

A large diamond-shaped graphic composed of two triangles meeting at a point. The left triangle is teal and the right triangle is bright cyan. In the center, a white square with a thin white border contains the numbers '20' on the top line and '17' on the bottom line, both in a bold, white, sans-serif font.

20
17

中国（无锡）国际设计博览会

China (Wuxi) International Design Expo



CONTENTS

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**PART
1**

General Scheme



ORGANIZER

Sponsor

State Intellectual Property Office of PRC
Ministry of S&T of PRC
Jiangsu Provincial People's Government

Co-Organizer

Jiangnan University
Wuxi National Industrial Design Park
Jiangsu Industrial Design Association

Host Party

China Industrial Design Association
China Automotive Engineering Society
Intellectual Property Office of Jiangsu Province
Department of science and technology of Jiangsu Province
Wuxi Municipal People's Government
Jiangsu science and Technology Innovation Association

Support

International Federation of Industrial Design
Bavaria German Chemical Cluster
MIT Industrial Liaising Program
China Productivity Industrial Design Service Alliance

Germany

City
Stadt Schillingsfürst

Cooperative Executive Organizer

Shanghai Honghao Exhibition Services Co., Ltd.
Asia International Foundation

1

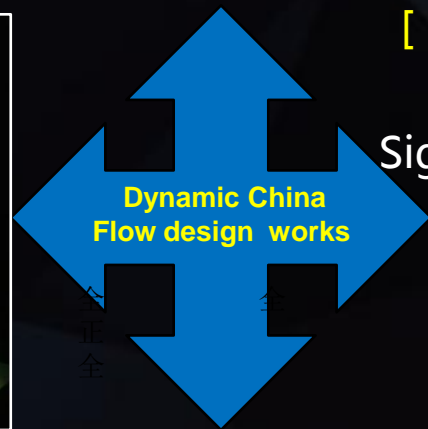
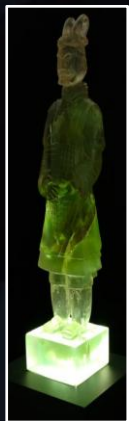
Date: September 2017 (4 days)

Venue: Taihu International Expo Center, Wuxi

2

3

Scale: The professional visitors and the public are expected to reach over 40,000. Exhibition area is about 16000 square meters.



[Dynamic China
Global Fever]

Sight Design Belt



Purpose

- * To make a grand gathering of domestic and International outstanding design talent.
- * To create a platform for excellent design products

Aim

- * To create a unique exhibition brand image, based on international standards
- Provide a professional standard exhibition service
- To build up a high tech standardized professional and humane exhibition space

Section

- * Exhibition
- * Events
- * Conferences
- * Dynamic China Global Fever
- * Art linked
- * Sight Design Belt

Level

- * Professional
- * International
- * Branding



Purpose

In recent years, with the acceleration of China's new industrialization, Informatization , urbanization and agricultural modernization process, the cultural artistic creativity and design services have been traversed in various sectors of the economic and social sectors.

To Promote the development of new type and high-end service industries, such as creative cultural and design service, and to promote the deep integration with the real economy, is the significant initiatives to cultivate a new growth point of the national economy and enhance the national cultural soft power and industrial competitiveness, is the inner requirement to develop innovative economy and to promote the adjustment of economic structure and the transformation of development mode and the realization of the internal requirements of "China-made" to "China's creation" , It is the important way to promote products and service innovation, give birth to emerging formats, the promotion of employment, the diversification of consumer demands and the improvement of people's quality of life.

In the development of this trend, relying on the concept of 'source of design' and linking the main line of 'talent' and 'material' to art from the content to the form, we strive to forge 'China (Wuxi) International Design Expo' into the true sense of an international exhibition, the Authoritative platform created in China.

Talents

- A platform for the domestic designers to show their talents
- A diversification communication platform provided for foreign designers and domestic enterprises and institutions

Material

- Using 'material and design' as a unique entering point

Purpose

Company/Design student

Through this platform, Enterprises are able to attract more talents and design students can contact more enterprises, thus achieving the purpose of attracting talents and promoting employment to achieve a win-win situation.

Company

Company/Designer

By building a supply and demand exchange platform, we can promote business and design Division for two-way communication in order to promote the design of products and projects' landing 'and' sign up' .

Exchange

Culture

Art

Design student

Designer

Design student / Designer

The students studying Design will be in the series of activities, have the opportunity to close and well-known designers at home and abroad to communicate and exchange. Enhance the professional field of vision of a new generation of design talent, the most fundamental implementation of the heavy task of 'cultivating talent' .

Aim

Brand image

Through brand visual design of China (Wuxi) International Design, we can demonstrate a more powerful embodiment of our international aesthetic height. And international standards, toward the internationally renowned large-scale design exhibition and development

Quality services

Before exhibition, during exhibition, and after exhibition, the General Assembly will provide exhibitors and visitors comprehensive human services, it is committed to creating an international exhibition which should be the service brand, for the long-term development and lay

Professional matching

From the home exhibition hall setting up to the equipping a series of Taiwan lights sound equipment, we will provide the international professional exhibition standards to plan and operation. Through the introduction of VR and other emerging technology to present a refreshing personalized exhibition space



Sector



Pavilion main line :

1. Industry Category
2. Electronics Category
3. Public Category
4. Major Health Category
5. Germany Pavilion Germany Swiss Japan, etc.
Import Germany RED DOT 及 RED DOT Design
6. Denmark Pavilion
Denmark Sweden Finland Italy etc. import Lego
7. [Dynamic China Global Fever] Pavilion (Cultural & Art Exchange)
8. Life Plan
9. Nursing house
10. Architectural Design
11. Jiangnan University (Design)
12. Town Environment Protect Design



Exhibition Subordinate :

1. Real estate
2. Design colleges and design companies
3. Taihu Award Zone
4. sight design belt



Events :

1. Taihu Award Design Competition
2. Exhibitors Selection Contest
3. The Opening Ceremony
4. CEO Luncheon Meeting
5. 晚宴
6. Official Dinner Party
7. Media Breakfast
8. Cartoon parade and Show
(eg: Doraemon)
9. Food Festival
10. Running
11. Imedia
12. Lego Contest



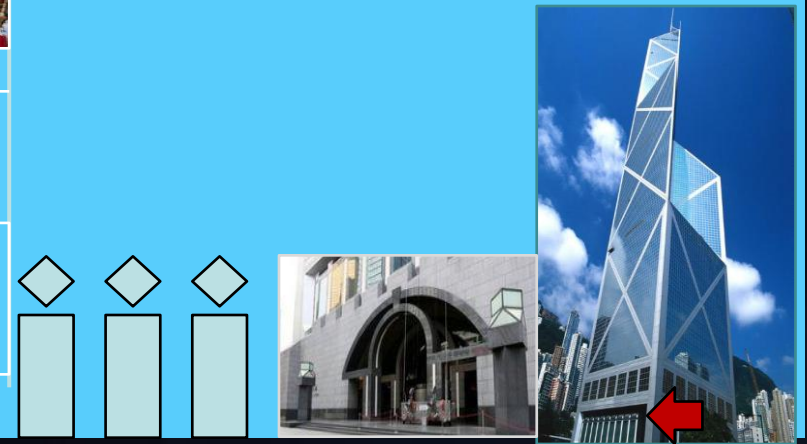
13. Introduce RED DOT DESIGN Award Works Show



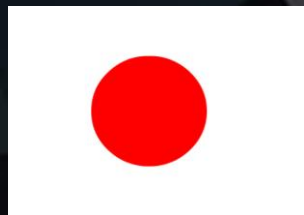
Germany red dot design award works show

Conferences :

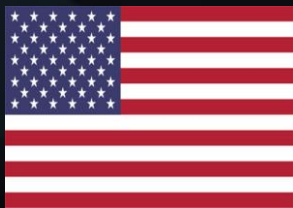
1. " Lifestyle and the future development of the real estate" Forum
2. "Green City" Forum
3. " German Industry 4.0 " Seminar
4. "New Generation Design Talent Cultivation" Seminar
5. Idea and story of Cartoon Characters (eg: Doraemon)
6. Feng Shui Seminar (geomantic omen)
e.g. :Bank of China, Hong Kong
7. VIP Guest Forum (Germany)



International Platform



Japan



U.S.A



Italy



China



Denmark



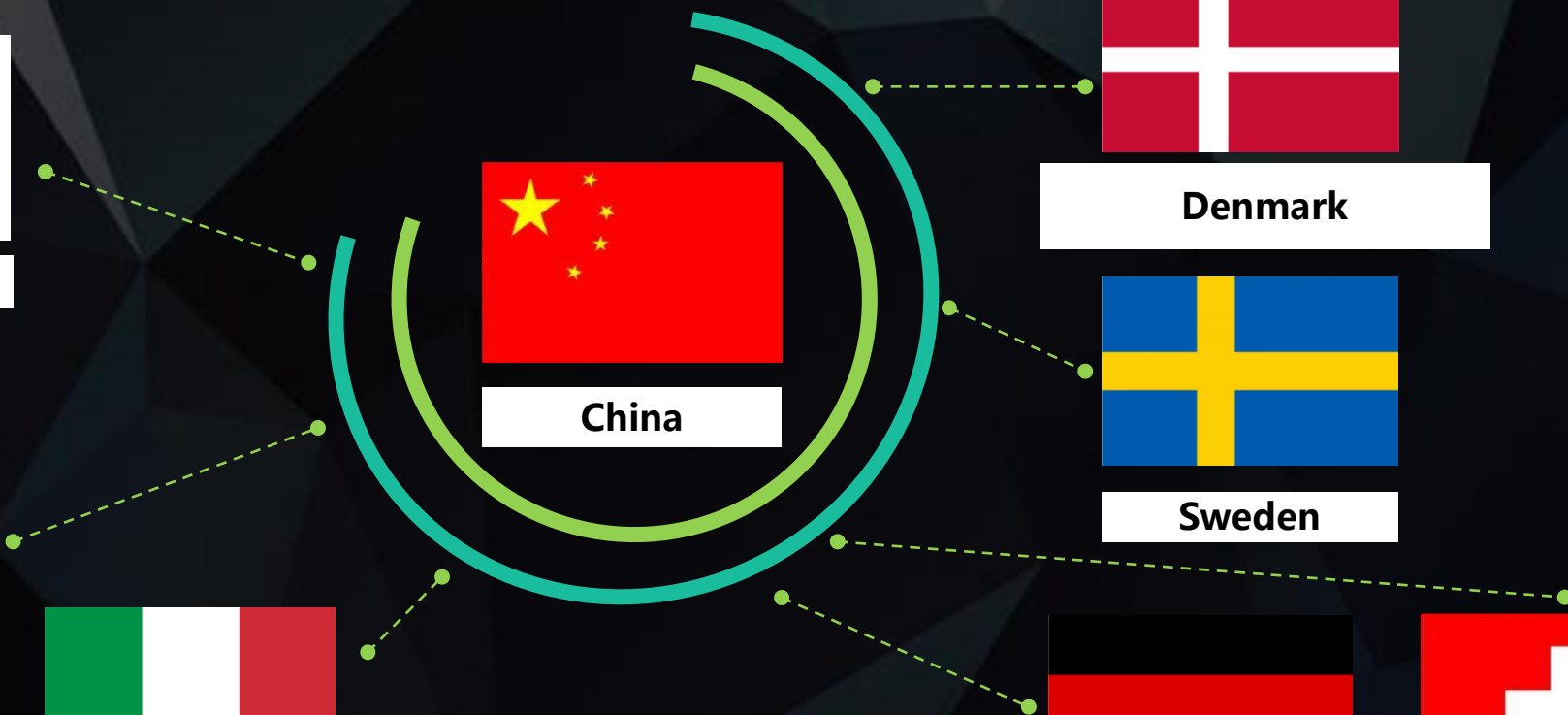
Sweden



Germany



Swiss



Main Line

Industry Category:
Iron and steel industry,
metallurgical industry,
machinery, energy,
chemical, building
materials...



Public Category:
Urban infrastructure
facilities, environmental
protection facilities, public
transport facilities...



Electronics Category:
Communications and
handheld devices, smart
home products, smart car
products, smart wear
products...



Major health Category:
Intelligent medical
equipment, smart home
health care equipment,
nursing home and
pension equipment
design...



Auxiliary Line

Design institutions and companies:
Led by Jiangnan University, the well-known national design institutes; product design, interior design, architectural design and other enterprises



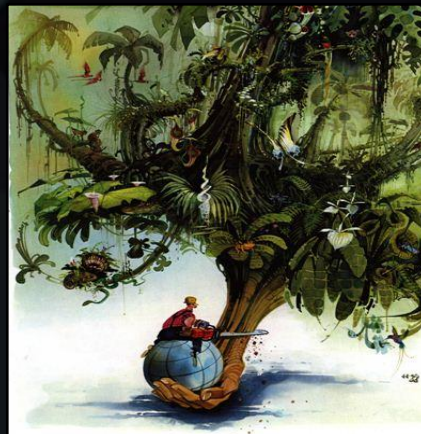
Real estate:
Mainly **Jiangsu** Province real estate, Supplemented by north of Guangzhou and Shenzhen real estate. Highlight architectural and interior design of the real estate.



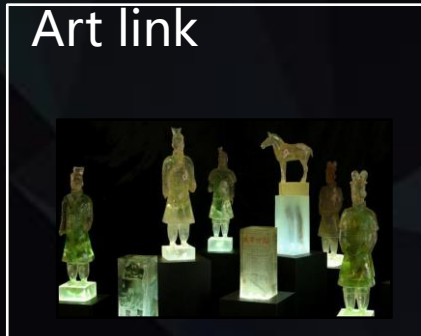
Auxiliaries

Creative market :

The exhibition which creative design of products as the main, the design will be brought into life, also to promote the general flow of people and the atmosphere.



Art link



Taihu Award :

Selected entries show



Starlight World Honours



Outdoor Part

Wuxi Design Week - Outdoor Carnival :

Set of leisure and entertainment in one of the outdoor carnival, and it will become a landmark event every year.

This will be a good place for people to feel creative culture and entertainment in Wuxi. people go out of the high-rise buildings in the downtown and come here to creative bazaar, tasting the flavor of delicacy, natural breathing air, experience and educational recreation projects.

Through the popularity of outdoor, we will drive the flow of indoor exhibition area, open up the outdoor leisure space and indoor creative space, shape the new concept and establishment of the annual Wuxi landmark event.



Events

Color Wuxi

Through the design week, the official We Chat point will assemble personal message across the country and published them on the bulletin board of the well-known attractions in Wuxi, thus forming a unique landscape.

This novel form of promotion not only will help design week gather popularity in a short period of time, but it will also help extend the 'design' concept to every corner of the city and set off a new wave of the city design.



Events



Taihu Award Design Competition

- * Through the competition led by Jiangnan University, the radiation of the national well-known design college students to participate in the competition, devoted to China's design potential training.
- * Establishing professional judges at home and abroad is to build the "Red Dot Design Award", an international design awards, so as to enhance the China (Wuxi) International Design Expo brand awareness and authority.
- * LEGO competition

Exhibitors Selection Contest

- * To encourage the exhibitor in the related industry, the contest will be classified in Booth *Exterior Design, Quality Materials, Innovation and Environment Protection*, etc.
 - * Starlight World Honour
- Co-chaired by the Asia International Foundation, a co-operation unit, through establishing the jury, select outstanding individuals and institutions who win the contest, and / or have special contribution to the Expo.

Events



"Dream Home" column on site recruit and annual awards ceremony

Apply the famous column of "Dream Home" to the exhibition for site registration.



- * Food Festival
- * Boxing Cat Beer, Wuxi Dumpling, Taiwan Cuisine



- * Float parade



Events



Official Dinner

With the celebration of Taihu Award and Exhibitor Selection Contest, gather political leaders, industry experts, exhibitors and sponsors to make a platform for exchange and negotiation.



Opening Ceremony

The first day of exhibition, attended by Sponsor, Host Party and Co-organizer. Home and abroad industry guests, interspersed with the opening of the show, the launching ceremony etc. Also, the support party and Mayor from Germany will give a speech.

Events



Media Breakfast

Local media, the main domestic and international media as a supplement to organize on-site interviews to committee members, VIP guests and exhibitors.

Made to invite the media, integrated media, art media, Phoenix TV media, etc.



CEO luncheon

Invited exhibitors, potential exhibitors CEO and related leadership will participate. The aim is to provide a more direct dialogue between enterprises and enterprises, institutions and enterprises. At the same time to help the general assembly to understand the results of the exhibition of feedback.



Smart consumer day Award

Let design get into daily life, to enhance the public's aesthetic. To attract the audience to participate in activities, the one who guess the price most close to the exhibits can get the product for free, so as to bring out the value of design, the design plays a vital role in promoting the value of products.

Forum

Forum of “Future development of life style and real estate”

As China's economy is taking off, the lifestyle of modern Chinese is changing. Real estate in the overall planning and design in the future trends and changes, it is worth all the relevant industry professionals to explore.

*** Invited objectives :**

Real estate enterprise
Construction Engineering Co,
Interior design company
Building material enterprise
Smart home appliance enterprises
Artists and art organizations
Fengshui master

Forum of “Green City”

Urban planning and design is closely related to people's lives. With the concept of new energy and intelligence, how to build a green city, which is harmless and environmentally friendly and intelligent in the development of high speed cities, is a point worthy of discussion.

*** Invited objectives :**

City Planning Institute
Intelligent equipment enterprise
New energy equipment enterprises
Design Institute experts
Artist

Forum of “German industrial 4”

The development of design is always closely related to the development of science and technology. The famous German "Fraunhofer Association" will be invited - Europe's largest application of scientific research institutions, to provide world-class, government agencies, universities and enterprises, and the use of science and technology through the understanding of the most advanced, and the better the industrial design to the next level.

Design Book Fair [dynamic China] series contractors

“Design Talent” Workshop

The design of the future lies in the training of design talents, and the design of China lies in the cultivation of the talents in china. This is a communication platform to provide educational ideas and models for design institutes. Through the industry research, better for the next generation of designers

Invited unit:

Representatives of major design institutes in China
Dean of foreign famous design institute

Future Plan

Professional

With the participation of design talents and the relevant industry exhibitors, we will become domestic first-class professional design exhibition in one year.

International

From exhibitors to guests, from the exhibition brand to service facilities, we will use three years to establish a comprehensive design exhibition with international standards

Branding

In 3-5 years, we will establish a mature and high standards of the exhibition brand, creating a beautiful city of Wuxi.



VIEW OF DESIGN AND ART

George Kaku

- Hong Kong Origin, Educated in UK & Japan, Architect Scholar
- Exec. President, Asia International Foundation, Hong Kong
- Strategic Dvlpmt. Commissioner, Hong Hao Exhibition Group. China
- Exec. Director, Asia International Art Fair , Hong Kong (former)
- Exec. Director, Public listed South China Strategic Group. Hong Kong (former)

Design and art, are in strictness being positioned together. Design contains infinite art elements, at the same time, art also contains infinite design elements. For example, the design and art expression in modernism is descended after passing through the ordeal of era and time. In which art almost become the main element of the design field, and it is the tendency that the original design elements have been almost marginalized.

Modernized Art performance furthermore has march towards to the abstract presentation, which is caused by the era of environment, education, aesthetic standard and the living style. However, at the same time, the industrial design's mass production, the intervention of science and economic, make the trend of art serving the production of industrial design, to be quietly formed up. And, in lieu of Art, the Design has become a new subject in expression. It is due to the evolution of reality. There is no right or wrong, only anagenesis. The development of Design and Art have their precedent to follow. The history of Design and Art have gone forward with great strength and vigour, full of change of proper idea and theory.

In fact, Design and Art are sometimes-complex mix-and-match. They are in fusion status. Design art is same as art design. We have both only the proportion of allocation, it is difficult to have zero sum choice.

If we put the value of Art and Design to be equivalently treated, and let them in one stage performances, and closely integrated together, that is the most scientific state of the Art Design, and is also the highest realm of the Design Art as well.

Art is completely personalized, and is the sole expression for oneself, as well as self-expression. Design is for other people, to solve creative scheme to complete the activities for proper technical target or use.

Design has precise relationship with economic commercial marketing , making enjoyment from hylc satisfaction , it can be quantified. Art is a kind of mental activity, to meet the spirit of imagination. It can not be quantified. But both their basic skills are by means of creating and innovation. Art is in connection

with collection , where Design is related to application, but both are able to have market value, depending on promotion work, to promote the Artists and Designers to have popularity and flow into the society, and to praise the high honor in the world as well.

The utilitarian of Design is very huge, Art is on the more personal emotion expression, pure creative take things personally. Art can be of inheritance, where Design should have rapid alternative changing idea to meet market need. Design belongs to the product of material culture, and Art belongs to the product of spiritual culture. It is necessary for us to both rise them up coherently for discuss and expression. It is the demand and trend of modern society, as well as the pursuit of people's living quality improvement and human accomplishment and optimization.

When it comes to Art's influence on the Industrial Design, we need to talk from 2 D painting expression. In which painting of plane visual performance, provides the basis for Industrial Design and means of design intentions. And the design idea is start from concept to go into the actual process of visual form. Thought in the field of design diagrams, sketches, is developed from painting to two-dimensional space performance, as programmed, to export the preliminary gen, colour and shape. With 2D as the basis of further expression of three-dimensional space, form the three-dimensional, as well as the art in connection with the sculpture space concept is created. In the same system, the development of the design of the living product, eventually form up the industrialization.

To form three-dimensional takes solid figure to understand; Formation of industrialization is based on imagination interpretation to expand as a science and mass production.

Modern Industrial Design products, even more gradually evolve into an abstract expression. This is the inevitable evolution of modern production technology and materials used. Architecture is the top expression of the creation in three dimensional space. So, furthermore, the development of Industrial Design, inevitably affected by architectural art, style and theory. Almost every time in the change and development of the architectural art, has been affecting the design and creation of living Industrial Design products. Both have close relationship with human living. The occurrence of the industrial revolution is inevitable, not by accident. Art always accompany with Design tightly together.

From the concept of modernism point of view, there is no different in designing a building and designing a mobile phone. The appearance of the product design performance follows more modern contemporary design language and elements as a trend. And architectural design style trend is particularly sensitive. Architecture development is known as the effective pilot with the changes of



daily living product design. In the process of its evolution to the shape, material, design style, color, science and technology and so on, all have been confessed, unequivocally. For example, mobile phone appearance has been developing for transparent which is without ending edge, is totally like an endless full glass curtain wall of the building.

In the sixties and seventies of the 20th century, British Archigram ideas programme rised, although it is heterogeneous products and ideas, but it represents a masterpiece of fighter when avant-garde architectural design studies change. Their spirit are full of courage and nobility, which have leaving an important page in the history of architectural design. Though Archigram studies emphasize the construction equipment to replace the importance of the architecture and building itself, but still can't leave the Art elements in performance. At that time, the shape design of construction aequipment, in intentionally or unintentionally, had produced messy beauty of Art.

The sketching, painting, sculpturing , architecturing of Pure art's theory and skill, performance, style and so on are all the creation of the design process. Forming from 2 d to 3 d space, is a kind of life experience and trial, with no retreat, and only going forward.

If Art is life cultivation, then Design is the experience of life. From intellectuals to scientists, from art's point of view, are the passing travelers in life. In which , Vision and fantasy appearing in hurry, make people acclaim as the top of perfection. Eventually, cultivation and experience are both a kind of enjoyment.

So, how to look upon art, crafts, and industrial design?

Art belongs to the creative art and pure fine art. Art is usually an uniqueness and is not the repetitive creation.

Craft belongs to product of practical art, can be mass productive and repetitive manufacturing. And Industrial Design is the industrial revolution, which is after joined with the mechanical design art and scientific elements. The reason why the industrial revolution happened in Germany, is due to the German national science well developed, people's high artistic accomplishment, top level education and culture, people's character of spontaneity, national patriotic and research of the high demand for the product quality and persistence, etc.

German industrial 4.0, is actually another revolutionary industrial high-tech strategic plan. Using the wisdom of the people interacting with mechanical and environmental plant, to carry out the integration of customers and business partners through the business process and value process. Based on the

technology of the network entity system and the Internet, using Cyber – Physical System (CPS) to supply the digital information and wisdom of manufacturing and sales production , and finally to achieve fast and efficient personalized products supply. But German industrial 4.0 is also inseparable from the fusion of Art and Design.

In addition, a new round of design art revolution slowly and orderly happened in Germany. We look forward to great achievements and influence at the beginning of the 21st century. And we will focus with the development. Today, as we are in contemporary age, to establish a China-Germany comprehensive effective communication bridge and platform of Design and Art, is a need.

China Wuxi International Design Expo. now executively Organized by Shanghai Hong Hao exhibition service co., LTD, has lead in the art element, to let Design and Art be performing in the same stage of event. It is the trend of times, and is a sign of responsibility, to fulfill our mission. We furthermore encourage Design and Art exposition, ascended to the level of international cultural exchange. And a large number of exhibitors of global Design and Art experts, well-known enterprises, academic institutions, designers, artists, politicians, etc. are to be invited to join the exposition as coming to joyful festival and trading fair event. China Wuxi International Design Expo's trading platform will be a display of the international and domestic Industrial Design, Living design, Space design, Art and craft and so on, as a multiple expo. and trade platfo

By GEORGE KAKU all right reserved

Jan. , 2017



PART
2

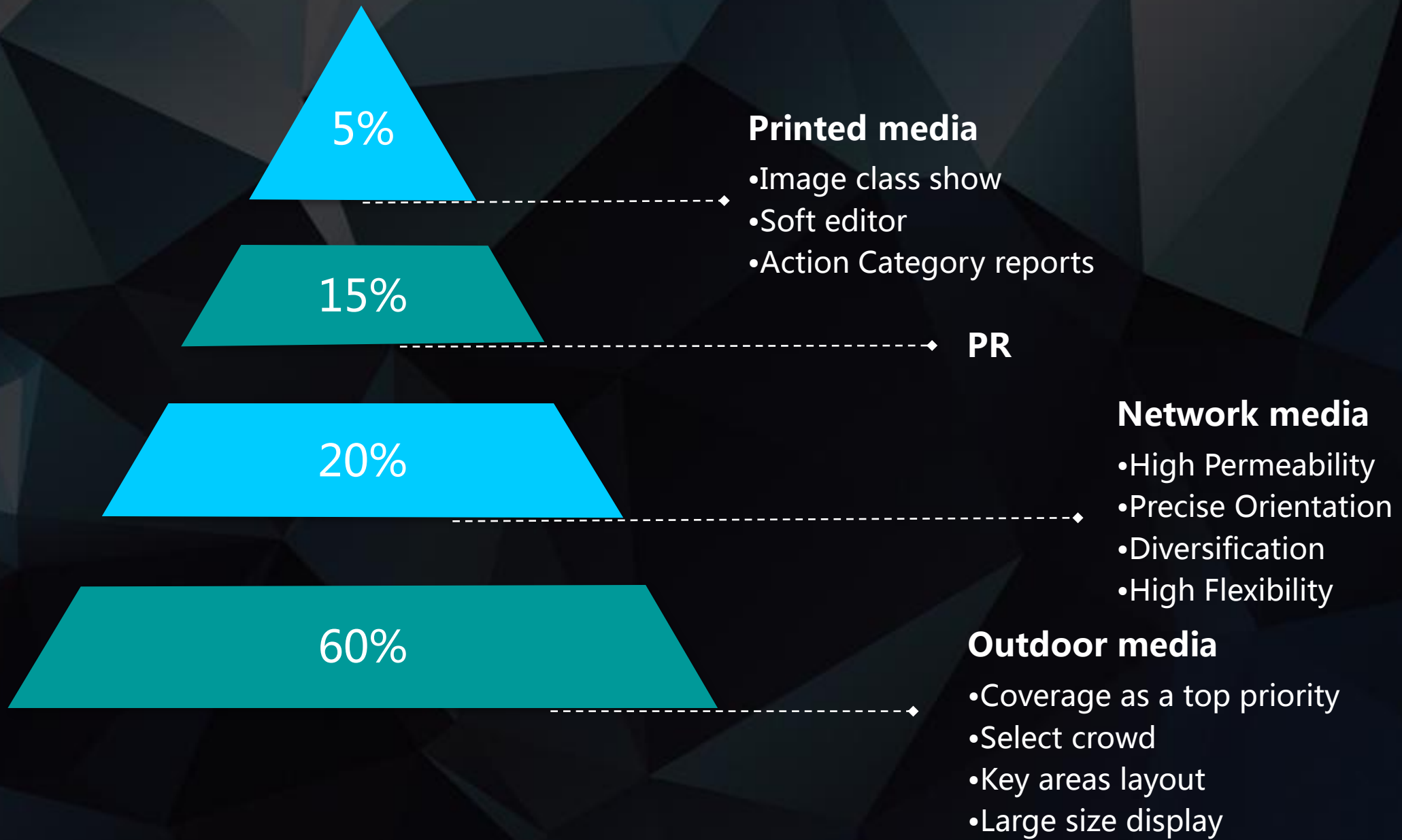
宣传推广方案
Promotion Scheme

Offline promotion Road Show - "Taihu Award" Design Competition

High-level judges + professional display platform + excellent employment opportunities

Attractive incentives (such as the European tour)

Through pre-exhibition road shows, highlight news point, to make the promotion more effective



5%

Printed media

- Image class show
- Soft editor
- Action Category reports

15%

PR

20%

Network media

- High Permeability
- Precise Orientation
- Diversification
- High Flexibility

60%

Outdoor media

- Coverage as a top priority
- Select crowd
- Key areas layout
- Large size display

Media combination scheme

| | Wuxi | Beijing, Shanghai, Guangzhou, Zhenshen | |
|----------------|---|---|-----|
| Outdoor | Media light box/Elevated road at the airport The Waiting Room/ Light Box Cartoon parade | Large outdoor LED screen The Waiting Room/ Light Box | 60% |
| Network | Vertical website such as sina and sohu news - text chain + press release show Network video patch WeChat friends/KOL articles | | 20% |
| Printed | Design/art/news/economic/life authoritative media | | 5% |
| PR | BLT offline advertising/road/media press conference, etc | | 15% |



**PART
3**

Project Schedule

2016 Dec 20th

Preliminary program and budget

2016 Nov 30th

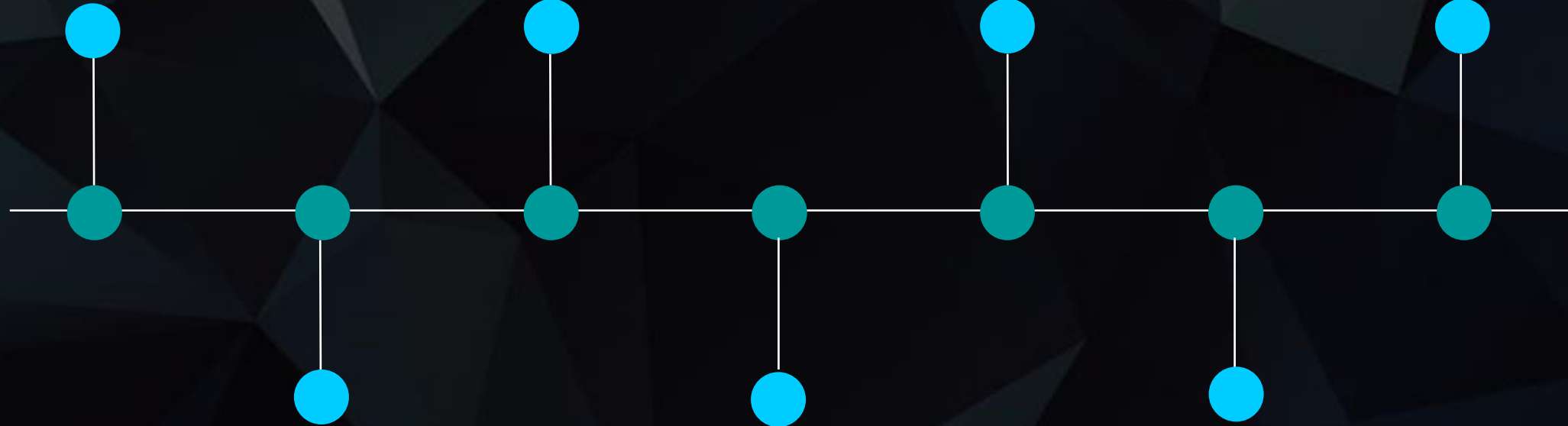
Funds in place

2017 Jan 5th

Initiate Booth booking

2017 Feb 15th

Finalization of the Detailed activity plan



2016 Nov 15th

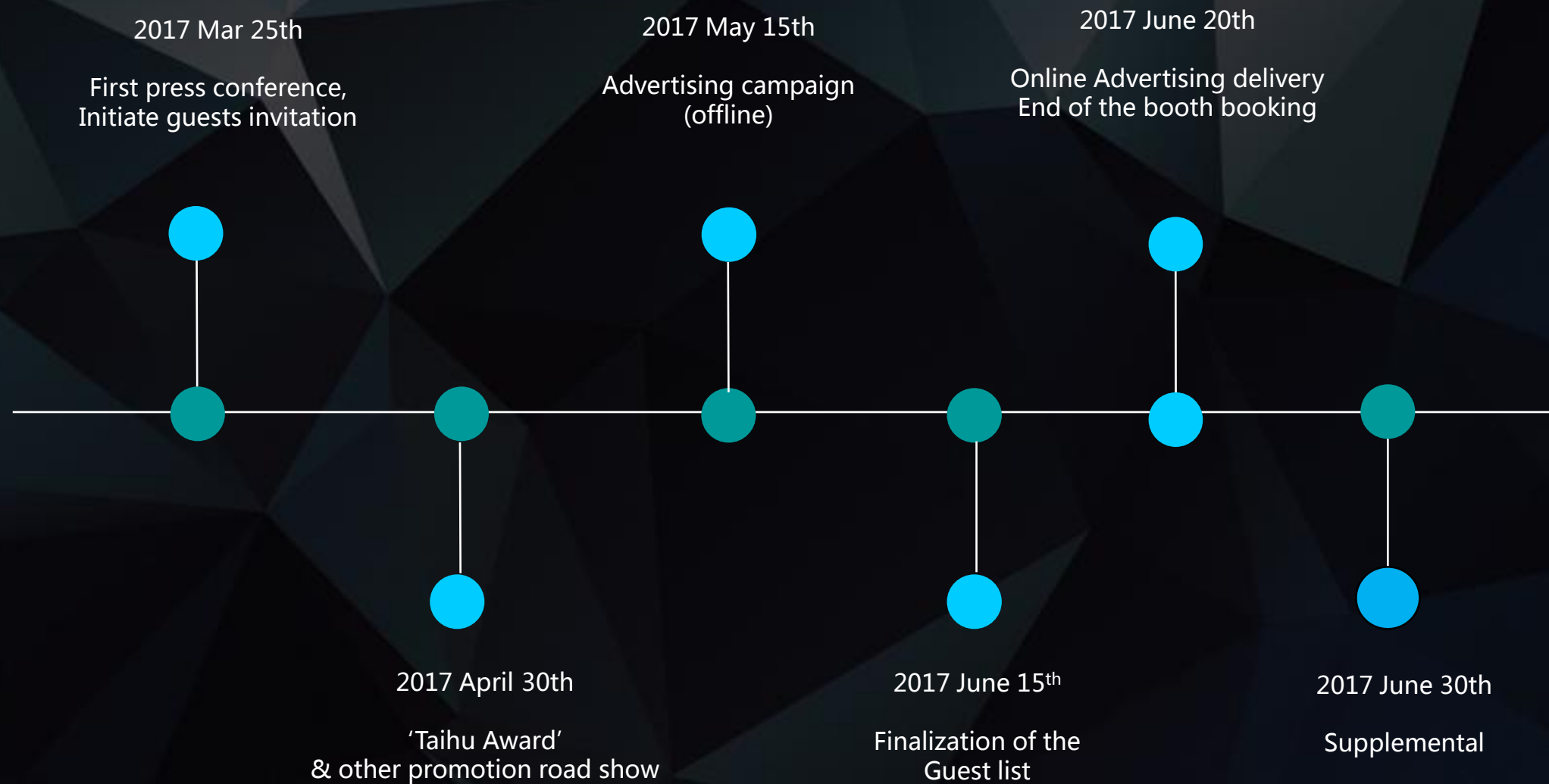
Refinement program of Government approval

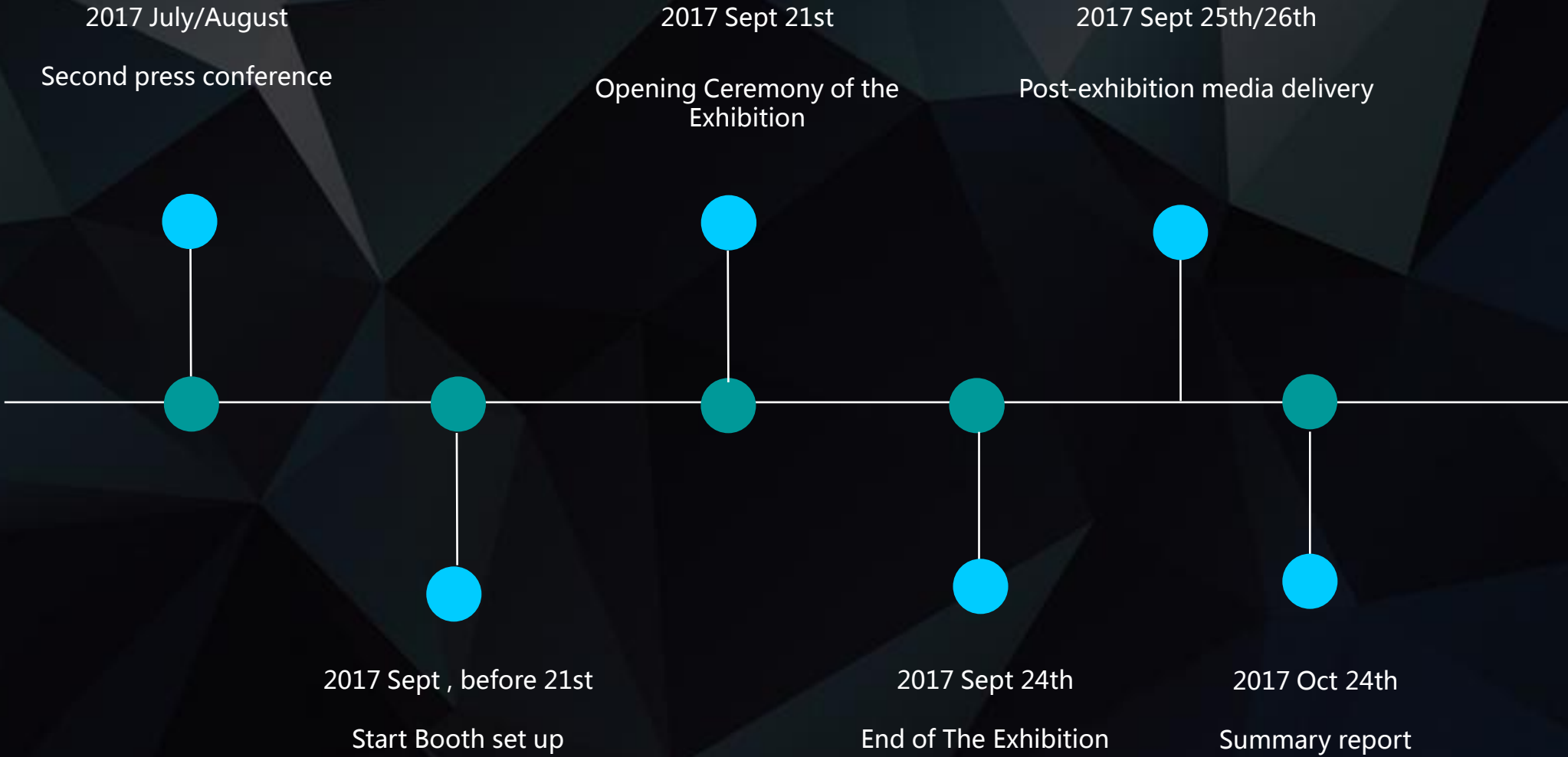
2016 Dec 15th

Finalization of the VI design, preliminary site planning and the basic activities

2017 Jan 25th

Finalization of the The brochure and the official platform





谢谢
大家

THANKS