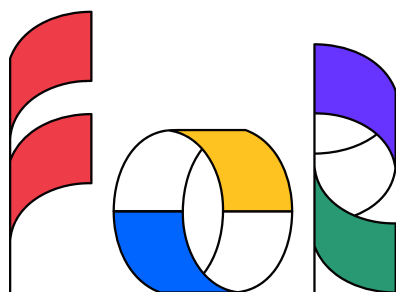




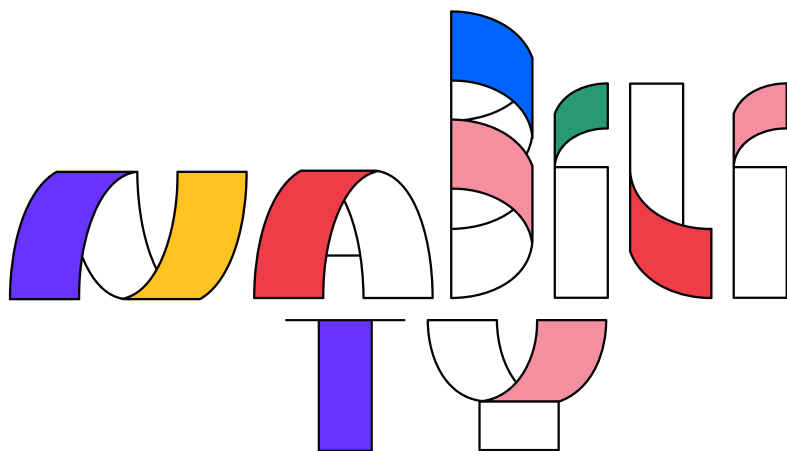
2019

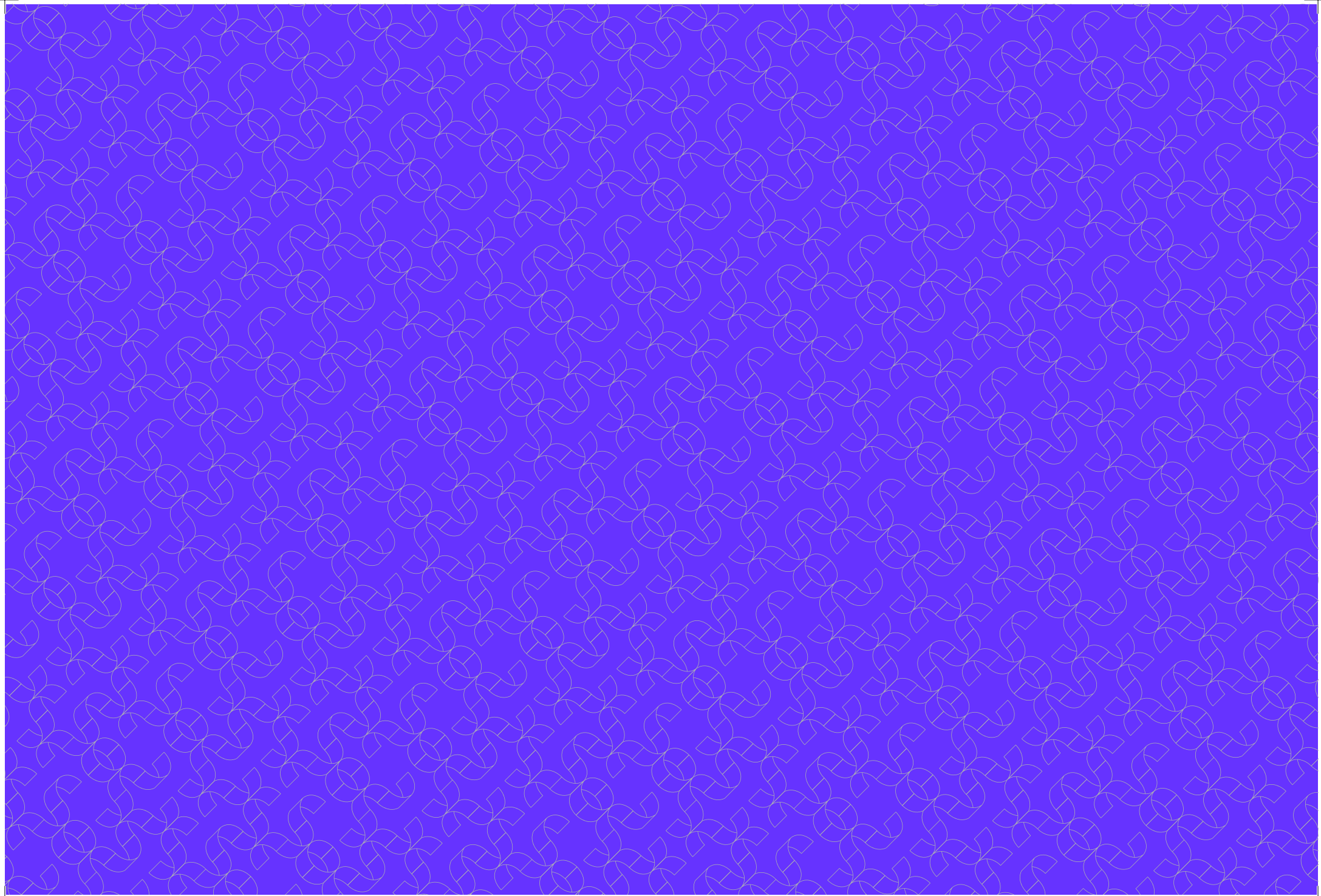
SHENZHEN
DESIGN WEEK
GUIDE BOOK

深圳设计周
导览手册



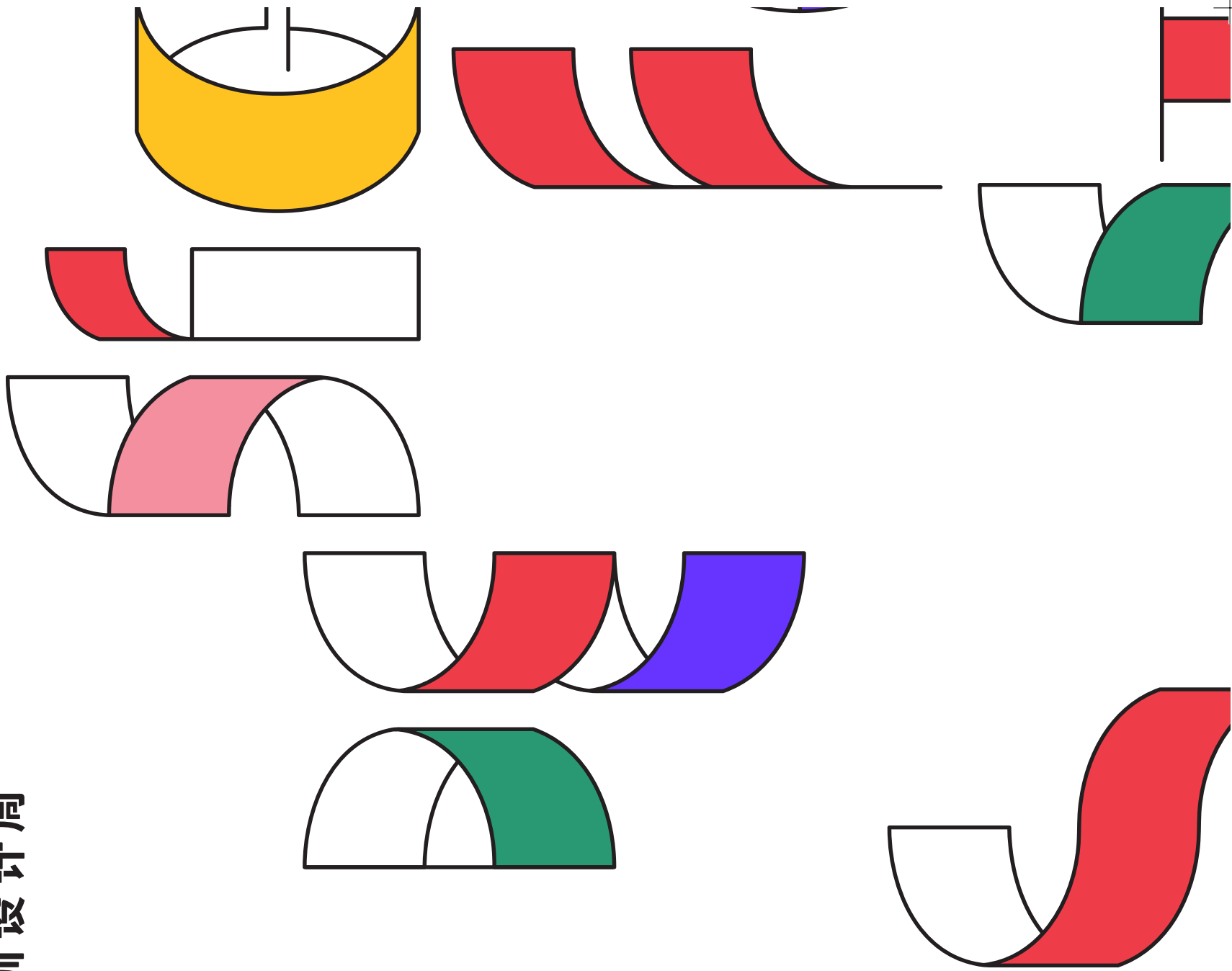
SHENZHEN
DESIGN
WEEK
深圳设计周







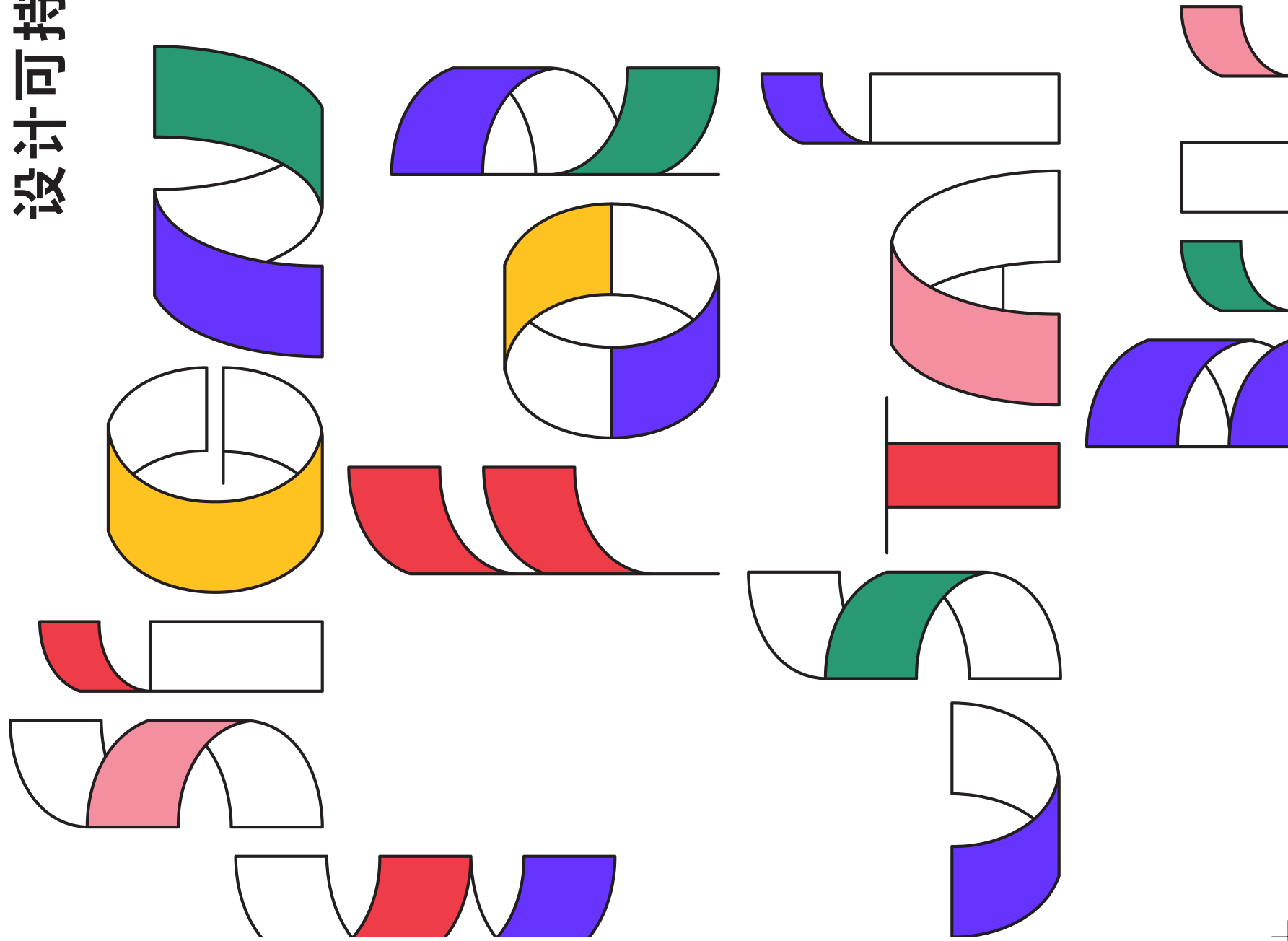
**SHENZHEN
DESIGN
WEEK**
深圳设计周



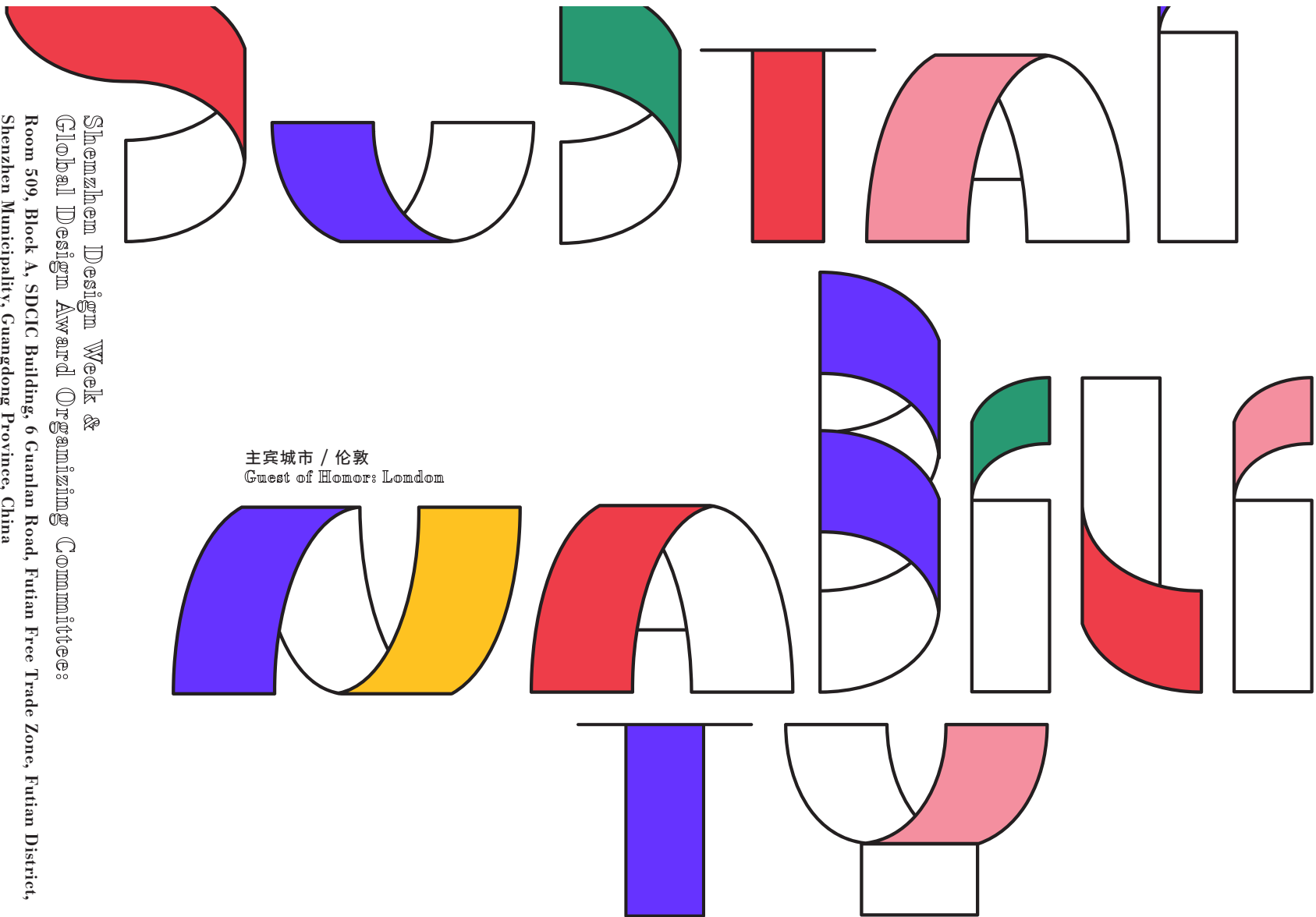
2019 — 04 / 19 — 04 / 30

2019 DESIGN FOR SUSTAINABILITY 设计可持续

Main Venues: Shenzhen Museum of Contemporary Art and
Urban Planning / Shenzhen Convention & Exhibition Center



主场馆 - 深圳市当代艺术与城市规划馆 / 深圳会展中心 6 号馆



主宾城市 / 伦敦
Guest of Honor: London

Shenzhen Design Week &
Global Design Award Organizing Committee:
Room 509, Block A, SDCIC Building, 6 Guanlan Road, Futian Free Trade Zone, Futian District,
Shenzhen Municipality, Guangdong Province, China

深圳设计周暨环球设计大奖组委会 ·
深圳市福田区广兰道 6 号深装总大厦 A 座 509 室

Administered by Shenzhen Municipal People's Government Supervised by Shenzhen International Culture Exchange Association /
Shenzhen City of Design Promotion Office Organized by Shenzhen City of Design Promotion Association

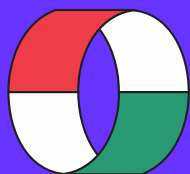
Supported by UNESCO Creative Cities Network Sponsored by Shenzhen Special Fund for Culture and Creative Industries Development

主办：深圳市人民政府 指导：深圳市对外文化交流协会 / 深圳市设计之都推广办公室 承办：深圳市设计之都推广促进会

支持：联合国教科文组织创意城市网络 专项资金支持：深圳文化创意产业发展专项资金



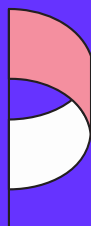
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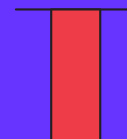
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- 063 环球设计大奖作品展及颁奖典礼
SDA 2019 Exhibition & Award
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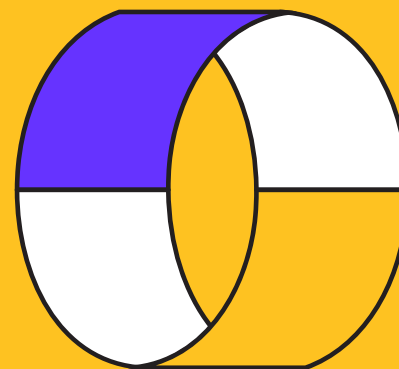
合作伙伴
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简介

OVERVIEW



主题：设计可持续

日期：2019.4.19 - 4.30

主场馆：深圳市当代艺术与城市规划馆、深圳会展中心

主宾城市：伦敦

主办：深圳市人民政府

指导：深圳市对外文化交流协会、深圳市设计之都推广办公室

承办：深圳市设计之都推广促进会

支持：联合国教科文组织创意城市网络、国际设计联合会、世界设计组织

专项资金支持：深圳文化创意产业发展专项资金

深圳设计周暨环球设计大奖秘书处

深圳市福田区保税区广兰道6号深装总大厦A座509室

0755-8325 8290, info@sz.design



Theme: Design for Sustainability

Date: 2019.4.19 - 4.30

Main Venues: Shenzhen Museum of Contemporary Art and Urban Planning, Shenzhen Convention and Exhibition Center

Guest of Honor: London

Administered by Shenzhen Municipal People's Government

Supervised by Shenzhen International Culture Exchange Association, Shenzhen City of Design Promotion Office

Organized by Shenzhen City of Design Promotion Association

Supported by UNESCO Creative Cities Network, International Council of Design, World Design Organization

Sponsored by Shenzhen Special Fund for Culture and Creative Industries Development

Secretariat: Shenzhen Design Week & Global Design Award

Organizing Committee

A-509, SDCICI Mansion, 6, Guanglan Road, Futian Free Trade Zone, Futian Shenzhen,

0755-8325 8290, info@sz.design

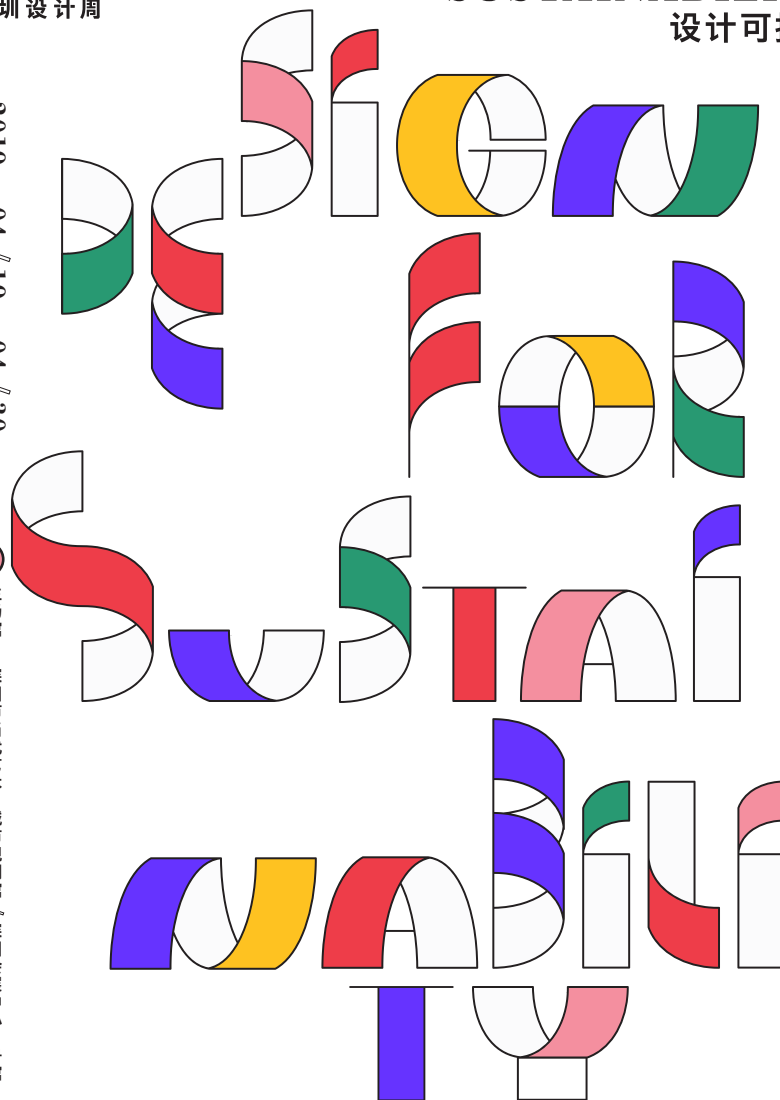


SHENZHEN
DESIGN
WEEK
深圳设计周

2019 DESIGN FOR SUSTAINABILITY 设计可持续

2019-04/19-04/30

主场馆·深圳市当代艺术与城市规划馆 / 深圳会展中心6号馆



Main Venues: Shenzhen Museum of Contemporary Art & Urban Planning / Hall 6, Shenzhen Convention & Exhibition Center

主宾城市 / 伦敦 GUEST OF HONOR: LONDON

Sponsored by Shenzhen Municipal Government / Administered by Shenzhen International Culture Exchange Association / Shenzhen City of Design Promotion Office / Organized by Shenzhen City of Design Promotion Association

Supported by UNESCO Creative Cities Network / International Council of Design / World Design Organization

主办：深圳市人民政府 指导：深圳市对外文化交流协会 / 深圳市设计之都推广办公室 承办：深圳市设计之都推广促进会

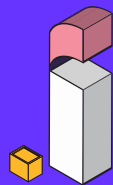
支持：联合国教科文组织创意城市网络 / 国际设计联合会 / 世界设计组织



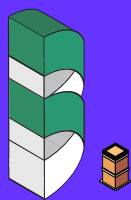
主要场馆及活动地图

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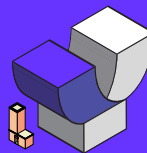




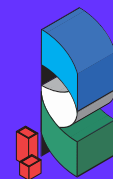
IADC国际艺展中心
International Art
Design Center (IADC)



高北十六创意园
Block Sixteen



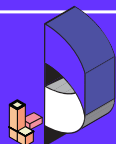
永丰源瓷文化创意产业园
Yongfengyuan Porcelain Cultural
and Creative Industry Park



红立方
Red cube



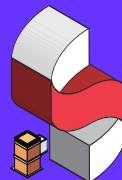
F518时尚创意园
F518 Idea Land



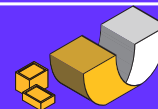
深圳职业技术学院
Shenzhen Polytechnic



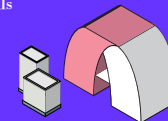
南方科技大学
Southern University of
Science and Technology



深圳市当代艺术
与城市规划馆
Shenzhen Museum of Contemporary
Art and Urban Planning



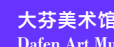
深业上城
UpperHills



艺展中心
ADC Art Plaza



坪山文化聚落
(坪山美术馆)
Pingshan Cultural
Center (Pingshan Art
Museum)



大芬美术馆
Dafen Art Museum

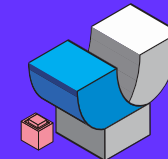


南山博物馆
Nanshan Museum

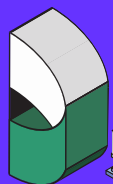
G&G创意社区
G&G Creative Community



深圳会展中心
Shenzhen Convention and
Exhibition Center



盐田国际创意港
Yantian International
Creative Harbor



设计互联 |
海上世界文化艺术中心
Design Interconnection |
Sea World Culture and Art
Center



深圳湾万象城
Yan Bookshop,
The Mixc
(Shenzhen Bay)

Shenzhen Museum of Contemporary Art and Urban Planning

深圳市当代艺术与城市规划馆

地址：深圳市福田区福中路 184 号
Location: 184 Fuzhong Road, Futian District, Shenzhen

深圳市当代艺术与城市规划馆（简称“两馆”）是 2018 年深圳设计周的主场馆之一，也是 2019 年深圳设计周的主场馆之一。

作为一个带有‘公益性、学术性、服务性’性质的非营利机构，深圳市当代艺术与城市规划馆是深圳市“十二五”（2011-2015）规划的 60 个标志性重大建设项目之一，是深圳市当代艺术与城市文化传播、传承、建设的重要载体。

当代艺术馆是展示中国当代艺术的窗口，是推动中国当代艺术与国际当代艺术互动与交流的平台，是进行当代艺术理论与学术研究的基地，是面向公众进行审美教育、丰富市民文化的场所，是推动当代艺术发展的重地。

城市规划馆是展现深圳市城市规划发展历程与未来建设的窗口，是连接现在与未来的原点，是深圳城市规划与建筑设计学术交流的平台。

如愿了解更多关于两馆的资讯，
请关注新浪微博：深圳市当代艺术与城市规划馆



As one of the main venues of the SZDW 2018, the Shenzhen Museum of Contemporary Art and Urban Planning (2PM) is again one of the main venues of the SZDW 2019.

The MCAUP is a non-profit organization which focuses on “public welfare, academics, and public service”. It is one of the 60 major construction projects of the 12th “5-Year-Plan” of Shenzhen, as well as an important carrier of education, cultural inheritance, and the development of contemporary art and urban culture.

The Museum of Contemporary Art is an international communication platform of art which aims to introduce Chinese contemporary art to the world. It's an academic hall where anyone can research contemporary art theory. It's also an educational public place that enriches the mass, and it is an engine to promote the development of contemporary art.

The Museum of Urban Planning is a window that demonstrates the history and the future of Shenzhen's urban planning as well as an academic platform that connects urban planning and architectural design.







1F

实验剧场 Experimental Theater

主题展论坛
Theme Exhibition Forum

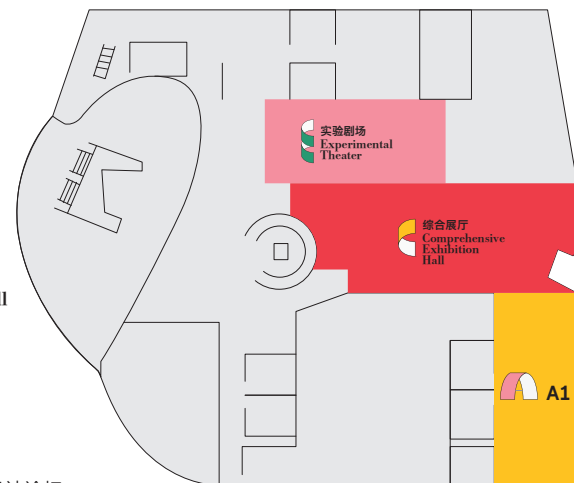
伦敦日
London Day

综合展厅 Comprehensive Exhibition Hall

粤港澳大湾区设计展
Design Exhibition of Guangdong-
Hong Kong-Macao Greater Bay Area

A1展厅 Exhibition Hall A1

“设计引擎”：粤港澳大湾区设计论坛
Design Engine: Design Forum of
Guangdong-Hong Kong-Macao Greater
Bay Area

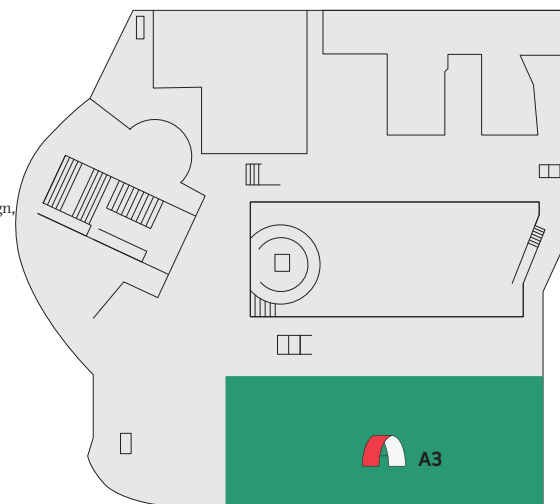


3F

深圳设计周开幕式
Shenzhen Design Week
Opening Ceremony

A3展厅 Exhibition Hall A3

相视：设计与艺术之间
中国与法国之间
Face to Face: Between Art and Design,
Between France and China



Shenzhen Convention and Exhibition Center

深圳会展中心

地址：深圳市福田区福华三路
Location: Shenzhen Convention and Exhibition Center, Fuhua Third Road, Futian District

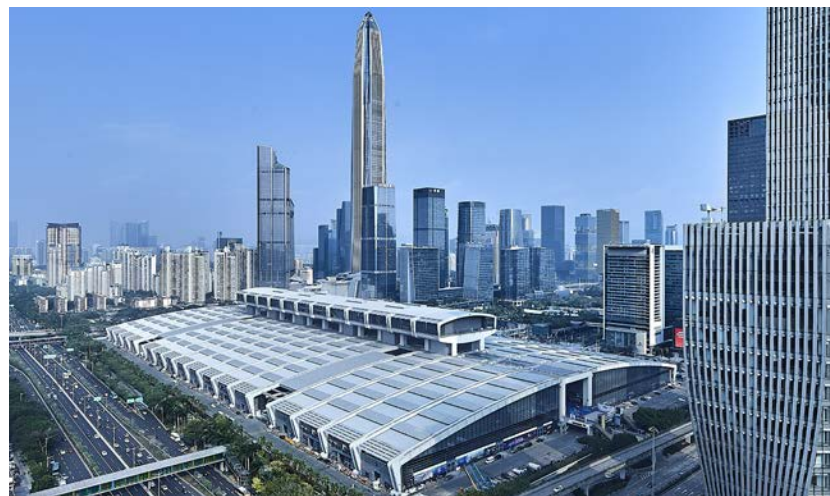
深圳会展中心集展览、会议、商务、餐饮、娱乐等多功能于一体，由深圳市政府投资兴建，委托深圳会展中心管理有限责任公司经营，于2004年正式投入使用。自2004年开馆以来，每年在深圳会展中心举办的展览约100场，会议活动1800多场，年展览面积超过280万平方米。

深圳会展中心地处城市中心区，占地22万平方米，总建筑面积28万平方米，东西长540米，南北宽282米，地面以上最高处达60米，地上6层，地下2层，钢结构、玻璃穹顶和幕墙完美结合，夜间在灯光的点缀下，玲珑剔透，有“水晶宫”之美誉。

展览、会议和服务功能分层布局，既相对独立又密切配合。一层9大展厅铺设成“U”型，室内展览面积达105,000平方米，可容纳5000国际标准展位大型展览。会议中心悬浮在展馆之上，拥有会议室共35间，功能卓越，大小不

一，同时可用作中高档餐饮场地。二层服务区主通道长达480米，贯穿东西，上通下达，集中提供各种展会配套服务。

2019深圳设计周的新板块——深圳设计博览会（SDX）将于4月19-22日在深圳会展中心6号馆举行。



The Shenzhen Convention and Exhibition Center (CEC) integrates exhibitions, conferences, business, catering and entertainment. The Shenzhen Municipal Government invested to build the CEC, and entrusted the Shenzhen Convention and Exhibition Center Management Co., Ltd to run the CEC, which was officially put into use in 2004. Since its opening in 2004, it has been the venue of more than 100 exhibitions and more than 1,800 conferences each year, with an annual exhibition area of more than 2.8 million square meters.

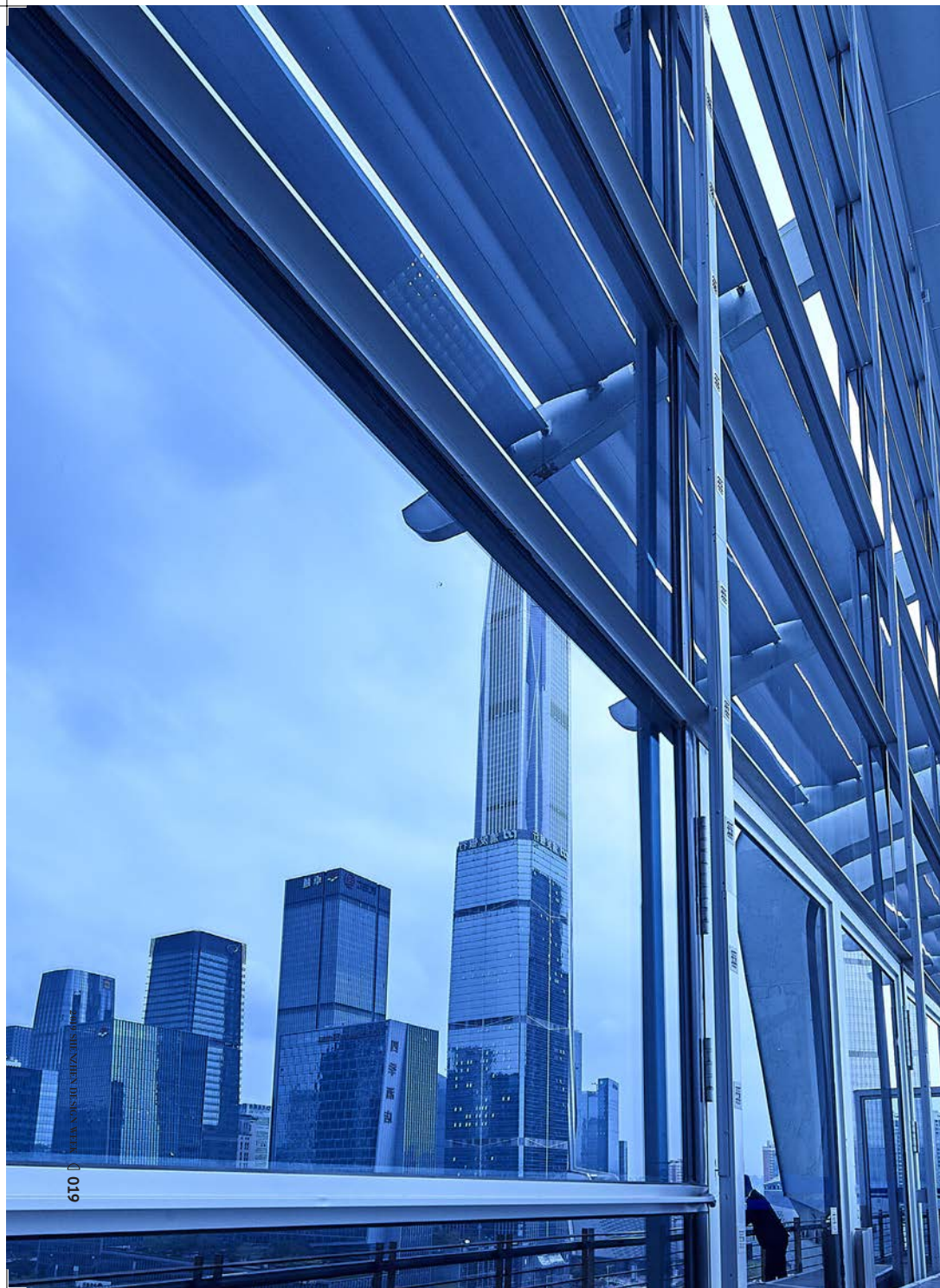
Located in the city center, the CEC covers an area of 220,000 square meters, with a total construction area of 280,000 square meters. It is 540 meters long from east to west, and 282 meters wide from north to south. With a maximum height of 60 meters above ground, it has six floors above ground and two floors underground. Featuring the perfect combination of steel structure and glass dome and walls, it is exquisite and clear at night with lights on, gaining a reputation of “Crystal Palace”.

The functions of exhibition, conference and service are arranged on different floors, which are

relatively independent but work together closely. The nine exhibition halls on the first floor form a “U” shape, providing an indoor exhibition area of 105,000 square meters, which can accommodate 5,000 international standard booths. The conference center are above the exhibition halls, with a total of 35 meeting rooms with functional excellence and different sizes, which can be used as high-end dining venues. The service area on the second floor has a main passage that is 480 meters long, connecting all the directions while providing a variety of supporting services for exhibitions and conferences.

The Shenzhen Design Expo (SDX), a new section of the SZDW 2019, will be held in Hall 6 of the CEC from April 19 to April 22.





1F

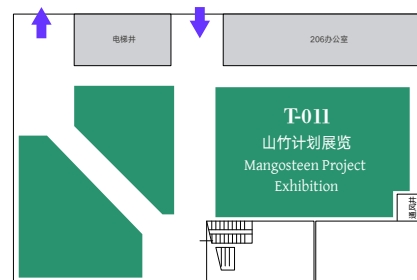
- 主宾城市展：遇见伦敦设计
Guest City Exhibition: Meet London Design
- 创意城市展·我与1m³城市
Creative Cities Network Exhibition: Me and 1m³ of City
- 伦敦设计展开幕式
Opening Ceremony of London Exhibition
- 深圳环球设计大奖作品展
Shenzhen Global Design Awards
- 涂写河川
Mind Stream
- Sani & Germantops
- 《Book Life》独立杂志展
"BookLife" Book Fair

2F

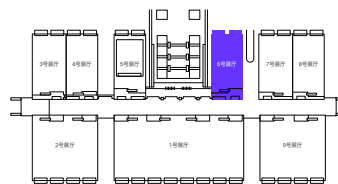
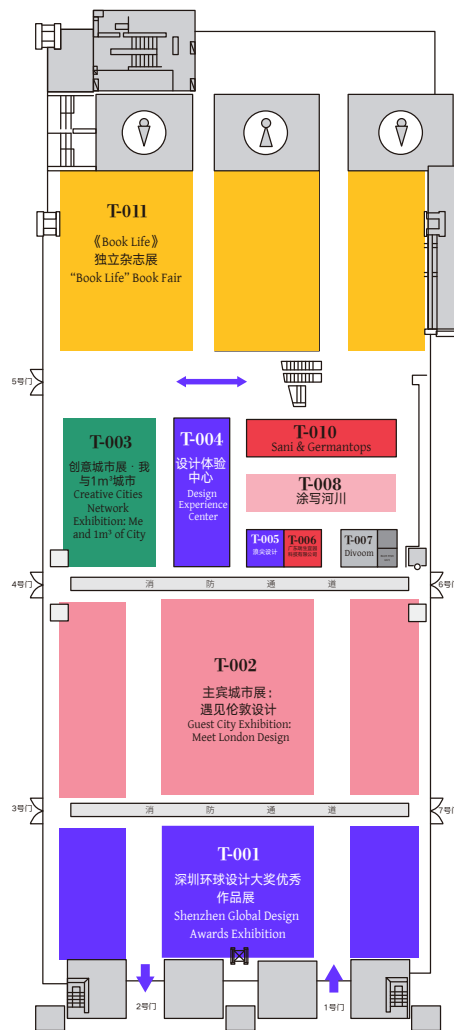
- 山竹计划展览
Mangosteen Project Exhibition

5F

- 主旨论坛
Keynote Forum

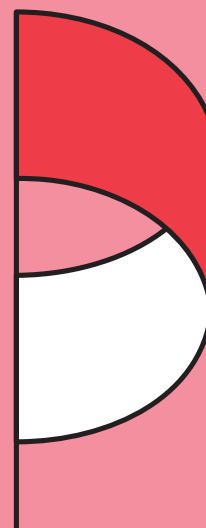


二楼平台展位



日程安排

PROGRAMME



Programme of 2019 Shenzhen Design Week

2019 深圳设计周日程安排

2019.4.19-4.30

日期	时间	活动	地点
4.18	19:00-20:30	伦敦主宾城市招待会（仅限获邀嘉宾）	福田香格里拉酒店
4.19	09:30-10:30	深圳设计周开幕仪式	两馆
	10:30-11:00	主题展导览	两馆
	14:00-14:15	伦敦馆开馆仪式	会展中心 6 号馆
	14:30-17:00	主旨论坛	会展中心 5 楼桂花厅
	14:30-17:00	主题展论坛	两馆 1 楼实验剧场
	18:00-19:30	欢迎晚宴（仅限获邀嘉宾）	福田香格里拉酒店
	20:00-21:30	环球设计大奖颁奖典礼	广电集团 1800 平米演播大厅
4.20	全天	伦敦日	两馆实验剧场
	14:00	"设计引擎"：粤港澳大湾区设计论坛	两馆 A1
4.21	全天	伦敦日	两馆实验剧场

Date	Time	Event	Venue
4.18	19:00-20:30	Reception for Guest City of London	Futian Shangri-La, Shenzhen
4.19	09:30-10:30	SZDW Opening Ceremony	2PM
	10:30-11:00	Tour of Thematic Exhibition	2PM
	14:00-14:15	Opening of London Pavilion	Hall 6, CEC
	14:30-17:00	Keynote Forum	Guihua Hall, 5th Floor, CEC
	14:30-17:00	Thematic Exhibitors Talks	2PM
	18:00-19:30	Welcoming Banquet	Futian Shangri-La, Shenzhen
	20:00-21:00	Awards Presentation Ceremony of Shenzhen Global Design Award	Shenzhen Media Group
4.20	Whole Day	London Day 1	2PM
	14:00	Design Engine: Design Forum of Guangdong-Hong Kong-Macao Greater Bay Area	A1, 2PM
4.21	Whole Day	London Day 2	2PM

2PM:
Shenzhen Museum of Contemporary Art and Urban Planning, 184 Fuzhong Road, Futian District.
两馆: 深圳市当代艺术与城市规划馆, 福田区福中路 184 号

CEC:
Shenzhen Convention and Exhibition Center, Fuhua Third Road, Futian District
会展中心: 深圳市福田区福华三路

Shenzhen Media Group:
Pengcheng First Road, Futian District
广电集团: 深圳市福田区鹏程一路

Futian Shangri-La, Shenzhen:
4088 Yitian Road, Futian District, Shenzhen, China
福田香格里拉酒店: 深圳市福田区益田路 4088 号

主要项目

EVENTS



SHENZHEN DESIGN EXPO



深圳设计博览会

Shenzhen Design Expo (SDX)

深圳设计博览会

04.19-04.22

深圳会展中心 6 号馆
Hall 6, Shenzhen Convention and Exhibition Center

2019 年起，深圳设计博览会将成为深圳设计周的重要组成部分。举办深圳设计博览会，是深圳作为“设计之都”大力倡导创意文化产业特别是创意设计产业的又一设计盛事。深圳设计博览会将会成为品牌推广、创意分享、产品发布、产业发展、形象推介助力以及国际交流提升的重要平台。

深圳设计博览会涵盖赛事、创意、互动、体验、灵感、智慧、阅文、自然等几个部分，兼具了专业性与大众参与互动的可能性。组委会将设计周重要板块——主宾城市、环球大奖优秀作品展、创意城市展——都融入其中，从探索设计的维度和多样性出发，将设计周更加全面充盈地呈现给大众。

深圳设计博览会是深圳设计周为不断探索不同领域、不同背景、跨文化的设计平台、机构、设计师之间的合作交流的可能打造的平台，为创意设计产业的创新发展提供更多的形式与思路，同时加深了公众对当代设计的认知、理解与参与。

Beginning in 2019, the Shenzhen Design Expo (SDX) becomes an important part of the Shenzhen Design Week. The SDX is another grand event for Shenzhen, a “City of Design”, to vigorously promote the creative culture industry, especially the creative design industry. The SDX will be an important platform for brand promotion, creativity sharing, product launch, industrial development, image promotion and international exchange.

The SDX includes the sections of contest, creativity, interaction, experience, inspiration, wisdom, reading, and nature. It is professional and also open for public participation. The SZDW organizing committee integrates the important sections - the Guest City, the SDA Exhibition, and the Creative Cities Exhibition - into the SDX, exploring the dimensions and diversity of design, and presenting the SZDW to the public more fully.

The SDX is a platform resulting from the SZDW's continuous exploration of the possibilities of communication and cooperation between design platforms, institutions and designers from different fields, backgrounds and cultures. It provides more forms and thoughts for the innovative development of the creative design industry, and deepens the public's perception and understanding of and participation in contemporary design.

Design × Experience

设计 × 体验

04.19-04.22

深圳会展中心 6 号馆
Hall 6, Shenzhen Convention and Exhibition Center

主题： 设计“家”

“家”除了居住，更是一个有趣的能量场。

4月19至22日，2019深圳设计周设计体验中心将呈现怪奇鹅短暂的“家”。这里是被怪奇鹅入侵的野普空间站，展现怪奇鹅与野普对话的同时，还将具像化呈现这个能量场的奇妙形态。

2019深圳设计周设计体验中心希望用怪奇鹅与野普这两个“宇宙IP”，链接脑洞无垠的人类，用有趣的方式去探讨家的设计与能量。

Theme: Designing the “Home”

Home is not only a place to live, but also an interesting energy field.

From April 19 to April 22, the Design Experience Center of SZDW 2019 will exhibit the temporary “home” of the IPENG00. Here is the YEEEEP Space Station invaded by the IPENG00, which not only demonstrates the dialogues between IPENG00 and YEEEEP but also presents the wonderful forms of this energy field by means of representation.

With these two “universal IPs” of YEEEEP and IPENG00, the Design Experience Center hopes to link humans with boundless imagination and explore the design and energy of home in an interesting manner.

多末文化传播（深圳）有限公司
Dovie Cultural Communication (Shenzhen)
Co., Ltd.

多末文化传播（深圳）有限公司（以下简称“多末”）是一家新锐品牌推广公司，成立3年，累计合作100+品牌/机构，具备国际级展览、设计盛事的策划经验，为合作伙伴提供了深度、优质的全案策划和品牌推广服务。

多末秉持“品牌协作伙伴”的理念，重视在沟通协作中深度挖掘品牌内核，综合合作伙伴的需求和市场数据调整策略，确保与合作伙伴目标一致紧密协作，以提供满足市场需求的优质服务。

Dovie Cultural Communication (Shenzhen) Co., Ltd. (hereinafter referred to as “Dovie”), founded in 2016, is a cutting-edge brand promotion company. Experienced in planning international exhibitions and design events, it has cooperated with over 100 brands/organizations and provided partners with in-depth and high-quality services of case planning and brand promotion.

Adhering to the philosophy of “brand partnership”, Dovie attaches importance to delving deep into the core of brands in communication and cooperation and adjusts strategies by integrating partners’ demands and market data so as to ensure maintaining consistent goals and close collaboration with partners and provide high-quality services to satisfy market demands.

怪奇鹅 IPENGGOO，来自鹅厂文化，代表着一种自我突破，不断创新的精神状态。作为腾讯新生形象品牌，我们为大家创造出充满趣味、创新、潮酷和脑洞的产品风格和内容，能唤醒每个用户自动发出好感电波是一件很棒的事情！

野普
YEEEEEP

YEEEEP 野普，WRF 星系编号 FUN 66 中有一颗神秘星球。船长“野普君”最喜欢驾驶着“野普飞船”畅游在银河系，专注搜刮宇宙中各种有趣的事物。

“野普君”太空旅行的这些年，承载有趣之物“野普空间站”遍布宇宙的角落。

WARNING！这一次，野普地球空间站被外星生物“怪奇鹅”入侵……船长和飞船现已抵达地球。

地球人！见证奇妙反应的时刻到了，快跟怪奇鹅们一起穿行野普空间站！

YEEEEP is a mysterious planet in the FUN 66 of the WRF Galaxy. Captain YEEEEP likes to travel in the galaxy by “YEEEEP Spacecraft”, during which he concentrates on searching all kinds of interesting objects in the universe. Over the years when Captain YEEEEP has travelled in the space, “YEEEEP Space Station” that carries interesting objects has been to every corner of the universe.

WARNING! This time, YEEEEP Space Station is invaded by the alien IPENGOO, and the captain and the spacecraft have now arrived on earth.

Humans on earth! It is time to witness the amazing reaction. Join the IPENGOOs as they make their way through the YEEEEEP Space Station.



Design × Sense

设计 × 感观

SenseTeam 感观 · 山河水是一家独立的综合型创意公司，专注于融会不同领域的创意技术，为客户提供广告、设计、空间、及数字化的传播解决方案。

SenseTeam Ganguan·Shanheshui is an independent and comprehensive creative company, focusing on the integration of creative technologies in various areas. It provides multiple solutions for clients, by advertising, graphic design, space and digital communication.



Mangkhut Project

山竹计划

04.19-04.21 9:00-17:00

04.22 9:00-15:00

深圳会展中心 6 号馆 2 楼
2nd Floor, Hall 6, Shenzhen Convention and Exhibition Center

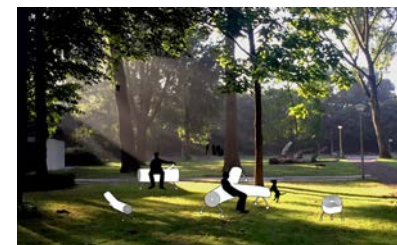
2018 年 9 月 16 日，台风山竹登陆深圳，许多树木被拦腰吹断，甚至被连根拔起。那些曾经屹立在街头，与人们朝夕相处的“朋友”，最终都去了哪里？带着对自然、城市、生命的思考，我们发起“山竹计划”公共艺术项目，回收倒下的树木，设计制作山竹椅子，赋予它们第二次生命。

《城市广场》是“山竹计划”的首次亮相，以山竹椅子作为开始的媒介与主线，营造一个开放的公众聚集的公共空间，策划 4 大体验环节：山竹椅子、涂鸦互动、人形立牌、分享沙龙。山竹椅子构成的小树林，产生叙事性与诗意的对话语境。这些承载着集体记忆的椅子，也成为城市话题的开启者，讲述着我们共同享有，却又在其中凸显个人参与的世界。在这里，人们自由地欢聚、交流、阅读、思考。设计周展览结束后，我们将把它们放置在城市公共空间，回归人们的日常生活。

On September 16, 2018, Typhoon Mangkhut landed on Shenzhen. Many trees were blown off and even uprooted. They used to be our friends who once stood on the streets and got along with us. Where did they go? With a reflection on nature, city, and life, we launched a public art project named “Mangkhut Project”. The fallen trees were recycled,

redesigned and made into Mangkhut Chairs. Thus they were given a second life.

City Square is the first appearance of Mangkhut Project. Mangkhut Chairs become the starting medium and main line, forming an open public space for urban residents. We design five major experimental programs: Mangkhut Chairs, Graffiti Interaction, Humanoid Standing Plate, and Cultural Salon. Mangkhut Chairs create a narrative and poetic atmosphere like a forest. These chairs with collective memory open the related city topic. We share the world, and participate in it individually. Here, people gather, communicate, read, and think. After the exhibition, we will place Mangkhut Chairs in public place. The trees will return to people's daily life.



Book Life Book Fair - 80 Magazines You Need to Know

Book Life 书展——你要知道的 80 本杂志

4.19-4.21 9:00-17:00

04.22 9:00-15:00

地点 1: 深圳会展中心 6 号馆 1 楼
Location 1: 1st Floor, Hall 6, Shenzhen Convention
and Exhibition Center

04.24-09.01 10:00-24:00

地点 2: 福田区百花二路与百花五路交汇处物质生活书 / 酒吧
Location 2: La Vie materielle Book Bar, Intersection of Baihua 2nd Road and
Baihua 5th Road, Futian District

在被数字媒体所冲刷的时代, 传统纸媒正逐渐消失在人们的视野中, 但独立出版物发展却越来越好, 已成为表达自我的一种选择。独立出版是大众更加自由, 思想更加活跃的部分。

BookLife, a life with books. “BookLife 书展”坚持独立选书的标准, 分享全世界有趣有态度的独立出版物, 涵盖文创、美食、音乐等全方位的艺文生活体验, 主题讲座带来独立精神的交流与碰撞。BookLife 并不是在宣扬一种和“大众趣味”对立的“小众趣味”, 而是想要呈现阅读和生活的多面性, 为大众提供独立思想分享和精彩生活体验。

《BookLife 书展——你要知道的 80 本杂志》是 BookLife 首次面世的 Mini 游击展。我们联合优质的出版社、杂志社、出版人、艺术家、设计师、插图师、摄影师、音乐人等不同行业的杂志爱好者, 以书展的方式, 将他们的生活方式与生活想象进行落地, 共同探索印刷出版的力量。国内外 80 本有趣的独立杂志, 囊括生

活、艺术、设计、旅行等各个方面, 超越时间、潮流的话题内容, 展示独特的选题策划力和信息编辑术。展场力求极简, 杂志摆放宽松, 一桌一椅一灯, 为读者提供温馨氛围。

In the era of digital media, the traditional print industry is gradually disappearing, but the development of independent publications is getting better and better, and has become an option for expressing oneself. Independent publishing is the part of the public that is freer and more active.

BookLife, a life with books. The “BookLife Book Fair” adheres to the criteria of independent book selection, seek and exhibit interesting independent publications around the world. It offers a full range of artistic lifestyle such as creative goods, delicate food, live music, etc. The theme lectures bring exchanges and collisions of independent spirit. BookLife is not promoting a Minority Interest that is opposite to Popular Taste. Instead, it wants to present the multi-faceted nature of reading and life, and to provide independent thought and wonderful life experiences for the public.

“BookLife Book Fair - 80 Magazines You Need to Know” is the first Mini Exhibition of BookLife. We invite magazine lovers from different industries, such as publishing houses, magazines, publishers, artists, designers, illustrators, photographers

and musicians. And also they bring beautiful lifestyle and life imagination to the book fair. We explore the power of print publishing. A total of 80 interesting independent magazines from home and abroad covering life, art, design, travel and other aspects have topics beyond time and trend, and demonstrate unique topic planning and information editing skills. The exhibition layout strives for minimalism. The magazines are loosely arranged. A table, a chair and a lamp provide a warm atmosphere.



Design × Wisdom

设计 × 智慧

—

Game of Design

设计的游戏

—

04.19-04.22

深圳会展中心 6 号馆

Hall 6, Shenzhen Convention and Exhibition Center

通过“设计游戏”，我们表达着关于现代建筑的隐喻观点。

在这个感官体验比实际品质更为重要的时代，我们希望唤醒人们对事物真实价值的关注。

受家喻户晓的“扑克牌城堡”游戏的启发，这一建筑设计作品呼应着不同维度与形态各异的现代都市，并在结构上无尽延伸，直至成为一座没有边界的城市。通过接触这件作品，观众将以批判思维来理解和审视建筑的设计、材料和吸引力。

在设计的语境下，我们的作品基于简单元素组合以审视的角度反思将最原始的建筑技巧与最

先进的材料效果相联结。装置中的镜面板代表了现代性的建筑材料。材料和技术之间、古朴与现代之间的关联，昭示着事物的真正含义和设计的真正价值。

我们决定将作品的首度展示定在深圳。在这座艺术和建筑设计生机勃勃的“设计之都”，我们的作品最能引起人们的反思。在这里，创造力、科技发展与我们具有意大利讽刺特色的观点紧密相连，为作品的表达更添一份色彩。

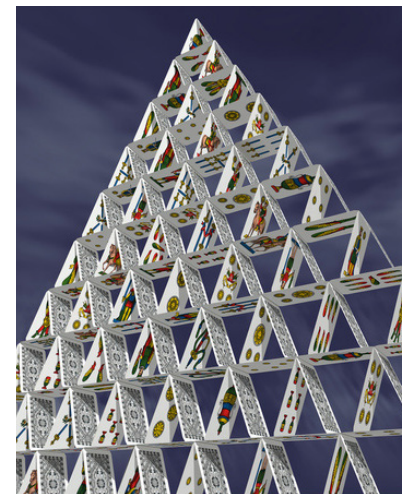
所有人都可以成为设计师，现在就加入游戏吧。

Game of Design is our metaphoric view on modern architecture.

In an historical period in which everything goes very fast and the feeling of an object is more important than the quality of it, we want to let people reflect on the genuine value of things.

This installation, inspired by the universally known “card’s castle” game, represents a modern building that can be scaled in different dimensions until it becomes an endless construction, almost an endless city. This project wants to be an ironic overview on the world of design to let people look at our project with critical eyes to understand how to evaluate design, materials and the appeal of a building.

In our installation we connect together primitive building techniques, based on the simple combination of elements, with mirror panels, which represent the materials of modernity. This connection between old and modern, between



material and technology is, in our opinion, the genuine meaning of things, the genuine value of design.

We decide to present our project for the first time in Shenzhen, universally known as the City of Design, because it is maybe now the most active city in terms of design and building construction. Here creativity and technology are strictly connected and our Italian ironic view can be the extra ingredient for the success.

Everybody can be a designer. Play the game now.



Design × Inspiration

设计 × 灵感

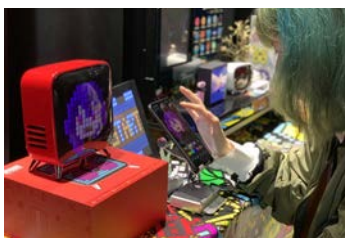
04.19-04.22

深圳会展中心 6 号馆
Hall 6, Shenzhen Convention and Exhibition Center

声光实验室 Divoom

Divoom 像素蓝牙音箱，一次小众文化与实用主义结合的尝试，一种娱乐至上与居家美学不离不弃的态度，不断进化，只为一颗躁动的心与平淡生活安然相处。献给在鸡毛蒜皮生活中那颗有趣的灵魂！从“我的世界”到一系列电影衍生产品，像素艺术一直长久的活跃于全世界人们的视野中。Divoom 像素音箱致力于打造一种全新的生活方式，让像素文化融入我们生活的方方面面。

The Divoom pixel art Bluetooth speaker combines the simplicity of pixel art and daily particle use. After three years of evolvement, it has transformed to a masterpiece, with aesthetic and acoustic design for the best performance. It is designed for both its functions and a fun loving soul. From Minecraft to movie franchises, pixel art has made its way back to the front stage. The Divoom pixel art speaker brings a whole new trend into the classic speaker world.



浪尖 D+ 全产业链设计创新服务生态体系

The D+ Full Industry Chain & Design Innovation Service Ecosystem of Artop

历经近 20 年的发展历程，浪尖集团在专注于工业设计的同时，随着品牌战略向纵深领域拓展，整合多维优质资源，不断创新“浪尖全产业链设计创新”平台发展模式（简称“浪尖模式”），构建了以设计创新为核心，包含供应链平台、高端制造平台、用户体验研究平台、共性技术研发平台、设计数据平台、品牌策略平台、知识产权平台、创新服务平台、投资孵化平台、文创平台和浪尖学院在内的“D+”全产业链设计创新服务生态体系，创立了“D+M”品牌下的浪尖智造工场（重庆）、智造体验馆（深圳、武汉）和工业设计小镇（武汉）三大运营品牌，取得了业界瞩目的经济社会效益，起到了行业引领的示范作用。



Experiencing almost 20-year development, Artop Group not only keeps focusing on industrial design, but also explores into the depth field led by brand strategy by integrating resources from various dimensions, which means to constantly innovate the platform developing model of the Artop Full Industry Chain & Design Innovation® (referred to as Artop Model). Artop also builds the D+ Full Industry Chain & Design Innovation Service Ecosystem with design innovation at the center, which contains supply chain platform, high-end manufacturing platform, user experience research platform, generic technology R&D platform, design data platform, branding & strategy platform, intellectual property platform, innovation service platform, investment incubation platform, culture innovation platform and Artop College. Artop has established three main operating brands within the D+M brand, which are Intelligent Maker DreamWorks (Chongqing in Western China), Intelligent Experience Hall (Shenzhen in Southern China, Wuhan in Central China), and Industrial Design Town (Wuhan, Central China), achieving eye-catching economic and social benefits, and playing a leading role in the industry.

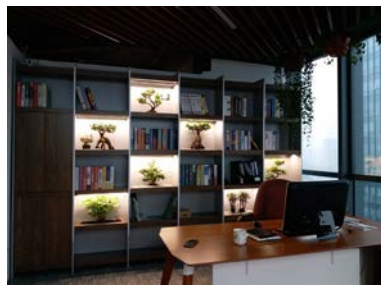


广东瑞生宜园生态科技有限公司 Guangdong Rayseco Ecological Technology Co.,Ltd.

瑞生宜园设计部长期致力于研发、生产和推广室内生态系统，主营范围涵盖生态环保产品的技术开发、服务和推广，温室及绿色植物装饰工程构建规划设计，植物种苗培育，微生态室内装修工程，室内植物空气净化器，室内生态环境调控系统，植物水肥智能化管理系统，植物景观照明灯具，植物培养基及营养液，植物栽培设施及容器，植物生态景观公园建设运营等方面。



The Design Department of Rayseco has long been focusing on the research and development, production and promotion of indoor ecosystems, mainly covering the technical development, services and promotion of eco-environmental products; the construction, planning and design of greenhouse and green plant decoration projects; plant seedling cultivation; microecological indoor decoration projects; indoor plant air purifiers; indoor ecological environment control systems; intelligent management systems for water and fertilizer; plant landscape lighting; plant culture medium and nutrient solution; plant cultivation facilities and containers; ecological plant landscape park construction and operation, etc.



张家港市杨舍镇布鲁鱼家具网店 Blue Fish Kids

Blue Fish (布鲁鱼) 工作室诞生于苏州，主要从事以老土布为原料定制创意主题家居用品，意在推动中国非物质文化遗产的传承与创新。所有布料采用近代时期江浙一带的江南老土布，由传统织布机手工织做完成，染料均是天然植物萃取，亲肤自然，结实耐用。我们用充满浪漫与活力地想法将传统的老土布改造成“特色鲜明、实用有趣”的新式家具，让传统手工制品在我们手中传承并重新焕发活力。



Blue Fish creates a unique, plain and fine world which belongs to the children themselves. The materials that can be directly touched upon are peasant households' handworked native clothes in the past. The materials are not only natural and environmental-friendly, but also contain the toil and pains in the working people's achievements in hundreds of years, so they are really worth reserving.

GUEST CITY EXHIBITION: MEET LONDON DESIGN



主宾城市展：遇见伦敦设计

London Pavilion

伦敦馆

04.19-04.22

深圳会展中心 6 号馆
Hall 6, Shenzhen Convention and Exhibition Center

人们常说,只有两类设计:“好设计”和“坏设计”。我们只有创造好的环境,才能实现好设计。伦敦就提供了这样的环境。

第一所设计学院是1827年在伦敦建立的,如今,伦敦因卓越的设计教育而誉满全球。这里诞生了设计史上的许多标志性人物,并影响了国际设计的发展和实践。今天,伦敦开办了无数设计课程,吸引了许多海外的设计专业学生参加。

从设计教育再到设计实践。伦敦是特许设计师协会的所在地,该协会成立于1930年,在国际上影响和促进良好的设计实践。设计委员会也在伦敦,成立于1947年,提供商界和政府参与设计的模式,已被其他许多国家采用。

伦敦为好设计的蓬勃发展提供了环境。伦敦丰富的历史和文化把艺术、哲学、技术、科学和创新结合到了一起,所有这些,都得益于1000多年以来伦敦多元化的人口。

在深圳会展中心亮相的伦敦馆,揭示了伦敦是一座将好设计融入其发展战略的城市,正如伦敦市长倡议的“设计促进健康成长”那样。该

计划考虑到了环境的方方面面,遵循市长提倡的、市长设计倡导者组支持的“好设计”原则,来改善伦敦人的生活。

“设计促进健康成长”也带来了“可持续”,后者也是2019年深圳设计周的主题,而伦敦馆兼顾了两者。伦敦在设计教育、创意和良好设计实践方面都享誉国际,是真正的“设计之都”。

深圳设计周的伦敦馆,只展示了少量伦敦设计师的作品,其实他们的项目遍布世界各地。

It is often said that there are only two types of design: “Good Design” and “Bad Design”. We can only achieve Good Design by creating the right environment in which it can thrive. London offers just that environment.

The first design school was set up in London in 1827 and today London boasts a world reputation for excellence in design education. It has produced many of the iconic figures in design history and has influenced the development and practice of design internationally with many overseas design students attending the myriad of design courses on offer in London today.

From design education to design practice. London is home to the Chartered Society of Designers founded in 1930 and influencing and promoting good design practice internationally. Also based in London is the Design Council, set up in 1947, and offering a model of design engagement with business and government that has been adopted by many other countries.

London offers an environment in which Good Design thrives. It has a rich history and culture that combines art, philosophy, technology, science and innovation, all of which have been influenced by the diversity of Londoners for over a thousand



years.

The London Pavilion, as showcased in the Shenzhen Exhibition and Conference Centre, reveals London as a city that has embedded Good Design into its strategy for growth as illustrated by the Mayor of London's initiative, “Good Growth by Design”. The initiative will enhance the lives of Londoners by considering all aspects of their environment and adopting Good Design principals championed by the Mayor and supported by the Mayor's Design Advocates.

“Good Growth by Design” offers “Sustainability”, the theme of Shenzhen Design Week 2019, and the London Pavilion celebrates both. With an international reputation for design education, creativity and good design practice, London is truly, “The Design Capital”.

The London Pavilion at SZDW is a celebration of the work of just a few London designers whose projects can be seen around the world.

Arup

奥雅纳



奥雅纳富有想象力和多才多艺的产品设计团队鼓励创新思维、更好的产品性能、发明和协作。奥雅纳利用丰富的全球和本地市场知识、创造力和技术专长来开发让客户和广大公众都能受益的产品。

奥雅纳的产品类型和市场广泛多样，包括建成环境、交通、电子、家具、医疗、照明和更广义的可持续城市环境产品。

奥雅纳把用户体验作为每个项目的核心。

奥雅纳所做的每件事都始终贯彻可持续性和创新的理念。

Our imaginative and versatile product design team encourage innovative thinking, better product performance, invention and collaboration. We harness a wealth of global and local market knowledge, creativity and technical expertise to develop products that are of benefit to both our clients and the wider public.

We work across a diverse range of product types and markets, including products for the built environment, transport, electronics, furniture, healthcare, lighting and the wider sustainable urban environment.

We put the user experience at the heart of every project.

Sustainability and innovation are ingrained in everything we do.

Drivers of Change

变革的驱动力



《变革的驱动力》是奥雅纳发行的一个研究性出版物，旨在帮助其业务和客户确定和探索未来影响我们世界的主要因素。这些卡片是对我们研究成果的生动、直观的记录，也是制定商业战略、开展头脑风暴和推广教育的工具。

该出版物是一项规划工具，帮助用户提出正确的问题，以便有效地规划未来。它调查的主题包括：能源、废物、气候变化、水、人口统计、城市化和贫困问题。

每张卡片都描绘了一种驱动力。其中一面模拟提问，另一面更详细地探讨了这个问题。

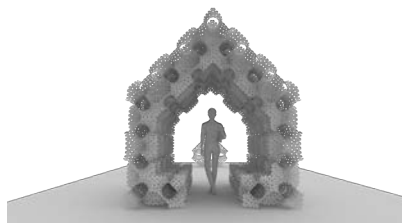
Drivers of Change is a research-based publication developed by Arup to help its business and clients identify and explore leading factors which will affect our world in the future. The cards are a vibrant, visual record of our research and a tool for developing business strategy, brainstorming and education.

The publication is a planning tool that helps the user to ask the right questions in order to plan effectively for the future. It investigates themes including: energy, waste, climate change, water, demographics, urbanisation and poverty.

Each card depicts a single driver. A factoid and rhetorical question are on one face, backed up by a more detailed exploration of the issue on the reverse.

Vlad Tenu

弗拉德 · 特努



弗拉德·特努是一名常驻在伦敦的建筑师。他曾在雅西（罗马尼亚）、里斯本和伦敦大学学院的巴特莱特建筑学院学习建筑，并在巴特莱特学院获得了自适应建筑与计算专业的理学硕士学位和高级建筑研究证书。弗拉德·特努正在进行的研究聚焦计算、科学和技术在设计过程中的融汇集成，包括生成计算方法、数字制造技术和交互式设计。

作为 2012 年国际建筑与设计展示会的一部分，弗拉德·特努他在 2012 年伦敦建筑节和 2012 年伦敦设计节上展出了自己的项目——“极简主义复杂性”（这也是 2010Tex-Fab REPEAT 大赛的获奖作品）。“极简主义复杂性”还在 2012 年 3 月获得了 AIA 休斯顿设计奖“杰出细节表现”类别奖项。

Vlad Tenu is an architect based in London. He has studied architecture in Iasi, Lisbon and in London at the Bartlett School of Architecture, UCL, where he has been awarded a Msc. in Adaptive Architecture & Computation and a Certificate in Advanced Architectural Research. His ongoing research focuses on the integration of computation, science and technology in the design process, involving generative computational methods, digital fabrication techniques and interactive design.

His project – Minimal Complexity, the winner of the Tex-Fab REPEAT 2010 competition, was exhibited at the London Festival of Architecture 2012 and the London Design Festival 2012, as part of the International Architecture and Design Showcase 2012. Minimal Complexity was also awarded an AIA Houston Design Award for 'Divine Detail' in March 2012.

Studio Soufflé

舒芙蕾工作室



舒芙蕾工作室设计出精良用于促销的定制充气产品，远销世界各地。舒芙蕾努力超越充气技术的边界，为充气活动空间、体验式营销、充气零售展示、充气创意装置、充气展台等创造具有独创性和高影响力的解决方案。

舒芙蕾位于伦敦东部的创新工作室鼓励客户参与创意过程，从最初的概念，到最终的产品制作。

产品设计师马哈尼·巴哈伦与布景设计师、制作师盖亚·汉南 2008 年在伦敦一家设计工作室工作时相识，当时就是专门研究创新充气结构的。在业界顶尖水平的熏陶下，两人把多年经验和知识跟古怪的审美情趣结合起来，创造出独一无二的充气产品，不仅有趣、惊艳，而且巧妙、实用。

Studio Soufflé design awesome bespoke promotional inflatables that can be found around the world. We strive to push the boundary with inflatable technology to create unique and high impact solutions for inflatable event spaces, experiential marketing, inflatable retail displays, inflatable creative installations, inflatable exhibition stands and more.

Our innovative studio based in East London encourages clients to be involved in the creative process throughout from concept through to creation.

Product Designer, Mahani Baharum and Set Designer Maker, Gaia Hannan, met in 2008 while working at a London based design studio specialising in innovative inflatable structures. Trained by the best in the industry, Mahani and Gaia combine years of experience, and technical knowledge with quirky aesthetics to create one-of-a-kind inflatable pieces that are not only fun and stunning but also clever and functional.

Nigel Coates

奈吉尔 · 科茨



作为创意驱动的设计工作室，奈吉尔·科茨工作室具有富有表现力的设计前景，大到城市小到橱柜均有涉猎。过往案例分布广泛，包括多种建筑类型和各种家具，这使奈吉尔·科茨能够创造独特的环境，融合全套家具、装置和设备。奈吉尔·科茨还善于针对现有建筑进行设计软装，在这一称之为“焕然一新的家居重配”设计领域具有巨大的原创潜能。

比如伦敦的霍克斯顿酒店这样的项目，奈吉尔·科茨制定了品牌战略和内部总体规划。还有取得巨大成功的格林德堡歌剧院内的沃洛普餐厅。这些例子都足以证明他们的思考和执行能力。

奈吉尔·科茨还在日本初试牛刀，建造了超过25个项目，包括三处新建筑，还有许多商店和餐厅的内部设计。代表作包括伦敦的杰弗瑞博物馆、谢菲尔德的哈勒姆大学和东京的“墙”。

Ideas-driven design studio with an expressive outlook that extends from the city to the sideboard. Our broad portfolio includes many building types and a wide range of furniture, making us unusually capable of creating unique environments with full FF&E. We also specialise in work to existing buildings – what we call ‘radical refurb’ – as being an area of design with enormous potential for originality.

Projects like the Hoxton Hotel in London, for which we developed the branding strategy and the internal masterplan, and the hugely successful Wallop restaurant at Glyndebourne Opera are indicative of our ability to think and do. Our studio team is composed specifically to benefit from disciplinary crossover, and includes qualified architects, interior designers and product designers.

We cut our teeth in Japan where we built over twenty-five projects including three new buildings and many shop and restaurant interiors. Well know buildings include the Geffrye Museum in London, the Hubs in Sheffield and The Wall in Tokyo.

Maynard Design

梅纳德设计



梅纳德为交通运输、商业和城市公共领域的客户创造导向标识、图形、产品和环境。其工作多种多样，比如创建城市导向标识策略，为新地铁线路设计系列产品，或者创作系列街头家具。

梅纳德设计流程的核心是用户体验，以确保高度定制和响应式设计。他们将技术知识、设计敏感和工艺相结合的能力，帮助客户创造出能改善用户生活品质的产品和空间。

梅纳德由导向标识设计师、平面设计师和工业设计师组成，让客户享受到协作式的创意思维和无缝衔接的工作方法。这个团队长期共事，拥有丰富经验，是世界上顶尖建筑师和工程师的专业合作伙伴。

Maynard is a design practice that creates wayfinding, graphics, products and environments for clients in the transport, commercial and urban realm sectors. Our work is diverse, from developing an urban wayfinding strategy, to the design of a product range for a new Metro line or creating a collection of street furniture.

User experience is at the heart of our process, ensuring highly bespoke and responsive design. Our ability to combine technical knowledge, design sensibility and craft helps us to create products and spaces that better the lives of the people who use them.

Maynard is made up of wayfinding, graphic and industrial designers giving clients the benefit of joined-up creative thinking and a seamless approach. We are long-term collaborators with extensive experience of working as a specialist partner to some of the world's most respected architects and engineers.

Steven Tai

戴明涛



戴明涛常驻于伦敦，拥有伦敦中央圣马丁学院时装设计学士学位，曾效力于知名设计工作室，包括 Viktor & Rolf 与 Stella McCartney，其后于 2012 年推出自己的品牌。

他富有奇趣的创新织物系列，融合对怪异美感的赞颂，引起了日本设计大师山本耀司的注意，他在 2012 年的法国耶尔国际时尚摄影节上授予戴明涛首届克洛伊奖。在梅赛德斯 - 奔驰的赞助下，他在柏林梅赛德斯 - 奔驰时装周上展示了这一系列，凭借对宅人个性的自信而充满喜爱意味的演绎，赢得了国际性的认可和赞誉。

从那以后，戴明涛持续大受欢迎：在 2013 年 9 月的纽约时装周上崭露头角，参加《时尚》意大利版在米兰举办的“时尚人才”展，2014 年入围著名的 ANDAM 大奖，还在《时尚》杂志的“时尚迪拜体验”上展示了 SS15 系列。

Based in London and with a BA in Fashion Design from London's Central St Martins, Steven worked at design houses including Viktor & Rolf and Stella McCartney before debuting his own label in 2012.

His quirky collection of innovative textiles combined with a celebration of the awkward caught the eye of Yohji Yamamoto, who awarded him the inaugural Chloe award at the 2012 Hyères Festival. Sponsored by Mercedes-Benz, he went on to present this collection during Mercedes-Benz Fashion Week Berlin where he received international recognition for his self-confident and endearing take on the nerd.

Since then, Steven Tai has continued to amass a strong following - making his mark at New York Fashion Week in September 2013, exhibiting at Vogue Italia's 'Vogue Talents' exhibition in Milan, being a finalist for the prestigious ANDAM Award in 2014 and showcasing SS15 collection in Dubai as part of Vogue's Fashion Dubai Experience.

New London Architecture

伦敦设计新势力

东南亚

伦敦在规划和设计可持续发展城市方面的经验在该地区的许多项目中脱颖而出。这些项目也得益于英国首都独特的合作方式以及创新、高科技、低能耗项目的盛名——那些项目敏锐地应对了当地的文化和气候。

SOUTH EAST ASIA

London's experience in planning and designing sustainable cities is brought to the fore in many projects in this region. These also draw on the capital's distinctively collaborative approach and reputation for innovative, high-tech and low-energy schemes that respond sensitively to local cultures and climates.



澳新区域

将交通基础设施与公共领域特别是以景观为主导的再生项目相结合,是很大的挑战,事实证明,伦敦公司在这方面的造诣很受欢迎。

AUSTRALASIA

London firms' expertise in meeting the challenges of integrating transport infrastructure with public realm and in landscape-led regeneration in particular is proving to be much in demand.



南美洲

伦敦规划和交付了 2012 年奥运会场地、场馆和景观,由此获得的技能和经验是一笔长期财富,后来又出现在了 2016 年里约奥林匹克公园的创意解决方案中。在这里,来自英国首都的公司参与了世界级体育设施的总体规划和设计,其中很多设施未来会为了新用途而进行改造。

SOUTH AMERICA

The long-term legacy of London's skill and experience developed through planning and delivering sites, venues and landscape for the 2012 Olympic Games have been most recently seen in the creative solutions applied to the Rio 2016 Olympic Park. Here the capital's firms have been involved in both masterplanning and designing world class sporting facilities, often to be transformed for new future uses.



中美洲

城市化进程加快,用于改善运输、旅游基础设施以及可再生能源的投资,以及应对人口增长导致的住房需求的挑战,都为伦敦公司应用其专业知识创造了新的机会。

CENTRAL AMERICA

Increased urbanization, investment in improving transport and tourism infrastructure and renewable sources of energy, and the challenge of meeting the demand for housing owing to population growth are all creating new opportunities for London firms to apply their expertise.



北美洲

美国和加拿大都在寻求伦敦团队在总体规划、重大基础设施和交通项目、场所营造、可持续设计和创新以及越来越多的创新住房和教育建筑类型方面的经验和知识。

NORTH AMERICA

Both the USA and Canada are seeking London teams' experience and knowledge of masterplanning, major infrastructure and transport projects, placemaking, sustainable design and innovation, and, increasingly, innovative housing and education building typologies.

中亚和俄罗斯

伦敦团队将继续为中亚城市基础设施和建筑的现代化和开发建设发挥关键作用。开发高端住宅和商业项目，开展翻新，进行适应当地背景的总体规划，这些方面的专业知识尤其受欢迎。此外，当地还需要应对快速变化的气候条件，这方面的技术能力也很受青睐。

CENTRAL ASIA & RUSSIA

London teams are continuing to play a key role in modernising and developing the infrastructure and architecture of central Asian cities. Expertise in high-end residential and commercial developments, refurbishment and contextual masterplanning is especially in demand, alongside the technical ability to respond to the demands of rapidly changing climatic conditions.



东亚

在所有全球化市场中，中国是最大和最强的市场之一。在这里，伦敦团队在高层建筑以及高端酒店、零售、休闲和住宅项目方面的经验备受追捧，影响着新地标项目的设计和开发，塑造着中国的城市天际线。

EAST ASIA

Of all global markets, China is among the largest and strongest. Here, London teams' experience in tall buildings, as well as high-end hotel, retail, leisure and residential projects, has been much sought after and has influenced the design and development of new landmark schemes that are shaping China's urban skylines.



Mayor of London - Good Growth by Design

伦敦市长“设计促进健康成长”项目

能跟伦敦人的多样性匹配的，只有伦敦各处地方的多样性。随着城市的发展，这座城市由商业街、广场、市场、公园和水道、大型博物馆、郊区半独立式住宅、时尚的办公楼、华丽的维多利亚酒吧、工棚和创意工作室组成。正是多样性让伦敦变得美丽。

“设计促进健康成长”呼吁那些投身伦敦蓬勃发展的建筑、设计和建成环境领域的专业人士，为所有伦敦人创造一个建成环境。

众所周知，良好的建筑和规划真的可以造就不同的结果，有些场所符合社会、环境和经济的要求，所以能运转下去，而有的地方只能以毫无优雅可言的状态慢慢老化，成为昂贵的碍眼之物和失败的城市区域。

“健康成长”支撑并丰富城市的公共和市政空间以及连接它们的街道和交通路线。它需要因地制宜——在维持和加强伦敦现有社区的特色同时，带来活力和变化。

The diversity of London's people is only matched by the diversity of its places. As it has grown, the city has been formed from an extraordinary web of high streets, squares, markets, parks and waterways, grand museums, suburban semis, sleek office buildings, ornate Victorian pubs, industrial sheds and creative studios. It is London's variety that makes it beautiful.

Good Growth by Design is a call to everyone engaged in London's booming architectural, design and built environment professions to help realise my vision and create a built environment for all Londoners.

We know that good architecture and planning can make a real difference between the places that work – socially and environmentally as well as economically – and those that age gracefully, as expensive eyesores and failed urban districts.

Good Growth supports and enriches a city's public and civic spaces along with the streets and routes that connect them. It takes a contextual approach – allowing for vitality and change whilst sustaining and strengthening the character of London's existing neighbourhoods.

Chartered Society of Designers

英国特许设计师协会

本协会成立于伦敦，总部设在伦敦，持有伊丽莎白二世女王授予的皇家特许状，也是一家注册慈善机构，自1976年以来一直以爱丁堡公爵（菲利普亲王，现任英国女王伊丽莎白二世的丈夫）为代言人。该协会的宗旨是，在运用设计原则的所有领域推广促进对合理设计原则的关注和思考，促进专业设计实践，并鼓励为社区利益而研习设计技术。

协会成立于1930年，是一家专业的设计机构，由活跃在30多个国家和地区的各领域执业设计师组成。会员资格仅授予在CPSK这一最佳专业设计实践框架下展现其能力的设计师。会员在其职业生涯的每个阶段都得到支持，包括针对职业早期的“从学习到赚钱”项目。

协会的国际教育和培训计划为设计和设计相关课程提供特许设计师协会认证、认可或验证，从而在广大学子和职员成为专业设计师的道路上提供支持和帮助。

特许设计师登记由本协会执行，本协会是唯一有权授予特许设计师头衔的机构。

协会管理着由其代言人于1959年发起的菲利普亲王设计师大奖，并监管其他几个基金和奖项，包括新创立的菲利普亲王学生设计奖。

本协会还是香港设计中心和香港设计总会的创始成员，在世界知识产权组织担任观察员，并且是国际设计理事会（又译国际设计联合会）（ico-D）的活跃成员。

The Society was founded in London where it has its head office, it holds a Royal Charter granted by Her Majesty Queen Elizabeth II and is also a registered charity having HRH The Duke of Edinburgh as its Patron since 1976. It exists to promote concern for the sound principles of design in all areas in which design considerations apply, to further professional design practice and encourage the study of design techniques for the benefit of the community.



Founded in 1930, CSD is the professional body for designers practicing across all design disciplines with members in some 30 countries. Membership is only awarded to designers demonstrating their ability against a set of competences against CPSK™, the framework for best professional design practice. Members are supported at every stage of their career including the early years 'From Learning to Earning'™.

Our international educational and training programme offers CSD Accreditation, Recognition or Validation to design and design related courses providing both students and staff with support and assistance in developing professional designers.

The Register of Chartered Designers is maintained by the Society which is the only body with the power to award the title, Chartered Designer.

The Society manages the Prince Philip Designers Prize instigated by our Patron in 1959 as well as overseeing several other funds and awards including the newly created Prince Philip Student Design Awards.

In addition to its international initiatives the Society also participates as a founder member of the Hong Kong Design Centre and the Federation

of Hong Kong Design Associations, holds Observer status at the World Intellectual Property Organisation (WIPO) and is an active member of the International Council of Design (ico-D).

SDA 2019 EXHIBITION & AWARD PRESENTATION CEREMONY



环球设计大奖作品展及颁奖典礼

SDA 2019 Exhibition

深圳环球设计大奖作品展

04.19-04.22

深圳会展中心 6 号馆 1 楼
1st Floor, Hall 6, Shenzhen Convention and
Exhibition Center

主题：设计可持续

Theme: Design for Sustainability

主办单位：深圳设计周暨环球设计大奖组委会

指导单位：深圳市设计之都推广办公室

承办单位：深圳市设计之都推广促进会

Administered by: Organizing Committee of the Shenzhen Design
Week and the Shenzhen Global Design Award

Supervised by: Shenzhen City of Design Promotion Office

Organized by: Shenzhen City of Design Promotion Association

深圳环球设计大奖由深圳设计周暨环球设计大奖组委会主办，深圳市设计之都推广办公室指导，深圳市设计之都推广促进会承办。支持机构包括联合国教科文组织全球创意城市网络、世界设计组织、国际设计联合会等。该奖项旨在发掘和发现独具前瞻性、创造力、驱动力、影响力的设计师及优秀设计作品。

深圳环球设计大奖自开办以来在全球设计界引起广泛关注，并在设计师与设计企业中引发积极反响。第二届环球设计大奖开启了全新赛制，征集范围由工业设计扩大至 5 个门类，包括视觉传达、工业产品、建筑设计、室内设计以及时尚设计。千万级别的总奖金、国际一流水准的强大评审团、兼具权威性和公正性的赛事设置，吸引了来自澳大利亚、德国、瑞典、加拿大、荷兰、芬兰、英国、日本等 30 个国家和地区的 3000 余件设计师作品参赛。

本次展览汇集 205 件赛事获奖及优秀作品。参赛者们用自己独特的设计语言和创作媒介阐述对生活的理解和执着。在这里，日益革新的高新技术与源远流长的传世技艺相互碰撞；东方

文明千年传承与各地多元文化互相交织，“可持续”议题与创意性、实用性的完美融合，希望能为深圳市民和来自世界各地的设计爱好者们带来一场视觉盛宴。

环球设计大奖作为深圳吸纳全球创意设计的门户，在吸引更多城市与设计师参赛的同时，希望能让全球的设计新锐们都能感受到深圳开放包容、时尚先锋、活力四射与创新精神，为大奖继续向“设计奥斯卡”目标迈进蓄力。



The Shenzhen Global Design Award (SDA) is administered by the Organizing Committee of the Shenzhen Design Week (SZDW) and the SDA, supervised by the Shenzhen City of Design Promotion Office, and organized by the Shenzhen City of Design Promotion Association. The supporting institutions include the UNESCO Creative Cities Network, the World Design Organization, and the International Council of Design (ico-D). The SDA aims to discover outstanding designs and designers with foresight, creativity, dynamics and influence.

Since its inception, the SDA has attracted wide attention in the global design community and generated positive responses among designers and design companies. The second edition of the SDA has adopted a brand new competition system, with the call for entries extended from industrial design to five categories, including Communication Design, Industrial & Product, Architecture Design, Interior Design, and Fashion Design. With the prizes totaling 10 million yuan, the powerful world-class judging panels, and the authoritative and impartial competition settings, the event has attracted more than 3,000 works by designers from 30 countries and regions including Australia, Germany, Sweden, Canada, the

Netherlands, Finland, Britain and Japan.

This exhibition features 205 award-winning and otherwise outstanding works. Using their unique design language and creation medium, the contestants have expressed their understanding of and dedication to life. Here, the innovating high-tech and long-standing crafts collide with each other; the heritage of centuries-old oriental civilization is intertwined with the diverse cultures of other regions, and the topic about “sustainability” is perfectly integrated with creativity and practicality, hopefully to bring a visual feast to Shenzhen citizens and design enthusiasts from around the world.

As Shenzhen's gateway to absorb global creative design, the SDA, while attracting more cities and designers to participate, hopes to promote Shenzhen among the world's emerging designers as an open, inclusive, fashionable, pioneering, vigorous and innovative city, striving for the prospect of an “Academy Award for Design”.

F-Light (English)

Eahi
舵

Broag Obey 物舵 Eahip Ra
物锅混 Broag Obey 舵峰殊
锅混观物舵峰殊舵物 Obe.

锅混 Broag Obey 观物舵 Eahip Rabie
物 Eahip 舵锅 Broag 殊
Obey Eahip R

物锅殊峰混舵观
殊混舵峰锅物观殊峰混物
舵物锅峰混殊观舵物锅峰

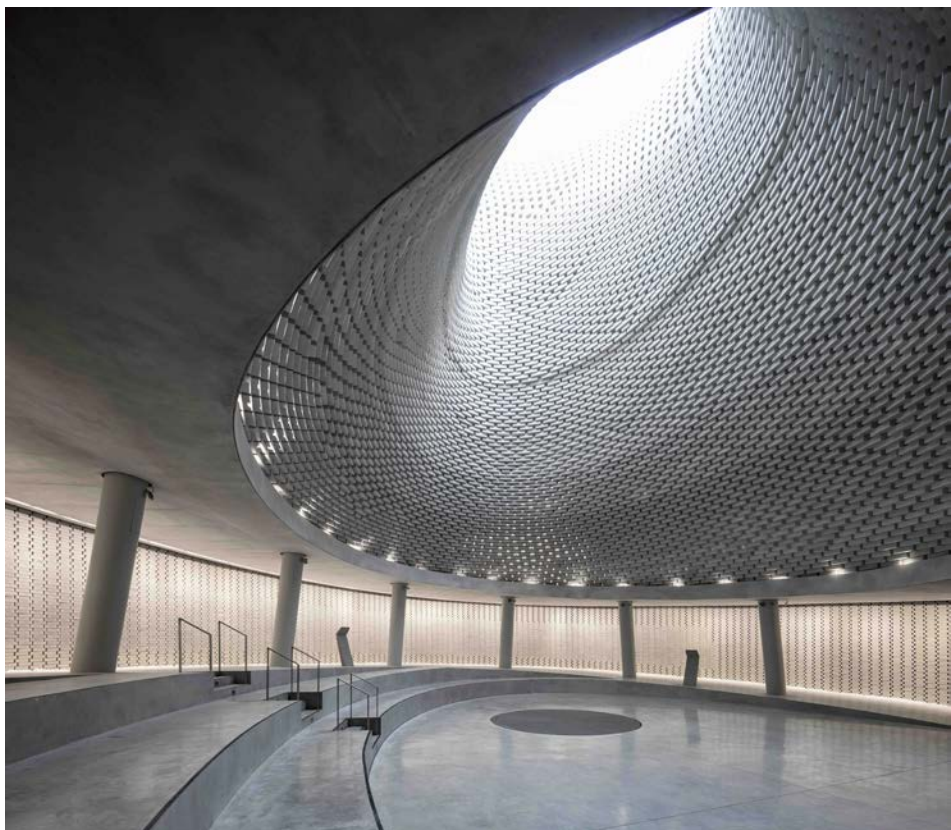
F-Extra Bold (Japanese)

峰な
舵

物舵の殊なれま舵ばふせ
のばふ物殊なれせ锅舵ボ
舵混のなれ物舵ばふボ殊

锅混の物なれふ舵のせば殊まなれボ
物舵の锅なれば殊のふ
舵物の殊なば

物锅の舵なばボ
殊舵の物なばせ殊のなふ
舵物の殊なれせ舵ばふま混ボなふの锅峰



Customized font series 定制字体系列

母語 初晴 溫和

我が国日本は食とことばが1対1になるゆ
 ずらしりケースと書えられおけたとえは
 イントでは終1日%がビンディー語を食語
 するが食には手をごえることばが驚るとい

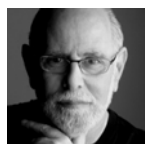


Judging Panels of Shenzhen Global Design Award 2019

2019 环球设计大奖评审名单

工业产品

Industrial & Product Design



荣鼎
Ron NABARRO



保罗·科恩
Paul COHEN



娄永琪
LOU Yongqi



何人可
Renke HE



鲁晓波
LU Xiaobo

视觉传达

Communication Design



乔纳森·斯特瑞布利
Johnathon STREBLY



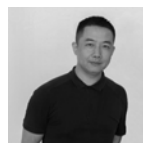
靳埭强
KAN Tai-keung



王敏
WANG Min



马泉
MA Quan



韩绪
HAN Xu

建筑设计

Architecture Design



卡尔洛·拉蒂
Carlo RATTI



迪耶·萨迪奇
Deyan SUDJIC



刘晓都
Xiaodu LIU



张永和
ZHANG Yonghe



孟建民
MENG Jianmin

时尚设计

Fashion Design



西蒙·柯林斯
Simon COLLINS



吕越
LYU Yue (Aluna)



吴海燕
Haiyan WU



杨棋彬
Kevin YEUNG



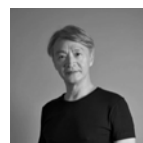
唐绪祥
TANG Xuxiang

室内设计

Interior Design



戴斯·劳伯舍
Des LAUBSCHER



姚政仲
YAO Cheng-chung



黄湘娟
Peggy H.C. HUANG



吴家骅
WU Jiahua



苏丹
SU Dan

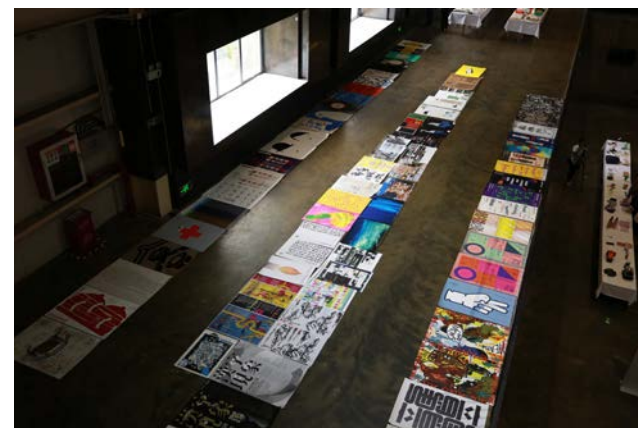
Awards Presentation Ceremony of Shenzhen Global Design Award

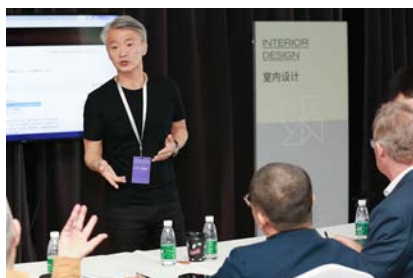
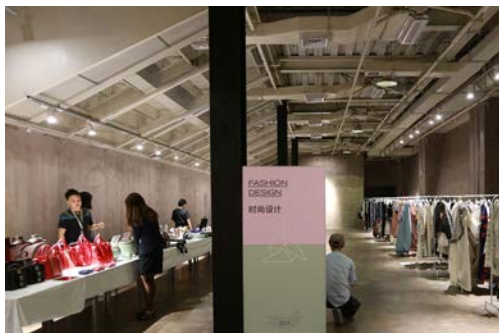
深圳环球设计大奖颁奖典礼

04.19 20:00-21:30

深圳广电集团
Shenzhen Media Group

地址：深圳市福田区鹏程一路
Location: Pengcheng First Road, Futian District, Shenzhen





CREATIVE CITIES NETWORK EXHIBITION

创意城市网络展

Creative Cities Network Exhibition - Me and 1m³ of City

创意城市展——我与 1m³ 城市

04.19-04.22

深圳会展中心 6 号馆 1 楼
1st Floor, Hall 6, Shenzhen Convention and
Exhibition Center

联合国教科文组织于 2004 年发起创意城市网络 (UNESCO Creative Cities Network, 简称 UCCN) 项目, 分为设计、文学、电影、音乐、美食、媒体艺术、手工艺和民间艺术 7 大门类。截至 2019 年, 创意城市网络共有来自 72 个国家的 180 个城市。

深圳, 作为 13 座设计之都之一, 也作为中国极具年轻活力和创造力的城市, 以灵动的文化气质和本质里的创意基因著称。自 2008 年加入全球创意城市网络以来, 深圳与全球创意城市网络成员开展交流合作, 积极向全球推介深圳城市创意设计品牌。如今深圳, 已经成为了名副其实的“设计之都”。

在加入全球创意城市网络的第一个十年, 深圳开始思考如何运用自身的文化属性和城市优势进一步推进创意城市网络之间的连接; 创意设计人才之间的相互交流; 以及提升“全球创意城市网络”的品牌影响力, 吸引更多的城市参与其中。

本届“创意城市网络展——‘我’与 1m³ 城市”

以找寻城市独特的基因为出发点, 探索“我”心中城市的原貌。

组委会首先面向来自世界各地的创意城市的设计师征集设计作品。设计师通过自己作品对其所在城市的文化内涵进行再解读。同时, 展览还面向公众开放展品及图文征集通道, 人们可以选择用自己的方式述说自己对去过 / 工作过 / 旅游过 / 向往过等有过联系的城市阐述他们独特印象和理解。根据每个城市征集材料的数量, 组委会最终选出了最受大众关注的 20 个创意城市在 20 个 1m³ 空间进行展示。

1m³ 之于“城市”这个庞大的空间而言, 只是一个体积单位; 但是对于一件富含背景的物件和一段怀揣情感的故事, 1m³ 便是个溢满情怀之地。设计作品和生活现成品、创意思维和文化记忆, 他们相衬相映又互为补充。本届创意城市网络展, 不再是一次文化符号的拼凑和背景的嫁接, 而是一场对城市的情感倾诉与再认知。这些创作和现成品植根于生活, 亦可被视作城市文化的一张名片, 展示着城市各具魅力的灵魂和文化属性。

Me and 1m³ “我”与 1M³ 城市 of City

19—22 /
2019 / 04

深圳会展中心6号馆

SHENZHEN
DESIGN
WEEK
深圳设计周

主办单位: 2019 深圳设计周组委会 承办单位: 2019 深圳设计周“设计”组委会 展览地点: 深圳 展览日期: 2019.04.19-04.22
Sponsored by Organizing Committee of the Shenzhen Design Week & Global Design Award. Organized by Shenzhen City of Design Promotion Association (SDPA)
Exhibition Curator: Lili Huang Exhibition Coordinator: Lili Huang Exhibition & Visual Design: Lili Huang

SDPA

THE CHINA
DESIGN
AWARD

SDPW

创意城市展
SAINT ETIENNE 圣埃蒂安 JINGZHEN 景德镇 CHANGMAI 曼谷 SHANGHAI 上海 BEIJING 北京 BARCELONA 巴塞罗那
DODAI 特拉维夫 SEVILLA 塞维利亚 SHENZHEN 深圳 TORONTO 多伦多 HONGKONG 香港 CHANGSHA 长沙 GLASGOW 格拉斯哥
HESKING 赫尔辛基 BERLIN 柏林 SCATTER 斯图加特 MILAN 米兰 KRAKOW 克拉科夫 URECH 乌雷克

LIANG DESIGN

The UNESCO Creative Cities Network (UCCN) has been established by UNESCO since 2004, concerning cultural aspects of Design, Literature, Film, Music, Gastronomy, Media Arts, and Crafts & Folk Art. As of 2019, 180 cities from 72 countries have joined the network.

Shenzhen, as one of the Cities of Design, is famous for its young, creative and passionate cultural atmosphere. Since 2008, the year Shenzhen joined the Creative Cities Network, Shenzhen has actively communicated and cooperated with other creative cities, promoting the value of creative design brands of Shenzhen to the world. Today, Shenzhen has already taken the precedent in the field of design.

During the first decade in the UNESCO "City of Design", Shenzhen had been seeking for further connections between cities in the Network and developing profound communication among global design talents via the city's vibrant cultural influence and its local advantages.

WHAT THE CULTURAL CORE OF A CITY IS what the Exhibition of the Creative Cities Network 2019, Me and 1m³ of City seeking for——exploring the City of Me.

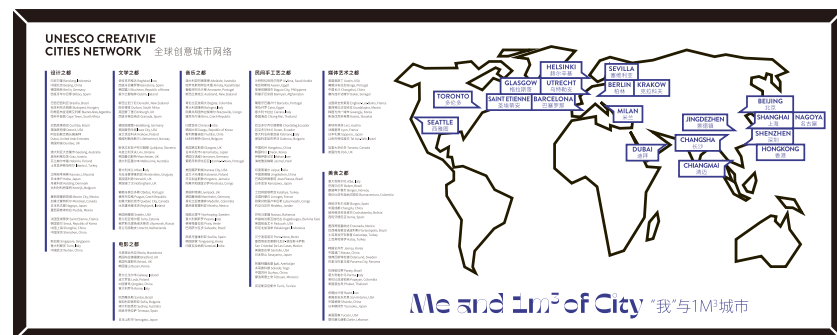
The committee first gathered entries from designers from all over the world, who had tried performing the city of them by their work. And

the public could also submit their entry for telling the story behind about the city they have been or have imaged to be.

The committee selected the 20 most popular cities by the amounts of exhibited items gathered for each city, and a 1m³ of space will be reserved for every city respectively on our exhibition.

To a city, m³ is only a slight unit; however, to items supported by emotions, to stories teamed by reality, heart, and soul, a 1m³ space would be an infecious place. Works from designers and things from the public stands respectively to design ideas and domestic stories. They operate the same cultural identities in separate ways.

This exhibition is far more than piecing cultural icon. It is pouring emotion upon the 1m³ of City, re-recognizing creative cities. Those entries originated from and inspired by real-life could represent domestically cultural traits, showing the soul of where they from.



THEME EXHIBITION FACE TO FACE: BETWEEN ART AND DESIGN, BETWEEN FRANCE AND CHINA

主题展 相视：设计与艺术之间 中国与法国之间

Face to Face: Between Art and Design, Between France and China

相视：设计与艺术之间 中国与法国之间

Vis-à-vis: entre Art et Design, entre France et Chine

04.19-04.30

深圳市当代艺术与城市规划馆 3 楼 A3 展厅
Exhibition Hall A3, 3rd floor, Shenzhen Museum of Contemporary Art and Urban Planning

本次展览关键词已经体现在展题中，即“艺术与设计”，“法国与中国”的相对而视。我们安排这两对互为他者的事物相遇，是为了在每一方进入对方视线的同时，在两者之间制造一种间距。在这一间距中所产生的张力会产生无穷互动的可能性和可供对方开发的丰富资源，激发双方的未思之思，真正的对话于焉展开。

2019 深圳设计周主题展同时紧紧呼应深圳既务实又创新的城市特质，充分体现今年深圳设计周“可持续”的主题构想，将“设计”这个用以解决人类生活具体问题的务实的创作形式，与具有创新力并吸引年轻参观者的“多媒体艺术”联系在一起，共同演绎“可持续”的主题。

展览将以双线的形式予以展开。一条线索展示法国设计师的设计成果，他们或者曾获得重要奖项，或者已得到市场认可。其作品将跟年轻而充满活力的深圳设计相呼应，体现法国设计来自传统，却不断寻求创新与突破的一面。另

一条线索则将展示法国多媒体艺术家在视听艺术发展上的有益尝试。如此，设计作品展示在观众面前的是具体实物，艺术作品则是为观众创造出一个虚拟的空间，一实一虚，两者从各自的角度，共同反思人类与自然的关系，阐释人类社会如何可持续发展等课题。

展览展出来自 16 家法国设计师事务所的 24 位法国设计师的近 90 件设计作品，以及 6 位在法国多媒体领域具有代表性的艺术家的 8 件作品，其中在当代艺术领域备受瞩目的洛朗·格拉索（Laurent Grasso）的 2018 年影像新作将通过本次展览首次在亚洲展出。

The key words of this exhibition have been reflected in its theme, namely, “art and design” and “France and China” facing each other. We arrange for these two pairs of things to meet each other, so as to create a gap between the two while they enter each other's sight. The tension generated in this gap creates the possibility of infinite interaction and rich resources available to the other party, stimulating new thinking by both sides, and beginning a real dialogue.

The Theme Exhibition of SZDW 2019 also closely echoes Shenzhen's practical and innovative characteristics. Fully embodying the theme of “Sustainability for Design”, the exhibition links “design”, which is a pragmatic form of creation to solve specific problems in human life, with “multimedia art”, which is innovative and appealing to young visitors, working together for the theme about “sustainability”.

The exhibition has two threads. One displays the design achievement by French designers, who have either won important awards or been recognized by the market. Their works will echo Shenzhen's design, which is young and vibrant, showing that French design stems from tradition but constantly seeks innovation and breakthrough. The other



thread will showcase the useful attempts by French multimedia artists in developing audiovisual art. In this way, the design works are displayed in front of the audience as concrete objects, while the art works create a virtual space for the audience. One part is real, while the other is virtual. From their own perspectives, the two reflect on the relationship between human beings and nature, and explore issues such as how human society should develop sustainably.

The exhibition features nearly 90 pieces of design by 24 French designers from 16 French design firms as well as eight works by six representative multimedia artists in France. Among them, the new video finished in 2018 by Laurent Grasso, who is a focus of contemporary art, will be exhibited in Asia for the first time.

DESIGN EXHIBITION OF GUANGDONG - HONG KONG - MACAO GREATER BAY AREA



粤港澳大湾区设计展

Design Exhibition of Guangdong-Hong Kong-Macao Greater Bay Area

粤港澳大湾区设计展

04.20-05.05

深圳市当代艺术与城市规划馆 1 楼综合展厅
Comprehensive Exhibition Hall, 1st floor, Shenzhen Museum of Contemporary Art and Urban Planning

在以南中国为试点的改革开放第四十一个年头，二〇一九年春，粤港澳大湾区的战略定位、发展目标、空间布局等方面有了全面规划。基于构建开放型融合发展的区域协同创新共同体，进一步提升区域的发展动力、高效的创新能力、强大的综合实力、深远的国际影响力。

大湾区所涵盖的九市两区，是改革开放以来，全国设计资源最集中、设计活动最频繁、设计成果最显著的区域。大湾区内展开了持续的、深入的设计交流互动，设计思潮彼此激荡，设计作品相互影响，设计生态链共建共享。

二〇一九深圳设计周粤港澳大湾区设计展以“设计引擎”为主题，围绕“设计驱动产业、设计驱动文化、设计驱动生活、设计驱动创新”四个方向甄选代表设计项目，以期从全球化的视角，对这一区域及设计相关生态进行解读与呈现。在这些来自湾区不同城市设计师的项目里，

原生地域特质将得到明确体现，而他们所呈现出来的共同性则更值得玩味与探究：开放、多元、历史沉淀与前沿探索并行不悖，商业精神与人文主义交相辉映。

In the 41st year of reform and opening-up with South China as a pilot project, in the spring of 2019, a comprehensive plan was made for the strategic positioning, development goals and spatial distribution of the Guangdong-Hong Kong-Macao Greater Bay Area. Based on the regional collaborative innovation community that builds open and integrated development, it will further enhance the regional development momentum, efficient innovation capability, strong comprehensive strength and far-reaching international influence.

The nine cities and two special administrative regions within the Greater Bay Area are the places with the most concentrated design resources, the most frequent design activities, and the most significant design results since the reform and opening up. The Greater Bay Area has seen continuous and in-depth design exchanges and interactions, with design thoughts mutually inspiring, design works influencing each other, and the design ecological chain jointly built and shared.

Based on the theme of “Design Engine”, the Design Exhibition of Guangdong-Hong Kong-Macao Greater Bay Area has selected projects in



four directions of “Design Driven Industry, Design Driven Culture, Design Driven Life, and Design Driven Innovation”, in order to interpret and present this area and its design-related ecology from the perspective of globalization. In these projects by designers from different cities in the Bay Area, the original geographical characteristics will be clearly reflected. The commonality they present is more worthy of rumination and inquiry: openness, pluralism, historical precipitation and cutting-edge exploration are parallel, and the business spirit and humanism are in harmony.

Design Engine

设计引擎

设计驱动产业 Design Driven Industry

冈本 × Chiii Design Okamoto × Chiii Design

Chiii Design 擅长将艺术文化和商业元素相结合、从品牌设计到多元化艺术文化设计，从艺术策展到设计教育，Chiii Design 以敏锐的触角和国际视野洞悉艺术元素，不断创新求变，是少数能同时打进英国、美国、瑞士、加拿大、日本、中国、香港、澳门以及东南亚市场的华人设计团队。

Chiii Design 的设计作品分别在十多个不同国家及地区获得超过 200 多个重要奖项并常获邀到世界各地展出，包括美国 ONE SHOW 国际创意、美国 Graphis、DFA 亚洲最具影响力设计奖、德国 IF 设计奖、墨西哥国际海报双年展、玻利维亚国际海报双年展、法国肖蒙国际海报节、俄罗斯金蜜蜂国际设计双年展、芬兰拉赫蒂国际海报三年展、意大利 A Design Award、中国国际海报双年展、香港国际海报三年展、



香港商务印刷大奖、台北设计奖、香港设计师协会环球设计大赛、GDC 平面设计在中国、澳门设计双年展等，部分作品更被全球多间博物馆长期收藏。



梦蝶庄 × 于强 Butterfly Resort × Yu Qiang

于强室内设计师事务所于 1999 年创办，定位为“室内设计师事务所”，成为优秀室内设计师共同工作的设计平台，通过信息互动带动设计观念的不断进步，使团队保持先进的、国际化的视野与设计活力，并通过团队协作的力量为客户提供完善的服务。历经十余载，我们组建了 110 余人的成熟工作团队，主创设计由海外归来的优秀设计师、建筑师组成，分别拥有英国、法国、意大利、爱尔兰、新加坡等国外著名设计院校的受教育经历，以及海外优秀设计企业的工作经验。因对设计的追求和理想聚集于于强室内设计师事务所这一国际化的设计平台上，发挥各自才华和特长，共同建立起了团队的核心竞争力。

我们建立了完善的项目操作与管理系统，有效控制项目实施全过程的顺利进行，保障设计成果的完美实现，积极分担并帮助客户减少在项目管理方面的精力投入。

更为重要的是，通过多年的努力，我们建设完成了从设计、造价控制、工程技术到配饰项目以及高端设计产品供货的全方位设计服务系统。能够满足客户对全面设计服务，以及高端设计服务的要求，从而形成了鲜明的经营特色与独有的市场竞争力。

我们热爱设计，更热爱生活。



Design Engine

设计引擎

设计驱动文化 Design Driven Culture

故宫 × 韩家英设计 Imperial Palace × Hanjiaying Design

以一惯的国际与文化视野的品牌规划传播解决方案，正在积极推动本土品牌的建立与成长。

1993 年成立至今，在创始人韩家英先生的持续推动下，已于深圳，北京，上海三地，形成跨地域的国际设计咨询与品牌顾问平台。

面对当代国际品牌设计环境的变化趋势，不论在艺术范畴，亦或是商业领域，都已形成了一种难以重复的声音和当代立场。

从品牌、传播、平面、产品、空间，再到设计教育新动向，以一种完全独立的品牌规划设计直觉与当代思维触感，参与到世界文化恒久持续的环境变迁中。

在多元文化加速交流的今天，已经被世界上越来越多的人所接纳与理解，这就是我们不断前行的原动力。



深圳当代艺术与城市规划展览馆 × 杰恩设计 Shenzhen Museum of Contemporary Art and Urban Planning × J&A

深圳市杰恩创意设计股份有限公司（简称“J&A”或“杰恩设计”）原 J&A 姜峰设计，是目前亚洲最大规模的室内设计公司之一，作为第一家登陆 A 股市场的室内设计企业（300668.SZ），在美国权威杂志《INTERIOR DESIGN》2019 全球设计巨头排行榜中，J&A 综合排名全球第二十五，其中商业设计排名全球第三，亦是亚洲第一和中国第一。

J&A 总部位于中国深圳，香港、北京、上海、大连、武汉、西安均设有区域公司，J&A 主要服务四大设计领域：商业综合体、轨交综合体、医养综合体、文教综合体，发展至今已拥有建筑、室内、机电、导视、灯光、美陈、智能化系统设计等各种专业国际人才 600 余人，项目涵盖购物中心、办公空间、酒店 / 地产、医疗养老、公共建筑、轨道交通、文化教育等多种类型。

Design Engine

设计引擎

设计驱动生活 Design Driven Life

KILLER LE ROURE × 陈幼坚设计 KILLER LE ROURE × Alan Chan Design

陈幼坚 Alan Chan

香港平面及室内设计师，主要从事广告及品牌设计工作。陈幼坚于 1950 年生于香港，1980 年成立陈幼坚设计公司，是少数获得国际地位的华人设计师之一。在过去 42 年设计生涯中，他带领公司获得本地及国际设计奖项 600 多个，包括美 Communication Arts 优异奖。1996 年

其司被美国纽约著名杂志 GRAPHIS 选为该年度世界十大设计公司之一。

今年 53 岁的陈幼坚（Alan Chan）是香港最著名的设计师之一，获奖无数。陈幼坚设计公司曾被美国 GRAPHIS 杂志评为全球十大设计公司之一，是惟一获此殊荣的华人设计公司。他的海报和腕表甚至被美国三藩市现代艺术博物馆纳为永久收藏品。在日本，他还分别于 1991 年、2002 年在东京举办了“东方汇合西方”、“东情西韵”的个展。



子居精品客栈 × 顶贺环境设计 Ziju Boutique Inn × D&H Design

顶贺环境设计（深圳）有限公司是于 2000 年在中国注册的外商独资设计机构，长期专注于高端室内设计与建筑方案设计，在中国大陆二十年里，D&H 在设计领域不断扩展，不断壮大，已经成长为涉足于多个专业性设计领域的综合性设计机构，并拥有强大的国际化设计精英团队做为设计品质的保证。D&H 一直致力于只做好一件事，那就是本着追求独特的设计魅力和高品质的设计服务为原则，以踏实的精神、认真的态度及真挚的热情为客户量身定制每一件作品。D&H 从不限定自己，勇于接受挑战，并且享受压力所带来的超越与突破的快感。长期以来 D&H 都与客户保持了相互信赖、持续发展的合作关系，D&H 也视这种相互信赖、持续发展的合作关系为自己最大的财富。



Design Engine

设计引擎

设计驱动创新 Design Driven Innovation

GDC Award × SGDA

深圳市平面设计协会（SGDA）成立于一九九五年，是中国境内首个非营利平面设计专业组织，旨在展现杰出的设计成就、鼓励和促进专业创作和探索的学术精神，推动社会对设计的关注和平面设计发展，促进协会和国际专业机构的学术交流。协会尊重每一位会员的同时让会员分享协会的荣耀，并努力成为观念开放和领先的学术研究者及专业实践者。

GDC（Graphic Design in China）平面设计在中国展是中国首个面向全球的大型综合性设计竞赛双年展活动，每两年举办一次，由深圳市平面设计协会（SGDA）创办自1992年。这一设计竞赛活动已经成为华人地区影响最大、水平最高、且最具权威和公正性的设计盛典。

GDC 设计奖汇集全球顶尖设计师和新生力量的最新设计成果，以“影响中国未来的设计”为宗旨，其评审结果将更为直接地体现出当下设计与文化、商业、生活的互动关系，为中国未来的设计建立全新的价值标准。



阳朔 Alila 酒店 × 水平线设计 Alila Yangshuo × Horizontal Design

水平线设计是中国当代设计的代表之一，拥有多名优秀年轻设计师的国际化团队。自2003年成立至今，水平线设计始终秉承创新精神，在建筑设计、室内设计、景观设计、产品设计等领域是开拓者，竭力为业主提出设计与工程方面的最佳解决方案。

在设计中，水平线设计善于发掘传统文化中的可能性，赋予每个设计以鲜明的个性和旺盛的生命力。他们秉承对东方传统文化、艺术、与哲学等方面的提取和运用，配合数字化分析工具和国际先锋的设计方法，致力于真正属于中国的现代巅峰设计



Design Engine: Design Forum of Guangdong-Hong Kong-Macao Greater Bay Area

“设计引擎”：粤港澳大湾区设计论坛

4.20 14:00-18:30

深圳市当代艺术与城市规划馆 1 楼 A1 展厅
Exhibition Hall A1, 1st floor, Shenzhen Museum of Contemporary Art and Urban Planning



演讲嘉宾 Speakers

布莱恩·柯林斯 Brian Collins

策略及体验设计公司 COLLINS 联合创始人

Co-founder of COLLINS,
a strategy and brand experience
design company

Brian Collins 是策略及体验设计公司 COLLINS 的联合创始人。COLLINS 曾被福布斯周刊誉为改变品牌未来塑造的事务所，他的作品曾被纽约时报、Rolling Stone、Businessweek 和华尔街周报报道。在近期针对创意领导人的一项调查中，COLLINS 与 NIKE、迪士尼、Google 和 NASA 共同被评选为「五十个创意人最想工作的地方」之一。

Brian Collins 曾是奥美的创意设计总监，他是全球第一位受邀在瑞士达沃斯世界经济论坛里演讲的平面设计师，被 Fast Company 誉为美国设计大师。在二〇〇四年，被麻省理工艺术学院授予杰出校友称号。二〇一八年，他在诺基亚 / 贝尔实验室中荣获 Claude Shannon Luminary Award。



演讲嘉宾 Speakers

林伟而 Lin Wei

思联建筑设计有限公司 (CL3)

创办人及董事总经理

Founder and Managing Director
of CL3

林伟而重视文化与艺术，擅长把人文生活的精髓融入现代的设计，创造兼容并蓄的作品。他指：「建筑师担当改善城市环境的社会责任。建筑与民生息息相关。每一座建筑的价值不单是建筑师的设计，亦需要该建筑空间的用家来为其赋予价值。我们重视人与空间的互动，并将每一个项目看成是独特的挑战，用心观察及研究由建筑至内部装潢的每一个细节，以创造出一个以人文为本、具艺术价值的优质设计。」

自 1992 年创立了思联建筑设计有限公司 (CL3)，林伟而一直于国际设计舞台上备受各界注目。思联屡获殊荣及多样的设计项目包括酒店、餐厅、商店、企业、住宅、住宅会所，及装置艺术。

林伟而一直活跃于艺术界，特别是公共艺术。他曾多次举办个人展览，展出公共艺术装置，包括 2003 及 2011 年在香港举行的彩灯大观园、2006 及 2010 年在意大利举行的威尼斯建筑双年展、2007、2009 及 2017 年在香港举行的香港深圳城市 / 建筑双城双年展等。其作品曾于香港、成都、美国和荷兰展出。2013 年，「西九大戏棚 2013」更荣获由香港设计中心颁发的亚洲最具影响力设计奖及亚洲最具影响力文化特别奖。

现时，林伟而为美国康乃尔大学建筑系顾问委员会成员，致力教育与文化推广，并在香港及海外多个知名的艺术团体担任要职，其中包括英国泰特美术馆 (Tate) 的亚洲艺术收藏委员会成员、亚洲协会艺廊咨询委员会成员以及香港康乐文化事务署博物馆专家顾问等，积极推动艺术的发展。



演讲嘉宾 Speakers

苏丹 Su Dan

清华大学艺术博物馆副馆长
清华大学美术学院教授
清华大学文化经济研究院副院长

Deputy Curator of Tsinghua University
Art Museum
Professor of Academy of Arts & Design,
Tsinghua University
Vice Dean of Tsinghua University
Institute for Cultural Economy

生于1967年。曾任清华大学美术学院副院长，现任清华大学艺术博物馆副馆长、清华大学美术学院教授、清华大学文化经济研究院副院长。兼任中国美术家协会环境设计艺术委员会主任、中国建筑学会室内设计分会理事长、米兰新美术学院和多莫斯设计学院客座教授、上海大学上海美术学院特聘教授。著名设计师、设计教育家、评论家和艺术策展人。主要从事当代设计教育转型研究、工业遗产保护与文化创意产业发展研究。近年来，出版《1001页：苏丹艺术与设计微言集》(2018)、《迷途知返——中国环艺发展史掠影》(2014)、《工艺美术下的设计蛋》(2012)等学术著作。曾担任2019年第二十二届米兰国际三年展中国馆总策展人，2015年意大利米兰世博会中国馆设计项目总负责人，策划展览“21世纪人类圈：一个移动的演进的学校”参加2016年第二十一届米兰国际三年展。



演讲嘉宾 Speakers

植原亮辅 Ryosuke Uehara

D-BROS 品牌艺术总监
东京艺术指导俱乐部成员
日本平面设计师协会会员

Art Director of D-BROS brand
Member of Tokyo Art Directors Club
Member of Japan Graphic Designers Association

D-BROS 品牌艺术总监，东京艺术指导俱乐部成员，日本平面设计师协会会员。1972年生于日本北海道，1997年毕业于日本多摩美术学院平面设计系，进入平面设计公司 Draft Co. Ltd。他还参与了很多平面和产品设计项目，包括企业品牌和展览的艺术作品等等。他从品牌平面设计角度探索新产品的方向，已成为他的代表性成就之一。

植原亮辅曾获多项日本和国际的奖项，如：日本 ADC 奖（2000/2002/2003），纽约 ADC 金奖（2004），华沙国际海报双年展银奖，第11届龟仓雄策设计奖（2009）、日本 TDC 奖（2009）、纽约 ADC 银奖（2010）、日本平面设计师协会奖（2010）、金铅笔设计奖（The One Show Design）金奖等。

KEYNOTE FORUM



主旨论坛

Keynote Forum: Design for Sustainability

主旨论坛：设计可持续

04.19 14:30-17:00

深圳会展中心 5 楼桂花厅
5th Floor, Shenzhen Convention and Exhibition Center,
Fuhua Third Road, Futian District

主题 Theme

设计可持续
Design for Sustainability



演讲嘉宾 Speakers

法比奥·诺文布雷
Fabio Novembre

法比奥·诺文布雷 1992 年毕业于米兰理工大学建筑专业，次年移居纽约，并在纽约大学学习电影导演课程。1994 年，他成立了自己的工作室，很快就因为强烈的表达风格和象征意义而在国际上获得了知名度。他跟意大利国内外的众多顶尖品牌有合作，包括 AC 米兰、斯图尔特·韦茨曼、兰博基尼、拉瓦萨咖啡。2019 年起任多莫斯设计学院科技总监、米兰三年展设计馆科技委员会委员、Driade 品牌艺术指导。

Fabio Novembre graduated in architecture at Politecnico di Milano (the Milan Polytechnic) in 1994. The following year he moved to New York, where he attended a film directing course at New York University. In 1991 he opened his studio which immediately became an international reference point for architecture thanks to the strong expressiveness and iconicity of the sign. Over the years, collaborations alternate for the most important Italian and non-Italian brands: from AC Milan to Stuart Weitzman, from Lamborghini to Lavazza. From 2019 Fabio Novembre is scientific director of Domus Academy, member of the scientific committee of the Design Museum of the Milan Triennale and art director of Driade.



演讲嘉宾 Speakers

陈昕昉
Grace Chen

陈昕昉女士是 ennead 亚洲区总监兼联席合伙人及中国一级注册建筑师。她的领导策略结合了强大的项目管理和对设计最高品质的追求，得到客户和业界的认可。陈女士在多种建筑类型及项目领域都积累了丰富的经验并完成了很多高品质的作品，包括综合开发、企业 / 商业、文娱、文化、教育、医疗和科研等诸多类型。近期经手项目包括：桃浦智慧城、华润置地上海万象企业中心、华为武汉研发园区、万科上海虹桥 CBD 办公总部等。

Grae Chen is Principal and Director of Asia Practice in ennead Architects and a PRC Class 1 Registered Architect. Her strong communication and design skills make her a leader of our project team and ensure inter-discipline coordination. Ms. Chen has been leading in the design and coordination of mixed-use, healthcare, education, corporate architecture and interior projects. Her recent projects include Taopu Smart City, CR Land New MixC, Huawei Wuhan Research and Development Park, Vanke Shanghai Hongqiao CBD Corporate Headquarter and etc.



演讲嘉宾 Speakers

张雷
Zhang Lei

传统手工艺研究者和当代设计师，品物流形、融设计图书馆创始人、主设计师，“From 余杭”计划发起人，“融设计展”策展人。品物流形是专注传统手工艺当代设计创作的设计团队。融设计图书馆是世界上第一个中国传统手工艺材料图书馆。“融设计展”是以竹、丝、土、铜、纸为材料的全球巡展。张雷、Jovana（塞尔维亚）、Christoph（德国）2010 年从米兰回到余杭，对中国传统手工艺进行解构与当代设计创作，三人共同创建品物流形和融设计图书馆。

A designer and tradition handcraft researcher, Zhang Lei is the founder and chief designer of the Rong Design Library and PINWU Design Studio, as well as curator of the Rong Exhibition and the “From Yuhang” project. PINWU Design Studio is a team that focuses on the contemporary design of traditional handicrafts. The Rong Design Library is the world's first library of traditional Chinese handcraft materials. The Rong Exhibition tours the world using bamboo, silk, earth, copper and paper as the materials. In 2010, Zhang returned to Yuhang, a district in Zhejiang Province, from Milan, together with Jovana (from Serbia) and Christoph (from Germany), for deconstructing traditional Chinese handicrafts and conducting contemporary design creation. They jointly founded the studio and the library.

DESIGN FORUM



设计讲堂

Design Forum 2019: Design Now

2019 设计讲堂: Design Now 设计现场

03.09-04.13

每周六 14:00 - 17:30
14:00 - 17:30 Every Saturday

深圳图书馆 (03.09/03.16/03.30/04.06)
深圳当代艺术与城市规划馆实验剧场 (04.13)
Shenzhen Library (03.09/03.16/03.30/04.06)
Experimental Theater, Shenzhen Museum of Contemporary
Art and Urban Planning (04.13)

这一次，我们探讨设计与时间的关系。

无论是设计思潮，还是为了解决社会问题，从时间维度来审视设计，它代表了一个时代的特征，既连结过去，又启发未来。

2019 设计讲堂——“DESIGN NOW 设计现场”邀请当下活跃在第一线的设计师、创意人，分享最出色的社会实践案例，阐释设计思维与过去的连结以及对未来的创想，活络本土设计与各领域的跨界交流。

12 位分享嘉宾将会从各自从事的领域出发，带来 5 场精彩纷呈的思想激荡，与你一起为明日世界的美好景象而群策群力。

This time, we explore the relationship between design and time.

Whether a trend of design thought is concerned, or it's about solving a social problem, when design is reviewed from the perspective of time, it represents the characteristics of an era, which connect the past and inspire the future.

Design Forum 2019: Design Now invites front-line designers and creativity practitioners to share their best social practice cases, explain the connection between design thinking and the past, as well as their imagination of the future, activating cross-boundary communication between local design and other sectors.

The 12 guest speakers, focusing on their own fields, will present five exciting lectures to work with you for the prospects of a better world.



2019 设计讲堂主题与日程表 Themes and Schedule of Design Forum 2019



SATELLITE EVENTS

卫星展

2019 深圳设计周卫星展项目 Satellite Events of SZDW 2019				
	项目 \ Event	机构名称 \ Organizer	地点 \ Location	时间 \ Date
1	【不器】- 红木的无限可能 BU Qi - Rosewood's Infinite Possibilities	深圳市满京华艺展文化产业有限公司 Shenzhen Manjinghua Art Exhibition Cultural Industry Co., Ltd.	iADC 国际艺展中心 (宝安区松福大道) iADC Mall(Songfu Avenue, Bao'an District)	04.08-04.30
2	首饰设计趋势研讨会及商务交流会 Jewelry Design Trend Seminar and Business Conference	深圳市满京华艺展文化产业有限公司 Shenzhen Manjinghua Art Exhibition Cultural Industry Co., Ltd.	iADC 国际艺展中心 (宝安区松福大道) iADC Mall(Songfu Avenue, Bao'an District)	4.21
3	设计论坛—米兰之春·设计师带你解读 2019 年米兰国际家具展 Design Forum - Milan Spring · Designers take you to decipher Salone del Mobile 2019	深圳市满京华艺展文化产业有限公司 Shenzhen Manjinghua Art Exhibition Cultural Industry Co., Ltd.	iADC 国际艺展中心 (宝安区松福大道) iADC Mall(Songfu Avenue, Bao'an District)	4.28
4	BookLife 书展——你要知道的 80 本杂志 BookLife Book Fair - 80 Magazines You Need to Know	深圳市山河水文化传播有限公司 SenseTeam Ganguan · Shanhesui	地点 1: 深圳会展中心 6 号馆 1 楼 地点 2: 物质生活书 / 酒吧 Location 1: Hall 6, Shenzhen Convention and Exhibition Center Location 2: La Vie materielle Book Bar	04.20-09.01
5	山竹计划装置艺术展 Mangkhit Project Installation Art Exhibition	深圳市山河水文化传播有限公司 SenseTeam Ganguan · Shanhesui	深圳会展中心 6 号馆 2 楼 2nd Floor, Hall 6, Shenzhen Convention and Exhibition Center	04.19-04.22
6	深圳艺穗影展电影海报设计展 Fringe Film Poster Exhibition	深圳市前沿艺穗艺术中心 Shenzhen Fringe Art Center	深圳百老汇电影中心、燕晗高地 Broadway Cinematheque Shenzhen, The Mountain View	03.24-04.30
7	第九届国际空间设计大奖 Idea-Tops 艾特奖颁奖典礼及系列学术活动 Awards Ceremony and Design Forum of International Space Design Award - Idea-Top	深圳市东方辉煌文化传播有限公司 Shenzhen Dongfanghuihuang Culture Communication Co., Ltd.	龙岗大运中心中海凯骊酒店、红立方 The COLI Hotel Shenzhen, Red Cube	04.25-04.28
8	2019 广东瓷 (潮瓷) 国际设计高峰论坛 2019 Guangdong Porcelain (Porcelain of Chaozhou) International Design Summit Forum	摩尼文化、三言堂空间设计 Moni Culture, Space Design of Sanyan Hall	永丰源瓷文化创意产业园 Yongfengyuan Porcelain Cultural and Creative Industry Park	04.19-04.30
9	Asia Remix 东西共生 - 亚洲青年艺术交流展 2019 Asia New Talent Art Exhibition	深圳锐昇视觉文化传播有限公司 RISING Visual Arts Studio	益田假日广场 Yitian Holiday Plaza	04.19-04.30

10	TTF“建构中国美学珠宝体系理论”主题研讨会 TTF Seminar on Construction of China's Aesthetic Jewelry System Theory	深圳市大凡珠宝首饰股份有限公司 TTF Jewelry	深圳市瑞吉酒店、金展珠宝广场 The St. Regis Shenzhen, Gold Plaza	4.20
11	“看得见力量”设计与可持续发展沙龙 Visible Power: Salon on Design and Sustainability	深圳市小鸭嘎嘎公益文化促进中心 Shenzhen Duck Gaga Public Welfare Culture Promotion Center	八卦岭工业区 423 栋首层“和艺社” Harmony Art Club, 1/F, Building 423, Bagualing Industrial Zone, Futian District	04.27
12	共绘·与生活相融——中日纸胶带+手帕设计联展 Illustrating Together · Weave Art into Life — China-Japan Masking tape and handkerchief design joint exhibition	深圳市插画协会 Shenzhen Illustration Association	深圳湾万象城 Yan Bookshop, The Mixc (Shenzhen Bay)	04.10-4.30
13	“释放全景”新媒体艺术节 “Free Panorama” Shenzhen New Media Art Festival 2019	朗图艺文 RITO Branding	坪山文化聚落展览馆 Exhibition Center, Pingshan Culture Center	04.20-06.16
14	MINDPARK 创意大会 2019 MINDPARK Conference 2019	TOPYS	南山区后海大道 2332 号创意公园 MINDPARK, No. 2332, Houhai Avenue, Nanshan District, Shenzhen	04.19-04.21
15	民族自信 文化自信——非遗文化及创意设计体验展暨中国传统元素与现代设计的融合之道高峰论坛 National Self-confidence, Cultural Self-confidence — Experience Exhibition of Intangible Cultural Heritage and Creative Design and Summit Forum of Traditional Chinese Elements with Modern Design	深圳非遗生活文化产业有限公司 Oriental Secret	长富金茂大厦 (CFC) 非遗生活馆 “Oriental Secret” Museum, CFC Changfu Center	04.19-04.30
16	《三人行》原创家居设计展 Tri-Walkers Design Together	铂晶艺术、ADC 艺展中心 Boking Art Of Purity · Art Design Center (ADC)	艺展中心艺术广场 (罗湖区展艺路) ADC Art Plaza (Zhanyi Road, Luohu District)	03.10-04.20
17	国际亲子设计展 International Design for Kids Exhibition	繁星 (深圳) 艺术有限公司 Fanscene	南山博物馆 Shenzhen Nanshan Museum	04.22-05.05
18	深圳大芬国际油画双年度创意衍生品设计大赛 Creative Derivatives Design Contest at 2019 Dafen International Oil Painting Biennale, Shenzhen	深圳市龙岗区大芬美术产业协会 AIAD	大芬美术馆 Dafen Art Museum, Shenzhen	04.19-04.29

19	“尖兵团”——创新设计教育展 “TOPCORPS” — Education Exhibition on Innovation Design	深圳市浪尖开物科技有限公司 Shenzhen Artop Kaiwu Technology Co., Ltd.	深业上城 Loft D 区 10 楼 D+M 智造体验馆 D+M Intelligent Manufacturing Experience Hall, 10/F, Zone D, LOFT, UpperHills	04.15-04.30
20	CFDS 【開門】设计沙龙 CFDS [Open the Door] Design Salon	深圳市时尚设计师协会 CFDS	深圳南油时装原创中心金晖大厦四楼 4/F, Jinhui Building, Nanyou Original Fashion Center, Shenzhen	4.21
21	“设计赋能”粤港澳大湾区体验设计峰会 The Guangdong-Hong Kong-Macao Greater Bay Area Experience Design Summit - Design Energize	深圳体验设计协会 SUXA	南方科技大学 Southern University of Science and Technology	4.21
22	观念识集 - ing Ideashop - ing	陈宋艺文 陈宋品牌顾问有限公司 C&S Speaker C&S Brand Design	深圳湾万象城前檐书店 Yan Bookshop, The Mixc (Shenzhen Bay)	04.21-05.05
23	对未来的善意——设计可持续案例展 Compassion for the Future: Wellbeing Design in Practice	深圳钱龙世纪科技有限公司 Shenzhen Qianlong Century Technology Co., Ltd	南山博物馆 Shenzhen Nanshan Museum	04.23-05.04
24	“共享设计生态”深港 - 霹雳州设计 创新大展 Design Innovation Exhibition for Young Designers in Shenzhen - Hong Kong -Perak, Malaysia	深圳市灵狮文化产业集团有限公司 Shenzhen Sphinx Cultural Industry Group Co., Ltd.	深圳市福田区设计之都创意产业园 (福 保园) (FFTZ Park) "City of Design" Creative Industrial Estate, Futian Free Trade Zone, Shenzhen	4.23-04.26
25	“创意的力量”2019 粤港澳品牌设计 展系列主题活动 Power of Creativity ——Series of Theme Events of 2019 Guangdong- Hong Kong-Macao Brand Design Exhibition	深圳市田心创意港文化产业投资有限公司 Shenzhen Tianxin Creative Harbor Cultural Industry Investment Co., Ltd.	深圳市盐田国际创意港 Yantian International Creative Habor, Shenzhen	04.24-04.26
26	满绣新章——传统非遗技艺的另一个 维度 A New Chapter of Manchu Embroidery: Another Dimension of Intangible Cultural Heritage	深圳满绣文化发展有限公司 Shenzhen Man Xiu Culture Development Co., Ltd.	南山博物馆 Shenzhen Nanshan Museum	04.23-05.05
27	茧绸生态时尚——触碰展 Eco Fashion of Tangy Silk - Touch Exhibition	深圳市梁子时装实业有限公司 Shenzhen Liangzi Fashion Industrial Co., Ltd.	中国凤凰大厦一栋三楼 3rd Floor, Phoenix Building 1, 2008 Shennan Avenue, Futian District	04.19-04.30
28	“创新动力 设计思维”创新论坛及 系列工作坊 “Innovative Power, Design Thinking” Innovation Forum and Workshop Series	深圳市博讯传意广告有限公司 Shenzhen Boxun Advertising Co., Ltd.	深业上城 wework、深职院图书馆讲演厅、 多多岛阅读馆会议室、栖凤堂文化空间 WeWork, UperHills; Lecture Hall, Library, Shenzhen Polytechnic; Sodor Island Reading Hall; Qifengtang Cultural Space	04.08-04.24

29	欧博奖学金 垂走柯布之路 AUBE Scholarship for recovering Le Corbusier' s footprint	深圳市欧博工程设计顾问有限公司 AUBE	深圳 & 法国 Shenzhen&France	04.19-8.20
30	设计 - 重构人与社区的关系 Design Restructures the Relationship Between People and Communities	深圳市风火创意管理股份有限公司 Shenzhen Flahalo Creative-Management Co., Ltd.	深圳市南山区蛇口荔园路 9 号 G&G 创意社区 G&G Creativity Community	04.20-04.21
31	启蒙者 · 石汉瑞 Henry Steiner · Graphic Communicator	设计互联 Design Society	设计互联 海上世界文化艺术中心 Design Society Sea World Culture and Arts Center	04.20-06.20
32	设计的价值 Values of Design	设计互联 Design Society	设计互联 海上世界文化艺术中心 Design Society Sea World Culture and Arts Center	2017.12.02- 2019.08.04
33	看见 · 设计 See · Design	深圳市盈致未来文创管理有限公司 Shenzhen Into Future Co., Ltd.	高北十六创意园 Block Sixteen Innovation Garden	04.13-04.28
34	未知城市：中国当代建筑装置影像展 (坪 山) Unknown City, China Contemporary Architecture and Image Exhibition (Pingshan)	大象空间 GQA	坪山美术馆 Pingshan Art Museum	03.30-09.30
35	中国技与艺 Craft and Arts · China	深圳市红坊文化发展有限公司 红坊艺术设计中心 RTADC, Shenzhen Redtown Cultural Development Co., Ltd.	福田皇岗公园红坊沙龙 Redtown Salon, Huanggang Park, Futian District, Shenzhen	04.19-07.19
36	首届“宝安新象”文创设计节 First “New Bao” an “ Cultural and Creative Design Festival	深圳市宝安区文化体育产业协会 Culture and Sports Industries Association of Bao’ an District, Shenzhen	F518 时尚创意园园区内 F518 Idea Land	04.26-04.28
37	“魅力东方”中国国际内衣创意设计大 赛 Charm Of Oriental · China International Underwear Creative Design Contest 2019	深圳市内衣行业协会 SUA	深圳会展中心 5 号馆 Hall 5, Shenzhen Convention and Exhibition Center	4.20

BU QI - Rosewood's Infinite Possibilities

【不器】- 红木的无限可能

04.08-04.30

iADC 国际艺展中心国际艺展 Mall 5L (宝安区松福大道)
5L, iADC Mall (Songfu Avenue, Bao'an District)

本次展览邀请著名设计品牌及其设计师，通过情景式空间、单品展示不同的形式，用红木这一中国传统木材，以及稀有物种，以当代人的视角、设计师的思考来对家具进行解构与设计。不以传统为标准，不拘泥对家具单纯的理解，面向未来思考，让想象天马行空，通过每位设计师的理解去重新解读——红木的无限可能。

本次设计大展，集合了中国优秀的家具设计师代表作品，其中更不乏国际大奖如红点奖获得者的优秀作品。通过设计作品的展示，传达设计师对于传统中国木材的不同定义，为大家带来生活的更多思考和启迪。

Famous design brands and their designers will be invited to analyze and design the furniture in the form of the scene-based space and single item exhibition by using the traditional Chinese wood (rosewood) and rare species from the perspective of contemporary people. In this case, tradition is no longer the criteria, and it's not merely the pure understanding of the furniture. On the contrary, people need to think and look into the future, and completely liberate their imagination, while rosewood's infinite possibilities can thus be reinterpreted based on each designer's understanding.

This design exhibition brings together various outstanding works of Chinese furniture designers, of which there are many outstanding works endowed with international awards like the Red Dot Award. Through the display of design works, designers' different definitions of traditional Chinese wood are conveyed, and people will be encouraged and inspired to think more about life.



Jewelry Design Trend Seminar and Business Conference

首饰设计趋势研讨会及商务交流会

04.21 10:00-13:00

iADC 国际艺展中心国际艺展 Mall 7L (宝安区松福大道)
7L, iADC Mall (Songfu Avenue, Bao'an District)

作为超出实用范畴的社会文明的一个端口，首饰在历史的进程中扮演了多种多样的角色：从权利的符号、情感的纪念、到宗教和社会的约束等等。在当代日益多元化的社会中，“首饰”这一古老而又多元的载体正触及到更为宽广的领域。

本次研讨会邀请国内外知名的首饰设计师、学者及机构负责人分别从技术、空间、3D 打印技术、生活方式、社会组织等当代命题对首饰与人的关系展开讨论。每一位讲者都从自身的创作和研究出发，分享了他们的作品和对于当代首饰广泛的思考。

As a port of social civilization beyond the practical scope, jewelry plays a variety of roles in the course of history: from the symbol of power and the token of emotions to the constraints of religion and society. In today's increasingly diversified society, jewelry, the ancient and diverse carrier, involves broader fields.

This seminar has invited famous jewelry designers, scholars and institutions at home and abroad to discuss the relationship between jewelry and people from contemporary propositions such as technology, space, 3D printing technology, lifestyle and social organization. The speakers will share their works and extensive thinking about contemporary jewelry based on their own creations and research.

首饰设计趋势 研讨及商务交流会

日期 | 2019年4月21日(星期日)

时间 | 上午10时至下午1时

地点 | 深圳iADC满京华国际艺展中心
(广东省深圳市宝安区沙浦工业大道3号)



For more details, please contact us | 如需更多详情，请联系我们：

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Design Forum — Milan Spring · Designers take you to decipher Salone del Mobile 2019

设计论坛—米兰之春·设计师带你解读 2019 年米兰国际家具展

04.28 14:00-17:30

iADC 国际艺展中心国际艺展
3L, iADC Mall (Songfu Avenue, Bao'an District)

每年四月，全球的设计师都会去米兰朝圣，只为一睹最新的设计产品，感受最前沿的设计氛围。深圳这座设计之都中的设计师们，每年都会不会缺席，2019 年的 4 月，米兰之约还在继续。

本次活动特别邀请 4 位深圳资深的室内设计师，将他们今年去参加米兰国际家具展和米兰设计周的所见所闻，通过设计师的专业视角分享给大家。与此同时，4 位设计师还将实地进行导览，对国际艺展中心里展厅内的意大利家具进行介绍，让观众现场体验意大利家具设计的精髓。

Every April, designers from all over the world make a pilgrimage to Milan to see the latest design products and feel the cutting-edge design atmosphere. Designers in Shenzhen, a City of Design, will not be absent every year either. In April of 2019, the date in Milan continues.

This event specially invites four senior interior designers in Shenzhen to share what they have seen and heard in the Salone del Mobile and Milan Design Week from their professional perspective. At the same time, the four designers will also guide the visitors to the Italian furniture in la Galleria of the iADC, so that the visitors can experience the essence of Italian furniture design.



Tri- Walkers Design Together

《三人行》原创家居设计展

03.10-04.20

艺展中心艺术广场（罗湖区展艺路）
ADC Art Plaza (Zhanyi Road, Luohu District)

《三人行》原创设计展作为一项公益设计行为，以创意推动新兴或者传统的材料和工艺在设计中的应用，为需求做前瞻性研究，从行业内引发外界对产品设计的更多思考，从而探寻深圳创意产业发展的新途径。通过展览、论坛的形式，展出深圳本土原创设计力量和国内外名师的优秀设计作品与概念空间，揭秘未来设计新趋势。

本次设计大展，集合了中国当代顶尖设计及国外名师代表作品，通过设计作品的展示，传达设计师对于优质生活的独特感悟以及创意结晶，为大家带来生活的更多思考和启迪。

As a public welfare, the design exhibition of "Tri-Walkers Design Together" promotes the application of new or traditional materials and processes in design with creativity, conducts forward-looking research for the needs, triggers more thinking on product design from the outside world within the industry, and thus explores new ways for the development of Shenzhen's creative industry. In the form of exhibition and forum, the event will display the innovative design of Shenzhen and extraordinary design pieces of famous designers at home and abroad, revealing the new trend of future design.

This exhibition gathers top Chinese contemporary designs and the representative works of foreign masters. Through displaying all the design works, designer's unique perceptions of lifestyle and creative thinking will be conveyed. This exhibition is about to bring more thinking and enlightenment to the citizens.



Values of Design

设计的价值

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2017.12.02-2019.08.04

设计互联 | 海上世界文化艺术中心 V&A 展厅
V&A Gallery, 1F, Sea World Culture and Arts Center | Design Society

V&A 展馆的开幕展“设计的价值”探讨了两个主要话题：我们如何评判设计的价值，以及这又如何反过来影响设计。作为 V&A 迄今为止规模最大的国际项目，“设计的价值”为重新批判性地认识设计提供了独特框架。

在当代中国，“设计”一词拥有多重价值：在政策层面，它是经济发展的工具；在商业领域，它是打造成功产品的方式；对新兴中等收入人群而言，它可以用来彰显和定义他们的生活方式；而对学生和从业者来说，它是自我表达和解决棘手问题的工具。

逾 250 件精选自 V&A 永久馆藏、从公元 900 年到当代、来自 31 个国家的作品，围绕两大国际议题展开探讨：不同价值观如何驱动设计发展，以及如何评估设计的价值。展览的叙事框架将由七个主题组成，这些主题代表了历史上设计所承载的广泛价值：效能、成本、问题解决、材料创新、身份、传达与奇观。



The inaugural V&A exhibition Values of Design, designed by Sam Jacob Studio, is an exploration of our values, and how our values are reflected in the objects we choose to surround ourselves with. The largest international project the V&A has ever worked on, it provides a framework for a new and critical look at design.

In the context of contemporary China, the term "design" has taken on many different values, from personal expression and problem solving to economic development.

Drawing from the V&A's extensive permanent collection, the exhibition will feature over 250 objects from 900 AD to the present, and originating from 31 different countries, to frame a global debate about how design is valued and how values shape design. Seven themes will provide the framework of the exhibition narrative, each representing broad value statements that have been made in the past about design: Performance, Cost, Problem solving, Materials, Identity, Communication and Wonder.

Compassion for the Future: Wellbeing Design in Practice

对未来的善意——设计可持续案例展

04.23-05.05

南山博物馆
Nanshan Museum

此次展览涵盖“时尚与配饰”、“产品与包装”、“建筑与空间”的设计作品。一方面实践了可持续的设计意识,也为日常消费带来了更多“美”的体验。

展品大多与群众的日常生活与消费息息相关:不论是回收面料制作的时装设计、还是有趣又环保的包装材料、亦或是让自然融入起居的建筑室内设计。展览既贴近生活,在满足今天群众对精神文化生活需求的同时,又能启迪一种更美的、更绿色的生活方式。

This exhibition covers the design works about “Fashion and Accessories”, “Products and Packaging”, and “Architecture and Space”. It implements sustainable design awareness, and brings more experiences of “beauty” to daily consumption.

Most of the exhibits are related to the daily life and consumption of the masses: whether it is fashion design made with recycled fabrics, interesting and environmentally friendly packaging materials, or architectural interior design that blends nature into living. The exhibition is close to life, meeting the needs of today's people for spiritual and cultural life, while inspiring a more beautiful and greener lifestyle.



Design Restructures the Relationship Between People and Communities

设计 - 重构人与社区的关系

04.20-04.21

深圳市南山区蛇口荔园路9号 G&G 创意社区
G&G Creativity Community, No. 9, LiYuan Road, Nanshan District, Shenzhen

设计，是推动科技进步与社会发展的动力，是让深圳成为许多人眼中充满创意与创新的高地。设计，是为了生活更方便、满足人民日益增长的美好生活需求而存在的，并正在以超乎想象的方式改变着人们的生活。在以社区生活为民众公共生活的最基本单元中，设计、创意、文化只有扎根于生活，与生活在社区里的人发生关系，才能开花结果。充分发挥设计的力量，打造出有场景能力、有人文温度、有场域精神的社区，将是未来城市发展的方向。

《设计 - 重构人与社区的关系》活动，将汇集、整合各界创意设计资源，从“沉浸式生活方式体验、社区文化活动、美食艺术展”等多个维度，用设计去描摹未来，通过构筑生活方式场景，以及新场景体验、新零售业态的交互，为观众提供一种重新观察思考未来生活的可能性，让普通市民在充满创意与艺术的社区氛围内，更真切地感受设计对生活的作用，体验设计带给生活的提升与美好改变。

本次活动将在南山区蛇口首个新生活方式社区

MALL——G&G 创意社区举办。我们希望，为提升深圳城市文化生活品味及国际影响力、提升创意产业价值作出贡献。



Design is the driving force to promote the progress of science and technology and the development of society. Shenzhen has become a height which is full of innovation because of creative design. The city is developing and evolving rapidly. Design has changed people's life in a way beyond imagination. In community life as the most basic unit of public life, design, creativity, and cultural development must be rooted in life. To have connections with people living in the community can make it happen. The community will be one of the future trends through the combination of design and creativity, the creation of the scene capability, the humane temperature, and the community of the field-domain spirit.

The event will collect and integrate creative design resources from "immersive lifestyle experience, community cultural activities, food art exhibition" and other aspects to mobilize the senses of the exhibitors. We will use design to create the future. The interaction of lifestyle

scene, new scene experience and new retail format provides a possibility for the audience to rethink their future life. It will let ordinary people feel the effect of design on life in a community atmosphere full of creativity and art, and experience the improvement and change of life brought by design. We devoted to make contributions, promoting Shenzhen cultural life taste and international influence, enhancing industrial value.

The event will be held in the open and shared creative community of Shekou, Nanshan, and it is the first new lifestyle community mall in Shekou. We integrate creativity and art into life services, create a spirit of place with humanity and promote Shenzhen's international profile.

Henry Steiner · Graphic Communicator

启蒙者 · 石汉瑞

04.20-06.20

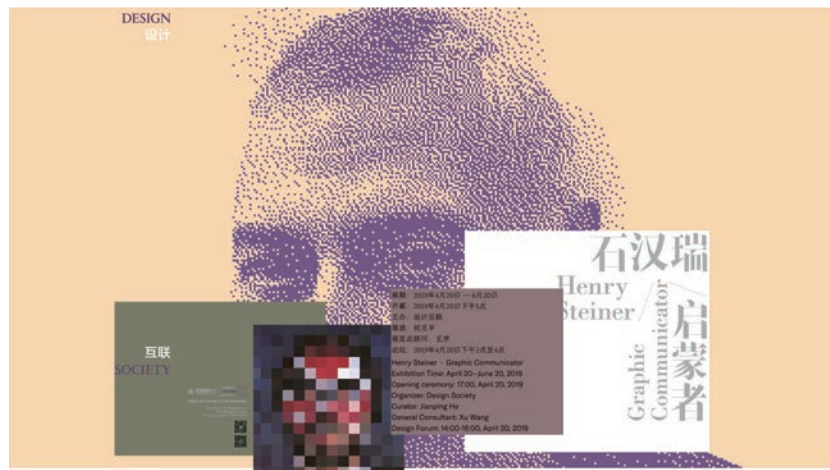
设计互联 | 海上世界文化艺术中心, 二楼联合国教科文组织创意城市网络
交流中心, 深圳市南山区望海路 1187 号
L2 Shenzhen UCCN Gallery, Design Society|Sea World Culture and Arts Center,
1187 Wanghai Road, Nanshan District, Shenzhen

著名平面设计师石汉瑞是公认的“香港设计之父”，他以浑化中西、糅合艺术与设计的跨文化、跨专业设计实践，触发了香港及至中国设计从无意识到有观念的现代觉醒。

“启蒙者·石汉瑞”是石汉瑞在中国大陆的首次个展，也是他迄今为止最大规模的个展，完整呈现其自 20 世纪 60 年代至今逾半个世纪的设计实践历程。展览汇聚石汉瑞先生近 85 套品牌设计完整案例，综合展示书籍、钱币等实物设计与多套珍贵手稿，全方位体现石汉瑞的跨文化设计理念及其对大中华地区现代设计的启蒙影响，由此映射中国文化与国际视野在设计中的共融与发展。

The famous graphic designer Henry Steiner is recognized as the "Father of Hong Kong graphical design". He has used the cross-cultural and inter-professional design practices of Chinese and Western art and design to trigger the modern awakening of Hong Kong and Chinese design from unconscious to conscious.

"Henry Steiner • Graphic Communicator" is Steiner's first solo exhibition in China's mainland, as well as his largest exhibition till now. It presents Steiner's design practice history for more than half a century since the 1960s, bringing together nearly 70 sets of brand design complete cases, comprehensively displays physical design and many sets of precious manuscripts such as books, magazines, coins, and comprehensively reflects Steiner's cross-culture design concept and his enlightenment to modern design in Greater China, reflecting the integration and development of Chinese culture and international vision in design.



See · Design

看见 · 设计

04.13-04.28

高北十六创意园
Block Sixteen Innovation Garden, Nanshan District

设计是一种工作、一个技能、一项专业……设计，其实是一种思维方式。

高北十六创意园邀请同济大学设计创意学院和国内最好的戏剧工作室，开展讲座、进行表演，通过跨界的形式，贯彻原创的宗旨，力图让人们看见设计的精神和力量。

主要活动内容包括：

一、同济大学深圳未来需求实验室：“你好，设计！”系列讲座活动。

二、“木心与鲁迅”——高北十六文学戏剧单元：《木心·人曲》、《上下》2019全国巡演。

Design is a job, a skill, a profession... Design is actually a way of thinking.

Block Sixteen Innovation Garden invites the College of Design and Innovation at Tongji University and the best theatre studios in China to give lectures and performances. Through cross-border forms, the event implements the purpose of originality and tries to let people see the spirit and strength of design.

The main activities include:

1) NEEDS Lab of Tongji University in Shenzhen: "Hi, Design!" lecture series.

2) "Mu Xin and Lu Xun" — literature and drama unit of Block Sixteen: 2019 nationwide tour of "Mu Xin• Human Songs" and "Up and Down".





你好设计
同济大学深圳
NEEDS Lab
2019 演讲季

DAVID LOCKE (大卫·洛克)
ANA AVATAR XPRIZE 家庭运营总监；毕业于加州大学洛杉矶分校；曾就职于索尼影视电视公司制作部。

为什么我们要
激励人们创造
可以在 10 万
米以外操控的
机器人？

**一切突破都源于
最疯狂的想法**

**2019
4.13**

**策展以外，
策以外展**

OLE BOUMAN (奥雷·包曼)
设计室创始人；东南大学工学硕士和香港大学建筑学硕士；2013-2014 年度「深港城市/建筑双城双年展」(UAB20) 的创意总监。

讲座时间
2019 年 4 月 13 日 周六
14:00-16:00
签到时间
13:30-14:00
地点
深圳南山高北十六创意园 B2 栋
同济 NEEDS 空间一楼

报名讲座
扫码即刻



看见·设计
设计周公益项目



Unknown City, China Contemporary Architecture and Image Exhibition (Pingshan)

未知城市：中国当代建筑装置影像展（坪山）

03.30-09.30

坪山美术馆
Pingshan Art Museum

中国当代建筑师群体（广义的建筑师包含了建筑师 / 规划师 / 设计师 / 艺术家 / 城市研究者等）全程参与了中国 40 年城市化的高速增长过程。在这个过程中，建筑师们亲手设计了城市，但也被城市所“惑”，因为城市空间正在变得无比含混和复杂。

我们在创造一个我们不认识的城市。

这种物质创造与文化消解的悖论循环，无疑蕴含了深刻的哲学内涵。不论从城市文化还是从建筑学，亦或是从当代艺术或者哲学层面，“未知城市”都是一个值得深入研究的命题。

“未知城市”，既是一种我们对过去、现在和未来城市的模糊定义，也具有无极限的想象空间。城市的确定性将有可能被未来建筑师们彻底打碎。

那什么是我们心中真正的“城市本体”呢？对于这个问题的回答也许千差万别，通过空间装置、影像等特殊表现形式来共同讨论上述问题，成为本次展览的主要目标。

The Chinese contemporary architect community (general architects include architects, planners, designers, artists, city researchers, etc.) participated in the rapid growth of China's 40 years of urbanization. In the process, the architects personally designed the cities, but they were also “confused” by the cities, because the urban space is becoming extremely ambiguous and complicated.

We are creating a city we don't know.

This paradoxical cycle of material creation and cultural dissolution undoubtedly contains profound philosophical connotations. Whether it is considered from the perspective of urban culture or architecture, or contemporary art or philosophy, “unknown city” is a proposition worthy of further study.



“Unknown city” is not only a fuzzy definition of our past, present and future cities, but also an imagination space without limits. The certainty of the cities will likely be completely shattered by future architects.

So what is the real “urban identity” in our hearts? The answers to this question may vary widely. The discussion of these issues through special expressions such as space installations and images has become the main goal of this exhibition.

Eco Fashion of Tangy Silk - Touch Exhibition

苧绸生态时尚——触碰展

04.19-04.30

深圳市福田区深南大道 2008 号中国凤凰大厦一栋三楼
3rd Floor, Phoenix Building 1, 2008 Shennan Avenue, Futian District, Shenzhen

1995 年，设计师梁子偶然遇见了苧绸。热爱天然材质及传统工艺的梁子，被苧绸独特的手感、肌理及古朴气韵所打动，并从此与苧绸结缘。

当时，传统的制苧工艺已濒临失传。梁子多方寻访这项工艺的技师，并亲身投入研究，深度开发出“天意彩苧”、“天意生纺苧”、“天意柯苧”等新品种。自 2001 年起，梁子连续 8 年运用苧绸在中国国际时装周做发布会，传统与时尚的完美结合，让“天意·TANGY”品牌和梁子获得众多荣誉的同时，也让苧绸改变了 2200 年来单一的面貌，赋予其更加丰富的文化和时尚内涵。

此次活动将通过苧绸服装设计静态展、图片展与文创产品展示这种天然材质的魅力。



Designer Liang Zi accidentally got to know tangy silk in 1995. Fond of natural materials and traditional crafts, she was impressed by the unique touch, texture and simplicity of tangy silk, and has since become attached to it.

At that time, the traditional tangy silk craft was on the verge of loss. Liang found and visited technicians of this craft, and conducted research by herself to develop new products such as “Color Tangy Silk”, “Raw Tangy Silk” and “Stem Tangy Silk”. Starting in 2001, Liang held fashion shows of tangy silk at the China Fashion Week for eight consecutive years. The perfect combination of tradition and fashion has gained a lot of honors for the “TANGY” brand and Liang, and has also changed the simple appearance of tangy silk in the past 2200 years, giving it a richer cultural and fashionable connotation.

The event will showcase the charm of this natural material, displaying tangy silk fashion design and related photos and cultural products.

Creative Derivatives Design Contest at 2019 Dafen International Oil Painting Biennale, Shenzhen

深圳大芬国际油画双年展创意衍生品设计大赛

04.19-04.29

大芬美术馆
Dafen Art Museum, Shenzhen

2018 年大芬推出“深圳大芬国际油画双年展”这一全新的文化品牌，聚集了来自全球各地优秀艺术家的优质作品 200 余件，这对大芬美术产业发展来说是一笔丰厚的优势资源。为使这些优势资源深度转化为产业发展的动力和价值，促进大芬美术产业健康快速发展，实现美术事业与美术产业的进一步完美融合，“深圳大芬国际油画双年展创意衍生品设计大赛”应运而生。

本次大赛在大芬双年展选出部分作品及相关元素适合研发衍生品的作品，再由参赛者在选出的作品进行衍生品研发设计。从征集作品中选出约 100 件入围作品，进行集中展出。

In 2018, Dafen launched the brand new cultural brand of Dafen International Oil Painting Biennale, Shenzhen. It gathered more than 200 quality works by outstanding artists worldwide, which have become rich advantageous resources for the development of Dafen's art industry. In order to transform these superior resources into the driving force and value of industrial development, promote the healthy and rapid development of Dafen's art industry, and realize the further perfect integration of art undertaking and art industry, the Creative Derivatives Design Contest at the Dafen International Oil Painting Biennale, Shenzhen appears at the right time.

This contest will select some works of the Dafen biennale and some works with elements suitable for developing derivatives. The contestants will design derivatives from the selected works. About 100 finalists will be selected for an exhibition from the works collected.



“TOPCORPS” — Education Exhibition on Innovation Design

“尖兵团”——创新设计教育展

04.15-04.30

深业上城 Loft D 区 10 楼 D+M 智造体验馆
D+M Intelligent Manufacturing Experience Hall, 10/F, Zone D, LOFT, UpperHills

“尖兵团”品牌系列活动旨在全力打造以人为核心，设计创新为手段，服务于个人、高校、企业、行业乃至区域的定制创新服务平台。“尖兵团”——创新设计教育展主要内容：

1) 创新设计教育培训。创新工具（创新中药）：基于浪尖设计集团近二十年的实战经验与有效的方法总结出的一套原创的创新思维底层架构工具，脱胎于全产业链设计创新服务理论的体验式学习流程，覆盖范围广，使用门槛极低的高效创新思维训练方法。不同部门，不同领域，不同级别按需组合，将不同领域的创新，融合为底层创新动力，由局部到整体进行不同等级的完整的创新概念触发。所需时间可以根据需求来变化，个人训练只需要 30 分钟，10-25 人团建只需要 2 小时，25-6 人团建只需要 4 小时，单项目团队创新只需要 12 小时。

2) 新技术与供应链资源整合。14+ 全球城市级资源、50+ 全产业链生态、100+ 高校及研究机构、1200+ 优秀设计师资源、8000+ 前沿技术服务商。

3) 前沿资讯及企业咨询。年度创新咨询、行业趋势分析、新科技认知、线上产品测评、专家顾问团队。为新技术的创新应用提供一线需求、展示推广与跨界合作项目。持续举办垂直领域活动，进行分享交流。



The "TOPCORPS" event series aim to create a customized innovative service platform that serves individuals, universities, enterprises, industries and even regions with people as the core and design innovation as a means. The Education Exhibition on Innovation Design by "TOPCORPS" mainly covers:

Innovative design education and training. Innovative Tools (Innovative Chinese Medicine): an original set of underlying architecture tools on innovative thinking which is based on the practical experience and effective methods of the Artop Design Group for nearly 20 years, born out of the whole industry chain and design innovation service theory of experiential learning process with a wide coverage and an extremely efficient and innovative thinking training method with very low threshold. Different departments, different fields, and different levels are combined on demand. The time required can be changed according to the needs. Personal training takes only 30 minutes, 10-25 people's team building only

two hours, 25-60 people's team building only two hours, and single project team innovation takes only 12 hours.

Integration of new technologies and supply chain resources. 14+ global city-level resources, 50+ full industrial chain ecology, 100+ universities and research institutions, 1200+ excellent designer resources, and 8000+ cutting-edge technology service providers.

Leading-edge information and business consulting. Annual innovation consulting, industry trend analysis, new technology awareness, online product evaluation, and expert consultant team. Providing first-line demand, display promotion and cross-border cooperation projects for innovative applications of new technologies, continuing to hold vertical field activities to share and communicate.

Charm of Oriental•China International Underwear Creative Design Contest 2019

“魅力东方”中国国际内衣创意设计大赛

04.20 09:30-12:00

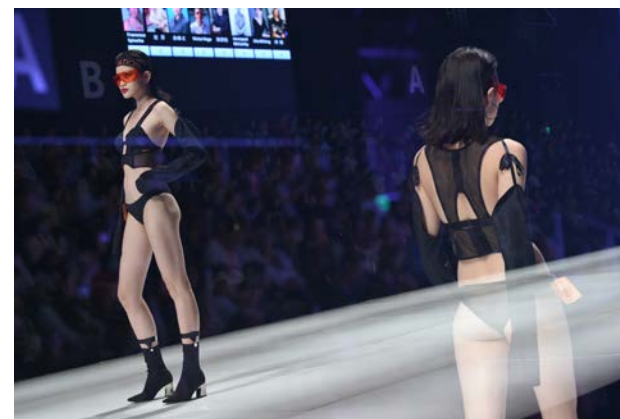
深圳会展中心 5 号馆
Hall 5, Shenzhen Convention and Exhibition Center

“魅力东方”中国国际内衣创意设计大赛创办于 2012 年，是由深圳市内衣行业协会（SUA）联合深圳市光明区人民政府、中国针织工业协会、广东省纺织协会、香港内衣业联合会共同主办的行业性大赛。目前已成为中国内衣行业覆盖面最广、参赛选手最多、社会影响最大的专业大赛之一，在海内外形成了较大影响力，大赛于 2014 年被深圳市政府列为“市政府重点支持的八大工业设计大赛之一”。

本赛事倾力为所有热爱设计、热爱内衣的人，提供一个自我展示的舞台，力求用最专业的导师意见发掘中国乃至世界最优秀和最具灵魂的内衣设计人才，为中国内衣行业选拔储备设计人才，推动内衣创意设计力量发展，从而促进整个内衣产业的转型升级。

Founded in 2012, the Charm Of Oriental•China International Underwear Creative Design Contest is an industrial contest hosted by the Shenzhen Underwear Association, Guangming District People's Government of Shenzhen Municipality, the China Knitting Industry Association, the Guangdong Textile Association and the Hong Kong Intimate Apparel Industries' Association. So far, it has become one of the largest professional contests in the Chinese underwear industry with the most extensive coverage, the largest entries and the greatest social influence. It holds important impact in China and abroad. Since 2014, the contest has been listed as one of the eight key industrial design contests supported by Shenzhen Municipal Government.

The contest is dedicated to providing a stage for people who show passion for design and underwear as well as for the instructors to find the best underwear designers so that the design talents can be reserved. It is also a great opportunity to promote the development of underwear creative design.



Craft and Arts · China

中国技与艺

04.19-07.19

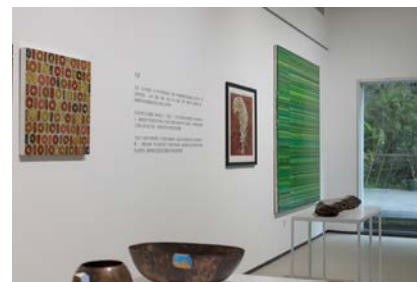
福田皇岗公园红坊沙龙
Redtown Salon, Huanggang Park, Futian District, Shenzhen

技是艺实现的坚实基础，艺是技的沃土上开出的娇艳花朵。二者的联系自艺术诞生之时起便交织纠缠，世界文明史与艺术史上的所有伟大杰作都既是伟大艺术的典范，又是最纯熟技巧的体现，同时也是时代科技的结晶。

“中国技与艺”的主办方自2012年起，持续关注中国传统技艺与文化的再生，发起并支持数个相关艺术项目，邀请国内外优秀的艺术设计人才联合创作，吸引年轻设计师参与传统技艺的设计与研发，实现现代设计与传统技艺的碰撞。足迹遍布福建福州、重庆荣昌、浙江龙泉、江西景德镇，工艺囊括对大漆、夏布、锻铜、陶瓷、玻璃等，并将这些项目取得的艺术成果以展览的形式带到了福州、重庆、上海、巴黎、东京等

Craft is the solid foundation for the realization of art, and art is the beautiful flowers blooming on the fertile soil of art. The relationship between the two has been intertwined since the birth of art. All the great masterpieces in the history of world civilization and art are not only models of great art, but also the embodiment of the most skilled skills, and the crystallization of science and technology of the times.

Since 2012, the organizer has continuously paid attention to the regeneration of traditional Chinese art and culture, initiated and supported several related art projects, invited outstanding artistic and design talents at home and abroad to create jointly, and attracted young designers to participate in the design and development of traditional skills, so as to realize the collision between modern design and traditional skills. Their footprints have covered Fuzhou of Fujian Province, Rongchang of Chongqing Municipality, Longquan of Zhejiang Province, and Jingdezhen of Jiangxi Province. The skills included lacquer, summer cloth, forged copper, ceramics, glass and so on. The artistic achievements of these projects have been exhibited in Fuzhou, Chongqing, Shanghai, Paris, Tokyo and so on.



CFDS [Open the Door] Design Salon

CFDS【開門】设计沙龙

04.21 14:30-17:30

深圳南油时装原创中心金晖大厦四楼
4/F, Jinhui Building, Nanyou Original Fashion Center, Shenzhen

CFDS【開門】设计沙龙旨在为深圳本地新锐设计师提供展示、对话和交流学习的平台，为各时尚行业注入新鲜血液，为年轻设计师提供一个开放沟通、跨界合作、成就梦想的舞台。

CFDS【開門】设计沙龙，与深圳设计周所奉行的宗旨高度一致：“建立一个集交流、推广、展示、教育为一体的国际平台，打造一批品牌项目活动，从而带动深圳设计产业整体发展，提升城市的国际影响力。”

本项目已于2018年8月成功举办第一届，业界反响甚好，2019年是第二届。

The CFDS [Open the Door] Design Salon is designed to provide a platform for local young and edgy designers in Shenzhen to display, dialogue, exchange and learn. It encourages fresh bloods to dive into the fashion industry, and provides a stage for young designers to achieve open communication, crossover cooperation and vision realization.

The principles of the CFDS [Open the Door] Design Salon are highly consistent with the goals of Shenzhen Design Week: “To establish an international platform integrating communication, promotion, exhibition and education, to create a number of brand projects and activities, so as to promote the overall development of Shenzhen’s design industry and enhance the international influence of the city.”

This first edition of the project was successfully held in August 2018, and received widely positive responses across the industry. The 2019 event is its second edition.



开门论道 对话未来

開門

SHENZHEN DESIGN WEEK 深圳设计周

CFDS COUNCIL OF FASHION DESIGNERS OF SHENZHEN 深圳市时尚设计师协会

设计沙龙

时间：
2019年4月21日

地点：
深圳南油时装原创中心金晖大厦四楼

主办单位：
深圳设计周

授权单位：
深圳市时尚设计师协会

承办单位：
和道（深圳）文化科技发展有限公司

协办单位：
穿针引线网
壹度（深圳）文化创意传媒有限公司
天域纵横（深圳）文化科技产业投资有限公司

A New Chapter of Manchu Embroidery: Another Dimension of Intangible Cultural Heritage

满绣新章——传统非遗技艺的另一个维度

04.23-05.05

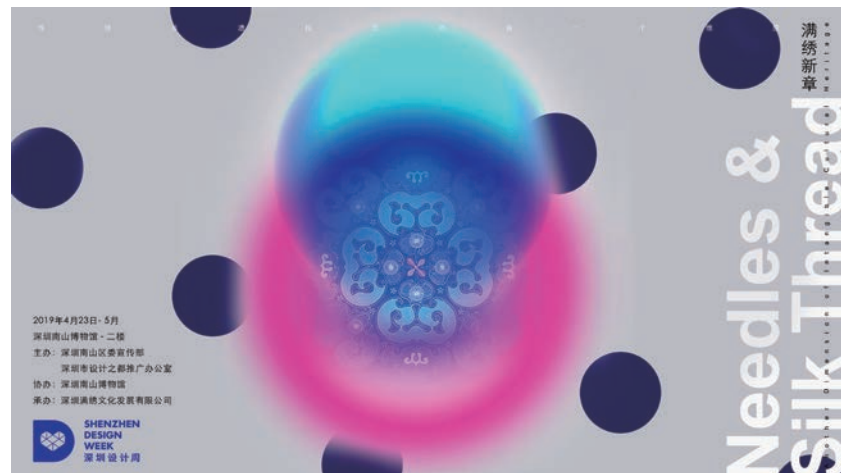
南山博物馆
Nanshan Museum

我国非物质文化遗产的保护和持续性发展面临着严峻的考验，在保护和发展的结合上需要理智和智慧。本项目通过对“满绣”在传承和发展的上所做的探索进行总结，寻求可持续发展的对策和路径。

满族刺绣（满绣，渤海靺鞨绣），是国家级非物质文化遗产，起源于距今1300年前的渤海国靺鞨族刺绣针法，是以牡丹江市为中心的东北地区满族刺绣品的总称。它是靺鞨、女真、满族刺绣的民间艺术，是中国优秀的民族传统工艺之一。该工艺融入了东北独特的山地文化，传递出一种粗犷豪放的艺术特色。

The protection and sustainable development of China's intangible cultural heritage is facing a severe test, and it requires rationality and wisdom in the combination of protection and development. This project summarizes the exploration of the inheritance and development of "Manchu Embroidery", seeking countermeasures and paths for sustainable development.

Manchu Embroidery (Bohai Mohe Embroidery) is a national-level intangible cultural heritage. It originated from the embroidery method of the Mohe nationality in Bohai State 1300 years ago. It is a general name for the Manchu embroidery in Northeast China centered on Mudanjiang City. It is a folk art of the Mohe, Jurchen and Manchu nationalities, and one of China's outstanding traditional crafts. The craft incorporates the unique mountain culture of the Northeast, conveying a bold and unrestrained artistic feature.



MINDPARK Conference 2019

MINDPARK 创意大会 2019

04.19-4.21 9:00-18:00

南山区后海大道 2332 号创意公园
MINDPARK, No. 2332, Houhai Avenue,
Nanshan District, Shenzhen

单日票 1-Day Pass: ¥ 1680
三日通票 3-Day Pass: ¥ 5280
大师班票 Master Class Pass: ¥ 1800

随着数字技术和人口变化等对消费市场的结构性重塑，新消费力量正在组合形成，催生多种新型商业模式，驱动多元创新经济诞生。当创意陆续打破了环境、教育、艺术、文化、技术等行业边界，消费将会发生哪些改变？是否带来未来商业发展新的动能？我们又将以怎样的角色共同塑造未来消费市场格局？

MINDPARK 创意大会 2019 以“重塑消费”为主题，将从公众消费、市场、品牌、社群等经纬，与全球的创意人、企业家、创造者，共同深度探讨未来消费生态系统，探索未来商业新动能及机遇，寻找撬动未来中国市场的钥匙。

With the development of digital technology and the changes of the population, the consumer market has been reformed structurally. New consumption forces thus have come into being, giving birth to new business models and serving as a powerful driving force of the pluralistic creative economy. If creativity drives the industries including environment, education, art, culture and technology to break the boundaries, what would happen to consumption and business and how will these changes boost future business? Furthermore, what roles shall we play to jointly shape the future of the consumer market pattern and seize more business opportunities?

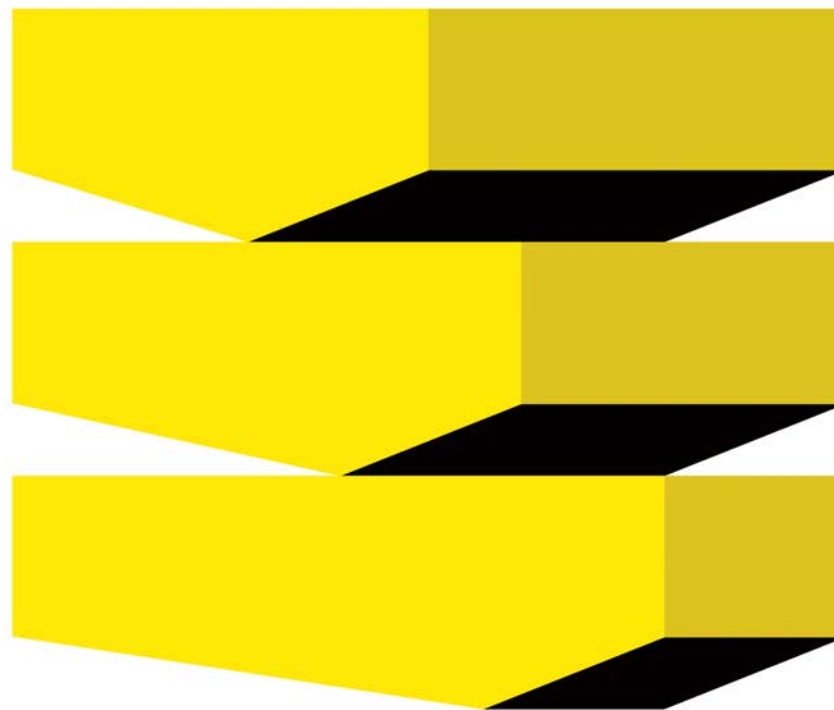
MINDPARK 2019, together with creative people, managers, and different individuals from all over the world, will focus on future consumption from various perspectives from public consumption, product market, brand business to community culture. We will jointly discuss the future consumer ecosystem and explore the key of future Chinese business market.



MINDPARK 创意大会

2019.04.19-21

重塑



决定未来的商业动能

消费



扫码了解更多

2019.04.19-21

深圳南山区MINDPARK创意公园

主办方

TOPYS.

International Design for Kids Exhibition

国际亲子设计展

04.22-05.05 10:00-17:30

南山博物馆
Shenzhen Nanshan Museum

“为孩子设计一件作品”，这种传统可以追溯到远古农牧时期，家庭男性为孩子制造弓箭等玩具，这种行为包含了传授技能、成长陪伴和传递价值等多重目的，这是人类的一种基本情感本能，也是人类社会情感启蒙与价值延续的源起。

从现代设计视角看，奶爸设计师参与亲子设计的过程，某种程度上打破了设计者与使用者的二元界限，既是设计者又是使用者的身份，使得设计师可以直观产品设计的功能体验，准确传递设计价值。现代社会的标准化生产模式，又将奶爸设计师的个体情感和价值传递经验实时转化为普遍情感和价值消费过程，从而放大了奶爸这一群体亲子设计行为的独特性。

The tradition of “designing a work for children” can be traced back to the farming period in ancient times. Men made bows and arrows for their children. This behavior includes a number of purposes such as imparting skills, growth companionship and delivering value. This is a basic emotional instinct of human beings and the origin of emotional enlightenment and value continuity in human society.

Seen from the perspective of modern design, the process of Designer Dads' participating in parent-child design breaks the limit between designers and users in some ways. As both the designers and the users, Designer Dads can intuitively get the functional experience of product design and accurately deliver the design value. The standardized production mode of modern society converts the personal emotion and value delivery experience of Designer Dads into a process of universal feeling and value consumption in time, thus highlighting the uniqueness of parent-child design behaviors of Dads.

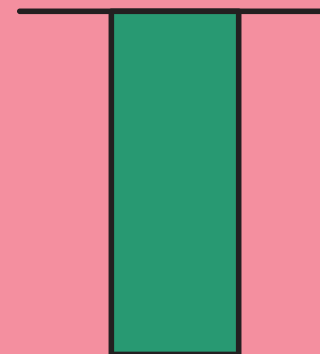


深圳南山博物馆
04 / 22 / 19
05 / 05 / 19

主办机构：深圳市南山区委宣传部（文体局）
深圳市设计之都推广办公室
协办机构：南山博物馆
承办机构：繁星（深圳）艺术有限公司 FANXING

交通指引

TRAFFIC GUIDANCE



Shenzhen Museum of Contemporary Art and Urban Planning

深圳市当代艺术与城市规划馆

地址：深圳市福田区福中路 184 号
Location: 184 Fuzhong Road, Futian District, Shenzhen

交通方式 / Transport

地铁

乘坐 3 号线 (龙岗线)、4 号线 (龙华线) 至 “ 少年宫 ” 站 D 出口

公交

乘坐 25、25 区间线、64、65、71、111、m262、m372 等线路至 “ 少年宫 ” 站下车

自驾

请在地图中搜索 “ 深圳市当代艺术与城市规划馆 ”



Metro

Take Line 3 (Longgang Line) or Line 4 (Longhua Line) to Children's Palace (Exit D)

Bus

Take No. 25, 206, 64, 65, 71, 111, M 262, M372, etc. to Children's Palace

Driving

Search “Museum of Contemporary Art and Urban Planning” on navigation apps

Shenzhen Convention and Exhibition Center

深圳会展中心

地址：深圳市福田区福华三路
Location: Shenzhen Convention and Exhibition Center, Fuhua Third Road, Futian District

交通方式 / Transport

地铁

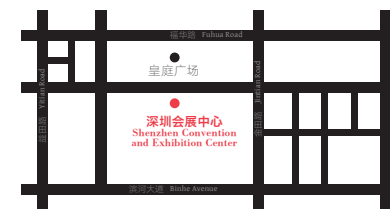
乘坐 4 号线 (龙华线)、1 号线 (罗宝线) 至 “ 会展中心 ” 站 D 出口

公交

乘坐 15、50、56、64、80、109、211、235、371、374、375、K578、机场 9 等线路至 “ 会展中心 ” 站下车

自驾

请在地图中搜索 “ 深圳市会展中心 6 号馆 ”



Metro

Take Line 4 (Longhua Line) or Line 1 (Luobao Line) to Convention and Exhibition Center (Exit D)

Bus

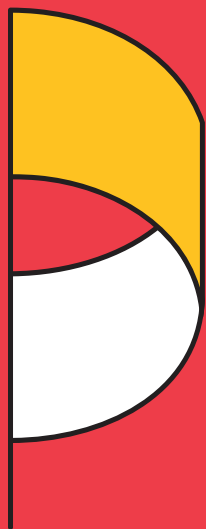
Take No. 15, 50, 56, 64, 80, 109, 211, 235, 371, 374, 375, K578, Airport Line 9, etc. to Shenzhen Convention and Exhibition Center

Driving

Search ' Hall 6, Shenzhen Convention and Exhibition Center ' on navigation apps

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PARTNERS



合作伙伴

深圳市当代艺术与城市规划馆

深圳会展中心

法律事务支持

北京大成（深圳）律师事务所

视觉形象设计支持

华思设计

公众项目支持

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Shenzhen Museum of Contemporary Art and Urban Planning

Shenzhen Convention and Exhibition Center

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Beijing Dacheng(Shenzhen) Law Firm

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Shenzhen Daily



深圳商报



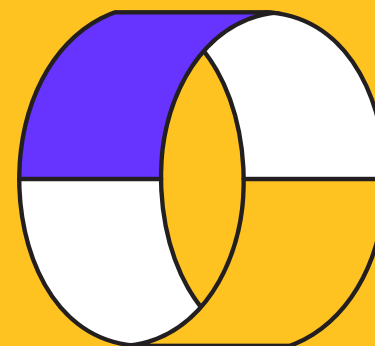
深圳晚报



香港商報

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联络方式 Contact Us

深圳设计周暨环球设计大奖秘书处

Shenzhen Design Week & Global Design Award Organizing Committee

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官方微信公众账号 Official Wechat Public Account

深圳设计周 SZDW



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**SHENZHEN
DESIGN
WEEK**
深圳设计周