

# 创意影响力



## CREATIVITY'S IMPACT

中国深圳·设计之都报告

CITY OF DESIGN REPORT, SHENZHEN, CHINA

2013

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Chuangyi Yingxiangli

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A city and its creative DNA

**一座城市**  
**与她的**  
**创意**  
**DNA**  
因子

深圳是中国首个被联合国教科文组织认定的设计之都，  
同样，她亦是中国变革时代颇具勇气的非凡之都。  
30 多年前，她是南中国一个寂寂无名的边陲小镇；  
30 多年后，她变身为声名鹊起的中国第四城。

这一切，皆源于深圳自身所拥有的创意 DNA 因子。

2012 年，展现时代发展气象的一项国家级专业设计展览——首届中国设计大展在深圳开展；  
首届深圳创意影响力评选拉开帷幕，凝聚和传递创意设计的正能量；  
创意十二月里，140 多项活动为城市带来生机与无穷的动力……

本报告所展现的，是 2012 一年里，  
深圳的创意设计家们为城市的创新与进步作出努力的忙碌身影；  
是城市创意规划和经营者们为成就深圳梦想而留下的印迹；  
是深圳市民满怀美好心愿，改变着自身的境遇与生活方式的坚韧步履。

一座城市终将因了她的创意 DNA 因子而满城芳菲！

Shenzhen is China's first City of Design accredited by UNESCO. It is also a courageous City of Reform in the era of changes. Shenzhen was a little-known border outpost in southern China more than 30 years ago, and is now well-known as the No. 4 city in the country.

All of these achievements originated from the creative DNA inherent in Shenzhen.

In 2012, the first China Design Exhibition, a State-level, professional event, was held in Shenzhen. The first Shenzhen Creativity Influence Selection also was launched, along with more than 140 events during the month-long Creative December that brought the city vitality and strength.

This report shows the innovations and progress made by Shenzhen's creative designers in 2012, the footprints left by creative city planners and operators on their march toward the Shenzhen Dream, and the resilient efforts of Shenzhen citizens to improve their well-being and quality of life.

This is a city that thrives because of its creative DNA.



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中国工艺美术文化创意奖深圳获奖作品  
Shenzhen's works winning the gold prize of China Arts & Crafts Creative Awards  
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Winning works of Idea-Tops International Space Design Awards  
首届中国设计大展获奖作品  
Winning works of First China Design Exhibition  
2012 德国 IF 设计大奖深圳获奖作品选  
2012 IF-winning works from Shenzhen

人才培养 Professional Education

对外交流 International Exchanges

创意园区 Creative Industrial Parks

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深圳各区举办的创意文化活动  
Creative and cultural events held by districts in Shenzhen

深圳市第八届“创意十二月”系列活动开幕式  
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深圳文化主题公园(博物馆) 2012 年报  
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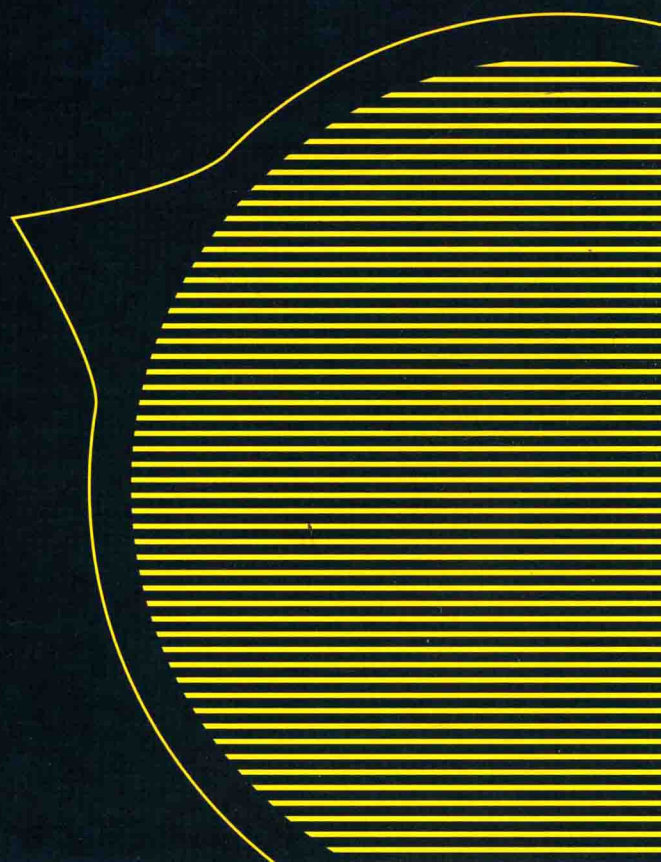


精 彩 瞬 间  
Snapshots

# EVENTS

活动 | EVENTS

## 活力深度迸发



## 深圳市第八届创意十二月 创意为时尚 深圳更美丽

EIGHTH CREATIVE DECEMBER PRESENTS COLORFUL EVENTS

2012年12月,是深圳市第八届创意十二月活动月。活动月主题为“创意为时尚,深圳更美丽”。2012年的“创意十二月”共有140个项目,较之上年增加了52个,增幅达到59%。活动项目涵盖工业设计、工艺美术、动漫游戏、演艺创作、新闻出版、文化信息服务、文化会展、文化旅游、广播影视、文化软件、新媒体、非物质文化遗产开发、广告业、印刷复制等。December 2012 was Shenzhen's eighth Creative December. The month-long events were themed "Creativity for fashion, and a more beautiful Shenzhen." The 2012 Creative December had 140 events, 52 more than the previous year, or an increase of 59 percent. The events involved industrial designs, arts and crafts, animation and games, performance and show production, news and publication, cultural information, cultural convention and exhibition, cultural tourism, broadcasting, TV and films, cultural software, new media, intangible heritage development, advertising, printing and photocopying, etc.





# 时代·创造

## 首届中国设计大展在深圳举行

FIRST CHINA DESIGN EXHIBITION HELD IN SHENZHEN

12月7日，“创意十二月”活动启动之日，首届中国设计大展在深圳举行。“中国设计大展”是文化部与深圳市政府共同主办的一项国家级综合性的设计类展览。大展以“时代·创造”为主题，汇集近几年来我国设计领域的丰硕成果，展示中国设计的整体形象，引领和促进中国设计的创新发展。在“鼓励中国设计创新，促进社会生活进步”的主旨之下，大展大力倡导符合中国国情的、具有本土特色的优秀设计。展览从2012年12月7日一直延续至2013年2月26日。大展展览场地包括深圳市民中心、莲花山公园和关山月美术馆，构成深圳中心区一片“设计高地”。The First China Design Exhibition was held in Shenzhen on Dec. 7, the opening day of Creative December. China Design Exhibition is a national design exhibition jointly sponsored by the Ministry of Culture and Shenzhen Municipal Government. Themed “Time/Creation,” the exhibition showcased achievements in the design industry and promoted the industry’s innovation and development. It also advocated indigenous designs with Chinese characteristics. Lasting from Dec. 7, 2012 until Feb. 26, 2013, the exhibition was held at various venues including Shenzhen Civic Center, Lianhua Hill Park and Guan Shanyue Museum.







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大展展出作品，是设计界知名专家经过严格、公正、多次反复的评选，从1万多件作品中遴选出的644件入选作品，加上评委作品，共计700余件，涵盖平面设计、产品设计、空间设计和跨界设计四个领域。为表彰优秀设计，大展组委会还从644件通过评审产生的入选作品中评选出首届中国设计大展优秀设计奖14件。The exhibition showcased 644 design pieces selected from more than 10,000 entries. It also displayed works by competition judges, bringing the number of exhibited works to more than 700. The works involved graphic design, product design, spatial design and crossover design. Fourteen pieces won the exhibition's excellent work award.





# 文化和科技融合 创意与市场对接

## 第八届深圳文博会更富成效、更具影响力

8TH ICIF: MORE FRUITFUL, INFLUENTIAL

第八届中国（深圳）国际文化产业博览交易会于2012年5月18日开幕，历时4天，于5月21日下午闭幕。本届文博会总成交额达1432.92亿元人民币，比上一届增长15.05%。深圳“文化+科技”、“文化+创意”的模式是文博会成功的基础。The four-day Eighth China (Shenzhen) International Cultural Industries Fair (ICIF) opened on May 18 and closed on May 21, 2012. The 2012 ICIF saw deals worth 143.29 billion yuan, 15.05 percent more than the previous year. The model of “Culture plus technology” and “Culture plus creativity” was the foundation of the ICIF's success.

深圳文博会由文化部、商务部、国家广播电影电视总局、新闻出版总署、中国国际贸易促进委员会、广东省人民政府、深圳市人民政府联合主办，已成功举办七届，是目前我国唯一的国家级、国际性文化产业综合性展会。The ICIF was co-sponsored by the Ministry of Culture, Ministry of Commerce, the State Administration of Radio, Film and Television, the General

Administration of Press and Publications, the China Council for the Promotion of International Trade, the Guangdong Provincial Government and the Shenzhen Municipal Government. It is China's only State-level international cultural industries fair.

第八届文博会进一步突出办展主题，进一步提升质量和内涵，进一步提高专业化、国际化程度，进一步强化投融资平台功能，进一步优化展会管理和服 务，达到了办一届更上档次、更富有成效、更具影响力的文博会的预期目标。The eighth ICIF has improved its quality and financing capabilities, and become more internationalized, efficient and influential.

境内外媒体对本届文博会高度关注，超过248家境内外媒体1625名记者参与报道文博会。The eighth ICIF has attracted attention from international media organization, with 1,625 journalists from 248 Chinese and foreign media outlets covering the event.

