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SHANGHAI

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



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A DESIGNER'S WORKSPACE

为设计师而设计的共享空间

IDEAT 理想家
CONTEMPORARY LIFE

CAMPARI

iGuzzini

EVENT HIGHLIGHTS



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- a global network -

- KARTELL CUBE -

*Paper introduced its new modern office
concept through a mockup collaboration
with Kartell as a featured brand.*

Kartell

Iconic Italian design since 1949.

Kartell, the leading design company founded in Milan in 1949 by Giulio Castelli, has been a symbol of progressive Italian design for almost 70 years. Its story is one of success, led through an incredible series of products - furniture, furnishings and lighting - that have become not only a part of the domestic landscape, but also true icons of contemporary design.

Giulio Castelli (the current president and owner of the company) has been the heir to the "Kartell spirit" since 1988. By embarking on collaborations with the most prestigious international designers, he has continued the search for new technologies, forms and ideas with the same tenor and enthusiasm as the founder himself, perfectly combining the skill of individual designers with the expertise and experience of the company.

卡特尔(Kartell)成立于1949年，是一家领先的设计公司。在过去的几十年时间里，公司一直是意大利先进设计的象征。其故事是一个成功的故事，通过一系列令人难以置信的产品——家具、家居用品和照明——这些产品不仅是家居景观的一部分，也是当代设计的真正标志。

朱利奥·卡斯泰利(Giulio Castelli)自1988年起一直是“卡特尔精神”的继承人。通过与最负盛名的国际设计师合作，他继承和发展了公司的传统，并继续寻找新的技术、形式和想法，完美地将个人设计师的技能与公司的实力和经验完美结合。

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HIGHLIGHTS



***Federico Luti** / Kartell Commercial Director Habitat speaking about the collaborations on unique projects to drive brand exposure for Kartell.*



***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

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- 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.


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The Design Library.

From building material samples, textiles, 3D Printing, drafting tools and photography + lighting equipment, our design library will have all the tools and resources the modern architect, photographer or designer will need to create their best work.

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BISAZZA

Kartell

FOSCARINI

MAGIS

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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


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KARTELL CUBE

Salone Del Mobile 2018

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



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Paper Design Library inquires

Please contact lawrence.ho@papershangai.com 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.


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