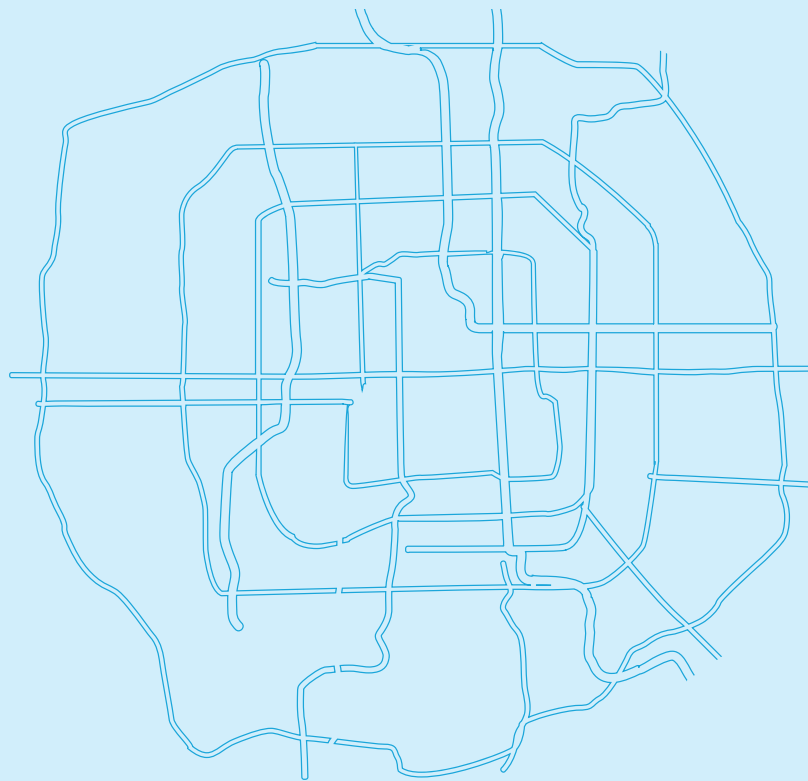


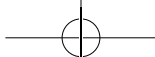


BEIJING
DESIGN
WEEK

ONLINE BEIJING DESIGN WEEK

北京国际设计周
网络分会场





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BEIJING
DESIGN
WEEK设计之都
设计之旅
分会场设计之都
设计之旅
分会场BEIJING
DESIGN
WEEK

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北京
设计
BEIJING
DESIGN
WEEK

设计之旅
DESIGN
HOP

分会场
BRANCH
VENUE

2018

LKK
洛可可

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网络设计周

网络设计周分会场把各个线下会场内的展览搬至线上，并联合各分会场共同设置百余个大众创意及公益话题。2018年网路设计周将设立“脑洞研究所”互动专区，在展示的同时将其转化成为游戏化的“众创任务”，无论是设计师或是“不懂设计”的普通大众都可以简单参与其中。如同“众创”的字面意思，线上任务的核心就是使每位观展者将不再仅是一名看客身份，而是可以亲身融入至设计作品的创意当中，发表个人的观点、看法乃至建议的“创作者”。加以完成任务后即可获得的线上红包及礼品奖励，从而增加大众的参与感，在潜移默化中拉近人们与设计的距离，同时为公益助力。并最终打造出一个“人人都是设计师”的网络设计周。

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726

**BEIJING
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分会场**BEIJING
DESIGN
WEEK**

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Online Design Week

Online Design Week, as a parallel session of event, moves various offline exhibitions to online and setups hundreds of topics about public innovation and public benefit. In 2018, Online Design Week 2018, a new interactive section that is named “Institute of Imagination” will be established. The exhibition and creation gaming that transforming into could be participated simply whether it is professional designer or the general public who doesn't understand design at all. Like the literal meaning of “Public Innovation (ZhongChuang)”, The core of online tasks is to make each visitor no longer just a mere observer. Instead, it could be a “creator” who can be personally integrated into a design work, express personal views and opinions and even suggestions. Online cash and gift rewards will increase the public sense of participation and narrowing the distance between public and design, while it is also helping the public.

Eventually, A Online Design Week that aim to “Everyone is a designer” will be created.

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