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REDESIGN • RECONNECT

# SZIDF

## REDESIGN RECONNECT 再设计 · 联万物

### 活动手册 MANUAL

活动指南 GUIDE



**REDESIGN  
RECONNECT**  
再设计·联万物

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主办单位

深圳市人民政府

承办单位

深圳市工业设计行业协会(SIDA)

协办单位

中国工业设计协会

中国机械工程学会工业设计分会

Hosted by :

People's Government of Shenzhen Municipality

Organized by:

Shenzhen Industrial Design Profession Association(SIDA)

Endorsed by:

China Industrial Design Association

China Mechanic Engineer Society Industrial Design Institution



## 004

同期活动一览表

On-site Events of SZIDF 2019



## 009

全球设计价值峰会

Global Design Value Summit



## 018

演讲嘉宾及主持人介绍

Speakers And Moderators



## 活动及会议安排 Concurrent Events

### 2019第七届深圳国际工业设计大展现场活动一览表 On-site Events of SZIDF 2019

第一天 | Day 1  
11月3日 | Nov.3, 2019

09:30-10:30

启动仪式 / Opening Ceremony

HUB 深圳市工业设计行业协会 / SIDA

第七届深圳国际工业设计大展启动仪式

Opening ceremony of 7th Shenzhen International Industrial Design Fair

10:30-13:30

现场会议 / Review

F Area 第七届深圳国际工业设计大展组委会 / The organizing committee of 7th SZIDF

SZIDF2019 现场评奖会议

The Great One Award (TGO) Review of SZIDF2019

10:40-11:15

新品发布 / New Product Launch

HUB D9 深圳市设际邹工业设计有限公司 / Shenzhen ZouDesign Industrial Design Co., Ltd.

设计创造用户全感知过程

Design creates overall user-awareness

11:25-12:00

新品发布 / New Product Launch

HUB C9,C18,C35 深圳市佳简几何工业设计有限公司 / Shenzhen XIVO Design Co., Ltd.

2019佳简几何工业设计发布

XIVO Industrial Design Launch 2019

12:10-12:45

新品发布 / New Product Launch

HUB C3 深圳市意臣工业设计有限公司 / Innozen Design Co., Ltd

设计的跨界修行2.0

The transboundary practice of design 2.0

12:55-13:30

沙龙 | 新品发布 / Salon | New Product Launch

HUB D25-26 意大利设计协会 / Italian Design Association

持续性设计

Sustainable Design

13:40-15:10

论坛 / Forum

HUB E6 台湾创意设计中心 / Taiwan Design Center

Taiwan Design Power

创造未来 - 海峡两岸设计分享会

15:30-15:35

快闪活动 / Flash Mob

HUB D18-1 Antonio Lanzillo & Partners

快闪活动

Flash Mob

15:40-16:15

设计沙龙 / Design Salon

HUB E8 荷兰设计展团 / Dutch Design Pavilion

设计在荷兰

Design in Holland

第二天 | Day 2  
11月4日 | Nov.4, 2019

10:45-11:20

新品发布 / New Product Launch

HUB C12、C15 深圳加利弗设计有限公司 / Califor Design Co.,Ltd.

揭秘我们给苹果CEO、松下、三星设计的爆品

Reveal hot products we designed for Apple CEO, Panasonic, Samsung

11:30-12:05

新品发布 / New Product Launch

HUB C9、C18、C35 深圳市加减乘除工业设计有限公司 / Shenzhen XIVOKIDS Design Co., Ltd

2019加减乘除工业设计发布

XIVOKIDS Industrial Design Launch 2019

13:40-14:15

新品发布 / New Product Launch

HUB C11 深圳九点整工业设计有限公司 / Shenzhen 9-o'clock Industrial Design Co., Ltd.

新技术到应用•制造业到品牌

From new technology to application • From manufacturing to brand

14:25-15:00

新品发布 / New Product Launch

HUB A7 东莞意象工业设计有限公司 / ISOO DESIGN

筋膜放松按摩器发布

Myofascial relaxation massager launch

15:10-15:45

新品发布 / New Product Launch

HUB C31 深圳市碳六零工业设计有限公司 / Shenzhen C60 design industrial design co., ltd

新的光芒——碳六零工业设计

New aureole- C60 Design

15:55-16:25

新闻发布会 / News Release Conference

HUB D1 深圳市凯瑞姆瑞席设计有限公司 / SHENZHEN KARIM RASHID DESIGN CO., LTD.

有关同Michael Young 的合作

Collaboration with Michael Young

第三天 | Day 3  
11月5日 | Nov.5, 2019

10:30-11:05

新品发布 / New Product Launch

HUB C25 PLEN Robotics Inc.

PLEN Cube-个人助理机器人

PLEN Cube-personal robot assistant

11月3-5日 | Nov.3-5, 2019

全天 Whole day

工作坊 / Workshop

E4 BLANK GROUP

设计工作坊

“In:24” Design workshop

# 全球设计价值峰会 Global Design Value Summit

11/03-04 会展中心 5楼簕杜鹃厅

*Nov. 3th-4th, 2019*

*Venue: Bougainvillea Hall, 5F, SZCEC*

设计驱动产业升级  
设计赋能生活美好  
设计促进城市更新

当察觉到设计的力量彰显时  
设计创造的价值已经深深融入进社会的生产生活生态中

当下，从人人相连接到人机相连，从万物互联到万物智连  
设计的本质正通过连接与沟通呈现  
设计的价值不仅指向一个专业领域  
更是一种打破边界的新生思维与解决问题的能力  
是消除与融合在国与国之间、人与人之间、人与物之间乃至大数据之间的介质

全球设计领袖共同对话  
以敏锐度、好奇心与创造力直面新时代下的热议话题  
搭建设计界与公众之间的桥梁  
让我们站在一个全新的认知视角去感受连接下更深层的含义

探寻设计价值如何在连万物的同构共享中驱动世界发展  
深度解读在数字科技时代的载体下  
如何激荡出设计思维更多元的表现与跨领域特质  
将设计边界带向更多元化及更开放的发展  
共同探索设计的价值力、驱动力再攀升

全球设计价值峰会  
分享最前沿的设计思潮，启发设计跨界与创新思想

Design drives industrial upgrading  
Design energizes better life  
Design promotes urban renewal

While the power of design emerges  
The value created by design has been deeply integrated into the social production and living

At present, from human connection to human-computer connection, from the Internet of everything to the intelligence of all things connected,  
The essence of design is being expressed through connection and communication.  
The value of design does not just direct to one area of expertise.  
It is a kind of new thinking and problem-solving ability of border-breaking.  
It is the medium that integrates barriers between countries, people, things and even big data.

Global design leadership dialogue  
Confronting the hot topics of the new era with acuity, curiosity and creativity minds;  
Building bridges between the design community and the public.  
Let us stand in a brand new cognitive perspective to perceive the deeper meaning of connection

To explore how design drives the world's development in internet of all things;  
To discover how to inspire more diverse expression and cross-domain characteristics of design thinking, and bring the design boundary to more diversified and open development under the carrier of digital technology era;  
To explore the rising value and driving force of design.

Global Design Value Summit  
Share the latest design trends and thoughts, inspire design crossover and innovative ideas

## 全球设计价值峰会

## Global Design Value Summit

会展中心6楼桂花厅

Osmanthus Hall, 6F, SZCEC

第一天

11月3日

Day 1

Nov.3, 2019

主持人：郑斌 / 深圳市意臣工业设计有限公司创始人兼CEO

Moderator: Michael Zheng / Founder &amp; CEO of Innozen Design Co., Ltd.

## 14:00-14:30

麦斯·柯瑞斯德格 / 丹麦新兴品牌文化机构Urgent.Agency创始人

Mads Quistgaard / Creative director, founding partner of Urgent.Agency

科技与人的体验

Technology and the human experience

## 14:30-15:00

保罗·普里斯特曼 / 英国普睿谷设计公司创始人兼总裁

Paul Priestman / Chairman at PriestmanGoode

设计如何引领可持续未来的创造

The Role of Design in Creating Sustainable Futures

## 15:00-15:30

马塞尔·施勒德 / 荷兰知名设计公司Springtime管理合伙人兼创始人

Marcel Schreuder / Managing Partner, Founder at Springtime

设计可破解共享单车困境

Design can help to fix bikesharing

## 15:30-16:00

安德烈·波林姆 / 德国知名设计工作室Noto Design Studio CEO

André Poulheim / CEO of Noto Design Studio

设计连接感官

Connecting Senses

## 16:00-16:30

萨米·普奥里 / ED Design首席开发官

Sami Pyörre / CDO at ED Design Ltd.

设计-业务转型的战略工具

Design as a Strategic Tool for Business Transformation

## 16:30-17:00

宋同正 / 台湾科技大学设计学院院长

David Sung / Dean of the College of Design, Taiwan Tech

循环设计是个好生意吗？

Is circular design a good business?

## 17:00-17:30

芭芭拉·泰勒 / Bbarbarartist首席执行官

Barbara Taylor-Harris / CEO of Bbarbarartist

设计意识和能力的重要性

Design Awareness and Capability Are Life Skills

## 17:30-17:45

交流及问答环节

Panel Discussion, Q&amp;A



第二天 | Day 2 会展中心5楼箭杜鹃厅  
11月4日 | Nov.4, 2019 Bougainvillea Hall, 5F, SZCEC

主持人: 辛向阳 / 教授、博士生导师, XXY Innovation创始人  
Moderator: Xiangyang Xin / Doctor & Professor, Founder XXY Innovation

#### 09:00-09:30

弗莱明·贝森巴赫 / 丹麦嘉士伯基金会董事会主席  
Flemming Besenbacher / Chairman of the Carlsberg Foundation and Supervisory Board at Carlsberg A/S, Professor at Aarhus University  
可持续发展目标与再思考的必要性  
The SDGs and the need to rethink

#### 09:30-10:00

封昌红 / 深圳市工业设计行业协会执行副会长兼秘书长  
Shirley Feng / Executive VP & Secretary General of SIDA  
城市共创 设计开窗  
Design Empowers City Co-Creation

#### 10:00-10:30

拉夫·威格曼 / iF设计大奖全球执行总裁  
Ralph Wiegmann / Managing Director of iF International Forum Design GmbH  
人工智能  
Artificial Intelligence

#### 10:30-11:00

柳冠中 / 清华大学首批文科资深教授、中国工业设计之父  
Liu Guanzhong / Tsinghua University's first batch of senior liberal arts professors, father of Chinese industrial design  
设计事理学——“再”格式化的思维方式  
Design Affairology -- Reformatted way of thinking.

#### 11:00-11:30

张基义 / 台湾创意设计中心董事长  
Chi-Yi CHANG / President of Taiwan Design Center  
设计台湾  
Taiwan by Design

#### 11:30-12:00

丹·哈登 / 知名设计公司Whipsaw创始人及首席设计师  
Dan Harden / CEO, Principal Designer of Whipsaw  
科技时代下的返璞归真  
Staying Real with Technology

#### 12:00-12:15

交流及问答环节  
Panel Discussion, Q&A

第二天 | Day 2 会展中心5楼箭杜鹃厅  
11月4日 | Nov.4, 2019 Bougainvillea Hall, 5F, SZCEC

主持人：黄竞 / 广田觅象文创有限公司联合创始人兼设计总监

Moderator: Kent Wong / Co-Founder & Design Director of GrandLand MX Co. Ltd

#### 14:00-14:30

保罗·法瓦瑞特 / 意大利设计常青树, Favaretto & Partners创始人

Paolo Favaretto / founder of Favaretto&Partners

什么不是设计

Design: that what is not

#### 14:30-15:00

胜沼润 / “k creativeworks” 创始人、CEO兼前索尼产品设计总监

Jun Katsunuma / Founder/CEO of “k creativeworks” / Sony's Former Product Design Director

不该被忽视的设计

The news from overlook

#### 15:00-15:30

弗德里克·高理思 / Studio Gooris Ltd 创始人兼创意总监

Frédéric Gooris / Founder & Creative Director Studio Gooris Ltd

设计的故事

Everybody Loves a Good Story

#### 15:30-16:00

侯毅刚 / XLMS公司创始人

Ian Hau / Founding Director of XLMS

为千禧一代再设计

Rethinking Design for Millennials

#### 16:00-16:30

尼古拉斯 / Blank Group管理合伙人及创意总监 Nicolas Cinguino / Blank Group CEO and Creative Director

安德烈 / Blank Group管理合伙人及策略总监 Adrien Nazez / Blank Group CEO and Strategic Director

设计推动商业增长

Business Boost by Design

#### 16:30-17:00

南美龙 / 荷兰中欧品牌发展联合中心主席、荷兰中荷橙Orange Branding品牌咨询有限公司创始人及CEO

Jorg van den Hoven / President of Dutch Branding Association, Founder & CEO of Orange Branding

如何通过“品牌战略+品牌设计”助力营销

How Brand Strategy and Brand Design drives higher ROI in Marketing and Sales

#### 17:00-17:30

优安娜·帕斯卡 / 德国黑马创新创始合伙人

Ioana Petrescu & Pascal Gemmer / Co-Founder & Partner of Dark Horse

品牌的未来，如何从数字革命中获益

The Future of Brands, How to Benefit from the Digital Revolution

#### 17:30-17:45

交流及问答环节

Panel Discussion, Q&A

## 演讲嘉宾介绍 Speakers



### 封昌红

深圳市工业设计行业协会执行副会长兼秘书长

#### Shirley Feng

Executive VP & Secretary General of SIDA

封昌红，河北工业设计创新中心主任，深圳市工业设计行业协会执行副会长兼秘书长，中共党员，广东省第十二届政协委员，深圳市第五届、六届政协委员。封昌红是河北工业设计创新中心的掌舵者，自2006年踏入工业设计领域，曾带领深圳设计开创行业数个第一；2017年率深圳设计团队北上河北，以国际化视野推动河北工业设计从启蒙到唤醒再到点亮，从产业转型升级到设计赋能城市，被业内誉为最具国际化视野的“工业设计推手”。同时，她也是时代深士、深圳市十大杰出青年、中国创意产业年度十大领军人物、河北十大经济风云人物等荣誉获得者，2018年以前瞻性思维提出“设计新生，和而不同”全新理念，主张用设计力量为未来城市赋予具有人性化的创新发展，在全球设计界引起共鸣。

Shirley Feng, Director of Hebei Industrial Design Innovation Center, Executive VP & Secretary General of Shenzhen Industrial Design Profession Association. As CPC member, member of the 12th CPPCC of Guangdong Province, member of the 5th and 6th CPPCC of Shenzhen Municipality, Since 2006, she has stepped into industrial design industry and led Shenzhen to pioneer in multiple aspects of design industry. In 2017, she went up to Hebei Province in north China with her team, to enlighten, spark and light up industrial design in Hebei from transforming industries to empowering cities in a global perspective. Shirley is acclaimed as the most internationally visionary Promoter of Industrial Design, at the same time she has won the honors including Shenzhener of the Age, Ten Outstanding Young Persons in Shenzhen, Ten Leading Figures in China's Creative Industry, and Ten Economic Figures in Hebei Province. In 2018, Shirley put forward a new concept of The New Design Dynamic, Harmonious in Diversity, advocating that the future cities be empowered by design force towards humanized innovative development, which resonates with global design community.



## 拉夫·威格曼

iF国际设计大奖全球执行总裁

### Ralph Wiegmann

Managing Director of iF International Forum Design GmbH

拉夫·威格曼，1957年生于德国汉诺威，是汉诺威iF国际设计大奖（iF International Forum Design GmbH）的执行总裁，他在全球范围，特别在亚洲有着数十年的行业经验，作为一名在全球活跃的演讲分享者，他熟悉不同的设计场景及亚洲项目，使得他成为一名经验丰富的业务合作伙伴。在此之前，拉尔夫于1981年至1995年在德国梅塞公司（Deutsche Messe AG）担任项目负责人和首席执行官。他是国际工业设计学会（ICSID，现已更名为世界设计组织WDO）的前董事会成员，以总经理的身份，在提升国际声誉和成功组织iF设计奖方面发挥着决定性作用。

Ralph Wiegmann (\*1957 in Hannover) is the Managing Director of iF International Forum Design GmbH in Hannover (Germany). Thanks to his global activities and his decades of experience, on the Asian continent in particular, he is a popular speaker at conferences, intimately familiar with the design scene and very knowledgeable about programs focusing on Asia, making him a highly experienced networking partner. Prior to this, Ralph worked for Deutsche Messe AG as a project leader and leading executive from 1981 to 1995. He is a former board member of ICSID (International Council of Societies of Industrial Design) and, in his capacity as iF Managing Director, plays a decisive role in advancing the international reputation and ensuring the successful organization of the iF DESIGN AWARDS.



## 保罗·普里斯特曼

英国普睿谷设计公司创始人兼总裁

### Paul Priestman

Designer, Co-founder & Chairman of PriestmanGoode

Paul Priestman是全球设计咨询公司PriestmanGoode的设计者，联合创始人和主席，该公司专门从事基础设施，航空，运输，酒店和产品设计方面的大型项目。他的作品每天都被全世界数百万人使用。在过去的30年里，Priestman凭借其屡获殊荣的未来概念 - 为改善我们的日常生活并鼓励可持续的长期思考的远见卓识 - 建立了卓越的声誉。他是一位关于设计和创意未来思想主题的鼓舞人心的演讲者，并因设计对于良好业务的重要性而飞扬。Priestman因其工作赢得了无数奖项。他被领先的报纸“星期日泰晤士报”评选为英国500名最具影响力人物之一。2017年，他获得了设计创新奖章，这是伦敦设计节颁发的最高奖项之一，该奖项旨在表彰各种形式的创业精神，并以设计和创新为核心的个人致敬。他的作品在世界各地广泛展出，包括设计博物馆和伦敦的维多利亚和阿尔伯特博物馆以及华盛顿特区的肯尼迪中心。

Paul Priestman is a designer, co-founder and Chairman of global design consultancy PriestmanGoode, which specialises in large scale projects in infrastructure, aviation, transport, hospitality and product design. His work is used by millions of people around the world, every day. Over the last 30 years, Priestman has built an outstanding reputation for his award-winning future concepts - visionary ideas to improve our everyday lives and encourage sustainable, long-term thinking. He is an inspirational speaker on the subject of design and creative future thinking and flies the flag for the importance of design to good business. Priestman has won numerous awards for his work. He has been voted one of Britain's 500 Most Influential individuals by the leading newspaper The Sunday Times. In 2017, he has received the Design Innovation Medal, one of the highest accolades given by the London Design Festival, which recognises entrepreneurship in all its forms, and honours individuals who have built their business with design and innovation at their core. His work has been widely exhibited around the world, including at the Design Museum and the Victoria & Albert Museum in London and the Kennedy Center in Washington, DC.



## 宋同正

台湾科技大学设计学院院长

### David Sung

Dean of the College of Design, Taiwan Tech

宋同正拥有澳洲 Macquarie University 管理博士学位，现为台湾科技大学设计学院院长暨设计系特聘教授。他曾担任台湾创意设计中心(TDC)执行长，台湾科技大学工商设计系(现更名为设计系)系主任一职，及台湾飞利浦电子子公司项目/产品经理、台湾三洋电机公司工业设计师。他目前是设计学报(Elsevier SCOPUS)总编辑和International Journal of Design (SCI-E/SSCI/AHCI) 副总编辑。他曾获2009和2010 年度红点设计奖(red dot award)，及台湾科技大学教学杰出奖和优良研究创新奖。他担任过多项设计和创新奖评审委员(例如，金点设计奖、政府服务奖、台北国际发明奖、中小企业创新研究奖)。近来，他研究领域专注于服务设计、设计管理、智能产品设计、社会创新与设计。

David Sung received a Ph.D. in Management from Macquarie University (Australia). He is currently Dean of the College of Design and distinguished professor at National Taiwan University of Science and Technology (Taiwan Tech). He has served as the CEO of Taiwan Design Center (TDC) from May 1, 2006 to July 31, 2019. Prior to being an academician, he worked for Philips Electronics (Taiwan) Ltd. as project and product managers and for Sanyo Electric (Taiwan) Ltd. as an industrial designer for several years. And, he has also served the Editor-in-Chief of Journal of Design (Elsevier SCOPUS) and an Associate Editor of International Journal of Design (SCI-E, SSCI and A&HCI). Prof. Sung has won the prestigious 2009 and 2010 Red Dot Design awards. He also received Taiwan Tech's outstanding teaching and excellent research & creativity awards. He has served as the juries of design or innovation awards, including Golden Pin Design Award, Government Service Award, Taipei Invention Award and Taiwan SMEs Innovation Award. His recent research interests have focused on service design, design management, smart product design and social innovation & design.



## 芭芭拉·泰勒

Bbarbarartist首席执行官

### Barbara Taylor-Harris

CEO of Bbarbarartist

Barbara Taylor-Harris是一位专业的艺术家、教育家、3D钢笔专家、作家、设计师和演讲者，她同时也是一位雕塑家和画家，在教授和销售艺术方面经验丰富。她曾获得很多创新和艺术奖、定期开展展览，也创造了创新的3D钢笔艺术雕塑和3D钢笔绘画技术。Barbara是英国的教育者，拥有广泛的管理、咨询、学生/教师培训和教学经验，她拥有丰富的教育课程设计和实施经验，目前担任设计与技术协会的创始委员会成员，负责设计和编辑他们的主要数据期刊。同时，她也是全国初等教育协会的主席。

Barbara Taylor-Harris is a professional artist, educator, 3D pen specialist and demonstrator, author, designer and speaker. Barbara is a sculptor/painter and is experienced in teaching and selling fine art. She has awards for Innovation and Fine Art. She exhibits regularly and undertakes commissions. She has created innovative 3D pen art sculptures and 3D pen painting technique. Her work is in private collections worldwide. Barbara is a U.K. educator with very wide management, consultancy, advisory, student/teacher training and teaching experience. She has considerable education curricula design and implementation experience. She was a founder committee member of the Design and Technology Association and designed and edited their Primary DATA journal. She was Chair of the National Association for Primary Education.



## 麦斯·柯瑞斯德格

丹麦新兴品牌文化机构Urgent.Agency创始人

### Mads Quistgaard

Creative director, founding partner of Urgent.Agency

Mads Quistgaard, 丹麦新兴最佳品牌文化机构Urgent.Agency创始人，丹麦比隆乐高新城-儿童之都的新形象打造者。

他拥有建筑学学士学位和两个设计硕士学位。目前是Kolding设计学校的名誉附属教授，也是丹麦四所创意高等教育机构的客座教授和外部考官。

2004年，Mads创立了自己的设计机构Pleks，运营7年，获得多项设计奖项。后与丹麦知名品牌设计机构Kontrapunkt合并。于2015年创立Urgent.Agency。Mads Quistgaard是连接设计实践和策略的专家，并为客户提供广泛的设计和品牌推广项目。其作品曾斩获多项国际大奖，如酒店D'Angleterre的品牌设计，获德国红点“最佳中的最佳”品牌识别系统奖项。曾为乐高儿童乐园、泰特现代美术馆、奥雷加德博物馆、丹麦国家银行、设计研究中心、丹麦国家电视台、哥本哈根市政府、丹麦铁道部、丹麦国家现代美术、丹麦著名音响品牌Bang & Olufsen、丹麦家具品牌Fritz Hansen、丹麦制药品牌Nycomed、潘多拉、B & O、伦敦的泰特美术馆、英国《Frieze》杂志和日本的《Counter Editions》、尼桑汽车公司等提供品牌服务。

Mads也创建了丹麦设计研究中心的视觉识别系统、品牌定位、模拟数字化设计。参与了丹麦专利和商标局的品牌推广，丹麦环境与食品部关于国家在与公民的关系中的角色以及国家应该如何看待其本身就是传统意义上的品牌。Mads也是“早安丹麦”、“晚上好丹麦”、DR晚间目（丹麦国家电视台）、TV2等设计和文化相关主题节目的公众评论员。

Mads specializes in brand development and identity — in how to create credible and grounded expressions for companies, organizations and cities. Mads has extensive experience with framing tasks, managing design and strategy processes and working hands-on with identity, in close interaction with a wide variety of customers. He is particularly interested in the interaction between people, places and brands and how identity can unite people and organizations in new ways. A particular interest is how identity can help to bring about change in cities — interplaying with new technological possibilities.

Mads has experience from running his own design agency, Pleks — a company founded on the premise that identity is complex and best understood and developed through the interaction between several parties and competencies. After 7 years and several design awards, Pleks merged with Kontrapunkt, Denmark's largest and most renowned design and brand agency. Here, Mads held a senior partner and creative director position and has led several major identity processes within three years. Since 2015, Mads has been a partner in Urgent.Agency.

Mads has won a number of awards — including RED DOT: Best of the Best of identity for the hotel D'Angleterre. Here the task was to create timely and credible identity that could make a local hotel an international player.



## 弗莱明·贝森巴赫

丹麦嘉士伯基金会董事会主席

### Flemming Besenbacher

Chairman of the Carlsberg Foundation and Supervisory Board at Carlsberg A/S, Professor at Aarhus University

弗莱明·贝森巴赫是奥尔胡斯大学纳米科学教授，2001年至2012年担任跨学科纳米科学中心主任。贝森巴赫教授是嘉士伯集团、嘉士伯基金会和奥胡斯水务公司的董事长。此外，他还担任创新基金丹麦分会副主席，Unisense A/S和Lendager Group的董事会成员。2016年，贝森巴赫教授被任命为丹麦政府循环经济顾问委员会主席、丹麦税务局商业基金会继续规划咨询小组成员。2019年，他还被任命为丹麦粮食问题智库主席，同时他是联合国可持续发展目标顾问委员会的成员，也是非盈利组织UNLEASH的主席。

贝森巴赫教授是纳米科学领域的国际领先科学家，在《科学》、《自然》等国际期刊上发表了700多篇科学论文。他是被引用次数最多的丹麦科学家之一，被引用次数超过3.7万次。此外，贝森巴赫教授是中国16所大学的荣誉博士，也是中国科学院外籍院士，他的研究在丹麦和国外获得了多项荣誉，例如中国政府颁发的中华人民共和国最高国际科学技术合作奖。

Flemming Besenbacher is a professor of nanoscience at Aarhus University, and he was the founding director of the Interdisciplinary Nanoscience Center(iNANO) from 2001-2012. Prof. Besenbacher is chairman of the Carlsberg Group, the Carlsberg Foundation, and Aarhus Vand A/S. Prof. Besenbacher is also deputy chairman of Innovation Fund Denmark, boardmember of Unisense A/S and Lendager Group, and sits in the board of representative of NRGi Elsalg A/S. In 2016, Prof. Besenbacher was appointed both chairman of the Danish government's Advisory Board for Circular Economy, member of the Danish government's Digital Growth Panel, and member of the Danish Ministry of Taxation's advisory panel for succession planning in commercial foundations. In 2019, he was also appointed chairman of the Danish Think Tank on Food Loss and Food Waste. Prof. Besenbacher sits on several advisory boards related to the UN Sustainable Development Goals and he is chairman of the non-profit organization UNLEASH.

Prof. Besenbacher is an international leading scientist within the field of nanoscience, and he has published more than 700 scientific articles in international journals such as Science and Nature. He is one of the most cited Danish scientist with more than 37,000 citations and an H-factor of 100. Furthermore, Prof. Besenbacher is honorary doctor at 16 Chinese universities, and he has received several distinctions in Denmark and abroad for his research, for instance "The Chinese Government Highest International Scientific and Technological Cooperation Award" of the People's Republic of China.

He is foreign member of the Chinese Academy of Science(Academician) and holds the title of Commander of the Order of Dannebrog.



## 柳冠中

清华大学首批文科资深教授、中国工业设计之父

### Liu Guanzhong

Tsinghua University's first batch of senior liberal arts professors, father of Chinese industrial design

柳冠中，清华大学首批文科资深教授、清华大学美术学院责任教授、博导、中国工业设计协会荣誉副会长兼专家工作委员会主任、中国光华龙腾奖委员会主席、清华大学美术学院设计战略与原型创新研究所所长，国务院发展研究中心《高质量发展目标要求与战略重点：工业设计提高制造业发展质量》课题组顾问，曾获国家人事部、教育部授予归国留学突出贡献奖章。

1984年柳冠中创建了我国第一个“工业设计系”。多年来勤奋耕耘、为人师表，奠定了我国工业设计学科的理论基础和教学体系，已成为我国最著名的工业设计学术带头人和理论家。其教学、学术和设计实践活动遍布大江南北，培养了大批该专业的教学和设计精英、骨干，其“生活方式说”、“共生美学观”、“事理学”等理论方法在国内乃至国际设计界都产生了导向性影响，形成了中国自己的设计理论体系。

Liu Guanzhong, Tsinghua University's first batch of senior liberal arts professors, Tsinghua University Responsibility Professor, Honorary Vice President and Director of the Expert Working Committee of China Industrial Design Association, Chairman of China Guanghua Longteng Award Committee, Director of Institute of Design Strategy and Prototype Innovation, Academy of Fine Arts, Tsinghua University, consultant of the 'Quality Development Goals Requirements and Strategic Priorities: Industrial Design to Improve the Quality of Manufacturing Industry Development' project by Development Research Center of the State Council, he has been awarded the Outstanding Contribution Award by the Ministry of Human Resources and Social Security of the People's Republic of China and the Ministry of Education of the People's Republic of China.

In 1984, Liu Guanzhong created China's first 'Industrial Design Department'. Over the years, he established the theoretical foundation and teaching system of China's industrial design discipline. He has become China's most famous academic leader and theorist of industrial design. His teaching, academic and design practice activities are spread all over the country and he has trained a large number of teaching and design elites. His theoretical methods such as 'Lifestyle theory', 'Symbiosis aesthetics' and 'Science of doing things' are famous in the domestic and international design circles, produced a guiding influence and formed China's own design theory system.



## 张基义

台湾创意设计中心董事长

### Chi-Yi CHANG

President of Taiwan Design Center

1994年哈佛大学设计学院设计硕士、1992年俄亥俄州立大学建筑硕士。现任台湾创意设计中心董事长、交通大学建筑研究所教授兼总务长、学学文化创意基金会副董事长，曾任台东县副县长兼文化处处长，交通大学建筑研究所所长、A+@ Architecture Studio主持人，著作有“当代建筑观念美学”、“欧洲魅力新建筑”、“看见北美当代建筑”，建筑美学除了需藉教育的力量向下扎根之外，如何将此议题推向大众化，使之成为公众议题更是关键。将全球近十多年快速多元的建筑发展，系统化的整理近千个当代建筑案例、上百位建筑师、近百座城市，为推广台湾建筑美学尽一份心力。

Chi-Yi CHANG is the current Chairman of Taiwan Design Center, Vice President for General Affairs and Professor at the Graduate Institute of Architecture at the National Chiao Tung University, Vice Chairman at Xue Xue Foundation. He was Deputy Magistrate of Taitung County. He received his M.D. from Harvard Design School in 1994 and his master of architecture from Ohio State University in 1992. Previously the director of the Graduate Institute of Architecture in National Chiao Tung University and the director of A+@ Architecture Studio, he has published several books including Contemporary Architecture: the Concept of Aesthetic, European Charm: New Architecture, and Contemporary Architecture of North American in Focus. He believes the key to promote architecture aesthetic is to not only strengthen education, but to also publicize this issue to earn more public attention. Chang has contributed much to promote architecture aesthetic in Taiwan, he systematically documented close to a thousand contemporary architecture cases, hundreds of architects, and close to a hundred cities over the past ten years from around the world.





## 胜沼润

“k creativeworks” 创始人、CEO/前索尼产品设计总监

### Jun Katsunuma

Founder/CEO of “k creativeworks” / Sony's Former  
Product Design Director

2019年, kats在日本东京建立了自己的创意工作室 “k creativeworks”。在全球范围内推动产品设计、概念设计、品牌设计和创意咨询。kats在索尼公司和其他主要电子公司的消费产品设计方面拥有超过25年的经验。在索尼, 他主要负责设计家居产品和移动产品, 他拥有大约6年的海外工作经验, 曾担任SonyMobile北京和台北的产品设计总监, 为全球市场设计了数量丰富的移动产品。曾获奖项包括日本的Good design、德国的Red Dot和iF、美国的IDEA等, 也曾担任2016年iF设计奖的评审团。Kats在设计概念设计、新体验创造和全球团队管理方面具有卓越的能力。

In 2019, kats established his own creative studio “k creativeworks” at Tokyo Japan. Force in Product design, Concept creation, Branding design and Creative consultation worldwide. kats has more than 25years experience in consumer products design at Sony Corporation and other major electronics companies. At Sony, he created home products and mobile products, and he has about 6years experience of overseas assignment as Product Design Director of SonyMobile Beijing and Taipei, created mobile products for global market. Achievements include awards such as Good design in Japan, iF and Red Dot in Germany, I.D in USA. He also served as Jury of iF design award 2016. kats has remarkable ability of design concept creation, new experience creation and global team management.



## 安德烈·波林姆

德国知名设计工作室Noto Design Studio CEO

### André Poulheim

CEO of Noto Design Studio

André Poulheim是德国知名设计工作室Noto Design Studio 的CEO, 该工作室揽获了iF、红点、德国设计奖等许多国际大奖。Noto工作室尤其擅长人工智能及机器人的研发和设计, 由他们设计的人工智能机器人曾被中外媒体多次大量宣传报道, 成为国内外机器人行业中的佼佼者。该工作室设计的机器人Myon是世界上第一个在运行中身体各部分可拆卸并可重新组装的人形机器人。Noto Design团队也设计了品牌史上最高端、最昂贵的BANG & OLUFSEN 的BeoLab 90 巨型发烧级音箱。Noto Design与德国威能、中国华为、瑞士电信、B&O、NUK、Vodafone、Kapten & Son等数个世界五百强企业有着长期的密切合作。

André Poulheim is co-founder of the internationally recognized and awarded design studio NOTO from Cologne, Germany. The studio was funded together with Thorsten Frackenpohl in 2001. André was trained as a modelmaker before he started to study design at Koeln International School of Design. Since then considering a product as a holistic experience is the starting point for his work. “I want every designable experience to enrich life”, is what he is striving for. With NOTO he is working for industry leading brands all over the globe. The Beolab90 – an unprecedented speaker for the 90th birthday of Bang&Olufsen in October 2015 – is probably his master piece in design and manufacturing. Since 2016 he shares his personal experiences and knowledge as an associate professor for Conceptual Design at FH Aachen, Germany.





## 丹·哈登

Whipsaw创始人及首席设计师, 前青蛙设计公司总裁

### Dan Harden

President, CEO & Co-founder of Whipsaw

丹·哈登为Whipsaw创始人及首席设计师、前青蛙设计公司总裁, 他荣获2019全美工业设计师协会个人成就奖, 曾被Fast Company评选为商界最具创意100人之一, 被誉为“设计的秘密武器”。2005年Fast Company还将他列为该年全球设计大师。他曾获得超过260个设计大奖, 包括IDEA、Red Dot、iF、MDEA、D&AD和G-Mark。他设计范围极广, 例如婴儿奶瓶、超级计算机、谷歌数字电视棒、戴尔Precision系列电脑、思科网真系统、Intel平板电脑、博朗家庭用品、摩托罗拉手机、罗技鼠标等等。他的作品被亨利福特博物馆和帕萨迪纳加州艺术博物馆等博物馆收藏。

Dan Harden, President, CEO and Co-founder of Whipsaw, who has won the 2019 IDSA Personal Recognition Award and used to be awarded by Fast Company, as one of the top 100 most creative persons in the world, known as the secret weapon of the design. In 2005, he was also listed as Global Design Master by Fast Company. He won over 260 design awards, such as IDEA, Red Dot, iF, MDEA, D&AD and G-Mark, covering a wide range of design, including baby bottle, supercomputer, Google digital TV, Dell Precision computer, Braun household items, Logitech mouse, etc.. His design was collected by Smithsonian Museum and Pasadena Museum of Art.



## 萨米·普奥里

ED Design首席开发官

### Sami Pyörre

CDO at ED Design Ltd.

萨米·普奥里是ED Design首席开发官, ED Design是一家位于芬兰的斯堪的纳维亚设计工作室。萨米在将产品设计和数字设计结合起来创造整体用户体验方面有着悠久的历史。他的职业生涯始于千禧之交, 当时他在贝尼丰公司 (Benefon Corp.) 工作, 为世界上第一个基于位置的社交媒体服务以及世界上第一个GPS导航电话和先进的远程医疗解决方案设计用户体验。之后, 他供职于ED Design, 继续致力于解决方案, 其中完美直观的设计是价值创造的一个主要方面。他最近的工作涉及多个行业, 包括电动汽车、医疗设备、采矿机械、循环经济解决方案和消费品。多年来, ED Design获得了红点、A'Design、优秀设计、金色拖拉机等多项国际设计大奖。今天, 萨米专注于将设计作为业务转型的战略工具的项目。他的工作帮助世界各地的公司利用用户洞察力和设计思维来发现有价值的新业务机会。

Sami Pyörre is the CDO of ED Design, a major Scandinavian design studio based in Finland. Sami has a long history in combining Product Design and Digital Design to create holistic user experiences. His professional history starts from the turn of the millennium, when he worked at Benefon Corp. to design the user experience for the world's first location-based social media service, as well as the world's first GPS navigation phone and advanced telemedical solutions. He then moved on to ED Design where he continues to work on solutions where flawless and intuitive design is a major aspect in value creation. His recent work spans diverse industries including electric vehicles, medical devices, mining machinery, circular economy solutions and consumer products. Over the years, ED Design has won several international design awards such as Red Dot, A'Design, Good Design and Golden Tractor. Today, Sami focuses on projects which utilize design as a strategic tool for business transformation. His work helps companies around the world in using user insight and design thinking to uncover opportunities for valuable new business.



## 弗德里克·高理思

Studio Gooris Ltd 创始人兼创意总监

### Frédéric Gooris

Founder & Creative Director Studio Gooris Ltd

Frédéric Gooris是比利时工业设计企业家。他的作品获得了世界各地的广泛认可以及许多设计奖项。Frederic Gooris在比利时接受过工程师培训，曾在巴黎菲利普·斯塔克工作室工作，也曾担任乔凡诺尼工作室高级设计师，2010年在香港成立了第二个人工作室Studio Gooris Limited。他以香港为战略基地，致力于工业和商业设计，为全球客户创造客户体验和标志性产品。他的工作室Gooris被评为香港最具价值的设计和创新公司，确认了工作室在香港和中国创意前沿的地位。除了具有创造性思维，他还是一位有进取心的企业家：2009年，他与人共同创办了Bombol，一家面向智能设计的婴儿家具公司。2017年，他与人共同成立了Crisp Vision company。Gooris工作室的作品涵盖家居用品、时尚配饰、化妆品、照明、音响、旅游体育用品、医疗保健、航空和婴儿用品，客户包括艾烈希、南航、Nespresso、Seiko、澳洲航空和Bombol。

Frédéric Gooris is a Belgian industrial design entrepreneur. His works have received wide recognition and many design awards from around the world. Trained as an engineer in Belgium, as a designer by Philippe Starck in Paris and Stefano Giovannoni in Milan, and as an entrepreneur in Hong Kong, Frederic Gooris fuses innovation, narratives and common-sense entrepreneurship into iconic products for global brands and daring start-ups. Strategically based in Hong Kong, he's fully immersed in the world of factories and doing business, creating customer experiences and iconic products for a global audience. His firm Studio Gooris was awarded The Most Valuable Company in Hong Kong for Design & Innovation, confirming the Studio's place at the creative forefront in Hong Kong and China. Besides being a creative mind, he is also a driven entrepreneur: in 2009 he co-founded Bombol, a company for smart design-oriented baby furniture and in 2017 he co-founds Crisp Vision Company. Studio Gooris' works span from household goods, fashion accessories, cosmetics, lighting, audio, travel & sports goods, health care, aviation and baby products for clients including Alessi, China Southern Airlines, Nespresso, Seiko, Qantas and Bombol.



## 侯毅刚

XLMS公司创始人

### Ian Hau

Founding Director of XLMS

澳大利亚华人Ian Hau是XLMS的创始人。该工作室致力于新兴的“知识型”社区创造创新环境，比如“新工作场所”，生活方式和“体验式”零售。Ian领导跨国跨学科设计团队，同时为亚太地区的大型混合用途项目提供设计概念和用户界面。重点项目包括澳门的Maison L'Occitane酒店，上海梦中心和香港萤火共享办公空间项目。Ian在香港大学担任助理教授，他也是香港城市设计学会的创始成员。所获奖项包括：2019年XLMS最佳建筑规划与建造公司（Build Magazine U.K.）；2019年度最知名的建筑和室内设计方案解决者；2017年40UNDER40中国设计杰出青年[建筑类别]；2017设计灵感：设计无边界：香港的创意故事奖；2012龙传基金颁予「龙汇100」杰出青年华人专业人士。

Australian Chinese, Ian Hau is the founder of XLMS. The studio is focused on creating innovative environments for new emerging 'knowledge based' communities. These include 'new workplace', lifestyle and 'experiential' retail.

Ian has lead international multi-discipline design teams, whilst instigating design concepts and client interface for large scale mixed use projects in the Asia Pacific Region. Key projects include Macau, Maison L'Occitane, Dream Centre Shanghai, and Campfire Co-working projects in Hong Kong.

As a qualified architect, Ian served as assistant Professor at the University of Hong Kong and as a founding member of the Hong Kong Institute of Urban Design

#### Awards

2019 XLMS Best Architectural Planning & Build Company - Build Magazine U.K.

2019 Most Reputed Architecture & Interior Design Solutions Of The Year 2017 Perspective '40 under 40' [Architecture Category]

2017 Design Inspire: Design Without Boundaries: The Creative Stories of Hong Kong'

2012 Dragon 100 Outstanding Young Chinese Professionals, Dragon Foundation



## 优安娜

德国黑马创新创始合伙人

### Ioana Petrescu

Co-Founder & Partner of Dark Horse

作为Dark Horse的联合创始人和创新企业家，Ioana Petrescu是德国设计思维领域的先锋和专家，同时也是黑马重要创新著作《数字创新剧本》的主要作者。优安娜Ioana拥有超过10年的设计思维创新研究和实践经验，具备丰富的创新策略和方法。她的主要目标总是一样的：那就是帮助他人、以及机构和公司，用创新的方法应对数字时代带来的各种各样的问题和机遇。

这些问题和机遇涉及的领域广泛而持续，因此，Ioana研究和服务的领域，包括汽车、制药、房地产和金融，健康保险...作为创新策略师，她主导了欧洲多家公司的创新实验。比如戴姆勒、EON、DHL、Telekom、SAP和施华洛世奇等等。

As Co-Founder and Entrepreneur of Dark Horse, Ioana Petrescu is a Pioneer in Design Thinking & New Work and Best-selling author of the "Digital Innovation Playbook " in Germany. Ioana has more than 10 years of experience as in Design Thinking, Innovation strategy and methods. The main purpose is always the same: it is about helping companies through a diversity of problems that come with the digital age. These topics are not only touching one industry, but many. Therefore Ioana worked together with a wide range of different branches like Automotive, Pharmacy, Real Estate and Finance, health insurance, ... . As Innovation strategist or Trainer, she worked for companies like Daimler, EON, DHL, Telekom, SAP and Swarovski.



## 帕斯卡

德国黑马创新创始合伙人

### Pascal Gemmer

Co-Founder & Partner of Dark Horse

帕斯卡是柏林创新咨询公司黑马（Dark Horse）的联合创始人和合伙人。自2009年起，他就全程参与与戴姆勒，DHL或奥迪等公司的合作，为这些欧洲传统企业共同开发未来的产品和服务。

作为德国设计思维的先驱，他也为大众、博世和SAP等公司提供建议并进行培训，以进一步提高其创新能力。Pascal长期致力于设计思维和创新管理方面的研究，获得欧洲企业管理和创新杂志的多次报道，他还是设计创新管理领域的多本书籍的作者。在黑马历年获得的多项奖项中，帕斯卡都是核心人物。

和优安娜Ioana一样，他们都是用户体验专家，为从汽车、制药到音乐等行业，他们为广泛的品牌和机构提供专业而卓越的创新顾问和服务。

Pascal is co founder and partner of the Berlin based innovation consultancy Dark Horse. Since 2009 Dark Horse works together with companies like Daimler, DHL or Audi on future products and services. As a german pioneer in design thinking Dark Horse also advices and run trainings to further improve the innovation capabilities in companies like VW, Bosch or SAP. Pascal holds a degree in mechanical engineering and is an author of several books in the field of design thinking and innovation management.



## 马塞尔·施勒德

荷兰知名设计公司Springtime管理合伙人兼创始人

### Marcel Schreuder

Managing Partner, Founder at Springtime

Marcel, 荷兰人, 1995年毕业于代尔夫特理工大学, 是知名设计公司Springtime (成立于1995年) 的联合创始人和管理合伙人, Springtime是一家位于荷兰阿姆斯特丹的设计机构。Marcel与Tucker Viemeister于2001年共同创立了Springtime USA, Springtime在纽约的分支机构。2001-2006年期间, Marcel担任Springtime USA总监。Marcel喜欢在移动出行、意大利老爷车、足球以及意大利其他等领域进行创新。Springtime在运动器材、青少年产品和品牌发展领域创造了令人兴奋的产品、体验和品牌, 但它在城市流动性方面的工作尤为著名。Marcel拥有20年的国际客户经验, 客户包括摩拜单车、耐克、丰田、可口可乐、Lyft、荷兰铁路等。

Marcel, Dutch, graduated in 1995 as MSc at Delft University of Technology and is co-founder and managing partner of Springtime (1995), a design agency based in Amsterdam, The Netherlands. Co-founded Springtime-USA (2001), the New York based branch of Springtime, with Tucker Viemeister. Director of Springtime-USA (2001-2006). Marcel loves, apart from innovations in mobility, Italian vintage cars, Italy in general and soccer. Springtime creates exciting products, experiences and brands in the areas of sports equipment, juvenile products and brand development but is especially known for its work in urban mobility. Marcel has 20 Years of experience with international client base including Mobike, Nike, Toyota, Coca-Cola, Lyft, Dutch Railways and many others.



## 保罗·法瓦瑞特

意大利设计常青树, Favaretto & Partners创始人

### Paolo Favaretto

founder of Favaretto&Partners

Paolo Favaretto于1950年出生于意大利帕多瓦。毕业于威尼斯建筑大学, 师从建筑设计大师Carlo Scarpa。1973年Paolo投身到工业设计领域, 并成立了以他的名字命名的设计工作室。他的作品包揽了业内几乎所有知名奖项。他的设计工作室Favaretto&Partner于2016年被北美规模最大、最具影响力的办公家具及室内装饰展NEOCON评为“全球最佳设计事务所”。他与众多全球知名公司如steelcase—全球办公家具行业的NO.1合作。

Paolo是设计界的常青树, 许多他设计的椅子都被奉为行业经典。他1973年设计的椅子直到今天仍然在生产销售。1982年设计了一套内置线路的工作台, 以适应逐渐兴起的电脑办公的需求; 1983年设计出全球第一张符合人体工程原理的塑料办公椅, 今天我们所见到的所有办公座椅都以这张椅子为基础, 他开创了办公座椅的新时代。

他曾担任意大利工业设计协会(ADI-Association for Industrial Design)北部大区主席。他接受欧盟委员会的委托, 创立了意大利设计和残疾研究所(IIDD-Italian Institute for Design and Disability,即现在的DFA-Design for All)。他现任意大利工业设计协会驻欧洲设计协会(BEDA-The Bureau of European Design Associations)国家代表。他也是欧洲无障碍工作场所包容性设计和智能技术(IDIA-Inclusive Design and Intelligent Technology for Accessible Workplaces)项目科学委员会的董事会成员。他为残疾人设计的设施, 开创了欧盟在无障碍设计方面的先河, 他的设计被欧盟广泛使用, 欧盟也以此制定了无障碍设施的行业标准。这一切都源于Paolo “为所有人而设计”的设计初衷。

Paolo Favaretto受邀在各种国际设计大学及机构定期举办会议和讲座, 包括在米兰理工大学和威尼斯建筑大学、帕多瓦的意大利设计学院、都柏林爱尔兰国立艺术设计学院和维琴察的工商管理大学教授“工业设计”课程。他的作品曾出现在许多意大利和国外领先的设计类书籍、商业出版物和网站上。2007年初, Il Poligrafo出版了概述Paolo Favaretto成就的专著: 《工业设计师Paolo Favaretto》。2013年, 为了庆祝他设计工作的40周年及表彰他的个人成就, 意大利帕多瓦市为他举办了40X40 Paolo Favaretto的设计年度特展。

Paolo Favaretto was born in Padua in 1950 and graduated in Architecture at the Higher Institute of Architecture in Venice, IUAV, where he attended lectures conducted by Professor Carlo Scarpa. After graduation he immediately launched his freelance profession and in 1973 he founded the design studio that bears his name. An active designer and consultant for the industry, he has collaborated with prestigious Italian and foreign companies, obtaining a wide variety of important prizes and awards.

He is a past president of the Delegation of Veneto and Trentino Alto Adige of the ADI-Association for Industrial Design, and was also founder and president of IIDD-Italian Design Disability Institute (now DFA-Design for All) and an executive member of the DFA and currently represents EUROPE ADI at BEDA-Bureau of European Design Associations. He was also part of the scientific committee of the European project IDIA-Inclusive Design and Intelligent Technology for Accessible Workplaces.

He holds conferences and lectures at international design universities and institutes, including undergraduate courses in Industrial Design at the Politecnico di Milan and the IUAV of Venice, the Italian Design School of Padova, National College of Art and Design in Dublin, the University Centre of Business Administration (CUOA) in Vicenza. Many of his works have been published in design books and the most important specialized magazines. In 2007 his monograph “Paolo Favaretto, industrial designer” was created by critic and professor Alberto Bassi and published by The Polygraph (Il Poligrafo). In 2013 he celebrated forty years of business and the unicity of Padua, as a tribute to his work, dedicated a solo exhibit in his honor: -40X40 Paolo Favaretto: the years of design. For this special occasion, a new monograph of the same title as the exhibition was published by Mondadori Electa, with a foreword by art historian and writer Philippe Daverio.



## 尼古拉斯

Blank Group管理合伙人及创意总监

### Nicolas Cinguino

Blank Group CEO and Creative Director

尼古拉斯在中国工作了近15年，被誉为中国设计方法论的先驱和跨文化设计管理专家，致力于品牌建设和商业设计发展。

尼古拉斯最初在上海当工业设计师。两年后，他与合伙人共同成立了Blank上海有限公司，愿景是汇聚互补领域最好的专家，以便为正在探索设计流程和价值中国企业提供最高水平的战略思维和创造力。

时至今日，Blank已经成为中国最敏捷的实干家/探索家/梦想家团队之一，能够融合各种设计原则并提供具体的、可操作的解决方案，解决真正的用户需求。我们的部分客户包括：3M、飞利浦厨房电器、菲仕乐、弗兰卡、苏泊尔、美的、京东方等等。

尼古拉斯的专长：设计战略、中国消费者洞察力、用户体验设计（UED）、共同创作工作坊、公共演讲和跨文化协作。

With nearly 15 years based in China, Nicolas is respected as a pioneer in Chinese Design Methodology and an expert in multi-cultural design management for brand building and business design development.

Nicolas started his career in Shanghai as an industrial designer. Two years later, he co-founded Blank (Shanghai) co.,ltd with the vision of gathering the best experts with complementary fields in order to provide the highest level of strategic thinking and creativity in a country that was still discovering the design process and values.

To this day, Blank has emerged as one of the most agile team of doers/explorers/dreamers in China, being able to merge various design disciplines and deliver concrete, actionable solutions that solves real users needs. Some of our clients include: 3M, Philips Kitchen Appliance, Fissler, Franke, Supor, Midea, BOE and more.

Nicolas' Specialties: Design Strategy, Chinese Consumer Insight, User Experience Design (UED), Co-Creation Workshop, Public Speaking, Cross-culture Collaboration.



## 安德烈

Blank Group管理合伙人及策略总监

### Adrien Nazez

Blank Group CEO and Strategic Director

安德烈是一个以人为中心的故事讲述者，讲述情感和有形的进步。利用他的战略判断，他帮助团队确定并提出对客户和最终用户至关重要的建议。在共同管理Blank以前，安德烈曾在上海DesignAffairs担任品牌和设计策略师。他的使命已经是观察市场和消费者、全球和社会趋势，确定需求，以便转化为创造性的答案，并将创新具体化。

曾服务的50多家客户来自不同行业，比如三星、奥迪、松下、赛博集团、美的、海尔、施耐德集团、日产、索尼、西门子博世、诺和诺德等知名品牌。

安德烈还在多所学校和机构讲课，任务包括指导、支持和评估学生，并与合作伙伴协调项目以及举办研究、战略设计或项目管理训练工作坊。

Adrien is a human-centered story teller for emotional and tangible progress. Using his strategic senses, He helps the team to identify and bring up important points that matters to the clients and the end users.

Prior to co-managing blank, Adrien was serving as Brand & Design Strategist at Designaffairs in Shanghai. His mission was already to observe market and consumers, global and social trends, identify the needs in order to translate into creative answers and concretize on solid innovations.

Clients list includes more than 50 companies from various industries, including renown brands such as Samsung, Audi, Panasonic, Seb Group, Midea, Haier, Schneider Group, Nissan, Sony, Siemens Bosch, Novo Nordisk and more.

Adrien is also lecturing in several schools and institutions, where his tasks consist of mentoring, supporting and evaluating the students, as well as coordinating projects with partners and training workshops on research, strategic design or project management.



## 南美龙

荷兰中欧品牌发展联合中心主席、荷兰中荷橙Orange Branding  
品牌咨询有限公司创始人及CEO

### Jorg van den Hoven

President of Dutch Branding Association, Founder & CEO of Orange Branding

南美龙先生在商务、政府外交、创新战略与品牌咨询与设计方面拥有超过20年的从业经验，持续发挥企业家精神。1998年，南美龙先生在荷兰阿姆斯特丹成立了他的第一个团队，在此基础上不断发展壮大，并分别在中国、荷兰成立了中荷橙品牌咨询公司。2005年，南美龙先生将公司总部搬迁至中国无锡和上海，并在此经营了一个1000人规模的电子产品工厂。2007年起，南美龙常驻广州，2009年担任荷兰驻广州总领事馆商务部副部长。凭借12年的在华战略和业务经验，南美龙将公司定位为一家专业从事品牌建设和创新战略的咨询机构，同时提供从产品创新到“全渠道零售”或“新零售”体验的创新设计服务，帮助中国企业在欧洲和美国地区建立高端及奢侈品牌。

南美龙毕业于全球顶尖理工大学荷兰代尔夫特理工大学，创新管理硕士、工业设计工程学士。从业20余年，资深品牌战略顾问、资深设计顾问、品牌与设计行业创业家。

其他现任职务为荷兰中欧品牌发展联合中心主席；印尼零售集团Kawan Lama友集团首席设计顾问；荷兰投资顾问公司SailFish战略合作伙伴。曾任职有：荷兰驻广州总领事馆商务部副部长、中国进出口商品交易会（广交会）高级品牌设计顾问、丰田汽车公司，欧洲比利时高级创新技术研究项目人员、“中国好声音”版权Dasym（荷兰）投资公司亚洲战略顾问、广州设计周国际事务战略总监、世界室内设计大会中国特使。

Mr. Jorg van den Hoven has over 20 years of experience in business, government diplomacy, innovation strategy and brand design, as well as exceptional sense in entrepreneurship.

In 1998, Mr. Jorg van den Hoven established his first design team in Amsterdam which was the basis for his current companies Orange Branding and Orange Branding Investment in China, The Netherlands. In 2005 he relocated his headquarters to China, Wuxi and Shanghai, where he ran a 1,000 people factory in electronic gadgets and items. Since 2007 he works permanently from Guangzhou.

With over 12 year's strategy and business experience in China, Orange Branding is uniquely positioned as business strategy consultancy for branding and innovation, as well as creative design agency from product innovation to "Omni-retail" or "new-retail" to create premium and luxury brands for Chinese enterprises in Europe and the USA.

He is national of The Netherlands, holds degrees in industrial design (BSc) and innovation management (MSc) from the Delft University of Technology in Holland. Additionally, he attended the best art academy in the Netherlands "Gerrit Rietveld Academy of Art", and studied MBA from the Lingnan/MIT program at the Sun Yat Sen University in Guangzhou.

His current and previously positions include: Senior Brand and Design Consultant, Serial Brand and Design Entrepreneur; Dutch Branding and Design Association, Senior Advisor Product Design Center of the Canton Fair; Chief Design Consultant Kawan Lama Retail Group; Strategic Partner SailFish Management Investment; Worked at Toyota Advanced Technology department at the European HQ; Former Advisor and Consultant in China For Dasym Investment Strategies; MSC Product Innovation Management & BSC Industrial Design Engineering; Deputy Director of Economic Affairs at the Ministry of Foreign Affairs of The Netherlands; Director of Foreign Affairs at GZDW, Ambassador of in Guangzhou World Interiors Meeting.

主持人  
Moderators





## 辛向阳

教授、博士生导师、XXY Innovation创始人

### Xiangyang Xin

Doctor & Professor, Founder XXY Innovation

辛向阳，教授、博士生导师，XXY Innovation创始人，卡耐基梅隆大学设计哲学博士，具有跨机械、建筑、平面设计、油画、交互设计以及艺术史多个学科的教育和工作背景，主要研究交互、体验、服务和战略等前沿设计领域，先后获中国工业设计十佳教育工作者、光华龙腾中国设计贡献奖银质奖章、国际交互设计协会“交互设计未来之声”年度大奖、江苏省归侨侨眷先进个人、光华设计基金会“改革开放40年中国设计40人”等荣誉称号。

Xiangyang Xin holds a PhD in Design from Carnegie Mellon University, and had served as Former Dean of Design at Jiangnan University, and discipline leader of MDes Interaction Design at the Hong Kong Polytechnic University. Xin has spoken internationally and conducted workshops on interaction design, service design and design strategies, served as a jury member on design competitions including GMarkt, IXDA and RedStar, and has worked with numerous industry partners internationally. His contributions have been recognized and awarded as “40 Chinese Designers of 40 Years of Economic Reform and Opening,” “2015 Future Voice of Interaction Design” by the IXDA, 2014 “Silver Metal of Contribution to Design” by Dragon Design Foundation, 2013 “10 Best Industrial Design Educator of China” from CIDA (Chinese Industrial Design Association), and etc.



## 郑斌

深圳市意臣工业设计有限公司创始人/CEO

### Michael Zheng

Founder & CEO of Innozen Design Co., Ltd

郑斌，硕士毕业于伦敦布鲁内尔大学设计学院，曾任职于伦敦的New Medium Enterprises和总部位于温哥华的Sierra Wireless(深圳)，现为深圳市意臣工业设计联合创始人及总经理、深圳市工业设计行业协会副会长，被评定为深圳市海外高层次人才，入选第十四届中国设计业十大杰出青年百人榜。获得过德国红点、德国IF、日本Good Design、美国IDEA、中国红星、台湾金点奖等二十余项国内外设计奖项。常年从事国际范围的设计项目合作，为超过20余个国家的公司与组织提供设计服务。

Michael Zheng received master degree from Brunel University in London, and served as a designer for New Medium Enterprise in London and Sierra Wireless Technology in Shenzhen. Michael is the founder and CEO of Shenzhen Innozen Design Co., Ltd and the vice chairman of SIDA (Shenzhen Industrial Design Association). He was selected as the Shenzhen's Overseas High-level Talents and the top 100 of the 14th China's Outstanding 10 Youth for Design Industry. Also, he has won dozens of international design awards including the Red-Dot, IF, Good Design, IDEA, Red Star, Golden Pin etc. Michael has been constantly working on international design projects covering over 20 different countries and territories.



## 黃竟

广田觅象文创有限公司联合创始人/设计总监

### Kent Wong

Co-Founder / Design Director of GrandLand MX Co. Ltd

黄竟是一名设计企业家，专注设计空间和形体，包括室内、家具、产品设计和品牌管理，并透过在以中国内地为主的地方策划各式展览和活动。他一直不遗余力推广优质设计，并为设计师和商界建立沟通桥梁。

黄竟以一级荣誉毕业于香港理工大学设计学院学位课程，并取得硕士学位。此后他参与多个与设计相关的商业领域，与伙伴共同创办思高品创策划管理有限公司，定位设计顾问及策略管理；他亦创办广田觅象文创有限公司，包含推广、教育和媒体的创新型公司，提供一站式设计商业配对、设计、品牌及推广服务。

在近20年年间，黄竟不断与国际设计师、品牌和工业家合作，将中国市场和国际设计力量交汇作全球合作，同时连结不同商业圈的持分者，寻求更大的市场空间和占有率。

Kent Wong is a design entrepreneur who specializes in designing spaces and shapes, including interior, furniture, product design and brand management, and planning various exhibitions and events in places mainly in mainland China. He has been working hard to promote good design and builds bridges between designers and the business community.

Kent Wong graduated from the Hong Kong Polytechnic University School of Design with a first class honours degree and obtained a master's degree.

Since then, he has participated in a number of design-related business areas, co-founded Si Gao Pinchuang Planning Management Co., Ltd., positioning design consultants and strategic management; he also founded Guangtian Mixiang Wenchuang Co., Ltd., which is an innovative company, providing one-stop design for business matching, design, branding and promotion services.

In the past 20 years, Kent Wong has continuously cooperated with international designers, brands and industrialists, connecting the Chinese market and international design forces, and connecting with stakeholders in different business circles to seek greater market space and market share.