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DESIGN SOCIETY — China Merchants Shekou Holdings (CMSK) announces the brand of a new cultural hub

March 19th, 2016 from Shenzhen

China Merchants Shekou Holdings (CMSK), in association with founding partner the Victoria and Albert Museum (V&A), has announced the brand—DESIGN SOCIETY [设计互联]— a new cultural hub that will be located in the Shekou Sea World Culture and Arts Center.

DESIGN SOCIETY will comprise a design museum, within which the V&A Gallery will be located, a theatre, a multi-purpose hall, Shenzhen Guanfu Museum, and a learning and public event programme.

DESIGN SOCIETY adheres to the pioneering spirit of Shekou and Shenzhen in creating an innovative and sustainable model. It is an open and collaborative platform, creating synergies, connecting China and the world, and empowering the inter-connectivity between design and society, design and everyday life, and design and industries. It will show groundbreaking designs from the past, present and future, and will expand them to new creative areas. Through design, we will encourage dialogues and collaborations to reveal how design can be a catalytic social force.

Xu Yongjun, the general manager of China Merchants Shekou Holdings (CMSK), said: "CMSK is a flagship company engaged in comprehensive

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urban development under century-old China Merchants Group (CMG). CMSK has been contributing to the emergence of an innovative city and the urban upgrading and development. It is the founder of DESIGN SOCIETY. Located in Sea World Culture and Arts Center, CMSK will create an open platform for creative design, connects important partners from China and overseas, advocates for innovation in culture with contemporary value, strengthens communication and ambitions across multiple industries and disciplines. It will push forward the future development of design and industry."

Tim Reeve, Deputy Director and Chief Operating Officer of V&A, said: "This is a pioneering international collaboration for the V&A and represents an exciting new way for us to build on our long history of working in and with China. We are currently developing extensive research and dialogue with Shenzhen's design, manufacturing and creative communities to inform the approach for our new gallery, within the new design museum. At this important and transitional time of new design and creative thinking, we look forward to establishing DESIGN SOCIETY with our partner CMSK in one of the most dynamic design cities in the world."

The V&A, established in 1852, is the world's leading museum of art and design with collections unrivalled in their scope and diversity. The V&A has a long history of working with China and holds one of the most important and comprehensive collections of Chinese art and design. The V&A is the founding partner of DESIGN SOCIETY, providing training and professional advice, and developing a dedicated V&A gallery devoted to 20th and 21st century international design. The V&A will also present two major touring exhibitions in 2017 and 2018. Luisa E. Mengoni, a senior curator from the V&A, has been working in Shenzhen on a three-year secondment since October 2014 as Head of the V&A Gallery, acting as the main liaison between the team in China and the V&A team in London.

Ole Bouman, founding director of Design Society said: "DESIGN SOCIETY believes in design as a method of inquiry to apply the essential human qualities of agility, curiosity and creativity to meet the urgent questions of our times. DESIGN SOCIETY is literally our mandate. Both a noun and a verb, this new name clearly expresses the potential of how design can positively impact the social, cultural and environmental challenges of our age. At a time of accelerating change, the future belongs to those who are agile, curious and creative, and who can deploy these qualities in an applied human endeavor, in design."

DESIGN SOCIETY advocates an innovative philosophy to continue the pioneering spirit of Shekou. Through multi-layered exhibitions and public activities, we will connect audiences of different ages and backgrounds with design by discovering, supporting and promoting designers and design culture. DESIGN SOCIETY will be a prominent cultural tourism destination in Shekou and Shenzhen.

We have been asking ourselves what a cultural institution can do and how it can open up to the needs and ideas for the future. We strongly believe in sharing, participation and co-creation. We aim to become a society that enjoys discovering, experimenting and playing, contributing to the future of Chinese creativity and beyond. DESIGN SOCIETY is a place to connect. To be part of this vibrant new community, we invite you to become a member of DESIGN SOCIETY.

DESIGN SOCIETY is located in Sea World Culture and Arts Center, within Sea World's coastal city complex in Shekou, Nanshan District, Shenzhen, near Nu Wa Coastal Park. Sea World Culture and Arts Center has a footprint of 26,000 square meters with 71,000 square meters of floor space. It will feature four floors above the ground and two floors underground with a design museum where the V&A Gallery will be located, Shenzhen Guanfu Museum, a theatre, a multi-purpose hall, public event programming, alongside BAOKU Art Center and BAOKU Treasury, restaurants and cafes,

and retail. Renowned architectural studio Maki and Associates, led by Fumihiko Maki, has been commissioned to design the building, its first in China. Maki's design features three cantilevered volumes atop a deconstructed plinth, opening up horizons to the mountain, the sea and the city, where interconnected space enable cultural conversation and dialogue. Currently under construction, Sea World Culture and Arts Center opens in 2017.

Together with the name and mission, the new logo and visual identity designed by award winning agency Bruce Mau Design has been released. Hunter Tura, President & CEO of Bruce Mau Design, said "The logomark inspired by the Hanzi grid [米字格, template for handwriting practice] is a new framework built upon tradition, but demonstrates a new way forward. It creates a space for action that invites people to create and make the future."

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Notes to Editors

FOUNDER:

CHINA MERCHANTS SHEKOU HOLDINGS (CMSK)

“Build a CMG legacy in Shekou.” China Merchants Shekou Holdings (CMSK) is a flagship company engaged in comprehensive urban development under century-old China Merchants Group (CMG). CMSK is also a leading urban and industrial park/zone developer, operator and service supplier in China.

December 30, 2015: CMSK went public through merging China Merchants Shekou Industrial Zone with China Merchants Property Development (CMPD). The holistic enterprise led the new round of reform in state-owned companies.

CMSK aims to build the smart city, the smart business district, the smart industrial zone and the smart community, and promote urban renewal through integration of industry, digital, finance and urban development. With a spirit of “innovation and development”, CMSK focuses on development and operations in three main business sectors: community, industry and cruise industry construction, based on existing industrial and real estate business, and taking advantages of the free trade zone management and the benefits derived from CMPD branding.

FOUNDING PARTNER:

THE VICTORIA AND ALBERT MUSEUM (V&A)

The Victoria and Albert Museum—known as the V&A—is the world’s leading museum of art and design with collections unrivalled in their scope and diversity. It was established to make the best examples of art and design produced around the world available to all and to inspire British designers and manufacturers.

Today, the V&A's collections, which span over 5000 years of human creativity in virtually every medium and from many parts of the world, continue to intrigue, inspire and inform. The V&A's ongoing ambition is to increase access to its wonderful collections, to foster creativity and encourage people to care about the impact design has on all our lives.

The V&A has worked in and with China for many years motivated by a desire to share knowledge and expertise and encourage an exchange of new ideas between China and the UK. The V&A holds one of the most important and comprehensive collections of Chinese art dating from 3000 BC to the present.

The V&A was the first museum in the UK to present a major exhibition of contemporary Chinese photography and film (2005); in 2008, to coincide with the Olympic Games in Beijing, the V&A opened China Design Now, the first exhibition in the UK to explore contemporary Chinese design and architecture. The V&A has also shown exhibitions in China including Decode—an exhibition of the latest developments in digital design—at the Central Academy of Fine Arts (CAFA) in 2010.

PARTNER: BAOKU CHINA GROUP

BAOKU China Group is contributing to extend the influence of Chinese culture and to enhance people's enjoyment of Chinese culture. Their Shenzhen project, including the Shenzhen Guanfu Museum, BAOKU Art Centre and BAOKU Treasury, aims to provide the necessary infrastructure for specific aspects of the cultural industry. Shenzhen Guanfu Museum in DESIGN SOCIETY will feature the timeless beauty of ancient Chinese arts and crafts, and illustrate the development and transformation of art works, technology, design and aesthetic preferences over successive dynasties.

ARCHITECTURAL DESIGN: MAKI AND ASSOCIATES

Fumihiko Maki was born in 1928 in Tokyo, and educated at University of Tokyo (BS Arch), Cranbrook Academy of Art (M.Arch) and Harvard University Graduate School of Design (M.Arch). Foremost among Maki's many distinctions is the Pritzker Prize - often regarded as the "Nobel Prize for Architecture" awarded to Maki in 1993. In 2011, the American Institute of Architects honored Maki with its highest accolade, the AIA Gold Medal.

Maki and Associates was established in 1965 by Fumihiko Maki, upon his return from a 10-year period of study, teaching, and practice in the United States. The office has been based in Tokyo throughout its 51-year history, and is currently staffed by forty-five architects, urban designers, and administrative personnel.

DESIGN AGENCY: BRUCE MAU DESIGN (BMD)

Bruce Mau Design (BMD) is a brand design firm working with best-in-class organizations worldwide. We believe in the transformational power of great design to help drive growth, engagement & awareness and our client partners are shaping the future of their respective industries. With them, we create unifying platforms that bring strategic clarity to brand positioning & messaging; visual identity systems; digital media; physical environments; and consumer packaging. Our passion is to bring compelling ideas to life, transforming brands and helping businesses grow.

We have a team of globally selected graphic designers, architects, strategists, UX experts, writers and managers from diverse backgrounds. Our multi-disciplinary skills and experiences allow us to approach problems from many perspectives, pushing our insights and creative output beyond the expected. Our award-winning creative work is recognized for its depth of thought, clarity of purpose, boldness of vision and impact with a Cannes Lion, a D&AD Pencil, and CORE77 Design Awards.

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