

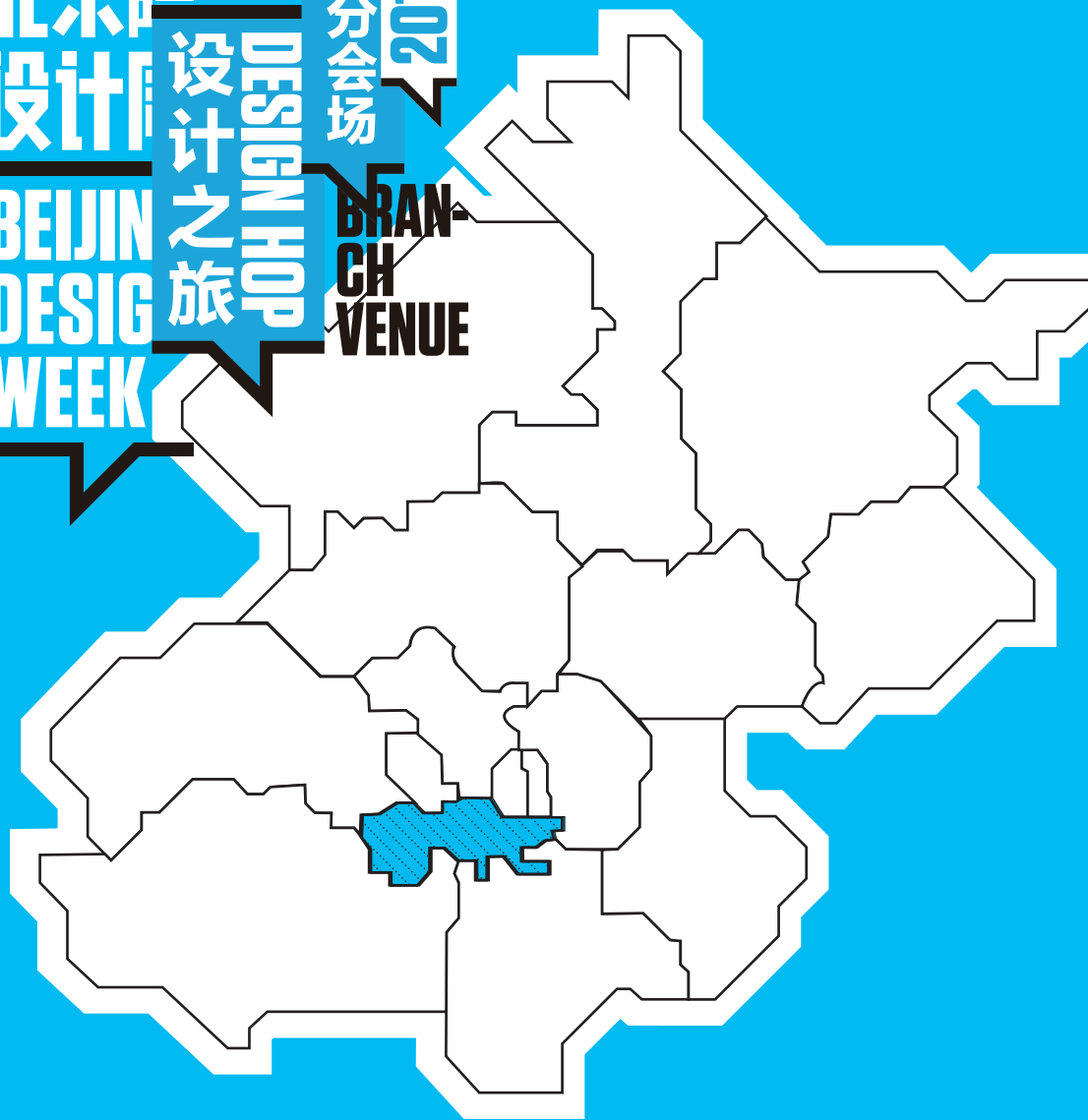


北京
设计周
BEIJIN
DESIG
WEEK

设计之旅
DESIGN HOP

分会场
BRANCH
VENUE

2019



FENGTAI DISTRICT 丰台区

- 北京汽车博物馆
- 石榴中心
- 万科泊寓

丰台分会场

北京汽车博物馆

Fengtai Branch Venues

Beijing Auto Museum



北京汽车博物馆
BEIJING AUTO MUSEUM

北京汽车博物馆是我国唯一一家由政府主导建设的汽车类专题博物馆，建筑面积约5万平方米，集“博物馆、科技馆、展览馆”三位一体。馆内按照“科学-技术-社会”的选题方式，分设创造馆、进步馆、未来馆及中国汽车工业经典藏品展区。

2019年6月5日-12月5日北京汽车博物馆举办“从1949走来，致敬旗迹”专题展览——庆祝中华人民共和国成立70周年”，展示“共和国长子”红旗汽车“诞生”与“今生”的故事；9月举办“汽车大家说”沙龙——情怀车之“红旗之夜”，邀请传统汽车企业、国内造车新势力、行业专家等，对中国汽车发展历程进行对话；8月到10月期间，更有丰富的理想汽车城系列活动，带领观众了解世界汽车的发展史和中国汽车早期发展的历程，以中国戏曲、篆刻等艺术为载体，传承和创新中华优秀传统文化。

Beijing Auto Museum is the only government-led automotive museum in China. Its building area is about 50,000 square meters. It is combining the functions of Museum, Exhibition Gallery and Science & Technology Museum. According to the topic selection method of “Science-Technology-Society”, the museum is divided into The Hall of Innovation, The

Hall of Development, The Hall of Future and Classic Collection Exhibition Area of China's Automobile Industry.

From June 5th, 2019 to December 5th, 2019, a special exhibition on “Since 1949, Salute Hongqi” was held in Beijing Auto Museum, to celebrate the 70th Anniversary of the Founding of the People's Republic of China, which tell the story of “Birth” and “This Life” of the Hongqi car—“the eldest son” of the People's Republic of China”. In September, we will held “Everyone talks about automobile” salon—Love Car—“Hongqi Night”, inviting traditional automobile enterprises, new domestic car manufacturers and industry experts and so on, carry out a dialogue on the development process of China's automotive industry. During August to October, there is a rich series of “Creative Auto City” activities, lead the audience to understand the development history of the world's automotive industry and the early development of China's automotive industry, and to inherit and innovate the Chinese excellent traditional culture with the Chinese Opera and Engraving Art as the carrier.

“从1949走来，致敬旗迹”专题展览

——庆祝中华人民共和国成立70周年

Special Exhibition on “Since 1949, Salute Hongqi” To celebrate the 70th Anniversary of the Founding of the People's Republic of China

展览展示红旗汽车“诞生”与“今生”的故事，以及我馆红旗相关藏品修复技艺和成果，旨在展示中国汽车发展成果，促进汽车科技专业成果的深入交流，推进博物馆经典展览艺术服务于民，共同庆祝中华人民共和国成立70周年。同时作为文化枢纽，搭建了汽车文明交流对话的平台，清晰地看到中国汽车工业发展历程，借助历史，探寻中国汽车梦的未来。以“红旗精神”印刻不变的民族记忆，折射中国汽车工业曲折又多姿多彩的创业历史；用“中国元素”解析红旗的工艺维度；因“红旗技艺”诠释匠心之路，创造崭新的红旗思维。展示了十余辆经典新老红旗汽车，通过多种方式，向观众展示中国汽车工业历史中多维度的红旗故事和文化。

China's automobile industry development, with the help of history, to explore the future of China's automobile dream.

Inheriting the unchanging national memory with the “Hongqi Spirit”, reflecting the twisted and colorful entrepreneurial history of China's automobile industry; Using the “Chinese elements” to analyze the craftsmanship of the Hongqi; The “Hongqi Skills” interpreting the ingenuity path and creating a brand-new Hongqi thinking. It has displayed more than ten classic new and old Hongqi cars, showing the multi-dimensional Hongqi story and culture in the history of China's automobile industry to the audience through various means.

The exhibition shows the story of the “Birth” and “This life” of the Hongqi car, as well as the restoration skills and achievements of the Hongqi related collection car in our museum, and aims to show the achievements of China's automobile development, promote the in-depth exchange of professional achievements in automobile science and technology, promote the museum's classical exhibition art to serve the people and jointly celebrate the 70th Anniversary of the Founding of the People's Republic of China.

At the same time, as a cultural hub, set up a platform for the exchange and dialogue of automobile civilization, clearly see the history of



活动时间/Project Date: 2019.6.5-12.5 09:00-17:00 (周一闭馆, 法定节假日除外)
活动地点/Project Venue: 丰台区南四环西路126号 北京汽车博物馆(丰台区规划展览馆)/No. 126, South Fourth Ring Road, Fengtai District Beijing Auto Museum (Fengtai District Planning Exhibition Hall)

创想汽车城 Creative Auto City



- 1、时光穿梭站（7月至10月每周末及节假日，时光穿梭站活动以角色扮演讲解的形式，带领观众沿着“历史的车轮”，追溯“车”的由来，了解世界汽车的发展史和中国汽车早期发展的历程）
- 2、汽车工作坊站（一起画车吧、一起造车吧、一起开车吧）7月至10月每周末及节假日
- 3、能量加油站7月至10月每周末及节假日
- 4、印记汽博馆（7月预热-10月，以中国篆刻艺术为载体，传承和创新中华优秀传统文化。以自动售卖、自助盖章的形式，帮助创想汽车城活动的参与者成为汽车小达人。）

1, Time Shuttle Station (from July to October every weekend and holidays, Time Shuttle Station activities in the form of role-playing explanation, lead audience along the “wheel of history”, trace the origin of “vehicle”, understand the history of the world’s automobile and the early development of Chinese car)

2, Auto Workshop Station (draw a car together, build a car together, drive together) from July to October every weekend and holidays

3, Energy Gas Station from July to October every weekend and holidays

4, Imprinting Auto Museum

(It will warm up in July and last for October, with Chinese Engraving Art as a carrier, inherit and innovate the Chinese excellent traditional culture. In the form of automatic sales, self-service seals, help the participants of “Creative Auto City” activity become a young automobile master.

活动时间/Project Date:2019.6.5-12.5 09:00-17:00 (周一闭馆, 法定节假日除外)
活动地点/Project Venue: 丰台区南四环西路126号 北京汽车博物馆 (丰台区规划展览馆) / No. 126, South Fourth Ring Road, Fengtai District Beijing Auto Museum (Fengtai District Planning Exhibition Hall)

情怀车之“红旗之夜” Love Car-“Hongqi Night”

北京汽车博物馆作为北京市终身学习教育基地，始终将科技惠民、文化惠民作为重要工作之一。同时，作为“工程技术教育专业委员会”发起单位，汽博馆意在将汽车作为科普教育的切入点，从而助力我国创新型人才的培养。“红旗之夜”系列科普活动也是在此基础上推出的特色活动，通过邀请专业领域专家、学者、科研人员、院士等向公众讲述汽车行业的最新动态发展及最新技术，更好的推进工程技术教育的发展。

“汽车大家说”沙龙活动结合汽博馆举办的红旗主题展览及建国70周年等活动，“红旗之夜”系列科普活动拟邀请红旗设计师、历史文化研究人员向社会大众讲述红旗的历史发展，以及新时代红旗精神，同时围绕未来汽车、智能网联等领域邀请传统汽车企业、国内造车新势力、行业专家等，对中国未来的汽车发展进行介绍。



As a lifelong learning and education base in Beijing, Beijing Auto Museum has always regarded science and technology and cultural benefits as one of the important tasks. At the same time, as the “Engineering Technology Education Professional Committee” sponsor, the auto museum is intended to use the automobile as the entry point of popular science education, so as to help china’s innovative talent training.

“Hongqi Night” series of popular science activities is also launched on this basis of the special activities, by inviting professional experts, scholars, researchers, academicians and other experts to tell the public about the latest developments in the automotive industry and the latest technology, to better promote the development of engineering and technology education.

“Everyone Talks About Automobile” Salon activities in conjunction with the Hongqi theme exhibition held by the Auto Museum and the 70th Anniversary of the Founding of the People’s Republic of China and other activities.

“Hongqi Night” series of popular science activities is intended to invite Hongqi designers, historical and cultural researchers to tell the public about the historical development of the Hongqi, as well as the new era of Hongqi spirit, at the same time, we will invite traditional automobile companies, new domestic car manufacturers and industry experts to introduce China’s future car development around the future of automobiles and intelligent network.

活动时间/Project Date:2019.9
活动地点/Project Venue: 丰台区南四环西路126号 北京汽车博物馆 (丰台区规划展览馆) / No. 126, South Fourth Ring Road, Fengtai District Beijing Auto Museum (Fengtai District Planning Exhibition Hall)

丰台分会场

石榴中心

Fengtai Branch Venues

Pomegranate center



石榴中心位于北京南城宋家庄交通枢纽商圈，是少数由民营企业投资的中关村分中心、国家级双创园区、创新型科技生态园区，石榴中心始终以建设国际一流的科技+文化创新创业园区为己任，以打造高品质创新创业服务体系为出发点，经过近四年的运营，先后荣获“国家级科技企业孵化器”、“国家级众创空间”、“国家级高新技术企业”、“双创服务创新精瑞科学技术奖”等多个国家级荣誉与认定，已成为北京南城双创国际化的旗舰园区。

Pomegranate center is Zhongguancun Sub-Centers invested by a small number of private enterprises, State-level Innovation and Entrepreneurship Parks, and Innovative Science and Ecological parks.

Located in the business hub of Songjiazhuang Transportation Hub in south Beijing, the Pomegranate center is Committed to building a world-class science park + cultural innovation and entrepreneurship park, and starting from creation of high-quality innovative ecological community service system. After nearly four years of operation, it has been the international flagship science park for innovation and entrepreneurship in south Beijing and won many national-level honors and recognitions including National Technology Enterprise Incubator, National Level Innovation Space, National High-tech Enterprise, and Jingrui Science and Technology Award for Innovation and Entrepreneurship Service.

活动时间/Project Date: 2019.9.6-9.12 / September 6-12, 2019
活动地点/Project Venue: 丰台区南四环西路126号 北京汽车博物馆(丰台区规划展览馆) / No. 126, South Fourth Ring Road, Fengtai District Beijing Auto Museum (Fengtai District Planning Exhibition Hall)

活动内容简介

Brief introduction of activities

更新、迭代、科技、创新已经成为了这个时代不可或缺的时代名词，科技让生活便捷、设计让生活美好，而未来注定是一次次关于“科技”的“革命”，石榴设计节是一次对未来的未知猜想、对科技的大胆探索、对生活方式的美好向往。

1. 未来生活方式论坛

时间：2019年9月11日-12日（暂定下午）

主题：“科技生活 智造未来”

简介：通过设计与科技二者之间关系的深入探讨，引发人们对于未来生活方式的深入思考与探索。

2. 未来生活方式市集

时间：2019年9月6日-8日

简介：打破以往传统的市集陈列和售卖方式，将用户体验和商品做结合，打造沉浸式市集和展览概念。通过人群的生活形态，建构网红市集打卡消费区，同时辅以即兴戏剧表演，增加用户体验感。

3. 未来生活方式展

时间：2019年9月6日-12日

简介：展览将汇集超过百家国内外科技企业产品，围绕未来城市、未来出行、未来生活等众多主题，通过互动体验的形式向人们展现可能对未来生活带来显著变化和深刻影响的前沿科技产品及方案，提前感受未来智慧生活方式。

Renewal, iteration, technology, and innovation have become the indispensable synonyms of our era. Technology makes life convenient, design makes life better, and the future is destined to be revolutions about technology. Pomegranate Design Festival is a guess to the future, an exploration of technology and the yearning for good lifestyle.

1. Forum

Time: September 11-12, 2019

Theme: Hi-tech Life and Intelligence Future

Introduction: The forum will inspire the thorough thinking and exploration on the future lifestyle through the in-depth discussions on the relationship between design and technology.

2. Subject Market

Time: September 6-8, 2019

Introduction: Breaking through the traditional marketplace display and sales methods, the Future Lifestyle Market combines the user experience and the merchandise to create an immersive market and exhibition concept. It constructs the Internet Celebrity consumption area through the people's lifestyle, and supplements the user experience through the instant drama performance.

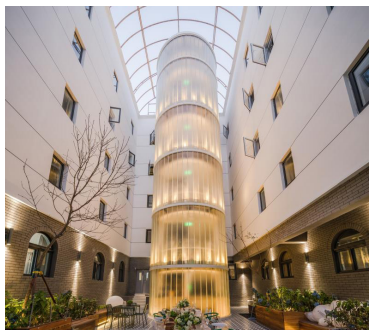
3. Exhibition

Time: September 6-12, 2019

Introduction: The exhibition will bring together more than 100 domestic and foreign technology companies, focusing on the themes of future cities, future travel, and future life, with the aim to feel the future smart lifestyle in advance and show the cutting-edge technology products and plans that may bring significant changes and profound impacts on the future life through interactive experiences.

丰台分会场 万科泊寓北京

Fengtai Branch Venues Port Apartment Beijing



泊寓北京共计十一家门店，其中在运营的有九家门店，分别分布于北京市的各个方位，从舒适的生活体验，到丰富的社群文化，无一不是当地的“生活”地标；待开业的有两家门店，分别位于南三环的成寿寺以及南四环的高立庄，是两个大型综合社区型项目，旨在通过全方位配套和多样化社群满足城市青年对品质生活、文化汲取及高效社交的复合型需求。

美好生活研究所@2019北京国际设计周，将分为：“城市青年生活之美”论坛、“泊寓生活”空间提案展、“城市更新”主题论坛、胡同文创体验市集、非遗手作沙龙五大模块，聚焦城市青年生活痛点，在解决基础生活物理条件的前提下，强调对住与办公以外的第三空间的打造，倡导租住生活理念的同时，给青年人营造一个可以寄托家的情怀和乌托邦美梦的地方。不仅可以感受好的产品，还可以认识一群靠谱的邻居。为都市青年打造一个“便捷、品质、社区”的温暖人居环境。我们认为，“家”，更多应是心灵的港湾，通过展开各种丰富多彩的线上线下活动，倡导一种健康、温馨、精致、内涵的智慧生活。

There are a total of eleven Port Apartment stores in Beijing, nine of which are in their operations and scattered at different positions in Beijing. They become all local “life” landmarks in terms of comfortable living experiences and rich community culture; There are two stores to be opened, namely Cheng Shou Si in the South Third Ring Road and Gao Li Zhuang in the South Fourth Ring Road. The two large-scale integrated community-based projects aim to meet the compound demand of urban youth for quality life, culture absorption and efficient socialization through all-round supports and diverse communities.

Research Institute of Good Life @2019 Beijing International Design Week will be divided into the following five modules: “The Beauty of Urban Youth Life” Forum, “Port Apartment Life” Space Proposal Exhibition, Theme Forum on Urban Renewal, Hutong Cultural & Creative Experience Market and the intangible cultural heritage hand-made salon, which focuses on the pain points of urban youth’s life. Under the premise of solving the basic physical conditions of life, it emphasizes the building of the third space outside the living and office, and advocates the concept of renting life, at the same time, creates a place for young people to repose their feelings and utopian dreams. They can not only feel good products, but also know a group of reliable neighbors. In this regard, it creates a warm living environment of “convenience, quality and community” for urban youth. We believe that “home” should be more of a harbor of the soul. Through various rich and colorful online and offline activities, we advocate a smart life that is healthy, warm, refined and connotative.

创承之美——文创体验市集、分享会

Hutong Cultural & Creative Experience Market and the intangible cultural heritage hand-made salon

当代年轻人被贴上了很多标签，他们的性格极具多样性，众多年轻人在城市中发生的故事叠加起来就好像一部电影，而泊寓专为都市年轻人提供一个让电影故事发生在现实的场所，为他们提供一个有温度、有故事、有梦想的家。泊寓北京有很多有文化气质的项目：北锣店恰巧位于胡同内、安贞店具有拥有温馨气质的花园中庭、天坛店登上屋顶即可欣赏到一篇古迹景色，设计周期间，我们将就“创新”“传承”话题进行探讨，通过在不同的场所，开展不同规模及形式的展览，将非遗文化进行创新性的呈现，通过一系列的线下活动，传达“创承”之美。

Contemporary young people are fitted with a variety of labels. Their characters are extremely diverse and their stories in the city are superimposed like a movie, and the Port Apartment is designed to provide urban youth with a venue where the movie is set and provide them with a home of temperature, stories and dreams. There are many projects with culture temperament of Port Apartment Beijing: the Beiluo store is located in Hutong, the Anzhen store has warm garden and atrium, and a historic site can be seen on the roof the Temple of Heaven store. During the design week, we will discuss the topic of “innovation” and “inheritance”. Through the exhibitions of different scales and forms in different places, the intangible culture will be presented in an innovative way, and the beauty of “inheritance” will be conveyed through a series of offline activities.



创承之美——文创体验市集

Cultural Innovation Market

时间:

2019.9.14-9.15 11:00-18:00

地点:

北京市东城区安定门街道干福巷12号泊寓北锣店/Beiluo Port Apartment, No. 12, Qianfu Lane, Andingmen Street, Dongcheng District, Beijing

创承之美——非遗文化手作体验

Hand-written works of non-relics culture

时间:

2019.9.22 10:00-12:00

地点:

北京市朝阳区安贞西里四区甲1号楼泊寓安贞店/Anzhen Port Apartment, No. 1 Building, Fourth District, Anzhen Xili, Chaoyang District, Beijing

创承之美——非遗文化手作体验

Hand-written works of non-relics culture

时间:

2019.9.22 14:00-16:00

地点:

北京市东城区天坛东里乙48号泊寓天坛店/Tiantan Port Apartment, Dongcheng District, Beijing

“城市青年生活之美”论坛 “The Beauty of Urban Youth Life” Forum



泊寓
PORT APARTMENT
城市青年家

随着城市化进程，设计在生活中占据了很重要的一个角色，生活中有了设计，我们的生活更加舒适便捷，设计作为一种重要的社会现象和行为，是走向生活和技术的功能审美创造，设计与生活的互动首先体现在设计的意义上，使设计为生活带来人们更美好的生活。作为文化产业的一个重要分支，本次@北京国际设计周期间，泊寓将举办青年生活文化节，邀约各个品牌，针对样板间品牌方案以及对生活之美话题进行讨论。

With the process of urbanization, design has played a vital role in life, which makes our life more comfortable and convenient. As an important social phenomenon and behavior, design represents the functional aesthetic creation of life and technology. The interaction between design and life is first embodied in the significance of design, which brings people a better life. During the @Beijing International Design Week, the Port Apartment, an important branch of the cultural industry, will hold a Youth Life and Culture Festival, invite various brands, and discuss the branding schemes and the beauty of life.

活动时间/Project Date: 2019.9.21 / September 21, 2019
活动地点/Project Venue: 北京市丰台区泊寓成寿寺 / Chengshou Temple Village of Port Apartment, Fengtai District, Beijing

“泊寓生活”空间提案展 “Port Apartment Life” Space Proposal Exhibition

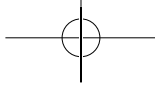


本次展览我们将针对泊寓成寿寺店五个产品户型，有幸邀约了五家设计师家居品牌，针对于都市青年的生活痛点，打造品牌专属主题房间，在设计周期间，对外进行专题展览，于此同时，我们将对房间打造进行线上线下同步投票，评选并颁发“生活研究所”相关奖项。

In terms of five model rooms of the Chengshou store, we are fortunate to have invited five designer home brands in this exhibition, in order to create a brand-specific theme room for the urban youth's life based on their pain points, and to conduct special exhibitions during the design week. At the same time, we will carry out online and offline simultaneous voting on the room building, and select and present the "Life Institute"-related awards.

泊寓
PORT APARTMENT
城市青年家

活动时间/Project Date: 2019.9.21 / September 21, 2019
活动地点/Project Venue: 北京市丰台区泊寓成寿寺 / Chengshou Temple Village of Port Apartment, Fengtai District, Beijing



“城市更新”主题论坛 Theme Forum on Urban Renewa

当前，我国城镇化和城市发展正由增量向存量转型发展，城市更新已经引起政府层面的高度关注，成为应对资源环境约束、实现城市现代化、融入全球化与推进经济社会结构调整基本而关键的方式。万科泊寓不仅仅是对旧建筑物、旧设施的翻新或重建，也不只是单纯以房地产开发为主导做相关经济活动，而是将可持续发展理念贯穿于整个开发过程，实现区域由传统的物质更新向融合社会、文化、经济和物质空间为一体的全面复兴。本次@北京国际设计周期间，泊寓将举办城市更新主题论坛，以“城市更新中的新社区”为主题，从新社区的场景设计、运营管理、案例分享、热点趋势观察等方面，进行相关交流与探讨。



泊寓
PORT APARTMENT
城市青年家

Nowadays, China's urbanization and urban development are undergoing the transformation from incremental to stock. Urban renewal has attracted great attention from the government level and has become the basic and key approach to cope with resource and environmental constraints, achieve urban modernization, integrate into globalization and advance economic and social structure adjustment. Vanke's Port Apartment does not only focus on the renovation or reconstruction of old buildings and old facilities, and not solely take real estate development as the leading economic activity. It also adheres to the concept of sustainable development throughout the whole development process, achieving a comprehensive renaissance from traditional material renewal to the mixture of social, cultural, economic and material spaces in the region. During the @Beijing International Design Week, Port Apartment will hold a theme forum on urban renewal, with the theme of "New Community in Urban Renewal". It will exchange and discuss the scene design, operation management, case sharing and hot trend observation of the new community.

活动时间/Project Date: 2019.9.4 /September 4
活动地点/Project Venue: 北京市丰台区花乡云图书馆（泊寓高立庄店） / Gaolizhuang Port Apartment, Fengtai District, Beijing