

以变求存 设计的后丛林时代

第八届深圳国际工业设计大展

22.5431° N, 114.0579° E
深圳

SURVIVAL BY DESIGN
FROM
DARWINISM
TO _

DIRECTED
BY Michael Jounney

活动手册 MANUAL

SZIDF 2020

以变求存 SURVIVAL BY DESIGN
设计的后丛林时代 FROM DARWINISM TO_

2020.11.02-04 深圳会展中心2号馆

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 :

Shenzhen Municipal People' s Government

Organized by:

Shenzhen Industrial Design Profession Association(SIDA)

Endorsed by:

China Industrial Design Association

China Mechanic Engineer Society Industrial Design Institution



CONTENTS 目录

同期活动一览表

On-site Events of SZIDF 2020

004

全球设计价值峰会

Global Design Value Summit

012

演讲嘉宾及主持人介绍

Speakers & Moderator

022

SZIDF 2020

同期活动一览表
On-site Events of SZIDF 2020

以变求存 SURVIVAL BY DESIGN
设计的后丛林时代 FROM DARWINISM TO_

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

2020第八届深圳国际工业设计大展同期活动一览表

On-site Events of SZIDF 2020

第一天 | Day 1
11月2日 | Nov.2, 2020

09:30-10:30

启动仪式 / Opening Ceremony

HUB区

深圳市工业设计行业协会 / SIDA

第八届深圳国际工业设计大展启动仪式

Opening ceremony of 8th Shenzhen International Industrial Design Fair

10:30-13:30

现场评议 / Review

多媒体区 / Multi-Media Area

第八届深圳国际工业设计大展组委会 / The organizing committee of 8th SZIDF

创新大赛·The Great One大奖评选活动

The Great One Award (TGO) Review of SZIDF2020

10:40-11:15

新品发布 / New Product Launch

HUB区 A36,A37

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

[More than design] yoose有色品牌 2020设计发布会

[More than design] yoose 2020 Design Conference

11:25-12:00

新品发布 / New Product Launch

HUB区 A14

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

设计, 诠释成长的力量

Design, a power that interprets growth

12:10-12:45

新品发布 / New Product Launch

HUB区 A8

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

设计的长期主义与国际主义

The Long-termism and Internationalism of Design

12:55-13:30

现场推介暨沙龙 / On-site promotion meeting and salon

HUB区 A43

深圳甲骨文创意设计有限公司+艺创联行(深圳)科技有限公司
SHENZHEN ORACLE CREATIVE DESIGN CO.,LTD + ipun Technology (Shenzhen) Co.,Ltd.

创意不止 不止创意

Always creative, always upfront

13:40-14:15

新品发布 / New Product Launch

HUB区 G12

深圳市勃朗工业设计有限公司 / Bolanc Design

爆品产品打造创新思维

Explore Innovative Thinking from Hot Products

14:25-15:00

推介会 / Promotion meeting

HUB区 B7

金芦苇工业设计奖 / Goldreed Industrial Design Award

金芦苇工业设计奖宣介

Goldreed Industrial Design Award Press Conference

第一天 | Day 1
11月2日 | Nov.2, 2020

15:10-15:50

演讲 / Speech

HUB区 B8

雅各布延森设计 / Jacob Jensen Design

设计产业的前景：科技向善

Design Futures: Tech For Good

16:00-16:30

演讲 / Speech

HUB区 D3

荷兰中欧品牌发展联合中心 / China Europe Branding Association (CEBA)

线上设计新形式分享：荷兰品牌团队打造线上品牌解决方案，助推中国自主品牌新势力

New Design Method: Online Branding Solution by Dutch Branding team from CEBA

16:40-17:10

新品发布 / New Product Launch

HUB区 B1

UNFOLD / UNFOLD

百年以后再遇梵高 - UNFOLD联名梵高博物馆新品发布会

Reunion after 130 year - UNFOLD X VGM Product Launch

19:00—21:00

颁奖典礼 / Awarding Ceremony

深圳马哥孛罗好日子酒店二楼宴会厅 / Banquet Hall, 2nd Floor, Marco Polo Shenzhen

深圳市工业设计行业协会 / SIDA

全球设计师之夜暨The Great One颁奖典礼

Night of Designers & The Great One Award Ceremony

第二天 | Day 2
11月3日 | Nov.3, 2020

9:30-18:30

峰会 / Summit Forum

会展中心六楼桂花厅 / Osmanthus Hall, 6F, SZCEC

深圳市工业设计行业协会 / SIDA

全球设计价值峰会

Global Design Value Summit

09:55-10:30

MEET UP / MEET UP

HUB区 G10

Berkerly Sourcing Group / Berkerly Sourcing Group

为产业4.0而设计

Designing for Industry 4.0

10:40-11:15

新品发布 / New Product Launch

HUB区 A36,A37

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

品牌年轻化

Brand rejuvenation

11:25-12:05

现场活动 / On-Site event

HUB区 B10

澳门馆 / Macau Pavilion

开始探索

Start exploring

第二天 | Day 2
11月3日 | Nov.3, 2020

12:10-12:45

推介会 / Promotion meeting

HUB区 F14
Beeplus / Beeplus

“新办公”时代，设计如何深度链接城市、空间与人
In the era of "new office", how does design deeply link city, space and human

12:55-13:30

新品发布 / New Product Launch
HUB区 A42
Karim Rashid Studio / Karim Rashid Studio

Carrera系列新品发布会
Carrera by Karim Rashid Studio

13:40-14:15

新品发布 / New Product Launch
HUB区 A40
深圳市三诺电子有限公司 / Shenzhen 3Nod Electronics Co., Ltd.

虎说八道.....
Hu Talks.....

14:25-15:00

新品发布 / New Product Launch
HUB区 A38
佛山市奇门设计顾问有限公司 / Foshan Keymen Design Consultant Co., Ltd.

打破模式固定的常规设计套路——我们不是设计工场
Breaking the routine design-we are not a design factory

15:10-15:45

新品发布 / New Product Launch
HUB区 A7
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, to provide users with full perception

15:55-16:25

新品发布 / New Product Launch
HUB区 F11
香港大学SPACE中国商业学院 / Institute for China Business, HKU SPACE

你的产品和商业之间缺了一个设计思维
Your product need more design thinking before commercialization

16:35-17:05

新品发布 / New Product Launch
HUB区 B1
Create bait / Create bait

好久不见！在喵星人小镇与你的猫咪们互动
Long time no see! Interact with your cats in catham.city

第三天 | Day 3
11月4日 | Nov.4, 2020

10:30- 11:50

分享会 / Sharing
HUB区
深圳市工业设计行业协会 / SIDA

设计用“新”谈
TALK TANK

SZIDF 2020

全球设计价值峰会
Global Design Value Summit

2020年11月03日
November 3, 2020

以变求存 SURVIVAL BY DESIGN
设计的后丛林时代 FROM DARWINISM TO_

深圳会展中心六楼桂花厅
Osmanthus Hall, 6th Floor,
Shenzhen Convention and Exhibition Center

以变求存

反思与探索

求当下生存之道

引未来产业之路

当设计的使命早已不仅仅关注于生活

当时代充斥无限危机与快速重构

如何体现设计价值，引领转型升级

如何突围同质竞争，激发创新变革

是所有企业跳脱弱肉强食丛林法则的新一轮思考

这一次

全球行业领袖以“变”先于“存”的姿态集结

在当下思辨与前瞻中邂逅碰撞

在沉淀与前沿探索中设想未来

在湾区汇聚全球思潮中激发挑战

在跨界协同中驱动产业生态融合

为社会、城市、环境、经济、人文发声

全球设计价值峰会

在不确定的未来中寻找确定的灯塔

让新科技赋能数字共生

让新消费拉动品牌迭代

让新制造催生工业互联

共创5G时代全新设计语言

Survival by design

Reflection and exploration

Seek the way to survive

Leading the way for future industries

Design not only focuses on life

Nowadays there are infinite crises and rapid reconstruction

How to reflect the value of design and lead the transformation and upgrading

How to break through homogeneous competition and stimulate innovation and change

All companies need to rethink about how to shift from Darwinism's responsive

Now

Global industry leaders gather to share knowledges about change and survival

Speculation meets vision of the future

Envision the future in precipitation and frontier exploration

Stimulate challenges in the convergence of global thoughts in the Bay Area

Drive industrial ecological integration in cross-border collaboration

Speak for society, city, environment, economy, and humanities

Global Design Value Summit

Looking for a certain beacon in an uncertain future

Let new technology empower digital symbiosis

Let new consumption drive brand iteration

Let new manufacturing expedite industrial interconnection

Let's co-create a new design language in the 5G era

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

2020年11月3日

NOV, 3, 2020

主持人: 蒋素霞 / 《包装&设计》杂志社主编

Moderator: Rhonda Jiang, Editor-in-Chief of Package & Design Magazine

设计X新科技: 剧变中的设计力

Design X New Technology: Design for Disruptive Changes

09:30-09:55

杨明洁 / YANG DESIGN及羊舍创始人、设计总监

Jamy Yang / Founder and Design Director of YANG DESIGN and YANG HOUSE

数字时代的设计, 虚拟与真实

Design in the Digital Age, Virtual & Real

09:55-10:20

温志雅 / 科进中国区基建总监

Wan Chi Nga/Alex / Director, Infrastructure, China Region of WSP

从交通到建筑, 推动智慧城市发展

Smart Mobility and Smart Building, for Enabling the Smart City Development

10:20-10:45

赵业 / 华为UCD中心部长

Zhao Ye / Head of UCD Center of Huawei

设计驱动人与科技的连接

Design Drives the Connection between Human and Technology

10:45-11:10

胡新春 / 德勤5G应用研究院院长

Tony Hu / Dean of Deloitte 5G Application Academy

5G时代工业设计面临的挑战及应对

Embracing the Challenges of Industrial Design in the 5G Era

11:10-11:35

李建国 / iF设计亚洲公司总经理

Sean C.K. Lee / Managing Director of iF DESIGN ASIA Ltd

设计与社会影响

Design and Social Impact

11:35-12:00

大卫·库苏马 / 世界设计组织(WDO)候任主席

David Kusuma / President-Elect of the World Design Organization (WDO)

人性化技术赋能可持续设计

Humanizing Technology for Sustainable Design

2020年11月3日
NOV, 3, 2020

主持人: 蒋素霞 / 《包装&设计》杂志社主编
Moderator: Rhonda Jiang, Editor-in-Chief of Package & Design Magazine

设计X新消费: 风口尖的品牌力

Design X New Consumption: Trends for Brand Building

13:30-13:55

黄蔚 / 桥中创始人
Cathy Huang / Founder of CBI China Bridge

服务设计的时代机遇

Service Design Futures

13:55-14:20

窦娜 / 名创优品商品中心执行副总裁
Ada Dou / Executive Vice President of MINISO Commodity Center

美好生活与价格无关

A Good Life is Independent of Price

14:20-14:45

潘虎 / 潘虎包装设计实验室首席设计师
Tiger Pan / Chief Designer of TigerPan Packaging Design Lab

设计生产力

What design brings to us ultimately

14:45-15:10

李品熹 / 甘棠明善创始人
Li Pinxi / Founder of GTMS

餐厅环境设计实用性

The Practicality of Restaurant Design

15:10-15:35

郑绵绵 / WGSN 中国区创意总监
Mianmian Zheng / WGSN China Creative Director

消费者迭代——中国Z世代的商业创新

Iterative consumer—The Business Innovation of China's Generation Z

15:35-16:00

冯果川 / 筑博设计集团执行首席建筑师
Feng Guochuan / Executive Chief Architect of Zhubo Design

身体游戏

Body Games

16:00-16:25

莫莉·洛根 / Irregular Labs创始人
Molly Logan / Irregular Labs Founder

设计, 与Z世代同行

Designing With Gen Z

2020年11月3日
NOV, 3, 2020

主持人: 蒋素霞 / 《包装&设计》杂志社主编
Moderator : Rhonda Jiang, Editor-in-Chief of Package & Design Magazine

设计X新制造: 协同下的智造力

Design X New Manufacturing: Collaboration for Smart Manufacturing

16:25-16:50

弗雷德里克·欧特森 / Little Sun创始人
Frederik Ottesen / Little Sun Founder

我们都 #因太阳联系在一起

We are all #ConnectedByTheSun

16:50-17:15

迈克尔·杨 / 迈克尔·杨工作室Michael Young Studio(MYS)创办人
Michael Young / Founder of Michael Young Studio (MYS)

Covid对新职业道德的影响

Effects of Covid on New Work Ethics

17:15-17:40

仓本仁 / JIN KURAMOTO工作室创始人, 产品设计总监
Jin Kuramoto / Founder / CEO / Director of JIN KURAMOTO STUDIO

与地球共生的智慧

The Wisdom to Survive with the Earth

17:40-18:05

纳里曼 / 土耳其顶尖工业设计公司DESIGNUM中国分公司创办人
Nariman Bashiri / Head of DESIGNUM in China

文化交流对设计理念, 包括引入土耳其的设计与工业产生什么样的影响?

How Cultural Exchanges Can Effect the Philosophy of the Design, introduce Turkish Design and Industries

18:05-18:30

童慧明 / 广州美术学院教授

Tong Huiming / Professor of Guangzhou Academy of Fine Arts

深圳, 成就全球设计驱动型品牌之都

Shenzhen, to be the Global BDD Capital

SZIDF 2020

演讲嘉宾简介
Speakers & Moderator

以变求存 SURVIVAL BY DESIGN
设计的后丛林时代 FROM DARWINISM TO_

深圳会展中心六楼桂花厅
Osmanthus Hall, 6th Floor,
Shenzhen Convention and Exhibition Center



杨明洁

YANG DESIGN及羊舍创始人、设计总监

Jamy Yang

Founder and Design Director of YANG DESIGN and YANG HOUSE

杨明洁, YANG DESIGN 及羊舍创始人, 收藏家, 福布斯中国最具影响力工业设计师。先后就读于浙大与国美, 获德国WK基金会全额奖学金赴德完成穆特修斯学院工业设计硕士, 后任职于慕尼黑西门子设计总部。2005年至2015年相继创办YANG DESIGN、杨明洁设计博物馆与生活方式品牌羊舍。囊获了包括德国红点、iF、日本GOOD DESIGN、美国IDEA、欧洲Pentawards金奖、亚洲最具影响力设计银奖在内的上百项大奖。受邀联合国教科文组织、日本外务省、法国圣埃蒂安双年展、蓬皮杜博物馆、歌德学院等参展、演讲及学术交流。

融合了德国逻辑思维与中国人文美学的设计理念, 也使得杨明洁成为了包括波音、奥迪、MINI、爱马仕、轩尼诗、NATUZZI、华为、卡萨帝等国内外顶尖品牌的合作伙伴, 项目涉及生活时尚、家居电器、交通工具、空间装置等多个领域。与绿色和平、壹基金、亚洲动物保护基金、原研哉所策HOUSE VISION大展等合作的项目, 及《做设计》、《DESIGN FUSION》等著作出版则体现了他一直在思考并付诸行动的议题“设计能否改变社会?”

Jamy Yang, Founder and design director of YANG DESIGN and YANG HOUSE, Collector, Most Influential Chinese Industrial Designer by Forbes.

Jamy successively studied at Zhejiang University and CAA, and received a full scholarship from the German WK Foundation to go to Germany to complete the Master of Industrial Design at the Muthus College. Then, he worked at the Siemens Design Headquarters in Munich. From 2005 to 2015, YANG DESIGN, Yang Mingjie Design Museum and lifestyle brand YANG HOUSE were successively established. Jamy has won hundreds of awards including Reddot Design Award, iF, Japanese GOOD DESIGN, IDEA, Pentawards Gold Award, and Asia's Most Influential Design Silver Award. Invited to participate in UNESCO, Japan's Ministry of Foreign Affairs, France's Saint-Etienne Biennale, Pompidou Museum, Goethe Institute, etc.

With a combination of German logic thinking and Chinese humanistic spirit, Jamy has formed his own design philosophy and become partner with renowned global brands including Boeing, Audi, MINI · HermesBosch, Schneider, Hermes, Hennessy, NATUZZI, Huawei and Casarte etc., projects covering cross many fields such as lifestyle, home appliances, vehicles, space installations and so on. The cooperation projects with Greenpeace, One Foundation, Animals Asia Foundation, HOUSE VISION, etc., and the publication of "Design", "DESIGN FUSION". "Can design change the society? "This has been a challenging issue that he has been committed into action!



温志雅

科进中国区基建总监

Wan Chi Nga/Alex

Director, Infrastructure, China Region of WSP

温先生拥有28年的建筑工程领域经验, 是物联网及信息系统专家, 擅长运用新兴技术为城市基础设施、智能交通运输系统、大型公共服务设施、楼宇建筑等多样空间实现新型智慧化系统架构设计及功能应用, 在中国大陆、香港、新加坡、印度及泰国等区域服务众多不同类型的智慧城市及智慧楼宇项目。

Mr. wan has 28 years of design and construction experience, specializing in the Internet of Things (IoT), Information & Communication Technology (ICT). He specializes in using pioneer technologies for design development on various infrastructure systems, intelligent transportation system (ITS), mega scale community infrastructure and smart building projects, taking account of space constraints, system configuration and applications trend. He has accomplished various smart city and smart building projects in mainland China, Hong Kong, Singapore, India and Thailand.



赵业

华为UCD中心部长

Zhao Ye

Head of UCD Center of Huawei

华为UCD中心负责人，2005年加入华为并作为最早期的成员创建了华为UCD设计能力体系，设计经验覆盖运营商、企业、消费者多个领域领域，规划并创建设计能力和工具平台，建立华为海外体验设计工作室，有着长期的用户研究、设计、工程方法及体验策略管理的综合经验。

Zhao Ye is the head of UCD Center of Huawei. He joined Huawei in 2005 and jointly established the Huawei UCD design capability system as one of the earliest member. His design experience covers multiple fields of operators, enterprises, and consumers, he also established Huawei's overseas experience design studio. Zhao has long-term comprehensive experience in user research, design, engineering methods and experience strategy management.



胡新春

德勤5G应用研究院院长

Tony Hu

Dean of Deloitte 5G Application Academy

胡新春博士拥有近30年在信息化、电子商务、业务流程优化、信息系统规划及实施咨询和项目管理方面的工作经验。在信息化时代，胡博士在业务流程优化、解决方案设计与系统实施，在ERP项目管理上卓有成就，参加或领导了几十个ERP项目的实施，涉及多个行业和领域。在数字化时代，积极参与企业电子商务系统的规划、建设、实施、监理等工作，协助企业数字化转型。在5G时代到来之际，胡博士领导德勤5G应用研究院，推动5G应用场景顶层设计，着力于5G赋能传统产业转型升级。

Dr. Tony Hu has nearly 30 years of work experience in informatization, e-commerce, business process optimization, information system planning and consulting and project management. In the information age, Dr. Hu has made outstanding achievements in business process optimization, solution design and system implementation, and ERP project management. He participated in or led the implementation of dozens of ERP projects, involving multiple industries and fields. In the digital age, he actively participates in the planning, construction, implementation, and supervision of enterprises' e-commerce systems to assist enterprises in their digital transformation. At the dawn of the 5G era, Dr. Hu led the Deloitte 5G Application Academy to promote the top-level design of 5G application scenarios, focusing on 5G's empowerment on traditional industries' transformation and upgrading.



李建国

iF设计亚洲公司总经理

Sean C.K. Lee

Managing Director of iF DESIGN ASIA Ltd

李建国目前担任iF国际论坛设计有限公司亚洲子公司总经理, 1984年毕业于大同工学院工业设计系, 1993-1994年间李被送往德国在职研修工业设计, 2010年毕业于台湾科技大学设计研究所。

1988-1997年间李任职于外贸协会设计推广中心(台湾创意设计中心的前身), 从事设计推广之工作, 期间曾担任产品与包装设计杂志的主编, 规划与执行「全面提升产品形象计画」与「商业环境视觉设计计画」, 负责「国家产品形象奖」、「台湾精品」之评审作业; 并曾管控ICSID'95 TAIPEI世界设计大会文宣品之规划设计, 任职期间在协助辅导企业提升商业设计, 建立企业识别体系上有多年之经验。1998-2000年间李被外贸协会外派至德国杜塞道夫台湾贸易中心, 从事促进台湾与德国双边贸易之各项推广工作, 其后李投入IT产业从事行销之业务, 并曾担任瀚斯宝丽(Hannspree)之设计部门主管。2006年李受邀任职台湾纺织业拓展会, 并举办首届「台北魅力」时尚展, 2007年李加入iF团队, 成为iF海外分公司负责人, 负责提供设计推广相关之服务, 同时担任华人与欧洲之间文化与经济交流之桥梁。

曾受邀担任光宝创新奖、育秀杯创意奖、裕隆日产汽车创新风云赏、奇想设计大赛、U19全国创意发明竞赛、台中杯全国创意大奖等奖项之评审委员。

Sean C.K. Lee, Managing Director, the iF Design Asia Ltd. Graduated from the Tatung Institute of Technology with a major in Industrial Design in 1984, he was sent to Germany for an extending study in ID 1993-1994. In 2010, Lee earned a master degree in design at the National Taiwan University of Science and Technology.

Lee worked most of the time in the Design Promotion Center (predecessor of TDC) of Taiwan External Trade Development Council (TAITRA) 1988-1997. During the time he has been the Chief Editor of quarterly magazine Products and Packaging Design, initiated and fulfilled the Product Image Enhancement 5-Year Plan, Commercial Environmental Graphic Design Plan, and was involved in organizing the international design congress ICSID '95 Taipei. From 1998 to 2000 he was responsible for intensifying business relations between Germany and Taiwan on behalf of CETRA in Taiwan Trade Center, Düsseldorf, Germany. 2001-2005, Lee worked for IT industries in the field of sales and marketing, and was once in charge of the design team of Hannspree Inc. Lee was invited to Taiwan Textile Federation (TTF) 2006, and organized the first-ever Taipei in Style (TIS) fashion show. 2007 Lee starts his new career in iF design. He works now as a design service provider and manages the iF subsidiary to be a platform to promote cultural and economic networking between Greater China and Europe. Lee has been invited to serve as juror of the Lite-On Award, Y.S. Awards, Yulon Nissan National car design award, Great Design, U19 national creative invention contest, Taichung National Innovation Award, etc.



大卫·库苏马

世界设计组织(WDO)候任主席

David Kusuma

President-Elect of the World Design Organization (WDO)

大卫·库苏马 (David Kusuma) 是世界设计组织 (WDO) 候任主席, 特百惠品牌公司 (Tupperware Brands Corporation) 全球研发副总裁。他主要通过开发新技术和材料来创造颠覆性的解决方案, 从而最大限度地进行产品创新。他在特百惠 (Tupperware) 领导全球研发计划, 包括与全球技术合作伙伴和大学合作推动开放式创新。关键战略研究领域包括新材料开发, 食品科学, 烹饪技术, 新存储, 智能传感器和清洁水技术。特百惠每年开发150至200个新产品, 并在全球100多个国家推出。

在加入特百惠之前, David在通用电气塑料公司 (General Electric Plastics) 担任设计和车辆工程全球经理, 开发聚碳酸酯作为车窗玻璃的替代品。加入GE之前, 他曾在拜耳材料科学公司工作, 负责开发新材料和产品应用。他也是美国工业设计师协会和塑料工程师协会 (SPE) 的会员。

David Kusuma is President-Elect of the World Design Organization (WDO), and Vice President, Global R&D, at Tupperware Brands Corporation, with headquarters based in Orlando, Florida, USA. His focus is to maximize product innovation by developing new technologies and materials to create game-changing solutions. At Tupperware, David leads global R&D initiatives, including driving open innovation in collaboration with global technology partners and universities. Key strategic research areas include new materials development, food science, cooking technologies, new storage, smart sensors, and clean water tech. Tupperware develops 150 to 200 new products every year, which are launched in over 100 countries around the world.

Prior to Tupperware David worked at General Electric Plastics as Global Manager, Design and Vehicle Engineering, to develop the use of polycarbonate as a viable alternative to glass in automotive window systems. Prior to GE he worked at Bayer Material Science to develop new materials and product applications.

B.F.A. Industrial Design (Carnegie-Mellon University); B.S. Mechanical Engineering (University of Pittsburgh); M.S. Engineering Management (Purdue University); M.B.A. (Tilburg University, Netherlands); and Ph.D. Materials Engineering (Cranfield University, UK). David is a Fellow of the Industrial Designers Society of America (IDSA) and Fellow of the Society of Plastics Engineers (SPE).



黄蔚

桥中创始人

Cathy Huang

Founder of CBI China Bridge

2003年她打破世界500强的金饭碗，创建了桥中。17年，她打造出一支跨界跨国的创新设计咨询团队，服务的客户均是跨行业的领跑者。她的玩乐创业demo：开巴，2017年被行业巨头百威英博ZX Venture（颠覆性增长组织）高溢价收购。同时，她是成功设计平台的联合创始人，全球服务设计联盟上海站主席。

作为一名设计师，她是多项国内国际设计奖项的评委。作为一名女性创业者，她曾获得“中国最值得瞩目的女性”、“上海市巾帼建功”等荣誉。她还是授勋荣誉爵士夫人，三次登上《财富》杂志，受邀在欧美几十场演讲。

Cathy founded CBI China Bridge in 2003, the first insight-based innovation consulting firm in China. Most recently, she co-founded Successful Design, a social enterprise aiming to amplify the value of design.

Having broad influence both socially and in the global design industry, Cathy is frequently invited to conferences in North America, Europe, and Asia-Pacific. She enjoys adventures - from crossing the Gobi desert in Dunhuang to bungee jumping in New Zealand. Her continued dedication to challenging the limits fuels her creativity for both business and design.

Cathy has won many professional design awards, while also accruing honors for her leadership as an entrepreneur and a woman in business, such as the Innovation Category of the Women Leadership Awards presented by IPWS (International Professional Women's Society), "China's Women to Watch" award by Advertising Age, and "Female Hero Honor of Shanghai". She promotes the image of Chinese design and aims to leverage her role as a female mentor to inspire a new generation of start-ups in China.



窦娜

名创优品商品中心执行副总裁

Ada Dou

Executive Vice President of MINISO Commodity Center

窦娜，名创优品商品中心执行副总裁。她有14年品牌商品管理运营经验，开创了日用消费品全球买手制运作模式；坚持产品研发的独创性，专注于精细化管理和品类管理，将传统与创新相结合并形成了新型发展模式；参与创立多个品牌，成功开发哎呀呀，名创优品等品牌产品并推向全球，实现了从无到有，从10亿到200亿的螺旋式增长；创立零售业与IP合作新模式，引领IP授权潮流风向标；打造名创优品战略生态链体系；培养一批线下实体零售标杆团队；孵化全球百名优秀设计师；多项产品荣获国际大奖；参与创立多项产品设计专利；搭建全球商品质量体系；中国企业家校长汇成员。

Ada Dou is Executive Vice President of MINISO Commodity Center. She has 14 years of experience in brand merchandise management and operation, and has created a global buyer operation mode for daily consumer goods; adheres to the originality of product research and development, focuses on fine management and category management, combines tradition and innovation and forms a new development model. Ada participated in creating multiple brands, successfully developed Aiyaya, MINISO and other brand products and promoted them to the world, achieving a spiral growth from scratch from 1 billion to 20 billion; creating a new model of retail industry and IP cooperation, leading the trend of IP authorization; building a strategic ecological chain system for MINISO; cultivating a group of offline physical retail benchmarking teams; incubating 100 outstanding designers around the world; multiple products won international awards. She participated in creating multiple product design patents; and built a global commodity quality system. She is a member of Chinese Entrepreneur Principal's Association.



潘虎

潘虎包装设计实验室首席设计师

Tiger Pan

Chief Designer of TigerPan Packaging Design Lab

潘虎, 当前最活跃的产品包装设计师, 2012年创办潘虎包装设计实验室, 获得包含三大奖项在内的超过100个全球设计奖项。清华大学美术学院学士, 英国创意艺术大学UCA荣誉硕士, 中国十五所设计院校客座教授。联合国生肖狗年邮票设计师, 深圳市插画协会SIA副会长, 并在全国插画双年展设立潘虎插画奖。客户名单上包含大家熟悉的褚橙、王老吉、雪花啤酒、良品铺子、青岛啤酒、景田、卡士、鲁花集团、五粮液、张裕集团、联合国邮政署、时尚集团等客户。

Pan Hu, also known as Tiger Pan, is one of the most well-known contemporary product packaging designers. He founded TigerPan Packaging Design Lab in 2012, which has won more than 100 global design awards till now. He graduated from the most prestigious university in China, School of Fine Arts in THU, and was honored with a master degree from UCA, University for the Creative Arts. He also serves as Guest Professors over 15 Chinese Design Schools. Tiger was entrusted to design the UNPA Zodiac Stamp of Dog in Year 2018. As he is the Vice President of Shenzhen Illustration Association, he sets up an award under his own name for the well-known biennial exhibition (CIB, China Illustration Biennial Exhibition). The customer list of TigerPan Packaging Design Lab includes: Chu's Oranges, Wanglaoji, Snow Beer, Bestore, Tsingtao Beer, Ganten, Classy Kiss, LuHua Group, Wuliangye, Changyu, United Nations Postal Administration, Trends Group, and.. many more.



李品熹

甘棠明善创始人

Li Pinxi

Founder of GTMS

李品熹, 毕业于华中科技大学, 语言学硕士。李品熹女士2009年与先生王力加共同创办甘棠明善餐饮集团, 目前在集团任职执行董事。甘棠明善餐饮集团旗下拥有“蔡澜越南粉”、“蔡澜港式点心店”、“探鱼”、“撒椒”四大连锁餐饮品牌, 门店遍布于深圳、广州、北京、天津、南京、苏州、无锡、宁波、成都、重庆、西安、佛山、珠海、东莞、长沙等70多个大中城市, 门店总数超过240家。

Li Pinxi, graduated from Huazhong University of Science and Technology with a master's degree in linguistics. She and her husband Mr. Wang Lijia co-founded GTMS Group in 2009 and she is currently serves as the executive director. GTMS has 4 major chain catering brands: "Chua Lam's Dim Sun", "Chua Lam's Pho", "TanYu", "Sa Jiao", with stores in Shenzhen, Guangzhou, Beijing, Tianjin, Nanjing, Suzhou, Wuxi, Ningbo, Chengdu, Chongqing, Xi'an, Foshan, Zhuhai, Dongguan, Changsha and more than 70 large and medium-sized cities in China, the total number exceeds 240.



郑绵绵

WGSN 中国区创意总监

Mianmian Zheng

WGSN China Creative Director

Mianmian负责中国区的Mindset专家团队,拥有丰富的生活方式行业背景,擅长解读流行趋势,将其与使用的商业战略结合并用。并致力于开发定制项目,研究流行趋势、产品开发和消费者的购物行为。在加入WGSN之前,她的个人作品曾经参加过英国伦敦设计周、伦敦时装周及米兰设计周,也曾加入Nissan欧洲设计中心设计开发项目,和Microsoft全球合作项目,为未来设计如何能够帮助人类能够更好的生活而进行努力。Mianmian于2012年加入WGSN,曾为JD、ALIBABA Group、GAG Group、Disney、LiNing、IKEA、LUOLAI等国际和国内品牌提供可靠的专业咨询。

Mianmian is in charge of the team of Mindset in China. She has a rich life style establishment background and good at reading popular trend, and slightly combining with the use of business strategy. She also focuses on the development of custom projects, researching popular trends, product development and consumer shopping behavior.

Prior to joining WGSN, her personal work has participated in London Design Week, London Fashion Week and Milan Design Week, also has joined the Nissan European Design Center's design development project, cooperating with Microsoft's global project on how can the future design Help human to make a better life.

Mianmian joined WGSN in 2012 and has provided reliable professional consulting for international and domestic brands such as JD, ALIBABA Group, GAG Group, Disney, LiNing, IKEA, and LUOLAI.



冯果川

筑博设计集团执行首席建筑师

Feng Guochuan

Executive Chief Architect of Zhubo Design

通过建筑和城市设计实践参与中国城市化进程,同时也通过写作、研究、教育等方式对城市化进行反思。无论实践还是反思都有着清晰的空间政治学维度,观察意识形态在城市化过程中的运作机制,关注空间与身体的相互作用以及当下主体的命运。

多年从事大型公共建筑设计、城市设计获得多项国家、省、市级设计奖项,主持设计了南方科技大学、新疆艺术中心、南宁规划展示馆、深圳沙河文体中心、深圳布吉文化中心、华强北景观设计、深圳光明公共服务平台等重要项目。从事建筑设计的同时,善于跨界整合建筑设计、城市设计、景观设计、灯光设计、公共艺术等不同领域提高城市的整体艺术水准。

Feng Guochuan has many years of work experience in large-scale public building design and urban design. He has won numbers of national, provincial and municipal design awards. As a project manager, he organized and designed important projects such as South University of Science and Technology of China, Xinjiang Art Center, NanNing City Planning Exhibition Hall, Shenzhen Shahe Cultural and Sports Center, Shenzhen Buji Cultural Center, Landscape Design of Huaqiangbei, Shenzhen Guangming Public Service Platform, etc.

He is committed to participating in the process of urbanization in China through the practice of architecture and urban design, while also reflecting on urbanization through writing, research, and education. While engaged in architectural design, he is also good at cross-border integration of architectural design, urban design, landscape design, lighting design, public art and other fields, to improve the overall artistic level of the city.



莫莉·洛根

Irregular Labs创始人

Molly Logan

Irregular Labs Founder

莫莉·洛根(Molly Logan)是智库工作室(Irregular Labs)的创始人,也是非营利组织School of Doodle的创始人,该组织致力于激发青少年的创造力,由此建立她们的信心。在过去的十年中,莫莉建立了由Z世代组成的全球网络,在创办School of Doodle和Irregular Labs之前,莫莉曾在艺术与商业领域中深耕15年,她的履历包括:担任大都会艺术博物馆的策展助理,并同时攻读摄影史博士学位;理查德·埃韦顿(Richard Avedon)的出版刊物及展览总监;文化咨询工作室FREDThinks创始人等等。她曾参与各类活动,包括多媒体艺术家道格·阿提肯(Doug Aitken)的公共艺术项目、WIRED的WxD会议、圣丹斯电影节、MAC美妆、川久保玲Comme des Garçons、Absolut、Google战略咨询、Airbnb、巴塞尔艺术展(RED)和FIAT等。

Molly Logan is the founder of Irregular Labs as well as School of Doodle, a nonprofit that uses creativity to build confidence in teen girls. Over the past ten years, Molly has built a global network of Gen Zs. Prior to launching School of Doodle and Irregular Labs, Molly spent 15 years navigating the worlds of art & commerce—curatorial assistant at the Metropolitan Museum of Art while pursuing her PhD in the History of Photography; Director of Books and Exhibitions for Richard Avedon; founder of FREDThinks, a cultural consultancy and studio that developed and produced programs with an interdisciplinary DNA— art, music and film. She has produced first-of-their-kind events that include Doug Aitken's public art project, Station to Station and WIRED's WxD conference as well as strategic and creative consulting for Sundance Institute and Film Festival, MAC Cosmetics, Comme des Garçons, Absolut, Google, Airbnb, Art Basel, (RED), and FIAT.



弗雷德里克·欧特森

Little Sun创始人

Frederik Ottesen

Little Sun Founder

弗雷德里克·欧特森是一名企业家,他具有机械工程和经济学背景,本人也是可持续技术的忠实拥护者。弗雷德里克曾与Solar Flight的工程师和飞行员紧密合作,研发了不少项目,例如:世界上第一架客运太阳能飞机(正在投入使用)以及目前正在开发的大型太阳能多用途飞机。弗雷德里克于1998年创立了软件公司Matriks A/S并担任首席执行官。另外,他对冒险充满了热情,曾进行了为期两年的环球航行。回国后,他应丹麦海事研究所管理邀请,担任当地的海事安全智囊团。

Frederik Ottesen is an experienced entrepreneur with a background in mechanical engineering and economics.

A strong believer in sustainable technologies, Ottesen works closely alongside Solar Flight's engineers and aviators in realising the company's new projects, such as the world's first passenger-carrying solar-powered airplane — now flying — and a larger solar-powered utility aircraft currently in development. He is the former CEO of Matriks A/S, a software company he started in 1998. Ottesen's passion for adventure took him on a two-year circumnavigation of the globe. Upon returning, he was invited to be part of the maritime safety think tank run by the Danish Maritime Institute.



迈克尔·杨

迈克尔·杨工作室Michael Young Studio(MYS)创办人

Michael Young

Founder of Michael Young Studio (MYS)

迈克尔·杨是一个享誉国际的英国设计师，于英国创立迈克尔杨工作室 Michael Young Studio (MYS) 并在英国及冰岛工作近十年后，他因为对先进制造技术的热情而被吸引到亚洲，于2006年在香港开设工作室。时至今日MYS工作室已经被公认是亚洲最令人兴奋、最强大的设计公司之一。工作室专注于探索亚洲独有的技术潜力，创制反映时代的当代设计，融合中西方美学与技术，不断挑战实验设计的界限。

迈克尔杨作品的独特性源自于对设计的不断质疑、与生俱来对技术的热情、和以新视角重新解读物件的强烈欲望。他在业内被称为一个复杂的极简主义者，他优雅、华美而洗练的设计美学备受国际大奖及美术馆赞誉及收藏。

在设计与艺术界深耕25年，他对于两者有独到的见解：“设计令我着迷之处，不只在创造限量版作品，而是因为它能够达到量产的规模，是艺术在工业化生产的体现。”

Michael Young is an internationally renowned British designer who founded Michael Young Studio (MYS) in the UK in 1994. After working in the UK and Iceland for a decade, he was attracted to Asia for his passion for advanced manufacturing technology and opened a studio in Hong Kong in 2006.

Today MYS Studio is recognised as one of the most exciting and powerful design companies in Asia. The studio focuses on exploring the unique technological potential to create contemporary designs that reflect the times, and constantly challenging the boundaries of experimental design.

Michael Young is known in the industry as a complex minimalist. His elegant, exquisite and succinct design aesthetics are favoured by international awards, and his works are collected by prestigious museums and galleries, including Louvre Museum, The Centre Pompidou and Victoria & Albert Museum.

"It is design as Industrial Art that interests me, not just as a limited edition, but on a scale of mass production.



仓本仁

JIN KURAMOTO工作室创始人, 产品设计总监

Jin Kuramoto

Founder / CEO / Director of JIN KURAMOTO STUDIO

仓本仁先生于1976年生于日本，1999年毕业于金泽美术工艺大学。其曾就职于NEC(日本电气株式会社)，并于2008年在日本东京成立了“JIN KURAMOTO STUDIO”，主要参与家具、家居、电器、眼镜和汽车等领域的设计研发，并擅长用清晰简洁的设计传达项目概念。

其工作室专注于产品开发过程，充分发挥原材料优势，并重视功能和结构的反复试验，以求产品的最佳呈现。其曾获得iF Design Award、Good Design奖、Red Dot Design Award、DIA Award Bronze Prize等众多奖项，也曾担任Gmark设计奖审查委员/中国审查组的组长。

Born in 1976 in Japan. Graduated from Kanazawa College of Art and Craft, in 1999. After working as an industrial designer for NEC, he established 'JIN KURAMOTO STUDIO' in Tokyo in 2008. He is involved in design development in a wide range of fields, including furniture, home appliances, eyewear, and automobiles, in a way that conveys the concept of the project in clear form. This design studio focuses on a practical development process that repeats trial and error of function and structure while touching the material directly by hand. His "studio" where prototyping takes place is always full of inspiration and discovery.

He has won many domestic and international design awards. He also served as a judge for the iF Design Award (Germany), the Good Design Award (Japan), and Compasso d'Oro (Italy).



纳里曼

土耳其顶尖工业设计公司DESIGNUM中国分公司创办人

Nariman Bashiri

Head of DESIGNUM in China

Nariman BASHIRI出生于1985年,毕业于阿纳多卢大学工艺美术学院工业设计专业。是土耳其顶尖工业设计公司DesignUM中国分公司创办人,擅长产品设计和汽车设计,及发明不同产品的新构件。DesignUM曾设计了土耳其第一个提供4.5G服务的无人机飞行基站,以及为土耳其最大的卡车品牌之一BMC Neoport设计了土耳其第一辆停机坪公共汽车等。

Nariman Bashiri was born in 1985, studied 2 majors in different branches. Graduated from Anadolu University school of Industrial Arts. In industrial design major. Joint to DesignUM family since 2005 and finally moved to china in 2016 and found branch of DesignUM in china in 2017. Specially skilled on car design beside the product design. Able to handle product design and structure design and invent new mechanisms and structures of different products. Attended to different design talks and events at different places in china as speaker or panels. Lived and worked as designer in different countries to be multi cultured designer.



童慧明

广州美术学院教授

Tong Huiming

Professor of Guangzhou Academy of Fine Arts

童慧明, 广州美术学院教授。40年设计学人、教育者、实践者、观察者、5次创业者, 2017-2020日本G-MARK奖国际评审委员。2017年提出设计驱动型品牌(BDD)理念, 2018年初发起创立 BDDWATCH (设计驱动型品牌观察) 研究平台, 全力推动设计驱动式创业公司与品牌拓展。

Tong Huiming, professor of Guangzhou Academy of Fine Arts. 40 years of design scholars, educators, practitioners, observers, 5 time entrepreneurs, 2017-2020 Japan G-MARK Award International Jury. In 2017, he created the concept "Brand Driven by Design (BDD)" and have been build up the BDDWATCH (BDD observation) research platform In early 2018, with initiating to promote BDD startups and brand expansion.

SZIDF 2020

SZIDF
2020

主持人
Moderator

以变求存 SURVIVAL BY DESIGN
设计的后丛林时代 FROM DARWINISM TO_

深圳会展中心六楼桂花厅
Osmanthus Hall, 6th Floor,
Shenzhen Convention and Exhibition Center



蒋素霞

《包装&设计》杂志主编

Rhonda Jiang

Editor-in-Chief of Package & Design Magazine

《包装&设计》杂志是一本有着48年历史的富有影响力的专业设计期刊。自2002年加入《包装&设计》以来,蒋素霞曾对世界范围内的优秀设计做过广泛深入的报道,熟悉中外设计的发展,并对设计的社会责任有着独到的见解。

Rhonda Jiang is the editor-in-chief of Package&Design Magazine which is one of the most influential design magazines in China with a history of 48 years. Having been working in the magazine for 18 years, she has rich experience in reporting excellent designs worldwide, is familiar with the design development in China and overseas and holds special viewpoints on the social responsibility of design.