



design worldwide partnership

FOR IMMEDIATE RELEASE

## dwp | design worldwide partnership attends groundbreaking ceremony for their iconic design of Lilanz Creative Centre, China

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The design team and top **dwp** executives of world-class architecture and interior design firm **dwp | design worldwide partnership** ([www.dwp.com](http://www.dwp.com)) were among the honoured guests invited to attend and speak at the historic groundbreaking ceremony of the colossal Lilanz Creative Centre, in Jinjiang, China, on 16<sup>th</sup> January 2012.



Pictured above (left to right): Manfred Schnabl (dwp Thailand Senior Architect), Jon Sealey (dwp Thailand Senior Interior Designer), Yu Jordy Fu (dwp Thailand Creative Director), Brenton Mauriello (dwp Group CEO), Robert Troup (dwp Executive Director Greater China), Nichary Pongsomboon (dwp Thailand Interior Designer) and Dr Saeed Zaki Ph.D (dwp Executive Director).

**dwp** | design worldwide partnership's largest project in China, the 160,000sqm mixed-use development Lilanz Creative Centre, broke ground recently, on site, at Changxing Road, Jinjiang, Fujian, China, adjacent to the current headquarters of the famous Chinese menswear fashion brand Lilanz. A landmark undertaking, Lilanz Creative Centre is set to be a hub of creativity and innovation in the region.

In his compelling speech, Brenton Mauriello was quoted as saying: "Two years ago, **dwp** and **Lilanz** came together to begin a process that has led to creating this magnificent project. What will rise from the ground around you will not be just another building in Jinjiang's development. It will not just be another headquarters for one of China's great industrial companies. This development will be much much more... It will be inspirational - a project that will stimulate creativity and innovation. It will be a symbol of the city for generations to come."

Pictured below: Brenton Mauriello's speech on stage (left), translated by Yu Jordy Fu (right), prior to breaking ground.



To take a brief look at the proceedings, click to the video clip here: [Lilanz Breaks Ground](#)

The event was well-attended by around 1,000 guests, including all of the top government officials of Jin jiang and Quanzhou, as well as all Lilanz shareholders and directors, such as Lilanz CEO Wang Liang Xing and Lilanz Chairman Wang Dong Xing, in addition to CEOs of some of China's largest brands. To mark the auspicious occasion, speeches on site were accompanied by a video presentation of the project, a ceremonial dig by VIP guests and exploding cannons of confetti, before guests convened to the Lilanz HQ, which also recently received a brand new façade and interior design from **dwp**. There, guests were able to view the interactive model of the project and be entertained with an exclusive Lilanz fashion show and lunch, with live band.

The entire Lilanz architecture and interior design development project by **dwp** is being headed up by award-winning Yu Jordy Fu, and her dedicated team members include Manfred Schabl, Jon Sealey, Nichary Pongsomboon, Nattavadee Peanpanichskul, Benyatip Manajitt, Danai Arayawonkul, Jakcapong Luangprasert, Visoot Kritwong, Anja Beniko Lorenz, Mahatthana Phukulsub and Phongsakorn Arjkon.

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**Note to Editors: About dwp | architecture + interior design:**

From small, voracious, entrepreneurial beginnings, since 1994, dwp has flourished into an award-winning, one-stop integrated design service, with global reach. Even in the most challenging of locations, over 450 multi-cultural professionals work together to deliver architecture, interior design, planning consultancy and project management, across borders, to the highest international standards. With currently 12 offices in 10 different countries, **dwp** presents its finest iconic designs time and again.

**Note to Editors: About Lilanz:**

The Lilanz men's fashion brand is one of the largest and most influential menswear retail brands in China, and is currently implementing a forward-thinking globalisation strategy. The Lilanz design philosophy follows the concept of 'Less is Fashion', and their design aspirations are for simple, yet sophisticated clothing and accessories. Lilanz' innovative brand fuses a classic European design style and exquisite production techniques, with the quality of Chinese clothing culture, for a timeless appeal.

**Note to Editors: About Lilanz Creative Centre:**

The Lilanz Creative Centre, designed by dwp, is destined to be an iconic hub of creativity, where visions for sustainable living and successful business, in China, coalesce into one, in a simple, elegant design solution. A mixed-use development with auditoriums, retail spaces, residential and workplace complexes that fuse European and Asian concepts, soaring diamond shaped glass curtain walls and steel canopies envelop the entire complex in a 'Las Rambles' style boulevard.

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