





SHENZHEN
GLOBAL DESIGN
AWARD
深圳环球设计大奖

优秀作品集

COLLECTION OF SHENZHEN GLOBAL
DESIGN AWARD (SDA) 2017

首届深圳环球设计大奖优秀作品集

CONTENTS

目录

02 / CONTENTS
目录

04 / ABOUT SZDW
关于深圳设计周

06 / ABOUT SDA
关于深圳环球设计大奖

08 / WINNERS LIST OF SDA
获奖名单

010 / JUDGING PANEL
评审团

022 / INTERVIEW
问答评审团

034 / JURY'S COMMENTS
评审的话

044 / WINNING WORKS
获奖作品

96 / FINALISTS
入围作品

164 / AWARDING CEREMONY
颁奖典礼

170 / EXHIBITION
展览现场

176 / ARCHIVES
档案馆

ABOUT SZDW

The Shenzhen Design Week (SZDW) is a large-scale international design event administered by the Shenzhen Municipal Government, organized by the Shenzhen International Culture Exchange Association and the Shenzhen City of Design Promotion Office, and supported by domestic and foreign professional design agencies, design industry associations, professional design colleges and schools as well as the publicity and cultural institutions of the districts of Shenzhen. Held in late April each year, it reflects the city's pursuit of design with the slogan "New Age, New Design". With the theme of "Possibilities of Design", the 2018 SZDW had two main venues, namely the Shenzhen Museum of Contemporary Art and Museum of Urban Planning and the Design Society | Sea World Culture and Arts Center. This year's SZDW introduced the concept of "guest of honor", with Italy as the first "guest of honor". The two main venues had about 150,000 visitors during the SZDW, with more than 10,000 of them visiting the Shenzhen Museum of Contemporary Art and Museum of Urban Planning on the last day. There were also numerous visitors to the external exhibition projects. After the inaugural SZDW in 2017 was highly praised, the second edition in 2018 became a name card for Shenzhen's city culture. More than 60 activities were staged, including design forums, workshops, exhibitions and others. A total of more than 1,000 designers from 25 countries and regions participated in the exhibitions and meetings, bringing more than 2,500 representative design works. There were a total of 54 organizers for the activities.

The 2018 SZDW has basically formed a basic model. It takes the Shenzhen Global Design Award and the theme exhibition as its core, introduces a country or city as the guest of honor each year, sets special themed units close to the frontier of the

times, widely attracts external exhibition projects, and builds an open and high quality display platform for both domestic and overseas participants. With such a model, the SZDW is not confined to a certain design category or a group, but becomes an inclusive carrier with themes, visions and broad mind, which provides the society with the possibility of absorbing nutrients from design. By demonstrating the forefront of design, conveying design value and building the city's soft power in design, the second edition of the SZDW is more forward-looking and has a stronger sense of mission and responsibility.

The Nuova Accademia di Belle Arti (NABA), Domus Academy, Politecnico di Torino and New York University sent professional talents to related activities at the 2018 SZDW. Besides the young design forces, there were also notable figures talking at more than 10 forums during the SZDW. In addition to the high-profile delegations, academies and designers from Italy, the SZDW also invited some leading figures in the global design community, including David Grossman, president of the International Council of Design, Ralph Wiegmann, CEO of the iF Industrie Forum Design, Tapani Hyvönen, executive of the World Design Organization, Frank Peters, chief executive of the Chartered Society of Designers, Barbara Pietrasanta, vice president of Fondazione Museo del Design Triennale Milano, and Simon Collins, former dean of the School of Fashion at Parsons School of Design in New York. As for government agencies, Mario Rubert, city promotion director of Barcelona City Council, and Yusaku Imamura, board director of the Tokyo Design Week, participated in the SZDW. The leaders of the Federation of Hong Kong Design Associations, the Macau Designers Association, the Beijing Design Week and the Wuhan City of Design Promotion Center also participated in the SZDW.

关于深圳设计周

深圳设计周是由深圳市政府主办，市对外文化交流协会、市设计之都推广办公室承办，国内外专业设计机构、设计行业协会、专业设计院校以及深圳各区宣传文化系统协办的大型国际性设计盛会，于每年4月下旬举办，以“新时代、新设计”为口号，反映深圳这座城市对设计的追求。2018深圳设计周以“设计的可能”为主题，以深圳当代艺术与城市规划馆和设计互联|海上世界文化艺术中心为“双主场馆”，并且引入了主宾国概念，首个主宾国为意大利。设计周期间，两个主场馆共迎来约15万名观众，设计周最后一天当代艺术与城市规划馆观众数量更是超过1万人，外围展各项目观众不计其数。继2017年深圳设计周初试啼声获得高度评价后，2018深圳设计周举办第二届，已经成为深圳城市文化一张名片——60余场设计论坛、工作坊、展览等活动，共有25个国家地区的超过1000名设计师参展或参会，为观众带来代表性设计作品超过2500件，承办机构54家。

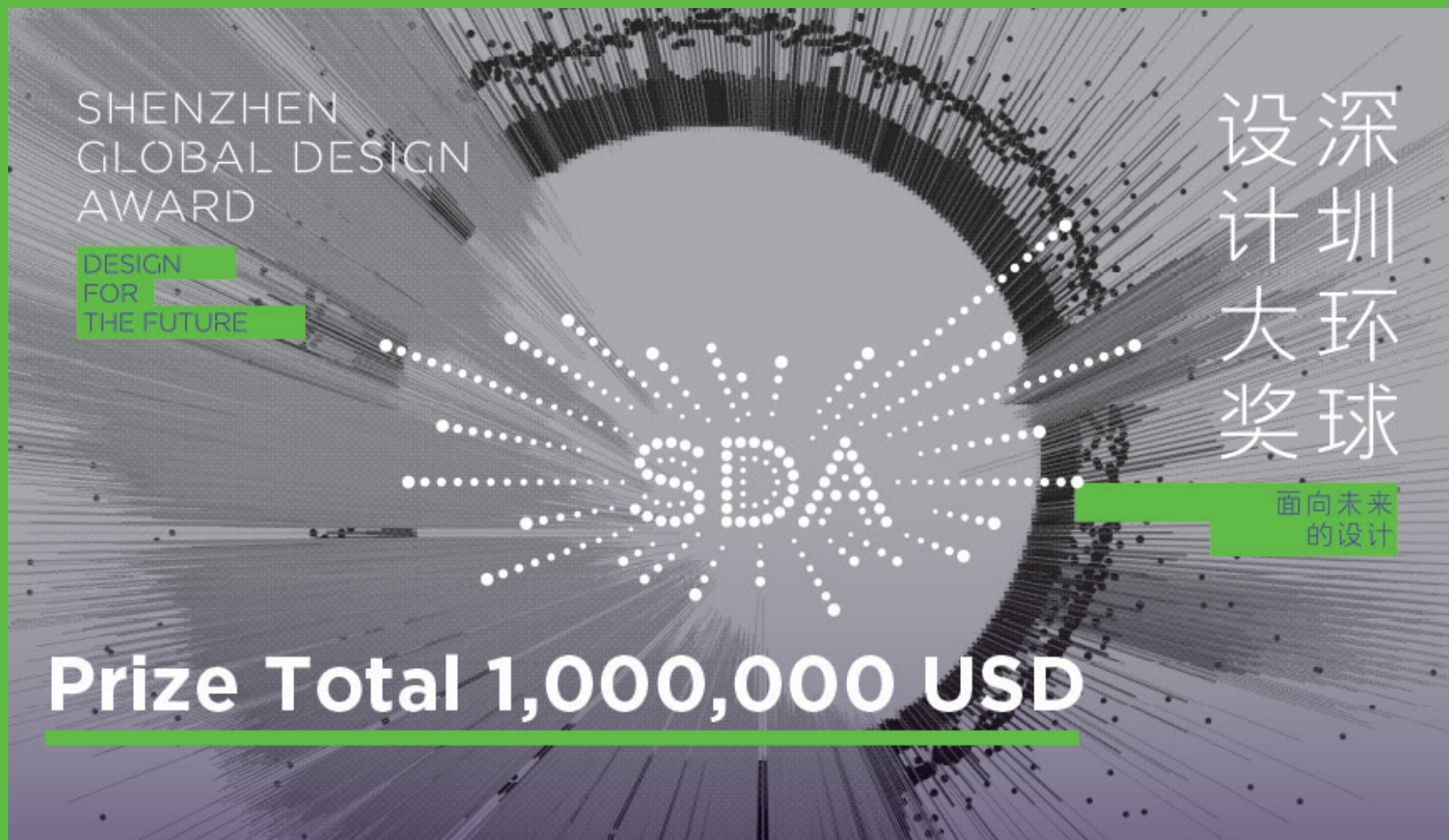
2018深圳设计周已经基本形成了一个基本模式，即以深圳环球设计大奖和主题展为核心，每年引入主宾国或主宾城市参与，设置紧贴时代前沿的主题策划特别单元，外加广泛吸纳外围展，打造面向海内外的开放优质的展

示平台。这样的模式，使设计周不囿于某个设计类别或是某个团体，成为一个有主题有视野有格局兼收并蓄的载体，为社会各界提供从设计中吸收养分的可能性。展现设计前沿、传递设计价值、建立城市的设计软实力，“梅开二度”的深圳设计周有更强烈的前瞻性、使命感与责任感。

2018设计周，意大利米兰新美术学院、多莫斯学院、都灵理工学院、纽约大学派出专业精干力量，开展相关活动。加入了青年设计力量，也少不了大咖们坐而论道——在设计周期间举行了十余场论坛。除了意大利派出高规格的代表团、院校及设计师队伍外，设计周还邀请到国际设计理事会主席大卫·格罗斯曼、德国iF国际设计论坛执行总裁拉尔夫·威格曼、世界设计组织执委塔帕尼·海弗宁、英国特许设计师协会CEO弗兰克·彼得斯，米兰三年展设计博物馆基金会副主席芭芭拉·彼得拉桑塔、纽约帕森斯设计学院前院长西蒙·科林斯等全球设计界举足轻重的领军人物；而政府机构方面，巴塞罗那市政府城市促进处主管玛丽奥·鲁伯特、日本东京设计周理事今村有策等参加活动。香港设计总会及澳门设计师协会负责人、北京设计周及武汉设计之都推广部门负责人也参与了设计周。

ABOUT SDA

The Shenzhen Global Design Award (SDA) is administered by the Organizing Committee of the Shenzhen Design Week (SDW), organized by the Shenzhen City of Design Promotion Office and executed by the Shenzhen City of Design Promotion Association. Founded in 2017, the SDA aims to discover outstanding designs and designers with foresight, creativity, dynamics and influence. The winners are awarded and exhibited during the SZDW each year. The first edition of the SDA received more than 1,000 submissions from 12 countries and regions around the world, and finally selected 17 winners.



关于 深圳环球设计大奖

深圳环球设计大奖由深圳设计周组委会主办，深圳市设计之都推广办公室承办，设计之都推广促进会执行。该奖项设立于2017年，每年举办一次，旨在发掘和发现独具前瞻性、创造力、驱动力、影响力的设计师及优秀设计作品，甄选其中的优秀者加以表彰，并且在每年的深圳设计周期间进行颁奖和展览。首届深圳环球设计大奖吸引了来自全球12个国家与地区的上千件作品参赛角逐大奖，最终评选出17个大奖。





WINNERS LIST OF SDA

Grand Award

★ Halo City

Beijing Onemile Technology / AF Design / Xie Chunlei (Shanghai, China)

Gold Awards

★ WT2 Real-time Earphone Translator

Shenzhen Timekettle Technologies Co., Ltd. (Shenzhen, China)

★ The BioLite CampStove 2: Bringing Energy Everywhere

BioLite (United States)

Silver Awards

★ ESUN Smart Anti-Snoring Mat

Li Wei (Guangzhou, China)

★ Cordless Cleaner VC-NX1AC

Toshiba Lifestyle Products & Services Corporation (Japan)

★ Hootim Intelligent Anti-haze Mask

Shenzhen ARTOP Group Limited / Hootim (Tangshan) Environmental
Technology Co., Ltd. (Shenzhen, China)

★ KANDAO Obsidian 3D VR Camera

JU&KE Creative Design / Kandao Technology Co. Ltd. (France/Belgium)

Bronze Awards

★ Midea Guardian T4

Midea Smart Home Technology Co., Ltd. / Xiao Tao (Shunde, China)

★ 55°Moscup Rapid Cooling Tumbler

Shenzhen Fifty-Five Degrees Technology Co., Ltd. / Beijing
Fifty-Five Degrees Technology Co., Ltd.

★ ORVIBO Smart Socket S31

Shenzhen ORVIBO Technology Co., Ltd. / Zeng Guoshun, Wu Shaobin
(Shenzhen, China)

★ JMGO P2 Smart Portable Theater

JMGO Laser TV of Shenzhen Holatek Co., Ltd. / JMGO Creative
Design Center (Shenzhen, China)

★ HOOK Umbrella

Lexon — Theo Williams (France)

★ X820 industry-class UAV

Zhejiang Hovfree Intelligence Technology Co., Ltd. / Industrial Design
Center of Dahua Technology Co., Ltd. / Ye Lingxiao, Chen Li, Li He
(Hangzhou, China)

★ Moon Mirror

inDare Design (Shenzhen, China)

★ UNIBOT

Ecovacs Robotics Co., Ltd. / Li Xiaowen, Yu Xintong, Zhou Jinye,

He Fang, Zhang Fan (Suzhou, China)



获奖名单

全场大奖

★ 光环-微电折叠车

北京一英里科技有限公司／上海岸峰工业设计／谢春雷 (中国上海)

金奖

★ WT2实时翻译耳机

深圳时空壶技术有限公司 (中国深圳)

★ BioLite野营用炉二代

BioLite (美国)

银奖

★ ESUN智鼾垫

李伟 (中国广州)

★ 无线吸尘器VC-NX1AC

东芝生活电器株式会社 (日本)

★ 皓庭智能防霾电动口罩

浪尖设计集团有限公司／皓庭 (唐山) 环境科技有限公司 (中国深圳)

★ 看到“黑曜石” 3D VR摄像机

矩刻创意设计 (深圳) 有限公司/深圳看到科技有限公司 (法国/比利时)

铜奖

★ 美的智能门锁—守护者T4

美的智慧家居科技有限公司 / 肖涛 (中国顺德)

★ 55°魔色杯

深圳五十五度创意科技有限公司／北京五十五度科技有限公司

★ S31智能插座

深圳市欧瑞博科技有限公司 / 曾国顺, 吴少斌 (中国深圳)

★ 坚果 P2 智能移动影院

深圳市火乐科技发展有限公司坚果激光电视／坚果创意设计中心(中国深圳)

★ HOOK 折叠伞

LEXON——西奥·威廉姆斯(法国)

★ Skyworth-S9A OLED 电视

深圳创维-RGB电子有限公司 (中国深圳)

★ X820行业级无人机

浙江华飞智能科技有限公司／浙江大华技术股份有限公司工业设计中心 /
叶凌霄、陈力、李赫 (中国杭州)

★ Poputar P1 智能吉他

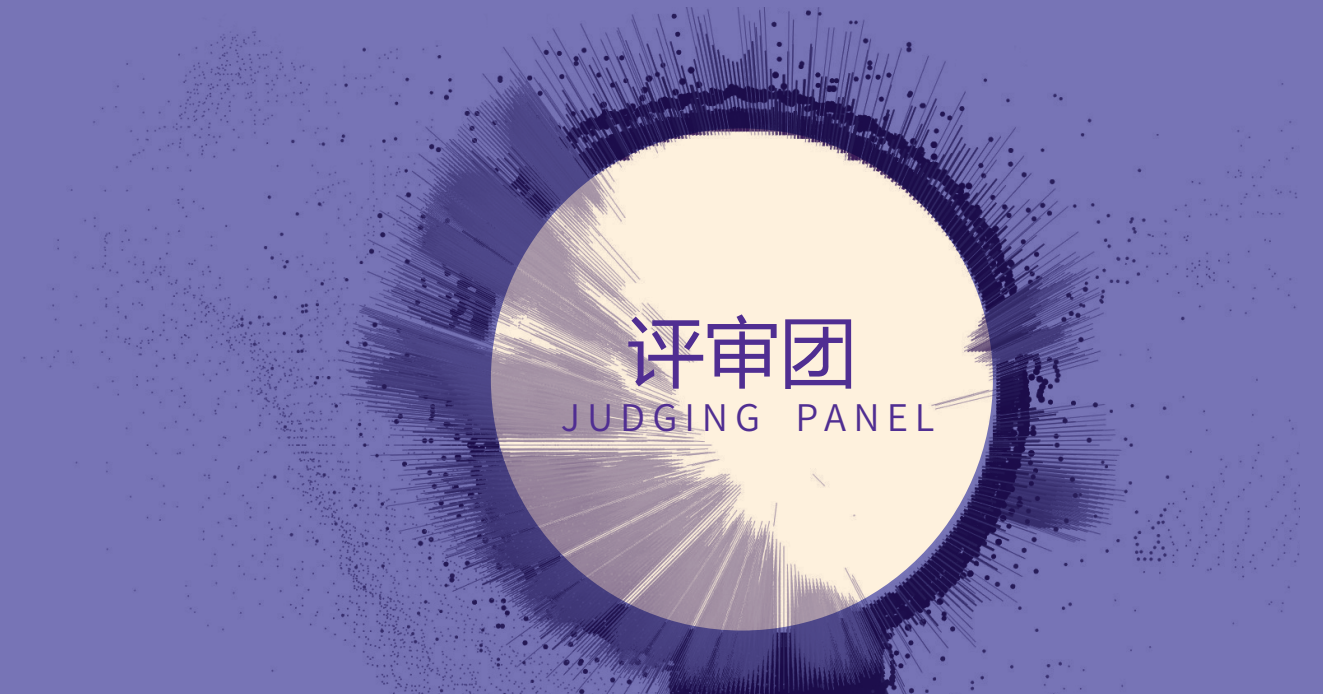
深圳视感文化科技有限公司 (中国深圳)

★ 管家机器人

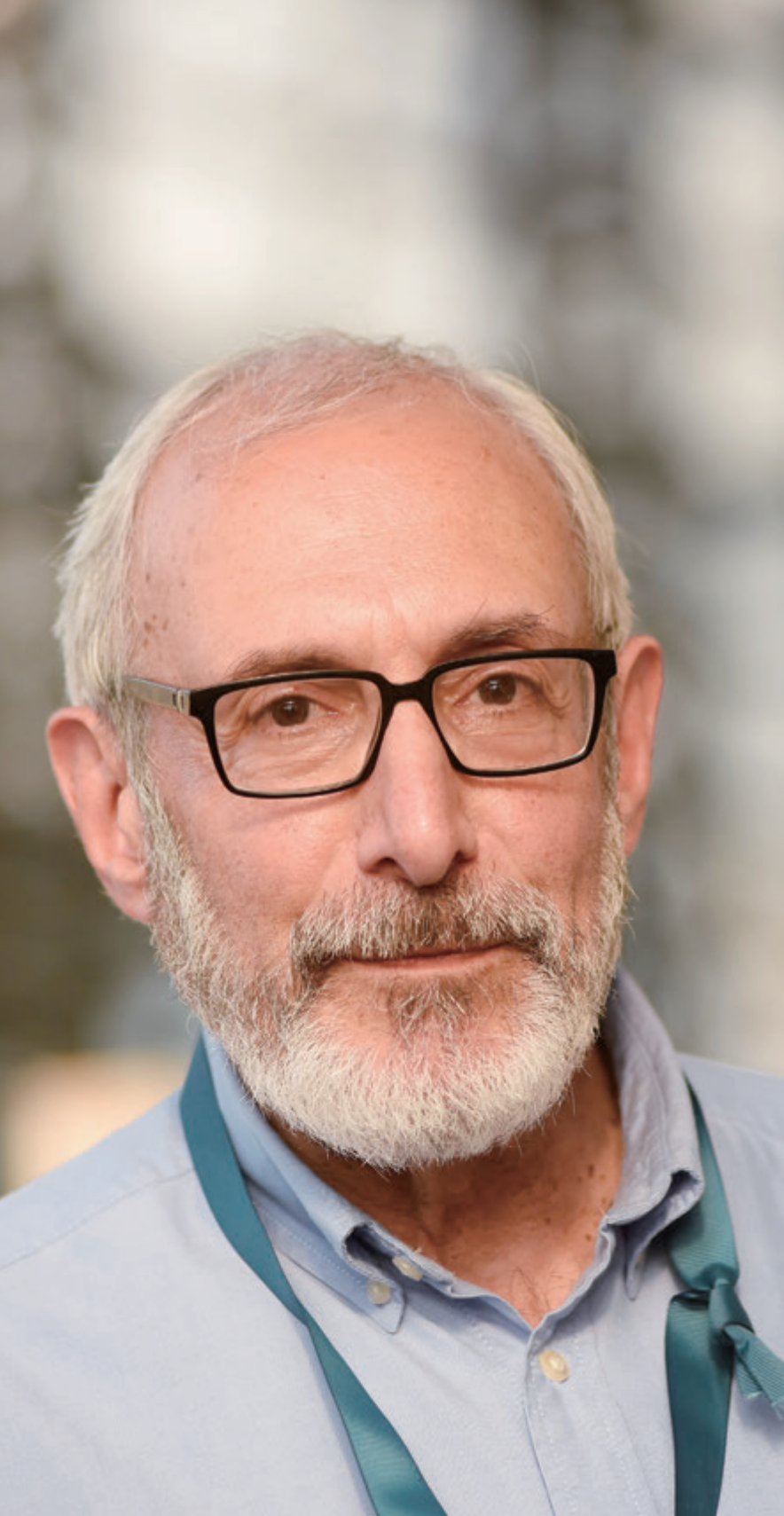
科沃斯机器人股份有限公司 / 李晓文、于欣彤、周金晔、何方、张帆(中国苏州)

★ 月光镜子

inDare Design (中国深圳)







David Grossman

Past president of ico-D

David Grossman is immediate past president of ico-D, the International Council of Design, the largest international organization representing professional designers. He serves on the International Steering Committee responsible for the October 2017 Design Summit Meeting, at which the Montreal Design Declaration was adopted. He has lectured and served on juries in many countries and has organized and curated many design exhibitions and events. Of late he has been very active in developing the design industry infrastructure in China.

He has many years of experience as a practicing designer, educator and activist in the international design community. He was the first president of the Israel Community of Designers, Israel's national multidisciplinary professional design association, a member of the Board of Design for the World and a past president of Icograda.

大卫·格罗斯曼

ico-D国际设计理事会前主席

大卫·格罗斯曼前不久刚卸任ico-D国际设计理事会主席。在代表专业设计师的国际组织中, 该机构是规模最大的一个。格罗斯曼还担任该机构的国际指导委员会成员, 该委员会负责组织2017年10月的设计高峰论坛会议, 会议通过了蒙特利尔设计宣言。他曾在多个国家发表演讲和担任评委, 策划了很多场设计展览和活动。近期, 他在促进中国设计行业的基础建设方面非常活跃。

格罗斯曼是一名执业设计师、教育家和国际设计界的积极分子, 拥有多年的丰富经验。他曾是以色列设计师协会的首任主席, 该机构是以色列的全国性多学科专业设计组织。他还曾任世界设计理事会成员和国际平面设计协会联合会主席。

Barbara Pietrasanta

Vice-president of the Triennale Design Museum Foundation of Milan

Artist and communication designer, Barbara Pietrasanta is a founder and creative director of Anyway Communication, based in Milan. She is also vice-president of the Triennale Design Museum Foundation of Milan and a member of the Board of the Achille Castiglioni Foundation. In addition, she is board member of La Permanente Museum in Milan and part of the Artistic Committee.

She has in-depth research on Chinese art and culture, and has written many articles on Chinese advertising and visual communication, including the essay entitled “The neon ideogram. Communication, publicity and lifestyle in China”. She has been working on projects involving a number of Italian brands in emerging countries for many years, particularly China and India.

Engaged in teaching communication art, visual language and multimedia for many years, she has traveled throughout Eurasia and is experienced in international exchanges. She has served as a professor of art communication at many internationally renowned art schools, including professor of Art Direction at the European Design Institute in Milan and of Visual Design at the Luchino Visconti Civic School of Cinema in Milan. She participated in the establishment of Europe's top design exchange institutions and contributed to the promotion of artistic exchanges between China and Italy. She is a consultant for several institutions, organizations, municipalities and Italian associations. She also holds training courses for Italia Cina Foundation.

She has exhibited in New York, San Francisco, Barcelona, Lima, Zagreb, Dubrovnik, New Delhi, Jaipur, Kolkata, Mumbai, Milan, Rome and Turin, as well as in many other Italian cities.

Her artistic works can be found in the Farnesina Collection in Rome, in the artistic heritage of the Province of Milan and in La Permanente Museum in Milan.

芭芭拉·彼得拉桑塔

米兰三年展设计博物馆基金会副主席

艺术家及传播设计师, 意大利米兰Anyway Communication公司创始人兼创意总监。米兰三年展设计博物馆基金会副主席, 阿奇莱·卡斯楚尼基金会董事会成员。米兰La Permanente博物馆董事会成员、艺术委员会成员。对中国的艺术文化颇有研究, 曾撰写多篇有关中国广告和视觉传播的文章, 其中包括《霓虹灯的表意文字: 中国的传播、宣传和生活方式》。多年来一直致力于众多意大利品牌在新兴国家尤其是在中国和印度的项目。

从事传播艺术、视觉语言 and 多媒体教学工作多年, 教学足迹遍布欧亚大陆, 国际交流经验丰富, 曾担任多所国际知名美院的艺术传播教授, 包括米兰欧洲设计学院艺术指导系教授、米兰卢奇诺·维斯康蒂电影公立学校视觉设计系教授, 并参与开拓了欧洲最顶级的设计交流机构, 为推动中意两国艺术交流做出贡献。任多个机构、组织、城市和协会的顾问, 还为意大利中国基金会举办培训课程。

她的作品曾在纽约、旧金山、巴塞罗那、利马、萨格勒布、杜布罗夫尼克、新德里、斋浦尔、加尔各答、孟买等国外城市以及米兰、罗马和都灵等意大利城市展出。其艺术作品还被罗马的意大利外交部藏品、米兰省的艺术遗产以及米兰La Permanente博物馆收藏。





Cheng-Neng Kuan

Chair professor and vice president of Shih-Chien University, Taiwan

With the aim of developing a more advanced design curriculum in Taiwan, Professor Kuan founded the Department of Industrial Design, in 1992. He served as department chair until 1999. Moreover, he founded the School of Design in 1997 and had served as the dean from 1997 to 2004 and as the founding director of the Graduate Institute of Industrial Design from 1998 to 2007. Professor Kuan had also held the position of the 16th chairman of the Board of Chinese Industrial Designers Association (CIDA), Taiwan. His fields of expertise include design strategy and management as well as design theory and creation. Having published various books on design and over 180 research papers and articles, he is an active member of design juries at home and abroad. He is a consultant to major enterprises on product development and design strategy.

官政能

台湾实践大学讲座教授、副校长

为致力推动台湾更卓越的设计教育，于1992年创立工业产品设计学系，并担任创系主任（1992-1999）。于1997年成立设计学院，并担任创院院长（1997-2004）；其间，又创办工业产品设计研究所，并担任创所所长（1998-2007）。此外，亦曾担任台湾工业设计协会会长。其专业领域为设计策略与管理，以及设计理论与创作。

经常获邀担任海内外知名设计竞赛评委，并为数家企业担任设计顾问。出版设计专著6本，发表设计论文、论述180余篇。

Dirk Schumann

Founder of Schumannndesign

The founder and designer Dirk Schumann was a member of the Red Dot award jury from 2006 to 2017 and also served as a juror at the Red Dot Concept Award in Singapore from 2015 to 2017.

The major awards he has won include: Red Dot Design Award: Best of the Best, iF Design Award, Comfort & Design Award (Milan), Design Plus Award, Designpreis des Landes Nordrhein-Westfalen, Deutscher Designer Club, European way(s) of life, Focus Gold, G-Mark (Tokyo), Good Design Award (Chicago Athenaeum), ID-NL Jaarprijs, Minister of International Trade and Industry Gold Prize (Osaka), and Plus X Award.

Schumannndesign has been working since 1992 in the field of strategic design consultancy and product design in many areas of both consumer and investment goods industries including home appliance, communications technology, sanitation, energy and medical equipment, and plant engineering.

The agency's special competence lies in the development of innovative product concepts that optimally fit in the market segments of its clients, communicate their product and brand values, accentuate the corporate identity and, through their timelessness, offer strong added value through long product cycles.



德克·舒曼

德国舒曼设计公司创始人

德国设计师，2006至2017年任德国红点设计奖评委，2015至2017年任新加坡红点设计概念奖评委。获得的专业奖项主要包括：红点至尊奖、红点设计奖、iF设计奖、舒适与设计奖（米兰）、Design Plus奖、北莱茵-威斯特法伦州设计奖、德国设计师俱乐部奖、欧洲生活方式奖、焦点金奖、G-Mark（东京）、优良设计奖（芝加哥）、ID-NL 奖、通商产业大臣奖金奖（大阪）、Plus X Award 创新技术大奖。

1992年创立舒曼设计公司，提供战略设计顾问和产品设计服务，涉及消费品和生产资料行业的众多领域，包括家电、通讯技术、卫浴、能源及医疗器械、设备工程。该公司擅长很好地针对客户的细分市场创新产品概念，传达产品和品牌价值，彰显企业形象，并通过长效产品生命周期，实现强大附加值。

Elisha Tal

Founder of I2D

Elisha Tal is a designer, inventor, educator and founder of I2D, a leading industrial design firm that specializes in innovation-driven product development.

Over the last 25 years he has worked on many breakthrough projects with top companies such as Dell, Palm, SanDisk, Pepsi, Soda Stream, Medtronic, Samsung, Hisense and many others. His extensive experience ranges from the sophisticated medical instruments to mass-produced toys, electronics, home appliances and more conceptually oriented projects.

He completed degrees in both physics and math before his studies in industrial design at the Bezalel Academy. He moved to Silicon Valley, where he served in various design leadership posts as part of several startup ventures and worked in the famed design agency IDEO, where he designed the award-winning PalmV.

His work has been granted many patents, featured in many design publications and has been exhibited at the MAD Museum NY, the Gardiner Museum Toronto, La Triennale di Milano, the Museum of Moscow and the Israeli Museum.

For his work he has received numerous international design awards including the Red Dot award, and the Chicago Athenaeum Good Design award, I.D. Magazine and others.

He was a partner in the IDEO Israeli branch and is a senior lecturer at the Department of Industrial Design at the Bezalel Academy.

He is a frequent speaker at international design conferences including the BoDW in Hong Kong and the Design Week in Guangzhou, and serves as a judge in the Israel Design Award and is a member of the Design Committee for the Ministry of Finance on industrial design grants.



以莱沙·塔尔

工业设计公司I2D创办人

设计师, 发明家, 教育家, 行业领先的工业设计公司I2D的创办人, 该公司专注于研发创新驱动型产品。在过去的25年里, 他为多个著名品牌研发革命性的产品, 包括戴尔、奔迈、闪迪、百事、Soda Stream、美敦力、三星、海信等。而其研发范围广泛, 从先进的医疗仪器, 到大规模生产的玩具、电子仪器、家用电器以至概念产品的设计都有所涉猎。

获物理学及数学学位后, 到贝扎雷艺术与设计学院修读工业设计。移居到美国加州硅谷后, 参与多个创业项目并出任主管设计的职位, 还曾在著名设计公司IDEO任职, 并在该公司设计出了获奖作品PalmV。其作品曾取得多项专利, 也被多家设计行业报刊报道, 还在纽约艺术与设计博物馆、多伦多加德纳陶瓷博物馆、米兰三年展博物馆、莫斯科博物馆及以色列博物馆展出。其作品曾获红点奖、芝加哥优良设计奖、I.D.杂志奖等众多国际性奖项。他曾是IDEO以色列分部的合伙人, 目前还在贝扎雷艺术与设计学院工业设计系担任高级讲师。

他经常在国际设计会议上发言, 如香港设计营商周、广州设计周。他还任以色列设计奖评委, 也是以色列财政部设计委员会成员, 该委员会负责对工业设计进行资助。



Freeman Lau

Renowned artist and designer

Freeman Lau is founder of KL&K Creative Strategics, vice chairman for the Design Alliance Asia (tDA Asia), director of the Board of Directors of the Hong Kong Design Centre (HKDC), and secretary general of the Hong Kong Federation of Design Associations (FHKDA). These years, he is devoted in promoting the design industry. As secretary general of the FHKDA, Lau co-curated the first (2014) and second (2016) “HK-SZ Design Biennale” with 39 design associations from Hong Kong and Shenzhen in various design disciplines including graphic design, new media design, fashion design, interior design, industrial design, etc. The success of the biennale is owing to the full support from different sectors in the society.

He has won over 300 design awards since 1984, and his design profession is developed in several fields including books, graphic design, packaging and poster design and so on. His most recent design achievements include The Best Asian Designer at the Asian Designers’ Invitational Exhibition in South Korea endorsed by ico-D (2014), the Grand Award of DFA Design for Asia Awards (2015), and the iF Design Award (2016).

刘小康

著名设计师及艺术家

现为靳刘高创意策略创办人,身兼亚洲设计连副主席、香港设计中心董事会成员、香港设计总会秘书长等公职,一直致力于推动设计产业。2014及2016年,以香港设计总会秘书长的身份,与深港两地设计业界共39个设计协会共同策动了两届“深港设计双年展”, 横跨平面设计、新媒体设计、时装设计、室内设计、工业设计等设计界别, 展览亦获各界支持, 非常成功。

刘小康的作品所牵涉的设计范畴十分广泛, 包括书籍、平面设计、包装设计海报等。自1984年起, 获奖超过300项,近年的奖项包括: 国际设计理事会(ico-D)认可的韩国亚洲设计师邀请展“亚洲最佳设计师奖”(2014年)、“DFA亚洲最具影响力设计奖大奖”及“iF 设计奖”(2016年)。



Sertac Ersayin

President of the Industrial Designers Society of Turkey

As an industrial designer and design strategist, Sertac Ersayin is founder-designer of re/form/ist, president of the Industrial Designers Society of Turkey, board member of Design Turkey, and member of the Istanbul Project Working Committee of the UNESCO City of Design.

Ersayin has participated as a jury member at more than 200 national and international design competitions such as the iF Design Award (Hannover), G Mark (Tokyo), Design Management Europe (Eindhoven), High Speed Train Design Competition (China) and Best Design Project Award (India).

He has been executive board member of Design Turkey since 2008 and president of Industrial Designers Society of Turkey since 2014. He has received numerous international awards on design and innovation in Germany, Italy, the Netherlands, Portugal, Turkey and South Korea. He previously worked as an industrial designer and design director for one of Fortune 500 companies in Istanbul, Hong Kong, Shenzhen. He is now founder and manager of re/form/ist, an Istanbul-based design and strategy development company.

His main product design portfolio includes furniture, ceramics and tiles, sanitary ware products and bathroom products, white goods, household appliances, heaters, public products, home textile and consumer goods.

塞尔塔克·尔萨因

土耳其工业设计师协会主席

工业设计及设计策略规划师, re/form/ist创始人及设计师, 土耳其工业设计师协会主席, 设计土耳其董事, 联合国教科文组织设计之都伊斯坦布尔项目工作委员会成员。曾担任国内外200多项设计比赛的评委, 其中包括德国iF设计奖(汉诺威)、日本G-Mark设计奖(东京)、欧洲设计管理奖(荷兰埃因霍温)、中国高铁设计比赛、印度最佳设计奖等。

自2008年起任设计土耳其执行董事。2014年起任土耳其工业设计师协会主席。曾在德国、意大利、荷兰、葡萄牙、土耳其、韩国获多个国际性设计和创新奖项。他早年在一家《财富》500强企业担任工业设计师及设计总监, 工作地点为伊斯坦布尔、香港和深圳。现为伊斯坦布尔设计与战略发展公司re/form/ist的创始人及经理。他的产品设计领域主要包括家具、瓷器瓷砖、卫浴产品、白色家电、家用电器、取暖器、公共产品、家纺、日用消费品等。

Tapani Hyvönen

Founder of ED-Design

In 1976, he founded the design agency Destem Ltd. and was co-founder of ED-Design Ltd. in 1990. The latter is one of the biggest product design agencies in the Nordic area. He has served as CEO and president of both agencies until 2013.

Hyvönen has been honored with several awards in Finland, including the Arts Council of Finland's National Art & Design Award of 1984, the Industrial Designers TKO association's Industrial Designer of the Year award in 1991, and the Pro Finnish Design award in 1992. His design works are chosen in the collections of the Design Museum Helsinki, Design Centrum Nordrhein-Westfalen, Essen, and Cooper-Hewitt Museum, New York.

Positions of trust include, among others, membership in the Advisory Board of the Design Leadership Program at the Department of Product and Strategic Design of University of Art and Design Helsinki from 1989 to 2000, presidency of The Finnish Association of Designers Ornamo from 2009 to 2012. He has been a member of the Board of the Design Museum in Finland from 2011 to 2016 and a member of the Board of the International Council of Societies of Industrial Design (ICSID) from 1999 to 2003, and again from 2009 to 2013.

He has been a jury member in more than 20 international design competitions including the Red Dot Award: Product Design (Essen, Germany, 2002-2017), the Red Dot Award: Design Concept (Singapore, 2005-2014), the Red Star Design Competition (China, 2010 and 2014) and the Lotus Design competition (China, 2011).



坦帕尼·海弗宁

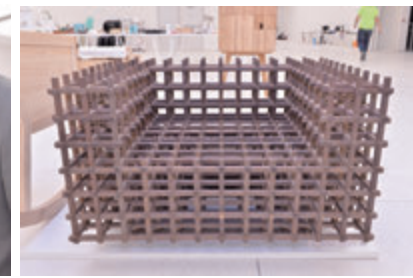
ED-Design创始人

1976年创立Destem有限公司, 1990年与人合作创办ED-Design有限公司, 后者是北欧最大的产品设计事务所之一。海弗宁担任这两家公司的CEO和董事长直至2013年。他在芬兰多次获奖, 其中包括1984年芬兰艺术委员会国家艺术及设计奖、1991年芬兰工业设计师协会(TKO)年度工业设计师奖、1992年芬兰设计促进奖。设计作品被芬兰赫尔辛基的设计博物馆、德国埃森的北莱茵-威斯特法伦州设计中心和美国纽约的库珀-休伊特博物馆收藏。

曾担任多个重要职位, 其中包括赫尔辛基艺术设计大学产品及战略设计系设计领袖培养计划顾问委员会委员(1989年-2000年)、芬兰设计师协会(Ornamo)会长(2009年-2012年)等。他还曾任芬兰设计博物馆理事會理事(2011年-2016年)、国际工业设计协会(ICSID)理事会理事(1999年-2003年, 2009年-2013年)。曾在20多项国际设计竞赛中担任评委, 包括德国埃森红点产品设计奖(2002年-2017年)、新加坡红点设计概念奖(2005年-2014年)、中国设计红星奖(2010年、2014年)以及中国“芙蓉杯”工业设计奖(2011年)。



问答评审团
INTERVIEW



Q & A



SDA: The theme of 2018 SDA is “Design for the Future”. Can you tell us about your thought of the theme?
第一届环球奖主题是“面向未来的设计”，您对这个主题有什么想法？

Barbara Pietrasanta:

I think that designers for the future mean that you don't have to occupy only one part of the design, for example, the shape, the drawing or the static things, the idea. The designer in the future should be a person that knows every step from the idea to the production. So only in this way. It can be important to choose also the material, concerning also the resource of the planet, and also you have to know how to produce, what is the better way. Because I think that he can drive the company to a choice in this way. So now the designer has to look at 360 degrees of the idea, not only one part. So it's good that it's a crossover in one way. You don't have to forget which is the point to reach. But you can see all aspects and give suggestion to the company in every step from the beginning to the end.

芭芭拉·彼得拉桑塔

我认为面向未来的设计师，不会只掌管设计的一个局部，例如造型、图纸、静态的东西、概念。未来的设计师应当通晓从概念到生产的每一步，除此之外没有别的办法。选择材料也很重要，还要关注地球的资源情况，你还得知道如何生产，怎么做才更好。我认为，设计师能用这种方式推动公司做出正确的选择。所以，现在设计师必须360度全方位地去思考创意，而不是只盯着一个局部。这是一种跨界，是件好事。不需要忘记初心。但你可以了解到方方面面的情况，针对从头到尾的每一步向公司提出建议。

SDA: As a experienced juror for international design awards, what do you think is the most outstanding characteristic of this Shenzhen Global Design Award's entries?

作为一名资深的国际设计大赛的评委，您认为本届深圳环球大赛的参赛作品最大的特点是什么？

Sertac Ersayin:

I was a juror in very different levels of international design competitions. At first, let's look at Shenzhen. What is Shenzhen? Shenzhen for me, it's a new city, new urban design, full of lifestyles and young people. The city is dominated by consumer electronics globally, behind and it is the manufacturing capabilities with thousands of products around. It means dynamism, innovation, high technology and new products. We talk about Shenzhen Global Design Award. I just want to focus on also that kind of things. But Shenzhen is also in China, and China has a very strong culture, local and international. I need to look for, in addition to the technology base, high-tech products, also local and very Chinese products, and how the designers redesign and retouch again. For the existing products which are coming from very old times, how was the transformation? So, it's a good combination of high tech and the local culture, it's a brain city for me, and I try to look for the brains behind the products which are exhibited here in the exhibition in the competition.

塞尔塔克·尔萨因

我担任过很多不同水平的国际设计竞赛的评委。首先，我们来看看深圳，什么是深圳。对我来说，深圳是个新城市，拥有新的城市设计，丰富的生活方式和众多年轻人。这个城市在全球电子消费行业占据主导地位，背后是拥有数千种产品的制造能力，这意味着活力、创新、高新科技和新产品。我们谈论深圳全球设计大奖，我只想着眼于这些方面，但是深圳同时是中国（的一部分），中国拥有非常深厚的文化，包括本土和国际文化。我需要寻找的除了技术基础和高科技产品外，还有本地和中国味的产品，设计师如何再设计和润色。现有的年代久远的产品，如何进行改造？所以这是一个高科技和本地文化的完美结合。对我来说这是个智慧城市，我尝试寻找在这个竞赛中展出的产品背后的智慧。

Freeman Lau:

This is the first edition of the Shenzhen Global Design Award. I believe that we have seen more works from the Pearl River Delta and South China. This is very good. In this way, we can see the level of product design in the Greater Bay Area.

刘小康

这次是第一届深圳环球设计大奖，我相信看到的都是珠三角和华南的作品比较多。这很好，这样的话就能看到现在大湾区产品设计的实力发展到什么地步。



SDA: What kind of qualities must the award-winning projects possess?
您认为获奖作品需要具备哪些特点?

David Grossman:

I think that the designs that were given awards, in terms of the Grand Award, the gold prize, silver prize, I think that if you look at them collectively, they are all good design, they are all reflecting the needs of different current design areas that are of importance. Some of them are more specific, some of them are more about consumers, some of them relate to sustainabilities, some of them relate to social needs.

But as a set of awards, I think they give a gooder picture of what the potential of design is in general in the world, and what Chinese manufacturers can hope to develop, and also what Chinese consumers can hope to benefit from when they see these award winners. So again it's finding the balance and I think that we (jurors) all stand behind the awards. We were quite united in our decisions.

大卫·格罗斯曼

我觉得获得各个奖项的设计, 包括大奖、金奖和银奖, 我觉得如果你把它们看做一个整体, 它们都是很好的设计, 它们都反映了当前很重要的不同的设计领域的需求。有一些设计更具体, 有一些更具消费性, 有一些有关可持续性, 有一些有关社会需求。

但作为一整套奖项, 我觉得它们更好地描绘出了全球设计的整体潜力如何, 中国制造商可以指望开发出什么产品, 以及中国消费者看到这些获奖作品可以期待自己如何从中受益。所以, 这又是一个寻找平衡点的过程, 我觉得我们(评审)都支持获奖作品, 我的决定很一致。



SDA: You've been active in global design organizations and owned extensive experience in practice and lecture. What's your suggestion for SDA's entries?
您在各大国际设计组织中非常活跃, 以您多年丰富的实践与教学经验, 对本次深圳环球设计大奖参赛者有什么建议?

David Grossman:

Well I think when you talk about candidates, you are talking about two groups of people: you are talking about the manufacturers, and you are talking about the designers themselves. And they have mutual interests but they also have different interests. I think it's very important that they continue to focus on developing sophisticated design, high-quality design, which means design that is appropriate for OBMs, for brand development. And in order to do that, the companies and the designers have to be conscious not so much as individual products but developing product lines with specific industrial design language that the company could benefit from in the long term. They have to develop corporate design assets. So I think that if the manufacturers and the designers are focusing on long-term product development, that will be the most important impact.

大卫·格罗斯曼

我觉得当你提到参赛者的时候, 指的是两种人: 你说的是制造商, 也是设计师本身。他们既有共同利益也有不同的要求。我觉得他们继续关注开发完善的设计, 高质量的设计, 这很重要。这也意味着开发适用于自主品牌和品牌发展的设计。而为此, 公司和设计师必须清楚认识到不是发展单一的产品, 而是发展公司能够长期获利的具备特定工业设计语言的产品线, 他们必须发展企业设计资源。所以我认为如果制造商和设计师专注于长期的产品发展, 那将会是最深刻的影响。

SDA: How can designers and enterprises benefit by participating in global design competitions?
您认为参与这些奖项比赛, 对于设计师个人及公司有什么帮助?

Dirk Schumann:

I think both parties participate because it is a benchmark for good design qualities. For designers, of course it is good to receive an award, because it is a benchmark for his quality, to prove that he did a good job. And on the other side, it is a very good benefit for the manufactures and the companies, because they communicate in that way that they take care of the interests of the users, so they supply their users with good-quality products. So, both parties participate.

德克·舒曼

我认为双方(设计师和设计公司)参与大奖是因为它是优秀设计品质的基准。对于设计师来说, 获奖当然是好事, 因为它是衡量作品质量的基准, 证明他做得好。另一方面, 对于制造商和企业来说也是非常有利的, 因为他们以这种方式沟通, 维护用户的利益, 然后为用户提供高质量的产品。所以双方都肯参与其中。



Cheng-Neng Kuan:

So sometimes when a new product or a new species comes out, some people look at it from the angle of different ventures, and may find a business model. So I think people with design talent should participate in this competition if it's possible and get exposure on this platform. Maybe many ventures or companies will invest in you. I think a designer can use this opportunity to integrate different fields of expertise. So, relatively speaking, this is an opportunity for entrepreneurship or innovation.

官政能

所以有时候一个新的产品或种类出来的时候, 人们会从不同的商业角度看它, 可能会就此找到新的商业模式。所以我想有设计才能的人应该尽量来参加这个比赛, 来这个平台上来展现你们的设计, 说不定会有很多企业会想要投资你。我想一个设计师可以利用这次参赛的机会把不同的专业领域整合起来。所以相对而言, 这也是一次很好的创新和创业的机会。

SDA: Please give a short comment on the Grand Award winner project.
请您简短地评价一下获得至尊大奖的作品。

Elisha Tal:

I think the Grand Award brings suggested solution to a major problem which is traffic. Within traffic, what is called the last mile is a very important notion, because we have public transportation, but we still need to get from the public transportation to our house, to work. So everybody talks about the last mile. That's one piece of the puzzle that's missing and that's very complex. The requirements for that solution are very complex, because you need to carry it on the public transportation, you need to carry it in your car, and you need to be able to carry it from your home. So it needs to be foldable. There are a lot of aspects to it. So that's one thing which I think the Grand Prize solves extremely successfully. It does that within a very nice design...It's a very comfortable, easy-to-use solution. The other aspect is in ties with technology we talked about before. It is that sometimes technology enables change. And I think this is the case where electric type vehicles support change. So they enable us to change our behaviour rather than they get in the car and drive and sit in traffic and create pollution. We have the simplest solution that is very easy to adopt to. We don't feel that we are missing out something. We are just only gaining. I think that all these aspects together make it very valid as a Grand Prize.

以莱沙·塔尔

我觉得获得至尊大奖的作品给交通问题提出了一个解决方案。在交通里所谓的最后一英里是一个非常重要的概念。因为我们有公共交通，但是我们仍然需要从交通工具回家、去到办公室，所以所有人都要讨论最后一英里，这是一个被忽略的地方，而且非常复杂。这个解决方案的要求非常复杂，因为你需要把它带上公共交通工具，要放在车里，要能够从家里带出来。所以，它必须是可折叠的，它有涉及多方面。这是我觉得获奖作品非常成功解决了的一个问题。它同时具有很优秀的设计……它很舒服，易于使用。另外一方面和我们之前所说的技术有关，有时技术能够促进改变。我觉得电动车支持改变就是这样的，它们促进我们改变自身的行为，而不是坐在车里，造成堵车还产生污染。我们拥有最简单的解决方法，便于采用，我们不觉得我们错过了什么，而是有所得。我认为所有这些方面都证明这个产品可以赢得大奖。

SDA: The SDA entries are required to be mass-produced in market. How would you think of the relations among design, technology and manufacturing?

参选深圳环球设计大赛的产品都是已量产或上市产品，您怎样看待设计、技术、制造之间的关系？

David Grossman:

The fact that this competition is focusing on manufactured goods is very important. Because it's only the reality of manufacture and entering the market place that gives the true evaluation of the design. A design that is an idea only is not a complete product. It's not something that you can really celebrate. The fact that something has gone through manufacture and has reached the market place means that it really has to be very good and to meet all requirements in order to be successful. So I think that the idea that this competition is dealing with manufactured goods that are real is very important. It sets a new standard.

大卫·格罗斯曼

环球设计大奖着眼于工业制成品这一点很重要。因为只有实际制造和进入市场才能对设计进行真正的评估，停留在概念上的设计并不是一个完整的产品，这并不是什么值得庆贺的事情。一件东西经过了制造流程并进入市场的事实，意味着它必须非常好，必须满足所有的要求才能获得成功。所以我认为这个比赛面向实物制成品这个想法很重要。它设定了一个新的标准。



SDA: From your consultative experiences worldwide for years, what aspects do you think should be centered on in terms of consumers' need?

您在全球有多年的设计顾问经验，在为国际企业服务的时候，您认为应该从哪些方面来重点考虑消费者的需求？

Tapani Hyvönen:

I think that it is a very odd fact that a consumer doesn't know in advance what he needs or she needs. There is the designer's challenge. Designers need to be cooperative and work with the consumers to find out what are their actual needs, and then focus on those which are real. Many times we are looking and running after technology, and we are making things which are not needed. But it's better to find out those natural things people are using and needing. And after that, then there are some needs. After that, utilize the technology. But, of course, it's not that simple. The core is that interdisciplinary cooperation between the different functions in the company. So, technology, market, knowledge about the market and people in market... And now it's about design and design approach, making a fulfilling to the needs of people. All those are needed, and cooperation is core. I don't say that it is only design that is ruling.

坦帕尼·海弗宁

我发现了一个非常奇怪的事实。那就是消费者事先并不知道他或她需要什么。这就要考验设计师了。设计师要有协作精神，跟消费者合作，找到他们的真实需求，然后专注于那些真实需求。很多时候，我们在注意和追赶技术，造出了一些不需要的东西。但最好找出人们在用的和需要的那些自然的东西，然后会出现需求，然后就可以好好利用技术了。当然这并不简单，核心是公司里不同职能之间的跨学科合作。所以，要关注技术、关注市场、要懂市场、懂市场里的人，然后通过一定的设计方法满足人们的需求。这一切都是需要的，核心在于合作。我可不会说只有设计说了算。



SDA: In recent years, more and more independent designers start running their own studio. They may not enjoy the same favorable conditions in R&D, design and financial input as well-known enterprises do. Do you have any suggestions for them?
近几年，有越来越多的独立设计师、设计工作室开始做产品。和知名企业相比，他们在研发、设计、资金投入方面可能缺乏优势，您对他们有什么好的建议？

Dirk Schumann:

From my experience what I can say for the designers who employ themselves: follow your own way, your own way of thinking. Another thing, maybe in a global scale, from the point of globalization, I see in the jury it is important to keep your own roots, your cultural roots. It makes the work so interesting. I think sometimes, I have the feeling that in the time of globalization, the products are more and more equal, you cannot see the individual and the difference, I will say, I think it is important to keep this aspect.

德克·舒曼

以我的经验我能给到独立设计师的建议是：走你自己的路，按照你自己的想法。另外，或许在全球范围内，从全球化的角度来说，我在评审团看到保护自己文化根源的重要性。这让作品变得很有意思。我觉得有时，我有这种感觉，在全球化时代产品越来越相似，你没法看出个性和差异，我会说，保持这一点特色很重要。



SDA: Today it's common for designers to do transdisciplinary designs. Do you think the successful transdisciplinary designs share some similarities in some aspects?

如今设计师跨界设计的现象很普遍，您认为成功的跨领域设计是否在某些方面存在共性？

Elisha Tal:

Transdisciplinary design looks at the fact that design deals with very complex problems sometimes. And that one discipline can handle a specific problem but not with a broad picture. So having an education of very different disciplines is very important. Every discipline, whether you are an engineer, or a designer, or a doctor or any other discipline, you cannot confine to one way of thinking. When you look at a problem from a transdisciplinary point of view, all the advantages of each discipline come in to play. So I think from that perspective it's very important, and that is maybe what different projects has. They have much broader view on how to solve it.

以莱沙·塔尔

跨领域设计着眼于两个事实。一是设计有时处理的是非常复杂的问题，二是一个专业可以处理一个具体的问题但看不到总体情况。所以对不同领域有所涉猎非常重要，每一门学科，无论你是工程师、设计师、医生或其他专业都不能局限于单一的思维方式。当你从跨领域的角度来看待问题时，每个专业的所有优势就会一起发挥作用，所以我认为从这个方面来看非常重要，也许也是不同作品都有的共性。他们对解决方案有更广阔的视野。

SDA: China has now proposed the "Industrial Design 2025" concept and been upgrading industry composition. Do you think this trend will have impact on the future of global industrial design?

中国现已提出“工业设计2025”的概念，并在加速产业结构的转型升级。这一趋势是否会对全球工业设计领域的未来产生重大影响，您对此怎么看？

David Grossman:

Well I think what you are talking about is Design in China 2025. This has to do with developing original brand and manufacture. It's very important because whatever happens in China automatically affects the rest of the world's design industry, Because China is not only the main engine of production, but its internal consumer market is the main engine of the world, the future world market. So anything that is happening here automatically is important to international designers. So I'm sure that as this competition develops in the next 10 or 15 years, the international community will more and more look to the results, to try to see what is going to be the future trends not only in China but in the world.

大卫·格罗斯曼

我觉得你在说“中国设计2025”，这关系到发展自主品牌与制造。这非常重要，因为在中国所发生的一切很自然会影响到全世界其他地方的设计产业。因为中国不仅是生产制造的发动机，中国的国内消费市场更是未来全球市场的发动机。所以这里发生的一切自然而然就对全球的设计师来说很重要。所以我很肯定这个比赛在未来发展10到15年后，国际社会将越来越重视它的结果，并迫切想要看到不仅是在中国而是全世界的未来发展趋势。



SDA: What's your impression of Shenzhen? 您对深圳印象如何？

Barbara Pietrasanta:

I have a very incredible and amazing impression of the city. Because, I don't know, you know, it has the look in the future. The city looks at the future. As you know, the architecture. I appreciate their open mind to the ideas, the creativity. And also they mix together art, design and architecture to have an overview of creativity and our design life. So I think it's a design city.

芭芭拉·彼得拉桑塔

深圳这座城市给我的印象很惊艳。因为，怎么说呢，你懂的，它有未来的样子。这座城市着眼于未来。比如那些建筑，我很欣赏他们对想法和创意的开放态度。他们还把艺术、设计和建筑融为一体，对创意和设计生活有一个总体的把握，所以我觉得深圳确实是设计之都。

SDA: What's your suggestion for the future of the design award project?

您对设计奖的未来发展有什么建议？

David Grossman:

I think that a design award project in Shenzhen has a special meaning, because of the importance of Shenzhen in China and in the world. So design in Shenzhen is automatically a message in China and overseas. I think in order to continue to develop this programme successfully, I think it should be more and more specific. I think it should be more and more aimed at giving very specific examples of a good design process, so that management will better understand how design can play a role in developing their success especially small and medium industries and how they can best work with designers. I think if in the future this differentiates itself from many other design events, it will have a greater value in terms of the results and more manufacturers and designers will want to participate, because it will have a higher value.

大卫·格罗斯曼

我认为深圳的设计大奖项目有特殊意义，因为深圳在中国和全球占据重要地位，所以深圳的设计自然就成了向国内外传达的信息。我觉得，为了把这个项目成功办下去，就应该越来越具体化，应该越来越着眼于为好的设计过程的提供具体的范例，以便管理层更好地理解设计如何在促进企业，尤其是中小型产业的成功中发挥作用，以及如何与设计师合作最佳。我觉得如果未来（深圳环球设计大奖）与其他设计活动有所不同，比赛的结果会具有更大价值，更多制造商和设计师会因为（这项大赛）具有更高价值而希望参与其中。



评审的话

JURY'S COMMENTS

A GOOD START

It has been my great honor to be the chair of the jury in Shenzhen Global Design Award 2018.

All the organizations behind the competition, the Organizing Committee of the Shenzhen Design Week, the Shenzhen City of Design Promotion Office and the Shenzhen City of Design Promotion Association have made marvelous work in founding and organizing this international design competition first time 2018. The number and quality of the submissions coming from 12 countries and regions is real evidence of the success of this international competition.

The allover quality of the entries was high. Even though the jury succeeded easily to find out the first shortlist for the winners. The variety of the proposals was wide in terms of categories, technology, cultural background and other factors. Anyhow the jury was finding mutual understanding about the strengths and qualities of each product. Finally, the winners were easy to be pointed out.

Even most of winners are quite much technology driven products, they are also fulfilling many other competition criteria. The first prize winner is utilizing the modern electric vehicle technology. The electric scooter offers an option to lower the private car traffic volume in city areas. The scooter is easy to fold and take to the bus or train. It offers a new solution for the last mile problem of the public transport users.

The real time translation headset is an example of the product where the software and service design solution is combined with physical product. The product is well designed as a physical product and has a value in helping social relations and communication between different language speaking people. The camping stove generates electricity from the heat. The robust and simply product combines many technical features

to help people survive in difficult and limited environmental conditions. The product is more practical than beautiful. This fits well in its usage context.

Through this competition Shenzhen is giving a strong message. Shenzhen understands the meaning of design in many ways. Not only on the area of city planning and development but also in social, economy and technology areas. The competition is challenging industry, education and social services as well as healthcare and transportation actors to invest in better design and better design services. Through this activity the city is improving its own, citizens' and its industry's competitiveness. The competition benefits in many ways the city and the organizers. For the competition participants the competition is an opportunity to benchmark themselves against each other. They can compare and evaluate their strengths and weaknesses and find a new direction for their own strategy and development. For the winners the award is greatly meaningful. First the prizes are enormous among the international design competitions. Up to the money the winners' work will be officially awarded, which means publicity and new work offerings. For both, the designer and the producing company or brand, the awards are bringing marketing force.

The social, environmental and ecological impact is in great meaning in all the design competitions. This is the case also in the Shenzhen Global Design Award. The winning products are fulfilling several important aspects which are making our life better.

This first round of the competition is a good start for a long-term tradition.

Tapani Hyvönen

良好的开端

我很荣幸担任2018年深圳环球设计大奖评审团主席。

大赛的所有幕后组织，以及深圳设计周组委会、深圳市设计之都推广办公室和深圳市设计之都推广促进会，都为在2018年创立和组织这一国际设计大赛做了出色的工作。大赛收到了来自12个国家和地区的作品，其数量和质量是这次国际大赛成功举办的真实证明。

参赛作品的整体质量很高。但评审团还是轻松地得出了最初的入围名单。作品多种多样，这体现在类别、技术、文化背景和其他一些方面。总之，评审团在寻求对每件产品优势和品质的共识。最后，获奖者很容易被挑出来。

虽然大多数获奖作品都是技术驱动型产品，但它们也符合其他许多竞赛标准。头奖获得者运用了现代电动车技术。这款小型电动摩托车为降低城市私家车出行量提供了一个选择。它很容易折叠并带上公共汽车和火车，为公交出行者的最后一英里问题提供了新的解决方案。

实时翻译耳机则是另一类产品的代表，其设计的软件和服务解决方案与实体产品结合了起来。这是一款设计精良的实体产品，其价值在于帮助说不同语言的人建立社会关系并进行沟通。

野营炉利用热能来发电。这款坚固而简单的产品融合了许多技术特性，帮助人们在艰难和有限的环境条件下生存。该产品实用大于美观，非常切合其使用场景。

通过这次大赛，深圳发出了强烈的信息。深圳从很多角度理解了设计的意义。不仅在城市规划和开发领域，而且在社会、经济和技术领域。大赛对产业界、教育界、社会服务以及医疗保健和交通运营商提出了挑战，敦促他们去投资更好的设计和更好的设计服务。通过这项活动，这座城市正在改善其自身的以及市民和产业的竞争力。大赛在很多方面给这座城市和赛事组织者带来好处。对于参赛者而言，大赛则是一个彼此对标的机会。他们可以比较和评估自己的优势和劣势，为自己的战略和发展找到新的方向。

对于获奖者而言，这一大奖非常有意义。首先，各档奖金在国际设计比赛中属于很高的水平。获奖者的工作将获得正式的嘉奖，这还意味着宣传曝光和新的工作机会。对于设计师和生产商或品牌来说，获奖会助力市场推广。

在所有的设计比赛中，对社会、环境和生态的影响是重要的考量因素。深圳环球设计大奖也是如此。获奖产品正在实现使我们的生活变得更美好的几个重要方面。

第一轮比赛是长期传统的良好开端。

坦帕尼·海弗宁



FURTHER CRITERIA FOR GOOD DESIGN

As a member of various design bodies such as the Red Dot Award in Essen and Singapore, the venue for the jurying and the professionalism of the jury preparation by the Shenzhen Global Design Award were highly convincing.

This enabled us jurors to concern ourselves with the work submitted in a very focussed manner.

The clear categorisation into industrial products and more craftsman-like items also helped our work.

The latter category included modern and contemporary products that, alongside their functionality, also enabled us to gain a very good insight into their cultural origin and the importance of the products in the Asian environment.

From my perspective, the general preservation of such cultural characteristics is very important in the context of globalisation, as it preserves the diversity of our cultural roots, i.e. of our cultural identity and its values, and thus makes the shape of our world more multi-faceted and richer.

The cultural characteristics of an object, the special and individual interpretation of a theme or of its materiality, can also open up innovative paths in the design of new products in another context. In other words, they can have an inspiring and

innovative effect.

This was a further, fundamental aspect in the perception of the Global Design Award.

Further criteria for good design demonstrated by the prize-winning products were clarity in the design, a simple understanding of form and functionality. Good handling for the user and a high degree of quality in the manufacture of the products.

The criterion of high quality of a product generates longevity and sustainability that link and satisfy the user more strongly and emotionally with the product, and also generate a positive perception with the manufacturing companies, the brand. Given the current speed of the development of new technologies and functionalities, the questioning of the meaningfulness of the use of all of these options in the development of new products is of high importance.

Does it really make sense to allocate a specific function to the product, and does this facilitate dealing with and handling of the product for the user?

These criteria of quality and meaningfulness ultimately also have a significant effect on the handling of our resources and of our environment.

Dirk Schumann

衡量优秀设计的深层次标准

作为德国埃森和新加坡红点奖等多个设计机构的成员,我认为,深圳环球设计大奖评审场地的选择以及评审团准备工作的专业性都非常令人信服。

这使我们评委能够非常专注地将精力放在参赛作品上。

作品被明确分类为工业产品和更注重手艺的作品,也为我们开展工作提供了帮助。

后一类包括一些现代和当代产品,除了它们的功能以外,还使我们能够很好地了解其文化起源以及这些产品在亚洲环境中的重要性。

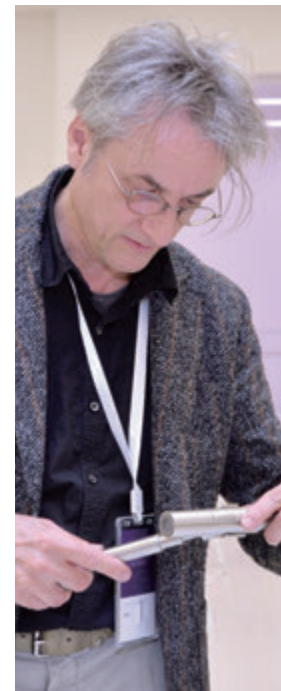
从我的角度来看,在全球化背景下,这种对文化特征的总体保护非常重要,因为它保留了我们文化根源的多样性,即我们的文化认同及其价值观的多样性,从而使我们这个世界的形态更加多元和丰富。

一个物体的文化特征,对一个主题或其重要性的特定的、个人化的解读,也可以在另一种语境下开辟新产品设计的创新途径,即可以产生启迪和创新的效果。

在对环球设计大奖进行认知时,这是一个深层次的基本面。

获奖产品体现了衡量优秀设计的深层次标准,那就是设计的清晰度以及对形式和功能的最简理解。既要让用户用起来得心应手,也要保证产品制造过程的高质量。

产品的高质量标准,会带来较长的使用寿命和稳定性,加强产品同用户的联系(包括情感联系),提升用户满意度,并且催生对制造商、对品牌的正面认知。鉴于目前新技术和新功能的发展速度,新产品开发中很重要的一点是,如果要用上那么多选项,那就追问一下意义何在。



将一个特定的功能用在一款产品上是否真的有意义,是否有助于用户处理和使用这款产品?

这些质量和意义的标准最终也会对我们如何对待资源和环境产生重大影响。

德尔克·舒曼

MY CONSIDERATIONS ON THE EXPERIENCE AS A MEMBER OF JURY OF SDA

The impression I had in finding myself in this reality as the city of Shenzhen was of great architectural and environmental impact. A city built on an idea of development, not casual but thought. The greatest architects have contributed to this idea; also here they were able to express themselves without limits because space and investment allowed it. In Shenzhen I felt the sensation of "everything is possible", in terms of experimentation and avant-garde.

Shenzhen is a great laboratory where you can meet the best minds available to deal with the values of a nation, China, that looks towards the future in this phase of contemporary recovery of its tradition. Here then the theme chosen by SDA for this year makes sense: "Design for the Future". Design always contributes to create the future because it's linked to the needs and behaviors of human being who is constantly evolving. There is no creative evolution of design if we do not face the challenge of the future.

My participation in the work of SDA Jury made me in touch with a global reality, not only for the characteristic of a international award and jury, but because there were no limits of the sector, of materials, of nationality of competitors. This was a difficulty in making a choice because there were many and strongly professional works. The criterion that the jury has adopted for the evaluation of ideas was to consider the originality in relation to the sector of the elaborate.

The heterogeneity of the judges' competences, those coming from industrial design, those from the graphic and visual ones, have, in my opinion, allowed an evaluation from different points of view. Originality is not always related to function or form; it must deal with different factors, not least

that relating to contemporaneity.

For me it was important to emphasize this aspect, because an object / product makes sense and can contribute to the needs, both practical and aesthetic, of our society mainly made up of objects. The object relates an individual with the society that surrounds it; it is an instrument, in some aspects, of relationship. It is not only functionality and object of consumption but it is also, and above all, it is symbolic and cultural expression.

The heterogeneity and the wide vision that I could have, thanks to the proposals I received, conveyed a multiple vision of the aesthetics and the imaginary of different places and cultures, often united by some laws and models of culture and history of design. Expression of this dynamism is the setting in which our work took place: spaces of a beautiful Contemporary Museum and the professionalism of the organization (SDA) that left nothing to chance but led all phases, up to the award ceremony, in an excellent and superlative way.

In my opinion, however, SDA should characterize the purpose of the award, especially if it relates internationally, define some objectives and circumscribe the areas and sectors more, to become an annual or periodic appointment that stands out more, having in my opinion the characteristics of imposing itself with a model that looks to the future as a vision of encounter between cultures through the language of experimentation. Perhaps the "Shenzhen Laboratory" can, in my opinion, be the way. A laboratory of ideas outside the borders, of possibilities without the link with a past full of schemes, as happens in our old Europe.

Barbara Pietrasanta

参与SDA评审团有感

我自己对深圳这座城市的现实印象，是它在建筑和环境方面产生的巨大影响。这是一座靠发展理念建立起来的城市，不是随随便便建起来的，而是经过深思熟虑的。最伟大的建筑师们为这个理念做出了贡献；而且，在这里，因为空间和资金的允许，他们能够无拘无束地表达自己。在深圳，在实验和先锋探索方面，我感受到了“一切皆有可能”的感觉。

深圳是一个很好的实验室，在这里，你可以跟最好的头脑相遇，从而跟中国的价值观打交道。这个志在未来的国家，当下正处在复兴传统的阶段。所以，深圳环球设计大奖（SDA）今年选择的主题“面向未来的设计”是有道理的。设计对创造未来有着持续的贡献，因为它与人类的需求和行为相联系，而人类在不断发展。如果我们不直面未来的挑战，那么设计就不会有创造性的发展。

参与SDA评审团的工作，让我跟一种全球性的现实产生了联系，不仅因为SDA具有国际性的奖项和评审团的特征，还因为它对行业、材料和参赛者国籍没有限制。做出选择是有困难的，因为有很多非常专业的作品。评审团采用的评估创意的标准是，考量与行业相关的原创性。在我看来，评委们（比如来自工业设计、平面设计和视觉设计领域的评委）的专业技能各不相同，从而得以从不同角度对作品进行评估。原创性并不总是与功能或形式相关，它必须处理好不同的因素，尤其是与当代性相关的因素。

对我来说，强调这一方面是很重要的，因为一件物体/产品是要有意义的，并且可以满足社会的使用需求和美学需求，而社会主要就是由各种物体组成的。物体把个人与它周围的社会联系起来，它在某些方面是一种建立关系的工具。它不仅是功能性的

东西和消费对象，最重要的是，它还是象征性的文化表达。

我接触到的那些作品，让我可以涉猎不同领域，拥有开阔的视野，这传达了对不同地区和文化的美学上和想象上的多重视角。这些地区和文化的结合，通常要归因于一些文化上的规则和模式，以及设计史。对这种活力的表达，就是我们工作的环境：身处一座美丽的当代博物馆的空间，SDA组织得很好，没有投机取巧的余地，以出色和绝佳的方式推动了各阶段的进程，直至颁奖典礼。

不过，在我看来，SDA应当更加细化其奖项的目的，特别是在定位为国际大奖的情况下。可以限定一些目标，多划定一些领域和行业，打造成为一项更加引人注目的年度或定期活动。在我看来，其特色应该是创造一种模式，即：着眼未来，通过实验性的语言，打造文化之间相遇的愿景。在我看来，也许“深圳实验室”能做到。这是一个没有边界的思想实验室，拥有各种可能，不像我们古老的欧洲那样有各种陈规的羁绊。

芭芭拉·彼得拉桑塔



Barbara Pietrasanta

HOW WAS YOUR EXPERIENCE IN SDA?

My experience at SDA was amazing. The variety of the products, and the design quality of different categories were inspiring. As one of the jurors I have seen that the judgment committee did a great job. The discussions and the quality and the number of the products were giving a good message that the SDA would be one of the very well-known design competitions globally.

What's special about SDA and how is it different from other awards from your experience?

I have a reason to have a positive discrimination for SDA and Shenzhen. I lived in Shenzhen and Dongguan about 10 years ago. I have very good memories from China and Shenzhen. It makes SDA special for me. Most of products were coming from the Shenzhen manufacturing zone which is very important and strong especially on consumer products. The success behind the product designs was very clear, which was promising and innovative. The main difference from the other competitions was although SDA is a very fresh competition, the variety of the products were very good.

What do you think about the entries?

Most of the entries had original ideas and the solutions. The finishing of the designs and the usage of the materials and the technology were very unique and leading the new trends. I am sure that next years the quality of the entries will be better and better.

What entries/projects impressed you most and why?

The products from the medical sectors impressed me a lot. Because design doesn't mean making something beautiful. It should bring some easiness to the life. Aging societies and medical design business area need more qualified products which make life more comfortable for any age. This part of the competition always impresses me whenever I see nice products and solutions. SDA has offered me that kind of medical solutions at our judgment period and the exhibitions.

Sertac Ersayin

请介绍一下您参与SDA的经历。

我在SDA的经历棒极了。作品的丰富种类，还有各类作品的设计质量，都令人鼓舞。身为评审，我目睹了评审团开展的杰出工作。评审们的讨论情况以及作品的质量和数量都传达出了一个良好的信息，即SDA将成为全球知名的设计大赛之一。

在您看来，SDA的特别之处何在？它与其他大奖有何不同？

我有理由对SDA和深圳另眼相看。大约10年前，我在深圳和东莞生活过。我在中国、在深圳留下了美好回忆。所以，SDA对我来说很特别。大多数产品来自深圳的制造业区域，这个区域很重要、很强大，特别是在消费品领域。这些产品设计背后的成功之处很明显，那就是具有前景和创新性。SDA与其他大奖的主要区别在于，虽然SDA是一项非常新的大奖，但在作品的多样性方面做得非常好。

您对参赛作品有何看法？

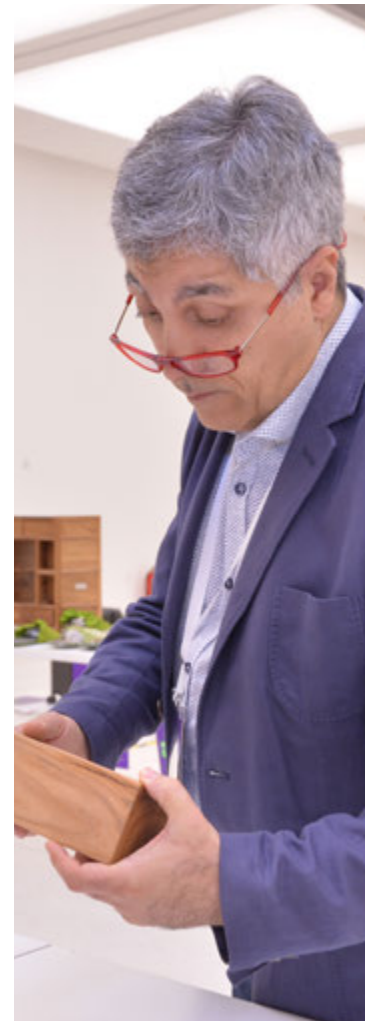
大多数参赛作品都有原创想法和解决方案。设计的完成方式以及材料、技术的使用方式都很独特，引领了新的趋势。我相信，今后参赛作品的质量会越来越好。

哪些参赛作品/项目给您的印象最深刻？为什么？

医疗行业的产品给我留下了深刻的印象。因为设计并不一定意味着创造漂亮的东西。它应该给生活带来一些便利。老龄化社会和医疗设计这个业务领域需要更多合格的产品，让各个年龄段的人过上更加舒适的生活。每当我看到好的产品和解决方案时，这部分参赛作品总是让我印象深刻。在评审和展览期间，SDA就给我献上了这类医疗解决方案。

塞尔塔克·尔萨因

Sertac Ersayin







Halo City

Beijing Onemile Technology / AF Design /
Xie Chunlei (Shanghai, China)

光环—微电折叠车

北京—英里科技有限公司 / 上海岸峰工业设计 /
谢春雷 (中国上海)

INTRODUCTION TO THE DESIGNER

Established in 2007, AF Design has the core goal of building the business value of products, and takes innovation as its driving force. It runs through the four dimensions of creativity, design, product and merchandise, and provides companies with systematic product innovation services. In the past decade, it has focused on high-end equipment and smart technology, with more than 100 products of specialized equipment designed and put into use by AF Design teams. It has won more than 40 domestic and international awards including the “Red Dot: Luminary” award, the “Red Dot: Best of the Best” award, the iF award, the Golden Pin Design Award and the Red Star Design Award. While providing innovation services to enterprises, AF Design keeps exploring the service upgrading and transformation of industrial design companies. AF Design has initiated or had shares in seven product companies, and will continue to initiate innovation-driven industrialization companies in its focus area. Up to now, AF Design has evolved from product design service into a systematic product innovation organization integrating brand design, industrial design, automation design, embedded development, supply chain hosting and project incubation. The core direction of AF Design’s development is to contribute to intelligent manufacturing in China by focusing on product innovation services in the field of special equipment.

Designer: Xie Chunlei

He was the world’s sole winner of the “Red Dot: Luminary” in 2017, the top honor among the German Red Dot awards. He was also named UNESCO’s global creative talent and Shanghai’s high-end young leading talent in creativity. He is director of the China Industrial Design Association and executive director of the Shanghai Industrial Design Association. With 15 years of experience in industrial design and product management, he has won more than 60 domestic and international awards such as Germany’s iF Award, the Red Dot: Grand Prix, the IDEA Award, the Red Star Design Award, the Successful Design Award, the Golden Pin Design Award and the Magnolia Award.



助力中国智造

设计者简介

岸峰成立于2007年，以打造产品的商业价值为核心目标，以创新为驱动力，贯穿创意、设计、产品、商品四个维度，为企业提供系统化产品创新服务。十年来，专注在高端装备及智能科技领域，由岸峰团队设计并落地的专用装备类产品超过100款。累计荣获德国红点之星、红点至尊、iF、金点奖、红星奖等国内外各类奖项超过40项。岸峰在为企业提供创新服务的同时，持续探索工业设计公司的服务升级与转型，截至目前，由岸峰发起或参股的产品公司7家，未来岸峰将在自身专注领域持续发起以创新为驱动的产业化公司。截至目前岸峰已由产品设计服务发展成为集品牌设计、工业设计、自动化设计、嵌入式开发、供应链托管、项目孵化多维一体的系统化产品创新机构。聚焦于专用装备领域的产品创新服务，助力中国智造是岸峰核心发展方向。

谢春雷

2017年全球唯一德国红点最高荣誉红点之星奖获得者，被评为联合国教科文组织全球创意新锐、上海市青年高端创意领军人才，中国工业设计协会理事，上海市工业设计协会常务理事。十五年工业设计及产品管理经验，曾荣获德国iF奖、红点至尊奖、IDEA奖、红星奖、最成功设计奖、金点奖、白玉兰奖等六十余项国内外大奖。



The overall link-type folding system reduces unnecessary structures and is aesthetically clean and simple. The LED daytime running lights are integrated with the car-level light guide technology to achieve a sleek daytime running “ring light” group, presented perfectly as a smooth and uniform “halo” luminous effect. Other unique features include environmentally-friendly lithium battery, BMS smart battery management system, high-speed brushless motor, FOC sine-wave controller, front and rear disc brakes, newly developed bat-shaped bowless saddle and more.

It took over two years of research and development to complete the design of Halo City. With more than 98 percent of its parts newly researched and developed, the design has obtained 13 national patent certifications. Halo City hopes to create a green lifestyle aligned with the concept of “urban mobile + traffic series”.

INTRODUCTION TO THE WORK

Halo City is a personal travel tool aimed at solving “the last mile” problem of daily commute. Its “link-type folding system” allows the scooter to be folded in two seconds so that the user can carry it onto any means of public transportation.

Halo City is an effective solution for “the last mile” problem in daily commute, allowing the user to travel effortlessly to and from bus or subway stations. With its small size and compact structure, the scooter can be brought onto any means of public transportation or kept in the car boot. The length of the entire bike measures less than a meter when folded, and the lightweight scooter body weighs only 15.5kg, with a load capacity of 110kg. This provides users with a more portable and comfortable experience.

This portable scooter is equipped with an intelligent app that can be connected to the scooter to show transport-related information. Users can switch mode, detect and remotely control the scooter, and perform other functions through the app, while being sure of the app’s safety. On the other side, the scooter’s body comes with intelligent modules, built-in GPS, and GSM chips. Thus users can monitor the vehicle’s location in real time from any location by using the smart anti-theft function.

The vehicle’s body is made of magnesium alloy, carbon fiber and other high-end composite materials. Its one-piece aluminum alloy frame adopts 3-D forging technology, which eliminates the need for welding links, thus reducing pollution and chances of injury during the welding process. All of these material considerations reduce the weight of the scooter, and ensure its strength. Both aluminum and magnesium alloy are also recyclable, which is favorable for environmental sustainability.

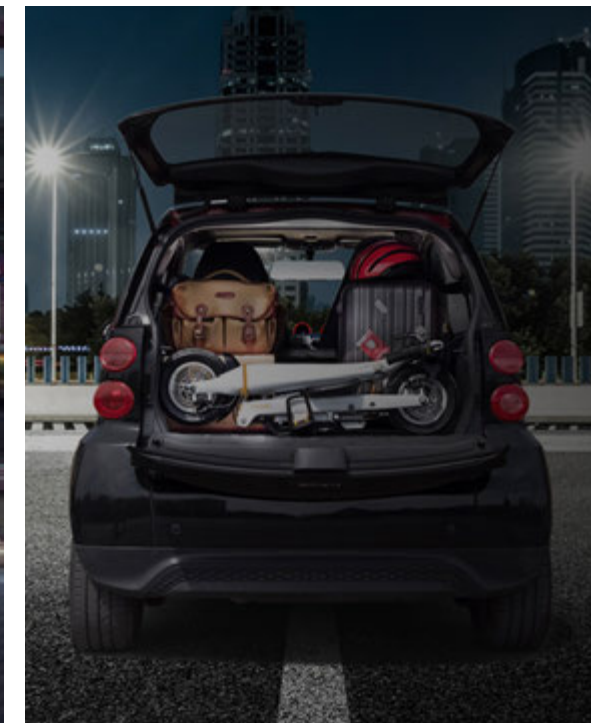


作品简介

Halo City是一件旨在解决日常交通“最后一公里”问题的个人旅行工具。它的“链接式折叠系统”可以在两秒钟内使整车折叠，用户可以方便地把它带到任何公共交通工具上。

这是一个有效地解决“最后一公里”问题的日常通勤个人交通工具，让用户得以轻松地往返巴士站或地铁站。它尺寸娇小，结构紧凑，能带到任何公共交通工具上或者放在汽车行李箱里。折叠后整车仅有不足一米的长度，轻量化高强度车体重量仅15.5kg，却有着110kg的负载能力。这为用户提供了更轻便舒适的体验。

光环还配备了一个智能应用程序，可以远程连接，以显示与它有关的信息。用户可以切换模式，检测和远程控制车辆，通过应用程序执行其他车辆功能，同时确保应用程序的安全性。另一方面，车身配备的智能模块、内置GPS和GSM芯片，使得用户可以通过使用防盗智能功能实时地从任何位置监视车辆的位置。



车体仅采用镁合金、碳纤维等复合材料制成。整体式铝合金框架采用三维锻造技术，没有焊接环节，避免了焊接过程中的污染和损伤。所有这些材料都考虑降低了重量并确保其承载实力。车身使用的铝、镁合金都是可回收的，有利于环境的可持续性。

整个链接式折叠系统减少了不必要的结构，美观简洁。LED日间行车灯与高端汽车常用的水平导光技术相结合，实现白天运行的“环光”效果，完美地表现为一个平滑和均匀的“光环”。其他独特的功能创新包括环保锂电池，BMS智能电池管理系统，定制无刷高速电机，FOC正弦波控制器，前后盘式制动器，以及独有的蝠形无弓减震坐垫系统等。

该产品历经2多年的时间，对超过98%的部件经过了全新设计、开发和验证，才完成了光环独特的设计。设计已获得13项国家专利证书。Halo City希望创造一种符合“城市移动+交通系列”概念的绿色生活方式。



WT2 Real-time Earphone Translator

Shenzhen Timekettle Technologies Co., Ltd.
(Shenzhen, China)

WT2实时翻译耳机

深圳时空壶技术有限公司
(中国深圳)

INTRODUCTION TO THE DESIGNER

Shenzhen Timekettle Technologies Co., Ltd. was founded at the end of 2016. With the concept of user value first, the company is determined to solve various problems faced by people when communicating in foreign languages through the combination of artificial intelligence and hardware technology. In just one year, the team has broken through a number of technical bottlenecks, obtained a series of domestic and international patents, and successfully developed the first generation of its own branded product, the WT2 Real-time Earphone Translator. This is the world's first translation product with a 1+2 translation system, which is expected to enter the market in 2018. We believe that "artificial intelligence + hardware" will provide consumers and businesses with a richer travel experience and more efficient communication.

INTRODUCTION TO THE WORK

WT2 is a real-time, in-ear translator for natural and hands-free communication, including two earphone translators, an app, and a customized charging case. When you're traveling or living abroad, wear it and start communicating like a local. Each person wears one earphone - you speak in your language, while they hear in theirs. WT2 is the world's first "1+2" translation system (one app controlling two earphone translators) building wireless communication technology, intelligent algorithms, voice translation, and many other technologies into one seamless package. By using "1+2", one can easily talk with anyone, regardless of the spoken language, and with no awkward setup steps.

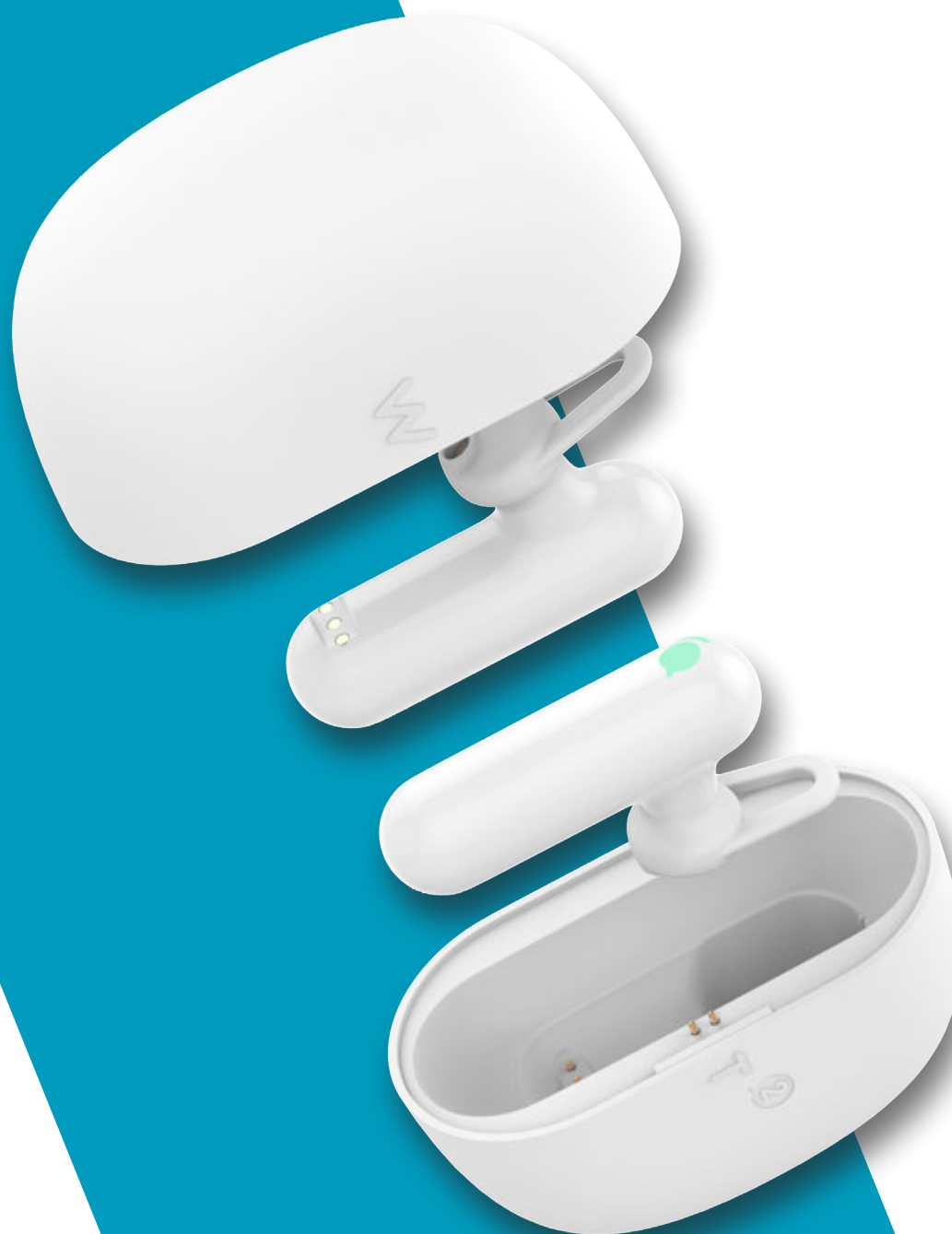


设计者简介

深圳时空壶技术有限公司成立于2016年底，奉行用户价值为先的理念，立志于通过人工智能和硬件技术的结合，解决人们外语沟通时面临的种种问题。仅一年时间，团队已经突破了多项技术瓶颈，获得了一系列国内和国际专利，成功研发第一代自有品牌产品——WT2实时翻译耳机，这是全球首款实现1+2翻译系统的翻译产品，预计2018年投入市场。我们相信人工智能+硬件将给消费者和商业机构带来获得更多丰富多彩的旅行体验和更加高效的沟通。

作品简介

WT2是一套能让人们进行自然外语交流的智能翻译系统，包含2只翻译耳机、充电盒以及1个专用APP，结合了世界领先的语音识别和机器翻译技术。WT2作为全球首款实现“1+2”的翻译系统（即1个APP能够同时控制2只翻译耳机），经过初始配置后，只需将一只翻译耳机分享给对方，即可开展自由的交流，就像没有语言障碍一样的自然。WT2以一种大胆而新颖的方式重新定义翻译机。





The BioLite CampStove 2: Bringing Energy Everywhere

BioLite (United States)

BioLite野营用炉二代

BioLite (美国)



INTRODUCTION TO THE DESIGNER

BioLite is on a mission to bring energy everywhere with revolutionary products that transform the way we cook, charge and light our lives off the grid. We are a team of engineers and designers, operators and analysts, story tellers and evangelists, who believe that advanced energy technologies, built on sustainable business practices, have the power to change the world. Our unique Parallel Innovation business model pairs the needs of families living in energy poverty with the passions of outdoor enthusiasts pushing the boundaries of life outdoors and on the go.

Designer: Jonathan Cedar, CEO and founder of BioLite. Responsible for all the company's administration. At the same time he is also the inventor of the camping stove. He was responsible for consumer products at Smart Design, including household products, biomedical products, and more. His invention won 15 patents.



设计者简介

BioLite致力于通过革命性的产品将能源带到各处，这些产品改变了我们在没有供电网络的情况下烹饪、充电和照明的方式。我们是一个由工程师和设计师，运营者和分析师，讲故事者和传道者组成的团队，我们相信，建立在可持续商业实践基础上的先进能源技术有着改变世界的力量。我们独特的“平行创新”商业模式，结合了生活在能源匮乏中的家庭的需求以及户外爱好者突破户外和旅途生活界限的激情。

Jonathan Cedar, BioLite的首席执行官和创始人。负责公司所有的行政管理。同时他也是野营用炉的发明者。他曾在Smart Design负责消费者产品工作，包括家居用品、生物医学产品等。他的发明曾获得15项专利。

INTRODUCTION TO THE WORK

BioLite is the designer and developer of the CampStove 2, which provides a user-focused upgrade to our award-winning CampStove, offering 50 percent more power, an integrated battery, and an updated LED dashboard for improved control and feedback. The CampStove 2 burns renewable biomass (e.g. twigs, sticks, and pellets) to create a smokeless fire that can cook meals and boil water in minutes while turning its heat into usable electricity. The heat of the cooking fire is converted via a thermoelectric generator into three watts of electricity, which powers a fan and flows to a USB port to charge electronic devices off-grid. Excess power is stored in the on-board 2600mAh battery. The internal fan injects air back into the stove's burn chamber, dramatically improving combustion and creating a cleaner, more efficient gas-like flame. The updated LED battery provides users with instant feedback on the heat of the fire, the speed of the airflow, and the power available to charge devices.



作品简介

BioLite野营用炉二代可以燃烧可再生的生物质(如树枝、树枝和球团), 创造出一种无烟的火, 可以在几分钟内烧饭、烧水, 同时将热量转化为可用的电能。烹饪火的热量通过一个热电发电机转换成3瓦的电力, 它能给风扇供电, 并流向一个USB端口, 以向电网外的电子设备充电。剩余电量存储在车载2600mAh电池中。内部风扇将空气注入火炉的燃烧室内, 显著促进燃烧, 创造更清洁、更高效的气体火焰。更新后的LED电池为用户即时反馈热量、气流速度和可用于充电的电量。





ESUN Smart Anti-Snoring Mat

Li Wei (Guangzhou, China)

ESUN智鼾垫
李伟(中国广州)

INTRODUCTION TO THE DESIGNER

Li Wei (English name: Will), male, 29 years old. He graduated from the interaction design major of the Guangzhou Academy of Fine Arts, and is currently engaged in design-related work, including product design, graphic design, interactive design, streaming media, user research, market analysis, and manufacturing, among others.

打呼噜 不可忍

怕影响人
怕被人影响

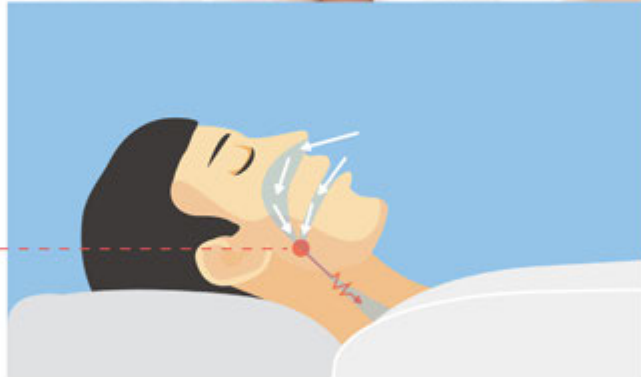
但是否知道
它会引起多种疾病
其中最严重的是
睡着睡着
会发生呼吸暂停的现象

即呼吸暂停综合征
其发病率高达4% (注)

表现为
记忆力减退
高血压、糖尿病
白天嗜睡
夜间缺氧

被呼噜声 吵到受不了?

打呼噜通常是因为舌后根下坠使通气位置
变狭窄,呼吸时气流快速通过这个狭窄位
置,导致震动发出呼噜声。



1. 从前,位于人脖子部分的呼吸道里面有个舌后根。
身材苗条,毫不挡风。
每次经过它身边的气流都温柔的擦身而过。

2. 但随着时间的流逝与个体原因,
舌后根变得肌肉松弛,身材走样。
每次呼吸的气流通过如撞风墙般的舌后根时,
都因为通过空隙太小而产生风声(即呼噜声)。

3. 我们的方法是,通过智鼾垫使人在打呼噜的时候半侧卧。
这样舌后根就会侧向一边,让出另一边的更多空间给气流顺畅地通过。
因为气流顺畅,所以呼噜声能得以减少或消失。



权威医学文章对侧卧疗法的肯定

不知不觉翻个身 从此优雅止鼾声

智鼾垫,一款通过科学的侧卧引导,
使用户改善鼾声的产品。

专利算法

智能监控

鼾症改善

方便携带



ESUN智鼾垫

设计者简介

李伟 (英文名: Will), 男, 29岁, 本科毕业于广州美术学院交互设计专业, 现从事设计相关工作, 包括产品、平面、交互、流媒体、用户研究、市场分析、制造生产等工作。

INTRODUCTION TO THE WORK

Snoring is not a sign of a good night's sleep. It not only disturbs the family, causes thirst during sleep, but may also signal a serious chronic sleep disorder – obstructive sleep apnea-hypopnea syndrome (OSAHS). According to medical data, the prevalence of the disease is as high as 4 percent, while about 50 million people snore in China. The symptoms include memory loss, high blood pressure, diabetes, daytime sleepiness and nighttime hypoxia. Today's solutions for snoring, including ventilators, surgeries and braces, all affect the user's sleep comfort. Therefore, the market needs an effective and comfortable product to fill this gap.

Causes of snoring: The nature of snoring is a narrow airway. When the air flow passes through, it causes the soft tissue to vibrate and make sounds. In severe cases, the respiratory passage may collapse or block, resulting in lack of oxygen during sleep and triggering a series of symptoms. According to medical research, breathing is smoother in the side recumbent position, and the ventilation is significantly improved compared with the supine position, with the number of apneas dropping by 45 to 63.4 percent, and the snoring noise reduced and weakened.

Product principle: The Smart Anti-Snoring Mat is a product designed to improve snoring based on the principle of side reclining. It consists of a control center that monitors the snoring sound and an inflatable mat that guides the user to lie on his side. There are two airbags in the inflatable mat. When the control center detects snoring, the airbag in the mat will inflate and lead the user to lie on his side to improve the snoring sound, which is quiet and comfortable without affecting the user's sleep quality.



Design features:

- 1) Compared to ventilators and other products that deal with snoring, the ESUN Smart Anti-Snoring Mat does not need to be worn on the body and are more comfortable and natural.
- 2) As part of the bedding, the product adopts a main color of natural gray, which is elegant and durable.
- 3) It is small and portable, and can be folded for travel. The roommate will no longer worry about being disturbed by thunderous snoring.
- 4) The 12V operating voltage is safe for humans, and the inflatable mat contains no electronic components.
- 5) Its quiet operation, with a work volume less than 40db, makes you unable to feel its existence.
- 6) The ESUN app monitors the snoring improvement every day. Through cloud sharing, your family can also learn about your snoring improvement.



作品简介

打呼噜并不是睡得香的表现，它不仅影响家人休息，令自身睡眠时口干难忍，还可能预示着一种严重的慢性睡眠疾病——阻塞性睡眠呼吸暂停低通气综合征（OSAHS）。根据医学数据，该病患率高达4%，而在中国，约有五千多万人打鼾。其表现为：记忆力减退、高血压、糖尿病、白天嗜睡、夜间缺氧。而现今针对打鼾的解决方案包括呼吸机、手术、牙套等手段，均对用户的睡眠舒适性有影响。因此市场上需要一款有效且较舒适的产品填补这一份空白。

打鼾的原因：打鼾的本质是呼吸道狭窄，气流通过时引发了软组织震动发声。严重者的呼吸道会发生塌陷或阻塞，导致睡眠时缺氧，进而引发一系列症状。根据医学研究，侧卧状态下呼吸更顺畅，相比仰卧时通气情况会得到明显改善，呼吸暂停次数下降45%~63.4%，令鼾声减少、减弱。

产品原理：智鼾垫是根据侧卧原理设计的一款改善打鼾的产品。它由负责监测鼾声的机盒（control center）和负责引导用户侧卧的充气垫（inflatable mat）组成。充气垫内有两个气囊，当机盒检测到用户发出鼾声，垫子中的气囊便会充气并引导用户侧卧，从而改善鼾声，安静舒适且不会影响用户睡眠质量。

设计特点：

- 1、相对于呼吸机等对付打鼾的产品，ESUN智鼾垫无需穿戴在身上，更舒适自然。
- 2、作为床上用品，以自然灰为产品主颜色，素雅耐用。
- 3、小巧便携，可折叠外带用于差旅出行。同房间的亲友不用担心被如雷的鼾声影响休息了。
- 4、采用对人体安全的12V工作电压。无电子元件的充气垫。
- 5、安静运行，小于40db的工作音量让你察觉不了它的存在。
- 6、ESUN app会每天监测改善打鼾的情况。通过云共享，您的家人也能获知你的打鼾改善情况。

SILVER
AWARDS

银奖

Hootim Intelligent Anti-haze Mask

Shenzhen Artop Group Limited / Hootim (Tangshan)
Environmental Technology Co., Ltd. (Shenzhen, China)

皓庭智能防霾电动口罩

浪尖设计集团有限公司 /
皓庭 (唐山) 环境科技有限公司 (中国深圳)

Zhang Dongyang

Deputy general manager and creative director of Shenzhen Artop Group Limited, he has more than 10 years of experience in product design in fields such as communications, consumer digital, wireless terminals, intelligent hardware, home appliances and various innovative technology products, with the major clients including industrial leaders such as Sony China, Philips, Huawei, ZTE, Tencent, Xunlei, Hisense, Haier, Rapoo, Lenovo, Konka, Airmate and Midea. The works created under his leadership have won a number of design awards at home and abroad, such as the Red Star and the Red Dot, and have obtained collection certificates from modern design museums.



INTRODUCTION TO THE DESIGNER

Founded in 1999, Artop is a service-type group which sets industry design as the core, provides customers with high-end comprehensive design solutions based on integrated planning in product planning, creative design, research and development, manufacturing, purchasing and logistics, cost control, quality control, brand marketing etc., and innovates in service systems in products, interaction, environmental industry etc., creating a new generation of development project that serves social production and local ecology through constructing valuable interactive service, knowledge and network. Artop has more than 1,000 employees working in design, scientific research, engineering, manufacturing, marketing and branding based on the whole industrial chain's design innovation service, with 31 subsidiaries and branches distributed in 12 cities of China, providing service for more than 2,000 top brands both at home and abroad in different industries, including Philips, Whirlpool, Microsoft, Intel, Qualcomm, Sony, Boeing, BMW, Bentley, Huawei, ZTE, Haier and Hisense, among others.

设计者简介

浪尖成立于1999年,是一个服务型集团,以工业设计为核心,为客户提供包括产品规划、创意设计、研究开发、生产制造、采购物流、成本控制、品质控制、品牌营销等等一体化规划的高端综合设计解决方案,以及进行包括产品、交互和环境(产业)等服务系统的创新,通过营造有价值的互动服务、知识和网络,打造新一代服务社会性生产和地方生态的发展项目。浪尖拥有基于全产业链设计创新服务的设计、科研、工程、制造、营销、品牌相关服务人员1000多名,子公司及控股公司、分支机构31个,分布在中国的12个城市,为飞利浦、惠而浦、微软、英特尔、高通、索尼、波音、宝马、宾利、华为、中兴、海尔、海信等2000余个国内外不同行业顶级品牌服务。

张东阳

浪尖设计集团副总经理兼创意总监,在通讯、消费数码、无线终端、智能硬件、家电、各类创新技术产品等领域有着十多年的产品设计经验,服务企业主要有索尼中国、飞利浦、华为、中兴、腾讯、迅雷、海信、海尔、雷柏、联想、康佳、艾美特、美的等行业领先企业,带领团队主创的作品获得多项红星、红点等国内外设计大奖并获现代设计博物馆收藏证书。

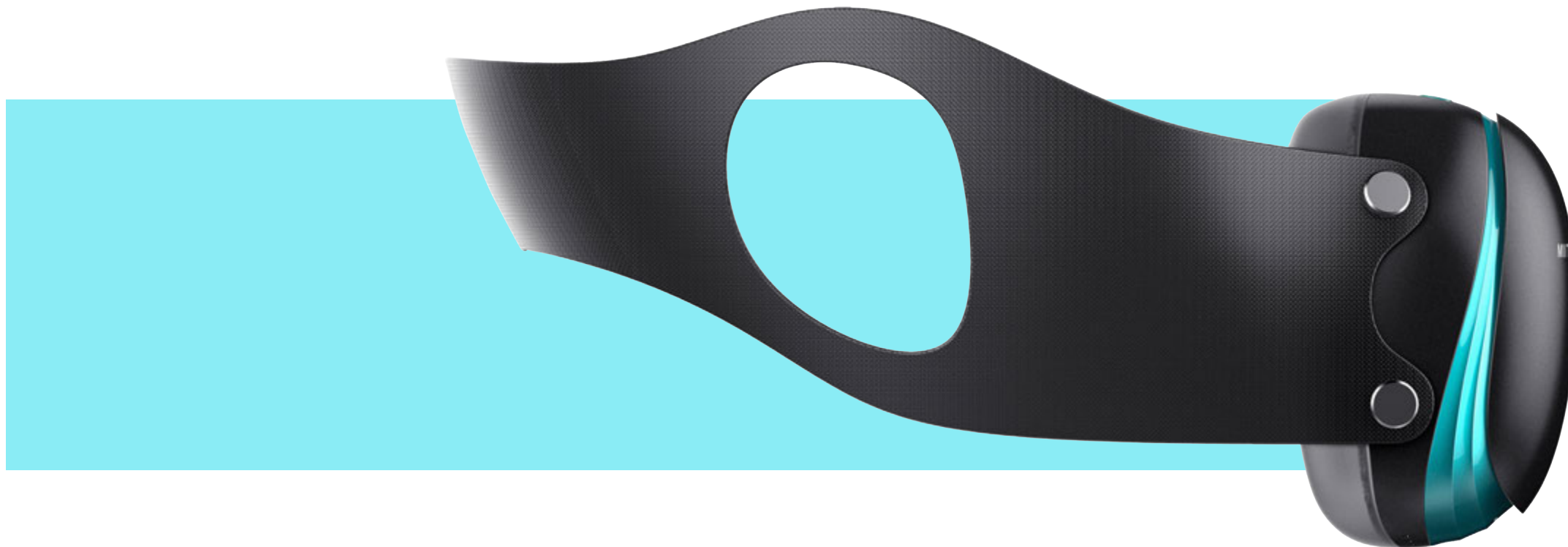
INTRODUCTION TO THE WORK

This is an innovative three-layer anti-haze mask featuring active ventilation.

The first layer is non-woven cloth to filter water vapor, hair, dander and large particles. The second layer uses 3M's

H11 high-efficiency HEPA filter, with the PM2.5 purification rate as high as 98 percent. The third layer uses high-efficiency activated carbon filter of bamboo fiber to effectively remove odors and harmful gases. The active ventilation design eliminates the sweltering feeling of ordinary masks. It also contains a negative ion generator and fragrant plant essential oil. It has a powerful seven-hour battery life, while its universal USB port makes charging more convenient.

The mask shell is magnetic for easy dismantling and replacement. The headband and the body are connected by magic stickers and clever fastening, and the ergonomic design fits the face more comfortably. The product's round, smooth and cool appearance brings a sense of affinity like a gentle breeze. The side decoration pieces are elegantly curved like a breeze blowing, emphasizing the product's properties in cleaning the air.



作品简介

这是一款创新设计的主动通风式三层防霾口罩，第一层无纺布过滤水汽、毛发、皮屑、大颗粒物；第二层采用3M公司的H11级高效HEPA过滤网，针对PM2.5净化率高达98%；第三层采用竹纤维高效活性炭滤网有效去除异味及有害气体。主动通风式的设计免去普通口罩的闷热不适之感，还加入负离子发生器以及芬芳的植物精油，具有7小时的强大续航，通用式USB接口充电更为便捷。口罩面壳采用磁吸方式方便拆解更换，头带与机身采用便捷的魔术贴与巧妙的卡位连接方式，佩戴上符合人体工程学设计，贴合面部，更为舒适。产品圆润炫酷的外观造型，带来“清风徐来”的亲感和；侧面装饰件曲线飘逸，如清风拂过，强调了产品净化空气的属性。



KANDAO Obsidian 3D VR Camera

JU&KE Creative Design (France/Belgium) /
Kandao Technology Co., Ltd.

看到“黑曜石”3D VR摄像机

矩刻创意设计(深圳)有限公司 (法国/比利时) /
深圳看到科技有限公司

INTRODUCTION TO THE DESIGNER

JU&KE Creative Design Studio was co-founded in Shenzhen in 2016, by two young and talented designers, Julien Gueuning and Christophe Branchu (Ke-Duo). They decided to create a design studio focused on helping Chinese companies develop stronger international recognition through design. Before starting our own studio, Julien and Christophe had extensive experience working with various international companies, gaining international exposure and reputation.

We launched our studio with two missions in September of 2016. Our first focus is to cooperate with Chinese technology companies, supporting their product design and visual identity to help them successfully move to the global market. Our second focus is to have more cooperation with the Chinese market itself, mixing our international background with local cultural elements along the way.

To implement our missions, we developed three main services: Industrial Design, Visual Identity and Space Design. Supporting this wide range of services, was



originally only the two founders, now in 2018 the team is comprised of eight members. JU&KE moved into our own office in Upperhills, located in Futian, central Shenzhen. In less than two years, JU&KE studio has gathered international recognition through design and innovation awards in USA, Europe and China, including CES Best Innovation Award 2017, three CES Asia Awards 2017, German Design Award 2018, IF Award 2018, Shenzhen Global Design Silver Award 2017 and Design Intelligence Award Excellence 2018.

设计者简介

矩刻创意设计工作室由比利时设计师Julien Gueuning 和法国设计师Christophe Branchu柯铎于2016年9月深圳成立。在创办工作室之前,两位创始人拥有丰富的国际公司合作经验,获得了不少国际曝光和良好声誉。矩刻致力于帮助中国公司通过设计获得更有竞争力的国际认可,使其成功进入全球市场。并且关注中国市场,致力于把我们国际设计师的背景与中国本土文化元素相融合。我们的主要服务内容为:工业设计,品牌设计,空间设计。

在2018年,矩刻发展成为8人团队。在不到两年的时间里,我们的设计作品在全球获得了设计创新上的国际认可,包括2017 CES最佳创新奖,3项2017 CES 亚洲创新奖,2018 德意志联邦共和国国家设计奖,2018 德国IF设计大奖,2018中国智造大奖优秀奖,2017深圳环球设计大奖银奖等。

INTRODUCTION TO THE WORK

The Obsidian camera by Kandao Technology Co., Ltd. is a professional VR camera designed by JU & KE Creative Design. It can shoot stereoscopic 360-degree photos and videos up to 8K resolution. The camera has a very elegant design language inspired by well-known common photography equipment. Its good-textured plastic shell, metal touch and brass embellishment all express very modern overall aesthetics. The camera won the Best of Innovation Award in the digital imaging product category at the 2017 CES in Las Vegas and the German Design Award in 2018. At the same time, it is also one of the VR cameras highly praised by Brian Cabral, director of VR engineering for Facebook. Obsidian has six fisheye lenses to capture a 360-degree three-dimensional view that is fully immersive. There are two models of the camera. Obsidian R has the priority of 8K videos, with 30 frames per second. Obsidian S focuses on the rate of each frame, and can shoot videos of 4K resolution at a high speed of 120 frames per second. Each model has three different video modes that allow you to shoot RAW videos and DNG photos. Only a 3D 360-degree panorama video can give a true sense of immersion, a key to bringing the virtual reality world to its audience. Kandao Technology's Obsidian camera utilizes a deep-learning stitching method, automatically generating high quality stereoscopic panoramas.

作品简介

深圳看到科技的“黑曜石”摄像机是由矩刻创意设计工作室设计的一款专业级VR摄像机，它可以拍摄高达8K分辨率的立体360度的照片和视频。该相机拥有非常优雅的设计语言，其灵感来源于广为人知的普通摄影设备。它具有非常良好质感的塑料外壳、金属触感以及黄铜材料的点缀，这些都表达了一种非常现代的整体美学感。该相机在2017年拉斯维加斯的全球CES展上荣获数码摄像类的“最佳创新奖”以及2018年的德国设计奖。同时它也是Facebook VR技术总监Brian Cabral赞不绝口的VR摄像机之一。“黑曜石”拥有6个鱼镜头来捕捉360度的三维视图，使人身临其境。该相机有两种型号，“黑曜石R”是以8K分辨率的视频为优先级，每秒30帧；“黑曜石S”是着重于每帧的速率，并且可以在高速的每秒120帧的情况下拍摄4K分辨率的视频。每个型号的相机都有三种不同的视频模式，可以拍摄RAW格式的视频以及DNG格式的照片。只有3D的360°全景视频才能给人一种真正的沉浸感，这是将虚拟现实世界体验带给观众的关键，而看到科技的“黑曜石”摄像机利用深度学习的拼接方法，能够自动生成高质量的立体全景图。





Cordless Cleaner VC-NX1

Toshiba Lifestyle Products & Serv

无线吸尘器VC-NX1AC

东芝生活电器株式会社 (日本)

INTRODUCTION TO THE DESIGNER

Toshiba, Japan's largest semiconductor manufacturer and second-largest integrated electrical machinery manufacturer, is part of the Mitsui keiretsu. Tanaka Engineering Works, one of the forerunners of Toshiba, was initiated in 1875 and renamed Shibaura Engineering Works in 1893. Tokyo Electric Company and Shibaura Engineering Works merged in 1939 to form Tokyo Shibaura Electric Co., Ltd. It was soon nicknamed Toshiba, and the company was officially renamed Toshiba Corporation in 1984. Toshiba's business includes digital products, electronic components, social infrastructure and home appliances. Since the 1980s, Toshiba has changed from a company focusing on household appliances and heavy electrical machinery to a comprehensive electronics and electric appliances company that includes communications and electronics. Since the 1990s, Toshiba has made rapid progress in digital technology, mobile communication technology and network technology, and has successfully transformed from a giant in the home appliance industry to a pioneer in the IT industry.



INTRODUCTION TO THE WORK

Without a cord and a plug, the VC-NX1/VC-NXS1 cordless canister vacuum cleaners ease cleaning. As major parts are at the center of the main unit, VC-NX1/VC-NXS1 has a short turning radius, and smoothly climbs over steps and weaves around furniture and corners. Due to a vertically symmetrical shape, it can run upside down, relieving users from stressful situations in which the main unit is overturned by an obstacle. A strong suction of a new motor and an operating time of up to 45 minutes are enough to clean the entire house. The upper model with a dust station eases cup/filter maintenance.

设计者简介

东芝是日本最大的半导体制造商，也是第二大综合电机制造商，隶属于三井集团。创始于1875年的田中制作所是东芝的前身之一，1893年更名为芝浦制作所。1939年，东京电气株式会社和芝浦制作所合并组建东京芝浦电气株式会社。很快，公司就有了“东芝”的别称，1984年正式更名为东芝株式会社。东芝业务领域包括数码产品、电子元器件、社会基础设施、家电等。20世纪80年代以来，东芝从一个以家用电器、重型电机为主体的企业，转变为包括通讯、电子在内的综合电子电器企业。进入90年代，东芝在数字技术、移动通信技术和网络技术等领域取得了飞速发展，成功从家电行业的巨人转变为IT行业的先锋。



作品简介

没有电线和插头，VC-NX1/VC-NXS1无线筒真空吸尘器让清洁工作变得容易。由于主要部件在主机的中心，VC-NX1/VC-NXS1转弯半径很短，可以顺利地爬上台阶，在家具旁和角落里穿梭。由于其垂直对称的造型，运行时可以翻转，用户不用怕主机被障碍物绊倒了。新发动机吸力强劲，连续工作时间长达45分钟，足以清洁整个房子。高档型号带有一个粉尘站，可以简化杯子/过滤器的维护。





Midea Guardian T4

Midea Smart Home Technology Co., Ltd.

—— Xiao Tao (Shunde, China)

美的智能门锁—守护者T4

美的智慧家居科技有限公司

——肖涛 (中国顺德)

INTRODUCTION TO THE DESIGNER

Midea Smart Home Technology Co., Ltd., formerly Midea Smart Home Institute, was established in 2014. As a first-level division of Midea Group, it shoulders the mission of fully integrating Midea's scientific and technological achievements in smart life. The company will rely on Midea's advantage of multi-category products to build a systematic service capability, striving to become a technology-based company that provides overall solutions for smart homes. Internally, it provides connection for intelligent products and bottom-level technical support, building the hardware-to-end support capability of a service platform. Externally, it is responsible for the construction of the M-Smart ecosystem, and, as a window for Midea Group's intelligent construction, provides B2B and B2C services with integration solutions for products of smart home appliances and smart homes.

INTRODUCTION TO THE WORK

Guardian T4 is a high-end intelligent lock, which can be linked with smart home appliances and intelligent security devices. Air conditioning, lights, background music and TV etc. can be turned on automatically when the users open the door. When the users leave home, Guardian T4 can switch on the smart camera, infrared body detectors and other security equipment, so that the users can use the smart phone app to know whether the door is unlocked and whether the family members have got home. Different from the traditional turn-and-open mode, Guardian T4 has an innovative push-and-open mode, which is more in line with the users' habit.



设计者简介

美的智慧家居科技有限公司，原美的智慧家居研究院，成立于2014年，是美的集团旗下一级部门，肩负着全面整合美的智慧生活的科技成果的使命。美的智慧家居科技有限公司将依托美的多品类的优势构建系统化服务能力，致力成为提供智慧家居整体解决方案的科技型公司。对内提供事业部智能产品的连通和底层技术支持，搭建从模块硬件到端的服务平台支持能力；对外负责M-Smart生态圈建设，作为美的集团智能化建设的窗口，同时为B2B、B2C业务提供智能家电（居）产品集成解决方案。

作品简介

Guardian T4是一款高端智能门锁，可以与智能家电、智能安防等设备进行联动。例如用户回家打开门锁后，可自动打开家中的空调、灯光、背景音乐、电视等。在用户离家后，Guardian T4可开启家中的智能摄像头、红外人体探测器等安防设备，使用户在外面也可通过手机APP知晓家中门锁开启情况，了解家人是否已经回家等信息。Guardian T4具有创新性的推拉开启方式，改变了传统的旋转式开启方式，推拉更符合用户的使用习惯。





HOOK Umbrella

Lexon — Theo Williams (France)

HOOK 折叠伞

Lexon——Theo Williams (法国)



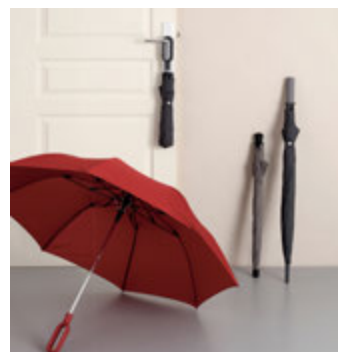
INTRODUCTION TO THE WORK

The uniquely designed rubber handlebar gives you a smooth and gentle feel. The chic look differentiates itself from most of the conventional umbrellas. With this umbrella in your hand, you will leave a reliable, fashionable and generous impression on others. The umbrella is highly portable, and it can rest on your hands, on a hook or the bicycle.

LEXON
Design in life

INTRODUCTION TO THE DESIGNER

As France's most famous designer brand, since 1991, LEXON has been adhering to innovation as its design philosophy and soul. LEXON takes it as the most basic design promise, and has been loyal to it in 26 years of development. Each year, the company team led by LEXON's founder, Mr. René Adda, selects some design works among thousands of pieces distributed from around the world, and put them into production and sale worldwide, with more than 5,000 stores in 85 countries and regions around the world and many modern art museums constantly interpreting LEXON's insights. Regardless of electronic products, bags, travel goods, office supplies and leisure products, the users' good experience is the purpose of LEXON, and the most important thing is that LEXON's products can bring more pleasure to users in daily use.



作为法国最知名的设计师品牌,自1991年开始,创新一直是LEXON坚持的设计理念与灵魂;LEXON将其作为最基本的设计承诺,在26年的发展历程中,一直忠诚于此,从不动摇。每年,由LEXON创始人René Adda先生所率领的企业团队,从全球上千件设计作品的投稿中,挑选出一部分投产并销售到世界各地,在全球85个国家和地区、超过5000家门店,以及众多现代艺术博物馆中,不断诠释LEXON的见解。无论电子产品、箱包、旅游用品、办公用品以及休闲用品,用户的良好体验是LEXON的宗旨,最为重要的是,LEXON的产品能在日常使用中为用户带来更多乐趣。

设计者简介

作品简介

感觉细腻舒服。时尚的外观设计不同于一般看到的雨伞,让你有稳重、时尚又大方的感觉。可挂在手上、挂钩上、自行车上,方便携带。



Moon Mirror

inDare Design (Shenzhen, China)

月光镜子

inDare Design (中国深圳)



INTRODUCTION TO THE WORK

Moon Mirror is both elegant and functional. When you casually reverse the mirror face, it will light up like moonlight on the table. With wonderful music played from the button of Moon Mirror, you will feel relaxed at night. Moon Mirror is made of total matt metal and designed in a simple form. The frame of the mirror is so slim that you can touch the mirror to adjust the brightness and switch the cool and warm modes of light. In addition, Moon Mirror has a small magnetic 5X mirror and you can put it on the mirror face to help you make yourself up in detail. Moon Mirror is not only just a mirror, but also a table lamp and a speaker.

作品简介

月亮镜既优雅又实用。随意翻转镜面，它会像月光一样亮在桌子上。美妙的音乐从月亮镜的按钮上发出，你会在夜里感到放松。月亮镜是由完全马特金属制成，设计简单。镜子的框架很小，你可以触摸镜子调节亮度，切换冷色调和暖光模式。此外，月亮镜有5倍磁吸小镜子，你可以把它放在镜面上帮你化妆。月亮镜不仅是一面镜子，而且是一盏台灯和一个扬声器。



JMGO P2 Smart Portable Theater

JMGO Laser TV of Shenzhen Holatek Co., Ltd. /
JMGO Creative Design Center (Shenzhen, China)

坚果 P2 智能移动影院

深圳市火乐科技发展有限公司坚果激光电视 /
坚果创意设计中心(中国深圳)

INTRODUCTION TO THE DESIGNER

HOLATEK is a design-oriented company, and the JCC (JMGO Creative Center) is an experienced and powerful ID design team of HOLATEK. Through the guidance of design thinking, the JCC team redefines the projection products through destructive innovation and influences the pattern of the audio and video market. The JCC's work promotes technological innovation and the establishment of the JMGO brand.

INTRODUCTION TO THE WORK

JMGO P2 is a smart projector with ultimate simplicity and portability. With built-in large battery capacity, it breaks the limitation of wired power connection indoors, and makes outdoor movie-viewing experience possible.

Integrating oriental aesthetic elements, JMGO P2 has the form of an ancient scroll of calligraphy and painting. A scroll carries text and drawings, while the JMGO P2 presents rich images and sounds for people. It breaks the stereotype of a “projector” and redefines the industry with the subversive cylindrical design and the ultimately simple body without a screw.

By combining the idea of ultimate simplicity and technology of a smart projector, JMGO P2 perfectly explains our product concept that “where there is JMGO, there is a cinema”. It creates a more convenient experience of big screens for all users and promotes a new lifestyle of entertainment.



设计者简介

火乐科技是一家以设计为导向的企业，坚果创意设计中心是火乐科技经验丰富且战斗力强大的ID设计团队。在设计思维的指导下，整个团队通过颠覆性甚至破坏性的创新，一次次重新定义了投影产品，改变了影音市场的格局，激发了相关的上游技术和下游产业发展，推动了坚果品牌的建立和传播。

作品简介

坚果P2是一款设计极简的智能移动影院。坚果P2突破了投影仪必须在室内连接电源使用的限制，内置大容量的锂电池，让户外观影成为可能。

融入东方美学元素，坚果P2被赋予了古代书画卷轴的形态，卷轴承载了文字与图画，而坚果P2为人们呈现丰富的影像与声音。颠覆性的圆筒形设计，机身极致简洁没有一颗螺钉，在行业内首开先河。

坚果P2将极简的设计与科技完美结合，诠释了“有我的地方，就是影院”的产品理念，阐述了一种便携观影、随时娱乐的新生活方式，带给用户更便捷的巨屏观影体验。

BRONZE
AWARDS

铜奖

Poputar P1 Smart Guitar

PopuMusic Inc. (Shenzhen, China)

Poputar P1 智能吉他

深圳视感文化科技有限公司(中国深圳)



INTRODUCTION TO THE WORK

Poputar P1 is a kind of smart guitar which is specially designed for beginners of guitar. Breaking through the traditional music teaching mode over the past 30 years (choosing a quality shop + expensive training fee + short learning time on weekends + a guitar of more than 1,000 yuan), it greatly reduces the threshold for beginners, and helps them learn the basic skills of playing the guitar through a special gamification teaching method. With 120 LEDs built inside the guitar neck, users will be able to visually locate the chord position and never worry about forgetting where to put their fingers. In addition, the Poputar smart guitar provides a dedicated app music learning system featuring gamification learning, just like the Rhythm Master game, to visualize music learning.

Before the appearance of Poputar, music theory and notes were invisible and could not be quantified by viewing and playing. Poputar breaks through the border between games and music, visualizes the playing and rhyme, integrates the notes played into music, and creates a new music self-study system named "MUSIC OS".

Poputar has a voice recognition chip, calculates delay compensation through the correlation algorithm, eliminates the effect of accompaniment through spectral subtraction, carries out pure tone recognition, and realizes the experience of instant recognition while playing, letting the phone judge in real time and tell beginners whether their play is correct. The Poputar smart guitar uses the excellent making process, among which more than 10 new production processes are used, to achieve a "three-layer" shape. The full black, non-porous and environmentally friendly and non-toxic spray process, the original hollow guitar head and the shape with



a missing corner meet the style of smart and fashionable products adored by young people nowadays. In terms of product ergonomics, the thickness of Poputar's sounding area is reduced to two-thirds of that of traditional instruments, letting beginners clearly see the lighting position within a viewing range of nine degrees to 13 degrees. The box uses a unique 3D back arc design to make the reflection of the box's resonance more concentrated, solves the lack of concentrated sound reflection caused by flat reflection, and results in richer levels of sound.

Poputar's charging method uses a brand new and original instrument holder design. When the player finishes his learning, he can place the guitar on the holder for charging. At the same time, when using the mobile app for learning, he can place the phone on the supporter of the guitar to enjoy the pleasure of playing anytime and anywhere.



作品简介

Poputar P1是一把针对吉他初学者而设计的智能吉他，打破了30年以来传统的音乐教学模式（选择优质琴行+高昂的培训费+周末短暂的学习时间+上千元的吉他），大大降低初学者的学习门槛，通过特别的游戏化教学方式让初学者掌握到吉他演奏的基础技能。在琴颈上我们镶嵌了120颗LED灯，初学者将可以清晰地知道按弦的位置，永远不会忘记手指应该按哪里。此外，Poputar智能吉他提供了专门的游戏化学习的App音乐学习系统，就像节奏大师游戏一样，让音乐学习可视化。

在Poputar 出现之前，乐理和音符是看不见的，无

法在视觉和弹法上量化。Poputar打破游戏和乐理的边界，按法可视，节奏可视，所弹音符融入音乐，创立全新的音乐自学系统《MUSIC OS》。

Poputar里面内嵌声音识别的芯片，通过相关性算法计算延时补偿，以及结合谱减法消除伴奏的影响，进行纯净音识别，实现边弹边即时识别的体验，让手机即时判断告诉初学者弹奏是否正确。

Poputar智能吉他采用了行业高标准的制琴工艺，其中采用了超过10道的全新制作工艺，实现了“三层式”造型，全黑无孔和环保无毒的喷涂工艺、独创的镂空式琴头以及缺角的造型设计语言符合当下年轻人喜欢的智能潮品的风格。在产品的人机工程学方面，Poputar发声区域的厚度减薄至传统乐器的三分之二，让初学者在9度到13度的可视范围内，清晰地看到亮灯的位置；产品箱体采用了独特的3D背弧设计，让箱体共鸣更集中地反射出来，解决了平板反射导致声音反射不集中的问题，让声音的层次感会更加丰富。

Poputar的充电方式采用了全新独创的乐器支架进行设计，当弹奏者学习完毕时，即可放在吉他支架上进行充电；同时，在使用手机APP进行学习的时候，可以把手机放在吉他翻盖的支架上，让弹奏者可以随时随地地享受弹奏的快乐。



Poputar APP can be seen as a stage mode rhythm game, and each stage contains a music piece of a popular song, like "Yellow" or "All of me". In following mode, the game will continue only when you plays the note correct. In playing mode, you need to keep up with the music pace to play straight to the end.





UNIBOT

Ecovacs Robotics Co., Ltd. ——

Li Xiaowen, Yu Xintong, Zhou Jinye, He Fang, Zhang Fan (Suzhou, China)

管家机器人

科沃斯机器人股份有限公司——

李晓文、于欣彤、周金晔、何方、张帆(中国苏州)



INTRODUCTION TO THE WORK

The UNIBOT is a smart home robot developed according to the household services concept to meet the diverse demands of the users.

This robot is composed of four modules: floor cleaning, smart housekeeping, air purification, and air humidification. To meet the diverse demands of the users, the smart housekeeping module can be used in combination with the floor cleaning module, and users can achieve remote household appliance control, video monitoring, smart security, and task appointment via the app. The air purification module and the air humidification module may be used in combination with the floor cleaning module respectively to cruise through the entire house for in-depth air purification or humidification, expanding the scope of application. Each module may also be used independently so that users may achieve multiple tasks at once. The users’ perfect experiences will fully demonstrate the brand concept of “Live Smart. Enjoy Life.”



作品简介

管家机器人是以家庭服务为理念而研发，满足用户多样化需求的智能家居机器人。

该机器人由地面清洁、智能管家、空气净化、空气加湿四个模块组成。为了满足用户的多样化需求，可将智能管家模块与地面清洁模块组合使用，用户通过APP实现远程家电控制、视频监控、智能安防、任务预约等。空气净化模块和空气加湿模块分别与地面清洁模块组合使用，实行全屋巡航深度净化、加湿，扩大适用范围。同时各模块均可单独使用，让用户“一举多得”。完美的体验感充分体现了“智生活，享人生”的品牌理念。





ORVIBO Smart Socket S31
Shenzhen ORVIBO Technology Co., Ltd.
—— Zeng Guoshun, Wu Shaobin (Shenzhen, China)

S31智能插座
深圳市欧瑞博科技有限公司
——曾国顺, 吴少斌 (中国深圳)

INTRODUCTION TO THE DESIGNER

Shenzhen ORVIBO Technology Co., Ltd. is an innovative company specializing in smart home products and services. Committed to creating a home product experience that combines design and technology, the company pursues a high-quality home lifestyle that combines technology and humanity. It uses high-tech such as Internet of Things, artificial intelligence and cloud computing to connect basic electrical appliances, realizes the interconnection of devices, and makes basic electrical appliances intelligent.

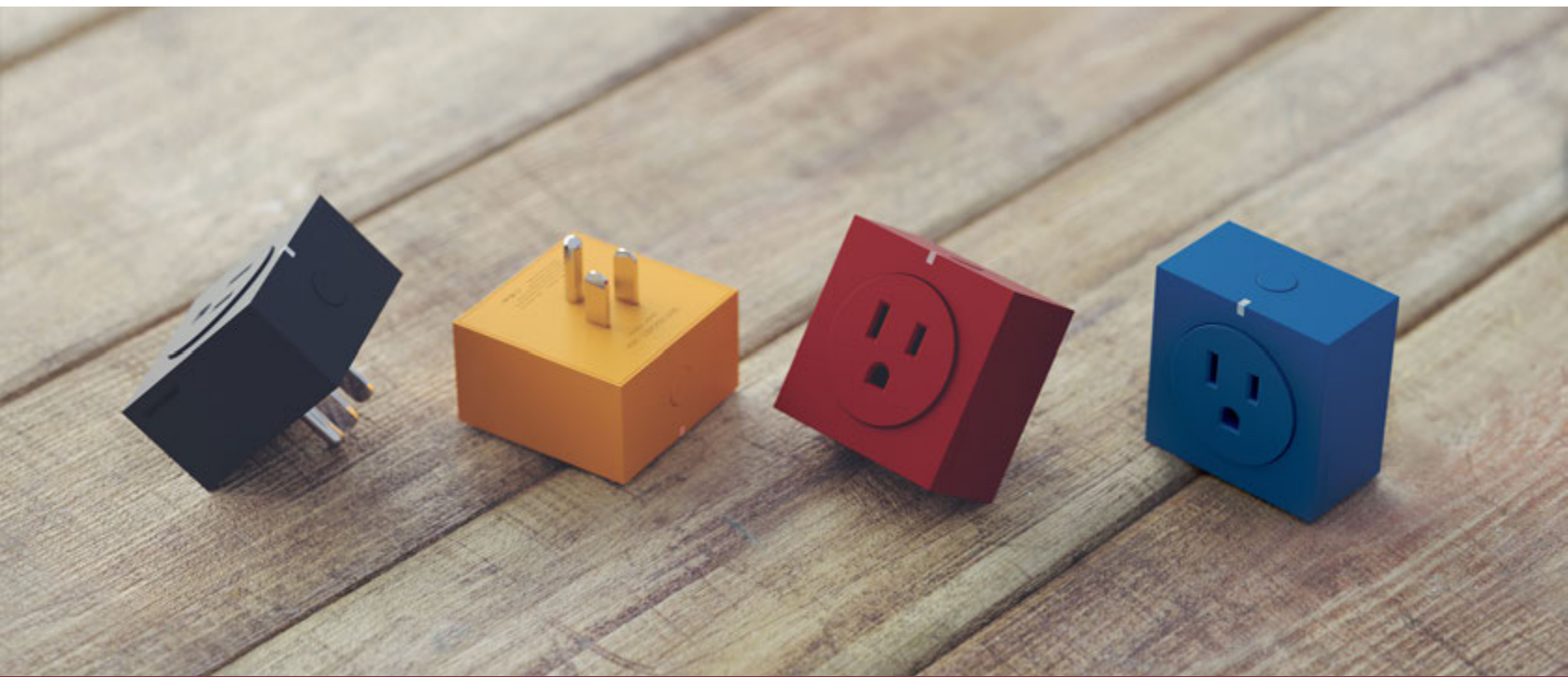


INTRODUCTION TO THE WORK

Instantly convert any plug into a connected and intelligent outlet. The fastest and most affordable way to transform your home to a smart home. Control devices from anywhere. Monitor power consumption. Maximize efficiency.

We are dedicated to create beautiful and smart products, with the goal of designing an artwork and the philosophy of “sufficient design and natural intelligence”. The simple and restrained design follows the function. From the appearance to the function, the product works both inside and outside. With ORVIBO Smart Socket S31, you can simply use the app on your smartphone to turn on and turn off all your control devices and monitor their power consumption. You can set schedules to them and even set scenes to turn on a group of home appliances, running up to 50 scheduled tasks.

In term of safety, ORVIBO Smart Socket S31 has overload protection and electric-shock safeguard design, ensuring safe electricity usage. ORVIBO Smart Socket S31 has made profound improvements on appearance, function and user experience.



设计者简介

深圳市欧瑞博科技有限公司是一家专注于智能家居产品和服务的创新型企业。致力于创造设计与技术结合的家居产品体验，追求科技与人文相结合的高品质家居生活方式。公司应用物联网、人工智能、云计算等高新技术，连接基础电器，实现设备互联互通，构建基础电器的智能化。

作品简介

为了更加高效便捷地管理家中电器，我们开始着手设计一款可以随时随地控制电器开关状态的智能插座。S31智能插座设计上以工艺品为设计起点，秉持“够用的设计，自然的智能”为设计理念。设计简洁克制，追随功能设计，从外观到功能，内外兼修。

功能方面，S31智能插座具有WIFI控制功能，搭配欧瑞博智家365 APP可实现移动APP远程查看控制电源，支持多达50个定时任务，更好地管理每个电器的使用时间，节约用电；支持各类情景联动模式，可一键控制多个设备，定制个性化智能家居体验。

安全方面，S31插座具有过载保护和防触电设计，确保用户用电安全。S31智能插座的出现，是对传统插座从外观、功能及操作体验上的一次重大升级进化。



X820 industry-class UAV

Zhejiang Hovfree Intelligence Technology Co., Ltd. /
Industrial Design Center of Dahua Technology Co., Ltd.
—— Ye Lingxiao, Chen Li, Li He (Hangzhou, China)

X820行业级无人机

浙江华飞智能科技有限公司 /
浙江大华技术股份有限公司工业设计中心
——叶凌霄、陈力、李赫（中国杭州）



Chen Li/Ye Lingxiao
陈力/叶凌霄

INTRODUCTION TO THE DESIGNER

Chen Li is a senior designer, and an R & D technical expert and design team manager of Dahua Technology Co., Ltd. He is a member of the China Industrial Design Association, a leader of a provincial industrial design center, and visiting professor and master supervisor at the Dalian Polytechnic University. From 2011 to 2017, the industrial design center of Dahua led by him was awarded dozens of design awards such as the Red Dot Award, the iF Award, the China Good Design Award, the Successful Design award and the Mayor Cup. In 2012, the column of “I Am in the Forefront of Scientific Development” of the City Express newspaper and the August issue of the Vogue Health magazine had coverage of his story.

Ye Lingxiao is the industrial design leader of Zhejiang Hovfree Intelligence Technology Co., Ltd.

INTRODUCTION TO THE WORK

Our X820 UAV is the first one to adopt carbon fiber body in the industry. The lightweight structure realizes high load, while the streamline body design decreases wind drag and increases flying efficiency to the utmost. Its tailor-made high performance dynamical system makes it fly at the working temperature from -20℃ to 60℃ and patrol within a radius wider than 10km in the harsh environmental conditions at an altitude up to 5 km. X820 adopts dual mode navigation of GPS and Beidou, realizing hovering accuracy at the centimeter level. The whole body also adopts a unique easy-to-dismount and easy-to-carry design, which makes it convenient to carry and just takes only 10 seconds to get ready and take off.



设计者简介

陈力，浙江大华技术股份有限公司研发技术专家及设计团队管理者，资深设计师。中国工业设计协会会员，省级工业设计中心带头人。大连工业大学客座教授及硕士生导师。2011-2017期间，所带大华工业设计中心，获红点奖、iF奖、中国好设计奖、成功设计奖、市长杯等几十项设计奖。2012年，《都市快报》专栏“我在科学发展第一线”和《风行健康》8月刊曾对其进行报道。

叶凌霄，华飞智能科技有限公司工业设计负责人。

作品简介

X820无人机，业内率先采用整机碳纤维材质，质量轻而负载高；流线型机身设计，最大限度地减少风阻，提高飞行效率。量身定制的高性能力系统，能够做到在-20℃至60℃、海拔5000米的恶劣环境中巡检工作半径高于10km。X820L采用GPS和北斗双模导航，实现厘米级悬停精度。整机采用独创的快速折叠拆解设计，方便单兵携带，而复原为起飞状态只需要10秒钟。



55° Moscup Rapid Cooling Tumbler

Shenzhen Fifty-Five Degrees Technology Co.,
Ltd. (Shenzhen, China)
Beijing Fifty-Five Degrees Technology Co., Ltd.

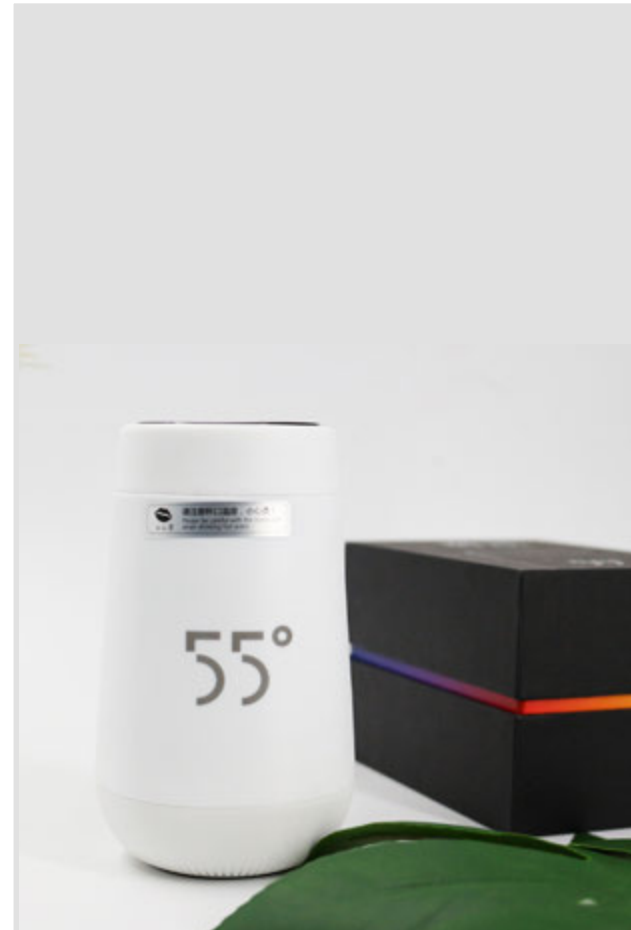
55° 魔色杯

深圳五十五度创意科技有限公司 / (中国深圳)
北京五十五度科技有限公司



INTRODUCTION TO THE DESIGNER

Tom Tan graduated from the Product Design Department of the Hong Kong Institute of Vocational Education (IVE) and worked as product designer for more than 10 years, engaged in comprehend design process from ideas generation to product development and sophisticated at research and analysis about user and trends. He used to work with TTI, a company listed in Hong Kong, and Shenzhen-listed Fenda Technology. He won the CES Award in 2006, 2011 and 2013, the Red Dot Design Award 2018, the Silver Award of Edison Awards 2018 and four iF Design Awards in 2018. In addition, his design works have been selected by global brands including HP, NBA Asia, Hilti and Hitachi. He is working on designing innovative and beautiful things that people love.



INTRODUCTION TO THE WORK

55° Moscup can effectively solve the “pain point”. Pour boiling water of 100°C into the cup, and it will cool down to 55°C after only one minute of light shaking. The LED reminder will show the condition of water through the smart system inside.

The design is user-friendly. Users can simply shake the cup body, and the temperature and action will show immediately. The interlayer inside the cup body is made of food-grade stainless steel and cooling material, and the outer layer is a PP heat insulation layer, achieving fast cooling and scald-prevention at the same time. The streamline and compact design allows users to get water with suitable temperature in a short time.



设计者简介

谭锦泉, 毕业于香港专业教育学院产品设计系, 并拥有超过10年产品设计经验, 具有把概念转化为实质性的产品和品牌设计等能力。曾经职于香港上市公司TTI创科实业以及国内知名上市音箱公司奋达科技。曾获得CES创新大奖、2018红点设计大奖、2018爱迪生发明奖, 并于2018年同时获得四项iF设计奖。设计作品遍布全球, 如美国HP、亚洲区NBA、欧洲Hilti、日本日立。致力为消费者设计出创新而又讨人喜欢的产品。

作品简介

55° moscup可以有效解决“痛点”。将100度的沸水倒入杯中, 只需1分钟的轻微晃动, 即可降温至55℃。LED提醒器将通过智能系统显示水温的状态。

设计以用户关怀为导向。用户只需简单地摇动杯身, 魔色杯就可以立即显示温度和动作。杯体内隔层由食品级不锈钢和冷却材料制成, 外层为PP保温层, 可同时实现快速降温与防烫伤。流线型和紧凑的设计, 让用户在短时间内通过“摇”, 顺利喝上温度合宜的水。



Skyworth – S9A OLED TV

Shenzhen Skyworth-RGB Electronics Co., Ltd.
(Shenzhen, China)

Skyworth – S9A OLED电视

深圳创维-RGB电子有限公司(中国深圳)

INTRODUCTION TO THE DESIGNER

Working for Skyworth Group, Skyworth Industrial Design Institute establishes the company's team of global product strategy research and design, and develops a design strategy that meets the company's vision and mission. Using design as an innovative solution to business problems, the institute brings more healthy and wonderful technology products to consumers. It has been approved as a national, provincial and municipal industrial design center, and has won numerous awards in many domestic and international design and creative events, such as the iF Award, the Red Dot Award, the G-mark, the IDEA Award, the China Excellent Industrial Design and the Red Star Design Award.



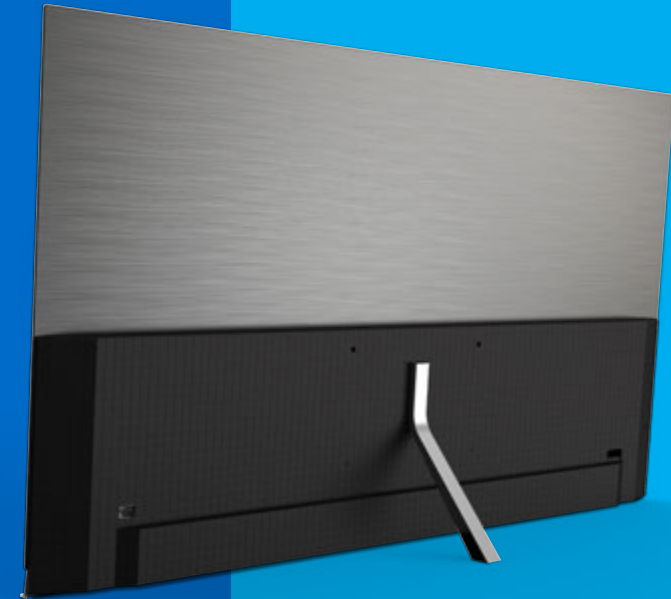
INTRODUCTION TO THE WORK

Skyworth – S9A OLED TV is a product with audio and visual experience as good as the cinema. The design of no-stand and tilting back by five degrees guarantees the optimum viewing effect. The frameless suspended OLED full screen makes color reduction and visual experience better. The linen cloth on the sound bar makes the tone better and the TV more compatible with household furnishing.

SKYWORTH

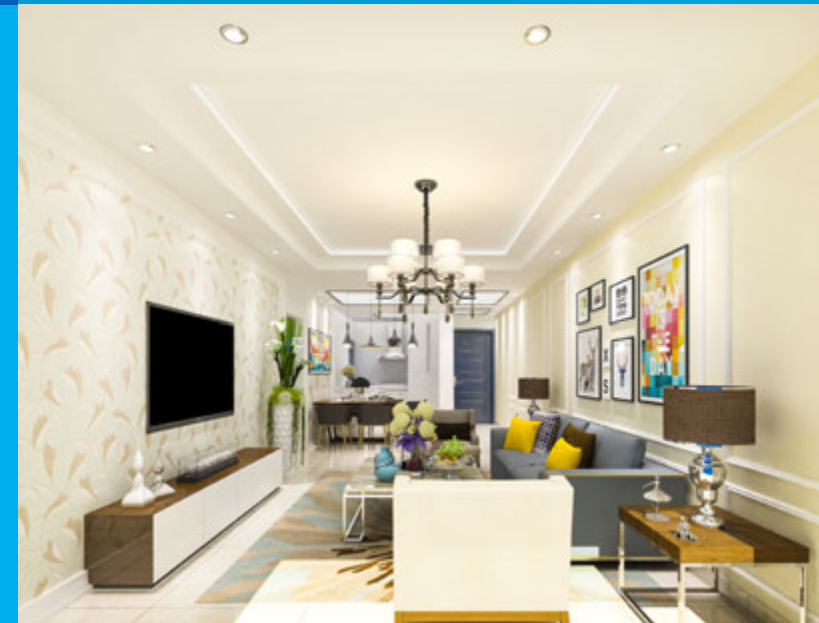
设计者简介

创维工业设计研究院立足于创维集团，建立集团全球化产品策略研究和设计团队，制定符合企业愿景和使命的设计策略，以设计作为解决商业问题的创新手段，给消费者带来更加健康美妙的科技产品。先后获批国家级、省级、市级工业设计中心，在iF、Red Dot、G-mark、IDEA、中国优秀工业设计奖、红星奖等国内外众多设计创意盛事中屡获殊荣。



作品简介

Skyworth – S9A OLED电视是一台具有影院级视听体验的电视。后倾5°的无底座设计保证电视最佳的观影效果；采用了无边框悬浮式OLED全面屏幕，在颜色还原和视觉感受上都有更好的表现；将亚麻布料应用到电视音响设计上，自然材料使得音色变得更好的同时，也更容易融入家居环境，与室内空间浑然一体。





Homeware 家居用品

Furniture& Home Textiles 家具及家用纺织品

CLOUD 云

Day Day Up Design Consultancy—
Hongwei (Zhongshan)
天天向上广告设计顾问有限公司—洪卫 (中山)

The backrest bends naturally and gracefully, from top to bottom, extending into the open seat surface. Both ends of the seat surface rise slightly and look delicate. The legs of the chair are replaced by the boards, with the surface carved with cloud lines to create artistic beauty. It has the archaic flavor of tea tables in the Han Dynasty as well as contemporary taste of simplicity.

椅背弯曲自然，自上而下优雅延展成开阔座面。座面两端做精巧翘头。舍四足而以板足替代，似外翻马蹄，劲挺起棱。板面透镂云纹，通透空灵。远观独具汉几遗韵，近得当代简约意趣。



PIN 品

Day Day Up Design Consultancy—
Hongwei (Zhongshan)
天天向上广告设计顾问有限公司—洪卫 (中山)

Among the cubic frame structure, there is combination of lines and planes. Both ends of the seat lift, ensuring high-level seating comfort. The minimalist modern quality also features the artistic conception of Zen. All the techniques of traditional decoration are avoided. With accurate mortise-and-tenon structure, the chair is made by hand.

正方体框架结构，线面结合，座面两端微翘，坐感舒适，简约的现代气质中，蕴含悠远的禅意。此产品摒弃中国传统家具的繁缛制式，极尽简约，以原木为原材料，运用中国传统榫卯工艺，纯手工打造，将传统手造智慧与当代生活美学衔接，把有形的器物和无形的东方哲学交融。

Expose 显露

Shel Han (Shenzhen)
韩笑 (深圳)

This project explores the fabrication of furniture with pure wood joineries by using digital CNC technology. The collection of furniture includes 10 pieces that use four knockdown tenon-and-mortise structures designed for this project. The furniture series are designed using the advantages of CNC fabrication, including high accuracy, low skill requirement and low labor cost.

本项目探索了用CNC技术来制造纯木榫卯结构的可拆卸家具。设计师利用了CNC技术的高精度、低技能需求和低劳动力成本的优点，设计了四个可拆卸榫卯连接结构和十件家具。



Begonia stool 海棠凳

Shanwantang Furniture Design Studio—
Zhou Xiaobo (Tianjin)
善玩堂明式家具设计工作室—周小博 (天津)

The stool is developed on the basis of modern lifestyle. Its main body follows the traditional pyramid-shaped tenon structure, with four straight legs touching the ground, four horizontal bars added at the bottom, and the legs shaped like begonia flowers echoing with the same pattern of the four corners at the top. The notches have obvious mortise and tenon joints.

此款是依据现代生活方式而开发的一款家用方凳，其主体沿用传统“粽角榫”结构，直腿四足着地，底部四面加“横枨”，腿部制作成“海棠花型”，顶部四角制作成“海棠花型”与腿部线型相呼应。“豁口”细节处有明显的榫卯工艺。

Elephant Painting Table 小象绘画桌

Hangzhou 2m2 Home Furnishing
Technology Co., Ltd. (Hangzhou)
杭州两平米智能家居科技有限公司
(杭州)

The table is designed for preschool children, so its shape is like a cute baby elephant. We use the portable wooden structure instead of heavy metallic structure. The angle of the table is adjustable through the silica gel ball, with 30 degrees and 40 degrees available. The wheels of the table can move easily.

小象绘画桌造型犹如一只萌萌小象，对于学龄前儿童很有亲和力。结构上采用轻便的木质结构替换市面上笨重繁琐的金属机械结构；桌面角度调节特别为低龄儿童考虑，通过桌子前面（小尾巴）硅胶球，可以调整30度和40度两档角度，底部的轮子设计可以让小朋友轻松移动。



XI 熙

Day Day Up Design Consultancy—
Hongwei (Zhongshan)
天天向上广告设计顾问有限公司—洪卫 (中山)

The inspiration comes from the Luban Lock, a Chinese traditional toy. Luban was a founding master of Chinese craftsmanship. The chair of “Xi” is produced to pay tribute to him and thousands of craftsmen. With the clever mortise and tenon joint structure, “Xi” is formed by the repetition of 327 parts, which can be assembled and disassembled by rotating any group of the parts.

作品灵感来源于中国传统玩具——鲁班锁。鲁班是中国土木工匠的祖师，他发明了诸多手工工具，并被世代承袭。“熙”椅即是向鲁班及万千手工匠人的致敬。“熙”椅以纯手工打造，借用巧妙的榫卯结构，由327根部件以重复的构成方式拼接而成，可通过旋转其中任何一组部件进行拆解与拼装。

Space-ship children chair 太空船儿童坐椅

Yip Design Ltd. (Shenzhen, China) —
Alan Yip (Shenzhen)
叶智荣工业设计(深圳)有限公司—叶智荣
(深圳)

The chair is specially designed for kids aged from 3 to 16. The adjustable height of the seat and the back rest will provide the best ergonomic and comfort for the children. In short, the chair will grow with the kids. It will provide good support for the children while sitting and avoid the spine from deformation especially during body development.

太空船儿童坐椅, 专为3-16岁的儿童设计。该设计最主要的亮点是背垫与坐垫的高度可随意调节, 从而提供最舒适、最合适的人体工学以帮助发育中的小朋友成长。可调节的座椅高度, 能完美适应小朋友不同年龄段的身材以获取正确坐姿。



New Chinese style chair 新中式榫卯文椅

Zhai Weimin (Changsha)
翟伟民 (长沙)

The project has avoided piling up cultural symbols, well inherited the traditional Chinese-style furniture, and solved the problem of small apartment space with its foldable, lightweight and portable advantages. We adopted mortise-tenon structure and the traditional Ming style, and also learned from the corbel bracket principle of the traditional architecture.

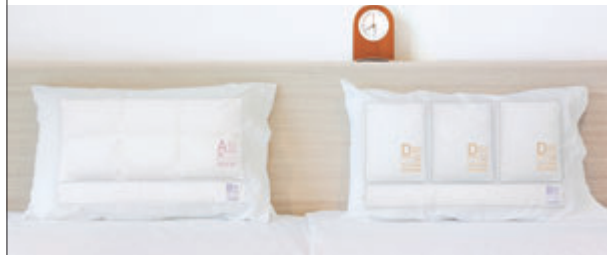
该项目改变了新中式领域家具设计的文化符号堆砌的现象, 很好地传承了中国传统明式家具的造物理念, 同时解决了小户型空间的使用率问题, 家具本身可以叠加, 轻巧, 非常方便搬运。结构上采用了榫卯结构和传统明式家具的造型美学, 同时在力学上汲取了传统建筑里的斗拱原理。

Mr. Z Modular Pillow 早先生模块化枕头

Guangzhou Mrz Creative Culture Co.,Ltd.—Sam Lau (Guangzhou)
广州早尚创意文化有限公司—刘世麟(广州)

To satisfy the individual needs of sleepers, Mr. Z has launched the “DIY pillow”. The modular system divides a pillow, based on the functions and characteristics of the head and neck areas, into zones that can be easily changed. Everyone can create a pillow perfectly fitted to their unique demands by combining different materials, hardness and heights.

这5个模块按照形状分别命名为A、B、C、D、E, 具备不同的材质和高度。通过这几个模块拼接可以组合成1套完整的枕头。连接部件拼接不同功能的模块可减少它们之间的缝隙感。模块化枕头配有加高垫, 用户可依据睡眠环境、人体构造等因素自由调节枕头高度。



GUI 贵

Day Day Up Design Consultancy—
Hongwei (Zhongshan)
天天向上广告设计顾问有限公司—洪卫(中山)

The back of the chair bends naturally and elegantly, stretching from the top to bottom into an open seat. Both ends of the seat have exquisite lines. The feet are extended in the front and restrained in the back. The product is made by hand and jointed through mortise-and-tenon structure, with the wood's natural color and texture well preserved. It contains the concept of Zen.

椅背弯曲自然优雅, 自上而下延展成开阔的座面。座面两端起拦水线, 精致灵动。椅足正面舒展外延, 背面严谨内收, 如枝桠交错。不同视角的转换富于变化, 具有张力。此产品以传统榫卯结构拼合, 纯手工打造, 保留原木天然本色与纹理, 展现坐椅之本原, 蕴含悠远禅意, 将传统的人文精神与当代生活融合为“道在器中”的境界。

JIAN 间

Day Day Up Design Consultancy—
Hongwei (Zhongshan)
天天向上广告设计顾问有限公司—洪卫
(中山)

Chinese ancients said, the square earth and the round sky. This chair was named “Jian” (which means between) so that people could feel between the earth and the sky, cultivating their moral character.

天之圆, 地之方, 人居其中, 介乎天地之间, 以养静气。



MIRROR 镜

Day Day Up Design Consultancy—
Hongwei (Zhongshan)
天天向上广告设计顾问有限公司—洪卫(中山)

The main structure is a circle. The wavy seat surface divides the circle into two parts, which looks like a shadow in the water. Decorated with mountains, it creates an artistic beauty of spaciousness. Using slender parts, geometry, lines and planes, it creates a sense of modern. It is assembled by the structure of mortise and tenon, and is completely made by hand.

镜椅以圆形为主体结构, 座板似粼粼水波, 将圆上下平分, 如水中倒影映衬, 饰以层峦远山, 营造出空灵悠远的意境之美。纤细的部件, 几何形的运用, 线面形式的表达, 使其极富现代感。镜椅以传统榫卯结构组装而成, 纯手工打造。将传统手造智慧与当代生活美学衔接。

Shell chair 壳椅

Wang Shumao (Shenzhen)
王树茂 (深圳)

The inspiration of the shell chair comes from shells. The simple seat has a wonderful structure. The bending chair legs are among the highlights. The powerful modeling and the fluent line ensure the chair's stability. The foldable structure can greatly reduce transportation costs.

壳椅的设计灵感来于贝壳，前后腿弯曲连成一体结构亦是座椅本身的一大亮点。极富力量感的硬朗造型与极简流畅的线条保证了它的稳定性，可推叠的结构能极大降低运输成本。



SHAN 扇

Day Day Up Design Consultancy
—Hongwei (Zhongshan)
天天向上广告设计顾问有限公司
—洪卫 (中山)

The main structure resembles a traditional folding fan. The seat board is like the fan's wavy surface. The armrests are like the fan's ribs. The overall shape is antique, classic and tensioned. With accurate mortise-and-tenon structure, the chair is made by hand so that the natural texture and the maximum value of the material are well preserved, showing the concept of Zen.

扇椅以中国传统折扇为主体结构，座板为折扇的扇面，曲折似粼粼水波，扶手如扇骨，整体造型淳古典雅，浑厚大气。此产品以传统榫卯结构拼合，纯手工打造，保留原木天然本色与纹理，展现坐椅之本原，蕴含悠远禅意。



Fold Shelf 流风回雪

Orient Casa Design Center
(Hangzhou)
东方荟 (杭州)

The shelf adopts complete tenon and mortise joint. The gentle color and soft texture highlight the texture of the wood itself. The overall vertical lines are simple and smooth. Each of the adjustable individual modules can rotate 180 degrees. The shelf could be folded and extended into many desired shapes to fit inner corners, outer corner turns, and even pillars.

全榫卯工艺制作。色泽温润，质地柔和，凸显木材本身的质感。整体呈纵向的线条，简洁流畅。产品采用模块化设计，由四个相同的模块组成，相邻两个模块之间可以180度旋转，形成直线或者转角，从而使架子可以以多种形态适应使用需求。



Homeware 家居用品

Tableware & Decoration 餐具及家居饰品



Mini Tea Set T6 小巨蛋T6城市便携茶具

Pertouch (Xiamen/厦门)

As a portable tea set for urban life, it has a volume of 0.0012m³ and weighs 549g. The bottom of the tea pot and cups is facing up when burned, so the surface is completely glazed. The body and tea pot lid use natural wood material to reduce the heat by 60 percent. The tea tray uses environment-friendly and high temperature resistant ABS material to avoid cracking.

小巨蛋T6是一款定位城市生活的轻便型茶具。仅0.0012m³549g的轻小身材；茶具采用扣烧工艺，茶具和茶杯底部均没有圈足；茶具两侧及茶壶盖上的天然原木材料能有效减少60%左右的热量；茶盘选用耐高温环保ABS茶盘，不会像传统竹木茶盘易开裂。

Volcano bone-china tea set 火山茶具

Yip Design Ltd. (Shenzhen, China)
— Alan Yip (Shenzhen)
叶智荣工业设计 (深圳) 有限公司—叶智荣 (深圳)

The concept is inspired by the shape of volcanoes. The comfortable and smooth slope is carefully measured. The product uses bone-china instead of ordinary ceramics. With soft whiteness and strong light transmission, the texture and brightness are different from those of ordinary porcelain. The light and glaze are full of nobleness.

外形设计灵感来源于火山，外观舒适流畅的斜度都经过精心度量。采用与普通陶瓷不同的骨瓷。白度柔和、透光性强，呈现出与普通瓷器不一样的质感和亮度，画面光亮釉面质感都散发着贵族的高贵气质。



Swan bone-china tea set “天鹅”骨瓷茶具

Alan Yip (Shenzhen)
叶智荣工业设计 (深圳) 有限公司—叶智荣 (深圳)

The slender spout and streamlined tea pot body are naturally integrated, resembling a swan with a long neck. The geometric cut of the handle creates a high contrast towards the organic shape of the body. The long neck sprout is a very clever design that prevents dripping when serving the tea. The triangular cups are inspired by the ancient Chinese imperial wine cups.

“天鹅”茶具设计概念来自天鹅的长脖子，修长壶嘴与流线型的壶身浑然天成。圆润的茶壶和精细的方形手柄产生强烈对比的视觉效果。长颈出水口是一种很巧妙的倒茶设计，不会产生滴漏的情况。杯子的灵感来自中国古代皇帝的三脚酒杯。

Mini Dome M1 泊喜小巨蛋M1聚能多功能陶锅

Pertouch (Xiamen/厦门)

The multi-function pottery pot can make stewed, braised, boiled, steamed and dry dishes. The high pot edge avoids soup spill. The inner lid locks the steam, condenses the taste and prevents nutrient loss. The outer lid increases the pressure and helps make soup quickly. The arc outlet on the outer lid edge releases excess steam to maintain pressure balance.

小巨蛋M1聚能多功能陶锅，煲、炖、煮、蒸、无水料理，一锅多用设计。里外双层锅盖设计，高阶锅沿不怕溢汤，内层锅盖锁住蒸汽凝聚食材本身味道，避免食材营养流失。外层锅盖增加压力，快速煲汤，同时在外层锅盖边缘设计有弧形出气口，释放多余蒸汽，保持锅内压力平衡。



Mini Tea Set CC 小巨蛋CC

Pertouch (Xiamen/厦门)

Inspired by Chinese dry landscape, the tea set is a compact mini kungfu tea set for office and travel. The teapot, with a double-layer heat insulating structure, can reduce 40 percent of the heat. The tea tray uses environment-friendly and high temperature resistant ABS material, and can be used to store the tea set within a volume of only 0.001m³.

小巨蛋CC，时尚小巧轻便又易于收纳，是一款适合办公、旅行时使用的迷你功夫茶具。设计灵感源自中国枯山水。双层中空隔热茶壶结构，减少约40%的热量，有效防烫；环保耐高温ABS材料茶盘，可快速收纳茶具，体积仅0.001m³。

AJORI

photoAlquimia Design Studio
(Madrid, Spain /西班牙马德里)

Ajori is a kitchenware for organizing and storing condiments. It is inspired by the shape of garlic, resulting in a sculptural piece, an excellent gift and a beautiful ornament initiator of conversation around the table. It is the first project of a line of research of functional design entitled "NATURA IMITATIS", from the Latin, which means "imitating nature".

Ajori是一款储存调味品的厨具。其灵感来源于大蒜的形状，最后生成了一件雕塑作品、一份极好的礼物、一件能在桌边开启对话的美丽装饰品。这是一个功能设计系列研究的首个项目，系列研究题为“NATURA IMITATIS”，来自拉丁语，意为“模仿自然”。



Walkcafe P1 小啡机

Pertouch (Xiamen/厦门)

Pertouch Walkcafe P1 is a compact, handy and easy-to-use multifunctional origin coffee pot. It solves the problems that most coffee makers have a single function like making simple hand coffee, ice drip coffee or espresso only, require more steps when making coffee, and they are much larger. It is suitable for small space and you can also take it while traveling.

泊喜小啡机Walkcafe P1多功能手冲咖啡机是一款简约、轻便而又易用的多功能单品咖啡器，解决了目前市场上咖啡器具只做单纯的手冲咖啡、冰滴咖啡或单纯意式咖啡，功能单一，泡法繁复，器型大的问题，使得单品咖啡可以在小空间及外出时享用。

Pisa Cup 比萨杯

Pertouch (Xiamen/厦门)

The Pisa cups put the aesthetic form of architecture into daily life. Inspired by the architectural geometric aesthetics, the cups are shaped with geometric forms and polished by hand, giving them a building-like texture and aesthetic feeling. The cups are no longer casual items, but a group of buildings on a round table and best gifts for the users or their friends.

泊喜比萨杯分享套装，将建筑的形式美感融入日常。从建筑几何美学中摄取灵感，用几何的形态勾勒轮廓，手工打磨，赋予它建筑般的肌理与形式美感。让比萨杯变成了圆桌上的“建筑群落”。让杯子不再是随意的摆设品，成为款待自己或朋友最好的礼遇。



Mini Tea Set T1 小巨蛋T1

Pertouch (Xiamen/厦门)

It is a mini kungfu tea set for office and travel. The round teapot is suitable for both left and right hand. The hollow heat insulating structure of the teapot reduces the heat by 40 percent to protect the hands. The ultra-thin tea tray made from eco-friendly high temperature resistant ABS material is easy to clean. The tea tray has 15 drainage outlets for improved drainage speed.

小巨蛋T1是一款适合办公、旅行时使用的小型功夫茶具。圆形茶壶设计，适合左右手使用；双层中空隔热茶壶结构，能够减少约40%的热量，让泡茶不烫手；超薄环保耐高温ABS材料茶盘，更方便清洗；茶盘设计了15条双向缓降式的排水口，大大提升排水速度。

SOYTUN

photoAlquimia Design Studio
(Madrid, Spain /西班牙马德里)

It is a multifunctional ceramic piece designed for the increasingly popular tasting of various forms of raw fish. The name comes from “soy” and “tuna”. The design is inspired by the shape of a vertebra of bluefin tuna. It is the third project for a line of eco-design called NATURA IMITATIS (from Latin, meaning “imitating nature”).

这是一款多功能陶瓷产品，专为日益热门的各种生鱼美食而设计。产品名字来自“酱油”和“金枪鱼”，设计灵感来源于蓝鳍金枪鱼脊椎的形状。这是一系列生态设计的第三个项目，该系列名为NATURA IMITATIS（来自拉丁语，意为“模仿自然”）。



HelloDream Colorful Rabbit Vacuum Cup HelloDream缤纷兔保温杯

Guangzhou ShangCheng Industrial Design Co., Ltd. (Guangzhou)
广州上诚工业设计有限公司 (广州)

HelloDream's Colorful Rabbit Vacuum Cup is inspired by a bunny. The lid is shaped like lovely bunny ears, while the body has popular macaroon colors that surprise and delight the users. The new paint coating is improved and touches smoother. The sakura-shaped handle looks unique.

缤纷兔保温杯以兔子造型为设计理念。杯盖造型搭配硅胶造型的兔子耳朵，保温杯瓶身以流行马卡龙渐变配色装扮使产品浑然一体，搭配用樱花造型的硅胶提手，使产品增添了趣味性。

55° Bling Commuter Bottle 55° Bling邦女郎杯

Shenzhen Fifty-Five Degrees Technology Co., Ltd. —Li Pan, Tan Jinqun, Xie Fan (Shenzhen)
深圳五十五度创意有限公司—李攀，谭锦泉，谢凡 (深圳)

We have joined hands with senior Hong Kong designer Tom to launch a series of vacuum cup. This is one of the representative products. According to the demands of modern women, a lot of studies and tests have been done on its appearance, color, portability, capacity, weight and feel, and the small cone shape has been finally chosen, which is like a beautiful evening dress on a James Bond girl.

55° 联手香港资深设计师Tom共同打造一系列蕴含生活美学而又别具一格的不锈钢真空保温杯，Bling邦女郎杯就是其中一款代表性产品。针对现代时尚的女性群体对保温杯的需求，对外型、色彩、便携性、容量、重量和手感等特点做了大量的研究与反复测试，最终选定上小下大的锥形状为杯子的造型，如同邦女郎身上一件美丽的晚礼服。



55° Koola Rapid Cooling Tumbler 55° Koola快速降温杯

Shenzhen Fifty-Five Degrees Technology Co., Ltd. —Li Pan, Tan Jinqun, Xie Fan (Shenzhen)
深圳五十五度创意有限公司—李攀，谭锦泉，谢凡 (深圳)

Pore boiling water into the cup, shake for one minute, and you can drink hot water of about 55 degrees Celsius. The cover of the cup can be opened by one hand, providing more convenience in many cases.

将100摄氏度的开水倒入55° Koola快速降温杯中，摇一摇，只需要1分钟左右，便可迅速降为55摄氏度左右的温水，实现即刻喝温水的需求。结合单手杯盖设计，适用多种场合，使用更方便。

Thawing & fresh disc 解冻保鲜盘

Shenzhen Triumph Innovate Product Brand Design Limited —Huang Gaoxiang (Shenzhen)
深圳市凯旋创新品牌产品设计有限公司—黄高翔 (深圳)

This is a versatile plate for thawing frozen meat and keeping fruit fresh. It does not require extra energy but relies on the principle of heat conduction. Hot water can be used to speed up thawing. If you put it in a refrigerator for five minutes or add ice in the tray, it can be a plate for fruit or sashimi.

这是一个针对冻肉解冻与保持水果冷鲜的多功能盘子。它并不需要额外的能源，依靠热传导的原理实现解冻。托盘中可以注入热水来加速解冻。如果将它放入冰箱中冷冻5分钟或者在托盘中加入冰块，可以作为水果的冷盘或者刺身盘。



HelloDream Rabbit Vacuum Cup HelloDream兔子保温杯

Guangzhou ShangCheng Industrial Design Co., Ltd. (Guangzhou)
广州上诚工业设计有限公司 (广州)

The most brilliant design is the cup lid resembling a cute rabbit's head. Rabbit ears turn into the cup handle, and the soft silicone material is more flexible. The silicone rabbit ears are fixed to the top of the lid with a physical structure to withstand the weight of a full cup of water. The lid is perfectly integrated with the round cup body to form an adorable pet.

此款设计最大的亮点在于杯盖犹如萌化版的兔头；卡通化的兔耳变身杯子的提手，柔软硅胶材质更具灵动；硅胶兔耳用物理结构固定在盖子顶部，可承受装满水的重量。兔子杯盖与圆润杯身浑然一体，成就了消费者手中的萌宠好设计。

Little Tai Chi (Kung Fu tea sets) 小太极/功夫茶具

Yuanchu Culture Lifestyle (Shenzhen)
Co., Ltd. (Shenzhen)
深圳市原初文化家居用品有限公司 (深圳)

The pot body and handle, one real one virtual, one Yin one Yang, one black one white, create a spatial and dimensional Tai Chi symbol cleverly. The Tai Chi teapot comes with five cups, which represent the Five Elements of “Metal, Wood, Water, Fire and Earth”, the basic elements forming all things in the universe, on behalf of the endless vibrant cycle of all things.

太极壶的设计灵感源于对太极的理解, 壶身与提柄的造型, 一实一虚, 一阴一阳, 一黑一白, 巧妙的塑造了空间的立体的太极符号。太极壶配有5行茶杯, 即金, 木, 水, 火, 土, 宇宙间万物所形成的基本元素, 代表万物循环不已, 生机勃勃。



Moofun lunch box 木凡便当盒

Xiamen Cubeo Home Tech Co., Ltd.
— Chen Junfeng (Xiamen)
厦门市极致方橙家居科技有限公司
— 陈俊峰 (厦门)

The wooden lid applies seamless splicing process to avoid deformation caused by the property of timber itself. Even though the lid frequently and unilaterally encounters heat or cold from the food, it is still not prone to deformation. The lid is also a multi-functional component, which works as a handy tray, when turned upside down, for cutlery, fruits, snacks, etc.

实木上盖采用无缝拼接工艺, 解决了平板类实木易变形的问题, 即使作为餐盒盖子有上下两边受热不均的情况, 也同样不容易变形; 另外, 这也是一个多功能的部件, 它在用作餐盒盖子的同时, 反过来即是一个木制托盘, 可以放置餐具、水果、点心等。

“Le Shang” Concentric Cup / Travel Tea Set 乐上同心杯/旅行茶具

YUANCHUGEWU Culture Lifestyle
(Shenzhen) Limited (Shenzhen)
深圳市原初文化家居用品有限公司 (深圳)

“Le Shang” means advocating happiness. It was also named from a sentence by Mencius, “Enjoying music alone and enjoying music with others, which one is happier?” The design emphasizes the flexibility and practicality of drinking alone and sharing. The double-glazed glass with a white porcelain filter in the middle gives a beautiful and poetic feeling of floating in the air.

“乐上”音同“乐尚”, 崇尚快乐。同时“乐上”取义于《孟子》的“独乐乐, 与人乐乐, 孰乐”。在当今语境里, 是指提倡同乐与分享的生活理念。同心杯的设计, 强调独饮与同享的灵活性与实用性, 双层玻璃杯里嵌入白瓷茶漏, 视觉上给人一种飘在空中的感觉, 富有美感与诗意。



Micro-wave Steamer 微波蒸锅

SUPERDESIGN (Suzhou/苏州)

It is for efficient cooking for white-collar workers. The food is not heated directly by the micro-wave. It is a solution to keeping food wet by micro-wave heating. It can be used for warming food, BBQ and other cooking. It is not only easy to use, highly efficient and electricity-saving, but also keeps water and nutrition of the food.

此微波蒸锅是为现代白领更高效地烹饪食物的产品, 它可以屏蔽微波, 保证锅内食物不被微波直接加热, 解决了一直以来存在的微波加热与食物保湿的矛盾。功能多样, 可以加热食物。易掌握, 热效率高、节能, 保持食物水分与营养不流失。

Mini Tes T8 小巨蛋T8城市便携式茶具

Pertouch (Xiamen/厦门)

Inspired by the pebbles on the river bed, it will make you feel natural, intimate and no distance. In order to restore this feeling, the bottom of the tea pot and cups is facing up when burned so that the surface of the tea set is complete without flaws and does not have any extra edge which is non-traditional.

灵感来源于河床上的鹅卵石, 意图传递喝茶时, 自然、亲切, 没有距离感的状态。为了还原这种意境, 采用反传统的倒扣烧瓷工艺, 茶具和茶杯的外观没有任何瑕疵。



Homeware
家居用品

Lighting
灯具

Mushroom Lamp 蘑菇灯

Zhang Fei
张飞

This lamp is made of German beech. The LED lights are hidden under the lampshade. The light gathers at the concave on the top and forms diffused reflection, making the wood look like the light source. We insert the touch chip into the wood. To make it sensitive enough while guaranteeing the accuracy, we slice the wood from five centimeters to 1.5 millimeters.

这款台灯全部由原木(德国榉木)构成。灯罩部分藏有LED灯珠, 灯座顶部的凹面集中了光线并形成漫反射, 让木头在视觉上成为光源本身。我们将触摸的芯片植入在木头里面, 为了达到这种触感, 我们将一块5厘米的木头, 切剩到1.5毫米厚。





Crasis T800 & Eye Protection Lamp 柯莱仕 T800风尚系列 润眼灯

Shenzhen Lian-Global Technology Co., Ltd. — Li Wei (Shenzhen)
深圳励天世纪科技有限公司—李威 (深圳)

With the modular structural design, the lamp has no screws and can be assembled and disassembled within five seconds. A total of 28 embedded efficient LED lights form a composite light source matrix. The lamp provides well-distributed illumination, wide coverage, high color reproduction, touch-sensitive control, intelligent memory, four-grade light and USB output.

这是一款创意家居类专业级、桌面型健康照明润眼灯。以模块化组件式设计, 5秒快速组装、拆卸, 无任何螺丝。28颗嵌入式高效LED组成复合光源矩阵, 导光、柔光、扩散三板合一。140° 发光角度, 85-110CM覆盖范围, 照度均匀, 覆盖范围广。高显色还原特性, 抑制重影。灵敏触摸, 凹凸触感, 智能记忆, 4档调光, USB输出。

Crasis M6 & Eye Protection Lamp 柯莱仕 M6博睿系列 润眼灯

Shenzhen Lian-Global Technology Co., Ltd. — Li Wei (Shenzhen)
深圳励天世纪科技有限公司—李威 (深圳)

Ninety percent of the contact surface uses anodized aluminum alloy sandblasting. The lamp is waterproof, anti-scratch, never fades, and dissipates the heat well. The notebook-type metal damping shaft design prevents abnormal noise. The lamp has no visible flashes and features radiation suppression, blue ray reduction, stepless dimming and a shield of side light.

这是一款集商务办公与时尚家居生活于一体的健康照明润眼灯。90%接触面使用铝合金阳极喷砂, 防水, 防划痕, 永不褪色, 易于散热。笔记本式金属阻尼转轴设计, 无异响。85-110CM覆盖范围, 无可视化频闪, 抑辐射, 减蓝光(欧盟光生物检测认证), 无级调光, 自动记忆功能, 自主研发导光防护罩有效隔离侧光源对眼睛直射。



Crasis R8 & Eye Protection Lamp 柯莱仕 R8 皓月系列 润眼灯

Shenzhen Lian-Global Technology Co., Ltd. — Li Wei (Shenzhen)
深圳励天世纪科技有限公司—李威 (深圳)

This is one kind of healthy eye protection lamp for office and home life. The main body uses anodized aluminum alloy sandblasting. The lamp is waterproof, anti-scratch, never fades, and dissipates the heat well. With the modular structural design, the lamp has no screws, while the base and the pole are connected by magnet. It has 4-level dimming and stepless dimming .

这是一款适应于家居生活、商务桌面型健康照明灯, 适应于桌面和卧室使用。产品主体均使用铝合金阳极氧化喷砂处理, 防水, 永不褪色, 易于散热。模块化设计无任何螺丝, 底座与灯杆采用磁吸附。四档触控调光兼自适应无级调光(手握式触控面板即可开灯, 便于夜起使用), 采用偏光透镜二次曲面配光的投射原理, 投射光线成矩形形状。

Mushroom Lamp Mini For Baby 小蘑菇家居母婴灯

Shenzhen Mogutou Innovation Technology Co., LTD —Ren Kaiyu
深圳蘑菇头创新科技有限公司(品牌: 枝上)—任开宇

Surveys show that many mothers buy our desk lamp combining a cell phone charger simply because the light is soft, natural and harmless to infants, which is good for them to do night feedings. Many infant lamps are in bad quality, and some even have light pollution, which becomes a health risk for infants. This is why we create a professional lamp for infants and mothers.

调查显示, 很多妈妈之所以购买我们的一款带手机充电器的台灯, 只是因为灯光柔和、自然, 对婴儿无害, 方便她们夜间喂食。很多婴儿灯的质量很差, 有些甚至有光污染, 对婴儿构成健康隐患。因此, 我们创造出了这款专业的母婴灯。



Halo 伦敦眼

Design Department of Etekcicy Corporation (Shenzhen)
深圳市晨北科技设计部(深圳)

It is a decor to create a desired indoor environment. No matter where you are, its status can be viewed and remotely controlled. Its intelligent wake-up function simulates the sunlight, releases your favorite fragrance and plays a soft music. By turning on a specific wavelength of red-orange light, its sleep aids function can stimulate the secretion of melatonin.

Halo是一款把视觉、听觉和嗅觉结合起来为用户打造出不同情景模式的情景氛围灯。无论是在哪里你都可以通过app远程控制它。它的智能唤醒功能会模拟阳光、释放出您喜欢的味道及情景音效, 轻柔地将您自然唤醒。助眠功能会自动监测人的睡眠状态, 通过打开特定的红橙光激发人体褪黑素分泌。

Ten lamp 十号灯

0321STUDIO—Zheng Buyang (Shenzhen)
深圳市零三二一设计有限公司—郑卜洋(深圳)

The design focuses on investigating the ultimate relationship between the line and the surface, and whether it can solely rely on all the characteristics of a single material, since it is also a source of concept and a carrier of function. The accidental effect of the chaotic grain stainless steel and lighting source in the reverse direction render the lamp independent of the space.

设计的重点在于讨论线与面的极致关系, 并且可否只依赖一个材料的所有特性, 它既是结构, 又是饰面, 也是概念的来源, 同时又是功能的载体。乱纹不锈钢与反方向照明光源所呈现的偶然性效果, 鲜明的反集体想象和令人清醒的比例独立于空间。





Mushroom Lamp 蘑菇灯

Shenzhen Mogutou Innovation
Technology Co., LTD —Ren
Kaiyu (Shenzhen)
深圳蘑菇头创新科技有限公司 (品牌: 枝
上) — 任开宇 (深圳)

It shows a perfect combination of a
cell phone charger and a desk lamp,
and reflects a good balance in two
different ways of placement. It is made
by natural logwood, combined with
conventional glass making techniques.
The design inspiration is derived from
mushrooms. The lamp delivers the
joy of quiet and warmth as well as
a design concept of going back to
nature.

本产品是手机充电器和台灯的完美结合，
并通过两种不同的放置方式展现了良好
的平衡性。它由天然苏木制成，并结合传
统的玻璃制作工艺。其设计灵感来源于蘑
菇。这款台灯传递了安静和温暖的喜悦，以
及回归自然的设计理念。

Lid-Lite Solar Light Bottle Lid 太阳能宝特瓶灯

Test Rite Business Development
Corporation (China) Co., Ltd. Shenzhen
Branch—Mikko Cao (Shenzhen)
特力 (中国) 商贸有限公司深圳分公司—曹树泳
(深圳)

It is a solar light guiding people to
protect the environment and recycle
waste. The top of the light has a solar
charging board that absorbs solar
energy during the day and can illuminate
at night. You need to recycle a waste
bottle as the lampshade. The light
effects are different depending on the
bottle's shape and pattern, the liquid's
color and the volume of the remaining
liquid.

一款引导人们将废物利用，保护环境的太阳能
小夜灯。顶部有太阳能充电板，白天吸收太阳
能，晚上可以照明。灯罩是一个回收利用的瓶
子。瓶身纹理不同，透出的灯光颜色不同；不
同颜色的液体，灯光效果不同；瓶里所剩液体
的容量不同，灯光效果也不同。



UFO lamp 飞碟灯

GUQITING (Jiangmen)
古旗亭设计 (江门)

The UFO Lamp is inspired by space.
The classic appearance looks simple,
while texture is exquisite because the
product is made of natural German
beech wood. The top of the lamp is a
rotating "small planet" to be turned
by finger tips, which gives us a real
connection with the world and makes
us feel the existence of things.

飞碟灯灵感来源于太空。飞碟灯造型简
约——经典耐看；材料采用纯天然的德国榉
木——质感细腻。灯的顶部是可以旋转的“
小星球”，指尖缓慢转动的过程，我们与世
界产生着真实的联系，联想起世间万物。

Homeware
家居用品

Other
其它

360° automatic intelligent toothbrush 360° 自动智能牙刷

Shenzhen Creative LOOK-DESIGN
Company (Shenzhen)
深圳市路科创意设计有限公司 (深圳)

This product frees your hands
while brushing teeth, and effectively
improves the efficiency of life. With
soft food-grade bacteriostatic silica
gel and 360-degree contact with
the gums and teeth, each brushing
can bring the experience of luxury
oral spa treatment.

本产品让你刷牙时解放双手，有效提高
生活效率。采用柔软的食品级抑菌硅
胶，360度接触牙龈和牙齿，每次刷牙都
可带来豪华的口腔spa体验。



Breast pump 吸奶器

ISOO DESIGN-Aiker, Arron
(Dongguan)
东莞意象工业设计有限公司-王赞、龚春
海 (东莞)

The cute look of a little angel makes
you more willing to approach it, as if
you can see the interaction between
a mother and her baby. After
several rounds of research, we
found the most gentle and powerful
air pump. The comfortable function
makes nursing and postpartum
work easier.

外观造型可爱，小天使造型的外观令人更
愿意亲近它，仿佛就可以看到一位妈妈和
宝宝的互动。经过多轮研究，寻找到了最
温和又有力的气泵，舒适的功能让哺乳及
产后工作更轻松。



Midea Smart Home system 美的智能安防套装

Midea Smart Home Technology Co.,
Ltd.
美的智慧家居科技有限公司

The system provides a series of
home environment friendly "automatic
security" products, including door/
window magnetic alarms, human
motion sensors, smoke sensors, and
gas leak detectors. With a simple
design style suitable for any decoration,
the safe and comfortable solution
upgrades consumers' living space to
a smart home.

美的智能家居系统提供了一个适合的家居环
境“自动化安防”系列产品。产品类别包括门
窗磁报警器、人体移动传感器、烟雾传感器
和燃气泄漏探测器。简约风格的设计，适合任
何室内不同的装修风格。安全舒适的解决方
案，让消费者的生活空间变成智能家庭。

Household Appliances 家居电器

Kitchen & Dining 厨房及餐饮



Mini Water Dispenser 迷你秒开水机

Foshan Sixvector Design & Consultant Co., Ltd. (Foshan)
佛山六维空间设计咨询有限公司 (佛山)

As the most mini instant kettle in the industry, its portable size makes it ideal for business trips or traveling. With the patented superconductive heating structure and two preset water temperatures, warm or hot water comes out instantly, with no need for preheating or waiting. It is energy-saving and environmental-friendly.

即热水机行业中实现即热功能的最迷你机型。专利超导结构, 预设温有温有热两个出水档位, 即开即热, 无需等待, 节能环保, 无反复加热之虞。体积小巧便于携带, 适合出差旅行使用。

VOOM smart coffee scale VOOM_咖啡称

AZ Design (Shenzhen)
上善设计 (深圳)

It is not hard to make a good cup of coffee. The trick is to make the best cup of coffee every time. In addition to an experienced barista, the precise process is more important. The VOOM smart coffee scale is a smart device to help users create perfect coffee.

制作一杯好咖啡并不难, 难的是每次都能制作出最好喝的咖啡, 除了需要咖啡师的经验, 更多的是精确的制作过程。VOOM 智能咖啡秤是一款能帮助用户制作出完美的咖啡的智能设备。



Smart Nutrition Scale 智能营养秤

Design Department of Etekcity Corporation (Shenzhen)
深圳市晨北科技设计部 (深圳)

The Smart Nutrition Scale, an easy-to-use smart cooking tool, provides you with accurate nutrition information and helps keep track of your eating habits. When you weight food, you can quickly get the nutritional data by manually inputting or voice inputting the food name. We believe that our scale can be used for spreading healthy lifestyle and help people enjoy their diet.

智能营养秤可以为您准备称重食物提供准确的营养信息。只需将食物放在秤上, 然后通过app输入该食物名称或者通过语音输入该食物名称, 就可以查找和计算出相应的营养数据。我们希望通过控制合理的饮食让人们享受更加健康的生活, 去传播更加健康的生活方式。

Bamboo Cup — wireless charging cup for hot drinks “竹报平安”杯—无线充电热饮系列

School of Art and Design, Shenzhen Polytechnic— Xiong Taotao, Zhou Hanxin, Chen Jiansong, Liu Liangqian (Shenzhen)
深圳职业技术学院艺术设计学院 熊涛涛、周汉新、陈剑松、刘良乾(深圳)

The Bamboo Cup can provide wireless heating for hot drinks and keep an ideal temperature. This design includes a wireless charging base of Qi standard, which can charge any device supporting the standard. With the implanted sensor chip underneath, the Bamboo Cup can continuously heat up hot drinks such as baby milk, coffee, tea and Japanese sake.

“竹报平安”杯, 是以陶瓷+无线充电技术满足热饮需要的智能杯, 包含一个Qi标准无线充电底座, 可为其他设备充电, 也可为陶瓷杯加热保温。在陶瓷杯底部植入感应片, 使普通陶瓷杯变为智能杯, 满足用户对日常生活中的婴儿奶粉、咖啡、茶、清酒等四种热饮进行加热和保温的需求。



COSORI Smart Pressure Cooker COSORI 智能压力锅

Design Department of Etekcity Corporation (Shenzhen)
深圳市晨北科技设计部 (深圳)

The cooker isn't just a smart appliance. It's the culmination of home pressure cooking. The 4.3-inch TFT LCD screen clearly displays steps for any of the 88 pre-programmed recipes. Selecting a recipe and adjusting your cooking settings is as familiar as the operation of your smartphone or tablet.

COSORI压力锅不仅仅是一个智能压力锅, 它更是全新定义了压力锅的标准。4.3英寸TFT液晶显示屏清楚地显示了压力锅上88个预编程食谱中的每一个的步骤。选择食谱并调整烹饪设置与智能手机或平板电脑的操作一样简单。

VERMICULAR RICEPOT VERMICULAR电饭煲

Aichi Dobby Ltd. (Nagoya, Japan)
爱知德美株式会社 (日本名古屋)

It is an innovative multi-cooker that packages a precisely-machined enameled cast iron pot with an induction heater. It cooks steamed rice perfectly and has advanced functionalities that allow for various heat settings with precise temperature control. A wide range of cooking techniques are made possible including waterless-cooking, roasting, sauteing, sous-vide, braising and baking.

这是一款创新的多功能炊具, 包含了精密加工的搪瓷铸铁锅和感应加热器。它能完美地烹饪米饭, 还有一系列先进功能, 可以设置各种加热方式, 精确控制温度。一锅实现多种烹饪方法, 包括无水烹饪、烤、炒、真空烹调、炖和烘。





Nano Hydrogen Water Maker 便携富氢水发器

Guangdong Cawolo Health Technology Co., Ltd.—Wu Wei (Foshan)
广东卡沃罗健康科技有限公司—吴伟 (佛山)

Its core structure is developed independently and adopts the latest SPE electrolysis technology. This multi-purpose generator is one third smaller than similar products overseas. Weighing only 160g, it can produce more hydrogen than others. The decompression valve can prevent bursts. With the rotational structure, you can open the cover when turning it by only 35 degrees.

采用最新SPE电解制氢技术，自主研发核心结构，一杯多用途，体积比国外同类产品体积小1/3。只有160g，氢含量高于同类产品。杯盖泄压阀，防止氢气压力过大时产生爆裂。杯盖旋转结构，只需旋转35度即可打开杯盖。



Mixing bowl and colander set 搅拌碗和过滤器套装

Lau Yuen King (Hong Kong/香港)

To enhance the strainer function, the round square and uneven rim can raise the colander and lock the position by turning 90 degrees. It creates larger space between the mixing bowl and colander. Also the round square shape can help the user for better gripping. Each design detail has its own function and works well together, which is easy to understand.

为了增强过滤器的功能，不平坦的圆角方形边缘可以升起过滤器，并通过转动90度锁定位置。搅拌碗和过滤器之间留出了更大的空间。圆角方形也可以帮助用户更好地抓握。每个设计细节都有自己的功能，并且很好地协同工作，易懂易用。



Magic Swan 魔幻天鹅龙头

Primy Corporation limited (Ningbo)
珠海普乐美厨卫有限公司 (宁波)

The spray head with tap and shower functions can be converted to be a faucet by clinching on the antenna stand, and can be moved up and down, horizontally or in any flexible direction. In the bathroom, it can be fixed like a common faucet, or used for the bidet.

花洒头可放置于天线架上面，变成龙头，也可水平或者上下移动，就像在水槽上安装一个灵活的游戏杆。如果你在浴室，既可以将其固定，当作普通水龙头使用，也可以用于坐浴盆，这是现代浴室的趋势所在。

Household Appliances 家居电器

Living Room & Bedroom 客厅及卧室

PHICOMM S7 Smart Scale 斐讯S7智能体脂秤

Phicomm (Shanghai) Co., Ltd.—Yu Qinke, Chen Qiuer, Chen Xi, Zhang Xu, Wang Feifei, Liu An, Wang Jianfeng, Fu Guohui (Shanghai)
上海斐讯数据通信技术有限公司—余勤科、陈秋儿、陈曦、张旭、王飞飞、刘安、王建峰、付国辉 (上海)

It is a home smart body fat scale with eight electrodes to accurately measure body composition. It measures 12 factors of the whole body and 10 factors of the legs, arms and trunk, etc. With the Phicomm Health app, it can assess the body composition and evaluate the health status. The app can register 10 groups of accounts for data checking and sharing as well as customized advices.

斐讯S7是一款八电极精准测量多项身体成分指标的家用智能体脂秤，囊括左腿、右腿、左臂、右臂、躯干等部位的12项全身指标和10项局部指标。搭配斐讯健康APP，不仅可以称重，还有“身体成分”和“健康评估”。斐讯健康APP专为家庭用户设计，最多可绑定10组用户，身体成分远程共享，各项指标随时随地查看，为不同用户生成锻炼、膳食等指导。

MEZZO CLOCK MEZZO 闹钟

LEXON (Beijing/北京)

Shaped like a searchlight and with soft curves, it brings out the strong feelings of warmth. It has luminous pointers – a refreshing touch by combining the white phosphorescent pointer with a series of solid colors. It has a touch-sensitive "snooze/light" setting.

造型如探照灯式趣味童真，柔和的边缘曲线，家居陈设浓烈的温暖情怀由此散发。指针式的闹钟，带有夜光指针，白色磷光指针结合纯色系列的色泽调配，清新无比。触控感应“贪睡/灯光”设置。



DREAM TIME CLOCK DREAM TIME 时钟

LEXON (Beijing/北京)

With a length of only 13cm, it is compact and comes with two ears. Gently press the "left ear" to set the time and date, operate the "right ear" to set the alarm and set the temperature to either Celsius or Fahrenheit, and turn the knob to control the volume. There is a snooze/light option at the top. When the alarm sounds, the snooze function can be activated with a light touch.

DREAM TIME 时钟，体长不过13cm，精致小巧。带有两个耳朵。轻压“左耳”可设定时间、日期，操作“右耳”可设定闹钟、选择摄氏华氏温度，转动旋钮可操控音量大小。在闹钟的顶部有个snooze/light的标识，轻轻触摸即可点亮触控感应，当闹钟响起的时候触摸，即启动贪睡功能。

Jaki Intelligent Robot Air Purifier 佳佳智能机器人空气净化器

zcodesign (Shenzhen)
智加设计创新集团 (深圳)

The voice communication has better sound quality using DLNA technology and Airplayer technology. The H11-level HELP filter screen can filter out 99 percent of the PM2.5. Through the app, you can monitor indoor temperature, humidity and dust content, and let your child feel your care.

语音对讲采用DLNA技术及Airplayer技术, 音质更好。采用H11级HELP滤网, 对PM2.5过滤度达到99%。通过app可实现监控室内温湿度、粉尘含量, 让孩子时刻感受到你的关心和呵护。



A8 PM2.5 detector A8 PM2.5监测仪

Shenzhen Yuanguanghao Electronics Co., Ltd. — Carl Feng (Shenzhen)
深圳市源广浩电子有限公司—冯少海 (深圳)

The product has a natural appearance, a black LED screen integrated with the body, and a detachable charging base. It uses high-precision laser sensors for effective and accurate detection of air quality. At the same time, it has the functions of temperature and humidity monitoring, time display, and alarm for exceeding standard.

浑然天成的外观设计, 与机身融为一体的黑色LED屏幕, 可分离式充电底座。产品采用高精度激光传感器, 可有效精准地反映空气质量。同时具有温湿度监测、时间显示、超标报警功能。

A10 PM2.5 detector A10 PM2.5监测仪

Shenzhen Yuanguanghao Electronics Co., Ltd. — Carl Feng (Shenzhen)
深圳市源广浩电子有限公司—冯少海 (深圳)

The product provides real-time data monitoring, infinite protection in standing status, free switching of scenes, and consistent care. It features naturally simple design, a high-brightness PC coated panel and a one-piece body. The product can be carried around for portable real-time monitoring, detecting the air quality in different environments.

数值跳跃实时监控, 静置状态无限守护, 场景随意切换, 呵护始终如一。极简设计, 浑然天成, 高亮度PC镀膜面板, 一体成型。产品随身携带, 便携实时监测, 走到哪, 测到哪, 掌握不同环境的空气质量。



Master Drive Massage Chair 御手温感大师椅

Wan Zhixin (Shenzhen)
万志新 (深圳)

Inspired by the luxury cabin of private aircraft, the chair inherits the mild design language of the Master Chair series. It comes with 4D massage technology and the industry's first warm knee massage, creating a new generation of massage master with elegant appearance and innovative function. The industry's first M-Drive control simplifies the operation. The chair is also space-saving.

御手温感大师椅Master Drive, 延续大师椅系列温润如玉的设计语言, 源自于私人飞机豪华座舱的灵感, 搭配4D按摩技术和行业内首创的膝盖温感按摩, 打造出集优雅外观和创新功能为一体的新世代按摩大师。全行业首创的M-Drive快捷操控, 以简化用户操作为考量, 极大地提升了产品的实用性。零靠墙的结构设计, 节约了大量室内空间的占用, 有效提高家庭的空间使用率。

CONOCO Sweeping Robot 小圆扫地机器人

Lkk Design Suzhou Co., Ltd
(Suzhou)
苏州洛可可创意产业有限公司 (苏州)

It is designed with a simple and trendy overall appearance, making the charging base and principal machine more coordinating and unifying with smooth lines. The innovative technologies include the 15-square-centimeter suction inlet, 2000PA big suction, double fans and interactive ducts, 3000mAh large-capacity battery, and automated recharge mode in case less than 30 percent of power is left.

CONOCO小圆扫地机器人的整体外观设计时尚简约, 充电底座和主机更加协调统一, 线条流畅; 优良的产品外观设计, 为后期的内核技术研发呈现完美的铺垫。15平方厘米大吸口、2000PA大吸力、双涡轮风扇、交互式风道、3000mAh大容量电池、电量低于30%自动回充模式等创新技术, 拒绝重复劳动。



SLIDE CLOCK SLIDE 闹钟

LEXON (Beijing/北京)

LEXON SLIDE alarm clock has a compact structure but maximized screen size, making readings clearer and vivid. All the keys are hidden to form a streamlined appearance. It's easy and simple to slide aside to enable the alarm function. The ABS case gives smooth touches, and plentiful colors make life away from dullness.

LEXON SLIDE闹钟精致小巧, 却将屏幕最大化, 让字体更加清楚直观。所有功能键隐藏, 外观线条更加流畅。左右滑动开启闹钟功能, 使用更加便捷。ABS材质外壳, 手感顺滑, 多彩靓丽的色彩让生活不再单调。

LYING STONE WEATHER CLOCK 卧石天气时钟

Shenzhen Yuanguanghao Electronics Co., Ltd. — Carl Feng (Shenzhen)
深圳市源广浩电子有限公司—冯少海 (深圳)

“Lying on the rocks to hear the waves, I see the mountain full of pine trees. Opening the door to see the rain, I hear the sound from Chinese bananas.” With smooth curved lines, the product is elegant and natural, just like a lying stone. It provides weather forecast and real-time monitoring of indoor and outdoor temperature and humidity, and also works as an alarm clock.

“卧石听涛满山松色,开门看雨一片蕉声”,流畅的弧形线条,大方又不失优雅,灵动而神秘,设计简洁,圆润自然,宛如一颗卧着的石头。产品具有天气预测功能,可精准预测天气预报,并且能实时监测室内外温湿度,同时具备闹钟时间功能。



Smart desk lamp 智能台灯

Royole Corporation (Shenzhen)
柔宇设计 (深圳)

Royole's flexible electronics-enabled smart desk lamp provides users with the choice of a wide gamut of color temperature and brightness with the simple stroke of a finger. The control switch is not a traditional mechanical button, but a fully transparent touch control system integrated with the lamp, bringing a new design inspiration and unparalleled consumer experience.

此台灯最具特色的地方在于,控制开关并非传统的机械按键,而是与台灯浑然一体的完全透明的触摸控制系统。轻巧柔和的触控取代了传统生硬的机械开关,这为灯具行业提供了全新设计灵感,为消费者带来无与伦比的新体验。

Airmate Smart Linving Fan 艾美特智能立式风扇

Dongguan Artop Design Co., Ltd.—Hou Haigang (Dongguan)/Airmate Electrical (Shenzhen) Co.,Ltd.(Shenzhen)
东莞市浪尖产品设计有限公司—侯海港 (东莞)/艾美特电器(深圳)有限公司 (深圳)

The separate shaft is a breakthrough design for different usage scenarios. With the design concept of function visualization, the circular elements on both sides of the rear shell of the motor allows the user to see the rotation of the fan head along the circular orbit at an angle up to 100 degrees, realizing entire fast air circulation within the space.

打破传统,把立柱设计为可分离式,解决不同场景的使用需求。运用功能可视化的设计理念传递设计哲学,马达后壳两侧圆形元素的运用,让用户直观感受到风扇头部俯仰功能,最大俯仰调节角度可达100度,以达到全面、立体、快速的空气循环效果。



PILO 云梦枕

Soundario Inc. (Shenzhen)
深圳大动静科技有限公司 (深圳)

PILO has 52 surfaces, and you can choose your best spot according to your sleep position. The memory foam material can remember your sleep position and the weight of your head. PILO has an audio cable, and you can play music on it. You can also make phone calls with PILO, and the voice of your friend or family will surround you. You can use the extension cable to put your cell phone away.

云梦枕有52个表面,你可以根据自己的睡姿选择最适合的点。记忆海绵材料可以记住你的睡姿和头部重量。云梦枕有一条音频线,供你播放音乐。你可以通过云梦枕来打电话,你朋友和家人的声音将把你包围。你还可以使用音频延长线,让手机远离枕边。

Mind AI Controller 微自然控制器

Artop Design Group Co.,Ltd./
Shenzhen MicroNature Innovation Technology Co., Ltd. (Shenzhen)
浪尖设计集团有限公司/深圳微自然创新科技有限公司 (深圳)

It is a high-tech product using machine-learning algorithms to automatically adjust indoor environment and control home appliances like air conditioners, air purifiers, fans and intelligent lights. With comfort sensing, energy-saving sensing, location sensing, human body sensing, sleep sensing and other functions, it can change the indoor environment.

微自然控制器是一个能控制空调、空气净化器、风扇、智能灯等家用电器,利用机器学习算法主动调节室内环境的产品。它具有舒适感知、节能感知、位置感知、人体感知、睡眠感知等功能,根据天气、位置、用户习惯与感觉,实时改变房间的环境,保持最舒适的状态。



Household Appliances 家居电器

Bathroom 浴室



B-free 喷雾龙头

Rifeng Design (Foshan)
日丰设计 (佛山)

B-free is a multifunctional faucet providing three functions: bubble water, upward spray and soap. Turn on the handle to get bubble water. Press the button in the front to switch between soap and spray. The utility model meets the needs for washing hands and face, thoroughly frees the hands, and provides a convenient and easy water consumption solution.

B-free是一款多动能水龙头,它能提供气泡水、向上喷雾以及皂液三种功能。开启把手,龙头出水;轻按龙头前端按键,自由切换皂液与喷雾功能。它满足人们洗手洗面的多种生活需求,彻底释放双手,提供了一种便利、轻松的用水解决方案。

E-Quick faucet “E”快开龙头

Xiamen Yiqi Technology Co., Ltd.
(Xiamen)
厦门一岂科技有限公司(厦门)

“E” means ease and easiness.
The product carries a unique double functional aerator to achieve the change from spraying to bubbling, saving much more water. The blue anti-slip rings make this change more smooth and fluent. The removable version can better finish more tasks with only two simple movements of “removal and magnet absorption”, maximizing the functions of various water sprays.

“E”快开龙头, “easy”, 即容易使用和舒适。配置的独特双功能起泡器能实现花洒水与气泡水的切换, 更加节水, 蓝色防滑圈让切换更顺畅与舒适。在可抽取款的设计中, 一个简单的“抽离、磁吸”动作便可更好地完成更多任务, 让多种水花的功能发挥到极致。



Silver-moon handheld shower 【银月】手持花洒

Xiamen Yiqi Technology Co., Ltd.
(Xiamen)
厦门一岂科技有限公司(厦门)

With the seamless and neat faceplate, the Silver-moon will definitely be the focal spot when you step into the bathroom. The simplest cylindrical handle integrates with the faceplate, bringing the most unique hand feel. What’s more, the mirror backside, as simple as the front, conceals a switch button for three functions, which is easy to operate.

有着找不到丝毫缝隙、干净极简的正面, Silver-moon将成为你踏入浴室的唯一焦点。符合人机工程的极简圆柱形手柄, 与面盖融为一体, 带来Silver-moon独特的手感。极简的镜面背盖, 隐藏着一个控制着三种不同水花的按键, 用户可以通过轻轻点击按键, 在各个功能之间轻松切换。

Household Appliances 家居电器

Other 其他

M1 悟空

Phicomm (Shanghai) Co., Ltd.—Team Leader: Tony (Shanghai)
上海斐讯数据通信技术有限公司—负责人: 邓增柱(上海)

M1 is an intelligent air detector with four sensors for PM2.5, formaldehyde concentration, air temperature and air humidity. The data can be read directly from the self-illumination screen and be synchronized to a smartphone app via WiFi connection. The full-metal body comes from a single piece of high-quality aluminum with more than 20 processes.

这是一款智能空气探测器, 带有四个传感器, 用于检测PM2.5、甲醛浓度、气温和湿度。数据可以直接从自发光屏幕读取, 并通过WiFi与智能手机app同步。全金属机身由单块高品质铝合金制成, 工序超过20道。



SMART AIR SENSOR 空气小精灵

Hefei Square Design (Hefei)
合肥市方块设计(合肥)

The device has separate parts, including a charging dock. You can put the air sensor everywhere at home. With the high quality sensor module, it can sense harmful substances such as carbon dioxide, methanol and PM2.5. Via the Wi-Fi module, it can send the air quality to air cleaners, central air conditioners and fresh air machines to activate air filtration.

采用分离式设计, 配合充电底座。可以将分离的空气检测头放置于家居任何角落, 内置高精度的空气检测模块, 能检测出空气中的有害物质, 如二氧化碳、甲醛、PM2.5等, 并且通过WiFi模块, 能将空气情况推送到空气净化器、中央空调、新风机等设备进行空气过滤。

WINBOT WA3 窗宝WA3

Ecovacs Robotics Co., Ltd. (Suzhou)
科沃斯机器人股份有限公司(苏州)

Users of this wireless smart window cleaning robot will no longer be restricted by the length of the power cord and the position of the electrical outlets. With a 3000mA large capacity battery, it can operate for 50 minutes. It also has an in-depth cleaning mode setup, i.e., the N+Z shaped cleaning path, which allows it to increase the cleaning effect automatically.

窗宝WA3 是一款无线智能擦窗机器人, 用户在使用时不再受电源线长度和插座位置的限制。配备3000毫安大容量电池, 工作时间长达50分钟。同时设置深度清洁模式即N+Z路径使其自主提高清洁效果。



CoolTouch smart switch COOLTOUCH智能开关

Foshan Josn Induadal Design Co., Ltd. (Foshan)
佛山久形工业设计有限公司 (佛山)

The glass surface of nano-coating makes the product smoother and free of fingerprints. The internal curvature of the switch button gives comfortable touch feeling. The gesture technology allows you to loosen your finger until you move to the button you want, which will avoid wrong operations. The overall shape is simple and fashionable, with various styles.

产品玻璃表面有纳米涂层, 更加顺滑并防指纹, 开关位置舒适的内弧度, 提供触摸反馈。独创的离开触发, 可以把手指移动到想要打开的按钮再松开, 避免误操作。整体造型简洁时尚, 风格多样。

SmartHome DIY Kit K1无线智能家居安防枢纽

Chuango Security Technology Corporation — Ken Li, Sam Xu, Zero Wu (Fuzhou)
福建创高安防技术股份有限公司
—李晨、徐世峰、吴中宁(福州)

K1 is smanos' s latest wireless smart home gateway, combining butler and guard functions into a stack of aesthetically pleasing round discs. K1 connects up to 50 wireless accessories with ease, and its intuitive operation both on-site and on the smartphone is a breeze.

K1是 smanos 最新推出的无线智能家居安防枢纽, 将类似管家和警卫的功能整合进一系列美观的圆形磁盘中。K1可快速连接最多50个无线配件, 并且能够让用户轻松地在现场或智能手机上进行直观化的操作。



momo 4.0 抹抹4.0

Seebest Technology Co., Ltd.
(Xiamen)
厦门视贝科技有限公司 (厦门)

Momo 4.0 is a sweeping robot. Compared with traditional sweepers, it has a height of only 6.3 centimeters and a U-shaped appearance. Being compact and flexible, it can clean underneath the furniture.

抹抹4.0是一款扫地机器人, 相比传统扫地机, 它的机身高度仅6.3厘米, U型外观,小巧灵活钻入家具底部清扫。

Etekcity Smart Body fat scale Etekcity 智能体脂秤

Design Department of Etekcity Corporation (Shenzhen)
深圳市晨北科技设计部 (深圳)

Your smart body fat scale can maintain your short-term and long-term fitness goals. It checks calorie intake, fat, muscle, water and bone quality on a unique display. The built-in BMI calculator will also ask you to discover the type of body and provide advice on personalized healthy diet, exercise and sleep habits.

这是一款能全面检测身体多项数据的智能身体体脂称, 会根据用户检测的健康数据预警可能发生的健康状况和疾病, 并通过分析数据变化, 给用户提供一个个性化瘦身运动、饮食和睡眠建议。



DC handheld vacuum cleaner 无线手持吸尘器

SUPERDESIGN (Suzhou/苏州)

With the simple overall shape and fine detail design, the vacuum cleaner is both decorative and practical. The unique layout of the motor, battery, dust cup, handle and airflow channel greatly reduces the product's actual weight and apparent weight, making the cleaner different from others.

简约的整体大造型, 精细的细节设计, 集装饰性与实用性于一体的吸尘器。电机、电池、尘杯、把手、风道之间的独特排布方式, 大大减轻了产品实际重量和体感重量, 体现了差异化。

DEEBOT DJ35 地宝DJ35

Industrial Design Center of Ecovacs Robotics Co., Ltd. (Suzhou)
科沃斯工业设计中心 (苏州)

It is an intelligent floor cleaning robot equipped with V-SLAM visual image recognition, which enables intelligent planning and navigation via image recognition-based mapping. It makes full use of the advanced V-SLAM positioning capability to correct itself anytime the device veers off-route on slippery surfaces, thus allowing cleaning tasks to be done accurately and efficiently.

地宝DJ35是全球唯一一款采用V-SLAM图像识别技术的“扫吸拖”一体智能扫地机器人, 通过图像识别辅助建图进行智能规划导航。DJ35能够利用V-SLAM先进的图像识别定位能力, 随时纠正拖地时因打滑而跑偏的路线, 更加精准高效地完成清扫任务。



“Syrinx” bamboo lamp charger 《充竹》竹灯充电宝

Yao Jili, Liang Yaoming, Ma Xingzhao, Huo Liang (Beijing)
姚继莉 梁耀明 马兴钊 火亮 (北京)

Meet bamboo, and find the beauty of the material. With the concept of sustainable development, the collection of leftover materials from factories for design is meant to give back to nature. We have found the unique beauty of bamboo's natural texture in the light when cutting bamboo sections. Bamboo is also an idol of Chinese literati, symbolizing justice and tenacity.

遇见竹, 发现材质之美, 这是大自然的恩赐, 收集工厂废弃边角料用于设计是怀揣新生之意,亦是回馈自然。废竹段不断的切割实验,发现灯光映照竹片自然肌理独特之美。竹虚心、有气节的内涵成为文人墨客的精神追崇, 向不屈的气节致敬, 同时感受自然的气息。

Information & Communications Technology Products

信息及通讯科技产品

Audio & Visual Devices
电视影音

Xiaoya Intelligent Voice-activated Speaker 小雅智能语音音箱

LKK (Beijing)
洛可可 (北京)

As voice recognition technology gradually matures, we develop the speaker on the Internet of Things. By voice commands, users can play and buy audio programs such as music and audio e-books, search for information including weather, traffic conditions, shop online, control smart home, and even make man-machine emotional dialogs.

基于语音识别技术日趋成熟发展，我们开发了基于语音识别技术的小雅智能物联网音箱，它能够让用户通过语音指令直接控制音箱实现相应的操作，例如播放并购买音乐、有声电子书以及其他音频节目，还可以进行天气、交通状况等信息查询以及网上购物、智能家居控制等功能，甚至可以进行人机情感对话。



Cupcake Smart Baby Monitor Cupcake智能婴儿监视器

inDare Design (Shenzhen)
深圳市格外设计经营有限公司 (深圳)

It works on Wi-Fi for a secure and stable connection, easily capturing the baby's precious photos and videos day and night. The built-in baby care timer helps parents maintain the baby's schedule of eating, diaper change and waking up. The support features include temperature and noise monitoring, lullabies to aid the baby's sleep, and intelligent crying notifications.

Cupcake是一款智能的婴儿监视器。无论白天还是夜晚都能轻松捕捉宝宝珍贵的照片和视频，内设婴儿护理定时器，可帮助父母掌控宝宝的时间表，包括何时吃饭、换尿布和睡醒。支持功能包括温度和噪音监测、帮助婴儿睡眠的摇篮曲、智能的哭泣通知。

TCL C6 LED TV TCL C6 LED电视

Industrial Design Center of Product Center, China BU, TCL Multimedia (Shenzhen)
TCL多媒体中国事业部产品中心工业设计中心 (深圳)

The design concept based on "circle" aims to create a living atmosphere without oppression. C6 adopts a frameless design and a natural transition between the screen and speakers, while the speakers slightly extend outward on both sides, breaking the invisible limit set by a frame. The flax-like texture has a natural and casual atmosphere in line with life at home.

以“圆”为基调的设计理念，旨在创造出没有压迫感的生活氛围。C6采用了无边框设计，屏幕与音响之间形成自然过渡，同时音响两侧微微向外延伸，打破了屏幕方框的隐形限制。仿麻质感具有自然、休闲的生活气息，使产品更符合居家氛围。



Whaley Smart Projector K1 微鲸智能投影 K1

Whaley Technology Corporation—Shen Yurui, Tang Xiaoqiao, Cheng Zheng, Feng Ke (Shanghai)
微鲸科技有限公司 一沈于睿、唐筱娇、成政、冯柯 (上海)

K1 is a versatile portable integrated system coming with DLP technology. It brings a 120-inch screen, Hi-Fi and a smart OS all together. It is small enough and portable, and has hours of battery life. The parallelogram design is definitely a strong recognition, not to mention its central symmetry, which is applied in DLP projection probably for the first time.

微鲸K1是一款多功能的便携式影音设备，大至120寸画面，Hi-Fi音响和智能操作系统集于一身。它足够小巧，便携，还有长达数小时的续航时间。K1的平行四边形设计在同类中非常有识别性，更重要的是中心对称的设计几乎是DLP投影上的首创。

Wanbo intelligent voice projector wanbo智能语音投影仪

Zhou Shengxing (Shenzhen)
周升星 (深圳)

This is an intelligent projector that can connect home networks and its own video resources, and control various products by voice. The innovative design of integrating sound transmission with heat radiation makes the product more concise and refined. The golden section of 1:0.618 and combination of plastic and metal materials highlight the quality of the product.

这是一款能连接家庭网路，自带视频资源，可通过语音控制各种产品操作的智能投影仪。出音与散热一体化的创新设计让产品更简洁精致，1:0.618的黄金分割比配合塑胶与金属的材质组合，凸显出产品的品质感。



Information & Communications Technology Products

信息及通讯科技产品

Camera & Camcorder
摄录器材



Fancy 单轴稳定器

Shenzhen N Plus Product Planning Co., Ltd. (Shenzhen)
深圳市恩佳产品策划有限公司 (深圳)

It is small and light, easy enough to carry by putting in your pocket or handbag. The high quality metal surface gives you comfortable and handy experience. Fancy is easy to use. It comes with a supplement lamp in order to take clear pictures at night. The big mirror can also meet your needs. It is not only a gimbal but also a power bank that solve the worries of your trip.

体积小巧时尚，可以轻松放进裤兜、手提包里，携带方便。使用操作简单便捷，自A1带补光灯，即使在夜间，亦能拍出清晰的照片。不仅是稳定器，也是一款时尚移动电源，为你的出行解决断电之忧。



FIFISH P3 飞行鱼 P3

QYSEA design team — Leon
Tang (Shenzhen)
鳍源设计团队— 唐亮 (深圳)

It is the first underwater robot on the market with a 1-inch image sensor and a 4000LM illumination system. Through a 162-degree ultra-wide angle lens, it presents 4K ultra HD videos and 20M-pixel photos. It has multi-dimensional postures, a dive depth of 100 meters, and professional-grade remote control for simple and accurate operation.

FIFISH P3是市场上第一款同时拥有1英寸影像传感器和4000LM照明系统的水下机器人，通过162度超广角镜头拍摄，为您呈现4K超高清视频和2000万像素照片。具备多维度运行姿态，100米的下潜深度，同时配备专业级遥控器，可实现远程简易精准的操控。

Handheld Gimbal Stabilizer 三轴手持云台稳定器

Shenzhen Chenghong Technology
Development Co., Ltd. (Shenzhen)
深圳市承宏科技发展有限公司(深圳)

It is the best partner for mobile phone video shooting. It uses high-precision balance calculation technology to solve the problem of shake. It is easy to operate the stabilizer so that the users can shoot videos as professional as movies. The effect of such an innovative camera auxiliary device will also affect the development direction of film and television.

“year beauty三轴手持云台”，是手机拍摄视频的最佳拍档。采用高精平衡计算技术，解决了手机摄影手抖不平衡的痛点。操作简单易懂，让影像直达“如临大片”的专业效果。创新摄像辅助器材所带来的效果亦将影响影视文化的发展方向。



Innovative 3-Axis Smartphone Gimbal 三轴智能手机拍摄稳定器

GWOWO Technology Co., Ltd.
(Shenzhen)
深圳市吉窝窝科技有限公司(深圳)

Snnopa M1 is the world's first 3-axis smartphone gimbal created to work without motor arms or extra weights. With its advanced 3-axis stabilizing algorithm and powerful electronic hardware, it can precisely detect the smartphone's position and control the built-in motors to compensate arm movements and enhances the smoothness of the video images.

全球首创无电机臂三轴结构。随拍科技三轴稳定器可一体式伸缩折叠收纳。独特的三轴增稳技术，让你随时拍摄出手机大片。内置军工级6轴陀螺仪传感器，车规级高精度角度传感器，实时检测手机的空间位置，分别对空间中的三个方向进行角度补偿，让手机始终保持平衡的姿态，拍摄出流畅的画面。

SeeU smart glasses SeeU智能眼镜

zcodesign (Shenzhen)
智加设计创新集团 (深圳)

The glasses are connected via Bluetooth, weighing only 36g. Removable lenses and frames are available in various colors. The high light transmittance of polarized lens can prevent ultraviolet light. Photos are taken by touching the glasses to record the journey anytime. It connects to the mobile phone, and the voice control sets the hands free when answering a call.

SeeU智能眼镜是一款通过蓝牙连接的智能眼镜。镜身仅36g，造型和配重对称，佩戴更加舒适；镜片和镜架颜色多样，可拆换和选择；采用高透光率的偏光镜片，可阻止紫外线；触摸拍照，随时记录旅途；与手机连接，语音操控实现免提接听。



PM1601 air purifier PM1601空气净化器

Shenzhen PureMate Technology Co.,
Ltd. (Shenzhen)
深圳市普瑞美泰环保科技有限公司 (深圳)

It is a simple but multifunctional air purifier with clean and elegant design. The ergonomic handle and the control panel are integrated on the top, while the air inlet and outlet are an integral whole. The delicate HD LED screen on the front side displays air quality information such as PM 2.5.

PM1601是一款简约而又功能强大的空气净化器，造型干净利落，顶部拥有符合人机工程学的移动把手，同时集合控制部分，而进出风口也是非常地整体。产品正面有精致的LED显示屏，显示PM2.5空气质量等信息。

ORVIBO Smart Switch 欧瑞博智能开关

Shenzhen ORVIBO Technology Co.,
Ltd.
— Zeng Guoshun, Wu Shaobin
(深圳市欧瑞博科技有限公司— 曾国顺 吴少斌(深圳))

We adhere to the design philosophy of “sufficient design and natural intelligence”. Build your smart home network with this easy-to-install in-wall switch that looks like an ordinary wall switch. In addition to local control, you can simply use an app on your smartphone to turn on/off all your control devices and monitor them.

我们一直秉持“够用的设计，自然的智能”为设计理念。易于安装的墙面开关构建您的智能家居网络，直接替换传统的墙面开关。除了本地控制之外，您也可以通过智家365 APP客户端，远程控制查看设备状态。





ORVIBO MixPad 欧瑞博智能开关面板MixPad

Shenzhen ORVIBO Technology Co., Ltd.
— Zeng Guoshun, Wu Shaobin
(Shenzhen)
深圳市欧瑞博科技有限公司
— 曾国顺 吴少斌(深圳)

Build your smart home network with this easy-to-install in-wall switch that looks like an ordinary wall switch. ORVIBO MixPad is a smart panel with an HD display and six customizable physical keys. It's a better way to manage and set up the linkage between devices. In addition, it can be managed remotely via a mobile app.

使用这种易于安装的墙面开关构建您的智能家居网络，直接替换传统的墙面开关。欧瑞博 MixPad智能开关面板拥有一块高清显示屏和六个自定义的物理按键。除了能更好地管理每个电器的使用情况，还可以设置家电之间的联动。除此之外，MixPad也可以通过手机客户端进行远程操控。

The series of eye in the sky robot 天眼智能工业相机系列

Zhejiang Hovfree Intelligence
Technology Co., Ltd. — Chen Li, Li
He, Ye Lingxiao (Hangzhou)

The products are mainly used in AI, medicine, logistics, 3C, food, automobile, tobacco and semiconductor industries, supporting secondary development, and featuring compact structure, M12 gigabit front-end ports and wide voltage power supply. They are mainly used for bar code identification, product tracing, production control and automatic identification.

让视觉成为新的生产力，主要应用在人工智能、医疗、物流、3C、食品、汽车、烟草、半导体等行业。拥有读码、斑点、匹配、定位等算法，拥有完全自主知识产权，可支持定制开发和二次开发。结构紧凑，M12千兆网口，宽压供电。主要应用在条码识别、产品追溯、生产控制、自动识别等方面。



Information & Communications Technology Products 信息及 通讯科技产品 Communication Devices 通讯设备



LTE 4G Smart Data Terminal LTE4G行业智能数据终端

Shenzhen Eevin Technology Co.,
Ltd.— Xu Haopeng, Sun Guannan, Liao
Haibo, Cai Gan, Chen Shaohua, He
Zhiwei (Shenzhen)
深圳意云科技有限公司— 徐浩鹏、孙冠楠、
廖海波、蔡赣、陈少华、何志伟(深圳)

The color, texture, modeling and other design elements endow the outline with toughness and steadiness, highlighting the professionalism and reliability that the hand-held transceiver industry requires. The PTT texture and non-slip design provide a unique feel of grip, while at the same time not losing the professional and decorous sense.

通过对色彩、纹理、造型等设计元素的运用，整机线条硬朗沉稳而不显呆板，突出对讲机的行业属性，使其更显专业和可靠；PTT纹理及防滑设计，获得独特握持手感的同时又不失专业设备的专业和厚重感。

Wide and narrow band radio integration two-in-one intelligent handset terminal 宽窄带对讲融合二合一智能手持 单兵终端

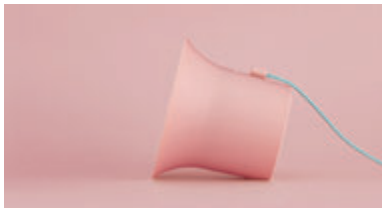
Shenzhen Yulong Mobile Internet Co.,
Ltd. (Shenzhen)
深圳市宇隆移动互联网有限公司 (深圳)

This product is a special handheld device for mobile operation and emergency communication for industry customers. The terminal uses 4G universal 6-mode and 18-frequency communication system. The built-in DMR module uses two-in-one technology of digital and analog two-way radio. It is used for communication within five kilometers, and it can interconnect with traditional walkie-talkies.

本产品是用于为行业客户提供移动作业和应急通信的一种专用单兵手持设备。终端采用4G全网通6模18频通信制式，内置的DMR模块采用数字对讲和模拟对讲二合一技术，用于5公里内的数字或模拟信号语音对讲通信，并可以和传统对讲机互联互通。



Information & Communications Technology Products 信息及 通讯科技产品 Other 其他



SMALL HORN Desktop Fan 小喇叭桌面风扇

inDare Design (Shenzhen)
深圳市格外设计经营有限公司 (深圳)

It is fixed on the desktop naturally without any holding legs. An internal double motor structure allows the two blades to rotate in different directions so that they have greater wind power and less noise. The horizontal grille screen breaks the traditional spiral form, while the thickened grille can better gather the wind force and increase the effective wind distance.

本产品固定在桌面上无需任何支撑脚。内部双马达结构让两个叶片朝不同方向旋转，风力更大，噪音更小。水平格栅屏突破了传统的螺旋形式，格栅加厚可更好地聚拢风力并增加有效送风距离。

Leisure & Entertainment Products
休闲及娱乐用品

Entertainment Technology Devices
娱乐技术设备



Radiooo soundbox
猫王音箱

Lkker technology Co., Ltd. (Beijing)
洛客科技有限公司(北京)

With an anti-mainstream concept, it extracts classical IP elements and infinitely customizes them. The product is equipped with a standardized inner tank, while the exterior fittings and functional accessories can be disassembled and installed at will. Radiooo also configures the exclusive “MAO” channel for 24-hour broadcast of anti-mainstream content worldwide.

设计理念是反主流，将经典IP元素提取加以无限定制化。产品配置了标准化内胆，外观配件及功能配件均可自主拆卸、安装。在内容上，Radiooo还配置了独家“猫王频道”，用户打开旋钮便能24小时不间断收听全世界所有反主流文化专属内容的官方频道。

Royole Moon
柔宇明月

Royole Corporation (Shenzhen)
柔宇科技有限公司(深圳)

Royole Moon is a 3D virtual mobile theater with hi-fidelity headphones that creates a giant screen cinematic experience to be enjoyed anytime and anywhere. It is the world's first foldable design, supports the device weight for comfortable long-term use, and also makes the Moon compact for portability. The most unique innovation is the patented flexible electronics on ears.

Royole Moon是一款全新的3D头戴影院，全球首创的可折叠设计，实现了高清大屏和品质耳机的一体化，最大程度保证了Moon的便携性，让随时随地私享3D巨幕电影成为可能，构建了一种“如影随行”的全新观影方式。



ONA Bluetooth speaker + radio
ONA 蓝牙音箱+收音机

LEXON (Beijing/北京)

ONA rechargeable Bluetooth speaker delivers the message and transmits the sound. The audio files “flow” out from the frame as if it is a curve tracing the object. With a retro style and an oval shape, it can be used as AM/FM radio with Bluetooth. The sound is simple, vigorous and deep. There are touch buttons at its top.

ONA, 传递信息、声音，音频从框架中逃脱，像一条隐形跟随对象的曲线。拥有复古椭圆式造型，AM/FM收音机兼容蓝牙功能，声效浑厚低沉。顶部触摸式按钮调节。

TYKHO RADIO
TYKHO 收音机

LEXON (Beijing/北京)

Retro style with fine craftsmanship, deriving from classic radio design in the early 1980s. Representing memories of an entire age. Colorful silicon case gives it perfect visual effects. Daily waterproof and wet hand operable. Status LED, AF/FM tuning button, Micro USB port and upgraded speaker make it possible to enjoy music and information anytime and anywhere.

造型复古，精雕细琢，得益于八十年代初收音机造型设计，代表了一个时代的回忆。多彩靓丽的硅胶外壳，赋予它更完美的视觉效果，同时防生活泼水功能，湿手可操作。LED状态指示灯、AF/FM调频按钮、Micro USB线接口，配备更优扬声器，随心所欲享受音乐与资讯。



HOOP SPEAKER
HOOP 蓝牙音箱

LEXON (Beijing/北京)

The ABS rubber material feels exquisite. With an array of colors available, such as dark blue, grey, red and light green, the product is as attractive as colorful donuts. The 4.0 version of the Bluetooth module has low power consumption and high configuration. The sound quality is enhanced with 32 levels of volume and duo 3W speakers. The product supports dual connection to Bluetooth phones.

甄选ABS橡胶材质，触感极致。选色深蓝色、灰色、红色、浅绿色，如多彩的甜甜圈般诱人。CSR BC8 系列芯片的高级4.0版本蓝牙模块，低功耗，高配置，符合Bluetooth v4.0 + EDR。32级电子音量可调节，双颗3W喇叭，提供高品质的音效；支持连接双部手机蓝牙程序。



FINE SPEAKER
FINE 音箱

LEXON (Beijing/北京)

The FINE rechargeable Bluetooth speaker has a beautiful metallic colour and can be linked to the phone via bluetooth while calling. If you charge it for 2 hours, it can play music at medium volume for 5 hours.

FINE充电式蓝牙音箱，靓丽的金属色彩打造。拥有蓝牙通话功能，充电2小时，可中音量播放5小时。



Mi Headphone 小米头戴式耳机

1MORE INC. —William Hsu, Deng
Weiwen, Sun Xin (Shenzhen)
万魔声学科技有限公司—许世琛、邓伟文、
孙鑫 (深圳)

The aluminum alloy chamber cut with only one machine process provides a more powerful bass and clear sound. The exchangeable over-ear cushions provide extra comfort and reduce outside noise. We design to put in a big 50mm diaphragm within a tight space so it can deliver pure and thick sound.

精密的双层金属音腔，带来精准的声音定位，有效减少音腔谐振对音质产生的不良影响，带来超凡扎实的低音表现；贴耳式/耳罩式的佩戴方式，使用者可根据佩戴舒适与否自由更换；采用直径为50mm的镀金属振膜发声单体，为全球同类耳机中最大尺寸，提供纯净、厚实的音质。

1MORE Triple Driver In-ear Headphones 1MORE 三单元入耳式耳机

1MORE INC. —William Hsu, Deng
Weiwen, Sun Xin (Shenzhen)
万魔声学科技有限公司—许世琛、邓伟文、
孙鑫 (深圳)

The oblique angles naturally align to the curve of your ears. Nine different sets of ear tips ensure a comfortable, secure fit. It is carefully designed to minimize the contact point with surfaces to prevent scratches on the earphone. Two balanced armatures and a separate dynamic driver create a spacious and transparent feeling of having nothing between you and your music.

完美的人体工学设计——两个不同的斜角设计，令其自然贴合耳道，佩戴舒适。九种不同大小的耳塞保证舒适和佩戴稳固性。最小化表面接触点的精心设计，防止耳机表面被刮。三单元驱动赋予丰富完整的声音细节——“双动铁+单动圈”三单元结构创造了一个人与音乐无间的空间感和通透感。



1MORE VRX Gaming Headphone 1MORE VRX 游戏耳机

1MORE INC. —William Hsu, Deng
Weiwen, Sun Xin (Shenzhen)
万魔声学科技有限公司—许世琛、邓伟文、孙鑫
(深圳)

The Waves NX technology tracks your smallest head movements to enhance the 3D audio experience. The graphene diaphragm driver 50mm in diameter is used to deliver low distortion, high sensitivity and high sound velocity. The Environmental Noise Cancellation (ENC) technology calculates the talker's position and effectively inhibits 90 percent of the reverse environmental noise.

Waves NX 技术追踪精准的最小头部运动，以提高三维声学体验。直径50毫米石墨烯喇叭单元，完美呈现石墨烯材质的超低失真、高灵敏度及高声导速等性能。ENC双麦克风环境降噪技术（ENC），精准计算通话者说话的方位，有效抑制90%的反向环境噪声，降低环境噪声达20dB以上。

1MORE BT Triple-Driver Earphone 1MORE三单元蓝牙入耳式耳机

1MORE INC. —William Hsu, Deng
Weiwen, Sun Xin (Shenzhen)
万魔声学科技有限公司—许世琛、邓伟文、
孙鑫 (深圳)

Two balanced armatures and a separate dynamic driver are carefully placed in the earphone in order to deliver an extremely accurate listening experience with unsurpassed dynamic power. Superb sound with Bluetooth 4.2 and AAC coding provides Hi-Fi wireless sound quality. Mems microphone technology gets rid of the outside noises providing clear communication.

耳机内设两个动铁单元和一个独立的动圈单元，确保传递一个精确的无与伦比的听觉体验；具有蓝牙4.2和AAC编码的极致声音；环境降噪技术（ENC），微型麦克风技术精准消除外部噪音，给用户清晰清晰的对话。



Whale speakers 鲸鱼音箱

AZ Design (Shenzhen)
上善设计 (深圳)

This is a bionic audio system, with the starting point to sublimate the product itself and to find the emotional intersection between people and things. The hand strap resembling a whale's tail is connected to the speaker as a whole, which is lively and interesting. It meets the mobility needs of life and gets rid of the clumsy choice and use of an audio system.

这是一款仿生化的音响，出发点是升华产品自身，找到物与人之间的情感交点。本款音响更是提炼了鲸鱼的尾巴为手绳与音响机身连为一体，生动趣味，更能配合用户生活化的移动性，让用户从笨手笨脚的音响选择使用中解放出来。



Bluetooth speaker 蓝牙小音箱

AZ Design (Shenzhen)
上善设计 (深圳)

This is a portable Bluetooth speaker for use at home or taking out. For young people who like music, the entire speaker adopts a circular design and a built-in magnet at the top to be adsorbed on the wall when in use. The impact and portable product is suitable for use in different cases.

这是一个便携式的蓝牙音箱，可在家庭或者外出携带使用。针对喜欢音乐的年轻群体，整个音箱采用圆形设计元素，顶部内置磁铁，使用时可吸附在墙上，可适用于不同的场景，整体小巧便携。

1MORE iBFree2 BT Earphone 1MORE iBFree2蓝牙耳机

1MORE INC. —William Hsu, Deng
Weiwen, Sun Xin (Shenzhen)
万魔声学科技有限公司—许世琛、邓伟文、孙鑫
(深圳)

The patented dual driver structure includes a balanced armature driver and a dynamic driver to ensure more details and balance sound stages. It provides users a higher quality of sound. It has built-in 4G storage that can store music being played. The PPG chip detects fat burning and heart rate range during sports, and sends warning when they reach the upper limit.

双单元专利技术, 包括一个动铁单元和一个动圈单元, 保证了更多声音细节和平衡的声音, 提供给用户一个更高质感的声音。音乐自带BPM (Beats Per Minute); 内置4 GB MP3 音乐存储空间, 可边听音乐边存储; 使用PPG 光学体积扫描芯片, 有效监测脂肪燃烧和心率范围, 当超过阈值, 这款智能芯片会发出警告, 以保证高效运动 and 安全性。



1MORE BT ANC Earphone 1MORE降噪蓝牙项圈耳机

1MORE INC. —William Hsu, Deng
Weiwen, Sun Xin (Shenzhen)
万魔声学科技有限公司—许世琛、邓伟文、孙鑫
(深圳)

Patented dual driver structure design featuring a balanced armature and a graphene diaphragm driver provide superb quality. The revolutionary comprehensive Automatic Noise Canceling (ANC) technology not only focuses on reducing airplane noise, but also on reducing a much wider range of noises. Mems microphone technology gets rid of the outside noises providing clear communication.

双单元专利技术, 包括一个动铁单元和一个动圈单元, 保证了更多声音细节和平衡的声音, 提供给用户一个更高质感的声音; 创新的ANC技术不仅专注于降低飞机上噪音, 还致力于降低更大范围内的噪音, 包括火车、地铁、户外活动和工作环境等。环境降噪技术(ENC), 给用户提供清晰的对话。

1MORE BT Quad-Driver Earphone 1MORE 四单元蓝牙入耳式耳机

1MORE INC. —William Hsu, Deng
Weiwen, Sun Xin (Shenzhen)
万魔声学科技有限公司—许世琛、邓伟文、孙鑫
(深圳)

Apart from perfected ergonomics, it also features a diamond-like carbon dynamic driver and three balanced armatures, which deliver unsurpassed clarity and dynamic power. The innovative diamond-like carbon (DLC) is extremely rigid, achieving superior resolution and exquisite details. PET is highly flexible and resilient to achieve highly responsive and deep bass.

完美的人体工学设计; 类钻碳纤维动圈单元以及3个动铁单元在紧凑的音腔中传递无与伦比的清澈音质和动力能量; 创新类钻石碳纤维(DLC)材质, 分子结构类似钻石, 刚性相当高, 在内阻与声导速上实现超乎想象的平衡, 解析和传递细节精准利落, 清透自然。柔软有弹性的PET材质, 令低频下潜更有力度和弹性。



Matebot 茵宝

Zhang Ke (Shenzhen)
张科 (深圳)

Matebot is an emotional robot with personality. It has a set of emotional engine, and is equipped with a voice recognition engine, multiple body touch sensors, and cameras, making it possible to change its emotional state based on dialogue, touch and image recognition. Whether it is happy, angry or sad, it can express its emotions by speaking, moving and facial expressing. It is a brand new way of interaction!

Matebot 是有情感有个性的机器人, 它有一套情感引擎, 同时配备语音识别、全身多处触摸感应器、摄像头, 使得它可以根据对话、触摸、图像识别来改变它的情绪状态, 无论是喜怒哀乐, 它都可以通过说话、动作、表情来表达它的情绪, 这是一种全新的交互方式!

MEZZO RADIO MEZZO 收音机

LEXON (Beijing/北京)

With 3W speakers, the AM/FM radio has good sound quality, and is easy to operate. With a body made of ABS material, the sleek lines and integrated antenna are the prominent characteristics of the product with a comfortable touch experience.

Mezzo收音机, 个性十足的造型设计。AM/FM调频收音, 音质良好, 调频操作简单, 含3W的功率音箱。采用ABS材质机身, 流线型线条及一体式天线突出外形特点, 并具有舒适的触感体验。



TYKHO SPEAKER TYKHO 蓝牙音箱

LEXON (Beijing/北京)

The full-silicon integrated packaging design and the silicon case with soft and fine touches protect your device from daily water invasion. The built-in low-frequency passive radiator enhances the subwoofer effects. The compact structure makes it easy to carry and enjoy your music feast everywhere.

全硅胶材质一体式包裹设计, 柔软的硅胶触感细腻, 防生活泼水还能起到减震作用。内置超低频被动辐射器, 增强低音箱效果, 小小的体积便于携带。

My Sofa Massage Chair 爱沙发

Wan Zhixin (Shenzhen)

万志新 (深圳)

As a massage chair just for urban women, it changes the traditional bulky appearance into an exquisite one-piece streamlined shape. The ergonomically designed 1.26-meter-long massage track closely follows the curves of neck, waist and hip. The chair can be connected with smart phones, providing massage and music at the same time.

定位于都市女性专享按摩椅，一改以往按摩椅笨重的外观，采用一体成型的精致流线设计造型。符合人体工学设计的1.26米超长按摩导轨，贴身照顾颈腰臀曲线。与手机智能互联，边听歌边按摩，享受身体和精神的双重放松。



S500 massage chair S500太空按摩椅

Yip Design Ltd. (Shenzhen, China) —

Alan Yip (Shenzhen)

叶智荣工业设计 (深圳) 有限公司 — 叶智荣 (深圳)

The design concept is to create a high-tech yet user friendly massage chair for the end users. The matt-finish white synthetic leather projects a light weight and comfortable feeling; the reflective blue LED light elements project a very high-end yet soft ambience.

S500太空按摩椅，设计理念是为高端客户创造一张亲切舒适的按摩椅。白色皮革给人以轻巧和舒适的感觉；按摩椅上有3组左右对称的蓝色发光能量线，全为反射光，光亮而不刺眼，营造出非常高端柔和的气氛。

Leisure &
Entertainment
Products

休闲及
娱乐用品

Product for
Outdoor
户外

CAPSULE UMBRELLA CAPSULE 雨伞

LEXON (Beijing/北京)

For protection, umbrellas are usually packed up after dried up. However, you get the bag easily lost from time to time. With LEXON CAPSULE umbrella, you may directly put it into the hole and will never lose it again!

为了保护雨伞，一般不用的时候就把伞晾干套起来，可是伞套实在是太容易掉了，LEXON CAPSULE雨伞在用伞的时候将伞套直接塞进伞柄胶囊样式收纳洞中，伞套再也不会丢失啦！



Maigiclit M1 Intelligent Outdoor Light Maigiclit M1智能移动户外灯

深圳市海大同创科技有限公司-刘奇

/-Liu Qi

Maigiclit aims to be a full-featured professional outdoor lighting platform, and M1 is its first universal smart outdoor light, which can be used in riding, hiking, adventure, camping and other scenes. With an app, it has many innovative functions, such as “optical communication” “maximum brightness breakpoint, continuous life” and “intelligent output management”.

Maigiclit的目标是打造一个全功能的专业化户外移动照明平台，M1是该平台下首款通用型智能户外灯，可广泛地应用于骑行、徒步、探险、露营等多个户外运动场景。配合手机软件，可以实现多个创新的实用功能（光通讯、断点续航、动态亮度调节等）。

Carbon fiber suitcase with mobile phone charging port 带手机充电端口碳纤维行李箱

Yip Design Ltd. (Shenzhen, China) —

Alan Yip (Shenzhen)

叶智荣工业设计 (深圳) 有限公司 — 叶智荣 (深圳)

The carbon fiber suitcase shares similar hi-tech material from a super car. The material makes the suitcase strong enough for an adult to sit on it with no deformation; yet it is very light which will not take up the net storage weight.

碳纤维行李箱采用类似超级跑车的高科技碳纤维材料。这种材料使行李箱有很强的结构，成年人可以坐在上面，也不会变形。同时它很轻，不会令行李箱净储存重量下降。



NITECORE LA30 Dual Fuel Portable Lantern 奈特科尔LA30双燃料便携营地灯

NITECORE (Guangzhou/广州)

LA30 features a USB rechargeable built-in 1800mAh Li-ion battery and AA batteries as power sources for a runtime of 56 hours. The high CRI LEDs offer uniform lighting of 250 lumens to reduce eye strain while giving a vibrant view. The auxiliary red lighting preserves night-adapted vision when in the dark, and can be used for alerting or positioning.

内置1800mAh高容量聚合物锂电池，同时兼容两颗AA电池，续航长达56小时。多颗高显色性LED提供250流明柔和白光输出，光斑均匀舒适，还原实物本真。红光副灯有效保护暗视力，还可用于警示或定位。

The Bottle Mate 户外便携式过滤水嘴

Foshan Josn Induadal Design Co., Ltd.
(Foshan)
佛山久形工业设计有限公司 (佛山)

The Bottle Mate is highly efficient. With the carbon fiber inside, it can reduce lead and other heavy metals detrimental to human body. It can remove residual chlorine and organic pollutants in tap water. It is compact, portable, safe and healthy. Being BPA free, it is made of PP and silica gel, and complies with the requirements by the FDA of the United States and the LFGB of Germany.

The Bottle Mate非常高效。内置碳纤维可以减少对人体有害的铅等重金属。更重要的是，它可以去除自来水中的残余氯和有机污染物。小巧便携，瓶身尺寸为35*35*65mm，净重36g。材质安全健康，材料为PP和硅胶，不含BPA，符合美国FDA和德国LFGB规定的要求。



TANK

Shenzhen ZANIDEA Creativity and
Culture Co., Ltd. (Shenzhen)
深圳赞点创意文化有限公司 (深圳)

This power bank reaches the waterproof level of IPX-6, and is also resistant to drop and dust, enabling it to easily deal with harsh outdoor environment. It provides charge management, cell protection, and synchronized voltage boost and rectification. It is intact after a free fall of eight meters. The compact body provides full protection, reducing the impact of external forces.

这款移动电源达到防水专业级别IPX6，防摔，防尘，轻松应对户外恶劣环境；充电管理，电芯保护，同步升压整流于一体。8米高空自由落体安然无恙，紧密机身设计360°全面防护，有效地减少外部力量的冲击。

NITECORE Multi-Purpose Safety Warning Light 奈特科尔NU05多功能警示灯

NITECORE (Guangzhou/广州)

It is a portable lipstick-shaped mini light. The cylindrical exterior uses aluminum alloy processed by top CNC technology. The internal screw mechanism enables the users to freely adjust the extension and shrinkage of the condenser effect and luminous intensity change of the LED. The lamp shade is housed in the outer cover to protect the internal parts when not in use.

奈特科尔NU05是专为夜间户外活动设计的多功能安全警示灯，其体积极致紧凑，仅与一枚硬币相当，重量极轻，仅为10.4克，因此可以灵活扣戴在背包、裤袋、帽檐、手腕、自行车杆、甚至头灯带和头盔的后方等，非常便携。



NITECORE Multi-Purpose Safety Warning Light 奈特科尔TM28 6000流明掌上搜索灯

NITECORE (Guangzhou/广州)

Designed as a searchlight for outdoorsmen and SAR personnel, the TM28 packs 6,000 lumens of blinding output by using four CREE XHP35 HI LEDs. Its beam distance is up to 655 meters, thanks to the optimized optical system manufactured through NITECORE's digital optimization technology called PDOT (Precision Digital Optics Technology). Powered by four Li-ion batteries, it can work continuously for 1,000 hours, which is suitable for long-period, heavy duty operations like outdoor, search and rescue activities.

奈特科尔TM28超亮掌上搜索灯是专为户外活动、搜索救援等应用设计的专业高性能手电筒。使用四颗CREE XHP35 HI LED，迸发出6000流明的超高亮度；搭载奈特科尔PDOT (Precision Digital Optics Technology) 数字优化技术制造的优化光学系统，照射距离长达655米；使用4颗18650锂电池供电，续航时间长达1000小时，非常适合户外、搜索、救援等需要长时间照明的应用。

NITECORE LA10 Lipstick- Style Camping Lantern 奈特科尔LA10唇膏型便携营地灯

NITECORE (Guangzhou/广州)

LA10 a portable lipstick type mini light for LED lighting. It is a pure lighting fixture with a single function, and the scenes to be applied are unlimited and depend on one's personal preference. The cylindrical external appearance design of the product adopts a size ratio close to lipstick and an internal screw mechanism so that the user can freely adjust the extension and shrinkage of the condenser effect and luminous intensity change of the LED according to the demand of scene and light intensity.

LA10是一款便携迷你的LED照明产品，其外观采用唇膏型设计，外壳采用顶级工艺的铝合金CNC加工，简约而高质感。圆柱形尺寸与唇膏相似，小巧精致。在使用时用户可以扭动其筒身随意收缩柔光罩，不仅可以调节光斑聚散，还可在不使用时收起柔光罩以保护内部零件。



Leisure & Entertainment Products 休闲及 娱乐用品

Gifts & Crafts 礼品及工艺品



X-shot Selfie stick X-shot自拍杆

Topdesign (China/中国)

It is completely redesigned in the way of human-machine interaction and storage. The smiling face photography key combined with the body sense vibration feedback brings a brand-new selfie experience. The product reduces the cost to the maximum.

产品在人机交互和收纳方式上进行了全新的设计，有趣的笑脸拍照按键结合全新的体感式震动反馈，带给用户崭新的自拍体验。产品在保证性能的同时最大限度降低了成本。

Fuun × Cement Bag Paper 水泥袋紙分钱包

Wang Chun-chieh (Taipei)
王俊捷(台北)

“FUUN” is the pronunciation of the word “to separate” in a dialect of Taiwan and Fujian. It refers to the unique feature this wallet has, a thoughtful design that separates the notes and coins for you once you put them in the wallet. The FUUN wallet allows you to use your money wisely and store it cleverly!

从观察都市人的生活开始，重新思考让生活更便利的方式。便利商店找的钱中，总是有硬币也有纸钞，不如一股脑儿地全倒进钱包里吧！分流钱包便应运而生，FUUN为闽南语“分”的谐音，意指将钱分流。让我们一起善用我们的金钱，并且聪明收纳！



12 HANDS 12针 (别名: 12手)

John Tsui Tak Ming (Macao)
崔德明(澳门)

The innovative timepiece has registered multiple design and invention patents. With 12 color hour hands on the clock, people can notice the time in different time zones according to the corresponding color hour hand. Since there are also morning and night on the 12 hour hands, two places are respectively put on the right and left of each hour hand.

创新時計产品12针(12 HANDS) 已注册多个设计及发明专利。它把全世界24小时代表区域的时间区分在12支时针上。由于十二支时针上也分别有早与夜，故每支时针上都有两地名称在右边及左边，例如右边中国 (CHINA)是中午12:30，左边的圣地亚哥 (SANTIAGO) 就是晚上12:30了。

Wanan

Shenzhen ZANIDEA Creativity and Culture Co., Ltd. (Shenzhen)
深圳赞点创意文化有限公司(深圳)

How to make the fragrance of each aromatherapy tablet mellow and more natural? After testing dozens of material, we ended up using black walnut, a kind of precious wood from eastern United States. While we maintain the delicate touch of the whole piece of work, the black walnut bottle cap gives us a lot of surprises with smooth surface, soft gloss and beautiful grain. The cap has a built-in device for replacing the aromatherapy tablets, and you can put your favorite ones anytime.

如何更能够让每一片香薰片散发出的香味更加醇厚悠长、更加贴近自然？经过数十种材料的测试，我们最终选用了来自美国东部的珍贵木材——黑胡桃木。在维持住整件作品细腻触感的同时，黑胡桃木材质的瓶盖更给我们带来了切削面光滑、光泽柔和、木纹优美等惊喜。揭开瓶盖，内置可更换香薰片的香薰装置，中意熏香，随心更换。



Initial Intention Future Master Series 初心 未来大师系列

Iseead Design Co. — Li Fojun, Tracy Tan, Huang Yuxian, Liu Huiyao (Shenzhen)
彦辰设计(深圳)设计有限公司——李佛君、谭芳、黄玉娴、刘会耀(深圳)

Every child is the master of the future world. They are earnest, brave and confident, and this personality will brighten their future. The master series will show you the world of children's inner innocence and glory.

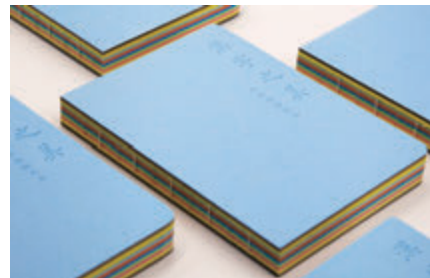
每一个儿童都是未来世界的主人，都是未来的大师。他们认真、大胆和自信，这种良好个性品质将使他们的未来绽放光彩。

Batmobile 蝙蝠侠战车

ITP Luggage Co., Ltd. — Jean Guo (Shenzhen)
正雄箱包(河源)有限公司深圳分公司 — 郭昌军(深圳)

My luggage, my toy. Is this a model car in the science fiction, a toy for children or a suitcase? Not exactly! It breaks through the simple idea of traditional toy cars, and integrates it with the practical function of a suitcase combined with cool and fashionable look, becoming a favorite for kids in the era of light luxury.

我的旅行箱,我的玩具。这是科幻大片的汽车模型？儿童玩具？行李箱？都不完全正确。突破传统玩具汽车的单纯玩具理念，将其与旅行箱的实用功能相融合，结合时尚的酷炫外观设计，使其成为小朋友的轻奢时代的新宠。



Experience of Chinese character text 汉字体验文本

Iseead Design Co. — Li Fojun, Tracy Tan, Huang Yuxian, Liu Huiyao (Shenzhen)
彦辰设计(深圳)设计有限公司 — 李佛君、谭芳、黄玉娴、刘会耀

Through the elaborate poem audios, real font design cases, tailored writing module, experience of convex printing, and the calligraphy paper with a special fragrance, the experience of Chinese character text creates five experience feelings, which are listening Chinese characters, seeing Chinese characters, writing Chinese characters, touching Chinese characters, and smelling Chinese characters. It offers the special experience of Chinese character culture and font design for art lovers.

汉字体验文本以精心制作的诗词音频、真实的字体设计案例、量身定制的书写模拟模块、击凸的印刷体验、带有独特花香的书法纸张，倾心打造听汉字、看汉字、写汉字、触汉字、闻汉字这五大汉字体验感观，为文艺爱好者提供独特的汉字文化和字体设计体验。

mumu 木灯狗呆(木木)

Shenzhen Zhidao Brand Design Co.,
Ltd. —Mei Yangguang, Sun Chunyu,
Gao Jin (Shenzhen)
深圳市智道品牌设计有限公司—梅阳光、孙椿
雨、高锦 (深圳)

The product is changeable and dynamic.
The most interesting part is the tail, with
the brass fittings clicking. The power
switch swings back and forth. Four
colors for the light can be switched
freely by gently touching the middle
part of the back. It is even simpler to
adjust the light intensity to a comfortable
degree by long pressing the back.

我是木灯狗呆，小名木木，我会发光。木木多变
而充满动感，尾部的黄铜配件咔嗒、咔嗒……
最有趣的就是木木的尾巴。前后摆动的电源开
关，四种自由切换的灯光，只需轻轻抚摸背部
中间位置，就能改变色彩。调整灯光强弱就更
加简单，长按背部就能得到最舒适的光。



Sun Papa 暖爸爸智能降温杯

Topdesign (China/中国)

It uses liquid metal for heat
absorbing and cooling, and
is equipped with intelligent
temperature display. The interlayer
of the vacuumized inner tank is
filled with cooling material. The cup
body is made of food-grade plastic
and formed by injection molding.
The overall design gives priority to
rounded lines, and, with the cooling
display area and the lines on the
lid, forms a simple appearance.

利用液态金属吸热降温的原理，并且装有
智能温度提示；内胆真空抽压，内胆夹层
之间装灌降温材料，杯身采用食品级塑料
注塑成型；整体设计以圆润的线条为主，
加上降温显示区以及杯盖线条装饰的应
用，构成了简洁的外观。

Mountain Belief 山生有幸创意书房摆件

Shenzhen Sunteato Cultural Diffusion
Co., Ltd.—Zhang Haiqiang, Xiao xiao,
Xia Jiangnan (Shenzhen)
深圳原一文化传播有限公司—张海强、肖
潇、夏江南(深圳)

This is a set of gift that can be
customized, consisting of a brass
signature pen, a mountain-shaped
red sandalwood pen holder and a
brass seal. The design inspiration
stems from traditional graphical
patterns in the era of imperial China.
Not just as a view, the mountains
on the sandalwood also form the
penholder, which creates a sense of
ritual together with the brass pen.

这是一款可以私人定制的书房桌面艺术礼
品，由黄铜签字笔、紫光檀山形笔架，黄铜
印章组成的一个套件，设计灵感源自中国
传统帝制图案十二章纹之山纹，在一块紫
光檀木料上呈现一条山脉，山脉之间能平
稳放上一支黄铜签字笔，用中国传统文化
来解释为“笔下江山”。



Guizhou Miao handmade copper stationery series 贵州苗族手工铜文房系列

Zhai Weimin (Changsha)
翟伟民 (长沙)

Based on the traditional technique
of handmade copper by the Miao
Minority people in Guizhou, the design
includes a pen container, a storage
box, a seal, a paper weight, a book
holder and a mobile phone support.
The book can slide freely along the rail
underneath to form well-proportioned
space. With the tenon and mortise
structure, the seal can be easily
disassembled and assembled.

本设计汲取贵州苗族传统手工制铜工艺，
设计了一系列文房用品，以紫铜和黄铜为材
质，有笔筒、储物盒、印章、镇尺、书夹和手机
托等。其中，书夹的设计采用紫铜和黄铜切
割而成，通过底座的轨道可以任意滑动，形
成错落有致的空间。印章的设计采用传统木
器里的榫卯结构，方便分解组合。



Lucky Fish 幸运鱼

Yang Xuguang (Beijing)
杨旭光 (北京)

Fish is one of the animals with
romantic and auspicious meanings.
The archetype of the fish is based
on the big fish in Chinese New
Year pictures. It has round curves,
a rising body and round eyes, as if
it has just jumped out of the water.
The comfort and safety of children
is taken into account, and it will not
fall backward or roll over even if
you swing on it at the largest angle.

西方孩子骑木马，中国孩子骑大鱼。中国
人的传统文化之中，鱼是具有吉祥寓意
的动物之一。幸运鱼的设计原型来自中
国传统年画的大鱼，圆润的曲线，上扬
的身体，仿佛刚从水中跃然而出。在设计中
特别考虑了孩子使用的舒适与安全。即
使最大角度摇动也不会后倒或侧翻。

Story of Broken Bridge 《莲心·桥缘》江南韵茶器

Yao Jili (Beijing)
姚继莉 (北京)

This is a tea pot design with
innovative function. The ancient
bridges are connected to each other,
and the lotus pattern means the
linked banks and connected hearts.
The water reflects the bridges, and
the bridges are connected to the
mountains. Such a hazy ambiance in
regions south of the Yangtze River
assembles the congenial mind of tea
lovers.

一川虹倒影，百步带横塘。江南的情致在
那一座座沉静的古桥中，古桥底的莲花纹
样，寓意两岸相连，心意相通。水倒映着
桥，桥连寐着山，江南的朦胧意境正映着
茶者意趣相投之意。



Lattice – multi-function mortise and tenon storage box 格—多功能榫卯收纳盒

Zhai Weimin (Changsha)
翟伟民 (长沙)

Taking traditional woodwork as design elements, we draw its mortise and tenon structure principle, and apply it on the tea box or storage box. The whole product is mainly made of solid wood, and the box body is made up of mortise and tenon structure. The structure is fully utilized to realize the adjustment of the space function, and the box body is simple and elegant.

以传统木器为设计元素，汲取其榫卯结构原理，运用在茶叶盒或收纳盒上，整体采用实木为主，箱体采用榫卯结构组成，并充分利用了榫卯结构实现空间功能的调整，盒身造型简洁雅致。



KWCW “Surplus Year after Year” Notebook 开物成务锦鲤有余记事本

KWCW (Shenzhen)
开物成务 (深圳)

In Chinese, “fish” is a homonym of “surplus”, so it is often used to imply richness. We look forward to making more people be aware of the beauty of traditional Chinese culture, protecting intangible cultural heritage and upgrading traditional consumer goods.

汉语中，“鱼”和“余”谐音，常被用来寓意富足。我们想让更多的人能够感受到中国传统文化之美，重拾传统文化，爱上传统文化，参与到文化再造的活动当中，并实现非遗保护和传统消费产品升级。

KWCW “Chinese Buckle” Notebook 开物成务中国扣便携本

KWCW (Shenzhen)
开物成务 (深圳)

The KWCW “Chinese Buckle” Notebook is the world’s first notebook creatively integrating typical traditional Chinese cultural elements like carved lacquer with the modern notebook. We look forward to making more people be aware of the beauty of traditional Chinese culture, protecting intangible cultural heritage and upgrading traditional consumer goods.

开物成务中国扣便携本是全球第一款将中国雕漆、竹编等中国传统工艺美术材料与现代笔记本结合的创新产品。我们想让更多的人能够感受到中国传统文化之美，重拾传统文化，爱上传统文化，参与到文化再造的活动当中，并实现非遗保护和传统消费产品升级。



SAN YANG KAI TAI (Teapot) 三羊开泰茶壶

School of Art and Design, Shenzhen Polytechnic— Xiong Taotao, Zhou Hanxin, Chen Jiansong, Liu Liangqian (Shenzhen)
深圳职业技术学院艺术设计学院 一熊涛涛、周汉新、陈剑松、刘良乾 (深圳)

The bionic design is inspired by the goat, one of the Chinese zodiac animals. The teapot features the marvelous shape and the tenon connecting structure. It seamlessly combines the handle and spout, woodcarving and ceramics, utilizing the heat resistance of ceramics and heat insulation of wood. It provides unique tea-drinking experience, and is also an ornament.

此提梁壶名曰“三羊开泰”，仿生设计灵感源自中国北山羊、藏羚羊等。设计创新了茶壶样式和连接结构，将把手和壶嘴、陶瓷和木雕工艺巧妙地融为一体，发挥了陶瓷耐热和木头阻热的材料特性。用户能够获得独特的饮茶体验，还能将茶壶用作装饰摆件。

Bravebull Teapot 拓荒牛壶

School of Art and Design, Shenzhen Polytechnic— Xiong Taotao, Zhou Hanxin, Chen Jiansong, Liu Liangqian (Shenzhen)
深圳职业技术学院艺术设计学院 一熊涛涛、周汉新、陈剑松、刘良乾 (深圳)

This work blends the beauty of the “Willing Ox” “Bravebull” “Lunar New Year Ox”, “Bull Market” and “Horns”. Regarding the “Willing Ox”, whoso the highest shall descend to low, and the humble men shall rise high. The “Bravebull” represents the hard-working spirit of the first builders of Shenzhen Special Economic Zone. The “Bull Market” is one of Shenzhen's positions in China.

本作品融“孺子牛”“拓荒牛”“生肖牛”“牛市”以及“牛角”之美于一身。其一为“孺子牛”，凡自高的必降为卑，自卑的必升为高。其二为“拓荒牛”，“拓荒牛”精神代表了深圳特区的建设者们的拼搏进取精神！其三，“牛”是十二生肖之一。其四，“牛市”是股市符号，“牛”市是深圳在中国的城市地位。其五，通过装饰配件设计，“牛”角造型在“有角&无角”“有牙&无牙”间转换。



SQUARE Luxury Aluminum Pen 品致高端金属笔

Shanghai KACO Industrial Co., Ltd.— Lin Fan
上海文采实业有限公司—林帆

SQUARE uses a special square barrel with a few simple lines, highlighting the user's unique taste. The aluminum bar is precisely processed by drilling, the anodized and sand-blasting surface is glossier, and the CNC technology improves efficiency and precision.

独特的方形笔身，几根简约的线条勾勒出与众不同的品位，演绎出方圆天地里的中正大气。实心铝棒精密钻孔加工，表面阳极氧化颜色出众，CNC数控技术，让品致尽显质感。



Happy Peacock Headphone (H.Peacock) 雀跃耳机

Shanxi Shrub Culture Communication
Company—Lin Fan (Taiyuan)
山西灌木文化传媒有限公司—林帆(太原)

The main patterns on this series of headphones are Xinjiang's peacocks embroidered in different shades of blue and surrounded by colorful flowers, highlighting a happy and peaceful atmosphere. The patterns were done by local embroiderers of Hami in Xinjiang. Hami Embroidery is a traditional ethnic handicraft, and also one of the national intangible cultural protection projects.

雀跃系列耳机以新疆的孔雀为主要图案，用深浅不同的蓝色丝线绣制，周围色彩鲜艳的花草作为陪衬来凸显鸟语花香及欢乐祥和的气氛。耳机图案则由新疆哈密当地的绣娘亲手绣制而成，哈密刺绣是新疆传统的少数民族手工艺，也是国家级非物质文化遗产保护项目之一。

JIA SHAN 家山

Shenzhen Caomuhe Cultural Arts Co.,
Ltd. — Li Guanlin (Shenzhen)
深圳市草木和文化艺术有限公司—李冠林
(深圳)

This design not only blends mountain modeling with the object, but also shows unique design in the object itself. It is very different from traditional Chinese tea sets, as the overall shape is slender and tall after adopting the “golden ratio” of Western aesthetics. Without blindly imitating the past, we want it to fit in every space of any decoration style, which is a feature of this tea set.

此套设计，不仅仅是简单地把山的造型与器物融合，对器物本身也进行了独特的设计。整体器型偏瘦高，和中国传统茶具造型大不一样，这是因为采用了西方美学的“黄金比例”来进行设计，我们希望此套茶具在任何装修风格的空间里都可以融入，并不希望它一味地学古，这也是此套茶具的一大特色。



Dynamic mechanical art (Reindeer) 机械艺术动态装置(飞鹿)

ShenZhen Gerwoo Interactive Culture
Communication Co., Ltd. (Shenzhen)
格物互动文化传播有限公司(深圳)

This dynamic mechanical craft is called “flying deer”. We first created its basic frame construction, integrated the mechanical dynamic transmission into the framework which drives each part, and then colored it. The ultimate design went further in dynamics. From all angles, we can see the “flying deer” move with the help of those delicate and crystal gears, showing the posture of running and flying.

这是一款名为“飞鹿”的动态机械工艺品。飞鹿的设计从结构和色彩开始，先创建出基础的飞鹿框架，再由此延伸出去，最后将机械动态传动结构融入这个框架中。极致的设计在动态中更进一步，从各个角度来看，都能看到它精致透明的齿轮带动着各个部位协调运动，呈现出奔跑和飞翔的姿态。

Sunteato Moonlight White Tea 山田土茶小饮-月光白茶

Shenzhen Sunteato Cultural Diffusion
Co., Ltd. (Shenzhen)
深圳山田土文化传播有限公司(深圳)

Basing on the concept of people orientation and friendly environment, we choose the most ecological material, “sugarcane fiber”, for demonstrating the natural and original taste of the moonlight white tea. Sugarcane fiber is different from ordinary paper material. You can feel the natural texture and warmth while touching it. As you can see, this is a simple, light and elegant white package. Without complex design and printing ink involved, it is as gentle and quiet as moonlight.

我们以人本和友好环境为概念，选择最生态亲密型的材质——“甘蔗纤维”，来表现月光白茶的自然原始。甘蔗纤维不同于一般纸制材料，当你触摸它时，可以感受它天然的质感与温度。如你所见，这是一款白色包装，简约轻巧又优雅，没有繁复的设计，也没有印刷油墨的参与，如月光般温柔宁静。



Sunteato Private Custom Tea 山田土私人订制茶礼盒

Shenzhen Sunteato Cultural
Diffusion Co., Ltd. (Shenzhen)
深圳山田土文化传播有限公司(深圳)

The product combines metal movable types and solid rosewood. The material of each box is carefully selected, while the pattern on each box is strictly polished. The wood grain with unique charm and the refined exclusive types form an unparalleled tea gift.

金属活字与实木花梨的结合，每个盒子的用材及花纹都经过仔细的挑选与苛刻的打磨。独具韵味的木纹，与精制的专属铅字，形成独一无二的专属茶礼。

Leisure &
Entertainment
Products
休闲及
娱乐用品

Leisure & Sports
休闲和体育运动

YO-WATCH SHINE 优沃绮 炫我系列

Shenzhen Polucy Smart
Technology Co., Ltd. (Shenzhen)
深圳宝路西智能科技有限公司(深圳)

Inspired by the rainy night sky, the watch is clean and elegant. The night sky may seem empty but actually hides everything. With the finest 316L steel case and the luminous hands, the watch is like bright light in space guiding confused young people to go all the way in the right direction.

产品外观设计灵感源自于雨夜浩瀚的夜空，干净素雅，虽夜空看似空无一物，但实际深藏万物；配以圆润的316L精钢外壳设计，夜光表针的搭配，就有如太空的一盏明灯，指引着迷茫的年轻人朝着正确的方向一路前行。





TANK BOX

Shenzhen ZANIDEA Creativity and Culture Co., Ltd. (Shenzhen)
深圳赞点创意文化有限公司 (深圳)

This is an outdoor Bluetooth speaker that embodies the spirit of adventurers. The handheld size brings multiple surprises for outdoor activities. The smooth and tight body is highly shock-proof. The silica gel material adds color to the edge and enhances the anti-falling effect. The Level 6 waterproof technology is used for the external cover of the speaker, while the smooth surface provides infinite possibilities for DIY creation.

这是一个体现冒险者精神的户外蓝牙音箱。一“掌”可握的体积，为户外活动带去多重惊喜；流畅型严密机身设计使防震优势尽显；硅胶材质为机身边缘添彩的同时更能起到防摔效果；6级防水技术加载音箱外网，平滑表面为DIY创作提供无限可能。

CHALLENGER BACKPACK CHALLENGER 背包

LEXON (Beijing/北京)

What evolution may it be with a black shoulder bag? Based on studies on the habits of shoulder bag lovers, the inside spaces are carefully designed, so that everything is just within easy reach of your hands, while visual beauty is ensured. Both the belts and handgrip can be hidden inside the bag.

黑色的双肩包还能有怎样的进化？LEXON研究了热爱大背包人群的使用习惯，将包包承载空间细致划分，每一个经常使用的物品都能在触手可及的位置拿到，同时为了保证视觉上的而流畅美观，背带和手把都能好好地藏进包装袋内。



APOLLO DOUBLE BACKPACK APOLLO 双层双肩背包

LEXON (Beijing/北京)

Designed for easy, comfortable carrying of mobile devices, paper documents and more, these bags feature numerous pockets which help organize and protect. They are constructed from water-resistant fabric, so the weather can't get to important cargo. Geometric lines subtly break up understated colors, imparting visible character which reflects well considered practicality.

设计简洁，能够舒适地携带移动设备、文件等，众多功能口袋可以更好分类与保护。附带防水外衣，天气无法影响你置于其中的重要物品。几何线条巧妙地打破了低调的颜色，经过深思熟虑的实用性是它最显著的特征。

Music pack 音乐背包

Tao Design (Hangzhou)
凸凹设计 (杭州)

It tries to interpret “tide”, “valuable” and “cool” more perfectly through geometric cutting. The black diamond type EVA hard shell, PU skin and hidden zipper make up excellent anti-theft and load-bearing design. The bag has a smooth cotton layer for shock absorption. The 2-inch stereo Bluetooth speaker provides hi-fi music as well as fast charge for other electronic devices.

Music pack试图用几何切割的方式去更加完美地诠释潮、尖、酷这三个字。黑色钻石型EVA硬壳面、PU表皮、隐藏式拉链，造就出色的防盗承重设计。隔袋专门加垫了光滑的棉质层，减震防摔。2英寸双声道立体声蓝牙音箱，提供高保真音乐的同时，对其他电子设备进行快充，出行必备良品。



PEANUT BACKPACK PEANUT 背包

LEXON (Beijing/北京)

In a nutshell, these lightweight foldable bags add an element of fun to practical on-the-go needs. Various models developed for different uses provide lightweight portability for on-the-go essentials. Distinguished by an external peanut-shaped pocket, these boldly colored bags are designed to confidently carry one's belongings.

LEXON PEANUT系列可折叠包能轻松演绎日常生活中的实用特性。各种款式为不同用途提供轻便可携带的随身必需品。采用非常易于辨识的花生外形，大胆运用色彩，可安心地放置您的个人物品。

AIRLINE DOUBLE BACKPACK AIRLINE 双层背包

LEXON (Beijing/北京)

The double-layered backpack has a simple and ergonomic design, and is stylish and practical. With a hidden shoulder strap and a lightweight aluminum handle, it can be converted at any time into a briefcase with a hidden laptop compartment. The bag has simple dividing lines, and the exclusive metal logo exudes an exquisite metallic feel.

AIRLINE 双层双肩背包，直立包型。简约又符合人体力学的外观设计，时尚实用。具有隐藏式肩带，配合轻盈的铝制手把，可任意随时变换为公文包，包内隐藏电脑隔层。包面有简约的分割线，还有金属感极致的Logo专属牌。





URBAN BACKPACK URBAN 背包

LEXON (Beijing/北京)

The briefcase is no longer the old-fashioned "black and grey", but has beautiful colors. The smooth and delicate rubber handles make for a light and comfortable grip. The product possesses a streamlined three-dimensional cutting and is waterproof. The crossover features of the twin slanted lines fuse simple design elements with a modern twist. It provides a lot of storage space.

公文包不再是那种古板的“黑灰”色调，加入的靓丽颜色，成为出行的配饰亮点。平滑细腻的橡胶双手提，提握舒适轻盈。精简的立体剪裁，防水特质。URBAN特色双斜线交叉设计，简洁的设计元素与现代主义色彩融合，超强的收纳空间，简洁时尚。

SPY DOUBLE BACK SPY 双层双肩背包

LEXON (Beijing/北京)

LEXON's SPY range of bags and luggage reflects the slick and straightforward functionality favored by those who are always ready for action. Designed by Luca Artioli, these pieces take their style from the design language associated with technical active clothing. Each model features various compartments for tech devices and paperwork, plus all the handles, straps and wheels necessary for comfortable transportation.

LEXON的SPY系列的包袋灵活且直接的功能性深受行动派们的喜爱。由Luca Artioli设计，这一系列的设计语言能够与行动派们的服装完美搭配。每个型号都有为移动设备和文件而准备的不同区分空间，加上把手和肩带，为不同的交通方式提供舒适的携带体验。



Funshell intelligent backpack umbrella FUNSHELL智能背包伞

FunTrip Intelligent Technology Co., Ltd. (Foshan)
佛山市趣途智能科技有限公司(佛山)

Funshell backpack umbrella redefines the use of umbrellas and backpacks, freeing your hands for more fun in travel. It provides high-efficiency sun protection, effective cooling and intelligent entertainment through a Bluetooth speaker. It is very convenient to operate the light-weight backpack umbrella.

趣篷智能背包伞重新定义伞与背包的使用方法，可以解放双手自由自在，高效防晒有效降温，蓝牙音箱智能所享，操作便捷重量轻盈。

The ezkeep treadmill 奇步派

Guo Kaisheng (Xiamen)
郭开盛(厦门)

The ezkeep treadmill has a variety of exercise modes to be switched easily, including slow walk, brisk walk and jogging. The sit-ups design makes exercise more comprehensive. The built-in LED display clearly shows the mileage, time, speed, calories burned and other data. With the iPad support and stereo system, entertainment can go with sports.

拥有多种运动方式，慢走、快走、慢跑，随心切换，更有贴心的仰卧起坐设计，锻炼更全面。产品界面内置LED显示屏，运动里程、时间、速度、消耗卡路里等数据一目了然。步派iPad支架和立体音响，让追剧与运动同步，让趣味与运动同步！



SmartBand 智能手环

Phicomm (Shanghai) Co., Ltd.—Yu Qinke, Chen Qiuer, Chen Xi, Zhang Xu, Wang Feifei, Liu An, Wang Jianfeng, Guohui (Shanghai)
上海斐讯数据通信技术有限公司—余勤科、陈秋儿、陈曦、张旭、王飞飞、刘安、王建峰、付国辉(上海)

The W1 band is exquisitely designed with a curved OLED touch screen making it comfortable for daily wear and operation. The dark tarnish PVD decorated on both sides of the screen embodies the calm and dynamic style. The W1 band is designed for sports, and the three built-in positioning systems, BDS, GLONASS and GPS, provide accurate position information for the users.

W1采用 OLED弧面触控屏设计，保证手环舒适佩戴的同时也能提供用户顺畅的操作。屏幕两侧深锖色PVD设计，让手环有沉稳的设计风格又不失动感。W1手环专为运动设计，内置BDS、GLONASS、GPS，三种模式的卫星定位系统确保手环精确的定位。

YESOUL SMART CYCLING 野小兽智能动感单车

YESOUL(Shanghai)
野小兽(上海)

It integrates a 19.5-inch touch screen for live streaming by coaches, courses on demand and motion data management, working with an app to make real-time guidance available at home. It is also equipped with power sensors only for top medical rehabilitation devices, facilitating the immediate output of the user's motion data and making the training more scientific and effective.

简洁优雅的设计风格，引领家庭健身设备新时尚。车头集成了19.5英寸的智能触摸屏，预装YESOUL APP，可实现教练直播、课程点播、运动数据管理，让用户在家也能获得实时指导；只有顶级医疗康复设备才会配备的功率传感器，可即时输出用户的运动数据，大大提高了训练的科学性和有效性。



Lolly

Shenzhen ZANIDEA Creativity and Culture Co., Ltd. (Shenzhen)
深圳赞点创意文化有限公司 (深圳)

This is a Bluetooth speaker. It is compact and easy to carry. With concise geometry design, the whole product does not have too many surfaces. Bluetooth connects the phone and plays music, while the speaker enables hands-free phone calls. The built-in polymer lithium battery lasts for about five hours.

这是一款蓝牙音箱。小巧的外形，携带方便。简洁的几何形设计，整个产品没有过多的曲面。蓝牙连接手机，播放音乐，通话免提，可以直接对着音箱打电话。内置聚合物锂电池，可持续播放五个小时左右。



Sugar Sugar蓝牙迷你音箱

Shenzhen ZANIDEA Creativity and Culture Co., Ltd. (Shenzhen)
深圳赞点创意文化有限公司 (深圳)

This is a Bluetooth speaker. It is compact and easy to carry. The design of the buttons is also one of the highlights of the speaker. The buttons of "+" and "-" are for volume control with long press, and for switching to the previous or next track with short press. We design the icon to integrate the two functions very well.

这是一款蓝牙音箱。小巧的外形，携带方便。按键的设计也是该音箱的一个亮点，在按键“+”“-”的图标上，长按是大小音量的控制，短按则是下一首和上一首，而我们设计的这个图标把大小音量与上下首的切换很好地结合在了一起。

Leisure & Entertainment Products 休闲及娱乐用品

Games & Hobby 游戏及兴趣爱好产品

BEVA Baby 贝瓦故事机

AZ Design (Shenzhen)
上善设计 (深圳)

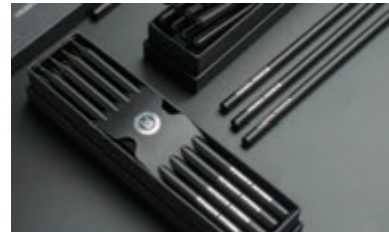
The story machine has a much personified image. The large buttons often used by children are placed on the side for convenient tapping, while the buttons mainly for parents are put on the front where they can easily press their thumbs.

贝瓦宝宝故事机沿用贝瓦人物形象，整体设计保留最大化的人物形象使产品拟人化，减少产品感。双向向使用设计注重儿童与家长使用体验。儿童常用键置于便捷拍打的侧面大按键；家长常用键，放于拇指方便用力的正面区域，清晰准确。



Leisure & Entertainment Products 休闲及娱乐用品

Other 其他



Black hole 黑洞

Ningbo Morgen Design Co., Ltd. (Ningbo)
宁波摩根工业设计有限公司 (宁波)

Twelve dark wood pencils are fixed in the pencil case by a piece of punched rectangular plastic sheet, with some space between the holes to avoid collision. The sheet is squeezed into an arch bridge to prevent the pencils from crashing during transportation. One end of the sheet is fixed on the inner wall, and the other end is used as a supporter when the penholder rises.

12支黑木铅笔，穿过打孔塑料片有序地固定在铅笔盒中。相邻孔留有间距，使铅笔之间不会产生碰撞。塑料片挤成一个拱桥，可以吸收运输过程中产生的撞击力。塑料片一端粘在内壁上固定，另一端在笔架升起时起支架作用，使用铅笔时拉起支架整个包装就是一个支架系统。

GUSITU S101 SUITCASE GUSITU S101行李箱

Su Kaixiang (Dongguan)
苏凯翔(东莞)

The GUSITU S101 suitcase design is inspired by the traditional Chinese washboard, featuring the shell made of polycarbonate material, the frame of aluminum alloy, the newly designed draw-bar, lock and wheels, and an additional bottom handle to facilitate placing luggage in a high rack.

古思图S101旅行箱设计灵感来源于中国传统的搓衣板，箱体外壳材质采用聚碳酸酯，外框采用铝合金，全新设计了拉杆、锁具和轮子，增设的底部把手方便把行李放置于高处的行李架。



ENERGY PET 能量宠物

Shenzhen ZANIDEA Creativity and Culture Co., Ltd. (Shenzhen)
深圳赞点创意文化有限公司 (深圳)

The three little animals are Teddy, Frank and Lucky. With a cute look, they are not just portable power banks, but also little toys. Their heads can rotate freely, making them more vivid and playable. Under the short legs are four small suckers to grip the back of a mobile phone or tablet, integrating the mobile phone with the power bank and making single-hand operation more convenient and secure.

三个小动物，它们分别是Teddy、Frank和Lucky。它们有可爱的外形，不止是一个移动电源，更像是一个小玩具。头部可以自由旋转，这让它们更加生动，更有可玩性。在它们的小短腿下，是4个小吸盘，可以吸附于手机（平板设备）的背面，与手机（平板设备）紧密地贴合在一起，形成手机与移动电源一体化，单手操作更方便，让使用者更有安全感。



Dora 小盆友

Shenzhen ZANIDEA Creativity and Culture Co., Ltd. (Shenzhen)
深圳赞点创意文化有限公司 (深圳)

Dora is a power bank as well as a hand warmer. Its shape is inspired by a hanging vase. Three options are available for the “plant” at the top of Dora: a green leaf, a cactus, and a floret, each with a “bottle” in a different fresh and pure color.

小盆友是一款充电暖手宝，既能做暖手宝，也可做充电宝。小盆栽外形的灵感来源于悬挂式的花瓶。有3种植物的选择，分别是小绿叶、仙人掌和小花。每个植物搭配不同颜色的瓶身，配色清新。

LA LUNA LA LUNA 夜灯移动电源

Shenzhen ZANIDEA Creativity and Culture Co., Ltd. (Shenzhen)
深圳赞点创意文化有限公司 (深圳)

This is a portable power source with lighting function. With a capacity of 6,000mA, it can meet the demand of daily mobile devices. The bottom is equipped with three indicator lights to indicate the remaining capacity. The highlight of the product is a hollowed-out round at the top, which can illuminate with comfortable yellow and white light, and can be used as a night lamp.

这是一款有照明功能的移动电源。配备6000毫安的容量，能够满足日常移动设备的用电需求。底部配备3颗指示灯，来表示容量剩余的大小。该产品的亮点在顶部的一个镂空圆形，这个圆形能发光照明，灯光呈舒适护眼的黄白光，当小夜灯使用。



Professional & Commercial Products
专业及商业用品

Designs for Medicine & Health care
医疗及护理



Smart Dental Detector 牙侦探智能口腔自测仪

Xiamen LKK Design Co., Ltd. (Xiamen)
厦门洛可可设计有限公司(厦门)

This is a wireless, smart, ultra-light and portable dental health detector. It can not only make dental environment easily visible, but also precisely locate and detect early stage dental problems. Many well-known dentists have joined the supporting app.

一款无线、智能、超轻、便携的口腔自测仪，不仅让口腔环境清晰可见，而且精准定位和诊断各种口腔疾病。同时，大量来自各地的知名牙医入驻配套APP，通过互联网搭建可靠、智能的口腔健康管理服务平台。

U1 Electric Toothbrush U1电动牙刷

inDare Design (Shenzhen)
深圳市格外设计经营有限公司 (深圳)

U1 is an innovative electric toothbrush with a large capacity lithium battery as the power source, which needs charging only twice a year. It is charged through the USB port, which is five times faster than before and can be done anytime and anywhere. The wall-hanging accessory suits the modern bathroom that is lack of space.

U1是一款创新型电动牙刷，以大容量锂电池为电源，每年只需充电两次。通过USB端口充电，比以前快五倍，而且可随时随地进行。壁挂配件适合空间狭窄的现代浴室。



Dometic Portable Insulin Cooling Case 多美达便携式冷藏盒

Artop Design Group Co., Ltd-Shi You/
Dometic Group Asia Pacific, Dometic
Waeco Trading (Shenzhen) Co., Ltd.
(Shenzhen)
浪尖设计集团有限公司-石右/多美达唯固贸易 (深圳) 有限公司 (深圳)

This is a portable insulin cooling case, avoiding risks for the diabetics or patients with low insulin when they are out. The data such as the cooling temperature, cooling duration and battery level are visualized. The protective inner structure using smooth sand blast technology prevents the collision between the medicine and interior wall.

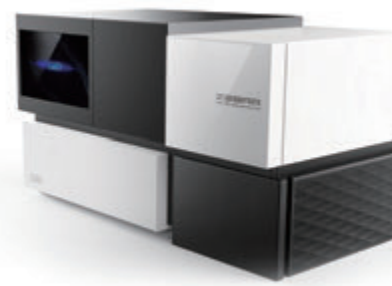
这是一款具有恒温冷藏功能的胰岛素便携冷藏盒，有效防止糖尿病患者或胰岛素分泌不足人士在出行过程中药品失效带来的危害。可视化设计让冷藏温度、冷藏时长、电池电量等数据更为直观；内胆采用圆滑喷砂设计有效防止药品和内壁的碰撞。

BGISEQ-500

Shenzhen ND Industrial Design Co., Ltd. (Shenzhen)
深圳市无限空间工业设计有限公司 (深圳)

It is a desktop gene sequencing equipment. The clear modular design highlights the function area. One-button sequencing and the 19-inch touch-screen operation makes the product easy to use. The lights, vents and other details come from the DNA double helix structure. The clean surface is dirt-proof and easy to clean and sterilize.

这是一款桌面化基因测序设备。清晰的模块化设计突出了功能区域。一键测序和19英寸触摸屏操作使产品易于使用。指示灯、出风口和其他细节取材自DNA双螺旋结构。清洁的表面有防尘功能，易于清洁和消毒。



Professional & Commercial Products
专业及商业用品

Vehicles (Land, Water, Aerospace)
运输工具 (陆用、水用及航空)

SOCO TS Smart Electric Motorcycle SOCO-TS城市锂电跨骑车

SUPER SOCO Intelligent Technology (Shanghai) Co., Ltd.—Sherman Xie, Zheng Linteng (Shenzhen)
速珂智能科技(上海)有限公司—谢玉贤、郑霖腾(深圳)

Founded in 2015, SUPER SOCO focuses on providing new energy smart transportation solutions for urban light travel. With a player's heart, it offers "cool and fun" products to global users, allowing more people to enjoy the fun of traveling.

速珂智能科技(上海)有限公司(SUPER SOCO)成立于2015年, 聚焦于为城市轻出行提供新能源智慧交通解决方案。以玩者之心为全球用户提供“酷和好玩”的新科技产品, 让更多人享受出行的乐趣。



The new PANTHER | Aircraft Rescue and Firefighting Truck. Faster. Stronger. Safer. 新美洲豹|飞机救援车、消防车 更快更强更安全

Rosenbauer | Spirit Design (Vienna, Austria/奥地利维也纳)

The forward thrust of the silhouette and the lowered cabin furnish the truck with an appearance bringing to mind the lowered head of a big cat indicating its readiness to pounce in any emergency. Although the new Panther still features the typical cabin form of its predecessors, the newly designed front with more glass significantly improves all-round visibility.

整车轮廓呈现向前的推力, 驾驶舱降低, 整车就像一只大型猫科动物垂下头, 表明它随时准备在紧急情况下发起突袭。新美洲豹沿用了旧款的经典驾驶舱造型, 但新设计的前部有更大的玻璃窗, 提升了全方位视野。

MOANA 56 莫阿娜 56 双体游艇

MOANA YACHTS—Chris Wang (Shenzhen)
深圳市莫阿娜游艇有限公司—王岷岷(深圳)

It sets a new bench mark in yachting industry. The exterior design breaks the conventional impression, with the sleek lines and dynamic surfaces bringing a great sense of future, accompanied by a huge 8-meter width of the vessel. The fluid line design and sophisticated manufacturing process ensure superior navigation efficiency and stability.

运用了全新的未来派设计语言和先锋设计风格, 采用了大量突破性的工艺及设计。极具科幻感的船身线条及漆面, 搭配8.1米的非凡船身宽度。CFD流体力学测试的流体线型设计和精良的制造工艺确保了她在海上航行时拥有超高的航行效率和稳性。



SOCO TC COLOR electric motorcycle SOCO TC Color城市锂电电动车

SUPER SOCO Intelligent Technology (Shanghai) Co., Ltd.—Sherman Xie, Zheng Linteng (Shenzhen)
速珂智能科技(上海)有限公司—谢玉贤、郑霖腾(深圳)

The heightened retro handlebar, wide and thick coffee seat cushion, classic round lamp modeling, retro round instrument, and perfect streamline... We use new energy and Internet technology to conduct a cultural renaissance for the spirit of cafe racers, making it shine again in the age of intelligent technology.

加高复古车把、宽厚咖啡座垫、经典圆灯造型、复古圆形仪表、完美流线型……我们用新能源和互联网科技对café racer的精神进行一次文化复兴, 让café racer的精神在智能科技时代重焕光彩。

Lithium Folding Bike 微单V1 锂电折叠自行车

Lkk (Beijing)
洛可可(北京)

The V-danci V1 Lithium Folding Bike is designed for the young as a green transport tool pursuing perfection, best controlling intelligence, distinctive personality and parking convenience. The frame, fork, handle bar, ladder and crank of V-danci V1 are made by aluminum alloy combined with 3D forging techniques, creating a new design structure with invisible weld bead, screws and folder, and meeting the imagination of future travel.

微单V1是面向年轻人的一款极致完美、智能操控、张扬个性、便于存放的绿色交通工具, 希望能解决城市年轻人出行的痛点。微单V1采用3D一体锻造的车架和前叉, 首次创造出焊道隐形、螺丝隐形、折叠器隐形的全新设计架构, 满足了对未来出行的想象。



Professional & Commercial Products
专业及商业用品

Vehicles
Product
汽车装备



Moonlight Box 月光宝盒

Shenzhen Carku Technology Co., Ltd.—Hu Yidan (Shenzhen)
深圳市华思旭科技有限公司—胡益丹(深圳)

The product adopts a racetrack shape, and the middle part performs a “waist” treatment. Treated with the piano lacquer process, the upper and lower decorative parts are elegant and superior. The features of steps at both ends increase the sense of levels. The buttons and indicator lights are streamlined, with slightly raised areas, making the product more attractive.

产品采用跑道形, 中部做了“收腰”处理, 简约而不简单。上下装饰件采用钢琴漆工艺处理, 尽显高雅有档次。首尾两端采用台阶的特征, 增加层次感。按键和指示灯的造型, 采用流线型造型, 局部微微凸起, 使产品整体造型更具魅力。



RESCUERS 救援者

Shenzhen Carku Technology Co.,
Ltd.—Hu Yidan (Shenzhen)
深圳市华思旭科技有限公司—胡益丹 (深圳)

The design adopts the style of sports cars, unique and cool. The LED light is rotatable vertically, easy to shine at any direction in emergency. The built-in air-compressor and jack are powered by battery, totally setting our hands free. The lifting capacity is up to 3T. It also provides jumping current from 200A to 400A while the 12V engine is shut off because of dead battery or low battery.

整机造型采用了跑车外观造型设计，造型独特拉风，凹凸有致。照明灯采用可旋转式设计，可以轻松应对汽车应急使用时对灯光照明方向的需求。内置打气泵和千斤顶功能，一键电动升降和打气，操作方便。最大载荷3T，解决汽车在突发状况下的应急需求。汽车电瓶没电、亏电等造成熄火时，能提供200A-400A电流而瞬间启动汽车。

Ruifeng 锐锋

Shenzhen Carku Technology Co.,
Ltd.—Zhang Jiayong (Shenzhen)
深圳市华思旭科技有限公司—张家勇 (深圳)

This compact and portable product provides a cell capacity reserve of 15000Mah as well as lighting and warning lamps. The intelligent current output provides stable guarantee for each ignition. The product can work in harsh weather conditions, easily started at -20 to 60 degrees Celsius (-4 to 140 degrees Fahrenheit).

本产品提供15000Mah的电芯容量储备，且外观小巧易携带；附带照明警示灯。产品外置智能电流输出，为汽车每一次打火启动提供稳定保障。产品能在恶劣的天气状况下使用，可实现-20℃至60℃/-4°F至140°F轻松启动打火。



Impression 印象

Shenzhen Carku Technology Co.,
Ltd.—Charlie Wang (Shenzhen)
深圳市华思旭科技有限公司—王群 (深圳)

Impression is a product that won the iF product design award and Shenzhen Gift Award in 2017. The 12V car battery provides a jumping current from 300A to 600A to instantly start the vehicle. The car protects against reverse polarity, reverse charge, short circuit, over temperature, over charge and over discharge, safeguarding each start.

Impression是在2017年荣获德国IF设计奖、深圳礼物的一款产品。12V汽车电瓶能提供300A-600A电流而瞬间启动汽车；产品搭配六大保护的智能电瓶夹（反接保护、反充保护、短路保护、过温保护、过充保护、过放保护），为每次启动提供安全保障。



Power train 动力火车

Shenzhen Carku Technology Co.,
Ltd.—Charlie Wang (Shenzhen)
深圳市华思旭科技有限公司—王群 (深圳)

The name of this work means to provide customers with a steady stream of energy. The 12V car battery provides a jumping current from 300A to 600A to instantly start the vehicle. The car has a built-in high capacity green lithium polymer battery pack with special formula for safety and smart control. The jumping port with 3pin technology provides extra protection.

此款作品的名字为动力火车，寓意为客户提供源源不断的能量。12V汽车电瓶能提供300A-600A电流而瞬间启动汽车；采用环保的锂聚合物电池和安全的高功率智能芯；产品点火接口采用3PIN接口输出；为车主提供多一层保障。

Professional &
Commercial
Products
专业及
商业用品

Electronic
Devices
电子设备

usaaan 斑马有伞

EBENZ Branding Solution Co., Ltd.
—Qin Zhen, Feng Ligeng, Mo Meiyin,
Chen Minjia, Fan Sihui (Guangzhou)
广州市意本象品牌策划有限公司—秦臻、冯力耕、莫美茵、陈铭佳、范思慧 (广州)

It is an umbrella rental platform to help people travel conveniently on a sunny or rainy day. Instead of the old-fashioned box shape of traditional public facilities, the umbrella stand and umbrellas nicely match each other. With “one lock for multiple umbrellas”, it is easy to manage the product at low costs. The upper elbow has 99-degree corners to save space.

斑马有伞是一个晴雨伞租借平台，解决人们日常晴雨天便利出行的需求。抛弃传统公共设施的盒子古板造型，伞架与伞互相映衬。“一锁管多伞”的设计原则，成本低便于管理；工艺上，上层弯管以转角位99度，节省空间。



Professional &
Commercial
Products
专业及
商业用品

Other
其他



X1100 industry-class UAV X1100行业级无人机

Zhejiang Hovfree Intelligence
Technology Co., Ltd. — Chen Li
(Hangzhou)
浙江华飞智能科技有限公司—陈力 (杭州)

As the world's first industry level UAV featuring obstacle avoidance, it combines battery and handgrip, abandons the traditional aviation plug, reduces boot steps and is easy to carry. It can still fly normally even when one propeller stops working. Modular design makes maintenance easy. It has dual navigation of GPS and Beidou, an operation radius of 10km and an endurance of 40 minutes.

全球首款智能避障行业级无人机，将电池、手把结合一体，摒弃传统航空接插头，减少开机步骤同时便于提拿整机。拥有最新断桨保护技术，任意一个桨停转，无人机都能正常飞行，提高使用安全性；模块化结构设计，便于后期维护；智能避障；GPS和北斗双模导航，作业半径10km，续航时间40分钟，可应对不同使用场景。



Baby First V505F PLUS 宝贝第一铠甲舰队PLUS V505F

MAX-INF (Ningbo) Baby Product Co.,
Ltd. — R&D (Ningbo)
麦克英孚(宁波)婴童用品有限公司-研发部
(宁波)

It is a safety seat for children of Groups 1, 2 and 3, from nine to 36 kilograms in body weight, and from nine months to 12 years of age. It can be installed in accordance with the ISOFIX standard or through a three-point seat belt. The installation is simple, and the stability and reliability are higher than those of traditional methods. It has a national invention patent.

宝贝第一铠甲舰队PLUS V505F是一款1/2/3组汽车安全座椅,适用于体重9-36kg的儿童,适合年龄约9个月到12岁。座椅的安装固定可以采用ISOFIX或3点式安全带安装,安装简便,且稳定性和可靠性高于传统方式。



Baby First R101A 宝贝第一企鹅萌军团R101A

MAX-INF (Ningbo) Baby Product Co.,
Ltd. — R&D (Ningbo)
麦克英孚(宁波)婴童用品有限公司-研发部
(宁波)

Baby First R101A is a Group 0+ and Group 1 car seat for children from newborns to 18kg in body weight. It can rotate by 360 degrees, which makes it easier to get the kids into or out of the seat. It has four recline positions for rearward facing and three recline positions for forward facing, ensuring maximum comfort whilst complying with the highest standards of safety.

适合新生儿到18公斤体重的儿童。这款儿童汽车座椅可以360°旋转,这使得它更容易把孩子抱入或抱出座位。R101安装时后向安装有4档角度调节,前向安装3档角度调节以确保最大的舒适性,同时具备最高的安全标准。

Other 其他



Round brooch 圆形胸针

Shenzhen Dongchang Jewellery Co.,
Ltd. —Sol, Wen (Shenzhen)
深圳东长珠宝首饰有限公司
一张硕、陈小文(深圳)

The round brooch uses a simple circular frame and plane pin structure which breaks the conventional complicated locking structure of a brooch. It makes use of metal's physical elasticity to unlock the pin by pressing the round structure and changing it to an oval one. The structure is decoration.

使用简洁的圆形线框及平面针位结构,打破常规胸针繁复的锁扣结构,利用金属物理弹性按压使圆形变椭圆形从而解锁针位来佩戴,结构即装饰。

Rotary Earring 弹簧耳钉

Shenzhen Dongchang Jewellery Co.,
Ltd. —Sol, Wen (Shenzhen)
深圳东长珠宝首饰有限公司
一张硕、陈小文(深圳)

Rotary earring, an exclusive new type of ear needle structure, uses extremely elastic 18k gold thread. With the ear hole as the center point, the ear needle is turned into the ear through the rotation structure, without an ear plug behind the ear needle.

弹簧耳饰,公司独家研发的新型耳针佩戴结构,采用极具弹性的18k金线材质,通过弹簧旋转渐进的结构,以耳洞为中心点,转动耳针入耳佩戴,无需另外配置耳针背后的耳堵。



IPL Hair Removal Device Joy Version IPL光子脱毛仪

Shenzhen CosBeauty Technology
Co., Ltd. —Darth (Shenzhen)
深圳可思美科技有限公司-肖欣悦(深圳)

It is a home use hair removal device adopting IPL (intense pulsed light) technology. Different from other physical hair removing methods that may cause discomforts, this product is comfortable to use and easy to operate. With a compact and simple design, it is more oriented to ladies. It supports cordless operation and is equipped with lamp cartridges suitable for different parts of body.

这是采用IPL脉冲光技术的家用脱毛产品系列。不同于其他物理脱毛方式可能带来的不适,这款产品用起来非常温和,操作简便。产品更多地是面向爱美的女性,所以设计得足够轻巧,支持无线操作,配有适用于全身各部位的灯头。



Past President of
ico-D, SDA Juror
and awarding guest
David Grossman
国际设计理事会前任主
席、环球设计大奖评委、金
奖颁奖嘉宾戴维·格罗斯曼



SDA awarding
ceremony on live
环球设计大奖
颁奖典礼现场

AWARDING CEREMONY

On the evening of April 20, 2018, the awarding ceremony of the first edition of the Shenzhen Global Design Award (SDA), which attracted worldwide attention, was held at the studio of the Shenzhen Media Group. The prizes for the first edition of the SDA totaled US\$1 million, including a Grand Award of US\$200,000. AF Design won the Grand Award with a foldable electric scooter called Halo City.

The Gold Awards were given to the WT2 Real-time Earphone Translator by Shenzhen Timekettle Technologies Co., Ltd. and the BioLite CampStove 2 by BioLite of the United States. The jury thought that these two works were unique and people-oriented, turning impossibility into possibility through innovation. The former enables a person to communicate freely with another using the earphone, regardless of their nationalities or languages. The latter can convert the heat into electricity after igniting the flame, allowing campers to enjoy food and illuminate the night. In addition, four products, including the KANDAO Obsidian 3D VR Camera by Kandao Technology Co., Ltd., won the Silver Awards, while 10 products, including the JMGO P2 Smart Portable Theater, won the Bronze Awards.

The SDA aims to discover outstanding designs and designers with foresight, creativity, dynamics and influence. The first edition of the SDA received 1,014 submissions by 85 designers, 218 companies and 303 organizations from 12 countries and regions around the world. The organizing committee invited eight world-class designers to form a jury to select the award-winning works.

Han Wangxi, director of the International Communication Office of the CPC Shenzhen Municipal Committee, director of the Shenzhen City of Design Promotion Office and director of the Organizing Committee Office of the Shenzhen Design Week, said at the awarding ceremony that he hoped that the SDA could promote the exchanges and cooperation between designers from all over the world, could encourage the industrialization of creativity and design and the promotion of creativity and design concepts, and could become a grand event, a wind vane and an academy award for the global design community. He said that the next edition of the SDA would see richer categories and elements.

Grand Award winner
Halo City on stage
全场大奖获得者光环微电折
叠单车以独特方式出场



Tapani Hyvönen
presents the Grand
Award to winner
全场大奖获得
者与颁奖嘉宾





CEO of the Chartered Society of Designers, awarding guest Frank Peters
英国特许设计师协会CEO、铜奖颁奖嘉宾弗兰克·彼得斯
Frank Peters



SDA silver award winners and SDA Juror Barbara Pietrasanta
环球设计大奖银奖获得者与颁奖嘉宾芭芭拉·彼得拉桑塔



Frank Peters presents the Bronze Award to winners
10位铜奖获得者与颁奖嘉宾合影



需要加上英文说明

Han Wangxi, director of the International Communication Office of the CPC Shenzhen Municipal Committee, the Shenzhen City of Design Promotion Office and the Organizing Committee Office of the Shenzhen Design Week
市委外宣办主任、设计之都推广办主任、设计周组委会办公室主任 韩望喜

颁奖典礼

2018年4月20日晚，全球瞩目的首届深圳环球设计大奖颁奖典礼在深圳广电集团演播大厅举行。首届深圳环球设计大奖总奖金100万美元，其中全场大奖奖金20万美元。上海岸峰工业设计凭借作品Halo City光环-微电折叠车最终折桂。

两件金奖作品为：深圳时空壶技术有限公司WT2实时翻译耳机、美国BioLite公司野营用炉二代。评委认为，这两件作品独具匠心又以人为本，通过创新让不可能成为可能。前者只要将一只翻译耳机交给对方，人们就能自由交流，不分国籍，不分语种。后者只要点燃火焰，就能把热能转化为电能，让野外露营的人们，不仅拥有美食，还能把黑夜照亮。此外，深圳看到科技的“黑曜石” 3D VR摄像机等4个产品获得了银奖；坚果P2智能移动影院等10个产品获得了铜奖。

环球设计大奖旨在发掘和发现独具前瞻力、创造力、驱动力、影响力的设计师及优秀设计作品。首届环球设计大奖吸引了全世界12个国家和地区的85位设计师218家企业303个机构1014件作品参赛。组委会邀请到8位国际一流设计师组成评审团，评选出获奖作品。

深圳市委外宣办主任、设计之都推广办主任、设计周组委会办公室主任韩望喜在颁奖典礼上致辞时表示，希望通过举办环球设计大奖，促进世界各国设计师之间的交流与合作，鼓励创意设计的产业化发展以及创意设计理念的推广，希望大奖成为全球设计界一大盛事、风向标、奥斯卡。他表示，环球设计大奖将在下一届加入更加丰富的类别和元素。





The SDA Exhibition was held at the MOCAPE from April 20 to 30 and won professional and public acclaim. Exhibits included 17 winner projects and over 300 other excellent works.



As a local industrial design force of Shanghai, China, AF Design has been deeply involved in innovative design in urban travel, equipment manufacturing, intelligent technology and other fields for more than 10 years. It is a great honor to be recognized by the Shenzhen Global Design Award and to be given the highest honor of the contest. This is the second time that we have won a world-class award in Shenzhen following the Shenzhen Design Award for Young Talents in association and cooperation with the UNESCO Creative Cities Network. Once again we feel the international vision of Shenzhen, the opening of Shenzhen, the tolerance of Shenzhen, and the power of Shenzhen!

—Xie Chunlei/AF Design

Sunteato is a cultural and creative tea brand. It is also a long-term developing project of searching tea. A field work group composed of designers, advertisers and aboriginal tea farmers go deep into the source areas, searching for high quality and reliable good tea for tea friends. By insisting a brand new aesthetic appreciation and an exclusive customization of small and beautiful products, we practice creative tea with the warmth of hand-making, sharing the land memory in the growth rings and the natural energy in the leaf veins to friends.

—Sunteato

JU&KE Studio is honored to be awarded the Silver Award of the Shenzhen Global Design Award 2017 among 1,014 entries. This award is a huge support for a new company like ours, and we are glad to see Shenzhen putting so much emphasis on the importance of design. Thanks to Shenzhen's government efforts, the city is becoming one of the most attractive places for designers to settle in. The city is very modern, young and dynamic with thousands of startups busy innovating and creating the future. We believe that design has a key role to play in it and that is why we decided to open our design studio in Futian, Shenzhen. We focus on helping Chinese companies to develop successfully into the Chinese market supporting them by visual identity and industrial design. We are also very interested to explore the Chinese market, because as we know China is undergoing a huge transformation with its new generation, seeking quality and well-designed products. We wish to explore cross-cultural design by mixing our international design experience with local cultural companies and Chinese designers. As a Shenzhen company, we do appreciate the support from the Shenzhen government and will always contribute to Shenzhen's design ecosystem.

—JU&KE Studio

环球大奖优秀作品展作为设计周重点环节,于2018年4月20日至30日在当代艺术与城市规划馆举办,吸引了大批设计爱好者关注,并获得一致好评。本次展览除已获奖的17件作品外,还展出了300余件优秀作品,为深圳市民带来了一场设计盛宴。



岸峰设计作为中国本土的上海的工业设计力量,深耕于城市出行、装备制造、智能科技等领域设计创新10余年,能够得到深圳环球设计大奖的认可,并给予全场最高荣誉,我们倍感荣幸。这也是继联合国教科文组织创意城市网络深圳创意设计新锐奖之后第二次在深圳获得世界级奖项,让我们再次感受到深圳的国际化视野、深圳的开放、深圳的包容、深圳的力量!
——谢春雷/岸峰工业设计

矩刻工作室很荣幸在1014件作品中突围,获得深圳环球设计大奖银奖,这对成立不到两年的矩刻工作室是巨大的支持。我们很开心深圳政府重视设计,这座城市对于设计师的吸引力越来越大。深圳现代,年轻,有活力,众多初创公司用创新创造着城市未来。我们坚信设计在其中扮演重要角色,这是矩刻在福田创立设计工作室的原因。我们通过品牌设计和工业设计帮助中国公司成功进入中国市场。探索中国市场的强烈兴趣,来源于我们充分了解,中国正处于新一代消费的巨大转型中,追求好质量和好设计。我们希望充分运用国际设计经验,结合本土文化企业和中国设计师,一起探索跨文化设计。作为深圳企业,我们由衷感激深圳政府的支持,也会继续为深圳设计生态系统做贡献。

——矩刻

山田土是一个文创茶品牌,也是一个长期发展的找茶项目。由设计师、广告人和原乡茶作者组成的田野工作群,深入原产地,为茶友寻找高品质放心好茶。希望通过崭新的审美追求和小而美的专属定制方式,实践带有手作温度的创新茶品,把年轮里的土地记忆和叶脉里的自然能量分享给朋友们。

——山田土





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Dongguan Artop Design Co., Ltd./ Airmate Electrical (Shenzhen) Co., Ltd.
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东莞常平国际创新港绿15号绿圃空间站D栋1

楼意象设计

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