Michael Zhang** (Partner, Deloitte), **Cher Jiang** (Partner, Matrix Design; Executive Director, Matrix Research Institute), **Zhaofang Song** (Deputy Chief Architect, Lacime Architects), **Danqing Wang** (Director of Architectural Design, China Resources Land Shenzhen), and **Justin Bridgland** (Co-Founder and Design Director, MDO). Alongside developers and luxury homeowners, these influential figures shared global market insights and examined the future of luxury living—covering wellness, digitalisation, intelligent systems, and new design benchmarks for high-end residential spaces.



Design Shenzhen 2025 Global Luxury Property Design Conference

What might our lives look like when artificial intelligence evolves into a true “living companion” that understands human needs? Building on earlier discussions around technological transformation, the **Design Shenzhen 2025 Technology and Creativity Conference** ran across two days under the theme “**Digital Design for Humanity.**”

Speakers such as **Gadi Amit** (President & Principal Designer, NewDealDesign LLC), **Shane Lee** (General Manager, Design Innovation Center, TCL Industries Holdings Co., Ltd), **Marc Aurel Schnabel** (Dean of the Design School, Xi’an Jiaotong-Liverpool University), and **Min Wei** (Founder & CEO, XIVO Design, Shenzhen) shared insights from their own practices, exploring how design can empower technological innovation and enhance quality of life. Adding perspectives from leading global brands, **Matteo Fioravanti** (SVP Design, Pininfarina China), **Jerry Huang** (Design Director, ASUS Design Center Shanghai), **Li Nan** (Founder & CEO, Angry Miao), **Carol Wong** (CEO, Ark.Art AI), and **John Du** (Head of Design, APAC, Nothing Technology) discussed how intelligent technology is reshaping AI-driven creativity, mobility, living environments, and sustainable development.





Design Shenzhen 2025 Technology and Creativity Conference

Design Shenzhen 2025 also unveiled the **City Design Guide · Shenzhen**, highlighting more than **100** carefully selected destinations across the city. Spanning art, design, fashion, dining, nightlife, and hospitality, the guide offers an inspiring new lens on Shenzhen's creative and aesthetic landscape.



Launch of the **City Design Guide · Shenzhen** and On-site Award Ceremony

**Raymond Wang**, Event Director of Design Shenzhen, said: “This year, we further developed the three key sections of Design Shenzhen—Consumer Technology, Luxury Home Design, and Commercial Design—building on our commitment to the integration of design and technology, while better reflecting the unique characteristics of the Greater Bay Area market. A clear and well-structured layout has significantly enhanced the visitor experience, earning strong support and recognition from both exhibitors and attendees. Although Design Shenzhen is still in its early years, we are confident it will grow into a distinctive and influential design event across the Greater Bay Area, China, and wider Asia. We look forward to welcoming everyone again next September with new surprises.”



*Design Shenzhen 2025*

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### **About Design Shenzhen**

The third edition of Design Shenzhen, Asia's leading consumer technology and interior design event, was successfully held from 18–21 September 2025 at the Shenzhen Convention & Exhibition Center. Showcasing innovation across consumer technology, architecture, interior, and industrial design, the event once again demonstrated its role as a key platform for the region's creative industries.

Design Shenzhen is organised by Clarion Events Ltd., the world's third-largest event organiser with operations in 21 countries and a portfolio of more than 120 exhibitions worldwide. Clarion's global network includes landmark events such as Design Shanghai, IFA Berlin, and the recently launched Hong Kong International Horse Show. Drawing on Clarion's extensive expertise in technology, design, and consumer sectors, Design Shenzhen not only presents cutting-edge brands but also serves as a distinctive hub for exchange and trade, building bridges for deeper collaboration between leading domestic and international players.