

The Italian Lounge

@

58th Ciff Shanghai

5 - 8 September 2026

National Exhibition and Convention Center
(Shanghai Hongqiao)

“An experiential platform that brings Italian design and lifestyle into the heart of the Chinese market, combining hospitality, culture, qualified relationships and concrete business opportunities.”

stronger positioning in the Chinese market

SIMPLER • SAFER • HIGHER-PERFORMING

A unique ecosystem of relationships, market insight and tailored solutions for companies in the furniture, materials, décor and lighting sectors, helping them increase visibility, strengthen positioning and develop new business opportunities in China.

HOST
PARTNER



edimotion

CONCEPT
& GENERAL
ORGANIZATION

PATRONAGE



GWA
LAW - TAX - ACCOUNTING

STRATEGIC
PARTNER

SCIENTIFIC
COORDINATOR

prof. Francesco Scullica
Politecnico di Milano



EXHIBITION
CONCEPT
& DESIGN

KNOWLEDGE
PARTNER



VUDAFIERI ♦♦ SAVERINO PARTNERS
MILANO SHANGHAI

ART
DIRECTION

BUSINESS
PARTNER

ITONICA
strategy & global positioning



CREATIVE
CONSULTANT
FOR TABLEWARE

MEDIA
PARTNERS



designwanted



La casa in ordine
VIVERE CON STILE

Our objective? To create a platform where Italian premium brands can gain valuable market insight, strengthen their visibility, connect with the right partners, and develop meaningful business opportunities in China.

THE CHINESE MARKET: OPPORTUNITY MEETS COMPLEXITY

China offers exceptional potential for Italian brands, but success requires more than product excellence. **It demands market insight, strong relationships and the right ecosystem** to navigate a fast-moving and competitive environment. Building synergies between companies, institutions and industry partners is increasingly essential to unlocking opportunities, reducing complexity and creating long-term value.

A BRIDGE BETWEEN ITALIAN DESIGN AND CHINA

The Italian Lounge is an experiential and business platform dedicated to Italian design and lifestyle.

A unique “bleisure” environment where business, design and hospitality come together to foster meaningful connections between Italy and China.

Hosted within **CIFF – China International Furniture Fair**, the world's largest furniture exhibition, and conceived and organised by **Edimotion**, The Italian Lounge has rapidly evolved into a recognised platform for Italian brands seeking visibility, relationships and business opportunities in China.

Under the patronage of the **Politecnico di Milano – School of Design**, with scientific coordination by **Prof. Francesco Scullica**, strategic partnership with **GWA**, exhibition concept and design by **Davide Pavanello Lab**, creative consultancy for tableware by **Alessia Cipolla | La Costruzione del Gusto** and art direction by **Vudafieri Saverino Partners**, the project combines design culture, market insight and business development within a distinctive and engaging environment.

More than an exhibition space, The Italian Lounge is an evolving platform where companies, professionals and institutions collaborate to promote Italian excellence and create new opportunities in the Chinese market.



The Italian Lounge helps Italian brands approach China not as individual companies, but as part of a trusted ecosystem of relationships, expertise and opportunities.

The Italian Lounge

@
58th CIFF Shanghai
5 - 8 September 2026



THE CHINESE HIGH-END FURNITURE MARKET

A major opportunity for Made in Italy

Source: CSIL – The World Market for High-End, Luxury & Design Furniture, July 2025

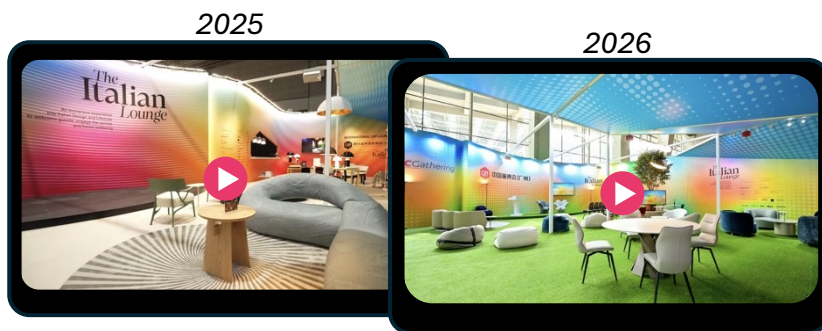
China is one of the world's most attractive markets for premium furniture, interior design and lifestyle brands. The Chinese high-end furniture market is worth approximately **USD 6 billion**, making it the world's second largest. China is home to over **6 million millionaires**, including **680,000 Very High Net Worth Individuals** and **100,000 Ultra High Net Worth Individuals**.

The Chinese hospitality, commercial and contract sectors continue to invest in premium furniture and interior solutions. Chinese consumers are showing growing interest in **authentic, sustainable and experience-driven design**. Demand in China is increasingly focused on wellbeing, multifunctionality and lifestyle-oriented products. Italian design and lifestyle remain highly valued in China as symbols of quality, creativity and culture.

The Italian Lounge provides a curated and credible gateway to the Chinese market, helping Italian brands increase visibility, build relationships and develop concrete business opportunities.

THREE EDITIONS SHAPING A GROWING PLATFORM

What began at **CIFF Shanghai 2024** has continued to grow through **CIFF Shanghai 2025** and **CIFF Guangzhou 2026**, evolving into a platform that connects Italian brands, design culture and business opportunities with the Chinese market.

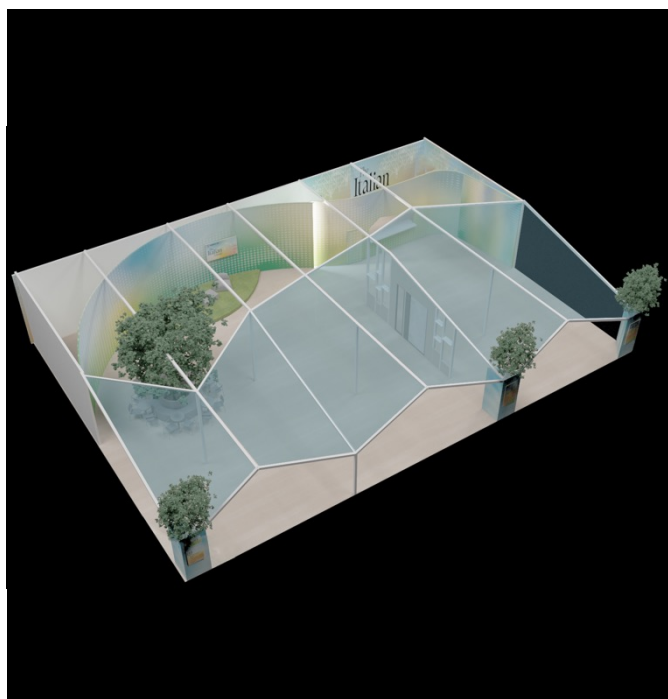


CLICK TO WATCH THE VIDEOS

THE ITALIAN LOUNGE AT CIFF SHANGHAI 2026

An experiential platform that brings together Italian design, culture, hospitality and business opportunities, creating a unique environment where brands, professionals and institutions can connect and explore new opportunities in the Chinese market.

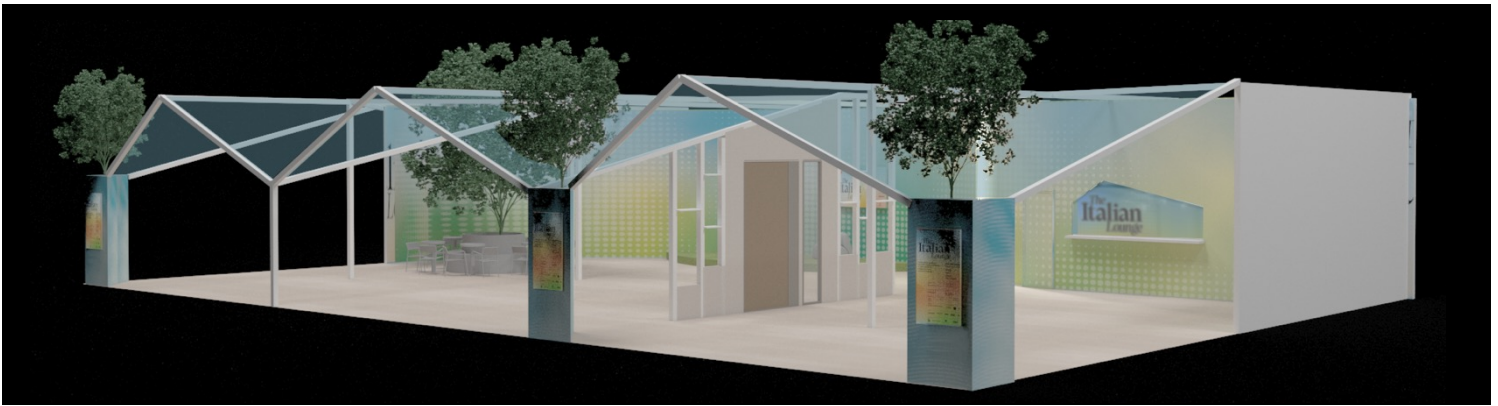
- Designed to foster interaction, networking and business development, The Italian Lounge features a **400 sqm environment** including:
- **A curated exhibition area** showcasing Italian products and brands
- **A VIP Lounge** dedicated to hospitality, meetings and catering
- **Networking spaces** for informal interaction and relationship building
- **A Forum & Talks Area** hosting experts, institutions, media and industry leaders
- **Thematic events, B2B meetings and storytelling activities** promoting Italian design, lifestyle and business culture



→ AN IMMERSIVE EXPERIENCE

Exhibition Concept – Davide Pavanello Lab

The exhibition concept transforms The Italian Lounge into a multisensory environment where design, hospitality and brand storytelling come together. Designed to enhance visitor comfort and engagement, the space combines materials, textures, visual elements and sensory experiences to create meaningful connections between people, products and brands. More than an exhibition, it is an immersive setting where Italian excellence is presented through a distinctive experience.



→ HOSPITALITY, TASTE AND CONNECTIONS

Hospitality - Alessia Cipolla | La Costruzione del Gusto

The VIP Lounge offers an authentic Italian hospitality experience designed for meetings, networking and convivial moments. Here, Italian food, wine and tableware are not simply showcased, but become part of a multisensory journey where hospitality, taste and design come together to create meaningful and memorable experiences.

→ A CREATIVE BRIDGE BETWEEN ITALY AND CHINA

Art Direction – Vudafieri Saverino Partners

With the art direction of Vudafieri Saverino Partners, the Milan- and Shanghai-based architecture and interior design studio, The Italian Lounge serves as a creative bridge between Italy and China, combining Italian design culture with an international perspective and enhancing the overall identity and experience of the platform.

→ KNOWLEDGE, DIALOGUE AND INSPIRATION

Talks & Forums – Scientific Coordination: prof. Francesco Scullica (Politecnico di Milano)

A programme of talks, forums and conversations exploring market trends, design culture, business opportunities and the strategic value of Italian design in international markets. Bringing together companies, designers, consultants, institutions, investors and opinion leaders, the programme promotes dialogue, knowledge sharing and new perspectives, highlighting the values that distinguish the Italian approach: design culture, innovation, flexibility and quality of life.

→ VISIBILITY, NETWORKING AND BUSINESS OPPORTUNITIES

The Italian Lounge combines communication, promotion and relationship-building activities designed to maximise visibility and generate business opportunities. Supported by CIFF and an extensive network of partners, the project attracts selected buyers, interior designers, architects, developers, retailers, media and key decision-makers through dedicated invitation programmes, exclusive networking events and targeted business matching activities. The goal is simple: creating meaningful connections and concrete business opportunities for participating brands.

→ MEDIA VISIBILITY AND STORYTELLING

Beyond the exhibition, The Italian Lounge amplifies the visibility of participating brands through an integrated communication strategy involving Italian, Chinese and international media. Editorial features, interviews, social media activities, videos and dedicated content help extend the reach of the project and strengthen brand positioning before, during and after the event.

MORE THAN AN EVENT

More than a four-day event, The Italian Lounge is an evolving platform designed to support visibility, relationships and business development before, during and after the fair.

→ PARTICIPATION

Joining **The Italian Lounge at CIFF Shanghai 2026** means becoming part of a curated platform designed to increase visibility, build meaningful relationships and create business opportunities in the Chinese market. Participation is reserved for **selected Italian brands** that represent the quality, creativity and lifestyle values of Made in Italy.

Participating companies benefit from a comprehensive package that includes:

- Exhibition presence within The Italian Lounge
- Targeted business matching with buyers, interior designers, retailers, developers and key industry players
- Brand visibility through dedicated communication and promotional activities
- Participation in networking events, talks and exclusive hospitality initiatives
- Distribution of promotional materials and brand storytelling opportunities
- Support for inviting and engaging clients and prospects
- Communication through CIFF channels and a network of Chinese, Italian and international media partners
- Inclusion in all official communication related to The Italian Lounge

TAILORED SUPPORT

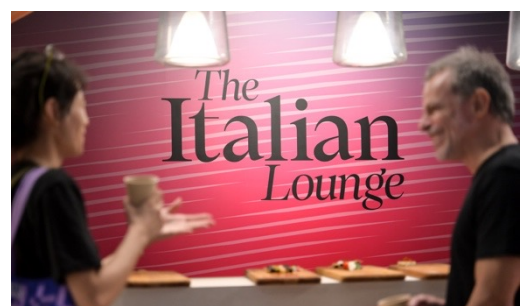
Additional services can be customised according to each company's objectives and market strategy.

BEYOND THE EXHIBITION

As an evolving platform, The Italian Lounge provides **access to a network of strategic partners** and **specialised services** supporting business development, market expansion and long-term growth in China.

According to their specific objectives, participating companies may benefit from dedicated support in areas such as **market positioning, communication, commercial development, partner identification, intellectual property protection, legal and tax advisory and financial and organizational matters.**

For companies approaching China for the first time, tailored advisory services can help identify the right partners, assess market opportunities and define effective market-entry strategies



→ FOR MORE INFORMATION AND PARTECIPATION

Fabrizio Todeschini

Edimotion Srl + Edimotion China Ltd

+39 335 6810797

fabrizio@edimotion.it

THE ORGANIZER

EDIMOTION

Founded in 2009, **Edimotion Srl** is an Italian marketing and communications company specialising in the design, furniture and architecture sectors. Through its operations in Italy and **Edimotion China Ltd** in Shanghai, the company helps brands build visibility, develop strategic relationships and create business opportunities between Europe and China.

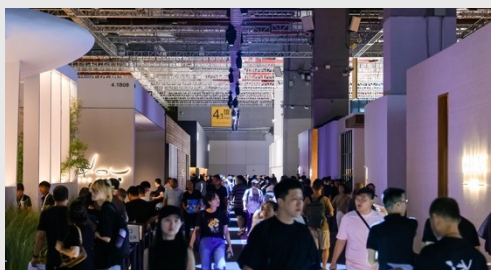
Combining strategic positioning, communication and international networking, Edimotion supports companies in navigating complex markets and strengthening their presence in key international contexts, with a particular focus on China. For over 17 years, Edimotion has collaborated with **CIFF – China International Furniture Fair** and other leading industry platforms, contributing to their international promotion and connecting brands, institutions, media and professionals worldwide.

Drawing on this experience, network and direct presence in both markets, Edimotion conceived **The Italian Lounge** as a platform designed to promote Italian design culture, foster international relationships and generate concrete business opportunities in the Chinese market.

THE HOSTING PARTNER

CIFF – CHINA INTERNATIONAL FURNITURE FAIR

CIFF is the largest furniture fair in the world and the leading platform in Asia for commercial relationships in furniture, contract and interior design. Organised by **China Foreign Trade Guangzhou Exhibition Co. Ltd** (Canton Fair – Ministry of Commerce of China), it is held twice a year — in **Guangzhou in March** and **Shanghai in September** — covering the entire design and furniture supply chain.



CIFF – SHANGHAI

The Shanghai edition is the leading event for premium furniture, interior design and lifestyle brands in China. It hosts premium brands and attracts high-level interior designers, architects, dealers and opinion leaders seeking quality, innovation and aesthetics. It is the excellence meeting point between the Chinese market and international brands with a strong focus on design and product storytelling.

CIFF Shanghai features over **1,500 brands**, **300,000 sqm** of exhibition area and more than **150,000 professional visitors**, including interior designers, premium dealers, developers and key industry figures.