评估报告 EVENT EVALUATION REPORT



GUANGZHOU DESIGN WEEK 广州国际设计周 2010

国际三大设计组织联合认证,全球同步推广 2007+2009 Endorsement by:



International Council of Societies of Industrial Design A Partner of the International Design Alliance icograda IDA International Council of Graphic Design Associations A Partner of the International Design Alliance

国际平面设计协会联合会



International Federation of Interior Architects/Designers
Fedération Internationale des Architectes d'Intérieur
Internationale Féderation der Innanarchitecten

国际室内建筑师设计师团体联盟



2010广州国际设计周主题: 赢在设计

Theme of Guangzhou Design Week 2010: Win by Design









广州国际设计周是中国目前最具影响力的大型综合性设计活动,自2006年开始,已成功举办5届,累计展览总面积超过12万平米,超过1500家国内外知名设计机构和品牌材料商参展,多年来吸引来自全世界各地的专业观众逾150000人次。 Guangzhou Design Week is the most influential integrated design exhibition in China. Debuted in 2006, the annual event have accumulated total exhibition area of more than 120,000m². Over 1,500 noted design organizations and manufacturing companies from home and abroad have been to the Design Week, and it attracted over 150,000 professional visitors around the world.



2010年12月9日-11日,由中华人民共和国商务部批准,广州市人民政府、中国工业设计协会联合主办、广东省经济和信息化委员会指导,广州市经济贸易委员会组织,广州市城博展览有限公司承办的2010广州国际设计周在广州保利世贸博览馆成功举行。

Guangzhou Design Week 2010 was held at the Guangzhou Poly World Trade Center Expo on Dec. 9 – 11. Approved by the Ministry of Commerce of the People's Republic of China, the Design Week is co-sponsored by the Guangzhou Municipal People's Government and China Industrial Design Association ,under the direction of the Economic and Information Commission of Guangdong Province. It is organized by the Guangzhou Commission of Economic and Trade, operated successful by Citiexpo Limited in Guangzhou PTWC.

广州国际设计周接轨国际最新设计趋势和潮流资讯,通过举办包括设计周媒体见面会、设计周开幕式、荷兰设计节开幕式、市长接见会等一系列官方活动,为国内外设计师与中国的制造业搭建真正的设计营商平台。

Participants: The Consulate General of the Kingdom of the Netherlands in Guangzhou, DDFA Hosted by Guangzhou government, the Guangzhou Design Week served as a communicational platform between exhibitors and Guangzhou Municipal People's Government. Series of official activities, including the press conference, the opening ceremonies of the Design Week as well as the Dutch Design Festival and the mayor conference, have promoted the bilateral communication to a higher level.



广州市政府副市长甘新、中国工业设计协会理事长朱焘、广州市经济贸易委员会主任赵小穗等领导为荷兰设计节开幕剪彩。 Vice-mayor Gan Xin in the opening ceremony of the DDF





广州国际设计周借势广州亚运的城市转型升级,于12月8日在广州歌剧院这一广州新地标场所举行了2010广州国际设计周媒体见面会。中国工业设计协会理事长朱克主任赵小穗等领导、国际发生人。由于以及权威媒体代表在这座高雅的艺术殿堂里一享设计的荣耀与价值。

Guangzhou Design Week 2010 have held a press conference in Guangzhou Opera House on 8, December. Mr. Zhu Tao, President of China Industrial Design Association, Ms. Zhao Xiaosui, Director-general of the Guangzhou Economic and Trade Commission, and international famous designers and representatives of authoritative presses gathered here to share the glory and value of design.

2010广州国际设计周经过一年的精心筹备与磋商, 于10月19日上午在广州保利世贸博览馆连廊贵宾厅举行新闻发布会, 广州市经济贸易委员会副主任陈勇与荷兰驻广州总领事范吉来、中国建筑装饰协会设计委员会副秘书长谢海涛出席介绍了本届广州国际设计周的精彩亮点。

We have prepared carefully for the Guangzhou Design Week 2010 for nearly a year and held a news conference on Oct. 9, in the VIP room of Guangzhou PWTC. Mr. Chen Yong, Vice director of the Guangzhou Economic and Trade Commission, Mr. Ton van Zeeland, Consul General of the Kingdom of the Netherlands and Mr. Xie Haitao, Vice executive secretary of China Building Decoration Association and Design Commission, attended the conference and introduced highlights of Guangzhou Design Week.







2010广州国际设计周以"赢在设计"为主题,由国际设计博览、设计周奖、赢在设计工业设计论坛、设计之旅四个部分内容组成,通过展览、活动、学术交流、巡回推广等多种形式面向业界及公众进行推广,目前已成为制造企业、设计机构、品牌商提升品牌价值的绝佳平台。

Themed by Win by Design, the Guangzhou Design Week 2010 is consist of four parts, including the International Design Expo, Design Weed Awards, Win by Design Forum, and the Design Tour. With an array of exhibitions, forums, promotion tour and other activities to promote it to the public and industry, the Design Week have became a great opportunity for manufacturing companies, design organizations and brands to enhance their value.









2010广州国际设计周议程

Agenda of Guangzhou Design Week 2010

GUANGZHOU DESIGN WEEK 2010

议程 AGENDA

		NGENDA
	12月08日 周三/08th,DEC WEI	D
09:00-10:00	2010广州国际设计周媒体见面会	广州大剧院多功能剧场
	Press Conference, Guangzhou Design Week 2010	Guangzhou Opera House
	亚运设计之旅	广州大剧院多功能剧场
10:30-12:00	Asia Games Design Tour	Guangzhou Opera House 广州大剧院多功能剧场
	红棉奖·2010年度中国创新设计大奖颁奖典礼 Awarding Ceremony,China Innovative Design Award 2010(Kapok Prize))州人剧阮多切能剧场 Guangzhou Opera House
14:00-16:00	金羊奖·2010中国低碳生活设计大奖颁奖典礼	广州大剧院多功能剧场
11.00 10.00	金十天 2010 中国協議工品後の大夫派天英市 Awarding Ceremony,China Low Carbon Life Design Award 2010(Jinyang Prize)	アバス 向
	12月09日 周四/09th,DEC THU	J
10:00-10:30	2010广州国际设计周开幕式	广州保利世贸博览馆1号馆外
	Opening Ceremony	Entrance, Hall 1, PWTC Expo
10:00-12:00	id+c前设计与选材主题论坛	广州保利世贸博览馆一楼2号馆id+c馆
14:00-16:00	id+c Forum	id+c Pavilion, Hall 2, 1st Floor, PWTC Expo
10:30-11:30	金堂奖·2010 CHINA-DESIGNER中国室内设计年度评选新闻发布会	广州保利世贸博览馆一楼1号馆活态商务空间展区
	Press Conference, Jintang Prize-China Interior Design Awards 2010	Dynamic Space Pavilion, Hall 1,1st Floor, PWTC Expo
14:30-16:30	金堂奖"办公空间设计"获奖作品解读活动	广州保利世贸博览馆一楼1号馆活态商务空间展区
	Jintang Prize: Office Space Finalist Symposium	Dynamic Space Pavilion, Hall 1,1st Floor, PWTC Expo
14:00-17:00	赢在设计·2010工业设计国际论坛 主题:交互与融合	广州保利世贸博览馆三楼5号馆会议室AB
	Win by Design International Industrial Design Forum 2010	Conference Room A&B, Hall 5, 3th Floor, PWTC Expo
	Theme: INTERACTIVE CROSSOVER	
	12月10日 周五/10th,DEC FRI	
09:30-12:30	赢在设计·2010工业设计国际论坛	广州保利世贸博览馆三楼5号馆会议室AB
	Win by Design International Industrial Design Forum 2010	Conference Room A&B, Hall 5, 3th Floor, PWTC Expo
	2010荷兰设计论坛	
00.20 10.20	Dutch Design Forum 2010	产从1/1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1
09:30-12:30	赢在设计·2010工业设计国际论坛	广州保利世贸博览馆一楼2号馆id+c馆
	Win by Design ·International Industrial Design Forum 2010	id+c Pavilion, Hall 2, 1st Floor, PWTC Expo
	意大利时尚与设计教育论坛	
	Fashion & Design Italy 2010	

2010广州国际设计周议程

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	12月10日 周五/10th,DEC FRI	
10:30-12:00	金堂奖"设计创造价值"解读活动 Jintang Prize: "Design is Value" Symposium	广州保利世贸博览馆一楼1号馆活态商务空间展区 Dynamic Space Pavilion,Hall 1,1st Floor,PWTC Expo
14:30-18:00	金堂奖·2010 CHINA-DESIGNER中国室内设计年度评选颁奖典礼 Awarding Ceremony of Jintang Prize-China Interior Design Awards 2010	广州富力君悦大酒店宴会厅 Grand Hyatt Hotel Guangzhou
19:30-21:00	世尊金堂·2011中国软装饰品风尚晚宴 THE GALA DINNER, China Soft Decoration Trend 2011	广州富力君悦大酒店宴会厅 Grand Hyatt Hotel Guangzhou
	12月11日 周六/11th,DEC SAT	
09:00-12:30	中国房地产业协会商业地产委员会2010专业年会 主题:商业地产设计与运营趋势 China Commercial Real Estate Association Annual Meeting 2010 Theme : Commercial Real Estate Design And Management Trend	广州保利世贸博览馆三楼5号馆会议室AB Conference Room A&B, Hall 5, 3th Floor, PWTC
14:30-16:30	金堂奖 "设计创造价值"解读活动答谢酒会 Jintang Prize: "Design is Value" Symposium Gala	广州保利世贸博览馆一楼1号馆活态商务空间展区 Dynamic Space Pavilion,Hall 1,1st Floor,PWTC Expo
11:30-12:30	2011中国艺术瓷砖节(春季)新闻发布会 China Art Tiles (Spring) Press Conference 2011	广州保利世贸博览馆一楼2号馆id+c馆 id+c Pavilion, Hall 2, 1st Floor, PWTC Expo
13:00-17:00	亚运设计之旅 Asia Games Design Tour	广州塔、广东省博物馆 Guangzhou Tower、Guangdong Museum
14:00-16:00	id+c前设计与选材论坛 id+c Forum	广州保利世贸博览馆一楼2号馆id+c馆 id+c Pavilion, Hall 2, 1st Floor, PWTC Expo
	12月09-11日 同期精彩活动/11th,DEC S	AT
9:00 - 17:00	2010国际建筑装饰设计+选材博览会	

DESIGN + BRANDS 2010 2010荷兰设计节

Dutch Design Festival 2010

2011建筑装饰材料新品趋势发布会

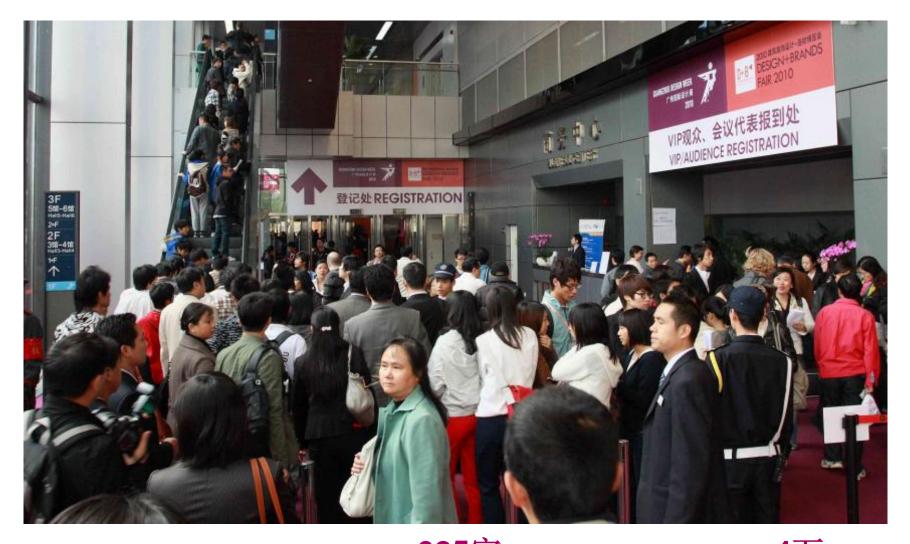
Decoration Meterial New Trend Release Promotion 2011

价值与趋势——创意产业园与设计趋势发布会

VALUE & TRENDS-OPEN CONFERENCE GUANGZHOU DESIGN WEEK 2010

Hall 2, 1st Floor, PWTC Expo 广州保利世贸博览馆一楼1号馆 Hall 1, 1st Floor, PWTC Expo 广州保利世贸博览馆一楼2号馆id+c馆 id+c Pavilion, Hall 2, 1st Floor, PWTC Expo 广州保利世贸博览馆一楼1号馆开放式论坛区 On-site Forum, Hall 1, 1st Floor, PWTC Expo

INT'L DESIGN EXPO



为期三天的2010广州国际设计周·国际设计博览共吸引 625 家制造企业、设计机构参展,展览规模近4万平米,来自世界各地的设计师、采购商、品牌商、高端消费者、政府采购人员等专业观众超过35418人次。

The three-day Guangzhou Design Week 2010, with an exhibition area over **40,000 m²**, attracted **625** manufacturing companies and design organizations, as well as over **35418** professional visitors all over the world, including brand owners, designers, purchasers, high-end customers and government purchasing staff.







继2009年"以色列日"成功举办后,2010年,由荷兰设计企业、"荷兰设计时尚建筑项目"(简称DDFA)、荷兰驻广州总领事馆组成的荷兰设计展团以近千平米展位进驻广州国际设计周,以举办"荷兰设计节"的方式在现场进行大量推广活动。 Following the success of "Design in Israel" in 2009, a Dutch design delegation comprises of Dutch design enterprises, Dutch Design Fashion and Architecture (DDFA) and the Consulate General of the Kingdom of the Netherlands in Guangzhou attended and participated in the Guangzhou Design Week 2010. The "Dutch Design Festival" was launched with a series of activities at the featured 500m² Dutch Pavilion.



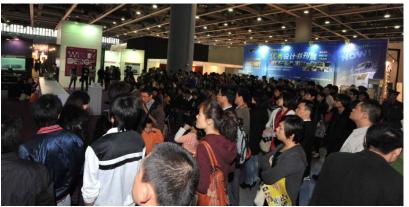
由荷兰设计师团体设计的"绘画人生"互动装置,通过与所有观众的互动绘画,让荷兰设计的创意理念与中国观众得到了良好的交流,收到了极好的现场效果。

The interactive design section "People' s Paint", offered by a group of Dutch designers, enabled visitors to participate in the creation of paintings. Successfully conveyed the idea of creation in Dutch Design, the section was well received by Chinese visitors.









2010广州国际设计周•国际设计博览在企业现场展示的基础上设立新品发布区,为企业免费提供新产品展示的区域和时段,通过此类活动,不仅让企业有机会全面展示自身产品及优势,更帮助企业缩短与消费者之间的距离,使品牌形象深入人心。

Apart from normal displays, 2010 Guangzhou Design Week had new release areas where companies can present new products in certain period of time for free. By this mean, companies can not only show the best of their products, but they also established closer relationship with consumers and popular brand image.



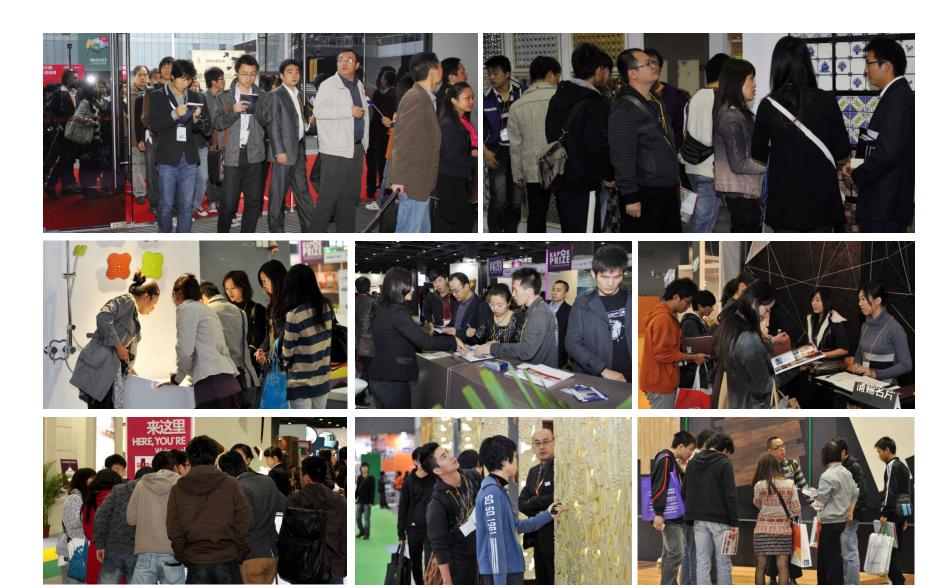
各行业、各类型创意企业积极参与2010广州国际设计周·国际设计博览,如打造自主品牌乘用车制造商-广汽集团、欧洲最大的纸张供应商-康戴里公司、知名界面设计公司伊飒尔、广州各工业设计公司等等,新产品、新设计汇聚博览会现场。

The design week had attracted creative business from all sorts of industries and types. Companies like Guangzhou Automobile Group who launched its own passenger cars brand, Antalis, the largest European paper supplier, Isar, a well-known user interface design and other industrial design companies in Guangzhou presented their new products and designs in the 2010 Guangzhou Design Week.



广州国际设计周作为目前中国规模最大、国际化程度最高、参与人数最多、影响力最广的年度设计盛事之一,本届博览会到场观众质量、数量、参与积极度均成为历届之最!

As one of the biggest, most internationalized and most influential annual design fairs with the largest quantity of visitors, this year's Guangzhou Design Week has reached the top of the audiences' quality, quantity and involvement.



2010广州国际设计周·国际设计博览聚集全球设计资源,以务实的需求互动、商务配对形式,促进国内外设计师的交流,为国内外设计师与中国的制造业搭建真正的设计营商平台。

The 2010 Guangzhou Design Week have gathered the global design resources and promoted the communication between domestic and foreign designers by the way of the practical demand and matchmaking in order to establish the real business platform for the designers and domestic manufacturing industry.



2010广州国际设计周现场专门设立了商务配对洽谈专区,组委会根据企业与专业观众需求现场安排面对面交流沟通,借此机会强化中外设计交流合作、促进设计创造价值理念的实现、协助设计机构与制造企业之间的对接,帮助有设计需求的制造企业寻找合适供应商,推动中国工业设计发展。

The 2010 Guangzhou Design Week had set up a special zone for business partners to negotiate. The committee provided companies and professional audiences with opportunities of face to face communication in order to enhance exchange and cooperation between domestic and international designs, realize the idea of design creates value, help design organizations seek for manufacturers, assist manufacturers in need of design to search proper suppliers, which boosts Chinese industrial design development.











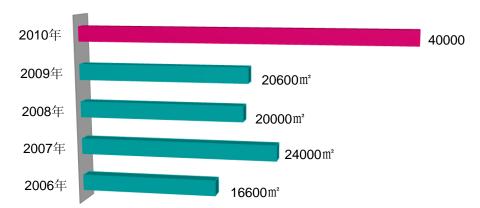


与往年相比,**2010**广州国际设计周•国际设计博览现场国外买家数量大幅增加,来自荷兰、意大利、加拿大等国专业采购商和设计师纷纷在现场与参展商进行沟通洽谈。

Compared with last year, 2010 Guangzhou Design Week witnessed a drastic increase of international buyers. Professional buyers and designers from countries such as Netherlands, Italy and Canada came and talked with exhibitors.

历届展览面积数据图

Histogram of Previous Exhibitions' Area

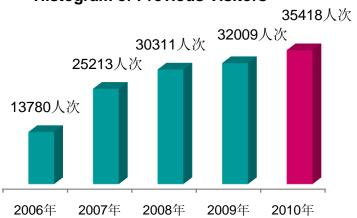


与往年相比,2010年广州国际设计周展会规模及参展商数量增加约50%,到场观众数量继续保持增长,再次证明广州国际设计周在设计业界及公众中的影响力日益扩大。

compared to previous years, a 50% growth is realized at the Design Week this year in both its scale and the number of exhibitors, the quantity of the visitors is also have continuous increase. This prove again that the influence of Guangzhou Design Week is becoming more and more powerful in the design industry and public.



历届观众数据图 Histogram of Previous Visitors



93%展商对展会很满意!

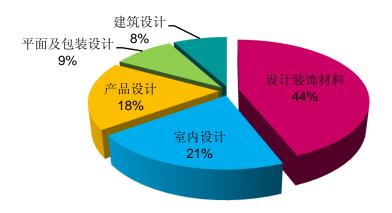
93% exhibitors are satisfied with the exhibition

95% 展商对活动质量很满意!

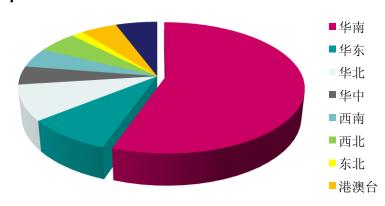
95% exhibitors are satisfied with the events

展会结束后,回收125份有效参展商调查问卷,其中95%参展企业给予一致好评,84%表示会继续参与2010广州国际设计周! The result of exhibitors' survey with 125 effective questionnaires:95% exhibitors sang highly of Guangzhou Design Week! Among them,84% were willing to participate in Guangzhou Design Week 2010!

展商类型 Type of Exhibitors



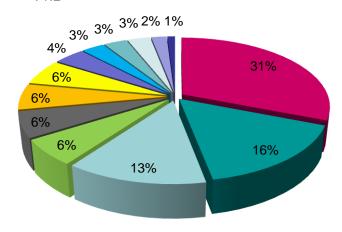
专业观众区域分布 Geographical Distribution of Professional Vistitors



专业观众行业构成 Composition of Visitors' Domain

- ■室内设计机构
- ■景观建筑设计机构
- ■酒店业主及管理公司
- 工程顾问/监理单位
- ■餐厅/咖啡厅
- ■媒体
- ■其他

- ■房地产开发与投资商
- ■工程总承包
- ■代理商/分销商
- ■品牌管理公司
- ■零售业/百货公司/专卖店
- ■会所



93% 观众对展会很满意

91% 观众对活动质量很满意

86% 观众达到了参观的目的

93% visitors are satisfied with the exhibition

91% visitors are satisfied with the events

86% visitors achieved the purpose

展商评价

Comments from exhibitors:
◆"非常高兴看到2010广州国际设计周的成功,我们在这里得到了预想不到的效果。" ——荷兰戴索公司
"We are glad to see a great success of the 2010 Guangzhou Design Week and we had unexpected achievement here."
——DESSO, Netherlands
◆"现场商务配对组织得不错,我们在这里见到了很多中国的制造企业。"
—— Muarer United "It's good to have business partner match right on the spot. We met a lot of Chinese manufacturers." ——Muarer United
◆"今年的设计周与往年相比无论从规模和效果上都上了一个台阶,我们在现场接触了很多电子产品制造商,希望明年更好!"
——广州正艺产品设计有限公司
"From scale to effect, this year's design week has been upgraded. We contacted with many electronic manufacturers. We hope next year gets better! "—— Logiart Design Consulting Inc, Guangzhou, China
◆"现场效果还不错,论坛听众也挺多的,明年应该还会继续参加。"
——北京伊飒尔界面设计有限公司
"The exhibition spot effect is great. There are many forum audiences. We will come next year."
——ISAR user interface design, Beijing, China
◆"很好!现场人很多!组委会做了很多工作!"
—————————————————————————————————————

"Great! Many people here. The committee had done a lot!"——Antalis

DESIGNEEK AWARD 设计周奖

2010广州国际设计周举办了红棉奖-2010年度中国创新设计大奖、金羊奖-2010年度中国低碳生活设计大奖、金堂奖•2010 China-Designer中国室内设计年度评选,作为各个领域中首屈一指的推广平台,众多国内外知名品牌通过这个平台推广企业形象、展示最新产品。

2010 Guangzhou Design Week has set up the Kapok Prize—China Innovative Design Award 2010, JingYang Prize—China Low Carbon Life Design Award 2010, and JingTang Prize—China Interior Design Award 2010, providing a matchlessly promoting platform of all domains. Numerous leading brands from home and abroad improve their images and display their newest products through this platform.

红棉奖—2010年度中国创新设计大奖 Kapok Prize--China Innovative Design Award 2010

主题:

启动时间:2010年5月1日

截止时间: 2010年10月25E

参评总数:1120件

From: May1st,2010 To: Oct 25th,2010 Total Entry: **1120 pcs**



金羊奖—2010中国低碳生活设计大奖 JinYang Prize--China Low Carbon Life Design Award 2010

主题:

启动时间:2010年10月1日 截止时间:2010年11月10日

参评总数: 324件

From: Otc 1st ,2010 To: Nov 10th ,2010 Total Entry: **324pcs** 金堂奖. China-design中国室内设计年度评选

JinTang Prize-China Interior Design Award 2010.

主题:

启动时间:2010年6月18日 截止时间:2010年9月30日

参评总数:1823件

From: Jun 18th ,2010 To: Sep 30th ,2010 Total Entry: **1823pcs**



2010年度中国创新设计大奖(红棉奖) CHINA INNOVATIVE DESIGN AWARD 2010 (KAPOK PRIZE)



由中国工业设计协会和广州国际设计周联合举办的"红棉奖-2010年度中国创新设计大奖"是"中国创造"的国家级年度权威盘点。2010红棉奖自5月1日启动至10月25日截止,共计收到全国各地39个省市和地区350余家企业的参评作品1120件,其中225件作品荣膺"红棉奖-2010年度中国创新设计大奖",45件作品获得了大赛的最高荣誉-红棉至尊奖。

"Kapok Prize-- China Innovative Design Award 2010", which is held by the joint hands of Chinese Industrial Design Association and the Guangzhou Design week, is a national award for "Made in China". From May, 1st to October, 25th, 1120 pieces of art have been received from 39 provinces and cities, and over 350 enterprises, 225 of which have received "Kapok Prize-Chinese Innovative Design Award 2010", 45 of which have received the Kapok Best of the Best Prize, which is of supreme honor.



经过在设计业界四年来的累积,2010红棉奖参评作品来范围涵盖家电、电子消费、日用消费、设备、交通工具、卫浴五金、建 材洁具八大类别,吸引了来自国内外各个行业知名品牌及设计机构的参与,如广汽、美的、海尔、康佳、创维、洛可可、浪尖 等。

After a full preparation of four years, Kapok Prize 2010 has attracted numerous well-known brands and design agencies from 8 major industrial area ranging from household electronic appliances, electronic consuming, daily consumption, specific equipments, transportation vehicles, bathroom hardware, building materials to household cleaners. Brands like Guangzhou Automobile, Midea, Haier, Konka, Skyworth, LKK and Artop Design have all participated in the event.













2010年12月7日晚,2010红棉奖国际评审委员会成员在保利世贸博览馆现场针对获得红棉奖的百余件作品进行现场评审,以选出至尊奖及其他奖项获奖产品。

Members from the evaluation committee of Kapok Prize have assessed the products at the Poly World Trade Expo for the Hongmian Top Award and other awards on December 7th, 2010.







2010年12月8日上午,红棉奖-2010年度中国创新设计大奖颁奖典礼在广州大剧院隆重举行,广州市政府副市长甘新、中国 工业设计协会理事长朱焘、广州市经济贸易委员会主任赵小穗等领导、国内外嘉宾等出席了本次颁奖典礼,承办单位城博 展览董事长张卫平先生主持了整个颁奖典礼,与数百位企业代表齐聚一堂,共同揭晓"红棉至尊奖"及其他大奖的产生。 The rewarding ceremony of "Kapok Prize-- Chinese Innovative Design Award 2010" was held at Guangzhou Grand Theatre. With hundreds enterprise representatives, guests including the deputy major of Guangzhou Municipal Government Mr. Ganxin, Directorgeneral of the Chinese Industrial Design Association Mr. Zhutao, and many other friends at home and abroad have all witnessed the Kapok Prize come into being. Mr. Zhangweiping, the organizer company CITIEXPO's director had run the ceremony



作为设计周的核心活动,红棉奖-2010年度中国创新设计大奖获奖作品在本届设计周展出,数百平米展台汇集了2010年度中国顶级创新设计作品,广汽、美的、康佳、海尔等知名企业最新开发的产品汇集现场,借设计提升品牌价值,面向高端消费群体进行直接推动。

As the core activity of the design week, award-winning work from Kapok Prize-- Chinese Innovative Design Award 2010 have exhibited at the Design Week, Chinese top innovative designing work of 2010 were booming on the grand stage. Renown enterprises like Guangzhou Automobile, Media, Konka and Haire have all taken this opportunity to demonstrate their latest design to the high-end customers, promoting brand values.

关注可持续 FOR SUSTAINABILITY 金羊奖 2010中国低碳生活设计大奖 CHINA LOW CARBON LIFE DESIGN AWARD

由广州国际设计周与荷兰王国驻广州总领事馆及《羊城晚报》三方联袂打造的"2010金羊奖"是首个以关注社会大众低碳生活为导向的公益性设计大奖。

"JinYang Prize – China Low Carbon Life Design Award 2010" is the first ever commonweal designing award focusing on the low carbon life of the society, it is held by the GZDW, Consulate General of the Kingdom of the Netherland in Guangzhou and the Yangcheng Evening News.













本次大奖自2010年10月1日启动至11月10日截止,共收到了来自全国各地参评作品324件,61件作品获得"金羊奖",其中两件作品分别获得产品及项目类和方案及概念类"金羊至尊奖"。

From October, 1st to November 10th, the award had received 324 work of art from the nation and 61 of them were awarded "JinYang Prize". One piece of work was awarded JinYang Best of the Best Prize in the category of products and projects; other one piece of work was awarded *the* JinYang Best of the Best in the category of plans and concepts.









2010年12月7日晚,2010金羊奖国际评审委员会成员在保利世贸博览馆现场针对获得金羊奖的六十余件作品进行现场评审,以选出金羊至尊奖获奖作品。

At the evening of December 7th, 2010, Members from the 2010 JinYang Prize International Evaluation Committee have assessed the over 60 winners of the Award at the Poly World Expo to select the winner of JinYang Best of the Best Prize.







2010年12月8日下午,金羊奖-2010中国低碳生活设计大奖颁奖典礼在广州大剧院隆重举行,荷兰驻广州总领事馆总领事范吉来、2010金羊奖战略合作伙伴招商局地产有限公司副总经历胡建新、羊城晚报专版中心副主编周建平等连同2010金羊奖国际评审委员会成员出席了本次颁奖典礼,与参与的数百位设计师一道,见证了两大类别-产品及项目类和方案及概念类至尊奖获奖作品的产生。颁奖典礼由承办单位城博展览有限公司张宏毅先生主持。

At the afternoon of December, 8th, 2010, the rewarding ceremony of The JinYang Prize-China Low Carbon Life Design Award 2010 was held in the Guangzhou Grand Theater. Honorable guests, hundreds of designers who participated in the competition and members from the Evaluation Committee have all witnessed JinYang Best of the Best Prize came into being. Guests included the council-general of the Consulate General of the Kingdom of the Netherland in Guangzhou Mr. Antonius van Zeeland, vice president from China Merchants Property Development Co., Ltd Mr. Hu Jianxin, and the deputy editor of the special report center from the Yangcheng Evening News Mr. Zhou Jianping. The award had two major categories, the category of products and projects, and the category of plans and concepts. Mr. Zhanghongyi, the organizer company CITIEXPO's director had run the ceremony





金羊奖-2010中国低碳生活设计大奖获奖作品在本届设计周2号馆展出,整个展台以废旧再利用的集装箱组合而成,配合由中国当代艺术家舒勇设计的"施瓦辛格"人体雕塑,加上新奇创意的低碳设计作品,赚足现场人气。

Work which won the JinYang Prize-China Low Carbon Life Design Award 2010 were exhibited in No.2 Exhibition Center. The exhibition was overwhelmingly eyes catching with the whole stage comprised of recycled cargo containers, the Schwarzenegger statue designed by contemporary artist Mr. Shu Yong, and all the creative and fresh low carbon designing work.



2010国际建筑装饰设计+选材博览会 〈D+B博览会〉主题评选活动

中国建筑装饰协会设计委员会 士 办

为百万设计师呐喊 向干万业主传播

年度十佳样板间设计

年度作品评选

最具商业价值作品

年度十佳酒店空间设计 年度十佳办公空间设计

年度十佳商场设计 年度十佳专卖店设计

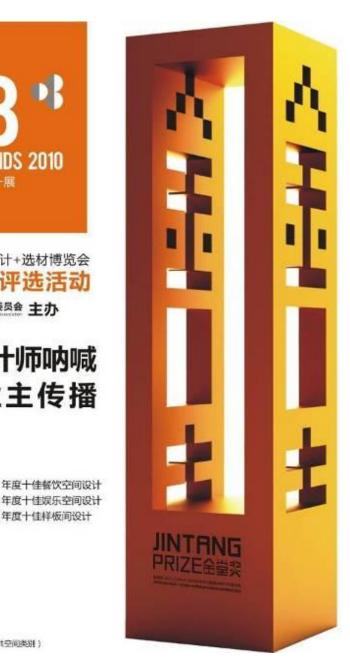
最具生活价值作品

年度十佳住宅公寓设计 年度十佳别墅设计

最具城市价值作品

年度十佳公共空间设计

(含交通、文博、教育、医疗等公共空间类别)



JINTANGPRIZE全量契

金堂奖-2010 CHINA-DESIGNER中国室内设计年度评选 JINTANG PRIZE - CHINA INTERIOR DESIGN AWARDS 2010

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2010年6月16日-9月30日

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D+B排资会育方问站 www.dbfair.com 由广州国际设计周等 七大机构合力打造的 金堂奖2010 CHINA-DESIGNER中国室内 设计年度评选,是目 前中国室内设计业界 最具话语权的年度评 选。

JINTANG Prize-China Interior Design Awards 2010 is the most authoritative annual award in the current interior design industry. This annual assessment activity was held by 7 major organization including the Guangzhou Design Week.









"金堂奖·2010 China-Designer中国室内设计年度评选"颁奖典礼于2010年12月10日下午在广州富力君悦大酒店举行,金堂奖主办方、金堂奖评审以及来自全国各地,近400位室内设计界知名人士都莅临现场一同参与这个颠覆传统评估体系的室内设计界年度盛会。

Rewarding ceremony of the JinTang Prize- China Interior Design Award 2011 work was held in the hotel of Grand Hyatt Guangzhou. Sponsors of the award, judges and nearly 400 reputation-winning guests of the interior design industry have all participated in this annual grand meeting which has overthrown the traditional evaluation system of the industry.









金堂奖在展会期间举办了新闻发布会、媒体见面会、设计访谈会、答谢酒会等多场活动,全国各地设计师、甲方、经销商等 齐聚一堂,就"设计创造价值"等话题进行亲密交流和洽谈,气氛异常热烈。

Jintang Award had held press conference, media meeting conference, design interviews and reciprocal receptions. Designers, the party A and distributors have gathered together, communicated and negotiated on the topic of "Design creates value" actively.











金堂奖形象展区、获奖作品展区吸引了无数设计师、甲方驻足参观、交流。

During the Guangzhou Design Week 2010, the Jintang Prize Awards works are exhibited in Pavilion No.2. Designers, visitors and enterprises of the very best are able to meet and exchange opinions with each other on topics of mutual concern.

参与者评价

comments from participants

- ◆"我们最近正在产品的界面设计上下功夫,能获得红棉奖的交互设计奖确实很受鼓舞!"
- ——2010红棉奖得主:美的集团制冷设备有限公司

We are dedicating ourselves to the interface design of our products and winning the Kapok Prize is quite an inspiration!

- -----From Midea Group Refrigeration Equipment CO. LTD
- ◆"能获得红棉奖,相信对我们明年的宣传推广将更有帮助!"
- ——2010红棉奖得主:罗杰商贸(中山)有限公司

The Kapok Prize will be of considerable help to our products promotion next year.

- -----From Roger Commerce CO. LTD (Zhongshan)
- ◆"金羊奖获奖作品中有一款作品设计挺不错,我们会与设计师取得联系。"
- ——2010金羊奖得主: 开平市彩洲卫浴实业有限公司

Among the Jinyang Prize winning works, we appreciate the design of a particular piece very much and we will get in touch with the designer.

- -----From Kaiping Caizhou Bathroom Accessory CO. LTD
- ◆"金堂奖就像金堂奖的奖杯一样沉甸甸的,是我们设计界璀璨的明珠,是设计界最值得推崇的奖项!"
- ——2010金堂奖得主: 陈立坚

Jintang Prize carries as much weight as the trophy itself. It is the dazzling pearl in the design field and the most coveted prize in the design community.

-----From Chen Lijian

WIN BY DESIGN FORUM

嬴在设计国际论坛



2010赢在设计国际工业设计论坛从12月9日至10日连续举行了"交互与融合"、"2010荷兰设计论坛"、"意大利时尚与设计教育论坛"三场,现场气氛热烈,听众络绎不绝。

Three forums "Interaction and Fusion", "2010 Dutch Design Forum" and "Italy Fashion and Design Education Forum" have been held on Dec. 9 and 10. The three forums are very well received and attracted many audiences.







12月11日上午,2010广州国际设计周•中国房商业地产专业年会集结全国各地超过300家商业地产商共同研讨2011年商业地产风向。会后,地产商代表在主办方的引领下参观了博览会现场,实现了中国商业地产与品牌商的一次完美"邂逅"。 In the morning of December 11, 2010 Guangzhou Design Week -China's commercial real estate annual meeting had gathered more than 300 commercial real estates around the country to discuss the trend of 2011 commercial real estate. After the meeting, under the guidance of organizers, representatives of the real estates visited the Expo site, which realized the perfect "encounter of China's brand and commercial real estates.



12月9日与11日下午,id+c前设计与选材主题论坛一连三场,分别邀请国际知名大师为在场设计师、材料商分享了"前设计"和"选材"经验,设计师与材料商在此进行了深入的交流和互动。

On December 9 and 11, id + c Pre-Design and Brands had held three forums in a series, inviting internationally renowned designers, material suppliers to share the "pre-design" and "selection" experience, making the designers and material operators involved actively.

2010赢在设计论坛组委会邀请了来自中国、德国、丹麦、新加坡、荷兰、意大利的知名大师及专家,如广州美术学院设计学院院长童慧明、荷兰设计、时尚、建筑协会(DDFA)主席项娜、荷兰设计师协会(BNO)特使皮特·卡斯坦、米兰理工大学时尚与艺术设计学院(INDACO)院长拜拉维提斯等多位国际知名业界大师纷纷登台,面向向与会者分享在交互设计、可持续设计等各个领域的最新设计理念及未来设计趋势。

The 2010 Win by Design Forum Committee has invited masters and professionals of international prestige from China, Germany, Denmark, Singapore, Holland and Italy. For example, we have Mr. Tong Huiming, dean of the Design College of the Guangzhou Academy of Fine Arts. The president of the DDFA and the special envoy from the BNO are also present. A good number of world renewed masters take the stage to share their insights on interactive design, sustainable design and design ideas and trends in various fields.



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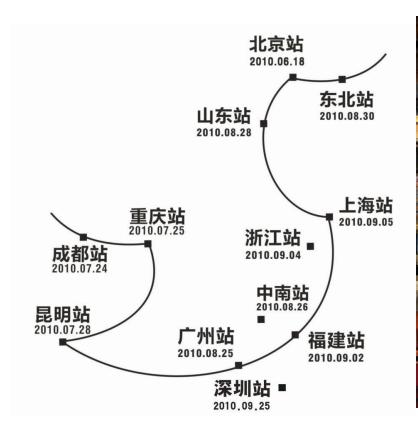
赢在设计论坛不仅是中国设计业界最高端、最权威的学术讨论平台,更是企业推广自身品牌的重要合作平台,2010赢在设计论坛,广州汽车集团股份有限公司、招商局地产控股股份有限公司、伊飒尔界面设计公司等企业的代表均登台演讲,面向到场的数百位制造企业听众传播设计理念及品牌实力,通过与创新设计高端平台的对接实现企业品牌提升。

Win by Design Forum is not only the most authoritative and significant platfrom for academic discussion but also a gteat opportunity for promoting enterprise brand. In the 2010 Win by Design Forum, representatives from different enterprises such as Guangzhou Automobile Group Co., Ltd., China Merchants Property Development Co., Ltd., ISAR etc. make their speech on stage. They aim at promoting the design ideas and brand strength and upgrade their brand through such an innovative and advanced platform.



"设计之旅"是由广州国际设计周在中国重点城市巡回主办的论坛、酒会、沙龙、晚宴等形式各异的设计主题推广活动。**2010** 年相继在北京、成都、重庆、昆明、广州、长沙、济南、大连、福州、厦门、杭州、上海、深圳等设计重镇,结合当地设计师和业主代表举办了不同形式的主题活动。

In 2010, The Design Tour has held activities of various themes in cities like
Beijing, Chengdu, Chongqing, Kunming, Guangzhou, Changsha, Jinan, Dalian, Fuzhou, Xiamen, Hangzhou, Shanghai, Shenzhen, etc.
It has stirred quite an upsurge and is expected to boost the commercial profits of the design field.





2010设计之旅邀请当地知名设计师共同参与,联合国内外知名品牌亮相推广,在富有设计感的空间环境内,通过精心组织的活动环节让高素质的设计师、高品位的品牌商、高端的媒体互动交流,共赢商机!

The Design Tour is a promotion activity in some major cities of China in the form of forum, cocktail party, salon and dinner party. Local famous designers are also invited and celebrated brand names in and out of UN are put on display. In such a well-designed environment and with such elaborate activities, designers, brand dealers and the media are bound to enjoy sufficient interaction and create win-win business opportunities.





2010广州国际设计周参与采访报道的海内外媒体逾430家,刊发报道数量达2500多篇,包括新华社、央视网、广州电视台、南方电视台、广州电台、广州日报、南方都市报、羊城晚报、新快报、信息时报、南方日报、羊城地铁报、民营经济报、广东建设报、可乐生活、城市画报、精品生活、等国内众多权威媒体均参与了本次活动的宣传与报道,南方都市报、广州日报、羊城晚报、信息时报、亚太经济时报、搜狐、网易、新浪、搜房、大洋网等30余家媒体特设本届活动的精彩专题,形成了一次全方位的媒体热潮。

More than 430 media organizations including Xinhua News agency, CCTV.COM, Guangzhou Television, South Television, Guangzhou Daily, South Metropolitan Daily, Yangcheng Evening News, and other authoritative media have taken part in the reporting of Guangzhou Design Week, issued as many as 2500 reports. More than 30 media including Guangzhou Daily, Yangcheng Evening News, Sohu, Sina, and Dayoo have set up features for this event, leading a multi-directional media currents.































































2010广州国际设计周新闻发布会、 媒体见面会、开幕式等受到媒体的 热情追捧,颁奖典礼、国际展团等 系列活动再度成为媒体采访的焦 点,活动现场采访氛围浓厚。

The press conferences, media meeting conferences, opening ceremony have attracted numerous media, making the award ceremony, international delegation and other series of events the spotlights of media reports, leading to the active atmosphere of on-site interviews.

















2010广州国际设计周会场登记处、咨询台、指示牌、地毯、楼梯等设计极富创意,进一步提升了广州国际设计周的品牌形象。 The design of 2010 Guangzhou Design Week's registration office, information desks, signage, carpets and stairs are very creative to promote the brand image of Guangzhou Design Week.



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tieba.baidu.com/f?kz=839780815 2010-7-30 - 百度快照

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2010年12月10日...由广州市人民政府、中国工业设计协会联合主办,广东省经济和信息化委员 会指导,广州市经济贸易委员会组织的2010广州国际设计周于2010年12月8至13日广州... www.gzii.gov.cn/cms/docInfolview.action?i ... 2010-12-12 - 百度快照

2010年广州国际设计周"商业地产专业年会"盛大举行 新浪地产网

2010年12月11日...12月11日,由中国房地产产业协会商业地产专业委员会主办、城博展览协办 的广州国际设计周"商业地产专业年会"在保利世贸博览馆三楼盛大举行。

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2010广州设计周12月"赢在设计"跨界璀璨上演-广州设计周-开化新。

2010年10月19日...由广州市人民政府、中国工业设计协会联合主办,广州市经济贸易委员会组 织的2010广州国际设计周将于2010年12月8—13日广州保利世贸博览馆、广州塔、...

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2010广州国际设计周荷兰主题活动: "天天设计"--广州视窗新闻。

2010年12月20日...2010广州国际设计周荷兰主题活动: "天天设计"...(2010年12月9日)20 10广州国际设计周日前在广州保利世贸博览馆盛大开幕。诺大的展场里,占地500平方...

www.gznet.com/news/national/cjxw/201012/t ... 2010-12-20 - 百度快照

2010广州设计周 太平洋女性网

2010中国艺术 瓷砖 节 将于4月18-20日在瓷海国际 佛山陶瓷交易中心降重举行,瓷海国际联 合广州国际设计周,极力创造设计界和产业界的对接,将把设计与陶瓷产业的... www.pclady.com.cn/tags/2010广州设计周/2010-12-18 - 百度快照

2010广州国际设计周 百度百科

活动名称: 2010广州国际设计周[1] 批准单位: 中华人民共和国商务部 主办单位: 广州市人民

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2010年12月9日 ... 2010广州国际设计周,广州塔设计师Mark Hemel应激出席荷兰馆主题活 动,期间做客网易家居在现场的采访间,接受独家视频专访,与网友一起聊聊他的设计 ... home.163.com/special/design/ - 网页快照 - 类似结果

2010广州国际设计周-搜狐广东

作为目前中国规模最大、国际化程度最高、参与人数最多、影响力最广的年度设计盛事之一。 2010广州国际设计周以八大亮点紧扣国家加快转变经济发展方式…[详细]... ad.sohu.com/s2010/azdesianweek2/index... - 网页快照 - 类似结果

2010中国广州国际设计周圆满落幕-视觉同盟(VisionUnion.com)

2010年12月13日 由广州市人民政府、中国工业设计协会联合主办,广东省经济和信息化委 员会指导,广州市经济贸易委员会组织的2010广州国际设计周于2010年12月9至11日在.... www.visionunion.com/articles/20101213 ... - 网页快照 - 类似结果

2010广州国际设计周盛大开幕 新浪家居

2010年12月14日 ... 由广州市人民政府、中国工业设计协会联合主办,广东省经济和信息化委 员会指导,广州市经济贸易委员会组织的2010广州国际设计周于2010年12月9至11日在 ... qz.jiaju.sina.com.cn/news/2010-12-14/... - 网页快照 - 类似结果

2010广州国际设计周 在线视频观看 土豆网视频广州工业设计周地产家居 2010年12月16日 ... 作为目前中国规模最大、国际化程度最高、参与人数最多、影响力最广的 年度设计盛事之一,2010广州国际设计周以八大亮... 2010广州国际设计周广州工业 ... www.tudou.com/programs/view/vurQf8c23kg/ - 网页快照 - 类似结果

2010广州设计周在琶洲开幕[华夏陶瓷网]

2010年12月13日 ... 12月9日,由广州市人民政府、中国工业设计协会联合主办,广州市经济 贸易委员会组织的2010广州国际设计周在广州保利世贸博览馆开幕。本届设计周将 ... dongpeng.chinachina.net/Info-Center/A... - 网页快照 - 类似结果

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