DESIGN SHANGHAI ANNOUNCES NEW LOCATION, FIRST LINE-UP OF EXHIBITORS AND NEVER-BEFORE-SEEN INSTALLATIONS FOR ITS 7TH EDITION

12th – 15th March 2020 | Shanghai World Expo Exhibition and Convention Center

Rendering of entrance for Design Shanghai 2020 at its new location in Shanghai World Expo Exhibition and Convention Center. Image courtesy of Design Shanghai

(Shanghai, 18 November 2019) The highly anticipated Design Shanghai celebrates its 7th year from 12th – 15th March 2020 at its brand new venue: the Shanghai World Expo Exhibition and Convention Center. Welcoming 70,000 professionals and visitors over five day, Design Shanghai showcases more than 500 local and international brands from 30 countries and regions, never-before-seen installations, and a world-renowned talk programme ‘The Forum’.
THE SCALE OF THE EXHIBITIONContinues to Expand and Break Boundaries

With the increasing number of global exhibitors and visitors, in just six years Design Shanghai has fast become an unmissable event in the design calendar, further strengthening China’s position as a key emerging design market. For the 2020 edition, Design Shanghai will take place in the landmark Shanghai World Expo Exhibition and Convention Center in Pudong District, increasing the overall exhibition area by 40% since last year.

"In terms of design and creativity, the Asian market, especially the Chinese market, has been booming in recent years," said Zhuo Tan, director of design Shanghai. "As an important annual design event in Asia, design Shanghai has become one of the major design events in the global design calendar, showcasing not only the standards of global design, but also the dynamic power of new design in China. We are very pleased that Design Shanghai will be
expanded to a higher level. In keeping with the high standard and international vision of the exhibition over the past six years, we are committed to bringing in more international design brands, galleries and designers from home and abroad to inject a new look into design Shanghai for the first time."

WORLD-CLASS BRANDS GATHER AT DESIGN SHANGHAI 2020

A central stage for international brands, the Contemporary section will feature leading global design studios including Carl Hansen & Søn, Fredericia, &Tradition, Hay, Sika Design, Rolf&Benz, DEDON, Herman Miller, Secto Design, Zanotta, Gervasoni, Martinelli Luce, Ligne Roset, Ethnicraft, Stellar Works, Karimoku, Ton, and Serip. House of Wang will showcase a collective of UK brands including Lee Broom, Bethan Gray, Apparatus and Sé, whilst King Living will be the first exhibitor from Australia to Design Shanghai.

Brands in Classic & Luxury include Lalique, Veronese, Julian Chirchester, and Duresta. Abet Laminati and Formica will be featured at New Materials and Applications, where Neuni, China’s leading innovative materials brand, will return with its latest materials research and products.
The **Kitchen & Bathroom** section continues to showcase top-tier brands including Caeserstone, Hansgrohe, SieMatic, Villeroy & Boch, Leicht, Laufen and first time exhibitor, Porcelanosa. **Workplace** will present KoKuyo, Royal Ahrend, AURORA ESTEL, Gabriel, and the Italian fitness equipment brand Technogym.

Design Shanghai will partner with **Gallery All** to curate **Collectible Design** this year. Since 2014, Design Shanghai has been actively introducing and promoting limited editions and collectible design works in China, and **Collectible Design** is now the most anticipated section among designers and collectors. In 2020, Design Shanghai will present an experiential exhibition of modernist masters and contemporary design, highlighting American modern industrial design, Brazilian Modernism, French Modernism, Italian Radical Design, Memphis Design, Chinese contemporary design, and Nordic and American contemporary pop art design.

**LEADING CHINESE BRANDS RETURN**

In addition to international brands, Design Shanghai has always gathered exceptional Chinese design brands and designers. **(BANLAN), Wenlot, Kun Design, Femo Design, Nanchow, Frank Chou, Wuu, Mumo, EY-PRODUCTS, Sozen, SUYAB, lightspace, UFOU,**
**THESHAW** and the 2019 AD China Emerging Chinese Designer award winner **ABOVE Studio** will all return to Design Shanghai in 2020. Hangzhou-based wood flooring brand **Ugan** will debut for the first time with a booth designed by Zhang Lei.

### NEW SECTIONS FOR 2020

![Image of Nude Glass](Image)  
*Nude Glass will present in the all new 'Accessories & Objects' section at Design Shanghai 2020. Image courtesy of Nude.*

Design Shanghai 2020 will see the unveiling of two new sections—**Accessories and Objects** and **Talents** - in addition to the existing sections: **Contemporary, Classic & Luxury, Kitchen & Bathroom, Workplace, New Materials and Applications**.

The new **Accessories and Objects** section will showcase cutting-edge standalone pieces by brands including **L’Objet, Nude, Revol, Umasqu, Robert Welch, Skultuna, and Gommaire.**
Ceiling lamps made with recycled coffee grinds by Shanghai-based Studio KAE who will be part of the new ‘Talent’ section at Design Shanghai 2020. Image courtesy of Studio KAE.

Design Shanghai has collaborated with AD China on the Emerging Chinese Designer award for the past six years and prides itself on the ongoing commitment to supporting young and emerging Chinese design talents. In order to effectively mentor and guide young designers into the design industry, Design Shanghai 2020 will launch its first Talent section, curated by Frank Chou, a young designer who has grown alongside the fair since its inception. Through the Talent initiative, Design Shanghai will provide young designers with invaluable industry connections and a support network, helping them to progress in the design market.
INNOVATIVE INSTALLATIONS

A rendering of 'Imperial Bedroom', part of The Silk Road Hotel installation by French interior designer, Baptiste Bohu. Image courtesy of Baptiste Bohu.

In addition to the main exhibition halls, curated sections and conceptual installations will enrich the visitor experience. Renowned Chinese designer Chi Wing Lo will create a major installation at the entrance of the main exhibition hall. Lo will also be a speaker at the forum and a jury for special awards. Zhuo Tan, Director of Design Shanghai, comments “Mr. Lo is an iconic figure in the Chinese design community, and we are very honoured to have in-depth cooperation with Mr. Lo this year. He is a key figure in bringing Chinese design language and aesthetics to the world stage and supporting young designers.”

French interior designer Baptiste Bohu will utilize products from various brands to install a classic apartment interior based on the theme of The Silk Road. British brand Designer’s Guild will present a never-before-seen textile showcase, featuring a plethora of textile talent. U2 will present an installation produced in collaboration with Kengo Kuma Studio.

NATIONAL PAVILIONS

In addition to debuting their latest collections, many international brands will present products in the form of national pavilions. The Nordic Design Pavilion will feature Hay, &Tradition, Fredericia, PLEASE WAIT to be SEATED, and Secto Design. The Nordic home collection brand WOWDSGN will partner with the Consulate General of the Republic of Finland in Shanghai and Business Finland to present ‘Special Showcase of Finland’
featuring Nikari and WOWlab. Veronafiere will unveil a 200-square-meter ‘Living Italy’ pavilion, whilst Spanish brand Andreu World will make its debut in the Spanish pavilion.

INDUSTRY LEADERS GATHERED AT THE FORUM

The Kohler Exquisite x Design Shanghai forum will present inspiring and diverse content from over 80 design industry leaders and influencers over four days at the fair. Key topics include “From Sustainable Design to Sustainable Economy”, and keynote speakers include Ross Lovegrove, Chi Wing Lo, Kelly Hoppen, Richard Hutten, André Fu, Ab Rogers, and Ini Archibong.

ENDS

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NOTES TO EDITORS

LOCATION
Shanghai World Expo Exhibition and Convention Center
1099 Guozhan Road, Pudong
Shanghai, China

SCHEDULE OF EVENTS
INDUSTRY DAYS
(Only open to registered trade visitors, invited VIPs and media)
Thursday 12 March 2020 10:00 – 21:00 (last entry 20:00)
Friday 13 March 2020 10:00 – 18:00 (last entry 17:00)

PUBLIC SHOW DAYS
Saturday 14 March 2020 10:00 – 18:00 (last entry 17:00)
Sunday 15 March 2020 10:00 – 18:00 (last entry 17:00)
This is a trade only event for March 12-13 and only opened to public on March 14-15. Students and leisure purpose visitors are strongly advised to visit the show on March 14-15.

VISITOR REGISTRATION:

ABOUT DESIGN SHANGHAI

Design Shanghai is Asia’s leading international design event, breaking new ground and setting a precedent in Asia’s ever-growing design community. Showcasing the best design brands and galleries from across the globe, Design Shanghai provides a unique and exciting platform to network, exchange and establish long-term business relations with Asia’s top architects, interior designers, property developers, retailers, collectors, and private buyers. Design Shanghai aims to explore how eastern and western design philosophies can work together synergistically across the halls: Contemporary, Classic & Luxury, Collectibles, Kitchen & Bathroom, Workplace and New Materials & Applications. The event also features bespoke installations, an inspirational design forum and exciting networking events. Design Shanghai has fast earned its position alongside the most established design events in the world and become one of the must-see events in the international design calendar.

www.designshanghai.com | @design_shanghai

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