



整装定制 / 生活方式 / 设计选材 / 产业赋能

WHOLE HOUSE CUSTOMIZATION / LIFESTYLE / DESIGN MATERIAL / INDUSTRY EMPOWERMENT



名家具微信订阅号



东莞国际设计周微信订阅号

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2019

CHINA FULL HOUSE
CUSTOMIZATION EXHIBITION
AND
DONGGUAN
DESIGN WEEK

中国全屋
整装定制展

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东莞国际
设计周

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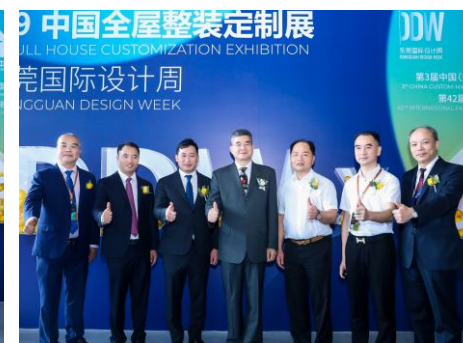
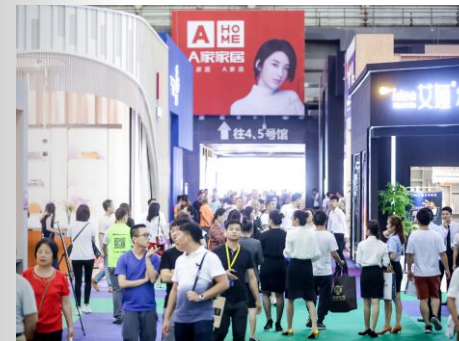
2019中国全屋整装定制展 暨东莞国际设计周

第42届国际名家具(东莞)展览会
第3届中国(东莞)国际定制家居展

2019 China Full House Customization Exhibition
and Dongguan Design Week

The 42nd International
Famous Furniture Fair (Dongguan)

The 3rd China Custom-made
Furnishings Fair (Dongguan)



2019 CHINA FULL HOUSE CUSTOMIZATION EXHIBITION
AND DONGGUAN DESIGN WEEK
中国全屋整装定制展暨东莞国际设计周



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暨东莞国际设计周
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展览 概要

Overview

○ 我们是谁 Who are we?

关于国际名家具（东莞）展览会 International Famous Furniture Fair (Dongguan)

1999年3月创办，目前拥有9座展馆超76万平方米，每届展会有超过1200家企业参展，是家居品牌的全球首发平台，也是全球潮流趋势的前沿阵地。

Founded in March 1999, it is a world-renowned professional home brand exhibition. At present, there are 9 exhibition halls with a scale of more than 760,000 square meters, and more than 1,200 companies participate in each exhibition.





关于中国全屋整装定制展 China Full House Customization Exhibition

国际名家具（东莞）展览会组委会主办，由名家具秋季展全新转型而来，是家居行业“设计+定制”先锋第一展览。

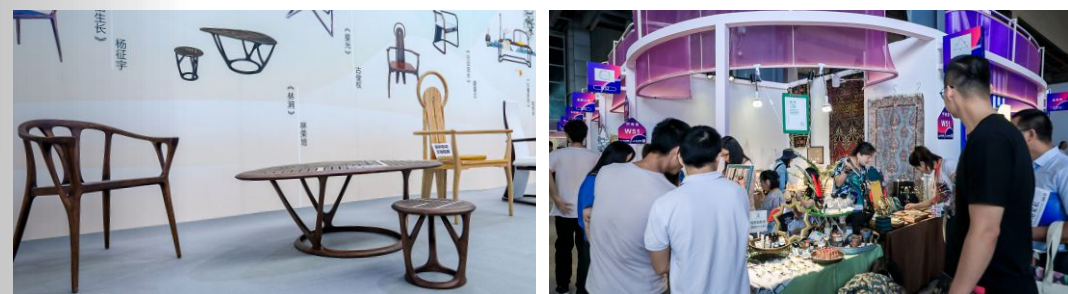
A new transformation from the Famous Furniture Autumn Fair of August held by the organizing committee of International Famous Furniture Fair (Dongguan), and the first pioneer Full House Customization Exhibition of big furnishing industry.



关于东莞国际设计周 Dongguan Design Week

2019年，在东莞市人民政府主导下，东莞国际设计周应运而生，与中国全屋整装定制展同期举行。东莞国际设计周真正将设计与产业融合，做一个“知行合一”的设计周，是一个产业资源整合、产业设计对接、设计价值转化及设计人才汇聚的平台。

In 2019, under the leadership of the Dongguan Municipal People's Government, Dongguan Design Week came into being, which was held in conjunction with the China Full House Customization Exhibition. Dongguan Design Week truly integrates design and industry, and makes a design week of "integration of knowing and doing". It is a platform for industrial resource integration, industrial design docking, design value transformation and design talent gathering.



○ 我们的定位 Our Persition

“设计+定制” “Design + Customization”

联动房产、建筑、建材、定制家居、室内设计、智能科技等不同领域，推动设计与产业深度融合，引领行业走向大家居，共同创建全产业链新生态。

Linked real estate, construction, building materials, customized home furnishing, interior design, intelligent technology and other different fields, leading the industry development trend of the large-scale home exhibition, promote the deep integration of design and industry, leading enterprises to seize the future industry highland.



东莞国际设计周 Dongguan Design Week

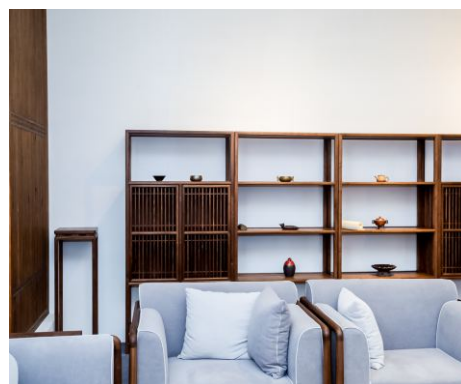
发挥国际制造名城优势，着力推动创意产业化，产业创意化，通过设计提升大家居产业；聚集全球设计资源，致力于使全球设计创意成果落地；同时将打造大家居全球采购中心，为设计师提供一站式的采购洽谈商务对接服务。

Bringing into play the advantages of international manufacturing cities, focusing on promoting creative industries, industrial creativity, through design to enhance the large home industry, gathering global design resources, committed to making global design ideas here, designers can be here to purchase, obtain orders, become the global procurement center of the large home industry.



中国全屋整装定制展

China Full House Customization Exhibition



中国家居行业全屋整装、高端定制风向标，以设计驱动，集成建筑、室内设计、软装、全案服务，展示最具场景化、体验式的全屋整装定制展览，展示家居行业最具创意时尚的理念及创新、服务能力，带动家居制造业转型升级，为大家居行业的发展注入源源不断的驱动力。

The full house customization, high-end customizing vane of China's home furnishing industry is driven by design, showcasing the most scene-based and experiential full house customization exhibition and the most creative and fashionable ideas and innovation and service capabilities in the home furnishing industry, which driving home manufacturing transformation and upgrading of the industry has injected a steady stream of drive for the development of the big home furnishing industry.

2019 中国全屋整装定制展 暨东莞国际设计周

概要 Summary

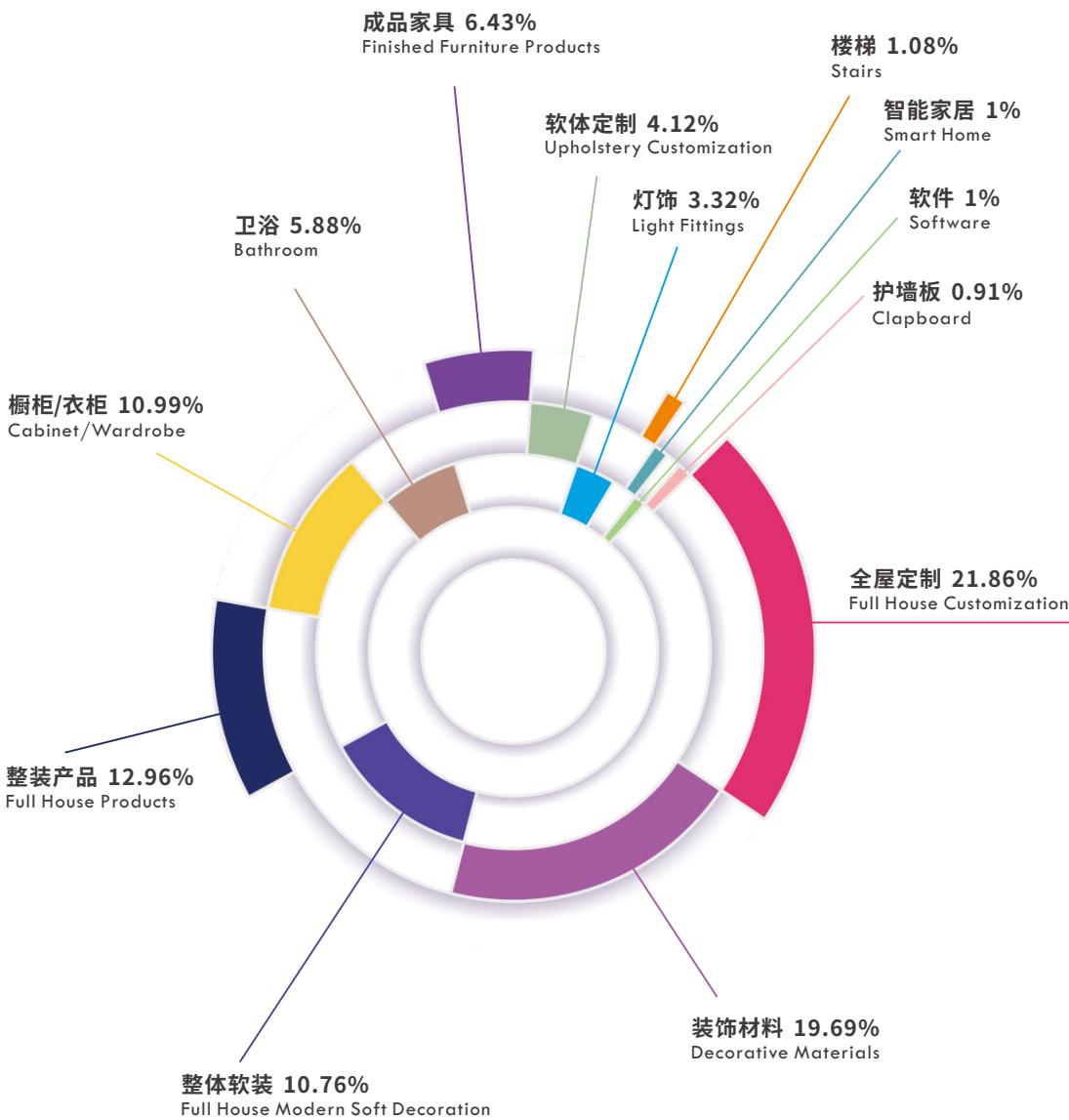


- 展览时间：2019年7月7-12日
- 展览地点：东莞市厚街镇广东现代国际展览中心
- 展出规模：71万平方米
- 参展商数量：1208家
- 专业观众数量：国内外专业观众98,573人，同比增长31.1%
- Time: July 7th-12th, 2019
- Venue: Guangdong Modern International Exhibition Center, Houjie, Dongguan
- Area: 710,000 Square meter
- The Amount of Exhibitors: 1208
- The Amount of Professional Visitors: 98,573 home and aboard visitors, increased by 31.1%



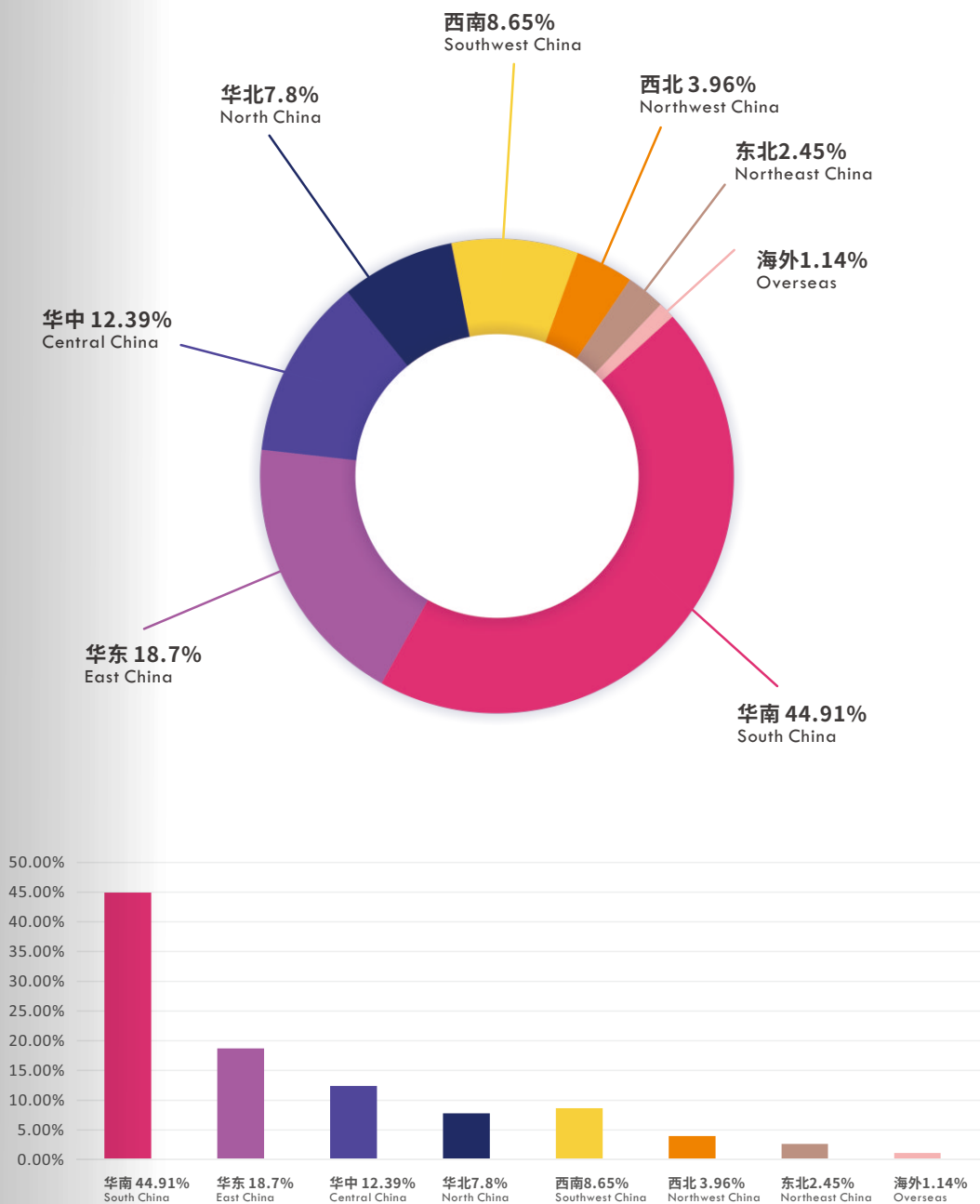
展商结构

Structure of Exhibitor



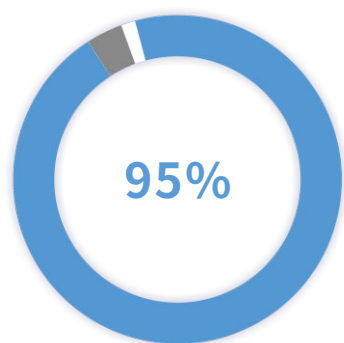
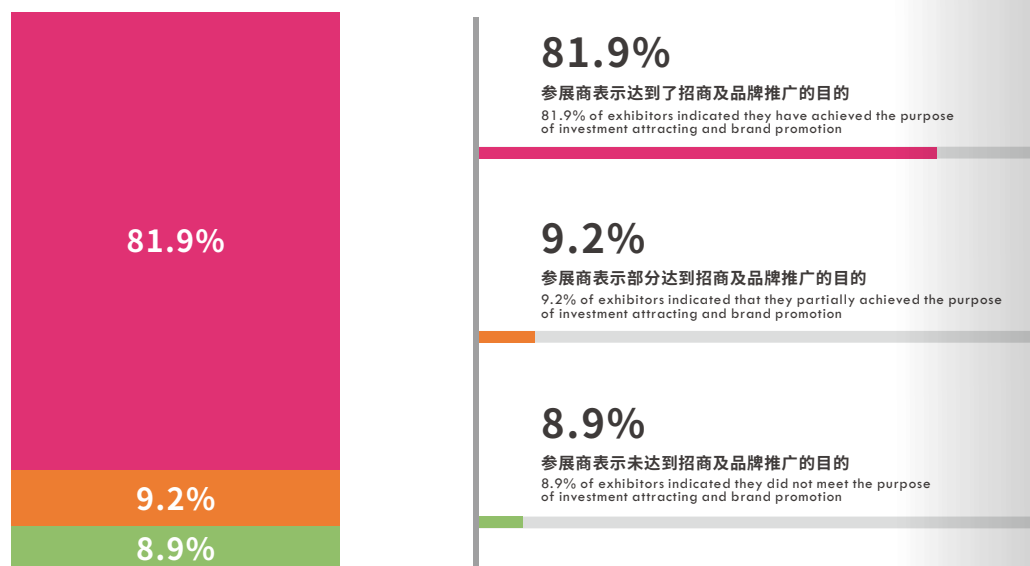
展商目标招商区域

Exhibitor Target Investment Area

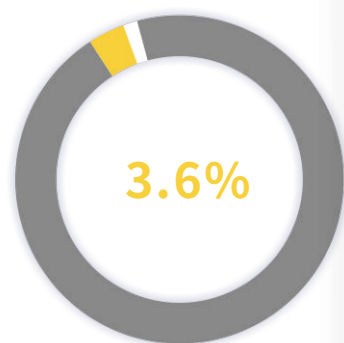


展商下届参展意向调查

Questionnaire of purpose Achievement



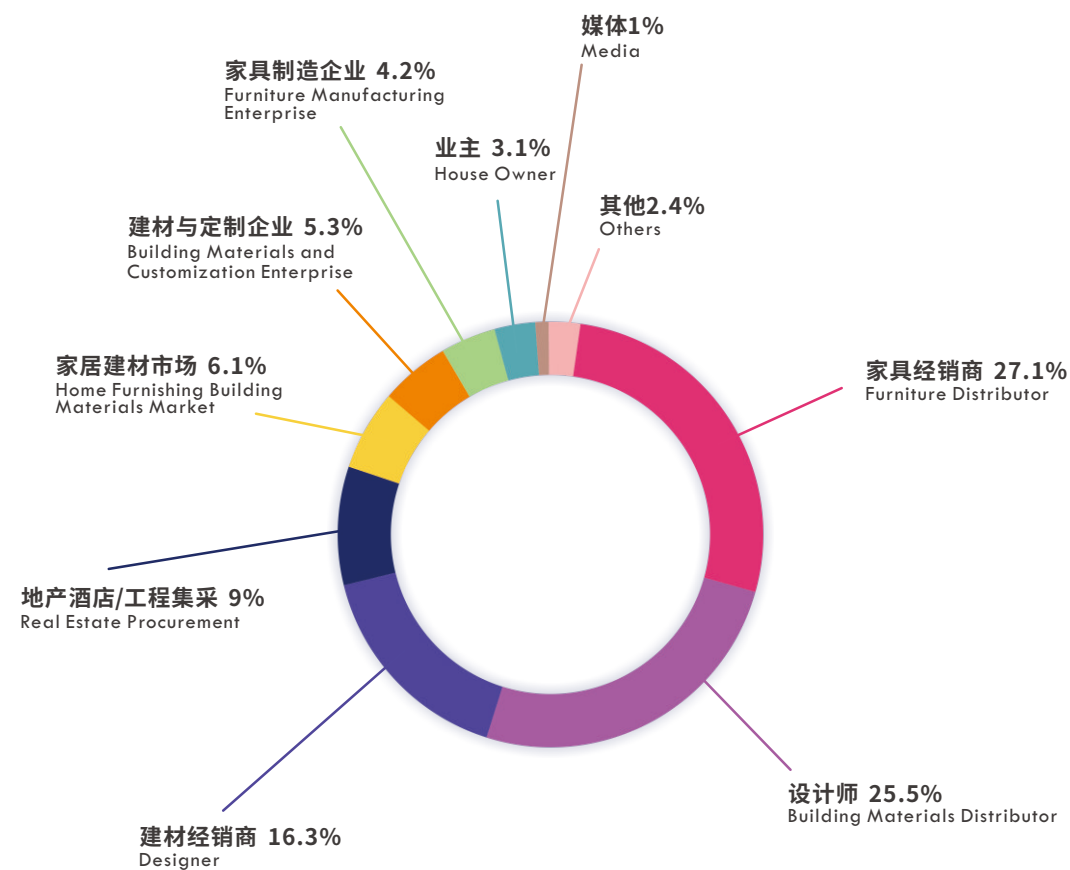
95%的参展商表示确定或基本确定继续参展下届展会
95% of the exhibitors indicated that they will confirm or basically confirm their participation in next exhibition.



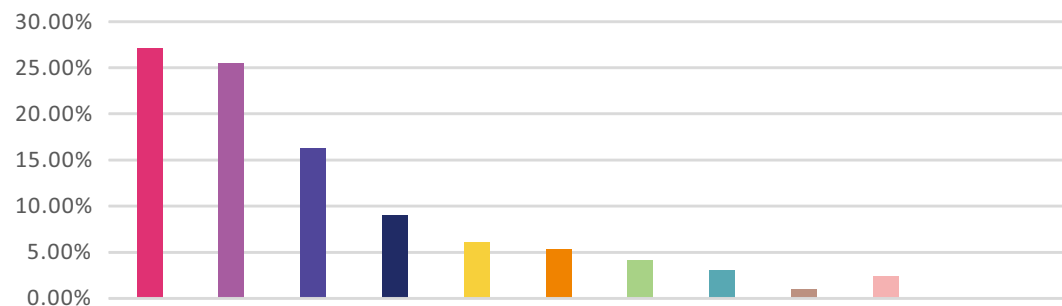
3.6%的参展商表示确定不参展下届展会
3.6% of exhibitors indicated that they are not going to participate in next exhibition

观众
数据
Visitor Data

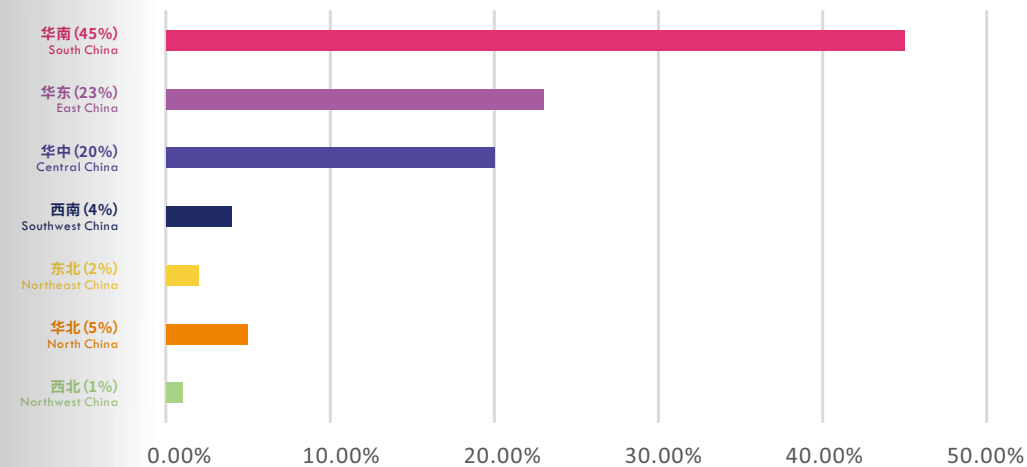
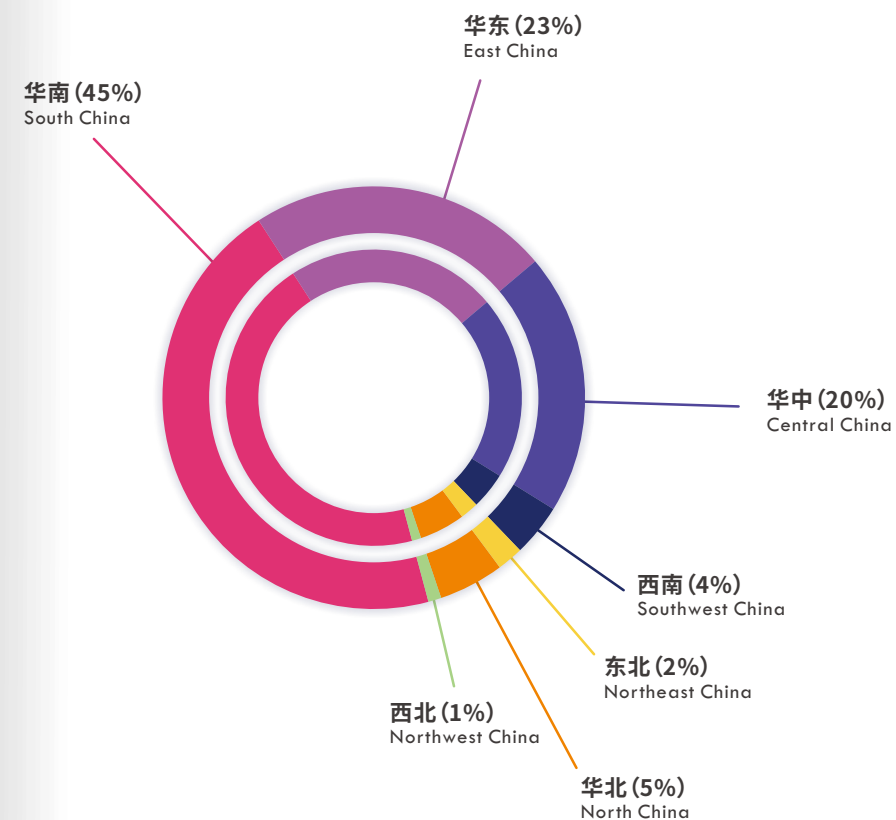
到场观众构成 Audience Composition



专业观众数量 **98573**人
The amount of professional visitors 98573



观众来源地区 Audience Source Area

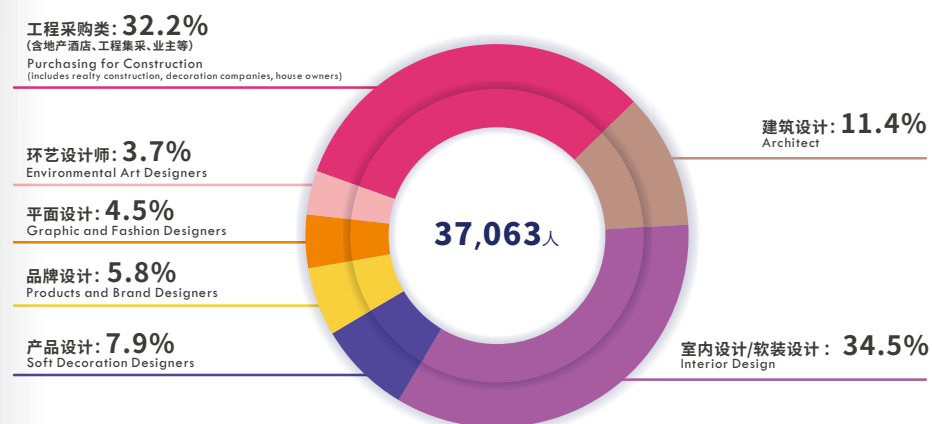


设计采购类观众 Designers and Construction Purchasers

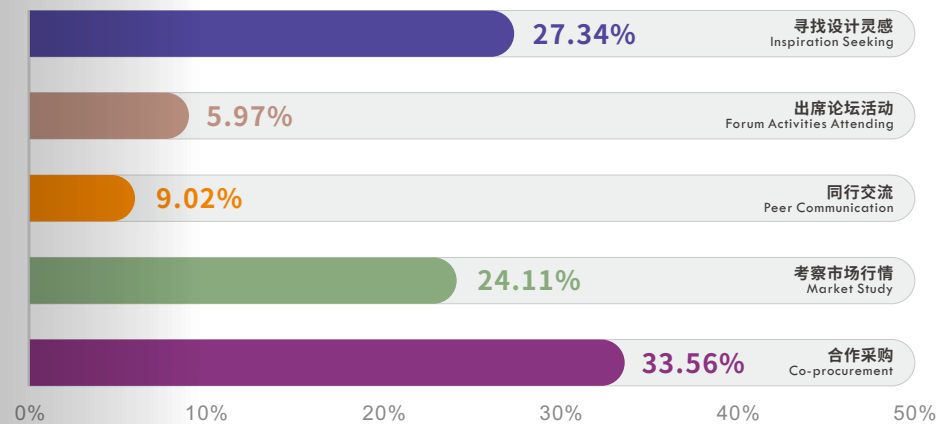
2019东莞国际设计周吸引 **98,573** 专业观众，
The amount of professional visitors is **98,573**

设计采购类观众数量：**37,063**人，占比**37.6%**
The number of Designers and Construction Purchasers: **37,063**

设计采购类观众构成
The composition of Designers and Construction Purchasers



设计采购类观众参观目的
The visiting purpose of designers and construction purchasers



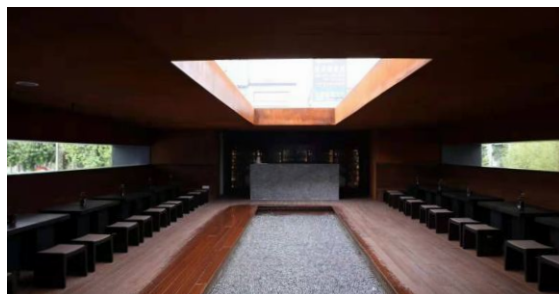
东莞
国际设计周
Dongguan Design Week

设计特展亮点

Highlights of Design Featured Exhibition

建筑及空间展

Architecture and Space Exhibition



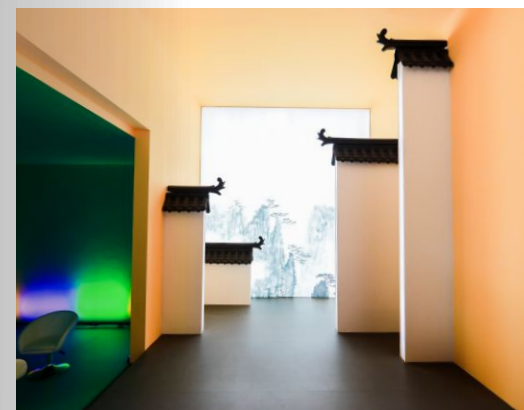
集建筑、室内、景观一体化的集成式建筑空间展览“无边居所”，可移动、真实可居住的美学建筑，是一种整合空间展。本届展会，其商业空间“啤酒屋”首度亮相。

An integrated architectural space exhibition integrating architecture, interior and landscape, "Boundless Residence", a movable, real and habitable aesthetic building, is an integrated space exhibition. In this exhibition, its commercial space "Beer House" debuted.



餐饮空间展、大宅全屋整装集成展等展览通过设计师与品牌的对话，表达生活态度，推动设计与产业融合。

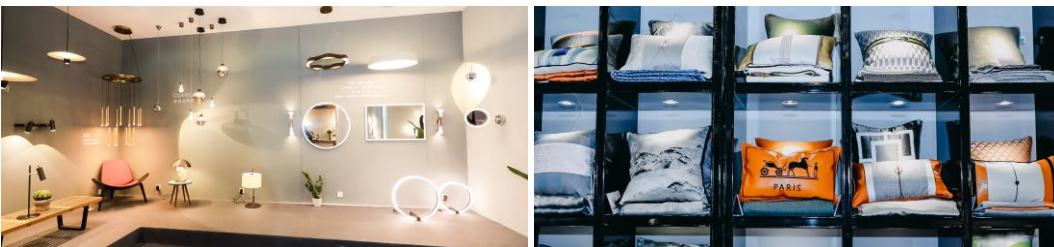
Exhibitions such as Catering Space exhibition and DAZHAI Full House Integration Exhibition will express the attitude of life through the dialogue between designers and brands, and promote the integration of design and industry.



软装陈设展 Soft Decoration Display Exhibition

众多围绕空间全案设计、高端定制的软装、饰品以及亚太名灯荟灯饰品牌，呈现于极具艺术氛围的软装陈设展。

Many space full-design, high-end customized soft decoration, accessories, and Asia-Pacific lighting brands are presented in a highly artistic and soft decoration exhibition.



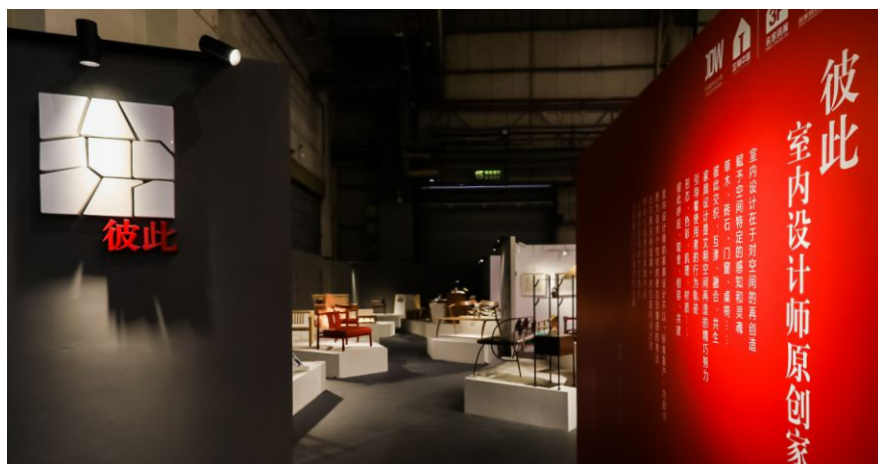
设计选材展 Design Material Exhibition

集合建材品牌、陶瓷、手作、家纺布艺等，一站式满足设计师的选材需求。

collection of building materials brand, ceramics, hand-made, home textile fabrics, etc., one-stop to meet the designer's material selection needs.



原创作品展 Original works exhibition



崔华峰、陈向京、许牧川、梁永标、林洛炜等十余位知名室内设计师，通过原创家具作品，完整诉说着每一组作品背后的故事以及对生活的思考。

More than ten well-known interior designers such as Cui Huafeng, Chen Xiangjing, Xu Muchuan, Liang Yongbiao, and Lin Luoqi, through the original furniture works, completely tell the story behind each group and thoughts about life.



装置艺术展 Installation Art Exhibition



DIID2019空间装置艺术展览，由东莞市室内建筑设计行业协会会长麦德斌联合东莞5位本土优秀设计师共同打造，每个空间都有自身所表达独特的语言，给予人对生活的希望与启示。

The DIID2019 space installation art exhibition was jointly created by the president of Dongguan Institute of Interior Design, Mai Debin, and five local outstanding designers in Dongguan. Each space has its own unique language, giving people hope and enlightenment for life.

未来生活概念展 Future lifestyle Concept Exhibition



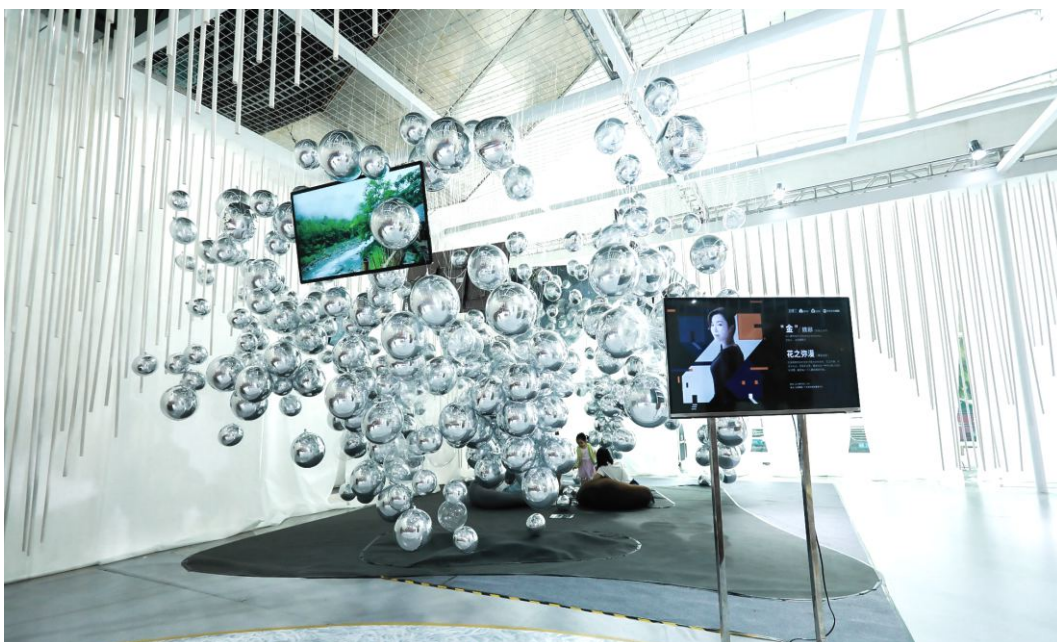
2019未来生活方式展——超级共享家，张海翱、魏娜、何永明、朱海燕、高一强、沈劲夫等不同领域的设计大咖，共同创造了洞穴群居到未来人居、各有姿态的创意空间。

2019 Future Lifestyle Exhibition-- Super Sharers was the theme of this exhibition. Under the guidance of the main curator Zhang Haijun, the designers in different design fields, including Wei Na, He Yongming, Zhu Haiyan, Gao Yiqiang, Shen Jinfu, to create a cave community to the future of human settlements, a various creative spaceiture works, completely tell the story behind each group and thoughts about life.





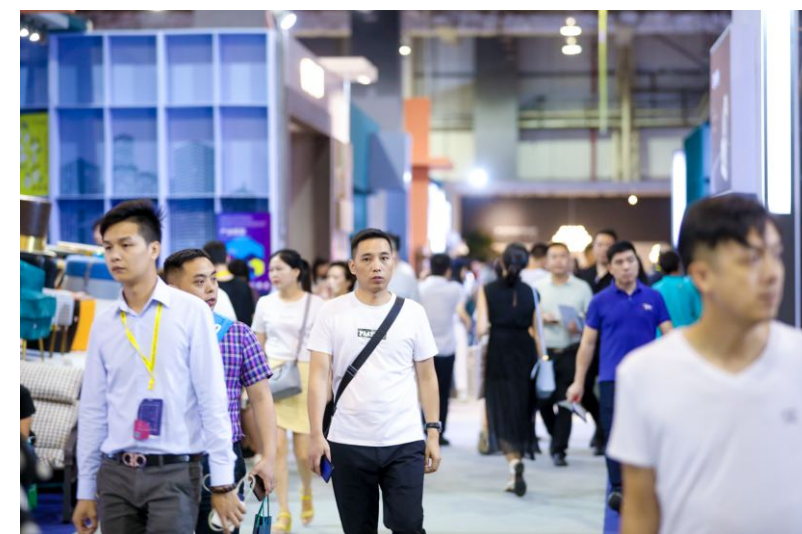
未来生活概念展
Future Lifestyle Concept Exhibition



MINI空间展 Mini space exhibition

“MINI城市”展览项目，是设计与家居品牌融合的展览形式，展示未来城市人居环境。

The “MINI City” exhibition project is an exhibition form that integrates design and home brands to showcase the future urban living environment.



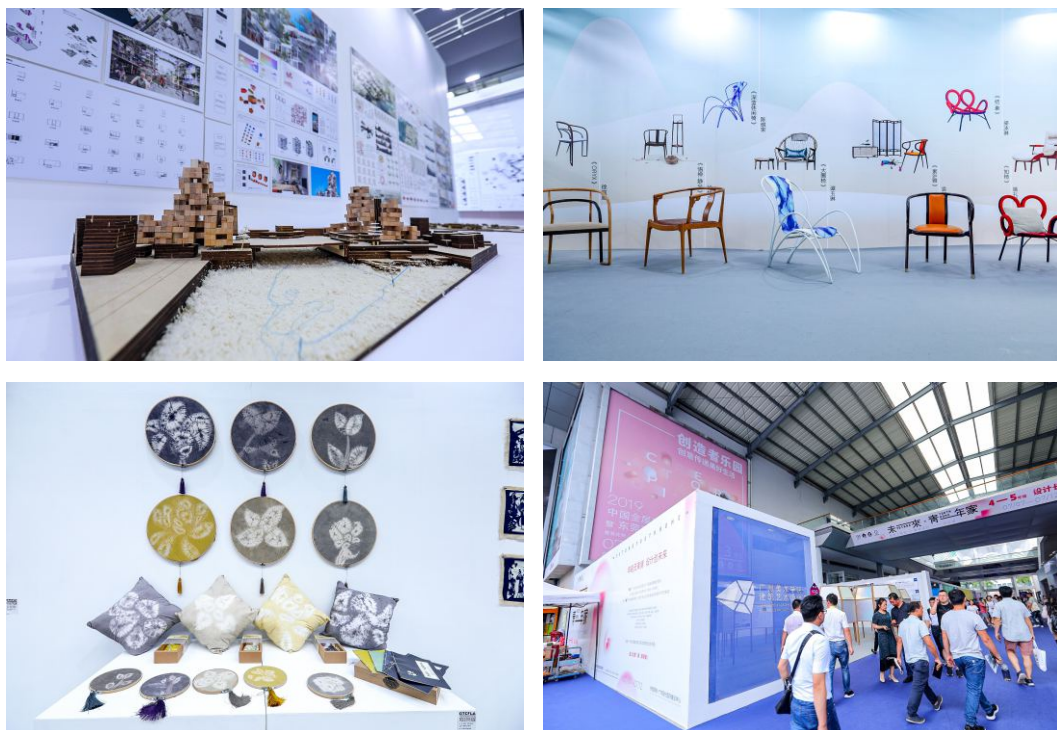


Mini space exhibition
MINI空间展



MINI空间展
Mini space exhibition

院校作品展 University Graduates Exhibition



广东工业大学艺术设计学院、广州美术学院建筑艺术设计学院、广东省外语艺术职业学院艺术设计学院、顺德职业技术学院设计学院联合策划“未来青年家”主题展，集合来自建筑、室内、家具、雕塑、工业等方面的青年设计师优秀毕业设计作品，拉进产学研距离。

School of Art and Design of Guangdong University of Technology, School of Architecture and Allied Arts of Guangzhou Academy of Fine Arts, School of Art and Design of Guangdong Teachers College of Foreign Language and Arts, School of Design of Shunde Polytechnic jointly planned the theme exhibition "Future Youth", which is composed of architecture, interior, furniture and sculpture. The outstanding graduation design works of young designers in industry and industry have drawn the distance between production, study and research.



女性生活与艺术设计作品展 Women life and Artistic Design Exhibition

主题为“幸福”的“态度”女性生活与艺术设计作品，集中展示了16位女性设计师及艺术家在绘画、传统工艺、玻璃艺术、空间设计等领域的作品，构筑理想化的幸福模型。

The "Manner" Women life and Artistic Design Exhibition with the theme of "Happiness" focuses on the works of 16 female designers and artists in the fields of painting, traditional crafts, glass art, space design, etc., to construct an idealized happiness model.



设计赛事亮点 Highlights of Design Competitions



女性生活与艺术设计作品展
Women life and Artistic Design Exhibition



“2019她设计奖”优秀作品展在本届展进行专题展。

The "2019 Hers Design Award" outstanding works exhibition will be featured in this exhibition.

她设计奖 Hers Design Award



“她设计奖”是由东莞国际设计周发起的国际性大奖，旨在发掘全球优秀的女设计师空间及软装陈设项目作品，助力女性设计师成长。

The "Hers Design Award" is an international award initiated by Dongguan Design Week to explore the world's outstanding women's designer space and soft furnishings projects to help women designers grow.



设计周第1天，2019她设计奖评审委员会成员赵毓玲、张丽宝、邱美玲亲临现场，进行年度最佳空间/设计作品的评审工作。7月8日，女性设计力大湾区论坛及颁奖典礼在3号馆论坛区举行，近两百位女设计师陆续登台获颁荣誉。

On the first day of Dongguan design week, 2019 HersDesign Award's jury members, Zhao Yuling, Zhang Libao and Qiu Meiling visited the site to conduct the review of the best space/design work of the year. On July 8th, the Great Bay Area Women Design Power Forum and Awards Ceremony was held in Hall 3, and nearly 200 female designers were honored in succession.

2019 DiD Award (东莞杯) 工业设计大赛 2019 DiD Award Industrial Design Competition



2019 DiD Award (东莞杯) 国际工业设计大赛由东莞市人民政府举办，并落地东莞国际设计周。大赛深度融合与本土产业的粘力度，发挥工业设计在企业自主创新、产业转型升级中的驱动力作用。

The 2019 DiD Award (Dongguan Cup) International Industrial Design Competition was held by the Dongguan Municipal People's Government and landed at Dongguan Design Week. The deep integration of the competition and the adhesion of the local industry play a driving role in the industrial design in the independent innovation of enterprises and industrial transformation and upgrading.

2019中国餐饮空间设计年度总评榜 2019 China Catering Space Design Annual Review



“2019中国餐饮空间设计年度人物/杰出设计机构”评选活动于东莞国际设计周举行，以表彰在餐饮业做杰出贡献的设计师及设计机构。同期举行了CADT中国（东莞）国际餐饮空间设计体验大会，邀约了著名建筑师、室内设计师刘道华、陈林等分享经验。

The 2019 China Catering Space Design Person of the Year/Outstanding Design Agency competition was held at Dongguan Design Week to recognize designers and design organizations who have made outstanding contributions to the catering industry. During the same period, CADT China (Dongguan) International Catering Space Design Experience Conference was held, inviting famous architects, interior designers Liu Daohua, Chen Lin and so on to share their experiences.



中国住宅设计精英榜 China Home Design Elite List

“2019德国高仪·中国住宅设计精英榜省市榜单广东100强”由新浪地产、德国高仪和东莞国际设计周战略合作，以表彰、鼓励在住宅设计领域具有卓越成就的杰出设计师。榜单延伸的2019住宅设计趋势论坛7月10日举行，覃钢、徐庆良、黄竞、郑小馆等设计大咖相继进行主题分享，超200多名广东地区的设计师们参加活动。

“Grohe·China Home Design Elite List Provinces and Cities List of the Top 100 in Guangdong” is a strategic collaboration between Sina Real Estate, German GROHE and Dongguan Design Week to recognize and encourage outstanding designers who have achieved outstanding achievements in the field of residential design. The 2019 residential design trend forum, which was extended by the list, was held on July 10th. Famous designers such as Tan Gang, Xu Qingliang, Huang Jing, and Zheng Xiaoguan and so on, have shared their themes. More than 200 designers from Guangdong have participated in the event.



创造者之夜 Creator Night

7月7日晚，创造者之夜——2019东莞国际设计周欢迎晚宴是大湾区开启设计新旅程的重要时刻。晚会聚集了政府领导、协会嘉宾、全国设计师1000余人，共同助力东莞国际设计周新合作启动仪式。

On the evening of July 7th, Creator Night——Dongguan Design Week Welcome Banquet is an important moment for the opening of a new design journey in Great Bay Area. The banquet gathered more than 1,000 government leaders, association guests, and national designers to jointly held the launching ceremony of Dongguan Design Week.



设计论坛亮点 Design Forum Highlights

幸福+设计+艺术论坛 Happiness, Design, Art Forum

设计周首日，“态度”第五回女性生活与艺术作品展学术研讨会精彩开启，超150位设计师莅临现场，聆听贾毅、吴宗敏、崔华峰、王朝虹、张梦影、蔡静诚、何礼、乔国玲等大咖关于理想幸福的真知与灼见。

On the first day of the design week, "Manner" Women life and Artistic Design Exhibition and Academic Symposium was launched. More than 150 designers came to listen to the true knowledge and insights of ideals and happiness shared by Jia Yi, Wu Zongmin, Cui Huafeng, Wang Chaohong, Zhang Mengying, Cai Jingcheng, He Li, and Qiao Guoling.



《设计如何定制》专场一 "How to customize the design" Special Show 1

7月7日下午，陈亮、孙华锋、陈彬、张梁等全国设计大咖围绕“设计如何定制”进行主题分享和高峰对话，中国建筑学会室内设计分会秘书长陈亮预告2020年中国建筑学会室内设计分会的年会将落地东莞。

On the first day of July 7th, Chen Liang, Sun Huafeng, Chen Bin, Zhang Liang and other famous national designer around the "How to customize the design" theme sharing and peak dialogue, Chen Liang, Secretary General of the Institute of Interior Design - ASC, previews the annual meeting of the Institute of Interior Design - ASC in 2020 Will land in Dongguan.





戛迪高峰论坛 ——室内设计师的原创家具

GACDI Summit Forum
—— Original Furniture for Interior Designers

7月7日下午，迎来了广东省陈设艺术协会主办的戛迪高峰论坛——《室内设计师的原创家具》分享活动，崔华峰、林洛炜、蒋心雨、郭为成等室内设计师分享了他们与家具之间的创作故事，现场吸引珠海、中山、江门等近200名设计师到场。

On the afternoon of July 7th, GACDI Summit Forum——Original Furniture for Interior Designers hosted by the Guangdong Association of Art Crafts and Decoration Industry sharing event was held. Interior designers such as Cui Huafeng, Lin Luojun, Jiang Xinyu, and Guo Weicheng shared their created stories with furniture, and attracted nearly 200 designers from Zhuhai, Zhongshan and Jiangmen.



东莞室内建筑设计行业协会会员大会 Membership Meeting of Dongguan Institute of Interior Design



7月7日下午，东莞市室内建筑设计行业协会会员大会在3号馆二层D会议室召开，100多位东莞本土的优秀设计企业精英代表出席。

On the afternoon of July 7th, the membership meeting of Dongguan Institute of Interior Design was held in the conference room D, 2nd floor, hall 3, and more than 100 elite representatives of outstanding design companies from Dongguan attended.

《设计青年说》讲堂——“最后”的恣意 "Young Designer Talk" Seminar —— Last Freedom

7月8日上午，《设计青年说》讲堂——“最后”的恣意在9号馆举行，来自四所院校的青年设计师分享了他们对商业综合体、家具产品的设计灵感与思考。

On the morning of July 8th, the "Young Designer Talk" Seminar——Last Freedom was held at hall 9, and the young designers from the four institutions shared their inspiration and thinking on the design of commercial complexes and furniture products.





2019红棉中国设计奖 大湾区至尊论坛

Kapok Design Award 2019 Nationwide Promotional Tour in Greater Bay Area

7月8日下午3号馆论坛区“2019红棉中国设计奖大湾区至尊论坛”邀请刘威、黄永才等设计大咖轮番登台分享。

On the afternoon of July 8th, the "Kapok Design Award 2019 Nationwide Promotional Tour in Greater Bay Area" in hall 3 seminar area, invited Liu Wei and Huang Yongcai and other famous designers to take turns to share.



《设计如何定制》专场二 "How to customize the design" Special Show 2

7月8日下午，广东顶尖设计力量集结东莞国际设计周，深圳何潇宁、广州谢英凯、佛山谢智明、东莞麦德斌、冯国成等围绕“设计如何定制”主题，发表个人的独到见解。

On the afternoon of July 8th, Guangdong's top design strengths gathered in Dongguan Design Week, Shenzhen He Yuning, Guangzhou Xie Yingkai, Foshan Xie Zhiming, Dongguan Mai Debin, Feng Guocheng and others talked about the theme of "How to customize the design" and delivered their own unique insights.



40 UNDER 40中国（东莞） 设计杰出青年思想会

40 UNDER 40 China (Dongguan) Outstanding Design Youth Thought Meeting

7月9日上午，40 UNDER 40中国（东莞）设计杰出青年（2019-2020）思想会暨启动礼在1号馆论坛区举行。上榜人物胡惠琪、罗树敏、黄文宪等发表主题演讲，阐述各自的设计理念 and 作品。

On the morning of July 9th, 40 UNDER 40 China (Dongguan) Outstanding Design Youth (2019-2020) Thought Meeting was held in hall 1 seminar area. On the list, Hu Huiqi, Luo Shumin and Huang Wenxian delivered keynote speeches to explain their respective design concepts and works.



中国居住空间设计大湾区峰会 China Housing Spatial Design Tour Forum in Greater Bay Area



7月9日下午1号馆论坛区，中国居住空间设计大湾区峰会集结“生活美学大师”林振中、“设计能量创始人”曾传杰、“中国家装教父”余静赣围绕“人居空间设计”展开系列分享，逾400名设计产业代表参与其中。

On the afternoon of July 9th, hall 1 seminar area, China Housing Spatial Design Tour Forum in Greater Bay Area gathered "Master of Life Aesthetics" Lin Zhenzhong, "Design Energy Founder" Zeng Chuanjie, "Chinese Home Decoration Godfather" Yu Jingwei around "Human Habitat Space Design" series Share, more than 400 design industry representatives participated.



说吧！设计 Speak up! Design!



7月9日下午，东莞国际设计周举办以“说吧！设计”为呐喊的与众不同的设计论坛，方峻、何永明、吴文粒、谢培河、于鹏杰等5位当红设计师就探讨了设计态度与理念下的设计人生！莞麦德斌、冯国成等围绕“设计如何定制”主题，发表个人的独到见解。

On the afternoon of July 9th, Dongguan Design Week held a different design forum with "Speak up! Design!" as a screaming. Five popular designers including Fang Jun, He Yongming, Wu Wenli, Xie Peihe and Yu Pengjie discussed the design life under the design attitude and concept!

广美教师团走进东莞国际设计周 GAFA Teacher Group Walked into Dongguan Design Week



7月11-12日，广州美术学院建筑艺术学院40多人的教师团走进东莞国际设计周。教师团一行先后参观了展会，并与设计周组委会举行研讨会，深入交流未来合作方向。广州美术学院建筑艺术学院党总支部书记兼副院长何争、副院长钱纘、副院长许牧川等院领导出席了活动。

On July 11th-12th, a group of more than 40 teachers from the School of Architecture and Allied Arts of Guangzhou Academy of Fine Arts entered Dongguan Design Week. The group of teachers visited the exhibition and held seminars with the Design Week Organizing Committee to exchange ideas on future cooperation. The head of the party branch and vice president of the School of Architecture and Allied Arts of Guangzhou Academy of Fine Arts, He Zheng, vice president Qian Ying, and vice president Xu Muchuan and other leaders attended the event.



广东陈设艺术协会代表团 参观东莞国际设计周

Guangdong Association of Art Crafts and Decoration Industry Delegation Visited Dongguan Design Week

7月7日下午，由广东省陈设艺术协会会长吴宗敏、执行会长胡小梅带领的设计师代表团20人参观了东莞国际设计周，期间走访了9号馆名墅等品牌的展厅。

On the afternoon of July 7th, 20 people from the designer delegation led by Wu Zongmin, president of Guangdong Association of Art Crafts and Decoration Industry, and Hu Xiaomei, executive president, visited Dongguan Design Week. During the visit, they visited the exhibition halls of brands such as Mingshu in hall 9.

40 UNDER 40东莞设计团 走访参展企业

40 UNDER 40 Dongguan Design Group Visited Exhibitors

7月8日上午，40 UNDER 40东莞获奖设计师20多人参观了歌特展厅，歌特负责人与设计师就设计与定制的融合进行了互动交流。

On the morning of July 8th, 40 UNDER 40 Dongguan award-winning designers visited the GOTHIC Exhibition Hall. GOTHIC CEO Lu Kai interacted with the designer on the integration of design and customization.

设计师+品牌企业交流对接会 Designer + Brand Enterprise Exchange Meeting

7月7日，来自全国各地的设计师参观团50人先后到创域独立展厅、华胜集团总部举行了交流对接会。

On July 7th, 50 designers from all over the country visited the independent exhibition hall of the Cheery and the headquarters of Huashen Group to hold an exchange meeting.

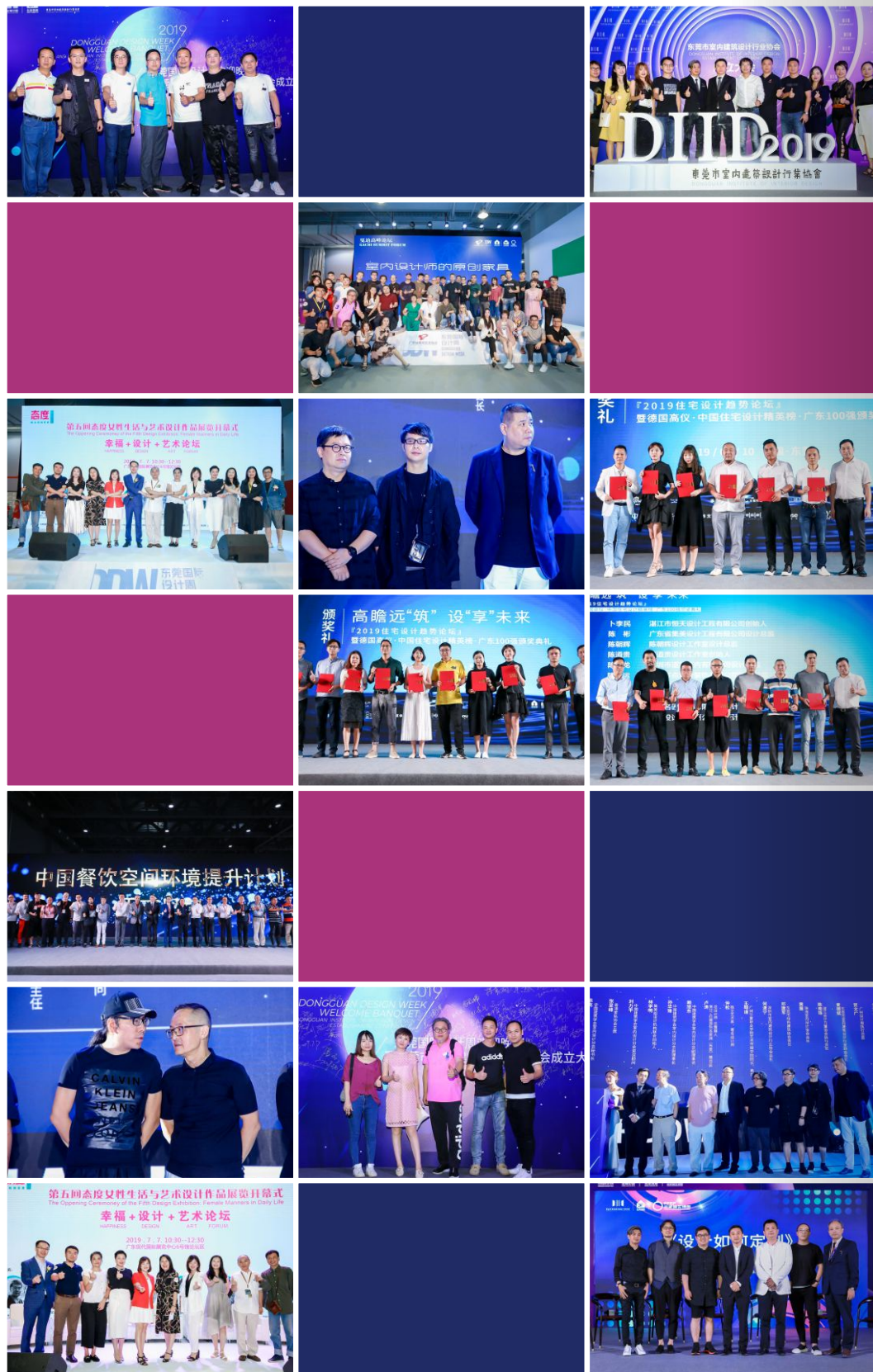
设计星光 Starlight Design











全屋整装 定制展

Full House Customization
Exhibition

重点展区

Key Exhibition Area

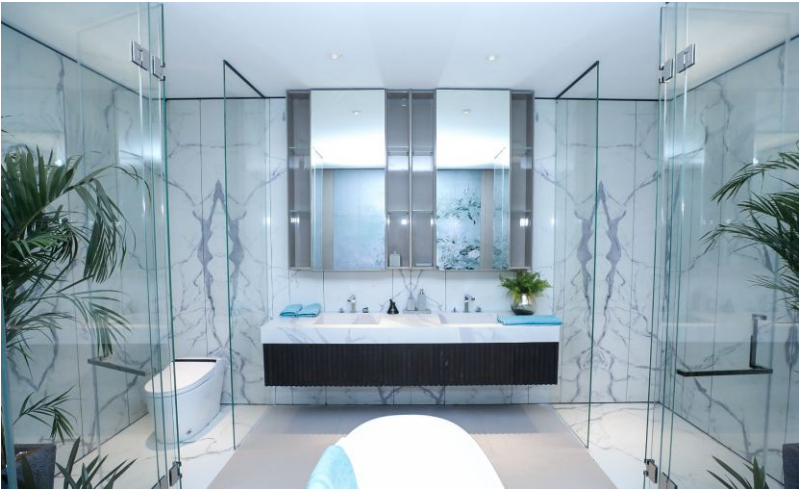


全屋整装集成展

Full House Integration Exhibition

大宅，联手GALLERY画廊、Felice菲利奇、长实宝格瑞、Migratori拓界、卡翡亚、天物等六大品牌，通过家居产业链的整合、工业化设计、装配化施工，打造大家居全案落地（全屋整装）的服务样板间。

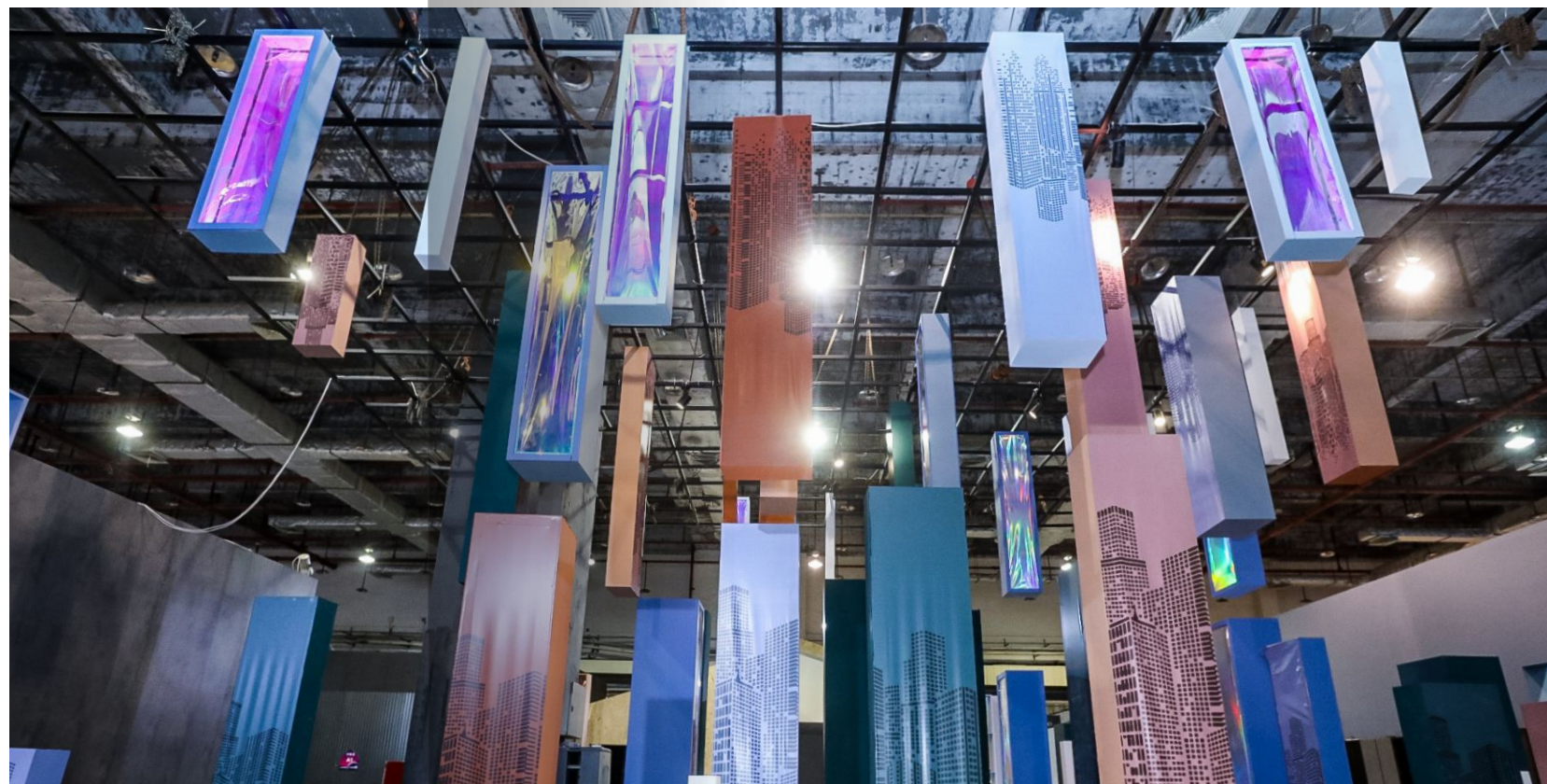
DAZHAI, together with GALLERY, FELICE, BAGARY, MIGRATORI, KAVIAR, TIANWU and other six brands, through the integration of home industry chain, industrial design, assembly construction, to create a service model room for the whole house (full house).



MINI城市 Mini City

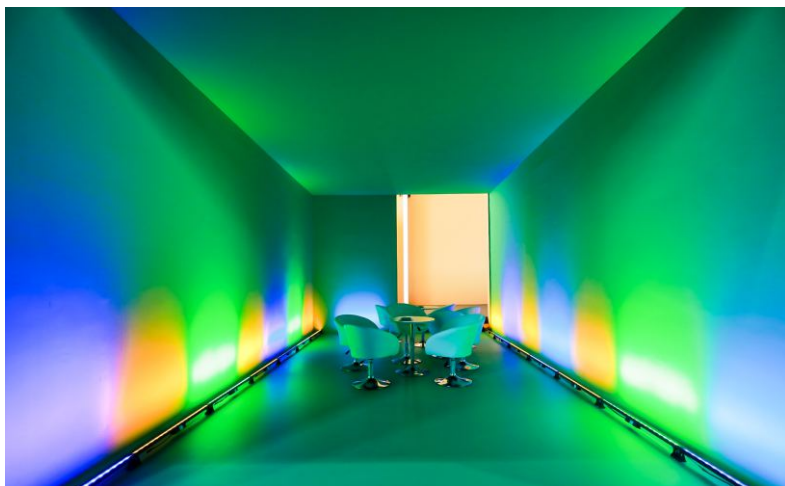
MINI系列主题展3.0版本——MINI城市，联合20家优质品牌企业，通过城市的缩影，以“家”为主题生成系列单元，把高端定制、创意材料作为空间展示内容，将设计作为链接方式，探索未来人居环境的无限可能，同时也展示出产业未来的发展趋势。

MINI series theme exhibition version 3.0 -- MINI City, joint with 20 high-quality brand enterprises, through the city's microcosm, with the theme of "Home" to generate a series of units, high-end customization, creative materials as a space display content, design as a link, explore the future of the human settlements environment of unlimited possibilities. At the same time, it also shows the future development trend of the industry.



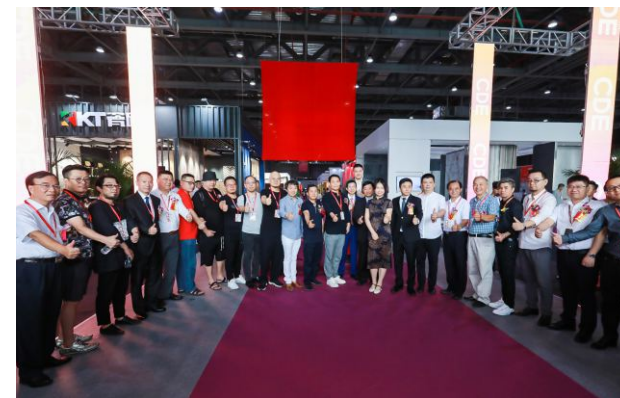
CDE国际餐饮空间设计与装修博览会

CED China International Catering Space Design and Decoration Expo



国际餐饮空间设计与装修博览会（简称CDE餐饮设计展）以“餐饮设计+品牌”为主题，以用户思维为导向，融入建材、家具、设计资源，提供从投资到策划，再到设计、装饰装修、服务运营的全解决方案。

China International Catering Space Design and Decoration Expo (referred to as CDE Catering Design Exhibition) is based on the theme of “Catering Design + Brand”, oriented by user thinking, incorporating building materials, furniture and design resources, providing a complete solution from investment to planning to design, decoration and service operations.



高端定制展 High-end Customized Exhibition

3号馆的卓意、汇豪、宝居乐、迈和等，以及8号馆全屋定制馆的卡翡亚、名墅、Moda Loft、豪利、墨翡、今至等定制品牌，全面展示了高端定制企业的实力。

In the Hall 3, FTENO, WELLHOME, BJL, MAIHE, etc., as well as the custom-made brands such as KAVIAR, MINGSHU, MODA LOFT, HAOLI, MORPH, and INCHING in the Hall 8, are comprehensively demonstrate the strength of high-end custom companies.



软装配套展 Soft Decoration Exhibition



组委会和欧工软装联合打造了3000平方米的拎包入住馆，通过以设计为驱动的一站式软装供应链平台，帮助客户落地。3号馆、6号馆以及9号馆还精选了大量优质软装品牌加入，包括珒蓝、懿境、窝特科技、一米布艺、多美地毯、赏饰等，为观众提供丰富的全屋软装配套资源。

The organizing committee and Ougong International Group jointly built the "Move in only with luggage" pavilion with area of 3,000 square meter which helps customers move in new house via offering a one-stop soft decoration supply chain platform which driven by design. In addition, a large number of high-quality soft-decor companies were selected to Hall 6 in order to provide abundant resources for full house soft decoration.

其他特展区 Other Special Exhibition Areas

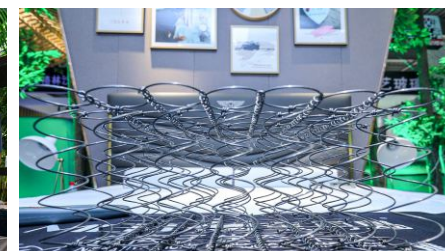
组委会联手房天下打造的“金牌样板间”亦重磅亮相，包含恒大地产、时代中国、招商蛇口、云南城投、珑远集团、鼎峰等在内的7大房产品牌展示了最具代表性的生活样板间。提供从投资到策划，再到设计、装饰装修、服务运营的全解决方案。

The "Gold Model Room" which built by Dongguan Design Week and SouFun was unveiled. It includes seven major real estate brands including Evergrande Real Estate Group, Times China, China Merchants Shekou Industrial Zone Holdings CO.,Ltd, YMCI, Longyuan Group and Dingfeng, which displayed the most representative living model rooms.



本届全屋整装定制展还设立了软体定制展区、现代家居展区、青少年家居展区、时尚家居展，以不同的品类进一步丰富了专业观众采购的需求。

The Full House Customization Exhibition also sets up the Customized Upholstered Exhibition area, Modern Home Exhibition area, Youth Furniture Exhibition area, and Fashion Home Exhibition, which further enriched the demand for professional visitors with different categories.



○ 行业活动

Activities of Furniture Industry

本届展会打造设计+产业双驱动论坛，以“定制”、“家装”、“整装”、“智能制造”等为话题的产业活动，从不同角度探索趋势与理念的前沿分享。第三届中国家居制造大会围绕“融合突破并进”的主题，邀请30位顶尖专家、大咖展开尖峰对话；2019中国家装峰会则围绕家装行业如何破局探索家装一体化路径。此外，包括“《什么说》讲堂——大定制时代，做什么”，“企鹅图书莞——美好家，‘整’当时”等活动亦精彩上演。

This exhibition will create a design + industry dual-drive forum, with "customization", "home decoration", "full house decoration", "smart manufacturing" and other as industrial activities topic, to explore the frontiers of trends and ideas from different perspectives. The 3rd China Home Furnishings Manufacture Conference centered on the theme of "Integration · Breakthrough · Progress", inviting 30 top experts to launch a peak dialogue; 2019 China Home Decoration Industry Summit was about how to break through the home improvement industry to explore the integration path of home improvement. In addition, including "What to say" lecture hall - what to do in the era of big customization, "Tushuguan, QK - Wonderful home, 'Integrate' at the time" and other activities were also staged.



媒体传播
Media Transmission



合作媒体 Media Partners

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The Number of Media: 213

传播声量 Transmission Volume of News



自媒体传播矩阵 Self-media Transmission Ways



三大主流社交媒体矩阵打造展会官方社交媒体宣传,

全方位精准覆盖 **313,634**位 订阅者,

资讯平均阅读量 **2000**次,

热度资讯阅读量突破 **10,000+**

The four major social media made the official social media promotion of the exhibition, covering 313,634 subscribers in all directions, with an average of 2000 readings and 10,000 heat information readings.



2020中国全屋整装定制展
暨东莞国际设计周

参展申请

Exhibition
Application

参展须知 EXHIBITOR NOTICE

展位价格 Booth price

场馆	首层	二层
1号馆 Hall 1	首层550元/平方米 1 st Floor: CNY 550/m ²	
3号馆 Hall 3	首层640元/平方米 1 st Floor: CNY 640/m ²	二层及天桥300元/平方米 2 nd Floor: CNY 300/m ²
4、5、6、7号馆 Hall 4、5、6、7	首层540元/平方米 1 st Floor: CNY 540/m ²	二层东区展位400元/平方米 2 nd Floor: East district: CNY 400/m ² 二层西区展位375元/平方米 2 nd Floor: west district: CNY 375/m ²

(注:个别特殊展区/设计类展区/统装区等展位,请咨询组委会具体的新增搭建费用。)

(Note: For individual booths/design booths/unifies decoration areas, please contact the organizing committee for specific construction costs.)

参展细则 Exhibition rules

- 01 前往中国名家具网(www.gde3f.com/CN/BBod/shengqing)在线提交申请
 - 02 如选择下载《参展商回执表》,请填写后传真至组委会办公室,并来电确认
(电话:86-769-85989971 翟小姐 传真:86-769-85585780)
 - 03 流程:经组委会认可后签定《参展协议书》→按照组委会发出的《缴款通知书》上所规定的时间如期付清有关款项→款项到达组委会账号,展位给予确认
- 01 Go to International Famous Furniture Fair Website (www.gde3f.com/CN/BBod/shengqing) to submit an application online
 - 02 If you choose to download the "Exhibitor Receipt Form", please fill in the form and fax it to the Organizing Committee Office and call to confirm. (Tel: 86-769-85989971 Ms Zhai Fax: 86-769-85585780)
 - 03 Process: After the approval of the organizing committee, sign the "Agreement on Participation" → pay the relevant amount as scheduled according to the time specified in the "Notice of Payment" issued by the organizing committee → the payment will reach the account of the organizing committee, and the booth will be confirmed.

展品范围 Exhibition range

- | | | |
|---|---|--|
| 1. 高端定制品牌
High-end Customization Brand | 2. 全屋整装定制品牌
Full House Customization Brand | 3. 软装品牌
Soft Decoration Brand |
| 4. 时尚家具品牌
Fashion Furniture Brand | 5. 工程定制品牌
Construction Customization Brand | 6. 门窗、陶瓷、卫浴、装饰五金品牌
Window/Door/Ceramics/Bathroom/
Ornament/Metal Brand |
| 7. 智能家居
Smart Home Furnishing | 8. 家居行业新型材料
New Material | |

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☐ 光地 Raw Space_____m² ☐ 标准展位 Standard Booth_____个 Unit (9m²/unit)

贵公司展位经确认后, 以下资料将录入名家具会刊参展商名录, 并用于制作标准展位楣板, 参展商总览名录表以及相关宣传资料, 为免编辑错误, 请认真填写, 最好以打印形式交回, 欢迎登陆www.gde3f.com下载此表格。

After the booth of your company has been confirmed, the following information will be entered into the list of exhibitors of the famous furniture journals, and will be used to produce the standard booth fascia board, exhibitor overview list and related promotional materials. In order to avoid editorial errors, please fill in carefully, preferably to print. The form is returned, please visit www.gde3f.com to download this form.

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地 址 Address: _____

(以下仅作为组委会发送资料用, 不对外刊登) (The following is only used as the organizing committee to send information, not to publish)

国 家 Country: _____ 邮政编码 Postcode: _____

固定电话 Tel : _____ 传 真 Fax: _____

网 址 Website: _____

E-mail: _____ QQ: _____

参展事务负责人 Contact person: _____

手机 Mobile: _____ 职务 Title: _____

公司负责人 Head of the company: _____

手机 Mobile: _____ 职务 Title: _____

产品市场 Product Market: _____

☐ 国内市场 China

☐ 外销市场 Worldwide (出口国家 countries: _____)

参展产品类型 Product Type

☐ 高端定制品牌 High-end Customization Brand ☐ 全屋整装定制品牌 Full House Customization Brand

☐ 软装品牌 Soft Decoration Brand ☐ 时尚家具品牌 Fashion Furniture Brand

☐ 工程定制品牌 Construction Customization Brand

☐ 门窗、陶瓷、卫浴、装饰五金品牌 Window/Door/Ceramics/Bathroom/Ornament/Metal Brand

☐ 智能家居 Smart Home Furnishing ☐ 家居行业新型材料 New Material

品牌名称 Brand Name (3个以内): _____

观展地图简称 Name on Map (可填公司简称或品牌名称):

中文CN _____ 英文EN _____

公司盖章 Signature & Stamp: _____ 日 期 Date: _____

备注: ①展位有限, 大厂名厂、特色企业、原创产品企业等可优先安排展位, 请与国际名家具(东莞)展览会组委会及时联系 ②填妥此回执表后, 传真至86-769-85585780, 来电确认并发送3张产品图片至邮箱315514394@qq.com, 图片格式为JPG, 精度不低300DPI, 咨询电话: 86-769-85989971 ③此回执表复印有效 ④参展联系人: 叶先生 137-5132-6685

Remarks: ① Booth is limited, famous factory, featured enterprise, original product enterprise, etc. can give priority to the booth. Please contact the International Famous Furniture Fair (Dongguan) in time. ② After completing this receipt form, fax to 86-769-85585780, call to confirm and send three product pictures to the mailbox 315514394@qq.com, the picture format is JPG, the accuracy is not low 300DPI, consultation phone: 86-769-85989971 ③ This receipt form is valid ④ Contact Person: Mr. Ye 13751326685

CHINA FULL HOUSE
CUSTOMIZATION EXHIBITION
AND
DONGGUAN DESIGN WEEK

2020 中国全屋整装定制展 暨 东莞国际设计周

整装定制 / 生活方式 / 设计选材 / 产业赋能
WHOLE HOUSE CUSTOMIZATION / LIFESTYLE / DESIGN MATERIAL / INDUSTRY EMPOWERMENT

2020.7.7-12

东莞厚街·广东现代国际展览中心
GUANGDONG MODERN INTERNATIONAL EXHIBITION CENTER, HOUJIE, DONGGUAN

第4届中国(东莞)国际定制家居展览会
4th CHINA CUSTOM-MADE FURNISHINGS FAIR (DONGGUAN)

第44届国际名家具(东莞)展览会
44th INTERNATIONAL FAMOUS FURNITURE FAIR (DONGGUAN)

DDW
东莞国际设计周
DONGGUAN DESIGN WEEK

定制中国
CUSTOM MADE

3F
名家具展
FAMOUS FURNITURE FAIR