

PRESS RELEASE

ZHU – HANGZHOU DESIGN FESTIVAL

The first edition of Zhu – Hangzhou Design Festival will be held at the White Horse Exhibition Centre in the Binjiang District from October 9th till the 15th.

The project is a cooperation of the Municipality of Hangzhou, Western Lake Expo, China Tang with the support of ADI, the Italian Association of Design.

The project shows in a spectacular and theatrical venue the contemporary “Italian way of life”, through the language of fashion, furnishings and industrial design. The event, named ITALIA AMO, curated by eb&c Research Centre Enrico Baleri, showcases the culturally acquired values of Italy in full respect of the hosting environment.

The exhibition space will be ideally divided in different theme areas connected to each other and with sets capable of recreating the way of luxury of imaginary Italian cities overlooked by the shop windows of furniture and fashion, each dedicated to a brand.

The event will include **designers**, furniture manufacturers and fashion houses that are the flagship of the “Made in Italy” in the world and that made the history of Italian costume and industrial design, such as **Alessi, Alias, Artemide, B&B Italia, Driade, Flos, Kartell, Luceplan and Poliform**.

A **fashion area**, dedicated to **Ferragamo**, will show the story of the man who changed the way of wear shoes since 1938.

The exhibition “**99 Icons**” will complement the project, bringing together still in production objects selected from icons of design and fashion that have marked the history of Italian industrial design. Particular emphasis is directed to the field of training and education, represented here by a significant group of schools dealing with the involved areas.

Alongside the leading **Schools of education** and training together with magazines tell and investigate the evolution of new styles linked to the contemporary world.

Round tables, **seminars and workshops** with experts, designers, school professors and entrepreneurs will be organized during the seven days. The meetings will have restricted entry on reservation for professionals and students actively confronting Italian experts with Chinese professionals in an intercultural exchange of experience and know-how. In addition to the program above, three workshops will be organized for a selected number of students and will deal with the following topics: Industrial Design, Aesthetics and Fashion. On the morning of the 9th of October distinguished designer from both parts will talk about the future of Chinese design and the way to promote it globally.

Zhu Hangzhou International Design Festival shows the design in all its aspects, including **transport design**.

The Ferrari FF, the FIAT 500 and the FIAT Viaggio present the quality and the latest innovation of the Italian best automobile design brands.

The opening reception will be held the 9th of October at 2.30 p.m. at the White Horse International Exhibition Centre.

Organizer: China Cultural Heritage Protection
Municipality of Hangzhou

Promoter: China Tang Academy Co.Ltd.

Co-organizers: China Hangzhou Cultural&Creative Industry Expo

Realized by: Hangzhou Binjiang District Government
Hangzhou Tang Academy Co.Ltd.
Western Lake International Expo Co.Ltd.

Italian Pavillion:

Curated by: eb&c Research Centre Enrico Baleri

Supported by: ADI - Association for the Industrial Design
ADI Compasso D'Oro Award Foundation
Italian Institute of Culture Beijing
National Chamber for Italian Fashion
Politecnico di Milano - The School of Design
Academy of Fine Arts of Brera-Milan

Thanks to: Collectivo Network

Many thanks to the Brands:

Alessi	De Padova	Marinella
Alias	Driade	Olivari
Artemide	Dolce & Gabbana	Oluce
Aspesi	Estel/Simon	San Lorenzo
Aurora	Ferragamo	Superga
Azucena	Ferrari	Poliform
B&B Italia	Fiat	Porselli
Brembo	Flos	Prada
Brionvega	FontanaArte	Valsecchi 1918
Car Shoe	Gucci	Valstar
Cerruti Baleri	Kartell	Venini
Cinelli	Kleis	Zanotta
Danese	Luceplan	

Many thanks to the Universities:

Brera Fine Art Academy	IAAD	NABA
Domus Academy	ISIA ROMA DESIGN	Milan Politecnico
IED		

Italian Media Partners:

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CASE DA ABITARE	MARIE CLAIRE	VOGUE SPOSA
DDN	MARIE CLAIRE MAISON	VOGUE BAMBINI
DOMUS	SPOSABELLA	VOGUE ACCESSORY
ELLE	STYLE MAGAZINE	

2012 铸 杭州国际设计节

2012 年杭州市民在度过十月长假后，将有机会亲身感受世界一流设计品牌的光芒。由中华人民共和国文化部华夏文化遗产保护中心、杭州市人民政府共同支持的铸杭州国际设计节将于2012 年10 月9 日至15 日期间于杭州滨江白马湖国际会展中心盛大启幕。

本届设计节得到了意大利工业设计协会、意大利时装商会、米兰理工大学、布雷拉艺术学院等设计领域机构院校的支持。设计节以设计国度意大利为切入点，众多国际品牌齐聚一堂，让大众近距离感受 Made in Italy 的精致优雅与地中海的浪漫情调。活动期间意大利展区按不同的设计主题划分为不同板块，众多意大利知名**家具品牌**，如：Alessi, Alias, Artemide, B&B Italia, Driade, Flos, Kartell, Luceplan, Poliform 等齐聚一堂，共同讲述意大利家居设计悠久历史与独特文化。

时尚大牌 Ferragamo 也将亲临现场，届时，1938 年萨尔瓦托勒·菲拉格慕先生为朱迪·嘉兰设计的彩虹楔跟凉鞋巨大复制品将出现在时尚展区，缤纷的色彩邂逅精细缜密的工艺，制鞋神话从此变得生动真实。

最吸引眼球的要属**99icons 区**，在此将集中展示意大利设计自五、六年代崛起到迈向巅峰的辉煌历程。在一个椭圆形的私密空间里，99 件在意大利设计史上具有里程碑意义的作品呈现在你的眼前。他们是意大利设计浓缩的精华，是一代又一代伟大设计师汗水和灵感的结晶。

除此之外，到场参展的还有七家意大利知名**设计类知名院校**以及众多设计时尚类专业媒体杂志。他们是天才的缔造者，孕育培养出一批批杰出的设计人才，并孜孜不倦地向世界传播意大利设计高昂奋进的交响乐。活动期间，中西方设计大师，知名记者纷纷到场，与中国设计院校的学子及专业人才形成亲密互动，更有三场**workshop 研讨会**盛大启幕，将设计节国际化与专业性并存的主旋律推向高潮。

活动的亮点远不止步于此。**来自汽车制造王国法拉利，菲亚特**旗下的三款名车将闪耀亮相展览现场，其经典的外形，奢华的品质，巧妙的细节处理定会为杭城市民带来更强烈的视觉刺激，诚邀您届时与我们一起踏上此次设计的奢华之旅。

与之相比，本届设计节国际展区内容更显丰富，多家杰出华夏企业激荡头脑风暴，携手上演企业文化与经营战略的大比拼。民族手工业艺术大师作品百花绽放，香炉演绎充满东方神韵的熏香文化，玲珑剔透的琉璃艺术品定使前来观展的你目不暇接，我们还将联手台湾地区独立设计师，共赏海峡两岸设计艺术跨界交流。杭州本土品牌江南布衣向你倾诉传统印染与最新时尚潮流的巧妙融合，更有联想，奔驰等现代工业领军品牌莅临现场，带来他们全新的产品和设计理念……

本届设计节将以一场设计领域专业论坛拉开帷幕，届时将有中意八位设计师就未来的中国设计发展轨道进行对话，活动开幕式定于2012 年10 月9 日下午两点举行。

1 个全球最新设计理念展示的设计节！

99 个世界顶级品牌背后的设计故事！！

100 个华人优秀企业的设计盛会！！！

将民族企业打造成世界名牌的摇篮，

中国设计新星升起的地方

组织机构

主办方：中华人民共和国文化部华夏文化遗产保护中心

杭州市人民政府

发起人：唐凯国际文化发展（北京）有限公司

协办方：中国杭州文化创意产业博览会组委会

承办方：杭州市高新（滨江）区人民政府

杭州唐凯文化创意有限公司

杭州西湖国际博览有限公司

意大利：

策展机构：eb&c 设计研发工作室 Enrico Baleri, Luigi Baroli

合作机构：意大利工业设计协会 / 意大利金圆规奖基金会 / 意大利使馆文化处 / 意大利时装商会 / 布雷拉美术学院 / 米兰理工大学设计学院

鸣谢：Collectivo 科沃设计工作室

合作企业：

Alessi

Alias

Artemide

Aspesi

Aurora

Azucena

B&B Italia

Brembo

Brionvega

Car Shoe

Cerruti Baleri

Cinelli

Danese

De Padova

Driade

Dolce & Gabbana

Estel/Simon

Ferragamo

Ferrari

Fiat

Flos

FontanaArte

Gucci

Kartell

Kleis

Luceplan

Marinella

Olivari

Oluce

San Lorenzo

Superga

Poliform

Porselli

Prada

Valsecchi 1918

Valstar

Venini

Zanotta

合作院校：

布雷拉美术学院

多莫斯设计学院

都灵艺术设计学院

欧洲设计学院

米兰新美术学院

米兰理工大学设计学院

罗马艺术设计高等院校

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CASABELLA

CASE DA ABITARE

DDN

DOMUS

ELLE

ELLE DECOR

GRAZIA

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MARIE CLAIRE

MARIE CLAIRE MAISON

SPOSABELLA

STYLE MAGAZINE

VILLE E GIARDINI

VOGUE

L'UOMO VOGUE

VOGUE GIOIELLO

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