



“China Cute Exhibition” MILAN PROPOSAL

BACKGROUND

“China Cute Exhibition” finds cross-disciplinary collaborations from three departmental graduates of Beijing Institute of Fashion Technology. This graduation project covers toys and related product design through in-depth research of Cute culture among young Chinese generation. The exhibition has contained about 20 exhibiting items ranging coming toys, posters, animation, and apps. “China Cute Exhibition” was the most successful showcase of the 2013 graduation designs in School of Art and Design of Beijing Institute of Fashion and now is available for coming Milan Design Week.

COLLABORATORS

Industrial Designer
Graphic Designer
New Media Designer
Product Designer

INSTRUCTORS

Ronglin Jia
Zhaochen Ding
Songfei He
Hongbin Bao

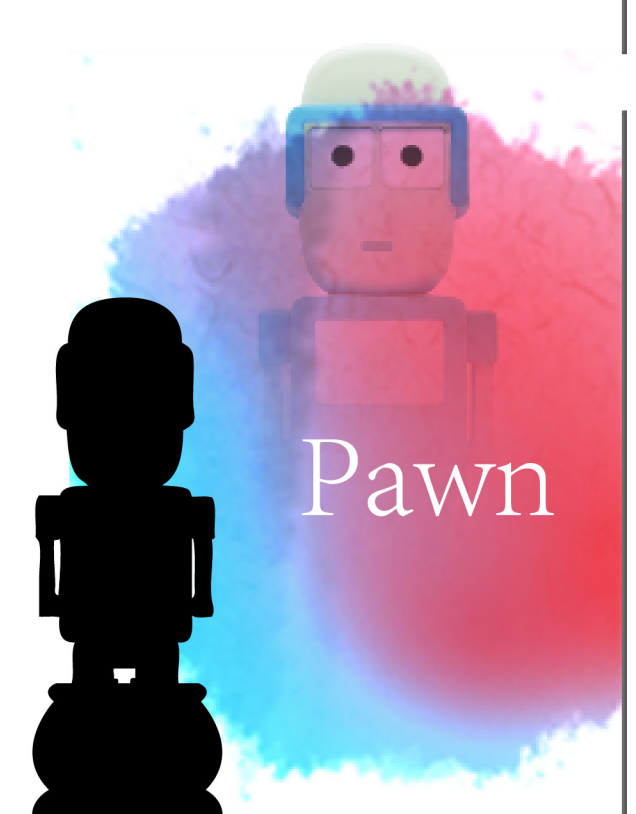
SPONSORS

School of Design, Politecnico di Milano
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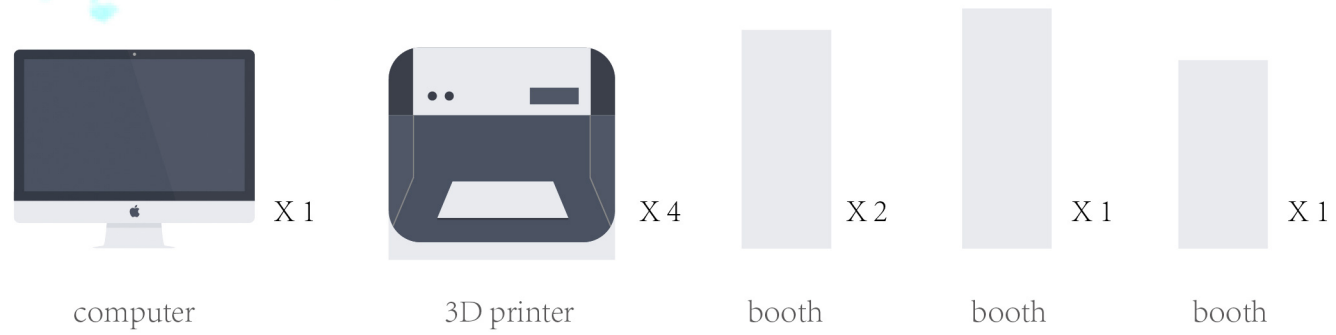
EXHIBITION MODE

We chose to present our toys in a way that combined Chinese and Western traditions. We are inspired by chess, all six members of BLK family can be interpreted as chess men or simply ornaments. Toys will be printed by 3D printer on site, each of them measured 4 cm in height.

Each visitor can get one chess man as free gift, We will also hand out free paper chess boards to visitors featured with our exclusive QR code. Scan the code so they can get to know more about our studio story.



Exhibition equipment



Exhibition area



SPACE 3.84M

Product size



Exhibition impression drawing

