

SHENZHEN DESIGN Expo 2019

19-22, April 2019
Friday - Monday
Hall 6
Shenzhen Convention
and Exhibition Center

ABOUT SHENZHEN DESIGN WEEK

Initiated in 2017, Shenzhen Design Week (SZDW) aims at building an international, cross-categories, professional platform for design industry. This platform of large scale will facilitate international culture exchange, design branding and promotion, showcasing design achievements, design product trading, design resource convergence and integration as well as promotion of design thinking and consciousness.

Shenzhen Design Week is a city-wide festival, programmed annually according to theme and focus. However, it will include some regular events and activities, such as Guest City, Global Design Award, Keynote Forum, Design Exhibition of Guangdong-Hong Kong-Macao Greater Bay Area, UNESCO Creative Cities events, Design Talks, etc. Happening during the course of about 10 days in different part of the city, SZDW attracts a large number of designers, design companies, media, and citizens.

SZDW is an annual international design event, which is sponsored by the Shenzhen Municipal Government, administered by Shenzhen International Culture Exchange Association and Shenzhen City of Design Promotion Office, organised by Shenzhen City of Design Promotion Association (SDPA), co-organized by domestic and international professional design institutions, design associations, professional design colleges, and culture affairs offices of all districts in Shenzhen.

Starting from 2019, Shenzhen Design Expo (SZDX) will be organized as a very important part of Shenzhen Design Week. It will be an important platform for product branding, business marketing, match-making, ideas sharing, new prototype launching, especially for international companies planning to enter huge Chinese market. Design enterprises, brands, studios, design institutions and designers are all warmly welcome to join this grand event.

Sponsored by:

Shenzhen Municipal Government

Administered by:

Shenzhen International Culture Exchange Association

Shenzhen City of Design Promotion Office

Organized by:

Shenzhen City of Design Promotion Association

Supported by:

UNESCO Creative Cities Network (UCCN)

International Council of Design (ico-D)

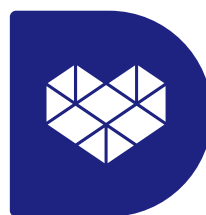
World Design Organisation (WDO)

Co-organized by:

Domestic and international professional design institutions,

Design Associations, Professional Design Colleges

Culture affairs offices in all districts in Shenzhen.



**SHENZHEN
DESIGN
WEEK**
深圳设计周



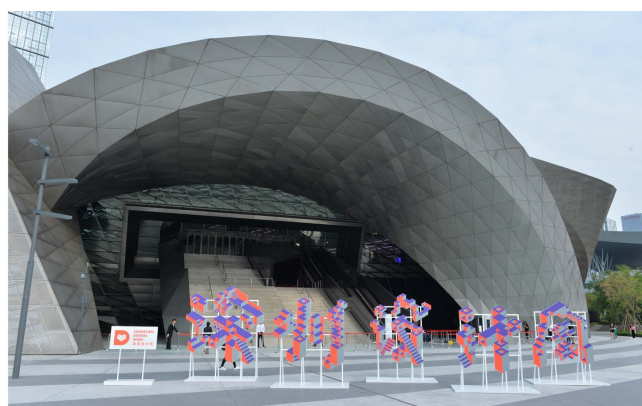
Theme poster of the first edition: Design for the Future



Main Venue: i-Factory at Shekou



Theme poster of the second edition: Possibilities of Design



Shenzhen Museum of Contemporary Art and Planning Exhibition



Design Society | Sea World Culture and Arts Center

SHENZHEN DESIGN WEEK 2017

Duration: **8** DAYS

The theme of the first Shenzhen Design Week (SZDW) is “Design for the future”. It aims at building an international, cross-categories, professional, high-end event for designers from around the world. This large platform will facilitate international culture exchange and cooperation through exhibitions and awards. The first Shenzhen Design Week opened on April 21, 2017 and ended on April 28, 2018.

Exhibits: **2000+**

Designers: **200+**

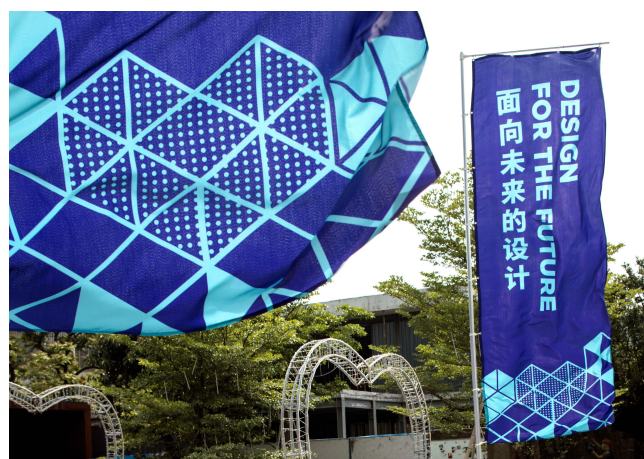
More than 200 top designers from around the world gathered in Shenzhen. More than 2000 design works covering graphic, product, architecture, interior and fashion were introduced in exhibitions, forums, talks and other events.

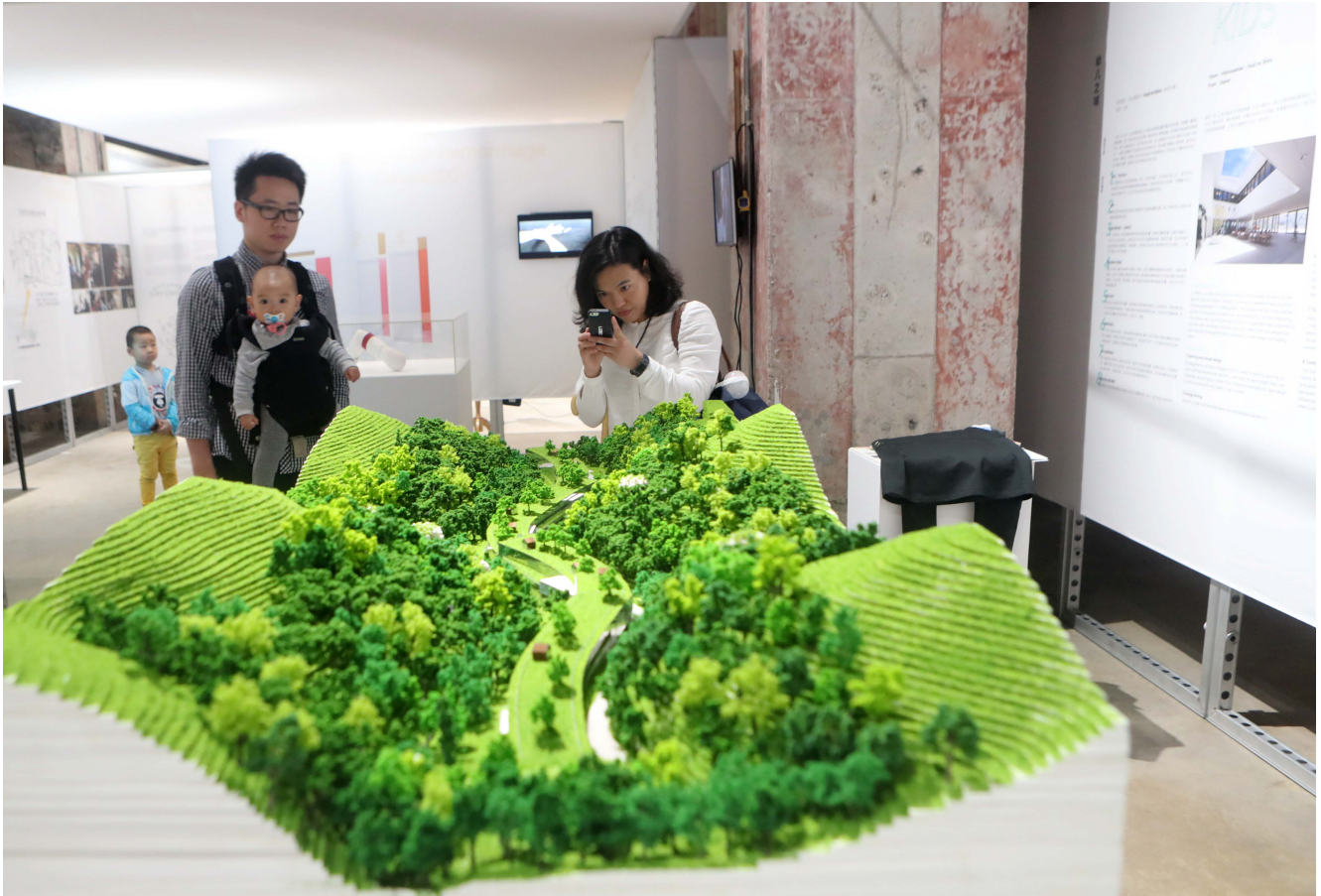
Audience:

100,000+

During the Design Week, nearly 100,000 audiences visited the exhibition and events. The daily attendance of the main venue i-Factory Shekou peaked at 7,000.

Shenzhen Design Week 2017
Date: 21 - 28 April, 2017
Main Venue: i-Factory at Shekou,
NanShan
Theme: Design for the Future

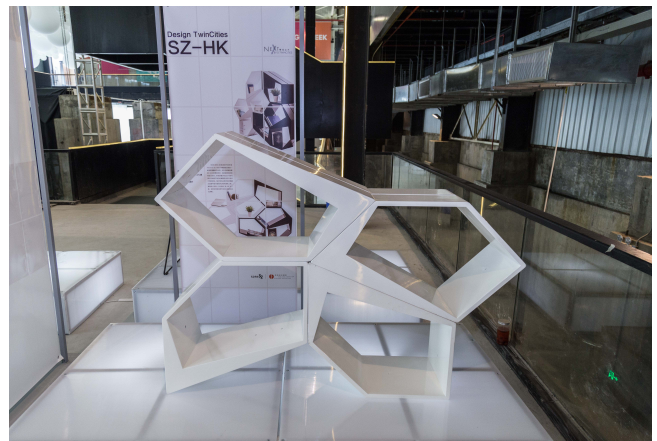




"Design-Future" Theme Exhibition



"China Good Design" Award Exhibition



Design Twin Cities - Shenzhen Hong Kong Design Exhibition



MINDPARK



UNESCO "City of Design" Exhibition

SHENZHEN DESIGN WEEK 2018

Shenzhen Design Week 2018

Date: 20 - 30 April, 2018

Main Venue: Shenzhen Museum of Contemporary Art and Planning Exhibition

Design Society | Sea World Culture and Arts Center

Guest City: Italy

Theme: Possibilities of Design

Duration: **11** DAYS

Organisers: **54**

Countries or Regions: **25**

Exhibitions
and Events: **60+**

Exhibits: **2500+**

Designer: **1000+**

Audience: **150,000+**

EVENTS

1. April 20- AGI CHINA Exhibition Forum
2. April 21- Keynote Forum: How does Design Impact Contemporary City: From European Experience to International Perspective
3. April 21- Thematic Forum: Possibilities of Design
4. April 22- 40 Years' Chinese Design: A tribute to 40th anniversary of Reform and Opening-up
5. April 22- Forum of Guangdong-Hong Kong-Macao Greater Bay Area Design
6. April 25- The Nth Power of Design

EXHIBITIONS AND CEREMONY

1. 2018 Shenzhen Design Week Opening Ceremony
2. Awards Presentation Ceremony of Shenzhen Global Design Award
3. Guest Country Italian Pavilion
4. "Possibilities of Design" Theme Exhibition
5. Shenzhen Global Design Award Exhibition
6. Design Exhibition of Guangdong-Hong Kong- Macao Greater Bay Area
7. AGI CHINA Exhibition
8. Creative Cities Network Exhibition
9. Design Experience Center
10. IDEAT X Jardin Orange
11. LKKER · Finding 100 design partners Kong-Macao Greater Bay Area Design



New Folk Art



NABA Day



Keynote Forum

SHENZHEN DESIGN WEEK 2019

Date:

19 - 30 April, 2019

Main Venue:

Shenzhen Museum of Contemporary Art and
Planning Exhibition,

Shenzhen Convention and Exhibition Center

Theme: Design for Sustainability

Guest City: London

Sponsored by:

Shenzhen Municipal Government

Administered by:

Shenzhen City of Design Promotion Office

Organized by:

Shenzhen City of Design Promotion Association

SHENZHEN DESIGN EXPO

Date:

19 - 22 April, 2019

Main Venue:

Hall 6, Shenzhen Convention and Exhibition
Center

Theme: Design Home

Guest City: London

Sponsored by:

Shenzhen Municipal Government

Administered by:

Shenzhen City of Design Promotion Office

Organized by:

Shenzhen City of Design Promotion Association



Guest of Honour



Opening Ceremony



Theme Exhibition



Awards Ceremony & Exhibition of SDA



»» The Greater Bay Area Design Exhibition



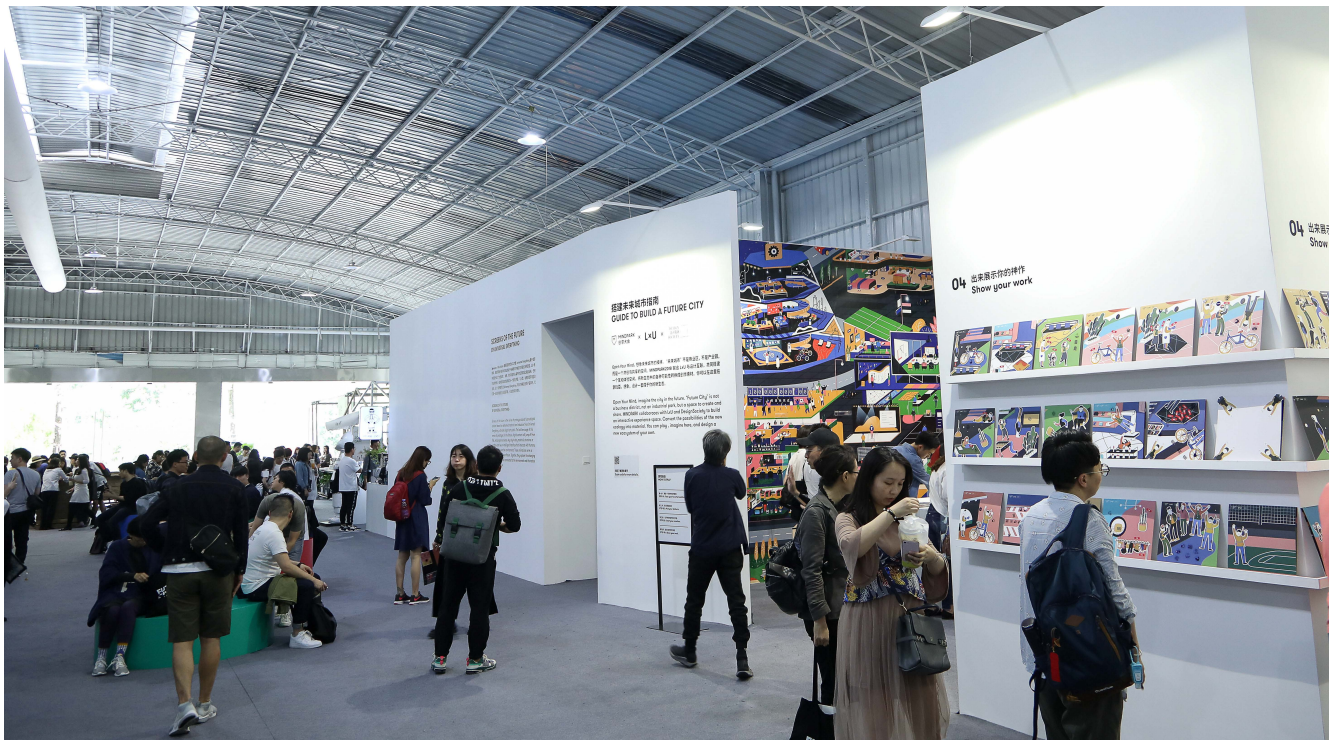
»» Design Talks



Design Forum



Satellite Exhibitions





Exhibition Space Price

Standard booth (9 sqm i.e. 3m * 3m):

1400 Pounds (Corner booth requires 10% extra charge)

Premium booth (36 sqm):

140 Pounds/sqm (10% discount of the standard booth price)

Prime booth (72 sqm and above):

125 Pounds/sqm (20% discount of the standard booth price)

Shipping, installation & dismantling will be at the expense of the exhibitor. The organizer will recommend logistics and installation service providers.

Basic equipments and service for standard booth:

One banner, one desk, two chairs, two spotlights, display walls, carpets, one trash basket, one electricity outlet, daily cleaning.

Benefits for all exhibitors:

Appearance on theme walls, catalogue, official website and other communication platform, media exposure, five passes to other major events of Shenzhen Design Week, including the opening ceremony and the awards presentation ceremony of Shenzhen Global Design Award.



Media

Many domestic and international media have paid close attention to Shenzhen Design Week. According to incomplete statistics, more than 60 media joined the second edition of Shenzhen Design Week, including those from Hong Kong, mainland China, design professional media, and local media, contributing more than 200 reports.

With the service from Google, as of May 1, 2018, the design week information was broadcasted to 26 countries or regions around the

world, with a total exposure of 23.4 million times. Relevant information was showed on 28 well-known media websites globally. The exposure amounted to 3.05 million times.

Each year, Shenzhen Design Week runs a large quantity of outdoor advertisements, including subway platforms, subway trains, bus stops, bus posters, large LED screens on boulevards and main roads, mobile TVs, airports, pillars, street flags, etc.



Exhibitors Application procedure

1. Register at the official website www.sz.design and download the Booth Application Form. Please fill out the document and submit via email to expo@sz.design.
2. Upon reception of the Booth Application Form, the Secretariat will verify the applicant's qualifications within 5 working days. The applicant shall provide documents including Corporate Code Certificate, Business License, Tax Registration Certificate, Patent Certificate or any other documents that justify the company's legal status. Overseas applicants shall provide Business License or Certificate of Registration.
3. The Secretariat will authorize a client manager to contact the approved applicants and proceed booth arrangements.
4. The Secretariat will send the Exhibition Agreement (in quadruplicate) to the exhibitor. The contract takes effect after both parties sign and stamp.
5. Within 10 days from the date of signing the contract, the exhibitor shall pay the participation fee and deposit to the bank account provided by the Secretariat.
6. Upon reception of the participation fee and deposit, the Secretariat will send the Booth Confirmation Letter to the exhibitor which shall be presented when checking in the Hall.
7. The client manager offers consultation service on exhibition catalogue advertisement, exhibition hall advertisement, logistics service, booth installation, conference room rental, hotel booking, information on business cooperation etc.
8. The exhibitor must submit in time the required materials for exhibition catalogue and other promotion needs and the materials must be as clear and accurate as possible.
9. The Secretariat will send the Admission Procedure to the exhibitor. The exhibitor should also download the Exhibitors' Manual at www.sz.design and follow relevant regulations when participating in the exhibition.
10. After the exhibition ends, the exhibitor shall be responsible for packing and dismantling upon departure. Release Pass for exhibits and other Objects (available at the on-site service counter) will be required when exiting the Hall.



Contacts

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