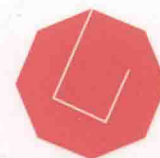


# 2016/2017 中国好设计年鉴

[德] 彼得·扎克 编著  
施洁予 译

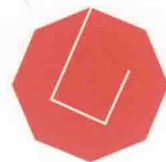


中国好设计  
China Good Design  
由红点主办 Organized by Red Dot

江苏凤凰科学技术出版社

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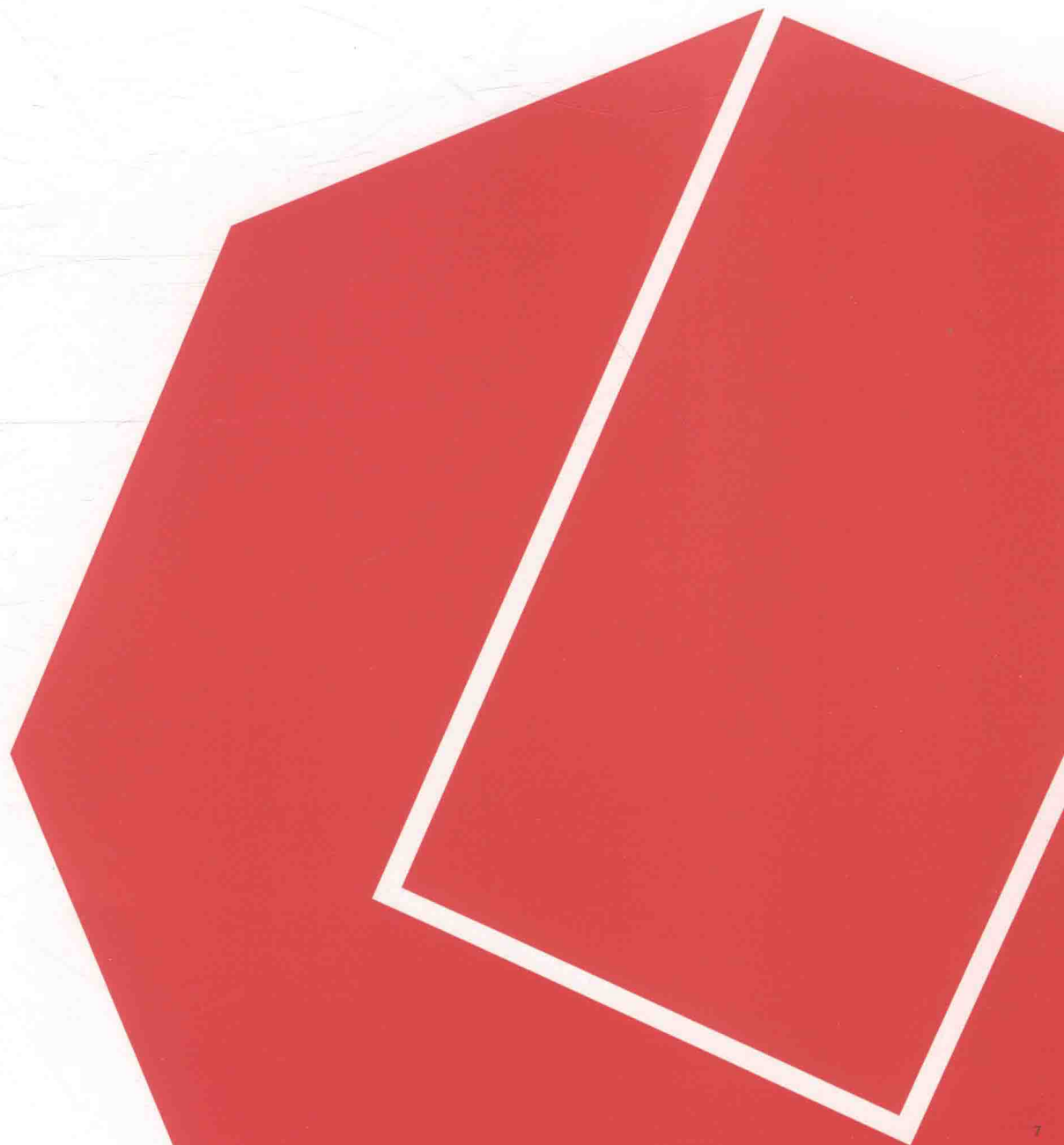
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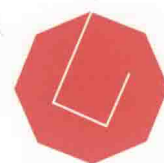
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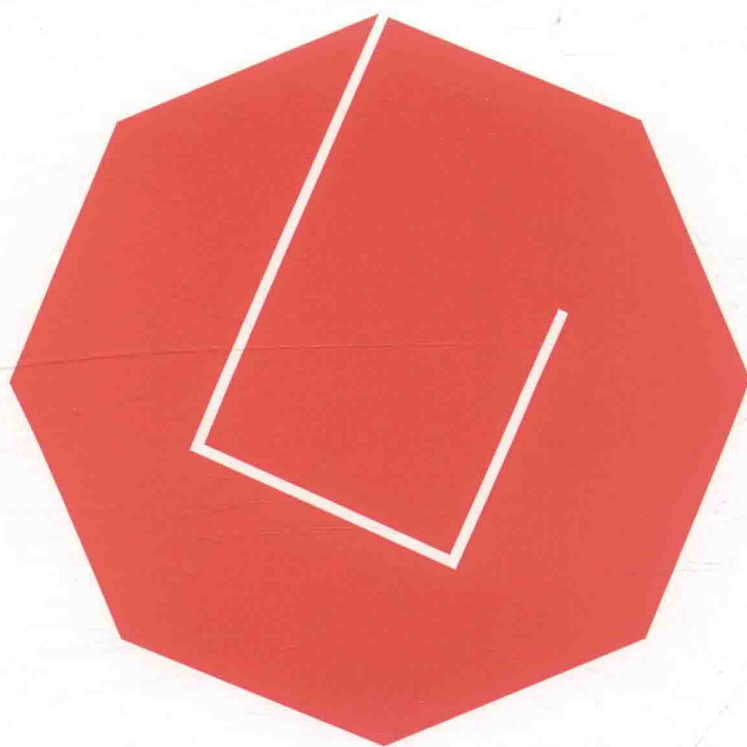
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中国好设计

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## 中国好设计

“中国好设计”的标志体现了中国传统文化的基本哲学概念，蕴含了丰富的文化含义。“中国好设计”从创立伊始，就秉持“为中国而设计”的理念，而其标志也传达了这样一个信息——我们在寻找这样一类设计，它们不仅服务于中国人的美学需要，同时也服务于中国人的文化基因。它们无疑将成为中国市场上最成功的设计。

“中国好设计”颁奖典礼的舞台上有一条由标志演化而来的“G”字形的道路，我们称之为“成功之道”（The Path to Success）。我们希望“中国好设计”奖能够伴随着中国设计的新的力量一同成长。在每年的颁奖典礼上，每一位获奖者都会走上舞台步入这条“成功之道”。他们收到评委颁发的奖状，在全球设计师祝贺的掌声中，体会“因追求极致设计而获得荣誉和品牌提升”这一独特的“成功之道”。

## China Good Design

The logo for the “China Good Design” award reflects traditional Chinese philosophy. It embodies a rich tapestry of cultural meanings, which has ingrained itself into the make-up of the Chinese people. From its beginnings, the “China Good Design” award has held on to its ideals of “designing for China”, and the logo design also communicates the same message – that we are in search for design that does not only serve the aesthetic needs of the Chinese people, but also, understands their cultural make-up. These designs will undoubtedly become the most successful types of design in the Chinese market.

The stage for the “China Good Design” award ceremony has a G-shaped runway evolved from the logo; named this “The Path to Success”. We hope that the “Chinese Good Design” award will grow together with the new up-and-coming leaders in the market. At the award ceremony every year, each winner will walk up the stage into “The Path to Success”. The winners harvest the awards given by the judges, and amidst the congratulatory applause of designers across the globe. They will experience the unique “path to success”, the honour and brand enhancement that came about due to their pursuit of exquisite design.

# 推荐序

## Foreword



林洪美 博士  
“中国好设计”奖中国合作伙伴  
厦门文广传媒集团有限公司 总经理

Doctor Lin Hongmei  
China Good Design Award Collaboration Partner  
General Manager of  
Xiamen Culture Media Group Co., Ltd

### 中国好设计的“成功之道”

2016年，是“中国好设计”奖开办的第二年，我们继续为中国市场寻找优秀的设计作品。

在这一年中，“中国好设计”奖收到了来自全球的2098件注册参赛作品。其中有498件作品获得提名。经过12位国际评审的现场评审，最终评选出金奖作品15件、优胜奖作品123件、荣誉奖作品20件。又一批新的设计师、制造企业踏上“成功之道”，捧起荣誉、收获掌声。而这仅仅是一个开始。

2016年4月，我们带着2015年的部分“中国好设计”奖获奖作品，于米兰国际设计周期间在意大利米兰展出，得到了欧洲设计界的高度认可，相关企业和设计师收获了极大的国际声誉。更值得高兴的是，2015年的一些“中国好设计”奖作品，在2016年冲击德国红点设计大奖并获得了成功。这些都说明

了，“中国好设计”的“成功之道”是一条长远的创新与收获之路。

在2016年“厦门国际设计周——红在中国”期间，我们再次举办了“一对一评审见面会”的活动。两场的见面会，让参评者更加深入地了解如何实现优秀的设计，让许多参评者受益匪浅。这也是我们举办评审见面会的初衷，希望参评者可以得以进步，希望中国设计可以走向极致。

当诸位打开今年“中国好设计”年鉴的时候，希望大家能够记住这些作品。因为它们不仅代表了中国设计的新力量和新趋势，也代表了国际一流设计品牌对中国市场的深度理解，同时见证了一群秉持“设计改变生活”信念的设计师们的成功之道。他们在此被载入史册，成为时代的见证者与开拓者。

### China Good Design “The Path to Success”

2016 marks the second year for China Good Design Award. We continue with the search for outstanding designs for the Chinese market.

This year, CGD has received 2,098 design works from all over the world, among which, 498 were nominated. After the on-site judging by 12 jury members, we have 15 CGD Gold Winners, 123 CGD Winners and 20 CGD Honourable Mentions. A new group of designers, manufactures have come to the “Path to Success”, harvesting their awards and enjoying applause from the audience. Yet, this is just the beginning.

In April, 2016, we led some of the award-winning designs of 2015 China Good Design Award to Milan and exhibited their works during the Milan International Design Week. They were well-received by the design community in Europe and the companies together with the designers have improved their reputation globally. To our delight, some of the 2015 CGD award-winning designs

have also successfully achieved success in Red Dot Award: Product Design 2016. Therefore, the “Path to Success” of “China Good Design” is a path that leads you to long-term innovation and success.

During the “Xiamen International Design Week—Red Dot in China 2016”, we had one-on-one sessions for the designers to meet the jury, through which they got a better idea on how to deliver good design. It was a rewarding experience for designers and that's why we wish to have this session. We want to see the improvement and progress of the participants and let Chinese design go up a notch.

When you open this year's CGD Yearbook, I wish you can remember these designs well. They represent the new trend of design in China. Furthermore, they also reflect the in-depth understanding of world leading brands about the Chinese market. It witnessed a group of designers who share the faith of “Change our life through good design” walking on the path to success. Their works are recorded here and they are the explorers and pioneer of our time.



# 前言

## Preface



彼得·扎克 博士、教授  
中国好设计发起人  
红点设计奖主席与创办人

Professor Doctor Peter Zec  
Initiator of China Good Design  
Founder and CEO of Red Dot Design Award

亲爱的读者：

今年，“中国好设计”奖再一次亮相厦门，旨在从中国广阔的市场里甄选出最棒的精品——今年的赛事又一次大获成功。坦率地说，我的确预见今年这个奖项会吸引更多的参与者，引发更多的共鸣，但它的增长速度如此之快，也确实给了我一个不小的惊喜。这是一份荣誉，同时也是对奖项本身的认可。它进一步增强了我的信念，即“中国好设计”奖契合了中国市场的需要，对于国内和国外的参赛者而言，都是如此。中国已经不再只是世界的“生产线”。好的设计能够提升产品的价值，这一理念已经深入人心。中国已经做好准备，迎来属于它自己的设计赛事。

今年的好设计年鉴汇集了158件臻品，其中既有产品，也有创意，它们凭借创新性、原创性和好设计赢得了评委们的认可。一个国际化、专业化的评委团队负责完成评审：来自美洲、亚洲和欧洲的国际知名设计师对作品进行现场、就地评审。最终脱颖而出的作品源自这样一批设计师和匠人，他们敢于将自己的作品交到我们专家的手中，接受他们的独立评审。

Dear Readers,

For the second time now, China Good Design has taken place in Xiamen to find the best products on the vast Chinese market – and it was a complete success. To be honest, I did expect an increasing resonance in relation to the award, but I would have never imagined such enormous growth. It is an honour and a confirmation for the award and strengthens my personal belief that this competition meets the needs of the Chinese market, be it for local or foreign participants. China was ready for its own design competition, since it is no longer merely the world's 'production line', but has internalised the belief that good design brings higher value to a product.

This yearbook presents the 158 best products and ideas of the year, which won over the jury with innovation, originality and good design. The selection was made by an international specialist jury: Designers of global repute from America, Asia and Europe assessed the entries live and in situ. The outcome is a set of deserved winning products by manufacturers and designers who have shown the courage to subject their work to the independent assessment of experts.

每一个值得信赖的国际设计大奖都需要用国际化的视角，对报奖作品进行评审。“中国好设计”奖还特别将中国人的习惯、设计师的理念和文化的表达纳入其中。正是出于这一考量，“中国好设计”奖欢迎所有想要用一流品质赢得中国客户心的产品前来参赛，获奖本身也将扩大它们在中国市场的知名度。所以，参与报奖的不仅有来自中国的企业，同时还有来自新加坡、德国、美国、荷兰和韩国的设计师和品牌。

这一奖项也为“从中国客户的角度出发，去理解设计”设定了新的标准。中国好设计的标识认可度很高，标识本身就是“好设计”的代名词。获奖作品在产品的包装和广告上打上好设计的标识，这为消费者提供了指引，帮助他们从海量的产品中甄选出精品。展望未来，我相信这一奖项，能够让好的设计品质具有更高的辨识度和区分度，与此同时，中国也会有一个更加聚焦的设计氛围。

真心期待你能从2016年中国好设计获奖者的作品中获得一些启发、收获一份愉悦！

Every reliable global design award needs to assess its submissions from an international point of view. China Good Design additionally pays attention to the Chinese people's habits, designers' concepts and cultural expressions. Against this backdrop, the competition is open to and promotes all those who wish to win customers on the Chinese market with high-quality products. Thus, not only companies from the mainland of China have submitted their products, but also designers and brands from Singapore, Germany, the USA, the Netherlands and Korea.

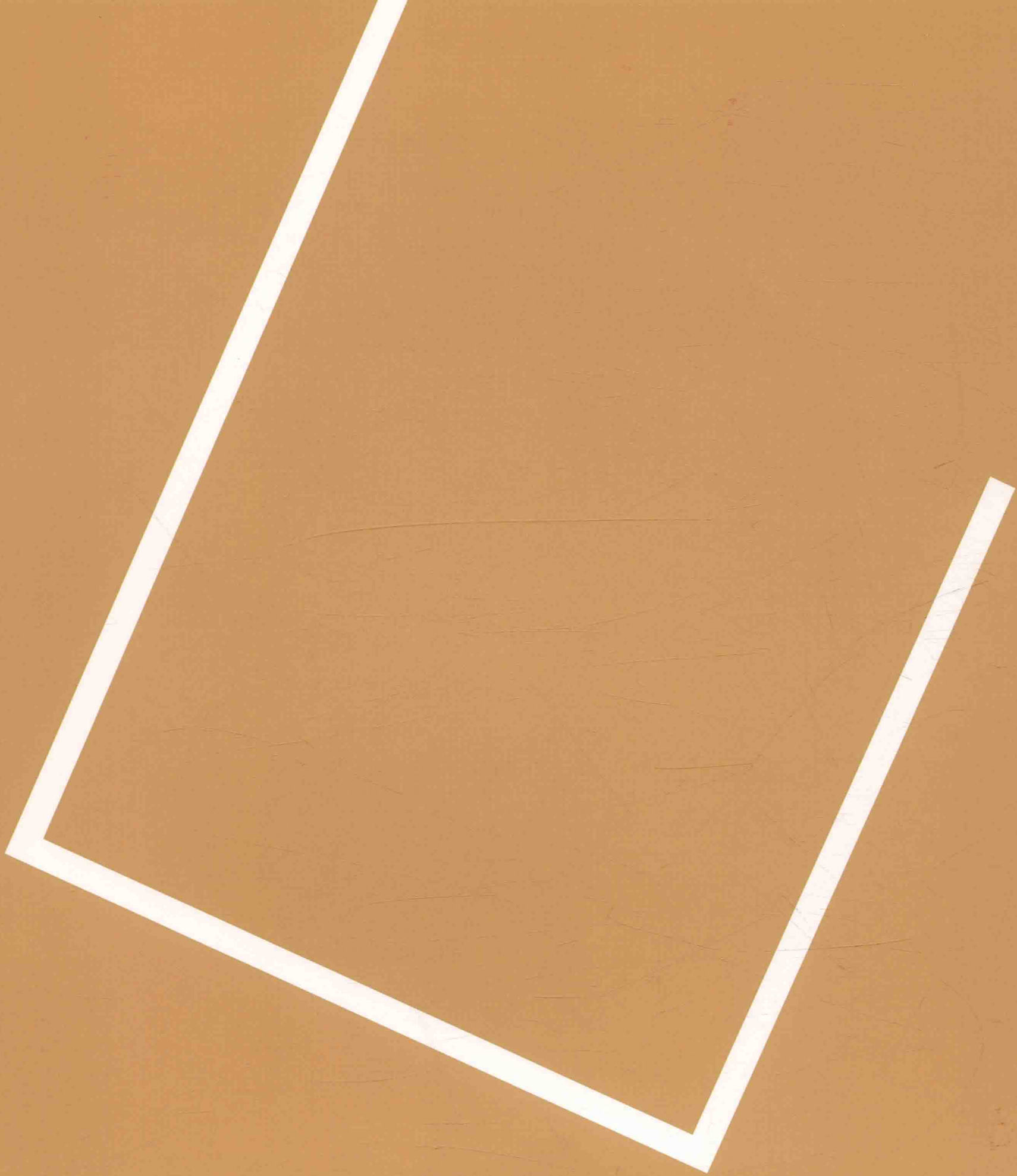
The award also sets a new standard of understanding design on the consumer side in China. The label of China Good Design is very well recognisable and speaks for itself in saying "Good Design". Used on packaging and in advertisements for award-winning products, the label will help consumers to find guidance in the huge product landscape. In the future, I see a clear and visible distinction of good design quality through the award and the outcome of a more targeted design policy in China.

I hope that you get lots of inspiration and enjoyment from the winners of China Good Design 2016!



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金奖  
Gold Winner



冥想坐具  
Meditation Seat  
Ware

制造商  
Manufacturer  
杭州微客设计有限公司  
中国  
NANOIN DESIGN  
China

自有设计部门  
In-house Design  
微客设计机构  
高凤麟  
Nanoin,Gao Fenglin

网站  
Web  
www.nanoin.cn

这是一件从未有过的且真正原创的创新家具。它从人体工学角度探究新的坐姿的可能，帮助人们轻松完成盘腿坐姿。中国古代人们借打坐冥想，将自己的身体蜷成一个有机整体，轻松地把思虑集中在打坐一事上，从而使思想不断地向存在的更高层次拓展。建立在东方哲学的文化习性上，冥想坐具的设计初衷正是希望帮助人们通过良好姿态，保存身体的能量，并借由坐姿形态引发对东方古老生活方式的再思考，且重新审视东方文化对全球人们在生活习性上的意义。冥想坐具虽然三面无靠，但人体工学的原理可令坐者的身体脊柱因自然保持直立而真正得以放松，达到舒缓情绪并保持内心平静的作用。现代人虽仍有盘腿而坐的习惯，却缺少相应的坐具。

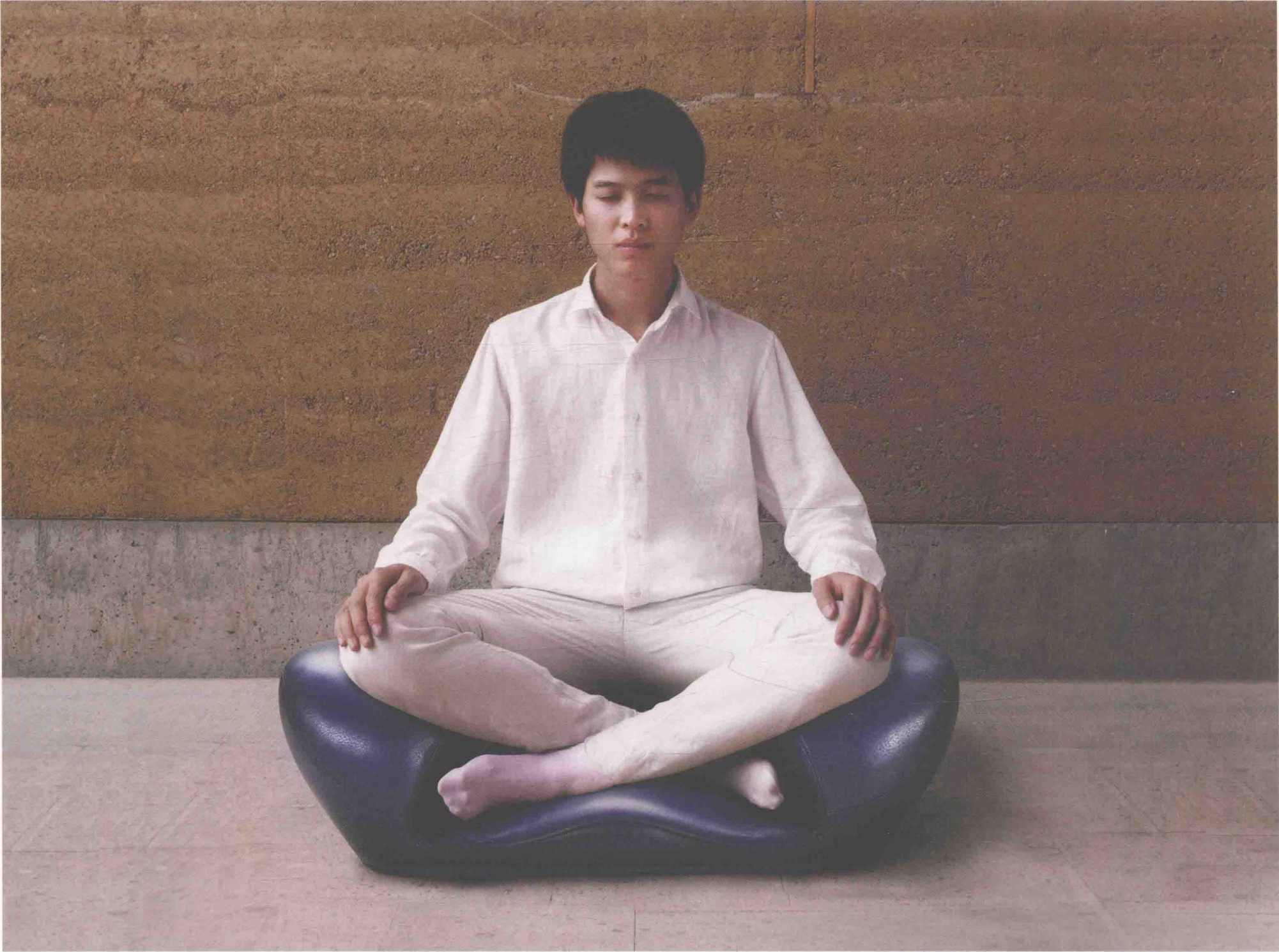
This is an original and novel piece of furniture. It explores a new sitting posture from an ergonomics point of view to help users sit at ease in a cross-legged position. The ancient Chinese used to sit cross-legged in meditation to integrate the body into an organic whole for better concentration, in pursuance of enlightenment on a spiritual plane. On the basis of these cultural traits and habits of Oriental Philosophy, the design for the Meditation Seat Ware was conceived in the hope that it can help users maintain the energy of the body through maintaining good posture. This allows users to contemplate the ancient oriental way of life, re-examine the meaning of life and impact exerted on cultural traits and habits of users. Though Meditation Seat Ware has no backrest, research on ergonomics suggest that sitting in this position, the spine is naturally upright and relaxed, allowing the user to relax, and maintain in a state of inner peace. Although modern people are still used to sitting cross-legged, there is still a lack of corresponding furniture, Meditation Seat Ware fills the gap.







微客设计机构  
Nanoin





微客设计机构（Nanoin）是由设计学博士、中国美术学院教师高凤麟于2009年创办的独立设计事务所。“微客”的名称来源于其持续研究的一种独特的创新思考方法——微设计理念，它以不一样的视角观察事物，并以此获得产品全新的形式。微客设计机构凭借微设计的研究方法展开各类服务设计，主要包含：品牌与服务体系设计、产品设计、空间设计等。

其微设计作品荣获包括德国红点最佳设计奖、德国iF设计奖、亚洲最具影响力设计奖、中国台湾金点奖、中国好设计奖、成功设计奖等40余项设计大奖。2013年微客设计机构获得由德国红点研究机构为红点设计概念大奖发布的红点设计排名第二位的殊荣，仅次于德国设计机构Emami Design，是华人在此项目上的最高排名；2015年再次获得国内第一的排名（全球位列第三）；2015年6月作为中国唯一受邀设计机构参加于德国柏林举行的国际工业设计与创新峰会，全球共10家设计机构受邀，并与可口可乐、沃尔沃、惠而浦、米勒厨具等国际企业一同探讨以体验设计开拓全球未来市场的新方法。

2014年高凤麟受邀参加TED演讲，面向全社会分享并倡导微设计理念，曾获得“中国工业设计十大杰出设计师提名奖”“浙江省优秀创意设计师”“杭州市工业设计十大精英人物”“杭州都市圈新锐文创青年”等荣誉，其博士论文曾获博士研究生国家奖学金。

其红点获奖作品《冥想坐具》获评加拿大权威设计媒体Yanko Design 2014年“Top 30 best of the best”殊荣，并受邀参展2013红点在中国展、2014尤伦斯当代艺术中心展、2014曼谷中国文化中心展、2015台湾文化创意博览会、2016米兰家具展、2016伦敦设计周、2016东京设计周等国际展览，与微客设计机构另一款作品《倾斜杯》共同成为全球知名创新产品。

微客作品被*Interni*（意大利）、红点设计年鉴（德国）、iF官网（德国）、红点官网（德国）、英中时报（英国）、*Chois Gallery*（美国）、*Surface Asia*（美国）、*Vida Simples*（巴西）、*Yanko Design*（加拿大）、*ELLE Décor*（美国）、*Fashion Times*（美国）、*Mail Online*（英国）、*Pinterest*（美国）、*Trends Now*（法国）、*Theneeds*（美国）、*Dutch Cowgirls*（荷兰）等外媒，以及《财经》《瑞丽家居》《产品设计》《居周刊》《壹平方》《居尚》《都市周报》《青年时报》《每日商报》《浙江日报》《钱江晚报》《中国设计在线》等国内媒体多方报道。

Nanoin is an independent design agency founded by Gao Fenglin in 2009. He is the teacher of China Academy of Art and Doctor of Design. The name of the agency comes from one of his research fields. It is a unique and innovative way of thinking called micro design concept. It adopts a different perspective to observe the world and come up with new forms for product. With the help of this research method, Nanoin carries out various design services, which mainly include branding and service system design, product design and space design.

Its design works have won over 40 international and national design awards, including Red Dot Award, Red Dot: Best of the Best, iF Design Award, Design for Asia Award, Golden Pin Design Award, China Good Design Award and Successful Design Award. In 2013, Nanoin took the second spot on the Red Dot Design Ranking for Design Concept, released by the Red Dot Institute, and only second to German design studio, Emami Design. This was the highest ranking earned by a Chinese designer. In 2015, it received the first rank in China (3rd-place globally). In June, 2015, Nanoin was the only invited Chinese design agency (Globally, only 10 design agencies were invited for this event) to attend the International Industrial Design and Innovation Summit held in Berlin, Germany. During the summit, they discussed with world leading famous companies (Coca Cola, Volvo, Whirlpool, Miele kitchen and etc) on the new methods for expanding the global market through experience design.

In 2014, Gao Fenglin was invited to deliver a speech at TED, sharing his micro design ideals to the public. He won the “Honorable Mention for Top 10 Industrial Designers in China”, “Outstanding Creative Designer of Zhejiang”, “Top 10 Industrial Designer in Hangzhou” and “Creative Youth of Hangzhou”. His doctoral dissertation was awarded a national scholarship for PhD candidates.

His award winning Meditation Seat Ware received the title of “Top 30 best of the best” by leading digital magazine, Yankodesign in 2014. He was invited to exhibit his work in Xiamen International Design Business Week—Red Dot in China 2013, Ullens Center for Contemporary Art Exhibition 2014, Chinese Culture Center in Bangkok Exhibition in 2014, Creative Expo Taiwan 2015, Salone Internationale del Mobile di Milano 2016, London Design Week 2016, Tokyo Design Week 2016. The Meditation Seat Ware together with Tilting Cup has become world-renowned product.

Nanoin's work has been reported by international and national news agencies, magazines, such as *Interni* in Italy, *Chois Gallery* in the US, Yearbook of Red Dot Design Award in Germany, *Surface Asia* in the US, *Vida Simples* in Brazil, the website of iF design award, the website of Red Dot Design Award, UK-Chinese *Times* in England, *Yankodesign* in Canada, *ELLE Décor*, *Fashion Times*, *Pinterest*, *theneeds* in the US, Mail Online in England, *Trends Now* in France, *Dutch Cowgirls*, *Caijing Magazine*, *RayLi Home*, *Product Design*, *Ju Weekly*, *Misscity*, *Real Home*, *Hangzhou Weekly*, *QNSB*, *Daily Business*, *Zhejiang Daily*, *Qianjiang Evening News* and CCDOL.com.