Red Star Macalline and Milan show Introduction
<table>
<thead>
<tr>
<th></th>
<th>Company Portfolio</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Milan Design Week Contemporary Chinese Design</td>
</tr>
<tr>
<td>3</td>
<td>2016 Milan International Design Week Plan</td>
</tr>
</tbody>
</table>
WHO IS CHINA RED STAR MACALLINE?

We are not furniture maker

We are the platform to provide sales channel & value-added service to the makers

We have more than 170 Macalline Malls all over China

We are not furniture retailer

We are the home furnishing shopping mall to provide E2E solution to consumers
Red Star Macalline, as the leading brand in China furnishing market, has 130 furniture shopping malls in over 90 cities. It is the leading player both in total mall sizes and sales performance. Macalline aspires to have 200 malls nationwide and join the ranks of world's top 500 companies.
As the leading actor in China home furnishing industry, Red star Macalline is fully aware of its responsibility to promote original design and we are consistently dedicated to that.

— Jennifer Che (Vice President of Red Star Macalline)

As the high-end furnishing mall in China, Red Star Macalline not only delivers high-end and top quality products for Chinese customers, but also promotes original design.

Macalline makes consistent efforts to promote domestic original design, including setting up specialized area for design work display in the mall and original design promotion in Milan International Design Week.
Family loving Culture---Be together with your family

In 2006, Macalline initiated the concept of “family-loving day” and “culture of family”. Since 2010, Macalline has been spending lavishly every year celebrating the home-loving day it specially designed to promote the importance of “culture of family”.

Macalline’s Family-loving Culture

Family, according to Macalline, means not simply a beautiful house with luxurious decoration, but a shelter for souls and the source of inspiration.
1. Company Portfolio
2. Milan Design Week Contemporary Chinese Design
3. 2016 Milan International Design Week Plan
Join Milan Design Week (2012-2016)

1. to create international influence for China’s original design
2. Become the focus of international arena
3. Strengthen the communication of original international designs
There was over 10 millions visitors during the exhibition, most of them showed great praise and recognition.

There were more than 80 works visitors are willing to buy, and they left contact information of companies and designers.

Furniture Association of Guangdong and Hong Kong also went to the show, and express the great approval.

Insist on original design is the only way to build up a stronger brand, and to win the respect of the world.
The second appearance in Milan is expansion of a strong Chinese cultural, Macalline as a cultural ambassador for China win the respect of the culture and brand in the world.

In the context of globalization, original design is the concept of “you have me while I am in you”. Redstar is a bridge and platform for the integration of communication.

Redstar gathers industry's top designs, support and promote originals, it will help break the status of industry input and copys, leading the Chinese domestic industry to upgrade from made in China to create China.
During the Milan Furniture Fair in 2014, Red Star published an international platform in Milan called super chain, the station will serve as a new base in the international arena for the brand to provide a new platform to the international.

Establish an international platform is also the goal of national government, Milan as our stronghold of the R&D center, will help us to expend oversea institutions.

Establishment of overseas R & D center in Milan is an important step for red star to go international

Provide more resources for domestic home design industry

further enrich the B2B brand services, and gradually expand our influence abroad.
2015 Milan design week—Plan of the exhibition

1. “Slow Seating” in Milan again
   In 2012, “Slow Seating”, the lifestyle of China
   In 2013, the taste of China
   What else to share with Milan
   Perhaps have a listen what Chinese factories think
   Have a look how we imitate our ancestors

2. Imitation is the most basic human behavior
   If there’s no imitation
   Children could not grow up
   Nations could not multiply
   Flowers could not bloom
   All things will wither away
   If there’s no imitation
   The innovation of design becomes a fair tale

3. Remembered that many years ago in Holland
   During the opening ceremony of Ceramic Art Exhibition
   Major of Delft said
   Holland have been imitating the porcelains of Jingdezhen porcelains till nowadays
   Which is a memorable and exciting speech
   In fact the well-known as the most beautiful Denmark Chair in the world
   Was imitated from Ming-style furniture

4. How do we innovate based on the imitation
   But also combined with the present lifestyle
   The present technology
   And the aesthetic taste of a nation
   It is a thinking as the curator

【Slow Seating】
The theme of 2016 Milan Show

Theme: 2016 Milan Design Week “Contemporary Chinese Philosophy Of Life”

Date: April 12th 2016

Time: 19:00

LOCATION: Superstudio Più - Via Tortona 27 – Milan zip code: 20144
The methods of 2016 Milan show

The art of life. Don't do strange design, neither the design of the generation gap. What we do is to restore the traditional artistic, and it is also the design of contemporary life.

From the contrast with old and new items in appearance and function, we learn a lot of information about life and how to decorate our homes.

Different layout and detailed design telling us the different stories. Moreover, it reflects various emotions and thoughts.

The fluent route and intimate spatial arrangement promote more interactions, and bring better experience for our audiences.
C foundation is comprised by ten most popular and wellkbow designers in China, Red Star Macalline and innovation design are the main platform to promote the original design. Ten Leader brand of original design in China.

Public benefits and innovation design, let’s move ahead. What we do now is trying to promote the business of furniture industry, and help Chinese furniture industry to progress. We want see both the traditional and modern design could be grow together, and “design in China” will be approved.
1. Find the old items which can express the traditional Chinese lifestyle.

2. Work together to design ten same category items to explain the evolution of Chinese design.

3. At the exhibition, we will highlight the comparison and contrast, guide audience to experience the daily life of China.
Welcome to our exhibition