



HOTEL & SHOP PLUS
Shanghai
上海酒店及商业空间展



上海国际建筑节
Shanghai International
Architecture Festival

2027
上海国际建筑节

同期：上海国际酒店及商业空间、
办公及公共空间博览会

SHANGHAI
INTERNATIONAL
ARCHITECTURE
FESTIVAL

参与方案
Participation

上海·新国际博览中心 3.30 — 4.2

Shanghai New International Expo Centre (SNIEC) · March 30 – April 2

新材造物 永续新生

FORGE A FUTURE: Next-Gen Materials for Emerging Cities



上海国际建筑节
Shanghai International
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上海·新国际博览中心 3.30 — 4.2
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March 30 – April 2

前言 Foreword

当行业历经沉淀、城市亟待焕新，2027 SIAF 上海国际建筑节以**新材造物·永续新生**为主题，即将于上海启幕。立足“十五五”开局、建筑业结构性回暖的时代节点，我们以创新材料为笔、可持续为墨，回应绿色低碳、智能建造、城市更新的时代热点。

建筑的进阶，始于材质的迭代。创新建材突破传统边界，以轻量、固碳、可循环的特性，重构建筑肌理。新材料不再是实验室概念，而是赋能空间、降碳增效的现实力量，承载着行业触底反弹、向新生长的期许。

行业的向上，长于永续的共生。是顺应双碳国策、践行绿色低碳的时代坚守，是建筑与自然共生、城市与生态相融的长远格局，是行业历经周期沉淀后的破局向上，是存量城市更新焕貌、智慧建造迭代升级、创新材质赋能未来的全新启程。

我们以材质之新，筑城市之恒。聚焦绿色低碳、智能营建、存量焕新与未来人居，汇聚全球先锋设计与前沿科技，**探索材料创新与永续发展的共生路径**。在上海这座不断生长的城市，以新材造物，让每一次构建都归于长青；以初心赴新，让建筑在迭代中永葆生机，共赴城市与行业的向上新生。

As the industry enters a new era and cities undergo renewal, the 2027 SIAF Shanghai International Architecture Festival will launch in Shanghai with the theme:

FORGE A FUTURE: Next-Gen Materials for Emerging Cities

Aligned with the 15th Five-Year Plan and the construction sector's structural recovery, the festival takes innovative materials and sustainability as its core, following global trends of low-carbon development, smart construction and urban regeneration.

Architecture evolves with material innovation. Advanced building materials transcend traditional limits. Lightweight, low-carbon and recyclable, they redefine architectural styles. No longer just lab ideas, these materials now drive space upgrading and carbon reduction, showcasing the industry's strength and growth amid transition.

The industry thrives on sustainable development. It underpins national carbon neutrality goals and low-carbon initiatives, and fosters harmony between architecture, nature and urban ecosystems. After market adjustments, urban renewal, smart construction and new material applications are leading the industry into a new growth phase.

We advance material innovation for lasting urban vitality. Focusing on low carbon, smart construction, urban renewal and future living, the festival brings together global top designs and technologies to **explore integrated material innovation and sustainable growth**. In ever-developing Shanghai, we create with next-gen materials to sustain long-term vitality for all construction projects. We stay true to our vision, drive architectural progress via innovation, and jointly fuel the renewal of cities and the whole industry.

概览 Overview

绿色、低碳、智能、更新

集展览展示、高端论坛、权威奖项、商贸对接、跨界交流于一体的建筑产业生态平台。

聚焦低碳绿色、智慧建造、城市更新、人文设计等核心方向，打通建筑全产业链上下游，助力企业实现品牌升级、技术推广、精准获客与全球合作。

An ecosystem platform for the construction industry integrating exhibitions, high-end forums, authoritative awards, business matchmaking and cross-industry exchanges. Focusing on low-carbon & green development, smart construction, urban renewal and human-centric design, it connects upstream and downstream sectors across the entire construction industry chain, helping enterprises upgrade brands, promote technologies, acquire targeted clients and pursue global cooperation.

主论坛
Forum Area

论坛区A
Forum Area

展位号N5-F35

国家电投
SPIC

AI+3D打印

个性化户外庭院、景观微灯打系列



主办单位:

上海博华国际展览有限公司

上海博华国际展览有限公司，是1998年由上海华展国际展览有限公司与亚洲博闻（现英富曼集团）在上海外高桥保税区成立的中国首家中外合作展览公司。公司线上线下一体化运营，**全年70多个展会 租馆总面积达到183.8万平方米**，为来自全球的**超过131万**采购人士创造了多重贸易机会；公司自2006年起开始发展线上业务，至今打造了16个B2B优选网站（中英文），7个博华优选小程序和3款博华优选APP产品组成的线上平台，2025年进入数智5.0时代，发展新质生产力，实现可持续发展。

联合策划单位:

CREDAWARD地建师设计大奖

地建师 | DJSER 由钟琴女士创办于2014年，秉承为追求卓越的创新设计赋能。**汇聚城市开发企业、海内外卓越设计事务所等支持伙伴近500+**。

旗下最负盛名的「**CREDAWARD地建师设计大奖**」（原中文名：地产设计大奖）。十年来，坚持邀请海内外学者与城市开发企业组成强大的评委阵容，严谨的评选流程、公开的评选模式、严苛的获奖机制，被业内誉为“最具公信力大奖之一”，**逐渐成为业主寻找优质设计公司的重要途径之一**

Organizer

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Founded in 1998 in Shanghai Waigaoqiao Free Trade Zone by Shanghai Huazhan International Exhibition Co., Ltd. and UBM Asia (now Informa Group), UBM Sinoexpo is China's first Sino-foreign cooperative exhibition enterprise. It operates an integrated online and offline business, hosting over 70 exhibitions annually with a total venue rental area of 1.838 million square meters, connecting more than 1.31 million global buyers with diverse trade opportunities. The company launched its online business in 2006, building a digital ecosystem comprising 16 bilingual B2B portals, 7 mini-programs and 3 mobile apps. Stepping into the Digital & Intelligent 5.0 era in 2025, it fosters new productive forces to pursue sustainable development.

Co-Organizer

CREDAWARD

Founded by Ms. Zhong Qin in 2014, DJSER is dedicated to empowering outstanding and innovative design. It has built a community of over 500 partners, including urban developers and top design firms at home and abroad.

Its flagship program, CREDAWARD (formerly Real Estate Design Award), enjoys a stellar reputation. For a decade, it has assembled a distinguished jury of renowned scholars and urban developers worldwide. Boasting rigorous procedures, open evaluation rules and stringent selection criteria, it is widely recognized as one of the most credible awards in the industry, and has become a key channel for developers to source premium design partners.

依托博华展览旗下上海国际酒店及商业空间、办公及公共空间博览会（HSOP）深厚的产业积累。博华展览将携手CREDAWARD地建师设计大奖，在HSOP同期共同启动【上海国际建筑节】。这一全新平台将以酒店、商业、办公及公共空间为基点，整合并升级四大空间在智慧、绿色与材料应用上的创新实践并开启建筑节全年活动。

Drawing on the profound industry expertise of HSOP – Shanghai International Expo for Hotel, Commercial, Office & Public Spaces under Sinoexpo Informa Markets, we are joining hands with CREDAWARD to launch the Shanghai International Architecture Festival concurrently with HSOP.

As a brand-new platform, it focuses on hotel, commercial, office and public spaces. It integrates and elevates innovative practices of the four major spaces in smart technology, green development and material application, and rolls out year-round events for the Architecture Festival.



Hotel & Shop Plus | SIAF |

智联四大空间，创享未来生活

在政策、科技、消费三重赋能驱动文旅、商业、大住宿业发展的时代背景下，上海国际酒店及商业空间、办公及公共空间博览会将于2027年3月30日-4月2日在上海新国际博览中心·浦东盛大启幕！作为酒店、商业、办公及公共空间领域筹建与运营的一站式采购平台，展会由上海博华国际展览有限公司整合30余年积淀的酒店展、建材展、清洁展三大资源矩阵，以场景化需求为导向，全面呈现建筑装饰材料、酒店用品、智能设备、商业展陈设施、智慧解决方案及清洁技术等产品，为业主方、酒店管理集团、商业品牌、设计机构、物业服务商等产业链核心群体构建高效采购选材生态链。依托展会强大的资源积累，展会现场将同期举办【上海国际建筑节】并开展系列活动，为建筑行业进行持续赋能。

主办单位一览

住建部·中国建筑文化中心、中国旅游饭店业协会、中国照明电器协会、中国百货商业协会、ISSA国际清洁卫生行业协会

合作单位一览

英国皇家建筑师学会RIBA、中国建筑装饰装修材料协会、广东省石材协会、CREDAWARD地建师设计大奖、AHLA亚洲人居景观奖、照明人、景观周、城市设计联盟 …



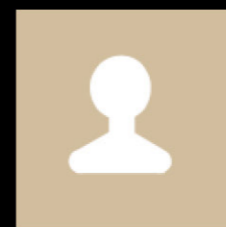
21万m²

展出面积
Exhibition Space



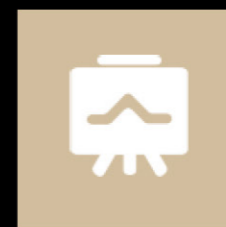
2000+家

参展企业
Exhibitors



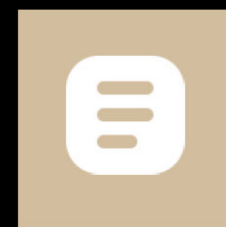
135682位

专业观众
Visitors



90+场

主题论坛&沙龙
Forum & Salon



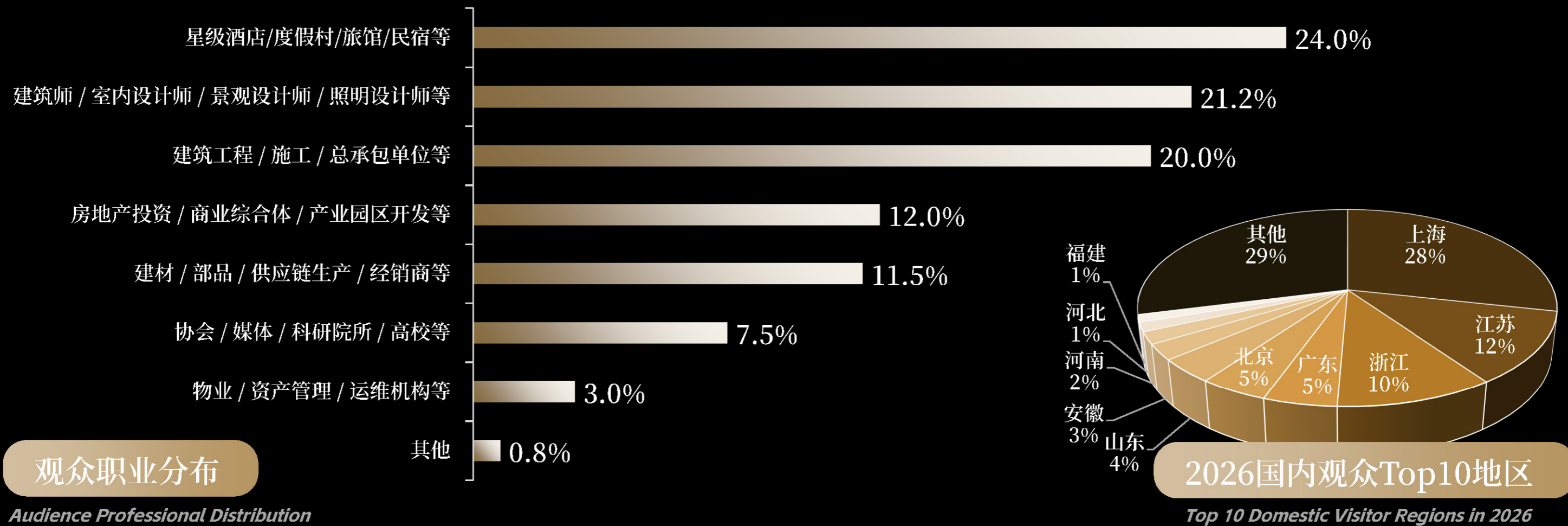
15场

创意特展
Special Exhibition

Audience 观众

2026年展会，**135682位**来自酒店、地产、商业、设计、运营等多领域买家云集。

In 2026, the exhibition attracted 135,682 buyers from hospitality, real estate, commercial, design, operation and other sectors.



全链聚合 精准商贸

Full-chain Integration & Targeted Business Matching

覆盖设计、材料、施工、运维、投融资全产业链，专业观众涵盖开发商、设计院、承建商、政府机构、跨国采购商，现场高效对接，快速促成订单与合作。

It covers the entire industrial chain including design, materials, construction, operation & maintenance, investment and financing. Professional visitors consist of developers, design institutes, contractors, government bodies and international buyers. On-site efficient connections help secure orders and partnerships promptly.

展区
Exhibition

前沿引领，技术首发

Pioneering Leadership & Technology Debut

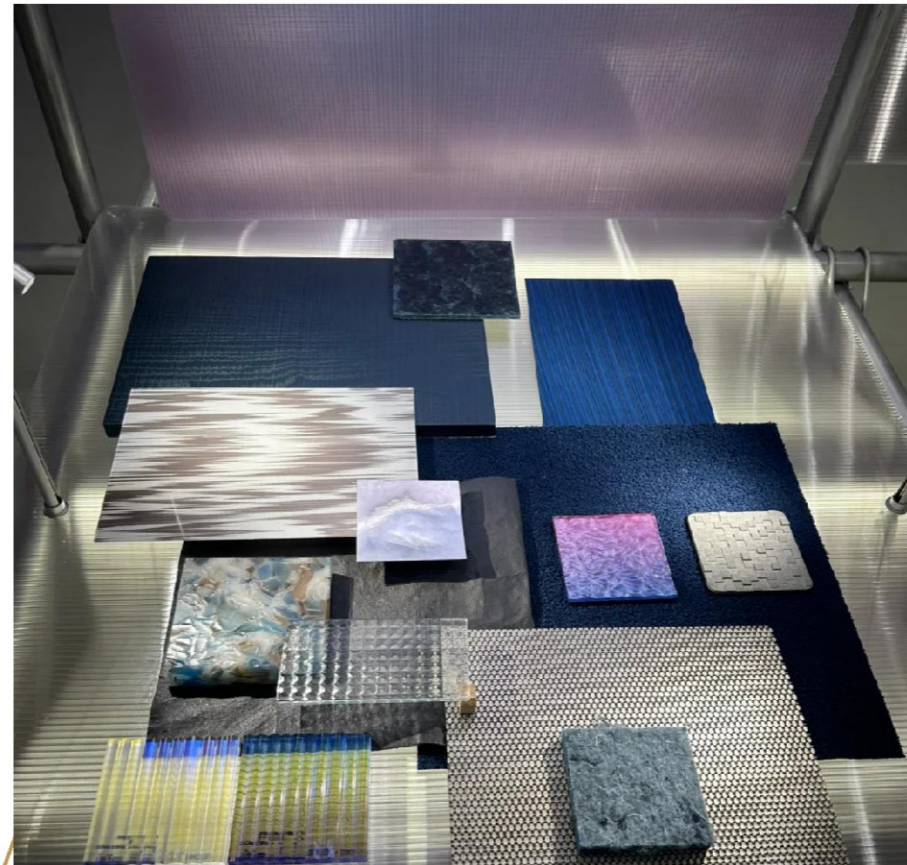
聚焦双碳目标、AI 建造、生态城市、超低能耗建筑等前沿技术，为企业提供新品首发、技术首秀、趋势发布的核心舞台，抢占行业技术制高点。

Focusing on dual-carbon goals, AI construction, eco-cities and ultra-low energy buildings and other cutting-edge technologies, the event serves as a premier platform for new product launches, technology premieres and trend releases, enabling enterprises to seize the commanding heights of industrial technology.

2027呈现 2027 ON-SITE

EXHIBITION MASTER PLAN 展区专题

建筑外围护 building envelope system



Theme:
Skin Narrative



主题
表皮叙事

高端幕墙系统、智能门窗、遮阳系统、采光顶
High-end curtain wall systems, smart doors and windows, sun shading systems, daylighting roofs

外墙装饰材料、保温防水一体化系统、屋面技术
Exterior wall decorative materials, integrated thermal insulation and waterproofing systems, roofing technologies



智能智造 Intelligent Manufacturing

BIM 技术、数字孪生、建筑大数据平台

BIM technology, digital twin, building big data platform

建筑设计、3D 打印建筑、建造机器人、智能施工设备

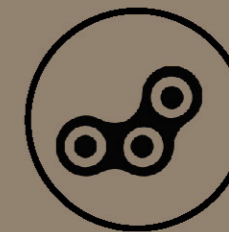
AI architectural design, 3D printed buildings, construction robots, intelligent construction equipment

智慧工地、建筑物联网、智能安防、智慧运维系统

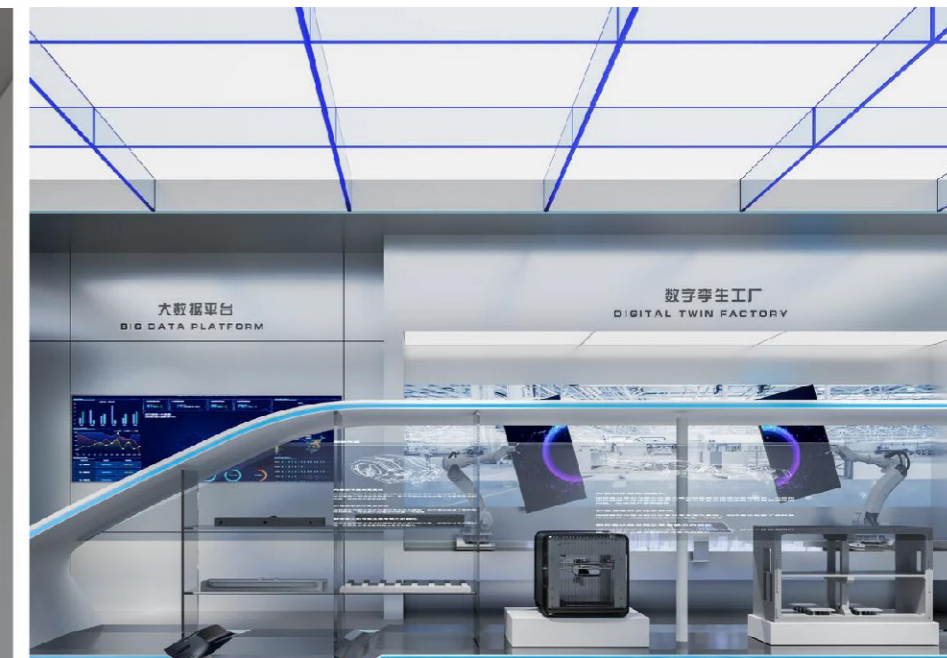
Smart construction site, building Internet of Things, intelligent security, intelligent operation and maintenance system



Theme:
Construct Plus



主题
建造PLUS



低碳可持续 Low-carbon & Sustainability

超低能耗建筑、近零碳建筑、被动式建筑技术与方案

Ultra-low energy buildings, near-zero carbon buildings, passive building technologies and solutions

绿色建材、再生建材、低碳装饰材料、节能保温系统

Green building materials, recycled building materials, low-carbon decorative materials, energy-saving insulation systems

光伏建筑一体化 (BIPV)、建筑节能设备、碳减排技术

Building Integrated Photovoltaics (BIPV), building energy-saving equipment, carbon emission reduction technologies



Theme:
Sustainable City



主题
永续城市

户外景观建筑 Outdoor Landscape Architecture

景观规划设计、构筑物、花园别墅设计及施工

Landscape planning & design, landscape structures, villa garden design and construction

新型花园建材、石材、木材等、户外景观铺装材料

Innovative garden materials, stone & timber, outdoor landscape paving products

景观设备、户外光电照明系统、水系统及游乐设施

Landscape equipment, outdoor optoelectronic lighting, water feature systems and amusement facilities

户外艺术装置用品、户外家居配套、植物园艺类

Outdoor art installations, outdoor furniture, horticulture & gardening supplies

立体绿化、屋顶绿化、造景材料及施工等

Vertical greening, rooftop greening, landscaping materials and related construction services



Theme:
Poem of Light &
Shadow



主题
光影诗行



照明灯饰 Lighting

商业 / 办公 / 住宅全场景室内照明系统（智能照明、健康照明、无主灯系统）

Full-scenario indoor lighting systems for commercial, office and residential spaces (smart lighting, healthy lighting, non-main lamp lighting systems)

艺术装饰灯具、氛围照明装置、定制化照明设计方案

Art decorative lamps, ambient lighting installations, customized lighting design solutions

照明设计精品案例、空间灯光营造技术与应用

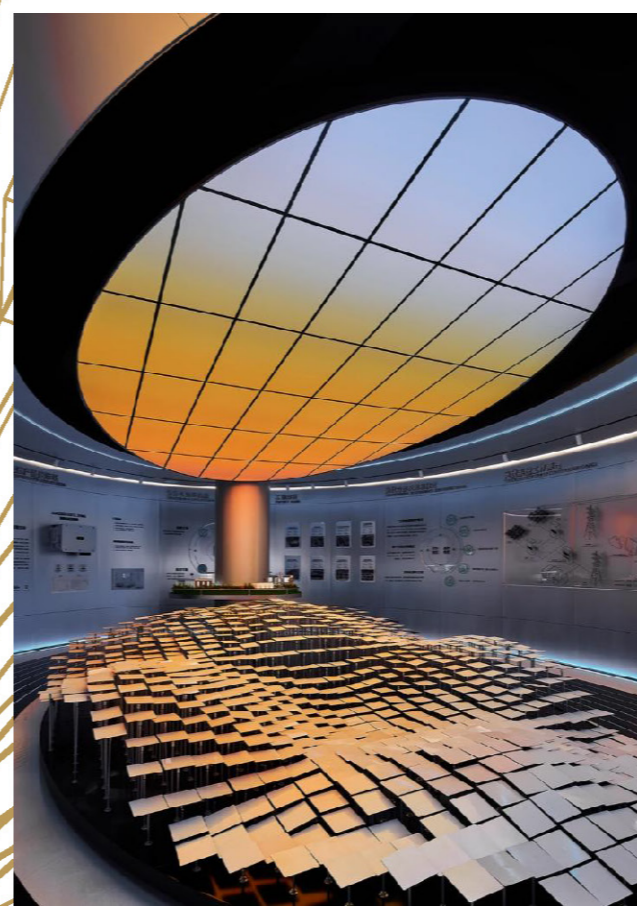
Selected lighting design cases, technology and application of spatial light atmosphere creation



Theme:
Light & Life



主题
光生活



创新材料集合

Design Mock-ups for Four Core Spaces

新型墙体砌块、钢筋型材与混凝土配套制品

modern wall blocks, steel profiles and concrete accessory products

内外墙传统饰面、门窗型材及通用辅材配件

Waterproofing & sealing materials, interior & exterior conventional finishes, door/window profiles and general fittings

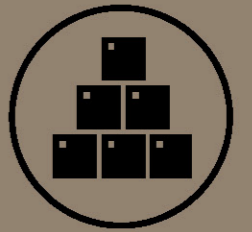
建筑表皮创新研发、低碳饰面设计案例与新材料落地应用
Innovative building envelope R&D, low-carbon cladding design cases and practical application of advanced materials

地坪铺装原料、暖通配套管材、建筑防火阻燃基础建材
Flooring raw materials, HVAC piping, fire-resistant conventional construction supplies

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Theme:
New Dawn &
Full Glory



主题
朔·望



权威平台，全球影响力

Authoritative Platform with Global Influence

依托博华展览 30 余年行业资源，联合海内外知名顶级机构，打造亚太建筑行业标杆展会，提升企业全球品牌知名度与行业话语权。

Leveraging over 30 years of industry resources of Sinoexpo Informa Markets and partnering with top domestic and international institutions, we have built a benchmark exhibition for the Asia-Pacific construction sector, helping enterprises enhance global brand recognition and industry influence.

活动
Activities

思想盛宴，高端对话

Feast of Minds & High-Level Dialogues

同期举办SIAF 建筑大师论坛、中外照明设计师高峰论坛、未来之城·城市发展峰会、年度创新材料新品发布盛典、10Plus商贸对接会、野生设计派VIP酒会、建筑师家具鉴赏、X系列沙龙、设计出海研讨会、媒体专访日等 10+ 场高端活动，汇聚全球设计大师、行业领袖、学术权威，共话行业未来。

We will host over 10 premium concurrent events, including the SIAF Master Architects Forum, China & International Lighting Designers Summit, Future City Urban Development Summit, Annual Innovative Materials Launch Ceremony, 10Plus Business Matching Sessions, Wild Design VIP Reception, Architect Furniture Appreciation, X-series Salons and Overseas Design Seminars, as well as Media Interview Day. Bringing together world-renowned designers, industry leaders and academic experts, the events explore the future of the sector.

2027现场 2027 ON-SITE
FESTIVAL **活动庆典**
Activities

主论坛 Main Forum



上海国际建筑节
Shanghai International
Architecture Festival

专业思辨洞察产业变革，大咖论道凝聚行业共识，跨界融合赋能业态创新。

汇聚全球建筑名家、城市专家、设计先锋与产业领袖，SIAF2027上海国际建筑节高规格主论坛立足行业前沿趋势，聚焦城市更新、永续营建、光影美学、存量活化与创新材料应用前沿思潮，以思想碰撞洞见行业趋势，以专业对话凝聚产业共识，共探建筑设计创新、城市未来营建、光环境艺术塑造、存量空间价值重塑与场景升级的全新路径，共启城市与建筑高质量发展新征程。

Professional insights reveal industrial transformation; elite dialogues forge industry consensus; cross-boundary integration fuels business innovation. Bringing together world-famous architects, urban planning experts, design pioneers and industry leaders, the flagship main forum of SIAF 2027 Shanghai International Architecture Festival tracks the latest industry trends. It centers on cutting-edge ideas regarding urban renewal, sustainable construction, lighting aesthetics, stock space revitalization and innovative material application. Through intellectual exchanges and in-depth professional discussions, we interpret industry dynamics and unify industrial consensus. All participants will jointly explore new paths for architectural design innovation, future urban construction, artistic creation of light environments, value reformation of stock spaces and scenario upgrading, and embark on a new journey toward the high-quality development of cities and architecture.

*具体活动场地、名称与内容以现场呈现为准

【设计美学】

哑光肌理与柔光带织就极简科技美学·巨幕
视觉延展空间边界，
圈层式布局让思想交流
在质感秩序中自然共振。

场域建筑师操刀 非标美学论坛场景
Field Architects Design · Non-standard Aesthetics Space





上海国际建筑节
Shanghai International
Architecture Festival

未来之城·城市发展峰会

Future City · Urban Development Summit

城市面临着资源消耗、气候危机与社会公平的严峻挑战。在这一背景下，可持续城市发展已成为全人类的共同命题，它要求我们统筹生态韧性、经济包容与技术创新，重塑城市的未来。

Cities are confronted with severe challenges including resource depletion, climate crisis and social inequity. Against this backdrop, sustainable urban development has become a shared global pursuit, which requires us to integrate ecological resilience, economic inclusiveness and technological innovation to reshape the future of cities.

SIAF2027建筑大师论坛

SIAF 2027 Master Architects Forum

汇聚众多国内外建筑领域学术权威、知名设计机构掌舵人及行业领军人物同台论道，提升建筑庆典活动的行业权威性与全球影响力，吸引精准专业受众聚焦，更高效串联全球建筑师、地产开发企业、产业链上下游品牌、政府决策方等核心资源。

It brings together domestic and international academic experts, leaders of renowned design firms and industry pioneers for in-depth exchanges. The event elevates its professional authority and global influence, attracts targeted professional audiences, and efficiently connects architects, real estate developers, industrial brands and government decision-makers worldwide.

中外照明设计师高峰论坛

China International Lighting Design Forum

专注于酒店及商业空间、文旅照明、灯光秀、景观照明、办公照明等领域，促进国际与国内顶尖照明设计师、房地产开发商和酒店管理者之间的交流，共同探讨未来的照明设计趋势。

It focuses on lighting for hospitality, commercial spaces, cultural tourism, light shows, landscapes and offices. It facilitates exchanges between top domestic and international lighting designers, real estate developers and hotel operators to explore future lighting design trends.





张利

国际建筑师协会副主席
清华大学建筑学院院长



张永和

非常建筑创始人、主持建筑师
香港大学建筑学院院长



邢同和

华建集团资深总建筑师



Dr Valerie Vaughan-Dick

RIBA CEO



魏文梅

美国建筑师协会(上海)主席



伍江

非常建筑创始人、主持建筑师
香港大学建筑学院院长



Sohail Shaikh

英国驻华贸易副使节



陈建邦

瑞安房地产规划发展总监/集团
可持续发展总监



叶挺锋

铁狮门高级设计总监



祝峥

金地集团首席产品官



Benjamin Warner

RSHP亚太区总监、总经理



Satoshi Ohashi大桥谕

扎哈·哈迪德建筑事务所
中国区总裁



汤朔宁

同济大学建筑设计研究院(集团)有限公
司董事长、总建筑师



张杰

清华大学建筑学院教授、全国
工程勘察大师



龚成

Snohetta 中国区负责人



Jo Bacon

Allies and Morrison管理合伙人



Prof. Marc Aurel Schnabel

西交利物浦大学设计学院院长



薄宏涛

筑境设计董事、总建筑师



孙伟

weico建筑事务所创始合伙人



赖一心

AECOM 香港交通运输总监



Prof. Ying JIN

剑桥大学建筑学教授



Penny Cheung

ARUP奥雅纳中国内地负责人



杜抒

BIG董事、中国区负责人



刘炜杰

Foster + Partners合伙人



吴文博

ORIA 和睿设计 创始合伙人



沈禾

SHUISHI水石设计 创始合伙人

往届部分分享嘉宾
Part of Previous Speakers

X沙龙活动

X-SALON

SIAF X 系列主题沙龙，以多元跨界为内核，随产业趋势持续迭代焕新。聚焦新时代建筑产业融合思潮，紧跟城市发展、新材料应用、智能建造等前沿赛道，持续推出多维度、细分化专业沙龙活动。打破领域边界，汇聚设计师、工程甲方、供应链企业与运营从业者，以小而精的深度研讨、案例分享与思想交流，解读行业新政策、新技术、新业态。灵活适配产业动态变化，持续更新主题议题，构筑开放共生的交流圈层，以融合思维洞见行业新机

The SIAF X-Series Themed Salons take diversified cross-industry collaboration as the core and keep evolving alongside industrial trends. Centering on integrated ideas within the modern construction sector, we follow cutting-edge fields including urban development, new material application and intelligent construction, and launch a full range of specialized salons covering diverse and segmented topics. Breaking down disciplinary boundaries, the events bring together designers, project clients, supply chain enterprises and operation professionals. Through compact yet in-depth discussions, case sharing and idea exchanges, we interpret new policies, technologies and business models across the industry. With themes dynamically adjusted to keep pace with market changes, we foster an open and interactive community. Integrated thinking helps us explore new opportunities for the industry.

【设计美学】

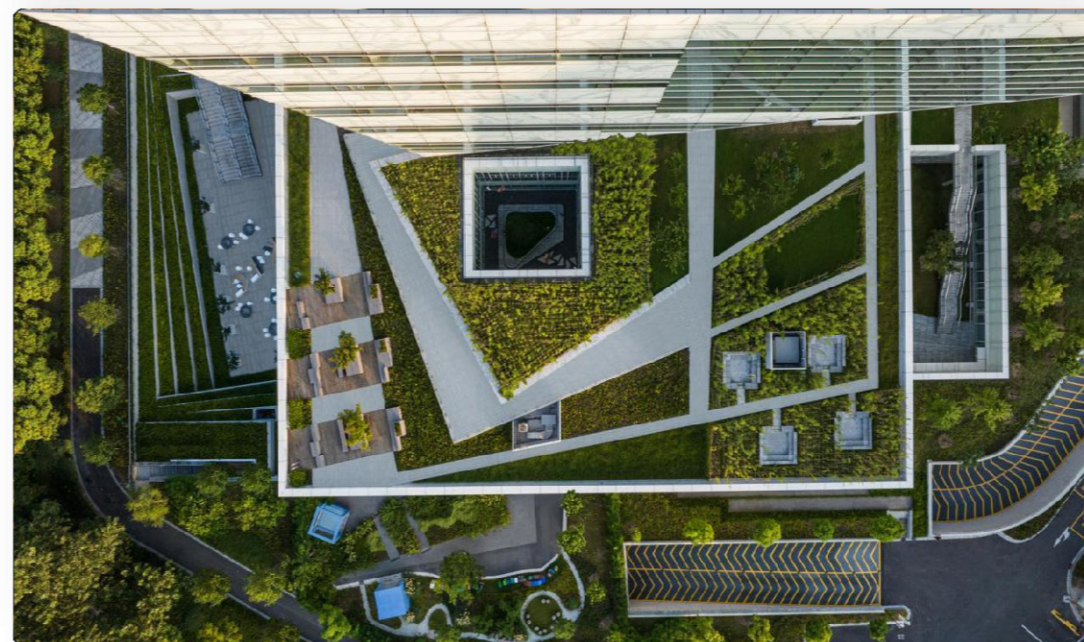
别具匠心的商业空间模式
有机融合传统会展场景

为建筑师与设计师构筑专属的思想场域——
于此·灵感自由生发·创意恣意流淌

首创主题展区特色沙龙

Pioneering themed salons within exhibition areas

Salon Area



I 拥抱变革——智能智造

在绿色智建与可持续城市发展浪潮中，AI 正重塑建筑设计、建造与运维全链路。本沙龙聚焦 AI 技术如何赋能建筑创新、优化城市治理效能，汇聚全球行业先锋与技术专家，探讨人机协同的实践路径、行业转型挑战与人才发展新机遇，共话 AI 时代下，建筑与城市领域的变革方向与未来图景。

II 生态协同——城市与自然的共生发展

立足绿色智建与可持续城市目标，本沙龙聚焦高密度城市场景下生态与建筑的融合路径，探讨韧性规划与应对气候变化的城市基础设施解决方案，讨论城市碳中和路径探索实践，分享国际标杆案例，共筑人与自然和谐共生的未来城市新范式。

沙龙区

Salon Area



III 设计解码——以人为本的空间设计与运营

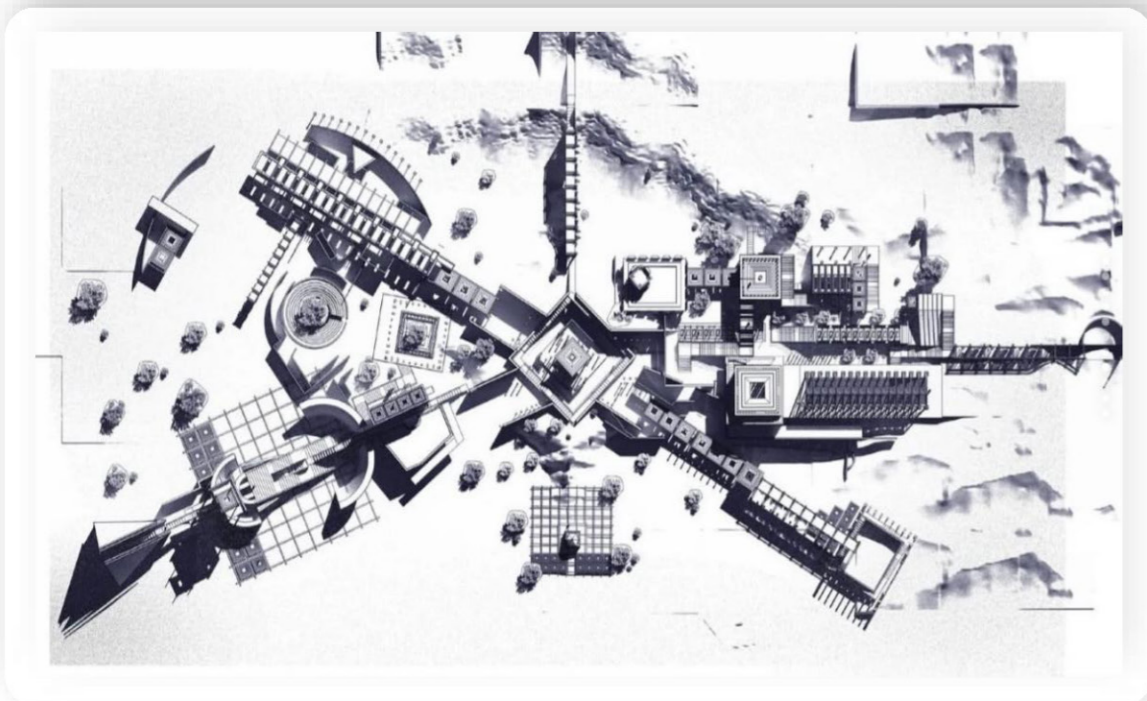
锚定可持续城市建设的人文内核，聚焦城市记忆空间延续、遗产建筑可持续更新路径，探索空间设计对低碳生活方式的引导策略，深度研讨适老化与儿童友好型城市建设实践。汇聚全球规划、设计与运营领域专家，共话兼顾历史传承与民生需求的宜居城市建设国际新范式。

IV 璀璨之城——探讨现代光影艺术

立足可持续城市美学建设，聚焦现代光影艺术与建筑、公共空间的创新融合。探讨光影技术在城市夜景营造中的应用，探索光影艺术如何激活城市记忆、赋能夜间经济，同时兼顾能耗控制与生态友好。汇聚艺术家、设计师与城市规划专家，共话科技与艺术交织的未来宜居城市新图景。

沙龙区

Salon Area



V 跨界X——谈谈那些“出圈”的事儿

聚焦空间设计领域的跨界创新实践，挖掘“出圈”案例背后的破圈逻辑：从绿色建材与艺术创作的碰撞，到智能建造与文旅产业的融合，再到可持续理念与消费场景的跨界赋能。汇聚跨领域先锋人士，打破行业壁垒，共探跨界思维如何为未来城市建设注入全新活力

VI 造园·人与自然的亲密接触

聚焦园林营造与当代人居，立足低碳景观、城市口袋公园、儿童友好绿地等前沿方向。业内设计师分享自然造园理念，探讨建筑与植被相融的落地手法，从方寸园景出发，探寻人与自然共生的设计解法。

沙龙区

年度创新材料

Annual Innovative Materials

聚焦建筑、景观、室内全空间材料创新应用，汇聚行业领军企业、设计大咖与技术专家共赴盛会。活动重磅设置新材创造赛与年度创新材料发布两大核心板块，发掘前沿材料创意设计，首发低碳、高性能、高颜值新型建材成果。

立足空间营造与永续发展理念，聚焦材料迭代、工艺革新、场景落地，以赛事激发原创活力，以新品引领行业风向。搭建材料研发、设计应用、市场对接的高端平台，赋能建筑立面、景观营造、室内空间品质升级，以新材之力，共创建筑永续新生未来

Focusing on innovative application of materials across architecture, landscape and interior spaces, this event gathers leading enterprises, top designers and technical experts from the industry. It features two core highlights: the New Materials Creation Competition and the Annual Innovative Materials Launch, to explore cutting-edge material design ideas and premiere new building materials featuring low carbon, high performance and superior aesthetics. Upholding the philosophy of spatial creation and sustainable development, we concentrate on material upgrading, craftsmanship innovation and on-site implementation. The competition stimulates original creativity, while new product launches steer industry trends. We have built a high-end platform for material R&D, design application and business connection, driving quality improvement of building facades, landscape construction and interior spaces. Empowered by advanced materials, we jointly shape a sustainable and vibrant future for the construction sector.

*具体活动场地、名称与内容以现场呈现为准



上海国际建筑节
Shanghai International
Architecture Festival



年度创新材料发布

SIAF 2027 Master Architects Forum

新材创造赛

China International Lighting Design Forum

主题特展 X-SALON

SIAF 建筑节创新打造沉浸式主题特展板块，紧跟行业发展趋势与当下热点，打破传统会展固有模式，以实景呈现、场景还原、装置艺术的全新形式，让前沿技术与创新成果拥有看得见、可体验的真实落地效果。

全新落地特色主题特展，覆盖可持续设计、智能智造、空间设计、照明装置、景观光影、建筑幕墙等核心领域。以场景化、沉浸式、生活化的展陈形态，重构观展体验，汇聚前沿成果、创新设计与实景应用，为行业带来直观参考与灵感启发，引领建筑产业创新升级。

SIAF Architecture Festival presents an innovative immersive themed special exhibition. Keeping pace with industry trends and hot topics, it breaks the traditional exhibition model. Featuring real-scene displays, restored settings and installation art, it delivers tangible and experiential showcases of cutting-edge technologies and innovations. Covering sustainable design, intelligent manufacturing, spatial design, lighting installations, landscape lighting and building facades, the exhibition reinvents visitor experience via immersive and life-like displays. Bringing together latest achievements, creative designs and practical applications, it offers valuable references and inspiration, driving innovation and upgrading across the construction industry.

【设计美学】

别具匠心的商业空间模式

有机融合传统会展场景

为建筑师与设计师构筑专属的思想场域——

于此·灵感自由生发·创意恣意流淌

设计师策展-供应链场景化落地

Pioneering themed salons within exhibition areas

拟规划合作特展主题
Proposed Themes for Joint Special Exhibitions

设计师+供应链 = 场景化空间



共生界
Symbiosis Realm

可持续设计特展
Sustainable Design Zone



建造Plus
Construct Plus

智能智造特展
Smart Manufacturing Showcase



表皮叙事
Skin Narrative

外围护系统特展
Building Envelope Showcase



光生活
Light & Life

照明灯饰主题装置
Lighting Themed Installations



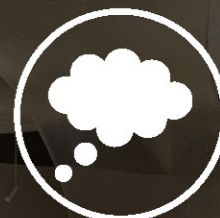
光影诗行
Poem of Light & Shadow

景观建筑场景特展
Landscape Architecture Showcase



非凡空间
Extraordinary Space

四大空间设计特展
Four Spatial Design Zones



更多主题亟待解锁

(可看|可听|可触|可达……)

10Plus商贸对接

10Plus Business Matching

2027 SIAF 上海国际建筑节倾力打造全链路商贸对接系列活动，精准整合全球建筑产业优质资源，搭建高效务实的商务合作平台。

提前以路演形式开启设计院与材料品牌深度交流，前置需求匹配、提前建立合作链接；现场汇聚房企业主、工程总包、行业供方面对面洽谈；同步解读海外建筑市场机遇与合作政策。从展前精准路演配对、现场直面采购洽谈，到出海渠道资源对接，全链条打通设计选材、工程集采、跨境合作通路，高效促成供需对接、项目落地与产业共赢。

2027 SIAF Shanghai International Architecture Festival launches a full-range business matching series. It integrates high-quality global resources of the construction industry and builds an efficient and practical platform for business cooperation. Roadshows will be held in advance to facilitate in-depth exchanges between design institutes and material brands, enabling early demand matching and partnership establishment. Onsite, real estate developers, general contractors and industry suppliers will engage in face-to-face negotiations. Meanwhile, insights into overseas construction market opportunities and relevant cooperation policies will be shared. Covering pre-show roadshow & pairing, onsite procurement talks and overseas channel docking, the event connects the whole industrial chain of design & material selection, bulk engineering procurement and cross-border cooperation. It effectively boosts supply-demand matching, project implementation and win-win development across the industry.

*具体活动场地、名称与内容以现场呈现为准



上海国际建筑节
Shanghai International
Architecture Festival

全球开发商采购现场对接会

On-site Procurement Meeting for Global Developers

走入设计院所——合作伙伴配对会(材料)

Visit Design Institutes: Targeted Matching for Material Suppliers

海外建筑市场合作推介会

Overseas Construction Market Cooperation Promotion Seminar

媒体传播

X-SALON

建筑节特设媒体专访与新品发布专属板块，汇聚行业主流媒体、权威融媒体全程深度报道。聚焦行业领军人物、标杆企业、创新成果与前沿理念，搭建专访对话、新品首发、行业声音发布的权威平台。多维度传播产业趋势、设计思想与品牌价值，全域扩大行业影响力，共筑建筑产业舆论传播新高地。

SIAF features exclusive media interviews and new product launches, with leading industry media providing in-depth coverage. It serves as a premium platform for executive interviews, debut releases and industry insights, spotlighting top figures, benchmark enterprises, innovations and cutting-edge concepts. Multidimensional coverage of industry trends, design philosophies and brand value amplifies influence across the sector and builds a leading communication hub for the construction industry.

媒体专访台

Media Interview Booth

庆典直播

Celebration Live Stream

野生设计派

Annual Innovative Materials

野生设计派，致敬每一位自成风格的设计师个人 IP。秉持向野而生、打破常规、无畏突破的设计态度，跳出固有圈层束缚，以松弛休闲的社交氛围，构筑纯粹的设计师交流盛宴。

活动特设 VIP 私享酒会、建筑师跨界家具鉴赏等特色环节，融艺术鉴赏、思想碰撞、圈层社交、轻松聚会于一体。让设计师卸下工作束缚，邂逅同频知己，品味艺术美学，畅谈设计理想，在随性自在的氛围中，释放创作本心，共启无界设计新思潮。

Wild Design Tribe — A tribute to all designers with distinctive personal IPs. Embracing a free-spirited, unconventional and innovative design mindset, we break boundaries and create a relaxed gathering for genuine peer exchange. The event features exclusive VIP cocktail receptions and cross-disciplinary sessions on architecture and furniture appreciation. Blending art appreciation, idea sharing and casual socializing, it lets designers unwind, connect with like-minded peers, explore aesthetics and exchange creative visions. Here, designers can embrace their true inspiration and pioneer a new era of boundless design.

*具体活动场地、名称与内容以现场呈现为准



上海国际建筑节
Shanghai International
Architecture Festival

CHEERS·日间能量场
CHEERS·Daytime Energy Hub

向野·VIP酒会
WILD REBORN·VIP Cocktail Reception

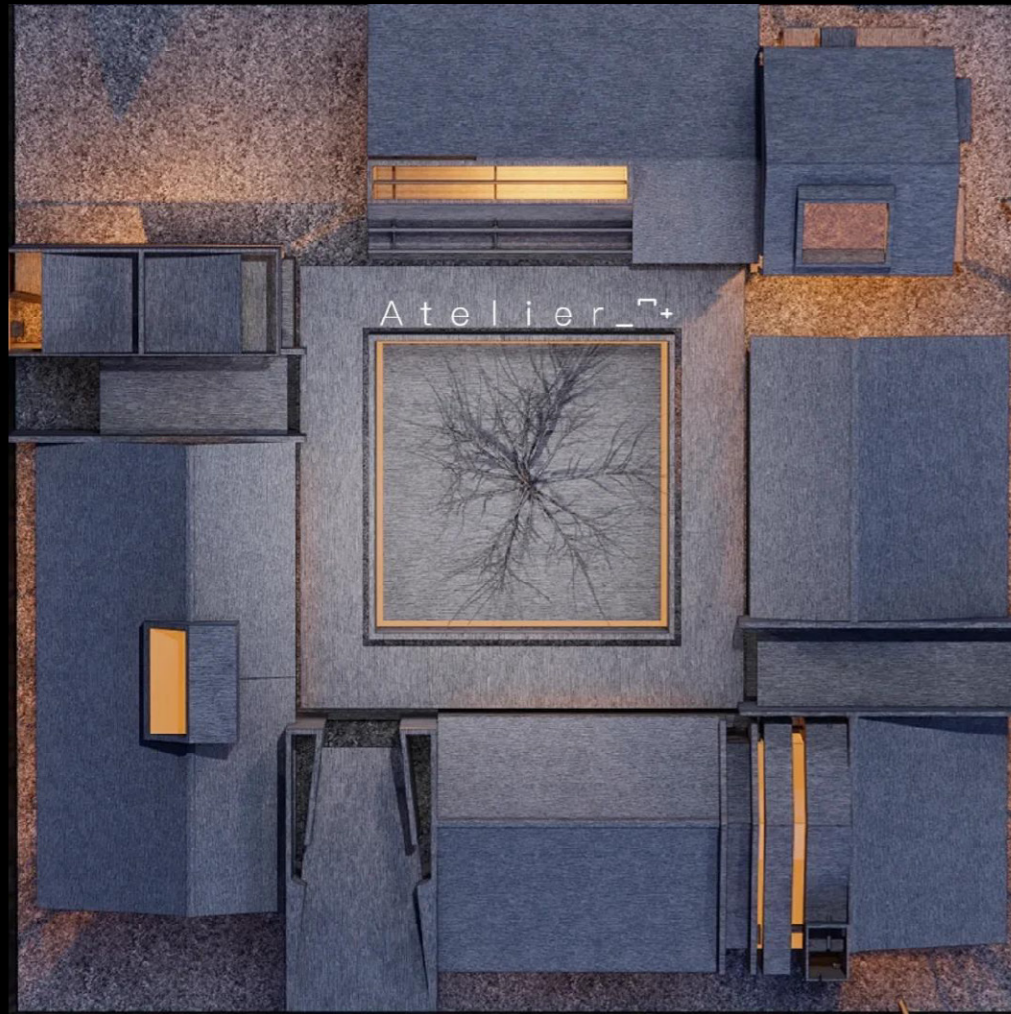
建筑师跨界家具鉴赏
Cross-Border Furniture Appreciation for Architects

体验
Immersion

2027升级 2027 UPDATE
EXHIBITON 场景美学
ATMOSPHERE

FESTIVAL 嗨HI·合院式空间节奏

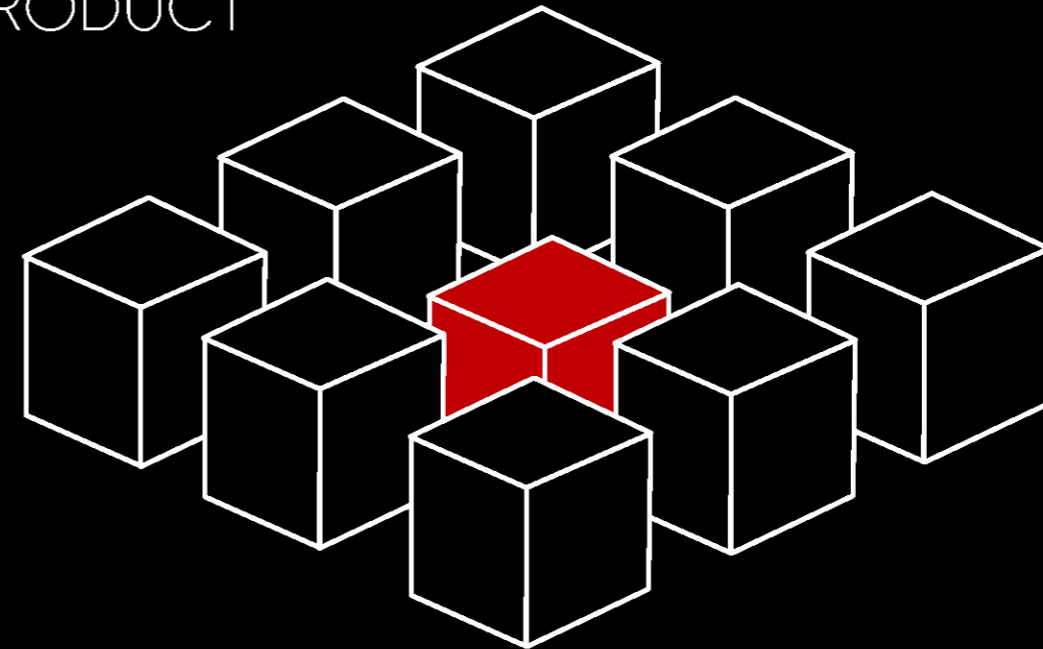
FESTIVAL· Courtyard-style spatial circulation



主通道视野畅通，每个Block主题展区则采用合院式布局，营造可逛可洄游的空间节奏序列，围绕功能性空间，增强驻足及互动性，让交流的发生更加自然

Wide sightlines along main aisles; each themed block adopts courtyard layout with looping circulation around functional zones to boost stay time and organic interactions.

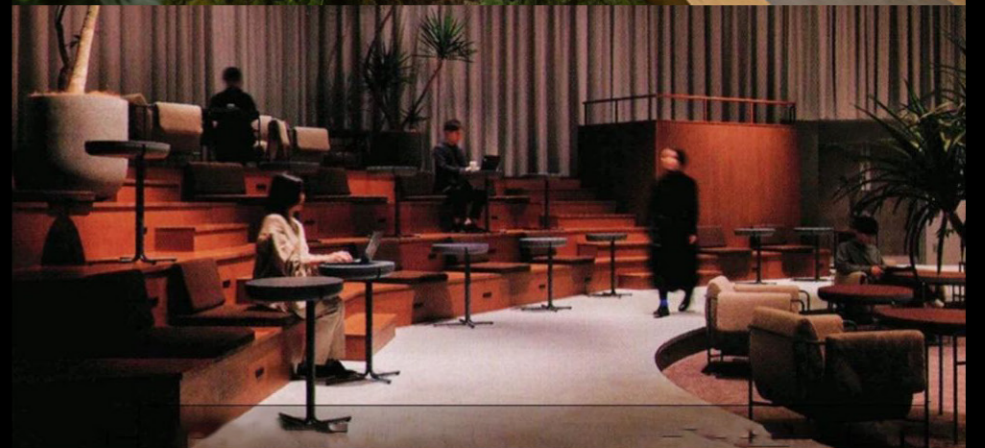
分享企业展位
沉浸式 Immersive Exhibitor Booths 打卡
场景化策展 每个展区聚合化功能 休憩 RELAX
Exhibition 沙龙 Salon 空间美学 社交 SOCIAL
产品展示 气氛视觉 DESIGN 周边
PRODUCT





回响之地 论坛、沙龙与休憩

Echo Hub · Forums, Salons & Lounge Zones



摒弃常规制式排布，以更具有体验感的设计空间塑造松弛场域，打破会务与展示边界，促成轻松自然的行业交流。

The lounge area abandons conventional layout, adopting experiential design for a relaxed atmosphere and blurring boundaries between conference and exhibition to foster casual industry exchanges.

设计策展·最直接的产品展示

Curated Design | Direct Product Presentation

不同主题的特展区域，邀请设计师统一打磨
为产品、材料呈现一个最真实优雅的样子

Designers are commissioned to refine themed special exhibition zones, showcasing products and materials in their authentic and refined form.



THE 65TH CHINA INTERNATIONAL
FURNITURE FAIR





创新·材料集展与发布

Innovation | New Materials Showcase & Launch



以极简空间打造高级质感，以单个材料为展示主体，展台+展墙直观呈现产品细节，设置围合交流区兼顾讲解与商务沟通，用更低成本实现高效高端的展会呈现。
Crafted with minimalist space for premium texture, each booth centers on a single material. Booths and display walls showcase product details intuitively, while enclosed discussion zones facilitate presentations and business negotiations to deliver high-end exhibition effects cost-effectively.

邀请建筑师设计,突破传统标准展示空间,一种全新的模块化组合
组委会提供基础框架,参与公司根据各自需求进行展陈布置

Architects are commissioned to design beyond conventional exhibition layouts with innovative modular combinations. The organizing committee supplies basic frameworks, while participating companies customize their own displays per individual requirements.

定制·升级标摊

Custom · Upgraded Standard Booths



设立9平方米升级标准展位,可拎包入住。

9 sqm upgraded standard booths available for move-in with turnkey fittings.

依托同期hotel & shop plus观众优势，会议将会吸引大批量国内外星级酒店、

购物中心、市政采购、房地产及文旅企业代表莅临聆听

Leveraging the concurrent Hotel & Shop Plus event's audience advantage, the conference will attract a large number of representatives from domestic and international star-rated hotels, shopping malls, municipal procurement departments, real estate companies, and cultural tourism enterprises to attend and listen.

地产&商业综合体

Real Estate & Shopping Centers

旭辉集团 世茂集团
信达地产 瑞安房地产
中信泰富地产 万科
华润置地 仁恒置
金地集团 银泰商业集团
大悦城控股 港汇恒隆
绿城中国 英格卡集团
香港置地 上海大宁城市奥莱企业管理
华宇集团 有限公司
国贸地产 K11 concepts limited
金科 百联淮海755
中国金茂 合生商业
龙湖 上海爱琴海商业集团股份有
新希望集团 限公司
华侨城 大悦城
保利发展集团 IGFD时尚集团
新城控股 上海百联集团股份有限公司
.....

投资开发&文旅&酒店品牌

Municipal & Cultural and Tourism Enterprises
Domestic and international high-end hotel brands

中建三局基础设施建设投资有限公司 华住集团
中建二局西北投资集团有限责任公司 北京首旅酒店（集团）
中建四局江苏建设投资有限公司 温德姆酒店集团
中建铁路投资建设集团有限公司 洲际酒店集团
中交雄安投资有限公司 万豪国际集团
中天交通建设投资集团有限公司 亚朵集团
中铁(上海)投资集团有限公司 德胧集团
中铁南方投资集团有限公司 希尔顿企业管理（上海）有限公司
北京城建集团有限责任公司 安逸酒店集团
中国融通旅业发展集团有限公司 广州岭南国际酒店管理有限公司
贵州省旅游产业发展集团有限公司 雅高集团
吴淞口文旅 凤悦酒店及度假村
成都文旅集团 丽呈集团
湖北文旅集团 雅斯特酒店集团
华侨城旅游投资管理集团 上海美豪商业管理有限公司
保利商旅产业发展有限公司副总经理 新加坡曼哈顿酒店集团
中旅度假旅游管理（海南）有限公司 北旅投国际酒店管理集团有限公司
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知名设计院&事务所

Leading Design Institutes & Architectural Studios

Gensler | 美国 Woods Bagot 伍兹贝格
AECOM | 美国 法国VP建筑设计事务所
Arcadis | 荷兰 KPF
Perkins & Will | 美国 MAD 建筑事务所
Nikken Sekkei日建设计 | 日本 大象建筑设计
HPP | 德国 Gad绿城
Gmp事务所 | 德国 上海天华建筑设计
Foster + Partners | 英国 直向建筑
Zaha Hadid Architects | 英国 筑博设计
BIG (Bjarke Ingels Group) | 丹麦 日清设计
MVRDV | 荷兰 基准方中
OMA大都会 | 荷兰 华东建筑设计研究院 (ECADI)
Snøhetta | 挪威 中国建筑设计研究院 (CADG)
隈研吾建筑都市设计事务所 | 日本 同济大学建筑设计研究院 (TJAD)
Aedas (凯达环球) SHUISHI 水石设计
梁黄顾建筑设计 (LWK) | 中国香港 CHALLENGE DESIGN 成执设计
Chapman Taylor 查普门泰勒 FTA
.....

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深挖行业资源，展会宣传覆盖网站、小程序、媒体矩阵等线上线下全渠道，链接全球建筑行业生态圈，线上线下联动，呈现全方位的宣传效果。

Deeply tapping into industry resources, the exhibition promotion spans both online and offline channels—including websites, mini-programs, and media platforms—connecting the global construction industry ecosystem. By integrating online and offline efforts, it delivers comprehensive promotional impact.

全球 Global Media Mix 媒体矩阵

头部合作媒体 Top media outlets

Wallpaper*

arch
daily

domus⁺
china

gooooood
谷德设计网

建筑师
The Architect

AT 建筑技艺

TA

城市·环境·设计
UED

有方
POSITION

mooool

青年建筑
Youth Architects

WA
WAACA 2025

LA

ArchDojo 筑格

拟邀头部媒体阵容，更多媒体，正在更新...

We are inviting top media outlets to join us. More media partners are being added...

国际合作媒体 International Cooperative Media

全球 Global Media Mix 媒体矩阵

SLEEPER
GLOBAL HOTEL DESIGN

HOTELS
PASSION FOR HOSPITALITY
SINCE 1966

Flooring

HOTELIER
MAGAZINE

hospitalitynet™

HOTELIER INDONESIA
JOBS | EVENTS | HOSPITALITY NEWS | MAGAZINE

COMMERCIAL
INTERIOR
DESIGN

elitepublishing
Co.Pty.Ltd

DESIGN &
CONTRACT

HBR
HOTEL BUSINESS REVIEW

e|ástica.
magazine

HOTEL

HotelAvia
GLOBAL HOTEL DESIGN PARTNERS MAGAZINE

PR Newswire®

lighting
today

SECURITY
SOLUTIONS
TODAY

INCLEAN

cleanTOTAAL

HOTEL FAIR

MADDESIGN
INTERIOR DESIGN EXHIBITION

NOVACANCY
HOTEL + ACCOMMODATION INDUSTRY EXPO

MYFAIR

Reinigungs
MARKT

HOSPITALITY
RESOURCE DIRECTORY

ASIA
TODAY

bathroom
+kitchen

TOPHOTELPROJECTS

LED
professional

TILE TODAY

ASIAN HOTEL
& CATERING TIMES

asian
ceramics

BCI ASIA

WORLD
CONSTRUCTION
TODAY

MosBuild

mc Marshall Cavendish
Business Information

Digi Silk Road

SOUTHEAST ASIA
CONSTRUCTION

building

ExpoPromoter

trade
india.

携手来自北美、欧洲、亚太等地区的
顶尖行业伙伴，共同推动品牌全球化
进程。未来，我们将继续深化跨国合
作，推动资源互通，共创价值！

Partnering with leading industry players from
North America, Europe, Asia-Pacific, and
beyond, we are jointly advancing our brand's
global expansion. Moving forward, we will
continue to deepen cross-border
collaborations, promote resource sharing, and
create value together!



EXPO HOTEL/SHOP/OFFICE /PUBLIC PLUS



上海酒店及商业空间展



上海国际建筑节
Shanghai International
Architecture Festival

期待共创
Collaborate

2027
上海国际建筑节

同期：上海国际酒店及商业空间、
办公及公共空间博览会

SHANGHAI
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For inquiries, please contact:

杜女士：021-3339 2095

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