

北京设计论坛

Beijing Design Forum

论坛概况

论坛名称: 2019北京国际设计周北京设计论坛
论坛议题: 设计引领产业转型升级
论坛时间: 2019年9月7日(星期六) 09:00—17:00
论坛地点: 中华世纪坛发布厅
演讲形式: 主题演讲, 圆桌对话
论坛规模: 8名中外专业嘉宾演讲, 听众约200人
语言形式: 中英同传
关注重点: 城市创新—老城保护、街区更新、工业遗址再造
产业创新—设计赋能数字经济与实体经济融合发展
智慧设计, AI赋能
设计催生创新活力

组织机构

主办机构: 北京国际设计周组委会
承办机构: 北京设计学会
协办机构: 北京设计学会服务设计专委会
北京设计学会设计心理学研究中心
中关村工业设计产业协会
中国农林高校设计艺术联盟
创意中国设计联盟
北京科技大学机械工程学院工业设计系

Overview of the Forum

1.Forum Name: 2019 Beijing Design Week Beijing Design Forum
2.Theme: Design Leads Industrial Transformation
3.Date and Time: 7th September, 2019 (Saturday), 09:00-17:00
4.Venue: China Millennium Monument
5.Format: Keynote Speech, Round Table Dialogue
6.Scale: 8 Local and Foreign experts, 200 audience
7.Language form: Simultaneous Interpretation in Chinese and English
8.Topics to be focused on:
A.Urban Innovation: Preserving of old cities, renewing of streets, giving new life to old factory areas;
B.Industrial Innovation: Design Enabling the Integration of Digital Economy and the Real Economy Development;
C.Smart Design, AI Empowerment;
D.Design Nurtures Creativity;

Organizations

Host: Beijing Design Week Organizing Committee
Organizer: Beijing Design Society
Co-organizer: Beijing Design Society Service Design Committee
Beijing Design Society Design Psychology Research Center
Zhongguancun Industrial Design Association;
Art Design Union of China Agricultural and Forestry Universities;
Creative China Design Confederation;
Industrial Design Department, Mechanical Engineering School, University of Science and Technology Beijing

2019北京国际设计周北京设计论坛

2019 Beijing Design Week Beijing Design Forum

论坛简介

北京设计论坛是北京国际设计周学术专业论坛，围绕北京国际设计周的理念和主题，打造全球视野与本土实践对话交流的平台，探讨国际设计发展趋势，阐释设计与相关产业融合发展的理论和实践，为城市未来可持续发展、实现人民对美好生活的向往贡献智慧。

2019北京设计论坛聚焦设计创新与城市活力再造，结合文化创意与科技创新，探索设计与产业、经济相融合，引领产业转型升级与消费升级。论坛邀请国内外设计创意、科技创新、产业创造、人工智能领域的精英，以大战略、大思路、大格局的高度，深入探讨，引领新时代设计风向标。

论坛主题

2019北京设计论坛主题为“设计引领产业转型升级”。重点关注“城市创新—老城保护、街区更新、工业遗址再造；产业创新—设计赋能数字经济与实体经济融合发展；智慧设计、AI赋能；设计催生创新活力”等相关问题。

论坛目标

- 1、打造全球视野与本土实践对话交锋的平台，探讨设计与相关产业融合发展的理论和实践，为城市的未来可持续发展、实现人民对美好生活的向往贡献智慧；
- 2、聚焦设计创新与城市活力再造，紧扣中央总体战略部署和北京市中心工作，从大战略、大思路、大格局的高度，畅所欲言、献计献策；
- 3、集中展示、推介文化创意和设计服务与相关产业融合发展的创新成果，推动设计服务产业链在北京集聚，促进设计市场要素的交流、交易；
- 4、探索设计创造与人文、科学、技术、艺术的融合，引领产业转型升级与消费升级；

Forum Introduction

Beijing Design Forum being academic and professional forums of Beijing Design Week aims to create a platform for the exchange between the global vision and local practice of design. The international development trends will be explored as well as interpreting the theory and practice of the integration of design and its related industries, contributing to the sustainable development of the city. Also, providing ideas and wisdom for the realization of people's need for a better life.

2019 Beijing Design Forum focuses on design innovation and urban renewal, combines cultural creativity and technological innovation, explores the integration of design with industry and economy, and leads industrial transformation and consumption upgrading. The Forum invites the elites in the fields of design creativity, science and technology innovation, industrial creation and artificial intelligence at home and abroad to conduct in-depth discussion from the height of the big strategy, the big idea and the big picture, in order to lead the design wind vane of the new era.

Forum Topic

The topic of 2019 Beijing Design Forum is “Design Leads Industrial Transformation and Upgrading”. Focus on “Urban Innovation: Preserving of old cities, renewing of streets, giving new life to old factory areas; Industrial Innovation: Design Enabling the Integration of Digital Economy and the Real Economy Development; Smart Design, AI Empowerment; Design Nurtures Creativity” and other related issues. a

Social Benefits

1. Create a platform for dialogue and confrontation between global vision and local practice, explore the theory and practice of integration and development of design and related industries, and contribute wisdom to the future sustainable development of cities and the realization of people's yearning for a better life.
2. Focus on design innovation and urban renewal, closely follow the overall strategic deployment of the central government and the central work of Beijing, speak freely and offer suggestions from the height of the big strategy, the big idea and the big picture.
3. Focus on the display and promotion of innovative achievements in the integration and development of cultural creativity and design services with related industries, promote the gathering of design service industry chains in Beijing, and promote the exchange and trading of design market elements.
4. Explore the integration of design creation with humanities, science, technology and art, and lead the industrial transformation and consumption upgrading.

论坛议程

主办方致辞

主题演讲

圆桌对话

总结发言

Forum Schedule

Speech by the Organizer

Keynote Speech

Round Table Dialogue

Concluding Remarks

论坛主持人

Host of Forum



许平

北京设计学会会长、中央美术学院教授、博士生导师

Xu Ping

President of Beijing Design Society, Professor and Doctoral
Supervisor of Central Academy of Fine Arts



宋慰祖

北京市政协常委、副秘书长、民盟北京市委专职副主委

北京设计学会创始人

Song Weizu

Standing Committee of Beijing Municipal CPPCC, Deputy Secretary
General, Full-time Deputy Director of China Democratic
League Beijing Committee, the Founder of Beijing

演讲嘉宾 Keynote Speakers

黄俊辉(中国)

中车集团副总设计师;

Huang Junhui (China)

Deputy Engineer of China
Railway Rolling Stock
Corporation;



黄俊辉 中国中车股份有限公司副总工程师, 北京交通大学兼职教授; 所主持的工业化平台动车组项目获工信部组织的“中国优秀工业设计奖”金奖; 个人获世界绿色设计组织颁发的“绿色设计国际贡献奖”, 获光华龙腾奖中国设计贡献奖, 获“茅以升科学技术奖”铁道工程师奖, 获中国铁道学会“铁道科技奖”特等奖5次; 专著《可变编组动车组设计》、《中国高速动车组创新与经济分析》, 主持完成多个动车组项目, 取得了显著的社会和经济效益, 为推动中国高铁发展做出了突出贡献。

Huang Junhui (China) Deputy Engineer of China Railway Rolling Stock Corporation; Huang, Junhui Deputy Engineer of China Railway Rolling Stock Corporation, Part-time professor of Beijing Jiaotong University; the project of EMU with industrialized platform was awarded the Gold Prize of “China Excellent Industrial Design Award” organized by the Ministry of Industry and Information Technology; the individual was awarded the “International Contribution Award of Green Design” by the World Green Design Organization; the Guanghua Longteng Award for Chinese Design Contribution Award; and the “Mao Yisheng Science and Technology Award” for Railway. Has won five special prizes of “Railway Science and Technology Award” of China Railway Association. The monographs include “Design of Variable Formation EMUs” and “Innovation and Economic Analysis of China High Speed EMUs”. Has presided over the completion of multiple EMUs projects and achieved remarkable social and economic benefits, has made outstanding contributions to the development of China’s high speed railway.

程 静(中国)

中关村制造大街创始人;

Cheng Jing (China)

Founder of Zhongguancun
I-M-WAY;



程静, 全国政协委员、北京市政协委员、海淀区政协委员、民革北京市委副主委、北京海东硬创科技有限公司(混合所有制, 中关村智造大街运营公司)总经理, 在科技行业耕耘二十余年, 在制造业转型升级及推动创新创业高质量发展的双重背景下打造中关村智造大街——全国首个聚焦硬科技领域的创新创业生态园区, 搭建运营两个线上平台“科技服务公共平台”“科技成果转化平台”以及两个线下平台“实验室”“产业园区”, 首创北斗七星服务模式, 打造“硬创空间”科技服务品牌, 为科技型初创企业提供贯穿企业成长周期的全过程服务, 帮助企业实现“技术-产品-商品”的转化, 已在北京市和全国多个省市地区应用落地, 汇聚了一批具有自主知识产权核心技术的高精尖项目, 逐步形成高端创新要素聚集、科技服务链条完善的创新创业生态圈, 为构建科技创新生态体系、加快培育创新主体提供支撑。作为全国+北京+海淀政协委员, 关注社会经济重点难点问题, 积极推动创新创业方面的国内国际合作, 坚持精准科技扶贫, 多年来围绕科技创新、成果转化、产业升级等议题建言献策, 得到多级领导肯定批复, 获得全国三八红旗手、中关村高端领军人才、北京创新创业先锋人物奖等四十多项荣誉。

Cheng Jing (China) Founder of Zhongguancun I-M-WAY; Members of the CPPCC National Committee, members of the Beijing Political Consultative Conference, members of the Haidian District Political Consultative Conference, Deputy Committee of the Beijing Municipal Committee of the People’s Revolution, and general manager of Beijing Haidong Hard Creation Technology Co., Ltd. (Mixed Ownership, Zhongguancun I M WAY Operating Company)

道格拉斯·沃尔斯顿 (美国)
微软亚洲互联网工程院亚太区
设计总监;
Douglas Walston (US)
Design Director of Microsoft
Internet Engineering
Institute;



Douglas Walston目前是微软公司8号工作室首席设计总监,担任微软在中国开发的必应、Cortana、Office和中国创新项目的设计总监。在这一职位上,负责领导设计人员和研究人员研究广泛的微软关键产品,特别是BingNews、Cortana、Xiaoice、Bing Ads、微软表单、微软发布者、移动搜索客户机以及各种中国特有的创新产品。曾历任过摩托罗拉芝加哥工作室负责人、总监,诺基亚手机用户体验设计主管。在多元文化、快节奏、技术驱动的环境中,充满激情并以丰富的经验领导多学科的设计团队,擅长弥合业务团队与设计团队,消费者和产品开发人员之间的距离。

Douglas Walston (US) Design Director of Microsoft Internet Engineering Institute Principal Design Director, Studio 8, Currently serve as the Design Director for Microsoft's Bing, Cortana, Office and China innovation programs which are developed in China. In this role I am responsible for leading designers and researchers working on a broad range of key Microsoft products, notably Bing News, Cortana, Xiaoice, Bing Ads, Microsoft Forms, Microsoft Launcher, mobile search clients and a variety of China-specific innovations. Passionate leader with broad experience leading multi-disciplinary design teams in a multicultural, fast paced, technology-driven environment, I'm skilled at bridging the gap between business and design teams, consumers and product developers.

莉莉安娜·奥瓦尔 (墨西哥)
墨西哥籍设计师;
Liliana Ovalle (Mexico)
Mexican Designer;



Liliana Ovalle 1977年生于墨西哥城,现在是常驻在伦敦的设计师。2006年毕业于皇家艺术学院。她曾为PlusDesign画廊、MAXXI博物馆和Nodus等设计制作作品。她的设计在材料和技术上各不相同,也反映了不同的主题和过程,既有从城市环境中观察到的现象,又有探索民间工艺技术的内容。2006年,她获得英国文化委员会颁发的人才奖,2015年,她获得了Masion & Object颁发的人才奖。她的作品曾被多个展览选中,其中包括Design Miami, Gallery Libby Sellers, Museo Poldi Pezzoli。她的作品《天坑器皿》是纽约艺术与设计博物馆永久收藏的作品,她的桌子作品“把我涂成红色”最近被法国国家艺术塑像中心收藏。

Liliana Ovalle (Mexico) Mexican Designer; Liliana Ovalle is a London-based designer from Mexico who graduated from the Royal College of Art in 2006. Her work includes commissions and production pieces for Plusdesign Gallery, MAXXI Museum and Nodus amongst others. Her designs, diverse in materials and techniques, reflect different themes and processes, from referencing situations observed in the urban context to exploring vernacular craft techniques. In 2006 she received the Talent Award by the British Council and in 2015 she was granted the Talent á La Carte by Maison & Object. Her work has been selected for multiple exhibitions including Design Miami, Gallery Libby Sellers and Museo Poldi Pezzoli. Her pieces Sinkhole Vessels are part of the permanent collection at Museum of Arts and Design in New York, and her table Colour Me Red was recently acquired by the Centre National des Arts Plastiques in France.

理查德·李维 (英国)

剑桥大学丘吉尔学院教授、导师;

Richard Leaver (UK)

Professor and Tutor
at Churchill College,
University of Cambridge;



Richard Leaver教授是北京科技大学工业设计系客座教授。Richard Leaver博士是剑桥大学丘吉尔学院Moller研究所导师,同时担任剑桥大学Judge商学院导师,伦敦政经学院导师,是一位经验丰富的人工智能方面的投资家和科学家,在高科技公司的投资的各个阶段拥有丰富的创造设计经验和维持技术,能够不断增长业务价值,洞察力深厚。他有长达十年的董事会经验,成功担任上市公司的首席执行官。在BAE成功的11年国防和安全职业生涯之后系统(包括开发英国最早的智能远程通信车辆之一);理查德从事国际技术工作,曾领导Sagentia集团在英国的销售和营销业务,曾在CBI地区理事会任职多年。从2001起作为集团的投资部门的担任基金经理,从事投资从纳米技术到生物识别等多个领域。2006年他担任非营利安全创新技术联盟有限公司(SITC,现为ADS的一部分)的当选董事,2008-2012年担任伦敦上市公司蓝星资本(Blue Star Capital plc)首席执行官。理查德是早期科技风险投资公司边界的创始合伙人,资本合伙人,进行了多项关键投资,2018年完成了近四年的DIT全球创业计划。他是图片扫描控股有限公司的非执行董事,担任剑桥安格利亚鲁斯金大学商法系荣誉学者,达勒姆大学商学院创业研究员;华威大学商学院和剑桥Judge商学院和Cranfield商学院的外部导师。理查德也曾受邀参加多项国际商务比赛,并在欧洲、斯堪的纳维亚和美国广泛工作。他在中国和西班牙语国家工作,精通多国语言。

Richard Leaver (UK) Professor and Tutor at Churchill College, University of Cambridge; Richard Leaver is a leading international expert in the field of high-tech venture capital, Dr. Richard Leaver frequently is guest lecturer at the Moller Centre at Cambridge University, and a mentor for the Judge School of Business at Cambridge University. He has also guest lectured at the London School of Economics and Political Science. His areas include Artificial Intelligence, Big Data and the Internet of Things. business investment, high-tech startups and other aspects. He has over 30 years of global international company management experience. Experienced CEO/NED with perspective and insight into creating and sustaining value in technology-rich growth businesses at all stages of investment. These have included revenue earning and pre-cash breakeven companies (seed-early-late stage venture capital) & absolute focus on growing revenues. Start-up to listed investment plc, including M&A and turnaround experience with extended personal board level City, international network. Extensive fund raising links and FCA Approved Person status. Visiting Fellow, Faculty of Business and Law, Anglia Ruskin University, Cambridge; Honorary Entrepreneurial Fellow, Durham University Business School.

大田尚作 (日本)

日本神户艺术工科大学

设计学部长、教授;

OdaMadasaku (Japan)

Minister and Professor

of Design, Kobe Design University;



大田尚作 1951年出生,毕业于东京艺术大学美术系工业设计系。研究方向有木工具(平刨)的形态比较研究、工具史、生活用具的制作。论文有《“我国中世纪的台刨”-16世纪末及17世纪初的刨床》、《平刨把手研究》、《刨子东西比较》、《关于中国的平刨》。

Odashosaku (Japan) Minister and Professor of Design, Kobe Design University; Born in 1951, graduated from the Department of Industrial Design and Fine Arts, Tokyo University of Art. The research directions include comparative study of wood tools (planing), tool history and production of living utensils.

尹珠贤 (韩国)

韩国设计振兴院院长;

**Yun Joo Hyun (Korea) Dean
of Korea Institute of Design
Promotion;**



2013 KAIST 工业设计, 博士 (Ph.D in Design)
; 1997 New York University, Interactive Tel-
ecommunication Programs (ITP), 硕士(MPS)
; 1993 KAIST 工业设计, 硕士 (MS) 1990 KAIST 工
业设计, 学士 (BS)
首尔大学设计学教授, 副院长, 国际创意教育 团长;
韩国设计学会 (KSDS) / HCI 学会 副会长; 韩国创意
性学会 AC), 韩国设计精英学会 KIDM) 共同创办人;
韩国网络专家协会 (KIPFA) 副会长, 发起网络盛典
KOREA (WAK); 大宇电子设计师; 创办专业设计企
业 network 担任 CEO
书籍作品: 视觉说故事、创意革命 合著、人工物的进
化合著
获奖: Marquis Who's Who in the World 2014
、2013 未来创造科学部 长官 信息文化实践有功 表
彰、User Friendly 2011 最优秀论文奖、Media Pi-
oneer Award 1996

Eune Ju Hyun (Korea) Dean of Korea Institute
of Design Promotion;
2013 KAIST Industrial Design, Ph.D. in De-
sign, 1997 New York University, Interactive
Telecommunication Programs (ITP), Master's
degree (MPS); 1993 KAIST Master of Industri-
al Design (MS); 1990 Bachelor of Arts (BS) in
KAIST Industrial Design
Professor of Design, Vice-Dean, Head of In-
ternational Creative Education Group, Seoul
University; Vice President of KSDS / HCI Soci-
ety; Korean Creative Society AC, co-founder
of KIDM; Vice President of KIPFA, launching
KOREA (WAK); Daewoo Electronic Designer; -
Founding a professional design firm, network,
as CEO
Books: Visual Storytelling, Creative Revolu-
tion Co-authored, Evolutionary of Artifacts
Co-authorship
Prize winning: Marquis Who's Who in the
World 2014, Accreditation of the Information
Culture Practice of the Minister of Creative Sci-
ence in the Future in 2013, User Friendly 2011
Best Thesis Award, Media Pioneer Award 1996

北汽新能源推荐嘉宾;
BAIC BJEV Guests

圆桌嘉宾

Round Table Dialogue

话题: AI赋能互联网科技创新

Topic: AI Empowers Internet
Technology Innovation

道格拉斯·沃尔斯顿

微软亚洲互联网工程院亚太区
设计总监;

**Douglas Walston Design
Director of Microsoft Internet
Engineering Institute;**



理查德·李维

剑桥大学丘吉尔学院教授、导师;

**Richard Leaver Professor and
Tutor at Churchill College,
University of Cambridge;**



覃京燕

北京科技大学机械工程

学院工业设计系主任、教授；

Qin jingyan Director and

Professor, Department of Industrial

Design, School of Mechanical

Engineering, University of Science

and Technology Beijing;

