

REPORT

2013-2016

SHANGHAI

UNESCO CITY OF DESIGN

30 NOVEMBER 2017



Shanghai
City of Design

United Nations
Educational, Scientific and
Cultural Organization

Member of the
UNESCO Creative Cities
Network since 2010

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PREFACE

Shanghai joined UNESCO Creative Cities Network as a “City of Design” in 2010. It’s a great pleasure to review and display our efforts and explorations through this report.

In recent years, Shanghai has united resources from all aspects of the society to work together on promoting the City of Design and creating a good atmosphere for creative design. The creative design industry has made considerable progress while integrating into urban renewal, industry transformation and upgrading, caring and improving citizen’s lives, international exchange and cooperation, promoting sustainable development and other fields. For example, led by industrial design and integrated innovation with global companies, the aerobus C919 has successfully passed the test flight, and new energy vehicles are getting more and more popular. Through the cooperatoin of Chinese and foreign architectural design firms, Shanghai Tower is completed to be another landmark of Shanghai. Also, projects like “Sino-Italian Design Exchange Center” have promoted friendly relationship and cooperation with international cities like Florence. Joining the UCCN, we let the world know more about Shanghai, and let Shanghai go further into the world.

Look forward to the future, we will continue developing Shanghai as a City of Design, promote the integrated development of creative design with related industries, and provide services to the citizens for a better life. Meanwhile, we are willing to undertake more works of UCCN, cooperate and exchange further with related cities, and make contributions to the world peace and development.

UNESCO Creative City (Shanghai) Promotion Office

I EXECUTIVE SUMMARY

In February 2010, Shanghai officially joined UNESCO “Creative Cities Network” (UCCN) to be a “City of Design”, which has brought great pride to the city. The reputation of “City of Design” has inspired Shanghai to develop design with the focus on creativity, and greatly promoted the urban sustainable development.

In recent years, we have been practicing our commitment actively.

- ▶ First, keep policy in mind and pay attention to organization. We have formulated a complete government organizational structure to promote the creative city, made forward-looking industry planning and policy, and focused on the integration of design and innovation with other related industries.
- ▶ Second, keep events in mind and pay attention to participation. We have continued holding a series of creativity and design festivals and events to increase social participation, including Shanghai Design Week, Shanghai Fashion Week, Shanghai New Couture Week, Shanghai Interior Design Week.
- ▶ Third, keep demand in mind and pay attention to talents. We have enhanced the development of creative and design colleges and schools, promoted talents competition mechanism and conducted multilevel training programs.
- ▶ Fourth, keep equality in mind and pay attention to citizens. We have put emphasis on arts education for teenagers and children, and carried out public welfare design contests and exhibitions, so as to bring more tenderness to the city and more humanistic care in design.
- ▶ Fifth, keep encouraging design and innovation in mind and pay attention to enterprises. We have promoted the construction of national and municipal industrial design centers, set up China Industrial Design Institute, implemented “Design for County” programs, so as to promote wider adoption of creative design in enterprises.

- ▶ Sixth, keep design application in mind and pay attention to the city. We have integrated creative design into neighborhood and community development, and created creative design communities and industrial parks in line with urban renovation.
- ▶ Seventh, keep exchanges in mind and pay attention to projects. We have actively participated in UCCN annual meeting and related activities, widely carry out the cooperation and exchanges with creative cities around the world, and established the Shanghai-Florence Sino-Italian Design Exchange Center.

Through the above efforts, in 2016, the value added of creative design industry reached 200.8 billion RMB, accounting for 7.31% of the total GDP. By the end of 2016, Shanghai was home to 128 creative clusters, over 4,000 innovative design related agencies and institutions, 124 museums, 25 libraries, 760 archives and 237 community art and cultural centers.

In the next 4 years, Shanghai will keep on fulfilling our commitment, continue promoting further integration of creative design industry with manufacturing, culture, technology and other related industries, improve the capacity of urban sustainable development, and cultivate creative design talents. Shanghai will also strengthen international cooperation and exchanges with other creative cities, launch the initiative of “Creative Economy and Urban Sustainable Development” for UNESCO “Creative Cities Network”, and enter into practical cooperation with one or two creative cities in the world. Shanghai Municipal Government will guarantee the budget for the steady implementation of all the work mentioned in the plan.

2 GENERAL INFORMATION

Country	China
Creative field of designation	Design
Date of designation	10 th Feb, 2010
Date of submission of the current report	30 th November, 2017
Entity responsible for the report	UNESCO Creative City (Shanghai) Promotion Office
Previous report submitted	Annual Report (2010-2015) every year
Contact supervisor	Mr. Chen Yuehua, Deputy Director-General of UNESCO Creative City (Shanghai) Promotion Office
Contact member	Ms. Pan Jin, Deputy Secretary-General of UNESCO Creative City (Shanghai) Promotion Office

3 CONTRIBUTION TO GLOBAL MANAGEMENT

Number of UCCN annual meetings attended in the last years:	2010/2011/2012/2013/2014/2015
• Hosting of a UCCN annual meetings and dates:	Not up to now
• Hosting of a working meeting	Not up to now
Hosting of an international conference on issues related to creative cities:	International Creative Cities Design Innovation Forum 2014/2015/2016
Financial and/or in-kind support provided to UNESCO's Secretariat:	Not up to now
• Membership of the Steering Group and period	Not up to now
Participation in Application Evaluations	2015,6 Cities: Bandon, Indonesia; Budapest, Hungary; Detroit, USA; Kaunas, Lithuania; Puebla, Mexico; Singapore, Republic of Singapore.



4 MAIN LOCAL INITIATIVES (2013-2016)

4¹ Keep policy in mind and pay attention to integration

After joining UCCN, Shanghai has issued a series of policies and built up the municipal working mechanism to promote the city of design to promote the full-scope integration of creative design with the economic, social and cultural development of the city, with the UNESCO Creative City (Shanghai) Promotion Office and Shanghai Promotion Center for City of Design established.

To Achieve the Main Goals of UCCN:

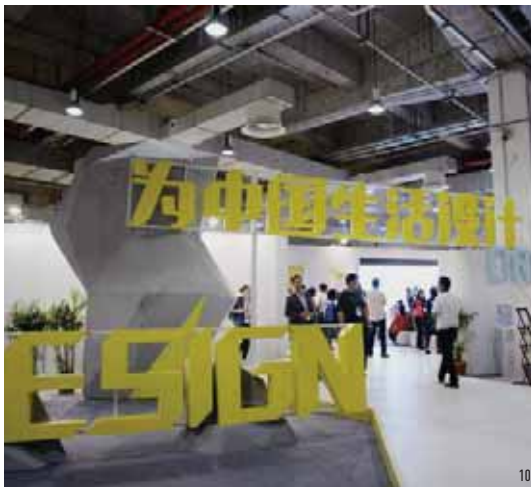
- *Fully integrate culture and creativity into local development strategies and plans;*
- *Build up public section, private section and society partnership, make creativity to be a strategic factor of their sustainable development.*

Shanghai has announced a series of policies during 2013-2016, mainly including “Implementation Opinions of Shanghai Municipal Government on Implementing ‘Several Opinions of the State Council on Promoting the Integration Development of Culture Creativity and Design Services with Related Industries’”, “13th Five-Year Plan for the Development of Shanghai Cultural and Creative Industries”, “Three-Year Action Plan for Shanghai City of Design (2013-2015)”, “Three-Year Action Plan for Arts and Crafts Industry of Shanghai (2014-2016)”, “Three-Year Action Plan for the Development of Shanghai Cultural and Creative Industries (2016-2018)”. Shanghai has established a government fund for the cultural and creative industries, so as to accelerate the integration of design with manufacturing, culture, finance and technology. In 2016, the value added of creative design industry reached 200.8 billion RMB, accounting for 7.31% of the total GDP. By the end of 2016, Shanghai was home to 128 creative clusters, over 4,000 creative design related agencies and institutions, 124 museums, 25 libraries, 760 archives and 237 art and cultural community centers.

Set up UNESCO Creative City (Shanghai) Promotion Office, which is the leading office responsible for coordinating with other government agencies and institutions to promote and develop the City of Design, formulating strategic plan and industry policies for the creative design industry, setting up and promoting public service platforms and significant initiatives, and organizing international exchanges and cooperation with UNESCO Creative Cities Network.

Set up Shanghai Promotion Center for City of Design, which supports the coordination with social organizations related to creative design in Shanghai, carries out programs to promote the development of creative design industry, sets up industry service platforms, undertakes Shanghai Design Week, and carries out international cooperation and exchange programs.

Build up a creative design cross-industry communication and working mechanism to mobilize social resources to participate in the development of Shanghai as a creative city, to unite over 20 related industry associations (societies) to form synergy in information sharing, publicity of achievements, activity organization and industry promotion, so as to boost the design innovation in all major fields.



4² Keep conducting activities in mind and pay attention to participation.

Since entering UCCN, we have organized a series of influential design events, including Shanghai Design Week, Shanghai Fashion Week, Shanghai New Couture Week, Shanghai Interior Design Festival, These colorful events create the development atmosphere of Shanghai as a City of Design, provide a window for the citizens to get in touch with the excellent design, provide opportunities for young designers and brand enterprises to present and releasing creativity, and provide a platform for oversea designer and brands to enter Shanghai and Chinese market.

To Achieve the Main Goals of UCCN:

- *Develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector;*
- *Improve access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals;*
- *Strengthen the creation, production, distribution and dissemination of cultural activities, goods and services;*

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- 1-3 Shanghai Design Week
- 4-6 Shanghai Fashion Week
- 7-8 Shanghai New Couture Week
- 9-10 Shanghai International Interior Design Festival
- 11-12 China International Industry Fair Industrial Design & Innovation Show

Shanghai Design Week (2012-2016)

Shanghai Design Week has been held since 2012, organized by UNESCO Creative City (Shanghai) Promotion Office and Shanghai Promotion Center for City of Design. The Week aims to create a brand event that fully embodies Shanghai's City of Design content, with high international influence and awareness of brand activities on creative design. In recent years, the Week has been held on the hotspots of Fashion and Lifestyle, Design and Intelligent Technology, Design and Traditional Crafts, Design and Green Ecology. Each year, there are over 100 side activities, attracting wide participation ranging from university teachers and students, brand enterprises and designers and the general public. The Week comprehensively presents a new value of leading market consumption, innovating lifestyles, stimulating business creativity and promoting industrial transformation and upgrade.

- 2013 Theme
Design Intelligence Dreams
- 2014 Theme
Design Leading · Integration Development
- 2015 Theme
Big Design · New Normal
- 2016 Theme
New Design Application · Create New Demands

Shanghai Fashion Week (1995-2016)

In March 1995, the Shanghai Municipal People's Government decided to host the annual Shanghai International Fashion Culture Festival to create a fashion business card for Shanghai. Since 2003, we have further adhered to the international practice and held the Shanghai Fashion Week in April and October of each year respectively. After 15 years of development, Shanghai has shown the world her power of fashion and has become an important stage for original designers to display the latest works, as well as an important window for international brands to enter the Chinese market. At present, about 100 new product launches are held each year, with the participation of 200 brands, 100+ designers (70% are from China) and 1000+ models and 50,000+ audiences, attracting attention from 200+ media outlets.

Shanghai International Interior Design Festival (2010-2016)

Founded in 2010, it is committed to building a center and cooperation platform for the interior design in the Asia-Pacific region, forming the demonstration effect of design leading industries and gathering effect of design talents in China and abroad, and forming a mechanism for disseminating interior decoration trends and international cooperation in interior design and communication. On September 9th, 2016, IFI signed the IFI Interior Design (Shanghai) Declaration with Shanghai. More than 30 famous masters around the world participated in the festival, including: world-renowned Japanese architectural designer Kengo Kuma, French architect Paul Andrew, Finnish architect Pekka Salminen, American interior designer Zhang Aili, Mexican interior architect Marco Coello, Japanese architect Arata Isozaki, Chinese architect designer Wei Dunshan, Chinese history conservation architect Ruan Yishan, etc.

- ▣ 2013 Theme
Habitable Ecotype Beautiful China
- ▣ 2014 Theme
Inheritance and Innovation· Industry Convergence
- ▣ 2015 Theme
New Normal·New Thinking·New Design
- ▣ 2016 Theme
Design·Asia

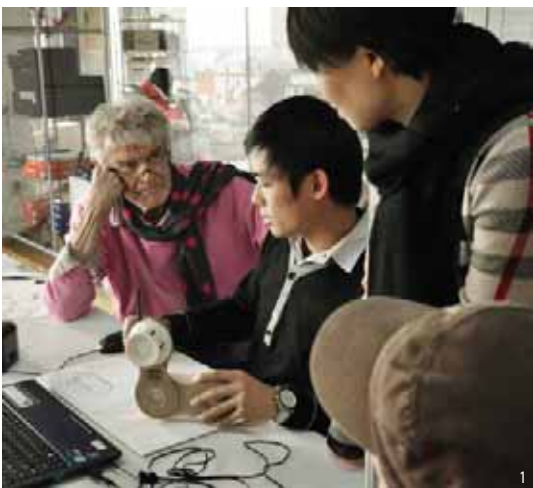
Shanghai New Couture Week(2014-2016)

Founded in 2014, Shanghai New Couture Week aims to support Chinese high-end custom design, praise excellence craftsman spirit, increase Chinese custom design brands' influence. At present, Shanghai New Couture Week has a spring season and an autumn season a year, each lasting for a week. In synchronization with the annual January and July events, the week organizes a series of activities such as "Towards China Customization" in Paris, so that the world can more accurately recognize the global and international characteristics of Chinese customization. Since the launch of "Shanghai New Couture Week", 79 high custom brands have participated, and nearly 70 media home and abroad have published reports widely.

China International Industry Fair Industrial Design & Innovation Show (2014-2016)

Founded in 1999, China International Industry Fair is the most influential international exhibition of industrial brands in manufacturing industry. For the first time, CIIF set up the industrial design theme exhibition area in 2014. It revolves around the innovative products and solutions of VR / AR technology, BIM technology, industrial design and service, intelligent manufacturing, new equipment and digital innovation experience, reflecting the integration and leading role of industrial design in the industry. At present, the annual exhibition area is about 10,000 square meters with more than 2,000 exhibits and over 100,000 audiences.

- ▣ 2014 Theme
Industrial Design Leads Industry Upgrades
- ▣ 2015 Theme
Industrial Design to Make the Future
- ▣ 2016 Theme
The Changes of Design



4³ Keep demands in mind and pay attention to talents.

Talents are the core resource of developing creative design. Since joining UCCN, targeting at building creative design talent highland, we have made great efforts to introduce and cultivate talents. In particular, we carry out the selection of Shanghai Arts and Crafts Masters, recommend candidates for UNESCO Creative City Design Award for Young Talents, discover and promote talents, introduce international intellectual resources through "DeTao Masters Studio", improve the level and quality of creative design colleges and schools, establish the first creative design school in China, and organize a wide range of training programs for creative design talents.

To Achieve the Main Goals of UCCN:

- *Develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector;*

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- ▶ 1-3 DeTao Masters Studio (Hartmut Esslinger/ Florin Baeriswyl/ Patrick Gottelier)
- ▶ 4-5 Tongji Design Week (Exhibition/ Forum)
- ▶ 6-8 Tongji Huangpu School of Design and Innovation
- ▶ 9 Shanghai designer, Ding Wei, winner of UNESCO Creative City Design Award For Young Talents (2013)
- ▶ 10 Oversea Fashion Design Training (Italy, 2013)
- ▶ 11 Eco-Fashion Training Course of Florence National Academy of Fine Arts of Italy (Shanghai, 2016)
- ▶ 12 Certificate-giving Ceremony for the third batch of Shanghai Arts and Crafts Master (2015)

DeTao Masters Studio

It was launched by DeTao Masters Academy cooperating with Shanghai Institute of Visual Arts. It introduces masters worldwide and cultivates the elites of Chinese design industry with apprenticeship pattern and "semi-socialized, semi-commercial" mechanism. DeTao Masters Studio cooperates with various social institutions, enterprises and research institutions to create a cultural and creative platform integrating education teaching, innovation research, management consulting and industry incubation. Up to now, 60+ design masters around the world have been signed, such as strategic design master Hartmut Esslinger, architectural design master Haim Dotan, industrial design master Timothy Jacob Jensen, automotive design master Mathis Heller, space design master Florin Baeriswyl.

College of Design and Innovation, Tongji University

We promoted the establishment of the College. The mission of the college is to cultivate the leading talents of "sustainable design innovation" with international standards, to pursue academic excellence and contribute to social progress. The overall goal of the college is to build an innovative, forward-looking, research-oriented and world-class design college with distinctive features. The college has established a joint laboratory with world-renowned companies such as Microsoft and Haier; established design research center with international renowned creative design colleges such as Sino-Finland Center with Aalto University, Finland; launched Tongji Design Week, a platform of cross-boundary communication about domestic and international innovation design education, research and practice.

Tongji Huangpu School of Design and Innovation

It is the first Chinese school featured with creative design. It is cofounded by Gezhi Education Group of Huangpu District of Shanghai and College of Design and Innovation, Tongji University. The school adopts education philosophy of academy style, combines the shift system and the tutorial system, teaches based on projects, changes study environment, and establishes sister schools with oversea schools of College of Design and Innovation, Tongji University, to conduct short-term exchange studies and enhance the international vision and creative practice ability of creative graduates.

Various training programs for creative design talents

During 2013-2016, Shanghai Promotion Center for City of Design conducted 30+ trainings. All the trainings were based on needs of industrial development, covering industrial design, fashion management and architectural design. There are more than 2,000 trainees from government, enterprises, teachers and students of college and schools.

- ▶ 2013
Management Senior Seminar, Shanghai creative industry cluster.
Management Senior Seminar, district economic department of Shanghai creative industry cluster
- ▶ 2014
Urban Quality Development Senior Seminar, Jiading District
International Top Fashion Brand Management Senior Seminar
- ▶ 2015
Joint Design Workshop, by Tongji University-City of Design
BIM Senior Seminar, by Tongji University-City of Design
- ▶ 2016
London Jewellery Design Senior Seminar
Joint Design Workshop, by City of Design- Le Arti Orafe Jewelry School & Academy (Italy)

UNESCO Creative City Design Award For Young Talents (Shenzhen, China)

The award is aimed at young designers under 35 years old in UNESCO Creative Cities around the world, designed to award the young design talents who aim to make outstanding contributions in the following aspects: through design, making cities more environmentally friendly and livable, making society more harmonious, making development more sustainable. We recommended excellent design products and designers to participate in the evaluation.

- ★ The 1st Design Award 2013 Ding Wei
- ★ The 2nd Design Award 2015 Xie Chunlei

Shanghai Arts and Crafts Masters

To encourage arts and crafts practitioners in Shanghai inheriting and developing traditional skills, build the talent highland of Shanghai arts and crafts, promote the healthy development of arts and crafts industry, the selection of Shanghai Arts and Crafts Masters is conducted every four years in Shanghai. In 2015, the 3rd Shanghai Arts and Crafts Masters selected 38 Masters, including the majors of jade carving, tooth carving, jade carving, wood carving, stone carving, bamboo carving, micro sculpture, ceramics, lacquer ware, flannelette, paper art, etc.



4⁴ KEEP EQUALITY IN MIND AND PAY ATTENTION TO CITIZENS

Since joining UCCN, we have carried out a series of design activities for public benefit, such as Van Gogh Art Competition, Annual Exhibition of Advertising Works for Public Benefit, Design with Love and etc., to bring more tenderness and humanistic care to the city of Shanghai.

To Achieve the Main Goals of UCCN:

- *improve access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals;*

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- ▶ 1-3 Van Gogh Art Competition
- ▶ 4-5 Winning works of STDecaux Public Welfare Design Exhibition
- ▶ 6-9 "Design with Love" Renewal for Hope Primary School of Jiutiandong Village
- ▶ 10-12 "Rainbow of art bends to the future Earth" Program

Van Gogh Art Competition (2014-2016)

Van Gogh Art Competition was launched in July 2014 by Shanghai Rui He Cultural Exchange Center, Shanghai Oriental Pearl International Exchange Co. LTD., the Van Gogh Museum in the Netherlands and other famous culture education institute. The competition aims to promote artistic spirit of Van Gogh, stimulate the creativity of juvenile and children through drawing, "discover beauty" and "create beauty" with a new perspective and thinking.

▶ 2016

Domestic 35 competition organizing committee city branches, 5,200+ art education institutions to collaborate

▶ 2015

Domestic 18 competition organizing committee province branches, Sino-Dutch cultural exchanges, Sino-German cultural exchanges.

▶ 2014

Domestic 12 competition organizing committee province branches, cultural exchanges with Netherlands, Belgium and France.

STDecaux Public Welfare Design Exhibition (2015-2016)

In order to gather the public benefit creative design strength to provide more excellent creation support for public benefit dissemination and service, and provide a platform for presentation of excellent creators and their works, the public welfare exhibition and creation contest was launched by Shanghai Promotion Center for City of Design, Shanghai Advertising Association and Shanghai Shentong Degao Subway Advertising Co. LTD. in 2014. The annual exhibition takes advantage of the subway advertising platform, on which a total of 140 subway light boxes have been opened for public benefit demonstration. They make the subway space a place for public benefit dissemination and creation competition and make citizen focus on the vulnerable groups and social issues.

▶ 2015 Theme

Knowledge in Action, Creation for Usage

▶ 2016 Theme

Design Distinctive Life

“Design with Love” public welfare initiative (2016)

It is established by “Shanghai Yongai Public Service Agency”, aims at design of public welfare programs and activities, providing public welfare design and plan for public areas and design service for programs of disaster relief and reconstruction.

Design with Love is a non-profit public welfare organization, co-funded by Zhiqiang Wu, Aibin Xiao, Wang Ping Chung, Fei Deng, Yihua Hu, Jing Liang from educational, public welfare and design domain. Design with Love belongs to Indus Growth Plan under the China Social Welfare Foundation.

► “Design with Love” Study Case: Renewal for Hope Primary School of Jiutiandong Village, Lifuta Town, Sangzhi Coutry, Hunan Province

China is a developing country, regional development is extremely unbalanced. The average annual income of the villagers is only 1200 RMB. In 1992, a Hope Primary School was built to provide education opportunity for stay-at-home children, the school has three grades (kindergarten, grade one and two), 39 students, 2 teachers and 1 cook, the previous design and construction was rather shabby. Through “Design with Love”, material selection with love and building with love, a brand new school full of love and modern urban school atmosphere present in front of children and its staff.

▼ (Dining-room before and after the renewal)



“Rainbow of art bends to the future Earth” Program(2013-2016)

Guided by Shanghai Education Commission, hosted by Shanghai Charity Foundation and Shanghai Children’s Foundation, operated by Shanghai Charity Education and Training Center, the “Rainbow of art bends to the future Earth” program is to gather the power of love and fly the hope of dream, encourage more and more enterprises and citizens to participate in charity for teenagers and children. It cooperates with creative industry parks and enterprises to develop 20+ courses for the disadvantaged, the poor and those who love arts at the age of 5-17, providing them with free courses and enlightenment education covering painting, pottery, calligraphy, glass, animation, paper art, handcraft, weaving and many other training programs. Since 2013, 50,000+ children has participated in the training programs.



4⁵ Keep encouraging design in mind and pay attention to enterprise

Enterprise is the main body of the development of creative design industry. In order to discover, cultivate and incubate creative enterprises and brands, Shanghai has established China Industrial Design Institute, built cluster development platform for industry chain of industrial design, promoted "Design Support County" regional cooperation program to construct a new pattern of Shanghai design serving regional economy, selected design innovation model enterprises and industrial design center, launched "City of Design · Creative 100" to encourage enterprises developing creative design.

To Achieve the Main Goals of UCCN:

- *Strengthen the creation, production, distribution and dissemination of cultural activities, goods and services;*

Picture index

- ▶ 1 "City of Design · Creative 100" award ceremony (2016)
- ▶ 2 Chen Mingbo, Director-General of Shanghai Municipal Commission of Economy and Informatization, visit to China Industrial Design Institute (2016)
- ▶ 3 Xu Keming, Director of Industry Policy Division of the Ministry of Industry and Information Technology, inspection of China Industrial Design Research Institute (2016)
- ▶ 4 The Opening Ceremony of China Industrial Design Institute (2014)
- ▶ 5 Zhou Bo, Vice-Mayor of Shanghai, visit to a design enterprise (2015)
- ▶ 6 "Design for Country" regional cooperation program
- ▶ 7 United Imaging 112-crystal-ring light-guide PET-CT, winner of China Outstanding Industrial Design Award (2016)
- ▶ 8 Chinese Airbus'delivery to the flight testing center (2016)
- ▶ 9-12 Shanghai Design Products

China Industrial Design Institute

It was established to promote Chinese manufacturing industry with industrial design in November 2014, by China Industrial Design Association and UNESCO Creative City (Shanghai) Promotion Office under the support of Ministry of Industry and Information of the P. R. China and Shanghai Municipal People's Government. It aims to build cluster development platform for industry chain of industrial design, to create a leading national institution with design innovation capability, complete service system and comprehensive consulting strength.

National Industrial Design Center, Shanghai Industrial Design Center

In order to accelerate the development of industrial design in China, it is encouraged to build industrial design centers and industrial design enterprises. Since 2013, every two years, the Ministry of Industry and Information Technology of the People's Republic of China (MIIT) identifies National Industrial Design Centers with stronger ability of innovation, more investment in research and development, higher quality of design personnel and leading design service level. In 2015, Shanghai Municipal Commission of Economy and Informatization identified 11 Municipal Industrial Design Centers, and recommended some excellent centers to MIIT. Shanghai Longchuang Automobile Design Co. LTD., Shanghai Jiahua United Co. LTD. and Shanghai Guide Industrial Design Co. LTD. were recommended and became National Industrial Design Centers.

"Design for County" regional cooperation program

The program was launched in 2014, serving for small and medium-sized cities in China. It is led by Shanghai enterprises and designers, who unite local governments and private section to help local enterprises promote creative design. It helps to launch the brands and products that improve the aesthetic and social trends of the public, provide strong support for the transformation and upgrading of local industries and the development of the design service industry. Up to now, "Design for County" Program has been implemented in Rizhao of Shandong Province, Maanshan of Anhui Province, Jingdezhen of Jiangxi Province, Baoying of Jiangsu Province and other cities.

China Outstanding Industrial Design Award, Shanghai Outstanding Industrial Design Award

In order to accelerate the development of national industrial design, China Outstanding Industrial Design Award, the first national award for industrial design in China was established in 2012, led by Ministry of Industry and Information Technology of the People's Republic of China.

In 2016, Shanghai Outstanding Industrial Design Award was established in order to promote cultural creativity and manufacturing integration, guide the enterprises to strengthen the design innovation capacity. Among the winners of 2016, *United Imaging 112-crystal-ring light-guide PET-CT* was recommended to win China Outstanding Industrial Design Award of the same year.

Table: Winners of 2016 Shanghai Outstanding Industrial Design Award

No	Winner's Company	Product
1	Shanghai United Imaging Healthcare (UIH)	United Imaging 112-crystal-ring light-guide PET-CT
2	Technology Center of SAIC Motor	ROEWE RX5 eRX5
3	MOMA Design	Carl Zeiss PRIMUS 200 OCT
4	Shanghai OXAI Aircraft Company	OXAI M2 amphibious light sport aircraft
5	Muchidea Design	SAIC Motor charging pile
6	Pan Asia Technical Automotive Center	2015 CHEVROLET-FNR concept car
7	Eques Technology Company	Digital door peephole R12
8	BLUE Design	Automatic self-feeding paper shredder
9	LKK Design	HiAR Glasses
10	Xiangsheng Shanghai Electronics Technology Company	TyphoonH PRO (RealSense)

"City of Design - Creative 100"

"City of Design · Creative 100" was launched by Shanghai Promotion Center for City of Design in 2015. Each year, a group of excellent creative brands and products are promoted in the form of joint recommendation and unified selection, and grow bigger and stronger through the publicity, incubation and cultivation.

2015 Recommended List

3 categories: Creative Costume, Creative Accessories, Garden Design.

2016 Recommended List

8 categories: Creative Costume, Creative Accessories, Home Design, Intelligent Product, Home Fashion, Arts and Crafts, Garden and Flower and Creative Space.



4⁴ Keep design application in mind and pay attention to city

Since joining UCCN, Shanghai has integrated creative design into urban planning and construction development strategy, focusing on design-driven urban renewal and focusing on industrial and urban integration development.

To Achieve the Main Goals of UCCN:

- *Stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society.*

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- 1 Shanghai Tower
- 2 Mercedes-Benz Arena
- 3 The Art Show Field of Minsheng Wharf
- 4 1933 Cultural and Creative Park
- 5 Xintiandi
- 6 Shanghai International Fashion Center
- 7 Shanghai Power Station of Art
- 8 Jiangnan Innovation yard Creative Industry Park
- 9 Tianzifang
- 10 China Art Museum
- 11 Sinan Mansion
- 12 Lingkong Soho

All landmarks in Shanghai have called for bidding from design agencies around the world. Meanwhile Shanghai has accelerated the integration of creative design and urban renewal, driven the transformation of old factory buildings of downtown to creative industrial parks, and promoted the development of city blocks and communities. A number of world-famous creative parks and urban areas have emerged, effectively increasing urban functions, stimulating urban vitality, improving the living environment and enhancing the charm of the city.

Shanghai Tower

It is a high-rise landmark of Shanghai Lujiazui, with a building of 118 floors and a total height of 632 meters. SOM architectural design firm, American KPF(Kohn Pedersen Fox Associates) architects, American Gensler architecture design firm, UK Foster architectural firm submitted the design proposal, Gensler "dragon" scheme won the bidding. BIM technology has been introduced into the whole process of project design, construction and management, which has become an important witness to the combination of technological innovation and urban development in Shanghai.

Shanghai Xintiandi

It is a fashion and leisure tourist attraction revealing the historical and cultural features of Shanghai, located in the center of Shanghai. Based on the old area of Shanghai's unique Shikumen building, designed by Benjamin Wood, American old house renovation expert, and Singapore Nikken Sekkei Design Firm with oriental culture background, injected fashion elements of new era, it has been remoulded into a leisure pedestrian street with catering, business, entertainment and culture. Xintiandi is a well popular location for fashion and cultural activities like international model competition, fashion show, film press conference of famous movie star. Celebrities, artists, entrepreneurs, bankers and diplomats stationed in Shanghai have been pouring in, are too delighted to leave.

Urban Best Practices Community of Shanghai World Expo

It is located in Huangpu District, follow-up development after Shanghai Expo 2010 adheres to the philosophy of green, low-carbon and ecological environment, has been constructed into an area integrating creative design, communication display, product experience, with the total area of 15.08 hectares. It won LEED-ND Platinum certification, which is the first project to get the accreditation outside North America, it is proved that the community has outstanding performance in energy saving, water saving, carbon dioxide emission reducing, materials saving and indoor life quality improving.

Mercedes-Benz Arena

Mercedes-Benz Arena with the appearance like a flying UFO, is one of the most important permanent venues of Shanghai Expo 2010, its design fully takes into account the follow-up and sustainable development after the Expo. Now it is Shanghai's premier live entertainment venue and the centerpiece of a mixed use entertainment complex. With 18,000 seats, 82 luxury suites, various clubs and meeting rooms, offers state-of-the-art technology and amenities for staging the biggest and most popular events in China. The entertainment complex includes a 700 seat theater, public ice skating rink, a six screen cinema, and 20,000 square meters of retail space featuring a variety of shops and restaurants.

Tongji Rim Design Creative Industry Base

With an area of 2.6 km² around Tongji University, the Tongji Rim Design Creative Industry Cluster is a characteristic industry cluster featuring R&D and design services under the support of education edges of Tongji University, such as architectural design, urban planning and design creativity, as well as the overflow of research and education resources. As the first nation-level characteristic industry base of the modern service industry recognized by the Ministry of Science and Technology of P. R. China, the linkage mechanism has allowed full play of the integration effect of Tongji Rim Economic Industry Belt. The annual gross income of the base reaches over 10 billion yuan, turning in 1 billion yuan of tax.

Donghua Rim Fashion Industry Base

The Donghua Rim Cluster is located around the Donghua University as the core, and covers the area of the University and its surroundings, Hongqiao International Trade Center, Zhongshan Park Commercial Center, No.10 Steel Plant Cultural and Creative Center and its surroundings. It covers a total area of 14.74 km² and a core area of 1.99 km². The Donghua Rim is formed by the joint efforts of the district government and the Donghua University. Based on the education edges of the university, the cluster aims to provide human resource, mixed function of production, education and research, and a new platform of international resources for the development of Shanghai fashion and creative industries under the support of the regional advantage and synergy innovation.

Jiangnan Innovation Yard Creative Industry Cluster

The Jiangnan Innovation Yard Creative Industry Cluster draws on the concept of comprehensive development of urban, community and industry park areas and integrates the resources of Phase I and Phase II of Park 2 Space, Phase II and Phase III of The Bridge 8, DHS Mansion, Dragon Garden Creative Park, Sohu Liyuan Creative Park while taking Jumen Road as the axis to form an industrial cluster with a total architectural area of 110,000 m². The cluster highlights the creative industries of architectural design, fashion design, advertising, movies and television production, with the total revenue of 4 billion yuan and 242 enterprises settled in. It has become a large-scale cluster of characteristic creative industries in the center area of Shanghai.

The Bridge 8

With a bridge of creativity connecting the two buildings, The Bridge 8 has become an exchange platform for creative people in Shanghai. It has attracted over 70 famous creative enterprises in the fields of architectural design, fashion design, and consulting from countries like USA, Italy, Japan, etc. The Bridge 8 has received about 110,000 professional visitors home and abroad, and has been reported by more than 120 media outlets.

M50

M50 has the best preserved industrial buildings of the national textile industry from the 1930s to 1990s along the Suzhou Creek. Over 140 artist studios, galleries, art education institutes and creative agencies from 20 countries and regions have moved in M50, including original design studios like Moma and Yitian, making it a symbolic creative cluster in Shanghai.



5 MAIN INTER-CITY (UCCN) COOPERATION

After joining UCCN, we have actively performed our obligations and participated in the cooperation and exchanges between the UCCN cities. We are continuously expanding inter-city cooperation projects with the UNESCO "Creative Cities Network".

To Achieve the Main Goals of UCCN:

- *Strengthen international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development;*

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5¹ Active participation in UCCN activities

March 2013, Saint-Étienne Design Biennale

Liu Jian, Deputy Director-General of Shanghai Municipal Commission of Economy and Informatization led a delegation and visited Saint-Étienne "City of Design", attended Saint-Étienne Design Biennale. Lou Yongqi, Professor of Tongji University, brought his 'The Practice of Beautiful Countryside' to the city joint exhibition. Two designers of Shanghai participated in designer workshop.

October 2013, UCCN Beijing Summit

The UNESCO Creative Cities Beijing Summit was held from October 20 to 23, 2013. Xu Yibo, Deputy Secretary-General of Shanghai Municipal Government shared Shanghai's experience and achievements in promoting development of creative cities.

March 2014, UNESCO Headquarter, "It's Shanghai Time" Exhibition

The 'It's Shanghai Time' City Creative Design Exhibition was held at UNESCO Headquarters in Paris. Li Xi, Deputy Secretary of the CPC Shanghai Municipal Committee, Hans d'Orville, Assistant Director-General of UNESCO Strategic Planning, were invited to attend the opening ceremony. Five moments, five different scenes of daily life of Shanghai depict a vibrant day in the cosmopolitan city. The 21 designers from or living in Shanghai are working together to present a new perspective on contemporary Chinese design.

May 2015, Nagoya Japan "City of Design" Forum

Attend the Forum and shared experience and achievements in promoting development of creative cities

5¹ March 2016, visited Prague "City of Literature"

Chen Yuehua, Deputy Director-General of Shanghai Cultural and Creative Industries Promotion Leading Group Office & Deputy Director-General of UNESCO Creative City (Shanghai) Promotion Office led a delegation to visit Prague "City of Literature". He exchanged ideas with Simona Nesázalová Vladíková, Director of Prague Municipal Department of Cultural Heritage, and Simona Nesázalová Vladíková, Director of Prague Municipal Department of Cultural Project, about world heritage conservation, urban planning and renewal, and discussed about the cooperation between publishing and graphic design.

5² March 2016, visited Budapest "City of Design"

Chen Yuehua, Deputy Director-General of Shanghai Cultural and Creative Industries Promotion Leading Group Office & Deputy Director-General of UNESCO Creative City (Shanghai) Promotion Office led a delegation to visit Budapest 'City of Design', held a "Shanghai-Budapest Design Dialogue" with leaders from Budapest National Center for Creative Design Industry, enterprises and creative design colleges.

5³ June 2016, attended Beijing Summit of UNESCO Creative Cities Network

Chen Yuehua, Deputy Director-General of Shanghai Cultural and Creative Industries Promotion Leading Group Office & Deputy Director-General of UNESCO Creative City (Shanghai) Promotion Office attended Beijing Summit of UNESCO Creative Cities Network and make a keynote speech "Thinking about creative design integration development with Shanghai science and technology innovation and 'Internet+'".

5⁴ August 2016, attended the Edinburgh Fringe Festival

Shanghai Promotion Center for City of Design together with 5 art colleges and 9 Chinese famous design institutes attended "Edinburgh Fringe Festival-Shanghai Culture Week", held an exhibition themed 'Amazing Shanghai' and 'Shanghai Design', and communicated with famous design college and design institutes from Edinburgh and UK.

5² Actively Hosting International Creative Cities Design Innovation Forum

International Creative Cities Design Innovation Forum is one of the major theme activities of International Creative City Think Tank. Since 2014, it will be held once a year. Focusing on the theme of design and urban development, it invites experts of the international creative cities, the representatives of the think tank, global innovation brands, design institutes and designers, to jointly explore the development trend of global creative design, innovation and industry development, design and urban sustainable development issues and solutions.

2014 Theme

Design @ World City Innovation Development

2015 Theme

New Commercial Civilization from Connection of design and capital

2016 Theme

The Driving Force for Design and Innovation

5³ Project cooperation expanded with cities beyond creative cities established Shanghai-Florence-Sino-Italian Design Exchange Center

Shanghai and Florence officially signed the agreement in November 2012, launched the project construction of Shanghai-Florence - Sino-Italian Design Exchange Center, and established a base in Florence and established an incubator in Shanghai. From then on, there have been 100+ cultural and creative activities and initiatives held in Florence, and 50+ in Shanghai. Han Zheng, former Secretary of the CPC Shanghai Municipal Committee, Li Xi, former Deputy Secretary of the CPC Shanghai Municipal Committee, Cui Haiying, Deputy Director of Publicity Department of the CPC Central Committee, Matteo Renzi, former Prime Minister of Italy, visited Florence base successively. It is highly praised by Consulate General of Italy in Shanghai and Consulate General of China in Florence.

6 FOUR-YEAR ACTION PLAN

According to our development plan, in the next four years, we will focus on accelerating the integration development of culture, creativity and design with related industries and 2030 Agenda for Sustainable Development and New Urban Agenda at the heart of future development agenda. By 2020, the value added of cultural and creative industries will amount to 13% GDP of Shanghai. A group of famous products, famous designers, famous brands and famous enterprises will come into existence. We will fundamentally develop into a famous City of Design, with more concentrated resources, more active market main body, more vivid industry characteristics, more significant driving effect, and more inclusive international cooperation.

6¹ Efforts at Regional Level

Focus on creative design promoting cross-boundary integration development

We will continuously promote integrated development of creative design with manufacturing, science and technology, culture and tourist industries, enhance creative design in the fields like equipment products, arts and crafts, smart home, costumes, smart wear, souvenirs and city construction, and increase the added value of products and services to meet demands of production and consumption.

Focus on creative design space construction to optimize spatial layouts

We will carry out "Ten, Hundred, Thousand" industry carrier construction program - construct 10+ national cultural and creative industry bases like National Base for Culture and Foreign Trade, China Industry Design Academy, 100+ municipal cultural and creative industry parks like Shanghai Zhangjiang Cultural and Creative Industry Park, The Bridge 8, and 1000+ cultural and creative buildings and co-work space.

Focus on fostering favorable environment for creative design

On the one hand, we will stimulate innovation and entrepreneurship, encourage the growth of creative design enterprises; on the other hand, we will actively promote the cultivation of talents through cooperation of industry, education, research and application, give support to leading talents like Shanghai original design studios, Shanghai Arts and Crafts Masters, WCC World Handicrafts Network, Arts and Crafts Thousands of Technicians, and discover talents through various contest, competitions and exhibitions.

6² Efforts at International Level

We will enhance cooperation with other cities of design in UNESCO "Creative Cities Network", and with other subnetwork cities. We put our efforts on supporting the sustainable growth and development of UCCN to jointly launch the initiatives with financial assistance. We will work and collaborate with government agencies, creative and design organization, business units to expand and strengthen the exchanges and collaborations internationally.

- Actively participate in various activities hosted by UNESCO "Creative City Network". We will closely work with UCCN to jointly launch the initiatives such as "Creative Economy and Urban Sustainable Development" to share the experience and practice globally, and implement the 2030 Agenda for Sustainable Development and New Urban Agenda at the heart of future development agenda.
- Establish a platform for Creative Cities Exchanges in Shanghai to provide support for other member cities to engage in exhibitions, workshops, trainings, business connections with brands and funds on creative design.
- Host a UCCN Design Subnetwork Meeting to support and advance the growth and cooperation among Cities of Design, launch the program for the Design Week Exchange to create opportunities on the exchanges of views, practices, innovation and business.
- Take opportunity to construct member unit of Sino-Italian Cooperation Mechanism led by Chinese Ministry of Culture, to expand cooperation with other UCCN subnetwork cities like Milan based on Shanghai Florence cooperation project and enlarge cooperation field with design and literature and others as fashion, art and promote exchanges in many ways.
- Hold annual forum "Shanghai International Creative Cities Design and Innovation Forum" as a high level platform for dialogue globally on the issues and challenges facing in the world about the New Urban Agenda with Creativities and Innovations.

6³ Budget Plan

The budget is 6 million RMB on average per year in order to accomplish initiatives in the plan.

We will increase the budget to 10 million RMB by 2020 for launching Creative Economy and Urban Sustainable Development, hosting one meeting for UCCN's subnetwork and other programs to be made in following years.

6⁴ Communication Plan

- ▣ Enhance contact with UCCN by working with the secretariat closely on the detailed schedule and contents of joint initiatives be launched.
- ▣ Communicate with the coordinator and other cities of Design Subnetwork on the meetings of City of Design for patterns, timetable, contents and exhibitions.
- ▣ Establish the work group and mechanism of PPP on supporting and coordinating the plans above to put forward and act as scheduled and stated.

APPENDICE 1 STATISTICS OF CREATIVE DESIGN INDUSTRY

In recent years, the Value Added of Creative Design (abbr. VACD) keeps steady growth. By the end of 2016, VACD increased by 9.31% to attain 200.8 billion RMB, accounting for 7.31% of the total GDP.

Figure: Value-Added of Creative Design and its segment industry (Unit: billion RMB)

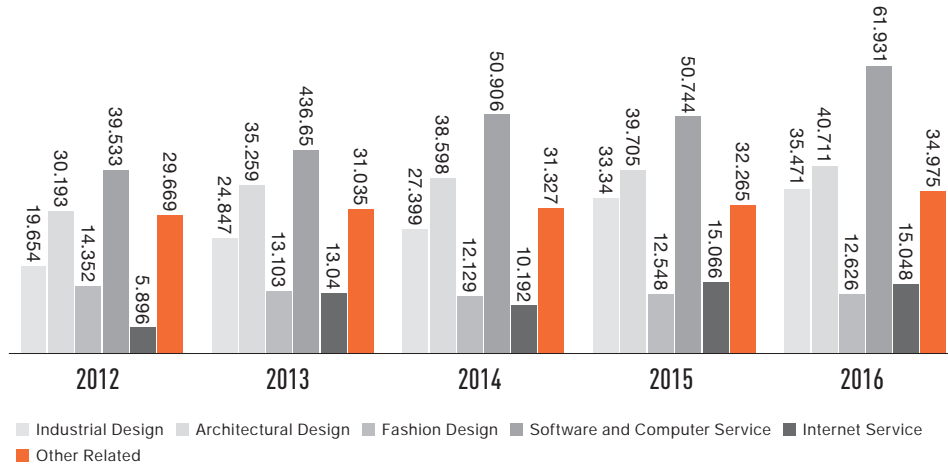
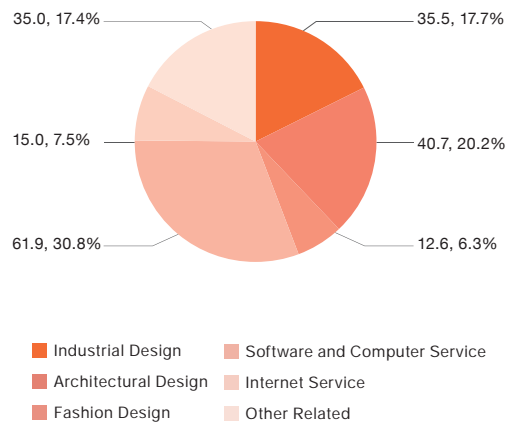


Figure: Value-Added of Creative Design and its segment industry in 2016 (Unit: billion RMB)



APPENDICE 2 DISTRIBUTION OF CREATIVE INDUSTRY PARKS

Currently, Shanghai has identified 128 city-level cultural and creative industry parks, 10 of which are demonstration parks.

Figure: Numbers of Creative Industry Parks by district distribution



APPENDICE 3

CHRONICLE OF EVENTS 2013

In March, "2013 Senior Seminar for Business Management Leading Talents of Small and Medium-sized Enterprises", hosted by the Ministry of Industry and Information Technology of PRC, was held in Shanghai.

In April, the Ministry of Industry and Information Technology of PRC released a list of pilot enterprises of brand cultivation in 2013 and 14 enterprises in Shanghai became pilot enterprises.

During April 10-16, Shanghai Fashion Week was staged at Shanghai Xintiandi Taiping Lake Park and 800 Show Park. Demonstrated 35 colorful fashion trends of autumn and winter.

In June, the municipal government press conference officially released the statistics of Shanghai Cultural and Creative Industry in 2012.

In June, the Shanghai municipal cultural and creative industry conference was held. The meeting summarized the work of the cultural and creative industry in 2012 and deployed the key work of the cultural and creative industry in 2013.

In June, the Shanghai International New Materials Pavilion project was officially launch, became the first domestic comprehensive innovative material application experience pavilion, displaying 300 innovative material of eight categories, 1500 innovation material and over 100 cases of application.

In July, China Industrial Design Association and UNESCO Creative City (Shanghai) office signed agreement, The project of China Industrial Design Research Institute settled in Shanghai and started project construction.

On August 1, The Sales Tax Changing to VAT is expanded, the new tax cuts for small and micro businesses were implemented. Broadcasting and television programs (works) production of broadcasting and distribution services were incorporated into the pilot scope of modern services reform.

In August, The Florentine base opened to demonstrate achievements of Shanghai City of Design and development history of creative design industry of Shanghai.

In September, Shanghai Exhibition in London Design Festival was held in London with the theme "Home of Shanghai". Hundred pieces from 30 brands and enterprises participated in the exhibition.

During September 5-11, The Shanghai Design Week was held, launched the design of the annual characters, brands and sites awards, launched the map of Shanghai City of Design, 40 corresponding activities were well organized.

During September 5-15, Shanghai International Interior Design Festival was held in Shanghai with the theme of "Habitable Ecotype Beautiful China".

On September 13, designer overseas promotion project "Design by Shanghai" created by Shanghai Fashion Designer Association, was grandly held at Royal Opera House in London.

During September 6-7, Arts and Crafts Communication Exhibition from Shanghai and Chongqing was held in Shanghai Arts and Crafts Museum.

In September, Global City (Shanghai) Culture Forum was held with the theme "Creative Design Strategy of Global City".

On September 3, The award ceremony of the Most Successful Design Competition of 2013 was held in Shanghai, 120 outstanding works won awards.

In September, a series of activities of Youth Creativity Collection was held, which is composed of selection of Shanghai Youth High-end Creative Talents, carnival of imagination wharf and magic box, Ant Design Festival for Shanghai youth.

On September 5, the Round-table Conference of Shanghai City of Design was held with the theme "Innovation and Development of International Creative City Thinks Bank".

In September, Cultural and Creative Industry Seminar for leading cadres was jointly held by Organizational Department and Party School of the CPC of Shanghai Municipal Committee, Shanghai Cultural and Creative Industries Promotion Leading Group Office. 46 leading cadres from the Leading Group Office and district government leaders participated in the training.

In September, 2013 Jewelry Art Fair was held in Yuyuan Renaissance Hotel.

During October 17-23, 2014 Shanghai Fashion Week S/S was held, 134 brands from the world presented 41 fashion shows.

In November, the Ministry of Industry and Information Technology of PRC released "Notice of 2013 national industrial design center lists". Shanghai Jiahua United Co. LTD. and Shanghai Guide Industrial Design Co. LTD., were elected to become the National Industrial Design Center of the first batch.

In December, Shanghai and Jiangsu Province organized the docking activities of 20 Shanghai design enterprises and 60 Jiangsu manufacturing enterprises.

APPENDICE 3

CHRONICLE OF EVENTS 2014

On January 8, the "3-year Action Plan for Shanghai City of Design (2013-2015)" was officially launched.

On February 5, the "Shanghai Design Going Overseas" project organized a delegation of Shanghai design enterprises and designers to participate in AMBIENTE 2014 in Frankfurt, Germany with the theme "See Shanghai, See Future".

On March 1, Shanghai Promotion Center for City of Design and Xinmin Evening News jointly published the special edition for "City of Design".

On March 12, Singapore Design Week was held. As a City of Design, there were 30 leading figures in Shanghai design industry invited to attend activities and summit, displaying the design capacity and charm of Shanghai.

On March 14, the State Council released the "Opinions on Promoting Integrated Development of Cultural Creative and Design Services with Related Industries".

On March 25, the Florence Base of Shanghai-Florence - Sino-Italian Design Exchange Center was officially launched.

On April 9, "2014 Shanghai Cultural and Creative Industries Promotion Conference" was held in the Shanghai Municipal People's Government.

On March 27, the "It's Shanghai Time" city creative design exhibition was held at UNESCO headquarters in Paris. The exhibition was an important part of "Amazing Shanghai" city image promotion series events. The exhibition was arranged along the axis of time and depicted "one day of Shanghai design" in art and design languages, which was highly appreciated by the audience.

On May 8, Shanghai Promotion Center for City of Design and Shanghai Institute of Visual Arts jointly developed a practical course. The topic of the courses: integrated promotion of the brand 'Hi City of Design'.

On July 13, Shanghai Promotion Center for City of Design and China Business Network jointly launched China's first original large-scale crowdfunding TV program for design "The Makers".

On July 15, Shanghai Promotion Center for City of Design and FASHENG.org jointly hosted the Series Forum of International Creative Cities Think Tank with the topic of "Big Data and Productivity".

On September 16, the London Fashion Week for 2015 spring and summer came to the closing, at which 12 Chinese designers made a collective appearance. The participation of this grand international gathering of fashion was carried out by the Shanghai Designers Overseas Promotion Program, which is a side event at Shanghai Design Week - Design by Shanghai, by Shanghai Fashion Designers Association.

On September 17, Mr. Liu Jian, Deputy Director-General of Shanghai Municipal Commission of Economy and Informatization, led a delegation of more than 30 Shanghai designers to attend the London Design Festival. During the festival, Shanghai Promotion Center for City of Design signed MOU with Media 10, the host of 100% Design London. According to the MOU, a Chinese version of 100% Design London - Design Shanghai - would be held in Shanghai every spring since 2014. The two parties promised to conduct intensive cooperation and exchange on creative design exhibitions and events, encourage the in-depth integration between the design enterprises and designers in Shanghai and Europe, and jointly promote the development of creative design industry.

On September 20, the theme of "dialogue" of the "Shanghai - the city of Graz design exhibition" held in museum of Graz, Austria, the exhibition is divided into sections of industrial design, urban design, fashion design, etc.

On October 2, "World Cities Culture Forum Shanghai Symposium 2014", one of the core events of Shanghai Design Week, was held in Shanghai, with the theme "Trend Setters: The Future of Fashion in World Cities".

On October 6, the Shanghai Municipal Commission of Economy and Informatization released the '3-year Action Plan for Arts and Crafts Industry of Shanghai (2014-2016)'.

On October 11, Shanghai design all the titles of the scene activities - design of all 2014 public service platform service type and son platform opening ceremony held at the Shanghai exhibition center main venue for the cycle, the overall design of the public service platform in Shanghai for the first time.

On October 11, "Design Success China Summit": one of the core events of Shanghai Design Week, was held in Shanghai. At the summit there were nearly 600 creative talents, business leaders, scholars and researchers and senior government officials from different industries, over 50 Chinese and foreign media, as well as consuls from many countries, including Finland, Norway, Sweden, USA, Netherlands, Canada, UK, Singapore, France, Australia, Colombia, Slovakia and Ukraine.

On November 3, Shanghai-Florence - Sino-Italian Design Exchange Center held the formal launching ceremony for the Shanghai incubator at the International Exchange Center for Shanghai City of Design. At the ceremony there were leaders from the Chinese and Italian sides, including Mr. Dario Nardella, Mayor of Florence, Mr. Stefano Beltrame, Consul-general of Italy in Shanghai, Mr. Chen Yuehua, Deputy Director-general of Shanghai Cultural and Creative Industries Promotion Leading Group Office & Deputy Director of UNESCO Creative City (Shanghai) Promotion Office, and Mr. Lapo Tanzi, Managing Director of LAMA Development and Cooperation Agency.

On November 4, the China Industrial Design Institute was officially launched in Shanghai. At the opening ceremony there were leaders from ministries, Shanghai government and related districts, including Mr. Miao Wei, Minister of Industry and Information Technology of China, Mr. Zhu Hongren, Chief Engineer of the Ministry of Industry and Information Technology, Mr. Yang Xiong, Mayor of Shanghai, Mr. Zhu Tao, Chairman of China Industrial Design Association, Mr. Zhou Yupeng, Chairman of Shanghai Services Federation, Mr. Zhuge Yujie, Governor of Shanghai Yangpu District.

On November 4, the "Interaction Design for the Design of Services" Forum of the 16th China International Industry Fair was held successfully at the international conference hall of Shanghai Science Hall.

During November 11-12, the first Shanghai Fashion Home Furnishing Supplies Exhibition was held in the National Exhibition and Convention Center (Shanghai). Shanghai Promotion Center for City of Design participated in the event to display the achievements of Shanghai's development as a city of design.

On November 26, the "Business Model and New Design Thinking" Forum, one of the series events of Shanghai Design Week 2014, was held.

In December, Yang Design Museum won "Design of the Year" in UK.

APPENDICE 3

CHRONICLE OF EVENTS 2015

In January, Shanghai Municipal People's Government released "Implementation Opinions of Shanghai Municipal Government on Implementing 'Several Opinions of the State Council on Promoting the Integration Development of Culture Creativity and Design Services with Related Industries'".

On April 6, Mr. Ma Jing, Deputy Director-General of Shanghai Municipal Commission of Economy and Informatization, led a delegation together with Shanghai Promotion Center for City of Design and visited Graz, Austria. During this visit, they discussed about strengthening the cooperation of creative design between Shanghai and Graz.

In April, Shanghai Film Museum won the Interior Design Award in the prestigious German Design Award 2015.

In April, the 3D printing design company "Xuberance" won the New Designer Award of Milan Design Week.

On April 10, a salon on the topic of "One Belt One Road" policy and developing Shanghai as a City of Design was held successfully in Shanghai.

On April 23, Tongji University and Finland Aalto University signed the MOU to build the International College of Design and Innovation in Tongji University, so as to cultivate leading talents with sustainable design and innovation capacity for the economic and industrial transformation for Shanghai and China.

On May 26, representatives from 69 UNESCO creative cities around the world gathered in the city of Kanazawa in Japan to attend the annual meeting of UNESCO Creative Cities Network.

On May 26, the "Dutch Design Week" and its series activities was launched by the Consulate General of the Kingdom of the Netherlands in Shanghai and supported by Shanghai Promotion Center for City of Design. The event has made a full-scope demonstration of the modern design aesthetics in the Netherlands to Shanghai citizens.

During May 12-17, UNESCO Creative City (Shanghai) Promotion Office hosted the series activities "2015 New York -Shanghai Creative Design Dialogue" with the theme "Design, Source of Business Vitality" during the 2015 New York Design Week. together with the Hearst Corporation of USA, Parsons The New School for Design of USA, New York Design Center and the Organizing Committee of International Contemporary Furniture Fair (ICFF).

On June 9, the Forum: "Creative New Economy - Shanghai Design under the 'One Belt One Road' Opportunity" was held in the Florence Base of Shanghai-Florence Sino-Italian Design Exchange Center.

On July 24, College of Design and Innovation of Tongji University and Shanghai Promotion Center for City of Design launched Joint Design Workshops.

In July, "Shanghai International Fashion Federation - New Couture Committee" was established in Paris.

In August, the "Cross-Strait Cultural and Creative Center" was established in Shanghai. This Center is launched jointly by UNESCO Creative City (Shanghai) Promotion Office, Taipei Creative City Promotion Office and Shanghai Xiang-yang Public Welfare Foundation, with the objectives to complement the creative design industry between Shanghai and Taipei, and to strengthen the cooperation and exchanges of culture, creativity and talents between the two cities.

In September, Shanghai Design Week 2015 was held in Shanghai with the theme "Grand Design - New Normal". This year Shanghai Design Week highlighted the innovative practices and achievements of interdisciplinary design.

On September 26, the "Creative 100" project was officially launched for the first time, with three categories : Shanghai Original Clothing Brands, Shanghai Original Jewelry Brands and Gardening Design Brands.

In November, the second "Design Award for Young Talents" was held in Shenzhen. The international jury selected 16 winners from 69 creative cities around the world. Among them there were two winners from China, including Xie Chunlei, Design Director & CEO of Shanghai A-four Design.

On November 3, the 17th China International Industry Fair - Forum: "Design Innovation, Future of Making Things" was held in National Exhibition and Convention Center (Shanghai).

During November 25-28, Shanghai Promotion Center for City of Design and Messe Frankfurt jointly organized the "ON DESIGN Shanghai" project in Tokyo Big Sight, the international convention center of Tokyo.

On December 1, China State Shipbuilding Corporation hosted the Intelligent Ship Development Forum & Intelligent Model Ship I-DOLPHIN Release Conference during the 18th Marin-tech China in Shanghai, which marked that the first truly intelligent ship in the world was being constructed by China.

On December 11, The 2015 China Top 10 Industrial Design Award held the award ceremony in Shenzhen, 8 enterprises and schools from Shanghai won the honor. Shanghai Customer Service Company of Commercial Aircraft Corporation of China won the title of Top 10 Innovative Enterprises. Shanghai ISAR User Interface Design Company, GK Shanghai Design Inc. and Shanghai Xidea Industry Product Styling Design Company won the title of Top 10 Design Companies. Xia Jun, President of Detao Group, He Xinhao, Founder of ROI Cultural Media, and Huang Wei, President of Shanghai CBI China Bridge Consulting, won the title of Top 10 Outstanding Promoters. Prof. Wu Guoxin from College of Design and Innovation of Tongji University received the title of Top 10 Educationists.

On December 12, Shanghai Launch Design Inc. was granted as the national industrial design center by the Ministry of Industry and Information Technology of PRC.

APPENDICE 3

CHRONICLE OF EVENTS 2016

On January 14, Successful Design Awards - one of the Shanghai Design Week 2016 series activities - formally started.

In January, three students from the Visual Art School of Shanghai Art & Design Academy - Bai Jialing, Huang Zhien, Yu Qingwen - won the iF Public Value Student Award 2016.

In January, the "Creative Twin Cities 2016" was officially launched with the theme of "life style of craft".

On March 8, Shanghai designed delegation attended the 3rd Singapore Design Week under the organization of Shanghai Promotion Center for City of Design.

On March 12-18, The Dubai Shanghai Design Dialogue hosted by UNESCO Creative City (Shanghai) Promotion Office and Dubai Exports was successfully held in Dubai, with the supports of United Arab Emirates Economy Commission and UNCTAD,

On April 8, Shanghai Fashion Week 2016 A/W officially started.

On April 10, the first BIM institute in China - Shanghai City of Design - Tong Zhou Gong Ji BIM Innovation Institute - was officially established and held the open class of BIM training.

On April 14, Shanghai International College of Design and Innovation, Tongji University, was launched to cultivate high-end international talents to lead the creative industries.

During April 15-21, the Shanghai New Couture Week 2016 Spring was held in Shanghai, with the theme of "ingenuity".

On April 22, the "City of Design (Shanghai) - Creative Twin Cities - 2016 Creative Design Award of the Future Life" formally started to call for entries with the slogan "WOW, Design!".

On April 25, Shanghai Promotion Center for City of Design and Florence National Academy of Fine Arts of Italy jointly launched the Eco-Fashion Workshop

On May 4, the 2016 Shanghai Cultural and Creative Industries Promotion Work Meeting held the video phone conference in Shanghai.

On May 5, the 2nd London Craft Week had a grand opening. As part of the event, 2016 Contemporary Chinese Craft Exhibition opened in London. More than 300 people participated in the opening ceremony, including officials of the Chinese embassy, London design professionals and overseas Chinese.

On June 8, Shanghai Huangpu District Government signed a strategic cooperation framework agreement with Tongji University and launched the first cooperation project - Tongji Huangpu Creative Design High School (temporarily named), a public high school co-founded by the Huangpu District Education Bureau and the College of Design and Innovation of Tongji University.

On June 13, organized by China National Commission for UNESCO, the Third Interregional Meeting of National Commissions for UNESCO was held in Shanghai. Hao Ping, Vice Minister of Education of China, and Weng Tiehui, Vice Mayor of Shanghai, attended and addressed the opening ceremony.

In June, the "2016 Shanghai Citizens Craft Competition" was launched.

On July 4, during the Paris Haute Couture Week, the China New Couture Committee held the "Hail to the Chinese New Couture - the World Tour" in Paris, together with Shanghai International Fashion Federation and Fashion In Life.

On August 2, the 69th Edinburgh International Festival grandly opened. At the invitation of the organizers, Shanghai Promotion Center for City of Design brought 9 Shanghai design enterprises and 5 design colleges to hold a wonderful "Shanghai Design" exhibition.

On August 26, the Shanghai Design Week 2016 was launched in Shanghai Exhibition Center with the theme of "Design New Applications, Create New Demand".

On August 26, the 2016 list of Creative 100 was released in Shanghai Exhibition Center, with 80 designer brands and products selected.

On September 9, the 2016 Shanghai International Interior Design Festival was launched with the theme of "Asia Design".

In October, Shanghai Municipal Commission of Economy and Informatization released the list of winners of 2016 Shanghai Top 10 Outstanding Industrial Design Award. A total of 10 products (works) won the award.

During October 12-19, Shanghai Fashion Week 2017 S/S was held in Shanghai.

During November 1-5, the 18th China International Industry Fair - Industrial Design Innovation Exhibition was held, with the emphasis on the leading role of industrial design on innovative entrepreneurship, industry transformation, smart upgrading and green development.

On December 15, the 2016 International Creative Cities Design Innovation Forum, with the theme of "The Driving Forces for Design & Innovation", was held in 800 Show Creative Park.