

BEIJING DESIGN WEEK 2018  
COPENHAGEN GUEST CITY PRESENTS

LIVING  
IS GIVING



EMBASSY OF DENMARK



Confederation of Danish Industry



The Capital Region  
of Denmark

PART OF  
GREATER  
COPENHAGEN

INDUSTRIENS  
FOND FREMME DANSK  
KONKURRENCEEVNE  
The Danish Industry Foundation



CITY OF COPENHAGEN  
Part of Greater Copenhagen

丹麦  
文化  
中心

DANISH  
CULTURAL  
CENTER

# JOIN BEIJING DESIGN WEEK

Confederation of Danish Industry, the Royal Danish Embassy in Beijing and the City of Copenhagen invite your company to join the exhibition "Living is Giving" - a part of Beijing Design Week - from 25 September to 5 October 2018.

## CONCEPT

The exhibition will be an exceptional opportunity for Danish companies to showcase their products, concepts and solutions to the Chinese market, including public decision-makers, businesses, investors and Chinese consumers. Beijing Design Week will attract around 5 million visitors of which 300,000 are expected to visit the 751 art district area.

The event will naturally generate significant media interest across China as well as abroad. The Exhibition will be promoted via Beijing Design Week's official social media platforms including WeChat and Weibo (more than 10,000,000 viewers). Moreover, to secure an even broader outreach, local PR agency have been hired to undertake online marketing.

## WHO SHOULD JOIN?

The exhibition is relevant for companies providing products or solutions within:

- Lifestyle
- Transport and urban spaces
- Healthcare
- Food
- Housing and construction
- Play and learning
- Tourism

# PRACTICAL INFORMATION

## PRICE

You can join the exhibition by signing up for one of the following two packages:

### Standard package: DKK 50,000

- Participation in the 10-day Living is Giving exhibition with a 10 square meter exhibition space inside the gas tank.
- Design and basic construction of the space.
- Company logo in the exhibition brochures.
- Company logo on digital exhibition marketing materials and on-site banners.
- Participation of company representatives at the Grand Guest City Opening Ceremony.

### Partner package: DKK 200,000

- Tailor made partner package for your company.
- Participation in the 10-day Living is Giving exhibition with a 40 square meter exhibition area inside (or outside) the gas tank.
- Design and basic set up for the exhibition area.
- Opportunities for each partner company to use other public areas inside or outside the tank for event and promotion.
- Company logo appearing as exhibition partner on digital marketing materials, on-site banners and brochures.
- Participation of company representatives at the Grand Guest City Opening Ceremony.

## HOTEL AND TRAVEL INFORMATION

After the registration deadline, the organizers will send out a travel proposal and suggest an exhibitor hotel. You are also welcome to organize your own travel and accommodation.

### REGISTRATION DEADLINE: 16 APRIL 2018

[CLICK HERE TO REGISTER](#)

*Registration conditions are in accordance with Confederation of Danish Industry's terms of participation in Export Promotion Events (read when clicking link).*

## CONTACT

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CONCEPT

# LIVING IS GIVING

Have a taste of Copenhagen. Try it out. Make it your own.

As guest city to Beijing Design Week, we want to exchange ideas and share the best of our city and our country with you. The lifestyle, the culture, the sustainable urban developments.

But, more than anything we want to share a mindset. We want to celebrate living as giving. Giving kids every opportunity to thrive. Giving community space to unfold. Giving nature a place at the heart of the city. Giving new life to what has once been used. Giving tradition a new meaning. Giving attention to what is local and nowhere else the same. Giving a green city to generations to follow. Giving yourself a break.

We haven't got a manual. We are here to share, learn and co-create ideas for sustainable lifestyles and liveable cities where what we give is more than what we take. We hope to learn a lot from our great sister city Beijing and we have designed everything we do to leave a mark.

Our exhibition will live on as urban furniture in different parts of Beijing. In our Danish Downtown you can experience the latest from Danish lifestyle brands, take home unique special editions and Danish design essentials or try out Danish cuisine. We'll create a mini library, a playground and an outdoor living room for the Qinglong Hutong. Or you can participate in workshops, masterclasses, talks, cultural performances and education labs where you'll get tools and ideas to make your life and your city just a little bit better.

**Meet us in Copenhagen in Beijing.**

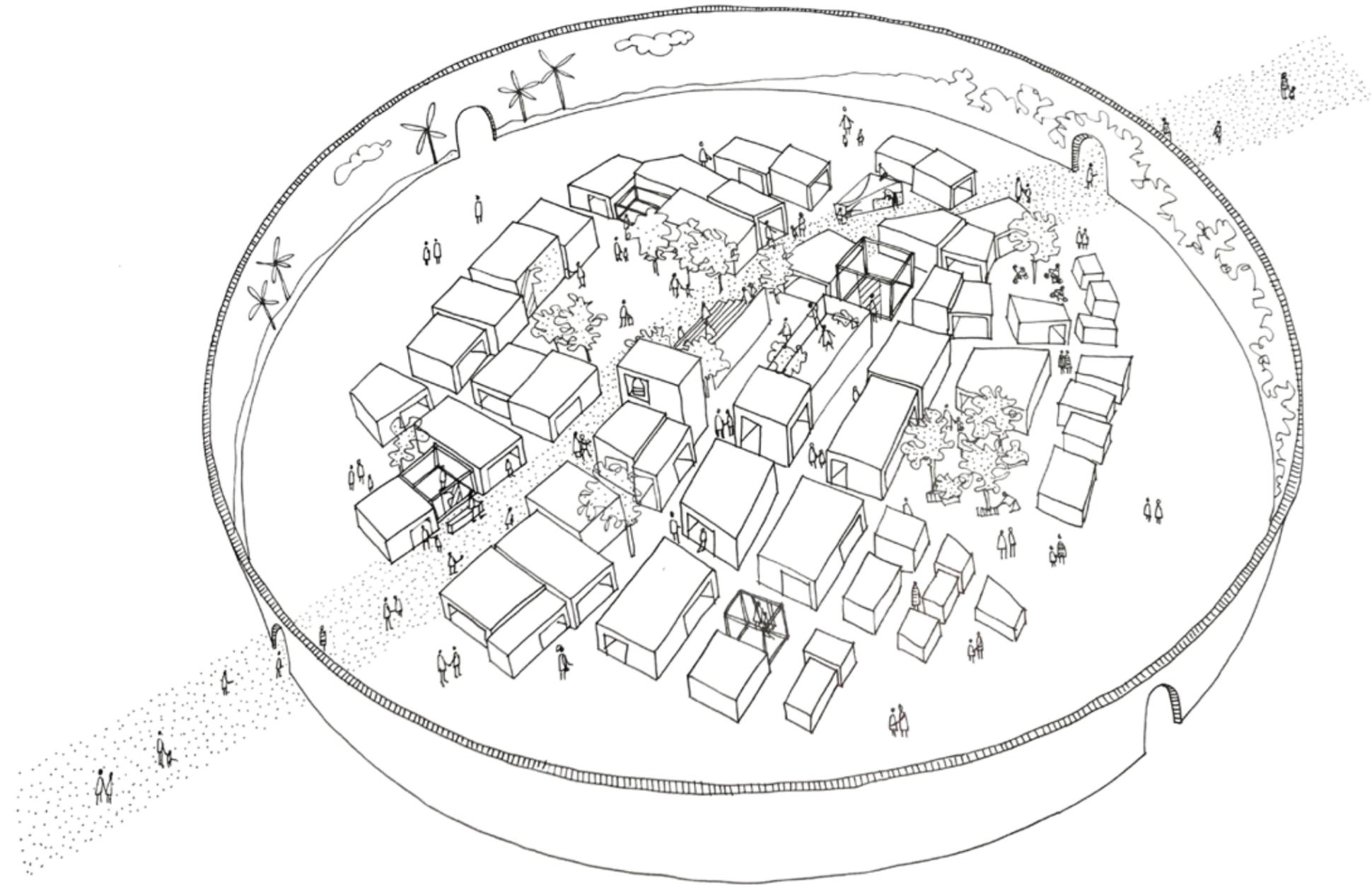
**Join us in celebrating living as giving.**

DOWNTOWN

# DANISH DOWNTOWN

The main exhibition becomes a physical manifestation of Copenhagen and bares abstract references to the classical medieval structure. Surrounded by water and forrest.

Here a central walkstreet, a main square, a small castle and a few pocket parks define it shape and layout.



PROTOTYPES

# PROTOTYPES



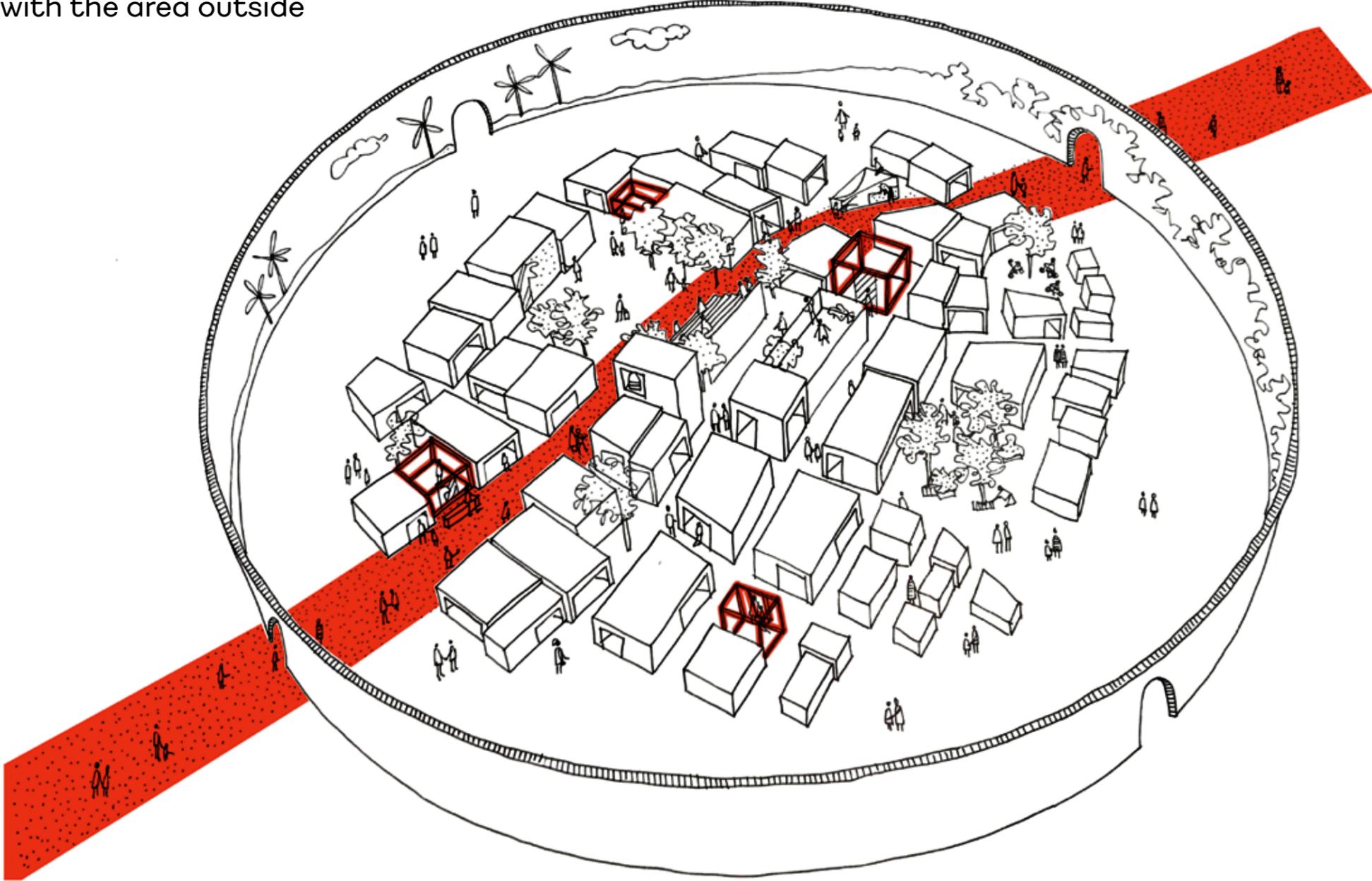
The prototypes are urban spaces from Copenhagen given to Beijing.

The prototypes connect Danish Downtown in 751 with the Qinglong Hutong.

1. Library
2. Walking Street
3. Playground
4. Outdoor Living Room
5. Smart Home

# PROTOTYPES

Reminiscences of urban spaces given to Beijing. Walking Street that connects the Danish Downtown with the area outside the gas tank.



## 4. OUTDOOR LIVING ROOM

Inclusive space for relaxation and togetherness

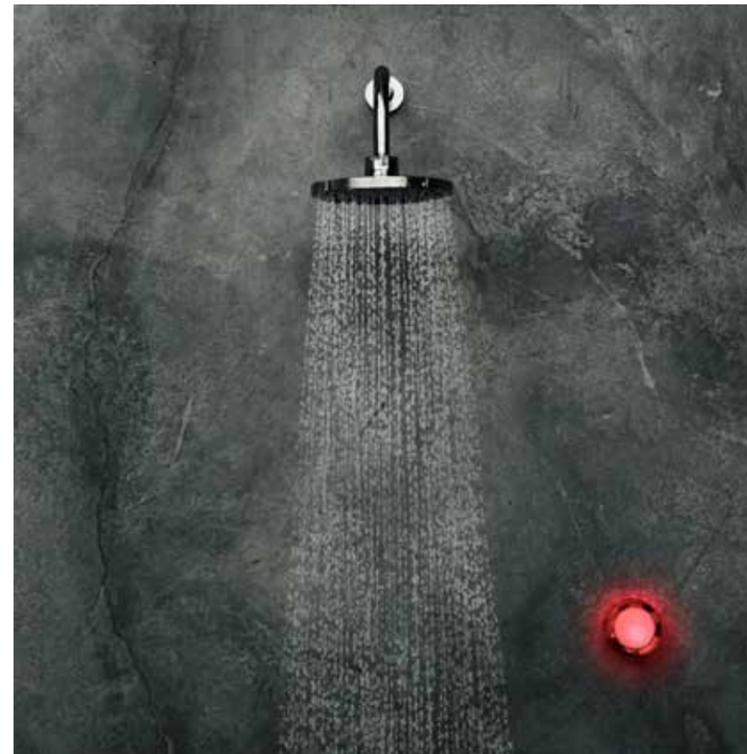
Partners



# 5. SMART HOME

Intelligent buildings for new ways of living

Partners

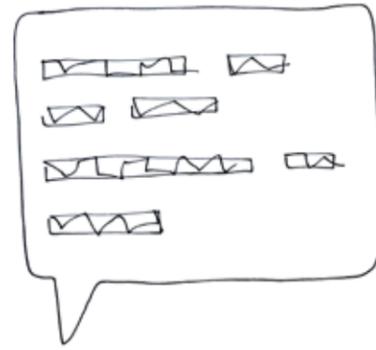


COPENHAGENERS

# MINDSET

1. Give kids the opportunity to thrive.
2. Give community a space to unfold.
3. Give new life to what has once been used.
4. Give nature a place at the heart of the city.
5. Give tradition a new meaning.
6. Give attention to what is local.
7. Give a green city to generations to follow.
8. Give yourself a break.

# DISSEMINATION



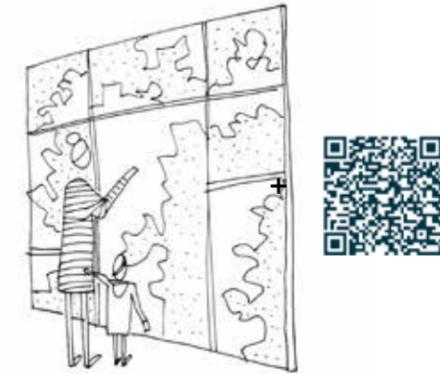
1. Curator Statement



2. Meet the Copenhageners



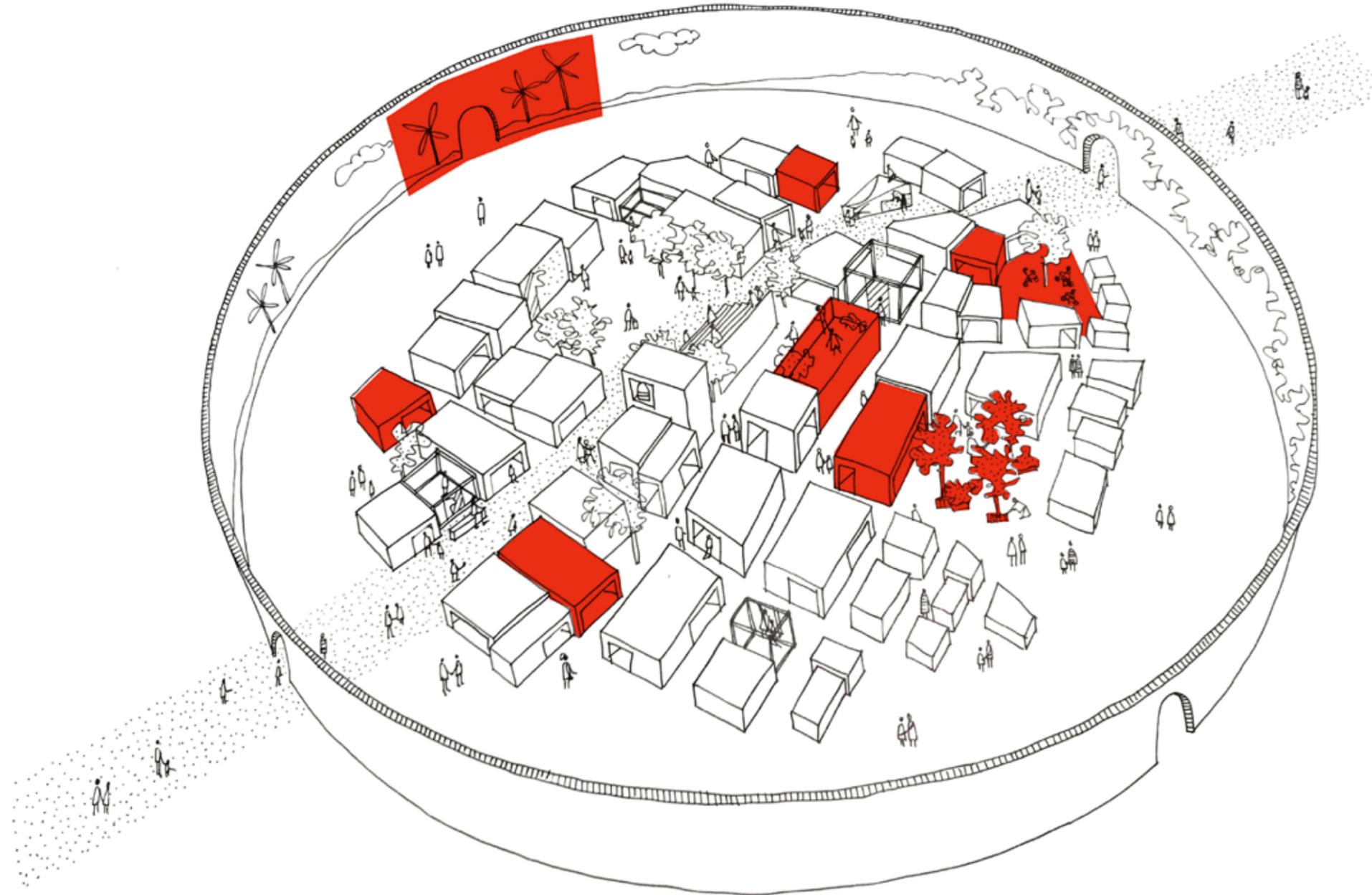
3. Workshop



4. Cases

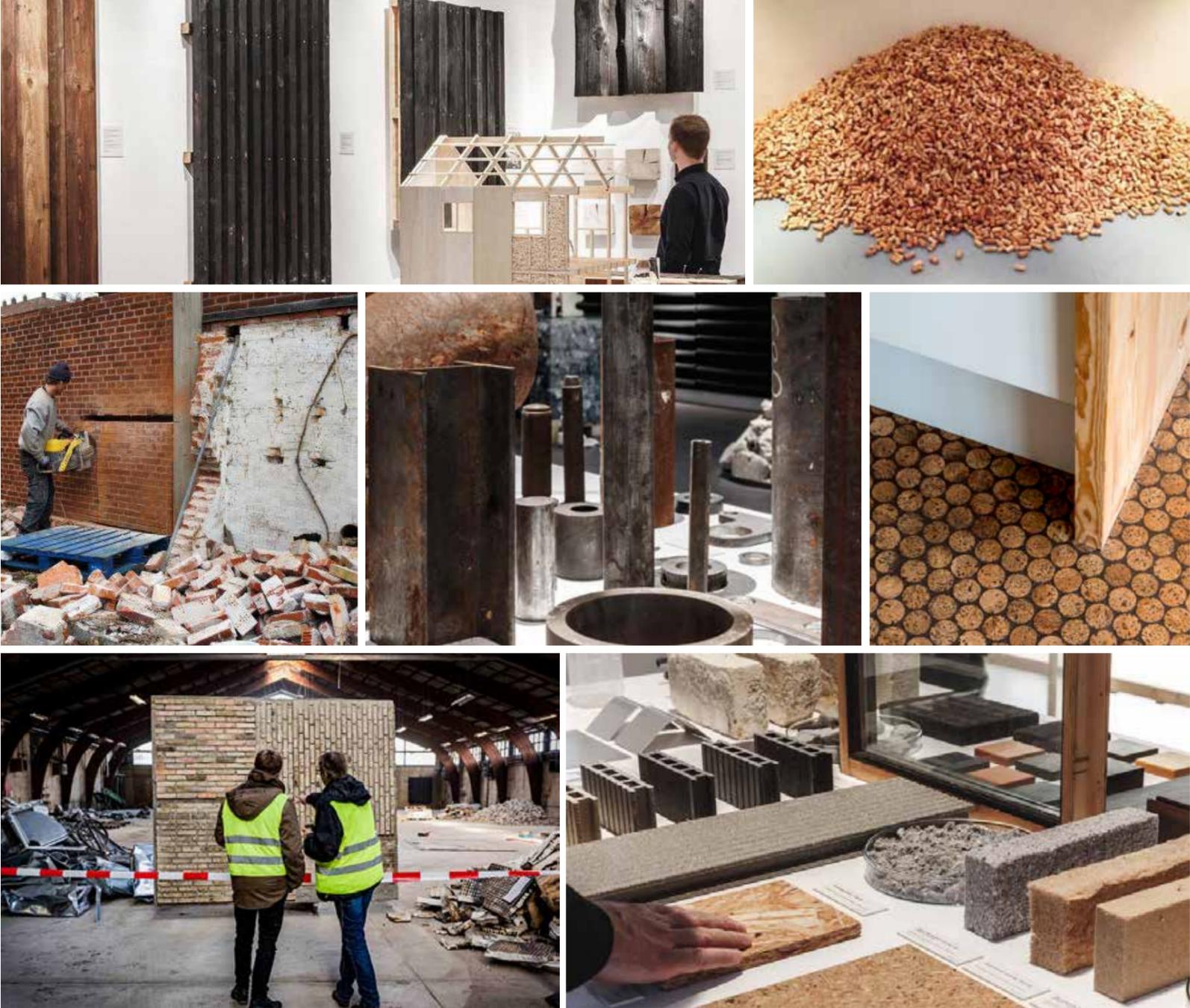
# COPENHAGENERS

Eight Copenhageners recides epicentres that create thematic neighbourhoods.



# 3. GIVE NEW LIFE TO WHAT HAS ONCE BEEN USED

- # Upcycling
- # Build without Waste
- # Circular Economy

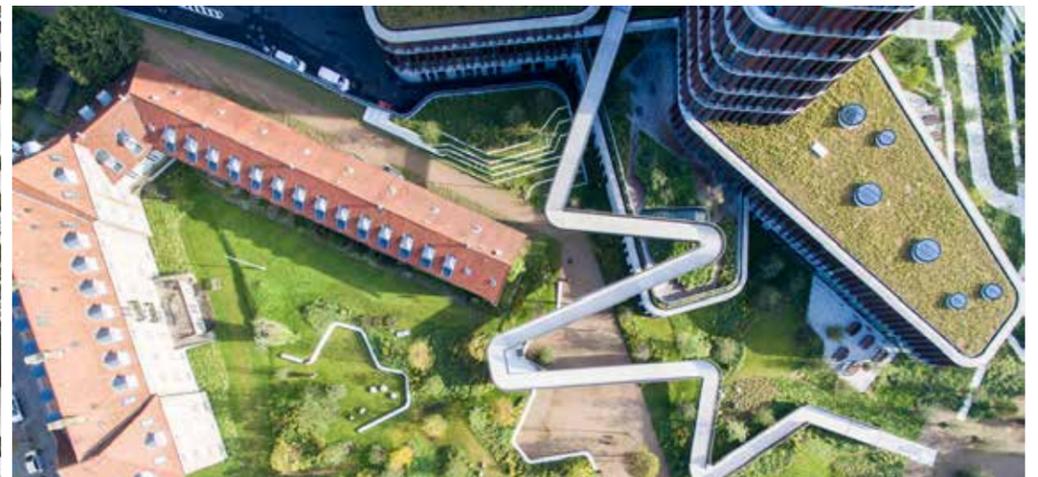


# WORKSHOP / GIVE WASTE NEW LIFE



# 4. GIVE NATURE A PLACE AT THE HEART OF THE CITY

- # Nature Feeling
- # Biodiversity
- # Social Sustainability



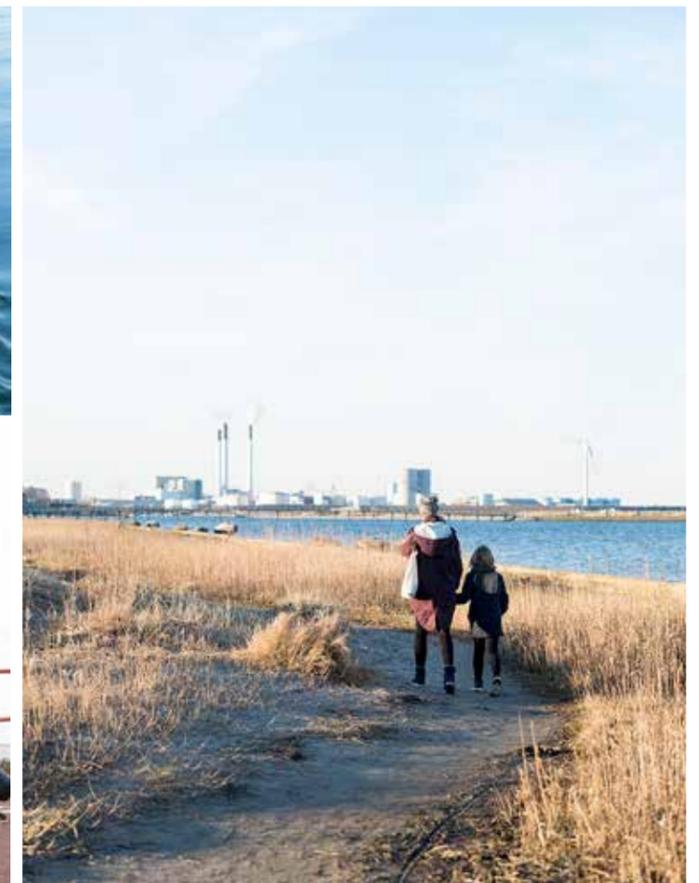
# 7. GIVE A GREEN CITY TO GENERATIONS TO FOLLOW

# CO2-Friendly  
# Climate Adaptation  
# Sustainable Behaviour



# 8. GIVE YOURSELF A BREAK

# Healthy Urban Spaces  
# Work-Life Balance  
# Retreat



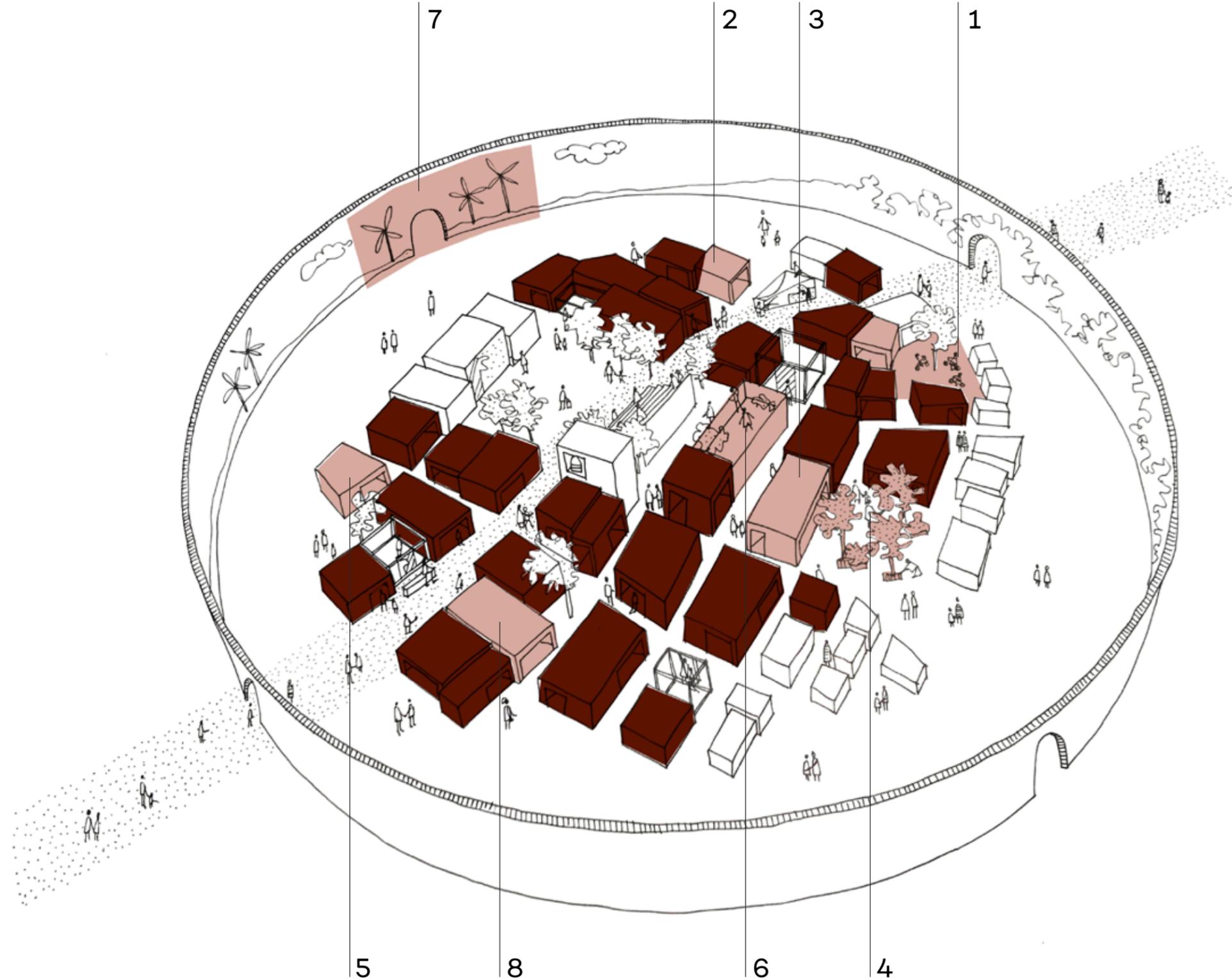
EXHIBITORS

# EXHIBITORS

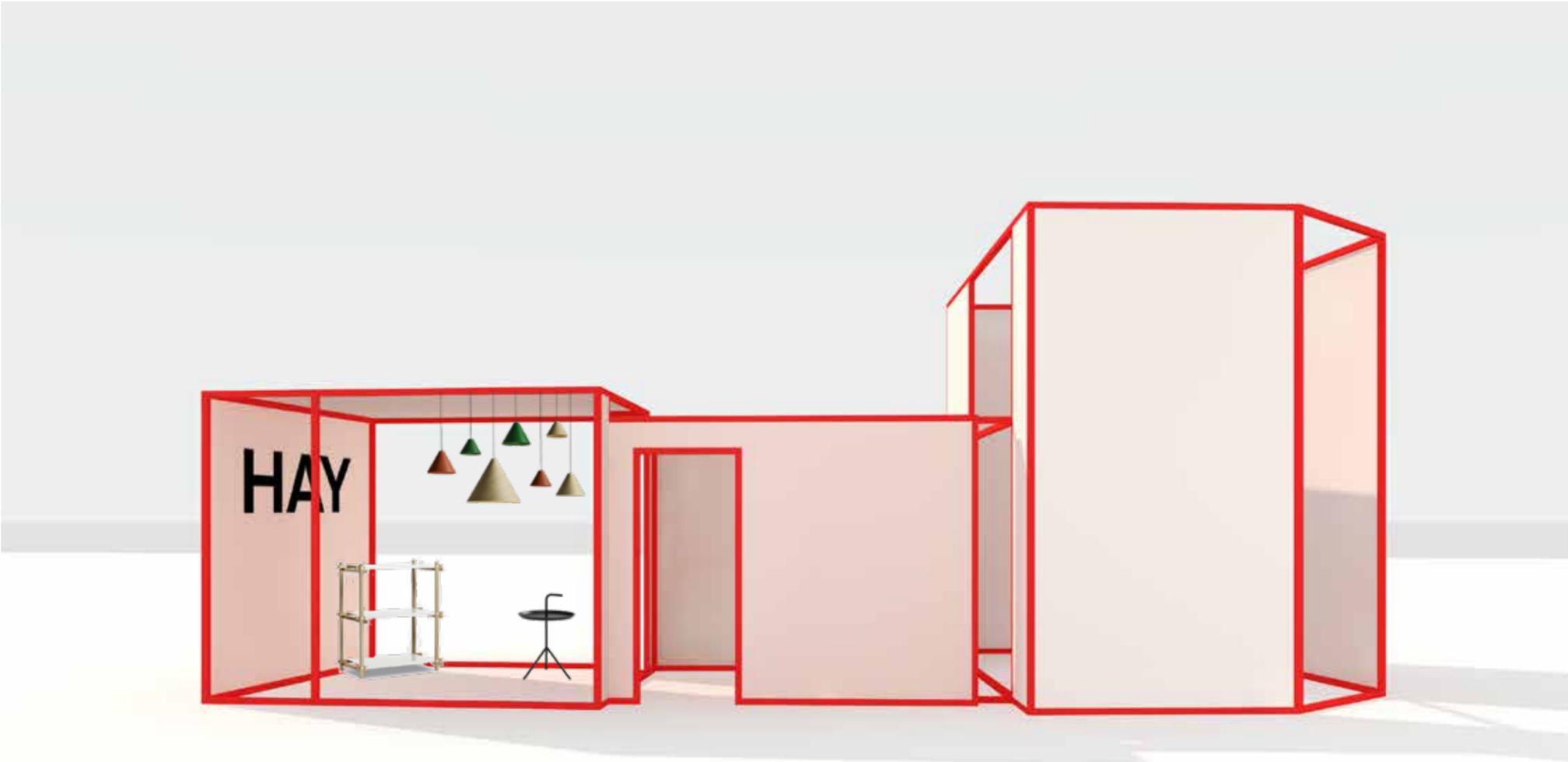
Exhibitors become “shop owners” in different neighbourhoods and with a proximity to one or two of the “Copenhageners” who reside in the city.

There are eight Copenhageners, all of who embody one of the eight curator statements:

1. Give kids the opportunity to thrive.
2. Give community a space to unfold.
3. Give new life to what has once been used.
4. Give nature a place at the heart of the city.
5. Give tradition a new meaning.
6. Give attention to what is local.
7. Give a green city to generations to follow.
8. Give yourself a break.



**EXHIBITOR**



EVENTS

# EVENTS



The events connect Danish Downtown in 751 with Danish Cultural Center in 798 as well as with Qinglong Hutong.

1. Opening Day
2. 797 Copenhagen Rd.
3. The Distance That Ties Us Together
4. Qinglong Hutong
5. Partners
6. Sustainable Urban Development

# 1. OPENING DAY

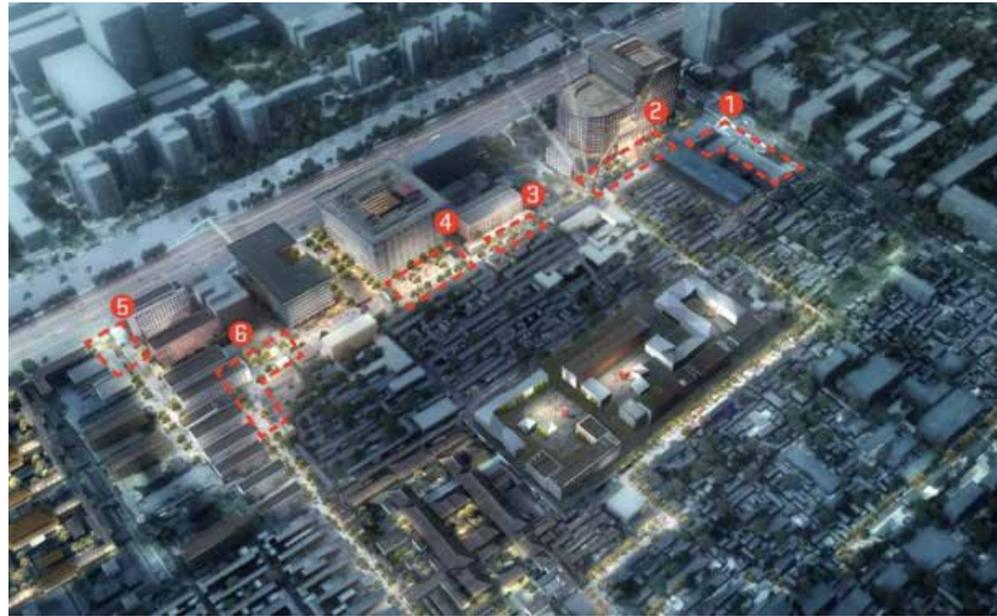
## Elements

VIP Ceremony  
VIP Reception  
Public Concert



# 4. QINGLONG HUTONG

Elements  
Tbd



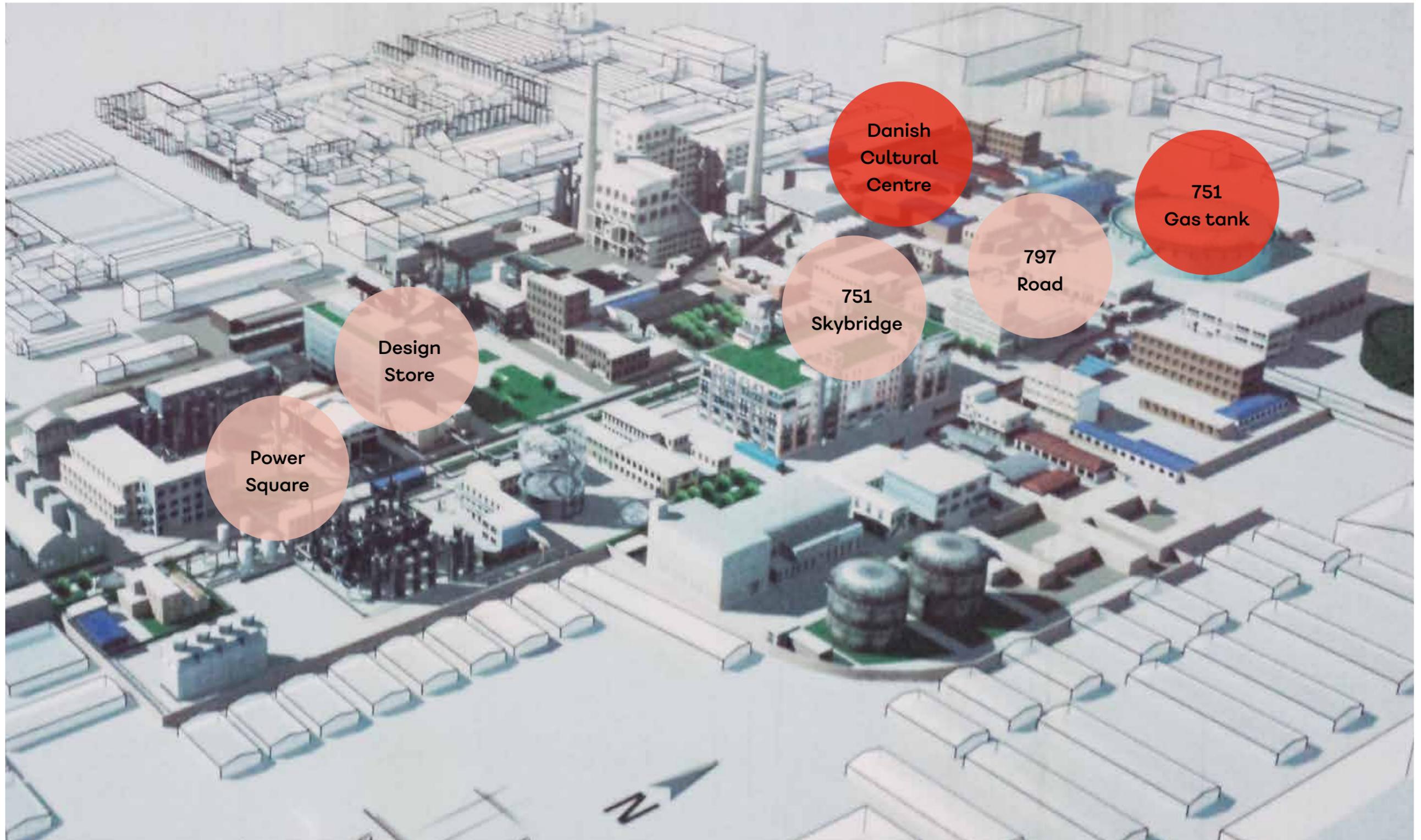
# 6. SUSTAINABLE URBAN DEVELOPMENT

**Elements**  
Conference  
Talks  
Workshops



PROGRAM

# VENUES



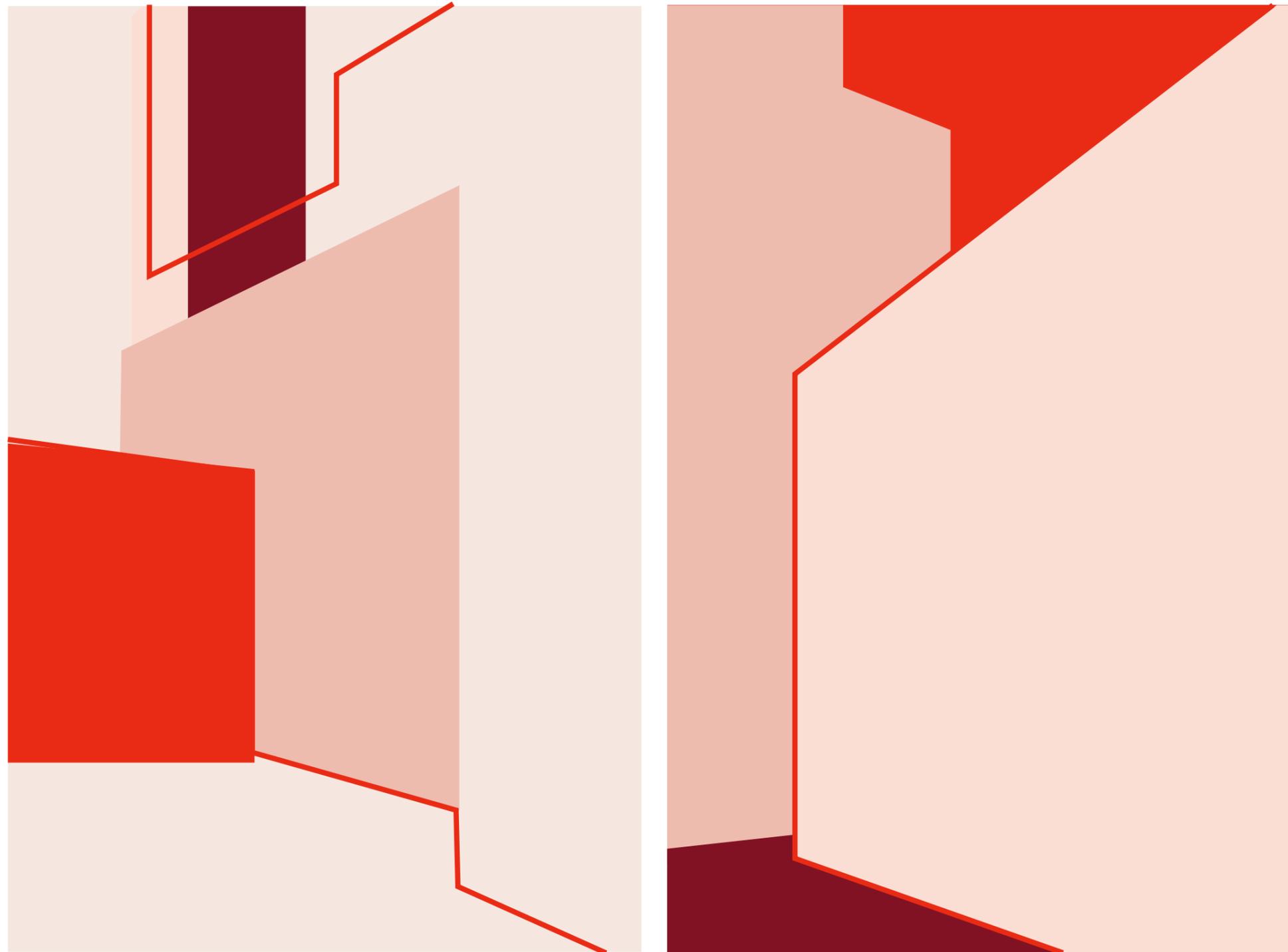
Qinglong  
Hutong

# EVENT PROGRAM (TENTATIVE)

Day/Venues	22/9	23/9	24/9	25/9	26/9	27/9	28/9	29/9	30/9	1/10	2/10	3/10	4/10	5/10
	Opening ceremony of Beijing Design Week 2018			Copenhagen Guest City opening day	751 Design Festival opening day									
<b>Gas Tank</b>				VIP opening ceremony and reception	Company program	Company program	Company program	Public Program Theme Day	Public Program Theme Day	Public Program Theme Day	Public Program Theme Day	Public Program Theme Day	Public Program Theme Day	Public Program Theme Day
<b>Danish Cultural Centre</b>		Opening of exhibition 'Copenhagen-Beijing Parallax'	Symposium: Syntax for urban interventions in Copenhagen and Beijing		Sustainable Urban Development Conference	Workshops: Green Tech lessons from Copenhagen in Qinglong Hutong	Theme Day on LGBT issues with film screening	Talks and presentations: Copenhagen as film hub	Music for, with and by children	Talks and presentations: Copenhagen as tourist destination	Music for, with and by children	Talks and presentations: The Thinking Hand, Craftsmanship with a human approach	Symposium: IPR in design and fashion	
<b>797 Road</b>														
<b>Skybridge</b>				Initiation of Collaborative Artwork with invited artists										
<b>Power Square</b>				Opening concert										
<b>Design Store</b>					Sustainable Urban Development Conference	Sustainable Urban Development Conference	Design talks in collaboration with 751 Design Festival	Design talks in collaboration with 751 Design Festival	Design talks in collaboration with 751 Design Festival					
<b>Qinglong Hutong/ Gehua Tower</b>					VIP Groundbreaking Sustainable Urban Development Conference	Study tours Light festival Exhibitions Sustainable Urban Development Conference	Study tours Light festival Exhibitions	Study tours Light festival Exhibitions	Study tours Light festival Exhibitions	Study tours Light festival Exhibitions	Study tours Light festival Exhibitions			

VISUAL IDENTITY

# GRAPHICS



**LOGOTYPE**  
POSITIVE AND NEGATIVE VERSION

哥本哈根  
丹麦  
LIVING  
IS GIVING

哥本哈根  
COPENHAGEN  
GUEST CITY

哥本哈根  
丹麦  
LIVING  
IS GIVING

哥本哈根  
COPENHAGEN  
GUEST CITY

# EXAMPLES OF IMPLEMENTATION



# 哥本哈根 丹麦 LIVING IS GIVING

哥本哈根 COPENHAGEN GUEST CITY  
EXHIBITION: GAS TANK, D-PARK

北京设计周  
BEIJING DESIGN WEEK



保持车距  
一车一杆

自动升降杆



北京国际  
设计周  
BEIJING  
DESIGN  
WEEK

GUEST  
CITY

主宾  
城市

哥本哈根  
COPENHAGEN

哥本哈根  
丹麦

LIVING  
IS GIVING

ORGANISERS

# ORGANISERS



EMBASSY OF DENMARK



Confederation of Danish Industry



The Capital Region  
of Denmark

PART OF  
GREATER  
COPENHAGEN



CITY OF COPENHAGEN

Part of Greater Copenhagen



CURATOR TEAM

# CURATOR TEAM

The Copenhagen guest city curator team consists of five creative professionals from Copenhagen based creative collective **andel** and **Norm Architects** with offices in both Copenhagen and Shanghai.

**Mike Ameko Lippert**

Team Leader

**Signe Bjerregaard**

Art Director

**Britt Gundersen**

Design Director

**Rasmus Rune Nielsen**

Strategic Director

**Linda Korndal**

Architect

**andel** was founded in 2016 as a creative collective with an interdisciplinary approach that combines nation branding, strategy, art direction, design and architecture.

The team has been responsible for development and implementation of the widely acclaimed Danish EXPO 2010 exhibition with the Little Mermaid.

[www.andel-andel.dk](http://www.andel-andel.dk)

**Norm Architects** was founded in 2008.

Works in the fields of industrial design, residential architecture, commercial interiors, photography and art direction.

[www.normcph.com](http://www.normcph.com)