ON DESIGN shanghai -- Interior Lifestyle China
"Beyond Architecture"

About the Project

"Beyond Architecture": Special Exhibition of ON DESIGN shanghai -- Interior Lifestyle China is one of the promotion projects of Shanghai International Creative City Think Tank (hereinafter referred to as Think Tank). As a theme display financially supported by Shanghai Leading Group for Cultural Creative Industry Promotion to drive the development of native original design, the project will choose excellent design brands, talents and products from Shanghai to participate, with a unified image, well-known design exhibitions and business communication activities both in China and abroad in order to enhance the global visibility of Shanghai as a Design Capital with its many creative design brands.

The Think Tank was set up in 2013 by Shanghai Promotion Office of UNESCO Creative City Project under the guidance of Shanghai Leading Group for Cultural Creative Industry Promotion and Shanghai Municipal Commission of Economy and Informatization. Committed to building an international platform for cross-sector communication and cooperation together with global design authorities and celebrities, the Think Tank aims to promote the aggregation, integration, linkage and effective recycling of various resources including human talent, and industrial, business and marketing resources in the field of creative design through information resources sharing, project cooperation, talent exchange & cultivation and trend research & release on an international basis. The Secretariat of the Think Tank is based in Shanghai Promotion Center for City of Design, a non-profit organisation providing services for the development of Shanghai as a Design Capital and for its creative design industry.

Messe Frankfurt, one of the world’s largest trade show organisers, has a portfolio of consumer goods trade fairs covering Japan, India and China, in addition to Ambiente, the most prestigious trade fair for consumer goods and household products held in February in Germany. With its rich international resources and local advantages,
Messe Frankfurt spares no effort to promote design at all of its exhibitions through these three programmes: Talents supporting young designers, Next for newly established design companies and Loft to promote mature design brands, all of which are intended to convey the importance of integrating design into life while sharing and exchanging design cases.

In 2015, Shanghai Promotion Center for City of Design and Messe Frankfurt, with the involvement of professional curators, will work together to organise the "Beyond Architecture": Special Exhibition of ON DESIGN shanghai -- Interior Lifestyle China, where original designers, artists and architects interested in crossover design will join to explore and vitalise the aesthetics of life from a broader view and to highlight the originality and inclusiveness of design through shaping the display area into an integrated whole. It is expected to be an international event by virtue of Messe Frankfurt's powerful global platforms and resources.

Nowadays architects' involvement in multiple fields is considered beyond architecture, while this Special Exhibition is a reflection and criticism of boundaries. It is exactly the change of extensional activities that impels the scope of architecture to adjust and be enriched, and that brings new thoughts to other sectors. Through "Beyond Architecture": Special Exhibition of ON DESIGN shanghai -- Interior Lifestyle China, where architects are invited to present their crossover works, visitors will learn about architects' practices in a diversified field and their efforts to integrate and improve the world in the context of increasingly elaborate division of labour. It will be an absolute highlight of the exhibition.

Since 30 famous independent designers in Shanghai (not limited to product designers, architects and artists) will be invited, this event will be the most important group exhibition of fashion interior designers in the country. The items to be displayed fall into several categories including furniture, ceramics, clothing, accessories and video. All the items will be submitted as entries for the special prize of the Annual Home Style Award on Interior Lifestyle China, and excellent works will be selected for further promotion at "ON DESIGN shanghai – IFFT/Interior Lifestyle Living".
Project Information

Project Name: "Beyond Architecture": Special Exhibition of ON DESIGN shanghai -- Interior Lifestyle China

Date: 17 – 19 September 2015

Location: Interior Lifestyle China 2015
          Hall N5 at Shanghai New International Expo Centre

Hosts: Shanghai Promotion Center for City of Design
       Messe Frankfurt (Shanghai) Co., Ltd.

Organisers: Banmagu Culture Development (Beijing) Co., Ltd.
            Shanghai SPAMVITO Architecture and Culture Co., Ltd.

Curators: Zhanhui CHEN, Genxiang HE