

# Industrial design fair to open Monday

Chen Xiaochun

654789759@qq.com

THEMED "Design Drives [Knowledge] Drives Design," the Shenzhen International Industrial Design Fair (SZIDF) 2018 will kick off Monday and run through Wednesday in Hall 2 of Shenzhen Convention and Exhibition Center, according to a press conference held at Sino-Finnish Design Park on Thursday.

"This is the sixth session of our industrial design fair. Shenzhen industrial design actually stands for China's industrial design, and SZIDF stands witness to the efforts that we have made. Over the past 10 years, we have achieved our goal of getting the world to see the design in China. In the following 10 years, we hope Chinese design

can become influential in the global design community," said Feng Changhong, executive vice president and secretary general of the Shenzhen Industrial Design Profession Association (SIDA).

SZIDF focuses on cutting-edge international design and its changing trends, and aims at modern industrial design innovation. It will showcase all aspects of the value chain of the design and innovation industries through an array of events including exhibitions, forums, product launches, business meetings and The Great One Awards selection.

"This year the organizing committee has launched The Great One, which is a new sub-brand of SZIDF. The Great One aims to encourage innovation, strength and uniqueness, which will

add value and raise awareness for all enterprises," said Paul Cohen, CEO and design director of Cube Design as well as one of the most famous jurors of iF International Forum.

The Great One Awards include five categories, namely Best of the Best, Innovative Design, Best in Show, Design Entrepreneur Award and Gadget Design Award. According to Cohen, the candidates are expected to have fresh innovations, clear corporate values and contributions to the industrial design industry. The assessment will be based on innovation, quality, function, aesthetics, market potential and originality.

The fair has attracted 175 exhibitors from overseas and seven international pavilions from six countries, including France Design Pavilion, Den-

mark Design Pavilion, Holland Design Pavilion, Italian Design Pavilion, Korea Institute of Design Promotion and Spark Design Awards.

Many products will make their debut in China during the fair, including the intelligent landmark loudspeaker BeoLab 90 by Bang & Olufsen and the first ever digital weight training system featuring interactive video workouts, Tonal Strength Training System.

The Global Design Value Summit will be held at the same time, gathering the founder of Frog Design, Hartmut Esslinger, the father of Lean Design, Sandy Munro, president and CEO of GK Design Group, Kazuo Tanaka, founder of Favaretto & Partners, Paolo Favaretto, president of World Design Organization, Luisa Bocchietto, and CEO of

iF International Forum Design GmbH, Ralph Wiegmann.

Another highlight of the fair is that there will be two curatorial teams, one Chinese and one foreign. Troels Seidenfaden, founder and creative director of Seidenfaden Design Consultancy, designed the theme and concept of the fair, while the Chinese team focused on visual communication.

SZIDF was granted the status of "UFI Approved International Event" by the Global Association of the Exhibition Industry (UFI) in May 2018.

The fair is being hosted by the Shenzhen Municipal Government, organized by SIDA and co-organized by the China Industrial Design Association and China Mechanical Engineer Society Industrial Design Institution.

## British Prince Andrew visits local university

Chris Edwards, Han Ximin

ximhan@126.com

PRINCE Andrew, Duke of York, visited the Southern University of Science and Technology (SUSTech) during his China tour and had talks with SUSTech president Chen Shiyi and vice president Lu Chun on Thursday.

At the meeting, Chen briefed Prince Andrew on the progress of "striving to build a world-class university, rooted in China." He expounded on aspects of the developmental strategy, talent pipeline, international cooperation, industry-university cooperation and the construction of the School of Medicine.

Prince Andrew said that SUSTech has been developing at a very rapid pace. He expressed his appreciation for the cooperation and exchanges between the university and some British universities. He is looking forward to cooperation between SUSTech and King's College London in medical education and scientific research.

He hopes that the two universities will utilize Shenzhen's advantages to cultivate future leaders in the medical industry through innovative medical courses and teaching methods, and serve as a model for Sino-U.K. cooperation in higher education.



Prince Andrew (2nd R) talks with a student while SUSTech president Chen Shiyi (2nd L) and Shan Xiaowen (C), dean of the university's Mechanics and Aerospace Engineering Department, look on Thursday. Courtesy of SUSTech

During the visit, Prince Andrew also saw an outdoor exhibition of SUSTech's "Heron" UAVs, which will be on display at the 12th China International Aviation and Aerospace Exhibition in Zhuhai from Tuesday to Nov. 11.

He also visited the 3-D campus construction sand table, the

Cryo-Electron Microscopy Center and the Technology Transfer Innovation and Entrepreneurship Exhibition.

Prince Andrew said that as a new university, SUSTech will make outstanding contributions to the development of Shenzhen's high-tech industry, as well as to regional prosperity

and technological development around the world. He was particularly impressed by SUSTech's approach to entrepreneurship and its commitment to academic freedom.

The Duke of York will attend the inaugural China International Import Expo (CIIE) on Monday.

### At a Glance

#### Medical insurance

STARTING Nov. 1, Shenzhen is allowing local patients with tuberculosis to have their medical fees partially reimbursed, the city's human resources and social security bureau said Wednesday.

An official with the bureau said that up to 90 percent of medical fees can be reimbursed for a patient diagnosed with tuberculosis under the medical insurance scheme for serious diseases.

At present, 15 types of serious diseases are covered by the city's serious disease insurance program.

#### Two injured

TWO people were slightly injured when two elevated sightseeing trains collided at the Happy Valley theme park in Nanshan District on Thursday morning, sznews.com reported.

About 20 passengers were on the trains when the collision took place.

The park had previously planned to replace all of the sightseeing trains Nov. 8, according to park staffers.

The incident is being investigated.

## On-campus art gallery opens

A CEREMONY was held at Shen Wai International School (SWIS) on Thursday to mark the opening of Han Gallery, the first school gallery focused on art education for adolescents in Shenzhen.

The ceremony began with a fine piano performance by students at SWIS, which earned warm applause from time to time. Daniel Legault, the school's vice president, gave a speech at the ceremony expressing his gratitude to Hans Group for

their generous donation and assistance in opening the gallery.

Previously, Hans Group also offered support to build Hans Maker Space for SWIS.

According to Legault, 21st century education demands that students are prepared for the future and the establishment of the gallery demonstrates the SWIS mission and vision: to develop confident, open-minded, lifelong learners.

More than 200 guests, includ-

ing Gao Yunfeng, chairman of Hans Group, took part in the inauguration ceremony.

The gallery was inaugurated with its opening exhibition, "Coalescence," which symbolizes growing together and uniting as a whole. The works on display were selected by students at SWIS out of a collection of works by their fellow students.

The exhibition will be open to SWIS students and teachers through Dec. 20.

(Zeng Zhiwei)



People appreciate an SWIS student's work at the opening exhibition of the school art gallery Thursday. Courtesy of SWIS