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Guest City Milan



Beijing Design Week takes place across the city 28 September - 6 October. The Guest City is Milan. An event on Visual Media-facade-design in Europe and China/Asia is organised by EUNIC on 30 September.

For the creative industry worldwide, **Beijing** has undoubtedly become a **force to be reckoned with**. Following the roaring success of last year edition of Beijing Design Week, and the many engaging design events and exhibitions launched in the capital after the festival and throughout 2012 so far, Beijing has increasingly grown to **be a leading city** for design, creativity, and talent. This role has now been recognized with a new accolade, as on May 12, **Beijing** was named **City of Design by UNESCO**. The title has been granted to Beijing for promoting inclusion and plurality of values, harnessing the energy and innovation of its design sector to create a vibrant and dynamic environment, and for its efforts to drive the local creative scene towards new opportunities of development. Beijing has demonstrated that design can be a powerful tool—and that applies to Chinese design too. This year's BJDW plans a grand **Opening Ceremony** at the China Millennium Monument presided by high-level personalities such as politicians, architects, celebrities and renowned designers; the **Annual Beijing Design Awards**, aimed at promoting the best of Chinese design; a **Beijing Design Forum** with leading dignitaries and luminaries in attendance; the **DesignHop** program fostering innovative projects and diverse design hubs across the city; and the **Guest City program, which will see Milan** taking up the role covered by London last year, and bringing a unique showcase of Italian design to China's capital. EUNIC (European Union National Institutes of Culture) China Cluster will organise **an event on 30 September** during Beijing Design Week on the theme of: "Current development on Visual Media-Facade-design in Europe and China/Asia"

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