

## East Meets West, Harmony in Diversity

### CAMERICH Joins CIFI Guangzhou 2021 with New Products

(Guangzhou) From March 18 to 21, the 47th China (Guangzhou) International Furniture Fair (CIFI Guangzhou) and the 2nd “Design Spring” Contemporary Chinese Furniture Design Fair were held as scheduled. After 12 years, CAMERICH returned to the fair with a “white box” and a dozen new products that blend the Eastern and Western culture and designs, opening a new chapter of the brand in the post-epidemic era.



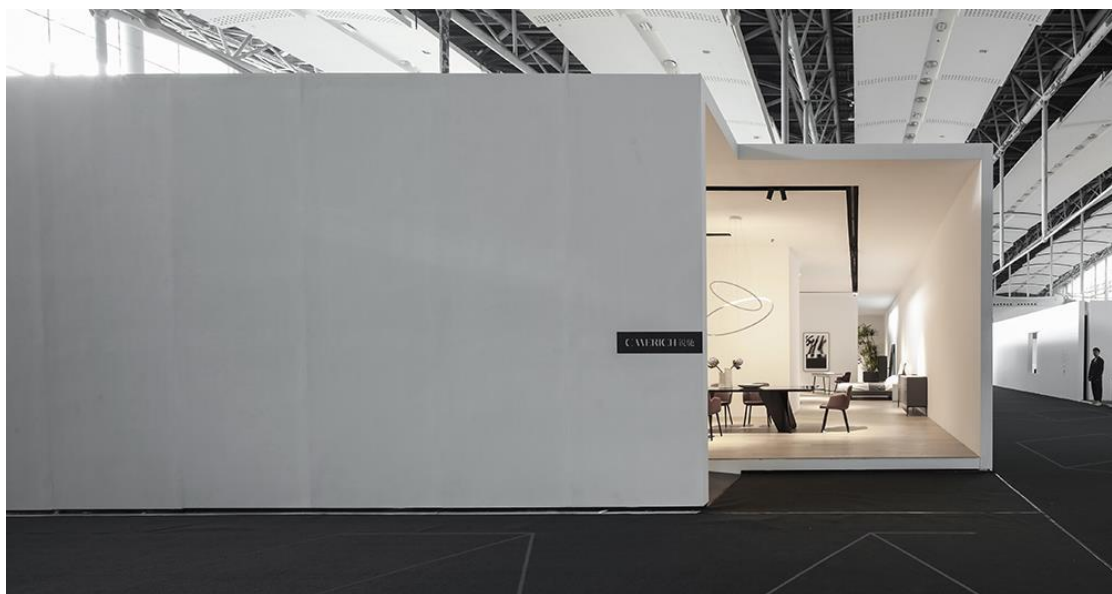
设计之家 × CAMERICH 锐驰

当代中国家具设计展  
CONTEMPORARY CHINESE FURNITURE DESIGN FAIR

Inheriting CAMERICH’s concept of ‘KONG’ shown in MAISON&OBJET PARIS in 2020, this year’s exhibition introduces Chinese traditional courtyard house culture, presenting the combination of tradition and modernity, the contrast between East and

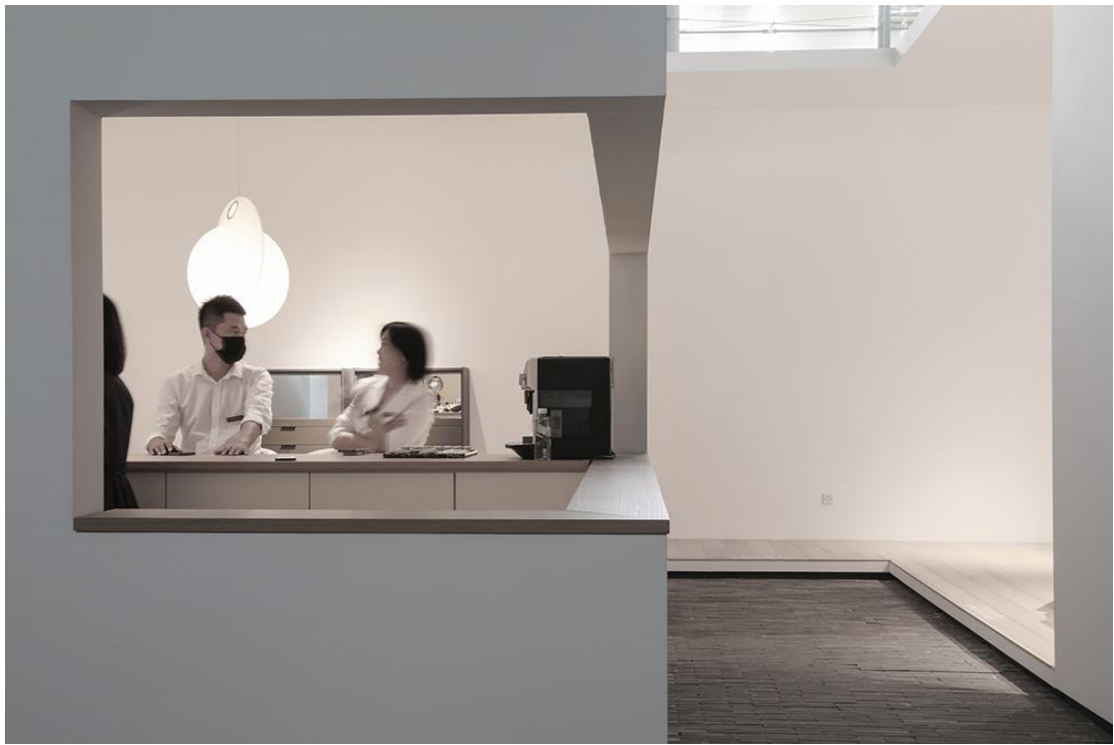
West, and the harmonious coexistence between man and nature. It once again shows CAMERICH's international vision and innovative modern design rooted in Chinese traditional culture.

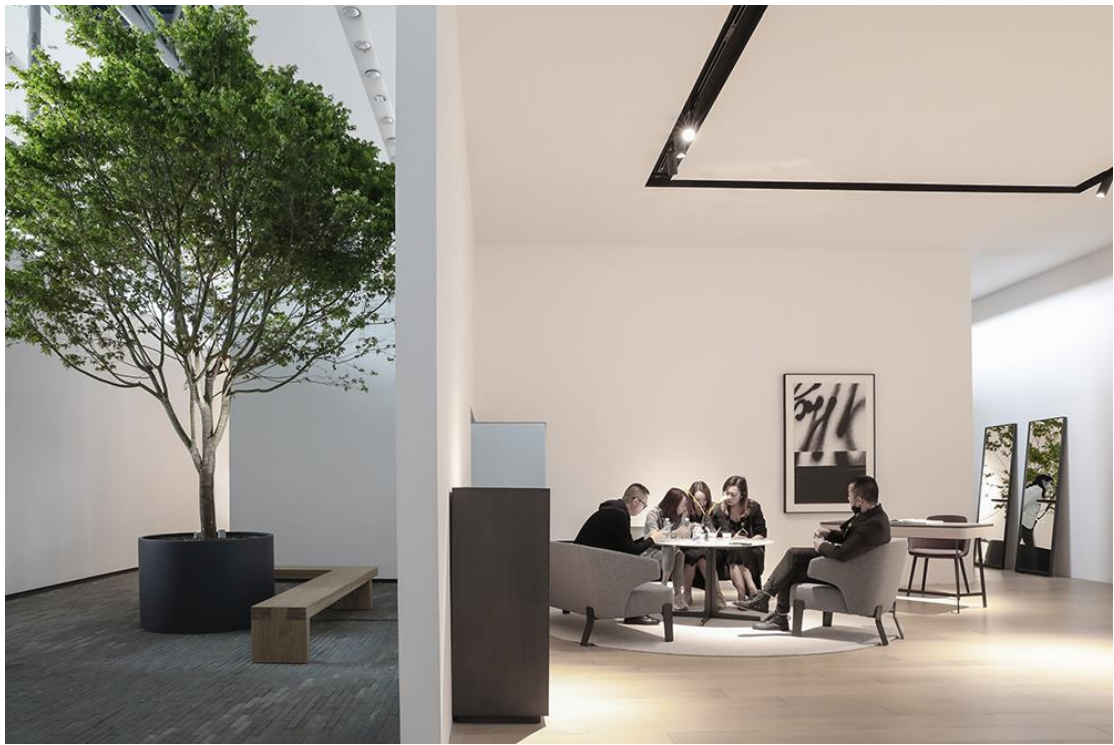
Occupying an area of 520 m<sup>2</sup>, CAMERICH faced visitors in a huge white space, as so called "white box". The simple and neat appearance attracted the audience to stop and take a closer look. The internal space layout draws from the traditional courtyard house culture, and features winding flows and well-proportioned courtyards, integrating the oriental spatial philosophy with modern furnishings. Outside, it's eclectic; inside, it's inclusive.





















CAMERICH also released a dozen new products, including the collaborative works with YELLOW WINDOW Studio from Belgium and FAVARETTO&PARTNERS Design Studio from Italy. These new designs follow CAMERICH's signature

minimalist, comfortable and artistic style, while creatively blending the different cultural elements from the East and the West.













YELLOW WINDOW Studio is a professional design agency with an international perspective. It offers a more innovative form of design based on a cross-discipline and cross-region cultural collaborative thinking. The EAST-WEST sofa on display at this



exhibition is a great example. It combines Chinese armor elements and traditional techniques with a modern modular design, a perfect combination of function and aesthetics, fashion and elegance.









Adhering to the concept of “Design for All”, FAVARETTO & PARTNERS Studio constantly upgrades its design with the changing times. The SPIN table is full of tension and gets inspired by the surfaces of organic buildings and natural canyons.

The ESSENCE chair highlights the design of round-backed armchair from Ming Dynasty, and the whole piece is smooth and airy. The WING chair features an enveloping armrest and fine connection details, giving an elegant and comfortable sitting experience.









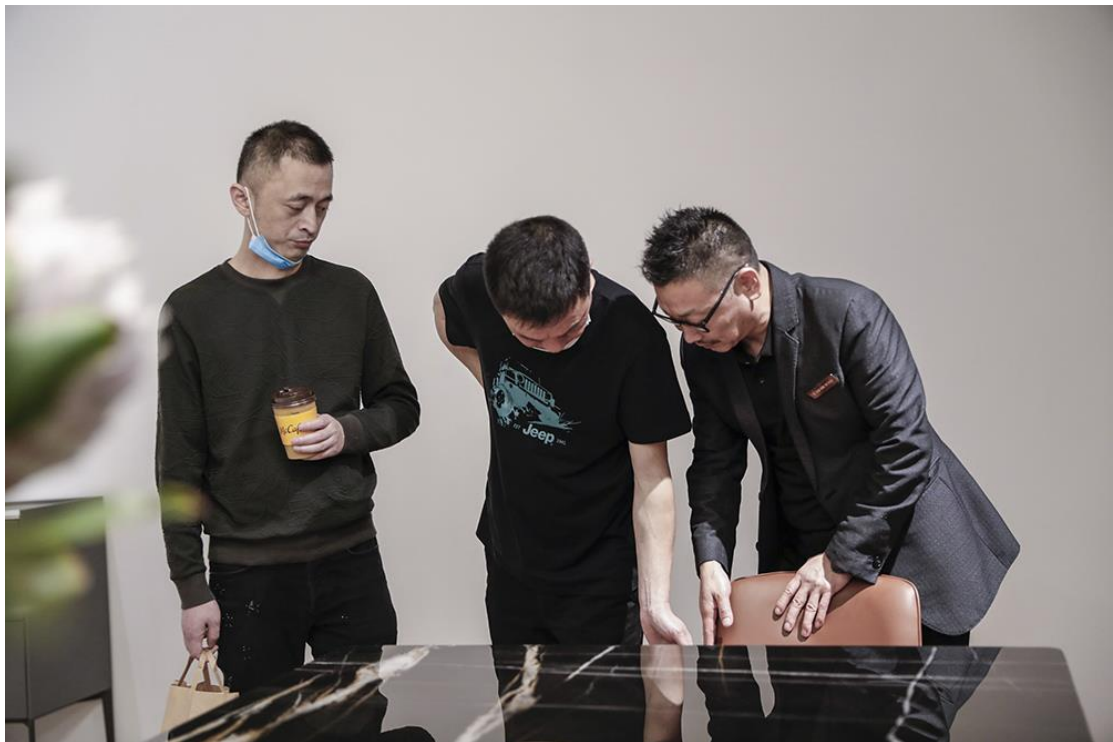






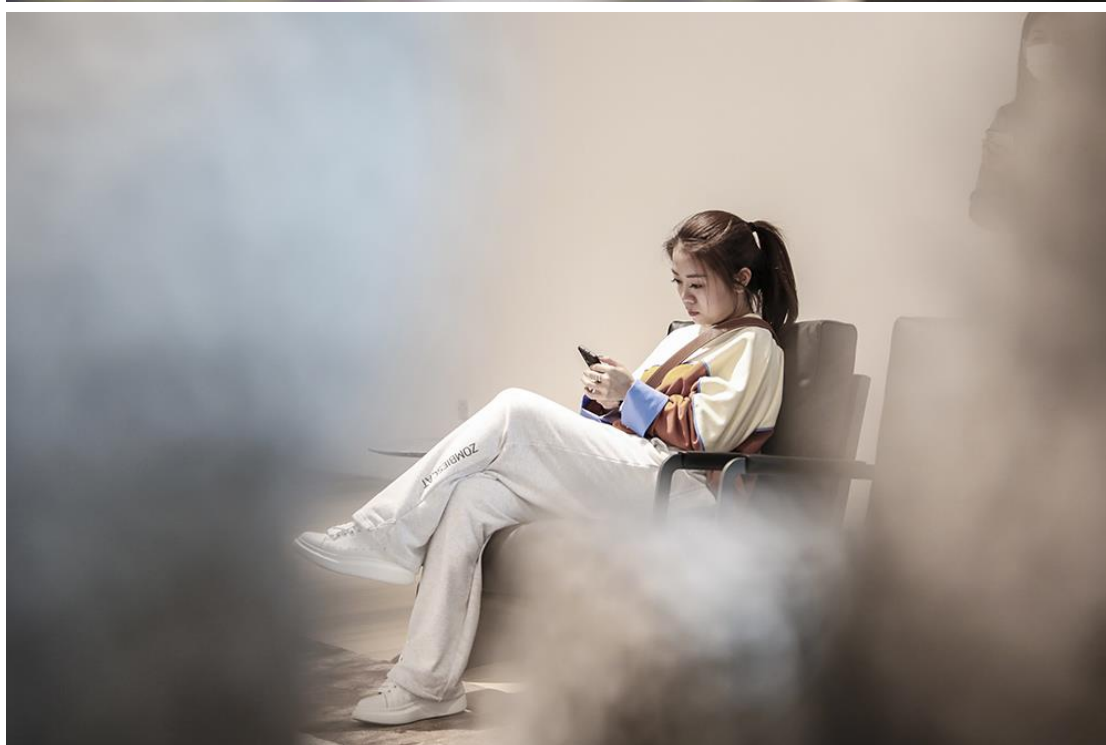
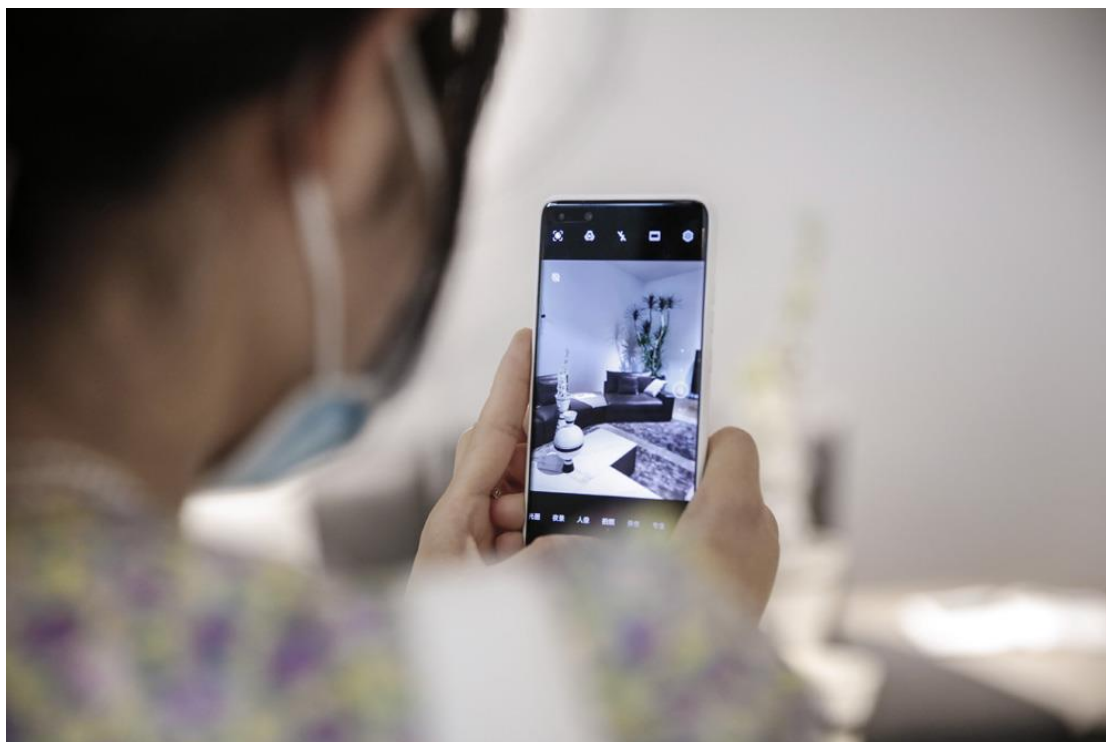
CAMERICH has never stopped its pace of innovation and exploration. It takes the lead in terms of high-quality lifestyle and the exploration of international markets. With an open and confident attitude, CAMERICH persists in absorbing and

integrating new elements, upgrading itself, and actively exploring the diversity of design and the sustainability of lifestyle, to show the world the endless creativity and inclusivity of Chinese brands.









Starting from design, CAMERICH stays harmoniously with art, culture and nature, promotes the exchange and merge of Eastern and Western cultures, and once again achieves innovations and breakthroughs with the perfect combination of forms, spirits and techniques.





News link:

The “Design Spring” Contemporary Chinese Furniture Design Fair advocates the trinity of art, design and life, re-examines and explores the unique culture, art, design and brand value of contemporary Chinese furniture design with an independent and inclusive perspective, presenting the charm of Chinese design and Chinese brands to the world.

About YELLOW WINDOW:

YELLOW WINDOW Studio incorporates design thinking into its three key services: product design, service design and strategy design. The YELLOW WINDOW team is committed to offering real-life experience and innovation, and realizing multidisciplinary and sustainable development. The team has won numerous awards, including the Red Dot Award and the IF Design Award. Some of its notable works include the Futura coach for Bova Company of the Netherlands, the Aero bathroom product line for Ideal Standard, a German bathroom solutions brand; the “diving-mask” train for the Belgian Railway Company and Samsonite travel bags, etc.

About FAVARETTO/PARTNERS:

The design studio was founded by Paolo Favaretto in Padua, Italy, in 1973. For over 40 years, the passion for research and rigorous design standards have characterized the studio in its industrial and architectural designs. Reliability and proven competence have helped the studio to complete more than 500 design projects and win 109 design awards. The FAVARETTO & PARTNERS Design Studio supports

and practices the principle of “Design for All” and specializes in the design and development of furniture, ornaments, medical equipment, and office supplies.