



## RUSSIAN DESIGN PAVILION: Beijing edition

China, Beijing, Dashilan, Dawailangying Hutong 8, The Factory  
September 25 - October 3, 2014

As a part of Beijing Design Week 2014 from September 25 to October 3 the agencies *Creativirus* and *Profi2profit* in collaboration with curators Evgenia Novgorodova and Peipei Han have organized the fifth international edition of *Russian Design Pavilion* for the first time taken place in China. According to the Chinese media *RDP* hit the TOP 10 of the most interesting exhibitions of BJDW as well as it was included to the list of 6 MUST SEE BJDW pop-ups by *Time Out Beijing* magazine. Russian design was represented by four talented designers: Anna Malyakina, who works in China for several years; Ekaterina Elizarova from Yekaterinburg, an industrial centre of Russia; Taras Zheltyshev from the science city Tomsk and Alex Petunin from the cultural capital St. Petersburg.

After the successful exhibitions in Moscow, Florence, London and Milan, the *RDP* project showcased life-style trends within the most authoritative event in the field of design in China - Beijing Design Week, which involves designers from around the world. Starting from 2009, the organizers of BJDW, including the Ministry of Education of China, Ministry of Culture, Ministry of Science and Technology of China, the municipality of Beijing, have managed to attract for participation many international design stars, famous design brands and leading design media. In 2014 over 300 exhibitions were held during BJDW. The city of Barcelona was selected as a special guest of the Week and it has presented several exhibitions of Spanish design throughout Beijing.

The exhibition space of *RDP: Beijing edition* was located in one of the most popular design districts - Dashilar Alley. Over the past few years, this historic area in central Beijing has become a new centre for Chinese and international designers and creative companies.

*Russian Design Pavilion* presented several world premieres. *SitECO* chair by **Anna Malyakina** became one of the most significant projects of the exhibition as the question of ecology and alternative use of recycled materials in China is particularly important. The designer also showed a series of objects of biomorphic forms and flowing lines made of artificial stone - *Waterdrop* lamp and bathroom sink *Uovo*, which were first exhibited at the *RDP: Milan edition* during Milan Design Week.

**Taras Zheltyshev** introduced to Chinese audience an unusual light collection *Naskal* consisting of transformable objects and also the lamps *Hobb* and *Underloupe* which are mostly reminding the contemporary sculptures. Taras' lamps have caught the visitors'

attention and encouraged them to experiment with the lamps as with the toys constructor.

**Ekaterina Elizarova** after the September participation at 100% Design London brought to Beijing a series of stylish lamps *Chapiteau*, created in collaboration with world-renowned Italian brand *Bosa*. The collection was highly appreciated by the Chinese press and the visitors of the exhibition.

**Alex Petunin** showed his experiments with futuristic forms, new technologies and light-color effects on the example of table *Layer*. The table has captured the attention not only of Chinese audience but also the interest of many foreign visitors of the Pavilion.

Besides the exhibition, the RDP program included a series of special events such as the official presentation of the international project *Russian Design Pavilion* and a round table with Russian designers - participants of BJDW in the Russian Cultural Center of the Russian Embassy in Beijing.

Also, RDP held an open discussion between the Russian and Chinese professionals on the topic «*Career opportunities for young designers of Russia and China*», organized in cooperation with Professor Chao Zhao, Head of the *Faculty of Industrial Design* and Director of the *Healthcare Design Innovation Lab* at the *Academy of Arts and Design* of *Tsinghua University* in Beijing.

Among many events at the Russian Cultural Center the meeting with Russian designers aroused the particular interest because it was held for the first time and initiated a lively discussion about the future of Russian design and the prospects for its promotion in China. In turn, during the workshop young designers from China were very interested in the ideas and advices shared by their Russian colleagues. The decision on the further development of cooperation between the *Russian Design Pavilion* and the *Faculty of Industrial Design, Tsinghua University* was the main result of the round table and the workshop.

*Russian Design Pavilion* is the first project that presented contemporary Russian design at the most significant international design event in China. RDP team, including the organizers, curators and participants, not only learnt the specifics of local production processes, but also opened up new opportunities for work and collaboration for Russian professionals in Asia.

[www.russiandesignpavilion.com](http://www.russiandesignpavilion.com)