



Shanghai

UNESCO City of Design



Situated at 31°14' N and 121°29' E, on the west coast of the Pacific Ocean and in the middle of the arc-shaped coastline, Shanghai boasts its unique position at the front end of the Yangtze River Delta. It is surrounded by the East Sea to the east, the Hangzhou Bay to the south, the mouth of the Yangtze River to the north, and the Jiangsu Province and Zhejiang Province to the west, with convenient transportation and advantageous geographical location. The interaction and mergence of the Chinese and western cultures in Shanghai create the inclusive atmosphere and cultural diversity. Meanwhile, Shanghai is also blessed with the quick development of commerce and finance and good cultural environment.

Fast facts

- Shanghai is one of the cities with the highest percentage of international residents in China. There are nearly 500,000 foreigners in Shanghai, and over 78.59% are foreigners working in Shanghai with their family. Shanghai has established sister city ties or friendly exchange relationship with 70 cities in 52 countries all over the world.
- There are 10,950 persons with college education or above in every 100,000 persons in Shanghai, ranking second in China.
- Shanghai is the largest port in China, and a well-known international transit port, with 27 container piers and 133 deep-water berths. In 2008, the throughput of Shanghai port reached 582 million tons, ranking first in the world for 3 consecutive years. The top 20 large-scale shipping companies in the world have all opened their route with Shanghai.
- As an international metropolis with cultural diversity, Shanghai inherits and absorbs the various elements from the folk custom of the Yangtze River Delta, the western classical style, the village style of Europe

and America, the traditional residence buildings of China, and the new trend of 21st century architecture, forming a city landscape of multi-cultural charm and prospective energy.

Events on design



- Shanghai International Creative Industry Week: It has been held with success for five years. As the first creative industry week in China, and also the most influential creative event in China, it receives the participation of creative and design enterprises from many countries and regions, with worldwide attention.
- Shanghai eArt Festival: First launched in 19 October 2007, Shanghai eArt Festival is the first of its kind in China, and the largest e-art festival in the world.
- Shanghai Design Biennale: It has been held with success for four times. With the creative themes, content and format, it has become a large platform for the people in the design industry on both domestic and international level.
- China Joy: China Joy was first launched in 2002. After 7 years, it has grown into the exhibition on comics and animation, entertainment and broadcasting, and creative experience with a large number of audiences ranking first in Asia and second in the world. The exhibition of 35,000 m² lasts for 4 days and attracts 120,000 audiences.
- Shanghai International Film Festival: Founded in 1993, Shanghai International Film Festival has been held with success for seven times, providing a platform to encourage the creativity of new film persons in Asia for the spread of Asian films to the world.
- Shanghai International Art Festival: First launched in 1999, Shanghai International Art Festival is held as an annual event, with the principle of absorbing good cultures from the world, promoting the arts of the Chinese nation, and encouraging the exchange between Chinese and western cultures.

Funding for the design industry

- Funding from government: In November 1986, the first regional (municipal) culture fund in China - Shanghai Cultural Development Foundation was established with an annual input of nearly 60 million RMB. In 2000, "Shanghai Technological Innovation Fund for SMEs" was established. In 2005, "Software



and IC industry Development Fund” was established to support enterprises and projects in the field of software. In 2006, “Shanghai Creative Industries Orientation Fund” was established. In 2007, “Shanghai Service Industry Development Fund” was established to support all kinds of creative and design enterprises.

- Funding from creative enterprises: Many creative industries have strengthened the input for venture projects.
- Funding from international capital: Many creative enterprises have received the investment from international venture capitals, and have got listed in the overseas stock market, such as Shanda Interactive Entertainment Limited, Focus Media and Giant Interactive Group.

Major design institutions

- Associations for design industry: Shanghai Convention and Exhibition Industries Association, Shanghai Advertising Association, Shanghai Gem Trade Association, Shanghai Software Industry Association, Shanghai Industrial Design Association, Shanghai Garment Trade Association, etc.
- Studios of creative design masters: Shanghai Lao Feng Xiang Master Design Center, LI Bosheng Original Studio, Shanghai HAN Binghua Visual Art / Printing and Packaging Studio, LIU Weiya Product Packaging Design Studio, Artistic Porcelain Studio, LI Youyu Original Studio, Lin Jiayang Visual Design Studio, etc.

Educational institutions on creativity and design

- Design Innovation School, Tongji University: Visual design, industrial design, materials expression, space/environment design, interactive design; bachelor’s, master’s and doctor’s degree programs
- College of Architecture and Urban Planning, Tongji University: Engineering design, architecture and interior design, garden design, software design
- School of Media and Design, Shanghai Jiao Tong University: Engineering design, advertising design, graphic design
- Donghua University: Industrial design, fashion design, environmental design
- School of Design, East China Normal University:

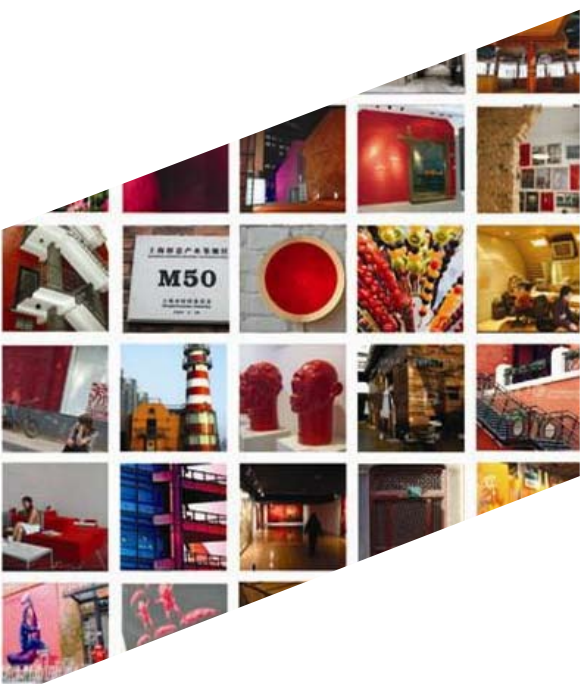


Complete in majors. Industrial design, exhibition design, graphic design, cartoon comics and games design, film and TV design

- Design Department, Fine Arts College, Shanghai Normal University: Industrial design, graphic design, cartoon comics and game design
- School of Art, Design and Media, East China University of Science and Technology: Industrial design, exhibition design, advertising design
- School of Applied Arts Design, Shanghai Second Polytechnic University: Industrial design, graphic design
- Shanghai Institute of Design, China Academy of Art: Industrial design, graphic design, garden design, fashion design, cartoon comics and game design
- School of Film and Television Art & Technology, Shanghai University: Advertising design, cartoon comics and game design, film and TV design
- Shanghai Institute of Visual Art, Fudan University: Advertising design, graphic design, printing and packaging design
- Shanghai Arts and Crafts Vocational College: Architecture and interior design, garden design, printing and packaging design
- College of Creative Studies, Shanghai Theatre Academy: Multimedia applications of creativity, entertainment creativity, visual arts
- Many enterprises, institutions and training centers have carried out a variety of creative training programs. For example, the Crystal Institution of Digital Education creates annual revenue of more than 20 million yuan per year on training programs.

Cultural landscape in creative city

- Landmark buildings on the Bund: With the name of «architecture expo of different countries», these classical buildings have inherited the history and culture for over a century with great worldwide influence, showing the good protection of cultural heritage in Shanghai.
- Buildings in Lujiazui and the urban landscape: These high-tech buildings in the downtown area present the new trend of 21st century urban planning and architecture design.
- Shanghai Xintiandi: Xintiandi is renovated from the old urban area in the 1930s, a new leisure and entertainment area combining history with fashion



- 1933 Old Mill Fun, Garden Lane, Creative Warehouse, etc.: They are renovated from old factories in the 1930s into the creative clusters and fashion landscape attracting a large number of creative enterprises home and abroad.
- Port City / Dishui Lake / Yangshan Port: It is the satellite town with deep water port, crossing sea bridge and new port town built from desolate beach.
- Shanghai Thames Town, Germany Town, etc.: They borrow the specific town architecture in different countries, forming a landscape of many countries in Shanghai.
- Grand Hongqiao transport hub: It is the largest transport hub combining the airport, metro, megaleve highway and urban traffic.
- Zhujiajiao, Sheshan Scenic Spot, etc.: They are the places with 100 years old water village landscape, favorite scenic spots for tourists from China and other countries.

Economic impact

- Shanghai has formed the interaction of four layers: products – craftsmanship - industry – city/life, which shows the increasing importance of the R&D and design on the economic development and city life.
- The major design categories are: industrial product design, architecture and planning design, fashion design, exhibition design, printing and packaging design, advertising design, software design, cartoon comics and game design, graphic design, and jewelry design. The design industry shows strong influence on other industries as well.
- Creative Industry has become one of the most important industries in Shanghai. In 2009 , total output of creative industry achieved 390 billion CNY , added value reached 11.48 billion CNY, accounted for 7.7% of GDP and 17.6 % increase compared with 2008, with 950,000 employments. Shanghai city government has drafted specific 5 year strategy (2011-2015) to promote creative industry on economic transition, cultural development and social sustainability.