A global hub
for creative people and companies –
for innovation and inspiration
A metropolis on its way to becoming a design city for companies, designers and design talent from all over the world
Chengdu

- ... is the capital of Sichuan province
- ... has about 16 million inhabitants
- ...has been evolving to the economic center of western China
- According China Daily, Chengdu was ranked fourth as one of the most livable cities in China in 2006.
The creative environment in Chengdu

- As one of the newest industrial parks in China, Chengdu Hi-Tech Zone is very similar to Silicon Valley.
- The Chengdu Hi-Tech Zone invests 1 billion dollars every year to attract talents, companies and investors from all over the world.
- iF design center Chengdu will be located in Jingrong Inno-Hub, a 250,000 sqm hub for co-working spaces, which is designated for international innovation and startups.
- The iF design center Chengdu is 4,000 sqm in size.
- The grand opening will take place during the Chengdu Creativity & Design Week from 7 to 10 November 2019.
GROUND PLANS

The basis
for an inspiring atmosphere
Main entrance to the parc

iF design center Chengdu
iF design center Chengdu – Floor Plan 1F

- **Side Entrance | Red Tunnel**
- **IF design shop in central location can be closed from exhibition space if needed**
- **Iconic entrance and reception area**
- **Main Entrance | Red Tunnel**
- **IF design café in central location | can be operated separately**

**Exhibition Islands**

- **E1** Exhibition Island | 58 sqm
- **E2** Exhibition Island | 94 sqm can be split in 2 areas: A, B: 47 sqm each
- **E3** Exhibition Island | 106 sqm can be split in 3 areas: A: 36 sqm, B: 35 sqm, C: 35 sqm
- **E4** Exhibition Island | 118 sqm can be split in 3 areas: A: 35 sqm, B: 36 sqm, C: 47 sqm

**Event Spaces**

- **Event 1** 130 sqm

- **Showcase for special exhibitions**
- **Event Extension & Lounge | 200 sqm**
- **Showcase for special exhibitions**
- **Info screen**
- **Area with flexible use as lounge or as event extension**
- **Possible access for large scale objects**
- **Special exhibition wall, visible from street**
- **Lounge and informal meeting area**
iF design center Chengdu – Diagram Features Both Floors

2F: Temporary Offices / Login & Work table

1F: Representative Area

二层: 临时办公区/开放办公桌

一层: 展示区域
A design space with spirit

- Thematic islands
- Corporate islands
- Guest exhibition islands
- Temporary offices
- Event spaces
- Recreation zones
- iF design café
- iF design shop
A spectacular look at design from open-minded international companies and creative minds.
Thematic Islands

- iF awarded companies will create thematic islands by showing awarded and **not** awarded products and projects
- Thematic islands will change every four to eight weeks
- No fees until the end of March 2020
- Some examples:
  - mobility, cars + bikes
  - healthcare, healthy living, silver societies
  - interior architecture, home & family
  - social impact, climate crises, globalization
  - office & industry
  - outdoor, sports, leisure, luxury, watches & jewelry
  - student concepts
Corporate Islands

- Companies and design studios are invited to present their brand and their product range on their individual corporate island
- Corporate islands will change every four to eight weeks.
- No fees until the end of March 2020
Guests exhibition islands

- iF invites design guests and partners to bring their exhibitions
- For example: Taipei Cycle d&i awards, Computex d&i awards, G-Mark Japan, Good Design Australia, craft & design, innovative materials
- Guests exhibition islands will change every four to eight weeks
- No fees until the end of March 2020
TEMPORARY OFFICES

Space for brain power
with no limitations
Temporary offices

- Do you plan to open a design studio in China and need to get some first experience? This is where you can start
- iF provides support by organizing meetings with the government and administration
- iF will organize regular events where you can meet potential clients
- Temporary offices can be used for 3, 6, 9 or 12 months
- No fees until the end of March 2020
The places that know no match
for design events of all kinds
Event spaces
- A creative environment for your workshops, training courses, presentations, conferences, parties...
- No fees until the end of March 2020

Recreation zones
- Recreation zones are set up as an integral part of all working areas.
iF DESIGN CAFÉ + iF DESIGN SHOP

A special kind
of shopping experience and enjoyment
iF design café
- Relax, enjoy, meet, discuss, study
- The opportunity to meet people in an inspiring and relaxing atmosphere

iF design shop
- Co-branded products in limited editions
iF design center Chengdu