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AGENDA | 议程

8:40-9:30 报到 Registration

嘉宾介绍与致词，引言人开场演讲
Opening speech for the forum

9:30-9:40
主持人 Host
蒋素霞 Ms. Rhonda Jiang 《包装 & 设计》杂志 主编
Editor-in-Chief, Package & Design Magazine

引言人 Moderator
乌维·克雷默林 Mr. Uwe Cremering 德国 iF 总裁 (by video)
Managing Director, iF Design (by video)

01

未来·城市·永续·设计 Future·City·Sustainability·Design

主持人 Moderator
蒋素霞 Ms. Rhonda Jiang 《包装 & 设计》杂志 主编
Editor-in-Chief, Package & Design Magazine

2022 世界设计之都瓦伦西亚：绝非偶然
World Design Capital Valencia 2022: Not by Chance

9:40-9:55

哈维·卡尔沃 by Mr. Xavi Calvo (by video) 2022 世界设计之都瓦伦西亚 执行长
CEO, World Design Capital Valencia 2022

轨道交通创新设计与可持续的国家城市化建设
Innovative Design of Rail Transit and Sustainable National Urbanization

9:55-10:35

黄俊辉 by Mr. Junhui Huang 中国中车股份有限公司 副总工程师
Vice Chief Engineer, CRRC

城市生命建筑
Architecture for City Being

10:35-11:05

苏运升 (by video) by Mr. Yunsheng Su 同济大学上海国际设计创新研究院 执行院长
Executive President, Shanghai International Institute of Design and Innovation, Tongji

为“碳平衡”而设计
Design for Net Zero

11:05-11:45

顾然 by Mr. Ran Gu 杭州碳明科技有限公司 创始人
Founder, Hangzhou Timing Technology Inc.

11:45-11:55 休息 Break

02

专家对谈： Panel Discussion:

主持人 Moderator
蒋素霞 Ms. Rhonda Jiang 《包装 & 设计》杂志 主编
Editor-in-Chief, Package & Design Magazine

黄俊辉 Mr. Junhui Huang 中国中车股份有限公司 副总工程师
Vice Chief Engineer, CRRC

11:55-12:15

顾然 Mr. Ran Gu 杭州碳明科技有限公司 创始人
Founder, Hangzhou Timing Technology Inc.

蒋素霞 Ms. Rhonda Jiang 《包装 & 设计》杂志 主编
Editor-in-Chief, Package & Design Magazine

结语 Closing Remarks

12:15-12:20

主持人 Moderator
蒋素霞 Ms. Rhonda Jiang 《包装 & 设计》杂志 主编
Editor-in-Chief, Package & Design Magazine



ABOUT Chengdu Creativity & Design Week 关于成都创意设计周

成都创意设计周自 2014 年成功举办以来，累计吸引 60 余个国家和地区、万余家企业参与，上千家媒体宣传报道，共接待观众超 1078 万人次，促成交易金额达 422.21 亿，现已成为产业融合发展，文化价值向经济价值转化的重要品牌项目。第八届成都创意设计周作为成都市今年重大国际文化活动，将延续一贯以来的国际化、品牌化、市场化调性，依托互联网思维，精益求精打造人民喜闻乐见的美好生活新模式。

第七届成都创意设计周已于 2020 年 11 月 6 日—9 日在中国西部国际博览城成功举办。活动围绕“创意成都 美好生活”主题，以金熊猫天府创意设计奖、成都创意设计产业展览会、成都国际创意设计会议三大主体活动为构架，新建云端展示交流平台，并于活动前、中、后期举办了 2020 中日韩文化艺术节等多项系列配套活动。第七届成都创意设计周吸引了全球 26 个国家和地区的 1000 余家创意设计组织和机构、共计 10 万人次参与，中央广播电视总台、人民网、新华网、中国日报、日本共同通讯、俄罗斯塔斯社等 797 家海内外媒体对活动进行了宣传报道，向全球奉献了一场精彩的创意设计盛会。

第八届成都创意设计周将继续扩大品牌国际影响力、提升产业合作转化力、强化城市文创凝聚力，加深和巩固国际社会对成都创新创造、优雅时尚的肯定性认知。活动将立足“未来设计”“产业创意”“生活美学”为出发点，延续金熊猫天府创意设计奖、成都创意设计产业展览会、成都国际创意设计会议三大主体活动板块，丰富创意设计交易转化内容和常态化云端平台，在全球一百个文创新场景分会场开展全年性特色活动。

时间 | 2021 年 12 月 10 日
地点 | 成都市高新区天府五街 200 号菁蓉汇 C 区 1 号楼
iF 成都设计中心

Since its success in 2014, Chengdu Creative Design Week has attracted more than 60 countries and regions, more than 10,000 companies, and thousands of media reports. It has received over 10.78 million audiences and contributed to a transaction value of 42.221 billion. An important brand project that integrates the development of industries and transforms cultural values into economic values. As a major international cultural event in Chengdu this year, the 8th Chengdu Creative Design Week will continue its internationalization, branding, and market-oriented tonality, relying on Internet thinking, and strive for perfection to create a new and beautiful life model that people love to hear.

The 7th Chengdu Creative Design Week was successfully held at the Western China International Expo City from November 6th to 9th, 2020. The event is centered on the theme of "Creative Chengdu Better Life", with the three main activities of the Golden Panda Tianfu Creative Design Award, Chengdu Creative Design Industry Exhibition, and Chengdu International Creative Design Conference as the framework. A series of supporting activities including the 2020 China-Japan-Korea Culture and Art Festival were held in the later period. The 7th Chengdu Creative Design Week attracted more than 1,000 creative design organizations and institutions from 26 countries and regions around the world, and a total of 100,000 people participated. 797 media at home and abroad, including the Russian TASS News Agency, carried out publicity reports on the event and presented a wonderful creative design event to the world.

The 8th Chengdu Creative Design Week will continue to expand the brand's international influence, enhance the transformation of industrial cooperation, strengthen the city's cultural and creative cohesion, and deepen and consolidate the international community's positive recognition of Chengdu's innovation, creativity, and elegant fashion. Based on "Future Design", "Industrial Creativity" and "Life Aesthetics" as the starting point, the event will continue the three main activity sections of the Golden Panda Tianfu Creative Design Award, Chengdu Creative Design Industry Exhibition, and Chengdu International Creative Design Conference to enrich creative design transaction transformation activities. The content and normalized cloud platform will carry out annual special events in 100 cultural innovation scene sub-venues around the world.

Time | December 10, 2021
Location | iF design center Chengdu, Zone C, Bldg.1, Jingrong Inno-Hub,
No. 200, 5th Tianfu Street, High-tech Zone, Chengdu

FOREWORD

引言

2021 年 iF 成都国际创意设计会议
德国 iF 国际论坛设计总裁乌维·克雷默林

成都国际创意设计会议已成为全球设计活动日程中的一个重要部分。对此，我们感到非常自豪。借此机会，设计界可以再次面对面交流想法，尤其是在成都，这个与我们有着密切联系的创意之都。已经运营了两年的 iF 成都设计中心，是 iF 亚洲网络中最重要的核心之一，同时也是 iF 设计和成都创意设计发展的重要里程碑。

第五届 iF 成都国际创意设计会议将邀请备受推崇的设计专家，讨论全球热点问题。今年的会议仍然是成都创意设计周的重要组成部分，会议主题将围绕有关城市设计的未来趋势以及可持续发展这两大目标。这也是近年来被大众所关注的，全球的城市化过程所带来的城市基础设施和服务不足及城市负担过重问题。

在城市扩张过程中，人与自然应该如何和谐共处？未来城市生活的特点和趋势是什么？面对今天的各种挑战，设计师应该采取什么态度？未来的可持续交通系统将是怎样的？以上所有种种问题我们都将在这场论坛中进行重点讨论与互动。

iF 希望通过自身的积极努力，让我们身边的世界变得更加美好。因此，我们把联合国可持续发展目标 (SDGs) 以及经济增长、社会进步、环境保护三个主要方面列为我们的活动重点。通过 iF 设计新秀奖、iF 社会影响力奖以及 iF 设计基金会，鼓励世界各地的企业、设计师、设计专业学生和教授等共同思考社会问题，并通过设计来解决这些问题。

设计不断影响着各行各业以及众人的日常生活。不仅仅只是设计师，我们每一个人都能参与创意设计，通过设计实现创新。我们希望将这些行动的力量带给各个品牌、产业和城市，并让这种力量成为人们生活的一部分。我们邀请您加入我们，共同探讨重要的社会问题，建设我们共同期待的美好未来。

乌维·克雷默林
总裁 | iF 国际论坛设计 | 德国汉诺威

International Creative Design Conference Chengdu 2021 by iF
Foreword by Uwe Cremering, Managing Director of
iF International Forum Design GmbH, Hannover/Germany

The International Creative Design Conference Chengdu has become an integral part of the global design event calendar. And we are very proud of that. It's great that the design community can meet and exchange ideas again. Especially here in Chengdu, this creative metropolis to which we have such strong ties. Because the iF design center Chengdu, which we have been operating for two years, is one of the most important core pieces of our network in Asia and an important milestone in innovative design development for iF Design and Chengdu.

For the 5th time, the forum will host respected design experts who will address current issues on global topics. This year's conference, which will again be held as part of the Chengdu Creativity & Design Week, will revolve around future trends and sustainable development goals in urban design. This is because the rapid influx of people from the countryside to the cities is leading to inadequate and overburdened infrastructures and services.

When cities are expanding, how should human beings and the nature coexist harmoniously? What will be the characteristics and trends of urban life in the future? What attitude should designers adopt in the face of the various challenges they face today? What will future

sustainable transportation systems look like? All questions that are on the agenda of the forum will be highlighted and discussed with the auditorium.

At iF, we want to actively work to positively influence the world around us. That is why we have made the Sustainable Development Goals (SDGs) of the United Nations and the three main aspects of economic growth, social progress and environmental protection the focus of our activities. With our iF DESIGN TALENT AWARD, our iF SOCIAL IMPACT PRIZE and the iF Design Foundation, we encourage companies, designers, students, design professors and people around the world to think about social issues and solve social problems through design.

Design continues to influence our industries and lives. Everyone, not just designers, can participate in creative designs and innovate through design. We hope to bring the power of these actions into brands, industries, cities, and let it become a part of people's lives. We invite you to join us to look at important issues and build the life we envision for the future.

Uwe Cremering
Managing Director | iF International Forum Design GmbH
Hannover, Germany

INTERNATIONAL CREATIVE DESIGN CONFERENCE CHENGDU 2021 BY iF 2021 iF 成都国际创意设计会议

2021.12.10
(FRI) 08:40-12:20

承办单位 Organized by
成都创意设计周组委会
Organizing Committee of Chengdu
Creativity & Design Week

地点 Venue

成都市高新区天府五街 200 号
菁蓉汇 C 区 1 号楼 iF 成都设计中心
iF design center Chengdu,
Zone C, Bldg.1, Jingrong Inno-Hub, No. 200,
5th Tianfu Street, High-tech Zone, Chengdu

执行单位 Executed by

成都新东方展览有限公司
Chengdu New East Exhibition Co., Ltd.
德国 iF 国际论坛设计有限公司
iF International Forum Design GmbH
iF 艺符设计亚洲有限公司
iF Design Asia Ltd.
iF 艺符设计 (成都) 有限公司
iF Design Chengdu Ltd.
iF 艺符设计 (深圳) 有限公司
iF Design Shenzhen Ltd

德国 iF DESIGN 自 2016 年首次参与成都创意设计周活动以来，每年为成都创意设计周带来最新的获奖作品展，将 iF 设计奖国际获奖者最新的创新设计引入成都民众，提升成都民众对于优良设计之认知。自 2017 以来，iF 并于活动期间成功举办“iF 成都国际创意设计论坛”，分享国际专家之创新洞见与前瞻性设计思维，获得成都学界及业界热烈支持和参与。

因全球疫情的不确定性，本年度之论坛将结合现场讲演与视频讲演的方式将国内外专家之洞见呈现给现场观众，同时透过直播技术，为全球观众同步推播当日盛况。设计沙龙环节则邀请嘉宾到现场展开讨论，并回覆观众提问为整日议程增强互动。

据联合国的数据，全球目前有一半人口，即 35 亿人居住在城市，到 2030 年预计会增至 50 亿。城市和大都市区是经济增长的动力，贡献了约 60% 的全球生产总值。然而，快速城市化正在导致越来越多的问题，包括垃圾收集、供水系统、卫生系统、道路和交通运输等基础设施和服务不足或负担过重，空气污染加剧，城市无计划扩张等。

在此环境下，设计思维的运用对于推进城市建设与提升居民生活幸福感可提供重要的洞见与方案。配合第八届成都创意设计周“创意成都 美好生活—高质量发展的设计表达”的主轴，本年度 iF 成都国际创意设计论坛将邀请国内外相关领域之专家，围绕城市发展与幸福生活之主题，讨论当今全球形式下大众聚焦的问题，并探索未来城市设计趋势与永续发展目标。

论坛邀请专家围绕主题展开演讲并特别设置设计沙龙，邀请嘉宾与现场观众互动讨论：

• 论坛议题“未来·城市·永续·设计”

城市在进行扩张时，人类与自然之间应该如何和谐共生？未来的城市生活又会呈现哪些面貌和趋势？在面临各种挑战的今日，设计师们应该以什么样的姿态去应对？

设计专家将切入不同的面向并展开演讲，分享设计师透过设计思维，探讨如何构建未来的包容城市，并以可持续发展的眼光加强城市的可参与性、综合性、可持续的人类住区规划和管理能力；探讨未来城市如何向所有人提供安全、可负担的、易于利用且可持续的城市运行系统。同时探讨各产业如何利用新能源、新材料、新技术，为环境永续发展带来更多可能与想像，呈现出全新的风貌与趋势，并通过有效设计创建永续环境生态。

• 论坛的压轴将以沙龙作为总结，邀请各位专家就本次的主题进行深入对谈并与现场观众互动，沙龙将由主持人/引言人引导，就论坛之主题进行讨论并与现场听众互动。

Since its participation in Chengdu Creativity & Design Week for the first time in 2016, iF DESIGN, continues to bring the latest winner's exhibition to the design week every year. The purpose is to introduce the most innovative designs from international winners of the iF DESIGN AWARD to the locals and raise awareness of excellent design. Since 2017, the International Design Forum Chengdu has been successfully held by iF, which shared innovative insights as well as forward-looking design thinking process of international experts. At the same time, it also received positive feedback and inputs from the active participation of key players well connected in the Chengdu academic community and the industry.

Due to the uncertainty of the global pandemic, this year's forum will present our audience the insights from both domestic and foreign experts in combination with live and video lectures. Meanwhile, through a live stream, the grand event will be simultaneously presented to the global audience. During the panel discussion, speakers will be invited to discuss and answer questions from the audience on the spot, so as to enhance the interaction.

According to data from the United Nations, half of humanity – 3.5 billion people – lives in cities today and 5 billion people are projected to live in cities by 2030. Cities and metropolitan areas are the driving force of economic growth, contributing about 60% of global GDP. However, rapid urbanization is resulting in inadequate and overburdened infrastructure and services (such as waste collection and water and sanitation systems, roads and transport), worsening air pollution and unplanned urban sprawl.

With this circumstance, the application of design thinking will provide important insights and solutions for promoting urban construction and improving residents' sense of well-being. In line with the theme of the "Creative Chengdu Beautiful Life" of the Chengdu Creativity & Design Week 2021, This year, iF will again bring experts to Chengdu in related fields at home and abroad to discuss the issues that are focused by the public under the current global situation around the theme of urban development and beautiful life and explore future urban design trends and sustainable development goals.

In 2021, the forum will cover one main topic, and will be summarized with a panel discussion.

Theme – Future · City · Sustainability · Design

When cities are expanding, how should human beings and the nature coexist harmoniously? What features and trends will urban life present in the future? Faced with various challenges today, what attitude should designers take to deal with? Design experts will give speeches from different aspects, to share their ideas on how to enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management; to explore how future cities can provide access to safe, affordable, accessible and sustainable transport systems for all citizens. At the same time, speakers will also discuss how various industries can make use of new energy, new materials and new technologies to bring more possibilities and imagination to the sustainable development of the environment, present a new style and trend, and create a sustainable environmental ecology through effective design.

Panel Discussion

The final summary of the forum will be a panel discussion, in which all the speakers will gather and have in-depth conversations on the theme of the previous session and interact with the audience.

**FUTURE · CITY ·
SUSTAINABILITY · DESIGN**
未来 · 城市 · 永续 · 设计





引言人 | Moderator

乌维·克雷默林

Uwe Cremering

iF 国际论坛设计 | 总裁

Managing Director | iF International Forum Design GmbH

简介 VITA

乌维·克雷默林自 2021 年 6 月起担任 iF 国际论坛设计有限公司的总裁。他曾任职于世界上最负盛名的耳机和麦克风制造商——森海塞尔公司，并以管理团队的角色任职多年。乌维·克雷默林先生从 2001 年起担任森海塞尔新媒体主管，后担任全球营销传播总监、AMBEO Immersive Audio 总监，最后担任子公司 Dear Reality 的首席执行官。在此之前，他也曾担任汉诺威 2000 年世博会新媒体项目负责人。

Uwe Cremering has been Managing Director of iF International Forum Design GmbH since June 2021. For many years he was part of the management team of Sennheiser electronic, one of the world's most important headphone and microphone manufacturers. Initially (from 2001) as Head of New Media, then Director Global Marketing Communications, Director AMBEO Immersive Audio and finally as CEO of the subsidiary Dear Reality. Prior to that, he acted as Project Leader New Media for EXPO 2000 in Hannover.



主持人 | Host

蒋素霞

Rhonda Jiang

《包装 & 设计》杂志 | 主编

Editor-in-Chief | Package & Design Magazine

简介 VITA

《包装 & 设计》创刊于 1973 年，是中国历史最悠久的设计期刊之一，伴随了一代代设计师的成长，为中国设计的发展做出了重要贡献，内容涵盖品牌设计、包装设计、产品设计、工业设计、室内设计、建筑设计和设计教育等。自 2002 年加入《包装 & 设计》以来，蒋素霞曾对世界范围内的优秀设计做过广泛深入的报道，熟悉中外设计的发展，并对设计的社会责任有着独到的见解。

Rhonda Jiang is the editor-in-chief of Package & Design Magazine which was founded in 1973 and is one of the oldest and most influential design magazines in China. Covering branding design, packaging design, product design, industrial design, interior design, architecture design and design education, Package & Design magazine has accompanied the growth of generations of Chinese designers and has made important contributions to the development of Chinese design. Having been working in the magazine for almost 20 years, Rhonda Jiang has rich experience in reporting excellent designs worldwide, is familiar with the design development in China and overseas, and holds special viewpoints on the social responsibility of design.



简介 VITA

黄俊辉先生曾主持设计了多款创新型的动车组列车，其中工业化平台动车组打破五十多年来高速动车组的惯性设计模式，提出创新和可持续发展理念，立足中国国情的开创性设计，获工信部 2018 年“中国优秀工业设计奖”金奖。黄先生秉持“探人本之需”理念主持设计的高私密性大定员纵向卧铺动车组，用设计重新定义公众出行公共空间体验，获 2020 年金芦苇工业设计奖至尊金奖。黄先生个人荣获世界绿色设计组织颁发的“绿色设计国际贡献奖”，荣获光华龙腾奖中国设计贡献金奖，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”特等奖五次。

Mr. Junhui Huang is vice chief engineer of CRRC and adjunct professor of Beijing Jiaotong University; presided over the design of a number of innovative EMU trains. Among them, the industrial platform EMU broke the inertial design model of high-speed EMUs for more than 50 years and proposed the concept of innovation and sustainability. His groundbreaking design based on China's national conditions has won the gold award of "China Excellent Industrial Design Award" by the Ministry of Industry and Information Technology in 2018; Presided over the design of high privacy and large fixed number of longitudinal sleeper EMUs, explored human-oriented needs, redefined public travel and public space experience with design which won the supreme Gold Award of Goldreed Industrial Design Award 2020; He also has won the "World Green Design Contribution Award" issued by the World Green Design Organization, the Gold Award for China Design Contribution of Dragon Design Foundation Award, the Railway Engineer Award of "Mao Yi-Sheng Science and Technology Award", the special prize of "Railway Science and Technology Award" of China Railway Society for 5 times.



黄俊辉

Junhui Huang

中国中车股份有限公司 | 副总工程师

Vice Chief Engineer | CRRC

Innovative Design of Rail Transit and Sustainable National Urbanization

轨道交通创新设计与可持续的国家城市化建设

摘要 ABSTRACT

高铁、城际、地铁的出行方式，为我们的出行带来了极大的便捷，它们都称为轨道交通，它的发展是伴随着工业革命的历程，引领最广大人民群众出行方式的变革，深远的影响着城市的交通、国家的发展，尤其对于城市化的进程起到了巨大的推动作用。黄俊辉教授从一位深耕轨道交通事业 40 年的专家角度出发，将讨论轨道交通坚持以人为本理念，通过工业设计的方法，对轨道交通车辆的舒适度、安全性、经济性、便捷性、功能性进行创新性的优化设计，这些设计在未来必将对轨道交通和国家城市化的可持续性起到深远的影响。

The travel modes of high-speed rail, intercity track and subway have brought great convenience to our travel. They are all called rail transit. Its development is accompanied by the course of the industrial revolution, leading the transformation of the travel mode of the overwhelming majority of people. It has a far-reaching impact on urban transportation and the development of the country, especially on the process of urbanization. From the perspective of an expert who has been deeply involved in the rail transit industry for 40 years, Professor Junhui Huang will discuss how rail transit adheres to the human-oriented concept and carries out innovative optimization design on the comfort, safety, economy, convenience and functionality of rail transit vehicles through the method of industrial design. These designs will have a profound impact on the sustainability of rail transit and national urbanization in the future.



苏运升 Yunsheng Su

同济大学上海国际设计创新研究院 | 执行院长
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简介 VITA

城市规划博士，注册规划师，德国达姆施坦大学兼职教授
“火眼实验室”气膜负压抗疫隔离空间产品体系主创设计师
擅长跨学科、跨尺度的人工智能城市的策划规划及其城市内部智能空间产品和服务体系的创新设计；
在绿色生态可持续智能家居设计、模块化房屋建造及供应链整合方面，拥有多项全球落地案例、专利
及转化，并多次面向政府及企业进行相关演讲及培训。
全程参与上海 2010 年世博会的规划和设计，之前参与了北京通州副中心概念规划，也包括江南六镇
在内的众多历史村镇的保护与发展规划，之后又参与过安哥拉、赞比亚、俄罗斯近 10 个国际城市的
规划项目。多次受邀在上海及北京市长局长培训班、全球 TED、腾讯 WE 大会，央视《一人一世界》
节目等场合主讲未来智能城市创新。担任同济大学创新孵化器以及多家机构及公司的创新导师。

PhD in Urban Planning, Registered planner; Part-time Professor of University of Damstein, Germany;
Chief designer of anti-pandemic isolation space products represented by Huo-Yan Air Laboratory featuring membrane
structure and negative pressure.

Dr. Yunsheng Su has been active in cross-disciplinary, cross-scale planning of AI city and the innovative design of urban
products and service systems. He owns a number of global landing cases, patents and applications in areas including
smart home design centering on green ecology and sustainability, modular building construction and supply chain
integration. Meanwhile, he has addressed and trained personnels from governments and enterprises in various
circumstances.

Apart from working as the innovation director of Master Planner for Shanghai 2010 World Expo, Dr. Su Yunsheng has
also led the conceptual planning of Beijing Tongzhou Canal city as well as the protection and development planning
of various historical villages and towns, including the six towns in Jiangnan areas. He has been part of the planning
projects on around 10 international cities in countries including Angola, Zambia, and Russia. Dr. Su has been invited to
give lectures on smart city innovations in Municipal Commissioner Training Courses of Beijing and Shanghai, Global TED,
Tencent WE Conference, CCTV Program "One Person One World Show" and other events. He has also been served as
the tutor of the innovation mentor in Tongji University and many institutions and companies.

Architecture for City Being 城市生命建筑

摘要 ABSTRACT

以城市生命理念引入建筑设计研究中，基于“基因—细胞—人”与“人—建筑—城市生命体”的同构关系，
并在多年正压充气膜结构建筑的研究基础上，展开对火眼实验室（气膜版）似一种“类生命建筑”设计
实践的尝试，以求在新型冠状病毒肺炎疫情中，通过解构城市“种子”—火眼实验室揭示了建筑像有机
生命体类生物特征，并以此为基础进行建筑设计创作。

Introduced the concept of city being into architecture design research, based on the isomorphic relationship
between "gene-cell-human" and "human-architecture-city being", and on the foundation of research on positive
pressure inflatable membrane structures for years, we launched an experiment in the design of Huo-Yan Laboratory
(air film version) as a "life-like architecture". Facing Covid-19, through deconstructing the city "seeds"- Huo-Yan
Laboratory reveals the biological characteristics of architecture being like organic and carries out architecture design
and creation on this basis.





哈维·卡尔沃 Xavi Calvo

2022 世界设计之都瓦伦西亚 | 执行长
CEO | World Design Capital Valencia 2022

简介 VITA

Xavi Calvo 先生目前专注于平面设计和品牌战略传播，并担任瓦伦西亚世界设计之都 2022 的 CEO。他自 2003 年起担任瓦伦西亚社区设计师协会会员，董事会成员 (2005-2013) 和前副主席；自 2018 年起担任巴伦西亚申办 2022 年世界设计之都的战略总监和组织者，最终在 2019 年被指定为 2022 年世界设计之都。

Xavi Calvo 先生在 2011 年与 Raul Climent 和 Elisa Gomez 共同创办了 Estudio Menta，一直以来为高校和设计学院策划执行教学活动、研讨会、会议和展览。

Mr. Xavi Calvo currently focuses on graphic design and brand strategy communication, and he also serves as the CEO of World Design Capital Valencia 2022. Being partner of the Association of Designers of the Valencian Community since 2003, member of the board of directors (2005-2013) and former vice president; since 2018, he has served as the strategic director and organizer of Valencia's bid to host the World Design Capital in 2022, and finally in 2019, it was designated as the World Design Capital for 2022.

Mr. Xavi Calvo co-founded Estudio Menta with Raúl Climent and Elisa Gómez in 2011, and has been planning and executing teaching activities, seminars, conferences and exhibitions for universities and design schools.

World Design Capital Valencia 2022 : Not by Chance

2022 世界设计之都瓦伦西亚：绝非偶然

摘要 ABSTRACT

瓦伦西亚成为 2022 年世界设计之都绝非偶然。设计之都的申报成功，证明了设计在当地社会与环境之间架起了一座桥梁，基于那些成功案例——那些以设计传达他们的文化基因的专业人士和企业，更说明了设计是推动当代工业和传统手工艺变革的重要因素。瓦伦西亚九个多世纪以来的工艺品和手工艺技术遗产，在最近，为取得的里程碑式的成就提供了佐证，并直接反映了千百年前通过丝绸之路传入的古老技术和知识。瓷器和陶器、烟花、传统的丝织技术，早已成为于瓦伦西亚在地文化的一部分，融入设计行业和工业基因中，同时与亚洲国家共同分享这一文化和价值观。回溯那跨越九个世纪的历史，毫无疑问，过去的每一秒都是在塑造今天被我们熟知的瓦伦西亚设计行业的支柱。

It is not by chance that Valencia is World Design Capital 2022. The assignation will demonstrate that design draws a bridge between society and the environment and is a factor of change in contemporary industry and crafts, based on the stories of success, stories of companies and professionals (who have made design a way of understanding their culture of draft). Valencia's heritage of artisanship and craft from over nine centuries endorse the recently achieved milestone and draw a direct line to the ancient techniques and knowledge gathered thousand years ago through the silk route. Ceramics and pottery, fireworks, traditional silk weaving, all still present in the actual design community and industry and with shared values of Asian culture and countries. A quick glance to review nine centuries in a couple of leaps and from the prism of the industries that undoubtedly shaped what we know today as Valencian design.





简介 VITA

顾然先生于哈佛大学取得环境学硕士学位，并致力于探索低碳、可持续的城市发展模式。2018年回国创立碳明科技，用分布式的理念解决当下垃圾围城的问题。他主导设计的垃圾处理产品荣获2021年iF金质奖，实现了垃圾在源头处资源化利用。

Ran Gu obtained a master's degree in Environmental Studies from Harvard University and is committed to exploring low-carbon, sustainable urban development models. In 2018, he returned to China and founded Timing Technology Inc., which advocates distributed waste treatment system to reduce carbon emissions on transportation. The Bio-waste recycling machine he designed won the 2021 iF Gold Award, realizing on-site resource utilization of urban food waste.



顾然 Ran Gu

杭州碳明科技有限公司 | 创始人
Founder | Hangzhou Timing Technology Inc.

Design for Net Zero 为“碳平衡”而设计

摘要 ABSTRACT

人类活动每年会向大气中排放 500 亿吨温室气体，为实现“碳中和”，城市需要大幅减少，并高效回收利用这些碳排放。讲者将从垃圾领域为例，介绍如何通过分布式处置方式减少清运排放，并通过技术手段捕获废弃物中有价值的碳元素。更重要的是，讲者希望能为城市设计师开辟一个新的话题，即如何能为碳捕捉塑造更好的基础设施，并为碳固化的产物赋予更高的经济价值。

Human activities emit 50 billion tons of greenhouse gases into the atmosphere every year. To achieve the goal of 'net zero', urban areas need to significantly reduce and efficiently recycle these carbon emissions. The speaker will build the topic upon urban waste and illustrate how emission can be reduced by facilitating an on-site carbon recycle technology. More importantly, the speaker hopes to open up a new discourse for urban designers about how we can provide better infrastructure for carbon capture activities and create higher economic value for products made of CO2.

PANEL DISCUSSION
专家对谈





PANEL DISCUSSION

专家对谈



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