



DESIGN CHINA BEIJING RETURNS THIS SEPTEMBER FOR SECOND EDITION

OVER 200 EXHIBITORS AND PARTNERS FROM AROUND THE GLOBE EXPLORE
THEMES OF SUSTAINABILITY AND CRAFT TO USHER IN
A NEW DESIGN CULTURE IN CHINA



Outside of National Agricultural Centre, Beijing

Beijing, July 2019 - The second edition of **Design China Beijing** takes place September 12th to 16th during Beijing Design Week and within the National Agricultural Exhibition Centre. Following the success of last year's inaugural fair, the 2019 edition will have an expanded foot print, with more exhibitors and partner presentations as well as satellite exhibitions across the city. Two central themes – sustainability and craft – will anchor this year's show, ushering in a new focus in design culture and thinking in China.

The first Design China Beijing attracted nearly 100 exhibitors, including 30 leading Chinese design brands and international brands from more than 20 countries and regions, attracting nearly 19,000 visitors over 4 days. The second edition expects to be nearly double in size and attendance. With more than 200 exhibitors and independent designers, Design China Beijing 2019 will once again present the latest global design trends and new interactions with art and design to an audience of local and international architects, interior designers, real estate developers, hotel groups, designers, media and design enthusiasts.

"We are proud to return to Beijing this year with a bigger, more impactful presentation of Chinese and international design", explains Show Director Zhuo Tan. *"For 2019, we are putting a spotlight on sustainability, because it has so strongly influenced contemporary design processes in China today and I want to distill this for our audience and use the fair as platform to celebrate our community's responsibility to the environment."*



MUMO



Thrudesign

A FOCUS ON SUSTAINABILITY AND PROCESS

The growth of the fair also reflects the maturity of China's design and manufacturing industries. China's reputation as 'the world's factory' has evolved as designers and brands represented at the fair incorporate traditional and innovative techniques into their original design concepts. At the same time, they are employing socially conscious practices with the support of national policies that are curbing high environmental costs, resulting in a multicultural symbiosis of development. At Design China Beijing, brands such as Caesarstone, TON, STARK will present work that reflects this global paradigm shift.



ASTEP



gaggenau



herman-miller

A SHOWCASE FOR INTERNATIONAL DESIGN AND ARCHITECTURE

Design China Beijing has become the leading platform for international brands and manufacturers to engage with Beijing and the region's architecture, design and urban development community. French luxury bathroom company Volevatch makes its fair debut along with Germany high-quality home appliances brand Gaggenau, and Japan decorative interior hardware products KAWAJUN. Returning to the fair are Italian contemporary homewares company Zanotta, Italian lighting brand Slamp, historic Czech handmade furniture brand TON and Germany's top mechanical clock brand Erwin Sattler.

China's first retail brand dedicated to middle and high-end modern furniture, Cabana will present a series of furniture, luminaire of modern design as well as home accessories selected from all over the world, such as Thonet, Herman Millier, Frama, House of Finn Juhl, Menu, and cc-tapis.

This year, Veronafiere returns with a large scale 200 square meter exhibition celebrating 'Made in Italy' and Italian craftsmanship. The Moscow Design Museum will participate for the first time with a joint project by the Russian Product Design Association and the Association of Design Producers, Suppliers and Experts with the support of the Moscow Chamber of Commerce and Industry.



Fuli Carpet



CHEN DARUI



12h

CHINESE DESIGN BRANDS TAKE CENTRE STAGE AT THE FAIR

With more than double the number of native Chinese design brands participating this year, compared to 2018, Design China Beijing offers visitors a broad view of the breath and calibre of Chinese design today. This year sees the return of Thrudesign, Sozen, Kun Design, Frank Chou, Moodmu, EY Products, IIINSITU, Ruyi, Seed Lighting, HYM, Fineth, Mumoon and among others.

First time exhibitors from the region include CHEN DARUI, 12h, Sozen Creat, LightSpace, Mumo, Landwood, Yemu1978, Emma Senses, Yichu Oriental and a number of other unique brands.



Speaker Fabio Novembre



Speaker Sebastian Herkner

LEADING DESIGN LUMINARIES WILL SHARE THEIR 'NATURAL EPIPHANY' AT TALKS FORUM

The Design China Beijing Forum, presented in partnership with Kohler - the world's leading kitchen and bathroom brand, will explore practical solutions and deep thinking on issues related to survival and development. Notable speakers this year include, Italian Architect Fabio Novembre, renowned

architect and partner at OMA Chris van Duijn, German designer Sebastian Herkner, architecture, animation and art designer Eric Schuldenfrei, Chinese industrial designer Chen Min and founding partner of Penda Architects Sun Dayong to share the important role of "sustainable design" in building new social systems and models.



Outdoor Garden

ADDITIONAL PROGRAMMING AT DESIGN CHINA BEIJING 2019

In September, Design China Beijing will also feature a 4,000 square metre outdoor 'Green Room', a lush and environmentally friendly meeting point for visitors to relax and regenerate during the show.

The garden area will house a special commission by architect Sun Dayong - "*LESS IS LOVE*". This work embodies the designer's own thinking on environmental protection and our green earth and will guide the audience and exhibitors to better understand the sustainable concept of life.

Other special commissions by Liu Yongqi and Cao Feng will be presented at various locations around the exhibition hall and revealed in the coming weeks.

Design China Beijing 2019 will also welcome next-generation presentations by students from Central Academy of Fine Arts, Academy of Art & Design, Tsinghua University, The China Academy of Art and the Guangzhou Academy of Fine Arts.

China's leading and most influential independent contemporary art institution UCCA will the explore intersections between art and design.



LIST OF EXHIBITORS

CONTEMPORARY DESIGN HALL

12h
Above Studio
Alusion
Armstrong
BACK TO THE 20TH
BITAO DESIGN
CABANA
CaesarStone
CAFA DEISGN
CDN
Cement Design
China Academic of Art
CHEN DARUI
Cutipol
Erwin Sattler
Ethnicraft
EY Products
Faro
Fineth
HI ART
HOMERUS
HYM
Humanscale
interstuhl
IIINSITU
JUNG
KAWAJUN
Keishe
Kinnarps
Kun Design
Lan Yin Zi
Landwood
Lightspace
LIVEIN
MECHINI
MOODMU
MOSCOW DESIGN PAVILION
Mumoon
Mumo
PCH Spaceland
PICA PHOTO
Puebco
Quadrifoglio - Living Italy
RUYI
shaw contract
Seed Lighting

Shaw Studio
Slamp
Sozen
Sozen Creat
Suyab
TECHNOGYM
The Guangzhou Academy
of Fine Arts
Thrudesign
TON
Tsinghua university
URBAN FOREST
Vertical Green
VIMAR - Living Italy
Wu Shi
Yemu1978
Zanotta
ZENE DESIGN
Zhi Jian
ZP&PY

CLASSIC & LUXURY DESIGN HALL

Altreforme
Black Drama
Cosmic Speculation
EMMA SENSES COLLECTIVE
Fuli Carpet
Gaggenau
GIORIO CASA
Gogoodgoods
Noblesse
Ringco
SEAMLESS
Shake
SIBO
STARK presented by Fuli Carpet
TAT MING
Timon
Vigano
Visconti collection by Marco Corti
Volevatch
Yichu Oriental



LOCATION

National Agricultural Exhibition Centre
Hall 11
No.16 North Road, East 3rd Ring Road
Chaoyang District, Beijing

www.designchinabeijing.com.cn

Instagram: designchinabeijing

Facebook: @DesignChinaBeijing

Twitter: @DesignCNBeijing

SCHEDULE OF EVENTS

INDUSTRY DAYS

(Open only to registered trade visitors, invited VIPs and media)

Thursday 12 September: 10:00-21:00 (Last entry 20:00)

Friday 13 September: 10:00-17:30 (Last entry 17:00)

PUBLIC SHOW DAYS

Saturday 14 September: 10:00-17:30 (Last entry 17:00)

Sunday 15 September: 10:00-17:30 (Last entry 17:00)

Monday 16 September: 10:00-17:30 (Last entry 17:00)

NOTES TO EDITORS:

ABOUT DESIGN CHINA BEIJING:

Design China Beijing showcase iconic international design brands as well as a strong roster of local design brands. The fair attracts influential architects, interior designers, property developers, hotel groups, retail buyers, designers, press and design-savvy public to see and specify the very latest furniture, lighting, textiles, accessories, materials and conceptual installations from over 200 leading international and domestic design brands and galleries.

ABOUT CLARION EVENTS:

Clarion Events is one of the world's leading events 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

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