

Lift China 2014

On September 10, 2014, Lift, in partnership with swissnex China, organized the first edition of the international conference: Lift China. Held in Shanghai, it brought together more than 250 pioneers and innovators from Asia and Europe.

Followed by three days of study tour in the Chinese makers ecosystem, this first edition of Lift China ended on September 13 in Shenzhen.

The present report gives an insider look on the activities held over the course of these four days.



Introduction and Context



HIGHLY INTERACTIVE WORKSHOPS



INDUSTRY-LEADING SPEAKERS

For its first edition in China, Lift focused on key innovation actors, attracting **more than 250 people** based in China, Taiwan, Japan, Korea, Switzerland, England and France.

Our objectives were:

- Discuss global technology and innovation trends and understand China's leading role in these trends
- Identify the most inspiring and disruptive pioneers and thought-leaders in China
- Understand the business models created in China that could change the world
- Leverage the most promising innovation bridges between China and the world, and between China and Switzerland

The format chosen for this first edition puts a strong focus on interactivity and engagement of the participants.

65% of the themes were explored with a full-on co-creation level of interaction, through 13 workshops, masterclasses and talks.

In parallel, the Interactive Design exhibition showcased 11 fully-participative projects from young Swiss and Chinese designers.

The 1-day, invitation-only conference was followed by 3 days of Study Tour in the makers ecosystem of Shanghai and Shenzhen.

Lift China 2014 already resulted in the creation of the first biohackspace in China: Haoqimao, in collaboration with La Paillasse in Paris.

Exploring innovation inside and with China



The conference, held at the Power Station of Art in Shanghai, deployed Lift's internationally acknowledged formula, mixing fields such as computer technology, design, social activism or academia to turn innovation into opportunities. A varied range of topics, specifically chosen for their relevance to China, allowed participants to broaden their horizons:

Open Data for Business

Presented by Feng Gao, cofounder of Open Data China and TH Schee, cofounder of the Code for Tomorrow Foundation Initiative

Chinese Startup Scene; Ingredients for Success

Presented by David Ben Kay, founder of Yuanfen Flow in Beijing

Biohacking to Change the World

Presented by Thomas Landrain, cofounder of one of the world's largest do-it-yourself biology labs, La Paillasse

The Shanzhai Movement: Hackers in China

Presented by David Li, founder of China's first hackerspace, XinCheJian

Urban Change in China

Presented by Prof. Bo Gao from Tongji University and Francesca Valsecchi from the DESIS Network

Designing Smart Cities in Asia

Presented by Arthur Lok, trainer, consultant and project director at the China Institute for Innovation (CII)

Green Energy in Urban Spaces

Presented by Claudio Colucci, high-flying designer, founder of Claudio Colucci Design Agency in Tokyo and Paris

Designing Ethics in Future Autonomous Products

Presented by Matthieu Chérubini, researcher in Design Interaction at the Royal College of Art in London

Challenging Body and Mind in Virtual Reality

Presented by apelab, a Swiss studio focusing on the future of interactive entertainment adapted to today's digital media and devices

At the Intersection of Digital and Physical

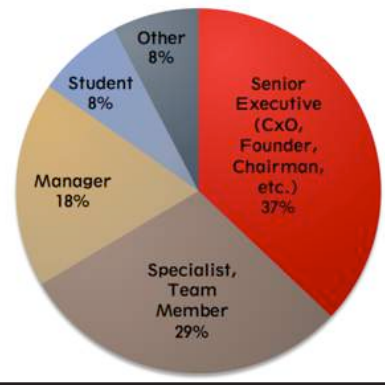
An exhibition curated by Lei Yang, cultural adviser, focused on urban future, featuring 11 projects from China and Switzerland

Visual Communication Super Powers

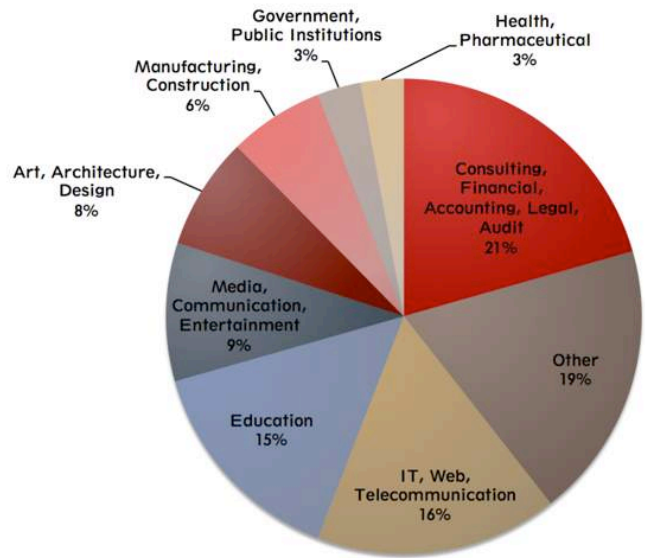
Presented by Dongli Zhang from Transi.st Impact Labs, a Chinese incubator of technological impact projects



Lift China Seniority Level Distribution



Lift China Industry Distribution



KEY OF SUCCESS: DIVERSITY

At Lift, we believe diversity both in terms of backgrounds and geography is key and we are happy that we were able to reach this balance for this new event in China.



Audience

This first edition combined visionary themes with innovative formats and brought together over 250 influential executives, artists, designers, researchers, intellectuals and strategists.

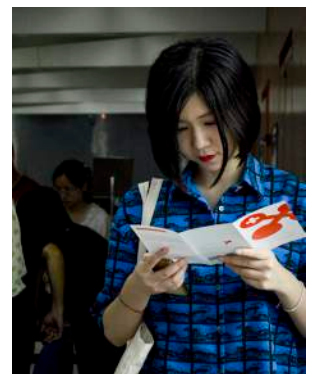
Some interesting figures from the Lift China 2014 audience:

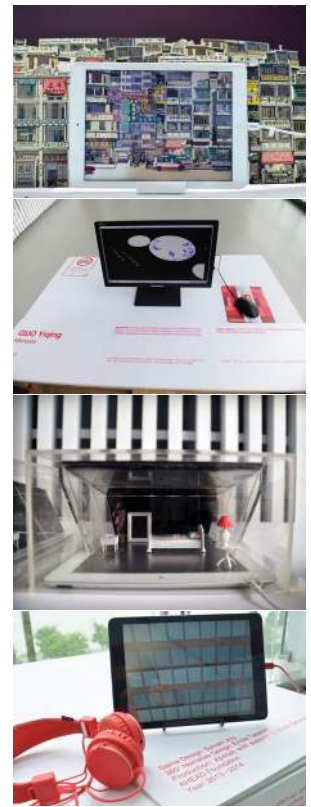
- 37% of the participants were **Senior Executives** (CxO, Founder, Chairman, etc.)
- 25% of the participants were part of the swissnex network. 55% were invited by **Lift China's partner organizations** and 20% came from the general public
- 21% of the participants work in **Consulting**, Financial, Accounting, Legal or Audit services

These numbers are coherent with the exclusive nature of the event, showcasing the high level of involvement of consulting agencies and senior executives in international and cross-pollinating events.

It is to be noted that a number of key companies such as Hewlett-Packard, Tencent, Frog Design, Volkswagen or Exxonmobile attended the conference.

Both Lift and swissnex are very satisfied that such a high-impact audience has been attracted already with this first edition of Lift China.





Interactive Design Exhibition

Curated by Lei Yang - a cultural adviser focused on urban future with deep interactions amongst digital art, information and technology, this exhibition showcased the work of 19 representatives of the emerging digital creative scenes in Switzerland and China.

These young talents who have already won international awards presented 11 interactive pieces - from which 4 are Chinese, to a fascinated audience.

Situated in the main foyer, in the most luminous and spacious part of the Power Station of Art, the exhibition was presented by the curator on stage during a panel discussion, as well as through guided tours during the day.



KEY OF SUCCESS: ENGAGEMENT

Through our international events, we have proven that actively interacting with the pieces we present is crucial in the understanding of the themes they address.

To ensure this aspect at Lift China, a team of specially trained volunteers was in charge of explaining and demonstrating to the visitors how to engage with the pieces in order to fully enjoy the experience.





KEY OF SUCCESS: IMMERSION

On top of the international conference, it was critical for Lift to provide a way to a selected number of participants to truly immerse themselves into the local ecosystems, thus creating strong connections and getting a deeper understanding of China's maker scene.

Lift China explored two of the most active cities in China: Shanghai and Shenzhen (located near Hong-Kong).



Makers Tour

From September 11 to 13, a group of Swiss, French and Chinese entrepreneurs, makers and managers embarked on a journey through the hacker communities of Shanghai and Shenzhen.

From "made in China" to "made with China", engineers, entrepreneurs and designers are creating a new marketplace where western startups and eastern manufacturers join forces to reinvent our technological daily life.

This discovery trip throughout the two most influential makers networks in the country - Shanghai and Shenzhen, was set to connect our international participants with the local influencers.

Under the supervision of **David Li**, founder of XinCheJian, China's first hackerspace, pioneers such as **Thomas Landrain**, cofounder of La Paillasse in Paris; **Kevin Lau**, director of Maker Faire 2014 in Shenzhen, **David Brown**, angel investor and founder of High-Tech Fondue in Geneva, or the team from **apalab**, a Swiss studio led by acclaimed designer **Emilie Tappolet**, visited companies and spaces such as:

Longhua Science & Technology Park, **Foxconn** largest factory worldwide (Shenzhen), **Huaqiangbei**, world's greatest electronics market (Shenzhen) or **Chaihuo**, Seed Studio's maker space (Shenzhen).





HAOQIMAO: FROM SHENZHEN TO BASEL AND PARIS

For **Tony Gu**, Shenzhen-based entrepreneur, meeting **Thomas Landrain**, cofounder of La Paillasse, during the Makers Tour was the spark he needed to finally take the leap and create **Haoqimao**, China's first biohackspace.

After presenting the newly created lab at Lift Basel in November, thanks to the support of swissnex China, Tony Gu went ahead and visited Hackuarium in Lausanne, Switzerland and La Paillasse headquarters in Paris, thus extending the reach of this developing international network of biohackspaces.

Lift China's Outcomes

Thanks to a great mix of talents among the speakers and participants, the partners involved have been able to foster concrete innovation projects, inside of China but also in collaboration with international contacts:

David Li, founder of XinCheJian, and **Sophia Lin**, founder of Make+, will both be speaking at the Lift Conference in Geneva in 2015 to present their work in China.

The **China Institute for Innovation** and **Tongji University** collaborated and shared their research findings to co-present a talk on Urban Change during Lift China.

Seed Studio became a key partner in the **Data Canvas** - a project started by Lift and the swissnex network, by supplying 100 environmental sensors (see more below).



DATA CANVAS: SENSE YOUR CITY

In 2015, swissnex SF, Lift and Gray Area join forces again to bring about change in the urban landscape. 100 people in 7 cities will build their own DIY environmental sensors and measure air quality, noise, light and temperature over the course of 4 months.





Be part of Lift China 2015

In June 2015, Lift is partnering up again with swissnex China to bring together a high-impact, ground-breaking and deeply participative event.

Following a similar format, a conference will gather pioneers and high-level managers in Shanghai, before moving to Shenzhen for an in-depth look into the DiY center of the world.

Contact us for more details and sponsoring opportunities.

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