EVALUATION REPORT 评估报告

国际设计组织联合认证,全球同步推广 2013 endorsement by



International Federation of Interior Architects/Designers A Partner of the International Design Alliance

国际室内建筑师设计师团体联盟



International Council of Societies of Industrial Design A Partner of the International Design Alliance

www.gzdesignweek.com

THE B2B **DESIGN & BRANDS**

设计+选材博览会

MATERIALS FURNISHINGS ASIA





2013广州国际设计周于12月6-8日在广州保利世贸博览馆盛大举行,成功运营至第8个年头的2013广州国际设计周以**专业性、商务性、国际性**的特点迎来展会展品、品牌及活动的全面"质变",被公认为中国乃至亚洲最具影响力的"设计+选材博览会"。

Successfully entering into the 8th year, Guangzhou Design Week 2013 (GZDW2013) was held in Guangzhou Poly World Trading Center Expo during December 6th-8th, 2013. With its professionalism, commercialism and Globalization, GZDW2013 achieved its comprehensive transformation in exhibition, brands and events. Meanwhile, it has been well recognized as the most influential design event in China even in Asia.



2013广州国际设计周展会共有来自意大利、英国、荷兰、西班牙及中国的300多家知名设计、软装、材料品牌企业参展,其中首发新品**逾100款**,成功吸引**75086人次**来自全球的地产商、设计师、工程商、渠道商等专业人士到场观展,其中**48个**城市的设计师组团参与;

More than 300 companies from Italy, UK, the Netherland, Spain and China par ticipated in GZDW2013,among which there were design agencies, furnishing companies and material companies. More than 100 new products were launched during the fair. This year, Guangzhou Design Week globally gathered 75,086 professional visitors of real estate developers, designers, engineers, dealers, etc, including 48 designer groups from different cities.



2013广州国际设计周共有来自全球的**328家**专业媒体参与并踊跃报道,同期还举办了**数10场**涉及空间设计、软装、地产、产品设计的专题活动,成为观测产业趋势与前景、提高品牌知名度、寻求合作伙伴、拓展市场的绝佳机会。

Besides, there are total 328 major medias from all over the world enthusiastically joining and reporting GZDW2013. Dozens of parallel events for interior design, furnishings, real estate and product design were held during the fair, which become a great chance to observe the trends of industry, enhance the brand reputation, seek for co-par tners and expand the market.

很权威

- 中华人民共和国商务部批准,广州市人民政府主办;
- 2010年,与广交会、广州汽车展、广州中小企业展并列为广州会展行业4大名片写入《广州市会展产业发展蓝皮书》,成为广州市政府推动创意产业发展的示范成果项目,亦当选了每两年一届的广东省工业设计活动周唯一指定承办平台
- 2011年荣膺"中国十佳品牌展会项目"

AUTHORITATIVE

- · Approved by the Ministry of Commerce of the People's Republic of China
- ·Organized by the Guangzhou Municipal People's Government
- ·China Convention & Exhibition Society (CCES) awarded our event as China's s Top Ten Brand Fair
- ·ICSID, IFI and ICOGRADA are the only international design institutions to endorse a Chinese design event annually and in conjunction with each other.



很大牌

- 达芬奇家居旗下Armani Casa (阿玛尼)、Bottega Veneta Home (葆蝶家)、Versace Home (范思哲)、Roberto Cavalli Home Interiors(罗伯特?卡沃利)、Blumarine(蓝色情人)5大世界顶级时尚家居品牌"首发" 2014年度家居新品
- 意大利设计联盟(DIA)携Corradi(蔻兰帝)、De Castelli(迪·卡思特尼)、Arredo Classic(欧意经典)、Art e Parquet(艺术地板)、Stosa(仕图莎)、Scrigno(司固宁)、Maria Flora(玛丽亚?弗洛拉)、伊凡思等8家意大利著名家居&材料品牌"首发"中国,寻找中国合伙人。
- 中国设计界领军人物、开创新装饰主义大师-邱德光携手米洛西石砖"锦"系列全球首发

HIGH-END REPUTATION

The annual new products of Armani Casa, Bottega Veneta Home, Versace Home, Roberto Cavalli Home Interior and Blumarine, agented by Da Vinci Home, debut during GZDW2013.

Design Italy Alliance (DIA), showing in China for the first time, seek for their Chinese partners with 8 famous Italian furnishing brands including Corradi, De Castelli, Arredo Classic, Art e Parquet, Stosa, Scrigno, Maria Flora, Metropolis.

T.K.Chu, the founder of NEO-ART DECO, cooperating with MARMOCER, debut their new product named "JIN".

























米洛西·石砖 in 邱德光设计

2013.12.6 GUANGZHOU CHINA 中 国 广 州 广州国际设计周VP室 [云铜芸] 「全球首发







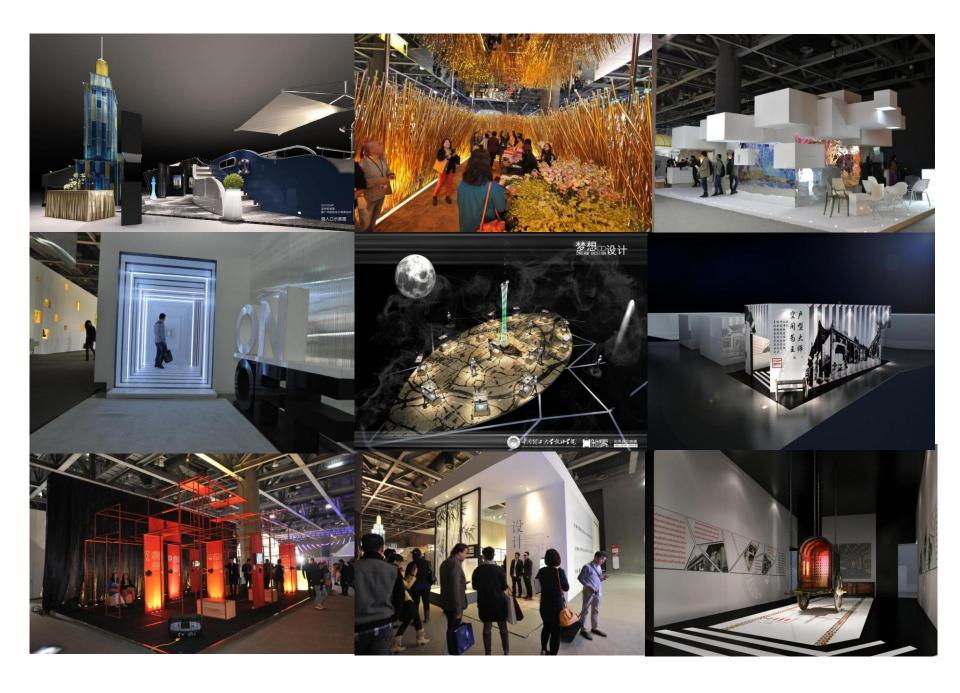


很好看

数十家知名设计机构参展秀创意,展台设计"争奇斗艳",够拉风、够有趣,够看点!被公认为中国最好看的设计商贸展,俨然成为设计界的"世博会"!

AWESOME

Dozens of design agencies joined with creative booth design, which makes GZDW2013 recognized as the most awesome design event in China, like the World Expo in design industry.



很有料

逾300家设计.材料.软装企业携近百个(款)开创型新品类、新产品集中"首发": 光源材料薄如纸并可任意折叠裁剪; 玻璃能定制成石材、木地板等任何纹样; 纯铜打造的顶级地砖; 一键智控的全天候户外生活空间……

CREATIVE IMPACT

More than 300 companies from Italy, UK, the Netherland, Spain and China participated in GZDW2013, among which there were design agencies, furnishing companies and material companies. Hundreds of innovative products debut!



很营商

组织112家采购商和展商进行商务配对,促进直接意向采购金额高达1亿元;展会汇聚的目标客户带来准确市场反馈,对展商业务方向和工程渠道拓展产生更为持续的商业效应。

COMMERCIAL ACHIEVEMENTS

- In total we registered 112 successful business matches summing up to an estimated 16+ Million USD (RMB 100 Million)
- · Clear market feedback from target clients and good insight in trending commercial activities China wide



很人气

观展人数再创新高,达到75086人次,其中专业设计师人数42550人次,占总比58%,各城市设计师、经销商组团构成高品质观众的主力;涉及室内设计、软装趋势、商业地产、行业发展等展会期间各场专业活动,场均出现"人满为患"的场面。

POPULARITY RATES

Year on year Guangzhou Design Week grows:

- With 75,086 visitors we generated almost 10% more.
- Positively skewing towards 58% we attracted 42,550 Professional designers, coming from an increasing amount of 42 Chinese city delegations.
- · A better programming with parallel activities in the fields of interior design, decoration art, commercial real estate, product design, industry design and so on attracted a more continuous flow of audience and participants.



很传播

海内外到场媒体328家,网络、纸媒、电视等纷纷抢鲜传播,展期报道达9830000余条,参展机构品牌形象及产品得以充分传播

WIDE COVERAGE

328 media visitors (national and international) covered the event and created promotion and publications for our exhibitors' brands.







































































































































































































很创新

在著名的米兰伊曼纽尔二世长廊(Galleria Vittorio Emanuele II) 启迪之下首创"交钥匙"展位及展区布局的概念,展区聘请专业照明设计师进行灯光再生设计,观众置身其中犹如"逛街"般全新体验,颠覆传统参展观展模式。

INNOVATIVE

The hall is inspired by the famous "Galleria Vittorio Emanuele II" in Milano. The Turnkey booth is in the middle of the Hall, while 2 open sides connect the pavilion booth & lounge respectively. The lighting environment in the Hall is also creatively designed, enhancing a totally different experience from participation in those traditional fairs.



展会概况

历程:第8届

时间: 2013年12月6-8日

地点:广州琶洲保利世贸博览馆1、2、3号馆

规 模: 近35000m2(不含5号馆)

展商: 318家

观众: 75086 人次

媒体: 328家

报道: 9830000 余条

FACT & FIGURES

History: annually event since 2006

Time: December6-8, 2013

Venue: Hall 1, 2, 3, PWTC, No.1000 XinGang East Road,

Guangzhou, China

Area: 35,000 sqm.(Excl. Hall 5)

Exhibitors: 318 Visitors: 75,086 Media: 328

Media articles: 9,830,000

展商寄语 EXHIBITORS TESTIMONIALS

我们DIA(意大利设计联盟)这次一共有8个意大利品牌参展,其中蔻兰帝集团是第二次展出,也是在它的影响和组织之下,其他7个意大利品牌最终选择来中国参展的,因为他们都是意大利公司,做事比较谨慎,不过这次展出效果说实在话是超出了他们的预期,感谢广州国际设计周,希望以后有更多的合作!

DIA意大利设计联盟 主席-卢卡.罗西

我们希望借助设计周这样的大型跨界设计展会,展现我们SNP的设计实力和服务水准,并且通过两三年与设计周的合作,已经达到了预期的效果。

SNP尚诺柏纳设计集团—王总

我们是连续八年参展设计周了,我们是与设计周共同成长的,越来越好,明年我们肯定继续"玩"! **汤物臣•肯文创意集团—谢总**

We, Design Italy Alliance (DIA) attend the GZDW2013 with 8 Italian brands. It is the second time for Corradi to play here but it is new for the others which are strongly influenced by Corradi. Since they are all from Italy, they consider everything sincerely. However, this participation is really beyond their expectation. Thank GZDW, hope us great cooperation in the future!

President-Gianluca Rossi

We hope we can show our design and service with GZDW, such a great design fair. As well, we achieve our expectation after our cooperation these years.

Mr. Wang, SNP

We have been attending GZDW for 8 years. I think we are growing up together and getting better and better. We should be here and have fun at GZDW2014!

Mr. Xie, Inspiration Studio Design Co.,Ltd

展商寄语 EXHIBITORS TESTIMONIALS

今年我们C&C空间策划是第一次参展,以前都是来以观众身份过来,感觉设计周在全国影响力非常好,这次参展达到了我们的想要的效果,感谢设计周!

C&C空间策划—邓总

今年我们和华理工一起联展,我们的展位在最后面,但是三天人气还是非常旺,感谢设计周给我们提供这么好的展示推广平台!

和马建设机构—马总

我们与设计周合作有四年了,我们认为设计周构建了一个非常好的平台,帮助我们企业在设计师渠道进行了有力的推广,在这里感谢设计周!

芒果瓷砖—陶总

自从去年与设计周合作以来,我们结识了很多设计师,也帮助我们进入了一些五星级酒店,感谢广州国际设计周! **德立淋浴房-张总**

It is the first time for us "C&C" to attend GZDW. We used to be as visitors in the past, and think GZDW has a strong influence all over China. Our participation this year really successful, thank GZDW!

Ms. Deng,C&C

We joined with SCUT this year. Although our booth is in the end of the pavilion, we are thrilled that the popularity is pretty good. Thank GZDW for providing us such a great promotion platform!

Mr. Ma, WellMark Designers Associates Ltd

We have cooperated with GZDW for four years. We really think GZDW make a great platform for us to strongly promote in designer channel. Thank GZDW!

Mr. Ta, Foshan City Mango Building Materials Co.,Ltd

Since the cooperation with GZDW last year, we get connection with so many designers, which also help us get contracts from some five star hotels. Thank GZDW!

Mr. Zhang, DELICACY

展商寄语 EXHIBITORS TESTIMONIALS

设计周这个平台很好,为做产品的企业与设计师搭建了一个很好的交流平台

赫莱斯隔断—杨总

参展设计周有好几个年头了,每年都能认识到很多我们所需的高端人士,明年我肯定继续参加!

雅致精致建材—苏总

今年展览的参观观众不论数量和质量都明显感觉提升不少,不错不错!我明年还要这个地方,位置再稍微大点,第一时间通知我定位,谢谢。

圣叶PVC—李总

GZDW is a huge platform for those enterprises focus on product design and designers.

Mr. Yang, HERIS

We have been here for several years, and meet many professional visitors who we exactly want to meet every year. Surely we are here again next year!

Mr. Su, Creative Decoration Materials

The people flooded into here. It's a surprise and I would book this booth again and we want an even bigger space. Please advise me the booth for GZDW2014 A.S.A.P!

Mr. Li, SANGYESU, Guangzhou Po Long Decorative Materials Co., Ltd

观众数量/ Audience Volume



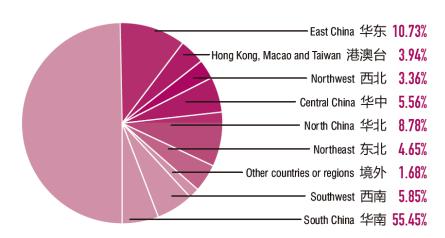
发展商/ Developers 13%

地产商、酒店/会所/餐饮业主管理公司、商用建筑、办公楼业主管理公司、政府及公共事业机关单位等Real Estate Developers, Hotel/Club/Hospitality Management, Commercial Building and Office Building Management, Government and Public Institutions and Associations, General Contractor etc.

工程商/ Contractor 10%

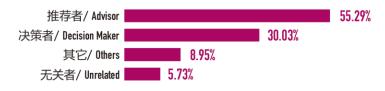
建筑装饰工程公司/工程总承包商等 Building Deco Engineering Companies/ General Engineering Contractors, etc.

观众区域/ Regional Visitors



★以上数据分析来自2013广州国际设计周展会观众统计,总参观人数75086人次 Guangzhou Design Week 2013 attracted 75,086 visitors to participate

观众角色/ Audience Positions



经销/代理商、海外买家等 Retailers, Distributors, Foreign Buyers, etc. 媒体及其它/ Media 10%

设计师/ Designers 58%

渠道商/ Distributor 9%

designers, etc.

室内建筑师/设计师、装饰艺术设计

interior architects/ designers, decoration art

电视、电台、报纸、杂志、网络媒体等 Television, Radio, Newspaper, Magazines, Internet. etc.

展会同期活动 EVENTS

展馆/Hall	时间/Time	活动/Events	地 点/Venue
	主题展览 Theme Exhibition	金堂奖·2013中国室内设计年度评选获奖作品展 《缤纷space》设计的文脉·大师工作营成果展 Finalist Exhibition of China Interior Design Awards 2013(Jintang Prize) 「SPACE」Design Context ·Workshop Collection	
	Dec 6		
	10:30-12:00	大师工作营结业礼 2013金堂奖系列新书首发式(林学明、王开方、余平、吴昊) Workshop Graduation Ceremony Kick-off Annual Publication of JINTANG PRIZE 2013 & the Book Lauch of Sherman Lin's Wang KaiFang's, Yu Ping's, Wuhao's	金堂奖活动区 Jintang Pavilion
	12:00-12:30	"为中国设计发声"精英人物评选颁奖仪式 Awarding Ceremony Design Elite, Making Voice for Chinese Design	
	14:00-17:00	圆桌会议——空间眷恋指数 Interior Space Experience Index(Round Table)	1201展位 Booth 1201
1号馆 Hall 1 设计 Design	14:00-16:00	导航生活分享会暨广州设计名片授牌仪式 Life Style Navigation Party and Guangzhou Designer Awarding Ceremony	1A11展位 Booth 1A11
	15:00-16:30	两岸设计师交流会暨立壕新品发布会 Conference on Cross-strait Designer & Lih Haur Newest Release	金堂奖活动区 Jintang Pavilion
	Dec 7		
	09:30-12:00	无限自由,极致畅想一室内设计空间运用及趋势论坛 Unlimited freedom, the ultimate fantasy, Conference on Trends & Space of Interior Design	金堂奖活动区 Jintang Pavilion
	10:00-12:00	圆桌会议——为农民设计 Design for Rural Development in West China(Round Table)	1201展位 Booth 1201
	14:00-17:00	中国室内设计总评榜盛典暨 中国(广东)室内设计总评榜启动仪式 Awarding Ceremony, China Interior Design Billboard 2013 Kick-off Ceremony,China (Guangdong) Interior Design Billboard 2014	金堂奖活动区 Jintang Pavilion
	Dec 8		
	09:30-12:30	2013中国美居设计高峰论坛暨美居奖评选发布会 2013 China Beautiful Housing Design Forum & Awards Ceremony	金堂奖活动区 Jintang Pavilion

展馆/Hall	时间/Time	活 动/Events	地 点/Venue		
	主题展览 Theme Exhibition	指尖上的思维•首届设计绘画展 1st Ever Concept Design Sketch Exhibitionn			
	Dec 6				
	10:00-10:30	2013广州国际设计周媒体见面会 Press Conference, Gunagzhou Design Week 2013	论坛区 Conference Pavilion		
	10:30-11:30	CDA 2013•中国设计奖(红棉奖)颁奖典礼 Awarding Ceremony, Chinese Design Awards 2013 (CDA)			
	11:30-12:00	指尖上的思维•首届设计绘画展开幕礼 Opening Ceremony, 1st Ever Concept Design Sketch Exhibition	2315 展位 Booth 2315		
2号馆 Hall 2	14:00-17:00	2013商业与旅游地产设计年会 主题:样板房的价值实现 China Commercial & Tourism Real Estate Design Annual Meeting 2013 Session 1:Show Flat	论坛区 Conference Pavilion		
材料 Materials	Dec 7				
1317 materials	10:00-12:00	2013中国商业与旅游地产设计年会 主题:商业中心的进化论 China Commercial & Tourism Real Estate Design Annual Meeting 2013 Session 2:Commercial Central	论坛区 Conference Pavilion		
	14:00-17:00	2013中国商业与旅游地产设计年会 主题:2014趋势及新地产展望 China Commercial & Tourism Real Estate Design Annual Meeting 2013 Session 3:Trends 2014 & New Real Estate	论坛区 Conference Pavilion		
	15:00-16:00	《田园设计在中国》一书全球首发·欧洲顶级田园分享会 <idyllic china="" design="" in=""> Book Global Launch & European Idyllic Design Session</idyllic>	2201展位 Booth 2201		
	Dec 8				
	14:00-16:00	"筑迹国际建筑五金周" 2014 启动仪式 Kick-off Ceremony,International Architect Hardware Week 2014	论坛区 Conference Pavilion		

展馆/Hall	时间/Time	活动/Events	地 点/Venue
	主题展览 Theme Exhibition	CDA·2013中国设计奖获奖作品展 不自然2展 Finalists Exhibition of CDA·2013 Chinese Design Awards Un-natural Exhibition II	
	Dec 6		
	10:00-10:30	设计广州启动仪式 Kick-off Ceremony,Design for Guangzhou	3A11 展位 Booth 3A11
	10:00-10:30	广州国际设计周VIP室"雲锦汇"开幕剪彩仪式 The Ribbion Cutting Ceremony of 「Yun Jin Hui」	3027 展位 Booth 3027
	10:30-12:00	2014-2015 亚洲软装趋势发布(亚洲风) Trends 2014-2015: Furnishings Asia (Seeion 1)	发布区 Conference Pavilion
	10:30-11:00	米洛西石砖"锦"系列全球首发式 The World Debut of Marmocer stone [Jin] Series	
3号馆 Hall 3	14:00-16:00	《2014-2015 亚洲软装趋势报告》发布 Forum & Launching Ceremony,Trendbook 2014-2015: Furnishings Asia	
亚洲软装展 Furnishings Asia	16:00-16:30	亚洲软装风尚榜颁奖 Awarding Ceremony, FA Elite	
3	16:30-18:00	Interior Design 2013-2014年度封面人物颁奖典 Award Ceremony, Cover People of Interior Design China 2013-2014	
	Dec 7		
	10:00-12:30	2014-2015 亚洲软装趋势发布(色彩家) Trends 2014-2015: Furnishings Asia(Session 3)	
	11:00-11:30	"亨特窗饰杯 " 第三届中国软装100设计盛典·广州名师汇暨作品集新书发布会 The Hunter Douglas Window Fashions Cup,The 3rd China Soft Decoration 100 Design Gala	发布区 Conference Pavilion
	14:00-15:00	设计师与工程渠道营销实战论坛 Training Course: Marketing in Home & Contracts	
	15:30 -18:00	2014-2015 亚洲软装趋势发布 (古典派) Trends 2014-2015: Furnishings Asia(Session 4)	

展馆/Hall	时间/Time	活 动/Events	地 点/Venue
	Dec 8		
	10:00-12:00	2014-2015 亚洲软装趋势发布(国际范) Trends 2014-2015: Furnishings Asia (Session 5)	
3号馆 Hall 3 亚洲软装展 Furnishings Asia	13:30-16:30	2014-2015 亚洲软装趋势发布(艺术情) Trends 2014-2015: Furnishings Asia(Session 6)	发布区 Conference Pavilion
	14:30-15:00	2013中国第二届"石材设计应用大赛"颁奖仪式 The 2nd China Stone Application Design Competition Awarding Ceremony 2013	

	Dec 6		
	19:30-22:00	简一 大理石瓷砖·2013设计师春晚暨中国建筑与室内设计师网年会 2013 China-designer Gala	
	Dec 7		
5号馆 Hall 5	18:30-19:00	"联合意大利、寻找中国合伙人-中意设计营商计划"发布酒会 Launching Party, Design Italy Alliance	
	19:00-21:00	2014中意设计交流年启动礼 金堂奖·2013中国室内设计年度评选颁奖典礼 2014 世界室内设计大会(广州)启动仪式 SINO-ITALY DESIGN YEAR 2014 Launch Ceremony Awarding Ceremony, China Interior Design Awards 2013 (JINTANG PRIZE) 2014 inGuangzhou World Interior Design Meeting	

嘉宾阵容 GUESTS





12月6-8日,"2014-2015亚洲软装趋势发布会"在广州保利世贸博览馆三号馆举行,邱德光、梁景华、戴昆、卡尔•约翰•贝蒂尔森、卢卡•罗西、亚莉克莎•汉普顿、郑树芬等十多位顶级设计大师依次登场,联袂分享全球最尖端、权威的软装潮流资讯与预测分析。为其三天的时间里,共吸引了4000多观众到场聆听。

Furnishings Asia Trends(2014-2015), attended by over 1,000 designers and buyers per day.



2013中国商业和旅游地产设计年会,在广州保利世贸博览馆二号馆举行,年会以设计为突破口,通过样板房、商业空间、 2014趋势展望及旅游文化地产三大主题板块进行,琚宾、吴刚、沈雷、冯厚华、戴昆、杜昀、齐胜利等十多位标杆性项目背 后设计师从幕后走向台前,与房地产开发商、商业地产项目管理公司等产业链企业、机构代表1000多人展开互动。

China Commercial & Tourism Real Estate Annual Meeting 2013, attended by 500 real estate developers.



"金堂奖·中国室内设计年度评选"不仅仅是室内设计界的重大专业评选活动,更在此基础上,包含了年度巡回推广、国际交流、专业研讨、展览展示等多项综合公益服务内容。2013金堂奖盛典加大了涉及学术性、人文性、国际性的诸多内容,并公布2014年的各项交流计划。

JINTANG PRIZE GALA 2013, attended by 2,000 interior designers.



圆桌会议——为农民设计 Design for Rural Development in West China(Round Table)



圆桌会议——空间眷恋指数 Interior Space Experience Index(Round Table)



大师工作营结业礼 Workshop Graduation Ceremony



2013金堂奖系列新书首发式 Kick-off Annual Publication of JINTANG PRIZE 2013 & the Book Lauch of Sherman Lin's Wang KaiFang's, Yu Ping's, Wuhao's



中国室内设计总评榜盛典 Awarding Ceremony, China Interior Design Billboard 2013



2013设计师春晚 2013 China-designer Gala



CDA•2013中国设计奖(红棉奖)颁奖典礼 Awarding Ceremony, Chinese Design Awards 2013 (CDA)



CDA•2013中国设计奖 (红棉奖)作品展 Finalists Exhibition of CDA·2013 Chinese Design Awards



inguangzhou 2014世界室内设计大会启动仪式 Kick-off Ceremony, 2014 inguangzhou World Interiors Meeting





2013.12.07

中国·广州 GUANGZHOU-CHINA



2014中意设计交流年启动礼 SINO-ITALY DESIGN YEAR 2014 Launch Ceremony

THE B2B DESIGN & BRANDS EXPO

设计+选材博览会

DESIGN MATERIALS FURNISHINGS ASIA 设计 材料 亚洲软装展

2014.12.05-07

GUANGZHOU PAZHOU POLY WORLD TRADE CENTER EXPO 广州·琶洲·保利世贸博览馆

国际设计组织联合认证,全球同步推广 2013 endorsement by



International Federation of Interior Architects/Designers A Partner of the International Design Alliance icsid IDA

International Council of Societies of Industrial Design A Partner of the International Design Alliance

国际室内建筑师设计师团体联盟

国际工业设计联合会

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