

ICPDC

2018

国际级 创意设计大赛

优秀作品集

INTERNATIONAL CREATIVE PATTERN DESIGN COMPETITION

EXCELLENCE COLLECTION

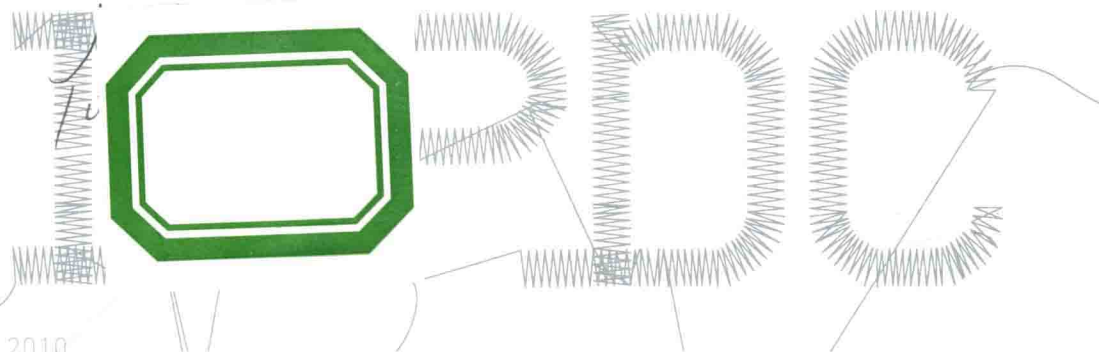
吴海燕 | 主编 姜图图 | 执行主编

Wu Haiyan | Chief Editor Jiang Tutu | Executive Editor



中国纺织出版社





国际创意图案设计大赛

优秀作品集

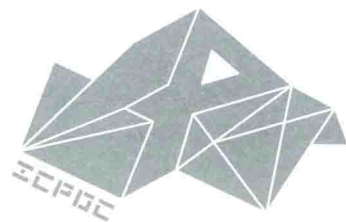
INTERNATIONAL
CREATIVE
PATTERN DESIGN
COMPETITION

EXCELLENCE COLLECTION

吴海燕 | 主编 姜图图 | 执行主编

Wu Haiyan | Chief Editor Jiang Tutu | Executive Editor

中国纺织出版社



内 容 提 要

“2010国际纹样创意设计大赛”是由中国美术学院和杭州市政府共同主办的国际性文化创意赛事，是2010年度杭州文创博览会的重点项目之一，是现代设计和传统文化、技艺对话交流的专业研讨和展示平台。本次大赛以“地球生命”为主题，从纹饰文化和现代设计的关系出发，探讨“纹样”在现代设计中的“跨界”运用及其意义。本作品集收录了来自英、法、德、日等8个国家和地区的优秀参赛作品，涵盖了工业设计、平面设计、染织设计、服装设计等多个设计和艺术领域，呈现了设计创意中“跨界”的魅力。

图书在版编目 (CIP) 数据

2010国际纹样创意设计大赛优秀作品集 / 吴海燕主编.——
北京：中国纺织出版社，2014.4
ISBN 978-7-5064-9875-3
I. ①2… II. ①吴… III. ①纹样—作品集—世界—现代 IV. ①
J532
中国版本图书馆CIP数据核字（2013）第150361号

策划编辑：郭慧娟 责任编辑：王璐 责任校对：梁颖
责任设计：非白工作室 责任印制：杭州乐通印刷有限公司

中国纺织出版社出版发行

地址：北京市朝阳区百子湾东里A407号楼 邮政编码：100124

销售电话：010—87155894 传真：010—87155801

<http://www.c-textilep.com>

E-mail: faxing@c-textilep.com

官方微博<http://weibo.com/2119887771>

杭州乐通印刷有限公司印刷 各地新华书店经销

2014年4月第1版第1次印刷

开本：889×1194 1/8 印张：19

字数：152千字 定价：158.00元

凡购本书，如有缺页、倒页、脱页，由本社图书营销中心调换

目录
/
Contents

项目介绍	002 / 005	大赛展区	026 / 027
Introduction		Exhibition	
/		/	
大赛简介	006	全场大奖	028 / 031
Competition Profile		Grand Prize	
/		/	
大赛主题	007	最佳概念创意奖	032 / 035
Competition Theme		Best Concept Award	
/		/	
参赛院校和机构	008	最佳应用奖	036 / 039
Participating College, University and Institute		Best Design Application Award	
/		/	
评审团成员	009 / 017	最佳材料创意奖	040 / 043
Judges		Best Material Award	
/		/	
获奖名单	018 / 019	最佳媒体评价奖	044 / 047
Awards List		Best Media Review Award	
/		/	
初评花絮	020 / 021	最受公众欢迎奖	048 / 049
Features of Preliminary Assessment Review		Best Public Opinion Award	
/		/	
终评花絮	022 / 023	国家奖	050 / 051
Final Assessment Highlights		National Award	
/		/	
公共展区	024 / 025	优秀奖	052 / 067
Exhibition for Public		Award of Excellence	
/		/	
		入围作品	068 / 162
		Finalists	

2010

国际级样 创意设计大赛

优秀作品集

INTERNATIONAL CREATIVE PATTERN DESIGN COMPETITION

EXCELLENCE COLLECTION

主办单位 / Sponsor

杭州市政府

Hangzhou Municipal Government

中国美术学院

China Academy of Art

承办单位 / Organizer

中国美术学院设计学院·染织与服装系

Department of Fashion & Textile Design, Design School, China Academy of Art

中国美术学院纺织服装研究院

Fashion & Textile Research Center, China Academy of Art

浙江省创意设计协会

Zhejiang Creative Design Association

总策划 / Chief Planner

吴海燕 Wu Haiyan

总执行 / Executive Director

姜图图 Jiang Tutu

大赛组委会委员 / Organizing Committee Members

陶音 Tao Yin / 郎青 Lang Qing / 吴碧波 Wu Bibo / 萧颖娴 Xiao Yingxian /

徐燚 Xu Yi / 李艾虹 Li Aihong / 夏云 Xia Yun / 朱李婷 Zhu Liting

项目介绍

/

Introduction

自2010年10月始，杭州市政府与中国美术学院携手举办的“以纹样文化传播和解读为核心的创意大赛和设计师邀请展”等活动已经历经三届，都获得了巨大的成功，成为杭州文创博览会的亮点，形成以“国际纹样创意展”为品牌的可持续性的国际性文化项目，并可作为现代设计和传统文化、技艺进行对话交流的专业研讨与展示平台。

作为“国际纹样创意展”的首届活动，“2010国际纹样创意设计大赛”是相关系列活动的重中之重，受到了国际国内业界的关注。本次大赛同时也是2010年度杭州文创博览会的重点项目之一，于10月16日上午在文博会主会场和平国际会展中心正式拉开帷幕。大赛以“地球·生命”为主题，以纹样创意为核心，是国际性文化创意赛事。来自英、法、德、日等8个国家和地区，遍及工业设计、平面设计、染织设计、服装设计以及其他综合设计领域的选手，在比赛中一决高下。

围绕大赛，项目子活动还安排了“国际创意设计头脑风暴论坛”、“纹样之文化解读研讨会”等系列学术活动。大赛评委为来自法国、德国、英国、意大利、瑞典、韩国及中国台湾等国家和地区的国际创意设计领域的十余位领军人物、著名专业权威人士、时尚媒体记者及评论家，他们为复赛评审并颁奖，同时也担任大赛期间“头脑风暴论坛”和各项讲座的嘉宾。

杭州电视台、《杭州日报》、《中国青年时报》等多家知名媒体全程跟踪采访了本次大赛。

2010

国际纹样
创意设计大赛

优秀作品集

INTERNATIONAL
CREATIVE
PATTERN DESIGN
COMPETITION

EXCELLENCE COLLECTION

展览篇

2010国际纹样创意设计大赛以生活化的语言诠释纹样设计专业学科的高度，带来了一次全新的视觉冲击。为与“地球·生命”的主题相呼应，独具匠心的各类设计作品，无论是从构思方面还是艺术表现形式，都充分体现了参赛选手对当今绿色环保、民族文化遗产、高新技术等相关领域的热门话题的关注。而对于创意的解读，现场评审专家是这样评价的——也许创意并不需要多么夸张，有时候只是抓住一两个恰当的元素加以应用，就能收到很好的效果。

开幕式当天，展览场地观众数达到了上千人次，会展现场反响强烈，大众对现场作品表现出浓厚的兴趣，其中以纹样创意为内容的沙发等家具作品当场获得企业的认可而签下订单。

交流篇

杭州市副市长陈小平先生为“国际创意设计头脑风暴论坛”开幕致辞。本次论坛的研讨涉及文创产业的诸多方向，论坛的举行将加快推动杭州文创产业与国际创意产业的交流合作，进一步推进杭州创意产业的快速发展。在以“国际创意设计头脑风暴论坛”为主导的系列学术活动中，来自多个国家的专家和学者进行了热烈的学术交流，并针对广大设计师、院校师生进行系列相关内容的讲座，不仅在学术圈激起一阵阵创意浪花，也给在场的与会人员上了一堂堂宝贵而生动的课程。

纽约帕森学院讲师、意大利柏丽慕达（POLIMODA）设计学院副院长帕特里克·德·穆克先生，在这里展开了一场题为“国际创意巨擘解读设计的魅力”的讲座，讲座中，穆克教授与听众进行了激烈的讨论。曾在H&M担任设计部主管、现为H&M创意顾问的玛格丽特·范·登·博世女士，以及圣马丁艺术学院染织服装系主任安娜·史密斯女士等嘉宾的讲座也无一例外地赢得了在场听众的热烈掌声。

典礼篇

作为本年度杭州市文创博览会的重头项目，2010国际纹样创意设计大赛颁奖典礼于10月18日19:30在中国美术学院南山路校区中庭花园顺利拉开帷幕。出席此次颁奖典礼的领导嘉宾有市委常委、副市长沈坚，中国美术学院院长许江，中国美术学院党委书记钱晓芳等。数名国际知名创意人士作为颁奖嘉宾出席，此外还有来自各个国家和地区的设计大师和参赛选手到场。

典礼在德国国际著名音乐人、作曲家延斯优美的音乐中正式开始。大赛的最高奖项——全场大奖由中国美术学院的李佩颐、王子晋摘得，而最佳创意奖、最受公众欢迎奖、最佳应用奖等7名个人大奖以及10名优秀奖和6名组织纪念奖也花落各家。

2010国际纹样创意设计大赛从开始筹备到顺利闭幕，凝结了无数人的心血，在圆满落下帷幕的那一刻，我们有理由相信，中国的文化创意产业、纹样创意事业明天会更好！



项目介绍

/

Introduction

It has been three times that Creative Competition and Designer Invitation Exhibition focused on pattern culture communication and interpretation was organized successfully by Hangzhou Municipal government and China Academy of Art since October 2010. And it is the highlight event of the *Hangzhou Culture & Creative Industry EXPO*, shaping a sustainable international culture project branded on *International Pattern Innovation Exhibition* and providing a professional platform for discussion, communication and exhibition among modern design, traditional culture and skill.

As the 1st International Pattern Creative Competition, International Creative Pattern Design Competition 2010 was the focus of the serial activities, which attracted the attention from the domestic and international fields. At the same time, the competition as the key project of Hangzhou Cultural & Creative Industry EXPO 2010 was opened officially in the Hangzhou Peace International Convention Center on October 16th. Themed "Earth · Life", it featured creative pattern as a global cultural creation competition. The competitors came from the UK, France, Germany, Japan and other areas to compete in industrial design, graphic design, textile design, costume design and other related areas.

In addition, there were some other sub-projects for the competition, including brain storm forums for international creative design, symposiums on pattern culture interpretation, and etc. The jury was comprised of experts in the international creative design industry from France, Germany, the UK, Italy, Sweden, Korea and Taiwan. Renowned leaders, professional authorities, fashion journalists and critics judged the entries and awarded the winners in the ceremony. They were the lecturers in the brain storm forums and symposiums.

Hangzhou TV station, Hangzhou Daily, Youth Times, and other media have reported the whole process of the competition.

2010

国际级样
创意设计大赛

优秀作品集

INTERNATIONAL
CREATIVE
PATTERN DESIGN
COMPETITION

EXCELLENCE COLLECTION

Exhibition

ICPDC 2010 interpreted the expertise with daily words, which brought a visual impact on us. With the theme of "Earth · Life", the design works reflected the competitors' interest in environment protection, national culture inheritance, high tech and other related areas from their concept and expression. The jury's idea on the interpretation of creativity was that perhaps it did not need much exaggeration: sometimes if one or two elements could be used properly, it would turn out to be good.

On the day of opening ceremony, thousands of people came to the exhibition hall and were interested in the exhibits. Some of them were willing to buy the works and some exhibits like sofas even brought an order.

Communication

Chen Xiaoping, Vice Mayor of Hangzhou, gave a speech in the opening ceremony of ICPDC 2010. The workshops in the forum involved several directions of cultural & creative industry, and it would promote the communication between Hangzhou cultural & creative industry and international creative industry, stimulating the development of our local cultural & creative industry. The experts and scholars from several countries had a fierce discussion in the international creative design brain storm. In addition, they gave lectures to the designers and college students to stimulate more creativity in the academic area.

Patrick De Muynck, Lecturer of Parsons School of Design and Vice President of Polimoda International Institute of Fashion Design and Marketing, lectured on the charm of design interpreted by an international creative expert. And he had a discussion with the audience. Some other lectures were given by Margareta Von Borch, Design Director for H&M and Anne Smith, Dean of School of Fashion & Textiles of Central Saint Martins College of Art and Design.

Ceremony

The award ceremony of ICPDC 2010 was held in the central garden on Nanshan Campus of China Academy of Art at 19:30 on October 18th. As the main project of Hangzhou Cultural & Creative Industry EXPO, Shen Jian, Vice Mayor of Hangzhou, Xu Jiang, President of China Academy of Art, Qian Xiaofang, CPC Secretary of China Academy of Art, attended the ceremony. In addition, several internationally famous creative experts joined us as honored guests.

The ceremony opened with the beautiful melody from Jens Mahlsted, a famous German musician and composer. The First Prize for the ICPDC 2010 was awarded to Li Peiyi and Wang Zijin from China Academy of Art. In the ceremony, the best concept creative award, best public opinion award, best application award and some other awards were also issued.

International Creative Pattern Design Competition 2010 was a great success because of the efforts of numberless people. And we could forecast a better future for China's cultural & creative industry and creative pattern industry.

大赛简介

/

Competition Profile

21世纪人类生存所共同关注的是“地球的生命”，人类生活所提倡的核心价值同样是具有可持续性的创意设计。为了推动创意产业的发展，打造发掘培养设计创新型人才的专业平台，杭州市政府和中国美术学院共同主办2010国际纹样创意设计大赛。本次大赛以“地球·生命”为主题，突出设计的前瞻性、跨界性，力图使本大赛的学术性和时尚性成为创意产业界的典范。

大赛在专业学术顾问机构的指导下，在国际范围内征稿。参赛选手来自英、法、德、日等8个国家和地区，选手遍及工业设计、平面设计、染织设计、服装设计以及其他综合设计领域。参赛选手中有专业团队、独立设计师、专业院校师生以及设计爱好者，上至年过七旬的老翁下至青春勃发的九零后设计师，他们的参赛作品构思新颖、艺术表现力强，普遍表达了对地球生命的热爱，以及对当今绿色环保、民族文化传承、高新科技等相关领域热门话题的关注。

本次大赛邀请到来自国内外的著名设计师、艺术设计教育家、文化创意知名人士、著名时尚媒体记者、著名时尚评论家、知名企业家等专业人士来担任大赛的终评评委。大赛于2010年杭州文化创意产业博览会开幕之际进行最终奖项的角逐，评选出全场大奖、最佳创意奖、最佳应用奖等七名个人大奖和若干集体组织奖。

What is at the center of common concern for existence in the 21st century is "life on the Earth". The core value advocated in life is also associated with sustainable creative design. To promote the development of creativity industry and build a professional platform for discovering and training creative talents in design, Hangzhou Municipal Government and China Academy of Art jointly organized the 2010 International Creative Pattern Design Competition, which focused on the theme of "Earth · Life" and emphasized foresight and field-crossing of design, in an attempt to make the academic and fashion features of the competition a paragon in creativity industry.

Under the guidance of professional and academic consultants, the competition solicited works on an international basis, with contestants from eight countries and regions including Britain, France, Germany and Japan, and covering industrial design, graphic design, textile design, fashion design and other comprehensive design fields. Professional teams, independent designers, students and teachers from specialized schools and design fans were found among the contestants with their age spanning from old man in seventies to young people born in 1990s. Their works were imaginative in conception and strong in artistic expression, mostly voicing their love for life on earth and their concerns for hot topics in relevant fields of green and environmental protection, national culture heritage, new and high technology.

Professionals including well-known designers, art design educators, renowned figures in cultural creativity, famous fashion media journalists, fashion critics and entrepreneurs were the final judges for the competition. Contention for final awards unfolded at the opening of 2010 Hangzhou Culture & Creative Industry EXPO, with seven personal awards, such as the Grand Award, the Best Creativity Award and the Best Application Award, and several group organization awards.

大赛主题

/

Competition Theme

地球·生命

我们只有一个地球，也只有一次生命。珍惜生命、爱护地球、和谐生活。我们要思考地球生命的意义，反思当前过度生产给人类生活带来的伤害。提倡好的设计，持续生命，让我们的地球生命和谐共存、生生不息。

根据大赛主题，从纺织、服装、工业造型、建筑等相关专业领域，进行以纹样创意为核心的创意产品设计或艺术品创作。本次大赛强调纹样设计的原创性、时尚性、综合性和跨界性；参赛作品要求体现主题概念创新性、设计的系统性与完整性，作品能表现技术和艺术的融合，形成新的材料语言和形式语言。

Earth·Life

We have only one Earth and only one life. We need to cherish life, protect the Earth and make our life harmonious. We need to think about the meaning of life on the Earth and introspect on the harms brought by overproduction to human life. We encourage good designs for sustaining life, enabling life on the Earth to coexist in harmony and live on and on with each other.

Based on the theme of the competition, creative product design or artwork creation centering on decorative pattern creativity were called for in relevant specialized fields of textile, apparel, industrial modeling and architecture. The competition fed on the originality, fashion, comprehensiveness and fields-crossing of decorative pattern design. Contesting works were original in theme and concept, systematic and complete in design, showing the combination of technique and art, and new material language and formal language.

参赛院校和机构

/

Participating College, University and Institute

爱沙尼亚艺术学院	Estonian Academy of Arts	英国曼切斯特艺术学院	Manchester School of Art
北京服装学院	Beijing Institute of Fashion Technology	英国中央圣马丁 艺术与设计学院	Central Saint Martins College of Arts and Design University of the Arts London
德国汉诺威应用技术大学	Hochschule Hannover University of Applied Sciences and Arts	浙江大学	Zhejiang University
德国斯图加特造型艺术学院	Stuttgart State Academy of Art and Design	中国美术学院	China Academy of Art
东华大学	Donghua University	杭州师范大学	Hangzhou Normal University
大连工业大学	Dalian Polytechnic University	浙江科技学院	Zhejiang University of Science and Technology
广州美术学院	Guangzhou Academy of Fine Arts	浙江理工大学	Zhejiang Sci-Tech University
惠州学院	Huizhou University	浙江绍兴文理学院	Shaoxing University
淮阴工学院	Huaiyin Institute of Technology	浙江树人大学	Zhejiang Shuren University
江南大学	Jiangnan University	浙江万里学院	Zhejiang Wanli University
拉脱维亚艺术学院	Art Academy of Latvia	中原工学院	Zhongyuan University of Technology
鲁迅美术学院	Luxun Academy of Fine Arts	中央美术学院	China Central Academy of Fine Arts
南通大学	Nantong University		
南京艺术学院	Nanjing University of the Arts		
清华大学美术学院	Academy of Arts &Design, Tsinghua University		
成都理工大学	Chengdu University of Technology		
复旦大学	Fudan University		
四川美术学院	Sichuan Fine Arts Institute		
汕头大学	Shantou University		
苏州大学	Soochow University		
苏州工艺美术职业技术学院	Suzhou Art & Design Technology Institute		
台湾冈业科技	OKTEK Corp. Taiwan		
天津美术学院	Tianjin Academy of Fine Arts		
武汉纺织大学	Wuhan Textile University		
无锡工艺职业技术学院	Wuxi Institute of Arts & Technology		
西安工程大学	Xi'an Polytechnic University		
西安美术学院	Xi'an Academy of Fine Arts		
厦门大学	Xiamen University		

评审团成员

/

Judges

亚历山大·克莱恩	Alexander Krenn	马克·奥迪拜特	Marc Audibet
安娜·史密斯	Anne Smith	玛蒂娜·格鲁姆	Martina Glomb
恰伊·邦德	Cay Bond	玛格丽特·范·博世	Margareta van Bosch
延斯·马哈斯德	Jens Mahlsted	帕特里克·德·穆克	Patrick De Muynck
琴基淑	Keysook Geum	斯丁·哈尔博罗	Steen Halbro
柳冠中	Liu Guanzhong	王雪青	Wang Xueqing
林家阳	Lin Jiayang	吴海燕	Wu Haiyan
吕美安	Lv Mei'an	许平	Xu Ping

亚历山大·克莱恩 英国

Alexander Krenn UK

平面设计师

时装与纺织设计师

Famous Fashion and Textile Designer



Vivienne Westwood 创意团队首席设计师

Leading Designer for Vivienne Westwood

安娜·史密斯 英国

Anne Smith UK

英国中央圣马丁设计艺术学院 教授

Professor of Central Saint Martins College of Art and Design



英国中央圣马丁设计艺术学院染织服装系主任

Dean of School of Fashion & Textiles ,

Central Saint Martins College of Art and Design

恰伊·邦德 瑞典

Cay Bond Sweden

瑞典著名时尚杂志 *CLIC* 编辑

Editor of Sweden Famous Fashion Magazine *CLIC*



斯德哥尔摩&巴黎国际设计咨询机构 顾问

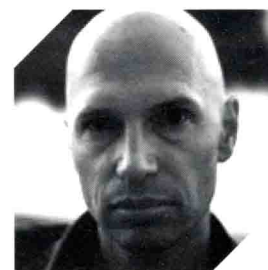
Consultant of Stockholm & Paris International Design consultant Agent

延斯·马哈斯德 德国

Jens Mahlsted Germany

音乐制作人兼作曲人

Music Producer and Composer



德国布莱梅音乐家

German Bremen Musician

琴基淑 韩国

Keysook Geum *Korea*

韩国首尔弘益大学美术学院

纺织艺术与时装设计专业 教授

Professor of Textile and Fashion Design,
Hongik University: College of Design&Arts



中国中央美术学院客座教授

中国美术学院客座教授

Guest Professor of China Central Academy of Fine Arts and
China Academy of Art

柳冠中 中国

Liu Guanzhong *China*

清华大学美术学院 教授 博导

Professor and Doctoral Advisor of Academy of Arts & Design,
Tsinghua University



中国工业设计协会荣誉副会长兼专家委员会主任

国务院教学指导委员会工业设计工程硕士领域组组长

Honorary Vice-President and Director of Expert Committee of China Industrial Design Association

Director of Teaching Guidance Committee of the State Council for Engineering Master Degree of Industrial Design

林家阳 中国

Lin Jiayang *China*

同济大学传播学 设计艺术学 教授

Professor of Communication and Design Arts , Tongji University



教育部艺术设计教学指导委员会 副主任

中国艺术研究院特聘研究员兼视觉艺术研究委员会 主任

Deputy Director of Teaching Guidance Committee on Art and Design, Ministry of Education

Distinguished Researcher of China Art Institute and Director of Visual Art Research Committee

吕美安 中国

Lv Mei'an *China*

同济大学教授

Professor of Tongji University



同济大学侨联常务副主席

Excutive Vice-President of The Overseas Chinese Association