





## 欧典大家居国际设计文化小镇分会场 Order · Your Home International Design and Culture Town



北京大家居国际设计小镇由欧典品牌创立，总占地面积320亩，它承载两个功能，一是国际设计文化交流、研讨、展示、互动等设计艺术，二是大家居国际家居产品展示体验、设计体验、服务等实用服务。

打造世界级的设计平台，把世界设计引进中国产品，是欧典人的一直以来的追求。早在2002年欧典就聘请以德国设计师巴尔斯为首席代表的16位设计师，在德国成立地板研发中心，专业设计师的加入使欧典地板的设计与技术一直处于行业领先地位。

大家居国际设计文化小镇，在业务上是欧典地板从单一产品销售，向整体家居服务方案解决的跨越发展，在设计方面是从德国的地板研发中心，向国际设计师合作平台发展，这两个发展是欧典从一个企业向一个平台的发展，也是一个中国企业向国际企业发展的跨越。

欧典相信设计一定是未来，欧典大家居整体服务，一定会给用户带来完美的服务与体验，让销售产品服务，为设计生活服务，让中国消费者融入到世界设计……

Founded by Order Group, Beijing Your Home International Design Town covers an area of 213,333 square meters. It carries two functions. One is for the exchange, display and interaction of international design culture. Another is for the display, experience and service of international furniture products.

Order Group remains committed to creating a global design platform and introducing international design into China. In 2002, Order employed 16 designers, represented by Yugen Baryers, and established the floor R&D center in Germany. These designers enabled Order to be a leader in the floor industry, both in design and technology.

In the Your Home International Design and Culture Town, Order expands its business from single floor selling to overall household service providing. In terms of design, it develops itself into a cooperation platform based on the German R&D center. The two improvements enable Order Group to be an international platform and enterprise.

Order believes that design is an irresistible trend in the future. The overall services it provides will definitely bring perfect services and experience to the customers. Product sales should serve for life and Chinese customers can also enjoy world-class design in this town.





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BEIJING  
DESIGN  
WEEK设计之都  
设计之旅

专题园区

专题园区

设计之都  
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## 顺义分会场·北大资源天竺园区站 Shunyi Branch Venue·PKU Resources Tianzhu Park

北大资源双创园天竺园区是顺义区首个以双创为主题的示范园区，是北大资源集团以双创园为主题、艺术馆为载体，涵盖文创活动、艺展传播、科教娱乐及商业休闲、创意办公一体化的文化科技融合园区。同时也是高校科技与文化融合及产学研一体化的研发、展示、交易中心。园区营造优良的商业服务环境，打造园区建筑美学标杆，提供新生活美学方式。

Tianzhu Section of Peking University Resources Double Pioneer Park is the first double pioneer demonstration park.

Peking University Resources Group Co., Ltd uses double pioneer park as a theme, art gallery as carrier, it covers culture and creative events, art exhibition communication, entertainment and business leisure, creative office and becomes an integration of culture ,technology fusion park. It also is a research, display and trade center for university technology and culture merging, as well as a center for combination of industry, education and research.

The park creates fabulous business service environment, build up park construction aesthetics standard. Provides new life aesthetics styles.



## 视觉进行时 ——2019年北京国际设计周设计之旅绘画邀请展 Ongoing Visual Art: 2019 Beijing Design Week Design Hop Invitation Exhibition

主办:

北大资源文化

Host:PKU Resources Culture

承办:

北大资源艺术中心

北京千年时间画廊

国创艺博(北京)文化有限公司

Organizer:

PKU Resources Arts Center

New Millennium Gallery Beijing

Beijing Guochuang Culture &amp; Art Co., Ltd

支持:

北京国际设计周有限公司

Support Unit:

Beijing Design Week Co., Ltd

展览时间: 2019年9月10日-10月7日

Time: Sep10th-Otc 7th

地点: 北大资源文化双创园展厅

Venue: Exhibition Hall, Tianzhu Section, Peking University Double pioneer Park

地址: 北京市顺义区天竺镇府前二街21号

Address: 21 Fu Qian Jie Street, Tianzhu Town, Shunyi District, Beijing

策展人: 雁西

Curator: Yanxi

参展艺术家: KNONYU (匈牙利), Flora Fong(古巴Cuba), Li Dominguez Fong(古巴Cuba), 徐晨阳, 周松, 朱明强, 卿泰卯, 兰益, 张博, 张容, 姚运, 曲巍巍, 吴梁焰, 陈红, 武妍希, 杨舒文, 申树斌

Artist: KNONYU, Flora Fong, Li Dominguez Fong, Xu chenyang, Zhou song, Zhu ming-tao, Qing taimao, Lan yi, Zhang bo, Zhang rong, Yao yun, Qu weiwei, Wu liangyan, Chen hong, Wu yanxi, Yang shuwen, Shen shubin



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## 艺术·设计跨界沙龙

### Art Design Cross Border Salon

时间：2019年9月10日下午2时

Time Sept10th,2019,2pm

地点：北大资源文化双创园展厅

Venue: Exhibition Hall, Tianzhu Section, Peking University Double Pioneer Park

地址：北京市顺义区天竺镇府前二街21号

Address: 21 Fu Qian Jie Street, Tianzhu Town, Shunyi District, Beijing

在当代大众文化思潮的影响下，商业与艺术、设计与流行文化、纯艺术与设计之间相互交织与重叠，跨界与融合成为当代文化的新标签。在文化和经济的双重影响下，当代设计从意识形态到服务对象都发生了变化，艺术、消费文化、设计之间的界限逐渐被打破，设计与艺术跨界实践在当代创意产业发展、社会生活、经济与文化建设等众多方面都显示出前所未有的力量。

北大资源天竺园区在设计周期间，将举办“艺术·设计跨界沙龙”，聚集多领域人士回应这一现象，探寻艺术与设计结合的新可能。

Under the influence of contemporary popular cultural trends, limit between commerce and art, design and pop culture, pure art and design become blurry, cross border and merge becomes the new label of contemporary popular culture. With double influence of culture and economy, from ideology to customers, contemporary design has changed a lot. As a result, Border among art, consumer culture and design was broken, cross border practice of design and art shows unprecedented power in the field of contemporary creative industry, social life, economy and culture construction.

During the Beijing design week 2019, Peking University Resources Pioneer Park Tianzhu Section will hold Art Design Salon, inviting guests from different fields to respond the trend and explore the new opportunities of combine art with design.





## 北京大学文创创业训练营

### Peking University Culture and Creative Pioneer Training Camp

时间：2019年9月20日下午2时

Time Sep 20th ,2019,2pm

地点：北大资源文化双创园雕塑公园展示中心

Venue:Sculpture Park Display Center,

Tianzhu Section,Peking University Double Pioneer Park

地点：北京市顺义区天竺镇府前二街21号

Address: 21 Fu Qian Jie Street,Tianzhu Town,Shunyi District,Beijing

北京大学创业训练营依托北京大学人才优势、科研实力和校友资源，提出“创业教育、创业研究、创业孵化、创投基金”四位一体的全新理念，培养创新思维、弘扬创业精神、帮扶创业实践，以实际行动服务于青年创新创业，进而促进科技成果转化及战略新兴产业发展。

本次活动既是文创产业投融资对接专场路演会，亦是“北京大学训练营文化产业训练班”的招生择优的面试环节。活动邀请国内投资机构、知名投资人、行业专家作为评委导师，用科学、严谨、专业、负责的评审机制，从项目诊断、股权设计、项目投资、模式锤炼、资源推介、政策解读、市场运营等方面给予创业项目全面指导和资源对接，并选拔优秀创业项目代表进入北京大学创业训练营文创产业特训班学习和扶持。作为国内最大的全公益开放创业教育与扶持平台，北京大学创业训练营携手产城融合模式引领者北大资源集团，依托北京大学教育资源、校友资源和产业资源，聚焦文化产业，推动文化产业发展理念创新、业态创新、模式创新、内容创新和服务创新，公益培育文创领域创业人才，系统扶持文化产业创业项目。

Peking University Pioneer Training Camp benefits from human resources, scientific research and alumni resources of Peking University. Put forward brand new idea of four in one(pioneer education, pioneer study, pioneer incubation and venture capital found). focus on encourage creative thinking, promote entrepreneurship, support pioneer, help the young start business, thus promotes the marketing of scientific and technology achievements and development of strategic emerging industries.

The event is not only a culture and creative industry investing and financing communication special roadshow, but also interview process for Peking University Training Camp Culture Industry Training Class. The event will invite domestic investment establishments, famous investment personals, industry experts as judge and tutor. With scientific, rigorous, professional, accountable reviewing system.

From project diagnose, equity planning, project investment, mode hammer out , resource introduction, principle interpretation to market operation, the event provides all aspect guide and resource matching to pioneer projects, and select outstanding pioneer projects representatives

to join the Peking University Pioneer Training Camp Culture and Creative Industry

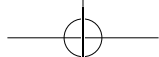
Special Training Class and assist them when they need.

As a largest pure public welfare open pioneer education and assistance platform, Peking University Pioneer Training Camp collerabates with Peking University Resources Group Co., Ltd .take advantage of Peking University education resources, alumni resources, and industry resources,focusing on culture industry, promoting culture industry new ideas, industry form innovation. Content innovation, and service innovation. Training talents in the culture and creative industry, supporting culture industry pioneer projects systematically.

## 北京大学 创业训练营

Beijing University  
Entrepreneurship Training Camp





## 空间再造——城市更新论坛

### Rebuild the Space—City Renewal Forum

时间：2019年9月21日下午2时

Time Sept 21st, 2019, 2pm

地点：北大资源文化双创园展厅

Venue: Exhibition Hall, Tianzhu Section, Peking University Double Pioneer Park

地址：北京市顺义区天竺镇府前二街21号

Address: 21 Fu Qian Jie Street, Tianzhu Town, Shunyi District, Beijing

“城市更新”随着我国部分重要城市从大规模建设逐步迈入存量阶段，发展出了极富活力的生态产业群，并开始成为我国城市发展的内在驱动力，城市规划建设与国民经济如何相互协调发展不仅是地产行业也是城市管理者需要着力研究的重要课题。城市更新一方面对建筑物等硬件设施进行改造，另一方面也对各种生态环境、文化环境、产业结构、功能业态、社会心理等软环境进行延续与更新。

论坛在于探讨对城市更新行业的方案设计、开发运营模式、市场信息、行业发展有关问题等进行整合与研究。

With some major cities evolution from large scale building up to stock stage. Some vibrant ecological industry groups appear, which becomes inner driving force for city development in China. How to coordinate the development of city planning construction and national economy becomes an important subject not only for real estate industry but also for city management. City renewal needs to transform the hard ware facility such as construction works, at the same time, soft environment including various ecosystems, culture environment, industry structure. Social psychology also need continue and update.

The forum will discuss the scheme design, explore operate mode, market information, and industry development and integration and study the related subjects.

