



GUANGZHOU DESIGN WEEK  
广州国际设计周  
2006



EVENT EVALUATION REPORT  
活动评估报告



DESIGN FOR THE FUTURE 设计未来



GUANGZHOU DESIGN WEEK  
广州国际设计周  
2006

GUANGZHOU DESIGN WEEK 2006







# FROM“MADE IN CHINA” TO“CREATED IN CHINA”

## 推动“中国制造”向“中国创造”迈进

由广州市人民政府主办，广州市经济贸易委员会牵头组织，广州市城博展览有限公司、广州经贸会展服务中心、广州美术学院设计学院承办，众多国际和国内专业设计组织支持的“2006广州国际设计周”于2006年11月27日至12月2日在广州隆重举行。本次活动旨在促进广州乃至中国自主创新与原设计产业的跨越式发展，加快中国设计产业与国际高端接轨，推动“中国制造”向“中国创造”迈进。

Hosted by the People`s Government of Guangzhou Municipality, organized by the Economic&Trade Commission of Guangzhou, Operated by CITI Expositions (Gangzhou) Limited、Economic and Trade Convention&EXhibition Service Center、College of Design, Guangzhou Academy of Fine Arts, and supported by many professional design organizations at home and abroad, GUANGZHOU DESIGN WEEK 2006 takes place in Guangzhou on November 27th-December 2nd. This event aims to promote the fast development of the independent innovation and original design in China, and to speed up links between Chinese design industry and international top levels, as well as to impel advancement from “Made in China” to “Created in China”.

1

ONE

一个国内迄今展览面积最大的综合类设计展—国际设计博览  
An ever-largest comprehensive design exhibition in China

2

TWO

### 两大推动中国原创设计的奖项

红棉奖—2006中国原创产品设计大奖

金羊奖—2006羊城十大设计师大奖

**Two design Awards driving original design in China**

KAPOK PRIZE 2006-China Original Product Design Awards

JIN YANG PRIZE 2006-Top 10 Designers in Guangzhou

3

THREE

### 三项国际专业设计大赛

“设计未来”国际海报设计大赛

IC@—2006亚太室内设计双年大奖赛

X2010设计创意大赛

**Three International Professional Design Competitions**

“Design for the future” international poster design Awards

Asia Pacific interior Design Biennial Award (IC@WARD)

X2010, a creative camp







#### 四个促进国际间设计产业交流的专题活动

丹麦日  
英国设计研讨会  
中国建筑学会室内设计分会CIID2006年年会  
广州设计之旅

#### Four topic events

The Danish Session  
Design UK Session  
Annual Meeting of China Institute of Interior Design (CIID) 2006  
Tour of Guangzhou Design

4  
Four

#### 五场高水准的设计高峰论坛

2006设计与自主创新高峰论坛  
广州国际设计周服务2010亚运—国际场馆建设与可持续性发展高峰论坛  
2006广州国际设计周工业设计论坛  
2006亚太景观建筑设计高峰论坛  
2006广州国际设计周品牌形象设计与传播论坛

#### Five high level Design forums & seminars

Design & Innovation Summit 2006  
Venue Design & Operation Forum 2006, supported by 2010-  
Guangzhou Asia Game Organizing Committee  
Industrial Design Seminar 2006  
Asia Pacific Cityscape & Architecture Design Forum 2006  
Branding Design & communication Seminar 2006

5  
Five



EXHIBITION 展览

# 16,600M<sup>2</sup> AN EVER-LARGEST COMPREHENSIVE DESIGN EXHIBITION IN CHINA

总面积1.66万平方米，  
一个迄今在中国展览面积最大的综合类设计展

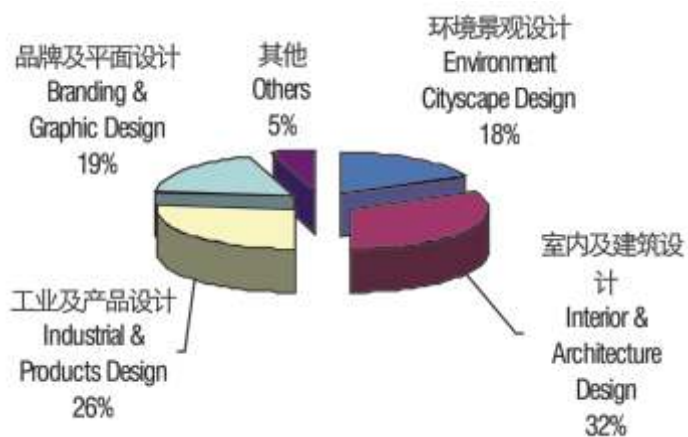




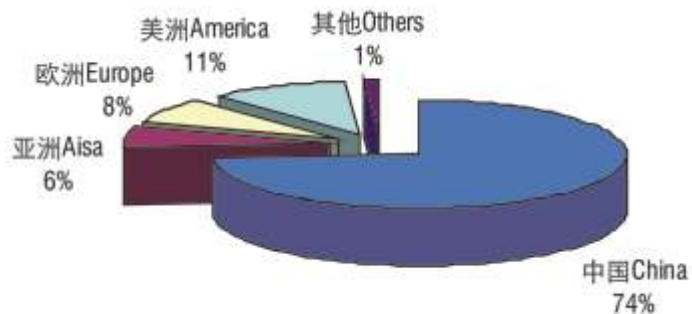


合计展商168家  
Total 168 Exhibitors

行业构成  
Industry Construction



区域构成  
Area Construction



EXHIBITION 展览

# 92% EXHIBITORS ARE SATISFIED

92%展商感到满意







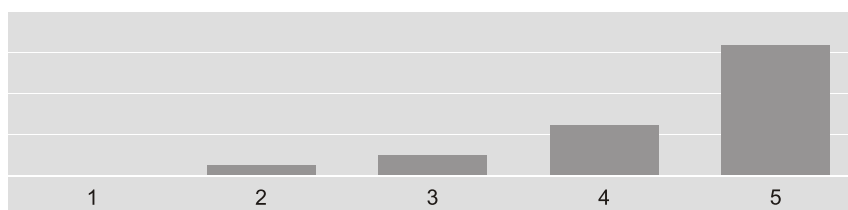
## 展商调查问卷报告 Evaluation Exhibitors

共向30名的参展商发出问卷，回收有效问卷26份。要求受调查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 30 exhibitors. Out of them, 26 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 extremely Good.

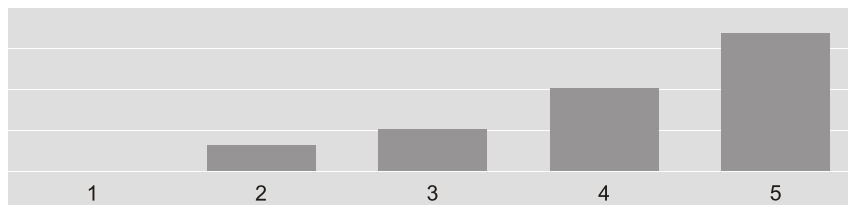
对设计周的总体印象

What is your general impression for the GUANGZHOU DESIGN WEEK ?



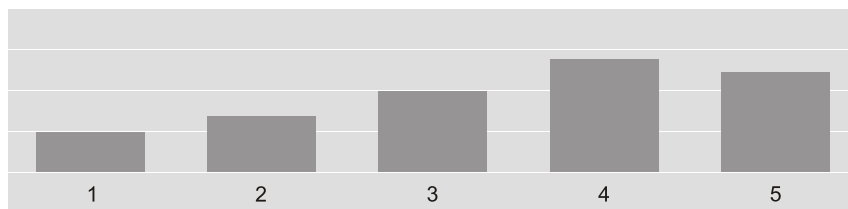
参展是否达到期望值

Have you achieved your expectation in the design week ?



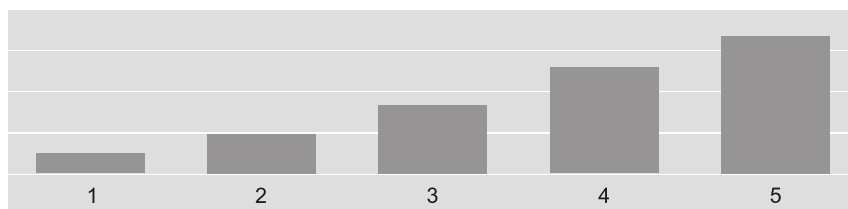
在设计周获得商机的可能

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



对观众质量的总体印象

What is your impression of exhibition visitors' quality ?



# EXHIBITION 展览

## 展商评语

The exhibitors speak for themselves

GE消费与工业产品集团亚太区品牌/市场传播部 胡征宏：来参加2006广州国际设计周展览会的参展企业层次很高，很多国际知名品牌都参与了这次展览会，而且许多专业观众来我们展台关注我们的产品，关注我们GE爱迪生照明设计大赛，效果不错！

“The high-qualified exhibitors as well as many internationally famed branding products both participate in this exhibition. Numerous professional Exhibition visitors are very interested in our products when visiting our booth, and also focused on GE Edison Awards 2006., which It indicates that this exhibition bring good effects for us! ”  
**(Mr.Dillon Hu, Branding / Marketing Communication Asia Pacific of GE Consumer & Industrial)**

广州嘉柯园林景观有限公司王总：效果不错，我们公司展示在开幕当天就引起了广大专业观众和媒体的关注，被广州日报评为最具创意设计的展台，刊登在广州日报11月28日的头版头条。

“This exhibition brings good effects. Our booth draw numerous professional Exhibition visitors attention at the first day, and has been rated as the most creative Booth in this exhibition on the cover page of “Guangzhou Daily” 28th,Nov.” **(Mr. Wang, General Manager of Jacc Landscape Design Co., Ltd)**

《照明设计》总监李文：广州国际设计周的嘉宾阵容非常强大，在国内能邀请这么多各领域世界级专家的活动比较罕见。广州国际设计周的活动面很广，包括了工业设计、建筑设计、室内设计等，希望明年广州国际设计周的活动能组织地更好。

“There are marvelous guests lineup in Guangzhou design week. It is rare to see such many world-class experts of different fields in the events like that in China. The design week involves various design categories, including industrial design, architecture design, and interior design, etc. I do believe that the GUANGZHOU DESIGN WEEK will be much better next year.”  
**(Li Wen, 《Professional Lighting Design》)**

优越家具总裁陈浩然：广州的设计周的展览做的很好，感觉到我们都在为各行各业的设计事业喝彩，我对广州设计周的那种打骨头里的创新精神是绝对认同的，所以更喜欢广州。

“My personal impression of this exhibition is that such a successful event applauses for the design of every walk of life. I extremely go along with the essential innovation spirit advocated by the GUANGZHOU DESIGN WEEK, so I am sure I like Guangzhou much more.” **(Chen Haoran, CEO of UYORK Furniture)**





特耐家纺设计工作室设计总监丁鹏辉：设计周对推动广州市的设计创新和设计人才的交流起到了非常积极的作用，奠定了设计的产业火车头的地位。

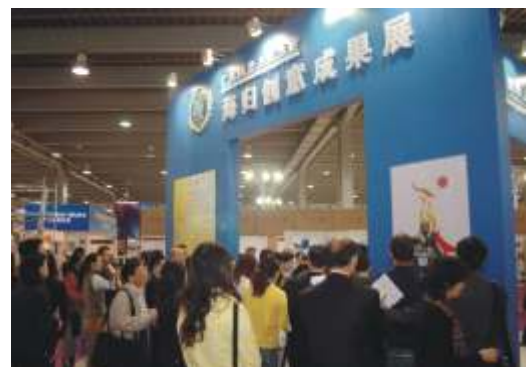
“GUANGZHOU DESIGN WEEK has an active impact on design innovation and communication among design talents, and also establishes its leading position in the design industry.”  
**(Ding Penghui, Design director of Guangmei & Tenai Hometextile Design Studio)**

大唐合盛陶瓷有限公司市场经理赵万杰：国内外顶尖设计汇聚，设计新品精彩纷呈…

“...Convergence of top designers at home and abroad, and emergence of new wonderful design works....” **(Zhao Wangjie, Marketing manager of Foshan Dato Ceramics Co., Ltd)**

广州留学人员商会海归创意成果展负责人、2010广州亚运会会徽的中标设计者张强：感谢广州设计周内创造了一个交流灵感与理念、分享经验与快乐、拓展商机和市场的平台……

“Thanks for GUANGZHOU DESIGN WEEK providing a platform where the people can exchange inspiration and idea, share experience and joy, catch business opportunities and develop marketing....” **(Zhang Qiang, Director of Overseas Chinese scholars'originality production exhibition of Guangzhou overseas Chinese Scholars chamber of commerce, designer of the 2010 Asian Games emblem)**



EXHIBITION 展览

**TOTAL 13,780 PROFESSIONAL  
VISITORS FROM 40 COUNTRIES  
AND REGIONS VISITING  
THE 4-DAY EXHIBITION**

4天的展期共吸引了来自40多个国家和地区的  
13780名专业观众参观展览。







## 观众注册登记统计 Envaluation Exhibition Visitor

### 职业类别 Professions of Exhibition visitors

管理Management	12.88%
购买Purchase	5.57%
设计Design	54.02%
市场/销售Marketing/Sales	13.81%
生产/制造Manufacture	3.98%
其他Others	9.74%

### 观众参观目的 Purpose of visitors

了解项目信息Knowing project information	27.45%
交流学习Learning & Communicating	5.66%
采购, 收集资料Purchasing & Collecting materials	11.28%
寻找合作伙伴Looking for business partner	8.52%
为未来参展做考察Doing research for the future exhibition	8.03%
联系供应商Contacting suppliers	39.06%

### 观众行业类别 Vocations of Exhibition visitors

政府部门Government officer	2.78%
规划建筑院Planning construction institute	1.85%
房地产开发商Land agent	3.93%
承建发展商Project undertaker	0.79%
建筑设计Architecture designer	8.75%
室内设计Interior designer	11.39%
景观设计Cityscape designer	7.01%
商业设计Commerce designer	5.26%
多媒体设计Multimedia deisigner	4.18%
工业设计Industrial designer	5.09%
产品设计Product designer	10.60%
视觉传达设计Visual designer	6.49%
进出口商Importer & exporter	3.66%
生产商Manufacturer	5.98%
代理商Product agent	3.17%
经销商Dealer	2.81%
科研院校Scientific research academy	4.08%
宣传媒体/专业杂志Propaganda/ Professional magazine	4.64%
其他Others	7.54%

### 观众感兴趣的展品 Exhibits interested in by Exhibition visitors

城镇规划Town planning	7.43%
建筑设计Architecture design	5.74%
景观设计Cityscape design	9.58%
科技地产Science & technology lands	0.95%
室内设计Interior design	14.22%
商业环境设计Hospitality design	2.34%
设施管理Facility management	1.80%
智能建筑Intelligentized architecture	1.02%
家具设计Furniture design	7.45%
灯光设计Lighting design	2.77%
创新卫浴Innovative sanitary ware	2.17%
铺装材料Flooring stuff	1.33%
品牌策略设计Branding strategy design	6.02%
包装设计Packing design	4.42%
平面设计Graphic design	10.89%
多媒体设计Multimedia design	3.47%
工业设计Industrial design	6.35%
产品设计Product design	4.17%
家具用品设计Furniture accessories	6.12%
其他Others	1.74%

EXHIBITION 展览

# IMART

创意市集





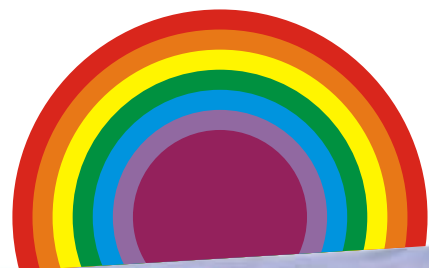


# GOOD IDEA! GOOD PAY!

## 有创意就有回报

将最有特色的“创意市集”纳入设计博览，这在中国前所未有的，为有创意的年轻人提供了一个很好的展示平台，也将设计带入到寻常百姓生活中。

“It is unprecedented to introduce the distinctive “IMART” into design exposition in China. It provides a good show stage for those young original designers, and also introduces creative design into the normal people life.”



AWARDS奖项

# KAPOK PRIZE 2006 CHINA ORIGINAL PRODUCT DESIGN AWARDS

红棉奖-高举中国原创设计大旗

参赛作品169个 169 Nominations

入围作品50个 50 Top Nominations



广州市副市长王晓玲为红棉奖金奖获得者颁奖  
Wang Xiaoling, vice mayor, presents awards to winners of KAPOK Prize 2006





01



02

01 IT组金奖蓝牙车载免提系统  
IT Category: Bluetooth Hands free Car Kit

02 家电组金奖电磁炉  
Home appliances category - Piano Induction Cooker

03 日用品组金奖五彩匙  
Housewares category - Multi-colored spoon

04 综合组金奖全功能式轮椅“自由行”  
General category - Multifunctional Self-help wheel chairFree walking



03



04

## AWARDS奖项

# EXHIBITION OF TOP NOMINATIONS OF KAPOK PRIZE 2006 IS THE MOST ATTRACTIVE AREA.

在广州国际设计周展览中，  
格外引人注目的是红棉奖入围作品展区。



广州市副市长李卓彬参观红棉奖获奖作品

Li Zhuobin, vice mayor, visits exhibition of top nominations of KAPOK PRIZE 2006

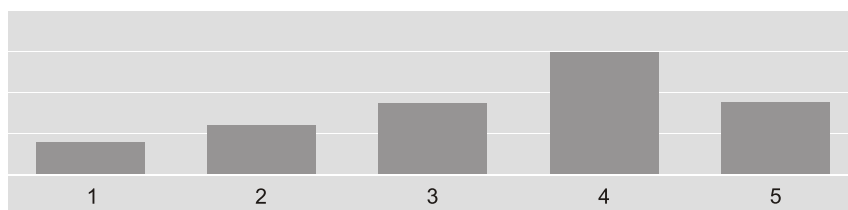


## 红棉奖参赛者调查 Evaluation Participant

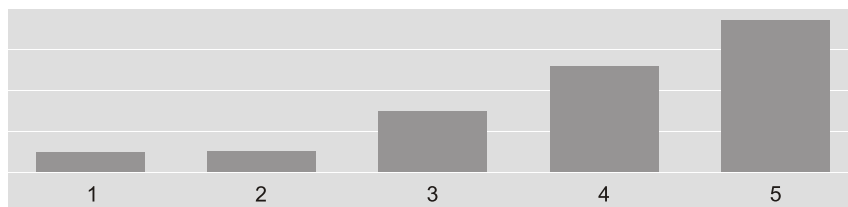
共向30名的红棉奖参赛者发出问卷，回收有效问卷23份。要求受调查者分别就以下问题从1到5给出定性回答：1表示不好；2表示一般；3表示好；4表示很好；5表示非常好

Questionnaire study is sent out to 30 participants. Out of them, 23 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 extremely Good.

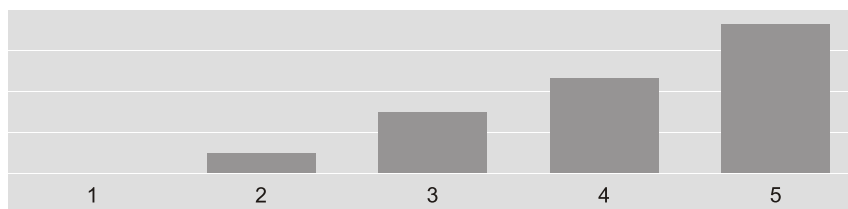
对获奖作品的认可程度  
How do you think of the winners of KAPOK PRIZE 2006?



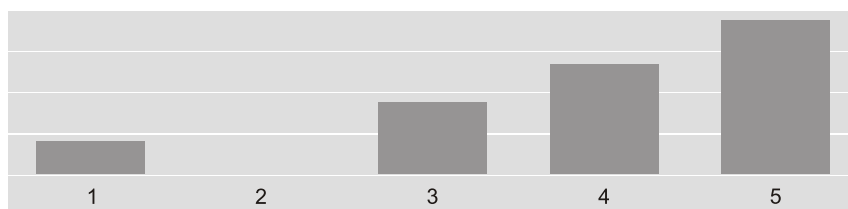
对红棉奖促进原创设计的作用的程度  
Did KAPOK PRIZE 2006 drive original design in China ?



对评奖过程公平公正公开的认可程度  
How fair and open is KAPOK PRIZE 2006 you think ?



对红棉奖入围作品展览效果的认可程度  
Is there any benefit from the exhibition of the top nominations of KAPOK PRIZE 2006?



AWARDS奖项

# JIN YANG PRIZE 2006 TOP 10 DESIGNER IN GUANGZHOU

金羊奖-2006羊城十大设计师评选活动

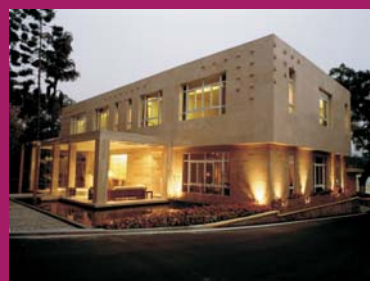
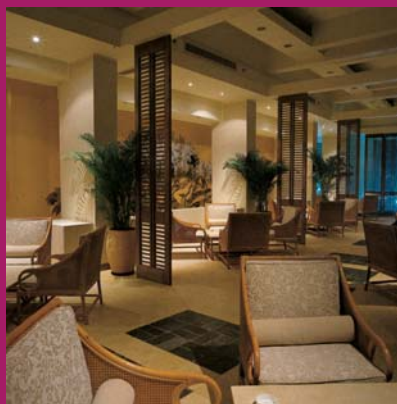
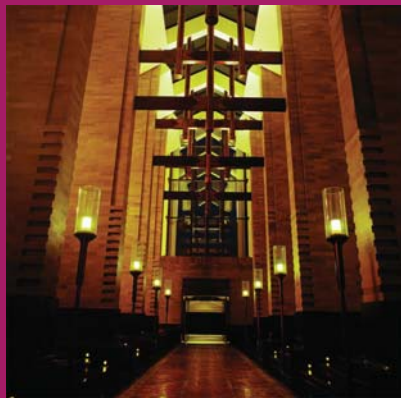
金羊奖必将与广州国际设计周一起，成为催生创意精英的摇篮。  
“Jin Yang Prize 2006 is expected to be a cradle of educating originality elites.”

—《羊城晚报》总编辑张宇航

—Zhang Yuhang, General editor of Yangcheng Evening News.







**金羊奖—羊城十大设计师（空间类）**

陶郢 陈向京 洗剑雄 潘向东 杨岩 王中石 林学明 崔华峰 盛宇宏 曾芷君 欧英柏（海外）

**金羊奖—羊城十大新锐设计师（空间类）**

丁力学 张星 邵菱 吴宗敏 罗文 罗思敏 曹海涛 梁永标 曾秋荣 蔡文齐

**Jin Yang Prize 2006 - Top 10 Designer in Guangzhou(Space)**

Tao Zhi Chen Xiangjing Xi Jianxiong Pang Xiangdong Yang Yan Wang Zhongshi Lin Xueming Cui Huafeng Sheng Yuhong Zeng Zijun Ou Yingbo (Overseas)

**Jin Yang Prize 2006 - Top 10 Young Designer in Guangzhou(Space)**

Ding Lixue Zhang Xing Shao Ling Wu Zongmin Cao Haitao Liang Yongbiao Zeng Qiurong Cai Wenqi

DESIGN COMPETITION设计大赛

# IC@WARD 2006

亚太室内设计双年大奖赛

国际室内建筑师及设计师理事会主办的IC@WARD-2006  
亚太室内设计双年大奖赛 颁奖晚宴一票难求。

Asia Pacific interior Design Biennial Award 2006 (IC@WARD 2006), hosted by international  
council of interior Architects & Designers (ICIAD).





广州市经济贸易委员会郭伟光副主任致辞  
Guo Weiguang, vice director of Economic and Trade  
Commission of Guangzhou Municipality, makes address.



活动颁奖现场  
Onsite Scene of Award Presentation.





DESIGN COMPETITION设计大赛

# DESIGN FOR THE FUTURE INTERNATIONAL POSTER DESIGN AWARDS

设计未来国际海报设计大赛



国际平面设计协会联合会 (ICOGRADA) 认可的  
“设计未来”国际海报设计大赛评委工作现场。

Onsite Scene of Judging - “Design for the future” international  
poster design Awards, endorsed by ICOGRADA.





金奖由来自伊朗的Babak madandar获得  
Golden Prize winner is Babak madandar from IRAN.

DESIGN COMPETITION 设计大赛

# X2010

X2010设计创意大赛

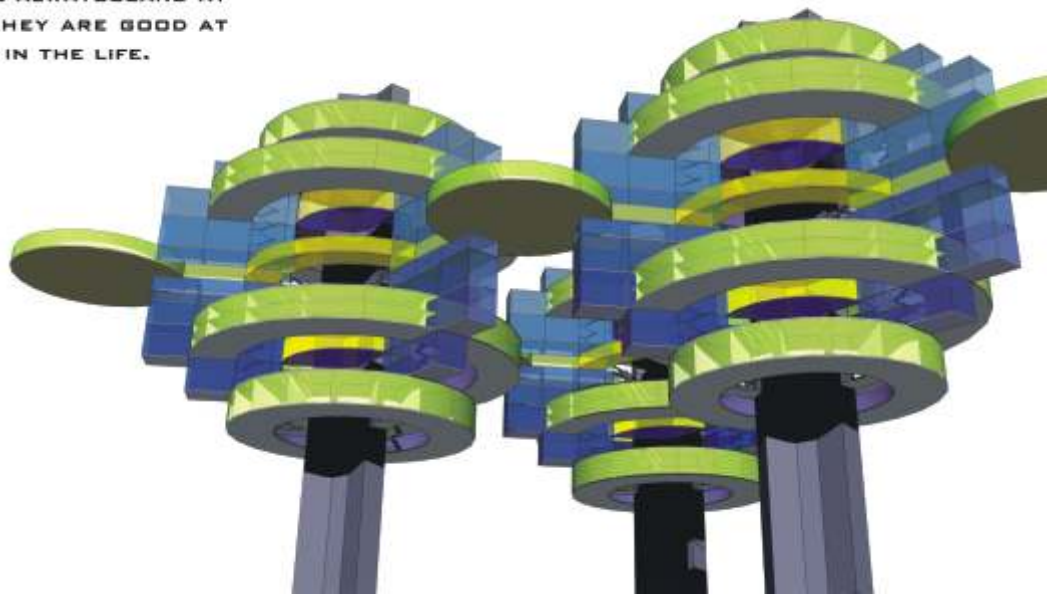
X2010设计创意大赛金奖作品备受业界关注

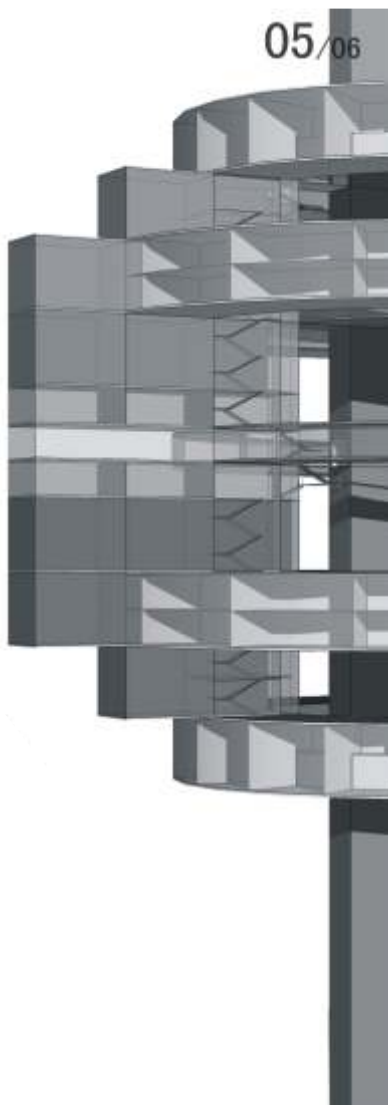
Gold Prize of X2010, a creative camp, is also especially focused by the designers

## GREEN ZONE 绿色地带

本方案是对未来青年居所的一种探求。他们作为城市的先锋总是走在生活的前沿，易感知生活，发现生活中的美。

THIS PROGRAMME IS A RESEARCH FOR RESIDENCE OF FUTURE YOUTH. AS CITY PIONEERS, YOUNG PEOPLE ALWAYS STAND AT THE FORWARD POSITION OF LIFE, AND THEY ARE GOOD AT ENJOYING LIFE AND FINDING THE WONDER IN THE LIFE.





# 青年共同体 (青年居住模式探索)



X2010设计创意大赛金奖获得者-何文 邢丽雅 徐茜茜 周鲁然  
Winner of X2010, a creative camp: Hewen xingliya xuqianqian zhouluran



## TOPIC EVENTS 专题活动



# THE DANISH SESSION

## 丹麦设计日

在“丹麦设计日”上我们可以看到，无论是巨型的跨海大桥还是风力发电系统，从小小的一盏蜡烛台灯，到庞大的海轮，丹麦设计总能带出一种自然，令人亲近的气息，因而受到全世界的欢迎。

“In the Danish session, we can see the Danish design is always able to bring people natural and easily accessible feeling, whether a gigantic sea bridge or a wind-power generator system, or whether a little Candleholder or a giant ship. So it is welcomed by the world.”

—《南方都市报》  
—Southern Metropolis Daily



广州市副市长王晓玲到场致贺并与丹麦王国驻广州总领事欧阳博先生互赠礼物  
Wang Xiaoling, vice mayor of Guangzhou Municipality, sends her congratulation to the Session onsite and presents gifts each other with Jens Martin Alsirk, Consul General Of the Danish Consulate in Guangzhou.



广州市经济贸易委员会平欣光主任致欢迎词  
Ping Xinguang, Director of Economic and Trade Commission of Guangzhou Municipality makes welcome address.





丹麦设计日会场  
Onsite scene, The Danish Session

丹麦人体拷贝现代舞团 (Mancopy) 表演舞蹈“人与椅子”诠释丹麦设计。  
The dance "The Man & The Chair" performed by the Danish dancing team "Mancopy" annotates Danish design.

## TOPIC EVENTS 专题活动



British Consulate-General  
Guangzhou

# DESIGN UK SESSION

英国日

“研讨会的效果出乎我们的想象，取得了实质性的成效，部分英国设计公司已经与广州的一些机构进入合作探讨阶段，双方均表现出强烈的合作意向。”

“The effects of the Session are completely unexpected achievements. Some British design companies already have entered into the stage of further discussion and collaboration with some related organizations in Guangzhou, and the both sides have strong cooperative intention.”

—英国贸易投资总署创意产业顾问克里斯丁·罗斯凯特

—Christine Losecaat, Creative Industries Adviser of UK Trade & Investment.





Brian Davidson, British Consul General Guangzhou  
英国驻广州总领事戴伟绅先生



Mr. Ye Youxin, Vice Director General, Guangzhou Trade &  
Economic Commission.  
广州市经贸委副主任叶佑新先生



Christine Losecaat, Creative Industries Adviser  
- UK Trade & Investment  
英国贸易投资总署创意产业顾问罗思喜女士



Stephen Frazer, Frazer Design  
弗里则设计公司斯蒂芬·弗里则先生



TOPIC EVENTS 专题活动

# ANNUAL MEETING OF CHINA INSTITUTE OF INTERIOR DESIGN CIID2006

CIID2006年年会







我们要通过广州国际设计周这样的平台，把优秀设计师推向世界，还要把众多作品向世界上的人们做介绍。

“Through the international platform of the GUANGZHOU DESIGN WEEK, we should introduce our excellent designers and our good designs to the world.”

—中国建筑学会室内设计分会副会长劳 智权

—Lao Ziquan, Vice Chairman of China Institute of Interior Design

TOPIC EVENTS 专题活动

# TOUR OF GUANGZHOU DESIGN

广州设计之旅

香港与广州来往方便，我们将经常参加广州国际设计周组委会组织的各项活动，加强两地设计界的交流，互相学习，资源互补。

"The transportation between Hong Kong and Guangzhou is very convenient, it is good for us to participate in various activities organized by the operation lounge of the Guangzhou design week, for purposes of enhancing communication between the both design circles, and learning each other for resource supplementary"

—香港华方企业有限公司陈永键  
—Chen Yongjian, Hong Kong Hua Fang Co., Ltd.





岭南建筑令中外设计师流连忘返  
Designers are deeply impressed by south-China style architecture



# INTERNATIONAL DESIGN SUMMITS 国际设计论坛

2006设计与自主创新高峰论坛  
Design & Innovation Summit 2006

2006广州国际设计周工业设计论坛  
Industrial Design Seminar 2006

广州国际设计周服务2010亚运—国际场馆建设与可持续性发展高峰论坛  
Venue Design & Operation Forum 2006, supervised by 2010 Guangzhou Asia  
Game Organizing Committee.

2006亚太景观建筑设计高峰论坛  
Asia Pacific Cityscape & Architecture Design Forum 2006

2006广州国际设计周品牌形象设计与传播论坛。  
Branding Design Seminar 2006

爽

= great experience

中国台湾知名产品设计师刘传凯激情演讲中  
Carl Liu, famous product designer from Taiwan





2006设计与自主创新高峰论坛对话现场  
The dialogue between international design giants and chinese entrepreneurs  
in design & innovation Summit 2006



林笑跃, 国家知识产权局外观设计审查部副部长在论坛现场  
Lin Xiaoyue, Vice Director of Industrial Design Examination Dept.  
of State Intellectual Property of P.R. China.



世界智能建筑设计大师保罗·多赫先生  
Paul Doherty, World-class speaker in intelligentized architecture design



世界级建筑可持续性设计大师林国桢先生  
Alex K Lam, VP-Global Learning Asia,CORENET GLOBAL





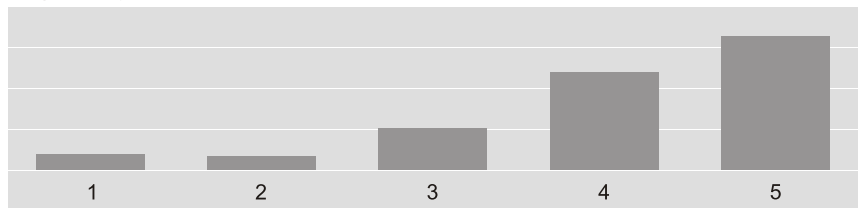
## 论坛听众调查 Evaluation Participant

分别向50个参与了主要论坛的听众发出问卷，回收有效问卷43份。要求受调查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 50 Exhibition visitors of the forums above. Out of them, 43 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 extremely Good.

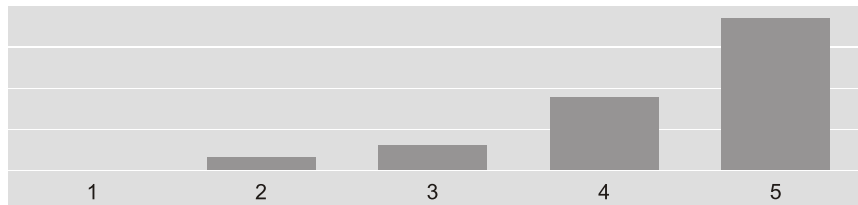
从论坛获得的资讯和知识对将来工作的帮助

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



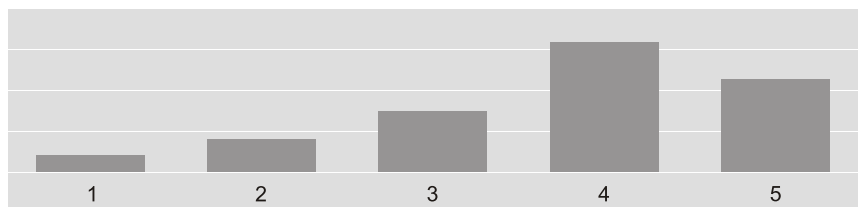
论坛演讲嘉宾层次满意程度

Are you satisfied with quality of forum speakers ?



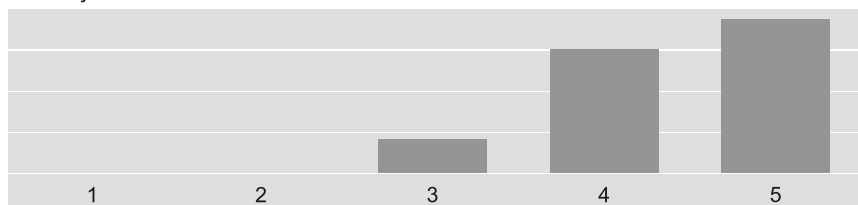
论坛的组织和服务满意程度

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



是否会向其他人推荐

Would you recommend the forums to others ?



**MEDIA 媒体**

# 265 MEDIAS NEARLY 1000 ARTICLES

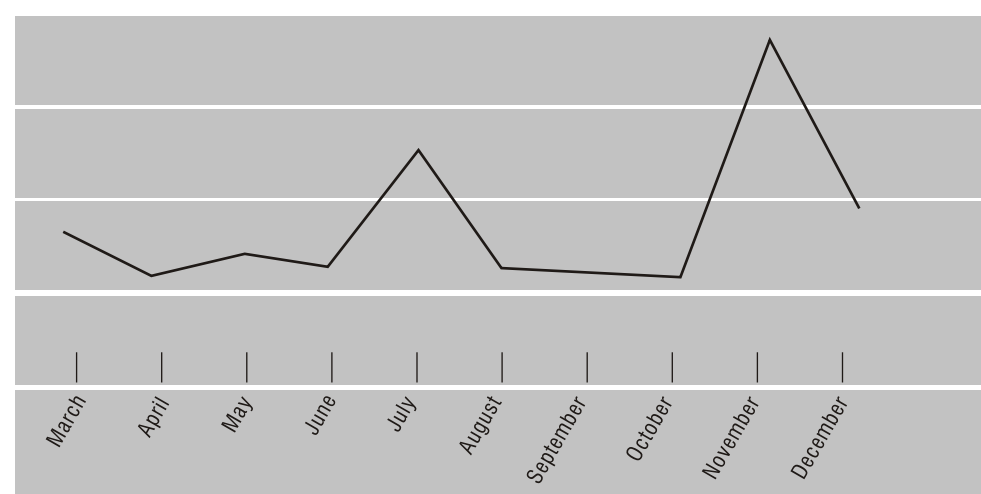
设计周期间参与采访报道的海内外媒体达265家，刊发报道数量接近一千篇次（不完全统计），互联网上有关设计周的信息达到三百多万条。  
According to the incomplete statistics, around 1000 articles for the GUANGZHOU DESIGN WEEK have been covered by 265 different Medias at home & abroad, and over 3 million related information could be searched in the Internet upon the completion of the Event.





### 设计周筹备以来报道情况

The diagram below illustrates a specification of GUANGZHOU DESIGN WEEK 2006's media coverage since preparation work.



### 大众媒体、专业媒体与网络媒体的比例

The diagram below illustrates percentages of public media, professional media and network media



### 国内媒体与境外媒体的比例

The diagram below illustrates percentages of domestic media and foreign media.





# 大力发展创意产业 推动创新型城市建设



## 双城盛事



归功于智慧与创造

## GUANGZHOU DESIGN WEEK 2006

广州国际设计周 绚烂开幕



设计：着眼于未来生活的创



## 广州日报

2006年12月15日 星期五

第XXXXX号

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广州国际设计周昨开幕

坚持科学发展 构建和谐广州

以“广州创造”提升“广州制造”

提高自主创新能力 建设创新型城市

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中央电视台以两期各半小时的幅度深度报道了广州国际设计周的内容。在设计周举办期间，国内最大的报业集团广州日报报业集团旗舰《广州日报》两次在头版头条大篇幅报道设计周消息，国内发行量最大的都市类报纸《南方都市报》以八版篇幅全方位报道设计周的每一个新闻亮点，将2006广州国际设计周与同期已在香港举办5次的设计营商周誉为“双城盛事”，海外最具影响力的华文媒体新加坡《联合早报》以半版篇幅报道设计周核心内容，国内最具影响力的晚报《羊城晚报》在设计周筹办期间就为此创办了《创意周刊》，长期连续报道设计周的重大事件。

CCTV, the most important TV station in China, produces 2 special edited reports for the GUANGZHOU DESIGN WEEK. Also, the Design Week has been 2-day headline news in the Guangzhou Daily & deeply reported by Singapore-based LianHeZaoBao, the most distinguished Chinese newspaper outside China.

“Southern Metropolis Daily”, by a full 8-page edition report, proves that GUANGZHOU DESIGN WEEK 2006 is in all respects more successful than the BODW06, the design promotion event organized in Hong Kong since 2002; YangCheng Evening News especially originates “CREATIVE WEEKLY” for continuous reports accompanying the organizing works of the GUANGZHOU DESIGN WEEK...

## PARTNERS 合作伙伴





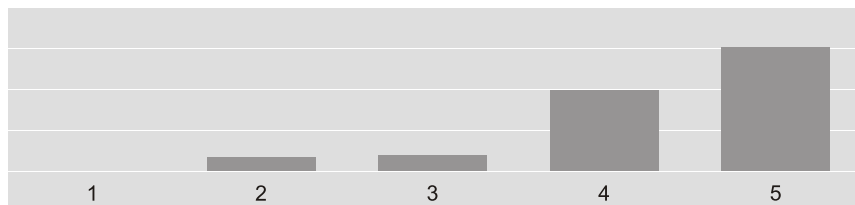
## 合作伙伴调查 Evaluation Participant

设计周与30多家国内外机构结成了合作伙伴。对其中20家发出问卷，回收有效问卷16份。要求受调查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

Over 30 organizations home and abroad are in collaboration with Guangzhou design week 2006. Questionnaire study is sent out to 20 of them, 16 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 extremely Good.

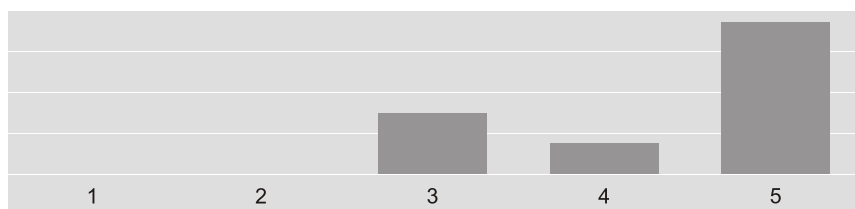
对合作伙伴回报收益兑现的总体印象

What is your general impression of rewards and benefits from the Guangzhou design week as promised?



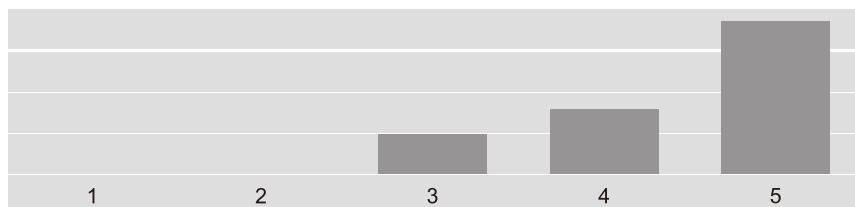
从成为设计周合作伙伴得到品牌认识程度的提升

Have you gained new branding cognition through the Guangzhou design week?



对继续参与设计周的支持度

Would you like to participate in the design week next time?





## APPROVAL 评语

*Congratulations!  
You are masters of  
managing and organising  
design events to an  
extraordinary level of  
success. Best wishes for  
the success of the next one  
Mervyn Kurlansky*

祝贺你们！把2006广州国际设计周办得如此异乎寻常的成功，你们才是真正的大师。对明年的广州国际设计周致以最诚挚的祝愿！

—穆文·凯兰斯基，国际平面设计联合会荣誉主席，五星设计创始人

Congratulations! You are masters of managing and organizing design events to an extraordinary level of success. Best wishes for the success of the next one.

—Mervyn Kurlansky, Past President, ICOGRADA, Founder of Pentagram



GUANGZHOU DESIGN WEEK

广州国际设计周

2006

## 组织机构/ORGANIZATION

---

**主办:**  
广州市人民政府

**组织:**  
广州市经济贸易委员会

**协办:**  
丹麦斯堪的纳维亚品牌设计与传播有限公司  
国际室内建筑师及设计师理事会  
中国建筑学会室内设计分会  
上海桥中设计咨询管理有限公司  
羊城晚报

**承办:**  
广州市城博展览有限公司  
广州经贸会展服务中心  
广州美术学院设计学院

**创意合作伙伴:**  
创意中国网 [www.creativecn.cn](http://www.creativecn.cn)

**艺术设计类唯一协办网站:**  
设计在线 [www.dolcn.com](http://www.dolcn.com)

**法律顾问:**  
广东广信律师事务所 王永红律师

**Sponsored by:**  
Guangzhou Municipality

**Organized by:**  
Economic and Trade Commission of Guangzhou Municipality

**Co-operated by:**  
Scandinavian Branding A/S  
International Council of Interior Architects & Designers China  
Institute of Interior Design  
China Bridge International  
Yangcheng Evening News

**Operated by:**  
CITI Expositions (Guangzhou) Limited  
Economic and Trade Convention & Exhibition Service Center, Guangzhou  
College of Design, Guangzhou Academy of Fine Arts

**Creative Partner:**  
[www.creativecn.cn](http://www.creativecn.cn)

**Co-operated Website:**  
[www.dolcn.com](http://www.dolcn.com)

**Nominated Lawyer:**  
GUANGXIN LAWYERS Mr. YOUNHON WONG