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The Italian Lounge at CIFF Shanghai 2026. An evolving platform for Italian design in China

*The Italian Lounge returns to CIFF Shanghai for its fourth edition, confirming its role as an experiential and business platform dedicated to promoting design and the Italian lifestyle in the Chinese market. From **5 to 8 September 2026**, at the leading Asian trade fair dedicated to furniture and interior design, the project will offer a privileged setting where design culture, hospitality, networking and business come together to create new opportunities for Italian companies.*

Conceived and organized by **Edimotion**, with the support of **CIFF Shanghai** and the **strategic partnership with GWA**, The Italian Lounge continues its growth path, evolving from an exhibition project into an increasingly structured platform. An ecosystem that brings together companies, professionals, institutions and strategic partners to offer Italian businesses a more effective approach to the Chinese market, through visibility, qualified relationships, content and dedicated services.

In an increasingly competitive and sophisticated market such as China's, success requires strategic vision, knowledge of the local context and the ability to build relationships within an integrated system. It is from this awareness that The Italian Lounge was born: an environment designed to showcase not only products, but also Italian design culture, identity and lifestyle.



The setup, designed by **Davide Pavanello Lab** with the artistic direction of **Vudafieri Saverino Partners**, will bring to life an immersive experience in which architecture, materials, products and atmosphere interact to convey the value of Made in Italy and foster encounters between companies, professionals and buyers.

Alongside the exhibition area, The Italian Lounge will host a program of **forums and talks** dedicated to architecture, design and the evolution of the Chinese market. Coordinated by **prof. Francesco Scullica** of the **Politecnico di Milano**, the meetings will bring together Italian and Chinese companies, designers and opinion leaders, fostering dialogue, updates and new opportunities for collaboration.

At the heart of the activities will be the **VIP Lounge**, a space dedicated to hospitality and business networking, designed to foster qualified encounters between companies, designers, investors, institutions and stakeholders. Among the new features of the 2026 edition is an area dedicated to Italian hospitality and table culture, designed by architect **Alessia Cipolla**, who will interpret the theme of hospitality as a relationship tool, transforming food, beverage and tableware into an experience capable of showcasing the Italian lifestyle.

An international communication plan, developed together with Italian, Chinese and international media partners, will help amplify the visibility of the project and the participating companies.

At the same time, thanks to the collaboration with qualified partners, The Italian Lounge will continue to **expand its offering with services dedicated to marketing, business development and support for Italian companies interested in consolidating their presence in the Chinese market.**

This year too, The Italian Lounge will bring together a selection of Italian companies united by the desire to approach the Chinese market through a strategic, collaborative approach oriented toward building long-term relationships, confirming its role as a reference platform for promoting Italian excellence in China.

Welcome to The Italian Lounge!

58th CIFF Shanghai

5-8 September 2026

National Exhibition and Convention Center (Shanghai Hongqiao)

Hall 4.1, Stand C60

For further information about The Italian Lounge: [**edimotion@edimotion.it**](mailto:edimotion@edimotion.it)

[Download the high-resolution images available here](#)

Further images available upon request.