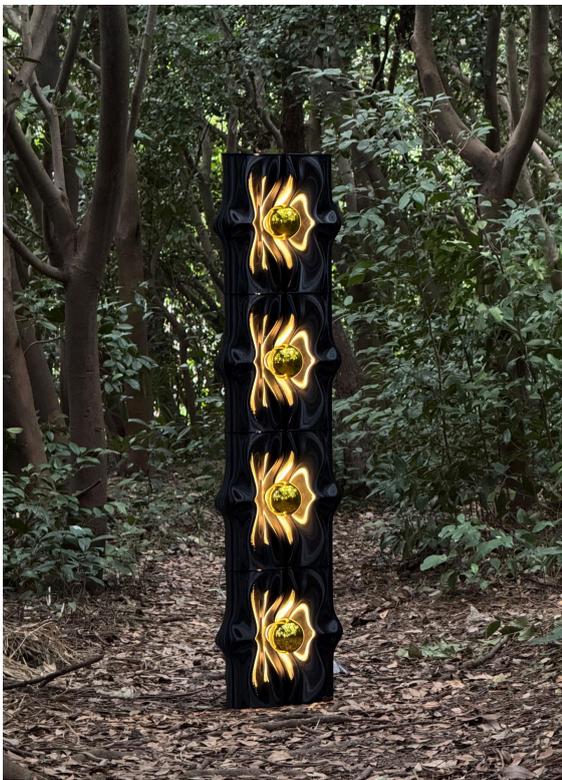


Design Shenzhen 2025: The Unveiling of the Third Edition of Asia's Leading Consumer Technology and Interior Design Event

Taking place in September, the event will expand the boundaries of design and technology, offering insights into future lifestyles.

The third edition of [Design Shenzhen](#), Asia's leading consumer technology and interior design event, will take place from **18th-21st September 2025**. Design Shenzhen aims to foster deep engagement with the city's dynamic design community, creating a landmark event that brings together the collective strength of Shenzhen's diverse design industries. The event, hosted at the Shenzhen Convention & Exhibition Center, will explore and redefine the future of design through cross-disciplinary collaborations and rich content. More than just a design showcase, Design Shenzhen aspires to be a global platform that connects design resources, fosters in-depth industry exchange, and shapes the future of design on an international scale.



Above: StudioLUNA, Hall 7 (Left); XIVO Design, Hall 7 (Right)

“Rooted in Shenzhen, the core city of China’s technological innovation and design industry, Design Shenzhen will connect consumer technology, architecture and interior design, and industrial design, fostering cross-sector dialogue and business collaboration. The event will help brands seize market opportunities while injecting creative vitality into the city.”
Raymond Wang, Event Director of Design Shenzhen

Design Shenzhen 2025 will introduce a new layout with two halls and three key sections: **Consumer Technology, Commercial Design, and Luxury Home Design**, bringing nearly **200 brands from over 20 countries and regions**, offering a fresh perspective on the deep

integration of technology and design. The exhibition will also present specially curated features, including **E-Space**, **Re:Materialize**, **WELLFORM**, **MAEDIT**, **GOOD DESIGN SELECT**, and **WellConnect**. Two major conferences, the **Design Shenzhen 2025 Global Luxury Property Design Conference** and the **Design Shenzhen 2025 Technology and Creativity Conference**, will gather over **120** industry leaders from design, technology, and business. The event is expected to attract nearly **40,000** visitors, expanding the boundaries of technology and design while providing insights into future lifestyles.



Two Halls, Three Sections: Showcasing the Fusion of Technology and Design

The **Consumer Technology** section will serve as the central hub for exploring how cutting-edge innovation shapes modern living. This section will spotlight advancements in smart home solutions, home entertainment, lifestyle and health, artificial intelligence, and robotics, demonstrating how intelligent technology enhances everyday experiences and drives lifestyle transformation.

The **Luxury Home Design** section will showcase world-class design brands, addressing the evolving needs of the luxury property sector. For the first time, this section will extend beyond furniture, lighting, and accessories to include innovative solutions in MEP systems, building materials, and luxury property construction. Through a seamless blend of luxury, comfort, and cutting-edge design, it will provide a visionary platform for future high-end living.



Above: UMX Design, Hall 8

The **Commercial Design** section will highlight the latest innovations in the retail, hospitality, and commercial industries, illustrating how design can enhance functionality, aesthetics, and brand identity. Whether it is elevating retail experiences, crafting luxurious hotel environments, or optimising office efficiency, this section will present the future of commercial space design through visually striking and highly functional solutions.



Above: MATSU, Hall 7

Specially Curated Features: Bringing Design and Technology to Life

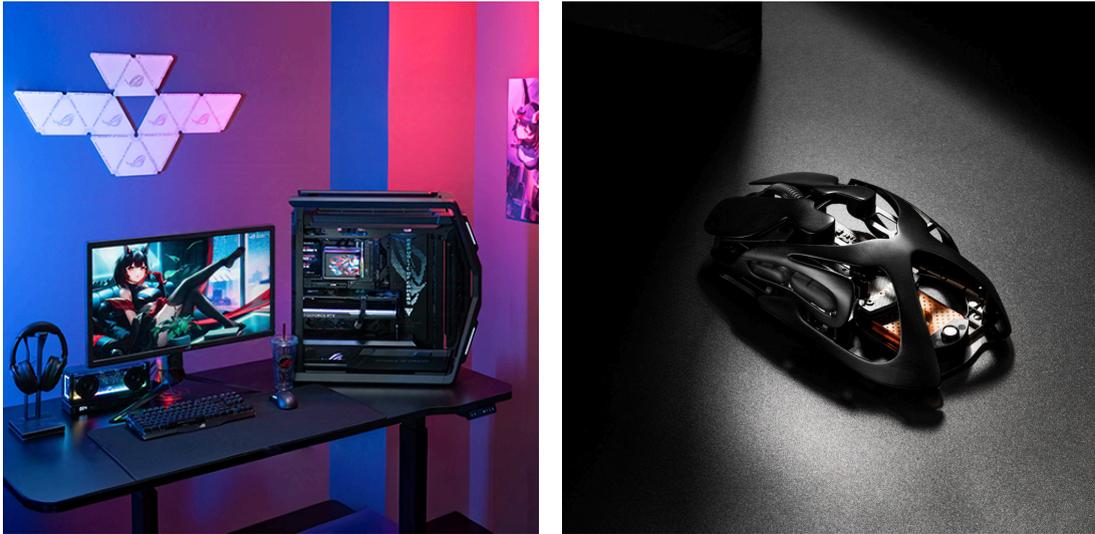
GOOD DESIGN SELECT, a globally recognised design initiative curated by industrial designer Shi Xiaoxi, has been featured at Design Shenzhen since its inception. The showcase brings together award-winning works from prestigious international design competitions and renowned design teams, aiming to introduce outstanding global designs to the public, spark interest in design, and deepen the understanding of its value. This year it will once again partner with Japan's Good Design Award, following its 2023 collaboration, presenting its prestigious "Best 100" selection, featuring **Nothing**, the award-winning design team making its first-ever appearance at the event.



Above: Nothing, Hall 7

WellConnect, a collaboration between **David Hugh** and Design Shenzhen, explores the intersection of design, technology, and human well-being. By providing an open platform, it brings together designers, technology professionals, and innovators to explore how technology can genuinely serve people in the digital age. In 2025, the third edition of WellConnect will build upon its previous exploration of early human dwellings such as "caves" and "nests", extending the theme to "DESIGNWELL HUB", a design community. This represents a deeper exploration of the integration of design and technology from a wellness perspective, fostering effective connections and collaborative innovations between digital and physical, hardware and software, and creating sustainable health solutions and lifestyles.

As gaming culture expands, **E-Space** will spotlight the evolution of gaming rooms, catering to Gen Z consumers who are redefining home entertainment. This feature will present an immersive journey through single-player gaming setups, multiplayer-themed rooms, and integrated entertainment spaces.



Above: ROG (Left), Angry Miao (Right), E-Space, Hall 7

Re:Materialize advocates for a material-driven approach in the early stages of design, emphasising a "materials-first" philosophy. Through aesthetic reinterpretation and innovative applications of materials, it encourages designers to explore the essence and potential of materials, promoting sustainable and creative material design practices. The showcase, jointly initiated by Rong Design Library and Design Shanghai, will invite interdisciplinary artists, designers, and material producers to create works inspired by Rong Design Library's 2025/26 Material Trend Report's three core themes, 'Present Optimism', 'Nostalgic Shelter', and 'Harmonic Connection'. Following its debut at Design Shanghai in June 2025, it will be featured at Design Shenzhen with two exhibitions: Re:Materialize Luxury Residential Aesthetics and Re:Materialize Consumer Technology Aesthetics.



Above: Re:Materialize showcase concept

Design Shenzhen Forums

Beyond its insightful exhibition content, Design Shenzhen 2025 will serve as a hub for the exchange of ideas and insights. From **18-19 September 2025**, the **Design Shenzhen 2025 Global Luxury Property Design Conference** will explore future trends in luxury home design, integrating innovation across the entire industry chain. For the first time, this prestigious conference will collaborate with the internationally renowned design firm CCD as its Diamond Partner, co-developing in-depth content and inviting esteemed guests to participate. This global dialogue aims to redefine the language of luxury home design, bringing together leading experts from China and around the world in the fields of design and development.

With commercial insights at its core, the conference will delve into four major themes:

- The Global Luxury Property Market: Design Concepts And Market Overview;
- Lifestyle, Health / Wellbeing And Recreation;
- China's Own Luxury Design Aesthetic Draws From Ancient And Modern;
- Technology And Design: What Really Turns The Luxury Homeowner On?

The **Technology and Creativity Conference**, as a premier event in the consumer technology space, aims to create an international platform focused on the integration of

technology and design, setting a benchmark for China's tech and design sectors. Held from **20-21 September 2025**, this forum will focus on **four key themes**:

- Re-Designing Design: the future of the love affair between technology and creativity
- The Machine and Nature: Digital equals Sustainable;
- Aesthetic cross-fertilisations: Design and artistic culture meet;
- The Big Debate: Human versus AI creativity. Where does the Big Idea come from?

Beyond the exhibition, Design Shenzhen 2025 is committed to extending the influence of design and technology throughout the city. The event will collaborate with leading technology brands and commercial spaces to curate immersive activities before and during the exhibition, infusing Shenzhen with the power of design and innovation. Additionally, Design Shenzhen 2025 will introduce the **City Design Guide**, spotlighting cutting-edge design and technology-driven spaces across the Greater Bay Area, seamlessly integrating design and technology into daily life.

Notes to Editors

Design Shenzhen 2025

- Event Dates: 18th - 21st September 2025
- Venue: Shenzhen Convention and Exhibition Centre (Futian)
- Official Website: www.designshenzhenshow.com
- Registration Link:
<https://ticket.designshenzhenshow.cn/?appid=tg8dd5bdc44dfd69c&lang=cn&f=PR1>

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

About Design Shenzhen

As **Asia's leading consumer technology and interior design event**, Design Shenzhen provides a unique platform for professional exchange, connecting domestic and international brands with industry leaders. Responding to the dynamic needs of the local market, the event showcases the integration of design and technology while contributing to the growth of the Greater Bay Area's creative landscape.

The 2025 edition introduces three key sections—**Consumer Technology, Luxury Home Design, and Commercial Design**—with nearly 200 brands from over 20 countries and regions. Highlights include **E-Space, Re:Materialize, WELLFORM, MADEDIT, GOOD DESIGN SELECT, and WellConnect**, alongside two major conferences: the **Global Luxury Property Design Conference** and the **Technology and Creativity Conference**, featuring 120+ speakers.

With over **40,000 professional visitors expected**, Design Shenzhen continues to expand the boundaries of design and technology, offering insights into future lifestyles.