

## 2019北京国际设计周设计之旅

2019北京国际设计周设计之旅，由“特别活动、合作城市、专题园区、分会场、加盟活动”五部分组成，构筑起“设计与城市”、“设计与产业”、“设计与人”之间对话与交流的平台，助力城市高质量发展，推动产业融合创新，为公众创造近距离、全方位感受设计、体验设计、消费设计的机会。

### ● 特别活动

重点关注城市更新、智慧城市、文化新生、美丽乡村、设计教育、冰雪冬奥等主题。

其中，全球城市更新经典案例展及城市更新国际高峰论坛，作为今年设计周活动的热点之一，聚焦“城市更新”这一主题，在展示各地区成功项目案例的基础上，特别邀请国际国内城市更新领域的专家、学者、机构代表，进行深入的对话，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。

“文化新生——首届阿里巴巴天猫新文创大会暨新文创展”，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，以线下展览和先锋论坛的方式，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。

### ● 合作城市

输出北京国际设计周的优质设计资源，服务和助力其他地区产业发展与城市品质提升。

2019北京国际设计周落户青岛，于8月23日至27日，在青岛西海岸举办2019青岛国际影视设计周暨北京国际设计周青岛站活动。通过设计与影视的结合，与青岛国际影视博览会形成联动，展现青岛作为“东方影都”的独特魅力，助力青岛影视产业的高端化发展，并带动旅游业协同发展。

2019苏州国际设计周暨北京国际设计周苏州站，以“精致苏州·美好生活”为年度主题，在2018年的基础上，规模、形式与内容上都有了扩大和增加，文化活动覆盖了整个苏州大市，各区域活动主题互相衬托呼应，带来了更多不同角度关于城市，产业，文化，旅游呈现。

借助北京国际设计周的成功经验，与珠海合作共同举办第二届珠海国际设计周暨北京国际设计周珠海站活动，结合珠海城市特质和产业发展特点，落实创新驱动发展战略、打造粤港澳创新高地的文化品牌项目，并合作共建赋能中心，共同搭建内地与粤港澳之间的产业联动平台，进一步推动北京与珠海两地设计周的产业化、市场化发展。

### ● 专题园区

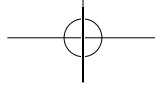
一是北大资源双创园天竺园区，被列入北京市老旧厂房改造试点项目，将通过设计融合，打造一座未来艺术中心，推动新价值文化传播。二是欧典大家居国际设计小镇，将开展以“未来家居新科技、新健康、新生活”为主题的室内设计选拔赛活动，打造未来设计+生活体验新模式，助力老旧厂房改造与传统产业转型升级。

### ● 分会场

经过征集、审核，以区为单位，遴选出并正式认定了北京10个分会场（45个站点），以及天津、廊坊、张家口、承德分会场。各区分会场将结合各自产业发展特色，围绕“设计引领产业升级、设计引导消费趋势、设计驱动贸易繁荣、设计赋能城市创新”四条主线，开展城市更新、非遗活化、新文创等主题鲜明、形式多样的活动。另设1个网络分会场，提出了“超级市场”的概念主题，汇集了众多超高颜值、超佳体验、超前概念的超级产品，以更具故事性、趣味性、游戏化、强互动的活动形式，展现给公众。

### ● 加盟活动

在胡同街巷、文创园区、时尚商圈、艺术场馆等地，举办展览、论坛、讲座、工作坊、互动体验、市集等系列创意设计活动。



## Design Hop at Beijing Design Week 2019

Design Hop at Beijing Design Week 2019 consists of five parts (i.e. special events, cooperative cities, special parks, branch venues and joining activities), to build a platform for dialogue and communication between “design and city”, “design and industry”, “design and people”, assist high-quality urban development, promote industrial integration and innovation, and create opportunities for the public to touch design, experience design and consume design in a close distance.

### ● Special events

Focus on urban renewal, smart city, new culture, beautiful countryside, design education, winter Olympics and other topics.

Of them, as one of the hotspots of this year’s Design Week, the Global Urban Renewal Classic Case Exhibition and the International Summit Forum on Urban Renewal focuses on the theme of “Urban Renewal”. On the basis of displaying successful projects in different regions, experts, scholars and representatives from varying institutions in the field of urban renewal both at home and abroad are invited to have in-depth dialogues to explore the development mode and path of the construction of Beijing as national cultural center, especially the planning and construction of Zhangjiawan Design Town in the urban sub-center.

The 1st “Cultural Regeneration” Alibaba Tmall Culture Conference & Exhibition displays the cultural connotation, cultural symbols and excellent cultural & creative products of various institutions (e.g. museums, gardens, art and science institutions) in the forms of offline exhibitions and pioneering forums, and shares 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”.

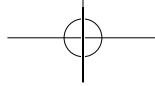
### ● Cooperative cities

Export Beijing Design Week’s high quality design resources, services and help other regions to promote industrial development and improve urban quality.

The Beijing Design Week 2019 will settle down in Qingdao. On August 23–27, the Qingdao Film & TV Design Week 2019 and Qingdao Leg of Beijing Design Week will take place on the western coast of Qingdao. In combination of design and film & TV programs, the show will showcase the unique charm of Qingdao as an “Oriental Movie Metropolis”, assist Qingdao TV and film industry with high-end development and drive the collaborative development of tourism industry, in association with Qingdao International Film and TV Expo.

2019 Suzhou Design Week and Suzhou Leg of Beijing Design Week, under the annual theme of “Exquisite Suzhou for a Better Life”, expands and diversifies the event scale, format and programs based on 2018 event. With cultural activities across the whole city of Suzhou, the venue activities echo each other on different themes and bring more different perspectives on city, industry, culture and tourism.

In virtue of successful experience accumulated by Beijing Design Week, working with Zhuhai Municipality, the 2nd Zhuhai Design Week and Zhuhai Leg of Beijing Design Week will take place, in combination of the features of Zhuhai and its industrial development characteristics, implementing the innovation-driven development strategy and creating a cultural brand of innovative highlands in Guangdong, Hong Kong and Macao. Both parties will work together to build an enabling center, build an industrial linkage platform among the inland cities, Guangdong, Hong Kong and Macao, and further promote the industrialization and market-oriented development of Beijing and Zhuhai Design Week.



### ● Special parks

First, Tianzhu Park, a double-creation park of PKU RESOURCES, has been included in the pilot project of renovation of old factory buildings in Beijing. Through the integration of design, it will build a future art center and promote the spread of new value culture. Second, Oudian Dajiaju International Design Town will launch an indoor design competition on the theme of “new home technology, new health and new life in the future” , create a new mode of future design + life experience, and help the transformation and upgrading of old factory buildings and traditional industries.

### ● Branch venues

Upon the solicitation and review, based on the district as a unit, ten branch venues (45 sites) in Beijing, and branch venues in Tianjin, Langfang, Zhangjiakou and Chengde are selected and officially confirmed. In line with their own industrial development characteristics, the different venues will carry out various activities with distinct themes, such as urban renewal, rejuvenating intangible cultural heritage and new culture & creation, based on the four main lines of “design leading industrial upgrading, design guiding consumption trend, design driving trade prosperity and design enabling urban innovation” . In addition, an online branch venue is set up to put forward the concept theme of “supermarket” , which showcases a large number of products with super stylish appearance, super user experience and futuristic concept to the public through storytelling, interesting, game-oriented and interactive activities.

### ● Joining activities

A series of creative design activities such as exhibitions, forums, lectures, workshops, interactive experiences and fairs are held in Hutong lanes, cultural and creative parks, fashionable business circles and art halls.