



United Nations
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联合国教科文组织



BEIJING
CITY OF DESIGN

Member of the UNESCO
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10 Things to know about BEIJING UNESCO City of Design

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1. City Facts

As a capital of more than 800 years, Beijing was built 3000 years ago according to Chinese traditional ritual planning and design. It has been the center for China's politics, culture and international communication.

The total area of the city is 16410.54 square kilometers. In 2012, its Gross Regional Product (GRP) reached RMB 1.7801 trillion Yuan with annual economic growth rate maintained 7.7%. By the end of 2012, the resident population of the entire city was 20.693 million (residing for more than half a year), increased by 0.507million than last year, including 7.738 million immigrants residing for more than half a year, increased 0.316million over last year.

2. S&T Innovation Center of China

The development of design industry relies on strong scientific support. As the city with abundant S&T resources in China, Beijing possesses one third of national level research institutes, labs and scientific centers. By the end of 2012, there were nearly 300 national level technology research platforms in Beijing, which takes 30% of the whole country, and quantity of personnel in S&T achieved 600 thousand. Over 20 thousand S&T companies gathered in Zhongguancun, with 1648 companies with an annual income over 100 million and 228 quoted companies. The number of quoted company aboard, GEM companies and IPO ranked No.1 in China. Nearly 200 fortune 500 enterprises set up branches, including 100 R&D institutes, in Zhongguancun Science Park in 2012. The R&D (scientific research and test development) expenditure of Beijing reached over 103.2 billion Yuan in 2012, which accounts for 5.8% of the local GDP, it puts Beijing as the top city in China for input intensity. In 2012, the technology transactions achieved 204.86 billion and ranked No 1in China. By the end of 2012, the amount of patent application and authorization were 92 thousand and 51 thousand respectively, and the amount of patent reaches 34.5 per 10 thousand people, ranked No1 in China.

3. Culture Center of China

Beijing is not only the national culture center, but also one of the world's few international cultural exchange centers. At the end of 2012, Beijing has 6 World Cultural Heritages, nearly 50 public libraries with a collection of around 42 million books and annual 10 million circulation times. Beijing also stands first in China by its nearly 50 art galleries, 50 cultural centers, there were more than 160 museums in Beijing which ranks second in the world.

4. Prosperous Design Industry

The design industry has become major pillar for modern service industry in Beijing, which achieves the leading level in the country. At the end of 2011, Beijing had over 800 design companies (whose annual income is over 5 million RMB) , and the total income of design industry is over 100 billion RMB. It has formed a design system composed of architecture design, planning design, visual communication design, industrial design, fashion design, arts and crafts design.

5. Concentrated Design Talents

With a number of domestic and overseas design talents, Beijing's design industry got strong intellectual support. At the end of 2012, there are over 100 universities and academies offering design education with more than 40 design majors including industrial design, graphic design, architectural design, environmental design and animation design. Every year, nearly 10 thousand graduates join design industry. Beijing also cultivates over tens of thousands of students, designers and managers through "Future designer training project" and "Enterprise manager training project" by enterprises and training institutes.

6. Leading Industrial Design in China

In China, Beijing is the first city to develop industrial design, establish the first government support design promotion center, built the first industrial design base and China Design Market, the top industrial design award -China Red Star Design Award, and start the earliest design education.

7. Positive Design Environment

In Beijing, there are design organizations covering the whole country including association, promotion center, foundation, creative center on different levels. Since 2006, Beijing has authorized 30 city-level culture creative and design industry clusters, including Beijing DRC Industrial Design Innovation Base, China New Media Development Zone, 798 Art Zone, SongZhuang Original Art and Cartoon Industry Cluster, and 751D•PARK etc.

8. Diversified Communication Channels

Beijing has diversified communication channels, such as two national-level TV stations and broadcasting stations, one municipal-level radio station and TV station. At the end of 2012, there are over 200 publishing companies accounts for 40% in China. There are nearly 260 kinds of newspaper, over 2900 periodicals, 170 thousand kinds of books published every year.

9. Various Design Events

Every year, Beijing hosts a series of creative events, such as Beijing Design Week, China Red Star Design Award, Design Hop, International Youth Creative Design Contest, Fashion Week in Beijing, China Beijing International Cultural and Creative Industry Expo, Beijing International Cultural Tourism Festival, Beijing International Book Fair, China Beijing International High-tech Expo, Beijing Music Festival, Strawberry Music Festival and Midi Music Festival etc. Beijing held 2009 ICOGRADA World Design Congress and UIA World Congress of Architects. In 2011, 111 international congresses were held in Beijing, ranked No 10 in the world, No 2 in the Asia-Pacific region and top in China at the standard of ICCA, which makes an historical high.

10. Strong Governmental Promotion

Beijing Municipal Government actively promotes the development of design industry, and has issued more than 50 policies, such as Beijing to Promote the Development of Design Industries Policies, the Development of Beijing Design Industry Promotion Programme, Beijing “City of Design” Development Outline(2012-2020) draft, established Beijing City of Design Promotion Committee and set the office in Beijing Municipal Commission of Science and Technology, established the Beijing Industrial Design Center responsible for the design industry research and development. In addition, the government encouraged design innovation and talent cultivation mainly through “Design Innovation Elevating Plan”.