

March 5, 2012 (Shanghai, China) - FOR IMMEDIATE RELEASE

Eco Design Fair Spring 2012 inspires us to Explore, Create, and Grow

On Saturday, April 14, 2012, the Eco Design Fair will bring to Shanghai's South Bund an anticipated audience of 8,000 people from around the city, eager to learn about green and healthy living, and seeking earth-friendly alternatives in fashion, food, energy, transportation, wellness, home, gardening, finance and more. The theme of the Eco Design Fair this season is Explore, Create and Grow. The root of all inspiration comes from exploration that in turn enthuses creation and enables us to grow. The Eco Design Fair exists primarily to inspire and grow our eco consciousness for better living and a greener tomorrow.

The Eco Design Fair is a true community occasion, bringing together like-minded businesses, organizations and leaders from across China to promote sustainable economic and community development and to offer a wide variety of fun, informative, healthy and earth-friendly experiences for all ages.

The Eco Design Fair partners with venues that exemplify the merge of modern design and environmental responsibility, such as The Cool Docks and The Waterhouse at South Bund.

The eco Marketplace, ecoFresh Foods and eco Kids Corner will be held within the event space at The Waterhouse at South Bund, a luxury design hotel located in a renovated port warehouse on the banks of the Huangpu River. Over 60 eco lifestyle, service and food exhibitors and await you to explore at the eco Marketplace.

The Stage, ecoArt Workshop & Exhibit, special activity learning hubs for Cool Living, Urban Farming, and Green Transport will be held opposite The Waterhouse at The Cool Docks, a retail and business area featuring theme restaurants, bars, leisure chambers, and boutiques. Located in the historical Shiliupu Pier and retaining many of the old Shikumen style architecture, The Cool Docks injects culture and art into modern business and leisure.

Eco Design Fair's co-organizer, GoodtoChina will be introducing their enlightening forward thinking workshops at the event to encourage dialogue, awareness and opportunities for sustainable change. Interactive workshops throughout the day focus on sustainable business opportunities, trends, how to start your own sustainable business, green transport, urban farming and healthy living.

There will be an enticing day of events at the Stage at the Cool Docks. A full day program is scheduled with eco-fashion shows, high energy performances by Zumba Shanghai, healthy living and beauty demonstrations, music and many more exciting performances.

Several new and exciting activities planned for the event include an eco art exhibit, green city walks, critical mass bike ride, bike demonstrations and a private eco media lounge for the Press.

Eco Design Fair is partnering with Shanghai Flaneur - "a walking think-tank" on the city of Shanghai offering thematic walks, talks, and study tours with an educational approach - to launch a series of GREEN WALKS in April 2012.

Collaboration with ARTSpring, a China-based curatorial hub for visual art focused on strengthening the social foundations for sustainable development, offers a unique art exhibit, workshops and demonstrations to connect the public, environmental organizations and professional artists to be aware of eco values.

Join the original Eco Design Fair on April 14, 2012 in celebrating a healthier, more sustainable lifestyle at our ninth event in Shanghai. Explore, Create and Grow for a better tomorrow!

About Eco Design Fair

The Eco Design Fair emphasizes eco-responsible design products and designers, and draws national attention to Shanghai's unique intersection of art, commerce, and sustainability. Started in 2008, the Eco Design Fair is the first such initiative in the city to provide the community the opportunity to network, exchange ideas and be part of a growing eco-conscious movement in Shanghai. Founded by Sherry Poon, key organizers now include Wobabybasics, Ogilvy Earth, naked Retreats, and Jooi.

GoodtoChina is the Eco Design Fair's co-organizer bringing interactive workshops and themed exhibits during the event to help visitors to identify, understand and practice sustainable living. GoodtoChina is an action orientated cross discipline platform that focuses on the small yet significant things that people can do in their everyday lives to move towards sustainable living.

For more information, please visit our website at: www.ecodesignfair.cn

For high-resolution images from previous events, download at: <http://gallery.me.com/wobabybasics/100040>

Media Contact

Sherry Poon +86 13162441598

Cherry Lu +86 21 6247 0577 (Chinese press)

nihao@ecodesignfair.cn

2012年春季生态环保设计展激发我们去 探索，创作，成长

中国上海（2012年3月5日）- 新闻稿/2012年春季生态环保设计展即将于2012年4月14日（周六）在上海南外滩拉开序幕。此活动预计会吸引8000多名上海市民前来参观，学习健康、绿色的生活方式，努力寻求在服装、食品、能源、交通、居家、健康、园艺等更多领域使用环保替代品。本次活动的主题是：探索，创作和成长。所有灵感均来自内心对探索的渴望，从而激发不断创作的热情，使我们能够不断成长。生态环保设计展旨在激发和增强人们的环保意识，倡导健康的生活方式，共同创造更加绿色的明天。

生态环保设计展是一个真正属于公众的生态社区活动。它将中国怀揣着共同理念的公司和组织以及环保领袖齐聚一起，共同推动可持续经济和社区的发展，同时让不同年龄层次的参观者亲身经历了一系列有趣，健康和环保的活动。生态环保设计展一如既往与其它许多不同类型环保组织合作带来更有深度的生态知识，呈献一整天异彩纷呈的寓教于乐的活动。

生态环保设计展一直与很多体现现代设计和环保意识完美相融合的场地合作方进行合作，比如 [The Cool Docks](#)（老码头）和 [The Waterhouse at South Bund](#)（南外滩的水舍）

南外滩水舍的活动区域将会呈献如下活动内容：生态市场，绿色食品市场以及生态童趣角。水舍是南外滩的一个精品酒店，坐落在浦江西岸，毗邻全新改造的十六铺，由早期的港口仓库改造而成。60个有关涉及生态时尚生活品类、服务类以及食品类展商在正在生态市场等待着您来探索。

南外滩水舍对面的老码头将会呈献如下活动内容：生态艺术研讨会&展示，酷活特别活动学习中心，城市农耕以及绿色交通活动。南外滩是商业和零售相结合的区域，业态规划主要是特色酒吧、休闲会所、主题餐厅和个性化零售。老码头坐落在十六铺(上海最早的码头)，其建筑保持了许多老石库门的风格，将文化艺术注入现代商业和休闲产业。

生态环保设计展的协办方 - GoodtoChina将会在此展活动中打造启迪思想的研讨会，共话环保话题，讨论可持续改变所带来的机遇。全天的互动研讨会将聚焦可持续商业领域的机遇和趋向，如何开创环保事业，绿色交通，城市农耕以及健康的生活方式等。

老码头的舞台也会呈献广受观众青睐的活动，包括：时尚前沿生态时装秀，Zumba上海带来的活力四射的表演，健康生活方式以及美容展示，音乐以及更多其它激动人心的表演。

伴随着舞台表演，我们还在老码头精心准备了其它几个新颖而刺激的表演，比如：生态艺术展，绿色城市智慧行走，大众骑车活动，时下最酷自行车展示以及一个私人媒体休息室。

生态环保设计展与 Shanghai Flaneur – “行走智囊团”将于2012年4月合作开展一系列“绿色行走”活动，在上海提供主题特色行走，进行主题讨论，通过别出心裁的教育方式汲取知识。

ARTSpring (艺春)是一个立足上海的有关视觉艺术的中心，注重增强对可持续发展的社会基石。生态环保设计展将与其合作提供独特的艺术展示，研讨会和展示等方式来凝聚公众、环保组织和专业艺术家的力量，共同提升生态价值。

请加入2012年4月14日的生态环保设计展，在我们第九届的活动中共同庆祝一个更加健康，更加可持续的生活方式！为了更加美好的明天，一起探索，创作和成长！

生态环保设计展简介：

The Eco Design Fair(生态环保设计展)注重并聚集了具有环保理念的设计师所设计的产品，这些产品体现了艺术、品牌和可持续发展三者之间的完美融合。其独到之处吸引了全国的目光。环保设计展开创于2008年春，其创立旨在为社区提供互相联络，交换意见的机会，从而参与到上海蓬勃发展的环保运动中来，这是上海第一次举办此类绿色活动。Sherry Poon是生态环保设计展的创始人，目前主要的组织方包括：Wobabybasics, Ogilvy Earth, naked Retreats 和 Jooi.

GoodtoChina是我们此次环保设计展的协办方,在活动期间为我们精心准备互动生态研讨会 和有特定主题的展示,旨在帮助参观者识别、理解以及最终实行可持续的生活方式。GoodtoChina提供了以实际问题为导向的平台,注重日常生活中都力所能及但却意义非凡的小事上,将可持续生活向前推进,

欲获取更多信息，敬请浏览我们的网站：www.ecodesignfair.cn

欲查看往届环保设计展的高清晰度照片，请在此点击下载：<http://gallery.me.com/wobabybasics/100040>

媒体总体联络

Sherry Poon +86 13162441598
卢小姐 +86 21 6247 0577 (中文)
nihao@ecodesignfair.cn