

设计发现之旅

Design Exploration

JAMY  
YANG  
杨明洁

杨明洁  
著

东华大学出版社

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上海高校知识服务平台  
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东华大学 出版社

• 上海 •

## 内容简介

一台工业革命之初的电扇，一把清代的门锁，一台 20 世纪 60 年代的收音机……杨明洁将他十多年间的数百件收藏品通过时间轴的对比研究，揭示了中国一百多年的工业设计断代史及其影响与后果。

在当下的中国，强调什么是中国的设计，究竟是民族自卑感还是自尊心在设计中的体现？杨明洁展示了历年来所囊获的包括德国红点奖，iF 奖，日本 G-MARK 奖以及美国 IDEA 奖在内的八十多项设计大奖的部分作品案例，来阐述什么是优良产品的评审标准。

设计不是无聊的自我表达，而是应该创造完美用户体验。订书钉的四种订法与洗手间的苍蝇——杨明洁从细节入手，探讨了用户研究与服务设计。

CMF 创新实验室，亚文化生活形态，2015~2016 年度设计趋势报告让我们共同思考未来的设计趋势。

《杨明洁设计发现之旅》一书以“过去 - 当下 - 未来”为线索贯穿，展示了工业设计师杨明洁的设计哲学与逻辑美学，并从历史、人文、社会、生活等因素来讲述设计背后的有趣故事。

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A good design should be spread to the public a kind of positive social enlightenment significance!

———— JAMY YANG

一个优良的设计应该向公众传播一种正面的社会启迪意义！

—— 杨明洁

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## 前言

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一台工业革命之初的电扇，一把清代的门锁，一台 20 世纪 60 年代的收音机……杨明洁将他十多年间的上千件收藏品通过时间轴的对比研究，揭示了中国两百多年的工业设计断代史及其影响与后果。

曾经有一位法国的记者问杨明洁，什么是中国的设计？比如说，日本的设计是极简。在当下的中国，强调什么是中国的设计？究竟是民族的自卑感还是自尊心在设计中的体现？杨明洁展示了历年来所囊获的包括德国红点奖，iF 奖，日本 G-MARK 奖以及美国 IDEA 奖在内的八十多项设计大奖的部分作品，来阐述什么是优良产品的评审标准。

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## Preface

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<JAMY YANG DESIGN EXPLORATION> gives a clue which is future depends on the past only through the present, and illustrates Jamy YangMingjie, a famous Chinese industrial designer's design philosophy and logical aesthetic thinking. It goes through factors of history, human culture, society and living life to tell interesting stories related to design. Based on time segments and comparative study on his abundant collections, such as an old fan from the beginning of industrial revolution, a lock from QING Dynasty, a radio from 1960s... Jamy has discovered a gap of industrial history in China over one hundred year, and raised a couple of questions – What contemporary Chinese design emphasizes is to show national inferiority complex or national pride? Jamy presents part of award-winning projects including Red Dot, iF, G-Mark, IDEA to illustrate standards for judging a good design. Design is not a boring way of expressing designer self but making sure to create perfect user experiences. Interesting findings like four binding ways of staple and fly-design in wash room... Jamy tries to explore details for discussion on user study and service design. Further focus on vision of design, Jamy leverages diversified elements to inspire public and think about design trend and industry future by CMF innovation lab demonstration, sub-culture lifestyle workshop and 2015~2016 design trends presentation.

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## 作者简介

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杨明洁，著名设计师、收藏家、YANG DESIGN 创始人，在浙大与中国美院完成七年学业后，获德国 WK 基金会全额奖学金赴德留学，获工业设计硕士后，任职于慕尼黑西门子设计总部。囊括了包括德国红点奖、iF、日本 G-mark、美国 IDEA、亚洲最具影响力设计银奖在内的八十多项设计大奖，其作品展出于全球各大设计展与博物馆。

2005 年创办 YANG DESIGN，迄今已发展成为中国最具前瞻思维的设计顾问公司。2013 年杨明洁投资创办的中国首家私人工业设计博物馆在上海落成，其收藏的近千件优良产品展示了工业设计的发展史。2015 年杨明洁开启新手工艺项目，致力于中国传统手工艺的再设计与复兴。

融合了德意志逻辑美学与中国人文思考的设计理念，也使得杨明洁成为了包括波音、奥迪、英菲尼迪、飞利浦、斯沃琪、博世、TUMI、绿色和平、壹基金等众多国际顶尖品牌与公益组织的合作伙伴。从眼镜箱包到飞机内舱，从家居产品到空间展示的多个领域均有精彩作品呈现。如为意大利知名品牌所设计的 T-BOX 家居系统在米兰展主场馆发布，为百年历史的皇家雪兰莪设计的“知竹常乐”茶具系列获得了中国第一夫人的赞赏，而为壹基金所设计的系列项目则体现了他作为设计师所承担的一种社会责任。

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## About the Author

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Jamy Yang has received master degree of industrial design from Germany with full scholarship of WK Foundation after 7-year study in Zhejiang University and China Academy of Art. He went on to design products for Siemens at their headquarters in Munich. It is his fusion of craftsmanship and innovation that has made Jamy one have achieved international recognition, winning over 80 local and international design awards including Red Dots, iF, G-mark, IDEA and DFA Silver. His pieces of work have been showing in renowned design exhibitions and museums worldwide. On returning to China in 2005, he founded YANG DESIGN which has been developed to leading design consultancy with forward-thinking based on local insights in China. In the year 2013, Jamy invested and founded YANG DESIGN MUSEUM which becomes China's first private industrial design museum. Jamy has been collecting thousands of inspirational items and good products and he houses them in his museum in a converted industrial building in Shanghai, cluing a long history of industrial design. In 2015, Jamy Yang starts his new product collection "New Crafts" as sub-brand, to contribute in redesigning and making Chinese traditional craftsmanship revival.

With a good combination of German logical aesthetic and Chinese humanistic thinking, Jamy has formed his own design philosophy and become good partner with renowned global brands and non-profit organizations including Boeing, Audi, Infiniti, Philips, Swatch, BOSCH TUMI as well as Green Peace, One Foundation etc. He has good pieces come out as diverse as glasses, suitcase, airplane cabin, home furniture and space design. Example: T-BOX multi-functional home system he designed for one Italian famous brand launched at main pavilion of Salone Milano; Serenity tea set he designed for the largest pewter boutique brand launched globally and appreciated by Chinese first lady Ms PengLi yuan. A series of projects working with One Foundation shows his belief for taking social responsibilities as a role of designer.

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## YANG DESIGN 介绍

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YANG DESIGN (杨设计顾问) 为中国最具前瞻思维的设计顾问公司, 也是中国首家囊括包括德国红点、iF、日本 G-Mark、美国 IDEA 在内全球四大设计奖项的顾问机构, 至今累计获得了八十多项设计大奖。

下设 YANG DESIGN 设计策略研究所、CMF 与趋势研究实验室、用户体验与服务设计实验室、YZ 品牌战略顾问机构、工业设计博物馆及新手工工艺研究院等多个专业研究机构, 总部位于上海, 在瑞士、苏州设有分支机构。

YANG DESIGN 提供以用户体验为中心的品牌战略、数字营销、设计策略、工业设计、信息交互、公共与服务设计等设计咨询业务, 涉及领域包含智能家居、消费电子、交通工具、时尚快消、教育金融、建筑地产等行业, 为全球众多领先品牌实现了创新的社会与商业价值。如绿色和平、壹基金、波音、奥迪、通用、西门子、三星、飞利浦、ABB、斯沃琪、杜邦、Herman Miller、施耐德、日立、英菲尼迪、联想、海尔、华为、万科、SOHO 等。其中为波音所做的研究与服务设计提升了效率和体验; 为万科设计的公共与服务系统助力智慧城市的创建; 为壹基金所做的系列公益项目实现了创新的社会价值; 为数个智能硬件团队所设计的产品项目获得了上千万美金的融资。

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## About YANG DESIGN

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YANG DESIGN is a design consulting firm with forward thinking in China. It is also the very first Chinese winner of the top 4 international awards -- Red Dot, iF, G-Mark and IDEA, and has won more than 80 design awards in history.

It is equipped with YANG DESIGN STRATEGY INSTITUTE, CMF INNOVATION LAB, USER STUDY & SERVICE DESIGN LAB, YZ Brand strategy consultancy, Industrial Design Museum and Neo Handicraft Study Institute. YANG DESIGN has headquarter in Shanghai and branches in Switzerland and Suzhou. YANG DESIGN provides user experience-centered design consulting service of brand strategy, digital marketing, design strategy, industrial design, interaction, and public service design.

YANG DESIGN has been working on industries including smart home, consumer electronics, transportation, FMCG, education, finance and real estate industry. YANG DESIGN has helped renowned brands in China and abroad to increase business value and social impact, including Greenpeace, One Foundation, Boeing, Audi, GM, Siemens, ABB, Samsung, Philips, Swatch, DuPont, Herman Miller, Schneider, Hitachi, Infiniti, Lenovo, Haier, Huawei, Vanke, SOHO.

YANG DESIGN has provided research and service design for Boeing, assisted Vanke to build smart city, and designed products that helped numbers of smart hardware start-ups in capital raising. The projects for One Foundation has created great social impact by design innovation.



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# Chapter 1

## 第一章

产品设计“考古学” - 中国设计断代史  
Design through product archaeology - the  
disappearing Chinese design history

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# 第一章 1 / 产品设计“考古学”

Design through product archaeology