

Press Release:

For publication on Tuesday, September 8, 2020

New Attitude, New Breakthroughs

CAMERICH Attends CIFF Shanghai 2020 with BAIANA Chairs

(Shanghai) On September 7, 2020, the 46th China (Shanghai) International Furniture Fair was held as scheduled. Following the Siza Pavilion for CAMERICH last year, China's top furniture brand CAMERICH, once again, revealed its new space designed in collaboration with Neri&Hu Design and Research Office, highlighting the BAIANA Chair designed by the world-renowned architect Alvaro Siza.

(Insert video of the fair)

At the fair, CAMERICH presents a 460-square-meter exhibition space featuring the BAIANA chair, models of Beijing Headquarters and Jiaxing Industrial Park. It was created with a simple geometric structure, forming a perfect design system that combines furniture, space, architecture, vision and futuristic concepts together. It conveys CAMERICH's unchanging enthusiasm and enterprising spirit, and embodies the theme **"Go Ahead Forever"**, which means:

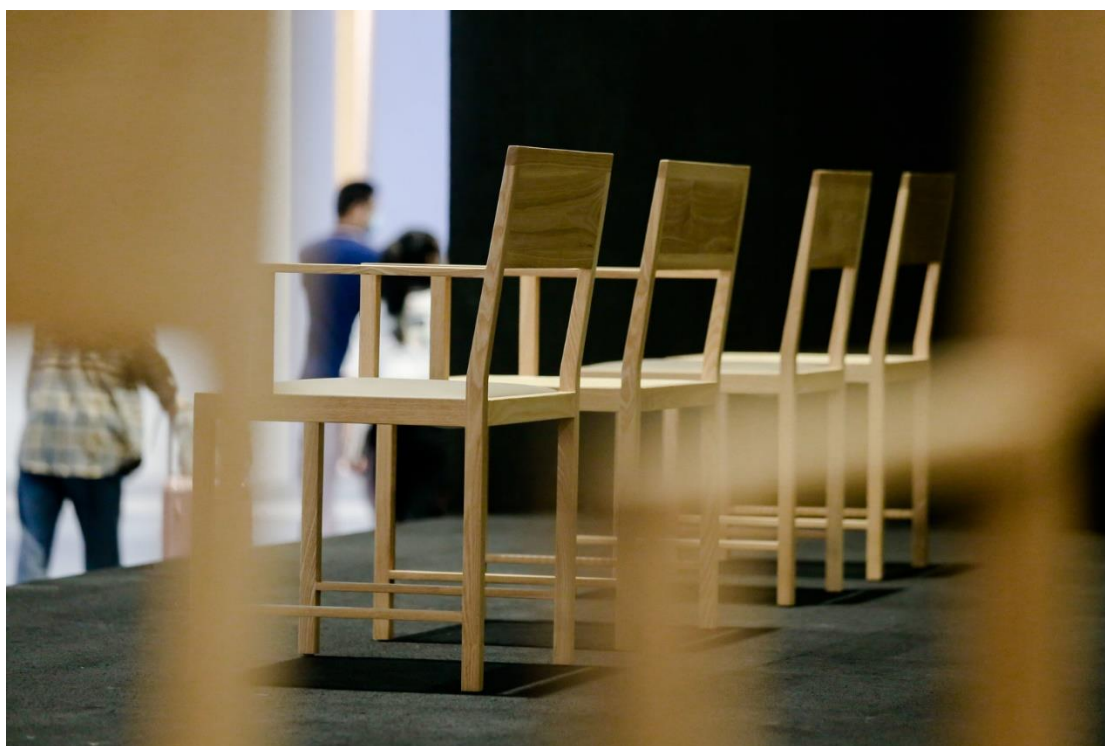
**Never be self-satisfied, and refuse to repeat,
Never get distracted by the outside world;
Unswervingly explore the way to innovation with a brave heart,
Find a new development path;
Show the attitude to lead in the digital age,
And the determination to go for the better.
In the constant self-breakthrough,
Hold on to the moment, while looking into the future.**



As an inter-disciplinary architectural design practice based in Shanghai, Neri&Hu combines diversified and overlapping designs in a global approach to create a new architectural paradigm and vividly visualize the design of CAMERICH space. Stepping into it, one can see an open public platform, which serves as a customized stage for the only protagonist of this exhibition -- BAIANA chair, inheriting and showcasing the design spirit of the legendary architect Alvaro Siza.



As visitors tour around the space, they would notice the signature of the master architect on the back of the chair. The intimate and free contact with BAIANA chair closes the distance among the exhibits, the viewers and the space, offering a pure, simple and authentic experience. At the same time, CAMERICH embraces the digital age with a whole new attitude, and officially launches its Tmall flagship store, making the BAIANA chair more accessible to the public.

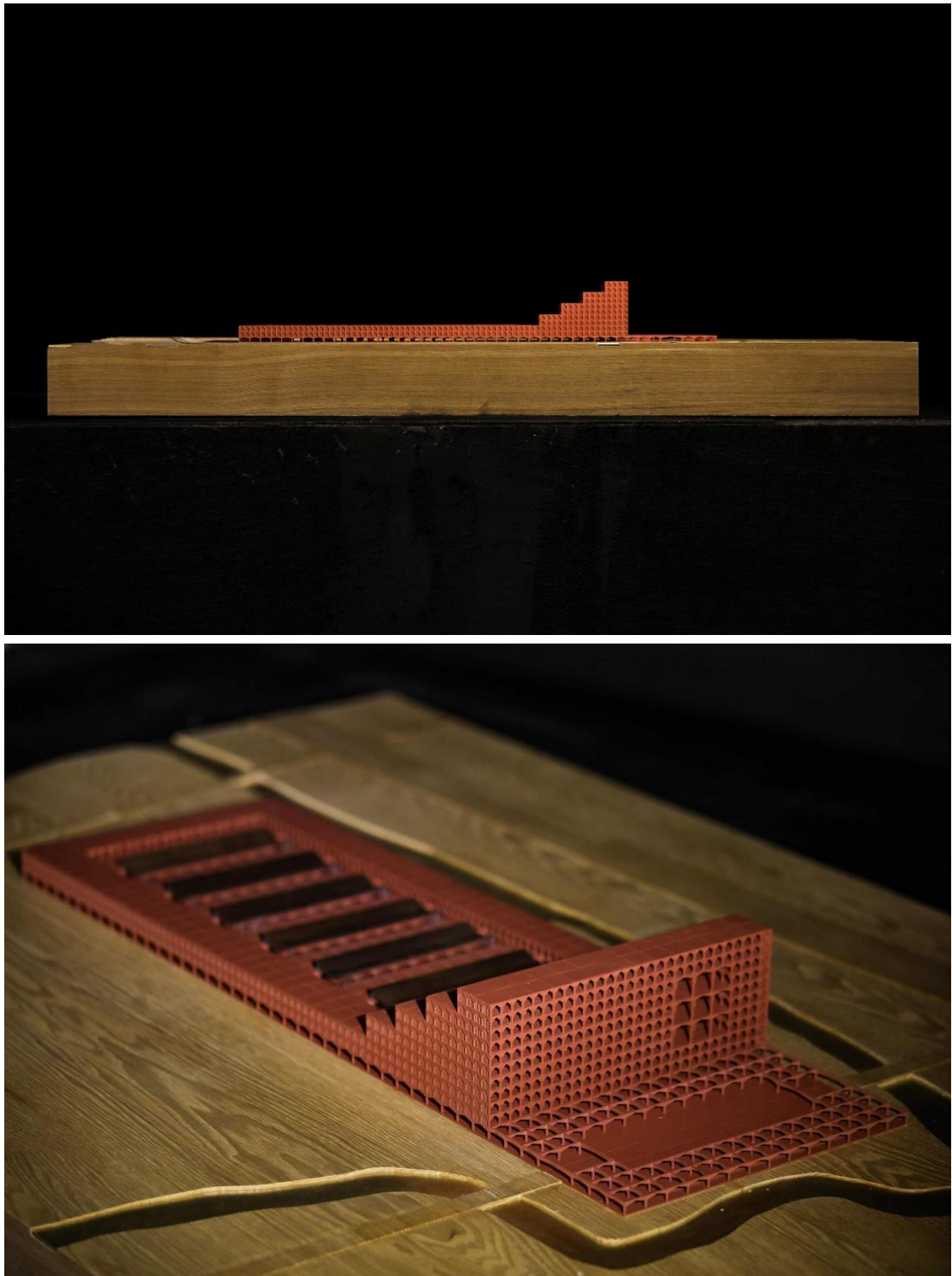




Walking along into a winding corridor, like in a canyon and cave, one can take a close look at the two architectural models of CAMERICH Beijing Headquarters and Jiaxing Industrial Park. They were created by CAMERICH in cooperation with ZAO/standardarchitecture and Neri&Hu respectively. And this is their first appearance before the public.



Beijing headquarters building model



Jiaxing Industrial Park building model

Mr. Xu Jicun, Operating President of CAMERICH, said: "Innovation is the driving force of CAMERICH. Even after experiencing the global public health crisis, we are still full of enthusiasm and continue to forge ahead. We have created many firsts at the fair: the first appearance of CAMERICH's future plans, the new starting point for a brand-new exhibition model and a rehearsal of the iterative upgrade of the business model. Through

this courageous attempt, we hope to create more value, accumulate experience, lead for future development and realize the dream of building a better home.”



2020 is an extraordinary year. It has given us new insights and strengthened our inner power. **CAMERICH will unswervingly explore the way to innovation, show the new spirits and quality with freedom and openness; stand out with its unique exhibition; bravely stay true to itself and forge ahead in the new stage of industrialization.**

