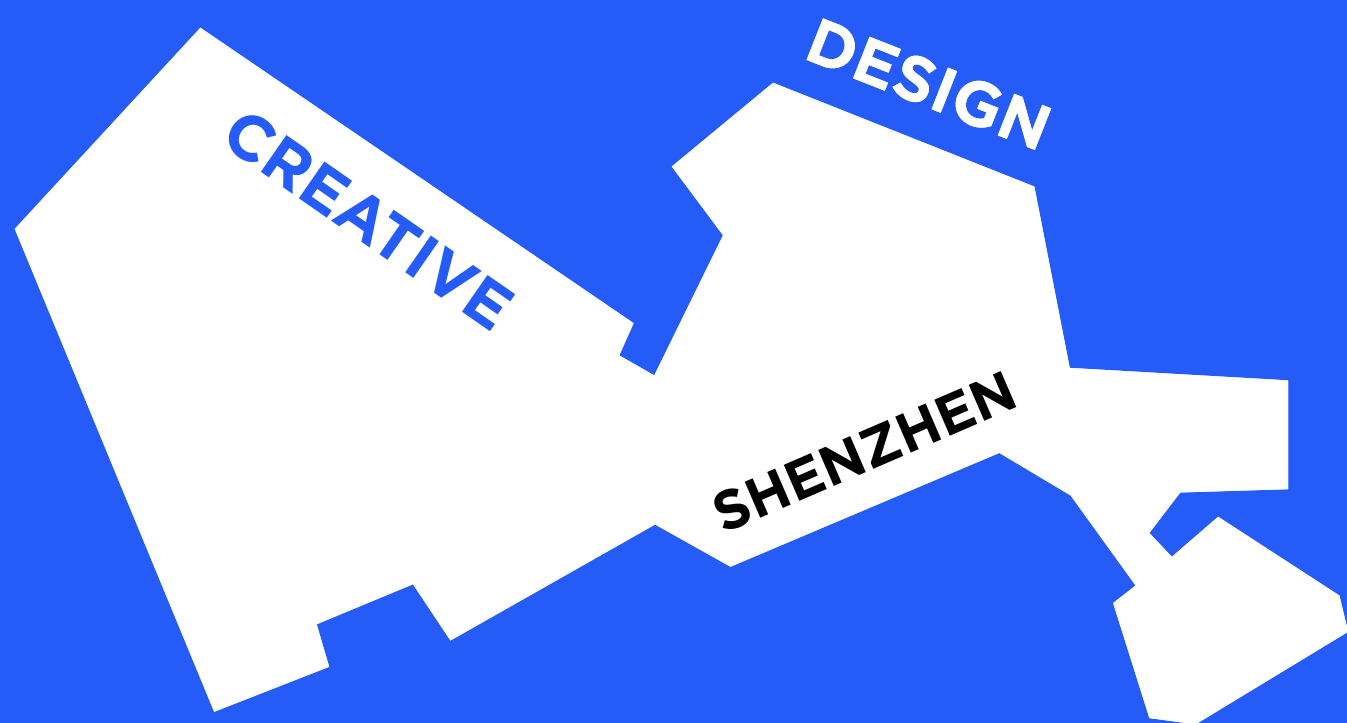


UNESCO CREATIVE CITIES NETWORK

SHENZHEN CITY

OF DESIGN

2017 - 2020



United Nations
Educational, Scientific and
Cultural Organization

City of Design
SHENZHEN

Member of the UNESCO
Creative Cities Network
since 2008

SHENZHEN: UNESCO CREATIVE CITY OF DESIGN

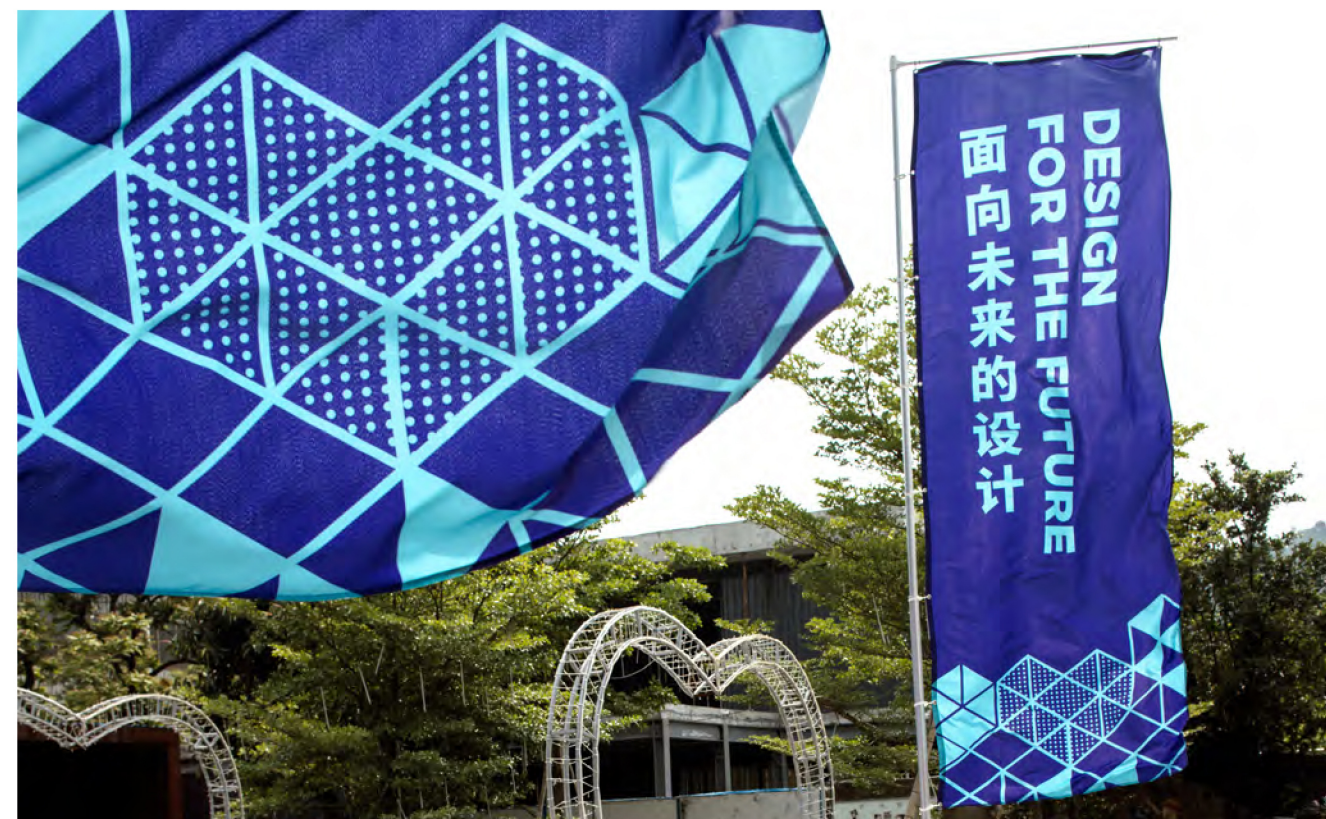
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SHENZHEN: UNESCO CREATIVE CITY OF DESIGN

EXECUTIVE SUMMARY

The designation of Shenzhen as a UNESCO Creative City of Design in 2008 marked a milestone in our efforts to promote and develop design as a pillar for development in the city level. Since 2008, design has been an essential driving force in Shenzhen's transformation from a 'world manufacturing center' to a leading design hub in China. Ten years after the designation, the city is prepared to reach the next level: from 'made in Shenzhen' to 'created

in Shenzhen'. Shenzhen's culture and creative industries have maintained sound and rapid development with creative design as a leading force. The city is now home to over a hundred thousand design enterprises. The added value of culture and creative industries reached 262 billion yuan (or USD 37 billion), accounting for 10.8 percent of Shenzhen's GDP (more details are available in Annex II).



GENERAL INFORMATION

CITY

Shenzhen

COUNTRY

China

CREATIVE FIELD

Design

YEAR OF DESIGNATION

2008

DATE OF REPORT SUBMISSION

30 November 2020

REPORT PREPARED BY

Shenzhen City of Design Promotion Association

PREVIOUS REPORTS SUBMITTED

<https://en.unesco.org/creative-cities/sites/creative-cities/files/Shenzhen%20City%20of%20Design%20Report.pdf>



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Chapter 1
CREATIVE TOGETHER

CONTRIBUTIONS TO THE UNESCO CREATIVE CITIES
NETWORK'S GLOBAL MANAGEMENT

Chapter 1

CREATIVE TOGETHER

CONTRIBUTIONS TO THE UNESCO CREATIVE CITIES NETWORK'S GLOBAL MANAGEMENT

The City of Shenzhen has actively participated in UCCN meetings and activities and has contributed to this global network by exchanging information with member cities, sharing opportunities for discussion and interaction, and engaging fellow members in local and international platforms and events.

UCCN Annual Meetings Attended: 3

- 2017 Enghien-les-Bains (France)
- 2018 Krakow-Katowice (Poland)
- 2019 Fabriano (Italy)

Serving as Cities of Design coordinator or deputy coordinator and period:

2014-2017 coordinator

UCCN Cities of Design Sub-Network Meetings Attended: 6

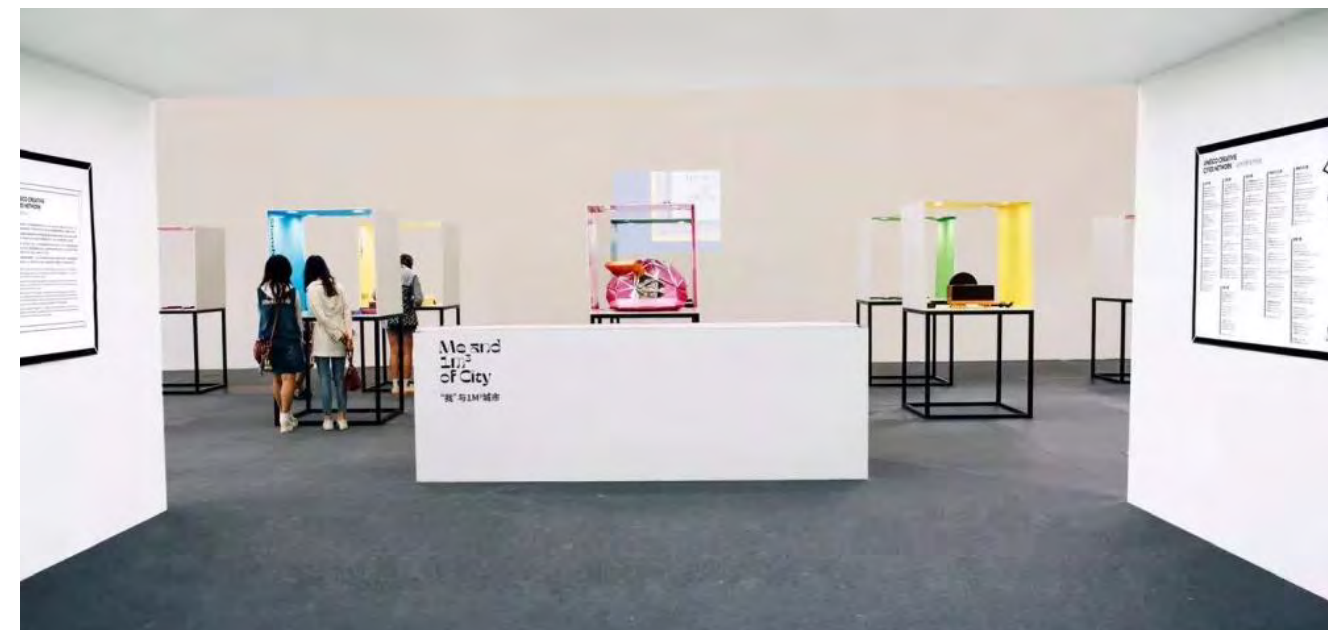
- 2017 Enghien-les-Bains (France)
- 2018 Krakow-Katowice (Poland) and Dundee (UK)
- 2019 Fabriano (Italy) and Detroit (USA)
- 2020 Virtual meeting organized by Graz and Saint-Etienne

UCCN Cities of Design Applications Evaluated:

2017: 12
2019: 9

In the spirit of promoting exchanges and communication within and across the disciplines of the network, Shenzhen hosted the UNESCO Creative Cities of Design Forum during Shen-

zhen Design Week 2017 and organized a design exhibition of participating Creative Cities in Shenzhen Design Award for Young Talents (SDAY) during Shenzhen Design Week 2018 and 2020.



Serving as an international professional competition specially designed for young designers under the age of 35 within the 246 UNESCO Creative Cities worldwide, the 4th Shenzhen Design Award for Young Talents (SDAY) 2019

encouraged young designers to reflect on environmental sustainability, social and economic development and the quality of life in cities with the theme of “Inclusive Design”.



Chapter 2

DESIGN EVENTS

OUR MAJOR INITIATIVES IMPLEMENTED AT THE
LOCAL LEVEL

Chapter 2 DESIGN EVENTS

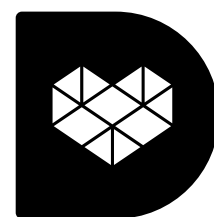
OUR MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL

SHENZHEN DESIGN WEEK

IN SHENZHEN

Shenzhen Design Week (SZDW), founded in 2017, is an international design festival hosted by the Shenzhen Municipal Government, organized by Shenzhen International Culture Exchange Association, Shenzhen Innovation & Creative Design Development Office, Foreign Affairs Office of the People's Government of Shenzhen Municipality, Greater Bay Area Office of the People's Government of Shenzhen Municipality, Education Bureau of Shenzhen Municipality, Innovation Committee of Science and Technology of Shenzhen Municipality, Bureau of Industry and Information Technology of Shenzhen Municipality, Culture, Radio and Television, Tourism and Sports Administration of Shenzhen Municipality, with Shenzhen City of Design Promotion Association (SDPA) serving as Secretariat. SZDW aims at building an international,

cross-categories, and professional platform for the design industry. This platform will facilitate international culture exchange, city branding and promotion, showcasing design achievements, and public education on design thinking and consciousness. This event is a cultural celebration open to the public with over ten days of creative activities taking place across the city, attracting ten of thousands of designers, enterprises, students, media, and citizens from local and global communities.



**SHENZHEN
DESIGN
WEEK**
深圳设计周

2017

Theme: Design for the Future

Duration: 8 days

Participating designers: 200+

Visitors: 100,000+



2018

Theme: Possibilities of Design

Duration: 11 days

Participating designers: 1000+

Visitors: 150,000+



2019

Theme: Design for Sustainability

Duration: 12 days

Projects in exhibitions: 5000+

Visitors: 100,000+



2020

Theme: Virtual Design | Infinite Creativity

Duration: 15 days

Participating designers: 800+

Events: 40+

Countries and regions: 20+



Chapter 2 DESIGN EVENTS

OUR MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL

Shenzhen Global Design Award

IN SHENZHEN

The Shenzhen Global Design Award (SDA), established in 2018, is organized by the city of Shenzhen to recognize and reward outstanding designers, and to enhance exchanges between designers at city, regional and international scale. SDA is supported by the Organizing Committee of the Shenzhen Design Week, and organized by the Shenzhen City of Design Promotion Association (SDPA).

2018

The first edition of the SDA received more than 1,000 submissions from 12 countries and regions around the world, and finally selected 17 winners. AF Design from Shanghai won the Grand Award with Halo City - a foldable electric scooter designed for convenience with recyclable materials, followed by winners from Shenzhen, United States, Japan and other places.



2019

The total prizes of the SDA 2019 rose to 10 million yuan, with the awards expanded to five categories (from the single category of industrial design in 2018) - Communication, Industrial & Product, Architecture, Interior, and Fashion, as well as one Special Award for Sustainable Development, which went to "Windvogel" - an electric kite generated by wind - by Studio Roosegaarde from the Netherlands. This edition of the SDA received more than 3,000 entries from 30 countries and regions around the world.

2020

As the unexpected coronavirus pandemic brought immeasurable losses to our life and society and is currently still raging in many countries and regions, SDA sets up a special edition for 2020 - Anti-Coronavirus Product Design Award. Designers and design companies around the world are invited to enter to find more and better solutions to combat this disease.



Chapter 2 DESIGN EVENTS

OUR MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL

SHENZHEN FASHION WEEK

A/W 2017, 17-23 March 2017

More than 200 brands and designers from more than 10 countries and regions participated in the A/W 2017 Shenzhen Fashion Week. The 9,000-square-meter brand new main venue at the OCT Harbour had two international standard showrooms (Halls A and B) each capable of accommodating 800 spectators, while the “No. 3 Showroom of Luminous T” (Hall C) for cutting-edge independent designers was launched at the Creative Display Center of the OCT Harbour. Fashionable and creative theme showrooms were held at the OCT Art & Design Gallery, with the showroom

A/W 2018, 12-20 March 2018

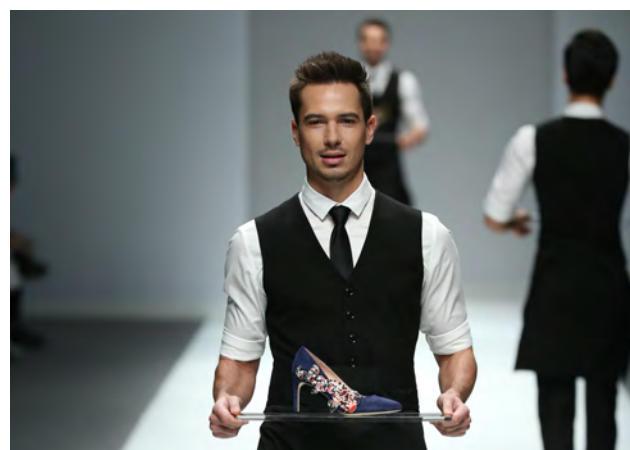
The A/W 2018 Shenzhen Fashion Week was opened at the Shenzhen Museum of Contemporary Art and Museum of Urban Planning on March 12, 2018. More than 200 brands, designers and models from more than 10 countries and regions around the world brought 80 art and fashion shows to more than 80,000 visitors in eight days. Compared with previous editions, the biggest difference in the 4th Shenzhen Fashion Week was that among the brands participating in the catwalk shows, the proportion of foreign designers reached 40 percent, dou-

IN SHENZHEN

area expanded to more than 2,500 square meters. The fashion week invited a number of famous designers from New York, Paris and Italy to continue the spectacles of the four major international fashion weeks in New York, London, Paris and Milan.



bling from that in 2017. The international fashion forces showed a series of international trends on the stage of the A/W 2018 Shenzhen Fashion Week, including former U.S. first lady Michelle Obama’s favorite American designer Bibhu Mohapatra and many others.



SHENZHEN: UNESCO CREATIVE CITY OF DESIGN

SHENZHEN FRINGE FESTIVAL

2017

The 8th Shenzhen Fringe Festival was held at multiple venues in Nanshan District from November 24 to December 10, 2017. Apart from the CBD of Nanshan, the festival’s original venue, performances were also presented in many places including Wenxin Park, the Small Theater of Nanshan Culture and Sports Center, Guimiao New Village and Haiwan Road in Shekou. The festival spread various arts into different corners of the city, keeping the spirit of “Stage Everywhere”. More than 400 outstanding artists from all over the world and the city brought 108 diversified artistic shows free of charge, including music, dramas, dance and body art, workshops, cruises and exhibitions.



2018

The 9th Shenzhen Fringe Festival was held from November 24 to December 2, 2018, and 61 groups of artists from all over the world brought 119 free art performances. On the afternoon of December 2, 2018, as the finale of the annual Shenzhen Fringe Festival, the Fringe Parade was held in Shenzhen Bay Street, the CBD in Nanshan District. A total of 20 parade teams and more than 400 artists from around the world gathered for the carnival on this day.



Chapter 2 DESIGN EVENTS

OUR MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL

SEA WORLD CULTURE AND ARTS CENTER

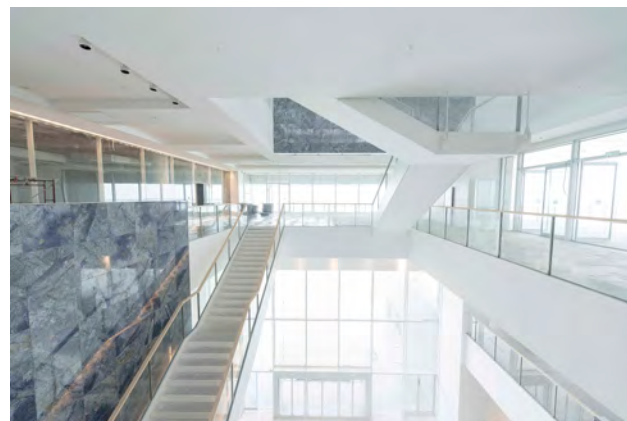
IN SHENZHEN



The Sea World Culture and Arts Center | Design Society is the first project in China by Maki and Associates, a firm led by modernist architectural master Fumihiko Maki. It covers an area of more than 26,000 square meters and has a floor area of more than 71,000 square meters, including six major galleries: the Main Gallery, the V&A Gallery, the Park View Gallery, the Shenzhen UNESCO Creative Cities Network Exchange Center, the Shekou Museum of Reform and Opening and the Shenzhen Guanfu Museum.

It is worth mentioning that the Sea World Culture and Arts Center is not only a public cultural and arts institution meeting international standards

but also a museum group themed with creative culture and based on design art, as well as a complex of art museums, high-end commerce, art galleries, a stairs-shaped concert and lecture hall named Mountain View Theater with a real mountain view, and the Horizon Hall, a multifunctional press conference space with a full sea view.



SHENZHEN: UNESCO CREATIVE CITY OF DESIGN

SHENZHEN MUSEUM OF CONTEMPORARY ART AND MUSEUM OF URBAN PLANNING

The Shenzhen Museum of Contemporary Art and Museum of Urban Planning, located in the northeast corner of the Shenzhen Civic Center, officially opened to the public on December 28, 2017, becoming a new landmark of Shenzhen's cultural facilities. With a total floor area of approximately 90,000 square meters, the Shenzhen Museum of Contemporary Art and Museum of Urban Planning is a comprehensive cultural venue integrating art collection and display, information inquiry and publicity, and reception and tourism. The main space of the museum is divided into three parts: the urban planning exhibition area, the contemporary art exhibition area and the shared central courtyard.

As a "conceptual architecture", the museum has a unique shape and a variety of spatial structures. While adopting a large number of special-shaped steel structures such as tilting, twisting and rotating, it uses ecological energy-saving technologies to form an organic unity that has differences in environment but is well connected.



UNESCO CREATIVE CITIES NETWORK

Chapter 2 DESIGN EVENTS

OUR MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL

BI-CITY BIENNALE OF URBANISM\ARCHITECTURE (SHENZHEN)

SHENZHEN-HONG KONG

16 December 16 2017 - March 17, 2018

Themed as "Cities, Grow in Difference", 2017 UABB (Shenzhen) took "urban villages" as the starting point to explore and reflect China's urban development model in the context of globalization, and tried to portray the vision and more possibilities of cities in the future. The exhibition brought together more than 200 exhibitors from more than 25 countries around the world, presenting works that fused architecture, art and design.



21 December 2019 - April 2020

More than 140 works were presented by over 280 participants from 24 countries and regions in the 8th Bi-City Biennale of Urbanism\Architecture (Shenzhen). The theme of the 2019 UABB was "Urban Interactions". The exhibition consisted of two sections, namely, "Eyes of the City" and "Ascending City", which explored the evolving relationship between urban space and technological innovation from different perspectives. There were nine sub-venues in 2019, ranging from Shatoujiao Bonded Zone of Yantian District in the east to Qianhai Cooperation Zone in the west, a new high in the UABB's history.



SHENZHEN: UNESCO CREATIVE CITY OF DESIGN

QIANHAI HK-SZ DESIGN INNOVATION HUB

The project of the Qianhai HK-SZ Design Innovation Hub is also named "Zetta Bridge", because its location is close to No. 2 Bridge of Qianhai, and the name also symbolizes the exchange and cooperation in design and creativity between Hong Kong and Shenzhen that stimulates diversified industries. The Qianhai HK-SZ Design Innovation Hub is designated as a pilot initiative of the Shenzhen-Hong Kong cultural and creative cooperation, occupying an area of 14,290 square meters and a floor area of 15,870 square meters. The planned forms of business include creative markets, transaction and exhibition halls, designer studios and design theme commerce.



Design Twin-Cities

The "HK-SZ Design Twin-Cities" is held every two years in Shenzhen and Hong Kong in turn. With the theme of "Inheriting the future", the exhibition in 2018 was jointly organized by the Shenzhen City of Design Promotion Association (SDPA) and the Hong Kong Federation of Design Associations (FHKDA), and lasted for two months.



UNESCO CREATIVE CITIES NETWORK

"Next by Design Twin-cities" (NEXXT) has been trying to break through the cooperation formula of "mutual delivery of works and designers for exhibition and exchange". Through the cross-matching between Shenzhen and Hong Kong designers and brand manufacturers, the design works have been produced and sold, fulfilling the goal of promoting communication and industrial development.

Chapter 2 DESIGN EVENTS

OUR MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL

Design Exhibition of Guangdong-Hong Kong-Macao Greater Bay Area

GREATER BAY AREA

For the first time, the 2017 Design Exhibition of Guangdong-Hong Kong-Macao Greater Bay Area assembled more than 100 most representative designers in Guangdong, Hong Kong and Macao, and presented hundreds of works from a panoramic prospective. From the predecessors engaged in the industry for more than 50 years to the up-and-coming design rookies, from business cases to experimental creations, from print media to multi-dimensional images, these works by designers from different cities clearly reflected original regional traits, while their commonality was more worthy of pondering and inquiry: Openness, diversity and historical accretion developed in parallel with cutting-edge exploration, and business spirit and humanism existed in harmony.

In 2019, the Guangdong-Hong Kong-Macao Greater Bay Area Design Exhibition reappeared during the Shenzhen Design Week. This time, the organizers moved the lens from individual designers to a broader field, and explored, from a new perspective, the deeper internal relationship between design and the development of the Greater Bay Area - a design engine.

With the theme of "Design Engine", and focusing on four directions of "Design Driven Industry, Design Driven Culture, Design Driven Life, and Design Driven Innovation", this design exhibition selected 80 creative design projects in which designers of the Greater Bay Area had been deeply involved, and presented them comprehensively through physical objects, text, graphics, images and data.



Greater Bay Area Design Forum

This international forum focused on the perspective of individuals to ponder the dynamic relationship between designers and the times. The event specially invited five representative designers from around the world in different creative directions to share their thoughts, analyze the multiple relationships between design and the economy, culture and life in a bay area, and look forward to the innovation possibilities in the new era of the Guangdong-Hong Kong-Macao Greater Bay Area. It was a really popular event. More than 600 designers and citizens from various places gathered at the forum, leaving no empty seats. Plenty of listeners sat on the floor or stood to enjoy the speeches. More than 100,000 people viewed live broadcast of the forum on the Internet.



As an important part of the "2019 Guangdong-Hong Kong-Macao Greater Bay Area Design Activities", the "Design Engine" Greater Bay Area Design Forum was no longer just a simple activity for design exchange, but also refreshed and strengthened the public's awareness of design, and made design truly blend in life and change life's magnetic resonance field.

This forum invited four world-renowned design masters, Ryosuke Uehara, William Lim, Su Dan, and Mann Lao, to stir up design trends with the audience, analyze the multiple relations between design and the economic and cultural life of the Bay Area, and look forward to the Bay Area's possibility of innovation in the new era.



Chapter 3

GLOBAL COMMUNICATION

OUR MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY
COOPERATION

Chapter 3 GLOBAL COMMUNICATION

OUR MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY AND INTERNATIONAL COOPERATION

SHENZHEN DESIGN AWARD FOR YOUNG TALENTS

Shenzhen, China | 1 July 2017 - 6 February 2018

The Shenzhen Design Award for Young Talents (SDAY) is an international professional competition specially designed for young designers under the age of 35 within the 246 UNESCO Creative Cities worldwide. Thousands of young designers from 21 Creative Cities of 12 countries participated in the 3rd SDAY themed "Craftsmanship: The Spirit of Design". Fabrizio Alessio from Turin, Italy won the \$20,000 Grand Award with his humanistic design of a DIY wheelchair.



SHENZHEN GLOBAL DESIGN AWARD PROMOTION CONFERENCE IN MADRID

Madrid, Spain | 20 November 2017

A promotion conference for the Shenzhen Global Design Award and the China (Shenzhen) International Cultural Industries Fair (ICIF) was held at The Westin Palace in downtown Madrid on November 20, 2017. Liu Wenqiu, counselor of the Cultural Office of the Embassy of China in Spain, introduced to the guests, "The ICIF is an important channel for Chinese and foreign cultural industries. I hope that Spanish companies and designers can actively participate in relevant activities".



SHENZHEN INTERNATIONAL CULTURE WEEK IN NEW YORK

New York, US | 3 October 2017

The Shenzhen International Culture Week and "Melody of Shenzhen: Lang Lang and His City" Global Promotion Event of Shenzhen in New York demonstrated to the American audience the cultural diversity of Shenzhen, a capital of innovation in China. Nearly 200 guests from China and the United States in the fields of science, technology, education and arts attended the event. The exhibition of original designs by Shenzhen designers ranging from graphic to architecture received applause from visitors.



SHENZHEN: UNESCO CREATIVE CITY OF DESIGN

FIRST WORLD DESIGN SUMMIT MEETING

Montreal, Canada | 16-25 October 2017

With the theme of "Designing for the Future", the summit was co-hosted by the International Council of Design (ico-D), the International Federation for Housing and Planning (IFHP) and the International Federation of Landscape Architects (IFLA). During the summit, Xu Ting, secretary-general of the Shenzhen City of Design Promotion Association, attended the special meeting held by ico-D, where he introduced to the attendees from different countries the Shenzhen Design Week and the call for entries for the Shenzhen Global Design Award.



WORLD DESIGN WEEKS ANNUAL MEETING

Milan, Italy | 5 April 2017

More than 100 representatives from more than 60 design weeks and festivals from around the world gathered in Milan for WDW Milan 2017, the annual meeting of the World Design Weeks network. Participants exchanged work progress of the World Design Weeks network over the past year, and shared the work plans. Shenzhen announced the first Shenzhen Design Week would be held at the end of April 2017.



WDW SUMMIT HELSINKI 2017

Helsinki, Finland | 14-18 September 2017

As the first major event of the World Design Weeks network, the World Design Weeks - Summit Helsinki 2017 was held from September 14 to 18, 2017 at the Clarion Congress Centre, Helsinki, Finland. Xu Ting attended the summit and introduced to the attendees from different countries the 1st Shenzhen Design Week and the global call for entries for the Shenzhen Global Design Award.



VISIT BY DESIGN DELEGATION FROM MELBOURNE, AUSTRALIA

Shenzhen, China | 6 December 2017

A 28-person design delegation from Melbourne, Australia visited Shenzhen and paid a visit to the Shenzhen City of Design Promotion Association. Melbourne has been maintaining a good relationship with Shenzhen since its membership as a City of Literature in the UNESCO Creative Cities Network from 2008. The delegation visited JANCHO Studio to learn about the production process of watered gauze, a traditional Guangdong cloth, and visited the Shenzhen office of Place Design Group.



UNESCO CREATIVE CITIES NETWORK

SHENZHEN DELEGATION VISITS MILAN

Milan, Italy | 13-14 June 2018

Mr. Wang Weizhong, secretary of the Shenzhen Municipal Committee of the Communist Party of China, led a delegation of Shenzhen Municipality to visit the Municipality of Milan, Italy, in a bid to deepen the practical cooperation between Shenzhen and Milan in innovative and creative design, education and training, high-end exhibitions, culture and tourism, and other fields, to further enhance the friendly relations between both cities, and to better implement the important consensuses reached by the heads of state of both countries on the development of Sino-Italian relations.



SDAY EXHIBITION AT UCCN ANNUAL MEETING IN POLAND

Katowice, Poland | 12-15 June 2018

The XII Annual Meeting of the UNESCO Creative Cities Network (UCCN) was held in Krakow and Katowice, Poland, joint hosts and Creative Cities of Literature and Music respectively. As a member of the UCCN, Shenzhen sent a delegation to the Annual Meeting of the UCCN in Poland and brought the outstanding works of the 3rd Shenzhen Design Award for Young Talents (SDAY) for display during the annual meeting, which earned praise and drew attention of the participating members.



UCCN DESIGN SUB NETWORK MEETING IN DUNDEE

Dundee, UK | 15-17 October 2018

More than 30 representatives from 20 Cities of Design from around the world attended the three-day UCCN Design Sub Network Meeting starting from October 15, 2018 in Dundee, UK. Xu Ting attended the meeting on behalf of Shenzhen, introduced the Shenzhen Design Week and Shenzhen Global Design Award in 2018, and invited the other Cities of Design to participate in the events in 2019.



SHENZHEN DELEGATION VISITS FINLAND

Helsinki, Finland | 16-18 June 2019

Mr. Wang Weizhong, secretary of the Shenzhen Municipal Committee of the CPC, led a delegation of Shenzhen Municipality to make a friendly visit to Finland to promote local exchanges and cooperation. On June 17, the promotion of the Shenzhen "City of Design" was held in Helsinki, attended by Chen Li, Chinese ambassador to Finland, Marja Leena Rinkneva, director of economic development of the City, Kari Korkman, founder and CEO of Helsinki Design Week, and nearly 100 guests from Finland in design enterprises and education, among others.



SHENZHEN: UNESCO CREATIVE CITY OF DESIGN

SHENZHEN INTERNATIONAL CULTURE WEEK IN BERNE

Bern, Switzerland | 29 April 2019

The promotion of Shenzhen International Culture Week and the "City Plus" platform aimed to further promote the exchange and cooperation between Shenzhen and Berne after the signed agreement to become friendly cities in February 2015. During the promotion, Li Xiaogan, chief of the publicity department of the CPC Shenzhen Municipal Committee, expressed his warm welcome and hoped that the two places could deepen cooperation, achieve mutual benefit and share development in talent training, fashion design, culture, tourism and other fields.



ICO-D REGIONAL MEETING EUROPE

Porto, Portugal | 20-21 June 2019

Dozens of designers and scholars from design industry, design education and design institutions from many countries gathered in Porto for the ico-D Regional Meeting Europe. As a member of ico-D, the Shenzhen City of Design Promotion Association attended the meeting and participated in the discussion of all topics. Xu Ting made a keynote speech on the topic of "Globalization", introducing the development of Shenzhen design in the context of globalization, its recent activities carried out in Europe and its upcoming plans and objectives.



FIRST ASIA PACIFIC CREATIVE CITIES CONFERENCE

Adelaide, Australia | 23-26 October 2019

About 200 representatives from 20 member cities of the UNESCO Creative Cities Network in various creative areas in the Asia Pacific region attended the meeting held in Adelaide, a "City of Music" in Australia, including representatives from Chinese creative cities such as Shenzhen (City of Design), Beijing (City of Design) and Macao (City of Gastronomy). Xu Ting was invited to participate in the theme discussion of "strengthening Asia Pacific bilateral partnership and regional cooperation", as well as the international seminar on "the value of design".



XU TING ELECTED ICO-D VICE PRESIDENT

Vancouver, Canada | 30 November 2019

During the ico-D General Assembly held in Vancouver, Canada, delegates of more than 50 design institutions from more than 20 countries gathered at Emily Carr University of Art and Design in Vancouver to discuss design exchange, design promotion, design cooperation, design education and other major topics. A new Executive Board was elected at the conference. Jonathan Strebly, former chairman of the Canadian Graphic Designers Association, was elected chairman of the Executive Board. Xu Ting was elected vice president to serve on the 2019-2021 term.



UNESCO CREATIVE CITIES NETWORK

Chapter 4

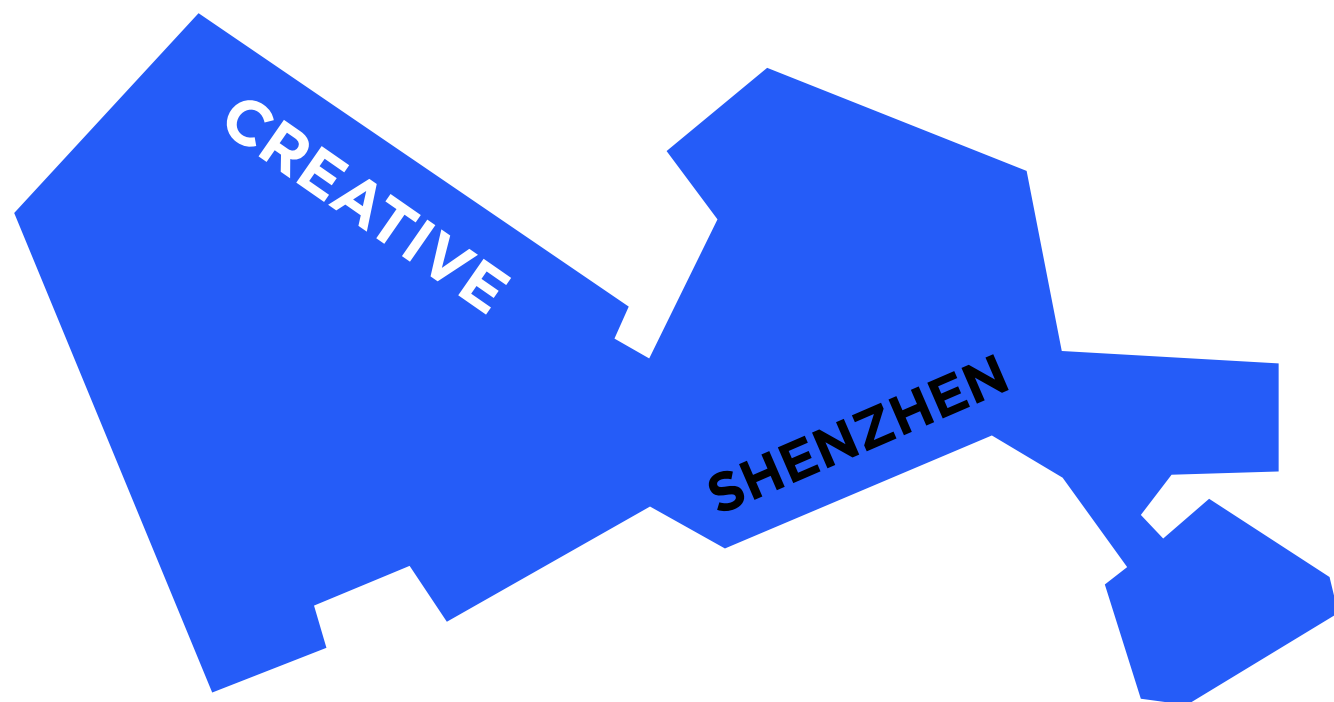
DESIGN FOR THE FUTURE

PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM
PERIOD OF FOUR YEARS

Chapter 4

DESIGN FOR THE FUTURE

PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS



Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area (Extract)

- Shenzhen. To leverage its leading role as a special economic zone, a national economic core city and a national innovation city, expedite its transformation into a modern and international city, and strive to become a capital of innovation and creativity with global influence. (Section 2, Chapter III)

To leverage the leading position of major enterprises, proactively pursue the development of a digital economy and a sharing economy, and promote economic transformation and upgrading as well as social development. To promote regional cooperation in digital and creative industries such as animation, comics and games, internet culture, digital culture and devices, digital art and display, and promote the application of digital creativity in areas such as convention and exhibition, e-commerce,

medical and healthcare, education services, tourism and leisure. (Section 2, Chapter VI)

To focus on maritime and logistics services, travel services, cultural and creative industries, human resources services, convention and exhibition and other professional services, etc., and develop a system of modern services which promotes coordinated development, complementarity and cooperation. ...To deepen cooperation among Guangdong, Hong Kong and Macao in industrial design, and facilitate the commercialisation of industrial design achievements. To deepen cooperation among Guangdong, Hong Kong and Macao in the cultural and creative industries, and progressively open up the market. (Section 3, Chapter VI)

Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area (Extract)

To improve the competitiveness of cultural and tourism industries. To support Shenzhen in developing the digital cultural and creative cultural industries, and strengthening cooperation in digital and creative industries among Guangdong, Hong Kong, and Macao. To encourage Shenzhen to establish innovative creative design academies, introduce high-end creative design resources from across the world, set up creative design awards that are open to international designers, and launch Chinese cultural brands with international acclaims. To make good use of the exhibition resources and industrial advantages of Hong Kong and Macao to organize large-scale cultural and creative exhibitions. To push ahead with the integrated development of cultural and tourism industries, and enrich the contents of exchange between China and other parts of the world.

—Article 12, Guidelines of the CPC Central Committee and the State Council on Supporting Shenzhen in Building a Pilot Demonstration Area of Socialism with Chinese Characteristics

Guidelines on Promoting High Quality Development of Creative Design in Shenzhen

On April 8, 2019, the general office of the Shenzhen Municipal Committee of the Communist Party of China and the general office of the Shenzhen Municipal People's government issued the Guidelines on Promoting High Quality Development of Creative Design in Shenzhen. The document calls for focusing on the construction of the Guangdong-Hong Kong-Macao Greater Bay area, a city as a global regional cultural center and an international pioneer city in cultural innovation and creativity, stressing value-led and innovation-driven method with scientific and technological support as well as global vision, cultivating a number of major enterprises with a demonstration and leading role in the industry, forming a batch of creative design products with independent intellectual property rights, developing a group of highly professional creative designers, launching some creative design brands with international acclaims, and gradually building a capital of creative design with strong international influence.

The document proposes three "general requirements":

By 2020, the city's whole revenue in creative design will exceed 100 billion yuan, the number of creative design institutions will increase to 15,000, the number of creative designers will rise to 100,000, and more than 20 national or provincial industrial design centers will get key support. The development quality and efficiency of creative design industry will be significantly improved, and Shenzhen's creative design brand will be established at home and abroad.

By 2035, the city's whole revenue in creative design will exceed 300 billion yuan, the number of creative designers will rise to 150,000. The creative design industry will effectively support the transformation and upgrading of the manufacturing industry. Shen-

zhen's creative design brands will enjoy an international reputation.

By the middle of this century, the city's creative design and strategic emerging industries will be closely integrated, forming a global first-mover advantage. Shenzhen's creative design will become a well-known international brand. The creative design cultural environment in the city's grassroots communities and the creative design literacy of the general public are in line with the international advanced level. The city will become a capital of creative design with strong international influence.

Chapter 5

POWER OF SHENZHEN DESIGN

INITIATIVES UNDERTAKEN IN RESPONSE TO COVID-19 (OPTIONAL)

Chapter 5 POWER OF SHENZHEN DESIGN

INITIATIVES UNDERTAKEN IN RESPONSE TO COVID-19

As a UNESCO Creative City of Design since 2008, Shenzhen uses design to strengthen epidemic prevention and control facing the outbreak of COVID-19. The municipal government together with high-tech and design enterprises contribute via innovative devices which provide fast and clean solutions to facilitate citizen's life and enable public services in line with the confinement measures.

digital code for virus inspection

LOCALLY registered cars and cars with license plates from Hong Kong and Macao that have obtained green QR code certification don't need to go through quarantine checks starting Thursday on the condition that the cars do not carry passengers. Police said the move is aimed at reducing repetitive checks on cars and traffic pressure after workplaces have resumed production.

When driving through the quarantine inspection sites, drivers can show their green QR code to the field inspector without necessarily going through temperature checks.

Enterprises that have been allowed to restart production and are implementing self-quarantine mechanisms in full can apply for the green QR code certificates for their staff shuttles.

Upon showing the certificates to field inspectors, drivers are granted passage through the lane, and riders in such buses are not required to alight for temperature checks.

Green code bus lanes have been installed at the 22 quarantine inspection stations as the left-most lane. At inspection stations without a green lane, officers will exempt drivers who have green QR codes from checks.

(Han Ximin)



http://szdaily.sznews.com/PC/content/202002/21/content_822841.html
Green code for drivers' quick passage
Shenzhen Daily 2020-02-21

online platform for government services

A NANSHAN-BASED Internet company facing an issue with an overdue loan had its expiry date extended by the creditor thanks to assistance from a related government department.

The IT company almost defaulted on its loan as its employees were unable to return to work after the prolonged Chinese New Year holiday and COVID-19 outbreak.

The loan predicament was solved within one day after the company made an appeal for help on a

government-run online platform set up to address various kinds of difficulties that enterprises in the city are facing due to the COVID-19 outbreak, the Daily Sunshine said in a report yesterday.

The government-run platform “深企” (“Shen-i-Enterprises”), which went online Tuesday, is designed to offer targeted services in response to difficulties such as financing, labor shortages and lack of production materials faced by some enterprises, especially small- and micro-businesses, amid the resumption of production across the city.

SHENZHEN: UNESCO CREATIVE CITY OF DESIGN

Companies can make an appeal on the online platform and related government departments will respond upon receiving it. Currently, companies with problems regarding labor shortages, financing difficulties, taxation, science and technology innovation, social security, exporting, tariffs and duties, customs clearance, as well as business operations and international trade can solicit help on the platform.

The Daily report said it usually takes less than 24 hours to solve a problem on the platform, provided that relevant government policies regarding the problem are available. It won't take more than three days to solve a problem that requires the coordination of multiple government departments or where relevant policies are absent.

new designs to fight covid-19: disinfecting device, goggle wipes, temperature-check robots

A LOW-COST mask-disinfection device the size of a microwave oven and compact enough to be kept on a tabletop was developed by a research team at Southern University of Science and Technology.

The device could help make face masks reusable as demand for the item remains high amid the novel coronavirus outbreak prevention and control period. It could also reduce the risk of contamination when used masks are discarded in public areas.

The device can disinfect masks of bacteria and viruses in three minutes through infrared and ultraviolet fluorescent lamps without causing damage to the gear.

According to Cheng Xin, professor with material science and engineering department of SUSTech, one device can handle about 400 masks a day. Chen and his team completed the design and assembly of the sample ovens within a week before applying to patent the designs. The team cooperated with third-party testing agencies to pass assessment and accreditation. The first batch of products will be put into use at factories, schools and hospitals.

The team also cooperated with the Shenzhen No. 3 People's Hospital to test its effectiveness. Besides mask disinfection, the product can also be used to disinfect goggles, towels, cups and glasses as well as provide protection for the elderly, babies and children who are vulnerable to seasonal diseases. It can also be used in households, offices, kindergartens and nursing rooms.

UNESCO CREATIVE CITIES NETWORK

Official statistics showed that between 10 p.m. Tuesday (when the platform went online) and 5 p.m. Wednesday, the platform received 463 appeals from enterprises, 100 of which have been resolved. Among the appeals, 172 were related to financing difficulties, making up 40 percent of the total. Some 330 appeals were made by companies with fewer than 30 employees and 96 were made by enterprises with employees numbering between 30 and 100.

Companies that need to report an issue can find the platform via the 深圳 (iShenzhen) WeChat account.

(Wei Jie)

http://szdaily.sznews.com/PC/content/202003/06/content_829068.html
Government-run online platform offers targeted services to companies in straits
Shenzhen Daily 2020-03-06

In another development, 600,000 pieces of condensation-dispersing alcohol wipes in 10,000 boxes developed by a team headed by Professor Sun Dazhi with SUSTech arrived at Wuhan, Hubei to support doctors at the front line of COVID-19 prevention and control.

The wipes prevent goggles from getting fogged over by perspiration and humidity. After using the special wipes, the glasses can be kept free of condensation for at least one day, saving medical employees time spent cleaning head gear.

Three types of robots - AIMBOT for indoor temperature checks, ATRIS for outdoor quarantine and disinfections and Cruzr for medical inquiries and guidance - were used at the Shenzhen No. 3 People's Hospital. Statistics by the developer UBTECH showed AIMBOT and ATRIS can check body temperatures from the distance of 2.5-3.5 meters. The accuracy is within $\leq 0.3^{\circ}\text{C}$, meeting the national requirements for epidemic-use temperature check devices.

They can obtain the temperatures of up to 15 people simultaneously. They can also take photos while conducting temperature checks and reliably detect people with high temperatures.

(Han Ximin)

http://szdaily.sznews.com/PC/content/202003/04/content_828194.html
New device helps make masks reusable
Shenzhen Daily 2020-03-04

Annex

SHENZHEN DESIGN AND SUSTAINABLE DEVELOPMENT GOALS
 STATISTICAL SURVEY OF SHENZHEN DESIGN INDUSTRY (2018)

Annex I SHENZHEN DESIGN AND SUSTAINABLE DEVELOPMENT

An overview of Shenzhen's efforts to achieve the 2030 Agenda for Sustainable Development Goals by design.

Chapter 2
 OUR MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL



Chapter 3
 OUR MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION



Chapter 4
 PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS



Chapter 5
 INITIATIVES UNDERTAKEN IN RESPONSE TO COVID-19



Annex II Statistical Survey of Shenzhen Design Industry (2018)

I Background of the Survey

As a bridgehead for China's reform and opening up, Shenzhen is considered to be the birthplace of the country's modern design concept.

In 2003, Shenzhen took the lead nationwide in establishing a "cultural city" strategy and decided on the prominent position of culture in the overall development strategy of the city. On December 7, 2008, Shenzhen was officially designated by UNESCO as China's first and the world's sixth "City of Design" in the Creative Cities Network. "Shenzhen Design" has become a bright business card for the city, and the design industry has become an increasingly powerful starting point for Shenzhen to transform its economic growth mode and achieve innovation-driven development.

In March 2018, a top leader of Shenzhen inspected the city's creative industries, and called on the city to build stronger time-leading Shenzhen brands with a global vision, and build a global innovative design capital at a high starting point and with high standards. He also asked the city to implement the "Shenzhen Brands" strategy in depth, and enhance the international reputation of the "Shenzhen Design Week", the "Shenzhen Global Design Award" and other events.

II Implementation of the Survey

In August 2018, with the support of the Shenzhen City of Design Promotion Office, the Shenzhen City of Design Promotion Association asked the Shenzhen Municipal Market and Quality Supervision Commission to provide basic information for the Shenzhen design industry, namely, the basic information about the enterprises in Shenzhen in the normal registration status and with business involved in the design industry (including but not limited to brand design, graphic design, advertising design, architectural design, interior decoration design, fashion design, industrial design, stage aesthetic design, animation design, and software design) as of June

In recent years, design has gone beyond professional groups to the society and the public in Shenzhen, has gradually become part of the life and aesthetics of the citizens, and has been a basic appeal for improving the quality of personal life. However, Shenzhen has always lacked an authoritative and city-wide statistical survey of the entire design industry. At the beginning of 2018, led by the Shenzhen City of Design Promotion Office and other departments, the Shenzhen City of Design Promotion Association (SDPA) started this survey in the whole city on Shenzhen's design industry, hoping to accurately grasp the current situation and development trend of Shenzhen's design industry through this scientific, comprehensive and detailed statistical survey.



30, 2018. The basic data included: the unified social credit code, the name of the business entity, the residence, the legal representative, the subscribed registered capital, the business nature, the industry category, the date of establishment, the general business items, the contacts and contact information.

After the information was gathered, the researchers conducted classification and statistical analysis.

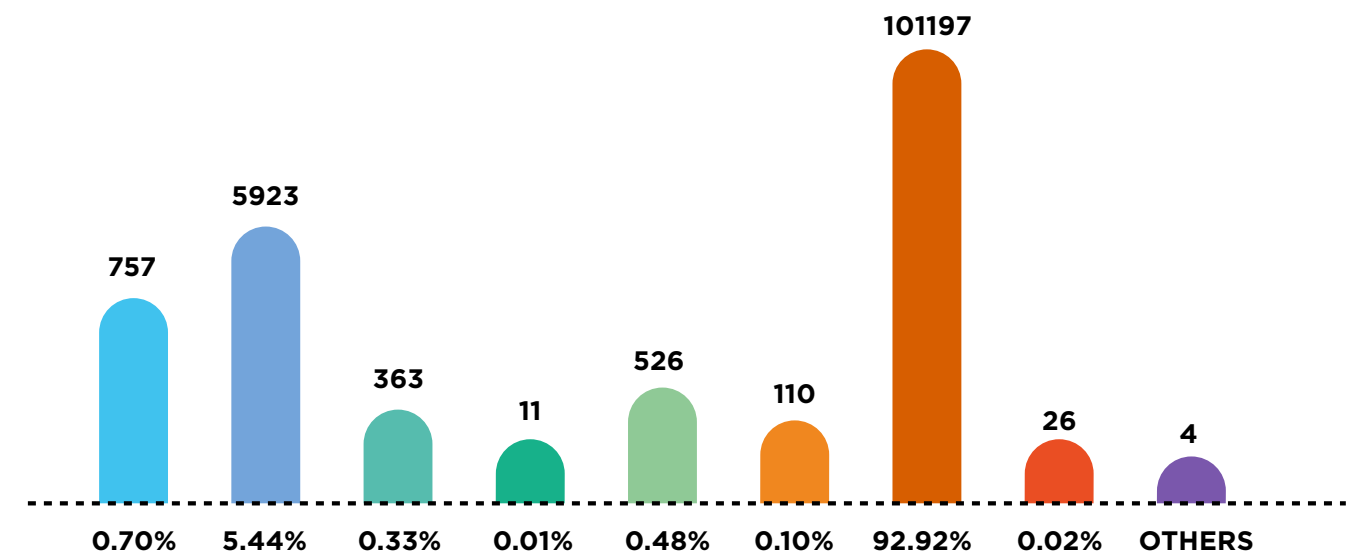
III Major Findings of the Survey

1. Shenzhen Has More than 100,000 Design Companies

According to the statistical analysis, as of June 30, 2018, there were 108,910 enterprises in the design industry in Shenzhen. Among them, 19,319 enterprises were in Futian District, accounting for 17.7 percent; 8,249 in Luohu District, accounting for 7.6 percent; 18,739 in Nanshan District, accounting for 17.2 percent; 1,115 in Yantian District, accounting for 1.0 percent; 16,120 in Bao'an District, accounting for 14.8 percent; 21,084 in Longgang District, accounting for 19.4 percent; 12,216 in Longhua District, accounting for 11.2 percent; 1,082 in Pingshan District, accounting for 1.0 percent; 1,613 in Guangming District, accounting for 1.5 percent; 291 in Dapeng New District, accounting for 0.3 percent; and 9,082 in Qianhai Cooperation Zone, accounting for 8.3 percent. This is as shown in Figure 1.

Longgang	▶	19.4%
Futian	▶	17.7%
Nanshan	▶	17.2%
Bao'an	▶	14.8%
Longhua	▶	11.2%
Qianhai	▶	8.3%
Luohu	▶	7.6%
Guangming	▶	1.5%
Pingshan	▶	1.0%
Yantian	▶	1.0%
Dapeng	▶	0.3%

Figure 1: Distribution of the Number of Design Enterprises in the Districts of Shenzhen



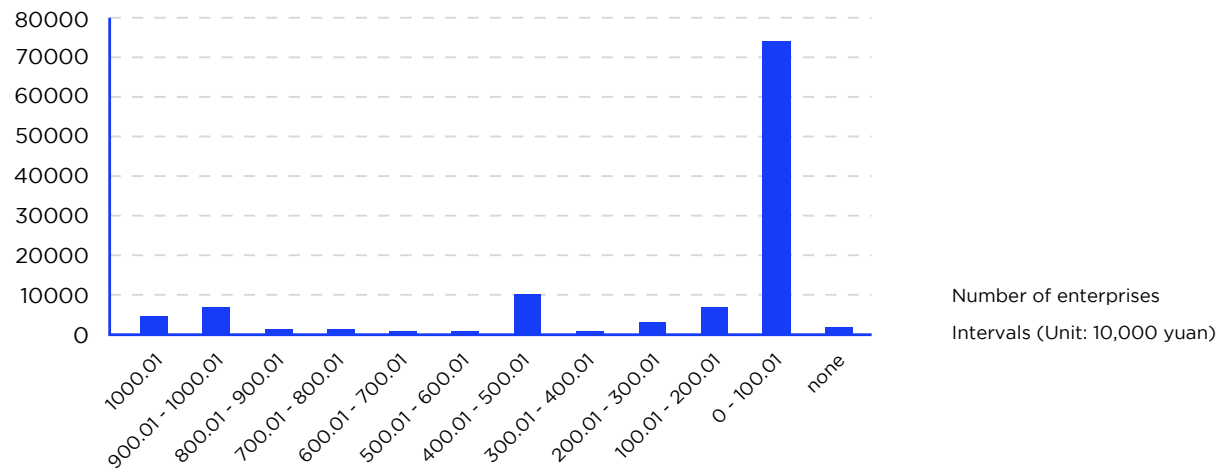
- Sole proprietorships
- Individual industrial businesses
- Incorporated companies
- State-owned enterprises
- Partnerships
- Wholly foreign-owned
- Limited liability companies
- Sino-foreign joint ventures
- Others

Figure 2: Distribution of the Categories of the Design Enterprises in the Districts of Shenzhen

2. More Than 90% of Design Companies Are "Limited Liability Companies"

According to the statistics, most of Shenzhen's design enterprises are "limited liability companies", accounting for more than 90 percent of the total. Among the 108,910 design enterprises, 757 were sole proprietorships, accounting for 0.70 percent; 5,923 were individual industrial businesses, accounting for 5.44 percent; 356 were incorporated companies, accounting for 0.33 percent; 11 were state-owned enterprises, accounting for 0.01 percent; 526 were partnerships, accounting for 0.48 percent; 110 were wholly foreign-owned, accounting for 0.10 percent; 101,197 were limited liability companies, accounting for 92.92 percent; 26 were Sino-foreign joint ventures, accounting for 0.02 percent; and the rest four enterprises could not be classified, so their proportion was ignored. See Figure 2 for details.

Distribution of Registered Capital of Design Enterprises in Shenzhen

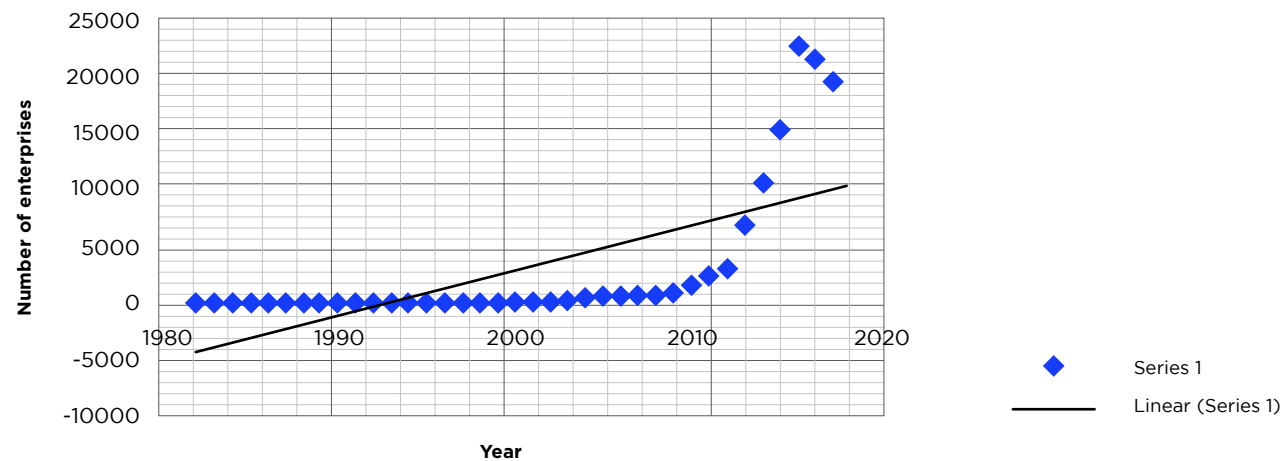


3. More than 4,000 Design Enterprises Have Registered Capital of More Than 10 Million Yuan

According to the statistics, among the existing 108,910 design enterprises in Shenzhen, the registered capital ranged from 0 to 50 million yuan. Among them, 103,256 companies had registered capital of less than 10 million yuan, accounting for

94.8 percent; 4,466 enterprises had registered capital of more than 10 million yuan, accounting for 4.1 percent; 1,188 enterprises lacked registered capital, accounting for 1.1 percent. This is as shown in Figure 3.

Statistical Chart of the Development Trend of Shenzhen Design Enterprises

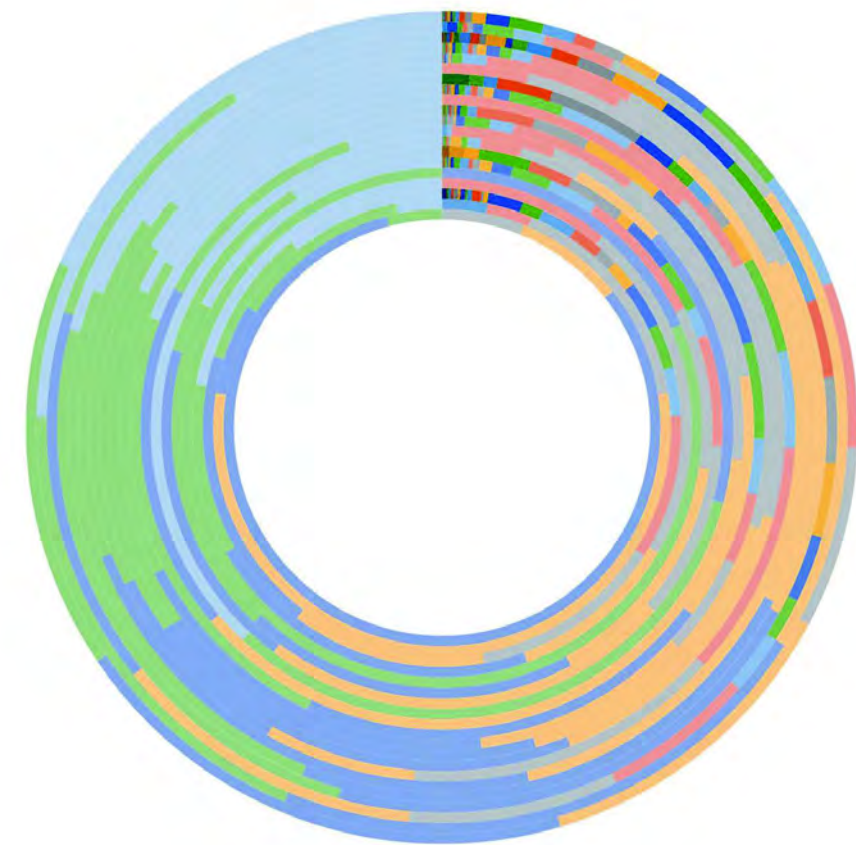


4. It Takes Shenzhen 36 Years to Have 100,000 Design Enterprises

Statistics show that on January, 1983, Shenzhen's first design-related enterprise was established. As of December 31, 2017, there were 89,332 design enterprises in Shenzhen, and in 2018 the number exceeded 100,000, reaching 108,910. In other words, it took Shenzhen's design companies 35 years to grow from scratch to 100,000.

At the same time, the statistical results show that in the past 35 years, the number of newly established design enterprises in Shenzhen basically maintained an upward trend. With the development of time, the increase became larger and larger, and a very rapid growth began in 2010, reaching a climax in 2016. The details are shown in Figure 4.

Figure 5: Statistical Chart of the Development Trend of Industrial Categories of Shenzhen



5. Shenzhen Design Enterprises Basically Cover All Current Industries

Statistics show that, with the development of time, the types of industries that Shenzhen's design enterprises are involved in have been constantly expanding, and the expansion of industries has closely related to the growth rate of the number of design enterprises. From 1982 to 2012, the industries involving design changed little in Shenzhen. Since 2013, the number and types of industries have increased a lot, basically covering all current industrial categories.

The business fields of Shenzhen's design industry have been expanding with the time, and the number has been increasing. Among them, the top five in terms of quantity increase were: wholesale and retail; leasing and business services; information transmission, software and information technology services; resident services, repair and other services; culture, sports and entertainment. The development trend of Shenzhen design enterprises' business fields can be seen in Figure 5.

- Mining
- Production and supply of electricity, gas and water
- Real estate
- Public administration, social security and social organization
- International organizations
- Construction
- Transportation, warehousing and postal services
- Education
- Finance
- Resident services, repair and other services
- Scientific research and technical services
- Agriculture, forestry, animal husbandry and fishery
- Wholesale and retail
- Water conservancy, environment and public facilities management
- Health and social work
- Culture, sports and entertainment
- Information transmission, software and information technology services
- Manufacturing
- Accommodation and catering
- Leasing and business services

