

创新设计服务大会

Innovative
Design





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是北京国际设计周服务“大众创业、万众创新”的重要项目，旨在通过集合设计相关的服务机构，为设计创新、创业提供设计管理、设计创投、设计版权保护等全方位的系统服务，进而营造良好的设计创新和创业生态环境，促进创新理念与设计实践更好地结合。

2018创新设计服务大会以“人·物·生活”为主题，旨在通过设计推动文化创意产业与其他产业融合发展，促进设计服务行业结构创新并向市场化转型。包括“二十四节气创意产品设计征集活动”、“中华传统美学基因图库”、“设计创新创业论坛”、“中国洗具——最美厕所洗具之王计划”、“2018‘汉字之美’全球青年设计大赛”、“遇见-2018北京国际设计周插画奖”等多项活动。

主办单位：北京国际设计周组委会

承办单位：北京赛点文化传播中心

Innovative Design is an important project of Beijing Design Week service “mass entrepreneurship and innovation. It aims to provide comprehensive system services, including design management, design venture investment and design copyright protection, for design innovation and entrepreneurship through the collection of design related service institutions, so as to create a good design innovation and entrepreneurship ecological environment and promote a better combination of innovation concept and design practice.

Host: Beijing Design Week Organizing committee

Organizers: Beijing Match Point Culture Communication Center



“二十四节气” 创意产品 设计征集活动

Cultural and Creative Products for the Twenty-Four Solar Terms

“二十四节气”，来源于我们的先祖在山川河流间筚路蓝缕地采摘耕种，来源于五千年寒来暑往中的感悟天地，来源于每一天清晨拥抱日出和在无数个夜晚仰望星空……我们的祖先凭与自然和谐相处的智慧和创造力，以及对于宇宙的独特认知，发明和总结了“二十四节气”这一项世界级优秀非物质文化遗产。

虽然，都市生活正在使我们时对令、气候、物候的变化逐渐淡漠，但“二十四节气”所彰显出的中国人尊重自然、顺应自然规律和适应可持续发展的理念，仍应被重视、继承和秉持。

由此，2018北京国际设计周现开展“二十四节气”创意产品设计征集活动，拟通过现代化产品设计，打造以“二十四节气”为基本元素的中国原创设计生活产品，使“二十四节气”的文化元素具体而微地被现代生活所享有，为热爱中华优秀传统文化的消费者提供多元的选择。

执行单位

北京歌华文化科技创新中心有限公司
 协办单位：“二十四节气”品牌联盟企业
 DSC歌华创意设计服务中心
 北京市海外文化交流中心（北京市文化局）
 中粮集团有限公司
 中国北京同仁堂（集团）有限责任公司
 中国气象局中国气象频道
 北京故宫文化服务中心
 中信出版集团
 中华世纪坛
 时尚集团
 汉麻投资集团

特约支持单位

网易家居、视觉中国设计社区、洛客设计平台、猪八戒网、中央电视台新媒体机构熊猫频道
 渠道支持单位
 京东文娱——IP经纪平台

活动内容及日程

活动时间：2018年9月23日
 活动地点：中华世纪坛



The 24 solar terms come from our forefathers who picked fruits and cultivated crops arduously among rivers and mountains, from the experience and feelings of the sky and the earth in five thousand years, from embracing the sunrise every morning and looking up at the stars at countless nights...Our ancestors invented and summarized the "24 solar terms", a world-class outstanding intangible cultural heritage, with their wisdom and creativity in living in harmony with nature and their unique understanding of the universe.

Although urban life is making us gradually indifferent to the changes of time, climate and phenology, the Chinese people's concept of respecting the nature, conforming to the laws of the nature and adapting to sustainable development as demonstrated by the "24 solar terms" should still be valued, inherited and upheld.

Therefore, 2018 Beijing Design Week launches Cultural and Creative Products for the Twenty-Four Solar Terms, which is planned to create Chinese original design life products with "24 solar terms" as the basic elements through modern product design, making the cultural elements of "24 solar terms" be enjoyed by modern life completely, and providing diversified choices for consumers who love Chinese excellent traditional culture.

Execution Units:

Beijing Gehua Cultural Technology Innovation Center Co. LTD

DSC Gehua Design Service Center

Co-organizer:

"24 solar terms" brand alliance enterprises

Beijing Overseas Cultural Exchange Center (Beijing Municipal Bureau of Culture)

COFCO China Beijing Tongrentang (Group) Co. LTD

CWTV of China Meteorological Administration

Beijing the Palace Museum Cultural Service Center

CITIC Publishing Group China Millennium Monument

Fashion Group

HMI

Special Supporting Units:

Home.163.com, Visual China Group Design Community, LKKER, ZBJ.com, CCTV new

media institute-www.ipanda.com

Channel Support Unit:

Jingdong Cultural Creation-IP brokerage platform

Activity contents and schedule

Activity time: September 23, 2018

Activity address: China Millennium Monument

2018 “汉字之美” 全球青年设计大赛 2018 ' Beauty of Chinese Characters' Global Youth Design Competition

汉字，一方面是承载和传播了中国故事和东方哲学的符号载体，另一方面则是蕴含着中国风格与东方气韵的美学元素。而这一切都将是全世界青年设计师们所共享的文明成果和文化财富。

本届“汉字之美”全球青年设计大赛以“家和万事兴”为主题。自甲骨文时代作为常用字之一的“家”，到与“家”有着密切联系的室、堂、安、宁、定、宗，乃至宇、宙等，都体现了中国人生产生活方式的变迁和家族伦理的凝聚。我们甄选出的带有“宀”部首的 30 个字，其中包含了家庭智慧的结晶，更深藏着万事万物的兴盛之由。当这 30 个字经过全球青年设计师们的思考，与色彩、线条、图形相碰撞，一定会激发出闪耀着东方伦理文明光辉的创意设计作品。

主办单位：北京国际设计周创新设计服务大会、北京师范大学、清华大学美术学院

承办单位：首都文化创新与文化传播工程研究院、清华大学中国古文字艺术研究中心及汉仪字库、北京师范大学汉字研究与现代应用实验室

协办单位：77文创、后街艺术

活动内容及日程

2018 “汉字之美”全球青年设计大赛年度盛典

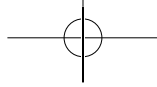
时间：2018年9月28日

地点：77文创园77小剧场（凭邀请函参加）

2018 “汉字之美”全球青年设计大赛年度优秀作品展

时间：2018年9月22日-2018年9月29日

地点：77文创园胶印厂展厅



Chinese characters, on the one hand, are symbolic carriers that carry and disseminate Chinese stories and eastern philosophies, on the other hand, are aesthetic elements that contain Chinese style and oriental charm. All of these are cultural achievements and cultural wealth shared by young designers all over the world.

2018 'Beauty of Chinese Characters' Global Youth Design Competition takes "harmony brings wealth" as the theme. Since oracle-bone age, "home", as one of the common characters, together with other characters that are closely related to "home", such as 室(room) 堂(hall)安(peace)宁(quiet)定(stable)宗(ancestor)and even宇, 宙 (universe) , all reflect the changes of production and life style and the cohesion of family ethics of Chinese people. We selected 30 characters with radical "宀", which contains the crystallization of family wisdom, and also contains the reason of prosperity of all things. When these 30 words are considered by young designers from all over the world, and collide with colors, lines and graphics, they will definitely inspire creative design works shining with the glory of oriental ethical civilization.

Sponsors:

Beijing Design Week Innovative Design, Beijing Normal University, Academy of Arts & Design , Tsinghua University

Organizers:

Beijing Institute of Culture Innovation and Communication, Research Center of Ancient Chinese Characters Art and Hanyi Fonts of Tsinghua University, Laboratory of Chinese Character Research and Modern Application of Beijing Normal University

Co-organizers:

C& C Park, Backstreet Art

Activity contents and schedule:

2018 "Beauty of Chinese Characters" Global Youth Design Competition Annual Festival

Time:

September 28, 2018

Venue: 77 little theatre, C& C Park (only accept invitation letter)

2018 "Beauty of Chinese Characters" Global Youth Design Competition Annual Excellent Works Exhibition

Time:

September 22 – September 29, 2018

Venue:

Exhibition hall of offset printing factory, C& C Park

汉字之美 2018 “汉字之美”
THE BEAUTY OF CHINESE CHARACTERS

全球青年设计大赛 | **主题:家和万事兴**
2018 "The Beauty of Chinese Characters" | The Theme: Harmony in the Family is the
Global Youth Design Contest | Basis for Success in Any Undertaking

参赛对象: 海内外18-44岁热爱汉字文化的各界青年
Participating Object: Youngsters age from 18-44 of all walks of life at home and abroad who are interested in Chinese Characters.

一定室实宇宙 宁
家宝宏守宽寝 宁宗客容安富
HOME

大赛日程 Contest Schedule

- 在统报名|作品提交
2018年3月15日-2018年8月15日
15th March-15th August, 2018
- 作品评审|总决赛名单公布
Assessment | Announcement of Finalists
2018年8月
August, 2018
- 颁奖典礼
Award Ceremony
2018年9月
September, 2018

主办单位 / Hosts | **承办单位 / Organizers** | **支持单位 / Supporting Organizations**

北京邮电大学
Beijing Normal University
清华大学美术学院
Academy of Arts & Design,
Tsinghua University

首都文化创新与文化传播工程研究所
Beijing Institute of Culture Innovation
and Communication
清华大学美术学院
Research Center of Ancient Chinese
Characters Art, Tsinghua University

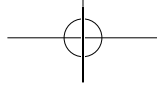
汉字学
Hanyi Fonts
北京师范大学文学院与现状应用实验室
Chinese Character Research and
Modern Application Laboratory of
Beijing Normal University

北京国际设计周
Beijing Design Week
欧洲打版
Noiseless D' Europe
美国加州州立大学艺术与设计学院
Laguna College of Art and Design

美国大学中国艺术家学会
The Association of Chinese Artists
in American Academies (ACAAA)

详细赛程请各大赛官方网站: www.lovehanzi.com
You can visit the official website www.lovehanzi.com for further details.
您还可以搜索微信公众号“汉字之美全球青年大赛”获取更多详情。
You can also search the WeChat official account "BNU-Lovehanzi" for more information.

家室堂寝
宇宙宏安
宁定富实
宝守宗宴
容宜宠害
官宰完宽
宿寓寡客
寒寒



中华传统美学基因图库

Chinese Traditional Aesthetic Gene Library

“中华传统美学基因图库”是融合北京科技资源，实现科技与文化融合，落实“新时代”国家文化发展建设的重大部署，满足业界期待和社会需求的一项重大举措。“中华传统美学基因图库”旨在通过提炼和再创作中华民族传统的美学要素，丰富创作元素，增强中国传统文化的识别度与认同感，传播中国精神、中国理念和中国智慧。

执行单位：北京歌华文化科技创新中心有限公司

时间：2018年9月课题发布

Chinese Traditional Aesthetic Gene Library is an important deployment that integrates science and technology resources of Beijing, realizes the integration of science and technology, and implements national cultural development and construction in the “new era”. It is a major initiative to meet industry expectations and social needs. Chinese Traditional Aesthetic Gene Library aims to enrich creation elements, enhance the recognition and sense of identity of Chinese traditional culture, and disseminate Chinese spirit, Chinese idea and Chinese wisdom by refining and re-creating the traditional aesthetic elements of Chinese nation.

Execution unit:

Beijing Gehua Cultural Technology Innovation Center Co. LTD

Time:

Release of subject in September, 2018



“中国洗具—— 最美厕所洗具之王计划”

“Chinese Washing Tools - the King of the Most Beautiful Toilet Washing Tools Project”

本次活动以“洗具之王”为主题，通过邀请设计师对台盆等卫浴洗具用品进行设计、涂鸦、绘制，在满足厕所卫浴功能性、环保性的基础上，增加其艺术性、设计感，打造“最美厕所”及可复制、可推广的厕所革命范本，为北京胡同公厕及老旧公厕改造提供经验。

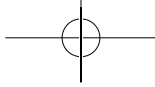
执行单位：新浪家居

联合发起单位：北京国际设计周创新设计服务大会、(·意思:)设计展、洛客(LKKER)

特别支持：东鹏整装卫浴

地点：歌华创意大厦一层

时间：2018年9月22日—2018年9月29日



This activity takes "king of washing tools" as the theme. It invites designers to design, scrawl and draw on wash basins and other sanitary wares, based on meeting the functions and environmental conservation of sanitary wares, to enhance their artistry and sense of design, to build the most beautiful toilet and replicable, propagable toilet revolution model, and to provide experience for the transformation of public toilets in Beijing Hutong and other old toilets.

Execution unit:

Jiaju.sina.com.cn

Co-sponsor:

Beijing Design Week Innovative Design, East Design Show, LKKER

Special support:

Dongpeng Equipped Sanitary

Location:

1st floor, Gehua Creative Building

Time: September 22-September 29, 2018



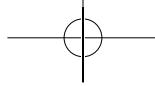
遇见—— 2018北京国际设计周插画奖 Meet-2018 Beijing Design Week Illustration Award

遇见-2018北京国际设计周插画奖由北京国际设计周组委会办公室、北京歌华文化科技创新中心有限公司、视觉中国主办，视觉ME承办。以弘扬中国文化为己任，携手国内相关机构共同打造，通过插画探析中国社会；通过插画服务商业，全面展现当下插画在和谐社会中的实际价值。本次征集共分为三个主题单元，分别为民族文化、视觉城市、商业发表。

执行单位：视觉ME

颁奖地点：中华世纪坛

获奖公示时间：2018年9月23日-2018年9月30日



Meet-2018 Beijing Design Week Illustration Award is sponsored by Beijing Design Week Organizing Committee Office, Beijing Gehua Cultural Technology Innovation Center Co. LTD, Visual China, and is organized by Visual ME. It takes carrying forward Chinese culture as its own responsibility, and explores Chinese society through illustrations, together with relevant domestic institutions; through illustration service business, it fully demonstrates the practical value of illustrations in harmonious society.

The solicitation is divided into three theme units, which are national culture, visual city and commercial publishing.

Execution unit:

Visual ME

Prize presentation location:

China Millennium Monument

Prize publicity time:

September 23–September 30, 2018

设计创新创业论坛 Design Innovation and Entrepreneurship Forum

通过整合投资基金、行业专家、研究机构、企业、渠道等多方资源，推动设计思维与高新技术、产业升级和消费升级相结合，实现设计驱动创新和设计的产业化、商品化，建立设计行业与投资行业的沟通机制和平台。

其中设计创新创业论坛为开放式论坛，主要内容是设计及投资领域专家进行以设计为核心驱动的产业/行业发展理念介绍、国内外发展趋势分析和以设计为核心驱动的企业的成功经验分享。

执行单位：华金慧源股权投资基金、洛客、洛可可

地点：中国农业展览馆

时间：2018年9月21日



Through the integration of investment funds, industry experts, research institutions, enterprises, channels and other resources, promote the combination of design thinking with high and new technology, industrial upgrading and consumption upgrading, and realize design-driven innovation and the industrialization and commercialization of design, and establish the communication mechanism and platform between design industry and investment industry.

Design Innovation and Entrepreneurship Forum is an open forum, and its main contents are introduction of the development concept of design-driven industry, analysis of development trend at home and abroad, and sharing of successful experience of design-driven enterprises by experts in design and investment field.

Execution unit:

Huajin Huiyua Equity Investment Fund
LKKER

Location:

China Agricultural Exhibition

Time:

Sep. 21, 2018

