

Kartell Event - Salone Del Mobile 2018

-EVENT REPORT-

EVENT GOALS

- Promote Kartell Brand for projects
- Announce the New Paper Design Library on the Bund

SALONE DEL MOBILE '18

Kartell



Paper.

A DESIGNER'S WORKSPACE

为设计师而设计的共享空间



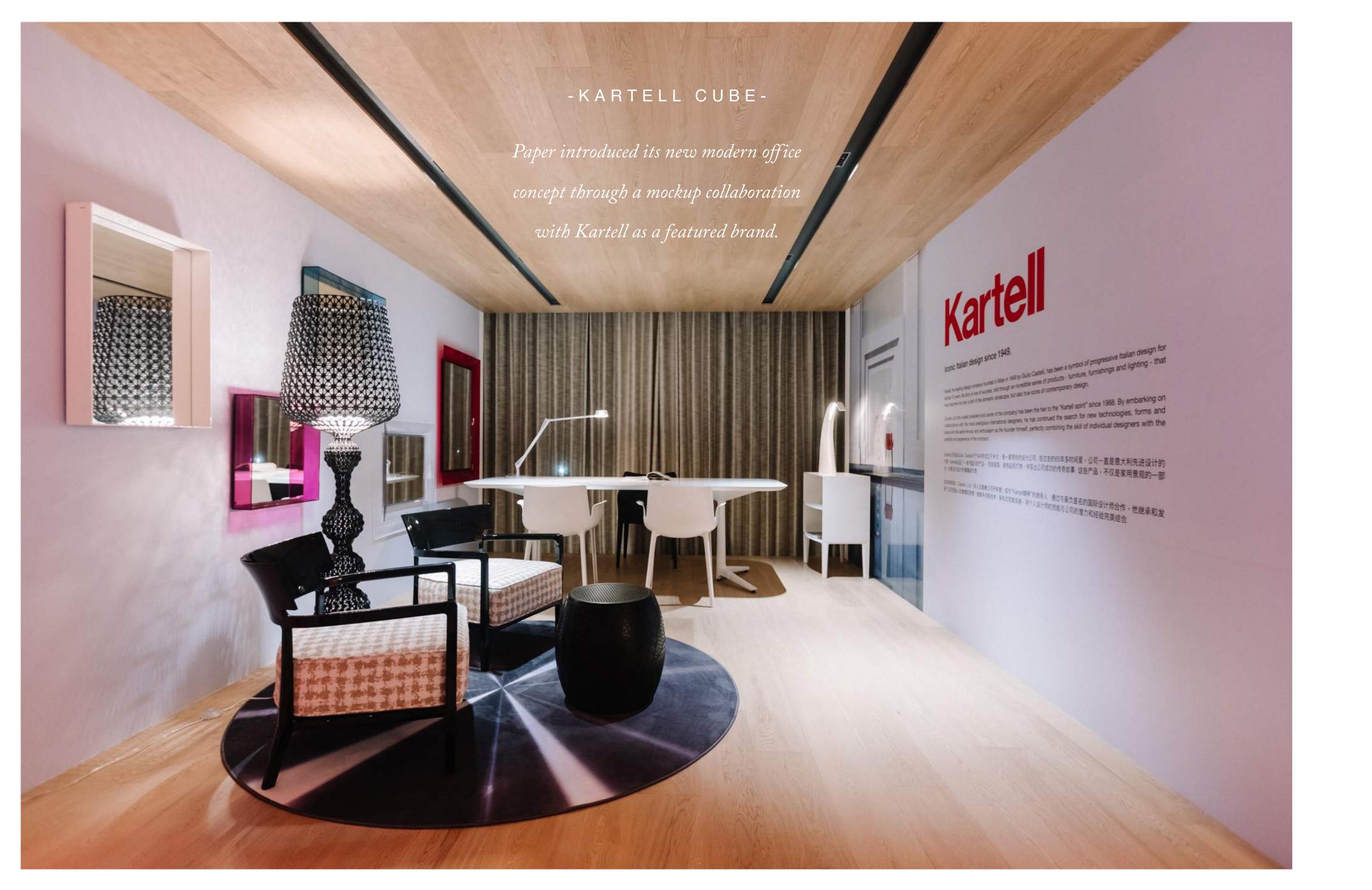






Paper.

SHANGHAI - a global network -

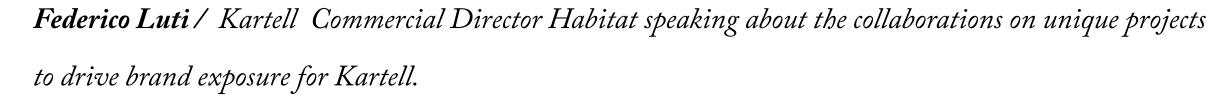


Paper.

SHANGHAI - a global petwork -

HIGHLIGHTS







Jacopo Stecchini / Founder of Paper Shanghai speaking about the New Paper Design Library project on the North Bund and how it will connect global iconic design brands with the International Design Community in China.



HIGHLIGHTS

The Shanghai Design community converged and connected at The Salone Del Mobile 2018

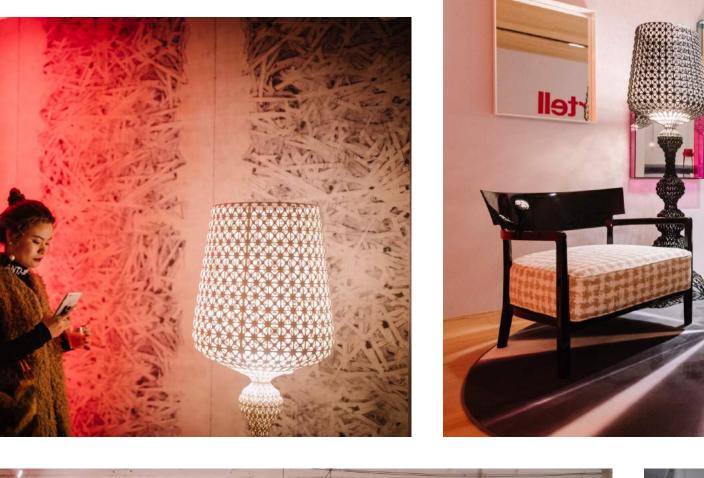
Closeout event on Saturday Nov 24, 2018 at Paper Shanghai.























EVENT METRICS

• Cost of event: 43K Rmb = 5.400 Euros

• Guest Attendance: 132 Total.

• Approx 70% Design + Architect Studios. 30% Brand Representatives

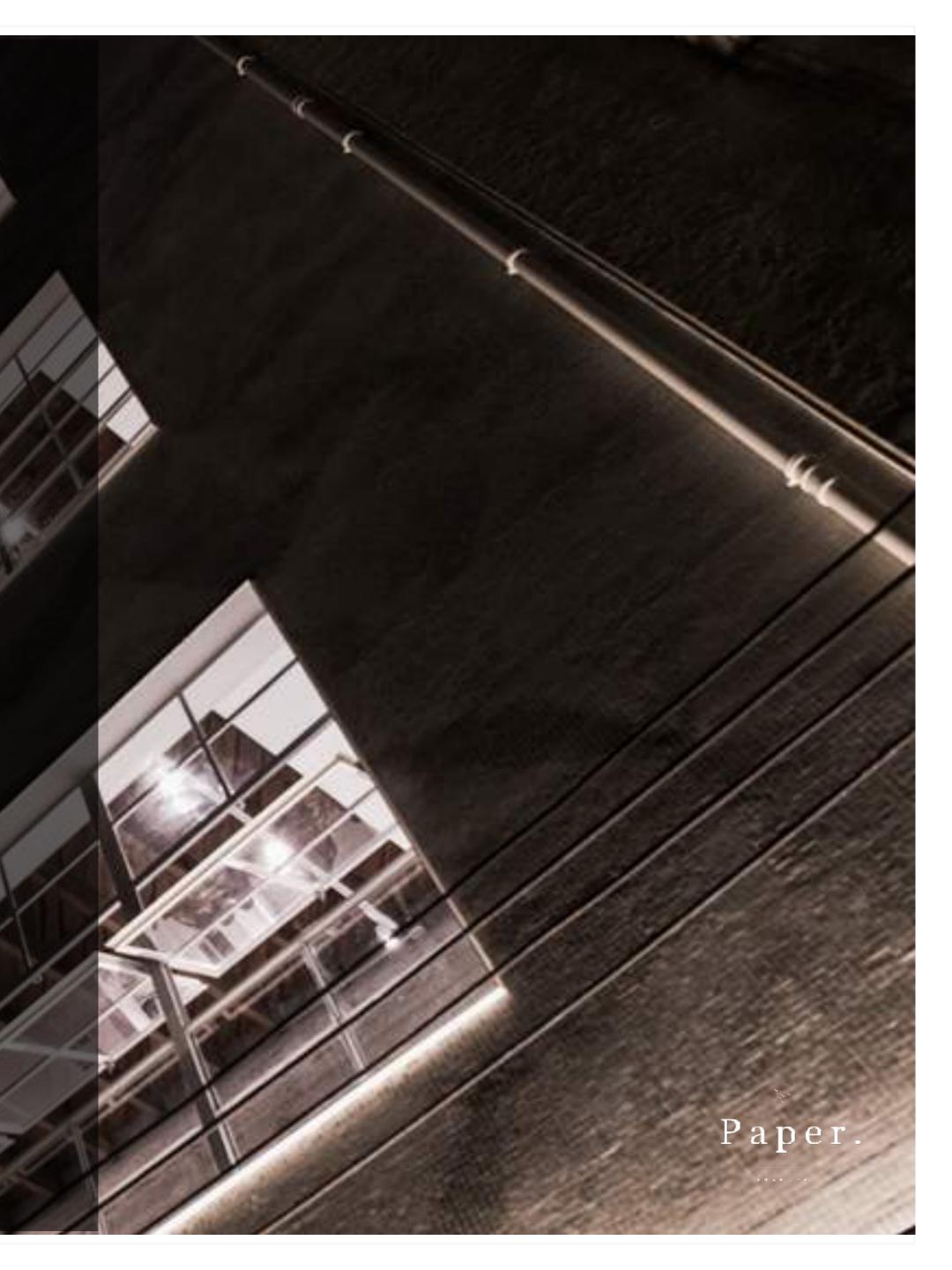
• Eyeballs reached through Social Media: 15K + (targeted promotion on the creative industries' sector)

"Well curated event with a great design crowd. Love the space and how it fosters interaction between the design community."

-Frederic A. / Founder
WHISPERISM DESIGN

"The event was quite nice. What i liked about Paper's upcoming project was access to a material library. I have advocated for this since I arrived in China.."

-Alexandre C. / Interior designer
FRENCH DESIGN ASSOCIATION

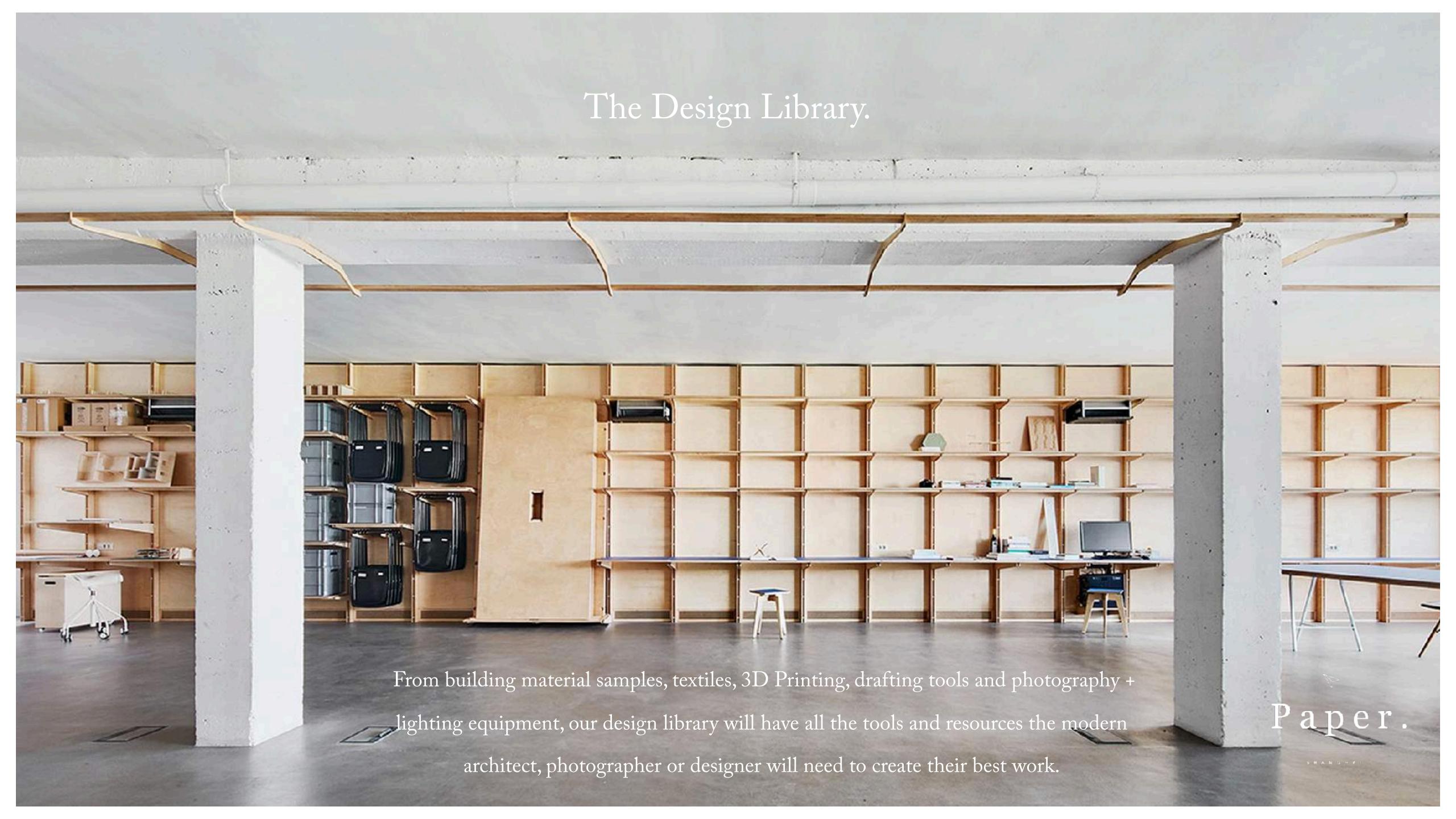


-NORTH BUND INTRO-

Paper Shanghai North Bund will be a new luxury communal workspace and exhibition space connecting the Shanghai design community with some of the most renown design brands in the world.

We will be opening on top of the new luxury shopping center adjacent to W Hotel, close to Bulgari and Bellagio Hotel, in March 2019.

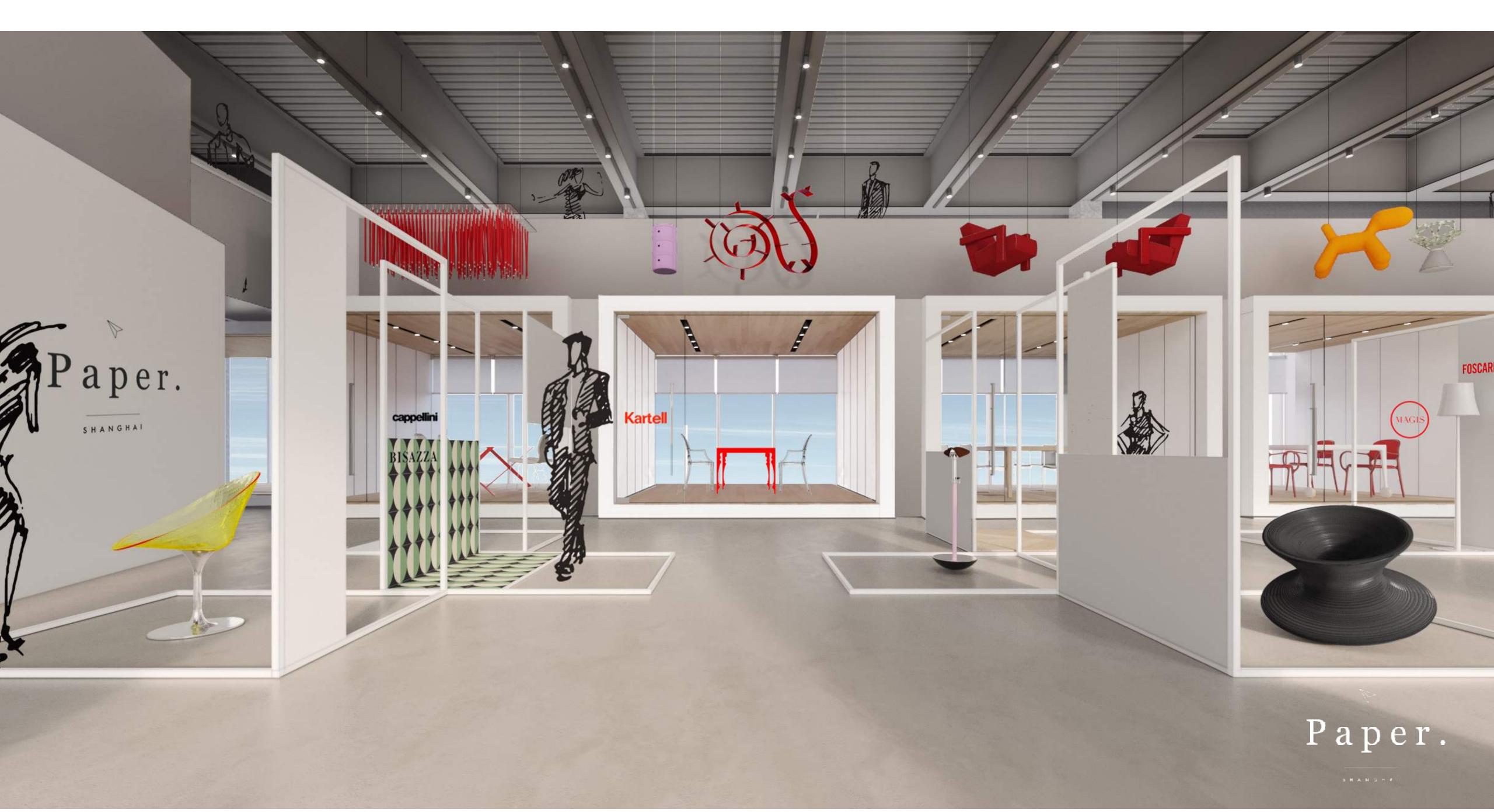




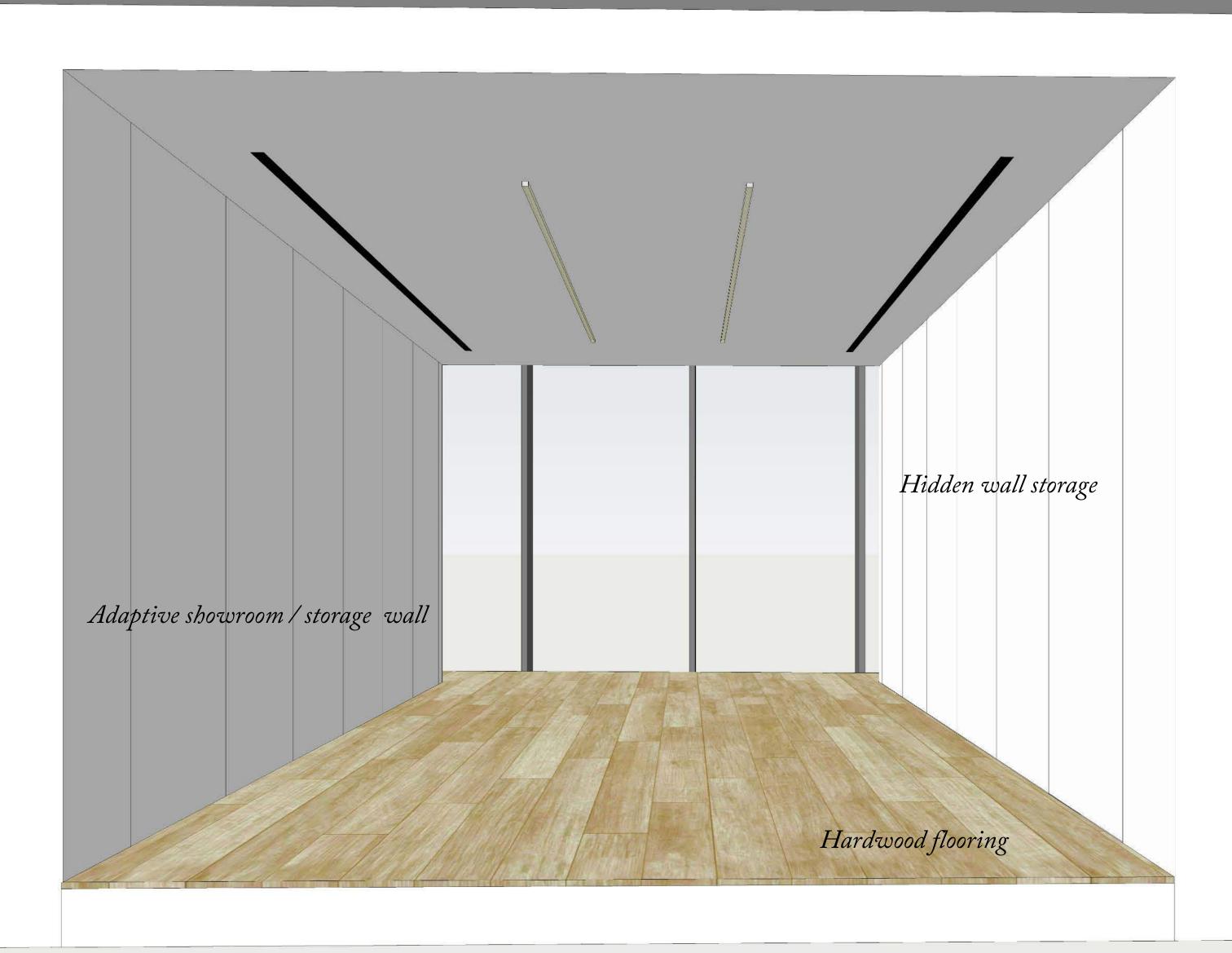


Paper.





The Paper Cube hybrid office + showroom solution





The Paper Cube provides a flexible office space as well as a hybrid showroom space for brands.

CUBE FEATURES

- Flexible office space + versatile showroom space to exhibit brand materials, signage and collateral
- Designated exhibition space on the 3rd floor skyway for brand exposure
- Optional add-on workspace for brand reps
- Hidden wall storage 2.7 m²
- Central AC / Heating







KARTELL CUBE

Salone Del Mobile 2018

Presentation of the Paper Cube in collaboration with Kartell for Salone Del Mobile 2018.



Paper Design Library inquires

Please contact <u>lawrence.ho@papershangai.com</u> to inquire about our upcoming Design Library Project.

Event inquiries at Paper

Please contact jacopo.stecchini@papershanghai.com to inquire about hosting your event at Paper Shanghai.

