

2025 Show Report

Organizers

Maison Shanghai 2025

Wrapped up with a notable surge in participation across design, lifestyle, and industry sectors.

Date and Venue

9-12 September, 2025 → SWEECC

Exhibition Scale

800+

Exhibitors

80,000+^{m²}

Exhibition Area

20+

Theme Exhibitions

Maison Shanghai is dedicated to elevating its platform by integrating global design resources, supply chains, and business ecosystems. The 2025 edition consolidated exhibitions, sourcing, study tours, awards, and networking into a single design ecosystem. It achieved record turnout, featuring 800+ brands across four halls dedicated to design, living, materials, and smart technology.



摩登上海设计周

摩登上海时尚家居展

2025.09.09-12 上海世博展览馆 SWEECC

同期
举办



家具展



材料展



美陈展®



Hall Layout



Maison
Shanghai

Shanghai World Expo
Exhibition & Convention
Centre (SWEECC)

H1 陈设美学 Interior Styling +材料美学 + Material Aesthetics

陈设美学 Interior Styling (工艺品、装饰画、地毯、 布艺、园艺花艺、 桌面用品、家具等) (Arts & Crafts, Decorative Paintings, Carpets, Fabrics, Gardening & Floral Design, Tableware, Furniture, etc.)	大宅 高定 Luxury Residential Custom Design	东方 禅意 Oriental Zen Aesthetics	非遗 手作 Intangible Cultural Heritage Crafts	香薰 香氛 Aroma Fragrance	金点奖 展示区 Gold Idea Design Awards
陶瓷 卫浴 Ceramic Sanitary Ware	智能 家居 Smart Home	创新 材料 Innovative Materials	照明 灯饰 Decorative Lighting	地建师设计大奖 展示区 CREDAWARD Exhibition	

H2 潮流趋势 Trendy Lifestyles +生活美学 + Aesthetic Living

中国国际 设计师作品 展示交易会 Design Of Designers	未界寓所 Unbound Dwelling	智能 生活 Intelligent Life	RE.d 健康生活 RE.d Healthy Life	IP	工厂直销 长租时代 Factory Direct Sales Long-Term Rental Era
	洋潮 YOUNG CHAO	疗愈 生活 Healing Life	人宠 户外 Pet-Friendly Living Outdoor	创意 收纳 Creative Storage	美陈 供应链 Art Display Supply Chain
	数字艺术 Digital Art				



H3 设计高地馆 Design Highland

设计师个展 Design Studio	设计品牌 Design Brands	不可居无竹 No Bamboo No Home	老友新会 Re:Connection
		跨界艺术 Hybrid Art	DIA中国设计 智造大奖 Design Intelligence Award
		360环厅 Immersive 360 Event Area	

H4 工厂直销 Factory Direct Sales +会议论坛 + Conference Forums

会议 论坛 Events and Forums	工厂直销 Factory Direct Sales
----------------------------------	------------------------------

Visitor Attendance

47,077 total visits from **136** countries and regions over four days

Domestic visitors witnessed a stunning growth of **50.5%**, reaching **42,339** participants in total.

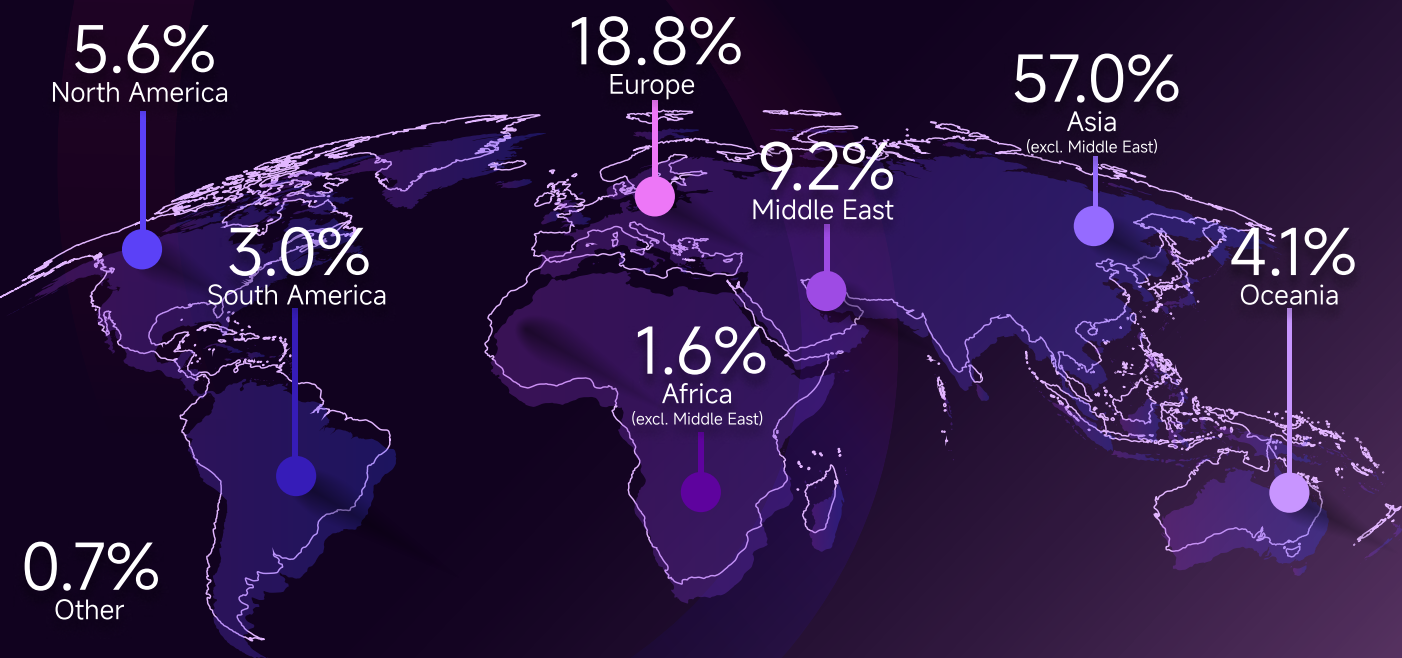
Top 10 Provinces/Regions by Domestic Attendees



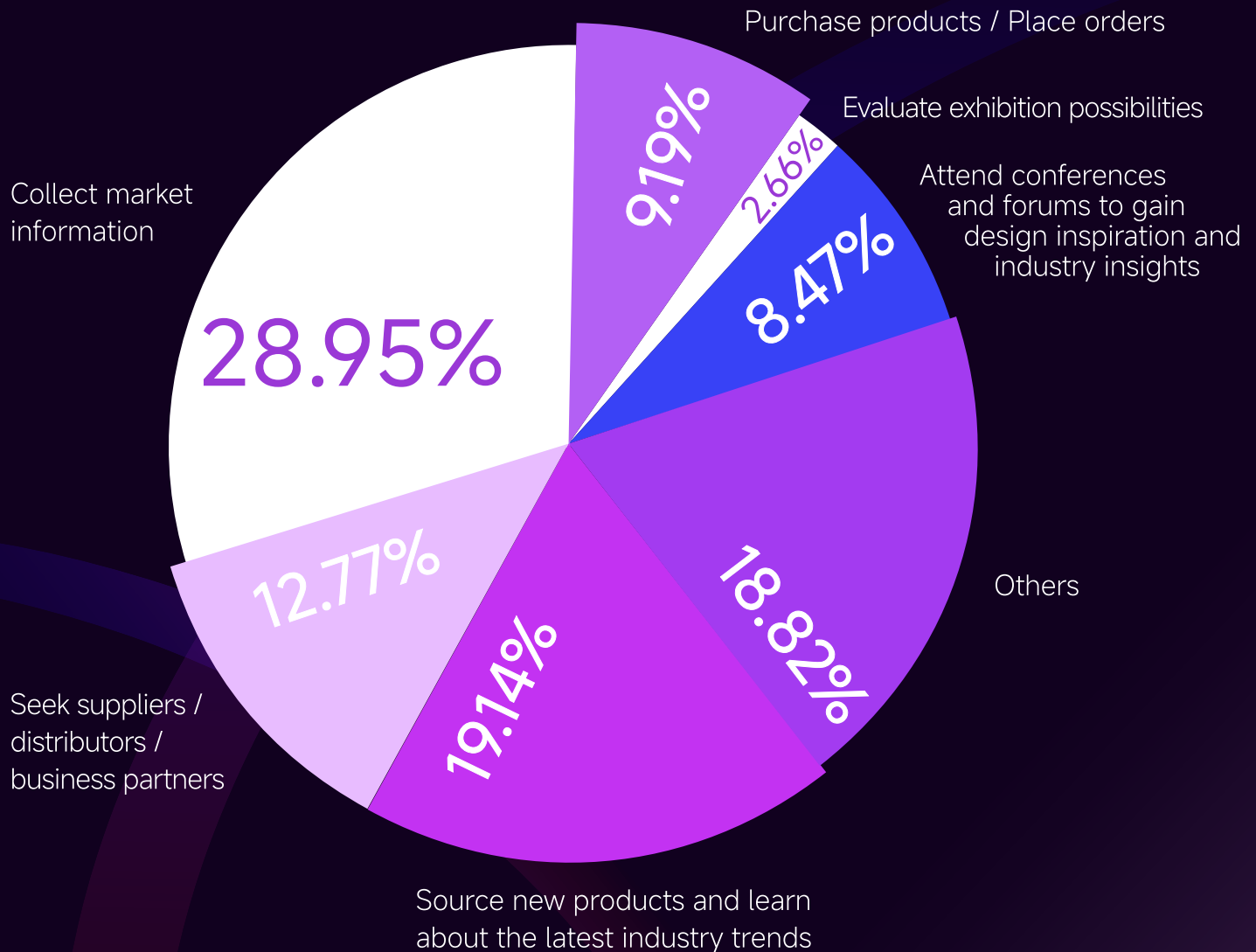
1. Shanghai	34.9%
2. Zhejiang	19.0%
3. Jiangsu	13.5%
4. Guangdong	6.7%
5. Shandong	3.6%
6. Beijing	3.2%
7. Anhui	2.6%
8. Fujian	2.0%
9. Henan	1.9%
10. Sichuan	1.8%

Overseas Visitor Distribution

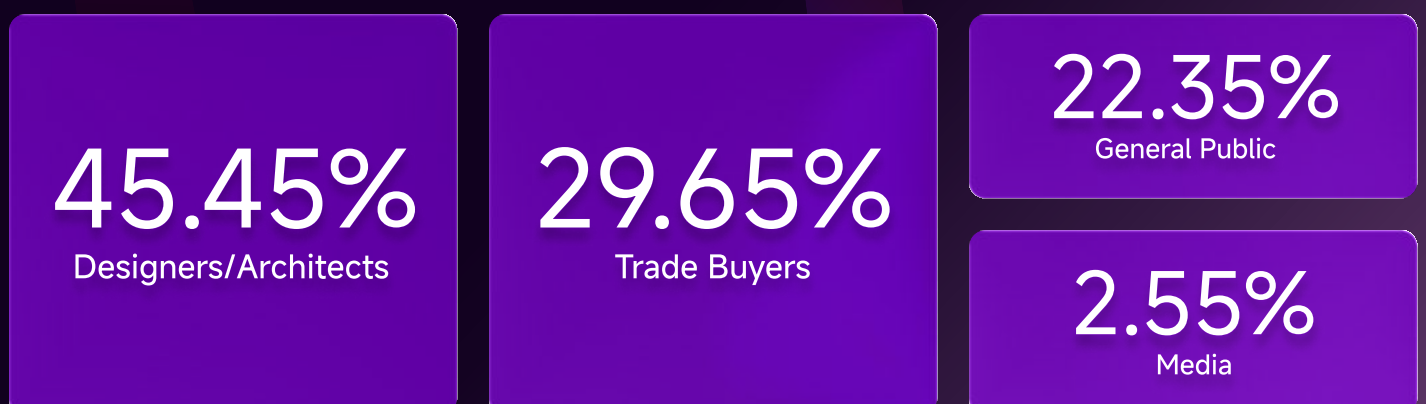
Overseas attendance reached **4,738**, a **123%** YOY increase, underscoring its extensive global reach.



Purpose of Visit



Business Nature



Awards

The exhibition drives innovation and design excellence in the furniture industry by honoring top companies, creative designs, and emerging talents through its key awards: the Gold Idea Design Award, and CREDAWARD, which celebrate and promote outstanding achievements in interior design and architecture.



Gold Idea Design Award

2025 China Furniture Gold Idea Design Award
& China Build & Deco Gold Idea Award



CREDAWARD

The 11th CREDAWARD Design Award



The four-day DJSER Design Recommendations exhibition successfully concluded at SWEECC Hall H1 from September 9–12. Co-hosted with Maison Shanghai 2025, the 11th CREDAWARD Design Awards presented an integrated “exhibition-forum-awards” program that transcended disciplines, spurred industry dialogue, and realized cross-sector collaboration. Through artistic displays and expert forums, the event fostered meaningful exchange on key topics such as urban regeneration, intelligent design, and sustainable community development.

100+ Forums & Events

The event brought together **10,000** attendees for a series of **108** innovative forums, fostering dynamic dialogue and connection. The innovative "1+N+X" forum framework — one main forum, N sub-forums, and X customized events — showcased four days of inspiring ideas delivered by over **350** speakers.

1 Main Forum Maison Design Forum



N Sub-Forums Global THINK-LAB, Pioneer Deign, Design Theatre, Living Trends, Maison City Forums



X Customized Event 2025 MAISON100+ Designers List, Designer Exhibition Tours, and more



20+ Theme Exhibitions

- Interplay of Aesthetic Design and Technological Change
- Fusion of Intelligent Technology and Design Artistry
- Revival of Material Innovation and Traditional Craftsmanship
- Exploration of Future Products and Emerging Trends

Going beyond products, these curated exhibitions presented holistic scenario-based solutions and business model innovations, mapping out the sector's evolution from multiple perspectives and reflecting China's strategic shift from "manufacturing advantage" to "systematic capability export."

H1 Interior Design + Material Aesthetics



Modern ICH Research Institute



The Art of Zen Living

Blossom Scent Garden



Deconstruction & Reconstruction 2.0

H2 Trendy Lifestyles + Aesthetic Living



Design of Designers (DOD)



RE.d 6 Exhibition



Long-Term Rental Apartments



YOUNG CHAO



Unbound Dwelling



TOMORROW PRODUCT



The Museum SETI 2.0

H3 Design Highland



Special Events: Designers' Night

Designers' Night concluded successfully in the H3 of SWEECC, gathering over 200 design luminaries to witness the inaugural Gold Idea Design Awards under its new dual-track system. The evening featured Chi Zhang's "CHI∞" Fashion Show, an innovative crossover experiment by the pioneering Chinese designer, and peaked during the "Modern Song King" musical segment, which showcased the diverse personalities of designers and brand partners in an immersive networking space.



Factory Direct Sales

“博华家具优选”直销商城 is a direct sourcing platform that streamlines transactions between furniture manufacturers (F-end) and professional buyers (P-end). Leveraging three decades of industry expertise from Sinoexpo Informa Markets' Exhibitions, our innovative F2P2C model cuts out intermediaries and digitizes the entire process—from product selection and ordering to payment and logistics. We empower manufacturers with direct sales channels and enable buyers with factory-direct value, transforming the industry ecosystem for all.

Online Engagement (The platform went live on Sept.1, 2025)

56 manufacturers onboarded, showcasing a collection of **707** premium products

8,075	10,057	17,520
Users	Sessions	Pageviews

Offline Event

At Maison Shanghai 2025, Mr. Wang Mingliang, founder of Sinoexpo Informa Markets, graced the inaugural signing ceremony with 18 esteemed manufacturers. Their partnership stands as a profound vote of confidence in the direct-selling platform.





Connect Easier, Trade Smarter.

Official Digital Platform for Furniture Export

As the digital hub for Furniture China and Maison Shanghai, DTS (dts.jiagle.com) and its official app, DTS FurnitureChina, seamlessly connect furniture buyers and suppliers worldwide. Integrating advanced technology with intuitive design, DTS bridges online and offline trade while enabling smart global matchmaking.



47,000+

Downloads

2,400+

Registered Users

400+

Business Inquiries

124,000+

Pageviews

18,000+

Active Users

130,000+

User Engagement

*Data as of September 2025

DTS FurnitureChina |

Website: dts.jiagle.com



Digital Trade Show

2026 Edition – Event Info



Date and Venue

7-10 September, 2026 → SWEECC

Following a fruitful year, Maison Shanghai 2026 will return to Pudong, committed to upgrading its value as a global nexus for design. The next edition will expand the "Direct-from-Factory" model and enhance international dialogue to forge a more forward-looking and commercially vibrant event, uniting Chinese design with global partners to define the future of living aesthetics.





See You Next Year in Pudong!



+86 18221901614

<https://dts.jiagle.com/maisonshanghai/>

maisonsh@imsinoexpo.com

@Maison Shanghai - Lifestyle