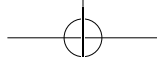


北京设计论坛

Design Forum





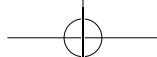
北京设计论坛 Design Forum

北京国际设计周北京设计论坛，是为推动设计产业与城市的融合发展搭建的国际对话及交流平台。北京设计论坛采用主题演讲及圆桌对话形式，邀请众多国内外专家学者和业界精英发表演讲和进行对话，旨在汇聚设计产业前沿观点，通过思想的交锋与碰撞，传播设计理念，引发公众思考，推动产业进步。

2018北京设计论坛分为闭门会议和开放论坛两个部分。

Design Forum of Beijing Design Week is an international dialogue and exchange platform to promote the integration and development of the design industry and the city. Design Forum adopts keynote speech and round table dialogue. Design Forum will invite many experts, scholars and industry elites from China and abroad to make speeches and dialogues in the form of theme forums, aiming to gather the forefront of the design industry, through the exchange of thought and collision, communication design concept, the public thinking, to trigger and to promote industrial progress.

2018 Design Forum consists of two segments: Special Meeting and the Open Forum.



闭门会议 设计促进城市发展

Special Meeting Design For Urban Development

闭门会议简介

闭门会议由北京国际设计周组委会和国际设计联合会（ico-D）合作举办，以“设计促进城市发展”为核心，邀请来自全球“设计之都”城市、地方设计周节组织机构以及设计博物馆的代表，共同探讨如何通过创新设计使多元文化在保持其本性和特色的前提下走入社会的各个领域，以及如何更加有效地发挥设计周节等设计活动在区域发展上的推动作用。

在设计创新理念逐步成为全球各领域发展重要主导元素的大背景下，北京国际设计周将以此与国际设计联合会（ico-D）合作为契机，进一步整合全球各类设计机构的专业资源，在传播设计价值、提升设计影响力上发挥更为高效的作用，汲取各类设计领域的创新理念和行业经验，引导设计服务于生活、服务于大众。

附：

国际设计联合会（ico-D）是全球最大的专业设计师国际组织，也是规模最大、最具影响力的设计专业国际组织。其前身为世界平面设计联合会（Icograda，成立于1963年），2014年更名为国际设计联合会（ico-D）。该组织秉承“创新引导（Creatively Leading）”的理念，针对当下世界范围内设计发生的变化，强调大写的“D”：即关注设计价值提升、设计社会创新、设计跨领域合作等议题。提倡设计是维护人类和环境利益的有效途径，培养个人和社会（包括从业人员和客户）对设计的重视和尊重，将其视为有价值并且十分重要的职业。该组织由国家级设计协会，设计教育机构和设计推广机构组成，总部设在加拿大蒙特利尔。

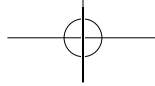
Special Meeting Introduction:

Beijing Design Week and the International Council of Design (ico-D) has jointly organized the Special Meeting, of which the theme is "Design For Urban Development". Representatives of UNESCO City of Design cities, Design Weeks' organizations and design museums are invited to this meeting. They will be exploring how to promote multiculturalism through innovative design such that it will integrate the various fields of society, given that the nature and characteristics of multiculturalism is preserved. The ways of increasing the effectiveness of design weeks and its activities such that they will play a greater role in regional development.

In the context where creative design concepts are gradually becoming an important element in the development of various fields in the world, collaborating with ico-D, Beijing Design Week takes the opportunity to adopt these concepts and experiences of various design fields internationally. This will result in maximizing the advantages of integrating professional design resources and gradually leading to design in everyone's lives and to serve the public.

Appendix

The International Council of Design (ico-D) is the world's largest international organization



of professional designers. It is also the largest and most influential international professional design organization. ico-D advocates design being an effective way to maintain the interests of humans and the environment and to cultivate the individuals and society (including practitioners and clients) to value and respect design as a valuable and very important profession. The Council is composed of Design Associations at state level, design educational institutions and design promotion agencies, whose predecessor is World Graphic Design Federation (Icograda, established in 1963), renamed in 2014 as International Council of Design (Ico-D). International Council of Design, adhering to the concept of "Creatively Leading", focuses on the changes in the world's design and emphasizes "D" in the upper case: paying close attention to the promotion of design value, design social innovation, and cross-field cooperation in design. The ico-D headquarter is based in Montreal, Canada.

闭门会议概况 Special Meeting Details

主题:
设计促进城市发展

Theme:
Design For Urban Development

日期:
2018年9月21日—22日

Date:
21-22 September 2018

地点:
北京歌华开元大酒店和厅

Venue:
Gehua New Century Hotel

演讲形式:
主题演讲及圆桌对话

Style of Meeting:
Presentation of topics and round table dialogues

规模: 60人

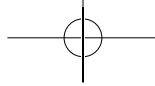
Number of participants: 60

语言形式: 英文

Language: English

主办:
北京国际设计周组委会
国际设计联合会 (ico-D)

Organisers:
Beijing Design Week Organizing Office
Committee
International Council of Design (ico-D)



闭门会议议程

Schedule of Special Meeting

9月21日 08:30-17:30

领导致辞

机构代表介绍

议题：设计促进城市发展

圆桌对话

《致敬中国设计40年回顾》

演讲人：王敏

分组讨论

21 September 2018 08:30-17:30

Guest Welcome Speech

Brief introduction of participating organisations

Topic: Design For Urban Development

Brief Introduction of organizations (Round table)

China Design 40 Years Presentation by

Speaker: Wang Min

Group Discussion

9月22日 08:30-15:00

议题：设计促进城市发展

《北京国际设计周与城市活力激发》

演讲人：陈工

分组讨论

总结发言

22 September 2018 08:30- 15:00

Topic: Design For Urban Development

Beijing Design Week Vitalizes the City by

Speaker: Chen Gong

Group Discussion

Conclusion

Participating Organizations

List of Participating Organizations:

Beijing Design Week

ico-D

Porto Design Biennale

Istanbul UNESCO City of Design

MUMEDI Museo Mexicano del Diseño

Design Society Museum Shenzhen

Istanbul Design Week

Design & Art Directors Festival

Graz UNESCO City of Design

Shenzhen UNESCO City of Design

Wuhan UNESCO City of Design

Moscow Design Museum

Lima Design Week

Delhi Design Festival

Saint-Etienne UNESCO City of Design

Design Singapore Council

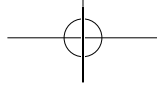
Open Design Cape Town

Australian Design Centre

Nairobi Design Week

Women in Design

Australian Embassy Beijing



开放论坛 设计的力量—— 全球化背景下传统文化的保护 传承和创新发展

Open Forum The Power of Design—The Protection, Inheritance and In- novation of Traditional Culture in the Context of Globalization

开放论坛简介

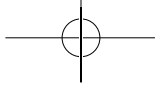
2018北京设计论坛开放论坛主题为“设计的力量——全球化背景下传统文化的保护传承和创新发展”。非遗的传承保护与创新发展是当今世界文化发展的主题。传承保护就要原汁原味，传承人潜心创作非遗精品，而创新发展则要发挥设计的作用，注重科技与文化的融合、传统与时尚的结合、艺术与实用的结合。通过互联网手段和商业运作，使非遗真正从传统艺术品变成可消费的时尚商品，满足人们的消费，让非遗不会被遗忘，是增强文化自信、文化自觉的重要举措。论坛将邀请来自国内外的非遗传承人、设计专家、立法专家、研究者、管理者等参加。

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开放论坛目标

打造全球视野与本土应用的研究交流平台，探讨设计与相关产业融合发展的理论和实践；研讨设计在城市发展、产业结构转型优化、乡村振兴中优秀传统文化传承保护与创新发展等方面的作用；进一步整合全球设计知名城市（以联合国“设计之都”为主）、各地区特色设计周节以及设计类博物馆的资源优势，促进产学研的沟通与合作，推动设计方法及设计价值的传播，使设计真正服务于生活、服务于大众、服务于社会经济发展。

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开放论坛概况

论坛主题：设计的力量——全球化背景下传统文化的保护传承和创新发展

论坛时间：2018年9月23日（星期日） 09:30—16:30

论坛地点：中华世纪坛发布厅

论坛形式：主题演讲、圆桌对话

论坛规模：156人

语言形式：中英同传

组织机构

主办机构：北京国际设计周组委会

国际设计联合会（ico-D）

世界设计周城市网络联盟（WDW）

承办机构：北京设计学会

协办机构：北京城市学院艺术设计学部

开放论坛议程

领导致辞

主题演讲

议题：设计的力量——全球化背景下传统文化的保护传承和创新发展

圆桌对话

Open Forum Introduction

The theme of 2018 Beijing Design Forum Open Forum is “ The Power of Design—The Protection, Inheritance and Innovation of Traditional Culture in the Context of Globalization “. The inheritance, protection and innovation development of intangible cultural heritage is the theme of today’s world cultural development. Inheritance and protection should be original, inheritors concentrate on the creation of intangible cultural heritage, and innovation and development should play the role of design, lay stress on the integration of science and technology and culture, the combination of tradition and fashion, the combination of art and practice. It is an important measure to enhance cultural self-confidence and cultural consciousness to make intangible cultural heritage become consumable fashionable commodities from traditional artworks through Internet and commercial operation so as to satisfy people’s consumption and keep intangible cultural heritage from being forgotten. The forum will invite inheritors, designers, legislators, researchers and administrators of intangible cultural heritage from China and abroad.

Open Forum Goals

To build a research and exchange platform for global vision and local application, and discuss the theory and practice of integration development of design and related industries. To discuss the role of design in urban development, industrial restructuring and optimization, Rural Revitalization in the protection of excellent traditional culture and innovation and development;

To further integrate the resource advantages of world-renowned design cities (mainly the United Nations Design Capital), regional feature design festivals and design museums, promote communication and cooperation between industry, University and research institutes, promote the dissemination of design methods and design values, and make design truly serve life, the public and the community Economic development.

Open Forum Details:

Theme:

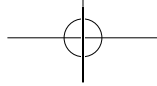
The Power of Design—The Protection, Inheritance and Innovation of Traditional Culture in the Context of Globalization

Time:

23 September, 2018 (Sunday) 09:30 - 16:30

Venue: Lecture Hall of China Millennium Monument

Style of Meeting: keynote speech and Round table Dialogue.



Number of participants: 156
Language: Chinese and English (Simultaneous interpretation)

Forum Organization

Hosts

Beijing Design Week Organizing Committee
The International Council of Design
World Design Weeks

Organizer

Beijing Design Society

Co-Organizer

College of Art & Design, Beijing City University

Schedule of Open Forum

Guest Welcome Speech by Official

Keynote Speech

Topic:

The Power of Design—The Protection, Inheritance and Innovation of Traditional Culture in the Context of Globalization

Round Table Dialogue

论坛嘉宾



项兆伦
Xiang Zhaolun

中华人民共和国文化和旅游部副部长
Vice Minister of Ministry of Culture and Tourism of the People's Republic of China



申文广
Shen Wenguang

北京工美艺术研究院院长
北京工美集团首席设计师
Dean of Beijing Academy of Arts and Crafts,
and Chief Designer of Beijing Gong Mei Group



Sertac Ersayin

土耳其工业设计师协会主席
President of Turkish industrial designers association



Peter Eland

丹麦NORMARCHITECTS品牌合伙人
建筑师
Partner at Norm Architects, Architect MAA



Frank David Peters

英国特许设计师协会会员、特许董事、董事学
会会员

Fellow of the Chartered Society of Design-
ers, Chartered Director, Fellow of the
Institute of Directors