

M&O Design Pavilion at WF CENTRAL Exhibitors Factsheet

1. ANDRÉ FU LIVING

Established by the internationally acclaimed interior designer and architect from Hong Kong, China, André Fu, in 2015, ANDRÉ FU LIVING (AFL) seeks to unveil a collection of key design pieces, designed in collaborations with unique artisans whom Fu has selected. The brand also marks the architect's movement into the broader world of lifestyle.



For M&O Design Pavilion at WF CENTRAL, ANDRÉ FU LIVING will display the brand's signature lifestyle products including perfumes, candles and scarves, reflecting Fu's signature modern style and modernist sensibilities.



2. Alessi

Alessi, founded in Italy in 1921 as a “workshop and foundry for the processing of brass and nickel silver sheet metal”, has always stood out for the high quality of its products. It is one of the leading “factories of Italian design” and capable of applying its expertise and excellence in design management to many different product types.

Alessi will bring its renowned designed tableware to the M&O Design Pavilion at WF CENTRAL, such as the famous “Anna G” wine bottle opener designed by Alessandro Mendini in 1994. It was made of stainless steel with Anna G's distinctive smile and complemented by a range of lively colours, which gave the product a unique charm and made this classic work a spiritual symbol of Alessi.

3. AP Collection

AP Collection, founded in Brussels in 2015, started with a love story between Alexis and Pauline. Their long-distance relationship pushed them to send all types of teddy bears to each other to fill in the lack of cuddles and affection. Inspired by this story, once they were reunited, they decided to create their first creation by all these teddy bears. Now, they are bringing back to life some of the most



prestigious authentic vintage furniture in a new stylish product. Each creation is handmade in Belgium with the utmost care.

For the first time coming to China with M&O Design Pavilion at WF CENTRAL, AP Collection will feature their classic pieces of work such as Grizzly bench, Pig chair and Rex XL pouf for the Chinese audience, providing the opportunity to stand out from the crowd and lean back in a sphere of comfort.

4. BEdesign



BEdesign was founded by Bette and Cilla Eklund in Finland in 2012. Bette is responsible for product design and developing the artistic vision of the company, while Cilla is responsible for business development. For BEdesign, design corresponds to creating products that are functional and aesthetically pleasing. The materials they use are chosen for their durability and suitability for the intended use.

They work with highly skilled craftsmen and manufacturers in Finland and across Europe, while the combination of high-quality craftsmanship and modern production techniques allow BEdesign to create innovative forms and designs.

5. Bleu Nature

Bleu Nature is a well-known high-end brand in the French home decoration industry featuring driftwood design. Since joining the HALO family in 2012, Bleu Nature has become a dazzling star in many design hotel projects around the world.



To reflect the brand's passion of bringing breathe new life into driftwood and bringing nature to modern interiors, Bleu Nature will display WAKI Sofa roomset, WOODNEST Sofa roomset and STONEPIET Dining Table roomset in the M&O Design Pavilion at WF CENTRAL.



6. bordbar

Since 2006 in Germany, bordbar has stood for the transformation of authentic airplane trolleys into timeless design objects for private use. bordbar's elementary passion of refurbishing old furniture to give the pieces a new context is what continues to drive the brand. They meticulously work on each design and consistently develop trolleys in their manufacturing process.

For its debut in China, bordbar will showcase their signature product for the

Chinese audience.

7. bulthaup

bulthaup has deep roots that stretch back to 1949 and its beginnings as an independent family business. For over 60 years, bulthaup has been developing products, combining engineering skill with aesthetics to create kitchen and living spaces that offer long-term functionality and design.

bulthaup's signature products, b solitaire, which will be displayed in the M&O Design Pavilion at WF CENTRAL, are revered for their clean lines, ergonomic layout and precision German engineering and manufacturing – all of which are fundamental to creating timeless living spaces that are meant to be used. What resonates with architects, designers and homeowners is that bulthaup kitchens feel as inviting and comfortable from the first day of installation to throughout the lifetime of the home.



8. Daisy Collection

Daisy Collection, established in 2016, aims to become a communication platform for art and culture on a global scale. The brands carefully selected by Daisy Collection represent a high standard of design, combining a mature and masterful approach to handcrafts with intelligent design.

For the M&O Design Pavilion at WF CENTRAL, Daisy Collection will feature a range of popular and inspirational works including the Millionaire Luxury safe, Sofia sofa and Diamond Emerald Green sideboard to bring forth the experience of art and emotion to the Chinese audience.

9. DAQI CONCEPT

DAQI CONCEPT was founded in 2015 by a team of product designers in Taiwan, China. The name DAQI is taken from a saying in Chinese that means to take time to become great and mature, to emphasize that the best things in life require more dedication. As designers, DAQI CONCEPT hope to bring together traditional craft and modern technology to create beautiful objects and elevate user experiences as well as their lifestyles.



The brand's signature design JinGoo will be displayed in the M&O Design Pavilion at WF CENTRAL. By bringing together an ambient light and Bluetooth speaker, it is the perfect blend of

Eastern aesthetics and superb sound quality, helping you escape the fast pace of life - creating a pleasant atmosphere for any space.



10. eguchi toys

eguchi toys was founded in 2006 in Taiwan, China. Designer and educator Kentaro Eguchi uses a variety of natural materials, combined with Montessori education philosophy and design concepts to create “good” toys suitable for children's psychological and physiological development.

The Mobile Bird-Pelican is the most classic product of this brand, which is painted in soothing colours and is able to swing in a gentle motion. eguchi toys is committed to designs that are helpful for children at home, so that parents can experience a colourful life with their children together.

11. Ethnicraft

Established in 1995 in Belgium, Ethnicraft have been creating authentic, contemporary and timeless furniture, such as tables, sideboards and chairs among many others, from solid wood, including oak, teak, walnut and other natural materials. The designs of Ethnicraft are always functional and have emotional character. Throughout the manufacturing process, Ethnicraft uses advance techniques and each new design is revised and reworked to the last detail.



For their first exhibition in China, Ethnicraft will display their representative design works for the Chinese audience.



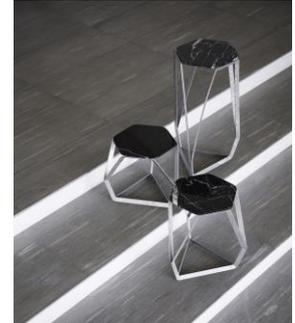
12. Frank Chou Design Studio

Frank Chou Design Studio, which was founded by Frank Chou in 2012 in Beijing, China, has now become the most representative independent design studio in China. The studio captures the essence of material and object and creates elegant and long-lasting design pieces.

The brand will present their representative designed furniture set, which reflects the studio's view of balancing aesthetic differences between the East and West through a unique perspective, whilst finding the modern expression of Chinese design synchronized with international design.

13. galvanii

galvanii originates from Thailand and manufactures furniture with galvanized steel as the main material through expertise in hot-dip galvanizing, along with cutting-edge design. galvanii believes in smart design that withstands the decades while incorporating aesthetic design with quality materials.



This is the first time for galvanii to visit China. It brings four signature collections including the Chamfer Collection, Aunglo Collection, Grid Collection, Contour Collection that designed under unique concept to suit customers' needs and lifestyle.



14. Ghidini 1961

Ghidini 1961 is a new brand created in 2016 under the art direction of Stefano Giovannoni and showcases Italian renowned manufacturing excellence. A specialist in die casting brass, aluminium and zamak, the company excels in combining advanced technologies and rapid prototyping with traditional craft skills. Ghidini 1961 presents itself with a strong aspiration: to become the reference point, the brass design company of excellence. A new idea which revolves around the 'made in Italy' label that looks at the world.

For its exhibition at the M&O Design Pavilion at WF CENTRAL, Ghidini 1961 has selected a great range of designs that demonstrate high quality, elegance, strength and technological prowess to an ancient and contemporary material.

15. giles miller studio.

Fascinated by the relationship between light and material, the London-based design studio giles miller studio. specialises in the development of innovative material, as well as surface and sculptural design. It has created widely acclaimed and award-winning work for some of the world's most prestigious brands, including Hermes, British Airways, Omega Watches, Ritz-Carlton and Harrods amongst many others.



For its debut in China, giles miller studio. has selected a series of artworks which are representative of its framed precision-engineered sculptures, Ying and Yang Series-Small scale framed artworks, to a Chinese audience.



16. Guzzini

Guzzini was established by an Italian designer in 1912 and it has been the leader in the production of designer plastic products and home accessories for the table and kitchen. All products come with a double guarantee: the origin of the materials and the extensive controls implemented throughout the production chain.

The M&O Design Pavilion at WF CENTRAL will display its signature products, “Ripples”, which were water bottles designed by Ron Arad, an acclaimed designer at the forefront of contemporary design and architecture.

17. hülsta

hülsta comes from Germany and stands for quality furniture established in 1940. This is reflected in an exclusive design, carefully selected materials, exceptional workmanship and meticulously crafted details. Each piece of furniture is individually manufactured.



The wealth of design possibilities includes bespoke productions. With versatile combinations of surfaces, shapes and sizes for each piece, hülsta is able to offer almost endless possibilities to create a comfortable home to the audience of the M&O Design Pavilion at WF CENTRAL.



18. IBRIDE

IBRIDE is a French design publishing house which celebrated its 20th anniversary in 2016. Under the IBRIDE brand name, a series of unique collections has blossomed, where each and every object embraces its own mythology. As time has progressed, IBRIDE itself has become a thing of contemporary mythology, populated with images, encounters, travels and animals and permeated with numerous references to the history of art itself.

For its exhibition at the M&O Design Pavilion at WF CENTRAL. IBRIDE has selected products which instill life into unique objects infused with stories and emotions.

19. JIA Inc.

JIA Inc. is a design company founded in 2007 in Hong Kong, China. With its beginnings focused on Chinese culture, JIA invites an international team of designers to inspire creations from the perspectives of East and West. Beyond cultures, beyond new and old, and beyond space, JIA reaches the most heart-warming and the most exquisite essence in the heart of every customer.



For its presentation in the M&O Design Pavilion at WF CENTRAL, the brand brings a selection of design objects that are relevant to both the Asian and Western dining table, reflecting its continues attempts in crossing the boundaries of cultures, tradition and modernity, and living spaces.



20. Juliarte

Juliarte was founded in 1978 by Julio and Francelina Leitao. Today it is considered one of the foremost companies in the decorative market in Portugal with a production line that covers the entire area of decoration. Juliarte is a living example of a family business, where a great amount of dedication, hard work and innovation, has achieved a level of quality and excellence in a difficult and competitive market. The brand is famous for its exclusive selected handicrafts, antiques and authentic furniture pieces, designed in a range of different sizes to cater to the needs of different customers.

For its debut in China, Juliarte will not only bring its signature selections, but also a WF CENTRAL exclusive collection.

21. Kimu Design

Kimu Design, a design company based in Taiwan, China, exhibits a naturally, simplistic but ingenious design style, committed to narrowing the distance between real life and the “new old life” in their designs. Kimu always preserves a quiet strength in its appearance, exerting a characteristic of almost desiring conversation with its partnering space, nature, and people.



This exhibition is Kimu Design’s first showing in mainland China, and they have selected products with traditional form and function, providing oriental paper lanterns which meet with western design aesthetics to produce a beautiful new shape for modern-day lifestyles.

22. Ligne Roset



Established in 1860, the French brand Ligne Roset grown from a family-run business to a multinational company with its deeply-held belief in design with investment and technical innovation. It is synonymous with modern luxury and invites consumers to revel in a contemporary, design-forward lifestyle. The company is known for its artful collaborations with both established and up-and-coming talents in contemporary design.

For M&O Design Pavilion at WF CENTRAL, Ligne Roset will bring a collection of signature design furniture designed by the acclaimed French designer Philippe Nigro to the audience.

23. Lucie Kaas

Lucie Kaas is a Denmark-based child inspired Design company established in 2012. The collections from Lucie Kaas have a classic look yet reflect both an edge and personality. The focus has been to develop new interpretations of classic designs, and also collaborate with new design talents in the creation of brand new products. Their starting point was in the Danish interior market with a number of re-launches of mid-century Scandinavian design.



Coming to the Chinese stage, Lucie Kaas brings their favourite designs, all of which were created with passion and heart. Lucie Kaas believes that the most talented can adapt while still maintaining their artistic touch.

24. MAGIS



MAGIS products are dedicated to a mostly international client base (exports account for some 85% of production), and are all 100% “Made in Italy”, a guarantee of high quality, in line with the firm’s tradition, which has developed from its craftsmanship and cultural roots, through the evolving styles and industrial growth of the eighties and nineties, and continues to comprise one of the company’s greatest and most valuable assets.

For the M&O Design Pavilion at WF CENTRAL, MAGIS brings a series of signature design furniture, including the famous Spun Chair, which is produced in a variety of disparate styles and unique glamour designs.

25. Made by Pen

Made by Pen is a Melbourne-based design studio that creates authentic and innovative products through collaborating with Australia's most passionate designers, architects, thinkers and inventors.



For its first time in China, the studio brings two of its signature designs, Linea and Field, to the M&O Design Pavilion at WF CENTRAL. Termed 'desktop architecture', Linea is a container which is well suited for living areas, the study, kitchen or bathroom. Field is a tableware item that invites a tradition of sharing and bringing people together. These objects are designed to make the places we work, live and play, more functional, beautiful and evolved.



26. MATHY by BOLS

MATHY by BOLS, a Belgian furniture manufacturer which caters for baby and children's rooms, is an eco-friendly combination of unique style and high quality. Fairly unusual in its sector, it is made by expert craftsmen working hand in hand with passionate designers and whose products have all received PEFC certification. To meet each unique need of each family and each child, the brand offers a wide variety of products in many different colour ranges.

At the M&O Design Pavilion at WF CENTRAL, MATHY by BOLS will have its first encounter with Chinese consumers who will view its renowned functional and attractive children's furniture such as the Treehouse bed and Tent bed. The brand aims to provide children with a comfortable daydream-like childhood.

27. Mr&Mrs Fragrance

Mr&Mrs Fragrance's home perfumery is closely related to interior design. Since 2010, this Italian brand is inspired by passion for travelling, photography and arts, taking inspiration from perfumes used in different cultures around the world.

The colourful shapes of its scenting products, combined with more than 23 fragrances in its collection, characterise both the vivacity and the modernity of living and working spaces. Mr&Mrs Fragrance's perfumes function to transfer and to amplify positive emotions, to make environments more pleasant, as well as enhance user wellbeing.



28. Qeeboo

Qeeboo, originally from Italy, is a next generation brand of furniture and accessories designed and launched in 2016 by Stefano Giovannoni. It creatively reinterprets the icons of our imagination to generate an original and tantalising “allure”, full of emotion, which is beautifully introduced to everyday objects in a surprising yet ironic style.



The brand’s signature design Kong lamp, inspired by the 1933 film King Kong, has been selected as the mascot of the M&O Design Pavilion at WF CENTRAL. Rather than being simply a lamp or a toy, the Kong has been fashioned into a unique and extraordinary object that represents Qeeboo’s typical down-to-earth attitude and futuristic mindset.



29. Rimadesio

As a contemporary Italian design brand, Rimadesio produces a system of products for sub-dividing environments and for the architectural definition of internal spaces. Doors, sliding panels, shelving units, walk-in wardrobes and a collection of complementary furniture: an offer which is constantly increasing in size and which is forever evolving its style. Linear and concrete designs are prevalent, where the simplicity of a concept is expressed through an exceptional level of technical competence.

Rimadesio’s aim is to continue to develop its own design culture and production technology to offer functionally innovative ideas which are exclusive from an aesthetic point of view and can ensure maximum reliability over time.

30. ROLF BENZ

ROLF BENZ is a German furniture company founded in 1964. All products are manufactured in Germany to the very highest standards of craftsmanship using only raw materials such as wood, leather and textiles that have been responsibly produced in Germany. With 50 years of experience in perfecting furniture, ROLF BENZ has gained the reputation for combining innovative design with superlative product quality.



ROLF BENZ brings its elegantly designed furniture retaining the timeless beauty and functionality, including the Onda Range sofa set and the 920 Coffee Table to the audience of the M&O Design Pavilion at WF CENTRAL.



31. SELETTI

Ever since it was established in 1964 in Italy, SELETTI has followed its principle of professionalism with a constant search for innovation and originality. Known as a significant brand in pop art design, it focuses on design projects and on creativity, which characterizes Italian excellence.

Today SELETTI aims towards a new kind of production and daily life, an on-going journey within the idea of beauty. The audience will be able to enjoy and purchase its signature designs such as Art de la Table (KINTSUGI, I-WARES), Diesel Living, Toiletpaper Lounge, Heart Vase and its series of lighting items including the Banana lamp and Monkey lamp at the M&O Design Pavilion at WF CENTRAL.

32. tre product

tre product is a French brand established by the internationally acclaimed designer Tomek Rygalik in 2015. The brand believes that simple things are superior and constantly pursues for perfect solutions ensuring their masterful execution.



For its first display in China, tre product brings an array of designed objects which are created with consciousness and great attention to detail by a worldwide selection of designers and makers. They are simple, honest and timeless solutions for everyday life.

33. Zens



Zens is an oriental handmade high-quality design and manufacturing brand and was established in 2009. Zens' designers are collective of creative minds from Japan, China and Italy who are passionate to bring oriental lifestyle to the world with simple, innovative, and modern concept.

Zens will display two signature design collections in the M&O Design Pavilion at WF CENTRAL, the Chirp and the Stone Series, which are designed by the acclaimed Japanese designer Oki Sato, representing a perfect combination of modern lifestyle and oriental aesthetic, bringing a sense of modernity and natural beauty to home living space.

34. Zi

Zi is a brand featuring tableware established by the Chinese actress and interior designer Liu Zi. “Z” is the last letter of the alphabet and the “I” refers to “me”, thus it means to find oneself in the end.



With an urban lifestyle that is fast, ever changing and full of anxiety, Zi intends to use “temperature” to establish the most realistic emotional interaction between people to help search for real freedom of the soul.



35. Zuny

Zuny is a home decor brand rooted in synthetic-leather handicrafts established in 2007 in Taiwan, China. Well-known for its paperweights and bookends moulded in the shape of animals, Zuny creatively shortens the distance between items and people by applying soft curves to enhance the vivid images of objects with a creative passion in bringing the original and simple beauty back to daily life.