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中国工业设计协会
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Hosted by /
People's Government of Shenzhen Municipality

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Shenzhen Industrial Design Profession Association(SIDA)

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China Industrial Design Association
China Mechanic Engineer Society Industrial Design Institution

SZIDF 2018

设计赋能
DESIGN DRIVES
[KNOWLEDGE]
DRIVES DESIGN

项目报告 Project Report

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会展中心2号馆
Hall 2, Shenzhen
Convention &
Exhibition Center



2018第六届深圳国际
工业设计大展
SZIDF 2018

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设计赋能

DESIGN DRIVES
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DRIVES DESIGN

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“因为创意，共聚鹏城” — 2018第六届深圳国际工业设计大展

“We Gather in Shenzhen for Creativity” SZIDF 2018

2018第六届深圳国际工业设计大展(以下简称“大展”)于11月7日在会展中心2号馆完美落下帷幕,为期三天的大展汇聚近百名全球设计大师,展示了来自30多个国家和地区6000多件国际前沿设计精品,并通过设计峰会、新品发布会、The Great One大奖评选等系列活动,以设计赋能城市,启迪生活,链接产业,撬动商业,掀起了一场气势恢宏的设计风暴,打造了一场全球工业设计盛会。

大展聚焦国际前沿设计,展示智能硬件、可穿戴设备、机器人、无人机、虚拟现实、开源创客、智慧生活等领域的最新设计及技术,吸引了近10万观众前来观展,体验设计黑科技的魅力。大展同期活动精彩纷呈,举办了1场全球设计价值峰会、1场设计之夜暨The Great One大奖颁奖典礼、15场国际新品发布会、多场产业对接会等活动,全方位展示设计创新产业价值链的广度和深度,引领世界设计风尚。

SZIDF 2018 ended successfully in Hall 2, Shenzhen Convention & Exhibition Center on 7th, November. This three-day exhibition gathered hundreds of designers, presented over 6000 leading-edge design products from more than 30 countries. Design Value Summit, new product launch and the Great One Award and many other series activities have been held, the global industrial design event which use design to drive cities, inspire life, link industries and connect business set off a magnificent design storm.

SZIDF 2018 focused on latest design and technology of intelligent hardware, wearable devices, robots, UAVs, VR technology, open source makers, smart living and many other areas which attracted around 100 thousand visitors. There were many concurrent events including 1 Global Design Value Summit, 1 Night of Design & The Great One Award Ceremony, 15 New Product Launch Activities and, some industry matching meetings, showing the breadth and depth of design innovation value chain, thus leading the world design fashion.



尽显“设计之都”创新活力, 获市长高度评价

SZIDF 2018 fully displayed the innovative vitality of Shenzhen as a City of Design, which gained Mayor's Compliment

本届大展由深圳市人民政府主办, 深圳市工业设计行业协会承办。今年恰逢改革开放四十周年, 也是深圳被联合国教科文组织授予“设计之都”的十周年。借此契机, 第六届大展更是推陈出新, 以“设计赋能”为主题, 共有175家海外设计机构赴深参展, 法国设计国家馆、丹麦设计国家馆等六个国家的七大国际设计展团亮相鹏城。深圳市委副书记、市长陈如桂出席大展并巡展, 对本届大展作出了高度评价: “大展总体组展水平很高, 展览本身达到了国际化高水平。大展组委会办展做得很用心, 工作结果非常出色, 对工业设计以及城市建设贡献很大, 彰显了设计之都的水平。”深圳市人民政府副市长艾学峰强调, “设计是创新的起点, 价值链的源头。要以深圳国际工业设计大展为契机, 加快发展包括工业设计在内的现代服务业, 为中国制造高质量发展注入创新活力”。

据悉, 国家工业和信息化部产业政策司副司长于晓东, 深圳市人民政府副市长艾学峰, 河北省工业和信息化厅副厅长郝莉笑, 深圳市经济贸易和信息化委员会党组成员、副主任胡晓清等国家工信部、深圳市及各省市相关领导, 及世界设计组织 (WDO) 主席路易莎·博切多, 德国iF国际设计大奖全球执行总裁拉夫·威格曼, 青蛙设计公司创始人哈特穆特·艾斯林格等海内外设计界人士、商业领袖、设计品牌企业代表、媒体代表等近200人出席了启动仪式, 共同见证设计大展的盛况。

SZIDF 2018 was hosted by People's Government of Shenzhen Municipality, organized by Shenzhen Industrial Design Profession Association (SIDA). This year is the 40th anniversary of reform and opening-up and also the 10th year as “City of Design” awarded by UNESCO for Shenzhen. Taking this chance, “DESIGN DRIVES [KNOWLEDGE] DRIVES DESIGN” became the theme of SZIDF 2018. Total 175 overseas design companies or institutions attended the fair including France Pavilion, Denmark Pavilion and other five national pavilions. Deputy Secretary of Shenzhen Municipal Committee, Mayor of Shenzhen, Chen Rugui visited the fair and commented: “The overall exhibition level is very high, and the exhibition itself has reached a high level of internationalization! It is a diligent exhibition, the work results were very good, and it contributed a lot to industrial design and urban construction, highlighted the level of the city of design!” Ai Xuefeng, Deputy Mayor of Shenzhen emphasized that “Design is the start point of innovation, the source of value chain. We should take SZIDF as an opportunity to develop modern service industries including industrial design in a faster way, thus to contribute to the high-quality development for China's manufacturing industry.”

About 200 people attended the opening ceremony of SZIDF 2018 including Yu Xiaodong, Deputy Director of Ministry of Industry and Information Technology; Ai Xuefeng, Deputy Mayor of Shenzhen Municipality; Hao Lixiao, Deputy Director-General of Industry and Information Technology Department of Hebei

Province; Hu Xiaoqing, Deputy Director of Economic, Trade and Information Commission of Shenzhen Municipality, and other officials from Shenzhen Municipal Government and so on. Lusia Bocchietto, President of World Design Organization (WDO); Ralph Wiegmann, CEO of iF International Forum Design GmbH; Hartmut Esslinger, Founder of Frog Design and other designers, business leaders, design brand and industry representatives and media representatives all witnessed the event.



第六届深圳国际工业设计大展启动仪式 Opening Ceremony of SZIDF 2018



硕果累累, 为创新之城添砖加瓦

SZIDF 2018 added new highlights for Shenzhen - the City of Innovation

自11月5日开幕以来,吸引了来自美国、意大利、荷兰、德国、加拿大、日本、新加坡等国家和地区的国际设计企业及设计师代表,国内部分省市工业设计主管部门领导和代表,有关高等院校、科研院所、知名工业设计企业和专家学者代表等前来观展。三天展会参观人数近10万人次,展会专业观众达6万人次。本届大展吸引了中新社、深视新闻、第一现场、华夏之声(央广网)、财经生活频道、先锋898电台、光明日报、南方日报、深圳特区报、南方都市报、深圳晚报、晶报、深圳日报、广州日报、羊城晚报、深圳商报、大公报、深圳侨报、众创TV频道、新浪深圳、香港商报等550余家媒体聚焦报道,大展规模宏大、国际化程度高、高端专业。为让无法来现场观展的设计爱好者亦能一睹展会风采,本届大展安排了图片直播和设计癖现场直播,以图观展以及与设计师对话等内容深受好评。截止到11月7日图片直播点击量超过42万。其中,设计癖创始人李艳波与7位国内设计业的精英们通过直播进行深度对话,更是掀起了直播关注的高潮,累计达到96.4万人次观看。

SZIDF 2018 opened on Nov. 5, and has attracted audiences including designers from the US, Italy, Netherlands, Germany, Canada, Japan, Singapore and other countries and regions, as well as representatives from colleges and universities, scientific research institutions, well-known industrial enterprises. More than 100,000 people have visited the fair in three days and 60% of them are professional visitors.

SZIDF 2018 attracted over 550 media including China News Service, Shenzhen News, First Scene, CNR, Financial Channel, Shenzhen Media Group FM89.8, Guangming Daily, Nan Fang Daily, Shenzhen Special Zone Daily, Southern Metropolis Daily, Shenzhen Evening News, Daily Sunshine, Shenzhen Daily, Guangzhou Daily, Yangcheng Evening News, Shenzhen Economic Daily, The Dagong Daily, Shenzhen Overseas Chinese News, Zhongchuang TV, Sina Shenzhen, Hong Kong Commercial Daily and so on. SZIDF 2018 has also arranged live photo show and SHEJIPi live broadcast for those who cannot go to the fair in person. The on-line pictures show and the dialogues with designers were praised widely.

Until November 7th, the live pictures page view was more than 420,000. The in-depth dialogue through live broadcasting among Li Yanbo and 7 domestic design elites got 964,000 views in total.



联合专业设计媒体设计癖,现场直播设计精英对话 Design Media SHEJIPi Live Streaming

本届大展延续去年的1+5:设计×制造业配对形式,举办了多场产业对接会。截止到11月7日,据不完全统计,展览三天将近八成展商表示已收到意向合作订单。其中,三诺集团达成20项目意向合作,意向交易额达100万元; Pearl Studios 展商意向交易额为50万元;深圳市知行创新工业设计有限公司达成20项合作,现场交易10万元,意向交易30万元;深圳市道集工业设计有限公司意向合作为35项,意向交易额60万元等。六年磨一剑,除设计订单超新高以外,大展的设计孵化成效也同样显著,启蒙孵化了多位年轻设计师及多支新锐设计团队,培育出深圳佳简几何、inDare、月步等实力派新秀设计公司,不断激发深圳创造力,为深圳这座设计之都、创新之城源源不断注入鲜活创新力活力。其中,佳简几何设计公司携手大展走过四个春秋,4年内不断发展壮大,获得红点、iF等国际大奖40余项,成为设计界不容小觑的“黑马”。此外,inDare团队成立四年内,与合作伙伴完成一百多个项目,并有95%的项目已落地投产,并斩获德国红点、iF设计大奖和美国IDEA设计奖等一百多项知名工业设计奖,已成为一支充满创造力和策略思维的设计生力军,在本届展会上备受瞩目,收获了观众满满的喜爱。

This year, SZIDF continued the 1+5 design and manufacturing matching and held many matching meetings. Around 80% of exhibitors have got intention of new cooperation during SZIDF 2018. 3nod has managed to get 20 potential business orders with the volume of 1 million yuan. Pearl Studios got 500,000 yuan potential business orders; Thinkdodesign reached 20 project cooperation with 100,000 on-the-sopt transaction volume and 300,000 intended turnover, while DDid had 35 project cooperation intentions with 600,000 Yuan intended trade volume. SZIDF's design incubation result was very successful as well, and has enlightened and incubated several young design teams such as XIVO, inDare, MOONWK etc., introducing fresh vitality into the City of Design and Innovation. XIVO has particited in SZIDF for four years and it grows rapidly in 4 years. They got more than 40 international awards such as Red Dot and iF award , and becoming the dark horse in the design industry. inDare is in its fourth year, and has worked out more than 100 projects with its partners and 95% of the projects were already put into production. inDare has also won over 100 awards including Red Dot, iF and IDEA and has got quite a lot of attention during the fair.



大展现场共计举办15场新品发布会 15 New Product Lunch activities were held during the fair

设计新生, 全球设计价值峰会绽放设计力

Global Design Value Summit releases design power

设计与科技、设计与城市、设计与商业、设计与生活.....设计无处不在,但我们很少认真思考设计到底真正意味着什么。与大咖探讨“设计赋能”创造美好生活,找到最舒服的方式与设计和谐相处,为期一天半的全球设计价值峰会在会展中心5楼筋杜厅圆满举行。青蛙设计创始人哈特穆特·艾斯林格,日本GK设计集团社长田中一雄,全球最佳设计事务所创始人保罗·法瓦瑞特,世界设计组织(WDO)主席路易莎·博切多, iF国际设计大奖全球执行总裁拉夫·威格曼, Whipsaw创始人及首席设计师、前青蛙设计公司总裁丹·哈登等19位全球设计大咖、商业领袖汇聚深圳共同对话,迸发出全球设计前卫理论和思维火花。千人场座位被挤爆,来自全国各地的设计师和企业家,国内外智能硬件、制造业、互联网+等领域的参展商和观展商慕名而来,前来“取经”。来自唐山的制造商表示,“因行业的特殊性,公司在寻找合适机床设计方存在困难,此次特意过来向海外设计大师面对面请教探讨,收获匪浅。”

Design and technology, design and city, design and business, design and life design is everywhere yet we rarely think about what design really is. The one and a half day long Global Design Value Summit was successfully held in Bougainvillea Hall, 5F, SZCEC. Audiences and masters have discussed how design empowers good life, and has found the most comfortable way to get along with design. 19 international design masters including Hartmut Esslinger, Founder of Frog Design; Kazuo Tanaka, President and CEO of GK Design Group Inc.; Paolo Favaretto, Founder of FAVARETTO & PARTNERS; Lusia Bocchietto, President of World Design Organization (WDO); Ralph Wiegmann, CEO of iF International Forum Design GmbH; Dan Harden, CEO and Co-Founder of Whipsaw, etc., have gathered together to share their advanced design views and through design dialogues, inspiration has been burst out. The one thousand seats were fully taken by designers, entrepreneurs, businessmen, exhibitors and visitors from areas of intelligent hardware, manufacturing industry, internet plus, etc., One manufacturer from Tangshan said: “Because of the particularity of the industry, our company has difficulty in finding the right machine tool designer, this time, we deliberately came to consult with overseas design masters face-to-face and gained a lot.”



国际设计大咖共话设计价值 International design masters discuss about design values

峰会上,深圳市工业设计行业协会执行副会长兼秘书长封昌红进行致辞,提出了全新的理念,“设计新生,和而不同”。她表示,设计是一种战略思考,设计的初心是新生,新生就是每个设计师核心价值,在新生中创造不同。十年间,她借助深圳国际工业设计大展、伦敦百分百设计展等品牌活动,不断践行让世界看到深圳设计。下个十年,她认为是价值观驱动,让设计回归初心,渗透到行业里的每个人。真正的创新不是颠覆性的,而是让城市里每个人都找到幸福感,得到爱与关怀。城市因设计而绽放出人性的光芒,城市因设计而变得更加伟大。

During the summit, Shirley Feng, Executive Vice President & Secretary General of Shenzhen Industrial Design Profession Association, brought up a brand new concept “The New Design Dynamic is Harmonious in Diversity”. She stated that design is a kind of strategic thinking. The original desire aspiration of design is to create new things, creating is the core value for each designer, design is about bringing difference within innovation. In the past ten years, through organising SZIDF and participating in 100% Design London and other brand events, Shirley keeps practicing to approach the goal, which is to let the world see Chinese design. She believes design will be driven by value in the next ten years. She proposes to lead design into people's daily life, making everyone feels happiness, love and care. The city shines with humanity due to design, and the city is made even greater by design.



峰会现场座无虚席 All seats were occupied during the summit

为创新设计发声, The Great One 大奖引领行业标准

The Great One Award Encourages Innovative Designs and Leads the Industry Trend

本届大展首次推出全新子品牌“The Great One”大奖,从产品设计、展位设计、设计企业家三大维度进行全新升级,聚焦行业创新性及引领性标准。该大奖从报名到评审、再到颁奖,引发全球设计同行、设计师们以及设计爱好者们的高度关注。评审团经过严谨的评选,最终选出1个设计至尊奖,5个创新产品设计奖,5位新一代设计企业家奖,3个最佳展示奖,1个纪念品设计奖,与设计爱好者们共同见证更多全球设计精品、优秀设计公司及杰出设计师,为创新设计发声,引领设计未来。作为大展评审团主席、世界设计组织(WDO)主席路易莎·博切多表示,“今年非常荣幸能够成为'The Great One'大奖的评委会主席。这是我第二次来参加深圳国际工业设计大展,能再来这里对我来说是一种乐趣。很高兴能够继续见证这个大展的价值及质量不断提升。”

—“品”聚焦,快速传递产品价值。The Great One大奖作品涉及消费类电子、智能硬件、可穿戴设备、机器人、虚拟现实、智能家居等领域,入围复审的59件原创参评作品亮相中心展区,观众争相体验、点赞。经过严谨的评选,由深圳市麦锡工业产品策划有限公司的“文化茶 Culture Tea”一举摘下The Great One设计至尊奖。

—“人”发声,高调出道彰显主张。The Great One新一代设计企业家奖项评选网络票选异常火爆,吸引了全球40位具备鲜活创新能力、卓越的个人能力,对推动行业、社会、时代发展做出杰出贡献的设计企业家参选。最终由来自宝嘉能源的杨伟榕、佳简几何的魏民、设计邹的邹镇孟、Union Square的Victor Declety以及三诺工业设计中心的阴鹏等五位设计领袖获得The Great One新一代设计企业家奖。

SZIDF 2018 upgraded the SZIDF awards into “The Great One” awards from three aspects which are product design, booth design and design entrepreneur, focusing on industry innovation and leading standard. Every part of the award including registration, review and award ceremony has attracted much attention from the world industry, designers and design fans. After rigorous selection, 1 The Great One Award: Best of the Best, 5 The Great One Award Winners, 5 The Great One Award: Design Entrepreneur of New Generation, 3 The Great One Award: Best in Show and 1 SZIDF 2018 Gadget Design Award in total have been selected and presented the best design products, outstanding design studios and remarkable designers to the world. As president of the jury and President of World Design Organization (WDO), Lusia Bocchietto stated: “It's my honor to be the president of ‘The Great One’ award jury. This is the second time for me to SZIDF and it's such a pleasure to be here again. I'm glad to see the improvement of SZIDF and the value behind it.”

The Great One product focuses and transfers the product value. The Great One Award winning products are from areas of consumer electronics, intelligent hardware, wearable devices, robots, VR, smart home, etc., 59 products entered into the final judging round and were displayed in the central exhibition area which attracted many visitors. After rigorous selection and judging, “Culture Tea” from Shenzhen Maxypro Industrial Product Scheme Co., Ltd won the Great One Award: Best of the Best.

The online voting for “The Great One Award: Design Entrepreneur of New Generation” has been very competitive. 40 unique and outstanding designers around the world have attended the competition. Among them, Yang Weirong from Baojia International Group Limited, Wei Min from XIVO, Zou Zhenmeng from ZOU Design, Victor Declety from Union Square, and Yin Peng from 3Nod have won The Great One Award: Design Entrepreneur of New Generation.



深圳市麦锡工业产品策划有限公司的“文化茶Culture Tea”
斩获The Great One 设计至尊奖

The Great One Award: Best of the Best :
“Culture Tea” from Shenzhen Maxpro Industrial Product Scheme Co., Ltd.



首届The Great One 新一代设计企业家
The Great One Award:
Design Entrepreneur of New Generation

助推产业转型升级, 中国本土设计与国际媲美

Promoting industry transformation and upgrading, China design catches up with World design

本届大展除了延续往年高端化国际化的基调外, 中国本土设计异军突起也是一大看点, 彰显中国设计力。首设中外双策展团队, 由丹麦设计联盟前总裁特勒尔斯·赛登法邓和国内策展团队彰显品牌共同策展, 引进国外前沿设计的同时彰显中国设计力; 同时, 大展展示了中国东道主设计实力与国际媲美的势头, 台湾创意设计中心、香港黄点设计工作室以及来自深圳的意臣设计、佳简几何、inDare、三诺、设际邹、白狐等设计机构展现中国设计品牌实力, 汇聚港澳台设计力量, 形成两岸三地协同创新的良好态势。其中, “文化茶 Culture Tea”一举摘下The Great One设计至尊奖, 更是突显了中国本土设计实力越发强大, 诠释了中华美学的魅力。国家工业和信息化部产业政策司副司长于晓东表示, “中国经济已由高速增长阶段转向高质量发展阶段, 工业设计也同样进入了新的发展阶段。我们将继续通过健全政策体系, 强化改组建设, 增强服务能力, 激发企业活力, 努力营造有利于工业设计的良好环境。”

来自台北当代设计群展商表示, “与杭州和北京的设计展会对比, 深圳国际工业设计大展更让甲方乙方无缝链接, 也只有深圳拥有全球独有的完整的制造业产业链和硬件资源可以做得到。”“非常感谢主办方, 这次活动组织得非常好, 显示出了极其强大的中国设计力量”, 意大利设计常青树、全球最佳设计事务所Favaretto&Partner创始人保罗·法瓦瑞特说道。作为新型高端服务业的工业设计, 已成为助推传统产业转型升级的重要力量, 六年磨一剑, 深圳国际工业设计大展打造成为全球设计师交流合作与设计交易重要平台, 引领世界设计风向标。

During SZIDF 2018, the emerging Chinese design is also a highlight, which showed the Chinese design power. SZIDF 2018 was curated by Troels Seidenfaden, Founder & Creative Director of Seidenfaden Design Consultancy and Shenzhen Brandesse Design Agency, while introducing the advanced foreign design, the Chinese design power is also highlighted. China design brands like Taiwan Design Center, Hong Kong Yellow Dot Design, Shenzhen Innozen, XIVO, inDare, 3nod, ZOU Design and Bifoxs showed their design ability. SZIDF 2018 integrates the design power from Mainland China, Hong Kong, Macau and Taiwan, showed the atmosphere of collaborative innovation. “Culture Tea” has won the Great One Award: Best of the Best, which has also proved the improvement and charm of Chinese design. Deputy Director of Industrial Policy Department of Ministry of Industry and Information Technology, Yu Xiaodong indicated that: “China's economy has changed from high-speed growth stage to high-quality development stage, and industrial design has also entered a new development phase. We will continue to improve the policy system, restructure organization construction, enhance service capacity, stimulate enterprise energy, and strive to create a good environment which can be conducive to industrial design.”

Exhibitor from Taiwan Design Power indicated: “Comparing to design fairs in Hangzhou and Beijing, SZIDF have a closer B2B connection which can only be realized due to Shenzhen's perfect eco system, well developed product chain and abundant hardware resources”. Paolo Favaretto, the Founder of FAVARETTO & PARTNERS spoke highly of SZIDF: “Thanks to SIDA for such great events, you have showed China's strong design power to the world”. Industrial design as a new high-end service industry has become the important factor and power for promoting industry transformation and upgrading. Under six years' hardworking, SZIDF has managed to build a communication and cooperation platform for all designers as well as continually leading the design trends in the world.



七大国际设计展团亮相会展中心, 图为荷兰设计国家馆
7 International Design Pavilions, the picture is Holland Design Pavilion



台湾创意设计中心
Taiwan Design Center

业界评价 Comments

设计赋能

DESIGN DRIVES [KNOWLEDGE] DRIVES DESIGN

2018第六届深圳国际
工业设计大展

SZIDF 2018

领导的鼓励

Government Leaders



陈如桂 / Chen Rugui

深圳市人民政府市长 / Mayor of Shenzhen Municipality

大展总体组展水平很高,展览本身达到了国际化高水平。大展组委会办展做得很用心,工作结果非常出色,对工业设计以及城市建设贡献很大,彰显了设计之都的水平!

The overall exhibition level is very high, and the exhibition itself has reached a high level of internationalization! It is a diligent exhibition, the work results were very good, and it contributed a lot to industrial design and urban construction, highlighting the level of the city of Design!



艾学峰 / Ai Xuefeng

深圳市人民政府副市长 / Deputy Mayor of Shenzhen Municipality

我们将以深圳国际工业设计大展示为契机,加快发展包括工业设计发展在内的现代服务业,为中国制造高质量发展注入创新活动,同时努力打造国际一流营商环境,欢迎海内外设计师来深创新创业,共同推动深圳工业设计实现国际化、品牌化发展。

We will take the opportunity of Shenzhen International Industrial Design Exhibition to accelerate the development of modern service industry including industrial design development, introduce innovative activities for Chinese manufacturing's high-quality development, and strive to create a world-class business environment. Welcome designers at home and abroad to innovate and start a business here and jointly promote the internationalization and brand development of Shenzhen industrial design.



于晓东 / Yu Xiaodong

国家工业和信息化部产业政策司副司长 / Deputy Director of Ministry of Industry and Information Technology

深圳国际工业设计大展是工业设计领域开展国际交流的重要窗口和合作平台,历届大展主题突出,特色鲜明,通过展示设计创新发展的成果和研讨交流,引导企业开发新产品,提供新服务,创造新需求,对于推动深圳市工业设计发展带动全国工业设计创新发展和制造业转型升级起到了积极的推动作用。

Shenzhen International Industrial Design Exhibition is an important window and cooperation platform for international exchanges in the field of industrial design. The themes of previous exhibitions are outstanding and the characteristics are distinct. By demonstrating the achievements of design innovation development and exchanges, guiding enterprises to develop new products and provide new services, through creating new demand, SZIDF has played a positive role in promoting the industrial design development of Shenzhen, as well as in leading the innovation development of Chinese industrial design and boosting manufacturing industry transformation and upgrading.

大展专家评审团专业点评

Comments from the Jury



路易莎·博切多 / Luisa Bocchietto

世界设计组织 (WDO) 主席 / President of the World Design Organization (WDO)

本届大展在设计水平、展位质量上都有了很大的提升,这让我很高兴。与此同时,大展对深圳设计创作者和设计行业发展的影响也越来越大,越来越多的人对大展感兴趣,吸引了来自世界各地的人们。

I am very happy to see this fair is improving in both design level and booth quality. It is becoming more and more impressive their influence on design creator and on design industry in Shenzhen. And it is becoming more and more interesting for us that coming from different parts of the world to see the fair.



拉夫·威格曼 / Ralph Wiegmann

iF国际设计大奖全球执行总裁 / CEO of iF International Forum Design GmbH

和往届相比,今年每个展位的设计感和品质都有了很大的提升,展会规模一年比一年高。我为组委会能够带来真正具备国际规模的高品质设计大展感到骄傲,在这里,我们可以看到来自世界各地的设计作品。同时,组委会一直致力于通过大展来提升设计的品质,这绝非易事。在我看来,深圳国际工业设计大展的成功是毋庸置疑的。

The quality of the exhibition design of every booth compared to last year, it is again really much better. Last year was very good but this year is definitely even better. So, I still feel impressive SIDA is very able to bring such high quality exhibition together and that's international scale. Well I mean we see exhibition from different countries here, and working so consequently on the increase and the improvement of the quality. They really do very well. I can just congratulate that such good design exhibition was set up.



汉诺·凯霍宁 / Hannu Kähönen

欧洲顶级工业设计大师、芬兰设计决策制定者和总负责人 / Founder & CEO of Creadesign

本届大展很好地展示了现当下设计正在发生的事情,每一个观展人都可以从中得到启发,以此构思当下或未来的设计方向,深圳国际工业设计大展将成为引领未来设计趋势的风向标。

This exhibition is good to show what's going on at the moment and everyone can design what in his mind and heart, what kind of things he wants to or she wants to develop in the future. And there will be a good way and some kind of new direction for design in the future.



桑迪·蒙罗 / Sandy Munro

精益设计之父,美国Munro首席执行官 / Design Prophet & CEO, Munro & Associates, Inc.

深圳浓厚的设计氛围是我来这里的原因。我之前到过深圳、北京、上海几个不同的城市,去参观这几所城市的大学和汽车公司。但是我最喜欢深圳,这也是我在这里开办公司的原因。

The design of atmosphere in Shenzhen is the reason I am here. I was given opportunities by Shenzhen, Beijing, several different university of shanghai and several different car companies to come to their different cities. But I like Shenzhen a lot. So, that is why I started my company here.



保罗·科恩 / Paul Cohen

Cube Design CEO兼设计总监、iF设计奖最负盛名的评审 / Design Director, CEO of Cube Design, one of the Most Famous jury of iF International Forum

深圳是科技的中心、是创客之城,高新技术在这座城市迅猛发展,如富士康、华为等优秀企业都在这里生根发芽。在这次展会上,我也看到了很多精妙绝伦的创意设计和优秀的设计公司,我认为中国的工业设计已经成熟起来了,这也是我被这座城市吸引的原因。

Shenzhen is the center of technology. I can say clearly that Shenzhen is the center for IT, for innovation, for anything high-tech. Companies like Foxconn, Huawei there are all here. So, for me that attracts me. I think that Chinese people have real ability to do some really wonderful design now and there are many great companies. Shenzhen is the place.

大展专家评审团专业点评

Comments from the Jury

**何人可 / Renke He**

湖南大学艺术设计学院院长 / Dean at School of Design,
Hunan University

我们现在进行的设计本来就是为了未来。本届大展和其他城市的展览不一样,参与展览的主体几乎都是年轻人,大展上可以看到现在优秀的年轻人在设计自己的未来,这让人感到很兴奋。并且通过大展,可以看到深圳实际上在引领中国工业设计的发展。

The design we're working on is for the future. This fair is different from exhibitions in other cities. Almost all participants of the fair are young people. It is very exciting to see today's outstanding youth designing their own future. And through the fair, we can see that Shenzhen is actually leading the development of Chinese industrial design.

**宋同正 / David Song**

台湾创意设计中心执行长 / CEO, Taiwan Design Center

工业设计大展起了一个非常大的作用,因为它连接整个国内的市场,甚至整个全球的市场,所以,对于海峡两岸在设计的合作上面,我相信,这个平台也发挥了很大的作用。

Industrial Design Fair has played a very important role. Because it connects the entire domestic market, even the entire global market. So, as for cross-strait cooperation in design, I believe that this platform has also played a significant role.

**特勒尔斯·赛登法邓 / Troels Seidenfaden**

丹麦设计联盟前总裁 / Founder & Creative Director of
Seidenfaden Design Consultancy

在这里,我看到了非常优秀的设计作品和高水准的设计解决方案,组委会将大展办的一年比一年更好,这是我非常欣赏的地方。

I saw a very high level of designs and very high level of design solutions, that's very good. It's getting better every year.

国际设计大师专业点评

Comments from International Design Masters

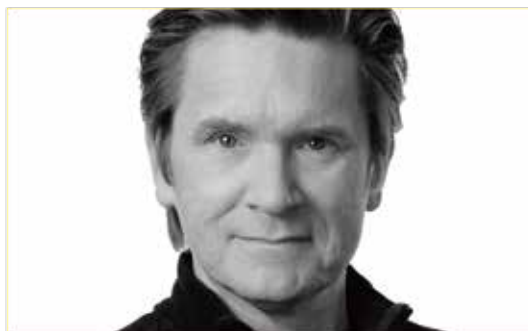


哈特穆特·艾斯林格 / Hartmut Esslinger

青蛙设计公司创始人 / Founder of Frog Design

再次感谢组委会邀请我参加这样一个非常酷炫的、富有启迪的活动，我觉得组委会应该为深圳国际工业设计大展感到骄傲。我们所有参与大展的人都在这里分享了自己追求卓越设计的热情，而这也是其他参与者所认同的。我期待下次再来，无论什么时候我都会支持大展。

Thanks again for the invitation to your really cool and inspiring event! The progress you and all at SZIDA made shall make you very proud! Now, as we all share the passion for excellence, I share some thoughts, which also reflect what I heard from other participants. I will be happy to come back and support you any time.



丹·哈登 / Dan Harden

Whipsaw创始人及首席设计师, 前青蛙设计公司总裁 / President, CEO and Co-Founder of Whipsaw

我认为大展的设计气氛非常浓厚，我期待在这里得到更多的提升，同时也乐于为大展提供帮助。我们公司在深圳有很多合作伙伴，包括富士康、华为等，也希望在这里有更多的发展机会，因为中国是未来设计的重要组成部分，这是属于中国的时代。

I think the atmosphere here is pretty amazing. I wish it all the best and will help for what I can do. I really look forward to do more work here. We have a few clients here, TP-Link, Huawei and we intend to have more cause we think China really is part of the future of design, it's your turn.



林衍棠 / Yanta Lam

中国设计研究工作室总监 / CEO and Founder of China Design Research WorkGroup

我听到很多海外的朋友们说，这是全亚洲最大的工业设计展览，可想而知组委会花了很大的功夫去准备。

Many foreign friends said that SZIDF is the largest industrial design fair in Asia. I can imagine that the organizing committee has put a lot of efforts into preparing this fair.



田中一雄 / Kazuo Tanaka

日本GK设计集团社长、日本工业设计师协会理事长 / President, CEO of GK Design Group Inc., President of Japan Industrial Designers Association (JIDA)

如今，中国的工业设计正在蓬勃发展。我在一些中日设计奖项也多次担任评委，有丰富的设计经验。因此，我在这里很明确的感受到中国的产品设计正在发生巨变，尤其体现在国际化的产品方面。

Chinese industrial design is much promoting nowadays. I have many experiences in Sino-Japan jury or judges on some design award. So, through that experience, Chinese product design is very high class changing right now, so especially international products.



马德·吉斯塔加德 / Mads Quistgaard

丹麦新兴品牌文化机构Urgent.Agency创始人 / Founder and Director of Design at Urgent.Agency

在本届大展上，我感受到深圳在产品设计、技术创新以及创意概念方面的独特魅力，这让我觉得中国真的是一个非常有趣的地方。

There is a lot of fascination with product design, innovation, technology but also feel the whole idea of intensity. I think that China is a very interesting place.

**陈青珈 / Albert Chen**

inDare合伙人、iF评委、前TCL全球设计中心设计总监 / Partner & VP of inDare Design Strategy, Member of iF jury

最吸引我的地方是展会上百家争鸣的场景，这是我觉得最棒的地方。我希望中国设计不仅只有一种声音，而是每个声音都有。包括在全球设计价值峰会上，设计师们分享了不同的观点，这是很好的一点，设计本身就是观念与价值的融合。

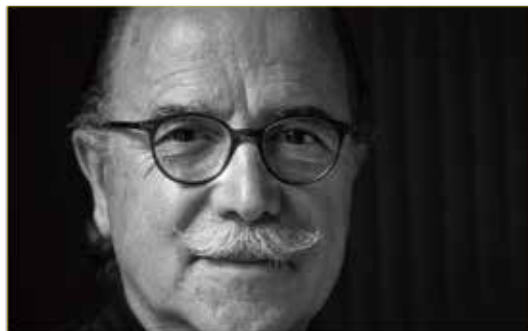
I think the best part which also attracted me the most was the scene of contention of hundreds of designs at the exhibition. I hope that Chinese design not only has one kind of sound, but every sound. During the Global Design Value Summit, speakers share different perspectives, which is a good point. Design itself integrates ideas and values.

**托尔斯滕·弗雷肯波尔 / Thorsten Frackenpohl**

德国知名设计工作室Noto Design Studio合伙人 / Managing Partner of Noto Design Studio

我发现大展有很多深圳本土企业参与，这让我印象非常深刻。像这种工业设计的展会在德国几乎不可能办成，我们不可能为了设计公司而特意去搞一个展览。因此，这个大展让我感到很特别。

I notice that there are a lot of local companies here and they seemed to be impressive and huge. This is unimaginable in Germany. It's not really possible for us to create a fair only about these staffs. So it's special.

**保罗·法瓦瑞特 / Paolo Favaretto**

意大利设计常青树、全球最佳设计事务所Favaretto&Partner创始人 / Founder of Favaretto & Partner

我认为深圳国际工业设计大展是提升设计项目的最佳平台。

I think SZIDF is the best platform to improve a design project.

**柯铎 / Christophe Branchu**

JU & KE钜刻创意设计工作室联合创始人 / Co-Founder of JU & KE

深圳是一个在世界范围里都很独特的城市，它是科技创新的城市。我听说仅深圳一个城市就有超过6000家设计工作室，这太令人疯狂了。在这里可以感觉到整个城市都在呼吸“设计”，这座城市的所有东西都为科技和设计做好了准备。

Shenzhen is very unique in the world. It's a place full of technology innovation. but here in Shenzhen, I heard there are over 6000 design studios in one city which is crazy. You can feel that the city is breathing about design, everything here is ready of technology and design.

**朱利安 / Julien Gueuning**

JU & KE钜刻创意设计工作室联合创始人 / Co-Founder of JU & KE

我发现深圳的工业设计在飞速成长，比如很多关于城市设计的创造、创意园区的开放。据说深圳有着数以万计的设计师，这个数量非常惊人，深圳是当之无愧的设计之都。而在深圳国际工业设计大展上，更能感受到创意灵感迸发的设计氛围，每个人都乐于学习、分享关于设计方面的知识，在这里能快速有效的了解设计，这也是为什么我来这里的原因。

I started to see the growth of industrial design, design all around about city love, creative park opening. I learned the other day that there are thousands of designer in Shenzhen, it's crazy. This is really the city of design. And you can feel the atmosphere, people are curious to learn more about design, going faster and better than any other city. That's why I'm here.

参展商的认可

Recognition from Exhibitors



三诺工业设计中心

3Nod Industrial Design Center
C7-C8

本届大展增加了很多互动的平台：有大师讲坛、沙龙、新品发布会、以及现场直播，流量带入的方式变得更多元化，也让大展变得更有影响力了，让很多不了解设计的人，可以通过大展这个平台接触到设计。

This year's SZIDF has added many interactive platforms: master forums, salons, new product launches, and live broadcasts. The way to bring in more attention is more diversified, which made the exhibition more influential. SZIDF allows more people to better understand design through the exhibition.



深圳市佳简几何工业设计有限公司

Shenzhen XIVO Design Co.,Ltd.
C16-17 C32-C33

大展的规模一如既往的大，从人流上来看，观众从最初的不专业——到慢慢地了解工业设计——到现在的理解设计，整体参展的观众越来越专业化，同时有更多的人不需要我们跟他解释什么叫做工业设计、什么叫做产品策略、什么叫做品牌设计，我们只需要将作品展现出来就可以了。这标志着中国人对设计的理解已经有了非常大的提升。这是我从这几届大展里看到的一年一年的变化。

The scale of SZIDF is as big as ever. The visitors are more and more professional. There is no need for us to explain what is industrial design, what is called product strategy, what is called brand design to more visitors, we just need to show the work. This indicates that the Chinese understanding of design has greatly improved. This is the change that I noticed from every year's SZIDF.



深圳意臣工业设计有限公司

Innozen Design Co.,Ltd.
C10

实际上，我们在参加深圳国际工业设计大展的同时，也在参加其他的设计展，我们对比发现，这届大展主办的规模、氛围以及参加企业的品质对比国外的展览，都有很大的提升。

While participating in the Shenzhen International Industrial Design Fair, we also attend other design exhibitions. We found that the scale, atmosphere and quality of exhibitors are improving compared to foreign exhibitions.



长城汽车股份有限公司

Great Wall Motor Company Limited
D9-10-17

深圳，可以说是全国工业设计氛围最浓厚的一座城市，它应该是最开始搞工业设计这一块，而且也把这种浓厚的设计氛围带到了我们河北省。

Shenzhen is a city that has the strongest industrial design atmosphere. Shenzhen is also the first to engage in industrial design in China. The strong design atmosphere has also been brought to our Hebei Province.



深圳市设际邹工业设计有限公司

Shenzhen Zoudesign Industrial Design Co.,Ltd.
C3

这是我第三次参加工业设计大展，算是大展的老朋友了。我觉得大展在朝着更加平稳、更加进步、不断完善、不断迭代的方向走，而这也是我自己对大展的印象和祝福。

This is my third time to participate in SZIDF, I'm an old friend to this fair. I felt that the development of fair is more steady, more advanced, and the fair is constantly improving and iterating, which is also my own impression and blessing for SZIDF.



深圳月步文化科技有限公司

ShenZhen Moonwk Culture Technology Co.,Ltd
C9

每次展会其实都有不同的特色,今年的“设计赋能”,也是开创设计加产业链的一个新概念。

Every year, SZIDF has different characteristics. This year, the design empowerment is also a new concept to create a design plus industry chain.



台湾创意设计中心

Taiwan Design Center
E1E14

在这届大展上,我们看到了设计在深圳有越来越多的可能性,越来越多具备活力的年轻人参与进来。而这届展览的主题也有了很大的改变,过去我们谈的是专业,现在谈的是设计赋能,赋能谈的是设计师除了为企业带来创新之外,同时对地球这个环境也有更高度的社会责任在身上。

At this year's SZIDF, we saw that there are more and more possibilities for design in Shenzhen, and more and more energetic young people are involved. The theme of SZIDF 2018 has also changed a lot. In the past, we talked about professionalism. Now we are talking about design empowerment. In addition to bring innovation to enterprises, designers also have higher level of social responsibilities on the environment of the earth.



A' Design Award & Competition

E6、E13

深圳工业设计大展规模越来越大,而且整个质量越来越高,也可以看到它变得越来越专业了,这让我很开心。

The scale of SZIDF is getting larger; the overall quality is much higher. It is more professional, which makes me very happy.



深圳九点整工业设计有限公司

Shenzhen 9-o'clock Industrial Design Co., Ltd.
D6

“The Great One”是一个蛮好的切入点,工业设计大展也办了好多年了,它需要一个新的东西和一些拓展的地方。它的概念也是非常好的,让大展找到一个新的出发点,也是新的起点,让工业设计大展更加放大化、多样化,也更精致。

“The Great One” is a good entry point, and SZIDF has been running for many years. It needs a new thing and some expansion. Its concept is also very good, allows SZIDF to find a new starting point, which also makes the SZIDF more powerful, diverse and delicate.



台北当代设计群

Taipei Design Group
C27

与杭州和北京的设计展会对比,深圳国际工业设计大展更让甲方乙方无缝链接,也只有深圳拥有全球独有的完整的制造业产业链和硬件资源可以做得到。

Compared with the design exhibitions in Hangzhou and Beijing, Shenzhen International Industrial Design Fair makes seller seamlessly connect with buyer, and only Shenzhen can realize this by having a complete global manufacturing industry chain and hardware resources.



方块工业设计有限公司

Square Industrial Design Co., Ltd.
D19

我觉得大展的氛围非常好,这个平台让我们能够把我们的设计展示给更多的企业、公众以及设计师。并且本届展会的国际化程度非常高,通过这个平台,让本土设计师能够有更多跟国际设计师交流的机会。

I felt that the atmosphere of SZIDF is very good. This platform allows us to show our designs to more companies, the public and designers. And the internationalization of this fair is very high. Through this platform, local designers can have more opportunities to communicate with international designers.

专业观众的观展心得

Visitors’ View

深圳大学产品设计系王同学

Mr. Wang, Product Design Major,
Shenzhen University

刚才体验了VR眼镜, 真的太好玩! 我比较喜欢人工智能方面的东西, 尤其是智能机器人和无人机这两大领域, 在这次展会上, 我看到了很多有趣的展品, 不管是创意、设计还是科技含量方面都做的很好!

I just experienced VR glasses, it is really fun! I like artificial intelligence, especially in the fields of intelligent robots and drones. I also saw innovative and interesting exhibits at SZIDF. This fair is great in the aspects of creativity, design and technological content!

深圳某公司陈小姐

Ms. Chen from Shenzhen

我觉得这次高峰论坛真的非常棒, 演讲的嘉宾都是设计行业内的大咖, 分享了很多他们关于设计的看法、经验以及一些很有趣的故事, 从他们的分享中我感受到设计的魅力与前景, 想要更多的去了解设计、了解设计师。我印象最深的是路易莎·博切多说的“设计师可以帮助整个城市想出一个更好的生活方式”, 这大概就是设计的意义。

I think the Value Summit Forum is really great. The speakers are all masters in the design industry. They shared a lot of views, experience and interesting stories on design. From their speech, I felt the design charm and prospects, and want to understand more about design and designers. What impressed me the most is Luisa Bocchietto’s“Designers can help the whole city to come up with a better way of life”, which is probably the meaning of design.

北京某公司张先生

Mr. Zhang from Beijing

我是从北京过来的, 相对于北京来说, 深圳的设计范围会更广一些, 想法更多样, 年轻人的设计理念也更开放。本身深圳这座城市就相对开放, 又毗邻香港, 地理位置更好。就全球来说, 深圳的设计还是有中国的特色。

I came from Beijing. Compared with Beijing, Shenzhen's design scope is wider, the idea is more diversified, and young people’s design concept is more open. The city itself is relatively open and close to Hong Kong, with a better geographical location. As far as the world is concerned, Shenzhen's design still has Chinese characteristics.

深圳某科技公司王小姐

Ms. Wang from a Shenzhen
tech company

我对这个展会非常感兴趣。我喜欢观察这些不同的设计和陈列品。所有的展示品的质量都很高。一般的展会是没有这么多有趣的设计的, 但工业设计大展不一样, 每一个展位都有他们独特的设计, 这点真的很吸引我。

I am very interested in this fair. I like to observe these different designs and displays. All exhibits are of high quality. Other exhibitions do not have so much interesting designs, but SZIDF is different. Each booth has their unique design, which really which is really attractive to me.

SZIDF 2018

设计赋能

丰硕成果
Achievements

DESIGN DRIVES
[KNOWLEDGE]
DRIVES DESIGN

**2018第六届深圳国际
工业设计大展**

SZIDF 2018

聚焦国际前沿设计, 10万观众工作日走进大展

Over 100,000 visitors enjoyed global exquisite designs

2018第六届深圳国际工业设计大展聚焦国际前沿设计, 展品范围涵盖AI机器人、无人机、智能穿戴产品、智能家居、云服务平台、开源创客、3D打印技术、数字化研发设计、信息工具等领域的最新设计与技术, 共计展出6000余件设计精品。自11月5日开幕以来, 吸引了来自美国、意大利、荷兰、德国、加拿大、日本、新加坡等国家和地区的国际设计企业及设计师代表, 国内部分省市工业设计主管部门领导和代表, 有关高等院校、科研院所、知名工业设计企业和专家学者代表等前来观展。

展会三天参观人数近10万人次, 专业观众达6万人次, 吸引了550余家媒体聚焦报道, 被称为最具国际化、最专业、最具影响力的工业设计专业展会。中山市工业设计协会、康佳集团、齐心集团、长青集团、腾讯、富士康、创维、海能达、比亚迪、联创三金、雷柏、极致广告、马克广告、泓睿科技、品上照明等32个专业团队到现场观展, 寻求设计合作商机; 吸引了深圳技术大学、内蒙古师范大学美术学院、江西陶瓷工艺美术职业技术学院、南昌工程学院、安阳工学院、广东石油化工学院、福建工程学院、广东科学技术职业学院、电子科技大学中山学院、广东水利电力职业技术学院、仲恺工作室等11所全国各大院校设计专业领域师生组团前来观展, 进行人才交流及学习。

11月5日至6日, 在会展中心5楼簕杜鹃厅举行的全球设计价值峰会千人场地座无虚席, 更有观众席地而坐, 不仅有来自全国各地的设计师、企业家及设计院校学生, 更有多位慕名而来的国外智能硬件、制造业、互联网+等领域的参展商和观展商, 掀起一场气势恢宏的设计风暴, 打造了一场全球工业设计盛会。

The 2018 6th Shenzhen International Industrial Design Fair (SZIDF) focused on international leading design, which covered AI robots, drones, smart wearable products, smart homes, cloud service platforms, open source makers, 3D printing technology, digital R&D design, information tools and other latest design and technology, more than 6,000 pieces of design products were exhibited. Since its opening on November 5th, it has attracted representatives of international design companies and designers from the United States, Italy, the Netherlands, Germany, Canada, Japan, Singapore and other countries and regions. Leaders and representatives of industrial design departments in some domestic provinces and cities, representatives of relevant higher learning institutions, representatives of scientific research institutes, representatives of well-known industrial design enterprises and relevant scholars also came to the exhibition.

The number of visitors reached almost 100,000 in three days and professional audience reached 60,000. It attracted more than 550 media to report and was praised as the most international, professional and influential industrial design professional fair. 32 professional teams from Zhongshan Industrial Design Association, Konka Group, Qixin Group, CHANT Group, Tencent, Foxconn, Skyworth, Hytera(HYT), BYD, Liantek appliance, RAPOO, Extreme Adverting, Mark Advertising, Hongrui Technology, POSO Lighting and other design-related companies visited the exhibition to seek design cooperation opportunities; The exhibition also attracted teachers and students from design-related major of 11 colleges and universities came to the exhibition and exchanged talents, such as Shenzhen Technology University, Art College of Inner Mongolia University, Jiangxi Ceramic Fine Art Profession Academe, Nanchang Institute of Technology, Anyang Institute of Technology, Guangdong University of Petrochemical Technology, Fujian University of Technology, Guangdong Institute of Science and Technology, University of Electronic Science and Technology of China Zhongshan Institute, Guangdong Technical College of Water Resources and Electric Engineering, and Zhongkai Studio.

From November 5th to 6th, the Global Design Value Summit was held at the 1000-person venue, Bougainvillea Hall on the 5th floor of the Shenzhen Convention and Exhibition Center and all the seats were taken, some audience even chose to sit on the ground. The event site not only attracted designers, entrepreneurs and design college students from all over the country, but also attracted many foreign exhibitors and visitors from intelligent hardware, manufacturing, Internet+ and other fields; the event had set off a magnificent design storm and created a distinguished global industrial design gathering.



订单数量超新高, 设计孵化成效显著

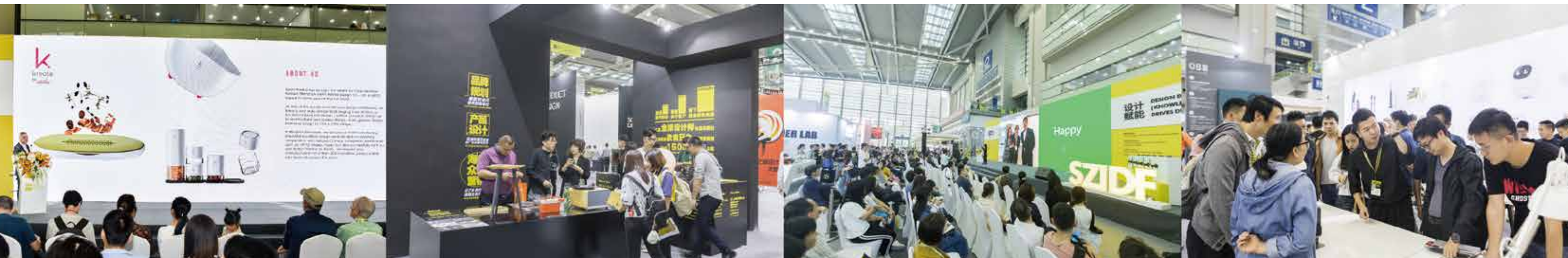
A new high of order quantity and remarkable design incubation effect

本届大展延续往年的1+5:设计×制造业配对形式, 为展商提供产业对接服务, 举办了多场产业对接会。截止到11月7日, 据不完全统计, 展览三天将近八成展商表示已收到意向合作订单。其中, 三诺集团达成20项意向合作, 意向交易额达100万元; 深圳市佳简几何工业设计有限公司达成5项意向合作, 意向交易额达100万元; Pearl Studios 展商意向交易额为50万元; 深圳市知行创新工业设计有限公司达成20项合作, 现场交易10万元, 意向交易额为30万元; 深圳市道集工业设计有限公司意向合作为35项, 意向交易额为60万元; 深圳九点整工业设计有限公司现场交易额为25万元; 深圳立方设计有限公司现场交易额为20万元; 深圳市意臣工业设计有限公司达成4项意向合作, 现场交易额为20万元; 深圳市设际邹工业设计有限公司现场交易额为15万元, 意向交易额为30万元等。

六年磨一剑, 除设计订单超新高以外, 大展的设计孵化成效也同样显著, 启蒙孵化了多位年轻设计师及多支新锐设计团队, 培育出深圳佳简几何、inDare、月步等实力派新秀设计公司, 不断激发深圳创造力, 为深圳这座设计之都、创新之城源源不断注入鲜活创新力活力。其中, 佳简几何设计公司携手大展走过四个春秋, 公司也在短短4年的发展不断壮大, 获得红点、iF等国际大奖40余项, 成为设计界不容小觑的“黑马”。此外, inDare团队成立四年内, 与合作伙伴完成一百多个项目, 并有95%的项目已落地投产, 并斩获德国红点、iF设计大奖和美国IDEA设计奖等一百多项知名工业设计奖, 已成为一支充满创造力和策略思维的设计生力军。

SZIDF 2018 continued the 1+5 model of previous years: Design × Manufacturing Matching Form, providing exhibitors with industrial matching services and holding several industry matchmaking meetings. As of November 7th, according to incomplete statistics, nearly 80% of the exhibitors indicated that they have received intentional cooperation in three days. Among them, 3NOD Group got 20 intentional cooperation, the intentional transaction amount reached 1 million Yuan; Shenzhen XIVO Design got 5 intentional cooperation, with an intentional transaction amounting to 1 million yuan. Pearl Studios' intentional transaction amount is 500,000 Yuan; Shenzhen ThinkDo Design got 20 cooperation, on-site transaction reached 100,000 Yuan, intentional transaction was 300,000 Yuan; Shenzhen DDID Industrial Company had 35 intentional cooperation and the intentional transaction amount was 600,000 Yuan. Shenzhen 9-o'clock Design got on-site transaction amount of 250,000 yuan; Shenzhen Cube Design's on-site transaction amount was 200,000 yuan; Shenzhen Innozen Design got 4 intentional cooperation, and the on-site transaction amount was 200,000 yuan; Shenzhen ZOUEDESIGN reached an on-the-spot transaction amount of 150,000 yuan and an intentional transaction amount of 300,000 yuan.

Persistence is the key to success, in the past six years, in addition to the transcend design order, the design incubation effect of the exhibition was also remarkable, which enlightened and hatched a number of young designers and leading design teams such as: Shenzhen XIVO Design, inDare and Shenzhen moonwk design. These young companies continue to inspire the creativity of Shenzhen, injecting fresh and innovative vitality into this design capital and innovation city. Among them, Shenzhen XIVO Design has experienced four springs and autumns with SZIDF and continues to grow stronger, they has won more than 40 international awards such as Red Dot and iF, and has become a "dark horse" in the design world. In addition, the inDare team has completed more than 100 projects with its partners within four years of its establishment, 95% of which have been put into production, and they have also won more than 100 Red Dots, iF Design Awards and IDEA Design Awards, showing that they have become a design force full of creativity and strategic thinking.



The Great One大奖分量十足, 设计影响力不容小觑

The Great One Award deputed with unique features and influence

以创意为点, 设计为径, 以深圳国际工业设计大展为展示平台, 大展全新概念子品牌 “The Great One” 大奖于2018年重磅登场。今年参赛产品的质量、数量以及国际化水平再创新高, 共收到超过500件设计作品报名参与奖项评比。由世界设计组织 (WDO) 主席路易莎·博切多担任评审专家团主席, iF设计大奖全球执行总裁拉夫·威格曼、芬兰Creadesign公司创始人&CEO汉诺·凯霍宁、精益设计之父桑迪·蒙罗、CubeDesign CEO兼设计总监保罗·科恩、湖南大学设计艺术学院院长何人可、台湾创意设计中心执行长宋同正作为评审专家成员, 分别为从创新性、功能性、前瞻性、交互性、经济性、竞争力、影响力等角度严格把关, 对初选入围的59件原创作品进行严格筛选和实地考察评选, 现场决选出1个The Great One设计至尊奖, 5个The Great One产品创新设计奖以及3个The Great One最佳展示奖, 并由线上评选出1个The Great One纪念品设计奖和5个The Great One新一代设计企业家奖。

最终, 来自深圳的深圳市麦锡工业产品策划有限公司的设计产品——文化茶一举夺得当晚最重磅的The Great One设计至尊奖。

In name of creativity and design, through Shenzhen International Industrial Design Fair, The Great One Award deputed in 2018. This year, the quality, quantity and international level of the products have reached a new high. More than 500 design works have been registered to participate in the award evaluation. Chaired by Luisa Bocchietto, President of World Design Organization (WDO), the jury panel also includes Ralph Wiegmann, CEO, iF International Forum Design GmbH; Hannu Kähönen, Founder & CEO of the Creadesign Agency; Sandy Munro, Design Prophet & CEO, Munro & Associates, Inc.; Paul Cohen, Design Director, CEO of Cube Design; He Renke, Dean at School of Design, Hunan University; David Song, CEO, Taiwan Design Center as juror experts. The panel evaluates all the products and booths from the perspective of innovation, function, prospective, interactivity, economics, competitiveness and influence. Finally, 1 Best of the Best, 5 Winners, 3 Best in Show and 1 Gadget Design Award (online selection) and 5 Design Entrepreneurs of New Generation (online selection) came into being.

Finally, Culture Tea from Shenzhen Maxypro Industrial Product Scheme Co., Ltd won The Great One: Best of the Best, which was the biggest winner at the awards ceremony.



深圳市麦锡工业产品策划有限公司——文化茶获**The Great One** 设计至尊奖

The Great One: Best of the Best: Culture Tea -- Shenzhen Maxypro Industrial Product Scheme Co., Ltd.



Davide Anzalone Industrial Design——能量手袋获**The Great One** 纪念品设计奖

The Great One: Gadget Design Award: Power Bag -- Davide Anzalone Industrial Design



台湾创意设计中心、Favaretto&Partners、九点整获**The Great One 最佳展示奖**

3 The Great One: Best in Show: TDC, Favaretto&Partners and 9-o'clock



深圳市意臣工业设计有限公司、佛山市方块工业设计有限公司、深圳月步文化科技有限公司、深圳市二十一克产品设计有限公司、深圳市知行创新工业设计有限公司获**The Great One 创新产品设计奖**

5 The Great One: Winners: Titan Underwater Drone from Innozen Design, Smart Air Sensor from Square Design, Smart Moveline Wave from Moonwk, LED Floor Tile Screen from 21g Product Design and Reflective Ceramic Tile from ThinkDo.



深圳宝嘉能源有限公司——杨伟榕、深圳市佳简几何工业设计有限公司——魏民、Union Square——Victor Declety、深圳市设际邹工业设计有限公司——邹镇孟、三诺工业设计中心——阴鹏获**The Great One 新一代设计企业家奖**

5 The Great One: Design Entrepreneurs of New Generation: Stanley Yeung from Shenzhen Baojia Battery, Wei Min from XIVO DESIGN, Victor Declety from Union Square, Simon Zou from ZOUEDESIGN and Yin Peng from 3Nod Group.

SZIDF 2018 | The Great One大奖获奖名单

The Great One Award winner list of
SZIDF 2018

奖项名称 Awards	获奖企业 Company	获奖产品 Awarded Products
The Great One 设计至尊奖 The Great One: Best of the Best	深圳市麦锡工业产品策划有限公司 Shenzhen Maxypro Industrial Product Scheme Co., Ltd.	文化茶 Culture Tea
The Great One 纪念品设计奖 The Great One: Gadget Design Award	Davide Anzalone Industrial Design	能量手袋 Power Bag
	深圳市意臣工业设计有限公司 Innozen Design	水下无人机 Titan Underwater Drone
	佛山市方块工业设计有限公司 Square Design	智能空气小精灵 Smart Air Sensor
The Great One 创新产品设计奖 The Great One: Winners	深圳月步文化科技有限公司 Moonwk	V口几何底袜子鞋 Smart Moveline Wave
	深圳市二十一克产品设计有限公司 21g Product Design	LED地砖屏幕 LED Floor Tile Screen
	深圳市知行创新工业设计有限公司 Thinkdo	反光瓷砖 Reflective Ceramic Tile
	台湾创意设计中心 TDC	E01展位 E01
The Great One 最佳展示奖 The Great One: Best in Show	Favaretto&Partners	E09/E10展位 E09/10
	九点整 9-o’ clock	D06展位 D06

奖项名称 Awards	获奖企业 Company	获奖产品 Awarded Products
	深圳市设际邹工业设计有限公司 ZOUDESIGN	邹镇孟 Simon Zou
	三诺工业设计中心 3Nod Industrial Design Center	阴鹏 Yin Peng
The Great One 新一代设计企业家奖 The Great One: Design Entrepreneur of New Generation	深圳宝嘉能源有限公司 Shenzhen Baojia Battery	杨伟榕 Stanley Yeung
	深圳市佳简几何工业设计有限公司 XIVO design	魏民 Wei Min
	Union Square	Victor Declety

SZIDF 2018 | The Great One大奖获奖介绍

Profile of winners of The Great One Award

The Great One 设计至尊奖
The Great One: Best of the Best

设计至尊奖:文化茶-深圳市麦锡工业产品策划有限公司

Best of the Best: Culture Tea by Shenzhen Maxypro Industrial Product Scheme Co., Ltd.



- 1. 使用价值: 独有的黑茶发酵工艺结合新概念包装体验,使其口感醇厚,清香。在品饮茶汤的同时感受笔画茶在茶汤中慢慢消散的即逝感。
 - 2. 价值文化: 笔画是组成汉字的载体,汉字是延续传统文化的根脉,通过一杯茶警醒我们不要让传播文化的根脉和载体消亡在我们这一代。
 - 3. 精神价值: 展示国人精神志气,提振中华民族文化自信。
 - 4. 经济价值: 文化茶为全球五百多家孔子学院打造,旨在传播汉字文化。
 - 5. 可持续发展: 产品包装采用小麦秸秆为原料,不经化学调配或漂白,可直接与食品接触。废弃的包装可以作为教学工具,帮助特殊人群认识汉字。
 - 6. 量产工艺: 产品包装采用破碎、蒸煮、浆料加工工艺完成。它完全保持了原来的颜色,90天可以完全降解。
- 1.Value in use: It combines the unique dark tea fermentation process and the experience of new concept packaging to make tea rich in aroma and taste. Like the fading taste of tea soup, it makes people feel like the fading effect of the strokes of Chinese characters at the same time.
- 2.Value in culture: Stroke is the carrier of the Chinese character, and the Chinese character is the root of the continuation of the traditional culture. To alert ourselves over a cup of tea, we should not let the root and carrier of the spreading culture die in our generation.
- 3.Value in spirit: It demonstrates the spirit of the Chinese people and boost our confidence of Chinese culture.
- 4.Economic: The product is designed for more than 500 Confucius institutes around the world in order to disseminate the Chinese character culture.
- 5.Environmental protection: The product packaging takes straw from wheat without chemical blending or bleaching and it can be directly contacted with food. Discarded packaging can be used as a teaching tool to help special populations to recognize Chinese characters.
- 6.Craftsmanship: The product packaging is finished by crushing, cooking and slurry processing technology. It completely retains its original colour, 90 days can be completely degraded.

The Great One 创新产品设计奖
The Great One: Winners

创新产品设计奖:水下无人机-深圳市意臣工业设计有限公司

Winners: Titan underwater drone by Innozen Design



Titan是一款消费级水下智能机器人。产品主体为极简跑道圆造型,整体采用黑白配色,通过颜色对比,弱化四周复杂部分,强调简洁跑道圆主体,使得一个复杂产品,视觉上变得更简洁,为使用者营造友好感觉。它搭载A17/A7双核CPU,支持H2654K视频编解码,内置专业级深海星光级4k摄像头,前置4000lmled补光灯,内置专用图像处理DSP,可用于图像识别,物体追踪等智能应用,采用工业级防水方案,最大下潜深度可达150m,水平推进器可产生最大3kg推力,水下潜行速度2m/s,4个小功率垂直推进器,采用闭环控制算法,可以有效实现360度全姿态控制,水下悬停,自平衡,具有强大的抗流能力,续航4小时。

Titan is a consumer-grade underwater intelligent robot. To create a compact but simple shape, the body is a minimal runway circle using black and white. This color contrast will draw the customer's attention to the main body focusing on the product itself. This will help creating a lightweight feeling unlike other similar products. It can be remotely controlled exploring the world of unknown in the sea. With their advanced technology, the device can move around with a stable speed in 360 degree at any time. It also contains a A17/A7 dual- core CPU, H265 4K video code support, 4K ultra-high-definition camera along with a maximum diving depth of 150m. Therefore, it provides an excellent exploring experience to the users and help capturing precious moments.

创新产品设计奖:智能空气小精灵-佛山市方块工业设计有限公司

Winners: Smart air sensor by Square Design



空气小精灵斩获2016年德国红点和iF两项国际大奖。本产品采用分离式设计,配合充电底座,可将分离的空气检测头放置于家居中的任何角落,检测周边环境空气质量,如一氧化碳、甲醛、PM2.5等。通过灯带显示颜色反映当前空气质量,并可通过自带手机APP软件自动向通风设备或空气净化器发送指令以调节空气质量。

The Danaus smart air elves won two international awards:the 2016 German Red Dot and iF. This product adopts a separated design with a charging base and the air detection can be placed in any corner of the home to detect the ambient air quality, such as carbon monoxide, formaldehyde and PM2.5. The color of the light strip reflects the current air quality, and the mobile phone APP software can automatically send commands to the ventilation device or the air purifier to adjust the air quality.

创新产品设计奖:V口几何底袜子鞋-深圳月步文化科技有限公司
Winners: Smart Moveline Wave by Moonwk



V口几何底袜子鞋使用超轻注模发泡而成30g致轻鞋底, 体验无负重“云行走”, 同时采用高弹EVA鞋底材料, 加以减震设计, 创造最佳回弹空间, 解决足部疲乏感, 越走越轻松。科学底纹结构注入超轻量止滑配方, 增强抓地力, 时刻稳固行走平衡。The 30g ultra-light sole made by injection molding and foaming delivers a "cloud walking" experience. Highly elastic EVA and shock absorbing design provide optimal resilience and reduce foot fatigue, allowing walking with more ease. The scientific sole pattern features ultra-light slip-resistant formula, allowing for greater grip and steady walking balance all the time.

创新产品设计奖:LED地砖屏幕-深圳市二十一克产品设计有限公司
Winners: LED floor tile screen by 21g Product Design



这是一款运用在车展, 晚会, 运动会等场所不平整地面也能快速精准拼装的地砖屏幕。由于重量和安装困难等问题, 一般的地砖屏幕都是50cmx50cm的规格, 安装过程繁琐而耗时间过长, 甚至会影响活动的正常开始等问题。这样给安装工人带来很大的困扰! 我们将产品分为100cmx100cm“田”字格支架和屏幕的组合形式, 支架四个脚垫可调节水平, 将地砖屏幕的散装方式变成模块化精准安装。支架采用铝镁合金与碳纤维管结合, LED屏幕模块同样采用了碳纤维管和铝合金灌胶来强化产品坚固性和防水性, 减轻重量还保证了产品结构强度, 同时节省了人力, 节省了原来安装时间的50%, 达到提高效率的效果。通过我们的设计节约了运输成本, 提高了安装效率, 加强了产品的安全性和稳定性。This LED floor screen is used in those uneven grounds in auto show, evening party or sports meeting and could be easily and quickly assembled. The usual floor tile screen has the specification of 50cm*50cm, whose assembly procedure is complex and time-consuming. It brings big trouble to installers! However, we divide the products into holder with 100cm*100cm “田” cell—structure and screen. The four foot pads of holder is adjustable. It changes the bulk mode of floor tile screen into modularization accurate installation. The holder adopts both aluminium magnesium alloy and carbon fibre tube. LED screen adopts both carbon fibre tube and aluminium alloy glue to enhance the products ruggedness and waterproofness. The design could reduce the weight as well as guarantee the structural strength, save manpower and half installing time, thus improve the work efficiency. Our design would save transportation cost, improve the installing efficiency and enhance product safety and stability.

产品创新设计奖:反光瓷砖-深圳市知行创新工业设计有限公司
Winners: Reflective ceramic tile by Thinkdo



反光瓷砖的针对性目标是当前隧道 (特别是公路隧道) 及其地下工程普遍面临光照不足, 给车辆和行人带来通行安全隐患问题。通过本项目创新材料的开发和应用, 增强隧道照度、提升隧道通行安全和节能环保、美化隧道的作用。同时反光瓷砖还可以应用在地下通道, 地下停车场, 公园, 人防工程等需要增加环境亮度的地方。反光瓷砖的创新表面漫反射处理的效果是一种由发明专利的技术, 为了把反光材质应用的瓷砖表面的工艺, 我们解决了很多的工艺难点, 才让不同温度耐受性的材料融合, 具有很强的技术壁垒。反光瓷砖的表面处理可以有非常美观的纹理设计和色彩变化, 可以大大提升美化环境的作用。同时也具备很强的功能性, 可以通过纹理变化也控制光反射的效果。Reflective Ceramic Tiles can be widely applied in tunnels, underground, passages, underground parking and the place where need more brightness. Reflective Ceramic Tiles's principle of enhance the environment brightness by reflection. Reflective Ceramic Tiles have a lot of convex shape unit . We use patented technology to Spraying glass beads on the convex shape section. Reflective Ceramic can reflect light in order to achieve the purpose of enhance the environment brightness. Reflective Ceramic Tiles can also reduce light distribution. Reflective Ceramic Tiles have many different convex shape unit form and colour to chose. Different convex unit size can be adjust the brightness of the reflected light. and also, different convex shape unit can be can be used to create different reflection effect. Reflective Ceramic Tiles consisting of four layers. The bottom layer is ce-ramic tile substrate; the upper layer is spraying colour coating, it can be let tiles have own colour; and then we spraying glass beads on the colour layer, the glass beads can be let tiles have reflecting ability; the top layer is protec-tive layer that spraying UV curing coating. In the tunnel and place where need need more light and brightness, the traditional method to improve light effect method is paste light coloured tiles or paste reflective film. the process of this technology is more complex, appli-cation of high cost, short service life. Reflective Ceramic Tiles can be com-pleted in the construction process. It can improve the brightness of the envi-ronment effectively, and reduce the design and installation of lighting source greatly. Reflective Ceramic Tiles is a green design that can save investment and save energy.

The Great One 最佳展示奖 The Great One Best in Show

最佳展示奖:E01展位——台湾创意设计中心
E01 -- Taiwan Design Center



隧道般的半封闭结构搭配简单的黑白双色, 辅以足够宽敞的空间, 在带给观众良好的沉浸式展览体验的同时, 也避免了感官上的压迫, 中间开出的侧口不仅起到很好的“助攻”作用, 也方便展位内的人员进出流动。展品配有详细介绍视频, 从理念到成品、从初生到成长, 十分生动形象。

Tunnel-like semi-enclosed structure with simple black-and-white double color, supplemented by enough spacious space, not only bringing the audience a good immersive exhibition experience, but also avoiding sensory oppression. The side opening in the middle not only plays a good role of supplement, but also facilitates the flow of people in the booth. Exhibits are equipped with detailed introductory videos, from concept to finished products, from birth to growth, with vivid images.

最佳展示奖:E09/E10展位——Favaretto&Partners
E09/10 -- Favaretto&Partners



法瓦瑞特的展位采用开放空间的设计理念, 配合其产品的特性——不同角度产生不一样的美感, 让展品能够有多样的姿态呈现在观众眼前。加上结合产品体验与沟通空间双功能一体的座谈区设置, 能让设计师进一步向“有心人”阐释了自己自由开放的设计理念。

The booth adopts the concept of open space design, with the characteristics of its products - different angles producing different aesthetics, so that exhibits can have a variety of postures presented in front of the audience. With the combination of product experience and communication space in relaxing area, designers can further explain their own design concept of freedom and openness to the interested visitors.

最佳展示奖:D06展位——九点整
D06 -- 9-o' clock



九点整工业设计有限公司选用白底为主色调, 再将红色的LOGO点缀其中, 干净利索。展位摆设简单利索, 陈列、介绍一目了然, 极大地节省了观众的时间。外观上, 两个方形框架的交错组合, 不仅增加了展位的视觉层次感, 高颜值下还有不可忽略的功能性——四个出入口的设置有效地提高了展位的曝光度和观众进入的可能性。

9-o' clock chooses white background as the main color, and then embellishes with red LOGO, which is clean and neat. The booth display is clear at a glance, which greatly saves the time of the audience. In appearance, the staggered combination of the two square frames not only increases the visual hierarchy of the booth, but also has the function that can not be ignored under the high appearance value - the setting of four entrances and exits effectively improves the exposure of the booth and the possibility of audience flow.

The Great One 纪念品设计奖 The Great One: Gadget Design Award

纪念品设计奖: Davide Anzalone Industrial Design——能量手袋
Power Bag -- Davide Anzalone Industrial Design



深圳市工业设计行业协会 (SIDA) 与意大利知名开放创新设计平台 Desall.com联合举办的2018SZIDF纪念品奖获奖作品为: 能量手袋。此产品一袋两用, 通过拉锁将充电宝和手袋完美结合, 方便实用美观。获奖者是意大利知名设计师Davide Anzalone, 担任赫兹、欧迪臣品牌的设计部首席。

Power Bag by Davide Anzalone Industrial Design won The Great One| SZIDF 2018: Gadget Design Award, which is initiated by Shenzhen Industrial Design Profession Association and Desall.com. This product is a bag of dual-purpose, through the zipper power bank and handbag are perfectly combined, convenient, practical and beautiful. Its designer is Davide Anzalone, a well-known Italian designer, who is the chief designer of Hertz and Oedison brands.

The Great One 新一代设计企业家奖
The Great One: Design Entrepreneur of New Generation



邹镇孟 Simon Zou

邹镇孟，深圳市设际邹工业设计有限公司(ZOUDESIGN)的创始人，总设计师。中国首档设计类脱口秀节目《设际说》创始人，原香港新顺福集团设计总监，其全资子公司ShowYoung家用智能美容机联合创始人，现该公司系列产品领跑同行业；“人社部，工业设计专业一体化课程开发” 教科书编撰特聘专家；西安理工大学艺术与 Design 学院客座专家；深圳市工业设计行业协会副会长单位。曾荣获2017光华龙腾奖，入选第十三届中国设计业十大杰出青年百人榜。

所获荣誉：

先后多次获得全球设计界最高奖项，其中包括iF国际设计大奖、全球设计界“奥斯卡”红点设计大奖、美国IDEA国际卓越设计大奖、“台湾金点奖”、“中国好设计”等数个国际设计大奖。

Founder of China’s first design talk show Zou Design, former design director of Hong Kong Xinshunfu Group, co-founder of Hong Kong Xinshunfu Group’s wholly-owned subsidiary ShowYoung Smart Beauty Instrument; series products of the company occupy a leading position in the industry; specially-invited expert for the compilation of textbook Integrated Curriculum Development for Industrial Design Major of Ministry of Human Resources and Social Security; visiting expert of Xi’an University of Technology School of Art and Design; a vice chairman unit of Shenzhen Industrial Design Profession Association; 2017 Guanghua Longteng Award-The 13th China Top Ten Outstanding Young Persons in Design Industry and One Hundred Youths List.

Distinctions and Awards:

iF Product Design Award, German Reddot Design Award, International Design Excellence Awards, Golden Pin Design Award, China Good Design and many other international design awards.



阴鹏 Peng Yin

阴鹏，毕业于景德镇陶瓷大学工业设计专业。现任三诺集团 (3Nod Group) 工业设计中心副总经理、三诺设计学院院长。阴鹏从事工业设计及品牌设计行业多年,曾服务Harman Kardon、PHILIPS、JBL、Logitech、联想、腾讯、百度、京东等国内外500强企业。在职期间，其所设计产品荣获国际设计大奖十余项，拥有知识产权二十余项。

所获荣誉：

2013年，作品《RollingMouse》荣获德国Reddot设计奖；2017年，作品《HelpMe》荣获德国Reddot设计奖；2017年，作品《文化茶》荣获中国设计红星奖；2017年，作品《Lockbook》荣获中国设计红星奖；2017年，作品《文化茶》荣获中国设计之星奖金奖；2017年，作品《深圳国际茶艺协会标志》荣获中国设计之星奖；2017年，作品《学古》品牌荣获中国设计之星奖；2018年，作品《Lockbook》荣获德国Reddot设计奖；2018年，作品《文化茶》荣获德国iF设计奖；2018年，作品《LabelCup》荣获德国iF设计奖；2018年，作品《文化茶》荣获中国设计智造大奖创智奖；2018年，作品《文化茶》荣获德国Reddot设计奖；2018年，作品《Angry bottle cap》荣获德国Reddot设计奖；2018年，作品《文化茶》荣获台湾金点设计奖；2018年，作品《Z7浴室音乐暖空调》荣获台湾金点设计奖，并入围年度最佳设计奖；2018年，作品《CLIP ON安全阅读耳机》荣获湾金点设计奖；2013年至今，共获得知识产权26项；其中发明创造专利1项、实用新型专利13项、外观专利12项。

Peng Yin, male, graduated from Jingdezhen Ceramic University, majors in industrial design. Now he serves as the vice general manager of industrial design center in 3Nod Group, and the dean of 3Nod design college. Yin has been engaged in the industry of industrial design and brand design for many years, worked for many world top 500 enterprises, such as Harman, Kardon, PHILIPS,JBL, Logitech, Lenovo, Tencent, Baidu, Jingdong and so on. During his job service, the products he designed have the honor to win more than ten international designing prizes, meanwhile, he owns more than twenty intellectual properties.

Distinctions and Awards:

In 2013, the work Rolling Mouse won German Reddot design award. In 2017, the work helped me to win the German Reddot design award. In 2017, the work WEN HUA CHA won Chinese Red Star design award. In 2017, the work Lockbook won Chinese Red Star design award. In 2017, the work WEN HUA CHA won the gold award of Chinese Star design award. In 2017, the work Logo of Shenzhen International Tea Art Association won Chinese Star design award. In 2017, the work Learning from Our Forefathers won Chinese Star design award. In 2018, the work Lockbook won German Reddot design award. In 2018, the work WEN HUA CHA won German iF design award. In 2018, the work Label Cup won German iF design award. In 2018, the work WEN HUA CHA won the wisdom award of Chinese Intelligence award. In 2018, the work WEN HUA CHA won German Reddot design award. In 2018, the work Angry bottle cap won German Reddot design award. In 2018, the work WEN HUA CHA won Taiwan Golden Pin design award. In 2018, the work Z7 Musical HVAC in the Bathroom won Taiwan Golden Pin design award and was selected for the annual best design award. In 2018, the work CLIP ON Safe Reading Headset won Taiwan Golden Pin design award. From 2013 till now, I acquired 26 pieces of intellectual property in total, including 1 patent for invention, 13 patents for utility models and 12 patents for appearance.



杨伟榕 Stanley Yeung

杨伟榕，毕业于美国亚利桑那州州立大学，取得电子工程学士学位。他是深圳宝嘉能源有限公司总经理及MIPOW品牌的创始人，曾在MOTOROLA(香港)担任工程师以及ACS Ltd. (香港)担任中国区销售经理。他以丰富的跨国商业及技术管理经验统筹整个公司的营运和发展方向；并一直致力于产品创新和引领市场潮流。在他的带领下宝嘉锐意进取，屡创佳绩；如今宝嘉产品在全球范围内广受好评，旗下品牌MIPOW亦成为高端电源配件类的行业领导品牌。凭借杨伟榕对创新的执着和对工业设计的热情，MIPOW成功入选德国iF设计奖-全球TOP100优秀公司、iF设计奖-全球TOP100优秀团队，并斩获国际工业设计大奖共计64项。

所获荣誉：

深圳市海外高层次人才；深圳市高层次专业人才；中国商业最具创意人物100；2016第十二届光华龙腾奖 - 中国设计业十大杰出青年。

Mr. Yeung Wai-Yung, Stanley graduated from American Arizona State University in electrical engineering major holding a bachelor degree. He is the General Manager of Shenzhen Baojia Battery Tech. Co., LTD, CEO and founder of MIPOW brand. Prior to establishing Baojia and MIPOW, he was an engineer in Motorola and also served as a Sales Director in ACS Ltd. With his extensive experience in global business and technology management, Mr. Yeung oversees development and execution of the company strategy and vision. driving focused innovation around market needs and customer challenges. Under his leadership, MIPOW has gained great market acceptance and became one of the top brands in the high-end mobile electronic accessories market. Stanley, the chief designer of MIPOW, according to his persistence to innovation and passion to industrial design, MIPOW had been shortlisted for iF WORLD DESIGN INDEX TOP 100 Companies 2014-2018 and TOP 100 Inhouse Design Teams 2014-2018, and in the past eight years, MIPOW have won 64 international design awards including the Reddot, iF, and GOOD DESIGN awards.

Distinctions and Awards:

Shenzhen Overseas High-level Talent, Shenzhen High-level Talent, China's 100 most creative people in business 2015 and China's ten outstanding young persons of the design industry 2016.



魏民 Min Wei

魏民，佳简几何工业设计创始人兼CEO、江西财经大学客座教授。入选为2017福布斯中国30岁以下精英榜；2015年中国文化产业创业创意人才库；荣获红点产品奖、iF产品奖、IDEA奖、红点至尊奖、台湾金点奖、中国红星奖、中国工业设计大赛金奖等40余项国内外工业设计大奖；先后接受中国文化报、南方日报、深圳特区报、雷锋网等多家媒体采访，其中2014年代表中国中小型创新公司接受CCTV13频道的《积硅步，至千里》节目采访；其创立的佳简几何工业设计公司2016年被评为全国十佳设计公司，培养了众多优秀的设计师，并多次与微软、腾讯、小米、ofo、蔚来汽车、海尔、美的、乐视、暴风影音、迅雷、海信、惠科、中国移动等世界500强企业及中国领导品牌等著名企业合作，也与众多创业团队合作，是目前智能硬件设计最专业的团队之一。

所获荣誉：

2018年被评为江西财经大学深圳校友会“杰出创业校友”代表；2017年入选福布斯30岁以下精英榜；2014年德国红点产品奖红点产品奖；2013年德国IF产品奖；2013年德国红点概念奖至尊奖；2010年美国IDEA工业设计大赛IDEA概念奖；2012年第七届镇海杯国际工业设计大赛金奖；2010年第七届东莞杯国际工业设计大赛金奖；2011年美的杯工业设计大赛金奖；2010年名家具设计大赛金奖；2012年白鹭杯工业设计大赛金奖；2012年芙蓉杯国际工业设计大赛银奖；2011年第六届镇海杯国际工业设计大赛银奖；2012年第七届镇海杯国际工业设计大赛银奖；2010年第六届东莞杯国际工业设计大赛银奖；2010年第八届迈乐杯中国工业设计精英赛银奖；2010年和丰奖工业设计大赛银奖；2010年河姆渡杯工业设计大赛银奖；2011年天台山杯汽车用品设计大赛银奖；2011年创意杭州工业设计大赛铜奖；2010年第五届镇海杯国际工业设计大赛铜奖；2011年第六届镇海杯国际工业设计大赛铜奖；2012年第七届镇海杯国际工业设计大赛铜奖；2010年北仑国际文具设计大赛铜奖；2009年新河杯中国汽车用品设计大赛铜奖。

Min Wei, CEO of XIVO design, Guest Professor of Jiangxi University of Finance and Economy. Wei has been selected by Forbes 30 Under 30 China List 2017 and China Culture Creative Talents 2015 and interviewed by China Culture Daily, Guangdong News, Shenzhen Special Zone Daily, Leiphone Web. During 2014, Wei was interviewed by CCT13 as an representative of China medium and small scale creative companies. The company “XIVO” Wei founded has been chosen as one of the Top Ten Design Company in China. It has trained many remarkable designers and has been cooperated with Microsoft, Tencent, Xiaomi, OFO, NIO, Haier, Midea, LE, Baofeng Audio, Xunlei, Hisense, HKC, China Mobile and other Fortune 500 companies. XIVO is one of the most professional intelligence design organizations.

Distinctions and Awards:

Forbes 30 Under 30 China List 2017; Red Dot: Best of the Best 2013; iF Design Awards 2013; IDEA Concept Awards 2010; Zhenhai Cup International Industrial Design Competition 2012 Gold Medal; Dongguan Cup International Industrial Design Competition 2010 Gold Medal; Midea Industrial Design Competition 2011 Gold Medal; Mingjia Furniture Design Competition 2010 Goal Medal; Bailu Industrial Design Competition 2012 Goal Medal; Zhenhai Cup International Industrial Design Competition 2012 Silver Medal; Dongguan Cup International Industrial Design Competition 2010 Silver Medal; Maile Cup China Industrial Design Competition 2010 Silver Medal; Hefeng Industrial Design Competition 2010 Silver Medal; Zhenhai Cup International Industrial Design Competition 2010 Bronze Medal; “Creative Beilun” International Stationary Design Competition 2010 Bronze Medal.



Victor Declety

Victor Declety, 毕业ISD France - International School of Design, 工业设计、服务和管理硕士学位。职业生涯开始于哈曼国际中国, 在高端消费音频产品的生活事业部工作, 从事JBL和哈曼Kardon产品。凭借红点设计奖、iF设计奖、红星设计奖、CES设计创新奖等多项大奖, 进一步巩固了对工业设计产品的热爱。两年后加入奋达科技, 担任首席工业设计师, 组建新的设计团队。后来带领团队为联想、华为、腾讯等全球客户打造奋达品牌, 代工产品。从2016年开始, 建立了自己的设计工作室——UnionSquare, 位于号称硬件的硅谷深圳市。

所获荣誉:

曾获得红星设计奖, 红点设计奖, 德国iF设计奖和CES设计创新奖。

Victor Declety, CEO and Co-founder of UnionSquare, a design studio in Shenzhen, the silicon valley of hardware. Victor graduated from ISD France - International School of Design with an MA in Industrial Design, Service and Management. The start of his career began at Harman International China at the Lifestyle Division for Premium Consumer Audio Product working on JBL and Harman Kardon products. Winning several prestigious prizes with the likes of Red Dot Design Award, iF Design Award, Red Star Design Award and CES Design; Innovation Award further cemented his love for industrial design products. Joining Fenda Technology two years later, as the Chief Industrial Designer to build a new design team, he directed the team to create the Fenda Brand, OEM products for global clients such as Lenovo, Huawei and Tencent. Since 2016 Victor has established and built up his own design studio - UnionSquare.

Distinctions and Awards:

Red Star design award, Reddot design award, iF design award and CES Design Innovation Award.

展会亮点
Exhibition Highlights

设计赋能

DESIGN DRIVES
[KNOWLEDGE]
DRIVES DESIGN

2018第六届深圳国际
工业设计大展

SZIDF 2018

展览规模及国际化程度持续领跑， 设计生态构筑成效显著

The scale and international level of SZIDF is continue in a leading position, with significant design ecology construction results

大展作为最具专业性的工业设计展览，展会规模在全球排名领先。海外展团数量和展品数量再创新高。展馆总面积15000平方米，设立设计驱动制造展区、未来品牌展区、智慧创意生活展区、设计品牌策略展区、国际精品设计展区、深圳工业设计中心展区六大展区，集中展示来自30多个国家和地区的6000余件设计精品。参展商共计304家，比去年增加33家，其中海外参展商175家。

七大国际设计展团亮相本次大展，包括法国设计国家馆、丹麦设计国家馆、A'设计大奖赛、荷兰设计国家馆、韩国设计振兴院、意大利设计国家馆、美国星火设计奖等。展品范围涵盖AI机器人、无人机、智能穿戴产品、智能家居、云服务平台、机器人开发平台与软件技术、智能工厂全套解决方案、3D打印技术、数字化研发设计、信息工具等，以及智能装备和制造技术产业相关的高端产品和新兴技术等领域。许多展品首次在中国进行展示，如：来自Noto设计公司的最高端、最昂贵的B & O 的巨型发烧级音箱；有史以来第一个数字重量力量训练系统与交互式视频锻炼相结合的产品——力量训练系统等国际领先设计作品。

展会三天参观人数近10万人次，专业观众达6万人次，其中专业展团32个、院校展团11个，吸引了550余家媒体聚焦报道。设计黑科技吸引了众多国内与国际友人的积极参与，海外观众分别来自以色列、俄罗斯、印度、德国、意大利等28个国家和地区，设计大展的影响力和权威性逐步扩大，设计生态的成效日具规模。

As a professional industrial design fair, the scale of SZIDF is in the lead around the world, covering 15,000 square meters as well as presenting over 6000 design products from more than 30 countries and regions. The six exhibition areas such as Design Drives Manufacture Section, Future Brand Section, Intelligence Innovates Life Section, Intelligence Innovates Life Section, Design Brand Strategy Section, International Quality Design Section and Shenzhen Industrial Design Area have been set up. There were 304 exhibitors in total, 33 more than last year, 175 of them were from overseas.

Seven major international design pavilions participated in SZIDF 2018, including French Design Pavilion, Danish Design Pavilion, A' design Award & Competition, Dutch Design Pavilion, Korea institute of Design Promotion, Italian Design Pavilion and Spark Design Awards and so on. The exhibits covered AI robots, UAVs, smart wearable devices, smart home, cloud service platform, robot development platform and software technology, smart factory solutions, 3D printing technology, digital R&D, information tools, as well as high-end products and emerging industries related to smart equipment and manufacturing technology, many exhibits were displayed for the first time in China, such as the top-end, most expensive B&O Mega-HIFI speakers from Noto GmbH, the first digital strength training system that combined the interactive video exercise, etc.

In the three days of SZIDF, the number of visitors reached nearly 100,000, and the number of professional visitors reached 60,000. Among them, there were 32 professional exhibition delegations and 11 college delegates, attracting more than 550 media reports. The black technology design has attracted many domestic and international friends. The overseas audiences are from 28 countries and regions such as Israel, Russia, India, Germany, Italy, etc. The influence and authority of SZIDF are gradually expanding, with significant design ecology construction results.



获得UFI权威认证, 展览品质获国际认可

Acquired UFI Authoritative Certification, the Exhibition Quality is Recognized

首次以国际展览业最权威、最具分量的全球展览业协会 (UFI) 认证的国际展会身份亮相。该认证是展会品质、实力和国际化得到全球同行认可的标志, 是全球会展行业的“金质勋章”。大展成为国内数万个展会中成功获得认证的佼佼者, 展览规模、展商品质、现场服务、专业化水平以及国际化程度均得到社会各界的高度评价, 已成为引领全球产业风向的设计盛会。

For the first time, SZIDF was presented as an international exhibition certified by the most authoritative and influential association, The Global Association of the Exhibition Industry (UFI). The certification is the symbol of quality and internationalization of the exhibition, and the "gold medal" for the global exhibition industry. SZIDF became one of the most successful certified fairs in tens of thousands of exhibitions in China. The scale, quality, on-site service, professional level and internationalization of the fair have been highly appraised by all sectors of society, and it has become a design event leading the global industry trend.

聚焦设计价值, 洞见设计未来趋势

Focus on the value of design, foresee the future design trend

本届大展同期举办“全球设计价值峰会”, 聚焦设计价值, 以设计对话未来。特邀青蛙设计创始人哈特穆特·艾斯林格, 精益设计之父桑迪·蒙罗, 日本GK设计集团社长田中一雄, 全球最佳设计事务所创始人保罗·法瓦瑞特, 世界设计组织 (WDO) 主席路易莎·博切多, iF国际设计大奖全球执行总裁拉夫·威格曼, Whipsaw创始人及首席设计师、前青蛙设计公司总裁丹·哈登等来自德国、美国、意大利、丹麦等国家和地区的19位全球设计大师、商业领袖共同对话, 共同探讨创意设计思维塑造中国商业新路径、洞见设计的未来趋势、智能化视角下的产品设计策略等, 迸发出全球设计前卫理论和思维火花。

The concurrent Global Design Value Summit focused on the value of design and discussed about future through design. 19 global design masters and business leaders from Germany, the United States, Italy, Denmark and other countries and regions are specially invited, such as Lusia Bocchietto, President of World Design Organization (WDO); Ralph Wiegmann, CEO of iF International Forum Design GmbH; Hartmut Esslinger, Founder of Frog Design; Kazuo Tanaka, President and CEO of GK Design Group Inc., Dan Harden, CEO and Co-Founder of Whipsaw, jointly had a creative design discussion on ways for Chinese business, insights about the steady rise of design, Design strategies for smart products, etc., creating avant-garde design thoughts and inspirations.



首设双策展团队， 中西合璧彰显中国设计力

Two Curation Teams were invited for the first time,
integrating Chinese and Western design

本届展会首设中外双策展团队，丹麦设计联盟前总裁特勒尔斯·赛登法邓进行大展主题概念设计，国内策展团队彰显品牌进行大展视觉传达设计。中西策展团队的组合不仅能让设计大展既保持国际化专业化的调性，同时也能更接地气，用中国人自己的文化视角来传递设计的精神和价值，释放设计的力量，彰显了中国设计力的崛起。

SZIDF 2018 invited two curation teams for the first Time. Troels Seidenfaden, Founder & Creative Director of Seidenfaden Design Consultancy made the concept design for the theme of SZIDF 2018, while Brandesse designed the visual communication design. The combination of Chinese and Western design not only kept the international and professional tone of the fair, but also conveyed the spirit and value of design from the Chinese cultural perspective, released design force, and highlighted the rise of Chinese design.

首设大展子品牌“The Great One”， 发出设计行业最强音

Set up SZIDF sub-brand “The Great One”，
speak loudly for the design industry

以创意为点，设计为径，以深圳国际工业设计大展为展示平台，SZIDF见证了更棒的设计公司，更杰出的设计师在此成长与发声，大展全新概念子品牌“The Great One”于2018年重磅登场。本届大展为进行内容的知识价值型升级，号召参展企业提交1件经典产品、1支视频、1张海报、1位设计企业家代表资料，通过以上四大维度进行展陈及宣传改版，并开展The Great One系列大奖评选活动，鼓励创新和创造，聚焦行业创新性及引领性标准，带领设计行业集体发声，共同体验“设计领路人”角色。

特邀路易莎·博切多担任本届评审专家团主席，拉夫·威格曼、汉诺·凯霍宁、桑迪·蒙罗、保罗·科恩、何人可、宋同正一同担任评审团成员。

Using creativity as the point, design as the path, and Shenzhen International Industrial Design Fair as the exhibition platform, SZIDF witnessed the growth of design companies and outstanding designers. In order to maximize and disseminate the value of design empowerment, this year a new subbrand "The Great One" selection campaign was launched. SZIDF 2018 upgraded the value of knowledge, and invited exhibitors to submit 1 classic product, 1 video, 1 poster, 1 representative design entrepreneur's materials. Through the above four dimensions and promotion revision, The Great One series awards selection activities have been held to encourage innovation and creativity, focusing on industry innovation and leading standards, and leading the design industry representatives to talk for themselves and experience the role of "design leader".

Lusia Bocchietto was specially invited to be the jury president of SZIDF 2018 Awards. Ralph Wiegmann, Hannu Kahonen, Sandy Munro, Paul Cohen, Renke He and David Song were jurors of SZIDF 2018.



集聚全国设计力量， 两岸三地设计资源汇聚鹏城

Gathering national design power, the design resources from mainland China, Hong Kong, Macau and Taiwan gathered in Shenzhen

全国联动，两岸三地设计交流。本届大展吸引了来自台湾、河北、江苏、中山等全国各地的设计机构踊跃参展，台湾创意设计中心、香港黄点设计工作室、澳门同点设计等港澳台设计机构惊艳亮相，意臣设计、佳简几何、inDare、三诺、设际邹、白狐等深圳设计机构也同台展示，成为中国工业设计品牌实力的强有力集聚，形成两岸三地协同创新的良好态势。

SZIDF 2018 gathered Chinese designs and boosted the exchanges of design companies from mainland China, Hong Kong, Macau and Taiwan, attracting exhibitors from Taiwan, Hebei, Jiangsu, Zhongshan and other regions of China. There were exhibitors such as Taiwan Design Center, Hong Kong Yellow Dot Design, Macau Todot Desig, as well as Shenzhen local exhibitors such as Shenzhen Innozen, XIVO, inDare, 3nod, ZOU Design, Bifoxs and others. It fully showed the strength of Chinese industrial design brands, forming a good momentum of collaborative innovation across mainland China, Hong Kong, Macau and Taiwan.

冀深工业设计协同创新， 以设计对话产业

Collaborative innovation between Hebei and Shenzhen, to dialogue the industry by design

2017年，深圳市工业设计行业协会带队携深圳市创新代表团一行，赴河北省进行考察交流，取得丰硕成果。随后，深圳市工业设计行业协会与河北省工业和信息化发展研究院共同发起成立河北工业设计创新中心（HIDC）。同年，河北展团首次亮相大展，赢得万众瞩目，满载而归。

今年，由河北省工业和信息化厅主办，河北工业设计创新中心承办的河北工业设计精品展再度亮相大展。河北工业设计精品展面积180平方米，以“以设计对话产业”为主题，划分为“设计再造”、“设计智享”、“设计新生”三大板块，集中展示河北作为制造业大省，深耕工业设计以来取得的阶段性成果，包括装备制造、仪器工具、生物医药、纺织服装、交通轨道、文化创意等领域的22家企业的近五十件设计精品，展示冀深工业设计合作新成果。借此盛会，河北省工业和信息化厅现场举办河北设计创新推介会，并举行河北工业设计创新合作项目签约仪式，希望借此契机，展示河北省高度重视发展工业设计以来，各行各业展现出的新模式、新产品、新业态，以推动更多高质量工业设计公司赴冀发展、加强合作，促进河北工业转型升级。

In 2017, the Shenzhen Industrial Design Profession Association (SIDA) led Shenzhen Innovation Delegations to visit and exchange in Hebei Province and achieved fruitful results. SIDA and Hebei Industrial and Information Development Research Institute jointly initiated the establishment of Hebei Industrial Design Innovation Center (HIDC). In the same year, the Hebei Pavilion made its debut in SZIDF, winning the attention of the public and gained a lot.

During SZIDF 2018, the Hebei Industrial Design Excellence Pavilion, hosted by the Hebei Provincial Department of Industry and Information Technology and hosted by the Hebei Industrial Design Innovation Center, was once again unveiled. Hebei Industrial Design Excellence Pavilion covers an area of 180 square meters. With the theme of “dialogue the industry by design”, it was divided into three sections: “Design Re-building”, “Designing and Sharing” and “New Design”, focusing on the phased achievements obtained through cooperation between Shenzhen and Hebei province, including nearly 50 pieces of design products from 22 enterprises in the fields of equipment manufacturing, instrument tools, biomedical, textile and garment, transportation track, cultural creativity, etc., At this event, the Hebei Provincial Department of Industry and Information Technology held a Hebei Design Innovation Promotion Seminar and a signing ceremony of the Hebei Industrial Design Innovation Cooperation Projects, showing that Hebei Province has attached great importance to the development of industrial design, and all walks of life have shown The new model, new products, and new formats, thus to attract more high-quality industrial design companies to develop in Hebei and strengthen cooperation, so as to promote the transformation and upgrading of Hebei's industry.



开启观展新模式， 打造永不落幕的设计大展

SZIDF 2018 created new exhibition visiting mode by combining online and offline visit experience, building an everlasting design fair

本届大展特设图片直播和视频直播，创新观展新模式。以图片的形式实时直播大展，即时分享大展现场最新动态，随时随地轻松下载现场照片。同时搭建直播间，邀请中国领先的设计媒体设计癖在直播平台实时进行视频直播，体验展商创新产品，与顶尖设计公司现场采访互动，打造线上线下观展一体化。截至11月7日，图片直播点击量超过42万。其中，设计癖创始人李艳波与inDare格外设计陈锋明、佳简几何工业设计张九州、设际邹工业设计邹镇孟、意臣工业设计郑斌、台北当代设计群林恒民、二十一克工业设计苏炳运、月步文化张欢等7位国内设计业的精英们通过直播进行深度对话，分享个人设计理念和最新设计趋势，掀起了直播关注的高潮，累计达到96.4万人次观看。

同时，本届大展首次采用了FM语音导览服务，观众只要扫码即可随时了解到各个展位以及展品详细介绍，方便快捷。

SZIDF 2018 combined live video streaming and live picture broadcasting, which created a new pattern to experience the fair. Live pictures could be shared and downloaded easily through official WeChat website at anytime and anywhere. At the same time, a live video streaming room was set up, inviting Chinese leading design media SHEJIPi to have a live broadcast in real time for interactive communication, such as showing SZIDF on-site events, experiencing the innovative exhibits and giving feedback from online users to exhibitors, so as to integrate the online and offline exhibition visiting experience. By November 7th, there were more than 420,000 clicks on live picture broadcasting platform. Li Yanbo, Founder of SHEJIPi had deep conversations with Chen Fengming from inDare Design, Zhang Jiuzhou from XIVO Design, Zou Mengzhen from ZOU Design, Zheng Bin from Innozen Design, Lin Huanmin from Taipei Contemporary Design Group, Su Bingyun from 21g Product Design, Zhang Huan from Moonwk Design Culture Technology, attracted 964,000 viewers on the live-broadcasting platform.

SZIDF 2018 has also launched FM viewing service for the first time. The public could scan the QR code at any time to know more about the booth and the detailed introductions of exhibits, which was convenient and efficient.

开启媒体深度合作， 550多家权威媒体宣传报道

Indepth media cooperation, reports from over 550 authoritative media partners

本届大展与中国领先设计媒体设计癖、活动行、iF官网、深圳特区报、南方都市报、Brand开启深度合作，新浪科技、腾讯、网易、搜狐焦点、凤凰家居、界面新闻、澎湃新闻、36氪、钛媒体等专业媒体到场报道展会盛况，并吸引了美国室内设计杂志、太平洋家居、designboom设计邦、非常设计师网、艺术中国、花瓣网、视觉中国、Timeout等专业媒体，及中新社、光明日报、华夏之声（央广网）、深视新闻、第一现场、财经生活频道、先锋898电台、南方日报、深圳特区报、南方都市报、深圳晚报、晶报、深圳日报、广州日报、羊城晚报、深圳商报、大公报、深圳侨报、众创TV频道、新浪深圳、香港商报等550余家媒体聚焦报道，被称为最具国际化、最专业、最具影响力的工业设计专业展会，吸引了业界广泛关注的同时，也让更多市民关注设计、了解设计。

SZIDF 2018 had deep cooperation with SHEJIPi - China's leading design media, Accuvaly, iF official website, Shenzhen Special Zone Daily, Southern Metropolis Daily, Brand. Sina Tech, Tencent, Netease, focus.cn, home.ifeng, Jiemian.com, ThePaper.cn, 36Kr, TMTPOST and other professional media partners made reports about the fair, SZIDF 2018 also attracted professional media partners like The America Interior Design Magazine, PChouse, designboom, shejizone, verydesign.cn, art china, huaban.com, visual china group, Timeout, etc., also attracted China News Service, Guangming Daily, CNR Voice of Huaxia, Shenzhen News, First Scene, Fi-nancial Channel, Shenzhen Media Group, FM89.8, Nan Fang Daily, Shenzhen Special Zone Daily, Southern Metropolis Daily, Shenzhen Evening News, Daily Sunshine, Shenzhen Daily, Guangzhou Daily, Yangcheng Evening News, Shenzhen Economic Daily, Ta Kung Pao, Shenzhen Oversea Chinese News, Maker TV, Sina Shenzhen, Hong Kong Commercial Daily and other 550 media partners to release high quality reports about the fair, which highlighted the professional, high-end, international SZIDF. At the same time, SZIDF2018 also attracted wide attention from industries and citi-zens to know more about design.



SZIDF 2018

设计赋能

主体活动
Events

DESIGN DRIVES
[KNOWLEDGE]
DRIVES DESIGN

**2018第六届深圳国际
工业设计大展**

SZIDF 2018

2018第六届深圳国际工业设计大展 启动仪式拉开大展帷幕

Shenzhen International Industrial Design Fair 2018 Opening Ceremony

在深圳市经济贸易和信息化委员会的具体指导下,2018年11月5日上午,全球工业设计第一展——2018第六届深圳国际工业设计大展在深圳会展中心2号馆正式开幕。国家工业和信息化部产业政策司副司长于晓东,深圳市人民政府副市长艾学峰,深圳市人民政府副秘书长杨修友,河北省工业和信息化厅副厅长郝莉笑,深圳市经济贸易和信息化委员会党组成员、副主任胡晓清等国家工信部、深圳市及各省市相关领导,世界设计组织(WDO)主席路易莎·博切多,德国iF国际设计大奖全球执行总裁拉夫·威格曼,青蛙设计公司创始人哈特穆特·艾斯林格,以及来自美国、意大利、荷兰、德国、加拿大、日本、新加坡等国家和地区的国际设计企业及设计师代表,国内部分省市工业设计主管部门领导和代表,有关高等院校、科研院所、知名工业设计企业和专家学者代表等重磅嘉宾近200人出席启动仪式。

Under the specific guidance from Economic, Trade and Information Commission of Shenzhen Municipality, The global leading industrial design fair - Shenzhen International Industrial Design Fair 2018 was successfully opened on November 5th, 2018. Around 200 participants attended the opening ceremony including Yu Xiaodong, Deputy Director of Industrial Policy Department of Ministry of Industry and Information Technology; Ai Xuefeng, Deputy Mayor of the Shenzhen Municipal People's Government; Yang Xiuyou, Deputy Secretary-General of Shenzhen Municipal People's Government; Hao Lixiao, Deputy Director-General of Industry and Information Technology Department of Hebei Province; Hu Xiaoqing, Deputy Director of Economic, Trade and Information Commission of Shenzhen Municipality, and other members from Ministry of Industry and Information Technology, Shenzhen Municipality Government and other Provincial Government officials. Lusie Bocchietto, President of World Design Organization (WDO); Ralph Wiegmann, CEO of iF International Forum Design GmbH; Hartmut Esslinger, Founder of Frog Design. Representatives of international design companies and designers from the United States, Italy, the Netherlands, Germany, Canada, Japan, Singapore and other countries and regions, officials and representatives from domestic industrial design related departments, related colleges and universities, scientific research institutions, famous industrial design companies and experts and scholars also participated in the opening ceremony.

启动仪式由深圳市人民政府副秘书长杨修友担任主持,世界设计组织(WDO)主席路易莎·博切多、国家工业和信息化部产业政策司副司长于晓东及深圳市人民政府副市长艾学峰先后进行致辞。启动仪式结束后,全体领导和嘉宾进行观展。

The opening ceremony was presided over by Yang Xiuyou, Deputy Secretary-General of the Shenzhen Municipal People's Government. Lusie Bocchietto, President of World Design Organization (WDO), Yu Xiaodong, Deputy Director of Industry Policy Department of National Industry and Information Technology Department and Ai Xuefeng, Deputy Mayor of Shenzhen People's Government have delivered their speeches successively. After opening ceremony, all the leaders and guests visited the exhibition.



第六届深圳国际工业设计大展正式启动,左起领导和嘉宾包括:青蛙设计公司创始人哈特穆特·艾斯林格,世界设计组织(WDO)主席路易莎·博切多,深圳市人民政府副市长艾学峰,国家工业和信息化部产业政策司副司长于晓东,德国iF国际设计大奖全球执行总裁拉夫·威格曼,深圳市经济贸易和信息化委员会党组成员、副主任胡晓清。

Shenzhen International Industrial Design Fair 2018 officially launched. Guests from left to right: Hartmut Esslinger, Founder of Frog Design; Lusie Bocchietto, President of World Design Organization (WDO); Ai Xuefeng, Deputy Mayor of the Shenzhen Municipal People's Government; Yu Xiaodong, Deputy Director of Industry Policy Department of National Industry and Information Technology Department; Ralph Wiegmann, CEO of iF International Forum Design GmbH; Hu Xiaoqing, Trade and Information Commission of the Shenzhen Municipal People's Government.



设计领袖共同对话， 全球设计价值峰会传递设计力

Design masters gathering in the dialogue of "Global Design Value Summit" and spread design power to the public

以设计启迪生活，以设计表达技术，以设计链接产业，以设计撬动商业，以设计赋能城市，设计无处不在，设计创造的价值已经深深融入进城市的生产生活生态中。但回归设计的初心，设计师是要为人民服务的。设计的提案力不仅成为商业、科技、社会、民主的重要推动力之一，还成为人们幸福生活质量的创造者。

本届大展同期举办为期一天半的“全球设计价值峰会”，聚焦设计价值，以设计对话未来。峰会邀请了来自德国、美国、中国台湾、意大利、芬兰、丹麦、日本、澳大利亚、法国、比利时、中国香港等国家和地区的全球设计领袖共同对话。以数百个关键词构成一次主题分享，分为三个场次，由19位设计师以不同的视觉感悟，回归设计价值的本质。

Design is everywhere, design can be used to enlighten life, to express technology, to connect the industry, to develop business and to empower city. The value created by design has been deeply integrated into city's production, life and ecology. But back to the original intention of design, designers are meant to serve the people. Design is not only one of the most important impetuses of commerce, science, technology, society and democracy, but also becomes the creator of people's high quality and happy life.

The one-and-a-half-day "Global Design Value Summit" is one of the concurrent events during SZIDF 2018, which focused on design value and how design influences the future. The summit invited global design leaders from Germany, the United States, Italy, Finland, Denmark, Japan, Australia, France, Belgium, Hong Kong (China), Taiwan (China), Mainland China and other countries and regions to have a joint dialogue. Hundreds of keywords constituted a theme sharing, which were divided into three sessions. 19 designers exchanged their different perspectives and thoughts about the essence of design on this platform.

全球一流设计大师齐聚一堂，深圳市工业设计行业协会执行副会长兼秘书长封昌红，青蛙设计公司创始人哈特穆特·艾斯林格，Whipsaw创始人及首席设计师、前青蛙设计公司总裁丹·哈登，德国知名设计工作室Noto Design Studio合伙人托尔斯滕·弗雷肯波尔，精益设计之父、美国Munro首席执行官桑迪·蒙罗，inDare合伙人、iF评委、前TCL全球设计中心设计总监陈青瑯，世界设计组织(WDO)主席路易莎·博切多，欧洲顶级工业设计大师、芬兰设计决策制定者和总负责人汉诺·凯霍宁，日本GK设计集团社长、日本工业设计师协会理事长田中一雄，丹麦新兴品牌文化机构Urgent.Agency创始人马德·吉斯塔加德，意大利设计常青树、全球最佳设计事务所Favaretto&Partners创始人保罗·法瓦瑞特，德国iF国际设计大奖全球执行总裁拉夫·威格曼，CubeDesignCEO兼设计总监、iF设计奖最负盛名的评审保罗·科恩，丹麦设计联盟前总裁特勒斯·赛登法邓，JU&KE矩刻创意设计工作室联合创始人柯铎与朱利安，台湾创意设计中心执行长宋同正，湖南大学设计艺术学院院长何人可，中国设计研究工作室总监林衍棠等分别带来精彩的主题演讲，上演巅峰对话。

每一位嘉宾的演讲都会指向一个关于设计价值的提问，每个问题都没有固定答案，让参与者站在一个全新的认知视角感受设计的力量，不同思想将碰撞、融合、激发新的可能性，深入探讨设计价值如何驱动世界发展，全场座无虚席。

Global leading design masters have gathered together to share inspiring keynote speeches and dialogues, who are Shirley Feng, Executive Vice President & Secretary General of Shenzhen Industrial Design Profession Association; Hartmut Esslinger, Founder of Frog Design; Dan Harden, CEO and Co-Founder of Whipsaw; Thorsten Frackenpohl, Managing Partner of Noto Design Studio; Sandy Munro, Design Prophet & CEO, Munro & Associates, Inc., Albert Chen, Partner & VP of inDare Design Strategy; Lusía Bocchietto, President of World Design Organization (WDO); Hannu Kahonen, Founder & CEO of the Creadesign Agency; Kazuo Tanaka, President, CEO of GK Design Group Inc., Mads Quistgaard, Creative Director and Founding Partner of Urgent Agency; Paolo Favaretto, Founder of FAVARETTO & PARTNERS; Ralph Wiegmann, CEO of iF International Forum Design GmbH; Paul Cohen, Design Director, CEO of Cube Design, One of the Most Famous Jury of iF International Forum; Troels Seidenfaden, Founder & Creative Director of Seidenfaden Design Consultancy; Christophe Branchu and Julien Gueuning, Co-Founder of JU & KE; David Song, CEO of Taiwan Design Center; He Renke, Dean at School of Design, Hunan University and Yanta Lam, CEO and Founder of China Design Research Workgroup.

Each speaker had a question about design value with no fixed answers, allowing participants to feel the power of design through a brand new cognitive perspective. Different thoughts merged and created new possibilities. How design value drives world development had been deeply discussed. All seats were fully taken by interested audiences.



新品发布会精彩纷呈, 中外新品抢先看

Various new product launch activities, preview the newest Chinese and foreign products

深圳国际工业设计大展是中国第一个引入全球最大消费电子展CES国际消费电子展新品发布会模式的专业设计展会, 每年一度的全球新品发布会, 为参展商打造展示最新产品、新技术、新项目、新应用的国际化平台, 通过汇聚全球最新顶尖创新设计, 洞悉当下国际设计潮流趋势, 打造设计大展的商业展示平台。

今年新品发布会精彩纷呈, 三天时间共举行十五场新品发布会, 包括加减乘除的comicam T1小鸡彩虹儿童漫画相机、inDare的Ballet自带光环创新化妆镜、月步文化的“用科技重新定义行走”、意臣设计的水下无人机、融一凤巢的小猪侠桌面暖风机等创意新品、创新品牌和平台发布, 关于设计的方方面面在这里呈现, 工业产品、智能科技、新型材料、品牌策略等话题相互串联, 令设计焕发独特的魅力。

与此同时, 海内外设计机构和国际展团也带来了主题分别为“Taiwan Design Power: 创造超越想象的产业未来”、“荷兰设计展团: 设计在荷兰”、“Favaretto&Partners: 45年的设计历程”、“法国设计展团: 法国设计日”等四场富于深度和思考的设计沙龙, 现场剖析工业设计商业模式创新案例, 分享和讨论设计创新个性与共性, 为国外设计大师们与设计爱好者们提供交流平台, 并现场与观众展开互动交流。

Shenzhen International Industrial Design Fair is the first professional design fair in China which introduced the new product launching mode from CES, the largest consumer electronics exhibition in the world. The annual global new product launching activities created an international platform for exhibitors to display the latest products, new technologies, projects and applications. Through gathering world's latest top innovative designs, the current design trend could be explored clearly, thus to build the design business display platform.

This year's new product launch was spectacular with 15 new product launches in three days, including Comicam T1 Children Comic Camera from XIVO, Ballet Halo Mirror from inDare, DUOZOULU shoes from Moonwk, Underwater UVA from Innozen, Desktop Warming Fan from Rone Phoenix Nest Design, IN PLAY House Projector from ZouDesign, ORGANOMICS Baggage from KARIM RASHID DESIGN, Vinyl Record Intelligent Speaker from Taipei Design Group, Brand Marketing Streatgy from Califor Design, FIIT AI Music Somatosensory Running Machine from Designdo, OLEN Cube Robot from PLEN and many other innovation products and brands were well presented. Industrial products, intelligent technologies, new materials, brand strategies and other topics were connected together on this platform, which made the design glow with unique charm.

At the same time, international design exhibitors have also brought thoughtful design salons such as "Taiwan Design Power: Creating an Industrial Future beyond Imagination", "Dutch Design Pavilion: Design in Holland", "Favaretto & Partners: 45 Years in the Design World", "French Design Pavilion: French Design Day", analyzing the industrial design business model innovation cases, sharing and discussing the design innovation personality and commonality, providing communication platform for foreign design masters and design enthusiasts, and interacting with the audiences.

“The Great One”大奖重磅登场, 聚焦行业创新性及引领性

Launch “The Great One” Award officially, focus on the leading industry innovation

为了实现设计赋能的最大价值化、传播化, 放大“专业氛围”的价值, 本届大展重磅推出大展全新子品牌 “The Great One” 评选活动。从产品设计、展位设计、设计企业家三大维度进行全新升级, 充分展示大展参展单位所展示产品和展台的设计感和创新性, 营造良好的展览环境, 是大展展陈内容的知识价值型升级。

特邀世界设计组织 (WDO) 主席路易莎·博切多担任评审专家团主席, iF设计大奖全球执行总裁拉夫·威格曼、芬兰 Creadesign 公司创始人 & CEO 汉诺·凯霍宁、精益设计之父桑迪·蒙罗、Cube Design CEO 兼设计总监保罗·科恩、湖南大学设计艺术学院原院长何人可、台湾创意设计中心执行长宋同正作为评审专家成员, 分别为从创新性、功能性、前瞻性、交互性、经济性、竞争力、影响力等角度严格把关, 现场对入围产品进行打分, 最终决选出1个The Great One设计至尊奖, 5个The Great One创新产品设计奖以及3个The Great One最佳展示奖, 并由线上评选出1个The Great One纪念品设计奖和5个The Great One新一代设计企业家奖。

In order to maximize and promote the value of design, and enlarge the value of "professional atmosphere", a new sub-brand "The Great One" award on-site review was launched, including product design, booth design and design entrepreneurs, which fully displayed the innovative products and booths, creating a good exhibition environment, and which is the knowledge value upgrade for exhibition content.

Lusia Bocchietto, President of World Design Organization (WDO) was the jury president, other jurors are Ralph Wiegmann, International Forum Design GmbH, Hannu Kahonen, Founder & CEO of the Creadesign Agency, Sandy Munro, Design Prophet & CEO, Munro & Associates, Inc., Paul Cohen, CEO & Design director of Cube Design, Renke He, Dean at School of Design, Hunan University and David Song, CEO of Tai-wan Design Center. They reviewed and scored the products from perspectives of innovation, functionality, foresight, interactivity, economy, competitiveness and influence. Finally, 1 “The Great One Award: Best of the Best”, 5 “The Great One Award Winner”, 5 “The Great One Award: Design Entrepreneur of New Generation”, 3 “The Great One Award: Best in Show” and 1 “SZIDF 2018 Gadget Design Award” in total were chosen.



设计师之夜揭秘大奖归属, 深圳企业一举夺魁

Night of Designers In the Great One Award Ceremony, a Shenzhen enterprise won the best of best.

世界设计大狂欢, SZIDF从未缺席。过足了各种设计的瘾之余, 人们似乎更深层次地开始思考设计于人、城市和生活意味着什么。似乎这是一场无止尽的探索过程, 但设计师们仍在不断地努力创造自己心中的理想蓝图。

11月5日当晚, 设计师之夜暨The Great One大奖颁奖典礼重磅举行, 国家工信部领导, 河北省工信厅及各市县领导, 评审团嘉宾, 美国、意大利、荷兰、德国、英国、日本、韩国、新加坡等国家和地区的国际设计企业及设计师代表, 国内多省市工业设计主管部门的领导和代表, 和有关院校专家学者代表, 展商代表和媒体等400余人出席设计之夜活动。设计师之夜上, 炫酷的高科技表演等让人目不暇接, 同时, 德国iF全球执行总裁拉夫·威格曼先生与深圳市工业设计行业协会执行副会长兼秘书长封昌红女士共同庆贺SIDA成立十周年, 令人感动。

活动现场, 颁发了令人瞩目的The Great One系列大奖, 深圳市麦锡工业产品策划有限公司的设计产品——文化茶一举夺得当晚最重磅的The Great One设计至尊奖, 成为当晚最大赢家。

SZIDF is always there in the world design carnival. After seeing various designs, people seemed to begin to think more deeply about what design means to people, to city, and to life. It seemed that this was an endless process of exploration, but designers never stopped seeking and trying to create their own ideal blueprint.

Night of Designers & the Great One Award Ceremony were held in the evening of November 5th, with more than 400 attendees such as officials from Ministry of Industry and Information Technology, Industry and Information Technology Department of Hebei Province, the Great One Award jurors, representatives and designers of international design companies from the United States, Italy, the Netherlands, Germany, the United Kingdom, Japan, South Korea, Singapore and other countries and regions, experts and scholars from relevant universities and colleges, exhibitors and media partners. On the Night of Designers, the cool high-tech performances were dazzling. At the same time, Mr. Ralph Wiegmann, CEO of iF International Forum Design GmbH and Ms. Shirley Feng have co-celebrated the tenth anniversary of SIDA, which was quite impressive.

The series of The Great One Awards were presented; Culture Tea from Shenzhen Maxypro Industrial Product Scheme Co., Ltd got the The Great One: Best of the Best, which was also the biggest winner.



助推中外产业对接, 设计转化成果喜人

Boosting the connection between Chinese and foreign industries, design transformation results are gratifying

“交易”是展会的生命线, 自首届大展起, 组委会便注重促进展会中外产业对接, 首届大展中丹设计日促成的OCUP智能水杯, 意大利天才设计大师斯蒂凡诺·乔凡诺尼牵手深圳企业合作开发的REED智能手表成果显著; 第三届大展启动“1+5: 设计×制造业”的配对形式, 深圳市凯瑞姆瑞席设计有限公司与韩国ecojun设计公司、斯洛文尼亚gigo design设计与深圳市晟邦设计咨询有限公司合作设计成果收获显著。本届大展延续去年的1+5: 设计×制造业”配对形式, 为展商提供产业对接服务, 针对国内有需求的制造业厂商进行合作洽谈, 促进中外产业对接。本届大展为展商精心准备多场对接会, 邀请专业卖家、制造业展团组织产业对接, 富士康、华为、比亚迪、TCL、海能达等大型企业专业团队到现场观展, 并采购设计服务。

“Transaction” is the lifeline of SZIDF. Since the first session, the organizing committee has attached great importance to promote domestic and foreign industry matching. In the 1st SZIDF, the Danish Design Day witnessed OCUP intelligent cup cooperation; design master Stefano Giovannoni has also co-developed the REED smart watch with a Shenzhen enterprise. In the 3rd SZIDF, Karim Rashid China has reached cooperation with a Korean design company named ecojun; gigo design from Slovenia has also reached agreement with CBON Design. This year, SZIDF continued the 1+5: Design × Manufacturing Matching, providing matching service for exhibitors, and thus to promoting cooperation with manufacturers that having design needs. SZIDF 2018 has held several matching meetings and invited professional buyers, manufacture delegations, and large-scale enterprises such as Foxconn, Huawei, BYD, TCL, Hytera to visit and explore design service in the fair.

SZIDF 2018

设计赋能

媒体聚焦
Media Reports

DESIGN DRIVES
[KNOWLEDGE]
DRIVES DESIGN

**2018第六届深圳国际
工业设计大展**

SZIDF 2018

媒体言论

Media Comments

以“设计赋能”为主题的2018第六届深圳国际工业设计大展,吸引了550多家媒体及门户聚焦报道。其中,《南方都市报》、《深圳特区报》、《深圳侨报》等进行整版专题报道,对深圳工业设计进行深入和全面的解读。

Shenzhen International Industrial Design Fair 2018 themed "DESIGN DRIVES [KNOWLEDGE] DRIVES DESIGN", attracted more than 550 media partners. Among them, Southern Metropolis Daily, Shenzhen Special Zone Daily, Shenzhen Overseas Chinese Daily and others reported SZIDF with full-page comprehensive interpretation.

大展以“设计赋能”为主题，聚焦国际前沿设计，瞄准现代工业设计创新与变革趋势，通过展览、论坛、新品发布会、对接会、The Great One大奖评选等系列活动，全方位展示设计创新产业价值链的广度和深度，引导企业开发新产品、打造新品牌、提供新服务、创造新需求，推动从“深圳加工”到“深圳制造”再到“深圳创造”高质量跨越式发展。

——《南方都市报》2018年11月02日整版专题点评

SZIDF 2018 themed "DESIGN DRIVES [KNOWLEDGE] DRIVES DESIGN", focusing on international frontier design, aiming at the trend of innovation and changes in modern industrial design. Through a series of activities such as exhibitions, forums, new product launches, matching meetings, The Great One Award Competition, the fair shows the breadth and depth of the value chain of design innovation industry in an all-round way, and guides enterprises to develop new products, create new brands, provide new services and discover new needs. Thus promotes high quality leap-forward development and helps to transform "Fabricate in Shenzhen" to "Made in Shenzhen" and to "Create in Shenzhen".

— Southern Metropolis Daily, 2018.11.02

设计赋能,打造全球工业设计盛会

2018第六届深圳国际工业设计大展11月5日启幕

第六届深圳国际工业设计大展即将闭幕,昨日,南都记者从组委会媒体见面会上了解到,2013第六届深圳国际工业设计大展以下简称“大展”将于11月5-7日在会展中心2号馆继续盛大开启。本届大展继续由深圳市人民政府主办,深圳市工业设计协会承办,中国工业设计协会、中国机械工程师学会工业设计分会协办。大展以“设计赋能”为主题,聚焦品牌化设计、设计现代工业技术创新与变革趋势,通过展览、论坛、新品发布会、对接会、The Great One大奖评选等系列活动,全方位展示设计创新与价值创新的广度和深度,引领企业开发新产品,打造新品牌,提供新服务,创造新价值,推动从“深圳制造”到“深圳创造”再到“深圳服务”的高质量跨越式发展。



构建设计生态,设计大显成效

近日在工业设计行业协会、各企业书记对陈江介绍，从以“设计驱动”为主题，将在市国际工业设计中心，设计力量以及优质的资源。在2020年期间将自行成立以来，十年间她一直来“让世界看见中国设计”。她随国际工业设计大师作品展览，她从小就力，下一个十年，她认为要规划能达十年，“设计新生态，新图”，设计中国新图景，让设计成为全社会的共识和驱动力。

[illegible]

本书大量引用了美国设计界、环境设计国家奖、美国设计大奖赛、设计竞赛、美国设计协会、意大利设计国家奖、美国室内设计六个国家的七个国际设计机构。此外,还引用了10家海外设计机构和关键文献,设计天赋和影响力或进步主义,设计竞争方法。

[illegible][illegible]

即：此片所說的，對中國及世界都有深遠意義。

2005-2006年，中国室内设计大奖赛共收到1556组设计作品，923组设计师的个人参赛设计奖，在参赛设计中，参赛设计师来自美国、法国、意大利、芬兰等全球设计大师，涵盖欧洲设计流派，并国际设计界对中国建筑市场和中国设计界，创意设计技术趋势、智能化家居产品应用设计等等。

下个十年,希望深圳工业设计能走到国际世界的阶段

程建武认为,湖南工业建设代表了
中国工业设计,也就是30年一个工业
设计,是工业设计的最好代表。中国
在世界工业史中的地位,我们
从湖南的工业,完成了从原始到现代
的跨越,可以说是一个设计。

[illegible]

日,国内诸报团以极具震撼性进行新闻版式的设计,中国某报则从经济面入手(在保持设计大调性的同时)加入专业性的属性,而让版面更接地气,用普通人自己的文化视角来传达设计精神与特色,并给设计加分,强化了设计创意的力量。

面对红点奖,本届设计大赏的网友们表示,推出受奖概念产品奖“The Great One”也很有趣,从产品设计、品牌设计、设计创意三大类奖项进行全新升级,就是感谢企业、市场设计行业集体发声,彰显在商业价值和设计力。

“今年红点奖入围,前五名我们聚集了全中国顶尖的创意和实力,也是让业界了解到了我们,我们深知,工业设计已经变成了引领世界设计风向标,并且红点奖的影响力在这个舞台上更加显现我们的实力,红点奖也是设计界非常重要的媒体和平台,红点奖从二十五年,从莱比锡开始,我们要秉承什么样的传统和标准,这是业界和观众共同关注一个特别有挑战性的课题,红点奖每年红点奖颁奖典礼”黄国良说,红点奖也是感谢红点奖和业界的支持,尤其是红点奖也是近年来对红点的悉心指导与大力支持。

“The Great Day” 大光洋行 编辑: 谢利南 编写/摄影: 谢利南

设计大师精品三枪系列

1 Titan——首艘水下机器人
Titan——首艘水下机器人投入生产,主体为铝制管状结构,整体呈白色和灰色,通过颜色对比,淡化周围视觉成分,避免被探测到。它拥有一个主浮力舱,能稳定上浮和下沉,使用非常先进的技术,它重约17吨,长30米,直径1.2米,12000小时的使用寿命,内置全金属铝制骨架和钛合金壳,重量约100吨,有4个灯,能命令海底机器人工作,可远程控制,物体运动时非常轻快,而且它自身携带水下导航系统,控制系统,可以有效实现360度全方位控制,水下通信,自身带,具有强大的探测能力,可探测4小时,通信信号16,探测数据经卫星发送回陆地。



2 comica™ T1小蚂蚁儿童照相机

comica™ T1是一款专为3~6岁儿童设计的全自动数码相机。按下快门就能立即开始拍摄，可爱的卡通图案为设计主题，线条性十足，中间配合快门的图形形式更易于生产设计。减少制造成本，这款相机部分制造了一个微型显示屏，便于拍摄。人们纷纷好评：是宝宝的好伙伴，摄影由童年开始。这款相机设计令产品具有基础的功能性和造型美式的模式为特点，制作更简单，(尺寸为：100×75×25mm)，价格为49元/台(含运费及税费)。



3 ECLA SOFA 德式充气沙发

ECLA是世界上最受欢迎的充气家具，这款沙发可以摺开变成一张睡床，也可以折叠成几分钟后之内充气的独特一款舒适型沙发。它的厚度可以达到超过20厘米(8寸)的厚度，而且材料为环保型，无毒物而结实。在数十年的使用过程中中留下较少的痕迹。ECLA方便运输、携带，特别适合每个个人喜好进行定制生产。(图选自：王亚明摄影)

4 **Basket——人性化、创新化设计**

Basket是一款以无线传输技术为核心的网络化终端，它广泛运用于网络教学及教学平台搭建，在互动教学中实现网络同步实时交流，具有操作简便、实时互动、同步性强、易学易用、使用成本低以及连接设备简单、网络资源、网络存储等诸多优势，又可实现网络教学、教师需要电脑辅助，一点即可实时传输至半个月，大大减少老师备课、上课时间，60+深圳和佳科技集团有限公司。



如今,深圳国际工业设计大展成长为全球工业设计第一展,成为全球工业设计的风向标。每一年,这一大展都会吸引全球顶级设计领袖和创新人才的注意,全球优秀设计师们携带数千件最新技术产品亮相,在此实现设计与科技的对接和落地。

——《深圳侨报》2018年11月12日整版专题点评

Nowadays, Shenzhen International Industrial Design Fair 2018 has grown into the No.1 exhibition of global industrial design and become the vane of global industrial design. Every year, the exhibition attracts the attention of the world's top design leaders and innovators. These masters are bringing thousands of latest technological products to SZIDF to realize the matching and landing of design and technology.

—— Shenzhen Overseas Chinese Daily, 2018.11.12

A12 深圳侨报 | 视界 | 2018年11月12日 星期一
副编:陈宇文 美编:刘建利

2018第六届深圳国际工业设计大展震撼来袭

全球6千余件设计让你应接不暇

深圳侨报记者 张珊 通讯员 吴帆 文/图

11月5日,被誉为“全球工业设计风向标”的深圳国际工业设计大展在深圳会展中心盛大开幕,30多个国家和地区的优质机构参展,共计展出6000余件设计精品。

据悉,深圳国际工业设计大展至今已举办了六届,见证了10年来深圳设计的辉煌成长。此次大展除了聚集国际的前沿设计,通过展览、论坛、新品发布会、产业对接会、The Great One大奖评选等一系列活动,活动还呈现四大亮点,大力推动深圳设计与国际深度接轨。

亮点一:国际化。此次大展除了吸引了法国设计国家馆、丹麦设计国家馆、意大利A'设计大奖赛、荷兰设计国家馆、韩国设计国家馆、意大利设计国家馆、美国最大设计奖等6个国家的7个国际设计联盟外,还吸引了175家海外设计机构参与和关注大展,设计大展的国际影响力和权威性逐步扩大。亮点二:聚集粤港澳大湾区。此次大展中,台湾创意设计中心展馆、香港黄点设计工作室以及来自深圳的创意设计、佳鸣几何、inDare、三诺、设际部、白狐等设计机构展陈中国设计品牌实力,汇聚粤港澳大湾区设计力量。亮点三:高峰论坛设计价值。此次大展首次举办“全球设计价值峰会”,邀请全球设计大咖和业界领袖就“设计的价值”进行深度讨论。亮点四:首设“The Great One”大奖。今年大展首设“The Great One”大奖评选活动,通过评审团的专业评审及线上观众投票,共同见证更多全球设计精品、优秀设计公司和杰出设计师的“脱颖而出”。



第六届深圳国际工业设计大展展台充满设计感。



市民戴上VR设备,体验设计之美。



众多市民前来观展。

特写

下一个10年 设计将渗透到城市里的每一个人



封昌红

深圳国际工业设计大展,已经成为引领行业风向标的全球第一展。除了深圳所具备的雄厚的产业基础和创新创业的良好氛围,这其中,还离不开一位关键人物——深圳非公经济领域代表人士之一、业界公认“双创推手”、深圳市工业设计行业协会执行副会长兼秘书长、中芬设计国际创始人封昌红。

自2008年深圳市工业设计行业协会成立以来,10年来,她一直实践着“让世界看见中国设计”,借助深圳国际工业设计大展等平台,激发深圳创造力。让深圳工业设计与国际接轨,更是成为她执掌深圳市工业设计行业协会后矢志不渝的目标。

如今,深圳国际工业设计大展成长为全球工业设计第一展,成为全球工业设计的风向标。每一年,这一大展都会吸引全球顶级设计领袖和创新人才的注意,全球优秀设计师们携带数千件最新技术产品亮相,在此实现设计与科技的对接和落地。她做到了不仅“让世界看见深圳工业设计”,还做到了“全球工业设计聚集深圳”。

然而,封昌红却表示“使命并未完成”。在11月5日下午举办的全球设计价值峰会上,开场时,封昌红以《设计新生,和而不同》为题作了主旨演讲,近10分钟的英文、20分钟的中文,她满怀感情地阐述深圳设计的下一个10年。封昌红说,以深圳工业设计为代表的中国工业设计,下一个10年将会是价值驱动的十年,设计师将让设计回归初心,让设计从行业、产业渗透到城市里的每一个人。

(张珊)

大展黑科技一览



Tran是一款消费级水下智能机器人。机器人搭载A17/A7双核CPU,支持H2654K视频编解码,内置专业级深海星光级4K摄像头,前置4000mled补光灯,内置专用图像处理器DSP,可用于图像识别、物体追踪等智能应用。



EOAL是世界上首款超级充气家具。这款沙发可以“收放自如”,强度可以承受超过2吨重SUV的碾压,防止锋利刀切刺,化学物质侵蚀,在数十年的使用过程中留下极少的痕迹。



comucam T1是一款专为5岁以上孩子设计的即时成像相机,按下快门,就能立即打印出照片。外形以对话气泡为设计灵感,趣味性十足。



BooLab 90是B&O品牌史上最高端、最昂贵的产品。它突破传统的箱式造型,引入了360度全向设计,利用多声道、多扬声器单元,多角度反射以及全新的房间治声补偿技术,保证用户在任何位置都能听到美妙天籁。

电视报道

TV Reports

深圳卫视——深视新闻 Shenzhen Satellite TV - Shenzhen News

2018年11月01日：第六届深圳国际工业设计大展5号开幕 超170家海外设计机构参与

Nov.1st, 2018:The 6th Shenzhen International Industrial Design Fair will open on Nov.5, over 170 oversea design institutions will participate

2018年11月05日：第六届深圳国际工业设计大展开展

Nov.5th, 2018:The 6th Shenzhen International Industrial Design Fair opens

深圳都市频道——第一现场 Shenzhen TV City Channel - First Scene

2018年11月1日：第六届深圳国际工业设计大展5号启幕

Nov. 1st, 2018: Shenzhen International Industrial Design Fair 2018 opens on Nov.5

2018年11月05日：深圳工业设计：从“跟跑”到“并跑”

Nov. 5th, 2018: Shenzhen industrial design: from following to leading



众创TV——众创新视野 Maker TV - Maker New Vision

2018年11月02日:第六届深圳国际工业设计大展将于11月5日开幕

Nov. 2nd, 2018: The 6th Shenzhen International Industrial Design Fair will open on Nov. 5

2018年11月07日:第六届深圳国际工业设计大展:设计为生活赋能

Nov. 7th, 2018: The 6th Shenzhen International Industrial Design Fair 2018: Design Empowers Life

2018年11月07日:“全球设计价值峰会”论坛在深圳举行

Nov. 7th, 2018: Global Design Value Summit was held in Shenzhen

2018年11月07日:工业设计提升产业创新活力

Nov. 7th, 2018: Industrial Design Promotes Industry Innovation Vitality



深圳财经-经济生活频道 Shenzhen Finance and Economics - Economics and Life

2018年11月05日:深圳国际工业设计展开展“设计赋能”创造美好生活

Nov. 5th, 2018: Shenzhen International Industrial Design Fair "DESIGN DRIVES [KNOWLEDGE] DRIVES

DESIGN" creates a better life

报纸报道

Newspaper Reports

《南方都市报》2018年11月02日 Southern Metropolis Daily, Nov. 2nd, 2018

[illegible]

设计赋能

《南方都市报》2018年11月06日 Southern Metropolis Daily, Nov. 6th, 2018

[illegible]

《Shenzhen Daily》2018年11月06日 Shenzhen Daily, Nov.6th,2018

SHENZHEN | 03

Design is starting point for innovation

Chen Xiaochun
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HOSTED by the Shenzhen Municipal Government and organized by the Shenzhen Industrial Design Profession Association, the sixth Shenzhen International Industrial Design Fair (SZIDF) kicked off in Hall 2 of Shenzhen Convention and Exhibition Center yesterday, gathering around 200 people including government officials, designers, business leaders, enterprise representatives and media.

"I am very honored to be the president of the jury of The Great One Awards. It's not the first time for me to be here. I am happy to continue to look at the increasing value of this fair and the quality of design," said Luisa Bochiello, president of World Design Organization.

"Shenzhen has taken the lead in China's reform and opening up. It also has an advanced place in industrial design. Shenzhen's experience can serve as a good model for China's industrial design development," said Yu Xiaodong, deputy director general of the Department of Industrial Policies of the Ministry of Industry and Information Technology.

According to Yu, China's economy has changed from an era of high-speed growth to one of high-quality development. Industrial design has also entered a new development phase. "We should improve our policy system, strengthen our reorganization construction and enhance our service capacity to stimulate the vitality of the enterprises and create an environment which will facilitate industrial design," said Yu.



Members of an Italian design team pose for a picture at Shenzhen Convention and Exhibition Center yesterday.

Al Xuofeng, the city's vice mayor, stressed that design is the starting point for innovation and the origin of the value chain. "We should take the SZIDF as an opportunity to speed up the development of modern service industries like industrial design in order to inject new innovation energy into the high-quality development of China's manufacturing industry," said Al.

Melvin Baptiste comes from France and is the co-founder and director of Mito Studio, which is based in OCT Shenzhen. He has attended the fair the past two years. This year he attended the fair as an exhibitor for the first time.

"I saw the evolution of design in Shenzhen and I knew I needed

to come here this year. The fair is of high quality and has a lot of innovation and new ideas compared to Hong Kong exhibitions or the Canton Fair," Baptiste told the Shenzhen Daily.

"This is an alarm clock with three functions, namely a speaker, phone charger and lamp. In the morning, instead of watching your phone screen, you can turn off the alarm by catching the bird. It's still a prototype and we are looking for partners to produce it," said Baptiste.

Luo Di is the director of operations of the product department at Chon Design Consulting Co. Ltd and he introduced a product which can help insomnia with their sleep.

"This product is for people

who suffer from insomnia. The white block will produce a pulsed magnetic field which will trigger the region of the brain that controls sleep in order to release a sleep hormone. The goal is to help insomnia say goodbye to sleeping pills. It won the Red Dot Award in 2018," said Luo.

The fair, which runs through tomorrow in Hall 2 of Shenzhen Convention and Exhibition Center, has attracted 175 exhibitors from overseas and seven international pavilions from six countries, namely the France Design Pavilion, Denmark Design Pavilion, A Design Award and Competition, Holland Design Pavilion, Italian Design Pavilion, Korea Institute of Design Promotion and Spark Design Awards.

QR payment available at all turnstiles

Han Ximin
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EVERY Metro station turnstile in Shenzhen now accepts QR-code payment following a six-month upgrade.

Metro riders can pay their fares by scanning the WeChat QR code at the exit turnstiles. The Shenzhen Metro app, Shenzhen Metro e-construction or Tenent mini-app WeChat Transport Code must first be downloaded in order to use the WeChat account to the service and generate a ride code. After that, using the service is as simple as scanning the code at the entrance and paying the fare at the exit.

Sources from Shenzhen Metro Group showed that the number of daily QR users on its seven Metro lines had reached more than 1 million, accounting for 35 percent of the total users. The scanning service adds to the existing options for purchasing a Metro ride, such as buying a single-trip token or using a Shenzhen card, a daily ticket or a timed ticket. The service has shortened the lines for buying tickets and adds convenience for tourists who don't have Shenzhen Metro cards.

The number of users registered for QR payment has reached more than 10 million. Shenzhen Metro Group started applying mobile payment to its ticketing system in 2015. In November 2017, bar-code scanning payment was introduced at ticketing machines at stations on Line 4 and Line 5, and was later expanded to Line 7, Line 2, Line 3, Line 1 and Line 5.

HKMT Shenzhen Co. completed upgrading the last turnstile at Lianhua North Station on Sunday, joining the QR service network one month ahead of schedule. This October, the company put a Live+ WeChat app online providing services for commuters, such as a route map, service time and phone service. The app also introduces dining and entertainment venues along the route.

Items sent to Kashgar

ITEMS for women and babies with a market value of 1 million yuan (US\$145,000) were recently sent to Baise in Guangxi and Kashgar in Xinjiang.

The charity event was organized by the Shenzhen Women's Federation and the Shenzhen Women and Children's Development Foundation.

The foundation had been receiving baby-related items from local enterprises since September and sent some of them to the two Shenzhen counterpart aid cities.

(Richard Han)

Public restroom atop Lianhua Hill to be reconstructed

THE public restrooms atop Lianhua Hill will be reconstructed on the same site and is expected to be completed and put into use by the end of this year, the Shenzhen Metropolis Daily reported yesterday.

As the number of visitors to Lianhua Hill Park has increased year by year, the restrooms originally built has become too small, said the city's urban management bureau in response to the heated discussion around the reconstruction of the public restrooms on the hilltop.

A reporter from the Daily

visited the park Sunday and saw signs informing visitors of the closure of the public toilets on the hilltop due to a landscape upgrading project.

The original public toilets were demolished and new portable ones were installed for temporary use on the opposite side, the reporter discovered upon arriving on the hilltop.

"The original public restrooms were opened in 2002 and had been in use for more than 15 years. It was favored by many tourists as the building had a novel design with a style that was in line with

the surroundings at that time," the urban management bureau said in a statement.

However, as the city has been developing rapidly, the number of visitors to the park continues rising every year. In 2017, the number of visitors to Lianhua Hill Park reached 10 million, and the number of visitors to the square atop the hill exceeded 20,000 during holidays.

Although the park's management office has been maintaining the public toilets for many years, the shortage could not be rectified by renovation alone.

Since 2017, Shenzhen has been vigorously promoting the "toilet revolution." According to the bureau, the design and style of the new toilets will draw on the originals and they will cover a total area of 950 square meters. They will include men's and women's toilets, barrier-free toilets, nursing rooms, unisex toilets and a multifunctional lounge. There will be 16 toilets for men (including urinals) and 25 toilets for women, which will greatly improve the capacity to serve the growing number of tourists.

(Zhang Yu)

Firefighters given priority at airport, major hospitals

SIGNS that read "Firefighters First" have recently appeared at Shenzhen International Airport, ports, bus stations, major hospitals and other public facilities in the city, *snews.com* reported Friday.

After the restructuring of the fire brigade, firefighters in Shenzhen continue to enjoy

priority status in public transportation and medical treatment as mandated by the law, said the report.

This year, the fire brigade has been transferred from the Ministry of Public Security to the Ministry of Emergency Management, and firefighters are no longer considered "servicemen."

Nevertheless, they still enjoy favorable treatment at the airport, ports and hospitals, according to the plan issued by the General Office of the CPC Central Committee and the General Office of the State Council.

The institutional reforms had changed the status of firefight-

ers, but their duties and missions remain unchanged, said a person in charge of the Shenzhen Fire Brigade. The brigade will continue to promote the implementation of relevant policies in Shenzhen during the reform period and enhance firefighters' sense of honor, pride and social identity.

(Zhang Yu)

《Shenzhen Daily》2018年11月02日 Shenzhen Daily, Nov. 2nd, 2018

SHENZHEN | 03

Industrial design fair to open Monday

Chen Xiaochun
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THEMED "Design Drives [Knowledge] Drives Design," the Shenzhen International Industrial Design Fair (SZIDF) 2018 will kick off Monday and run through Wednesday in Hall 2 of Shenzhen Convention and Exhibition Center, according to a press conference held at Sino-Finnish Design Park on Thursday.

"This is the sixth session of our industrial design fair. Shenzhen industrial design actually stands for China's industrial design, and SZIDF stands witness to the efforts that we have made. Over the past 10 years, we have achieved our goal of getting the world to see the design in China. In the following 10 years, we hope Chinese design

can become influential in the global design community," said Feng Changzhong, executive vice president and secretary general of the Shenzhen International Design Profession Association (SIDA).

SZIDF focuses on cutting-edge international design and its changing trends, and aims at modern industrial design innovation. It will showcase all aspects of the value chain of the design and innovation industries through an array of events including exhibitions, forums, product launches, business meetings and The Great One Awards selection.

"This year the organizing committee has launched The Great One, which is a new sub-brand of SZIDF. The Great One aims to encourage innovation, strength and uniqueness, which will

add value and raise awareness for all enterprises," said Paul Cohen, CEO and design director of Cube Design as well as one of the most famous jurors of IF International Forum.

The Great One Awards include five categories, namely Best of the Best, Innovative Design, Best in Show, Design Entrepreneur Award and Gadget Design Award. According to Cohen, the candidates are expected to have fresh innovations, clear corporate values and contributions to the industrial design industry. The assessment will be based on innovation, quality, function, aesthetics, market potential and originality.

The fair has attracted 175 exhibitors from overseas and seven international pavilions from six countries, including France Design Pavilion, Den-

mark Design Pavilion, Holland Design Pavilion, Italian Design Pavilion, Korea Institute of Design Promotion and Spark Design Awards.

Many products will make their debut in China during the fair, including the intelligent landmark loudspeaker BeeLab 90 by Bang & Olufsen and the first ever digital weight training system featuring interactive video workouts, Tonal Strength Training System.

The Global Design Value Summit will be held at the same time, gathering the founder of Frog Design, Hartmut Esslinger, the father of Lean Design, Sandy Munro, president and CEO of G&K Design Group, Kazuo Tanaka, founder of Favaretto & Partners, Paolo Favaretto, president of World Design Organization, Luisa Bochiello, and CEO of

IF International Forum Design GmbH, Ralph Wiegmann.

Another highlight of the fair is that there will be two curatorial teams, one Chinese and one foreign. Troels Seidenfaden, founder and creative director of Seidenfaden Design Consultancy, designed the theme and concept of the fair, while the Chinese team focused on visual communication.

SZIDF was granted the status of "UFI Approved International Event" by the Global Association of the Exhibition Industry (UFI) in May 2018.

The fair is being hosted by the Shenzhen Municipal Government, organized by SIDA and co-organized by the China Industrial Design Association and China Mechanical Engineering Society Industrial Design Institution.

British Prince Andrew visits local university

Chris Edwards, Han Ximin
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PRINCE Andrew, Duke of York, visited the Southern University of Science and Technology (SUSTech) during his China tour and had talks with SUSTech president Chen Shiji and vice president Lu Chuan on Thursday.

At the meeting, Chen briefed Prince Andrew on the progress of "striving to build a world-class university, rooted in China." He expounded on aspects of the developmental strategy, talent pipeline, international cooperation, industry-university cooperation and the construction of the School of Medicine.

Prince Andrew said that SUSTech has been developing at a very rapid pace. He expressed his appreciation for the cooperation and exchanges between the university and some British universities. He is looking forward to cooperation between SUSTech and King's College London in medical education and scientific research.

He hopes that the two universities will utilize Shenzhen's advantages to cultivate future leaders in the medical industry through innovative medical courses and teaching methods, and serve as a model for Sino-U.K. cooperation in higher education.

He also visited the 3-D campus construction sand table, the



Prince Andrew (2nd R) talks with a student while SUSTech president Chen Shiji (2nd L) and Shan Xiaowen (R), dean of the university's Mechanism and Aerospace Engineering Department, look on Thursday.

During the visit, Prince Andrew also saw an outdoor exhibition of SUSTech's "Henry" UAVs, which will be on display at the 12th China International Aviation and Aerospace Exhibition in Zhuhai from Tuesday to Nov. 11.

He also visited the 3-D campus construction sand table, the

Cryo-Electron Microscopy Center and the Technology Transfer Innovation and Entrepreneurship Exhibition.

Prince Andrew said that as a new university, SUSTech will make outstanding contributions to the development of Shenzhen's high-tech industry, as well as to regional prosperity

and technological development around the world. He was particularly impressed by SUSTech's approach to entrepreneurship and its commitment to academic freedom.

The Duke of York will attend the inaugural China International Import Expo (CIIE) on Monday.

At a Glance

Medical insurance

STARTING Nov. 1, Shenzhen is allowing local patients with tuberculosis to have their medical fees partially reimbursed, the city's human resources and social security bureau said Wednesday.

An official with the bureau said that up to 90 percent of medical fees can be reimbursed for a patient diagnosed with tuberculosis under the medical insurance scheme for serious diseases.

At present, 15 types of serious diseases are covered by the city's serious disease insurance program.

Two injured

TWO people were slightly injured when two elevated sightseeing trains collided at the Happy Valley theme park in Nanshan District on Thursday morning, *snews.com* reported.

About 20 passengers were on the trains when the collision took place.

The park had previously planned to replace all of the sightseeing trains Nov. 8, according to park staffers. The incident is being investigated.

On-campus art gallery opens

A CEREMONY was held at Shen Wai International School (SWIS) on Thursday to mark the opening of Han Gallery, the first school gallery focused on art education for adolescents in Shenzhen.

The ceremony began with a fine piano performance by students at SWIS, which earned warm applause from time to time. Daniel Legault, the school's vice president, gave a speech at the ceremony expressing his gratitude to Hans Group for

their generous donation and assistance in opening the gallery.

Previously, Hans Group also offered support to build Hans Maker Space for SWIS.

According to Legault, 21st century education demands that students are prepared for the future and the establishment of the gallery demonstrates the SWIS mission and vision: to develop confident, open-minded, lifelong learners.

More than 200 guests, includ-

ing Gao Yunfeng, chairman of Hans Group, took part in the inauguration ceremony.

The gallery was inaugurated with its opening exhibition, "Coalescence," which symbolizes growing together and uniting as a whole. The works on display were selected by students at SWIS out of a collection of works by their fellow students.

The exhibition will be open to SWIS students and teachers through Dec. 20.



People appreciate an SWIS student's work at the opening exhibition of the school art gallery Thursday.

网络媒体报道

Network Reports

活动专题

Special Reports



1. 大展官网 SZIDF Official Website



2. iF官网 iF Official Website



2018第六届深圳国际工业设计大
展



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这场探讨设计价值的峰会，将首次在深圳举行！

设计的艺术性、设计以事功理性、为人类而设计、为解决问题的设计、为更好的生活而设计，这大概就是所有设计师的共同目标。但设计也是美的源泉，是美的传播，设计的感染力不仅进入商业、科技、社会，甚至渗透到生活的每一处，成为人们日常生活中最普遍而恒定的因素。设计到底感染什么，设计又带来了哪些价值，也许需要很长的时间去思考。

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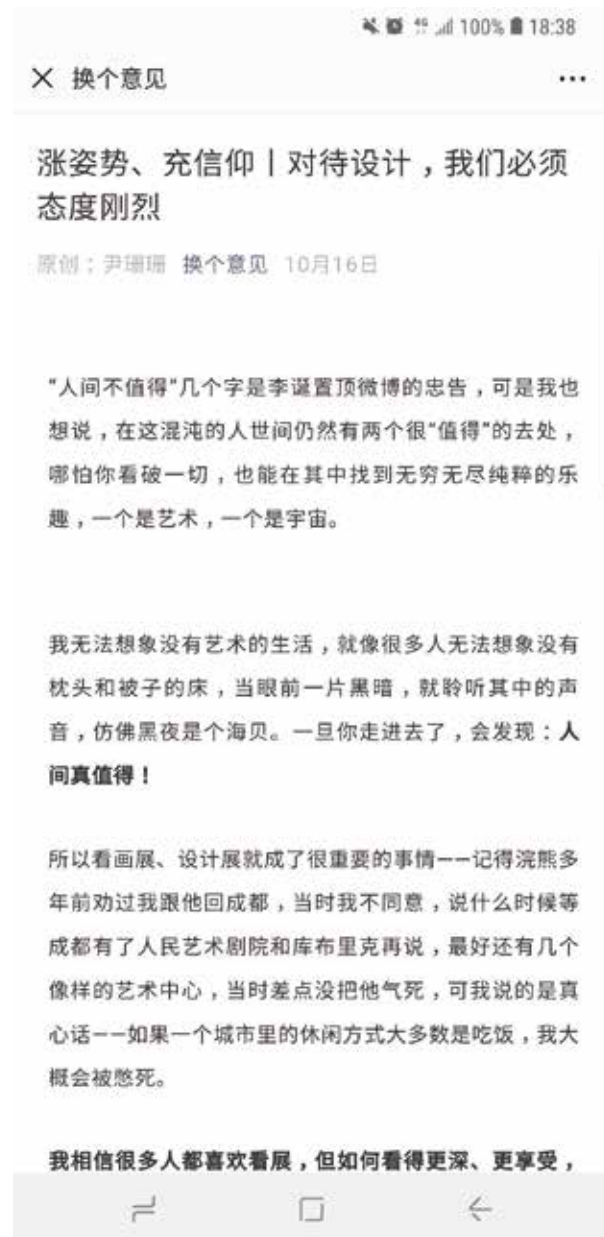


3.设计癖 SHEJIPi Official Website

4.活动行官网 Huodongxing Official Website



5.乐活深圳微信号 Life Shenzhen Wechat ID



6.换个意见微信号 ideaChanging Wechat ID



7.设计IN台湾微信号 Design IN Taiwan Wechat ID



8.深圳讲座展览活动微信号 Shenzhen Lectures & Exhibitions Wechat ID

权威网络媒体报道

Authoritative Network Media Reports

1.福田政府在线

Futian Government Online

http://www.szft.gov.cn/ftxx/xwdt/bmdt/201811/t20181101_14447051.htm

2.河北省人民政府网

The People's Government of Hebei Province Online

<http://www.hebei.gov.cn/hebei/11937442/10757006/10757130/14455835/index.html>

3.河北共产党员网

Hebei Communist Party Member Website

<http://www.hebgcdy.com/lunhuantu/system/2018/11/06/030351620.shtml>

4.河北省工业和信息化厅

Website of Industry and Information Technology Department of Hebei Province

<http://www.ii.gov.cn/hbgxt/xwzx/snxw/614883/index.html>

5.常州市武进区人民政府

Website of People's Government of Wujin District of Changzhou City

http://www.wj.gov.cn/sub_news_show/100/606164.html



6.沧州市发展和改革委员会政务公开网站

Website of Cangzhou City Municipal Commission of Development and Reform

http://www.fgw.cangzhou.gov.cn/czfgw/ZFCG/gnj/2018/11/06/1647569365.html



7.人民网

People's Daily Online

http://he.people.com.cn/n2/2018/1106/c192235-32247735-7.html



8.中国新闻网

Chinanews Online

http://www.gd.chinanews.com/2018/2018-11-01/2/400195.shtml?open_source=weibo_search



9.河北新闻网

Hebeinews Online

http://jingji.hebnews.cn/2018-11/05/content_7090686.htm



10.深圳新闻网

Shenzhennews Online

http://www.sznews.com/tech/content/2018-11/07/content_21196782.htm



11.中华网

China.com

https://tech.china.com/article/20181106/kejiyuan1108211452.html



12.东方网

Eastday.com

http://society.eastday.com/s/20181102/u1ai11951316.html



深圳特区报讯（记者吴德群）2018第六届深圳国际工业设计大展组委会昨日在媒体见面会上透露，该大展将于11月5日-7日在深圳会展中心2号馆举行。大展聚焦国际前沿设计，全方位展示设计创新产业价值链的广度和深度，推动“深圳加工”到“深圳制造”再到“深圳创造”高质量跨越式发展。

深圳市工业设计行业协会执行副会长兼秘书长封昌红表示，本届大展以“设计赋能”为主题，带领大家回归到设计本身、设计力以及设计价值的思考。据悉，大展由深圳市政府主办，深圳市工业设计行业协会承办，中国工业设计协会、中国机械工程学会工业设计分会协办，将举行展览、论坛、新品发布会、对接会、TheGreatOne大奖评选等系列活动，引导企业开发新产品、打造新品牌、提供新服务、创造新需求。

13.光明网

news.gmw.cn

http://news.gmw.cn/2018-11/02/content_31906845.htm



14.央广网

CNR

http://news.cnr.cn/native/gd/20181105/t20181105_524405883.shtml



15.香港商报网

hkcd.com

http://www.hkcd.com/content_p/2018-11/06/content_65943.html



16.中国日报网

Chinadaily.com.cn

http://caijing.chinadaily.com.cn/chanye/2018-11/02/content_37186146.htm



17.金羊网

ycwb.com

http://news.ycwb.com/2018-11/02/content_30123935.htm

18.东方头条

eastday.com

<http://mini.eastday.com/a/181106104604191.html>

19.南方网

southcn.com

http://sz.southcn.com/content/2018-11/06/content_183970498.htm

南方网 > 深圳新闻

第六届深圳国际工业设计大展开幕

2018-11-06 17:18 来源：深圳特区报 吴德群



昨日，主题为“设计赋能”的第六届深圳国际工业设计大展在深圳会展中心2号馆开幕，大展聚焦国际前沿设计，全方位展示设计创新产业价值链的广度和深度，推动“深圳加工”到“深圳制造”再到“深圳创造”高质量跨越式发展。深圳市副市长艾学峰、工信部产业政策司副司长于晓东、世界设计组织主席路易莎·博切多、德国iF国际设计大奖全球执行总裁拉夫·威格曼等出席。

20.ZAKER

<https://app.myzaker.com/news/article.php?pk=5bdada631bc8e0f1600006e0>

深晚报道 | 全球尖端设计抢先看 第六届深圳国际工业设计大展 5 日启幕

深圳晚报 11-01



深圳晚报记者今天从 2018 第六届深圳国际工业设计大展（以下简称“大展”）媒体见面会获悉，本届大展将于 11 月 5-7 日在深圳会展中心 2 号馆盛大开启。本届大展由深圳市人民政府主办，深圳市工业设计行业协会承办。当天，承办单位代表、深圳市工业设计行业协会执行副会长兼秘书长封昌红，大展评审团成员、Cube Design CEO 戴设计总监、iF 设计奖最负盛名的评审保罗·科恩出席了见面会。



2018第六届深圳国际工业设计大展媒体宣传一览表
Media Promotion List of SZIDF 2018

一、电视、电台报道 TV Reports

2018年11月01日, 深圳卫视-深视新闻——第六届深圳国际工业设计大展5号开幕 超170家海外设计机构参与
Nov. 1st, 2018, Shenzhen Satellite TV - Shenzhen News - The 6th Shenzhen International Industrial Design Fair will open on Nov.5, over 170 overseas design institutions will participate
<http://static.scms.sztv.com.cn/ysz/zx/zw/28026947.shtml>

2018年11月05日, 深圳卫视-深视新闻——第六届深圳国际工业设计大展开展
Nov. 5th, 2018, Shenzhen Satellite TV - Shenzhen News - The 6th Shenzhen International Industrial Design Fair opened
<http://static.scms.sztv.com.cn/ysz/zx/zw/28030223.shtml>

2018年11月01日, 深圳都市-第一现场——第六届深圳国际工业设计大展5号启幕
Nov. 1st, 2018, Shenzhen TV City Channel - First Scene - The 6th Shenzhen International Industrial Design Fair will open on Nov.5th
<http://dyxc.scms.sztv.com.cn/dyxc/dyxc/diyixianchang/28027370.shtml?from=wx&code=033wqFTO1hdx21DB0SO1hfrTO1wqFTj&state=STATE>

2018年11月05日, 深圳都市-第一现场——深圳工业设计:从“跟跑”到“并跑”
Nov. 5th, 2018, Shenzhen TV City Channel - First Scene - Shenzhen Industrial Design: from "following" to "leading"
<http://dyxc.scms.sztv.com.cn/dyxc/dyxc/diyixianchang/28030407.shtml?from=wx&code=033P3AmH0TnONi2nYC oH09pKmH0P3AmN&state=STATE>

2018年11月02日, 众创TV-众创新视野——第六届深圳国际工业设计大展将于11月5日开幕
Nov. 2nd, 2018, Maker TV - Maker New Vision - The 6th Shenzhen International Industrial Design Fair will open on Nov.5
<https://v.qq.com/x/page/m0779opbmck.html>

2018年11月07日, 众创TV-众创新视野——第六届深圳国际工业设计大展:设计为生活赋能
Nov. 7th, 2018, Maker TV - Maker New Vision - The 6th Shenzhen International Industrial Design Fair: design empowers life
<https://v.qq.com/x/page/m0787uj1mrk.html>

2018年11月07日, 众创TV-众创新视野——“全球设计价值峰会”论坛在深圳举行
Nov. 7th, 2018, Maker TV - Maker New Vision - Global Design Value Summit was held in Shenzhen
<https://v.qq.com/x/page/p0787ivsr2.html>

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Nov. 7th, 2018, Maker TV - Maker New Vision - Industrial Design Promotes Industrial Innovation Vitality
<https://v.qq.com/x/page/i07875ung36.html>

2018年11月05日, 深圳财经-经济生活——深圳国际工业设计展开展“设计赋能”创造美好生活
Nov. 5th, 2018, Shenzhen Finance and Economics - Economics and Life - Shenzhen International Industrial Design Fair Opened: "DESIGN DRIVES [KNOWLEDGE] DRIVES DESIGN" creates a better life
<http://static.scms.sztv.com.cn/ysz/dsdb/cjpd/jjshbd/28030336.shtml>

2018年11月01日, 中央人民广播电台-香港之声——2018第六届深圳国际工业设计大展将于11月5日启幕
Nov. 1st, 2018, CNR Hong Kong Voice - The 6th Shenzhen International Industrial Design Fair 2018 will open on Nov.5

2018年11月1日, 深圳电台-先锋898现场报道——深圳电台晚新闻之第六届工业设计大展发布会
Nov. 1st, 2018, Shenzhen Media Group - FM89.8 - The 6th Shenzhen Radio Evening News - Shenzhen International Industrial Design Fair 2018 Press Conference

2018年11月5日, 深圳电台-先锋898现场报道——深圳电台晚新闻之深圳国际工业设计大展开幕
Nov. 5th, 2018, Shenzhen Media Group - FM89.8 - Shenzhen Radio Evening News - Shenzhen International Industrial Design Fair 2018 Opened

2018年11月6日, 深圳电台-先锋898现场报道——深圳电台早新闻之深圳国际工业设计大展开幕
Nov. 6th, 2018, Shenzhen Media Group - FM89.8 - Shenzhen Radio Morning News - Shenzhen International Industrial Design Fair 2018 Opened

二、报纸报道 Newspaper Reports

南方都市报, 2018年11月02日, SA05, 设计赋能, 打造全球工业设计盛会
Southern Metropolis Daily, Nov. 2nd, 2018, SA05, DESIGN DRIVES [KNOWLEDGE] DRIVES DESIGN, Shenzhen International Industrial Design Fair 2018 will create a global industrial design event
http://epaper.oeeee.com/epaper/H/html/2018-11/02/content_56451.htm

南方都市报, 2018年11月06日, SA01, 最酷的工业设计看这里
Southern Metropolis Daily, Nov. 6th, 2018, SA01, The Coolest Industrial Design at SZIDF 2018
http://epaper.oeeee.com/epaper/H/html/2018-11/06/content_56852.htm#article

深圳侨报, 2018年11月12日, Q12, 全球6千余件设计让你应接不暇——2018第六届深圳国际工业设计大展震撼来袭
Shenzhen Overseas Chinese Newspaper, Nov. 12th, 2018, Q12, Over 6000 stunning designs from all over the world - The 6th Shenzhen International Industrial Design Fair 2018 overwhelmingly opened
http://2fsite.sz-qb.com/PC/layout/201811/12/node_Q12.html

深圳特区报, 2018年11月02日, A13, 深圳国际工业设计大展下周启幕
Shenzhen Special Zone Daily, Nov. 2nd, 2018, A13, Shenzhen International Industrial Design Fair will open next week
http://sztqb.sznews.com/PC/layout/201811/02/node_A13.html

深圳特区报, 2018年11月06日, A17, “深圳设计”闪耀国际工业设计大展
——本届大展以“设计赋能”为主题 全方位展示设计创新产业价值链
Shenzhen Special Zone Daily, Nov. 6th, 2018, A17, Shenzhen Design is shining in SZIDF, themed DESIGN DRIVES [KNOWLEDGE] DRIVES DESIGN, the design innovation industry value chain was comprehensively displayed.
http://sztqb.sznews.com/PC/layout/201811/06/node_A17.html#content_498490

深圳特区报, 2018年11月06日, A05, 设计赋能推动深圳制造转型升级
Shenzhen Special Zone Daily, Nov. 6th, 2018, A05, Design empowers manufacturing transformation and upgrading in Shenzhen
http://sztqb.sznews.com/PC/layout/201811/06/node_A05.html#content_498418

深圳特区报, 2018年11月08日, A11, 全球设计大师精彩语录
Shenzhen Special Zone Daily, Nov. 8th, 2018, A11, Comments from global design masters
http://sztqb.sznews.com/PC/layout/201811/08/node_A11.html#content_500165

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大展官网 SZIDF Official Website
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The First Global Design Value Summit in Shenzhen
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活动行 Huodongxing
SZIDF2018|全球设计价值峰会
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换个意见 IdeaChanging
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Treat Design with New Attitude
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“官宣”! 全球设计价值峰会在深圳, 邀请你与全球设计领袖共同对话
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Chinese Design Growth @Shenzhen International Industrial Design Fair (SZIDF)
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藏在汉字笔画里的茶饼你喝过没 来深圳国际工业设计大展就对了
Have you tasted the tea cake hidden in Chinese character strokes? Come to Shenzhen International Industrial Design Fair 2018!
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“We gather in Shenzhen because of creativity”— the 6th Shenzhen International Industrial Design Fair 2018 closed successfully
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想提高生活品质?来这个超in工业设计展就对了!
Want to improve your life quality? Come To this fashionable industrial design fair!
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ZAKER
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设际邹工业设计创始人邹镇孟获“The Great One 新一代设计企业家”奖
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2018第六届深圳国际工业设计大展盛大开幕
The 6th Shenzhen International Industrial Design Fair 2018 opened today
<http://op.inews.qq.com/o/20181106A20B2O00?from=timeline>

解析第六届深圳国际工业设计大展的河北元素
Analyzing Hebei elements in the 6th Shenzhen International Industrial Design Fair 2018
<http://hb.jjj.qq.com/a/20181118/004488.htm>

22家河北企业亮相深圳国际工业设计大展
22 Hebei companies attended Shenzhen International Industrial Design Fair 2018
<http://hb.jjj.qq.com/a/20181106/005666.htm>

2018第六届深圳国际工业设计大展盛大开幕
The 6th Shenzhen International Industrial Design Fair 2018 opened
<http://view.inews.qq.com/a/20181106A0OFBX00>

设计赋能, 打造全球工业设计盛会——2018第六届深圳国际工业设计大展11月5日启幕
DESIGN DRIVES [KNOWLEDGE] DRIVES DESIGN, building the grand gathering for global industrial design, the 6th Shenzhen International Industrial Design Fair 2018 opened on November 5th
<http://view.inews.qq.com/a/20181101A1JJNH00>

2018第六届深圳国际工业设计大展盛大开幕
The 6th Shenzhen International Industrial Design Fair 2018 opened
<https://new.qq.com/omn/20181106A0OFBX00?InternetWeb.html>

“因为创意,共聚鹏城”—第六届深圳国际工业设计大展圆满闭幕
“We gather in Shenzhen because of creativity”— the 6th Shenzhen International Industrial Design Fair
2018 closed successfully
<http://view.inews.qq.com/a/20181108A1396000>

“因为创意,共聚鹏城”—第六届深圳国际工业设计大展圆满落幕
“We gather in Shenzhen because of creativity”— the 6th Shenzhen International Industrial Design Fair
2018 closed successfully
<https://new.qq.com/omn/20181108A1396000?InternetWeb.html>

搜狐 SOHU
2018第六届深圳国际工业设计大展盛大开幕
The grand opening of the 6th Shenzhen International Industrial Design Fair 2018
https://www.sohu.com/a/273543639_100291540

2018第六届深圳国际工业设计大展倒计时, 银河幻影VR与您相约!
Count Down! Galactic Phantom VR in the 6th Shenzhen International Industrial Design Fair 2018
http://www.sohu.com/a/273295971_100057090

深圳国际工业设计大展:中国本土设计异军突起
Shenzhen International Industrial Design Fair: China Design Power Emerges
https://www.sohu.com/a/273669688_123753

2018第六届深圳国际工业设计大展盛大开幕
The 6th Shenzhen International Industrial Design Fair 2018 Opened
https://www.sohu.com/a/273525238_124752

简约艺术风.2018深圳工业设计展【展会报道】
Simple Art Style. Shenzhen International Industrial Design Fair 2018
http://www.sohu.com/a/274098939_774370

深圳国际工业设计大展
Shenzhen International Industrial Design Fair
<http://news.sohu.com/20181102/n554134314.shtml>

2018第六届深圳国际工业设计大展盛大开幕
The 6th Shenzhen International Industrial Design Fair 2018 Opened
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2018第六届深圳国际工业设计大展盛大开幕
The 6th Shenzhen International Industrial Design Fair 2018 Opened
<https://home.focus.cn/nanyang/channel/00d59a1a3839423baf1f8677ff094671.html>

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DESIGN DRIVES [KNOWLEDGE] DRIVES DESIGN, The 6th Shenzhen International Industrial Design Fair
2018 opened on November 5th
https://www.sohu.com/a/272657608_817583

深圳国际工业设计大展开展啦 | 遇到你之后,我都经历了什么
Shenzhen International Industrial Design Fair 2018 Opened Today | What have I experienced when meeting you
http://sa.sogou.com/sgsearch/sgs_tc_news.php?req=KvZwaLaqp5h8DWXAZT2xbGtJkQOJSSyjhUuA3jc9xTzTXxhQf8PJkJqnwlXn8uk&user_type=1

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The 6th Shenzhen International Industrial Design Fair 2018 Opened
<https://www.toutiao.com/i6620583835983692292/>

“因为创意,共聚鹏城”——第六届深圳国际工业设计大展圆满闭幕
“We gather in Shenzhen because of creativity” — the 6th Shenzhen International Industrial Design Fair 2018 closed successfully
<https://www.toutiao.com/i6621377541343019533/>

2018深圳国际工业设计大展
Shenzhen International Industrial Design Fair 2018
<https://www.toutiao.com/a6620714032900866573/>

设计“飓风”席卷鹏城!2018第六届深圳国际工业设计大展正式启幕
Design storm sweeps Shenzhen, the 6th Shenzhen International Industrial Design Fair 2018 Opened Officially
<https://www.toutiao.com/a6620371930434257415/>

深圳国际工业设计大展
Shenzhen International Industrial Design Fair
<https://www.toutiao.com/a6619602793701327373/>

深圳国际工业设计大展周日开幕
Shenzhen International Industrial Design Fair 2018 opened
<https://www.toutiao.com/a6483453769316057357/>

探索创意设计的商业新路径, 第六届深圳国际工业设计大展开幕
The 6th Shenzhen International Industrial Design Fair 2018 Opened, exploring new path for design innovation in business field
<https://www.toutiao.com/a6620692685286015502/>

2018深圳国际工业设计大展正式启幕,国际前沿设计全方位展示
Shenzhen International Industrial Design Fair 2018 opened, presenting latest designs
<https://www.toutiao.com/a6620305057919271428/>

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The 6th Shenzhen International Industrial Design Fair 2018
<https://www.toutiao.com/a6621313529548898830/>

凤凰网 ifeng.com
河北22家企业“明星”展品闪耀深圳国际工业设计大展
22 Hebei companies brought star products to Shenzhen International Industrial Design Fair 2018
http://hebei.ifeng.com/a/20181106/7000521_0.shtml

连续六年国际(深圳)工业设计大展|不能错过的设计盛典
6th Shenzhen International Industrial Design Fair | A design event that you should not miss
http://hebei.ifeng.com/a/20181120/7041177_0.shtml

2018第六届深圳国际工业设计大展盛大开幕
The 6th Shenzhen International Industrial Design Fair 2018 Opened
<http://wemedia.ifeng.com/85739909/wemedia.shtml>

2018年第六届深圳国际工业设计大展盛大开幕
The 6th Shenzhen International Industrial Design Fair 2018 Opened
http://home.ifeng.com/a/20181107/45215220_0.shtml

探索创意设计的商业新路径, 第六届深圳国际工业设计大展开幕
The 6th Shenzhen International Industrial Design Fair 2018 opened, exploring new path for design innovation in business field
http://tech.ifeng.com/a/20181106/45213701_0.shtml?_zbs_firefox

“因为创意,共聚鹏城”—第六届深圳国际工业设计大展圆满闭幕
“We gather in Shenzhen because of creativity”— the 6th Shenzhen International Industrial Design Fair 2018 closed successfully
<http://wemedia.ifeng.com/86138471/wemedia.shtml>

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2018第六届深圳国际工业设计大展盛大开幕
The 6th Shenzhen International Industrial Design Fair 2018 Opened
<http://news.163.com/18/1108/13/E03HCTQO000189DG.html>

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The 6th Shenzhen International Industrial Design Fair 2018 Opened
<http://bendi.news.163.com/guangdong/18/1106/14/DVUES1TJ04179F0F.html>

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DESIGN DRIVES [KNOWLEDGE] DRIVES DESIGN, Shenzhen International Industrial Design Fair 2018
<http://3g.163.com/ntes/17/0324/16/DVI0NMKO0511UQTE.html>

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<http://dy.163.com/v2/article/detail/E03LE2UH0511UQTE.html>

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The 6th Shenzhen International Industrial Design Fair 2018 Opened
<http://dy.163.com/v2/article/detail/DVU5B23B0511HMCG.html>

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The 6th Shenzhen International Industrial Design Fair 2018 Opened
<http://house.163.com/18/1106/10/DVU1V6I2000798AK.html>

“因为创意,共聚鹏城”—第六届深圳国际工业设计大展圆满闭幕
“We gather in Shenzhen because of creativity”— the 6th Shenzhen International Industrial Design Fair 2018 closed successfully
<http://3g.163.com/ntes/17/0324/16/E03LE2UH0511UQTE.html>

百家号 Baijiahao
探索创意设计的商业新路径, 第六届深圳国际工业设计大展开幕
The 6th Shenzhen International Industrial Design Fair 2018 opened, exploring new path for design innovation in business field
<http://www.tmtpost.com/3573888.html?from=singlemessage>

2018第六届深圳国际工业设计大展今日启幕
The 6th Shenzhen International Industrial Design Fair 2018 Opened
<https://baijiahao.baidu.com/s?id=1616304247045999284&wfr=spider&for=pc>

深圳大学图书馆 Shenzhen University Library
2018深圳国际工业设计大展5日启幕, 全球尖端设计汇集鹏城
The 6th Shenzhen International Industrial Design Fair 2018 opened on November 5th, gathering top international designs in Shenzhen
<http://info.lib.szu.edu.cn/cii/archives/10737>

读特新闻 dutenew.com
精品抢先看! 第六届深圳国际工业设计大展11月5日启幕
Sneak peek! The 6th Shenzhen International Industrial Design Fair 2018 Opened on November 5th
<https://www.dutenews.com/p/153561.html>

第六届深圳国际工业设计大展开幕, 设计赋能推动深圳制造转型升级
The 6th Shenzhen International Industrial Design Fair 2018 Opened, design empowers manufacturing transformation and upgrading in Shenzhen
<https://www.dutenews.com/p/154077.html>

冀深工业设计合作结出硕果 双方优势互补实现共赢
Win-win Relationship between Hebei and Shenzhen Industrial Design
www.dutenews.com/p/155102.html

全橙智媒 Quanchengzhimei
2018第六届深圳国际工业设计大展即将来袭! 全球30多个国家地区6000余设计精品亮相
Shenzhen International Industrial Design Fair 2018 is coming! Over 6000 design exhibits from more than 30 countries and regions
<https://wx.allcitysz.com/quanc-core/detail.jsp?newsId=AWbP-LhQhwWgkoq0T12Y&id=2069&uid=e436f8807aeb4672a43d5e3fbee2a624&env=prod&isShare=1>

设计“飓风”席卷鹏城! 2018第六届深圳国际工业设计大展正式启幕
Design "Storm" Sweeping in Shenzhen, The 6th Shenzhen International Industrial Design Fair 2018 Opened Today
https://wx.allcitysz.com/quanc-core/detail.jsp?newsId=AWbi22jshwWgkoq0T2X_&id=2069&uid=e436f8807aeb4672a43d5e3fbee2a624&env=prod&isShare=1

10万人共赴设计盛会! 2018第六届深圳国际工业设计大展圆满闭幕
100,000 visitors - Shenzhen International Industrial Design Fair 2018 closed successfully
<https://detail.allcitysz.com/h5/detail.jsp?env=prod&newsId=AWbuu6i9hwWgkoq0T2sR&id=2069&uid=e436f8807aeb4672a43d5e3fbee2a624&isShare=1>

深圳大件事 Shenzhen Dashijian

“全球工业设计风向标”来袭! 中外双策展团队深圳首秀中国设计力

“Global Industrial Design Vane” is coming! Setting Chinese and foreign curation teams for the first time and Showing Chinese design force in Shenzhen

[https://m.mp.oeeee.com/a/BAAFRD000020181105114324.html?lay-](https://m.mp.oeeee.com/a/BAAFRD000020181105114324.html?lay-er=4&share=chat&isndappinstalled=0&ndsign=q7+XxraLGQ3TrW4OWOKeGB9bXd5uraeLSHHJuKp9DFkpkBIRV85JDpXaeQp6KF3PrRHCYSQoqGRyu3Erj51YhoJVmLN32Cdae8JEFG5AGpLEuk8g2V4fN9W7pdNb)

<er=4&share=chat&isndappinstalled=0&ndsign=q7+XxraLGQ3TrW4OWOKeGB9bXd5uraeLSHHJuKp9DFkpkBIRV85JDpXaeQp6KF3PrRHCYSQoqGRyu3Erj51YhoJVmLN32Cdae8JEFG5AGpLEuk8g2V4fN9W7pdNb>
<aZNeTDtGT6ej7sfkF17j5oFfFTkyNmU5Yjc1ZTYxMmFhOTNjMzViNjA1ZmVkMmlzZjZmIUQCjMRWxx84Y4yQYzcbOA==fbe4a86e9584f914df3031e8fca5b539&wxuid=ogVRcdN5w1y8JnSx9UIDIn3eXyEQ&wxsalt=8daea6&wxOauth=1>

读创 Duchuang

下周这个大展, 将“承包”你仰慕的设计大咖和你喜爱的作品

The fair next week will contain all the masters and products you like

<https://appdetail.netwin.cn/web/2018/11/124e17e5b21b3fdb340781b79e229226.html>

2018第六届深圳国际工业设计大展火热进行 深圳本土产品受关注

The 6th Shenzhen International Industrial Design Fair 2018 is going on, local products got much attention

<https://appdetail.netwin.cn/web/2018/11/5d822dcc6d7620e6fb0da9cd6530501c.html>

深圳要讯 ShenzhenYaoxun

全方位展示设计创新产业价值链, 深圳国际工业设计大展即将启幕

Comprehensively presenting new innovation design value chain, Shenzhen International Industrial Design Fair 2018 is about to begin

[https://m.mp.oeeee.com/a/BAAFRD000020181101113485.html?lay-](https://m.mp.oeeee.com/a/BAAFRD000020181101113485.html?lay-er=2&share=chat&isndappinstalled=0&ndsign=nBw1tMXBdT5lFdbfZGhNZF/4KFeHVNquF/VUVoriBOL/jsfe5SzQ7nAPdnsS7rOOONNFfc8ZMabOVu4QIhUCK8CODktCv4VMsDZjXDUH3APPoCqZ7xMsrYL25D1QhU)

<er=2&share=chat&isndappinstalled=0&ndsign=nBw1tMXBdT5lFdbfZGhNZF/4KFeHVNquF/VUVoriBOL/jsfe5SzQ7nAPdnsS7rOOONNFfc8ZMabOVu4QIhUCK8CODktCv4VMsDZjXDUH3APPoCqZ7xMsrYL25D1QhU>
<h1uwQ/lu9peHHJ0ZsVBpoN9jdiOTJkNWU1YjA3Mzc1NWU1MTBiZGRIMTQ4NDgzZTE3rkg+ejxEW4Pf6mwNXW+3pw==c5c32d98c4f77df11c34d586c611f55c&wxuid=ogVRcdBjbLUBQhO4pEzhRuFXa3PQ&wxsalt=dd5784&wxOauth=1>

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深圳国际工业设计大展今日开幕, 6000件展品展现新趋势

Over 6000 design products showing new design trend in Shenzhen International Industrial Design Fair 2018

<http://www.gzcankao.com/news/wx/detail?newsid=282656&time=1541461132599>

消费日报网 xfrb.com

深圳国际工业设计大展

Shenzhen International Industrial Design Fair

<http://www.xfrb.com.cn/html/guanzhu/zhiliangbaogao/fuwuye/422390.html>

“因为创意,共聚鹏城”—第六届深圳国际工业设计大展圆满闭幕

“We gather in Shenzhen because of creativity”— the 6th Shenzhen International Industrial Design Fair 2018 closed successfully

<http://www.xfrb.com.cn/html/jinribaodao/tuijiantoutiao/426021.html>

2018第六届深圳国际工业设计大展盛大开幕

The 6th Shenzhen International Industrial Design Fair 2018 Opened

<http://www.xfrb.com.cn/html/guanzhu/zhiliangbaogao/fuwuye/424391.html>

中国美术报 zgmsbonline.com

2018第六届深圳国际工业设计大展开幕

The 6th Shenzhen International Industrial Design Fair 2018 Opened

http://www.zgmsbonline.com/Mobile/Index/articleDetail/post_id/18000

澎湃新闻 The Paper

设计赋能, 深圳国际工业设计展尽显当下国际设计创新潮流趋势

DESIGN DRIVES [KNOWLEDGE] DRIVES DESIGN, Shenzhen International Industrial Design Fair 2018 shows latest international innovation design trend

https://m.thepaper.cn/newsDetail_forward_2605127?from=singlemessage

南方+ South+

儿童漫画相机、发烧级音箱……深圳国际工业设计大展要来了, 精品抢先看!

Children Comic Camera, Top Level Sound Box……Shenzhen International Industrial Design Fair 2018 is coming

[https://static.nfapp.southcn.com/con-](https://static.nfapp.southcn.com/content/201811/01/c1624039.html?colID=39&from=singlemessage&isappinstalled=0&layer=2&share_token=Y2QxMDMyYzUtYzJkNy00MjRkLThlYjktMGlyZGU5YzQwYWwNi)

tent/201811/01/c1624039.html?colID=39&from=singlemessage&isappinstalled=0&layer=2&share_token=Y2QxMDMyYzUtYzJkNy00MjRkLThlYjktMGlyZGU5YzQwYWwNi

AI机器人、无人机、智能穿戴……第六届深圳国际工业设计大展来了

AI Robots, UVAs, Smart Wearable Devices……The 6th Shenzhen International Industrial Design Fair 2018 is here

<https://static.nfapp.southcn.com/content/201811/05/c1633235.html?colID=6242>

一目video | 第6届深圳国际工业设计大展来啦! 这些作品让人大开眼界

The 6th Shenzhen International Industrial Design Fair 2018 is coming!

<https://static.nfapp.southcn.com/content/201811/05/c1633196.html>

视频 | 想提高生活品质? 来这个超in工业设计展就对了!

Want to improve your life quality? Come to this industrial design fair!

<https://static.nfapp.southcn.com/content/201811/05/c1633470.html?colID=39>

6000余件海外设计精品亮相

Over 6000 design products were presented in SZIDF 2018

http://epaper.southcn.com/m/ipaper/nfrb/html/2018-11/06/content_48910.htm?from=singlemessage

钛媒体 tmtpos.com

探索创意设计的商业新路径, 第六届深圳国际工业设计大展开幕

The 6th Shenzhen International Industrial Design Fair 2018 opened, exploring new path for design innovation in business field

<http://www.tmtpost.com/3573888.html?from=singlemessage>

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The 6th Shenzhen International Industrial Design Fair 2018 Opened

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Digital Technology News: The 6th Shenzhen International Industrial Design Fair 2018 Opened
<https://www.cdnews.org/shumaIT/20181106/276284.html>

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2018第六届深圳国际工业设计大展盛大开幕
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<http://nnxuqi.cn/a/guona/20181106/17896.html>

平阳新闻网 wzpy.cn
深圳国际工业设计大展落幕 工业设计研究院12件产品参展
Shenzhen International Industrial Design Fair 2018 closed, 12 Products from Pingyang Institute of Industrial Design were exhibited
<http://py.66wz.com/system/2018/11/13/013416548.shtml>

艺术中国 Art China
2018第六届深圳国际工业设计大展盛大开幕
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http://art.china.cn/products/2018-11/06/content_40564046.htm?from=singlemessage

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http://caijing.chinadaily.com.cn/chanye/2018-11/06/content_37208801.htm

2018深圳国际工业设计大展,九点整首次亮相惊艳全场
Shenzhen International Industrial Design Fair 2018, "9-o'clock design team" surprised visitors
<http://talk.cri.cn/n/20181108/b8e2efc0-a9db-c8c0-3e11-31013373e3e8.html>

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深圳国际工业设计大展
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2018第六届深圳国际工业设计大展盛大开幕
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<https://tech.china.com/article/20181106/kejiyuan1108211452.html>

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2018第六届深圳国际工业设计大展盛大开幕
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<http://www.chinahightech.com/html/Info/huizhan/2018/1106/497984.html>

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2018深圳国际工业设计大展,元王C18与您有约~
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LKK exhibited in Shenzhen International Industrial Design Fair 2018, designing a better world together
<http://www.szrxw.net/caijing/20180649745.html>

深圳创新设计研究院 Shenzhen Institute for Innovative Design
创新院受邀参加2018深圳国际工业设计大展 | 不仅设计产品，还要设计您的生活
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绿色软件 Green Software

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“We gather in Shenzhen because of creativity” — the 6th Shenzhen International Industrial Design Fair

2018 closed successfully

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2018 closed successfully

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2018 closed successfully

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消费走势 xiaofzs.com

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“We gather in Shenzhen because of creativity” — the 6th Shenzhen International Industrial Design Fair

2018 closed successfully

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“We gather in Shenzhen because of creativity” — the 6th Shenzhen International Industrial Design Fair

2018 closed successfully

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后记 Afterword

设计赋能

DESIGN DRIVES [KNOWLEDGE] DRIVES DESIGN

2018第六届深圳国际
工业设计大展

SZIDF 2018

时光荏苒, 大展已经成功举办了六届。

不论时代如何进步, 也不拘于地域与形式, 工业设计的影响日渐加深, 大展彰显了设计行业近年来的层层叠进, 如果必须要用一个词形容本届大展, 那就是“赋能”。深圳作为联合国授予的设计之都之一, 第六届深圳国际工业设计大展延续前几届的创新热潮, 为构建国际化的设计生态持续赋能。

大展作为最具专业性的工业设计展览, 展会规模在全球排名领先, 汇聚来自法国、荷兰、丹麦、意大利、韩国、日本、德国、美国、土耳其、加拿大、芬兰等全球30多个国家和地区的304家设计品牌展商; 国际化程度持续提升, 其中海外参展商175家, 特邀7大国际展团(法国、丹麦、意大利、荷兰、韩国、美国等国家设计馆), 创下国内设计展国际展团数量新高; 首设双策展团队, 中西合璧彰显中国设计力; 重磅推出“全球设计价值峰会”, 特邀19位全球设计领袖共同对话, 聚焦设计价值, 以设计对话未来; 首次设立大展会品牌“The Great One”大奖, 聚焦行业创新性及引领性; 集聚全国设计力量, 两岸三地设计资源汇聚鹏城; 冀深工业设计协同创新, 以设计对话产业; 现场铺陈图片直播和视频直播, 打造以图观展以及与设计师直接对话模式; 作为首次以国际展览业最权威、最具分量的全球展览业协会(UFI) 认证的国际展会身份亮相的专业设计展, 本届大展15场新品发布会持续三天精彩纷呈座无虚席; 海内外设计机构和国际展团开展四场设计沙龙, 现场剖析工业设计商业模式创新案例; 开启媒体深度合作, 550多家权威媒体聚焦报道展会盛况; 本届展会设计孵化成效显著, 80%以上的参展商获得意向合作。

深圳市委副书记、市长陈如桂市长出席大展并巡展, 对本届展会给予了高度评价和深厚期望, “大展总体组展水平很高, 展览本身达到了国际化高水平。大展组委会办展做得很用心, 工作结果非常出色, 对工业设计以及城市建设贡献很大, 彰显了设计之都的水平。”

深圳市人民政府副市长艾学峰强调, “设计是创新的起点, 价值链的源头。要以深圳国际工业设计大展为契机, 加快发展包括工业设计在内的现代服务业, 为中国制造高质量发展注入创新活力”。

六年了, 大展迎来了许多新朋友, 同时, 老朋友们与我们携手同行的温暖也铭刻在心。inDare团队成立四年内连续参展, 表示, 每一年都收获了可喜的孵化成果, 与合作伙伴完成一百多个项目, 并有95%的项目已落地投产, 并斩获德国红点、iF设计大奖和美国IDEA设计奖等一百多项知名工业设计奖, 已成为一支充满创造力和策略思维的设计生力军, 在本届展会上备受瞩目。来自台北当代设计群展商表示, “深圳国际工业设计大展让甲方乙方无缝链接, 也只有深圳拥有全球独有的完整的制造业产业链和硬件资源可以做得到。”“非常感谢主办方, 这次活动组织得非常好, 显示出了极其强大的中国设计力量”, 意大利设计常青树, 全球最佳设计事务所Favaretto&Partner创始人保罗·法瓦瑞特说到。

领导们的鼓励、展商的认可、业界的赞许以及收获的丰硕成果, 令人欣慰和感动。我们将再接再厉, 持续把深圳国际工业设计大展办成服务产业转型, 引领世界设计风向标, 最具高端化、国际化、品牌化的一流工业设计品牌展会, 为深圳创新驱动和转型升级不间断注入新动力, 为打造国际化先进城市和深圳质量搭建优质创新的平台, 为推动从“深圳制造”到“深圳创造”高质量跨越式发展, 推动中国设计走向世界, 打造国际化开放式创新型顶级时尚设计人才高地!

As time flows, this is already the sixth year for Shenzhen International Industrial Design Fair.

Regardless of region, form and even how age progress, the influence of industrial design is increasing constantly. The exhibition highlights the design industry's successive development in recent years. If we have to use a word to describe SZIDF, it will be "empowerment". The 6th Shenzhen International Industrial Design Fair in Shenzhen -- City of Design continued the innovation spirit from previous events and empowered the construction of international design ecology.

As the most professional Industrial Design exhibition in the world, the scale of SZIDF (15,000 square meters) ranked first among the global design professional exhibitions, bringing together 304 exhibitors from more than 30 countries and regions including France, Netherlands, Denmark, Italy, Korea, Japan, Germany, the United States, Turkey, Canada and Finland. Internationalization of the fair continued to increase as well, and there were 175 overseas exhibitors and seven international exhibition pavilions including France, Denmark, Italy, Netherlands, Korea and the United States design pavilions. The double planning team demonstrated Chinese design ability in a Chinese-Western way. "Global Design Value Summit" was launched during the fair, 19 global design leaders joined the dialogue and shared their thoughts and ideas to the public. There were also in-depth interviews for them which focus on design value to design dialogue for the future. The first grand SZIDF brand "The Great One" Award focuses on industry innovation and leadership. Converging national design power, the design resources from three sides of the strait gathered in Shenzhen. Hebei and Shenzhen also collaborated on innovative industrial design, held a dialogue between design and industry. SZIDF has set sections about intelligent equipment, manufacturing technology industry-related high-end products and emerging technologies and presented products like AI robots, UAVs, smart wear products, smart home, cloud service platform, robot development platform and software technology, intelligent factory solution, 3D printing technology, digital R&D and design, information tools, etc. Live pictures and video broadcasting were combined together to create a new way to experience the exhibition and provide a chance to have direct dialogue with designers. Four design sharing salons told four stories from different international exhibition groups, gave a on-site analysis to innovative industrial design business case. SZIDF is certified as the international professional industrial design exhibition by the most authoritative and influential organization - International Exhibition Industry Association (UFI). 15 new product launches in lasted three days. In this year, we also developed deep cooperation with media, more than 550 domestic and foreign media came to the scene to report on the exhibition while more than 80% of exhibitors gained cooperation intentions in the three day period.

Chen Rugui, Deputy secretary of the CPC Shenzhen Municipal Committee and Mayor of Shenzhen Municipal People's Government visited the fair and commented: "The quality of the fair matches the international high level. The committee has worked very hard and the result is remarkable. SZIDF has definitely made great contributions to industrial design and the development of the City of Design."

Xuefeng Ai, Vice Mayor of the People's Government of Shenzhen Municipality has emphasized that "Design is the start point of innovation, the source of value chain. We should take SZIDF as an opportunity to develop modern service industries including industrial design in a faster way so to contribute in the new strategy of Created by China."

Over the past six years, SZIDF has welcomed many new friends. At the same time, we didn't forget our old friends. inDare design group has been participating in the fair for four years. They have achieved gratifying results in SZIDF incubator, completed more than 100 projects with partners and 95% of the projects have been put into production. inDare has won more than 100 well-known industrial design awards, such as German Red Dot, iF Design Award and IDEA Design Award in the United States. One exhibitor from Taiwan Design Power indicated: "SZIDF can provide close B2C connection which can only be done by Shenzhen due to its perfect eco system, well developed product chain and abundant hardware resources". Paolo Favaretto, the Founder of FAVARETTO & PARTNERS spoke highly of SZIDF: "Thanks to SIDA for such great events, you have showed China's design power to the world".

The encouragement of leaders, the recognition of exhibitors, the approval of the industry and the fruitful harvest we got were gratifying and touching. We will continue to make great efforts to transform Shenzhen International Industrial Design Fair into a professional, high-end and first-class internationalized industrial design brand exhibition, carry out service industry transformation and lead the world's design vane. SZIDF is also aiming at injecting impetus into Shenzhen's innovation drive, transformation and upgrading in order to build the most high-end, international and branded first-class industrial design brand exhibition. Providing a platform of high quality innovation to promote the leap-forward development of high quality from "Made in Shenzhen" to "Created by Shenzhen", promote Chinese design to the world. Our final goal is to lead a world-leading design event, create an international, open and innovative fashion design talent highland!

设计赋能你我, 智造赋能全球。

SZIDF这六年, 感谢有你同行。

Design empowers you, me and us in this world.

Thanks for your accompany in the past six years.

SZIDF 2018