

# 创新设计服务

# The Conference on Innovative Design Services

北京国际设计周创新设计服务大会，是北京国际设计周通过设计推动创意产业与其他产业融合发展的重要板块，以设计市场化、产品化为主旨，整合设计周相关资源，促进创新理念与设计实践的结合，帮助和引导设计人员设计出具有新颖性、创造性和实用性的新产品；推动现代创新设计与相关产业结合，为传统生产制造业、服务业附加文化附加值。

2019创新设计服务大会以“设计驱动创新”为主题，包括中国传统节日视觉形象设计征集、“文化北京”设计美学基因图库、竹产品创新设计征集、国际CG艺术双年展、视界艺术插图展等内容，并以展览、论坛、活动等方式在北京国际设计周期间呈现，从设计的角度创新诠释中国传统文化、打造北京文化IP、挖掘新生代原创设计力量，引导创意设计紧贴大众生活，通过交流与碰撞，传播设计理念，推动北京文旅融合发展，引领产业转型和消费升级。

主办单位：北京国际设计周组委会  
承办单位：视觉ME设计师社区

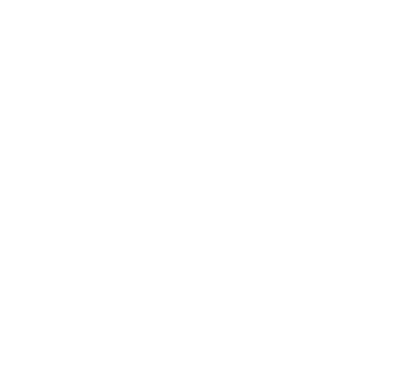
Beijing Design Week Innovative Design Innovative Design is an important part of the Beijing Design Week to promote the integration and development of creative industry and other industries through design, aims at making design market-oriented and product-oriented, integrates relevant resources of the Beijing Design Week, promotes the integration of innovative concepts and design practices, and helps and guides designers to design new products with novelty, creativity and practicability. Besides, the conference also promotes the integration of modern and innovative designs and related industries, thus creating cultural values for traditional manufacturing and service industries.

Themed with “design-driven innovation”, 2019 Innovative Design will contain the following contents: the collection of visual image design for Chinese traditional festivals, the “Cultural Beijing” design aesthetics gene gallery, the collection of innovative design for bamboo products, the international CG Art Biennale, and the visual art illustration exhibition, which will be presented in the forms of exhibitions, forums, events, and so on during the Beijing Design Week. From the perspective of design, the Innovative Design will interpret Chinese traditional culture in an innovative manner, create an IP of Beijing culture, explore new generations of original design, guide creative design to closely serve the public life, and disseminate design concepts through communications and collision, promote the integration and development of local culture and tourism, and lead industrial transformation and consumption upgrading.

Host: Beijing Design Week Organizing Committee  
Organizer: Visual ME Designer Community

# 北京国际设计周创新设计服务

## The Conference on Innovative Design Services



北京国际设计周创新设计服务大会，是北京国际设计周通过设计推动创意产业与其他产业融合发展的重要板块，以设计市场化、产品化为主旨，整合设计周相关资源，促进创新理念与设计实践的结合，帮助和引导设计人员设计出具有新颖性、创造性和实用性的新产品；推动现代创新设计与相关产业结合，为传统生产制造、服务业附加文化附加值。

2019创新设计服务大会以“设计驱动创新”为主题，包括中国传统节日视觉形象设计征集、“文化北京”设计美学基因图库、竹产品创新设计征集、国际CG艺术设计双年展、视界艺术插图展等内容，并以展览、论坛、活动等方式在北京国际设计周期间呈现，从设计的角度创新诠释中国传统文化、打造北京文化IP、挖掘新生代原创设计力量，引导创意设计紧贴大众生活，通过交流与碰撞，传播设计理念，推动北京文旅融合发展，引领产业转型和消费升级。

主办单位：北京国际设计周组委会  
承办单位：视觉ME设计师社区



The Conference on Innovative Design Services is an important part of the Beijing Design Week to promote the integration and development of creative industry and other industries through design, aims at making design market-oriented and product-oriented, integrates relevant resources of the Beijing Design Week, promotes the integration of innovation concepts and design practices, and helps and guides designers to design new products with novelty, creativity and practicability. Besides, the conference also promotes the integration of modern and innovative designs and related industries, thus creating cultural values for traditional manufacturing and service industries.

Themed on “design-driven innovation”, the 2019 Conference on Innovative Design Services will contain the contents as follows: the collection of visual image design for Chinese traditional festivals, the “Cultural Beijing” design aesthetics gene gallery, the collection of innovative design for bamboo products, the international CG Art Biennale, and the visual art illustration exhibition. Forms such as exhibitions, forums, events, and so on, will be also presented in the Beijing Design Week. From the perspective of design, the conference will interpret Chinese traditional culture in an innovative manner, create an IP of Beijing culture, explore new generations of original design power, guide creative design to closely serve the public life, and disseminate design concepts through communications and collision, promote the integration and development of local culture and tourism, and lead industrial transformation and consumption upgrading.

Host: Beijing International Design Week Organizing Committee  
Organizer: Visual ME Designer Community

年复一年，我们经历着岁月的轮回，春节、元宵、清明、七夕、端午、中秋、重阳……这些传统节日，来自历史记忆的延续，更来自华夏文化的传承。文化是民族的血脉，是人民的精神家园。文化自信是更基本、更深层次、更持久的力量。中华文化独一无二的理念、智慧、气度、神韵，增添了中国人民和中华民族内心深处的自信和自豪。

中国传统节日，形式多样、内容丰富，是中华民族悠久历史文化的重要组成部分，是中华民族的历史文化长期积淀凝聚的过程。它涵盖了哲学、人文、历史、天文等方面的内容，蕴含着深邃丰富的文化内涵，清晰地记录着中华民族丰富而多彩的社会文化生活，也积淀着博大精深的历史文化内涵。

随着经济发展，文化全球化不断深入，面对人们生活方式的转变，中国传统节日如何更好融入今天人们的生活？

我们希望以设计的力量，创造性转化和创新性发展，赋予中国传统节日新的时代内涵和现代表达形式，重新唤醒传统节日的仪式感，作为2019年北京国际设计周的重要组成部分，中国传统节日视觉形象设计征集富有新气象的创作，将传统记忆化为视觉冲击，让你的创意，成为中国传统节日现代化、全球化的力量！

主办单位：

北京国际设计周组委会办公室  
北京国际设计周创新设计服务大会

承办单位：

视觉ME设计师社区

特约支持：

北京礼物、深圳市平面设计协会（SGDA）、  
深圳市插画协会（SIA）



Year after year, we are experiencing the cycle of time. We celebrate Chinese traditional festivals, such as the Spring Festival, the Lantern Festival, the Tomb-sweeping Day, the Chinese Valentine's Day, the Dragon Boat Festival, the Mid-Autumn Festival and the Double Ninth Festival to remember the history and carry forward the Chinese culture. Culture is the vein of the Chinese nation and the spiritual home of the Chinese people. Cultural confidence is even a more fundamental, more profound and more enduring power. The unique concept, wisdom, tolerance and charm of the Chinese culture have added to the confidence and pride of both the Chinese people and the Chinese nation.

Chinese traditional festivals are diverse in form and rich in content and represent an important part of the long history and culture of the Chinese nation. After long-term accumulation of the Chinese history and culture, Chinese traditional festivals bear the essence of philosophy, humanity, history, astronomy, etc., contain profound and rich cultural connotations, clearly record the rich and colorful social and cultural life of the Chinese nation, and accumulate profound historical and cultural connotations.

As the economy develops and cultural globali-

zation deepens, people have changed their way of life. Facing this tendency, how could we better integrate Chinese traditional festivals into our lives?

We wish to use the power of design to realize creative transformation and innovative development and endow Chinese traditional festivals with new connotations of the times and modern forms of expression, thus re-arousing the ritual sense of traditional festivals. As an important part of 2019 Beijing Design Week, the collection of visual image design for Chinese traditional festivals will focus on freshness and visual impact. Your creativity could be a power to modernize and globalize Chinese traditional festivals.

Hosts:

Beijing Design Week Organizing Committee  
Office  
Innovation Design Service Conference

Organizer:

Visual ME Designer Community

Special supporters:

Beijing Gifts, Shenzhen Graphic Design Association (SGDA), Shenzhen Illustration Association (SIA)

# 北京国际设计周“竹与生活”2019国际 (青神)竹产品创意设计大赛 Beijing Design Week “Bamboo and Life” - 2019 International (Qingshen) Bamboo Product Creative Design Competition

308

天府眉山，青竹神韵，被誉为“中国竹编艺术之乡”的青神县，怀揣一颗对自然万物的敬畏之心，以竹这种朴素的自然媒介，施以精湛的编织，纵横之间承载了多少岁月的沉淀和温暖。竹艺匠人们坚持着这门手艺，孜孜不倦的追求新的艺术。

“青神竹编”被列入国家级非物质文化遗产名录，联合国教科文组织专家波拿教授称其为“竹编史上的奇迹，艺术中的艺术”，推动全球竹产品创意研发，提升竹产品生活化程度，丰富青神竹产品品类，创造生产一批满足群众多元化需求的现代生活组合产品和引领市场的国际高端拳头产品，进一步扩大四川青神竹编品牌影响力，将青神打造成全国竹产业研究中心，形成青神竹编工艺与设计师缔约合作，形成设计转化产品、产品定制设计的良性可持续发展；并通过活动、展览、宣传和推广，逐步树立和打造国际竹产品知名品牌。

由国际竹藤组织、国际竹藤中心、中国竹产业协会、青神县竹编产业园区管委会、北京国际设计周有限公司共同发起了北京国际设计周“竹与生活”2019国（青神）竹产品创意设计大赛。

主办单位：

国际竹藤组织

国际竹藤中心

中国竹产业协会

承办单位：

青神县竹编产业园区管委会

北京国际设计周创新设计服务大会

北京国际设计周有限公司

执行单位：

视觉ME设计师社区

特约支持：

亚洲设计联盟、香港设计总会、

洛客·洛可可设计平台、猪八戒网、礼品协会



Meishan City of Sichuan Province is known for bamboo. Qingshen County in the city is even called “the town of Chinese bamboo weaving art”. Being in awe of nature, Qingshen craftsmen have created the exquisite weaving art with bamboo, a simple natural medium. The crisscrossing art carries the accumulations and warmth of time. Bamboo artists have been carrying forward this art and tirelessly pursuing new creations.

“Qingshen Bamboo Weaving” has been included in the National Intangible Cultural Heritage List. UNESCO Expert Prof. Bona called Qingshen Bamboo Weaving “a miracle of the bamboo weaving history and an art in art”.

“Qingshen Bamboo Weaving” has driven the creativity and R&D of global bamboo products, improved the usability of bamboo products in daily life, and enriched the categories of Qingshen bamboo products. Qingshen has created a large number of modern living product portfolios that meet people’s diverse needs and high-end knock-out products that lead the international market and further enhanced the brand influence of Sichuan Qingshen bamboo weaving art. Qingshen has become the R&D center of China’s bamboo industry. Designers are contract partners in developing Qingshen bamboo weaving art, which has realized a benign and sustainable development of design converted products and customized product

designs. In addition, through activities, exhibitions, publicities and promotions, Qingshen has developed and built an international famous brand of bamboo products.

The International Network for Bamboo and Rattan, International Centre for Bamboo and Rattan, China Bamboo Industry Association, Organizing Committee of Qingshen County Bamboo Weaving Industrial Park and Beijing Design Week Co., Ltd. jointly launched the Beijing Design Week “Bamboo and Life” – 2019 International (Qingshen) Bamboo Product Creative Design Competition.

Hosts:

International Network for Bamboo and Rattan  
International Centre for Bamboo and Rattan  
China Bamboo Industry Association

Organizers:

Organizing Committee of Qingshen County  
Bamboo Weaving Industrial Park  
Innovation Design Service Conference Beijing  
Design Week Co., Ltd.

Executor:

Visual ME Designer Community

Special supporters:

Design Alliance Asia

Hong Kong Design Association

LKK Design Platform

ZBJ.COM

China Gift Association

309

# 北京国际设计周 2019“视界”插图艺术展 2019“Visual World” - Illustration Art Exhibition

## 2019“视界”插图艺术展

- ILLUSTRATION ART EXHIBITION -

“视界”，插图的视觉世界。在世界范围内，插图是通用的艺术语言，经典插图与文本的关系相辅相成，图文互补、语言转换是插图艺术的基本特征。在读图时代的今天，中国美术家协会插图装帧艺术委员会举办本次展览，希望呈现插图艺术在生活中的广泛应用，为普及美育、提高大众审美发挥作用。

主办单位：中国美术家协会插图装帧艺术委员会  
承办单位：北京国际设计周、视觉中国、视觉ME设计师社区  
协办单位：Acer

“Visual World” is the visual world of illustration. Illustration is a universal language of art. Classical illustration and text are complementary to each other. The complementarity between graphics and texts and language conversion are the basic characteristics of illustration art. As we live in the picture-reading age, the Illustration Framing Art Committee of China Artists Association organizes this exhibition in the hope of showcasing the wide application of illustration art in our lives and playing a role in popularizing aesthetic education and improving public aesthetic.

Host: Illustration Framing Art Committee, China Artists Association  
Organizers: Beijing Design Week, VCG, Visual ME Designer Community  
Co-organizer: Acer

# 北京国际设计周 旺旺太阳星北京伴手礼大赛 Want Want Beijing Gift Design Contest



为繁荣北京文创发展、推动文创伴手礼产业创新，同时鼓励全球华人青年发挥创意思考、体现文创价值，由北京国际设计周创新设计服务大会与旺旺中时文化传媒（北京）有限公司联合主办，启动以“北京×文创×食品”为主题的【有故事的伴手礼-旺旺太阳星北京伴手礼大赛】，聚焦文创与食品的融合，将传统的京味文化转化为可以带着走的伴手礼，让游客把北京故事带回家。该计划透过全球海选征集好创意，选拔优秀团队，鼓励青年实践创新、勇敢逐梦，把好创意变成好生意，为文创产业价值赋能，推动文化创意产业的应用与发展。

主办单位：  
北京国际设计周创新设计服务大会  
旺旺中时文化传媒（北京）有限公司

To promote Beijing's cultural and creative development, promote innovation in the cultural and creative gift industry, and encourage global Chinese youth to think creatively and embody creative and cultural values, the Innovative Design and Want Want China Times Cultural Media Co., Ltd. jointly launched the "Gift with Stories - Want Want Beijing Gift Design Contest" under the theme of "Beijing × Culture & Creativity × Food". This project focuses on integrating culture & creativity with food, design gifts with traditional culture of Beijing and enable tourists to bring back Beijing stories. Through collecting good ideas, selecting excellent teams and encouraging the youth to make innovations and pursue their dreams bravely, the event aims to turn good ideas into good businesses, and add value to and empower the cultural and creative industries for application and development.

Hosts:  
Innovative Design  
Want Want China Times Cultural Media Co.,  
Ltd. 311

2019年，一部国产科幻题材电影《流浪地球》火爆华夏；科幻电影将文字变成了画面，以视觉冲击震撼了我们的双眼。伴随着科技的发展、文化与科技的融合，CG艺术让我们看到了超乎我们想象的世界。除了电影产业，CG艺术越来越广泛应用在建筑、动画、游戏等领域，以及以交互技术为基础的新媒体行业。

2019北京国际设计周创新设计服务大会，围绕“设计引领产业转型和消费升级”主题，与中国电影美术学会深入、全面合作，推动设计与影视产业融合发展，联合主办“BCAB北京国际CG艺术双年展”发起项目征集。

主办单位：

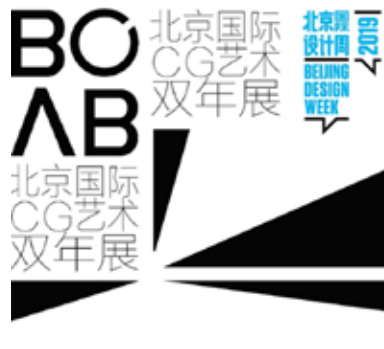
北京国际设计周  
中国电影美术学会

承办单位：

CFADA中国CG艺术委员会

协办单位：

ACMSIGGRAPH上海分会、星石娱乐、乐艺leewiART、CG世界、ABOUTCG、cgview、七点GAME、原画人、DRock、之绘ART、ACD艺术中心、CG部落、XRCCG、晶核学院、末那末匠、魔型志、艺数绘



In 2019, The Wandering Earth, a Chinese science fiction film, became one of the hottest movies in China. This science fiction film turned words into pictures and visually shocked us. With the development of science and technology and the integration of culture and technology, CG art allows us to see a world beyond our imaginations. Apart from the film industry, CG art has been increasingly applied to architecture, animation, game, and the interactive technology-based new media industries.

By centering on the theme of “design leads industrial transformation and consumption upgrading”, 2019 Innovative Design deeply and comprehensively cooperates with China Film

Art Design Association to promote an integrative development of design and the film industry, and co-host the BCAC Beijing International CG Art Biennale to collect works.

Hosts:

Beijing Design Week  
China Film Art Design Association

Organizer:

CFADA CG Art Committee

Co-organizers:

ACMSIGGRAPH Shanghai Branch, Star GEM Entertainment, leewiART, CG World, ABOUTCG, CGVIEW, 7.Game, CCGAA, DRock, ZHIHUI.ART, ACD Art Center, CG BOLO, XRCCG, VitrellaCore, MANOGK, MOX-INGZHI, E.ART.

随着信息可视化在大数据时代越来越被人重视,以图形化的方式结合视觉上的美感将信息传达给读者,将原本很难用语言表达的信息,通过图形来加以说明,使其容易理解,这是信息图设计的魅力所在。

信息设计区别于传统的平面设计,它更着重于数据的视觉化。目前,全球范围内的设计师们都在寻求以更创新、更独特、更有趣的方式来展示数据。信息图表就是信息设计中的一个子集,它能够使人们更好的读懂数据。越来越多的国家和企业已将信息图表设计运用到日常工作和生活的各个领域。

本次大赛是2019年北京国际设计周创新服务大会的亮点活动之一,也是北京国际设计周关注信息图表设计的元年。希望依托信息图表设计大赛,培育出中国优秀的信息图表设计师。通过他们的创意,将丰富繁杂的枯燥数据,化为视觉美学的震撼冲击。

主办单位:  
北京国际设计周创新设计服务大会  
承办单位:  
北京文创工场文化有限公司  
战略支持:  
天猫广州服务中心  
特别鸣谢:  
韩国二零三信息图表设计研究所



As information visualization is increasingly valued in the era of big data, information is conveyed to readers by combining graphics with visual aesthetics. The charm of infographic design is to graphically illustrate the information that is difficult to be expressed in words to make it easy to be understood.

Information design is different from traditional graphic design as it focuses more on the visualization of data. At present, global designers are looking for more creative, more unique and more interesting methods to present data. Infographic is a subset of information design that enables people to better understand data.

More and more countries and enterprises have applied infographic design to all aspects of their daily works and lives.

This competition is one of the highlights of 2019 Innovative Design. 2019 is also the first year for Beijing Design Week to focus on infographic design. The competition aims to cultivate Chinese excellent infographic designers. Through their creative ideas, the rich yet boring data are turned into visually shocked aesthetics.

Host:  
Innovative Design  
Organizer:  
Beijing Cultural Innovation Park Co., Ltd.  
Strategic supporter:  
Tmall Guangzhou Service Center  
Acknowledgement:  
Korea 203 Infographic Design Research Institute

# “文化北京”设计美学基因图库

## “Cultural Beijing” Design Aesthetics Gene Gallery

建设基于互联网的“文化北京设计美学基因图库”公共设计服务平台，通过创意设计打造北京文化IP。

通过大范围搜集、整理蕴含反映北京特色的历史图片、代表性文物照片、园林建筑、城市摄影、图标、插画等素材，从设计角度梳理北京文化元素，提炼纹样、色彩及器型等设计要素，凝炼代表“古都文化、红色文化、京味文化和创新文化”北京文化设计精髓的平面矢量、3D模型、视频等分类素材，建设资源数据库，形成可供设计师直接调用的文化北京设计创作素材库和批量北京文化IP。

图库以授权使用的模式，为北京文旅、文博、非遗文创产品设计、会展设计、新闻出版、广播影视、动漫游戏、演艺娱乐、艺术品交易和文创智库等提供设计服务。图库包括各类北京文化、文博、旅游元素平面矢量设计素材；文物、古建、园林等3D模型或光场数据及视频素材等，是中国首例以城市为单位的大型设计美学基因素材库，未来还将引领和拓展不同城市、行业等设计美学基因图库。

“Cultural Beijing” Design Aesthetics Gene Gallery  
The gallery is built on the basis of the Internet “Cultural Beijing Design Aesthetics Gene gallery” public design service platform to develop Beijing Cultural IP through creative designs.

Through large-scale collection and collation of historical pictures, representative cultural relics, garden architecture and urban photography, icons, illustrations and other materials that contain or reflect the characteristics of Beijing, the gallery reviews Beijing cultural elements, extracts dermatoglyphic patterns, colors, shapes and other design elements from the perspective of design. The gallery gathers plane vectors, 3D models, videos and classified materials representing capital culture, revolutionary culture, Beijing culture, innovative culture, and the essence of Beijing cultural design.

The building of a resource database may help form a cultural Beijing design creation library and batches of Beijing culture IPs directly accessible for designers.

The gallery provides design services in mode of licensed access for Beijing cultural and tourism, cultural expo, cultural and creative products of intangible cultural heritages, exhibition design, press and publication, radio, film and TV, animation, game and entertainment, artwork trading and cultural and creative think tank, etc. The gallery includes all kinds of plane vector design materials of Beijing culture, cultural expo and tourist elements; the 3D models, light field data and video materials of cultural relics, ancient buildings and gardens. This is China's first large-scale design aesthetics gene gallery and will lead and broaden the design aesthetics gene galleries of different cities and different industries.