

# design

SHENZHEN

## 设计深圳

### **Design Shenzhen 2025: Showcasing the Brilliance of Design**

*Highlights on the upcoming Features and Forums to be showcased and discussed in September*

Design Shenzhen, taking place from **18th to 21st September 2025** at the Shenzhen Convention & Exhibition Center, 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 will explore and redefine the future of design through cross-disciplinary collaborations and rich content. Curated with a bold and distinctive perspective, the Design Shenzhen features will span consumer technology, luxury home design, commercial design, and industrial design. While the two Conferences, **Global Luxury Property Conference** and **Technology and Creativity Conference**, will come together to create a groundbreaking event that merges technology, design, and luxury lifestyles.

The 2025 edition will introduce a brand-new layout, the Consumer Technology Hall and Luxury Living Hall, to explore the deep integration of technology and design through three major sections: **Consumer Technology**, **Luxury Home Design**, and **Commercial Design**. The show will also present six specially curated features, including **E-Space**, **Re:Materialize**, **WELLFORM**, **MADEDIT**, **GOOD DESIGN SELECT**, and **WellConnect**. In addition, the two forums will bring together nearly **120** industry leaders across technology, design, and business. The event is expected to attract **over 40,000** visitors, expanding the boundaries of technology and design while offering insights into future lifestyles.



### ***Two Major Conferences: Spotlighting Pioneering Insights into Luxury Property and Technology Trends***

From 18-19th September 2025, the Design Shenzhen 2025 **Global Luxury Property Design Conference** will take place over two days under the overarching

# design

SHENZHEN

## 设计深圳

theme **The New Luxury**. Focusing on four sub-themes, it will bring together pioneers from both global and local luxury sectors to examine international markets, explore the practical direction of luxury design in China, and drive innovation across the field. This conference will place greater emphasis on segmented areas of luxury living, offering highly targeted inspiration and actionable insights for luxury interior designers, property developers, homeowners, and premium brands. The four key themed sessions will offer in-depth insights into the transformation of the luxury property market; **“The Global Luxury Property Market: Design Concepts and Market Overview”** will explore regional differences and emerging investment opportunities in the global and Chinese markets, **“Lifestyle, Health / Wellbeing and Recreation”** will examine how wellness, personal interests, and recreational needs are integrated into luxury living environments, **“China’s Own Luxury Design Aesthetic Draws From Ancient and Modern”** will focus on how modern design can activate traditional aesthetics to create spaces rooted in cultural identity, and **“Technology and Design: What Really Turns the Luxury Homeowner On?”** will explore how smart systems, digitalisation, and AI are reshaping the living experience. Speakers across the sessions include Joe Cheng, Founder, CCD(Cheng Chung Design); Justin Bridgland, Founding Partner, MDO; Deborah Oppenheimer, Founder, Deborah Oppenheimer Interior Design Limited; Debra Parkington, Associate, LW Design; Marcel Van Doorn, Renowned Dutch Designer, “Visual Magician”; among others.



*Above: Design Shenzhen 2025  
Global Luxury Property Design Conference Speakers*

**More Dialectical, More Actionable: Unlocking New Inspiration Through**

# design

SHENZHEN

## 设计深圳

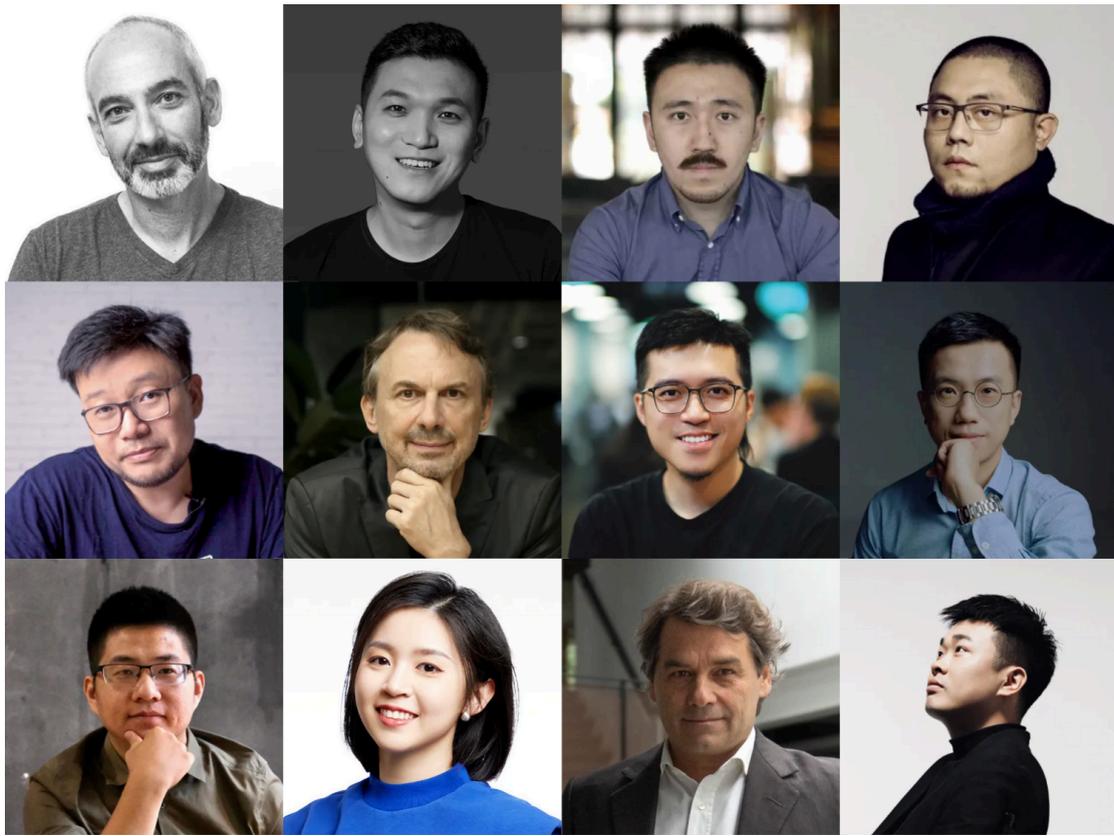
### *Technological Creativity*

The **2025 Technology and Creativity Conference** will take place from **20–21 September** under the overarching theme **Digital Design for Humanity**. As a city where technology is deeply embedded in its urban DNA, Shenzhen provides the ideal setting for this year's event.

This year's programme will revolve around four interconnected sub-themes. **Re-Designing Design: The Future of the Love Affair Between Technology and Creativity** will explore how innovation is dissolving the boundaries between disciplines, while **The Machine and Nature: Digital Equals Sustainable** will investigate how emerging technologies are enabling more ecologically conscious design solutions. **Aesthetic Cross-Fertilisations: When Design Meets Artistic Culture** will examine how interdisciplinary approaches are creating new cultural resonances, and **The Big Debate: Human Versus AI Creativity – Where Does the Big Idea Come From?** will spark conversations on the shifting roles of human ingenuity and artificial intelligence in shaping the future of design.

Bringing together global tech pioneers and design industry leaders, the Conference aims to create an open arena for dialogue—eschewing standard answers and pre-set conclusions in favour of a dynamic, evolving exploration of design in the age of AI and technological disruption. Audiences will gain both visionary perspectives and actionable methodologies.

Confirmed speakers include **Gadi Amit**, President & Principal Designer, NewDealDesign LLC; **Matteo Fioravanti**, SVP Design, Pininfarina China; **John Du**, Head of Design, APAC, Nothing Technology; **Marc Aurel Schnabel**, Dean of the School of Design, Xi'an Jiaotong-Liverpool University; **Shane Lee**, General Manager, Design Innovation Center, TCL Industries Holdings Co., Ltd; **Min Wei**, Founder and CEO, Shenzhen XIVO Design Co., Ltd; **Yolanda He**, Founder and CEO, ArtefactsAi; among others.



*Above: Design Shenzhen 2025  
Technology and Creativity Conference Speakers*

**Six Key Features:**

**Immersive Experiences Showcasing the Power of Design and Technology**

In addition to the two major conferences, Design Shenzhen will present **six** specially curated features that will deliver an immersive exhibition experience for visitors.

Shenzhen ranks among the world's top ten cities in the Global Esports City Influence Index, according to the 2024 Global Esports Industry Development Report, with a rapidly growing esports market and gaming-focused home setups emerging as a new trend in interior design. **E-Space** will showcase collaborations with numerous leading technology and entertainment brands, including global consumer electronics leader **SAMSUNG**, gaming hardware pioneer **Razer**, high-performance gaming device brand **ROG (Republic of Gamers)**, London-based tech innovator **Hexcal**, international custom art technology company **ARTVISUAL** leveraging AIGC, pioneers of integrated vinyl record players **All In One**, creators of modular smart lighting **Nanoleaf**, century-old office furniture brand **Steelcase**, introducing the desktop touch shortcut device **Flexbar ENIAC**, and immersive audio brand **XEO** with its Pod entertainment cockpit and desktop acoustic systems. Together, these diverse brands will create a dynamic, fully integrated esports space that blends varied styles with cutting-edge technology.

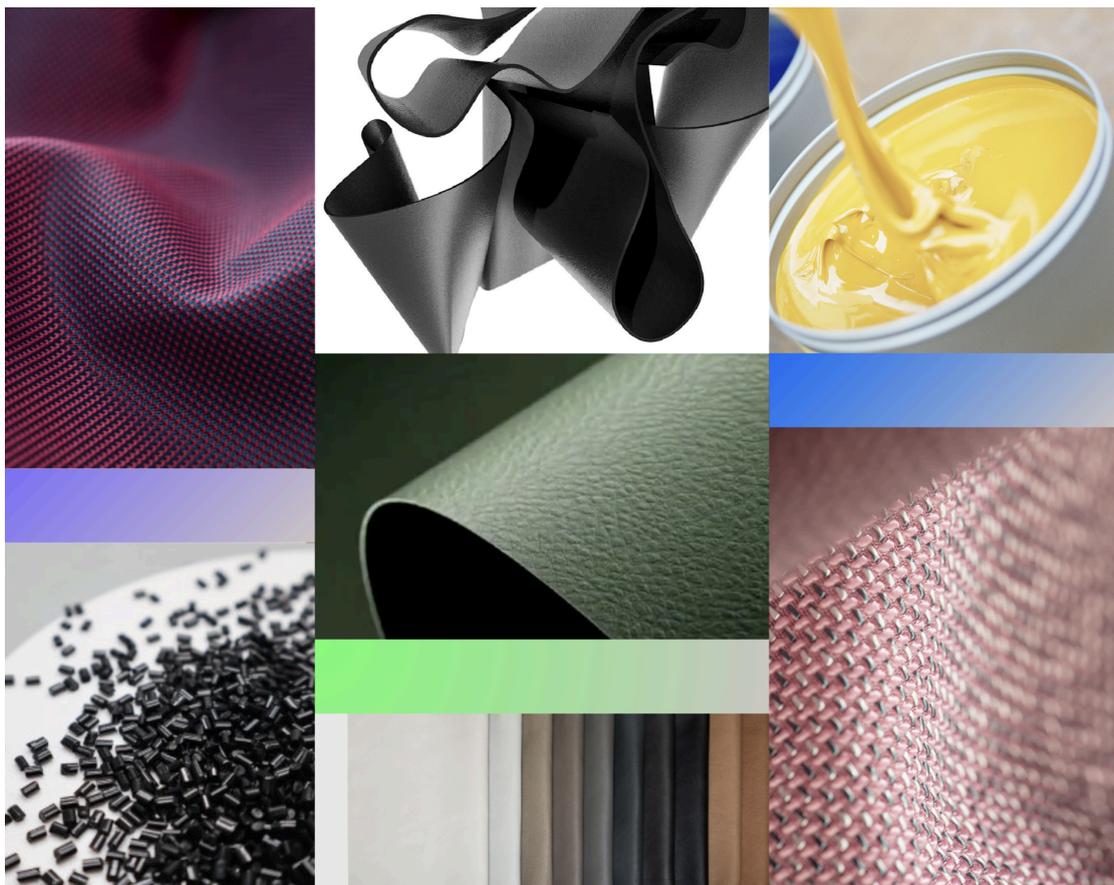


Above: XEO pod, E-Space Feature, Hall 7



Above: SAMSUNG, E-Space Feature, Hall 7

**Re:Materialize**, one of this year's specially curated projects by Rong Design Library and Design Shenzhen, explores materials as the starting point of design. The project encourages early-stage material thinking and innovation, fostering collaboration between artisans, designers, artists, and industrial material producers. For the first time, it presents two vertical exhibitions: **Re:Materialize Consumer Technology Aesthetics** and **Re:Materialize Luxury Residential Aesthetics**, integrating Shenzhen's high-tech materials and AI technologies for an immersive experience. By reimagining material aesthetics, the project inspires sustainable and highly creative design practices.



# design

SHENZHEN

## 设计深圳

*Above: Re:Materialize Highlight Exhibitors: Dushane Textile, BOLISEN, Shinecmf Color Design Center, ecowel®, Musashi paint*

**WELLFORM**, created in collaboration with renowned Asian spatial designer Chung Han Tang, explores the theme “**Design the Living Form of Wellness.**” The feature presents a real-life model of a healthy luxury residence, integrating structural materials, air and water treatment, sensory systems, furnishings, and smart home technologies. Debuting at Design Shenzhen, WELLFORM will later move to Galaxy Third Space for long-term display, exemplifying a holistic healthy lifestyle in commercial spaces.

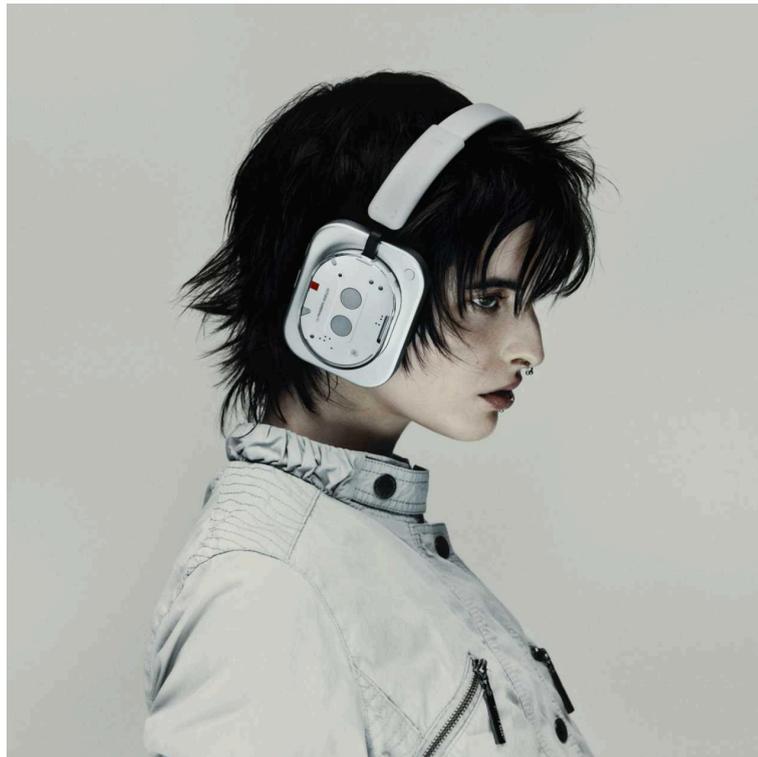
**madedit**, curated by cultural pioneers MAKINGPARK, centers on “**Editability,**” highlighting China’s manufacturing evolution from technical excellence to lifestyle innovation. Featuring modular, customizable, and co-editable products from furniture, hardware, smart devices, and new materials sectors, madedit invites designers, brands, and industry partners to collaboratively explore the future of Chinese manufacturing.



*Above: madedit showcase concept*

**GOOD DESIGN SELECT**, initiated by industrial designer Xiaoxi Shi, showcases award-winning international projects and G Mark “BEST 100” works under the theme “**Design Altitude.**” Returning for the third year, the feature aims to bring world-class design to the public, spark interest, and highlight socially significant achievements. Notably, cutting-edge tech brand **Nothing**, a recipient of the **G Mark “BEST 100”** award, will also make its debut at Design Shenzhen, presenting its latest design

innovations.



Above: Top image: GOOD DESIGN SELECT at Design Shenzhen 2024, Below:  
Nothing — a recipient of the G Mark “BEST 100” award, Hall 7

**WellConnect**, now in its third edition, returns as a joint initiative by DavidHugh and Design Shenzhen under the theme **DesignWell Hub**. This year’s feature, *The House That Breathes*, is created by Jianxun Yang, Director of SIID Shenzhen and former co-founder of Super Normal Studio. The installation envisions a symbiotic future between wellness and technology, using light and breath as metaphors for vitality. Acting like a living organism, the space subtly shifts in form, atmosphere, and light, offering visitors an immersive experience of balance between technology and life. Inside, guests will encounter wellness practices, innovative brands, expert dialogues,

# design

SHENZHEN

## 设计深圳

and hands-on workshops that merge design, health, and human experience.



Above: WellConnect showcase concept

Design Shenzhen 2025 will attract a wide array of brands across luxury residential design, consumer technology, and commercial design, all showcasing their latest works and case studies. Swiss high-end sliding door system **Hawa**, the world's first fabric blinds brand **Lantex** from the UK, lighting solutions expert **Waldmann**, handcrafted luxury wooden fitness equipment brand **SWS**, Germany's leading office seating manufacturer **Dauphin**, imported vintage furniture platform **ZONACARA**, and **Casarte** refrigerator offering high-end experiences in space aesthetics and advanced preservation will all present their interpretations of modern luxury living. Hong Kong-based brand **Tat Ming** will showcase seven of its internationally renowned brands — **GRATO**, **PROFILEGNO**, **WOODLAND**, **AMTICO**, **ARTE**, **ELITIS**, and **OMEXCO** — presenting world-leading integrated solutions for walls and flooring. Design-forward brands such as **XIVO Design**, **Monotype**, Hong Kong-based design studio **House of Forme**, air purification pioneer **IQAir**, automotive interior aesthetics innovator **FULI+**, AI-powered smart villa security system expert **HAI**, and the world's leading commercial fitness equipment provider **Life Fitness**, will bring new commercial value to enterprises and brands alike. Meanwhile, innovative material companies such as Italy's **ECONYL®** regenerated nylon, renewable plant-based material brand **ecowel**, and resin glass brand **DECO·DECO** will inspire consumer tech brands with sustainable material possibilities.

# design

SHENZHEN

## 设计深圳



Above: Casarte

Design Shenzhen 2025 will serve as a dynamic platform connecting consumer tech, interior design, and industrial design, fostering collaboration and mutual exchange among designers, brands, and enterprises.

---

Notes to Editors

### Design Shenzhen 2025

- Event Dates: 18th-21st September 2025
- Venue: Shenzhen Convention and Exhibition Centre (Futian)
- Official Website: [www.designshenzhenshow.com](http://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](mailto: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

# design

SHENZHEN

## 设计深圳

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.