

GOtrend 金汐奖[®]

2019

年鉴/YEARBOOK

Rational Design Continuous Innovation

科学设计，持续创新



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What is GOtrend
金汐奖介绍



2019

设计 = 把方案做出原型交给生产部门? 设计应该在产业链各个环节中都负起责任!

设计 = 产品? 产品加服务等等于解决方案!

设计 = 满足生产 + 销售? 设计应该贯穿整个生命周期!

设计只服务于商业世界? 设计应该承担社会责任! 设计必须满足经济、社会和环境的可持续发展!

从这个意义上来看, 也许我们需要重回启蒙。

从 2015 年起, 我们将深圳国际家具展优秀参展商评选升级为 "GOtrend 金沙奖"。

每年 3 月金沙奖在深圳时尚家居设计周暨深圳国际家具展对外揭晓。

2019 年第五届金沙奖, 将继续围绕 "科学设计, 持续创新" 为核心理念, 推动中国家具设计向健康科学、理性、可持续的方向发展。

所谓科学, 不是流程上的固化, 是对理性思维的致敬, 更是事物本质的追寻;

所谓持续, 不是时间上的重复, 是对人与自然的敬畏, 更是良性系统的循环。

从本届金沙奖开始, 我们将不仅对作品的外观造型、使用功能、人性化设计、环境友好和整体性作审查和评估, 还将对作品的商业设计思维、创新设计思维、可持续设计理念做进一步的评审。我们坚信, 只有不断拔高评审标准才能为行业真正推举卓越的设计。

不是所有金奖都叫 GOtrend 金沙奖, 金沙只为这个时代而甄选。

Design = Deliver the prototype to the Production Department? Design should be responsible for every link of the industrial chain!

Design = Product? Product + Service = Solution!

Design = Satisfy Production + Sales? Design should run through the entire life cycle!

Design only serves the business world? Design should take social responsibility! Design must meet the sustainable development of economy, society and environment!

In this sense, perhaps we need to return to enlightenment.

We have upgraded the outstanding exhibitors of Shenzhen International Furniture Exhibition (SIFE) to GOtrend since 2015.

GOtrend is announced every March at Shenzhen Creative Week and Shenzhen International Furniture Exhibition (SIFE).

The Fifth GOtrend in 2019 will be committed to the core concept of "Rational design&Continuous innovation" in an effort to promote the development of Chinese furniture design towards a healthy, scientific, rational and sustainable direction.

The so-called scientific is not the solidification of the process, but the salute to rational thinking and the pursuit of the essence of things;

The so-called sustainable is not a repetition of time, but a reverence for man and nature, and a virtuous cycle of the system.

Starting from this year's GOtrend, we will not only evaluate the appearance, function, humanized design, eco-friendliness and integrity of the work, but also further review the commercial design thinking, innovative design thinking and sustainable design of the work. It is our strong belief that only by continuously raising the evaluation bar can we truly recommend excellent designs for the industry.

Not all the Golden Awards are called GOtrend. GOtrend is selected just for this era.

第五届 56 个入围提名 12 个奖项

56 Finalists Competing for 12 Awards in the Fifth GOTrend

7 个商业类奖项

7 Industrial Awards

5 个原创类奖项

5 Original Awards

NO.	类别 Category		入围 Nominations	获奖 Winner
1	套房 Suite	最佳古典套房家具 -Best Product-Classic Suite	≤5	1
		最佳时尚套房家具 -Best Product-Modern Suite	≤5	1
2	软体 Soft Decoration	最佳软体沙发 -Best Product-Upholstered Sofa	≤5	1
		最佳软体寝具 -Best Product-Bedding	≤5	1
3	儿童 Kid	最佳儿童家具 -Best Product-Kids	≤5	1
4	饰品 Decoration	最佳软装陈设 -Best Product-Decoration	≤3	1
5	展位空间设计 Space Design	最佳空间设计奖 -Best Space Design	≤5	1
1	可持续设计大奖 Sustainable Design Award	吻合可持续发展理念，对推动社会发展和优化生活方式具有突出的贡献和示范。 Match the concept of sustainable development and make outstanding contributions and demonstration to promote social development and optimize life style.	≤5	1
2	创新设计大奖 Best Innovation Award	在外观造型、功能设计、材料选用、工艺技术等方面上有创新表现的优秀设计。 Excellent design with innovative performance in appearance, functional design, material selection and process technology	≤5	1
3	年度设计师 / 团队 Best Designer/ Team	能激发当代设计进步、引发行业思考的设计领袖。 Design leaders who can inspire contemporary design advancement and spark industry thinking.	≤5	1
4	明日之星 Best Emerging Designer	35 岁以下个人或团体，能够从行业新鲜力量的视角、用设计解决新的问题 Individuals or teams under the age of 35 who can solve the problems with design from the perspective of industry's fresh power.	≤3	1
5	评审团黑金奖 Black Gold Award	当年组委会认可的对行业具有特殊贡献、能推动行业设计进步的设计。 The design approved by the Organizing Committee in that year which makes a special contribution to the industry and can promote the industry's design progress.	≤5	≤1

评审标准

Assessment Criteria Category

入围标准 / Standard for Finalist

10	外观造型	—— 产品造型外观是否舒适、美观，尺寸比例是否合理。
20	使用功能	—— 产品是否考虑到功能的完备性、创造性。
30	人性化设计	—— 人体工学是否合理，是否考虑到使用过程的安全性和舒适性。
30	环境友好	—— 使用材料、生产过程、包装等是否环境友好。
10	整体性	—— 产品是否考虑到人 - 环境 - 家具之间的关系。
10	Appearance-	whether the product appearance is comfortable and beautiful, and whether the size ratio is reasonable.
20	Function-	whether the product takes the completeness and creativity of the function into account.
30	Humanized design-	whether ergonomics is reasonable, whether it takes into account the safety and comfort in using process.
30	Eco-friendliness-	whether it is eco-friendly in materials, production process, packaging, etc.
10	Integrity-	whether the product takes into account the relationship between people, environment and furniture.

以上为评定所有参赛者需要考察的 5 项基础指标，满分 100 分。

The above 5 basic indicators, with a full score of 100.

进阶标准 / Standard for Advancement

商业设计类奖项：主要考量参评作品是否有完整的商业设计思维和创新设计思维。

1. 产品是否有清晰的定位；
2. 产品是否对特定目标群体有设计的响应；
3. 是否准确完整地表达品牌价值理念并传达给客户；
4. 是否通过设计降低企业成本、提高经济效益；

Industrial Design Awards: mainly evaluates whether the eligible works have complete commercial design thinking and innovative design thinking.

1. Whether the product has a clear positioning;
2. Whether the product has a design response to a specific target group;
3. Whether accurately and completely expresses brand value concept and convey it to customers;
4. Whether reduces enterprise costs and improves economic benefits through design;

原创设计类奖项：主要考量参评对象的设计理念。

1. 是否具有正向积极的设计理念，具有普世价值的设计内涵
2. 是否在可持续性设计上有突出的表现
3. 是否在人性化设计上有突出的表现
4. 是否在新工艺、新材料、新技术上有突出的表现
5. 是否具有独特的创新性
6. 是否是能推动行业进步以及引发行业进化的思考

Original Design Awards: mainly evaluates the design concept of the participants.

1. Whether there contains any positive design concept with a universal design connotation.
2. Whether there is outstanding performance in sustainable design.
3. Whether there is outstanding performance in humanized design.
4. Whether there is outstanding performance in new processes, new materials and new technologies.
5. Whether it is unique and innovative.
6. Whether it can promote industry progress and trigger industry evolution.

GOtrend Judges
金汐奖评委



汉诺·凯霍宁

Hannu Kähönen

欧洲顶级工业设计大师

Top-level European industrial designer



欧洲顶级工业设计大师，芬兰创意设计公司（Creadesign Oy）总裁，被芬兰总统授予“艺术家教授”和“芬兰专业勋章”，被世界文化理事会授予特别嘉奖，被芬兰艺术学会 MOUTO 授予终身成就奖，芬兰设计国策的制定者之一。

Hannu is a top-level European industrial designer and the CEO of Creadesign Oy, a Finnish creative design corporation. He was conferred by the Finnish president the honorary title of Professor of Arts and awarded with the Finland Professional Medal. In addition, Hannu got a special award from the World Cultural Council and was granted the Lifetime Achievement Prize by MOUTO, a Finnish academic association and one of the formulators of Finnish state policies.



汉斯·山格林·雅各布森

Hans Sandgren Jakobsen

丹麦国宝级设计大师

the Danish national level design grandmaster



21 世纪以来最引人注目的国际设计师，北欧设计的重要代表，丹麦玛格丽特二世女王 (Queen Margrethe II) 亲自接见的国宝级设计师，唯一获得丹麦政府津贴的设计师。

1999 年与曲美合作设计了中国第一代弯曲木作品，率先将 3D 弯曲技术和北欧设计风格引入中国，专注产品设计创新，屡获 iF、Good Design、红点等多项大奖。

Hans is the most eye-catching international designer since the 21st Century, an important representative of Northern European designs, the national-level designer received by Queen Margret the II of Denmark and the only designer that received a bonus from the Danish government.

Hans and Qumei cooperated in designing the first generation of bent wood works in 1999 and was the first to introduce 3D bending technology and the Northern European design style into China. Focused on product designs and innovations, Hans has won several important awards, including iF, Good Design and Red Dot Award.



帕梅拉·孔蒂·佛格

Pamela Conti Fonger

国际潮流趋势专家

Expert at international fashion trends



国际潮流趋势研究专家，BellaHome 首席设计师，美国麻省大学达特茅斯分院设计学士，并在罗德岛设计学校学习室内设计。

在家纺布艺设计领域有超过 30 年的经验，对色彩、花型和纹理有执着的追求，对流行趋势，色彩，提花设计有独特见解。曾为 Victor Group, Quaker Fabric Corporation 和 Guilford of Maine/True Textiles 等公司做首席设计。

Pamela is an expert at international fashion trends, the chief designer of BellaHome, the bachelor in textile design of University of Massachusetts Dartmouth, and studied interior Design at Rhode Island School of Design.

With over 30 years' experience of working in the textile and fabric design field, Pamela has consistent pursuit of colors, patterns and texture and unique insights into fashion trends, colors and jacquard designs. Pamela once acted as chief designer in Victor Group, Quaker Fabric Corporation and Guilford of Maine/True Textiles.



林作新

Lin Zuoxin

北京林业大学工学博士\教授

Professor and doctoral supervisor of Beijing Forestry University



北京林业大学教授、博导，美国密歇根州立大学博士后、访问学者，新加坡南洋大学学士、荣誉学士，新加坡家具协会现代化的创始人，曾任两届亚洲家具联合会会长。

Lin is a professor and doctoral supervisor of Beijing Forestry University, a post-doctor and visiting scholar of American Michigan State University, the scholar of Singaporean Nanyang University and the founder of modernizing the Furniture Association of Singapore. Lin acted as the president of CAFA twice.





薛书平

Xue Shuping

胶合板弯曲技术专家
Expert at Plywood bending technology



中国家居界顶级工艺师，家具生产制造界的实战派，中国 3D 系列产品首推者，致力于家具制造及工艺研发，对 3D 实木弯曲的研究有着比较深的造诣。

自主研发出在曲木件上一次性压合织物和真皮的全球首创工艺，颠覆了传统家具结构设计，2017iF 金奖黛西椅的生产制造者，3D 设计制造技术领先于全球。

Xue is a top-level craftsman in Chinese home furniture industry and an experienced practitioner of furniture manufacturing industry. As the initiator of China's 3D product series, Xue is devoted to furniture manufacturing and craft R&D and has high attainments in studying 3D solid wood bending technology.

Xue independently developed the one-time pressing & fitting fabric on bent wooden devices and leather, which was the first in the world and overthrew traditional furniture structures. As the producer of 2017 iF Daisy Chair, Xue's 3D design and manufacturing technology takes a lead worldwide.



戴蓓

Dai Bei

新浪家居全国总编
National chief-editor of Sina Furniture



新浪家具全国总编，资深媒体人，连续担任北京国际设计周专家团成员和中国设计红星奖评审，现任世界绿色设计组织绿色家居委员会副秘书长和创基金理事会首批专家顾问。

Dai is the national chief-editor of Sina Furniture and a senior media practitioner. She acted as a member of the expert group of Beijing International Design Week and the evaluator of Red Star Award of China Design. Dai currently serves as the vice secretary-general of Green Home Committee of the World Green Design Organization and one of the first batch of expert consultants for C Foundation Council.



List of GOTrend 2019 Winners
2019 年金汐奖获奖名单

GOtrend
金汐奖
2019

最佳古典套房家具
Best Product-Classic Suite
金奖
Gold Award



产品名：竹林七贤客厅系列

品牌名：宋院南禅（安吉列奇家具有限公司）

“竹林七贤”是魏晋时期的七位名士，常结伴游乐于竹林，畅怀欢叙，放任不羁，豪情不媚俗世。

以“竹林七贤”为题材的系列，设计上采用了魏晋菱形回纹的弯曲造型，配合不同质感的竹材，水墨流线的核桃木饰边，整体大气简洁，线条柔美洗练，既具有豪迈奔放的魏晋风格，也有委婉细腻的名士风骨。

"The Seven Sages of the Bamboo Forest" is the seven celebrities of the Wei and Jin Dynasties. They often travel together to enjoy the bamboo forest.

The series with the theme of "The Seven Sages of the Bamboo Forest" is designed with the curved shape of the Wei Jin diamond pattern, with different textures of bamboo, the walnut wood edge of the ink flow, the overall atmosphere is simple, and the lines are soft and beautiful. The style of Wei Jin, There are also gentle and delicate celebrities.



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最佳时尚套房家具
Best Product-Modern Suite
金奖
Gold Award



产品名：青山椅

品牌名：致家家居（杭州致庭家居有限公司）

椅背折曲有度，宛若青山起伏。经典坐面手工编织，仿似白水迢迢。目之所及，身之所触，温润自然。

腰部支撑是决定椅子舒适度的关键因素。我们计算人体工学和测试力学上的稳固性，为了达到“悬浮椅背”的造型。靠背厚度达 20mm，加上内榫头宽度达 130mm，上下紧紧扣牢，稳固撑起背部，横向承重可达 200kg。此椅靠背由 CNC 精准雕刻，3D 立体弧度完美贴合人的背部，伏案久坐，依然有舒适的体验。

坐面为全手工穿绳，纸绳编织密度均匀纹理规整。上下交错双层编织，紧密扎实。与木头坐面不同，编织坐面富有弹性，承托力强，因此久坐不累，舒适放松。

The backrest exhibits degrees of bending, liken to the peaks and troughs of the high mountains.

Waist support is the key factor in determining the comfort of a chair. We challenged this model through the calculations of ergonomics and testing of mechanical equilibrium, in order to achieve the perfect "suspending chair backrest". The thickness of the suspended backrest measures up to 20mm and the width of the inner joint measures up to 130mm. The upper and lower parts are tightly fastened together, firmly supporting the back. The lateral bearing capacity is up to 200kg. The backrest of this chair is precisely carved by CNC, and the 3D steradian fits ones back perfectly, allowing one to sit for long without getting tired.

The seat is from classic twine-weaving, fully handwoven. The woven paper twine presents uniform density and neat texturing. The top and bottom interlaced double weaving is strong and firm, possesses flexibility and have a great bearing capacity. Hence, the chair allows one to sit for long without getting tired and is comfortable and relaxing.



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最佳软体沙发

Best Product-Upholstered Sofa

金奖

Gold Award



产品名：“浮光掠影”沙发

品牌名：顾家家居（顾家家居股份有限公司）

浮光掠影 - 沙发设计以“植物、花朵、油画”为设计元素，清新自然、简约轻薄、放松随性是它的关键词。整体外观造型轻薄流畅，流线感极强，方圆结合的设计理念增加了产品的视觉冲击和造型质感。立体围绕的形态与平面面料图案丰盈自然，在使用的同时感受森林般自然气息。而源自于春天里大自然的颜色，突出春日的清新自然，让人心情舒适愉悦，带给人们全新的五感体验，营造出舒适自然、回归自然的客厅空间。

沙发设计以花朵为主题，于侧面看像一朵盛开的花朵，于正面看花朵弧线的基础上进行突破创新，通过现代硬朗线条的加入，曲直结合来阐述现代人眼里的春意。沙发采用同色相、等彩度、明度规律变化的方式，呈现色调统一的整体感，单纯、和谐。造型上打破常规沙发脚与沙发主体分离的感觉，整体一体化，更打破传统硬朗的扶手造型，曲线灵动自然，将现有扶手设置可置物，为生活带来更多便利。油画笔触抱枕与树叶纹理的布料搭配增添了产品的层次感，耳目一新。

Light-Shadow sofa take “plants, flowers, paintings” as the design elements, and freshness, naturalness, concision, lightness and relax and casualness are the key words. The overall appearance styling is light and smooth, with extreme streamline sense; the design idea of rounding and squaring provides them with visual shock and styling quality. Three-dimensional shape and plane texture pattern are rich and natural, sitting on it, feel like you are in the air of forest like nature around. While the color originated from the spring nature highlights the fresh spring days, making you relax and joyful, and providing you a comfort and back-to-nature living space.

The sofa continuously use flowers as the elements, it looks like a blossoming flower viewing from the side, and viewing from the front, the styling is created on the flower profiling, interpreting the spring in the eyes of modern people by adding popular and firm lines, together with rounding and squaring profiling. With technique of changing the law of color, equal color and brightness, the sofa present a unified sense of integration, concision and harmony. The styling gets rid of the traditional conventional structure of separation of sofa body and feet, and even gets rid of the traditional firm arm rest styling, presenting more flexible and natural, moreover, you can place things on the armrest. The painting brush pattern pillow matches with the fabrics of tree leaves textures that add a sense of layer of the products, providing more attraction.



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最佳软体寝具
Best Product-Bedding
金奖
Gold Award



产品名：魔方垫

品牌名：喜临门（喜临门家具股份有限公司）

1- 云平台 and 大数据平台，专业的数据算法

作为有别于消费级的健康智能产品，务求智能床垫在健康数据的监控、收集达到医疗认可级别，公司在气床垫研发初期就有专业的睡眠研究人员介入，从数据算法和传感器上自主研发，建立云平台 and 大数据平台，以突出产品独有的专业优势，让消费者挑选产品时能借助这些有效健康数据来作为判断依据。

2- 私人订制，精准测试

为达到产品智能化自适应，气床垫拥有睡姿传感带、压电传感带、气囊三大结构，通过理论验证、人体模型测试、消费者对床垫舒适度主观评价三大数据结果，形成对应模块化床垫类型，为消费者定制“私人化”床垫，实现床垫对人体支撑精度逐步升级的过程。测试垫分布 1600 多个监测点，精确反馈人体各部位体压，通过适配度数据与体压分布图像为消费者调试舒适睡感。

3- 曲度仿生，天然抗劳减压

摒弃传统床垫“一体化”的设计模式，以“功能模块化，承托精准化”的设计理念，达到人体脊椎曲度仿生效果，贴合人体曲线弧度，使消费者在睡眠状态中即可达到天然的抗疲劳、减压效果。在日常休息状态中，使得颈椎、腰椎两个后天形成的生理弯曲曲度得到修复，缓解因曲度异常而导致的骨质增生、椎间盘退化等脊柱问题。

1, professional data algorithm

Independent research and development of data algorithms and data sensors, the establishment of a big data platform, allowing consumers to use these effective health data when selecting products.

2, private order, accurate testing

The mattress has three structures of sleeping position sensing belt, piezoelectric sensing belt and airbag. Through theoretical verification, human body model testing, and consumer's subjective evaluation of mattress comfort, the three data results form a corresponding modular mattress type. Customize "private" mattresses for consumers. The test pad distributes more than 1600 monitoring points, accurately feedbacks the body pressure of various parts of the human body, and provides comfort and sleepiness for consumers through the adaptation degree data and the body pressure distribution image.

3, accurate support for the spine

Abandoning the traditional "integrated" design mode of the mattress, with the "functional modularity, support for precision" design concept, fit the human body curve, so that consumers can achieve anti-fatigue effect in the sleep state.



GOtrend
金汐奖
2019

最佳儿童家具
Best Product-Kids
金奖
Gold Award



产品名：探索蓝图上下床

品牌名：爱睿（深圳市爱睿青少年益智家居有限公司）

产品外观造型简奢中透出简单大方。整体材料使用了植物纤维板，通过 CARB 认证，达到欧标 E0 级标准，以及通过深圳家具协会赛德权威检测机构检测认证。产品外观造型在结构上使用新颖的卡扣设计，组装无需螺丝和胶水，可以徒手安装。结构上更安全更环保。边角安全弧角设计严格按照国标，上下床设计适合于现代家庭空间摆放和储物的需求，书桌储物柜和层板可以根据实际需求，DIY 左右调换或增减。此系列表面采用最新的水性漆处理，严格按照国际标准，做到净味，无毒，更加环保健康！

攀岩板的设计考虑到儿童青少年的玩耍需求。满足孩子的好奇心，增加孩子运动量和对新鲜事物的探索精神；培养孩子独立意识，自我奋斗，挑战自己的精神，攀岩板背面设计有小蓝牙音响，让孩子有自己的独立空间，倾听音乐，学习知识。给孩子一个有趣点，赋予孩子更多想象力，激发孩子发现生活中美好事物。

The appearance of the product is simple and elegant. The product is made out of plant fiberboard, which has passed the CARB certification and reached the European standard of E0, and passed the testing and certification of the Shenzhen Furniture Association's authorized testing agency. The appearance of the product uses a novel snap design on the structure. The assembly requires no screws and glue and can be installed by hand. It is safer and more environmentally friendly. All the corners have passed the corners safety design which up to national standard. The bed design is suitable for the modern home space placement and storage requirements. The desk lockers and laminates can be exchanged or increased or decreased according to actual needs. The surface of this series is treated with the latest water-based paint, strictly in accordance with international standards, to achieve a clean taste, non-toxic, more environmentally friendly!

The design of the climbing board takes into account the play needs of children and adolescents. Satisfy your child's curiosity, increase your child's physical activity and the spirit of exploring new things; cultivate children's independent consciousness, self-effort, challenge their own spirit. The back of the climbing board is designed with a small Bluetooth stereo, allowing children to have their own independent space, listening to music while learning. Which creates their own personal space allow them to have more imagination, and gets inspire to discover the good things in life.



GOtrend
金汐奖
2019

最佳软装陈设
Best Product-Decoration

金奖
Gold Award



产品名：OOPS LAMP

品牌名：麻麻木（上海乐弥广告设计制作有限公司）

我们在设计这款灯的时候，会想象它可能引发的各种好玩的情绪反应，不仅是灯对个人的情绪表达，更是用来调动人与人之间互动的情感阀门，让平淡的生活以一种戏剧幽默的方式呈现。基于这种互动的思考，我们试着让灯变成一个有情绪的产品。

拉一下，点亮生活的奇思妙想。

当拉下拉环，灯泡被一同拽出，同时灯被点亮。再次下拉，灯泡慢慢收回，灯熄灭。我们将传统的拉灯方式，用于 Oops Lamp 系列，赋予灯和使用者有趣的互动。通过巧思将普遍用于工业上的伸缩系统结合独特的工艺和定制零部件，实现了拉灯亮灯的伸缩活动效果。

When designing this lamp, we will imagine the various emotional reactions that it may cause, not only the emotional expression of the lamp to the individual, but also the emotional valve used to mobilize the interaction between people, so that the life is dull. Presented in a dramatic and humorous way. Based on this interactive thinking, we try to turn the light into an emotional product.

Pull it and light up the whimsy of life.

When the ring is pulled down, the bulbs are pulled out together and the lights are illuminated. Pull down again, the bulb slowly retracts and the light goes out. We use the traditional light-drawing method for the Oops Lamp series, giving the light and the user an interesting interaction. Through ingenuity, the telescopic system, which is commonly used in industry, combines unique processes and custom components to achieve the telescopic movement effect of the lamp.



GOtrend
金汐奖
2019

最佳空间设计奖
Best Space Design

金奖
Gold Award



产品名：封面院子

品牌名：封面家居（深圳市央美家居有限公司）

封面院子当代大宅之家风范，院子的总体建筑形体当代美学呈现，以低奢的东方建筑语言融合了国际的生活贵族气质。秉承混血美学价值观来呈现院子的魅力。院子的总体建筑形态，都在还原当代东方大宅院子的生活故事。

本案视觉聚焦在建筑空间的相互衔接关系。空间中的回廊式设计，亭中文化的延续和升级，表现出茶系文化的体验。客厅和餐厅的错落关系、厨房的开放式体验、回廊中与书房的开放视觉体验、卧室和衣帽间的居住关系，聚成了封面院子独有的魅力，同时叠加多种可能性的生活体验。

The courtyard on the cover is of the style of contemporary mansion. The overall architectural form of the courtyard displays the contemporary aesthetics, fusing the international nobility in life in terms of modest and luxurious oriental architectural language. The half-blooded aesthetic value shows special charm of the courtyard, with the spatial and multi-visual perspective demonstrating its architectural form. The design restores the life story of the contemporary oriental mansions.

The visual spot of this case focuses on the inter-connection of constructing space. The ambulatory design in the space and the succession and upgrading of the pavilion show the experience of tea culture and the random and interweaving relationship of the central hall and the dining hall. The experience in the open design of the kitchen, the open visual experience of the ambulatory and the study, the residential relationship between the bedroom and the closet assemble the unique charm of the courtyard on cover, adding more possibility of the life experience.



GOtrend
金汐奖
2019

明日之星

Best Emerging Designer

金奖

Gold Award



冉祥飞(一样一生)

其创作的若有光系列水具，重新唤醒了传统玲珑瓷工艺。获：2019年金汐奖“明日之星”，“创新设计大奖”大奖。

一样一生，成立于2014年8月。一样物件用一辈子。

样，一木一羊，一棵植物，一只动物，幸福的样子；一样一生希望做可批量化的独一无二的产品。把生产流程分解，将手工和非手工结合，创造属于日常生活中的诗意。



GOtrend
金汐奖
2019

最佳设计师 / 团队
Best Designer/ Team

金奖
Gold Award

致家家居
ziihome



致家家居 (杭州致庭家居有限公司)

致家家居，设计师家居品牌，质朴生活美学的传播者。为喜欢极简风格，纯实木、棉麻等天然材质的家庭提供包括家具、家纺、灯具配饰等产品与服务。

不刻意营造完美，而是用心发现生活自带的趣味和美感，并一次又一次地做减法，越简单的东西越需要细节，最后呈现一件件有质感的作品。

专注于简单的人，把生活过得更真实，生命旅程也就更丰富。

ziihome is a designer brand in Hangzhou who has always pursued the concept of "humble lifestyle". In order to keep this brand spirit, we use natural material such as solid wood, linen and cotton to design our furniture, bed sets, and daily products, and try to make every product with high-quality and simple aesthetics, allowing city dwellers to select and have a delight and natural life through using our products.



GOtrend
金汐奖
2019

最佳创新大奖

Best Innovation Award

金奖

Gold Award



产品名：拾光玲珑瓷系列水具

品牌名：一样一生（上海祥飞文化传播有限公司）

玲珑瓷作为景德镇四大名瓷之一，历史悠久，但传统多作为装饰性元素与青花粉彩工艺结合出现，与当下生活方式脱节严重。拾光系列产品通过创新设计复兴这项传统工艺，将产品通体打上玲珑眼，突破玲珑制作工艺的极限，同时将颜色釉工艺融入产品，使产品更具当代性，年轻化。玲珑瓷极佳的透光性，让使用者从外部就能判断出壶内水位，将玲珑这一传统装饰性工艺功能化，带动产业转型升级。

“拾光”同“时光”，旋转杯间的光影，回顾流逝的光阴。这便是“拾光系列”的初衷。或许是朦胧清晨的一杯水，或许是慵懒午后的一杯茶，或许是寂静夜里的一杯酒。一米暖光透过玲珑，映照出优美的纹样，将玲珑瓷的晶莹剔透体现的淋漓尽致。我们希望用不同的细节交织生活，感受产品的灵魂与温度。拾光系列产品通过创新设计复兴这项传统工艺，将产品通体打上玲珑眼，突破玲珑制作工艺的极限，同时将颜色釉工艺融入产品，使产品更具当代性，年轻化。玲珑瓷极佳的透光性，让使用者从外部就能判断出壶内水位，将玲珑这一传统装饰性工艺功能化，带动当地产业转型升级。

As one of the Four Famous Porcelains of Jingdezhen, the rice-pattern porcelain has a long history. However, it is mostly used as a decorative element combining with blue and white pastel technology, which seriously disagrees with the current life mode. The “Time” series products revitalize this traditional technology by innovative design. Rice-pattern holes are drilled in the whole product to break though the limits of rice-pattern technology; and meanwhile, color glaze technology is blended into the products, which makes the products more modern and younger. Users can judge the water level of the pot externally due to the excellent light transmission of rice-pattern porcelain, which functionalize the traditional rice-pattern decoration technology to enhance industry transformation and upgrading.

“Collect light”pronounces same as “time”, rotate the light and shadow in cups, review the passing time. This is the original intention of “Collect Light series”. It may be a cup of water in the dim morning time, may be a cup of tea in the indolent afternoon, or a cup of wine in the quiet night. Warm light go through tinkling reflects graceful pattern, which shows the crystal vividly of tinkling china. We hope interweaving life with different details to feel the soul and temperature of products. The “Time” series products revitalize this traditional technology by innovative design. Rice-pattern holes are drilled in the whole product to break though the limits of rice-pattern technology; and meanwhile, color glaze technology is blended into the products, which makes the products more modern and younger. Users can judge the water level of the pot externally due to the excellent light transmission of rice-pattern porcelain, which functionalize the traditional rice-pattern decoration technology to enhance industry transformation and upgrading.



GOtrend
金汐奖
2019

可持续设计大奖
Sustainable Design Award
金奖
Gold Award



产品名：原木蓝牙音箱

品牌名：本来设计（杭州提格科技有限公司）

音箱本身是一整块木头，通过 CNC 的方法铣出它的腔体，声音在木质里更容易发出一些动听的声音。它的木质面板区别于传统的金属面板，使用镭射工艺让其千变万化。

它采用原木材质制作而成，木纹的连续性使得产品更加特别。音箱的透音罩也采用原木激光切割而成，使其更富有整体性，有更好的触感。音箱内部采用优质扬声器及聚合物电池，使用方便、携带便捷。

这次，我们在发声单元、声学结构及调音上花了很长时间，在声音细节表现上有了突破。

The speaker is a piece of wood, and its cavity is made by the CNC method. The wooden cavity makes the sound more pleasant. Different from traditional metal panels, the wood panels are ever-changing by laser.

The bluetooth speaker is made of logs. The continuity of the grains makes each one unique. The sound shield is cut by laser, which makes it more intact and feels better. Dual tracks and built-in polymer battery are implemented. The music box is very convenient for travel.

This time . We spent a lot of time on the sounding unit and acoustic structure and tuning and made a breakthrough in the details of the sound





Vacancy of Chinese Furniture 中国家具的空缺

作者 | 林作新
Author | Lin Zuoxin

今年深圳国际家具展的设计比赛评奖，最高奖项：黑金奖空缺，主办单位定了这个题目，让我这个评委写写观感。

说当下的中国家具业没有方向，是不准确的，恰恰是中国的家具业有了方向，只是这个方向还没有成熟，因此评委们才决定暂时不颁出这个大奖，因为这个大奖太沉重了！

黑金奖是要颁给能够引领这个行业的作品，这个期望值太高了！在今天的参展企业中，暂时还没有出现这样的作品。

今年三月份南方的展会中，出现大量的新中式家具，很多人都会感到不可思议。前几年还流行简美，过了一年，又出现所谓的轻奢（中国自己创造的某种欧美设计的叫法），去年又是铺天盖地的北欧家具，仅仅又过了一年，换来了新中式。

中国这古老的国家，国民却是多变的少男少女，年年在变，一直定不下心来。现在落在新中式上，我想，应该会定下来，逐渐成长，逐渐成熟，因为那才是属于中国人的家具。

家具本来就是文化的一部分，一个地方的人，比较合理的状态是应该生活在自己的文化之中的。有人会说，现在全球化，家具应该去风格化。道理是有的，然而，自己的文化应该是基调，没有了锚与碇，我们会飘在空中。

中国人飘在空中，已经一百多年了，五四运动之后，中国人自己抛弃——至少是嫌弃了自己的文化，一切向西看，向西转。反映在家具设计上，是似驴非驴，似马非马的民国家具——中国人做西洋家具。新中国初期，物资匮乏，有家具就不错了，哪能顾得上设计，一直到改革开放之后，物质生活改善了，又延续民国家具的风潮，又是崇尚西方家具设计。

一直到今天，在这次的深圳展会，才出现在数量占优势的中式家具，不，现在人们还管它叫新中式。

新中式我认为从传统中走了出来，但还留着长辫子，裹着小脚，尤其是那种“新中式红木家具”。我曾经建议将“新”字，将“红木”这几个字去掉，发展出“中式家具”。

能够引领中国家具走向这个方向的，才能颁发黑金奖。

在评委的闭门会议中，我阐述了以上观点，获得了丹麦的汉斯，芬兰的汉诺，美国的帕梅拉，中国的薛书平、戴蓓的认可。终于让黑金奖空缺。

The top award in the design contest of this year's Shenzhen International Furniture Exhibition—Black Gold Award is vacant. The sponsor selects this topic and let me write impression of view.

It is not accurate to describe today's Chinese furniture industry without direction. In fact, this exactly proves that Chinese furniture industry has a direction, but this direction is not mature. Therefore, the judge makes up their mind not to issue this award, because this award is so heavy!

Black Gold Award is granted to the works guiding this industry. How high expectation is! In this year's exhibitors, such works haven't been developed for time being.

In the southern exhibition of March in this year, there is lots of new Chinese-style furniture. Many people feel inconceivable. Several years ago, simple and beautiful style was popular. One year later, so-called light luxury (a kind of European and American design mode made in China) showed up. Lots of Northern European furniture was widely overspread. Just another one year later, there was a new Chinese style.

China, an ancient country, has changeable young men and women who are changing year after year. They always can't make up their mind. Speaking of the new Chinese style, I think it should be determined to grow up and become mature gradually, because this is the furniture for Chinese people.

Furniture is a part of culture. The reasonable state for people in a place is that they should live in their own culture. Someone says that under the globalization, furniture should de-stylized. In fact, this is the truth. However, the own culture should be the keynote. Without anchor and spindle, we will float in the air.

Chinese people have been floating in the air for more than one hundred years. After the May 4th Movement, Chinese abandoned—at least disliked their own culture. They imitated and learned from the west. By taking furniture design as an example, the furniture in the Republic of China looked like David's deer—western furniture made in China. In early stage of New China, there was shortage of materials, thus there was no consideration for design in furniture. After the reform and opening-up, material life was improved. It extended the fashion of furniture in Republic of China and advocated western furniture design.

Until now, Chinese-style furniture with dominance in quantity has shown in this Shenzhen exhibition. People still call it as the new Chinese style.

I think new Chinese style means to develop from tradition, but it can't completely abandon the tradition, especially for "new Chinese style of redwood furniture. I once suggested removing "new" and "redwood" to develop the "Chinese-style furniture".

The one that guides Chinese furniture to develop towards this direction can be granted with the Black Gold Award.

In the private session of the judge, I has elaborated the above-mentioned opinions, which are praised and accepted by Hans Sandgren Jakobsen from Denmark, Hannu Kahomen from Finland, Pamela Fonger from the USA, and Xue Shuping and Dai Bei from China. Thus, Black Gold Award finally is vacant.

2019 年金汐奖获奖名单 List of GOtrend 2019 Winners

最佳古典套房家具 | Best Product-Classic Suite

金奖 Gold Award

安吉列奇家具有限公司 - 竹林七贤客厅

优秀作品 Excellent Works

深圳市米兰映象家居有限公司 - 雅·茶桌

上海久典家具有限公司 - 久典·食遇

广东红运家具有限公司 - 弘

东莞市弘开实业有限公司 - 蓝山系列

最佳时尚套房家具 | Best Product-Modern Suite

金奖 Gold Award

杭州致庭家居有限公司 - 青山椅

优秀作品 Excellent Works

深圳市诺亚创盟家具有限公司 - **WD009** 整体客厅家居

佛山市南海树和家具有限公司 - “玲珑”妆台

广州黛柏睿家具有限公司 - 知岚

陕西南洋迪克家具制造有限公司 - 造极客厅套

最佳软体沙发 | Best Product-Upholstered Sofa

金奖 Gold Award

顾家家居股份有限公司 - 浮光掠影沙发

优秀作品 Excellent Works

依思蒙沙 [北京] 家具有限公司 - 魔方

深圳市富丽法雷尔家私制造有限公司 - **G-7140** 沙发

华达利家具 [中国] 有限公司 - **HTL-11746**

LAZBOY 中国 - 无界

最佳软体寝具 | Best Product-Bedding

金奖 Gold Award

喜临门家具股份有限公司 - 魔方垫

优秀作品 Excellent Works

顾家家居股份有限公司 - 浮光掠影软床

深圳雅兰家居用品有限公司 - 叠影

金可儿上海床具有限公司 - 金可儿成长梦想家

广州市诺诗睡眠科技有限公司 - 凡德罗 **VAN DER ROHE** 皮床

最佳儿童家具 | Best Product-Kids

金奖 Gold Award

深圳市爱睿青少年益智家居有限公司 - 探索蓝图上下床

优秀作品 Excellent Works

七彩人生集团有限公司 - 急速 **F1**

深圳市松堡王国家家居有限公司 - 滑板少年

深圳市松堡王国家家居有限公司 - 爱丁堡系列

最佳软装陈设 | Best Product-Decoration

金奖 Gold Award

上海乐弥广告设计制作有限公司 - **OOPS LAMP**

优秀作品 Excellent Works

杭州提格科技有限公司 - 原木蓝牙音箱

杭州提格科技有限公司 - 永恒笔

深圳市有光照明实业有限公司 - 合

上海祥飞文化传播有限公司 - 拾光玲珑瓷系列水具

最佳空间设计奖 | Best Space Design

金奖 Gold Award

深圳市央美家居有限公司 - 封面院子

优秀作品 Excellent Works

慕容沙发 [上海] 有限公司

深圳市左右家居销售有限公司

深圳市简欧名家具有限公司

上海久典家具有限公司

明日之星 | Best Emerging Designer

金奖 Gold Award

冉祥飞 - 上海祥飞文化传播有限公司

优秀设计师 Excellent Designer

李质光 - 深圳市尚善家具设计有限公司

杜冠宇 - 北京柏纶斯家具有限公司

最佳设计师 / 团队 | Best Designer/ Team

金奖 Gold Award

致家家居设计团队 - 杭州致庭家居有限公司

优秀设计师 / 团队 Excellent Designer/ Team

卢芬、陈鲁烨、王亚威 - 喜临门家具股份有限公司

王立 - 深圳市诺亚创盟家具有限公司

游淼 - 深圳市左右家居销售有限公司

周波 - 佛山市南海树和家具有限公司

最佳创新大奖 | Best Innovation Award

金奖 Gold Award

上海祥飞文化传播有限公司 - 拾光玲珑瓷系列水具

优秀作品 Excellent Works

安吉列奇家具有限公司 - 竹林七贤客厅

喜临门家具股份有限公司 - 魔方垫

佛山市南海树和家具有限公司 - “玲珑”妆台

上海乐弥广告设计制作有限公司 - OOPS LAMP

可持续设计大奖 | Sustainable Design Award

金奖 Gold Award

杭州提格科技有限公司 - 原木蓝牙音箱

优秀作品 Excellent Works

安吉列奇家具有限公司 - 竹林七贤客厅

杭州致庭家居有限公司 - 青山椅

上海祥飞文化传播有限公司 - 拾光玲珑瓷系列水具

深圳市爱睿青少年益智家居有限公司 - 探索蓝图上下床

组委会黑金奖 | Black Gold Award

金奖 Gold Award

空缺

优秀作品 Excellent Works

安吉列奇家具有限公司 - 竹林七贤客厅

顾家家居股份有限公司 - 浮光掠影沙发

深圳市尚善家具设计有限公司 - 笼落地灯



评委采访 Judges Interviewed



汉诺·凯霍宁
Hannu Kähönen

-
欧洲顶级工业设计大师
Top-level European
industrial designer

您能谈谈芬兰设计理念对世界的影响吗？

Can you talk about the impact of Finnish design concept on the world?

- " 这是一个很大的问题。我认为芬兰设计是非常简单的，最主要的就是去解决很平常的问题。我们作为芬兰的设计师，想做的就是努力将欢乐和舒适带到普通的日常生活中。同时，大部分设计师都会思考未来的设计应该是什么样子，都会考虑环境保护的问题。也就是说，我们在设计时会综合考虑人类还有环境之间的关系，利用技术让生活变得更美好。

That's a huge question. I think it is thinking very simply about everyday problems. This is the main thing. What we, as Finnish designers, do, we try to bring to joy and easiness to every day life and the same time, taking into account the environmental issues. So, it is a combination of thinking human things and environmental things and using technology to gain better everyday life.

在中国的这些年里，您眼中的未来中国设计是怎样的？

What's your opinion on the future of Chinese design when you came to China in these years?

- " 其实，算到现在，我在中国待了将近 10 年了，见证了中国设计的发展。我发现 尤其是在中国南部，那里的工业发展得非常迅速，而这给了设计师们巨大的机会。这里遍布着各种各样的行业，它们全都需要设计师，比如界面设计、电子产品、家具行业、时尚行业等等，这里蕴藏着巨大的可能性。同时设计师们本身也在不断成长，这是一个教育问题，涉及到中国设计教育将如何发展。我认为行业的发展将成为驱动力，同时设计师们也有可能对教育设计的发展产生影响，这里的影响就是我之前说过的那样，将对环境的思考纳入设计当中，所以，如果中国能将这两点结合在一起，我认为未来的发展是非常明晰且良性的。

Yes, I have been in China for almost 10 years now and following the development of Chinese design. And I find that, especially in the south part of China, the industry is growing very fast. And it gives huge possibilities for designers. And there is a wide range of industry, which all need design, like design of interfaces, digital products, furniture industry, fashion industry and so on. So, there is big possibilities. And designers are developing at the same time. It's a question of education, how China's design education will be developed. I think the industrial development is a driving force, but then designers also possibility to have impact to that development. And the important thing is as I said before, to take into account environment. So, if China can combine these two things, I see the future very clear and good.



汉斯·山格林·雅各布森
Hans Sandgren Jakobsen
-
丹麦国宝级设计大师
the Danish national level
design grandmaster

在您几十年的设计生涯中，您怎么理解家具设计？

How do you understand the furniture design during your career?

- “ 我所做的设计以及我的设计目标就是创造出新的家具，创造出能让人类生活变得更加简单、更加轻松的家具。对我来说重要的就是要找到和我目标一致的生产商，要和我一样对于发明新家具有着同样的兴趣和激情。曾经有一个生产商薛书平，我和他在一起合作了 10 年时间，但实际上我认识他超过 20 年了。他和我一直保持着合作，我们对于发明家具有着同样的热情，我们一直在探索可能的极限，我们对于发明新家具都怀着非常高的热情，我们心意相通，能够互相理解对方的想法，这一点是非常难得的。

The design I work with and my goal in what I'm doing is creating new furniture, creating furniture which make life easier for people, more enjoyable, and the important thing for me is to find manufacturers who have the same goal as me, the interest and the same passion for creating new for furniture. And one of the manufacturers, I've been working together with for the last 10 years, actually had been knowing Xue for more than 20 years, have that kind of synergy with what I'm doing. We have the same passion for creating furniture, pressing the boundaries for what is possible, we have a super passion for creating new furniture, and we understand each other actually in a special way at least, which are quite unique

您和中国企业合作已久，您怎么看中国家具企业？

what are the characteristics of Chinese enterprise in your opinion?

- “ 我认为中国家具企业最大的特点之一就是它们真的一直都在发展。在过去几年当中，它们的发展非常迅速，不过现在放缓了一点，这跟现在的经济形势不无联系。但是我认为最重要的原则还是应该让关注回到产品创意、设计师本身。不管是中国的设计师还是国外的设计师，总之最重要的就是要设计出具有标识性的东西，要找出能够将中国传统元素和现代元素结合起来的方法。这点非常重要，也就是找到属于自己的增长点。我认为还有一点非常重要，那就是多出去走走。了解世界上的设计趋势，去利用和吸收这些原始的设计素材，我认为这是作为一名设计师应有的觉悟。保持开放的心态是非常重要的，你必须在自己的潜意识中留下足够多的素材，然后把把这些素材运用到设计当中。

I think what is characterizing Chinese enterprise is that it's actually developing, it had been developing very fast in the past. It's slowing a little bit up now. Because, look at the economy. But I think the general rule is that you have to focus on creating products together with the designers. Even though they could be Chinese designers, it could be foreign designers, but creating your own source of your own identity. Find out what is the way to translate the Chinese tradition to modern. That's very important, that you find your own boost. And I also think that it's very important that you travel and see what's going on in the world, make, soak in the impressions, I think that's what we ought to do, I do that as a designer. It's very important to get vulnerable. A lot of impressions into your sub consciousness, and then use it for your design process.



帕梅拉·孔蒂·佛格
Pamela Conti Fonger
-
国际潮流趋势专家
Expert at international
fashion trends

作为面料专家，您怎么看世界流行趋势？

As a fabric expert, what do you think of the world trends?

" 我们可以看到现在有一些潮流趋势，其中很重要的一种被称为现代乡村或者田园风格。而这种风格的主要设计理念就是，内装要给人以放松舒适的感觉，让人觉得好像逃离了现代生活中节奏很快的生活方式。这种设计中用到的布料都是亚麻材质的、棉质的，还有自然纤维。用到的材料则是原木，还有一些工业素材。这种类型的设计目的就是要激发人们心中与自然的联系。

另外一种潮流就是慵懒奢华风我们可以看到很多非常时尚的，闪闪发光的材料。还有一些很奢华的材料，通常是一些金属或者有金属感的素材。目的是为了营造出一种奢华、豪华的生活方式。我认为这种设计理念中所包含的情感就是通过家中的一些非常豪华亮眼的元素体现出来的。

Yes, some of the trends we are seeing right now, one important one is called Modern Rustic or Farm House. The whole idea behind this is the interiors are relaxed, comfortable and sort of an escape from the fast paced lifestyle of today's modern life. The fabrics used are linens, and cottons, natural fibers. The materials used are raw wood types, industrial materials and welcome a casual feeling into the lifestyle of humans. Some of the inspirations behind the patterns in this category would be patterns that relate to nature and the way people see nature.

Another trend would be lax and glamour. We're seeing a lot of high fashion shiny materials, luxurious materials, that are combined with metals and metallics and give way to a more glorious and luxurious lifestyle. People want to come home and be feeling good and I think the whole emotion wrapped up with that idea is of having some kind of special grampus elements in your home.

您觉得中国企业在哪些方面有优势？又缺乏什么？

What do you think Chinese companies have in their strengths? What is lacking?

" 从优势来讲，中国是制造业的大国。从家具上来说，有非常悠久的历史。从欠缺来讲，中国家具最近是在进步的，但是进步的幅度没我期望中的大。其实，家具的创新不仅仅是在款式，更多的是在材料的应用、色彩的应用，应该更大胆一些、快速一些，可能对中国家具走向世界，或者说是中国品牌走向世界更有帮助。

In terms of advantages, China is a big country in manufacturing. From the furniture point of view, there is a very long history. In terms of lack, Chinese furniture has been improving recently, but the extent of progress is not as big as I expected. In fact, the innovation of furniture is not only in style, but also in the application of materials and the application of color. It should be bolder and faster. It may be more helpful for Chinese furniture to go global, or Chinese brands to the world.



薛书平
Xue Shuping
-
胶合板弯曲技术专家
Expert at Plywood
bending technology



林作新
Lin Zuoxin
-
北京林业大学工学博士
\教授
Professor and doctoral
supervisor of Beijing
Forestry University

您怎么看待 2019 的中国家具设计？

How do you think about the design of Chinese furniture in 2019?

“中国家具已经进入一个转型期，随着国力的增长以及文化回归，对自己越来越有信心了，今年是最明显的一年，展会里面的新中式大概占了一半，而且以后会越来越多。如果要引导、鼓励这些企业的话，一定要以中式家具为基础，因为我们将来要有中国自己的家具，而不是北欧、法式、意式等等。所以深圳展是个不错的平台，我发现新中式有很大的发展，并且跟现代家具很好的融合在一起，不光是产品，与空间设计配合的也比较融洽，这是一个非常正确的现象。将来中国除了中式以外，既要国际化，也要把风格慢慢淡化，但是仍然存在中国人的影子。

Chinese furniture has entered a period of transition. With the growth of national strength and the return of culture, there is more and more confidence in itself. This year is the most obvious year. The new Chinese style in the exhibition probably accounts for half, and will become more and more in the future. many. If you want to guide and encourage these enterprises, you must base on Chinese furniture, because we will have Chinese furniture in the future, not Nordic, French, Italian, and so on. Therefore, Shenzhen Exhibition is a good platform. I found that the new Chinese style has great development and is well integrated with modern furniture. It is not only a product, but also a harmonious combination with space design. This is a very correct phenomenon. In the future, apart from Chinese, China will not only be internationalized, but also gradually fade the style, but there are still shadows of the Chinese.



戴蓓
Dai Bei
-
新浪家居全国总编
National chief-editor of
Sina Furniture

作为资深媒体人，您觉得我们应该提倡什么样的设计理念？

As a senior media person, what kind of design philosophy do you think we should promote?

“我觉得中国设计当下，更多的关注造型设计上的内容，但实际上，一个好设计应该是一个系统性的东西，比如说工艺、功能性、色彩、面料的应用。未来，在中国设计的能力提升上，还有非常多提升的空间。当然在这次评审中也看到了一些非常年轻的品牌，是特别值得高兴的事情。

I think Chinese design is now more concerned with the content of the design, but in fact, a good design should be a systematic thing, such as the application of technology, functionality, color, fabric. In the future, there is still much room for improvement in the ability to design in China. Of course, I also saw some very young brands in this review, which is especially worthy of happiness.



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