



BEIJING
DESIGN
WEEK

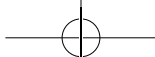
DAXING DISTRICT

大兴区



■ 大兴绿地缤纷城西岸分会场





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BEIJING
DESIGN
WEEK

设计之都
设计之旅
分会场

大兴区
DAXING
DISTRICT

大兴区
DAXING
DISTRICT

设计之都
设计之旅
分会场

BEIJING
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北京
设计
设计之旅
BEIJING
DESIGN
WEEK
2018
分会场
BRANCH
VENUE



绿地 缤纷城
GREENLAND BEING FUNNY

大兴绿地缤纷城西岸分会场

2017年9月，北京首个国家标准化社区商业示范基地落户大兴绿地缤纷城二期。通过打造“品质型社区购物中心”，为周边消费者营造美学与商业相融合的“第三生活空间”，聚焦社区家庭需求。

作为社区型商业综合体，绿地缤纷城二期始终致力于塑造绿色空间，满足周边顾客以文化休闲的心境，商业与美学相结合的消费升级生活情景。





在此次生活艺术展中，以人性化设计感融入生活+、文化、设计、艺术、商业为核心，导入文化创意设计产业内容，提升商场整体文化气质、助推文化消费体验。希望以2018北京国际设计周为起点，“绿地缤纷城艺术生活之旅”3大文创内容板块落地，持续长期运营，为商场整体转型升级作好准备。

“设计生活、时尚缤纷—首届北京国际设计周绿地缤纷城艺术生活之旅”。



展览：寻找梵高

展览时间：2018年9月30
日-10月15日

展览地点：北京绿地缤纷城西区
三层一太极文化艺术中心

活动性质：对专业及普通观众开
放，免费

黄是明媚耀眼的、蓝是深沉静
谧的，它甚至在少年小小心灵里
造成了一个长久的美丽误解：太
阳就是这般黄、夜空就是这么

蓝的。每个人都基于对梵高的爱，被自己的理由感动着。比如怜惜、
比如孤独、比如坚持。墨蓝色的天空中，散落着大团大团的黄色“星

星”，像梵高的《星空》一样。

有研究报告显示，在中国，有160万名自闭症儿童。他们就像天上的
星星，活在自己的世界里。

自闭症或精智障人群的画作大部分都很阳光。眼前的画作是我从来没
见过的风格。当看到不会与人沟通的自闭症儿童在纸上肆意挥洒颜料
时，我就想办这个展览，“他们是天使，他们是天才，这才是我想象
中的艺术”。

一太极希望能够通过自闭症艺术家毕昌煜的作品，引领更多的梵高们
展示自己的机会，通过艺术为自闭症儿童打开另一扇窗。

活动：“一太极，一世界，一健康”健康艺术体验之旅

活动时间：2018年9月30日15:30-16:30

活动地点：北京绿地缤纷城西区三层一太极文化艺术中心

活动性质：对专业观众开放，预约

一太极（北京）文化传播有限公司（一太极学院）秉承绿地集团“用
心筑家，始终践行让生活更美好”的理念，在延续传统的基础之上，
深入中华传统哲学理念和中医学理念，结合当下受众人群的需求，
从健康管理、文化艺术等板块传播平衡、健康的生活方式。一太极学
院，由健康管理中心和文化艺术中心两部分构成。



健康管理中心，成立于2015年6月。秉承“体医结合”的理念，创新出核心课程——功能太极。它针对现代常见病，比如颈肩痛、三高、失眠、感冒、肥胖等病症进行有针对性的调理，力求“一看就懂，一学就会，一练有效”，希望习练者通过这样简单、易学的功能太极，对常见病、多发病起到预防与恢复的效果。同时与北京健康促进会合作具有《功能太极—健康培训认证》初、中、高级证书认证资格。

文化艺术中心成立于2015年12月。汇聚中国传统文化，倾力打造文化艺术培训，大咖沙龙，活动策划的融合性交流平台！茶道：品鉴茶的美感之道，体验一种烹茶饮茶的生活艺术。花道：通过插花感受自然、同时提高自己的审美。香道：对香料进行全身心的鉴赏和感悟，使我们在那种久违的仪式感中追慕前贤。

活动：小小设计师体验周

主办：有鸣文化

战略合作：国瑞世贸投资

活动时间：2018年9月30日 - 10月15日

开放时间：每日10:00-17:00

地点：北京绿地缤纷城西区小小设计师互动体验区

活动性质：对普通观众开放，预约，收费

小小设计师体验活动，面对3-15岁的儿童和青少年，鼓励大家积极参与设计创意手工类活动中，活动现场可以体验手绘、手工制作、玩具互动、参与艺术创意，还可以体验儿童英文外版手工书。活动优选知名儿童互动体验品牌如英国手绘笔、英国小小发明家、日本HAPPLY玩具等。寓教于乐，创造出儿童喜闻乐见的设计艺术体验方式。

市集：创意POPOP市集

主办：有鸣文化

战略合作：国瑞世贸投资

活动时间：2018年9月30日 - 10月15日

开放时间：每日10:00-17:00

地点：北京绿地缤纷城西区创意POPOP市集

活动性质：对普通观众开放，免费

参与品牌：小黄人、熊本熊、桃妃小熊、量子狗、日本HAPPLY玩具、英国手绘笔（儿童花脸）、英国小小发明家等



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设计之旅
分会场大兴区
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GREENLAND BEIJING COLORFUL CITY, Zone West

In September 2017, Beijing's first national standardized community commercial demonstration base was settled in the second phase of Daxing GREENLAND BEIJING COLORFUL CITY. By establishing a "quality community shopping mall", we will create a "third living space" that integrates aesthetics and business for the surrounding consumers, focusing on the needs of the community. As a community-based commercial complex, the second phase of GREENLAND BEIJING COLORFUL CITY has always been committed to shaping the green space, satisfying the surrounding customers' cultural and leisure mood, combining business and aesthetics to upgrade the living situation. In this art life exhibition, the humanized design is integrated into life +, culture, design, art, and business as the core, and the cultural creative design industry content is introduced to enhance the overall cultural temperament of the shopping mall and promote the cultural consumption experience. We hope that with the 2018 Beijing Design Week as the starting point, the three major cultural and creative sections of the "Greenland Center Art Life Tour" will continue to operate for a long time, and prepare for the overall transformation and upgrading of the shopping mall. Design Life, Colorful Fashion - The First Beijing Design Week

Exhibit

Theme: search for Van Gogh

Date: Sept. 30th to Oct. 15th, 2018

Time: 10:00 - 17:00

Venue: Greenland Beijing Colorful City, Zone West, 3rd Floor, One Tai Chi Center

Nature of activity: Open to professional and general audience, free of charge

Yellow is bright and dazzling, blue is profound and quiet, which even caused a beautiful misunderstanding in the young hearts for a long time: such yellow is the sun and such blue is night sky. Everyone was moved by his own reasons for loving Van Gogh for pity, loneliness or persistence. Scattered in the dark blue sky are big yellow "stars", like Van Gogh's starry night.

According to research reports, there are 1.6 million autistic children in China, who are like the stars in the sky, living in their own world.

Paintings of people with autism or intellectual disabilities are mostly sunny.

The painting in front of me was in a style I had never seen before. When I see the autistic kids who could not communicate with other splashing paint on paper, I always have impulse to hold this exhibition. "They are angels and they are geniuses, this is the art in my imagination".



One Tai Chi hopes that the works by autistic artist Bi Changyu can lead more “little Van Gogh” to make full use of their opportunities and open another window for autistic children through art.

Activity 1

Theme: “One Tai Chi, One World, One Health”, Experience Tour of Health and Art

Time: Sept. 30th 2018, 15:30 - 16:30

Venue: Greenland Beijing Colorful City, Zone West, 3rd Floor, One Tai Chi Center

Nature of activity: Professional audience, By reservation

By keeping faith with Greenland Group’s philosophy of “Building a Home with Heart and Always Practicing Better Life”, One Tai Chi (Beijing) Culture Communication Co., Ltd. (One Tai Chi Institute) continues the tradition, studying in a deep-going way the traditional Chinese philosophy and Chinese medicine, combining the needs of the current audience, to spread a balanced and healthy lifestyle in two sections - health management, culture and Art. One Tai Chi Institute consists of a health management center and a culture and art center.

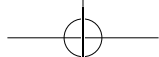
The Health Management Center was established in June 2015. Adhering to the concept of “combination of sport

and medicine”, we have innovated the core curriculum - Functional Tai Chi. It is aimed at modern common diseases, such as neck and shoulder pain, hypertension, hyperlipidemia, hyperglycemia, insomnia, cold, obesity and other diseases for targeted recuperation. We strive to pass on a simple and easy to learn Functional Tai Chi and hope that it has the effect of preventing and recovering common diseases and frequently-occurring diseases for the practitioners. At the same time, in cooperation with the Beijing Health Promotion Association, we can deliver it has the qualifications the junior, middle and senior levels of the Functional Taiji-Health Training Certification.

The Culture and Art Center was established in December 2015. Bringing together traditional Chinese culture, we strive to create an integrated communication platform for cultural and artistic training, biggie salon, and event planning! Tea Ceremony: enjoy the beauty of tea and experience the art of living with tea. Flower Road: feel the nature through flower arrangement and improve your aesthetic. Xiang Dao: totally involved in the appreciation and perception of the fragrance makes us admire the predecessors in the sense of long-lost ritual.

Activity 2

Theme: Junior Designer Experience Week
Organizer Youming Culture



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Co-organizer: Gui Shi

Strategic partner: Guorui World Trade Investment

Time: Sept. 30th to Oct. 15th 2018, 10:00 - 17:00

Venue: Greenland Beijing Colorful City, Zone West, Junior Designer Interactive Experience Area

Nature of activity: Public audience, By reservation, chargeable

Junior Designer experience activities, facing children and young people aged 3-15, encourage everyone to actively participate in the design of creative handcraft. The event includes hand-painted, hand-made, toy interaction, artistic creativity, and children English manual book. Some selected well-known children interactive experience brands: British hand-painted pens, British Little inventors, Japanese HAPPLY toys. Teach through lively activities, creating a design art experience that children love.

Market

Theme: POPUP Creative Market

Organizer Youming Culture

Co-organizer: Gui Shi, Daydream Institute

Strategic partner: Guorui World Trade Investment

Time: Sept. 30th to Oct. 15th 2018, 10:00 - 17:00

Venue: Greenland Beijing Colorful City, Zone West, POPUP Market

Nature of activity: Public audience, free

Brands: Minions, Topfit, Artand, Happly, Little Inventors, British hand-painted pens brand