

ULLENS CENTER FOR CONTEMPORARY ART 尤伦斯当代艺术中心

Official Program “2012 China Year in Germany”
DMY International Design Festival “Land Focus:
China”

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2012, China Year in Germany: China New Design
- **Revisit and Reflect**
Berlin Opening

Launching on the 6th June 2012 at the DMY Design Festival as the guest of honor is the “China New Design – Revisit and Reflect”. This exhibition is an initiative directed by the Chinese Ministry of Culture, planned and organized by the Ullens Centre for Contemporary Art (UCCA) in partnership with the DMY International Design Festival, and supported by the Chinese Embassy in Germany.



Exhibition Dates:
June 6th – June 10th, 2012

Exhibition Location:

DMY International Festival Main Hall
(Berlin Tempelhof Airport)

As one of the official project of the 2012 “China in Germany,” will be the first large-scale collective exhibition of Chinese design in Germany: encompassing 189 contemporary Chinese design products, by 22 designers, in “product design, new-media design, and graphic design”, as well as 109 design-related reference objects.

Aimed at showcasing the best of contemporary Chinese design, it offers a look at the broader panorama of Chinese daily life, providing insight into the origins and future of Chinese design, as well as highlighting the evolution and rapid transformation of Chinese aesthetics, lifestyle, culture and society.

This exhibition has selected contrasting daily objects with the design products on show, together with a large number of photos, texts and images with classic and long lasting Chinese characteristics, creating a window into China now.

One of the themes of this exhibition is expressed in the word “revisit”. Taking design as our starting point, we can revisit daily life, and reflect on the changes that have taken place over the ages. Much like classical Chinese philosophy, design gives us a way out of the chaos and confusion by revisiting a single object to better understand the world. By contemporary design with our daily lives we generate new ideas from revisiting objects, in turn reflecting the possibilities of the future.

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Since “China New Design” was in Milan and Turin in Italy 2011, Chinese design has been gaining more and more of the world’s attention. This time “China New Design” will once again be landing in Europe – Berlin, Germany – building on last year’s foundation, this exhibition will have brand new contents and more in-depth themes:

Including Yung Ho Chang’s creative conceptual “Hulu Series”, Duo Xiang Studio creates a subtle sensory experience with the “Comb Chair”, Zhang Xiaochuan’s “Breed and Grow” chair, Songtao’s “Transparent”, Xiedong’s “Bone China” series, Sun Wentao’s “Foam Rocks” and “Ink Bamboo”, FM3 will be soothing your audio senses with the new album “Harmonious Blessing”, the meditative “Buddha Machines” and such representative product design pieces; new wave designer Perk’s fashion designs; plus multi- media design series from Feng Jiangzhou and Pi San; as well as design team To Meet You, who will present their graphic design, causing resonance through sharing creativity in everyday design.

UCCA’s department of education and public programs has been committed to promoting the voice of new Chinese design since 2009, and has organized to this day, 132 “China New Design Series” lectures. Providing a platform to discovering cutting edge, and pioneering young designer and design institutions. At the same time, UCCASTORE has been supporting Chinese original design and limited edition art works since its establishment in 2007.

This exhibition has been jointly organized by UCCA deputy director Cui Qiao, and UCCA CEO May Xue, and curatorial consultants are seasoned architect Yung Ho Chang, outstanding young designer Liu Zhizhi, and designer Guang Yu. “We are, after all, a reflection of our times, and the design of our times is a reflection of who we are. Design is a window into which we can see our lives,” was also the intentions of the curators: for design relate to the lives of the people, to inspire the thoughts behind the moment of its production.

List of Exhibiting Designers:

New Media Design

FENG Jiangzhou & ZHANG Lin 丰江舟&张琳
Morgan WONG 黄荣法
PI San 皮三
WU Qiuyan 吴秋龔

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FEI Jun 费俊

ZHU Jinjing 朱津京

Product Design

LAI Yanan & YU Hongquan 赖亚楠&于红权

Yung Ho CHANG 张永和

Duo Xiang Studio 多相工作室

ZHANG Xiaochuan 张小川

JIA Li 贾利

Design Public 设计共和

SHI Chuan 石川

Jeff Dah-Yue SHI 石大宇

FM3 爱父爱母三

San Sheng Wu Xing 三生无形

Pin Wu 品物流形

Perk 破壳

SONG Tao 宋涛

XIE Dong 谢东

SUN Wentao 孙文涛

Graphic Design

To Meet You 吐毛球

About UCCA

The Ullens Center for Contemporary Art (UCCA) is a non-profit, comprehensive art center founded by collectors Guy and Myriam Ullens in November 2007. UCCA presents exhibitions of established and emerging artists and develops a trusted platform to share knowledge through education and research.

www.ucca.org.cn

About UCCA Education & Public programs

Through its more than 500 annual programs including art talks, exchanges, film screenings, children/youth programs, performances, workshops, and public festivals. UCCA creates a creative platform for cultural interaction, which in turn allows its public to explore possibilities in different social fields. These programs allow participants to discover the world from a new perspective, to share their knowledge with the future.