

PRESS RELEASE

China Calling 2021 presents: *Heal*, a Conference and Networking event at Dutch Design Week

Eindhoven, 5th of October 2021 – The third edition of China Calling, entitled *Heal*, entails a conference and a networking event which brings together leading Chinese and Dutch creatives, to reflect on design and its potential to heal our planet. China Calling is an official program at Dutch Design Week, supported by Creative Holland, China Cultural Center Den Haag, China Europe Design and ENTRY. The event (online/offline) will take place Wednesday October 20th from 13:00 till 17:00 at the monumental converted chapel Domusdela in Eindhoven, participation is free of charge upon registration.

 China Calling	Heal	 Conference & networking event @ Dutch Design Week Curated by Lidi Brouwer & Marie-Anne Souloumiac	
	Speakers Adelaide Lala Tam Aric Chen David Gianotten Lu Ying Martijn de Geus Ole Bouman Richard Hutten Superplants Xu Tiantian		Powered by CREATIVE HOLLAND HEAL NL Netherlands CE China Europe Design ENTRY CHINA 
	Address: Domusdela, Kanaalstraat 4, Eindhoven	Date October 20 th 2021 Time 13:00 — 17:00 (CET) Register www.ddw.nl (China Calling)	

Heal, refers to the notions of restoring well-being and balance, it directly relates to the current context of the pandemic and to the ongoing climate crisis. What can we learn from the Chinese and Western perspectives on the concept of healing? How can ancient and new healing practices shape design to do good, and not 'less bad'? Join us to explore new design and healing models which can contribute to a better world.

Conference speakers (amongst others) include **Xu Tiantian**, "China's most promising female architect", who will present "Architectural Acupuncture", a holistic approach to the social and economic revitalization of rural China; world famous Dutch designer, **Richard Hutten** who has been working in China for more than a decade, will share his expertise on sustainability and design. **Martijn de Geus**, architect and professor at Tsinghua University in Beijing will enlighten us on traditional Chinese spatial practices and its potential to heal our environment, whilst **Lu Ying**, who operates at the intersection of circular economy, design, business strategy and emerging tech, will reflect on how systematic design can lead the way towards a more restorative and regenerative future.

The conference will be followed by a reception for members of the public to network with Chinese creatives in the Netherlands and with Dutch creatives active in China.

At the same time there will be a special online breakout session and Q&A with China's leading e-commerce group **Alibaba** to learn more about their innovative design activities.

Programme

Wednesday 20 October 2021

13:00 - 13:05 Welcome words

Jorn Konijn - Programme Director Dutch Design Week

Monique Knapen - China Coordinator Creative Holland

Huang Hongchang – Director China Cultural Center Den-Haag

13:05-14:00 Panel 1: Context: Exploring perspectives on design and healing from China and the West

Aric Chen - Director of Het Nieuwe Instituut

Martijn de Geus - Deputy Director Masters Program at Tsinghua University's School of Architecture

Ole Bouman - Curator in urbanism design and architecture

Lu Ying - Founder and CEO of Future Urban Living (FUL)

13:05 – 14:05 Interlude: *Superplants*: A Chinese brand which promotes the magical relationship between people and plants

14:10 - 15:05 Panel 2: Practice: Re-thinking healing design in China and the West

Adelaide Lala Tam - Food Story Designer

Xu Tiantian - Founder of DnA_Design and Architecture

David Gianotten - Managing Partner OMA

Richard Hutten - Designer

15:15 - 17:00 Networking event and Alibaba breakout session

Curated and moderated by Lidi Brouwer, Marie-Anne Souloumiac and China Europe Design team

Location

Domusdela, Kanaalstraat 4, 5611 CT Eindhoven

Free Entrance upon registration

Train: Eindhoven Trainstation 10 minutes to walk from the trainstation to Domusdela

Car: Parking DLL (Kanaalstraat 4 Eindhoven)

Covid-19 Guidelines

We follow the Covid-19 guidelines installed by the government of The Netherlands, therefore at entrance we will do the 'Corona Check'. When entering the building please be ready to show your:

1. Vaccination proof - QR code
2. Proof of identity (passport / ID card / driving license)

Registration Details

- Free entrance (limited space) - registration link —> [2021 China Calling registration](#)
- Or online through livestream broadcasted from—> [China Calling DDW Landing Page](#)

- LinkedIn event to invite your business network—> [LinkedIn China Calling event](#)
- Facebook event to invite informal network and friends —> [China Calling Facebook event](#)

For more information contact

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General information - Tommy Hendriks - Entry tommy@3ntry.nl

Registration - Entry welcome@3ntry.nl

Follow China Calling - Instagram @[china.calling](#)

About Partners

Dutch Design Week (DDW) is the largest design event in the creative industry in Northern Europe. During the event from 17-25 October, every imaginable discipline and aspect of design is present, the emphasis is on experiment, innovation and crossovers. <https://ddw.nl>

Creative Holland is an initiative of the Dutch Creative Industries, powered by the Ministry of Education, Culture and Science in close collaboration with many [partners](#) and operated by the Federation Dutch Creative Industries. <https://www.creativeholland.com>

Chinese Cultural Centre The Hague is a non-profit cultural institution based in The Netherlands. Its main focus is to promote the cultural exchange of and cooperation between China and the Netherlands. www.ccchague.org/en/

China Europe Design is a young platform which aims to advance excellency in design projects between China and Europe with a focus on green innovation and social developments. Through its online platform and events; it seeks to accelerate knowledge exchange, strengthen bi-lateral network, whilst promoting best practices and stimulating new models of co-creation between China and Europe. www.chinaeuropedesign.org

ENTRY is a Dutch knowledge exchange platform for the creative industry with a focus on China. ENTRY connects industry professionals with the aim to share knowledge and experiences and to develop, empower and sustain business relations and cooperations. www.3ntry.nl