



design
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BEIJING

设计中国 北京

MEDIA 10 CHINA LAUNCHES DESIGN CHINA BEIJING

Celebrating its 5th anniversary, Design Shanghai, Asia's leading international design event, drew a successful close on Saturday 17th March 2018, and welcomed record-breaking 68,492 visitors over the four days. This year show was the biggest and best yet, with an increase in overall space to 25,000 square meters by building two massive structural tents, and with each hall offering a platform to an entirely new realm of design. Constantly breaking new ground, the fair featured over 400 leading international and Chinese brands, galleries and designers from over 30 different countries across 5 distinctive design halls. A unique platform for networking Asia's most influential architects, interior designers and property developers, Design Shanghai 2018 saw industry leaders present their innovative ideas through over 1,000 product launches, 50 seminars and talks, 4 design trend forecasts, 20 bespoke installations, 3 international design awards and exclusive networking events.

During the event, Design China Beijing press launch was held in Shanghai Exhibition Center on Thursday 15th March. Mike Dynan, Managing Director of Media 10 China, announced that **Design China Beijing will be launched from 20th – 23rd September in National Agricultural Exhibition Centre in Beijing:**



“We are excited to announce the launch of Design China Beijing. The show will be the first truly international design trade event in Beijing. We will maintain the high-end standard and the global perspectives as we have always achieved at Design Shanghai, endeavoring to introduce more international leading design brands, galleries and independent designers to the visitors.

“Our deep understanding of China market, and especially the strong DNA of local design forces in Beijing and nearby areas will definitely bring a new look to the inaugural Design China Beijing.”

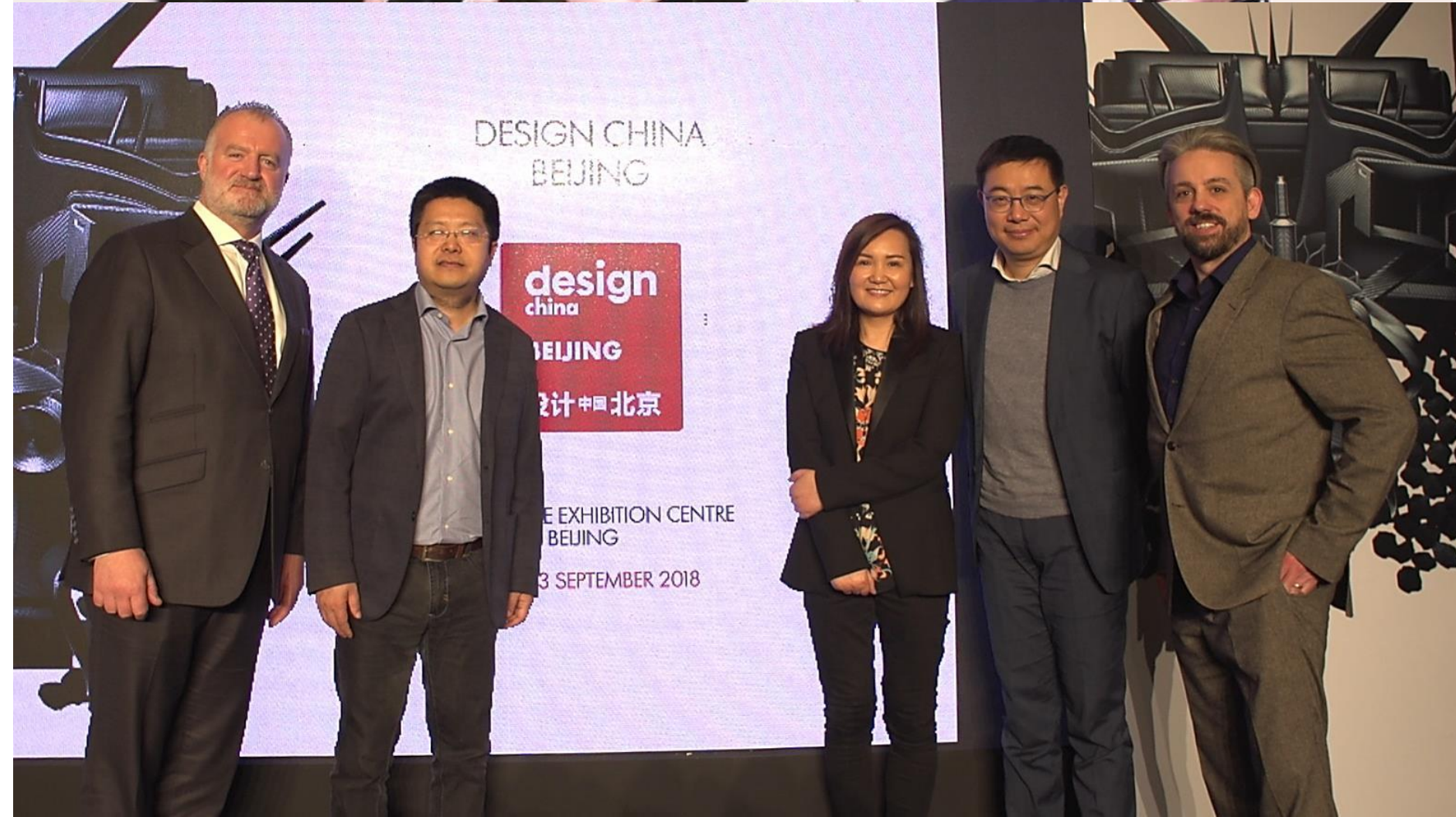
Zhuo Tan, Show Director of Design China Beijing and Design Shanghai, says,

“The 5th edition of Design Shanghai is a milestone with overwhelming positive feedback from exhibitors, visitors and media. Design China Beijing will share the same event format as Design Shanghai with five design sections, including Contemporary, Classic and Luxury, Collectibles, Kitchen and Bathroom and Workplace design.

Beijing has over 250,000 international and local architecture and interior design studios, and is the biggest design cluster in China. The stable GDP growth and the rapid development of design industries in Beijing and surrounding areas provide the massive potential market. That is why we accept the invitation to launch Design China Beijing during Beijing International Design Week this year.”

Mr. WANG Yudong, Deputy Director of Beijing International Design Week Organizing Committee, comments on the launch of Design China Beijing,

“Beijing International Design Week is an open platform for culture exchange, communication and collaboration nationally and globally. The launch of Design China Beijing during the design week will enhance the communication and interaction within design industries, which is of great importance in sharing design resources, shaping design market and connecting urban innovation in the long term.”





Design Shanghai

Design Shanghai is Asia's biggest and best international design event, breaking new ground and setting a precedent in Asia's ever-growing design community. Showcasing over 400 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 five halls: Contemporary, Classic & Luxury, Collectibles, Kitchen & Bathroom and Workplace. 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.cn



Media 10

Media 10 is the most decorated media and events company in the UK. Media 10 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, Design Shanghai, 100% Optical, UK Construction Week, This Morning Live, Clerkenwell Design Week, The London Design Trail, Cake and Bake Show, Grand Designs Awards, Icon Awards, Destination Star Trek and The Coronation Festival at Buckingham Palace. Furthermore, the company has seen international expansion with the widely successful venture into China with Design Shanghai, Ideal Home Show China, Best of British, and Design China Beijing; and South Africa with Design Joburg.

www.media-ten.com



Design China Beijing

September 20-23, 2018

National Agricultural Exhibition Centre

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