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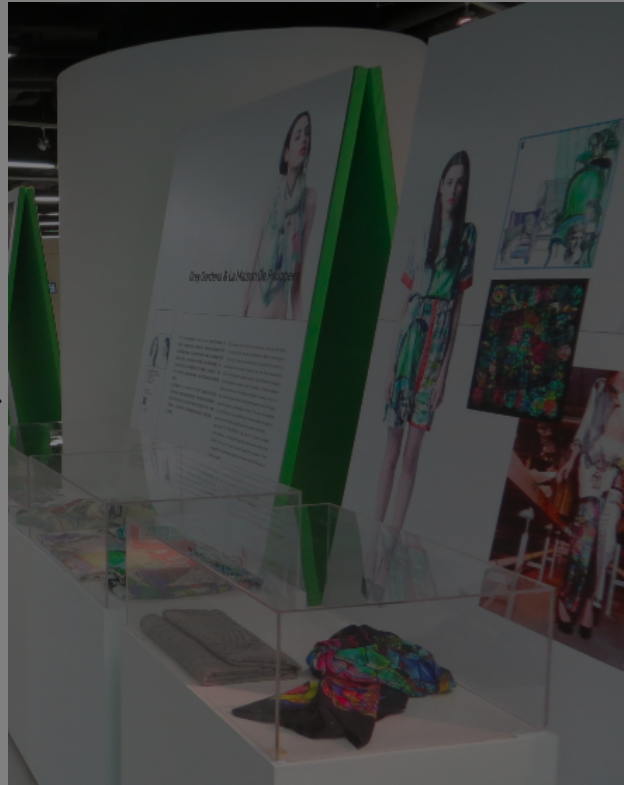
international exhibition



 **recovery exhibition** An exhibition featuring winners of the Shenzhen Design Award for Young Talents (SZDAY) has opened in Brussels (10-30 October). **Entitled Recovery: The Power of Design // SZ-DAY Shenzhen Design Award for Young Talents**, the show consists of over 40 works by designers under 35 years from around the world. Minister-Counselor Li Jianmin from Chinese Mission to EU, Jean-Francois Aguinaga, head of the unit in charge of creative industries at the European Commission, Philippe Close, Alderman for Tourism, Staff and Finance for the City of

Brussels and President of MAD Brussels, together with other guests attended the opening reception at MAD in Situ. In association and cooperation with the UNESCO Creative Cities Network (CCN), **SZ-DAY Shenzhen Design Award for Young Talents** is co-organized by Shenzhen City of Design Promoting Office and Shenzhen Creative Culture Center. It is the first time the event has been organized outside Greater China. It aims at rewarding young and talented

designers in creative cities around the world.



The

award encouraged participants to submit works that have contributed to the enhancement of environmental sustainability, social and economic development and, above all, quality of life in cities. The awards were open to entries from natives or residents of one of the **UNESCO Creative Cities**. 60 entrants, including professionals and students from 16 creative cities such as Berlin, Saint-Etienne, Montreal, Bologna, Dublin, entered the final judging process with more than 150 pieces of work. Designated City of Design by UNESCO in 2008, Shenzhen is a young city with 14 million inhabitants and 4th largest economy of CHINA. It has over 6,000 companies and 100,000 men and women working in the design area, including graphic, industrial and product, fashion, architectural, etc. “Having an exhibition like this in “the Capital of Europe” would definitely enhance the exchange and cooperation between EU and China”, says Ting Xu, the director of Shenzhen Creative Culture Center, the organizer of SZDAY. Next year celebrates the 40th anniversary of EU-China diplomatic relationship. As both sides try to push the development of culture industries especially creative industries, more exchange and cooperative projects in this area are expected. “there are plenty of rooms for both parties to enhance cultural exchanges and cooperation”, says Counselor Li on the reception.

Recovery : The Power of Design // SZ-DAY Shenzhen Design Award for Young Talents

10-30 October in Brussels @MAD IN SITU - MAD Brussels' designers workshops Rue Vautour, 4, 1000 Brussels - Annessens tram stop. If you are a young designer, based in one of the UNESCO Creative Cities, keep an eye on the **SZ-DAY Shenzhen Design Award** website for announcement of call for entries in the first half of 2015.

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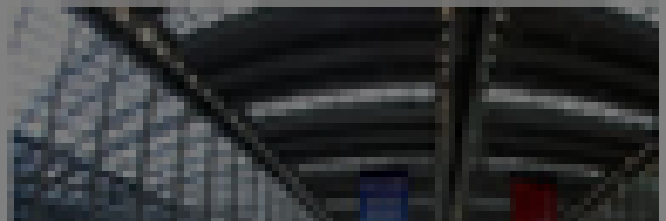
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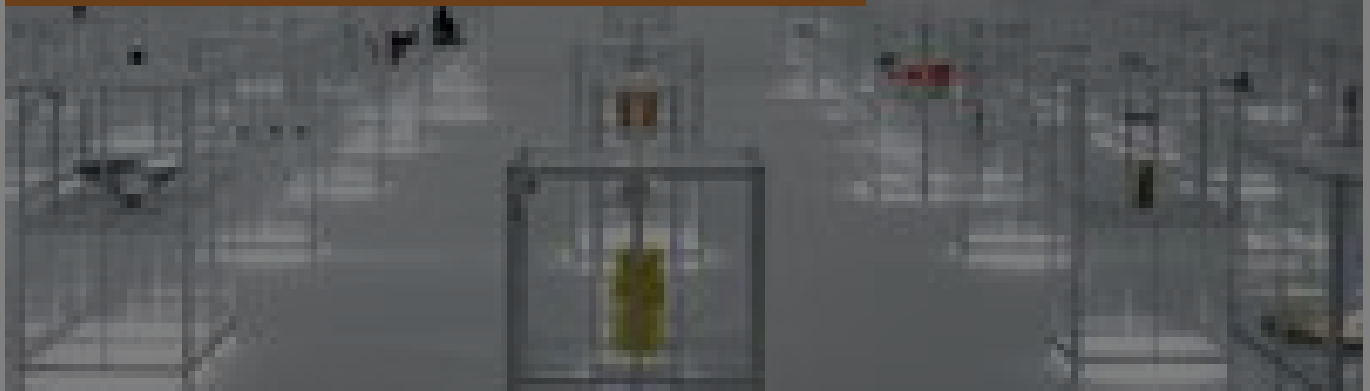
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