

首届“芙蓉杯”国际工业设计创新大赛 获奖作品集

主编：王柯敏 何人可



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内 容 简 介

收录了湖南省人民政府组织主办的首届以“创新、和谐、价值”为主题的“芙蓉杯”国际工业设计大赛金、银、铜奖和优秀奖及企业奖等获奖作品,对每幅作品的设计思想进行了诠释。

作品的主要内容涉及生存设计、交通工具设计和装备产品设计几大部分。

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中国应保持发展的势头, 成为最活跃的国际设计竞赛中心。想要有效地发展中国的现代设计水平, 必须把握机会, 让中国的设计师、学生、教育机构和企业面对严格的国际评审。2008年“芙蓉杯”在长沙诞生, 不仅朝以上目标迈出了第一步, 也为“芙蓉杯”今后的发展打下了坚实的基础。

my view, there was a very nice display of good design and leading-edge technologies applied to the wide range of different design opportunities” also perceived a quest for responses to new requirements or performance associated with more universal, ecological, sustainable designs or proposals”

2000年开始我陆续走了一些中国的设计学校, 特别是湖南大学的设计学院(在在过去的九年中, 我看到中国的设计各个方面都取得了惊人进步。在我看来, 芙蓉杯是这一进步的最好

良好的组织、吸引人的条件、国内外参与及大量的设计。我还想特别指出, 那些最终获奖的设计有着非常设计意向和质量。

LotusPrize entries were innovative and creative and it was wonderful to see products designed to help people, help with cat. sign is at its best when used to help people in all areas of their ly high, showing skill in creating problems, solving them, and the e will become a top design competition through its rigorous judging he talent in China.

芙蓉杯的参赛作品象征着中国创造和革新之风潮。高兴能够看到这么多健康的产品。设计的最大力量就是从各个地方来。参与以创新方法解决问题的能力不亚于世界其他地区的设计。严格的评审过程设计赛事, 这对中国的设计人才来说是绝好的机会。

hibition: the whole arrangement, includes the awards and models, provides with us the finest environment, and the judging process makes me feel comfortable. For all of the love, I want to express my thankfulness to all the staff of the organizing committee.

at but not the least, I appreciate the seriousness of this year's contestants and their innovative creations, due to the limit of prizes, a larger part of them are not rewarded. However, the passion and endurance they have contributed into the competition have already become the biggest rewards. I hope these feelings would mutually encourage all of you.

project is a combination of industry business (vehicle design and equipment design), oriented design (design for life), and in many ways the products show the creativity of the contestants. I wish by the help of this kind of competition, more and more talents can be inspired.

Final adjudication is openly proceeded and Q&A section is included, the judging can see the diversified views of different juries. This enables the contestants to learn from each other by keeping the judging process transparent and impartial. By this way, I hope it will become a good tradition for the competitions in the future.

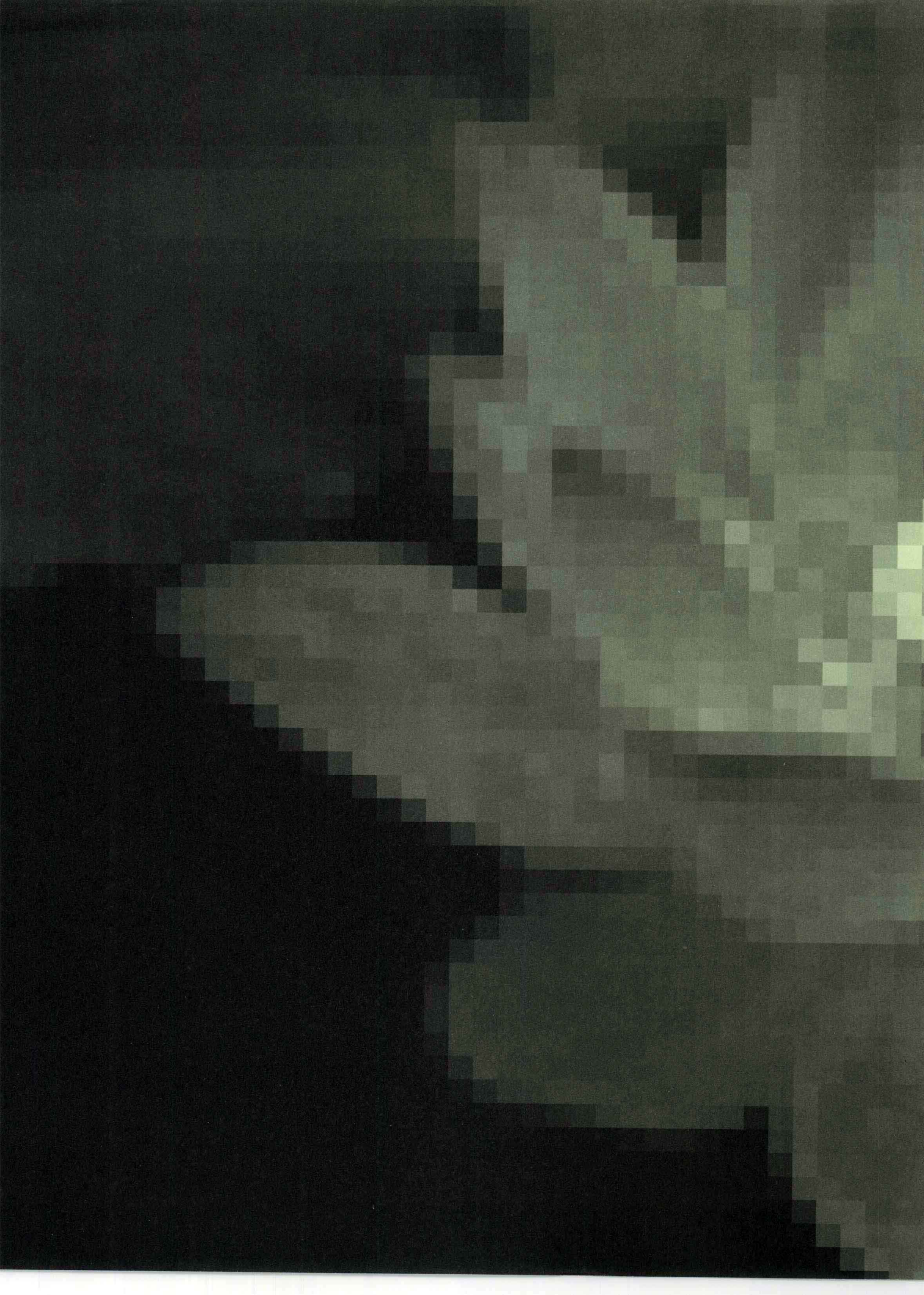
我看到产品 and 设计是如何适应特定环境的。我看到产品 and 设计, 不仅被高科技, 也被文化因素影响着。

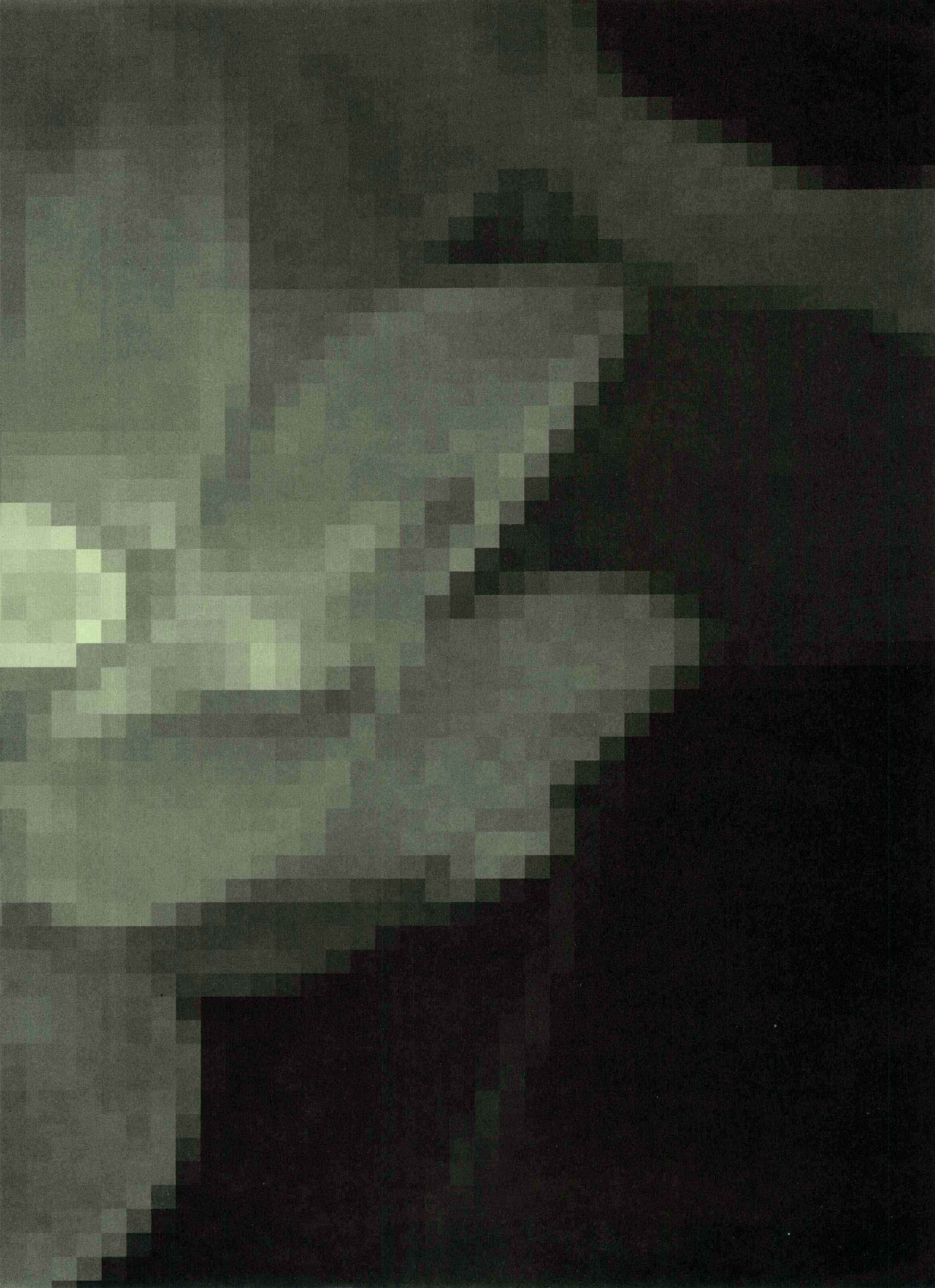


顾产业 (交通、设计) 和人本 (生存、议题, 且在诸多作品中显现了参赛者对创新力和探索面的具体示范。故期望今后基于这种竞赛方向, 更全面激发创意量并挖掘出更多的设计新秀。

"I see how products and design are impacted by specific contexts." I see how products and design are influenced by not only advance technologies, but also cultural factors."

In my view, there was a very nice display of good design and leading-edge technologies applied to the wide range of different design opportunities. I also perceived a quest for responses to new requirements or performance associated with more universal, ecological, sustainable designs or proposals.





2007年2月,温家宝总理在中国工业设计协会呈送的《关于我国应大力发展工业设计的建议》的报告上作出了“要高度重视工业设计”等重要批示。

中国工业设计协会呈送的《关于我国应大力发展工业设计的建议》中,强调了我国应大力发展工业设计的重要性,并从我国工业设计的发展状况、企业和政府部门对工业设计的认识偏差等方面强调了工业设计不仅属于产业,还属于社会文化,它体现了科学与艺术的结合,是知识经济的典型形式,我国应在科学发展观的指引下重视工业设计发展。

总理的批示和关怀极大地鼓舞了我国工业设计行业的信心。

In February 2007, Premier Wen Jiabao made the comment that “Full support should be given to industrial design” on the report of “Suggestions on Making More Efforts in Developing Industrial Design in China” submitted by China Industrial Design Association.

In the report “Suggestions on Making More Efforts in Developing Industrial Design” sent by CIDA, it emphasizes the importance of developing industrial design. Considering the current situation of China’s industrial design and the fact that governments and enterprises lack full understanding of it, it should be made clear that industrial design belongs not only to manufacturing sector but also is a part of social culture. Industrial design is the integration of science and art, and a typical type of knowledge economy. The report also suggests that China should pay more attention to industrial design under the guidance of Scientific Outlook on Development.

The comments by Premier Wen and his solicitude greatly consolidate the conviction of industrial design in China.



湖南省省委书记张春贤

Zhang Chunxian

Provincial Party Secretary of Hunan

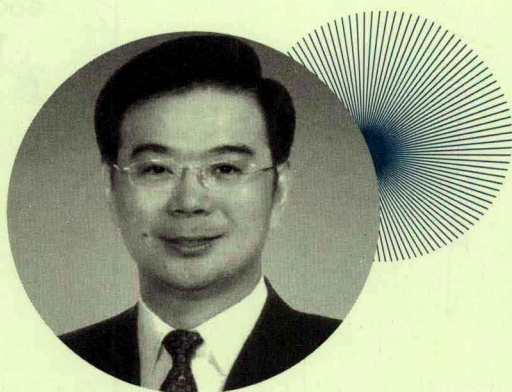
发展工业设计
加快新型工业化
步伐

张春贤

二〇〇七年六月
二十七日

2007年6月,在湖南省省委书记张春贤的指示下,湖南省科技厅启动了“湖南省工业设计创新平台”的建设,整合湖南省的优势设计资源,推动企业创新能力提升,建成中部地区设计水平高、影响力大的区域性工业设计技术创新中心和产业基地,促进湖南省的新型工业化的加速发展。张春贤书记为平台建设欣然题词:“发展工业设计,加快新型工业化步伐”。

In June of 2007, under the instruction of Zhang Chunxian, the General secretary of the Hunan Provincial Committee of the CPC, the Hunan Science and Technology Bureau started the course of building the “platform for industrial design innovation in Hunan”, aims at integrating the advantageous industrial design resources, enhancing the capacity of innovation inside the enterprises, making Hunan the regional centre for the innovation of industrial design technology and manufacturing base in central China, and speeding the pace of Hunan on the new path of industrialization. General secretary Zhang Chunxian wrote for the platform: “Develop industrial design, quicken the pace on the new path of industrialization”.



湖南省人民政府省长周强

Zhou Qiang

Governor of Hunan Province

2008年9月,在周强省长的支持下,湖南省人民政府主办了“芙蓉杯”国际工业设计创新大赛,周强省长在大赛启动时寄语参赛选手:

当今时代,工业化与信息化交融发展。创新既是时代的显著标志,更是引领经济社会发展的主要动力和源泉。在大力推进新型工业化、加快实现富民强省的历史进程中,湖南必须大力促进工业化与信息化的融合,高度重视工业设计创新,充分发挥创新在工业化进程中的重大作用,促进提升全省工业的综合实力和核心竞争力。

举办“芙蓉杯”国际工业设计创新大赛,是我省建设长株潭城市群“两型社会”综合配套改革实验区,聚集改革创新资源,加快推进新型工业化一个很好的平台。我们诚挚欢迎海内外一切创新人才的积极参与,期待国际创新理念的激烈碰撞,闪现更多创新火花,涌现更多创新成果,培养更多创新人才。

In September 2008, supported by Zhou Qiang, the governor of Hunan, the Hunan Provincial Government organized the “LotusPrize” International Industrial Design and Innovation Competition. Governor Zhou Qiang said to all contestants at the beginning of the competition:

Nowadays, industrialization and informatization are converging in development. Innovation is not only the hallmark of the age but also the major power and source of economic and social development. While advancing on the new path of historical track toward new-style industrialization, social wellbeing, and state prosperity, Hunan must facilitate the integration of industrialization and informatization, focus more on industrial design and innovation, and fully utilize innovation during the process to enhance the comprehensive strength and core competitiveness of its industry.

The “LotusPrize” International Industrial Design and Innovation Competition provides an ideal platform to build the Chang-Zhu-Tan City Cluster as a Two-Oriented Society Comprehensive Supporting Reform Trial Area, uniting innovation and reformation resources and accelerating the promotion of new-style industrialization. We sincerely welcome the participation of all national and international informatization talents and expect a global brainstorming of ideas and inspirations. When more innovative thoughts spark, more innovations are generated and more innovative talents will rise.

周强
二〇〇八年九月二十日

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LotusPrize Winners

Lotus Prize
harmonious & innovative community

首届"芙蓉杯"国际工业设计创新大赛
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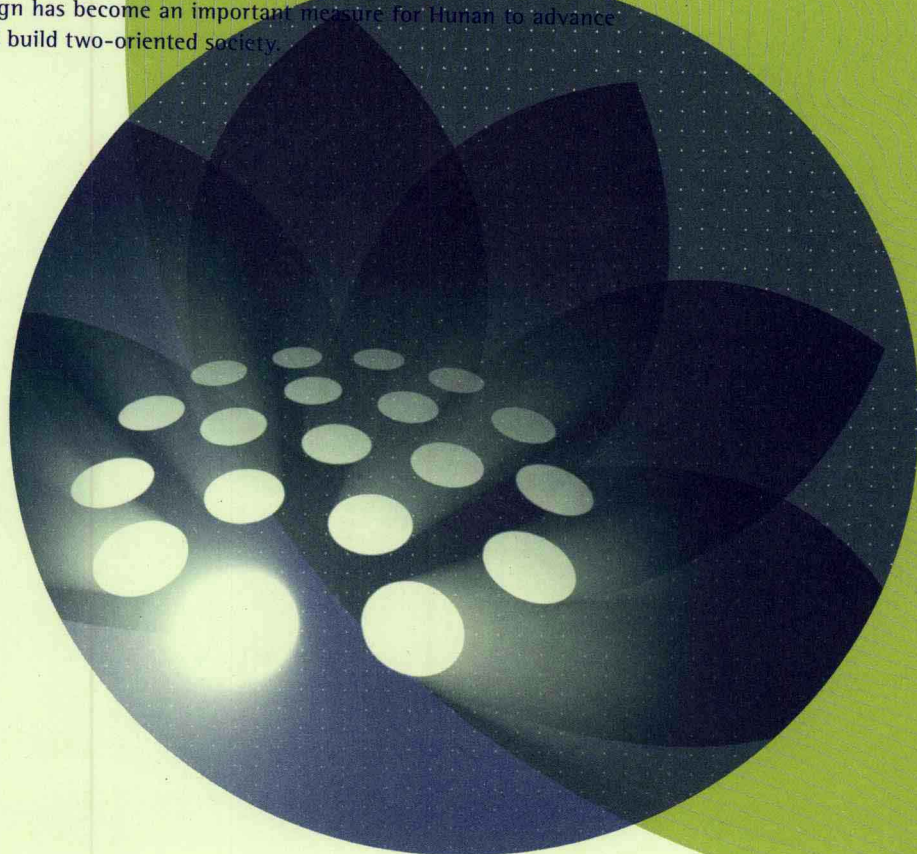
前言 Preface

地处中国腹地的湖南一直被誉为“芙蓉国”，无论是传诵千年的《爱莲说》所表达的中国传统文人的风骨，还是毛泽东极目天下时盛赞的“芙蓉国里尽朝晖”，“芙蓉”已经成为湖湘文化中的重要意象，它激励着湖南人民时刻“心忧天下、敢为人先”，以文化和勤奋创造和谐美好的未来。

21世纪是由中国制造转变为中国创造的世纪，作为中部内陆省份，抓住战略机遇发展工业设计，以优势制造业需求为导向，以科技创新为动力，以产品创新设计为核心，加快行业工业设计中心、公共服务平台和创新环境的建设，加强工业设计创新和成果推广应用，积极培育工业设计产业已经成为湖南新型工业化和两型社会建设的重要举措。

Located in central China, Hunan is called the “Lotus Kingdom”, just like the traditional poetic style of Chinese ancient poets expressed in the famous poem “A Tale of a Lotus Lover”, and “What a prosperous vision we see in Hunan—the Lotus Kingdom!” praised by Mao Zedong when he had already born the world in mind. “Lotus” has become the cultural symbol of Hunan. It reminds the people in Hunan of “care for the world, and take initiative action before others”, and encourages them to create a harmonious and bright future by intelligence and diligence.

The 21st century is the time we turn “made in China” into “created by China”. Hunan as an inland province in the central China, should grab the strategic opportunity to develop industrial design. We must take the needs of the advantageous manufacturing sector as the orientation, the scientific and technologic innovation as dynamics, the innovative product design as the core, to further build the industrial design centre, the public service platform and the environment for innovation, improve the innovation of industrial design, apply and popularize the achievements. Energetically developing the course of industrial design has become an important measure for Hunan to advance on the new path of industrialization and build two-oriented society.



为促进湖南省工业设计的创新与发展,提高企业自主创新能力,湖南省人民政府决定主办主题为创新、和谐、价值的2008年首届“芙蓉杯”国际工业设计创新大赛。大赛由湖南省科学技术厅和湖南省广播电视局承办,湖南大学、湖南省工业设计协会、教育部工业设计专业教学指导分委员会协办。为保证大赛各项工作有序开展,湖南省人民政府特别成立了大赛组委会,由湖南省人民政府副省长郭开朗担任组委会主任。本次大赛得到了国际工业设计协会联合会、中国工业设计协会、国际艺术与媒体院校协会的官方认证,确保了大赛的规范性、权威性与国际性。

本次大赛设公开组和企业组。公开组分生存设计、交通工具设计、装备产品设计3个类别面向全球设计师征集概念设计作品,企业组面向湖南省内企业征集优秀设计产品。在大赛组委会的努力工作下,“芙蓉杯”得到了国内外设计界的特别关注和湖南省企业界的广泛支持,共收到了来自全球8个国家和地区的公开组作品2802件、企业组产品66件,经过8位权威国际工业设计专家的严格评选,本次“芙蓉杯”国际工业设计大赛共有3件作品获公开组金奖,6件作品获公开组银奖,8件作品获公开组铜奖。3家企业产品获企业组企业创新奖,三所学校获组织奖,99件作品获公开组优秀奖,6家企业产品获得企业优秀奖。

在这个充满创意和智慧的作品集里,优秀的年轻设计师和企业的设计精英都充分展示了自己的无限创意,这对于加快我省的新型工业化,推进两型社会的建设将起到不可估量的作用。

首届“芙蓉杯”国际工业设计创新大赛组委会

In order to improve the innovation and development of industrial design in Hunan, enhance the independent innovative capability of enterprises, the Hunan Provincial Government decided to organize 2008 the first “LotusPrize” International Industrial Design and Innovation Competition whose theme is “innovation, harmony and value”. The competition is co-organized by Hunan Science and Technology Bureau and Hunan Golden Eagle Broadcasting System, moderated by Hunan University, Hunan Industrial Design Association and National Instructive Committee of Industrial Design Education (China). An organizing committee is established by the Hunan Provincial Government to ensure the success of this competition, Guo Kailang, the vice governor of Hunan Provincial Government is in charge of the committee. The competition is also officially endorsed by International Council of Societies of Industrial Design (ICSID), China Industrial Design Association (CIDA), and International Association of Universities and Colleges of Art, Design & media (CUMULUS), so the competition is normative, authoritative and international.

Contestants will compete separately in public group and enterprises group. There are three categories for public group: Design for Life, Vehicle Design and Equipment Design, designers from all over the world are allowed to take part in. Enterprises group is exclusively for the enterprises in Hunan. Thanks to the great efforts by the members of organizing committee, “LotusPrize” wins international attention and supports from enterprises in Hunan. Altogether we received 2802 entries for public group from eight countries and regions, and 66 entries for enterprises group. After the careful judgment of eight world renowned jury members, for the public group there are three contestants that win the gold prize, six win silver prize and eight bronze prize. For the enterprise group, three enterprises get the innovation award. Besides, three colleges are rewarded the organization award, ninety-nine entries of the public group and six of enterprise group win the merit award.

In this book full of innovation and wisdom, prominent young free lance designers and designers of the enterprises show their infinite creative ability, which adds fuel to Hunan on the new path of industrialization, as well as building the two-oriented society.

Organizing Committee of the First “LotusPrize”
International Industrial Design and Innovation Competition