

仁：设计的善意

REN:GOOD DESIGN

# 首届北京 国际设计 三年展

# ***THE FIRST BEIJING INTERNATIONAL DESIGN TRIENNIAL***

2011\_  
09.28\_10.17

首届北京国际设计三年展筹备办公室 编

中国建筑工业出版社

图书在版编目(CIP)数据

仁:设计的善意 首届北京国际设计三年展/首届北京国际设计三年展筹备办公室编. —北京:中国建筑工业出版社, 2011.9

ISBN 978-7-112-13562-2

I. ①仁… II. ①首… III. ①艺术品—作品综合集—世界 IV. ①J111

中国版本图书馆CIP数据核字(2011)第185083号

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总策划:郑曙暘 杭 间  
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编 辑:李诗雯 王晨雅 谢 欣 刘雅曦 汪 芸  
装帧设计:王 鹏  
排版制作:陈桂莲 谢 欣  
责任编辑:唐 旭 张 华  
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首届北京国际设计三年展筹备办公室 编



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中国建筑工业出版社出版、发行(北京西郊百万庄)

各地新华书店、建筑书店经销

北京图文天地制版印刷有限公司制版印刷

\*

开本:965×1270毫米 1/16 印张:33 $\frac{1}{2}$  字数:1337千字

2011年9月第一版 2011年9月第一次印刷

定价:380.00元

ISBN 978-7-112-13562-2

(21325)

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图书销售分类：艺术·设计（K10）

ISBN 978-7-112-13562-2



(21325) 定价：380.00 元

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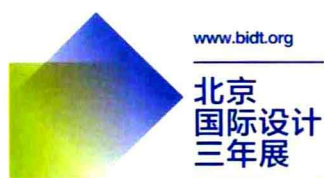
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中华人民共和国教育部  
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中国文学艺术界联合会  
北京市人民政府

#### Hosted by

Ministry of Education of the People's Republic of China  
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#### Organized by

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Beijing Gehua Cultural Development Group  
Beijing Industrial Design Center

#### 展览时间

2011年9月28日-10月17日

#### Exhibition Period

Sep.28, 2011 - Oct.17, 2011

#### 展览地点

中国国家博物馆

#### Exhibition Venue

National Museum of China

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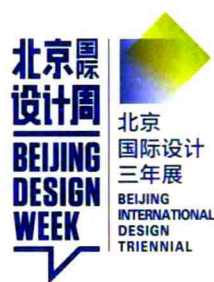
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2011北京国际设计周暨首届北京国际设计三年展即将隆重开幕，我谨代表中国教育部，向活动的成功举办致以热烈祝贺！

设计，作为当今全球经济创新的首要话题，是思想与创新的展现，是精品与品牌的先导，是完美和成功的阶梯，与经济社会、文化生活、自然景观相互交融。北京国际设计周暨北京国际设计三年展，作为高规格的国际设计大展，集中体现设计艺术与国际化水平，是全球设计界交流合作的重要平台，是设计师展现睿智和才华，推介精品的重要舞台。本次活动的举办，关系到中国创新经济的发展，关系到北京建设创意城市的宏伟事业，更关系到中国设计教育事业的长远发展，对以展览促进设计前沿研究与设计实践接轨，对全球设计界和谐共处，创新提高，具有重要意义。

衷心希望本次活动充分展示当代国际设计的最高水平，充分展示中国作为全球最大的发展中国家，其设计产业蕴藏的美好发展前景，助推中国设计行业又好又快地发展。预祝本次活动取得圆满成功！

On the occasion of the approaching of the 2011 Beijing Design Week and the First Beijing International Design Triennial, I would like to extend, on behalf of the Ministry of Education of the People's Republic of China, heart-felt congratulations on the opening of this grand event.

As the hottest topic in global economic innovation today, design is the manifestation of ideas and innovations, the guide to quality goods and brands, and the ladder to perfection and success, interacting with economy and society, cultural life and natural landscape. As the world-class design exhibition, the Beijing Design Week and the Beijing International Design Triennial present the international design works of the highest quality and will become an important platform for the global design community to carry out international exchange and cooperation as well as an important stage on which designers can show their design wisdom and talents and introduce their elaborate works. This grand event is of relevance to the development of China's innovation economy, to the great cause of constructing Beijing into a creative city, and to the long-term development of China's design education, and is of significance in facilitating the combination of design frontier research and design practice and in enabling all members of the global design community to work together in harmony to continuously improve design quality.

I sincerely hope this grand event will fully demonstrate the highest level of contemporary international design as well as the promising development prospects of the design industry of China, the largest developing country in the world, and boost the rapid and sound development of China's design industry. And finally, I wish this grand event a great success.

袁贵仁

中华人民共和国教育部部长

Yuan Guiren

Minister of Education of the People's Republic of China



2011北京国际设计周暨首届北京国际设计三年展即将开幕，我谨代表中华人民共和国文化部表示热烈的祝贺。

文化是设计的内核，设计是文化的体现，也是文化的浓缩和见证。设计是一种文化的沟通，反映着每个时代的文化精神，同时又在不断创造着新的文化。

2011北京国际设计周暨首届北京国际设计三年展是一场设计的盛会，文化的盛会！不仅让中国设计界和公众能够借鉴欣赏当今世界设计领域最璀璨的成果，还将为中国设计文化与世界设计文化提供一个交流、对话的平台。我相信，这一活动的举办必将促进中国在设计领域的发展与进步，同时对于北京申请成为“世界设计之都”也将产生积极的推动作用。

预祝2011北京国际设计周暨首届北京国际设计三年展圆满成功！

On the occasion of the upcoming of the 2011 Beijing Design Week and the First Beijing International Design Triennial, I would like to extend, on behalf of the Ministry of Culture of the People's Republic of China, heart-felt congratulations on the opening of this grand event.

Culture is the inner core of design, and design is both the manifestation of culture and the enrichment and reflection of culture. As a form of cultural communication, design has a dynamic interactive relationship with culture: it reflects the cultural spirit of each era and constantly creates new cultures.

The 2011 Beijing Design Week and the First Beijing International Design Triennial are both a grand design event and a grand cultural event. This grand event will not only enable Chinese design community and the general public to enjoy and learn the most inspirational contemporary design works in the world, but will also offer a platform for the exchange and dialogue between Chinese design culture and world design culture. I firmly believe this grand event will play a very positive role in promoting the progress and advancement of Chinese design sector and in advancing the great cause of constructing Beijing into a "design capital in the world".

I wish the 2011 Beijing Design Week and the Beijing International Design Triennial a great success.



中华人民共和国文化部部长

Cai Wu

Minister of Culture of the People's Republic of China

与纯艺术不同，设计必须落实到物质生活和社会生产的层面才能具有实质意义。真正具有领先性和创造性的设计，不能被短暂的商业利益所左右；而真正有前途的产业和经济发展，恰好离不开这些不为暂时的功利所左右的创造。

在这个意义上，首届北京国际设计三年展兼具产业性与学术性，以作品的质量和创意为最终评判的依据，并以此为基础，对设计的创造力、设计的善意等问题进行了全面的、富于学术意味的探讨，从而具有了一种难能可贵的品质和高瞻远瞩的眼光，并跻身于国际上优秀的设计双年展和三年展之列。

我相信，展览开幕后，无论是专业界人士，还是普通百姓，当他们漫步在这些琳琅满目的作品中，一定会留下十分深刻的印象。我相信，2011北京国际设计周暨首届北京国际设计三年展将积极推动中外文化交流与合作！

预祝2011北京国际设计周暨首届北京国际设计三年展圆满成功！

Unlike pure art, design must be rooted in the material life and social production to fulfill its meaningful role in the life. Really original and creative designers will not be swayed by the short-lived commercial interest; and really promising industries and economic development will rely on these creations beyond short-sighted utilitarianism.

In this sense, the first Beijing International Design Triennial (BIDT) is both industry-oriented and academic-oriented. BIDT takes the quality and creativity of design works as the basis for final judgment, and on this basis, conducts thorough academic investigations into such topics as the creativity and the moral dimension of design. Thanks to its valuable quality and forward-looking perspectives, BIDT has been among the top international design biennial/triennial exhibitions.

I firmly believe that after the opening of BIDT, these fantastic design works created by the first-rate designers across the world will leave a very deep impression on both design professionals and the general public. I also firmly believe that the 2011 Beijing Design Week and the First Beijing International Design Triennial will actively promote the Sino-foreign cultural exchange and cooperation.

I wish the 2011 Beijing Design Week and the First Beijing International Design Triennial a great success.



中国文学艺术界联合会党组书记

Zhao Shi  
Party Committee Secretary of China Federation of Literary and Art Circles

北京作为中国首都，是全国的政治中心、文化中心，也是一座历史悠久的世界著名古都，拥有丰富的文化、科技、教育和人才资源，设计产业发展要素齐全、优势明显。改革开放以来，首都经济社会持续快速发展，设计行业欣欣向荣，产业规模日益扩大，政策、制度、市场环境不断完善。特别是成功举办奥运会，极大地提升了城市的国际影响力和吸引力，为建设设计之都奠定了重要基础。

设计是人类智慧的结晶，在推动创新，促进发展方式转变，改善人们生活，应对全球挑战等方面发挥着越来越重要的作用。由教育部、文化部、中国文联和北京市政府联合主办，清华大学、北京歌华文化发展集团、北京工业设计促进中心共同承办的2011北京国际设计周暨首届北京国际设计三年展，有利于汇聚国际创新创意思想，加强国内外设计界的交流合作，普及设计理念知识，推动设计产业发展，对于把北京建设成为世界一流的设计之都、时尚之都和具有重大国际影响力的文化中心，具有十分重要的意义。

值此2011北京国际设计周暨首届北京国际设计三年展开幕之际，我谨代表北京市政府，诚挚欢迎国内外设计界朋友相聚北京，共享机遇，放飞梦想，增进友谊。真诚希望本次活动的举办能够有力促进国内外设计界的深入交流与广泛合作！

预祝2011北京国际设计周暨首届北京国际设计三年展圆满成功！



北京市市长

Beijing, capital city of China, is the nation's political and cultural centre as well as a primary platform for international communications. With its global reputation of spectacular history, Beijing has ample cultural, technological, educational, and human resources. Well supported by these factors, Beijing has a particular advantage for design industry to develop. Since the nation's open-door reform, the city's economy and social development has moved to a fast and sustainable track. At present, Beijing's design sector prospers with the size of the industry expanding day by day and improvement in terms of policies, institutions and market conditions. In particular, the success of Olympic Game in 2008 significantly boosted Beijing's attraction and influence to the world, which has laid an essential foundation in making a great city of designation.

Design is the crystallization of human wisdom, which plays an increasingly important role in promoting innovation, improving people's life and coping with challenges during the process of globalization. Hosted by the Ministry of Education, the Ministry of Culture, China Federation of Literary and Arts Circles and the Municipal Government of Beijing, and executed by Tsinghua University, Beijing Gehua Cultural and Development Group, Beijing Industrial Design Center, the 2011 Beijing Design Week & the First Beijing International Design Triennial, will benefit Beijing by attracting international creative and innovative thoughts, strengthening communications and cooperations between domestic and international designers, popularizing the knowledge of design, promoting the design industry. It also has great significance in building Beijing a world class city of design, a world class city of fashion and a cultural centre with strong global influence.

At the launching moment of 2011 Beijing Design Week & the First Beijing International Design Triennial, on behalf of the Municipal Government of Beijing, I would like to give my sincere welcome to designers and friends from China and the world gathering in Beijing. I hope you will enjoy the opportunities that Beijing provides, enable your dreams and enhance our friendship in Beijing. I truly expect this event will effectively promote understanding and cooperation between local and global designers.

*Wish 2011 Beijing Design Week & the First Beijing International Design Triennial a great success!*

Guo Jinlong  
Mayor of Beijing



## 序

进入21世纪以来,创新成为促进社会经济发展的主要力量。加强文化传承创新,对增强国家的软实力和促进人类文明的进步发展,有着十分重要的意义。为推动创意产业的发展、促进文化传承创新,清华大学首倡了亚洲最大规模的国际设计三年展,由教育部、文化部、中国文联和北京市政府共同主办,清华大学等单位承办。在北京市政府的建议和支持下,首届国际设计三年展与2011年北京国际设计周联合举办。这必将对建设首都“设计之都”和带动全国创意产业的发展,发挥积极作用。

清华大学刚刚度过百年华诞。百年清华,人文日新。多年来,清华大学美术学院坚持艺术设计为生活服务的优良传统,促进科学与艺术的结合,取得了可喜的成绩。在全国高校一级学科评估中,清华大学名列艺术学整体水平第一位。相信这次在国家博物馆举办的国际设计三年展和国际设计周系列活动,也必将对促进清华美院不断提高设计水平、推动学科发展,起到鞭策作用。

国际设计三年展的策展,从前年夏天在清华大学美术学院启动,历时两年有余,既经历了曲折艰辛,也积累了宝贵经验。展览以“仁:设计的善意”为主题,采用国际通行的“三年展”模式和“策展人”制度,可以说有一个较高的学术起点。由于筹备组工作人员废寝忘食、夜以继日的辛勤努力,更由于众多设计大师和国内外广大艺术设计工作者热情参与、大力支持,这次展览无论从规模还是质量上看,都达到了一流水准。

毋庸讳言,与欧美等设计发达国家相比,我国的设计产业还存在很多差距。这一展览面向全球征集当代最优秀的设计作品,除了希望它们发挥榜样和示范作用外,也是为了给中国设计界提供一个同台竞技的舞台和机会,一方面鼓励大胆创新,另一方面也有利于寻找差距、迎头赶上。展览期间举办的设计论坛、设计之旅等丰富多彩的活动,更将促进中外设计工作者之间的深入交流。

万事开头难。衷心希望这项展览能坚持举办下去,成为中国现代设计发展史上高水平、有影响的设计大展,对中国设计产业发展和中外文化交流合作,产生更加深远的影响。

顾秉林

清华大学校长  
2011年8月25日



## PREFACE

In the 21st century, innovation has become the primary driving force for the social and economic development. Enhancing cultural inheritance and innovation is of great significance to the enhancement of the nation's soft power as well as to the advancement of human civilization. To promote the development of the creative industry and advance the cultural inheritance and innovation, Tsinghua University initially proposed the Beijing International Design Triennial (BIDT), the largest design exhibition in the Asia, which is co-sponsored by the Ministry of Education, the Ministry of Culture, the China Federation of Literary and Art Circles and the People's Government of Beijing Municipality and co-organized by Tsinghua University and other institutions. With advice and support of the People's Government of Beijing Municipality, the 1st Beijing International Design Triennial and the 2011 Beijing Design Week (BJDW) will be jointly held. This will inevitably play an active role in constructing Beijing into the Design Capital and in promoting the development of Chinese creative industry.

Recently Tsinghua University celebrated its 100th Anniversary. As a university with a hundred-year history, Tsinghua has pioneered in the innovative humanities education and research. Over years, Tsinghua University's Academy of Arts & Design carries forward the fine tradition of design for life and promotes the combination of science and art and thus has accomplished the outstanding results. According to the official evaluation on the first-rank disciplines of Chinese universities, Tsinghua University ranks the first place in arts education by the overall performance. I firmly believe that the BIDT held in the National Museum of China and the other events of BJDW will play a positive role in encouraging Tsinghua University's Academy of Arts & Design to continue its efforts in improving design quality and advancing discipline development.

The planning of the BIDT was initiated by Tsinghua University's Academy of Arts & Design in the summer of 2009 and lasted for more than two years. During the course of planning, many challenges have been overcome and the valuable experience has been accumulated. The BIDT is themed on "Ren: Good Design" and adopts the international prevailing practice of triennial exhibition and the curator system, making itself a high-profile international design event. Thanks to the diligent work of all members of the preparation team for the BIDT and the active participation and substantial support of a great number of international and domestic design masters and designers, the BIDT has reached the world-class level in terms of both scale and quality.

Needless to say, there is still a considerable development gap between the Chinese design industry and that of the Western countries. The BIDT solicits the most excellent contemporary design works from the global design community, aiming at displaying the model design works for Chinese designers to learn and providing the Chinese design community with a platform and opportunity to catch up with and compete with their foreign counterparts by making bold innovations. The various events held during the BIDT such as design forum and design journey will further facilitate the in-depth communication and dialogue between Chinese and foreign designers.

Each beginning is difficult. I sincerely hope that the BIDT will be held uninterruptedly and become the high level and high impact design exhibition in Chinese modern design development history, playing the further role in promoting the development of Chinese design industry and the Sino-foreign cultural exchanges and cooperation.

Gu Binglin  
President of Tsinghua University  
August 25, 2011