

THIRD
SHENZHEN
INDUSTRIAL
DESIGN MAYOR CUP
第三届深圳市工业设计市长杯作品集



岭南美术出版社



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图书在版编目 (CIP) 数据

第三届深圳市工业设计市长杯作品集 / 岳雷编. — 广州: 岭南美术出版社, 2001.12
ISBN 7-5362-2451-6

I.第… II.岳… III.工业设计—作品集—中国—现代 IV.TB47

中国版本图书馆CIP数据核字(2001)第076048号

执行编辑: 陈向锋
责任编辑: 李 颖
美术指导: 李 坚
设计: 罗少娥 余 凡 严振星 尚 之
制作: 深圳市九章设计制作有限公司
责任技编: 钟智燕

第三届深圳市工业设计市长杯作品集

出版、总发行: 岭南美术出版社

(广州市水荫路11号9、10楼 邮编: 510075)

出 版 人: 曹利祥
经 销: 全国新华书店
制 版: 深圳幸运电脑组版有限公司
印 刷: 精一印刷(深圳)有限公司
版 次: 2001年12月第一版

2001年12月第一次印刷

开 本: 880×1230 mm 1/16
印 数: 1-1500册

印张: 14.5

ISBN 7-5362-2451-6

J · 2094

定价: 220元

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本着“倡导设计创新，展现设计精华，提升企业产品竞争力”的宗旨，自1995年以来，由深圳市政府主办、深圳市生产力促进中心承办的深圳市工业设计展评活动周已连续举办了三届。活动周首创工业设计“市长杯”评选，在我国设计界产生了极大的反响。举办设计评选活动是国外设计发达地区推动区域经济和培养优秀设计专才的一条重要途径。深圳通过举办“市长杯”评选等相关活动，表彰深圳设计界的创造劳动，加强了深圳设计界与国际间的交流与合作，提高了深圳全社会对设计的认知程度。在推动深圳设计事业发展的同时，为深圳工业经济的持续增长做出了贡献。出版“市长杯”入选作品集是广大参与机构和历届组委会的长期愿望，今天我们终于如愿。翻开这本作品集，我们倍感欣慰，因为他见证了深圳设计的发展历程；我们充满自豪，因为各界人士为推动深圳设计事业的进步而默默耕耘。

忆往昔，六年前深圳多数企业还局限于单纯模仿设计，无法形成具有深圳特色的品牌设计，为数不多的几家工业设计专业机构，也仅靠从事部分平面设计业务来维持，而平面设计机构本身也处于摸索阶段。当设计越来越受到大众的青睐及认同；大多数企业跳出了单纯仿制的怪圈，不但重视自主产权的工业设计开发，而且在设计手段的创新、设计资讯的采集及研究方面取得突破，三维仿真、快速成型、反求等数码开发技术被普遍应用，许多企业实施工业设计更具前瞻性和呈现国际化态势；了国际间的工业设计合作并在海外建立研发基地，使工业设计专业机构的成长与进步，已经成为深圳企业实施名牌战略不可缺少的重要组成部分。平面设计更趋理性和商业化，在保持国内领先水平的同时，部分平面设计机构成功向产品设计及网页设计等领域渗透，初步形成了深圳设计一体化发展的特色与雏形。此外，企业界对设计的认同及对设计品质的苛求，为深圳设计事业的发展提供了广阔发展空间。无疑，深圳的设计正在走向成熟，已成为深圳政治、经济、文化及人民生活中的重要部分。

“市长杯”评选活动作为深圳设计界的一项高规格的权威评选活动，得到了深圳市各界、特别是设计界、企业界和新闻界的热情支持和踊跃参与。藉本作品集出版之际，谨对参与筹办“市长杯”评选活动的社会各界人士表示衷心感谢，同时对组委会筹备工作中不足之处，表示歉意。

最后，让我们共同祝愿深圳设计的明天会更好。

深圳市工业设计展评活动周组委会

二00一年十月

Preface

On the purpose of "Encourage Innovation, Demonstrate Design Arts and Improve Corporate Competitiveness", Shenzhen Industrial Design Exhibition has been held for 3 terms since 1995. It is sponsored by Shenzhen municipal government and undertaken by Shenzhen Productivity Promotion Center. The industrial design "Mayor Cup" was originated in this activity and caused a stir in China design industry.

In many countries where designing is well developed, exhibition & evaluation is an important channel to find excellent design professionals. "Mayor Cup" of is awarding the creative work of Shenzhen designers, strengthening the exchange and cooperation between Shenzhen designing industry and that of other countries and popularizing the design industry among the society. The activity not only pushes the development of Shenzhen design industry, but also contributes to the sustainable growth of Shenzhen industrial economy.

Publication of selected works of Mayor Cup is a long-cherished wish of the organizations participating in this activity and the organizing committee. Today, this wish is reality. We are glad and proud to see this book because it witnesses the development of Shenzhen design industry and persistent efforts devoted to it.

Six years ago, many Shenzhen enterprises still imitated foreign designs and had no proprietary design copyrights. There were only a few industrial design companies providing planar design service and these companies were in infant stage.

At the arrival of the 21st century, friendly, fashionable and practical design begins to be recognized and loved by the public. Most enterprises get rid of the practice of imitating others. Much time and effort is devoted to proprietary design and development and great achievement is made in creativity, information collection and research. Most digital technologies

展评周活动内容、时间及地点：

1. 市长杯评选 深圳商报社四楼展厅 8月15日—8月17日
2. 5人平面设计论坛 8月18日 深圳商报社国际会议厅
3. “市长杯”颁奖典礼 8月29日下午 深圳商报社国际会议厅
4. 入选作品展、“深圳”主题海报展、海外交流作品展
8月29日—9月2日 深圳商报社四楼展厅
5. 工业设计论坛 9月1日—9月2日上午 深圳五洲宾馆五洲厅





such as 3D emulation, fast shaping and reverse rendering are widely used. Many enterprises start international cooperation and set up research base in foreign countries. So industrial design becomes more far-sighted and international. In addition, professional design companies are developing well and become an important force to serve the brand strategy of Shenzhen enterprises.

The planar design gets more rational and commercial. Some planar design companies successfully penetrate into the fields of product design and web site design and provide integrated design service. This serves as an inspiration for the future development of Shenzhen design industry.

Additionally, enterprises begin to recognize the importance of design and raise higher demand for quality design, which improves the environment of Shenzhen design industry and creates broad space for it. Obviously, Shenzhen design industry is advancing and become an indispensable part of Shenzhen politics, economy, culture and people's life.

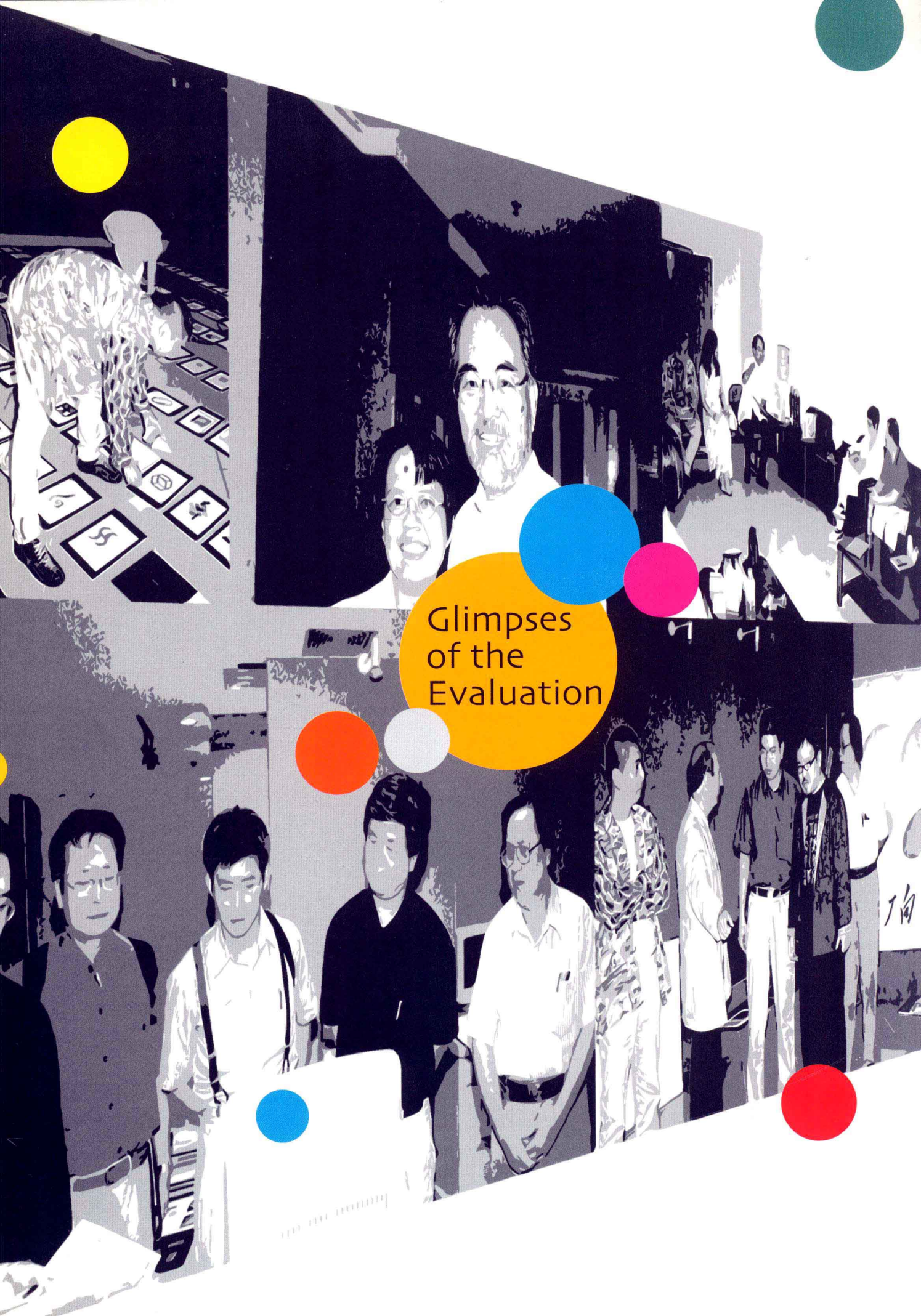
"Mayor Cup" is a high-level and authentic evaluation activity of Shenzhen design industry. It has received great support and enthusiastic participation from all social circles, especially design industry of Shenzhen.

On the publication of the selected works, our wholehearted gratitude is extended to all social circles that are involved in the "Mayor Cup" evaluation activity. This great event would be impossible without your support. We are in the position to apologize for any inconveniences or carelessness.

Finally, let's wish Shenzhen Design Industry a brighter future.

Committee of ShenZhen Industrial Design
Exhibition and Evaluation Week
2001.10





Glimpses
of the
Evaluation

评审侧记

为了加强深圳设计界与外界的交流,为了使深圳的设计尽快与国际接轨,同时为了体现市长杯评选的权威性及公正性,延续98年第二届市长杯的做法,组委会经过慎重考虑,决定由深圳市以外的设计权威专家组成评审团,并征求各方意见,精心挑选了包括广州、香港、台湾、日本及法国的10位评委负责本届市长杯各奖项的评选。

8月13日,随着日本评委胜冈重夫先生的抵步,10位评委肩负使命均陆续风尘仆仆地到达深圳。而在深圳商报社4楼展厅,组委会工作人员正紧张接受市长杯报名并分类摆放作品。8月15日,所有的报名作品均已就绪。评委们面带兴奋地来到评审现场,他(她)们都迫不及待地浏览、翻看作品。9时30分,组委会秘书长岳雷先生主持了评审筹备工作向评委们通报。把评审程序及规范草案提交评委们审议。评委们各抒己见,认真讨论,根据参赛作品的实际情况,评委对产品类的分类做了调整,由原来的视听产品、电脑产品、消费产品及仪器与工具。同时,修改并最终敲定了本届市长杯评选原时,修改并最终敲定了本届市长杯评选原15日下午2时,评委们按计划对参赛作品进行初评。因为产品类评选必须考虑产品的操作性,所以,在评审开始前,要求产品操作复杂的参赛者到场讲解设备操作规范,此审准备会,把市长杯的案提交评委们审议。评委们对产品类的分类做了调整,由原来的视听产品、通讯产品调整为视听产品、资讯产品、消费产品、消费产品及仪器与工具。同时,修改并最终敲定了本届市长杯评选原15日下午2时,评委们按计划对参赛作品进行初评。因为产品类评选必须考虑产品的操作性,所以,在评审开始后,评审场地内除了评委们、组委会必要的配合工作人员及深圳市公证处公证员以外,闭门进行评审工作。初评采用投票方式,每件作品配一份记分卡,评委手持不同颜色的不干胶圆形色块,在选中作品的记分卡上粘贴标记。评委们穿梭于作品之间,胸有成竹地各自开始了细致而忙碌的评选工作。他(她)们或认真端详作品,深怕错过作品的任何细节;或沉思;或不假思索的给某件作品贴上标签;或轻声交流。评委们的评选要求很苛刻,甚至于要求工作人员把垫在作品下的报纸全部去除,还要调整灯光的明暗。因为工作量太大,要低头看铺在地上的作品和不断地弯腰填标签,上年纪的胜冈先生的腰开始投诉他并不需要他不断捶打,其他评委关照他不要闪了腰。工作人员赶忙过来,接过他手中的标签,胜冈先生指哪贴哪。由此可见评审工作的繁重。至8月16日上午,所有入选作品均已产生。评委们紧接着开始了各分奖项及各大奖的评选,终评采用投票和打分相结合的方式进行。因为作品的水平差距很小,评委们聚首讨论的机会越来越多,次数越来越频繁。他(她)们时而各执一辞,时而点头称是,经常出现僵持场面。平面组讨论虽有翻译在场,但评委们急于发表自己的意见,这时粤语、国语、日语、英语、法语和身体语言混杂一起。工作人员及公证员只能在一旁静静等候评选结果。终于,在8月17日下午,评委们通过认真、慎重的评选和反复的讨论,除广告设计奖评委认为空缺外,其他所有奖项均有得主,产品类作品因为作品比分咬得很紧,有三个单项产生两至三个并列奖项。随后,评委们在评选记分总表及评选结果上签字并交给公证员。评委们都面带微笑,露出了如释重负的表情,并纷纷在评选场地合影留念。

本次评选活动共收到156家企业送来的作品,其中产品146件,平面作品686件(套),院校选送学生作品76件。在众多作品中评选出入选作品产品80件、平面作品210件、院校学生作品30件。

9月2日在深圳商报社国际会议厅隆重举行的颁奖礼上公布了评选结果,共约400人出席了颁奖典礼,由深圳市政府王穗明副市长、中国工业设计协会秘书长鲁克定女士、市长杯评审委员会主任汤重熏教授、深圳商报社社长黄扬略先生、深圳市经济贸易局王学为副局长、中国生产力促进中心协会毛建军秘书长、深圳市科技局局长王有明副局长、深圳市技术监督局詹一峰总工程师等嘉宾颁发奖杯。

藉本集出版,感谢所有评委负责任地圆满完成了评选工作,感谢他(她)们所付出的艰辛劳动。

Glimpses of the Evaluation

The organizing committee of the 3rd Mayor Cup made a decision that the judge panel should be composed of design experts of other regions to show that the evaluation is authentic and fair. 10 specialists from Guangzhou, Hong Kong, Taiwan, Japan and France are invited to constitute the judge panel, serving the purpose of facilitating exchange between Shenzhen design industry and other regions and pushing Shenzhen design industry into international market. It is the same practice as the 2nd Mayor Cup held in 1998.

On the arrival of Mr. Shigeo Katsuoka from Japan on August 13, the 10 members of the judge panel were all in Shenzhen with this glorious mission. On the 4th floor of Shenzhen economic Daily Press building, the working staff of the organizing committee began to receive work pieces presented for the evaluation and put them in different categories. On August 15, all candidate works were available and placed in order. The judge panel came to the evaluation room. They could not wait to see all those wonderful things.

At 9:30, the preparatory evaluation meeting was commenced. Mr. Yue Lei, the secretary of the organizing committee presided the meeting and informed the panel of preparation work that had been done for this exhibition.

Then submitted the evaluation procedure and rules proposal to the panel for review. The panel discussed the procedure and rules and made their comments. There proposed to modify the classification of works. Categories of video & audio products, computer products, consumable products and telecommunication products were changed to categories of video & audio products, information products, consumable products and instruments & tools. At the same time, the evaluation principle, procedure and rules were also modified and finalized. At 2:00 o'clock in the afternoon of August 15, the panel made a preliminary evaluation as scheduled.

Maneuverability is an important criterion of evaluation. Therefore, the company that presents product of complicated operation is required to describe the operation rules on site before the evaluation. After that, evaluation was done in a closure that only the judge panel, necessary assistant staff of the organizing committee and notaries of Shenzhen Notary Office are present.

The preliminary evaluation was carried out by means of voting. Each work piece is attached with a scorecard. The members of the judge panel have round adhesive papers of different colors on their hands and paste tags on the work pieces they selected. The panel was busy in their evaluation between the artistic works.

They examined the works carefully not to overlook any detail. They pondered or pasted a tag on a work piece without hesitation or talked with each other in low voice. The panel was strict. Sometimes they requested the working staff to remove all newspapers from under the work pieces or adjust the lighting. Since there are quite a number of works in the exhibition, the members of the panel have to bend down to examine work pieces or put tags for many times. The senior Mr. Shigeo told us that his waist began to complain. Then the working staff of the organizing committee came over to help. They take tags from Mr. Shigeo and put tags as instructed. It shows that the workload is heavy.

In the morning of August 16, all prize-winning works were selected. The panel started to work out prizes. The final evaluation was carried out by means of voting and scoring. Since all works were so close in quality and level that the panel came into frequent and heated discussion. There were agreements and disputes. Judges of the planar design group could not wait to air their views, so that there was a mixture of Cantonese, Chinese, Japanese, English, French and body languages. The interpreters were neglected sometimes. The working staff and notaries could do nothing but wait for the evaluation result.

In the afternoon of August 17, all prizes went to their winners except Advertisement Design Prize. There was so tough competition in product works that there are 2 or 3 winners for each of 3 prizes. Finally, the panel signed on the general score table and presented to the notaries. They completed the evaluation with smile on their face as if relieved of a heavy load. Then they took photos in the evaluation room.

In this evaluation activity, 156 companies presented their works, including 146 products, 686 pieces of planar works and 76 works by students from universities. Among all works, 80 products, 210 planar work pieces and 30 student works are selected.

On September 2, the prize awarding ceremony was held in the international conference hall of Shenzhen economic Daily Press building and evaluation result was announced. About 400 persons attended the ceremony. Ms Wang Suiming, vice mayor of Shenzhen, Ms Lu Keding, secretary of China Industrial Design Association, Prof. Tang Chongxi, chairman of Mayor Cup committee and Mr. Huang Yanglue, president of Shenzhen economic Daily Press were invited as the guests to award the prizes.

On the publication of this book, our gratitude is extended to all members of the judge panel for their responsible efforts and excellent job.





评审团点评

COMMENTS OF JUDGES

Tang Zhongxi's Comments

I have had the honor to continuously participate the appraisal of Industrial Design Exhibition. I have a strong feeling from the continuance authorities attach more importance to it, more institutions are involved and recognition is strengthened and design level is higher. The exhibition becomes more and internationally and plays an important role in the industrial design development of the whole country.

The manufacturer that has won "Mayor Prize" is the one who won because the design works are of a higher level than those of the last term. More emphasis on system design, showing the emphasis of the company and skill of the designer. For the field where international brand names are so aggressive, domestic mobile phone manufacturers are increasing their shares of market through heavy investment in design. Shenzhen Kejian mobile phone is quite impressive among the domestic industrial design, free of any imitation of other designs and lead the fashion so as to establish its own style. It is undoubtedly that good design wins the market.

汤重熹 [广州]

广州大学艺术与 Design 学院副院长、教授/兼任广州大学万宝工业设计研究院总设计师/广东省建筑装饰集团公司广大设计研究院总设计师/中国工业设计协会常务理事、资深会员/广东省工业设计协会副秘书长、常务理事/中国机械工程学会广东工业设计分会副理事长及学术委员会主任/广州市工业设计促进会副会长

设计作品曾多次获得国家、省、部级奖。著《产品设计的理念与实务》、《设计就是竞争力》等六部著作。主编“工业产品设计系列丛书”及“室内设计实务丛书”、“都市温馨家居”、“时尚家居”等四套丛书。近年来发表了《高科技时代的工业设计》等学术论文50余篇,设计评论近百篇。

Tang Zhongxi [Guangzhou]

Vice principal and professor of Arts & Design Institute of Guangzhou University/General Designer of Industrial Design Academy of Guangzhou University/General Designer of Guangda Design Academy of Guangdong Architectural Decoration Group Company/Standing director and senior member of China Industrial Design Association/Vice secretary and standing director of Guangdong Industrial Design Association/Vice director-general of China Machinery Engineering Association-Guangdong Industrial Design Sector and the director of Science Committee/Vice chairman of Guangzhou Industrial Design Promotion Committee

Design works have won many provincial, ministerial and national prizes. Six literature works include Concept and Practice of Product Design and Design Power is Competitiveness. Chief editor of book series "Industrial Product Design Series, "Indoors Design Practice Series", "Metro Elegant Furniture" and "Vogue Furniture". In recently years, about 50 academic theses of his have been published, including Industrial Design in Hi-tech Era. Nearly 100 design reviews were written.

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indance and promotion that government
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comes more influential both domestically
gr development of Shenzhen or even the

h the same prize in the last term. But
ore efforts are devoted to the overall
er. For example, in the telecommunication
ife phones are also trying to capture
ia is the most outstanding. The design
al design. But future product should be
ablish an image of "Systematic Design".

汤重熹评语

我有幸连续三届参加深圳工业设计“市长杯”的评审活动,强烈地感觉到经过三届“市长杯”的评审活动的延续与推动,政府及有关部门越来越重视,发动面越来越广,企业参与越来越踊跃,社会认知度不断增强,设计水平迅速提升,国内外影响日益增大,对深圳乃至全国的工业设计发展起到相当积极的作用。

获得这届“市长杯”的厂家,上一届也获得了“市长杯”,但这一届该厂家的产品比上届有了很大的进步,更注重了整机的系统设计,反映了企业及其设计者对设计的重视和手法的熟练。又如在国际名牌咄咄逼人的移动通信领域,国产手机行业不畏艰险,以设计上的大投入全面跟进,深圳科健就是其中之一佼佼者,科健的手机设计在国内工业设计方面有很大长进,但还应在新产品设计上进一步摆脱模仿的痕迹,引导时尚,体现独特的“系统设计形象”。无疑,谁抓住了工业设计,谁就赢得了市场!



童慧明 [广州]

广州美术学院设计学教授/广州美术学院设计分院副院长/设计艺术学系主任

致力于推动工业设计事业在广东以及国内的发展，发表论著两百余篇。

不仅以各种方式传播工业设计思想，更大量参与设计实践，主持设计达上百件设计成果，为珠江三角洲地区制造业成长奉献专业知识与技能。其中颇具影响力的包括“康宝牌系列消毒碗柜”、“万和牌燃气热水器系列与消毒柜系列”、“美的牌窗式空调机系列”、“步步高牌学生电脑、VCD机系列”、“科龙牌BCD—166直冷式电冰箱”、“康艺牌点钞机系列”等。

Tong Huiming [Guangzhou]

Designing professor of Guangzhou Arts Academy/Vice principal of Design Branch of Guangzhou Arts Academy/Dean of Design Arts Department

He is dedicated to pushing the development of industrial design in Guangdong and China, with over 200 theses published.

He is devoted in spreading industrial design concept with various on-site practices. Organized the design of over 100 pieces of presentation, attributing intelligence and skill to the manufacturing industry of Zhujiang Delta. The most influential design works are "Kangbao Sanitary Cupboard" series, "Vanwo Water Heater for gas and Sanitary Cupboard" series, "MD Air-Conditioner series window type", "PPK Student Computer, CVD Player series", "Kelon BCD-166 Refrigerator", "Kangyi Cash Counter" etc.

Comments of Tong Huiming Bravo, Shenzhen Design Industry

Shenzhen design industry is progressing steadily.

This is the impression I have in the 3 days work in the judge panel of product design group of the 3rd "Shenzhen Industrial Design Mayor Cup". The overall design level is much higher than I have expected. I have seen not only the latest design of some Shenzhen companies famous nationwide such as Huawei, Konka, TCL, Skyworth, but also master pieces of professional design companies. It shows that the design force of famous companies and independent industrial design companies form the pattern of Shenzhen industrial design, demonstrating a trend to international standard practice.

For example, the design works provided by Huawei industrial designer team are obviously outstanding. A unique design language of specific professional products is captured skillfully in the works. It is known that they have employed a design master with international design experience as their advisor. Seeking intelligent support from international level designer and developing & designing high level consumables has become a new trend in the industrial design of Zhujiang Delta area. Skyworth takes the lead in this respect. The fabulous 29" TV-"Health Opera" presented is designed under the instruction of two Japanese designers and won the prize of "Visual & Audio Product Design".

"Supersonic Tester" presented by Shenzhen Mindray company has won the "Mayor Cup", and received unanimous acclaim. The hi-tech company has won this prize for the second time. It means that Mairui's orientation to "Quality Design" is worthwhile. The product shows the designer's capability of capturing the whole project and the creativity in detail. It means that the innovation potential of Chinese designer is being released vigorously. The overall design level of this product and "Gamma Blade", the prize winning medical product, of Our company is much higher than other products.

ND and Blue Whale company have presented their products and won prizes. It indicates that Shenzhen professional design companies are developing well and will create value in providing innovative design service for enterprises.

It deserves attention that some large-scale companies show their drawbacks in their products—without effective design management. They are baffled by the disorder of their internal design operation, which is shown as inconsistency in their overall design style. This is the obstacle they should clear away in their future development. The success of Huawei can set as example.

Product innovation is crucial for any international metropolitan. I am delighted to see from this "Mayor Cup" exhibition that Shenzhen municipal government attach great importance to industrial design and set an example for the whole country. An innovative Shenzhen may be the new century embodiment of "Shenzhen Mode" which was originated 20 years ago.

童慧明评语

为深圳设计喝彩

深圳设计在进步。

这次我有幸受聘为深圳市第三届“深圳市工业设计市长杯”产品设计组的评委，在为期三天的评选过程中得到的深刻印象。参选作品整体设计水平比我想象中高出许多，这不仅是由于华为、康佳、TCL、创维等全国闻名的深圳企业送来了最新的设计，而且也因为看到了出自专业设计公司的力作，表现出品牌企业的自有设计队伍和独立工业设计公司这两股设计力量已构成深圳工业设计发展的主体局面，并且展露出向国际规范化设计运作模式靠拢的态势。聘请具有国际设计经验的设计师作为顾问，使华为的工业设计师团队所提供的参评作品明显表现出较高的设计水平，而且已经较为娴熟地掌握了特定专业化产品所需的独有设计语言。寻求国际级设计师的脑力支援、开发设计高水平的消费产品，正成为珠三角地区工业设计发展的新动向，创维在此方面带了好头，此次参评并获得“视听类产品设计奖”的29寸电视机“健康剧场”，是由国内外多名设计师共同主持设计，确有不俗设计表现。

“市长奖”得主深圳迈瑞公司产品“超声波检测仪”获得评委一致好评。这是这家高技术企业第二次获此殊荣，充分表明迈瑞对产品“高设计”的定位追求已经获得回报。从这项产品所表现出的设计师整体控制设计品质的能力和对细节创造的表现力来看，中国设计师的创新潜力正在强有力地释放出来。这项产品连同奥沃公司的获奖设计“伽玛刀”等医学性产品所表现出的整体设计水平明显比其他类产品高出许多。

“无限空间”与“蓝鲸”这两家设计公司均有参评产品获奖，预示着深圳职业工业设计公司正在走向成熟，而且必将在向企业提供专业化的设计创新服务领域里表现出他们的特有价值。

需要指出的是，个别大型品牌企业在此次参评活动中开始暴露出自己的弱点——缺乏有效的设计管理。这些企业正在为企业内部设计机构运作管理上的失控所困扰，表现为新设计整体风格的混乱。这是这些企业今后在工业设计发展上不得不扫清的障碍，华为的探索或许可以成为借鉴。

对任何一座国际化的都市来说，产业创新能力都是不可或缺的。我高兴地看到，在这次“市长杯”的评选活动中，深圳市政府对工业设计的高度重视正在为全国作出榜样。一个设计创新的深圳，或许应是20年前“深圳模式”在新世纪的变阵。

林衍堂 [香港]

香港理工大学设计学系教授/设计学哲学硕士(英国)/英国特许设计学会资深会员/欧洲设计局会员/中国设计协会资深会员/香港设计师协会会员/中国工业设计协会香港理事/香港博物院顾问

于香港工业界参与产品设计及开发数十年。作品多次获奖，亦屡得海外企业家垂青。其中如欧洲百灵及荷兰飞利浦亦曾采用其设计并纳于公司名下之产品系列。

热衷于推动中国及香港设计教育的交流及设计的研究、推广。



LAM, Yanta [Hong Kong]

Professor of Design, School of Design, Hong Kong Polytechnic University/Master of Philosophy in Design (MPhil, UK)/Fellow, Chartered Society of Designers (FCSD, UK)/Member, Bureau of European Designers Association (BEDA)/Fellow, China Industrial Design Association (CIDA)/Member, Hong Kong Designers Association (HKDA)/Committee Member, China Industrial Design Association (CIDA)/Advisor, Hong Kong Museum of Arts

Professor Lam has had extensive industrial experience in product design and development for over fifteen years. Many of his efforts have been recognised with design awards. International overseas companies were interested in his designs. Companies such as Firma Braun AG, Europe and Philips, Holland have purchased his work, and included them under the company's own brand names.

Professor Lam is now concentrating his time in design education and design promotion in Hong Kong and in China.

林衍堂评语

第三届深圳市市长杯评选与首届时间相隔6年，但我已看到深圳市企业和设计界长足的进展。企业对设计的需求更殷切。而设计师队伍已壮大和更具专业精神。市长杯评选的机制和过程也趋于成熟。这是十分可喜的。

本届的参选作品水平很高，有不少达到国际水平，尤以获大奖的为最。以市长杯得奖作品数字超声诊断系统为例，设计师从功能到造型都处理得一丝不苟。亦能从人性方面去看问题，把冰冷的医疗仪器变得人性化。设计细节也安排得极小心。因此，它能获得评审团的一致好评。

LAM, Yanta's Comments

Six years has passed since the 1st Shenzhen Mayor Cup and I see striking progress in Shenzhen enterprises and design industry. The demand for quality design is higher and more urgent and the designing team has grown and becomes more professional. In addition, the mechanism and process of evaluation become more advanced. It is quite encouraging.

The candidate works are of high quality and some are of international level. The top prize winners are the best ones. Take the digital supersonic diagnosis system, the Mayor Cup winner, as an example. The engineers are pursuing perfectness in functionality and shaping and all details are treated with care. In addition, the cold medical machine is humanized into a friendly doctor. Therefore, it wins unanimous acclaims from the judge panel.

叶智荣 [香港]

香港设计师协会副会长/英国特许设计师协会资深会员/香港理工大学客座讲师

多年来经他设计之不同种类之产品超过1000多件。为了进一步推动香港之产品设计, 他更以" HK design by Alan Yip" 及 " alan yip design collections" 作为品牌推出了一系列时尚产品。他之设计得奖无数, 其中部分奖项包括: 1993年获第六届香港礼品及家庭用品设计比赛冠军, 1994年获英国特许设计师协会奖, 香港贸易发展局大奖及两项产品设计优异奖, 香港设计师协会设计比赛金、银及优异奖, 1995年获美国国际冬季电子消费品展音响组创意奖, 1996年获香港设计师协会设计比赛金奖, 1998年获香港设计师协会设计比赛金、银、铜及优异奖, 1999年英国特许设计师协会产品设计金奖, 2000年获香港工业奖以及香港设计师协会设计比赛铜及优异奖。所设计作品被刊登及收录于很多中外知名书刊。身为香港设计师协会副主席及英国特许设计师协会资深会员, 他之工作及作品为香港产品设计师奠定了国际地位及基石。

Alan Yip [Hong Kong]

Vice chairman of the Hong Kong Designers Association/Fellow member of the Chartered Society of Designers (UK)/Visiting lecturer of Hong Kong Polytechnic University

Throughout these years, over 1000 products which cover wide range of categories has been designed and launched. A product line has been launched under his brand " HK design by Alan Yip " & " alan yip design collections " with world wide patents. His work has won many awards which include Champion in 1993 6th HK Gifts & House-ware Design Competition (TDC) ; TDC Grand Award and 2 Excellence in Consumer, Watch Product in 1994 The Chartered Society of Designer Award ; Gold, Silver & Excellence Awards in 1994 HK Designers Association Design Competition; Certificate

of Merit in Consumer Product Design in 1994 Governor's Award for Industry; Best Product in 1994 Design Gallery (TDC); Audio Innovations Award in 1995 Int'l Winter Consumer Electronics Show - USA; Gold Award in Consumer Electronic in 1996 HK Designers Association Design 96 Show; Gold, Silver Bronze & Excellence Awards in 1998 HK Designers Association Design 98 Show; Distinction in Product Design in 1999 The Chartered Society of Designer HK Design Award; 2000 Hong Kong Award for Industry ; Bronze & Excellence Awards in 2000 HK Designers Association Design 2000 Show. His work has been presented in many books and medias. As vice chairman of the Hong Kong Designers Association and a fellow member of the Chartered Society of Designers (UK), his work has formed an international landmark for Hong Kong designers.

叶智荣评语

我很高兴能成为“市长杯”评审团的一员。

整个评选活动安排得很出色, 如果评选时间安排在两天内完成会更好。

至于我最认同的作品, 我同样认为是获得“市长奖”的作品。我想获奖者是很全面的设计师。设计语言通过作品完全得到体现。人性化及人机因素得到细致照顾。整个作品达到了国际设计水平。

Alan Yip's Comments

It is my pleasure to be one of the judge panel of the design competition. The overall program is good and it will be better for us if it can be compressed as 2 days.

My comments of the products entries is very impressive especially the medical, telecom and computer equipment areas.

As for my favorite entry, my choice is the same as the grand award. I think the winner is a all round design solution. The overall design form language is harmonized throughout different parts of the product. The ergonomic and hygiene factors were also being taken with good care. The overall impression projects a high international design standard.

