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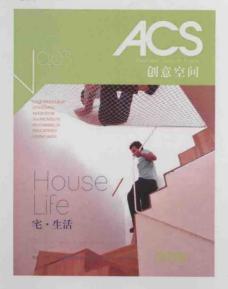
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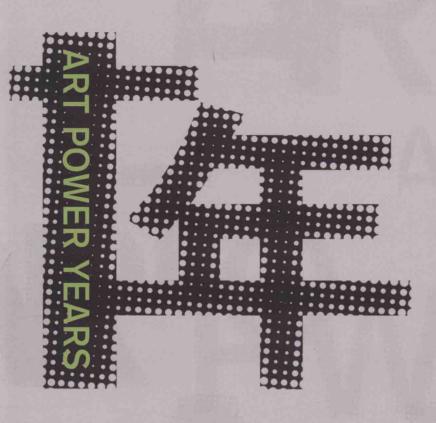
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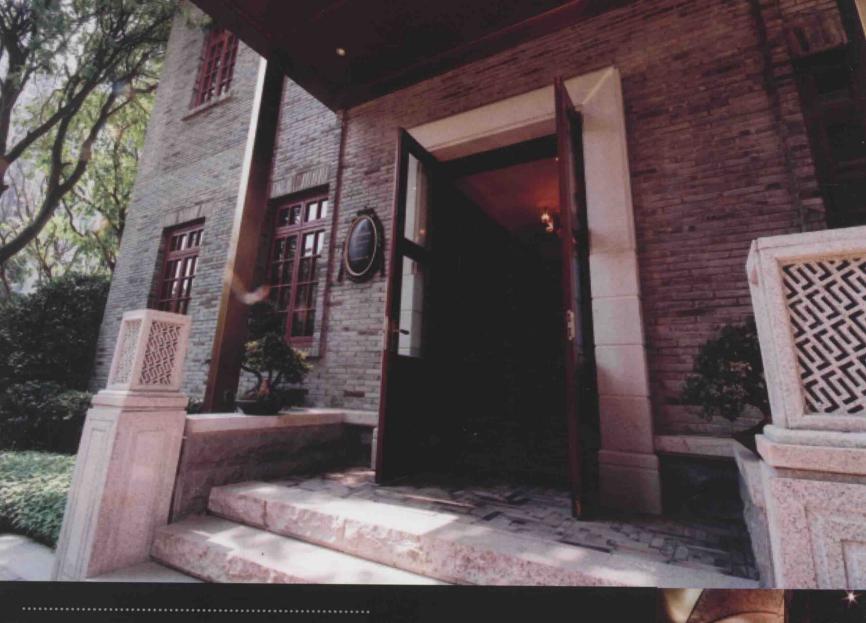
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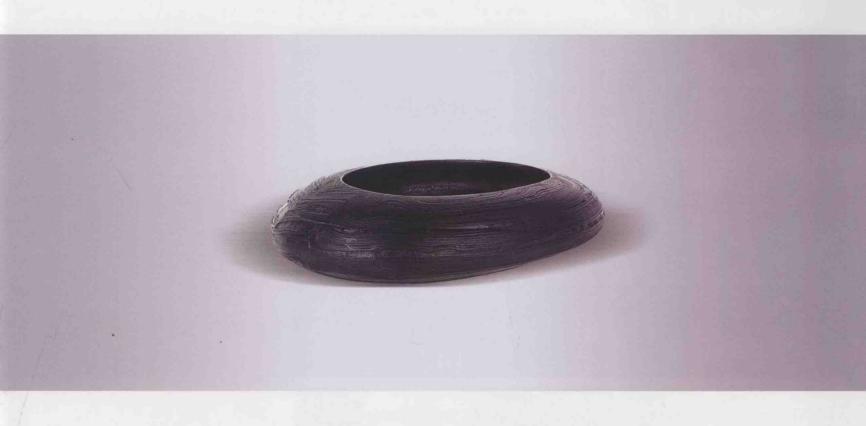
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Rule for Business of Design: D+B (Design+Brands)

设计营商法则: D+B(设计+品牌)

+来源(图文):广州国际设计周组委会



In the 7th D+B (design+brands) Exhibition from 7-9 December 2012, the famous interior designers from home and abroad collaborate with the well-known brands in the product design and research, triggering a huge vibration in this industry. The experts commend, in the commercial atmosphere of gradually intensified differentiation competition and the increasingly outstand added value of the design, the model of "designer + brand owner" has become an effective method to win the competition, and become a new way for design organization and a new commercial model.

With the development of this consumptive society, despite the function of the product, more pursuit falls to the product aesthetics. The beautiful interface of the Apple series attracts so many funs; the color of the MINIcooper's body wins the young users' passion. Converse as a traditional brand, cooperates with the famous designers and artists by bringing in new types such as graffiti and cartoon, converting this "young" brand into "fashion" brand and creating new consumer groups successfully. The different comprehensions and demonstrations of beauty become the important characterization to identify the product's diversification and feature. It is also an important source for the brand value system. Thus aesthetics and beauty definition, which will be accomplished by the designer, are key factors for commercial competition. Design for brand is not only the matter of techniques and materials; it more focuses on how to realize the added value of the brand and how the competitive barrier forms. In another word, to create consumption and aesthetics, to enlarge the diversification of the product and to increase the happiness endowed in the product is the commercial rule for a consumptive society.

As for the multilevel and multimode cooperation in the D+B Exhibition between the designers and the brand owners, the experts point that the model of "designer + brand owner" is not the same as that in the other fields. It will bring more win-win consequences. The interior designer himself is a material user, who has a deep experience of the product and an absolute say. Their specialty, creativity and wisdom should not be underestimated. Involved in the design process, they can explain the material language and express it in an exact way, bringing about the aesthetics and consumption for the end users. In terms of the high-end brands, their future market must be won by a prior practice of the model "designer + brand owner".

The insiders make a positive evaluation for "designer + brand owner", regarding that this model will lead the Chinese product, brand and design into a higher level. A new business structure and mode will be born and then develop prosperously and the end users will have a chance to enjoy a perfect design result and "design creates value" will be more common and recognized.

在2012年12月7日至9日举行的第七届D+B(设计+品牌)博览会上,国内外著名的室内设计师与知名品牌牵手,共同开展产品设计与研发的消息接工连三传来,引起业界轰动。专家评论说,在差异化竞争日益激烈、设计增值性价值日益突出的商业氛围下,"设计师+品牌商"的模式将成为商业竞争的有效手段,并将成为一种新的设计组织方式和商业模式。

随着消费社会的发展,产品的功能性问题之上,人们更多在追求审美。苹果产品的界面设计之美,引来无数粉丝的拥趸;MINIcooper 的车身色彩赢得年轻用户的热捧;匡威作为传统品牌,与知名设计师及艺术家合作,引入涂鸦、漫画等新型艺术形式,将"年轻"品牌延伸为"时尚"品牌,不断制造出新的消费需求和消费群体。对美的理解和表现,成为产品差异化、特色化的重要表征和品牌价值体系的重要来源。审美和对美的定义也因此成为商业竞争中的重要因素,而这个过程总是由设计师来完成的。设计,对于品牌商而言,已不仅仅是产品工艺和材料的问题,它更关乎产品及品牌附加值的实现和竞争壁垒的形成。换言之,制造消费和审美、加大产品差异化、提升产品愉悦感证是消费型社会的商业规则之一。

就 D+B 博览会上设计师与品牌商多层次、多方式的合作热潮,业内专家评论说,室内设计界的"设计师+品牌商"模式与其他领域有所不同,会更具双赢乃至多赢的意义。室内设计师本身是材料的使用者,具有深度的产品体验和绝对的发言权,他们的专业、创造力和智慧不容小觑;同时,参与产品设计也将丰富材料语言,更准确地进行设计表达,进而带动终端用户的审美及消费;而对于高端品牌商而言,未来市场一定赢在对"设计师+品牌商"模式的抢先体验和实践上。

业内人士也纷纷对"设计师+品牌商"模式表示出积极的评价,认为此模式将带领中国产品、品牌、设计达到一个新高度;新的商业构架和模式将诞生并蓬勃发展起来;终端用户将进一步享受到完美而别致的设计成果,"设计创造价值"的理念将更普遍,并得到更多的认可。





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+整理:钟盼

+来源(图文):广州国际设计周组委会

The 7th Guangzhou International Design Week has become not only an annual event for Chinese design, but a window for the world to spotlight the design from China as well. It is also a most preferred platform via which the international design organizations can choose to enter China. Among a series of design activities with profound international influence in 2012, it is the debut of the IFI (International Federation of Interior Designers/Architects, which is entitled as "the United Nations of Interior Design") and its major activities in China that have attracted the most attention from the public.

第七届广州国际设计周不仅是中国设计界的年度营商盛事,更是世界聚焦中国设计的窗口、国际设计组织落户中国的首选平台。2012 年,在一系列深具国际影响力的设计活动中,有着"室内设计联合国"之称的 IFI(国际室内建筑师设计师团体联盟)首度在中国举行的系列重大活动中最受瞩目。

IFI Partners Guangzhou Design Week

国际设计组织 IFI 落户广州设计周

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In the morning of Dec. 7th, 2012, with the presence of Ye Jintian, Lin Xueming and directors of IFI, IFI Culture Innovation Design (CID) Dialogue was held in Forum Pavilion, Hall 1, PWTC Expo, Guangzhou which attracts nearly one thousand spectators. As an international dialogue forum, CID has a significant influence among the architects and designers around the world. CID forum has been held for six years, and most of the hosts are the main cities in Asia and America while IFI finally choose Guangzhou Design Week as the host place of this influential forum.

2012年12月7日上午,由叶锦添、林学明和旧董事成员共同出席的旧文化·创新·设计国际论坛(CID)在广州保利世贸博览馆一号馆隆重举行。这次论坛吸引了近千名观众参与。CID论坛作为建筑环境设计领域的国际性对话交流活动,已然在世界各地设计师中拥有显著的影响力。已举办六年的CID论坛,过去多设在美洲及亚洲地区的主要城市,2012年,旧最终将这场具有全球影响力的论坛的举办地点设在了广州国际设计周。

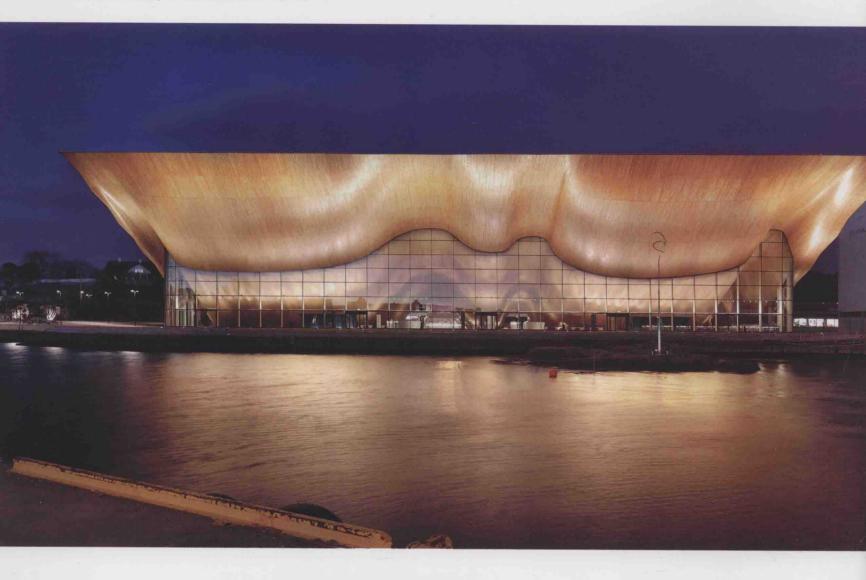


ALA Architects David Jameson Architect Inc. Helen & Hard As Anna Nakamura & Taiyo Jinno Geometrix Design Tatsumi Terado Structural Studio JSC Architects Kamat & Rozario Architecture

Kilden Performing Arts Center

Kilden 表演艺术中心

+Location: Kristiansand, Norway +Design Studio: ALA Architects



Kilden, a theater and concert hall in Kristiansand, Norway, has brought together all the city's institutions of performing arts. Kristiansand Symphony Orchestra now has a concert hall accommodating 1,200 attendees. Agder Theater, a regional group, is performing in a theater with a capacity of 700. The theater hall can be transformed to accommodate opera performances to house the ensemble Opera South. In addition, there is a stage for

experimental theater and a multi-purpose hall with a level floor.

Kilden produces experiences. The core of its architecture is the way the concert, theater and multi-purpose halls are serviced efficiently and without interference. The monumental abstract form of the wall of local oak separates reality from fantasy. Passing through, the audience will move from natural landscape to the realm of performing arts. The wall allures the

audience and expresses the diversity of artistic performances housed by the building as well as the power induced by their combination.

The wall made of wedged CNC milled solid planks is not only a disguised theatrical effect but a concrete tactile artifact, which also improves the acoustics of the foyer. The infinite blackness of the other facades emphasizes the spectacle of the foyer.