

CHINA CRAFT WEEK

HANGZHOU

“A rising international platform
for craftsmanship.”



A warm welcome for you to
join us at

2nd
CHINA
CRAFT
WEEK

8 - 12 November 2018

Hangzhou. China

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Opportunity



One

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Overview

- About
- Vision

Overview

About

China Craft Week is the first integrated event that embraces the concept of traditional craft innovation in China.

Using the exhibition as a platform, the objective is to facilitate cultural interaction by gathering design masters and craftsmen from all over the world.

In the name of culture, modernise traditional craftsmanship; in the name of craftsmanship, tell a series of world stories.



John Edwards,
British Consulate
General in Shanghai



Overview

Vision

Aiming to champion international events in the craft sphere, China Craft Week endeavours to activate an international interaction and exchange stage for the world's craftsmen as well as prolong the legacy of these traditional spirits.

China Craft Week seeks to widen its impact; Invite more influential individuals; and attract more media attention and audience. Our goal is to enchant everyone with these glorious creations, and thus eventually incorporate into their daily lives.

Two

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Highlight

- Events
- Artists
- Figures&Adience

Highlight

Events

Between 16/6 and 20/6, 2017, Hangzhou Creative Centre hosted the first China Craft week, taking place in a converted warehouse. The objective of this event is to enrich the Chinese audience's cultural literacy by gathering Western and Eastern craftsmanships onto this platform.

While London based China Design Centre coordinated the project by inviting over 10 renowned artists and craftsmen from the UK, the indigenous exhibitors include multi-international-awards winners and innovative creators that turn

traditional technique into modern designs.

China Craft Week 2017 has attracted over 20,000 visitors.

Besides the exhibition, 7 seminars were given by global-recognised industry gurus and artists throughout the three-day forum.

The speakers consisted of Guy Salter, the Founder & Chairman of London Craft Week; John Edwards; British Consulate General in Shanghai, iRalph Wiegmann; F Design Chairman, Peter Fiell & Charlotte Fiell

renowned design writer; Angela Brady; OBE PDSA PPRIBA FRIAI, Patricia Walker Allmond; MA Assoc Professor Peking University & President Non Exec IACCI Senior Research Fellow GPI, Polly Macpherson; SFHEA FRSA, and Julian McSweeney. Artsalon Co-founder,



Guy Salter,
the Founder & Chairman
of London Craft Week

Artists



Arjan Van Dal

Arjan's inspiration is taken from the vibrant colours of ancient Chinese monochrome porcelain used at the emperor's court. The colours, given a contemporary hue, are manually worked in the clay body. Every piece is thrown on the potter's wheel. Subtle details uncover the maker's marks, making each piece unique. His main focus on producing work that through simplicity of form and austere handling of material communicates honesty with a refined touch.



Claudia Wassiczek

Claudia is an artist making organic abstract ceramic sculptures and bricolage work. Since 2013, She has started to intensify her research by making up my own clay (from powder form/raw materials) and this created various, exciting and unexpected outcomes. From this research, her interest had sparked even further and has given her the realization that it is her ambition to explore these aspects in even greater detail.



Daniel Heath

Daniel Heath is a British award winning independent wallpaper, textile and surface designer renowned for his illustrative and engaging designs. Daniel is an experienced academic and has lectured Textiles at a range of universities, including Manchester, Bournemouth, and Central St Martins, etc. His clients include SwoonEditions, Panasonic Europe, Farrow & Ball, Heal's and Anthropologie (US), among others, as well as numerous private clients.



Ted Wood

Founded by Ted Jefferis, the fourth generation of a British craftsman heritage, who combines British hardwoods, brass and leather with his understanding of craftsmanship and design to reveal the texture, form and tones that only natural materials have to offer. "Ted Jefferis stood out for his tangible love of natural timber" British Design Awards - Best craft maker.



Spherebol

Spherebol was founded by Guy Thompson and August Wang. A creation when East meets West. It is a company specialising in premium quality dinnerware, lighting and display ornaments. Its designs are original, elegant and even playful, designed for people who appreciate that colourful works of art can enliven and enrich their daily lives.

Highlight

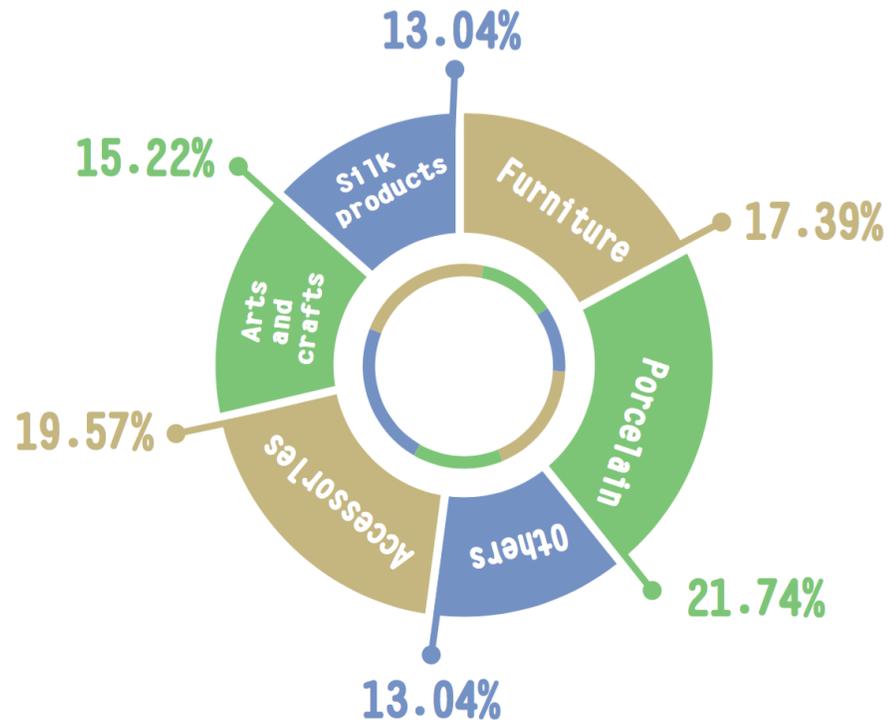
Figures & Audience



5
Days

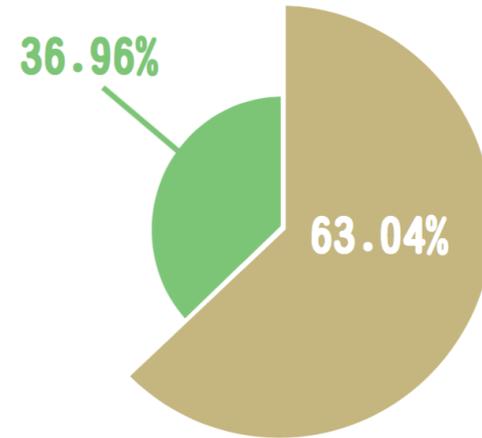
- 20,000 visits
- 46 exhibitions
- 3,400 m² scale
- 15,000,000 intended turnover

Exhibition categories

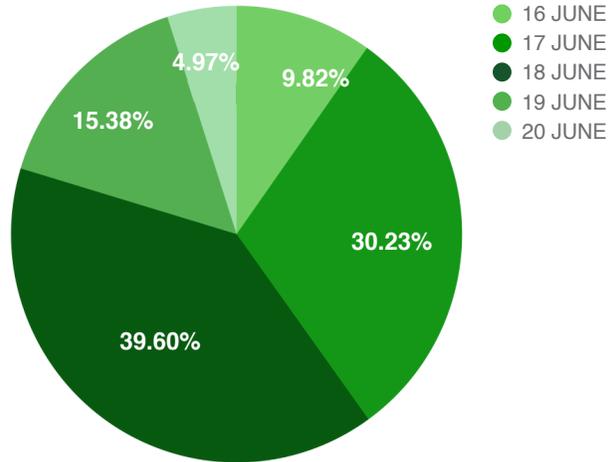


Exhibition profiles

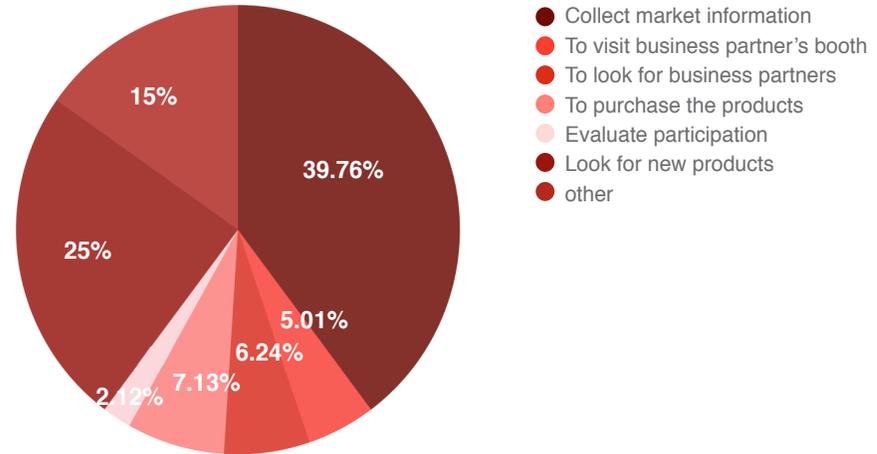
- Local exhibitors consisting of emerging companies such as 'New Hangzhou Line'; 'Integration- Hangzhou Traditional Craft Re-engineering'; and Chinese traditional craft and cultural heritage brands.
- Overseas exhibitors consisting of British craft designers, founders and curators; as well as cross-border designers whose works have Chinese elements.



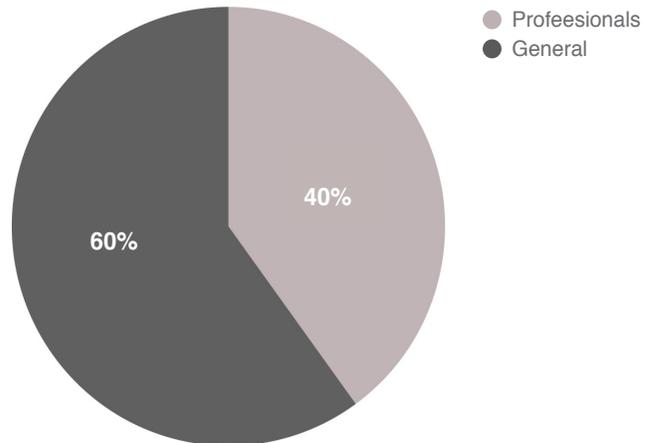
Daily visitor count



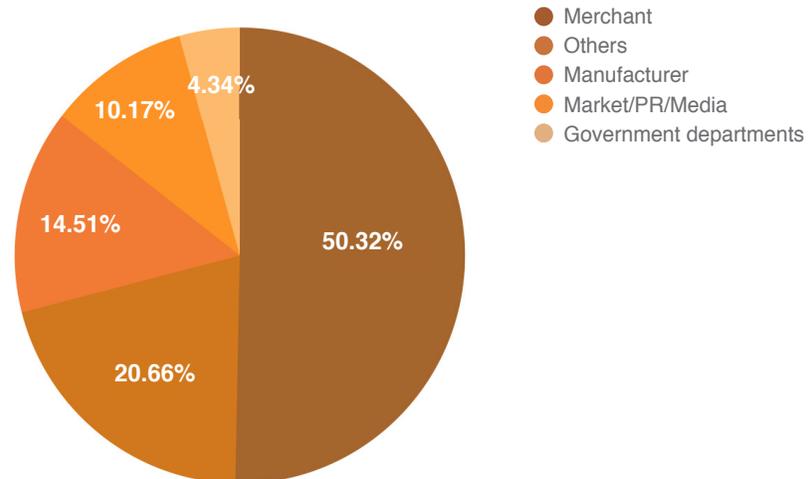
Visit purpose

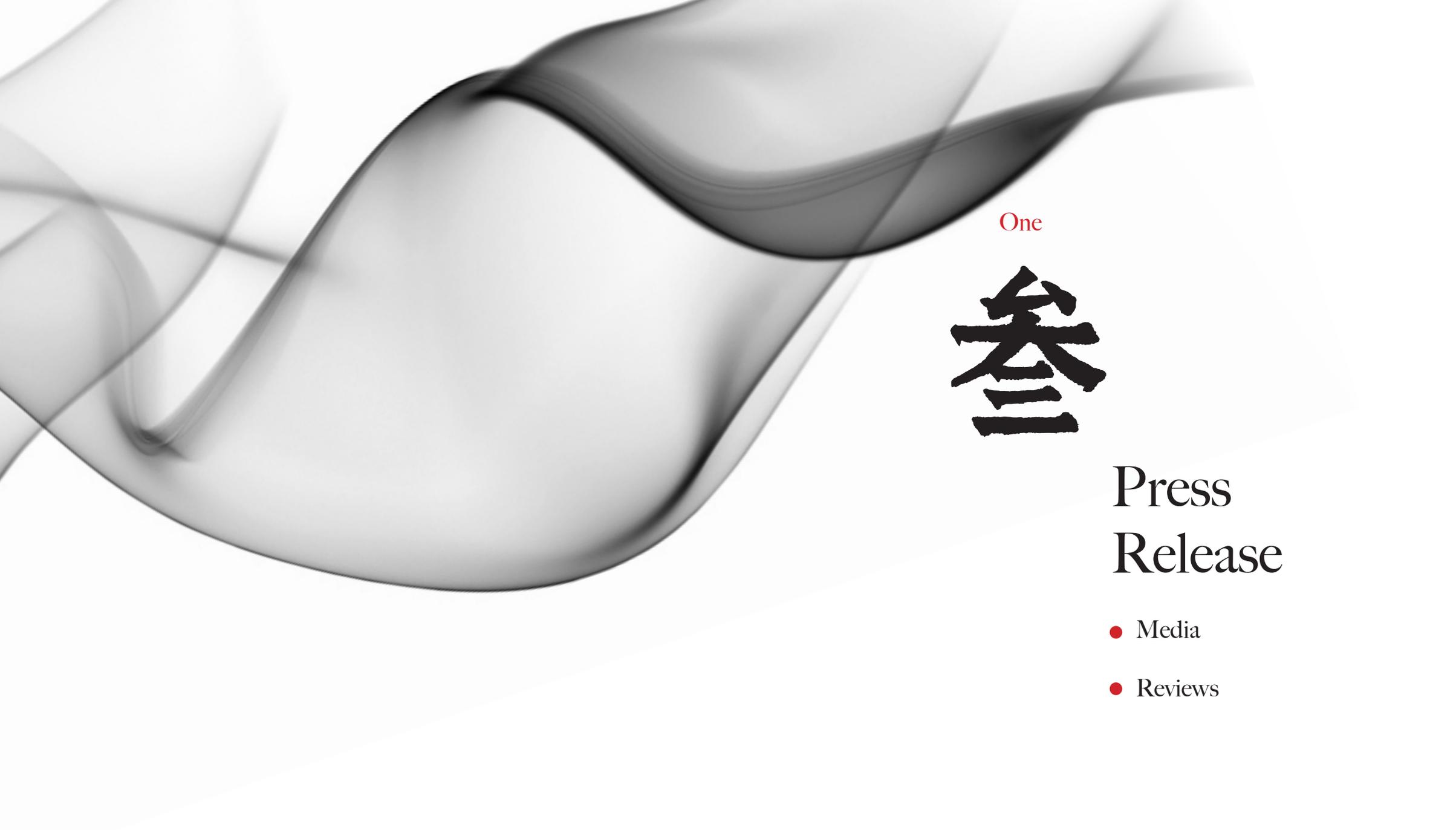


Daily visitor type



Visitor's business





One

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Press
Release

- Media
- Reviews

Media

行週末
WEEKEND

CCTV 央视网
com

头条

中国新闻网

杭州日报

搜狐

网易 NETEASE
www.163.com

都市快报

搜狐新闻

快报

杭州网

1. 一点资讯

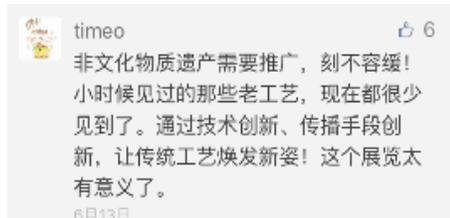
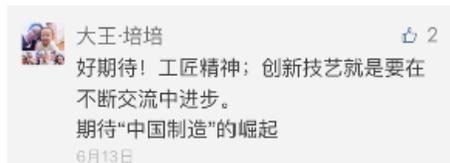
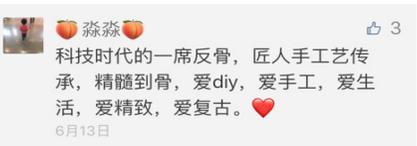
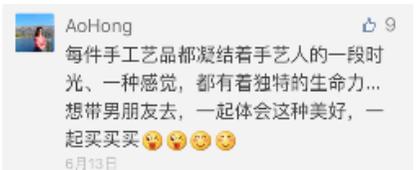
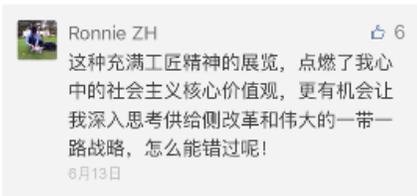
- 12 media reports

- 17 articles published

- 500,000 audience reached
on social media

Press Release

Reviews



Looking forward to seeing the emergence of “Made in China”. Craftsmanship, creative techniques progress through continuous interaction...

by Wang, Peipei

How could I have missed a full-of-craftsmanship-spirit exhibition that illuminated my perspective towards true socialism. It has also made me reconsider the importance of supply-side reform and the great One Belt One Road strategy...

by Ronnie ZH

Every piece of artwork represents a feeling, a unique vitality, and a passing time of the craftsman. Hope my boyfriend could go with me, to enjoy the meaningful journey...

by AnHong

Intangible cultural heritage should be preserved and developed without delay! We hardly see those old techniques nowadays! Giving a new face to traditional craftsmanship using innovative techniques and marketing methodologies- What an enlightening exhibition.

by Timeo

A rebel force for the new-tech era! The legacy of true craftsmanship! Love DIY; love craft; love life; love exquisiteness, love retro!

by Miaomiao



Ralph Wiegmann

CEO, Germany iF
International Forum Design
GmbH

“To me it was one of the best Chinese exhibitions of its kind I have seen so far.”



Patricia Walker
Allmond

Assoc Professor Peking
University President Non
Exec IACCI Senior Research
Fellow GPI

“World class designers and a breadth of international presenters added real value to the Hangzhou East West cultural innovations space.”



Angela Brady

OBE PDSA PPRIBA
FRIAI

“It was very well organised and attended and an impressive showcase of Chinese and International crafts people.”



Polly Macpherson

MA SFHEA FRSA

“By attending I connected with a fresh array of individuals who had masses of enthusiasm for designing, making and celebrating the importance of quality skills.”



Peter Fiell
& Charlotte Fiell

Writers

“For us as design historians and critics, it was very encouraging to see how there was a strong consensus about the need for craft values in design and design integrity in craft.”



Jian Hang

Vice President China Academy of Arts

“Hangzhou, the only technological capital in China which is named by UNESCO, has a very outstanding and great traditional craft.”



Four

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Opportunity

- Exhibitor
- Partnership

Opportunity

Exhibitor

01

Internationalisation

Open for more countries' involvement. China Craft Week targets to interact with unique, creative and sophisticated craftsmanships all around the world. That said, there will be more exhibitor booths and country pavilions, as well as more Masters in the forum.

02

Scale

To accommodate more exhibitors from many cultures, the organiser will acquire much larger site to suit the purpose.

03

Dynamics

We understand arts and crafts could be presented in diverse ways, and thus more equipment such as live display, video, virtual reality devices will be introduced to meet the artist's needs.

04

Marketing

Distributing brochures to related businesses; inviting influential online/offline media channels; connecting with Chinese audience; helping communicate with Chinese customers. All these steps mean greater exposure for our exhibitors.

05

Collaboration

The Chinese market is known for its booming economy these days. We aim to extend our invitation to hidden businesses and sectors such as energy, construction, and public service, and bring in ceaseless opportunities for you.

06

Free

Cultural interaction and appreciation is within our core values. China Craft Week open heartedly invites artists to exhibit in our event for free.

Opportunity

Partnership

01

Internationalisation

Penetrate the market, raise brand awareness- a stepping stone for brands that either wish to break into the market or strengthen visibility.

02

Public Relations

Our organisers are part of local government: partnering with us also means building important relations with locals and government.

04

Social Media

The Chinese market has its unique social media platforms, such as Weibo and WeChat: we help our partners reach out to audiences through the event.

03

Press

Our press partners include both national and local influential online/offline channels. For the 2nd Edition, we intend to deliver a greater coverage.

05

Trend

Both government and industry are concentrating on boosting the country's profound cultural and aesthetic heritage. This event is a great opportunity to align with this wave of developing cultural and creative businesses.

06

Packages

We do not have a set package, which means all proposals are invited. To discuss, please contact China Design Centre at the page below.

历久 弥新

Never Fading Charms

8 - 12 November 2018

More about CCW 2018

· More Countries' Linkage

To attract more countries, such as Germany, Spain and Ireland; to enrich and internationalize the presentation content.

· Professional Forum

To create an international process design dialogue platform, invite the master of technology to make theme sharing. In 2018, the main line is "Fashion Design", and invite the biggest names in related industries.

· Expand Outreach

Traditional cuisine will be a new plate in China Craft Week, not only let the visitors enjoy traditional cuisine from all over the world, but also put some food production on the spot and let the audience join in.

· Multiple Display

To present traditional craft production processes in multiple ways, such as video, live display, etc., enables participants to truly understand the charm of crafts.

· Whole City Interaction

In the whole city, a number of satellite exhibition areas will be set up to carry on the linkage, together with over 100 workshops in the city.

2018 China Craft Week Slab Division

Chinese Crafts
Innovation
Exhibition Area

1300m²

International Crafts
Innovation
Exhibition Area

1700m²

Workshops in
the Whole City

About 150
workshops

Airport Satellite
Exhibition

500m²

Traditional Food &
Manual Experience

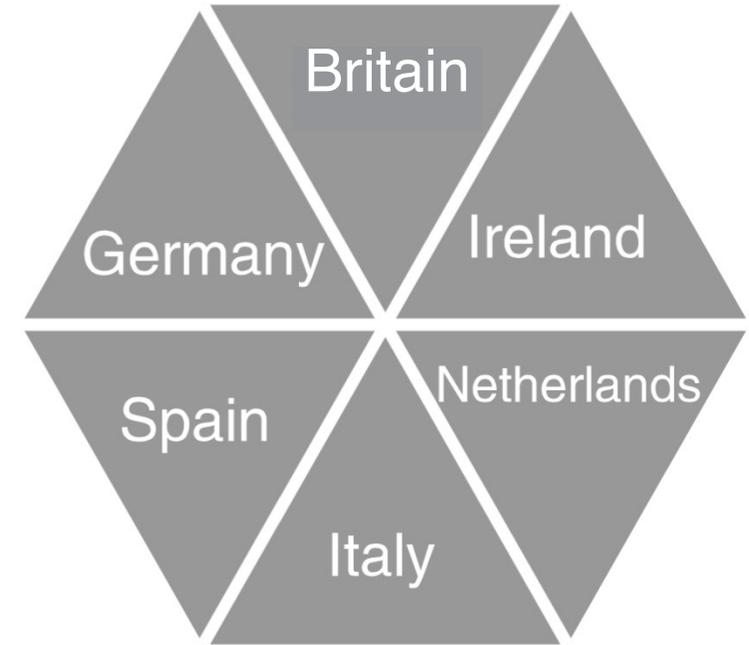
1400m²

Forum Sharing
5 guests

Shopping Mall
Satellite Exhibition

1500m²

Participating Countries



Main Exhibition Area: Hangzhou Creative Design Centre

Estimated Visitor Flow: 60,000 visits

Estimated Turnover: ¥ 30,000,000

The cooperation of investment
promotion is fully open!

2nd
CHINA
CRAFT
WEEK

8 - 12 November 2018

Hangzhou. China

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event@chinacraftweek.com

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Organiser:

Hangzhou Jianggan
District Committee of
CPC

Hangzhou Jianggan District People's
Government

Hangzhou Cultural and
Creative Industry Once

China Design Centre