



赢在设计 – 2007广州国际设计周  
WIN BY DESIGN – GUANGZHOU DESIGN WEEK 2007

活动评估报告  
EVENT EVALUATION REPORT



## 广州国际设计周 GUANGZHOU DESIGN WEEK

广州国际设计周是由广州市人民政府主办、广州市经济贸易委员会组织、旨在推动自主创新与设计的大型活动，自2006年开始，每年举办一次。

2007广州国际设计周以“赢在设计”为主题，于2007年11月29日-12月4日在广州成功举行，期间共举办各类活动总计41项，无论从活动规模、专业化程度，还是市场影响力、国际化程度上均比2006年有了极大的提升，在国内同类活动中均处于遥遥领先的地位，同时也成为目前中国唯一由国际工业设计联合会（ICSID）、国际平面设计协会联合会（ICOGRADA）、国际室内建筑师设计师团体联盟（IFI）国际三大权威设计组织联合认证、全球同步推广的大型年度国际设计盛事。

GUANGZHOU DESIGN WEEK is an annual international event for promoting innovation and design that takes place in Guangzhou each year since 2006, hosted by Guangzhou Municipal People's Government and organized by the Economic & Trade Commission of Guangzhou Municipality.

With “WIN BY DESIGN” as the theme and parallel 41 events going on in Guangzhou, Guangzhou Design Week 2007 takes place on Nov. 29th-Dec. 4th. 2007 and once again strengthens her top leading position in all design events in China by its scale, profession, influence and internationality. Meanwhile Guangzhou Design Week 2007 has been ever first design event in China jointly endorsed & promoted worldwide by the most important three design organization in the World, which are International Council of Societies of Industrial Design (ICSID), International Council of Graphic Design Associations (ICOGRADA), and International Federation of Interior Architects/Designers (IFI).



意大利驻广州总领事馆举办“意大利日”活动，推动意大利设计与广州设计的融合发展。

THE ITALIAN DAY organized by the Italian Consulate General, Guangzhou.





广州的友好城市—日本福岡市组织了超过45名设计师组成的庞大设计代表团在2007广州国际设计周举办“日本日”活动。

The JAPANESE DAY organized by the delegation consisting of 45 distinguished designers from the city of Fukuoka, sister city of Guangzhou.



英国驻广州总领事馆文化教育处  
举办“气候酷派、设计先行”的  
大型展览。

The Exhibition of "Climate  
Cool by Design" organized by  
the British Council.



“赢在设计”的活动主题，吸引了西门子、美国礼品公司、欧特克、飞利浦、联想等世界知名品牌企业以及青蛙、宾尼法里纳等世界知名设计机构派出高层代表参加2007广州国际设计周的各类活动。

The representatives from distinguished international super brands such as SIEMENS, AUTODESK, PHILIPS, LENOVO, AMERICAN GREETINGS, and the world famous design companies such as Frog, Pininfarina, participating in different WIN BY DESIGN events in the Week.



## 2007广州国际设计周活动一览表

时间	地点	名称
11月28日 28 Nov	广州市政府 City Council	广州市张广宁市长接见国际三大设计组织主席 Mayor's Welcome Meeting with presidents of IFI, ICSID and ICORGRADA
11月28日 28 Nov	中国大酒店 China Hotel	2007广州国际设计周媒体见面会 Press Conference
11月28日 28 Nov	南园酒家 Nanyuan Resturant	广州市经贸委赵小穗主任宴请国际三大设计协会主席 Welcome Banquet by Economic and Trade Commission, with presidents of IFI, ICSID and ICORGRADA
11月28日 28 Nov	锦汉展览中心 Jinhan Exihition Center	红棉奖——2007年度创新设计大奖国际评审会 <b>Final Judgement of Innovative Design Awards 2007 (Kopak Prize)</b>
11月28日 28 Nov	锦汉展览中心 Jinhan Exihition Center	金羊奖——2007年度中国十大设计师评选活动国际评审会 Final Judgement of Top 10 Designer Awards 2007 (Jin Yang Prize)
11月28日 28 Nov	锦汉展览中心 Jinhan Exihition Center	2007广汽杯汽车设计大赛国际评审会及感受2015——广汽杯汽车设计大赛答辩会 Final Judgement and Presentation of GAC Automobile Design Competition
11月29日 29 Nov	锦汉展览中心 Jinhan Exihition Center	2007广州国际设计周开幕典礼 Openning Ceremony of Guangzhou Design Week 2007
11月29日 29 Nov	锦汉展览中心 Jinhan Exihition Center	2007广州国际设计周绝对设计博览会/领导参观展览会 Absolute Design Exhibition
11月29日 29 Nov	锦汉展览中心 Jinhan Exihition Center	金指环奖启动仪式 KICK off Ceremony, THE RING-IC@WARD INT'L INTERIOR DESIGN 2008
11月29日 29 Nov	锦汉展览中心 Jinhan Exihition Center	《华人100》新书首发式 Launching Ceremony of <Top-100 Chinese Designers>
11月29日 29 Nov	锦汉展览中心 Jinhan Exihition Center	广州平面设计协会颁奖仪式 Awarding Ceremony of Guangzhou Graphic Design Association
11月29日 29 Nov	锦汉展览中心 Jinhan Exihition Center	设计供需配对洽谈会 Communication Meeting for Designers, Project Contractors and Material Suppliers
11月29日 29 Nov	锦汉展览中心二楼会议室 Conference Room, 2/F, Jinhan Exhibition Center	赢在设计国际论坛 Awarding Ceremony & Win by Design Forum

# 2007广州国际设计周活动一览表

时间	地点	名称
11月29日 29 Nov	锦汉展览中心二楼会议室 Conference Room, 2/F, Jinhan Exhibition Center	颁奖典礼暨赢在设计国际论坛 Awarding Ceremony & Win by Design Forum
11月29日 29 Nov	鸣泉居会英殿 Talent Hall, Oriental Resort	粤港知识产权与创意产业论坛 IP and Creative Industry Forum
11月29日 29 Nov	鸣泉居聚贤殿 Sage Hall, Oriental Resort	2007广州国际设计周欢迎晚宴 Welcome Banquet of Guangzhou Design Week 2007
11月29日 29 Nov	中国大酒店钻石厅 Diamond Hall, China Hotel	生态建筑设计论坛 Ecological Architecture Design Summit
11月30日 30 Nov	东方宾馆南国宴乐厅 Nanguo Yanyue Hall, Dongfang Hotel	赢在设计国际论坛 Win by Design Forum - Industrial Design
11月30日 30 Nov	东方宾馆南国宴乐厅 Nanguo Yanyue Hall, Dongfang Hotel	感受2015——汽车设计高峰论坛 Feel 2015-Automobile Design Summit
11月30日 30 Nov	暨南大学 Jinan University	亚洲景观设计学会年度大会主题演讲及论文发表大会 Asia Townscape Design Society Symposium
11月30日 30 Nov	暨南大学校友楼四楼第一案例室 No.1 Case Room, 4/F Xiaoyou Building, Jinan University	亚洲景观设计学会年度大会景观与行政分会场 Asia Townscape Design Society Symposium (Theme Conference--Landscape and Administration)
11月30日 30 Nov	暨南大学行政办公大楼1111会议室 No. 1111 Conference Room, Administration Building, Jinnan University	亚洲景观设计学会年度大会医院设计分会场 Asia Townscape Design Society Symposium 2007 (Theme Conference--Hospital)
11月30日 30 Nov	暨南大学校友楼三楼会议室 3/F Conference Room, Xiaoyou Building, Jinan University	亚洲景观设计学会年度大会设计教育分会场 Asia Townscape Design Society Symposium 2007 (Theme Conference—Research & Education)
11月30日 30 Nov	暨南大学校友楼四楼第二案例室 No. 2 Case Room, 4/F Xiaoyou Building, Jinan University	亚洲景观设计学会年度大会体育场馆设计分会场 Asia Townscape Design Society Symposium 2007 (Theme Conference—Sport Facility Design)



# 2007广州国际设计周活动一览表

时间	地点	名称
11月30日 30 Nov	锦汉展览中心二楼会议室 Conference Room, 2/F Jinhan Exhibition Center	室内设计论坛主题演讲及商业照明设计分会场 Interior Design Forum (Theme Conference--Shop Lighting Design)
11月30日 30 Nov	锦汉展览中心二楼会议室 Conference Room, 2/F Jinhan Exhibition Center	室内设计论坛酒店与商业空间设计分会场 Interior Design Forum (Theme Conference--Shop & Hotel)
11月30日 30 Nov	锦汉展览中心海珠厅 Haizhu Hall, Jinhan Exhibition Center	室内设计论坛人居空间设计分会场 Interior Design Forum (Theme Conference--Home)
11月30日 30 Nov	中国大酒店钻石厅 Diamond Hall, China Hotel	广州市甘新副市长接见日本设计代表团部分代表 Mr. Gan Xin, Vice Mayor of Guangzhou, meeting with the Japanese Delegation
11月30日 30 Nov	中国大酒店钻石厅 Diamond Hall, China Hotel	日本设计代表团答谢酒会 Thank-You Gala Dinner, hosted by Japanese Delegation
11月30日 30 Nov	锦汉展览中心4号会议室 No. 4 Conference Room, Jinhan Exhibition Hall	意大利设计论坛 Italian Design Forum
11月30日 30 Nov	锦汉展览中心4号会议室 No. 4 Conference Room, Jinhan Exhibition Hall	意大利法拉拉大学城市物流系统工作坊 Logistic Infrastructure and Industrial Parks Design Workshop, hosted by University of Ferrara
11月30日 30 Nov	中国大酒店丽晶殿 Crystal Ballroom, China Hotel	意大利之夜 Gala Dinner - Italy on Stage
11月30日 30 Nov	鸣泉居会英殿 Talent Hall, Oriental Resort	总部经济与企业地产设计大会 Corenet Global Guangzhou Symposium
11月30日 30 Nov	华南农业大学图书馆学术报告厅 Convention Center of Library, South China Agricultural University	设计教育论坛（华南农业大学） International Design Education Summit (South China Agricultural University)
11月30日 30 Nov	广州美术学院 Guangzhou Academy of Fine Arts	奥地利林兹工业设计学院仿生设计工作坊 Bionic Design Workshop, hosted by Industrial Design Scionic, LINZ

## 2007广州国际设计周活动一览表

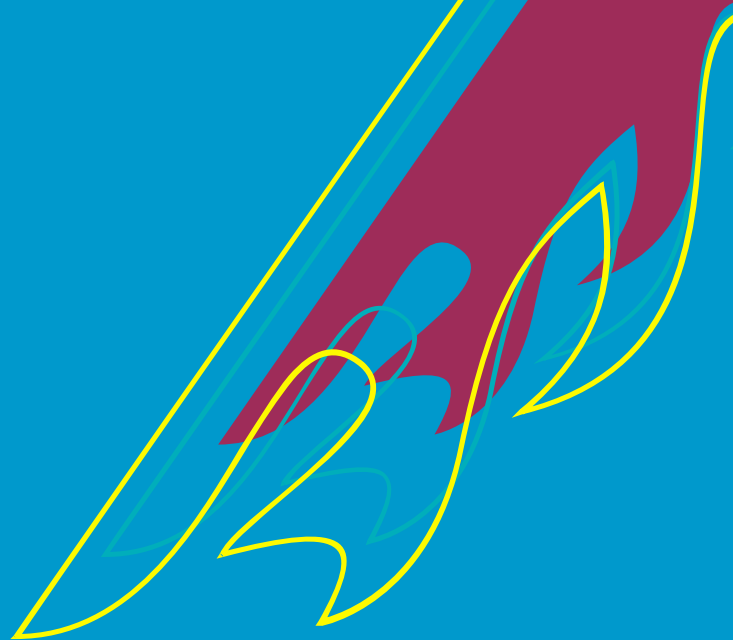
时间	地点	名称
11月30日 30 Nov	广州美术学院 Guangzhou Academy of Fine Arts	韩国国民大学交互设计工作坊 Interactive Design Workshop, hosted by Kookmin University
11月30日 30 Nov	锦汉展览中心 Jinhan Exhibition Center	美国礼品公司社会情感产品工作坊 Communication Product Design Workshop, hosted by American Greeting
12月1日 1 Dec	锦汉展览中心二楼会议室 Conference Room, 2/F Jinhan Exhibition Center	未来建筑与室内设计论坛 Future Architecture and Interior Design Forum
12月1日 1 Dec	东莞中国陶瓷博物馆 Wonderful Ceramics Museum, Dongguan	设计唯美行 Design Trip with Marco Polo
12月1日 1 Dec	美林湖社区 Mayland	国际CEO生活社区设计鉴赏酒会 Feel Design in Mayland
12月1日 1 Dec	广州CBD、信义会馆 CBD of Guangzhou, Xinyi International Club	设计之旅(广州CBD及信义会馆等地考察) Design Tour (Visiting CBD of Guangzhou and Xinyi International Club)



GUANGZHOU DESIGN WEEK

广州国际设计周

2007



国际设计博览会  
EXHIBITION

# 国际设计博览 EXHIBITION

GUANGZHOU DESIGN WEEK  
广州国际设计周  
2007



2007广州国际设计周展览面积为24000平方米，相比去年增加44.6%，其中工业设计展览面积8800平方米，比去年的3000平方米增长近2倍。本届展商数量为263家，对比2006年有接近1倍增长，其中将近60%为2006广州国际设计周参展单位继续参与本次设计展览。

2007广州国际设计周展览规模继续领先全国同类活动，国内外卓越的设计作品与产品、最新的设计技术和材料，是展览的核心内容。展览现场设立了设计供需配对洽谈区，主办方组织设计项目需求方与相对应的设计服务或产品、材料供应商进行一对一配对洽谈，其设计营商交流和服务平台的功能进一步彰显。

24000 M2, 44.6% increase compared with that of 2006, while 8800 M2 for the Industry Design Exhibition, which is 2 times increase than 2006. Among total 263 exhibitors, Over 60% participated in exhibition of 2006.

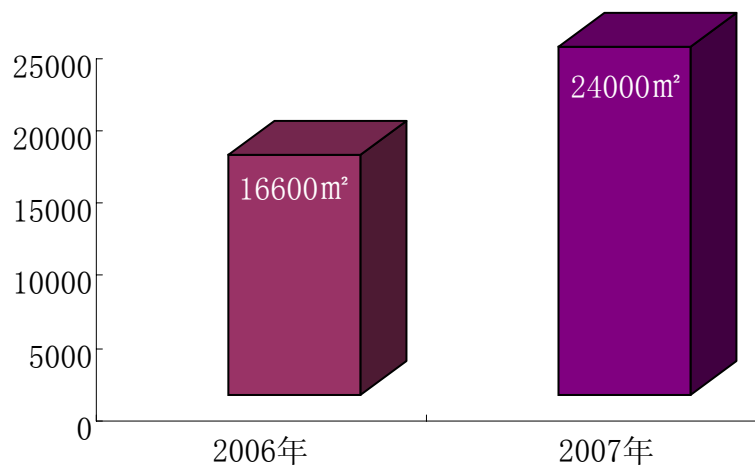
All these figures and facts enable Guangzhou Design Week 2007 stay still at the top leading position among similar events held in China. The cotemporary design products as well as the new design technology and materials are still the core of Exhibition. In order to meet the demands of either design service or the marketing or promotion, the Organizer has arranged and equipped special areas face to face communication room for designers, project contractors and new design tech and materials suppliers ,which has been proved the Week a effective communication and service platform.



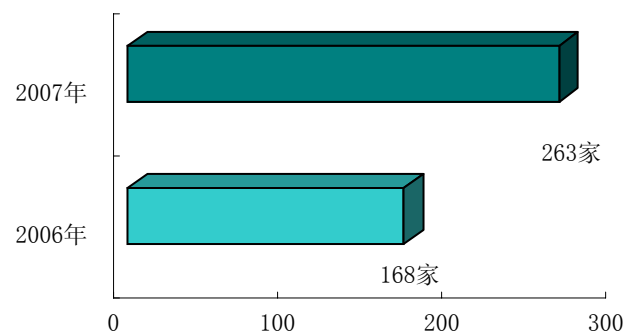


# 国际设计博览 EXHIBITION

GUANGZHOU DESIGN WEEK  
广州国际设计周  
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展览面积 / Exhibition Square



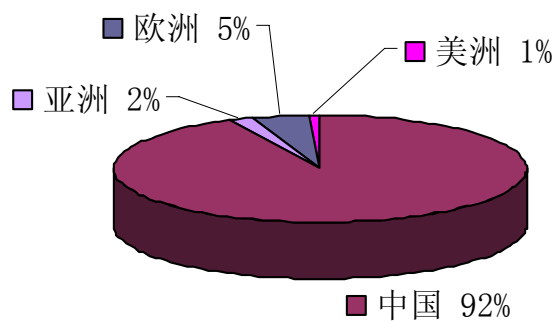
展商数量 / Exhibitor Amount

# 国际设计博览 EXHIBITION

GUANGZHOU DESIGN WEEK  
广州国际设计周  
2007



## 展商区域构成 Area Composition of Exhibitors:



## Area Composition of Exhibitors:

欧洲 Europe 5% (13)

美洲 America 1% (3)

亚洲 Asia 2% (5)

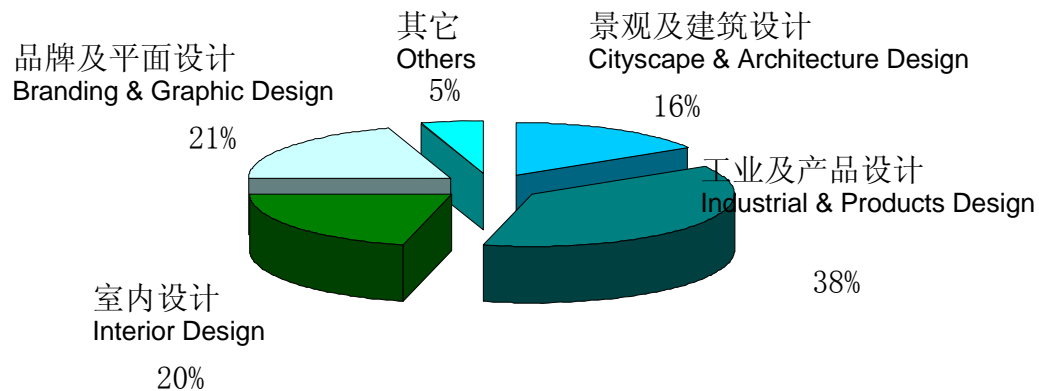
中国 China 92% (242)

# 国际设计博览 EXHIBITION

GUANGZHOU DESIGN WEEK  
广州国际设计周  
2007



## 展商行业类别 COMPOSITION OF EXHIBITORS:

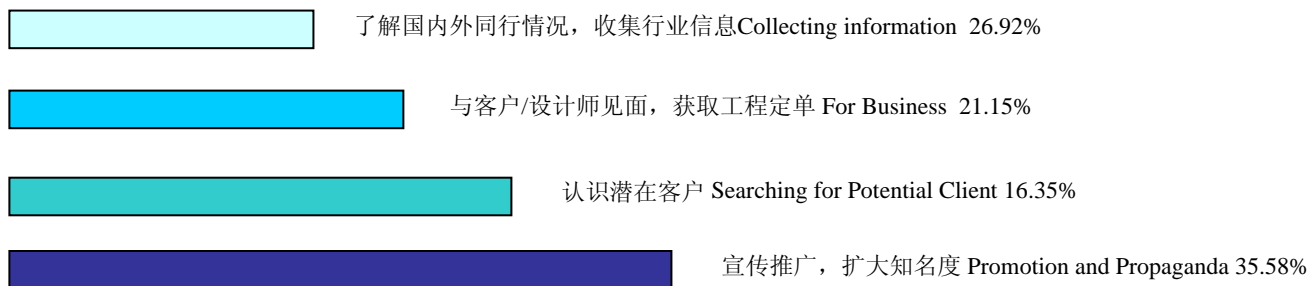


### 展商组成 Exhibitor Composition

景观及建筑设计 Cityscape & Architecture Design 16% (42)  
工业及产品设计 Industrial & Products Design 38% (100)  
品牌及平面设计 Branding & Graphic Design 21% (55)  
室内设计 Interior Design 20% (53)  
其他 Others 5% (13)



## 参展单位的需求: Purposes of Exhibitors







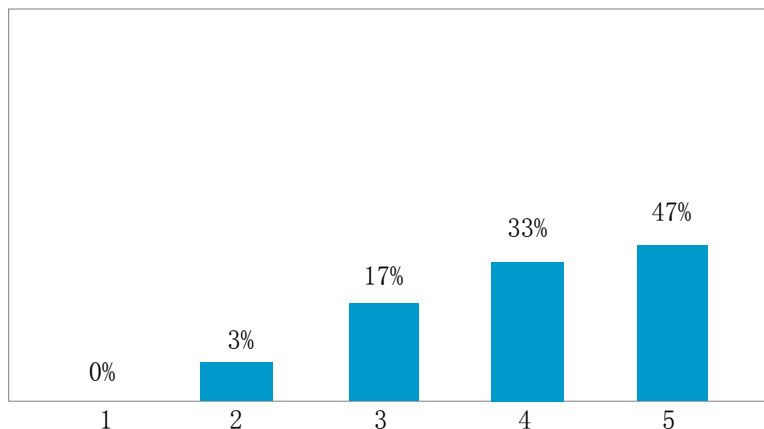
## 展商调查问卷报告 EVALUATION OF EXHIBITORS:

向此次设计周参展商共发出150份调查问卷，收回有效问卷128份。要求受调查展商分别就以下问题从1到5给出定性回答：1、表示不好；2表示一般；3表示好；4表示很好；5表示非常好

Questionnaire study is sent out to 150 exhibitors. Out of them, 128 replied. The determined answers for the following questions below are given on a scale from 1 to 5, where 1 is BAD; 2 is SO SO; 3 is GOOD; 4 is VERY GOOD; and 5 is EXCELLENT

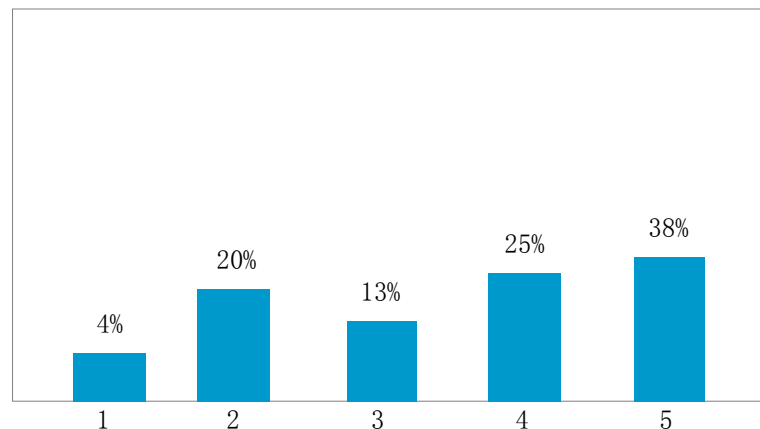
### 对07设计周的总体印象?

What is your general impression for the  
GUANGZHOU DESIGN WEEK 2007?



### 对07设计周专业观众的满意度?

How is your satisfaction of exhibition professional  
visitors?





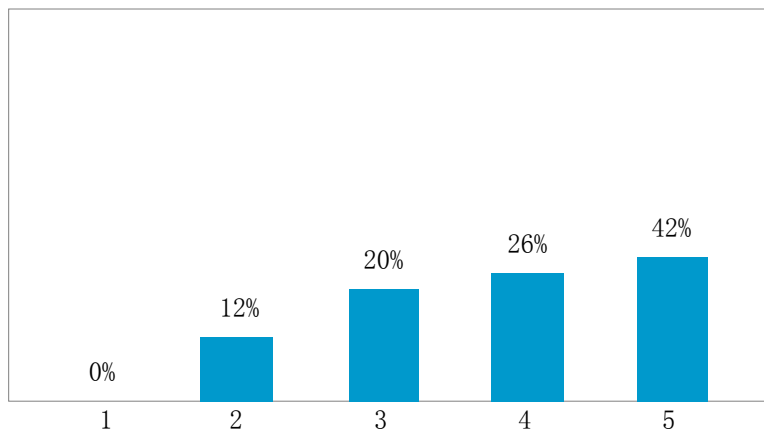
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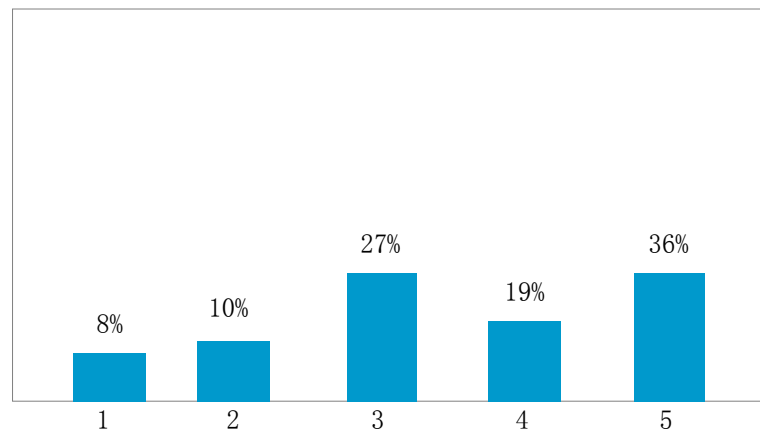
### 参展是否达到期望值?

Have you achieved your expectation in the design week 2007?



### 在07设计周获得商机的可能?

Have you benefited from the design week 2007 in exploiting more business opportunities?



# 国际设计博览 EXHIBITION

GUANGZHOU DESIGN WEEK  
广州国际设计周  
2007



3天的展期共吸引了来自50多个国家和地区，25213名专业观众参观展览。

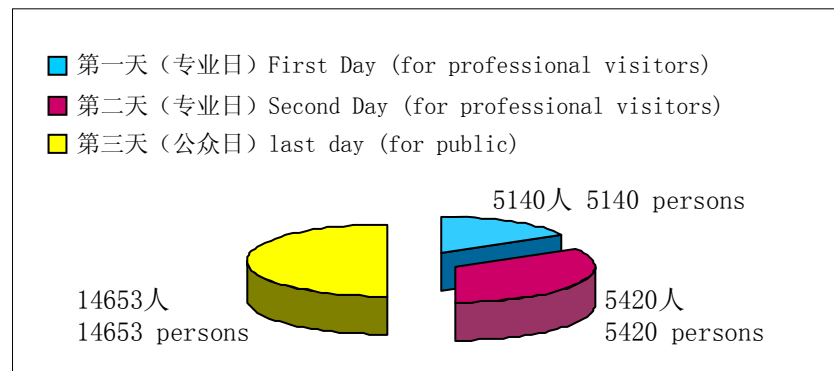
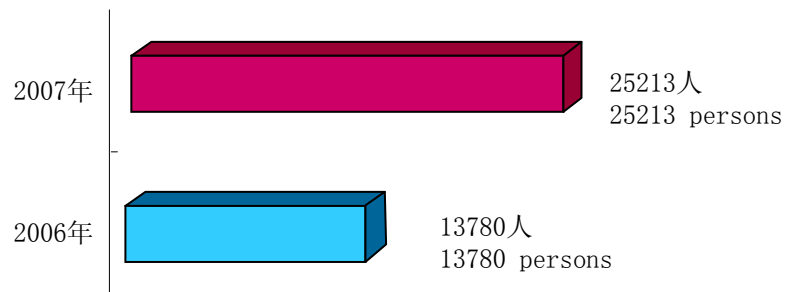
Total 25,213 professional visitors from over 50 countries and regions visiting the 3-day exhibition.

# 国际设计博览 EXHIBITION

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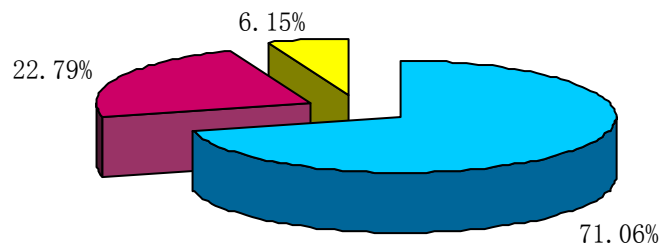
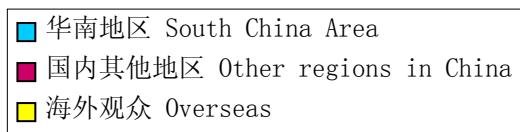


## 观众分析 Visitor Analysis:



## 观众区域构成:

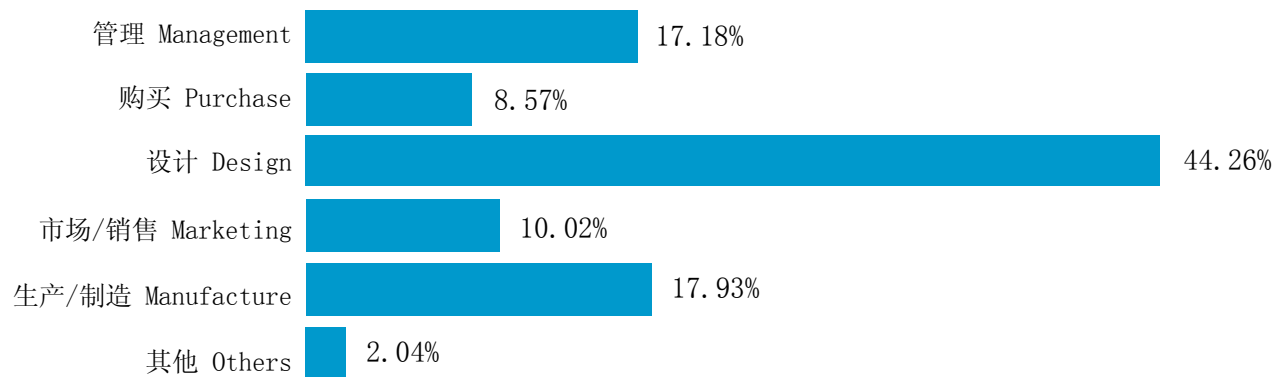
Area Composition of the Visitors:





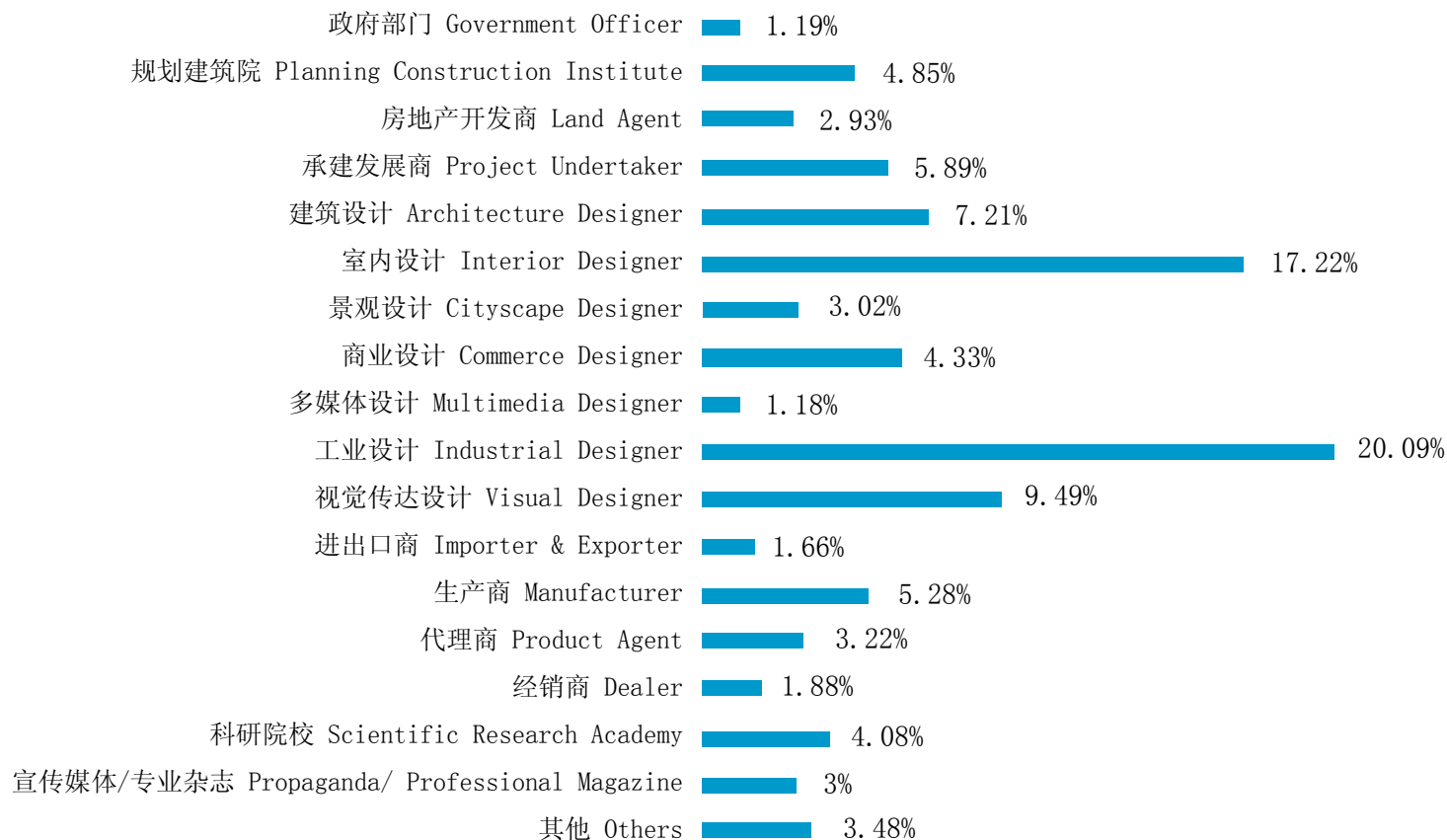


## 观众职业类别 Professions of Exhibition Visitors



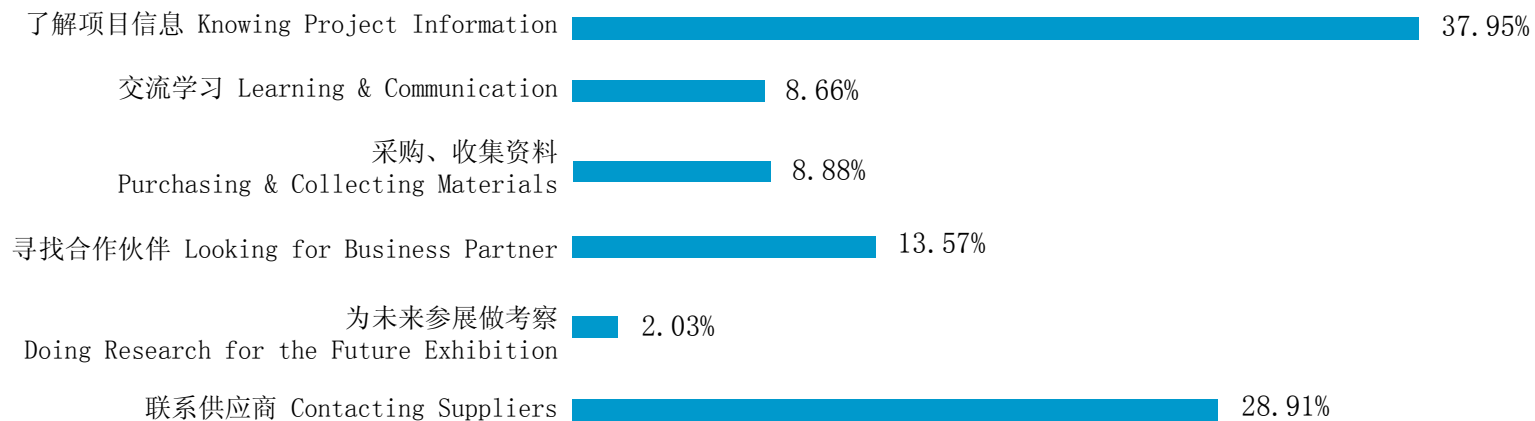


## 观众行业类别 Vocations of Exhibition Visitors



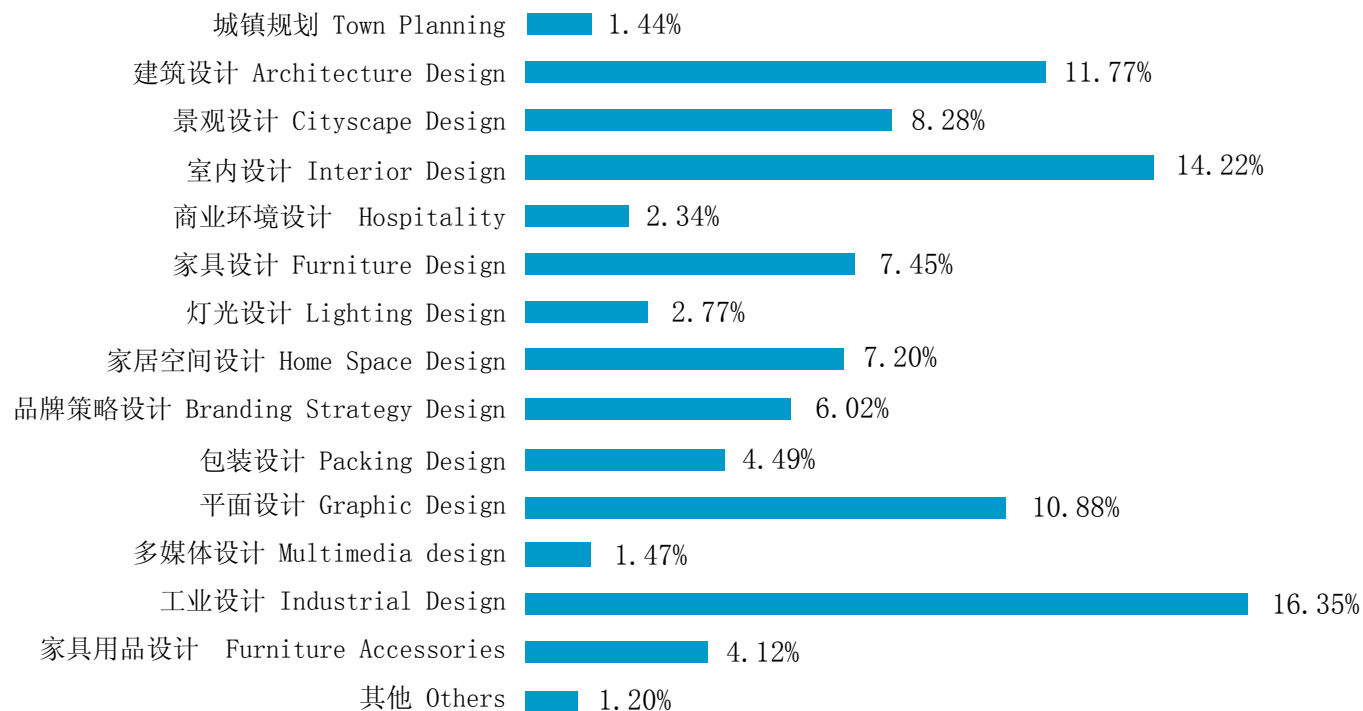


## 观众参观目的 Purpose of Visitors





## 观众感兴趣的展品 Visitors' Prefer







GUANGZHOU DESIGN WEEK

广州国际设计周

2007



奖项与赛事  
AWARD & COMPETITION



## 奖项与赛事

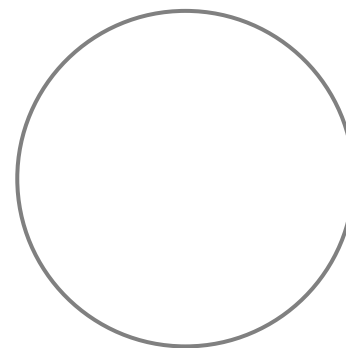
### AWARD & COMPETITION

GUANGZHOU DESIGN WEEK  
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2007



奖项与赛事包括的红棉奖——2007年度创新设计大奖、金羊奖——2007年度中国十大设计师评选活动、2007广汽杯汽车设计大赛、AR-华泰杯-第五届国际汽车改装（轮毂）概念设计大赛，活动贯穿2007整个年度在全国范围内展开，其结果揭晓和颁奖典礼在广州国际设计周期间隆重举行，既是盘点中国设计产业年度发展进程的坐标，更是不同领域知名品牌产品独特卖点和不同领域卓越设计师集中推广和展示平台。

Including Innovative Design Awards 2007 (Kapok Prize), Top 10 Designer Awards 2007 (Jin Yang Prize), GAC Auto mobile Design Competition and American Racing-China Wheel design Competition, Awards and Competitions have been going on throughout the whole year of 2007 in China, of which final results and awarding ceremonies are being hosted in the Week, remarking the benchmark of development in the improvement process of China design industry in 2007, as well as the top promotion platform for WIN BY DESIGN products and designers.



# 奖项与赛事

## AWARD & COMPETITION

GUANGZHOU DESIGN WEEK  
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2007



大赛名称 Name of Prize and Competitions:	红棉奖-2007年度创新设计大奖 INNOVATIVE DESIGN AWARDS 2007 (KAPOK PRIZE)
组织机构 Organized Units:	主办单位: 广州市人民政府 Sponsored by: Guangzhou Municipality 组织单位: 广州市经济贸易委员会 Organized by: Economic and Trade Commission of Guangzhou Municipality 承办单位: 广州国际设计周组委会 Operated by: The Operation Lounge, Guangzhou Design Week
主题 Theme:	品质生活 Quality Life
作品征集启动时间 Date of Beginning:	2007-8-1
作品征集截止时间 Date of Ending:	2007-10-30
国内评委 Domestic Juries:	9名 9 persons
国际评委 International Juries:	6名 6 persons
参评/参赛数量 Amount of Projects/Designers:	327件 327 products
获奖情况 Award Items:	红棉奖 Winner: 58件(58 products); 红棉大奖 Champion: 20件(20 products); 全场大奖 Grand Prize: 1件 (1 products)

# 奖项与赛事

## AWARD & COMPETITION

GUANGZHOU DESIGN WEEK  
广州国际设计周  
2007



大赛名称 Name of Prize and Competitions:	金羊奖-2007年度中国十大设计师评选 Top 10 Designer Award 2007 (JIN YANG PRIZE)
组织机构 Organized Units:	主办单位: 2007广州国际设计周组委会、《羊城晚报》报业集团 Organized by: The Operation Lounge, Guangzhou Design Week 2007 Yangcheng Evening News (Group)
主题 Theme:	十大空间类设计师评选、十大非空间类设计师评选 10 Interior and architecture designers & 10 Industrial and graphic designers
作品征集启动时间 Date of Beginning:	2007-8-1
作品征集截止时间 Date of Ending:	2007-10-30
国内评委 Domestic Juries:	8名 8 persons
国际评委 International Juries:	5名 5 persons
参评/参赛数量 Amount of Projects/Designers:	387名(空间类设计师296名, 非空间类设计师91名) 387 persons (including 296 interior and architecture designers, and 91 industrial and graphic designers)
获奖情况 Award Items:	按南部区, 东部区, 中西部区和北部区四大区, 评选出各区域十大设计师共60名, 在此基础上产生20名金羊奖——2007年度中国十大设计师(空间类、非空间类) Total 60 finallists were selected from SOUTH of China, EAST of China, MID-WEST of China and NORTH of China, from which awarded top 20 Designer Award 2007(interior, architecture, Industrial and Graphic)

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2007



大赛名称 Name of Prize and Competitions:	广汽杯-2007年度汽车设计大赛 GAC Automobile Design Competition
组织机构 Organized Units:	主办方: 广州国际设计周组委会 广汽集团 Organiser: The Operation Lounge, Guangzhou Design Week Guangzhou Automobile Group Co., Ltd (GAC)
主题 Theme:	感受2015: FEEL 215 前瞻: 技术与艺术的探索 Fore-minded: Exploration of technology and art 易用: 巧妙地解决各类乘用问题 Easy: skilful solvent for various driving problems 生态: 可持 续的对环境和社会的责任感 Ecological: Sustainable responsibility for environment and the society 乐趣: 乘用中生理和心理的舒适满足感 Leisure: Comfort and pleasure when driving
作品征集启动时间 Date of Beginning:	2007-8-1
作品征集截止时间 Date of Ending:	2007-10-30
国内评委 Domestic Juries:	9名 9 persons
国际评委 International Juries:	6名 6 persons
参评/参赛数量 Amount of Projects/Designers:	409件 409 projects
获奖情况 Award Items:	金奖Gold Prize: 空缺Blank; 银奖Silver Prize: 3名 3 persons; 铜奖Bronze Prize: 3名 3 persons; 优胜奖Finalist: 24名 24 persons

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广州国际设计周  
2007



大赛名称 Name of Prize and Competitions:	“AR-华泰杯”第五届国际汽车改装（轮毂）概念设计大赛 “American Racing -China Wheel Cup” The 5th International Automobile Retrofitting-Wheel Hub Conceptual Design Contest
组织机构 Organized Units:	主办单位: Sponsors: 广州设计周组委会 The organizing committee of Guangzhou Design Week 广州美术学院设计学院 Design School of Guangzhou Academy of Fine Arts 华泰铝轮毂集团有限公司 China Wheel Co., Ltd. American Racing., Ltd
主题 Theme:	改得精彩 Wonderful Retrofitting
作品征集启动时间 Date of Beginning:	2007-8-1
作品征集截止时间 Date of Ending:	2007-11-15
国内评委 Domestic Juries:	11名 11 persons
国际评委 International Juries:	4名 4 persons
参评/参赛数量 Amount of Projects/Designers:	1840件 1840 projects
获奖情况 Award Items:	轮毂实用创新设计 Utility innovation award for wheel hub design: 金奖 Gold Award: 1名 1 person; 银奖 Silver Award: 4名 4 persons; 铜奖 Bronze Award: 7名 7 persons; 优胜奖 Recognition Award: 42名 42 persons。 汽车改装概念组 Automobile retrofitting -- wheel hub conceptual design: 金奖 Gold Award: 空缺Blank; 银奖 Silver Award: 空缺Blank; 铜奖 Bronze Award: 3名 3 persons; 优胜奖 Recognition Award: 9名 9 persons。



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### 三大赛数据对比 Data Evaluation

红棉奖 INNOVATIVE DESIGN AWARDS 2007 (KAPOK PRIZE)			
产品类别 Categories of Products	产品数量Amount of Products		
	2006	2007	同比增长%
家电数码Home Appliances & digital products	72	136	88.90%
厨房卫浴Kitchen & bathroom products	8	45	462.50%
家具Furniture	45	75	66.70%
灯具Lights	2	21	950%
综合Others	29	50	72.40%
室内设计Interior Design	13	未设该类别 N/A	
合计Total	169	327	93.50%
金羊奖 Top 10 Designer Award 2007 (JIN YANG PRIZE)			
	2006	2007	同比增长%
东部区 East Area	未设此区域N/A	103	
南部区 South Area	65	142	118.50%
北部区 North Area	未设此区域N/A	78	
中西部区 Mid & West Area	未设此区域N/A	64	
设计师总计Total	65	387	495.40%
广汽杯 GAC Automobile Design Competition			
作品总计Total Projects	学生人数Students	职业设计师人数Professional designers	
409	279	69	

## 奖项与赛事 AWARD & COMPETITION

GUANGZHOU DESIGN WEEK  
广州国际设计周  
2007



评审及颁奖典礼现场

Scene of Judge Meeting & Award Ceremony

# 奖项与赛事

## AWARD & COMPETITION

GUANGZHOU DESIGN WEEK  
广州国际设计周  
2007



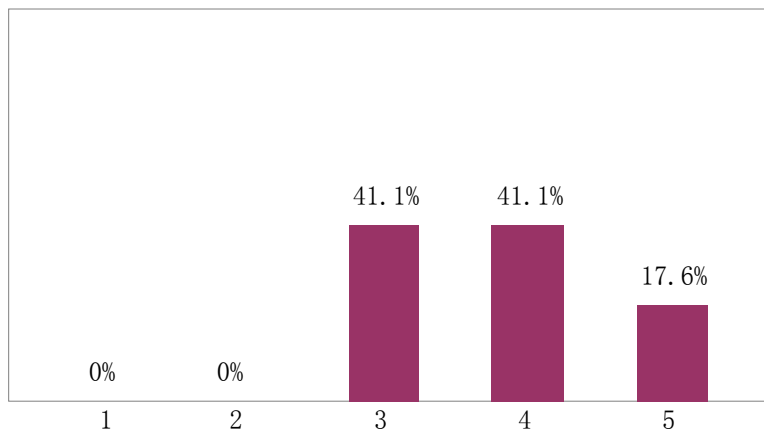
### 奖项与赛事调查问卷报告 Evaluation Of Award & Competition

向参加4项奖项与赛事选手，共计140名参与者发出调查问卷，收回有效问卷134份。要求受调查选手分别就以下问题从1到5给出定性回答：1、表示不好；2表示一般；3表示好；4表示很好；5表示非常好。

Questionnaire study is sent out to 140 Competitors. Out of them, 134 replied. The determined answers for the following questions below are given on a scale from 1 to 5, where 1 is BAD; 2 is SO SO; 3 is GOOD; 4 is VERY GOOD; and 5 is EXCELLENT.

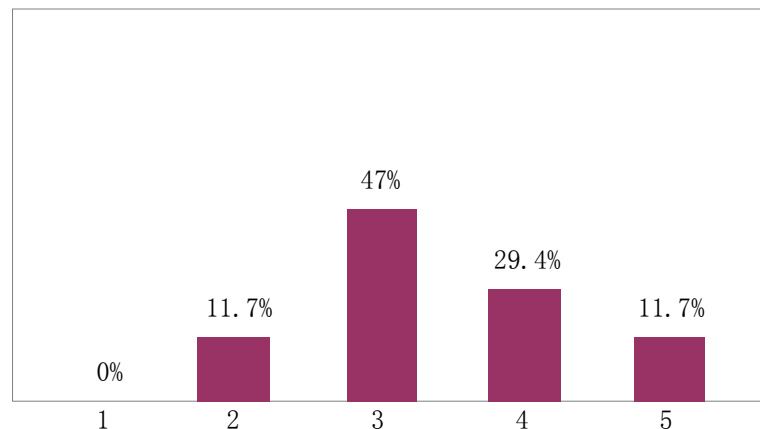
#### 对活动组织的满意度?

Are you satisfied with arrangement supplied by the Award and Competition?



#### 对评委层次的满意度?

Are you satisfied with quality of Award and Competition?



# 奖项与赛事

## AWARD & COMPETITION

GUANGZHOU DESIGN WEEK  
广州国际设计周  
2007



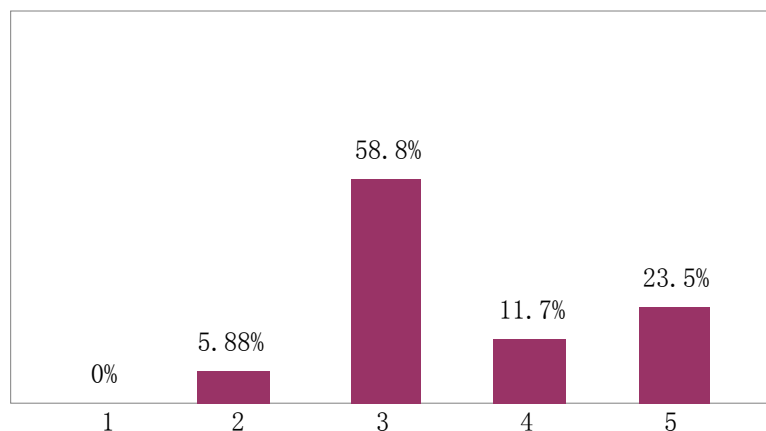
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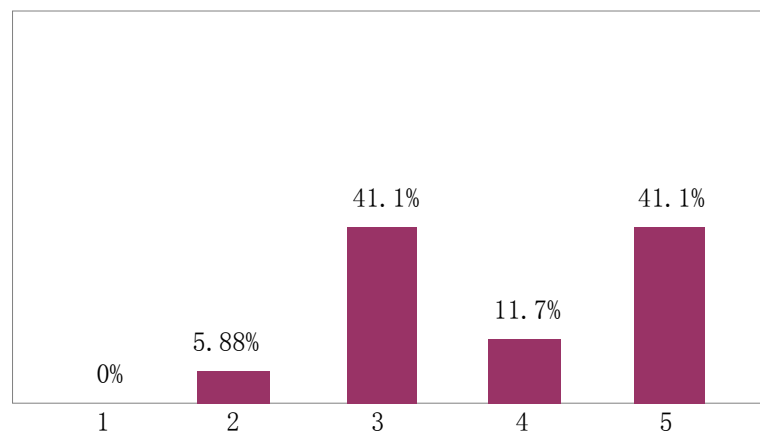
对规则及实施的满意度？

Are you satisfied with constitutions of Award and Competition?



获得的荣誉对将来的市场或业务是否有帮助？

Do you think your WIN helpful for your business ?



# 奖项与赛事

## AWARD & COMPETITION

GUANGZHOU DESIGN WEEK  
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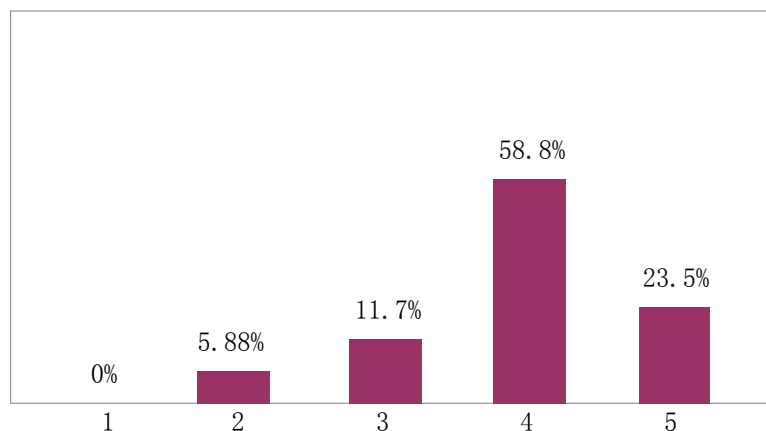
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是否会继续参加08年的奖项与赛事？

Will you join the Award and Competition in 2008?





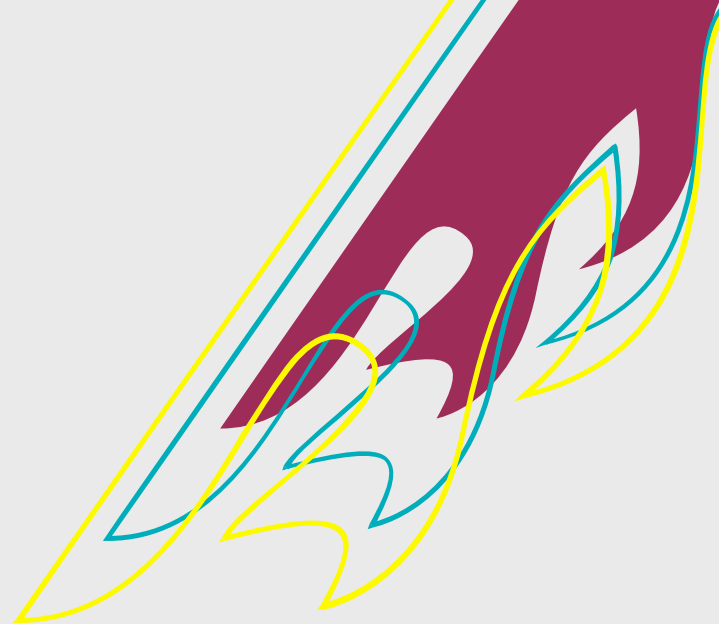
GUANGZHOU DESIGN WEEK

广州国际设计周

2007



会议与论坛  
CONFERENCE & FORUM





## 会议与论坛 CONFERENCE & FORUM

GUANGZHOU DESIGN WEEK  
广州国际设计周  
2007



国际三大设计组织主席首聚广州，领衔120多名中外设计大师，共同坐镇2007广州国际设计周9场论坛，广州国际设计周成为国际设计风向标以及企业如何赢在设计解决方案的思想源泉。

Presidents of ICSID, ICORGRADA and IFI, leading over 120 top designers at home & abroad, given speeches at 9 conferences & forums in Guangzhou Design Week 2007, a venue where the vane of international design can be read and a platform inspiring enterprises how to WIN BY DESIGN.



# 会议与论坛

## CONFERENCE & FORUM

GUANGZHOU DESIGN WEEK  
广州国际设计周  
2007



设计周同期活动情况统计 Data					
名称 Conference & Forum	地点 Venue	主题 Theme	合作方 Co-operation	演讲嘉宾 Speaker	参会人数 Audience
赢在设计国际论坛 WIN BY DESIGN FORUM	锦汉展览中心二楼会议室 Conference Room, 2/F Jinhan Exhibition Center 东方宾馆南国宴乐厅 Nanguo Yanyue Hall, Dongfang Hotel	赢在设计 Win by Design	广州市人民政府 Guangzhou Municipality	21	580
感受2015——2007汽车设计高峰论坛 FEEL 2015 - AUTOMOBILE DESIGN SUMMIT 2007	东方宾馆南国宴乐厅 Nanguo Yanyue Hall, Dongfang Hotel	感受2015 Feel 2015	广汽集团 GAC group	6	315
粤港创意产业与知识产权论坛论坛 IP AND CREATIVE INDUSTRY FORUM	鸣泉居会英殿 Talent Hall, Oriental Resort	粤港创意产业 与知识产权 IP AND CREATIVE INDUSTRY	广东省知识产权局 Intellectual Property Office of Guangdong Province 香港知识产权署 Intellectual Property Department, the Government of the Hong Kong Special Administrative Region	6	207
室内设计论坛 INTERIOR DESIGN FORUM	锦汉展览中心二楼会议室 Conference Room, 2/F Jinhan Exhibition Center	酒店、人居、 医疗 Hotel/Home/H ospital	中国建筑学会室内设计分会 (CIID) China Institute of Interior Design	23	573

# 会议与论坛

## CONFERENCE & FORUM

GUANGZHOU DESIGN WEEK  
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2007



2007亚洲景观设计学会学术大会 ASIA TOWNSCAPE DESIGN SOCIETY SYMPOSIUM 2007	暨南大学 Jinan University	人性化城市设计 Humanized Urban Design	亚洲景观设计学会 Asia Townscape Design Society	26	322
总部经济与企业地产设计论坛 CORENET GLOBAL GUANGZHOU SYMPOSIUM	鸣泉居会英殿 Talent Hall, Oriental Resort	企业地产设计的赢利性和生产力 Corporate Real Estate Design for Profit & Productivity	国际企业地产协会 CoreNet Global	11	157
未来建筑与室内设计论坛 FUTURE ARCHITETURE AND INTERIOR DESIGN FORUM	锦汉展览中心二楼会议室 Conference Room, 2/F Jinhan Exhibition Center	创造未来, 明天的世界 Creat Future, Tomorrow World	国际室内建筑师及设计师理事会 (ICIAD) International Council of Interior Architets/Desginers	10	569
2007广州国际设计教育高峰论坛 GUANGZHOU INTERNATIONAL DESIGN EDUCATION SUMMIT	华南农业大学图书馆学术报告厅 Convention Center of Library .South China Agricultural University	设计教育与产业发展 Design Education and Industry Development	华南农业大学 South China Agricultural University	10	508
意大利设计论坛 ITALIAN DESIGN FORUM	锦汉展览中心4号会议室 No.4 Conference Room, Jinhan Exhibition Center	机遇与合作 — 意大利设计在中国 Italian Design in China: opportunities and cooperation 事关我们城市未来的使命 - 意大利和中国城市遗产的保护 The conservation of urban Heritage in China and Italy. A crucial task for the future of our cities	意大利驻广州总领事 Consulate General of Italy	12	147
小计 Total				125	3378



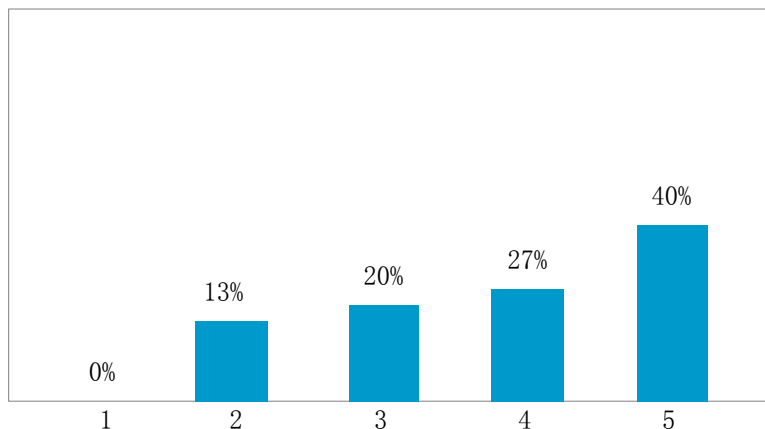
## 会议与论坛调查问卷报告 Evaluation of Conference and Forum

分别向200个参与了主要论坛的听众发出问卷，回收有效问卷146份。要求受访者分别就以下问题从1到5给出定性回答：1表示不好；2表示一般；3表示好；4表示很好；5表示非常好。

Questionnaire study is sent out to 200 audiences. Out of them, 186 replied. The determined answers for the following questions below are given on a scale from 1 to 5, where 1 is BAD; 2 is SO SO; 3 is GOOD; 4 is VERY GOOD; and 5 is EXCELLENT

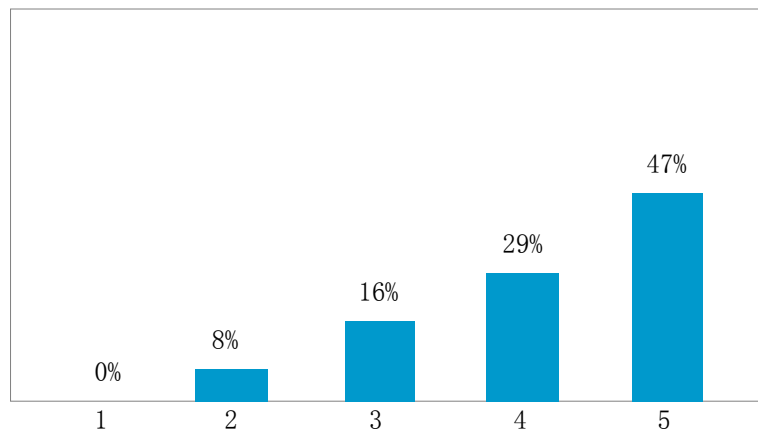
从论坛获得的资讯和知识对将来工作的帮助？

Do you think that information and knowledge obtained are helpful for your future work?



论坛演讲嘉宾层次满意程度？

Are you satisfied with quality of forum speakers?





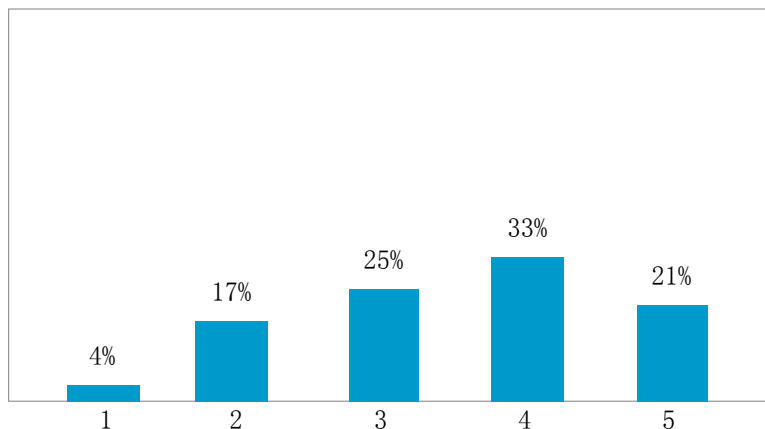
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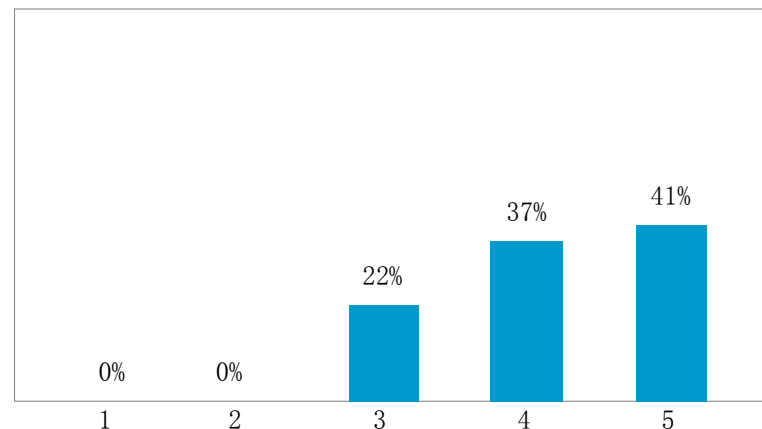
### 论坛的组织和满意程度?

Are you satisfied with arrangement and service supplied by the forums?



### 是否会继续参加08年的论坛?

Will you join these events in 2008?





GUANGZHOU DESIGN WEEK

广州国际设计周

2007



工作坊  
WORKSHOP





# 工作坊 WORKSHOP

GUANGZHOU DESIGN WEEK  
广州国际设计周  
2007



## 工作坊 WORKSHOP

一批具有国际水准的设计工作坊在设计周期间举行，设计工作坊在广州国际设计周期间的开设，有助于加快倡导国际先进设计理念的导入，继而与本土创新意识互相融合、提升、扩散，酝酿出新的设计成果。

Design Workshop is absolutely a highlight in Guangzhou Design Week 2007 and it is believed that these workshops will speed up the communicating and exchanging the most contemporary design perception between Chinese designers and foreign designers, as well as improving more and more design achievements through such kind of international collaboration.



# 工作坊 WORKSHOP

GUANGZHOU DESIGN WEEK  
广州国际设计周  
2007



工作坊 Workshop				
名称 Conference & Forum	地点 Venue	主题 Theme	工作坊主持 Workshop Leader	参会人数 Audience
仿生设计工作坊 BIONIC DESIGN WORKSHOP	广州美术学院设计学院 College of Design, Guangzhou Academy of Fine Arts	仿生设计 Bionic Design	奥地利林兹大学 阿克赛尔·塔雷 摩尔教授 Prof. Axel Thallemer	65
交互设计工作坊 INTERACTIVE DESIGN WORKSHOP	广州美术学院设计学院 College of Design, Guangzhou Academy of Fine Arts	交互设计 Interactive Design	韩国国民大学 郑址洪 (Ji-Hong Jeung) 教授 Prof. Ji-Hong Jeung, Kookmin University	130
物流设施与工业园区设计 工作坊 LOGISTIC INFRASTRUCTURE AND INDUSTRIAL PARKS DESIGN WORKSHOP	华南理工大学 South China University of Technology	新一代物流设施与工业园 区设计——意大利帕尔马 市、中国佛山市相关项目 案例研讨 Designing a New Generation of Logistic Infrastructure and Industrial Parks	Ferrara 大学、华南理工大学专 家学者 Experts from University of Ferrara and South China University of Technology	110
社会情感产品设计工作坊 COMMUNICATION PRODUCT DESIGN WORKSHOP	锦汉展览中心一楼 1/F, Jinhan Exhibition Center	社会情感产品设计 Communication Product Design	美国礼品公司亚洲创意部上海办 事处设计经理严小青 Ms Yan Xiaoqing, Design Manager, Asia Creative Services of American Greeting	121



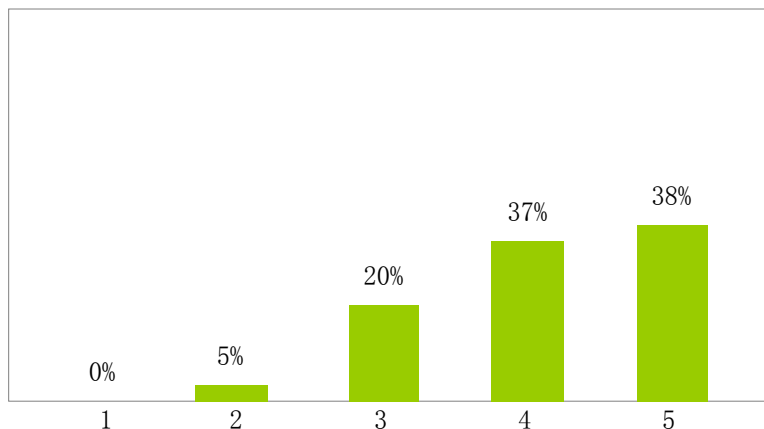
## 工作坊调查问卷报告 Evaluation of Workshop

向此次设计周工作坊参与者共发出100份调查问卷，收回有效问卷94份。要求受调查展商分别就以下问题从1到5给出定性回答：1、表示不好；2表示一般；3表示好；4表示很好；5表示非常好。

Questionnaire study is sent out to 100 workshop participants. Out of them, 94 replied. The determined answers for the following questions below are given on a scale from 1 to 5, where 1 is BAD; 2 is SO SO; 3 is GOOD; 4 is VERY GOOD; and 5 is EXCELLENT.

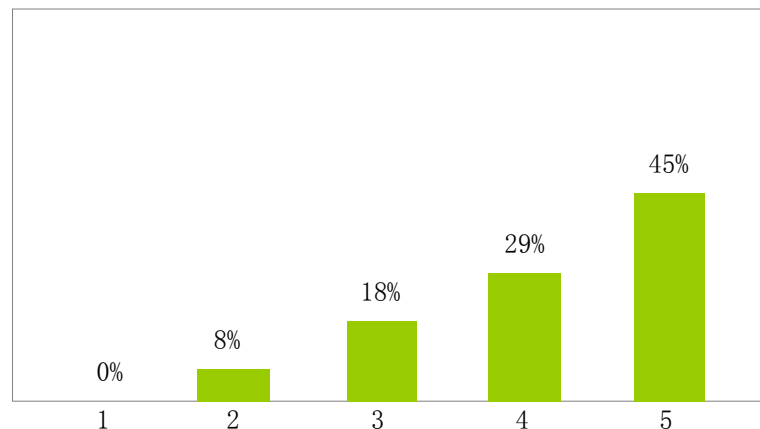
### 对于工作坊组织及服务的满意度？

Are you satisfied with arrangement and service supplied by the workshop?



### 从参与工作坊获得的资讯和知识对将来工作的帮助？

Do you think that information and knowledge obtained from the workshops are helpful for your future work?





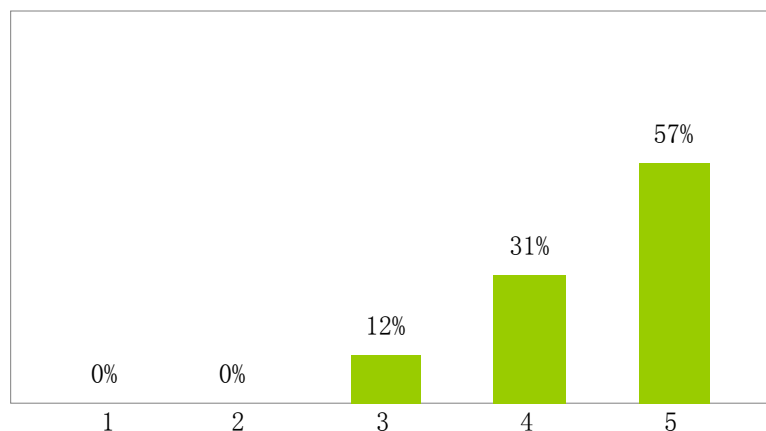
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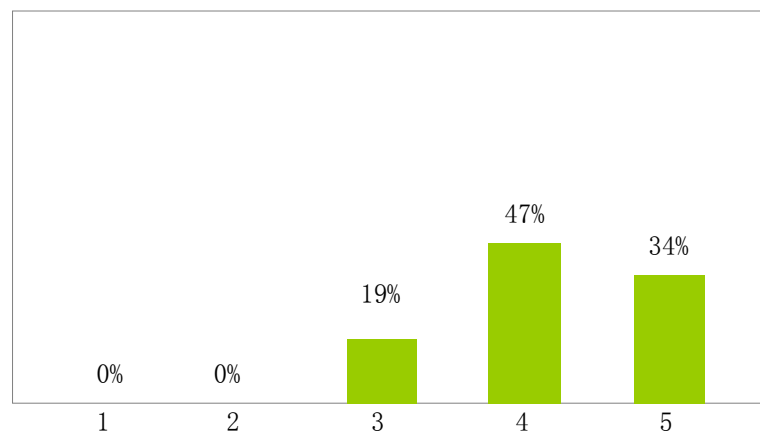
对于工作坊主持嘉宾层次的满意度？

Are you satisfied with quality of workshops moderators?



是否会想其他人推荐？

Would you recommend the forums to others?





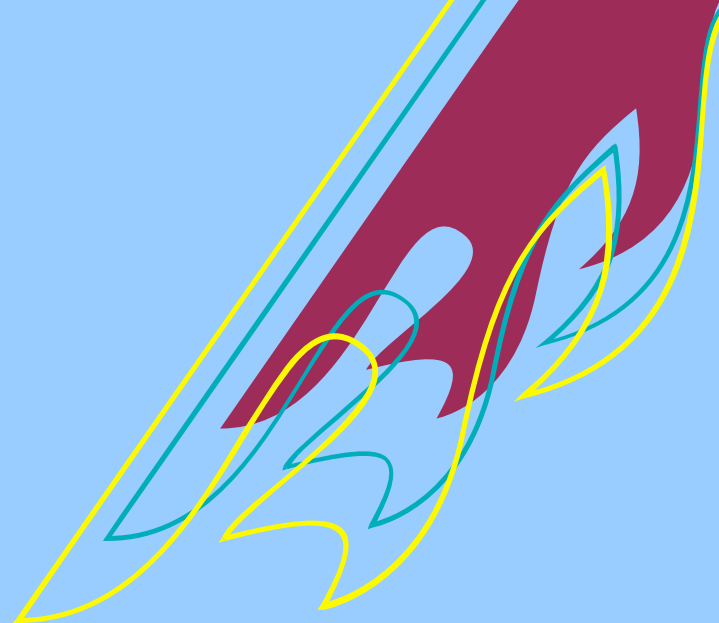
GUANGZHOU DESIGN WEEK

广州国际设计周

2007



主题活动  
THEMATIC EVENTS





## 主题活动 THEMATIC EVENTS

GUANGZHOU DESIGN WEEK  
广州国际设计周  
2007



意大利之夜——舞台上的意大利  
ITALY ON THE STAGE



# 主题活动 THEMATIC EVENTS

GUANGZHOU DESIGN WEEK  
广州国际设计周  
2007



创意市集——有创意 一呼百应  
i' MART





# 主题活动 THEMATIC EVENTS

GUANGZHOU DESIGN WEEK  
广州国际设计周  
2007



国际CEO生活社区设计鉴赏酒会  
Feel Design in Mayland



## 主题活动 THEMATIC EVENTS

GUANGZHOU DESIGN WEEK  
广州国际设计周  
2007



《华人设计师100》首发仪式——推广华人设计师成就的最佳平台  
LAUNCHING OF 《CHINESE DESIGNER 100》





## 主题活动 THEMATIC EVENTS

GUANGZHOU DESIGN WEEK  
广州国际设计周  
2007



金指环 2008国际室内设计大奖启动仪式——2008年广州国际设计周的活动已经展开  
KICK OFF, THE RING-IC@WARD INT'L INTERIOR DESIGN AWARDS 2008





GUANGZHOU DESIGN WEEK

广州国际设计周

2007



媒体

MEDIA

# 媒体 MEDIA

GUANGZHOU DESIGN WEEK  
广州国际设计周  
2007



## 媒体 MEDIA

设计周期间参与采访报道的海内外媒体达300多家，参与采访报道的记者接近1000人次刊发报道数量接近二千篇次（不完全统计），互联网有关设计周的搜索信息逾四百多万条。在众多国内外大型设计类展会采访报道中，广州国际设计周以其国内规模最大、内容最丰富、专业与市场综合程度最高的优势具有最大的影响力。

According to the incomplete statistics, around 2,000 articles from the Guangzhou Design Week 2007 have been covered by over 300 different Medias from home & abroad and more than 4 million related information could be searched in the internet upon the completion of the Week. Compared with reports related to other design events in China, Guangzhou Design Week 2007 has been recognized as most influential not only for her contents scale, but also best promotion platform for both profession of design and marketing of products and materials.



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中央电视台二套经济频道采访组全程跟踪拍摄采访2007广州国际设计周，精心制播片长40分钟的2007广州国际设计周专题片。2007广州国际设计周期间，中央电视台新闻频道、北京电视台等外地省级卫视每天黄金时间报道相关新闻。广东、广州、南方三大广州当地电视台，以多角度紧密关注、报道设计周的全程。

国内最大的报业集团广州日报报业集团其《广州日报》连续 2 天在头版刊登报道广州国际设计周盛况；国内发行量最大的都市类报纸《南方都市报》连续两周以 5 个整版深入报道这次“设计盛事”；国内最具影响力的晚报《羊城晚报》，连续16周并以平均每周 1个整版的版面大手笔大力度地刊登2007广州国际设计周“赢在设计”系列报道，可谓今年设计周媒体报道最具分量的一笔。

《世界建筑》、《产品设计》、《艺术与设计》、《包装与设计》、《新视线》、《青年视觉》、《周末画报》、《汽车杂志》、《名牌magazine》等国内最具影响力设计类、高端时尚类媒体均派出首席记者参与报道设计周，即便在闭幕后的一段时间里，2007广州国际设计周还一直这些媒体追踪报道的重点事件。

CCTV-2 has sent a special reporter team to Guangzhou Design Week 2007, producing a 40 minute special edition while the news of the Week has been the headline news in CCTV, BTV , GDTV, GZTV, TVS and many other regional television stations.

Many authoritative public Medias also produce the continuous reports of the Week, such as 16 weeks-lasting “Win by Design” stories by Yangcheng Evening News, 2 day headline news by Guangzhou Daily , 2 week + 5 page special edition by Southern Metropolis Daily.

Exclusive Journalists from most authoritative professional and fashion magazines such as World Architecture, Design, Art and Design, Package and Design, The Outlook Magazine, Auto Magazine and so on, have participated and reported the Week since its beginning. Even after the event, Guangzhou Design Week 2007 is still to be the most valuable event to be covered by medias.



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## 媒体调查问卷报告 Evaluation of Media reports

向此次参与设计周报道的媒体共发出50份调查问卷，收回有效问卷42份。要求受调查媒体分别就以下问题作出相应回答及选择。

Questionnaire study is sent out to 50 Medias. Out of them, 42 replied. Medias are required to answer questions below or make a choice.

### 对2007广州国际设计周最感兴趣的内容（前5项）

Which content of GZDW 2007 is your favorite one? (Top 5)

大师的设计理念、奖项与赛事、未来设计趋势、国际设计博览、政府出台的相关政策

Master Design perception, Award and Competition, Trends of Future Design, Exhibition, Government Strategy

### 你认为2007广州国际设计周最值得报道的内容（前5项）

Which part of GZDW 2007 is the most interested news eyes? (Top 5)

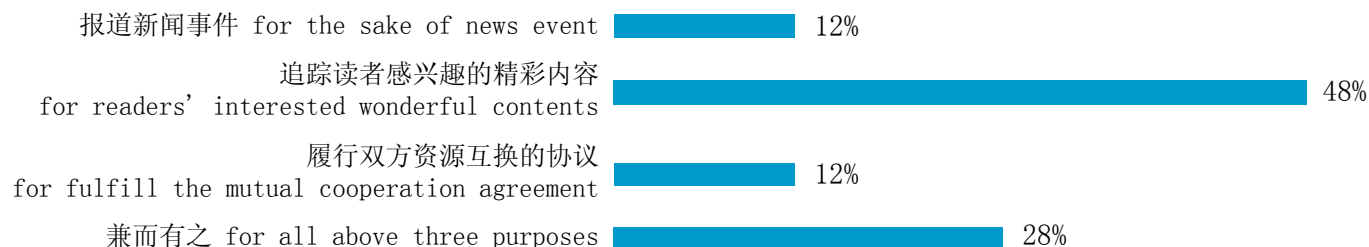
气候酷派、广汽杯、红棉奖、赢在设计国际论坛、创意市集

Climate Cool, GAC-Automobile Design Competition, Kapok Prize 2007, Win by Design Forum, I-Mart



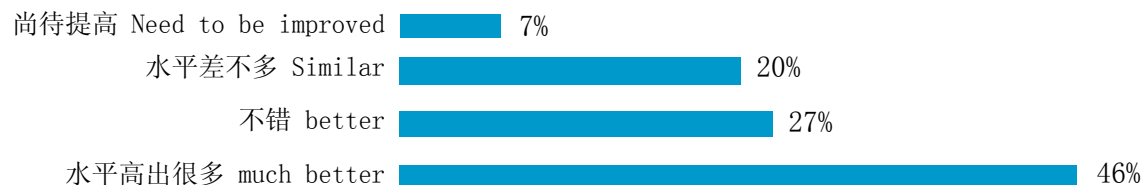
## 媒体调查问卷报告 Evaluation of Media reports

### 为什么会报道2007广州国际设计周 The purpose of the reporting activities?

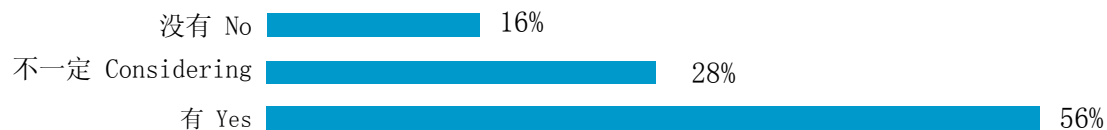


### 与国内同类设计推广活动相比，对广州国际设计周的整体印象？

what' s the expression of GZDW 2007 by Comparing with similar design promotion events in China?



### 是否有兴趣与广州国际设计周进行具体的项目合作 Are you interested in project co-operation with GZDW?



December 13, 2007

Mr. Ready Zhang  
Deputy Managing Director  
CITIEXPO Ltd  
A-9/F Jin-ying Building  
1 Jin Ying Road,  
Guangzhou 510640  
CHINA

Dear Ready,

I am writing to thank you once again for extending the invitation for me to attend the Guangzhou Design Week 'Win by Design' that took place from November 29 to December 4, 2007. It was a pleasure for me to attend and participate in such a well-organised event and I am pleased with the opportunity I was provided with to promote design and my organisation – the International Council of Societies of Industrial Design (Icsid).

I was encouraged by the level of enthusiasm I experienced in Guangzhou to raise public awareness of innovation and the role design can play in developing quality of life with regards to society, culture, the economy and the environment. For me it is very important that we work to develop this understanding at a regional level, so I am very pleased to see the commitment to this in the Guangzhou community and region.

Please accept my congratulations on a successful event in 2007 and my warmest wishes as you plan to build on this success in 2008. Icsid has had a long-standing relationship with China and I look forward to making it stronger during my time as Icsid President.

Yours sincerely,



Carlos Hinrichsen  
Icsid President

**Executive Board  
2007–2009**

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**Secretary General**  
Dilki de Silva

## 来自国际工业设计联合会的评价

再次感谢你们邀请我参加2007年11月29日—12月04日以“赢在设计—2007广州国际设计周”，对我来讲，我非常高兴能在一个组织得如此完善的一个活动上来推动设计以及国际工业设计联合会。

在广州逗留期间，我深深地被公众对于创新的意识和激情所感染，也深深地感受到了设计在从社会、文化、经济、环境方面改善生活质量的重要角色。我们国际工业设计联合会的工作就是要把这种认识在每一个地区普及和发展，我非常高兴在广州我看到这方面的成就。

请接受我对于2007广州国际设计周圆满成功的祝贺，同时也在在此基础上对2008广州国际设计周表达我最美好的祝愿！

国际工业设计联合会与中国建立已久，我期待着她能在我国国际工业设计联合会主席的任期内得以增强。

您诚挚的

卡洛斯·亨瑞奇  
国际工业设计联合会主席

4<sup>th</sup> December 2007.

To,  
Mr. Ready Zhang,  
Deputy Managing Director,  
CITIEXPO LIMITED,  
A:9/F, Jin Ying Building,  
1 Jinying Road, Guangzhou 510640  
CHINA.

Dear Ready,

Let me thank you for inviting me on behalf of IFI, to address the gathering and also share information about our organization.

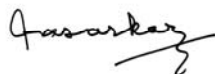
As you are aware, IFI is an world apex body of the profession of Interior Design, and it is important, that professional and all the concern stakeholders across the world understand the pivotal role IFI is playing in creating awareness about the profession and also facilitating continues learning for the professionals.

"Guangzhou Design Week" was a very important event in this regard, and I am sure, in time to come, it will make its own mark through its quality contribution.

We would certainly identify more of such opportunities in future, to strengthen our ties and working relationship.

Thanking you once again.

With warm regards,



Shrikant Nivasarkar  
IFI President  
2007-2009

## 来自国际室内建筑师与设计师团体联盟的评价

我谨代表国际室内建筑师与设计师团体联盟，感谢您对我的邀请，并使我们能够能与你们一起相聚与分享广州国际设计周。

如你所知，国际室内建筑师与设计师团体联盟是世界室内设计领域的顶级专业组织，国际室内建筑师与设计师团体联盟在创造对于这个专业的认知以及促进每一个专业人士的继续学习过程中所承担角色的重要性，我们与全世界每一个专业人士和利益相关者有目共睹。

从这方面来看，广州国际设计周是一个非常重要的事件，我深信，自始至终，广州国际设计周将以其高质量的内容发挥她标志性的作用。

在将来，我们将致力拓展更多这样的机遇来稳固、加强我们双边的联系和工作。

再次向你致谢！

你诚挚的

史瑞康特·尼瓦沙卡

国际室内建筑师与设计师团体联盟主席