

# CHINA CROSSROADS

Sunday, July 12<sup>nd</sup>, 2020, 16:30 – 17:45

## Breaking Boundaries with Design: New Design Trends in China

Jae Li

Founder and Creative Chairman of LabLimitless  
Visiting Professor at the China Academy of Art  
Visiting Professor at UC Berkeley



Supported by:

ESSCA Shanghai

Berkeley Alumni DesignX




9 Qinghai Lu / Nanjing Xi Lu (青海路9号近南京西路)

Admission: 100 RMB / One Drink

RSVP to Frank Tsai at [editor@shanghai-review.org](mailto:editor@shanghai-review.org).







How can creative and innovative design experiences help international brands connect in the China market? How can they help Chinese brands reimagine themselves? How can design break such boundaries and make cross-cultural and cross-disciplinary connections through the creative process? Tonight's speaker will explore these questions with discussion of a number of case studies of new design trends in China today.

[Jae \(Junjie\) Li](#) is the Founder and Creative Chairman at LabLimitless. He was born into a family of performing artists and attended the College of Environmental Design at UC Berkeley, earning an MA in Architecture and a minor in New Media and Performing Arts. An award-winning designer, Jae has participated in and led the design of many high-end international projects including: the Shed in New York's Hudson Yards, the Atlanta Center for Civil and Human Rights, W Hotels, the Luxury Collection Hotel in Changsha, the Beijing Yanqi Lake Villas, MGM Cotai, the Ritz Carlton Central Park, the Indigo Hotel Shanghai West Nanjing Road, the Andaz Resort Hawaii, Peet's Coffee's flagship store in Shanghai, NYU Abu Dhabi, the Shanghai North Bund Waterfront Urban Development, etc. He excels especially combining design with performing art theory and new media technologies in creating immersive social environments for unforgettable experiences. Prior to founding LabLimitless, Jae was the Design Director at the Rockwell Group, a prestigious design company in New York.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at [editor@shanghai-review.org](mailto:editor@shanghai-review.org).