

2012广州国际设计周 | 展会评估报告

TRADE FAIR EVALUATION REPORT BY GUANG ZHOU DESIGN WEEK 2012



GUANGZHOU DESIGN WEEK
广州国际设计周

国际三大设计组织联合认证，全球同步推广 2007/2009/2011 Endorsement by

icsid
endorsement
2011

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

国际工业设计联合会

icograda
IDA
leading creative

International Council
of Graphic Design Associations
A Partner of the International
Design Alliance

国际平面设计协会联合会

ifi
IDA

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

国际室内建筑设计师团体联盟

2012年12月7-9日，2012广州国际设计周展会在广州保利世贸博览馆圆满落幕。

本届展会吸引了多个国家和地区的631家展商及57,218名专业观众参与，其中10余家国际设计组织及国内政府部门代表、42座城市组团设计师、100余位海内外嘉宾专家、216家国内外媒体的到场刷新了创展7年来的纪录，显示出D+B博览会因独到的定位和运营而焕发出的勃勃商机能力和实力。

在全球经济走势迷雾重重，各行业谨慎为艰的背景下，2012广州国际设计周展会逆势飞扬，在历届展会中，获得最多展商与专业观众好评，并得到媒体前所未有的积极传播，“**很权威、很高端、很国际、很创意、很人气、很营商、很受益、很DESIGN + BRANDS**”成为业界内外对本届展会评价最多的8个关键词.....

December 7 to 9, 2012, Guangzhou Design Week 2012 successfully concluded its 7th edition in Guangzhou, China.

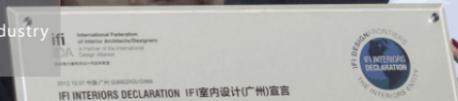
- This edition reached the best growth since 2006, with:
 - ◇ 631 exhibitors
 - ◇ 57,218 professional visitors
 - ◇ 10 international design organization and domestic government representatives
 - ◇ Designers' delegations from 42 Chinese cities
 - ◇ 100 VIP guests, key note speakers and specialists
 - ◇ 216 social media
- Despite global economic contraction, Guangzhou Design Week 2012 established a strong reputation from exhibitors, visitors, media publications and media in terms of awareness and repeated visit promise.
- The eight keys trending words in social media where "authoritative", "high-end", "international", "creative", "popular", "commercial", "beneficial", "design + brands".



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IFI主席沙士.卡安与广州市市长陈建华主礼展会开幕式
President of IFI, known as UN of world interior design industry
& Mayor of GuangZhou host the Fair open ceremony



很权威

AUTHORITATIVE

- 中华人民共和国商务部批准；
- 广州市人民政府主办；
- 中国十佳品牌展会项目；
- 国内唯一获得国际三大设计权威组织联合认证、全球同步推广的年度设计商务盛事；

- Approved by the Ministry of Commerce of the People's Republic of China
- Sponsored by the Guangzhou Municipal People's Government
- China Convention & Exhibition Society (CCES) awarded our event as China'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



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IFI全球董事会成员参观展会，青睐中国优秀展商
Booth of one Chinese exhibitor attracts IFI board members

很高端

HIGH-END REPUTATION

- 国际顶级品牌及国内一线高端品牌强势入驻展示；

如 Trendyhome 代理的世界顶级奢侈品牌 Versace, Rosenthal, IVV, Stelton, George Jensen, 意大利户外空间 CORRADI, 全球窗饰第一品牌 Hunter Douglas, 意大利顶级壁灯 GHIDINI, 瑞典之棉基制编织地毯 BOLON 等, 以及国内石材领军品牌 - 环球、5号仓库、世界石砖开创品牌 - 米洛西、水晶灯领军品牌 - 维沙华等。

- 逾 100 位国内外顶尖设计师、地产专家汇聚发布新趋势；
如叶锦添、梁志天、邱德光、“室内设计联合国”IFI 全球董事会成员以及意大利、丹麦、荷兰等国家设计主席等。

- Increased attendance of leading International and domestic high-end brands that proudly returned and showed their new collection and products:
TRENDYHOME functioned as agent of global top luxury brands such as Versace, Rosenthal, IVV, Stelton, George Jensen. CORRADI, the Italian company designing and realising custom-made turn-key decoration solutions to use outdoor spaces all year round. Hunter Douglas, the world leader in the window and wall coverings market. Ghidini Giuseppe Bosco, exemplarily in Italy and Europe, with over 50 years specialism in metal components, fixtures and accessories. BOLON, an Italian company being the world leader in woven vinyl flooring. Universal Marble & Granite Group Ltd. (UMGG), one of the largest manufacturers of natural stone in Asia. Marmocor, an international leader in ceramic tile of the market. Riserva, the domestic crystal light leading brand.
- Over 100 foreign and domestic designers and real estate's specialists gathered in our program and events and explored trends and developments in various areas.
Mr. Tim Yip, "Oscar Winner" Best Art Direction; Mr. Steve Leung, founder & managing director, Steve Leung Designers Ltd.; Mr. T. K. Chu, Director of T.K.Chu Design Group; Full Executive Board of International Federation of Interior Architects/Designers (IFI); Chairmen and representatives of, Design Associations in Italian, Denmark, The Netherlands, Greece, Norway, etc.



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你好! NI HAO, IFI



展会同期举办IFI50周年全球庆典启动礼, 逾1000名中外知名设计师共同见证
Global celebration of IFI 50 anniversary kicks off in the Fair, More than 1000 designers witness

很国际

- "In amsterdam2013世界室内设计大会"中国区唯一战略合作伙伴;
- "IIDFORCHINA 意大利室内设计师向中国"中方唯一发起机构;
- "室内设计联合国"IFI成立50周年(2012)全球峰会首次抵华举办平台;
- 美国INTERIOR DESIGN 传媒集团全球80周年(2012)庆典落户中国举办平台;
- 意大利、荷兰、希腊总领事馆2012年向中国发布设计合作首选平台;

INTERNATIONAL PRESENCE

We place emphasis on international participation with each element of the business and design programming there for in Guangzhou Design Week:

- "Inamsterdam World Interiors Event 2013" (WIE2013) appointed GZDW its exclusive strategic partner in China
- "Italian Interior Designer for China (IIDFORChina)" is the unique sponsoring agency
- IFI - International Federation of Interior Architects/Designers - chose to kick-off their global 50th Anniversary Ceremony
- INDESIGN Media Group from the USA show cased their 80th Anniversary Ceremony 2012 in a special designed historic overview exhibition
- Nation governments of Italy, The Netherlands and Greece show cased their national design strengths



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展商的展台设计创意十足，令57,218名到场观众大饱眼福

Creative booth design highly appreciated by 57218 visitors in 3 days

很创意

国内知名空间设计团队 - 和马建设机构倾力加盟围绕“7彩”主题全程导演空间，完成了2012广州国际设计周展会从大型雕塑“奇迹”、“空间”、“天材”、“饰界”到1号馆论坛区“7色幻变”、2号馆金堂奖展区“7巧金堂”、4号馆论坛区“7彩舞动”的迄今为止中国最大创意展览方案；2012首设“年度展台设计奖”力促展商呈现最佳视觉效果，被业界公认最具创意的博览会；

CREATIVE IMPACT

We put the money where our mouth is, as yearly we hire leading local design agencies and invest in our visual identity, i.e. in 2012:

- WellMark Designers Associates Ltd. (WM), an independent design agency provided for GZDW the space design and the exhibition concept as “Qi Cai” or “7 colour skeme”. This concept was translated in human sized sculptures and reflected in the functional areas, like the forum spaces, were these themes reflected the function or were integrated.
- We endorse individual exhibitors to out-do their stand design and concept, by creating an award for the best designed booth of the Guangzhou Design Week.



展会参观观众规模再创新高，展会现场海内外专业观众商洽甚欢
One site the Fair 2012

很人气

- 2012展览参观人数达到57,218人；
- 专业设计师人数38,906人，占比68%，其中设计师组团城市达到42座，成为高品质观众主力军；
- 涉及室内设计、装饰艺术、商业地产、产品设计、行业发展等展会期间多项专业活动，均出现“人潮汹涌”的超人气现象；

POPULARITY RATES

- Year on year Guangzhou Design Week grows: With 57,218 visitors we generated almost 10% more.
- Positively skewing towards 68% we attracted 38,906 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.



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展会现场客户踊跃签约成为明年活动赞助商

Exhibitors sign the contract of being sponsor of parallel events next year

很营商

- 组织231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1.02亿元；
- 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 231 successful business matches summing up to an estimated 16+ Million USD (RMB 102 Million)
- Clear market feedback form target clients and good insight in trending commercial activities China wide



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展会同期举办逾36场专业活动，场均涌现人气爆满的现象
Total 36 parallel events in the Fair 2012

很受益

- 海内外到场媒体216家，展商品牌形象得到集中高调传播；
- 同期举办“金堂奖盛典”、“CDA盛典”、“IFI峰会”、“中国商业地产年会”、“中国建筑装饰百强设计+选材研讨会”、“装饰艺术趋势发布会”、“D+B发布会”、“设计师春晚大联欢”等36场专业活动，令展商及观众了解到最新潮流趋势和商业理念，受益匪浅，受到高度赞许；

EXPOSURE AND ADDED VALUE

- 216 media visitors (national and international) covered the event and created promotion and publications for our exhibitors' brands
- With 36 forums and meetings exhibitors and visitors absorbed the latest ideas, concepts and products and could network during: Jintang Gala, CDA Gala, IFI CID Dialogue, China Commercial Real Estate Association Annual Meeting, Design + Brands Symposium, DECO 2013: FORUM, China-Designer Gala 2012, and more..



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展会现场邱德光等著名设计师与客户签约合作产品设计研发
T.K.CHU, Super star Chinese designer signs the product design contract with Exhibitor

很 DESIGN + BRANDS

- 开创“设计师+品牌商”合作模式，首度召开D+B发布会；
- 完成“邱德光+米洛西石砖”、“卡罗·贝利+德立淋浴房”、“凯丽·赫本+维沙华水晶灯”产品设计研发合作签约；及“东仓设计+金耀华玻璃”、“和马设计+宝恩皮艺沙发”联合设计展出合作。

DESIGN + BRANDS ACCOMPLISHMENTS

- We introduced a new concept as “Designer + Brands Conference”
- Product design contract signing ceremonies between “T.K.Chu & MARMOCER” and “Carlo Beltramelli & DELICACY”.
- Experiencing the exhibition cooperation of “DOMANI and JYC GLASS” and “WellMark and Bonliving”



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展会概况
FACT & FIGURES

历程：第7届

时间：2012年12月7-9日

地点：广州琶洲保利世贸博览馆1、2、3、4号馆

规模：近50000m²

展商：613家

观众：57,218人

媒体：216家

报道：9,240,000余条

History: annually event since 2006

Time: December 7-9, 2012

Venue: Hall 1, 2, 3, 4, Poly World Trade Center, No.1000 XinGang East Road, Guangzhou, China

Area: 50,000 sqm.

Exhibitors: 613

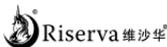
Visitors: 57,218

Media: 216

Media articles: 9,240,000

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|---------------------------------------|--|----------------------------|--|
| 2012.12 7-9 | 城市面孔-2012 中国城市概念空间展 / Face to Face - Intercity China 2012 | 09.00-17.00 | 一号馆 / Hall 1 |
| | 金堂奖获奖作品展 / Finalist Exhibition of Jintang Prize 2012 | 09.00-17.00 | 二号馆金堂奖活动区 Jintang Prize Pavilion, Hall 2 |
| | CDA 年度获奖作品展 / Finalist Exhibition of CDA 2012 | 09.00-17.00 | 一号馆 / Hall 1 |
| 2012.12 06 周五/Thu | CDA 2012 终审 / Final Judging, China Design Awards 2012(CDA) | 13.00-14.00 | 一号馆 / Hall 1 |
| | 媒体见面会 / Press conference | 16.30-17.30 | 广交会威斯汀阅江厅 The Westin Pazhou |
| | CDA 2012·中国设计奖(红棉奖)颁奖典礼 / Awarding Ceremony China Design Awards 2012 2012 广州国际设计周欢迎晚宴 / Welcome Party, Guangzhou Design Week 2012 | 17.00-20.00 | 广交会威斯汀三楼宴会厅 Ball Room, 3rd Floor, WESTIN PAZHOU |
| 2012.12 07 周五/Fri | 开幕式 / Opening Ceremony | 09.00-10.00 | 二号馆馆前 / Hall 2 |
| | 2012 羊城十大设计新贵颁奖仪式 / Guangzhou Top 10 Rising Design Star 2012 Awarding Ceremony | 09.00-09.45 | 四号馆发布区 Conference Pavilion, Hall 4 |
| | IFI 《室内设计宣言》发布式 / The Lanuch of IFI Interiors Declaration | 09.30-10.00 | 一号馆论坛区 Forum Pavilion, Hall 1 |
| | 邱德光·米洛西石砖产品设计签约仪式 / TK. Chu & MARMOCER Product Design Contract Signing Ceremony | 09.45-10.05 | 四号馆发布区 Conference Pavilion, Hall 4 |
| | IFI 文化·创新·设计国际论坛 / IFI CID Dialogue | 10.00-12.30 | 一号馆论坛区 Forum Pavilion, Hall 1 |
| | 2013 国际装饰艺术趋势发布会(嘉宾: 邱德光) / DECO 2013: FORUM (TK.Chu) | 10.30-12.00 | 四号馆发布区 Conference Pavilion, Hall 4 |
| | "世界语 中国情" —— 2012 金堂奖获奖作品国际研讨会 / Winners' presentation, Jintang Prize 2012 | 10.30-12.00 14.00-17.30 | 二号馆金堂奖活动区 Jintang Prize Pavilion, Hall 2 |
| | 2012 中国首届 "石材设计应用大赛" 颁奖仪式 / The 1st China "Stone Application Design Competition" Awarding Ceremony 2012 | 13.30-14.00 | 四号馆发布区 Conference Pavilion, Hall 4 |
| | CDA 2012 中国设计论坛 / CDA Forum 2012 | 14.00-17.30 | 一号馆论坛区 Forum Pavilion, Hall 1 |
| | 2013 国际装饰艺术趋势发布会(嘉宾: 叶锦添) / DECO 2013: FORUM (Tim Yip) | 14.30-16.00 | 四号馆发布区 Conference Pavilion, Hall 4 |
| 全国设计师春晚大联欢 / China-Designer Gala 2012 | 18.30-20.00 | 五号馆 / Hall 5 | |

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|-------------------------|--|----------------------------|---|
| 2012.12 08 周六/SAT | 汤物臣·肯文创意集团 10 周年庆典 / 10 th Anniversary Of Inspiration Group | 10:00-11:00 | Conference Pavilion, Hall 1 |
| | 2013 国际装饰艺术趋势发布会 (嘉宾: 梁志天) DECO 2013: FORUM (Steve Leung) | 10:00-11:30 | 四号馆发布区 Conference Pavilion, Hall 4 |
| | 2013 国际装饰艺术趋势发布会 (嘉宾: 白瑞特·伯伽斯多穆) / DECO 2013: FORUM (Berit Bergström) | 11:30-12:30 | 四号馆发布区 Conference Pavilion, Hall 4 |
| | “世界语 中国情”——2012 金堂奖获奖作品国际研讨会 / Winners' presentation, Jintang Prize 2012 | 10:00-12:00 | 二号馆金堂奖活动区 Jintang Prize Pavilion, Hall 2 |
| | 2012 中国城市概念空间论坛暨主题城市发布会 / Intercity China Forum 2012 & Themed the City Session | 10:00-12:30 14:00-15:30 | 一号馆论坛区 Forum Pavilion, Hall 1 |
| | 2013 世界室内设计大会 中国团启动式 / Presentation, inamsterdam World Interiors Event 2013 | 12:00-12:30 | 二号馆金堂奖活动区 Jintang Prize Pavilion, Hall 2 |
| | 游欧洲田园·登世界殿堂-2013 芒果瓷砖欧洲田园设计之旅发布会 / "Keyspace European Pastoral Design Tour 2013" Cocktail Party | 13:30-14:00 | 芒果瓷砖展台 (展位号:2016) Jintang Prize Pavilion, Hall 2 |
| | 2013 国际装饰艺术趋势发布会 (嘉宾: IFI 全体董事成员) / DECO 2013: FORUM (IFI) 2013 国际装饰艺术趋势发布会 (嘉宾: 吴滨) / DECO 2013: FORUM (Ben Wu) | 14:00-18:00 | 四号馆发布区 Conference Pavilion, Hall 4 |
| | 设计企业管理圆桌会议 / Round Table Meeting, Design Management | 14:30-17:00 | 四号馆 / Hall 4 |
| | 中国建筑装饰百强设计 + 选材研讨会 / Design + Brands Symposium | 14:30-17:00 | 二号馆金堂奖展区 Jintang Prize Pavilion |
| | 德立淋浴房特约: 世界淋浴空间流行趋势发布会 / Sponsored by DELICACY: "Shower Cabinet Trend" Press Conference | 16:00-16:45 | 四号馆发布区 Conference Pavilion, Hall 4 |
| | 金堂奖 2012 中国室内设计年度评选颁奖典礼 / Awarding Ceremony, China Interior Design Awards 2012 (JINTANG PRIZE) | 18:30-21:00 | 五号馆 / Hall 5 |
| | IFI50 周年全球庆典启动礼 / Global Celebration Kick-Off, IFI's 50th Anniversary | 18:30-21:00 | 五号馆 / Hall 5 |
| 2012.12 09 周日/SUN | 中国房地产业协会商业和旅游地产专业委员会 2012 专业年会 China Commercial Real Estate Association Annual Meeting 2012 | 09:00-12:00 | 一号馆论坛区 Forum Pavilion, Hall 1 |
| | 十大商业地产研究员颁证仪式 | 09:00-12:00 | 一号馆论坛区 Forum Pavilion, Hall 1 |
| | “亨特窗饰杯”软装 100 设计盛典名师汇-- 软装设计趋势国际论坛 Hunter Douglas Cup 2nd "HDWF" Emerging Talent Award for Soft-decoration Design | 10:00-12:30 | 四号馆发布区 Conference Pavilion, Hall 4 |
| | “世界语 中国情”——2012 金堂奖获奖作品国际研讨会 / Winners' presentation, Jintang Prize 2012 | 10:00-12:30 | 二号馆金堂奖活动区 Jintang Prize Pavilion, Hall 2 |
| | IFI 2012 峰会 / IFI Board Meeting | 09:00-12:00 14:00-17:00 | 广交会威斯汀 The Westin Pazhou |
| | 再定义-豪宅空间设计思想会 2012 收官礼 (嘉宾: 意大利室内设计师向中国项目成员) Topic: RE-DEFINE LUXURY RESIDENTIAL DESIGN SYMPOSIUM (Member of IIDForChina) | 14:30-16:00 | 四号馆发布区 Conference Pavilion, Hall 4 |
| | 中国建筑装饰百强设计 + 选材研讨会 / Design + Brands Symposium | 14:30-17:00 | 二号馆金堂奖展区 Dynamic Space & Jintang Prize Pavilion |
| | 中国写字楼综合评价标准研讨会 / China Office Building Evaluation Standard Symposium | 14:30-17:00 | 二号馆金堂奖展区 Dynamic Space & Jintang Prize Pavilion |





今年比去年感觉又上了一个档次，越来越好，明年我们肯定继续“玩”！

FORM: 汤物臣·肯文创意集团—谢总

I felt Design + Brands Fair 2012 has stepped up to an unexpected level compared to last year, and we join again next to to fully participate!

Mr. Xie
General Manager, Inspiration Studio Design Co., Ltd.



今年我们展台连续三天人气很旺，感谢设计周给我们提供这么好的展示推广平台！

FORM: 和玛建设机构—马总

We were thrilled that so many visitors came to our booth. Great thank to Guangzhou Design Week providing such a good promotion platform.

Mr. Ma
WellMark Designers Associates Ltd.



今年的展示效果超出我的预期，明年我继续要这个展位，我马上定！

FORM: 雅致精致建材—苏总

The feedback from the clients and visitors was wonderful and they felt enthusiast and amazed. I must book this booth for next year, now.

Mr. Su
Foshan Yayi Building Materials Co., Ltd.



今年展览的人气比去年旺，不错不错！我明年还要这个地方，位置再稍微大点。

FORM: 圣叶PVC—李总

The people flooded into here. It's a surprise and I would book this booth again and we will have an even bigger space.

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

今年我是第一次参展，但其实我已经考察你们两届了，我们是意大利公司，做事比较谨慎，这次展出效果说实在话是超出了我的预期，感谢！明年我们会继续参展。

FORM: 意大利蕊兰帝集团—郑总

This was the first time for us to attend as exhibitor in the fair after just visiting for two years. However, we benefited a lot from this experience and it's been out of our expectation. Thank you!

Mr. Zheng
Corradi Spa



参展三年了，真的是一年比一年好，尤其是今年，不论是参展企业的档次、观众的数量和质量，还是活动的层次、现场的策划都提升太大了，很棒！

FORM: 芒果瓷砖—陶总

Participating for the last three years with a better fair, we do better business. Especially this year, the upgrade was in the quality of exhibitors, quantity and quality of visitors, but also the level of parallel activities and the execution of the venue.

Mr. Tao
FOSHAN CITY MANGO BUILDING MATERIALS CO., LTD.



今年展览的各方面比去年都逊色不少，很好，期待明年我们可以有更深度的合作！

FORM: 金达维沙华—龙总

Different aspects of the show were more fantastic than last years. EXCELLENT! I would be looking forward to the further cooperation.

Mr. Long
Dong Guan CITY KAMTAT Lighting Co., LTD



观众数量/ Audience Volume



观众类别/ Audience Type

设计师/ Designers 68%

室内建筑师/设计师、装饰艺术设计
师等
Interior architects/ designers, decoration art
designers, etc.

渠道商/ Distributor 9%

经销/代理商、海外买家等
Retailers, Distributors, Foreign Buyers, etc.

媒体及其它/ Media 10%

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

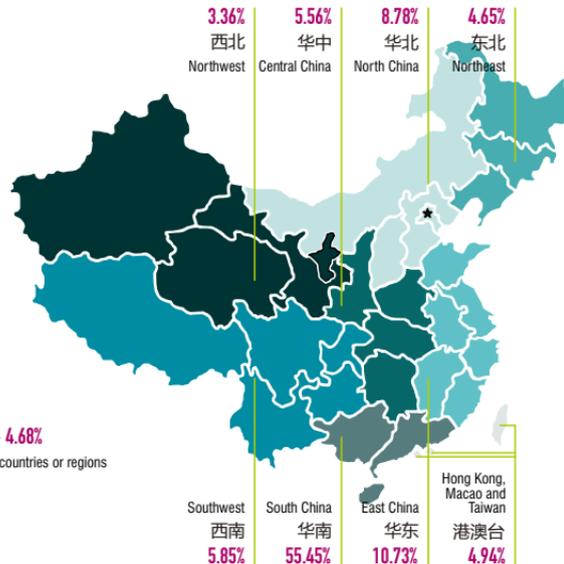
发展商/ Developers 13%

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.

工程师/ 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



观众角色/ Audience Positions







GUANGZHOU DESIGN WEEK
广州国际设计周
2012

图片掠影
PHOTO



此图拍摄于2012展会现场
One site the Fair 2012



GUANGZHOU DESIGN WEEK
广州国际设计周
2012

图片掠影
PHOTO



此图拍摄于2012展会现场
One site the Fair 2012



展会举办之设计奖项问鼎中国，海内外近1500名知名设计师出席颁奖典礼
Awarding Ceremony of China Interior design Awards in the Fair



GUANGZHOU DESIGN WEEK
广州国际设计周
2012

图片掠影
PHOTO



42座城市，近2000名设计师组团参观展会并共度联欢之夜
42 delegations from different cities throughout China spending their Gala Evening in the Fair

GUANGZHOU DESIGN WEEK
广州国际设计周
2013



2013.12.6-8

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

2013再见
SEE YOU 2013