

2022
DESIGN
DAY

设计生活



科学 | 艺术 | 时尚



中国科学院
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北京设计学会
BEIJING DESIGN SOCIETY



2021 北京国际设计周



United Nations
Educational, Scientific, and
Cultural Organization
联合国教科文组织

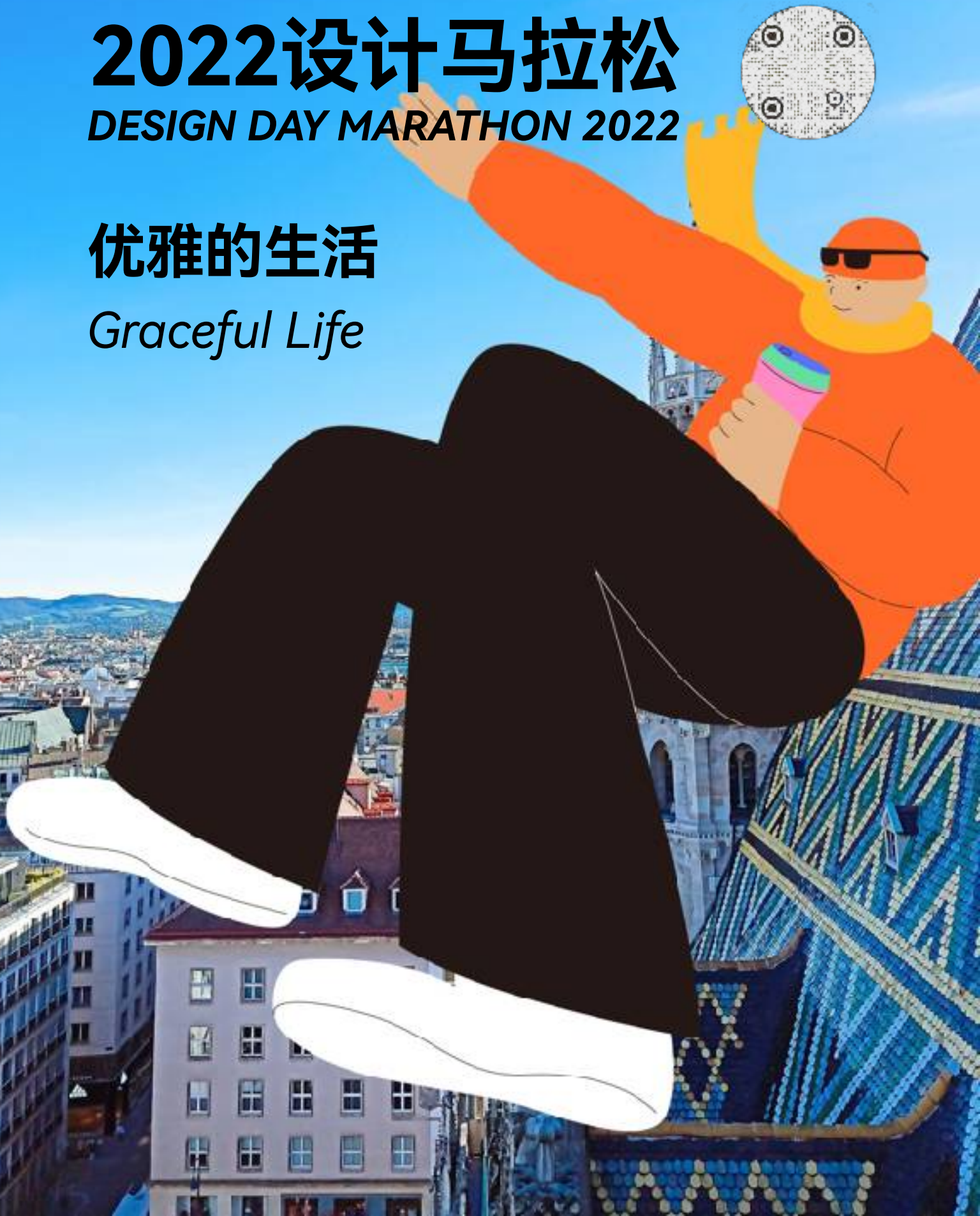
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2022设计马拉松

DESIGN DAY MARATHON 2022

优雅的生活

Graceful Life





让我们一起成为优雅的生活者

This Year, Let's Live a Graceful Life Together

主题：优雅的生活

Theme: Graceful Life

Live Jam Sept.10 - 11

Workshop Sept.19 - Oct.02

指导 / *Advisor*

科学艺术时尚节 / Science Art Fashion Festival

北京国际设计周 / Beijing International Design Week

联合国教科文组织国际创意与可持续发展中心 / The International Center for Creativity and Sustainable Development under the auspices of UNESCO

主办 / *Hosts*

北京服装学院 / Beijing Institute of Fashion Technology, BIFT

北京设计学会 / Beijing Design Society

支持 / *Supports*

北京高校学生工作学会 / Beijing University Student Work Association

共青团北京服装学院委员会 / Beijing Youth League Committee of Beijing Institute of Fashion

清华大学艺术与科技创新基地 / Tsinghua University Art and Technology Innovation Base

米兰理工大学中国校友会 / Politecnico di Milano Chinese Alumni Association

国际计算机音乐协会 (ICMA) / International Computer Music Association

国际老龄科学研究院 (NIIA) / National Interdisciplinary Institute on Aging

中国幸福家庭建设研究中心 / China Family Wellbeing Research Center

新华网融媒体未来研究院 / Xinhuanet Institute for the Future of Integrated Medi

承办 / *Organizer*

北京服装学院艺术设计学院 / School of Art & Design, BIFT

设计马拉松 / About DDM

北京设计周期间最时尚的设计大赛

作为北京设计周期间最重要的学术活动之一，设计马拉松是由北京服装学院和国内外高校联合举办的大型国际设计工作坊，活动内容的组成包含讲座、工作坊、展览等。自2016年开始至今已集结十多个国家百所高校共同参与，过程中累积学员超过7000人次。设计马拉松不仅是个为学校、教师、学生和行业界所提供的国际化设计教育平台，也是一个以讨论设计问题，分享设计抱负和产出高附加值方案的开放性设计交流平台。

设计马拉松致力于透过不同活动促进企业与学术界的共赢，激发师生和从业者之间以不同角度思考设计痛点，鼓励透过跨学科方法和手段解决设计问题。此外，每届马拉松工作坊也都会积极地邀请行业专家指导学员们产出设计方案，为企业棘手的设计痛点找到解答，也为输出企业所需人才提供有效的渠道。

The Most Fashionable Design Competition During Beijing Design Week

As one of the most important academic activities during Beijing Design Week, Design Day Marathon is a large-scale international design workshop initiated by the Science, Art and Fashion Festival and jointly organized by Beijing Institute of Fashion Technology and domestic and foreign universities. The content of the event includes lectures, workshops and exhibitions, etc. Since 2016, it has gathered more than 100 universities from more than 10 countries to participate, and it has accumulated more than 7,000 students during the process. It is not only an international design education platform for schools, teachers, students and the industry but also an open design communication platform for discussing design issues, sharing design aspirations and producing high value-added schemes.

Design Day Marathon is committed to promoting mutually beneficial cooperation between enterprises and academia through different activities, inspiring teachers, students and practitioners to reflect on pain points of design from different perspectives, and it encourages them to solve design problems through interdisciplinary approaches. In addition, each year, Marathon Workshops will also actively invite industry experts to guide the students to produce designing schemes, find solutions to the difficult design pain points of enterprises and provide effective channels for exporting talents needed by enterprises.

2016-2021设计马拉松统计数据 / *Statistics*

参与地区 / *Countries & Regions*: 30

参与高校 / *Schools*: 340

参与专家 / *Experts*: 223

总报名学员 / *Total Participants*: 7400

工作坊学员 / *Workshop Participants*: 900+

工作坊导师 / *Workshop Tutors*: 150+

工作坊方案 / *Workshop Projects*: 100+

直播间数量 / *Live Streamings*: 38

直播观看量 / *Live Streaming Views*: 96000

支持学校 / *Supporting Schools*: 76

支持媒体 / *Support Media*: 16

学术委员 / *Academic Committees*: 15

组委会 / *Organizing Committees*: 18

主题 / Theme

优雅的生活

世界正经历着前所未有的重置，尚未解除的疫情对人们的健康、经济和生活幸福感的持续影响，随之而来的是人们的担忧、感伤、焦虑，以及不确定感，这让我们生活变得不优雅。

值得庆幸的是，随着这个“重置”，人们渴望优雅的生活越发强烈，我们开始看到一个重获新生的时代正在形成，它有望使人们的生活变得更加美好。“优雅”并非物质上的奢侈，并非名利上的支撑，也不需要一大堆追捧自己的人。“优雅”可以是更深层次的人际关系、可以是对未来采取的开放与包容态度、可以是更强烈的自我满足感、亦或是对生活更深刻的欣赏。

今年的设计马拉松，让我们保有更宽阔的心胸、懂得可取可舍、谦卑有礼待人、关注地球危机、奉献社会大众、爱护朋友家人。让我们从疫情所打乱的生活找到更优雅的生活态度，一起成为优雅的生活者。

Graceful Life

The world is going through an unprecedented reset. The epidemic situation that has not been eliminated continues to influence people's health, economy and happiness of life, followed by worry, sadness, anxiety and uncertainty, which makes our life graceless.

Fortunately, with the "reset", people's desire to live a graceful life has grown stronger, and we are starting to see an era of rebirth taking shape that promises to make people's lives better. "Graceful" doesn't mean material luxury, nor is it the support of fame and wealth, nor does it need a lot of people to pursue. "Graceful" can mean deeper interpersonal relationships, an open and inclusive attitude towards the future, a stronger sense of self-satisfaction, or a greater appreciation of life.

This year's Design Day Marathon allows us to keep a broader mind, know when to hold fast and when to let go, treat others with humility and courtesy, pay attention to the global crisis, contribute to the public and love our friends and family. Let's find a more graceful attitude to the life disrupted by the epidemic and live graceful lives together.





今年马拉松会有哪些活动?

What Activities Does Design Day Marathon 2022 Have?

马拉松日程 / DDM Schedule

策划期

Preparation

2-4月 / Feb.-April

活动策划
合作洽谈

Event planning
Cooperation negotiation

宣讲期

Announcement

4-6月 / April-June

国际院校在线宣讲
国内院校在线宣讲
邀请导师

Online announcement for
international schools
Online announcement for
domestic schools
Inviting tutors

报名期

Pre-Registration

6-8月 / June-August

0731 工作坊答疑会
0815 学员报名筛选
0831 确认学员名单

July 31 Workshop Q&A
Aug. 15 Student Pre-registration
Aug. 31 Announcing registration
result

即兴直播间

Live Jam

9月 / September

0910 “新常态”下的
设计师，你们还好吗？
0911 线上导师圆桌

Sept. 10 Designers under "new
normal", how are you?
Sept. 11 Online Tutors
Roundtable

工作坊

Workshop

9月 / September

0913 学员进入课题组
0914 坊前答疑 “闪电营”
0919 线上工作坊开始
09/23 线上中期检查
10/02 线上最终答辩

Sept. 13 Students enter the research groups
Sept. 14 Mentoring before entering the Workshop
Sept. 19 Start of online workshop
Sept. 23 Online mid-term inspection
Oct. 02 Online final defense

即兴直播间 / *Live Jam*

即兴直播间是个线上主题沙龙，分为线上圆桌会议与线上课题宣讲两部分，这是学员在进入课题组之前认识课题与熟悉导师的最佳渠道。

Live Jam is an online theme salon, which is divided into two parts: Online Theme Forum and Online Tutors Roundtable. It is the best channel for students to get to know the subjects and get familiar with the tutors before participating the task groups.

“新常态”下的设计师，你们还好吗？

Designers Under "New Normal", How Are You?

新冠病毒疫情改变了世界，怀揣着“改变世界”的设计师也经历了前所未有的挑战，我们都正在适应“新常态”。“设计”就是基于复杂情况与不确定未来而构建可行性的原型。本次节目，我们邀请了多位年轻设计师分享在“新常态”背景下的工作方式和案例研究。同时，借此机会我们重新思考未来的生活、工作和娱乐方式。

The COVID-19 pandemic has changed the world, and the designers who desire to change the world have also experienced unprecedented challenges. We are all adapting to the "new normal". "Design" means the construction of viable prototypes based on complex situations and uncertain futures. In this program, we have invited a number of young designers to share their working styles and case studies in the context of the "new normal". At the same time, it's an opportunity to rethink the way we'll live, work and amuse in the future.

线上导师圆桌

Online Tutors Roundtable

线上导师圆桌邀请全球多个国家的导师讲述他们视角下的“优雅的生活”，并针对其课题的设计方案和后期实践目标进行详细描述和说明。

The Online Tutors Roundtable invites tutors from many countries around the world to talk about the "graceful life" from their perspective, and they will describe and explain the design plans in details and later practice goals of their subjects.

特色工作坊 / *Featured Workshops*

以下为目前已确定合作伙伴的工作坊主题、后续工作坊主题类别将于7月推出，敬请期待！

The above are the workshop themes of the currently confirmed partners. The follow-up workshop theme categories will be launched in July. Please stay tuned!

坊前答疑 “闪电营”

Orientational Workshop

相信有不少老师和同学们都是第一次参加线上设计工作坊，为此组委会特意安排了一场关于线上设计工具的小讲堂，包含对相关线上协作工具、创意灵感工具、执行经验分享等，希望能用相对规范的框架来提高各位在工作坊期间的效率、参与感和积极

We believe that many teachers and students participate in the online design workshop for the first time. Therefore, the organizing committee specially arranges a small lecture on online design tools, including related online collaboration tools, creative inspiration tools and implementation experience sharing, etc., hoping to use a standardized framework to improve your efficiency, participation and enthusiasm during the workshop.

联合国可持续发展目标专题工作坊

The Workshop on Sustainable Development Goals

得益于“联合国教科文组织国际创意与可持续发展中心”的高度支持，从联合国可持续发展目标（SDGS）出发开展工作坊，在合作和竞争中培养大家可持续发展意识和创新思维，放大年轻设计师的声音去助力可持续发展进程的实现。

Thanks to the vigorous support of The International Center for Creativity and Sustainable Development under the auspices of UNESCO, the workshop is carried out starting from the United Nations Sustainable Development Goals (SDGS) to cultivate people's awareness of sustainable development and innovative thinking through cooperation and competition, magnifying the voice of young designers to help the realization of sustainable development process.

特色工作坊 / *Featured Workshops*

首都大学生创意集市创意之星工作坊

The Workshop for Capital College Students' Creative Market Awards

为北京广大青年学生为主体的创意集市，进一步提高学生创新、创意、创造、创业的意识 and 能力，服务北京“四个中心”建设。本工作坊的作品将以绿色通道参加首都大学生创意集市“创意之星”选拔，该竞赛是由中共北京市委教育工作委员会、共青团北京市委员会共同主办，获奖个人或团队将颁发《第十二届首都大学生创意集市“创意之星”》荣誉证书（市级荣誉），奖项如下：

- 金奖 1 名（奖金5000元，税前）
- 银奖 2 名（奖金3000元，税前）
- 铜奖 3 名（奖金1000元，税前）
- 优秀奖 5 名（奖金 500 元，税前）

The creative market, which is dominated by young students in Beijing, in order to further improve students' awareness and ability of innovation, creativity, creation and entrepreneurship and serves the construction of "four centers" in Beijing, the works of this workshop will participate in the selection of Capital College Students' Creative Market Awards through the green channel. The competition is co-sponsored by the Education Committee of the Beijing Municipal Committee of the Communist Party of China and the Beijing Municipal Committee of the Communist Youth League. The winning individuals or teams will be awarded the honorary certificate (municipal-level honor) of the 12th Capital College Students' Creative Market Award. The awards are as follows:

- 1 Gold Award (Bonus of 5,000 yuan, before tax)
- 2 Silver Awards (Bonus of 3,000 yuan, before tax)
- 3 Bronze Awards (Bonus of 1,000 yuan, before tax)
- 5 Excellence Awards (Bonus of 500 yuan, before tax)

特色工作坊 / *Featured Workshops*

虚拟时尚工作坊

Virtual Fashion Workshop

以虚拟时尚版块和配饰系统、生活方式等板块、联合发起课外的跨专业项目制 Workshop 课程，探索跨专业项目制学习模式，为后续培养方案模式、虚拟教研室组织机制进行教学研究。该课程机制与设计马拉松协同，在科学艺术时尚节（先导阶段）期间，在马拉松序列中开设国际院校师生协同实践教学 Workshop。

The extracurricular inter-professional project-based workshop courses jointly initiate by the virtual fashion section, accessories system section and lifestyle, which aims to explore the inter-professional project-based learning mode, conduct teaching research for the follow-up training program mode and virtual teaching and research room organization mechanism. The course mechanism is coordinated with the Design Day Marathon. During the Science, Art and Fashion Festival (pilot stage), in the marathon sequence, a workshop of collaborative practice teaching for teachers and students in international universities is set up.

更多工作坊增加中

More Workshops Are Being Added in July

在六月底设计马拉松启动会之后，组委会将积极和协办院校进行深度沟通，邀请各院校参与工作坊的导师们尽快提交工作坊主题，相关工作坊主题和任务书标将于七月份确认后公布在设计马拉松的官方网站（<https://www.designmarathon.cn/>）请密切注意官网的更新。

After the kick-off meeting of the Design Marathon at the end of June, the organizing committee will actively communicate with the co-organizing institutions and invite the instructors of each institution to participate in the workshop to submit workshop topics as soon as possible, and the relevant workshop topics and task specifications will be published on the official website of the Design Marathon (<https://www.designmarathon.cn/>) after confirmation in July. Please pay close attention to the official website for updates.



今年工作坊主题涵盖哪些方向？

What Workshop Topics Are Included in the Theme This Year?

工作坊预期产出 / *Expected Design Outputs*

生活方式

Lifestyle Design

视觉传达

Communication Design

概念设计

Conceptual Design

APP设计

APP Design

视频短片

Short Video

未来设计

Future Design

产品设计

Product Design

动画设计

Animation

服务设计

Service Design

网站设计

Web design

虚拟形象

Avatar & IP Design

广告策划

Advertising Campaign

环境设计

Environmental design

互动艺术

Interactive Art

公关策划

PR Proposal

时尚设计

Fashion Design

互动广告

Interactive Advertising

活动设计

Event Design

文创产品

Creative Products

优雅的体态 / *Graceful Physical Appearance*

随着2022年北京冬季奥运会的展开，“运动与时尚”风潮已经觉醒。在全球经济逐渐崩坏的大环境下，人们的生活难免受到影响，但这也改变不了人们优雅的状态，当前基于元宇宙概念设计下的数字时尚线上运动层出不穷，这些方式不仅适用于多种场景，同时也帮助人们塑造美感，因此这就是我们此次课题的原因，即设计让体态变得优雅。

With the launch of the 2022 Beijing Winter Olympics, the trend of "sports and fashion" has awakened. In the context of the gradual collapse of the global economy, people's lives are inevitably affected, but it does not change the state of elegance of people. Currently, digital fashion online sports based on the concept of the metaverse emerge in an endless stream. These methods are not only suitable for a variety of scenes, but also help people to shape the beauty. Therefore, this is the reason for our project, that is, the design leads to graceful manners.



优雅的饮食 / *Graceful Diet*

人们从过去的外出堂食逐渐习惯于居家饮食，在烹饪的过程中，人们内心对于美食的定义也随之发生改变，正如人们在音乐、艺术与文学方面的标准随着时间的推移而变化一样，人们对于家庭烹饪的兴趣增加，对健康保健、可持续性与减少垃圾排放等也产生了更大的兴趣，同时新消费以及在线业务的激增也影响了人们对于日常饮食方式上的偏好与选择。

People have gradually become accustomed to eating at home from eating out in the past. In the process of cooking, just as people's standards in music, art and literature have changed over time, the inner definition of food has also changed, . People's interests in home cooking have increased, and they have greater interests in health care, sustainability and waste reduction. At the same time, the proliferation of new consumption and online business has also affected people's preferences and choices for daily eating patterns.



优雅的居家 / *Gracefully House Life*

现代人的生活方式和生活习惯正在不断改变，新的混合分布式工作、学习和购物模式正在出现，人工智能和在线协作工具等也被认为更加便捷与更有效率，由此可见物理世界正在与数字世界进行融合，同时专注于健康、多样性和包容性的居家环境也在人们的情绪调节与身体健康方面发挥着更大的作用。

The lifestyles and living habits of modern people are constantly changing. New hybrid and distributed work, learning and shopping models are emerging. Artificial intelligence and online collaboration tools are also considered more convenient and efficient. It can be seen that the physical world is changing with the convergence of the digital world. At the same time, home environments that focus on health, diversity and containment also play a greater role in people's emotional regulation and health.



优雅的出行 / *Graceful Mobility*

2021年全球二氧化碳排量大幅反弹增长6%达到363亿吨，创下历史新高，该重大的环境议题引起了人们对于出行方式与城市未来交通的思考，其旨向于人们摆脱高碳排放的汽车出行，从而转向步行、骑自行车、乘坐公共交通或微型交通等去替代常规的出行方式，并持续产生对人类健康与生存环境产生可衡量的积极影响。

In 2021, global carbon dioxide emissions rebound sharply by 6% to 36.3 billion tons, which breaks the record. This major environmental issue has aroused people's thinking about the travel mode and the future transportation of the city. It aims to get rid of the high carbon emission car travel, so as to turn to walking, cycling, public transportation or micro transportation to replace the conventional travel mode and continue to have a measurable positive impact on human health and living environment.



优雅的学习 / *Graceful Learning*

新常态下，全球工作模式的巨大改变使我们学会了新的获取知识的途径、采用了新的技术进行成果产出，同时适应了新的混合式协作工作方式，这告诉我们未来的学习将是混合的，尽管当今时代面临诸多教育挑战，但居家学习或教学的好处也有很多，其包括便捷学校与生活的平衡以及舒适的空间等环境特征，因此大多数学生和教育工作者希望未来也可以进行远程学习。

Under the new norm, the great changes of global working model have taught us new ways of acquiring knowledge, adopting new technologies to achieve results and adapting to new blended collaborative working styles, which informs us of blended learning in the future. Although there are many educational challenges in present era, there are also many benefits of home-based learning or teaching, including the convenience for balancing the schooling and life and comfortable environments. Therefore, most students and educators expect distance learning in the future.



优雅的退休 / *Graceful Retirement*

今天的老龄化人口越来越精通技术、创新、独立与多样化，从退休社区到多代城市高层建筑的生活空间设计正在不断发展，它们基于物理、数字集成方式提供给老年人更多选择。设计师要通过设计消除年龄歧视并打破刻板印象，让老年人在一个包容年龄的世界中重新思考长寿的意义。

Nowadays, aging people are increasingly technical, innovative, independent and diversified. The design of living spaces, from retirement communities to multi-generational urban high-rise buildings, is constantly developing, which provides aging people with more choices based on physical and digital integration. Designers need to eliminate age discrimination and break stereotypes through designing, so that the elderly can rethink the meaning of longevity in an age-inclusive world.





如何报名参加设计马拉松？

How To Sign Up for the Design Day Marathon?

报名机制 / *Enrollment*

招生范围：各高校设计专业学生、青年设计师

报名方式：线上报名

筛选方式：组委会评选报名学生作品集与参赛声明

招生人数：约150名，20-30组，每组5人。

中期检查：导师群根据阶段性成果进行打分。

最终答辩：行业专家打分，公布成果并颁奖。

*未通过作品集筛选的学员可自行组队，参与中期评选，并且逆向进入最终答辩！

*组委会视招生情况进行调整，赛制解释权归组委会所有

Enrollment Scope: Students Majoring in Design in Various Universities, Young Designers

Registration method: Online registration

Screening method: The organizing committee selects the works collection and entry statement of registered students

Enrollment: About 150, 20-30 groups, 5 people in each group.

Mid-term inspection: The tutor group is graded according to the staged results.

Final defense: Industry experts score, announce results and award awards.

*Students who fail to pass the selection of works can form a team by themselves, participate in the mid-term selection, and enter the final defense in reverse!

*The organizing committee will adjust according to the enrollment situation. The right to interpret the competition system belongs to the organizing committee

指导过程 / *Tutoring*

工作坊指导时间：09月19日-10月02日（共14天）

今年设计马拉松导师导师将来自于行业与学界，涵盖产品设计、数字媒体、时尚设计、空间设计、动画设计、影视特效、服务设计等方向的专家。

*组委会视招生情况进行调整

***Workshop Tutorial: September 19th - October 2nd
(14 Days in Total)***

The tutors of this year's Design Day Marathon will come from industry and academic circles, including experts in product design, digital media, fashion design, space design, animation design, visual effect, service design and so on.

*The organizing committee will adjust according to the enrollment situation.

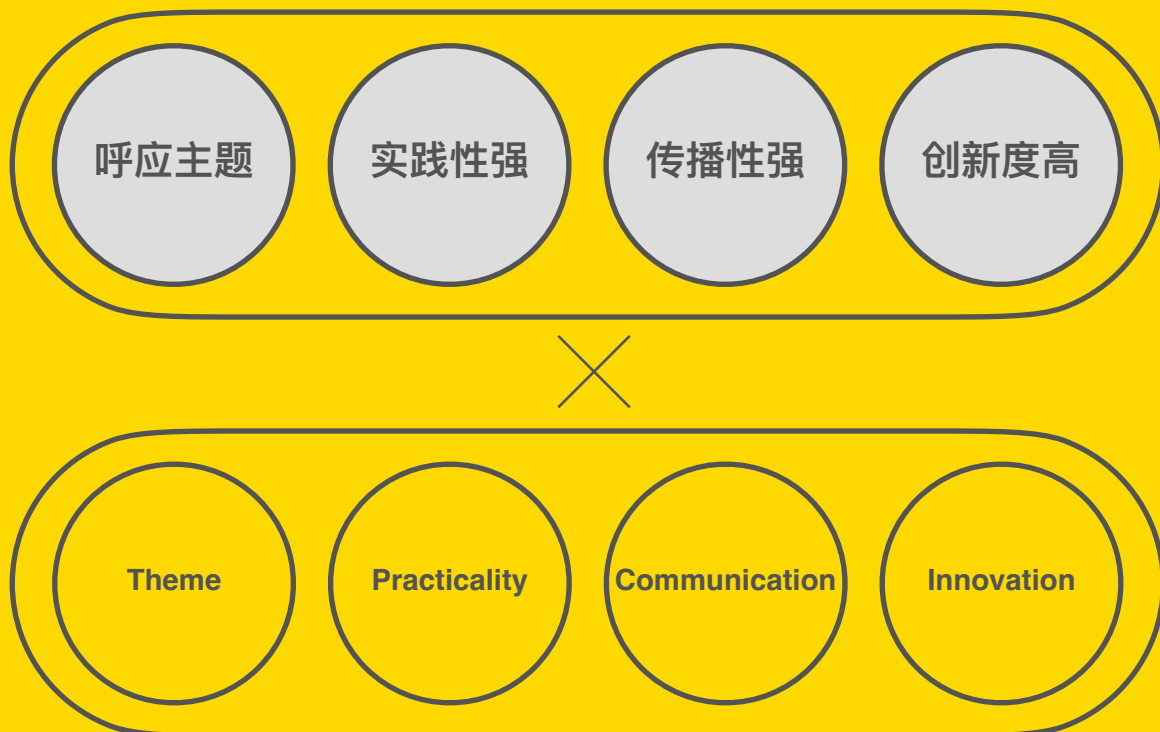
评分机制 / *Judging Criteria*

马拉松的参与和获奖都极为严格且公平

作品集筛选由组委会筛选
每次汇报单独按百分制评分
中期检查由马拉松导师评分
最终答辩由行业专家组评分

The Participation and Awarding of ddM Is Extremely Strict and Fair

Portfolio selection will be screened by the organizing committee
Each presentation is scored individually on a percentile scale
Mid-term inspection is scored by marathon instructors
The final defense is scored by a panel of industry experts



奖项设置 / Awards

所有获奖者都将有机会推荐企业与导师工作室实习

金奖 奖金5000元

银奖 奖金3000元

铜奖 奖金1000元

优秀奖

首都大学生创意集市“创意之星”

*组委会对于奖项保有解释权

All Winners Will Have the Opportunities To Be Recommended Internship at Enterprises or Tutors' Studios

Gold , with the prize of ¥5,000

Silver , with the prize of ¥3,000

Bronze , with prize of ¥1000

Excellence Award

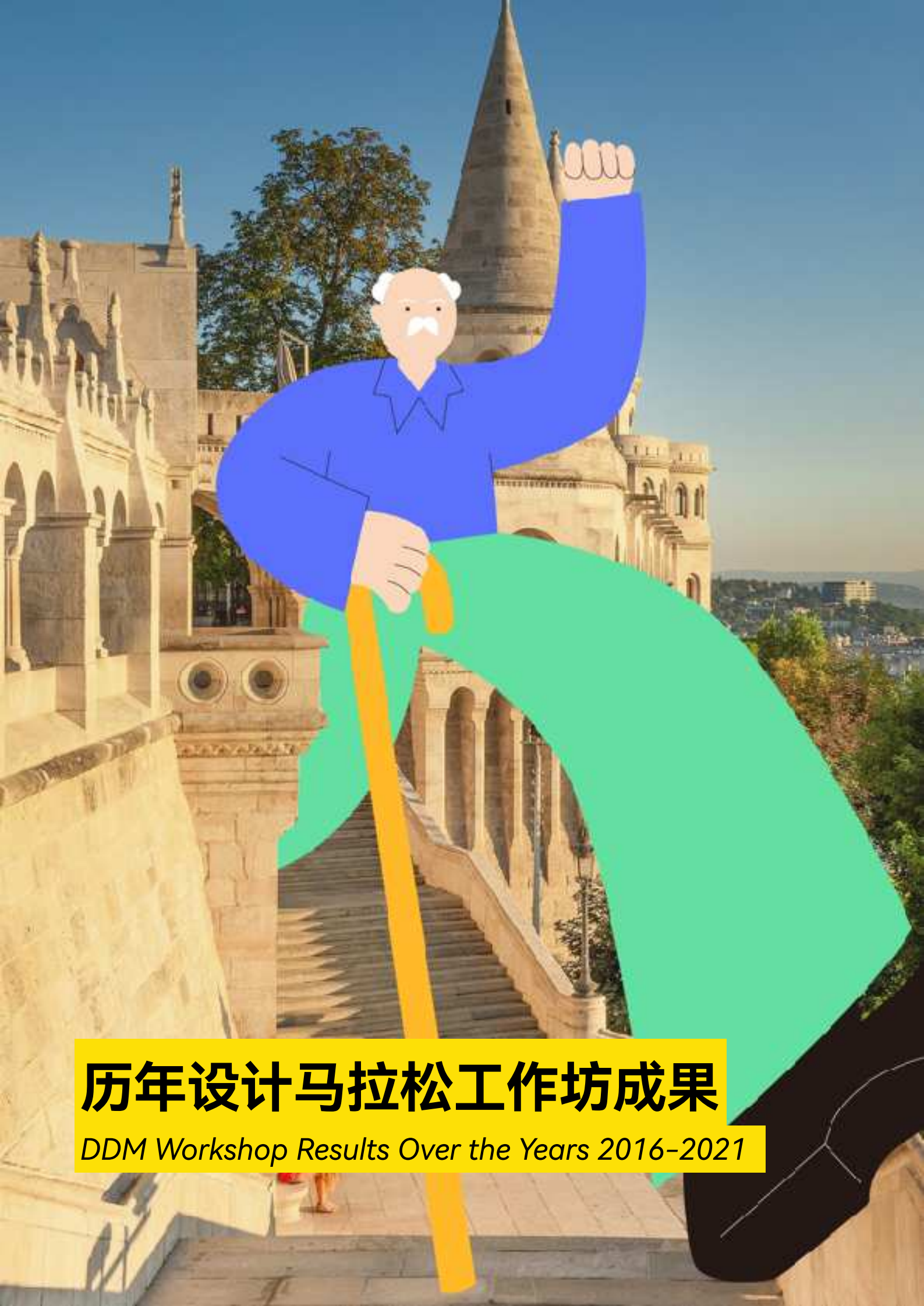
Creative Star of the Capital Student Creative Bazaar

*The organizing committee has the right to interpret the awards

拟邀院校 / Schools Invited

本列表按拼音排序，并持续增加中！
To Be Updated !

奥地利林茨艺术与工业设计大学 / Universität für künstlerische und industrielle Gestaltung Linz
 澳大利亚科廷大学 / Curtin University
 澳门科技大学 / Macau University of Science and Technology
 澳门理工大学 / Macao Polytechnic University
 北京大学 / Peking University
 北京电影学院 / Beijing Film Academy
 北京服装学院 / Beijing Institute Of Fashion Technology
 北京工业大学 / Beijing University Of Technology
 北京航空航天大学 / Beihang University
 北京科技大学 / University of Science and Technology Beijing
 北京林业大学 / Beijing Forestry University
 北京师范大学 / Beijing Normal University
 北京印刷学院 / Beijing Institute of Graphic Communication
 北京邮电大学 / Beijing University of Posts and Telecommunications
 川音美术学院 / Sichuan Conservatory Of Music
 大连工业大学 / Dalian Polytechnic University
 东华大学 / Donghua University
 福建工程学院 / Fujian Universtiy of Technology
 广州工业大学 / Guangdong University of Technology
 广州美术学院 / The Guangzhou Academy of Fine Arts
 海南大学 / Hainan University
 韩国国民大学 / Kookmin University
 韩国弘益大学 / Hongik University
 韩国祥明大学 / Sangmyung University
 湖北美术学院 / Hubei Institute of Fine Arts
 湖南大学 / Hunan University
 华中科技大学 / Huazhong University of Science and Technology
 江南大学 / Jiangnan University
 丽江文化旅游学院 / Lijiang Culture and Tourism College
 鲁迅美术学院 / LuXun Academy of Fine Arts
 马来西亚多媒体大学 / Multimedia University
 美国加利福尼亚大学河滨分校 / University of California, Riversid
 南京信息工程大学 / Nanjing University of Information Science and Technology
 南京艺术学院 / Nanjing University of Information Science and Technology
 南开大学 / Nankai University
 清华大学 / Tsinghua University
 瑞士卢塞恩应用科技与艺术大学 / Lucerne University of Applied Sciences and Arts
 山东工艺美术学院 / Shandong University of Art&Design
 上海大学 / Shanghai University
 上海交通大学 / Shanghai Jiao Tong University
 上海外国语大学 / Shanghai International Studies University
 深圳大学 / Shenzhen University
 四川大学 / Sichuan University
 四川美术学院 / Sichuan Fine Arts Institute
 台北医学大学 / Taipei Medical University
 台湾师范大学 / Taiwan Normal University
 台湾实践大学 / Shih Chien University
 台湾中原大学 / Chung Yuan Christian University
 泰国清迈大学 / Chiang Mai University
 泰国宋卡王子大学 / Prince of Songkla University
 天津美术学院 / Tianjin Academy of Fine Arts
 同济大学 / Tongji University
 西班牙赫罗纳大学 / Universidad de Gerona
 西南交通大学 / Southwest Jiaotong University
 匈牙利佩奇大学 / University of Pécs
 燕山大学 / Yanshan University
 意大利米兰理工大学 / Politecnico di Milano
 意大利米兰语言和传播自由大学 / Libera Università di lingue e comunicazione IULM MILANO
 印尼建国大学 / BINUS University
 英国皇家艺术学院 / Royal College of Art
 云南大学 / Yunnan University
 云南艺术学院 / Yunnan Arts University
 智利迭戈波塔莱斯大学 / Diego Portales University
 中国传媒大学 / Communication University of China
 中国美术学院 / China Academy of Art
 中国戏曲学院 / National Academy of Chinese Theatre Arts
 中国音乐学院 / China Conservatory of Music
 中央美术学院 / Central Academy of Fine Arts



历年设计马拉松工作坊成果

DDM Workshop Results Over the Years 2016-2021

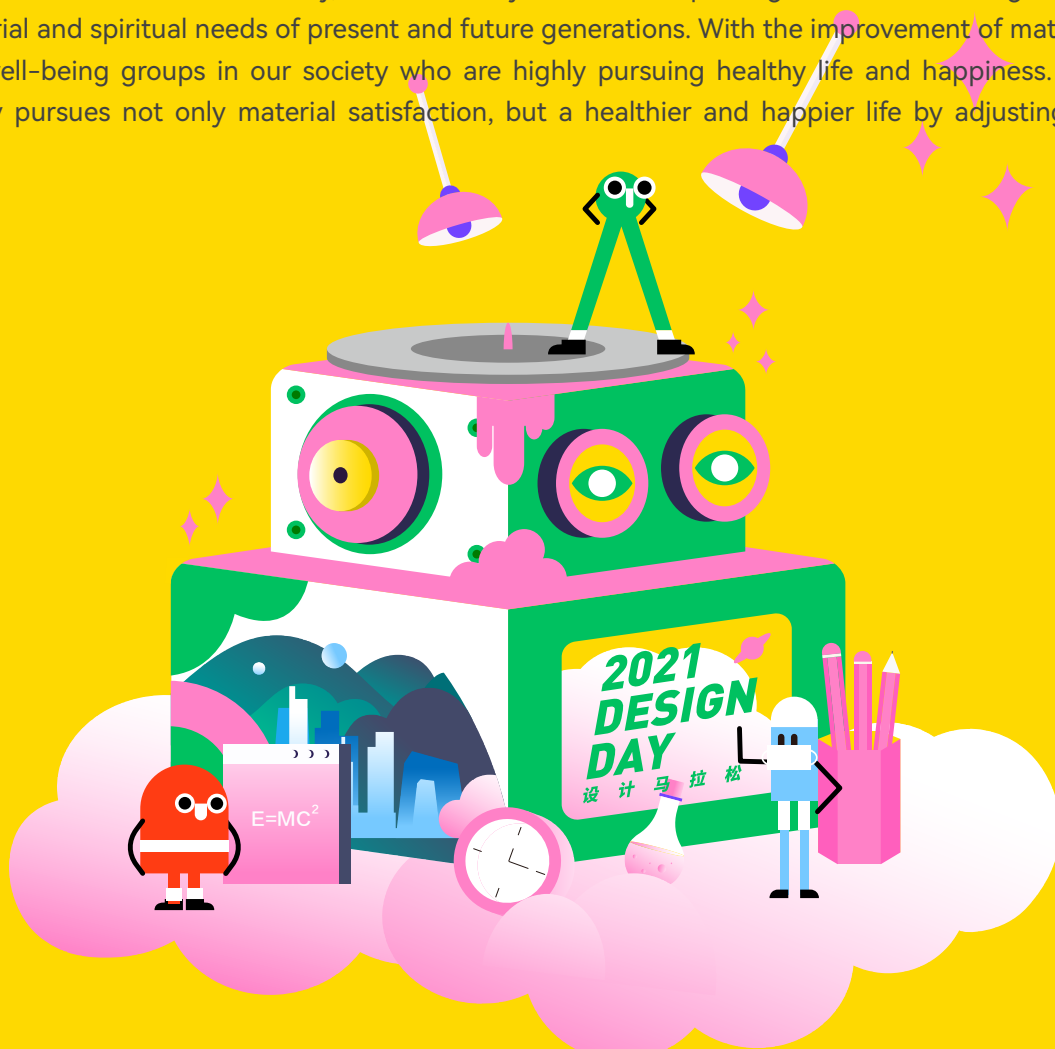
2021年设计马拉松 / 2021DDM

设计可持续的福祉

2021年的设计马拉松主题为“设计可持续的福祉”。人类的福祉 (Human well-being) 指的是健康幸福和物质上富足的生活状态。当前, 我们常关注的可持续发展目标, 其最终目的是提高人类福祉, 满足当代人和后代人在物质和精神这两方面的需求。随着物质水平的提高, 我们的社会出现了福祉族 (Well-being) 这些高度追求健康生活与幸福感的人群。福祉族追求的不仅仅是物质上的满足, 而是通过调节心灵和身体来达到更为健康与幸福的生活状态。

Designing Sustainable Well-Being

The theme for the 2021 Design Day Marathon is "Designing for Sustainable Well-Being". Human well-being refers to a living state of health, happiness and material abundance. The sustainable development goals, which we often focus on today, are ultimately aimed at improving human well-being and meeting the material and spiritual needs of present and future generations. With the improvement of material level, there are well-being groups in our society who are highly pursuing healthy life and happiness. The well-being family pursues not only material satisfaction, but a healthier and happier life by adjusting the mind and body.



2021年部分成果 / *Partial Results*

直播节目

- 1.设计教育学生说：清华+同济+米理
- 2.交互之声——科技与声音的连接
- 3.如果时尚会说话
- 4.全球语境下的文化项目
- 5.可持续和正念绿色技术走向可持续福祉
- 6.自然原则——瓜田李下房前屋后的精神觅处
- 7.文化持续力——数字媒介下的非遗研究
- 8.养老·社区·服务
- 9.空间激活健康
- 10.永续未来，教育创造者
- 11.设计关于丽江的诗和远方
- 12.超时空共振：用设计链接传统与时尚

Live Show

- 1.Design education students say: Tsinghua + Tongji + Milli
- 2.Interactive Voice—the connection between technology and sound
- 3.If fashion can speak
- 4.Cultural Projects in Global Contexts
- 5.Sustainable and mindfulness green technology towards sustainable wellbeing
- 6.Principles of Nature—Melon Li's spiritual search before and after the house
- 7.Cultural Sustainability—Intangible Heritage Research in Digital Media
- 8.Pension—Community—Service
- 9.Space activation for wellbeing
- 10.Sustainable Future, Educational Creator
- 11.Design poems and distances about Lijiang
- 12.Hyperspace Resonance: Linking Tradition and Fashion with Design

2021年部分成果 / Results

设计课题

- 1.15分钟生活圈：后疫情时代的人居环境设计
- 2.北京冬奥会游戏化设计
- 3.乐活动态图像设计课程
- 4.乐龄直播
- 5.羌绣的图案设计创新与时尚应用
- 6.文化持续力-数字媒介下的非遗研究
- 7.色彩实验训练
- 8.新理念下的新设计，传播新概念模型和新思维结构的创造性工具
- 9.数字疗法的福祉
- 10.Semar：生命、希望和未来的代表
- 11.文化交互传播场景中的用户体验设计
- 12.可持续振动：设计声音、音乐和视听
- 13.空间激活的福祉
- 14.可穿戴智能纺织品的未来
- 15.可移动社区购物体系

Design Tasks

- 1.15 Minute City: Living Environment Design in the Post-pandemic Era
- 2.Gamification Design for the Beijing Winter Olympics
- 3.Motion Graphic Design for Lohas
- 4.Happy Age Live Broadcast
- 5.The pattern design innovation and fashion application of Qiang embroidery
- 6.Cultural sustainability-Intangible cultural Heritage under digital media
- 7.User Experience Design in the Interactive Scenarios of Cultural Communication
- 8.Colour experimental training
- 9.Digital Therapeutics for Wellbeing
- 10.Interpreting Semar as the Representation of Life, Hope, and Future
- 11.New Design for a New Philosophy, creative tools to disseminate and transmit new conceptual models and new structures of thought
- 12.Sustainable Vibrations: Designing Sound, Music, and Audiovisual
- 13.Space activation for wellbeing
- 14.Wearable and Smart Textile Future
- 15.Movable community shopping system

Overview map 总览图





WE VISUALIZE THE OUTCOME OF RECYCLING
Illustration
 Make people be part of the solution
 POSITIVE MESSAGE



WE VISUALIZE THE OUTCOME OF RECYCLING
Illustration
 Make people be part of the solution
 POSITIVE MESSAGE



WE VISUALIZE THE OUTCOME OF RECYCLING
Illustration
 Make people be part of the solution
 POSITIVE MESSAGE



WE VISUALIZE THE OUTCOME OF RECYCLING



Raise awareness.
 Make people be part of the solution.
POSITIVE MESSAGE.



WE VISUALIZE THE OUTCOME OF RECYCLING
Illustration
 Make people be part of the solution
 POSITIVE MESSAGE



WE VISUALIZE THE OUTCOME OF RECYCLING
Illustration
 Make people be part of the solution
 POSITIVE MESSAGE



Application of information to the user on the website that is
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FOOD BANK ON WHEELS
 MONITOR FOOD BANK + INFORMATION ON WEBSITE



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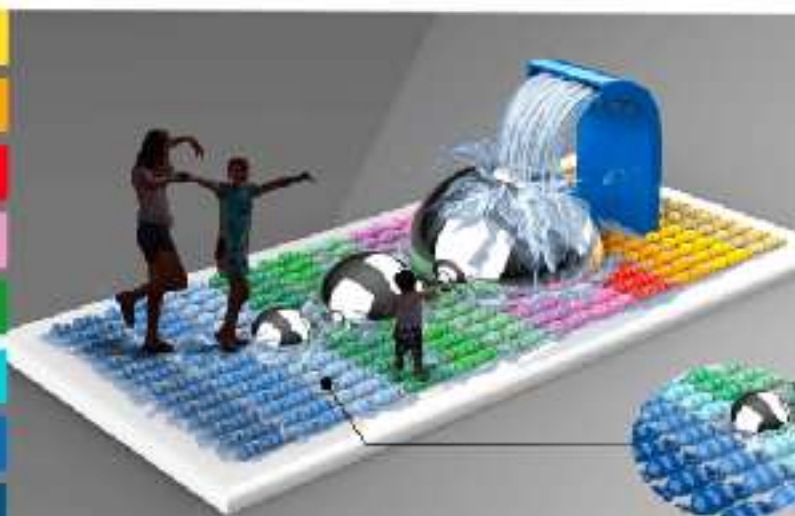


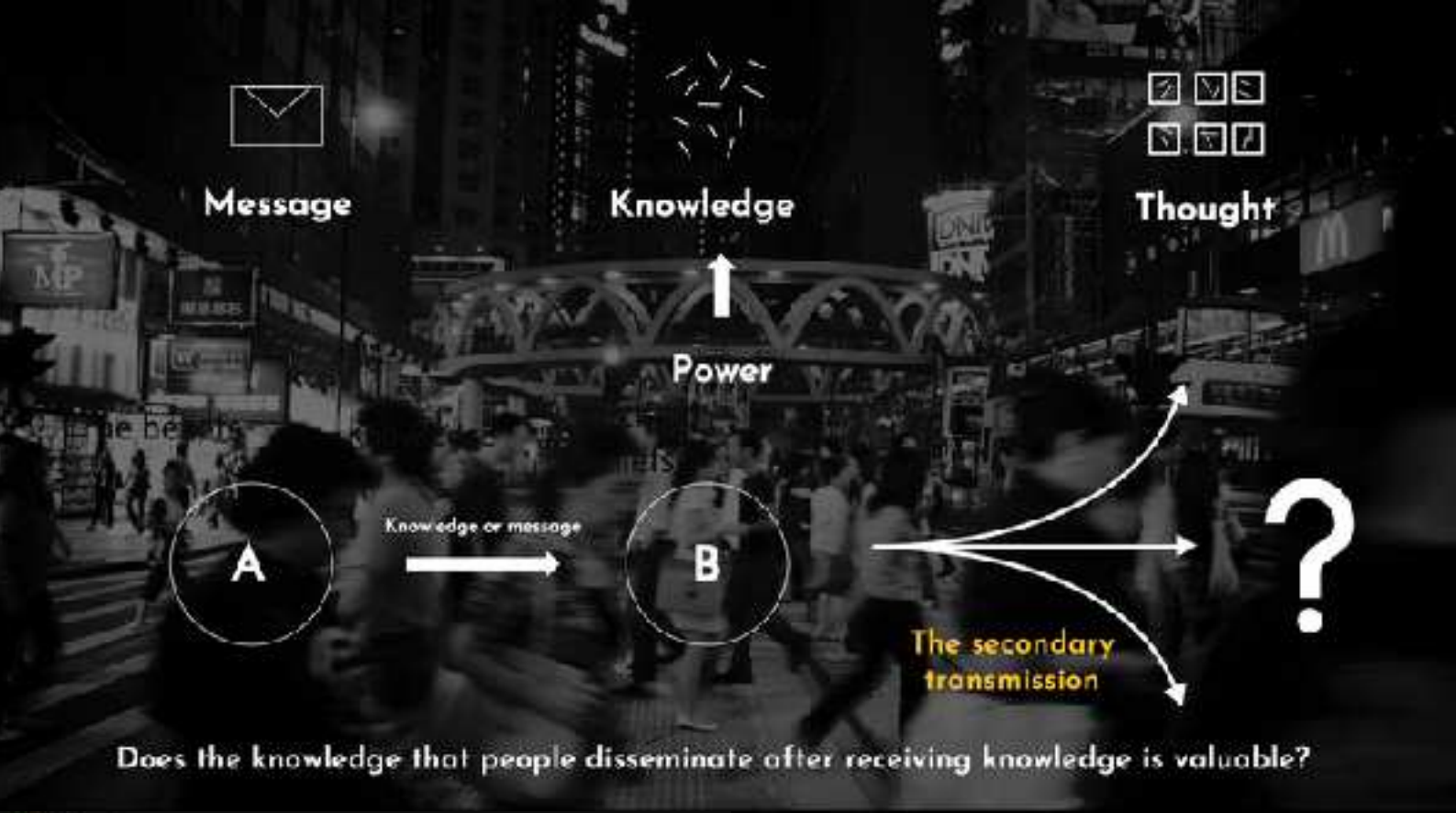
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Bench + Removal seats



Fountain + Touch stimulation





Power 權力 (Encoder)

When power is misinterpreted as an necessary trait, it can invade our way of thinking like a virus even become an anomaly.

Virus 病毒 (Noise)

The excessive abandonment of culture will make this once treasured with power become an embarrassing anomaly, and even be defined as a harmful substance like a virus.

and danger lurks like a shadow —

Anomaly 異常 (Decoder)

Anomaly shows the different trends from other norms, and we can think like a virus to better know how to combine the power of all areas to humanize new patterns that we cannot predict.

2021 DESIGN DAY

OPPORTUNITY EMPOWERMENT FOCUS
 INTELLIGENCE CLOSE- CONTROL RECRUITMENT
 KNOWLEDGE VISIONARY DESTRUCTION
 CRITIQUE POWER SECRET
 NEGOTIATION CONDUCE CAUSALITY
 EMPOWER CREATION VIRUS ADAPTABILITY
 SKILLS CONQUER CONTRADICTION SHAPELESS
 TO BAIT CYNICAL ANOMALY PERSPECTIVE
 CONSERVATION STRATEGY MUTATION
 SPECULATION STRATEGY SELF- CONTROL
 REPUTATION CONTAGION ATTITUDE
 SECULARIZATION INTEREST
 OPTIONS POWER INTEREST
 CONVERSATION

Although modern medical technology has saved many lives in pandemics, new problems are rising. Who has the right to health? Who's protected? Who benefits from that?

Reflection 反思

Now

Practice 练习

New Challenges?
 迎接新的挑战

Preparing for new challenges—
 为新的挑战做好准备

If anomaly is not anomaly, power is not power, there is a opportunity of empowerment

当异常不是异常时，权力不是权力，这时就存在了赋予权力的可能性

WHY

Why is there a pandemic? Is it inevitable? How can we prevent and control it?

为什么会有疫情？是必然的吗？我们如何预防和控制它？

Factor 01

The hidden context of pandemic

疫情背后的隐藏因素

Factor 02

Choose where you are

选择你所在的地方

Factor 03

Remember to stay and stay safely until the future comes

记住留下来并安全地待到未来到来





2020年设计马拉松 / 2020DDM

马拉松即兴直播间

受到疫情影响，2020年的设计马拉松线下工作坊的设想难以执行，转变为直播形式，用以介绍个人或者组织如何在2020年靠着强大的适应力让生活变得更美好。结合热点话题带出25个有意思的节目，涵盖设计领导力、创新创业、空间设计、服务设计、可持续设计、食物设计、时尚设计、艺术创作、健康设计、老龄设计、生活方式促进等方向。这就是主题“马拉松即兴直播间”，一个开放、趣味而流动的线上市集。

MARATHON LIVE JAM

Affected by the pandemic, it was impossible to organise an offline work shop. Thus ddM 2020 was transformed into a live show, introducing how individuals or organisations made their lives better in 2020 with the strong adaptability. 25 interesting programs was brought out combining with hot topics, including design leadership, innovation and entrepreneurship, space design, service design, sustainable design, food design, fashion design, artistic creation, health design, aging design, lifestyle promotion and so on. This was the theme of "Marathon Live Jam", an open, interesting and flowing online fair.



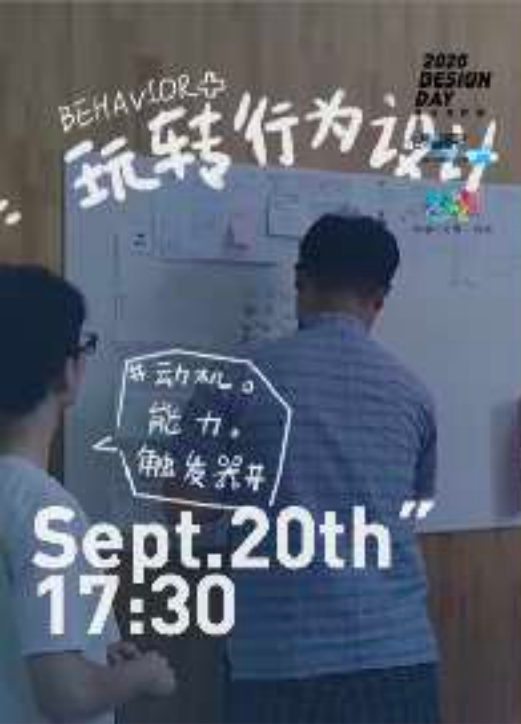
2020年部分成果 / *Partial Results*

直播节目

- 1.设计责任与未来峰会
- 2.游戏，也生活。
- 3.“95后的生活哲学”
- 4.老龄设计
- 5.生活样本 —— 从物理现实到数字虚拟
- 6.可持续呼吸
- 7.设计教育学生说：米兰理工大学
- 8.你好，未来！未来生活的趋势洞见
- 9.艺术，成就美丽新世界
- 10.一起设计吃！
- 11.感性食品，合理设计
- 12.洞见南洋设计
- 13.设计即是权利
- 14.用剪刀绘图！
- 15.印花之美
- 16.你有病吧？嘿，还真有！
- 17.呵护行动
- 18.跨界歌剧创作漫谈
- 19.道成都
- 20.Behavior+：玩转行为设计
- 21.我在家，有事儿！
- 22.城市：互联、共存、想象力
- 23.艺术、技术和设计如何影响创新世界
- 24.不健康怎能设计
- 25.光与影——数字世界中的文化文物

Live Show

01. Design Responsibility & Future Summit
02. Game, a Lifestyle
03. Gen Z's Living Philosophy
04. Aging Design
05. Life Samples – From Physical Reality to Digital Virtuality
06. Sustainable Breathing
07. Design Education of Politecnico di Milano
08. Hello, Future! Trend Insights into Future Life
09. Art Makes a Brave New World
10. Let's Design 'Eat'
11. Sensual Food, Rational Design
12. Look Insight
13. Design is Power
14. Drawing with Scissors!
15. The Beauty of Printings
16. Hey, are you crazy? Yes, but it's okay!
17. Caring Action
18. The Creation of Cross-over Opera
19. Tao Chengdu
20. Behaviour+: Fun Behaviour Design
21. I'm at Home, Having Something to Do!
22. The City : Connected, Coexisting, Imaginative
23. How Art, Technology and Design Inform Creative World
24. How Can You Design Without Good Health
25. Light & Shadow – the Cultural Artefact in a Digital World



BEHAVIOR+1
用行为设计模型解决你的设计难题
2020 Marathon Live Jam

Behavior+: 玩转行为设计
Behavior+: Fun Behavior Design
主持: 葛宝正 / Ge Baosheng

直播搜索: 设计马拉松
Google Search: Design Day Marathon



探索歌剧的经典与跨界时尚
2020 Marathon Live Jam

跨界歌剧创作漫谈 / Talking About The
Creation Of Cross-over Opera
主持: 云梦瑶 / Yi Mengyao

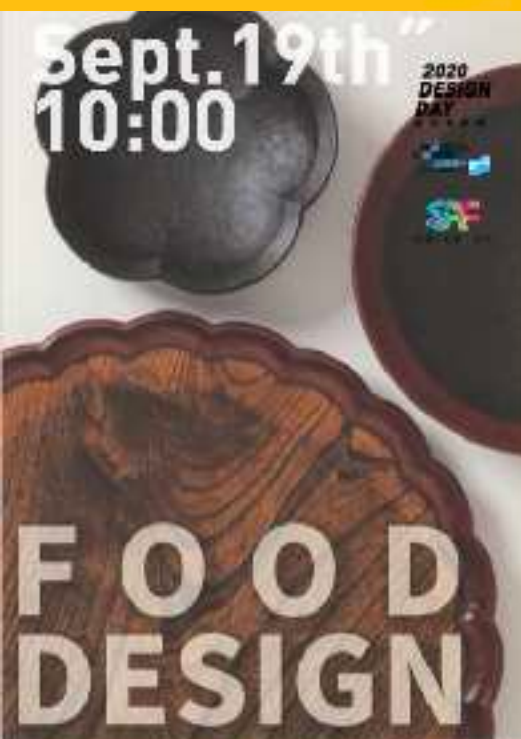
直播搜索: 设计马拉松
Google Search: Design Day Marathon



通过直播一起重新思考时尚态度与生活方式,
共同作出能够塑造地球未来的决定吧!
2020 Marathon Live Jam

可持续呼吸 / Sustainable Breathing
主持: 蒋浩 / Jiang Hao

直播搜索: 设计马拉松
Google Search: Design Day Marathon



跟随我们一起探寻
感性的食物与理性的设计。
2020 Marathon Live Jam

感性食品, 合理设计
Sensual Food, Rational Design
主持: Prof. Dan Younghwan

直播搜索: 设计马拉松
Google Search: Design Day Marathon



来自澳大利亚科廷大学教授将带领我们
解密虚拟世界与艺术文物的关系
2020 Marathon Live Jam

光与影-数字世界中的文化文物
Light & shadow: the cultural
artefact in a digital world
主持: Prof. Francesco Mancini

直播搜索: 设计马拉松



通过不同的观察角度, 展现韩国
独特的生活方式和审美观
2020 Marathon Live Jam

The City: Connected, Coexisting,
imaginative
城市: 互联、共存、想象力
主持: Prof. Park Jaun

直播搜索: 设计马拉松



Sept. 20th
10:00

2020
DESIGN
DAY



以印花布料创造美感与共好生活。

2020 Marathon Live Jam

印花之美 / The Beauty Of Printings

主持: 黄文婷 / Huang Wen Tsung

直播链接: 设计马拉松

Google search: Design Day Marathon



Sept. 19th
20:00

2020
DESIGN
DAY



精彩内容预告:

一把剪刀

11张海报

寻找有趣的概念, 尝试用千和纸来

大头针做一张大尺海报

海报设计挑战赛

让我们随着音乐的流动, 练习剪贴技巧和拼贴画。

2020 Marathon Live Jam

用剪刀画画! / Drawing with Scissors!

主持: Liu Vilahur

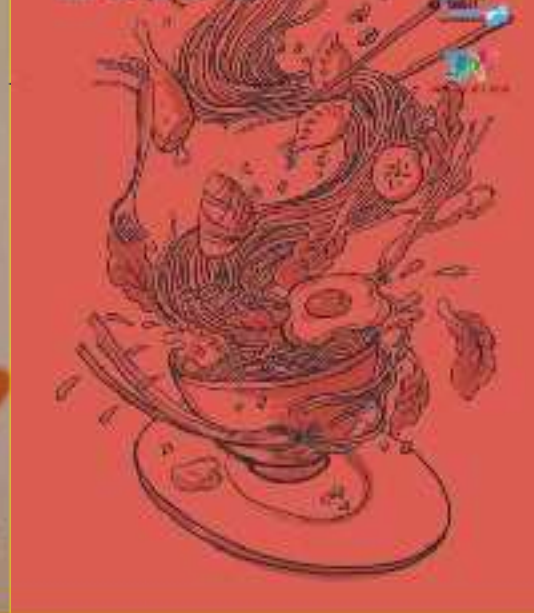
直播链接: 设计马拉松

Google search: Design Day Marathon



Sept. 19th
20:00

2020
DESIGN
DAY



爱好美食生活的人们!

我们将直播设计专家探讨食物设计问题

2020 Marathon Live Jam

一起来设计吧! / Let's design "eat"!

主持: 周群飞 教授 / Prof. He Songfei

直播链接: 设计马拉松

Google search: Design Day Marathon



2020
DESIGN
DAY

基于服务设计思维和方法, 从呵护入手, 围绕尊重生命、珍爱健康、幸福生活展开设计行动 2020 Marathon Live Jam

呵护行动 / Care Action

主持: 郑海 教授 / Prof. He Hong

直播链接: 设计马拉松



Sept. 19th
18:00

2020
DESIGN
DAY

嘿~ 我们来自米兰理工大学! 要不要聊聊设计?

2020 Marathon Live Jam

设计教育学生说: 米兰理工大学

Student Talk: Design Education of Politecnico di Milano

主持: 周叶松 / Yang Yuesong



2020
DESIGN
DAY

游戏真爱呀!

我们来一起聊聊游戏, 侃侃生活,

2020 Marathon Live Jam

游戏, 也生活! / Game is a lifestyle!

主持: 宁兵 / Ning Bing

直播链接: 设计马拉松

Google search: Design Day Marathon





Sept. 19th
14:00

2020
DESIGN
DAY



Sept. 19th
18:00

2020
DESIGN
DAY



Sept. 20th
19:00

2020
DESIGN
DAY

以印尼的视角观察设计，了解如何做本土化设计。

2020 Marathon Live Jam

洞见南洋设计 / Look Insights

主持: Nancy Wilkey

百度指数: 设计马拉松

Google Search: Design Day Marathon



Host: Prof. Francesco Galli
ILUM University Milan

Guest: Dr. Marco Alberti
Senior International Institutional Affairs Officer of East Spa

DESIGN IS POWER - the Dark Side
-Critical Thinking Conversation-



向家直逼，
我们日常生活中的非常日常！
2020 Marathon Live Jam

我在家，有事儿！

I'm Home, Having Something to do!

主持: 刘铁军 教授 / Prof. Liu Ti-Jun

百度指数: 设计马拉松

Google Search: Design Day Marathon



生活样本

Life samples - From Physical Reality to Digital
从物理现实到数字虚拟

余睿
Yu Rui

发起人 主持人
Organizer Host

天津美术学院动画艺术系教授
Professor of Animation Art Department of Tianjin Academy of Fine Arts

Sept. 19th
14:30



Sept. 19-20th
19:00

2020
DESIGN
DAY



Sept. 19th
14:00

2020
DESIGN
DAY

从个人体验出发，以社会学的视角
去探讨生命体验、艺术与社会关系
2020 Marathon Live Jam

生活样本-从物理现实到数字虚拟
Samples of life-From Physical Reality
to Digital Virtuality

主持: 余睿 教授 / Prof. Yu Rui

百度指数: 设计马拉松

让我们一起探讨未来，洞见城
市各个层面的未来发展趋势！
2020 Marathon Live Jam

你好，未来！未来生活的趋势洞见
Hello, Future! Trend insights
into future life

主持: 赵露 教授 / Prof. Zhao Lu

百度指数: 设计马拉松



有爱的设计才做出有温度的设计，才
能给予社会每一份角落更多的爱护
2020 Marathon Live Jam

老龄化设计 / Aging Design

主持: 王敏 教授 / Prof. Wang Miaochun

百度指数: 设计马拉松

Google Search: Design Day Marathon



2019年设计马拉松 / DDM2019

青银共创未来

2019年设计马拉松时间跨越2个多月，集结了来自四个国家61所高校17位导师260名学员，从五大课题方向为老龄化社会的设计挑战提出独特的见解与再设计，产出数17个具有商业价值的创新适老设计方案。是一个新颖而有意义的跨代设计实践。

Co-Create Future With Youth & Elderly

ddM 2019 lasted for more than two months and gathered 17 tutors and 260 students from 61 universities in four countries. It proposed unique insights and redesigns from five major directions for the challenging design topic, "Aging Society", and produced 17 innovative and ageing-friendly designs with commercial value. It was a novel and meaningful cross-generational design practice.



2019年部分成果 / *Partial Results*

设计课题

- 1.数字达人：教爷奶完胜游戏任务
- 2.服务设计：改善适老服务的设计体验
- 3.网红爷奶：网红爷奶的养成行动
- 4.长者叮嘱：用爷奶的生命经验帮助青年人成长
- 5.地区生活：从地区文化中找到最佳设计元素

Design Tasks

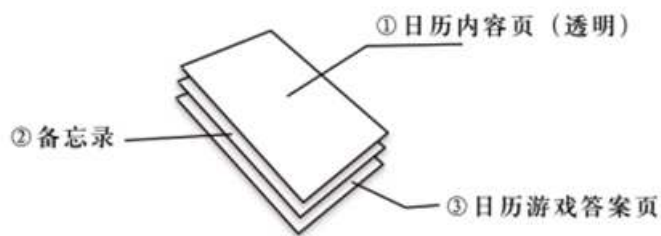
- 1.DIGITAL MASTERS : Teach Seniors to Complete the Task of Winning a Game
- 2.SERVICE DESIGN : Improve the Design Experience of Aging Services
- 3.SENIOR CELEBRITIES : The Cultivation of Senior Internet Celebrities
- 4.SENIOR ADVICES : The Advisory of Life Experience of the Seniors
- 5.LOCAL LIFESTYLE : Discover the Best Design ElementS from the Regional Culture

失智症怀旧疗法

DEMENTIA

无药可医；病因不明；不可逆过程...
No cure, Unclear etiology, Irreversible process...

2



我的回忆疗法共有四个类，分别是「失忆字体补充」「听歌识曲」「看字猜图」「赏花识字」。我将通过这四类的疗程找回我失去的记忆。每一天的日历上附有一个回忆治疗，每天的日历由三页纸组成。

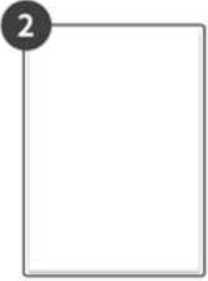


回忆治疗

通过印在半透明纸上的治疗提示，请您使用秀丽笔帮助我完成每天的治疗活动，找回失去的记忆。

备忘录

这是一张白纸，它可以成为您的备忘录，也可以成为您记录重要记录的小道具。



治疗线索

在治疗时，如果您需要帮助，可以在这一页查看日历医生为我们留下的治疗的线索。或者在完成治疗之后，撕去中间的备忘录，透过半透明纸核对治疗的效果。

「失忆的书法」
补全句子缺少的比划或偏旁部首

提示 枉凝眉

纹缘也生之 美山一
声女若个 曼玉艳一
个何说又奇无一是一
心才男 段人良
事奇着人若是死
拾玖

日	一	二	三	四	五	六
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

宜 入殓 除服 成服 移柩 启攒
忌 开市 伐木 嫁娶 作梁

2020年 1月19日 星期日
己亥年 丁丑月 辛酉日 腊月廿五

银幸农场

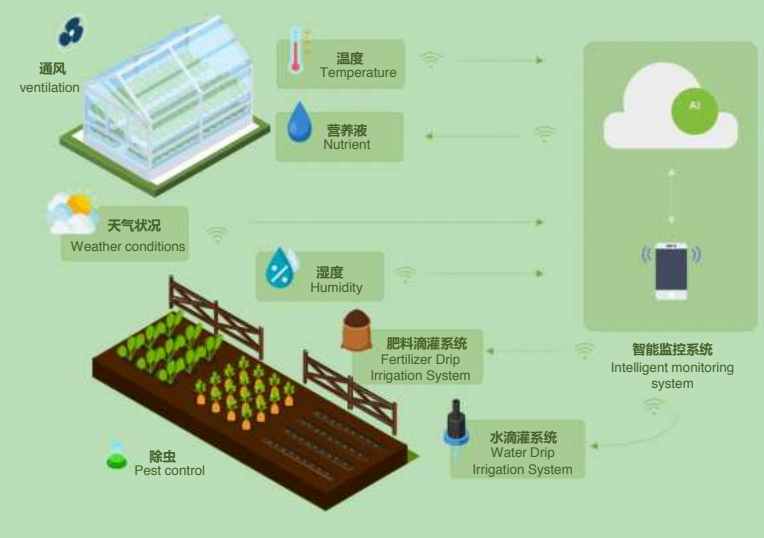
Silver Happy Farm

导师：李芳宇
Tutor: Li Fangyu



技术实现

Technical Realization



01 2018年中国60岁及以上人口数约2.5亿人 收入财产状况推动银发经济消费升级

02 城镇老人 The aged in the city

积极老龄化——健康、参与、保障
Active aging——Health, Participation, Protection

目标人群 Target population
城镇老人 The aged in the city

人群特征 Crowd characteristics
身体状况不错，比较理想的退休收入，有使用互联网的习惯，注重社交娱乐和养生
Healthy, wealthy, internet consumer, focus on social entertainment and health state

银幸农场 Silver Happy Farm

趣味互动 Playing
游戏化种植体验 Gamification planting experience

游戏化学习 Learning
养生食谱 Health recipe

情感交流 Emotion
线下庄园体验 Offline estate experience

我的农场 My Farm | 社区 community | 考考你 Test | 个人信息 Personal information

打理农场 Care farm | 任务 Task | 我的作物 My crop | 考考你 Test | AR精灵 AR Wizard | 养生视频 Health video | 线下活动 offline activity | 农场集市 Farm fair | 彩蛋题库 Question bank | 个人数据展示 Personal data display | 植物生长 plant growth | 种植日历 Planting calendar | 购买 Buy | 联系我们 contact us



惊喜 Surprise

困惑 Confusion

改进1 Adjustment1

改进2 Adjustment2

改进3 Adjustment3

测试对象 / Testing Object
姓名：屈阿姨 Name: Aunt Ou
年龄：63岁 Age: 63 years old

功能展示 Function Display

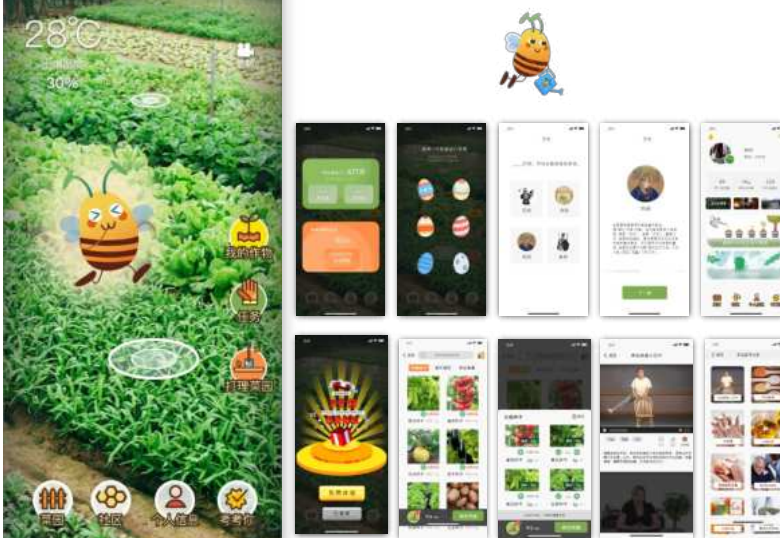


主页 Homepage

精灵助手 Bee-elf assistant
情感互动 Emotional interaction



视觉设计 Visual Design



街角的观众席

the Audience Seat at the Street Corner

导师：李伟沧、高原
Tutor: Li Wei-han, Gao Yuan



什么是“最后10公分”？ What is the "last 10 cm"?



If only there was just 10 more centimetres...

弯曲膝盖并回到坐姿会导致疼痛。
Bending the knees and back to sit can cause pain.

用“最后10公分”打造1个观众席 Create an auditorium with "last 10 cm"



姿势 position

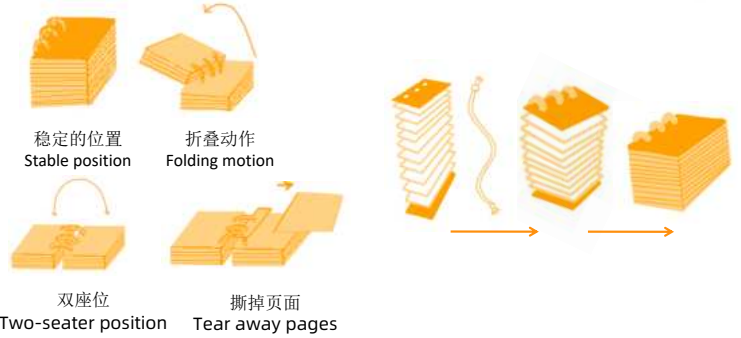
参与 participation

未来情景 future scenario



Seat height / Relaxation legs / Soft cushions / Fence cushions

“最后10公分”构思 "last 10 cm" concept



通过在粘合剂上转动层来调节座椅的高度，这可以让人们坐下来阅读或成为两个座位。
The height of the seat can be adjusted by turning the layers over the binder, which could allow one to sit and read or become a seat for two.

座位 seat



Have a seat!

“最后10公分”使用场景 "Last 10 cm" usage scenario



“最后10公分” 拉近距离
"Last 10 cm" usage scenario

Summary and prospects



“我们这不是一个座位
不是一本书
而是一个超级物种
集信息、关怀、社交、广告、产品
线下服务与引流
线上推广与盈利的未来生态产品。”



PERSONAL CUSTOMIZER 2019.09.21

私人订制师

PERSONAL CUSTOMIZER

老龄化社区公共服务系统设计

THE DESIGN OF PUBLIC SERVICE SYSTEM FOR AGING COMMUNITY

老有所乐 Be happy 老有所为 Be contented 老有所用 Fancilities

情境设计师 G/R/O/U/P/3 心灵麻醉师

THE DESIGN OF PUBLIC SERVICE SYSTEM FOR AGING COMMUNITY

PERSONAL CUSTOMIZER 私人订制师

定位 Definition

60-74岁老人 Observation population: aged 60-74

用户画像 Persona

李少芬 Shaofen Li 62岁 The 62-year-old
退休前职业: 月嫂 Pre-retirement occupation: month sister-in-law
家庭状态: 独居 Family status: living with a spouse and children
需求: 没有长时间照顾家庭, 希望多陪伴家人和和家人做一些有意义的事情。 Needs: no long time to care for the family, hope to spend more time with the family

林双青 Shuangyou Lin 68岁 The 68-year-old
退休前职业: 餐饮业厨师 Retired occupation: chef in the catering industry
家庭状态: 与老伴同住 Family status: living with a spouse and children
需求: 去二市场购买生活用品, 回家自己修缮重新利用, 赚取一些费用。 Needs: go to the secondary market to buy groceries and repair them at home

SERVICE DESIGN

PERSONAL CUSTOMIZER 私人订制师

用户行为 User behavior

起床 Get up	早上自己独处的时间 Alone time in the morning	下午自己独处的时间 Afternoon alone time	晚上 Evening
6:00 起床 买菜, 遛狗, 买菜, 回家, 整理内务, 准备午饭	6:30-9:00 9:30-12:00 有空闲活动 There are promotions to go to playground Go to the playground	13:00-17:00 午休, 娱乐, 看电视, 接孩子	18:00-21:00 陪孩子玩/准备晚餐, 散步遛狗

定义分析 Define

情绪体验 Emotional experience

用户旅程图 发现潜在问题 User Journey Map to Find Potential Issue

触点 Contact

痛点 Pain spot

机会点 Opportunities

安排有趣活动安排 Schedule fun activities
搭建同龄人社交圈 Build a social circle of peers
继续发挥自己的社会价值 Continue to play their own social value

PERSONAL CUSTOMIZER 私人订制师

发现问题 Discover

用户观察及访谈 Observation & interview

用户洞察 User Insight

无自己生活 Live without yourself
无意义生活 Meaningless life
无快乐生活 A joyless life

当代“三无”低龄老人
Contemporary "three noes" young old people

SERVICE DESIGN

PERSONAL CUSTOMIZER 私人订制师

利益相关者图 Stakeholders Maps

“互助型”社区模式 "Mutual aid" community model

社区建立人性化制度, 对低龄老人采取“一帮一”或“一帮多”的互助模式。
"one gang one" or "one gang many"

具有灵活性、多样性、自愿性、自治性等特征
满足了老人对朋友、和社区邻居的依恋, 高效利用社区的功能。
Flexibility, Diversity, Voluntariness, Autonomy

为创新社区模式, 打造多元化老人生活格局奠定基础。
Innovative community model
Diversified

PERSONAL CUSTOMIZER 私人订制师

机会点及价值点 Opportunity & value

及时提供信息 Provide timely information
参加有趣新颖的娱乐活动 Get involved in fun and new activities
体现自身价值 Reflect your own value

“互助型”社区模式 "Mutual aid" community model

家人-社区-第三方关系建立 Family-community third party relationship
提供社会工作 Provide social work

同龄人的伙伴友谊建立 Peer companionship builds

SERVICE DESIGN

PERSONAL CUSTOMIZER 私人订制师

定位 Definition

定制再就业区 Customize the re-employment zone

设计成果 Design results

共享社区布局 Shared community

实现梦想区 Achieve your dream zone

PERSONAL CUSTOMIZER 私人订制师

商业蓝图 Business blueprint

1: 地产商利用新型社区吸引购房者 New communities will attract buyers

2: 再就业人员减轻老龄化压力 Relieve aging pressure

3: 体验新型科技社区的老年生活 Experience Technological Life

4: 打造切实可行的社区空间 Create a landing plan

SERVICE DESIGN

PERSONAL CUSTOMIZER 私人订制师

定位 Definition

设计成果 Design results

虚拟社区布局 Virtual community layout

物证 Physical evidence

回复 Reply

选择职业 Choose a career

选择娱乐 Choice of entertainment

成全老人 服务老人
Perfecting the Old to Serve the Old

9.21 重磅来袭
A Wang Xiaochun Film 汪晓春 电影作品

2018年设计马拉松 / DDM2018

设计更好的银发互联网用户体验

2018年设计马拉松的主题是“为银发而设计”，集结了来自4个国家27所高校的158名学员，从网站使用体验、社交软件体验、智能设备体验三大方向着手，提出了12个具体的设计痛点，为老年人的生活、娱乐、健康、环境、幸福感等课题进行设计。

Designing Better Seniors' Internet Experience

With the theme of “Design for Senior Hair”, ddM 2019 gathered 158 students from 27 colleges and universities in 4 countries. They put forward 12 specific design pain points based on the research of website experience, social software experience and intelligent device for the elderly, and produced fruitful result revolving around the topic of the elderly life, entertainment, health, environment, wellbeing and so on.



2018年部分成果 / *Partial Results*

设计课题

- 1.银发寝大师
- 2.老人音乐类产品服务系统设计
- 3.移居老人族产品服务系统设计
- 4.乡村老人服务设计
- 5.宜居老人生活空间设计
- 6.老人餐饮产品及服务系统设计
- 7.老年人社交APP
- 8.老人情绪和健康关爱系统
- 9.老年人全面生活护理
- 10.沟通连接和幸福感
- 11.老人数位身份证
- 12.老人电视类产品服务系统设计

Design Tasks

- 1.Senior Sleep Master
- 2.Musical Product Service Design for the Elderly
- 3.Product Service Design for Migrant Elderlies
- 4.Service Design for Old People in Countryside
- 5.Livable Space Design for the Senior
- 6.Catering Products and Service System Design for the Elderly
- 7.Social App for the Elderly
- 8.Emotional & Health Care System for the Elderly
- 9.Comprehensive life Nursing for the Elderly
- 10.Communication Connections and Happiness
- 11.Digital ID Card for the Senior
- 12.TV Service System Design for the Aged

2018 DESIGN DAY MARATHON

GROUP 1: SENIOR SLEEP ASSISTING

2018 设计马拉松
银发就寝辅助 Group 1A

导师 Tutor:
丁望高

成员 Team Member:
张维娟/李坤/冯志轩/侯乐新/
Hannah Hawkes/Cho Seui Gi



FACTORS AFFECT SLEEP 影响睡眠的因素



PRODUCT IDEA 产品构想

待解决的问题 Pain Point to solve	构想方案 Predictive plan
深受噪音困扰 Be plagued by noise	通过自然声音掩盖其他声音 Cover other sounds with white noise
不习惯用耳机、手机充电 Not used to sleep with headphones/charger	将设备以无线形式连接到床边 Incorporate linking equipment into supplies
难以入睡 Have trouble falling asleep	播放频率在300-3000Hz的白噪音帮助 Play spectrum band in 300-3000Hz of white noise
睡得太轻容易醒来 Too light to wake	播放粉红噪音帮助大脑进入深度睡眠 Play pink noise to help brain get into deep sleep
无法区分清醒和睡眠状态 Difficult to distinguish light sleep and deep sleep	根据睡眠阶段自动调节音量与频率 Adjust noise type according to the data
老年人不易操作复杂的功能 Elderly can't use complicated operation	操作简单，无需更多操作 Use down and sleep, no more work
子女很难及时了解老人的睡眠数据 Children/brothers seldom know elderly's sleep data	将检测到的睡眠质量数据同步到云端并生成报告 Report the detected data

BRAND CONCEPT 品牌概念



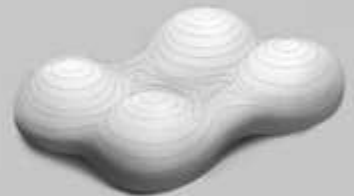
RESOLVED PAIN POINT 解决痛点

- 1. 数据过程老人不需要做任何操作，躺下即睡
The sensory kit need not to do any sleep process, lying down to sleep
- 2. 数据和技术相互连接并互补，基本解决了市面上产品结构和功能缺失的问题，数据效果大为提升
The mutual promotion and complementarity of sleep kit and resolution technology solved the lack of cooperation between product detection and sleep aid solution in the market and greatly improved the efficiency of sleep aid
- 3. 检测数据反馈给子女或者养老机构，老人不会自己不能解决的睡眠问题，子女也能根据老人的身体情况及时纠正或者就医
The real data can send to the children or pension service institutions. The elderly will not worry about their poor data, and the children can timely correct or get medical treatment according to their physical conditions
- 4. 将科技融入日常生活用品，不会过多给老人带来麻烦的担忧
Integrating technology into daily bedding will not bring too many worries without experience for the elderly
- 5. 与保健医疗行业通过神经和传感器传输数据更为安全安心
Compare with contemporary technology, it is safer and safer to transmit through nerve and sensor



PRODUCT DEMONSTRATION 产品效果图

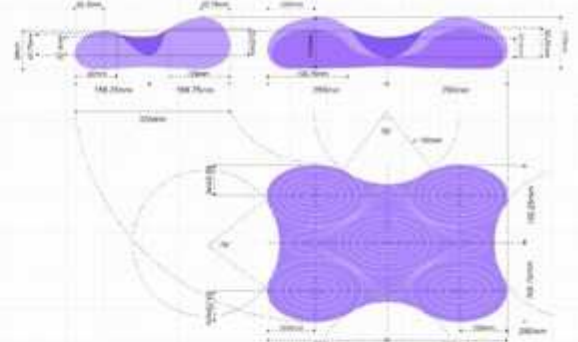
- 为什么是枕头?
Why is it a pillow?
- 为什么是这个形状?
Why is this shape?
- 为什么没有其他东西辅助?
Why is there no other stuff to assist?



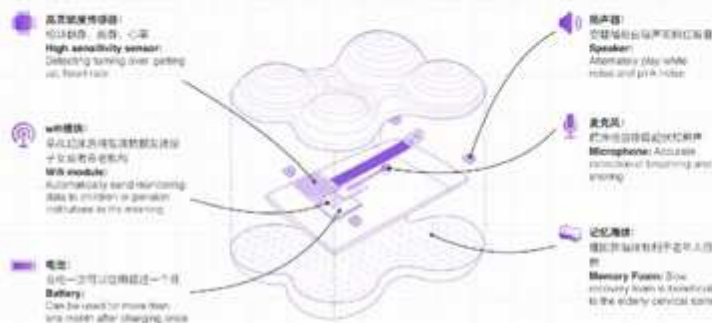
WORK PROCESS 使用流程



PRODUCT BLUEPRINT 产品三视图



PRODUCT STRUCTURE 产品结构



MATERIAL SELECTION 产品选材

记忆海绵枕头的益处
防止颈部出现扭伤 - 记忆海绵枕头的密度材料防止颈部在弯曲的方向内弯曲。
保持脊柱对齐 - 记忆海绵枕可防止颈部弯曲，使脊柱保持对齐。
无需调整 - 记忆海绵枕不需要翻动、松散或经常增加枕头的调整，因为它保持其形状和尺寸。
减少打鼾 - 普通枕头向上倾斜头部，导致气道阻塞，然而，记忆海绵枕贴合人体脖子，让呼吸道保持畅通。

Benefits Of Memory Foam Pillows
Prevents cricks in your neck - The dense material of a memory foam pillow prevents your neck from bending in awkward directions. Keeps your spine aligned - As the memory foam pillow prevents your neck from bending, it allows your spine to remain aligned. No adjusting - Memory foam does not require flipping, fluffing, or any of the adjustments of a regular pillow, as it will retain its shape and size.
Reduces snoring - Regular pillows lift your head upwards, causing air passages to close. However, memory foam pillows contour to your neck, allowing your air passages to remain open.





帮助日出 Helping the sunrise

GROUP 108 | 沟通连接和幸福感 Connectivity & Wellness

Tutor: Dr. Anso Fajrin

Students: Stephen Jones
高国祥
Jal Mehru
Anika Hartono
彭雅倩
Giam Wee Kiat

2018
DESIGN
DAY
2018



通过帮助日出，
老年人因此重新获得幸福。

By helping the sunrise,
happiness is restored to
the lives of the elderly.

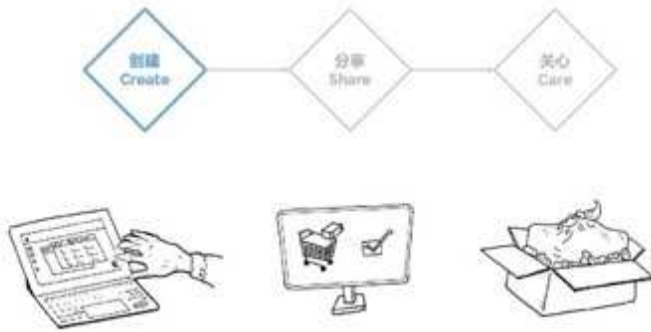


形式 Form : 熟悉 Familiarity

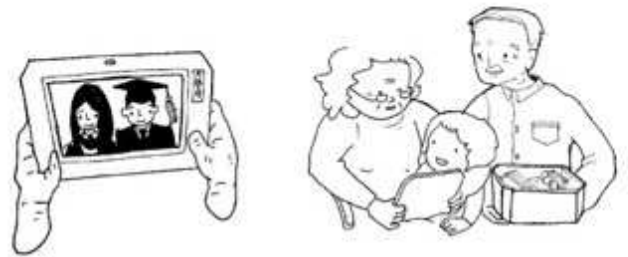
功能 Function : 创新 Innovative

与记忆的多感官交往也是一种用于减少认知退化的成熟治疗技术。

Multi-sensory engagement with memories is also a proven therapeutic technique for reducing cognitive decline.



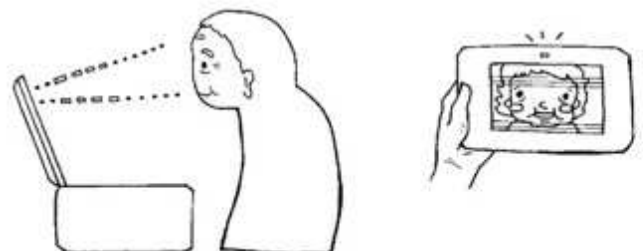
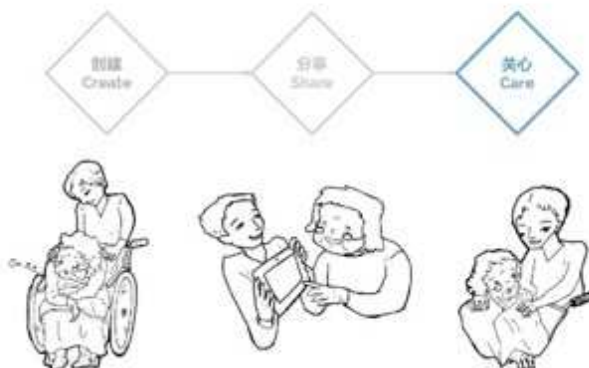
分享 Share + 关心 Care: 记忆盒 Memory Box



技术 Technical: 记忆盒 Memory Box



技术 Technical: 记忆盒 Memory Box



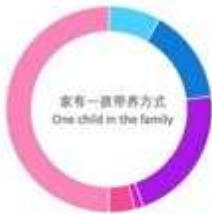
隔辈亲

Atavistic Affection

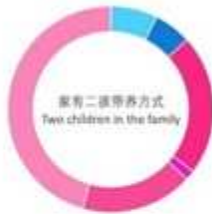
沟通连接与幸福感 10-A组 Connectivity And Wellbeing Group10-A
 郝连双 Lance 周琦 Darco 叶博琳 Aglaia 张思静 Jessy 檀宜婧 Jhen Joshua Rees



尺有所短，寸有所长
 Everyone has his strong and weak points



- 乳儿期 Nurtury
- 上班带养方式 Office worker parents
- 全职妈妈 Full-time mother
- 全职爸爸 Full-time father
- 隔代 Substitutor
- 爷爷奶奶外公外婆 Grandparents

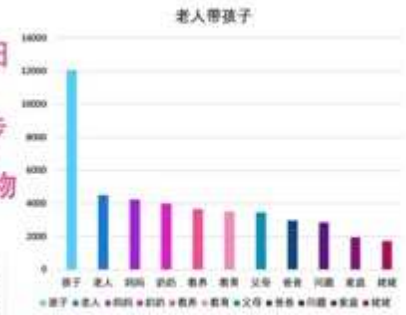


- 乳儿期 Nurtury
- 上班族带养 Office worker parents
- 全职妈妈 Full-time mother
- 全职爸爸 Full-time father
- 隔代 Substitutor
- 爷爷奶奶外公外婆 Grandparents

谁在带娃
 Who is raising child?

- 调查显示，老人是中国家庭带娃的主力军。
- The survey shows that grandparents are the main force of family upbringing.

讲故事 陪孩子玩 晒太阳
 冲奶粉 做饭 喂水
 午休 教育 散步
 扫地 家务 购物
 拖地 做家务 家务
 洗尿布 洗衣服



老年人在怎么带娃
 How do the elderly raise child?

爷爷你可以陪我一起玩嘛?
 Grandpa, can you play with me?



“对孩子来说，游戏是学习，游戏是劳动，游戏更是重要的教育形式。”
 ——教育家克鲁普斯卡娅

“For children, games are learning, games are labor, and games are an important form of education.”
 - Educator Krupskaya



用户画像
 User portrait

- 01 年龄：60-80岁
 Age: 60-80 years old
- 02 愿意帮儿女带孩子，对做好该工作有着强烈的意愿
 Willing to help their child with children, having a strong willingness to do the job well
- 03 健康状况一般，可以承受适度的运动
 General health, can withstand moderate exercise
- 04 反应速度慢，缺乏创造力
 Slow response, lack of creativity
- 05 育儿理念、能力与时代脱节
 Parenting concept and ability are out of the era

主推款式
 Main style

- 款式灵感来源于老人袖口的褶皱，方便穿脱。
- The style is inspired by the acorn of the elderly when cooking. It is easy to put on and take off.
- 款式宽松和长度，方便于老人和小孩进行游戏互动。
- The looseness and length of the style make it easy for the elderly and children to interact with the game.
- 服装在游戏时穿最大的特点就是服装展开后可以变成休息区域或者舞垫。
- The biggest feature of the garment is that it can be turned into a rest area or a dance mat after unfolding playing.



游戏展示
 How to play on the garment

- 衣服可以通过色块显示答案
- Clothes can display images through color blocks
- 提供拼单词与拼字母两种游戏方式
- Provide two game modes: spelling words and spelling images
- 衣服上使用柔性电磁线，在答案错误时闪烁
- Use a flexible electromagnet on the clothes, and it will degauss when the answer is wrong
- 游戏结果将会反馈给父母
- The game results will be fed back to parents

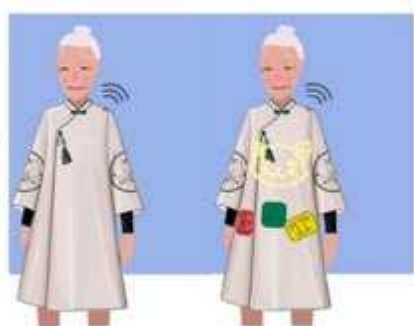
款式效果图二 Clothing renderings

- 国外代派服装——牛仔外套
- Foreign style - denim jacket
- 超耐磨
- Super wear resistant
- 勤俭节约的老人，在服装的使用寿命还是应该注意的
- The industrious and thrifty elderly is caring about the service life of clothing.
- 牛仔布无疑是最好的选择，在老外心目中，最能代表他们传统服装的便是牛仔外套了。
- Denim is undoubtedly the best choice. In foreigners' minds, the most representative of their traditional clothing is the denim jacket.



款式效果图一 Clothing renderings

- 中国传统款式——汉服
- Chinese traditional style - chinese costume
- 中国传统定制手工刺绣，提升服装气质和精致度
- Chinese traditional custom handmade embroidery to enhance clothing presence and refinement
- 弘扬中国传统文化，让孩子们早早接触中国传统服饰，提升认知度
- Promote Chinese traditional culture, let children get in touch with traditional Chinese clothing and raise awareness
- 一衣多穿，通勤休闲
- A garment can have a lot of ways to wear, anytime and anywhere
- 宴会、户外旅行、居家等
- Banquet, Outdoor travel, Home, etc.





宜居老人生活空间设计

Group 5-A

1 设计背景

Design background



题目理解·宜居老人生活空间设计

Topic understanding - Living space design suitable for the elderly

对于老年人何为宜居?

What is comfortable living for the elderly?

老年人的生活空间的范围如何定义?

What is the definition of the living space of the elderly?



宜居老人生活空间设计

2 社区调研

Community research

社区是人们生活的聚散空间

Community is people's life gathering space

4 角色分析

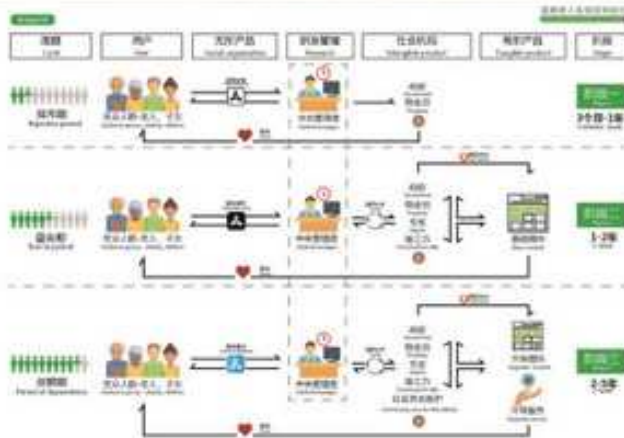
Role analysis



宜居老人生活空间设计



宜居老人生活空间设计



宜居老人生活空间设计

6 “一家一”数据收集器

"One plus one" data collector



宜居老人生活空间设计

6 “一家一”数据收集器

"One plus one" data collector



宜居老人生活空间设计

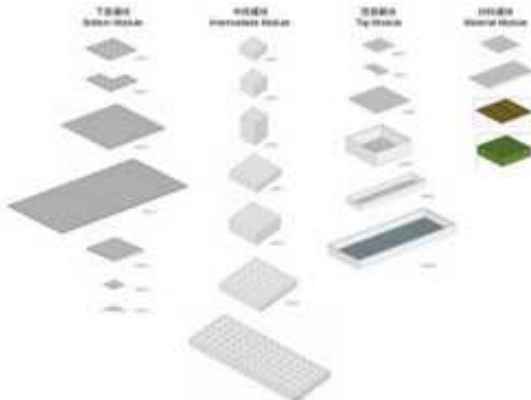
模块有哪些? 是什么?

What is the module breakdown?

底层基础模块
Bottom
Underlying module

中间功能模块
Intermediate function
module

顶层辅助模块
Top level support
module



5 产品概念

Community research



Example of customized space

宜居老人生活空间设计

2017年设计马拉松 / DDM2017

24小时快速设计

2017年设计马拉松是一个跨界快速设计大赛，活动地点在京城逼格文创社区“朝阳燕京里”。来自国际的130位设计名将齐聚一堂，24小时不合眼工作坊进行创意拼搏展现无比体力。此次马拉松活动参与院校达25所，指导老师达12人，项目草案数达150份，50个项目方案，40位开幕嘉宾，并有20家媒体对此次赛事进行报道。

24 Hours Rapid Design

Design Day Marathon 2017 was an all-round rapid design competition. 130 designers from all over the world gathered in this 24-hour workshop at the cultural and creative community, Yanjing Lane. During the 24 hours, the physical strength and creativity was sparking. With 12 tutors and 25 participating universities and colleagues, 150 project drafts and 50 project plans were produced. Twenty media reported on this event.



2017年部分成果 / *Partial Results*

设计课题

- 1.品牌设计:《眼球记忆》属于色彩的产品故事
- 2.影视设计:《大院微电影》北京大院72秒影像
- 3.空间设计:《声动世界》城市直播青年的小空间
- 4.产品设计:《移动都会寝室》让工作睡眠又香又好

Design Tasks

- 1.Brand Design: Eye Memory, a Product Story Belonging to Colors
- 2.Film Design: Microcinema of Courtyard House, Beijing Courtyard House in 72 Seconds
- 3.Space Design: Living in the Sounds, Mini-space for City Live-Streamers
- 4.Product: Urban Sleep Sanctuary, Better Sleep and Better Work

URBAN SLEEP SANCTUARY

睡立方午睡椅提案

移动都会寝室12组



产品定义

The Final Product Definition

针对以上问题点，这款午睡椅的设计应具备以下优点：

可以折叠的
Foldable



产品本身利用率高
High utilization rate

与办公环境相融合
Suit the office environment

价格合理：¥198
Price reasonable：¥198

Seemom
赛格门

Seemom
赛格门



PART 03

初期方案草图 Determine the Sketch

草方案展示，最终草方案展示



睡立方方案3：最终方案

Sketch3 of Sleep cube - the Final Sketch



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睡立方人体工程图

Ergonomic drawings of Sleep cube



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用户使用情景：不使用时

Usage Scenario - not used



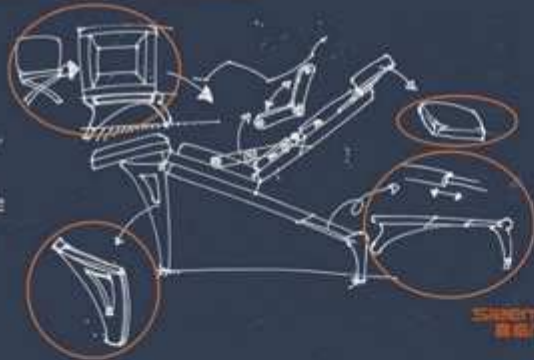
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睡立方方案3：最终方案

Sketch3 of Sleep cube - the Final Sketch

优点：使用方便
比较舒适
支撑结构稳定



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用户使用情景：其他用处

Usage Scenario - other function



临时讨论/会议

Seemom
赛格门

PART 01



前期调研 Market Research

目标人群定义、办公环境分析、现有产品分析



现有午睡椅的分析

Analysis of Existing products



问题点：
1.现有午睡椅容易浪费空间
2.产品本身利用率不高
3.与环境不协调

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睡眠充电站设计

2017 DESIGN DAY 《移动都会寝室》

第二组：吴越羽、胡紫薇、张平亭

办公室午休现象

办公室午休痛点问题

产品定位分析

社会现象

现在社会上白领阶层，不仅工作压力大，上班时间长，而且，在长年累月的办公室环境下，很容易出现颈椎综合症，腰酸背痛等病。大部分上班族都会在午休时间进行短暂睡眠休息。

产品定位分析

目标群体

年龄：20—35岁，一线城市上班族
对睡眠有一定追求，崇尚健康午睡

功能定位

保证良好的睡眠质量（降噪、灯光调节、温度、气流）

环境调研

场所：办公室

市场定位

销售价格：100—200元/月

效果展示



解决方法



- 简单粗暴直接固定住你的脑袋，使用时将其托下巴，然后用皮筋将其固定在肩膀上即可；
- 如此耳机，确保睡眠无干扰，有效隔绝噪音，基础降噪屏蔽外界声音，保证你的睡眠质量；
- 记忆棉材料，足够舒适，没有勒住的感觉；

“倒戴”——灵感来源



名称释义：设计这款产品，我们的初衷是带给使用者超高品质的睡眠体验。“倒戴”的概念既有耳机的功能又能缓解颈椎压力，支撑头部，解决短时间睡眠需求。

产品效果图



材料选择



睡眠耳机功能

- 确保睡眠无干扰，有效的隔音降噪系统能够屏蔽外部声音，保证你的睡觉
- 去无线设置支持蓝牙4.0连接到智能手机，根据自身需求设置智能闹钟，告别以往刺耳闹钟（震动方式报警）
- 人体特性设计，符合人体工学
- 小巧柔软，能够保证在各种睡觉姿势下都贴合耳朵轮廓，确保舒适
- 同时利用冷却凝胶和空气通风系统来避免戴耳机在睡眠状态产生汗水

技术原理

ORIGINAL TECHNOLOGY

利用过流脉冲来影响和改变用户的脑电波，从而达到调整睡眠质量和提高注意力（不同场景刺激脑电波频率不同）

耳机面罩可使用特殊技术来帮助你获得更好的睡眠



2017年《中国睡眠指数》显示，都市睡不好的年轻人高达38%，城市空气质量和睡眠品质息息相关，加上工作巨大压力与高污染居住环境，大大影响年轻上班族睡眠。做个苦逼的年轻设计师，你有各种各样的颈椎毛病，除了每天不得不向乙方低头之外，如何让自己在工作时候能短暂隔离烦恼，并且睡得有效率！

设计马拉松——3STEPS小憩睡眠产品汇报

北京服装学院 产品设计系

梁璐
白羽丹

局促居住环境 苦逼 短暂隔离烦躁
年轻设计师 睡得有效率
工作巨大压力

人群定位



JASON的故事

JASON 27岁

产品设计师
Product designer

经常处于高压工作状态，睡眠不足。

没有固定的上下班时间，作息不规律。

工作地点：设计工作室

休息状态：趴在桌子上小憩一下，起来还要继续工作。



3STEPS 产品理念

基于年轻设计师的作息不规律，经常需要小憩的体验设计，最大化减少睡前程序，想睡就睡，快速入睡，醒来后立刻进入工作状态，睡得好，工作更高效。

3

SLEEP 即时入睡 温暖入睡 最佳状态

SPEED 快速入睡 快速醒来 高效睡眠

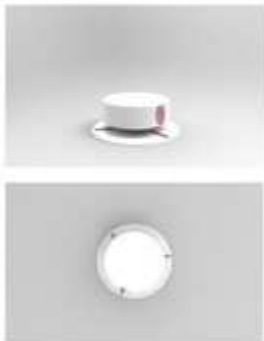
STEP 最快拿取 最快收纳 只需三步

3STEPS

手机设闹钟流程



1 step闹钟



产品简介

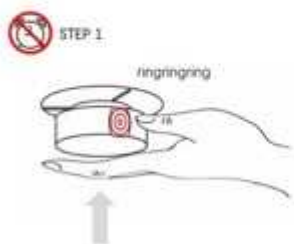
极简小睡闹钟
时间10min, 20min, 30min三档，无需繁琐的手机闹钟设定，盲操作即可控制。

一步收纳温暖睡眠枕
AIHF新型科技材料，10秒快速升温，28-34℃，最大效率营造温暖睡眠环境。

局促居住空间，收纳设计，节省空间。

全天候陪伴的靠垫&耳枕
平时可用作靠垫，小憩时可做耳枕使用，记忆海绵材料，舒适耐用。

3STEPS 使用流程图-睡醒

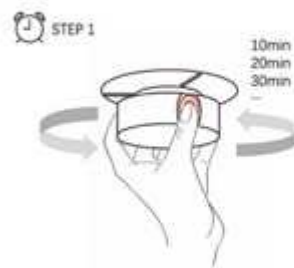


STEP 2



STEP 3

3STEPS 使用流程图-睡前



STEP 2



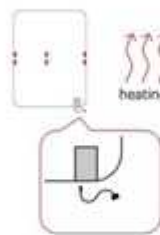
STEP 3

3STEPS

普通毯子



1 step毯子



3STEPS CMF

C：白色/红色/

M：PP, AIHF复合纤维，记忆海绵/

F：磨砂，纯棉编织物



DESIGN DAY MARATHON

眼球记忆

治愈都市追梦人的色彩故事

Color stories of city dreamers



蓝药坊



Blue Medicine Workshop

藍藥坊

房间一

[空白症治愈室]



《沉淀》

试着让自己平静下来
愿意沉淀下来的才有重量
才得以延续



《闪光》

我们每个人都是与众不同的微小星星
我们一样
我们都不一样

房间二

[惯性癌发现所]



房间三

[掏空风向居]



你可以选择

单一的、惯性诱导选择



在30岁之前
找个漂亮地
嫁结婚

多元的、自主导向选择



与男孩相登

老了再结婚

和爸妈不喜
欢的女孩
结婚

做了克族



步骤示意图

染料选择处

材料选择处

结果分析图

制作区

2022
DESIGN
DAY
设计马拉松

SAT
科学 | 艺术 | 时尚



BDS
北京设计学会
BEIJING DESIGN SOCIETY

BEIJING
DESIGN
WEEK
北京国际设计周

Member of the UNESCO
Educational, Scientific, and
Cultural Organization
联合国教科文组织
北京·设计之都



2022设计马拉松

DESIGN DAY MARATHON 2022

优雅的生活
Graceful Life

