



**designnova**  2011中国国际创意设计推广周

2011年11月2-6日 成都、北京  
November 2-6, 2011 Beijing, Chengdu





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## 组织机构

### 主办单位：

中国国际贸易促进委员会  
中央美术学院  
中国艺术研究院中国设计艺术院  
成都市人民政府

### 承办单位：

中国国际贸易促进委员会经济信息部  
中央美术学院城市设计学院  
成都市委宣传部  
中国国际贸易促进委员会成都市分会  
成都市博览局  
成都市成华区人民政府

### 协办单位：

美国工业设计师协会  
iF 国际论坛设计  
国际视觉传播协会  
世界对华交流协会  
英国欧洲设计协会  
成都传媒集团  
四川省轻工业设计师联合会  
四川家具进出口商会  
成都市建筑装饰协会

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## Event Organization:

### Hostd by:

China Council for the Promotion of International Trade (CCPIT)

China Central Academy of Fine Arts (CAFA)

China Design Academy, Chinese National Academy of Arts

Chendu Municipal People's Government

### Organized by:

Economic Information Department of CCPIT

Urban Design School of CAFA

Publicity Department of CCP Chengdu Committee

Chengdu Sub-Council of CCPIT

Chengdu Municipal Bureau of Exposition

Chenghua District People's Government, Chengdu

### Assisted by:

Industrial Designers Society of America (IDSA)

International Forum Design (iF)

International Visual Communications Association (IVCA)

World China Network Association (WCNA)

British European Design Group (BEDG)

Chengdu Media Group

Sichuan Union of Light Industry Designers

Sichuan Import & Export Chamber of Commerce of Furniture

Chengdu Construction Decoration Association



## 活动概况

### 一、时间、地点

2011年11月2-6日，成都、北京

### 二、活动目标

学习借鉴国际创意设计领域的最新理念，促进中外创意设计领域的交流合作，提升中国创意设计产业的整体竞争力；

发掘和培育优秀本土设计人才，推广优秀设计作品和产品；

促进中国创意设计产业与生产企业的对接合作，以创意设计提升中国生产企业的创新能力和品牌价值。

### 三、主要活动

开幕式、2011中国国际创意设计论坛、2011“天鹤奖”中国国际青年设计师大赛颁奖晚会、2011中国国际创意设计展览会、2011中国国际创意设计研讨会。

## Profile

Time: November 2-6, 2011

Hosting Cities: Chengdu, Beijing

### Vision:

Increasing Chinese companies' awareness of the value of creative design and the value-added of their products and services from China with creative design;

Facilitating the development of China's creative design sector by creating a platform for its exchange and cooperation with the international design circles and with Chinese manufacturing, trade and services companies;

Increasing the understanding of the design market in China of foreign design service providers and helping them explore business opportunities in China.

### Major Activities:

Opening Ceremony, China International Creative Design Forum 2011, Awards Ceremony of Designnova Awards: China International Young Designers' Competition, China International Creative Design Exhibition 2011, China International Creative Design Seminar 2011.

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## 中国国际贸易促进委员会

中国国际贸易促进委员会简称中国贸促会，成立于1952年，是中国最大的贸易投资促进机构。其宗旨是开展促进对外贸易、利用外资、引进国外先进技术及各种形式的中外经济技术交流等活动，促进中国同世界各国、各地区之间的贸易和经济关系的发展，增进中国同世界各国人民及经贸界之间的了解与友谊。

截至2010年底，中国贸促会已与200多个国家和地区的工商企业界建立了广泛联系，与300多家对口组织和机构签订了合作协议，并与一些国家的商会建立了联合商会；同时，在17个国家和地区设立了驻外代表处，在国内各省、自治区和直辖市建立了50家地方分会、379家地市级贸促支会和385家县级贸促会，在机械、电子、电力、轻工、纺织、农业、汽车、石化、商业、冶金、航空、航天、化工、建材、通用、供销、建设、粮食、煤炭、矿业、物流、包装等领域建立了22家行业分会。

### China Council for the Promotion of International Trade

China Council for the Promotion of International Trade (CCPIT) was set up in 1952 as the country's national trade promotion organization responsible for the promotion of China's international trade, the influx of foreign investment, the introduction of advanced foreign technologies, the economic and technological cooperation in various forms and the development of economic and trade relations with other countries and regions around the world.

CCPIT has established contacts with industrial and business circles in over 200 countries and regions, signed cooperation agreements with over 300 foreign counterparts, and set up joint chambers with some foreign national and local chambers of commerce. Now it has established overseas representative offices in 17 other countries and regions, 50 regional sub-councils and over 700 local branches around China, and 22 industrial sub-councils in such sectors as machinery, electronics, electric power, light industry, textiles, agriculture, automotive, petrochemical, commerce, metallurgy, aviation, aerospace, chemicals, building materials, general industry, construction, supplies & marketing cooperative, grain business, coals, mining, logistics and packaging.



## 中央美术学院

中央美术学院是中华人民共和国教育部直属的唯一一所高等美术学校，于1950年4月由国立北平艺术专科学校与华北大学三部美术系合并成立。其中，北平艺术专科学校的历史可上溯到1918年在著名教育家蔡元培先生积极倡导下成立的国立北京美术学校，这是中国历史上第一所国立美术教育学府，也是中国现代美术教育的开端；华北大学美术系的前身是1938年创建于延安的“鲁艺”美术系。徐悲鸿、江丰、吴作人、古元、靳尚谊等著名艺术家先后担任过中央美术学院院长，胡一川、陈沛、仲秋元、洪波、杨澧、盛扬、丁士中等先后担任过学院党委书记。学院现任党委书记为杨力同志，现任院长为著名画家、美术史论家潘公凯教授。

中央美术学院现设有造型学院、中国画学院、设计学院、建筑学院、人文学院、城市设计学院六个专业学院，并设有继续教育学院和附属中等美术学校。学院现有十个本科专业（绘画、中国画、书法、雕塑、艺术设计、美术学、建筑、摄影、动画、工业设计），三个一级学科博士学位授权点（艺术学理论、美术学、设计学）六个一级学科硕士学位授权点（建筑学、城乡规划学、风景园林学、艺术学理论、美术学、设计学）；一个艺术硕士（MFA）专业学位点，2003年获准建立艺术学博士后流动站。本科专业涵盖了中国画、书法、油画、版画、雕塑、壁画、实验艺术、动画与影像设计、平面设计、产品设计、时装设计、摄影艺术、数码媒体艺术、首饰设计、陶瓷设计、信息设计、空间设计、家居产品设计、工业产品设计、交通工具设计、建筑设计、室内设计、景观设计、美术史论、设计艺术史论、艺术管理、设计管理、文化遗产学、博物馆学、艺术考古、艺术批评、书画鉴定、书画修复等30余个专业方向。学院每年招收中专生（附中）、专科生（成人教育）、本科生、硕士研究生、博士研究生和各类进修生。现有在职教职工572人，在校本科生和研究生4700余名和来自十几个国家的留学生百余名。自行编辑、出版、发行《美术研究》、《世界美术》两本国家一类学术刊物。

### China Central Academy of Fine Arts

The China Central Academy of Fine Arts (CAFA), located in Beijing, is an academy where culture, history and art are flourishing. As a leading institution for modern art education in China, it provides a rich land for those wishing to learn experience and engage in creativities, which has nurtured quite a lot of pre-eminent artists in the past ninety years.

CAFA is the only art academy of higher learning directly under the Ministry of Education in China. It was founded in April 1950 by incorporating the National Beiping Art College and the Fine Arts Department of Huabei University. The National Beiping Art College could trace its roots back to the National Beijing Art College, the first national art education institution in China's history as well as the beginning of modern art education in China, which was founded in 1918 under the initiative of the well-known educationist Cai Yuanpei. Such known artists as Mr. Xu Beihong, Mr. Jiang Feng, Mr. Wu Zuoren, Mr. Gu Yuan and Mr. Jin Shangyi, etc., were presidents of CAFA successively.

Under the umbrella of CAFA, there are six schools and colleges, including the School of Fine Art, the School of Chinese Painting, the School of Design, the School of Architecture, the School of Humanities, the College of Urbane Design as well as the School of Further Education and the Affiliated High School of Fine Art. CAFA provides first-rate libraries and studios for students and teachers. What's more, CAFA itself edits, publishes and distributes two nationwide periodicals of Academic Classification A, namely, Art Research and World Art. CAFA's main objectives are the cultivation of high quality professionals, who are able to be elites in the arts. CAFA remains a reasonable scale in terms of space and student number, highlighting its academic, experimental, practising and multi-disciplinary development, which should be appropriate to a high art educational infrastructure in a modern era.

## 中国艺术研究院中国设计艺术院

中国设计艺术院是中国艺术研究院成立的设计艺术研究与实践专业机构，设有“学术委员会”、“设计咨询委员会”、“设计产业研究中心”、“设计教育研究中心”、“设计师专家工作室”、“中国设计信息中心”、“《中国设计年鉴》编辑部”、“《中国设计》杂志编辑部”等机构，并由全国设计界20名专家组成特聘专家团队。设计艺术院开展设计理论研究、设计产业政策咨询、设计项目实施，以打造具有高端学术水平和专业服务能力的国家级设计研发机构为目标，为提升中国设计创新动力和水平不断努力。

## China Design Academy, Chinese National Academy of Arts

China Design Academy is a design art research & practice institution established by Chinese National Academy of Arts. It is composed of Academic Committee, Design Consultancy Committee, Design Industry Research Center, Design Education Research Center, Designer Experts' Studios, China Design Information Center, Editorial Office for *China Design Yearbook*, Editorial Office for *China Design*. With a team of 20 top experts specially invited from China's design circle, the academy concentrates itself on making theoretical research, providing industrial policy consultancy service and implementing design projects, aiming at making itself a national-level design and R & D institution with a high academic level and specialized services with an effort to promote the design innovation in China.



## 活动安排

### 一、开幕式

时间：2011年11月2日 09:00-09:30

地点：成都锦江宾馆二层锦江厅

### 二、2011 中国国际创意设计论坛

#### 1、主题论坛

时间：2011年11月2日 09:30-12:30

地点：成都锦江宾馆二层锦江厅

#### 2、平行会议

时间：2011年11月2日 13:30-16:00

地点：成都锦江宾馆二层锦江厅（产品设计研讨会）、一层鸿宾厅（视觉传达设计研讨会）

### 三、参观成都东区音乐公园

时间：2011年11月2日 17:00-17:40

地点：成都东区音乐公园

### 四、欢迎晚宴

时间：2011年11月2日 18:00-19:30

地点：东区首席

### 五、2011“天鹤奖”中国国际青年设计师大赛颁奖晚会

时间：2011年11月2日 20:00-21:30

地点：成都东区音乐公园8点空间（大陆飞翔）小剧场

### 六、项目对接会

时间：2011年11月3日 10:00-11:30

地点：成都东区音乐公园活态互动音乐体验仓

（活动结束后用餐：东郊食堂）

### 七、参观考察

时间：2011年11月3日 13:30-16:00

地点：成都红星路35号、许燎原工作室

### 八、展览展示（配套活动）

1、2011“天鹤奖”中国国际青年设计师大赛获奖作品图片展、第12届成都国际家具工业展览会“创意茧”作品和成都市建筑装饰设计协会作品展（银杏之恋[银杏叶椅子]、水滴木穿[茶座套椅]、门神彩竹艺灯等）

时间：2011年11月2-6日

地点：成都东区音乐公园8点空间（大陆飞翔）小剧场外厅

2、“跨界·颠覆”之“别的东西 别的美 设计师与艺术家创意邀请展”作品评选及设计师与艺术家创作交流沙龙（获奖作品将在11月16-27日展出）

时间：2011年11月2-6日

地点：成都西村艺术中心

### 九、2011 中国（北京）国际创意设计展览会

时间：2011年11月4-6日 09:00-17:00

地点：北京中国国际展览中心2-3号馆

### 十、2011 中国国际创意设计研讨会

时间：2011年11月4日 09:00-18:00

地点：北京皇家大饭店1层大宴会厅

## Program

### 1. Opening Ceremony

Time: 09:00-09:30, November 2, 2011

Venue: Jinjiang Hall (2F), Chengdu Jinjiang Hall

### 2. China International Creative Design Forum 2011

#### a. Plenary Session

Time: 09:30-12:30, November 2, 2011

Venue: Jinjiang Hall (2F), Chengdu Jinjiang Hall

#### b. Parallel Session

Time: 13:30-16:00, November 2011

Venue: Jinjiang Hall (2F, Seminar on Product Design) and Hongbin Hall (1F, Seminar on Visual Communication Design), Chengdu Jinjiang Hall

### 3. Visiting East Chengdu Musical Park

Time: 17:00-17:40, November 2, 2011

Venue: East Chengdu Musical Park

### 4. Welcoming Banquet

Time: 18:00-19:30, November 2, 2011

Venue: Shouxi Restaurant

### 5. Awards Ceremony of Designnova Awards: China International Young Designers' Competition 2011

Time: 20:00-21:30, November 2, 2011

Venue: Eight O'clock Space Theater, East Chengdu Musical Park

### 6. Business Networking

Time: 10:00-11:30, November 3, 2011

Venue: Hot Interactive Space, East Chengdu Musical Park  
(Lunch at Dongjiao Dining Hall)

### 7. Visiting 35 Hongxing Road, Xu Liaoyuan Studio

Time: 13:30-16:00, November 3, 2011

### 8. Excellent Design Display

Time: 09:00-17:00, November 2 - 6

Venue: Outside Eight O'clock Space Theater, East Chengdu Musical Park

Designs to be exhibited: Awarded designs of Designnova Competition 2011

Good designs of 12th Chengdu International Furniture Industry Fair

Good designs from Chengdu Architecture & Decoration Design Association

### 9. China International Creative Design Fair 2011

Time: 09:00-17:00, November 4 - 6, 2011

Venue: Hall 2 and 3, China International Exhibition Center, Beijing

### 10. China International Creative Design Seminar 2011

Time: 09:00-18:00, November 4, 2011

Venue: Grand Banquet Hall, Radisson SAS Hotel Beijing



## 开幕式暨 2011 中国国际创意设计论坛日程

时间：2011 年 11 月 2 日

地点：成都锦江宾馆

主题：远见：设计作为创新的策略

- 09:00 – 12:30** 开幕式暨主题论坛  
地点：锦江宾馆二层锦江厅
- 09:00 – 09:05** 主持人介绍与会领导和嘉宾
- 09:05 – 09:30** 欢迎致辞  
致辞人：成都市人民政府领导  
徐沪滨，中国国际贸易促进委员会秘书长  
王敏，中央美术学院设计学院院长  
中国艺术研究院中国设计艺术院领导
- 09:30 – 09:55** 品牌形象设计与设计品牌（待定）  
演讲人：王敏，中央美术学院设计学院院长
- 09:55 – 10:20** 通过设计实现创新  
演讲人：Clive Roux，美国工业设计师协会 CEO
- 10:20 – 10:45** 社交媒体下的设计和制造  
演讲人：Marco Forgone，国际视觉传播协会 CEO
- 10:45 – 10:55** 茶歇
- 10:55 – 11:20** 题目待定  
演讲人：Remy Aron，法国美术家协会主席
- 11:20 – 11:45** 设计师的未来  
演讲人：Olaf Barski，德国 Barski 设计公司总经理
- 11:45 – 12:10** 中国设计 - 创新中国  
演讲人：叶智荣，香港设计师协会前主席
- 12:10 – 12:30** 题目待定  
演讲人：朱成，朱成石刻艺术博物馆馆长
- 12:30 – 13:30** 自助午餐（一层卢浮花园）

**分会场一：产品设计研讨会**

时间：13:30-16:00

地点：锦江宾馆二层锦江厅

主持人：夏德武，中央美术学院城市设计学院产品设计工作室主任

- 13:30 - 14:10 如何通过设计建立稳定长久的客户关系  
演讲人：Davin Stowell, 美国 Smart Design 公司 CEO
- 14:10 - 14:50 从废墟中崛起：从过去实现盈利  
演讲人：John Barratt, 美国 Teague 设计公司总裁兼 CEO
- 14:50 - 15:20 题目待定  
演讲人：许燎源，许燎源现代艺术设计博物馆馆长
- 15:20 - 15:50 借艺术授权之力，提升产品附加值  
演讲人：郭羿承，北京文化发展基金会国际艺术授权专项基金秘书长
- 15:50 - 16:00 提问

**分会场二：视觉传达设计研讨会**

时间：13:30-16:00

地点：锦江宾馆一层鸿宾厅

主持人：待定

- 13:30 - 14:15 桥梁沟通 — 从创意服务到商业成功  
演讲人：Karin-Beate Phillips, 英国欧洲设计协会主席  
Tim Stephens, 英国欧洲设计协会传媒总监
- 14:15 - 14:40 可用性的重要性和性感设计的秘密  
演讲人：Matthias Ditch, 德国电视和音像联合会会长
- 14:40 - 15:00 多媒体与数字设计及其国际对华合作机遇  
演讲人：李平，国际多媒体协会联盟副主席兼 CEO  
世界对华交流协会会长
- 15:00 - 15:20 利用病毒营销电影和社会媒体获得效果  
演讲人：Jeremy Stinton, 英国 ST16 公司客户服务总监
- 15:20 - 15:40 如何创造完整的品牌体验  
演讲人：Marc Cansier, 曼可尚品牌形象策划（北京）有限公司创始人
- 15:40 - 15:55 题目待定  
演讲人：樊剑修，成都阿佩克思达彼思整合营销传播有限公司董事长
- 15:55 - 16:00 问答



## Opening Ceremony & China International Creative Design Forum 2011

Time: November 2, 2011

Venue: Chengdu Jinjiang Hotel

Theme: Vision: Design as a Strategy of Innovation

- 09:00 – 12:30      Opening Ceremony & Plenary Session  
Venue: Jingjiang Hall (2F), Jingjiang Hotel
- 09:00 – 09:05      Introduction of VIPs
- 09:05 – 09:30      Opening Remarks:  
Chengdu Municipal People's Government  
Mr. Xu Hubin, Secretary-General, CCPIT  
Mr. Wang Min, Dean, School of Design, China Central Academy of Fine Arts  
China Design Academy, Chinese National Academy of Arts
- 09:30 – 09:55      Brand Visual Design and Designing Brands (TBC)  
Speaker: Mr. Wang Min, Dean, School of Design, China Central Academy of Fine Arts
- 09:55 – 10:20      Innovation through Design  
Speaker: Mr. Clive Roux, CEO, Industrial Designers Society of America (IDSA)
- 10:20 – 10:45      Design and manufacturing with social media  
Speaker: Mr. Marco Forgone, International Visual Communications Association (IVCA)
- 10:45 – 10:55      Coffee Break
- 10:55 – 11:20      TBD  
Speaker: Mr. Remy Aron, Chairman, French Plastic Arts Association
- 11:20 – 11:45      Designers' Future  
Speaker: Mr. Olaf Barski, General Manager, Barski Design
- 11:45 – 12:10      Design by China - Innovating China (TBC)  
Speaker: Mr. Alan Yip, Former Chairman, Hongkong Designers Association
- 12:10 – 12:30      TBD  
Speaker: Mr. Zhu Cheng, Head, Zhu Cheng Stone Inscription Art Museum
- 12:30 – 13:30      Lunch Buffet (Louvre Garden, 1F)

## Seminar on Product Design

Time: 13:30–16:00

Venue: Jinjiang Hall (2F), Chengdu Jinjiang Hotel

Moderator: Mr. Xia Dewu, Director, Product Design Studio, School of Urban Design, China Central Academy of Fine Arts

- 13:30 – 14:10      How Design Can Help You Build Deep and Long Lasting Relationships With Your Customers that will Grow Your Business and Increase the Bottom Line  
Speaker: Mr. Davin Stowell, CEO, Smart Design
- 14:10 – 14:50      Rising from Ruin: Profiting from the Past  
Speaker: Mr. John Barratt, President & CEO, Teague
- 14:50 – 15:20      TBD  
Speaker: Mr. Xu Liaoyuan, Head, Xu Liaoyuan Modern Art & Design Museum
- 15:20 – 15:50      Increasing the products' added value with art licensing  
Speaker: Mr. Alex Guo, Secretary-General, the International Art Licensing Fund, Beijing Cultural Development Foundation
- 15:50 – 16:00      Q & A

## Seminar on Visual Communication Design

Time: 13:30–16:00

Venue: Hongbin Hall (1F), Chengdu Jinjiang Hotel

Moderator: TBD

- 13:30 – 14:15      Bridging the Divide -- From Creative Service TO Commercial Success  
Speaker: Ms. Karin-Beate Phillips, Chairman, British European Design Group (BEDG)  
Mr. Tim Stephens, Media Director, British European Design Group (BEDG)
- 14:15 – 14:40      The Importance Of Usability And The Secret Of Sexy Design  
Speaker: Mr. Matthias Ditch, Integrated TV & Video Association (ITVA)
- 14:40 – 15:00      Multimedia, Digital Design and International Opportunities with China  
Speaker: Mr. Ping Li, Vice President & CEO, International Federation of Multimedia Associations (IFMA)  
President, World China Network Association (WCNA)
- 15:00 – 15:20      Getting Results with Viral Film and Social Media  
Speaker: Mr. Jeremy Stinton, Client Services Director, ST16 Ltd.
- 15:20 – 15:40      Creating Brand Experience  
Speaker: Mr. Marc Cansier, Founding Partner, Marc & Chantal Design
- 15:40 – 15:55      TBD  
Speaker: Mr. Fan Jianxiu, President, Apex (China) Communications
- 15:55 – 16:00      Q & A



## 2011 “天鹤奖” 中国国际青年设计师大赛颁奖晚会

时间：2011 年 11 月 2 日 20:00-21:30

地点：成都东区音乐公园 8 点空间（大陆飞翔）小剧场

活动内容：

对评审专家按流行性、创新性、市场性、技术性标准评选出的优秀设计作品，按交流设计、产品设计、新媒体设计三个类别，分别颁发金、银、铜奖和优秀奖。

颁奖嘉宾：

成都市人民政府领导

晏礼兵，中国贸促会经济信息部副部长

王敏，中央美术学院设计学院院长

陈琳，中国贸促会成都市分会会长、成都市博览局局长

“天鹤奖”设计大赛境内外评审专家等

大赛简介：

大赛由中国国际贸易促进委员会和中央美术学院共同主办，旨在打造中国设计领域的“奥斯卡”，于 2010 年首次举办。本届大赛于 2011 年 6 月 1 日启动作品征集仪式，至 9 月底共征集到 1300 多件作品。参赛对象主要为国内生产企业、专业设计机构、自由设计师、设计院校学生等。

大赛评审专家包括中央美术学院、中国艺术研究院中国设计艺术院、清华大学美术学院有关专家和美国、意大利、英国、德国、香港等国家和地区的设计大师。

本届大赛获奖作品将于“推广周”期间在北京和成都两地展示，之后将在有关城市巡回展示。



## Awards Ceremony of Designnova Awards: China International Young Designers' Competition 2011

Time: 20:00-21:30, November 2, 2011

Venue: Eight O'clock Space Theater, East Chengdu Musical Park

Gold, Silver, Bronze and Excellence will be granted to winners of visual communications design, product design and new media design according to the designs' innovation, popularity, marketability, usability and other factors. Representatives of China Council for the Promotion of International Trade (CCPIT) and China Central Academy of Fine Arts (CAFA), Leaders of Chengdu Municipal People's Government and the international juries of the competition will participate in the ceremony.

With growing popularity, the competition, first launched in 2010, is co-hosted by CCPIT and CAFA, aiming at cultivating it as the OSCAR in China's design circle. Over 1300 designs were collected between June 1 and September 30, 2011 for the competition this year. The awarded designs will be displayed and exhibited in Chengdu and Beijing during the China International Creative Design Week 2011, and will be displayed and exhibited in other cities in China later.



## 2011 中国国际创意设计研讨会

时间：2011 年 11 月 4 日

地点：北京皇家大饭店 1 层大宴会厅

日程：

- 09:00-09:05 主持人介绍与会嘉宾
- 09:05-09:20 欢迎致辞：徐沪滨，中国国际贸易促进委员会秘书长  
中央美术学院领导  
潘鲁生，中国艺术研究院中国设计艺术院院长
- 09:20-10:10 设计管理 — 在全球市场的创意服务、设计研究教育和  
制造业之间建立持久联系  
演讲人：Karin-Beate Phillips, 英国欧洲设计协会主席  
Tim Stephens, 英国欧洲设计协会传媒总监
- 10:10-10:40 设计师的未来  
演讲人：Olaf Barski, 德国 Olaf Barski 设计公司总经理
- 10:40-10:55 茶歇
- 10:55-11:25 如何通过设计建立稳定长久的客户关系  
演讲人：Davin Stowell, 美国 Smart Design 设计公司 CEO
- 11:25-11:55 利用设计来形成竞争优势  
演讲人：Clive Roux, 美国工业设计师协会 CEO
- 11:55-12:25 设计评估和有效授权  
演讲人：Marco Forgone, 国际视觉传播协会 CEO
- 12:25-12:30 提问
- 12:30-13:30 自助午餐（二层咖啡厅）
- 13:30-14:00 待定  
演讲人：Remy Aron, 法国美术家协会主席
- 14:00-14:30 创建一个两千亿美元的品牌  
演讲人：John Barratt, 美国 Teague 设计公司总裁兼 CEO
- 14:30-15:00 创意如何让设计生动  
演讲人：Chris Hosmer, 美国 Continuum 设计与创新咨询公司中国区总经理
- 15:00-15:30 如何成功完成复杂的新媒体项目  
演讲人：Matthias Ditch, 德国电视和音像联合会会长
- 15:30-15:45 茶歇
- 15:45-16:15 多媒体与数字设计及其国际对华合作机遇  
演讲人：李平, 国际多媒体协会联盟副主席兼 CEO、世界对华交流协会会长
- 16:15-16:35 亚洲的生活态度  
演讲人：刘斌, 鸿茂控股董事长
- 16:35-17:05 如何创造完整的品牌体验  
演讲人：Marc Cansier, 曼可尚品牌形象策划（北京）有限公司创始人
- 17:05-18:00 对接洽谈

## China International Creative Design Seminar 2011

Time: November 4, 2011

Venue: Grand Banquet Hall (1F), Radisson SAS Hotel Beijing

### Program:

- 09:00 – 09:05 Introduction of VIPs
- 09:05 – 09:20 Opening Remarks: Mr. Xu Hubin, Secretary-General, CCPIT  
China Central Academy of Fine Arts  
Mr. Pan Lusheng, President, China Design Academy, Chinese National Academy of Arts
- 09:20 – 10:10 Design Management - Building a Lasting Link between Creative Services, Design Research and Education, and Manufacturing in a Global Market Place  
Speaker: Ms. Karin-Beate Phillips, Chairman, British European Design Group (BEDG)  
Mr. Tim Stephens, Media Director, British European Design Group (BEDG)
- 10:10 – 10:40 Designers' Future  
Speaker: Mr. Olaf Barski, General Manager, Barski Design
- 10:40 – 10:55 Coffee Break
- 10:55 – 11:25 How Design Can Help You Build Deep and Long Lasting Relationships You're your Customers that will Grow Your Business and Increase the Bottom Line  
Speaker: Mr. Davin Stowell, CEO, Smart Design
- 11:25 – 11:55 Using Design to Create Competitive Advantage  
Speaker: Mr. Clive Roux, CEO, Industrial Designers Society of America (IDSA)
- 11:55 – 12:25 Evaluation and effective commissioning  
Speaker: Mr. Marco Forgone, International Visual Communications Association (IVCA)
- 12:25 – 12:30 Q & A
- 12:30 – 13:30 Lunch Buffet (Cafe, 1F)
- 13:30 – 14:00 TBD  
Speaker: Mr. Remy Aron, Chairman, French Plastic Arts Association
- 14:00 – 14:30 Building a \$200 Billion Brand  
Speaker: Mr. John Barratt, President CEO, Teague
- 14:30 – 15:00 How Creative Ideas make Design Active  
Speaker: Mr. Chris Hosmer, General, Continuum in Shanghai
- 15:00 – 15:30 To Handle Complex New Media Projects With A Successful Finish  
Speaker: Mr. Matthias Ditch, Integrated TV & Video Association (ITVA)
- 15:30 – 15:45 Coffee Break
- 15:45 – 16:15 Multimedia, Digital Design and International Opportunities with China  
Speaker: Mr. Ping Li, Vice President & CEO, International Federation of Multimedia Associations (IFMA)  
President, World China Network Association (WCNA)
- 16:15 – 16:35 Asia's Attitude Towards Life  
Speaker: Mr. Liu Bin, Chairman, Hongmao Holding
- 16:35 – 17:05 Creating Brand Experience  
Speaker: Mr. Marc Cansier, Founding Partner, Marc & Chantal Design
- 17:05 – 18:00 Networking



## 徐沪滨

### 中国国际贸易促进委员会 秘书长

高级经济师，中国非执业注册会计师，中国非执业注册税务师。1982年毕业于中国财政部部属江西财经大学财政金融专业。1982年至1987年在江西省财政厅工作。1988年1月至2004年9月在上海市财政局、税务局工作，期间历任上海市财政局、税务局办公室副主任、办公室负责人兼市局法制处负责人、城市建设财务处处长兼上海市财政局、税务局驻北京办事处主任、综合规划处处长兼上海市财政局、税务局驻北京办事处主任。2004年10月任中国国际贸易促进委员会资产监督管理委员会财务部主任。2005年9月兼任中国东方华力投资（香港）有限公司董事长。2006年3月任中国国际贸易促进委员会财务部主任，2006年3月兼任中国专利代理（香港）有限公司董事长。2006年9月任中国国际贸易促进委员会副秘书长，2006年11月兼任中国国际贸易促进委员会资产管理中心主任。2008年8月起任中国贸促会秘书长。



## Xu Hubin

### Secretary-General, CCPIT

Mr. Xu is a Senior Economist, CPA and CTA. Majoring in Finance, he graduated from Jiangxi University of Finance and Economics in 1982. Later he worked in Jiangxi Provincial Finance Bureau from 1982 to 1987. From January 1988, He successively served as Deputy Director of the General Office and Head of the General Office and the Division of Legal Affairs, Shanghai Finance Bureau and Shanghai Taxation Bureau, Director of the Division of the Construction Financing and the Beijing Office, Director of the Division of Comprehensive Planning and the Beijing Office of Shanghai Finance Bureau and Shanghai Taxation Bureau. Mr. Xu came to CCPIT in October 2004 and held the post of Director General of the Finance Department of CCPIT Committee of Assets Administration, and President of Empower Investment (HK) Co. Ltd. in September 2005. He became Director General of the Finance Department of CCPIT and President of China Patent Agent (HK) Ltd. in March 2006. He took office of Deputy Secretary-General of CCPIT in September 2006, and served as Director General of Assets Administration Center of CCPIT concurrently. Since August 2008, he has been Secretary-General of CCPIT.

谭平  
中央美术学院 副院长

1960年生，河北承德人。1984年获中央美术学院版画系学士学位。

1984-1989年为中央美术学院版画系讲师，1989年就读于柏林艺术大学自由绘画系，获艺术硕士学位。1994年回国任教于中央美术学院版画系；1995年任教于中央美术学院设计系；2002年任中央美术学院设计学院院长。2003年至今任中央美术学院副院长。



Tan Ping  
Vice President, China Central Academy of Fine Arts

Mr. Tan was born in Chengde, Hebei Province of China in 1960. He obtained his bachelor's degree in Graphic Arts at China Central Academy of Fine Arts in 1984. From 1984 to 1989, he was a lecturer in the Department of Graphic Arts of the academy. In 1989, he was admitted to the Department of Free Painting in the Berlin University of the Arts and got a master's degree there. He went back to China in 1994 and was teaching in the Department of Graphic Arts at China Central Academy of Fine Arts. In the next year, he started to teach in the Department of Design of the academy, and finally became Dean of the Department in 2002. Since 2003, he has been Vice President of China Central Academy of Fine Arts.

潘鲁生  
中国艺术研究院中国设计艺术院 院长

艺术学博士。现任中国艺术研究院中国设计艺术院院长、山东省文联主席、山东工艺美术学院院长，教授，博士生导师。中央联系的高级专家，享受国务院政府特殊津贴专家，全国宣传文化系统“四个一批”人才，全国非物质文化遗产保护先进工作者。从事设计教育、设计理论、设计策划、民艺学、文化产业等方面研究，主持教育部、文化部大型课题20余项，发表设计理论、设计教育论文110余篇，出版多部学术专著和《潘鲁生当代艺术》、《潘鲁生画集》、《新疆印象》等画集。主编《高等院校设计艺术专业系列教材》（12部）、《中国图案大系》分卷、《中国美术百科全书》分卷、《中国民间美术全集》等专著。

担任“第十一届全国运动会”视觉形象设计总监、“2010年上海世博会”山东馆设计总监，完成一系列国家重大文化设计及展示项目。



Pan Lusheng  
President, China Design Academy, Chinese National Academy of Fine Arts

Mr. Pan is a Doctor of Fine Arts. Currently, he is President and Professor of Shandong Academy of Industrial Arts, and a doctoral tutor in Shandong University. Besides, he is member of China Artists Association and Chinese Folk Literature and Art Association. He is President of China Academy of Art and Design Institute and member of China Folk Cultural Heritage Rescuing Experts Group. He enjoys the "State Council special government allowances" and is the national Four "A Group" Talent Project conducted by the Propaganda Department of the Central Committee of the CPC.

**晏礼兵****中国国际贸易促进委员会经济信息 部副部长**

江西大学新闻系毕业。1986年8月大学毕业后分配至新华社，曾先后在国际部中文专线组、选报组、要闻组、欧美组、英文组工作。1987年至1989年在中国新闻学院进修。1992年10月从新华社调到中国贸促会，先后在会务部、办公室、展览部、经济信息部工作，历任办公室副处级秘书、展览部综合处副处长、展览管理办公室副处长、处长。2009年7月，任经济信息部副部长。

**Yan Libing****Deputy Director-General, Economic Information Department, CCPIT**

Mr. Yan graduated from Department of Journalism of Jiangxi University. After graduating in August, 1986, he was dispatched to Xinhua News Agency, and worked in Chinese Special Line Group, News Selecting Group, Important News Group, Europe and USA Group and English Group of the International Department successively. He received advanced studies in China Journalism College from 1987 to 1989. He was transferred from Xinhua News Agency to China Council for the Promotion of International Trade (CCPIT) in October, 1992, and worked in its Sub-council and Membership Department, General Office, Exhibition Department and Economic Information Department successively, and he has served as Deputy Director-General of the Economic Information Department since July, 2009.

**陈琳****中国国际贸易促进委员会成都市分会 会长  
成都市博览局 局长**

1983年毕业于西南农业大学农学系。1983年8月至1996年4月先后在共青团郫县县委、共青团成都市委、成都市委办公厅、成都市政府办公厅工作。1996年4月至2001年8月，历任成都市高新区党工委办公室、管委会办公室主任、经贸发展局局长；2001年8月至2008年2月，历任成都市成华区委常委、副区长，成都市发展计划委员会副主任、成都市发展和改革委员会副主任；2008年2月至今，历任中国国际贸易促进委员会成都市分会常务副会长兼成都会展业发展办公室主任，常务副会长兼成都市博览局局长，会长兼成都市博览局局长。是政协成都市第十三届委员会委员、中国国际贸易促进委员会第五届委员会委员。

**Chen Lin****Chairman, CCPIT Chengdu Sub-Council  
Head, Chengdu Municipal Bureau of Exposition**

Mr. Chen Lin graduated from Department of Agriculture of Southwest Agricultural University in 1983. Between August 1983 and April 1996, he worked in Pixian CCYL Committee, Chengdu CCYL Committee, General Office of Chengdu CPC Committee and General Office of Chengdu People's Government successively. Between April, 1996 and August 2001, he successively worked as Director of General Office and Director of Economic & Trade Bureau of Chengdu Hi-tech Zone. Between August, 2001 and October 2005, he acted as Standing Member of Chenghua District CPC Committee and Vice Head of Chenghua District People's Government. Between October 2005 and February 2008, he acted as Vice Head of Chengdu Development & Planning Commission and Chengdu Development & Reform Commission. Between February, 2008 and May, 2010, he acted as Executive Vice Chairman of CCPIT Chengdu Sub-Council and Head of Chengdu Convention & Exhibition Development Office. Between May 2010 and July 2011, he acted as Executive Vice Chairman of CCPIT Chengdu Sub-Council and Head of Chengdu Municipal Bureau of Exposition. Since July, 2011, he has been Chairman of CCPIT Chengdu Sub-Council and Head of Chengdu Municipal Bureau of Exposition. He is a member of the 13th CPPCC Chengdu Committee and the 5th CCPIT.

## 王敏

中央美术学院设计学院 院长、教授、博士生导师

1982年毕业于浙江美术学院后留校任教，1983年以访问学者身份游学欧洲，曾就读于柏林艺术大学与慕尼黑造型艺术学院。1988年毕业于耶鲁大学艺术研究生院，获得平面设计硕士学位并被授予诺尔曼·艾弗斯纪念奖。曾任教于耶鲁大学艺术研究生院平面设计系，并任Adobe公司设计总监；被推选为旧金山地区12名最优秀设计师参与旧金山申办奥运会活动，是国际平面设计师协会（AGI）、美国平面设计师协会（AIGA）会员、纽约艺术指导俱乐部会员、中国流行色协会色彩教育委员会副主任。

2007年成为中央美术学院第一位教育部长江学者特聘教授。2003年起被北京奥组委聘为形象景观专家及设计总监。2009年担任北京“世界设计大会”学术总监。



## Wang Min

Dean, School of Design, China Central Academy of Fine Arts

Mr. Wang is also a professor and doctoral tutor. He taught at Zhejiang Academy of Fine Arts after graduating from it in 1982. In 1983, he went on a study tour to Europe as a visiting scholar and studied at the Berlin University of the Arts and the Munich Visual Arts College (Akademie Der Bildenden Künste München). In 1988, he graduated from Yale University Graduate School of Arts and obtained a master's degree in graphic design. He was also awarded Norman Ivers Memorial Award.

He once taught at the Department of Graphic Design in Yale University Graduate School of Arts and worked as design director in Adobe. What's more, he was once selected as one of the best 12 designers of San Francisco to attend San Francisco's bid for hosting the Olympic Games. He is member of the Alliance Graphique Internationale (AGI), Alliance Graphique Internationale of America (AIGA) and New York Art Directors Club. He is also Deputy Director of Color Education Committee of China Fashion Color Association. In 2007, he became the first distinguished professor of Changjiang Scholars appointed by Ministry of Education in the history of China Central Academy of Fine Arts. In 2003, he was appointed as Landscape and Image Expert and Design Director by Beijing Organizing Committee of Olympic Games (BOCOG). He became the Academic Director of Beijing World Design Congress in 2009.

## Clive Roux

美国工业设计师协会 CEO

生于南非，在约翰内斯堡大学获得工业设计学士学位。2009年9月加入美国工业设计师协会（拥有2300个会员），此前担任多家机构的首席执行官、首席营销官等高管职务。深刻理解美国本土和欧亚非文化，设计和管理经验丰富。设计和指导设计过370多种产品，为可口可乐、飞利浦、通用、宝洁等“财富100强”企业提供过创新和战略发展设计服务。曾担任Philips Audio公司全球设计总监15年，帮助公司重新成为全球音像行业的领军者。



## Clive Roux

CEO, Industrial Designers Society of America (IDSA)

As CEO of the Industrial Designers Society of America, Clive Roux, IDSA is responsible for leading and developing the value of the society for its over 3,000 members. Before coming to IDSA in September 2009, Roux was the Chief Marketing Officer for Baumgartens in Atlanta, GA.

Roux's approach to problem solving is through the eyes of a designer. In the past he has worked with a number of Fortune 100 companies to include Coca Cola, Philips, GM and P&G in design roles on innovation and future strategy development. Roux has designed or directed over 370 products. As global design director for Philips Audio for over 15 years, his work was crucial in helping re-ignite Philips Electronics leadership share of the global audio market. For the past decade he has worked in various management roles including CEO and Chief Marketing Officer. He has experience designing and managing for local as well as global markets. Roux's thorough understanding of European, Asian, African and American culture stems from having lived and worked on all of these continents for at least 7 years each. Born in Johannesburg, South Africa, he studied industrial design and marketing and earned a bachelor's degree in industrial design at the University of Johannesburg.



**Marco Forgione**  
国际视觉传播协会 CEO

资深传媒人，毕业于伦敦政治经济学院地理学专业。曾任英国坎特伯雷学院企业和伙伴关系部门总监、英国皇家园林协会市场总监，拥有丰富的市场营销和管理经验。2007年加入欧洲最大的创意公司和创意从业人员的协会组织IVCA，曾领导IVCA为众多世界知名的企业（英国石油、索尼和汇丰银行等）和政府制作和筹划各种电影、视频、现场活动及数字化传播，为IVCA的发展壮大和IVCA会员的利益做出了巨大贡献。看到了中国的巨大发展潜力并且多次来华考察，希望 IVCA能促进中英两国创意产业之间的联系，成为其沟通和合作的桥梁。在2011年度，被业界最权威的AV杂志评为在创意产业最具影响力的前100位决策者之一。



**Marco Forgione**  
CEO, the International Visual Communication Association (IVCA)

Mr. Marco Forgione, one of top 100 AV Powerbrokers of 2011 awarded by the most influential industrial magazine. Marco graduated at London School of Economics and Political Science, and was previously employed as the Director of Enterprise and Partnerships of Canterbury College and the Director of Marketing and Communications of Landscape Institute. Marco as the Chief Executive of the IVCA (International Visual Communication Association) has been working for the European's largest independent, not for profit organisation representing commissioners and creators of film, video, digital and live events in the corporate and public sectors since 2007. His unique perspective and rich experience in creative industry has benefited and contributed to the development of IVCA, and helped a number of world-renowned enterprises such as BP, Sony and HSBC etc. Marco is working on building a platform to promote the cooperation of UK and China creatives to exchange ideas and thoughts.

**Rémy Aron**  
法国美术家协会 主席

1972年毕业于巴黎国立高等美术学院，师从罗杰·普林（Roger Plin）和让·贝尔托勒（Jean Bertholle）绘画、雕塑大师。2011年荣获法国艺术与文学骑士勋章。现任法国美术家协会主席，联合国教科文组织美术家协会 AIAP/IAA 国际财务官，巴黎市立美术学院教授。

曾获奖学金进修于卡萨·维拉斯盖兹（Casa Velásquez）高等美术学院。曾获大巴黎大区议会奖、法兰西基金会努夫拉尔奖、法国高等美术学院奖、法国艺术家金奖、泰勒基金会费尔南德·柯尔蒙大奖。策划组织的《画家的分享》国际绘画展，曾在“法国摩洛哥年”期间在巴黎做全年展出；《画家和雕刻家的分享，法国/以色列》，曾在巴黎白水山艺术空间展出。



**Rémy Aron**  
President, French Plastic Arts Association

National Fine Arts Diploma, Paris 1972. The French Knight Medal of Arts and Letters, Paris 2011. Fine Arts Academy grant - Golden Medal of French Artists.

He is President of the Maison des Artistes, International treasurer of the AIAP/IAA (UNESCO), Professor at the City of Paris Fine Arts Studios, and the organizer of two international exhibitions: «Peintres en partage», during the Year of Morocco in France and «Peintres et sculpteurs en partage, France/Israël» in Paris.

**Olaf Barski**  
德国 Barski 设计公司 总经理

知名产品设计师，产品顾问。毕业于汉堡美术大学工业设计专业，师从现代设计艺术大师 Peter Raacke 教授。毕业后在好运达、飞利浦公司工作五年，从事家用电器设计工作。1992年在法兰克福创立 Barski 设计公司，并自2000年起担任执行董事。

在多所设计大学担任客座讲师，在多个国际设计大赛中担任评委，并多次受邀在国际会议上演讲。是德国设计委员会、德国设计俱乐部、iF 论坛设计和德国建筑、工程和设计协会会员。



**Olaf Barski**  
General Manager, Barski Design

Olaf Barski is a product designer and a design consultant. He studied Industrial Design at the University of Fine Arts in Hamburg under Professor Peter Raacke and then worked for five years at companies including Rowenta and Philips, the Netherlands, as a product designer of domestic appliances. In 1992 he founded his own design studio in Frankfurt, Main, since 2010 he is the managing director of Barski Design GmbH.

Besides his commitment as a guest lecturer at several universities of design and as a speaker at international design conferences like BDCI, Shenzhen 2009 and Design Turkey 2010, Olaf Barski is an active member of the German Design Council, DDC (German Design Club), AED (Architecture, Engineering, Design) and iF (International Forum Design) and he is on the jury of numerous international design competitions.

**叶智荣**  
香港设计师协会 前主席

国际知名产品设计师。曾受聘于美国加州青蛙设计、飞利浦荷兰燕豪芬设计总部，1990年创立叶智荣设计有限公司。20多年来，设计过1000多种作品，并曾为李宁、飞利浦、任天堂、日立、山水、韩国东洋、现代、大宇等知名企业提供设计服务。

以ALANYIP作为品牌发行了一系列时尚专利产品，并把CHINA DESIGN BY ALANYIP压印于产品上推动中国原创。屡获德国iF设计大奖、英国特许设计师协会金奖、美国电子消费品展创意奖、中国创新设计红星奖、中国光华龙腾奖、中国华人艺术成就大奖、香港行政长官奖状、香港工业奖等奖项。

在社会服务方面，曾担任香港设计师协会主席、香港台湾文化合作委员会委员、香港康乐及文化事务局博物馆委员会委员、香港创新科技署荣誉顾问、香港旅游发展局旅游大使、香港理工大学客席讲师和香港知识产权会董事等。他的工作和作品为中国产品设计奠定了国际地位和基石。



**Ye Zhirong**  
Former Chairman, Hongkong Designers Association

Mr. Alan Yip has designed over 1000 thousand products, and has provided design consultancy service for a large number of famous transnational companies. He has won a lot of prizes in the world for his excellent designs.



朱成

朱成石刻艺术博物馆 馆长

1946年出生于四川成都，1979年四川美术学院雕塑系专修班结业，国家一级美术师，朱成石刻（私立）艺术博物馆馆长（四川省文物局批准），中国雕塑学会理事，全国城市雕塑建设指导委员会委员，成都城市雕塑艺术委员会委员，四川美术学院雕塑系客座教授，西南交大传媒艺术学院兼职教授。2011成都双年展建筑设计展策展人。



### Zhu Cheng Head, Zhu Cheng Stone Inscription Art Museum

Born in 1946, Chengdu, Sichuan Zhu Cheng, completing its education program of sculpture with Sichuan Fine Art Institute in 1979, is a national level-1 fine art master, head of Zhu Cheng Stone Inscription Art Museum (a private organization established with approval of Sichuan Cultural Relics Bureau), director of Chinese Sculpture Institute, member of National Urban Sculpture Construction Steering Committee, member of Chengdu Urban Sculpture Art Commission, visiting professor of Sichuan Fine Art Institute, and part-time professor of School of Art and Communication, Southwest Jiaotong University as well as one of the architectural designers of Chengdu Biennale 2011.

Davin Stowell

美国 Smart Design 公司 CEO

自30年前创立 Smart Design（在纽约、旧金山和巴塞罗那设有办公室，2010年被白宫授予美国国家产品设计奖）以来，已将其打造成世界一流的专注于消费者产品、服务和体验设计的专业机构。在其指引下，Smart Design 已为 OXO、惠普、强生、吉列和世界厨房等企业提供过设计服务。

在消费产品的战略性设计和规划方面拥有丰富经验。其1989年设计的“OXO好把手”产品系列，开创了日常用品设计通用化的时代，获得美国工业设计师协会和美国商业周刊颁发的“十年设计金奖”等多个奖项，被美国现代艺术博物馆永久收藏，并成为哈佛大学 MBA 教学设计管理经典案例。是美国工业设计师协会2011“工业设计优胜奖”评委会主席。



Davin Stowell

Founder & CEO, Smart Design

Davin Stowell is the founder and CEO of Smart Design, a multi-disciplinary strategic design consultancy with offices in New York, San Francisco and Barcelona. Over the last 30 years, Davin has established Smart Design as one of the world's premier design firms focused on consumer products, services, and experiences. In 2010 Smart Design was honored by the White House as the recipient of the National Design Award for product design. An expert in consumer product design and planning, Davin has steered the design directions for a broad range of clients including: OXO, HP, Johnson & Johnson, Gillette, and World Kitchen.

The OXO Good Grips line he created in 1989 brought Universal Design to everyday products and received dozens of honors, including the IDSA/BusinessWeek "Design of the Decade Gold Award." They are also included in the permanent collection of the Museum of Modern Art. The OXO story is used as a design management case study in the MBA program at Harvard University.

Davin was the 2011 chair for the IDSA IDEA awards. He holds a BS in Industrial Design from Syracuse University.

**John Barratt**  
美国 Teague 设计公司 总裁兼 CEO

毕业于英国 Teesside 理工大学和莱斯特理工大学，获三维设计学士学位和产品设计硕士学位。1990 年加入巴黎 Exatiss Concept 设计机构，参与巴黎地铁有关设计项目。此后在荷兰飞利浦公司设计中心（香港、埃因霍芬、纽约等地的工作室）工作，并最终担任战略设计经理，在飞利浦通讯产品的设计中确立和执行了连贯的品牌语言，并在设计战略和操作层面积累了丰富的经验。1999 年加入 Teague 公司，在其担任总裁、首席执行官的过去五年里，该公司建立和加强了与众多全球 500 强企业的合作关系，并多次获得红点、IDEA（工业设计优胜奖）、好设计、iF 等奖项。多次担任有关国际设计大赛评委。



**John Barratt**  
President & CEO, Teague

During his five years as President and CEO of Teague, he's established and strengthened Teague's partnerships with some of the world's leading brands including Hewlett-Packard, Nike, The Boeing Company, Starbucks, Panasonic, LG, Samsung, Rockwell Collins and Microsoft among others. Under his direction, Teague's contributions to design have been honored with dozens of prestigious awards including multiple Red Dot, IDEA, Good Design and iF awards. In 2006, the company was presented with DMI's Design Management Team of the Year Award.

John began his career in 1990, working as a product designer at Exatiss Concept in Paris for nearly five years and then moved on to Philips Design in Holland. There he had the great fortune to work under the direction of Stefano Marzano. Spending five years at Philips, John held leading positions in their Hong Kong, Eindhoven and New York studios. In his final role as Strategic Design Manager, he established and implemented a coherent brand language across Philips' ranges of telecommunication products; and initiated, mentored, and implemented a future-focused ideation process for the burgeoning mobile phone market. His global experience in both operational and strategic roles at Philips Design facilitated his move to Teague in 1999. John earned his master's degree in Industrial Design from Leicester Polytechnic, United Kingdom after receiving a bachelor's degree in Three Dimensional Design from Teesside Polytechnic, United Kingdom.

**许燎源**  
许燎源现代艺术设计博物馆 馆长

1963 年出生，1987 年毕业于景德镇陶瓷学院艺术系，20 年来广泛涉猎书法、绘画、陶艺、不锈钢雕塑、白酒包装艺术等，其艺术作品先后被故宫博物馆、法国人头马博物馆等收藏；其著作《泥身火魂》、《印记—朴素堂十年创意报告》、《印象环东 28》由四川美术出版社出版发行，并远销日本、欧洲，第三部大型设计专著《惑》全球热销；其设计的中国名酒包装艺术作品在中国酒类市场被广泛应用，很多经典作品被大学列为教材案例；其创作的不锈钢装置艺术品，被业内誉为未来艺术的典范之作；其对设计艺术的理论研究成果“白酒美学”、“新文物观”对中国白酒设计艺术产生了深远的影响。



**Xu Liaoyuan**  
Head, Xu Liaoyuan Modern Art & Design Museum

Born in 1963, Mr. Xu Liaoyuan graduated from the Department of Arts, Jingde Town Pottery College. In the past over 20 years, his interest has been widened to cover calligraphy, painting, pottery, stainless steel sculpture and liquor package. Many of his art works have been collected one after another, by Palace Museum and Rémy Martin Museum, and his works Fire Soul All Over, Footprint · Pusutang's 10 Years in Retrospect and Huandong Impression 28 were published by Sichuan Fine Art Press and well sold in Japan and Europe. Apart from that, his third large-scale works on design Puzzle won a global success. His art work on Chinese famous liquors is widely applied in China' liquor market, and many of his classical works are selected as teaching materials in universities. His research on theoretical art design, represented by Aesthetics of Liquor and New Cultural Relics Perspective, influences the design for Chinese liquor's bottle significantly.



郭羿承

北京文化发展基金会国际艺术授权专项基金 秘书长

北京大学美学博士候选人，企业管理硕士，主要研究方向为《文化产业艺术授权》。1997年于台湾创办artkey，2000年赴北京、上海设办公室，十多年来于两岸频繁来往。现为artkey集团董事长，并担任北京文化发展基金会国际艺术授权基金秘书长、上海创意产业中心常务理事、北京798艺术区顾问。曾任中国文化部文化产业课程教授、任教于中央美术学院教授艺术管理文化创意产业相关课程。是台湾文建会文化创意产业相关顾问、中国文化创意产业蓝皮书撰稿人。著有《美力财富》等书。



Alex Guo

Secretary-General, the International Art Licensing Fund, Beijing Cultural Development Foundation

Alex Guo, a PHD candidate of Aesthetics from Beijing University and MBA, focuses his research in art licensing of the cultural industry. He established Artkey in 1997, set up offices in Beijing and Shanghai in 2000 and travels frequently across the strait for the past decade. He is currently Chairman of Artkey Group, Secretary-General of the International Art Licensing Fund under Beijing Cultural Development Foundation, Executive Director of the Shanghai Creative Industries Center, and Consultant for Beijing 798 Art District. He also lectured cultural courses for the Ministry of Culture of the People's Republic of China, instructed art management and cultural creative lessons in the China Central Academy of Fine Arts, and consulted on cultural creative industry matters for the Taiwan Council for Cultural Affairs. He was invited to write for the "Blue Book of China's Culture" and published a book "Fortune from Art Power".

Karin-Beate Phillips

英国欧洲协会 主席

语言学家、经济学家、社会活动家。出生于德国，在不同工业和创意产业中担任过管理职位。1991年创办英国欧洲设计协会，协助在主要全球出口性市场推广英国人才和创意产品的市场化，利用其专长与全世界的制造商、贸易展览组织者、政府部门和买家建立合作关系。2007年在西非成立了“SOS-挽救我们的工艺”基金会，以保护、恢复和提高传统工艺技术的价值实现。领导英国欧洲设计协会积极与中国在创意产业方面开展合作。



Karin-Beate Phillips

Chairman, British European Design Group

A linguist, economist and publicist by profession German born Karin-Beate Phillips acquired her extensive professional expertise through holding senior positions in a wide and diverse range of Industrial and creative sectors as well as through her free-lance work running her own management and marketing consultancy. In 1991 she founded the British European Design Group to help promote and commercialise the then largely untapped economic potential of Britain's multinational and multicultural creative talent in key global export markets. Another main objective of the BEDG has been to access government export subsidy grants to enable UK design-led Individuals, businesses, government and non-government organisations and Institutions, universities and colleges to attend foreign trade fairs, exhibitions and other events to showcase and sell their services and products to key export markets.

Her new foundation, SOS-SaveOurSkills set up in Burkina Faso, West Africa in 2007, aims to safeguard, rehabilitate and qualify Indigenous traditional craft skills and to upgrade and commercialise the products through the added value of cultural identity and creativity as vitally important cottage Industries In developing countries and consequently to restore the professional and cultural self-value of the master craftsmen and -women practicing these skills.

### Tim Stephens

英国欧洲设计协会 传媒总监

是伦敦艺术大学在远东、欧洲和美国的创意产业代表，曾任伦敦艺术大学通讯学院互动媒体项目总监、国际开发专员。作为英国欧洲设计协会传媒总监，与伦敦艺术大学、英国贸易投资署等共同组织国际展览、会议和其它活动。

是一位专业摄影师、插图画家和互动媒介制作者，与有关世界遗产保护部门密切合作，将新媒体技术和图像处理系统应用到传统的文物保护过程当中。



### Tim Stephens

Media Director, British European Design Group

Tim Stephens was until recently the Programme Director for Interactive Media and the International Development Coordinator at the London College of Communication, a constituent college of the University of the Arts London. In the 1990's Tim was Course Director for the Master of Arts Interactive Media Programme. In parallel he worked with the British Government, promoting creative industries and their associated technologies, concentrating on the USA (New York, Silicon Valley etc.) More recently Tim has represented the University of the Arts London in terms of creative Industries' enterprise, in the Far East and Europe as well as in America. As Media Director of the British European Design Group he has co-organized international exhibitions and events, conferences and seminars, also in association with the University of the Arts London and UK Trade & Investment. An independent professional photographer, illustrator and interactive media producer and consultant, Tim Stephens works closely with conservation bodies in the heritage sector, blending new media technologies and image systems with traditional conservation processes.

### Matthias Ditsch

德国电影和音像联合协会 会长

长期从事因特网、多媒体和电视行业管理工作。1995年，成立德国第一批网络公司之一的Internet.tools，并创办在线杂志“数字之镜”，后者在1999年转变为一家音乐下载社区。2003年加入德国电影和音像联合协会，2010年当选为会长。兼任德国第一高尔夫商业俱乐部执行董事。

在奥格斯堡和柏林研究视觉传达和展览设计。1988年获得本科学位后，开始从事计算机平面、视频设计和计算机3D模拟设计工作，为不同公司提供服务。



### Matthias Ditsch

President, Integrated TV & Video Association

Matthias Ditsch is an experienced managing director, member of the board and founder of over ten years intensive work in the field of internet, multimedia and TV industry management. In 1995 he founded one of the first online agencies in Germany the INFINITE .tools GmbH at the beginning of the internet age and parallel the online magazine "digitalMIRROR", which was transformed 1999 into the "Call-A-Song.de AG", a music download community. Since 2003 he is an active member of the board of ITVA and was elected in 2010 to become its president. He also become managing director of FirstGolf Business Club GmbH an event marketing company for golf tournaments.

Mr. Ditsch studied visual communication and exhibition design in Augsburg and Berlin, where he get his diploma in the year 1988. In this year's he started to work with computer graphics, video design and 3D computer animation, to work for different companies in the media industry.



**李平**  
国际多媒体协会联盟 副主席兼 CEO  
世界对华交流协会 会长

主持发展国际多媒体协会联盟全球数字媒体产业合作团队，其成员来自联合国相关机构及加拿大、美国、法国、瑞士、英国、德国、意大利、西班牙、俄罗斯、澳大利亚、日本、韩国、印度、巴西、南非等 42 个国家和地区的数字媒体与互联网行业协会、研发中心、教育机构、投融资集团、产业园区、专业公司企业等。自 2004 年至 2011 年，连续主持了四届世界多媒体与互联网峰会筹备工作。2010 年，应联合国开发计划署邀请，主持了上海世博会联合国展厅全球南南合作创意周国际创意经济、新媒体和互联网论坛。作为国际多媒体协会联盟亚太中心主席，积极推动互动游戏、数字电影、数字健康、数字设计、数字商务，以及世界数字艺术大奖赛、国际数字媒体产业园等国际项目落户中国。同时担任世界对华交流协会会长、加中理事会会长、加拿大蒙海国际总裁等职务。曾任加拿大蒙特利尔世贸中心中国事务特别顾问，持有加拿大麦吉尔大学比较文学硕士学位。



**PING LI**  
VP & CEO of International Federation Of Multimedia Associations (FIAM)  
President of World China Network Association (WCNA)

As Vice-President and CEO of FIAM, Mr. Ping Li is currently responsible for operating its global team on multimedia and internet, networking with UN agencies and international organizations, associations, chambers of commerce, universities and research centers, financial groups, industrial zones, companies and experts from forty-two countries and regions, such as Canada, USA, France, Switzerland, UK, Germany, Italy, Spain, Russia, Australia, Japan, Korea, India, Brazil, South Africa, etc. He was also responsible for preparing the 4th, 5th, 6th and 7th World Summit on Internet and Multimedia (WSIM) from 2004 to 2011. He was invited by UNDP, to be the Chair for the Creative Economy, New Media and Internet for Development Forum, as an integral component of the Global South-South Creative Week at the United Nations Pavilion, Shanghai World Expo 2010. As President of FIAM Asia-Pacific Centre, he actively promote international projects and events in China on interactive games, digital films, e-health, digital design, digital business as well as International Digital Arts Awards and World Summit on Internet and Multimedia, etc. He is also President of World China Network Association, President of Canada China Network Council, President of Mon-Hai International Centre. He used to be the Special Advisor for World Trade Centre Montreal and received MA on comparative literature of McGill University in Canada.

**Jeremy Stinton**  
英国 ST16 公司 客户服务总监

毕业于英国 Staffordshire 大学传媒技术专业。在 ST16 公司（英国知名的病毒行销型电影专家）担任客户服务总监达 11 年之久，为富士通、英国国家健康服务等知名机构提供服务。在过去五年里，担任过无数病毒行销型电影的执行制片人，获得过国际大奖。在加入 ST16 公司之前，服务于全球 IT 外包企业 EDS。



**Jeremy Stinton**  
Client Services Director, ST16

1st Class Bsc (Hons) Degree in Media Technology from Staffordshire University

11 years as Client Services Director and co-founder of viral film specialist ST16 Ltd. He works with high profile brands including Fujitsu, Marston's Pub Company and the National Health Service. Over the past 5 years I have been involved as Executive Producer in numerous viral film campaigns that have won world-wide gold awards. I also sit on the committee of and regularly present to public relations steering groups around the UK.

Prior to ST16 I worked at global IT outsourcing corporate EDS delivering internally and externally focussed video and multimedia content.

康马克  
曼可尚设计 创始人

1991年毕业于巴黎高等平面艺术学院。1993年，与他人在香港共同创立曼可尚设计，注重真正跨领域、全方位的思维理念，使之迅速成为亚洲领先的设计工作室之一。借助本身平面设计师的背景及其在品牌建立、室内设计方面的多年经验，与其工作团队一起创造成效显著的解决方案，近年来专注于品牌咨询和设计。太古酒店在北京的第一家精品酒店，由隈研吾进行建筑设计的“瑜舍—the opposite house”，其成功的视觉识别形象正出自曼可尚设计之手。是香港设计师协会会员、香港理工大学设计学院客座讲师。



Marc Cansier  
Founding Partner, Marc & Chantal Design

Marc studied fine arts and graphic design at the Ecole Supérieure d' Art Graphique (Atelier Penninghen) in Paris where he graduated in 1991. He founded Marc & Chantal Design in 1993, together with partners Chantal Réchaussat and Marc Brulhart. Over the years, Marc has been leading the design teams of Marc & Chantal Design on a wide range of integrated projects. His background as graphic designer and his long experience in branding and interior design projects helps him create, with his team, unique and highly successful solutions, blending graphic, interior and multimedia. In recent years Marc has been concentrating on branding consultancy and design, with such success as the identity for Swire Properties first hotel: The Opposite House, located in Beijing and designed by Japanese architect Kengo Kuma. He is Creative Director and Co-Chief Editor of Park Life magazine, published by Marc & Chantal Design on behalf of the Beijing Yintai Centre (host of Beijing Park Hyatt Hotel). He is a full member of the Hong Kong Designers' Association, a part-time lecturer and mentor at the Hong Kong PolyU School of Design.

樊剑修  
成都阿佩克思奥美品牌营销咨询有限公司 董事长、总经理

经济学硕士，高级经济师。担任成都市政协委员、成都市城市形象顾问、中广协学术委员会委员、四川省工商联执委并文化产业商会副会长、四川省广告协会副会长、成都市广告协会会长、成都市旅游协会副会长；第十二届中国广告节创意大赛评委、中国优秀广告 IAI 年鉴评委、《广告人·中国·实战案例》评委、2007 美国艾菲奖终审评委、连续多届中国广告节艾菲奖终审评委。1993 年创立阿佩克思广告有限公司，十余年来成功地在日用品、汽车、房地产、旅游等行业塑造了一系列知名品牌。2007 年，阿佩克思正式和全球知名 500 强企业、世界第一大传播集团 WPP 集团强强联手，成为西部第一家合资 4A 广告公司。2010 年，与 WPP 集团旗下奥美中国合资成立阿佩克思奥美品牌营销咨询有限公司，该公司现为 WPP 和奥美在中国西部唯一业务落地窗口。



Fan Jianxiu  
President, Apex (China) Communications

Mr. Fan earned a master's degree in economics. He initiated Apex Advertising in 1993 and, over the past decade, successfully shaped up a series of renowned brands in the realms of articles of daily use, automobile, real estates, and tourism, turning out Apex to be a spearhead of the industry in West China. The advertising company was veered from humble base to a group comprising of four affiliations scattered in Chengdu and Beijing, which was listed into China Top 50 Companies for Ad Creative Ideas and certified as the sole 'National Class I Advertising Enterprise' of Chengdu, one of the first batch in China, by China Advertising Association. Under his leading, Apex becomes the only company in China who won China Gold EFFIE three times and Cannes once.



## 柯瑞思

### Continuum 大中国区 总经理

在 Continuum 公司从事创意和设计策略已超过十年时间。专注于为消费品、消费电子、酒店、无线通信以及时尚领域的跨国公司开发战略性产品和服务。随着 Continuum 上海办公室的成立和扩容,被委任大中国区总经理,负责 Continuum 中国业务的全力发展,继续致力于为本土企业和跨国公司提供创新产品和服务。此前在位于波士顿的麻州艺术与科学学院教授设计策略和研究,现正帮助学院开设跨学科设计领导力的研究生课程。

拥有 Syracuse University 的工业设计学士学位,主攻设计研究和系统研究。



## Chris Hosmer

### Managing Director, Shanghai, Continuum

Chris has worked in innovation and design strategy at Continuum for 10 years and has lead projects in the Americas, Europe and Asia. His focus is developing product and service based strategies for global companies in the consumer packaged goods, consumer electronics, hospitality, wireless telecommunications, and fashion sectors.

Chris specializes in helping his clients envision solutions that will be obvious in a few years but are difficult to imagine now. In his current role as Managing Director of Continuum's Shanghai office, Chris helps multinational and domestic companies develop consumer driven innovation capabilities, brand strategies and product/service solutions for the China market and other emerging market platforms. Previously, Chris has taught the Design Strategy and Research track at the Massachusetts College of Art and Design in Boston where he is currently helping to design a new multidisciplinary graduate program in Design Leadership, which will enroll its first class in Fall 2011.

Chris earned a B.I.D. (Bachelor of Industrial Design) at Syracuse University where his emphasis was on design research and service system design.

## 刘斌

### 鸿茂控股有限公司 董事长

跨界企业家,“亚洲的生活态度”创意发起人,《新富春山居图》创意发起人,鸿茂·八墅缔造者,第12届威尼斯双年展特别机构邀请参展作品展览概念创导人,建筑艺术的倡导与实践者,高端品牌与文化艺术的创意和推动者。

1961年生于浙江台州,早年从事汽车、房地产、文化传播等多个行业领域,现致力于高端原创地产开发、酒店度假村、奢侈品牌、艺术品牌和文化活动等领域的创意与实践。追求文化艺术与商业价值的完美融合,跨界于文化、建筑、时尚等艺术多个领域。



## Liu Bin

### Chairman, Hongmao Holdings

Mr. Liu was born in Zhejiang province in 1961, and worked in different industries in his earlier career. He has devoted to the combination of cultural art and commercial value by participating in the cultural, architecture and fashion sectors.

## 2011 中国国际创意设计展览会

时间：2011 年 11 月 4-6 日

地点：北京中国国际展览中心 2、3 号馆（6000 平米）

参展对象：优秀交流设计、产品设计和新媒体设计等作品

展区分布：

- 1、iF 工业设计大奖获奖作品展区（2 号馆）；
- 2、2011“天鹤奖”中国国际青年设计师大赛获奖作品展区（2 号馆）；
- 3、2011 特邀原创设计师展区（2 号馆）；

参展作品：“亚洲的生活态度”的建筑实践（2010 年中国唯一入选威尼斯双年展项目）

参展机构：鸿茂控股有限公司

参展作品：“箱子”——可拆装系列家具

参展机构：李鼎含设计工作室

参展作品：“原创竹产品系列

参展机构：大庄集团 薛中（设计总监）

参展作品：“开笼”（鸟笼系列）

参展机构：湃设计工社 刘峰（设计总监）

参展作品：荷系列沙发

参展机构：圣豪庭家具（张博航+）

参展作品：记忆凳

参展机构：立和空间设计 贾立（设计总监）

参展作品：月牙椅、万花筒、寒江雪等

参展机构：木美设计 陈大瑞（设计总监）

参展作品：鹅卵石沙发

参展机构：有机组 温森（运营总监）+

参展作品：凹凸椅系列

参展机构：清华大学美术学院 高一强

参展作品：绘本系列

参展机构：中央美术学院城市设计学院 熊亮

参展作品：“BEAUTY IS NOT ENOUGH”海报墙

参展机构：中央美术学院设计学院 吴帆

参展作品：“LAST CLOCK”时间机器

参展机构：清华大学美术学院 师丹青



参展作品：创意纸品系列

参展机构：ILOOVEE LETTERPRESS 原创品牌

参展作品：毛毡包等

参展机构：YOURS 工作室（孙炎飞 安晓轩 王晓峰）

参展作品：环保包等

参展机构：内存原创品牌（魏明辉）

参展作品：布鞋系列

参展机构：中央美术学院城市设计学院（楚吉妮等）

参展作品：十二生肖玩偶系列

参展机构：MOMOFAT 原创品牌（冯旭）

参展作品：山林原创品牌形象系统设计

参展机构：山林（李习斌 姚冶）

#### 4、2011“设计之星”中国设计学院院长提名展区（2号馆）；

提名展提名委员（排名不分先后）：

谭平	宋建明	赵健	潘鲁生
王敏	徐仲偶	王雪青	童慧明
王绍强	过伟敏	张童	陈耀明

提名展参展设计师（排名不分先后）：

陈曼	张达	何君	广煜
赵清	韩湛宁	章林佳	潘剑锋
王绍强	石川	杨明洁	章俊杰
廖志文	高杨	胡汉华	郝凝辉
马浚诚	吕永中	候正光	何浩
张剑	王昀	张展	张凌浩
向帆	林学敏	徐丝露	卓凡
陈正达	成朝晖	陈原川	袁由敏
林宇峰	孙大刚	王红江	惠岩
孙磊	唐家路	刘宏骏	过宏雷
谭奇	陈卓	彦风	谭亮
丁涵东	叶峰泉	周春源	李维

#### 5、山东工艺美术学院展区（3号馆）

#### 6、成都展区（3号馆）

#### 7、专业设计机构和企业展区（3号馆）

## China International Creative Design Exhibition 2011

Time: November 4 - 6, 2011

Venue: Hall 2, 3, China International Exhibition Center

### Exhibitors:

International Forum Design Hannover for iF awards

Organizing Committee of Designnova Competition 2011 for awarded designs

Nominated Designers by Presidents of China's art & design education institutions

Graphic design, industrial design and new media design service providers home and abroad

Chinese manufacturing, trade and services companies

Industrial associations, education institutions for design and art

### Visitors:

Professionals from the design, R & D, production and marketing sectors in the world.



[www.designnova.org](http://www.designnova.org)

