

北京国
 设计周
 BEIJING
 DESIGN
 WEEK

特别活动
 DESIGN HOP
 设计之旅
 SPECIAL
 EVENTS

2019

新生于旧—2019年北京设计周城市更新主题展 New in Old - the "Urban Renewal" Thematic Exhibition of 2019 Beijing Design Week

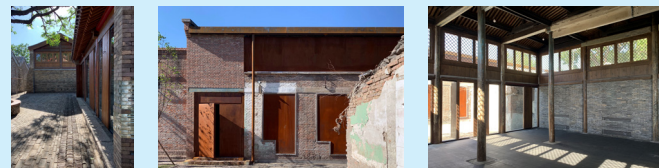
时间：2019年9月4日-9月18日 9:30-18:00 (9月4日当天开幕式及论坛时间为下午2点)

Date: September 4th to September 18th 9:30am-18:00pm

(the opening ceremony and summit forum is at 2:00 p.m. on September 4th)

地点：东城区青云胡同23号-29号

Venue: Qingyun Hutong No.23-29, Dongcheng District



城市，因人们对更美好生活的向往而生，也因人们对美好生活之定义的改变而改变。因此，改造与更新总是时时刻刻在城市里发生着。一方面，今天快速变化的生活方式加速了城市的改造与更新；另一方面，在北京存量规划乃至减量规划的背景下，城市的更新与改造将逐渐取代新建，成为最重要的城市发展模式之一。北京城市更新不仅已成为学界的热点议题和相关从业者的实践方向，而且也愈发受到大众的广泛关注和参与。

本次展览将聚焦这一主题，在关注其所在城市——北京的城市更新的同时，也广泛收集国内外优秀城市更新案例，力图在较为全面地展示各地区成功项目的基础上，进行更为深入的对话，从而总结提炼并交流展示对话成果和成功经验，为城市更新这一议题的讨论贡献多元的声音。

本次活动主要由开幕论坛及城市更新项目展组成，面向关注城市更新的从业人员和关心城市生活的广大观众。

Cities are born because of people's yearning for a better life, and also developed because of changes in people's definition of a better life. Therefore, renovation and renewal always happen in the city all the time. On the one hand, today's fast-changing lifestyle has accelerated the transformation and renewal of the city; on the other hand, in the context of Beijing's stock planning and even reduction planning, urban renewal and transformation will gradually replace new construction and become one of the most important urban development strategies. Beijing urban renewal has not only become a hot topic in the academic circle and the practice direction of relevant practitioners, but also has attracted more and more attention and participation from the public.

The exhibition will focus on this theme. While paying attention to the urban renewal of Beijing, it will also collect a large number of outstanding urban renewal cases in China and abroad, and try to make in-depth dialogue based on a comprehensive display of successful projects in various regions, present the dialogue results and successful experiences, and contribute to the discussion of the topic of urban renewal.

This event is mainly composed of the opening forum and the urban renewal project exhibition, which is aimed at the employees who are concerned about urban renewal and the audience who care about urban life.

2019北京设计周
2019 BEIJING DESIGN WEEK

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BIAD
北京市建筑设计研究院有限公司
BEIJING INSTITUTE OF ARCHITECTURAL DESIGN

FUNUS GROUP
梵天集团

天街集团
TIANJIE GROUP

ZXD Architects

城市更新国际高峰论坛

International Summit Forum for Urban Renewal

时间：2019年9月4日

Date: September 4, 2019

地点：北京前门东区青云胡同23-29号原址建筑北侧电子管厂

Venue: Electronic Tube Factory on the North Side of No. 23-29 Qingyun Hutong, Qianmen East District, Beijing

主办单位：北京国际设计周组委会

北京市规划和自然资源委员会

Hosts: Beijing Design Week Organizing Committee

Beijing Municipal Commission of Planning and Natural Resources

承办单位：北京歌华文化发展集团有限公司

北京工业设计促进中心

Organizers: Beijing Gehua Cultural Development Group Co., Ltd.

Beijing Industrial Design Center

支持单位：北京市科学技术委员会

北京市国有文化资产监督管理办公室

Supported by: Beijing Municipal Science & Technology Commission

State-Owned Cultural Assets Supervision and Administration Office of Beijing Municipal Government

执行单位：北京国际设计周有限公司

北京歌华文化科技创新中心有限公司

Operator: Beijing Design Week Co., Ltd.

Beijing Gehua Cultural Technology Innovation Center Co.Ltd.

协办单位：北京市建筑设计研究院有限公司

梵天（北京）集团有限公司

北京天街集团有限公司

co-organiser: Beijing Institute of Architectural Design

Brahman (Beijing) Group Co., Ltd

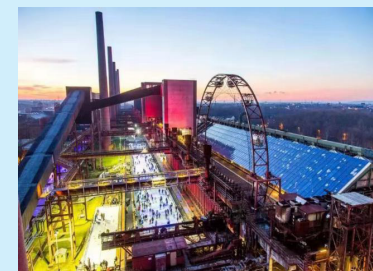
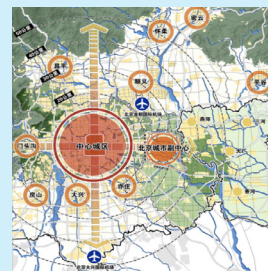
Beijing Tianjie Group Co., Ltd

城市更新国际高峰论坛于2019年9月4日在北京前门东区青云胡同城市更新项目现场举办。特别邀请了国际国内城市更新领域的专家、学者、机构代表，通过分享全球城市更新经验与案例，以及北京在城市更新、工业遗址改造、街区保护利用等方面的成果，共同探讨北京全国文化中心建设特别是在城市副中心规划建设张家湾设计小镇的发展模式及路径。来自北京国际设计周组委会、北京市科委、北京市规自委、北京市文资中心、通州区、设计小镇集中工作营相关单位、企业及媒体代表共200余人参加本次论坛。

International Summit Forum for Urban Renewal will be held on September 4, 2019 at the Qingyun Hutong Urban Renewal Project in Qianmen East District, Beijing.

Domestic and international experts, scholars and representatives of institutions in the field of urban renewal are invited to discuss the construction of Beijing National Cultural Center, especially the development model and path of planning and construction of Zhangjiawan design town in the urban sub-center, by sharing the experiences and cases of global urban renewal, as well as Beijing's achievements in urban renewal, industrial site reconstruction and block protection and utilization.

More than 200 participants from Beijing International Design Week Organizing Committee, Beijing Municipal Science & Technology Commission, Beijing Municipal Commission of Planning and Natural Resources, State-owned Cultural Assets Supervision and Administration Office of the People's Government of Beijing Municipality, Tongzhou District, relevant units of design town centralized work camp, enterprises and media representatives attended the forum.



日化记忆——中国设计挑战赛建筑设计征集决赛 “Rihua Memory” ——Final of China Design Challenge Architectural Design Activities



时间：2019年9月3日9:00-15:30（决赛）

地点：北京日用化学二厂吹塑车间

指导单位：Director
北京国际设计周组委会
Beijing Design Week Organizing Committee
主办单位：Hosts
北京国际设计周有限公司
北京市国通资产管理有限责任公司
北京一轻日用化学有限公司
梵天（北京）集团有限公司
承办单位：Organizers
北京玉带芯文化科技服务有限公司
学术支持：
清华大学建筑学院
中央美术学院城市设计学院
纽约雪城大学建筑学院

中国城市已步入存量更新时代，对既有建筑的利用与改造是一个重要的课题。

北京国际设计周有限公司与北京市国通资产管理有限责任公司、北京一轻日用化学有限公司、梵天（北京）集团有限公司，共同发起主办中国设计挑战赛暨城市更新—“日化记忆”建筑设计征集，力求通过国内外专业设计师对具体项目的深度广泛参与，探索符合北京四个中心定位的、成功的城市更新模式。

大赛选择了位于北京副中心的日化二厂液洗车间作为竞赛设计对象，这样有益的实践探索，对北京乃至全国都具有较强的借鉴意义。

大赛以青年迷你综合体为题，诚挚邀请全球设计师，打造未来年轻人职业+生活+社交新模式。该模式应具有标准化、模块化、共享化的特点，鼓励在方案中运用新颖的设计建造理念及技术。客群定义为未来的时尚年轻人群，打造青年小型混合功能综合体概念，体现迷你社区、共享空间、复合租赁、无人化管理的原则。大赛分为征集、选拔、决赛三个阶段，决赛拟于2019年9月初北京国际设计周期间举办。

Chinese cities have entered the era of stock renewal, which is an important issue for the utilization and transformation of existing buildings.

Beijing Design Week Co., Ltd. and Beijing Guotong Asset Management Co., Ltd., Beijing Yiqing Daily Chemistry Co., Ltd. and Fantian (Beijing) Group Co., Ltd. jointly sponsored the China Design Challenge Competition and the collection of “Rihua Memory” architectural design activities.

Through the extensive participation of professional designers at home and abroad in specific projects, this collection explores a successful urban renewal model that conforms to the orientation of Beijing’s four centers.

The competition selected the liquid washing workshop of the Second Chemical Plant in Beijing as the competition design object. This kind of useful practical exploration has a strong reference for Beijing and even the whole country.

The competition is based on the Youth Mini Complex and sincerely invite global designers to create a new model of “occupation+ life+ social contact” for young people. The model should be standardized, modular, and shared, encouraging the use of novel design and construction concepts and technologies in the program. The customer group is defined as the future fashion youth group, creating a youth small mixed function complex concept, reflecting the principles of mini community, shared space, compound leasing, and unmanned management. The competition is divided into three stages: collection, selection and final. The finals are scheduled to be held in Beijing Design Week in early September 2019.

IDCC首届室内设计创造赛

IDCC's first interior design creation competition



时间：2019年9月5日-10月7日

Date: From September 5th to October 7th.

地点：北京房山区周口店镇娄子水村北

Venue: North of Louzishui Village, Zhoukoudian, Fangshan District, Beijing

主办:

北京国际设计周有限公司

大家居小镇（北京）文化发展有限公司

Host:

Beijing Design Week Co.,Ltd

Your Home's Town (Beijing) Culture Development Co., Ltd.

承办:

国大华闻（北京）国际广告传媒有限公司

Organizer:

National University Huawen(Beijing) international AdvertisingMedia Co.,Ltd

IDCC首届室内设计创造赛，旨在推动中国室内设计的发展。IDCC设计师空间价值赛、IDCC设计师空间价值平台致力于打造世界第一个以设计师价值空间为主线的4位一体，垂直合作共赢后互联网模式，这个模式一定是设计师、家居的未来发展模式。设计师是未来经济的发动机，为了更好地激发大学生创造激情，本次大赛我们创新了赛事+平台+线下现场改造等整体方案，使设计大赛能直接转化为平台运营，线下设计改造，使设计师能获得设计的实际展示，也能获得冠名权、运营权，使今后赛事更加务实、重实效，并起到推动作用。

IDCC's first interior design creation competition aims to promote the development of Chinese interior design. The IDCC designer space value competition and IDCC designer space value platform are the world's first 4-in-one with designer value space as the main line. After winning the internet model, this model must be the future development model of designers and homes; Designer is the engine of the future economy. In order to better stimulate the college students to create passion, we have innovated the overall scheme such as the competition+platform+offline reconstruction. It is that the design competition can be directly converted into the platform operation, the offline design reconstruction, it is the actual display of the designer can obtain the design, and the right of operation right, make the future events more pragmatic and effective and play a promotion role.

“文化新生”首届阿里巴巴天猫新文创大会暨新文创展 The 1st “Cultural Regeneration” Alibaba Tmall Culture Conference & Exhibition

时间：2019年8月14日-2019年8月21日

Date: August 14-August 21

地点：今日美术馆朝阳区百子湾路32号苹果社区4号楼

Venue: Today Art Museum Building 4,
Apple Community, No. 32 Baizwan Road, Chaoyang District

指导单位：北京国际设计周组委会

Director: Beijing Design Week Organizing Committee

主办单位：天猫新文创

Host: Tmall Culture

承办单位：北京国际设计周有限公司

Organized by: Beijing Design Week Co., Ltd,

首席合作伙伴：伊利


Chief Partner: Yili

联合合作伙伴：雀巢徐福记

Joint Partners: CHIAUS, HSU FU CHI

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主办单位 

首席合作伙伴 

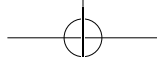
联合合作伙伴  

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“文化新生——首届阿里巴巴天猫新文创大会暨新文创展”是依托全球最大的B2C阿里天猫电商平台，为推动和构建“全球新文创创新生态”，创造新的“文化赋能产业”模式，以线下展览和高峰论坛的方式，展现各大博物馆、园林、艺术、科技等机构的文化内涵、文化符号、优秀文创产品，并互通互鉴，共享优秀文化IP与文创产品开发成功案例。

The 1st “Cultural Regeneration” Alibaba Tmall Culture Conference & Exhibition takes advantage of the world’s largest B2C Alibaba Tmall e-commerce platform to display the cultural connotation, cultural symbols and excellent cultural & creative products of various museums, gardens, art and science institutions, etc. in the forms of offline exhibitions and pioneering forums, and share successful cases for the development of excellent cultural IPs and cultural & creative products by learning from others, so as to promote and build the “innovation ecology of global culture” and create a new mode of “culture-powered industry”.



流动的设计学校——包豪斯巴士巡游活动 Wohnmaschine China Tour

时间：2019年5月26日-2019年12月31日

Date: 26th May- 31th Dec 2019

地点：山东大学、浦东图书馆、朝阳大悦城、新天地、外滩金融中心、798艺术区等

Venue: Shandong University, Pudong library, Chaoyang Joy City, Xintiandi, the Bund financial center, 798 Art District, etc.

主办单位：+86设计共享平台

Host: +86 Design Platform

承办单位：北京光华设计发展基金会

Organized by: Dragon Design



正值世界第一所现代设计学校——包豪斯学院诞生100周年，为了梳理新中国设计的发展脉络和成果，向世界传播来自中国对现代设计、教育和未来生活的思考和思辨，德国 Tiny Foundation、北京光华设计发展基金会、+86设计共享平台联合发起的“包豪斯设计大篷车中国行”巡展活动，这辆以包豪斯设计学院为原型设计的15平米巴士“Wohnmaschine”是柏林当代艺术机构 SAVVY Contemporary 的 SPINNING TRIANGLES 项目的一部分，巴士由柏林建筑设计师 Van Bo Le-Mentzel 设计。中国巡展得到了来自德国驻上海总领事馆文化教育处和德国图书信息中心的支持。巡展内容包括了展览、研讨、工坊、沙龙、对话、采访、图书馆、放映厅等多项内容。

包豪斯大篷车中国行途径山东、北京、上海、重庆等巡展站点后将于9月中旬抵达798艺术区进行为期1个月的展示。将包豪斯精神与上各巡展地的文化设计背景深入结合，以“包豪斯大篷车中国行”为核心巡展主题面向公众。每到一处巡展地将结合在地的文化设计教育等综合背景分别呈现细分巡展主题例如山东大学站《包豪斯与设计教育》、朝阳大悦城站《包豪斯与生活艺术》上海浦东图书馆《包豪斯与阅读-》、上海新天地《包豪斯与新女性》、上海外滩金融中心《包豪斯与创意设计》等站点专题。

Part of 100 Years of Bauhaus Global events, to celebrate the 100th anniversary of the birth of Bauhaus School, the world's first modern design school, and to showcase the development and achievements of New China's design, to communicate world-wide how China reflect on Contemporary design, education and future living. German Tiny Foundation, China Beijing Dragon Design Foundation and +86 design platform jointly host the "Wohnmaschine China Tour", this 15-square-meter mini bus designed by Berlin architect Van Bo Le-Mentze and part of SPINNING TRIANGLES project of SAVVY Contemporary, The China tour was supported by the ABTEILUNG KULTUR UND BILDUNG (Goethe-Institut China) and Buchinformationszentrum (BIZ) Peking (the German Book Information Center). Tour exhibition contents included Bauhaus books mini library, workshop, seminars, salon, interview, film screening etc.

Wohnmaschine will travel to the 798 Art District in mid-September for a one-month tour exhibition after passing through the various city tour sites in Shandong, Beijing, Shanghai and Chongqing. The Bauhaus spirit is deeply integrated with the cultural design background of the various exhibition sites, and the theme of the "Bauhaus Caravan China Tour" is the core of the tour. Each tour site will be combined with the local cultural background to present subdivided tour topics such as Shandong University tour theme "Bauhaus and Design Education", Joy City theme "Bauhaus and Living Art", Shanghai Pudong Library theme "Bauhaus and Reading", Shanghai Xintiandi theme "Bauhaus to Neue Frau & Others", Shanghai Bund Financial Center "Bauhaus and Creative Design" etc.

新中国大工匠智慧系列展—人民大会堂 New China Craftsman Wisdom Series Exhibition— The Great Hall of the People

时间：2019年9月5日-2019年10月31日，9:00-17:00（星期一闭馆）

Date: September 5, 2019–October 31, 2019, 9:00 – 17:00(Tue–Sun)

地点：东城区前门东大街20号北京市规划展览馆4层

Venue: No.20 Qianmen East.Dongcheng District 4Floors,
Beijing Planning Exhibition Hall

主办单位：北京市规划和自然资源委北京市建筑设计研究院有限公司（BIAD）

Host: ZHUN Place,BIAD/

Beijing ArchiCreation Cultural Media, Ltd.

协办单位：北京市规划展览馆

Co-Organizer: Beijing Planning Exhibition Hall

承办单位：坊准工BIAD;北京建院建筑文化传播有限公司

Organizer:ZHUN Place,BIAD

Beijing ArchiCreation Cultural Media,Ltd.



今年是中华人民共和国成立70周年，也是人民大会堂建成60周年。人民大会堂是新中国最经典的建筑杰作之一，是一个新时代创造的历史传奇。

“新中国大工匠智慧—人民大会堂”展览以独特视角—帧帧回溯那个历史时代的经典瞬间，还原这一任务终结者们的传奇时空。展览选取了有代表性的六个传奇主题：轴线安排、柱廊搬家、水天一色、十月奋战、迎宾序列、史诗东方红，以期用素朴、直观的展陈方式将建设人民大会堂的智慧传递给今天的人们。展览期间还将举办不同主题的沙龙、工作坊等。展览核心展厅300平方米，外围区域面积若干。

本次展览将再次让人民大会堂成为焦点，用丰沛而深刻的情感，还原人民大会堂的真实意图，提升设计者的设计价值与智慧，促进中国设计品质。

On the occasion of the 70th anniversary of the National Day and the 60 years since the completion of the Great Hall of the people, the Beijing Municipal Institute of Architectural Design and Research has launched one of a series of exhibitions, the Great Hall of the people, a series of exhibitions on the wisdom of great craftsmen in New China. The exhibition selected six representative legendary themes: axis arrangement, colonnade moving, integration of water and skyline, ten months of intensive work, greeting and expressions of gratitude, epic red east.

坊准工
Architectural
Architect

AC

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北京市建筑设计研究院有限公司
BEIJING INSTITUTE OF ARCHITECTURAL DESIGN

北京市规划展览馆

准工坊
ZHUN PLACE



美丽乡村·公共(壁画)艺术展

The beautiful countryside public art exhibition

时间: 2019年9月16日-10月30日 09:00-18:00
Date: September 16th to October 30th 9:00am-18:00pm
地点: 北京市 密云区 大城子镇 碰河寺村民委员会
Venue: Penghe temple, Dachengzi town, miyun district, Beijing Villagers committee

主办:

北京市密云区大城子镇碰河寺村民委员会, 首旅寒舍, 聚向传媒
Host: villagers' committee of Penghe temple, dachengzi town, miyun district, Beijing, BTG. LOHAS, FOCUS MEDIA



响应国家“三农”政策, 邀请全国五十余位艺术家、设计师和高校师生, 在北京密云区碰河寺村用壁画的形式, 美化乡村环境, 增强乡村旅游的体验感和趣味性, 践行美丽乡村计划。

in response to the national policy of “agriculture, rural areas and farmers”, more than 50 artists, designers, teachers and students from colleges and universities are invited to beautify the rural environment, enhance the experience and interest of rural tourism, and practice the beautiful countryside plan in the form of murals in penghe temple village, miyun district, Beijing.

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FOCUS
media Co., Ltd.

“十二间”中国生活设计概念展

2019 “12 JIAN” life design concept exhibition of China

时间: 2019年9月19日-10月7日 10:00-19:00
Date: September 19th to October 7th 10:00am-19:00pm
地点: 朝阳区北四环东路65号居然之家1号馆
Venue: Easyhome 1st hall, east road nr 65 of north forth ring, Chaoyang

主办: 十二间组委会

Host: 12 JIAN COMMITTEE

承办: 居然顶层设计中心 北四环居然之家

Organizer: Easyhome top design center, north forth ring branch of Easyhome.

协办: 德国RUG STAR锦地坊

Co-Organizer: RUG STAR

策展人: 曾辉、赵虎

Curator: zenghui, zhaohu

李坤: 18600282387

likun: 18600282387

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“十二间·中国生活设计概念展”大师论坛 12 JIAN-life design concept exhibition of China master forum

参展设计师（以英文字头为序）：陈·彬、陈飞杰、黄志达、姜峰、梁建国、林学明、赖亚楠、梁志天、孟也、孙华锋、吴滨、曾建龙。

【缘起】2009年，在第一届北京国际设计周期间，首次露面。贾伟、王开方、吕永中、琚宾、叶宇轩、蔡宗志等设计师以空间为题、时间为序，展示了当代中国设计的最新概念。

【发展】10年来，“十二间”继续以“设计为民生”为主题，通过“东管头回迁房设计”、“西三旗创业梦”、“前门大栅栏民居改造”、“马兰村民居改造”、“廊坊健康住宅”等项目，创造了一个个脍炙人口的美好空间，为当代国人生活品质的提高做出了榜样。

【今天】2019年是北京国际设计周的十周年，也是“十二间”空间设计展的十周年。我们再次以“十二间·中国生活设计概念展”为题，以“手工艺”和“客厅”为由，演绎今天中国的生活艺术。

【活动组织】本次活动由北京国际设计周组委会指导，聚向传媒、美国室内设计中文网联合主办，德国RUG STAR锦地坊和居然之家协办。

总策划：王昱东，策展人：曾辉、赵虎。

【展览内容】

- 1.每位设计师设计一块地毯：2×3m，纯进口新西兰羊毛及棉丝，纯手工簇绒工艺。
- 2.每位设计师设计一个客厅空间：18m²（3.6×5m）。

Exhibitors: Ben Chen, Rocky Chen, Ricky Wong, Frank Jiang, Jianguo Liang, Sherman Lin, Yanan, Steve Leung, Mengye, Devin, Ben Wu, Gary.

【origin】The first appearance was in 2009 at the first Beijing design week. Designers such as Jia wei, Wangkaifang, Lv Yongzhong, Jubin, Yeyuxuan, Caizongzhi using space as topic, time as order, reveal the latest concept of contemporary Chinese design.

【develop】In the past 10 years, “12 JIAN” using “design for livelihood” as topic, by projects as “dongguantou house design”, “xisanqi dream”, “renovation of dashilan residential”, “renovation of malan residential”, “langfang healthy houses”, created beautifully design space praised universally, and has set the example for live quality improvement of modern Chinese.

【today】2019 witnesses the 10th anniversary of the Beijing design week, also the 10th year of “12 JIAN” design exhibition. With “12JIAN life design concept exhibition of China” as subject, by “Handicraft art” and “saloon” as the cause, we develop the art of life in China today.

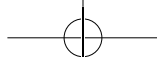
【organizer】The event is directed by Beijing Design Week Committee, co-sponsored

by FOCUS MEDIA ,Interior design-china.com, co-organized by RUG STAR and Easyhome. Sponsor: wanguyudong, Curator: zenghui, zhaohu

【content】

1. Each designer designs a carpet in size 2x3m, made by NewZealand imported wool and cotton yarn, using manual tufting.
2. Each designer designs a saloon space in size 18m²(3.6x5m).





红桥设计 冰雪+ HongQiao Design Ice and Snow +

时间: 2019年9月5日-10月7日 10:00-19:00

(本项特别活动中有一项“2019红桥珠宝设计大赛”不对外开放)

Date: September 5th to October 7th 10:00am-19:00pm

(There is a 2019 Hongqiao Jewelry Design Competition in this special event that is not open to the public.)

地点: 东城区天坛路9号红桥市场3至5层

Venue: 3rd to 5th floors of Hongqiao Market, No. 9 Tiantan Road, Dongcheng District

主办:红桥市场

Host: Hongqiao Market

承办:红桥市场

Organizer: Hongqiao Market



在现代社会发展中, 社会形态和发展速度的变化, 带来了消费和设计的重大变革, 消费者从对消费功能的满足进入到对意向的心里满足, 这也体现出, 从现代社会强调功能理性的设计转向当代社会重视审美的设计变革。

【红桥设计 冰雪+】活动旨在借助2022年冬奥会的契机, 将中国非物质文化遗产技艺和冰雪元素相结合, 创新性设计出《非遗+冰雪, 珍珠+冰雪》的系列原创作品。这些作品致力于使大众更加了解和热爱中国非物质文化遗产的文化, 也使更多的非物质文化遗产技艺走入大众百姓家, 实现非物质文化遗产产品的生活化。

【红桥设计 冰雪+】活动由“非遗+冰雪, 珍珠+冰雪”展品征集与发布、2019红桥珠宝设计大赛和“非遗+冰雪, 珍珠+冰雪”红桥原创珠宝系列作品展览组成, 面向热爱非物质文化遗产和原创珠宝首饰设计的从业人员和广大观众。

In the development of modern society, the change of social form and development speed has brought about great changes in consumption and design. From the satisfaction of consumption function to the satisfaction of intention, consumers have changed from emphasizing functional rationality in modern society to emphasizing aesthetic design in contemporary society.

[HongQiao Design Ice and Snow +] The event aims to combine the intangible cultural heritage of China with the elements of ice and snow with the opportunity of the 2022 Winter Olympics, and innovatively design the original works of "Intangible cultural heritage+ Ice and Snow, Pearl + Ice and Snow". These works are dedicated to making the public more aware of and passionate about the culture of China's intangible cultural heritage, and to bring more intangible cultural heritage skills into the homes of the general public and to realize the living of intangible cultural heritage products.