

# MA CONG

## Artistic achievements & Personal works

马聪 艺术成果 / 作品集



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### Field research

Since 1994, driven by his love for traditional culture and craftsmanship, Ma Cong has embarked on a spontaneous field investigation of the development of Chinese craftsmanship. He has traveled to most parts of China, visited hundreds of inheritors of craftsmanship and master craftsmen, and gained a detailed understanding of various crafts. Based on this, he has collaborated with nearly a hundred master craftsmen in various forms of practice. Under the guidance of the Ministry of Culture, he has provided artistic design training for ethnic minorities and craftsmen in remote impoverished areas.

In 2014, Ma Cong began comparative research on handicrafts in several countries around the world, such as Italy, the United Kingdom, Japan, Ireland, Singapore, Vietnam, etc. He explored their historical origins, current development, and innovative applications in contemporary society. He introduced handicraft works into world-renowned hotel chains such as Hilton, Hyatt, and Accor, vigorously promoting the exchange and integration of traditional cultures of various countries, and striving to revitalize endangered traditional crafts and facilitate cultural cooperation among different countries.



In various regions of China



In several countries around the world



Training and teaching

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### International exchange

In April 2018, Ma Cong, as the only invited Chinese designer to date, held a solo exhibition at the Milan Design Week and the Milan Triennale Design Museum. The exhibition, themed "Floral Window · Wenxin Creative Crafts", showcased various traditional techniques of Chinese Yunjin silk brocade, lacquerware, gold and silver metalwork, and embroidery. It combined contemporary life and Eastern aesthetics to introduce the vibrant Chinese traditional culture and intangible cultural heritage craftsmanship to audiences from around the world.

Among the 1,400 exhibitions officially recognized at the Milan Design Week, Ma Cong's solo exhibition was voted by hundreds of thousands of visitors from around the world as one of the "TOP30". Among the 22 participating countries at the Milan Triennale, it was ranked among the top three most popular exhibitions, alongside Germany's "MINI" and Japan's "SEIKO".

花窗：文心创物  
马聪&百工造物米兰三年展特展

## Floral Window

the Sparks of Literary Mind  
Cong Ma & Hundredicrafts at Triennale di Milano

2018年米兰Triennale设计周为中国设计师举办的唯一专题展览

米兰国际家具展官方平行展  
Debut of Cong Ma & Hundredicrafts at Milan Design Week  
时间：2018年4月17日—4月22日，米兰设计周  
地址：意大利米兰，三年展博物馆  
承办：百工造物，禧祐设计  
协办：金展金雷，禧林社玛  
支持：江苏省政府外事办、江苏省商务厅、江苏省文化厅、南京市鼓楼区政府  
策展：米兰国际艺术中心、南京创意设计中心、盘古影视

**Triennale Design Week**  
三年展设计博物馆 2018  
Hundredicrafts®

Floral Window: the Sparks of Literary Mind  
Hundredicrafts at Triennale Design Week

ADDRESS  
La Triennale di Milano  
Via Alemagna, 6  
MILANO

DESIGNERS  
Cong Ma

PRODUCT DESIGN

CONTACTS  
Ma Cong & Studio Center  
02 98831333 info@macong.com

This is the first exhibition at the Triennale Design Week of the Chinese designer Cong Ma, winner of the "Red Dot: Best of the Best" award, with his Hundredicrafts working group.

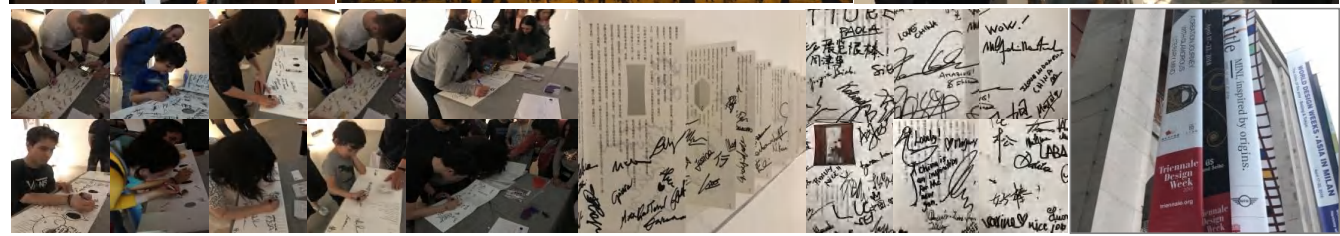
This is the first exhibition at the Triennale Design Week of the Chinese designer Cong Ma, winner of the "Red Dot: Best of the Best" award, with his Hundredicrafts working group. The focus of the exhibition is the garden, an important place to observe the evolution of a traditional form of garden architecture, where the "Floral Window" is the main reference point, the soul of the design. It is an expression of spirit, the essence from the integration of ancient traditional Chinese techniques, such as lacquers, gold and silver, wood, ceramics and porcelain, with contemporary design. Important elements of the elegance of the ancient art forms such as the stone of the site, pavilions, bridges and lanterns, with the floral window and the traditional values of the spirit of history are behind the creation. Project by Fuorisalone Design and Hundredicrafts Fuorisalone event organized by Ma Cong & Studio Center.



Il design letterario di Cong Ma alla Triennale di Milano

Alta Triennale Design Week approda per la prima volta con una personale partita cinese Cong Ma, con le sue opere che illustrano a "scuola di merito letterario" (isto da una filosofia Foucault) "Floral Window: the Sparks of Literary Mind".

**TOP 30 MILAN DESIGN WEEK 2018**



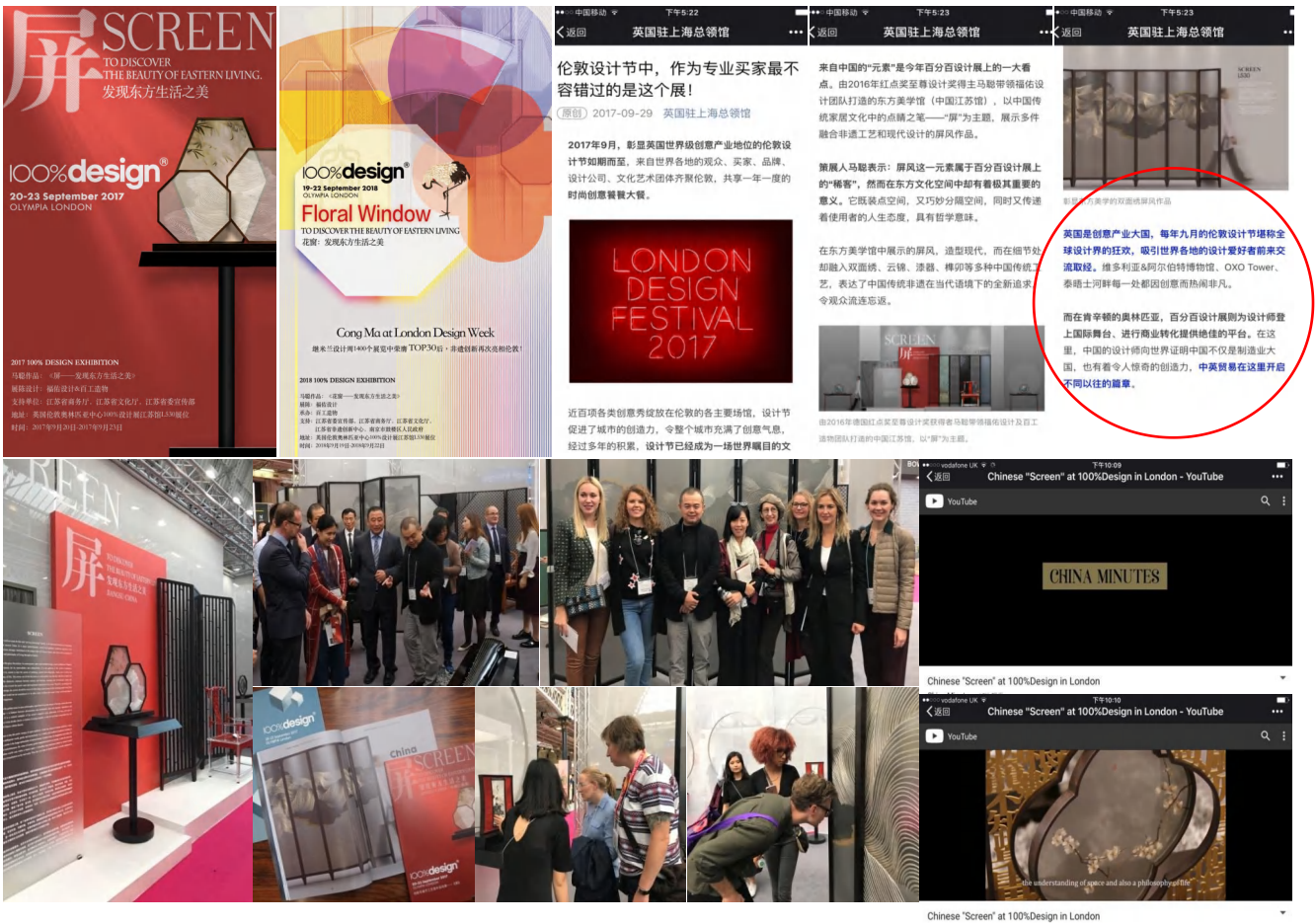
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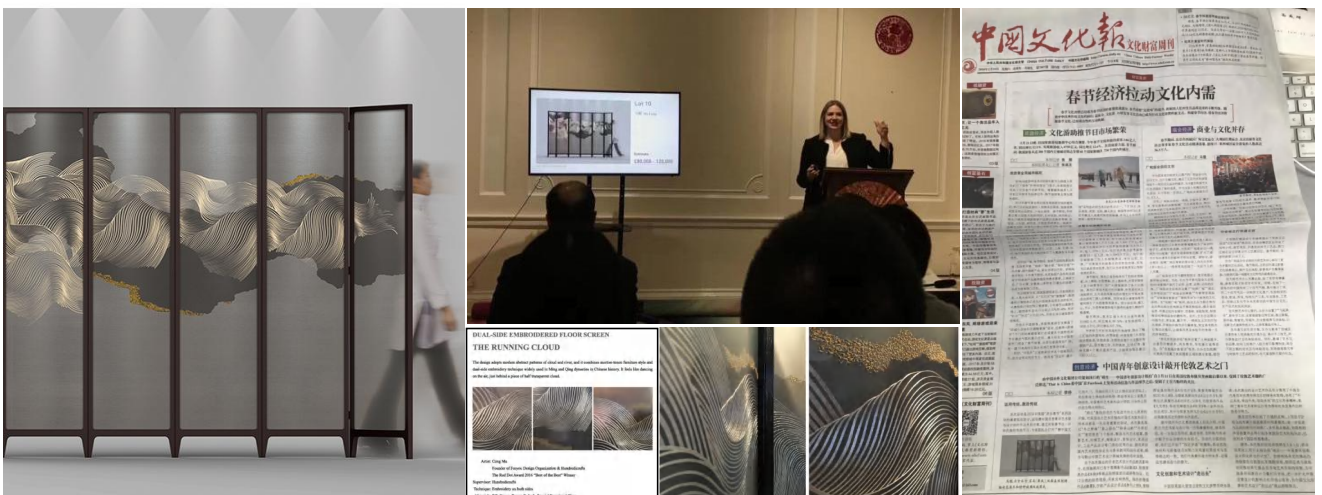
### International exchange

In September 2017, Ma Cong's creations made with different types of intangible cultural heritage handicrafts were chosen as the standout works representing Jiangsu Province, China. These creations were subsequently invited to take part in the 100% Design Exhibition at the London Design Festival, where they were hailed as "the most beautiful in the entirety of the event." Several renowned domestic and international media outlets, such as the European Times, China Financial Times, 21st Century Business Herald, China.com, People's Daily UK Branch, Media 10, Creative Mapping Magazine, and British media, conducted interviews and featured reports on Ma Cong's works.

The British Consulate General in Shanghai bestowed high praise upon Ma Cong's works and even wrote a special article about them. At the Olympia Centre in Kensington, London, Chinese designers have demonstrated to the world that China is not solely a manufacturing powerhouse but also possesses exceptional creativity. The Sino-British trade has ushered in a new era here. The subsequent year, British Prime Minister Theresa May travelled to China and arranged a meeting with Ma Cong in Shanghai.



In 2018, Ma Cong's groundbreaking handmade piece "Running Cloud" dual-side embroidered screen created a buzz at the "Happy Chinese New Year" affair hosted by the China Cultural Ministry in London. It emerged as the best-selling item at the evening auction in London.



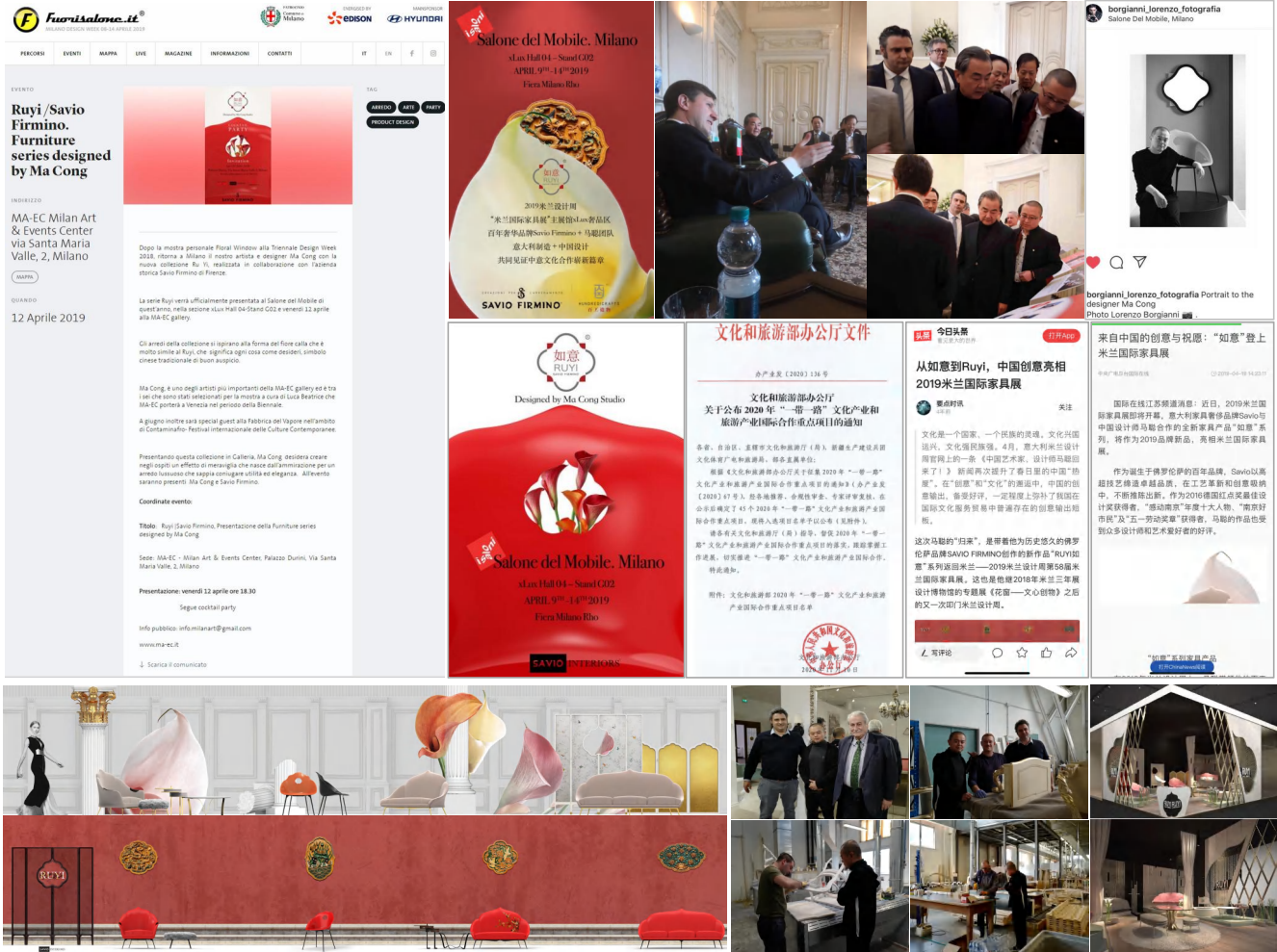
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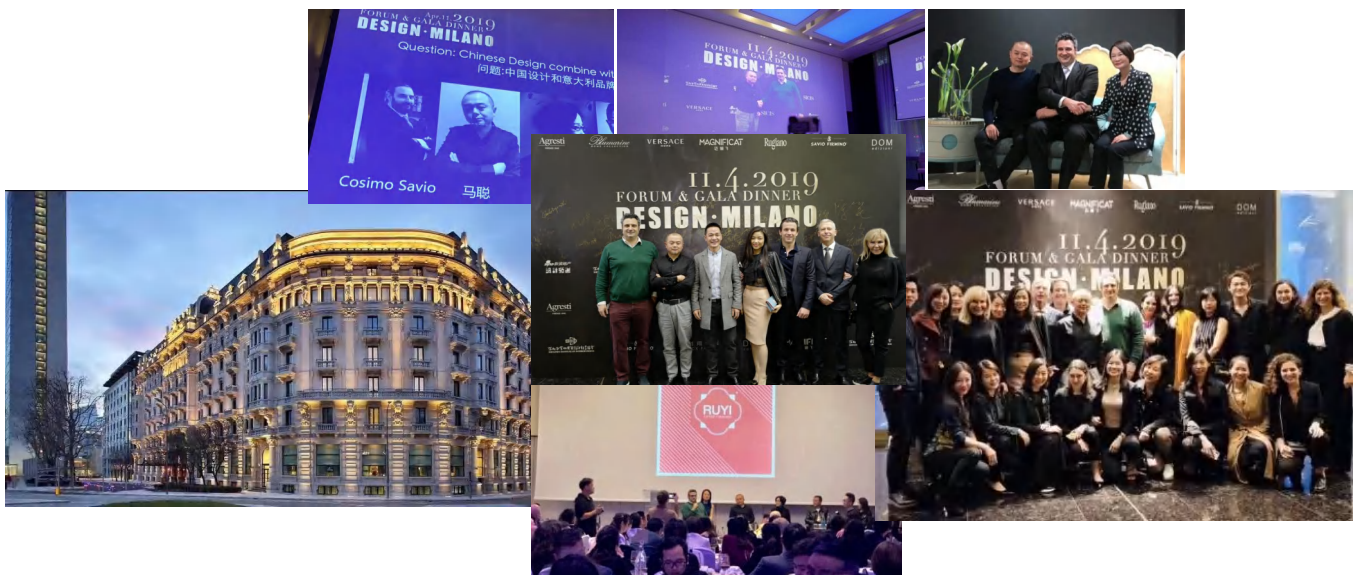
### International exchange

In February 2019, prominent Italian officials welcomed Chinese State Councilor and Foreign Minister Wang Yi and presented a joint venture between the Italian side and designer Ma Cong. The forthcoming Milan International Furniture Fair will showcase an exceptional new series that emerged from the fusion between Chinese designer Ma Cong and craftsmen from Florence. This partnership represents a celebration of Eastern creativity and Western interpretation, laying the foundation for a new model of cultural collaboration between China and Italy.

In April, Ma Cong's "RUYI" furniture series, jointly designed with the renowned Italian brand Savio Firmino, debuted at the Milan International Furniture Fair. This collaboration was picked by the Chinese Ministry of Culture and Tourism as a vital international cooperation project under the "Belt and Road" initiative for 2020.



On 11th April 2019, Ma Cong was invited to the "Milan Design Week International Forum" where he received high praise for his presentation on "The Impact of Innovative Collaboration between Chinese Design and Italian Brands & the Contemporary Transformation of Traditional Culture in China and the West" from 300 designers worldwide.



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### International exchange

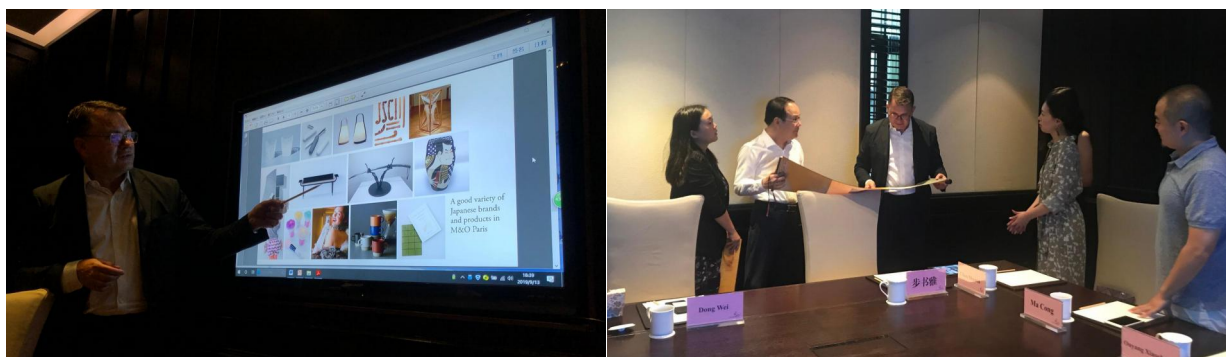
In September 2018, Ma Cong partnered with the British "China Design Centre" to lead 29 designers and intangible cultural heritage inheritors from diverse regions of China to join the "Maison&Objet" exhibition held in Paris. This collaboration aimed to provide opportunities for more aspiring young professionals to make their mark on the international stage.

In September 2023, Ma Cong and the "Hundredicrafts" brand participated in the "Maison&Objet" exhibition in Paris once again, becoming the sole exhibitor from mainland China in the core exhibition area signature special exhibition. They reinterpreted the creative concept of blending East and West aesthetics along with traditional craftsmanship with contemporary innovation, providing audiences from around the world with a genuine insight into the contemporary looks of Chinese traditional craftsmanship.



In September 2018, the senior management of the exhibition organizers took notice of Ma Cong's exhibition at "Maison&Objet" in Paris, which received enthusiastic praise. This led to friendly exchanges between the two parties, resulting in a lasting friendship.

In 2019, Mr. Frederic Bougeard, the former global marketing director of Mo, and Ms Regina, the Asia-Pacific regional director, travelled to China to discuss the establishment of a handcrafted collaboration mechanism. During their visit, they made a special trip to Nanjing, Ma Cong's hometown, to facilitate the discussions.



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In 2018, Ma Cong's "Hundredicrafts" brand and the British Cultural Academy collaborated with Baron Steven von Kohorn zu Kornegg to advance the development of the "Sino-British Intangible Cultural Heritage Handicraft Innovation Centre", with the objective of establishing a cultural bridge between China and the United Kingdom.

In 2023, Ma Cong worked with Baroness von Kohorn to produce the "CONNECT" collection, taking inspiration from the "Chinese knot" and the European "Celtic knot" form and meaning, merging the shared values and ambitions of East and West into a unifying bond.



In September 2018, Ma Cong curated the "Innovative Future for History - Handicraft Innovation Photography Exhibition" in London.



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### International exchange

In May 2019, Ma Cong was chosen as one of six worldwide artists by the Milan International Art Centre in Italy. He was then invited by the renowned Italian curator of the Italian Pavilion at the 53rd Venice Biennale, Luca Beatrice, to exhibit his new work, the "All is Well for Pigs" series, at the Arsenale exhibition area of the Venice Biennale. His work received high praise from a multitude of professional audiences.

In June 2019, Ma Cong's artwork received an invitation to take part in the "Commemoration of the 500th Anniversary of Da Vinci's Birth" exhibition, which was arranged by the Italian Ministry of Cultural Heritage and the Milan City Government, as a component of the "Contemporary Milan" grand international cultural and artistic celebration in Milan.



In October 2018, to celebrate the 45th anniversary of the establishment of diplomatic relations between China and Greece, the city of Marathon, Greece received Ma Cong's sculpture "M∞N · He" as a gift. The sculpture is now permanently displayed at the Olympic flame ignition tower of the Marathon sports venue, where the Greek Olympic Committee has designated it as a permanent ritual for torchbearers to ignite the torch.



Long-term friendly exchanges have enabled the Italian Florence Handicraft Association and our team to establish a profound partnership. We not only share similar goals, but also support each other through challenges, fostering a strong moral bond across regions.

In April 2020, the University of Florence Careggi Hospital, a renowned maternity and children's hospital in Europe, faced a shortage of medical supplies. Upon learning of this, Ma Cong in China promptly organized a substantial quantity of disposable medical protective masks and other materials from medical enterprises with EU CE certification and product registration certificates. These were then directly donated to the Careggi Hospital.





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### Creative practice

In 2016, Ma Cong utilised ceramics, stone carving, goldsmithing, and other handicrafts to design the "ECHO" tea set, which received the German Red Dot Design Award (Best of the best), also known as the "Oscar of the global design industry."



"ECHO" was the single handicraft design invited to feature on China Central Television's "National Treasure" programme, sparking a nationwide craze in China, and its impact endures to this day. In 2016, it was the sole artistic and innovative piece included in the year-end tally of China's cultural sector.



The "Water Rhythm" bone china tea set also garnered the Italian A'design design award in 2018.



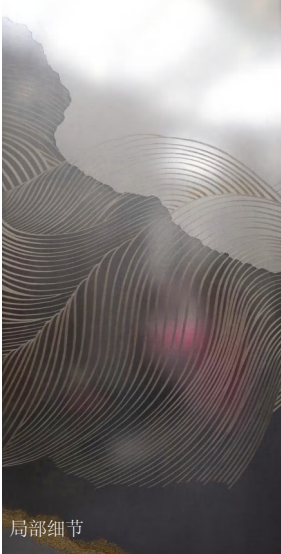
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### Creative practice

#### "Running Cloud" handmade double sided embroidery floor screen

The ethereal motif of "cloud" and "water" combined with the mortise and tenon joinery of Chinese Ming Dynasty furnishings, Chinese ink, and handcrafted double-sided embroidery, epitomizes the oriental elegance of clouds and water, the delicate legacy of conventional crafts, and the humane aesthetics of modern design. The graceful tone imparts an exquisite sentiment.



The 12th China (Shenzhen) International Cultural Industries Fair Chinese Arts and Crafts Cultural Creativity Award

#### "Flowing Gold" handmade double-sided embroidered floor screen



In 2017, China Arts and Crafts Excellence Award Embroidery Gold Award

In 2019, the screens "Running Cloud" and "Flowing Gold" were featured in "Contemporary Chinese Furniture Design: A New Wave of Creativity" by the authoritative international design critics Charlotte and Peter Fiell, and were exhibited at the "Modern Shanghai Fashion and Home Furnishings Expo."



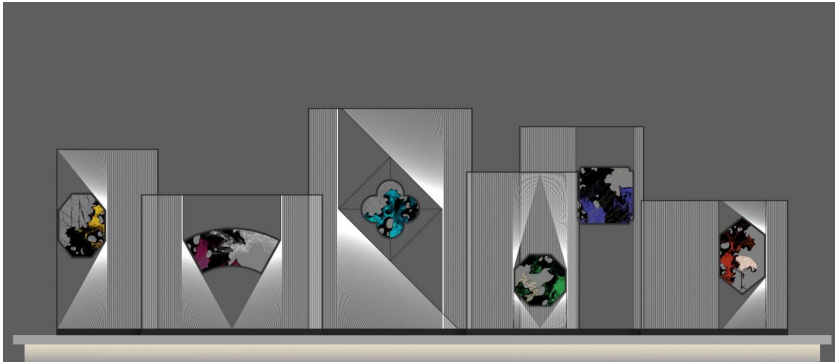
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#### "Scene & Wander" series combined screens

The aesthetics of traditional Chinese garden windows and flowers, the fusion of handmade double-sided embroidery techniques and modern fibre optics, vividly presents the perfect interest of the encounter between traditional culture and modern fashion. Different combinations of disassembling and dismantling produce new imagery interspersed with them, which can be used as a floor screen or a table screen, bringing a dreamy mood experience with a unique style.



display

Technique: Embroidery on both sides    Material: Silk Gauze, Glass, Optical Fiber

The 15th China (Shenzhen) International Cultural Industries Fair  
Chinese Arts and Crafts Cultural Creativity Award

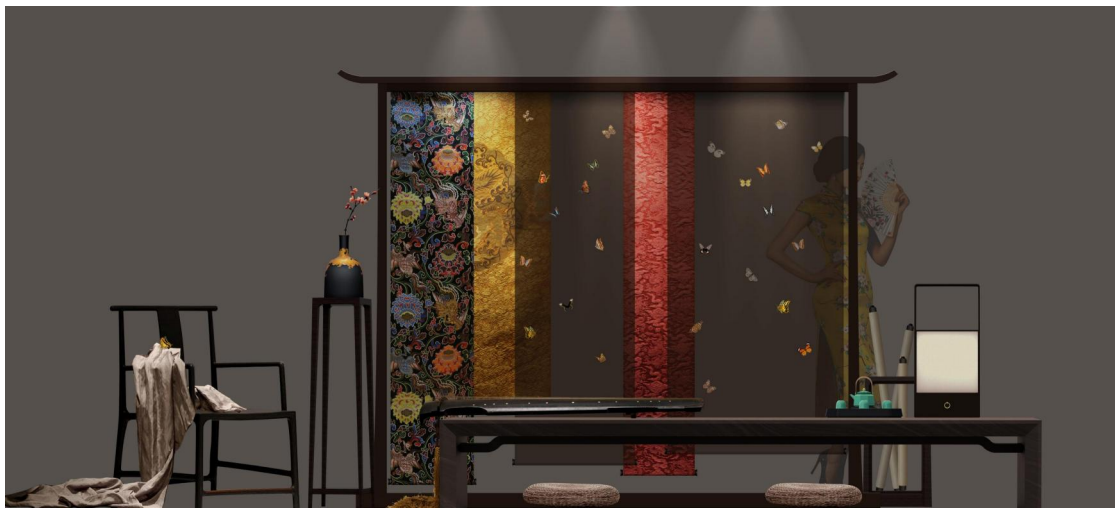


Different combinations



details

#### "Beautiful Life" handmade crafts home furnishing combination



Various combinations of intangible cultural heritage handicrafts such as cloud brocade, embroidery, lacquer ware, mahogany furniture, ceramics, Chinese 7-stringed zither, etc.

The 3rd "Zijin Award" Cultural and Creative Design Competition Handicraft Gold Award, Overall Jury Grand Prize

#### "Three States of Life" rotatable table screen



"Affluence"

(Eggshell lacquer + double-sided embroidery)  
Elegant ink sentiment within the simplicity, with eggshell lacquer as the background and delicate embroidery depicting a carefree and leisurely life.



"Rise"

(Red carved lacquer + double-sided embroidery)  
Combining red carved lacquer and double-sided embroidery to interpret the continuous flow of water patterns and convey the solemn and elegant expectations of life.



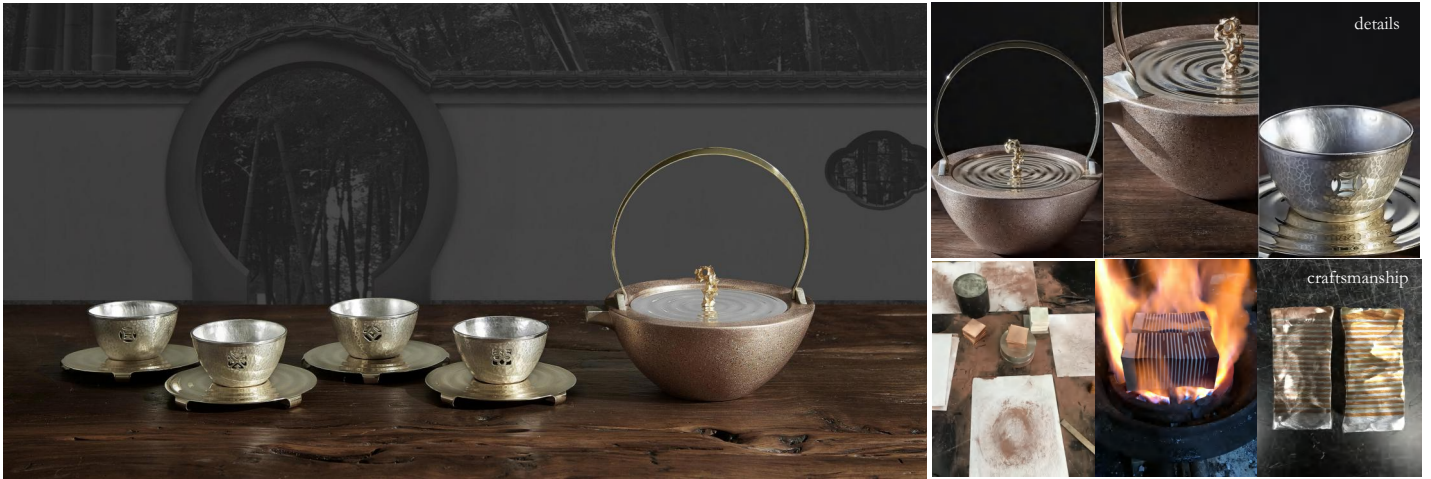
"Dream"

(Pineapple lacquer + double-sided embroidery)  
Like a dreamy butterfly in the fascinating pineapple lacquer, fluttering between the worldly and transcendent philosophical reflections of life.

The 17th China Arts and Crafts Master Works "Baihua Cup", China Arts and Crafts Excellence Award Embroidery Gold Award

MA CONG  
Artistic achievements & Personal works  
Creative practice

"Linglong" Wood Grain Gold Tea Set



In 2017, won the 18th China Arts and Crafts Master Works "Hundred Flowers Cup", Chinese Arts and Crafts Excellence Metal Crafts Silver Award  
In 2018, won the A'DESIGN International Silver Award

"Yuan Que" Wood Grain Gold Flower Arrangement



"Yang" Wood Grain Gold Tea Set



In 2016, the 17th China Arts and Crafts Master Works "Hundred Flowers Cup", Chinese Arts and Crafts Excellence Metal Crafts Gold Award  
2018 National Handicraft Industry Expo and Intangible Cultural Heritage Traditional Skills Exhibition Organizing Committee Gold Award

MA CONG  
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"Whisper of Wind" Lacquer Screen



In 2023, China Arts and Crafts "Baihua Cup" Gold Award

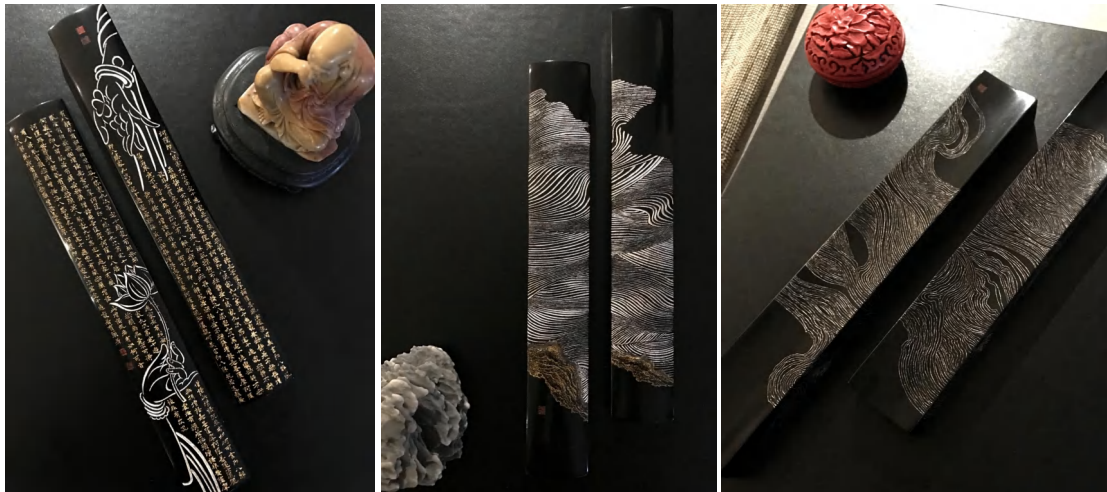
"Lacquer Color Rattle Flower Wine-Jar"



"Cloudy Window" Lacquer Flower Arrangement



"Feng Ya Song" Lacquer Shallow Carving Paperweight



In 2017, the 18th China Arts and Crafts Master Works " Baihua Cup " Chinese Arts and Crafts Excellence Lacquer Gold Award.

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Artistic achievements & Personal works  
Creative practice

## "Mirror Flower, Water Moon" Art Installation



Velvet Flowers, Jiangsu Province Intangible Cultural Heritage Handicraft

## "Ancient Glazed Wine Bottle"



National Intangible Cultural Heritage Handicraft

## "Chinese Clay Figurine" Ornaments



National Intangible Cultural Heritage Handicraft

## "Zhao Jin" Bone China Tableware

**《朝锦》系列**

一款精致的食器，  
一份对美好生活的情怀寄托

[了解更多](#)

**JIN (BROCADE)**  
series of tableware

"The [Brocade] series of tableware design is inspired by the intricate decorative carvings at the center of ceiling high above the imperial throne at the Hall of Supreme Harmony of Forbidden City in Beijing. The creative conceptions of round, square and octagonal carved panels will arrange from inner ring direction and small brackets are inserted between layers to hold design from top. The tableware design is derived from the traditional bracket system and uses contemporary fine graphic patterns to bring ancient charm to modern life. It depicts a spiritual fusion of glorious antique sense and vintage choices of modern tableware."

In April 2018, won the A'DESIGN International Design Award

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Over the last 30 years, Mr Ma Cong has relentlessly pursued research and practice in traditional culture and handicrafts, while also bringing fresh and innovative handicraft designs to some of the leading international hotel management groups across the world. These groups include Hilton, Hyatt, Accor, Carlson, and almost a hundred other top-rated five-star hotels. With cultural feelings and practical efforts, he has promoted traditional handicrafts into contemporary life, and helped to promote the exchange and integration of handicrafts among various countries and ethnic groups.

