


26-28 June 2008
Shanghai Exhibition Center
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David Tsui, Hassell
 Romain Viault
 Ju Bin, Interior designer
 Michele Saeë, Founder of Michele Saeë Architects

Moderator : Helen Yao, Editor-in-chief, Interior Design China

1:30pm-5:30pm VIA seminar (only on invitation)

French identity in the fields of interior design and "art deco", how the french designers contribute to the today creative streams
 Introduction by Gérard LAIZE

VIA presentation

Since its inception in 1979 VIA has pursued its vocation to valorize and promote French creation in design applied to contemporary living (furniture, lighting, tableware, accessories for decoration, rugs, furnishing textiles, etc.), both in France and abroad. Our programme of action covers the entire profession: industrial groups, small and medium-sized firms, artisans, producers, distributors, creative people, and extends to the general public (exhibitions, talks) and neighbouring sectors of activity: contemporary life styles, art, fashion...

French Speakers :

Christian BRIECHER
 Environmental designer, architect, interior architect, scenographer, teacher
 many realisations in Hong Kong & Tokyo

Ammar ELOUENI
 Architect, environmental designer, object design, interior design
 Cooperate with chinese designer

Patrick JOUIN
 Environmental designer, industrial designer, object design
 working with DUCASSE

Eric GIZARD
 Environmental designer, interior architect, furniture design, creation director.

NAÇO agency
 Ms Margot LHERMITTE
 Environmental designer, interior architect, scenographer

Chinese Speakers :

Introduction by SHEN Yu, Shanghai Design & Creative Center,
 Secretary General

SHEN Lidong
 Shanghai Modern architectural, decoration & landscape Design
 Research Institute, Chairman

GAO Chaoyi
 Shanghai Gold Mantis environmental design Institute
 Chief Designer

JUNE 28

11:00am-11:45pm Q&A with the Creative Directors (E)

How to design and create a contemporary furniture fair in Shanghai? A peek into the thinking behind the development of the the newest addition to the 100% Design brand.

Tobias Wong, Co-Creative Director
 Aric Chen, Co-Creative Director
 Julie Mathias, Wolfgang Kaepfner, WOKmedia
 Yao Lu, Dasso

MODERATOR: Andrew Yang, Consultant, 100% Design Shanghai

12:00pm-12:45pm Building a Brand and Retailing in China (E)

The demand for everything in China is immense. However, bringing anything new into the Chinese market is not without its challenges. A discussion on how to promote and build design centric brands in the mainstream contemporary Chinese market.

Richard Hsu, Director, H+; former Executive VP, Weiden & Kennedy Shanghai
 Joanne Ooi, consultant and Creative Director of Shanghai Tang
 Kevin Chen, Deputy General Manager, Expocasa

MODERATOR: Frederik Balfour, Asia Correspondent, Businessweek

1:00pm-2:00pm Design Focus Spotlight : To be announced



Welcome

100% Design Shanghai
International Home Decor & Design (IHDD)
2-3 November 2014
Shanghai Exhibition Centre

100% design
shanghai

IHDD
INTERNATIONAL HOME DECOR & DESIGN
2-3 NOVEMBER 2014
SHANGHAI EXHIBITION CENTRE