BEIJING DESIGN WEEK 2018
COPENHAGEN GUEST CITY PRESENTS
LIVING IS GIVING
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

**Confederation of Danish Industry**
Thea Hammerskov
thea@di.dk
+45 3377 3637

City of Copenhagen
Tine Eriksen Green
tie@ofk.kk.dk
+45 2779 2133

**Royal Danish Embassy**
Nan Yang
nanyan@um.dk
+86 (10) 8532 9978

Casper Freddie
casfre@um.dk
+86 185 0168 0474
CONCEPT
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.
DANISH DOWNTOWN

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

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

HAY
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
VENUES

Qinglong Hutong

Danish Cultural Centre

Power Square

Design Store

751 Skybridge

797 Road

751 Gas tank
<table>
<thead>
<tr>
<th>Day/Venue</th>
<th>22/9</th>
<th>23/9</th>
<th>24/9</th>
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<th>26/9</th>
<th>27/9</th>
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<tbody>
<tr>
<td><strong>Opening ceremony of Beijing Design Week 2018</strong></td>
<td>Copenhagen Guest City opening day</td>
<td><strong>751 Design Festival opening day</strong></td>
<td><strong>Gas Tank</strong></td>
<td><strong>VIP opening ceremony and reception</strong></td>
<td><strong>Company program</strong></td>
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<td><strong>Public Program Theme Day</strong></td>
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<td><strong>Danish Cultural Centre</strong></td>
<td>Opening of exhibition “Copenhagen-Beijing Parallax”</td>
<td>Symposium:Syntax for urban interventions in Copenhagen and Beijing</td>
<td><strong>Sustainable Urban Development Conference</strong></td>
<td><strong>Workshop: Green Tech seeds from Copenhagen and Beijing</strong></td>
<td><strong>Opening of exhibition “Qinglong Metamorphosis”</strong></td>
<td><strong>Theme Day on LGBT issues with film screening</strong></td>
<td><strong>Talks and presentations: Copenhagen as school hub</strong></td>
<td><strong>Music for with and by children</strong></td>
<td><strong>Talks and presentations: Copenhagen as tourist destination</strong></td>
<td><strong>Music for with and by children</strong></td>
<td><strong>Talks and presentations: The Thinking Hand, Craftsmanship with a human approach</strong></td>
<td><strong>Symposium: IPR in design and fashion</strong></td>
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<td><strong>798 Road</strong></td>
<td><strong>Initiation of Collaborative Artworks with invited artists</strong></td>
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<td><strong>Skybridge</strong></td>
<td>Opening concert</td>
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<td><strong>Power Square</strong></td>
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<td><strong>Design Store</strong></td>
<td><strong>Sustainable Urban Development Conference</strong></td>
<td><strong>Sustainable Urban Development Conference</strong></td>
<td><strong>Design talks in collaboration with 751 Design Festival</strong></td>
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<td><strong>Qinglong Hutong/Gehua Tower</strong></td>
<td><strong>VIP Groundbreaking</strong></td>
<td><strong>Sustainable Urban Development Conference</strong></td>
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VISUAL IDENTITY
LOGOTYPE
POSITIVE AND NEGATIVE VERSION
EXAMPLES OF IMPLEMENTATION
LIVING IS GIVING

COPENHAGEN GUEST CITY

EXHIBITION: GAS TANK, D-PARK
松临

城下

The City of a Billion Pines

开幕时间：6 月 10 日 15:00
Opening: June 10 at 15:00
ORGANISERS
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

**Norm Architects** was founded in 2008.

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

www.normoph.com