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## TAKE NOTE

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**ITALO-SCANDI  
DESIGNER  
LUCA NICHETTO  
SCHOOLS CHINA  
IN EUROPEAN  
DESIGN**



### MILAN PREVIEW

What's coming up at this year's Milan Design Week

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### RAW POWER

Plywood moves into the mainstream

### NEXT STOP

Shared space close to Milano Centrale

### LIBRARY RENEWAL

Sheppard Robson at Lancaster University

DESIGN SHANGHAI 2016

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SKYLON WORK BOOTH

ON TOPIC

# Redefining China

*The evolution of the Chinese design industry is a topic on everyone's lips, and events like Design Shanghai are landmarks in its progress. Here, a variety of the show's participants give their views on the latest out East*

WORDS BY HELEN PARTON

"It's not that often that we get an opportunity to witness the innocence of a previously hidden and curious society. Their appetite for art and modernity is perfectly complemented by the traditional values they still hold. Being part of the show was energising for us. We had the opportunity to meet with local art collectors and international developers. Shanghai is exciting, dynamic, modern, traditional, uncompromising and open to the world. It's an emerging market and one that will be hugely influential in the future in terms of art and design."



**Woody Yao**, Director at Zaha Hadid Architects, which exhibited in the Collectible Design Hall



*"Shanghai is exciting, dynamic, modern, traditional, uncompromising..."*

"The design industry in China has been attracting more and more attention during the recent years. There are some good designers who are establishing their position within the market. We participated in 2016 at Design Shanghai to showcase our new designs through an international fair, to promote our brand and also to find more people who love original designs with whom we could go and collaborate further."



**Derek Chen**, Maxmarko, which exhibited in the Contemporary Design Hall



"Communication is sometimes hard in China but I am glad new technologies are helping us translate messages ...such as with WeChat. I love new events and the show is new and the market potential is huge, so I enjoy being a part of the beginning of new things. Plus, I met a ton of people. In 2016, the Chinese market is very important for me."



Finnish designer **Janne Kytanen** gave a talk at the Forum programme titled The Magical Crossroads, exploring how traditional approaches to design are being replaced by new definitions, cross-border thinking and new hybrid skill sets



**ON TOPIC**

"I think Chinese people, whether they are based in China or in other countries, are seeking a recognition of their identity in a design context. I've always been asked the question 'what is Chinese design?' – it's something not only designers but also other people should think about. Chinese design is supposed to be moving from [being well known] internally to the outside world and to a more mature stage of evolution. Yet Chinese design has still not won a place on the global arena, but is at the stage of improving rapidly. Chinese consumers are becoming more and more mature, since purely material consumption doesn't seem to bring happiness. High quality, original designs may bring more attention and interest to China."

→

**Jamy Yang**, founder of Yang Design, which presented the New Craftsmanship by Yang House installation



"China is accepting and integrating into the world, while almost all the brands from around the world are trying to establish their market in China. There are currently a lot of Chinese brands that are growing and transforming, showing their strengths to the world. This is the driving force behind China's industrial revolution. As designers, we are standing in the middle of the aforementioned status, using the power of design to make a difference and to make changes happen. Many designers in the field of architecture and interior design attending the event have shown interest in our work and many emerging studios and agencies asked us to collaborate."

↓

**Frank Chou**, founder at Frank Chou Design Studio, which presented the new furniture series Bold, developed with HC28

*"Chinese consumers are becoming more and more mature, since purely material consumption doesn't seem to bring happiness"*



"A few years ago you could not find a fair for designers. They were where factories met buyers and sales orders were placed. Designers were in offices and often, their job was to copy what had been published in foreign design magazines, or what their boss had photographed at a major design fair abroad. Now young designers are becoming stars: some produce their own products, some choose to do so with manufacturers. It's true that the market is far less mature, and most of the global design industry is found mainly in major cities. But the influence is spreading very fast. People are hungry for this kind of event. If you imagine the scale of the Chinese market for a moment, you don't want miss the opportunity."

←

**Weng Xinyu** (left), co-founder and designer at Berlin studio yuue design, which exhibited in the Contemporary Design Hall

