



美國闊葉木外銷委員會－東南亞及大中華區
American Hardwood Export Council - Southeast Asia & Greater China

香港金鐘道 89 號力寶中心 1 座 2005 室

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“Echoes of the Woods” Sustainable American Hardwood Contemporary
Design Exhibition to Open in September

Exploring How Designers and Artists Interpret the Beauty of Natural Wood Creations

"Echoes of the Woods" – the sustainable American hardwood contemporary design exhibition is set to open in Shanghai on September 7th. Fully supported by American Hardwood Export Council (AHEC), curated by Cooollect and co-organized by Spring of Design and Shanghai Furniture Industry Association Design Professional Committee, the exhibition will feature creative design works from ten emerging Chinese designers and artists utilizing sustainable American hardwood. Visitors can gain tangible appreciation for how the natural material seamlessly fuses with design aesthetics.

As an important event during the exhibition, a designer salon on the theme of sustainable wood and design will also be presented on September 13th, where experts from various fields, such as interior designers, product designers, artists, manufacturers and representatives from wood associations, will gather to talk about the green and eco-friendly American hardwood and its outstanding design potential.





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“AHEC has always been committed to promoting green and sustainable practices, especially when it comes to American hardwood. Driving global progress towards sustainability is an ongoing mission and goal for us. This exhibition and designer salons, along with other planned events, represent an innovative attempt by AHEC to advance sustainability through the creative arts. Working with ten emerging designers and artists, we have been impressed by their boundless innovation and the fresh perspectives they bring. We hope events like this will help American hardwood gain broader usage and recognition, enrich our designs and lives in ways supporting both ecological and aesthetic progress,” expressed by Mr. John Chan, Regional Director of AHEC Southeast Asia and Greater China.



Mr. John Chan, Regional Director of AHEC Southeast Asia and Greater China

Commenting on the significance of the exhibition, Mr. Zhiyang Lu, curator and organizer of Coollect, remarked: "Firstly, hosting an event like this is a meaningful endeavor. We hope to raise awareness amongst visitors and industry professionals alike of the diverse applications and aesthetic expressions of American hardwood - a natural gift from the environment, as presented through the highly creative works of these ten designers. The exhibition aims to explore how to better treat and apply the material, and truly integrate the concept of sustainability into all aspects of design, production and life."



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Mr. Zhiyang Lu, curator and organizer of Coollect

Design Muse Meets Natural Wood

“Echoes of the Woods” by Ten Pioneering Designers & Artists





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Designers keep exploring the boundless design potential of woods

Yun Zhao

Independent Designer, Founder of TIWUWORKS

According to Yun Zhao, "Echoes" represents both thoughtful reflection and action following nature's gifts. True sustainability involves more than just materials, it is spiritual as well. By utilizing wood rationally, its growth is imbued with richer purpose. The meaning of life lies not in eventual outcomes but in appreciating each phase of existence's journey

Samson Wang

Furniture Designer, Wood Artisan

"Echoes" represents the dynamic interplay and feedback between humanity and nature. It underscores the impact of our actions on the environment as well as nature's response to us. "Echoes" also symbolizes the ongoing, living connection between people and the natural world, emphasizing our responsibility towards nature and nature's counteractions upon us.



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Chris Tang

Product Designer, Founder of Artempo

"Echoes" signifies a dynamic dialogue – a multi-layered interplay and responsiveness between nature and humanity. This interaction is not unidirectional but forms a recurrent resonance through continual feedback and reflection. Intrinsically, nature possesses capacities for self-regulation and restoration. For example, the growth and regeneration cycles of forests represent nature's "echoes". From the human perspective, impacts on the environment and nature's feedback to humanity also comprise echoes. These echoes resonate on the level of sustainable development, where advocating its principles and practices symbolizes our positive response to nature.

Zizi Wang

Floral Artist

"Echoes" refers to the interrelationships and interdependences between all living and non-living elements in nature. These echoes encompass ecological interdependencies between species, interactions between flora and fauna, as well as cyclical changes and nutrient flows amongst plant constituents. As part of the natural world, human actions and activities impact the environment in turn eliciting echoes. Through artistic expression, I aim to portray these natural echoes as a means of exploring and appreciating nature's intrinsic beauty while provoking reflection on the human-nature dynamic.

Linda Lee

Interior Designer, Founder of Li Man Space Design and Linda Lee Design

"Echoes of the Woods" signifies both nature's sounds and the multidimensional symphony of aesthetic, musical, ecological and humanistic resonances emanating. By exploring sustainable forest stewardship practices, the exhibition aims to spark deeper care for preserving nature's artistic and cultural legacy.

America hardwood forests provide habitat for a wide range of wildlife, from birds to mammals to insects, all of which find shelter and food sources here. These living compositions constitute intrinsic melodies within forest ecosystems, interacting as natural yet symphonic performances that weave echoes of nature into the perpetuation of life. Through their ecological music, forests



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transmit deep reverence and affection for the bounties and beauty of the natural world.

Yanxiong Lin

Furniture Designer

The concept of "echoes" may refer to both the lasting impressions created by creative works and thought-provoking considerations of humanity's connection to the environment. Such echoes could imply the dialogue between nature and humankind, as well as the impacts resulting from human interactions with the natural world over time.

By exploring concepts of sustainable beauty in nature, the exhibition may aim to underscore the importance of protecting natural ecosystems and cultivate a more harmonious, balanced relationship between humanity and the environment. Through artistic works, displays and programs, the show seeks to provoke thoughtful consideration in audiences around our interrelationship with the natural world, sustainability and human activities.

Min Zhang

Artist

"Echoes" refers to a resonating state that spreads and continues reverberating. It is an intertwining and dialog with culture, history and ecology. As one of the oldest ecosystems on earth, forests have witnessed the evolution of countless species and changes in natural history. "Echoes" also represent ecological cycles and balance.

Forests stand as one of the most important ecosystems in nature, maintaining the balance of Earth's ecology through photosynthesis and respiration. This ecological cycle and balance not only provide the basis for human survival, but also serves as an important revelation in our pursuit of sustainable development. By exploring the beauty of sustainable nature, we can better understand the value and significance of forests and our relationship with nature.

Yuesheng Fang

Product Designer

While art works typically finds form through mediums, "echoes" depict attributes fundamental to the



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very essences inspiring creativity. "Echoes" refers to inherent qualities of the materials themselves and are extensions of the artist's utilization of certain materials and creative approaches

Zhongyu Zhang

Product Designer, Founder of 「MMR」

In Zhongyu Zhang 's designs, she considers one aspect to be "wood's response to the forest", while another is "urban life's echoes of nomadism". Ranging from sustainable use of natural and local materials, to seeking symbiotic relationships, her works seem to juxtapose

Samoon Xia

Architect, Curator, Artist, Writer

In Samoon Xia's mind, "echoes" refer to the inner voice that can be heard during quiet moments of reflection. She understands it as a kind of resonance within oneself.

About American Hardwood Export Council (AHEC)

American Hardwood Export Council (AHEC), headquartered in Washington DC, USA, is the leading international trade association for the US hardwood industry. AHEC represents the committed exporters among US hardwood companies and all major US hardwood production trade associations. Concentrating on providing architects, designers, traders, processors and end-users with technical information on the range of species, products and sources supply.

The American Hardwood Export Council (AHEC) Southeast Asia and Greater China (SEA & GRCH) office was opened in Hong Kong in 1992 to serve and oversee nine Asian markets.

About Coollect

The organization aims to cultivate appreciation for innovative design from China by highlighting works with everyday relevance. Through multidisciplinary programming combining visual showcase, temporary commerce and planning advisory, they envision molding distinctive yet attainable visions of refined contemporary living infused with Eastern cultural flavors. By probing attributes elevating daily experiences, a distinctive Chinese lifestyle aesthetic is nurtured.