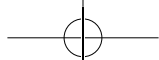


设计博览会

Design Expo





设计博览会 Design Expo

展览时间:

2018年9月20日

15:00-18:00

(VIP预览及开幕, 仅凭邀请函入场)

2018年9月21-25日 10:00-18:00

(公众开放日, 17:30后停止入场)

展览地点:

北京全国农业展览馆

北京市朝阳区东三环北路16号

Opening Times:

20th Sep. 2018

15:00-18:00

(VIP Preview, invited VIPS only)

21st -25th Sep. 2018 10:00-18:00

(Public Day, Last entry 17:30)

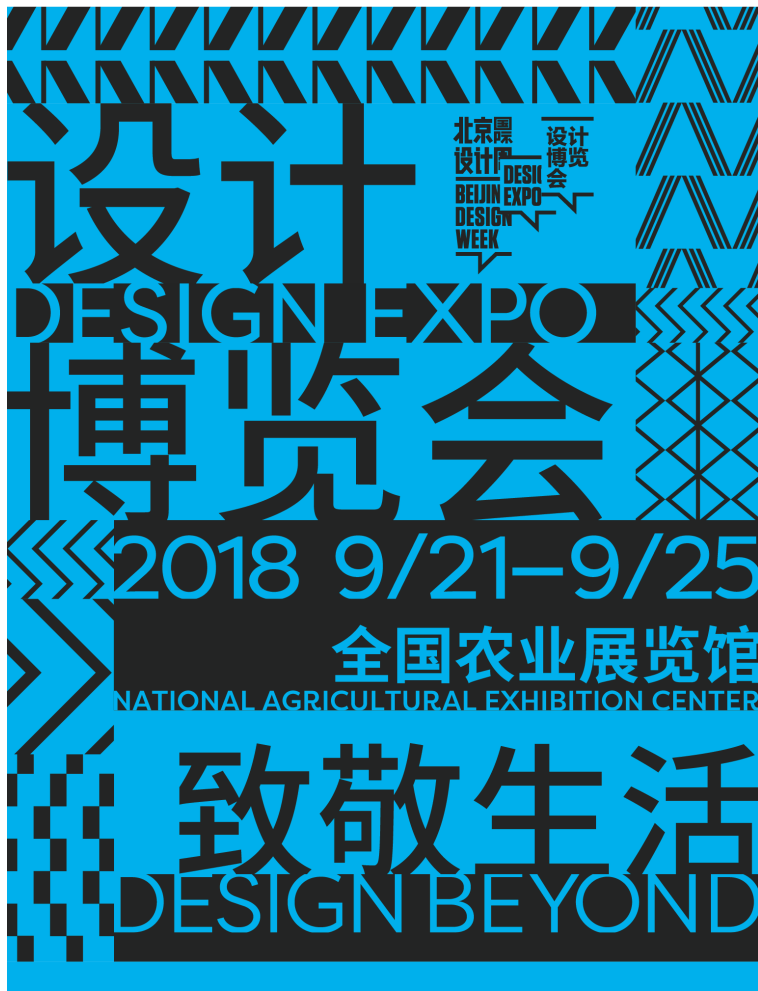
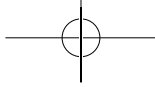
Venue:

National Agriculture Exhibition Center

No.16 North Road

East 3rd Ring Road, Chaoyang District,

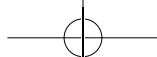
Beijing



北京设计博览会 Beijing Design Expo

2018设计博览会是本年度北京国际设计周的组成板块之一，也是众多活动中最值得期待的亮点之一。北京国际设计周设计博览会旨在彰显北京建设全国文化中心和科技创新中心的宏阔格局和深厚底蕴，力图为国内外最具创新力的设计企业及设计师搭建全景舞台，为卓尔远见的设计相关产业提供联结融通、共生共赢的平台。凭借北京国际设计周的品牌积聚优势和成熟运作模式，设计博览会将引领北京设计服务与相关产业的优化整合、进一步完善城市设计服务的产业链结构、着力构建北京设计服务的要素市场。与此同时，设计博览会还承载着社会传播与公众教育的职能，它将通过创新设计弘扬中华文明的优秀精神，不断激发传统文化参与创新创造的潜力，打通传统与未来，从非物质文化遗产到人工智能，联结情感与智慧，唤起公众的文化兴趣，从多维度助力公众树立创新意识，建立文化自信与文化自觉。

本届设计博览会以“致敬生活”为主题，内容涵盖百姓生活的“衣、食、住、行、用”各个方面，集“创新、视觉、体验、洽商”于一体，用创新设计满足人民日益增长的美好生活需求。博览会由五个主题展和一个特邀平行展构成：（一）以中国传统工艺振兴计划为主旨的“中国传统工艺振兴主题设计展”，其以传统工艺的现代化转化为方向，以参与性和沉浸式体验的方式全面展示传统工艺在生活应用与创新设计中的成果，重点突出传统工艺走进现代生活的目标和意义。（二）“新物种设计展”，以最富创意和先锋实验精神的互动设计形式，将公众带入一种前所未有的设计、科技与生活的交融美学体验之中。（三）“生活时尚设计展”将呈现中韩设计精品，倡导更新的生活方式，全方位展现“设计”在未来社会如何作为一种生活方式而存在。（四）“中国文化IP及创新设计展”，从文化艺术、动漫影视、原创设计、时尚生活四个方面呈现中国IP当下的发展成果。以展览、主题论坛和“金竹奖”着力推进中国IP的塑造力、影响力与传播力建设。用“中国文化IP联盟”搭建起一个推动中国文化IP成长，促进IP与设计力对接的平台。（五）“时尚北京展”作为北京时装周官方配套展，以及北京国际设计周“时尚北京”板块的重要组成部分，是集品牌形象展示、媒体传播、订单交易等的多元商业服务平台，是助力北京时尚之都建设，打造时尚北京的一张新名片。（六）北京国际设计周设计博览会特邀享誉亚洲的设计盛会“设计上海”移师北京所举办



的“设计中国北京”，其将秉持“设计上海”所具有的高水准和国际化视野，将众多国际顶级设计品牌、知名艺廊和独立设计师介绍给北京观众。

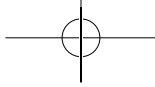
新的时代，新的生活因设计创新而更令人充满期待。作为亚洲规模最大的文化创意活动核心之一，2018北京国际设计周设计博览会将于2018年9月21日至9月25日在北京全国农业展览馆盛大举办。届时，它将成为一个连结传统、未来、情感、智慧、生活、创造的节点，一个呈现城市、科技、文化、生活方式创新融合发展的窗口，一个向世界展示中国创新智慧和文化自信的舞台。

2018 Design Expo is one of the components of this year's Beijing Design Week, and one of the most anticipated highlights of many activities. Design Expo aims to highlight the grand pattern and profound connotation of Beijing's construction of national cultural center and science and technology innovation center, strives to build a panoramic stage for the most innovative design companies and designers at home and abroad, and to provide an integrated and win-win platform for forward-looking design-related industries. Relying on the brand accumulation advantage and mature operation mode of Beijing Design Week, Design Expo will lead the optimization integration of Beijing design services and related industries, further improve the industrial chain structure of urban design services, and focus on the construction of the factor market of Beijing design services. Meanwhile, Design Expo also bears the function of social communication and public education. It carries forward the fine spirit of the Chinese civilization through innovative design, constantly stimulates the potential of traditional culture in innovation and creation, breaks through tradition and future, from intangible cultural heritage to artificial intelligence, connects emotion and wisdom, evokes the cultural interests of the public, helps the public to establish innovative consciousness from multiple dimensions, and builds cultural confidence and cultural consciousness.

2018 Design Expo takes "Design Beyond" as the theme. The contents cover all aspects of people's life, including food, clothing, shelter, transportation and use, integrate "innovation, vision, experience, negotiation", and use innovative design to meet people's growing needs for a better life. The Expo consists of five thematic exhibitions and one invited exhibition: 1) Chinese Traditional Craft Revitalization Theme Design Exhibition", which takes Chinese traditional craft revitalization plan as purport, takes the modern transformation of traditional technology as direction, and takes ways of engaging and immersive experience to show the results of traditional technology in life application and innovative design, to highlight the

goal and meaning of traditional technology in modern life. 2) X Species Design Exhibition, use the most creative and pioneering interactive design form to bring the public into an unprecedented aesthetic experience of the integration of design, technology and life. 3) "Life Fashion Design Exhibition" faces the fourth Korean industrial revolution. It will present in all aspects of how "design" exists as a way of living in future society. 4) "Chinese Culture IP and Innovative Design Exhibition" present the current development achievements of China IP from four aspects, which are culture and art, animation film and television, original design and fashion life. It takes exhibition, theme forum and "Golden Bamboo" to promote the building of shaping force, influences and communications' power of China IP. Use "Chinese Culture IP Alliance" to set up a platform to promote the growth of Chinese culture IP and promote the connection between IP and design forces. 5) "Fashion Beijing Exhibition" is an official supporting exhibition of Beijing Fashion Week and also an important part of Beijing Design Week. "Fashion Beijing Exhibition" provides a diversified business service platform which gathers brand image display, media communication, order transaction and etc., and is a newly business card helping to making Beijing into a fashion capital. 6) Design Expo specially invites Design Shanghai--a design grand meeting renowned in Asia to come to Beijing, to hold "Design China Beijing". It will adhere to the high standard and international vision of Design Shanghai of Design Shanghai, to introduce many top international design brands, famous art galleries and independent designers to the Beijing audience.

New era and new life make people filled with anticipation because of design innovation. As one of the core of Asia's largest cultural and creative event, 2018 Beijing Design Week Design Expo will be grandly held at National Agriculture Exhibition Center from 21st to 25th September, 2018. By then, it will become a node connecting tradition, future, emotion, wisdom, life and creation, a window showing the integrated development of urban, technology, culture and lifestyle innovation, and a stage showing the world China's innovative wisdom and cultural confidence.



设计中国北京-特邀展

DESIGN CHINA BEIJING

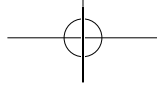
以高端精致享誉亚洲的设计盛会，“设计上海”已成为全球设计日历上必看的设计活动之一。为了给首都设计界奉上一场世界级设计盛宴，首届「设计中国北京」将作为「北京国际设计周设计博览会」的特邀平行展，于9月20-25日在全国农业展览馆11号馆隆重举行。

首届「设计中国北京」将设立三大展馆：当代设计馆、精典设计馆、限量设计馆，精彩呈现近百个国内外设计品牌的最新及最具特色的设计作品。除了久负盛名的葡萄牙高奢设计品牌 Boca Do Lobo（锥菊汇代理）、德国顶级卫浴品牌 AXOR雅生、美国知名模块地毯 Interface、以色列厨卫用具台面制造商 Caesarstone、葡萄牙独立设计师品牌 Ana Fatia等诸多国际知名设计品牌外，您还将在现场近距离接触到众多中国新锐品牌及设计师，包括太平地毯、ROOY如翌的袁媛、一样一生的冉祥飞、YIN design.life 的生茵、Grado格度的Alex Chai等。

展览同期，「设计中国北京」将策划为期四天的“科勒·设计中国北京国际设计论坛”，邀请国内外设计大师齐聚一堂共同探讨“灵感、自然、工艺与科技”。演讲嘉宾包括日本中生代国际级平面设计大师原研哉、Kokaistudios创始人及首席建筑师 Filippo Gabbiani、来自德国的设计师 Sebastian Herkner、在国内人气卓著的日本建筑师青山周平、Gensler上海设计总监 D.B. Kim、新加坡LTW设计公司负责人林丰年，以及中国本土知名设计师梁建国、孙大勇、刘峰、杨明洁、周宸宸等。

展览现场还将有一系列精心策划的互动设计装置、餐饮区、以及晚间设计活动，为观众带来别样体验。

「设计中国北京」展会总监谭卓表示：“我们很高兴能够在北京推出这样一个专业设计展会，将国际设计带到中国，同时结合北京本地文化及设计特色、积极推广本土设计品牌和设计师的作品。‘设计中国北京’将致力打造和开拓设计领域的新兴市场，并着眼于艺术与设计的互动关系，我们希望通过这样一个设计盛会进一步促进本土及国际设计领域的紧密沟通。”



As one of the most important international design events in Asia, Design Shanghai has become a must-attend event in the global design calendar. Its organizers launch the inaugural Design China Beijing from 20th to 25th September as an invited exhibition of Beijing Design Week Design Expo.

Set across three remarkable design halls - Contemporary, Classic & Luxury and Collectibles, the first-edition of Design China Beijing will bring together exceptional design, quality and inspiration. Exhibitors include Portuguese furniture brand Boca do Lobo presented by Daisy Collection, luxury German bathroom fittings brand AXOR, leading carpet manufacturers INTERFACE from the US, Israeli surface maker Caesarstone, Portuguese furniture designer Ana Fatia and many more. Alongside these iconic international design brands, the show will also feature a strong roster of Asian design brands including House of Taiping, ROOY, Yi Yang Yi Sheng, YIN design.life, Grado and others.

Moreover, Design China Beijing will host a 4-day design forum in association with KOHLER, inviting design icons from both China and abroad to discuss 'Inspiration, Nature, Craft and Technology'. The prestigious speakers include Japanese graphic designer and curator Kenya Hara, Founder and Principal Architect of Kokaistudios Filippo Gabbiani, German designer Sebastian Herkner, Japanese architect Shuhei Aoyama, Design Director of Gensler Shanghai D.B. Kim, Founder & Principal Partner of Singapore LTW Designworks H.L. Lim, well-known Chinese designers LIANG Jianguo, SUN Dayong, LIU Feng, JAMY YANG and Frank CHOU.

The ultimate visitor experience will also be complemented by an impressive series of bespoke installations, food & drink areas and a varied programme of networking events. Zhuo Tan, Show Director of Design China Beijing, says, "We are excited to launch a platform in Beijing that will bring global design to the city as well as encourage and promote local brands and designers. Design China Beijing will help shape this emerging design market and we're pleased to be able to launch during Beijing Design Week and help in creating a larger network within the Chinese design industry".

展览信息 Exhibition Informations

地点

全国农业展览馆 - 11号馆
北京市朝阳区东三环北路16号

时间

专业观众日

仅向专业人士，受邀VIP和媒体开放

9月20日周四：12:00 - 21:00

(最晚入场时间20:00)

9月21日周五：10:00 - 18:00

(最晚入场时间17:00)

公众日

9月22日周六：10:00 - 18:00

(最晚入场时间17:00)

9月23日周日：10:00 - 18:00

(最晚入场时间17:00)

9月24日周一：10:00 - 18:00

(最晚入场时间17:00)

9月25日周二：10:00 - 18:00

(最晚入场时间17:00)

购票信息

单日票：100元 - 单人单天多次进出参观

两日票：150元 - 单人任意两天多次进出参观

*展览为专业展，16岁以下儿童不得入场

扫描二维码，关注“设计中国北京”官方微信、

微博，获取更多及时资讯，快速购票

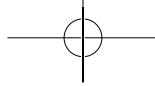
www.designchinabeijing.com.cn



官方微信：
设计CN北京



官方微博：
设计CN北京



Venue

National Agricultural Exhibition Centre -Hall 11
No.16 North Road, East 3rd Ring Road,
Chaoyang District, Beijing

Opening Times

Trade Day

Trade visitors, journalists and
invited VIPs only

Thursday 20th September 2018
12:00am - 21:00pm (last entry 20:00)
Friday 21st September 2018
10:00am - 18:00pm (last entry 17:00)

Public Day

Saturday 22nd September 2018
10:00am - 18:00pm (last entry 17:00)
Sunday 23rd September 2018
10:00am - 18:00pm (last entry 17:00)
Monday 24th September 2018
10:00am - 18:00pm (last entry 17:00)
Tuesday 25th September 2018
10:00am - 18:00pm (last entry 17:00)

Book Your Tickets

Single-Day ticket: CNY100 - One-day access
for one visitor

Two-Day ticket: CNY150 - Two-day access
for one visitor

*Children under 16 will not be permitted
access to the venue.

Scan the QR code for more information.



WeChat



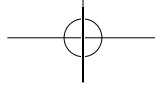
Weibo

当代设计馆 CONTEMPORARY DESIGN HALL

当代设计馆将汇集一线高端设计品牌及新锐独立设计师品牌在内的全球及本土设计精英。展会将通过精心的策划内容、丰富的展览形式，为展商提供与亚洲顶级建筑师、室内设计师、地产开发商、零售商和私人买家深入交流的绝佳平台。

入驻当代设计馆的展商包括瑞典高端地毯品牌 Bolon、以色列厨卫用具台面制造商 Caesarstone、融合荷兰设计和中国文化的家居设计品牌 Noord、来自美国的模块化地毯制造领航品牌 INTER-FACE、德国豪华卫浴品牌 AXOR雅生等一批国际品牌。

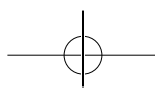
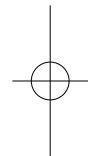
除了这些深具影响力的国际设计品牌之外，当代设计馆还将展出众多亚洲知名设计品牌，包括来自日本的 IKASAS，此次他们专门针对中国市场设计了多款符合中国生活方式的家居用品。此外，尤为值得关注的还有一众本土设计先锋，如豪华地毯设计品牌毯言织造、融合中国传统文化元素的家具品牌 ROOY如翌、专注于传统陶艺与现代美学相结合的设计师品牌一样一生等，他们的设计精彩融合浓厚的东方韵味与现代审美，必将在此大放异彩。

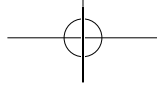


A creative hub of talents, the Contemporary Design Hall will assemble the very best of international and local design talent including a vast selection of leading high-end design brands and emerging independent designers. The exhibition will offer exhibitors the opportunity to engage with some of Asia's most influential architects, interiors designers, property developers, retailers and private buyers.

Exhibitors within the Contemporary Design Hall include international brands such as Swedish flooring designers Bolon who will launch a new collection at the fair, Israeli surface maker Caesarstone, home design brand mix together Netherlands design with Chinese culture Noord, leading carpet tile manufacturers INTERFACE from the US, luxury German bathroom fittings brand AXOR and so on.

Alongside these iconic international design brands, the Contemporary Design Hall will feature a strong roster of Asian design brands including Japanese design brand IKASAS who will present new pieces specifically designed for everyday living in China. Also, a number of renowned Chinese brands and designers will present new work including luxury rug designers TAN Carpet & Home, Chinese furniture brand ROOY, and young ceramics brand YI YANG YI SHENG.





精典设计馆 CLASSIC & LUXURY DESIGN HALL

精典设计馆将迎合中国家居市场对高端工艺及文化底蕴不断增长的需求，带来恒久经典的设计作品与装饰家具，并首次集结全球范围内广受青睐的设计作品呈现给广大设计爱好者。

吸引眼球的还远不止于此，在亚洲各地都设有展厅的香港地毯品牌太平地毯将带来具有东方韵味的设计作品、由雅菊汇代理的葡萄牙奢华家具品牌 Boca Do Lobo 也将呈现美轮美奂的设计精品、而意大利手工水晶吊灯 Mechini 则将西方设计艺术美学和精细手工尽数呈现。

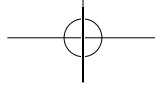
The Classic & Luxury Design section brings together timeless designs and decorative furniture from all over the world catering to the Chinese market's growing appetite for design that showcases craft and heritage. Exhibitors within the Classic & Luxury Hall will showcase decorative furniture and timeless designs that are celebrated globally and for the first time will be readily available in one space for the Beijing audience.

Chinese brands will form a strong presence within the Classic & Luxury Design Hall including House of Tai Ping, the Hong Kong based carpet designers with showrooms across Asia, Europe and the US and Portuguese furniture brand Boca Do Lobo presented by Daisy Collection who will showcase their range of colourful, sculptural pieces. Italian lighting brand Mechini will also join Design China Beijing and present their range of exquisite hand-crafted crystal chandeliers

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309

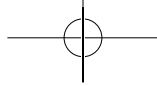


限量设计馆 COLLECTIBLE DESIGN HALL

限量设计馆则精选来自国际设计大师以及中国本土名匠之手的限量设计作品，于精美奢华中呈现艺术与设计的完美相融。
展商包括奥地利高端银器品牌 Wiener Silber Manufactur、来自葡萄牙的独立设计师 Ana Fatia、德国精密钟表制造商 Erwin Sattler 以及豪华奢侈品制造商 BUBEN&ZORWEG 等。中国设计工作室 BLACK DRAMA 亦将在此发布为“设计中国北京”定制设计的全新装置作品。

The Collectible Design Hall at Design China Beijing will offer a platform to explore the realm of limited-edition design and its position at the intersection between the worlds of art and design. Exhibitors within this hall will showcase limited edition works and unique pieces of the highest quality by internationally renowned designers and local Chinese artisans. For the inaugural edition of Design China Beijing, the Collectible Design Hall will feature a varied range of design pieces from some of the world's leading collectible design galleries and designers such as Viennese silversmiths Wiener Silber Manufactur, Portuguese furniture designer Ana Fatia who will present her Mirror Mine collection. Also joining the Collectible Design hall in Beijing is German timepiece makers Erwin Sattler and luxury safe and clock manufacturer BUBEN&ZORWEG. Chinese design studio BLACK DRAMA will also launch a bespoke installation specially for Design China Beijing in the Collectible Design Hall.



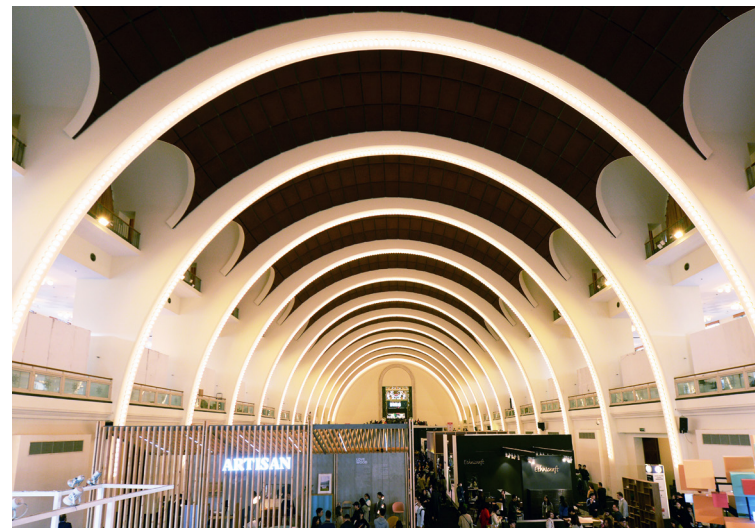


【科勒 x 设计中国北京】国际设计论坛 有关“灵感、自然、工艺和科技”的思维碰撞

DESIGN CHINA BEIJING FORUM IN ASSOCIATION WITH KOHLER INSPIRATION, NATURE, CRAFT AND TECHNOLOGY

「设计中国北京」将策划为期四天的“科勒 x 设计中国北京国际设计论坛”，邀请国内外设计大师齐聚一堂共同探讨“灵感、自然、工艺与科技”。演讲嘉宾包括日本中生代国际级平面设计大师原研哉、Kokaistudios 创始人及首席建筑师 Filippo Gabbiani、来自德国的设计师 Sebastian Herkner、在国内人气卓著的日本建筑师青山周平、Gensler 上海设计总监 D.B. Kim、新加坡 LTW 设计公司负责人林丰年，以及中国本土知名设计师梁建国、孙大勇、刘峰、杨明洁、周宸宸等。

Design China Beijing will host a 4-day design forum in association with KOHLER, inviting design icons from both China and abroad to discuss 'Inspiration, Nature, Craft and Technology'. The prestigious speakers include Japanese graphic designer and curator Kenya Hara, Founder and Principal Architect of Kokaistudios Filippo Gabbiani, German designer Sebastian Herkner, Japanese architect Shuhei Aoyama, Design Director of Gensler Shanghai D.B. Kim, Founder & Principal Partner of Singapore LTW Designworks H.L. Lim, well-known Chinese designers LIANG Jianguo, SUN Dayong, LIU Feng, JAMY YANG and Frank CHOU.





新物种设计展 X Species Design Exhibition

激情澎湃的年代，认知爆炸的背后却是好奇心的麻木和创造力的寂寞。但总有无数的小丘细流，微不足道却一直向前。它们在重构中改变着基因，它们正是每个伟大时代都有的新物种，从寒武纪到今天从未消逝！

新物种的演进是追求更好生活精神的崛起之路，也是全新链接的多样性造就。在这个想象力爆发的时代，设计正在将人、产品、场景乃至社会以更优体验为目标，构建成全新的系统。

洛可可创新设计集团旗下创新大展品牌——新物种设计展，首展于2017年北京国际设计周，以“新物种”、“新想象”、“新物语”、“众创互动”四大主题展开，历经145天完成了全国9座城市的系列巡展，引发社会各界广泛认可和一致好评。

2018年新物种设计展，将全新升级亮相，主题为“设计美好世界”。空间内容以“衣、食、住、行、玩”展开，各版块下设“未来出行”、“智能家居”、“无人零售”、“众创互动”及“新消费”、“新文创”等，集创新设计作品、智能科技产品的沉浸式体验、游戏互动、错觉空间等于一体，为观众打造“设计+科技”完美融合的“五感”体验。

2018北京国际设计周设计博览会【新物种设计展】，以新的先锋姿态、极具想象力的链接方式，带领观众以设计之名洞见美好世界！

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Behind the current exciting era of information explosion, the lack of curiosity and creation has appeared. However, there have always been numbers of streams, though powerless, jointly moving forward. Under the reconstruction, they are changing the genes. They are new products in every great moment, never disappearing from Cambrian Period to today.

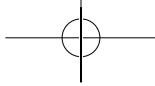
The evolution of new products is the developing road of pursuing better life quality as well as diversity achievement of the brand-new chains. In current imagination explosion era, a better experience is set as the goal for humans, products, scenes even the society to build up a brand-new system.

The X Species Design Exhibition is hold by LKK Innovative Design Group. The first exhibition was hold in 2017, with four themes of “New Product”, “New Imagination”, “New Story” and “Mass Innovation with Interaction”. It has gone through roadshows in nine cities of China during 145 days, which has received wide acceptance and common endorsement of all walks of life.

With a theme of “Design a Wonderful World”, the 2018 X Species Design Exhibition will amazingly upgrade and be comprehensively presented to the public. The main contents are distributed in “Clothing, Food, Shelter, Transportation and Entertainment”, featured with “Future Transportation”, “Intellectual Homes”, “Unmanned Retail”, “Mass Innovation with Interaction” as well as “New Consumption” and “New Cultural Creation”. The devoted experience, game interaction and spatial illusion of innovative design products and intellectually technological products are combined as a whole in order to create “Five-senses” experience for audience, perfectly integrated design with technology.

With a new pioneer attitude and extremely imaginative linkage system, the X Species Exhibition of 2018 Beijing Design Week Design Expo, with a main theme of design, will take a lead for audience to welcome a wonderful world.

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生活时尚设计展 Life Fashion Design Exhibition

2018 北京国际设计周设计博览会“生活时尚设计展”将由凤凰网韩国传媒(株)筹办,届时,韩国最先进的设计理念将在此次盛会上全景呈现。

展馆以“The wave of Innovation (革新的浪潮)”为核心理念,将韩国拥抱第四次工业革命的设计理念和新技术结合在一起,展示出一种追求更新生活方式的韩国。

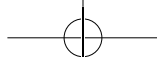
追寻本心 不忘初衷

曾几何时,“韩流”是一个让国人感受复杂的文化现象,人们一方面得到了邻国文化带来的感官愉悦,另一方面也在文化碰撞中看到了自己的优势与短板。人类文化肯定不是固步自封的,只有在交流中人的眼界和智识才能提高。谈到韩国,不得不谈它的产品设计,它是世界上产品设计领域最发达的国家之一。韩国的产品设计风格时尚多变,用色靓丽大胆,外形极具创意,功能以人为本,其轻工业和民用科技的发达很大程度体现在产品设计上。客观讲,这个邻居的设计对中国影响是很大的。我们日常生活、学习、工作所使用的许多产品,其形式和概念可能就诞生于韩国。相较于北欧略显过分的简约、美国闪烁着商业味道、日本那种强迫症般的精致,韩国产品的人情味可能更贴近我们的生活,这也是韩剧能在国人消遣中占有一席之地原因。

近年来,中国和韩国的设计合作也走向深入。韩国设计振兴院同广东省签署了设计领域友好合作备忘录。根据备忘录,双方将携手开设韩国设计中心。加强中韩设计领域合作,建立交流体系。双方将设立韩国设计中心,推动顺德区设计产业的发展,帮助韩国设计进入中国市场。此前,韩国设计振兴院于2013年在北京开设中国办事处,2015年在义乌开设韩国设计义乌中心。从大的形势看,中韩设计共赢值得期待。

往届荣耀 精彩纷呈

参考以往的韩国设计展,主办方通常都会设有一个「韩食馆」,用这个窗口推出最地道的韩食料



理，邀请民众品尝；而来自韩国的各地方政府也会在「旅游地图馆」带来最新的旅韩资讯，人们在此能够了解更丰富的韩国旅游行程；在此基础上，设计展将设立「地方道馆」，将孕育韩国传统艺术文化之地的人文风情、特色景点推荐给民众；另一个特色项目是科技与体育的结合，特别打造的「SPORT 昌原馆」，透过 VR 科技互动体验，人们能够感受在昌原棒球场上挥汗的快乐；

早已被国人认可的韩国医疗美容，特设立「医美体验馆」，搭配一对一咨询、体验，让民众感受韩方保养奥秘。「双创企业馆」也提供民众独一无二一格旅韩的新选项；「传统市场馆」则能带领民众深入了解韩国日常文化与饮食。与中国一样，韩国也有许多历史悠久的传统工艺，本次展会的「手作体验馆」和「传统游戏馆」将带来各种传统工艺，以及最地道的民俗游戏体验。展区内还设置了一个「小小韩国」区，透过可爱的意象设计，韩国那些有代表性的地标建筑将以萎缩的形式搬到展会，让国人进一步认识五彩缤纷的邻居韩国。

2018 Beijing Design Week Design Expo—Life Fashion Design Exhibition will be organized by Phoenix Network Korean Media, and will be held in No.5 of National Agricultural Exhibition Center from September 21st to September 25. By then, South Korea's most advanced design concept will be presented in full view at the event. With "The wave of Innovation" as the core idea, the pavilion combines the design ideas of Korea's embrace of the fourth industrial revolution with innovative technologies, showing a South Korea that pursues a renewed lifestyle.

Follow your heart and never forget your original intention

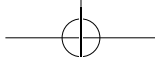
Once upon a time, "Korean wave" was a cultural phenomenon that gave people complicated feelings. On the one hand, we got the sensory pleasure brought by the culture of this neighboring country, on the other hand, we saw our advantages and disadvantages in the cultural collision. Human culture is certainly not fixed, and only in exchange can people's vision and knowledge be improved. Speaking of South Korea, we have to talk about its product design. It is one of the most developed countries in the field of product design in the world. South Korea's product design style is fashionable and changeable, with beautiful and bold colors, creative appearance and people-oriented function, and the development of light industry and civil technology is largely reflected in product design. Objectively speaking, this neighbor's design has great influences on China. The forms and ideas of many products we use in our daily lives, studies and work may have been born in Korea. Compared with the extreme simplicity of Northern Europe, the business taste of America, and the obsessive-compulsive sophistication of Japan, the human touch of Korean products may be closer to our lives. This also explains why Korean dramas can take a place in Chinese entertainment.

In recent years, design cooperation between China and South Korea has also gone further. The Korea Design and Revitalization Institute signed a memorandum of friendship and cooperation in the field of design with Guangdong province. According to the memorandum, the two sides will jointly open a Korean design center, to strengthen China-ROK cooperation in the field of design and to establish a system of exchanges. The two sides will set up a Korean design center to promote the development of the design industry in Shunde District and help Korean design enter the Chinese market. Previously, the Korea Design and Revitalization Institute opened its China office in Beijing in 2013 and opened the Korean Design Center in Yiwu in 2015. Judging from the big situation, win-win design between China and South Korea is worth expecting.

Splendid glories of the past

Referring to previous South Korean design exhibitions, the organizers usually set up a "Korean Food Pavilion" to introduce the most authentic Korean cuisine in this window, inviting the public to taste; Local governments from South Korea will also bring the latest information about traveling to South Korea in the "Tourism Map Pavilion", so people can learn more about South Korean itinerary; On this basis, the design exhibition will set up a "Local Places Pavilion" to recommend to the public the cultural customs and special scenic spots of places that cultivated the traditional Korean art and culture. Another special project is the combination of science and technology and sports--the specially created "SPORT Changyuan Pavilion". Through the interactive experience of VR technology, people can feel the pleasure of sweating on Changyuan baseball field.

South Korean medical cosmetology has long been recognized by Chinese people, hence a "Medical and Beauty Experience Pavilion", with one-to-one consultation and experience has been set up, to let the public feel the secret of maintenance of Korean. "New Venture Pavilion" also offers unique and new options for people to travel to South Korea.; "Traditional Market Pavilion" can lead the public to deeply understand Korean daily culture and diet. Like China, South Korea also has many time-honored traditional crafts, and the exhibition's "Handcraft Experience Pavilion" and "Traditional Game Pavilion" will bring a variety of traditional crafts, as well as the most authentic folk game experience. There is also a "Little Korea" area in the exhibition area. Through the lovely image design, the representative landmarks in Korea will be moved to the exhibition in the form of miniature, so that people can know more about their colorful neighbor Korea.



中国文化IP及创新设计展 The Chinese Cultural IP and Innovation Design Exhibition

中国文化IP及创新设计展（简称中国IP展）由中国版权协会、中国文化产业发展集团，联合北京国际设计周、洛可可·洛客共同策划，是国内首个基于“文化IP”的交流平台，北京首个IP授权领域的展览。

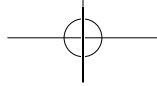
IP是文化产业的芯片，是同世界对话的通用语言。展览定位基于当今中国，“文化自信、文化消费的激发”与“文化供给水平不高”成为新矛盾，中国IP在文化表达力、设计力、智造力方面还有很大发展潜力，所以组织一个交流碰撞、对接合作的平台。

本次展览以中国文化传承与发展为目标，进一步强化“文化+”的价值，重点展示文博、文学、艺术、设计、动漫、影视等领域最具代表性的头部IP，并通过IP论坛、IP发布、IP授权、IP专访等方式，强化IP产业相关方的交流与合作。

不仅如此，本届中国IP展，主办方积极协调沟通文化IP采购方、渠道方，即食品、日化等快消品协会、企业品牌，服装、IT等日用品协会、企业品牌，以及互联网企业、品牌，更重要是“新场景”类机构，如商业地产、商业空间、文旅机构等服务业板块，为文化IP的创新开拓搭建了线上、线下双管齐下的衔接平台。

在本次展览上，故宫、花开敦煌、颐和园、保利文创、清华艺博、阅文集团、掌阅集团、纵横文学、金山软件、华谊兄弟、永乐文化、盛大游戏、SNK、阿狸、吾皇、阿里鱼、爱奇艺、上海美术电影制片厂、咪咕动漫、霹雳布袋戏、泡泡玛特、视觉中国、可米生活、巨亿星城、CDS、惠普CCDC创新中心等50余家知名文化IP及相关机构闪亮登场，共同揭开中国IP升级发展新篇章。

9月21-25日，期待您与我们一起定义中国IP。



The Chinese cultural IP and Innovation design exhibition (referred as China IP Exhibition) is created by China Copyright Association, Chinese Cultural Industry Development Group, Beijing International Design Week, and LKK altogether. It is the first information exchange platform in China based on "cultural IP", and Beijing's first exhibition with the IP's authorization.

IP is the chip of the culture industry. It's the language to communicate with the rest of the world. The positioning of the exhibition is based on the current China. "Cultural self-confidence, the stimulation of cultural consumption" and "the low levels of cultural supply". China's IP in the cultural expression, design power, and intellectual power has a great potential for development, so it organizes a platform for communication collision and docking cooperation.

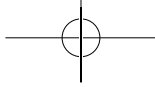
The goals of the exhibition are Chinese cultural heritage and development, to further strengthen the value of "culture+", the key is presenting knowledge, literature, art, design, animation, film and television etc. Which are the most representative of the head of IP. By the methods such as IP BBS, IP releases, IP licenses, and IP interviews to reinforce IP and related industries to communicate and cooperate.

China's IP shows not only that. In the next coming IP exhibition, the organizers actively communicate with Culture IP's purchaser, distribution channels such as the association of FMCG, enterprise brands, daily necessities, clothing, internet companies, IT brands. More importantly, there are some "new scenes" of organizations, such as real estate companies, commercial spaces, travel agencies and other service sectors for Culture IP innovation platform of both online and offline.

In the exhibition, The Palace Museum Everlasting Beauty of Dunhuang Beijing China Cultural Tourism and Creativity Co., Ltd Poly TSINGHUA UNIVERSITY ART MUSEUM CHINA LITERATURE Reader TechnologyCo.,Ltd Beijing Huanxiang Zongheng Network Technology Co., Ltd. Beijing Kingsoft Office Software, Inc. YL ENTERTAINMENT & SPORTS Shanda Games SNK Beijing Dream Castle Culture Co., Ltd. YI JIAN YU ZHOU(Beijing) Culture Co., Ltd. ALI FISH Beijing IQIYI Science & Technology Co., Ltd. ANGHAI ANIMATION FILM STUDIO Co.Ltd Migu Comic Co.,Ltd DAPILI MULTIMEDIA TECHNOLOGY CO.,LTD Beijing Pop Mart Cultural & Creative Co., Ltd. POP MART Visual China Group KEME Life Ju Yi Star City, CDS, HP CCDC the Center for

Innovation and Development and so on, more than 50 famous cultural IP companies and related organizations will debut and join in and begin a new chapter of the development of China's IP.

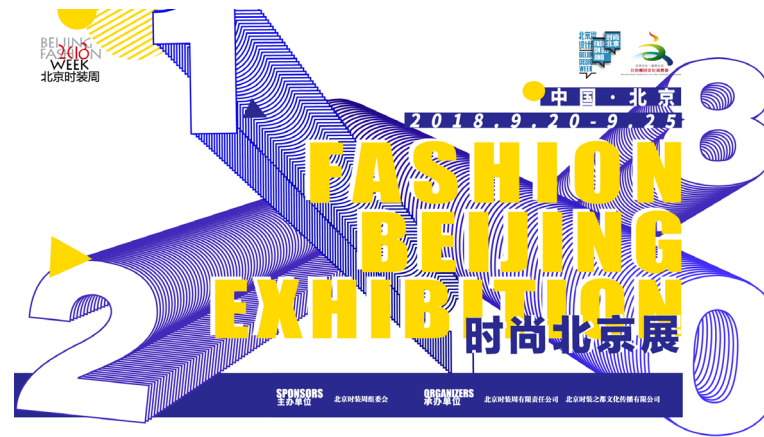
On September 21 to 25th, we are looking forward to define China's IP with you.



2018时尚北京展

Fashion Beijing Exhibition

2018



2018时尚北京展作为北京时装周官方配套展会，以及北京国际设计周“时尚北京”板块的重要组成部分，是集品牌形象展示、媒体传播、订单交易等的多元商业服务平台。

As official complement exhibition of Beijing Fashion Week and important part of "Fashion Beijing" section of Beijing International Design Week, Fashion Beijing Exhibition 2018 is a diversified commercial service platform integrating brand image display, media communication and trading.



北京室内装饰和设计博览会 暨智能云栖生活节-分会场

Beijing International Home Decoration and Design Expo & Intelligent Digital Life Festival - Branch Venues



由居然之家集团、中国国际展览中心集团主办的北京室内装饰和设计博览会暨智能云栖生活节（简称 BIHD2018）将于 2018 年 9 月 27-30 日在北京·中国国际展览中心新馆启航。这是国内首创的以“设计+智能+定制”为导向的高端家装建材全品类大展。展会规模 12 万 m²，参展商 500 余家。

大牌展商齐聚，打造高端建材盛宴

本届展会是国内唯一齐聚家装建材全品类的品牌大展。共有八大展区，分别为卫浴、瓷砖、智能家居、云栖生活、定制家居、定制地板、定制门窗、设计创意。参展企业中有汉斯雅格、科勒、TOTO、唯宝等为卫浴品牌；有 IMOLA、明禾吉利、马可波罗、诺贝尔、蒙娜丽莎等瓷砖品牌；有卢森、飞美、必美、圣象、大自然等地板品牌；有欧派、索菲亚、志邦、金牌、好莱客等全屋定制品牌；还有 TATA 木门、梦天木门等木门品牌；有奥普集成吊顶、友邦集成吊顶等吊顶品牌；有西门子电器、海尔电器、老板电器、华帝电器等高端电器品牌。

德国红点设计大奖携顶尖设计作品，震撼京城

居然之家集团携手“工业设计届奥斯卡”德国红点设计大奖，将在本届北京室内装饰和设计博览会暨智能云栖生活节倾力呈现“大道至简——至美设计，至臻生活”专题展。展区面积达 1000m²，分为功能、使用、形式、感知等不同区块。届时，观众可见到，涵盖家具、文具及消费电子等品类的百余件顶尖设计作品，甚至受邀去触摸和测试其中的一些产品，这些展品体现日常生活中的美学。

云栖生活，打造行业大消费生态圈

居然之家集团将在现场设置一个跨界的产物——“云栖生活馆”，共分为四大体验区：新零售体验、智慧生活、互联网生活及技术联合。即以“云上生活，遇见未来”为主题，通过云计算、人工智能、

大数据等新技术，整合国内外家电和智能家居系统知名品牌及“云技术”创新企业，如西门子、海尔、美的、巴萨、路创等，融合智慧城市生活、家居生活新产品和新服务。

定制家居，引领消费新热点

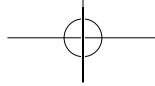
定制家居风口企业将在展会集中亮相，引领行业发展趋势，如索菲亚、好莱客、KD、法洛可等。众多潮流新品、工业设计精品，兼具设计感与人体工学设计的顶尖产品。

设计盛宴，名师大咖，引爆现场

梁建国等设计名师将以名师作品坊的形式做主题策展；“致敬设计，致敬匠心”设计大师高峰论坛活动中，苏丹、王中、孙华锋、赵虎等设计老师和您分享设计理念和最新设计潮流；2018“居然设计家杯”室内设计大奖赛，评委阵容强大，如中国建筑学会室内设计分会原副理事长、秘书长劳智权、中央美院教授王中、中国建筑学会室内设计分会副理事长沈立东等。顾家等参展企业与旅法艺术家贾金莉老师的首次合作，也将落地于展会现场“艺术森林”展区；以版画、雕塑等原创复数艺术为核心的文化机构虚苑艺术将携顶尖国际版画作品来到展会现场；“Be Excellent 名师面对面”设计师课程，将有梁志天、赖旭东、黄志达、孟等老师在现场授课。

展览时间：2018 年 9 月 28 日 - 30 日

展览地点：北京中国国际展览中心新馆



Beijing International Home Decoration and Design Expo & Intelligent Digital Life Festival (BIHD 2018 for short), which is organized by Easyhome Group and China International Exhibition Center Group Cooperation, will be exhibited at Beijing·China International Exhibition Center (New Venue) on September 27-30, 2018. BIHD 2018 is an initiative building materials exhibition oriented by "Design, Intelligence and Customization". The scale of exhibition is 120,000m² and the number of exhibitors exceed 500.

Gather Famous Brands, Create High-end Building Materials Exhibition

BIHD 2018 is the only domestic exhibition which covers both home decoration and building materials with eight exhibition halls: Bathroom Accessories Hall, Ceramic Tile Hall, Intelligent Appliance Hall, Digital Life, Customized Home Hall, Flooring Hall, Doors & Windows Hall, Art and Design Hall. Among the exhibitors, there are sanitary brands like Langerhans, Kohl, TOTO, Villerin&B och etc; tile brands IMOLA, MY HOME, Marco Polo, Nobel, MONALISA TILES etc; floor brands KRONOSWISS, Family, Beady, Power Decor, Nature etc; customized brands OPPEIN, SOGAL, ZBOM, DOLDENHOME, Ho Like etc; wooden doors TATA, MTMT etc; integrated ceiling AUPU, MSO etc; and electrical brands SIEMENS, Haber, ROBAM, Patti and so on.

Red Dot Exhibition Area

Cooperate with Red Dot Design Award, Easy home Group will present a show room themed by "Simplicity -- beauty of design, beauty of life" on BIHD 2018. The exhibition area of this show room reaches 1000m², which is divided into different sections including functions, usages, formations and perceptions. The audience could see more than 100 top design works including furniture, stationeries and consumer electronics, even be invited to test some new products.

Design Expo, Design Master

In the summit forum "For Design, For Ingenuity", Peter Zec, the chairman of Red Dot will share you with the latest design concept and trend with several design masters like Liang Jianguo and Steve Leung. The judges of 2018 Homestyler Cup-Interior Design Competition constitute of Lao zhiquan, the ex-vice president and ex-secretary general of Interior Design of Architectural Society of China and Wang zhong, the professor of the Central Academy of Fine Arts and other 5 masters. The first cooperative show between KUKA and Jia jinli will be presented in the "Forest of Arts" exhibition area. Beijing Xuyuan Culture & Art Development Co., Ltd., the agency specializing in investment, development, and promotion of cultural and creative industry will attend the exhibition with top international prints. And Steve Leung, Lai Xudong, Ricky Wong and Meng Ye will give lessons on the designer course "Be Excellent-Face to Face".

Digital Life, Appreciate Home of the Future

Digital Life Hall will be divided into four experience areas: New Retail, Smart Life, Internet Life and Technology Union. Themed by "Living digital Life, Meeting Intelligent Future", this hall has gathered many enterprises specialized in intelligent system and "cloud" technology such as LUTRON, Crestron and Unisound.

Date: 28th-30th Sep. 2018

Venue: New Venue, China International Exhibition Center