

Raffles New Design Talents Find Their Way To The European Outdoor Furniture Market!

May 6th, 2013, Shanghai, China – METRO GROUP Buying (MGB) China and Raffles Design Institute Shanghai jointly held the 2013 Summer Outdoor Furniture Design Competition. The results were revealed today at the campus of Raffles Shanghai. After a rigorous evaluation by the expert jury, furniture designs from Leon Liu Zi Hua and Amy Zhang Yue stood out, due to their advanced design and unique concept. The pieces will be put into large-scale production and sold in METRO stores all over the world. The designs will also be showcased in the 2014 Tarrington House product catalog, an exclusive brand from METRO outdoor furniture. Leon Liu, the first prize winner, will also receive an internship opportunity with an outdoor furniture supplier of MGB, as well as a money prize.

“This is the first time that METRO has worked with an academic institution in China to create outdoor furniture. We hope to discover and nurture more new talents from China through this competition,” said Uwe Hoelzer, President of METRO China. “This new generation of designers surprised us with their vitality and innovative ideas. They represent the future and hope of China’s creative industry. METRO will continue to build a bridge towards the international design market for these outstanding students.”

Since the competition was launched in January 2013, MGB China and the Interior Design Department of Raffles Design Institute Shanghai have been coordinating a variety of activities to help the young designers understand market demands and expand their creative thinking process. The program included campus lectures, field trips, live demonstrations and expert critiques that ultimately attracted a total of 40 young designers to participate.

“The product, industrial and market orientation of this design competition has helped students to broaden their horizons and enhance their practice. Through this real-world experience, students have greatly improved their design concepts and innovation capabilities,” said Mr. Meng’Kok Tan, Program Director of Interior Design at Raffles Design Institute Shanghai. “As products marked with their names and labels are introduced and sold in the overseas markets, these future designers will step onto the European furniture stage, and face tests from a broader market.”

The design selected will be featured as a new addition to Tarrington's House catalogue. This exclusive METRO brand advocates an inspirational lifestyle and comfortable living, offering home life goods including garden furniture, daily necessities, small household appliances, bedding, and Christmas decorations. Bolstered by its reasonably priced, useful and well-designed products, as well as its quality which is comparable to similar well-known European home goods brands, Tarrington House has grown in popularity among European consumers. The brand is also unique in that it produces fine products at small scales, meeting the personalized and unique consumption demands of individual consumers.

“It is a bold move in our approach to bring new looks from Chinese student designers into the outdoor furniture collection,” remarked Andre Bilbao, Outdoor Product Manager at MGB China. “We are very pleased to see the talent of this new generation of designers. Their creations are refreshing and exciting. The products they created combine functionality together with fashion and quality, all of which are in line with Tarrington House's unique brand positioning.”



Leon Liu receives first prize from Mr. Uwe Hoezler, President of METRO China and Mr. Ren Li President of China Arts.



Amy Zhang receives second prize from Mr. Stefan Loewe, MGB Director and Mr. Ren Li, President of China Arts.



The guests look around the models of 11 finalists' design.



Mr. Uwe Hoelzer and Leon Liu unveil his design's prototype, which will be sold in Europe and China from 2014.



Mr. Michael Yap, Executive Vice Dean of RSH and Amy Zhang unveil her design's prototype.



As the first prize winner, Leon Liu is interviewed by a TV media, expressing his excitement of winning the competition.



After the ceremony, the management of METRO, China Arts and RSH take photos with the winning students.

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About METRO Cash & Carry

METRO Cash & Carry is represented in 29 countries with over 700 self-service wholesale stores. With more than 120,000 employees worldwide, the wholesale company achieved sales of about € 31 billion in 2011.

METRO Cash & Carry is a sales division of METRO GROUP. METRO GROUP is one of the largest and most international retailing companies. In 2011 the Group reached sales of around € 67 billion. The company has a headcount of more than 280,000 employees and operates around 2,200 stores in 32 countries. The Group's performance is based on the strength of its sales brands which operate independently in their respective market segment: Metro/Makro Cash & Carry – the international leader in self-service wholesale, Real hypermarkets, Media Markt and Saturn – European market leader in consumer electronics retailing, and Galeria Kaufhof department stores.

In 1996, METRO Cash & Carry opened its first wholesale store in the international metropolis of Shanghai. The company was among the first to gain permission from the China Central Government to set up chain operations in all major cities in China. Over the last decade, the company has set its foot already in 45 cities with 64 outlets in operation in China. With a headcount of around 9,100 employees, the wholesaler is serving more than 3 million professional customers across the country.

More information at: www.metrogroup.de www.metro.com.cn

About Raffles Design Institute Shanghai

Raffles Design Institute Shanghai was established by the “211 Project University” - Donghua University, and the renowned design and business school in the Asia-Pacific area - Raffles Design Institute, Singapore in 1994. Throughout its 19 years of development, Raffles Design Institute has become one of China's famous design and business schools with its internationalized education mode and leading creative and innovative education. Raffles Design Institute upholds the educational ideal of encouraging students to pursue premier quality courses of study and to excel in their future professions. Over the years, numerous Raffles graduates have been employed by famous luxury brands, becoming chief designers or senior managers for domestic design brands or creative companies. Others have created their own brands, providing original designs, and standing out amongst local design competition in the international market.

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