2018
MAISON SHANGHAI POST SHOW REPORT
摩登上海时尚家居展展后报告
2018.9.11-14
关于我们
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展出日期 / Date
2018年9月11-14日 / 11th -14th September, 2018

展览场馆 / Venue
上海世博展览馆 / SWEECC

主办单位 / Organizer
中国家具协会 / China National Furniture Association (CNFA)
上海博华国际展览有限公司 / Shanghai UBM Sinoexpo International Exhibition Co., Ltd.

70,000 m²
展览面积
Exhibition Space

570
展商
Exhibitors

45,344
观众人次
Visits
Maison Shanghai was successfully held this September!

2018年9月14日，第三届摩登上海时尚家居展在上海浦东世博展览馆圆满落幕。灵感爆棚的家居场景、创意十足的原创设计、丰富多彩的各类活动，组成了这一场让观众交口称赞的潮流和生活方式大展。据闭幕后数据统计，4天展会共计接待了45344人次观众，同比增长9.86%。

相较位于上海浦东新国际博览中心的中国国际家具展，年轻时尚的摩登展显然更“美”、更“潮”、也更“炫”。7万平的展馆，包含了570家品质展商。展馆之广，新品之多，皆超往年。

Maison Shanghai 2018 had a successful conclusion on 14 September in SWEECC, Shanghai. As this international exhibition of home decor and lifestyle enters its 3rd year, it greatly gained increases on both the number of visitors and exhibitors. According to the post-show statistics of 2018, the 70,000 sqm contains 570 quality exhibitors; the number of visitors reached 45,344, showing a typical increase over last year.
MAISON ESSENTIAL

囊括生活方式品牌、家居饰品、工艺品、装饰画、地毯、花艺、香薰、布艺家纺、桌面艺术、灯饰等品类，为客户解决一站式软装采购需求。总体面积约20,000平方米，家居饰品海内外的代表企业达400余家。

H1, H2 | 20,000 SQM Exhibiting Area | 400+ exhibitors
Maison Blocks, the upgraded version of Design of Designers (abbr. DOD), broke up the traditional form of booth layout, but built based on the concept of a lifestyle community.

H3 | 200+ Designer brands | 300+ Individual designers showed up
Design China

Thematic exhibitions: Home Plus, Creation of Creators and so on. Design China was the perfect place to interpret Chinese original designs in the home furniture and decorations. The most representatives were the thematic exhibitions that reflected attitudes of designers, and more profoundly, the show organizers tried to deliver the excellence of Chinese original design through Maison Shanghai.
展商反馈・Exhibitor Feedback

MOREOVER
张听雪 品牌经理
通过这个展会接触到了很多国内很优质的家居类的平台，希望能够更多的鼓励和支持原创设计的行业发展。

D. sky home
夏先生 设计师
今年整个展会的主题非常清晰，整个现场的氛围包括现场的次序，展会的各项服务，我觉得都非常的好。

Ziinlife
杨熙黎 创始人&CEO
展会的氛围还是很不错的，对于摩登家居展我们还是希望能够有更多更好的国内的设计品牌能够参与到展会中来。

寓义家居
张鹏程 市场总监
感觉一年比一年整体招商的水平和整体现场的氛围感要好很多。
Visitor Feedback

意大利贸易商
The exhibition is interesting for me, because I can find a lot of different products from different designers, and also from different countries.

澳大利亚室内设计师
I look for lots of products. I think this year it’s been very busy, with many Chinese people. It’s fantastic.

国内买家
这是我第三次参观展会，我看到很多有设计感的产品，整体观感很舒服。我觉得是很好的逛展体验。

国内设计师
我很感兴趣参加设计讲座因为可以让我学到一些知识。也可以了解行业的一些趋势或者寻求一些新的合作。
国内观众・Local Visitors

访问人次最高的前10个省市分别为：上海、浙江、江苏、广东、山东、北京、河南、福建、安徽和四川。

The top 10 most contributing provinces & cities of visitors are: Shanghai, Zhejiang, Jiangsu, Guangdong, Shandong, Beijing, Henan, Fujian, Anhui and Sichuan.
Overseas Visitors

The top 30 countries and regions are: Taiwan (China), Korea, Hong Kong (China), India, USA, Thailand, Japan, Vietnam, Malaysia, Australia, Canada, Britain, Other, Indonesia, Russia, France, Singapore, Philippines, Denmark, Italy, Mexico, United Arab Emirates, Spain, Saudi Arabia, Germany, South Africa, Holland, Poland, Pakistan, Israel.
观众分析・Visitor Profile
参观目的 Purpose of visiting

• 寻找新项目，获取最新行业趋势
Source new products / Learn about the latest market trends

• 收集市场信息
Collect Market Information

• 采购产品/下订单
Purchase products / contract orders

• 寻求供应商/经销商/商业伙伴
Look for suppliers, distributors and business partners

• 评估参展可能性
Evaluate participation as exhibitors

• 巩固与商业伙伴的合作关系
Consolidate the contacts with business partner
观众分析・Visitor Profile
业务性质 Business Nature

专业买家 Professional Buyer 21.24%
- 批发/零售/经销商 Wholesale/Retail/Distributor 5.13%
- 进出口商/贸易商 Trade Import / Export 2.29%
- 制造商 Manufacturer 2.23%
- 代理商 Agent 3.2%
- 采购商/集团采购商 Buyer / Group Buyer 1.8%
- 设计公司/装潢公司Design Company/Decoration Company 3.05%
- 其他 Others 3.54%

设计师 Designer 58.71%
- 设计师 Designer 54.4%
- 公共艺术/景观/展示设计师 Public Art / Landscape / Display Designer 1.6%
- 建筑师 Architect 1.16%
- 建筑工程设计师 Architectural Engineer 0.66%
- 包装/插画/动画/广告平面设计师 Packaging / Illustrator / Animation / Advertising Graphic Designer 0.83%
- 城市规划设计师Urban Designer 0.06%

个人/大众 Public 19.74%

媒体 Media 0.31%
Onsite Events

Not only are home accessories and featured exhibition areas eye-catching, but the activities of each museum are also colorful and full of dry goods. All the big coffees took turns to bring more than 30 forums, created a design carnival, interpreted the new art of life, and deeply explored the development of the industry.
Happy Life, Green Art Show is the theme exhibition of 2018 Shanghai Home Design Week. Combining TIZIANOPARCHET green plants, STP art floor, SMEG home appliances all together, the show was designed to advocate the green conception into the daily life.
Home Plus has come to its fifth year. Themed “INFINITY”, it demonstrated twelve showrooms to explain the pursuit of new understanding upon interior space design through crossover designer works.
Setting theme “SO-WHERE-NEXT”, Creation of Creators (COC) discusses and practices the possibilities of the pioneer design ideas, and further elevates the value of design through an organic combination between thoughts and products.
Sponsored by TMALL, Designers’ Night set theme “Design and Color without Boundaries”, and integrated creativity with crossover design, to make a carnival of color. Gold Idea Design Awards, China Furniture Product Innovation Awards and Modern Attitude Show marked the highest standard design products which leads a model future directions. In addition, there are creative floral wall, delicacy food, cheongsam show, jazz & rock band and other live show.
In coordination with media and websites of SINA, NETEAST and other partners, Maison Business School have considerately led up the latest ideas of interior design industry. Meanwhile, DOD Design Forum and The Elegant Ten put on the discussions, such as “Maison Attitude” and “Colorful Life”, to explore the variety of new interior design principles and business model.
Located at the North Square of the SWEECC, Highway Culture brings joy and excitement associated with a cool combination of motorcycles, containers and music.

今年第三届中华手作年，聚焦中华手作技艺，倡导匠心精神，展示当代生活美学与造物智慧。

This year’s third The Handicraft Year Of China, focused on Chinese handicraft skills, advocated the spirit of ingenuity, showed contemporary life aesthetics and creation wisdom.