

Design Meets Art.
Conversation Between
and China

Speakers:
Wu Bin, W.DESIGN
Feng Cao, 20C Gallery
Matilde Cassani, artist and architect

Moderator:
Wang Xu, Design Media Expert

Press Release

11th November 2024



Salone del Mobile.Milano

When Design Meets Art. A Conversation Between Italy and China

A cultural discussion exploring the intersections between art and design, unveiling new perspectives in the dialogue between East and West

The eagerly awaited talk **When Design meets Art. A Conversation Between Italy and China**, curated by **Annalisa Rosso, Editorial Director & Cultural Events Advisor of Salone del Mobile.Milano**, was held on Sunday 10th November, at The Orbit. The event offered a unique multidisciplinary perspective, exploring the ways in which the dialogue between art and design can open up new avenues for creativity and innovation in a global context with Italy and China as its protagonists.

Internationally prominent figures in the world of art and design took to the stage. **The Chinese designer Wu Bin**, known for his unmistakable 'Modern Orientalism' style, spoke about his aesthetic vision, which combines Eastern and Western furniture and artworks. Inspired by traditional Chinese ink paintings and a deep connection with nature, Bin integrates materials, colours and proportions into compositions that reflect new lifestyle scenarios for contemporary Chinese audiences.

Alongside Wu Bin, **Feng Cao, founder of the 20C Gallery and collector**, shared his aesthetic vision: inspired by iconic Italian design pieces from the 1950s to the 1980s, Cao creates connections that celebrate craftsmanship and cultural heritage as key elements in building a better future.

The discussion was enriched by the presence of **Matilde Cassani**, an Italian architect and artist, who works between visual art and design. Cassani discussed her experiences of creating art projects and installations that interweave visual communication and spatial performance, offering a fresh, unprecedented and authorial look at spaces and architecture.

When Design Meets Art. A Conversation Between Italy and China was designed to be an opportunity for dialogue between East and West, an encounter between the spiritual and the real, everyday dimensions, in an international context in which tradition and modernity come together to give life to new creative possibilities, within the framework of a cultural and creative dialogue between two of the world's most influential design traditions.

Biographies



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Biographies

Annalisa Rosso

Editorial Director and Cultural Events Advisor for the Salone del Mobile.Milano

Specialist in contemporary design. Co-founder of Mr.Lawrence, a strategic consulting firm. She is currently Editorial Director and Cultural Events Advisor for the Salone del Mobile.Milano, and was previously editor-in-chief of *Icon Design* and *Domus web*. She has curated exhibitions and site-specific contemporary design projects and has taken part in events of international importance as a speaker (TEDx, NY Design Week, Design Canberra Festival, Design Miami/ Basel), and as a juror (Design Parade in Hyères, The Design Prize in Milan, Designblok in Prague). Brand Ambassador for the Four Seasons, she has been appointed Design Ambassador for the Italian Design Days in Prague, Hong Kong and Copenhagen. She is a member of the Honorary Committee of Collectible in Brussels, the Expert Committee of the Madrid Design Festival, and the Advisory Hive of the independent non-profit organisation Società delle Api, founded by the collector Silvia Fiorucci.

Matilde Cassani Studio

Artist

Matilde Cassani Studio operates in the area where architecture, installations and design events intersect. Its work is inspired by the spatial implications of cultural pluralism, and has been exhibited in a great many institutions and events, including the Storefront for Art and Architecture in New York (2011); three editions of the Venice Architecture Biennale (2012, 2014 and 2018); the Victoria and Albert Museum (2015); the Oslo Triennale (2016); the Chicago Architecture Biennial (2017); Manifesta 12 (2018) and Triennale Milano (2019). Cassani has taught in a number of European universities, including the Sandberg Instituut in Amsterdam, and Syracuse Architecture University in Florence. She currently teaches at the NABA in Milan and at the AA Architectural Association in London. Her work is held in the collections of various museums, including the Victoria and Albert Museum, the MAXXI and the Franz Hals Museum in Haarlem.

Wu Bin

Designer and Architect

Founder of W.DESIGN, is a renowned designer whose expertise spans interior design, architecture, and product design. With over 20 years of experience, he is the creator of the "Modern Oriental" design language. Wu has been featured 11 times in the prestigious Andrew Martin International Interior Designer of the Year Award, known as the Oscars of interior design. In 2020, he became the first designer from mainland China to win this award when he was honored as Designer of the Year.

Feng Cao

20C Gallery Founder and Aesthetic Communicator

Feng Cao is the founder of 20C Gallery and a prominent collector and aesthetic communicator. He previously worked as Creative Director at Ogilvy Beijing, earning international awards like Cannes and ONESHOW. With nearly 15 years of experience, Feng specializes in blending Eastern and Western aesthetics in art and design. His collection of 20th-century Western furniture exceeds 1,000 pieces, and he now explores integrating Eastern aesthetics. During the pandemic, he held aesthetic sessions that gained significant attention. In 2023, Feng was selected for the 7th edition of "BMW Art Independent Collectors" and recognized by top Chinese institutions.



Wang Xu

Design Media Expert

Founding Editorial Director of *ELLE DECORATION China* (2003–2009) and *AD China* (2010–2019). Before transitioning to design and lifestyle magazines, Xu built a solid 10-year foundation as a fashion journalist. Under her leadership, *AD China* launched the prestigious *AD 100 Awards* in 2013 and introduced the *Chinese Emerging Designer* platform in 2015. As a recognized expert in design media, Xu constantly explores innovative ways to promote design, art, and lifestyle to the Chinese audience. This includes curating design talks and exhibitions, writing design critiques, and running her social media platform, *Xu's Picks*. Since 2023, following Salone del Mobile Milano's return to its traditional April schedule, Xu and the Salone Shanghai team have curated the *Design Wonders* project. This initiative highlights the finest designs and cutting-edge concepts from Salone del Mobile through the lens of Chinese designers on Salone Shanghai's social media platforms. The *Design Wonders* project has successfully run twice, continuing through 2024.

Institutional Profiles



Salone del Mobile.Milano

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An international benchmark for the design and furnishing world, thanks to its extremely high quality exhibits since 1961, the Salone del Mobile.Milano is more than just a trade fair – it is an ecosystem capable of accelerating business and growing relationships across the industry, proffering new visions of the future of living. It takes place in April, with four annual exhibitions – the Salone Internazionale del Mobile, S.Project, Workplace3.0 and the International Furnishing Accessories Exhibition – with the biennial Euroluce in odd years, and EuroCucina with FTK, *Technology For the Kitchen* and the International Bathroom Exhibition in even years. Held alongside them since 1998, SaloneSatellite is the launch pad for young designers under 35 from all over the world and a point of reference for companies on the look-out for new talents. In 2024, the 62nd edition of the Salone del Mobile.Milano featured almost 2,000 exhibitors from 35 different countries, boasting an overall turnout of almost 371,000 presences, with the number of professionals up 28.6% compared with the previous edition, 65.6% of them from abroad. The Salone del Mobile has ISO 20121 Sustainable Events Management certification and is a member of the United Nations Global Compact.

www.salonemilano.it

West Bund Art & Design

West Bund Art & Design has served as a platform for international and local galleries exhibiting high quality contemporary works of art in Shanghai since 2014. As well as numerous exhibitions and events in museums in galleries, West Bund Art & Design, China's leading art fair, enriches the arts scene in Shanghai, making it a crucial destination on the global arts scene.

www.westbundshanghai.com

Contacts



Salone del Mobile.Milano



Salone del Mobile.Milano International Press Office

For more information or interview requests, please get in touch with the Press Office.
Images and preview images with captions and credits are available in the [Press and Media Area](#).

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