DESIGN SHANGHAI 2016
DESIGN SHANGHAI PRESENTS IMPRESSIVE INSTALLATIONS AND FEATURES
CELEBRATING INTERNATIONAL AND LOCAL DESIGN

Design Shanghai, Asia’s leading international design event, will present an impressive selection of installations and features at this year’s show, running from 9th to 12th March 2016 at one of the city’s most famous landmarks, the Shanghai Exhibition Centre.

In addition to the hundreds of new designs and never-before-seen products that will be unveiled during the event, Design Shanghai will be enriched by an extraordinary selection of curatorial content from leading western and Chinese designers and brands.

One of this year’s highlights is a new, bespoke version of Zotem, a dynamic installation conceived by London-based Norwegian designer Kim Thomé for Swarovski. Originally created for the Victoria & Albert Museum, the spectacular installation will be customised for exhibition in the new venue.

Zotem by Kim Thomé for Swarovski
Other highlights include Supernova, an interactive glass kinetic sculpture by Petra Krausova for Lasvit, New Craftsmanship by YANG HOUSE installation by leading Chinese designer Jamy Yang, Design Shanghai & AD Emerging Chinese Designers Platform, the IDEAT Future Awards, and ELLE Decoration’s installation "Oriental Aesthetics", which will integrate virtual reality, interactive devices and new media technology with traditional oriental elements.

**Detailed feature information**

**Swarovski creates bespoke version of ‘Zotem’ for Design Shanghai**

Design Shanghai 2016 will feature a bespoke version of Zotem, a dynamic installation that engages audiences in an active interplay of scale, movement and light, conceived by London-based Norwegian designer Kim Thomé for Swarovski.

Originally exhibited at the V&A Museum during the London Design Festival, the art piece is evocative of a modern day totem, designed to draw eyes upwards.
Vivid geometric patterns printed on a mesh canvas, run in a continuous loop inside the framework and are illuminated in prismatic colour, reflected and refracted by Swarovski crystals to create a hypnotic visual illusion.

The title Zotem is a word-blending of the sounds and meanings of ‘totem’ and ‘zoetrope’ – a 19th century animation device that pre-dates film and gives the illusion of motion by displaying a sequence of isolated drawings that appear to move.

Designer Kim Thomé, said:

“I am delighted that the Zotem will be resurrected in Shanghai, more specifically, in the striking Shanghai Exhibition Centre. After all the hard work Swarovski put into making bespoke crystals for the installation, it’s great that it’s being shown to a new audience. We designed Zotem to be modular so it could be transported to different venues. It’s good to see a plan come together and to show in a new world market.”

Lasvit presents lighting glass kinetic sculpture Supernova by Petra Krausova

At Design Shanghai this year, Lasvit, a manufacturer of unique works of glass, including bespoke lighting installations, glass artworks, and award-winning collections, will present Supernova by Petra Krausova.

The glass kinetic sculpture magically transforms itself in both time and space. The installation is composed of clear glass elements with linear texture that creates fascinating light patterns while moving through various angles. Following Alice,- created by Petra Krausova, in 2015 – Supernova invites the viewer to look beyond the glass. Its beauty comes alive with unexpected movement and
When exploring the universe, scientists use prismatic refraction in order to identify a supernova’s composition, temperature, pressure, density and expansion. Here, it is up to the viewer to look through the glass and into the light, aware that this creative burst is likely to outshine its galaxy.

Since being founded in 2007 by Leon Jakimic, Lasvit has been pushing the boundaries of traditional Bohemian glass blowing techniques, collaborating with international designers to create objects that are relevant in a contemporary context. The company expresses its progressiveness by intersecting technology with traditional manufacturing methods and introducing programmable lighting into glass kinetic sculptures.

**New Craftsmanship by YANG HOUSE**

[Image of a wooden table or similar object]

Following the success of art installation “Virtual is Real”, presented at Design Shanghai 2015, renowned Chinese designer Jamy Yang will be presenting the “YANG HOUSE Craftsmanship” installation, which encourages the audience to rediscover traditional handcrafts and reflect on how Chinese tradition can blend with modern aesthetics and lifestyle. The installation will be displayed in the Classic Design Hall.

Thanks to the unique fusion of craftsmanship and innovation, Jamy Yang achieved international recognition, winning nearly a hundred design awards including Red Dots, iF, G-mark, IDEA and DFA Silver, and being regularly listed amongst the most influential Chinese Designers.

In 2013, eight years after the foundation of his design consultancy YANG DESIGN, Yang founded the YANG DESIGN MUSEUM, which is China’s first private industrial design
museum. Yang has been collecting thousands of inspirational items and products, which are now housed in the converted industrial building in Shanghai.

**ELLE Decoration presents "Oriental Aesthetics" installation**

International homes and lifestyle magazine ELLE Decoration will launch "Oriental Aesthetics", an interactive exhibition organised in collaboration with leading new digital agency What's Media Lab. The exhibition will integrate virtual reality, interactive devices and new media technology with traditional oriental elements.

ELLE Decoration also invites Professor Jianming Song, Vice Dean at the China Academy of Art, to decorate the “ELLE Deco Café” using oriental colours. An expert in chromatology and colour trends, Professor Song established the Colour Research Studio in 1993; he is Vice President of China Colour Trend Society and China Architecture Culture Research Society.

**AD China Emerging Chinese Designers Platform**

Following the success of the last year’s show, leading publication AD China returns to Design Shanghai with the Emerging Chinese Designers Award, an unrivalled platform to showcase emerging Chinese talents.

Ten influential and emerging designers have been selected by AD China and Ross Urwin, Design Shanghai’s Creative Director, to show their work at this year’s event. The selected emerging designers include Benwu Studio, WANG Minjia, Atelier Murmur, SHENG Yin, ZHANG Keren, LIANG Yuan, CAI Liechao, ATLAS, BUT design studio, YUUE. The winning designer will be awarded a complimentary exhibitor stand by Media 10 to show at Design Shanghai 2017.
Chen Furong, co-founder of WUU was awarded the Design Shanghai & AD China Emerging Chinese Designer Award at last year's event with a range of designs including HEXA, a modular organisational accessory for the home and office, made from a bendable concrete material Furong has been developing over the years.

In addition to great exposure during Design Shanghai, Chen Furong was awarded a complimentary exhibitor stand at Design Shanghai 2016. This year he is back to Design Shanghai as an exhibitor in the Contemporary Design Hall, launching a brand new furniture collection using stone and metal.

Chen Furong had the opportunity to exhibit his work at 100% Design London in September last year, as part of the Icon presents: Hi Design Shanghai exhibition, where ten top Chinese design brands exhibited together for the first time in the UK.

IDEAT Future Award launches at Design Shanghai

2016 marks the launch of the IDEAT Future Awards at Design Shanghai. The Award, organised by contemporary design and lifestyle magazine IDEAT CHINA, will select, present and celebrate the best international designs to the Chinese public. Nominations across the nine categories - Best Architecture Project, Best Interior Design, Best Furnishing Product, Best Style Product, Best Art Inspiration Product, Designer of the Year, City of the Year, IDEAT Vision Award, China Creative Talent - will be judged by a panel including leading Spanish designer Jaime Hayón, fashion icon Shiatzy Chen, Shanghai-based artist Zhang Enli, Chief Editor at IDEAT China Xiong Xiaomo, and Lee Newton, Founder of Media 10.

The winner will be announced on 9th of March, when Design Shanghai 2016 opens its doors. This event also marks the 1st anniversary of the magazine, launched during Design Shanghai 2015.

The Evolution of Furniture Design installation at Xintiandi

Design Shanghai has partnered with Xintiandi and invites designers from home and abroad to set up two cutting-edge design installations in Xintiandi, Shanghai’s design and shopping district.

An innovative installation will be featured in “The House”, Xintiandi’s newly opened shopping centre. Design Shanghai will take over the space prior to the opening in March and will present an educational installation charting the evolution of the design industry, from manufacturing techniques, to materials, to trends. The external courtyard of Xintiandi will feature a large glass structure, where a selection of 3D printers will be on display and in action, representing of the ‘future’ of design.
Creative Twin Cities – free one-to-one export advice at Design Shanghai

Creative Twin Cities developed out of UNESCO Creative Cities Network, which Shanghai joined, as City of Design, in 2010. Creative Twin Cities is fully supported by China, Italy, UK official institutions and industry specialists.

Milano Expo 2015 and UK-China Year of Cultural Exchange, also celebrated in 2015, provided a great opportunity to strengthen the relationship between Italy, UK and China.

As a result, Shanghai-Sino Italian Design Exchange Centre and the London Base of Shanghai Promotion Centre for City of Design were founded, in 2013 and 2015 respectively.

Creative Twin Cities is an official platform dedicated to the promotion of China and international cooperation in the field of creative design and innovation.

A group of experienced advisors and consultants will be on hand at Design Shanghai for free one-to-one advice sessions for businesses looking to export abroad.

Design Shanghai
9 – 12 March 2016
Shanghai Exhibition Centre
Jingan District, Shanghai, China
Website: www.designshowshanghai.com

Notes to Editors
Press materials are available to download here: http://bit.ly/1OgjPQO
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Design Shanghai

Design Shanghai is China’s leading international design event, breaking new ground and setting a precedent in China’s ever-growing design community.

Showcasing the best design brands from across the globe, Design Shanghai provides a unique and exciting platform to network and establish long-term business relations with China’s top architects, interior designers, property developers, retailers and private buyers.

www.designshowshanghai.com

Media 10

Founded ten years ago Media 10 Limited is the most decorated media and events company in the UK. Media 10 Ltd has fast become one of the leading players in the media and events industry as a result of running some of the most iconic and successful magazines and events in the country, including Grand Designs magazine, Icon magazine, Grand Designs Live and the world’s oldest consumer exhibition: The Ideal Home Show. Other events in Media 10’s portfolio include 100% Design, 100% Optical, Britain and Ireland’s Next Top Model Live, Clerkenwell Design Week, The London Design Trail, Grand Designs Awards, Icon Awards, Destination Star Trek and Coronation Festival at Buckingham Palace.

As a privately-owned company based in Loughton, Essex, Media 10 employs over 200 talented people to run a growing portfolio of 17 live events, 21 websites and seven magazines. In the ten years the company has been running, the company has seen its turnover, profits, portfolio and staff numbers grow at a dramatic rate and it now has over one million visitors in attendance at Media 10 events and its publications have over three million readers.

Media 10 Ltd now has a company registered in China in order to launch further events and exhibitions. 10 Media Shanghai was granted a business license as a wholly owned foreign enterprise in 2014 and has permanent offices and staff based in Shanghai.

www.media-ten.com

Swarovski

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity that goes beyond the manufacturing of crystal. Founded in 1895 in Austria, Swarovski designs, manufactures, and markets high-quality crystals, genuine gemstones and created stones, and finished products such as jewelry, accessories, and lighting. In addition, Swarovski Crystal Worlds was established as a
unique venue dedicated to showcasing artistic interpretations of crystal. Swarovski Entertainment collaborates with established industry partners and exceptional talent to produce international feature films, while the Swarovski Foundation supports creativity and culture, promotes wellbeing, and conserves natural resources. Now run by the fifth generation of family members, Swarovski Crystal Business has a global reach with approximately 2,480 stores in around 170 countries, more than 24,000 employees, and revenue of about 2.33 billion euros in 2013. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2013, the Group generated revenue of about 3.02 billion euros and employed more than 30,000 people.

www.swarovski.com/

Lasvit

The brand Lasvit, founded in 2007 by Leon Jakimič, sheds a new light on Bohemian glass and takes it into the next millennium. Lasvit combines the authenticity of glass with innovative technologies and creative craftsmanship. In a few short years, Lasvit has established itself as the authority delivering bespoke lighting sculptures and art installations made from hand-blown glass. Collaborations with renowned designers and artists produce also unique glass collections. Nendo, Ross Lovegrove, Daniel Libeskind, Maarten Baas, Czech legends René Roubiček and Bořek Šípek are among those who choose Lasvit in order to embody their unconventional artistic vision, endow it with the precision and mastery of our glassmakers, and produce impressive creative oeuvre. This is a manifesto of Lasvit’s uncompromising mission: To transform glass into breath-taking light and design experiences.

lasvit.com/

YANG DESIGN

Jamy Yang was the first Chinese winner of the top four international design awards – Red Dot, IF Design Award, G-Mark, IDEA and has won more than 80 design awards in his career. Over the past few year Jamy has been working with international brands such as Tumi, Natuzzi, Swarovski, Infiniti, Audi, Swatch and Rado. Jamy founded Yang Design Museum which is China’s first private industrial design museum.

PARTNERS

Xintiandi

From Shikumen transformation project to the new platform of Chinese original design, Shanghai Xintiandi devotes to constant innovation and always provides people with unique consumer experiences. Xintiandi North Block and Xintiandi South Block bring together the traditional architecture of the Shikumen and modern dining, recreation and culture on the downtown. Xintiandi Style, with its innovative and cutting-edge designs from home and abroad, which involves designer-leading commercial brands, independent Chinese designer brands, celebrity designed stores and buyer boutiques, is a cradle for domestic designers and a bridge between domestic and foreign designers. In addition, there will also be two new shopping centers: HUBINDAO and THE HOUSE lunched by China Xintiandi at the end of 2015. Through this dynamic new mode of contemporary retail, Shanghai Xintiandi will once again re-energize the city of Shanghai.
HEADLINE SPONSOR

Jaguar Land Rover

Jaguar Land Rover is a company that brings together two much-loved highly prestigious British car brands. In 2008, Tata Motors, India's largest automobile manufacturer, acquired Jaguar and Land Rover from Ford and officially joined them together as one company in 2013. Since Tata Motors merged the two brands into a single company its success has flourished and it has garnered an enviable reputation for memorable vehicles and innovative technologies that build on a long-lasting legacy. Sales and profits have risen year on year with more exciting chapters in the histories of these two brands still to be written.

www.jaguarlandrover.com

SPONSORS

Perrier-Jouët

Perrier-Jouët is an iconic champagne house with an exceptional vineyard. It is known for the finesse, floral and elegant notes of its wines, fashioned with the expertise of only seven Cellar Masters since its foundation in 1811. Since its 1902 collaboration with Art Nouveau pioneer Emile Gallé, creator of the anemone design for the house's Belle Epoque prestige cuvée, Perrier-Jouët has commissioned work from established and emerging artists including Daniel Arsham, Noé Duchaufour-Lawrance, Miguel Chevalier, Makoto Azuma, TordBoontje, Studio Glithero and Simon Heijdens.

www.perrier-jouet.com

Pantry's Best

Pantry's Best was founded by an American in 2009. Our founder, Mark Huetsch, left behind a life of bits and bytes in Silicon Valley after graduating from Stanford with a degree in computer science to pursue his life-long passion for baking. He applies his training as an engineer to a craft he has been practicing since he was 6 to churn out tweaked-to-perfection confections with robotic consistency. Harl art, half science. All delicious. That's how we view our work at Pantry's Best.

www.pantrysbest.com

InWE

InWE, founded in 2014, is a modern tea brand headquartered in Shanghai. InWE provides a modern, quality, comfortable space where You can enjoy a cup of healthy tea to reduce the burden of the body, without the need of complex tea ceremony. We use high-quality raw materials, innovative tea blending and modern extraction methods to give you a brand new tea experience.

Random

Random Cafe and Space Random is a space combining café and design products. We offer fresh and organic beverage, desserts and salads, as well as introducing products from independent designers, both domestically and internationally. We also organize events and exhibitions regularly. Random aims to present a lifestyle that people should follow their hearts and do what they meant to.
Mr. Choi® Pâtisserie

Mr. Choi® Pâtisserie selects the best ingredients to make its pastries and cakes. The products are baked in a traditional way, free from any artificial flavours and preservatives. Mr. Choi® Pâtisserie provides customers with a pleasant gustatory sensation thanks to passion and food knowledge.

www.thechois.cc

For media partnership opportunities, please contact Media 10:

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