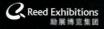
26-28 June 2008 Shanghai Exhibition Center 上海展史中心 www.100percentdesign.com.cn www.home-decor.net



# 100% design shanghai

Show Directory 会刊

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David Tsui, Hassell

Romain Viault

Ju Bin, Interior designer

Michele Saee, Founder of Michele Saee 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 FLOUENI

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 Chaovi** 

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 newest addition to the 100% Design brand.

Tobias Wong, Co-Creative Director Aric Chen, Co-Creative Director Julie Mathias, Wolfgang Kaeppner, 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

